

# MA Council on Aging

The Uber logo, consisting of the word "UBER" in white capital letters on a black square background, is positioned in the bottom right corner of the slide. It is partially overlaid by a vertical teal bar with a geometric pattern that runs along the right edge of the slide.

UBER

# The Uber Boston Team



**Meghan Joyce**

General Manager, East Coast

Meghan joined Uber in 2013 as the General Manager of Boston and Providence and has since become the GM of the East Coast region. Prior to Uber, Meghan worked as a consultant at Bain & Company and was a Senior Policy Advisor at the U.S. Treasury. Meghan has an A.B. from Harvard College and an MBA from Harvard Business School.



**Jenny Avallon**

Senior Marketing Manager, New England

Jenny heads up marketing, partnerships, and community engagement for Uber New England. Prior to Uber, Jenny worked in marketing and business development for CNN, National Geographic Channels, and Undertone Ad Networks. She has a B. A. from George Washington University in Political Communications and Women's Studies.



**Chris Taylor**

General Manager, Uber New England

Chris Taylor is the General Manager of Uber in Boston. A graduate of Northwestern University and Harvard Business School, Chris began his career at the Boston Consulting Group, rising quickly through the ranks from Associate to Consultant to Project Leader. He also spent time in Thailand running logistics at a large local e-commerce company. Prior to joining the Uber Boston team, Chris was General Manager of Uber in Chicago, where he oversaw the growth of one of Uber's top global markets.



**Amanda DeSantis**

Regional Manager of Trust & Safety

Amanda recently joined Uber to focus on ways to use technology to help people safely and reliably go from point A to B. Prior to joining Uber, she was the founder of a machine learning tech startup and the Global Leader of Sustainability Initiatives at DuPont. She has developed numerous external partnerships, worked extensively with policy makers, and leveraged technology to create scalable solutions. Amanda holds a Bachelor and Master of Science degrees in Civil and Environmental Engineering from the Pennsylvania State University.

# Uber Overview

“Transportation as reliable as  
running water, everywhere,  
for everyone.”

# Our trip history

Smarter cities of the future

On a snowy Paris evening in 2008, Travis Kalanick and Garrett Camp had trouble hailing a cab. So they came up with a simple idea—press a button, get a ride.

365

Cities

65

Countries

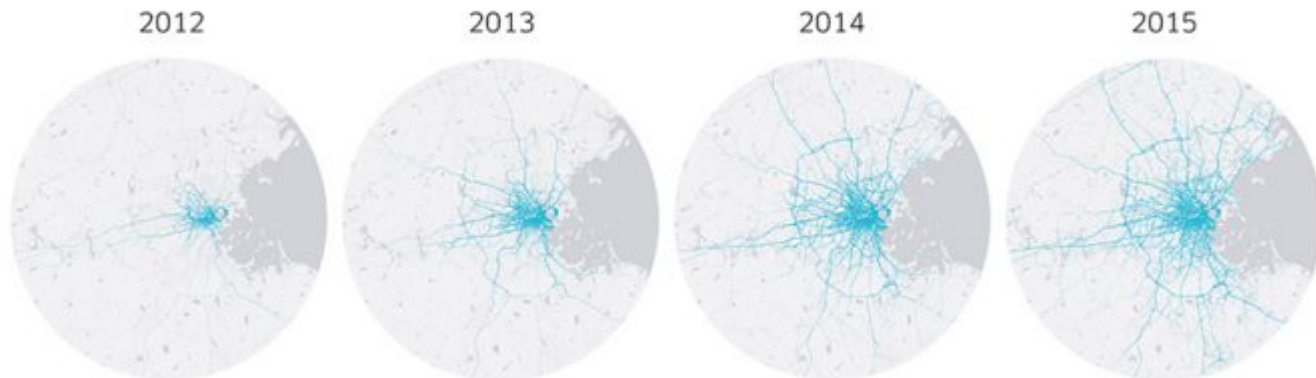
1M+

Driver partners

A background image showing a busy street scene in India, likely in a city like Mumbai or Delhi. Several yellow auto-rickshaws are visible, along with a person on a bicycle. The street is lined with buildings and various signs, including one for 'Assure'. A black rectangular box with the white 'UBER' logo is positioned in the upper right corner of the image.

UBER

# Innovating in MA for over 4 years



Connected over 1.75M Massachusetts residents with 30M+ trips

## **Expanded product offerings:**

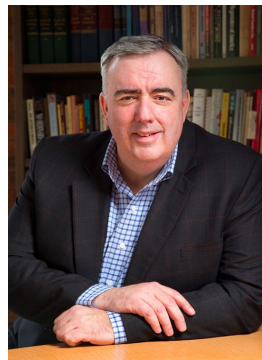
uberPOOL | uberX/XL | UberBLACK/SUV | UberACCESS

# Forming lasting partnerships in Massachusetts



**Dr. John Brownstein**

Chief Innovation Officer, Children's Hospital  
Uber Healthcare Advisor



**Ed Davis**

Former Boston Police Commissioner  
Uber Safety Advisor



**Darnell Williams**

President, Urban League Eastern MA  
Uber Community Action Committee Chair



**Chris Griffin**

Exec. Director, Disability Law Center  
Uber Disability Coalition Member

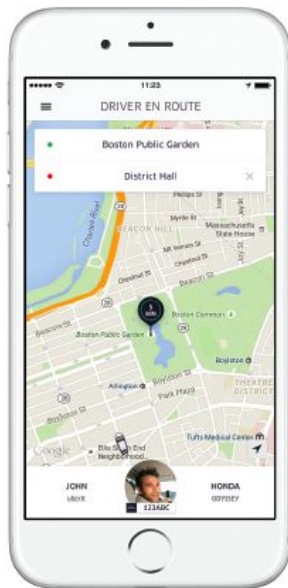
# About Uber



1

**REQUEST**

Tap to select pickup location



2

**RIDE**

Type in your destination



3

**RATE**

Rate your experience



# Safety By Design



## BEFORE

- Background check
- No more street hails
- No discrimination
- Drivers are no longer anonymous
- Contact with drivers while protecting privacy

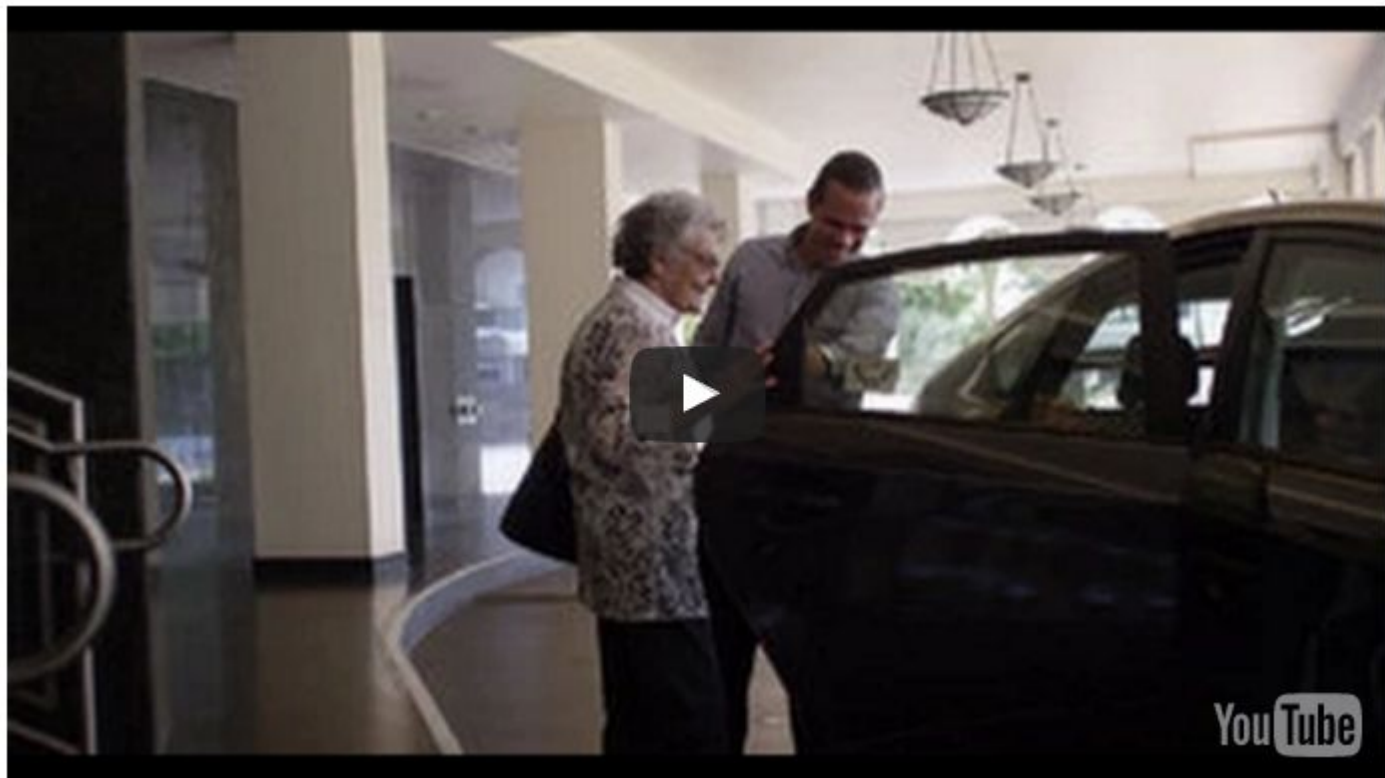
## DURING

- Share your ETA and Send Status to relatives
- Always on the map, never get lost

## AFTER

- Feedback & ratings
- 24/7 Customer Support
- Local Boston team
- Rapid response

# Uber for Seniors



# Mission

Allow seniors in the opportunity to **maintain their independence** through an on-demand transportation service.

Provide needed transportation everywhere including:

- Senior Recreation Center
- Grocery/Department Stores
- Local Hospitals and Nursing Homes
- Medical Appointments
- Hair/Nail Appointments
- Local Entertainment

Last summer, Uber participated in the White House Conference on aging and discussed our efforts to further engage the senior community across the country. Alongside public and private representatives, we hope to further the conversation about the way technology adoption can improve older adults' day-to-day lives

U B E R

# Freedom in Motion: Gainesville

## Partnership Overview:

- Eldercare of Alachua County, the City of Gainesville, the Gainesville Chamber of Commerce, and Uber came together for a first-of-its-kind partnership
- City of Gainesville allocated \$15,000 towards subsidizing transportation with Uber for residents at their ElderCare centers
- Seniors at this residence are now able to use Uber to increase their mobility and independence across Gainesville

U B E R

Freedom In Motion: More Options For Senior Mobility



*Mayor Ed Braddy opens Uber door for the first Freedom in Motion passenger, Shirley.*



## City hopes to use Uber to provide transportation to seniors

By Morgan Watkins  
Staff writer

Published: Thursday, June 4, 2015 at 10:29 p.m.  
Last Modified: Friday, June 5, 2015 at 12:13 p.m.

## Uber for Senior Citizens

September 1, 2015 News

Through Pilot Programs and Specially Trained Drivers, Uber is Increasing Mobility Options for Seniors.

Breaking News · Community Announcements

# Freedom in Motion Launched

6 months ago

## New Program Offers Transportation to Gainesville Seniors

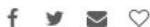
By Layne Weitzel

September 3, 2015 Getting around



## Elderly get Uber

By Sara Marino, Alligator Contributing Writer



Uber and Gainesville recently teamed up to help seniors get around town.

## Florida Seniors Will Soon Get Low-Cost Uber Ride Service

September 11th, 2015



## Seniors will soon get ride service

By April Warren  
Staff writer

## Turkey Creek Forest Senior Takes First Ride With New Uber Program

By Griffin Horvath

September 16, 2015 Getting around



For Shirley Bloodworth, having access to Uber means she'll be mobile long after she quits driving.

## Uber program for seniors unveiled

Published September 2nd, 2015

# Partnership Opportunities

## Promo Codes

- Give your community the opportunity to give Uber a try by providing them with promo codes to get \$20 off their first rides on Uber
- Easy to execute partnership and Uber will incur the cost of rides for all new users

## Info Sessions

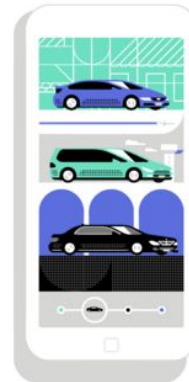
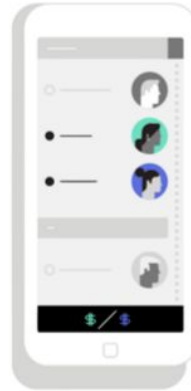
- Invite us over!
- Uber Boston employees are happy to do info sessions on how the app works to your community

## Safe Rides Program

- Partner with Uber to provide ride subsidies for your community
- Set-up a centralized billing portal to expense all rides through
- Equip front desk of a local senior or community center with dashboard to request rides for those that aren't equipped with a smartphone

For more information on these opportunities (or others!) contact  
Jenny Avallon at [JAVALLON@UBER.com](mailto:JAVALLON@UBER.com)

# Questions?





# Thank you

Jenny Avallon

[javallon@uber.com](mailto:javallon@uber.com)

Proprietary and confidential © 2016 Uber Technologies, Inc. All rights reserved. No part of this document may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage or retrieval systems, without permission in writing from Uber. This document is intended only for the use of the individual or entity to whom it is addressed and contains information that is privileged, confidential or otherwise exempt from disclosure under applicable law. All recipients of this document are notified that the information contained herein includes proprietary and confidential information of Uber, and recipient may not make use of, disseminate, or in any way disclose this document or any of the enclosed information to any person other than employees of addressee to the extent necessary for consultations with authorized personnel of Uber.



UBER