

BRENDA K. JEFFERSON
P.O. BOX 454
GOULDSBORO, PA 18424

June 3, 2015

Dear Honorable Chairman Godshall,

Thank you for the opportunity to present my testimony at the Hearing on June 11, 2015 for HB 1065. Below is the outline that I will use to present my information.

Introduction

My name is Brenda K. Jefferson and I've been an Uber driver for eleven months. Initially I wrote in my emails that I started driving for Uber in September 2014, however upon reviewing my records that was incorrect.

I am a retired Army Officer and Desert Storm Veteran. I've always driven long distances for extended periods of time; therefore this job was a natural fit for me and my schedule. It further provides the flexibility that I need within my life at the present time.

Overview

I am here to testify on behalf of Uber reference the Ride Sharing within Center City, Philadelphia and the outlying areas. First discussing the positive impact Uber has had upon the City of Philadelphia, secondly the need for Uber and ride sharing, thirdly the necessity of having such a business model for customer choice and finally the Uber customer impact.

Positive Impact Uber has had upon the City of Philadelphia

From my observation and experiences Uber has had a positive impact on the City of Philadelphia and the surrounding areas. Customers that did not have transportation to and from the train station, work, dinner, night out with friends rather it be for drinking or happy hour, now are just a few button presses away from knowing someone is coming to pick them up.

I have not had any negative feedback from riders, business owners and others regarding the Uber experience and the dependability of the Uber Team. In the winter I drove every weekend regardless of the weather college students, tourist and International visitors were able to use the Uber App and request transportation knowing it would arrive. When it was snowing or raining the customer could order a ride from the comfort of their home, hotel room, restaurant or bar and wait inside

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until arrival. The Uber application allows requestor to know who is coming; there is a picture of the driver and description of their vehicle, thereby assisting the requestor in recognizing the driver and vehicle upon arrival. The customer has the ability to track your route as they watch you coming on their phone allowing them to know that someone is coming and further the application provides the approximate time that the driver will arrive. Another amazing feature, we can call each other, I can call my customer to coordinate pickup locations for hard to reach places and they can call or text me with more specific instructions or directions.

These features have had a positive impact on the customer base in Philadelphia. When tourists travel into Philadelphia they automatically check for UberX availability for movement to and fro throughout the City. They are excited that UberX is in Center City for their use and choice.

Need for Uber and Ride Sharing

Business is needs driven, if the need does not exist, no matter what the product or service, it will not work. Conversely there was a need for UberX within the City of Philadelphia. The growth of UberX significantly displays that the need exists.

As an UberX driver, the needs of my customers are first and foremost; receiving the request for a ride, verifying their locations, their specific time needs, and comparing the arrival time on their app and my app. Once they enter my vehicle the objective is to ensure they have an enjoyable experience. I provide water, tissues, paper towels, gum, mints and the music of their choice and always ensure that my car is clean and has a pleasant aroma inside. Further, I do not make personal calls when I have customers in my car. They are talking to me, listening to music or talking to each other as we each enjoy the ride.

When a business model works, that is known by customer response, there was a missing element that was fulfilled within the community and city by UberX. Throughout the winter customers used UberX and could stand inside of a building, restaurant or their homes until I arrived not having to stand out in the elements waiting for a ride. We communicated and with ease picked up the customer. The customers seem to really enjoy Uber.

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Necessity of Having Uber Business Model for Customer Choice

Uber has provided a choice for the customers. Those that are not using UberX have the choice to use whatever transportation method that they want. Those selecting UberX are additionally happy with having a choice as to where they want to spend their money. The people are choosing what service they want to use. We have not dictated to them what choices or selections to make, they download the application and they make the choice.

The free enterprise business model was always based on the choice of the people? Was it not? Essentially, this is the same thing. This to me is no different than the pay phone, which used to be everywhere. Now they are no longer in service because the cell phone has replaced them. It's something that people can carry on their person and use whenever. No one uses a pay phone any longer and they are all being removed from the locations that they were planted within for years. As technology changes and progresses, people use what is the most convenient for them. Not everyone uses Uber or UberX within Center City, however many customers find it convenient thereby making the choice to use it for their transportation needs. And I am glad that we are there to provide the service that they need and want. There was a void in the transportation model that Uber has filled!

Uber Customer Impact

Finally, the customer impact: Basically, I have only had positive feedback from the customers that I serve. They are happy and excited that Uber and UberX are within the City of Philadelphia and the surrounding areas. Within the City of Philadelphia, there are many places that do not have other modes of transportation. I have heard story after story from customers who could not get to work, out for a drink because they either did not have a car, were prohibited from driving for one reason or another and other modes of transportation just did not come to their area.

Others had the experience of the selectivity of other company drivers not picking them up, passing them by, them calling and calling the companies and no driver ever showing up or drivers not servicing certain areas. All those issues with Uber no longer exist. I go wherever the need arrives. These are the stories that customers have shared without me asking them. Many have vented about experiences with other companies prior to Uber and how they either could not get from point A to point B or had

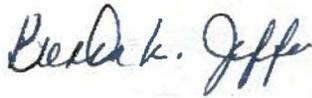
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gotten DUIs after a night out because in their region of the City there was just no other transportation available.

Uber does not discriminate against any customer, they only need an account, which is created for free, request the ride and we come to pick them up. Uber is needed within the City of Philadelphia, with over one hundred forty miles of city, that is a lot of people that are in need of transportation and Uber is more than ready to satisfy that need.

Thank you very much for allowing me the opportunity to express my views.

Best regards,

A handwritten signature in cursive script that reads "Brenda K. Jeffe".

Brenda K. Jefferson
Major, U.S. Army, Retired

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