

**From:** Jon Isaacs, Public Affairs Manager, Uber <[administration@ashland.or.us](mailto:administration@ashland.or.us)>  
**Sent:** Monday, April 30, 2018 10:29 AM  
**To:** City Council  
**Subject:** Council Contact Form - Jon Isaacs, Public Affairs Manager, Uber - 4/30/2018

**Name:** Jon Isaacs, Public Affairs Manager, Uber  
**Email:** [jisaacs@uber.com](mailto:jisaacs@uber.com)  
**Subject:** Comments on proposed Ordinance No. 3152  
**Message:** Ashland City Council,

My name is Jon Isaacs, and I am the Public Affairs Manager for Uber in Oregon, based out of Portland, OR. I apologize that I am unable to make these comments in person at your council meeting this evening.

I am writing to express Uber's opposition to the ordinance as proposed. As previously stated, if the ordinance is approved without changes Uber will continue to decline to include Ashland pick-up service in the Southern Oregon region. Drivers will continue to conduct drop-offs in Ashland.

Uber has transparently made our position on the draft ordinance clear to the city staff for several months. The previously provided e-mail clearly explains the changes that need to be made to make Uber's popular, on demand service available in Ashland. We remain hopeful that these changes will be made by the council.

By making the requested changes you will align Ashland's regulations with Bend, Salem, Corvallis, Eugene, and, most importantly, Medford. Rideshare service simply will not work for drivers or riders if Ashland adopts regulations that are out of alignment with the rest of the region.

Uber's app connects a statewide, national, and global network of riders with drivers who frequently conduct trips between jurisdictions. Uber's on demand service simply does not work when the regulations do not align between neighboring cities. This is why we worked so closely with, for example, Bend and Redmond, to align their local ordinances. Salem/Keizer and Corvallis/Albany are other examples of neighboring cities that took the necessary steps to modernize and align their for hire transportation regulations to bring rideshare to their

communities. It isn't clear to us why Ashland isn't taking the same successful approach.

We know that there is demand for Uber in Ashland. Drivers already complete hundreds of trips a week to Ashland. We have also received many questions as to why Uber is unavailable in Ashland. We encourage you to make the changes necessary so we can work with you to improve transportation for Ashland and the entire region.

I am available any time via phone or e-mail if you have any questions.

Sincerely,

Jon Isaacs  
Public Affairs Manager, Uber  
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