

CLIENT: Uber Technologies, Inc.

PROJECT: Public Affairs partnered with Locke Lord

OBJECTIVE: To update the Code of Ordinances Chapter 46 and Chapter 9 allowing Uber to operate legally within the Houston city limits and at the Houston Airport System. Specifically, the city of Houston ordinance required four changes to allow Uber to operate, which included lowering of the minimum fare, allowing mobile dispatch, deleting the fleet minimums.

STRATEGY: One World worked closely with Uber to determine a multi-faceted strategy that included engaging Houston City Council, the Administration and Regulatory Affairs (ARA) department, Houston Airport System (HAS), community supporters and Mayor Parker's administration.

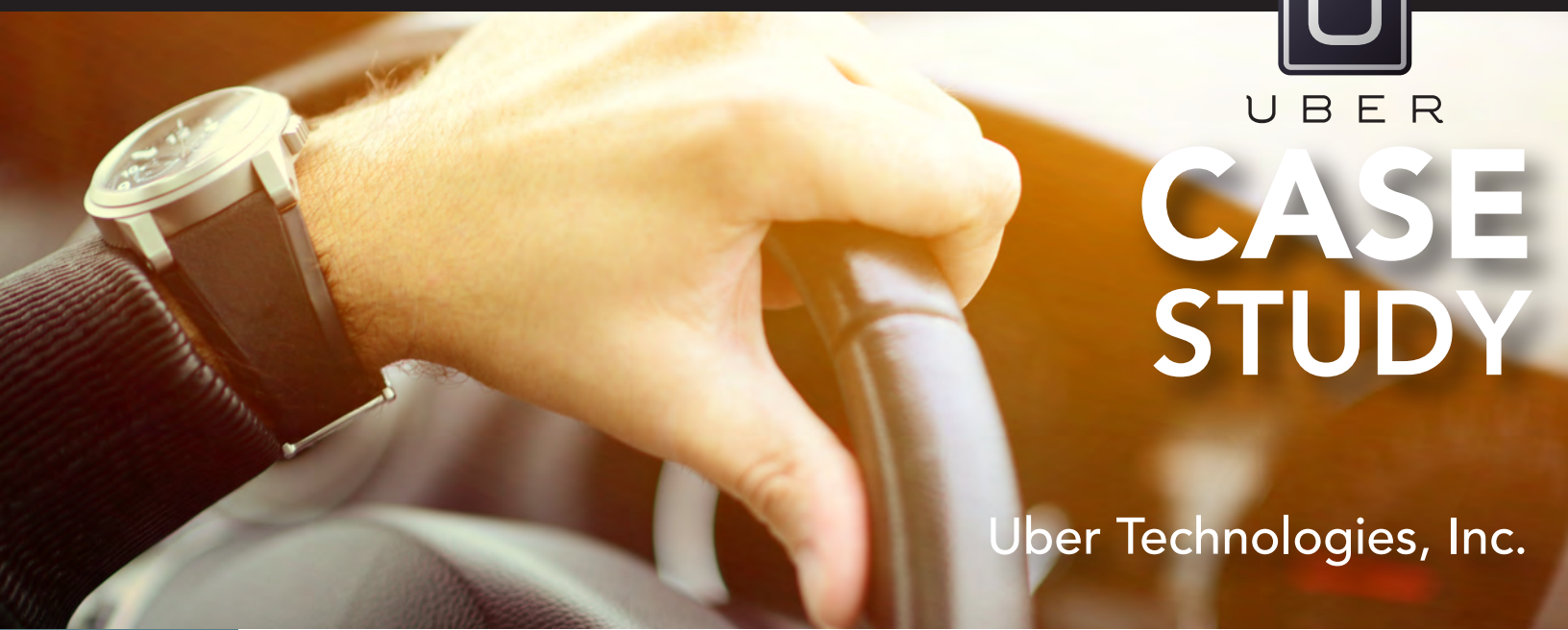
- Created public affairs strategy to negotiate ordinance language to allow for operations within the city of Houston and at Houston Airports.
- Coordinated public relations and press opportunities with Uber representatives to build product awareness and community support.
- Developed and managed stakeholder communications including the incorporation of Houston's disability community.



UBER

CASE STUDY

Uber Technologies, Inc.



RESULT

Chapter 46 Code of Ordinances codified with a 10-5 vote with two members absent August 2014 after a nearly year-long deliberation allowing transportation network companies to operate in the city of Houston.

Chapter 9 Code of Ordinances codified on November 12, 2014, allowing Uber and other Transportation Network Companies to operate at Houston airports.

Mayor Turner Announced Agreement with Uber, New Multimodal Transportation App



ONE WORLD STRATEGY GROUP