

Subject: RE: FW: Security Rider

Date: Tuesday, January 10, 2017 at 8:38:55 AM Eastern Standard Time

From: Shane Juntunen

To: Sofia Navia

Sofia,

Thanks for the update.

shane

From: Sofia Navia [mailto:snavia@uber.com]

Sent: Monday, January 9, 2017 6:21 PM

To: Shane Juntunen <Shane.Juntunen@ucf.edu>

Subject: Re: FW: Security Rider

Hi Shane-

Thanks for sending this over! I have shared the information with my team.

I am aiming to send something other to you this week. Will keep you updated on progress and if there are any questions on our end.

Best,

Sofia

On Fri, Jan 6, 2017 at 2:48 PM, Shane Juntunen <Shane.Juntunen@ucf.edu> wrote:

Hi Shane,

Per our discussion, please see attached for our security rider that I mentioned.

Things to consider:

- 1) If possible, consider the code option, and the code could be the users/students UCFID (This ID is on their ID card, this is not the NID.)
- 2) Email is certainly possible, but we must make sure we have some controls in place
 - a. Clear statement on ownership – UCF owns the data. . . . Vendor can't reuse it for other purposes or share it with 3rd parties
 - b. Exclude students that have a FERPA block or Chapter 119 (public records exemption for judges, law enforcement personnel, etc.)
 - c. Security controls on the data itself – incorporate the attached security rider in the contract.
 - d. Data to be purged after contract termination

3) Contract should have a clause on handling security breaches. In the event of a breach, we should have the leverage for the vendor to cover breach notification, etc.

--
[Sofia Navia](#)

Uber Southeast - Marketing

216.789.1134 | snavia@uber.com | uber.com

Subject: FW: Security Rider
Date: Friday, January 6, 2017 at 11:50:31 AM Eastern Standard Time
From: Shane Juntunen
To: 'Sofia Navia'
CC: SGA President, SGA Transportation
Attachments: Secure Handling of UCF Data.pdf

Sofia,

I want you to have this for our conversation today.

Thanks,

Shane

Subject: Re: FW: Security Rider

Date: Friday, January 6, 2017 at 1:25:49 PM Eastern Standard Time

From: Sofia Navia

To: Shane Juntunen

CC: SGA President, SGA Transportation

Thanks for sending, Shane!

Want to discuss any final details and questions on the program today, and then I can connect you / and or your lawyers with our lawyers to kick off the contract.

Let me know if that works for today's discussion.

On Fri, Jan 6, 2017 at 11:50 AM, Shane Juntunen <Shane.Juntunen@ucf.edu> wrote:

Sofia,

I want you to have this for our conversation today.

Thanks,

Shane

--



Sofia Navia

Uber Southeast - Marketing

216.789.1134 | snavia@uber.com | uber.com

Subject: Re: Uber Safe Rides

Date: Friday, January 6, 2017 at 10:27:49 AM Eastern Standard Time

From: Sofia Navia

To: Shane Juntunen

CC: SGA Transportation

2:30pm works great! You can reach me at 216-789-1134.

Thanks!

On Thu, Jan 5, 2017 at 1:18 PM, Shane Juntunen <Shane.Juntunen@ucf.edu> wrote:

Sofia,

What about tomorrow at 2:30.

What number should I call?

Shane

From: Sofia Navia [mailto:snavia@uber.com]
Sent: Thursday, January 05, 2017 10:57 AM
To: Shane Juntunen <Shane.Juntunen@ucf.edu>
Cc: SGA Transportation <sgatransportation@ucf.edu>
Subject: Re: Uber Safe Rides

Hi Shane-

Great to hear from you!

Happy to set up some time to discuss. I am available tomorrow at the following times: 10am to noon, 1pm to 3pm, and after 4pm. I am also available to speak after 10am Monday.

Let me know what works for you. Looking forward to discussing more!

Best,

Sofia

On Tue, Jan 3, 2017 at 10:41 AM, Shane Juntunen <Shane.Juntunen@ucf.edu> wrote:

Sofia,

Can we schedule a phone conversation about moving forwards with the contracting process for UBER at UCF.

Shane

From: Sofia Navia [mailto:snavia@uber.com]
Sent: Monday, November 21, 2016 3:23 PM
To: SGA Transportation <sgatransportation@ucf.edu>
Cc: Shane Juntunen <Shane.Juntunen@ucf.edu>

Subject: Re: Uber Safe Rides

Hi Robert-

Thanks for following up. I apologize for the delay, I was working on finalizing details from our conversation. Attached is a terms sheet outlining the program.

I wanted to highlight some of the topics we discussed:

- **Student Access:** We had originally discussed using @ucf.edu emails as the primary verification method for eligible students. Using phone numbers would actually make this process much simpler on both ends. We would give access to the view to Uber accounts tied to student's phone number at the beginning of the semester. This would avoid any delays or issues with having students replace their email addresses on existing accounts with a @ucf.com email. Are phone numbers something your team has access to? Happy to discuss other options if this is not viable.
- **Reporting:** In the doc, I have outlined the data / reporting for the program
- **Invoice:** The invoice that we would provide would be relatively simple with total amount and routing information
- **Program Promotion:** In order to make the program a success, we have outlined the marketing and promotional efforts from our end and the University's end that are common practice for safe rides programs. Please let us know your thoughts here.

Next steps would be to discuss any outstanding questions and finalize the terms sheet. Once the terms are agreed upon by both parties, we can move to the contract phase.

Let me know if there are any questions or if you would like to set up a time to discuss this.

Best,

Sofia

On Mon, Nov 21, 2016 at 3:17 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

We still haven't heard back. Any word?

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

Office: [407-823-1605](tel:407-823-1605)

Cell: [904-325-4412](tel:904-325-4412)

Fax: [407-823-5593](tel:407-823-5593)

Email: sgatransportation@ucf.edu

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From: SGA Transportation

Sent: Friday, November 18, 2016 2:48 PM

To: 'Sofia Navia' <snavia@uber.com>

Subject: RE: Uber Safe Rides

Hey Sofia!

I was just wondering when you would send the information we spoke about the other day.

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

Office: [407-823-1605](tel:407-823-1605)

Cell: [904-325-4412](tel:904-325-4412)

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Email: sgatransportation@ucf.edu

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From: Sofia Navia [<mailto:snavia@uber.com>]
Sent: Monday, November 14, 2016 10:15 AM
To: SGA Transportation <sgatransportation@ucf.edu>
Subject: Re: Uber Safe Rides

Great! Looking forward to speaking with you at 11.

On Tue, Nov 8, 2016 at 4:34 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Let's do Monday at 11! Campus is closed on Friday so we won't be in the office then.

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

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Cell: [904-325-4412](tel:904-325-4412)

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Email: sgatransportation@ucf.edu

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From: Sofia Navia [mailto:snavia@uber.com]
Sent: Tuesday, November 08, 2016 4:32 PM
To: SGA Transportation <sgatransportation@ucf.edu>
Subject: Re: Uber Safe Rides

I am available anytime this Friday or anytime Monday after 10am.

I apologize we were not able to connect today. Are there any questions I can help answer or materials I can provide for your advisor ahead of our meeting?

On Tue, Nov 8, 2016 at 4:07 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

Looks like we won't be able to do Thursday either. What's your schedule on Monday look like? 11am would work best for us.

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

Office: [407-823-1605](tel:407-823-1605)

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From: snavia@uber.com [mailto:snavia@uber.com]
Sent: Tuesday, November 08, 2016 3:57 PM
To: SGA Transportation <sgatransportation@ucf.edu>
Subject: Re: Uber Safe Rides

Ok great, sorry for all the back and forth. I will have a lot more flexibility Thursday.

On Nov 8, 2016, at 3:47 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Let's aim for Thursday. I'll see when we can get a time that works for all of us and let you know.

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

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Email: sgatransportation@ucf.edu

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electronic mail to this entity. Instead contact this entity by phone or in writing."

From: Sofia Navia [<mailto:snavia@uber.com>]
Sent: Tuesday, November 08, 2016 3:45 PM
To: SGA Transportation <sgatransportation@ucf.edu>
Subject: Re: Uber Safe Rides

I'm so sorry, I literally was about to message you.

I just got a last minute request that I have to handle now that will bleed into the 4pm time slot. I can do 4:30pm today if that works, if not let's aim for Thursday.

On Tue, Nov 8, 2016 at 3:41 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

4pm would work perfectly if you could make room for it!

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

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From: Sofia Navia [<mailto:snavia@uber.com>]
Sent: Tuesday, November 08, 2016 3:37 PM
To: SGA Transportation <sgatransportation@ucf.edu>
Subject: Re: Uber Safe Rides

No problem!

Thursday I can do anytime from 9-6pm other than 12-1pm.

If it would be easier on your end to do 4pm today rather than Thursday, I can shift some meetings around.

Just let me know!

On Tue, Nov 8, 2016 at 3:32 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Sorry Sofia!

I meant to send this to you earlier, but it got saved as a draft. Our advisor informed me that we can't do the call today. What's your availability look like on Thursday?

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

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From: Sofia Navia [mailto:snavia@uber.com]
Sent: Tuesday, November 08, 2016 3:04 PM
To: SGA Transportation <sgatransportation@ucf.edu>
Subject: Re: Uber Safe Rides

Hi Robert-

Wanted to loop back on this.

Should we plan on doing the call at 3:30pm today or Thursday?

Let me know your thoughts.

Thanks!

Sofia

On Tue, Nov 8, 2016 at 11:07 AM, Sofia Navia <snavia@uber.com> wrote:

Hi Robert,

The best number to reach me at is [216-789-1134](tel:216-789-1134).

I am unfortunately unavailable from 4-5pm today. I can speak after 5pm today or anytime on Thursday. I am traveling for most of the day tomorrow.

Just let me know what works best with the group! I'm flexible.

On Tue, Nov 8, 2016 at 10:54 AM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

Can I get a number to reach you at? I'm not sure which number we'll be calling from. We may have to move it to 4, but I'm not sure yet.

Best,
Bobby

On Fri, Nov 4, 2016 at 7:11 PM -0400, "Sofia Navia" <snavia@uber.com> wrote:

Hi Robert,

3:30pm on Tuesday works for me. What is the best number to reach you at for the call?

We will plan on covering the following:

- Campus Area
- Student Verification and Operational Details

Let me know if there is anything else you would like to cover on the call or any other information I can provide for your team before then.

Best,

Sofia

On Thu, Nov 3, 2016 at 6:10 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

Do you have time for a call on Tuesday at about 3:30? We wanted to loop a few other people in and discuss some options.

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

Office: [407-823-1605](tel:407-823-1605)

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Wednesday, November 2, 2016 7:05 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Cc: Natalia Montalvo <natalia@uber.com>

Subject: Re: Uber Safe Rides

Hi Robert,

It was great speaking with you on Monday! Here are some of the details we discussed:

Estimates: Attached I have included the updated map for the expanded area. You will also find updated cost projections for both areas based on the expected demand in the January-April time period we discussed.

Billing: As I mentioned, we can provide an invoice once costs reach 10K or at the end of the program period / semester.

Student Verification: Below are the two options we narrowed down.

1. Uber to access student database and ensure students with matching Uber account can access Safe Rides view
2. Promo code that unlocks the Safe Rides view- Promo code can only be applied by users with an @ucf.edu email address. Current users can add their @ucf.edu email address to their

existing account. This would be similar to the process outlined [here](#).

Next steps would be to finalize the preferred campus area and verification method. Let me know if you have any outstanding questions.

Best,

Sofia

On Wed, Nov 2, 2016 at 1:13 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

Would you mind sending me the options we spoke about on Monday for making sure it was students using the program?

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

Office: [407-823-1605](tel:407-823-1605)

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From: Sofia Navia [mailto:snavia@uber.com]
Sent: Monday, October 31, 2016 2:40 PM
To: SGA Transportation <sgatransportation@ucf.edu>

Subject: Re: Uber Safe Rides

Hi Robert-

We seem to be missing each other's calls today. I am available to talk until 3:30pm and from 4pm to 5pm this afternoon. Feel free to call me anytime.

Thanks,

Sofia

On Fri, Oct 28, 2016 at 10:58 AM, Sofia Navia <snavia@uber.com> wrote:

Hi Robert-

My apologies for the misunderstanding. I added the heat map of the larger area on slide 5.

On that same slide, there is a potential outline for the expanded area. It contains the original campus area we determined plus the housing communities along Alafaya. Let me know if you would like me make that area wider. I can update the estimates I send yesterday to match this map for Monday's conversation.

Let's plan to talk at 11am Monday. I'll call you then.

Looking forward to connecting!

Best,

Sofia

On Thu, Oct 27, 2016 at 3:36 PM, SGA Transportation
<sgatransportation@ucf.edu> wrote:

Hi Sophia,

Ideally the expanded area would just sort of hug along Alafaya to get all of those student housing communities instead of being expanded so far out. I'm available next Monday morning for a phone call. You can call me at either number down in my signature any time from 10am to 12pm and again from 2:30pm to 5pm. Also, could I get a heat map for the expanded area you sent me?

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Thursday, October 27, 2016 2:10 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Cc: Natalia Montalvo <natalia@uber.com>; SGA Director of Campus Life <sga_life@ucf.edu>

Subject: Re: Uber Safe Rides

Hi Robert-

Attached on slide 4 are the estimates for the larger area.

I would love to set up some time to walk you through these estimates and discuss billing and student verification options. Are you available to connect tomorrow or early next week?

Let me know what works best for you.

-Sofia

On Mon, Oct 24, 2016 at 5:41 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

That's great Sofia! I did have a few other questions though.

Could I get a bigger heat map? A heat map I'd like to explore would go all the way south to the Waterford shopping complex. Essentially what I want to see in a heat map is this entire area:

<image001.jpg>

How would paying for this program work? Would we be billed a monthly invoice? Could we put a cap on the payment? For example, paying 8K ahead of time then once the amount of rides costs more than that the program is stopped for the month. If it doesn't get that high the money would rollover.

Does the projection account for an increase in demand once the program is initiated?

Finally how is Uber going to make sure that only students can use this program? We may be able to give you all access to the student database that would make sure only current students are using it.

Thank you!

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Monday, October 24, 2016 12:15 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Cc: Natalia Montalvo <natalia@uber.com>; SGA Director of Campus Life <sga_life@ucf.edu>

Subject: Re: Uber Safe Rides

Great, thanks for the details! I have updated the cost estimates based on the schedule and new campus area. More information attached on slide 3.

Let me know if you have any questions or would like to discuss in more detail.

Best,

Sofia

On Wed, Oct 19, 2016 at 4:34 PM, SGA Transportation
<sgatransportation@ucf.edu> wrote:

That's correct! I wanted to expand it past the Green Line too and get some other student housing communities on Alafaya (that road in front of the University). We were thinking something similar to the attached file. I wanted to make sure to include all of the student housing communities on those routes which is why it goes past the very edge of some of the roads like it was on the first iteration.

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

Office: [407-823-1605](tel:407-823-1605)

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From: Sofia Navia [mailto:snavia@uber.com]
Sent: Wednesday, October 19, 2016 4:25 PM

To: SGA Transportation <sgatransportation@ucf.edu>
Cc: Natalia Montalvo <natalia@uber.com>; SGA Director of Campus Life <sga_life@ucf.edu>
Subject: Re: Uber Safe Rides

Hi Robert-

Thanks for the information. We will put together updated cost projections.

I wanted to confirm some details:

- Subsidized rides would be available Friday and Saturday from 8pm-3am
- Rides would have to begin and end in the area where the green line currently runs to be eligible
- All students would have access to rides

Let me know if there is any other criteria to include.

Best,

Sofia

On Mon, Oct 17, 2016 at 7:39 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

Thanks for getting back to me! That projection for the 50% discount looks to be just what we're looking for. Essentially, my goal with this program is to replace one of our less used bus routes with it so we can benefit more students. Could I get a projection for the green line (including the communities it stops at) in the attached file?

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

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Cell: [904-325-4412](tel:904-325-4412)

Fax: [407-823-5593](tel:407-823-5593)

Email:

...

[Message clipped]

--

Sofia Navia

Uber Southeast - Marketing

[216.789.1134](tel:216.789.1134) | snavia@uber.com | uber.com

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Sofia Navia

Uber Southeast - Marketing

216.789.1134 | snavia@uber.com | uber.com

Subject: RE: Uber

Date: Friday, January 6, 2017 at 11:41:03 AM Eastern Standard Time

From: Shane Juntunen

To: SGA President

Chris,

We have all the details we needed on our end and had tried multiple time to get back in touch with our contact at UBER....she wasn't getting back in touch with us.

I did reach out to her when I got back this week and we have a phone appointment today at 2:30. If you would like to join me you can.

I hope this will get the big details solved so we can get a contract in hand.

Shane

From: SGA President

Sent: Friday, January 06, 2017 11:32 AM

To: Shane Juntunen <Shane.Juntunen@ucf.edu>; SGA Transportation <sgatransportation@ucf.edu>; SGA Vice President <sga_vp@ucf.edu>

Subject: Uber

Good afternoon!

Any updates with Uber? I know we were reaching out to UCFPD and UCF Transportation for some input.

Go Knights, Charge On!

Chris Clemente

Student Body President

Member, UCF Board of Trustees

Student Government Association

University of Central Florida

Office: 407-823-2193

sga_pres@ucf.edu

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Subject: FW: Uber Safe Rides
Date: Monday, November 21, 2016 at 3:29:25 PM Eastern Standard Time
From: SGA Transportation
To: Shane Juntunen
Attachments: UCF - Term Sheet.pdf

Hi Shane,

Here's the information Sofia just sent me. I also sent her an email clarifying that students use @knights.ucf.edu and not @ucf.edu.

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator
Student Government Association
University of Central Florida
Office: 407-823-1605
Cell: 904-325-4412
Fax: 407-823-5593
Email: sgatransportation@ucf.edu

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From: Sofia Navia [mailto:snavia@uber.com]
Sent: Monday, November 21, 2016 3:23 PM
To: SGA Transportation <sgatransportation@ucf.edu>
Cc: Shane Juntunen <Shane.Juntunen@ucf.edu>
Subject: Re: Uber Safe Rides

Hi Robert-

Thanks for following up. I apologize for the delay, I was working on finalizing details from our conversation. Attached is a terms sheet outlining the program.

I wanted to highlight some of the topics we discussed:

- **Student Access:** We had originally discussed using @ucf.edu emails as the primary verification method for eligible students. Using phone numbers would actually make this process much simpler on both ends. We would give access to the view to Uber accounts tied to student's phone number at the beginning of the semester. This would avoid any delays or issues with having students replace their email addresses on existing accounts with a @ucf.com email. Are phone numbers something your team has access to? Happy to discuss other options if this is not viable.
- **Reporting:** In the doc, I have outlined the data / reporting for the program
- **Invoice:** The invoice that we would provide would be relatively simple with total amount and routing information
- **Program Promotion:** In order to make the program a success, we have outlined the marketing and promotional efforts from our end and the University's end that are common practice for safe

rides programs. Please let us know your thoughts here.
Next steps would be to discuss any outstanding questions and finalize the terms sheet. Once the terms are agreed upon by both parties, we can move to the contract phase.

Let me know if there are any questions or if you would like to set up a time to discuss this.

Best,

Sofia

On Mon, Nov 21, 2016 at 3:17 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

We still haven't heard back. Any word?

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

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Fax: [407-823-5593](tel:407-823-5593)

Email: sgatransportation@ucf.edu

"Under Florida law, email addresses are public records. If you do not want your email address to be released in response to a public records request, do not send electronic mail to this entity. Instead contact this entity by phone or in writing."

From: SGA Transportation

Sent: Friday, November 18, 2016 2:48 PM

To: 'Sofia Navia' <snavia@uber.com>

Subject: RE: Uber Safe Rides

Hey Sofia!

I was just wondering when you would send the information we spoke about the other day.

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

Office: [407-823-1605](tel:407-823-1605)

Cell: [904-325-4412](tel:904-325-4412)

Fax: [407-823-5593](tel:407-823-5593)

Email: sgatransportation@ucf.edu

"Under Florida law, email addresses are public records. If you do not want your email address to be released in response to a public records request, do not send electronic mail to this entity. Instead contact this entity by phone or in writing."

From: Sofia Navia [<mailto:snavia@uber.com>]
Sent: Monday, November 14, 2016 10:15 AM
To: SGA Transportation <sgatransportation@ucf.edu>
Subject: Re: Uber Safe Rides

Great! Looking forward to speaking with you at 11.

On Tue, Nov 8, 2016 at 4:34 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Let's do Monday at 11! Campus is closed on Friday so we won't be in the office then.

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

Office: [407-823-1605](tel:407-823-1605)

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From: Sofia Navia [<mailto:snavia@uber.com>]
Sent: Tuesday, November 08, 2016 4:32 PM
To: SGA Transportation <sgatransportation@ucf.edu>
Subject: Re: Uber Safe Rides

I am available anytime this Friday or anytime Monday after 10am.

I apologize we were not able to connect today. Are there any questions I can help answer or materials I can provide for your advisor ahead of our meeting?

On Tue, Nov 8, 2016 at 4:07 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

Looks like we won't be able to do Thursday either. What's your schedule on Monday look like? 11am would work best for us.

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

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From: snavia@uber.com [mailto:snavia@uber.com]
Sent: Tuesday, November 08, 2016 3:57 PM
To: SGA Transportation <sgatransportation@ucf.edu>
Subject: Re: Uber Safe Rides

Ok great, sorry for all the back and forth. I will have a lot more flexibility Thursday.

On Nov 8, 2016, at 3:47 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Let's aim for Thursday. I'll see when we can get a time that works for all of us and let you know.

Robert Sells II

Facilities, Safety, and Transportation Coordinator

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Office: [407-823-1605](tel:407-823-1605)

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From: Sofia Navia [mailto:snavia@uber.com]
Sent: Tuesday, November 08, 2016 3:45 PM
To: SGA Transportation <sgatransportation@ucf.edu>
Subject: Re: Uber Safe Rides

I'm so sorry, I literally was about to message you.

I just got a last minute request that I have to handle now that will bleed into the 4pm time slot. I can do 4:30pm today if that works, if not let's aim for Thursday.

On Tue, Nov 8, 2016 at 3:41 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

4pm would work perfectly if you could make room for it!

Robert Sells II

Facilities, Safety, and Transportation Coordinator

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Tuesday, November 08, 2016 3:37 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Subject: Re: Uber Safe Rides

No problem!

Thursday I can do anytime from 9-6pm other than 12-1pm.

If it would be easier on your end to do 4pm today rather than Thursday, I can shift some meetings around.

Just let me know!

On Tue, Nov 8, 2016 at 3:32 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Sorry Sofia!

I meant to send this to you earlier, but it got saved as a draft. Our advisor informed me that we can't do the call today. What's your availability look like on Thursday?

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

Office: [407-823-1605](tel:407-823-1605)

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Tuesday, November 08, 2016 3:04 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Subject: Re: Uber Safe Rides

Hi Robert-

Wanted to loop back on this.

Should we plan on doing the call at 3:30pm today or Thursday?

Let me know your thoughts.

Thanks!

Sofia

On Tue, Nov 8, 2016 at 11:07 AM, Sofia Navia <snavia@uber.com> wrote:

Hi Robert,

The best number to reach me at is [216-789-1134](tel:216-789-1134).

I am unfortunately unavailable from 4-5pm today. I can speak after 5pm today or anytime on Thursday. I am traveling for most of the day tomorrow.

Just let me know what works best with the group! I'm flexible.

On Tue, Nov 8, 2016 at 10:54 AM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

Can I get a number to reach you at? I'm not sure which number we'll be calling from. We may have to move it to 4, but I'm not sure yet.

Best,
Bobby

On Fri, Nov 4, 2016 at 7:11 PM -0400, "Sofia Navia"
<snavia@uber.com> wrote:

Hi Robert,

3:30pm on Tuesday works for me. What is the best number to reach you at for the call?

We will plan on covering the following:

- Campus Area
- Student Verification and Operational Details

Let me know if there is anything else you would like to cover on the call or any other information I can provide for your team before then.

Best,

Sofia

On Thu, Nov 3, 2016 at 6:10 PM, SGA Transportation
<sgatransportation@ucf.edu> wrote:

Hi Sofia,

Do you have time for a call on Tuesday at about 3:30? We wanted to loop a few other people in and discuss some options.

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

Office: [407-823-1605](tel:407-823-1605)

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From: Sofia Navia [mailto:snavia@uber.com]
Sent: Wednesday, November 2, 2016 7:05 PM
To: SGA Transportation <sgatransportation@ucf.edu>
Cc: Natalia Montalvo <natalia@uber.com>
Subject: Re: Uber Safe Rides

Hi Robert,

It was great speaking with you on Monday! Here are some of the details we discussed:

Estimates: Attached I have included the updated map for the expanded area. You will also find updated cost projections for both areas based on the expected demand in the January-April time period we discussed.

Billing: As I mentioned, we can provide an invoice once costs reach 10K or at the end of the program period / semester.

Student Verification: Below are the two options we narrowed down.

1. Uber to access student database and ensure students with matching Uber account can access Safe Rides view
2. Promo code that unlocks the Safe Rides view- Promo code can only be applied by users with an @ucf.edu email address. Current users can add their @ucf.edu email address to their existing account. This would be similar to the process outlined [here](#).

Next steps would be to finalize the preferred campus area and verification method. Let me know if you have any outstanding questions.

Best,

Sofia

On Wed, Nov 2, 2016 at 1:13 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

Would you mind sending me the options we spoke about on Monday for making sure it was students using the program?

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

Office: [407-823-1605](tel:407-823-1605)

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Monday, October 31, 2016 2:40 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Subject: Re: Uber Safe Rides

Hi Robert-

We seem to be missing each other's calls today. I am available to talk until 3:30pm and from 4pm to 5pm this afternoon. Feel free to call me anytime.

Thanks,

Sofia

On Fri, Oct 28, 2016 at 10:58 AM, Sofia Navia <snavia@uber.com> wrote:

Hi Robert-

My apologies for the misunderstanding. I added the heat map of the larger area on slide 5.

On that same slide, there is a potential outline for the expanded area. It contains the original campus area we determined plus the housing communities along Alafaya. Let me know if you would like me make that area wider. I can update the estimates I send

yesterday to match this map for Monday's conversation.

Let's plan to talk at 11am Monday. I'll call you then.

Looking forward to connecting!

Best,

Sofia

On Thu, Oct 27, 2016 at 3:36 PM, SGA Transportation
<sgatransportation@ucf.edu> wrote:

Hi Sophia,

Ideally the expanded area would just sort of hug along Alafaya to get all of those student housing communities instead of being expanded so far out. I'm available next Monday morning for a phone call. You can call me at either number down in my signature any time from 10am to 12pm and again from 2:30pm to 5pm. Also, could I get a heat map for the expanded area you sent me?

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

Office: [407-823-1605](tel:407-823-1605)

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Email: sgatransportation@ucf.edu

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Thursday, October 27, 2016 2:10 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Cc: Natalia Montalvo <natalia@uber.com>; SGA Director of Campus Life <sga_life@ucf.edu>

Subject: Re: Uber Safe Rides

Hi Robert-

Attached on slide 4 are the estimates for the larger area.

I would love to set up some time to walk you through these estimates and discuss billing and student verification options. Are you available to connect tomorrow or early next week?

Let me know what works best for you.

-Sofia

On Mon, Oct 24, 2016 at 5:41 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

That's great Sofia! I did have a few other questions though.

Could I get a bigger heat map? A heat map I'd like to explore would go all the way south to the Waterford shopping complex. Essentially what I want to see in a heat map is this entire area:

<image001.jpg>

How would paying for this program work? Would we be billed a monthly invoice? Could we put a cap on the payment? For example, paying 8K ahead of time then once the amount of rides costs more than that the program is stopped for the month. If it doesn't get that high the money would rollover.

Does the projection account for an increase in demand once the program is initiated?

Finally how is Uber going to make sure that only students can use this program? We may be able to give you all access to the student database that would make sure only current students are using it.

Thank you!

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

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From: Sofia Navia [mailto:snavia@uber.com]
Sent: Monday, October 24, 2016 12:15 PM

To: SGA Transportation <sgatransportation@ucf.edu>
Cc: Natalia Montalvo <natalia@uber.com>; SGA Director of Campus Life <sga_life@ucf.edu>
Subject: Re: Uber Safe Rides

Great, thanks for the details! I have updated the cost estimates based on the schedule and new campus area. More information attached on slide 3.

Let me know if you have any questions or would like to discuss in more detail.

Best,

Sofia

On Wed, Oct 19, 2016 at 4:34 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

That's correct! I wanted to expand it past the Green Line too and get some other student housing communities on Alafaya (that road in front of the University). We were thinking something similar to the attached file. I wanted to make sure to include all of the student housing communities on those routes which is why it goes past the very edge of some of the roads like it was on the first iteration.

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

Office: [407-823-1605](tel:407-823-1605)

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Email: sgatransportation@ucf.edu

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Wednesday, October 19, 2016 4:25 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Cc: Natalia Montalvo <natalia@uber.com>; SGA Director of Campus Life <sga_life@ucf.edu>

Subject: Re: Uber Safe Rides

Hi Robert-

Thanks for the information. We will put together updated cost projections.

I wanted to confirm some details:

- Subsidized rides would be available Friday and Saturday from 8pm-3am
- Rides would have to begin and end in the area where the green line currently runs to be eligible
- All students would have access to rides

Let me know if there is any other criteria to include.

Best,

Sofia

On Mon, Oct 17, 2016 at 7:39 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

Thanks for getting back to me! That projection for the 50% discount looks to be just what we're looking for. Essentially, my goal with this program is to replace one of our less used bus routes with it so we can benefit more students. Could I get a projection for the green line (including the communities it stops at) in the attached file?

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

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Email: sgatransportation@ucf.edu

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Monday, October 17, 2016 7:00 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Cc: Natalia Montalvo <natalia@uber.com>; SGA Director of Campus Life <sga_life@ucf.edu>

Subject: Re: Uber Safe Rides

Hi Robert,

We can ensure in the execution that the program is only available to students. In regard to spend levels for other programs, it can really vary depending on the level of subsidy and the needs of that school.

I have put together two potential models for UCF to give you a better sense of program costs. The options are outlined on slide 18 of the attached document. Cost can vary depending on the level of subsidy, the days and times the rides are offered, and the size of the campus discount area.

We can customize the program and give your team more accurate cost projections based on your school's needs.

Let me know if you have any questions or want to further discuss potential program models.

Best,

Sofia

On Fri, Oct 14, 2016 at 12:23 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

I had two questions. Can I get ridership numbers from other Universities and what they end up paying for their programs? And second, how can we make sure that only students are using this program? Is there a way to make it so they have to enter their student ID or anything similar?

Thank you,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Wednesday, October 12, 2016 9:06 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Cc: Natalia Montalvo <natalia@uber.com>

Subject: Uber Safe Rides

Hi Robert,

Thank you for reaching out regarding our Student Safe Rides Program. I have attached an overview of the program and its structure. Happy to talk through this in more detail and answer any questions this week or next week.

Looking forward to connecting.

Best,

Sofia

--



Sofia Navia
Uber Southeast - Marketing
[216.789.1134](tel:216.789.1134) | snavia@uber.com | uber.com

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Sofia Navia
Uber Southeast - Marketing
[216.789.1134](tel:216.789.1134) | snavia@uber.com | uber.com

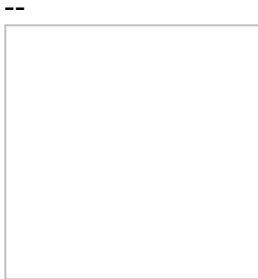
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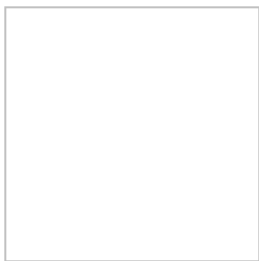
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Subject: Re: Uber Safe Rides
Date: Monday, November 21, 2016 at 3:22:52 PM Eastern Standard Time
From: Sofia Navia
To: SGA Transportation
CC: Shane Juntunen
Attachments: UCF - Term Sheet.pdf

Hi Robert-

Thanks for following up. I apologize for the delay, I was working on finalizing details from our conversation. Attached is a terms sheet outlining the program.

I wanted to highlight some of the topics we discussed:

- **Student Access:** We had originally discussed using @ucf.edu emails as the primary verification method for eligible students. Using phone numbers would actually make this process much simpler on both ends. We would give access to the view to Uber accounts tied to student's phone number at the beginning of the semester. This would avoid any delays or issues with having students replace their email addresses on existing accounts with a @ucf.com email. Are phone numbers something your team has access to? Happy to discuss other options if this is not viable.
- **Reporting:** In the doc, I have outlined the data / reporting for the program
- **Invoice:** The invoice that we would provide would be relatively simple with total amount and routing information
- **Program Promotion:** In order to make the program a success, we have outlined the marketing and promotional efforts from our end and the University's end that are common practice for safe rides programs. Please let us know your thoughts here.

Next steps would be to discuss any outstanding questions and finalize the terms sheet. Once the terms are agreed upon by both parties, we can move to the contract phase.

Let me know if there are any questions or if you would like to set up a time to discuss this.

Best,

Sofia

On Mon, Nov 21, 2016 at 3:17 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

We still haven't heard back. Any word?

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

Student Government Association

University of Central Florida

Office: [407-823-1605](tel:407-823-1605)

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From: SGA Transportation
Sent: Friday, November 18, 2016 2:48 PM
To: 'Sofia Navia' <snavia@uber.com>
Subject: RE: Uber Safe Rides

Hey Sofia!

I was just wondering when you would send the information we spoke about the other day.

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

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released in response to a public records request, do not send electronic mail to this entity. Instead contact this entity by phone or in writing."

From: Sofia Navia [<mailto:snavia@uber.com>]
Sent: Monday, November 14, 2016 10:15 AM
To: SGA Transportation <sgatransportation@ucf.edu>
Subject: Re: Uber Safe Rides

Great! Looking forward to speaking with you at 11.

On Tue, Nov 8, 2016 at 4:34 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Let's do Monday at 11! Campus is closed on Friday so we won't be in the office then.

Robert Sells II

Facilities, Safety, and Transportation Coordinator

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From: Sofia Navia [<mailto:snavia@uber.com>]
Sent: Tuesday, November 08, 2016 4:32 PM
To: SGA Transportation <sgatransportation@ucf.edu>
Subject: Re: Uber Safe Rides

I am available anytime this Friday or anytime Monday after 10am.

I apologize we were not able to connect today. Are there any questions I can help answer or materials I can provide for your advisor ahead of our meeting?

On Tue, Nov 8, 2016 at 4:07 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

Looks like we won't be able to do Thursday either. What's your schedule on Monday look like? 11am would work best for us.

Best,

Robert Sells II

Facilities, Safety, and Transportation Coordinator

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From: snavia@uber.com [mailto:snavia@uber.com]
Sent: Tuesday, November 08, 2016 3:57 PM
To: SGA Transportation <sgatransportation@ucf.edu>
Subject: Re: Uber Safe Rides

Ok great, sorry for all the back and forth. I will have a lot more flexibility Thursday.

On Nov 8, 2016, at 3:47 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Let's aim for Thursday. I'll see when we can get a time that works for all of us and let you know.

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From: Sofia Navia [<mailto:snavia@uber.com>]

Sent: Tuesday, November 08, 2016 3:45 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Subject: Re: Uber Safe Rides

I'm so sorry, I literally was about to message you.

I just got a last minute request that I have to handle now that will bleed into the 4pm time slot. I can do 4:30pm today if that works, if not let's aim for Thursday.

On Tue, Nov 8, 2016 at 3:41 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

4pm would work perfectly if you could make room for it!

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Tuesday, November 08, 2016 3:37 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Subject: Re: Uber Safe Rides

No problem!

Thursday I can do anytime from 9-6pm other than 12-1pm.

If it would be easier on your end to do 4pm today rather than Thursday, I can shift some meetings around.

Just let me know!

On Tue, Nov 8, 2016 at 3:32 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Sorry Sofia!

I meant to send this to you earlier, but it got saved as a draft. Our advisor informed me that we can't do the call today. What's your availability look like on Thursday?

Best,

Robert Sells II

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Tuesday, November 08, 2016 3:04 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Subject: Re: Uber Safe Rides

Hi Robert-

Wanted to loop back on this.

Should we plan on doing the call at 3:30pm today or Thursday?

Let me know your thoughts.

Thanks!

Sofia

On Tue, Nov 8, 2016 at 11:07 AM, Sofia Navia <snavia@uber.com> wrote:

Hi Robert,

The best number to reach me at is [216-789-1134](tel:216-789-1134).

I am unfortunately unavailable from 4-5pm today. I can speak after 5pm today or anytime on Thursday. I am traveling for most of the day tomorrow.

Just let me know what works best with the group! I'm flexible.

On Tue, Nov 8, 2016 at 10:54 AM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

Can I get a number to reach you at? I'm not sure which number we'll be calling from. We may have to move it to 4, but I'm not sure yet.

Best,
Bobby

On Fri, Nov 4, 2016 at 7:11 PM -0400, "Sofia Navia" <snavia@uber.com> wrote:

Hi Robert,

3:30pm on Tuesday works for me. What is the best number to reach you at for the call?

We will plan on covering the following:

- Campus Area
- Student Verification and Operational Details

Let me know if there is anything else you would like to cover on the call or any other information I can provide for your team before then.

Best,

Sofia

On Thu, Nov 3, 2016 at 6:10 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

Do you have time for a call on Tuesday at about 3:30? We wanted to loop a few other people in and discuss some options.

Best,

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Wednesday, November 2, 2016 7:05 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Cc: Natalia Montalvo <natalia@uber.com>

Subject: Re: Uber Safe Rides

Hi Robert,

It was great speaking with you on Monday! Here are some of the details we discussed:

Estimates: Attached I have included the updated map for the expanded area. You will also find updated cost projections for both areas based on the expected demand in the January-April time period we discussed.

Billing: As I mentioned, we can provide an invoice once costs reach 10K or at the end of the program period / semester.

Student Verification: Below are the two options we narrowed down.

1. Uber to access student database and ensure students with matching Uber account can access Safe Rides view
2. Promo code that unlocks the Safe Rides view- Promo code can only be applied by users with an @ucf.edu email address. Current users can add their @ucf.edu email address to their existing account. This would be similar to the process outlined [here](#).

Next steps would be to finalize the preferred campus area and verification method. Let me know if you have any outstanding questions.

Best,

Sofia

On Wed, Nov 2, 2016 at 1:13 PM, SGA Transportation
<sgatransportation@ucf.edu> wrote:

Hi Sofia,

Would you mind sending me the options we spoke about on Monday for making sure it was students using the program?

Best,

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Monday, October 31, 2016 2:40 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Subject: Re: Uber Safe Rides

Hi Robert-

We seem to be missing each other's calls today. I am available to talk until 3:30pm and from 4pm to 5pm this afternoon. Feel free to call me anytime.

Thanks,

Sofia

On Fri, Oct 28, 2016 at 10:58 AM, Sofia Navia <snavia@uber.com> wrote:

Hi Robert-

My apologies for the misunderstanding. I added the heat map of the larger area on slide 5.

On that same slide, there is a potential outline for the expanded area. It contains the original campus area we determined plus the housing communities along Alafaya. Let me know if you would like me make that area wider. I can update the estimates I send yesterday to match this map for Monday's conversation.

Let's plan to talk at 11am Monday. I'll call you then.

Looking forward to connecting!

Best,

Sofia

On Thu, Oct 27, 2016 at 3:36 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sophia,

Ideally the expanded area would just sort of hug along Alafaya to get all of those student housing communities instead of being expanded so far out. I'm available next Monday morning for a phone call. You can call me at either number down in my signature any time from 10am to 12pm and again from 2:30pm to 5pm. Also, could I get a heat map for the expanded area you sent me?

Best,

Robert Sells II

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Thursday, October 27, 2016 2:10 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Cc: Natalia Montalvo <natalia@uber.com>; SGA Director of Campus Life <sga_life@ucf.edu>

Subject: Re: Uber Safe Rides

Hi Robert-

Attached on slide 4 are the estimates for the larger area.

I would love to set up some time to walk you through these estimates and discuss billing and student verification options. Are you available to connect tomorrow or early next week?

Let me know what works best for you.

-Sofia

On Mon, Oct 24, 2016 at 5:41 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

That's great Sofia! I did have a few other questions though.

Could I get a bigger heat map? A heat map I'd like to explore would go all the way south to the Waterford shopping complex. Essentially what I want to see in a heat map is this entire area:

<image001.jpg>

How would paying for this program work? Would we be billed a monthly invoice? Could we put a cap on the payment? For example, paying 8K ahead of time then once the amount of rides costs more than that the program is stopped for the month. If it doesn't get that high the money would rollover.

Does the projection account for an increase in demand once the program is initiated?

Finally how is Uber going to make sure that only students can use this program? We may be able to give you all access to the student database that would make sure only current students are using it.

Thank you!

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Monday, October 24, 2016 12:15 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Cc: Natalia Montalvo <natalia@uber.com>; SGA Director of Campus Life <sga_life@ucf.edu>

Subject: Re: Uber Safe Rides

Great, thanks for the details! I have updated the cost estimates based on the schedule and new campus area. More information attached on slide 3.

Let me know if you have any questions or would like to discuss in more detail.

Best,

Sofia

On Wed, Oct 19, 2016 at 4:34 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

That's correct! I wanted to expand it past the Green Line too and get some other student housing communities on Alafaya (that road in front of the University). We were thinking something similar to the attached file. I wanted to make sure to include all of the student housing communities on those routes which is why it goes past the very edge of some of the roads like it was on the first iteration.

Best,

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Wednesday, October 19, 2016 4:25 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Cc: Natalia Montalvo <natalia@uber.com>; SGA Director of Campus Life <sga_life@ucf.edu>

Subject: Re: Uber Safe Rides

Hi Robert-

Thanks for the information. We will put together updated cost projections.

I wanted to confirm some details:

- Subsidized rides would be available Friday and Saturday from 8pm-3am
- Rides would have to begin and end in the area where the green line currently runs to be eligible
- All students would have access to rides

Let me know if there is any other criteria to include.

Best,

Sofia

On Mon, Oct 17, 2016 at 7:39 PM, SGA Transportation
<sgatransportation@ucf.edu> wrote:

Hi Sofia,

Thanks for getting back to me! That projection for the 50% discount looks to be just what we're looking for. Essentially, my goal with this program is to replace one of our less used bus routes with it so we can benefit more students. Could I get a projection for the green line (including the communities it stops at) in the attached file?

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From: Sofia Navia [mailto:snavia@uber.com]

Sent: Monday, October 17, 2016 7:00 PM

To: SGA Transportation <sgatransportation@ucf.edu>

Cc: Natalia Montalvo <natalia@uber.com>; SGA Director of Campus Life <sga_life@ucf.edu>

Subject: Re: Uber Safe Rides

Hi Robert,

We can ensure in the execution that the program is only available to students. In regard to spend levels for other programs, it can really vary depending on the level of subsidy and the needs of that school.

I have put together two potential models for UCF to give you a better sense of program costs. The options are outlined on slide 18 of the attached document. Cost can vary depending on the level of subsidy, the days and times the rides are offered, and the size of the campus discount area.

We can customize the program and give your team more accurate cost projections based on your school's needs.

Let me know if you have any questions or want to further discuss potential program models.

Best,

Sofia

On Fri, Oct 14, 2016 at 12:23 PM, SGA Transportation <sgatransportation@ucf.edu> wrote:

Hi Sofia,

I had two questions. Can I get ridership numbers from other Universities and what they end up paying for their programs? And second, how can we make sure that only students are using this program? Is there a way to make it so they have to enter their student ID or anything similar?

Thank you,

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From: Sofia Navia [mailto:snavia@uber.com]
Sent: Wednesday, October 12, 2016 9:06 PM
To: SGA Transportation <sgatransportation@ucf.edu>
Cc: Natalia Montalvo <natalia@uber.com>
Subject: Uber Safe Rides

Hi Robert,

Thank you for reaching out regarding our Student Safe Rides Program. I have attached an overview of the program and its structure. Happy to talk through this in more detail and answer any questions this week or next week.

Looking forward to connecting.

Best,

Sofia

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Sofia Navia

Uber Southeast - Marketing

[216.789.1134](tel:216.789.1134) | snavia@uber.com | uber.com

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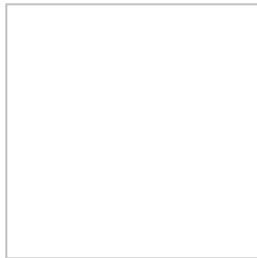


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