

UBER

Uber / Coral Gables Partnership Points Draft

City of Coral Gables responsibilities:

- Provide dedicated pick-up / drop-off spots for Uber partners picking up or dropping off riders throughout downtown Coral Gables, during construction phase of Streetscape project and as part of completed project
- Provide dedicated pick-up / drop-off zones for UberEATS partners picking up orders from restaurants in downtown Coral Gables
- Announce partnership and new user promo code to Coral Gables email list
- Include partnership announcement in some of city's ongoing print placements
- Include Uber and promo code as a way to get to and from city events, including Jazz in the Gables and Movies on the Mile
- Send a direct mail piece to residents announcing partnership launch
- Collaborate on a joint press announcement about partnership

Uber responsibilities:

- Develop creative campaign to promote Uber as a reliable, seamless way to get to or from downtown Coral Gables including messaging and design assets
- Communicate partnership and key information on pick-up and drop-off locations to Uber South Florida driver-partners
- Announce partnership on Uber South Florida blog and social media channels
- Collaborate on a joint press announcement about partnership
- Create and activate custom splash screen within the Uber app to share key message(s) with riders opening their app around Miracle Mile
- Provide a dedicated New User Promo Code for any new Uber user to get \$20 off their first ride
- Make \$5 contribution to entity of Coral Gables' choice for each new user who takes a first trip on the custom code
- Collaborate with City of Coral Gables on transportation for major events during the year, such as Fourth of July