



March 16, 2025

Alaska State Legislature  
The Honorable Zack Fields & The Honorable Carolyn Hall  
Co-Chairs, House Labor and Commerce Committee  
Alaska State Capitol, Room 120  
Juneau, AK 99801

Subject: Opposition to House Bill 305

Dear Co-Chairs Fields and Hall, and Committee Members:

My name is Allison Ford and I am the Senior Public Policy Manager for Uber Technologies in the Pacific Northwest region. I am writing today to express our opposition to HB 305 and to explain our deep concern over the likely outcome that would result from this policy.

We are committed to working on policy solutions that support drivers and increase transparency, but we want to be clear about the stakes: HB 305's proposed take-rate mandate would make rideshare economically unworkable in Alaska. It is a fundamentally flawed policy that does not acknowledge the actual cost of providing a rideshare service in Alaska. If passed, the result would be materially higher rideshare prices, lower demand, and fewer earning opportunities for drivers. Uber would no longer be able to continue our rideshare operation in Alaska as it currently exists.

It is very important to understand that the fare that a rider pays is not simply split between Uber and the driver. A significant share is dedicated to government-mandated insurance, state and local taxes and fees, and airport fees. The rest covers critical costs to build, operate, and improve our apps and platform including payment processing fees, background checks, fraud prevention. These funds fuel continuous technology investments that are vital to maintaining a safe, reliable, and affordable marketplace.

If a driver must receive at least 90% of every fare, all of the remaining costs have to fit into 10%. The only way to cover these costs would be to increase fares, which in practice could mean they would need to rise by more than 200% on average. A vast majority of riders would no longer be able to afford the service, demand would plummet, and drivers would lose earning opportunities.

Rideshare in Alaska provides a critical transportation service, not only supporting tourism across the state, but providing thousands of Alaskans (and visitors) with access to reliable transportation options to reach medical appointments, job interviews, grocery stores and more. Rideshare drivers in Alaska access the app for reliable earning opportunities that fit their schedule. Over 65% of drivers in Alaska average less than 20 hours a week driving on the app. In Q4 2025, drivers typically earned \$40 per active hour (when they are en route

to pick up a passenger, or on their way to the destination). We urge you to consider the impact this bill could have on the people who rely on this service for essential transportation and earnings.

I also want to address testimony that was heard last week regarding the Seattle minimum pay standard law that was implemented in 2021. While well-intentioned, the law has had a significant negative overall impact on drivers and riders. After the law passed, rider fares on average increased by 40% and today Seattle is now the most expensive market in the country for rideshare. Drivers spend more time waiting for rides and are earning less per hour than in most major US markets.

We remain available to engage and share data on the likely impact this bill would have on prices, demand, and driver earnings. If the Committee's goal is to improve driver outcomes, we encourage a serious discussion about approaches that do not reduce access, raise prices, and put service continuity at risk.

Sincerely,  
Allison Ford