

# Uber's Clean Air Act



## Design Statement

I chose this promotional image in order to demonstrate the ride-hailing industry's response to public accusations of the industry's contribution to carbon emissions. Ride-hailing services like Uber and Lyft are especially popular and can create lasting infrastructural impacts in cities like Los Angeles, where public transportation is scarce. By creating pop-up installations such as this, Uber is promoting itself as an environmentally-conscious corporation. Whether these efforts actually amount up to what they allegedly claim to be should be interrogated by academics and activists.

## Project Statement

My work is centered around the formation of civic data about vulnerable communities, primarily focused on the practices of categorizing and classifying transportation and pollution data in in Southern California. My work is committed to furthering research on civic infrastructures and human-computer-interaction by revealing the complex data economy among emerging transportation infrastructures, such as Uber and Lyft, and its social consequences. I am particularly interested in how information infrastructures, while making certain data visible, selectively renders others opaque. The invisibility of the link between transportation problems in Southern California and related risks, ranging from air pollution to governance, creates a kind of grey politics that is especially harmful to marginalized communities in the area. The images I propose attempt to capture this link through various data-driven work including; 1) visualizing data sets accessible from OEHA, 2) found images, and 3) and a short analysis of the visualizations.

## Caption

This is a promotional image of Uber's introduction of clean air fee London. Following other ride-hailing services like Lyft, who announced that they will be going Carbon Neutral in April this year, Uber decided to charge extra per mile for driver's who are driving electric cars. While this is not exactly the same as Lyft's more direct efforts to cut emissions, including "the reduction of emissions in the automotive manufacturing process, renewable energy programs, forestry projects, and the capture of emissions from landfills," (Zimmer) Uber is advertising themselves as an eco-friendly corporation by creating tangible promotional objects such as the car-covered-in-grass. Through this image, we can see that toxicity perpetuates by propagating the idea of a 'green industry' in the public imaginary.

Chae, Yoo. 2019. "Uber's Clean Air Act."

In "Toxic Data Infrastructures: Emission and Ridesharing." In Visualizing Toxic Subjects, curated by James Adams and Kim Fortun. The Center for Ethnography. May.

<https://tinyurl.com/y2d8gha7>



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Toxic Data infrastructures:  
Emission and Ridesharing