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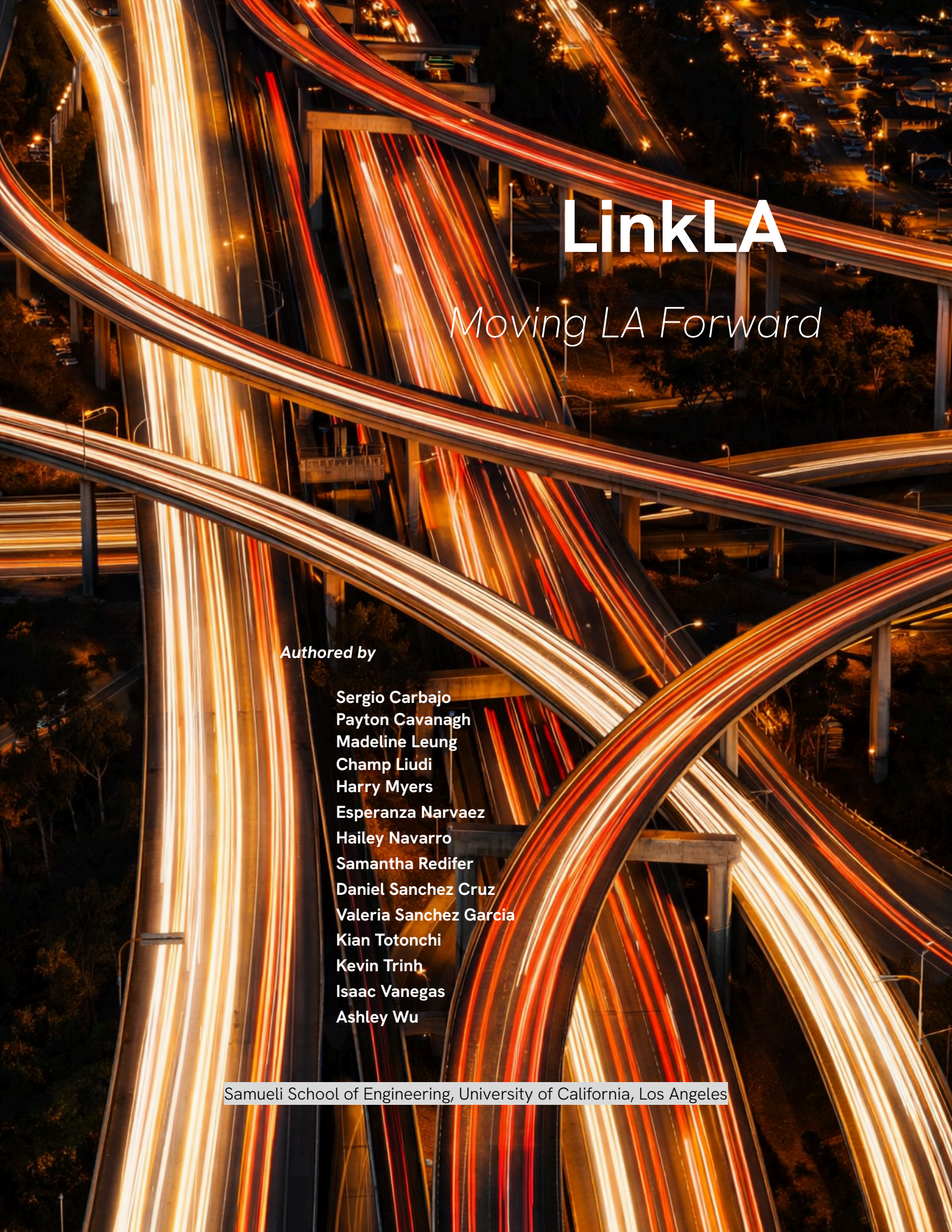
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LinkLA

Moving LA Forward

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Executive Summary

LinkLA proposes a community-owned rideshare platform designed to improve transportation access, strengthen worker protections, and reinvest mobility revenue directly into the city of Los Angeles. Structured as a California Worker Cooperative Corporation, the platform places governance and ownership in the hands of worker-members rather than outside investors, ensuring that operational decisions prioritize equitable access, fair labor practices, and long-term civic benefit. By combining cooperative governance, transparent technology, and reinvestment into public infrastructure, *LinkLA* aims to provide a scalable framework for community-centered mobility systems.

The model addresses key structural limitations in current rideshare markets: unstable driver compensation, opaque pricing, and uneven service across neighborhoods. *LinkLA* guarantees drivers stable hourly compensation while allocating the majority of each fare to the workforce. Platform operations are funded through a capped operational share designed to maintain the technical infrastructure, safety services, and administrative support necessary to sustain the system without extracting excessive value from riders or workers. A designated portion of every ride is directed to a City Reinvestment Fund supporting initiatives such as public transit access, electric vehicle infrastructure, and mobility programs for underserved communities.

The platform's technical architecture prioritizes transparency, fairness, and accessibility. Ride-matching algorithms rely exclusively on operational factors—such as proximity, route feasibility, and vehicle capabilities—rather than personal or identity-based data. Pricing formulas are publicly documented, allowing riders and drivers to understand how fares are calculated and distributed. Accessibility features, including wheelchair-compatible ride matching, voice-enabled interaction, and low-bandwidth modes, ensure the system can serve a broad range of users across varying technological and mobility conditions. Data governance policies limit data collection to operational necessity and prohibit surveillance-based monetization.

LinkLA's governance structure embeds accountability and democratic oversight. Worker-members participate in decision-making through an elected council responsible for platform operations, algorithmic oversight, and mission compliance. Community engagement processes—including public forums, partnerships with local organizations, and transparency reporting—ensure that platform development remains responsive to residents' needs, particularly in historically underserved neighborhoods affected by long-standing transportation inequities. Operationally, the system is designed to complement rather than compete with existing public transit. Incentives for pickups and drop-offs near transit hubs and pricing adjustments for underserved areas support integrated mobility across the Los Angeles metropolitan region. Early operational modeling suggests that the platform can remain financially sustainable at a moderate scale while generating significant reinvestment into the city's transportation ecosystem.

By aligning governance, technology, and revenue distribution with public priorities, *LinkLA* reframes ridesharing as civic infrastructure. The platform demonstrates how urban mobility systems can support worker dignity, expand transportation access, and circulate economic value locally while remaining operationally viable.

This work is in partial fulfillment of the ENGR184 course using the blueprint curriculum in Ref^{1,2} and captured in a collection³.

1. Vision

CORE MISSION

We're working to make transportation more equitable in Los Angeles. LinkLA is a community-run rideshare platform where both passengers and drivers have the power, fares are fair, and every trip is invested back into the future of public transit in LA. Our goal is for LinkLA to serve as a blueprint for what community-owned transportation can look like in cities everywhere.

WHO WE SERVE: THE PEOPLE OF LOS ANGELES

The goal of this platform is to provide a rideshare service that aims to prioritize serving both passengers and drivers, rather than outside shareholders. We aim to expand the accessibility of transportation throughout Los Angeles, where adequate transportation can often be hard to come by, especially for marginalized and low-income communities who live in "transportation deserts" outside of the reach of existing public transportation systems. This includes a commitment to repairing the historical transportation inequities (like redlining and disinvestment, for example) found across Los Angeles that continue to affect who has access to reliable transportation today.

Drivers will receive a majority of each fare and are guaranteed a fair hourly wage. Safety protocols protect both drivers and passengers, and strong privacy protections govern all data collected on the platform. A portion of every fare is reinvested into the city of Los Angeles to fund public infrastructure and transit development, and the app actively encourages riders to combine LinkLA with public transportation.

SHAREHOLDER & GOVERNANCE STRUCTURE

LinkLA is a community-owned rideshare co-op, built by and for the people of Los Angeles. As a California Worker Cooperative Corporation, the platform is owned and democratically governed by its members and not outside investors or shareholders, putting an emphasis on "community-owned."

Drivers who are members of the co-op are classified as employees, receive full benefits, and must meet a minimum labor threshold and complete specific training before being able to vote on the governing council and other major platform-specific issues. Non-member drivers may still work as contractors, but platform operations and governing council roles are reserved for members. Major decisions are made by majority vote, ensuring governance always reflects the collective will of the cooperative.

Members elect the governing council, hold it accountable, and can remove it at any time, ensuring that no single person or group can dominate through wealth or influence. These commitments are all written into how LinkLA is organized, by prohibiting outside equity control, banning the sale of geolocation and surveillance data to protect data privacy, and requiring that pricing is always transparent to the riders.

RIDESHARING APP STRUCTURE

LinkLA's platform is designed around four guiding principles: fairness, transparency, accessibility, and privacy. The system avoids identity-based decision making, provides clear pricing visibility to riders and drivers, and ensures broad accessibility across devices, mobility needs, and neighborhoods.

Matching systems are designed to avoid identity-based decision-making and are governed under the fairness policies described in the Technical Roadmap. Drivers are told exactly where the pickup and dropoff locations of a ride are and the net pay from it, where the pay can be verified with our transparent pricing algorithm. Passengers are told exactly what they are expected to pay, with a full breakdown of where their fare is going as well.

The platform incentivizes riders and drivers to support marginalized and underrepresented communities through discounts for pickups/dropoffs near public transit, ridesharing, and paying with debit or transit cards like TAP, while also giving drivers bonuses for picking up/dropping off in historically underserved areas.

The app supports options for wheelchair accessible vehicles, bike racks, and larger-capacity cars, as well as a low-bandwidth, text-only mode for older phones and areas with poorer cell service/data, and voice interaction for visually impaired users. Users can explicitly toggle what data is shared, ride history can be deleted (and is guaranteed to be deleted after a certain period of time), safety tracking is opt-in only and auto-deletes after a certain period of time, and driver and rider reviews are stored separately from ride history.

REVENUE

Drivers are paid through a guaranteed hourly wage structure, with the majority of fare revenue directed to driver compensation. Additional cost factors, such as vehicle wear and maintenance, are incorporated into the operating model described in Section 4.

A portion of each fare is reinvested directly back into the city of Los Angeles, with possible funding towards electric vehicle charging infrastructure, expanding worker benefits, subsidizing public transit, and partnering with schools to provide ride credits for students. Riders in historically underrepresented and marginalized communities will also receive pricing adjustments and expanded access, ensuring LinkLA reaches the people who need it the most.

LinkLA is designed to complement public transit by supporting first- and last-mile connections to the city's transportation network. Additionally, every ride is emissions tracked, electric vehicle use is incentivized, and the platform is committed to carbon-neutral operations within three years.

2. Technical Roadmap

PLATFORM ARCHITECTURE AND DESIGN PRINCIPLES

The LinkLA Web App is designed to prioritize fairness, transparency, accessibility, and privacy at every level of its technical architecture. Unlike traditional rideshare systems that use discriminatory algorithms and extensive personal data collection, LinkLA intentionally minimizes the use of identity-based information in its core matching and pricing systems. The platform operates on a principle of functional necessity: only the data required to complete a ride safely and efficiently is collected and retained. The system is designed to provide passengers with more affordable rides through deals on the website while also improving ride availability in lower-income areas by eliminating algorithmic routing practices that deprioritize or obscure service to those regions. Additionally, LinkLA ensures that drivers retain a larger share of ride revenue compared to traditional rideshare platforms. Our goal as a California Worker Cooperative is to benefit the workers and community rather than take the profits for ourselves. The driver and passenger interface is designed to provide clarity through a simple and transparent user experience. The driver will be told exactly where the pickup and dropoff locations are, along with the net pay from the drive, which is calculated using a publicly documented pricing formula. Passengers will also be able to see the price of the ride clearly before confirming the request.

PAYMENT SYSTEM

The payment structure is designed in a very unique and flexible way, where LinkLA will provide discounts depending on how the passenger pays or the area in which the route is located. For example, if the pickup and drop-off locations are in marginalized communities, we will provide a small discount to the passenger. We also want to incentivize the use of public transit payment methods instead of credit cards to take advantage of people already owning TAP cards and to avoid credit card fees that typically drive up platform costs. LinkLA will also allow cash payments if both the driver and passenger agree, helping to continue avoiding credit card fees.

and keeping the prices low. Drivers will also be given small bonuses for doing pickups and drop-offs in underserved areas to help increase the number of drivers for those communities. Another way that passengers can earn a discount is if they decide to ride-share, which means someone else joins them on the drive if they are heading to the same area. This improves ride efficiency while reducing transportation costs and environmental impact. The ultimate goal is to make public transit more accessible and affordable, so we will also provide small discounts to people getting dropped off near public transportation. One primary goal of our payment system is to be transparent to both the driver and passenger by allowing them to see exactly where the passenger's fare is going (e.g., 5% operating cost, 5% towards wages of the safety team, 5% towards others' marginalized discounts, etc.). This will make it easier for the users to see what discounts are being applied and why the ride costs a certain amount.

ACCESSIBILITY, INCLUSION, AND LOW-BANDWIDTH INFRASTRUCTURE

LinkLA's technical infrastructure is explicitly designed to ensure accessibility for users across varying technological, economic, and physical conditions. The platform includes a low-bandwidth operating mode that provides a text-only interface optimized for older devices, limited data plans, or regions with poor cellular connectivity. This ensures reliable access in transportation deserts and underserved areas where high-speed mobile data may be unavailable. The system also supports voice-based interaction capabilities to assist visually impaired users and those with limited device interaction capabilities.

The platform supports accessibility-aware ride matching by allowing drivers to specify vehicle capabilities, such as wheelchair accessibility, bike racks, or larger passenger capacity. Passengers may include accessibility requirements as part of their ride request, ensuring that matching decisions account for necessary accommodations without exposing personal identity information. The system also integrates with existing public transportation payment systems, allowing users to combine transit and rideshare usage seamlessly while receiving financial incentives for using the ride-share feature.

MATCHING ALGORITHM

The core dispatch and matching system is designed to eliminate algorithmic bias and prevent discriminatory ride allocation practices commonly observed in existing rideshare platforms. LinkLA's matching algorithm explicitly excludes identity-based signals such as passenger names, photos, ratings, or demographic indicators from its decision-making process. Instead, matching decisions rely exclusively on operational and logistical factors, including pickup and dropoff location, estimated time of arrival, vehicle capabilities, accessibility requirements, and declared driver availability. This ensures that ride assignments are determined solely based on efficiency, accessibility, and fairness, rather than subjective or discriminatory criteria.

The platform maintains a continuously updated pool of active drivers who display availability signals containing only operationally relevant information, such as location, vehicle type, and accessibility accommodations. When a passenger submits a ride request, the system generates ride offers for nearby drivers based on proximity, route feasibility, and incentive eligibility. To ensure equitable access across geographic regions, the system incorporates fairness constraints that prevent systematic neglect of historically underserved areas. The platform may implement either a real-time proximity-based dispatch model or a batched stable matching system inspired by the Gale-Shapley algorithm. In the batched model, ride requests and available drivers are grouped at fixed intervals, and the system produces stable matches based on mutual compatibility, proximity, and fairness criteria. This approach prevents inefficient or inequitable allocation patterns while ensuring operational scalability and fairness across all neighborhoods.

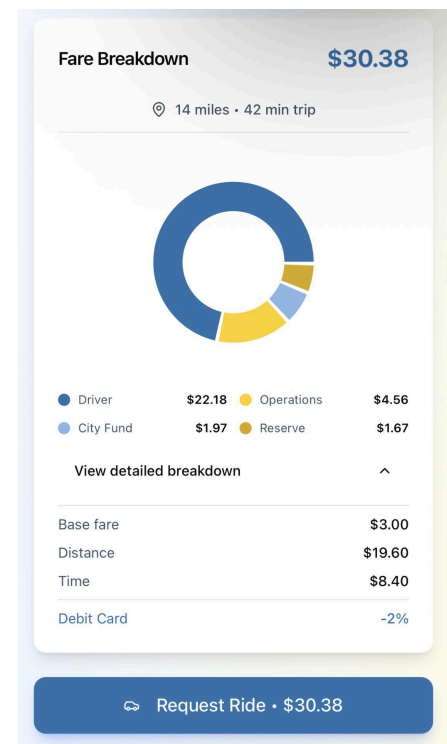
PRIVACY

LinkLA implements a strict data minimization framework to protect user privacy and prevent data exploitation. Operational data required for ride dispatch, such as availability signals and request information, is treated as ephemeral and automatically deleted after ride completion and a predefined retention period. Persistent data storage is limited to essential accounting records, including anonymized trip identifiers, timestamps, payment breakdowns, and coarse geographic regions necessary for dispute resolution and financial auditing. Precise location tracking and detailed ride telemetry are not retained beyond their operational necessity.

Safety tracking features are implemented as opt-in mechanisms controlled by the user. Passengers and drivers may enable live ride tracking for safety purposes, with tracking data automatically deleted after a specified time window unless explicitly retained for incident reporting. Review and reputation data are stored separately from ride history using cryptographic verification methods that preserve accountability without exposing detailed personal movement data. This architecture ensures that LinkLA can provide reliable, accountable service while maintaining strong privacy protections and preventing the commodification of user data.

You can find a link to our prototype here:

<https://co-ride-share.base44.app>

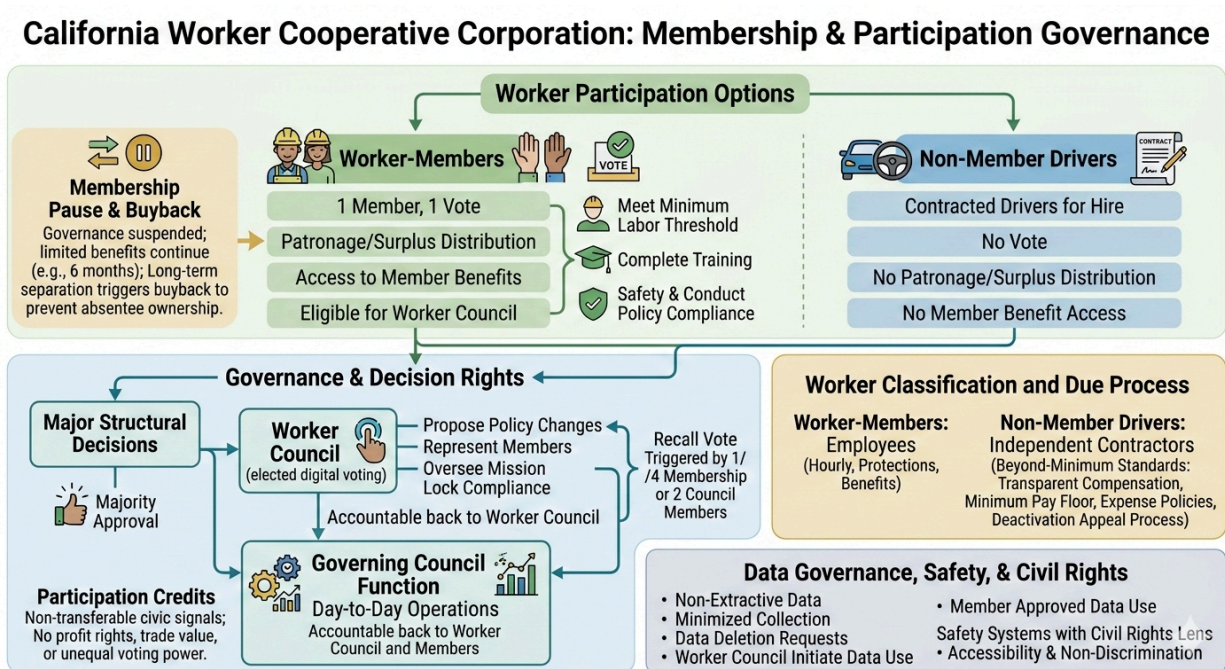


3. Legal, Governance, & Policy Framing

LEGAL & GOVERNANCE POLICY

Our platform is organized as a California Worker Cooperative Corporation under California's cooperative corporation framework, because our mission requires structural, not symbolic, limits on extraction. The cooperative exists to transform urban mobility into a public good by replacing corporate rideshare models with a driver-owned, community-reinvesting institution. Ownership is held by worker-members, surplus is distributed by cooperative principles, and governance is designed to keep power with the people who do the labor and the communities that absorb the system's impacts.

Non-negotiable legal protections ("mission locks") are embedded in the governing documents. The cooperative prohibits outside controlling equity and any governance structure that allows wealth-based domination. The cooperative also bans the sale of geolocation data and prohibits "surveillance monetization" partnerships (e.g., advertising SDK data sharing). Algorithmic systems used for dispatch, pricing, and matching must follow a fair-use and anti-discrimination mandate: the cooperative will publish plain-language explanations of the pricing logic, maintain member oversight of algorithm updates, and implement periodic internal fairness reviews to prevent transportation-desert neglect and destination desirability profiling. If the cooperative dissolves, remaining assets (after debts and legally required allocations) are distributed to worker-members according to cooperative law and the bylaws' patronage/distribution rules.



California Worker Cooperative infographic⁴

MEMBERSHIP AND PARTICIPATION

The cooperative distinguishes between (1) worker-members and (2) non-member drivers who access the platform as contracted drivers for hire. All staff roles essential to platform operations (dispatch/safety support/customer support/admin) must be filled by worker-members. Drivers may choose either track: membership (with governance rights and benefits) or non-member participation (no vote, no patronage/surplus distribution, no member benefit access). Membership eligibility requires meeting a minimum labor threshold (e.g., full-time equivalent hours), completing required training, and maintaining good standing under safety and conduct policies. When a member stops driving, membership may be paused with a defined grace period (e.g., six months) during which limited benefits continue, but governance rights are suspended; longer-term separation triggers a membership buyback process to prevent absentee ownership and preserve an active worker-governed base.

GOVERNANCE AND DECISION RIGHTS

Governance is hybrid by design: day-to-day operations are handled by a governing council function accountable to members, while major structural decisions require member approval by simple majority. The cooperative maintains a Worker Council, elected through secure digital voting, to represent members, propose policy changes, and oversee compliance with mission locks (privacy, non-extraction, and algorithmic fairness). Council members are subject to recall: a recall vote may be triggered by a defined threshold (e.g., one-quarter of the membership or two council members), ensuring continuous accountability. If “participation credits” are used, they function only as non-transferable civic signals (e.g., proposal privileges, committee eligibility, or nudges for participation) and do not confer profit rights, tradable value, or unequal voting power. Democratic control remains one member, one vote.

WORKER CLASSIFICATION AND DUE PROCESS

Worker-members are classified as employees (hourly with scheduling support), receiving labor protections and benefits consistent with the cooperative’s values. Non-member drivers may operate as independent contractors where legally permissible for app-based work, but the cooperative still adopts beyond-minimum standards in its contracts: transparent compensation rules, minimum pay floors where feasible, clear expense policies, and procedural due process for deactivation (notice, documented reason, progressive discipline when applicable, and a meaningful appeal path).

DATA GOVERNANCE, SAFETY, AND CIVIL RIGHTS

The cooperative treats rider/driver data as non-extractive. Data collection is minimized to what is necessary for service delivery and legal compliance; new data uses require Worker Council initiation and member approval. Riders control optional information, and deletion requests

trigger deletion of non-essential data consistent with retention rules and safety/accounting needs. Safety systems, including any legally required screening and training, must be implemented with a civil rights lens: the cooperative will comply with applicable transportation network company requirements while limiting overreach, documenting decisions, and providing fair chance/appeals where the law allows. The cooperative also commits to accessibility and non-discrimination in operations, including accessible ride options, complaint pathways, and enforceable conduct standards for both riders and drivers.

4. Business, Operations & Ecology

A DIFFERENT KIND OF RIDE IN LOS ANGELES

Los Angeles is a car-dominated city. The dominant rideshare model took advantage of this situation where drivers weren't legally classified as employees. Flexibility is a euphemism for instability, and cities are extraction zones. Money flows outward, workers absorb risk, and the platform wins by pretending this arrangement is natural, inevitable, and efficient. This system rejects that premise. What if mobility worked for the city *and* the people who keep it running? Not as charity. Not as branding. But as infrastructure.

REWRITING THE ECONOMICS OF A RIDE

Each ride begins the same way as any other: a pickup, a destination, a few miles across LA streets. But what happens after the fare is charged is where the story changes. A typical ride costs the rider \$15.40—transparent, predictable, and grounded in real distance and time. No surge theatrics. No opaque algorithmic penalties. From that fare:

- Drivers receive 70-75%, paid not per ride, but per hour, guaranteeing at least LA minimum wage for all active time.
- Mileage, gas, maintenance, and slow-hour buffers are built in—because wear and waiting are real costs, not personal failures.
- Drivers aren't "gig workers" chasing bonuses; they're workers with dignity, flexibility, and stability.

Only 15% of revenue goes to platform operations—enough to sustain engineers, servers, insurance, legal compliance, and customer support without turning extraction into the business model. Another 5-7% goes somewhere unprecedented in rideshare: back into Los Angeles itself. Traditional platforms centralize power: pricing, discipline, risk, and surplus all flow upward. This model flips that structure.

Another 5–7% goes somewhere unprecedented in rideshare: back into Los Angeles itself. This City Reinvestment Fund isn't symbolic. It's functional:

- EV charging infrastructure
- Ride credits for students, seniors, and transit deserts
- Night safety routes
- Worker benefit expansion
- Subsidized mobility partnerships with schools and public institutions

Instead of cities subsidizing platforms, the platform subsidizes the city. That makes the system politically fundable, grant-eligible, and structurally aligned with public goals—without being a government agency.

Table 1: Comparing LinkLA to Uber and Lyft in terms of the overall revenue split.

	LinkLA (\$)	Uber (\$) ^{5,6}	Lyft (\$) ⁷
Driver	11	15	16
Platform Operations	2.3	7	6
City Reinvestment	1	5	5
Reserve	.7	0	0
Total	15.4	27	29

REJECTING THE MYTH OF “ESSENTIAL” ROLES

In most mobility systems, drivers are treated as interchangeable inputs. Neighborhoods are labeled “low demand.” Riders are segmented by profitability.

This model rejects essentialism across the board.

- Drivers are not inherently “temporary.”
- Certain neighborhoods are not inherently “unprofitable.”
- Riders are not inherently worth more or less.

Where demand is uneven, the system compensates. Where neighborhoods have been historically underserved, the system invests. Where wealth concentrates, it contributes more. Affirmative routing, pricing adjustments, and voluntary donation mechanisms redistribute access without moralizing it. Equity isn't an afterthought—it's built into the math.

A LIVING URBAN ECOLOGY

This isn't just transportation. It's a city-scale ecology:

Urban Ecology

Environmental	Social	Economic
- EV and hybrid incentives - Emissions tracking per ride - Pooling on high-demand corridors - Carbon-neutral operations by year three	- Reduced DUI rates through late-night access - Reliable mobility for disabled and elderly riders - Safe, predictable work for drivers - Stronger ties between neighborhoods and opportunity	- Predictable income replaces algorithmic volatility - Reduced need for car ownership - Public spending on emergency transport drops - Money circulates locally instead of leaking outward

This system doesn't compete with public transit—it complements it. It integrates with future autonomous vehicles, sharing revenue rather than displacing workers, and nudges riders toward the most efficient mode for each trip.

THE QUIET REVOLUTION

At a pilot scale of around 4,000 rides a day, the system is already sustainable in the following ways. Workers are paid first, the operation costs are covered, over \$1.4 million annually is reinvested into the city of Los Angeles, and many cash reserves are maintained. No unicorn economics. No speculative burn. Just grounded accountable design.

The real disruption isn't the app. It's the refusal to accept that exploitation is efficient, that cities exist to be mined, or that workers must choose between flexibility and survival. This is what happens when a ride is a civic act.

5. Community Liaison & Ethical Integration

A CIVIC CONSCIENCE WITHIN THE PLATFORM

If Legal & Governance defines what LinkLA is allowed to do, Community Liaison & Ethical Integration defines what it ought to do. This team functions as the platform's civic conscience,

ensuring that every operational choice remains aligned with the Mission Charter and the lived realities of Los Angeles communities.

Transportation systems are never neutral. They shape access to work, education, healthcare, and safety. In Los Angeles, transit inequities were not accidental. Instead, they were produced through redlining, freeway construction through Black and Brown neighborhoods, uneven transit investment, and the displacement of working-class communities. LinkLA recognizes that it is entering this landscape with responsibility. Our ethical integration work ensures that the platform does not replicate these patterns through algorithmic neglect, exclusionary pricing, or extractive labor practices.

Our commitment is ongoing and structural: every policy, incentive, and algorithmic update must be evaluated through the lens of equity, dignity, and public accountability.

CENTERING MARGINALIZED VOICES IN GOVERNANCE

Community engagement is not symbolic consultation, but it is a shared power. LinkLA will establish recurring town halls across the LA metro area, particularly in historically underserved neighborhoods and transportation deserts. These forums will not merely gather feedback but generate proposals that are formally transmitted to the Worker Council for review and vote.

We will develop advisory pathways that explicitly remove employment barriers for undocumented drivers, disabled riders, low-income residents, and individuals who rely heavily on public transit. Participation will be accessible. It will be offered in multiple languages, with accommodations for disability, and in both in-person and low-bandwidth virtual forms.

Partnerships will be developed with local community-based organizations, faith institutions, neighborhood councils, and advocacy groups to ensure outreach is relational rather than transactional. We will also maintain a collaborative relationship with the Los Angeles County Metropolitan Transportation Authority to ensure that our platform complements public transit systems rather than competes with them. Feedback from transit planners and riders alike will shape incentive programs, pickup/dropoff coordination, and fare adjustments near transit hubs. In this way, governance becomes open to community influence rather than insulated from it.

REPAIRING HISTORICAL TRANSIT INEQUITIES

Link LA acknowledges that many Los Angeles neighborhoods have been structurally underserved due to historic redlining and infrastructure disinvestments. Our response is not charity. Our response is a structural correction. We will:

- Incentivize drivers to serve historically marginalized areas through bonus structures.

- Provide fare discounts tied to transit adjacency and underserved neighborhood pickup/dropoff zones.
- Hire and recruit drivers directly from the communities we aim to serve, ensuring economic circulation remains local.
- Monitor dispatch data to prevent systematic exclusion of lower demand or lower-income neighborhoods.

Equity is embedded into the platform’s mathematics. Routing and matching systems are designed to prevent “destination desirability” bias. Where demand is uneven, the system compensates rather than withdraws. Where service gaps appear, intervention is built into the algorithmic logic itself. This approach reframes mobility as infrastructure—an obligation to the city, not a privilege granted to profitable zones.

ETHICAL SAFETY: DIGNITY WITHOUT SURVEILLANCE

Safety in ridesharing often defaults to increased surveillance. LinkLA takes a different approach: safety rooted in dignity, transparency, and consent. Riders and drivers will have access to clearly visible emergency support features, including immediate connection to 911 and platform-based assistance. Optional live ride tracking can be enabled on a per-ride basis and shared with trusted contacts. After ride completion, safety data automatically deletes within a defined window unless preserved for documented incident reporting.

Drivers will be required to conduct standardized pre-ride confirmations. For example, explaining door locks and emergency exits to ensure passenger comfort. Riders can track routes and confirm destination accuracy in real time.

DATA STEWARDSHIP AND PRIVACY AS COMMUNITY TRUST

LinkLA treats rider and driver data as non-extractive and governed under the cooperative’s privacy framework described in Section 3. Community Liaison & Ethical Integration ensures that privacy commitments remain intact as the platform grows.

Users will have clear, accessible controls over what data they share. Ride histories can be deleted while maintaining accountability through cryptographically verified review ledgers. Safety features are opt-in. Operational data is ephemeral.

Any proposed expansion of data use must pass a community-informed review process and receive approval consistent with cooperative governance principles. Transparency reports will be published in plain language so riders and drivers understand how their information is handled. Trust is not assumed. Trust is maintained through consistent, verifiable restraint and communication.

OPERATING ON INDIGENOUS LAND

LinkLA recognizes that Los Angeles sits on the traditional and unceded lands of Indigenous peoples, including the Tongva and Tatian nations. This acknowledgement is a key part of the methodology of LinkLA and will be echoed in our actions.

As the cooperative expands partnerships and reinvestment programs, consultation with Indigenous-led organizations will be prioritized. Community reinvestment funds may support Indigenous mobility initiatives, environmental stewardship programs, or cultural institutions where partnerships are appropriate.

Operating ethically on occupied land means understanding that infrastructure development is inseparable from historical context. Our stewardship model commits to honoring that reality in practice.

RELATIONAL GROWTH, NOT EXTRACTIVE EXPANSION

Public outreach will prioritize trust over paid scale. We will distribute plain language pamphlets explaining how LinkLA works, host informational sessions at libraries, schools, and transit hubs, and engage local media outlets to communicate our cooperative model.

Growth will be measured not simply in ride volume but in community alignment:

- Are underserved neighborhoods seeing improved access?
- Are drivers experiencing stable, dignified work?
- Is public transit strengthened rather than weakened?

At the pilot scale, accountability structures will be stress-tested before expansion. Community feedback will shape each growth phase.

LinkLA will integrate with the LA Metro and bus system, working towards a holistic transit solution. Individual and carpool options to public transit hubs will be given priority, and cars and drivers will be able to provide information about LA public transit. With the growth of LA Metro lines, riders will be given information about how to use the LA Metro for a portion of their commute. LinkLA will also work with LA Metro regarding advertising and public relations. LinkLA pamphlets and more information will be circulated around the LA Metro as an alternative for those with long commutes to metro stops (first and last mile commuters) or disabled people who cannot commute between bus stops. Community input can also be recruited from LA Metro hubs, as LinkLA aims to connect with communities underserved by other rideshare companies.

STEWARDSHIP AS ONGOING PRACTICE

Community Liaison & Ethical Integration is not a temporary launch strategy. It is a permanent administrative function within LinkLA. The team will:

- Conduct periodic community needs assessments.
- Publish annual equity and accountability reports.
- Review safety data and dispute outcomes for patterns of bias.
- Facilitate recall or policy revision proposals when misalignment occurs.

This ensures that the cooperative remains dynamic and self-correcting. LinkLA is not simply an app. It is also a civic infrastructure. Every ride is a social contract between the driver, the rider, and the city. Community Liaison & Ethical Integration safeguards that contract, ensuring that mobility in Los Angeles becomes not an extractive transaction, but a shared act of stewardship.

Pamphlet:

 [LinkLA Pamphlet](#)

Community Engagement further plans & notes:

 [LinkLA Community Notes](#)

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