

July 18, 2016

Chair and Members (Community and Protective Services Committee)  
City of London  
300 Dufferin Avenue  
London, Ontario  
N6A 4L9

It would be hypocritical for Checker Limousine to stand before Committee and Council and suggest that we have an issue with competition. In 1990 the City of London addressed an application for change, recognized it filled a need and Checker was open for business. Today, your review for the latest by law change is very different.

Uber has been given numerous opportunities to have their brand received by the City of London in a positive way, yet has decided to forgo any current criteria and has ultimately bullied its way into the London market. I think it's fair to question why so much time and energy is being exhausted in order to adapt to a potential partner that has proven time and time again that they are non-conforming.

Civic Administration and Council have dedicated countless hours to uphold some very key pillars.

- Safety and Consumer Protection
- Quality of Service
- Availability of Service with an overarching principle of fairness and equal playing field

For the most part we are pleased with the Amendments and believe they are aligned with your focus.

Full Time Commercial insurance ensures there are no gaps in coverage and does not jeopardize the Driver or The City of London, considering the exposure that could exist in a coverage by the hour model that would need significant monitoring.

Criminal Record Checks and Driver Abstracts clearly aid in the purpose of Safety and Consumer Protection.

Vehicle age extensions support the fact that we are all operating in a tougher economy, and by increasing Safety Checks help to protect all stakeholders.

Cameras help to mitigate insurance risk and protect the Driver and the Guest from many unfortunate incidences.

I have serious concerns related to a model that allows each Driver individually to alter a trip cost. Our fare structures directly reflect the amount of expense to operate. There are significant costs in keeping a vehicle in good repair, to dress appropriately, cover insurance, licensing, etc. Suggesting the Checker fare structure where our key operating principal is that the guest “knows the price, before they go” would no longer exist, and would create unmanageable chaos. I can’t imagine sending a bill to one of our corporate accounts with 10 identical pick up points and destinations, yet the possibility of 10 different prices ending up in their accounting department. Quality of Service, Safety and Consumer Protection are all linked to a model we have created and monitor daily for “repeated exceptional expectations” in our people. If the City of London adopts a free for all price structure, value will no longer be the mantra; it will be outright desperation of each individual outdoing the next with a lower price until no one is left.

I’m very hopeful that this committee, and ultimately council as a whole will continue to protect the interest and investments of all parties involved. The City of London’s guiding principles of Safety and Consumer Protection, Quality of Service and availability of Service with an overarching principal of fairness and equal playing field, will continue to ensure enforcement and accountability rests with all stakeholders.

Respectfully,

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Voyageur Transportation  
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