



October 12, 2016

Mayor Matt Brown
and London City Council
City of London
300 Dufferin Avenue
London, ON

RE: REGULATION OF TRANSPORTATION COMPANIES

Dear Mayor Brown and Council Members,

Downtown London and the City of London have for several years brought significant focus and investment to our city's core for the purpose of placemaking, creating unique places and spaces that can be enjoyed by all citizens and visitors to our city. Transportation in all forms is vital to a thriving core. It connects people with our places and spaces, ensuring that our citizens and visitors have the opportunity to participate in our unique destinations and experiences.

Our local economy thrives when people and goods move efficiently and affordably between destinations. Roads and parking, public transit, walkable neighbourhoods, cycling and taxis are all important services supporting economic growth in cities. With economic growth and innovation comes an ever-expanding menu of new services to move people and goods efficiently and affordably, such as car-sharing, bike-sharing, and more recently, ride-sharing. Downtown London supports greater choice for our customers. As a business district, we recognize the value and benefit of a healthy and fair competitive marketplace, which fosters excellence in products and service selection.

We see taxis as an important service provider in London. They act as hospitality ambassadors for our community and are governed by the companies they work for to provide professional, courteous service to their customers. Taxis represent an important choice in the selection of transportation options. If the City of London decides to reform the taxi and limousine industry in London, Downtown London encourages the City to do so in a way that enables the taxi industry to remain competitive in a changing industry, while recognizing the demand for and need to move people around London, including Uber and ride-sharing services.

Sincerely,

A blue ink signature of Janette MacDonald, consisting of a stylized 'J' and 'M'.

Janette MacDonald
CEO and General Manager