

My name is Brad Rice, and I'm the Vice President of Business Development for Voyageur Transportation with the responsibility of Checker Limousine

I would like to please start by reviewing page 27 of the proposed Vehicle for Hire By-Law. Under Option #3 item 4.4. I would ask that you please replace "not be less than \$3.50 per trip" which would pertain to taxi's with "not be less than the Zone Fare Structure" this enables APP based fares that we do today to stay consistent with the pricing structure that already exists for limousines. So that's our start rate of \$10.25 or a Senior rate of \$9.50

- Competition is healthy
- Competition without governance is dangerous
- Years of investment into the current by-law have created a relatively fair and equitable playing field. There is structure and accountability by two invested groups (City of London) and (the Taxi/Limousine industry)
- Price structures, Licensing, Safety Certificates, Criminal Record Checks, In vehicle cameras, Commercial Insurance, HST registered individuals that pay tax all contribute to meet the City of London Admin structure of Public Safety and Protection, and have clear paths to pay what is due
- It is difficult to stand by and observe a competitor that on a daily basis chooses to defy structure
- Local management and oversight will always provide for a safer and more accountable provision. You know where to find us!
- If the likes of UBER are forced to meet the same standards as the Taxi/Limo industry we have fairness. Costs to operate and policy

to follow are integral parts of ensuring the Consumer is safe, and receive good value.

- Today Checker Orientation includes (5 days of Computer, Pricing and Data Terminal training, Customer Service, and Broker/Driver responsibilities. Followed by AODA (Accessibility for Ontarians with Disabilities Act training, Back and Lifting Training, Due Diligence, Bill 168, Health and Safety, ERP, CPR and Pro Active Driving. Two shifts in one of our cars, and a day in a Paratransit vehicle to observe the service levels required for our Cities most vulnerable

- All of these protocols make us Professionals at what we do, and it comes with a cost.
- Last year Checker Brokers/Drivers would have paid roughly \$100,000 to remain compliant in Vehicle and Driver Licensing to the City of London alone.
- Ongoing investment is being made in technology, we have an app and it works for over 1100 of our regular guests. We recognize a need to stay current, and are doing so.
- Software applications do not help prevent in vehicle issues, and crimes. Cameras do. Cameras are also a very valuable way to provide details to Police when they are determining accident fault. Cameras deter bad and protect all parties in a legally licensed Taxi/Limousine today, and need to remain the standard for anyone being paid to convey passengers. Police call on the industry regularly for vehicle camera downloads to determine fault, and to protect the public from criminal/illegal activity. There is no difference between the ways both parties convey their

passengers. Can you guarantee me that the person driving the UBER guest today is the person that owns the phone, or the car or that the guest in the car is the person that is carrying the phone at that time as well? Cameras confirm who everyone is.

- Full Commercial Insurance takes away risk and guess work. It ensures there are no gaps in coverage that could jeopardize the Driver, the Guest or the City of London
- Vehicle age extensions support a tougher economy, and by increasing Safety Checks helps ensure everyone's safety. We are appreciative of this approach and will responsibly ensure the right and safe fleet remains on the road
- Fare structures are key to the predictability that Checker Limousines "know before you go" pricing structure has afforded residents of the City of London for over 25 years. We need our guests to know their price every time they enter a vehicle. Our Senior, Corporate and Contract work including agencies we serve today that provide Safe a Reliable transportation to our Cities most vulnerable must be consistent. Checker will not endorse a race to the bottom. Our fleet size and pricing model directly reflect the costs and revenue of operating in this industry. Our Customer needs the stability and predictability of a set pricing model, as do our people delivering the service.

- If Uber believes that charging people more money when there is increased demand and limited resources is fair and equitable for their guests, that is not our issue.
- We are invested in our COMMUNITY. I'm a long term member of the London Chamber of Commerce, (2) time President of Tourism London and Current Board member, South Western Ontario Tourism Corporation Member and Chair of Governance, London Executive Association active member, and SKAL International Hospitality London Chapter active member. I share this information not looking for a pat on the back, but to identify that I like many of my colleagues at Voyageur Transportation and Checker Limousine are significantly invested. Countless events have come to the City where we have provided funding or services in kind for the betterment and growth of London. I would question if a brand with such a large global view and that today has defied the by-law has the same intentions. Our people live here, educate their kids at Fanshawe and Western, and provide a service in good weather and bad. 8am and 3am. It's a CAREER. As long as we have a fair playing field to convey the service, we plan on doing it for a long time.

Thanks