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From: Didi Pinto  
Date: 10-26-2016 2:04 PM (GMT-05:00)  
To: Didi Pinto  
Subject: FINAL to print Presentation to City Council re: Uber

Good afternoon, Thank you to Uber for asking me to address City Council for the second time. I've driven for Uber full-time for 1 year and done over 4600 rides and recently received a plaque and monetary reward for having the highest customer service rating in London. Thank you so much to my Uber customers for making that happen for me and for being such amazing and fun customers. Thank you for expressing constantly how much you love our service and all the reasons why, and thank you to our customers that have come out to support us today. On behalf of London drivers, let me just say, Uber customers are fabulous and we absolutely love you all. Back to being serious face, I am knowledgeable about Uber, and I've also read the existing taxi-by-law document in its entirety. Taxi supporters believe that Uber and Taxis are the same thing and that the same rules should apply to both. Uber customers have all been Taxi customers, so they know that Ubers and taxis have very little in common and regulations should reflect that. Uber is clearly doing something right, when even some cab drivers and their family members also prefer to use Uber. As a Sociologist and academic who has an active interest in politics, I honestly cannot comprehend why any politician would spend their valuable time at the expense of our tax dollars worrying about issues that don't need fixing. Since I'm only allowed 5 minutes, I will address the issues of security cameras, safety, and surge pricing. .

Asking us to permanently damage our vehicles and imposing a \$1200 cost on us to install particular security cameras is based on faulty logic. It frustrates me that Councillors have the right to vote about a service that I presume most have not experienced firsthand. I've heard thousands of stories from my customers, about how they "hate" riding in taxis because they felt either uncomfortable or unsafe, including being sexually harassed, threatened, yelled at, and thrown out of the vehicle prior to destination, etc. I am not suggesting that all cab drivers do this, but there is definitely a problem. The prevalence of verbal altercations between them and their customers happens at what I consider to be an epidemic rate, based on the frequency of times my customers have talked to me about what has happened to them. Fare manipulation, insisting on cash payment, unsafe driving, and poor customer service are some of the major issues. My customers have told me that their attempts to file complaints with cab companies have been met with indifference and hostility. Not once has a customer told me that the cab companies investigated these incidents or provided the customer with the video footage. The security cameras in cabs are NOT there for the protection of customers, but instead for the protection of the drivers. The panic button is also for drivers, and customers don't know where to find the button. With specific regard to the cab industry here, the evidence proves that cameras do literally nothing to make customers feel safe.

In stark contrast, Uber uses a safe prepaid cashless system and implements proactive approaches and modern solutions that are far more effective than cameras. They require a vehicle safety inspection annually and the screening process is thorough. I've had 3 friends get denied to drive for Uber – 1 for having a criminal record, another for having too many speeding tickets, and the third for attempting to use a vehicle that was rebuilt after a major accident. Drivers must maintain a rating of 4.40 out of 5.0, 88% or higher, an enormously high standard of excellence. Customers are rated by drivers and are also held accountable. Both drivers and customers can write complaints to Uber, which will be dealt with promptly and the information is kept in their files. With Uber, we don't pick up strangers off the street. We only serve our customers. Uber has their credit card and personal information, including their name, address, email, phone #, and even social media accounts. We drivers know their rating prior to pick up. If on a rare occasion we find the ride to be totally unpleasant, upon our request, Uber will make sure to never match us ever again. Customers know the make/model of our vehicle, our name, our photo, our rating, and license plate. Everything is trackable with the GPS system, and we get daily reports on our driving habits and weekly negative and positive customer feedback. Uber's measures are proven to make customers and drivers feel safe. It should be left to individual driver's discretion to install a cheap dash cam. Also, our passengers have smart phones which are equipped