



Together, we're going places.

February 9, 2017

His Worship and City Council
City of London
300 Dufferin Avenue
London, Ontario
N6A 4L9

Dear Mayor Brown and Members of London City Council:

First and foremost, for the last 18 months an illegal competitor has operated outside of the City of London's own By-Law. It is starting to appear more like a hostage negotiation, than an enhanced set of rules.

Cameras were introduced as a need for the Taxi/Limousine Industry by Administration and City Council years ago. Checker like Uber, balked at the idea at the time, but ultimately was forced to meet the same requirements as the Taxis. Since their inception in our vehicles, we have clearly realized their need and their value.

Many city buildings, city hall, city buses, school buses, public buildings, homes, alleyways, intersections, and senior residences to name just a few, all utilize cameras for Public Safety and Consumer Protection.

Cameras are a new technology, and one that has become significantly more prevalent as they are more readily available and at lower costs than their original market entry.

Our primary mandate as an industry and working collaboratively with City Hall is Public Safety and Consumer Protection. It's how we train our people, and we are constantly investing in a better way to care for our guests.

Hundreds of thousands of dollars have already been invested by the Taxi/Limousine industry to meet the City's requirement for cameras. We can't turn back the clock and uninvest in something we were forced to do. Any decision that would not require TNC's (the likes of Uber) to have the same investment would be totally contrary to your own "Overarching Principal of Fairness and Equal Playing Field".

We teach our children to Work Hard, Do it with Integrity, to follow the Law and that this will lead you to be Successful. Yet today, there is a concern that some of council could defend an operator that has...

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- Broke a bylaw for 18 months
- Not contributed a dime to the City's operations
- Refused on more than one occasion to cease operation until a bylaw could be established and they could be compliant
- Only are prepared to compete in this market if our City of London Taxi/Limousine By-Law is altered 100% to meet the Uber business model
- Threatened to abandon their 1 million rides already completed to date and their documented 900 drivers who today operate illegally

1 million rides by the City of London Administrations own description is the equivalent of 1/3rd of all rides provided today by the Taxi/Limousine industry.

1 million rides appear to gravely exceed what I would call part time income supplementation. Moreover, if it is a matter of choice, and the perception is that the Taxi/Limousine industry is not able to meet what the Uber customer is looking for, I would focus more on the fact that someone is operating illegally, without costs, and therefore able to provide a service with a price to the consumer that reflects it. Therefore they have a MAJOR, UNFAIR, COMPETITIVE ADVANTAGE. This is not about someone's new and innovative product that has been missing for the consumer. It's about beating a system, and trying to get your way at all costs. This is not about Uber not seeing that value of an in vehicle camera. It is simply that they don't like the cost, and it does not meet their model.

Furthermore, these 1 million rides are being provided by people that have embraced a model where they have already broke the By-Law 1 million times. If there is not a Fair and Equitable camera and cost structure, how many more companies including Uber will be knocking on the City of London's door because you can operate for next to "no cost" and "no rules" in London, Ontario?

Council in its last vote has already abandoned Administrations hard look at the cost to administer the new By Law once it includes TNC's. 26 cents became 11 cent per trip, yet you were provided details that 26 cents was born to ensure none of the new costs to operate in a new framework would be on the "back of the taxpayer". I would question that now?

Cameras have a clear purpose, and a By Law must be followed. Please do the right thing.

When anyone comes to the City of London to compete in any industry we should always be here to embrace the opportunity with open arms, but only when they have agreed to follow your rules and not forced you to accept their illegal ways and pushed you to make changes that are purely self-serving.

Respectfully,



Brad Rice
Vice President
Voyageur Transportation/Checker Limousine