



November 17, 2011

Cathy Saunders
Clerk, City of London
P O Box 5035
London, Ontario Canada
N6A 4L9

Re: Community and Neighborhoods Committee Meeting - November 29,2011

Dear Ms. Saunders:

I am writing you today to provide our feedback on the upcoming Community and Neighborhoods Committee meeting in which a review of the Taxi-Limousine Bi-Law is being undertaken. Specifically the issue related to increasing the zone fares for executive limousines in the City is very concerning to us.

We have a contract with an executive limousine service at the airport that allows the operator exclusive "cueing" rights at the airport in return for ensuring that adequate vehicles are available to meet the needs of the travelling public. In selecting an executive limousine operator we wanted to ensure a high level of customer service while providing good value to the customer.

Referencing the June 7, 2010 report to the Environment and Transportation Committee it was determined that on average the fare for a limousine is 20% higher than the fare for a cab. The current City of London By-law states that the limousine fares are to be at least 15% greater than a fare for a cab. Today, average fares in London for limousines are 5% higher than what is contemplated in the by-law.

We have an obligation to our customers to provide good value for our services. A further increase to limousine fares that would push average fares to more than 20% of a cab fare is not good value. Our customer base is a mix of tourism, visiting friends and relatives, and business travelers. They expect London International Airport to provide good service at competitive rates and high limousine fares would be detrimental to our business and a poor reflection on our City.

We are not supportive of any increase in limousine fares within the City of London.

Please contact me for any additional information regarding this very serious issue.

Yours truly,

A handwritten signature in black ink, appearing to read "S.J. Baker". The signature is fluid and cursive, written over a white background.

S.J. Baker
President & C.E.O.