

My name is Brad Rice and I'm the GM Checker Limousine. I will keep my comments brief in order for the Public to have the appropriate time to be heard.

We teach our children at a very young age that being respectful, polite, professional and working real hard will bring you great opportunity. Yet, the Checker Limousine brand with Brokers and Drivers alike have to constantly sell City Hall from an administrative and Council perspective purely to exist. We sit here one more time having to defend ourselves, not for gain but to stay whole as the taxi industry ignores its own failings and attempts to pigeon hole us into an uncompetitive world.

It's time to embrace the Taxi/Limousine uniqueness in the City of London and stop trying to fight it or punish it. 22 years is a long time.

Does it make any sense that City Hall continue to waste time and tax payers money involving themselves so deeply in what should be free market business. You don't with any other business in the City, why us. When drive thru's were a topic of conversation not long ago, and competitors wanted the City to limit the amount of drive thrus. City Hall was very clear in stating it was not their role to limit competition. **This is no different.**

You call these sessions Public Participation, yet for the last 9 years I've sat and listened as the City has allowed the taxi industry a platform to verbally accost us. What we have really been attending are Industry Participation sessions.

I'm sure everyone sitting on stage has received a few if not many phone calls or emails from Checker Limousine customers, suggesting they like our business the way it is and see no need for change.

Let the Public be heard. Taxi's are 4-1 to every Checker Limousine. If our customers wanted a taxi, they would be in one.

Stop letting the Industry dictate the appropriate design of this proposed by-law and for once lets satisfy the Public in Public Participation.