
Subject:

FW: Submission to November 23 Council - PTC

From: Jake Brockman**Sent:** Monday, November 22, 2021 3:39 PM**To:** Clerks Public <[_____](#)>**Cc:** Baker, Jeff**Subject:** Submission to November 23 Council

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Hi there -

On behalf of Uber Canada, please see attached for a memo to be submitted to the Mayor and Councillors in respect of tomorrow's discussion about the new PTC framework.

Thanks very much and let me know if you need anything else from our end.

All the best,
Jake

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Jake Brockman
Public Policy, Canada



MEMORANDUM

TO: Mayor and Members of Council

SUBJECT: Licensing of Private Transportation Companies (PTC's)

DATE: November 22, 2021

Introduction

Uber welcomes the opportunity to continue to contribute to this process to provide regulatory certainty for the industry. We would like to thank City staff for the significant work undertaken in preparation of the staff report and recommendations. They have run an incredibly professional process - providing opportunity for stakeholders to contribute in a respectful and policy focused environment.

Uber's operations have provided hundreds of local workers access to a new income opportunity via the Uber app which they could do on their own schedule day or night - weekend or weekday - simply by meeting the regulated safety criteria and then pressing the Go button. These drivers provide safe trips for riders heading to grocery stores, work or school, medical appointments, or home from a night out.

Uber believes that ensuring regulatory consistency between the City of Markham and the broader GTA is critical to provide industry certainty and deliver on policy objectives. Uber is fully supportive of a regulatory environment that strikes the right balance between enabling innovation and maintaining a safe and reliable marketplace. That is why Uber **urges Markham City Council to move forward with the Staff recommendations and continue to engage with industry on a go-forward basis**. We also encourage Council to maintain regulatory consistency with surrounding municipalities, to ensure that drivers are able to provide seamless transportation across municipal borders to and from the city of Markham.

This memo outlines some of the key safety features of the Uber ridesharing platform that will work alongside the different dimensions of the regulatory framework to keep passengers safe.

Uber Safety Features

Uber a variety of policies, processes and partnerships in place and leverage the most advanced safety technology to help keep people safe.

Key safety features include:

- **In-App Safety Toolkit:** Passengers have immediate access to the Uber app's safety features all in one place, including the ability to share your trip status with friends and

family in real time, 24/7 incident support, and an emergency assistance button to call to get help if you need it. The app displays your location and trip details, so you can quickly share them with the emergency dispatcher.

- **Engagement with Law Enforcement:** Uber works very closely with law enforcement. We have an online portal just for law enforcement inquiries where law enforcement can put in data and information requests from Uber. Uber also has a Law Enforcement Operations team that works on the ground with local law enforcement.
- **RideCheck:** By using sensors and GPS data, RideCheck can help detect if a trip goes unusually off-course or if a possible crash has occurred. If the app alerts Uber to anything out of the ordinary, they'll reach out to provide riders with the tools to get help.
- **Real-time ID Check:** Uber utilizes facial recognition software to randomly require drivers to take a selfie to ensure that the correct driver is accessing the account.
- **PIN Verification:** We encourage users to double-check the app for their driver's information to ensure they are getting in the right car by matching the license plate number, the car make and model and driver's photo to the information in the app. Uber's newest feature is PIN verification. On some trips, riders will be asked to provide their driver with a unique 4-digit PIN before the trip can start. This helps riders verify that they are getting into the right car.
- **Commitment to Women's Safety:** Uber committed to a multi-year, multi-million dollar campaign to partner with leading sexual assault and domestic violence partners around the world. In Canada, Uber works with organizations such as YWCA Canada, Woman Abuse Council of Toronto, Toronto Rape Crisis Centre, and the Canadian Centre to End Human Trafficking to help keep people safe and end gender-based crimes in our country.
- **Driver Safety:** All the above safety features, including 24/7 support and the emergency button, are available to drivers as well as features like speed limit alerts.

While these represent some of our key safety features at the moment, we are constantly working to improve the safety of our platform, leveraging technology wherever possible.

Conclusion

Uber looks forward to continuing our collaboration and dialogue with the City of Markham as we move toward the April 1, 2022 date for the implementation of this robust regulatory framework. Please feel free to reach out to jake.brockman@uber.com with any additional comments or questions.