

**From:** [Ron Thompson](#)  
**To:** [Andreychuk, Marcia](#)  
**Subject:** RE: Taxi and Limousine Advisory Committee (soon to be Livery Transport Advisory Committee)  
**Date:** Monday, September 19, 2016 1:05:45 PM  
**Attachment:** [2016.09.19 TLAC Submission by The Driving Alternative.pdf](#)

Enclosed please find a written submission for TLAC which we ask be presented to the Committee.

We would be delighted to answer the Committee's questions and concerns.

Your assistance in this matter is most appreciated.

Kindest regards,

Ron

Ron Thompson  
Director Marketing and Support  
The Driving Alternative Inc.



#8206, 11500 35<sup>th</sup> St. S.E., Calgary, AB T2Z 3W4  
Phone: 1-866-586-5397 or 403-255-4800  
Cell: 403-390-5376 Fax: 403-243-5425  
[www.keysplease.net](http://www.keysplease.net) [www.rideplease.net](http://www.rideplease.net)

®: THE DRIVING ALTERNATIVE is a trade-mark owned by the Driving Alternative Inc. used under licence. ®: KEYS PLEASE is a trade-mark owned by The Driving Alternative Inc. used under licence.

This email message and any attachments hereto is intended for use only by the addressee(s) named herein and may contain legally privileged and/or confidential information. If you have received this email in error, please immediately notify the sender and permanently delete the original and any copy of this message and its attachments.



**SUBMISSION TO:** TAXI AND LIMOUSINE ADVISORY COMMITTEE, CITY OF CALGARY  
**BY:** THE DRIVING ALTERNATIVE INC.  
#8206, 11500 35<sup>TH</sup> STREET S.E.  
CALGARY, AB T2Z 3W4  
(403) 243 - 3358  
**RE:** TRANSPORT NETWORK COMPANIES IN CALGARY  
**DATE:** SEPTEMBER 19<sup>TH</sup>, 2016

.....

### **INTRODUCTION**

The Driving Alternative Inc. is grateful for the opportunity to provide a submission to the Taxi and Limousine Advisory Committee (TLAC) for the City of Calgary regarding Transport Network Companies (TNC) operating in the City of Calgary.

The City of Calgary has clearly done an excellent job in crafting a balance between unfettered ride sharing supported by companies like Uber and the clear responsibility of local governing bodies to ensure public safety, appropriate levels of insurance, and reasonable levels of regulation related to a TNC operating within the City of Calgary.

### **HISTORY**

The history of the ride share business and the consequent introduction of Uber operations in Calgary earlier this year are well known to the committee and will not be repeated here.

What may be news for the committee is that The Driving Alternative Inc., which has operated under the name Keys Please® for the past 19 years, has been trying to find a way to transport its clients in the vehicle of our Keys Please® drivers since approximately 2006. Candidly, we are very grateful to Uber for providing that pathway for us to be able to expand our services to our clients.

As the committee is well aware, Uber considers itself a tech company. They provide the app and the driver does the rest with the customer. Given that approach they share very closely the characteristics of the dotcom companies in years not so distant past. Uber has grown very quickly but has yet to make a profit. An additional characteristic is that they do not accept responsibility in any fashion for what takes place between a driver and the customer; thereby giving the appearance of their reluctance to deal with governing authorities and their acceptance of regulation to the business.

The Driving Alternative Inc., on the other hand, accepts that it is in the transportation business. For 19 years we have accepted full responsibility for getting in excess of one million clients, their guests and their vehicles to their destination in a safe and prudent manner. We pride ourselves on our and our drivers' professionalism. We embrace new technology and see the application of app technology to our business as a very positive addition to our ability to provide transportation services to everyone in the general public in an affordable and timely manner. A true "Transportation Network Company".

The Driving Alternative Inc. which will be operating as Ride Please™ is looking forward in launching this TNC Service on October 13<sup>th</sup>, 2016. Ride Please™ will bring together technology, professionalism, transparency and a local focus to the Vehicle for Hire Industry. The Driving Alternative Inc. (Keys Please®) has the proof of success, reputation of supporting their drivers and reaching the circle of superior customer service. We relish the opportunity in building Ride Please™ to the same high level.

### **CITY OF CALGARY BYLAWS - THE DRIVING ALTERNATIVE INC. VIEW**

As stated above, it is the responsibility of the City of Calgary to ensure the safety of its citizens. That is paramount.

The operational model as supported by Uber does not lend itself to the safety of the passengers or the drivers. While the fare might be cheap, it is clearly not safe from many standpoints. As a result, the city has had to implement bylaws to address issues that ride sharing raises.

In general, The Driving Alternative Inc. supports unreservedly the bylaws as passed by the City of Calgary.

Stipulations respecting requirements for driver qualifications, medicals and insurance levels are, in particular, appropriate. As are the requirements for vehicle mechanical standards.

The public is additionally protected from capricious behavior by rogue drivers in the requirements for:

- disclosure of who is driving them,
- the vehicle ID and time of trip,
- the pickup and destination disclosures, and
- not allowing for cash transactions or flagged pickups.

### **THE DRIVING ALTERNATIVE INC. REQUEST**

There is one area that we are requesting an exemption. It pertains to the restriction on ordering our services by phone to a dispatcher or booking via our website. We are not asking for a removal of the stipulations from the bylaws but an exemption for The Driving Alternative Inc.

Seniors, low income people and persons requiring assistance are markets that are underserved at this time and who need affordable, timely and transparent transportation. These individuals are not accommodated if they are unable to call in for the service or have a senior's residence or doctor's office book a ride for them. They do not now have, and are unlikely to obtain in the future, a smart phone that would allow them to be able to use the app.

An exception for our company to be able to accept these calls and web bookings would go a long way to helping us meet the needs for this segment of our population and will allow us to truly be a TNC available to all segments of the population of Calgary.

Our nineteen years of existence in Calgary taking over one million people home safely speaks to the integrity, trustworthiness and track record of our company. It also speaks to our ability to serve our customers in a professional manner.

## **CONCLUSION**

Once again, thank you to the Committee for the invitation to make a submission for your consideration.

We have enjoyed being a valuable service to the City of Calgary over these past nineteen years and we look forward to being an integral part of the transportation network in Calgary for many more years to come.

Please do not hesitate to contact us at your convenience should you have any additional questions.

The Driving Alternative Inc.