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April 25, 2012

To The Council of City of Barrie

Mr. J. Lehman (Mayor)

The City of Barrie Council

MS. Brenda Russell, Manager, Municipal Law and Prosecution Services,

Apple Taxi would like to formally oppose the decision made by council recently regarding taxicab stickers. It is our argument that a sticker bought by a taxicab company or broker should therefore become the immediate property of that sticker holder. This method is common in many cities. We ask that the sticker be available to the holder to lease to other qualified/licensed drivers as part of our further suggestions to put our industry back on track. Furthermore, that the sticker must be transferable throughout each calendar year at no additional costs. Therefore we may as brokers have the option to join the company that best suits us.

For all other matters pending, Apple Taxi is of the opinion that levies MUST be made regarding the minimum level of investment, effort, aptitude and all other criteria to conduct day to day business in the industry. We feel that the suggestions we present in this correspondence will have both direct and indirect effects on our collective goal to make taxicab fares sustainable for the citizens of Barrie.

We appreciate the proposed ratio of one taxicab per every 1500 residents, and certainly agree with His Worship that the current metre rates are too high. We recommend the following measures to ensure this goal.

- Any taxicab company not having an office of their own with their name displayed on the door and 24/7 LIVE dispatch, daily trip records on file and drivers both on and off duty list should have licence there revoked.
- A minimum number of licensed taxis of more than five must be set in order to deem any "company" viable.
- All taxicabs under licence for a company must be identifiable as such, using various tools such as colour and/or decals. Just placing a roof light on top of an everyday vehicle needs to be done away with.
- When granting licenses to drivers, a working knowledge of English and geography of our city needs to be tested more stringently. This can be implemented with thorough written tests.
- Any "business" giving rides to paying parties must be held responsible for being commercially licensed, insured and using 4door vehicles. Also should be held to the same standard as taxicab companies with accessible offices in city limits. i.e; Canadian DD, The Last Call Service and all other illegitimate transport services lacking these criteria must be shut down immediately to protect our industry. (We would like to hear



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from city council on this matter before making any critical decisions pertaining to our taxicab industry).

- Just as seen in nearby cities, cars licensed must be no older than five years, as to maintain quality and assure safety for the rider. This measure will eventually force companies and brokers to implement 12 hour shifts bringing the proposed ratio to reality.
- We agree discounts should be granted to our respected seniors on any fare exceeding \$10.00 in reference to Orillia' by-laws.
- We highly recommend a minimum rate in consideration of increased gas prices, insurance, repairs and fees and costs of The City of Barrie. A higher start rate on the metre will also serve this purpose as an alternative.

We humbly request The City of Barrie By-Law enforcement officials for their support in playing a positive role through more routine and round the clock inspection. Inspections of all parties involved in the industry.

- Offices must be checked for trip sheets, proper dispatch during random hours.
- Drivers who frequent in unusual areas around the city, and not only the bus terminal.
- Cars must be checked for illegal devices such scanners.
- Taxi stands must be placed throughout the city.
 - (a) this will ensure less "no shows".
 - (b) this measure will save gas hence making fares more sustainable (eliminating a to b to c and back to a).
 - (c) taxi's will be visible to the public, and eliminate unnecessary parking tickets.
- Every driver, broker and company must be familiar with provisions of the City of Barrie' taxicab by-laws.

Apple Taxi assigns there concerns to Mr. Randy Collins, please give us a chance to voice our opinions in the upcoming council meeting.

Yours truly,

Syed-Khurram Haider
Director
Apple TAXI Inc.