

2015 Meeting Note Advice to Minister

Meeting Date: July 21, 2015

Cliff #: 102796

Attendees: Michael Van Hemmen, Public Policy Manager, Uber

Issue: Uber's innovative approach and potential to enhance BC's transportation system

Conclusion:

- Uber is an American transportation network company that uses a mobile application to connect riders to drivers, offering an alternative to the taxi industry.
- Uber's business model has been criticised by governments and the taxi industry for its allegedly unsafe and illegal use of unlicensed, crowd-sourced drivers.
- Uber has been issued a warning from the Ministry of Transportation in 2014 to refrain from operating illegally in BC. To discuss specifics on how Uber could fit into the BC transportation system, we recommend setting up a meeting with the Ministry of Transportation.

Background:

- Uber has requested a meeting with Minister Virk through their government relations consultant, Maple Leaf Strategies, to discuss how Uber could enhance the BC suite of transportation options.
- The Uber mobile app allows consumers with smartphones to submit a trip request which is then routed to sharing economy drivers. Uber argues that developing a mobile app that lets customers hail nearby cars makes it a technology company rather than a transportation firm.
- Uber was founded as "UberCab" by Travis Kalanick and Garrett Camp in 2009. It is headquartered in San Francisco and currently operates in 300 cities around the world. Canadian cities with Uber service include Halifax, Montreal, Toronto, Edmonton, Ottawa and Quebec City.
- Uber has raised over US\$2.8 billion in funding and has generated close to \$10 billion in revenue.

Attendee: Michael Van Hemmen, Public Policy Manager, Uber



Michael Van Hemmen is a Public Policy Manager for Uber. Prior to joining Uber, he was responsible for facilitating capital allocation and strategic planning for a multi-billion dollar business unit operating in the natural resource sector. Michael also has a background in politics and election campaigns. Serving as Director of Policy for federal Transport Ministers, he oversaw stakeholder relations, Crown corporations, infrastructure spending, and policy development. Michael has an MBA from the University of Oxford.

Analysis:

- Since Uber's launch, many governments and the taxi industry have protested against Uber, alleging that its use of unlicensed, unregulated crowd-sourced drivers is unsafe and illegal.

- Most recently, a judge denied the City of Toronto its application for an injunction against Uber, ruling that Uber's ride-sharing service does not constitute a taxi or limousine service and therefore does not have to follow the same rules and regulations.
- Uber is looking to gain a foothold in Vancouver, but is facing opposition from the taxi industry and municipal governments. Uber claims there is a strong demand for its services in BC, citing a petition with over 27,000 signatures from Vancouver supporters who want Uber service in BC.
- In 2012, Uber ran a limousine service for six months before the Province forced it to withdraw by imposing a minimum fare of \$75. In 2014, Minister of Transportation, Todd Stone, issued a warning against Uber trying to operate illegally.
- In April 2015, Uber met with representatives of taxi companies, police, and the tourism and hospitality sector in a meeting organized by the City of Vancouver.
- It is unclear whether Uber intends to open offices in BC, potentially creating jobs and tax revenue, or if the company only wants Uber service to be available in BC cities.
- Due to the significant regulatory challenges and impact of Uber on the taxi industry, Uber should request a meeting with the Minister of Transportation to discuss the specifics on how Uber services could fit into the BC transportation system.

Contact: *Kevin Butterworth, ED, Technology and Innovation Branch - (250) 356-1984*

Sterling, Kerri MTIC:EX

From: Butterworth, Kevin MTIC:EX
Sent: Wednesday, July 8, 2015 1:27 PM
To: Fast, Christine MTIC:EX
Cc: Suzanne, Trish M MTIC:EX
Subject: FW: NEW ASSIGNMENT : FW: 102796 MIN - IBN Meeting Request for Michael Van Hemmen

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Due to me by EOD July 14th.

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Once complete, please send materials to me for processing.

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July 21st
2:45 pm – Pre-Brief
3:00 pm – Meeting
Room 346

Thanks so much.

Sarah Blonde | Administrative Coordinator
Honourable Amrik Virk | Minister of Technology, Innovation & Citizens' Services
250.952.7623 | Sarah.Blonde@gov.bc.ca

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Sent: Friday, July 10, 2015 9:10 AM
To: Suzanne, Trish M MTIC:EX
Subject: FW: NEW ASSIGNMENT : FW: 102796 MIN - IBN Meeting Request for Michael Van Hemmen
Attachments: 102796 - Uber.docx

Hi Trish,

Please check spelling, format and pass to Kerri for CJ's review.

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Kevin

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Subject: RE: 102796 MIN - IBN Meeting Request for Michael Van Hemmen
Attachments: 102796 MIN_IBN Uber Meeting July 21_15.docx

Hi there Caylla

CJ has approved this to move forward for DM approval.

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Sent: Monday, July 13, 2015 9:06 AM
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Subject: FOR ADM REVIEW/APPROVAL: NEW ASSIGNMENT : FW: 102796 MIN - IBN Meeting Request for Michael Van Hemmen
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