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## BRIEFING NOTE FOR INFORMATION

**DATE:** July 19, 2018  
**PREPARED FOR:** The Honourable Claire Trevena, Minister of Transportation and Infrastructure  
**ISSUE:** Provincial Regulator Model and Authority

### BACKGROUND:

Government is taking steps to modernize the taxi industry and enable Transportation Network Companies (TNCs) to operate in B.C. In support of this, direction with respect to the provincial regulator and governance structure defining roles and responsibilities of government or its representative is required.

s.13

### DISCUSSION:

The Passenger Transportation industry is currently governed by:

- Passenger Transportation Board (PT Board), an independent tribunal;
- Passenger Transportation Branch and Registrar, Provincial Government;
- Commercial Vehicle Safety Enforcement (CVSE), Provincial Government; and,
- Municipalities / Local Governments.

The PT Board is appointed by the Lieutenant Governor in Council (LGIC). Appointment processes and terms are defined in the *Administrative Tribunals Act* and the *Passenger Transportation Act*. The PT Board is required to maintain a minimum of three active board members including a Chair who operate independently from government. Currently, the PT Board has four active board members and four staff, and although over 80 per cent of decisions made by the PT Board are related to services in Metro Vancouver<sup>1</sup>, the Board's membership can be from anywhere across the province.

The following identifies the current roles and responsibilities of the provincial governance structure: Under the *Passenger Transportation Act*, the Minister of Transportation and Infrastructure may provide "general policy directives" to the Board in exercising their powers and duties; however, the Board is not obliged to act on these directives.

In February 2018, industry expert Dr. Dan Hara consulted with the taxi industry. In the report written after this consultation, Dr. Hara states that, "the provincial regulator is not charged with ensuring an adequate total supply of taxis and the contested application process is a barrier to entry for new providers in both big cities and small communities." s.13

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<sup>1</sup> [http://www.ptboard.bc.ca/documents/Annual\\_Reports/2016\\_17\\_annual\\_report.pdf](http://www.ptboard.bc.ca/documents/Annual_Reports/2016_17_annual_report.pdf)



Ministry of  
Transportation  
and Infrastructure

CLIFF#: 278273

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**FINANCIAL IMPLICATIONS:**

- None

**PREPARED BY:**

Kristin Vanderkulp  
604 992-9140

**REVIEWED BY:**

Deborah Bowman, ADM  
Transportation Policy & Programs Department

**INITIALS**

DB





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## Liinamaa, Maija TRAN:EX

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**From:** Jeff Andrus <jeff@mgstrategies.ca>  
**Sent:** May 8, 2018 11:39 AM  
**To:** Trevena.MLA, Claire LASS:EX  
**Cc:** William.Beale@gov.ca; Transportation, Minister TRAN:EX; Timothy Burr  
**Subject:** 276898 Important Updates from Lyft on Going Carbon Neutral and Driving Earnings

Please find below a message from Timothy Burr, Lyft's Director of Public Policy in BC.

Dear Minister Trevena,

On behalf of Lyft, I'm pleased to provide three updates that are relevant to your work on bringing an effective ride sharing framework to British Columbia, to increase transportation options while ensuring we are taking care of our environment, and creating important economic opportunities for people across BC.

### GOING CARBON NEUTRAL

On April 19, 2018, Lyft announced that it will be voluntarily offsetting the carbon production of all the rides it provides.

From the announcement:

"In the future all vehicles will operate with clean energy. But climate change is not waiting. It's happening now, and it presents a clear and immediate threat to our world and those who live in it. Action cannot wait.

Today, we're excited to announce our next action: to immediately offset the carbon emissions from all rides globally. This is an ongoing commitment, meaning that any Lyft ride from now on will be carbon neutral. Starting today, your decision to ride with Lyft will support the fight against climate change.

This is a multi-million dollar investment in the first year alone, which makes Lyft one of the top voluntary purchasers of carbon offsets in the world. In year one, we anticipate offsetting over a million metric tons of carbon, equivalent to planting tens of millions of trees or taking hundreds of thousands of cars off the road. Lyft's investment and impact will continue to grow as the company does."

The full text is available here: <https://medium.com/@johnzimmer/all-lyft-rides-are-now-carbon-neutral-55693af04f36>

### DRIVER EARNINGS

Recently, Lyft published the results of a major study of our drivers' income. It found, on average, median incomes were over \$21 in top 25 markets, when commute and break times were included, with driver costs estimated at a maximum of \$5 by the Rideshare Guy. For the times Lyft drivers are carrying passengers, or booked to carry a passenger, that number rises to \$31.18 per hour. Lyft expects Vancouver to be a top 25 market after launching.

The full article is linked below.

<https://medium.com/@lauracope/what-you-can-make-driving-with-lyft-f9a840cc20d9>

### RELIEF RIDES

Lyft just committed \$1.5 million to its Relief Rides program over the next year. The program provides free rides to people affected by natural disasters and other crises, or are in need — including returning veterans, low-income individuals in need of transportation to job interviews or medical appointments, and more.

The full blog is linked below.

<https://blog.lyft.com/posts/expanding-relief-rides-program>

Thank you again for all your work on this important file,

**Liinamaa, Maija TRAN:EX**

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**From:** Transportation, Minister TRAN:EX  
**Sent:** July 12, 2018 12:30 PM  
**To:** 'jeff@mgstrategies.ca'  
**Cc:** Transportation, ADM Policy and Programs TRAN:EX  
**Subject:** 276898 – Ride hailing  
**Attachments:** 276898 Important Updates from Lyft on Going Carbon Neutral and Driving Earnings

Timothy Burr Jr., Director of Public Policy  
Lyft  
c/o jeff@mgstrategies.ca

276898 – Ride hailing

Dear Mr. Burr,

Thank you for your email updating me on Lyft's commitment to going carbon neutral, as well as information about your drivers' earnings and your Relief Rides program.

I have shared your email with the ministry's Assistant Deputy Minister for the Transportation Policy and Programs Department, Deborah Bowman, so she, too, is aware of these updates.

As you likely know, we will announce our plan for modernizing taxi regulation later this summer, with legislative changes anticipated for the fall.

Thank you again for taking the time to write.

Yours sincerely,

Claire Trevena  
Minister

Copy to: Deborah Bowman, Assistant Deputy Minister  
Transportation Policy and Programs Department



## Liinamaa, Maija TRAN:EX

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**From:** Chapotelle, Jacqueline TRAN:EX  
**Sent:** July 5, 2018 11:19 AM  
**To:** Writing Services, Transportation TRAN:EX  
**Subject:** 277988 FYI - FW: Uber, Ridesharing and Improved Accessibility

Does this need to be CLIFFed? If so, could you please CLIFF as FYI?

### Jacqueline Chapotelle

Administrative Assistant to the Honourable Claire Trevena  
Minister of Transportation and Infrastructure  
PO BOX 9055 Stn Prov Govt - Legislative Buildings Victoria BC V8V 1X4  
P: 250.387.1978 | E: [Jacqueline.Chapotelle@gov.bc.ca](mailto:Jacqueline.Chapotelle@gov.bc.ca)

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In British Columbia, the Office of the Registrar of Lobbyists is responsible for monitoring and enforcing compliance with the Lobbyists Registration Act. To ensure that you are in compliance with the registration requirements for lobbyists under the Act please contact the Office of the Registrar of Lobbyists at: <https://www.lobbyistsregistrar.bc.ca/>.

**From:** Michael van Hemmen [mailto:mvh@uber.com]  
**Sent:** Tuesday, July 3, 2018 4:39 PM  
**To:** Chapotelle, Jacqueline TRAN:EX  
**Subject:** Uber, Ridesharing and Improved Accessibility

Jacqueline,

Over the past few weeks there has been media reports of a pregnant TV host, travellers arriving at the airport, and now a senior in a wheelchair being let down due to Vancouver's existing transportation system falling short of expectations.

Fortunately, there are solutions that have been put in place elsewhere that have been shown to improve transportation. The stories from the past three weeks highlight the importance of the provincial government keeping the commitment to enable ridesharing before the end of the year, and Uber remains ready to partner with the province to make it a reality.

By allowing any eligible driver to participate in ridesharing there are no caps on who can provide service. In cities with Uber this has led to a significant increase in mobility options across the city, but especially in suburban neighbourhoods. This is one reason why Translink CEO Kevin Desmond has called for ridesharing to come to BC for the past two years.

Uber partners with vehicle owners, and the majority of personal vehicles are not accessible for non-collapsible wheelchairs. However, in cities where we are able to partner with enough wheelchair accessible vehicles (privately owned or fleets), Uber is able to offer that service and use incentives to ensure reliability. Wheelchair trip requests are the same price as typical ridesharing for the rider, and drivers can receive incentives to encourage them to complete accessible trips. Incentives are useful to ensure that drivers complete wheelchair trip requests rather than being stationed at the airport or focusing on other trips.

Toronto is an example where the average wait time for a wheelchair accessible trip with Uber is under 10 minutes. In some cities without accessible partnerships, cities have put in place a moderate per trip fee (\$0.07/trip in Ottawa) which can add up to significant funds to help ensure a reliable, public accessible service.

One of Uber's most successful partnerships is with the Metro Boston Transit Authority. MBTA subsidizes Uber rides for para-transit eligible riders, to increase the capacity and service levels of the city's Handy Dart

equivalent service for those in non-collapsible wheelchairs. Similar programs to enhance accessibility are being contemplated in other jurisdictions

The BC all-party provincial ridesharing Committee specifically highlighted these opportunities to increase service for all in its recommendations.

We are focused on working with the province to expand transportation options in British Columbia, and to do so this fall.

As always, please reach out with any questions or concerns.

All the best,

Michael

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**Michael van Hemmen**

Uber Canada

778-863-9906 | [mvh@uber.com](mailto:mvh@uber.com)



**Liinamaa, Maija TRAN:EX**

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**From:** Flo Devellennes <flo@poparide.com>  
**Sent:** July 10, 2018 5:09 PM  
**To:** Transportation, Minister TRAN:EX  
**Subject:** 278122 Poparide introduction

Dear Minister,

I would like to discuss with you how our ridesharing service Poparide could help become one of the solutions for intercity transportation in Western Canada, in light of Greyhound's withdrawal.

Would you have some time to discuss in the next few weeks?

Sincerely,

**Flo Devellennes**  
Co-founder & CEO  
Poparide  
+1.778.319.6989

**POPARIDE**

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# POPARIDE

## Company Overview

Last updated: October 2018

## **Vision & Mission Statements**

Our vision is a world where the sharing of resources is ubiquitous and leads to long-term human and environmental preservation,

Our mission is to fill empty seats in cars and help people travel together.

<b>How it works.....</b>	<b>2</b>
<b>Community .....</b>	<b>3</b>
<b>Product.....</b>	<b>4</b>
<b>Impact .....</b>	<b>5</b>
<b>Partners .....</b>	<b>6</b>
<b>Team .....</b>	<b>7</b>
<b>Contact.....</b>	<b>8</b>



## How it works



### Driver posts a trip

A driver posts a trip with an origin, destination, departure time and a few other details such as seats available and vehicle details.

### Passenger books

The passenger books their seat online through the Poparide platform (iOS, Android, or website) with a credit card and we charge a 15% service fee.

### Ride happens

After the driver approves the booking, the ride happens. The funds are kept securely on the Poparide platform and transferred to drivers after the trip.

## Key numbers

**30-60%**

Cheaper

than other forms of intercity transportation

**150%**

Growth

in bookings per year

**8,000,000**

Kilometres shared

since we launched in 2015





Our community consists of **100,000 amazing members** who share thousands of trips every month between cities in Canada. They come from all over the world, are of all ages, and rideshare to help each other, save money and reduce their environmental footprint.





# Easy to use

We are focused on building software people love to use

## Safe

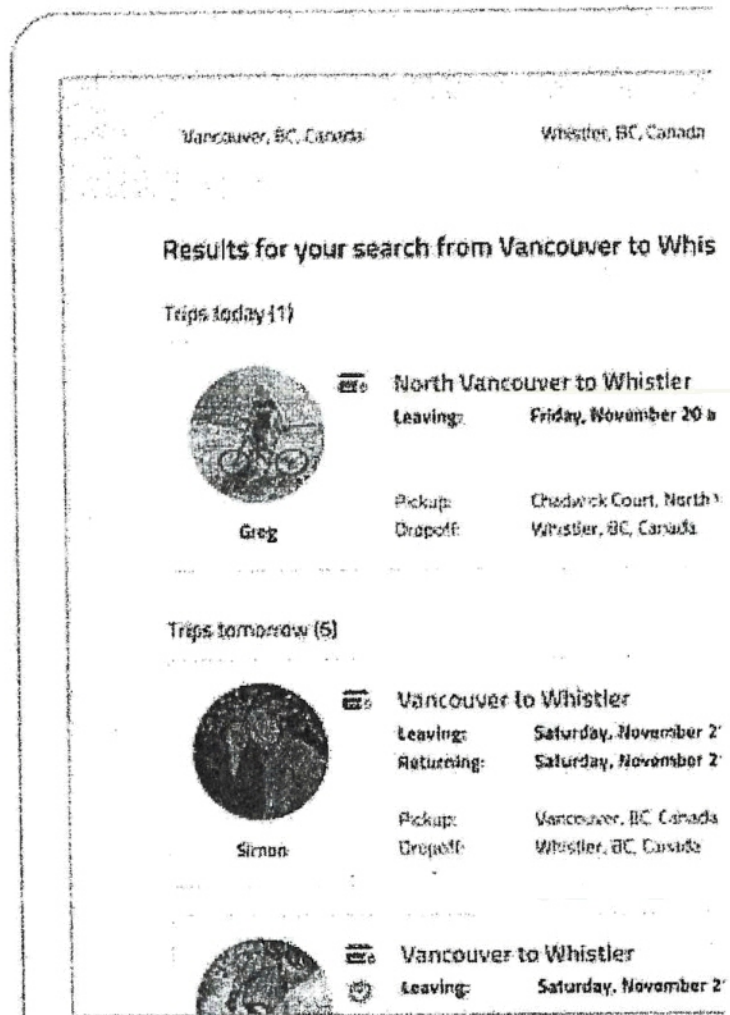
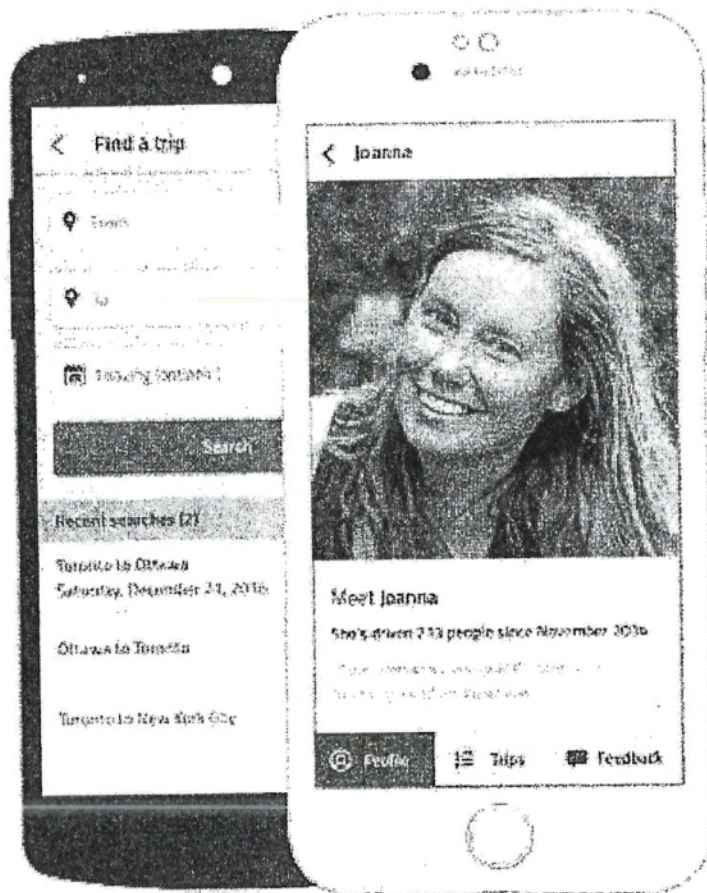
We make ridesharing safe by verifying every member's email and phone number, processing payments by credit card and letting users leave reviews on their experience to build reputation.

## Reliable

We ensure a reliable service by getting passengers to pay for their seats in advance. This creates accountability and helps drivers organize rides more efficiently.

## Transparent

Pop is free to join and we let members communicate freely through our platform. We charge a 15% booking fee and there are no other hidden costs.







## We Drive Positive Change

Pop is dedicated to creating more accessible travel by connecting people, optimizing costs and reducing our environmental impact

We adhere to a triple bottom line where people, planet and profit are balanced to foster sustainable business practices.

### **Social Impact**

Building a community based on the idea of sharing.

Educating people on the need for shared mobility.

Creating friendships by connecting people.

### **Economic Impact**

Reducing car ownership costs.

Offering a competitive means of transport for travellers.

Building economic value by connecting towns & cities.


### **Environmental Impact**

Increasing occupancy rates by filling empty seats in cars.

Reducing carbon emissions by increasing vehicle occupancy.

Forging partnerships with mobility organizations to incentivize shared transportation.



A black and white photograph of three people sitting in the front seats of a car. The person on the left is a man with a beard, wearing a jacket. The person in the middle is a woman wearing a beanie and a jacket. The person on the right is a man with a beard, wearing a t-shirt and a seatbelt. They are all looking towards the camera.

## We Partner with Likeminded Organizations

Our partners inspire our social innovation and  
guide our business towards sustainable goals



Visit [www.poparide.com/partners](http://www.poparide.com/partners) for more information





## The Poparide Team



**Flo Develennes**  
*Co-founder & CEO*

Flo started Poparide as HitchWhistler in 2010 to help fill his car and meet new people during the ski season. He grew the community to 10,000 members before deciding to grow it and turn it into a business.

He leads the vision and growth of the company and handles product, marketing and fundraising.



**Luke Burden**  
*Co-founder & CTO*

Luke is an Australian software engineer who takes pride in building compelling products that scale to millions of users.

He co-founded Poparide in 2014 after helping Flo rebuild the platform to go-to-market. He has extensive experience building scalable APIs for multiplayer games and a strong interest in matchmaking algorithms.



**Simon Reggiani**  
*VP, Mobile*

Simon is a passionate, self-driven engineer who loves to build high-growth consumer products and has worked in senior mobile engineering roles at Slack, Texture and Eventbase.

His notable personal projects include Subloader, a subtitle app for Android with over 750,000 downloads and a Spotify TV app with over 50,000 downloads.

## Contact

We'd love to hear from you!  
Please use the details below to get in touch.

**General + Marketing Inquiries**  
[contact@poparide.com](mailto:contact@poparide.com)

**Investment**  
[flo@poparide.com](mailto:flo@poparide.com)  
+1 778 319 7989

**Support**  
[support@poparide.com](mailto:support@poparide.com)





**Coleman, Tammy L TRAN:EX**

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**From:** Michael van Hemmen <mvh@uber.com>  
**Sent:** October 26, 2018 1:13 PM  
**To:** Vanderkuip, Kristin PSSG:EX  
**Subject:** Peer reviewed: ridesharing's impact on public transit

Kristin,

There has been a lot of discussion about ridesharing and its impact on public transit. To date most media interest and reports have been based upon surveys; however, there is now enough data for academics to investigate impacts with statistical analysis and rigour.

Jonathan Hall, of the University of Toronto, conducted the following study that has now completed its peer review process and been published in the November edition of the Journal of Urban Economics.

The study represents a thoughtful and interesting analysis of how transit and ridesharing interact.

It's findings are:

- **Uber is a complement for the average transit agency, increasing ridership by five percent after two years.**
- **The average masks that the impacts on different systems do vary depending on the size of the city and system and potentially other factors**
- **Systems such as Metro Vancouver's that have large rail systems on average benefit**

The peer-reviewed conclusions bolster what we have been saying.

1. **Cities and governments need to continue investing in public transit. This is especially true as urbanization accelerates. No other mode moves large numbers of people as efficiently.**
2. **There are significant opportunities for ridesharing to partner with public transit operators through first/last mile, paratransit, and late night partnerships. However, ridesharing networks need to be permitted to grow large enough to enable these benefits to be available especially in suburban and less dense regions.**

We look forward to engaging more as the provincial legislation is released this fall. As always, I'd be happy to discuss these findings and more.

All the best,

Michael

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Michael van Hemmen  
[mvh@uber.com](mailto:mvh@uber.com)  
778-863-9906





## Coleman, Tammy L TRAN:EX

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**From:** Michael van Hemmen <mvh@uber.com>  
**Sent:** October 10, 2018 1:16 PM  
**To:** Vanderkuip, Kristin PSSG:EX  
**Subject:** Uber and partnerships, bikes, safety & data...

Hello Kristin,

I hope you had a great Thanksgiving.

These are exciting times at Uber. This fall the province is going to be adopting ridesharing legislation, and the Premier has emphatically exclaimed that "Uber is coming." We look forward to working with the government to start operations next year. Today's update includes information on partnerships, bikes, safety and data that Uber is working on across Canada and around the world. As always, don't hesitate to reach out with any questions you may have.

### **Partnerships**

Uber and Metrolinx (The Toronto Region's Transit Authority) have partnered to increase first/last mile integrations and awareness of the Up Express rail link to Pearson Airport in Toronto. This is first partnership between a ridesharing company and major transit operator in Canada.

Uber also just launched a new Sustainability Mobility fund (\$10million) based upon the The Shared Mobility Principles for Livable Cities. The first donation is to SharedStreets, a nonprofit creating a standard for how organizations can share data that can improve our public streets. Additional funds are being allocated to groups and cities advocating for congestion pricing, including in Seattle.

### **Bikes**

At the same time Uber is rolling out new innovations to truly become a mobility platform that extends beyond cars. That includes bringing dockless e-bike share and scooter systems (JUMP) to cities around the world without requiring government subsidies. You can read more in this Wired story about JUMP bikes and the design features it contains to ensure it is accessible and available to the widest possible ridership.

### **Safety**

With the legalization of cannabis as of October 17th, Uber joined with MADD Canada and Tweed to launch a campaign increasing awareness of the risks of driving while impaired by marijuana.

### **Data Geeks**

Finally for those who love data, Uber partnered with transportation consultancy Fehr and Peers to develop a simple curb productivity index to help inform decision making for use of city curb space from transit to deliveries to parking. And let's not forget some early takeaways from the 2017 US National Household Travel Survey.

- Private autos reign supreme. They represent 92% of total miles travelled with ridesharing/taxi under 1%.
- Households without cars are far more multimodal
- Deadheading personal vehicle trips add up.

Have a great fall and let's stay in touch.

Michael

**From:** Michael van Hemmen <mvh@uber.com>  
**Sent:** September 6, 2018 5:48 PM  
**To:** Vanderkuip, Kristin PSSG:EX  
**Subject:** Reflections on Ridesharing Supply Constraints

Hi Kristin,

In advance of action this Fall on ridesharing regulations, I thought you might appreciate more background information on New York City's recent decision to pause issuing new livery vehicle permits for 12 months and any lessons it provides for BC.

Locally, Uber proposes a permissive regulatory model that optimizes for safety while expanding transportation alternatives to vehicle ownership and single occupancy vehicle use from downtown cores to suburban and outlying areas. This model has worked across Canada to date.

**Caps create significant public policy and operational challenges in cities.** They have repeatedly been shown to limit supply during peak periods of demand, such as when bars are closing, incentivize drivers to stay in the downtown core of cities instead of serving underserved neighbourhoods, and create economic disparities between the owner of the licence and the driver of the vehicle. Those points do not take into account the operational and public policy challenge of determining what the cap should be or how licences should be allocated.

Given those challenges, it is not surprising that **other cities and politicians quickly responded to New York City's actions saying that they would not support a similar temporary cap on TNC vehicles** including in:

- **Chicago** - "For decades the taxi industry had a monopoly in this city, but good luck getting a taxi to pick you up or drop you off on the South or West sides," said mayoral spokesman Matt McGrath in an email. "That's another kind of cap, an industry-imposed cap that existed forever."
- **Boston** - "New York is limiting Uber drivers. Boston won't. Here's why" ... "I'm wary of caps in general," Councillor Michelle Wu said. "We've seen this show before with taxi medallions or liquor licenses, and whenever government is creating a monopoly through regulation, it leads to inequities"
- **New York City's Attorney General** - "'Yellow taxis don't go to communities of color. They don't pick up people of color. Uber, Lyft, address these issues," New York City Public Advocate Letitia James said. "I'm against the way the city council went about their decision."

They were joined by **editorial boards** (*The New York Times*, *New York Daily News*, *Crain's NY Business*, *New York Post*, *amNY*, *Wall Street Journal*, *Chicago Tribune*), **professors** (Transportation economist for *Streetsblog*, Professor at State University of New York-Purchase for *The New York Times*, Research Scholar at NYU's Marron Institute for *City & State NY*, Executive Director of Tech:NYC for *NY Daily News*), and **civil rights leaders** (*Arva Rice*, President & CEO, NY Urban League, *Hazel Dukes*, President, NAACP New York State Conference, President & Founder of the National Action Network Reverend Al Sharpton).

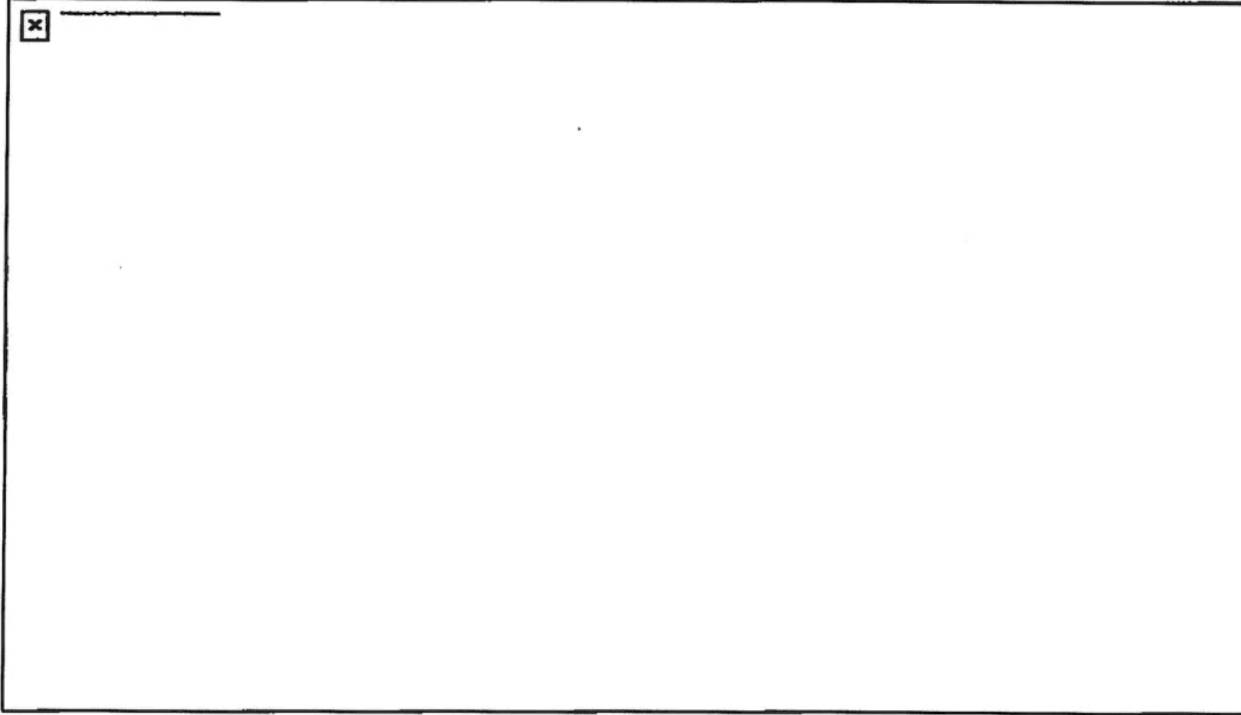
They opposed this measure because caps:

- **Hurt service in underserved, less dense areas outside the downtown core**
- **Continue the existing challenges of serving peak demand periods**
- **Replicate the worse components of the existing taxi industry** by requiring complicated formulas to predict what amount of licences should be available (which are invariably wrong), and create secondary markets for the rental or sale of licenced TNC vehicles and complications between licence owners and drivers
- **Will have little to no impact on congestion.** For example, the same report that was used to justify caps revealed that in Seattle (a city similar to Vancouver), all ridesharing is estimated to make up about



0.5% of all kilometers travelled by personal vehicles, and Uber's peak hours are outside of the morning and evening rush hours.

Additionally, the University of Chicago asked a panel of over forty **leading economists**, including two Nobel Prize winners, about the impacts and alternatives to caps. The economists were strongly opposed to caps due to the harmful impacts outlined above.



Local groups are prepared to make the same arguments.

To address some of the concerns raised by New York City, some experts have proposed alternative recommendations:

- Road pricing to reduce congestion where it is major issue
- Targeted hardship relief for incumbent businesses who's licence value have been impacted by new entrants similar to Quebec.

To date, Canadian cities have maintained caps on taxis (as requested by the taxi industry), but allowed ridesharing to operate without caps. Alternatively, taxis and ridesharing could both not be subject to caps. Uber would be supportive of either model.

Data has shown that despite the difference in caps, taxi companies from Calgary to Toronto and Montreal continue to do significant trip volumes and play a role in the transportation mix as ridesharing expands more options for consumers who do not wish to drive themselves.

We would be happy to provide more information on best practices that BC could adopt to enable ridesharing in a fair and equitable manner.

Finally, we also wanted to respond to an item raised by Dan Hara's report. The report refers to the State of Victoria in Australia and its former program of allocating taxi licences by having artificially high licence fees. However, the report failed to make clear that the State of Victoria no longer allocates new taxi licences without a cap and at a high cost. There are now no caps on taxis, and any person can now get a taxi licence for an application fee of \$74.40, and drivers can register for a cost of \$53.80.

As always reach out if you have any questions.

Look forward to connecting soon.

Michael

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**Michael van Hemmen**

Uber Canada

778-863-9906 | mvh@uber.com

