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July 11, 2019

Toronto City Council
City Hall
100 Queen St. W.
Toronto, ON M5H 2N2

Submitted via email: councilmeeting@toronto.ca

Dear Members of Toronto City Council:

On behalf of MADD Canada, I am writing to outline our support for the recommendations outlined in the report titled *Review of the City of Toronto Municipal Code Chapter 546, Licensing of Vehicles-for-Hire*.

MADD Canada fully supports the availability of **properly and reasonably regulated** ridesharing and vehicle for hire services. By offering a safe and reliable transportation option, these services are a very important tool in the effort to stop impaired driving and prevent crashes, deaths and injuries. However, overly prescriptive regulations on ridesharing could have the unintended consequence of reducing the availability of these services to consumers looking for a safe ride home; reducing the traffic safety benefits of these services and the number of lives saved.

Crashes involving alcohol and/or drugs are a leading criminal cause of death in Canada. Every day, on average, nearly 3.5 Canadians are killed in crashes involving alcohol and/or drugs. We believe even one death from impaired driving is too many, because these crashes are entirely preventable.

It is vital that people have a range of safe, convenient and accessible transportation available so that they never take the risk of driving impaired. Ridesharing services offer a safe and reliable ride home at the push of a button. These additional transportation options are especially important at peak times, when taxis may be very busy and public transportation may have stopped, such as when bars and restaurants let out for the night.

MADD Canada partnered with Uber Canada to raise awareness about the risks of impaired driving and the availability of transportation options. We have also worked to encourage municipalities, regions and provinces to initiate regulatory reform to facilitate the availability of ridesharing options.

Ridesharing services provide a crucial option to ensure that people get home safely, rather than driving impaired. There is a growing body of research on ridesharing's impact on impaired driving. Researchers at Temple University compared rates of alcohol-related crash deaths in cities before and after Uber was available. While there are a number of factors that affect impaired driving trends, findings from this research conclude that the arrival of Uber in a city led to a 3.6%-5.6% decrease in the number of people killed in alcohol-related car crashes.

As an organization dedicated to stopping impaired driving and to supporting victims and survivors of this violent crime, MADD Canada fully supports having a broad range of transportation services available, including public transportation, taxis and ridesharing, to ensure people never take the risk of driving impaired.

We thank you for this opportunity to outline our support for ridesharing services. If City Council has any questions, please do not hesitate to contact me at 416-720-7642 or amurie@madd.ca.

Sincerely,

A handwritten signature in black ink, appearing to read "Amurie", written in a cursive style.

Andrew Murie
Chief Executive Officer
MADD Canada