

**Deborah Liske**

**Subject:** FW: Response for written submissions - ride-hailing  
**Attachments:** Laurie Hurst- Letter to municipalities - 10 guiding principles.docx

**From:** Kieran Buggy [mailto:kbuggy@southislandprosperity.ca]  
**Sent:** January-28-19 10:23 AM  
**To:** Laurie Hurst  
**Subject:** Response for written submissions - ride-hailing

Good morning Laurie,

The Select Standing Committee on Crown Corporations is conducting an inquiry into transportation network services (e.g. ride-hailing services) and invited written submissions from municipalities due Friday, February 1st..

The South Island Prosperity Project has developed 10 guiding principles based on other international best practices which are outlined in the attached letter. We encourage you to review the attachment and if you support these principles, please feel free to use them in your own response to the Select Standing Committee.

kind regards  
Kieran Buggy | FDI Concierge  
**SOUTH ISLAND PROSPERITY PROJECT**  
Greater Victoria's Economic Development Partnership

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SOUTH ISLAND  
**PROSPERITY  
PROJECT**

South Island Prosperity Project  
901 – 747 Fort St  
Victoria, BC V8W 3E9

28 January, 2019

Dear Mayor Desjardins,

**RE: Response for Call for Written Submissions – Select Standing Committee on Crown Corporations**

On November 27th, 2018 the Legislative Assembly of British Columbia authorized the all-party Select Standing Committee on Crown Corporations to conduct an inquiry into transportation network services (e.g. ride-hailing services). The Select Standing Committee invited recipients to submit a response by Friday, February 1<sup>st</sup> based on feedback for establishing boundaries, the regulations to best balance supply and demand, as well as criteria for fare regimes and driver licencing requirements.

Based on smart mobility research and consultations with industry and community stakeholders, South Island Prosperity Project (SIPP) recommends 10 guiding principles for emerging mobility services (as listed below). These principles are designed to maximize consumer choice for multi-modal options that are safe, green, convenient, and affordable, while also ensuring citizen and community interests are properly managed.

Our 10 guiding principles are based on assessing best practices in other international jurisdictions and are well suited for our region. We ask you to consider endorsing the ten principles below in your submissions to the Select Standing Committee, as we feel strongly that BC and the South Island region needs to adopt an adaptive and forward-looking regulatory framework that can encompass all existing and emerging mobility services and technologies.

SIPP is currently leading the application to Infrastructure Canada's Smart Cities Challenge with a focus on improving Transport and Mobility in the South Island region. The three major projects in SIPP's submission have an underlying theme of MaaS (Mobility-as-a-Service). The proposal incorporates a number of different mobility providers into an easy, green and affordable way of moving around the region, encouraging a multimodal transportation system that is connected and includes emerging mobility services and technologies.

### **The South Island's 10 Guiding Principles for Emerging Mobility Services**

#### *1. Collaboration*

Emerging mobility services and technology providers and the municipalities must engage and collaborate with each other and the community to improve the region and its transportation system.

## *2. Safety*

Emerging mobility services and technologies must be consistent with Greater Victoria's goals for reducing conflicts and ensuring public safety and security.

## *3. Transit*

Emerging mobility services and technologies must support, rather than compete with public transit services, must account for the operational needs of public transit and encourage use of high-occupancy modes.

## *4. Congestion*

Emerging mobility services and technologies must consider the effects on traffic congestion, including the resulting impacts on road safety, modal choices, emergency vehicle response time, transit performance and reliability.

## *5. Sustainability*

Emerging mobility services and technologies must support sustainability, including helping to meet the region's greenhouse gas (GHG) emissions reduction goals, promote use of all non-auto modes, and support efforts to increase the resiliency of the transportation system.

## *6. Accessibility*

Emerging mobility services and technologies must promote equitable access to all services. All people, regardless of physical, psychological or developmental capability, age, race, color, gender, sexual orientation and identity, national origin, religion, or any other protected category, should benefit from emerging mobility services and technologies.

## *7. Data Privacy*

Emerging mobility services and technology providers must ensure personal information/data of users are protected and secured from non-validated access. Users should know how their collected data are being used and should have the ability to consent/remove consent on the use of their data within the parameters of effective operations.

## *8. Data Sharing*

Emerging mobility services and technology providers must consent to share anonymized transportation data to validated users, so that the municipalities and the public can effectively evaluate the services' benefits to, and impacts on, the transportation system and determine whether the services reflect the goals of the region.

## *9. Labour*

Emerging mobility services and technologies must ensure fairness in pay and labour policies and practices. Emerging mobility services and technologies should support Greater Victoria's local hire principles, promote equitable job training opportunities, and maximize procurement of goods and services from disadvantaged business enterprises.

10. *Financial Impact*

Emerging mobility services and technologies must promote a positive financial impact on the region's infrastructure investments and delivery of publicly-provided transportation services.

SIPP will be submitting the South Island's 10 guiding principles to promote the need for a progressive and forward-thinking legislative framework that can encompass all existing and emerging mobility services and technologies. Please show your support and encourage these principles to be considered by the Select Standing Committee so that together we can ensure that mobility services and technologies will tangibly improve quality of life, and enhance our #freedomtomove.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Emilie de Rosenroll". The signature is fluid and cursive, with a large initial "E" and a long, sweeping tail.

Emilie de Rosenroll  
CEO, South Island Prosperity Project