



OFFICE OF THE MAYOR

SAM SULLIVAN  
MAYOR

CITY OF VANCOUVER  
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VANCOUVER, B.C.  
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September 2, 2008

Passenger Transportation Board  
202 - 940 Blanshard Street  
Victoria, BC V8W 9T5

Dear Board Members:

I am writing further to a letter you have received from Port Metro Vancouver regarding the need for additional taxi licenses in Vancouver. As Mayor, I want to assure you that I am fully supportive of this request.

Last year, our City Council supported a plan to increase Vancouver's taxi fleet by 50% by 2010. In 2007 more than 100 licenses were approved. We look forward to your assistance in achieving our goal of 130 more.

In addition to supporting our burgeoning cruise ship industry, more taxis in Vancouver are needed as part of our preparations for 2010. In addition to supporting transportation requirements during the Games, the months leading up to February 2010 will feature a record number of special events all across Vancouver and an increased demand for transportation services downtown and in the entertainment district.

We also remain very committed to ensuring that a large percentage of these new taxis are low-emission and wheelchair accessible.

I want to encourage you to support City Council's plan to increase the number of taxis in Vancouver - and support the Port's request. I have also attached a recent letter I have received on this matter from Tourism Vancouver.

Thank you for your support in the past and we look forward to your ongoing assistance on this issue as we prepare for 2010.

Yours truly,

Sam Sullivan  
MAYOR

cc: Hon. Kevin Falcon, Minister of Transport  
Captain Gordon Houston, Port Metro Vancouver  
Rick Antonson, Tourism Vancouver  
John Furlong, VANOC



TOURISM  
VANCOUVER



August 27, 2008

Mayor Sam Sullivan and Council  
City of Vancouver  
453 12<sup>th</sup> Ave. West  
Vancouver, B.C. V5Y 1V4

Dear Mayor and Council:

**RE: Additional Taxicab and Dual Taxicab Licenses**

On behalf of the Board, staff and over 1,000 members of Tourism Vancouver, I am writing to express our support for city staff recommendations to approve issuance of additional taxicab licenses.

Taxi service is vitally important to the tourism industry in Vancouver. Tourism Vancouver has actively participated in a range of efforts to enhance the city's taxi service over the years. In the 1990's we were key partners in the development of the TaxiHost driver training program. Since April 2006, we've been active through the Vancouver Taxi Roundtable tackling a range of issues and exploring opportunities that impact taxi service in the city.

We acknowledge the City's commitment to the improvement of taxi service by the addition of new licenses. At this point it is critically important to further expand the supply of taxicabs in Vancouver to meet demand. We encourage that all licenses issued are activated and we would promote that the process for determining the 2008 and 2009 allotments be moved forward to ensure that the new taxis are on our roads by winter 2010, with respect to the current heavy demand and wait times for hybrid vehicles.

As we expand the supply of taxicabs let us also focus on developing the best taxi service in North America. This should be our collective longer-term goal. We are entering the crucial period of time between 2009 and 2011 when the world will be looking to Vancouver for superior level of service as we experience the expansion of the convention centre and the 2010 Olympics. Tourism Vancouver, for our part, is committed to working with the City of Vancouver, the Vancouver licensed taxi companies and the Justice Institute of BC to improve service levels and maximize business opportunities related to these upcoming momentous events.

The Vancouver licensed companies have demonstrated a real commitment to working in partnership to make the necessary improvements across all aspects of their operations. We need to encourage and foster this and reward their efforts with a greater recognition that taxicabs are a valued part of our transportation system.

Sincerely,

Geoffrey Howes  
Chair of the Board of Directors, Tourism Vancouver

C.C. Paul Teichroeb, Chief License Inspector, City of Vancouver