

Celella, Jessica

From: Stephens, Adam
Sent: Thursday, February 27, 2014 9:59 AM
To: Celella, Jessica
Subject: FW: Milwaukee UBER vs Limousine Service

Please add to the common council file regarding the investigation into Uber.
Thank you.

-----Original Message-----

From: Royal [mailto:kevin@milwaukeeroyallimo.com]
Sent: Tuesday, February 25, 2014 6:39 PM
To: Stephens, Adam
Cc: Royal
Subject: Milwaukee UBER vs Limousine Service

Good Afternoon Assistant City Attorney Stephens;

My name is Kevin Farrell. I am the owner of Royal Limousine here in the city of Milwaukee. First I would like to commend you for taking the position that UBER is more than just an app and needs to be looked into more(according to the journal article 2-20-14). UBER itself may just be an App, but the people and the vehicles used to respond are not. They are being paid to provide transportation, the same as a hailed Taxi, or someone that prearranges transportation, and should be held to the same standards. As a legitimate operator in this City I am offended that this type of operation can come into town and just start up operating. I am required to have all my drivers obtain a PPV license, which includes finger printing and a background check. I am required to provide proof of insurance(commercial not personal), pay for city permits(which are now due at a \$100 per vehicle to renew currant permits), Have my cars inspected by the City Garage, and am restricted to prearranged service only. I agree with the City in these permits and inspections. It allows a level of protection for the consumers of our services. I wish there was more enforcement of these requirements.

It is to the point that if you want to comply, great, if not, who cares.

UBER is the next slap in the face. It is an insult to our industry, and they are blatantly sending the message across the US that government rules, regulations, and safety concerns do not apply to them, or they can buy their way through.

As a legitimate Limousine company I am required by Federal Law to provide a minimum 1.5 million Liability insurance policy. I cannot use personal insurance. Any personal policy would be dropped if the company knew it was for a commercial purpose. Yet UBER drivers are allowed to run personal insurance. UBER claims to have Insurance. It is a surplus line policy issued by a company headquartered in Bermuda. It can only pay after the primary policy has been exhausted. If the primary policy was a personal car insurance, it can't pay anything. This was found out after an UBER driver in San Francisco ran over and killed a six year old girl. UBER refused to pay, because there was not a passenger in the car at the time. Oddly my commercial insurance provides 24.7.365 coverage for all my vehicles. UBER and Lyft also have terms in their customer agreements that say "UBER (Or Lyft) will not be liable or responsible in any way for damages, injury or death while riding in one of our vehicles. Further, we do not warranty that the vehicle you are renting is legal, licensed, in good operating order, insured or safe for the transportation of children. You are absolutely traveling at your own risk." (No Milwaukee Taxi or Limo company could even remotely post such a fraudulent and abusive clause in their contract)

If UBER is allowed to be considered only an APP company and the drivers allowed to run personal car insurance, are not required to get proper background checks that involve finger printing, are not required to have their vehicles inspected, or permitted, and are given free rein to pick up and drop off anywhere they please, Can We please be allowed to remodel our

industry. I can see myself as a reservation specialist. I charge for the reservation and not the car service. Therefore my cars are not for hire, I don't need commercial insurance, I don't need background checks, I won't have employees, I won't have to pay workers comp insurance, and I won't need this building I pay taxes on.

UBER utilizes independent contractors to service their rides. I learned the hard way in a past job, that if a person is told where to be, when to be there, and how to do their job, they are an employee, and not an independent contractor. I was told today by another limo company that they ran into a UBER driver claiming to do 30-50 runs a day here in Milwaukee.

All we are asking for is a fair playing field. I personally agree with the City on its regulations, It does offer a level of protection to the consumers, which is why they are in place. There isn't a legitimate operator in this city that doesn't comply. We would actually like to see the regulations enforced more aggressively. By not enforcing these regulations you allow illegal and unlicensed operators to put cars on the street to charge much lower rate, which jeopardizes the companies that follow all the guidelines set by the City, and puts the consumers at risk.

The City of Chicago has a great program for the O'Hare limo lot. Out of state vehicles get a free display card showing they are Legit, and insured.

City cars have Livery plates and special permits on the windshield authorizing travel in their city. The Lot is patrolled and enforced. If a vehicle does not have the proper permit or license the driver is ticketed, the company is fined, and the car is impounded. Big money maker for the

City. I would be willing to bet that if Milwaukee enforced the current regulations like Chicago, the issue of noncompliance would change quickly.

I would be curious to see how fast UBER would have their top Lobbyist here with their bottomless expense accounts.

Stay strong and fight. There is a reason that so many cities are being sued, some in Federal court, for allowing this type of operation take hold.

Milwaukee may be a little market, but we do have a voice, and as far as I know we try to do the right thing.

Best Regards,

Kevin M. Farrell
Owner/President

Royal Limousine

Your OnLine and On Time car service Provider

Ask about our New Tailgating Trailer

Check out our 15, 18 & 25 Passenger Limo/ Party Buses!

www.milwaukeeeroyallimo.com

414-761-8095 - Office

414-750-2306 -Cell
kevin@milwaukeeeroyalimo.com

Creating Experiences not just transportation !!!

We are excited to announce we have just moved to our own building.
Please update your files to our new address:
Royal Limousine
701 W. Waterford Ave.
Milwaukee, WI 53221