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December 5, 2017

City of Winnipeg
510 Main Street
Winnipeg, Manitoba, R3B 1B9

RE: MADD Canada calls on Winnipeg City Council to support ridesharing

Dear Winnipeg City Council:

On behalf of MADD Canada, I am writing to urge you, in your position as an elected official, to ensure the passage of a progressive bylaw to regulate vehicles for hire, including ridesharing. If there are amendments suggested by the ridesharing industry to improve the draft bylaw further, I hope you will consider them.

MADD Canada and Uber Canada joined forces earlier this year to promote safe and sober driving. For more information on the partnership between MADD Canada and Uber Canada, visit: t.uber.com/maddcanada.

Crashes involving alcohol and/or drugs are a leading criminal cause of death in Canada. Every day, on average, four Canadians are killed in crashes with some alcohol and/or drug involvement. But everyone has the power to prevent impaired driving, and having safe, convenient and accessible transportation options is a key part of the solution.

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 concluded 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.

Most impaired driving incidents happen at night and during the weekend. In cities where Uber operates in Canada, rush hour for ridesharing is not first thing in the morning or at the end of the day when people are getting to and from work, but late at night when bars close, and that is especially true in Winnipeg with its student population at the University of Manitoba and Red River College.

Last week, Uber Canada announced its goal to raise up to $100,000 to help stop impaired driving. In this campaign, which runs through December, Uber Canada will make a $1 donation to MADD Canada for every "Compliment" badge that riders send via the app to their drivers, up to a total donation of $100,000. One hundred thousand 'thank you's' goes a long way in drawing awareness and helping recognize the important work that drivers do and how they provide a safe transportation alternative.

As part of the initiative, MADD Canada also unveiled its latest public service announcement, which can be viewed at https://youtu.be/-s7BcYEwY5E. With its overarching message—no mom should have motherhood taken away—this new PSA encourages viewers to consider how their decisions have a lasting impact on those closest to them. MADD Canada reminds viewers to make a responsible choice for a sober ride home.

MADD Canada recognizes how Uber driver partners in Winnipeg will provide safe rides for Winnipeg residents, and Winnipeg riders who will make the responsible decision to arrange a sober ride home through Uber rather than risk driving impaired. We ask that Winnipeg City Council embrace a valuable community safety partner in Uber.

Sincerely,



Andrew Murie
Chief Executive Officer
MADD Canada