

Proposal to Increase Pedit-Cab Licenses

Dear Mayor Lisa Helps and City of Victoria Council Members,

I'm here to advocate for the increase of Peditcab licenses in the city of Victoria. As council members and staff are aware from my previous emails and presentations. There are currently not enough Peditcabs licenses to supply the demand.

Victoria is one of the tourist capitals of Canada and bringing in close to half 1 million cruise ship visitors each year as well and additional 3,000,000+ overnight visitors.

However, they're only 28 peditcab licenses all controlled by one man creating an unfair monopoly.

The points I would like to address today regarding the benefit of increasing Pedit Cab licenses are that:

1. There is currently a demand for more licenses to create job opportunities for university students and to promote small-scale entrepreneurship.
2. The only company operating peditcabs controls all the licenses. This could be considered an unfair monopoly on all the licenses.
3. The availability of new licenses will be an eco-friendly move, which would add to the city's green initiatives
4. More youth are engaged in City programs, civic issues, and the broader community by educating our youth about the history and great community of Victoria

Peditcabbng is a great way for students to pay off student debt, and invest in their future. Most operators make on average \$16-\$25 an hour. Peditcabbng is a gateway to entrepreneurship in Victoria. It teaches youth about getting paid according to your effort and skill, about the history of our great city, and about the importance of investing in one's career in a competitive job market.

Many council members are already in favor of increasing peditcab licenses. They understand that a more competitive market will improve the

quality of tourism in Victoria. "I think quotas are a barrier to entrepreneurship and economic activity," said Councillor Ben Isitt. "By having our licensing regime strong enough, and putting onerous enough requirements on operators, I think it will rein in the more harmful forms of competition." There is room for more pedicabs in Victoria. Demand is high and will only increase as tourists embrace the *Green Ethic*.

Regarding my second point, as many of us know Monopolies are usually not great for anyone except the person in charge. Competition has always been necessary for the advancement of humanity. Monopolies create a totalitarian like structure for the one with the monopoly and make it unfair for the customer to exercise their freedom of choice to select which company better suits their needs. Many MLA's are already in support of increasing the quota. Rob Woodland, Victoria's Director Of Legislative Services, estimates the demand to be higher. "We know there's a demand for more than 28," he said, adding the upper limit is likely less than 50.

Pedicabs help green initiatives because the added amount of pollution caused by tour buses, and petroleum powered vehicles causes a strain on the health of the citizens. With lung cancer increasing by 14% in 2015 according to the Canadian Cancer Society(2), as well as many other global health concerns, which are ever-increasing with our degradation to our planet. Pedicabs are a green, and unique way to tour a beautiful city like Victoria, and many pedicab guests will tell you how their pedicab ride in Victoria was the highlight of their visit to Victoria.

More youth are engaged in Civic issues, city programs, which educates our youth about a broader sense of community that creates social inclusion in our communities. By learning about our city's great history and working alongside other hard working entrepreneurs, one must stay up to date with community activities in the city in order to satisfy the questions of Pedi Cab patrons. Pedi-Cabs also facilitate social inclusion and community wellness like Pedi-Cabs being part of the Pride Parade and Festival.

(1)<http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/labr69a-eng.htm>

(2)<http://www.cancer.ca/en/cancer-information/cancer-type/lung/statistics/?region=on>

<http://www.cancer.ca/en/cancer-information/cancer-type/lung/statistics/?region=on>

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Thanks you for your time and consideration in reading this proposal.

Nicholas John Murray