



June 7, 2022

Uber Canada Inc.
121 Bloor St., Suite 1600
Toronto, ON
M4W 3M5

Lyft Mississauga Hub
5036 Satellite Drive, Unit E3
Mississauga, ON
L43 0E3

Dear Uber and Lyft,

RE: RIDESHARE COMPANIES AND TORONTO CYCLISTS' SAFETY

This letter comes to you by way of the [Toronto Community Bikeways Coalition](#), a grassroots advocacy group campaigning for safe cycling infrastructure in Toronto.

Uber and Lyft have each contributed to a continual degradation in Toronto cyclists' safety, primarily by virtue of your drivers' constant (and [illegal](#)) parking in bike lanes.

Now, we want you to help us solve the problem.

Your rideshare drivers are notorious for appropriating Toronto bike lanes for their own purposes. This occurs when drivers pick patrons up, drop them off, and continues while drivers sit in their car, on their phone, blocking the bike lane until they get their next gig.

This is bad for your companies and drivers for several reasons, namely by leading to:

- drivers receiving parking violation fines that eat into their earnings;
- aggressive and potentially violent altercations between drivers and cyclists;
- serious liability risk when drivers' illegal parking results in cyclist injuries and/or fatalities (particularly when drivers *turn* into bike lanes right in front of cyclists);
- damage to your brand image, reputation, and good will as cyclists, other active transportation users (*e.g.*, pedestrians, skateboarders, and longboarders), and city residents in general come to view your companies and drivers as recklessly and illegally endangering them and their communities; and



- eventual **regulation that will be imposed upon you** and your drivers to address the problem.

Rather than suffering these negative consequences, **we invite you to help solve the problem** by the following means:

- support calls on Toronto and other municipal governments to expeditiously install more and better cycling infrastructure (*e.g.*, protected bike lanes);
- include clear and accessible language in the driver onboarding process alerting them to the illegality of parking in Toronto bike lanes, potential fines, liability, and cyclist safety;
- adjust your algorithms so that drivers are automatically alerted when a pickup or drop off is adjacent to a bike lane to ensure that drivers and riders are directed to carry out the pickup or drop off at a legal location and not in the bike lane; and
- create notification systems for drivers and riders, alerting them to be mindful of cyclists and other active transportation users when entering and exiting rideshare vehicles.

We believe such actions will ultimately benefit your companies, drivers, and Toronto cyclists by promoting legal compliance; driver, rider, and cyclist safety; and the avoidance of unwanted liability, reputational damage, and regulation.

We ask that you respond to this letter by June 20th, 2022 alerting us to any and all cyclist-safety inclined actions you are taking or are willing to take.

Should you decline to respond accordingly, we will intensify our efforts to ensure your companies are held accountable for the impact your operations have on cyclist safety, with or without your involvement.

We are happy to answer any questions regarding our concerns and this letter and would be eager to engage in dialogue regarding the changes necessary to protect Toronto cyclists.

Sincerely,

A handwritten signature in black ink, appearing to read "Marc Goldgrub".

Marc Goldgrub

A handwritten signature in black ink, appearing to read "Albert Koehl".

Albert Koehl



on behalf of the Toronto Community Bikeways Coalition

cc Jennifer McKelvie, Chair and members of Infrastructure & Environment Committee
Paul Ainslee, Chair, General Government and Licensing Committee
Carleton Grant, Executive Director, Municipal Licensing and Standards (MLS)
Barbara Gray, General Manager, Transportation Services
Jacquelyn Hayward, Director, Transportation Project Design & Management
Brian Moniz, Operations Supervisor, Toronto Police Parking Enforcement Unit