



# Staff Report

## Community Services

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**Report To:** Committee of the Whole  
**Meeting Date:** April 8, 2019  
**Report Number:** CSPW.19.037  
**Subject:** Status of Uber in The Blue Mountains  
**Prepared by:** Ryan Gibbons, Acting Director of Community Services

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### A. Recommendations

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THAT Council receive Staff Report CSPW.19.037, entitled "Status of Uber in The Blue Mountains" for information purposes.

### B. Overview

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This report provides Council with an update of the conversations that staff have been having with senior representatives at Uber Canada.

### C. Background

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Understanding the transportation needs of The Blue Mountains community, staff have been proactively researching and looking into viable public transportation opportunities. Throughout the winter, staff have received multiple comments from the public regarding issues with the Uber mobile application. After looking into the problem, and at the request of Council to explore public transit opportunities, staff contacted representatives at Uber Canada.

Currently, the Uber application does not allow for users to request a ride within the Town of The Blue Mountains boundaries. When a Town of The Blue Mountains address is inputted as the 'pick-up' location, the application says that "Unfortunately, Uber is currently unavailable in your area."

However, the Uber application does allow for drop-offs into the Town of The Blue Mountains when the ride originates from any of the surrounding municipalities. For example, a ride from Collingwood to Thornbury is permitted and the mobile application works correctly.

The ability to be dropped off within Town boundaries, but not being able to be picked back up has resulted in multiple inquiries from members of the public.

## **D. Analysis**

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The representative from Uber has confirmed that the issue is related to a technical error within the Uber mobile application. The Town has received confirmation that the Uber development team is working to correct the issue, however the 'fix' may take multiple months. Staff will continue conversations with Uber and provide Council with a follow up report when progress is made.

In the meantime, staff have explored other rideshare companies such as Lyft and Turo. Unfortunately, in all cases, their service is not yet available within the general area.

## **E. The Blue Mountains Strategic Plan**

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Goal #1: Create Opportunities for Sustainability  
Objective #1 Retain Existing Business  
Objective #2 Attract New Business  
Objective #3 Promote a Diversified Economy  
Objective #4 Support Value-Added Agriculture and Culinary Tourism

Goal #2: Engage Our Communities & Partners  
Objective #1 Improve External Communication with our Constituents  
Objective #2 Use Technology to Advance Engagement  
Objective #3 Strengthen Partnerships

Goal #4: Promote a Culture of Organizational & Operational Excellence  
Objective #5 Constantly Identify Opportunities to Improve Efficiencies and Effectiveness

## **F. Environmental Impacts**

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Establishing opportunities to increase public transportation.

## **G. Financial Impact**

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None.

## **H. In consultation with**

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Tim Hendry, Communications and Economic Development Coordinator

Uber Canada

## **I. Public Engagement**

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The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required.

Comments regarding this report should be submitted to Ryan Gibbons,  
[directorcs@thebluemountains.ca](mailto:directorcs@thebluemountains.ca).

## **J. Attached**

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None

Respectfully submitted,

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Ryan Gibbons  
Acting Director of Community Services

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