



February 8, 2016

From: Tony Kennon, Mayor

The City of Orange Beach focuses first and foremost on the safety and protection of the general public in all decisions and ordinances. In addition to business licenses, franchises allow certain businesses to use public rights of way, streets and infrastructure.

We are disappointed that UBER admittedly began operating without a business license or franchise. We look forward to UBER complying with our City ordinances in the same way every other business in the City of Orange Beach does.

City of Orange Beach Concerns Regarding UBER

Driver Background Checks

- The City of Orange Beach currently runs annual criminal and vehicular background checks on every public transportation driver operating in the City.
- The City has concerns that UBER's background checks may be inadequate to protect public safety.

Insurance Requirements

- The City has concerns for safety of the general public and future customers regarding minimum insurance coverage requirements for UBER drivers, potential gaps in insurance coverage, and potential lack of insurance coverage should a fare be conducted outside the UBER app.

Surcharges

- The City requires that rates be clearly posted on all transportation service vehicles, including shuttles and taxis, for the benefit of the customer.
- The UBER app provides an estimated fare to potential customers; however, non-posted surcharges may be added to the fare when demand for rides exceeds the number of available drivers in an area. Customers should not be surprised by rates.

Licensing Fees

- All public transportation services operating in the City of Orange Beach obtain business licenses as well as franchise approval from the City Council, allowing the City to ensure that driver, safety and operational criteria have been met.
- UBER has been operating in the City of Orange Beach without a business license or franchise.