



KEY WEST

ATTRACTIONS ASSOCIATION

2016-2017 Board of Directors

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Key West City
3126 Flagler Avenue
Key West, FL 33040

Dear Mayor and Commissioners for the City of Key West,

We are in support of allowing additional permits for ride share companies. We also acknowledge that by doing this it would further diminish values for those who invested in medallions, but we feel that is the price of business. Those vested should take pride and be grateful for the years of protection they have been allowed to have instead of taking advantage and providing inadequate services. We believe a reform in accessibility, cleanliness, and ethics with our current cab companies is needed and allowing alternative companies to come in will help them raise this bar. It is a known fact that consumers are embracing the innovative services such as ride sharing has both an economic opportunity and as a safe way to travel around communities.

It is well established that Key West's economic prosperity is directly related to the tourism industry. As our city continues to grow, we must make sure we continue to lead by example in keeping up with the new ways to create opportunity and better serve our visitors and residents.

We are in dire need of additional and reformed transportation options that will foster economic development in our community by encouraging people to venture downtown for the day or a night out with the peace of mind that they can get a ride home reliably, safely and with ease. We do feel that the currently means of transportation our city has available to us is not meeting those standards.

Economists have long argued that stiff competition is often far better than detailed regulations when it comes to fostering safety and quality. Studies have shown, peer-to-peer ridesharing has reduced the number of cars on the road, thus alleviating traffic congestion, parking concerns, CO2 emissions, and drunk or impaired driving.

On behalf of the board of Key West Attractions Association this letter is in support of reform to the current taxi and ride share discussion that they city has been long debating. By its mission, the Key West Attractions Association has fostered and cultivated the social, educational and business relations of our members. We strive to broaden our member's interest in the pursuit of their occupations, and to improve their standards of efficiency. As a group we work together to promote cooperation in all matters of interest to their business. We also maintain higher standards in business dealings and as a result have the ability to effectively correct trade issues in our industry.

We urge this city commission to take action and do something now instead of continually putting off decisions the citizens have elected you to do.

With Respect,

Monica Munoz
Key West Attractions Association
Executive Director

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