



OFFICE OF THE BRONX BOROUGH PRESIDENT  
THE BRONX COUNTY BUILDING  
851 GRAND CONCOURSE  
BRONX, NEW YORK 10451

RUBEN DIAZ JR.  
BOROUGH PRESIDENT

TEL. 718-590-3500  
FAX. 718-590-3537  
E-MAIL: rdiazjr@bronxbp.nyc.gov

April 27, 2016

Mr. Jeff Bezos  
Founder & CEO  
Amazon.com  
410 Terry Ave.  
North Seattle, WA 98109-5210

Dear Mr. Bezos:

I write concerning the unfair treatment of my constituents at the hands of your company, in regards to the obvious disparities in same-day delivery services to customers using Amazon Prime.

Recent media coverage has highlighted Amazon's apparent unwillingness to serve its customers in a fair and equitable manner when it comes to delivery times. Customers in the same city, sometimes just blocks away from one another, are not receiving the same level of delivery service. And, in what is either an unfortunate coincidence or an act of digital redlining, the excluded areas tend to be minority communities.

In The Bronx, my home borough, the disparity is crystal clear. The Bronx is one of the most diverse counties in the nation, a borough where only ten percent of the population reported as white alone (non-Hispanic or Latino) according to US Census data. We are entirely excluded from Amazon's Prime Free Same-Day Delivery, even though basically every other part of New York City is served.

This is entirely unacceptable. While your company serves four of the five boroughs my own constituents, largely Black and Latino in ethnic makeup, are excluded. Such a level of insensitivity, if not hostility, should not be an accepted business practice for the world's leader in online retail.

My borough has seen a tremendous resurgence. The Bronx has seen over \$7 billion in new development of all kinds in the past seven years. Unemployment is down, crime is at record lows, and more Bronxites are working today than ever before. We should not be excluded from your company's Prime Free Same-Day Delivery services based on outdated stereotypes about my borough and its proud residents, or on something more sinister.

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This must be remedied immediately. My constituents, many of whom are avid Amazon customers, deserve the same respect as their neighbors in the other four boroughs.

Sincerely,

A handwritten signature in black ink that reads "Ruben Diaz Jr." with a stylized flourish at the end.

Ruben Diaz Jr.