



## City of Edmonton - Vehicle For Hire Newsletter December 2023

Edmonton

Dear Valued Vehicle for Hire Stakeholders,

As 2023 draws to a close, we find ourselves reflecting on the past year and all of the contributions our diverse stakeholders have made to advancing the Vehicle for Hire Program initiatives. A few of the items we received Council direction on this year include expanding training requirements to all drivers, initiating a fee and fare review, and continuing to develop the program mandate which will define to what degree the City will regulate the industry. Your feedback and cooperation is invaluable as we continue to develop the Vehicle for Hire Program, seek to modernize our regulations and improve services. We would like to express our sincerest appreciation for your continued collaboration with the City and the excellence in service you provide to Edmontonians.

In this newsletter we will provide updates on our achievements this year and give a brief look at work planned in 2024. We look forward to continuing to engage with you and incorporating your perspectives in our work.

We wish you and your families a very safe and happy holiday season and a healthy and happy New Year!

With gratitude,

Nada Djokic  
Vehicle for Hire Program Lead

Kayla Matteotti  
Licensing & Policy Advisor

### HOLIDAY OPERATIONS

Over the holidays, the City of Edmonton will maintain service operations during regular business hours (between 8:00 a.m. to 4:30 p.m.) but will be closed for the following statutory holidays: December 25th, December 26th, and January 1st. Our service team can be reached at: [vehicleforhire@edmonton.ca](mailto:vehicleforhire@edmonton.ca) or 780-442-5054 for inquiries. Applications can be submitted at [businesslicenceapplications@edmonton.ca](mailto:businesslicenceapplications@edmonton.ca).

Our team strives to respond within two business days for email inquiries and five business days for applications or processing requests.

## POLICY TEAM UPDATE



### **Q4 2023 Trip Record Reminder**

The Q4 2023 trip records will be due to the City by January 16th, 2024. Please ensure to use the correct templates as provided in our December 20th letter. If your company requires any clarification or assistance, please don't hesitate to reach out to our team for support. We expect to share insights from aggregated trip records in future newsletters.

### **Fee and Fare Review Project**

The Vehicle for Hire team has initiated a comprehensive review of Vehicle for Hire fees and fares. It is one of the team's priorities on the 2023/2024 Council approved Work Plan and is in response to concerns raised by stakeholders regarding the costs and changing economic landscape impacting both industry and passengers. The Vehicle for Hire team is seeking services from a specialized consultant to lead this review and we expect that the contract will be awarded in January. Engagement with vehicle for hire stakeholders, including the industry and advocacy groups will be a critical part of this work. We expect to share the successful consultant and engagement opportunities in early 2024.

### **Driver Training Update**

On June 13th, 2023 Council directed Administration to expand Vehicle for Hire training requirements to all drivers. We are working with NorQuest College to develop training content which will be handed over to the industry to deliver to their drivers. Effective April 2025, completion of training requirements will be a condition of new licenses and license renewals for all vehicle for hire drivers. A pre-engagement meeting is set for January 9th, 2024 between 1:30 pm. and 2:30 p.m. An email was sent out to dispatchers on December 11th, 2023 with additional information on industry engagement opportunities in January. Please refer to the email for details on the meetings and how to sign up. If you didn't receive the email, please reach out to our team.

## Accessibility at Roger's Place

The City of Edmonton has received an increased number of complaints regarding accessibility at Roger's Place. As a reminder, dedicated pick-up and drop-off locations for accessible vehicles at Rogers Place are located on the east (102 Street) and south (104 Ave) sides of the building. Please see the below map for the pick-up and drop-off locations.

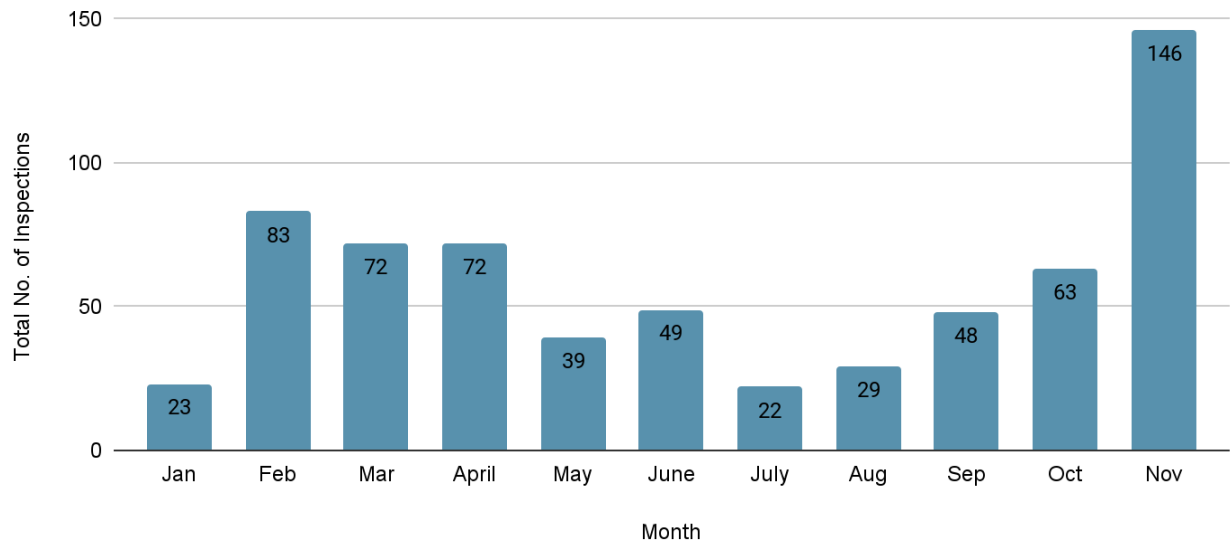


# ENFORCEMENT UPDATE

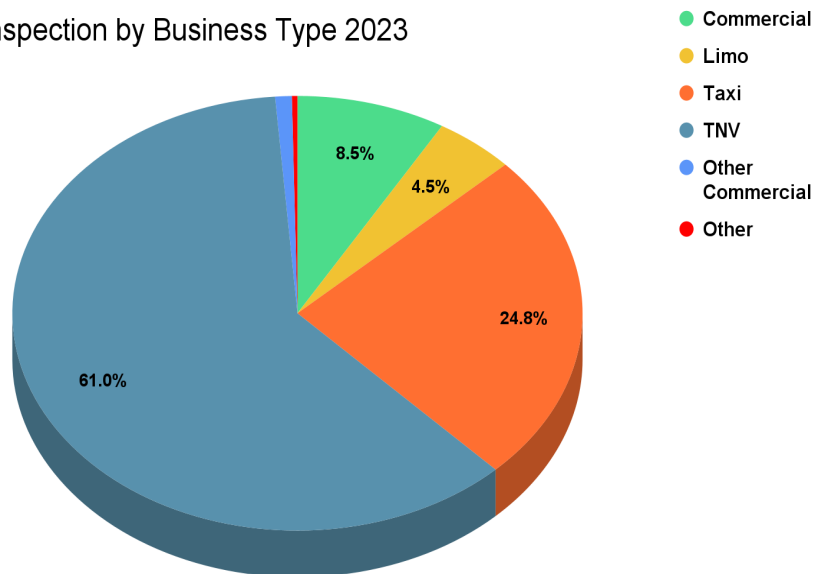
## Enforcement Inspections

The Vehicle for Hire Enforcement Team has provided data on inspections and enforcement action conducted from January 2023 to November 2023. The first two sets of data show the number of inspections per month and the number of inspections by the business type. The number of inspections grew at the year end due to the Enforcement Team filling vacant positions.

### Total Number of Inspections Per Month

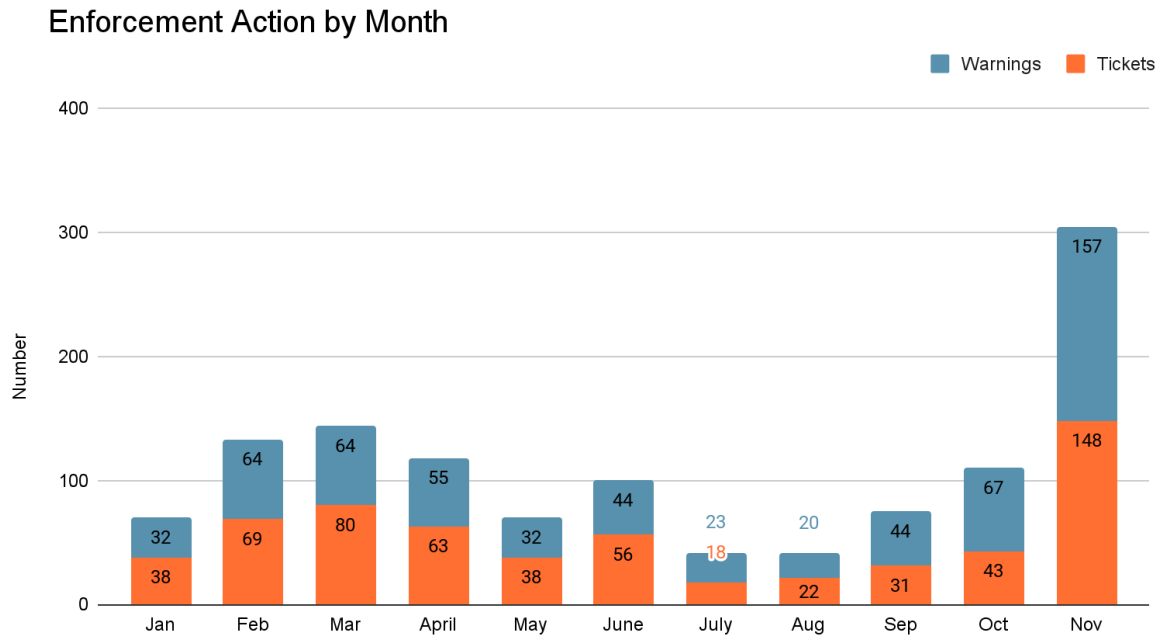


### Inspection by Business Type 2023



## Enforcement Action

The following chart summarizes the number of warnings vs violation tickets issued by enforcement officers from January 2023 to November 2023.

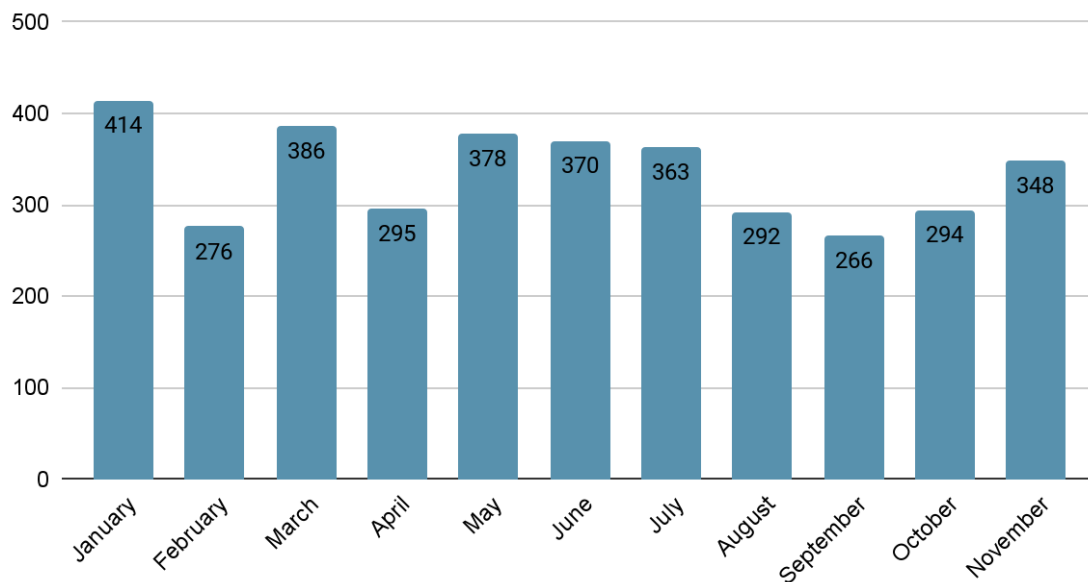


## LICENSING DASHBOARD

### Vehicle for Hire Applications and Inquiries

The following chart shows the number of emailed Vehicle for Hire applications and inquiries from January 2023 to November 2023.

### Vehicle for Hire Applications and Inquiries



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