



City of Edmonton - Vehicle For Hire Newsletter Summer/Fall 2024

Edmonton

INTRODUCTION

Dear Valued Vehicle for Hire Stakeholders,

In this edition of our newsletter, we're excited to share key updates on ongoing projects, including our two priority projects for 2024: VFH Driver Training and the Fee and Fare Review. We will also share key insights on VFH enforcement activities, application/inquiry services, and industry trends through collected trip record data.

Thank you for your continued engagement with the City on Vehicle for Hire projects and initiatives. If you have any inquiries, please feel free to reach out to us at vehicleforhire@edmonton.ca.

With gratitude,

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Vehicle for Hire Program Lead

Mandy Chan
Senior Program and Policy Specialist

Kayla Matteotti
Licensing & Policy Advisor

POLICY TEAM UPDATE

VFH Driver Training Development Update

The VFH Driver Training Program was finalized and handed over to dispatchers to train their drivers as of August 1, 2024. Training requirements, implementation guidance and access to the training program was shared with licensed dispatchers via email and a restricted website. As per [Bylaw 17400](#), completion of training will be a condition of new licenses and licence renewals for all vehicle for hire drivers beginning April 1, 2025.

To accommodate drivers' time and allow flexibility for dispatchers, the training is allowed to be delivered through various formats: in-person, online with an instructor or online at the driver's own pace. The training curriculum, developed in consultation with the Accessibility Advisory Committee and Women's Advocacy Voice of Edmonton, was endorsed by Council on June 23, 2023 via UPE01189. It consists of four courses: (1)

accessibility, 2) customer service, 3) safety and responsiveness and 4) navigating Vehicle for Hire. It is broken down into many smaller modules to allow for flexible delivery and is estimated to take between five and eight hours to complete.

The training program is only available to licensed dispatchers at this time. Please contact the Vehicle for Hire team if you do not have access to the training content or have any questions regarding implementation requirements.

Fee and Fare Review

Vehicle for Hire fees and fares were last reviewed comprehensively in 2016. Paired with changing economic conditions, rising costs and concerns raised by the industry, the City initiated a comprehensive Vehicle for Hire Fee and Fare Review. To maintain objectivity, we are working with consultants who specialize in this space. This project is expected to result in a model which can be used to more proactively respond to the industry and changing economic conditions in the future. In addition, this project aims to modernize the way the City regulates fees and fares across the industry.

To date, we have completed jurisdictional and best practice research and an initial round of research engagement. This included focus groups and interviews with dispatchers, drivers and the public on their perspectives, challenges, barriers and impacts as they relate to vehicle for hire fees and fares. After receiving valuable information from stakeholders, a preliminary fee and fare model and regulatory framework were developed by KPMG.

We are currently conducting another round of engagement with dispatchers, drivers, and the public on the proposed fee and fare framework. This includes surveys, interviews and focus groups with stakeholders. Feedback from this round of engagement will help further refine the model and framework.

Our next steps include then using the model to create a fee and fare schedule and regulatory options which we will bring before Council in 2025. We expect to conduct another round of engagement with stakeholders in early 2025 so that we can incorporate feedback in our Council Report. For additional details and future updates on the Fee and Fare Review, please visit our [project website](#).

Upcoming Taxi and Accessible Licence Issuance

Later in October, Vehicle for Hire will begin issuing available taxi and accessible taxi licences. These are vehicle licences that were cancelled due to a failure to renew.

The licences will be issued first come, first served. The Vehicle for Hire team will give approximately two weeks advance notice by email to taxi dispatchers, on social media and the City website of the application time and date. ***Please note that prospective licensees can only apply on or after the posted time and date.*** Successful applicants will be contacted and given a timeframe to obtain a vehicle for the plate and pay the \$423 licence fee.

These licences will be issued until April 30, 2025 and will need to renew as normal during the 2025/26 renewal period. When all the available licences are issued, any applicants who are not successful will make up a waitlist for any future available licences. Going forward, prospective licensees can ask to be put on the waitlist.

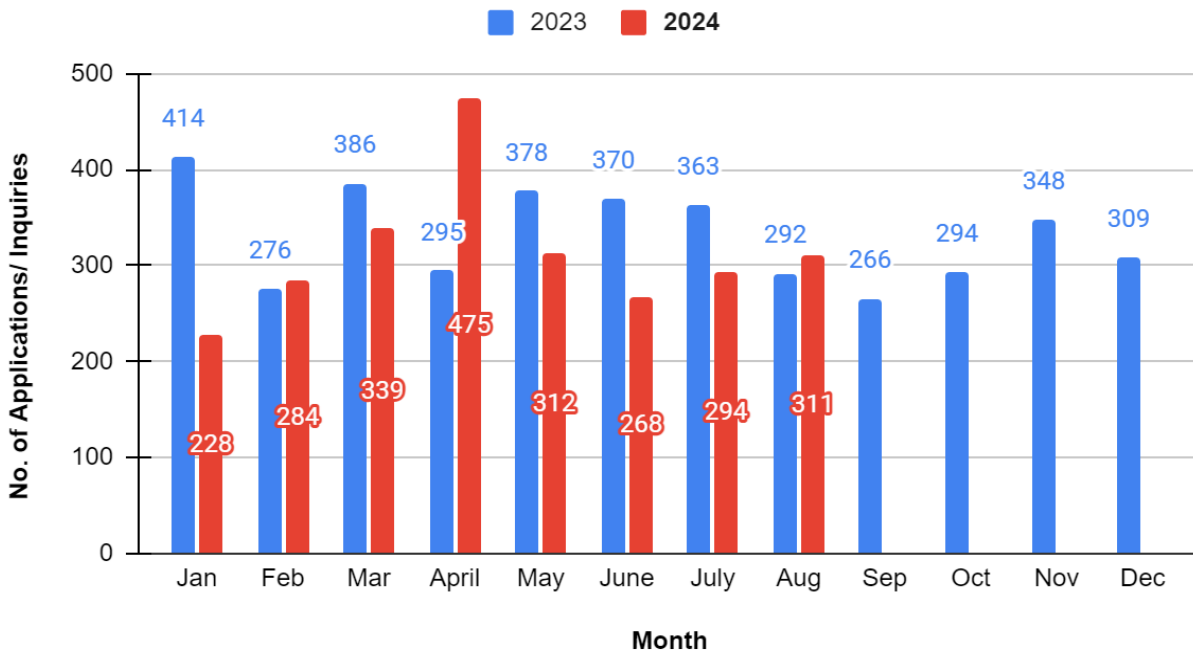
More details will be provided with the advance notice.

OPERATIONAL UPDATE

Vehicle for Hire Applications and Inquiries

The following chart shows the year over year comparison for Vehicle for Hire applications and inquiries from January 2023 to August 2024. On average, there have been ~33 fewer inquiries/applications per month for the same period in 2024 compared to 2023 (347/month in 2023 vs 314/month in 2024 between January and August).

Vehicle for Hire Applications and Inquiries 2023 vs. 2024

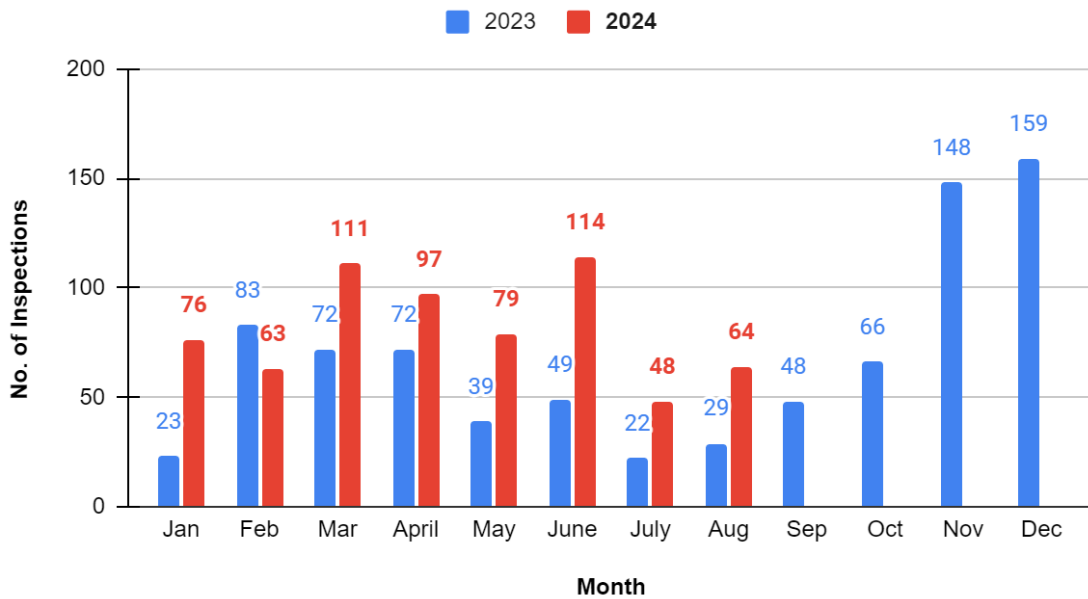


ENFORCEMENT UPDATES

Enforcement Inspections

Overall, the number of inspections of the Vehicle for Hire industry has increased by nearly 68% from January to August 2023 as a result of filling vacant positions.

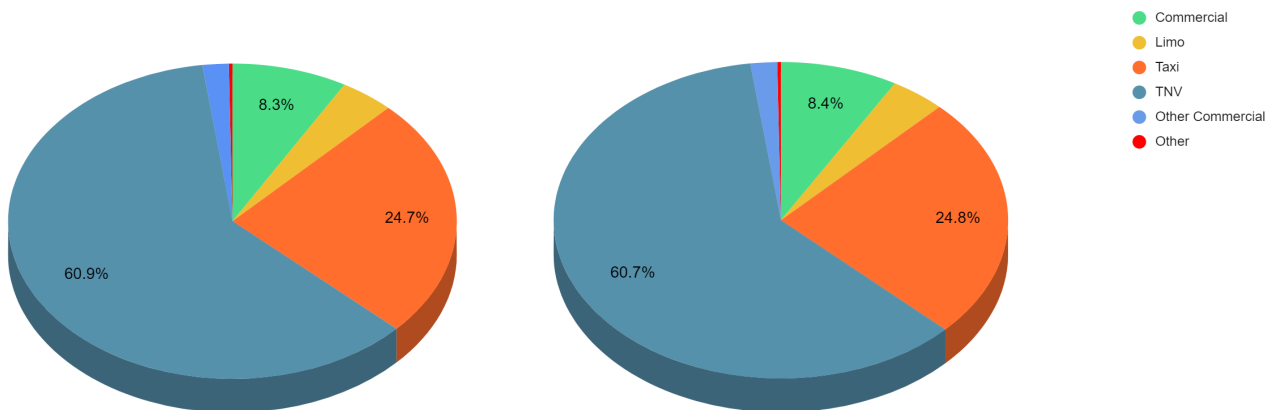
Total Number of Inspections per Month 2023 vs. 2024



When analyzing the breakdown of inspections by business type for 2023 and 2024, there is relatively no change year over year.

Inspection by Business Type 2023

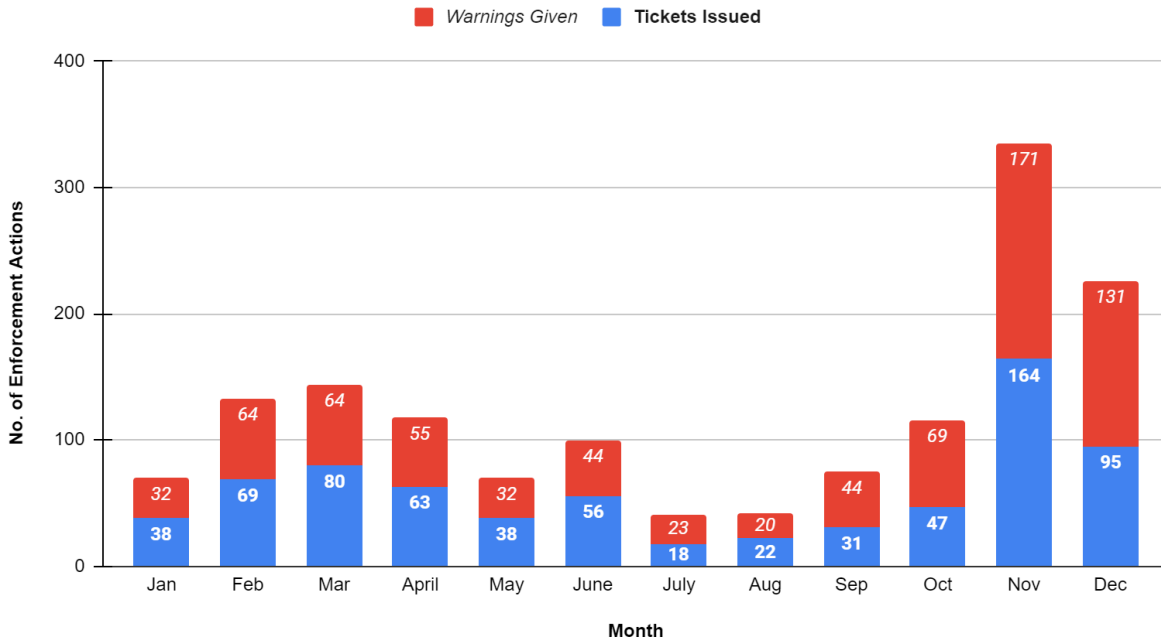
Inspection by Business Type 2024



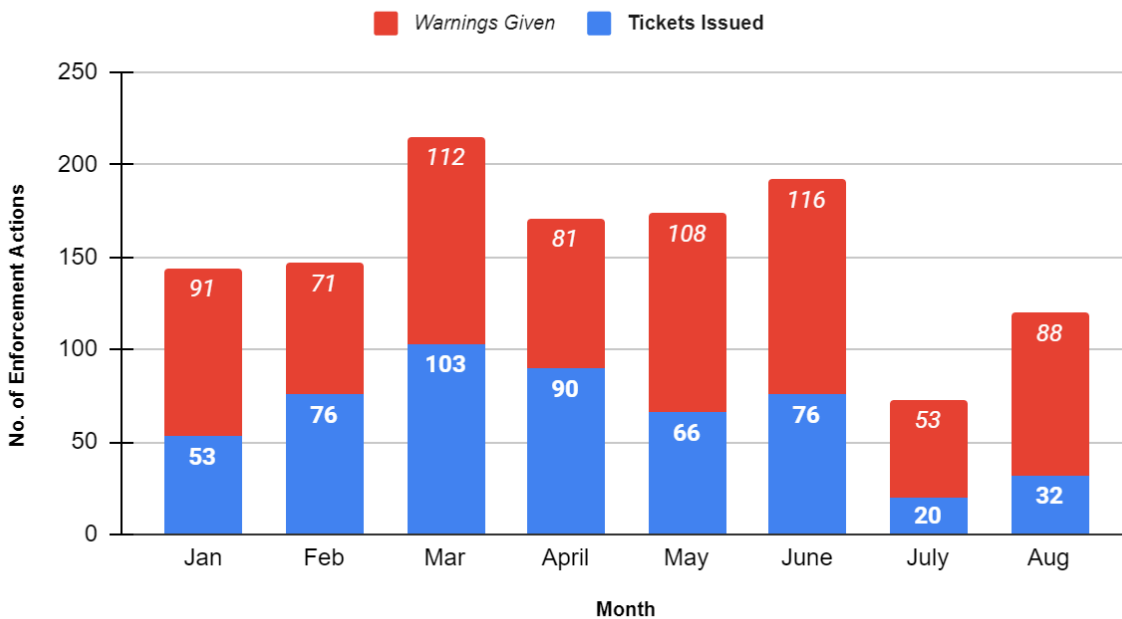
Enforcement Action

The following charts summarize the number of warnings vs violation tickets issued by enforcement officers from January 2023 to December 2023 and January 2024 to August 2024. Most warnings were given for marking requirements (section 11.2 a); while most tickets were issued for permitting passengers to disembark when not legally stopped or where parking is not permitted (section 8 e). Both of these topics are covered in the **new** VFH Driver Training Program and are important topics for drivers to understand.

Enforcement Actions Taken by Month, 2023



Enforcement Actions Taken by Month, 2024

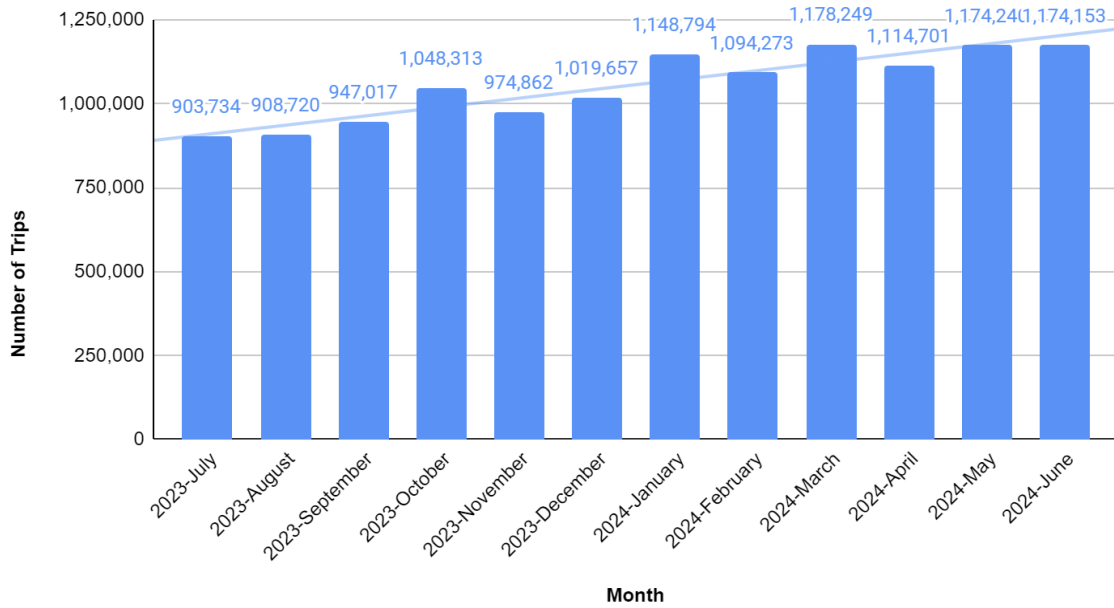


TRIP RECORDS

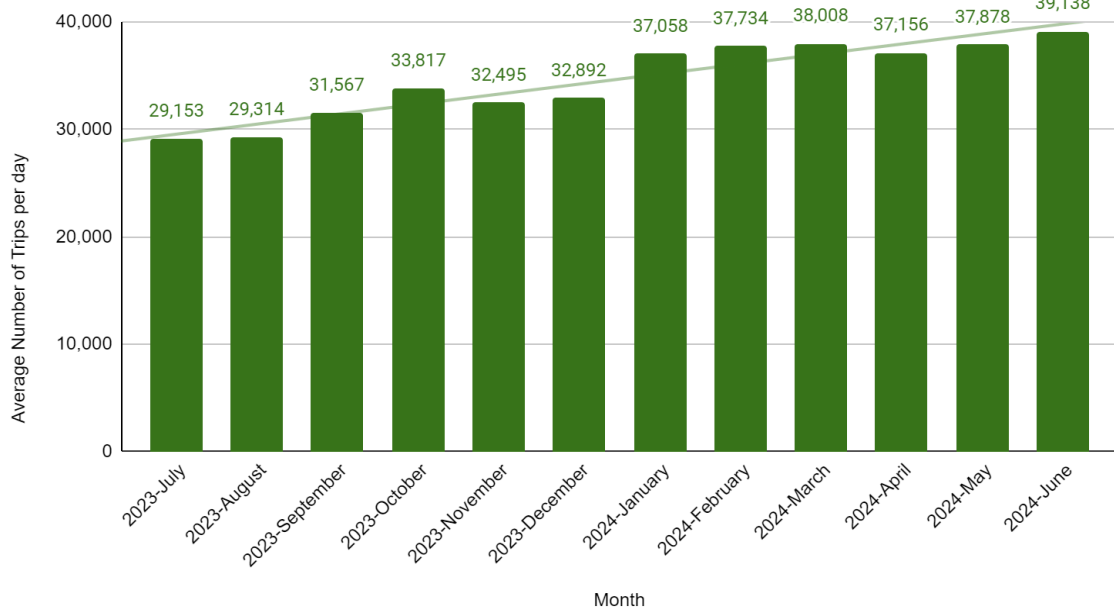
A big thank you to all dispatchers for their cooperation and diligence in providing the trip records. Below we share some high level insights on trip record trends for the last year.

The following two charts show the aggregated number of trips from July 2023 to June 2024. The first chart shows the total trips by month and the second chart shows the average daily number of trips by month. Both charts show an upward trend of trips taken in Edmonton since the summer of 2023.

Total Trips by Month July 2023 to June 2024



Average Daily Number of VFH Trips, July 2023 to June 2024



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