



City of Edmonton - Vehicle For Hire Newsletter Spring 2024

Edmonton

Dear Valued Vehicle for Hire Stakeholders,

In this newsletter we will provide updates on the status of annual dispatch and license renewals, as well as progress on two of our priority projects, Fee and Fare Review and Driver Training. We would like to thank you all for participating in the Driver Training engagement sessions in January. There will be more engagement opportunities in 2024 and we look forward to continuing to engage with you with our Driver Training and Fee and Fare Review projects. The stories and feedback you share helps us understand your perspective and allows us to include it into our decisions.

With gratitude,

Nada Djokic
Vehicle for Hire Program Lead

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Senior Program and Policy Specialist

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Licensing & Policy Advisor

POLICY TEAM UPDATE

VFH Driver Training Development Update

Effective April 2025, completion of training requirements will be a condition of new licenses and licence renewals for all vehicle for hire drivers.

Industry engagement on the driver training requirement was conducted in January. The Vehicle for Hire team would like to thank the participants in the engagement session for taking the time out of their busy schedules to share valuable information on current practices, change management, and implementation of the new requirement. The perspectives gathered during these sessions were incredibly helpful to inform the development of the driver training curriculum, training requirements and implementation plan.

NorQuest College has conducted a gap analysis and is preparing recommendations on training requirements based on engagement, research and best practice findings. The City will be sharing their decisions on training requirements with the industry in June.

NorQuest College is currently developing the driver training curriculum. There will be an opportunity for dispatchers to participate in usability testing in June. Another round of engagement is planned in June regarding the implementation plan and audit/accountability measures for the Driver Training project.

Fee and Fare Review

Vehicle for Hire fees and fares have not been reviewed comprehensively in over a decade. Paired with changing economic conditions, rising costs and feedback received from the industry, the Vehicle for Hire Program has launched a comprehensive review of Vehicle for Hire fees and fares contained in Bylaw 17400. To maintain objectivity and transparency, we have hired consultants to conduct the fee and fare review, research and stakeholder engagement. KPMG will be leading the technical side of the project, while Leger has been hired to conduct the stakeholder engagement. This project will result in the development of a new fee and fare model and framework for future regulation that is expected to allow the City to be more responsive to market changes in the vehicle for hire industry. The Vehicle for Hire Program team held an information session with the industry on April 30th, 2024.

There are two phases of engagement for this project; dispatchers and drivers would have received information on engagement opportunities on May 6th, 2024.

- Phase 1 (May - June 2024): Leger is conducting 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. Feedback from this phase will be used along with jurisdictional and best practice research to develop a preliminary fee and fare model and regulatory framework.
- Phase 2 (August - September 2024): Feedback will be collected from dispatchers, drivers and the public on the proposed fee and fare framework. Information from phase two will be used to balance perspectives and further refine the model and framework.

The project will conclude in Q4 2024 and bylaw amendments for any resulting fee and fare changes resulting from this work are expected to be brought before Council by Q2 2025.

Vehicle for Hire Licence Caps

In response to industry inquiries in 2023 on steps the City will take to handle caps, the Vehicle for Hire Program is exploring options for issuance of existing available licences and conducting a review of how current caps may need to change to meet the demands of Edmontonians. Any changes to the license caps will require a bylaw amendment.

Vehicle for Hire Mandate

The mandate will define Administration's role and level of intervention in the vehicle for hire (VFH) industry, including establishing to what degree Administration should regulate, incentivize, subsidize and/or operate vehicle for hire services where users experience gaps in service. This project is planned to begin Q4 2024 and will involve collaboration with the industry. Work will begin over the summer to procure a consultant to lead this work.

Service Design and User Experience Improvements

The development of a Self Serve Portal for vehicle for hire licensee applicants is planned for 2025.

OPERATIONAL UPDATES

Annual Dispatch and Vehicle Licence Renewals

The 2024/25 Vehicle for Hire renewals are now complete. Compared to 2023, 93% of all vehicle licences have renewed and 64% of all dispatch licences have renewed.

Of the vehicle licences:

- 80% of accessible taxi licences have renewed
- 97% of regular taxi licences have renewed
- 77% of limousine licences have renewed
- 90% of private transportation provider licences have renewed

Of the dispatch licences:

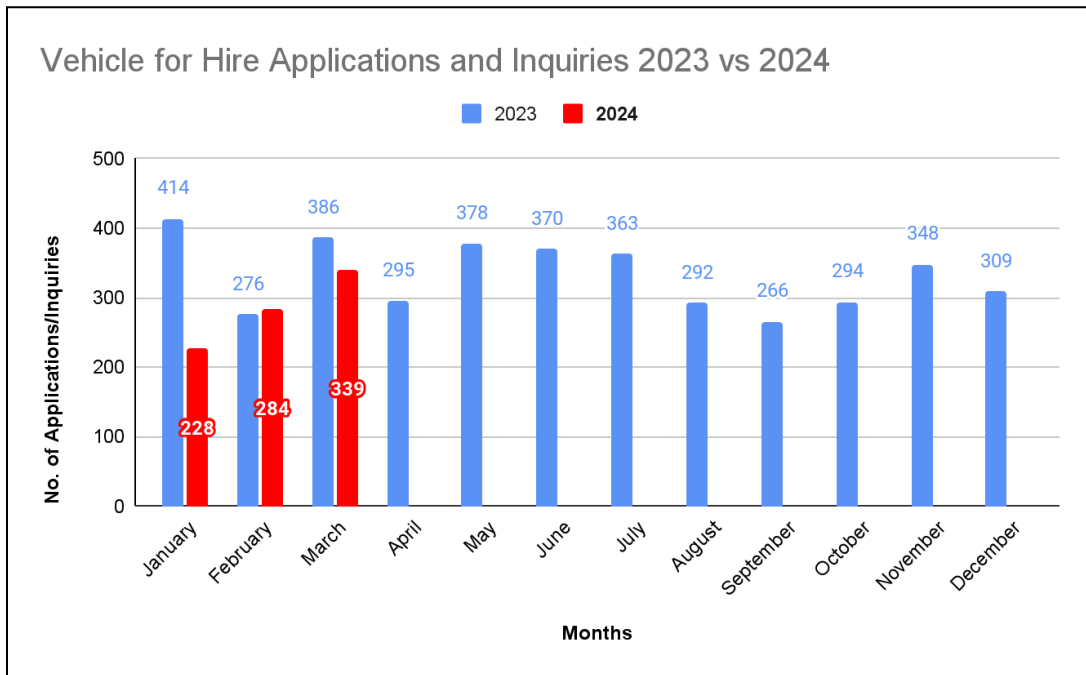
- 53% of exclusive dispatch licence have renewed
- 70% of general dispatch licences have renewed
- 100% of transportation network company licences have renewed
- 100% of taxi dispatch licences have renewed

Service Centre Reminder

There has been an increased number of people coming into the Service Centre for walk in appointments. The Service Team would like to remind the industry that *they do not provide walk in service*. For fastest processing time, we recommend that applications are emailed to businesslicenceapplications@edmonton.ca. This also saves you time and money so that you are not driving and parking downtown to drop off an application.

Vehicle for Hire Applications and Inquiries

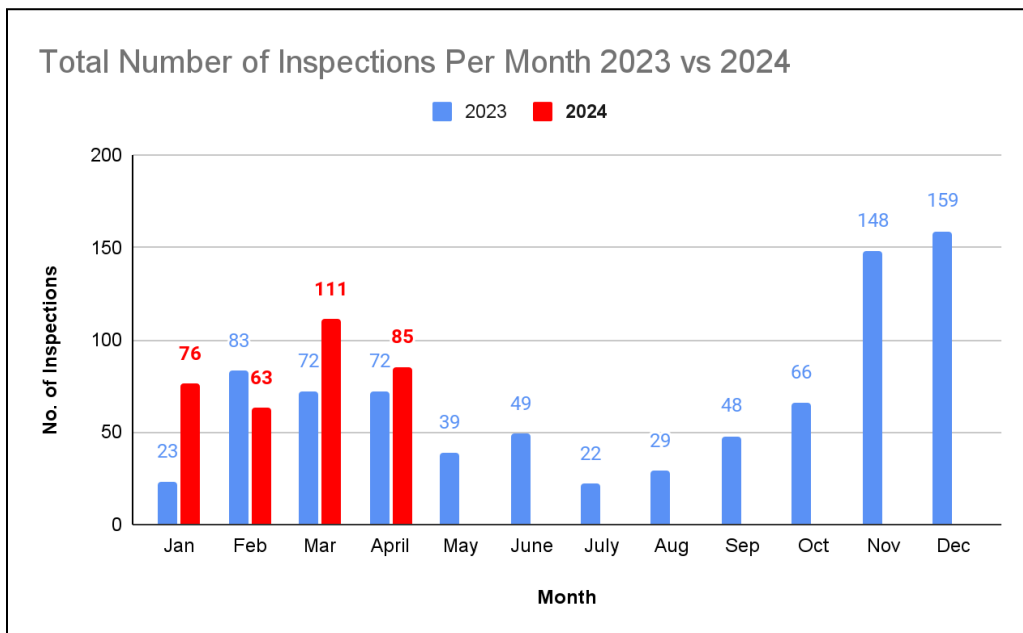
The following chart shows the number of emailed Vehicle for Hire applications and inquiries from January 2023 to March 2024.



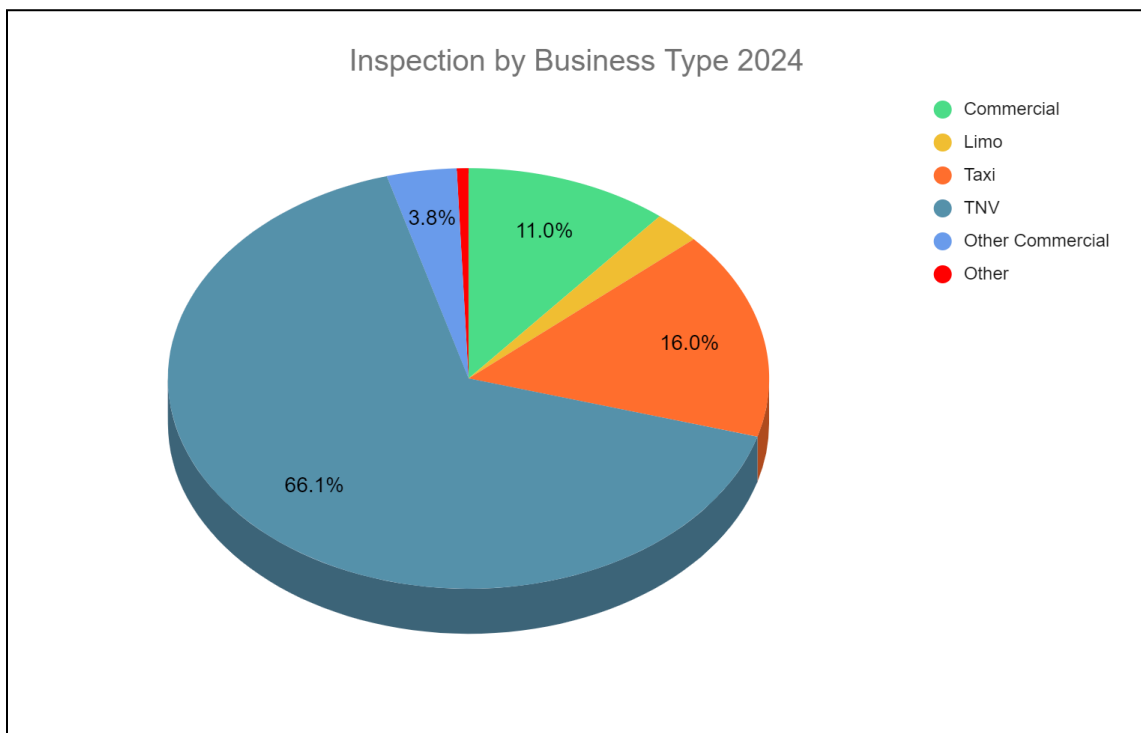
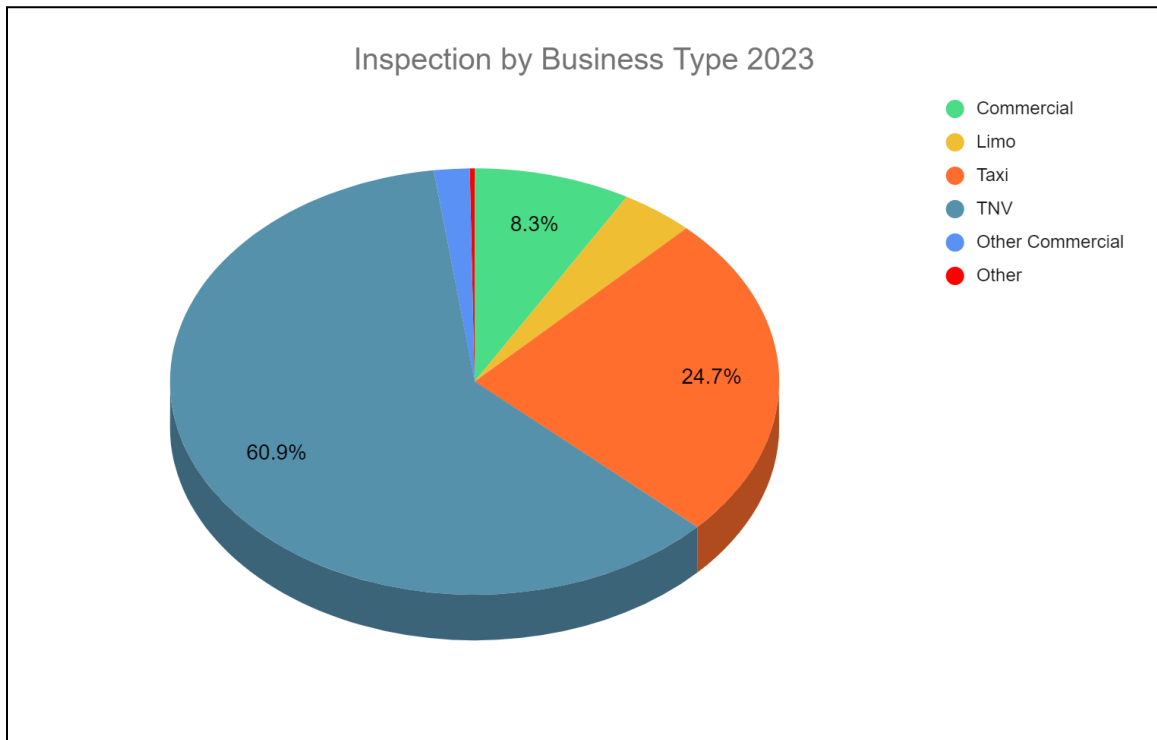
ENFORCEMENT UPDATES

Enforcement Inspections

The Vehicle for Hire Enforcement Team has provided data on inspections and enforcement action conducted from January 2023 to December 2023. The first set of data shows the number of inspections per month. The second and third show the number of inspections by the business type in 2023 and 2024. The number of inspections grew at the 2023 year end due to the Enforcement Team filling vacant positions.

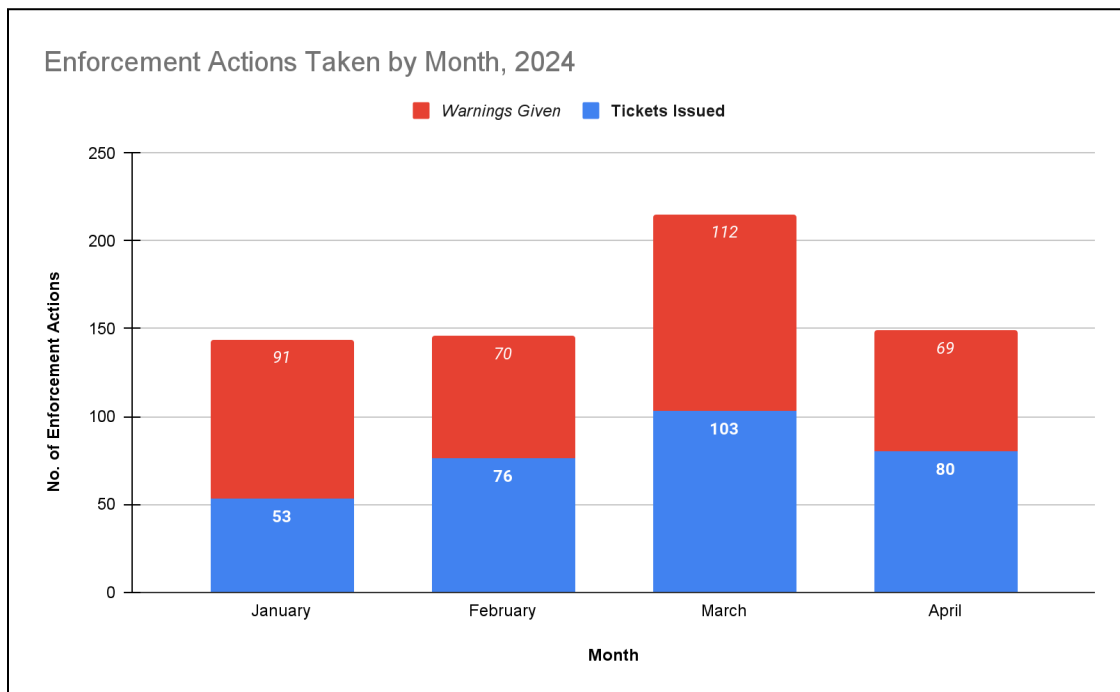
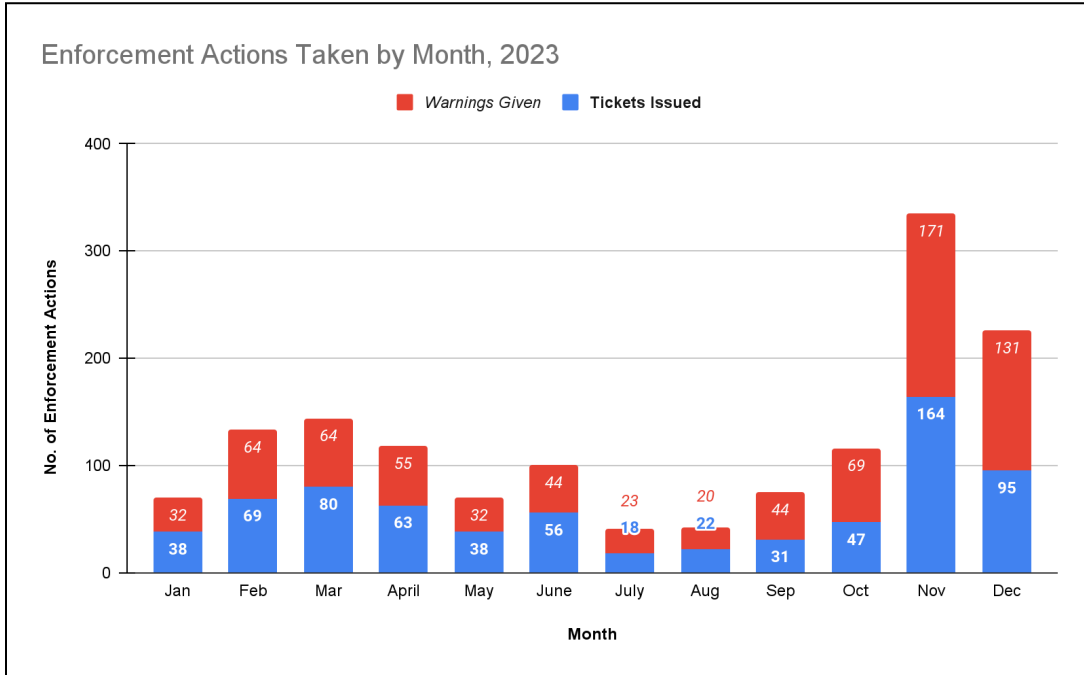


The next two data sets show the number of inspections by the business type in 2023 and 2024. The number of inspections grew at the 2023 year end due to the Enforcement Team filling vacant positions.



Enforcement Action

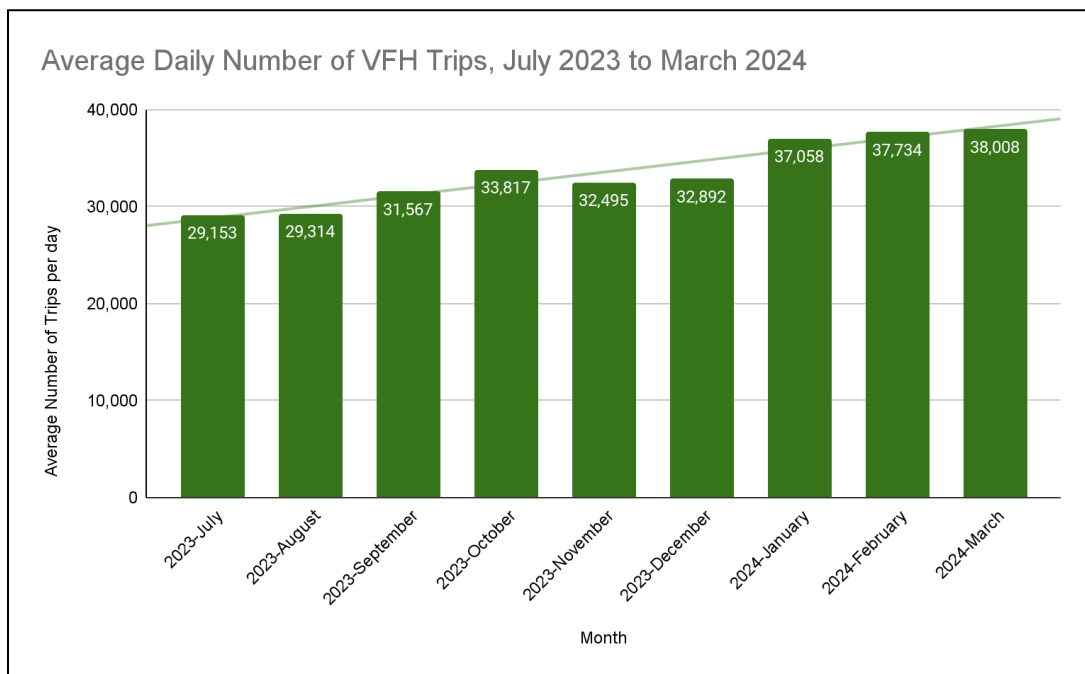
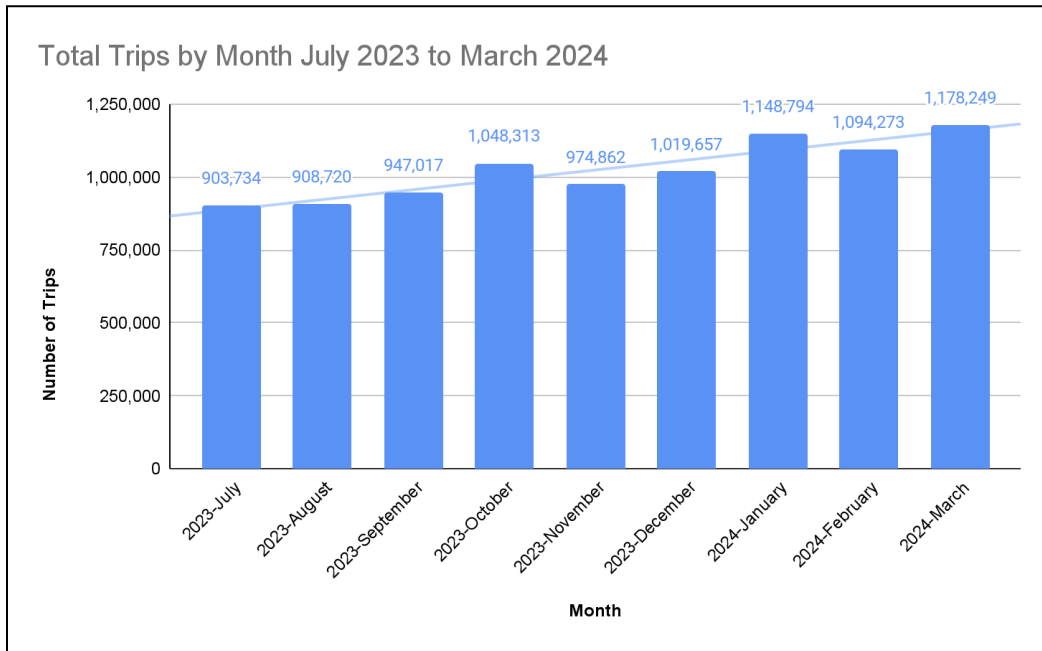
The following charts summarize the number of warnings vs violation tickets issued by enforcement officers from January 2023 to December 2023 and January 2024 to April 2024. Most warnings were given for marking requirements (section 11.2 a); while most tickets were issued for permitting passengers to disembark when not legally stopped or where parking is not permitted (section 8 e).



TRIP RECORDS

Aggregated Trip Record Data

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



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