

GREATER EDMONTON TAXI SERVICE

- “Yellow Cab” founded in 1945
- 100s of drivers feed their families by driving at Yellow
- All the money stays in Alberta.
- Locally owned business



*Yellow*  
**CAB**

# ***WHY?***

**Why, was the Vehicle for Hire  
Bylaw created?**



**Why, is the Public not protected?**



**Why, Is Edmonton ALWAYS the cheapest  
taxi rate in Alberta?**



**Why, can't taxi drivers recover their cost increases since 2007?**



# Why, was the Vehicle for Hire bylaw created?

To regulate taxi fares & vehicle conditions in order to,

- a) Protect public safety & provide price certainty,
- b) Allow a driver to make a living wage.



## Why, is the Public not protected?

- Price uncertainty a customer will not know the meter rate.
- You can't have an "Optional" meter rate.
- The Industry is "regulated" for a reason.



# Why, Is Edmonton ALWAYS the cheapest taxi rate in Alberta?

After the implementation of the proposed meter rate increase, Edmonton rates will still be cheaper than,

Calgary by 13.8%

Red Deer by 16.7%

Vancouver by 16.2%

Saskatoon by 26.6%

## Why do our drivers have to suffer compared to other Cities?

Community and Public Services Committee, presentation – June 27, 2022.



# Why, can't taxi drivers recover their cost increases since 2007?

Edmonton had its last taxi meter rate increase in 2007 !

Since then;

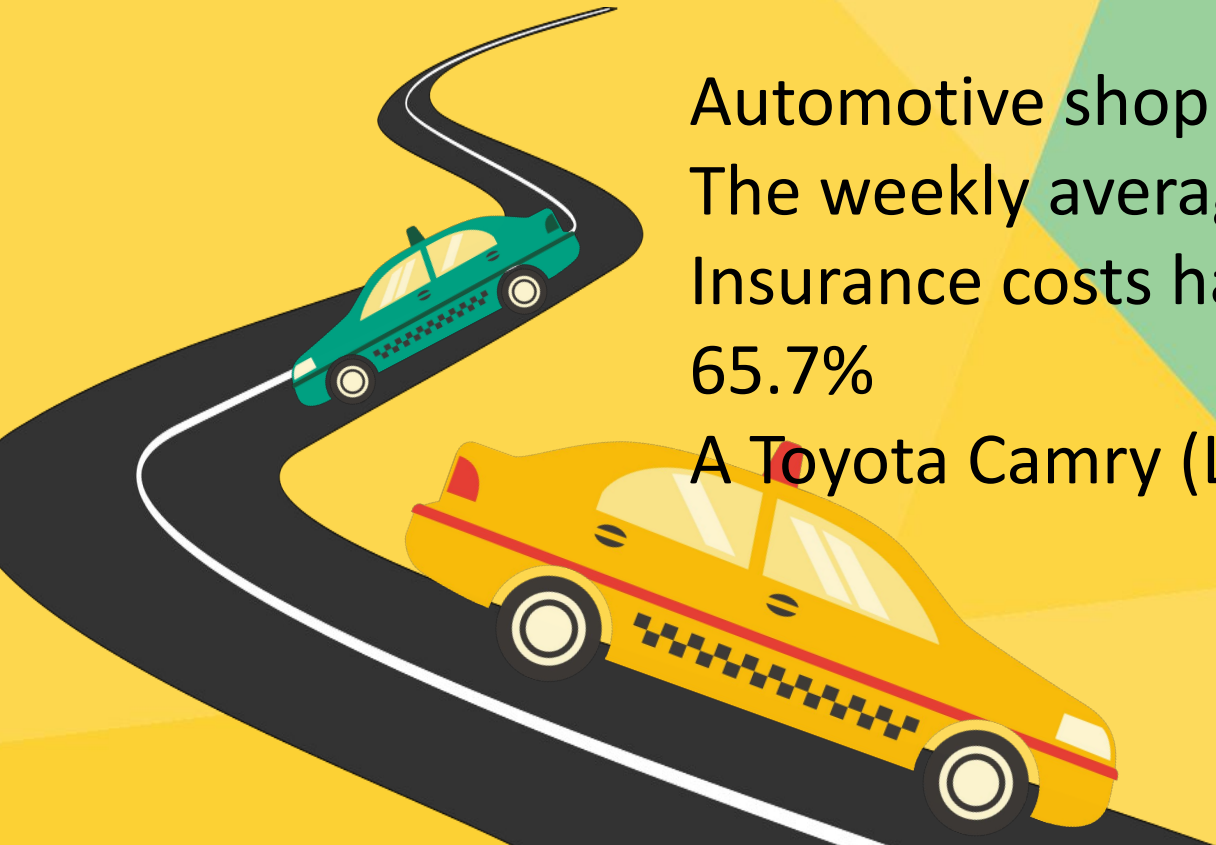
Automotive shop rates have gone up ..... 43.8%

The weekly average cost of regular gas is up 59.4%

Insurance costs have gone up .....

65.7%

A Toyota Camry (LE V6) had gone up ..... 60.8%



# ***Thank you – questions?***

The taxi industry will definitely need another significant increase before the winter!

