

**Summary of Research & Stakeholder Engagement Inputs for Vehicle for Hire Program Activities (April 2022 - March 2023)**

The following research and engagement activities were undertaken to:

- Inform future program development based on stakeholder experience.
- Inform the development of an expanded driver training curriculum and delivery options for vehicle for hire drivers.
- Understand the impacts of design and delivery options presented in UPE01189 (Bylaw 20388 - Amendments to Vehicle for Hire Bylaw 17400, May 1, 2023, Community and Public Services Committee).
- Gather feedback on the 2023/2024 Vehicle for Hire Work Plan priorities presented in this report.
- Inform the fuel surcharge options presented in UPE01273rev (July 4, 2022, City Council).

Who Was Consulted?		What Were They Consulted On?	Through What Channels Were they Consulted?	How Was Their Feedback Incorporated?
<b>Vehicle for Hire Industry</b>	Drivers (Taxi, Accessible Taxi, Limo and Rideshare)	<ol style="list-style-type: none"> <li>1) Operating expenses and impacts of current (spring 2022) economic conditions</li> <li>2) Their current driving experiences</li> <li>3) Impacts and considerations related to proposed training requirements to be presented to Community and Public Services Committee</li> </ol>	Interviews and Surveys	<ol style="list-style-type: none"> <li>1) informing recommendations for the fuel surcharge report</li> <li>2) developing personas to understand drivers experience, activities, needs, motivations and pain points to be used for future program development;</li> <li>3) understanding the gaps and impacts of proposed training</li> </ol>

**Attachment 2**

Who Was Consulted?	What Were They Consulted On?	Through What Channels Were they Consulted?	How Was Their Feedback Incorporated?	
			options.	
	Dispatchers	<ol style="list-style-type: none"> <li>1) Joint fare revision proposal and fuel surcharge</li> <li>2) Gather information on current content, methods and delivery of training across the industry</li> <li>3) Their perspectives on the proposed training modules and draft delivery options to be presented to Community and Public Services Committee</li> <li>4) 2023/2024 Work Plan</li> </ol>	Surveys and Virtual Focus Groups	<ol style="list-style-type: none"> <li>1) informed recommendations for the fuel surcharge report;</li> <li>2) developed understanding of the current state of driver training, modes of delivery, methods, retraining, costs and variability across the industry;</li> <li>3) provided dispatchers perspectives on impacts of the proposed training options;</li> <li>1) developed understanding of the industry's perspectives on work plan priorities.</li> </ol>
	United Taxi Group	<ol style="list-style-type: none"> <li>1) Joint fare revision proposal and fuel surcharge</li> <li>2) Their perspectives on the proposed training modules and draft</li> </ol>	Surveys and Virtual Focus Groups	<ol style="list-style-type: none"> <li>1) informed recommendations for the fuel surcharge report;</li> <li>2) provided dispatchers' perspectives on</li> </ol>

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		delivery options to be presented to Community and Public Services Committee 3) 2023/2024 Work Plan		impacts of the proposed training options; 3) developed understanding of the industry's perspective on work plan priorities.
	Edmonton International Airports	1) Flat rate fares to airports 2) Training requirements 3) New projects	Meetings	1) informed the boundaries on the rate map; 2) Provided understanding of current training requirements are and how they are implemented; 3) Provided understanding of challenges faced and how that could be incorporated in the the VFH work plan to support the industry
<b>Training Providers</b>	Norquest College & Edmonton International Airports	The training content delivered to drivers, costs, implementation options and impact on user experience	Interviews	Training content was used as a resource to understand what some of the current benchmarks are and how it compares to current training

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				delivered by dispatchers and other cities.
<b>Other Municipalities</b>	Calgary, Hamilton, Ottawa, Toronto, Winnipeg	What driver training requirements they have, content of the curriculum and costs	Interviews	A consolidated jurisdictional scan provided benchmarking options, best practices and learnings from various training models implemented across Canada.
<b>Passengers</b>	Edmontonians using any vehicles for hire	Gauging current customer experiences and perspectives on safety measures and complaints and investigations.	Insights Community Survey	Feedback was used to understand challenges faced and what areas of improvement are.
<b>Advocacy Groups</b>	Women's Advocacy Voice of Edmonton	<ol style="list-style-type: none"> <li>1) Training curriculum content</li> <li>2) Training delivery options and impacts to consider, and</li> <li>3) 2023/2024 workplan</li> </ol>	Committee meetings	Feedback was used to draft the driver training curriculum, suggested modes of training delivery and understand the expected impacts on users and drivers; feedback was also used to identify what the advocacy groups' priorities on the work plan are.
	Accessibility Advisory Committee			

Other inputs used to inform the development of the expanded driver training curriculum and 2023/2024 Vehicle for Hire Work Plan priorities include:

- Feedback from public speakers at March 7, 2022, Community and Public Services Committee
- Complaints made to the City regarding Vehicles for Hire and the challenges faced by passengers
- Findings from 2019 Vehicle for Hire Market Campaign Research

## Attachment 2

- Findings from 2021 Accessible Vehicle for Hire Program Needs Assessment
- Current State/Gap Analysis on existing training content, methods and delivery
- Adult Learning/Training Model & Methodology Scan
- Conversations with other stakeholders (e.g. Dedicated Accessible Transit Service - ETS) and new stakeholders (e.g. Canadian National Institute for the Blind)
- A GBA+ lens to understand the impacts of the proposed training on both drivers and passengers