

Vehicle for Hire Program 2022-2024 Workplan - Key Priorities

Focus Area	2022/2023 Completed Actions	2023/2024 Proposed Plan
<p>VFH Program Mandate Development (Priority Item)</p>	<p>Began development of guiding principles for the Vehicle for Hire (VFH) program aligned with ConnectEdmonton, The City Plan, Council’s Strategic Priorities and OP12</p>	<p>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.</p>
<p>Accessibility Enhancements</p> <p>Expansion of Vehicle for Hire Driver Training (Priority Item)</p>	<p>Training Content Themes & Delivery Options presented to Community and Public Services Committee May 1, 2023</p>	<p>Implementation of enhanced driver training as per Council decision.</p> <p>Based on finalization of Program Mandate in 2024:</p> <ul style="list-style-type: none"> ● Continue the development of service delivery and costing model options for the centralized dispatch ● Continue the development of potential options for subsidizing and incentivizing VFH stakeholders to increase accessibility of the VFH industry
<p>Fare and Licence Review (Priority Item)</p>	<ul style="list-style-type: none"> ● Joint fare revision proposal submitted by taxi industry ● Analysis of City of Calgary’s 2022 Livery Transport Services fare revision ● Engagement with taxi drivers re: key operator expenses and impacts of current economic conditions/fuel prices 	<ul style="list-style-type: none"> ● Conduct a review of VFH fares and revise the fare structure to meet current market conditions ● Conduct a review of current caps on VFH licensees and determine if those caps will continue to meet demands of Edmontonians ● Establish an ongoing fee and plate cap review model to ensure ongoing responsiveness to market changes
<p>Safety Enhancements</p>	<p>Development and implementation of City of Edmonton ‘Bill of Rights and</p>	<p>Based on finalization of Program Mandate in 2024:</p>

Attachment 1

	Responsibilities' decal for passengers and drivers to be placed in Vehicles for Hire	<ul style="list-style-type: none"> Continue the development of recommendations and costing models for mandatory implementation of additional safety measures in vehicles, including inward and outward-facing recording devices, and retention of those records Continue the development of recommendations and costing models for further expansion of complaint intake and investigation services - including establishment of ombuds service
Analysis of the Impact of Provincial Insurance Changes	Complete	Continue to monitor the impact of Bill 41 on accessible taxi licensees renewals and corresponding impact on service levels
Fuel Surcharge	Complete. Temporary 13.29 per cent increase in taxi base fares approved by Council in July 2022	Continue to monitor retail gasoline prices, and if rates return to or below the March 2021 to February 2022 average price of 129.9 cents per litre for two consecutive quarters, Administration will return to Council for further direction
Development of Updated Stakeholder Relationship Strategy	<ul style="list-style-type: none"> Mapped out current and future stakeholders, identified how they should be engaged with, how often and through what channels Identifying opportunities to bring together stakeholders across the industry to understand challenges and co-create solutions 	<p>Continue to evolve and implement the strategy:</p> <ul style="list-style-type: none"> Identify new and changing stakeholder needs Annual pulse checks in support of continuous improvement Project-based engagement
Service Design & User Experience Improvements	<p>In addition to implementation of stakeholder relationship strategy:</p> <ul style="list-style-type: none"> Began development of industry stakeholder User Personas Interim user-centric updates to the website 	<p>Priorities include:</p> <ul style="list-style-type: none"> Finalize development of all VFH industry and user personas to guide further ongoing and project-based program design and delivery Redevelop website to user-centric design, including updated to web content accessibility

Attachment 1

	<ul style="list-style-type: none">• Distributed first user-specific insight survey• Began development of 'Bill of Rights and Responsibilities' for passengers and drivers	<p>standards and offering translated program communications</p> <ul style="list-style-type: none">• Finalize development of Self Serve Portal option for licence renewals
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