

Vehicle for Hire Program 2021 Work Plan

Focus Area	Action Items	Source of Action Item
Accessible service strategies	<ul style="list-style-type: none"> ● Develop strategies to address accessible vehicle for hire capacity challenges such as availability of wheelchair accessible taxis and long wait times. ● Explore the current accessibility surcharge capacity to fund accessible vehicle for hire pilots. ● Deliver updated training materials for accessible taxi drivers to industry and support industry's utilization of these materials. ● Continue research and consultation in the viability of a Centralized Booking Service. 	<ul style="list-style-type: none"> ● Discussions between Administration and the Accessibility Advisory Committee.
Stakeholder engagement	<ul style="list-style-type: none"> ● Liaise with stakeholders such as industry members and the accessibility advisory committee on a regular basis to keep abreast of stakeholder needs and concerns. ● Engage stakeholders regarding potential bylaw amendments to address concerns. ● Provide regular vehicle for hire program updates to industry. 	<ul style="list-style-type: none"> ● Feedback from stakeholders requesting more frequent engagement.
Safety measures in vehicles for hire	<ul style="list-style-type: none"> ● Continue development of strategies to address driver and passenger safety in vehicles for hire. 	<ul style="list-style-type: none"> ● Discussions with stakeholders including Women's Advocacy Voice of Edmonton (WAVE) Committee.
Bylaw review	<ul style="list-style-type: none"> ● Conduct engagement and cross-jurisdictional research in identified areas of the bylaw that could result in recommendations for amendment. ● Review transportation services such as customer service vehicles operated by some businesses for suitability of regulation under the Vehicle for Hire Bylaw. 	<ul style="list-style-type: none"> ● Continuous operational review and feedback from stakeholders.

Attachment 3

Education	<ul style="list-style-type: none">• Three focused areas for outreach will include connecting with existing stakeholder organizations and social media communication.	<ul style="list-style-type: none">• Public engagement feedback and research regarding vehicle for hire bylaw education needs.
Monitoring and data gathering	<ul style="list-style-type: none">• Monitor driverless vehicle for hire regulation development in other jurisdictions.• Monitor the City's first kilometre/last kilometre solutions involving vehicles for hire.	<ul style="list-style-type: none">• Identified by Administration to promote adaptability of regulation to current needs and to promote alignment of the vehicle for hire program with the City's transportation programs.
Enforcement strategies update	<ul style="list-style-type: none">• Explore, with Community Standards, needs and costs relating to updating of enforcement equipment, including fleet vehicles and strategic approaches to addressing industry bylaw infraction concerns.	<ul style="list-style-type: none">• Identified by Administration to support bylaw enforcement capacity.