

VEHICLE FOR HIRE INDUSTRY ADVISORY GROUP

Meeting Date: **March 26, 2015**

1. Administration Update

Administration gave an update regarding Uber and TNC regulation. March 26th was the court date for the temporary injunction and the judge reserved their decision. It will open again at a later date. Reports regarding TNC regulation and Vehicle for Hire service improvement will go to Executive Committee mid-September.

2. Data Report

The Industry Advisory Group had a discussion of what data should be submitted to administration. The IAG recommended that the brokers could automatically send data to the city. It was suggested that administration look at data before releasing plates. Calgary was noted as a municipality to look at for what information they collect. Collecting data could allow for monitoring conditions on a plate such as time.

3. Vehicle for Hire Service Improvements

The IAG identified that there are two aspects to Vehicle for Hire service that need to be improved. The first is quantity of vehicles, the second is quality. One suggestion to improve quality was for plates to become non-transferable. It could possibly attract more serious drivers. Another suggestion was to look at the renewal condition of minimum days the plate owner must work. Increasing the minimum days could ensure that more vehicles are on the road. One member suggested that training may help with quality of trips. Norquest could speak to the IAG regarding the Edmonton International Airport's Ambassador Program. There are three courses in that program- English testing, customer service, collision avoidance/ defensive driving course.

Next meeting is planned for April 30th 2015 and will continue the discussion of the Ambassador Program.

NOTE: **The Vehicle for Hire Industry Advisory Group is a cooperative group of members from the taxi and limousine industry working together to provide a forum where issues related to the vehicle for hire industry are brought forward, reviewed and discussed.**

The Vehicle for Hire Industry Group does not have any power to govern the industry. The members do not represent any interest group in the industry. Members bring their knowledge and experience to the IAG to provide advice to the vehicle for hire administration. Before any changes are made to the Vehicle for Hire Bylaw, industry members and the public will have an opportunity to comment.