

VEHICLE FOR HIRE INDUSTRY ADVISORY GROUP

Meeting Date: **May 7, 2015**

1. Vehicle for Hire Industry/ Industry Advisory Group

The Industry Advisory Group discussed why the city regulates Vehicle for Hire industry as opposed to the province. There was a further discussion of how other Canadian cities have higher fines or penalties for illegal cabs. IAG would like for a councillor to attend the meetings.

2. Driver Training Program

The IAG discussed what should be taught in a new training program for Edmonton taxi drivers. There was a presentation from Norquest about the Edmonton International Airport's Ambassador Program. The Ambassador Program involves three courses: driver training (defensive driving, collision avoidance), customer service and language assessment. Total time to take the program is 8 hours. The IAG discussed with Norquest the possibility of challenging the language portion using assessment tools. There was a discussion of adding an intercultural education aspect, and how to deal with intoxicated customers using features from ProServe training. The IAG discussed who would pay for the course and potential bursaries/grants to reduce the cost. IAG recommends talking to stakeholders in the Vehicle for Hire and hospitality industry as a next step. The IAG will be planning a meeting with stakeholders on June 3rd 2015.

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.**