

VEHICLE FOR HIRE INDUSTRY ADVISORY GROUP

Meeting Date: **November 13, 2014**

1. Rates

Next steps were discussed regarding a fare increase. The proposed fare increase will be distributed to the industry early in 2015 for comment. There will be a general mail out, surveys available at the brokers, and potentially other means to explain the increase and collect responses.

2. Limousine Definition

The IAG discussed using Edmonton International Airport's Request for Proposal for limousine service as the frame for limousine definition amendments. The Request for proposal includes size criteria for limousines. The limousine definition amendment could also include luxury standards of vehicles.

3. Uber

The IAG discussed the media event Administration held over the past few weeks. The event emphasized the importance of taking licensed taxis. This is being followed up with a social media campaign by the City.

The City will also be taking part in a cross Canada conference call to discuss Uber.

It was also noted that seven brokers across Canada, which includes the Yellow Taxi group, has formed an association to discuss possible courses of action vis-à-vis Uber. This group is also working on a national app that would be specific for each City.

The upcoming administration report in response to the Mayor's Inquiry was discussed. The intent is to also include options to improve service beyond an app. A meeting with the IAG will be scheduled to specifically discuss this report in early December.

The next meeting is scheduled for December 8, 2014. The agenda will continue the discussion of Uber.

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.**