

Vehicle for Hire Newsletter

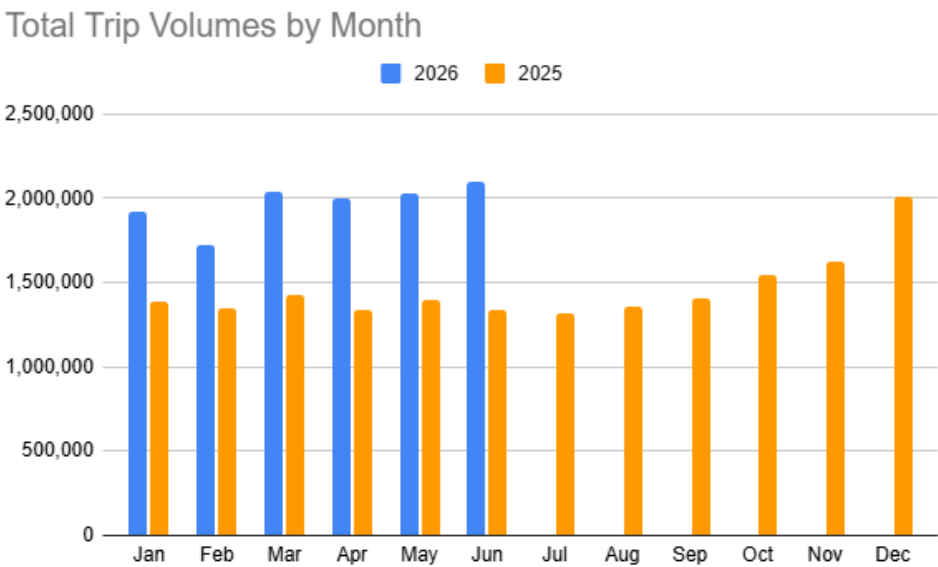
Summer Edition
2026

The vehicle for hire industry is a vital part of Edmonton’s transportation landscape. With trip volumes hitting new highs, our priority is ensuring you have the information you need to operate safely and efficiently. This edition includes information on upcoming festivals, updates on our meter rate review, and upcoming opportunities to share your feedback as we modernize our program. We appreciate your dedication to serving Edmontonians - thank you!

For inquiries, or to be added to the newsletter distribution list, please reach out to vehicleforhire@edmonton.ca.

Demand is Booming! Over 2M Monthly Trips

Edmonton’s transportation network is experiencing record demand, and your work is essential to keeping our city moving. With monthly trips climbing nearly 43% from 1.4 million last year to over **two million** this year, your role in helping citizens travel safely to and from community celebrations is more impactful than ever.



Festival Season: A Driver’s Operation Guide

As the "Festival City," Edmonton hosts incredible festivals and events spring through early fall, drawing thousands of people out almost every weekend.

To support you, we are including a schedule of upcoming festivals and events. For major festivals with significant traffic impacts or road closures, we will issue targeted industry bulletins to help you operate safely and efficiently.

Upcoming Events:

Details around upcoming events can always be found on the Edmonton Events Calendar at edmonton.ca/events. Major events that will be coming to Edmonton in the following months include:

Key August Events:

- 🎵 [Edmonton Folk Music Festival](#) | Aug 6–9 | Gallagher Park
(Expect single-lane traffic on 98 Ave and delays on Connors Rd. Several streets (92, 94, 95 St) will have temporary northbound one-way access to manage flow. Strict parking restrictions are in effect for Cloverdale, Strathearn, and Bonnie Doon.)
- 🎉 [Cariwest Caribbean Festival](#) | Aug 7–9 | Downtown
(Expect closures on Sir Winston Churchill Square)
(Major parade closures on August 8: Jasper Ave will be completely closed from 100 St to 109 St, alongside closures on 100 St, 108 St, and 99 Ave. Do not stop or park in these zones; vehicles will be tagged and towed.)
- 🎭 [Edmonton International Fringe Festival](#) | Aug 13–23 | Old Strathcona
(The Free Fringe Shuttle is paused for the 2026 festival. Expect heavy pedestrian traffic and a total closure of 81 Ave between 100 St and 101 St; use 82 Ave as a detour.)
- 🏃 [Servus Edmonton Marathon](#) | Aug 16 | Downtown
(While race day is Sunday, August 16, major staging closures begin the evening of Friday, August 14. Jasper Avenue will be closed between 96 Street and 99 Street all weekend, heavily restricting access to central downtown routes. On Sunday, Jasper Avenue will be fully closed from 95 Street to 124 Street from 5:00 a.m. to 2:30 p.m. Plan alternate routes to avoid severe delays.)

Key September Events

- 🎻 [Symphony Under the Sky](#) | Sept 3–7 | Heritage Amphitheatre (Hawrelak Park)
(Expect heavy traffic off Groat Road as patrons return to the newly reopened park; please adhere strictly to designated drop-off zones.)
- 🏡 [Kaleido Family Arts Festival](#) | Sept 18–20 | Alberta Avenue (90–95 Street)
(Watch for localized road closures along Alberta Avenue and heavy family pedestrian traffic throughout the weekend.)
- 🧑 [Edmonton Comic & Entertainment Expo](#) | Sept 18–20 | Edmonton EXPO Centre
(High pickup and drop-off volume; please coordinate with your dispatch for designated EXPO Centre staging areas.)

Road Closures:

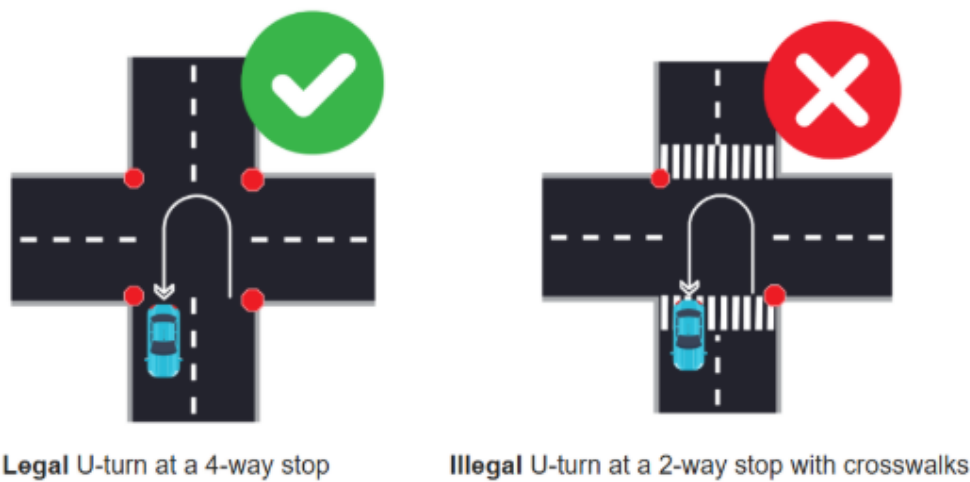
Plan your route and respect all event-related closures and parking restrictions to maintain safe traffic flow. For daily updates on road closures related to races, festivals and events happening in Edmonton, please visit: edmonton.ca/transportation/special-event-road-closures

Enforcement: Avoiding Preventable Fines

Enforcement teams are active at event sites to ensure safe, efficient traffic flow. Professional operation is expected. If you have questions regarding specific requirements, please consult your dispatcher.

Keep these regulations top of mind to avoid penalties:

- 📄 **Valid Registrations**
 - Ensure your vehicle registration is valid and accessible before driving.
- 🚗 **Visible TNC/Rideshare Decals: Drivers - Check Your Stickers**
 - Ensure you have an approved sticker/decal from your company both on the front and back windows
- 📍 **Safe Passenger Pick-up and Drop-off**
 - Only drop off or pick up in designated areas. Never block traffic lanes, crosswalks, or load in restricted zones.
- 🚫 **No Illegal U-turns or Intersection Turns**
 - Avoid turning around in restricted event corridors.



Policy Updates and Engagement Opportunities

A few updates our team is working on include:

- **Annual License Renewals:** We successfully concluded annual dispatch and vehicle renewals in May. A sincere thank you to all licensees and dispatchers for your timely documentation submissions.
- **Vehicle Plate Waitlist:** Licenses that did not renew or receive an extension, as required by bylaw have been cancelled. Available plates are being reissued to waitlisted applicants. Interested in joining the waitlist? Email us at vehicleforhire@edmonton.ca.
- **Fuel Surcharge Review:** We are actively reviewing updating the fuel surcharge to address rising fuel costs and broader economic pressures. Updates will follow as analysis and industry engagement progresses.
- **Vehicle for Hire Modernization Project:** This project will define the City's future role in regulating and intervening in the VFH industry. The project will include public engagement with drivers, dispatchers, passengers, and local economic and tourism organizations. Public engagement is likely to begin Q4 of 2026 and will be confirmed once a consultant has been procured.
- **Upcoming Insight Survey (Sept 2026):** We are launching a survey this September to gather feedback on driver training and inform other program updates.

 Want to share your feedback at future engagements?

[Sign up here to join our engagement list.](#)

Contact Us

To ensure a prompt response, please use the designated contacts:

Call 311:

- Bylaw complaints
- Processing a payment
- General program questions

Email businesslicenceapplications@edmonton.ca:

- Apply for a new licence
- Update an existing licence
- Check application status

Email vehicleforhire@edmonton.ca:

- General inquiries/feedback
- Join the vehicle plate waitlist

