



# Vehicle for Hire: Issues & Opportunities

October 20, 2015  
Regular Council  
RTS 11077

Presented by:  
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Chief Licensing Inspector  
Director of Licensing, Property Use &  
Animal Services





1. Background and Current State
2. Consultation and Evaluation Process
3. Conclusions & Recommendations



**October 1, 2014** Council created a temporary moratorium on new taxis and requested:

1. Measures to expand taxi service through environmental, safety and service standards
2. Response to 38 suburban taxis
3. Measures enabling customers to benefit from ride-sharing technology without undermining industry standards



**First known taxi regulations in England in 1635 in order to address taxi-related traffic congestion**

**Many countries followed suit**

- E.g. United States, Sweden, Australia, New Zealand, Korea, Ireland, Japan and Canada

**Issues continue to be:**

- taxi supply
- territorial boundaries
- driver training and
- passenger experience

# JURISDICTION



## Passenger Transportation Board (PTB)



### Access/affordability

- Number of taxis
- Tariff rates
- Boundaries and hours
- Fleet make-up
- Tools: issue licences, penalties

## Vancouver

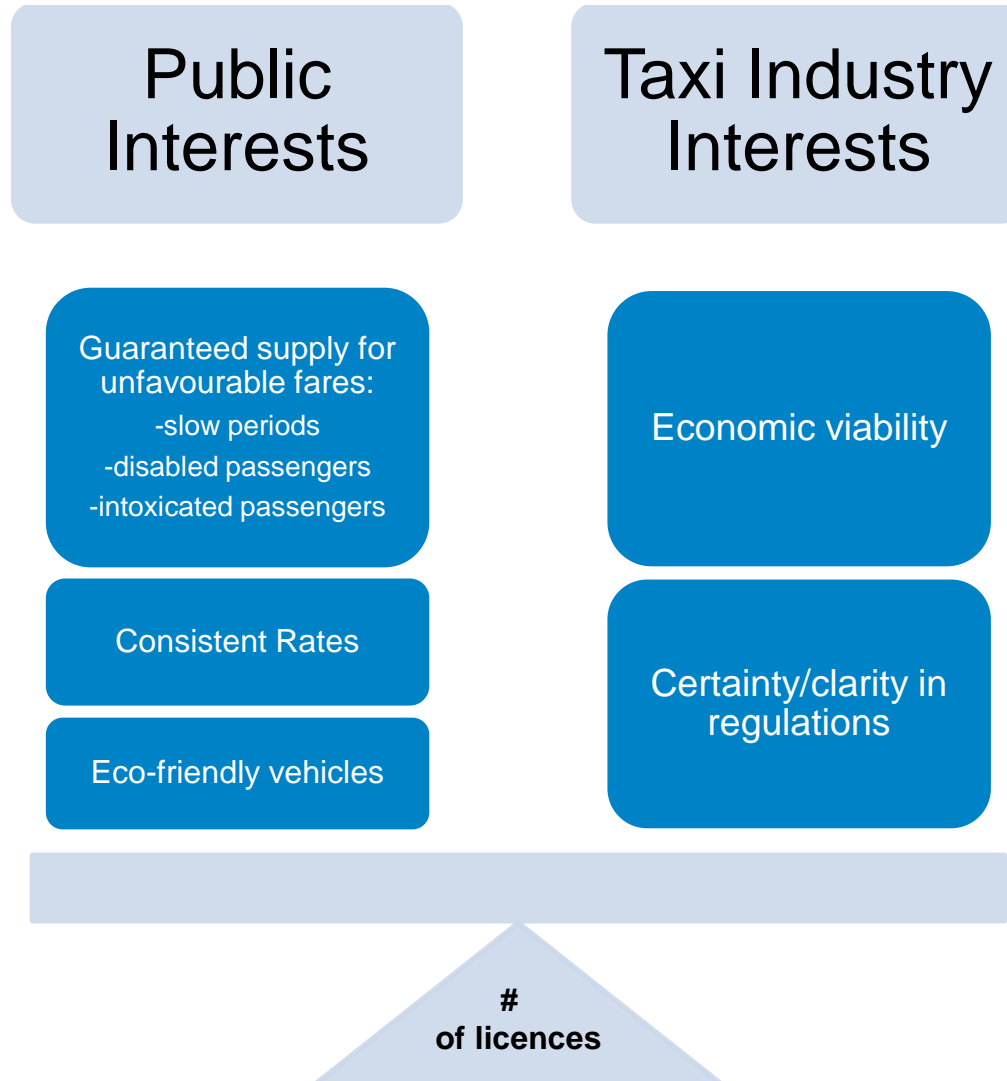


### Quality

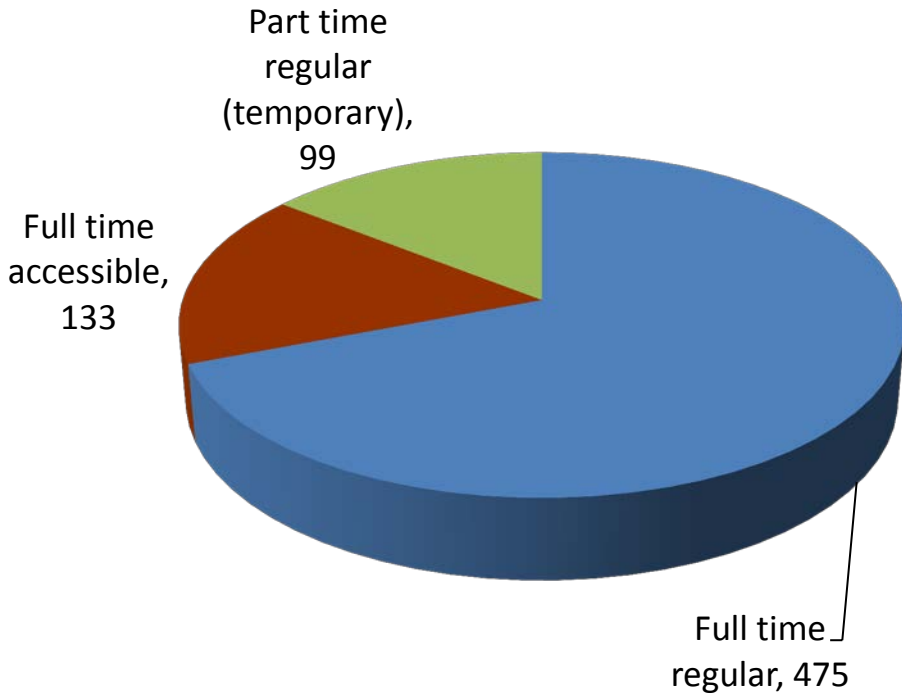
- Number of taxis
- Driver training/credentials
- Permits to operate
- Condition of vehicles
- Tools: licences, permits and penalties

Complementary Roles

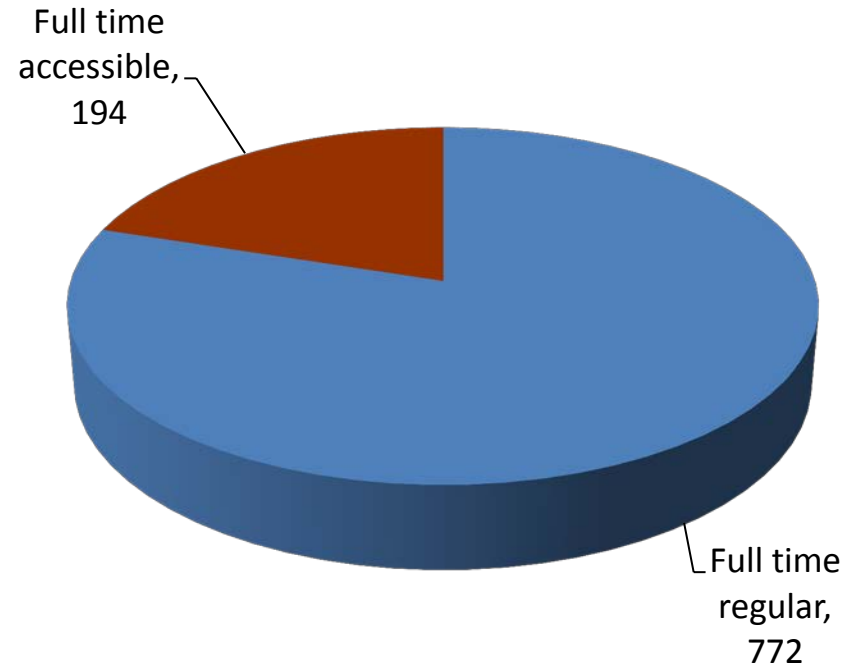
# TAXI INDUSTRY



# LOCAL TAXI SUPPLY

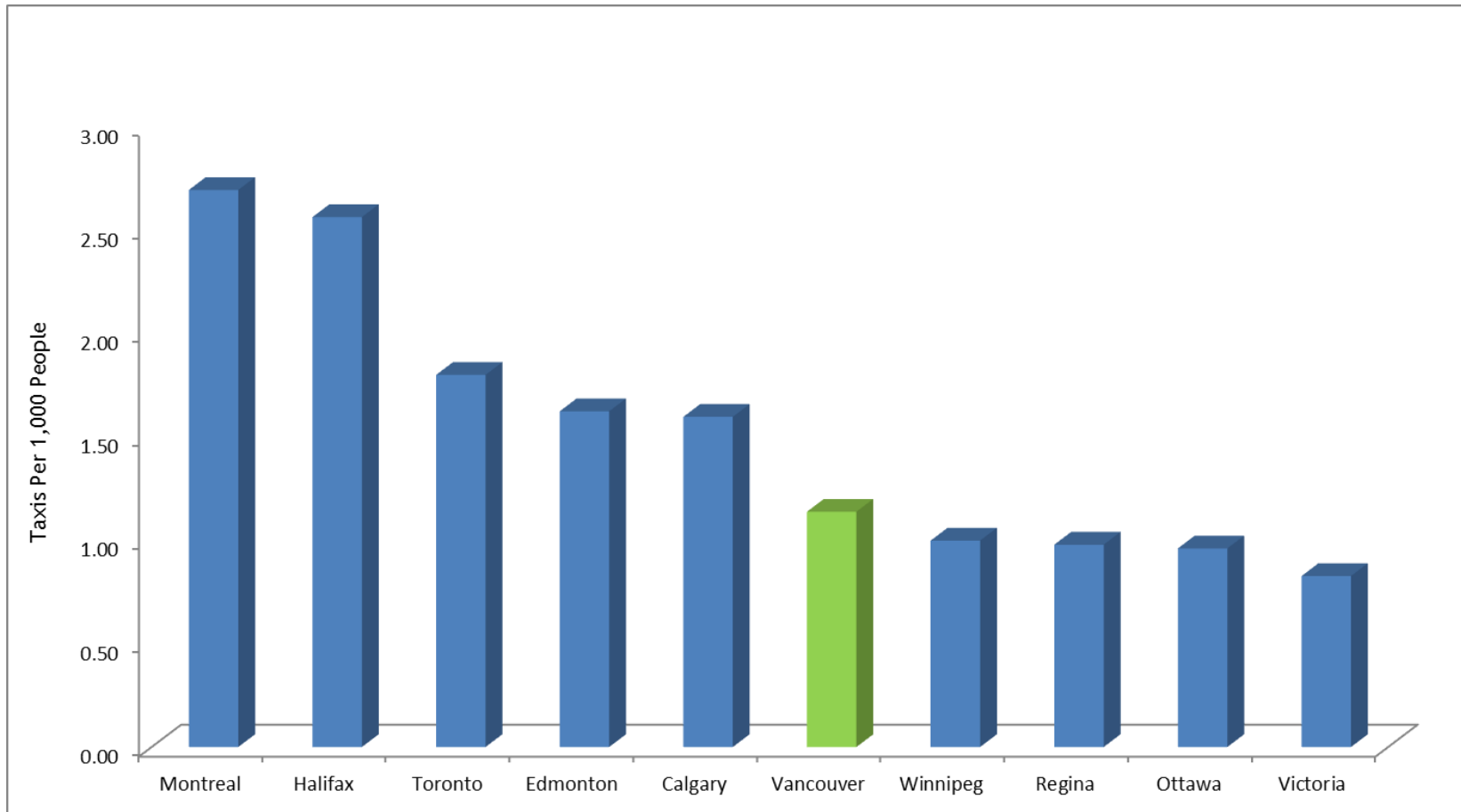


**City of Vancouver**  
**1.14 taxis:1,000 people**



**Other Metro Municipalities**  
**0.56 taxis:1,000 people**

# NATIONWIDE TAXI SUPPLY

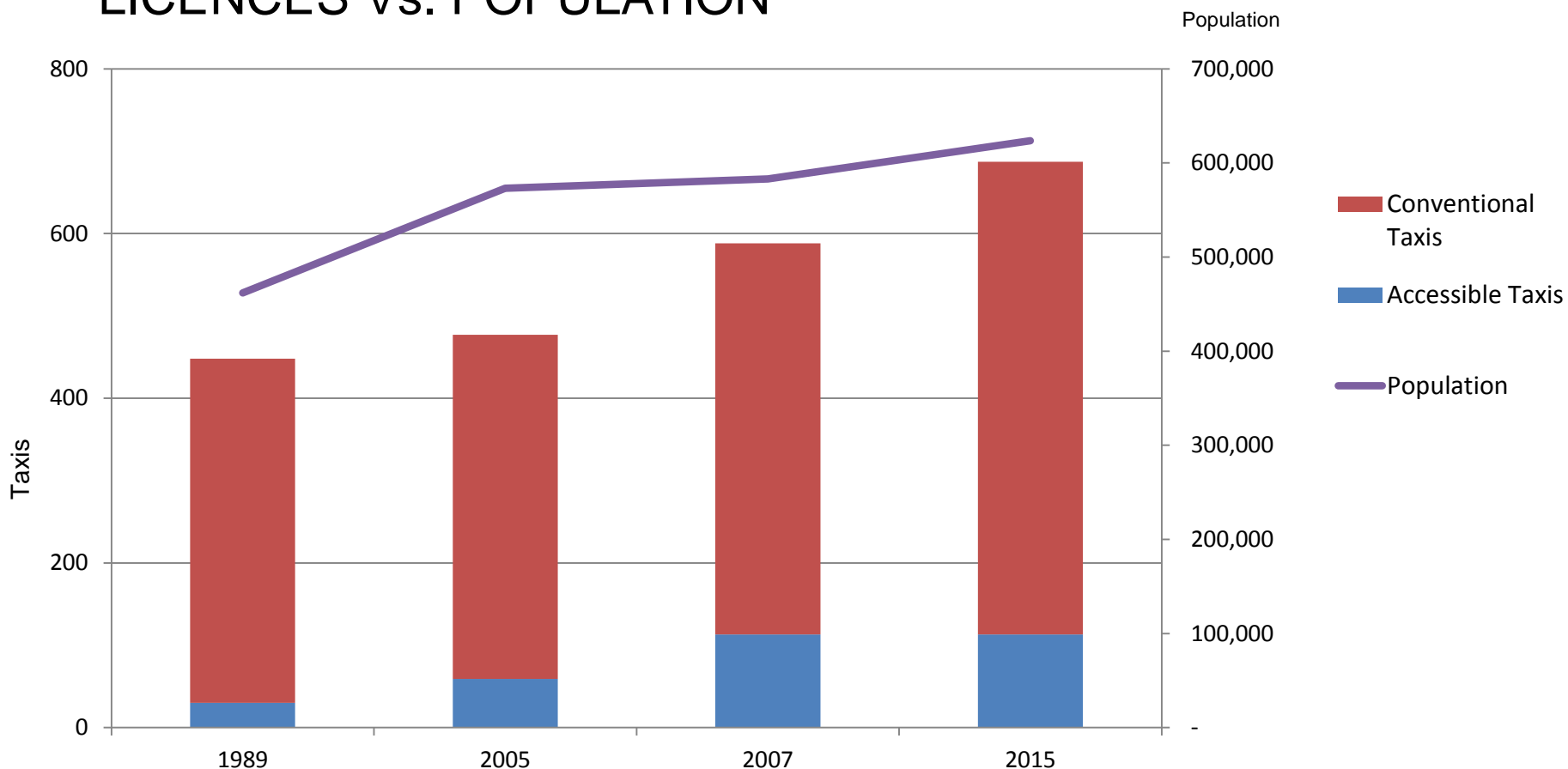




# TAXI SUPPLY GROWTH



## VANCOUVER TAXI SUPPLY: LICENCES Vs. POPULATION



Note: for purposes of readability, date intervals are unequal.

Sources: Licences and Inspections; Statistics Canada

# PUBLIC OPINION



- A 2014 public opinion survey (Metro Vancouver) found that taxi passengers reported<sup>1</sup>:
  - long wait times/no show (54%)
  - indirect route taken by driver (29%)
  - reckless driving (24%)
  - unclean vehicle (16%)
  - personal safety at risk because could not hail taxi (9%)
- When looking to hire a car service, people valued<sup>1</sup>:
  - Cost (64%)
  - Safety (58%)
  - Speed of service (52%)
  - Transparent transactions (48%)

<sup>1</sup> **Source:** Insights West, *Metro Vancouver Attitudes to Transportation Options*, 2014. Note: survey canvassed Metro Vancouver attitudes, and thus may not accurately reflect Vancouver taxi service.

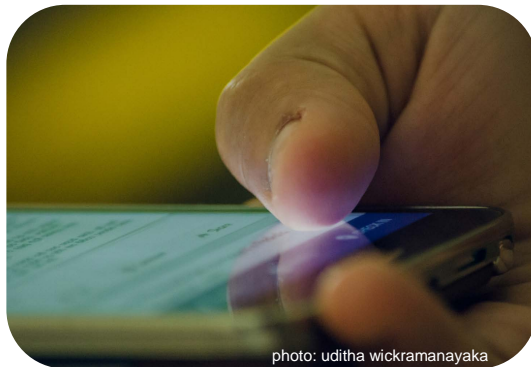
# CHANGING PUBLIC INTERESTS



Aging population



Rise of car-free and car-lite



Technological advances



Environmental awareness

# OUR APPROACH



Research and  
Evaluation: October  
2014 to February  
2015

Dialogue with  
Stakeholders  
Sessions: April 2015  
onwards

Evaluation and  
Recommendation: August  
to September 2015



## GLENN SIGURDSON

- Professional Mediator
- Adjunct Professor and Executive in Residence of the SFU Beedie School of Business
- Mediator with deep experience in facilitating discussions toward agreement

## JESSICA BRATTY

- Trainer and lecturer in on governance, collaboration and sustainability
- Senior Associate with the Responsible Minerals Sector Initiative

# VEHICLE FOR HIRE DIALOGUES



- Purpose: enable input from regulators, transportation providers, users, and institutional stakeholders
- Process
  - Five Inclusive Dialogue Sessions
  - 14 meetings of 3 working groups
- Outcomes:
  - Ground Rules for Dialogue
  - Informed discussions and greater understanding among stakeholders
  - Consensus not achieved on all issues, but understanding improved
  - Stakeholders willing to continue

# DIALOGUE PARTICIPANTS



BC Limousine Association  
BC Taxi Association  
Black Top Cab  
CERES  
Citizens for Accessible Neighbourhoods  
COSCO  
Delta Sunshine and Tsawwassen Taxi  
Delta Surrey Green Cabs / Delta Sunshine Taxi  
Disability Alliance BC  
Downtown Vancouver Business Improvement Association  
Guildford Cab  
Jangula & Company / Gvt Relations for VTA  
Justice Institute of BC  
Kimber Cabs  
Legacy Limosine  
MacLure's Taxi  
Member, Users Advisory Committee, TransLink  
Metro Vancouver Alliance  
Newton Whalley Taxi

North Shore Taxi  
Passenger Transportation Board  
Passenger Transportation Branch  
Persons with Disabilities Advisory Committee  
Port Metro Vancouver  
Richmond Centre for Disability  
Ripe Rides  
Seniors Advisory Committee, Transportation  
Sunshine Cabs  
Surrey Metro Taxi  
Tourism Vancouver  
Translink  
Uber  
Vancouver Board of Trade  
Vancouver Economic Commission  
Vancouver Liquor Primary Association  
Vancouver Police Department Taxi Detail  
Vancouver Taxi  
Vancouver Taxi Association  
Vice Chair, Seniors Advisory Committee, City of Vancouver  
Yellow Cab  
YVR



## A. Consultation

- Participation from key industry and user stakeholders

## B. Research

- national (e.g. Calgary, Toronto, Montreal) and international (Portland, Chicago) benchmarking
- best practices review
- taxi experts (e.g. Chow, Hara, Gillen)

## C. Data examination





## 1. Suburban Taxi Licences



## 2. Ridesharing



# 1. CHANGING INDUSTRY: SUBURBAN TAXIS



Currently:

- Suburban taxis may drop off in Vancouver, but not pick up
- In 2012 the PTB approved 38 part-time suburban taxi licenses to pickup Downtown during peak weekend times
- The PTB approved these 38 licences to address:
  - long wait times
  - taxi unavailability
  - trip refusals, especially for trips to the suburbs
- Vancouver is the region's weekend entertainment destination
  - taxi services facilitate safe rides home for bar patrons

# 1. CHANGING INDUSTRY: SUBURBAN TAXIS



## Staff Recommendations:

- Lift moratorium to increase service, including allowing 38 part-time suburban taxi licenses to pick-up in downtown during peak times.
- Data from suburban taxi companies along with increased enforcement can address non-licensed suburban taxi companies from operating in Vancouver.

## 2. CHANGING INDUSTRY: RIDESHARING



### Ridesharing is:

- For hire private vehicle service provided by (usually) non-professional drivers using their personal vehicles
- Uncontrolled supply (and surge pricing ) to meet demand
- Not carpooling (i.e. the driver's motivation is to earn income)
- Companies offering ridesharing are referred to as Transportation Network Companies (TNCs)
- Smartphone APP platform for connecting riders to closest driver, cashless payment and reciprocated driver and customer reviews

## 2. CHANGING INDUSTRY: RIDESHARING



### Staff Recommendations:

- Issue of regional significance requiring additional consideration
- Staff recommend examination of issues and opportunities
- Stakeholders: regional local governments, the PTB, ICBC, taxi and ridesharing industries, disabled community, seniors, the Port and Tourism Vancouver

# STAFF CONCLUSIONS



- I. Opportunities to advance safety and service, especially for accessible taxis
- II. Additional taxi supply (Vancouver and suburban-based)
- III. Additional enforcement
- IV. Regional-level taxi planning, including data monitoring
- V. Consideration of ridesharing issues and opportunities

## RECOMMENDED APPROACH



1. Extend appreciation to stakeholders and urge a regional policy direction;
2. Approve bylaw updates, including increased service and safety measures; and
3. Work with regional partners in further examination of rideshare platforms

*See report for specific recommendations.*

# QUESTIONS?

