

Vehicle for Hire Bylaw

Stakeholder and Public Engagement Activities and Results

December 2015 - January 2016

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Engagement Activities

Scope

Stakeholders were engaged to gather their input on two aspects of the proposed Vehicle for Hire bylaw: 1) fees, and 2) fares. City Council was interested, subsequent to the first reading of the bylaw on November 17, 2015, in knowing stakeholder perspectives and preferences on these two items to inform any amendments to the draft bylaw, inform how they will vote on the final version of the bylaw, and possibly improve implementation of the bylaw if passed. The public was engaged only on the topic of fares.

Stakeholder engagement

The following stakeholders were engaged:

- Industry Advisory Group
- Taxi brokers
- Taxi plate licensees (Edmonton Taxi Association and United Taxi Drivers Association as one group under the Alberta Taxi Group)
- Taxi plate renters (Edmonton Advocate and Protection Taxi Drivers Society; Alberta Taxi Group separately)
- Private Transportation Provider companies operating in Edmonton (Uber)

Workshops with the taxi Industry

The following half day workshops were held. The taxi plate licensees groups and the taxi plate renters group were asked to invite a maximum of 12 participants to each of the workshops to ensure a small enough size to allow for inclusive dialogue by each participant. Each workshop was facilitated by a third party consultant and attended by Garry Dziwenka, the Director responsible for the project, and support staff from the City.

- Taxi plate renters (2 participants) - Thursday, December 17, 2015
- Taxi brokers (6 participants, all brokers represented) - Friday, December 18, 2016
- Taxi plate licensees (5 participants) - Friday, December 18, 2016
- Industry Advisory Group (7 participants, 5 of 6 official members attended) - Thursday, January 7, 2016

Online survey to the taxi industry

Recognizing that workshops can only engage a small number of stakeholders, an online survey was developed to allow all taxi industry stakeholders to provide input into fees and fares under the proposed Bylaw. The various industry groups were asked to make their members aware of the survey and were asked to distribute the survey link to their members via e-mail.

There were 33 respondents to this survey. 12 (36%) were taxi plate renters, 11 (33%) were taxi plate licensees, 8 (24%) were other, and 2 (6%) were taxi brokers.

Meetings with Uber

Two meetings and several email exchanges were held with Uber.

Online survey to Uber

Uber was sent the industry survey on fees and fares and was asked to distribute to their drivers. They expressed concerns with the questions. An attempt was made to revise the questions with them to satisfy their concerns, specifically that their fare model was not adequately presented, but no

agreement was reached within the required timelines. Uber was aware of the online public survey and had the option to make their drivers and supporters aware of the opportunity to complete that survey.

Public engagement

The public was engaged in the following ways:

- Random sample of Edmonton residents (400) via landline and cellular telephones
- Edmonton Insight Community (4,250 members)
- Open link survey on www.edmonton.ca/surveys

Telephone survey with the public

A random telephone survey was completed by a third party vendor in the latter half of December 2015 and the first half of January 2016. 200 responses were completed prior to the holiday break on December 18th and 234 responses were completed between January 4th and 11th 2016, for a total of 434 respondents.

The margin of error for this survey is +/- 4.7%, 19 times out of 20.

Respondent characteristics

27% of telephone respondents are heavy (once a week or more) or moderate (once or twice a month) taxi users. 59% of respondents use a taxi only once or twice a year or almost never. 13% never use a taxi.

77% of telephone respondents have a strong or good knowledge of Uber, while 19% have only heard of Uber and 4% have never heard of it. 17% of telephone respondents have used Uber and of these 19% use it a lot, 43% occasionally, and 39% only once.

87% of telephone respondents use vehicles for hire for some of their local travel needs, while only 2% use them for all of their local travel needs.

Respondent demographics

The vendor was directed to include only City of Edmonton residents in the sample and to ensure that a percentage of the responses were collected via cell phone and to include appropriate representation by ward, gender and age. Of the 434 responses, 306 were collected via landline telephones (71%) and 128 via cell phones (29%). 13% of respondents are in the 18-24 age range, 55% 25-54 and 32% 55 and over, 50% of respondents are female and 50% male, and there is representation from each of the City's 12 wards.

See *Appendix 1* for full telephone survey respondent characteristics and demographics.

Characteristics include device type, level of taxi use, Uber knowledge, use and level of use of, and vehicle for hire use and usages. Demographics include age, gender, and ward.

Online survey with the public

An online survey was distributed to the Edmonton Insight Community and available via an open link on www.edmonton.ca/surveys from January 4th to January 11th, 2016. 1,980 members of the Insight Community responded to the survey and the open link generated 1,063 responses. The survey was promoted via social media and a Public Service Announcement (PSA) on January 4th.

As an opt-in online community, a margin of error is not reported for Insight Community survey results. However, if a probability sample had been used for a sample of 1,980 Community members the results would be statistically accurate +/- 2.2% percentage points, 19 times out of 20.

Respondent characteristics

42% of online respondents are heavy (once a week or more) or moderate (once or twice a month) taxi users. 48% of respondents use a taxi only once or twice a year or almost never. Only 4% never use a taxi. Within this sample, Open Link respondents are heavier users of taxis, 29% versus only 4% for

Edmonton Insight Community respondents, and a large proportion of Edmonton Insight Community Respondents almost never or never use a taxi, 27% versus only 12% for Open Link respondents. Therefore, respecting taxi use, Open Link respondents are heavier users of taxis than both telephone and Edmonton Insight Community respondents whose level of taxi use is very similar.

96% of online respondents have a strong or good knowledge of Uber, while 3% have only heard of Uber and none have never heard of it. Within this sample, Open Link respondents have a stronger knowledge of Uber, with 82% knowing exactly what it is versus 51% for Edmonton Insight Community respondents. Therefore, respecting Uber knowledge, Open Link respondents have the strongest knowledge of Uber, followed by Edmonton Insight Community respondents and then telephone respondents.

48% of online respondents have used Uber and of these 43% use it a lot, 44% occasionally, and 13% only once. Within this sample, a much larger proportion of Open Link respondents have used Uber, 74% versus 34% for Open Link respondents. Also, for those who have used Uber, a much larger proportion of Open Link respondents use it a lot, 60% versus 23% for Edmonton Insight Community respondents.

Therefore, respecting Uber use, Open Link respondents (74%) have the most experience using Uber, followed by Edmonton Insight Community respondents (34%) and telephone respondents (17%). Of these Uber users, Open Link respondents have the highest levels of Uber use, followed by Edmonton Insight Community respondents and telephone respondents.

83% of online respondents use vehicles for hire for some of their local travel needs, while only 4% use them for all of their local travel needs. A much higher proportion of Open Link respondents use vehicles for hire for all of their local travel needs, 10% versus 1% for Edmonton Insight Community respondents, and a much larger proportion of Edmonton Insight Community respondents never use vehicles for hire, 13% versus 2% for online survey respondents.

Therefore, respecting vehicle for hire use, telephone and Edmonton Insight Community respondents have very similar levels of use, with Open Link respondents having higher and heavier use of vehicles for hire.

Respondent demographics

The demographics of the Edmonton Insight Community respondents indicate a broad representation of Edmontonians. 4% of respondents are in the 15-24 age range, 67% 25-54 and 28% 55 and over, 49% of respondents are female and 48% male, and there was representation from each of the City's 12 wards. Demographics for Open Link respondents were not collected.

See *Appendix 2* for full online survey respondent characteristics and demographics. Characteristics include survey method and device type, level of taxi use, Uber knowledge, use and level of use of, and vehicle for hire use and usages. Demographics (Edmonton Insight Community respondents only) include age, gender, education, property ownership, employment status, business ownership, household income, children at home, born in Canada, primary transportation, and ward.

Results - Fees

The taxi industry was engaged on fees via workshops and a survey. See *Appendix 3* for the full survey results. Uber was engaged on fees via meetings and emails.

Summary

- A majority of the taxi industry believes the current fee structure is fair and reasonable, with a strong minority believing the taxi brokers fee is too low and the vehicle licence fee is too high.
- The taxi industry strongly believes that any future fee structure should apply the same to taxis and Private Transportation Providers (PTPs).
- Responding to the proposed fee structure in the bylaw, a majority of the taxi industry believes the proposed fees for PTPs are too low. The taxi industry is also not in favour of a per trip fee.
- The taxi industry has also suggested some other changes to the proposed fees in the areas of mid-term payment, accessible vehicles, and inspections and enforcement.
- The taxi industry believes that PTPs should be held to the same standards in terms of vehicle quality, inspections, insurance and other requirements.
- Uber is proposing a different model entirely for charging fees, suggesting three options, two of which include a per trip fee (the other is based on number of vehicles and vehicle hours).

Current Fees

Prior to engaging in the workshops or via the survey on current fees, the industry was provided with the following preamble:

Currently, fees are charged by the City for broker licensees, driver's licences, and vehicle licences. In the current Bylaw, the fees are \$1,000 for a one year broker's licence, \$100 for a two year driver's licence, and \$410 to renew the vehicle licence annually. These fees have been carried forward into the proposed Bylaw for taxis.

Based on the survey results, 45% of respondents believe the current broker's licence fee is too low, while 39% believe it is fair and reasonable and only 12% believe it is too high. The vast majority (88%) believe the current driver's licence fee is fair and reasonable. 61% believe the vehicle licence fee is fair and reasonable, while 39% believe it is too high

Fees with Private Transportation Providers (PTPs) in the market

Prior to engaging in the workshops or via the survey on fees for PTPs, the taxi industry was provided with the following preamble:

The proposed Bylaw introduces a new category called a "Private Transportation Provider" (eg. Uber) and changes the term "broker" to "dispatcher". The fee for a dispatch licence for a private transportation provider is proposed to be \$1,500 annually. In addition, these companies will pay a fee of \$460 per vehicle per year.

Taxi Industry

Overall, the taxi industry strongly believes that the same fee structure should apply to both taxis and PTPs, based on feedback received at the workshops and comments provided via the industry survey.

Responding to the proposed fees for PTPs that are proposed, a majority (55%) of the taxi industry believes the proposed dispatch annual licence fee of \$1,500 is too low, while 27% believe it is fair and reasonable and only 12% believe it is too high. A majority (58%) also believe the \$460 annual per vehicle fee for PTPs is too low, while only 27% believe it is fair and reasonable.

Based on feedback at the workshops and survey results, the taxi industry is not in favour of per trip fees. 52% of survey respondents believe that PTPs fees should be charged per vehicle, with 24% supporting per kilometre and only 18% a per ride fee.

Based on discussions at the workshops, the taxi industry stakeholders suggested the following changes to the proposed fee structure:

- Allow the two-year \$820 vehicle licence fee to be paid mid-term.
- Require companies without accessible vehicles to pay a surcharge, which would go into a fund to support vehicle conversions. The surcharge could be allocated as follows:
 - \$500 in addition to the dispatch licence (broker's licence), or
 - \$100 or \$120 per each vehicle licence in their fleet.

Based on discussions at the workshops and comments provided via the industry survey, the taxi industry also believes that fees should be significant enough to pay for proper vehicle inspection and enforcement, which should include full transparency and on-demand availability of information like number of vehicles, number of drivers, fees paid, mechanical inspections, etc.

One other suggestion, from taxi plate renters, is that the City should consider including stand rent and driver renter fees in the bylaw.

Uber

Based on discussions with Uber, they believe any fees charged should be based on off-setting the City's vehicle for hire annual administration and enforcement costs.

Based on discussions with Uber, they would like the fee structure in the proposed bylaw replaced with one of the following three options:

- Charge each dispatcher a fixed annual fee based on the number of hours per day a vehicle will be operating X the number of vehicles in the fleet,
- Charge a set per trip rate, suggested at \$0.05 per trip, or
- A hybrid of the first two options: charge a fixed annual fee plus a per trip rate, suggested at \$0.03 per trip.

Results - Fares

The taxi industry was engaged on fares via workshops and a survey. See *Appendix 4* for the full survey results. Uber was engaged on fares via meetings and emails. The public was engaged on fares via a telephone survey, a survey to the Edmonton Insight Community, and an open link survey. See *Appendix 5* for the full results of these surveys.

Prior to engaging in the workshops or via the survey on fares, the industry and the public were provided with the following preamble:

Currently, the City sets the rates for taxi fares and the driver must charge the fare displayed on the meter. In the proposed Bylaw, this fare schedule has been brought forward but only to apply to taxis. That is because taxis are the only ones allowed to pick up fares without being called first by the customer (street hails). Private transportation providers cannot pick up street hails. We have heard from the taxi industry that this model is unfair and does not allow them to compete with companies like Uber. As a result, we are considering several options to determine how fares are charged.

Summary

- The taxi industry strongly believes that taxis and PTPs should operate under the same fare model. The public agrees except for Uber users who lean more towards allowing other models. Uber simply wants its model allowed.
- The public believes that achieving both good cost for the customer and fairness for both the taxi industry and Uber are both important under any new or revised fare model.
- The taxi industry strongly supports minimum fares, which have mid-range support from the public. A majority of the public supports specified fares, followed by maximum fares and negotiated fares for specific destinations.
- No set fares is not an option support by the public, although there are higher levels of support from members of the public who have used Uber.
- Availability/responsiveness and safety are the most important user experience factors for the public. The next most important factor is understanding how fares are charged, except for members of the public who have used Uber; they rank cost as the next most important factor.

Current Fare Model

Based on survey results, the 73% of taxi industry agrees the current fare model is working well, with 64% strongly agreeing with this statement.

Same Fare Model For All

Taxi Industry

Based on workshop feedback and survey results, the taxi industry strongly believes that both taxis and PTPs should operate under the same fare model, with 73% of survey respondents believing that if allowed to charge fares in different ways, the system would not be fair for everyone.

Public

Respondents to the telephone survey also believe that taxis and Uber should have to use the same fare model, with 54% either strongly agreeing or agreeing with this statement. However, Edmonton Insight Community respondents are more split on this issue (41% agree versus 37% disagree) and open link respondents disagree with having the same fare model for all (30% agree versus 57% disagree). These differences likely result from the higher level of use and knowledge of Uber by open links respondents, followed by Edmonton Insight Community respondents, and telephone respondents.

Uber

Based on discussions with Uber, their objective is for the City to allow the Uber fare model, which enables responsive and variable pricing. Whether this model applies to just Uber or also the taxi industry is a secondary concern.

Balancing Cost and Fairness

The public was asked how Council should look at the issue of balancing cost to the customer and fairness to the taxi industry and Uber. A majority of telephone respondents (53%) and Edmonton Insight Community respondents (60%) believe that both cost and fairness are important, with a strong minority (Telephone 23%, Edmonton Insight Community 29%) believing that cost is the important thing. A strong minority of telephone respondents (21%) believe that fairness is the most important thing. Open link respondents, on the other hand, strongly believe (48%) that cost to the customer is the most important thing, followed by both cost and fairness being important (42%). The differences in these results are also likely due to the differences in Uber use and knowledge between the three samples.

Fare Options

The public was asked for their opinion on a variety of fare options and the taxi industry was also asked about three of these options plus one other option (surcharge), which was not asked of the public. The following chart provides the overall agreement (strongly agree and agree) with these options..

Currently, the City sets the rates for taxi fares and the driver must charge the fare displayed on the meter. In the proposed Bylaw, this fare schedule would continue but only for taxis. We have heard from the taxi industry that this model is unfair and does not allow them to compete with companies like Uber. Therefore, the City is considering several fare options. Please tell us whether you agree or disagree with the following fare options?

(1 = highest level of agreement) (% = strongly agree and agree)

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)	Taxi Industry survey (n=33)
No set fares	7 (24%)	7 (25%)	4 (38%)	4 (15%)
Specified fares	1 (64%)	1 (69%)	1 (66%)	
Minimum fares	4 (49%)	4 (42%)	4 (38%)	1 (91%)
Maximum fares	3 (57%)	2 (66%)	2 (57%)	2 (57%)
Different fares for pre-arranged trips and street hails	5 (44%)	6 (35%)	7 (26%)	
Negotiated fares for specific destinations	2 (63%)	3 (53%)	3 (46%)	
Hybrid model	6 (35%)	5 (36%)	6 (34%)	
Surcharge (50% max)				3 (30%)

All public respondents agree on their support for the top four (4) fare options: Specified fares are the number one most preferred option for telephone respondents, Edmonton Insight Community respondents, and open link respondents. Maximum fares have the second highest level of support, followed closely by negotiated fares for specific destinations and minimum fares.

The taxi industry very strongly supports minimum fares with some support for maximum fares and a maximum 50% surcharge.

No set fares have the lowest level of support by telephone respondents and Edmonton Insight Community respondents, with open link respondents having a higher level of support for no set fares but still below their support for specified fares and maximum fares and equal to their support for minimum fares. The taxi industry is also highly unsupportive of no set fares.

Different fares for pre-arranged trips and a hybrid model were not supported by a majority of public respondents.

Taxi Industry

Based on workshop feedback and survey results, the taxi industry supports a fare model with:

- A set minimum fare based on an established meter start rate, with the current rate being appropriate, and the remaining fare being based on distance and time.

- A surcharge fare only if a minimum rate is in place. Some stakeholders want the current night surcharge removed in favour of a surcharge for 11:00 pm – 4:00 am Thursday, Friday, Saturday and set surcharge rates for limousines and large capacity vehicles.
- A 10% senior discount (same as now).

Some stakeholders want a maximum rate based on the established airport trip map, while others were in favour of removing airport rates.

There was no consensus of the taxi industry regarding special fares for accessible vehicles but the following suggestions were provided:

- Set a special minimum rate for accessible vehicles.
- Do not allow a separate surcharge for accessible vehicles is because it discriminates against those requiring this service.
- Restrict accessible vehicles to providing accessible trips.

Uber

Based on discussions with Uber, their objective is for the City to allow the Uber fare model, which enables responsive and variable pricing, without any fare restrictions.

Uber believes there should be a surcharge for accessible vehicles.

User Experience Factors

The public was asked via survey to indicate the level of importance for various vehicle for hire user experience factors, which may impact their view of the possible fare models available.

When choosing to use a vehicle for hire like a taxi or Uber, how important are the following factors?

(1 = highest level of importance) (% = very important)

	Telephone survey (n=?)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Availability/responsiveness	2 (66%)	1 (85%)	1 (90%)
Cost	6 (57%)	4 (58%)	3 (67%)
Cleanliness	4 (62%)	6 (51%)	8 (55%)
Method of booking	8 (44%)	8 (37%)	7 (58%)
Method of payment	7 (51%)	7 (47%)	6 (62%)
Interaction with driver	9 (25%)	9 (15%)	9 (23%)
Safety	1 (89%)	2 (77%)	2 (73%)
Understanding how fares are charged	2 (66%)	3 (68%)	5 (65%)
Follow-up on complaints or locating lost articles	5 (58%)	4 (58%)	3 (67%)

Availability/responsiveness and safety are clearly the top two user experience factors for the public, with availability/responsiveness being most important for open link respondents and Edmonton Insight Community respondents, and safety being most important for telephone respondents .

Understanding how fares are charged is the next most important factor for telephone respondents and Edmonton Insight Community respondents, whereas it is cost for open link respondents. This high regard for cost may reflect these respondents higher use and knowledge of Uber. Cost was only of mid-range importance for telephone respondents and Edmonton Insight Community respondents.

Following-up on complaints or locating lost articles, and cleanliness were of mid range importance to the public. Interaction with the driver was by the far the most least important factor for all three sample groups, followed by method of booking and method of payment.

APPENDICES

Appendix 1 - Telephone Survey Respondent Characteristics and Demographics

Respondents by Response Device Type

	Telephone survey
All phones	434 (100%)
Landline phones	306 (71%)
Cell phones	128 (29%)

Respondents by Level of Cab/Taxi Use

Please tell us how often you use taxi/cab services. Do you take a cab or taxi ...?

	Telephone survey (n=434)
Once a week or more	7%
Once or twice a month	20%
Once or twice a year	34%
Almost never	25%
Never	13%

Respondents by Uber Knowledge

Thinking now about Uber, please tell us which statement best describes your level of knowledge regarding Uber...?

	Telephone survey (n=434)
I know exactly what it is	29%
I know generally what it is	48%
I've heard of it but don't really know what it is	19%
I never heard of it before today	4%
Refuse, Don't know	<1%

Respondents by Uber Use

Have you ever used Uber?

	Telephone survey (n=434)
Yes	17%
No	83%

Respondents by Level of Uber Use
Would you say you use the Uber service...?

	Telephone survey (n=75)
A lot	19%
Occasionally	43%
Only once	39%

Respondents by Vehicle for Hire Use

Please pick the statement the best describes you: "I use vehicles for hire, like taxis or Uber, for.."

	Telephone survey (n=378)
All my local travel needs	2%
Some of my local travel needs	87%
Refuse, Don't know	11%

Respondents by Vehicle for Hire Usages

Please complete the statement: "I use vehicles for hire, like taxis or Uber, to...."?

	Telephone survey (n=378)
Go to or from the airport	51%
Go to a restaurant, bar, nightclub or other similar activities when I don't want to drive	56%
Go shopping, attend appointments and other similar activities	18%
Commute to work, school or a similar activity	10%
Other (please specify)	12%

For those respondents who identified other usages and specified them (n=46), those usages are:

- When vehicle breaks down or is in for repairs (18)
- Travel to hospital or medical clinic (12)

- Travel to events or functions like sporting events, concerts (7)
- Travel out of town or on vacation (6)
- Travel to visit family or friends (2)
- Transporting items that don't fit in vehicle (1)
- When unable to drive (1)
- When public transportation is limited or not available (1)

Demographics

n=434	
Age	
18-24	13%
25-34	19%
35-44	18%
45-54	18%
55-64	15%
65 and over	17%
Gender	
Male	50%
Female	50%
Mean age = 45.9	
Ward	
1	7%
2	9%
3	8%
4	8%
5	8%
6	9%
7	8%
8	9%
9	10%
10	7%
11	7%
12	10%

Appendix 2 - Online Survey Respondent Characteristics and Demographics

Respondents by Response Method and Device Type

	Edmonton Insight Community	Open Link	TOTAL
All device types	1,980	1,063	3,043
Desktop/Laptop	1,426 (72%)	473 (44%)	1,899 (62%)
Tablet	158 (8%)	70 (7%)	228 (8%)
Phone	396 (20%)	520 (49%)	916 (30%)

Respondents by Level of Cab/Taxi Use

Please tell us about how often you use taxi/cab services. Do you take a cab/taxi ...?

	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)	TOTAL
Once a week or more	4%	29%	13%
Once or twice a month	23%	39%	29%
Once or twice a year	46%	20%	37%
Almost never	22%	8%	17%
Never	5%	4%	4%
Don't know	0%	0%	0%

Respondents by Uber Knowledge

Thinking now about Uber, please tell us which statement best describes your level of knowledge regarding Uber...?

	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)	TOTAL
I know exactly what it is	51%	82%	62%
I know generally what it is	44%	16%	34%
I've heard of it but don't really know what it is	4%	2%	3%
I never heard of it before today	0%	0%	0%

Don't know	0%	0%	0%
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Respondents by Uber Use

Have you ever used Uber?

	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)	TOTAL
Yes	680 (34%)	785 (74%)	1,463 (48%)
No	1,295 (65%)	276 (26%)	1,573 (52%)
Don't know	5 (0%)	2 (0%)	7 (0%)

Respondents by Level of Uber Use

Would you say you use the Uber service...?

	Edmonton Insight Community (n=680)	Open Link (n=785)	TOTAL
A lot	23%	60%	43%
Occasionally	56%	33%	44%
Only once	20%	7%	13%
Never used it	0%	0%	0%
Don't know	0%	0%	0%

Respondents by Vehicle for Hire Use

Please pick the statement the best describes you: "I use vehicles for hire, like taxis or Uber, for..."

	Edmonton Insight Community (n=1,905)	Open Link (n=1,047)	TOTAL
All my local travel needs	1%	10%	4%
Some of my local travel needs	81%	87%	83%
I never use vehicles for hire	13%	2%	9%
Don't know	4%	1%	3%

Respondents by Vehicle for Hire Usages

Please complete the statement: "I use vehicles for hire, like taxis or Uber, to...."?

	Edmonton Insight Community (n=1,905)	Open Link (n=1,047)	TOTAL
Go to or from the airport	62%	51%	58%
Go to a restaurant, bar, nightclub or other similar activities when I don't want to drive	62%	85%	70%
Go shopping, attend appointments and other similar activities	12%	25%	17%
Commute to work, school or a similar activity	8%	23%	14%
I never use vehicles for hire	4%	1%	3%
Other (please specify)	17%	9%	14%
Don't know	0%	0%	0%

For those respondents who identified other usages and specified them (n=423), those usages are:

- Personal vehicle is unavailable (i.e. in the shop or being used by other family) (97)
- Transit is unavailable or inconvenient, often late at night (67)
- Having a night out, usually involving drinking (47)
- To get around in other cities, for work or vacation (35)
- Local travel for business or work (31)
- Travel to appointments or run errands, many medical related (27)
- Emergencies (23)
- As a last resort (21)
- Attend activities or events (16)
- To visit family or friends (15)
- When late (13)
- When unfit to drive (11)
- When parking is limited and/or parking fees are high (8)
- Poor weather or road conditions (8)
- For family or friends to use (8)
- All activities (8)
- To get to or from other forms of transportation such as buses, shuttles (7)

- To transport large or bulky items (7)
- To get to or from the airport (6)
- Don't drive (5)
- Don't want to walk (2)

Do you use vehicles for hire, like taxis or Uber for any other purpose?

	Edmonton Insight Community (n=1,905)	Open Link (n=1,047)	TOTAL
Yes	11%	16%	13%
No	85%	78%	83%
Don't know	4%	6%	5%

For those respondents who indicated other purposes and specified them (n=323), those purposes are:

- Personal vehicle is unavailable, usually in the shop or being use by other family (57)
- Having a night out, usually involving drinking (41)
- Local travel for business or work (30)
- To get around in other cities, for work or vacation (26)
- Transit is unavailable or inconvenient, often late at night (25)
- To get to or from the airport (24)
- Travel to appointments or run errands, many medical related (24)
- For family or friends to use (21)
- To transport large or bulky items (15)
- All activities (10)
- To visit family or friends (10)
- When parking is limited and/or parking fees are high (9)
- Emergencies (8)
- Safety (8)
- Attend activities or events (7)
- Don't drive (6)
- When late (4)
- Poor weather or road conditions (2)
- To get to or from other forms of transportation such as buses, shuttles (2)
- When unfit to drive (1)
- Don't want to walk (1)

Demographics

Edmonton Insight Community respondents only	
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n=1,980	
Age 15-24 25-54 55 and over	4% 67% 28%
Gender Male Female Other Prefer not to answer	48% 49% 0.3% 3%
Education Elementary/grade school graduate High school graduate College/technical school graduate University undergraduate degree Post-graduate degree Professional school graduate (e.g. medicine, dentistry)	1% 13% 26% 36% 21% 4%
Property Ownership Own primary residence Rent primary residence	77% 23%
Employment status Employed full-time (30+ hours a week) Employed part-time (0-30 hours a week) Homemaker Post-secondary student High school student Unemployed Permanently unable to work Retired Other	68% 7% 2% 4% 0% 2% 1% 11% 4%
Business Ownership Yes, own a business No, don't own a business	13% 87%
Household income Under \$20,000 \$20,000 to \$29,999 \$30,000 to \$39,999 \$40,000 to \$49,999 \$50,000 to \$59,999 \$60,000 to \$79,999 \$80,000 to \$99,999 \$100,000 to \$149,999 \$150,000 and over Prefer not to answer	2% 3% 4% 4% 6% 11% 13% 24% 19% 13%
Children (18 or under) at home Yes, children at home No, no children at home	25% 75%
Born in Canada Yes, born in Canada	86%

No, not born in Canada	14%
Primary transportation	
Car/truck/van as driver	67%
Car/truck/van as passenger	3%
Public transit	17%
Walk	6%
Bicycle	5%
Other	2%
Ward	
1	7%
2	7%
3	3%
4	5%
5	7%
6	17%
7	6%
8	16%
9	10%
10	9%
11	8%
12	6%

Appendix 3 - Taxi Industry Survey Results: Fees

Current Fees

Broker's license - *What do you think about the \$1,000 annual fee for a broker's licence?*

	Taxi Industry survey (n=33)
It is too high	12%
It is fair and reasonable	39%
It is too low	45%
I don't know	3%
I don't care	0%

Driver's license - *What do you think about the \$100 fee for a two year driver's licence?*

	Taxi Industry survey (n=33)
It is too high	12%
It is fair and reasonable	88%
It is too low	0%
I don't know	0%
I don't care	0%

Vehicle licence - *What do you think about the \$410 annual fee to renew the vehicle licence?*

	Taxi Industry survey (n=33)
It is too high	39%
It is fair and reasonable	61%
It is too low	0%
I don't know	0%
I don't care	0%

Suggestions for improvement - *Do you have any suggestions for improvement to this fee structure?*

10 respondents provided the following suggestions:

- Same fees for taxi industry and PTPs (3)
- Don't allow PTPs (3)
- Higher fees for taxi brokers (3)
- Lower fees for plate owners (2)
- Plate renters advocate (1)
- Plate owners buy own insurance (1)
- Taxi brokers only charge a dispatch fee (1)
- Ensure accessible (wheelchairs) (1)

Fees for Private Transportation Providers (PTPs)

Dispatch license fee - *What do you think about the \$1,500 annual fee for a dispatch licence for a private transportation provider (eg. Uber)?*

	Taxi Industry survey (n=33)
It is too high	12%
It is fair and reasonable	27%
It is too low	55%
I don't know	3%
I don't care	3%

Vehicle fee - *What do you think about the \$460 annual per vehicle fee for a private transportation provider (eg. Uber)?*

	Taxi Industry survey (n=33)
It is too high	9%
It is fair and reasonable	27%
It is too low	58%
I don't know	3%
I don't care	3%

What to base the fee on - *What do you think the fee charged to private transportation provider dispatchers (e. Uber) should be based on?*

	Taxi Industry survey (n=33)

per vehicle	52%
per kilometre	24%
per ride	18%
I don't know	3%
I don't care	3%

Suggestions for a fee structure - *Do you have any suggestions for the fee structure needed to ensure a fair system for both the taxi industry and private transportation providers (eg. Uber)?*

18 respondents provided the following suggestions:

- Same fees for taxi industry and PPTs (7)
- Increase fees for PPTs (3)
- Don't allow PPTs (3)
- Proposed fees are fair (2)
- City should control fees (1)
- Have strong vehicle specifications (age, inspections, environmentally friendly, cameras) (1)
- City favours Uber (1)

Others Fees and Cost

Other fees and costs - *Do you have any comments or suggestions about the other fees or costs that you have to pay to operate a taxi?*

12 respondents provided the following comments or suggestions:

- Taxi industry has many other costs, many of which PTPs don't have to pay (7)
- Don't allow PTPs (2)
- Taxi brokers should reduce stand rent (1)
- Standard charge for passenger caused damage/mess
- Charge PPTs an extremely high fee (1)

Appendix 4 - Taxi Industry Survey Results: Fares

Current fare model - *The current fare model works well and should continue?*

	Taxi Industry survey (n=33)
Strongly agree	64%
Agree	9%
Neither agree nor disagree	9%
Disagree	6%
Strongly disagree	12%
Don't know	0%

Same fare model for all - *Do you believe that taxis and private transportation providers (eg. Uber) could charge for fares in different ways, but the system could still be fair for everyone?*

	Taxi Industry survey (n=33)
Yes	27%
No	73%
Don't know	0%
Don't care	0%

Preferred fare model - *Please describe what type of fare model you believe is required for taxis and private transportation providers (eg. Uber) to ensure a fair system for both?*

20 respondents provided the following suggestions:

- Metered fares by distance and time (7)
- Same fare structure for all (6)
- Minimum fare for all (3)
- Don't allow PTPs (3)
- City regulates fares for all (2)
- Same vehicle requirements and other fees for all (1)
- Issue more taxi plates (1)
- Eliminate taxi brokers (1)

No set fares - Do you agree or disagree with: no set fares - taxis and Uber may charge whatever the market can bear?

	Taxi Industry survey (n=33)
Strongly agree	12%
Agree	3%
Neither agree nor disagree	3%
Disagree	15%
Strongly disagree	64%
Don't know	3%

Minimum fares - Do you agree or disagree with: a minimum fare plus a charge per minute or kilometre?

	Taxi Industry survey (n=33)
Strongly agree	82%
Agree	9%
Neither agree nor disagree	3%
Disagree	3%
Strongly disagree	3%
Don't know	0%

Maximum fares - Do you agree or disagree with: a maximum fare that does not exceed a set rate?

	Taxi Industry survey (n=33)
Strongly agree	48%
Agree	9%
Neither agree nor disagree	3%
Disagree	15%
Strongly disagree	21%
Don't know	3%

Surcharge - Do you agree or disagree that a surcharge should be allowed (limited to 50% of the total fare)?

	Taxi Industry survey (n=33)
Strongly agree	6%
Agree	24%
Neither agree nor disagree	3%
Disagree	15%
Strongly disagree	39%
Don't know	12%

Appendix 5 - Public Survey Results: Fares

Same fare model for all - *Do you agree or disagree with: taxis and Uber should have to use the same fare model?*

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Strongly agree	39%	22%	21%
Agree	15%	19%	9%
Neither agree nor disagree	15%	18%	12%
Disagree	12%	21%	22%
Strongly disagree	19%	16%	35%
Refuse, Don't know	2%	4%	2%

Balancing cost and fairness - *How do you think Council should balance the issues of cost to the customer and fairness in the industry when thinking about the fare model for a Vehicle for Hire industry that allows both traditional taxi services and emerging service providers like Uber?*

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Cost to the customer is the most important thing	23%	29%	48%
Cost to the customer and fairness to taxis and Uber are both important	53%	60%	42%
Fairness to both taxis and Uber is the most important thing	21%	6%	5%
Refuse, Don't know	2%	2%	2%
Don't care	1%	3%	3%

Fare Options

No set fares - Do you agree or disagree with: no set fares - taxis and Uber may charge whatever the market can bear?

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Strongly agree	13%	10%	20%
Agree	11%	15%	18%
Neither agree nor disagree	11%	12%	12%
Disagree	16%	25%	19%
Strongly disagree	47%	35%	29%
Refuse, Don't know	2%	2%	2%

Specified fares - Do you agree or disagree with: specified fares based on things like distance travelled or destination?

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Strongly agree	31%	19%	23%
Agree	33%	50%	43%
Neither agree nor disagree	19%	18%	17%
Disagree	6%	7%	7%
Strongly disagree	9%	3%	8%
Refuse, Don't know	2%	3%	2%

Minimum fares - Do you agree or disagree with: a minimum fare plus a charge per minute or kilometre?

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Strongly agree	22%	8%	15%
Agree	27%	34%	23%
Neither agree nor disagree	26%	29%	21%
Disagree	10%	14%	19%
Strongly disagree	12%	10%	20%
Refuse, Don't know	2%	4%	2%

Maximum fares - Do you agree or disagree with: a maximum fare that does not exceed a set rate?

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Strongly agree	31%	30%	29%
Agree	26%	36%	28%
Neither agree nor disagree	20%	16%	15%
Disagree	7%	10%	12%
Strongly disagree	13%	5%	14%
Refuse, Don't know	3%	4%	3%

Different fares for pre-arranged trips and street hails - Do you agree or disagree with: a different fare structure for pre-arranged trips and street hails?

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Strongly agree	19%	6%	8%
Agree	25%	29%	18%
Neither agree nor disagree	23%	24%	23%
Disagree	14%	21%	22%

Strongly disagree	17%	13%	24%
Don't know	3%	6%	4%

Negotiated fares for specific destinations - Do you agree or disagree with: a metered rate is the default but the driver and customer can negotiate a flat rate for a specific destination before the trip begins?

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Strongly agree	38%	16%	16%
Agree	25%	37%	30%
Neither agree nor disagree	13%	15%	13%
Disagree	9%	15%	17%
Strongly disagree	14%	14%	21%
Refuse, Don't know	1%	2%	1%

Hybrid model - Do you agree or disagree with: a hybrid model for rates instead of the same method for every trip?

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Strongly agree	13%	6%	8%
Agree	22%	30%	26%
Neither agree nor disagree	29%	27%	27%
Disagree	14%	14%	13%
Strongly disagree	15%	9%	17%
Refuse, Don't know	8%	14%	9%

User Experience Factors

Availability/responsiveness - When choosing to use a vehicle for hire like a taxi or Uber, how important is availability/responsiveness?

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
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Very important	66%	85%	90%
Somewhat important	27%	14%	9%
Neither important nor unimportant	5%	1%	1%
Somewhat unimportant	1%	0%	0%
Not important at all	2%	0%	0%

Cost - *When choosing to use a vehicle for hire like a taxi or Uber, how important is cost?*

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Very important	57%	58%	67%
Somewhat important	26%	38%	29%
Neither important nor unimportant	14%	4%	3%
Somewhat unimportant	1%	1%	1%
Not important at all	2%	0%	0%

Cleanliness - *When choosing to use a vehicle for hire like a taxi or Uber, how important is cleanliness?*

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Very important	62%	51%	55%
Somewhat important	28%	42%	36%
Neither important nor unimportant	6%	6%	7%
Somewhat unimportant	1%	1%	2%
Not important at all	2%	0%	0%

Method of booking - *When choosing to use a vehicle for hire like a taxi or Uber, how important is method of booking?*

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Very important	44%	37%	58%
Somewhat important	31%	41%	30%

Neither important nor unimportant	17%	18%	9%
Somewhat unimportant	5%	3%	3%
Not important at all	2%	2%	1%

Method of payment - *When choosing to use a vehicle for hire like a taxi or Uber, how important is method of payment?*

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Very important	51%	47%	62%
Somewhat important	27%	40%	27%
Neither important nor unimportant	13%	11%	9%
Somewhat unimportant	4%	2%	2%
Not important at all	5%	1%	1%

Interaction with driver - *When choosing to use a vehicle for hire like a taxi or Uber, how important is interaction with the driver?*

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Very important	25%	15%	23%
Somewhat important	21%	32%	32%
Neither important nor unimportant	30%	34%	28%
Somewhat unimportant	12%	11%	9%
Not important at all	12%	7%	7%

Safety - *When choosing to use a vehicle for hire like a taxi or Uber, how important is safety?*

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
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Very important	89%	77%	73%
Somewhat important	7%	18%	20%
Neither important nor unimportant	2%	3%	5%
Somewhat unimportant	<1%	1%	1%
Not important at all	3%	0%	1%

Understanding how fares are charged - When choosing to use a vehicle for hire like a taxi or Uber, how important is understanding how fares are charged?

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Very important	66%	68%	65%
Somewhat important	20%	26%	26%
Neither important nor unimportant	10%	5%	6%
Somewhat unimportant	1%	1%	2%
Not important at all	3%	0%	1%

Follow-up on complaints or locating lost articles - When choosing to use a vehicle for hire like a taxi or Uber, how important is an easy means of follow-up on complaints or to locate lost articles?

	Telephone survey (n=434)	Edmonton Insight Community (n=1,980)	Open Link (n=1,063)
Very important	58%	58%	67%
Somewhat important	24%	32%	25%
Neither important nor unimportant	12%	7%	6%
Somewhat unimportant	3%	2%	1%
Not important at all	3%	1%	1%