Livery System Enhancements
CPS2014-0664

CITY OF CALGARY
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IN COUNCIL CHAMBER
JUL 28 2014
ITEM: CPS2014-0664
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2014 September 05

Onward/ Safe, clean, well-maintained, effective and efficient livery services are delivered to Calgarians.

THE CITY OF CALGARY
ANIMAL & BYLAW SERVICES

Livery Transport System Enhancements

- Customer Satisfaction levels
- Taxi Plate Levels
- Rates & Late-Night Surcharge
- New Smartphone Technology

Leger

THE RESEARCH INTELLIGENCE GROUP

93% Satisfaction with drivers

86% Satisfaction with taxi service

85% Satisfaction during Stampede

80% Satisfaction during the peak holiday season

Combined Taxi and Accessible Taxi

• Customer Requested Improvements

Leger

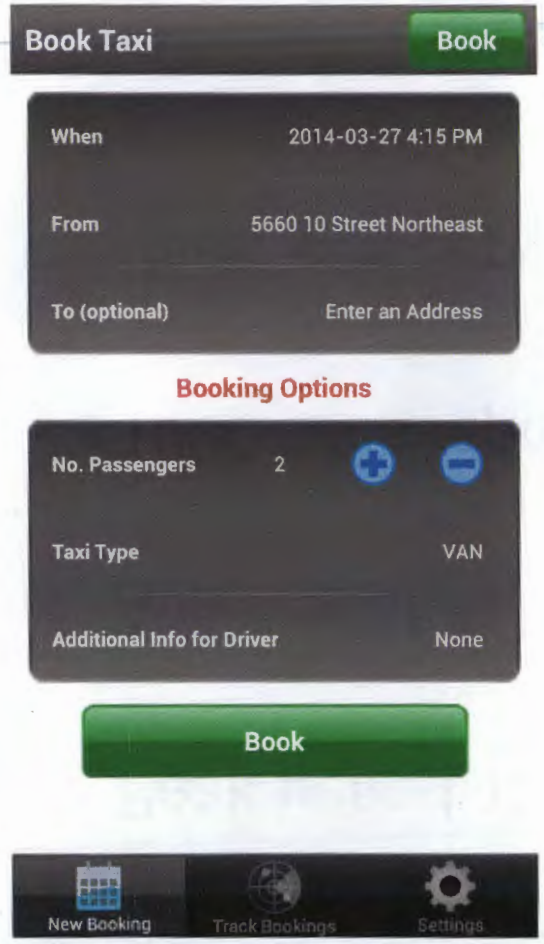
THE RESEARCH INTELLIGENCE GROUP

Improved dispatch service

More taxis during peak hours

• New Dispatch Technologies

Calgary United Taxi



Associated Taxi

Checker Taxi

• Peak Period Supply

Peak period 10pm to 2am Friday and Saturday nights

Average of 1000 taxis in service or 70% of the fleet

1000 taxis represents 93% of all double shifted cars

Peak trips 3 per hour (at capacity)

• Historical Plate Levels

1986 Taxi plates frozen at 1311 (250 shelved)

Ratio = 1:485

1998 All 1311 plates on the road (*Market Balance)

Ratio = 1:625

2006-2014 215 plates released

Ratio = 1:748

16% Increase in taxi plates

• Taxi Plate Level Context

1986 – 2014

88% Population Increase

16% Taxi Plate Increase

• Airport Capacity

YYC Single largest consumer of taxis per day & Canada's fastest growing airport

292% increase in passenger traffic since 1994

16% increase in taxis during same period

• Back to a Balanced Taxi Supply

383 Additional taxi plates

42 Accessible taxis

1:625 Reset ratio to 1998 level

Adjusted annually based on population growth and the performance target of 15 minutes for a dispatch call 85% of the time.

Edmonton $3.00 Late-Night Surcharge

No net gain in Late-Night taxis

Increased long trip refusals

Currently looking at alternatives to the surcharge

*No evidence that it has been effective elsewhere

2009 Council adopted Taxi Cost Index as an objective means to inform Calgary's taxi meter rate

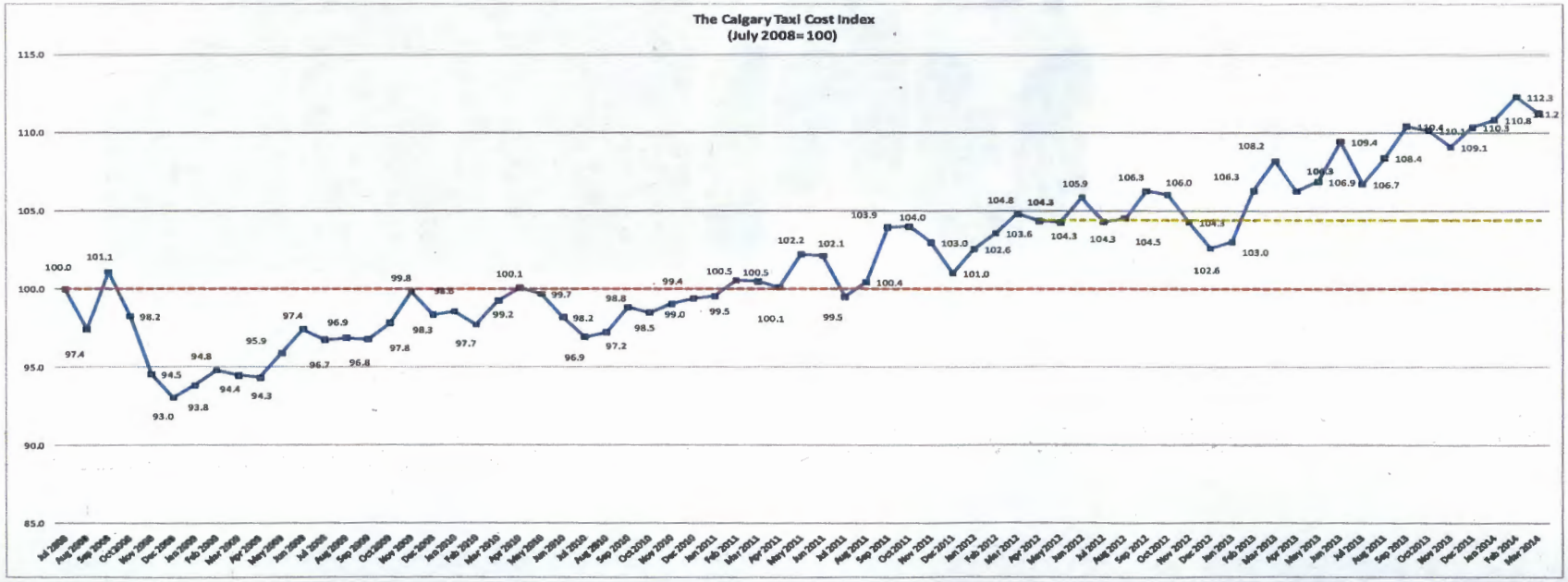
Cost Profile of a Calgary Taxi	
Item	**% of Taxi Costs**
Fuel	21.60%
Repairs & Maintenance	5.80%
Insurance	5.80%
Cell Phone	2.10%
Vehicle (annualized depreciation & financing)	2.40%
Dispatch Fees & Stand Rent & Other Broker Fees	8.50%
Municipal License Fees & Miscellaneous Costs	2.50%
Professional Fees (Accountant, Lawyer)	0.10%
Return to Primary Driver or Owner/Driver	51.20%
Second Driver(s)	
TOTAL	**100.00%**

Based on Stats Canada Consumer Price Index for Calgary and Alberta

• Livery Rates

8.1% Increase in rates

2.1% Average annual increase since adoption of Taxi Cost Index in 2009



- **New Livery Service Providers**

• Area of Current Operations

UBER

40 + Countries 200+ cities and growing.

Consumers really like the model

- Reduced costs to consumers
- Alternative during supply shortages
- Driver ratings and selection
- Direct contact with driver
- Instantly available on mobile technology
- Personal accounts information stored
- Confidence that a service provide is on route
- Innovative design and deployment
- Consumer disappointed with traditional taxi service

• Market Segment

Unregulated personal vehicles

Regulated taxi service

Open entry sedan limousine service

• Regulators Concerns

- Disruption of Controlled Entry Taxi Markets
- Surge Pricing - Reduced Pricing
- Insufficient Driver Screening
- Unlicensed & Unregulated Drivers & Cars
- Potential Gaps in Insurance Coverage
- Lack of Mandated Accessible Service Options

• Calgary Experience

- Drivers with insufficient Alberta drivers licence qualifications
- No evidence of sufficient commercial vehicle insurance
- Drivers lacking limousine drivers licences
- Application provider not licensed
- Outstanding police warrant
- The utilization of 15 rental cars not suitable as limousines and not licensed or registered with Livery Transport Services
- Fares advertised at below taxi rate $5.00 per trip

• Uber Ability to Enter Calgary

The service provider must:

- Be accountable to consumers/citizens/Council through the existing licensing processes
- Ensure any service offered complies with regulations
- Utilize properly licensed and screened cars and drivers to ensure:
  - All parties including consumers are protected through adequate insurance coverage
  - Vehicle safety and condition standards are maintained

• Recommendations

Administration is Recommending Council;

1. Give three readings of the proposed wording amending the Livery Transport Bylaw 6M2007 to increase the taxi meter rate 8.1% (Attachment 1);

2. Give three readings of the proposed wording amending the Livery Transport Bylaw 6M2007 (Attachment 2) to approve the release of 383 new plates, 42 of which are accessible;

3. Receive for information the Smartphone technology information; and

4. Receive for information the Citizen Satisfaction Survey (Attachment 3)