

Public & Industry Engagement Summary

What We Heard reports summarizing public and industry engagement conducted in late 2019 on Calgary's livery regulatory framework were shared and are available on www.engage.calgary.ca/liveryreview. Following is a brief summary of the engagement activities and themes identified in the What We Heard reports.

Public Engagement

Public engagement was conducted via an on-line survey and an in-person engagement session with customer groups. The engagement was designed to determine what is important to users of Calgary's livery options and to inform our understanding of their experiences with the current livery system. Several themes of what was important to survey users and customer groups emerged:

- Price (predictability/certainty of price, digital receipts and ease of payment) was a key consideration for all users. Convenience could also influence people's value of price.
- Safety and security, such as selecting a driver through driver ratings, regular vehicle inspections, use of security cameras, and payment methods.
- Convenience, such as the importance of arranging rides using apps and digital payment.
- Training for drivers, particularly rideshare drivers.
- Wait times and associated predictability of ride arrival times.

Participants offered various service improvement ideas for all livery services, which fell into key themes of cost/price (lower fares and upfront cost), accountability of drivers, and convenience (booking through apps, tracking rides, reduced money-handling and instantaneous receipts).

Industry Engagement

Industry stakeholders (including drivers, plate-holders, garages, and brokers/companies) were invited through targeted communication channels such as e-mail and RED-FM, to provide their input on potential changes to Calgary's regulatory framework via either an on-line survey or through in-person workshops during 2019 November. Feedback was requested on key aspects of The City's framework including: municipal driver licensing, ways to improve the customer/driver relationship, regulating fleet size, rate setting, and vehicle and safety requirements.

An overarching theme that emerged across industry engagement was a desire for fairness and consistent treatment across all livery service groups. This was particularly evident for driver licensing requirements, rate-setting and vehicle requirements. When it came to questions about opening up the taxi plate system or, conversely, limiting the fleet size of TNCs, there were mixed reactions. Generally there were varying degrees of opposition to opening up the taxi system, while there were varying degrees of support to controlling the fleet size of all livery sectors, although the perspectives were not consistent across different sectors.

The taxi sector indicated there was a disparity in rideshares having flexibility to charge market pricing to meet changes in supply and demand and some suggested a guaranteed rate per trip or surge pricing would help taxis be more competitive. The rideshare and limousine industry participants preferred to continue having flexibility to charge competitive rates and some suggested The City should let all of the sectors set their own rates. Across all themes discussed, limousine drivers saw themselves as least impacted.