

Calgary

2015 Customer Satisfaction Survey

- Overall satisfaction with taxi services is 87%, compared to 86% in 2014
- 94% satisfaction with taxi drivers
- 93% satisfaction with cleanliness and condition of taxi vehicles
- 94% satisfaction with limousine and sedan services

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Background – Limousine Amendments

In November 2014, Administration presented 8 potential amendments to the Limousine regulations in the Livery Transport Bylaw. TLAC formed a subcommittee to explore those options, and to seek out input from:

- The public
- Industry
- Uber and other interested industry participants
- Administration (including Law)

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Research and Engagement

Leger

- Focus Groups - June 2015
- Telephone Survey - August 2015

Street Teams

- Online feedback questionnaire - July 2015



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What we heard

- Calgarians want more choice in livery services
- Importance of addressing peak period demand
- Support for the elimination of the 30 minute limousine/sedan pre-arrangement requirement
- Preference for modifying existing minimum rates to make limousine/sedan services more accessible
- Acknowledgement that safety remains a priority for citizens

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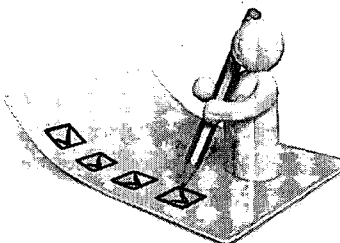
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Proposed Amendments

1. Elimination of the 30 minute pre-arrangement requirement

Telephone survey research indicates that 62% of Calgarians agree that this requirement should be eliminated.



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Proposed Amendments

2. Reducing the current limousine minimum fare by an average of 53 % for limousines/sedans equipped with an app capable of calculating a rate based on distance travelled

A total of 74 % of telephone survey respondents support eliminating the minimum hourly rate for limousines, and 70 % support decreasing the minimum hourly rate

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Proposed Amendments

3. Expand the range of vehicles in the limousine/sedan category



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Meter Rates - Taxis

- Adjustments to meter rates are reviewed annually and are based on Taxi Cost Index (TCI)
- In 2015 July, TLAC and Administration reported to Council that TCI analysis indicated meter rates should remain unchanged
- Existing meter rates to be maintained for the remainder of 2015
- 2016 meter rate analysis to be presented to Council in 2016 Q1

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Presentation



Next Steps

With the approval of the proposed amendments, Administration and TLAC will continue to monitor industry outcomes, reporting back to Council with a status update in 2017 Q1 or earlier if required.

Administration and TLAC are also continuing to explore additional means of facilitating new market entrants.



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Recommendations

That the SPC on Community and Protective Services recommend that Council:

1. Give three readings to the proposed bylaw to amend the Livery Transport Bylaw 6M2007 (Attachment 1);
2. Direct Administration to evaluate the impacts as a result of the proposed bylaw amendments and report back in 2017 Q1;
3. Direct Administration to maintain taxi meter rates at current levels for the remainder of 2015;
4. Receive for information the 2015 Satisfaction with Taxi Services – Summary Report of Telephone Survey (Attachment 2); and
5. Receive for information the 2015 TLAC Limousine Regulation Amendments Research – Summary Report of Telephone Survey (Attachment 3).



Proposed Recommendation

That the SPC on Community and Protective Services recommend that Council:

Direct this report to the 2015 October 05 meeting of Council