



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)



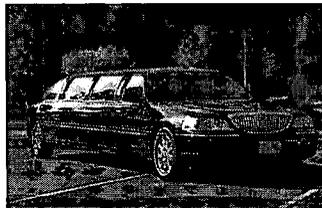
Research and Engagement

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

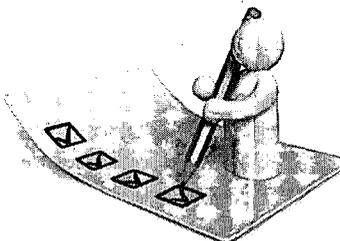
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Proposed Amendments

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



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.



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