



## City of Edmonton - Vehicle For Hire Newsletter Spring 2025

Edmonton

### INTRODUCTION

Dear Valued Vehicle for Hire Stakeholders,

In this edition of our newsletter, we're excited to share key updates on the annual dispatch and license renewals and ongoing projects, including our priority project for 2025: Vehicle for Hire Program Mandate. We will also share key insights on VFH enforcement activities, application/inquiry services, and industry trends through collected trip record data.

Thank you for your continued engagement with the City on Vehicle for Hire projects and initiatives. If you have any inquiries, please feel free to reach out to us at [vehicleforhire@edmonton.ca](mailto:vehicleforhire@edmonton.ca).

With gratitude,

The Vehicle for Hire Team

### POLICY TEAM UPDATE

#### Driver Training

On June 23, 2023, City Council voted to amend the Vehicle for Hire Bylaw to mandate training for all vehicle for hire drivers. This new requirement came into effect on *April 1, 2025*. The VFH Driver Training Program was finalized and handed over to dispatchers to train their drivers on August 1, 2024.

Starting April 1, 2025, all Vehicle for Hire Drivers are required to complete a City-approved Driver Training program. Please note that this training is not provided directly by the City of Edmonton.

Dispatchers are responsible for training their drivers using City-approved materials located on a dispatcher-only project webpage. Access to this webpage is limited to dispatchers licensed with the City.

For access to the webpage or if you have any questions about training implementation, dispatcher requirements, or responsibilities, please contact [vehicleforhire@edmonton.ca](mailto:vehicleforhire@edmonton.ca). We are available to assist dispatchers to ensure they are equipped to help train all drivers.

The Vehicle for Hire team wants to thank the dispatchers who have worked diligently to implement the new requirement and train their drivers.

### **Phase Three Fee and Fare Review Engagement**

In 2024, we began a comprehensive review of vehicle for hire fees and fares. We have now concluded Phase 3. Between April 22nd and May 1st, we met with members of the industry to share progress updates on the fee and fare review, validate what we heard from industry in Phase 1 and 2 engagement sessions, and present options for fare amendments. Thank you to all those who participated; your feedback on the project and the proposed options is greatly appreciated.

Based on the feedback received from the industry, we have made the decision to hold off presenting any fee, fare or related amendments to Council as originally planned in August 2025. The majority of the industry members engaged indicated support for waiting to make any bylaw changes to fees and fares until the Vehicle for Hire mandate is complete. This work has the potential to significantly impact the options brought forward for the fees and fares. Additionally, industry members communicated that frequent, minor adjustments to fare structures are disruptive and cause confusion.

### **VFH Program Mandate Development**

The Vehicle for Hire team will be developing the mandate for the Vehicle for Hire Program this year. This work will define the City's role and level of intervention in the vehicle for hire (VFH) industry. This includes establishing to what degree the Administration should regulate, incentivize, subsidize and/or operate vehicle for hire services where users experience gaps in service. Our team is currently working on the engagement plans and will share updates with stakeholders over the coming months.

## **OPERATIONAL UPDATE**

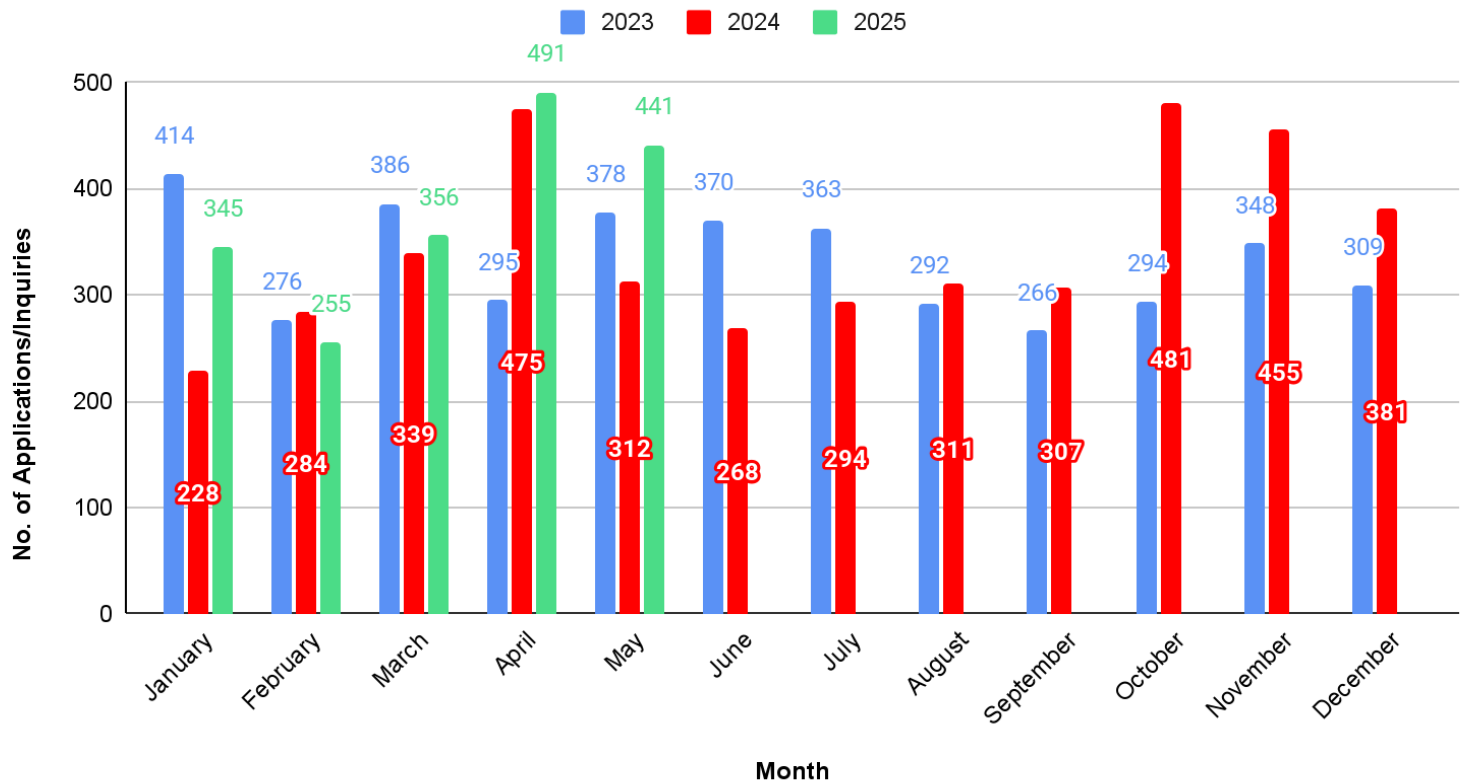
### **Annual Dispatch and Vehicle Licence Renewals**

The 2025/26 Vehicle for Hire renewals have concluded. We would like to thank all licensees who have renewed on time. Any remaining Dispatch and Vehicle licences that have not renewed have until July 21, 2025 to renew. A letter with instructions on how to renew has been mailed to all taxi and accessible taxi licensees who have not renewed. Please note that licences that do not renew will be cancelled and offered to waitlisted individuals. If you have any questions about the renewal process, please reach out to us at [vehicleforhire@edmonton.ca](mailto:vehicleforhire@edmonton.ca).

## Vehicle for Hire Applications and Inquiries

The following chart shows the year over year comparison for Vehicle for Hire applications and inquiries from January 2023 to January 2025. Overall there was a 59 percent increase in inquiries in 2024. More insights on 2025 will come as the year progresses.

### Vehicle for Hire Applications and Inquiries 2023 to 2025



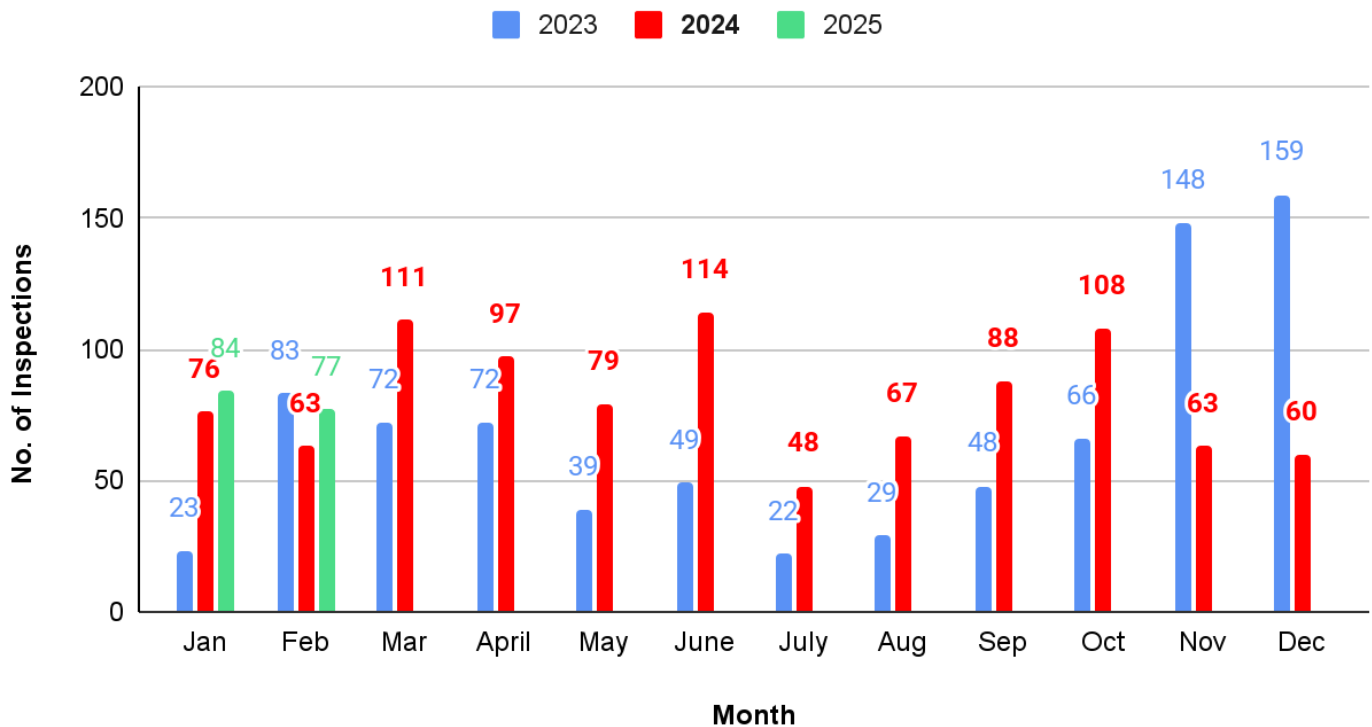
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## ENFORCEMENT UPDATES

### Enforcement Inspections

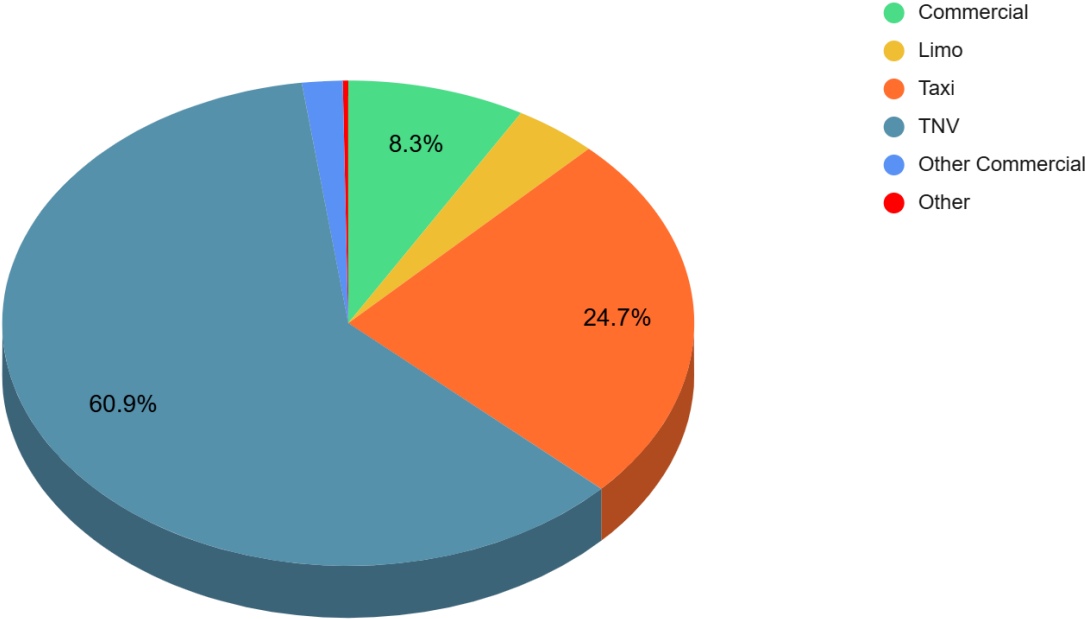
Overall, the number of inspections of the Vehicle for Hire industry has increased by 20 percent from 2023 to 2024.

### Total Number of Inspections Per Month 2023 vs 2024

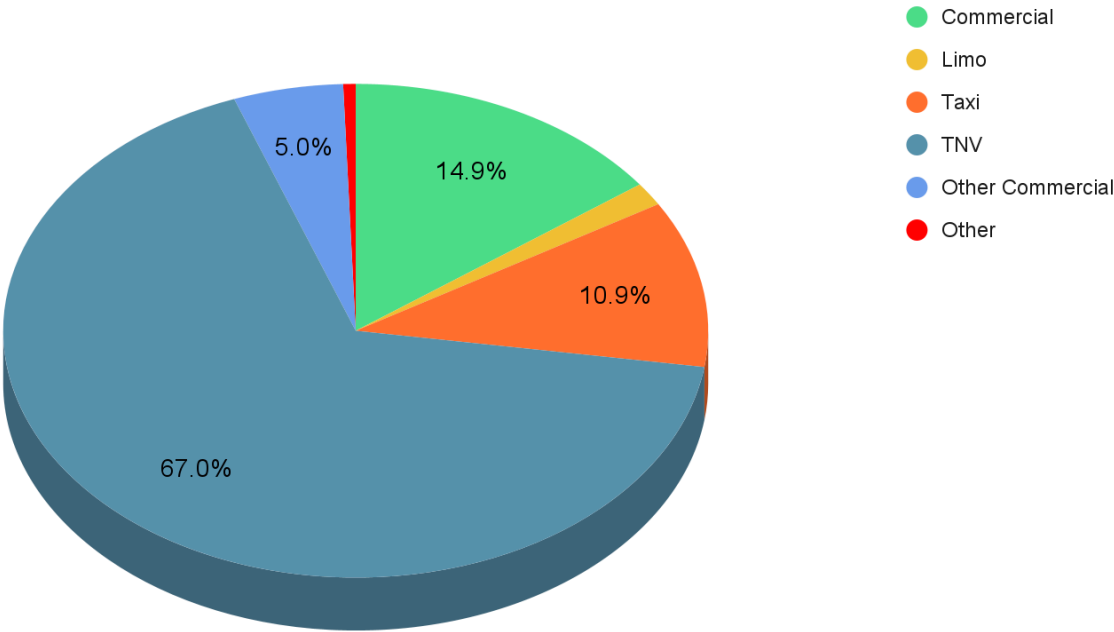


When analyzing the breakdown of inspections by business type for 2023 and 2024, there is an increase to inspections of Transportation Network Vehicles and Commercial Vehicles. There is also a decrease to inspections of Taxis and Limousines

Inspection by Business Type 2023



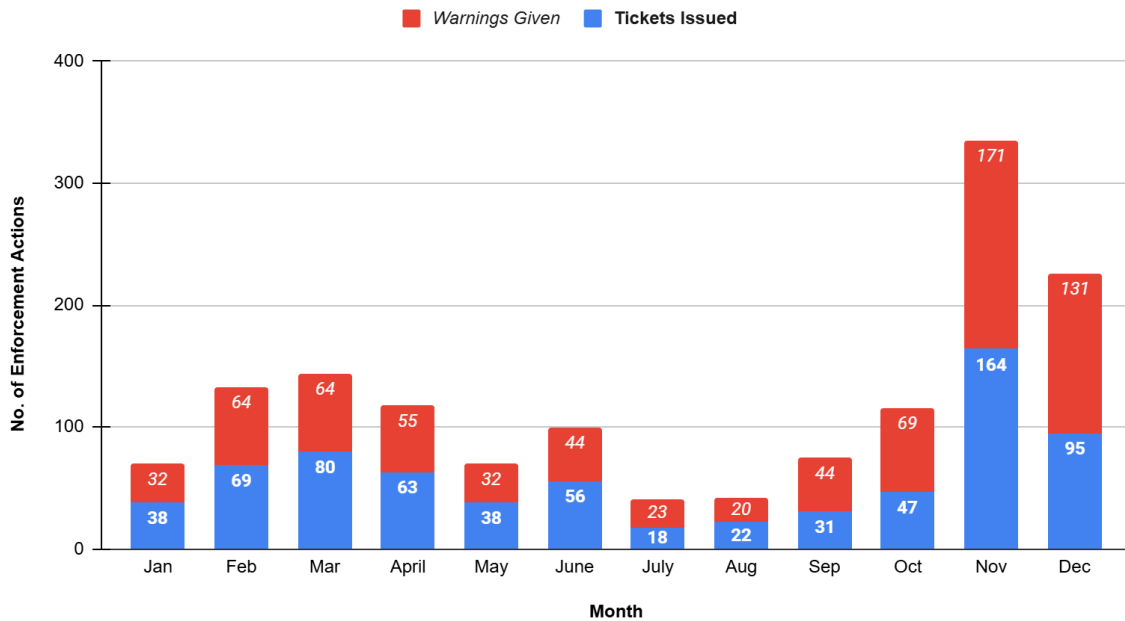
Inspection by Business Type 2024



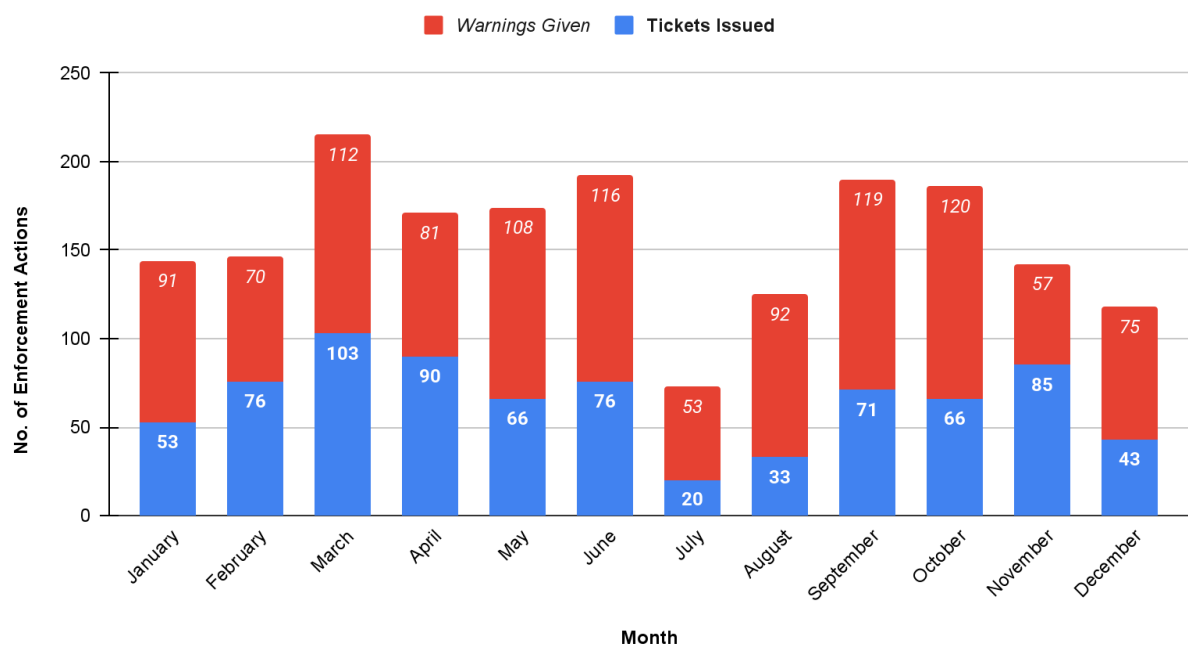
## Enforcement Action

The following charts summarize the number of warnings vs violation tickets issued by enforcement officers from January 2023 to December 2023, and January 2024 to December 2024. In 2024, enforcement officers gave 39 percent more warnings than tickets. This allows education opportunities when drivers are found violating the bylaw.

### Enforcement Actions Taken by Month, 2023



### Enforcement Actions Taken by Month, 2024



Most warnings were given for marking requirements (section 11.2 a); while most tickets were issued for permitting passengers to disembark when not legally stopped or where parking is not permitted (section 8 e). Both of these topics are covered in the new VFH Driver Training Program and are important topics for drivers to understand.

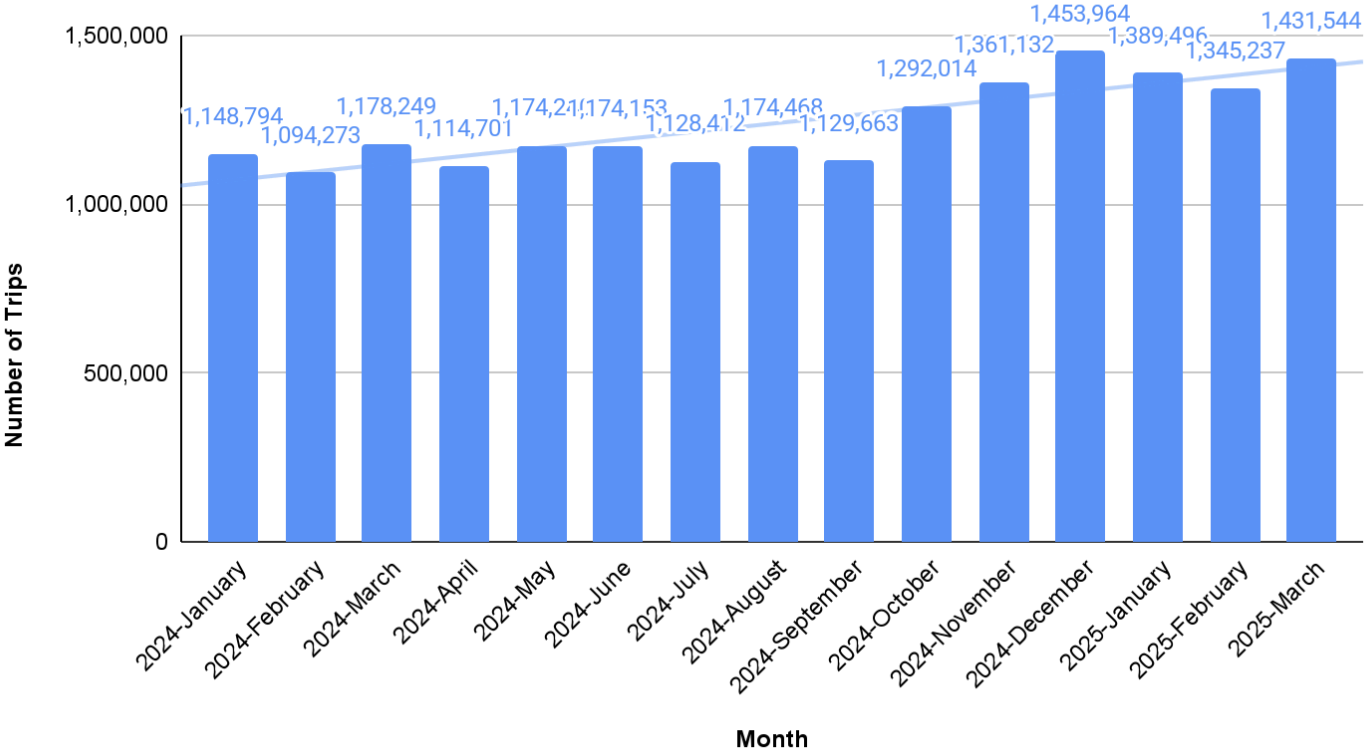
# TRIP RECORDS

A big thank you to all dispatchers for their cooperation and diligence in providing the trip records. Below we share some high level insights on trip record trends for the last year.

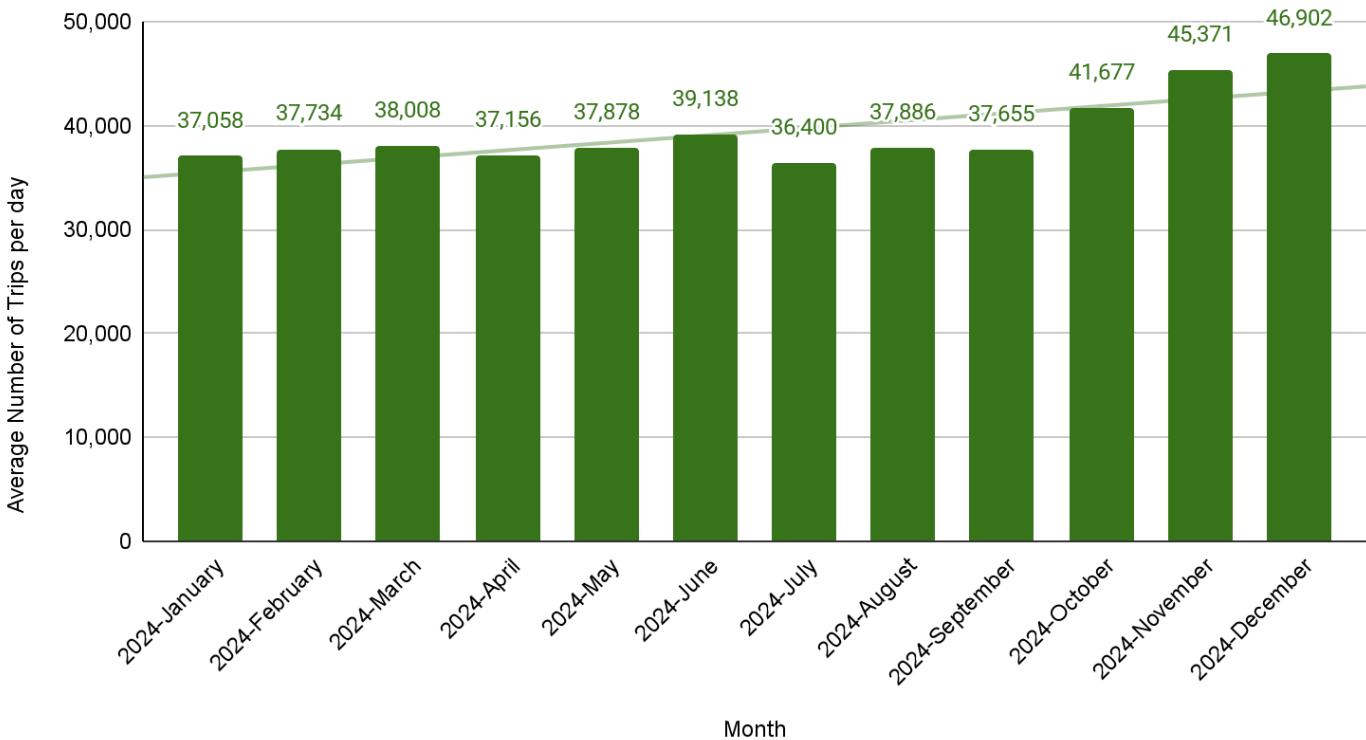
## Trip Record Insights

The following two charts show the aggregated number of trips for all of 2024 and the first quarter of 2025. The first chart shows the total trips by month and the second chart shows the average daily number of trips by month. There was a 26 percent increase in trips from January 2024 to December 2024. This can be attributed to the increase in Edmonton’s population in 2024, which increased by 65,000 people. This upward trend appears to continue into 2025.

Total Trips by January 2024 to March 2025

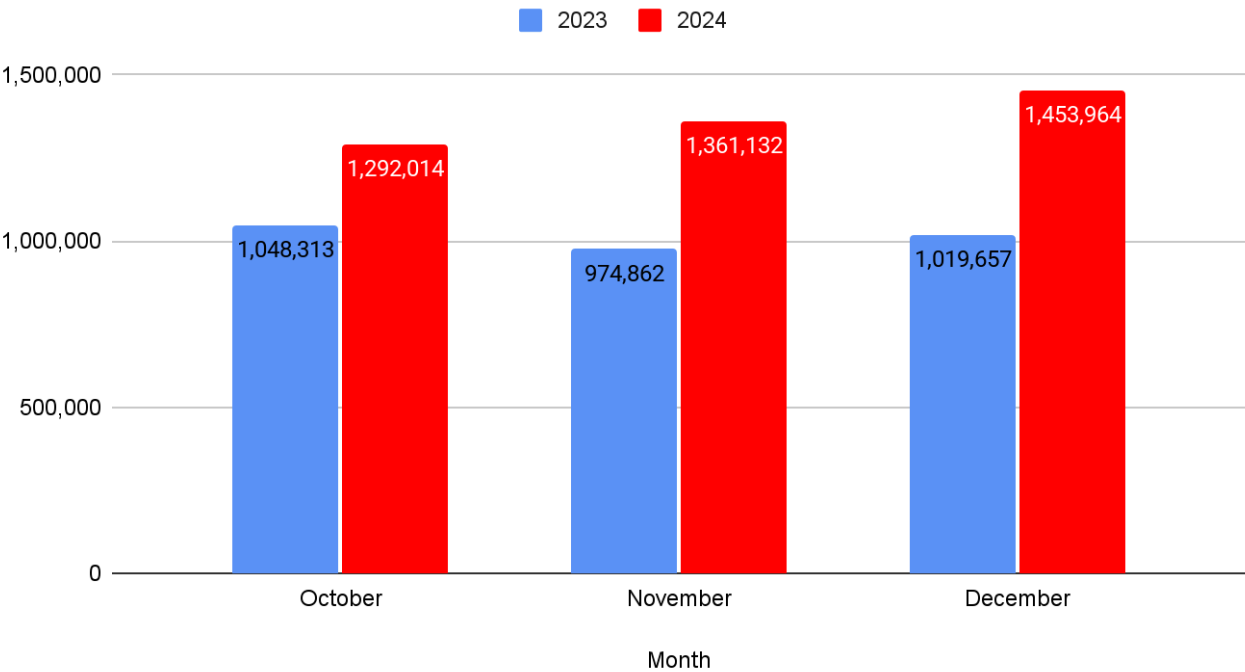


### Average Daily Number of VFH Trips, January 2024 to December 2024



The next chart compares the total number of trips per month in the third quarter of 2023 and 2024. This chart shows an increase in the number of trips in 2024.

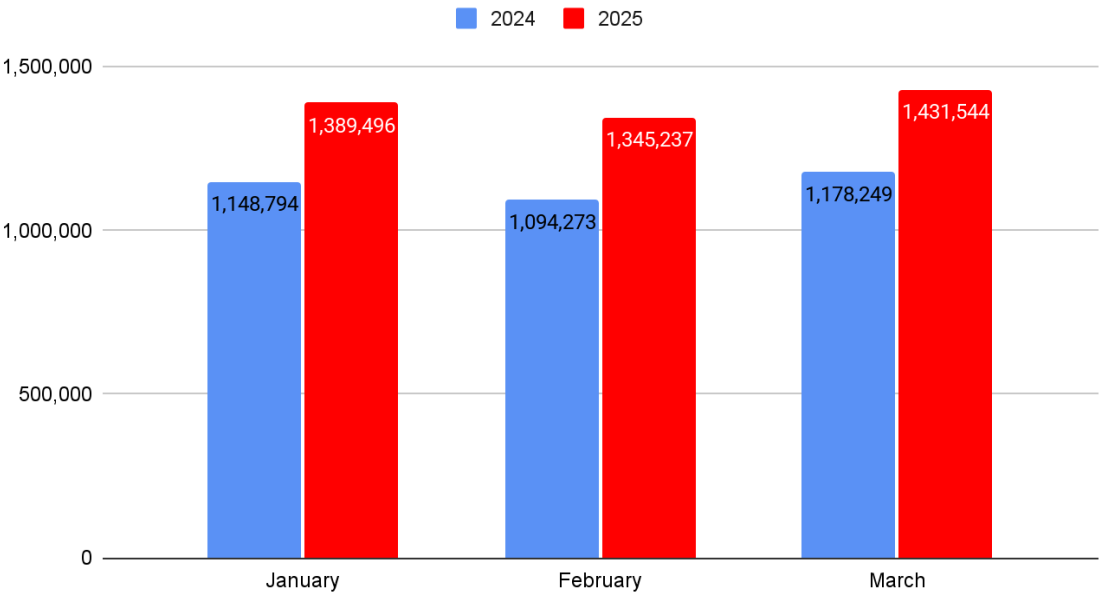
### Total Number of Trips Per Month Q4 2023 vs Q4 2024





The next chart compares the total number of trips per month in the first quarter of 2024 and 2025. This shows the continued trend of increasing total trips over time.

Total Number of Trips Per Month Q1 2024 vs Q1 2025

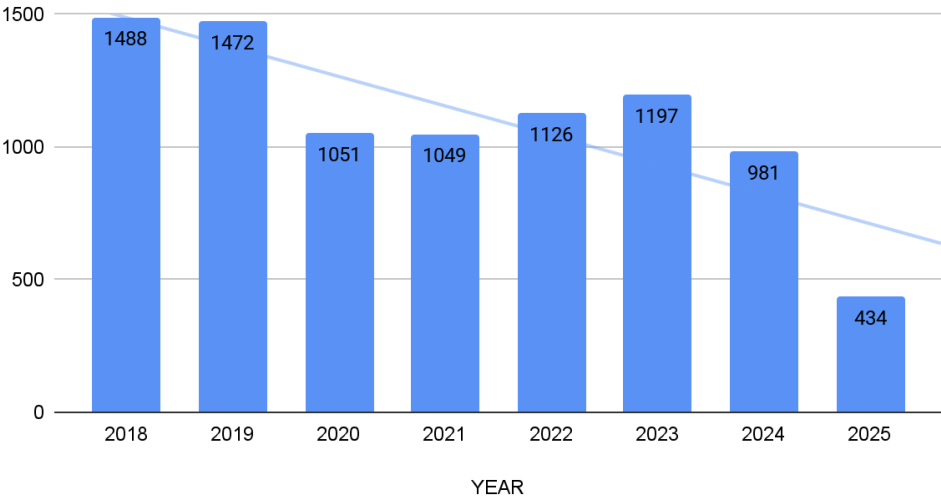


LICENSING DATA

Driver Licences

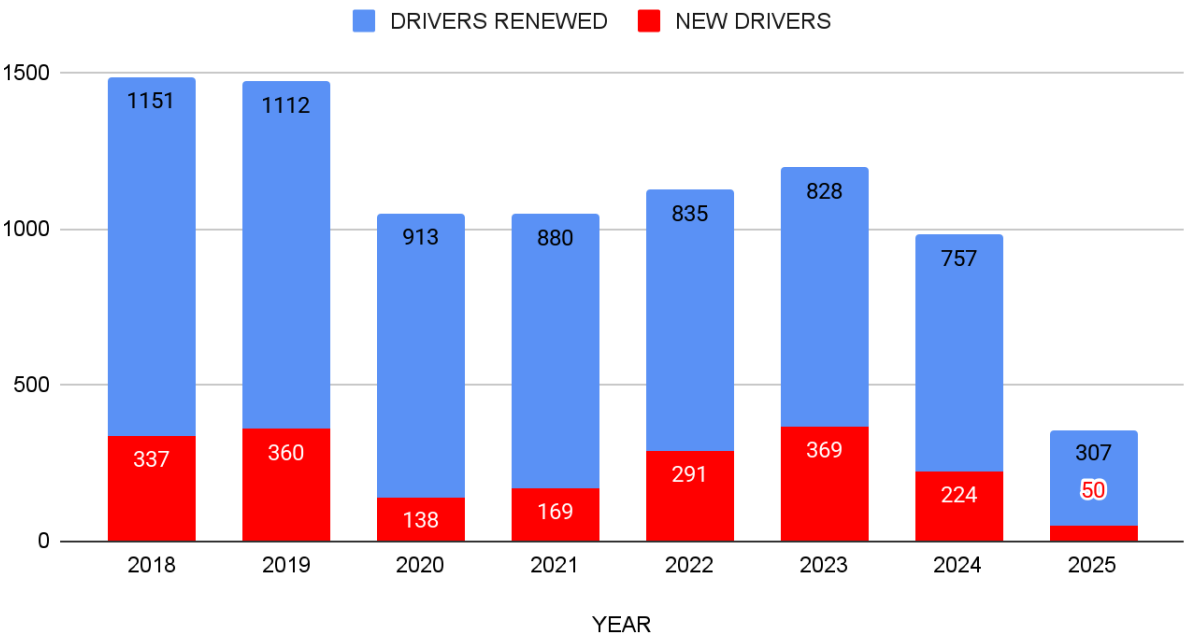
The following chart shows the total number of Vehicle for Hire Drivers Licences issued by year. There is an overall trend of the number of Driver Licences issued each year decreasing. Please note that the number of licences issued in 2025 is ongoing as licences are issued throughout the year.

Driver Licences Issued by Year



The following chart summarizes the total number of new driver licences vs renewed driver licences. This shows the majority of licensed drivers are not new to the industry.

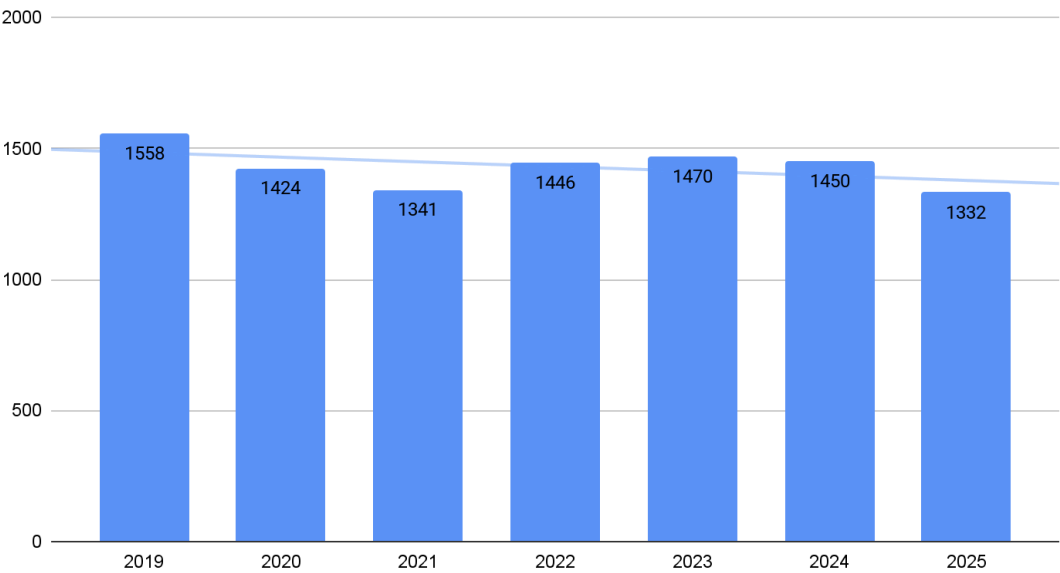
Driver Licences: New vs Renewed



Vehicle Licences

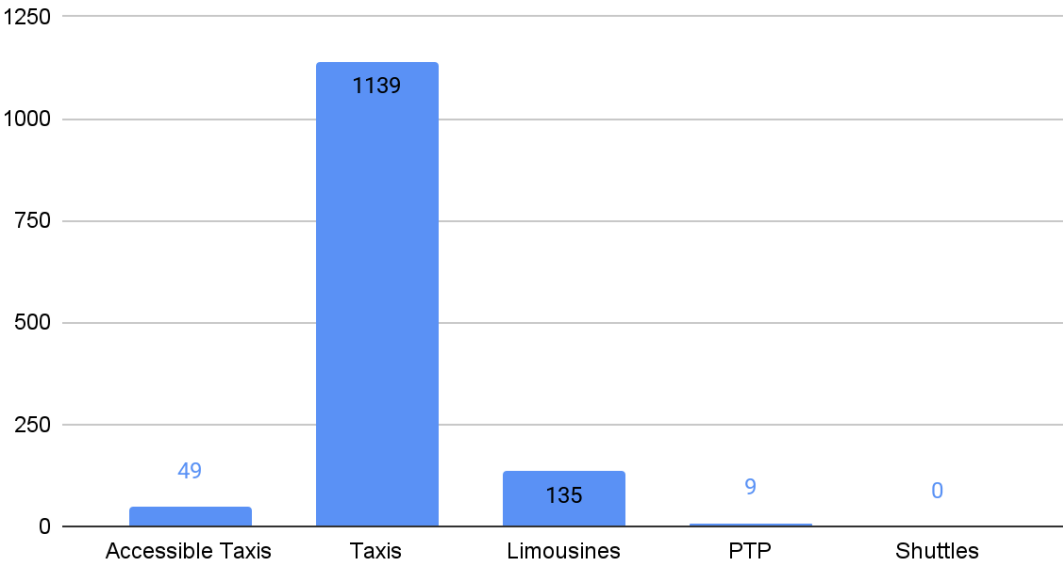
The following chart summarizes the total number of issued vehicle licences. This shows that while there is a slight decrease in vehicle licences, there has been a post-pandemic recovery.

Number of Vehicle Licences Issued by Year



The following chart breaks down the issued Vehicle Licences by type in 2025

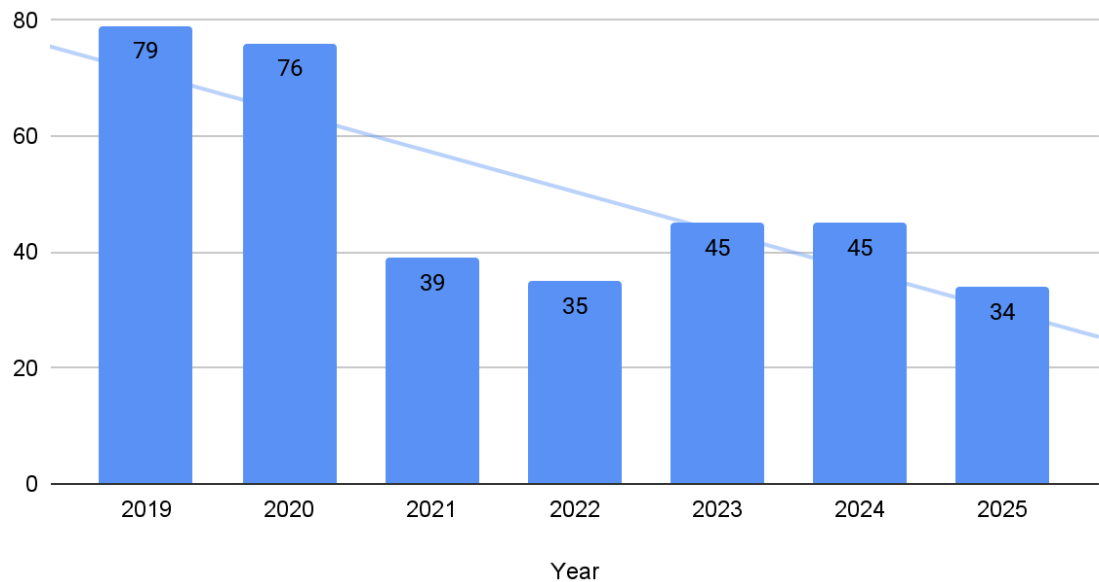
## 2025 Issued Vehicle Licences by Type



## Dispatch Licences

The following chart summarizes the total of issued dispatch licences. There has been a large decrease in the number of dispatchers since 2020. However, there has been a slight increase since the end of the pandemic.

## Number of Dispatch Licences Issued by Year



The following chart breaks down the total number of issued Dispatch Licences by type.

