

Vehicle-for-Hire Bylaw Review

Jessica Stanley, Project Lead of Vehicle-for-Hire Bylaw Review
Senior Policy & Research Officer
Municipal Licensing and Standards

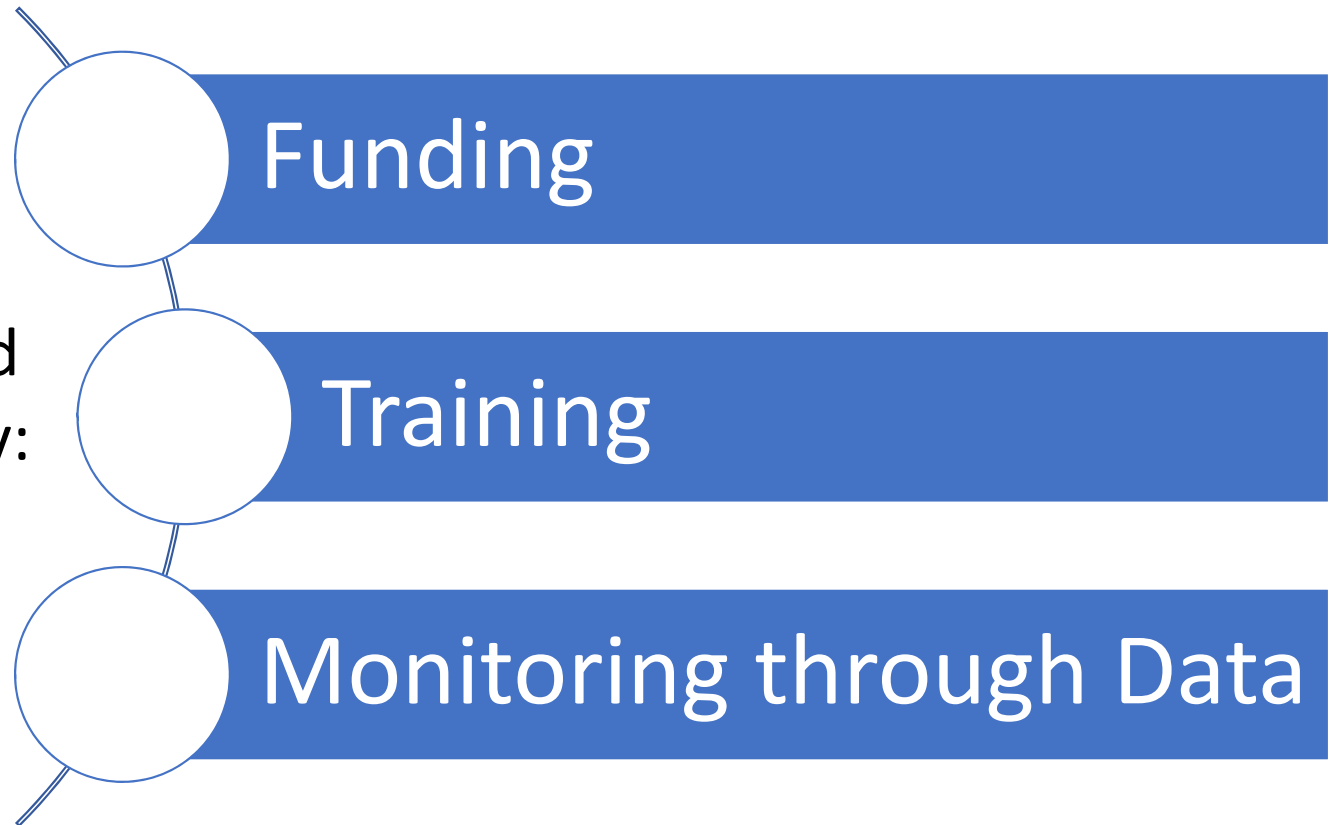


Vehicle-for-Hire Bylaw Review

- The City regulates taxicabs, limousines and private transportation companies (PTCs) such as Lyft and Uber.
- Directed by City Council to complete a review and report on:
 - Accessibility Strategy;
 - Congestion Study;
 - Economic Impact Analysis; and
 - Recommendations for addressing new and/or outstanding issues, such as training and mandatory equipment (e.g. cameras, passenger stickers, etc.)

Accessibility Strategy

Explores how to advance on-demand accessible service by:

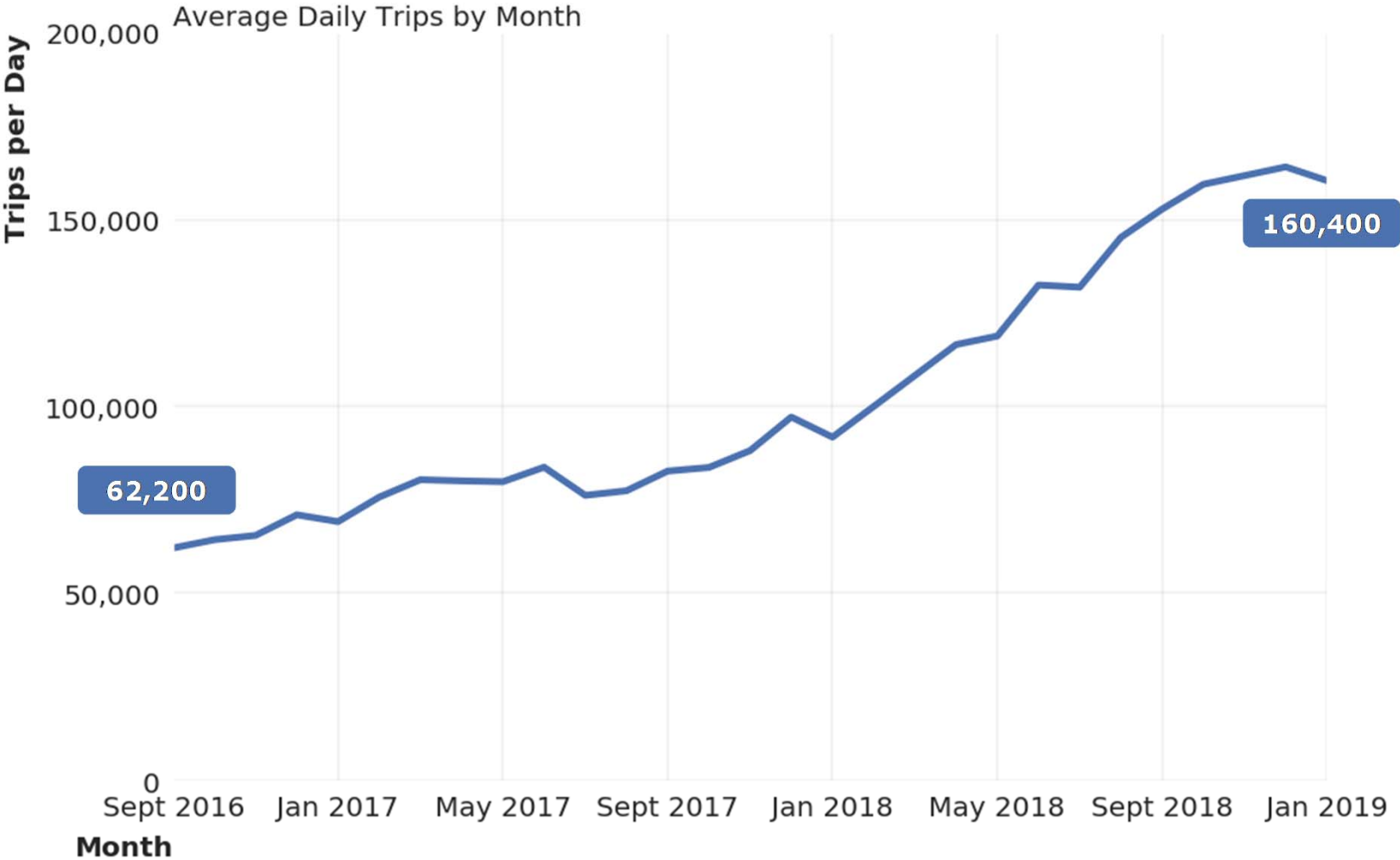


Congestion Study

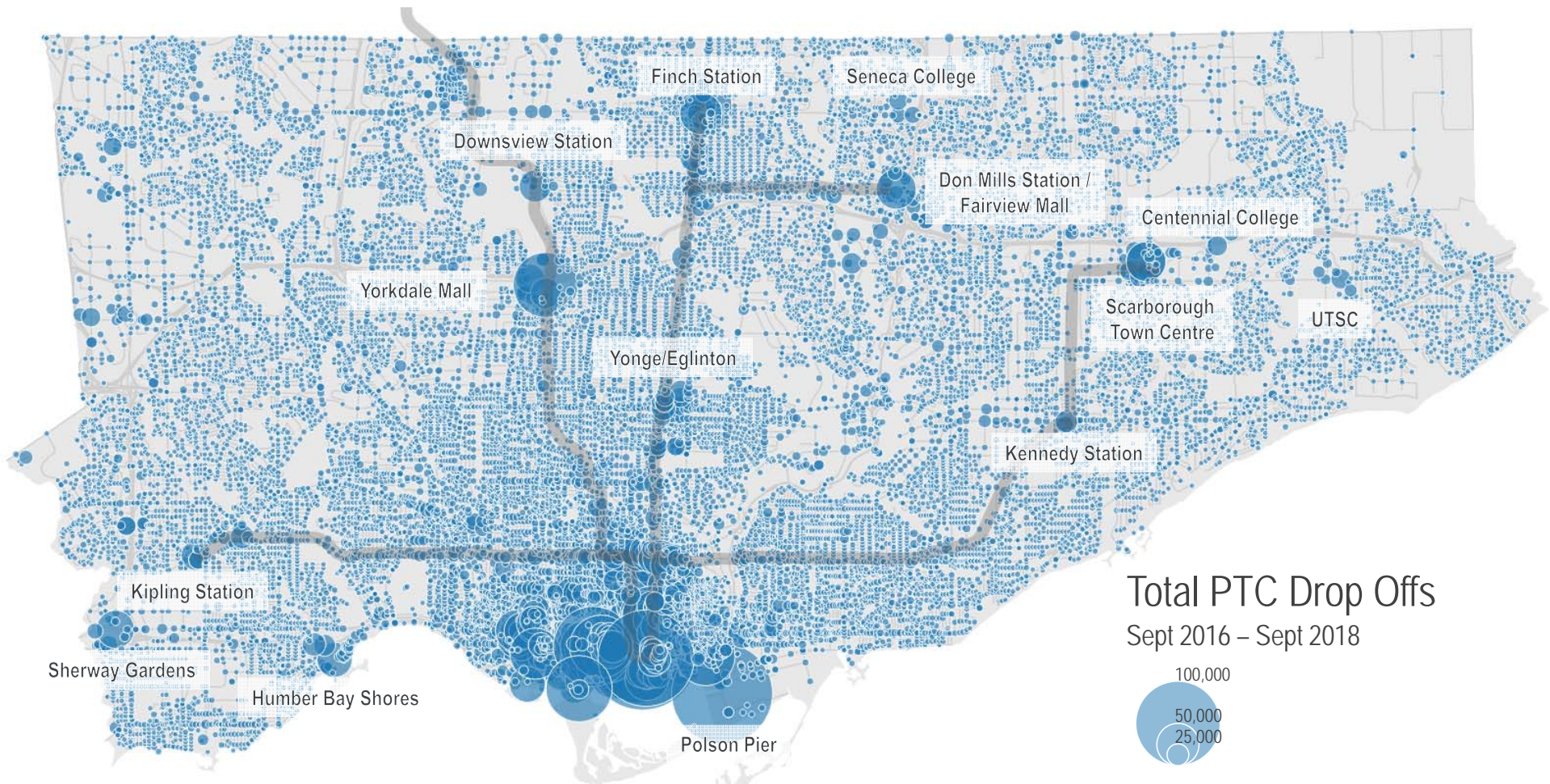
Expands the City's understanding of VFH trips in Toronto by answering:

1. What are the trends and patterns in PTC trips in the City?
2. How has this travel impacted traffic congestion and the transportation network?
3. How have travel choices evolved in the City?

PTC TRIPS HAVE INCREASED BY 160%



As a comparison:
Chicago – 283,000
in January 2019



Total PTC Drop Offs
Sept 2016 – Sept 2018

PTC trips are concentrated downtown and at major transportation hubs.

Economic Impact Study

Explores the economic and social changes affecting consumers, drivers, residents, and the vehicle-for-hire industry, since the introduction of the Vehicle-for-Hire Bylaw in 2016, including:

- Did opening the market benefit consumers, and if so, by how much?
- Were there any impacts to ancillary industries? Jobs?
- How has the quality of life for consumers and drivers changed?

Lessons Learned (So Far)

- The importance of (relevant) data.
 - Know why you're collecting it, and for what purpose.
 - Good data builds strategies.
- Where possible, build in flexible regulation.
 - An evolving industry requires regulation that keeps pace.
- Connect with peers.
 - Cities are going through similar challenges – knowledge transfer is key.