

June 10, 2014

To: Members,  
Community and Protective Services Committee

Re: Changes To The Taxi Bylaw To Allow Collection Of Electronic Trip Data

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RECOMMENDATION

1. That amendments to *Bylaw No. 9635, The Taxi Bylaw, 1994*, as further described in Schedule A, be approved, to add the following provisions to the Bylaw:
  - a. a requirement that taxi brokers use the computer-aided dispatch technology required by the Bylaw to record the data as outlined in this report;
  - b. a requirement that taxi brokers submit the recorded data to the City; and
  - c. establish that it is an offence to falsify records that are required pursuant to the Bylaw.
2. That the City Solicitor be instructed to prepare the required amending bylaw based on the changes outlined in this report.

CONCLUSION

The proposed changes to the *Bylaw No. 9635, The Taxi Bylaw, 1994* as outlined in this report and described in further detail in Schedule “A” are intended to allow for the collection of electronic trip data from taxi brokerages, following the introduction of global positioning systems (GPS) and computer-aided dispatch (CAD) technology in regular, accessible, temporary, and seasonal taxicabs. Trip data will be used to monitor the demand for taxicabs, which will allow the City to determine the appropriate number of taxicabs licences that should be issued in the City of Regina.

BACKGROUND

In August 2009, the City of Regina hired the consultant firm Tennessee Transportation & Logistics Foundation (TTLF) to provide a detailed analysis of the City’s taxicab industry. The study highlighted the improvements in efficiency and productivity that can be achieved across the taxicab industry through the adoption of CAD and GPS technology. According to the consultant, most companies that adopt computer aided dispatch technology are able to decrease deadhead miles of their fleets by up to 15%, thereby reducing fuel costs. There are benefits to the customer in that taxicabs are able to get to pick-up points faster, thus reducing the wait times. These technologies will also allow taxicab companies to electronically capture and store dispatch data and trip information, which can be used by the City to effectively monitor and regulate supply and demand for taxicabs.

Following the recommendations contained in the TTLF study, City Council mandated the use of GPS and CAD technology in all regular, seasonal, and temporary taxicabs by May 1, 2014 (CR12-19)<sup>1</sup>. In the same Council report, the requirement of trip data collection was referred back to the Administration so that further consultation with industry could be held to determine the type of data the City would collect once the technology was in place. The decision was made to revisit trip data requirements closer to the technology implementation date. Consultations with the taxicab industry began in October 2013.

## DISCUSSION

As a taxicab regulator, the City has a vested interest in collecting aggregated data that will provide insight into several industry-specific factors, including overall demand for taxicab service, vehicles in service, and wait times. An understanding of these factors will help determine whether the City has a sufficient supply of taxicabs to meet the demand. The City currently utilizes a taxicab population ratio of one for every 1,250 residents to determine the supply of taxicabs in the City. The ratio was adopted as an interim strategy to provide the City with a mechanism to issue additional taxicab owner's licences while giving the taxicab industry adequate time to acquire the requisite technologies.

Section 21.8.1 of *The Taxi Bylaw, 1994* currently requires that every taxicab owner in the City of Regina keep a trip log detailing the name and identification number of the driver, the date and time of each fare, and passenger pick up and discharge locations. While trip logs serve as an important reconciliatory tool for drivers, dispatchers, and law enforcement, the logs do not provide a straightforward overview of industry supply and demand.

When the trip data requirements were first proposed in 2011, taxicab industry members raised privacy concerns over the use of proprietary information and questioned the purpose for collecting this data. The Administration emphasizes that the City is not proposing to collect personal information such as customer names, credit card numbers, or other personal identifiers.

In order to inform future licensing and regulatory decisions regarding the taxi industry, the Administration recommends that *The Taxi Bylaw, 1994* be amended to require the computer aided dispatch technology required pursuant to section 24.2 of the Bylaw be capable of recording and archiving the following data:

- (a) for each dispatched trip:
  - i. date and time of dispatch;
  - ii. date and time of pick-up;
  - iii. duration of trip;
  - iv. length of time from when a dispatch call is received and the passenger is picked up;
  - v. whether or not a person is picked up at the dispatch location;
  - vi. whether a dispatch call is cancelled by the caller; and
  - vii. for accessible taxicabs, whether the taxicab was requested by a caller and if the trip was for transporting an ambulatory or non-ambulatory passenger;

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<sup>1</sup> On February 27, 2014, City Council mandated that GPS and CAD technologies be required in all accessible taxicabs by December 1, 2015 (CR14-15).

- (b) for non-dispatched trips:
  - i. date and time of pick-up; and
  - ii. duration of trip;
- (c) number of vehicles in service at any time.

The data would not be required to be recorded with respect to accessible taxicabs until December 1, 2015 as computer aided dispatch is not required for accessible taxicabs until that date.

The Administration consulted with representatives from the taxicab industry on October 18, 2013, March 10, 2014 and April 3, 2014. The Administration discussed with industry members the type of data that their equipment is capable of recording as well as how frequently the City anticipates requesting the data and in what format. The capabilities of the available computer aided dispatch technology were taken into account in selecting the data required to be recorded. With respect to reporting, industry members suggested reporting on a quarterly basis, with data averaged for each month in the reporting period. It was also suggested that data be reported to provide a summary of a “typical week” in the reporting period. For the “typical week” summary, data would be reported for dispatch shifts and driver shifts over a selected seven-day period determined by the City Licence Inspector. The City may also require additional data submission for specific studies or review or in order to audit compliance.

The bylaw amendments will require the recorded data to be submitted in the time, manner and form as requested by the Licence Inspector. This will allow the City to collect data as needed and to adjust the type and frequency of data required as the City develops a better understanding of the supply and demand of the taxi industry in Regina and which data is most indicative of trends in the supply and demand of the taxi industry. Based on the Administration’s consultations with the taxi industry the Administration will begin to collect data as set out in the following table, with the type and frequency of data being collected adjusted as needed and in further consultation with the industry:

Table 1.

<b>Metric</b>	<b>Frequency</b>	<b>Reporting Items</b>
Trip information	Monthly	<ul style="list-style-type: none"> <li>▪ Total number of trips for the month (including street hails and contracts)</li> </ul>
	Daily for selected week	<ul style="list-style-type: none"> <li>▪ Same as monthly reporting</li> </ul>
Dispatch response times	Monthly	<ul style="list-style-type: none"> <li>▪ Total dispatch trips completed for the month</li> <li>▪ Average wait time (in minutes)</li> <li>▪ Total “no load” trips (i.e., cancellation or no-show)</li> </ul>
	Daily dispatch shifts for selected week	<ul style="list-style-type: none"> <li>▪ Same as monthly reporting</li> </ul>
Vehicles in service	Monthly	<ul style="list-style-type: none"> <li>▪ Average number of vehicles in service</li> </ul>
	Daily driver for selected week	<ul style="list-style-type: none"> <li>▪ Number of vehicles in service during shift</li> </ul>

The recommended Bylaw amendments also include the creation of an offence for falsifying records required to be kept, pursuant to the new record keeping provisions.

RECOMMENDATION IMPLICATIONS

Financial Implications

None with respect to this report.

Environmental Implications

None with respect to this report.

Policy and/or Strategic Implications

The amendments are consistent with the *Design Regina* in providing transportation options that will assist people with moving around the city.

Other Implications

None with respect to this report.

Accessibility Implications

None with respect to this report.

COMMUNICATIONS

The Administration held three meetings with representatives from the major brokerages on October 18, 2013, March 10, 2014, and April 3, 2014. Brokerage representatives provided their opinions regarding the types of data to be reported and suggested that reports be submitted on a quarterly basis.

DELEGATED AUTHORITY

The report must be forwarded to City Council for approval.

Respectfully submitted,



Kelly Scherr, Director  
Construction & Compliance

Respectfully submitted,



Jason Carlston, Executive Director  
Community Planning & Development