

## THE DRIVING ALTERNATIVE RESPONSE

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### SUMMARY

At the LTAC meeting on 2016 October 05, LTAC received a written submission from The Driving Alternative Inc. regarding a request for exemption to the Livery Transport Bylaw allowing their TNC, Ride Please™ the opportunity to book trips through a call-in service. Administration was directed to report back to LTAC in three months.

### BACKGROUND INFORMATION

The Driving Alternative Inc. operates two individual businesses, Keys Please® and Ride Please™. Ride Please™ is a licensed TNC which is branded as a ride share service which books trips (utilizing private for hire vehicles) through an approved App.

At the 2016 October 05 regular meeting of LTAC, The Driving Alternative Inc. presented a written submission (LTAC2016-31) that requested an exemption for Ride Please™ from Livery Transport Bylaw 6M2007 to allow call-in ride requests along with App-based requests.

In part, the written submission stated: *“There is one area that we are requesting an exemption. It pertains to the restriction on ordering our services by phone or dispatcher or booking via website. We are not asking for a removal of the stipulations from the bylaws but an exemption for The Driving Alternative Inc. Seniors, low income people and persons requiring assistance are markets that are under-served at this time and who need affordable, timely and transparent transportation. These individuals are not accommodated if they are unable to call in for the service or have a senior’s residence or doctor’s office book a ride for them. They do not now have, and are unlikely to obtain in the future, a smart phone that would allow them to be able to use the app. An exception for our company to be able to accept these calls and web bookings would go a long way to helping us meet the needs for this segment of our population and will allow us to truly be a TNC available to all segments of the population of Calgary.”*

### INVESTIGATION

The requirements to be licensed as a TNC include several operating conditions that promote safety, fairness and customer service standards. Pursuant to the Livery Transport Bylaw 6M2007, all TNC trips must be arranged and performed through the use of an approved App. This achieves the dual objectives of promoting safety and fare transparency.

The Driving Alternative Inc. met with Livery Transport Services (LTS) on 2017 January 10 and 2017 March 08 to discuss their request for a bylaw exemption. During the meetings it was explained there is no authority under the bylaw to grant an exemption from the requirements of the Bylaw.

TNCs are new to the Calgary market, as are The City’s efforts to regulate them. A report to Council is scheduled for 2018 Q1, at which time it is anticipated that The City will have data to evaluate the new regulatory framework. Recommendations regarding potential improvements to the Livery Transport Bylaw, if any, may be presented by Administration to Council at that time.

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### **STAKEHOLDER ENGAGEMENT OR RESEARCH CONDUCTED**

In addition to meeting with The Driving Alternative Inc., LTS has provided updates to LTAC on this matter. Over the past two years there has been stakeholder engagement regarding the framework for regulating TNCs, including a number of amendments to the Livery Transport Bylaw. This engagement included the livery industry, LTAC (including Plate Utilization Subcommittee), TNCs, citizens, as well as with internal stakeholders such as the Law Department.

### **RECOMMENDATIONS FOR LTAC TO CONSIDER**

That LTAC receive the report for information.

### **ATTACHMENT**

LTAC2016-31

**SUBMISSION PRESENTED BY: JODI HUGHES, ISSUE STRATEGIST, LIVERY  
TRANSPORT SERVICES**