Workshop:
Preparing for Ride-hailing on the North Shore

December 9, 2019
Agenda

• What is Ride-Hailing?
• Provincial Overview
• Recommendations
  • Business Licence Framework
  • Street Management
• Stakeholder Feedback
• Discussion
• Summary & Next Steps
What is Ride-Hailing?

Ride-Sharing
(Carpooling)

Ride-Hailing

Source: Poparide
Where does ride-hailing fit?

**PDV:** vehicle operating to & from locations for passengers

**TNS:** linking drivers & passengers who hail and pay using an online platform

**Passenger Directed Vehicle**
- Ride-Hailing
- Taxi
- Limousine

**Transportation Network Service**
### Regulatory Authority – All PDVs

<table>
<thead>
<tr>
<th></th>
<th>Province</th>
<th>DNV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicles - number operating in DNV</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Vehicles - service area/operating boundary</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Vehicle standards</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Vehicle - safety standards and inspection requirement</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Driver - criminal and driving record checks and training</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Fare rates</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Issue business licences to companies</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Manage street use and traffic</td>
<td>X</td>
<td>✓</td>
</tr>
</tbody>
</table>

*Municipalities cannot prohibit TNS operations or impose fleet size restrictions*
# Proposed North Shore Framework

## Key Principles
- Enhance mobility options
- Build foundation for future policy
- Consistency across boundaries
- Work within organizational capacity
- Communicate with transparent approach

## Objectives to Meet
- Minimize congestion
- Maintain affordability for passengers & companies
- Minimize burden to municipal resources
- Increase accessibility
- Maximize safety
- Reduce GHG emissions within the limitations set by the province
## Business Licence Framework

<table>
<thead>
<tr>
<th>Existing</th>
<th>Proposed</th>
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<tbody>
<tr>
<td>• Inter-municipal business licence limited to mobile contractor businesses</td>
<td>• Allow resident taxi companies &amp; non-resident TNSs to obtain inter-municipal business license</td>
</tr>
<tr>
<td>• Obtained from resident municipality, additional fee to operate in other North Shore municipalities</td>
<td>• Tiered licence fee based on fleet size</td>
</tr>
<tr>
<td>• Staff meet to share fees and update lists of businesses</td>
<td>• No ZEV &amp; accessible vehicle discount in first year</td>
</tr>
<tr>
<td>• Taxis are ineligible, obtaining regular business licence in each municipality</td>
<td>• One municipality to handle licensing for North Shore municipalities</td>
</tr>
<tr>
<td></td>
<td>• Taxi companies &amp; TNSs provide data, in line with provincial requirements</td>
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Proposed Street & Curb Management Actions

1. Create one loading zone definition for North Shore municipalities
2. Create geofenced areas to restrict access or designate reserved loading zones + work with companies to implement
3. Charge pick-up & drop-off fees during peak times that are discounted for ZEV & accessible vehicles + fund transportation investments with revenues
4. Execute actions after receiving & analyzing data to demonstrate need
## Stakeholder Consultation

<table>
<thead>
<tr>
<th>Stakeholder group</th>
<th>Feedback</th>
</tr>
</thead>
</table>
| • North Vancouver Chamber of Commerce  
  • Lower Lonsdale BIA               | • Support regional approach  
                                         • Need more options to get around North Shore  
                                         • Street parking is limited—need to allocate curb space intelligently  
                                         • Develop metrics to measure success |
| • North Shore Taxi  
  • Sunshine Cabs                    | • Expect North Shore to be major market for ride-hailing demand  
                                         • Support sharing data to make informed planning decisions  
                                         • Support simplified licensing approach |
| • Uber  
  • Lyft                            | • Support regional approach  
                                         • Want to help with planning for loading zones and restricted areas  
                                         • Concerns with surcharge fee model & data privacy |
### Summary of Recommendations

<table>
<thead>
<tr>
<th>Inter-Municipal Business Licence</th>
<th>Street &amp; Curb Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Require taxis and ride-hailing companies to hold one North Shore-wide business licence</td>
<td>• Create one loading definition for NS</td>
</tr>
<tr>
<td>• Tiered fee structure based on fleet size</td>
<td>• Create areas to restrict or reserve loading zones</td>
</tr>
<tr>
<td>• No discounted business licence fee in first year for ZEV or accessible vehicles</td>
<td>• Charge a trip surcharge fee for pick-ups &amp; drop-offs during peak times</td>
</tr>
<tr>
<td>• Require taxis and ride-hailing companies to share data on a regular basis</td>
<td>• Discount trip surcharge for ZEV and accessible vehicles</td>
</tr>
<tr>
<td>• Harmonize fees and fines for enforcement actions across North Shore</td>
<td>• Use revenue collected from trip surcharge fees to fund investments in transportation</td>
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</tbody>
</table>
Longer-Term Goals

• Do not add to congestion on our busiest arterials during peak times

• Do not compete with and draw ridership away from transit hubs

• Complement transit by connecting riders to / from transit while buses are running, at least along the FTN
Next Steps

- Draft bylaw changes
- Bring bylaw changes to Council in early 2020
- Continue to engage with partners to develop regional business licence
- Develop success metrics and key performance indicators
Questions to Council

1. Does Council support the principles & objectives for ride-hailing regulations?
2. What types of transportation projects would you like to see funded by the potential revenues?
3. What would you like to learn about ride-hailing one year after its introduction?
Recommendation

THAT the November 26, 2019 Report from staff entitled ‘Proposed North Shore Ride-Hailing Approach’ is received for information, and

THAT Committee endorse the proposed principles and objectives to address ride-hailing and the interim North Shore approach and recommendations as presented in this report.
Thank You