

Workshop: Preparing for Ride-hailing on the North Shore

December 9, 2019

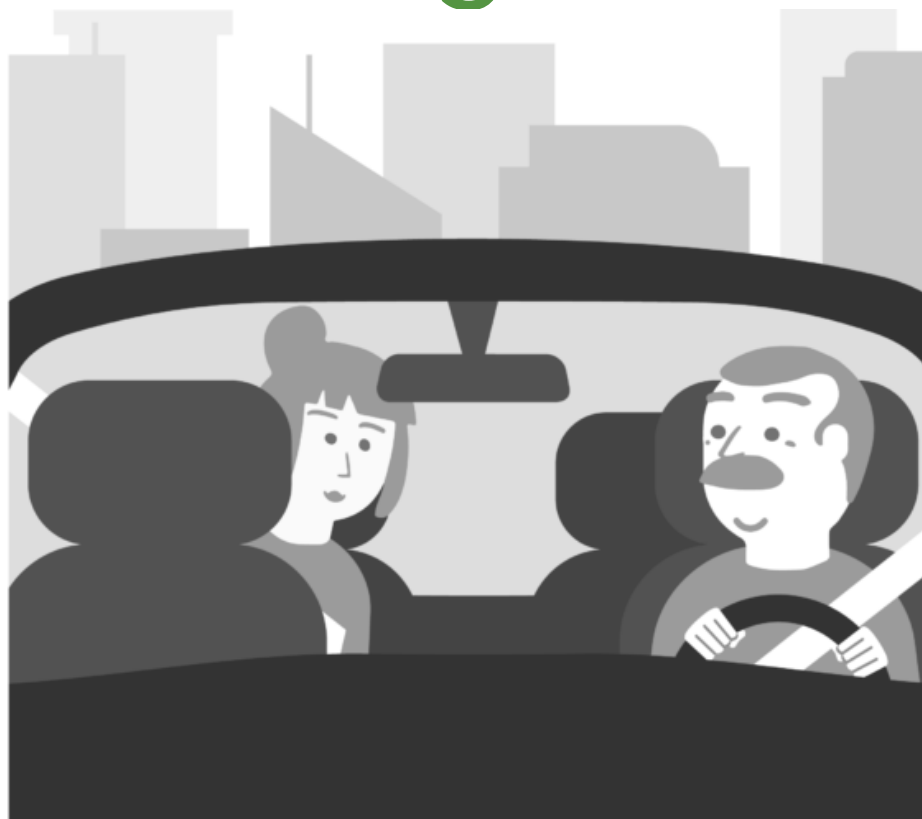
Agenda

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

What is Ride-Hailing?



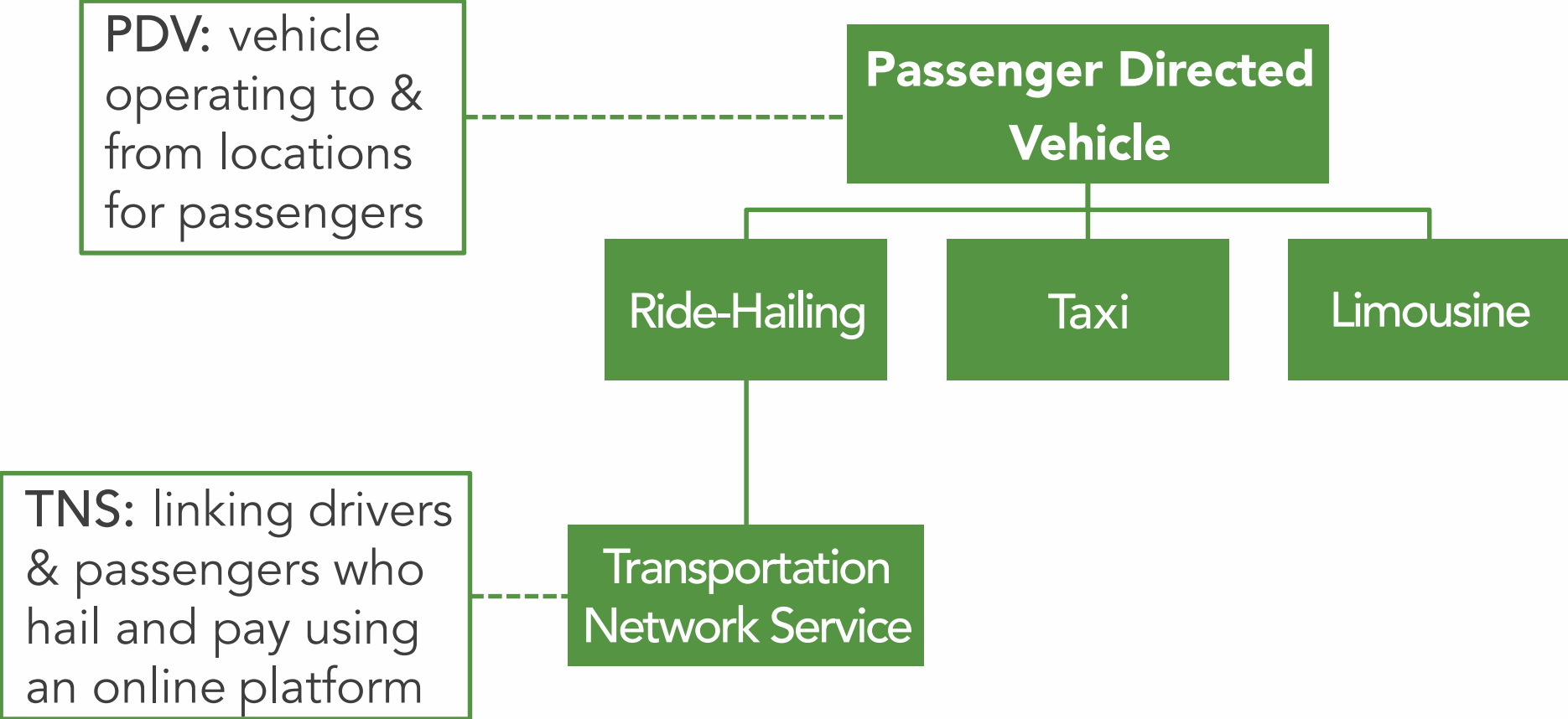
Ride-Sharing
(Carpooling)



Ride-Hailing

Source: Poparide

Where does ride-hailing fit?



Regulatory Authority – All PDVs

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

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

Existing

- Inter-municipal business licence limited to mobile contractor businesses
- Obtained from resident municipality, additional fee to operate in other North Shore municipalities
- Staff meet to share fees and update lists of businesses
- Taxis are ineligible, obtaining regular business licence in each municipality

Proposed

- Allow resident taxi companies & non-resident TNSs to obtain inter-municipal business license
- Tiered licence fee based on fleet size
- No ZEV & accessible vehicle discount in first year
- One municipality to handle licensing for North Shore municipalities
- Taxi companies & TNSs provide data, in line with provincial requirements

Proposed Street & Curb Management Actions



Create one loading zone definition for North Shore municipalities



Create geofenced areas to restrict access or designate reserved loading zones + work with companies to implement



Charge pick-up & drop-off fees during **peak times** that are discounted for ZEV & accessible vehicles + fund transportation investments with revenues



Execute actions after receiving & analyzing data to demonstrate need

Stakeholder Consultation

Stakeholder group	Feedback
<ul style="list-style-type: none">• North Vancouver Chamber of Commerce• Lower Lonsdale BIA	<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• North Shore Taxi• Sunshine Cabs	<ul style="list-style-type: none">• Expect North Shore to be major market for ride-hailing demand• Support sharing data to make informed planning decisions• Support simplified licensing approach
<ul style="list-style-type: none">• Uber• Lyft	<ul style="list-style-type: none">• Support regional approach• Want to help with planning for loading zones and restricted areas• Concerns with surcharge fee model & data privacy

Summary of Recommendations

Inter-Municipal Business Licence	Street & Curb Management
<ul style="list-style-type: none">• Require taxis and ride-hailing companies to hold one North Shore-wide business licence• Tiered fee structure based on fleet size• No discounted business licence fee in first year for ZEV or accessible vehicles• Require taxis and ride-hailing companies to share data on a regular basis• Harmonize fees and fines for enforcement actions across North Shore	<ul style="list-style-type: none">• Create one loading definition for NS• Create areas to restrict or reserve loading zones• Charge a trip surcharge fee for pick-ups & drop-offs during peak times• Discount trip surcharge for ZEV and accessible vehicles• Use revenue collected from trip surcharge fees to fund investments in transportation

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