

Vehicle for Hire 2025 Holiday Driver for Hire Safety Campaign

Overview:

The City of Red Deer strives to promote safe options for the community. One of the ways we do so is through bylaws that enforce safe practices, such as the Vehicle for Hire Bylaw (3706/2024). The rules and regulations contained within the Vehicle for Hire Bylaw specify both vehicle and driver safety standards. We know that you are aware of these requirements and that your riders may not be aware of all the safety requirements you adhere to.

We appreciate the work you do as a Driver to maintain your licence as it translates into the community having safe and reliable transportation options. As we approach the holiday season, and the need for Vehicle for Hire services increases, we identified an opportunity to support you by teaching the community how to identify licenced drivers. We want riders to make the safest choice, which is choosing you.

Key Campaign Messages:

1. Licenced Drivers for Hire are a safe choice for riders.
2. Riders can ensure their safety by checking that their driver has a visible City of Red Deer issued ID Badge.
3. When a Rider chooses a licenced Driver for Hire, they know you have been screened and adhere to the Vehicle for Hire Bylaw.

Conclusion:

We are reaching out to the Industry to make you aware of this campaign. Please be aware that customers may expect to see your ID Badge as required in the Bylaw due to the campaign. The work put into attaining a Driver for Hire Licence is appreciated, and we value the safe transportation service you provide to the community. The "Cheers to our Licenced Drivers!" campaign will run throughout December 2025 and into the beginning of January 2026.

Questions:

Contact our Licensing Team at 403-342-8182 or licensing@reddeer.ca.

With thanks,

City of Red Deer Licensing Team