



LEGISLATIVE AND COURT SERVICES MEMORANDUM

TO: MAYOR J. LEHMAN AND MEMBERS OF CITY COUNCIL

FROM: T. BANTING, MANAGER OF ENFORCEMENT SERVICES AND D. MCALPINE, CITY CLERK/DIRECTOR OF LEGISLATIVE AND COURT SERVICES

NOTED: R. PEWS, ACTING GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: TRANSPORTATION INDUSTRY BY-LAW PILOT (TAXI CAB COMPANIES, RIDE SHARING/PRIVATE TRANSPORTATION COMPANIES AND DRIVER FOR HIRE COMPANIES)

DATE: JULY 24, 2017

The purpose of this memorandum is to provide members of Council with an update concerning the changes to the Transportation Industry By-law (Taxi Cab Companies, Ride Sharing/Private Transportation Companies and Driver for Hire Companies). On April 10, 2017, City Council approved changes to the Transportation Industry Business Licensing By-law and the Fees By-law as part of a one-year pilot that will be starting effective August 1, 2017.

As part of the pilot, Taxi Cab Companies will be responsible for the submission of all required documentation for the company, the vehicles and the drivers. The vehicles and drivers will no longer be independently licensed. In addition, new provisions will require Ride Sharing/Private Transportation companies and Driver for Hire companies to be licensed for the first time.

In order to communicate the changes to the licensing requirements of by-law, on May 10, 2017 all of the existing licensed Taxi Cab companies and the Taxi Working Group were invited to an information session and was held on May 25th, 2017 to explain the requirements for a company to become licensed as of August 1, 2017. Three of 12 licensed Taxi Cab Companies attended the information session.

Staff held similar meetings for the Driver for Hire companies outlining the business licensing requirements. That information session was held for the Drive for Hire industry on May 26th, 2017, with two of the six known operators attending.

Staff communicated directly with the one known Ride Sharing (Private Transportation) company operating in Barrie regarding the business licensing requirements.

Public Awareness and Monitoring

To inform the public of the changes, an advertisement was included in This Week in Barrie and communicated through social media announcing the changes and providing contact information for any questions or concerns.

A survey has been initiated for the public to provide their comments regarding their experiences with the passenger transportation industry before the changes are implemented and after the changes.

Staff will be conducting random inspections utilizing both uniformed staff and a mystery shopper approach, for all of three groups after August 1, 2017.



LEGISLATIVE AND COURT SERVICES MEMORANDUM

As part of the quarterly memorandums requested by City Council regarding the pilot, staff will provide information regarding the following matters:

- The number of companies licensed in each category;
- The amount of time spent processing licensing applications and any challenges experienced during the licensing process;
- A summary of the public survey responses and comments from industry representatives; and
- The general findings from inspections.

Please contact Tammy Banting, Manager of Enforcement Services or Dawn McAlpine, City Clerk/Director of Legislative and Court Services, should you have any questions or require further information.