



# INFORMATION REPORT

<b>TO:</b>	Chair and Members Planning Committee
<b>COMMITTEE DATE:</b>	January 14, 2020
<b>SUBJECT/REPORT NO:</b>	Advertising on Taxicabs (PED20014) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Monica Ciriello (905) 546-2424 Ext. 5809
<b>SUBMITTED BY:</b>	Ken Leendertse Director, Licensing and By-law Services Planning and Economic Development Department
<b>SIGNATURE:</b>	

## COUNCIL DIRECTION

N/A

## INFORMATION

To align with and support our Planning and Economic Development objective of “Open of Business” the Licensing and By-law Services Division is proposing to approve advertising internally and externally in taxicabs as already permitted in the City of Hamilton, Business Licensing By-law 07-170, Schedule 25.

As a result of the disruptive changes in the taxicab industry over the last few years, approving advertising would allow for additional revenue to be generated for drivers, owners and/or operators. Schedule 25 of the Business Licensing By-law, regulates the operation of taxicabs within the City. Subsection 49(1) of Schedule 25 already contemplates the specifics around taxicab advertising and it does not allow a taxicab to advertise unless it is done in a manner that is approved by the Director of Licensing and By-law Services.

Subparagraph 49(1)(i) further outlines content guidelines such as:

- The content of the advertising shall not be of an obscene, racist, sexist or discriminatory nature.

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OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

As well as specification guidelines, such as:

- number of exterior advertisements shall not exceed one;
- the size of the exterior advertisements shall not exceed 16cm x 92 cm; and
- exterior advertisements shall not obstruct vision of the taxicab driver.

Although permitted under the Business Licensing By-law and requested by the taxicab industry, to date the Director of Licensing and By-law Services has not approved advertising on licensed taxicabs. This language does not exist under Schedule 24 which regulates the Personal Transportation Providers.

A jurisdictional scan, attached as Appendix “A” to this Report, of surrounding municipalities, as well as the City of Edmonton demonstrates that all but the Region of Waterloo has language within their respective Licensing By-law similar to the City’s and in those cases advertising is permitted internally or externally on a taxicab so long as the content is approved by a member of management in Licensing.

The total number of taxicab plates in operation in the City is 471, which includes 431 standard plates and 40 accessible plates. There would be no changes or amendments to the Licensing By-law and no cost implications to the City to permit advertising on licensed taxicabs. The cost of the advertising would be negotiated and set by the taxi industry, but the content would be required to be approved by the Director of Licensing and By-law Services prior to installation, as well as when the advertisement changed to ensure compliance with Schedule 25.

The Licensing and By-law Services Division would work collaboratively with the taxicab industry to negotiate a percentage amount of all advertisements that would be dedicated to advertising City wide or tourism events, such as the 2021 Grey Cup.

## **APPENDICES AND SCHEDULES ATTACHED**

Appendix “A”: Jurisdictional Scan

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