

January 9, 2012

Members Present:

Council Members:

Regional Councillor Elaine Moore, Wards 1 and 5 – **Chair**
City Councillor Sandra Hames, Wards 7 and 8 – **Vice Chair**
Regional Councillor John Sprovieri, Wards 9 and 10

Taxicab Industry Members:

Joe Farrugia, Brokers
Makhan Dhothar, Brokers
Wanda Colia, Drivers
Lynn Slade, Drivers
Harbans Dhariwal, Plate Owners
Amarjit Grewal, Plate Owners

Citizen Member:

Ravinder Chahal
William Horton

Alternate Members:

Jaswant Uppal, Brokers
Zafar Tariq, Plate Owner

Members Absent:

Harvinder Bajwa, Accessibility Advisory Committee Member

Staff Present:

P. Simmons, Commissioner of Corporate Services
D. Wilson, Director of Enforcement and By-law Services, Corporate Services
J. Kornfehl, Acting Manager of Licensing Enforcement, Corporate Services
E. Evans, Deputy Clerk, Corporate Services
W. Hunter, Manager of Administrative Services and Elections, Corporate Services
S. Pacheco, Legislative Coordinator, Corporate Services

**Minutes
Taxicab Advisory Committee**

The meeting was called to order at 1:01 p.m. and adjourned at 2:12 p.m.

After due consideration of the matters placed before this Committee, the members beg leave to present its report as follows:

Item Recommendation

- A. TC001-2012 Approval of Agenda**
- B. Conflicts of Interest**
- C 1. Previous Minutes – November 14, 2011**
- D1. TC002-2012 Taxicab Roof Top Advertising**
- E. Reports**
- F1. TC003-2012 Taxicab Stands at Bramalea City Centre – January 5, 2012 Site Visit**
- F2. TC004-2012 Formula for the Issuance of Taxicab Owner’s Licences (Plates) from the Priority List (2011)**
- F3. TC005-2012 Accessible Taxicab Owners’ Licences (Plates) to be
TC006-2012 issued based on the formula (2011) and obtaining input/scheduling a meeting with the Accessibility Advisory Committee (AAC) regarding the proportion of on-demand accessible taxicabs in the City of Brampton**
- G1. TC007-2012 Correspondence**
- H. Other Business**
- I. Information Items**
- J. Question Period**
- K. Public Question Period**
- L. TC008-2012 Adjournment**

Regional Councillor E. Moore, Chair

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A. Approval of Agenda

TC001-2012 That the agenda for the Taxicab Advisory Committee meeting of January 9, 2012 be approved as printed and circulated.

Carried

B. Conflicts of Interest – nil

C. Previous Minutes

C 1. Minutes of the Taxicab Advisory Committee Meeting – November 14, 2011

The subject minutes were considered by Committee of Council on December 7, 2011, and the recommendations were approved by Council on December 14, 2011. Committee acknowledged the minutes which were included on the agenda for information.

D. Delegations/Presentations

D 1. Dirk Bhagat, Sharkfin Networks, re: Taxicab Roof Top Advertising

Dirk Bhagat, Sharkfin Networks, addressed Committee with a proposal to amend Licensing By-law 1-2002, as amended, to permit taxicab roof top advertising in the City of Brampton. Mr. Bhagat circulated two photographs of taxicab roof top advertising. He provided details on the aero-dynamic, slim design of the sign, which in comparison to traditional “triangle tops”, would not significantly impact fuel costs. Mr. Bhagat added that this proposal would provide the taxicab industry with additional revenue.

In response to questions from Committee and staff, Mr. Bhagat submitted the following information:

- Sharkfin Networks would be responsible for marketing the advertising space
- Sharkfin Networks works with a group of advertisers via a company in New York, however, they are open to working with local companies
- Canadian and American advertisements would be displayed
- The sign weighs approximately 25-30 lbs

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- The proposed roof top advertising does not have an audio component
- There may be opportunity for the City of Brampton to display public service messages at a reduced cost
- There is no cost to the taxicab industry for the installation, maintenance, or replacement of the signs

Discussions took place with respect to the subject proposal as follows:

- Benefit of additional revenue to the taxicab industry
- The need to limit the size of the roof top signs
- Other forms of advertising on taxicabs (e.g. head rest television screens with audio, advertisements on back windshield)
- Safety concerns relating to distracted driving

The following motion was considered.

- TC002-2012
1. That the delegation from Dirk Bhagat, Sharkfin Networks, to the Taxicab Advisory Committee Meeting of January 9, 2012, re: **Taxicab Roof Top Advertising**, be received; and,
 2. That the proposal from Mr. Bhagat to amend Licensing By-law 1-2002, as amended, to permit roof top advertising on taxicabs **be referred** to staff to undertake a review of the subject proposal, and the matter of advertising on taxicabs in general.

Carried

E. Reports – nil

F. Discussion Items

- F 1. Verbal update from D. Wilson, Director of Enforcement and By-law Services, Corporate Services, re: **Taxicab Stands at Bramalea City Centre – January 5, 2012 Site Visit.**

D. Wilson, Director of Enforcement and By-law Services, Corporate Services, provided an overview of the January 5, 2012 site visit at the Brampton Civic Centre and the Bramalea City Centre, which was attended by Committee members and staff. The purpose of the site visit was to review the taxicab stands at these locations. Mr. Wilson summarized the concerns raised during the visit, which included the space allocated, paint markings and signage. Mr. Wilson will follow up with the appropriate City staff and representatives of Morguard Investments to address these concerns.

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The following motion was considered.

- TC003-2012 That the verbal update from D. Wilson, Director of Enforcement and By-law Services, Corporate Services, to the Taxicab Advisory Committee Meeting of January 9, 2012, re: **Taxicab Stands at Bramalea City Centre – January 5, 2012 Site Visit** be received.

Carried

- F 2. Verbal update from D. Wilson, Director of Enforcement and By-law Services, Corporate Services, re: **Formula for the Issuance of Taxicab Owner's Licences (Plates) from the Priority List (2011)**.

D. Wilson, Director of Enforcement and By-law Services, Corporate Services, circulated a copy of the formula used to determine the number of Taxicab Owner's Licences (plates) to be issued in 2012 from the priority list, in accordance with Licensing By-law 1-2002, as amended. A total of twelve plates will be issued. Mr. Wilson advised Committee that the proportion of accessible taxicab plates to be issued has not been determined by this Committee. (See Item F 3)

The following motion was considered.

- TC004-2012 That the verbal update from D. Wilson, Director of Enforcement and By-law Services, Corporate Services, to the Taxicab Advisory Committee Meeting of January 9, 2012, re: **Formula for the Issuance of Taxicab Owner's Licences (Plates) from the Priority List (2011)** be received.

Carried

- F 3. Discussion re: **Accessible Taxicab Owners' Licences (Plates) to be issued based on the formula (2011) and obtaining input/scheduling a meeting with the Accessibility Advisory Committee (AAC) regarding the proportion of on-demand accessible taxicabs in the City of Brampton.**

D. Wilson, Director of Enforcement and By-law Services, Corporate Services, advised Committee of the need to determine the number of accessible Taxicab Owner's Licences (plates) to be issued in 2012, and the need to discuss the issue of on-demand accessible taxicab service in Brampton. Mr. Wilson explained the process for the issuance of regular and accessible taxicab plates.

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Committee discussions took place with respect to the following:

- Requirement under the *Accessibility for Ontarians with Disabilities Act, 2005* to determine the proportion of on-demand accessible taxicabs required in the community, by January 1, 2013
- Position of the Accessibility Advisory Committee that there is not an adequate number of accessible taxicabs in Brampton to meet on-demand service needs
- The proposal to meet with the members of the Accessibility Advisory Committee to determine what needs are not being met by the taxicab industry
- A request for statistical information regarding on-demand accessible taxicab service (e.g. number of calls, wait times, number of times service is unavailable)
- Position of the Taxicab Advisory Committee members that:
 - on-demand accessible taxicab service is readily available
 - there is not enough business to add more accessible taxicabs
 - there is more demand for the subsidized service provided through the Region of Peel
 - the high cost of operating an accessible taxicab, in comparison to a regular taxicab, is a deterrent for individuals on the priority list
- The need to review all barriers to on-demand accessible taxicab service, including financial
- Clarification that accessible taxicabs can be used for all taxicab service calls
- Determining the number of accessible taxicab plates to be issued in 2012

The following motions were considered.

TC005-2012 *That, of the twelve Taxicab Owner's Licences (plates) to be issued in 2012, as determined in accordance with the formula for the issuance of Taxicab Owner's Licences, outlined in Licensing By-law 1-2002, as amended, ten regular taxicab plates and two accessible taxicab plates be issued.*

Lost

TC006-2012 1. That twelve regular Taxicab Owner's Licences (plates) be issued in 2012, as determined in accordance with the formula for the issuance of Taxicab Owner's Licences, outlined in Licensing By-law 1-2002, as amended; and,

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2. That staff be directed to undertake a review and appropriate consultation regarding the requirement under the *Accessibility for Ontarians with Disabilities Act, 2005*, for municipalities to meet the need for on-demand accessible taxicabs by January 1, 2013; and,
3. That a meeting be scheduled with members of the Taxicab Advisory Committee, the Accessibility Advisory Committee and staff, to discuss the issue of on-demand accessible taxicab service in the City of Brampton.

Carried

G. Correspondence

- G 1. Correspondence from the Region of Peel dated December 2, 2011, re: **Accessible Transportation Family Services Update and Master Plan**

The following motion was considered.

- TC007-2012 That the correspondence from the Region of Peel dated December 2, 2011, to the Taxicab Advisory Committee Meeting of January 9, 2012, re: **Accessible Transportation Family Services Update and Master Plan** be received.

Carried

H. Other Business

- H 1. **Outstanding Matters for TAC Discussion**

There was no discussion under this item.

I. Information Items

- I 1. **Resignation of Robin Mann from Membership on the Accessibility Advisory Committee and AAC Alternate Membership on the Taxicab Advisory Committee (File G25).**

This matter was presented for information.

J. Question Period – nil

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K. **Public Question Period** – nil

L. **Adjournment**

TC008-2012 That the Taxicab Advisory Committee do now adjourn to meet again on Monday, February 13, 2012 at 1:00 p.m., or at the call of the Chair.

Carried