



Mobile Business Licence By-law

Committee of the Whole

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Presented by:

Flynn Scott, Manager of Regulatory Services

Presentation Outline

- Background
- Regulations for Mobile Businesses
 - Licensing Fee Structure
 - Resource Needs
- Stakeholder Consultation & Survey Results
- Conclusion & Next Steps

Background

- Under the Municipal Act, regulations should relate to:
 - consumer protection
 - the economic & social well-being of the municipality
 - the health, safety, & well-being of persons in the municipality
- March 25, 2019 – Regulatory Review Workshop
 - identified Transportation Network Companies (TNCs), Taxicabs, & Tow Trucks for review with regulations in place by Q2 2020

Linkages to Strategic Priorities

- Licensing program:
 - Aligns with Council's Safe Transportation (Streets) priority to incorporate data-driven tools & tactics (AMPS) into enforcement measures related to the safety of vehicles, pedestrians;
 - Identified as an Alternative Revenue Source initiative in Rev it Up Campaign

Modernizing Regulations

- Draft By-law intends to:
 - better reflect the current and evolving business environment;
 - ensure safe and responsible business practices;
 - provide tools that promote compliance;
 - develop efficiencies; and
 - reduce regulatory burden

Mobile Businesses

What is a Mobile Business?

- A business that provides goods and/or services to the public from a vehicle or apparatus that is designed to be mobile and includes:
 - Transportation Network Companies (TNCs)
 - Taxicab Companies
 - Limousine Companies
 - Tow Trucks
 - Driving School Instructors
 - Refreshment Vehicles

Mobile Businesses

A mobile business does **not** include:

- (a) a stall at a farmer's market;
- (b) a business which uses a motor vehicle only as a means to physically transport its goods and/or services to a customer or to obtain goods from a supplier; and
- (c) any other form of business that is restricted from regulation by a municipality under the Municipal Act

Mobile Businesses

- Proposed regulations shift away from prescriptive regulations to an approach based on accountability & monitored compliance through audit & enforcement

Transportation Network Companies (TNCs)

- In-depth review of other municipalities
- Consultation with 2 major TNCs (Uber & Lyft)
- Key regulations:
 - licensing & per trip fees
 - company, driver, & vehicle provisions
 - safety & consumer protection features

Taxicab Companies

- Extensive consultation with industry over the last several years
- Review of other municipalities
- Key regulation changes:
 - only licence companies, not drivers or vehicles
 - company, driver, & vehicle provisions
 - safety & consumer protection features
 - remove set meters & allow dynamic pricing

Tow Trucks

- Industry has not been licensed in Newmarket before
- Industry supports fair regulations
- Proposed regulations are consistent with neighbouring communities in York Region

Other Mobile Businesses

- **Limousine Services**
 - Proposed regulations mirror those of TNCs & taxicab companies
- **Driving School Instructors**
 - Will now require sign on vehicle at all times while operating in Newmarket
 - Addresses enforcement challenges with current regulations
- **Refreshment Vehicles**
 - Owner requires a licence, not operators
 - Regulations still pertain to owners & operators

Proposed Licensing Fees & Projected Revenues for TNCs

- TNCs Licence
\$20,000 Annual Fee + \$0.30/trip
- Projected **New Revenue \$155,200**
32,000 trips/month @ \$0.30/trip fee
= \$9,600/month or \$115,200/year
\$20,000 x 2 business licences = \$40,000

Proposed Licensing Fees & Projected Revenues for Taxicabs

- Taxicab Licensing Model uses scaled approach:
 - 1-9 taxicabs: \$1,000 annual fee
 - 10-19 taxicabs: \$2,000 annual fee
 - 20+ taxicabs: \$3,000 annual fee
- Request from taxi industry to waive fees for 3-5 years
 - Staff support request for waiving annual fees for 3 years. Council approval required.

Proposed Licensing Fees & Projected Revenues for Tow Trucks

- Tow Truck Licence
 - One-time licensing fee of \$2,000 for tow truck companies, with an annual \$750 renewal fee
 - Used municipal comparators to establish licensing fees
- Projected **New** Revenue
 - **\$20,000** for 2020
 - **\$7,500** for 2021 & going forward
 - Based on 10 companies operating in Newmarket

Proposed Licensing Fees & Projected Revenues for Limousines

- Limousine Company Licence
 - One-time licensing fee of \$1,000, with an annual \$500 renewal fee
 - Used municipal comparators to establish licensing fees
- Projected **New** Revenue
 - **\$3,000** for 2020
 - **\$1,500** for 2021 & going forward
 - Based on 3 companies operating in Newmarket

Proposed Licensing Fees & Projected Revenues for Other Businesses

- Driving School Instructors
 - \$40,000 based on 2019 revenues collected
- Refreshment Vehicles
 - \$2,000 based on 2019 revenues collected
- Additional revenue is anticipated by enforcement through AMPS By-law

Resource Needs for Licensing Enforcement Program

- Amendment to AMPS By-law to bring enforcement & adjudication in-house
- 12 month pilot project with:
 - 1 contract Municipal Law Enforcement Officer
 - Additional hours to convert current permanent part-time role into full-time
- Staffing costs will be offset by projected revenue

Community Consultation

- Extensive consultation with TNCs and taxicabs throughout 2019
- Public Information Centre (PIC) held in November 2019
- Accessibility Advisory Committee invited to attend
- Online survey was posted after PIC

Conclusion & Next Steps

- Staff seeking Council approval of new Mobile Business Licence By-law & amendment to AMPS By-law
- Pilot additional staff resources for 1 year
- Communicate licensing requirements online & educate businesses of new/amended regulations

Questions?