



STAFF REPORT INFORMATION ONLY

Taxi Industry Regulatory Review

Date:	April 30, 2010
To:	Executive Committee
From:	Deputy City Manager and Chief Financial Officer Executive Director, Municipal Licensing and Standards
Wards:	All
Reference Number:	P:\2010\Internal Services\Cf\ec10024cf (AFS#12033)

SUMMARY

This report is in response to the request of the Executive Committee, at its April 19, 2010 meeting, to report back on the engagement of an outside consultant to be engaged to conduct a review of the provisions dealing with the taxicab industry in Toronto Municipal Code, Chapter 545, Licensing.

In light of the 1998 Report to Review the Toronto Taxi Industry, staff have determined that before conducting a review and engaging a consultant, initial research and consultations should take place to establish what the issues are and what the scope of the resulting review and associated work should be. Once this preliminary work is accomplished, staff shall prepare a business case for the engagement of the consultant or consultants to be included in the Municipal Licensing and Standards' 2011 operating budget submission.

While the direction from the Executive Committee was to identify a budget and a source of funding for the project, it is not possible to report on these issues until we have determined the overall scope of the project.

Financial Impact

There is no financial impact beyond what has been approved in the current year's operating budget.

DECISION HISTORY

This report is in response to the request of the Executive Committee, at its April 19, 2010 meeting, to report back on the engagement of an outside consultant to be engaged to conduct a review of the provisions dealing with the taxicab industry in Toronto Municipal Code, Chapter 545, Licensing (see item 43.17: <http://www.toronto.ca/legdocs/mmis/2010/ex/decisions/2010-04-19-ex43-dd.htm>).

ISSUE BACKGROUND

At its April 19, 2010 meeting, the Executive Committee considered a report from the Acting Chair of the Toronto Police Services Board which recommended that Municipal Licensing and Standards review the concerns expressed by the taxicab industry through its Taxi Working Group.

In addition to this recommendation, the Executive Committee further requested an update on the implementation progress of the 1998 taxicab reforms and that an outside consultant be engaged to do a follow-up review.

COMMENTS

A comprehensive review of the taxicab industry in 1998 culminated in the Taxi Reforms that were subsequently implemented and included the roll-out of the Ambassador Program and the overhaul of taxicab training. Customer satisfaction surveys were also conducted in 2000 and 2003. Of the 97 recommendations contained in the Report to Review the Toronto Taxi Industry, 83 have been implemented or resolved to date.

Scope of the review

Staff note that in the absence of specific issues, a comprehensive review would entail considerable research and consultation. Stakeholders would necessarily include drivers, owners, and brokers. Customers and the general public would also need to be engaged if the scope of the review included assessing the effectiveness of the current regulations to improve customer service and safety and overall value.

Regulatory amendments would have to clearly reflect the public interest, as well as consider the interests of drivers, owners and the industry as a whole.

Engagement of an outside consultant

Depending on the scope of the review, an outside consultant might be required for each of two possible jobs. The first could involve a customer satisfaction survey, similar to those carried out previously. These would entail a customer satisfaction survey as well as a mystery rider component. The second could involve stakeholder engagement through

focus groups or other appropriate formats and be followed by a review of the current regulations.

Through some initial research, including an analysis of public complaints, charges laid, and convictions obtained, staff will determine what the major issues are. Then, in consultation with the stakeholders, staff will set the scope of the review and associated work. With this information, it will be possible to prepare a submission for the engagement of a consultant or consultants as part of the Division's 2011 operating budget.

CONTACT

Rudi Czekalla, Senior Policy Research Officer
Municipal Licensing and Standards
City Hall, East Tower, 17th Floor
100 Queen Street West
Toronto, Ontario M5H 2N2
Tel.: 416-392-9352 Fax: 416-392-0797
E-mail: rczekal@toronto.ca

SIGNATURES

Cam Weldon
Deputy City Manager and Chief Financial Officer

Jim Hart
Executive Director, Municipal Licensing and Standards