

# Taxicab Industry Review

**Taxicab Advisory Committee**

**Taxicab Bill of Rights**

**Complaints and Compliments Process**

# Council Direction

- Ahead of the final report, and in consultation with the industry:
  - Advance the creation a Taxicab Advisory Committee
  - Develop a Driver Bill of Rights
  - Streamline taxicab complaints and compliments process

# Creating the Taxicab Advisory Committee

- In creating the Taxicab Advisory Committee (TAC), staff:
  - Reviewed City committee model options with the CMO
  - Reviewed best practices for Terms of Reference, including previous Toronto taxicab industry committees
  - Consulted internally with the City Managers Office, including Equity, Human Rights & Diversity, and the City Clerk's Office
  - Drafted Terms of Reference and posted on dedicated website for input
  - Consulted with taxicab industry through a public meeting and stakeholder list (700+ members)

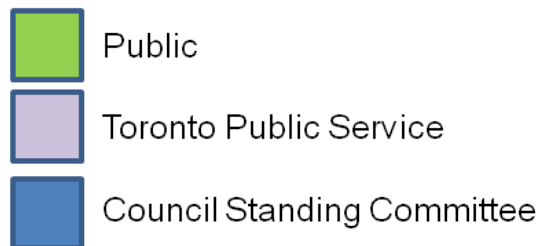
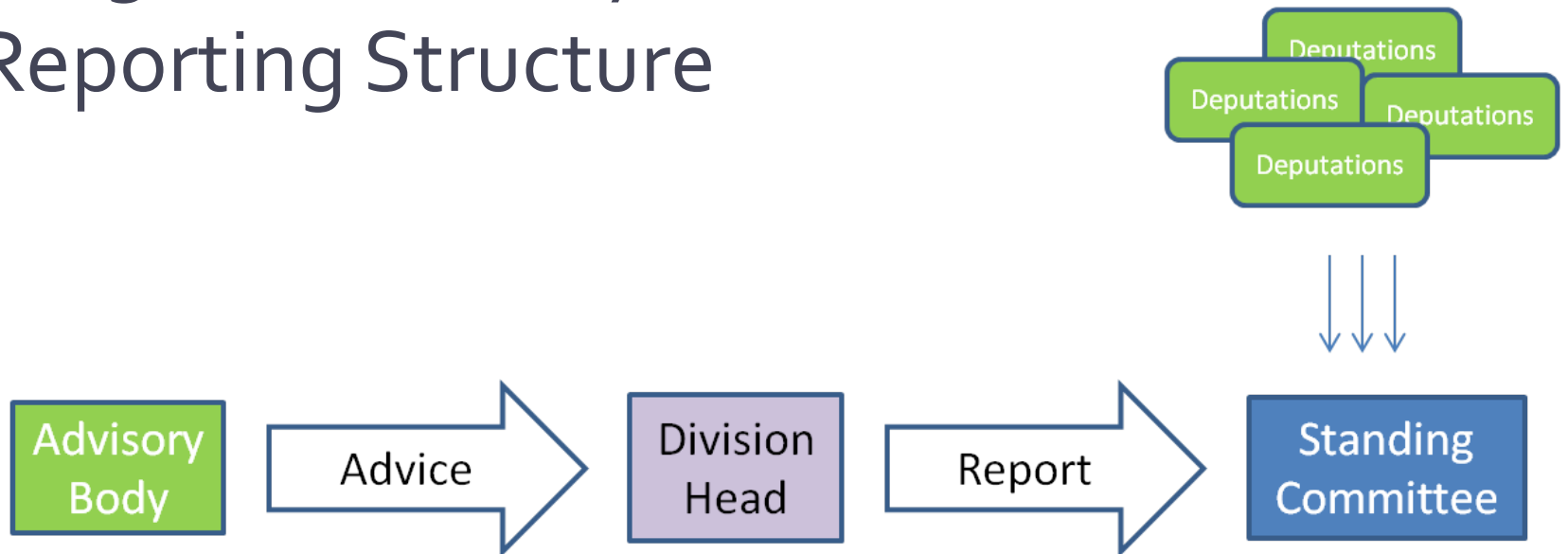
# TAC as a Program Advisory Committee

- A Program Advisory Committee was determined to be the best model to serve the industry and Division
  - Builds a direct, regular and ongoing working relationship between the industry and City staff
  - Allows for a non-political forum that is issue-driven
  - Working group format is flexible and dynamic
  - Ensures representation across the industry

# Examples of City of Toronto - Program Advisory Committees

- Long Term Care Advisory Committee
- Toronto Child Care Advisory Committee
- Rental Housing Advisory Committee

# Program Advisory Committee Reporting Structure



# TAC Terms of Reference

- Were drafted in a similar format to other existing committees, including standing committees
- Purpose and Mandate
  - provide advice to the City, through the Executive Director, ML&S, on taxicab industry issues
  - act as a coordinated body to inform and advise the City of Toronto regarding issues which pertain to the taxicab industry;
  - contribute to policy objectives in order to support a healthy and viable taxicab industry; and
  - advise the City of Toronto in respect to a transportation network which effectively utilizes taxicabs

# TAC Terms of Reference

- Composition, Meetings and Reporting
  - 12 members, representative of all major industry segments including the riding public
  - 2 year term of service
  - Minimum of 4 meetings per year
  - Agenda and minutes will be made public via dedicated website
  - Executive Director, ML&S will report annually to Licensing and Standards Committee on TAC activities



# TAC Recruitment and Application

- Multi channel recruitment over 3 week period
  - Taxicab Review stakeholder list
  - Print and on-line newspapers
  - Posted to Taxicab Industry Review website
  - Posters at ML&S Training and Inspection centres
- Paper/electronic application form
  - 3 short answer questions
  - screening criteria to determine credentials for representing specific industry groups
- 60 applications were received

# Selection of TAC Members

- 3 person panel of City staff reviewed applications by consensus
- Applicants within each industry category were ranked based on responses to the short answer questions
- Recommendations based on rankings were submitted to the Executive Director, ML&S who made the final decision in consultation with the Deputy City Manager, Cluster B
- 12 applicants were recommended, and ultimately selected

# TAC First meeting – January 28, 2013

- First meeting of the TAC was held on January 28, 2013
- 11 of the 12 members attended along with senior ML&S staff
- Chair and Vice Chair were selected by TAC members
- TAC members raised a number of issues to be incorporated into future TAC agendas
- TAC members were provided a copy of the draft Bill of Rights

# Taxicab Bill of Rights (TBR)

- During the consultation phase of the review, staff heard the need for a Driver Bill of Rights (DBR) that would complement current Passenger Bill of Rights (PBR)
  - desire to communicate both passenger and driver responsibilities in taxicab operations
- Review of best practices indicated that combining Driver and Passenger rights would be more effective and less adversarial
- Draft Taxicab Bill of Rights strengthens intent of both DBR and PBR, and puts emphasis on safety and customer service

# Taxicab Bill of Rights

## Industry Consultation and Comment

- Initial scope of Driver Bill of Rights presented online and at public consultation meeting Nov 8, 2012
- Insufficient time for thorough comment of Driver Bill of Rights at consultation meeting, due to discussion concerning proposed advisory committee
- Draft Taxicab Bill of Rights was presented to the TAC at the Jan 28 meeting
- TAC would like further opportunity to reflect and consult with industry about the Taxicab Bill of Rights

# Complaints and Compliments Procedures

- Opportunity to improve current process and utilize new technologies to enhance customer service
- ML&S is working on enhancements for the short and long-term
  - Streamline and harmonize current telephone and email channels: **1-877-TO Taxis / TOtaxi@toronto.ca**
  - Create an online form and QR code for new self-serve internet option
  - Laying the ground work for eventual move to 311 Toronto

# Taxicab Industry Review Continues

- Taxi Research Partners (TRP) has been retained as a consultant for the Review, and their work is underway
  - Research factors impacting demand for taxicab service
  - Analysis of economic impact of potential changes to licensing approach, licence structure and taxicab fare
  - Online survey underway for riding public and industry stakeholders
- Further public consultation meetings will be planned
- Final Taxicab Industry Review report planned for Q2