

COMMITTEE OF THE WHOLE MAY 15, 2012

ADVERTISING SIGNS – TAXI CABS

Recommendation

The Commissioner of Legal & Administrative Services, City Solicitor and the City Clerk recommend:

1. That the Licensing By-Law be amended to permit the installation of advertising signs on licensed City of Vaughan taxi cabs.

Contribution to Sustainability

N/A

Economic Impact

Though roof-top advertising will be provided free of charge as noted in this report, costs will be incurred for production – ready artwork, as required.

Communications Plan

The Chief Licensing Officer will advise all licensed taxi cab owners through the City's licensed taxi brokers that dome advertising will be permitted on all licensed City of Vaughan taxi cabs.

Purpose

To advise Members of Council that dome advertising will be permitted on City of Vaughan licensed taxi cabs.

Background - Analysis and Options

On October 04, 2011 CabCom Media Inc.(CabCom) a company that installs advertising media on taxi cabs made a deputation to Committee of the Whole requesting that the City allow dome advertising on taxi cabs and the matter was referred to staff for a report. Subsequently a company called Sharkfin Networks has also approached the licensing section with a similar business model seeking approval for its advertising signs. Both companies have existing agreements with taxi cabs in Toronto and Mississauga.

Both companies will contract with taxi owners to install the advertising signs on their taxis. Taxi owners will be paid a participating fee relating to the revenue generated by the advertising placed on the taxis. Taxi owners will be required to attend at specific garages to have their signs professionally installed. From time to time the advertising media will be replaced. It will be the responsibility of the taxi owners to keep the signs clean at all times.

All advertising is subject to the guidelines outlined in the Canadian Code of Advertising Standards. The code is broadly supported by industry and is designed to assist in maintaining standards of honesty, truth, accuracy, fairness and propriety in advertising. The advertising companies must comply with Section 27.0 (27) of the City of Vaughan Licensing By-Law 315-2006, as amended which reads: "No taxi owner or operator shall display, allow to be displayed, or otherwise cause to be displayed any advertising material or other markings on or in the Taxi Cab which is not been approved as to form and location by the Chief Licensing Officer."

Both companies have agreed to provide the City of Vaughan with free advertising on 25% of all licensed taxi cabs upon which advertising is placed, for a period of 30 days per year. Such advertising may include City of Vaughan special events and during an election year, information pertinent to voters. Staff will work with the Director of Corporate Communications to develop a process to arrange for City advertising.

Relationship to Vaughan Vision 2020/Strategic Plan

This report is consistent with the priorities previously set by Council particularly Management Excellence, Plan and Manage Growth and Economic Vitality.

Regional Implications

N/A

Conclusion

Advertising signs will provide additional income to taxi owners which will assist in the maintenance of their taxi cabs. In addition, taxi cabs will become more identifiable to passengers requiring taxi services as the signs are lit throughout the day and night.

Attachments

N/A

Report prepared by:

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Respectfully submitted,

Janice Atwood Petkovski - Commissioner of Legal and Administrative Services, City Solicitor

Jeffrey Abrams- City Clerk

/ vp