

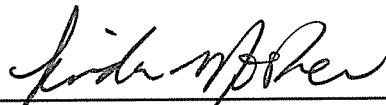
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PO Box 1749
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Halifax Regional Council
May 24, 2005

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY: 
Councillor Linda Mosher, Chair, Taxi and Limousine Committee

DATE: May 10, 2005

SUBJECT: Advertising on Taxis

ORIGIN

A meeting of the Regional Taxi and Limousine Committee held on April 11, 2005.

RECOMMENDATION

That Halifax Regional Council not pursue advertising on rooflights.

BACKGROUND

At a meeting of Regional Council held on April 5, 2005 a motion was approved requesting staff to bring forward the necessary amendments to the Taxi By-Law to permit advertising on the top of taxi vehicles, including being incorporated into the rooflights. Councillor Adams requested that the Taxi and Limousine Committee also provide a recommendation in this regard. The Committee had last considered this matter at its August 16, 2004 meeting at which time they received a presentation, but made no recommendation.

DISCUSSION

At it's meeting on April 11, 2005, the Committee considered the possibility of advertising on taxi roof lights. In reaching a recommendation Committee members pointed out that:

- Drivers are presently permitted to advertise on their taxis, but not on their rooflights. Advertising is permitted on the body and windows of the vehicle and some drivers are doing so.
- Permitting advertising on the rooflight would create confusion to the travelling public. The rooflight is considered to be a unique identifier and the Committee does not currently see the merit in changing that.

The Committee approved a motion recommending that Regional Council not pursue advertising on rooflights.

BUDGET IMPLICATIONS

N/A

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ALTERNATIVES

1. Council may proceed with amending the By-Law to allow for advertising on rooflights

ATTACHMENTS

1. Minutes of the August 16, 2004 meeting of the Regional Taxi and Limousine Advisory Committee pertaining to advertising on taxis including a photograph of a rooflight with advertising

Additional copies of this report, and information on its status, can be obtained by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by:

Sherryl Murphy, Legislative Assistant

490-6517

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1. **CALL TO ORDER**

The Chair called the meeting to order at 4:40 p.m.

2. **APPROVAL OF THE AGENDA, ADDITIONS AND DELETIONS**

- Additions:**
- 3.1 Presentation - Ken Hollingum - Rush Hour Media - Advertising on Taxi Cabs - *To be dealt with immediately following approval of the minutes.*
 - 8.1 Resignation - Mr. Len Wilson
 - 8.2 Transferability Sub-Committee - Mr. Don Shannon
 - 8.3 New Appointments to Committee - Mr. David Withrow
 - 8.4 Closing Driver Licensing - Mr. Don Shannon
 - 8.5 Complaints
 - 8.6 List of Incidents from Taxi Inspector

MOVED BY Mr. Don Shannon, seconded by Mr. David Withrow that the agenda be approved as amended. MOTION PUT AND PASSED UNANIMOUSLY.

3. **APPROVAL OF MINUTES - June 21, 2004**

MOVED by Mr. Don Shannon, seconded by Mr. Cal Demont that the minutes of the June 21, 2004 meeting of the Regional Taxi and Limousine Advisory Committee be approved as circulated. MOTION PUT AND PASSED UNANIMOUSLY.

3.1 **Presentation - Rush Hour Media - Advertising on Taxi Cabs**

- A photograph of a rooflight with advertising (from a New Brunswick vehicle) was before the Committee for reference.

Mr. Ken Hollingum, Rush Hour Media, presented his proposal to incorporate advertising on taxi rooflights. He raised the following points:

- Shape and size of rooflight required by By-law T-108 would be adhered to.
- The manufacturer, Rush Hour Media, is located in St. Stephen, New Brunswick and all repairs/replacements would be done through that location.
- 25% of the advertising revenue would go to the cab owner, approximately \$300 per month.
- The cost of the light itself would be \$300.00.
- The proposed rooflight would replace the current rooflights and would contain the pertinent information such as rooflight number/name of the taxi company.
- There are only two shapes available for the taxi top ad carriers, one for a van and one for a car.

Mr. Wayne Anstey, Municipal Solicitor, indicated an amendment to By-law T-108 would be required to allow for the advertising.

The members of the Committee raised the following points during the ensuing discussion:

- There are three zones in HRM and each zone has a slightly different shaped rooflight therefore, the uniform rooflight could cause confusion when trying to identify a cab. For example: if you say rooflight number 671, it would be difficult to know if it were a Halifax zone car or a County zone or a Dartmouth zone. Would be better to have three completely separate styles that would be easily recognizable. *Mr. Hollingum indicated the rooflight number could be placed on all four sides of the rooflight and the taxi company name would also be on the rooflight.*
- Currently, signs can be placed on the vehicle roof as long as it does not obstruct the roof light.
- Some drivers may not want the advertising even with the extra income.
- **Mr. Don Shannon suggested since contact had already been made with Mr. Withrow, the idea be promoted in Mr. Withrow's zone (Dartmouth) to see if it is wanted or not.** Then other zones could be checked for interest. We do not want to be put in the position that you must buy a \$300 rooflight and advertise.
- You will have two separate rooflights in each zone - those who will be advertising and those who will not - which means possibly six different rooflights in HRM. It will confuse the traveling public.

The Chair thanked Mr. Hollingum for his presentation.

4. BUSINESS ARISING FROM MINUTES

4.1 Update - Taxi Driver Incidents

Consideration of this matter was **deferred** to the next meeting.

4.2 Transportation for Disabled Persons (report previously circulated at June 21 meeting)

- A copy of the HRM webpage information on Accessible Low Floor Buses was before the Committee.

Mr. Dave Withrow suggested it be ensured there is a sufficient number of accessible taxis before more taxi owner's/driver's licenses are issued. He commented since accessible taxis are able to; operate in any zone, sit on common stands and have no restrictions on licenses, there should be more than two accessible taxis in operation. Mr. Withrow commented if there are drivers complaining they are not getting enough calls to make a living, and the disabled are wanting more taxi service, we have a problem. Concluding his remarks, Mr. Withrow suggested that HRM should stop issuing new owners licenses until more accessible taxis are operational.



#AD1448 15" high x 21" wide x 56-1/4" long
Ad Space 13-1/2" x 47-1/2"