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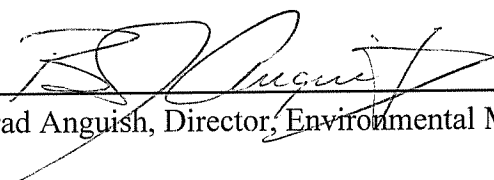


PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Halifax Regional Council
May 24, 2005

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY:



Brad Anguish, Director, Environmental Management Service

DATE: May 5, 2005

SUBJECT: Advertising on Taxis

INFORMATION REPORT

ORIGIN

Direction from Regional Council during the April 5, 2005 Regional Council meeting, (item 9.2.1(ii)) that staff provide an information report regarding how advertising on taxis is addressed in other municipalities and the relevance of licensing fees.

BACKGROUND

Staff contacted fifteen other Municipalities across Canada to determine how this matter is addressed in their respective communities. The results of the survey are attached as Appendix "A".

DISCUSSION

The Halifax Regional Municipality By-Law, T-108, Respecting the Regulation of Taxis and Limousines, does not restrict advertising on taxi vehicles. However, the By-Law does regulate the design, placement and visibility of the taxi rooflights.

A summary of the survey findings of municipalities including the Halifax Regional Municipality are as follows:

- fifteen do not regulate advertising on taxis and one does;
- some have rooftop advertising of which may incorporate ads into rooflights; and
- the City of Vancouver is the only municipality that has a licensing fee.

Taxi advertising is considered a private business matter between the advertising and the taxi industries.

BUDGET IMPLICATIONS

There are no budget implications as a result of this report.

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.

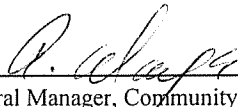
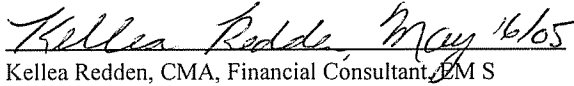
ALTERNATIVES

N/A

ATTACHMENTS

Appendix "A" - Survey Results

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

Report Prepared by :	Kevin Hindle, Regional Coordinator, Taxi & Limousine Services, EMS	490-3583
	Andrea MacDonald, Manager, Animal Control and Taxi & Limousine Services, EMS	490-7371
Report Approved by	 Allan Waye, General Manager, Community Projects, EMS	490-6484
Financial Review by:	 Kellea Redden, CMA, Financial Consultant, EMS	490-6267

APPENDIX A

Survey Results

Jurisdiction	Is Advertising Permitted	Type of Signs	Impact on Taxi Rooflight Design	Municipal Fees
Vancouver	Yes	Magnetic mats, shrink wrap and interior signs.	No impact	licensing fee is \$26.00 per/vehicle
Cape Breton	No	Only the taxi or limousine company signs	No rooflights	N/A
Edmonton	Yes	Magnetic mats, window and rooftop signs	Ad incorporated into rooflight	No fees
Hamilton	Yes	Magnetic mats, vehicle painting and rooftop signs	No impact	No fees
Calgary	Yes	Everything but rooftop signs	No impact	No fees
Regina	Yes	Magnetic mats and window signs	No impact	No fees
Saskatoon	Yes	Magnetic mats and window signs	No impact	No fees

Jurisdiction	Is Advertising Permitted	Type of Signs	Impact on Taxi Rooflight Design	Municipal Fees
Manitoba Ministry of Transportation	Yes	Only decals signs	No impact	No fees
Red Deer	Yes	Window and rooftop signs	No rooflights	No fees
Ottawa	Yes	Magnetic mats, window and rooftop signs	Ad incorporated into rooflight	No fees
Mississauga	Yes	Magnetic mats, window and rooftop signs	Ad incorporated into rooflight	No fees
Windsor	Yes	Bumper borders and rooftop signs	Ad incorporated into rooflight	No fees
Toronto	Yes	Magnetic mats, window and rooftop signs	No impact	No fees
Fredericton	Yes	Window and interior signs	No impact	No fees
Charlottetown	Yes	Any type, must comply with motor vehicle act	No impact	No fees
Halifax	Yes	All types, complies with motor vehicle act, can not obstruct rooflight	No impact	No fees