



## **Regional Municipality of Waterloo**

### **Licensing and Hearings Committee**

### **Minutes**

April 20, 2016

6:00 p.m.

Regional Council Chamber

150 Frederick Street, Kitchener, Ontario

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Present were: Chair J. Mitchell, L. Armstrong, E. Clarke, D. Craig, S. Foxton, T. Galloway, D. Jaworsky, H. Jowett, J. Nowak, K. Redman, K. Seiling, S. Shantz, S. Strickland, and B. Vrbanovic

Members absent: K. Kiefer and G. Lorentz

#### **Declarations of Pecuniary Interest Under The Municipal Conflict of Interest Act**

None declared.

#### **Opening Remarks**

J. Mitchell provided opening remarks on the purpose of the meeting. She reminded the Committee that the purpose of the meeting is to make decisions on broad policy issues. Based on those decisions staff will prepare a by-law that will address more specific issues.

#### **Reports – Planning, Development, and Legislative Services**

PDL-CAS-16-08, Taxi By-law Review: Phase II Key Policy Questions

Kris Fletcher, Director, Council and Administrative Services/Regional Clerk, advised the Committee that the final report from the consultant analyzing the data from the taxi by-law revision public input survey II has been distributed to the Committee. A copy of the [report](#) is appended to the original minutes. K. Fletcher stated that an updated version of Appendix A of the report was distributed to the Committee. She noted that the updates reflect recent developments in the City of Toronto.

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Moved by S. Strickland

Seconded by S. Foxton

That the Regional Municipality of Waterloo direct staff to prepare a by-law for taxis and taxi-type services based on the recommended policy framework, as described in Report No. PDL-CAS-16-08, dated April 20, 2016, and including the following key elements:

- That the Region continue to regulate taxi and taxi-type services in Waterloo Region;
- That the current taxi, limousine and special transportation by-laws be opened and amended accordingly to allow non-traditional taxis to be licensed and regulated;
- That the new by-law be based on a hybrid model that combines both the traditional and broker models;
- That limits on licenses for traditional taxis be phased out and that limits not be imposed on new entrants established under the hybrid model;
- That fares be set for taxis that provide a “hail” service/taxi stand service, but do not impose a fee for pre-booked services;
- That staff review and modify as necessary the current rate/ratio for existing accessible vehicles and continue to explore opportunities for imposing additional fees and surcharges on those operations that do not meet or will not meet Regionally imposed accessible vehicle rate/ratios;
- That the Region request the Province of Ontario to adopt legislative changes that would allow municipalities to impose fees and surcharges on Private Transportation Companies; and
- That in-car cameras be required only when a ride is a hail service/taxi stand service, with cameras not being required when a ride is pre-booked;

And that staff apply the guiding principles of public safety, accessibility and consumer protection, including a level playing field, modernizing and simplifying regulation and innovation (as described in this report) in preparing the detailed regulations for a new by-law.

Motion withdrawn.

The Committee discussed how to handle the eight points of the staff recommendation. It was decided to debate and vote on each motion separately.

In response to a question from the Committee, K. Fletcher stated that the new by-law will require all drivers who operate in Waterloo Region to be licenced by the Region. She explained that a licence issued in another municipality will not be valid here and

that enforcement issues will be addressed in the next phase of the by-law process.

Moved by S. Strickland

Seconded by H. Jowett

That the Regional Municipality of Waterloo direct staff to prepare a by-law for taxis and taxi-type services based on the recommended policy framework, as described in Report No. PDL-CAS-16-08, dated April 20, 2016, and including the following key elements:

- That the Region continue to regulate taxi and taxi-type services in Waterloo Region;

Carried

Moved by S. Strickland

Seconded by S. Shantz

- That the current taxi, limousine and special transportation by-laws be opened and amended accordingly to allow non-traditional taxis to be licensed and regulated;

Carried

A Committee member questioned whether the hybrid model would provide a level playing field for traditional taxi companies and app based companies. K. Fletcher explained that a hybrid model will apply the same licencing requirements to all drivers. The difference will be in how the driver obtains the licence from the Region. She noted that a hybrid model will allow for the possibility for brokers, owner and drivers to be licenced.

Moved by H. Jowett

Seconded by S. Foxton

- That the new by-law be based on a hybrid model that combines both the traditional and broker models;

Carried

(L. Armstrong opposed)

The Committee discussed the negative implications for existing owners of phasing out the limits on licences. K. Fletcher explained that under the current model, there are only five brokers that have all of the licences and unless ten of those owners choose to form their own brokerage, there is no room for new companies. She stated that this has

prevented the creation of new companies in the past and is currently stopping individuals with innovative ideas from entering the market.

In response to a question from the Committee, K. Fletcher stated that determining how to phase out, or relax, the current ratios will require discussions with the industry to ensure that it is done fairly.

The Committee requested that regulations requiring all taxis to have identifying markings be considered in the drafting of the by-law.

Moved by E. Clarke

Seconded by L. Armstrong

- That limits on licenses for traditional taxis be phased out and that limits not be imposed on new entrants established under the hybrid model;

Moved by K. Redman

Seconded by B. Vrbanovic

- That limits on licenses for traditional taxis will be reconsidered and perhaps phased out with ratios to be examined and that limits not be imposed on new entrants established under the hybrid model;

Original Motion Carried as Amended

Chair J. Mitchell explained that the staff recommendation to not impose fees for pre-booked services will apply to traditional taxis if rides are pre-arranged if they are booked by phone, app, or another method prior to the ride.

Moved by D. Jaworsky

Seconded by K. Redman

- That fares be set for taxis that provide a “hail” service/taxi stand service, but do not impose a fee for pre-booked services;

Carried

Moved by D. Jaworsky

Seconded by H. Jowett

- That staff review and modify as necessary the current rate/ratio for existing accessible vehicles and continue to explore opportunities for imposing additional

fees and surcharges on those operations that do not meet or will not meet Regionally imposed accessible vehicle rate/ratios,

The Committee discussed the importance of ensuring that accessible taxi services are available to those that need them. It was noted that there is only a thirty percent utilization rate for the existing accessible taxi cabs. Committee members agreed that it is important to ensure that those that do not provide accessible services subsidize those that do.

Moved by T. Galloway

Seconded by S. Foxton

- That staff review and modify as necessary the current rate/ratio for existing accessible vehicles and continue to explore opportunities for imposing additional fees and surcharges on those operations that do not meet or will not meet Regionally imposed accessible vehicle rate/ratios, provided that there be no diminishment of service for passengers requiring accessible service

Original Motion Carried as Amended

K. Fletcher stated that the intention of this recommendation is to request that the province allow municipalities to charge a fee to app based taxi companies that are not providing accessible service. She noted that in Ottawa, Uber is paying a fee, but that it is voluntary. It is not clear if levying a fee is permissible under the Municipal Act.

Moved by S. Strickland

Seconded by L. Armstrong

- That the Region request the Province of Ontario to adopt legislative changes that would allow municipalities to impose fees and surcharges on Private Transportation Companies

Carried

Moved by D. Jaworsky

Seconded by D. Craig

- That in-car cameras be required only when a ride is a hail service/taxi stand service, with cameras not being required when a ride is pre-booked;

Committee members expressed concerns with exempting some vehicles from the camera requirement. K. Fletcher advised the Committee that during the consultation

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phase limousine companies responded that their customers would not support cameras in their cars. It was noted that apps, cellphone, and cameras cannot guarantee safety. The Committee discussed obtaining more input from the public and further information on the actual cameras that would be required before making a decision on this issue.

Moved by S. Strickland

Seconded by S. Foxton

That the motion to require in-car cameras only for hail service/taxi stand service rides be deferred until the next meeting.

Carried

Moved by K. Seiling

Seconded by S. Strickland

And that staff apply the guiding principles of public safety, accessibility and consumer protection, including a level playing field, modernizing and simplifying regulation and innovation (as described in this report) in preparing the detailed regulations for a new by-law.

Carried

### **Information/Correspondence**

- a) Regional Clerk Licensing Hearings Minutes - March 23, 2016 was received for information.
- b) Regional Clerk Licensing Hearings Minutes - March 24, 2016 was received for information.

### **Adjourn**

Moved by D. Craig

Seconded by K. Redman

That the meeting adjourn at 7:14 p.m.

Carried

**Committee Chair**, J. Mitchell

**Committee Clerk**, T. Brubacher

2016

# Data Analysis Report II

## Taxi By-Law Review Phase II, Region of Waterloo

20 April 2016

Submitted to:

Licencing and Enforcement Services  
The Regional Municipality of Waterloo



Submitted by:



Elin Moorlag  
Senior Research & Evaluation Consultant  
Sustainable Societies Consulting Group



## Executive Summary

The Region of Waterloo has been regulating taxis and other “vehicles for hire” since 1973, and currently licenses traditional taxis, limousines, and special transportation vehicles. These vehicles are regulated to ensure passenger safety as well as fair and consistent pricing.

In the Spring of 2015, the Region of Waterloo decided to undertake a review of the current taxi and other vehicles for hire by-laws followed by widespread public consultation. This first round of feedback was collected over the summer and fall of 2015. The strategies for public consultation included: Posting the draft by-law on the Region of Waterloo website; An open invitation to the public to submit comments or questions about the by-law to the Regional Clerk’s Office by email or post; Multiple consultations with stakeholders; An online public input survey (also available in paper format), and an online public discussion guide (also available in paper format). An analysis report of all data collected by October 2<sup>nd</sup>, 2015 was submitted to the Region in November 2015. This report is publicly available using the following [link](#).

Following this first round of feedback, a second phase of data collection took place in the Winter of 2016. A condensed and revised version of the Taxi By-Law Revision Public Input Survey was launched, resulting in 980 responses collected by April 8<sup>th</sup>, 2016.

### **Taxi By-Law Revision Public Input Survey II**

In total, there were 980 responses collected from the condensed version of the Taxi By-Law Revision Input Survey, which consisted of ten yes/no or multiple choice questions, and one open-ended question. This survey was accessible through the Region of Waterloo website (paper copies were also available).

This survey was open to any member of the public within Waterloo Region, without specific response targeting or quota sampling involved. Thus, results collected in this survey do not provide a statistically representative sample of Waterloo Region but rather a snap shot of opinions for those who voluntarily completed the survey. To see the survey questions, please see Appendix A.

Of the 980 responses, 931 (95%) respondents reported to be currently residing in Waterloo Region. When asked if they were currently working in Waterloo Region, 789 respondents (81%) indicated that they do work in the Region, and 191 (19%) indicated that they do not.

When asked to identify themselves using a number of categories provided in the survey, respondents were permitted to select multiple responses. A total of 974 respondents answered this question, and of the responses chosen, the majority fell into two categories: 66% identified as “An Uber user,” and 54% identified as an “Interested member of the public.”

When asked whether the Region should regulate taxis and taxi type services, three options were given to participants. Of the 948 responses to this question, 41% indicated that regulation of the industry should cease, and the industry should be allowed to set its own standards. The remaining 59% of responses were split between the continuation of either partial or complete Regional regulation. The three questions to follow focused on additional details regarding regulation and licencing of the taxi industry. Overall, the majority of respondents agreed that the current Taxi by-law should be re-opened in order to allow for non-traditional Taxis, that a “hybrid model” be developed to combine both the traditional and broker models, and that license limits not be imposed on any sector.

When asked whether the Region should regulate fares for Taxi services, the most frequent of the 957 responses fell in the category of “do not set any fares” (50%). Just 14% of respondents supported the option of “impose fares for all rides,” and the remaining 36% of responses were distributed amongst the options regarding either partial fare setting or imposing either minimum or maximums.

When asked *How should the Region govern and require accessible Taxis?*, the 915 responses to this question were distributed among the five response options, with somewhat more support shown for either *keeping the current rate/ratio of accessible vehicles for traditional taxis only* (28%), or *reviewing/modifying the current rate/ratio and establishing a rate/ratio for non-traditional taxis* (23%).

The final closed-ended question on the survey asked respondents to comment on the use of CCTVs in all vehicles. Of the 942 responses collected, 40% were in support of *not regulating* the installation of cameras and allowing brokers to decide, and 29% of respondents were in support of *regulating* the installation of cameras in all vehicles.

When asked if they have any additional comments, questions or concerns, survey responses indicated substantial support for the operation of Uber in Waterloo Region, with nearly 50% of the 222 responses on this question advocating for allowing Uber to continue. The next most frequent responses were concerned with the need for a free and open market, while prioritizing public safety.

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## Project Background

The Region of Waterloo has been regulating taxis and other “vehicles for hire” since 1973, and currently licenses traditional taxis, limousines, and special transportation vehicles. These vehicles are regulated to ensure passenger safety as well as fair and consistent pricing.

The Region of Waterloo has been approached over the past several years regarding a number of issues related to taxis and vehicles for hire, including:

- closed circuit monitoring
- non-traditional forms of taxi operation
- pricing
- fairness and competition
- contracting services
- accessibility requirements

In addition to these issues, considerable changes have taken place within the industry as technology has advanced. For all of these reasons the Region of Waterloo decided to undertake a review of the current taxi and other vehicles for hire By-laws.

The goal of the By-law review was to evaluate the relevance, functionality and applicability of the current By-laws in place, and as part of this process to receive feedback from municipalities, organizations, current license holders, potential service providers, experts, stakeholders, and users about how the By-laws might be changed. This first review began in the Spring of 2015, and all feedback was collected by October 2, 2015. A comprehensive report containing analysis of all data collected throughout 2015 was submitted to the Region in November, and can be accessed through the following [link](#).

Following the first round of feedback, Phase II of the public consultation process began in early 2016, whereby a condensed and revised version of the Taxi By-Law Revision Public Input Survey was launched. In total, there were 980 responses collected from this version of the Taxi By-Law Revision Input Survey, which consisted of ten yes/no or multiple choice questions, and one open-ended question.

This survey was accessible through the Region of Waterloo website (also available in paper form), and was open to any member of the public within Waterloo Region, without specific response targeting or quota sampling involved. Thus, results collected in this survey do not provide a statistically representative sample of Waterloo Region but rather a snap shot of opinions for those who voluntarily completed the survey. To see the survey questions, please see Appendix A.

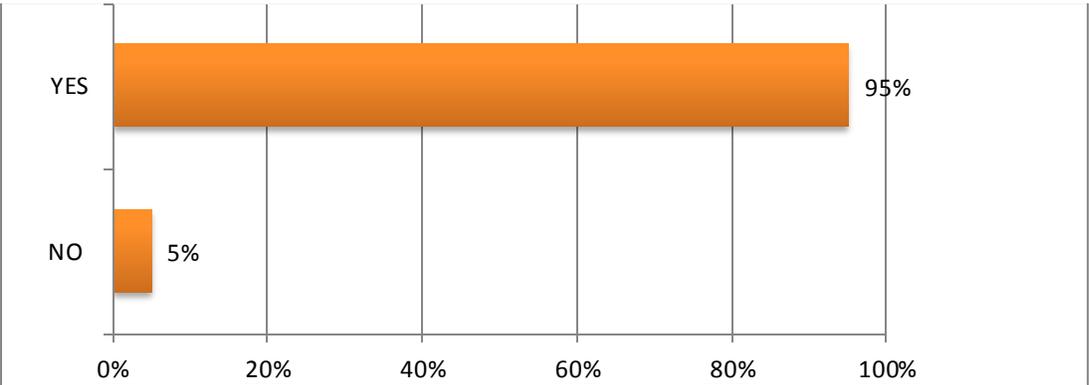
# Survey Data Analysis

The structure of this analysis report follows the sequence of questions as they were asked in the condensed Taxi By-Law Revision Input Survey.

## Participant Demographics

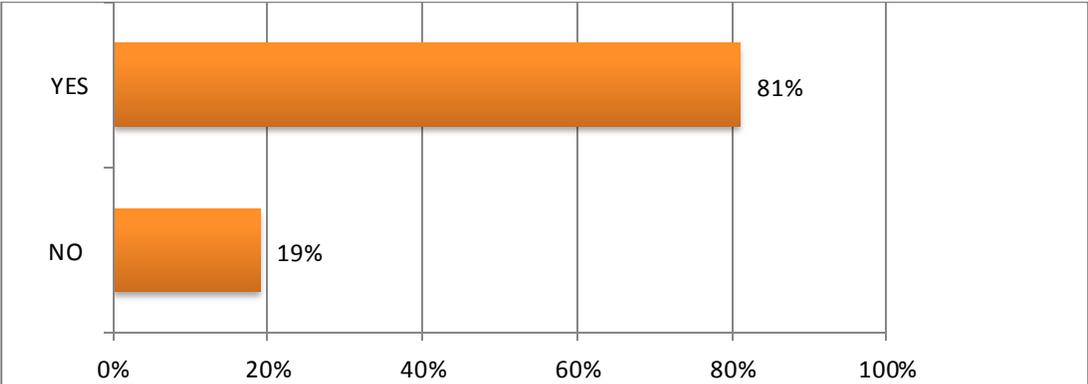
Of the 980 responses, 931 respondents reported to be currently residing in the Waterloo Region, with the remaining 49 respondents (5%) reporting not to be currently living in the Region. See Figure 1 below.

**Figure 1: Do you currently live in Waterloo Region? YES/NO (N= 980)**



When asked if they were currently working in Waterloo Region, 789 respondents (81%) indicated that they do work in the Region, and 191 (19%) indicated that they do not. See Figure 2 below.

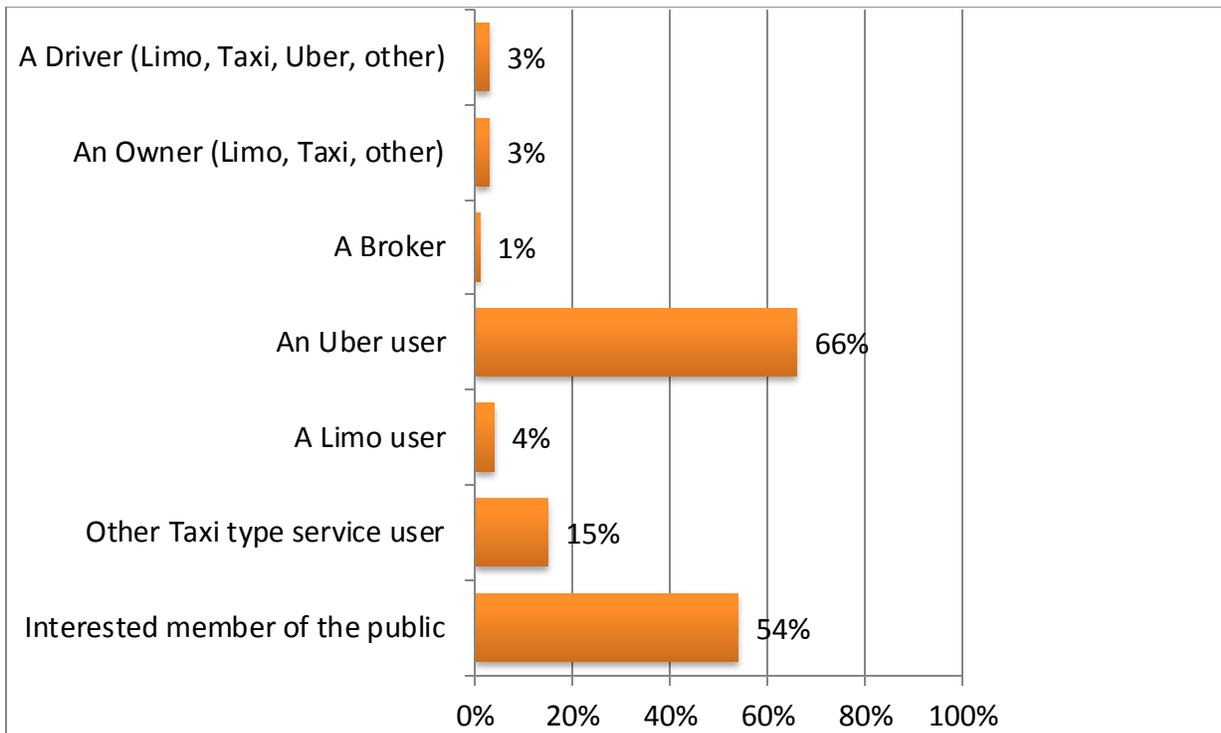
**Figure 2: Do you currently work in Waterloo Region? YES/NO (N=980)**



When asked to identify themselves using a number of categories provided in the survey, respondents were permitted to select multiple responses. A total of 974 respondents answered this question, and of the responses chosen, the majority fell into two categories: 66% identified

as “An Uber user,” and 54% identified as an “Interested member of the public.” Contained in Figure 3 is a breakdown of the total responses provided. As seen in the results, very few of the respondents identified themselves as a “Driver” (3%), an “Owner” (3%), or a “Broker” (1%).

**Figure 3: Are you currently... \* (N=974)**



\*Respondents were allowed to choose multiple responses

### Regulating Taxis and Taxi type services in Waterloo Region

When asked whether the Region should regulate taxis and taxi type services, three options were given to participants, the results of which are illustrated in Table 1. Of the 948 responses to this question, 41% indicated that regulation of the industry should cease, and the industry should be allowed to set its own standards. The remaining 59% of responses were split between the continuation of either partial or complete regulation.

**Table 1: Should the Region regulate taxis and taxi type services in Waterloo Region? (N= 948)**

RESPONSE CHOICE	FREQUENCY (N)	PERCENT (%)
Stop regulating all taxis and taxi type services and allow the industry to set its own standards	388	40.9%
Continue to regulate the traditional taxi industry and continue to request that the Province regulate ridesharing	277	29.2%
Regulate all taxi and taxi type services	283	29.9%
<b>TOTAL</b>	<b>948</b>	<b>100.0</b>

The three questions to follow focused on additional details regarding regulation and licencing of the taxi industry. Tables 2-4 contain summaries of participant responses for these questions (majority answers are highlighted in yellow).

**Table 2: Should the Region “open it’s Taxi by-law so non-traditional Taxis are licensed and regulated?(N=950)**

RESPONSE CHOICE	FREQUENCY (N)	PERCENT (%)
The by-law should not be reopened	261	27.5%
The by-law should be reopened to allow for non-traditional Taxis	689	72.5%
<b>TOTAL</b>	950	100.0

**Table 3: If the Region opens its Taxi by-law, should it adopt a "traditional model," "broker model" or a "hybrid model"? (N=921)**

RESPONSE CHOICE	FREQUENCY (N)	PERCENT (%)
Develop a by-law based on a traditional model	151	16.4%
Develop a by-law based on a broker model	92	10%
Develop a by-law based on a hybrid model that combines both the traditional and broker models	678	73.6%
<b>TOTAL</b>	921	100.0

**Table 4: Should the Region limit the number of owner and vehicle licences for taxis services? (N=950)**

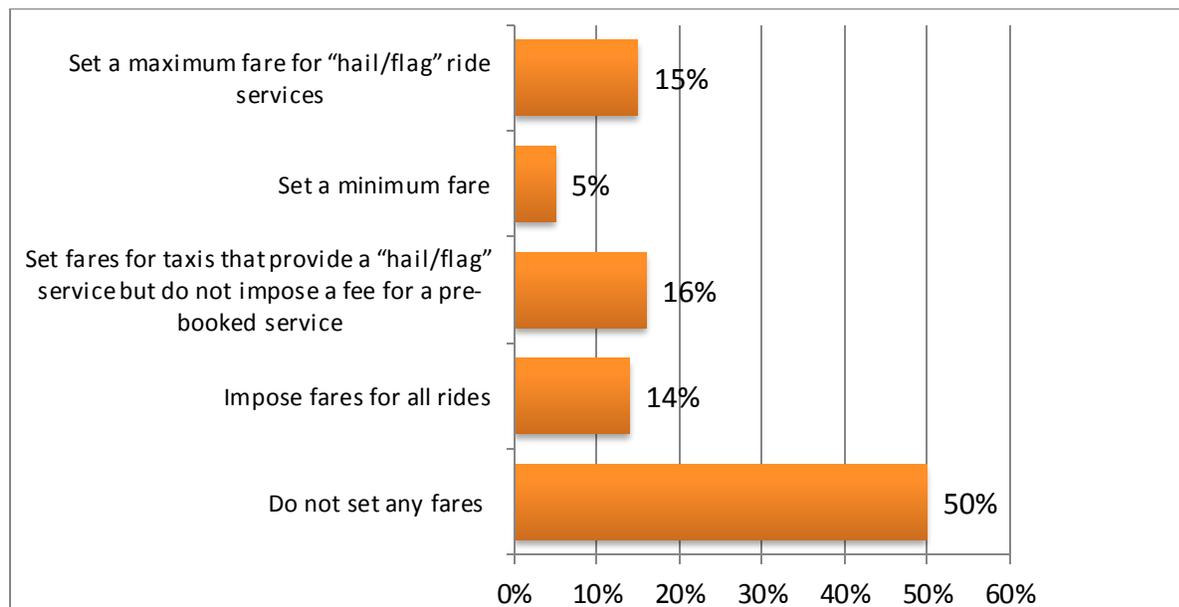
RESPONSE CHOICE	FREQUENCY (N)	PERCENT (%)
Impose license limits on both traditional and non-traditional taxis	180	18.9%
Impose license limits on traditional taxis only and do not impose limits on non-traditional taxis	89	9.4%
Phase out license limits on traditional taxis and do not impose limits on new entrants into the market	235	24.7%
Do not impose license limits on any sector	446	46.9%
<b>TOTAL</b>	950	100.0

What these responses indicate is that overall, respondents favor a deregulated or partially regulated system, that the current Taxi by-law should be re-opened in order to allow for non-traditional Taxis, that a “hybrid model” be developed to combine both the traditional and broker models, and that license limits not be imposed on any sector.

### Fares for Taxi services

The next question of the survey was focused on the current system of fares for taxi services. When asked whether the Region should regulate fares for Taxi services, the most frequent of the 957 responses fell in the category of “do not set any fares” (50%). Just 14% of respondents supported the option of “impose fares for all rides,” and the remaining 36% of responses were distributed amongst the options regarding either partial fare setting or imposing either minimum or maximums. Results are summarized in Figure 4 below.

**Figure 4: Should the Region regulate fares for Taxi services (N=957)**



### Accessibility

The next question of the survey asked respondents about accessibility regulations within the taxi industry. When asked *How should the Region govern and require accessible Taxis?*, the 915 responses to this question were distributed among the five response options, with somewhat more support shown for either *keeping the current rate/ratio of accessible vehicles for traditional taxis only* (28%), or *reviewing/modifying the current rate/ratio and establishing a rate/ratio for non-traditional taxis* (23%). The full range of responses are summarized in Table 5 below.

**Table 5: How should the Region govern and require accessible taxis?**

<b>RESPONSE CHOICE</b>	<b>FREQUENCY (N)</b>	<b>PERCENT (%)</b>
<b>Keep the current rate/ratio of accessible vehicles for traditional taxi only</b>	257	28.1%
<b>Keep the current rate/ratio of accessible vehicles for traditional taxi and establish a rate/ratio for non-traditional taxis</b>	151	16.5%
<b>Keep current rate/ratio of accessible vehicles for traditional taxis and require that non-traditional operation pay a fee in lieu of providing accessible service</b>	113	12.3%
<b>Review and modify the current rate/ratio of accessible and establish a rate/ratio for non-traditional taxis</b>	214	23.4%
<b>Review and modify the current rate/ratio of accessible and require that non-traditional operation pay a fee in lieu of providing accessible service</b>	180	19.7%
<b>TOTAL</b>	915	100.0

### **CCTV Use in Taxis Services**

The final closed-ended question on the survey asked respondents to comment on the use of CCTVs in all vehicles. Of the 942 responses collected, 40% were in support of not *regulating* the installation of cameras and allowing brokers to decide, and 29% of respondents were in support of *regulating* the installation of cameras in all vehicles. Contained in Table 6 is a complete breakdown of all responses.

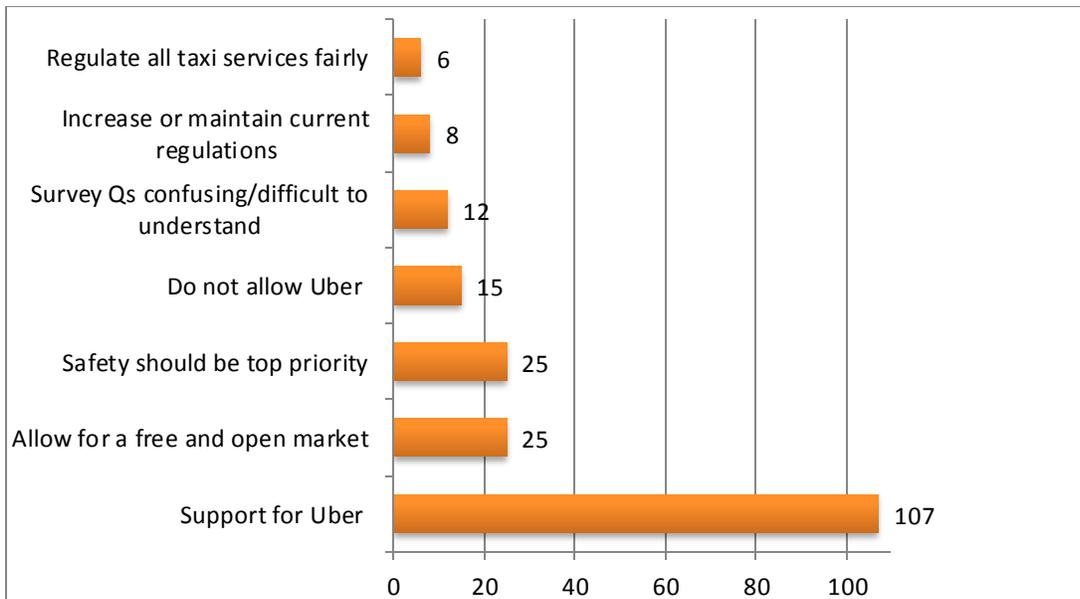
**Table 6: Should the Region require CCTVs in all vehicles? (N=942)**

<b>RESPONSE CHOICE</b>	<b>FREQUENCY (N)</b>	<b>PERCENT (%)</b>
<b>Regulate the installation of cameras in all vehicles.</b>	275	29.2%
<b>Do not regulate the installation of cameras but allow the brokers to decide if cameras are required</b>	378	40.1%
<b>Regulate the installation of cameras in taxis and non-traditional taxis but do not require them in limousines</b>	105	11.1%
<b>Require the use of cameras only when a ride is a hailed ride, cameras would not be required when the ride is pre-booked</b>	184	19.5%
<b>TOTAL</b>	942	100.0

## Additional Comments, Questions or Concerns

For the final question of the survey: “Please provide any additional comments, questions or concerns in the box provided below,” 222 responses were collected. Within those responses, seven main themes emerged. Illustrated in Figure 5 is a representation of each of these main themes by frequency.

**Figure 5: Please provide any additional comments, questions or concerns – Frequency of themes**



As shown above, the most commonly stated theme to emerge in the responses to this open-ended question is focused on **support for Uber in Waterloo Region**. Here respondents had a great deal to say about their **positive experiences with Uber** as an alternative to the traditional taxi system. In particular, Uber is described as a service that is cheaper, more friendly and convenient, more reliable and efficient, and offers a more convenient payment system, as explained in the following comments:

*Uber drivers and the Uber experience and fares are 1000 times better than any traditional taxi service out there. I hope Uber stays forever.*

*Affordable and flexible transportation is a great asset that would support growth and job creation. Please keep that in mind when putting this bylaw in place.*

*I think that Uber is providing a much needed service and makes it affordable for more of the general public.*

*Uber has provided a fast, inexpensive way to travel at the last minute.*

*The service offered by Uber is far superior the service offered by traditional taxis, it would be wrong to deny the residents of this region this service. There is no evidence to suggest Uber is any less safe than traditional taxis.*

*Uber is definitely a better ride and experience overall. The cars are actually CLEAN and the drivers are actually NICE, HAVE MANNERS and take you to your destination without driving UNDER the speed limit to milk more money.*

*The society is changing, technology is changing, and it's better for the Waterloo region to be an early adopter of services such as Uber.*

*I have really enjoyed how simple and easy it is to use Uber. If regulation was to stop this service from being available I would be very sad.*

The second most common themes to emerge in this analysis are focused on 1) **consumer safety as the top priority**, and 2) the need for the Region to **allow for a free and open market**.

In terms of **consumer safety**, much of the feedback is concerned with the safety of passengers and vehicle safety, which includes insurance, use of cameras and background checks on drivers, as the following excerpts illustrate:

*My biggest concern is that the vehicles themselves have commercial insurance. The company's broad insurance is not enough, if there is an accident the driver must have commercial insurance on his vehicle to protect the consumer.*

*CCTV is a very practical, safe ensured tool , which all drivers should embrace. CCTV provides another safety mechanism for passengers , and a defence measure for taxi or non-taxi vehicles , for accidents and false accusations alike.*

*Special request to decision maker: please make sure public safety should not be compromised at any cost.*

*Cameras are an absolute must for all vehicles, to protect drivers and passengers. If Uber is allowed here it should follow the same rules as the taxis...meaning proper insurance and BACKGROUND CHECKS for drivers.*

*By-laws should be flexible enough to accommodate all types of services. Regional clearance (proof of insurance, criminal record check, and credit check) should be required for ALL drivers.*

*I believe that safety is a key component of my issue with ride sharing plans. When you are being paid for giving rides to someone then you should meet certain standards for the safety of all involved.*

*Interested in best practices for cctv in cabs. It protects both driver and passenger.*

Within the theme of **allowing for a free and open market**, Uber is mentioned as an ideal competitor. In the responses, many of the sentiments in this category are concerned with the taxi industry operating as a “monopoly” or an “oligarchy,” with limited alternatives and/or competition to allow for improvements/upgrades in service. And in particular, that the government should back off as a regulating body and allow for consumer choice based on quality of service. A range of opinions from within this theme are captured in the following responses:

*Let the market and consumers dictate the services. Uber/ride sharing is good business and is here to stay.*

*Those with the monopoly will be the loudest to proclaim unfairness. Uber, if it is successful will be successful because they are doing what the consumer wants. Traditional businesses must evolve to survive, and the government should step back and let this progress naturally.*

*Let the free market deliver the services that people need.*

*Over regulation of non-traditional taxis will make cost prohibitive.*

*Let the free market decide (and prosper), we don't need council to be in the transportation business and dictating how to get around. Remember that a vote against Uber is a vote against the technology sector, which would be seen as very counterproductive to our local economy. Good on council for not being sheepish and tackling this issue head-on.*

*Get the government out of the way. Competition breeds options and freedom of choice will set the standard. Uber is better...cheaper, more convenient. Innovation doesn't come from the government. If it did they would have created Uber before a tech start-up did.*

The next most common theme to emerge from the data is focused on dissatisfaction with Uber operating within Waterloo Region, with many of the comments here stating that the Region should **not allow Uber**. The majority of these comments include strong, negative views of Uber as a vehicle for hire industry, characterizing Uber as an illegal and dishonest business, taking business from the “legitimate” taxi industry already in place. Many of these very passionate comments warn of the impending doom and destruction of the entire industry/economy if Uber is permitted to operate. The following excerpts from the data further illustrate these sentiments:

*Uber is a shame and disgrace to the taxi drivers of the region of Waterloo and the world. They come into the cities and destroy the jobs of hard working individuals who have to pay for taxi rent, commercial insurance, licensing fee's etc... If we want to make Canada great again and stop taking away jobs from those who work hard and have worked hard to get their companies known out there we need to BAN ALL UBER OPERATIONS ACROSS CANADA!*

*In your zeal to accommodate unlawful Uber service in the region you are going to destroy the taxi cab business eventually and then we will all be subject to price gouging by Uber and other ride sharing companies.*

*I don't think it is right that Uber drivers are able to provide the same service as Taxi drivers, yet do not need to adhere to the same rules and regulations. You are dealing with people's livelihoods.*

*Do not allow UBER to operate in our region!*

*As a long time citizen of Waterloo County, I am very disappointed that the Region has allowed the Uber taxis to operate since last year knowing full well that Uber was providing taxi services illegally. This is insulting to the Taxi companies that have been servicing the public needs of the residents of the Region for decades.*

#### **DEATH TO UBER**

*UBER is manipulating the term "ride sharing". It is doing taxi service in the region. Yet UBER is operating "undercover" as no clear singe to the public on any vehicle. That way it is avoiding all complaints from public for traffic violations, speeding, dangerous driving, street blocking,... and other related issues. Drivers for UBER are developing their private network for driving people from point A to B collecting money and not reporting it to anyone. It is most unsafe and quite disturbing to know that is silently "supported" by region.*

*I do NOT want the UBER service anywhere in the region or province.*

*With the deregulation of taxis in Waterloo region, there will be job loss and the safety of our fares will be in question. Why is the region bending to Uber when they showed total disregard for our regional government??? Isn't public safety important to our elected officials??? And why is it that Uber doesn't pay HST?????*

Another common theme to emerge from the data related specifically to the design survey questions, with many of the responses indicating the **questions are confusing and difficult to understand** in this iteration of the Public Input Survey. Concerns here are raised regarding the

use of jargon, a lack of explanation of terms, lack of choice in the answer categories, and no clear connection between how respondents answered one question to the next. The examples to follow further illustrate some of these points:

*This survey uses heavy industry language and is very difficult for someone who is simply a user of the "taxi" industry to understand and provide informed answers.*

*Survey consists of too much jargon, but the survey audience is the general public, for some questions I had to read them multiple times before I picked an answer and may still not understand what it exactly means.*

*This survey is seriously flawed by not giving an option to choose "n/a" or "I don't know what this means" - I'm forced to select an option despite not knowing anything about any of the options.*

*Survey questions and answers are very strangely worded and difficult to understand.*

*This survey is not directed towards the Laymen. Questions should be based on agree and disagree with statements and not made as if it is a legal document. If it's meant to be a survey then try to appeal to those who use the services and not the courts that have no interest in hearing about polling results anyways.*

*This questionnaire has asked some questions that I did not understand. There should be an 'I am not sure' option to get more accurate results.*

*I think this survey contains questions that are leading and / or biased. I don't think it will represent the true feelings of Uber / Taxi drivers at this time. In fact, [Should the Region "open its taxi by-law so non-traditional taxis are licensed and regulated"?] is followed by a question that completely ignores the answer that the respondent gave previously.*

*The wording of some of these questions is confusing.*

*You don't give any info on what a 'broker model' is, making at least one of your questions very difficult to answer. Also, you've presented a limited set of answers for fare regulation that doesn't open the possibility of max fares for non-traditional services, which is how I would like to have answered.*

One last theme to emerge from these responses is the concern around regulations of the taxi industry and related taxi services. Here, the responses were varied amongst those who supported the **fair regulations for all taxi services**, for some, the concern is to **maintain the**

**current regulating system**, but for others, **an increase in regulations** is necessary to facilitate the growing market. Some examples from the data include:

*As a highly frequent traveler abroad and locally, I equally use UBER, Traditional Taxis and Limo services. I strongly believe and urge member of our council to regulate both traditional and non-traditional operations.*

*Whatever the Region decides, it should be the same for all taxi service providers. Everybody on even ground.*

*A hybrid model sounds reasonable, provided that it's described not in terms of whether the service is a "ridesharing" service, but rather based on something that reflects the risk exposure.*

*The region needs to apply its by-laws fairly and evenly to all. While I think there can be a place for companies like Uber and the by-law should be changed to reflect this, I do not think they should have been allowed to flout the current by-law. No one should be able to just choose to ignore a by-law without consequences.*

*I hope that the Region of Waterloo will formulate a by-law that regulates the Uber Taxi business and still protects the existing Taxi Services in the area. Remember this issue is about the workers making a decent living for themselves and their families.*

*Current bylaw works already for decades, don't create a mess.*

*The industry needs to be regulated for the purpose of public safety. All across North America we have seen crimes committed by Uber drivers. Seeing as Uber is still in the infancy stage, this issue will become even more relevant as the company continues to grow and expand. While car sharing seems like a good idea, it is impossible to properly screen drivers in this system. In this case, the government is essentially catering to would be criminals, giving them a platform to carry out their acts.*

Beyond the main themes covered in Figure 5, some additional comments provided by respondents for this open-ended question include:

- **Questions/suspicious/conspiracies about political intentions**
- **Surge pricing will need to be reviewed and somehow regulated**
- **Concerns raised about accessibility standards for non-traditional taxi services**

## Survey Analysis: Summary

As seen in the data presented here, this issue is an important one to members of Waterloo Region, and within these 980 responses, respondents expressed a wide range of opinions regarding the current system of regulating the taxi service industry. Overall, analyses conducted on both the quantitative and qualitative data revealed some prominent themes;

1. With regards to regulating taxis and taxi type services in Waterloo Region, the most frequent response provided is in support of deregulation (41%).
2. When asked about the current taxi by-law, 73% of respondents agreed that the by-law should be re-opened to allow for non-traditional taxis, and 74% of respondents indicated that they favor the adoption of a “hybrid model” if the Region were to open its taxi by-law.
3. When asked about licencing, 50% of responses were in favor of not imposing licence limits on any sector.
4. When respondents were asked whether fares should be regulated, 50% indicated that no, the Region should not regulate fares.
5. When asked how the Region should govern and require accessible taxis, respondents did not provide a clear-cut majority opinion. The most commonly selected response option for this question was ‘keep the current rate/ratio of accessible vehicles for traditional taxi only’ (28%), with 23% of respondents selecting ‘review and modify the current rate/ratio of accessible and establish a rate/ratio for non-traditional taxis’ and the remaining responses split between the three other categories.
6. The final closed-ended question on the survey asked respondents to comment on the use of CCTVs in all vehicles. Of the 942 responses collected, 40% were in support of *not regulating* the installation of cameras and allowing brokers to decide, and 29% of respondents were in support of *regulating* the installation of cameras in all vehicles.
7. When asked if they have any additional comments, questions or concerns, survey respondents indicated substantial support for the operation of Uber in Waterloo Region, with nearly 50% of the 222 responses on this question advocating for allowing Uber to continue. The next most frequent responses were concerned with the need for a free and open market, while prioritizing public safety.

## Appendix A: Taxi By-Law Review Phase II – Condensed Public Input Survey

1. Do you currently **live** in Waterloo Region?

- Yes
- No

2. Do you currently **work** in Waterloo Region?

- Yes
- No

3. Are you currently;

- A Driver (e.g. Limo, Taxi, Uber, other Taxi type service) \_\_\_\_\_
- An Owner (e.g. Limo, Taxi, other Taxi type service) \_\_\_\_\_
- A Broker \_\_\_\_\_
- An Uber user
- A Limo user
- Other Taxi type service user \_\_\_\_\_
- Interested member of the public

4. Should the Region regulate taxis and taxi type services in Waterloo Region?

- Stop regulating all taxis and taxi type services and allow the industry to set its own standards
- Continue to regulate the traditional taxi industry and continue to request that the Province regulate ridesharing
- Regulate all taxi and taxi type services

5. Should the Region “open its taxi by-law so non traditional taxis are licensed and regulated”?

- That the by-law not be reopened
- That the by-law be opened to allow for non-traditional taxis

6. If the Region opens its taxi by-law should it adopt a “traditional model”, “broker model” or a “hybrid model”?

- Develop a by-law based on a traditional model
- Develop a by-law based on a broker model

- Develop a by-law based on a hybrid model that combines both the traditional and broker models

7. Should the Region limit the number of owner and vehicle licences for taxis services?

- Impose license limits on both traditional and non-traditional taxis
- Impose license limits on traditional taxis only and do not impose limits on non-traditional taxis
- Phase out license limits on traditional taxis and do not impose limits on new entrants into the market
- Do not impose license limits on any sector

8. Should the Region regulate fares for taxi services?

- Do not set any fares
- Impose fares for all rides
- Set fares for taxis that provide a “hail/flag” service but do not impose a fee for a pre-booked service
- Set a minimum fare
- Set a maximum fare for “hail/flag” ride services

9. How should the Region govern and require accessible taxis?

- Keep the current rate/ratio of accessible vehicles for traditional taxi only
- Keep the current rate/ratio of accessible vehicles for traditional taxi and establish a rate/ratio for non-traditional taxis
- Keep current rate/ratio of accessible vehicles for traditional taxis and require that non-traditional operation pay a fee in lieu of providing accessible service
- Review and modify the current rate/ratio of accessible and establish a rate/ratio for non-traditional taxis
- Review and modify the current rate/ratio of accessible and require that non-traditional operation pay a fee in lieu of providing accessible service

10. Should the Region require CCTV's in all vehicles?

- Regulate the installation of cameras in all vehicles.
- Do not regulate the installation of cameras but allow the brokers to decide if cameras are required
- Regulate the installation of cameras in taxis and non traditional taxis but do not require them in limousines

- Require the use of cameras only when a ride is a hailed ride, cameras would not be required when the ride is pre-booked

Please provide any additional comments, questions or concerns in the box provided below.

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