



Town of Newmarket  
395 Mulock Drive P.O. Box 328,  
Newmarket, Ontario, L3Y 4X7

Email: [info@newmarket.ca](mailto:info@newmarket.ca) | Website: [newmarket.ca](http://newmarket.ca) | Phone: 905-895-5193

## **Regulatory Review Update Information Report**

Report Number: 2018-17

Department(s): Legislative Services

Author(s): Lesley Long, Supervisor of By-Laws & Florence DiPassio, Licensing

Date: September 12, 2018

In accordance with the Procedure By-law, any member of Council may make a request to the Town Clerk that this Report be placed on an upcoming Committee of the Whole agenda for discussion.

### **Purpose**

The purpose of this information report is to provide Council with an update on the enhancements of the Town's municipal enforcement operations and staff's review of regulatory by-laws, further to the October 10, 2016 information report on the same subject. ([Click here](#) for report)

### **Background**

A regulatory review was initiated in 2016 with the goal of ensuring that the Town's by-laws continue to reflect the desired standards of both the community and Council. This ongoing review has resulted in a number of enhancements, which are detailed in the Discussion section below.

### **Discussion**

#### **Improved Customer Service and Efficiencies through Technology**

The Town purchased a new parking management solution, which manages all aspects of parking tickets and parking permits. The self-service portal allows individuals to pay or dispute parking tickets online, without the need for in-person application/payments. With a growing trend to move services online, the Town considers this self-serve portal a customer service enhancement.

To date in 2018, staff have issued 1,772 overnight parking exemptions using the self-serve portal. Additionally, over 1,900 tickets were resolved through the self-service portal, which means fewer people were required to come in-person to either pay or dispute their parking ticket.

## **Parking Program**

Council approved the hiring of two new Municipal Enforcement staff, and the officers started in February and April 2018 respectively. As a result of the increased staff resources, the Town has been able to allocate resources more effectively, with officers working the same shifts with enhanced coverage. For example, the Town can now allocate additional staff time spent monitoring sensitive areas, such as school zones. In addition to enforcement, staff time can now be spent educating the public and community partners (i.e., school boards, York Regional Police) on the Town's Parking Program.

Further, the additional staff has assisted with monitoring areas where the Town receives a higher number of complaints, such as Main Street, and Lundy's Lane.

To date staff have issued 7,028 parking tickets, which is an increase of 2,412 from 2017.

## **Administrative Monetary Penalty System (AMPS)**

In June 2018, Council directed staff to move forward with the implementation of the Administrative Monetary Penalty System (AMPS) for parking matters in Q1/Q2 of 2020.

Staff will develop the required framework, which would include, but is not limited to: drafting new by-laws, policies and procedures, and determining administrative penalties. Review and update the Town's Parking By-law will also be required.

## **Licensing of Driving School Instructors**

June 18, 2018 Council passed a by-law for the licensing of driving school instructors. Staff will begin licensing once the following has been completed:

- Educating driving schools, instructors, and members of the public of the Town's new licensing system;
- Establishing the administrative processes for driving school and instructor licensing (for example: acquiring licence plates, creating applications, etc.); and,
- Training licensing, enforcement and staff on new standards.

Council approved the Licensing Officer's position as part of the 2018 budget. The Officer started on September 4, 2018 and will commence with the education, training and enforcing all licensing by-laws.

## **Taxi Industry**

In 2018, the taxi industry approached the Town to discuss their concerns with the current Taxi By-law and concerns regarding ride-sharing companies such as Uber and Lyft. In response to these concerns, staff have established a working group comprised of industry members and staff. This group meets on a bi-monthly basis for the members to provide input on proposed changes to the current Taxi By-law. Preliminary feedback from the industry, along with a staff report on the interim measures to provide relief to the taxi industry will be presented to the new term of Council.

Current Interim Measures on the Taxi By-law:

- Waiving fees for Taxi vehicles that have been transferred
- Provide Criminal Record Checks upon renewal (currently they provide Vulnerable Sector Check where there is an additional cost for fingerprints)
- Not implementing an increase to Taxi Licensing fees for 2019
- Not requiring replacement of vehicles after 10 years

In addition, Newmarket and Aurora have agreed to enter into a Cross-Border Taxicab Pilot Project for a period of 6 months commencing on September 1, 2018 and ending on February 28, 2019. This Pilot Project will allow Taxicabs to operate within the Boundaries of Newmarket and Aurora.

## **Amended and New By-laws**

Over the last 2 years, the Town has amended or recently adopted a number of By-laws.

The following By-laws were recently amended:

- Signs
- Property Standards
- Noise
- Election Signs

The following new By-laws were recently adopted by Council:

- Clean Yards
- Power of Entry
- Licensing of Driving School Instructors

Additionally, staff has identified the following by-laws as requiring updates:

- Taxi By-law - to address ride sharing economy
- Hawker & Peddler By-law – to address door-to-door sales
- Animal Control – to address Pet Store regulations
- Refreshment Vehicle & Catering - to address housekeeping amendments

- Fence By-law – to address privacy screens, colour and removal of the Line Fences Act.
- Parking By-law – to be amendments required for the AMPS program

In addition, staff will be recommending the following by-laws be repealed, as they no longer align with the community's needs:

- Places of Amusement
- Auctioneers
- Billiards
- Bowling
- Horse Riding Establishments
- Loud Speakers

## **Conclusion**

A workshop will be scheduled with the new term of Council to determine Council's priorities regarding the next steps of the regulatory review, and to get feedback from the community regarding its desired standards for various regulatory matters.

At this workshop, it is anticipated that the following matters will be presented to the new term of Council, including:

- Shared economy
  - Uber/Lyft
  - Short Term Rentals- AirBnB
  - Shared Parking - Rover
- Personal Service establishments
  - Nail Salons – manicures and pedicures
  - Tattoo and Body Piercing
  - Aesthetics
  - Electrolysis
  - Hairstyling
- Tow trucks

The next phase of the review will include establishing by-laws that are:

- relevant, effective and sustainable
- reflective of current and anticipated community needs; and inclusive consultation process with stakeholders and the public – internal and external (BIA, Chamber of Commerce, Business Owners, Police and the Public)

## **Business Plan and Strategic Plan Linkages**

The initiative relates to the Well-equipped and managed link of the Town's Community Vision- implementing policy and processes that reflect sound and accountable governance.

## Consultation

A comprehensive communication/consultation plan with all stakeholders will be developed.

## Human Resource Considerations

There are no human resources considerations related to this report.

## Budget Impact

Any future impacts related to the regulatory review will be addressed through the appropriate budget process.

## Attachments

None

## Contact

For additional information, please contact Lesley Long, Supervisor of By-laws at 905-953-5300 extension 2222 or [llong@newmarket.ca](mailto:llong@newmarket.ca)

Florence DiPassio, Licensing at 905-953-5300 extension 2206 or [fdipassio@newmarket.ca](mailto:fdipassio@newmarket.ca)

## Approval



Lisa Lyons  
Director of Legislative Services/Town Clerk



Esther Armchuk  
Commissioner of Corporate Services