



Community Engagement Report

Vehicle for Hire Standards



Community Engagement Overview

Tactics & Timelines

Survey Launched April 4 – Closed April 18th

- Public Notice to local Media
- Engage Cobourg Newsletter sent to 3,000 subscribed users
- Daily Radio Ads - Classic Rock 107.9
- Digital Ad – Today's Northumberland
- Reference in April Council Standing Committee Newsletter
- Social Media boosted post



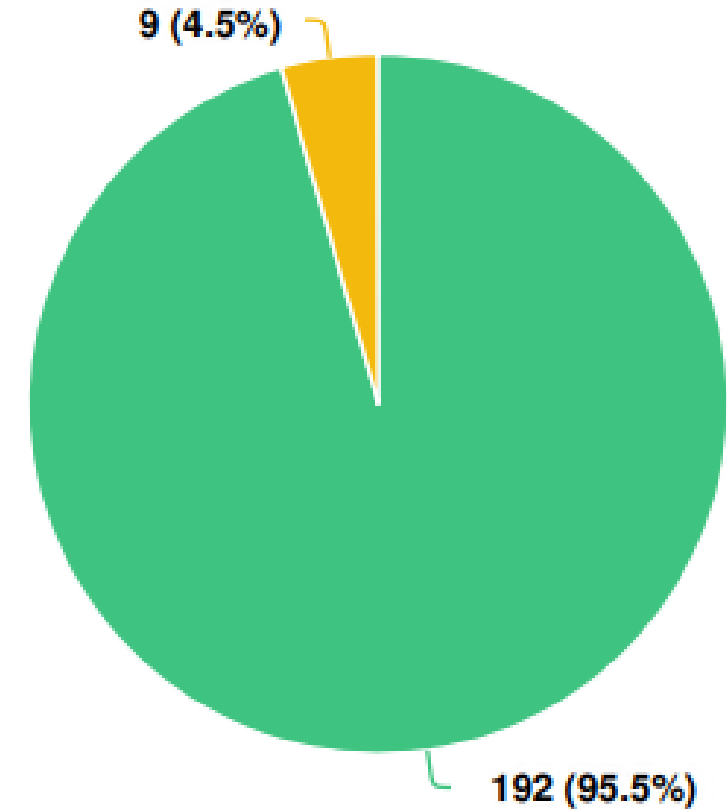
Demographics

Q: Are you Cobourg resident?

* Survey was “open” to allow feedback from Cobourg and Northumberland County residents.

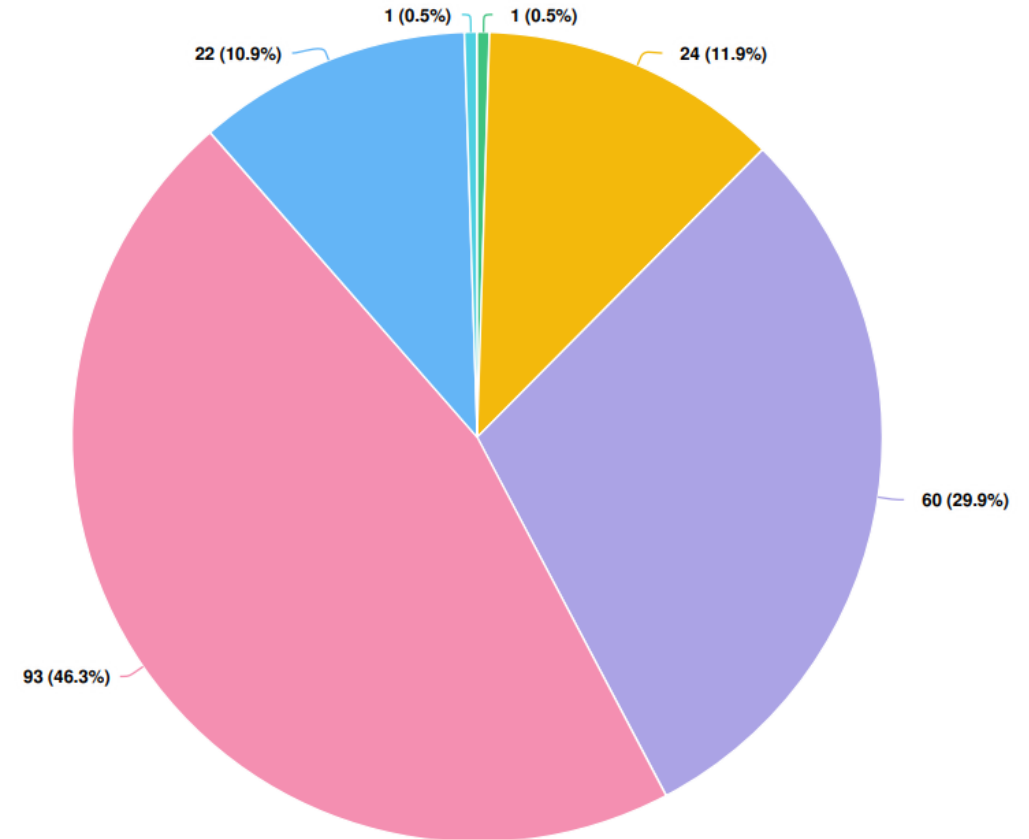
Question options

● Yes ● No



Demographics

Q: What is your age category?



Question options

13-18 years old 19-35 years old 36-55 years old 56-75 years old 76+ years old



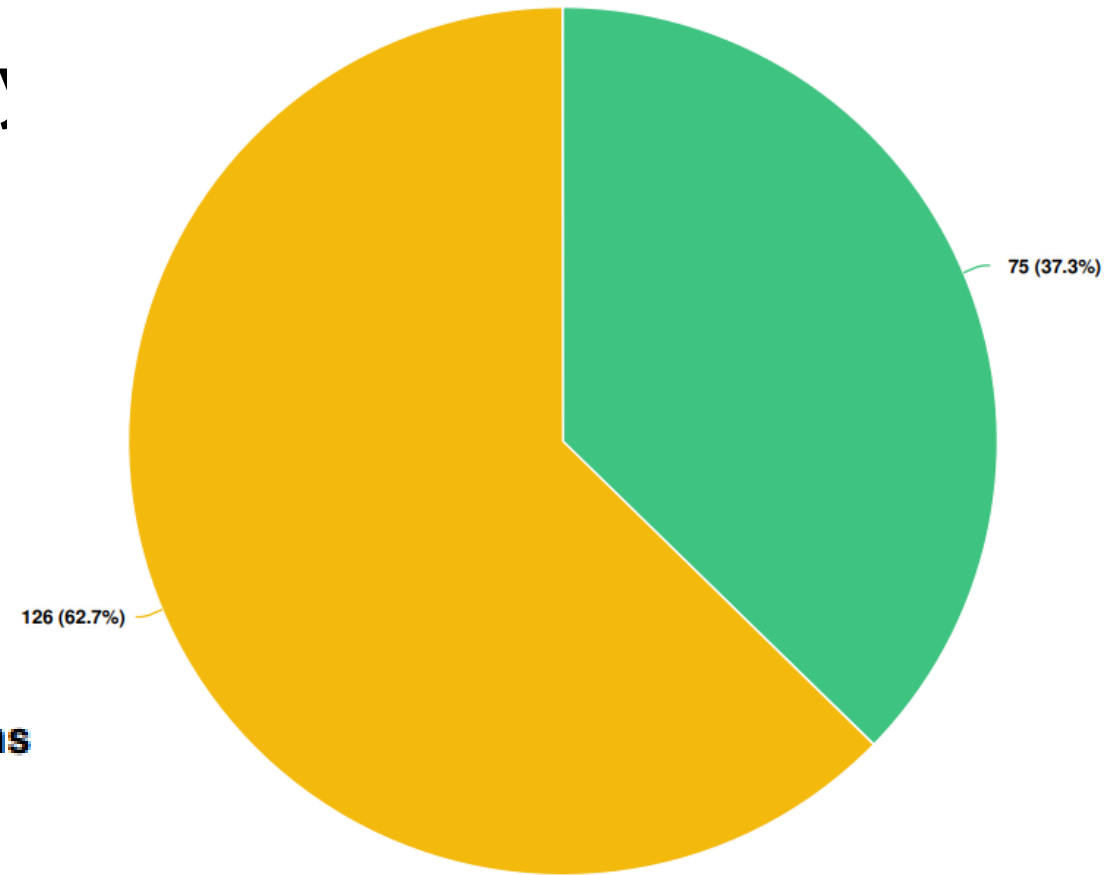
Survey Responses

Survey Responses

Q: Are you currently a user of any vehicle-for-hire service in the Town of Cobourg?
(i.e.: Taxi, Designated Driving Service, Local Transportation Network Companies, Limousines)

Question options

● Yes ● No

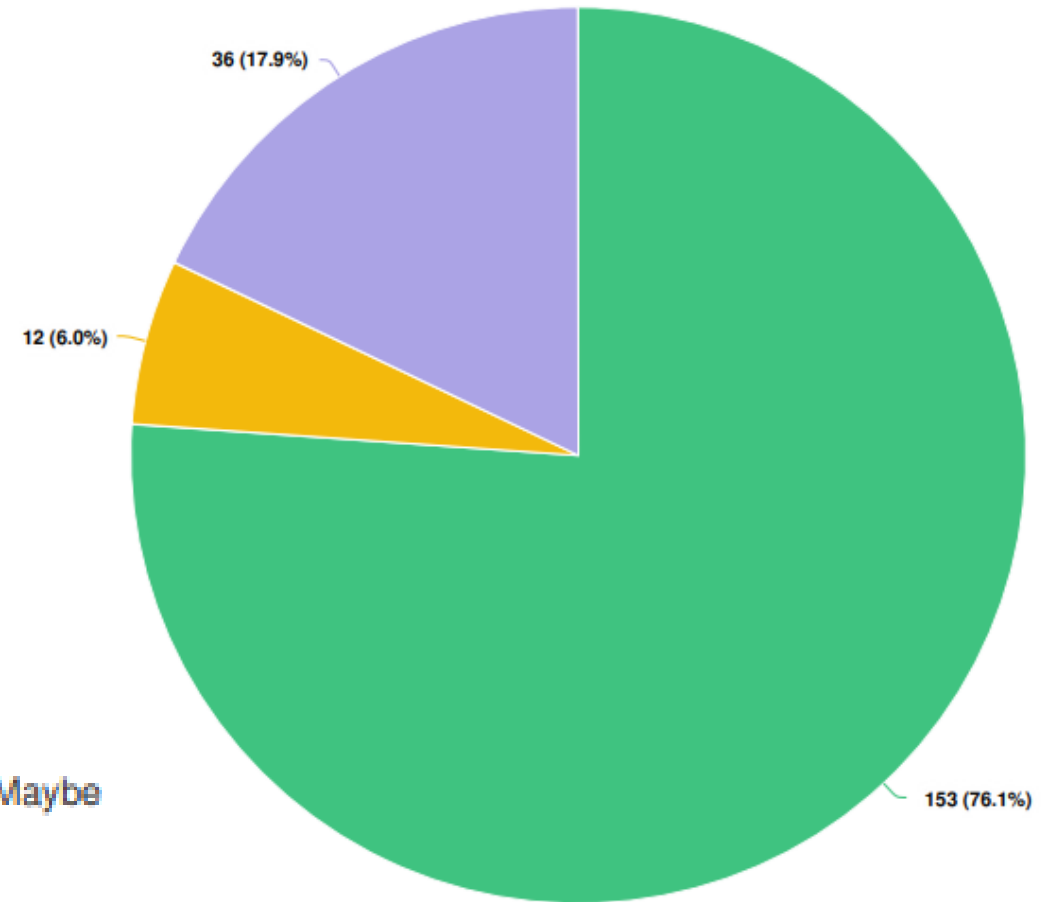


Survey Responses

Q: If the Town of Cobourg were to implement the Vehicle for Hire By-law, regulating standards for all Vehicle for Hire services in the Town of Cobourg, would you feel more confident using these services?

Question options

Yes No Maybe



Survey Responses

Q: If no, please tell us why?

- “Existing regulation is not enforced. Additional regulations will also not be enforced”
- “Over regulated and we don’t have enough services/new laws mean higher costs.”
- “Our current laws protect us.”
- “Unreliable service in the past.”
- “....enforcing licensing will discourage ride share companies from wanting to operate here.”

Survey Responses

Q: Are there any other concerns or considerations you would like to present to Council?

Strong consensus from respondents that Cobourg needs more transportation options

- “This is a service we desperately need”
- Concerns with long wait times with current taxi services.
- “There should be transportation available till fairly late in the evening, particularly on the weekend and holidays.”
- “We need safe ride home programs to support local businesses.”
- Residents need more transportation options to enjoy local organizations and events.
- Need more transportation to help people get to work and around town.
- “Equal and standardized licensing and safety/insurance requirements would allow ride share services to be more trusted.”

Survey Responses

Q: Are there any other concerns or considerations you would like to present to Council? (Continued)

Questions/Concerns with By-law

- “The point about Transportation Companies submitting an anonymous copy of their trip records makes no sense.”
- “..the bylaw should promote entry into the market for taxi, TNC, DD and food delivery...the Town must have a strategy to keep licensing costs low and foster ease of entry. This should not be seen as an opportunity to generate revenue for the Town. This is a service for residents.”
- The proposed By-Law should encourage greater competition among vehicle for hire companies and services. I would like to see Uber and Lyft rideshare services in the Town of Cobourg.

Survey Responses

Q: Are there any other concerns or considerations you would like to present to Council? (Continued)

Accessibility Considerations

- “More wheelchair accessible transportation besides public transit.”
- “Accessibility Vehicles licensed through the Vehicle For Hire should be subsidized for those needing them and unable to afford them.”
- “Need more options to get around. Need them to be reliable and work hours needed to sustain a job ex past 9 and show up on time. Past taxis never showed or hours late or just available at 9pm when shops close. Leaving young kids stranded in winter outside in dangerous situations Need them affordable.”

Other:

- “Have concerns about the upkeep of the vehicles.”
- “Vehicles should all be electric.”

Survey Responses

Q: Do you have any other concerns or comments regarding the operation of Taxi services or Transportation Network Companies in Cobourg?

Considerable concern from respondents regarding lack of availability with current Taxi services. Hours of operation/long wait times.

- “I am very happy we are looking at this and hope we can establish more transportation options for Cobourg.”
- “I am concerned that if a need a taxi or transportation late at night to get to the hospital or for other needs that there are no services available. Right now taxis are not always an option at night.”
- “Introduction of new services will support in decreasing drinking and driving.”

Survey Responses

Q: Do you have any other concerns or comments regarding the operation of Taxi services or Transportation Network Companies in Cobourg?

Additional Considerations:

- “have to be vetted and assure public they will be safe.”
- “Yes – reasonable rates for seniors regardless of the mode of transportation.”
- Vehicles should carry emergency equipment in case of breakdowns
- Need to ensure vehicles are monitored and regulations are enforced.
- “We need access to information from the public regarding the reliability and quality of individual transportation providers AND Drivers so we are better able to make informed choices.”
- Have Drivers names and ID Numbers clear and visible
- “Nice to have these services do other things like pick up and delivery”



THANK YOU

Questions or feedback?

Contact the Municipal Law Enforcement and Licensing Department

bylawenforcement@cobourg.ca

905-372-4301

