



DATE: NOVEMBER 11, 2016

TO: HONORABLE, MAURIZIO BEVILACQUA, MAYOR & MEMBERS OF COUNCIL

FROM: GUS MICHAELS, DIRECTOR, BY-LAW & COMPLIANCE, LICENSING & PERMIT SERVICES

SUBJECT: COMMUNICATION – COUNCIL MEETING – NOVEMBER 15, 2016

ITEM NO. 2 REPORT NO. 40, COMMITTEE OF THE WHOLE (WORKING SESSION) – NOVEMBER 7, 2016

Background:

The purpose of this communication is to address a number of inquiries from Committee members regarding the introduction of new licensing categories.

City staff are proposing to license and regulate five new business categories: renovators, fence installers, pavers, landscapers and pool installers. By leveraging enforcement through a licensing regime, the City will be better able to ensure public safety, protect consumers, and control nuisances.

Issues raised by Committee:

A number of issues and points for consideration were raised by the Committee. These are addressed in turn.

1. On-line listing of licensed businesses

Staff recognize the value in providing the public with an on-line listing of licensed businesses. Staff have initiated discussions with the Chief Information Officer to explore the feasibility of implementation along with establishing a time line for completion. Staff are hopeful that we can meet this request of Committee and provide an enhanced citizen experience.

2. Industry communication and awareness

The City will be providing resource packages for businesses, tailored to each category. These resources will outline the obligations of service providers as well as all relevant by-laws and regulations. Although this information will be made available through the City's web site, the professional associations engaged have committed to diffusing this information as well.

3. Public communication and awareness

In addition to providing information through the City's website, staff are working with Corporate Communications and other operational departments to leverage its communication plan, including providing information through existing City publications such as the waste calendar. In addition, staff intend to schedule town hall public meetings in each Ward to promote and



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enhance awareness regarding the new licensing requirements, benefits of using a licensed contractor, requirements of the Licensing and all other related By-laws, residents related rights, consumer protection and nuisance control.

4. Competency Testing

BILD raised the question of whether the City intends to provide competency testing for renovators and the Committee took note of their inquiry. At this time staff do not believe that there is a net benefit in establishing such testing. However, staff are willing to discuss the issue further with BILD to both identify opportunities and address any challenges.

5. Markings on vehicles

Finally, BILD also raised a concern over marking their vehicles with a Vaughan licence number. Staff believe that there is a significant benefit to both the public and enforcement staff in being able to easily identify vehicles. There are a number of ways of achieving this objective. Staff have established a positive working relationship with BILD and are confident that a mutually beneficial solution will be found.

BILD's comments and concerns will be addressed before a final draft of the By-law is brought forward for approval by Council.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'Gus Michaels', written over a horizontal line.

per **Gus Michaels, Director**

By-law & Compliance, Licensing & Permit Services

Copy to: Daniel Kostopoulos, City Manager
Mary Real, Deputy City Manager, Community Services
Laura Mirabella-Siddall, CFO & City Treasurer
Rudi Czekalla-Martinez, Manager, Policy & Business Planning