

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF NOVEMBER 15, 2016

Item 2, Report No. 40, of the Committee of the Whole (Working Session), which was adopted, as amended, by the Council of the City of Vaughan on November 15, 2016, as follows:

By receiving the following Communications:

- C4** ***Ms. Paula J. Tenuta, BILD, dated November 4, 2016; and***
C5 ***Director, By-law & Compliance, Licensing & Permit Services, dated November 11, 2016.***

2 INTRODUCTION OF NEW LICENSING CATEGORIES AND LATE RENEWAL FEES

The Committee of the Whole (Working Session) recommends:

- 1) That the recommendation contained in the following report of the Director of By-law & Compliance, Licensing & Permit Services, dated November 7, 2016, be approved;**
- 2) That the deputation of Mr. Jon-Carlos Tsilfidis, Building Industry & Land Development Association (BILD), UpJohn Road, Toronto, be received and the comments referred to staff for consideration; and**
- 3) That Communication C1, presentation material titled “Licensing By-law Review, Introduction of New Business Categories”, be received.**

Recommendation

The Director of By-law & Compliance, Licensing & Permit Services, in consultation with the Deputy City Manager, Community Services, the City Solicitor, and the Treasurer & Chief Financial Officer, recommends that City Council:

- 1. Approve, in principle, the amendments to Licensing By-law No. 315-2005, as amended, and Fees and Charges By-law No. 171-2013, as amended, as listed in Schedule A of this report and subject to wording and format satisfactory to the City Solicitor; and**
- 2. Authorize City staff to undertake any actions necessary to give effect to the by-law amendments.**

Contribution to Sustainability

In order to ensure the livability of the city, maintain quality of life, protect community standards, and support economic diversity and sustainability, staff have identified and are recommending that the identified categories of businesses, predominantly within the various trades, be brought within a business licensing framework that will increase the city's role in ensuring a broader and more sophisticated level of consumer protection, including licensing requirements for businesses to comply with all applicable by-laws respecting the goods and services they provide to the public; as well as the manner in which such services are provided.

Economic Impact

Total net revenues arising from the recommendations of this report are expected to be \$100,919 in 2017. Revenues derived from business licensing are intended to offset costs associated with the administration and enforcement related work. A further financial analysis is provided in the background and analysis section of this report.

It should be noted that the above revenues will partly offset the hiring of two Special Enforcement Officers, as provided for in the Department's 2017 operating budget submission.

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Communications Plan

Upon approval, City staff will undertake a public awareness campaign, which may include publishing a series of ads in local newspapers and posting information on the City's website. The City will also reach out to City-approved professional association members by placing ads in relevant association publications and creating information packages relevant to each licence category.

Licensees will be notified of the new late renewal fees on their notices of renewal.

Notices of renewal shall also advise licensees of changes to their renewal date and the pro-rated fee to be paid upon renewal.

Notice of the amendments to the Fees and Charges By-law recommended in this report was conducted in accordance with Section 4(4) of the City's Notice By-law No. 392-2002.

Purpose

The purpose of this report is to seek Council authorization to license a number of new categories of businesses to better ensure consumer protection and to introduce a late renewal fee to curb late business licence renewals and lapsed licences. In addition, staff are also seeking approval to amend the renewal date for licences in order to streamline workloads and improve service to residents.

Background – Analysis & Findings

General Authority and Municipal Purpose

The authority and powers afforded to the City for licensing of businesses, trades and callings, is derived from Part IV of the Municipal Act, 2001, as amended. The general jurisdictional principle includes establishing a municipal purpose. In addition, the general aim of business licensing is to protect the health and safety of the public, to protect consumers, and to control nuisances. In determining whether there is a need to license, staff ensured what is being proposed meets these legislative requirements and the greater public interests. In addition, staff undertook an analysis of systemic consumer concerns that arise from certain types of business operations and determined that the introduction of a licensing regime would assist in enhancing consumer protection as a whole and would provide an additional method of addressing some of the existing systemic problems (e.g. proliferation of lawn signs).

As the fifth fastest growing City in Canada, the City of Vaughan continues to experience unprecedented community growth and expansion, moving from a more rural community to a vibrant urban hub. With this ever expanding community growth comes the inevitable market and economic growth that is needed to service growing consumer needs. While new housing continues to expand across the City, continuing to attract new residents, the City has also established a quality of life where long-term residents continue to make Vaughan their city of choice. In both circumstances, home improvements such as renovations, new fences, pools, hot-tubs, landscaping, driveway widening are an on-going and growing service need. Recent base data reveals that the number of business operating in Vaughan has increased by approximately 50% over the last ten years.

However, while there are many reputable small businesses that contribute to the City's economy and the quality of life for residents, there are also systemic issues that have arisen from the vast number of business operations, including things such as illegal dumping, lawn and bag signs, sticker signs on traffic and other City infrastructure. More importantly, not having a regulatory regime in place for such businesses results in an increased risk for homeowners who engage

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these services and are later subject to the attention of the City for non-compliance matters (e.g. unlawful driveway widening); with no ability for the City to deal with the persons/businesses responsible for creating the circumstances. Without the introduction of some control mechanisms through the introduction of a licensing regime, homeowners and residents are left vulnerable and at a considerable disadvantage. In addition, through the process of licensing, homeowners and residents can take additional comfort and confidence when engaging such businesses that the City has vetted the operator, to include Criminal Background Clearance, membership in good standing in a City-approved professional association (addressed later in this report), that the business is well versed and knowledgeable in all applicable laws, and that the business operator has the required skills and training to carry out the work. These matters are further addressed below.

Health and Safety

The City has a comprehensive regulatory regime consisting of numerous by-laws intended to address and mitigate potential threats to the health and safety of the public. One example of such regulations pertains to swimming pools and pool enclosures. Staff continually come across instances where the work performed does not meet by-law requirements (such as improper enclosures) or where the manner in which the work is carried out is not proper (such as when a pool is filled without the appropriate temporary fencing). Through licensing, in addition to the responsibility of a homeowner, the City can hold contractors responsible for meeting the appropriate standards and complying with relevant municipal by-laws.

Consumer Protection

Through the process of licensing, certain qualifications and requirements will need to be met in order to obtain a license and maintain the ability to operate within the City. These requirements include, but may not be limited to, Police Background Clearances, Certificates of Qualifications, liability insurance, etc.

When work completed by a contractor does not comply with the City's by-laws, the property owner is held responsible for rectifying any issues. The recovery of costs or any other damages as a result, is a civil matter. By requiring contractors to be aware of local regulations and by requiring them to advise their clients of any requirements, including permits, consumers are better able to make decisions.

In addition, property owners are often at a loss in vetting potential contractors. A contractor's prior dealings, qualifications and compliance with basic requirements (such as need for liability insurance or WSIB) are often pieces of information not readily disclosed to consumers. Holding these things as basic requirements gives consumers a higher level of confidence when engaging contractors.

Nuisance Control

A common practice among some of the businesses that are being recommended for licensing is the use of lawn signs to advertise their business during the time that they are conducting work in the neighbourhood. While the City's Sign By-law permits such signs on a temporary basis at the location of the work being carried out; common practice evidenced across the City includes some businesses placing signs at multiple locations within a neighbourhood, and at main intersecting streets. These signs are rarely ever retrieved following completion of the work and ensuring their timely removal often becomes an issue for City staff both from an enforcement and an operational standpoint. In 2015, just over 1,700 unlawful bag signs were removed by enforcement staff, yet only 23 investigations led to charges being laid.

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Other nuisance-related matters pertain to the improper use of the City's boulevard (e.g., construction bins on the roadway) and property standards issues (e.g, improper storage of building materials in yards, etc). These too are matters that through the introduction of a licensing regime would afford the City a higher level of control, prevention and consumer protection.

Financial Analysis

Assuming the amendments recommended in this report come into force on April 2, 2017, staff expect the following revenues:

Source	Fee	Projected annual vol.	Revenue for 2017 (9-mth. adjusted)
Renovators			
Initial licence	\$ 360.00	144	\$ 38,880
Renewal	\$ 180.00	0	0
Landscapers			
Initial licence	\$ 360.00	64	\$ 17,280
Renewal	\$ 180.00	0	0
Driveway Pavers			
Initial licence	\$ 360.00	32	\$ 8,640
Renewal	\$ 180.00	0	0
Fence Installers			
Initial licence	\$ 360.00	49	\$ 13,230
Renewals	\$ 180.00	0	0
Pool Installers			
Initial licence	\$ 360.00	29	\$ 7,830
Renewals	\$ 180.00	0	0
Total revenue from new business licences (before discounts)			\$ 85,860
Less:			
Existing licence discount (assuming half of applicants are eligible)	\$180.00	159	(\$ 21,465)
Professional Association discount (assuming half of applicants are eligible)	- 20%	159	(\$ 6,426)
Total licensing discounts projected for new business licences			\$ 27,891
NET REVENUE FROM NEW BUSINESS LICENCES			\$ 57,969
Late Renewal Fees			
Up to 30 days after expiry	\$ 50.00	687	\$ 34,350
Between 30 and 90 days after expiry	\$ 100.00	86	8,600
Total revenue generated from late fees			\$ 42,950

Before any discounts, revenues from the new business categories are expected to be \$85,860. Discounts are expected to total \$27,891, for net revenue of \$57,969. Late renewals on existing licensed businesses are expected to total approximately \$42,950 in 2017. Thus, total net revenues arising from the recommendations of this report are expected to be \$100,919. A detailed breakdown of projected revenue sources for 2017 and 2018 are provided in Schedule B of this report.

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Licensing revenues are based on a 25% licensing rate in the first year for subject businesses. Of these, it is assumed that half will be eligible to obtain a licence at the renewal rate because they will already have held a business licence in an Ontario municipality with comparable licensing requirements. It is also assumed that half of all first-year applicants would be eligible for the City-approved professional association discount.

Not including the proposed business licensing categories, staff estimate that 3,435 businesses will renew in 2017 and 2,092 will apply for a new licence. Late renewal revenues are based on a 25% (859) late renewal rate for existing licensees, of which 80% (687) are expected to renew within 30 days after expiry, 10% (86) to renew between 31 and 90 days after expiry, and 10% (86) to renew after or not at all.

Consultations

Staff consulted with a number of recognized professional associations representing the affected businesses, including the Building Industry and Land Development Association ("BILD"), the Pool and Hot Tub Council of Canada ("PHTCC"), the Canadian Fence Industry Association ("CFIA") and the Landscape Ontario Horticultural Trades Association ("LOHTA").

BILD is the local chapter of the Canadian Home Builders' Association ("CHBA"). BILD has over 1,450 member companies that include home builders, land developers, and professional RenoMark renovators. Its members are guided by a code of conduct that requires them to:

- Provide a detailed, written contract (including scope of work) for all jobs;
- Offer a minimum two year warranty on all work (excludes minor home repair);
- Carry a minimum of \$2 million liability insurance;
- Have coverage for workplace safety and employers' liability and/or work only with subcontractors who carry such coverage;
- Carry applicable licenses and permits;
- Maintain a safe and organized worksite;
- Return phone calls within two business days.

RenoMark was established by BILD to identify companies who have agreed to abide to a renovation-specific code of conduct. The program is endorsed by the CHBA and includes about 300 BILD member companies that provide installed construction services directly to homeowners. About 80% of the local associations under the CHBA national umbrella have adopted the RenoMark program.

PHTCC is a national, not-for-profit association of more than 350 companies, organizations and individuals nation-wide (excluding Quebec) involved in the aquatic leisure industry. Members include builders and contractors, retailers, service providers, manufacturers and distributors of swimming pools, hot tubs and water feature products. Members also include public pool operators and related safety organizations. Members are required to abide by a number of principles and policies, including:

- Contributing to the health, safety and welfare of the public in the installation, maintenance and operation of swimming pools, hot tubs and spas;
- Revealing all material facts and refraining from the use of misleading advertising or innuendo in advertising and selling to ensure that products or services are fully understood by the consuming public;
- Designing, building, servicing and maintaining swimming pools, hot tubs and spas in a manner consistent in all ways with the concepts of public health and safety; and complying at all times with applicable laws, ordinances and regulations;

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- Fulfilling promptly and completely all contractual obligations; offering a reasonable warranty, whether explicit or implied, written or oral; and processing justifiable claims without hesitation or delay in accordance with the Standards & Ethics Procedure for Consumer Complaints.

CFIA is a non-profit organization whose members include professional contractors, retailers, agents, wholesalers and manufacturers of fence products and related service. CFIA has a code of ethics that includes that members:

- Properly and effectively serve the needs of the ultimate user or consumer of the companies' products or services';
- Provide a professional, competitive and successful program that will establish and maintain the integrity of the fence industry;
- Completely avoid, by demonstration and action and encourage their personnel to avoid, illegal practices of any sort;
- Respect all contracts, pay all obligations, maintain a good credit rating, and in other respects follow the highest standards of business conduct.

LOHTA was created in 1973 and represents over 2,600 member companies that include landscape, maintenance and snow management contractors, landscape designers, lawn care operators, garden centre owners, arborists, nursery growers, interior landscapers, and irrigation and landscape lighting contractors.

The organization has two main purposes:

To raise awareness for the environmental, economic, lifestyle, health, recreational, therapeutic, tourism and spiritual benefits of plants, gardens, landscapes, green space and green infrastructure; and

To growing a prosperous, professional, ethical, recognized, valued and contribution-oriented landscape profession.

LOHTA members:

- Are accredited through submission of references, job site reviews, education and training and credit checks;
- Will, upon client request, provide their WCB registration and proof that they are insured and bondable;
- Commit to a mediated dispute resolution process that is based on third-party evaluation and provides the parties with an unbiased report on the quality of work;
- Uphold principles of knowledgeable and client-focused service, use of quality products and workmanship that meets or exceeds professional standards.

Staff did not identify any Professional Association that explicitly represents driveway pavers. However, many paving companies also perform other work, such as landscaping, and are generally represented by one or more of the associations consulted.

The associations consulted support staff recommendations regarding responsible licensing in a way that promotes professionalism in the industry, protects consumers, and creates a fair and competitive environment. These associations foster and promote many of the same objectives that the City wishes to instill in the industries serving Vaughan residents. Upon adoption of a by-law to give effect to staff's recommendations, the above associations would be considered through the established process and where applicable, approved by the Director as City-approved professional associations for the purposes of the City's business licensing regime.

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Not all subject businesses that operate within Vaughan and the GTA are members of these associations or follow their best practices. For this reason, staff believe that licensing is still a useful tool for providing oversight and ensuring an enhanced level of safety, protection to consumers and enhanced nuisance control.

During consultations, all of the professional associations were in support of introducing a regulatory regime and agreed that there would be significant benefits to working with the City to promote awareness among businesses and consumers.

New Licence Categories

Although the City of Vaughan does not currently license renovators and other similar trades, most other GTA municipalities do licence at least some of them. Several municipalities define renovators broadly enough to capture other categories. In addition, many contractors tend to span their activity across a number of categories, with pavers and landscapers being a good example. Staff propose to define individual categories largely to be better able to track issues across different lines of business. Staff surveyed the following GTA municipalities to compare licensing regimes:

	Markham	Brampton	Hamilton	Mississauga	Toronto
Residential Renovators	X	Altering, repairing or renovating, buildings, structures, chimneys	Carrying out repairs or renovations of buildings	Altering, repairing or renovating, buildings, structures, chimneys	Altering, repairing or renovating buildings or structures, chimneys
Residential Landscapers	X	X	X	X	X
Residential Pavers	Paving or sealing driveways on privately owned property	Paving, repairing or sealing driveways, lanes, roadways and parking areas on private property		Paving, repairing or sealing driveways, lanes, roadways and parking areas on private property	Paving or resurfacing driveways and parking lots
Fence Contractors	X	Constructing fences	X	X	X
Pool Installers	X	Installing residential swimming pools	X	X	X

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There are a number of advantages to licensing these types of businesses:

1. Through the licence issuing process, the consumer is afforded a level of confidence that the individuals have been vetted through a vulnerable sector screening process (i.e., criminal background clearance);
2. Through the licence issuing process, businesses and individuals will be vetted to ensure that they meet licensing thresholds;
3. By requiring licensees to adhere to all relevant by-laws, consumers are afforded a higher layer of protection when it comes to making sure that their residential projects are carried out in compliance with municipal regulations, including applying for all required permits, and that all work meets municipal standards;
4. By having businesses licensed, the City can more easily identify and have recourse against businesses that violate municipal regulations, such as violations that result in a proliferation of signs in neighbourhoods;
5. By having businesses licensed, it raises the level of awareness amongst both industry participants and the general public with respect to each party's rights and obligations.

Contractor Categories to be Licensed

Staff propose that five new categories of businesses be licensed. The main reason for licensing these new categories is for the purpose of consumer protection, which can be generally addressed by conducting background checks on all licensees, requiring that licensees carry general liability insurance and mandating that licensees always provide written contracts outlining scope of work and a payment schedule. There are also additional reasons, as set out below, as to why each of these categories should be licensed.

Renovators

"Renovator" means a person engaged in the business of altering, repairing or renovating buildings or structures, and includes any person who solicits for such work, or who in any way advertises or holds himself or herself out to the public as doing building renovations or as being a building contractor for such work, but does not include a building contractor whose principal business is the construction of buildings or structures (i.e., work performed that is covered by a new home warranty backstopped by Tarion).

This is a broad category that includes roofers, cladders, window installers, and kitchen and bath installers, to name a few. It does not include trades licensed provincially (e.g., electricians) or deemed to be a compulsory trade under the Ontario College of Trades and Apprenticeship Act, 2009 (e.g., plumbers). Issues arising from such renovators vary, but include the inappropriate and prolific use of lawn signs, the unauthorized use of the right of way, and nuisances arising from poor site maintenance.

Landscapers

"Landscaper" means a person engaged in the business of creating, altering and maintaining both hard and soft landscaping features, and includes any person who solicits for such work, or who in any way advertises or holds himself or herself out to the public as doing landscaping or as being a contractor for such work.

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Landscapers are often involved in the widening of driveways or in the development of on-lot parking. Landscapers may also be involved with the installation of fences or pools. These activities may be subject to a number of by-laws, such as Zoning, Encroachments, and Fences, and often require permits from the City. Therefore it is critical that landscapers be aware of, and comply with, municipal regulations.

Exterminators licensed under O. Reg. 63/09 of the Pesticides Act, 1990, would not be required to be licensed with the City.

Driveway Pavers

“Driveway paver” means a person engaged in the business paving, resurfacing, repairing or sealing driveways or parking lots situated on private property (which may include municipal boulevards adjacent to such private property), and includes any person who solicits for such work, or who in any way advertises or holds himself or herself out to the public as performing such work or as being a contractor for such work.

Not unlike landscapers, driveway pavers are often involved in the widening of driveways and the development of on-lot parking. Pavers need to understand relevant regulations and be able to advise their clients accordingly with respect to requirements and permit processes.

Fence Installers

“Fence installer” means a person engaged in the business of erecting and installing exterior fences, bannisters and rails, including pool enclosures, and includes any person who solicits for such work, or who in any way advertises or holds himself or herself out to the public as performing such work or as being a contractor for such work.

Fence installers are often involved in the erection of pool enclosures as well as line fences. Aside from the Fence By-law other regulations, such as the Encroachment By-law and Zoning, need to be considered.

Pool Installers

“Pool installer” means a person engaged in the business of building and installing exterior swimming pools and hot tubs, and includes any person who solicits for such work, or who in any way advertises or holds himself or herself out to the public as performing such work or as being a contractor for such work.

Pool installers need to understand and inform their clients on the various regulations that may have an impact on their swimming pool project, including the Zoning By-law for pool and pool equipment setbacks and the Fence By-law for pool enclosure requirements, including the need for permits.

It should be noted that requiring licensees to meet the standards set out in relevant by-laws for their work does not in any way negate a property owner’s responsibility to address and remediate an issue. For example, in the event that a fence installer does not build a pool enclosure that meets the minimum standards in the Fence By-law, the owner of the property would still be responsible for rectifying the matter; the owner would be issued a Notice and could be charged for non-compliance. The installer, on the other hand, would be charged directly under the Licensing By-law for failing to meet the standard set out for pool enclosures. The dispute between the property owner and the installer would still be a civil matter, although a conviction of the installer could weigh in favour of the owner in court.

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Endorsements, Reduced Fees, and Expedited Issuance

Businesses that conduct activities that fall into more than one of the above categories will be licensed as the category that represents their most significant part of the business (and will only pay for one licence), but will be endorsed and required to follow the regulations that pertain to every category in which they do business.

Staff propose that businesses that belong to one of the City-approved professional associations receive a 20% discount on their licensing fee. This discount would be applicable as long as the licensee did not have any by-law convictions within a three-year period from licence issuance or renewal date, and had not violated any of the City's other licensing requirements.

The eligibility of a professional association to become a "city-approved professional association" would be determined through a process based on pre-established criteria and scoring. Associations wishing to become City-approved would be required to submit to this process with approval being granted by the Director who would also be required to maintain a public list of City-approved professional associations.

Businesses holding licences from other Ontario municipalities with similar licensing requirements would be issued a Vaughan licence for the cost of renewal and without the need to provide clearances if the licence from the other municipality required the same level of vetting and the licence of the applicant were in good standing. This measure is intended to minimize the cost and streamline the application for the licensee. This approach is unique in the GTA and supports the City of Vaughan's interest in being a progressive leader in fostering a regulatory framework that helps drive competitiveness and encourages economic sustainability.

With the proposed discounts, for licensees who are members of a City-approved professional association and who also hold a valid licence in another eligible municipality, the annual cost of a licence would be \$144, the lowest cost for such a licence out of any municipality:

	Vaughan*	Mississauga	Brampton	Toronto	Markham	Hamilton
Fee	\$ 144	\$ 168	\$ 185	\$ 226	\$ 242	\$ 260

**For members of City-approved professional associations who also hold a licence in another municipality.*

Staff anticipate that the shortfall from the cost-recovery fee of \$180 would be offset by an expedited licensing issuance process, requiring less administrative effort, and reduced enforcement actions on City-approved professional association members.

Late Renewal Fees

Late licence renewals are common and create additional administrative and enforcement work for staff. Late renewal fees are intended to cover these additional costs and, at the same time, provide a disincentive for licensees to renew late.

The City does not keep track of the rate of late renewals; however, it is known that in other cities that do keep track, late renewals are in the order of 50%. Most of these (i.e., about 80%) tend to renew within 30 days of their licences' expiry dates. Another 10% tend to renew after 30 days but before 90 days after expiry.

Late renewals often require administrative and enforcement follow-up. In an attempt to incentivize licensees to renew on time (thus reducing administrative and enforcement efforts) and to successfully maintain renewal rates, staff are proposing an initial late fee of \$50 for those who renew within 30 days after the expiry of their licence. Staff propose a further fee of \$50 if that

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renewal goes beyond 30 days, but occurs within 90 days of the expiry date. These fees would cover the escalating administrative and enforcement costs of obtaining compliance. Beyond 90 days from the expiry date, a licence would be considered lapsed and non-renewable. Anyone wishing to obtain a licence again at this point would have to initiate a new application and pay the initial licence fee.

Amended Renewal Dates

Currently, licence renewal dates are based on the type of licence. For example, all taxi licences must renew by September 30. This creates peak periods during the year for licence renewals and creates workload pressures that affect service delivery.

To address this issue, staff are recommending spreading out licence renewal dates throughout the year on the basis of original issue date or licensee date of birth/incorporation, where the original date of issue is not known. Licensees will be advised of their new renewal date when they come in on their current date to renew.

For those whose new renewal date falls within three months of their current renewal, they will be required to pay, on a pro rata basis, into their next renewal date (i.e., potentially up to 15 months). For those whose new renewal date falls beyond three months of their current renewal date, they will be required to pay, on a pro rata basis, up to that date (i.e., between 3 and 12 months); however, they will also have the option to pay into their next renewal so that someone whose new renewal date falls 5 months from their current renewal date would have the option to pay for 5 months or 17.

This process is expected to take about one year to complete. Staff do not expect the financial impact of the prorated payments during the phase-in period to be significant. Although the impact will depend on the options exercised by licensees, staff expect that such choices will generally average out.

Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

The recommendations in this report are in line with the following priority for this term of Council:

- Continue to ensure the safety and well-being of citizens – by providing a number of consumer protection measures with respect to businesses and trades that supply residential goods and services that are regulated by municipal regulations.
- Meet Council tax rate targets (no greater than 3%) – by introducing licensing fees, in accordance with provisions in the Municipal Act, to offset the related costs of administering and enforcing the new categories.
- Create and manage affordable housing options (secondary suites), through supporting safe renovation and construction practices.

The recommendations of this report are also in line with the objectives and deliverables of the By-law Strategy, mainly to ensure that the City has by-laws in place that are relevant, effective and sustainable.

Regional Implications

Although there are no direct regional implications from the recommendations of this report, staff will be advising municipalities in the GTA of the City's policy respecting expedited issuance.

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Conclusion

As the fifth fastest growing City in Canada, the City of Vaughan continues to experience unprecedented community growth and expansion, moving from a more rural community to a vibrant urban hub. With this ever expanding community growth comes the inevitable market and economic growth that is needed to service growing consumer needs. Home improvements such as renovations, new fences, pools, hot-tubs, landscaping, driveway widening are an on-going and growing service need for consumers.

This report recommends the establishment of a licensing regime for renovators, various contractors and other similar businesses in order to protect consumers, promote health and safety, and address related nuisances. Staff propose to work with City-approved professional associations to educate both the public and the various subject industries as to their rights and obligations. In recognition of the standards set by the relevant professional associations and in order to streamline the licensing process, staff are also recommending a discount for City-approved professional association members in good standing and an expedited and reduced initial licensing fee for businesses already licensed in other municipalities with similar licensing requirements.

In addition to a property owners responsibilities, staff believe that the introduction of a licensing regimes and related new regulations will provide the City with additional leverage when dealing with renovators and other contractors on a variety of by-law enforcement issues, such as illegal signs and unauthorized driveway widenings, among others.

In addition, staff are recommending a resetting of renewal dates to improve customer service and level internal workflows, and the introduction of late renewal fees to incentivize prompt renewal and defer any costs associated with follow-up to those clients that do not renew on time.

Attachments

1. Schedule A – Recommended Amendments
2. Schedule B – Projected Revenues for 2017 and 2018

Report prepared by:

Rudi Czekalla Martínez, Manager of Policy & Business Planning

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)



BUILDING A GREATER GTA
Building Industry and Land
Development Association

c4
Communication
COUNCIL: Nov 15/16
CW(WS) Rpt. No. 40 Item 2

November 4, 2016

Mayor Maurizio Bevilacqua &
Members of the Committee of the Whole
City of Vaughan
2141 Major Mackenzie Dr.
Vaughan, Ontario
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Via: clerks@vaughan.ca

RE: ***November 7, 2016 – Committee of the Whole Meeting, Item #2
Introduction of New Licensing Categories and Late Renewal Fees***

The Building Industry and Land Development is in receipt of the staff report 'Introduction of New Licensing Categories and Late Renewal Fees' being presented for consideration to the November 7th meeting of the Committee of the Whole, and offers the comments below, on behalf of its' renovator members, related specifically to staff's proposal to license Renovators in the City of Vaughan, and various associated items.

BILD would like to thank staff for their consultation to date on this file, and for their recognition of the BILD RenoMark™ program. Our members at BILD are the professional infill builder, renovator and contractors who obtain the necessary licenses and insurance coverage, present written contracts, offer warranties to their clients, and work with City inspectors.

In 2015, there were over 96,000 jobs in home renovation and repair, representing a major source of employment in the GTA. In York Region specifically, there were over 20,000 jobs in 2015, amounting to \$1.1 billion in wages, and \$3 billion in investment value. Residential renovation is essential to the Greater Toronto Area's economic foundations, job creation, housing quality and long-term prosperity.

Upon review of the proposed items in staff report 'Introduction of New Licensing Categories and Late Renewal Fees', we put forward the following **recommendations, observations and questions for your consideration** which are elaborated upon further in to this correspondence.

Summary of Recommendations:

1. ***BILD recommends that the City of Vaughan, prior to this report being approved, confirm that BILD's RenoMark™ program is, in-fact, recognized as a "City-approved professional association" as reference above, and that the BILD members belonging to the RenoMark™ program are entitled to the "20% discount on their licensing fees."***
2. ***BILD recommends that the City of Vaughan list its' licensed renovators on their web-site, and that on this same web-site, dedicate an area highlighting the RenoMark™ program (or a link to www.renomark.ca), as other municipalities have, such as the City of Toronto.***

3. ***BILD recommends that, as a way to discourage the underground economy, that applications submitted by a RenoMark™ renovator also receive priority, and streamlined service for review and approval of their applications.***
4. ***BILD requests clarification as to how the licensing provisions are going to be considered by the City in the instances where home builders are also involved in renovation-type projects.***
5. ***BILD recommends that the custom home builders/ renovators who have a TARION license be exempt from the licensing provisions of the proposed by-law.***
6. ***BILD recommends a transitional grace-period of 30 days after the notice of this new by-law is issued be instituted, and that it apply without penalty for those renovators impacted.***

Related to the following staff proposals:

- ***'That an initial licensing fee of \$360.00 and a renewal fee of \$180.00 for each of the business categories above (lists renovators) be established with future year increases to these fees being aligned with those of other business licenses;***
- ***That licensees belonging to **City-approved professional associations** be extended a **20% discount on their licensing fees** and that such a discount be contingent on the licensee having no licensing convictions in the three years immediately prior to licence issuance or the licence renewal date, or any threshold violations;..'***

BILD would like to take this opportunity to recommend that the City of Vaughan, prior to this report being approved, confirm that BILD's RenoMark™ program is, in-fact, recognized as a "City-approved professional association" as reference above, and that the BILD members belonging to the RenoMark™ program are entitled to the "20% discount on their licensing fees."

RenoMark™, endorsed by our partner associations at the Canadian Home Builders' Association and the Ontario Home Builders' Association was established by the Building Industry and Land Development Association to identify professional contractors who have agreed to abide by a renovation-specific Code of Conduct. The renovations-specific Code of Conduct that RenoMark™ members have **agreed to abide** to is as follows:

- Be a member in good standing of the local Canadian Home Builders' Association
- Abide by the Association's Code of Ethics (<http://www.bildgta.ca/whoweare/codeofethics>)
- Provide a detailed, written contract (including scope of work) for all jobs
- Offer a minimum two year warranty on all work (excludes minor home repair)
- Carry a minimum of \$2 million liability insurance
- Have coverage for workplace safety and employers' liability and/or work only with subcontractors who carry such coverage
- Carry applicable licenses and permits
- Have access to information, education, training and professional development through membership in the Association
- Maintain a safe and organized website
- Return phone calls within two business days

You will notice that many of the above points are directly correlated to the City's proposal as outlined in the staff report before you, **which reinforces our request to confirm that the City**

verify that RenoMark™ members are entitled to the above noted benefits. The staff report notes:

- *"That the above businesses being recommended for licensing (includes renovators):
(a) comply with all applicable by-laws;
(b) complete all work in accordance with the standards set out in all relevant by-laws;
(c) inform all their residential clients, in writing, of the by-laws applicable to the work for which they are being engaged, including the requirement for any permits;
(d) provide a written contract to their prospective clients that includes a schedule of payment and work to be carried out;
(e) carry a minimum of \$2 million liability insurance;
(f) demonstrate to the City that all eligible workers are protected under the provisions of the Workplace Safety and Insurance Act;..."*

BILD renovator members have voiced some concern regarding staff's recommendations that the *"business being recommended for licensing (includes renovators)... (g) display their Vaughan licence number on any vehicle and signage used for purposes of conducting their work in a conspicuous location on the vehicle or sign in legible letters of contrasting colour that are no smaller than 10 centimetres in height; (h) display their Vaughan licence number on any visual advertising for use or distribution in Vaughan, including but not limited to signs, flyers, pamphlets, publications, and web sites;..."*.

BILD renovator members quite often conduct their business across the GTA and to require that they *"display their Vaughan license number on any vehicle"* may be an unreasonable request. If this was a licensing request of all other municipalities, it would result in several numbers displayed on work vehicles, which is not necessary. The same thought applies for the requirement to display the license



number on visual advertising such as signage, and by the description included in the above staff report reference, this could hypothetically include business cards. Again, BILD renovator members work in all areas across the GTA, and listing all license numbers isn't necessary especially where there are other ways for the citizens of the City of Vaughan to determine if a renovator is licensed with the City. For example, the City of Vaughan could include a directory of those licensed members on an appropriate web-page. Also, the RenoMark™ brand and logo have become widely recognized, and those belonging to the program – all whom are licensed – proudly display this logo on their work vehicles, business cards, signs, flyers and business-related publications. If the citizens of Vaughan come to recognize this logo, and the associated program, they will understand that any company carrying this brand is affiliated with a "mark of excellence", high standard, and professional association's code of ethics to which they adhere to, AND, is a licensed renovator.

Therefore, for the benefit of the City of Vaughan's citizens, BILD recommends that the City of Vaughan list its' licensed renovators on their web-site, and that on this same web-site, dedicate an area highlighting the RenoMark™ program (or a link to www.renomark.ca), as other municipalities have, such as the City of Toronto.

At www.renomark.ca -- it is here that the City of Vaughan citizens would come to recognize and understand the role of the renovator, the role of the homeowner, have access to a Renovation Guide: *"Before you Renovate - Five Steps to a Worry-free Renovation"*, and will be directed to how they can find a RenoMark™ renovator.

RenoMark™ renovator members believe in professionalism. They are committed to their industry and to their businesses and are willing to pay annual dues to keep informed and to help educate consumers. Again, they have legitimate business licenses, do not support the underground economy of renovators who avoid paying taxes and operate “fly-by-night” and “cash only” businesses. RenoMark™ renovator members are those that the City of Vaughan want operating in their world-class municipality.

RenoMark™ renovator members are also informed. Information and education are important benefits of association membership and member contractors are the first to know about changes in building codes, municipal requirements, health and safety regulations and more through courses, information sessions, and communications programs offered by BILD and partnering associations.

RenoMark™ renovator members understand that keeping lines of communication wide open is the key to a successful job and a happy client – a happy City of Vaughan citizen. Our members believe in treating not only their clients appropriately, but also deal fairly with trade contractors and employees. Hiring a professional means that the details like ensuring all necessary approvals and permits are in place, all employees and sub-contractors have the provincial workers’ compensation coverage, and obtaining the appropriate insurance are not only taken care of, they are readily available. Our members offer a warranty and after sales service and provide potential clients with a list of referrals.

BILD would also like to recommend that, as a way to discourage the underground economy, that applications submitted by a RenoMark™ renovator also receive priority, and streamlined service for review and approval of their applications. This would serve to promote industry professionals, and attract the above-grade projects that are desired by the City of Vaughan.

It is important to note that in this type of dynamic community building, that many home builders also find themselves in the business of home renovating. ***BILD, therefore, requests clarification as to how the licensing provisions are going to be considered by the City in the instances where home builders are also involved in renovation-type projects.*** As a potential way to identify those custom builders who are also renovators, ***BILD recommends that the custom home builders/renovators who have a TARION license be exempt from the licensing provisions of the proposed by-law.***

Regarding transition, BILD would like to request that staff confirm that a transition period is contemplated, and that one be approved by the Committee of the Whole, to recognize projects or applications in process prior to this proposed by-law being finalized. It is important to maintain a grace period for those renovators who have already started a renovation project, but did not have a license at the time that this new by-law was approved. ***BILD recommends that this transitional grace-period be for a period of 30 days after the notice of this new by-law is issued, and that it apply without penalty for those renovators impacted.***

Additional questions to be answered prior to adoption of a new by-law to license renovators:

- Will there be a competency test in order to obtain a license, and if so, how will it be administered, and by whom? In relation, if a renovator is already licensed in another GTA municipality, will they be required to take a test?
- What are the ramifications if a renovator who may or may not carry a valid license from another municipality begins a project in the City of Vaughan and does not carry a City of Vaughan license?

Is there a system of an initial warning in this circumstance, and will the project that has commenced be permitted to proceed?

BILD is of the mind that the “problematic renovation projects” that the City of Vaughan may experience are most likely not the result of the professional and diligent actions of the majority of the members of our association. It is for this reason that we support staff’s effort to level the playing field across the industry, with the aim to having the same rules apply across the board, and we are happy to work with City staff on this initiative moving forward. It is in our collective best interest to work collaboratively for our mutual consumer – the resident and neighbours of the City of Vaughan.

We look forward to a continued working relationship with our partners at City Hall, in order to build an even more successful renovation industry and to better serve our mutual customer, which are the residents of this great City.

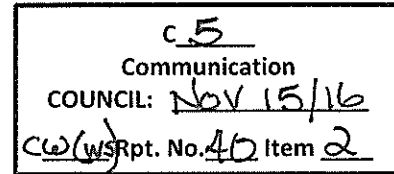
Thank you for taking our comments and recommendations in to consideration.

Yours truly,

A handwritten signature in black ink, appearing to read 'Paula J. Tenuta', with a stylized, cursive script.

Paula J. Tenuta, MCIP, RPP
Vice President, Policy & Government Relations

CC. Jon Carlos Tsilfidis,
BILD Renovator Council Chair, BILD Renovator Government-Relations Subcommittee Chair
Rudi Czekalla-Matinez,
Manager, Policy & Business Planning, By-Law & Compliance, Licensing & Permit Services, City of Vaughan



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



memorandum

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

C 1
COMMUNICATION

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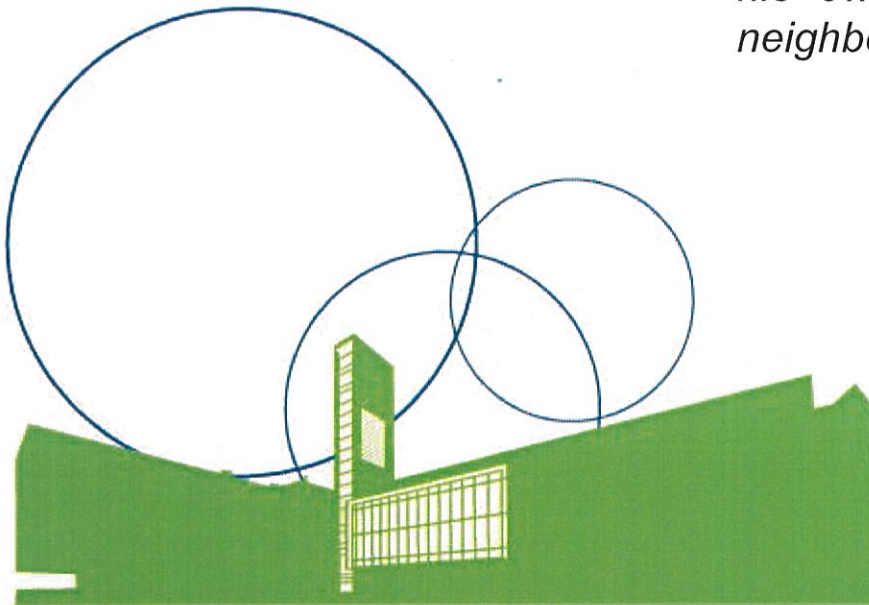
ITEM - 2

Licensing By-law Review

Introduction of New Business Categories

“A man is called selfish not for pursuing his own good, but for neglecting his neighbour's.”

--Richard Whately
(19th C. English writer)



Introduction of New Business Categories

Agenda

- Rationale for licensing
- Review overview
- Who will and will not be licensed
- Requirements of licensees
- City-approved professional associations
- Benefit to professional association members
- Role of professional associations



Introduction of New Business Categories

Rationale for Licensing

- Work not conforming to local regulations (e.g., pool enclosures under the Fence By-law, driveway widening under Zoning)
- How work is done not in compliance with regulations (e.g., renovation debris dumped illegally, materials kept or stored inappropriately, waste bins placed on the roadway)
- Consumers not advised of relevant permit requirements (e.g., building permits, pool enclosures, curb cuts)

Introduction of New Business Categories

Rationale for Licensing

Licensing provides additional enforcement leverage to meet three key municipal purposes:

- Nuisance control
Contractors not adhering to best/ethical practices (e.g., placing lawn signs throughout the neighbourhood in contravention of the Sign By-law, having no WSIB coverage for workers or general liability insurance)
- Public safety
No reliable way to vet and filter out high-risk operators (i.e., “fly-by-nighters”)
- Consumer protection
Owners have limited leverage and little to no recourse when dealing with unscrupulous contractors

Introduction on New Business Categories

Review Overview

- Determined need on basis of identified issues
- Examined approaches taken by other municipalities
- Consulted with professional associations representing most of the businesses affected
- Developed proposed regulations on the basis of:
 - ✓ Achieving reasonable level of consumer protection;
 - ✓ Increasing leverage for the City to more effectively deal with nuisance-related issues;
 - ✓ Minimizing cost and red tape for licensees

Introduction of New Business Categories

Who will be Licensed

- Renovators, including roofers and interior renovators
- Landscapers, including those providing maintenance services
- Pool installers, including hot tub installers
- Driveway pavers
- Fence installers

Introduction of New Business Categories

Who will not be Licensed

- Developers
- Builders (new construction covered by Tarion)
- Electricians, Exterminators (required to be provincially licensed)
- Plumbers and others considered “compulsory trades” under the Ontario College of Trades and Apprenticeship Act

Introduction on New Business Categories

Requirements of Licensees

- Background checks – criminal check for business owners/corporate officers
- General liability insurance
- WSIB for all eligible workers
- Must provide clients with written contract specifying scope of work and payment schedule
- Must advise clients of all relevant by-laws and permits required
- Must ensure final product, and how work is conducted, complies with existing by-laws
- Must display licence number on vehicles and advertisements



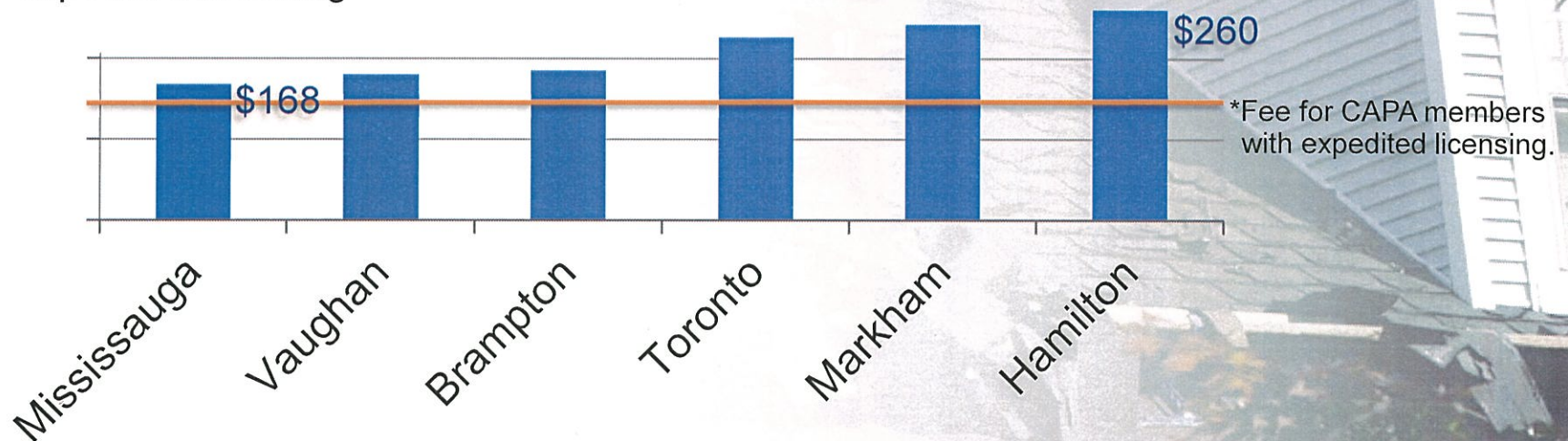
Introduction of New Business Categories

City-approved Professional Associations

- Professional associations can play a key role in compliance by encouraging self-regulation and creating awareness with the public
- Members of professional associations that meet City criteria would be considered lower-risk licensees
- City criteria include: years of operation, number of members, geographic diversity of membership, constitution of board of directors, establishment of by-laws, member education/certification, established public complaints processes, diffusion of codes of behavior/ethics, and member disciplinary process
- Process and approvals would be managed under delegated authority of the Director, BCLPS

Introduction of New Business Categories Benefit to Professional Associations

- Members of City-approved Professional Associations (“CAPAs”) receive 20% discount on licensing fees (subject to legal review)
- Expedited licensing for those already licensed in good standing in another municipality with similar licensing requirements
- Initial fee of \$360 reduced to annual renewal rate of \$180 for those eligible for expedited licensing



Introduction of New Business Categories Benefit to Professional Associations

- Ability for CAPAs to refer complaints to the City for follow-up
- Protection of the industry through enforcement on 'rogue' operators
- Possibility of developing partnerships with the City to promote responsible and professional service and to encourage consumers to only use licensed businesses

Introduction of New Business Categories

Role of Professional Associations

- Encourage professional/ethical conduct
- Encourage municipal licensing and adherence to municipal regulations
- Act as a liaison between the City and its members, providing information to members and input to the City on regulations
- Refer complaints that violate municipal by-laws

Introduction of New Business Categories

Frequently Asked Questions

Q: What is the benefit of licensing for residents?

A: Licensing will strengthen consumer protection, safeguard public safety, and help to mitigate nuisances.

Q: What is the benefit of licensing for industries?

A: Licensing and related enforcement will put pressure on “fly-by-nighters” and thus help to level the competitive field for good business operators.

Q: What is the benefit of licensing for the City?

A: By making service providers more accountable, licensing will provide additional enforcement leverage to ensure compliance with all pertinent by-laws.

Q: When will the licensing requirement come into force?

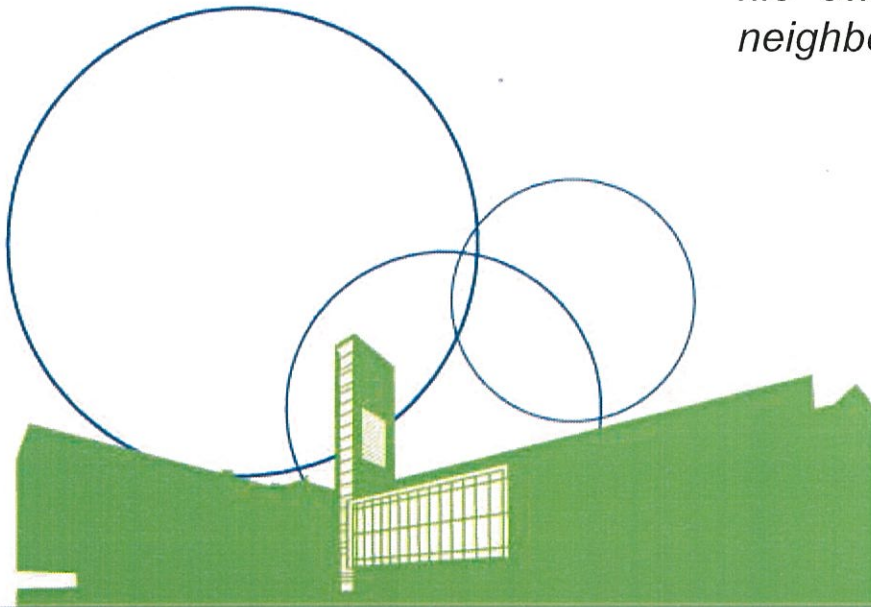
A: The by-law will come into force upon approval, with staff working to create public awareness, educate and assist affected industries, and establish necessary administrative systems before enforcement is undertaken.

Licensing By-law Review

Introduction of New Business Categories

“A man is called selfish not for pursuing his own good, but for neglecting his neighbour's.”

*--Richard Whately
(19th C. English writer)*



INTRODUCTION OF NEW LICENSING CATEGORIES AND LATE RENEWAL FEES

Recommendations

The Director of By-law & Compliance, Licensing & Permit Services, in consultation with the Deputy City Manager, Community Services, the City Solicitor, and the Treasurer & Chief Financial Officer, recommends that City Council:

1. Approve, in principle, the amendments to Licensing By-law No. 315-2005, as amended, and Fees and Charges By-law No. 171-2013, as amended, as listed in Schedule A of this report and subject to wording and format satisfactory to the City Solicitor; and
2. Authorize City staff to undertake any actions necessary to give effect to the by-law amendments.

Contribution to Sustainability

In order to ensure the livability of the city, maintain quality of life, protect community standards, and support economic diversity and sustainability, staff have identified and are recommending that the identified categories of businesses, predominantly within the various trades, be brought within a business licensing framework that will increase the city's role in ensuring a broader and more sophisticated level of consumer protection, including licensing requirements for businesses to comply with all applicable by-laws respecting the goods and services they provide to the public; as well as the manner in which such services are provided.

Economic Impact

Total net revenues arising from the recommendations of this report are expected to be \$100,919 in 2017. Revenues derived from business licensing are intended to offset costs associated with the administration and enforcement related work. A further financial analysis is provided in the background and analysis section of this report.

It should be noted that the above revenues will partly offset the hiring of two Special Enforcement Officers, as provided for in the Department's 2017 operating budget submission.

Communications Plan

Upon approval, City staff will undertake a public awareness campaign, which may include publishing a series of ads in local newspapers and posting information on the City's website. The City will also reach out to City-approved professional association members by placing ads in relevant association publications and creating information packages relevant to each licence category.

Licensees will be notified of the new late renewal fees on their notices of renewal.

Notices of renewal shall also advise licensees of changes to their renewal date and the pro-rated fee to be paid upon renewal.

Notice of the amendments to the Fees and Charges By-law recommended in this report was conducted in accordance with Section 4(4) of the City's Notice By-law No. 392-2002.

Purpose

The purpose of this report is to seek Council authorization to license a number of new categories of businesses to better ensure consumer protection and to introduce a late renewal fee to curb late business licence renewals and lapsed licences. In addition, staff are also seeking approval to amend the renewal date for licences in order to streamline workloads and improve service to residents.

Background – Analysis & Findings

General Authority and Municipal Purpose

The authority and powers afforded to the City for licensing of businesses, trades and callings, is derived from Part IV of the Municipal Act, 2001, as amended. The general jurisdictional principle includes establishing a municipal purpose. In addition, the general aim of business licensing is to protect the health and safety of the public, to protect consumers, and to control nuisances. In determining whether there is a need to license, staff ensured what is being proposed meets these legislative requirements and the greater public interests. In addition, staff undertook an analysis of systemic consumer concerns that arise from certain types of business operations and determined that the introduction of a licensing regime would assist in enhancing consumer protection as a whole and would provide an additional method of addressing some of the existing systemic problems (e.g. proliferation of lawn signs).

As the fifth fastest growing City in Canada, the City of Vaughan continues to experience unprecedented community growth and expansion, moving from a more rural community to a vibrant urban hub. With this ever expanding community growth comes the inevitable market and economic growth that is needed to service growing consumer needs. While new housing continues to expand across the City, continuing to attract new residents, the City has also established a quality of life where long-term residents continue to make Vaughan their city of choice. In both circumstances, home improvements such as renovations, new fences, pools, hot-tubs, landscaping, driveway widening are an on-going and growing service need. Recent base data reveals that the number of business operating in Vaughan has increased by approximately 50% over the last ten years.

However, while there are many reputable small businesses that contribute to the City's economy and the quality of life for residents, there are also systemic issues that have arisen from the vast number of business operations, including things such as illegal dumping, lawn and bag signs, sticker signs on traffic and other City infrastructure. More importantly, not having a regulatory regime in place for such businesses results in an increased risk for homeowners who engage these services and are later subject to the attention of the City for non-compliance matters (e.g. unlawful driveway widening); with no ability for the City to deal with the persons/businesses responsible for creating the circumstances. Without the introduction of some control mechanisms through the introduction of a licensing regime, homeowners and residents are left vulnerable and at a considerable disadvantage. In addition, through the process of licensing, homeowners and residents can take additional comfort and confidence when engaging such businesses that the City has vetted the operator, to include Criminal Background Clearance, membership in good standing in a City-approved professional association (addressed later in this report), that the business is well versed and knowledgeable in all applicable laws, and that the business operator has the required skills and training to carry out the work. These matters are further addressed below.

Health and Safety

The City has a comprehensive regulatory regime consisting of numerous by-laws intended to address and mitigate potential threats to the health and safety of the public. One example of such regulations pertains to swimming pools and pool enclosures. Staff continually come across instances where the work performed does not meet by-law requirements (such as improper enclosures) or where the manner in which the work is carried out is not proper (such as when a pool is filled without the appropriate temporary fencing). Through licensing, in addition to the responsibility of a homeowner, the City can hold contractors responsible for meeting the appropriate standards and complying with relevant municipal by-laws.

Consumer Protection

Through the process of licensing, certain qualifications and requirements will need to be met in order to obtain a license and maintain the ability to operate within the City. These requirements include, but may not be limited to, Police Background Clearances, Certificates of Qualifications, liability insurance, etc.

When work completed by a contractor does not comply with the City's by-laws, the property owner is held responsible for rectifying any issues. The recovery of costs or any other damages as a result, is a civil matter. By requiring contractors to be aware of local regulations and by requiring them to advise their clients of any requirements, including permits, consumers are better able to make decisions.

In addition, property owners are often at a loss in vetting potential contractors. A contractor's prior dealings, qualifications and compliance with basic requirements (such as need for liability insurance or WSIB) are often pieces of information not readily disclosed to consumers. Holding these things as basic requirements gives consumers a higher level of confidence when engaging contractors.

Nuisance Control

A common practice among some of the businesses that are being recommended for licensing is the use of lawn signs to advertise their business during the time that they are conducting work in the neighbourhood. While the City's Sign By-law permits such signs on a temporary basis at the location of the work being carried out; common practice evidenced across the City includes some businesses placing signs at multiple locations within a neighbourhood, and at main intersecting streets. These signs are rarely ever retrieved following completion of the work and ensuring their timely removal often becomes an issue for City staff both from an enforcement and an operational standpoint. In 2015, just over 1,700 unlawful bag signs were removed by enforcement staff, yet only 23 investigations led to charges being laid.

Other nuisance-related matters pertain to the improper use of the City's boulevard (e.g., construction bins on the roadway) and property standards issues (e.g., improper storage of building materials in yards, etc). These too are matters that through the introduction of a licensing regime would afford the City a higher level of control, prevention and consumer protection.

Financial Analysis

Assuming the amendments recommended in this report come into force on April 2, 2017, staff expect the following revenues:

Source	Fee	Projected annual vol.	Revenue for 2017 (9-mth. adjusted)
Renovators			
Initial licence	\$ 360.00	144	\$ 38,880
Renewal	\$ 180.00	0	0
Landscapers			
Initial licence	\$ 360.00	64	\$ 17,280
Renewal	\$ 180.00	0	0
Driveway Pavers			
Initial licence	\$ 360.00	32	\$ 8,640
Renewal	\$ 180.00	0	0
Fence Installers			
Initial licence	\$ 360.00	49	\$ 13,230
Renewals	\$ 180.00	0	0
Pool Installers			
Initial licence	\$ 360.00	29	\$ 7,830
Renewals	\$ 180.00	0	0
Total revenue from new business licences (before discounts)			\$ 85,860
Less:			
Existing licence discount (assuming half of applicants are eligible)	\$180.00	159	(\$ 21,465)
Professional Association discount (assuming half of applicants are eligible)	- 20%	159	(\$ 6,426)
Total licensing discounts projected for new business licences			\$ 27,891
NET REVENUE FROM NEW BUSINESS LICENCES			\$ 57,969
Late Renewal Fees			
Up to 30 days after expiry	\$ 50.00	687	\$ 34,350
Between 30 and 90 days after expiry	\$ 100.00	86	8,600
Total revenue generated from late fees			\$ 42,950

Before any discounts, revenues from the new business categories are expected to be \$85,860. Discounts are expected to total \$27,891, for net revenue of \$57,969. Late renewals on existing licensed businesses are expected to total approximately \$42,950 in 2017. Thus, total net revenues arising from the recommendations of this report are expected to be \$100,919. A detailed breakdown of projected revenue sources for 2017 and 2018 are provided in Schedule B of this report.

Licensing revenues are based on a 25% licensing rate in the first year for subject businesses. Of these, it is assumed that half will be eligible to obtain a licence at the renewal rate because they will already have held a business licence in an Ontario municipality with comparable licensing requirements. It is also assumed that half of all first-year applicants would be eligible for the City-approved professional association discount.

Not including the proposed business licensing categories, staff estimate that 3,435 businesses will renew in 2017 and 2,092 will apply for a new licence. Late renewal revenues are based on a

25% (859) late renewal rate for existing licensees, of which 80% (687) are expected to renew within 30 days after expiry, 10% (86) to renew between 31 and 90 days after expiry, and 10% (86) to renew after or not at all.

Consultations

Staff consulted with a number of recognized professional associations representing the affected businesses, including the Building Industry and Land Development Association ("BILD"), the Pool and Hot Tub Council of Canada ("PHTCC"), the Canadian Fence Industry Association ("CFIA") and the Landscape Ontario Horticultural Trades Association ("LOHTA").

BILD is the local chapter of the Canadian Home Builders' Association ("CHBA"). BILD has over 1,450 member companies that include home builders, land developers, and professional RenoMark renovators. Its members are guided by a code of conduct that requires them to:

- Provide a detailed, written contract (including scope of work) for all jobs;
- Offer a minimum two year warranty on all work (excludes minor home repair);
- Carry a minimum of \$2 million liability insurance;
- Have coverage for workplace safety and employers' liability and/or work only with subcontractors who carry such coverage;
- Carry applicable licenses and permits;
- Maintain a safe and organized worksite;
- Return phone calls within two business days.

RenoMark was established by BILD to identify companies who have agreed to abide to a renovation-specific code of conduct. The program is endorsed by the CHBA and includes about 300 BILD member companies that provide installed construction services directly to homeowners. About 80% of the local associations under the CHBA national umbrella have adopted the RenoMark program.

PHTCC is a national, not-for-profit association of more than 350 companies, organizations and individuals nation-wide (excluding Quebec) involved in the aquatic leisure industry. Members include builders and contractors, retailers, service providers, manufacturers and distributors of swimming pools, hot tubs and water feature products. Members also include public pool operators and related safety organizations. Members are required to abide by a number of principles and policies, including:

- Contributing to the health, safety and welfare of the public in the installation, maintenance and operation of swimming pools, hot tubs and spas;
- Revealing all material facts and refraining from the use of misleading advertising or innuendo in advertising and selling to ensure that products or services are fully understood by the consuming public;
- Designing, building, servicing and maintaining swimming pools, hot tubs and spas in a manner consistent in all ways with the concepts of public health and safety; and complying at all times with applicable laws, ordinances and regulations;
- Fulfilling promptly and completely all contractual obligations; offering a reasonable warranty, whether explicit or implied, written or oral; and processing justifiable claims without hesitation or delay in accordance with the Standards & Ethics Procedure for Consumer Complaints.

CFIA is a non-profit organization whose members include professional contractors, retailers, agents, wholesalers and manufacturers of fence products and related service. CFIA has a code of ethics that includes that members:

- Properly and effectively serve the needs of the ultimate user or consumer of the companies' products or services';
- Provide a professional, competitive and successful program that will establish and maintain the integrity of the fence industry;
- Completely avoid, by demonstration and action and encourage their personnel to avoid, illegal practices of any sort;
- Respect all contracts, pay all obligations, maintain a good credit rating, and in other respects follow the highest standards of business conduct.

LOHTA was created in 1973 and represents over 2,600 member companies that include landscape, maintenance and snow management contractors, landscape designers, lawn care operators, garden centre owners, arborists, nursery growers, interior landscapers, and irrigation and landscape lighting contractors.

The organization has two main purposes:

To raise awareness for the environmental, economic, lifestyle, health, recreational, therapeutic, tourism and spiritual benefits of plants, gardens, landscapes, green space and green infrastructure; and

To growing a prosperous, professional, ethical, recognized, valued and contribution-oriented landscape profession.

LOHTA members:

- Are accredited through submission of references, job site reviews, education and training and credit checks;
- Will, upon client request, provide their WCB registration and proof that they are insured and bondable;
- Commit to a mediated dispute resolution process that is based on third-party evaluation and provides the parties with an unbiased report on the quality of work;
- Uphold principles of knowledgeable and client-focused service, use of quality products and workmanship that meets or exceeds professional standards.

Staff did not identify any Professional Association that explicitly represents driveway pavers. However, many paving companies also perform other work, such as landscaping, and are generally represented by one or more of the associations consulted.

The associations consulted support staff recommendations regarding responsible licensing in a way that promotes professionalism in the industry, protects consumers, and creates a fair and competitive environment. These associations foster and promote many of the same objectives that the City wishes to instill in the industries serving Vaughan residents. Upon adoption of a by-law to give effect to staff's recommendations, the above associations would be considered through the established process and where applicable, approved by the Director as City-approved professional associations for the purposes of the City's business licensing regime.

Not all subject businesses that operate within Vaughan and the GTA are members of these associations or follow their best practices. For this reason, staff believe that licensing is still a useful tool for providing oversight and ensuring an enhanced level of safety, protection to consumers and enhanced nuisance control.

During consultations, all of the professional associations were in support of introducing a regulatory regime and agreed that there would be significant benefits to working with the City to promote awareness among businesses and consumers.

New Licence Categories

Although the City of Vaughan does not currently license renovators and other similar trades, most other GTA municipalities do licence at least some of them. Several municipalities define renovators broadly enough to capture other categories. In addition, many contractors tend to span their activity across a number of categories, with pavers and landscapers being a good example. Staff propose to define individual categories largely to be better able to track issues across different lines of business. Staff surveyed the following GTA municipalities to compare licensing regimes:

	Markham	Brampton	Hamilton	Mississauga	Toronto
Residential Renovators	X	Altering, repairing or renovating, buildings, structures, chimneys	Carrying out repairs or renovations of buildings	Altering, repairing or renovating, buildings, structures, chimneys	Altering, repairing or renovating buildings or structures, chimneys
Residential Landscapers	X	X	X	X	X
Residential Pavers	Paving or sealing driveways on privately owned property	Paving, repairing or sealing driveways, lanes, roadways and parking areas on private property		Paving, repairing or sealing driveways, lanes, roadways and parking areas on private property	Paving or resurfacing driveways and parking lots
Fence Contractors	X	Constructing fences	X	X	X
Pool Installers	X	Installing residential swimming pools	X	X	X

There are a number of advantages to licensing these types of businesses:

1. Through the licence issuing process, the consumer is afforded a level of confidence that the individuals have been vetted through a vulnerable sector screening process (i.e., criminal background clearance);
2. Through the licence issuing process, businesses and individuals will be vetted to ensure that they meet licensing thresholds;
3. By requiring licensees to adhere to all relevant by-laws, consumers are afforded a higher layer of protection when it comes to making sure that their residential projects are carried out in compliance with municipal regulations, including applying for all required permits, and that all work meets municipal standards;
4. By having businesses licensed, the City can more easily identify and have recourse against businesses that violate municipal regulations, such as violations that result in a proliferation of signs in neighbourhoods;
5. By having businesses licensed, it raises the level of awareness amongst both industry participants and the general public with respect to each party's rights and obligations.

Contractor Categories to be Licensed

Staff propose that five new categories of businesses be licensed. The main reason for licensing these new categories is for the purpose of consumer protection, which can be generally addressed by conducting background checks on all licensees, requiring that licensees carry general liability insurance and mandating that licensees always provide written contracts outlining scope of work and a payment schedule. There are also additional reasons, as set out below, as to why each of these categories should be licensed.

Renovators

"Renovator" means a person engaged in the business of altering, repairing or renovating buildings or structures, and includes any person who solicits for such work, or who in any way advertises or holds himself or herself out to the public as doing building renovations or as being a building contractor for such work, but does not include a building contractor whose principal business is the construction of buildings or structures (i.e., work performed that is covered by a new home warranty backstopped by Tarion).

This is a broad category that includes roofers, cladders, window installers, and kitchen and bath installers, to name a few. It does not include trades licensed provincially (e.g., electricians) or deemed to be a compulsory trade under the Ontario College of Trades and Apprenticeship Act, 2009 (e.g., plumbers). Issues arising from such renovators vary, but include the inappropriate and prolific use of lawn signs, the unauthorized use of the right of way, and nuisances arising from poor site maintenance.

Landscapers

"Landscaper" means a person engaged in the business of creating, altering and maintaining both hard and soft landscaping features, and includes any person who solicits for such work, or who in any way advertises or holds himself or herself out to the public as doing landscaping or as being a contractor for such work.

Landscapers are often involved in the widening of driveways or in the development of on-lot parking. Landscapers may also be involved with the installation of fences or pools. These activities may be subject to a number of by-laws, such as Zoning, Encroachments, and Fences, and often require permits from the City. Therefore it is critical that landscapers be aware of, and comply with, municipal regulations.

Exterminators licensed under O. Reg. 63/09 of the Pesticides Act, 1990, would not be required to be licensed with the City.

Driveway Pavers

“Driveway paver” means a person engaged in the business paving, resurfacing, repairing or sealing driveways or parking lots situated on private property (which may include municipal boulevards adjacent to such private property), and includes any person who solicits for such work, or who in any way advertises or holds himself or herself out to the public as performing such work or as being a contractor for such work.

Not unlike landscapers, driveway pavers are often involved in the widening of driveways and the development of on-lot parking. Pavers need to understand relevant regulations and be able to advise their clients accordingly with respect to requirements and permit processes.

Fence Installers

“Fence installer” means a person engaged in the business of erecting and installing exterior fences, bannisters and rails, including pool enclosures, and includes any person who solicits for such work, or who in any way advertises or holds himself or herself out to the public as performing such work or as being a contractor for such work.

Fence installers are often involved in the erection of pool enclosures as well as line fences. Aside from the Fence By-law other regulations, such as the Encroachment By-law and Zoning, need to be considered.

Pool Installers

“Pool installer” means a person engaged in the business of building and installing exterior swimming pools and hot tubs, and includes any person who solicits for such work, or who in any way advertises or holds himself or herself out to the public as performing such work or as being a contractor for such work.

Pool installers need to understand and inform their clients on the various regulations that may have an impact on their swimming pool project, including the Zoning By-law for pool and pool equipment setbacks and the Fence By-law for pool enclosure requirements, including the need for permits.

It should be noted that requiring licensees to meet the standards set out in relevant by-laws for their work does not in any way negate a property owner’s responsibility to address and remediate an issue. For example, in the event that a fence installer does not build a pool enclosure that meets the minimum standards in the Fence By-law, the owner of the property would still be responsible for rectifying the matter; the owner would be issued a Notice and could be charged for non-compliance. The installer, on the other hand, would be charged directly under the Licensing By-law for failing to meet the standard set out for pool enclosures. The dispute between

the property owner and the installer would still be a civil matter, although a conviction of the installer could weigh in favour of the owner in court.

Endorsements, Reduced Fees, and Expedited Issuance

Businesses that conduct activities that fall into more than one of the above categories will be licensed as the category that represents their most significant part of the business (and will only pay for one licence), but will be endorsed and required to follow the regulations that pertain to every category in which they do business.

Staff propose that businesses that belong to one of the City-approved professional associations receive a 20% discount on their licensing fee. This discount would be applicable as long as the licensee did not have any by-law convictions within a three-year period from licence issuance or renewal date, and had not violated any of the City's other licensing requirements.

The eligibility of a professional association to become a "city-approved professional association" would be determined through a process based on pre-established criteria and scoring. Associations wishing to become City-approved would be required to submit to this process with approval being granted by the Director who would also be required to maintain a public list of City-approved professional associations.

Businesses holding licences from other Ontario municipalities with similar licensing requirements would be issued a Vaughan licence for the cost of renewal and without the need to provide clearances if the licence from the other municipality required the same level of vetting and the licence of the applicant were in good standing. This measure is intended to minimize the cost and streamline the application for the licensee. This approach is unique in the GTA and supports the City of Vaughan's interest in being a progressive leader in fostering a regulatory framework that helps drive competitiveness and encourages economic sustainability.

With the proposed discounts, for licensees who are members of a City-approved professional association and who also hold a valid licence in another eligible municipality, the annual cost of a licence would be \$144, the lowest cost for such a licence out of any municipality:

	Vaughan*	Mississauga	Brampton	Toronto	Markham	Hamilton
Fee	\$ 144	\$ 168	\$ 185	\$ 226	\$ 242	\$ 260

**For members of City-approved professional associations who also hold a licence in another municipality.*

Staff anticipate that the shortfall from the cost-recovery fee of \$180 would be offset by an expedited licensing issuance process, requiring less administrative effort, and reduced enforcement actions on City-approved professional association members.

Late Renewal Fees

Late licence renewals are common and create additional administrative and enforcement work for staff. Late renewal fees are intended to cover these additional costs and, at the same time, provide a disincentive for licensees to renew late.

The City does not keep track of the rate of late renewals; however, it is known that in other cities that do keep track, late renewals are in the order of 50%. Most of these (i.e., about 80%) tend to renew within 30 days of their licences' expiry dates. Another 10% tend to renew after 30 days but before 90 days after expiry.

Late renewals often require administrative and enforcement follow-up. In an attempt to incentivize licensees to renew on time (thus reducing administrative and enforcement efforts) and to successfully maintain renewal rates, staff are proposing an initial late fee of \$50 for those who renew within 30 days after the expiry of their licence. Staff propose a further fee of \$50 if that renewal goes beyond 30 days, but occurs within 90 days of the expiry date. These fees would cover the escalating administrative and enforcement costs of obtaining compliance. Beyond 90 days from the expiry date, a licence would be considered lapsed and non-renewable. Anyone wishing to obtain a licence again at this point would have to initiate a new application and pay the initial licence fee.

Amended Renewal Dates

Currently, licence renewal dates are based on the type of licence. For example, all taxi licences must renew by September 30. This creates peak periods during the year for licence renewals and creates workload pressures that affect service delivery.

To address this issue, staff are recommending spreading out licence renewal dates throughout the year on the basis of original issue date or licensee date of birth/incorporation, where the original date of issue is not known. Licensees will be advised of their new renewal date when they come in on their current date to renew.

For those whose new renewal date falls within three months of their current renewal, they will be required to pay, on a pro rata basis, into their next renewal date (i.e., potentially up to 15 months). For those whose new renewal date falls beyond three months of their current renewal date, they will be required to pay, on a pro rata basis, up to that date (i.e., between 3 and 12 months); however, they will also have the option to pay into their next renewal so that someone whose new renewal date falls 5 months from their current renewal date would have the option to pay for 5 months or 17.

This process is expected to take about one year to complete. Staff do not expect the financial impact of the prorated payments during the phase-in period to be significant. Although the impact will depend on the options exercised by licensees, staff expect that such choices will generally average out.

Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

The recommendations in this report are in line with the following priority for this term of Council:

- Continue to ensure the safety and well-being of citizens – by providing a number of consumer protection measures with respect to businesses and trades that supply residential goods and services that are regulated by municipal regulations.
- Meet Council tax rate targets (no greater than 3%) – by introducing licensing fees, in accordance with provisions in the Municipal Act, to offset the related costs of administering and enforcing the new categories.
- Create and manage affordable housing options (secondary suites), through supporting safe renovation and construction practices.

The recommendations of this report are also in line with the objectives and deliverables of the By-law Strategy, mainly to ensure that the City has by-laws in place that are relevant, effective and sustainable.

Regional Implications

Although there are no direct regional implications from the recommendations of this report, staff will be advising municipalities in the GTA of the City's policy respecting expedited issuance.

Conclusion

As the fifth fastest growing City in Canada, the City of Vaughan continues to experience unprecedented community growth and expansion, moving from a more rural community to a vibrant urban hub. With this ever expanding community growth comes the inevitable market and economic growth that is needed to service growing consumer needs. Home improvements such as renovations, new fences, pools, hot-tubs, landscaping, driveway widening are an on-going and growing service need for consumers.

This report recommends the establishment of a licensing regime for renovators, various contractors and other similar businesses in order to protect consumers, promote health and safety, and address related nuisances. Staff propose to work with City-approved professional associations to educate both the public and the various subject industries as to their rights and obligations. In recognition of the standards set by the relevant professional associations and in order to streamline the licensing process, staff are also recommending a discount for City-approved professional association members in good standing and an expedited and reduced initial licensing fee for businesses already licensed in other municipalities with similar licensing requirements.

In addition to a property owners responsibilities, staff believe that the introduction of a licensing regimes and related new regulations will provide the City with additional leverage when dealing with renovators and other contractors on a variety of by-law enforcement issues, such as illegal signs and unauthorized driveway widenings, among others.

In addition, staff are recommending a resetting of renewal dates to improve customer service and level internal workflows, and the introduction of late renewal fees to incentivize prompt renewal and defer any costs associated with follow-up to those clients that do not renew on time.

Attachments

1. Schedule A – Recommended Amendments
2. Schedule B – Projected Revenues for 2017 and 2018

Report prepared by:

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Respectfully submitted,

Gus Michaels
Director of By-law & Compliance, Licensing & Permit Services

Schedule A
Recommended Amendments

1. That the following businesses, as defined in this report, be required to hold a business licence:
 - (a) Renovators (including roofers);
 - (b) Driveway pavers;
 - (c) Landscapers;
 - (d) Fence installers; and
 - (e) Swimming pool installers;
2. That an initial licensing fee of \$360.00 and a renewal fee of \$180.00 for each of the business categories above be established with future year increases to these fees being aligned with those of other business licences;
3. That licensees belonging to City-approved professional associations be extended a 20% discount on their licensing fees and that such a discount be contingent on the licensee having no licensing convictions in the three years immediately prior to licence issuance or the licence renewal date, or any threshold violations;
4. That a process be established for approving professional associations based on years of operation, number of members, geographic diversity of membership, constitution of board of directors, establishment of by-laws, member education/certification, established public complaints processes, diffusion of codes of behavior/ethics, and member disciplinary process;
5. That the authority to approve a professional association based on the above process be delegated to the Director of By-law & Compliance, Licensing & Permit Services, or his or her delegate, and that the Director maintain a public list of such City-approved professional associations;
6. That any business applying for an initial licence that already holds a valid business licence in an Ontario municipality with the same or similar licensing requirements be eligible for a Vaughan licence at the applicable renewal rate;
7. That the above businesses being recommended for licensing:
 - (a) comply with all applicable by-laws;
 - (b) complete all work in accordance with the standards set out in all relevant by-laws;
 - (b) inform all their residential clients, in writing, of the by-laws applicable to the work for which they are being engaged, including the requirement for any permits;
 - (c) provide a written contract to their prospective clients that includes a schedule of payment and work to be carried out;
 - (d) carry a minimum of \$2 million liability insurance;
 - (e) demonstrate to the City that all eligible workers are protected under the provisions of the Workplace Safety and Insurance Act;
 - (f) display their Vaughan licence number on any vehicle and signage used for purposes of conducting their work in a conspicuous location on the vehicle or sign in legible letters of contrasting colour that are no smaller than 10 centimetres in height;
 - (g) display their Vaughan licence number on any visual advertising for use or distribution in Vaughan, including but not limited to signs, flyers, pamphlets, publications, and web sites;

8. That late renewal fees be established for all business licences, as follows:
 - (a) For licences that are expired no more than 30 days, a fee of \$50.00;
 - (b) For licences that are expired more than 30 days, but not more than 90 days, a fee of \$100.00;
 - (c) For licences that are expired more than 90 days, the corresponding new application fee and submission of all corresponding application forms and clearances; and
9. That licence renewal dates be amended, as follows:
 - (a) For all businesses, vehicles and individuals, on the anniversary date of the issuance of their respective licences; or
 - (b) Where the original licence issuance date is not known:
 - (i) For a corporation, a registered partnership or a registered sole proprietorship, on the anniversary of the date of incorporation or registration;
 - (ii) For a vehicle, if owned by a corporation, registered partnership or registered sole proprietorship, on the anniversary date of incorporation or registration;
 - (iii) For a vehicle owned by an individual, on the anniversary of the individual's date of birth;
 - (iv) For an individual, on the anniversary of the individual's date of birth.

Schedule B: Projected Revenues for 2017 and 2018

	2017				2018			
	Fee	Projected annual volume	Projected annual revenue	Adjusted 9-month revenue	Fee	Projected annual volume	Projected annual revenue	
Renovators								
Initial	\$ 360.00	144	\$ 51,840	\$ 38,880	\$ 370.80	55	\$ 20,394	
Renewal	\$ 180.00	0	\$ -	\$ -	\$ 185.40	89	\$ 16,501	
Landscapers								
Initial	\$ 360.00	64	\$ 23,040	\$ 17,280	\$ 370.80	24	\$ 8,899	
Renewal	\$ 180.00	0	\$ -	\$ -	\$ 185.40	40	\$ 7,416	
Pavers								
Initial	\$ 360.00	32	\$ 11,520	\$ 8,640	\$ 370.80	12	\$ 4,450	
Renewal	\$ 180.00	0	\$ -	\$ -	\$ 185.40	20	\$ 3,708	
Fence installers								
Initial	\$ 360.00	49	\$ 17,640	\$ 13,230	\$ 370.80	19	\$ 7,045	
Renewal	\$ 180.00	0	\$ -	\$ -	\$ 185.40	30	\$ 5,562	
Pool installers								
Initial	\$ 360.00	29	\$ 10,440	\$ 7,830	\$ 370.80	11	\$ 4,079	
Renewal	\$ 180.00	0	\$ -	\$ -	\$ 185.40	18	\$ 3,337	
		318	\$ 114,480	<u>\$ 85,860</u>		318	<u>\$ 81,391</u>	
Less:								
Existing initial licene discount (assuming half of applicants are eligible)	\$ 180.00	159	\$ (28,620)	\$ (21,465)	\$ 185.40	61	\$ (11,309)	
Professional Association discount (assuming half of applicants are eligible)	(20%)	159	\$ (8,568)	\$ (6,426)	(20%)	159	\$ (8,139)	
			\$ (37,188)	\$ (27,891)			\$ (19,448)	
				<u>\$ 57,969</u>			<u>\$ 61,942</u>	
Late renewal fees:								
Up to 30 days after expiry	\$ 50.00	687		\$ 34,350	\$ 51.50	726	\$ 37,389	
Between 30 and 90 days after expiry	\$ 100.00	86		\$ 8,600	\$ 103.00	91	\$ 9,373	
				<u>\$ 42,950</u>			<u>\$ 46,762</u>	
TOTAL REVENUE				<u>\$ 100,919</u>			<u>\$ 108,704</u>	