



## ***MEDIA RELEASE***

**August 1, 2017**

### ***FOR IMMEDIATE RELEASE***

#### **Updates to the Transportation Industry By-law in effect**

(Barrie, ON) The City of Barrie's Transportation Industry By-law updates came into effect today. These updates reduce taxicab regulations and create two new licensing categories: private transportation (rideshare) and driver for hire.

The updated regulations apply equally to all types of passenger transportation services and include:

- Minimum service standards to ensure passenger safety (insurance requirements, vehicle safety certificates and criminal background checks);
- Companies freedom to set tariff rates including discounts and price surges;
- Rates posted in the vehicle or available electronically;
- Car and/or driver appearance regulations removed;
- Company office access and 24/7 operation regulations removed; and
- No limit to cars/drivers.

The City is seeking feedback from the community through an online survey to understand the affect the by-law changes have on the transportation industry. Information gathered will help determine if the updates ensure public safety, maintain ride service levels and create competitive rates for all passenger transportation companies in Barrie.

For more information, and to complete the survey, please visit [Public Feedback](#) via [barrie.ca/MyBarrie](http://barrie.ca/MyBarrie). The survey closes October 1, 2017.

-30-

***For more information, please contact:***

Scott LaMantia  
Senior Communications Advisor  
[scott.lamantia@barrie.ca](mailto:scott.lamantia@barrie.ca)  
705-739-4220 x4529