



# Request for City Council Committee Action from the Department of Regulatory Services

Date: October 21, 2008

To: Council Member Samuels, Chairman  
Referral to: Public Safety and Regulatory Services  
Subject: Review staff recommendation with respect to the issuance of 45 new taxicab vehicle licenses.

1. That the Public Safety and Regulatory Services Committee approve recommendations on persons who may receive new Minneapolis Taxicab vehicle licenses.

**Previous Directives** This action reflects a September 27, 2006 request by the committee for a progress report regarding the implementation of new taxicab license regulations.

Prepared or Submitted by Ricardo Cervantes, Deputy Director, Licenses and Consumer Services

Ricardo Cervantes, Deputy Director \_\_\_\_\_ Date \_\_\_\_\_

Burt Osborn, Director \_\_\_\_\_ Date \_\_\_\_\_

Rocco Forte, Assistant City Coordinator \_\_\_\_\_ Date \_\_\_\_\_

# Regulatory Services

## Licenses and Consumer Services

October 21, 2008

### Recommendations for issuance of new Taxicab vehicle licenses.

Pursuant to Chapter 341.300 of the Minneapolis Code of Ordinances, the City of Minneapolis will increase the number of authorized taxicab licenses by 45 licenses a year for five years to effect the eventual deregulation of the number of taxicabs licenses. The initial group of 45 new taxicab vehicle licenses was issued in March of 2007. The 2<sup>nd</sup> group of 45 licenses was issued in September of 2007. We are now prepared to recommend the issuance of 45 additional licenses. The applicant selection criteria are listed below:

- The financial capability and responsibility of the applicant;
- Applicant's prior experience in the taxicab business;
- The level and quality of taxicab service provided by the applicant in the past in areas in which it has operated;
- The experience and competence of the applicant's drivers and dispatch capabilities;
- The applicant's prior record of compliance with the taxicab ordinance including complaints and disciplinary actions against drivers and vehicle owners;
- The age, and condition, and fuel efficiency of the vehicles proposed to be licensed by the applicant;
- Consideration of special equipment, i.e., GPS tracking, wheelchair accessibility;
- The applicant's prior experience in providing neighborhood service;
- Such other factors as the City Council may deem relevant;
- Proposed marketing strategies and/or service innovation;
- Established company policies regarding drivers training requirements, dispatching, etc.
- Number of requested taxi vehicle licenses vs. minimum acceptable number to operate.

On 3-31-08 the Department of Licenses and Consumer Services notified all existing taxicab service companies, and all persons that had indicated interest in obtaining new taxicab vehicle licenses that new taxicab vehicle licenses were available. The deadline for submitting application proposals was 5-02-08.

A total of eighteen applications for new taxicab vehicle licenses were submitted by the deadline. From these eighteen applications, 144 individual taxicab vehicle licenses were sought. Each of the applications was reviewed by License Inspection staff for completeness, accuracy, etc., and ranked against the established criteria.

The applications were then reviewed on October 7th , 2008 and scored against the criteria by a review panel consisting of Grant Wilson, Manager, Licenses and Consumer Services; Margot Cross, Mayors Committee on People with Disabilities; Geoff Mahoney, Taxicab Driver Representative, and Rich Tuffs Taxicab Inspector.

Based upon the review of the applications and business plans, the advisory panel recommends that the 45 new taxicab vehicle licenses be distributed as non-transferable licenses to the following service companies:

<b>Company Name</b>	<b>Requested # of Licenses</b>	<b>Recommendation</b>
Airport Taxi	10	Issue 8 licenses
Twin City Airport	10	Issue 8 licenses
Sky bird Taxi	10	Issue 8 licenses
Checker Taxi	10	Issue 6 licenses
AAA Taxi	10	Issue 5 licenses
Minneapolis Taxi	4	Issue 4 licenses
North Star Taxi	5	Issue 3 licenses
Gold Star Taxi	6	Issue 3 licenses
Twin Cities Taxi	10	Issue 0 licenses
Ecuadorian Express	10	Issue 0 licenses
Yellow Taxi	20	Issue 0 licenses
Airport Connect	5	Issue 0 licenses
A New Star Taxi	12	Issue 0 licenses
La Mexicana Express	5	Issue 0 licenses
Classic Cabs	7	Issue 0 licenses
Ace Taxi Corp.	5	Issue 0 licenses
Black and White	?	Issue 0 licenses
US Cab	10	Issue 0 licenses
<b>Totals</b>	<b>144</b>	<b>45</b>

**Staff Recommendation:**

Staff recommends that the 45 available taxicab vehicle licenses be issued as listed above.

Ricardo Cervantes, Deputy Director

Licenses and Consumer Services