

# CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

# NB-26

333 West Ocean Boulevard 7<sup>th</sup> Floor • Long Beach, CA 90802 • (562) 570-6200 • Fax (562) 499-1097

May 19, 2015

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Request the City Attorney to draft an Ordinance establishing a pilot program to examine modification of certain elements of the current taxi permit and report back to the City Council within six months following adoption of the pilot program regarding status, findings and recommendations. (Citywide)

## DISCUSSION

On May 12, 2015, the City Council conducted the biennial hearing on Convenience and Necessity for Taxicabs and adopted staff recommendations for changing the limit on vehicles in the fleet, a change in trade dress/logo and allowing discounted fares.

Further, the City Council directed staff to develop a pilot program in which staff would research, develop and implement program changes before returning to the City Council with recommendations for any permanent updates or modifications to the Long Beach Municipal Code (LBMC). These changes would ensure the most safe, efficient and competitive taxi service.

The areas identified for consideration within the proposed Taxi Regulation Modernization pilot program would include, but not be limited to:

- Alternative Business Model – Research and develop options for the City Council's consideration if a local alternative to Transportation Network Companies (which are separately regulated by the California Public Utilities Commission) is allowable under law and is a viable alternative to ensure the City has the ability to meet peak demand.
- Change in total number of allowed vehicles – Develop recommendations on fleet size to ensure that the number of available vehicles is sized to meet the demand and provide this essential service.
- Disclosure of credit card convenience fees – Work to determine best practices in the industry to ensure the travelling public is aware of all fees and it is clearly posted or visible through all available means.

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- Display of flexible rates – Ensure flexible rate structure, including discounts, are easily accessible to the public.
- Driver Permit – Coordinate with the Police Department to determine if there is an alternative method to conducting driver background checks that provides the same level of safety while expediting processing.

In addition to the above items, staff has identified some additional areas to explore in order to ensure the best service:

- Reporting – Staff will determine what performance measures can be made available for reporting to the City Council; this may include volume of calls, wait times, complaints or other measures to gauge the utilization of the service.
- Review whether to pick up at the Airport should remain exclusive and compare in context of regional and national best practices.
- Updates to existing Ordinance – There are numerous small procedural changes to be considered, including requirements on flag drop, radio communications, and driver trip logs.
- Determine whether and when new applications for permits should be conducted.
- Consider whether the City needs to establish a “not to exceed” fare in context of proposed variable fee model.
- Propose the number of vehicles to be included within the pilot program as a fixed number or percentage of the total fleet.
- Determine the ability of a third party consultant to evaluate the success of the pilot program and assist staff in developing recommendations.

Staff has discussed these items with Long Beach Yellow Cab (LBYC), and believes these changes, once developed and tested, will be adopted to best meet the needs of the City, as well as benefit the City and the users of the service.

This matter was reviewed by Deputy City Attorney Amy R. Webber and by Budget Management Officer Victoria Bell on May 14, 2015.

TIMING CONSIDERATIONS

City Council action is requested on May 19, 2015, in order to begin implementation of the pilot program during the peak summer travel season to achieve preliminary results before the end of the year.

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FISCAL IMPACT

There is no fiscal impact or job impact associated with this recommended action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN GROSS  
DIRECTOR OF FINANCIAL MANAGEMENT

JG:JM:SMC:JRR  
K:\EXEC\COUNCIL LETTERS\BUSINESS SERVICES\TAXI CAB\05-19-15 CCL - ORDINANCE - TAXICAB PILOT PROGRAM.DOCX

APPROVED:



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PATRICK H. WEST  
CITY MANAGER



**City of Long Beach Memorandum**  
*Working Together to Serve*

## REQUEST TO ADD AGENDA ITEM




**Date:** May 15, 2015  
**To:** Poonam Davis, Acting City Clerk  
**From:** Patrick H. West, City Manager  
**Subject:** Request to Add Agenda Item to Council Agenda of May 19, 2015

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Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda under New Business via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

**Request the City Attorney to draft an ordinance establishing a pilot program to examine modification of certain elements of the current taxi permit and report back to Council within six months following adoption of the pilot program regarding status, findings and recommendations. (Citywide)**

Council District	Authorizing Councilmember	Signed by
4	SUPERNAW	
5	Stacy Mungo	
9	Rev Richardson	

Attachment: Staff Report dated May 19, 2015

CC: Office of the Mayor