



Information Item

Date: January 12, 2012

To: Mayor and City Council
From: Gigi Decavalles-Hughes, Acting Director of Finance
Subject: Taxicab Franchise Program Update

Introduction

This report provides a brief update on the Taxicab Franchise Program that was launched on March 1, 2011.

On [February 10, 2009](#), staff recommended establishing a franchise-based system for the regulation of taxicab operations in the City, and staff outlined how a franchise-based regulatory system would address issues in the October 2006 Nelson\Nygaard study. Key actions have been achieved, including:

- Placing limits on the number of cab companies allowed to operate in the City and establishing rules governing their operation.
- Placing limits on the number of taxicab vehicles that are allowed to operate within the City, reducing the total from 450 to 300.
- Establishing vehicle composition requirements that ensure the utilization of vehicles with minimum air quality standards.
- Requiring a minimum of 10% of vehicles for each company to be wheelchair accessible.
- Placing limits on the age of taxicabs and establishing standards for appearance and safety.
- Establishing distinctive name and color schemes, with unique vehicle numbers, which has allowed customers to easily distinguish among companies and City

staff to subsequently enforce rules and investigate complaints more effectively.

- Establishing a single fare structure, which has created consistency and predictability for the passengers and has brought fares in line with neighboring cities.
- Establishing maximum flat rates of \$30 or \$35 for trips to LAX for trips North or South of I-10 respectively, a flat rate of \$75 for trips to Bob Hope Airport, and a 10% discount on fares for disabled and elderly customers.
- Requiring each company to have an electronic dispatching system within six months of the program's implementation.
- Requiring driver training and instituting testing of an applicant's knowledge of City rules, places of interest, and English.

Since the establishment of the franchise system, staff has been working with the companies to ensure that the franchise requirements are being met. The first compliance review was conducted in November 2011, the results of which are included below.

Background

On [October 24, 2006](#), Council adopted recommendations to amend the Task Force on the Environment's [Sustainable City Plan](#) and update the indicators and targets, including the adoption of a target for greenhouse gas emission reductions. The recommendations included the goal to "create a *multi-modal* transportation system that minimizes and, where possible, eliminates pollution and motor vehicle congestion while ensuring safe mobility and access for all without compromising our ability to protect public health and safety."

The City had also received complaints of apparently excessive numbers of taxis cruising for business; poor customer service from drivers; confusing and high fees; lack of discounted services for senior and disabled residents; and cabs with Santa Monica permits operating as "bandit" taxis in Los Angeles and other cities. Since the City had

no experience with taxi franchising, a study was conducted by Nelson\Nygaard Consulting Associates to help assess options for regulating taxicab operations.

On [July 28, 2009](#), Council adopted an ordinance establishing the franchise-based system for regulating taxicabs, which added Chapter 6.49 to the Santa Monica Municipal Code (SMMC). On [November 23, 2010](#), Council awarded the franchises by ordinance to Bell Cab, Independent Taxicab Owners Association (ITOA), Metro Cab, Taxi! Taxi!, and Yellow Cab.

The program was scheduled for implementation on January 1, 2011. On December 23, 2010, following a lawsuit by a group of non-franchised taxicab companies, a temporary restraining order was granted, blocking implementation of the franchise system. Although the motion by the plaintiff for a preliminary injunction was denied at the January 19, 2011 hearing, the lawsuit caused implementation of the franchise-based system to be delayed until March 1, 2011.

The City saw a sharp initial reduction of taxicabs in the first 60 days from the launch of the program on March 1, 2011, which resulted in a reduction in service levels. This issue was resolved as more taxicabs came online during the initial transition.

Discussion

Taxicab Vehicles

As a requirement of the Terms and Conditions for each franchise, a vehicle fleet composition requirement was established by Council to ensure that vehicles met minimum emission standards and wheelchair accessibility standards. Staff was provided with discretion to adjust the vehicle composition, so long as any adjustment was consistent with the franchisees original proposal.

The current fleet composition that each franchisee is required to adhere to is listed in the following chart:

Franchisee	Vehicle			Total
	SULEV*	ULEV**	WAV***	
Bell	19 (33%)	33 (57%)	6 (10%)	58
ITOA	45 (78%)	7 (12%)	6 (10%)	58
Metro Cab	37 (59%)	18 (28%)	8 (13%)	63
Taxi! Taxi!	32 (50%)	25 (40%)	6 (10%)	63
Yellow Cab	28 (48%)	24 (42%)	6 (10%)	58
Total	161 (53%)	107 (36%)	32 (11%)	300

* SULEV – Super Ultra Low Emission Vehicle

** ULEV – Ultra Low Emission Vehicle

*** WAV – Wheelchair Accessible Vehicle

Metro Cab and Taxi! Taxi! requested and were granted fleet adjustments to match the percentage allocation from their original proposals, in lieu of the original composition approved by City Council, which had required the companies to maintain 90% of their fleets as SULEV vehicles. The companies' requests were approved to allow for more ULEV minivans to accommodate the Council's request for vehicles larger than a small sedan (e.g. Toyota Prius).

ITOA also requested an adjustment to its fleet composition, reducing the number of SULEV vehicles from 52 to 45 to allow the company to deploy the additional 8 vehicles granted on January 11, 2011, as ULEV minivans. The company's request was approved, allowing more ULEV minivans to accommodate the Council's request for vehicles larger than small sedans (e.g. Toyota Prius), since SULEV minivans that can be used as taxicabs, are not currently available in the market. Additionally, during the Council meeting on November 23, 2010, ITOA committed that it would ensure that any additional vehicles provided above the original grant of 50 would be minivans.

Metro Cab made a second request to reduce the number of wheelchair accessible vehicles from 15% to 10%, citing a lack of demand and vehicle cost. Metro Cab's request was partially approved, allowing Metro Cab to reduce its wheelchair accessible fleet to 8 (12.7%) from its original proposal of 10 (15%).

Following is the required fleet composition and the actual for each franchisee:

Franchisee	Vehicles							
	SULEV		ULEV		WAV		Total	
	Required	Actual	Required	Actual	Required	Actual	Required	Actual
Bell	19	38	33	14	6	6	58	58
ITOA	45	44	7	8	6	1	58	53
Metro Cab	37	37	18	18	8	8	63	63
Taxi! Taxi!	32	33	25	24	6	4	63	61
Yellow Cab	28	28	24	24	6	2	58	54
Total	161	180	107	88	32	21	300	289

Currently, Bell Cab has opted to have 38 of the lower emission SULEV vehicles, which are 19 more than required. Taxi! Taxi! currently has 33 of the lower emission SULEV vehicles deployed which is 1 more than required. SULEV vehicles exceed the emission standards of ULEV vehicles.

The material deficiency in the current Santa Monica fleet is with the required number of wheelchair accessible vehicles. Currently, ITOA, is deficient in the total number of wheelchair accessible vehicles required. Further explanation of compliance issues surrounding wheelchair accessible vehicles is outlined below.

Wheelchair Accessible Vehicles (WAV)

On August 23, 2011, four franchisees (ITOA, Metro Cab, Taxi! Taxi!, and Yellow Cab), were issued Notices of Noncompliance for operating wheelchair accessible vehicles that did not meet ADA standards. Twenty-five of the 32 wheelchair accessible vehicles were

found to be non-compliant with basic ADA standards during inspections conducted by staff and the Santa Monica Police Department. The companies were required to bring the vehicles into compliance by October 31, 2011. The franchisees were not prevented from operating these vehicles within Santa Monica; however each company was specifically prohibited from transporting wheelchair passengers. From August 23, 2011 to November 8, 2011, Bell Cab was the only company that was authorized to transport wheelchair passengers.

The City hired a third party contractor, Vehicle Technical Consultants, to conduct an inspection of each wheelchair accessible vehicle that had not been certified as ADA compliant by the supplier and any vehicle that had been purchased used. The inspections were conducted on November 3, 2011. Seventeen vehicles were presented for inspection, with all vehicles passing inspection.

ITOA and Yellow Cab failed to present five and four vehicles respectively for inspection. Each company was issued a second Notice of Noncompliance for their fleet compositions. Neither company provided acceptable justification for failing to bring the vehicles into compliance. Two of Taxi! Taxi!'s vehicles were in accidents and are not currently operational, which has delayed bringing the vehicles into compliance.

The 11 vehicles that were not presented for inspection failed to meet the October 31, 2011 deadline to bring their vehicles into compliance and were therefore ordered to return the vehicle permits and cease operating in Santa Monica until which time they have been inspected and approved for ADA compliance.

A second inspection was conducted on December 20, 2011 by the third party contractor, Vehicle Technical Consultants. Of the remaining 11 noncompliant vehicles, 10 were presented for inspection, with seven vehicles passing inspection. Yellow Cab failed to present one vehicle for inspection and ITOA presented three vehicles that

failed to meet ADA standards. The companies remain in noncompliance with their fleet composition and are under review for potential monetary penalties.

Following is the current breakdown of wheelchair accessible vehicles by company:

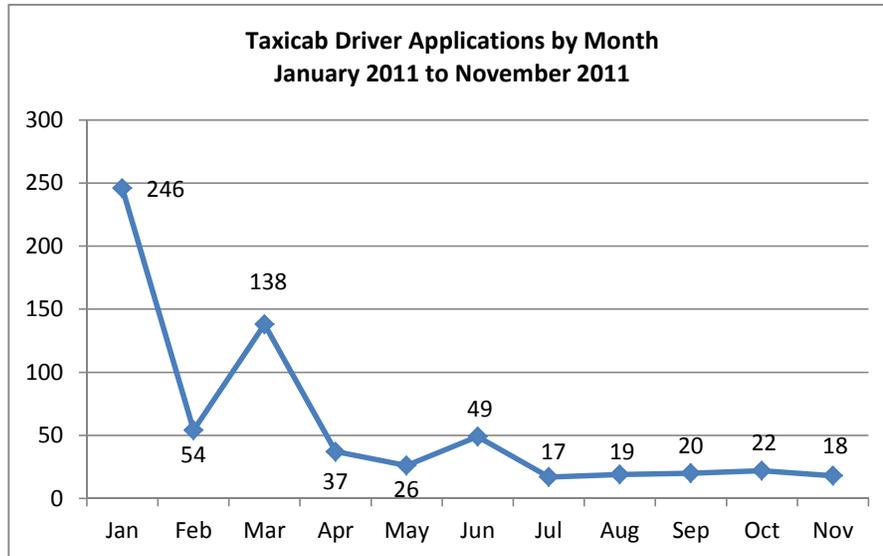
Franchisee	Wheelchair Accessible Vehicles (WAV)		
	Compliant	Non-Compliant	Total
Bell	6 (100%)	0	6
ITOA	1 (17%)	5 (83%)	6
Metro Cab	8 (100%)	0	8
Taxi! Taxi!	4 (67%)	2 (33%)	6
Yellow Cab	2 (33%)	4 (67%)	6
Total	21 (66%)	11 (34%)	32

Staff has proposed to update the taxicab rules and regulations to require, in addition to the Americans with Disabilities Act (ADA), that all wheelchair accessible vehicles comply with 49 Code of Federal Regulations (CFR) Part 38, Society of Automobile Engineers (SAE) J2249 Standard, and applicable Federal Motor Vehicle Safety Standards (FMVSS). These regulations provide additional requirements, above and beyond those required by the ADA, that are standard in the transportation industry for wheelchair accessible vehicles to ensure that wheelchair restraints and passenger restraints meet specific government and industry safety standards.

Taxicab Drivers

During the initial implementation of the new program, it was necessary for the companies to fill their driver rosters, since the program effectively began with zero permitted taxicab drivers. Permitting a driver in Santa Monica under the new system required that all drivers be tested and fingerprinted. The City saw an initial influx of applicants in the months of January 2011 and March 2011. The average number of new taxicab driver applications has settled at an average of approximately 19 per

month. Because permit fees are not prorated, it is reasonable to expect an increase in applications in the early months of 2012.



Eighty-seven percent of applicants have been successful at obtaining a permit. However, the program, in compliance with Section 6.49.070 (c), implemented a new procedure in July 2011 limiting the number of tests to three. Applicants are provided with three attempts to obtain a passing score before being denied a permit. An applicant maintains the option to reapply. Additionally, with the Council's adoption of the new fee schedule on [September 27, 2011](#), applicants are also required to pay a re-testing fee of \$62 for the third test.

Staff is currently conducting a review of the original test questions and test format, which were based on the test provided by the City of Los Angeles. Test questions will be reviewed in December 2011, before the beginning of the new permit year, to ensure that the testing process effectively evaluates an applicant's ability to be a successful taxicab driver in Santa Monica, based on the specific requirements set out by Council. Questions will also be reviewed to ensure that they are specifically job related and do not have a disparate impact.

The following chart provides the status by company for taxicab drivers and taxicab driver applications as of November 30, 2011.

Franchisee	Taxicab Driver Permits		Taxicab Driver Applications		Totals
	Active	Inactive	In Process	Withdrawn or Denied	
Bell Cab	71	3	2	4	80
ITOA	107	3	15	28	153
Metro Cab	104	7	15	23	149
Taxi Taxi	112	13	14	24	163
Yellow Cab	85	10	0	5	100
Totals	479	36	46	84	645

Permits become “Inactive” at the request of the franchisee when a driver quits or is fired, or when the permit is revoked by the City. Applications are “Withdrawn” at the request of the franchisee when an applicant chooses not to complete the application process. This category will see a significant decline with the implementation of the new procedure in July 2011 whereby an application is “Denied” when the applicant fails to obtain a passing score on the taxicab driver’s test after three attempts. Prior to this new procedure, applications were withdrawn by the franchisee when an applicant was not able to pass a test, sometimes after as many as eight or more attempts.

Compliance

In conjunction with the Police Department, staff began issuing administrative violations for noncompliance with the Taxicab Rules & Regulations in June 2011. The following is a breakdown of the violations issued as of November 30, 2011 (these do not include traffic or parking violations issued to taxicab drivers):

Franchisee	Franchisee Violations		Driver Violations		
	Number	Fine Amounts	Number	Driver Fine Amounts	Franchisee Fine Amounts
Bell	0	-	0	-	-
ITOA	2	\$1,400	2	\$100	\$100
Metro Cab	4	\$4,400	4	\$1,250	\$1,100
Taxi! Taxi!	1	\$700	0	-	-
Yellow Cab	0	-	0	-	-
Totals	7	\$6,500	7	\$1,350	\$1,200

ITOA, Metro Cab, and Taxi! Taxi! were each violated for allowing drivers to operate taxicabs without permits. ITOA received two violations, with Metro Cab and Taxi! Taxi! each receiving one. In the case of Metro Cab, it also received three violations for failing to comply with areas of the Terms and Conditions after failing to correct with notice.

Two drivers for ITOA were violated for minor Rule violations related to proper posting of permits with fines of \$50 each. Four Metro Cab drivers were violated for conduct related violations with two drivers receiving fines of \$250 each and two drivers receiving fines of \$350 each. In each case the nature of the violations involved poor service to customers or unprofessional conduct.

A compliance review was conducted on site at each company's main operating location between October 10, 2011 and November 8, 2011. The review was conducted to monitor compliance with specific areas of the Terms and Conditions established by Council at the time each franchise was granted. Examples of the areas reviewed include:

1. Verification of driver enrollment in a drug and alcohol testing program
2. Verification of a vehicle maintenance program

3. Verification of deployment of an electronic computer dispatch system and GPS
4. Verification of maintenance of mandatory vehicle and commercial Liability Insurance

Each company was provided with the categories and scope for the review in August 2011, to allow each company time to prepare. No areas of material noncompliance were found with Bell Cab, ITOA, or Yellow Cab.

During the compliance meeting with Taxi! Taxi!, areas of noncompliance were found with vehicle ownership as defined in Section 7(c) of the Terms and Conditions, which requires that all vehicles registered to either the franchisee or a “member” of the franchisee and that taxicabs be owned by the franchisee, a “member”, a commercial lending agency, or leased from a licensed leasing agency whose primary business is the sale or leasing of vehicles. Currently, Taxi! Taxi! has seven vehicles deployed in its fleet which are owned by individuals, with whom the company has “owner/operator” agreements. Since Taxi! Taxi! is not organized as a co-operative, association or membership organization, its vehicles must be owned by the company, a commercial lending agency, or a leasing agency; and it may not utilize “owner/operator” agreements. Taxi! Taxi! has responded quickly to the deficiency and has demonstrated a willingness and ability to comply. Also, Taxi! Taxi! currently maintains other systems for vehicle maintenance monitoring that demonstrates its ability to comply.

Areas of noncompliance were found at Metro Cab, including ownership of vehicles by individuals in violation of Section 7(c) of the Terms and Conditions , which requires that all vehicles registered to either the franchisee or a “member” of the franchisee, and that taxicabs be owned by the franchisee, a “member”, a commercial lending agency, or leased from a licensed leasing agency whose primary business is the sale or leasing of vehicles. Currently, Metro Cab has 23 vehicles deployed in its fleet which are owned by individuals, with whom the company has “owner/operator” agreements. Since Metro Cab is not organized as a co-operative, association or membership organization, its

vehicles must be owned by the company, a commercial lending agency, or a leasing agency; and it may not utilize “owner/operator” agreements.

Metro Cab also failed to have a sufficient system in place to ensure that drivers are current with required enrollment in a drug and alcohol testing program, that drivers’ California Department of Motor Vehicles driver’s licenses are current or that vehicle maintenance is performed. The company was also issued a notice noncompliance for areas related to providing sufficient off-street parking, timely payment of vehicle insurance, business license requirements, and late payment of penalties. The noncompliance issues are currently under review with Metro Cab and its legal counsel. Appropriate steps are being taken to address deficiencies in Metro Cab’s performance, ability to comply, and financial viability.

Monitoring

Staff has established monthly monitoring of expiration dates and other documentation that has the potential to directly impact public safety, including driver’s licenses status, annual driving history records, and enrollment in a drug and alcohol testing program. Staff has also established a monthly monitoring system to require each driver to submit annually his or her current driving history report issued by the California Department of Motor Vehicles. This ensures that the Police Department is able to review each driver’s history every 12 months from the date of their original application date.

Staff is currently developing a driver and vehicle spot check program to complement the enforcement activities of the Police Department. The spot checks will be focused on customer service related requirements such as vehicle cleanliness, proper posting of rates, and driver adherence to standards for appearance and behavior.

Reporting

As of September 2011, franchisees are required to prepare routine monthly reports. Staff has been working with each franchisee to standardize reports and create a system

for measuring service level performance. The objective is to establish routine quarterly and annual report cards for each company, with the goal to begin posting these reports online beginning with the results from the first quarter of calendar 2012.

Program Initiatives

Because the franchise program is still relatively new, it has been necessary for staff to develop basic administrative infrastructure to support the program, including standard operating procedures, administrative protocols, information systems, reports, and monitoring tools. Staff is also adjusting program requirements based on experience with the program to ensure that the specific needs of the City are being met and to streamline workflow. For example, taxicab driver and vehicle application procedures have been modified to ensure compliance with the SMMC and Taxicab Rules, in particular sections that relate to Co-Operatives, Associations, and Membership Organizations. For taxicab drivers specifically, the renewal procedures have been modified to distribute updates to documents such as driver's licenses, drug and alcohol program enrollment, and annual driving history, throughout the year, instead of collecting annually at the time of renewal. This method more effectively distributes workloads and more importantly ensures that documentation that has a potential impact on public safety does not expire while a taxicab driver has an active permit.

The following initiatives have been completed since the launch of the program in March 2011:

1. In partnership with the Santa Monica Convention and Visitors Bureau, a survey was conducted of stakeholders, including hotel staff, restaurants, taxicab companies, and the Police Department to determine taxicab stand needs. Staff submitted to Traffic Engineering recommendations for placement of taxicab stands as part of its circulation improvements in downtown Santa Monica. Staff has also designed and recommended that the following signage be used at each taxicab stand, in a similar fashion as a bus stop sign.



The intent is to include a copy of the “Passenger Bill of Rights” (a copy of which is included as Attachment A) and a list of the taxicab companies with phone numbers. The Santa Monica Convention and Visitors Bureau has agreed to include the image on its visitor maps to identify taxicab stands. The consistent branding, with a universally accepted symbol for taxicab stands that includes the City logo, will assist visitors and locals with finding a taxi when they need one.

2. In partnership with the Santa Monica Convention and Visitors Bureau, a taxi information customer card was developed, to provide to hotels and other Santa Monica businesses with information on rates and taxicab company telephone numbers. In partnership with the Human Services division, the customer card was converted to a large post card size and distributed to senior centers. The card that was distributed to the senior centers was also modified to include a “Passenger Bill of Rights” (a copy of which is included as Attachment B). Staff has already received calls in direct response to the information cards that were distributed to senior centers.
3. The permit year was changed from a fiscal year to a calendar year, as a compromise to address the delay in the launch of the program. Additionally, changes were made to local laws to delete references to SMPD administrative tasks, and provide additional enforcement tools regarding vehicles for hire acting as taxis.

4. A fee study was conducted and presented to Council on [September 27, 2011](#) a new fee schedule was adopted to more effectively align fees with services.
5. The Municipal Code was amended to prohibit businesses from demanding payment from taxicab drivers and companies for access to customers. Making payment by drivers and franchisees was already prohibited by Rule; the ordinance codified the Rule and extended the prohibition to companies and agents of the companies from demanding payment.
6. Staff conducted a review of the Taxicab Rules and Regulations and proposed changes to align them more closely with specific objectives of the City of Santa Monica taxicab program. The Rules that were adopted originally were based on existing Rules in the City of Los Angeles.
7. In coordination with the revision of the Taxicab Rules and Regulations, staff presented to Council on [December 13, 2011](#) two resolutions that set forth the administrative citation schedule of fines for certain violations of the Santa Monica Municipal Code and violations of taxicab rules and regulations.
8. In partnership with the Human Services division and the Big Blue Bus, staff has developed Standard Ordering Procedures to ensure consistent customer service standards for clients of the Dial-A-Ride program who participate in the after-hours taxi program.
9. In partnership with the Santa Monica Convention and Visitors Bureau, taxicab drivers are participating in the “I am Santa Monica” training program, with approximately 170 taxicab drivers completing the program to date.

Next Steps

Staff continues to work closely with the Police Department, Code Enforcement, Human Services, Big Blue Bus, Traffic Engineering, and the Santa Monica Convention and

Visitors Bureau to address issues and improve the program. Staff will continue its outreach to local businesses, community groups, and commissions to understand ongoing needs and take appropriate action.

Priorities include:

1. At Council's direction, in partnership with Community & Cultural Services, (CCS) complete a study of senior transportation options and present results with recommendations. This item is currently scheduled to be presented to Council on February 28, 2012 and is being led by CCS.
2. Continue working with Traffic Engineering to position taxicab stands and add new taxicab stand signage with taxicab company information and the Passenger Bill of Rights.
3. Schedule remaining existing drivers for re-fingerprinting to include their records in the Department of Justice's subsequent arrest notification program. This program notifies the Police Department when a participant in the program is arrested. This provides staff with the necessary information to monitor and evaluate if action is required depending on the offense. New taxicab driver applicants have been automatically included in the program as of September 12, 2011 according to the Santa Monica Police Department. As of this report 265 (55%) of the 479 permitted taxicab drivers have been registered in the program.
4. Develop and establish routine quarterly and annual report cards for each company. The goal is to have these report cards available and posted online for the first quarter of the 2012 permit year.
5. Study the impact that reducing the number of taxicab vehicles in the City has had on driver incomes. This is the one area noted in the February 10, 2009 staff recommendation, which staff is currently unable to verify. This study requires a longer time period of experience with the program and will most likely require the assistance of a third party consultant.
6. Develop a comprehensive communication plan to expand on the activities to date, including:

- Branding of the Santa Monica Taxicabs with consistent signage
 - Redesign Internet web site to add more information for taxicab users, taxicab companies, and taxicab drivers, such as testing schedules, forms, performance report cards, and location of taxicab stands.
 - Continue outreach with stakeholders on issues and needs. Expand outreach to include the Chamber of Commerce and Downtown Santa Monica.
7. Develop written internal Standard Operating Procedures (SOP) to ensure continuity.
 8. Develop written Taxicab Program Handbook for franchisees.
 9. Develop and launch enforcement priorities with Code Enforcement and the Police Department, including demands for payment for access to customers by businesses and services to the elderly.
 10. Develop and launch driver and vehicle spot check program with Code Enforcement. The spot checks will be focused on customer service related requirements such as vehicle cleanliness and proper posting of rates, and driver adherence to standards for appearance and behavior.
 11. Review taxicab driver test questions to ensure that the testing process effectively evaluates an applicant's ability to be a successful taxicab driver in the City of Santa Monica, based on the specific requirements set out by the Council. Questions will also be reviewed to ensure that they are specifically job related and do not have a disparate impact.
 12. Review taxicab service levels for different areas of the City and times of day, to determine solutions for any service level deficiencies.

Prepared By: Salvador M. Valles, Taxi Franchise Program Coordinator.

Attachments:

- A. Taxicab Passenger Bill of Rights
- B. Taxicab Information Card for Senior Centers

Attachment A

Santa Monica Taxicab Passenger Bill of Rights

The City of Santa Monica franchise system requires all licensed taxicab companies, vehicles, and drivers to meet minimum standards. This includes criminal background checks and active participation in a federally approved drug and alcohol testing program for all drivers.

Santa Monica licensed taxicab companies are also required to maintain vehicle insurance, and commercial general liability insurance of \$1,000,000.

The only taxicab companies licensed to pick up passengers in Santa Monica are:

Bell Cab	800-999-9977
Independent Cab	800-521-8294
Metro Cab	310-444-7777
Taxi! Taxi!	310-444-4444
Yellow Cab	310-222.2222

Passengers are provide with the right to:

1. A courteous driver who is clean and dressed neatly
2. A clean taxicab that is in good repair
3. A smoke free ride
4. Use a major credit card when the total charged is at least \$10, including tip
5. Request the route he or she wishes to take
6. A receipt upon request printed from the meter
7. An unobstructed view of the meter and driver's permit
8. Not be asked the trip destination before being seated
9. Be accompanied by a service animal
10. Working seat belts for all passengers
11. Have loaded and transported groceries, or a wheelchair which can fit in the trunk

Our taxi franchise is designed to meet high customer service and environmental standards.



Feedback or questions:
310-458-2224; taxi@smgov.net

Attachment B



Franchised Taxi Cab Companies

Our taxi franchise is designed to meet high customer service and environmental standards

Bell Cab
(800)999-9977

Taxi! Taxi!
(310)444-4444

Yellow Cab
(424)222-2222

Independent Cab
(800)521-8294

Metro Cab
(310)444-7777

.....

\$75.00 Flat Rate to Burbank Airport

\$30.00 Flat Rate to LAX from any location South of 

\$35.00 Flat Rate to LAX from any location North of 

10% Discount to Persons 65 or older and persons with disabilities

Feedback? Please call (310)458-2224

Front

Santa Monica Taxicab Passenger Bill of Rights

The City of Santa Monica taxicab franchise system requires taxicab companies, vehicles, and drivers to meet minimum standards, including: Proficiency testing; routine and random drug/alcohol testing; and criminal background checks. The five Santa Monica taxicab companies are also required to maintain vehicle insurance and \$1,000,000 of commercial general liability insurance. Please support our taxicab franchise companies. Other private car services that are not part of the City's taxicab franchise program are not subject to the same level of oversight. Keep this card with you and call the number below to report any concerns.

The Taxicab Franchise System Provides Passengers with the Right to:

1. A courteous driver who is clean and dressed neatly
2. A clean taxicab that is in good repair
3. A smoke free ride
4. Use a major credit card when the total charged is at least \$10, including tip
5. Request the route he or she wishes to take
6. A receipt upon request printed from the meter
7. An unobstructed view of the meter and driver's permit
8. Not be asked the trip destination before being seated
9. Be accompanied by a service animal
10. Working seat belts for all passengers
11. Have loaded and transported groceries, or a wheelchair which can fit in the trunk

Concerns? Please call (310)458-2224

Back