



# **Title 6 – Transportation For Hire Proposed Revisions Article II – Taxicabs Airport Vehicle for Hire Common Practices**

January 8, 2019



# City Council Strategic Goals

- Goal 1 - Create an Environment Conducive to Strong Sustainable Economic Development**
- Goal 2 - Set the Standard for a Safe and Secure City**
- Goal 3 - Promote the Visual Image of El Paso**



# Background on Title 6

August 9, 2016 – City Council adopted revised Title 6, which deregulated Vehicles for Hire.

- Language was added to address Transportation Network Companies (TNCs) and level the playing field between TNCs and traditional ground transportation companies (e.g., taxicabs, shuttles)
- Appearance Standards for drivers were removed in its entirety
- Vehicle Standards were removed with the exception of some vehicle identification requirements



# Background on Title 6

## Previous Ordinance 6.16.490

*(prior to August 9, 2016)* – Conduct of Drivers read in part:

While on duty driver shall:

- A. Conduct himself in a reasonable, prudent and courteous manner;
- B. Maintain a sanitary and well-groomed appearance;

## Previous Ordinance 6.16.340

*(prior to August 9, 2016)* – Vehicle color scheme and distinctive markings read in part:

- A. A holder of an operating permit shall develop a design of a color scheme and distinctive markings for taxicabs...



# Concerns

- Drivers' appearance lacking professionalism.
- Use of magnetic signs.
- No uniform color scheme or markings for vehicles within a company.
- Damaged and or poorly maintained vehicles.
- Shuttle services are not easily identifiable.



# Purpose for Amending

- Enhance and delineate Transportation for Hire regulations
- Maintain City's strategic goals of
  - ✓ Protection of public welfare (Goal 2)
  - ✓ Availability of transportation options (Goal 1)
  - ✓ Enhance visitor revenue opportunities (Goal 1)
  - ✓ Excellent customer service (Goal 3)
  - ✓ Improve the visual impression of the community (Goal 3)



# Airport Vehicle for Hire Common Practices

## City Code Sets Standards for Vehicles

**Austin – Bergstrom**

Uniform Lettering and Design

**Dallas Love Field**

Vehicle Quality Standards

**DFW International Airport**

Vehicle Quality Standards

**Houston Hobby**

Vehicle for hire condition

**Bush Intercontinental**

Vehicle for hire condition





# Airport Vehicle for Hire Common Practices

## City Code Sets Standards for Vehicles

Austin Bergstrom



Dallas Love Field <sup>8</sup>



Dallas Fort Worth





# Airport Vehicle for Hire Common Practices

## El Paso International Airport



*"Delivering Outstanding Services"*





# Airport Vehicle for Hire Common Practices Throughout the City





# Approach to Proposed Amendments

- Observed implementation and evolution of current ordinance (August 2016)
- Reviewed and evaluated current ordinance
  - ✓ Solicited input through three industry meetings attended by industry representatives.



# Proposed Amendments

- Strike-out all language pertaining to Transportation Network Companies (TNC's) – now regulated by State of Texas, effective May 2017.
- Update section **6.04.110 Driver Qualifications** requiring the holder of an operating authority permit to submit a list of all drivers employed or contracted by their company to the Chief of Police each month.



# Proposed Amendments

- Add Section **6.04.210 – Conduct of Drivers** requiring all vehicle for hire drivers to conduct themselves in a reasonable, courteous, and professional manner.
  1. Conduct himself in a reasonable, prudent and courteous manner;
  2. Not consume alcoholic beverages, controlled substances, or other substances, which could adversely affect his ability to drive a motor vehicle;
  3. Not interfere with the chief of police in the performance of the chief's transportation for hire enforcement duties; and
  4. Comply with all lawful orders of the chief of police issued in the performance of the chief's transportation for hire enforcement duties.
  5. Maintain a well-groomed, professional appearance. ~~No-distractive clothing.~~ (all clothing must be clean and free of rips or tears).





# Proposed Amendments

- Revise language in **Section 6.04.320 – Vehicle Identification Requirements**
  1. All taxicabs shall have the vehicle number, company name and telephone number of the taxicab service painted or permanently affixed on both sides of the vehicle. Magnetic signs are not allowed. Letters and numbers used shall be color contrasted against the vehicle and be of sufficient size and font to be easily visible at a distance of at least thirty feet.
  2. Make the vehicle identification requirements outlined in Section 6.04.330 applicable to sightseeing, charter, and shuttle operations as well.





# Proposed Amendments

- Add section **Section 6.04.330 – Vehicle Requirements and Inspections** which will read as follows:
  - A. The vehicle shall be kept in a clean condition internally and externally, free of foreign matter (such as trash, debris, and clutter), and free of offensive odors while in service. No taxicab shall be equipped with shades, curtains or any other vision-obstructing devices.
  - B. There shall be no litter in the vehicle or trunk, on floor mats, and the upholstery. Floor mats shall be kept clean and without holes or large wear spots.
  - C. The vehicle shall be free from damaged fenders and body, defective paint and other conditions making taxicabs unsightly.
  - D. Vehicles must be kept in the manner required by Texas Transportation Code Section 547.



# Proposed Amendments

- Add Section **6.04.340 – Vehicle Color Scheme and Distinctive Markings** which will read as follows:
  - A. A holder of an operating permit shall develop a design of a color scheme **and / or** distinctive markings for taxicabs operating under its authority. The operating permit holder shall submit the design to the chief of police for approval to ensure that the design is not likely to cause confusion with other taxicabs operated by a different taxicab service. The color scheme design and / or distinctive markings must be reasonably suited for taxicab use in accordance with generally prevalent practices of the taxicab business.
  - B. After a design is approved by the chief of police, the holder shall submit to the chief of police a color photograph of a completely equipped taxicab using the approved design.
  - C. The holder shall use only the approved design, as depicted in the submitted photograph, for taxicabs operating under its permit, unless written approval of a change is obtained from the chief of police.
- Revise language in **Section 6.04.410 – Services Provided** to include the requirement of a digital or physical logbook noting the passenger name, pick-up location, date, and time.



# Summary of Revisions

Pre 2016 Ordinance	Current Ordinance	Proposed Ordinance
6.16.490  B. Maintain a sanitary and well-groomed appearance	No standards in current ordinance	6.04.210  5. Maintain a well-groomed, professional appearance. <del>No</del> <del>distractive clothing.</del> (all clothing must be clean and free of tears).



# Summary of Revisions

Pre 2016 Ordinance	Current Ordinance	Proposed Ordinance
<p>6.16.340</p> <p>A. A holder of an operating permit shall develop a design of a color scheme and <b>distinctive markings</b> for taxicabs...</p>	<p>No standards in current ordinance</p>	<p>6.04.340</p> <p>A. A holder of an operating permit shall develop a design of a color scheme <b>and / or</b> distinctive markings for taxicabs operating under its authority.</p>



# Transition

Proposed ~~nine month~~ twelve month grace period from adoption for full compliance



# The Cost of Compliance

Five Vendors were asked the cost of:

- Logos for both sides of the vehicle
- 4in stripe along both sides of vehicle

Prices varied between \$250 and \$350

(Accurate pricing not available without more specific details)





# Cost to Start up New Taxi Service

Registered Business Name (DBA)

\$29

City of El Paso Operating Authority

\$300

Adhesive Vinyl Lettering 12'x24'

\$52

Installation of Lettering

\$60

Total: \$441



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# City Goals

## Questions & Discussion



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