



Request for City Council Committee Action from the Department of

Date: September 29, 2009

To: Council Member Don Samuels

Referral to: Public Safety and Regulatory Service

Subject: New Taxicab Licenses

Recommendation: Approve staff recommendation to issue 45 new taxicab licenses.

Previous Directives: In 2006 the City Council directed staff to prepare recommendations to issue 45 new taxicab vehicle licenses annually for a period of five years to new or existing taxicab service companies.

Department Information

Prepared by:	Ricardo Cervantes
Approved by:	Rocco Forte, Assistant City Coordinator
Presenters in Committee:	Ricardo Cervantes

Supporting Information

(See Staff report)

Regulatory Services Licenses and Consumer Services

September 22, 2009

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 2nd group of 45 licenses was issued in September of 2007. The 3rd group of 45 licenses was issued in October of 2008. 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 March 4, 2009, 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 May 4, 2009.

A total of twenty-one applications for new taxicab vehicle licenses were submitted by the deadline. From these twenty-one applications, 197 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 September 21, 2009 and scored against the criteria by a review panel consisting of Grant Wilson, Manager, Licenses and Consumer Services; Patrick Hilden, District Supervisor, Licenses and Consumer Services; Madonna Carr, Meet Minneapolis; Ken Rogers, Minneapolis Committee on People with Disabilities; Paula Rangel, Minneapolis Traffic Control; Marvelle Dismuke, Minneapolis Traffic Control; Zenebe Tessema, Taxicab Driver Representative, and Ronald Martin, Licensing Inspector assigned to taxicabs.

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:

Company Name	Requested # of Licenses	Recommendation	New Minneapolis Fleet Size
*Latino Express	10	Issue 10 licenses	20
*Northstar Taxi	7	Issue 7 licenses	20
*Sky bird Taxi	25	Issue 9 licenses	30
*Minneapolis Taxi	4	Issue 4 licenses	12
*AAA Taxi	5	Issue 5 licenses	11
Ecco Cab	10	Issue 10 licenses	10
*Airport Taxi	10	Issue 0 licenses	51
*Yellow Taxi	15	Issue 0 licenses	38
*Rainbow Taxi	10	Issue 0 licenses	47
Twin Cities Airport Taxi	15	Issue 0 licenses	N/A
Twin Cities Taxi	10	Issue 0 licenses	N/A
*Checker Cab	10	Issue 0 licenses	29
Budget Taxi	10	Issue 0 licenses	N/A
US Cab	10	Issue 0 licenses	N/A
*Express Taxi	6	Issue 0 licenses	5
Classic Cab	5	Issue 0 licenses	N/A
Ecuadorian Express	10	Issue 0 licenses	N/A
Minnesota Link Taxi	3	Issue 0 licenses	N/A
Air Wing Taxi	17	Issue 0 licenses	N/A
EZ Taxicabs	5	Issue 0 licenses	N/A
Happy Cab	?	Issue 0 licenses	N/A
Totals	197	45	

* *Current licensed Minneapolis Taxi Service Company*

Staff Recommendation:

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

Ricardo Cervantes, Deputy Director
Licenses and Consumer Services