



# Ordinance Fact Sheet

**TO:** CITY COUNCIL

**DATE:** SEPTEMBER 13, 1999

**FROM:** CITY MANAGER

**SUBJECT:** AN ORDINANCE OF THE CITY OF PASADENA AMENDING CERTAIN SECTIONS OF CHAPTER 5.72 OF THE PASADENA MUNICIPAL CODE (VEHICLES FOR HIRE) IN ORDER TO ESTABLISH ADDITIONAL REQUIREMENTS FOR OWNER'S PERMITS FOR TAXICAB BUSINESSES AND ALLOWING FURTHER SIGNAGE ON TAXICABS.

TITLE OF PROPOSED ORDINANCE:

AN ORDINANCE OF THE CITY OF PASADENA AMENDING CERTAIN SECTIONS OF CHAPTER 5.72 OF THE PASADENA MUNICIPAL CODE (VEHICLES FOR HIRE) IN ORDER TO ESTABLISH ADDITIONAL REQUIREMENTS FOR OWNER'S PERMITS FOR TAXICAB BUSINESSES AND ALLOWING FURTHER SIGNAGE ON TAXICABS.

BACKGROUND:

Studies have shown that deregulation of the taxicab market in numerous cities has resulted in an influx of taxicabs operated by independent owner-operators. Typically, these independent owner-operators possess limited or no capability to serve the telephone-based market and concentrate themselves at already well served locations, such as airports, hotels and cabstands, which are the least costly markets to serve as well as the most profitable.

The impact of this has been a general increase in aggressive solicitation by taxicab operators at highly served locations, an increase in the number of trip refusals and no-shows, a reduction in productivity and profitability among taxicab operators and fare increases.

Regulations such as the establishment of minimum fleet size and 24-hour radio dispatch have proven successful in reducing destructive competition and ensuring adequate service levels for the entire community. And, while no evidence has been presented that destructive competition exists in Pasadena, these additional regulations are intended to prevent such an occurrence.

MEETING OF \_\_\_\_\_ 09/13/99

AGENDA ITEM NO. 5.A.(3)

PURPOSE OF ORDINANCE:

The proposed ordinance would establish minimum fleet size and 24-hour radio dispatch requirements for owner's permits for taxi businesses as well as allow further signage on taxicabs.

REASON WHY LEGISLATION IS NEEDED:

The establishment of additional requirements for owner's permits as well as provisions allowing further signage on taxicabs may only be accomplished by ordinance.

PROGRAMS, DEPARTMENTS OR GROUPS AFFECTED:

The Department of Public Works and Transportation and the Department of Finance will be primarily affected by the proposed ordinance.

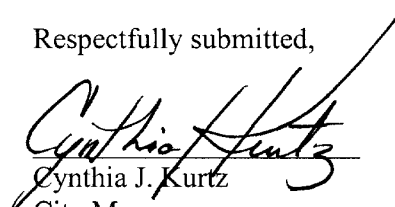
ENVIRONMENTAL IMPACT:

The Environmental Administrator has determined that the proposed Ordinance is exempt from the California Environmental Quality Act (CEQA) under CEQA Guidelines Section 15061 (b) (3), "The activity is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA."

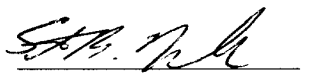
FISCAL AND SERVICE IMPLICATIONS:

There will be no costs to the City associated with establishing additional requirements for owner's permits or allowing further signage on taxicabs. The additional requirements will increase costs for would-be operators thereby inhibiting market entry. Allowing additional signage on taxicabs will provide an opportunity for taxicab operators to earn additional income.

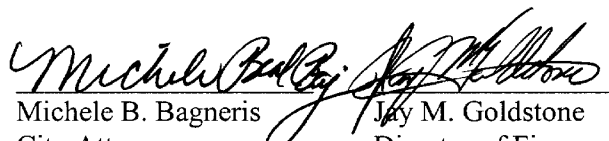
Respectfully submitted,

  
Cynthia J. Kurtz  
City Manager

Prepared by:

  
Steve Mermell  
Purchasing Administrator

Approved by:

  
Michele B. Bagneris      Jay M. Goldstone  
City Attorney                      Director of Finance

Introduced by Councilmember

ORDINANCE NO. \_\_\_\_\_

AN ORDINANCE OF THE CITY OF PASADENA AMENDING CERTAIN SECTIONS OF CHAPTER 5.72 OF THE PASADENA MUNICIPAL CODE (VEHICLES FOR HIRE) IN ORDER TO ESTABLISH ADDITIONAL REQUIREMENTS FOR OWNER'S PERMITS FOR TAXICAB BUSINESSES AND ALLOWING FURTHER SIGNAGE ON TAXICABS.

The People of the City of Pasadena ordain as follows:

SECTION 1. Section 5.72.050 of the Pasadena Municipal Code is amended by adding a new Subparagraph N to read as follows:

"N. An applicant for an owner's permit for a taxicab business must demonstrate compliance with the requirements of section 5.72.054 of this chapter."

SECTION 2. A new Section 5.72.054 of the Pasadena Municipal Code is enacted to read as follows:

**"5.72.054 Additional Standards for Owner's Permits for Taxicab Businesses.**

To be issued an owner's permit for a taxicab business under this chapter, an owner must maintain the following:

A. Proprietary control or right to proprietary control over a minimum number of twenty taxicabs having current and valid inspection certificates, pursuant to Section 5.72.275 of this

chapter, and otherwise permitted to operate within the city.

B. The capacity both to receive telephonic requests from the general public for taxicab service 24 hours per day and 7 days per week and to dispatch taxicabs to fulfill those requests via direct wireless communication."

SECTION 3. Subparagraph B of Section 5.72.290 of the Pasadena Municipal Code is amended to read as follows:

"B. Advertisements not exceeding 12 square feet in total area, with no more than 6.75 square feet located on the top of the taxicab."

SECTION 4. Subparagraph C of Section 5.72.290, restricting signage on taxicabs, is hereby deleted.

SECTION 5. Section 5.72.400, restricting signage on taxicabs, is hereby deleted.

SECTION 6. The City Clerk shall certify the adoption of this Ordinance and shall cause this ordinance to be published in full text.

SECTION 7. This ordinance shall take effect upon its publication.

Signed and approved this \_\_\_ day of \_\_\_\_\_, 1999.

\_\_\_\_\_  
Bill Bogaard  
Mayor of the City of Pasadena

I HEREBY CERTIFY that the foregoing ordinance was adopted by the City Council at its meeting held \_\_\_\_\_, 1999, by the following vote:

AYES:

NOES:

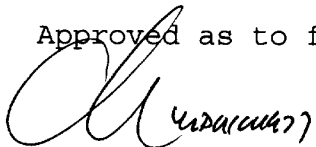
ABSENT:

ABSTAIN:

Published:

\_\_\_\_\_  
Jane L. Rodriguez  
City Clerk

Approved as to form:



\_\_\_\_\_  
Nicholas George Rodriguez  
Assistant City Attorney