



## Licenses and Consumer Services Staff Report

**Date:** July 12, 2010  
**To:** Council Member Elizabeth Glidden  
**Referral to:** Regulatory, Energy and Environment Committee  
**Subject:** Taxicab vehicle licenses  
**Prepared by:** Patrick Hilden

### Staff Report:

Pursuant to Chapter 341.300 of the Minneapolis Code of Ordinances, the City of Minneapolis will add 45 taxicab vehicle licenses a year for five years to achieve the eventual deregulation of the number of authorized taxicab vehicle licenses. On January 1, 2011 the cap on the number of taxicab licenses will be eliminated; any taxi service company, new or existing, may apply for an unlimited number of new taxicab licenses after this date.

To date, the city has issued the following licenses:

<u>Number of Taxicab Licenses</u>	<u>Date</u>
45	March 2007
45	September 2007
46	October 2008
45	October 2009

On March 1, 2010 the Department of Licenses and Consumer Services notified all existing taxicab service companies and individuals who expressed an interest in obtaining a taxicab vehicle license that applications for new taxicab vehicle licenses were available. The deadline for submitting application proposals was May 3, 2010.

16 applications requesting 192 individual taxicab vehicle licenses were submitted. On July 1, 2010 each applicant was scored on the criteria listed below by a review panel consisting of Patrick Hilden, District Supervisor, Licenses and Consumer Services; Madonna Carr, Meet Minneapolis; Ken Rogers, Minneapolis Committee on People with Disabilities; Deborah Hawley, Minneapolis Traffic Control; Fekadu Alemu, Taxicab Driver Representative, and Ronald Martin, License Inspector assigned to taxicabs.

Taxicab vehicle license application criteria:

- Financial capability and responsibility
- Prior experience in the taxicab business

- Level and quality of taxicab service provided in the past
- Experience and competence of the applicant's drivers and dispatch capabilities
- Compliance record with the taxicab ordinance including complaints and disciplinary actions against drivers and vehicle owners
- Vehicle(s) age, condition, and fuel efficiency
- Special equipment, i.e., GPS tracking, wheelchair accessibility
- Neighborhood service experience
- Marketing strategies and/or service innovations
- Company policies regarding drivers' training requirements, dispatching, etc.
- The number of requested taxi vehicle licenses vs. minimum acceptable number to operate
- Such other factors as the City Council may deem relevant.

**Recommendation:** The review panel recommends issuing 45 non-transferable taxicab vehicle licenses to the taxicab service companies listed below as the final step in deregulating the number of taxicabs in the City of Minneapolis.

Company Name	Requested # of Licenses	Recommendation	New Minneapolis Fleet Size
Airport Taxi *	10	4	64
Yellow Taxi *	10	4	50
United Taxi	5	5	2
Skybird *	15	4	34
Goldstar *	12	4	18
Minneapolis *	6	4	17
TC Airport Taxi	30	5	5
Ecco Cab *	16	4	14
Northstar *	10	3	27
Checker Cab *	15	3	32
Ecuadorian Express	10	5	5
Classic Cab	8	0	N/A
Access Cab	26	0	N/A
Brothers Taxi	6	0	N/A
Yellow Airport Taxi	5	0	N/A
Northland Taxi	8	0	N/A
<b>Totals</b>	<b>192</b>	<b>45</b>	

\* Current licensed Minneapolis Taxi Service Company