

**TRAFFIC AND PARKING BOARD PUBLIC HEARING
NOVEMBER 26, 2012**

DOCKET ITEM: 7

ISSUE: Consideration of Recommendations on the Renewal of Existing Certificates of Public Convenience and Necessity.

STAFF RECOMMENDATION: That the Traffic and Parking Board consider and adopt recommendations to the City Manager with regard to:

1. Renewal of existing certificates of public convenience and necessity; and,
2. The minimum and maximum number of taxi cabs authorized to be affiliated with each certificate holder.

BACKGROUND: A specific consideration for each annual review is the renewal of existing certificates of public convenience and necessity (certificates) and the number of taxicabs that may be affiliated with each certificate holder. Factors to be considered in these determinations are specified in City Code Section 9-12-31. These factors include the certificate holder's record of compliance with code requirements for certificate holders and the demonstrated need on a company-by-company basis for a sufficient number of affiliated taxicabs to provide satisfactory public service and ensure adequate dispatch service.

DISCUSSION: There are 23 certificates of public convenience and necessity that authorize the operations of taxicabs in the City of Alexandria. Of these, six are issued to taxicab companies and 17 are issued to individuals (grandfathered certificates). In aggregate, these certificates authorize the operation of 766 taxicabs, all of which are required to maintain affiliation with a taxicab company. Individually-held certificates authorize the operation of one taxicab each or 17 taxicabs total. Collectively, company-held certificates authorize the operation of 749 taxicabs.

Renewal of Individually-Held Certificates

Individually held certificates are routinely renewed each year as long as the holder intends to remain active in the industry by operating a taxicab at least 50 percent of the year. These certificates are nontransferable and may not be reissued after the holder is no longer active in the industry. Renewal requests for 2013 were received from 17 current individual certificate holders. All 17 plan to remain active in the taxicab industry during 2013. Staff recommends renewal of these 17 individual certificates as requested.

Renewal and Amendment of Company-Held Certificates

Requests to renew and amend (increase or decrease the number of authorized taxicabs) company-held certificates require consideration of a broad range of factors. As adopted in June 2005, City Code section 9-12-31 (c) directs the Board and City Manager to review and act on requests to renew company-held certificates and to set the maximum and minimum number of authorized vehicles for each certificate holder. The ordinance sets the limit on the minimum number of authorized taxicabs at 90 percent of the current

authorization of a company. The maximum limit is to be based on demonstrated need. Based on staff's experience, the maximum should not be any more than 15 percent of the current authorizations of a company if there is a demonstrated need. The maximum for companies that are currently on probation, or otherwise not meeting dispatch requirements, would be the company's current number of authorizations or less.

Applications to renew company-held certificates were received from six existing taxicab companies. The current number of authorized taxicabs for each company and the requested amendments of these certificates are summarized in the following table.

Current Authorizations			
Company	Grandfathered Taxicabs	2009 Authorized Taxicabs	Requested Amendment
Alexandria Yellow Cab	6	283	+7
King Cab	4	52	+15
VIP Cab	2	63	+13
White Top Cab	3	107	+8
Alexandria Union Cab	2	225	No Change
GoGreen Cab	0	20	No Change

Based on the renewal applications, findings of the taxi industry survey and other relevant information, staff comments and recommendations on these renewal requests follow.

GoGreen Cab (Certificate Number 140)

GoGreen Cab was approved to begin operations on January 1, 2009. No new taxicabs were authorized with approval of this certificate; however, GoGreen was eligible to receive authorizations resulting from 2009 owner transfers and in December 2010 the City Manager approved 20 new hybrid only authorizations. As of this writing, GoGreen has failed to attract a single transfer and has filled 12 of the 20 authorizations granted by the City Manager. GoGreen Cab was placed on probation at the October 2012 Traffic and Parking Board meeting. Staff is recommending that the Certificate of Necessity and Public Convenience for GoGreen Cab be renewed since GoGreen's probationary period has not ended.

Alexandria Yellow Cab (Certificate Number 34)

Alexandria Yellow Cab requests renewal of its certificate with the current 283 authorized taxicabs plus seven new authorizations, notwithstanding any approved owner transfers.

The results of this year's industry review show that Yellow cab is the primary provider of dispatch service in Alexandria, serving 85 percent of all dispatch trips in the city. Yellow's dispatch service level of 7.4 dispatch trips per cab per day is well above the required minimum of two trips per day and significantly higher than any other Alexandria taxicab company. By contrast, in 2010 Yellow only held 79 percent of the market and had a dispatch level of 5.6 dispatch trips per cab per day. This represents an increase in dispatch call volume of 32 percent since 2010.

Alexandria Yellow Cab is requesting seven new authorizations because they have seen significant increases in dispatch business over the last three years. The amount of dispatched calls increased by 11.96% in 2010 and in 2011 Alexandria Yellow Cab dispatched over 790,000 fares, an increase of 13.73% from 2010. 2012 is expected to see further increases. Seven additional authorizations are being requested to offset the expected loss from the retirement of their seven grandfathered certificates.

Staff believes that renewal of Yellow Cab's certificate will serve the public interest and recommends that it be renewed with a minimum of the current 283 authorized taxicabs and a maximum number that is no more than 15 percent greater than the current number. Based on the current data, the recommended minimum number of authorized taxicabs is 283 and the maximum number is 325. Staff recommends against granting any new authorizations because all of Yellow Cab's grandfathered certificate holders are renewing their certificates.

King Cab Company (Certificate Number 46)

King Cab requests renewal of its certificate with current 52 authorized taxicabs plus 15 new authorizations, notwithstanding any approved owner transfers.

The results of this year's industry review show that King Cab is currently serving approximately 2.8 percent of all dispatch trips in the city. King's dispatch service level is 1.37 dispatch trips per cab per day.

Staff believes that renewal of King Cab's certificate will serve the public interest and recommends that it be renewed with a minimum number of authorizations set at the 10 percent less than the current number of taxicab affiliations and a maximum number be the current number of authorized taxicabs. Based on the current data, the recommended minimum number of authorized taxicabs is 47 and the maximum number is 52. Staff recommends against granting any new authorizations

VIP Cab Company (Certificate Number 77)

VIP Cab Company requests renewal of its certificate with the current 63 authorizations plus three regular authorizations and 10 Hybrid authorizations, notwithstanding any approved owner transfers.

The results of this year's industry review show that VIP Cab is currently serving approximately 3.8 percent of all dispatch trips in the city. VIP's dispatch service level is 1.9 dispatch trips per cab per day.

Staff believes that renewal of VIP Cab's certificate will serve the public interest and recommends that it be renewed with a minimum number of authorizations set at 10 percent less than the current number of taxicab affiliations and a maximum number be the current number of authorized taxicabs. Based on the current data, the recommended minimum number of authorized taxicabs is 56 and the maximum number is 63. Staff recommends against granting any new authorizations.

White Top Cab Company (Certificate Number 120)

White Top Cab Company requests renewal of its certificate with the current 107 authorizations plus three new authorizations.

The results of this year's industry review show that White Top Cab is currently serving 6.3 percent of all dispatch trips in 2013. White Top's dispatch service level of 2.5 dispatch trips per cab per day.

Staff believes that renewal of White Top Cab's certificate will serve the public interest and recommends that it be renewed with a minimum number of authorized taxicabs that is 10 percent less than the current number and a maximum number that is 15 percent greater than the current number. Based on the current data, the recommended minimum number of authorized taxicabs is 97 and the maximum number is 124. Staff recommends against granting any new authorizations.

Union Taxicab Cooperative (Certificate Number 130)

Union Taxicab requests renewal of its certificate with the current 225 authorized taxicabs.

The results of this year's industry review show that Union Taxicab is currently serving approximately 2.2 percent of all dispatch trips in the city. Union's dispatch service level is 0.25 dispatch trips per cab per day.

Staff believes that renewal of Union Taxicab Cooperative's certificate will serve the public interest and recommends that it be renewed with a minimum number of authorized taxicabs that is 10 percent less than the current number and a maximum number that is the current number. Based on the current data, the recommended minimum number of authorized taxicabs is 202 and the maximum number is 224.

Staff's recommendations are contained in the table below.

Staff Recommendations

Company	Dispatch Calls per Driver	Current Authorized Taxicabs	Recommended Minimum Taxicabs	Recommended Maximum Taxicabs
Alexandria Yellow Cab	7.4	283	255	325
King Cab	1.4	52	47	52
VIP Cab	1.9	63	56	63
White Top Cab	2.5	107	97	124
Alexandria Union Cab	<1	225	202	225
GoGreen Cab	---	20	20	20