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Agenda

SAN DIEGO METROPOLITAN TRANSIT SYSTEM TAXICAB ADVISORY COMMITTEE MEETING

September 20, 2017

10:00 a.m.

James R. Mills Building
Board Meeting Room, 10th Floor
1255 Imperial Avenue, San Diego, 92101

ACTION RECOMMENDED

1. Roll Call

2. Approval of Minutes – June 14, 2017

Approve

3. Non-Agenda Public Comment

The public may address the Committee regarding a matter not on the agenda. Each speaker has three minutes to speak. Give a completed *Request to Speak* form from the Clerk of the Committee

4. Management and Committee Member Communications

Informational

Leonardo Fewell (verbal report)

On June 14, 2017, the Taxicab Advisory Committee voted to forward a recommendation to staff to plan and implement guidelines allowing MTS Taxicab Administration to become the sole provider of the Driver Training Program. Staff is in the process of securing an academic setting to provide the Driver Training Program. Attached is the proposed program content and implementation.

The program will continue to be developed with the proposed content and will be ready by December of 2017.



- | | | |
|----|--|-----------------|
| 5. | <u>Results of Workshop on Regulatory Matters (WORM) Sub-Committee Proposed Revisions to MTS Ordinance No.11.</u> | Possible Action |
| | Action would direct MTS Staff to explore and develop guidelines leading to the successful and optimal implementation of such revisions to include safeguards for consumer protection, driver and passenger safety. | |
| 6. | <u>Next Meeting:</u> December 13, 2017 | |
| 7. | <u>Adjournment</u> | |

San Diego Metropolitan Transit System
Taxicab Advisory Committee Meeting

June 14, 2017

10:00 a.m.

James R. Mills Building
Board Meeting Room, 10th Floor
1255 Imperial Avenue, San Diego, CA 92101

DRAFT MINUTES

1. Roll Call

Lorie Zapf, Chair of the Committee, called the Taxicab Advisory Committee meeting to order at 10:09 a.m. A roll call sheet listing Taxicab Advisory Committee member attendance is attached.

2. Approval of Meeting Minutes – December 14, 2016

Ms. Tanguay moved for approval of the minutes of the December 14, 2016, Taxicab Advisory Committee. Mr. Majid seconded the motion and the vote was 10 to 0 in favor with Mr. Chasteen, Mr. Mayekawa, Ms. Mercer, Mr. Nichols, Mr. Palmeri and Mr. Weldegiogis absent.

3. Non-Agenda Public Comment

There were no non-agenda public comments.

4. Management and Committee Member Communications

Ms. Zapf introduced Mr. Leonardo Fewell as the MTS Taxicab Administration Interim Manager, Mr. Marc Nichols of the San Diego International Airport as a new committee member and Mr. David Tasem who is a driver representative.

a. MTS Taxicab Administration Staffing Update

Mr. Fewell introduced Mrs. Betty Brown as the new Administrative Assistant and Clerk of the Committee for Taxicab Administration department. Mr. Fewell also communicated to the board that the department is back on staffing levels as far as field inspectors. Mr. Fewell introduced Mr. Brennan Gill and Mr. Victor Johnson as new regulatory inspectors for the taxicab administration department.

b. Agreement for Administration of Taxicab and for-hire vehicles between MTS and the City of National City

Agreement between MTS and the City of National City for the administration of taxicab and for hire vehicles between MTS and NC effective immediately. National City is now another contractual city under MTS area of jurisdiction which means that all of our taxicabs are now able to provide services within the corporate limits of National City. A

meeting between Sheriff's Department and City of National City finance and business department was held to further discuss taxicab stands. As of now, there are 7 spaces for Taxicabs to park and provide services in the city; these spots are in the trolley stations at 24th Street and 8th Street. Due to this contract, MTS Taxicab administration will be in contact with city officials to pursue new options to install taxicab stands in National City. The city is open for suggestions, once the taxicab stands are official MTS will notify regulated taxicabs that they are now able to provide services in the city.

c. 2017 Reconciliation of Fees Statement

Mr. Fewell discussed the results of the 2017 Reconciliation of fees statement and reported on the loss of 141 permits due to failure of permit holder's payment of regulatory fees. The total amount of received for regulatory fee payments was \$415,500.000 and 9% (141 permits) that were abandoned or voided resulted in the loss of revenue of \$42,300.00. Mr. Fewell also made note of 61 vehicles/permits which are on a temporary surrender status. These vehicles could be placed back on service by the permit holders or could also be abandoned or voided.

Ms. Cooney noted that MTS will continue to monitor the permit abandonment closely over the course of the next year and make necessary changes in order to remain in budget. The budget is fine for fiscal year 2018; however this talking point will be brought back to the WORM subcommittee at some point this year to further discuss the loss of permit revenue.

Ms. Cooney also noted that MTS Taxi Administration is being cautious on any unnecessary expenditure in an effort to stay off significant increase in permit fees. Ms. Cooney also provided the Taxi Advisory Committee with an update on the current status of the Jolley Trolley building which houses MTS Taxi Administration and noted the building suffered significant damaged during the water storms this winter. This damage only affected portions of the first floor as well as the slab; therefore the first floor is uninhabitable. The Taxicab Administration department occupies the second floor and is not currently being impacted by the water damage. This issue will be discussed with the Executive Committee as well as the Board of Directors to further address potential building demolition and possible modular trailers to house the Taxi Administration Department.

d. USA, Silver/Chase Radio Services share of resources, business location

Mr. Fewell presented to the TAC the agreement between USA and Silver/Chase Radio Services to share resources in a business location due to the decline of service calls as result of the current market conditions and the proliferation of the TNC. MTS has authorized on a trial basis for USA and Silver/Chase Radio Service to share resources such as business location and equipment. Staff has been receiving calls for informational purposes from other radio services that are considering requesting permission to do the same.

e. Port of San Diego intention to remove taxicab stand located on Kettner and Harbor Drive (Grand Hyatt Hotel) due to Taxi Drivers not complying with Traffic/Ordinance Regulations

Mr. Fewell informed the TAC members that the Port of San Diego has expressed intention on removing several taxicab stands; in particular the one on Kettner and Harbor Drive due to taxi drivers not complying with traffic rules. Mr. Fewell discussed a presentation which was provided by the Port of San Diego; the presentation illustrated some of the issues the Port of San Diego is having with traffic violations, by taxicab drivers.

Mr. Fewell suggested for the driver representatives and stakeholders to be involved in addressing and resolving this. Mr. Fewell also noted that MTS Taxi Administration constantly receives reports of vehicles overflowing the stand. This is an issue as parking beyond the limit of the stand as the taxicabs are blocking the entrance to the hotel and imposes a hazard for public safety due to concerns when the vehicles are parked in red curbs. Mr. Fewell also reported of the same issue happening at the Hilton Bayfront, especially during hotel checkout times when there are a lot of taxicabs drivers who are not abiding by the rules and park along the red curb in the area as well.

Mr. Fewell request for everyone in the industry and for regulatory inspectors to remain constant as far as presence and stated that MTS could address this problem by issuing citations, however this is something MTS prefers not to do, but would rather address the issue and educate the drivers with the assistance of the stakeholders.

Mr. Afifi stated he had previously asked MTS for the reports form the Port Authority or the complaints on from the tenants on letterhead including names and contact information of these people who are complaining so that the industry can help resolve this problem with the tenants. Mr. Afifi is concerned about what MTS and the Port Authority is proposing in reference to cutting down those taxicab stands and states this would create a larger problem and recommends, to conduct a study before the taxicab stand is removed, and be sent back to the WORM subcommittee.

Mr. Fewell addressed Mr. Afifi's concerns and redirected (as per a previous email) to him to share those concerns directly with the Port of San Diego. Mr. Fewell also recommend for Mr. Afifi, the UTWSD or driver representatives to address that directly with the port. Or for Mr. Afifi to go the port representative directly to further address this issue.

Mr. Seifu commented taxicab stands at the Wyndham Hotel. Mr. Seifu stated he spoke with "Dale" (from Wyndham Hotel) about the removal of the taxicab stands. Mr. Seifu stated there used to be 5 taxicab stands and now there are only 3 and inquired with Dale regarding the reason of the removal. Mr. Seifu stated he was told the taxicab stands were removed due to driver personality in that area and that is why there are a lot of drivers parking in the metered parking. Mr. Seifu would like to know if MTS is able to intercede on behalf of the industry to get those taxicab stands reinstated.

Mr. Fewell responded to Mr. Seifu's concern/comment and stated as MTS Taxicab Administration staff he could to reach out to the Port of San Diego and attempt to obtain related information as to the removal of the taxicab stands, however, those taxicab stands are on port property and MTS is unable to enforce reestablishment.

Ms. Cooney shared with the board that MTS had previously attempted to work with the Port of San Diego by using field inspections and citations to further address the behaviors which were prompting the port tenants with the request for removal of the

taxicab stands. MTS fought hard to try to keep these stands. This issue is being addressed once again in an effort to preserve the remaining stands in hopes the stakeholders can communicate this issue to drivers.

5. MTS Approved Driver Training Course Provider Contract Expiration

Mr. Fewell presented the board members with information regarding the upcoming driver training course provider contract expiration. Mr. Fewell presented the 3 options which were discussed and agreed upon at the WORM Sub-committee. The 3 options were as follow:

Option #1: Allow for individual taxicab companies or radio services be responsible in providing their drivers with the MTS Approved Driver Training program.

Option #2: Seek a 3 to 6 month contract extension with Foundation Community Services. This would allow all the stakeholders more time to explore further options and to provide feedback leading to revision of the training program.

However, on June 6, 2017, Foundation Community Services Director Tibisay (Tiby) Lampley notified MTS staff of the foundation's intention not to renew or extend the current the contract; therefore this option is no longer feasible.

Option #3: Conduct further discussions at the WORM sub-committee level to focus on evaluating and planning guidelines to have MTS Taxicab Administration become the sole provider of the driver training program.

Public Comment

Kamran Hamidi – requested to speak on agenda item #5 and #6 but he mainly focused on item #5. Mr. Hamidi's recommendation for the driver training was: 1) remove the Thomas Bros paper maps and be replaced with Global Positional System (GPS); and 2) post driver training PowerPoints on MTS website for the drivers to review and then have the drivers come to MTS office to take the multiple choice test under the supervision of MTS taxicab administration staff.

Mr. Hamidi also made a recommendation for agenda item #6 to freeze the airport rates of fare as previously discussed at the WORM Sub-Committee which took place on May 26, 2017.

Mr. Hueso stated he agrees with option #3 to have MTS become the sole provider of the driving program. Mr. Hueso stated that having MTS as the training provider would be beneficial for the drivers and the industry, as there would be an opportunity for other agencies to be involved in the process of updating and revising the program. Agencies such as the Sheriff's department, San Diego Airport and the City of San Diego can all contribute to revising and bringing new ideas to the program. Mr. Hueso also stated he sees value in having MTS Taxi Administration staff proctor the training to fill in any gaps the current computerize program may be lacking. Mr. Hueso stated having MTS staff interact with the drivers would be beneficial as the facilitator can set customer services issues scenarios and "Q&A" session where drivers can have the ability to have their questions answered on site and ultimately be better trained.

Ms. Tanguay shared some of her concerns with regards to Mr. Hamidi's comment regarding paper maps being replaced by GPS. Ms. Tanguay stated that GPS is not always 100%

accurate and has caused for drivers to get lost and she expressed concern of drivers not knowing the city if they solely rely on GPS and not paper maps.

Ms. Tanguay agrees with Mr. Hueso regarding the benefits of human interaction between the drivers and the proctor and states that by MTS staff providing the training, the drivers can potentially be more up to date on new information and regulations that may come.

Mr. Seifu stated that Uber and Lyft are not required to complete any sort of training and therefore does not think the taxi drivers should be required to take this training which he it does not help him or the drivers in anyway and recommends for the training to be removed. He shared that he only does the training because it is requirement in order to keep their license. Mr. Seifu also stated that English is not the first language of some of the drivers, and perhaps it would be beneficial to have someone or the radio services translate and provide the training in different languages.

Mr. Tasem recommended having the WORM sub-committee further discussion between now and November 2017 to further procure another service center or a temporary provider until a permanent solution is reached. Mr. Tasem stated this training could be either at an MTS facility, a radio service and could be facilitated by MTS inspectors, radios service personnel or a police officer.

Mr. Majid stated the best option is to have MTS start composing or revising a program and ultimately assuming the responsibly of future training.

Mr. Afifi is concerned if MTS is at capacity and is capable of providing such training and process to have a bidding process for other organizations, agencies or foundations to potentially take over the training.

Mr. Banks opposes to Mr. Seifu's recommendation of eliminating the program as he is concerned for the safety of the drivers who may not know how to react in case of emergency or may be new to the industry. Mr. Banks states he would like for MTS to be the provider of the program. Mr. Banks concern is if MTS will have the facility and equipment to provide such training.

Mr. Fewell responded to Mr. Banks concern and notified him that MTS will procure a facility to provide the training.

Mr. Mares stated that MTS taking over the training is a good idea as other agencies can come alongside to enhance the program. Mr. Mares shared he participated on the Airport Taxicab Driver Appreciation outreach and this was a valuable opportunity to educate and inform drivers. Mr. Mares stated he is willing to participate in contributing to the training program.

Ms. Rains from San Diego Sheriff's Department Licensing Division also expressed interest in further assisting MTS with the enhancement of the training program.

Action Taken

Mr. Majid moved to have MTS Administration become the sole provider of the driver training program. Ms. Tanguay seconded the motion, and the vote was 10 to 1 in favor with Mr. Afifi abstaining and Mr. Chasteen, Mr. Mayekawa, Ms. Mercer, Mr. Palmeri and Mr. Weldegiogis absent.

6. Public Comment and Adoption of Taxicab Rates of Fare-Airport/Cities

Mr. Fewell presented to the board members the recalculations for the rates of fare for airports and cities and informed the member of the previous discussion at the WORM meeting regarding stabilizing and keeping the current rates of fare for the remainder of 2017.

Mr. Afifi stated freezing the rates is appreciated by taxi drivers but it is concerned about the recent loss of 141 permits and potential loss of more permits. Mr. Afifi stated the drivers should not have to stay on the meter price, proposing to stay competitive with Uber and Lyft and copy their pricing system. Mr. Afifi recommended for MTS not to make the rates of fare a hard written installment in an effort to prevent losing more permits.

Mr. Fewell addressed Mr. Afifi's concerns regarding the meter and the maximum rates of fares and stated these regulations are an ordinance 11 requirement.

Mr. Hueso stated that freezing the rates is the best scenario for taxi drivers as they would be able to stay more competitive with Uber/Lyft. Mr. Hueso also stated that taxi drivers have the option to go under the meter price.

Ms. Tanguay agreed with Mr. Hueso and stated that airport drivers have the ability to discount their rates and stay competitive with Uber/Lyft.

Public Comment

Kamran Hamidi – Mr. Hamidi included his comment regarding agenda item #6 when he spoke about agenda item #5.

Action Taken

Mr. Majid moved to stabilize and keep the rates for the remainder of 2017 until the recalculation in 2018. Mr. Abraham seconded the motion, and the vote was 11 to 0 in favor with Mr. Chasteen, Mr. Mayekawa, Ms. Mercer, Mr. Palmeri and Mr. Weldegiogis absent.

7. Results of Workshop on Regulatory Matters (WORM) Sub-Committee/MTS Approved Driver Training Course Content Update/Revision

This agenda item was waved as the Driver training had already been discussed during agenda item #5.

Mr. Fewell added a comment regarding this item, he stated the contractual extension will be in the implementation of the program as well as the revision of the program content will be further discussed at the next WORM Sub-Committee meeting.

Public Comment

There were no public comments.

Action Taken

No vote was taken.

8. Next Meeting – September 13, 2017 at 10:00a.m.

9. Adjournment

The meeting was adjourned at 11:08 a.m.

Accepted:

Filed by:

Lorie Zapf
Chair of Taxicab Advisory Committee

Betty Brown, Clerk of the Committee
MTS Taxicab Administration

Attachment: Roll Call Sheet

SAN DIEGO METROPOLITAN TRANSIT SYSTEM
TAXICAB ADVISORY COMMITTEE (TAC) MEETING
ROLL CALL

MEETING OF (DATE): June 14, 2017

CALL TO ORDER (TIME): 10:09am ADJOURN: 11:08am

COMMITTEE MEMBER (Alternate)	ORGANIZATION	PRESENT (TIME ARRIVED)	ABSENT (TIME LEFT)
Lorie Zapf (Chair) <input checked="" type="checkbox"/>	MTS Board of Directors/SD City Council	10:09 a.m.	11:08 a.m.
George Abraham <input checked="" type="checkbox"/>	Taxicab Owner/Eritrean Cab Co.	10:09 a.m.	11:08 a.m.
Tarek Afifi <input checked="" type="checkbox"/>	Taxicab Lease Driver	10:09 a.m.	11:08 a.m.
Alfred Banks <input checked="" type="checkbox"/>	Taxicab Lease Driver	10:09 a.m.	11:08 a.m.
Marc Nichols <input checked="" type="checkbox"/> Michael Anderson <input type="checkbox"/>	San Diego County Regional Airport Authority	10:20 a.m.	11:08 a.m.
Ryan Chasteen <input type="checkbox"/>	Hotel Industry		
Tony Hueso <input checked="" type="checkbox"/> Alfredo Hueso <input type="checkbox"/>	Taxicab Owner/USA Cab, LTD	10:09 a.m.	11:08 a.m.
Akbar Majid <input checked="" type="checkbox"/>	Taxicab Owner/SDYC Holdings, LLC	10:09 a.m.	11:08 a.m.
Daryl Mayekawa <input type="checkbox"/> Josh Layne <input type="checkbox"/>	San Diego Convention Center		
Namara Mercer <input type="checkbox"/>	Hotel Industry		
Tony Palmeri <input type="checkbox"/> Michel Anderson <input type="checkbox"/>	San Diego Travelers Aid Society		
Able Seifu <input checked="" type="checkbox"/>	Taxicab Lease Driver	10:09 a.m.	11:08 a.m.
Margo Tanguay <input checked="" type="checkbox"/>	Taxicab Lease Driver	10:09 a.m.	11:08 a.m.
David Tasem <input checked="" type="checkbox"/>	Taxicab Lease Driver	10:09 a.m.	11:08 a.m.
Nasser Tehrani <input checked="" type="checkbox"/>	Taxicab Owner/N.A.T. Cab Co.	10:09 a.m.	11:08 a.m.
Brian Hilemon <input checked="" type="checkbox"/> Joe Terzi <input type="checkbox"/>	San Diego Tourism Authority	10:09 a.m.	11:08 a.m.
Medhanie Weldegiorgis <input type="checkbox"/>	Taxicab Owner/"A" Transportation, LLC		
Marco Mares <input checked="" type="checkbox"/> non-voting	San Diego County Department of Agriculture, Weights and Measures	10:09 a.m.	11:08 a.m.
Edna Rains <input checked="" type="checkbox"/> non-voting	San Diego County Sheriff's Department Licensing Division	10:09 a.m.	11:08 a.m.
Paul Jablonski <input type="checkbox"/> non-voting	MTS Chief Executive Officer		
Sharon Cooney <input checked="" type="checkbox"/> non-voting	MTS Chief of Staff	10:09 a.m.	11:08 a.m.
Leonardo Fewell <input checked="" type="checkbox"/> non-voting	MTS Taxicab Administration Interim Manager	10:09 a.m.	11:08 a.m.
Samantha Leslie <input checked="" type="checkbox"/> non-voting	MTS Staff Attorney/Regulatory Compliance	10:09 a.m.	11:08 a.m.

CLERK OF THE TAC:



TAXICAB ADMINISTRATION MANAGER:





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Agenda Item No. 4

MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM TAXICAB ADVISORY COMMITTEE

September 20, 2017

SUBJECT:

MTS Approved Driver Training Course Program Content Update

INFORMATIONAL ONLY

Budget Impact

None.

DISCUSSION:

On June 14, 2017, the Taxicab Advisory Committee voted to forward a recommendation to staff to plan and implement guidelines allowing MTS Taxicab Administration to become the sole provider of the Driver Training Program. Staff is in the process of securing an academic setting to provide the Driver Training Program. Attached is the proposed program content and implementation.

The program will continue to be developed with the proposed content and will be ready by December of 2017.

A handwritten signature in blue ink, appearing to read 'Leonardo Fewell', is written over a horizontal line.

Leonardo Fewell

Interim Taxicab Administration Manager

Key Staff Contact: Leonardo Fewell, 619.235.2643, Leonardo.Fewell@sdmts.com

Attachment: A. Driver Training Content Highlights



Taxicab Driver Training Program **(Outline)**

HIGHLIGHTS

- 3 sections
- 1 day of training (8 hours) Additional day for PASS Training Section
- No computer component
- Ability for Taxi Driver to opt out of PASS training
- Each component will include lecture, discussion and role-play elements
- Written Exam

Component 1: Best Practices

(Suggestions and themes to improve vitality of Taxi industry)

- Consider taxi service as an important component of the transportation system.
- Encourage competition.
- Be familiar with your city's tourist areas and seasons.
- Be aware that taxicab is a service industry, as much as it is a transport industry.
- Remember that taxi drivers are often the first point of contacts for visitors to your city.
- Encourage owners to choose vehicles that accommodate people with disabilities, bicycles and large packages.

Component 2: Driver Safety

(Steps drivers can take to improve their safety on a daily basis)

- Safe Driving Techniques
- Self-care
- Minimization of risks
- Knowledge of traffic laws
- Taxi vehicles and equipment
- Ordinance 11
- Response to crime

Component 3: Passenger Service and Safety Training (Pass)

(Ensures that community transportation drivers have current expertise in passenger assistance techniques and sensitivity skills appropriate for serving persons with disabilities.)

- Distracted Driving
- Driver Fatigue
- Transit Employee Occupational Safety and Health
- You as a Professional
- Professional Driving
- Customer Service
- Communication
- Stress
- People First Language
- Americans with Disabilities Act
- Assisting Passengers with Service Animals
- Disability Awareness
- Diabetes
- Epilepsy or Seizure Disorders



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Agenda Item No. 5

MEETING OF THE SAN DIEGO METROPOLITAN TRANSIT SYSTEM TAXICAB ADVISORY COMMITTEE

September 20, 2017

SUBJECT:

RESULTS OF WORKSHOP ON REGULATORY MATTERS (WORM) SUB-COMMITTEE PROPOSED REVISIONS TO MTS ORDINANCE NO.11.

RECOMMENDATION:

Action would direct MTS Staff to explore and develop guidelines leading to the successful and optimal implementation of such revisions to include safeguards for consumer protection, driver and passenger safety.

Budget Impact:

None

DISCUSSION:

On September 12, 2017 the Workshop on Regulatory Matters WORM sub-committee convened and discussed proposed revisions to Ordinance No. 11. The sub-committee voted in favor of discussing the proposed changes at the Taxicab Advisory Committee TAC. Action would request that the Taxicab Advisory Committee present an action item for MTS staff, to conduct further research and development of regulatory provisions with emphasis on safeguards for Consumer Protection, Passenger and Driver Safety, leading to the successful and optimal implementation of the proposed Ordinance No. 11 revisions. Results will be reviewed and discussed at the next Workshop on Regulatory Matters sub-committee meeting (TBA), for the purpose of drafting and finalizing such revisions.

The Ordinance No. 11 subject requirements under revisions are the following:

- Vehicle Color Scheme/Paint (Make it Optional/Amend Current Requirements).
- Vehicle Markings (Possible Exterior/Interior Advertising).
- Rates of Fares/Soft Meters (Eliminate Maximum Rate of Fare, Adjust fares based on Market Demand).
- Mobile Radios/FCC Licenses (Make it Optional/Amend Current Requirements).



- Listing in telephone directories (Make it Optional/Eliminate current Requirements).
- Top lights/Code Blue lights (Make it Optional).
- Credit Card payment acceptance methods (Allow Drivers to use Personal Credit Card acceptance methods, i.e, Square,).
- Driver Licensing Requirements (Eliminate Current Requirement on Driving Agreement / 4 Maximum)

Additionally, the WORM sub-committee requested a revision of the 2017 Administrative Fee schedule that would reduce the cost of permit transfer fees.



Leonardo Fewell
Taxicab Administration Interim Manager

Key Staff Contact: Leonardo Fewell 619.235-2643, Leonardo.Fewell@sdmts.com