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MAYOR

**DEPARTMENT OF TRANSPORTATION**

100 S. MAIN STREET, 10<sup>th</sup> FLOOR  
LOS ANGELES, CA 90012

Laura Rubio-Cornejo  
GENERAL MANAGER

**ITEM #3**

**BOARD OF TAXICAB COMMISSIONERS  
BOARD MEETING**

**MINUTES**

**Thursday, February 20, 2025  
10:00 AM**

**CONVENED**

The Board of Taxicab Commissioners convened a regular meeting on Thursday, February 20, 2025 at 10:06 AM in Los Angeles, CA.

**ADMINISTRATIVE ITEMS**

**Item No. 1 – Welcome**

Commissioner Green called the meeting to order and welcomed all those present noting that those wishing to testify before the Board must fill out a speaker's form and give it to the Commission Executive Assistant. He informed the audience that if anyone is a registered lobbyist, City ordinance requires that it should be indicated on the speaker's form. He also reminded everyone that this session is being broadcast on Council phone, to speak into the microphone and to silence cell phones.

**Item No. 2 – Roll Call**

Present: Commissioners Mary Rosas, Billie Green, and Antonio Zepeda; Jarvis Murray, Commercial Rideshare and Mobility Administrator; Deputy City Attorneys (DCA) Michael Nagle and Kevin Dufner

Absent: Commissioners Andre Colaiace and Nicole Chase

**Item No. 3 – Minutes**

Commissioner Rosas moved, seconded by Commissioner Zepeda to approve the Minutes of November 21, 2024. Unanimously APPROVED.

Commissioner Rosas raised a question about the voting process on the Minutes for Commissioners who were not present at the last meeting.

DCA Nagle confirmed that they can vote as long as there is a quorum.

Commissioner Zepeda stated how he understood the voting system to be - as long as the incoming Commissioner who was not present has reviewed the Minutes and therefore, approving the Minutes.

**Item No. 4 – Communications**

Mr. Murray provided an outline on the following items the Department will be working on in the next couple of months for the Commission's review:

- 1) A rate adjustment for the taxicab companies to reflect various changes such as increased costs to the drivers and technology enhancements.
- 2) Penalty schedule and shared a brief background: Currently, Department investigators can only suspend or revoke drivers, they do not issue penalties due to not having completed the process with the Commission; and conducting regular meetings with the industry to go over all the rules currently in the Rule Book, working out what the penalty should be with the industry, and will bring to the Commissioner for approval.

Commissioner Rosas followed up on an item she brought up at the last meeting regarding big City events coming to Los Angeles and wanted to know if there are activities with taxi drivers and any safety plans. She reported having reached out to the Senior Vice President of LA 2028, Voviette Morgan and commented how she is approachable, eager to connect with different components that will contribute to the large City events, and added how it would be great if Ms. Morgan could come and present to the Board when the time is right for her.

Mr. Murray stated that staff would be happy to provide a report on anything the Commission would like a report on.

**Item No. 5 – Commission Business**

Commissioner Green followed up on her email suggesting that the City provide transportation vouchers to the affected residents of the recent fires for at least three months.

Mr. Murray responded that it was a great idea but felt the issue would primarily be the budget of the vouchers and was certain the industry would be more than happy to assist but not sure if the City or the Department could fund the vouchers.

Commissioner Rosas asked if it would be possible for some of the Commissioners to connect with company leaders or taxicab owners.

Mr. Murray replied that it is possible, but pointed out that it would be an issue if more than three commissioners meet at one time.

DCA Dufner clarified that two Commissioners is fine for communication, anymore than two constitute a quorum of the Board.

Commissioner Zepada asked to clarify the best way to conduct a meeting for a Commissioner to propose an idea.

Commissioner Rosas explained that if one of the Commissioners wanted to meet with an industry owner, that Commissioner could take on the meeting and report back but it would be up to the owner of the company to agree on a donation.

Mr. Murray added that if the Commission wanted information on an item, staff could agendize it.

**NEIGHBORHOOD COUNCIL COMMENT**

No comments provided

**PUBLIC COMMENT**

No public comments.

**INFORMATIONAL ITEM****Item No. 6 – Upfront Pricing Update**

A public comment was taken.

Mr. Murray presented a general overview of the current taxi meters and what LADOT has been working on with the industry.

- All taxis are on taxi meters based on time and distance, and time is calculated based upon percentage of a mile versus amount of time waiting in traffic.
- Typically, current meter starts to click once the drive drops below 13 miles or so when moving along.
- The issue of customers watching the time click at the back seat and often times, customers assume the driver is taking the long way or wrong way in order to rack up more time. One way to alleviate this issue is to move towards upfront pricing to eliminate the clicking of the meter, and with upcoming big events, this would be a big deal for the industry.
- Working with three dispatchers for the entire industry and gave them a set of questions (time, distance, and measurement) and they all responded. LADOT is analyzing their responses in terms of the time and based on that, all pricing are still relatively close, off by a few cents, but for the most part, as a customer, you will get roughly the same price.
- To build into the pricing the calculation of time and distance at the time of the trip, so that when there is traffic congestion during the trip, the system is already set up and the price will not go up or down.
- As LADOT analyze the data, it will be shared with LAX as they are very interested in LADOT's data, and they will submit their own questions to the industry. Once that is done, LADOT will inform the industry of the change and how it will not start right away (maybe 30 days) since the public would need to be notified of the change and how to use the taxis. It is currently being tested how the customer would give the driver the destination when not using an app.

Questions, answers, and comments were provided.

- Commissioner Rosas reported that she is aware of other cities that have adopted a posted price based on her travel experience. She asked if other cities were reached out to that might have insights.
- Mr. Jarvis discussed the flat rate from LAX to Downtown and how 90% of the time, the driver will not tell the customer it is a flat rate. He explained how LADOT is working on a flat rate where the customer will provide the destination and the rate would show up; and therefore, the driver cannot adjust the rate on their own. He added that they checked with other cities to the extent that other cities regulate; and cities like San Francisco, Chicago or New York have flat rates but not too many are starting with a complete change, where LADOT will be the first to have upfront price across the board.
- Commissioner Rosas raised another concern about not having a clear process to lodge a complaint with taxi rides and Uber or Lyft which is a challenge for the consumers.

- Mr. Jarvis explained how taxicab companies and LADOT staff have access to receive 311 complaints. 311 complaints go directly to the taxi company but LADOT can see it for all companies.
- Commissioner Green commented how we are bringing the taxi services into the 21<sup>st</sup> century.
- Commissioner Zepeda raised a couple of questions: 1) Has LADOT looked into the taxi industry creating an app that could be used similar to Lyft & Uber; this way, you know upfront it helps mediate conversations between the company and the customer using the service; and 2) LADOT looking at rush hour rates versus a mileage distance rate.
- Mr. Jarvis addressed the questions: 1) LADOT is looking into considering the rush hour rates and will potentially be included in the rate adjustment, which will be presented to the Commission but if not included, will be ready to have discussions whether it should or should not be included; and 2) the idea of apps has been on and off and discussed how trust is the challenge among the industry; very tricky to have a whole big app for the entire industry; and confirmed there are apps, Yellow Cab and Curve have their own and they compete with each other.

**ADJOURNMENT – PURSUANT TO GOVERNMENT CODE SECTION 54956.7**

With no further business before the Board of Taxicab Commissioners, Commissioner Rosas moved to adjourn the meeting, seconded by Commissioner Zepada. Unanimously APPROVED.

The meeting adjourned at 10:36 AM.

