

**BOARD OF TAXICAB
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ITEM #3

BOARD OF TAXICAB COMMISSIONERS

BOARD MEETING

MINUTES

Thursday, April 17, 2025

10:00 AM

CONVENED

The Board of Taxicab Commissioners convened a regular meeting on Thursday, April 17, 2025 at 10:00 AM in Los Angeles, CA.

ADMINISTRATIVE ITEMS

Item No. 1 – Welcome

Commissioner Colaiace 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 Andre Colaiace, Mary Rosas, Nicole Chase, and Billie Green; Jarvis Murray, Commercial Rideshare and Mobility Administrator; Deputy City Attorneys (DCA) Michael Nagle and Kevin Dufner

Absent: Commissioner Antonio Zepeda

Item No. 3 – Minutes

Commissioner Rosas moved, seconded by Commissioner Nicole to approve the Minutes of February 20, 2025. APPROVED. Commissioner Colaiace abstained due to his absence at the meeting.

Item No. 4 – Communications

Mr. Murray reported on two items that will be coming before the Board relatively soon: 1) Currently drafting rate change for taxicabs related to not just the upfront pricing but also the fares so they could charge the customers in general and any other surcharges that may be added; expected to bring to the Board next month; and 2) Still working on a penalty schedule, and right now with the industry, we are now into Section 800 and once that section is finished, will bring to the Board to work on the penalties to be added to the Rule Book.

Question and answer were provided.

- Commissioner Chase commented on the assumption that the Commission will have the opportunity to discuss the items mentioned for better understanding.
- Mr. Murray explained how it would be an action item for the Commission to discuss, determine if more work is needed, and it will be voted on.

Item No. 5 – Commission Business

None

NEIGHBORHOOD COUNCIL COMMENT

None

PUBLIC COMMENT

A public comment was taken from Yohannes Mersha. Mr. Mersha discussed an issue regarding the San Pedro port taxi stand rule enforcement which was also brought to the attention of LADOT staff via email. He encouraged LADOT to take a stand, enforce the rule, and that no one should be allowed to monopolize the taxi stand.

Questions and answers were provided.

- Commissioner Colaiace asked for clarification if questions are allowed as it relates to the public comment.
- DCA Dufner stated how the subject was not agendized and that the public was not given notice that it will be discussed.
- Commissioner Chase asked if it could be requested that this item be agendized for the next meeting.
- DCA Dufner stated that Commissioner Chase's request has been noted.
- Commissioner Rosas asked if the region's Councilmember needs to be informed if it will be in the agenda.
- Mr. Murray believed that we do not need to inform the CD 15 Councilmember, staff is aware of this matter and will have a discussion next week, and after the discussion, the next steps would be from the Commission.

INFORMATIONAL ITEM

Item No. 6 – Upfront Pricing Update

A public comment was taken.

Mr. Murray introduced the item. He thanked Yohannes for his comments, for bringing to our attention the app being in their system, and how his company has been testing this app with their cabs, it has been great and the drivers like it. He reported that staff has been working on the app and have not enforced it as of yet, and made the Commission aware we have a rule requiring this and discussed the Rule in 507, section A. He added that we have been experimenting with the companies and all their dispatch systems and would like to begin this application as early as May 15th in terms of full enforcement.

Halina Do-Linh, Management Analyst, presented a high-level overview.

Questions and answers were provided.

- Commissioner Chase asked if each model is a different taxicab company.
- Ms. Do-Linh stated “almost” and that one of the taxicab companies gave two models and therefore, it represents three taxi companies.
- Mr. Murray clarified that it represents dispatch companies and have three dispatch companies primarily that cover all the entire taxi fleet but one of the dispatch company provided two models which is why there are four.
- Commissioner Colaiace asked if there could be or is there a meter option.
- Mr. Murray discussed why there is not a meter option.
- Commissioner Chase asked if customers request upfront pricing at what point will they be notified of this option.
- Mr. Murray described how a public information campaign will be done as we are moving away from just driving off with the meter running and will require a driver to take destination information. He reported having conversations with the airport; they will do some level of advertising on their property related to this; and trying to find a way to disseminate this information if the customer is not in the airport.
- Commissioner Chase shared a scenario where a customer and a driver already agreed upfront on a price, they are on route and an accident occur in front of them. She asked how that will impact the rate.
- Mr. Murray stated how that is one of the challenges of upfront pricing and that the initial price should be based on time and distance and have asked companies to ensure their algorithm can cover that; and for now, we will require the price remains the same. He added that if in six months this is an ongoing challenge, we will try to figure it out.
- Commissioner Chase asked if the surcharges are built in to the upfront pricing depending on the location and if the passenger is made aware of it.
- Mr. Murray confirmed that currently, the only surcharge that exists is from the airport but if there were others that are included, they expect to bring them to the Commission. As an example, he discussed a technical surcharge that will be baked in to the rate structure.
- Commissioner Colaiace referred to the terms of changing destination mid-trip, having multiple destinations for multiple passengers, he asked if that will continue to be on the meter or how will that be handled.
- Mr. Murray discussed the three dispatch systems; how each dispatch company have different methodologies for managing; and explained why there is no uniform way currently. He added that he does not believe there will be a lot of multiple destination trips but if it becomes an issue, a uniform way of managing it will be developed.
- Commissioner Green described a scenario which involved multiple stops and passengers, and asked if the fare will change.
- Mr. Murray confirmed that with one of the dispatchers he mentioned previously, it is exactly how it would go. He added that the upfront pricing has not been easy to work with, the e-hail part is easy for the company, it’s the street-hail part and these variables are some of the challenges.
- Commissioner Colaiace asked how it will be known if the algorithm is going to choose the most efficient route, is there going to be an auditing process.
- Mr. Murray discussed how that has been Halaina’s effort to determine the variability among the three dispatches, and as she determined, it was not statistically significant and everyone was pretty much in the same ballpark with their variability.
- Commissioner Chase asked if the first part of the ride is upfront pricing, second go to meter pricing, at that time does the driver give what the cost would be via meter.
- Mr. Murray explained that when it goes to a meter, and for the other dispatch that is going to a meter, you will not know until the end of the trip which is basically the experience with a taxi right now.

- Commissioner Chase asked if the price varies if one person, two, three or four riders get in the cab.
- Mr. Murray confirmed that we do not have separate fares as of yet and everyone rides for the price of one.
- Commissioner Colaiace asked if DOT has the power to set minimum standards for the dispatching systems so there is no variability in customer experience.
- Mr. Murray confirmed that the Commission has the authority and explained the process.
- Commissioner Chase asked if bringing all dispatchers to scale will take place by May.
- Mr. Murray stated that it is tentatively on May 15th but working with the airport to coordinate timing.
- Commissioner Chase asked to clarify if all cab companies would be in alignment with the software and technologies.
- Mr. Murray stated that Commissioner Chase's statement is correct and discussed how Halina performed a thorough data analysis with the various dispatchers and their engineers.
- In reference to Halina's report on slight variations and pretty much even, one of the companies does not have the technology and the others may, Commissioner Chase asked to clarify if they will have all these installed on all the cabs and technologies by May 15th.
- Mr. Murray clarified that they do not have the technology to do multiple trips but they have the ability to do, at a minimum, one trip at a time upfront price.
- Commissioner Chase discussed some marketing options and asked if it will be done in three weeks.
- Mr. Murray acknowledged and appreciated Commissioner Chase's great ideas; assured they will be worked on; and added that whether it will take three weeks or longer, they will be pushed out.
- Commissioner Rosas asked if this would be addressed in the campaign to get the word out to customers and the general public.
- Mr. Murray discussed the Department's plan for an FAQ; not sure how the airport will handle its campaign but they are ready to market.
- Commissioner Green asked if media options (ie, radio and newspaper) have been considered for the advertisement of price changing.
- Mr. Murray shared that he will work with our Public Information team.
- Commissioner Chase suggested to keep in consideration the various languages spoken in the City so everyone will have access to the information and choices.
- Mr. Murray and Ms. Do-Lihn agreed to Commissioner Chase's suggestion.
- Commissioner Chase asked that once this is launched to keep the Commission abreast of all feedbacks.
- Mr. Murray acknowledged the request and will report back.

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 Chase. Unanimously APPROVED.

The meeting adjourned at 10:39 AM.

