LADOT Commercial Rideshare & Mobility Presents:

Upfront Pricing for Taxis

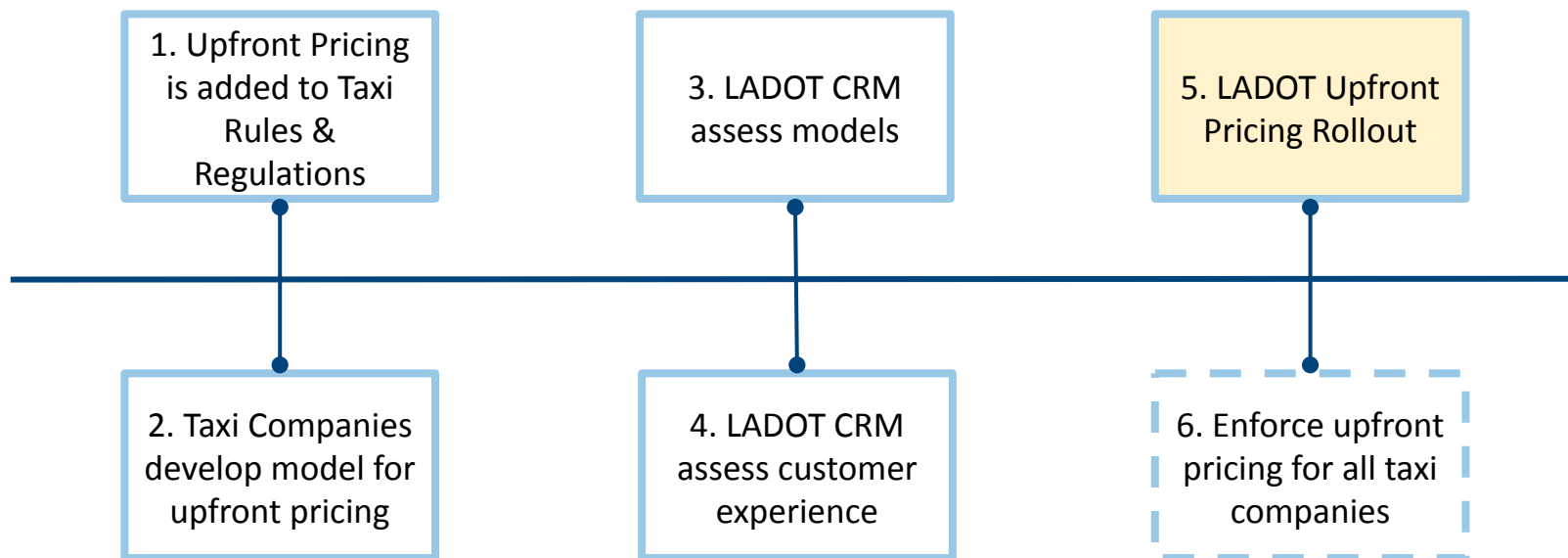## For Taxi Commission Meeting
Thursday, April 17, 2025

What is Upfront Pricing for Taxis?

Upfront pricing, or fixed/flat fare, means a customer is provided with an estimated total fare before starting or booking their ride.

Mandated in Taxicab Rules and Regulations (2023) Section 400 - Taxi E-Hail Application ("Taxi Apps") Provider Requirements:

404.b Passenger-Facing Functionality: *"Any Taxi App with Passenger-Facing Functionality operating in the City of Los Angeles must provide up-front pricing for passengers prior to the start of each trip."*

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Upfront Pricing Milestones

1. Upfront Pricing is added to Taxi Rules & Regulations

3. LADOT CRM assess models

5. LADOT Upfront Pricing Rollout

2. Taxi Companies develop model for upfront pricing

4. LADOT CRM assess customer experience

6. Enforce upfront pricing for all taxi companies

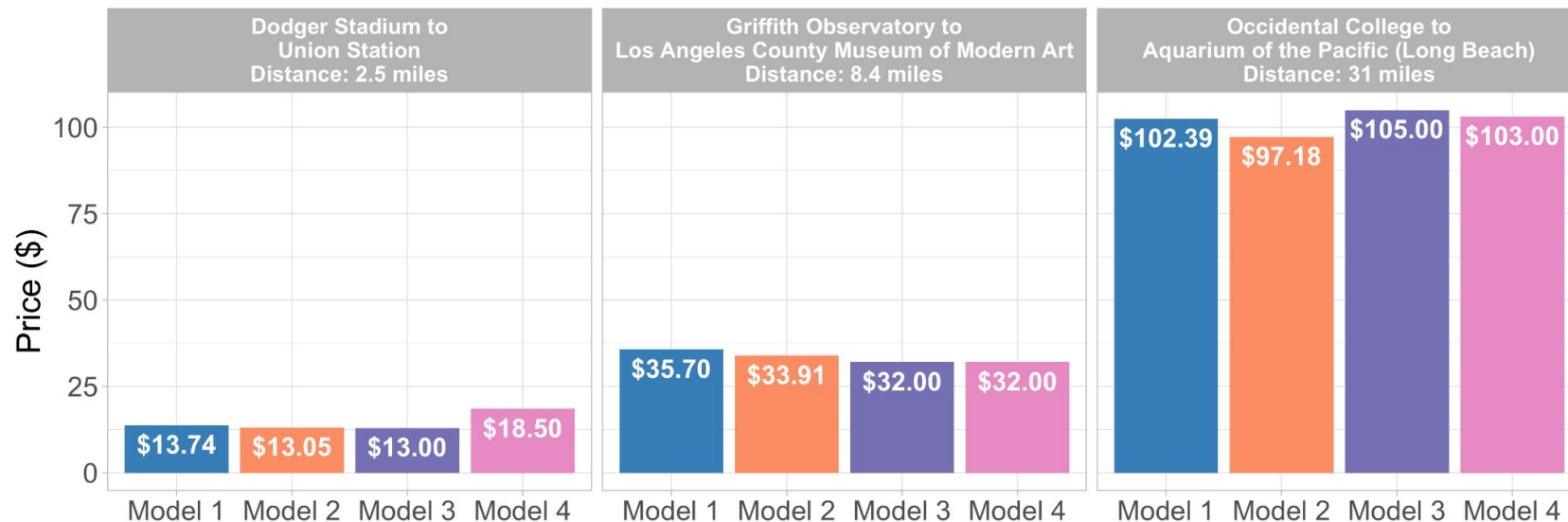# LADOT Commercial Rideshare & Mobility Upfront Pricing Analysis

Each taxi company was asked to provide the **approximate cost** for 20 trip scenarios and was given the following parameters.

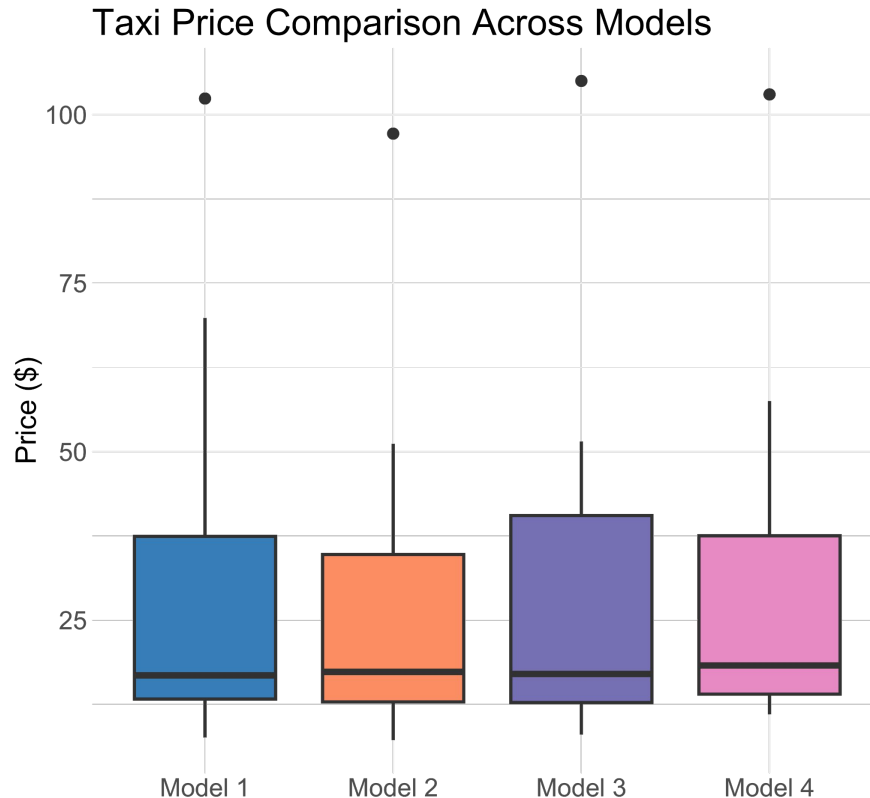| Scenario	Origin	Destination	Distance (miles)	Time (mins)	Number of Riders	Special Conditions	Cost
1	Dodger Stadium	Union Station	2.5	25	2	Event-driven pricing due to post-game traffic	
2	Griffith Observatory	Los Angeles County Museum of Modern Art	8.4	20	1	Light traffic due to off-peak hours	
17	Occidental College	Aquarium of the Pacific (Long Beach)	31	60	2	Long trip (more than 15 miles)	

LADOT Commercial Rideshare & Mobility Upfront Pricing Analysis

Price Comparison by Trip Scenario

Legend: Model 1 | Model 2 | Model 3 | Model 4

Dodger Stadium to Union Station — Distance: 2.5 miles
- Model 1: $13.74
- Model 2: $13.05
- Model 3: $13.00
- Model 4: $18.50

Griffith Observatory to Los Angeles County Museum of Modern Art — Distance: 8.4 miles
- Model 1: $35.70
- Model 2: $33.91
- Model 3: $32.00
- Model 4: $32.00

Occidental College to Aquarium of the Pacific (Long Beach) — Distance: 31 miles
- Model 1: $102.39
- Model 2: $97.18
- Model 3: $105.00
- Model 4: $103.00

LADOT Commercial Rideshare & Mobility Upfront Pricing Analysis

Taxi Price Comparison Across Models

LADOT Commercial Rideshare & Mobility Upfront Pricing Analysis

Taxi Price vs. Distance
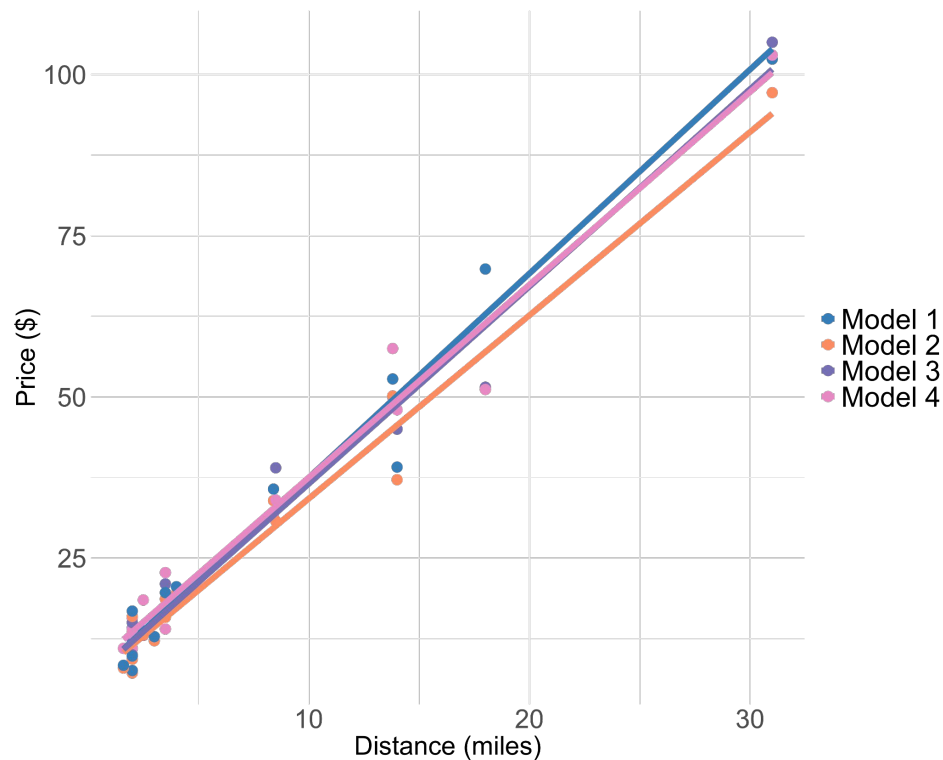
Upfront Pricing Customer Experience

Taxi App

| Customer opens Taxi App to book ride | Customer specifies upfront pricing | Customer accepts price and confirms booking | Upfront price is displayed for customer upon pick-up |

Street-Hail

| Customer requests upfront pricing | Taxi Driver calculates price based on destination | Taxi Driver presents upfront price to customer | Customer accepts or rejects upfront price |

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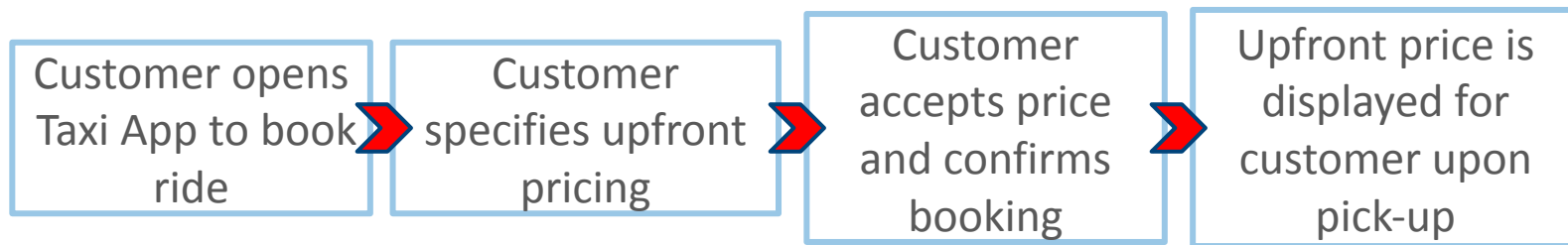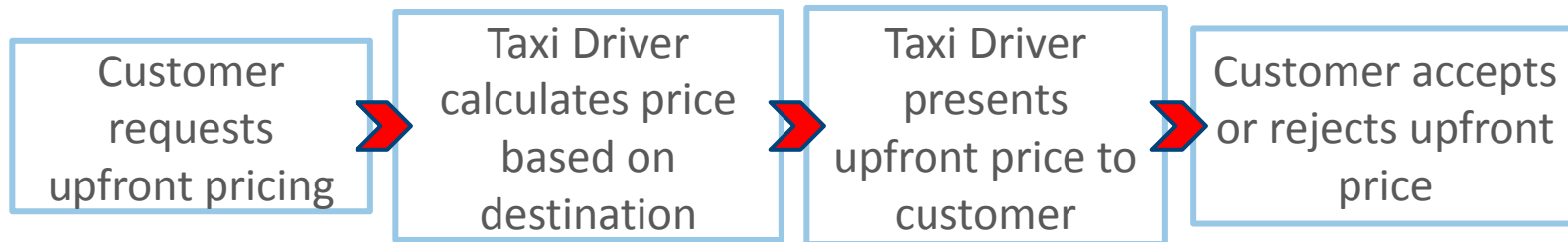
Customer Experience: Potential Challenges

How will drivers interact with customers who:
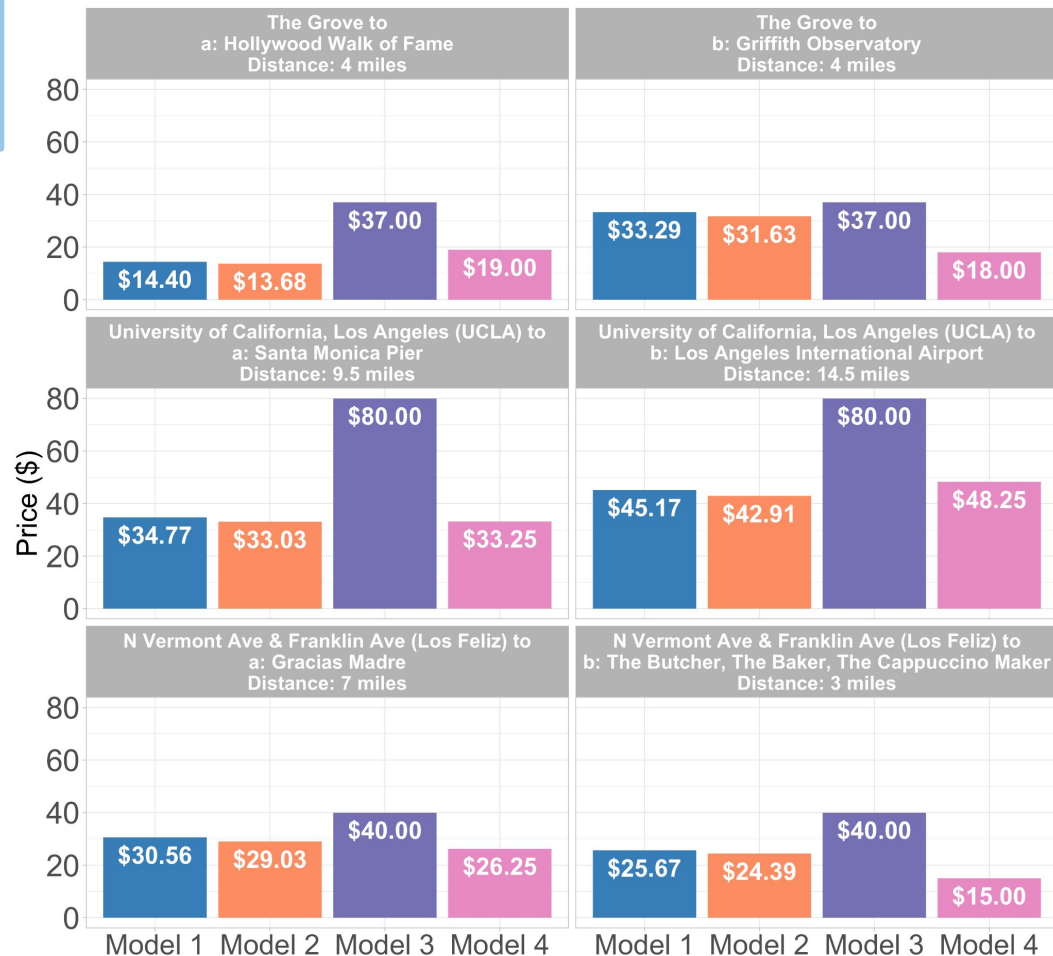
- Change their destination mid-trip
- Have multiple destinations for multiple passengers
  - e.g. two passengers, each with a different destination

Multi-Destination Price Comparison — ITEM #6

Legend: ■ Model 1 ■ Model 2 ■ Model 3 ■ Model 4

The Grove to
a: Hollywood Walk of Fame
Distance: 4 miles

	Model 1	Model 2	Model 3	Model 4
Price	$14.40	$13.68	$37.00	$19.00

The Grove to
b: Griffith Observatory
Distance: 4 miles

	Model 1	Model 2	Model 3	Model 4
Price	$33.29	$31.63	$37.00	$18.00

University of California, Los Angeles (UCLA) to
a: Santa Monica Pier
Distance: 9.5 miles

	Model 1	Model 2	Model 3	Model 4
Price	$34.77	$33.03	$80.00	$33.25

University of California, Los Angeles (UCLA) to
b: Los Angeles International Airport
Distance: 14.5 miles

	Model 1	Model 2	Model 3	Model 4
Price	$45.17	$42.91	$80.00	$48.25

N Vermont Ave & Franklin Ave (Los Feliz) to
a: Gracias Madre
Distance: 7 miles

	Model 1	Model 2	Model 3	Model 4
Price	$30.56	$29.03	$40.00	$26.25

N Vermont Ave & Franklin Ave (Los Feliz) to
b: The Butcher, The Baker, The Cappuccino Maker
Distance: 3 miles

	Model 1	Model 2	Model 3	Model 4
Price	$25.67	$24.39	$40.00	$15.00

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Upfront Pricing Rollout & Next Steps

1. LADOT CRM will finalize FAQ on Upfront Pricing for Customers
2. LADOT will collaborate with other departments as necessary
   a. e.g. LAWA will create new signage for the airport
3. **Upfront Pricing to be "tentatively" implemented by May 15, 2025**