

January 5, 2006

Honorable Mayor and Members of  
the Hermosa Beach City Council

Regular Meeting of  
January 10, 2006

**TAXI CAB RATE INCREASE FROM \$2.00 TO \$2.20 AS THE BASE RATE**

**Recommendation:**

That the City Council adopt the attached resolution approving the base rate increase to \$2.20 effective January 10, 2006.

**Background:**

The City has franchises with four taxi cab companies. The franchise agreements set a fare rate that was the standard rate used in Los Angeles County when they were approved in 2003. The Los Angeles Department of Transportation has approved a fare increase which will increase the base rate flag-drop to \$2.20 from the present \$2.00. This would be the first rate increase since the franchise was approved in 2002. These rates have been approved in Manhattan Beach (we share the same companies), Redondo Beach, West Hollywood, City of Los Angeles, and it is pending in other cities now.

A resolution is attached that would put these rates into effect.

Respectfully submitted,



Stephen R. Burrell  
City Manager

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**RESOLUTION NO. 06-**

**A RESOLUTION OF THE CITY COUNCIL OF HERMOSA BEACH,  
CALIFORNIA, AUTHORIZING AN INCREASE IN TAXIMETER RATES.**

The City Council of the City of Hermosa Beach does hereby resolve as follows:

1. Taximeter as set forth in Franchise Agreements may be adjusted from time to time by the City Council.

2. Rates shall be as follow:

Flag-drop: \$2.20 for 1/11 mile or 30 seconds or fraction thereof.

Distance: \$0.20 for each additional 1/11 mile or part equivalent to (\$2.20 per mile)

Time Delay: \$0.20 for each 36 seconds waiting time and/or traffic delay time (\$20.00)

PASSED, APPROVED, and ADOPTED this 10<sup>th</sup> day of January, 2006.

\_\_\_\_\_  
PRESIDENT of the City Council and MAYOR of the City of Hermosa Beach, California

ATTEST:

APPROVED AS TO FORM:

\_\_\_\_\_  
CITY CLERK

\_\_\_\_\_  
CITY ATTORNEY

**Hermosa Beach Police Department  
Community Services Division  
Memorandum**

Date: November 30, 2005  
TO: Steve Burrell, City Manager  
FROM: Ennis Jackson, Administrative Review Investigator  
SUBJECT: Taxi Rate Increase

Recently All Yellow Taxi wrote informing me of their intent to raise their taxi rate of \$2.00 to \$2.20, for the base fare and mileage fee thereafter. This increase is based upon the City of Los Angeles allowing for an increase to all their franchised companies as of November 14, 2005. However, the language in our current franchise agreement with our cab companies requires an approval from city council to increase this rate. The current rate has been in effect for some time now, and with inflation and higher fuel cost, an increase would not be unreasonable.

Per your request, I have surveyed some of the surrounding cities that also have franchised taxi services, and, I was able to obtain information from the following cities regarding their fees:

**West Hollywood:** As of December 14, 2005, the city enacted a fee hike from its long-standing base fee of \$1.90 to \$2.20. **Beverly Hills** is soon to follow, pending city council approval at the same rate as West Hollywood.

**Manhattan Beach** and **Redondo Beach** have already increased the base fee to \$2.20 following the lead of the City of Los Angeles. Manhattan and Redondo enacted the fee change without city council approval, but did so by verification of the City of Los Angeles increase.

CC: Michael Lavin, Police Chief  
Lance Jaakola, Police Lieutenant

CITY COUNCIL  
UNFINISHED BUSINESS

APPROVED  
10/17/05

OCTOBER 17, 2005

SUBJECT: PROPOSED RESOLUTION ADOPTING A TAXI RATE INCREASE  
PURSUANT TO ORDINANCE 04-675.

INITIATED BY: Department of Transportation and Public Works  
(Toya Ann Brown, Taxi and Transit Specialist)  
(Joyce Rooney, Transportation & Transit Operations Supervisor)  
(Tami Sinner, Transportation Manager)  
(Joan English, Public Works Director)

STATEMENT OF THE SUBJECT:

The City Council will consider the approval of a resolution increasing the rate schedule for taxicab service to be implemented within 30 days of all LADOT taxicab meter rate installations pursuant section 5.108.040.i of ordinance 04-675, the "rate schedule for taxicab services shall be established by resolution of the City Council from time to time."

RECOMMENDATION:

1. That the City Council choose from among the alternatives relative to the LAX flat rate fare set forth on Page 4 of the report.
2. That the City Council adopt resolution No. 05— A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING AN INCREASE IN TAXIMETER RATES AND REPEALING RESOLUTION 00-2325.

BACKGROUND:

On May 18, 2000 the LADOT Board of Taxicab Commissioners approved a taximeter rate increase of approximately 11.7%. This took the 1<sup>st</sup> drop meter rate from \$1.90 for the first 1/5 of a mile to \$1.90 for the first 1/9 of a mile. This was the first rate increase since 1986 and included a comparison with other jurisdictions, examined cost and inflation factors relative to the Consumer Price Index and was provided taxicab industry reports and statistics. As a part of this increase, a Taxi Cost Index (TCI) was established to monitor inflation and cost of living changes in the Consumer Price Index as related to the taxicab industry. Costs and factors such as fuel, vehicle repair, maintenance and depreciation, insurance and driver returns were considered as part of the TCI. After careful analysis, the West Hollywood City Council concluded that an increase that matched that of the City of Los Angeles would not affect the Taxi Coupon Subsidy Program and implemented the LADOT taxi fares in West Hollywood. The proposed increase also allowed conformity with meter rates throughout the Westside cities minimizing confusion to many of its residents.

AGENDA ITEM

4.C.



RECEIVED

NOV 23 2005

Per.....

November 21, 2005

City of Hermosa Beach, City Hall  
540 Pier Ave  
Hermosa Beach CA 90254

Attn: Mr. Ennis Jackson  
Business License

Re.: New Taxicab Meter Rates

NOTIFICATION LETTER.

Dear Mr. Jackson,

Please allow this letter to notify your office that in accordance with City of Los Angeles new ordinance allowing a meter rate increase, All Yellow Taxi, Inc., taximeter rates will change.

A copy of the new taxicab meter rates is attached. Please update your records with the information herein. Shall you have any questions please do not hesitate to contact us at (310) 715-7516.

Respectfully,

A handwritten signature in black ink, appearing to read "Oswaldo Guidos", followed by a horizontal line.

Oswaldo Guidos,  
All Yellow Taxi, Inc.

## TAXICAB RATES

All Passengers ride for the price of one.  
Driver carries on \$5.00 in change. Credit  
cards welcomed-\$10 Min. charge Please  
notify driver at start of trip if you plan on  
using a credit card.

- \$2.20** flag drop (first 1/11 mile or 30  
seconds or fraction thereof)  
**\$0.20** for each additional 1/11 or part.  
**\$0.20** for each 30 seconds of waiting time  
and/or traffic delay (\$24.00/hour wait)  
**\$24.00** Hourly waiting time.

Questions and/or comments please contact



267 W. 138<sup>th</sup> Street  
Los Angeles, CA 90061  
(310) 715-7550 or (310) 715-7516  
Administration



# BELL CAB

BELL CAB CO., INC.  
13030 CERISE AVE  
HAWTHORNE CA 90250

PHONE 310 676-1500

FAX 310 676-1637

12/11/2001  
1/10/2002  
FAX COVER SHEET

SEND TO Company name <i>City of Hermosa Beach</i>	From <i>Teri Chuntz</i>
Attention <i>Ennis Jackson</i>	Date <i>11/3/05</i>
Office location	Office location
Fax number <i>310-6186</i>	Phone number <i>310 676-1500</i>

☐ Urgent
 ☐ Reply ASAP
 ☐ Please comment
 ☒ Please review
 ☐ For your information

Total pages, including cover: 2

## COMMENTS

Mr. Jackson -

Please find a sample of the rate sheets  
that I would like to have in  
my South Bay limits. Please call me  
with any feedback or suggestions.

Thank you  
Teri

Call Teri re:  
the Yuma dogs unit.

13030 Cerise Ave., Hawthorne, CA 90250, Tel: 310-676-1500, Fax: 310-676-1637

# **Taxicab Rates**

**SOUTH BAY**

**All Passengers Ride for Price of One**

**\$2.20**

Flag Drop (1/11 mile or 30 seconds or fraction thereof).

**\$0.20**

For each additional 1/11 mile or part thereof.

**\$0.20**

Each 30 seconds of waiting time and/or traffic delay (\$24.00 / hour wait).

**FOR COMMENTS / COMPLAINTS  
PLEASE WRITE OR CALL**

**BELL CAB (800) 830-0551**

**CITY OF REDONDO BEACH (310) 318-0603**

**CITY OF HERMOSA BEACH (310) 318-0249**

**CITY OF MANHATTAN BEACH (310) 654-8723**

**No Out-of-City Surcharges**

*Attn: Terry*



December 28, 2005

Honorable Mayor and Members of  
The Hermosa Beach City Council

Regular meeting of  
January 10, 2006

**REPORT ON DISPATCH CENTERS FOR THE CITY'S  
FRANCHISED TAXICAB COMPANIES**

**RECOMMENDATION**

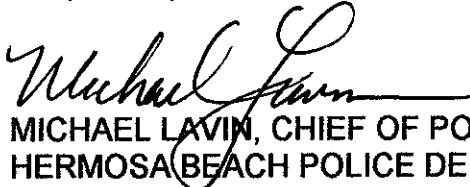
Staff recommends that Council:

1. Receive and file this report

**BACKGROUND**

At its regular council meeting of December 13, 2005 Staff was directed to verify that each of the four taxicab companies that have been granted a franchise to operate in the City of Hermosa Beach had operational dispatch centers. Staff contacted each of the taxi companies and verified that each company has an operational dispatch center. Staff also verified that the phone numbers for each of the taxi companies listed on the city's web site were accurate.

Respectfully submitted,

  
MICHAEL LAVIN, CHIEF OF POLICE  
HERMOSA BEACH POLICE DEPARTMENT

Concur:

  
STEPHEN BURRELL  
CITY MANAGER

# **City of Hermosa Beach Police Department Community Services Division**

## ***Inter Office* MEMORANDUM**

DATE: December 15, 2005

TO: Michael Lavin, Chief of Police  
Lance Jaakola, Police Lieutenant

FROM: Ennis Jackson, ARI

SUBJECT: Current Franchised Taxicab Companies Dispatch Telephone Numbers

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There have been no changes to the dispatch phone numbers noted on the city's web site for the four franchised taxicab companies and the Dial-A-Ride service operating in Hermosa Beach.

As of December 15, 2005, the phone numbers remain:

All Yellow Taxi **310-527-3100**  
Confirmed by: Ali Podeh, Fleet Services Manager.

Bell Cab **888-BELL CAB**  
**(235-5222)**  
Confirmed by Terri Chuntz, Bell Cab Office Manager.

South Bay Yellow **310-533-6800**  
Confirmed by James Buono, Director of Sales and Marketing.

United Independent Taxi **310-414-0411**  
Confirmed by Bertha, Secretary to Art Taylor Key Accounts Executive.

Dial-A-Ride **800-829-4378**  
Confirmed by Jean Brian from the Finance Cashiers office.