



# Information Item

**Date: August 21, 2009**

To: Mayor and City Council  
From: Elaine Polachek, Deputy City Manager  
Subject: Taxicab Franchise RFP Criteria and Schedule

## **Introduction**

At the introduction and first reading on June 30, 2009 of an ordinance establishing franchising to regulate taxicab operations, Council requested information on the criteria for franchisee selection prior to issuance of the competitive Request for Proposals (RFP).

## **Discussion**

As required by Ordinance #2292, the City will utilize a competitive RFP process to select at least one but no more than eight operators to which taxicab franchises will be issued. Each operator will be required to operate a minimum of 25 vehicles. The total number of vehicles authorized to all operators will not exceed 250.

Proposals will be evaluated by a committee composed of representatives of the Finance Department, Police Department, City Manager's Office, and outside jurisdictions. The committee's recommendations will be made to Council for franchisee selection.

Proposals will be evaluated based on, but not limited to, the following criteria:

- Proof of financial viability, demonstrating ability to provide taxi services in compliance with City ordinances and regulations and the bidder's proposal.
- Experience in providing taxicab services during the last ten years.

- Character of operator's owners/members/principals/partners, verifying criminal/civil record, taxicab regulatory, franchising, licensing, and litigation history.
- Proposed business and management plan.
- Proposed discount fares for senior and mobility impaired customers.
- Dispatch and communication system.
- Fleet composition, including annual minimum number of vehicles meeting ULEV/SULEV/LEV and other low-emission standards.
- Driver training, testing, supervision and life/health/disability benefit plans.
- Operator/driver financial relationships including leasing, fees, memberships and all other relationships.
- Operator's business location

The following RFP schedule is anticipated:

- September 8 - RFP release
- September 15 – Mandatory pre-proposal conference
- October 15 – Proposal submission deadline
- November 15 – Proposal evaluation
- December 8 – Council selection of franchisee(s)
- December 10 – Execution of franchise agreement(s) and payment of franchise and vehicle/driver permit fees.
- January 1 – Franchise(s) effective

Notice of the RFP availability will be sent to the 55 taxicab firms with 2008-2009 Santa Monica licenses, as well as all taxicab firms with franchises in Los Angeles, West Hollywood and Beverly Hills. This special notice will be in addition to the City's regular process of posting all RFP's to PLANET BIDS, an internet based system used by government agencies to advertise RFP's.

**Prepared By:** Pamela McGarvey, Acting Revenue Manager