City of Portland Regulatory Division

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March-- April 2009

Private for Hire Transportation

Supervisor's Report for Mar-Apr '09

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Proposed Code changes almost ready

As we are near completion of the first part of our Code review, we're excited about the progress we've made in eliminating duplicative and contradictory language, increasing enforcement powers, and generally increasing readability. Overall, it's a lot easier to understand and enforce.

We've had numerous open work sessions, and had special meetings with various stakeholder groups like hotels, pedicabs, and Specially Assisted Transportation (SAT) companies.

We've added limousines and pedicabs under our regulatory umbrella, and cleaned up definitions of shuttles, executive sedans, and SATs.

Most importantly, this has been an open and transparent process, and the input (and sometimes push-back!), we've received has played a major role in shaping the final product.

This doesn't mean every industry involved in this has gotten everything they've wanted, but we've achieved a remarkable balance of interests that is very much due to the input and critical review we've gotten from our partners, including TriMet and the Port of Portland, as well as the drivers and companies in the Private for Hire Transportation industry.

The Private for Hire Board of Review will be asked to release the proposed code for Council approval on April 8th. If this occurs, the proposed Code revisions will go to City Council for their public hearing on May 6th.

PRIVATE FOR HIRE TRANSPORTATION
BOARD OF REVIEW

PLEASE NOTE *NEXT MEETING*:

PRIVATE FOR HIRE TRANSPORTATION BOARD OF REVIEW

Regular Meeting

WEDNESDAY, April 8, 2009; 1:30-3:00

Board of Appeal

WEDNESDAY, April 8, 2009; 3:00-3:30

8TH FLOOR CONFERENCE ROOM

111 SW Columbia More info: 503-865-2484

Rate and Fee Study under way

Our outside consultant, Nelson/Nygaard, and subcontractor Total Contract Solutions, has begun interviewing stakeholders and our staff to begin the process of establishing a reasonable, fair and efficient rate structure.

Project Manager Will Rodman was introduced at our March Board meeting, and he –and the rest of his team—bring years of experience and accomplishments to this effort. Will has successfully managed a number of private for hire transportation studies, including ones in Los Angeles and Arlington County, Virginia.

His work for Arlington was particularly interesting as the project focused primarily on the entry process of determining need as it especially related to making recommendations for improving the customer's experience, improving driver welfare, and reducing the environmental impact of taxis.

We look forward to him presenting his recommendations over the next few months.

Licensed Product for Portland too?

(can't you just see these as gifts and stocking stuffers??)

But what colors do *we* use???

Ok…so you don't want to get caught in the "Hotel Zone" without a reservation, and no more than 15 minutes before your pick-up?

Parking at the yellow curb isn't going to solve your problem, and Parking Enforcement WILL cite you.

2009 Driver and Vehicle Permit renewals (again)

DECEMBER '09

THIS PERMIT MUST BE POSTED

IN THE VEHICLE

O.M.F. Regulatory Division:

503-865-2487

PERMIT

PRIVATE HIRE

TRANSPORTATION

EXPIRES DECEMBER 2009

00924

Reminder: Have your Driver's Permit clearly VISIBLE to your passengers!

It's a $100.00 fine –for the first violation—if you don't.

DON'T FORGET TO REMOVE YOUR OLD SHUTTLE AND TOWN CAR METAL PLATES!

They are expired and no longer have any value and enforcement staff – and customers—MAY think you do not have current permits!

You can return them to us or put them in with your recycling.

New Regulatory Division Staff!

The Regulatory Division has been short staffed for quite some time. The Revenue Bureau has just hired a new Regulatory Program Specialist, **Dennis LoGiudice**. While Dennis will begin work with the Towing Program, he will also provide back-up support to Patrick and the Private for Hire Transportation Program.

Also, after a national recruitment, the Revenue Bureau has hired a new Division Manager, hailing from Vermont: **Kathleen Butler.**

Both bring years of experience to the Bureau and we look forward to introducing both new staff members in the next Supervisor's Report.

Enforcement Penalties:

Paid to date:

$ 10,900.00

Civil penalties paid to date

Avion Airport Transportation – Expired DMV plate/Hotel Zone $500.00

John Sinibaldi Enterprises – Unpermitted vehicles $ 2,500.00

John Sinibaldi Enterprises Drivers – Unpermitted Drivers $ 800.00

Horizon Towncar Driver – Town Car violations; $ 100.00

Avion Transportation Driver -- Town Car violation; $ 100.00

Prime Towncar Driver – Town Car violations $500.00

Excellent Towncar Driver – Town Car Violations $ 100.00

Broadway Cab Driver – no posted Driver Permit $ 100.00

Around the Town Towncar Driver – Town Car violations $ 100.00

Portland Executive Driver – Town car violations $ 100.00

60 $ 100.00 penalties for late Driver Permit renewals

Outstanding Civil penalties:

Sochi Driver – Town Car Violations $100.00; appealed and penalty upheld.

AM/PM Driver – Town Car Violations $1,200.00; Driver and Vehicle Permits not renewed for 2009; Company permit revoked. Update: Company permit and Vehicle permit renewed, but not driver permit.

Around the Town Towncar – company revocation (under appeal to Private for Hire Transportation Board of Review in April.)

There are many other citations in the works.

In the meantime, please get your First Quarter 2009 reports in to Patrick as we continue to build our data base and determine appropriate penalties for those not responding, which is a substantial minority of companies.

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Town Car drivers… we can't remind you too often!!

NOTE: If you fail to do this it carries a company fine of $500.00 !!

You MUST carry a manifest or log book recording ALL your fares, including when the ride was requested, when and where the pickup is, and where the passengers went.

A sample page is on-line at our web site:

http://www.portlandonline.com/omf/index.cfm?c=48307&a=211085