



OFFICE OF THE MAYOR
ANTONIO R. VILLARAIGOSA

October 12, 2010

The Honorable Bill Rosendahl
Chair, Transportation Committee
Los Angeles City Council
200 North Spring Street
Los Angeles, California 90012

Dear Councilmember Rosendahl:

I am writing regarding CF 10-0996 scheduled for Transportation Committee on October 13, 2010. As you know, the City of Los Angeles' nine taxi franchise agreements will expire at the end of this calendar year. A renewal of the existing franchise agreements is necessary to ensure the continuity of taxi service for city residents and visitors.

While there are persuasive arguments for a two or five-year renewal, I support a two-year renewal. A two-year renewal would allow sufficient time to issue a new request for proposals (RFP) to invite consultant teams to focus on what other cities are doing to green their fleets, and understand how cities that are successfully greening their operations have supported their drivers ability to purchase their new green fleets. This timeframe would also allow for full consideration of the City's next steps.

The selected consultant team must have expertise in both taxi regulatory issues and workforce/entrepreneurial training. Because of the policy issues involved, the RFP should be reviewed and approved by both the Board of Taxicab Commissioners and City Council before being released.

A reduced-scope study should focus on two main areas:

1. Greening the City's fleet of taxicabs
2. A framework to allow existing drivers to purchase or lease the green fleet of vehicles

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Other issues that could be considered as part of the scope of work include necessary size of the taxi fleet for Los Angeles, regulatory options, workforce issues, and potential additional revenue generation.

The resulting consultant study could lay the groundwork for taxi improvements that provide higher quality service for customers while supporting the entrepreneurial workforce which drive the taxi industry.

Additionally, the \$100,000 committed by the Workforce Investment Board combined with the \$126,000 remaining from the cancelled contract can easily support this best-practice research to inform the City's policy-makers next steps within the desired time frame. A quick renewal that is not fully informed by the successes and challenges in other cities seems to be a lost opportunity.

Please contact Deputy Mayor Larry Frank at (213) 922-9740 if you have any questions.

Sincerely,



ANTONIO R. VILLARAIGOSA
Mayor

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cc: The Honorable Tom LaBonge, Vice Chair, Transportation Committee
The Honorable Richard Alarcón, Member, Transportation Committee
The Honorable Paul Koretz, Member, Transportation Committee
The Honorable Bernard Parks, Member, Transportation Committee
Ms. Rita Robinson, General Manager, LADOT
Mr. Richard Benbow, General Manager, Community Development Department
Mr. Gerry Miller, Chief Legislative Analyst
Mr. Miguel Santana, Chief Administrative Officer
Ms. June Lagmay, City Clerk
Ms. Maria Souza-Rountree, Office of the CLA
Ms. Angela Berumen, Office of the CAO
Mr. Adam Lid, Office of the City Clerk