

	Option 1 Maintain Current Regulatory Structure While Increasing Enforcement and Precluding Entrance of Rideshare Services	Option 2 Enable New Entrants and New Technologies Subject to Direct Regulation of Individual Drivers <i>and Vehicles</i>	Option 3 Enable New Technologies and Allow New Entrants, Subject to Direct Regulation of Individual Drivers, While Minimizing Role of the Existing FHV Category
	<p>Summary of option:</p> <ol style="list-style-type: none"> 1. <i>Seek enforcement of State rules as so to limit of expansion of Limos into Taxi-like services.</i> 2. <i>Minimize visual confusion between Taxis and FHV's.</i> 3. <i>Better enforcement of FHV prohibition on hailing.</i> 4. <i>Allow FHV's to book through "Apps".</i> 5. <i>Enforce licensing requirements for Rideshare services, with the effect of precluding their operation.</i> 6. <i>Increase number of Taxis to meet demand.</i> 	<p>Summary of option:</p> <ol style="list-style-type: none"> 1. <i>Regulate limited Rideshare model in the City, requiring Rideshare drivers <u>and vehicles</u> be licensed.</i> 2. <i>Accordingly, lift the cap on FHV vehicle licenses.</i> 3. <i>Minimize visual confusion between Taxis and FHV's.</i> 4. <i>Accept continued expansion of Limo services.</i> 5. <i>Better enforce existing rules restricting hails and requirements for FHV vehicle and FHV driver's licenses.</i> 	<p>Summary of option:</p> <ol style="list-style-type: none"> 1. <i>Regulate introduction of Rideshares in the City, requiring FHV driver's licenses but <u>not</u> FHV vehicle licenses.</i> 2. <i>Allow FHV vehicle license holders who meet a set of to be established requirements regarding experience and safety to voluntarily "convert" to a Taxi license.</i> 3. <i>Issue 50 additional Taxi licenses to drivers who have neither an FHV nor a Taxi vehicle license.</i>
Taxis	<p>Increase penalties for violation of lease caps.</p> <p>Issue 100 vehicle licenses by lottery to drivers who do not already hold a Taxi license.</p> <p>Increase fees to support enforcement.</p>	<p>Increase penalties for violation of lease caps.</p> <p>Consider options to reduce regulatory costs for Taxis.</p>	<p>Increase penalties for violation of lease caps.</p> <p>Issue 50 licenses by lottery to drivers who do not already hold a Taxi license.</p> <p>Consider options to reduce regulatory costs for Taxis.</p>
For-Hire Vehicles	<p>Clarify that an App-requested trip is "pre-arranged" for FHV's.</p> <p>Maintain flat rates and prohibition on hailing.</p> <p>Limit vehicle colors and advertising to avoid confusion with Taxis.</p> <p>Increase penalties and enforcement for illegal hails.</p> <p>Increase fees to support enforcement.</p>	<p>Clarify that an App-requested trip is "pre-arranged" for FHV's.</p> <p>Maintain flat rates and prohibition on hailing.</p> <p>Limit vehicle colors and advertising to avoid confusion with Taxis</p> <p>Increase penalties and enforcement for illegal hails.</p> <p>Lift vehicle cap - allowing existing operators (CNG, Eastside, etc.) to expand as pre-arranged providers. Require FHV's to operate under an FHV association or Rideshare company.</p>	<p>For those FHV vehicle license holders meeting a set of minimum qualifications regarding driving experience, driving record safety and regulatory compliance, offer voluntary conversion to a Taxi license. These minimum requirements are not yet determined.</p> <p>Per existing rules, new licensees would be required to drive 30 hours per week and license would not be transferable for 5 years.</p> <p>"Conversion" would available to owners registered with FAS as of some previous date, earlier this year.</p> <p>Those not eligible for conversion could maintain existing FHV license, and use apps to book trips; subject to increased penalties and enforcement for illegal hails, and new vehicle color restrictions.</p>
Limousines	<p>Seek direct State enforcement or request additional resources from State to enforce existing regulations on pre-arranged services (15 min. prior) and rates (non-metered). State could increase Limo fees to provide such resources.</p> <p>Increase enforcement of illegal hails.</p>	<p>Request State to clarify (1) whether an App-requested trip is "pre-arranged" for Limos and (2) what constitutes a metered service.</p> <p>Accept expansion of Limo services.</p> <p>Request additional resources and increase enforcement of illegal hails.</p>	<p>Request state to clarify (1) whether an App-requested trip is "pre-arranged" for Limos and (2) what constitutes a metered service.</p> <p>Accept expansion of Limo services.</p> <p>Request additional resources and increase enforcement of illegal hails.</p>
Rideshare services	<p>Precluded under their current business model because there are no available For-hire Vehicle licenses.</p> <p>Enforce existing regulations to close services that are now operating.</p>	<p>Can enter market but must operate with FHV licensed vehicles and FHV licensed drivers. No constraint on number of vehicles. City could work to streamline FHV vehicle licensing process.</p> <p>Would significantly challenge existing model as they could not operate with "casual" drivers using private, unlicensed vehicles.</p> <p>Companies would essentially operate as a new type of FHV association/dispatch service.</p> <p>Regulate corporate parent for safety, insurance, transparency, etc. per the model proposed by the California Public Utility Commission. Regulation could include such things as third-party vehicle inspection, minimum screening requirements for drivers, insurance standards and transparent fare structure.</p>	<p>Can enter market using private vehicles but require FHV driver's license.</p> <p>Could potentially create a special FHV driver's license and associated training tailored to Rideshare model.</p> <p>Regulate corporate parent for safety, insurance, transparency, etc. per the model proposed by the California Public Utility Commission.</p> <p>Regulation could include such things as third-party vehicle inspection, minimum screening requirements for drivers, insurance standards and transparent fare structure.</p>

	<u>Option 1</u> Maintain Current Regulatory Structure While Increasing Enforcement and Precluding Entrance of Rideshare Services	<u>Option 2</u> Enable New Entrants and New Technologies Subject to Direct Regulation of Individual Drivers <i>and</i> Vehicles	<u>Option 3</u> Enable New Technologies and Allow New Entrants, Subject to Direct Regulation of Individual Drivers, While Minimizing Role of the Existing FHV Category
Coordination with County	<p>City can act alone but some coordination is recommended.</p> <p>No significant regulatory changes, but new color scheme for FHV's would affect dual-licensed vehicles.</p>	<p>City can act alone but a moderate level of coordination is recommended.</p> <p>Even limited introduction of Rideshares to the City could have a substantial impact on the market for taxis and taxi-like services across the County</p>	<p>City can act alone but significant regulatory coordination recommended. For instance, it would more efficient from a perspective of avoiding one way trips (dead heads), to have any new Taxi licenses issued as dual, City-County licenses.</p> <p>Conversion of City-licensed FHV's to Taxis would significantly impact the Taxi/FHV market outside city.</p> <p>Introduction of Rideshare services to the city will also have a substantial impact on overall regional market for taxis and taxi-like services.</p>

Considerations	<ul style="list-style-type: none"> • Additional Taxi licenses will provide additional vehicle supply to meet growing demand. Without other entrants need more new licenses. • FHV's serve an important part of the market, offering affordable pre-arranged services. "App"-based booking will expand this market for consumers and providers. • Limos are operating with license drivers and vehicles, but use of App-based booking and "virtual" meters means that they are directly competing with Taxis and FHV's, without being subject to the other regulatory requirements imposed on Taxis and without any limit on the number of vehicles placed into service. • Rideshare services are effectively acting as unregulated taxi services that avoid all existing regulation. • Not clear that competition from FHV's and Limos, if entry is successfully regulated, will put sufficient competitive pressure on Taxis to improve quality. 	<ul style="list-style-type: none"> • FHV's serve an important part of the market, offering affordable pre-arranged services. "App"-based booking will expand this market for consumers and providers. • Limo services have also expanded consumer options. • Rideshare services offer yet an additional choice for consumers, but should be regulated like other market participants to ensure safety, transparency and that operators face comparable regulation. • Lifting the FHV vehicle cap provides opportunity for both FHV's and Rideshare services to grow the market, while maintaining existing license structure (vehicles and drivers licensed). • FHV's and Rideshare compete under comparable regulatory structure (vehicles and drives licensed) for pre-arranged market. • Maintaining FHV driver's license requirement for all operators provides some (temporary?) advantage to existing licensed drivers in pursuing job opportunities with the expanded FHV fleets and/or the Rideshares. • Differentiated services competing over quality might provide opportunity for drivers offering high quality service to earn higher incomes. • Additional Taxi license not needed because FHV vehicles would be unlimited. • Competition from Limos, FHV's and Rideshares will put competitive pressure on Taxis to improve quality. 	<ul style="list-style-type: none"> • Requiring FHV driver's license for Rideshares provides rigorous outside review of eligible drivers, while requirements of corporate parent with regard to third-party vehicle inspections, insurance and transparency can address other regulatory concerns. • Limo services have also expanded consumers' options. • Broad introduction of Rideshares will place FHV's in a challenging competitive situation as they offer essentially the same service. • In face of this competition, voluntary conversion from FHV to Taxi license would offer qualifying FHV vehicle license holders a path to remain in the market. • Introduction of new Taxis will also help serve portions of market that remain dependent on this type of service. • Additional new Taxi licenses will provide opportunity for some additional existing drivers to become owners. • Additional Taxi licenses will reduce income earned by existing Taxi fleet, but pressure already exists from Limos and FHV's, and lower driver income might be reflected in lower lease rates. • Maintaining FHV driver's license requirement for all operators may provide some (temporary?) advantage to existing licensed drivers in pursuing job opportunities with the Rideshare services.
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