

**PRIVATE FOR-HIRE TRANSPORTATION BOARD OF REVIEW
MEETING MINUTES FOR MARCH 11, 2009**

A. Call to Order: 1:35 p.m. by Sue Klobertanz

B. Roll Call / Sign-In

1. Roll Call:

Abma (P) Bauhs (P) Corona (P) Rauen (P) Blosser (P)
Miller (P) Ochoza (P) Putnam (A) Huddleston (P) Dufay (P) Klobertanz (P)

2. Others / Audience: The list of other attendees is available from the Revenue Bureau.

C. Approval of Agenda

No changes to the Agenda were proposed

D. Approval of Previous Minutes

Motion to approve previous minutes as amended: Gail

Seconded: Doug

Minutes were unanimously approved.

E. Supervisor's Report: Frank Dufay

1. Enforcement Report. We will have an appeal to be heard by the Board at our next meeting. This will be our first following the procedures set forth in the recently approved Board Order. Quarterly reporting and rate notice decal updates will be included in the upcoming Newsletter. Currently, our focus is on completing the Demand Study and Rate and Fee Study.
2. Guest: Sorin Garber with updates on the PFHT Demand Study. What is being discussed is not the final result it is just a draft. Five technical memoranda have been completed. Memos on Professional Literature regarding PFH demand, Interviews of Frank's peers in comparable cities have been done, Regional market analysis of transportation use, interviewed 14 industry representatives, met with Gail to discuss medical transportation. Findings: The cap system in place is working and that Portland has been able to avoid market saturation which has existed in the past. The permit issuing process that Portland uses is similar to processes of comparable cities. There is very good data for use in determining SAT demand. Conversely, we don't have good data to estimate demand for Shuttles, Executive Sedans and Taxis. We do not have data available to produce a Demand Estimation Study which was the goal of this study. However, we can still assess whether or not to approve permit requests to meet the Revenue Bureau's objectives. This can be done in two ways. First, evaluate how productivity of the current permits before issuing new ones. Secondly, determine need based on future contracted work. A three step process for determining demand: First, analyze general economic conditions. In addition to conditions considered in the past, Sorin suggested adding data for changes of

employment in specific sectors linked to PFHT use, changes in the amount of space used in those sectors, changes in hotel room occupancy, and changes in Portland's Gross Domestic Product. Second, review current utilization of permits. Commercial roadway use at PDX, Taxi meter information, transaction data (invoice, receipts). Third, would be process to appeal the decision made. In the past large amounts of permits have been issued to a company at one time. Sorin suggested issuing permits incrementally.

Q & A

- Q: How was it determined that the Town Car market is not over saturated?
A: Although it was a general statement, it really referred more to Taxis at PDX than town cars.
- Q: Do you have access to data from companies permitted in the past?
A: Good suggestion
- Q: What are you suggesting the Board does with these criteria? There are cities that weight the criteria differently and do come up with a recommended number of permits.
A: There will be some recommended targets for utilization of permits.
- Q: Will you have customer service criteria? Customer Service surveys?
A: That's a good suggestion. We haven't talked about that yet. It is in the company's best interest to provide the best service possible.
- Q: Regarding future contracted work: Most contracts are not actually new. They simply go from one company to another.
A: This is more for new contracts not being taken from another company.
- Q: If it is a contract that is simply switching from one company to another, does that mean you take away permits from the other company who lost the contract?
A: Sorin anticipated an expanding market and not so much existing contracts being moved from one company to another.

Doug says the response time from the City is critical. Otherwise, the PFH company requesting the additional permits will lose the permit because their potential new client is not willing to wait.

- Q: Does the PDX transactions criteria hold up taking into consideration the fact that the amount of taxis in the backfield vary from company to company.
A: By incorporating taxi meter inspections we will be able to get passenger trips and revenue miles per cab to more accurately measure productivity.
- Q: Will we be provided a breakdown of what percentage each sector (Taxi, Executive Sedans, Shuttles and SAT) represents in the entire PFHT industry? Do we just keep the caps and assume that what we have is adequate?
A: No. This is due to the inconsistent databases available from the PFHT companies. First, you can consider if the current permits are adequately used. Then, look at the existing as well as the suggested additional criteria.
- Q: What do you think the study is lacking?
A: Reliable data.
- Q: Did you ask others, besides PDX, if they had complaints about lack of service or response time.
A: We did interview 14 providers in the industry and none of them have had that type of complaint.

Dawn added that although PDX can give numbers as to how many PFHT vehicles go in and out of the airport, however they don't know where they are heading.

Doug said that business license data regarding percentage of doing business in the City. Sue said that that data may not be reliable due to lack of reporting by many town car companies.

Discussion of illegal town cars and their impact on determining demand.

Raye says that at the airport passengers choose a taxi over other modes of transportation 36 to 1. It was pointed out that doesn't factor reservation only into account. However, the permits issued by the city do not reflect that. Sue pointed out that the airport statistics don't tell us what happens downtown. Once a visitor gets into town they may use other types of transportation.

3. Guest: Will Rodman, PFHT Rate and Fee Study. Study just began a couple weeks ago. Information gathering has begun. This task is about 2/3 of the way done. Meetings have been held with various stakeholders. The study starts and ends with the goals of the Revenue Bureau. Customer service levels and response times and measuring permit productivity will be considered. Suggestions will be made regarding the allocation of permit fee and penalty funds. Recommendations will be made for definitions of service. The rate structures will be analyzed.

Q: Would you consider zone rates for executive sedans by zone?

A: He would. Particularly fares from the airport. The key is giving travelers a good idea of what their options are according to what area they are going to.

F. Standing Committee Reports

1. Company Standing Committee by Doug Rauen.
 - a. The "We drive U" program was discussed. Senate Bill 535 was also discussed. Senate Bill 535 prohibits local entities from having a permit cap and regulating fares. Raye said that Cascade Policy Institute is the sponsor of the bill.
2. Driver Standing Committee by Butch Miller
 - a. The story KGW is working on regarding the PFH industry was discussed. Anne Yeager is doing an investigation of the taxi and town car conflict down town. Shane represented the City in this story.
 - b. Senate Bill 535
 - c. The suggestion of a gate to the backfield was brought up. This could limit the number of vehicles in the backfield and shut when the maximum number of vehicle is reached.
 - d. SUVs are operating at hotels as taxicabs
 - e. Need for anti bribery ordinance. Butch would like Shane to consider an ordinance drafted by Justin Dune regarding anti bribery. The City has discussed this issue and has put this issue on the list for the next code revision following the one we are currently working on. Raye said she thought Las Vegas had similar anti bribery laws.

G. Old Business

1. Rate Sign for hotel installation. They are currently working on decisions regarding how much signage is needed in front of the hotel.

H. New Business

1. Meeting with the hotels. Shane and Frank met with hotel managers regarding PFH issues.

The hotels continue to argue that they do not want to put their clients in taxis. They say that there are issues with cleanliness of the cabs and some driver issues. Therefore, they continue to put guests in an unreserved town car. It was mentioned to the hotels that an anti bribery law is being considered that would hold hotel staff accountable.

2. Code Rewrite Process. We are planning to bring a finished product to the Board in the April meeting. The Board will be asked to approve the draft to send to Council. Public testimony will be accepted by Council on May 6. We will take changes up to the last minute that we can. At this point we are looking for deal breakers. Shane is going back through the current Code and Board Orders to make sure nothing substantive will be missed. Issues that are still unresolved will be noted in the draft. Track changes will be used to make the changes as obvious as possible. The Council will be briefed on outstanding issues that may be brought up in the public testimony.
3. A new Regulatory Division Manager has been hired. This is a new position in the Bureau. Her name is Kathleen Butler and formerly served as the Director of the Regulatory Program in Burlington, VT. Kathleen will start the second week in April. She will eventually take over as chair of this Board. We also have a new Regulatory Program Specialist, Dennis, who will be starting soon. The budget process is moving along for the Revenue Bureau. We will have to make some cuts but are proposing to add several new revenue generating positions.

I. Announcements

1. PACA Schedule. Broadway Cab is still up.

J. Adjourn

Motion to adjourn by Butch

Seconded by Ramon

Unanimously approved

Next meeting will be April 8, 2009. The meeting was adjourned at approximately 3:05pm

Minutes submitted by:

Patrick Kramer, Regulatory Program Specialist