

Taxicab Ridership Study Miami-Dade County

Phase One Report

**By
Tennessee Transportation & Logistics Foundation**

TTLF

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Table of Contents

A. Introduction/Executive Summary.....	Page 3
B. Miami-Dade County Taxi Service Questionnaire Results.....	Page 4
C. Miami International Airport Taxicab Analysis & Simulation Results.....	Page 19
D. Unmet Demand Analysis by Zip Code.....	Page 34
E. Mystery Shopper Reports	Page 46
F. Observations and Questions	Page 132

Introduction/Executive Summary

Following is a report on the initial findings of Miami-Dade County taxi surveys, mystery shoppers, airport taxi data analysis and simulation, under served areas, and interviews taken during the non peak phase of this project. This information and data is made available for discussion purposes toward the expressed and contractual objectives of this project, which is to devise an equitable formula for the introduction of additional taxi licenses as they are required by the Miami-Dade County community.

As shown by the material and data contained within this report, Miami-Dade County taxi service and, hence, taxi service quality and availability depends upon where you live or enter the community. For visitors arriving by plane and people living in downtown Miami, Coral Gables, and Miami Beach areas; hotel surveys, mystery shopper reports, and un-served taxi calls analysis, indicates there is excellent taxi service available at all times of the day and night.

If, however, you reside in an outlying area of the County, such as Homestead, Cutler Ridge, Carol City, North Miami, or want a short trip from the seaport (as recently reported in a Miami Herald, Letter to the Editor, you will most likely have a difficult time obtaining taxi service on a regular basis. Also, as stated by the Miami Herald, Feb. 5th, "Judging by the numbers of complaints filed against taxi services in Miami-Dade last year, this is most certainly a regular occurrence. For-hire transportation ranked as the third-most complained-about service in 2005 -- after cable TV and automotive repair -- according to the county, which cites refusal to transport passengers short distances as one of the public's chief complaints.

In addition, if one is transportation disadvantaged, blind or requiring the use of a wheelchair lift-equipped taxi, with or without a 24 hour advance notice, your chances of receiving taxi service in a timely manner is difficult as shown by the ADA user reports contained within this report.

Imbalanced Taxi Market

Unmet taxi service needs exist in some areas, while there is an over-supply of taxis for other areas, especially the airport. The apparent lack of viable traditional taxi radio call service is fragmenting the Miami – Dade County taxi service system due to limited participation in radio dispatched services. This situation creates a highly imbalanced market where some geographic market needs go unmet while the oversupply in other market areas results in poor economic performance for these taxi market suppliers. Thus, any model or formula for adding additional taxi service suppliers (new licenses) must first address this imbalance before addressing the issue of a new licenses formula.

Miami-Dade County Taxi Service

Questionnaire Results

Miami-Dade Taxi Service Questionnaire Results

Presented in the following pages are the results of a recent off-peak mailed survey which was mailed to Miami-Dade County hotels, restaurants, and medical facilities most likely to utilize taxicab services. The contact lists for these establishments was broken randomly into two groups – one reported here for the off-peak portion of the project and a second to be reported later as the peak-time portion of the project.

As shown from this data, 688 establishments were surveyed with a usable response rate of 72, or only a 10.5% return rate. This unusually low response rate for similar surveys utilized in other cities may be attributed to a lack of service problems being experienced by these institutions. In communities where hotels, restaurants, and other institutions were having greater difficulty with taxi services, response rates were between 20% and 25%.

It should be noted that this survey is a “convenience survey”, indicating that the results should not be generalized with any degree of certainty that they represent the entire population. However, for those establishments responding to the survey, we can nevertheless summarize these results for discussion purposes.

Whom do you call?

When asked, whom they call for taxi service, these establishments indicated they use only a portion of the Passenger Service Companies (PSC's) offering radio taxi dispatch services. Only ten, or about one fourth, of the 39 PSC firms were mentioned three or more times. Only five companies were mentioned five or more times in the survey.

Of course, some of the PSC firms may have their affiliated taxicabs serving other markets such as the residential market, the downtown, the beach areas, or the seaport and airport. Indeed, taxi firms such as Tropical, Diamond, Central, Society and perhaps others, may have geographic market niches they primarily serve and may not be reflected by respondents.

Service response times?

Service response times appear to be quite good for hotels, restaurants, and medical facilities. When a cab is not readily available from a nearby stand, the time for a taxi to arrive when called is less than 15 minutes – often ten minutes or less.

How would you rate your taxi service?

Ratings by these establishments regarding their taxi service appear to be quite good. As shown by the data averages, it is close to a “4” on a five point scale for most service attributes. Where the current system does not appear to be meeting customer's

expectations is in the areas of driver dress/appearance, handling of complaints, and the acceptance of credit cards.

When compared to other cities and how they evaluate their taxicab service, Miami-Dade County taxis appear to hold their own, as shown in the city comparison data. One should note, however, that the comparative data from Dallas and Salt Lake were of cities where taxi service had deteriorated considerably, while the data from Orlando includes service levels primarily established by a single taxi firm which dominates the city market.

Peak vs. off-peak market perception?

As shown by the responses to the question of whether the respondents perceive a difference in taxi service in the peak vs. off-peak season, there does not seem to be perception that their service levels are affected by the peak season activity. Nearly 80% of the respondents indicated that there was no perceived seasonal difference in their taxi service levels.

Need for credit cards?

When asked if there was a need for taxicabs to accept major credit cards, there was a clear indication (70%) that this was important to their customers.

Arranged transportation?

When asked if these establishments ever arrange for airport transportation (hotels) or just transportation for guests/clients (restaurants and medical facilities), 50% said they did. This question addresses the concept of substitution of other ground transportation for taxis and whether this is pronounced within the community. As shown by the responses, it is a common practice, but caution is urged in this interpretation. Some of the “arrangement” could be for other taxi services. In an attempt to clear up this distinction, the survey question will be slightly changed when mailed during peak use time in February. Respondents will be asked specifically if they arrange “other than taxi” transportation.

Whom do you call with taxi service complaints?

When asked if they knew whom to call when they did experience taxi service complaints, most respondents said they did, but only one-fourth of the respondents knew to call the Miami-Dade Consumer Services Division.

Miami-Dade County Taxi Service Questionnaire Results

Question 1 Summary

Which taxicab companies do you regularly call for service?

HOTELS:

444-8888	1
777-7777	1
888-8888	1
AAA	2
American	1
Best Yellow	1
Brazil	1
Central	12
Century	1
Checker	2
Copacabana	1
Diamond	8
Doral	3
Flamingo	3
Home of the Yellow	4
Homestead	1
Ipanema	1
Lakes	1
Metro	2
Miami	3
Miami Dade	6
Society	1
South Beach	2
Sunny Isles	2
Super Nice	2
Super Yellow	17
US1	1
USA	3
Yellow	4

RESTAURANTS:

Brazil	1
Central	8
Checker	1
Copacabana	1
Coral Gables	1
Diamond	2
Flamingo	2
Miami Lakes	1
Miami Springs	1
None/Private Service	1
Society	1
Sunny Isles	1

Sunshine	1
Super Yellow	8
Tropical	1
USA	2

MEDICAL:

Best	1
Central	1
Miami Springs	1
South Beach	1
Super Yellow	1

Miami-Dade County Taxi Service Questionnaire Results

Question 1 Summary *cont'd*

Which taxicab companies do you regularly call for service?

ALL RESPONSES:

Super Yellow	26
Central	21
Diamond	10
Miami Dade	6
Flamingo	5
USA	5
Home of the Yellow	4
Yellow	4
Checker	3
Doral	3
Miami	3
South Beach	3
Sunny Isles	3
AAA	2
Brazil	2
Copacabana	2
Metro	2
Miami Springs	2
Society	2
Super Nice	2
444-8888	1
777-7777	1
888-8888	1
American	1
Best	1
Best Yellow	1
Century	1
Coral Gables	1
Homestead	1
Ipanema	1
Lakes	1
Miami Lakes	1
None/Private Service	1
Sunshine	1
Tropical	1
US1	1

Miami-Dade County Taxi Service Questionnaire Results

Questions 2-3 Summary/All Responses

What is the [average/reasonable] wait time for a taxicab to arrive
at your establishment after being called?

HOTELS:	Average		Reasonable	
Less than 5 minutes	6	15%	11	27%
5-10 minutes	15	37%	19	46%
10-15 minutes	7	17%	9	22%
15-20 minutes	4	10%	1	2%
20-30 minutes	6	15%	1	2%
More than 30 minutes	3	7%	0	0%

RESTAURANTS:	Average		Reasonable	
Less than 5 minutes	6	25%	4	17%
5-10 minutes	8	33%	11	46%
10-15 minutes	8	33%	6	25%
15-20 minutes	1	4%	2	8%
20-30 minutes	1	4%	1	4%
More than 30 minutes	0	0%	0	0%

MEDICAL:	Average		Reasonable	
Less than 5 minutes	0	0%	0	0%
5-10 minutes	1	25%	2	50%
10-15 minutes	0	0%	0	0%
15-20 minutes	1	25%	0	0%
20-30 minutes	2	50%	2	50%
More than 30 minutes	0	0%	0	0%

ALL RESPONSES:	Average		Reasonable	
Less than 5 minutes	12	17%	15	22%
5-10 minutes	24	35%	32	46%
10-15 minutes	15	22%	15	22%
15-20 minutes	6	9%	3	4%
20-30 minutes	9	13%	4	6%
More than 30 minutes	3	4%	0	0%

Miami-Dade County Taxi Service Questionnaire Results

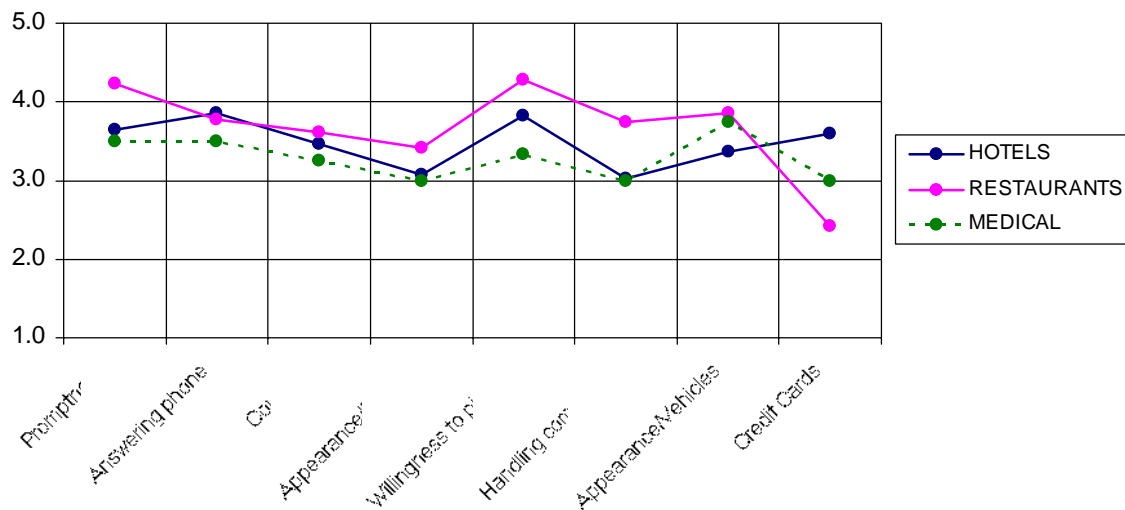
Question 4 Summary

How would you rate the taxi service you presently receive?

	HOTELS	RESTAURANTS	MEDICAL	ALL RESPONSES
Promptness	3.7	4.2	3.5	3.8
Answering phone	3.9	3.8	3.5	3.7
Courtesy	3.5	3.6	3.3	3.4
Appearance/Drivers	3.1	3.4	3.0	3.2
Willingness to pick up	3.8	4.3	3.3	3.8
Handling complaints	3.0	3.8	3.0	3.3
Appearance/Vehicles	3.4	3.9	3.8	3.7
Credit Cards	3.6	2.4	3.0	3.0

5 = Very Good 4 = Good 3 = Okay 2 = Poor 1 = Very Poor

Q4 How would you rate the taxi service you presently receive?



Miami-Dade County Taxi Service Questionnaire Results

Question 5 Summary

Do you find taxi service to be significantly different during peak season (Dec.-April) versus off-peak season (May-Nov.)?

HOTELS:	Yes	%	No	%
	9	23%	30	77%

RESTAURANTS:	Yes	%	No	%
	4	16%	21	84%

MEDICAL:	Yes	%	No	%
	1	25%	3	75%

ALL RESPONSES:	Yes	%	No	%
	14	21%	54	79%

Miami-Dade County Taxi Service Questionnaire Results

Question 6 Summary

Is it important for your patrons to be able to use credit cards for taxi service?

HOTELS:

Yes	%	No	%
33	83%	7	18%

RESTAURANTS:

Yes	%	No	%
13	54%	11	46%

MEDICAL:

Yes	%	No	%
2	50%	2	50%

ALL RESPONSES:

Yes	%	No	%
48	71%	20	29%

Miami-Dade County Taxi Service Questionnaire Results
Question 7 (Hotels Only)

Do you arrange airport transfers for your guests?

If yes, which companies do you use?

How is the service arranged?

Yes	%	No	%
20	50%	20	50%

10 mentioned taxi companies, some specific and some general references: Brazil, Central Cab (2), Copacabana, South Beach Taxi, 777-7777, 888-8888, and Yellow Cab (3).

7 mentioned shuttle companies, some specific and some general general references: Airport Shuttle, Brickell Van Transport, and Super Shuttle (4).

4 mentioned limo companies, some specific and some general references: Aventura Limo and Dolphin Limo.

2 mentioned using their own vans.

Arrangements: 9 make arrangements by phone,
2 via concierge, 1 by guest and 1 mentioned 24-hr. advance.

Miami-Dade County Taxi Service Questionnaire Results

Question 7 (8 on Hotels Survey)

Do you know whom to call if you have a problem with taxicab service?
If yes, whom do you call?

HOTELS:	Yes	%	No	%
	18	46%	21	54%
RESTAURANTS:	Yes	%	No	%
	8	32%	17	68%
MEDICAL:	Yes	%	No	%
	1	25%	3	75%
ALL RESPONSES:	Yes	%	No	%
	27	40%	41	60%

15 repondents stated that they would call the taxi company and/or supervisor at taxi company.

4 stated they would call the Miami-Dade Consumer Services Department.

Other responses: Passenger Transportation Regulatory Commission, 305-673-7730, and DTRD.

Miami-Dade County Taxi Service Questionnaire Results

Question 8 (9 on Hotels Survey)

Please list any comments you would like to make regarding
Miami-Dade County taxicab services.

HOTELS:

+	-	n/a	#	ZIP	Comments
1			1	33139	Some better than others but overall very good!
	1		2	33154	Some of the drivers need to be a little neater in appearance
1			3	33140	Fairly good
	1		7	33140	It is an embarrassment to put a guest in a Dade County taxi; 95% are in horrible shape; they should have taxi similar with inspection The London, England
	1		8	33131	Promptness and eagerness to assist should be more present
1			10	33172	That so far so good; good service, on time; good for our guest
		1	13	33139	[attached a letter] First let me thank you for taking the time to conduct a survey regarding taxicab service in Miami-Dade County. The cab companies I have dealt with have been providing excellent service for the needs of my guest at the Cardozo Hotel. My only concern has been the few times, more than one cab company arrives for the same fare and the two drivers conduct is just short of the WWF. This is embarrassing not only for the cab service but for the hotel as well. I have spoken with the Miami Dade Consumer Service, however to this date have received no response. Thank you again for your attention.
	1		16	33172	Problem is taxis from airport to hotel; often grossly overcharge; should cost \$20-\$21 but they rip off my hotel and clients with \$26-\$28 cab fares
		1	17	33140	??? haithi peop[le] is not good!
	1		18	33131	Miami Dade taxis are very rude, unprofessional and non-hospitable
	1		20	33138	They are very expensive
1			22	33139	Good for the most part
		1	23	33176	On time promptness, mall pick-up, knowledge of Miami area
	1		25	33133	I have had complaints of rudeness when the visitors are not traveling to a far distance. I have witnessed drivers fighting over "who's first" on our ramp and that a driver from Super Yellow Cab, Xiomara was speeding reckless.
	1		27	33139	Most cabs are bought from police stations that are old and over 100,000 miles. Also cab drivers sometimes shut off air conditioners to save on gas but lose on tips.
		1	28	33138	Super Nice Cab and 777-777-7777
	1		29	33137	Taxi drivers are rude; telephone operators need to be professional answering phone calls; I give them "F" to taxi services.
	1		34	33139	Cabs should not be blocking the entrance of the hotel waiting for customers when they have not been called.
	1		35	33132	Needs to improve in appearance of driver and vehicles; more flat fees offers; driver should attend guest relation trainings
	1		36	33141	Friendlier and professional drivers
	1		38	33183	Too expensive
	1		40	33142	Usually when it's a short trip most of them refuse [to pick up]. The taxi appearance (also interiors area) should be much better maintained. Sometimes I've to pick up papers from inside back seat area when I open the taxi door to our guests
		1	41	33140	Wish all cab companies were like Central
4	14	5			
17%	61%	22%			

RESTAURANTS:

+	-	n/a	#	ZIP	Comments
	1		1	33154	The service from MIA airport is horrible. Drivers are surly. Also, hard to get a taxi. That is why I switched to a private service. I travel at least 12 times a year.
1			5	33145	The service is good but not great.
		1	6	33132	We are in a shopping plaza that has a taxi stand in it. We don't call cabs, we just send our customers downstairs to get one that's already waiting.
		1	11	33139	Some are great, others are rude. Also, they drive like crazy people and cut you off in a heartbeat!
	1		16	33012	When we call a taxi cab for a customer, they take too long to answer the phone. Sometimes more than 5 minutes and we have to hang up.
	1		17	33176	Extremely rude when answering phones. They also should call if they are running late or lost.
	1		21	33154	After the hurricane some cabs charging more on the meters on trips from the Ft. Lauderdale Airport to the hotel.
		1	25	33140	Clean cars and driver with clean clothes. Some have poor attitude.
1	4	3			
13%	50%	38%			

MEDICAL:

+	-	n/a	#	ZIP	Comments
		1	1	33056	Taxicab is a public service mode of transportation. Like the bus service, taxicab should be free service for people who qualify for bus passes: elderly, blind, mentally ill and retarded should ride the taxicab free using a taxicab pass card.
		1	4	33139	We use the taxicab services to take our patients to the hospital. Could it be possible that if the use of a taxicab is for medical reasons the rate be reduced? Carmen Longueira 305-538-8835 ext. 1333.
0	0	2			
0%	0%	100%			

Miami-Dade County Taxi Service Questionnaire Results

Question 8 (9 on Hotels Survey)

Please list any comments you would like to make regarding Miami-Dade County taxicab services.

ZIP	Positive	Negative	Indifferent or n/a
33012		1	
33056			1
33131		2	
33132		1	1
33133		1	
33137		1	
33138		1	1
33139	2	2	3
33140	1	1	3
33141		1	
33142		1	
33145	1		
33154		3	
33172	1	1	
33176		1	1
33183		1	
	5	18	10

Miami International Airport Taxicab Analysis & Simulation Results

Miami International Airport Taxi Data Analysis And Simulation

As shown on the following pages, a comprehensive data analysis and simulation was conducted on Miami-Dade County taxicabs serving the Miami International Airport from 9/25/05 through 10/1/05 – a typical off peak week for the airport. Table One shows the total number of Miami-Dade County taxis by taxi type and number of cabs. Table Two shows the number of taxis by type that worked the airport during this week. As can be seen, 56% of the available supply of taxis appeared at the airport this week.

Table Three identifies the ARTS cabs serving the airport and their individual taxi identification numbers. These cabs are painted blue and are reserved to serve the airport short trip market. They are permitted to take passengers away from the airport but are not permitted to bring passengers to the airport.

Tables Four and Five identify special taxi licenses that are granted for either underserved areas (UA) or are wheelchair accessible taxis with licenses granted through the lottery (LOTTOWAC). Finally, Table Six represents the PSC Company and the number of cabs from each company that worked the airport this week.

Frequency of taxi trips per day

In order to determine which taxis were primarily serving the airport, their frequency, and trips per day, data tapes were obtained from each of the airport taxi lot cash registers, input by hand into Excel spreadsheets and imported into Access data files for analysis. Nearly 19,000 entries were made regarding taxi number, time of day, and taxi type. Taken together, this represented almost 60,000 records of data. From this data much can be learned about who serves the airport, the frequency of trips by taxi or taxi firm, the demand frequency for taxi service at the airport by hour of the day, and just how many total taxis are necessary to serve this demand.

As shown by the summary data for all days, the total taxi trips dispatched from the airport varied from a low of 2095 trips on Saturday to a high of 3293 trips on Friday. This represents a range of about 1.9 trips to 2.9 per week for each of the 1117 taxicabs involved in the airport pick up service that week.

However, as shown by the frequency of trips per day, only 650 to 750 taxis participate on a daily basis at the airport. Of these taxis, the average number of trips per day will vary depending upon how many hours they work the airport. For those spending most of their

time at the airport, there is an average of as few as 2.78 trips per day on Saturday to 3.84 trips per day on Monday, Sept. 26th.

ARTS cabs, on the other hand, receive considerably more trips averaging between 10.67 trips (Saturday) and 15.53 trips on Monday, Sept. 26th. There is the interesting observation of Wheelchair taxis. As shown, approximately half (54 %) primarily work the airport averaging slightly more trips than regular cabs due to the fact that they are larger cabs and are sometimes called to the head of the airport taxi line to handle larger amounts of luggage. (However, airport curb personnel report they rarely, if ever, have used these cabs to load wheelchair passengers)

A final observation to be gleaned from this data would be the numbers of increased trips per week that regular taxis would experience if the ARTS taxi system were to be folded into the regular taxi line. Adding the total ARTS trips this week, 1663 trips, into the total number of regular dispatched trips, 18,986, would represent an increase of 8%; an increase of 1.5 trips per week per taxi for the usual airport taxi population – assuming, of course, that no more of the drivers of 2004 Miami-Dade County taxis choose to serve the airport

Airport taxi simulation

As shown by the attached simulation report based on the use of a Micro Saint simulation model developed from the airport dispatch information, the number of taxis actually required to serve the airport is dependent upon airport demand per hour and the time it takes a taxi to service this demand and return to the airport. The model has accurate demand data from the holding lot cashier data, but return time assumptions had to be utilized. Thus, this simulation is run with several alternative return times.

Depicted by the results of this simulation model are the number of taxicabs that would be needed to serve the airport demand under return times of 30 minutes, 45 minutes, and 60 minutes with standard deviations ranging from 5 to 10 minutes. What this means is that the model expects 99% of the taxi trips to be completed within the mean of 60 minutes, for example, plus three standard deviations or a total of 90 minutes. While this may seem an overly generous time required to service a taxi trip and return, it nevertheless shows that even under these loose conditions, only 230 taxis are required to service the airport during peak-time hours (three to seven in the afternoon) during this time period.

If ARTS trips were added to the demand and these taxis were eliminated, the total number of regular taxis required would be 255 taxis during the peak afternoon hours of between three and seven p.m. At other times of the day, significantly fewer taxis could adequately serve the airport demand with no wait for the customers.

A second analysis will be run using airport taxi data from a peak week in February 2006 which include actual trip service times. Only then will we have a complete picture of the total number of taxi cabs necessary to serve the airport during seasonal peak times.

2004 taxicabs are on the book of Miami Airport. The detail taxicab type information is below.

Table 1

Taxi Type	Number of Taxicabs	Number of Taxicabs Working in the Airport	Percentage
REGULAR	1700	966	57%
ARTS	21	20	95%
AUCTION	4	1	25%
CONDSALE	1	1	100%
GENERAL	1	0	0%
GIFT	60	31	52%
GIFTWAC	1	0	0%
LOTTERY	121	55	45%
LOTTOSMD	6	0	0%
LOTTOSMW	1	0	0%
LOTTO-UA	12	2	17%
LOTTOUAW	2	0	0%
LOTTOWAC	33	20	61%
PLEDGE	25	15	60%
UA	16	6	38%
TOTAL	2004	1117	56%

SMD = South Miami Dade Service Area

SMW= South Miami Dade Service Area – wheelchair

UA= Underserved Area

UAW=Underserved Area Wheelchair

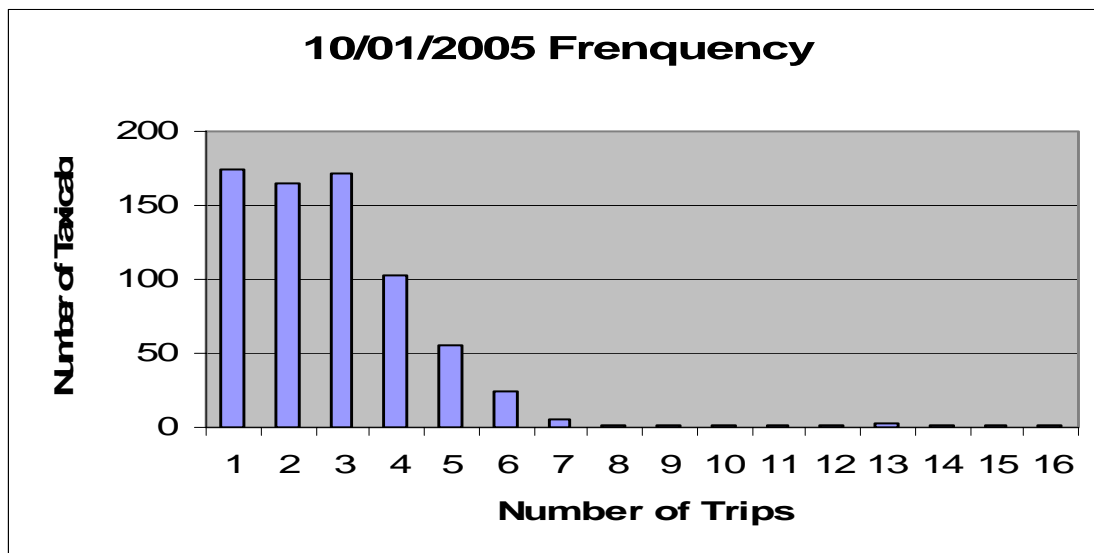
WAC=Wheelchair

10/01/2005 Frequency: 175 taxicabs made 1 trip on 10/01/05

Table 2

Number of Trips	Number of Taxis
1	175
2	165
3	172
4	103
5	56
6	25
7	6
8	2
10	2
11	1
12	2
13	2
14	3
15	1
16	1
20	1

Figure 1



The following 3 tables show the taxi numbers hold companies, and number of trips of ARTS, Under-served, and Wheelchair cabs

Table 3: Arts taxi, frequency, hold companies

PSC Company	Vehicle Number	Number of trips	Class
MDT	1584	104	ARTS
SCC	72	91	ARTS
SNC	1330	66	ARTS
SNC	1340	144	ARTS
SNC	3230	78	ARTS
SYC	55	96	ARTS
SYC	162	77	ARTS
SYC	845	118	ARTS
SYC	1385	101	ARTS
SYC	1407	86	ARTS
SYC	1520	81	ARTS
SYC	1619	84	ARTS
SYC	1769	102	ARTS
SYC	1804	89	ARTS
SYC	1842	143	ARTS
SYC	1857	99	ARTS
USA	90	19	ARTS
YCC	549	1	ARTS
YCC	679	62	ARTS
YCC	725	24	ARTS
6 companies	20 taxies	1663 trips	

Table 4: UA taxi, frequency, hold companies

Date	PSC Company	Vehicle Number	Number of trips	Class
9/25/2005	SCM	329	1	UA
9/25/2005	SYC	3176	2	UA
9/26/2005	SYC	3176	1	UA
9/27/2005	SCM	312	1	UA
9/27/2005	SCM	909	1	UA
9/28/2005	SCM	333	2	UA
9/29/2005	SCM	331	1	UA
9/30/2005	SCM	329	1	UA
9/30/2005	SYC	3176	1	UA
	2 companies	6 taxies	11 trips	

Table 5: Wheelchair taxi, frequency, hold companies

PSC Company	Vehicle Number	Number of trips	Class
ATC	3444	1	LOTTOWAC
COR	3477	22	LOTTOWAC
CWN	3441	24	LOTTOWAC
CWN	3445	26	LOTTOWAC
CWN	3446	19	LOTTOWAC
CWN	3448	31	LOTTOWAC
CWN	3465	32	LOTTOWAC
CWN	3467	30	LOTTOWAC
CWN	3471	28	LOTTOWAC
FTC	3442	14	LOTTOWAC
FTC	3443	23	LOTTOWAC
MDT	3437	5	LOTTOWAC
MDT	3439	22	LOTTOWAC
SYC	3436	23	LOTTOWAC
SYC	3447	16	LOTTOWAC
SYC	3449	2	LOTTOWAC
SYC	3469	18	LOTTOWAC
SYC	3474	12	LOTTOWAC
USA	3466	1	LOTTOWAC
YCC	3475	2	LOTTOWAC
8 companies	20 taxies	351 trips	

From the data, the number of taxicabs of PSC companies working in the airport from 9/25/2005 to 10/1/2005 is below.

Table 6

PSC Company	Number of Taxicabs	Number of Taxicabs Working in the Airport	Percentage	Number of Trips
AAA	1	0	0%	0
ATC	18	6	33%	44
AVT	1	0	0%	0
BYT	1	0	0%	0
CCI	40	30	75%	526
COR	30	25	83%	552
CTS	216	79	37%	461
CWN	74	63	85%	1355
DCC	66	22	33%	170
DTI	12	6	50%	76
ETI	8	3	38%	67
FTC	159	128	81%	2630
GAB	8	3	38%	3
GLO	1	1	100%	21
KBT	7	3	43%	36
KBV	1	0	0%	0
KYT	1	0	0%	0
LAK	1	1	100%	2
MDT	75	48	64%	1029
MIA	20	18	90%	398
MIS	1	0	0%	0
MSK	11	10	91%	251
MST	49	32	65%	676
MTA	1	0	0%	0
MTC	28	13	46%	231
OCC	32	14	44%	128
RTC	15	13	87%	211
SCC	88	63	72%	1392
SCM	17	5	29%	7
SIT	43	5	12%	49
SNC	7	6	86%	371
SOB	3	0	0%	0
SPC	2	0	0%	0
SYC	413	255	62%	4925
UCC	2	1	50%	34
USA	95	55	58%	651
VAL	4	4	100%	90
YCC	453	205	45%	2490
Total	2004	1117	56%	18876

Frequency comparison: ARTS VS. Unrestricted

Table 7

Date	Weekday	Number of Trips	Trips of ARTS	Trips of Unrestricted Cabs	Percentage of ARTS Trips
9/25/2005	Sun.	2802	231	2571	8%
9/26/2005	Mon.	3153	295	2858	9%
9/27/2005	Tue.	2421	236	2185	10%
9/28/2005	Wed.	2362	232	2130	10%
9/29/2005	Thu.	2860	231	2629	8%
9/30/2005	Fri.	3293	246	3047	7%
10/1/2005	Sat.	2095	192	1903	9%
Total		18986	1663	17323	9%

Frequency by hour (average from 9/25/05-10/01/05)

Table 8

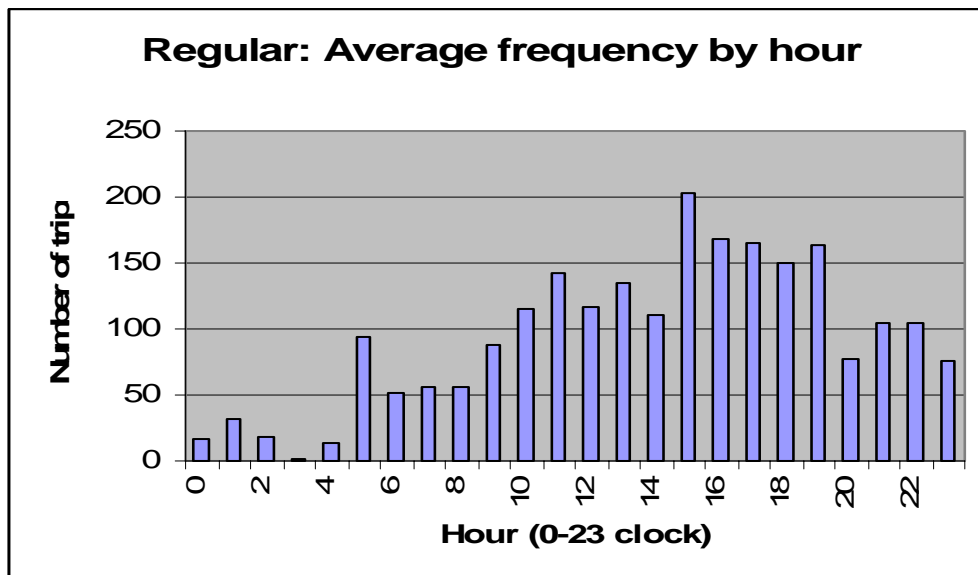
Hour	Total trips per hour	The number of days that had trips	Average trips per hour per day
0	82	5	16.40
1	124	4	31.00
2	65	4	16.25
3	6	3	2.00
4	91	6	15.17
5	650	6	108.33
6	376	6	62.67
7	417	7	59.57
8	477	7	68.14
9	746	7	106.57
10	1007	7	143.86
11	1201	7	171.57
12	1026	7	146.57
13	1154	7	164.86
14	954	7	136.29
15	1762	7	251.71
16	1458	7	208.29
17	1468	7	209.71
18	1323	7	189.00
19	1406	7	200.86
20	684	7	97.71
21	934	7	133.43
22	912	7	130.29
23	663	7	94.71

Regular cabs frequency by hour: Total trips, Average trips

Table 9

Hour	Total trips per hour	The number of days that had trips	Trips per hour per day Regular cabs took
0	50	3	16.7
1	95	3	31.7
2	54	3	18.0
3	3	2	1.5
4	79	6	13.2
5	560	6	93.3
6	305	6	50.8
7	334	6	55.7
8	390	7	55.7
9	619	7	88.4
10	810	7	115.7
11	1002	7	143.1
12	816	7	116.6
13	948	7	135.4
14	776	7	110.9
15	1421	7	203.0
16	1180	7	168.6
17	1161	7	165.9
18	1054	7	150.6
19	1143	7	163.3
20	536	7	76.6
21	732	7	104.6
22	732	7	104.6
23	527	7	75.3

Figure 2

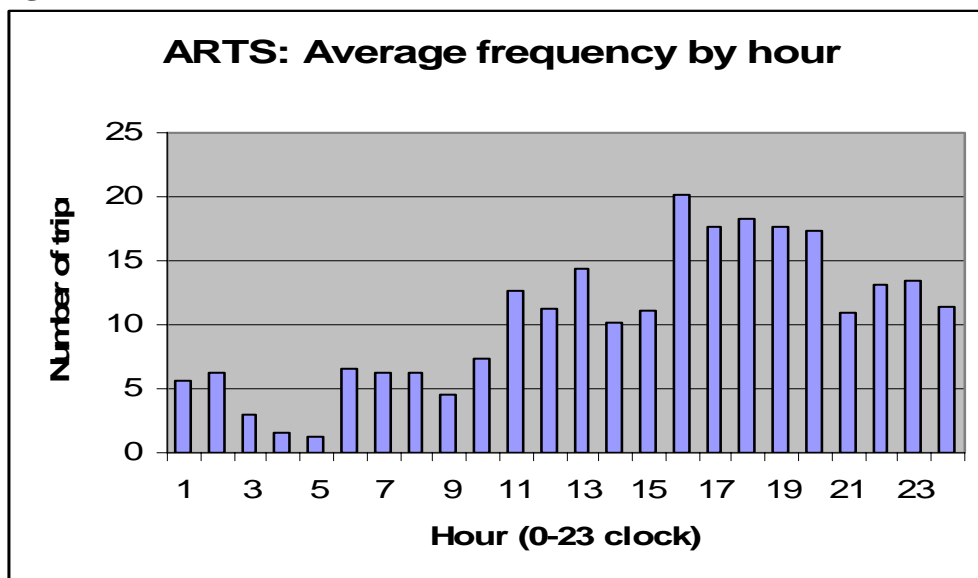


ARTS cabs frequency by hour: Total Trips, Average Trips

Table 10

Hour	Total trips per hour	The number of days that had trips	Average trips per hour per day ARTS cabs took
0	28	5	5.6
1	19	3	6.3
2	6	2	3.0
3	3	2	1.5
4	8	6	1.3
5	39	6	6.5
6	38	6	6.3
7	44	7	6.3
8	32	7	4.6
9	51	7	7.3
10	88	7	12.6
11	79	7	11.3
12	100	7	14.3
13	71	7	10.1
14	78	7	11.1
15	141	7	20.1
16	124	7	17.7
17	128	7	18.3
18	123	7	17.6
19	121	7	17.3
20	76	7	10.9
21	92	7	13.1
22	94	7	13.4
23	80	7	11.4

Figure 3



Wheelchair: totally 20 taxies worked in airport during that week.

Table 11

Date	Number of taxi worked in airport	Total number of trips	Average number of trips per taxi
25-Sep-05	15	56	3.73
26-Sep-05	15	59	3.93
27-Sep-05	14	48	3.43
28-Sep-05	12	40	3.33
29-Sep-05	15	49	3.27
30-Sep-05	16	66	4.13
01-Oct-05	12	33	2.75
Total		351	

ARTS: totally 20 taxies worked in airport during that week.

Table 12

Date	Number of taxi worked in airport	Total number of trips	Average number of trips per taxi
25-Sep-05	18	231	12.83
26-Sep-05	19	295	15.53
27-Sep-05	20	236	11.80
28-Sep-05	18	232	12.89
29-Sep-05	19	231	12.16
30-Sep-05	19	246	12.95
01-Oct-05	18	192	10.67
Total		1663	

Regular: totally 966 taxies worked in airport during that week.

Table 13

Date	Number of taxi worked in airport	Total number of trips	Average number of trips per taxi	Class
25-Sep-05	636	2262	3.56	Regular
26-Sep-05	659	2533	3.84	Regular
27-Sep-05	625	1912	3.06	Regular
28-Sep-05	623	1891	3.04	Regular
29-Sep-05	690	2332	3.38	Regular
30-Sep-05	738	2698	3.66	Regular
01-Oct-05	612	1699	2.78	Regular
Total		15327		

If ARTS cabs don't work in the airport any more and Regular cabs take those trips, every Regular cabs would have 1.52 trips more in that week from 9/25/05-10/01/05 (1663 trips/1097 Unrestricted cabs =1.52 trips).

Simulation report

All the following results are based on running the model for one week during off peak season. If running the model for peak season, the results may be different because of increase in peak taxi use. If, however, the peak hours are not greater than those involved here, the maximum number of 230 Regular cabs and 15 ARTS cabs at peak times would be sufficient to handle current demand without user wait time. This assumes ARTS cabs continue to handle the short trips. If ARTS cabs were folded into the Regular taxi line, the maximum number of taxis required to satisfy even peak hours would be 255 airport dedicated taxis.

With Arts cabs:

Return time	Mean: 15 minutes Standard deviation: 5 minutes	Mean: 15 minutes Standard deviation: 5 minutes
Arts cabs needed		15 cabs

Return time	Mean: 30 minutes **SD: 5 minutes	Mean: 45 minutes SD: 5 minutes	Mean: 60 minutes SD: 10 minutes
Regular cabs needed	140 cabs	185 cabs	230 cabs

Without Arts cabs

Return time	Mean: 25 minutes SD: 5 minutes	Mean: 40 minutes SD: 5 minutes	Mean: 55 minutes SD: 10 minutes
Total cabs needed	115 cabs	200 cabs	255 cabs

Notes:

1. **SD: standard deviation
2. Assumption: the distribution of passengers' arriving is exponential. The distribution of passengers' moving to taxicabs is gamma; the mean and standard deviation of this gamma distribution are 1 minute and 0.1 minute. The distribution of passengers' getting on taxicabs is normal; the mean and standard deviation of this normal distribution are 2 minutes and 0.5 minute. The distribution of taxicabs' coming back (leaving the airport, taking passengers to destination, and returning to airport) is normal.

Unmet Demand Analysis by Zip Code

Unmet Demand Analysis by Zip Code

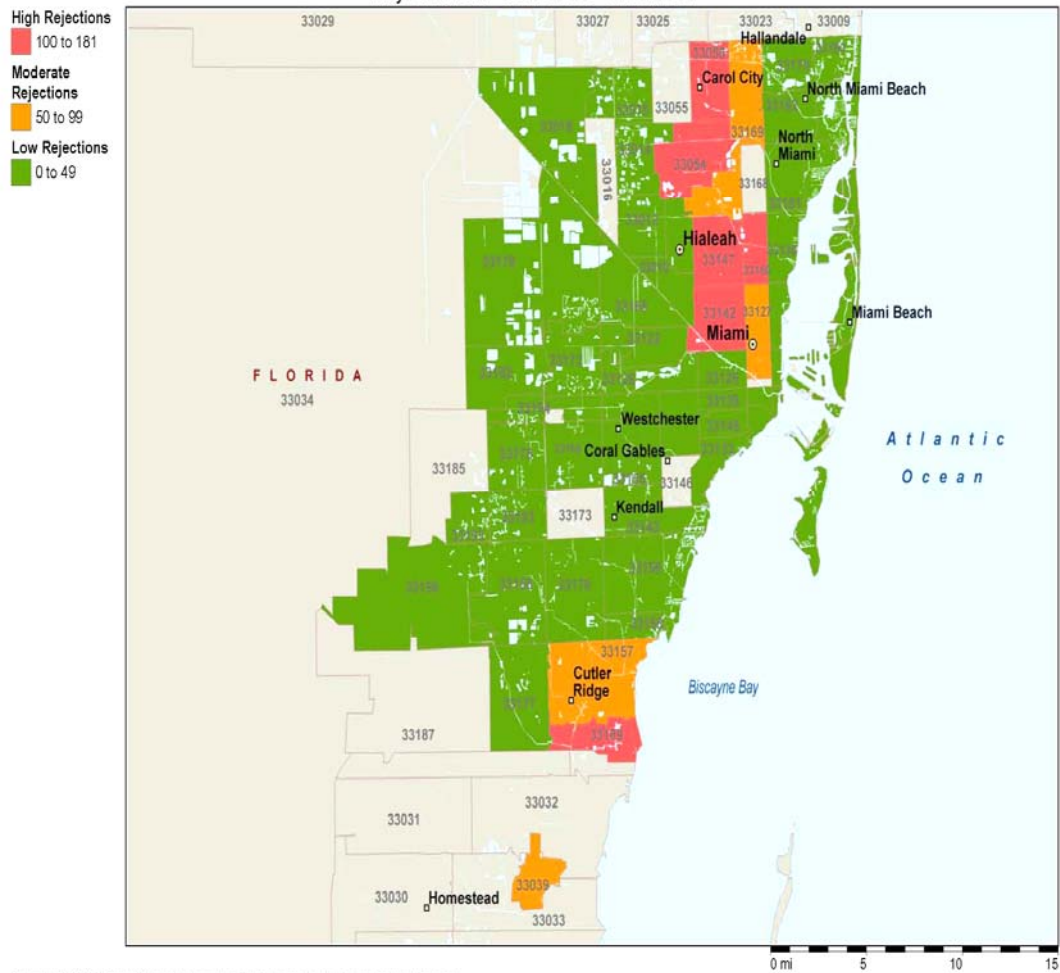
On the following pages are MapPoint pictures of areas of Miami-Dade County which represent unmet taxi demand of one taxi PSC Company – Yellow Cab of Miami. Yellow is the largest single radio taxi dispatch company in Miami-Dade County and the only one to have computerized records of taxi request calls by zone, time of call, and when a call was turned down. That is, when a caller was told there was no cab driver that accepted the trip which was offered to them, or, no cab was available. Yellow was also identified by the Mystery Shoppers Reports as the radio dispatch taxi company most often referred to as the one to call by other PSC companies when they could not provide the service.

Yellow provided raw data for two representative weeks of trip turndowns during the months of May and October, 2005. Yellow executives indicated these weeks represented both peak and off peak weeks for their radio dispatch services.

Raw data was supplied which contained the location of the caller by Yellow Zones. This data was then converted to zip codes and pulled into MapPoint software. Thus, the following maps represent the experiences of only one Miami-Dade taxi dispatch firm, but one industry personnel agree dispatches more calls per day (around 4000) than anyone else.

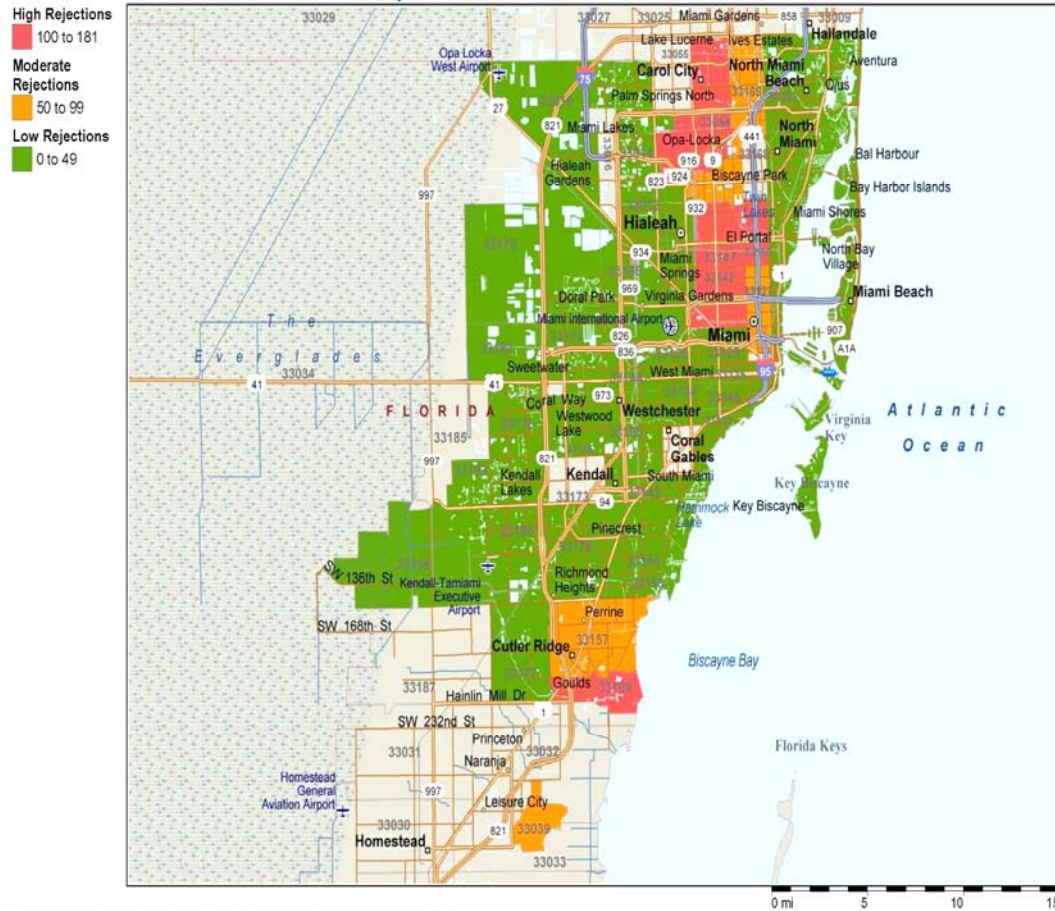
As clearly shown by these maps, if one calls for a Yellow taxi, for example, in downtown Miami, the Beach, Coral Gables, etc., then service can be expected. If however, one calls Yellow from Homestead, Cutler Ridge, Carol City, or North Miami, for example, service is spotty at best and may not be available at all. What is not shown is the fact that some other taxi firm may be the one being called. For example, South Beach is indicated as having some unmet needs but residents of South Beach typically call Central Taxi, which primarily serves this area.

Rejections for 5/15/2005 - 5/22/2005



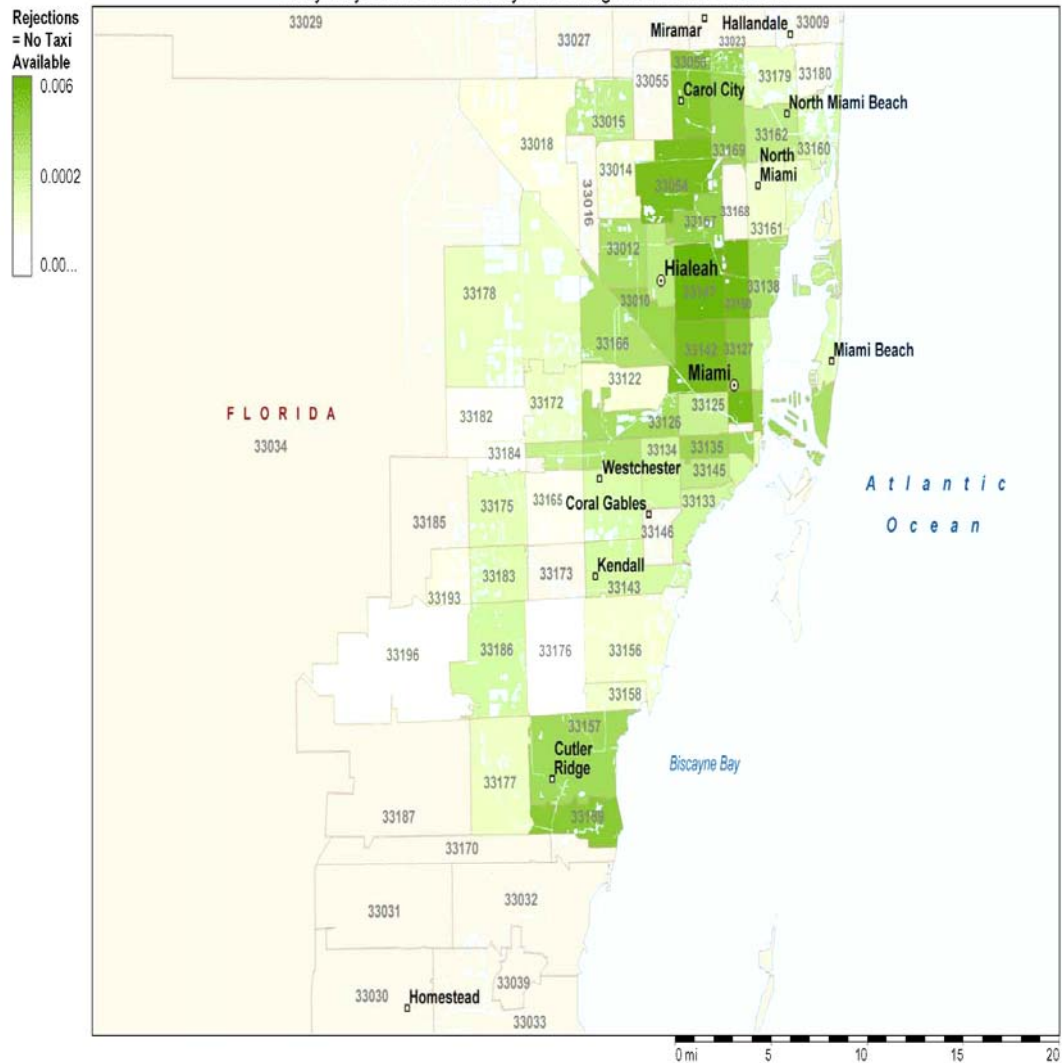
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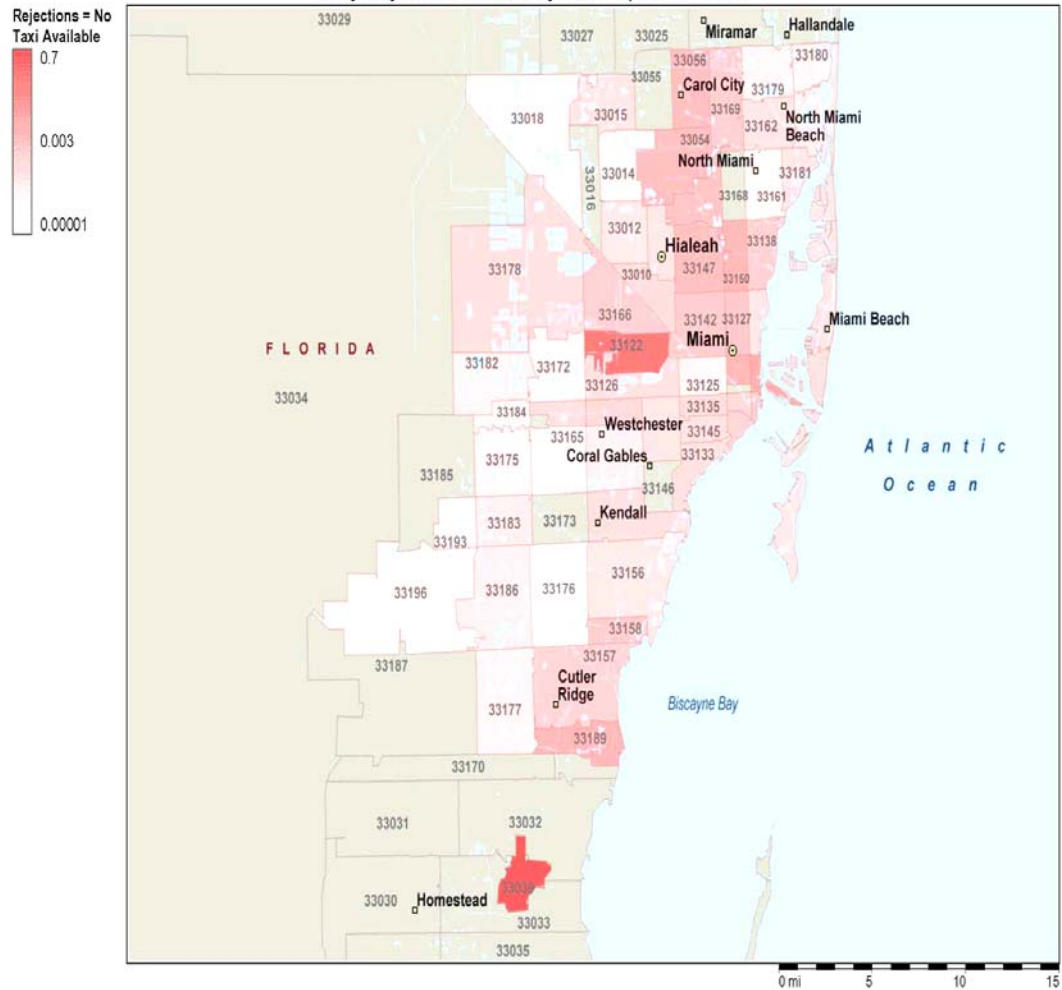
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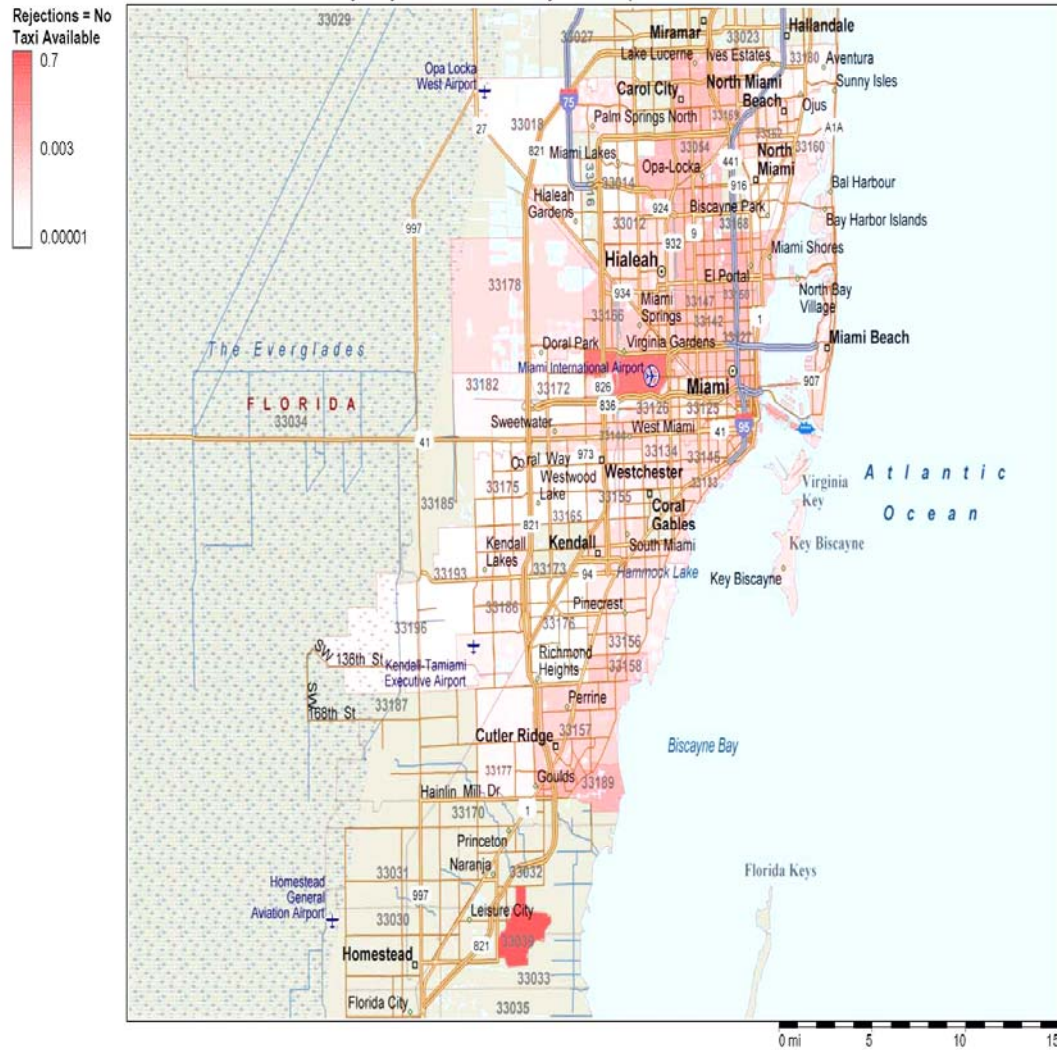
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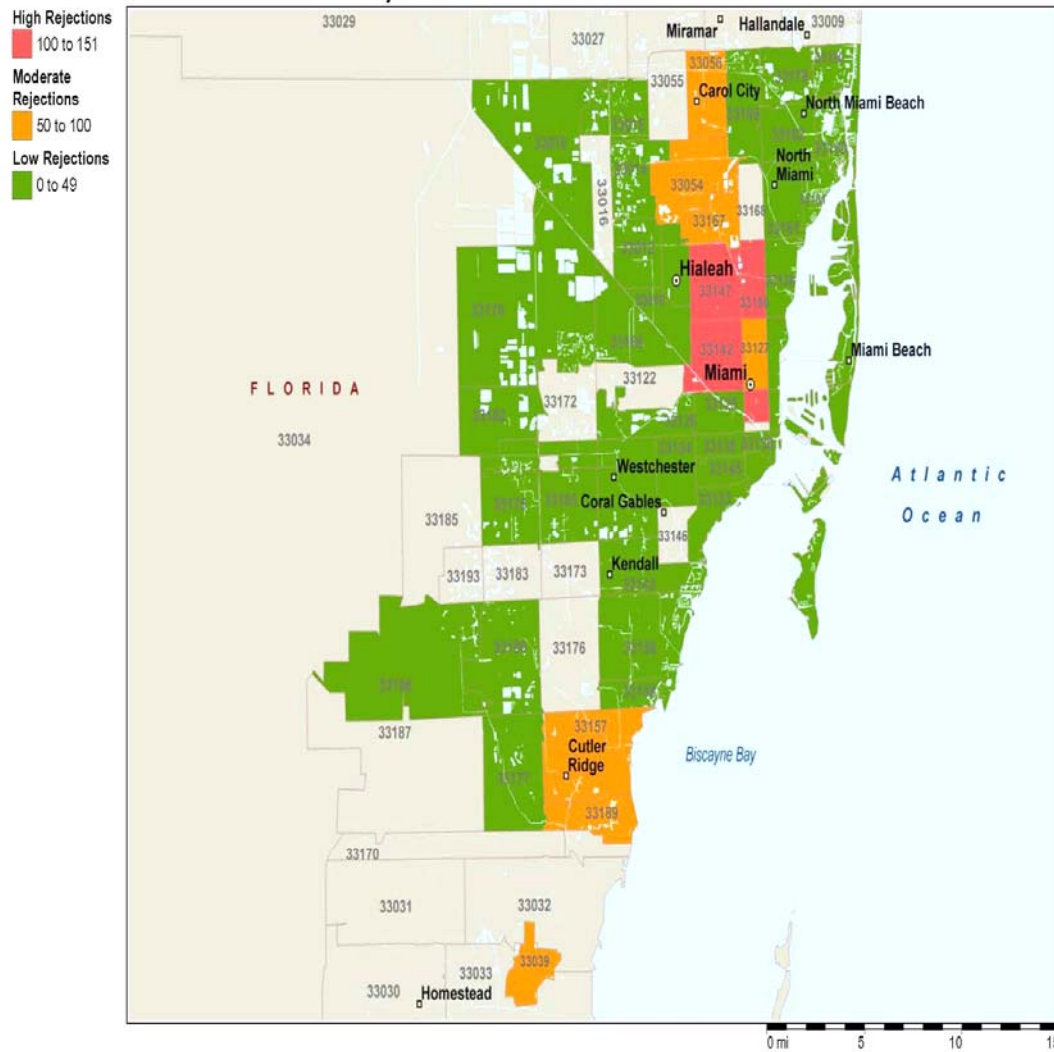
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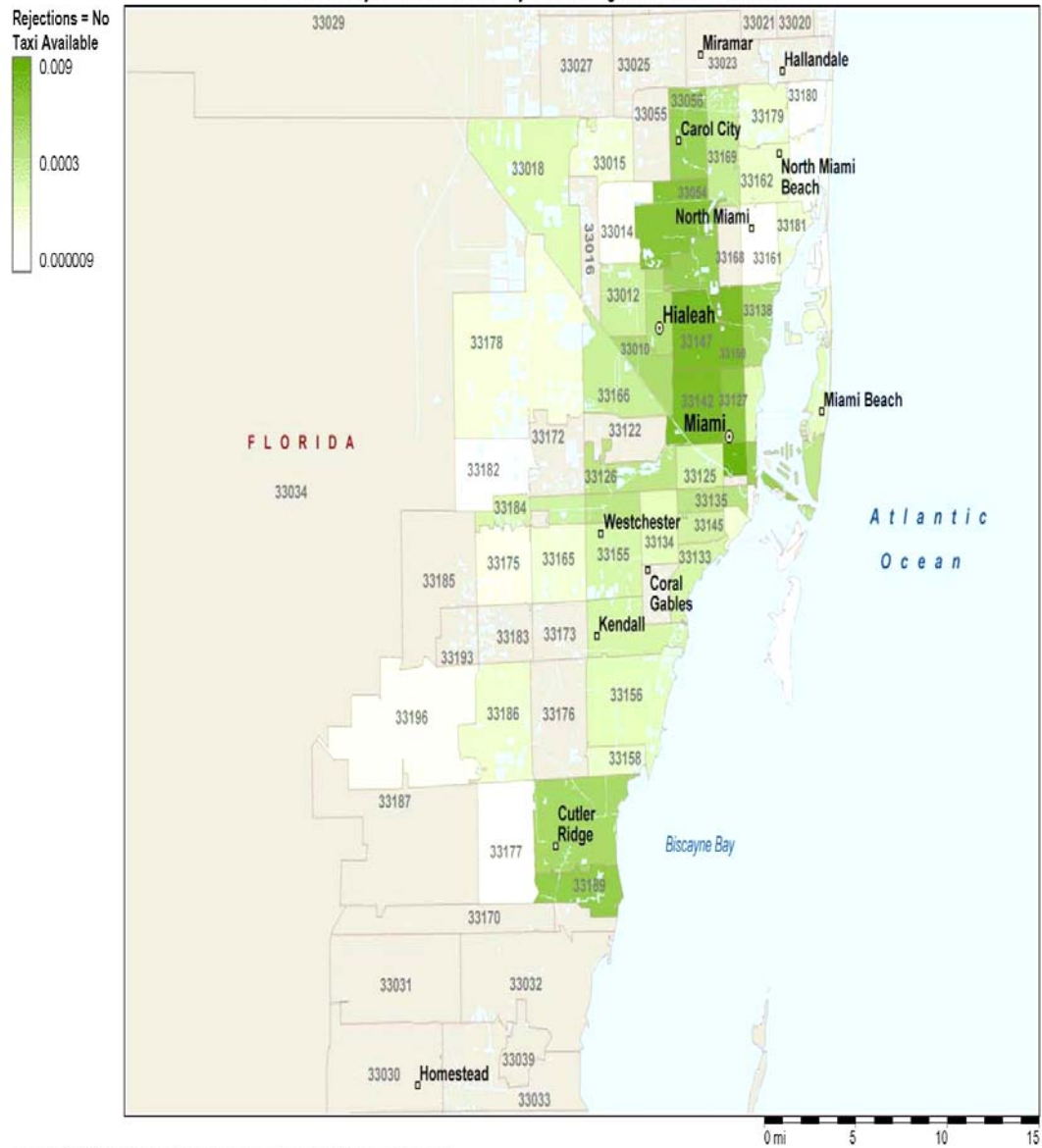
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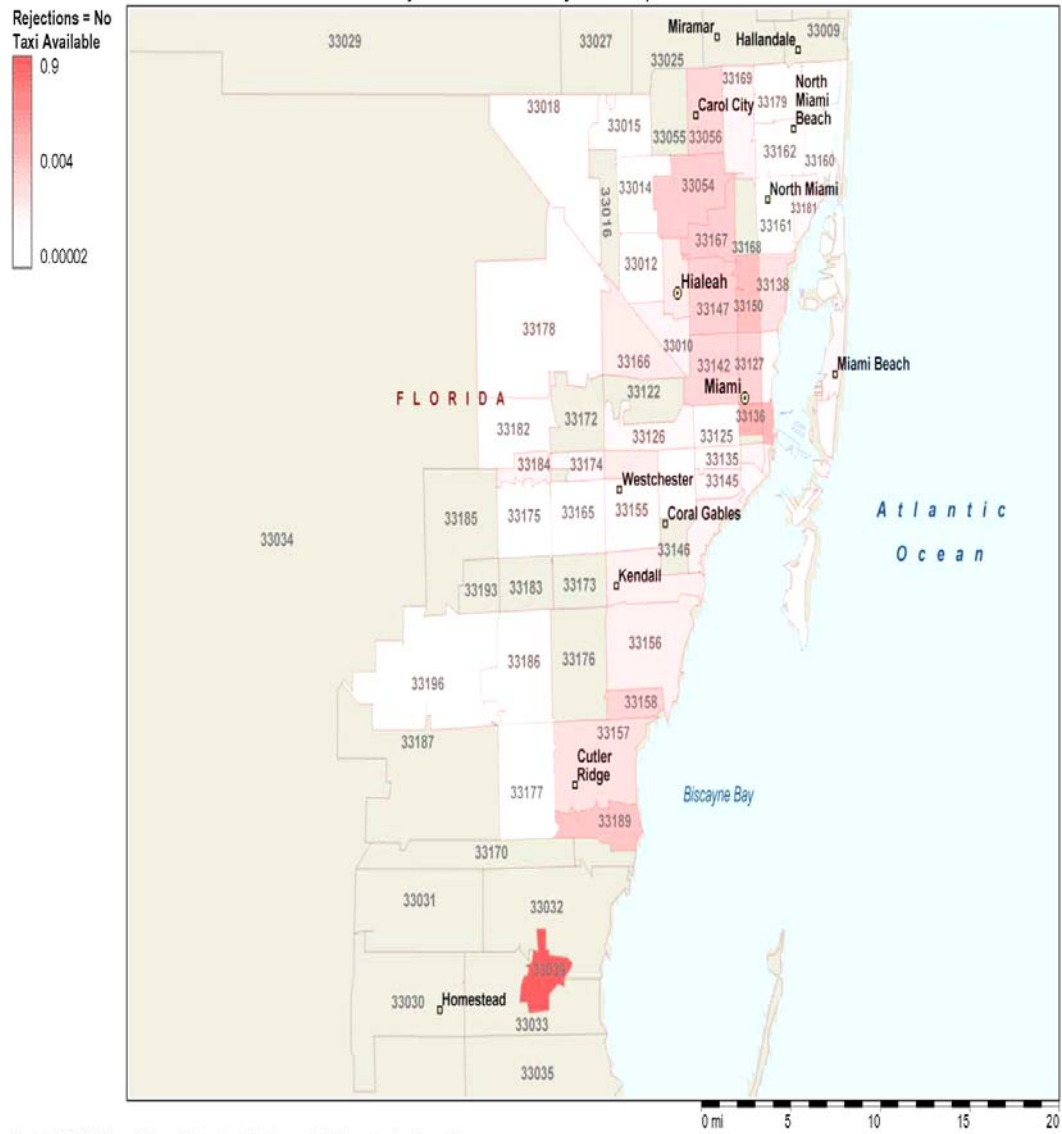
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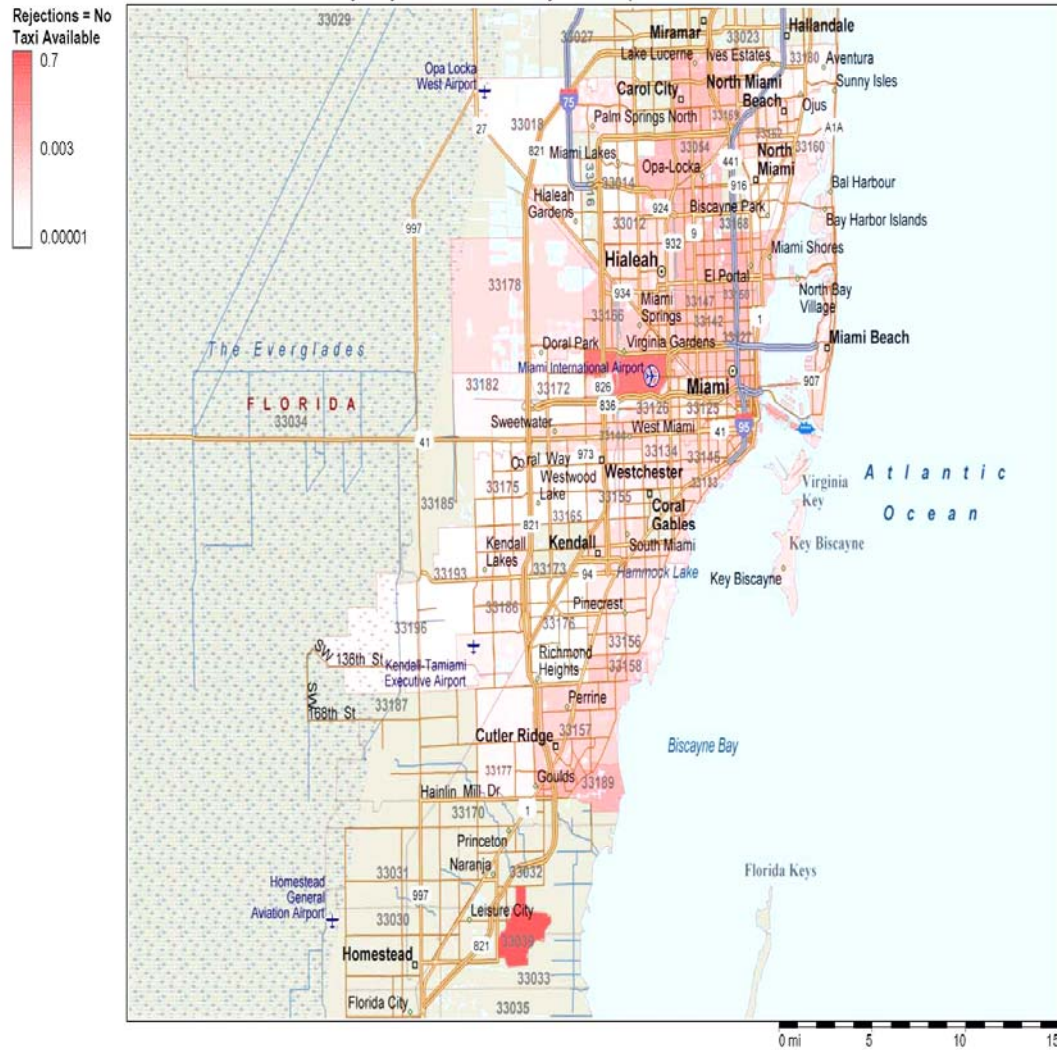
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Mystery Shopper Reports

Mystery Shopper Reports

In order to augment data from mailed surveys, airport taxi data analysis, and taxi dispatch information, mystery shoppers were employed to randomly call PSC taxi lines to request a cab. These mystery shoppers were engaged to take 25 trips during off-peak season and 25 trips during the current peak winter season. Reported on the following pages are the telephone experiences, average ratings, and trip write-ups provided by these first 25 trips.

As shown by this data, mystery shoppers experienced considerable difficulty in using PSC telephone numbers to obtain taxi trips. Many of these callers were told to call other PSC companies, primarily Yellow in order to obtain a taxi ride. The mystery shoppers were instructed not to take all trips out of the central business district, the beach, and/or the airport. Thus, this data reflects more the observances of individuals in outlying and, in some cases, low density areas – but nevertheless, within the service area of Miami-Dade taxis.

As one can see from these reports, typical call-in taxi users experience considerable difficulty with some of their requests for service from some of the PSC firms.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Society Cabs
 Phone number used: 305-757-5523
 - a. Time for operator to answer the phone: 3 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 20 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 17 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		●	
0		0	0		0	
b. answering their phone			0		0	
●		0	0		0	
c. courtesy of drivers				0		●
0		0	0		0	
d. appearance of drivers			0		0	●
0		0		0		
e. willingness to pick up			0		●	
0		0	0		0	
at your establishment						
f. handling of complaints			●		0	
0		0	0		0	
g. appearance of vehicles			0		0	
0		●	0		0	
h. willing to accept credit cards	0		0		0	0
0		●		0		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.
- a. Origin of trip Biscayne Boulevard & 90th Street
 - b. Destination of trip 1313 NW 36th Street
 - c. Trip purpose Bank of America
 - d. Cost \$16.00
 - e. Gratuity \$2.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

The first telephone call was made to Super Nice Cabe Corp. at 305-638-2580. The phone was answered with a fax tone. I then called Society Cabs at 305-757-5523. The phone was answered within 3 rings. I was scheduled for a pickup in 20 minutes. I was told that the driver did not accept credit cards.

Seventeen minutes later, I was picked up. He did not get out of the cab. However, he reached in the back and opened the door for me. When I got in he asked me how I was doing and where I wanted to go. He smiled during the entire trip. We talked about how Hurricane Wilma had hurt Miami. He said he was out of power for two weeks.

The cab was an older automobile. There was no trash in it. However, there was a piece of heavy plastic covering the real floor board. The cab rattled as we drove along and it made quite a few noises. He had the windows down at first but noticed that my hair was blowing. He then put the widows up and turned on the air conditioning.

When we arrived at the location, I requested a receipt. He filled the receipt out completely and gave it to me. The receipt says \$16.10. However, he only charged me \$16.00 and I gave him a \$2.00 tip.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Checker Cab

Phone number used: 899-0000

a. Time for operator to answer the phone: 3 rings

b. Were you scheduled for a taxi trip? X yes no

c. If yes, time estimate for cab to arrive? 5 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines:

When the cab did not arrive in five minutes, I called back. They told me that the cab was on its way.

3. Time it took for the taxi to arrive: 20 minutes

4. How would you rate the taxi service you received? (Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		0	
0		0	•		0	
b. answering their phone			0		0	
•		0	0		0	
c. courtesy of drivers				0		0
•		0	0		0	
d. appearance of drivers			0		0	•
0		0		0		
e. willingness to pick up			0		•	
0		0	0		0	
at your establishment						
f. handling of complaints			0		0	
0		•	0		0	
g. appearance of vehicles			0		0	
•		0	0		0	
h. willing to accept credit cards	0			0		0
0		0		•		

5. Please ask the driver to fill out a receipt for you.

a. Did the driver fill out the receipt completely? X yes no

b. Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.
- a. Origin of trip 1313 NW 36th Street
 - b. Destination of trip 1351 NW 12 Street
 - c. Trip purpose Court House – Traffic Court
 - d. Cost \$8.10
 - e. Gratuity \$1.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I called Moskocab at 305-633-2227. The phone was answered and I was told to call the dispatcher at 305-899-9999. I called the number twice. Both times the phone was picked up and then hung up. I then called Best Yellow Taxi Service at 305-445-4444. The phone would ring 4 times and then hang up. I then called Eastern Taxi at 305-751-1335. The number had been disconnected. I then called Checker Cab Company. I asked if they accepted credit cards and they told me no. I was told that a cab would be there in 5 minutes. When it did not arrive, I called back. They told me that the cab was on its way and would be there in a few minutes. After waiting 20 minutes, the cab arrived.

I was picked up. He was on the opposite side of 36th Street. He stopped and waited for me to cross in the traffic. He did not open the door. I got in the cab and he asked where I needed to go to. I gave him the address. I tried two or three times to engage him in conversation, to no avail. I think that there was a language problem as he spoke with a heavy accent. I do not believe he could understand English.

We arrived at the courthouse and I requested a receipt. He would not accept a credit card. I requested that he fill out the receipt which he did.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Super Yellow Cab
 Phone number used: 305-887-7777
 - a. Time for operator to answer the phone: 4 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 15-20 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 5 minutes
4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		●	
0		0	0		0	
b. answering their phone		●	0		0	
0			0		0	
c. courtesy of drivers		●		0		0
0			0		0	
d. appearance of drivers			0	0		●
0		0		0		
e. willingness to pick up			0		●	
0		0	0		0	
at your establishment						
f. handling of complaints			●		0	
0		0	0		0	
g. appearance of vehicles			0		0	
0		●	0		0	
h. willing to accept credit cards	0		0	0		0
0		●		0		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.
- a. Origin of trip 1351 NW 12 Street
 - b. Destination of trip 1627 NW 27 Avenue
 - c. Trip purpose Citibank
 - d. Cost \$9.30
 - e. Gratuity \$1.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I called Crown Taxi at 305-445-5555. The phone was answered and I was told to call 305-887-7777. I called 305-887-7777. The phone was picked up after 4 rings. I was told that a cab would be there in 15 to 20 minutes. The cab arrived 5 minutes later. I asked about credit cards and was told that they did not accept credit cards.

I was picked up. He did not offer to open the door and I got in. He asked where to and I gave him the address. I tried several times to engage him in conversation. However, he would not talk.

As we drove in silence, I noticed that the cloth seats in the front were dirty. Also, the door handles in the back had a build-up of dirt.

When we arrived at the destination, I asked for a receipt. I asked him to fill out the receipt which he did. I paid him \$9.30 for the ride and gave him a \$1.00 tip. When I paid him with a \$20.00 bill and \$.30, he did not have change on with him. He had to get out of the cab and get in the trunk to get me the rest of my change.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Flamingo Taxi
 Phone number used: 305-759-8100
 - a. Time for operator to answer the phone: 4 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 20 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 17 minutes
4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		●	
0		0	0		0	
b. answering their phone		●	0		0	
0			0		0	
c. courtesy of drivers		●		0		0
0			0		0	
d. appearance of drivers			0	0		●
0		0		0		
e. willingness to pick up			0		●	
0		0	0		0	
at your establishment						
f. handling of complaints			●		0	
0		0	0		0	
g. appearance of vehicles			0		0	
●		0	0		0	
h. willing to accept credit cards	0		0	0		0
0		●		0		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.
- a. Origin of trip 1627 NW 27th Avenue
 - b. Destination of trip Biscayne Blvd. & 90th Street
 - c. Trip purpose Publix Supermarket
 - d. Cost \$24.00
 - e. Gratuity \$3.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I called Diamond Cab at 305-545-5555. I was put on hold, then someone picked the phone up and hung it up. I then called Flamingo Taxi at 305-759-8100. I was told that it would be about 20 minutes before the cab would arrive. I asked about credit cards and they told me that they did not take credit cards.

I was picked up 17 minutes later. He did not offer to open the door. I got in the cab and gave him the address. The cab was a very new one, very clean inside. You could still smell the leather in the seats.

The name on the cab that picked me up was Moskocab which I had tried to call previously. However, the receipt he gave me said Coral Cab.

I tried to engage driver in conversation. However, he did not talk as he was driving over the speed limit, changing lanes etc. Several times during the trip we almost got into an accident from the lane changing or stopping quickly behind a stopped car.

When we got to the destination, I asked for a receipt and requested that he fill it out. He filled out the receipt and I paid him. (I was anxious to get out of the cab as I was worried about getting in a serious accident).

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Yellow Cab (See notes below on other calls)
Phone number used:
 - a. Time for operator to answer the phone: 3 min _____
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 15-20 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following line

I called back Yellow Cab and had to hold again after the phone was answered by a recording for 2 minutes. When the operator came on, I asked about my taxi and she told me it should be any minute

3. Time it took for the taxi to arrive: 34 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival			0		0	
0		0	•		0	
b. answering their phone			0		0	
•	0		0	0		
c. courtesy of drivers				0		•
0	0		0		0	
d. appearance of drivers			0	•		0
0		0		0		
e. willingness to pick up			0		0	
•	0		0		0	
at your establishment						
f. handling of complaints			•		0	
0	0		0		0	
g. appearance of vehicles			0		•	
0	0		0		0	
h. willing to accept credit cards	0			0		0
•		0		0		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? yes no
 - b. Did the driver accept credit cards? yes no

6. Please record your cost for this taxi trip.
- a. Origin of trip _____ 12275 NE 19th Avenue _____
 - b. Destination of trip _____ 79th Street and North Miami Avenue _____
 - c. Trip purpose _____
 - d. Cost _____ 13.30 _____
 - e. Gratuity _____
7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

Taxi Shop
December 2, 2005

1st Attempt

Morning:

I had a 10 minute appointment any time between 10 and 11:00 a.m. to sign some papers about 1 mile outside of the designated zone. I had made arrangements with a friend that I would take the taxi from my house to just inside the SE border of the shop zone and call her when I was on my way. She was going to meet me and drive me to my appointment and then bring me back so I could continue on with the shop from where I had been dropped by the first cab..

9:10 a.m **A All Aventura** - Phone answered on first ring. I requested a taxi at my home address and asked how long it would be. The operator told me she was not sure what she had available in the area, but she would get one to me a.s.a.p.

9:31 a.m. - The taxi from **A All Aventura** had not arrived and so I called to ask when it would be here. I was told that they still did not have anyone in the area and to try (305) 919-7777. I asked what company that was and she told me Century Cab.

9:33 a.m. - **Century Cab** answered on the second ring. I asked if they could get me a taxi within 30 minutes. The operator asked where I was calling from and when I told her she said that shouldn't be a problem. I added that if possible I would need to use a credit card.

9:59 a.m. - I called **Century Cab** back to inquire about my taxi and was told it would probably be at least another 20 minutes.

Because I had something scheduled within the hour, I elected to go ahead and drive to my meeting and start over again in the afternoon.

I had a very difficult time getting a taxi in the afternoon as well. Not only did I experience busy signals, but when I dialed the numbers I got 'all circuits are busy' recordings.

2:18 pm. - I called **A All Aventura Taxi** and got a busy signal the first time. I called back and the phone was answered on the first ring. The operator told me without even asking where I was that they were very busy and I would be better to call **Flamingo Cab**.

2:22 p.m. - **Flamingo Cab** also answered on the first ring, asked me where I needed to be picked up, told me they had no cabs in the area and to try **Tropical Cab** at (305)947-3333.

2:28 p.m. Tropical Cab also answered on the first ring. I told the operator my address and that I needed a taxi as soon as possible. She repeated my address and verified my cell phone number. I asked if she could tell me how long it would be and she said she did not know, but she would get the first cab she had in the area to me.

2:59 p.m.- I called **Tropical Cab** back to inquire about my taxi. The operator told me they were very busy and that she did not know how long it would be. With that I cancelled the cab and decided to call another taxi company.

3:02 p.m. - I called **Century Cab** . The phone was answered on the 2nd ring and I requested a taxi to my home. The operator asked where I was going and confirmed my address and telephone number. I asked how long it would be and she said probably about 20 minutes. This time I told her that if at all possible I would like to be able to use a credit card.

3:28 p.m. - I called **Century Cab** to find out what the status was on my taxi and she said it would be at least another 20 minutes before she had someone in the area. I told her to cancel the taxi and decided to try one of the large well known taxi companies.

3:31 p.m. - I called **Yellow Cab**.(large co.) A recording answered and I waited 3 minutes for a person to come on the line. I asked how long it would take to get a taxi to my address. I was told 15-20 minutes and requested a taxi that would take a credit card.

3:57 pm. - I called back **Yellow Cab** and had to hold again after the phone was answered by a recording for 2 minutes. When the operator came on, I asked about my taxi and she told me it should be any minute.

4:03 pm. - A driver from **Yellow Cab** called me and asked exact directions to my house, saying he was about 4 blocks away and would be just a couple more minutes.

4:05 p.m. The taxi arrived.

Ride #1 - Yellow Cab - 12275 NE 19th Avenue to 79th Street and North Miami Avenue

The taxi was impeccably clean. The driver was a gentleman named Jean St. Fleur and greeted me very courteously. He asked how I was today and apologized for the delay and asked where I was going. He was well groomed, wearing dark color trousers and a button down shirt. It was a beautiful day and the windows of the taxi were rolled down. The driver commented on how nice it was outside and that it was so rare to be able to drive without the air conditioning. He then asked me if I would prefer to have the windows up and the air on. I said I was comfortable the way it was.

Mr. St Fleur made conversation with me throughout the ride, discussing that this was his first fare of the day, but he knew it would be busy because of the Art Basel trade show going on. He informed me that this was one of the tree big events of the year for the cab drivers. We also talked about the new mayor that had just been elected in the area he picked me up in and he told me a story about something that had happened to another taxi driver earlier that week. He was very friendly without being obtrusive.

When we arrived at my destination, before I even had a chance to say anything a young man approached the front passenger window and asked the driver if he could take him and his mother to a nearby destination. Mr. St Fleur told the young man that he should call a cab, the young man said he had and that they had been trying to get a cab since 2:30. The driver then told the young man to excuse him and that he had a passenger and to please just wait a moment.

The meter read \$13.30. I handed him my credit card. He was quite surprised and said that no one had said anything about a credit card. They usually only take credit cards on certain routes and he did not have the machine to make an imprint of my card and that he could not take the card. I

asked him if he could not call it in to the company. He told me that if that was the only way I had to pay, we were going to have to do that.

As he express the willingness to take the card if need be, I let it go at that. It had already taken me over 2 hours to get just the first ride completed. The young man was standing at the window and he had the volume on his radio back up so he could hear the calls in the area. I paid with cash. He apologized for the credit card situation and wished me a good day.

As I walked away from the taxi, the young man that had approached him when we arrived got in.

Note: Since the man waiting had said he tried for over 2 hours to get a cab (because of the trade show) I called for instruction and decided to postpone the remainder of my taxi rides.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: **Flamingo Taxi**

Phone number used: 305-759-8100

- a. Time for operator to answer the phone: 2 rings
- b. Were you scheduled for a taxi trip? yes
- c. If yes, time estimate for cab to arrive? 5-10 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

After 20 minutes I called back and was told no cabs were presently in my area that took credit cards, maybe 30 minutes. 40 minutes later I called back and was told again no credit card cabs available. I told him I would pay cash and again I was told no cabs were available but he would call another company. I asked if he could try one with credit card acceptance. A Super Yellow Cab showed up 90 minutes after I first called. Thirty minutes after my last call.

3. Time it took for the taxi to arrive: 90 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

					5
	4	3	2	1	
	Good	OK	Poor	Very	N/A
					Very
					Good
					Poor
a.	promptness of arrival		0	0	
0		0	0	X	
b.	answering their phone		0	X	
0		0	0	0	

c.	courtesy of drivers		0		0	
0	X		0		0	
d.	appearance of drivers		0		0	0
	X	0		0		
e.	willingness to pick up		0		0	
0	X		0		0	
	at your establishment					
f.	handling of complaints		X		0	
0	0		0		0	
g.	appearance of vehicles		0		0	
0	X		0		0	
h.	willing to accept credit cards	0		0		0
	0	X		0		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? No
 - b. Did the driver accept credit cards? No

6. Please record your cost for this taxi trip.
 - a. Origin of trip 2700 NW 79 St
 - b. Destination of trip 10505 Sw 113 Pl
 - c. Trip purpose Return Home
 - d. Cost 64.10
 - e. Gratuity 7.00

7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).**

The driver gave me a pleasant "Hello" as I entered the cab. He asked me which way I would like to go and I told him the fastest. It was now rush hour time in Miami. The driver took several side streets to avoid heavy traffic but no help. He kept saying "heavy traffic" which it was. The normal 32 mile, 35 minute trip took one hour twenty minutes. The cab was clean and tidy but showed worn due to age. The driver was dressed casual. Nothing else was said between us until I arrived home. Upon stopping at my house I gave him my credit card and was told "I do not have a machine". It appeared to me that since a credit card cab could not be found they sent any cab around. I paid him in cash and was given a blank receipt.

Additional Comments on Taxi survey on December 3, 2005. NW 7th St to NW 27th Ave to N. Miami Ave to NW 79th Street.

Called from home to start survey 10 AM.

1. All Kendall Taxi. 305-999-9994. Three rings. No taxis available.
2. Pinecrest Taxi. 305-444-4441. Three rings. No taxis available. Told to call 305-444-4444.
3. USA Taxi. 305-221-1111. Three rings. No taxis at the moment.
4. South Dade Taxi. Two rings. 305-448-8888. I got the same person from the above #2 Pinecrest Taxi. No Taxi available, call 305-444-4444.
5. KB Village Taxi. Four rings. 305-361-3111. No taxis in my area.
6. Kendall Yellow Taxi. Sixteen rings. 305-634-1111. No answer.

I live in the Kendall area (Southwest section of Miami) . The names of all these companies indicate they are in my area.

On my entire journey it appeared the credit card use is at the risk of the user. It may be told that it is accepted but it is at the drivers option.

At my 2nd pick up site, while I was on my over two hour wait, I noticed over 60 cabs go by empty and none were mine.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: **South Miami Dade Taxi**
Phone number used: 786-242-7117
 - a. Time for operator to answer the phone: 2 rings
 - b. Were you scheduled for a taxi trip? yes
 - c. If yes, time estimate for cab to arrive? 10-15 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.
3. Time it took for the taxi to arrive: 22 minutes
4. How would you rate the taxi service you received? (Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a.	promptness of arrival		θ		θ	
θ		X	θ		θ	
b.	answering their phone		θ		X	
θ		θ	θ		θ	
c.	courtesy of drivers			θ		θ
θ		X	θ		θ	
d.	appearance of drivers		θ		θ	X
θ		θ		θ		
e.	willingness to pick up		θ		X	
θ		θ	θ		θ	
	at your establishment					
f.	handling of complaints		X		θ	
θ		θ	θ		θ	
g.	appearance of vehicles		θ		X	
θ		θ	θ		θ	
h.	willing to accept credit cards		θ		X	θ
θ		θ		θ		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? yes
 - b. Did the driver accept credit cards? yes
6. Please record your cost for this taxi trip.
 - a. Origin of trip 10505 Sw 113 Pl
 - b. Destination of trip 1699 NW 7th St
 - c. Trip purpose Position for survey
 - d. Cost 44.10

e. Gratuity 3.90

- 7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).**

The driver greeted me with a friendly Hello. He did not say anything else to me on the trip. He was on his cell phone for most of the journey. The cab was clean and well maintained. Upon arrival at the destination the driver said, "Just a few minutes for the paperwork Papi". He processed the credit card transaction without delay and then said a friendly Good-bye. He properly filled out the credit card paper but left the cab receipt blank. He was dressed business casual. Cab read Yellow Cab in spite of calling South Miami Dade Taxi.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: **Yellow Cab**
 Phone number used: 305-444-4444
 - a. Time for operator to answer the phone: 45 seconds
 - b. Were you scheduled for a taxi trip? yes
 - c. If yes, time estimate for cab to arrive? 30 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 37 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		0	
0		X	0		0	
b. answering their phone			0		0	
0		X	0		0	
c. courtesy of drivers				0		0
0		X	0		0	
d. appearance of drivers			0		0	X
0		0		0		
e. willingness to pick up			0		0	
0		X	0		0	
at your establishment						
f. handling of complaints			X		0	
0		0	0		0	
g. appearance of vehicles			0		X	
0		0	0		0	
h. willing to accept credit cards	0			0		0
0		X		0		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? no
 - b. Did the driver accept credit cards? no
6. Please record your cost for this taxi trip.
 - a. Origin of trip 2700 NW 79 St
 - b. Destination of trip 1699 NW 7th St

- c. Trip purpose Survey
 - d. Cost 16.10
 - e. Gratuity 2.00
7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).**

This cab was clean and was free of trash. The driver greeted me with "Hello". Nothing at all was said to me on the entire ride. The telephone operator stated they did take credit cards but he told me no. He was dressed business casual. I called this large company first due to the problems I had at this location earlier. When I asked for a receipt he only gave me a blank one and would not fill it out.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: **Super Yellow Taxi**
 Phone number used: 305-888-7777
 - a. Time for operator to answer the phone: 3 rings
 - b. Were you scheduled for a taxi trip? yes
 - c. If yes, time estimate for cab to arrive? immediately
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.
After 20 minutes I called and was told it is on its way.

3. Time it took for the taxi to arrive: 36 minutes
4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
					Poor	Good
a. promptness of arrival			0	0	0	
0		0	X	0	0	
b. answering their phone			0	X	0	
0		0	0	0	0	
c. courtesy of drivers			0	0	0	0
X		0	0	0	0	
d. appearance of drivers			0	0	0	0
X		0	0	0	0	
e. willingness to pick up			0	0	0	
0		X	0	0	0	
at your establishment						
f. handling of complaints			X	0	0	
0		0	0	0	0	
g. appearance of vehicles			0	0	0	
0		X	0	0	0	
h. willing to accept credit cards			0	0	0	0
0		X	0	0	0	

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? No
 - b. Did the driver accept credit cards? No
6. Please record your cost for this taxi trip.

- a. Origin of trip 1699 NW 7th St
- b. Destination of trip 2700 NW 79th St
- c. Trip purpose taxi survey
- d. Cost 17.10
- e. Gratuity 2.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

Even though I was 8 miles away from a previous drop off, the same driver from trip two picked me up. He greeted me with a happy welcome back. The cab was clean but worn. The driver was polite but again was on his cell phone the entire time. He did not say anything else to me for the trip. He was dressed casual. I asked but again if he would take a credit card. He said he did not have a machine for credit cards. I paid him in cash and he gave a cheerful "thank you".

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Yellow Cab
Phone number used: 305-444-4444
 - a. Time for operator to answer the phone: 1 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 10 - 15 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.
I called back and was placed on hold. At that point the taxi arrived.

3. Time it took for the taxi to arrive: 18 minutes
4. How would you rate the taxi service you received? (Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0	0	Poor	
0		•	0	0		
b. answering their phone			0	0		
0		•	0	0		
c. courtesy of drivers				0	0	
0		•	0		0	
d. appearance of drivers			0	0		•
0		0		0		
e. willingness to pick up			0		•	
0		0	0		0	
at your establishment						
f. handling of complaints			•		0	
0		0	0		0	
g. appearance of vehicles			0		•	
0		0	0		0	
h. willing to accept credit cards	0		0		0	0
0		0		•		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.
- a. Origin of trip 11203 SW 152nd Street
 - b. Destination of trip 8888 SW 136th Street
 - c. Trip purpose Falls Shopping Center
 - d. Cost \$12.00
 - e. Gratuity \$2.00
7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I called Super Yellow Taxi at (305) 888-7777. The phone was picked up and then hung up without a word. I then called South Beach Taxi (305) 595-7522 (this number is located close to the area). I was told to call 305-444-4444. At this point, I called 305-444-4444. It is 3:02 PM. I was placed on hold for 2 to 3 minutes. I was told that it would take 10-15 minutes for the cab to arrive. After 15 minute I called back, however the cab arrived during my call.

The driver arrived and did not get out of the cab. When I got in, he asked where I was going and I told him. Once in the cab, the driver proceeded to turn the taxi (which was a van) in the middle of the driving lanes. As we are making the turn, a Lincoln Navigator approached and almost broadsided us. The driver proceeded to yell "Are you stupid or something? Can't you see I am turning?"

As we proceeded, the traffic was very heavy due to school just getting out. I tried to engage him in a conversation about the traffic, etc. He just said it's the big city and that is what is expected. He then got on his cell phone and began speaking in Arabic to someone. When we arrived at the destination, he hung up the phone.

I asked for a receipt and he partially filled it out.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Yellow Cab
 Phone number used: 305-444-444
 - a. Time for operator to answer the phone: 2 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 10-15 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 8 minutes
4. How would you rate the taxi service you received? (Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		●	
0		0	0		0	
b. answering their phone			0		0	
●		0	0		0	
c. courtesy of drivers				0		0
0		●	0		0	
d. appearance of drivers			0	0		●
0		0		0		
e. willingness to pick up			0		●	
0		0	0		0	
at your establishment						
f. handling of complaints			●		0	
0		0	0		0	
g. appearance of vehicles			0		0	
●		0	0		0	
h. willing to accept credit cards	0			0		0
0		0		●		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.
- a. Origin of trip 8888 SW 136th Street
 - b. Destination of trip 15077 S. Dixie Highway
 - c. Trip purpose Washington Mutual
 - d. Cost \$6.00
 - e. Gratuity \$1.00
7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I made the first telephone call to Kendall Yellow Taxi, (305) 634-1111. After 8 rings, there was no answer. I then called Sunshine Taxi at (305) 445-3333. They answered on the first ring and said they did not go that far south. They told me to call (305) 444-4444. I then called that number which is Yellow Cab. The phone was answered in two rings and I was told that it would be 10 to 15 minutes before the cab would arrive. That was at 11:38 PM.

The taxi arrived 8 minutes later. He approached from the opposite side of the street. When he saw me, he proceeded to turn the taxi in the middle of the street, thus blocking traffic in both directions. I got in the cab. He did not get out to open the door.

The driver was dressed in slacks and shirt and had a ball cap on his head. Even though the cab was clean inside and out and looked good, there was a lot of noise from the engine and it rattled as we drove. I tried to engage him in conversation, but he did not respond. After a few minutes, he got on the telephone and began talking in Arabic to someone. He was driving in the middle lane of Dixie Highway (U.S. 1). When we were at the stop, he had to stop the taxi in the middle lane and wait for traffic to pass before he could get in the turn lane.

When we stopped, I asked if he took credit cards. He said he did not. When I asked for a receipt, he handed me the receipt. I asked him to fill it out for me. He filled the receipt out for \$5.70, which is what was on the meter. However, when he gave me my change, he gave me change for \$6.00. I gave him a tip of \$1.00 and got out of the cab.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: South Miami Dade Taxi
Phone number used: 786-242-7117
 - a. Time for operator to answer the phone: 5 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 15 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 12 minutes
4. How would you rate the taxi service you received? (Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival			0		●	
0		0		0		
b. answering their phone			0		0	
0		●		0		
c. courtesy of drivers				0		●
0		0		0		
d. appearance of drivers			0		0	
0			0			●
e. willingness to pick up at your establishment			0		●	
0		0		0		
f. handling of complaints			●		0	
0		0		0		
g. appearance of vehicles			0		0	
●		0		0		
h. willing to accept credit cards			0		0	
0		0		●		0

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? yes Xno
 - b. Did the driver accept credit cards? yes Xno

6. Please record your cost for this taxi trip.
- a. Origin of trip 15077 S. Dixie Highway
 - b. Destination of trip 18341 S. Dixie Highway
 - c. Trip purpose Bank of America
 - d. Cost \$10.50
 - e. Gratuity \$2.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I called South Miami Dade Taxi, (786) 242-7117. After 5 rings, the phone was answered. I was told that the taxi would be there in 15 minutes. The taxi arrived 12 minutes later at 12:27 PM.

The driver pulled up. When I got in, he greeted me by saying, "How are you today and where can I take you?"

The cab driver was dressed in slacks and a plaid shirt and had a cap on his head. The cab was in good condition. There were no engine noises and the cab ride was smooth. He and I had a conversation during the entire trip about the cost of gasoline.

He did not take credit cards. When I asked for a receipt, he partially filled it out with just the date, cab number and amount and signed the receipt. The receipt shows the same as the previous taxi – yellow cab.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Yellow Cab
 Phone number used: 305-444-4444
 - a. Time for operator to answer the phone: 3 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 10 - 15 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

When the cab did not arrive after 15 minutes, I called back and asked. I was put on hold for 2 – 3 minutes. They told me I would have to give them a few more minutes to get a cab in the area.

3. Time it took for the taxi to arrive: 65 minutes
4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival			0		0	
0		0	0		•	
b. answering their phone			0		0	
0		•	0		0	
c. courtesy of drivers				0		0
•		0	0		0	
d. appearance of drivers			0		0	0
•		0		0		
e. willingness to pick up			0		•	
0		0	0		0	
at your establishment						
f. handling of complaints			0		0	
0		•	0		0	
g. appearance of vehicles			0		0	
0		•	0		0	
h. willing to accept credit cards	0		0		0	0
0		0		•		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no

- b. Did the driver accept credit cards? ____yes Xno
6. Please record your cost for this taxi trip.
- a. Origin of trip 18341 S. Dixie Highway
 - b. Destination of trip 10808 Caribbean Boulevard
 - c. Trip purpose Washington Mutual.
 - d. Cost \$8.50
 - e. Gratuity \$1.50
7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I called South Dade Taxi at (305) 448-8888. They said they had no taxis in the area and for me to call (305) 444-4444. I then called Super Yellow Taxi at (305) 888-7777. They told me to call (305) 257-5555. When I called that number, I got a recording. I then called Yellow Cab SW at (305) 266-7799. They told me I needed to call (305) 444-4444. At that point, I gave up and called (305) 444-4444.

After 3 rings, the phone was answered and I was told that it would be 10 to 15 minutes. After 15 minutes, they told me that it would take a few more minutes before the cab was there. After 1 hour, I tried calling the (305) 257-5555 number again. I got another recording. While looking for another number, a cab arrived.

The driver pulled up but did not offer to get out of the cab. When I got in, I mentioned the fact that I had been waiting for more than an hour. He apologized.

The cab driver was dressed in slacks and a shirt and had a dirty hat on his head. The back of the cab was clean. However, in the driver's area and passenger seat in the front, there were dirty rags and papers everywhere. Also, during the ride, I noticed that two warning lights were on in the dash.

We did not have any conversation during the ride.

The cab driver would not take my credit card for payment. When I asked for a receipt, he told me that he had used all his receipts and didn't have any. However, he took a card and wrote the information out on the back of the card. He only put \$8.00 on the card. However, he gave me change for \$9.00 I gave him another dollar for a tip.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Cutler Ridge Taxi
 Phone number used: 305-378-8888
 - a. Time for operator to answer the phone: 3 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 5 - 10 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 6 minutes

4. How would you rate the taxi service you received? (Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		●	
0		0	0		0	
b. answering their phone		●	0		0	
0			0		0	
c. courtesy of drivers		0		0		0
●			0		0	
d. appearance of drivers			0	0		0
●		0		0		
e. willingness to pick up		0	0		●	
0			0		0	
at your establishment						
f. handling of complaints		0	●		0	
0			0		0	
g. appearance of vehicles		●	0		0	
0			0		0	
h. willing to accept credit cards	0		0	0		0
0		0		●		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.
- a. Origin of trip 10808 Caribbean Boulevard
 - b. Destination of trip 11203 SW 152nd Street
 - c. Trip purpose Citibank
 - d. Cost \$14.00
 - e. Gratuity \$2.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I called Homestead Yellow Taxi at (305) 257-5555. The phone rang 4 times and I got an answering machine. I then called Flamingo Taxi at (305) 759-8100. They said they had no taxis in the area and to call (305) 378-8888. I called that number and it was Cutler Ridge Taxi.

After 2 rings, the phone was answered and I was told that it would be 5 to 10 minutes. The cab showed up in 6 minutes. The driver pulled up but did not get out of the cab to open the door. To my surprise, the same driver I had previously. He recognized me right away and asked why I hadn't had him wait since I wasn't there that long. I told him that I thought I was going to be in the bank much longer.

During this ride, we carried on a conversation about young people and how they had no respect for their elders. As we were leaving the location, there was a huge traffic jam to get on U.S. 1. He proceeded to go to the left to make a turn on a side street but was blocked by a pickup truck. He began tooting the horn until the man finally moved forward. We then went through a parking lot to get to U.S. 1. While waiting to pull into traffic, another vehicle pulled almost into us. He gave the guy a mean look and we proceeded up U.S. 1. The other car passed us and proceeded to gesture out the window. At the same time, he returned the gestures.

He again wrote me a receipt on the back of a card. He put the amount as \$15.00. However, I only gave him \$14.00 plus \$1.00 tip. He asked if I wanted him to wait and I said no that I knew this would take much longer.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Yellow Cab (See notes below on other calls)
Phone number used:
 - a. Time for operator to answer the phone: 3 min _____
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 15-20 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following line

I called back Yellow Cab and had to hold again after the phone was answered by a recording for 2 minutes. When the operator came on, I asked about my taxi and she told me it should be any minute

3. Time it took for the taxi to arrive: 34 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival			0		0	
0		0	•		0	
b. answering their phone			0		0	
•	0		0	0		
c. courtesy of drivers				0		•
0	0		0		0	
d. appearance of drivers			0	•		0
0	0	0		0		
e. willingness to pick up			0		0	
•	0		0		0	
at your establishment						
f. handling of complaints			•		0	
0	0		0		0	
g. appearance of vehicles			0		•	
0	0		0		0	
h. willing to accept credit cards	0			0		0
•	0			0		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? yes no
 - b. Did the driver accept credit cards? yes no

6. Please record your cost for this taxi trip.
- a. Origin of trip _____ 12275 NE 19th Avenue _____
 - b. Destination of trip _____ 79th Street and North Miami Avenue _____
 - c. Trip purpose _____
 - d. Cost _____ 13.30 _____
 - e. Gratuity _____
7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

Taxi Shop
December 2, 2005

1st Attempt

Morning:

I had a 10 minute appointment any time between 10 and 11:00 a.m. to sign some papers about 1 mile outside of the designated zone. I had made arrangements with a friend that I would take the taxi from my house to just inside the SE border of the shop zone and call her when I was on my way. She was going to meet me and drive me to my appointment and then bring me back so I could continue on with the shop from where I had been dropped by the first cab..

9:10 a.m **A All Aventura** - Phone answered on first ring. I requested a taxi at my home address and asked how long it would be. The operator told me she was not sure what she had available in the area, but she would get one to me a.s.a.p.

9:31 a.m. - The taxi from **A All Aventura** had not arrived and so I called to ask when it would be here. I was told that they still did not have anyone in the area and to try (305) 919-7777. I asked what company that was and she told me Century Cab.

9:33 a.m. - **Century Cab** answered on the second ring. I asked if they could get me a taxi within 30 minutes. The operator asked where I was calling from and when I told her she said that shouldn't be a problem. I added that if possible I would need to use a credit card.

9:59 a.m. - I called **Century Cab** back to inquire about my taxi and was told it would probably be at least another 20 minutes.

Because I had something scheduled within the hour, I elected to go ahead and drive to my meeting and start over again in the afternoon.

I had a very difficult time getting a taxi in the afternoon as well. Not only did I experience busy signals, but when I dialed the numbers I got 'all circuits are busy' recordings.

2:18 pm. - I called **A All Aventura Taxi** and got a busy signal the first time. I called back and the phone was answered on the first ring. The operator told me without even asking where I was that they were very busy and I would be better to call **Flamingo Cab**.

2:22 p.m. - **Flamingo Cab** also answered on the first ring, asked me where I needed to be picked up, told me they had no cabs in the area and to try **Tropical Cab** at (305)947-3333.

2:28 p.m. Tropical Cab also answered on the first ring. I told the operator my address and that I needed a taxi as soon as possible. She repeated my address and verified my cell phone number. I asked if she could tell me how long it would be and she said she did not know, but she would get the first cab she had in the area to me.

2:59 p.m.- I called **Tropical Cab** back to inquire about my taxi. The operator told me they were very busy and that she did not know how long it would be. With that I cancelled the cab and decided to call another taxi company.

3:02 p.m. - I called **Century Cab**. The phone was answered on the 2nd ring and I requested a taxi to my home. The operator asked where I was going and confirmed my address and telephone number. I asked how long it would be and she said probably about 20 minutes. This time I told her that if at all possible I would like to be able to use a credit card.

3:28 p.m. - I called **Century Cab** to find out what the status was on my taxi and she said it would be at least another 20 minutes before she had someone in the area. I told her to cancel the taxi and decided to try one of the large well known taxi companies.

3:31 p.m. - I called **Yellow Cab**.(large co.) A recording answered and I waited 3 minutes for a person to come on the line. I asked how long it would take to get a taxi to my address. I was told 15-20 minutes and requested a taxi that would take a credit card.

3:57 pm. - I called back **Yellow Cab** and had to hold again after the phone was answered by a recording for 2 minutes. When the operator came on, I asked about my taxi and she told me it should be any minute.

4:03 pm. - A driver from **Yellow Cab** called me and asked exact directions to my house, saying he was about 4 blocks away and would be just a couple more minutes.

4:05 p.m. The taxi arrived.

Yellow Cab - 12275 NE 19th Avenue to 79th Street and North Miami Avenue

The taxi was impeccably clean. The driver was a gentleman and greeted me very courteously. He asked how I was today and apologized for the delay and asked where I was going. He was well groomed, wearing dark color trousers and a button down shirt. It was a beautiful day and the windows of the taxi were rolled down. The driver commented on how nice it was outside and that it was so rare to be able to drive without the air conditioning. He then asked me if I would prefer to have the windows up and the air on. I said I was comfortable the way it was.

The driver made conversation with me throughout the ride, discussing that this was his first fare of the day, but he knew it would be busy because of the Art Basel trade show going on. He informed me that this was one of the tree big events of the year for the cab drivers. We also talked about the new mayor that had just been elected in the area he picked me up in and he told me a story about something that had happened to another taxi driver earlier that week. He was very friendly without being obtrusive.

When we arrived at my destination, before I even had a chance to say anything a young man approached the front passenger window and asked the driver if he could take him and his mother to a nearby destination. He told the young man that he should call a cab, the young man said he had and that they had been trying to get a cab since 2:30. The driver then told the young man to excuse him and that he had a passenger and to please just wait a moment.

The meter read \$13.30. I handed him my credit card. He was quite surprised and said that no one had said anything about a credit card. They usually only take credit cards on certain routes and he did not have the machine to make an imprint of my card and that he could not take the card. I

asked him if he could not call it in to the company. He told me that if that was the only way I had to pay, we were going to have to do that.

As he express the willingness to take the card if need be, I let it go at that. It had already taken me over 2 hours to get just the first ride completed. The young man was standing at the window and he had the volume on his radio back up so he could hear the calls in the area. I paid with cash. He apologized for the credit card situation and wished me a good day.

As I walked away from the taxi, the young man that had approached him when we arrived got in.

Note: Since the man waiting had said he tried for over 2 hours to get a cab (because of the trade show) I called for instruction and decided to postpone the remainder of my taxi rides.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Flamingo Taxi
Phone number used: 305-759-8100
 - a. Time for operator to answer the phone: 4 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 20 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 17 minutes
4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		●	
0		0	0		0	
b. answering their phone		●	0		0	
0			0		0	
c. courtesy of drivers		●		0		0
0			0		0	
d. appearance of drivers			0	0		●
0		0		0		

e.	willingness to pick up	0	•
0	0	0	0
	at your establishment		
f.	handling of complaints	•	0
0	0	0	0
g.	appearance of vehicles	0	0
•	0	0	0
h.	willing to accept credit cards	0	0
0	•	0	0

5. Please ask the driver to fill out a receipt for you.

- Did the driver fill out the receipt completely? X yes no
- Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.

- Origin of trip 1627 NW 27th Avenue
- Destination of trip Biscayne Blvd. & 90th Street
- Trip purpose Publix Supermarket
- Cost \$24.00
- Gratuuity \$3.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I called Diamond Cab at 305-545-5555. I was put on hold, then someone picked the phone up and hung it up. I then called Flamingo Taxi at 305-759-8100. I was told that it would be about 20 minutes before the cab would arrive. I asked about credit cards and they told me that they did not take credit cards.

I was picked up 17 minutes later. He did not offer to open the door. I got in the cab and gave him the address. The cab was a very new one, very clean inside. You could still smell the leather in the seats.

The name on the cab that picked me up was Moskocab which I had tried to call previously. However, the receipt he gave me said Coral Cab.

I tried to engage in conversation. However, he did not talk as he was driving over the speed limit, changing lanes etc. Several times during the trip we almost got into an accident from the lane changing or stopping quickly behind a stopped car.

When we got to the destination, I asked for a receipt and requested that he fill it out. He filled out the receipt and I paid him. (I was anxious to get out of the cab as I was worried about getting in a serious accident).

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Society Cabs
 Phone number used: 305-757-5523
 - a. Time for operator to answer the phone: 3 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 20 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 17 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		●	
0		0	0		0	
b. answering their phone			0		0	
●		0	0		0	
c. courtesy of drivers				0		●
0		0	0		0	
d. appearance of drivers			0		0	●
0		0		0		
e. willingness to pick up			0		●	
0		0	0		0	
at your establishment						
f. handling of complaints			●		0	
0		0	0		0	
g. appearance of vehicles			0		0	
0		●	0		0	
h. willing to accept credit cards	0		0		0	0
0		●		0		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.
- a. Origin of trip Biscayne Boulevard & 90th Street
 - b. Destination of trip 1313 NW 36th Street
 - c. Trip purpose Bank of America
 - d. Cost \$16.00
 - e. Gratuity \$2.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

The first telephone call was made to Super Nice Cabe Corp. at 305-638-2580. The phone was answered with a fax tone. I then called Society Cabs at 305-757-5523. The phone was answered within 3 rings. I was scheduled for a pickup in 20 minutes. I was told that the driver did not accept credit cards.

Seventeen minutes later, I was picked up. He did not get out of the cab. However, he reached in the back and opened the door for me. When I got in he asked me how I was doing and where I wanted to go. He smiled during the entire trip. We talked about how Hurricane Wilma had hurt Miami. He said he was out of power for two weeks.

The cab was an older automobile. There was no trash in it. However, there was a piece of heavy plastic covering the real floor board. The cab rattled as we drove along and it made quite a few noises. He had the windows down at first but noticed that my hair was blowing. He then put the widows up and turned on the air conditioning.

When we arrived at the location, I requested a receipt. He filled the receipt out completely and gave it to me. The receipt says \$16.10. However, he only charged me \$16.00 and I gave him a \$2.00 tip.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Checker Cab

Phone number used: 899-0000

a. Time for operator to answer the phone: 3 rings

b. Were you scheduled for a taxi trip? X yes no

c. If yes, time estimate for cab to arrive? 5 minutes

3. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines:

When the cab did not arrive in five minutes, I called back. They told me that the cab was on its way.

3. Time it took for the taxi to arrive: 20 minutes

4. How would you rate the taxi service you received? (Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		0	
0		0	•		0	
b. answering their phone			0		0	
•		0	0		0	
c. courtesy of drivers				0		0
•		0	0		0	
d. appearance of drivers			0		0	•
0		0		0		
e. willingness to pick up			0		•	
0		0	0		0	
at your establishment						
f. handling of complaints			0		0	
0		•	0		0	
g. appearance of vehicles			0		0	
•		0	0		0	
h. willing to accept credit cards	0			0		0
0		0		•		

5. Please ask the driver to fill out a receipt for you.

a. Did the driver fill out the receipt completely? X yes no

b. Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.
- a. Origin of trip 1313 NW 36th Street
 - b. Destination of trip 1351 NW 12 Street
 - c. Trip purpose Court House – Traffic Court
 - d. Cost \$8.10
 - e. Gratuity \$1.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I called Moskocab at 305-633-2227. The phone was answered and I was told to call the dispatcher at 305-899-9999. I called the number twice. Both times the phone was picked up and then hung up. I then called Best Yellow Taxi Service at 305-445-4444. The phone would ring 4 times and then hang up. I then called Eastern Taxi at 305-751-1335. The number had been disconnected. I then called Checker Cab Company. I asked if they accepted credit cards and they told me no. I was told that a cab would be there in 5 minutes. When it did not arrive, I called back. They told me that the cab was on its way and would be there in a few minutes. After waiting 20 minutes, the cab arrived.

I was picked up. He was on the opposite side of 36th Street. He stopped and waited for me to cross in the traffic. He did not open the door. I got in the cab and he asked where I needed to go to. I gave him the address. I tried two or three times to engage him in conversation, to no avail. I think that there was a language problem as he spoke with a heavy accent. I do not believe he could understand English.

We arrived at the courthouse and I requested a receipt. He would not accept a credit card. I requested that he fill out the receipt which he did.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Super Yellow Cab
Phone number used: 305-887-7777
 - a. Time for operator to answer the phone: 4 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 15-20 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 5 minutes
4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		●	
0		0	0		0	
b. answering their phone		●	0		0	
0			0		0	
c. courtesy of drivers		●		0		0
0			0		0	
d. appearance of drivers			0	0		●
0		0		0		
e. willingness to pick up			0		●	
0		0	0		0	
at your establishment						
f. handling of complaints			●		0	
0		0	0		0	
g. appearance of vehicles			0		0	
0		●	0		0	
h. willing to accept credit cards	0		0	0		0
0		●		0		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.
- a. Origin of trip 1351 NW 12 Street
 - b. Destination of trip 1627 NW 27 Avenue
 - c. Trip purpose Citibank
 - d. Cost \$9.30
 - e. Gratuity \$1.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I called Crown Taxi at 305-445-5555. The phone was answered and I was told to call 305-887-7777. I called 305-887-7777. The phone was picked up after 4 rings. I was told that a cab would be there in 15 to 20 minutes. The cab arrived 5 minutes later. I asked about credit cards and was told that they did not accept credit cards.

I was picked up. He did not offer to open the door and I got in. He asked where to and I gave him the address. I tried several times to engage him in conversation. However, he would not talk.

As we drove in silence, I noticed that the cloth seats in the front were dirty. Also, the door handles in the back had a build-up of dirt.

When we arrived at the destination, I asked for a receipt. I asked him to fill out the receipt which he did. I paid him \$9.30 for the ride and gave him a \$1.00 tip. When I paid him with a \$20.00 bill and \$.30, he did not have change on with him. He had to get out of the cab and get in the trunk to get me the rest of my change.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: **Flamingo Taxi**

Phone number used: 305-759-8100

- a. Time for operator to answer the phone: 2 rings
- b. Were you scheduled for a taxi trip? yes
- c. If yes, time estimate for cab to arrive? 5-10 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

After 20 minutes I called back and was told no cabs were presently in my area that took credit cards, maybe 30 minutes. 40 minutes later I called back and was told again no credit card cabs available. I told him I would pay cash and again I was told no cabs were available but he would call another company. I asked if he could try one with credit card acceptance. A Super Yellow Cab showed up 90 minutes after I first called. Thirty minutes after my last call.

3. Time it took for the taxi to arrive: 90 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival				0	0	
0		0		0	X	
b. answering their phone				0	X	
0		0		0	0	
c. courtesy of drivers				0		0
0		X		0	0	
d. appearance of drivers				0	0	0
X		0		0		
e. willingness to pick up				0	0	
0		X		0	0	
at your establishment						
f. handling of complaints				X	0	
0		0		0	0	
g. appearance of vehicles				0	0	
0		X		0	0	
h. willing to accept credit cards	0			0		0
0		X		0		

5. Please ask the driver to fill out a receipt for you.

- a. Did the driver fill out the receipt completely? No
 - b. Did the driver accept credit cards? No
6. Please record your cost for this taxi trip.
- a. Origin of trip 2700 NW 79 St
 - b. Destination of trip 10505 Sw 113 Pl
 - c. Trip purpose Return Home
 - d. Cost 64.10
 - e. Gratuity 7.00
7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).**

The driver gave me a pleasant "Hello" as I entered the cab. He asked me which way I would like to go and I told him the fastest. It was now rush hour time in Miami. The driver took several side streets to avoid heavy traffic but no help. He kept saying "heavy traffic" which it was. The normal 32 mile, 35 minute trip took one hour twenty minutes. The cab was clean and tidy but showed worn due to age. The driver was dressed casual. Nothing else was said between us until I arrived home. Upon stopping at my house I gave him my credit card and was told "I do not have a machine". It appeared to me that since a credit card cab could not be found they sent any cab around. I paid him in cash and was given a blank receipt.

Additional Comments on Taxi survey on December 3, 2005. NW 7th St to NW 27th Ave to N. Miami Ave to NW 79th Street.

Called from home to start survey 10 AM.

1. All Kendall Taxi. 305-999-9994. Three rings. No taxis available.
2. Pinecrest Taxi. 305-444-4441. Three rings. No taxis available. Told to call 305-444-4444.
3. USA Taxi. 305-221-1111. Three rings. No taxis at the moment.
4. South Dade Taxi. Two rings. 305-448-8888. I got the same person from the above #2 Pinecrest Taxi. No Taxi available, call 305-444-4444.
5. KB Village Taxi. Four rings. 305-361-3111. No taxis in my area.
6. Kendall Yellow Taxi. Sixteen rings. 305-634-1111. No answer.

I live in the Kendall area (Southwest section of Miami) . The names of all these companies indicate they are in my area.

On my entire journey it appeared the credit card use is at the risk of the user. It may be told that it is accepted but it is at the drivers option.

At my 2nd pick up site, while I was on my over two hour wait, I noticed over 60 cabs go by empty and none were mine.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: **South Miami Dade Taxi**
 Phone number used: 786-242-7117
 - a. Time for operator to answer the phone: 2 rings
 - b. Were you scheduled for a taxi trip? yes
 - c. If yes, time estimate for cab to arrive? 10-15 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.
3. Time it took for the taxi to arrive: 22 minutes
4. How would you rate the taxi service you received? (Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
					Poor	Good
a. promptness of arrival			0		0	
0		X	0		0	
b. answering their phone			0		X	
0		0	0		0	
c. courtesy of drivers				0		0
0		X	0		0	
d. appearance of drivers			0	0		X
0		0		0		
e. willingness to pick up			0		X	
0		0	0		0	
at your establishment						
f. handling of complaints			X		0	
0		0	0		0	
g. appearance of vehicles			0		X	
0		0	0		0	
h. willing to accept credit cards	0		0		X	0
0		0		0		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? yes
 - b. Did the driver accept credit cards? yes
6. Please record your cost for this taxi trip.
 - a. Origin of trip 10505 Sw 113 Pl
 - b. Destination of trip 1699 NW 7th St
 - c. Trip purpose Position for survey
 - d. Cost 44.10

e. Gratuity 3.90

- 7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).**

The driver greeted me with a friendly Hello. He did not say anything else to me on the trip. He was on his cell phone for most of the journey. The cab was clean and well maintained. Upon arrival at the destination the driver said, "Just a few minutes for the paperwork Papi". He processed the credit card transaction without delay and then said a friendly Good-bye. He properly filled out the credit card paper but left the cab receipt blank. He was dressed business casual. Cab read Yellow Cab in spite of calling South Miami Dade Taxi.

Miami-Dade County Taxi Secret Shopper Survey Form

1. **Taxi company called: Diamond Cab**

Phone number used: 305-454-7575

- a. Time for operator to answer the phone: 2 rings
- b. Were you scheduled for a taxi trip? yes
- c. If yes, time estimate for cab to arrive? 5- 10 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

After 20 Minutes I called the company, they said, "We got kinda real busy, give it another 10 minutes at least". 20 minutes later they said Give me another 5 minutes. 25 minutes later they said I will call you someone else. I reminded them to send a credit card cab. 67 minutes later (total 2 hours 12 minutes) a Super Yellow Cab showed up.

3. Time it took for the taxi to arrive: 132 minutes

4. How would you rate the taxi service you received? (Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival				0	0	
	0	0		0	X	
b. answering their phone				0	X	
	0	0		0	0	
c. courtesy of drivers				0		X
	0	0		0	0	
d. appearance of drivers				0	0	0
	X	0		0		
e. willingness to pick up				0	0	
	0	0		0	X	
at your establishment						
f. handling of complaints				X	0	
	0	0		0	0	
g. appearance of vehicles				0	0	
	0	X		0	0	
h. willing to accept credit cards			0		0	0
	0	X		0		

5. Please ask the driver to fill out a receipt for you.

- a. Did the driver fill out the receipt completely? no

- b. Did the driver accept credit cards? no
- 6. Please record your cost for this taxi trip.
 - a. Origin of trip 1699 NW 7th St
 - b. Destination of trip 7900 NW 27th Ave
 - c. Trip purpose survey
 - d. Cost 22.10
 - e. Gratuity 3.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

The driver greeted me with a cheerful "Hello, How are you today?" Nothing else was said by him to me until the trip was over. The cab was clean and tidy except it showed a little wear and tear from use. The driver was dressed casual. Even though our trip was a straight line, the driver took many rights and lefts to avoid heavy traffic. He was on his cell phone for most of my trip. Upon arrival I asked about the credit card use and was told no sorry I do not have a machine. He gave me a pleasant thank you as I left the cab and gave me a blank receipt with nothing written on it.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: **Yellow Cab**
 Phone number used: 305-444-4444
 - a. Time for operator to answer the phone: 45 seconds
 - b. Were you scheduled for a taxi trip? yes
 - c. If yes, time estimate for cab to arrive? 30 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 37 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		0	
0		X	0		0	
b. answering their phone			0		0	
0		X	0		0	
c. courtesy of drivers				0		0
0		X	0		0	
d. appearance of drivers			0		0	X
0		0		0		
e. willingness to pick up			0		0	
0		X	0		0	
at your establishment						
f. handling of complaints			X		0	
0		0	0		0	
g. appearance of vehicles			0		X	
0		0	0		0	
h. willing to accept credit cards	0			0		0
0		X		0		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? no
 - b. Did the driver accept credit cards? no
6. Please record your cost for this taxi trip.
 - a. Origin of trip 2700 NW 79 St
 - b. Destination of trip 1699 NW 7th St

- c. Trip purpose Survey
 - d. Cost 16.10
 - e. Gratuity 2.00
7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).**

This cab was clean and was free of trash. The driver greeted me with "Hello". Nothing at all was said to me on the entire ride. The telephone operator stated they did take credit cards but he told me no. He was dressed business casual. I called this large company first due to the problems I had at this location earlier. When I asked for a receipt he only gave me a blank one and would not fill it out.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: **Super Yellow Taxi**

Phone number used: 305-888-7777

a. Time for operator to answer the phone: 3 rings

b. Were you scheduled for a taxi trip? yes

c. If yes, time estimate for cab to arrive? immediately

3. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

After 20 minutes I called and was told it is on its way.

3. Time it took for the taxi to arrive: 36 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival				0	0	
0		0		X	0	
b. answering their phone				0	X	
0		0		0	0	
c. courtesy of drivers				0		0
X		0		0	0	
d. appearance of drivers				0	0	0
X		0		0		
e. willingness to pick up				0	0	
0		X		0	0	
at your establishment						
f. handling of complaints				X	0	
0		0		0	0	
g. appearance of vehicles				0	0	
0		X		0	0	
h. willing to accept credit cards			0		0	0
0		X		0		

5. Please ask the driver to fill out a receipt for you.

a. Did the driver fill out the receipt completely? No

b. Did the driver accept credit cards? No

6. Please record your cost for this taxi trip.

- a. Origin of trip 1699 NW 7th St
- b. Destination of trip 2700 NW 79th St
- c. Trip purpose taxi survey
- d. Cost 17.10
- e. Gratuity 2.00

8. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

Even though I was 8 miles away from a previous drop off, the same driver from trip two picked me up. He greeted me with a happy welcome back. The cab was clean but worn. The driver was polite but again was on his cell phone the entire time. He did not say anything else to me for the trip. He was dressed casual. I asked but again if he would take a credit card. He said he did not have a machine for credit cards. I paid him in cash and he gave a cheerful "thank you".

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Yellow Cab
 Phone number used: 305-444-4444
 - a. Time for operator to answer the phone: 1 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 10 - 15 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.
I called back and was placed on hold. At that point the taxi arrived.

3. Time it took for the taxi to arrive: 18 minutes
4. How would you rate the taxi service you received? (Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		0	
0		•	0		0	
b. answering their phone			0		0	
0		•	0		0	
c. courtesy of drivers				0		0
0		•	0		0	
d. appearance of drivers			0		0	•
0		0		0		
e. willingness to pick up			0		•	
0		0	0		0	
at your establishment						
f. handling of complaints			•		0	
0		0	0		0	
g. appearance of vehicles			0		•	
0		0	0		0	
h. willing to accept credit cards	0			0		0
0		0		•		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.
- a. Origin of trip 11203 SW 152nd Street
 - b. Destination of trip 8888 SW 136th Street
 - c. Trip purpose Falls Shopping Center
 - d. Cost \$12.00
 - e. Gratuity \$2.00
7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I called Super Yellow Taxi at (305) 888-7777. The phone was picked up and then hung up without a word. I then called South Beach Taxi (305) 595-7522 (this number is located close to the area). I was told to call 305-444-4444. At this point, I called 305-444-4444. It is 3:02 PM. I was placed on hold for 2 to 3 minutes. I was told that it would take 10-15 minutes for the cab to arrive. After 15 minute I called back, however the cab arrived during my call.

The driver arrived and did not get out of the cab. When I got in, he asked where I was going and I told him. Once in the cab, the driver proceeded to turn the taxi (which was a van) in the middle of the driving lanes. As we are making the turn, a Lincoln Navigator approached and almost broadsided us. The driver proceeded to yell "Are you stupid or something? Can't you see I am turning?"

As we proceeded, the traffic was very heavy due to school just getting out. I tried to engage him in a conversation about the traffic, etc. He just said it's the big city and that is what is expected. He then got on his cell phone and began speaking in Arabic to someone. When we arrived at the destination, he hung up the phone.

I asked for a receipt and he partially filled it out.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Yellow Cab
 Phone number used: 305-444-444
 - a. Time for operator to answer the phone: 2 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 10-15 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 8 minutes
4. How would you rate the taxi service you received? (Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		●	
0		0	0		0	
b. answering their phone			0		0	
●		0	0		0	
c. courtesy of drivers				0		0
0		●	0		0	
d. appearance of drivers			0	0		●
0		0		0		
e. willingness to pick up			0		●	
0		0	0		0	
at your establishment						
f. handling of complaints			●		0	
0		0	0		0	
g. appearance of vehicles			0		0	
●		0	0		0	
h. willing to accept credit cards	0			0		0
0		0		●		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.
- a. Origin of trip 8888 SW 136th Street
 - b. Destination of trip 15077 S. Dixie Highway
 - c. Trip purpose Washington Mutual
 - d. Cost \$6.00
 - e. Gratuity \$1.00
7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I made the first telephone call to Kendall Yellow Taxi, (305) 634-1111. After 8 rings, there was no answer. I then called Sunshine Taxi at (305) 445-3333. They answered on the first ring and said they did not go that far south. They told me to call (305) 444-4444. I then called that number which is Yellow Cab. The phone was answered in two rings and I was told that it would be 10 to 15 minutes before the cab would arrive. That was at 11:38 PM.

The taxi arrived 8 minutes later. He approached from the opposite side of the street. When he saw me, he proceeded to turn the taxi in the middle of the street, thus blocking traffic in both directions. I got in the cab. He did not get out to open the door.

The cab driver was dressed in slacks and shirt and had a ball cap on his head. Even though the cab was clean inside and out and looked good, there was a lot of noise from the engine and it rattled as we drove. I tried to engage him in conversation, but he did not respond. After a few minutes, he got on the telephone and began talking in Arabic to someone. He was driving in the middle lane of Dixie Highway (U.S. 1). When we were at the stop, he had to stop the taxi in the middle lane and wait for traffic to pass before he could get in the turn lane.

When we stopped, I asked if he took credit cards. He said he did not. When I asked for a receipt, he handed me the receipt. I asked him to fill it out for me. He filled the receipt out for \$5.70, which is what was on the meter. However, when he gave me my change, he gave me change for \$6.00. I gave him a tip of \$1.00 and got out of the cab.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: South Miami Dade Taxi
Phone number used: 786-242-7117
 - a. Time for operator to answer the phone: 5 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 15 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 12 minutes
4. How would you rate the taxi service you received? (Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival			●			
θ		θ	θ		θ	
b. answering their phone		●	θ		θ	
θ			θ		θ	
c. courtesy of drivers		θ		θ		●
θ			θ		θ	
d. appearance of drivers			θ	θ		●
θ		θ		θ		
e. willingness to pick up			θ		●	
θ		θ	θ		θ	
at your establishment						
f. handling of complaints			●		θ	
θ		θ	θ		θ	
g. appearance of vehicles			θ		θ	
●		θ	θ		θ	
h. willing to accept credit cards			θ		θ	θ
θ		θ		●		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? yes Xno
 - b. Did the driver accept credit cards? yes Xno

6. Please record your cost for this taxi trip.
- a. Origin of trip 15077 S. Dixie Highway
 - b. Destination of trip 18341 S. Dixie Highway
 - c. Trip purpose Bank of America
 - d. Cost \$10.50
 - e. Gratuity \$2.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I called South Miami Dade Taxi, (786) 242-7117. After 5 rings, the phone was answered. I was told that the taxi would be there in 15 minutes. The taxi arrived 12 minutes later at 12:27 PM.

The driver pulled up. When I got in, he greeted me by saying, "How are you today and where can I take you?"

The cab driver was dressed in slacks and a plaid shirt and had a cap on his head. The cab was in good condition. There were no engine noises and the cab ride was smooth. He and I had a conversation during the entire trip about the cost of gasoline.

He did not take credit cards. When I asked for a receipt, he partially filled it out with just the date, cab number and amount and signed the receipt. The receipt shows the same as the previous taxi – yellow cab.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Yellow Cab
Phone number used: 305-444-4444
 - a. Time for operator to answer the phone: 3 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 10 - 15 minutes

3. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

When the cab did not arrive after 15 minutes, I called back and asked. I was put on hold for 2 – 3 minutes. They told me I would have to give them a few more minutes to get a cab in the area.

3. Time it took for the taxi to arrive: 65 minutes
4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival			0		0	
0		0	0		•	
b. answering their phone		•	0		0	
0			0		0	
c. courtesy of drivers		0	0	0		0
•			0		0	
d. appearance of drivers			0	0		0
•		0		0		
e. willingness to pick up		0	0		•	
0		0	0		0	
at your establishment						
f. handling of complaints		•	0		0	
0			0		0	
g. appearance of vehicles		•	0		0	
0			0		0	
h. willing to accept credit cards	0		0	0		0
0		0		•		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no

- b. Did the driver accept credit cards? ____yes Xno
6. Please record your cost for this taxi trip.
- a. Origin of trip 18341 S. Dixie Highway
 - b. Destination of trip 10808 Caribbean Boulevard
 - c. Trip purpose Washington Mutual.
 - d. Cost \$8.50
 - e. Gratuity \$1.50
7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I called South Dade Taxi at (305) 448-8888. They said they had no taxis in the area and for me to call (305) 444-4444. I then called Super Yellow Taxi at (305) 888-7777. They told me to call (305) 257-5555. When I called that number, I got a recording. I then called Yellow Cab SW at (305) 266-7799. They told me I needed to call (305) 444-4444. At that point, I gave up and called (305) 444-4444.

After 3 rings, the phone was answered and I was told that it would be 10 to 15 minutes. After 15 minutes, they told me that it would take a few more minutes before the cab was there. After 1 hour, I tried calling the (305) 257-5555 number again. I got another recording. While looking for another number, a cab arrived.

The driver pulled up but did not offer to get out of the cab. When I got in, I mentioned the fact that I had been waiting for more than an hour. He apologized.

The cab driver was dressed in slacks and a shirt and had a dirty hat on his head. The back of the cab was clean. However, in the driver's area and passenger seat in the front, there were dirty rags and papers everywhere. Also, during the ride, I noticed that two warning lights were on in the dash.

We did not have any conversation during the ride.

The cab driver would not take my credit card for payment. When I asked for a receipt, he told me that he had used all his receipts and didn't have any. However, he took a card and wrote the information out on the back of the card. He only put \$8.00 on the card. However, he gave me change for \$9.00 I gave him another dollar for a tip.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Cutler Ridge Taxi
 Phone number used: 305-378-8888
 - a. Time for operator to answer the phone: 3 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 5 - 10 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 6 minutes

4. How would you rate the taxi service you received? (Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		●	
0		0	0		0	
b. answering their phone		●	0		0	
0			0		0	
c. courtesy of drivers		0		0		0
●			0		0	
d. appearance of drivers			0	0		0
●		0		0		
e. willingness to pick up		0	0		●	
0		0	0		0	
at your establishment						
f. handling of complaints		0	0	●	0	
0			0		0	
g. appearance of vehicles		●	0		0	
0			0		0	
h. willing to accept credit cards	0		0	0		0
0		0		●		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.
- a. Origin of trip 10808 Caribbean Boulevard
 - b. Destination of trip 11203 SW 152nd Street
 - c. Trip purpose Citibank
 - d. Cost \$14.00
 - e. Gratuity \$2.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I called Homestead Yellow Taxi at (305) 257-5555. The phone rang 4 times and I got an answering machine. I then called Flamingo Taxi at (305) 759-8100. They said they had no taxis in the area and to call (305) 378-8888. I called that number and it was Cutler Ridge Taxi.

After 2 rings, the phone was answered and I was told that it would be 5 to 10 minutes. The cab showed up in 6 minutes. The driver pulled up but did not get out of the cab to open the door. To my surprise, the same driver I had previously. He recognized me right away and asked why I hadn't had him wait since I wasn't there that long. I told him that I thought I was going to be in the bank much longer.

During this ride, we carried on a conversation about young people and how they had no respect for their elders. As we were leaving the location, there was a huge traffic jam to get on U.S. 1. He proceeded to go to the left to make a turn on a side street but was blocked by a pickup truck. He began tooting the horn until the man finally moved forward. We then went through a parking lot to get to U.S. 1. While waiting to pull into traffic, another vehicle pulled almost into us. He gave the guy a mean look and we proceeded up U.S. 1. The other car passed us and proceeded to gesture out the window. At the same time, he returned the gestures.

He again wrote me a receipt on the back of a card. He put the amount as \$15.00. However, I only gave him \$14.00 plus \$1.00 tip. He asked if I wanted him to wait and I said no that I knew this would take much longer.

Additional comments on Taxi Rides on November 26, 2005, Miami Florida south of SW 136th Street.

These five calls were placed from my home as for my first trip.

1. Called Kendall Yellow Taxi. 305-634-111. After sixteen rings, no answer.
2. Called Hammocks Taxi. 305-385-4711. Answering party stated phone number was incorrect in Yellow pages, this is not the number for a taxi company.
3. Called Kendall Taxi. 305-388-8888. An automatic answering stated this party is not available.
4. Called Dadeland Taxi. 305-444-4441. After two rings answering party stated no cabs were available and to call Yellow Cab, 305-444-4444.
5. South Beach Taxi. 305-595-7522. Even though address in Yellow pages is one mile from me, answering party stated company is in South Beach, twenty-five miles from me.

Note: These are all small taxi companies. It appears that almost all, if not all, taxi companies here belong to the same dispatching company called Yellow Taxi. When one calls for any company they get a Yellow cab doing business as the smaller company. The cab states Yellow Cab with a main phone number on it but doing business as the smaller company. As far as the credit card acceptance, it appears that even though the Yellow Cab phone numbers state they do accept credit cards, it is really up to the individual driver if they are accepted. A few told me flatly no while others stated it depends on the fare.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: All Kendall Taxi
Phone number used: 305-999-9994
 - a. Time for operator to answer the phone: 10 seconds
 - b. Were you scheduled for a taxi trip? yes
 - c. If yes, time estimate for cab to arrive? 10-15 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.
3. Time it took for the taxi to arrive: 27 minutes
4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival				0	0	
0		X		0	0	
b. answering their phone				0	X	
0		0		0	0	
c. courtesy of drivers				0		0
0		X		0	0	
d. appearance of drivers				0	X	
0		0		0		0
e. willingness to pick up				0	0	
X		0		0	0	
at your establishment						
f. handling of complaints				X	0	
0		0		0	0	
g. appearance of vehicles				0	X	
0		0		0	0	
h. willing to accept credit cards			0		0	0
0		0		X		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? yes
 - b. Did the driver accept credit cards? No
6. Please record your cost for this taxi trip.
 - a. Origin of trip 14150 SW 129th St.

- b. Destination of trip 10505 Sw 113 Pl
- c. Trip purpose Credit Card Check
- d. Cost 17.00
- e. Gratuity 2.00 Cab 588

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I called All Kendall Taxi and arranged a pick up. However, they sent a Yellow Cab. In spite of my pick up being 45 minutes after I was dropped off at this location, the same driver who dropped me off picked me up.

The operator on the phone stated they accepted credit cards and the driver said a firm no when I tried to pay with a card. Nothing else at all was said by the driver during my trip. There was no greeting nor departing comment made by him.

The cab was clean and free of trash. The driver was dressed business casual. This time this driver completely filled out my receipt but he did not put the tip in the amount.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Dadeland Taxi
 Phone number used: 305-444-4441
 - a. Time for operator to answer the phone: 10 seconds
 - b. Were you scheduled for a taxi trip? yes
 - c. If yes, time estimate for cab to arrive? As soon as possible
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.
3. Time it took for the taxi to arrive: 37 minutes
4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1		5
	Good	OK	Poor	Very	N/A	Very
					Poor	Good
a. promptness of arrival				0	0	
0		0		X	0	
b. answering their phone				0	X	
0		0		0	0	
c. courtesy of drivers				0		0
0		X		0	0	
d. appearance of drivers				0	X	0
0		0		0		
e. willingness to pick up				0	0	
X		0		0	0	
at your establishment						
f. handling of complaints				X	0	
0		0		0	0	
g. appearance of vehicles				0	X	
0		0		0	0	
h. willing to accept credit cards			0		0	0
0		X		0		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? no
 - b. Did the driver accept credit cards? no
6. Please record your cost for this taxi trip.
 - a. Origin of trip 12700 SW 152nd St.

- b. Destination of trip 14150 SW 129 St
- c. Trip purpose Credit card check
- d. Cost 19.20
- e. Gratuity 2.00 Cab # 588

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

The wait for the cab to arrive was quite long. When the cab driver arrived he did not say anything to me. As I entered the cab I noticed it was clean and neat. The taxi company stated on the phone that they took credit cards when I asked. However, the driver said a firm no when I attempted to pay with a card. Nothing was said by the driver at all while I was in the cab. There was no greeting or departing remark made by him.

The driver was clean and dressed in business casual. The driver gave me a receipt with only his name and phone number. It was not filled out completely.

Note: Even though I called Dadeland Taxi, the cab read Yellow Cab on the outside.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: South Miami Dade Taxi
Phone number used: 786-242-7117
 - a. Time for operator to answer the phone: 5 seconds
 - b. Were you scheduled for a taxi trip? yes
 - c. If yes, time estimate for cab to arrive? 10 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.
3. Time it took for the taxi to arrive: 14 minutes
4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1		5
	Good	OK	Poor	Very	N/A	Very
						Good
a. promptness of arrival				0	X	
0		0		0	0	
b. answering their phone				0	X	
0		0		0	0	
c. courtesy of drivers				0		X
0		0		0	0	
d. appearance of drivers				0	0	
0		0		0		X
e. willingness to pick up				0	X	
0		0		0	0	
at your establishment						
f. handling of complaints				X	0	
0		0		0	0	
g. appearance of vehicles				0	X	
0		0		0	0	
h. willing to accept credit cards			0		0	0
0		X		0		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? yes
 - b. Did the driver accept credit cards? no
6. Please record your cost for this taxi trip.
 - a. Origin of trip 10505 SW 113 Place

- b. Destination of trip 8888 SW 136th Street
- c. Trip purpose Credit Card Check
- d. Cost 12.10
- e. Gratuity 2.00 cab#253

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

The cab driver was polite courteous and friendly. He greeted me with a friendly "Hi" when he arrived. When I asked him if he would take the credit card for payment he said he would not take a credit card as he stated it is too low of a fare. He mentioned that it costs him 10% of the fare in credit card charges.

The cab was clean and free of trash. Even though I called South Miami Taxi, the cab was painted as Super Yellow cab as was the receipt. The driver was conversational and as we drove we chatted about the malls being crowded the day after Thanksgiving and how they would be today. As I left the driver gave me a cheerful good-bye.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: USA Taxi
Phone number used: 305-221-1111
 - a. Time for operator to answer the phone: 10 seconds
 - b. Were you scheduled for a taxi trip? yes
 - c. If yes, time estimate for cab to arrive? 10-15 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 3 minutes
4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		X	
0		0	0		0	
b. answering their phone		0	0		X	
0		0	0		0	
c. courtesy of drivers				0		0
0		X	0		0	
d. appearance of drivers			0		X	0
0		0		0		
e. willingness to pick up			0		X	
0		0	0		0	
at your establishment						
f. handling of complaints			X		0	
0		0	0		0	
g. appearance of vehicles			0		X	
0		0	0		0	
h. willing to accept credit cards	0		0		0	0
0		X		0		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? no
 - b. Did the driver accept credit cards? no
6. Please record your cost for this taxi trip.
 - a. Origin of trip 8888 SW 136th Street
 - b. Destination of trip 19101 S. Dixie Highway

- c. Trip purpose Credit Card check
- d. Cost 21.10
- e. Gratuity 2.50

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

When the driver arrived, he did not say a word to me other than asking where I wanted to go. I entered the cab and noticed that it was clean and free of trash. The driver was dressed in business casual. The driver was not conversational during the ride.

When I called for a ride the telephone operator stated that credit cards were OK. However, when I asked the driver to pay with a credit card he said no and was not willing to accept the card for payment.

Note: I called for a USA Taxi but one showed up with Yellow Cab on the outside. He told me to fill out the receipt and gave me a pen. He would not do it. He did not give me any type of departing comment as I left.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Yellow Cab Southwest
Phone number used: 305-666-6668
 - a. Time for operator to answer the phone: 5 seconds
 - b. Were you scheduled for a taxi trip? yes
 - c. If yes, time estimate for cab to arrive? As soon as possible
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.
3. Time it took for the taxi to arrive: 6 minutes
4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1		5
	Good	OK	Poor	Very	N/A	Very Good
a.	promptness of arrival		θ		X	
θ		θ	θ		θ	
b.	answering their phone		θ		X	
θ		θ	θ		θ	
c.	courtesy of drivers			θ		X
θ		θ	θ		θ	
d.	appearance of drivers		θ		θ	X
θ		θ		θ		
e.	willingness to pick up		θ		X	
θ		θ	θ		θ	
f.	at your establishment handling of complaints		X		θ	
θ		θ	θ		θ	
g.	appearance of vehicles		θ		θ	X
θ		θ		θ		
h.	willing to accept credit cards		θ		X	θ
θ		θ		θ		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? yes
 - b. Did the driver accept credit cards? yes
6. Please record your cost for this taxi trip.
 - a. Origin of trip 19101 South Dixie Highway
 - b. Destination of trip 12700 SW 152nd St

- c. Trip purpose Credit card Check
- d. Cost 20.50
- e. Gratuity 2.50 cab #253

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

Although I was 6 miles and one hour away from my first driver, he was the one that a different company sent to pick me up. I called Yellow cab Southwest and his company South Miami Dade taxi showed up. The phone numbers were different for these 2 companies. He again gave me a cheerful hello when he arrived. This time he offered to accept my credit card without my asking. As we drove he spoke about the holiday traffic around this time of year.

The credit card receipt was properly filled out, however he only signed the taxi cab receipt. He again was polite and courteous and had a clean and tidy cab. He gave me a cheerful good-bye as I left the cab.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Yellow Cab
 Phone number used: 305-444-444
 - a. Time for operator to answer the phone: 2 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 10-15 Minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 12 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1		5
					N/A	Very
	Good	OK	Poor	Very		Good
a.	promptness of arrival					Poor 5
b.	answering their phone					
c.	courtesy of drivers					
d.	appearance of drivers					4
e.	willingness to pick up					5
f.	handling of complaints					NA
g.	appearance of vehicles					
h.	willing to accept credit cards					5

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? X yes no

6. Please record your cost for this taxi trip.
 - a. Origin of trip 7621 NW 7th Avenue
 - b. Destination of trip 1995 NE 150 Street

- c. Trip purpose Ulrich Communications Corp.
- d. Cost \$22.10
- e. Gratuity \$4.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I made the first phone call to Rickenbacker Taxi at (305) 365-0000. They told me they only did Key Biscayne. I then called Society Cabs at (305) 757-5523 and was unable to get a response on the phone. I then called Yellow Cab at (305) 444-4444. The dispatcher told me it would be 10 to 15 minutes. After 5 minutes, I received a call from the Taxi driver telling me he would be there in 5 minutes. I was picked up in 12 minutes. He did not get out to open the door for me. He said, "Good afternoon, where can I take you?"

The cab was a van type. It was neat and clean. The driver was dressed in a shirt and slacks. He also had a jacket on. The cab was a 5-speed. He had two windows down and no air-conditioning on. The cab was a little noise and rode a little rough.

The driver carried on a conversation about the traffic as we had to get off I-95 and take the streets to get back to 150th Street. I-95 at 2:45 was bumper to bumper from 79th Street where we got on to 103rd Street and you could see that it stretched on for miles ahead.

When we arrived, he accepted my credit card and gave me a receipt. The receipt shows:

Simon Taxi
12895 NE 8th Avenue
North Miami, FL 33160
(786) 344-3879.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: A All Aventura Taxi
 Phone number used: 305-652-2500
 - a. Time for operator to answer the phone: 1 ring
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 15 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 10 minutes
4. How would you rate the taxi service you received? (Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		5	
0		0	0	0		
b. answering their phone			0		5	0
0		0	0			
c. courtesy of drivers				0	5	
0		0	0	0		
d. appearance of drivers			0	0		4
0		0	0			
e. willingness to pick up			0		5	
0		0	0	0		
at your establishment						
f. handling of complaints			0		0	
4	0		0	0		
g. appearance of vehicles			0		5	0
0		0		0		
h. willing to accept credit cards			0	5		0
0	0		0			

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? X yes no

6. Please record your cost for this taxi trip.
- a. Origin of trip 1995 NE 150 Street
 - b. Destination of trip 1779 NW 20th Street
 - c. Trip purpose D'enme Shop
 - d. Cost \$32.90
 - e. Gratuity \$6.00

7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).**

I made the first phone call to American Taxi at (305) 945-5162. The phone rang 4 times and then an answering machine came on saying leave a message. I then call A All Aventura Taxi and was answered on the 1st ring. The gentleman told me that he would be there in 15 minutes. He arrived in 10 minutes. He did not get out and open the door for me. He said "Good afternoon. Where can I take you?" He engaged me in conversation during the ride only stopping to answer the phone. As we got closer to the destination, he asked if I had a preference as to which road to take from I-95. I told him I would leave that to his discretion.

The cab was a van type cab. It was very clean, inside and outside. The driver was dressed in slacks and a shirt with a jacket as the day was a little cool. He ran the air conditioning.

As we drove, we discussed Hurricane Wilma and the damage it had done. We talked about our individual experiences during those two weeks after. During the conversation, he smiled quite a bit.

Note: The receipt for the credit card shows at the top:

Taxi Service
North Miami, FL 33167
305-688-8888

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Yellow Cab
Phone number used: 305-444-4444
 - a. Time for operator to answer the phone: 1 ring
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 10 – 15 Minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 13 minutes
4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival				0	5	0
0		0				
b. answering their phone				0	5	
0		0		0		
c. courtesy of drivers				0	0	
4	0		0			
d. appearance of drivers				0	0	4
0		0				
e. willingness to pick up				0	5	
0		0		0		
at your establishment						
f. handling of complaints				N/A	0	0
0		0				
g. appearance of vehicles				0	0	
0		0	2			
h. willing to accept credit cards			0		0	0
0		2				

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? yes Xno (Left off location and customer name)

b. Did the driver accept credit cards? __yes __X__no

6. Please record your cost for this taxi trip.

a. Origin of trip 1779 NW 20th Street

b. Destination of trip 1611 NW 12th Street

c. Trip purpose Jackson Memorial Hospital

d. Cost \$7.00

e. Gratuity \$1.00

7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).**

I made the first phone call to Moscab at (305) 545-5555. The gentleman who answered the phone told me I need to call another number. He repeated the number so quickly that I was unable to get it and then he hung up before I could say anything else. I then called Checker Cab Co. at (305) 6333-9200. They told me to call (305) 444-4444. I then called Yellow cab at the 444-4444 number and was picked up after 13 minutes by Irons Chatellier. He did not open the door for me and he did not say anything. I told him where I was going. When I asked him about paying with a credit card, he said it was such a short distance and he would rather not fool with a credit card as it was just a short distance.

The cab was a sedan type. The back passenger area was neat and clean. However, there was trash and other articles all in the front floorboard and around the driver's seat.

As we drove, I tried to engage him in conversation. However, I could only get a few remarks from him. He did not appear to want to have a conversation.

When we arrived at Jackson, he filled out the receipt partially, showing the date, the taxicab number 3308, the Amount and he signed it. He left the Customer name, the from and to area blank.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Super Yellow Cab
 Phone number used: 305-888-7777
 - a. Time for operator to answer the phone: 1 ring
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 10 – 15 Minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines. I called back after 15 minutes. The dispatcher told me that the cab was on its way.

3. Time it took for the taxi to arrive: 18 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival				0	Poor 0	
b. answering their phone		0		2	0	
c. courtesy of drivers		3		0		0
d. appearance of drivers		0	2			
e. willingness to pick up			0		5	0
f. handling of complaints		3		0	0	0
g. appearance of vehicles		0		0		4
h. willing to accept credit cards		0		0	0	

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? yes Xno
 - b. Did the driver accept credit cards? yes Xno

6. Please record your cost for this taxi trip.

- a. Origin of trip 1611 NW 12th Street
- b. Destination of trip 1313 NW 36th Street
- c. Trip purpose Bank of America
- d. Cost \$8.00
- e. Gratuity \$1.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I made the first phone call to Miami Dade Taxi at (305) 551-1111. They told me they had no cabs and to call (305) 888-7777. I then called that number. It rang 3 times before it was answered and then I was placed on hold three times before I could give them the information to pick me up. The first time I called they hung up the phone before I could ask any questions. When they did not show up after 15 minutes, I called back. I asked about the cab and they told me it would be there in 5 minutes. I asked about credit cards and they said yes they took them. I was picked up 3 minutes later. He did not open the door for me and did not ask me anything when I got in the cab. I gave him the address and he started driving.

The cab was a sedan type. The cab was neat and clean. The driver was dressed in a shirt and slacks.

As we drove, I asked him about credit cards and he said he didn't do credit cards. Even though I tried to start a conversation with him, he never responded to any of my comments. Only when I was getting out, he asked if he should wait and I told him I didn't know how long I was going to be at this location.

When we arrived, he filled out the receipt showing the date and then he asked me how much I wanted him to put on the receipt. I told him to put on the receipt what it cost. So, he put \$8.00 - \$7.00 for the ride and the \$1.00 tip.

Miami-Dade County Taxi Secret Shopper Survey Form

1. Taxi company called: Flamingo Taxi
 Phone number used: 305-759-8100
 - a. Time for operator to answer the phone: 2 rings
 - b. Were you scheduled for a taxi trip? X yes no
 - c. If yes, time estimate for cab to arrive? 5-10 Minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines. I called back after 11 minutes. The dispatcher told me to just hang on. It would be a couple more minutes.

3. Time it took for the taxi to arrive: 19 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1		5
	Good	OK	Poor	Very	N/A	Very
					Poor	Good

 - a. promptness of arrival 2
 - b. answering their phone 2
 - c. courtesy of drivers 3
 - d. appearance of drivers 4
 - e. willingness to pick up 5
 at your establishment
 - f. handling of complaints 3
 - g. appearance of vehicles 4
 - h. willing to accept credit cards 1

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.
 - a. Origin of trip 1313 NW 36th Street

- b. Destination of trip 7621 NW 7th Avenue
- c. Trip purpose Frank's Used Autos
- d. Cost \$10.90
- e. Gratuity \$1.00

7. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation etc).

I made the first phone call to Eastern Taxi at (305) 751-1335. After letting the phone ring 8 times, I did not get an answer. I then called Flamingo Taxi at (305) 759-8100. They told me it would be 5 to 10 minutes. I asked if they took credit cards and the dispatcher said no. When the cab did not arrive after 10 minutes, I called back and they told me to give them a couple of minutes more, that the cab was on its way. On both phone calls, the dispatcher was unfriendly and abrupt when I asked questions. I was picked up 9 minutes later. He did not open the door for me. He was on the opposite side of the street. He stopped in the middle of the street and I had to wait for traffic to clear in both directions to get in the cab. This street is a very busy street with a lot of businesses on it. When I got in, he waited for me to tell him where I was going.

The cab was a van type. It was neat and clean. The driver was dressed in a shirt and slacks. As we drove, we talked about the traffic in Miami. However, he was not too talkative.

When we arrived, he filled out the receipt showing the date, and signed the cab. The card he gave me had a number of (305) 599-9999 and on the back it had Eastern Cab. However, the name on the cab said Flamingo.

Observations and Questions

Observations and Questions

This initial off-peak study of Miami-Dade County taxi ridership has identified and documented a serious imbalance of taxi service availability within the community. It has also identified that for some users there are few problems associated with taxicab service, but for others there are considerable problems associated with obtaining adequate public taxicab service. This has been labeled as an “imbalance” of taxicab service or a lack of adequate distribution of taxicab service through out Miami-Dade County.

One might ask if this is a serious problem and whether all large communities have pockets of unmet taxi demand due to lack of population, high crime, or lack of demand by most other citizens living in the area? To be sure, other communities do have similar problems. Often these communities have severely deteriorated taxi services, which results in high turnover of taxi drivers due to depressed earnings from oversupplying the market and on street competition from limousine, gray car and shared ride vans.

In the past, Miami-Dade County has been able to forestall such deterioration through limiting the number of new licenses and having a relatively high barrier to entry from other ground transportation providers. Currently, the minimum fare for limousine/sedan service is about \$80. Shared ride vans are limited to the airport concession agreement. If, however, areas currently underserved by taxis continue to be neglected, public pressure will build to allow competitive forms of ground transportation to service these markets and taxis will lose these markets to others.

Drawing from experiences in these other communities it is easy to state that, unless Miami-Dade County does something to address the current imbalance of service, things will get much worse. Understanding why this imbalance occurs is necessary for making study recommendations of how to correct the imbalance. From the off-peak data collected at the airport, it appears that a large segment of the Miami-Dade County taxi population of taxi drivers work primarily the airport and perhaps the beach, with no real radio service enabling them to service taxi call in work. These drivers would appear to be affiliated with smaller PSC's that offer no real radio call in services nor have the number of taxis available under their system to provide adequate coverage for a geographic area should they decide to do so.

As more and more taxi licenses are purchased by individual taxi drivers and owners (the only ones enabled by ordinance to do so) the taxi system of Miami-Dade County may become more fragmented with fewer taxis available to serve the general county-wide demand for service if the drivers of these taxis choose not to affiliate and work with a real radio dispatch company. Also, if these taxis choose not to work their radio, these taxis would be entering the beach and airport markets – threatening to stretch the oversupply of taxis to these markets even more and causing a decline in revenues to those taxi drivers currently working these markets.

If this trend continues and/or if significantly more lottery taxis are added to the existing system, things will probably get much worse. Current taxi drivers will have to spend more hours to earn the same income or leave the industry. Unhappy drivers will be even more likely to refuse calls that take them into low density areas and even more will opt to leave the radio system as a means to cut their expenses. Deteriorating service levels result in fewer customers resulting in even

more oversupply of the market, and the downward spiral of increasing rates, which only invites more competitors, continues.

Therefore, the question of how many new taxi licenses to add to the existing mix depends upon what changes might be made to the current imbalance of taxi service. Miami-Dade County has already addressed the first wave of problems by issuing some new taxi licenses for Underserved areas and Wheelchair taxis through a lottery. However, as shown there is no guarantee that these cabs will serve their intended markets. Slightly more than half of the lottery wheelchair taxis are primarily at the airport and it is extremely difficult to police Underserved taxis since up to 25% of their service may be out of their primary area and many do not offer viable radio taxi service.

Several suggestions are offered for discussion as phase two of this taxicab study is undertaken. First would be the consideration of having a class B type taxi license that would be permitted to answer radio calls only – primarily from underserved areas. These taxis licenses could only be affiliated with a radio dispatch taxi company with intent to and later demonstrated, history of serving a specific geographic area or the entire community. These licenses would not be transferable and exist only with a PSC firm providing call-in and other contract work for them.

The idea here would be to head off competition from other forms of ground transportation by offering a pre arranged (metered) sedan service under the regulatory control of the County. It could be argued that these taxis would be serving demand the current drivers and license holders were choosing not to serve. By having no cost of the service tied to a license, other than the annual permit fee to the County, community based rates could be lower reflecting the numerous short trips these radio cabs would be making.

A second suggestion is to reduce the oversupply of taxis at the airport by limiting the days or time of day taxis could enter the holding lot and the total number of taxis permitted to serve the airport at all but peak hours. This would have the effect of saying to taxi license holders and drivers that their authorization to drive a taxi in Miami-Dade County extends to the entire community – not just the airport. Such would force a large number of existing taxis to either serve cabstands throughout the community or affiliate with a PSC firm that actually answers the phone and makes trips available to the drivers.

Thus, the issue of how many taxi stands and where they should be located depends in part on the decision of whether or not to require existing taxis to serve the entire market area. If these taxis are forced to serve other than the airport market, they must have some place to park. This will require significantly more stands than are currently available.

Alternatively, or in addition, existing taxi license holders could be required to demonstrate that their license was being utilized either as a geographic area taxi or one serving the entire community through logs citing trips taken by responding to radio calls throughout their service area.

Taxi license holders are a significant part of the cost of a taxi trip in Miami-Dade County. The going price of a taxi license lease by a taxi driver is approximately \$1,000 per month or \$250 per week. The taxi driver, working six days per week, pays \$42 per day or perhaps as much as \$10 per trip if he/she only makes four trips per day from the airport. Even if a taxi driver works the streets and the radio and makes 20 trips per day, the cost is still \$2 per trip. It is a fair for the community and the taxi user to ask what benefit they receive from the taxi license. Is the license

holder adding value to the license by offering it through a radio dispatch company that provides calls, voucher and other pre arranged commercial business in order to lessen the per trip cost of the license? Or is the license holder simply receiving cash from the highest bidder with little concern as to how much actual community service is being provided?

A final suggestion deals with the issue of ADA taxi services and the utilization of wheelchair accessible taxis. It is obvious that their presence at the airport solves none of the mobility problems experienced by the citizens of Miami-Dade. Adding more in the same fashion may not offer service improvements if these new taxis serve primarily the airport and non-radio dispatch markets. Needed is a central radio dispatching service whereby these taxis can be made available when needed. Preferably this would be a dispatching service offering GPS radio service so the nearest taxi can be routed to the caller.

When integrated into an active radio dispatch taxi system, such wheel chair accessible vehicles can be utilized for wheelchair and non wheelchair trips together, thereby increasing their productivity substantially. In communities where this has occurred, agencies have found the cost of ADA mandated services typically cut by 40% or more and service substantially improved for the users.

In summary, the question is how to solve the imbalance of taxi services throughout the community. Should there be an extension of the Underserved licenses, a new radio dispatched "Class B" taxi license, a restriction on the number of taxis permitted to service the airport during certain days and/or time of day, or a combination of supply increasing and oversupply reduction techniques undertaken?

Taxicab Ridership Study Miami-Dade County

Phase Two Report

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Table of Contents

A. Introduction/Executive Summary.....	Page 3
B. Miami-Dade County Taxi Service Questionnaire Results.....	Page 5
C. Miami International Airport Taxicab Analysis & Simulation Results.....	Page 24
D. Unmet Demand Analysis by Zip Code.....	Page 42
E. Mystery Shopper Reports	Page 55
F. Observations and Questions	Page 122

Introduction/Executive Summary

Following is a report on the Phase Two findings of Miami-Dade County taxi surveys, secret shoppers, airport taxi data analysis and simulation, under served areas, and interviews with drivers and PSC owners conducted during the peak phase of this project. This information and data is made available for discussion purposes toward the expressed and contractual objectives of this project, which is to devise an equitable formula for the introduction of additional taxi licenses, as the Miami-Dade County community requires them.

Material and data contained within this report further demonstrates that Miami-Dade County taxi service quality and availability depends upon where you live or vacation within the County. For visitors arriving by plane and people living in downtown Miami, Coral Gables, and Miami Beach areas; hotel surveys, and un-served taxi calls analysis, indicates there is excellent taxi service available at all times of the day and night – even during peak tourist season.

If, however, a customer is in an outlying area of the County, such as Homestead, Cutler Ridge, Carol City, North Miami, or want a short trip from the Seaport, he will most likely have a difficult time obtaining taxi service on a regular basis. Indeed, for those living in Homestead, there may be no availability of taxicab service during peak tourist season.

There would appear to be a large geographic corridor running from the airport, through Coral Gables, the downtown, seaport, out to and along the beaches which has excellent taxi service. Taxi operators can work the stands, hotels, and with radios, this central core population. Business would appear to be so good that many taxi operators feel they have no need for radios and, if working the radio, refuse calls that will take them unnecessarily away from this corridor. Finally, as stated in the Phase One report, if one is transportation disadvantaged, blind or requiring the use of a wheelchair lift-equipped taxi, with or without a 24 hour advance notice, your chances of receiving taxi service in a timely manner would appear even more difficult during this peak tourist season when taxicabs are significantly more busy as evidenced by the significant increase of airport and seaport dispatches.

Imbalanced Taxi Market – Further Evidence

Severe unmet taxi service needs exist in some areas during peak tourist season, while there is an ample supply of taxis for other areas such as the airport, major hotels and the beaches. The lack of viable traditional taxi radio call service due to limited participation in radio dispatched services becomes acute during the peak tourist season. Taxi medallion holders (and drivers holding their own medallion) apparently permit drivers, or choose themselves, to drop radio coverage during the peak season with the attitude they will repurchase it during the off peak season if non-radio business is slow.

Unfortunately there is no way of determining just how many taxis drivers purchase radio service, and, for those who do purchase the service, how many calls they accept unless their PSC has computerized dispatching and maintains such records.

As previously stated, this situation creates a highly imbalanced market where some geographic market area needs go ignored and unmet while there is an abundant supply of taxi service in the geographic corridor from the airport to the beaches. Unlike the off peak report however there does not appear to be poor economic return for these taxi operators serving only the central corridor. In fact, drivers admit to be able to make “serious money” during this peak tourist season. Thus, any model or formula for adding additional taxi service suppliers (new licenses) must first address this significant peak time imbalance before addressing the issue of a new licenses formula.

Miami-Dade County Taxi Service

Questionnaire Results

Miami-Dade Taxi Service Questionnaire Results

Presented in the following pages are the results of the peak season mailed survey which was mailed to Miami-Dade County hotels, restaurants, and medical facilities most likely to utilize taxicab services. Phase two surveys sought to improve response rates by issuing the cover letter for the survey on Consumer Services Department letterhead. Thus, this round of surveys had a different treatment than the earlier, phase one surveys. In addition to the mailed survey from TTLF with CSD letterhead, respondents were also emailed a copy of the survey and a cover letter urging their cooperation by the Greater Miami Hotel Association and Greater Miami Visitor's and Convention Bureau.

The contact lists for these establishments was broken randomly into two groups – one reported earlier for the off-peak portion of the project and this second grouping reported here as the peak-time portion of the project. Phase Two surveys produced significantly better response rates. For hotels, 225 surveys were mailed and 40 were received for a return rate of 17.8%. For restaurants, there were 396 surveyed and 41 usable returns for a response rate of 10.4%. Finally, medical facilities returned 11 surveys out of the 84 mailed for a return rate of 13.1%. This response rate is similar for surveys utilized in other cities and may be attributed to more of a concern for taxi issues during peak season or the cover letter being printed on Consumer Services Department stationery and emails sent by the Greater Miami Hotel Association and Greater Miami Visitor's and Convention Bureau.

It should be noted that this survey is a “convenience survey”, indicating that the results should not be generalized with any degree of certainty that they represent the entire population. However, for those establishments responding to the survey, we can nevertheless summarize these results for discussion purposes and divide the survey responses into those establishments within the central corridor from the airport to the beaches and those outside this corridor.

Whom do you call?

When asked, whom they call for taxi service, these establishments again indicated they use only a portion of the Passenger Service Companies (PSC's) offering radio taxi dispatch services. Only nine, or about one fourth, of the 39 PSC firms were mentioned four or more times. Only six companies were mentioned five or more times in the survey. These were the same six companies; Super Yellow, Central, Best Yellow, Diamond, Coral Gables, and Miami Dade PSC's.

Of course, some of the PSC firms may have their affiliated taxicabs serving other markets such as the residential market, the downtown, the beach areas, or the seaport and airport. Indeed, taxi firms such as Tropical and Society, and perhaps others, may have geographic market niches they primarily serve and may not be reflected by respondents. Another complicating factor is that respondents were not asked what telephone number they use to call this taxi company. Thus, respondents may be using a telephone number listed to

Yellow Taxi but, depending upon where they are located, receiving service from a Coral Gables taxi which is paying for Yellow radio dispatch services.

Service response times?

Reported service response times appear to be as good for most hotels, restaurants, and medical facilities during peak tourist season as during non peak times. However, written comments supplied suggested the wait time was significantly worse during peak tourist season. These negative replies appeared to come from restaurants and hotels located outside the central corridor.

How would you rate your taxi service?

Ratings by these establishments regarding their taxi service appear to be nearly as good as during off-peak season. There is only a small statistical drop off, and, given the sample size, not statistically different. As shown by the data averages, it is slightly less than 3.5 overall on a five point scale for most service attributes. There does appear to be a drop off slightly in their willingness to pick up, promptness, and handing of complaints.

Peak vs. off-peak market perception?

However, as shown by the responses to the question of whether the respondents perceive a difference in taxi service in the peak vs. off-peak season, there now appears to be the perception that their service levels are affected by the peak season activity. In the Phase One survey, nearly 80% of the respondents indicated that there was no perceived seasonal difference in their taxi service levels, but only 64% responded this way.

Need for credit cards?

When asked if there was a need for taxicabs to accept major credit cards, there again was a clear indication (69%) that this was important to their customers.

Arranged transportation?

When asked if these establishments ever arrange for airport transportation other than taxis (hotels) or transportation for guests/clients (restaurants and medical facilities), 69% said they did. This is nearly 40% more than the Phase One respondents. This question addresses the concept of substitution of other ground transportation for taxis and whether this is pronounced within the community. As shown by the responses, it is a common practice especially during peak tourist season. As shown by their responses as to what company they call, these are not PSC taxi services but a combination of shared ride vans and limousine services. This survey question was slightly altered for the peak use time or Phase Two survey. Respondents were specifically asked if they arrange “other than taxi” transportation.

Whom do you call with taxi service complaints?

When asked if they knew whom to call when they did experience taxi service complaints, most respondents said they did, but only two (2) of the respondents knew to call the Miami-Dade Consumer Services Department.

Overall Comments

When asked to provide any written comments regarding taxicab service, significantly more respondents replied negatively in the Phase Two survey. While the response sample was nearly the same, the negative responses were up 80%.

Miami-Dade County Taxi Service Questionnaire Results thru 3/20/06

Question 1 Summary

Which taxicab companies do you regularly call for service?

HOTELS:

888-8888	1
AAA	1
American	1
Best Yellow	3
Brazil	1
Central	7
Century	1
Checker	1
Copacabana	1
Coral Gables	2
Diamond	3
Doral	1
Flamingo	1
Home of Yellow	1
Ipauelma	2
KB Village	1
Key Biscayne	1
Miami	1
Miami Dade	4
Miami Lakes	2
Miami Springs	2
Rickenbacker	4
Society	1
South Beach	2
Super Nice	1
Super Yellow	19
USA	1

RESTAURANTS:

AAA	1
American	1
Best Yellow	5
Central	5
Century	1
Coral Gables	6
Crown	1
Diamond	5
Doral	2
Flamingo	1
Home of the Yellow	1
KB Village	1
Kendall Yellow	1
Metro	1

Miami	1
Miami Dade	1
Miami Lakes	1
Miami Springs	1
South Beach	2
Sunny Isles	2
Super Yellow	9
Tropical	3
USA	1
Yellow	2

MEDICAL FACILITIES:

Best Yellow	2
Coral Gables	1
Diamond	2
Flamingo	1
Kendall Yellow	3
Metro	1
Miami Dade	2
Super Nice	1
Super Yellow	4

Miami-Dade County Taxi Service Questionnaire Results thru 3/20/06

Question 1 Summary *cont'd*

Which taxicab companies do you regularly call for service?

ALL RESPONSES:

Super Yellow	32
Central	12
Best Yellow	10
Diamond	10
Coral Gables	9
Miami Dade	7
Kendall Yellow	4
Rickenbacker	4
South Beach	4
Doral	3
Flamingo	3
Miami Lakes	3
Miami Springs	3
Tropical	3
AAA	2
American	2
Century	2
Home of the Yellow	2
Ipauelma	2
KB Village	2
Metro	2
Miami	2
Sunny Isles	2
Super Nice	2
USA	2
Yellow	2
888-8888	1
Brazil	1
Checker	1
Copacabana	1
Crown	1
Key Biscayne	1
Society	1

Miami-Dade County Taxi Service Questionnaire Results thru 3/20/06

Question 1 (Hotels)

Which taxicab companies do you regularly call for service?

Survey #	
1	Doral
2	Super Yellow, 888-8888
3	Other [not listed]
4	None will come this far (Florida City)
5	Best Yellow
6	
7	Best Yellow, South Beach, Super Yellow
8	Diamond, Super Yellow
9	Central, Checker, Miami, Super Nice, Super Yellow, USA
10	Coral Gables, Super Yellow
11	Central, Century
12	American, Diamond, Super Yellow
13	Miami Dade, Miami Lakes
14	Super Yellow
15	Home of Yellow
16	Miami Lakes
17	Miami Dade
18	Super Yellow
19	Central
20	Central, Rickenbacker
21	Super Yellow
22	Miami Springs
23	Rickenbacker, South Beach, Super Yellow
24	Flamingo, Super Yellow
25	Super Yellow
26	
27	Central, Ipauelma
28	AAA, Best Yellow, Coral Gables, Super Yellow
29	Society, Super Yellow
30	Central, Miami Dade, Rickenbacker
31	Brazil
32	Ipauelma
33	Diamond, KB Village, Key Biscayne, Miami Springs, Rickenbacker, Super Yellow
34	Super Yellow
35	Super Yellow
36	
37	Super Yellow
38	Miami Dade, Copacabana
39	Central
40	Super Yellow

Miami-Dade County Taxi Service Questionnaire Results thru 3/20/06

Question 1 (Restaurants)

Which taxicab companies do you regularly call for service?

Survey #	
1	Best Yellow
2	Coral Gables, Yellow
3	Best Yellow, Doral, Kendall Yellow, Metro, Miami Lakes, Miami Springs
4	Super Yellow
5	Tropical
6	Doral
7	Coral Gables
8	Best Yellow
9	Diamond
10	Super Yellow
11	Central, Home of the Yellow, South Beach, Super Yellow
12	Coral Gables
13	None
14	Tropical
15	
16	
17	Central, Miami
18	KB Village
19	AAA, Crown, Diamond, Flamingo, Super Yellow, USA
20	Super Yellow
21	None
22	Central, Century, Diamond, Miami Dade, South Beach, Yellow
23	
24	Super Yellow
25	Central
26	American, Sunny Isles
27	Coral Gables
28	Super Yellow
29	Tropical
30	Central
31	
32	Sunny Isles
33	Coral Gables
34	
35	Best Yellow, Diamond
36	Super Yellow
37	
38	Coral Gables, Super Yellow
39	Diamond
40	Best Yellow
41	

Question 1 (Medical)

Which taxicab companies do you regularly call for service?

Survey #	
1	Best Yellow
2	Super Yellow
3	Kendall Yellow
4	Best Yellow, Kendall Yellow
5	Flamingo, Miami Dade
6	Coral Gables
7	Kendall Yellow, Miami Dade, Super Yellow
8	Diamond, Super Nice, Super Yellow
9	Metro
10	Super Yellow
11	Diamond

Miami-Dade County Taxi Service Questionnaire Results thru 3/20/06

Questions 2-3 Summary/All Responses

What is the [average/reasonable] wait time for a taxicab to arrive
at your establishment after being called?

HOTELS:	Average		Reasonable	
Less than 5 minutes	3	8%	10	27%
5-10 minutes	18	49%	17	46%
10-15 minutes	8	22%	7	19%
15-20 minutes	4	11%	1	3%
20-30 minutes	2	5%	0	0%
More than 30 minutes	2	5%	0	0%

RESTAURANTS:	Average		Reasonable	
Less than 5 minutes	3	8%	2	5%
5-10 minutes	10	26%	21	54%
10-15 minutes	12	31%	12	31%
15-20 minutes	9	23%	1	3%
20-30 minutes	3	8%	2	5%
More than 30 minutes	2	5%	0	0%

MEDICAL:	Average		Reasonable	
Less than 5 minutes	0	0%	1	9%
5-10 minutes	2	18%	3	27%
10-15 minutes	4	36%	2	18%
15-20 minutes	1	9%	5	45%
20-30 minutes	2	18%	0	0%
More than 30 minutes	2	18%	0	0%

ALL RESPONSES:	Average		Reasonable	
Less than 5 minutes	6	7%	13	15%
5-10 minutes	30	34%	41	47%
10-15 minutes	24	28%	21	24%
15-20 minutes	14	16%	7	8%
20-30 minutes	7	8%	2	2%
More than 30 minutes	6	7%	0	0%

Miami-Dade County Taxi Service Questionnaire Results thru 3/20/06

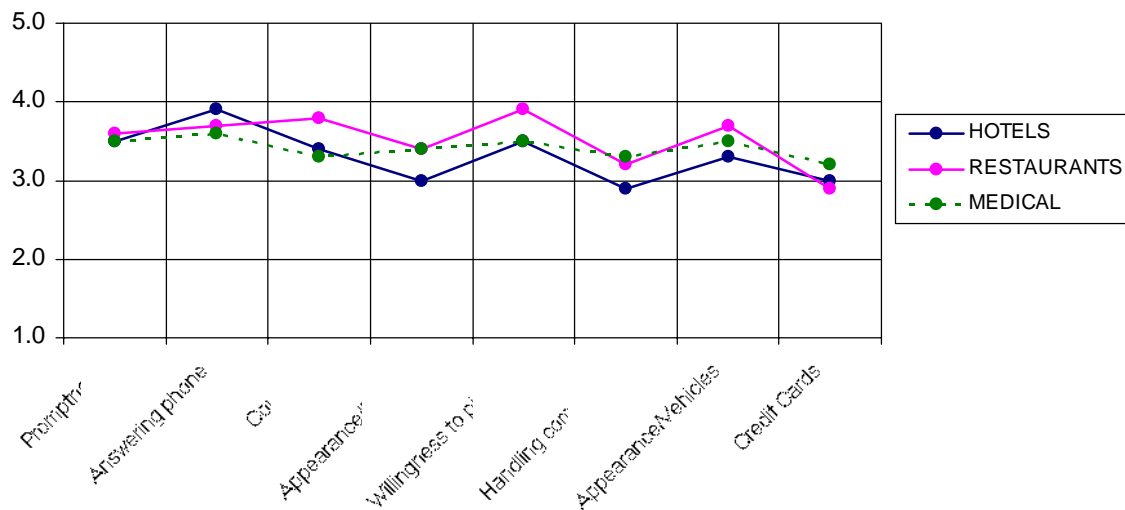
Question 4 Summary

How would you rate the taxi service you presently receive?

	HOTELS	RESTAURANTS	MEDICAL	ALL RESPONSES
Promptness	3.5	3.6	3.5	3.5
Answering phone	3.9	3.7	3.6	3.7
Courtesy	3.4	3.8	3.3	3.5
Appearance/Drivers	3.0	3.4	3.4	3.3
Willingness to pick up	3.5	3.9	3.5	3.6
Handling complaints	2.9	3.2	3.3	3.1
Appearance/Vehicles	3.3	3.7	3.5	3.5
Credit Cards	3.0	2.9	3.2	3.0

5 = Very Good 4 = Good 3 = Okay 2 = Poor 1 = Very Poor

Q4 How would you rate the taxi service you presently receive?



Miami-Dade County Taxi Service Questionnaire Results thru 3/20/06

Question 5 Summary

Do you find taxi service to be significantly different during peak season
(Dec.-April) versus off-peak season (May-Nov.)?

HOTELS:	Yes	%	No	%
	16	42%	22	58%

RESTAURANTS:	Yes	%	No	%
	11	31%	25	69%

MEDICAL:	Yes	%	No	%
	3	30%	7	70%

ALL RESPONSES:	Yes	%	No	%
	30	36%	54	64%

Miami-Dade County Taxi Service Questionnaire Results thru 3/20/06

Question 6 Summary

Is it important for your patrons to be able to use credit cards for taxi service?

HOTELS:	Yes	%	No	%
	28	72%	11	28%

RESTAURANTS:	Yes	%	No	%
	27	69%	12	31%

MEDICAL:	Yes	%	No	%
	6	55%	5	45%

ALL RESPONSES:	Yes	%	No	%
	61	69%	28	31%

Miami-Dade County Taxi Service Questionnaire Results thru 3/20/06

Question 7 (Hotels Only)

Do you arrange airport transfers for your guests? If yes, which companies do you use?
How is the service arranged?

Yes	%	No	%
27	69%	12	31%

12 mentioned shuttle companies, some specific and some general references: Super Shuttle (9), and Airport Express (1)

12 mentioned limo companies, some specific and some general references: Padrino, Aventura (5), Worldwide (2), Dolphin (2), and BKTT

1 mentioned Enterprise rent-a-car

Other companies mentioned: Miami Sunset, Doral Transportation, and Ideal Transportation

Arrangements: 9 mentioned hotel staff making arrangements, 1 by guest; 11 make by phone, 1 by fax, and 1 by e-mail

Miami-Dade County Taxi Service Questionnaire Results thru 3/20/06

Question 7 (8 on Hotels Survey)

Do you know whom to call if you have a problem with taxicab service?
If yes, whom do you call?

HOTELS:	Yes	%	No	%
	11	30%	26	70%
RESTAURANTS:	Yes	%	No	%
	7	18%	31	82%
MEDICAL:	Yes	%	No	%
	3	30%	7	70%
ALL RESPONSES:	Yes	%	No	%
	21	25%	64	75%

13 repondents stated that they would call the taxi company and/or supervisor at taxi company.

2 stated they would call the Miami-Dade Consumer Services Department.

2 stated they would call the "tourist hotline"

Other responses: Metro Dade Taxi Bureau, and "consumer hotline"

Miami-Dade County Taxi Service Questionnaire Results thru 3/20/06

Question 8 (9 on Hotels Survey)

Please list any comments you would like to make regarding
Miami-Dade County taxicab services.

HOTELS:

+	-	n/a	#	ZIP	Comments
	1		4	33034	Most taxis here are illegal and scary [Florida City]. We tell our guests not to use the taxis. We offer 800 numbers to shuttle, limo and car rentals.
		1	6	33032	Wish it were more like DC!
		1	10	33134	I recommend to have more taxis available during the peak season, especially when we have large groups.
	1		16	33014	They are extremely rude most of the time. They don't like to pick up people who are just traveling between 2-4 miles. They make them wait longer.
		1	17	33139	For the most part, they are rude but get the job done.
	1		18	33134	They have to improve answering their phone.
	1		19	33141	The drivers always are fighting with each other about who was first in line. They do this in front of customers and hotel staff.
		1	20	33139	Some drivers are very pleasant, as others are very rude.
	1		22	33166	Taxis at airport charge very different amounts to the same location and guests yell at us about this.
	1		23	33139	Most Haitian taxi drivers will not give you change. They will say they don't have any and you end up having to give them your change.
	1		25	33181	Don't blow horn when just arrive
		1	26	33139	[In reference to wait times:] Usually on property.
	1		27	33139	Taxis here are old and smelly. I admit I kind of like that, but customers sure don't.
		1	28	33144	More taxis, better service, better courtesy drivers and appearance.
	1		31	33139	At Port of Miami and Airport taxi drivers refuse to take people that go to downtown only.
	1		33	33149	[More polite] drivers, more professional attire, more knowledge of city. Drivers are always on cell phone.
	1		36	33172	Overall the service is very poor. They don't know directions. They overcharge guests. They are very unprofessional and don't speak English. Sometimes they only want long rides; very unhappy when it is a short ride.
	1		38	33139	Taxis need to accept credit cards. Also, drivers are always talking on cell phones or have loud music.
		1	39	33139	Taxi service vehicles should [be] no more than 5 years old.
	1		40	33132	Need more English-speaking drivers with manners. They need to steal business from each other and stop harassing guests.
0	13	7			
0%	65%	35%			

RESTAURANTS:

+	-	n/a	#	ZIP	Comments
	1		3	33126	Dirty taxis, bad service, old car, no customer service, no training, personal disgusting service, no honesty, no uniform, dress very bad (like mechanic). Take example from Madrid (Spain). Great service, clean, honest (Spain).
		1	4	33133	If taxi company or taxi drivers would call me if they're running late
		1	9	33133	I believe that the taxicab should have a permanent station outside of the Grove instead of driving in the Grove ????? to pick up customers and create traffic. The Grove should have 3 stations with a person in charge to call a taxi like they do at the airport.
	1		10	33135	I'd like the taxi doesn't take that long. One time I was waiting for half an hour for picking me up from the hospital. Thank you.
	1		11	33139	Poor service, poor attitude, lack of English, lack of caring about our city
	1		12	33134	There is a huge shortage of cabs in the county!! And I have yet to see one that accepts credit cards.
		1	19	33140	They all should be able to take credit card
1			20	33165	For us it's okay
		1	22	33139	After every trip from airport taxi should hand guest card with taxi info., credit card offered on every cab, more van taxis.
		1	24	33179	Not many customers used taxicab service at our establishment. Thus, the information we provide may not represent majority opinions. Thanks.
	1		25	33141	A taxi stand is 200 feet away from our establishment and still we wait over 10-15 minutes for a cab.
		1	28	33030	Have more cars available for Homestead/Miami-Dade County
	1		30	33139	Update cabs and maintain better. A lot of them are sometimes a little shabby and the A/C may not be working on them which happens alot
	1		31	33176	If something is left in taxi we can never get it back. If the guest is going a short distance the cab driver gets mad and provides horrible service
		1	32	33160	We only call the taxicab for the customers so we do not interact with the driver or the car. We have never had a customer complaint.
		1	34	33139	We never call cabs
		1	37	33034	Not enough companies servicing South Dade
		1	41	33131	Taxi cleanliness, driver appearance. Most drivers are courteous; a few bad apples.
1	7	10			
6%	39%	56%			

MEDICAL ESTABLISHMENTS:

+	-	n/a	#	ZIP	Comments
		1	7	33157	We need more wheelchair accessible cabs service for the southwest area, Fla. City, Homestead, Cutter Bay, South Miami, Coral Gables. There are a lot of homebound, nursing homes, retirement villas, etc. Really need this service; not always a STS (?) situation.
	1		8	33010	Drivers are rude for the most part, sometimes have to be called more than once; refused wheelchair patient.
1			9	33161	[In ref. to credit card question] We have an account; it works really well!
1	1	1			
33%	33%	33%			

Miami-Dade County Taxi Service Questionnaire Results thru 3/20/06

Question 8 (9 on Hotels Survey)

Please list any comments you would like to make regarding
Miami-Dade County taxicab services.

ZIP	Positive	Negative	Indifferent or n/a
33010		1	
33014		1	
33030			1
33032			1
33034		1	1
33126		1	
33131			1
33132		1	
33133			2
33134		2	1
33135		1	
33139		6	6
33140			1
33141		2	
33144			1
33149		1	
33157			1
33160			1
33161	1		
33165	1		
33166		1	
33172		1	
33176		1	
33179			1
33181		1	
	2	21	18

Miami International Airport Taxicab Analysis & Simulation Results

Miami International Airport Taxi Data Analysis and Simulation

Within Phase One of this project, a comprehensive data analysis and simulation was conducted on Miami-Dade County taxicabs serving the Miami International Airport from 9/25/05 through 10/1/05 – a typical off-peak week for the airport. In order to supplement this operational model, data from the airport's peak week and day, February 10th, 2006 and February 14th, 2006 were tabulated for the simulation. In addition, data on arrival time at the airport taxi holding lot was also collected and tabulated for these two peak season days. Thus, in Phase Two, actual airport wait time and service time for taxi trips departing from the Miami International Airport could be calculated and added to the simulation model.

1. Trip Analysis

Section one of this airport data reports on an analysis of frequency of trips per hour for both Regular taxis and ARTS taxis leaving the airport on the peak days of February 10th and 14th. As shown the same peak hours for taxicab demand are present in the Phase Two as were identified in Phase One of this project.

Taxi Type	Number of Taxicabs	Number of Taxicabs working in the airport 02/10/06	Percentage	Number of Taxicabs working in the airport 02/14/06	Percentage
REGULAR	1983	920	46%	823	42%
ARTS	21	19	90%	18	86%
TOTAL	2004	939	47%	841	42%

The following tables display the analysis of frequency of trips per hour for both Regular taxis and ARTS taxis leaving the airport on the peak days of February 10th and 14th. As shown the same peak hours for taxicab demand are present in the Phase Two as were identified in Phase One of this project. This is between the hours of 3 and 7 p.m.

02/10/06: Frequency of taxi trips by hour

Hour	Number of trips (Total)	Number of trips (ARTS)	Number of trips (Regular)
7	24		24
8	17		17
9	126	1	125
10	159	6	153
11	235	8	227
12	284	16	268
13	353	17	336
14	200	17	183
15	429	20	409
16	299	24	275
17	300	13	287
18	260	18	242
19	355	23	332
20	190	23	167
21	237	16	221
22	240	27	213
23	124	13	111

02/14/06: Frequency of taxi trips by hour

Hour	Number of trips (Total)	Number of trips (ARTS)	Number of trips (Regular)
7	51	1	50
8	61	5	56
9	116	8	108
10	153	7	146
11	140	13	127
12	194	15	179
13	206	9	197
14	197	11	186
15	278	17	261
16	256	19	237
17	302	11	291
18	259	20	239
19	241	24	217
20	162	21	141
21	156	13	143
22	164	16	148
23	17	4	13

It is significant to note that during peak tourist season, more taxis are required to service these hourly peaks. In Phase One of the project, the peak hour average need for Regular taxis was 203 taxis, but within the peak day observation of February 10th, the peak hour required 429 taxis, nearly double the off peak average. Therefore, it can be expected that peak tourist season will require significantly more taxis at the airport during peak hour demands.

Some taxicabs made one trip per day, while some might make eight trips per day. As shown in the following table, during peak season, more taxicabs made four or five trips per day than during off peak season.

Number of Trips	Number of Taxis 02/10/06 (Peak day, Peak Season)	Number of Taxis 02/14/06 (Normal day, Peak Season)	Number of Taxis 10/01/05 (Off peak season)
1	122	135	175
2	95	118	165
3	113	145	172
4	141	161	103
5	168	129	56
6	145	89	25
7	71	15	6
8	22	5	2
9	3	0	0
10	0	2	2
11	1	1	1
12	2	1	2
13	1	3	2
14	1	0	3
15	2	0	1
16	0	1	1
17	1	2	0
18	2	0	0
19	1	0	0
20	0	0	1
21	1	0	0
22	1	1	0
25	0	1	0

Also, from the data analysis, the percentage of taxicabs of PSC companies working in the airport varied.

PSC Company	Number of Taxicab	Number of Taxicab working in the airport at 02/10/06	Percentage	Number of Taxicab working in the airport at 02/14/06	Percentage
ATC	18	3	17%	3	17%
CCI	40	27	68%	21	53%
COR	30	23	77%	19	63%
CTS	216	49	23%	43	20%
CWN	74	58	78%	57	77%
DCC	66	11	17%	10	15%
DTI	12	6	50%	4	33%
ETI	8	2	25%	2	25%
FTC	159	116	73%	108	68%
GAB	8	1	13%	2	25%
GLO	1	1	100%	1	100%
KBT	7	3	43%	2	29%
LAK	1	1	100%	0	0%
MDT	75	45	60%	39	52%
MIA	20	16	80%	15	75%
MSK	11	10	91%	9	82%
MST	49	26	53%	24	49%
MTC	28	14	50%	12	43%
OCC	32	11	34%	9	28%
RTC	15	11	73%	11	73%
SCC	88	53	60%	51	58%
SCM	17	1	6%	0	0%
SIT	43	4	9%	4	9%
SNC	7	6	86%	6	86%
SPC	2	2	100%	1	50%
SYC	413	220	53%	203	49%
UCC	2	1	50%	0	0%
USA	95	43	45%	31	33%
VAL	4	2	50%	3	75%
YCC	453	173	38%	151	33%
Total	1994	939	47%	841	42%

The numbers of taxicabs working in the airport and demand frequency were compared between peak season and off peak season. As shown in the following four tables, the demand of short-term trips that were handled by ARTS taxi was not affected much by seasons, while long-term trip demand significantly varied with seasons.

ARTS: Average Trips Analysis

Date	Number of taxi worked in airport	Total number of trips	Average number of trips per taxi
25-Sep-05	18	231	12.83
26-Sep-05	19	295	15.53
27-Sep-05	20	236	11.8
28-Sep-05	18	232	12.89
29-Sep-05	19	231	12.16
30-Sep-05	19	246	12.95
1-Oct-05	18	192	10.67
10-Feb-06 (Peak Season)	19	242	12.74
14-Feb-06 (Peak Season)	18	214	11.89

Wheelchair: Average Trips Analysis

Date	Number of taxi worked in airport	Total number of trips	Average number of trips per taxi
25-Sep-05	15	56	3.73
26-Sep-05	15	59	3.93
27-Sep-05	14	48	3.43
28-Sep-05	12	40	3.33
29-Sep-05	15	49	3.27
30-Sep-05	16	66	4.13
1-Oct-05	12	33	2.75
10-Feb-06 (Peak Season)	18	85	4.72
14-Feb-06 (Peak Season)	18	68	3.78

Regular: Average Trips Analysis

Date	Number of taxi worked in airport	Total number of trips	Average number of trips per taxi
25-Sep-05	636	2262	3.56
26-Sep-05	659	2533	3.84
27-Sep-05	625	1912	3.06
28-Sep-05	623	1891	3.04
29-Sep-05	690	2332	3.38
30-Sep-05	738	2698	3.66
1-Oct-05	612	1699	2.78
10-Feb-06 (Peak Season)	758	3134	4.13
14-Feb-06 (Peak Season)	682	2386	3.50

Number of Trips comparison: ARTS VS. Unrestricted

Date	Weekday	Number of Trips	Trips of ARTS	Trips of Unrestricted Cabs	Percentage of ARTS Trips
9/25/2005	Sun.	2802	231	2571	8%
9/26/2005	Mon.	3153	295	2858	9%
9/27/2005	Tue.	2421	236	2185	10%
9/28/2005	Wed.	2362	232	2130	10%
9/29/2005	Thu.	2860	231	2629	8%
9/30/2005	Fri.	3293	246	3047	7%
10/1/2005	Sat.	2095	192	1903	9%
02/10/06 (Peak Season)	Fri.	3832	242	3590	6%
02/14/06 (Peak Season)	Tue.	2953	214	2739	7%

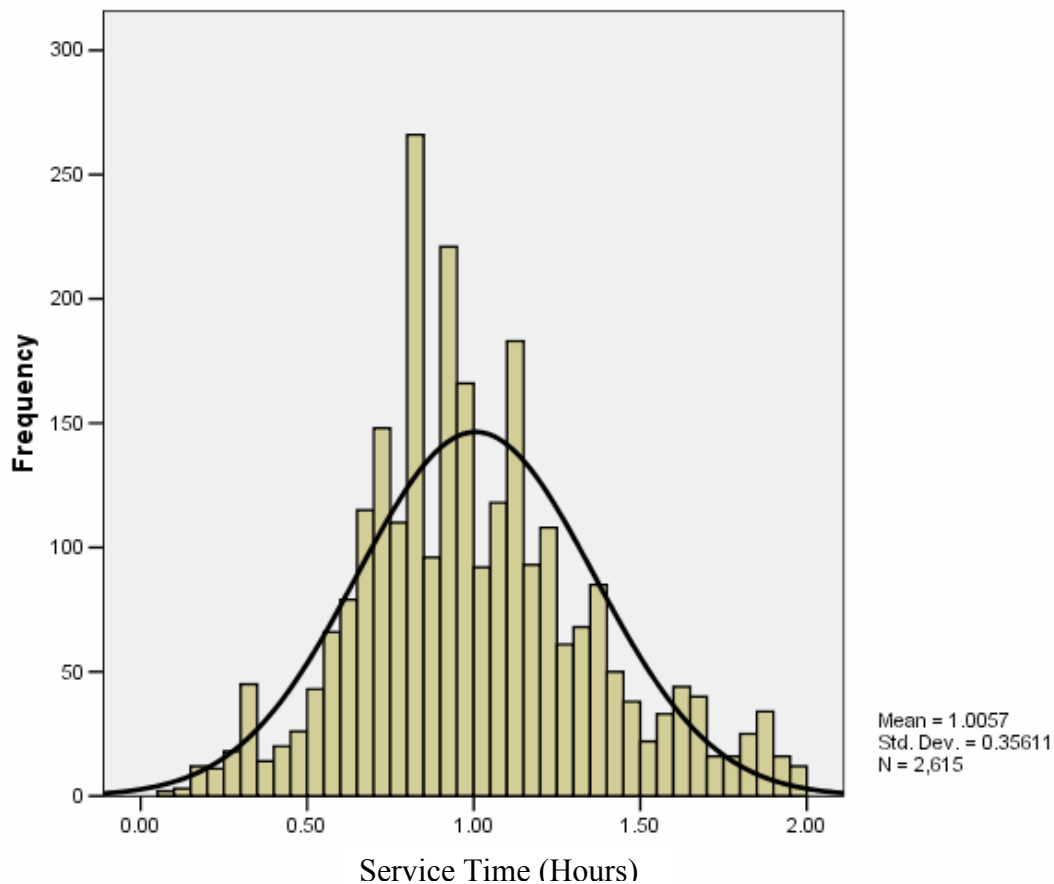
2. Service Time Requirements

Section Two of the analysis looked at the service times required by taxicabs to serve the airport trips. Briefly explained, this is the time it takes a taxi to transport a party from the airport to their destination and return to the airport. While it is assumed that most taxis return directly, a portion of these drivers, once in an area where there is considerable stand business or frequent radio call pickups, will stay there to service this demand and may return to the airport hours later, or not at all that day or shift. For these reasons, service times greater than two hours were deleted for the overall analysis representing less than 10% of the 6785 trips observed over the two peak week days.

Service time distribution of 02/10/06

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std.	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
VAR00002	2615	.05	1.98	1.0057	.35611	.410	.048	.142	.096
Valid N (listwise)	2615								



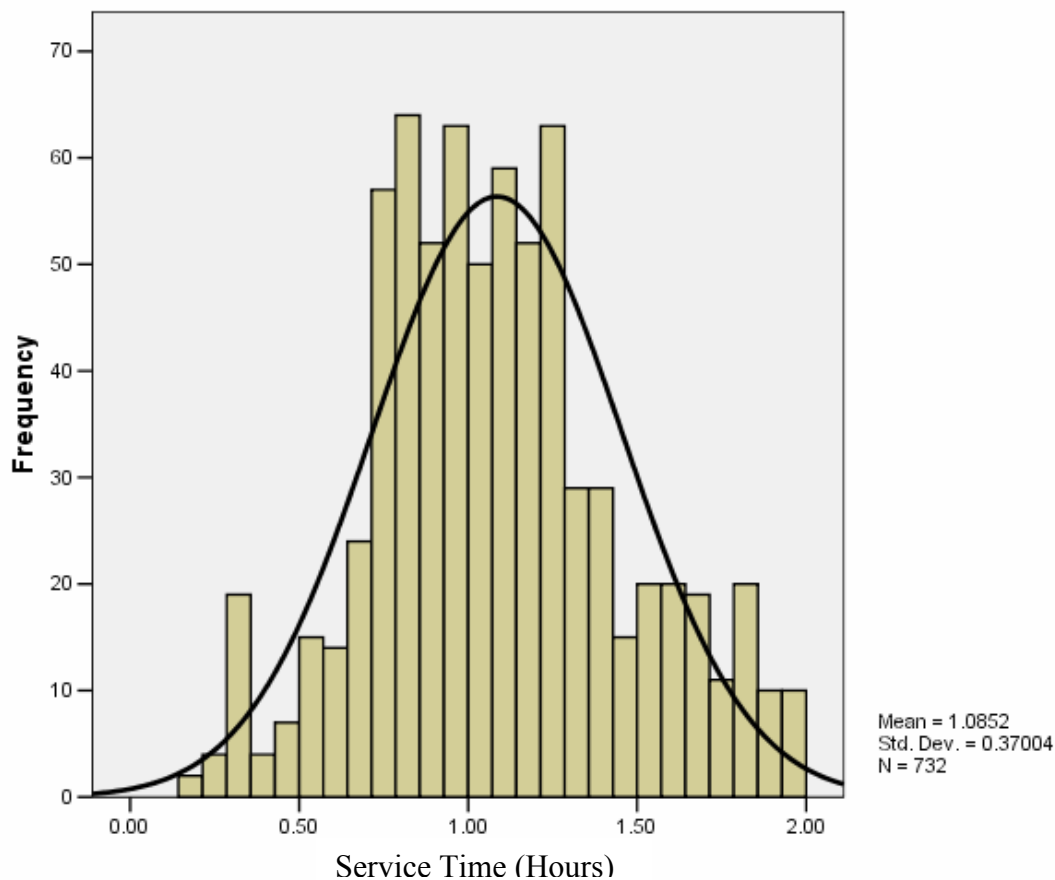
The above graph shows the distribution of service times in hours that is required for all Miami-Dade Co. taxis to pick up a passenger at the airport curb, transport them to their destination, and then return to the airport taxi holding lot. As shown, some trips are short, requiring only .50 hours or 30 minutes to serve while others may require up to 2 hours or 120 minutes to service.

Service time distribution of 02/10/06 during peak hours (from 3:00 PM to 6:00 PM)

Peak Hour Service Time Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std.	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
VAR00001	732	.17	1.98	1.0852	.37004	.266	.090	-.148	.180
Valid N (listwise)	732								



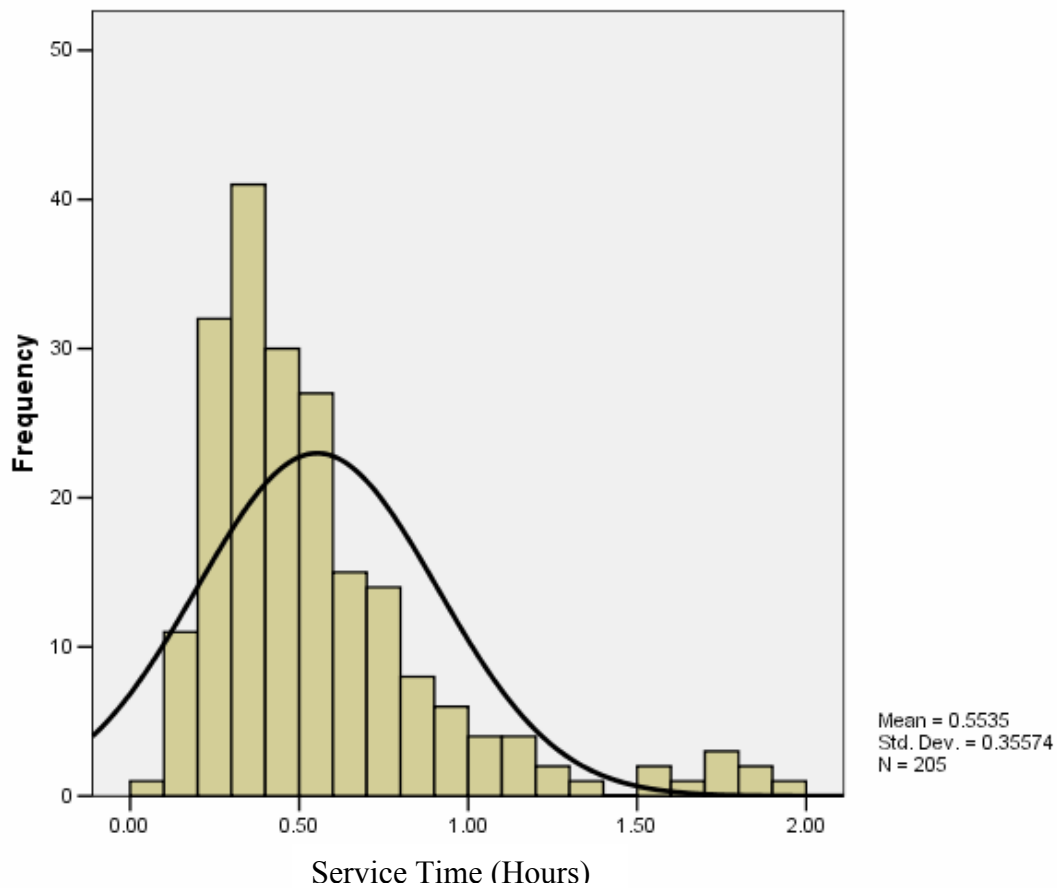
The mean and standard deviation of service time of 02/10/06 are 1.0057 hours and 0.35611 hours, and those during peak hours of that day are 1.0852 hours and 0.37004 hours. Therefore, the differences of means and standard deviations between normal hours and peak hours are not significant. Thus, it would appear that even during the peak 3 to 6

p.m. time period, the service time to drop off a passenger and get back to the airport remained relatively the same.

02/10/06: Service time distribution of ARTS trips

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std.	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
VAR00001	205	.08	1.98	.5535	.35574	1.788	.170	3.555	.338
Valid N (listwise)	205								

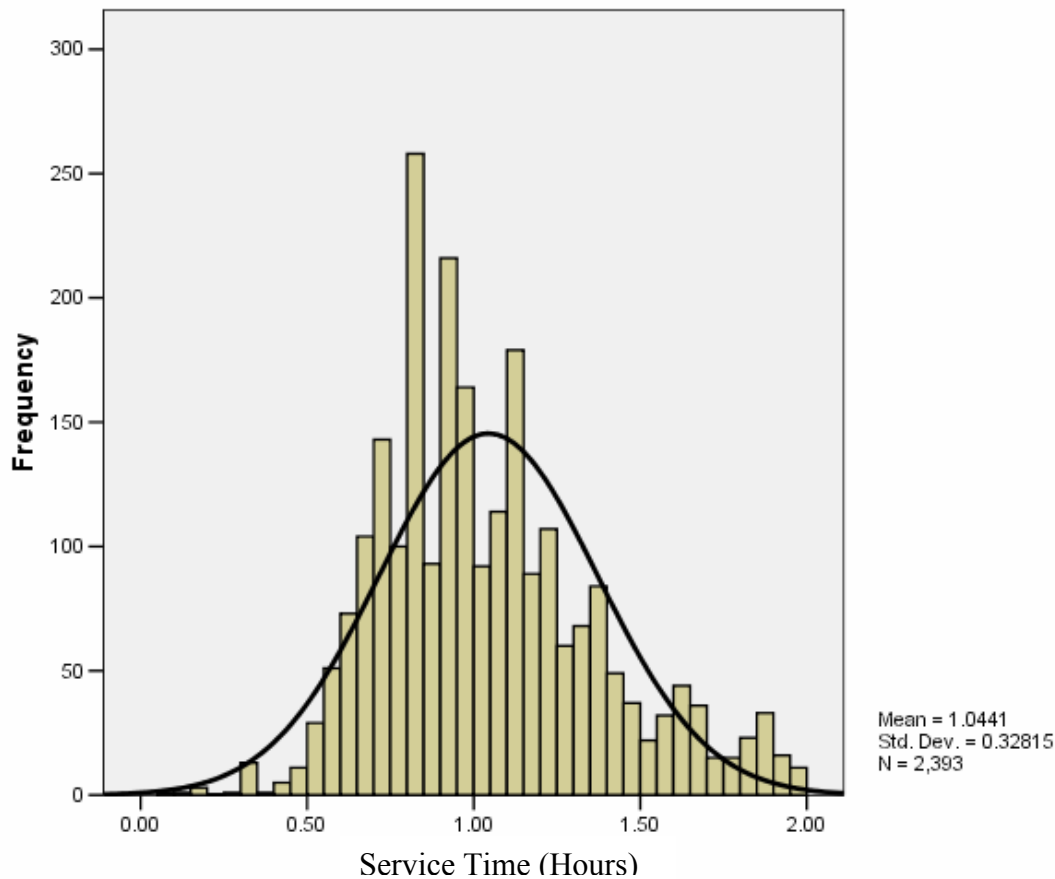


As shown, ARTS taxis have a significantly lower service time, averaging .55 hours or 33 minutes to serve an airport passenger for the short trip.

02/10/06: Service time distribution of regular (without ARTS) trips

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std.	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
VAR00002	2393	.05	1.98	1.0441	.32815	.656	.050	.190	.100
Valid N (listwise)	2393								



As shown by the above frequency graphs in Section Two, the average service time for Regular taxis is approximately one hour, normally distributed, with a standard deviation of 21 minutes. As one might expect, the service time for ARTS taxis is 33 minutes with also a 21 minute standard deviation. Finally, it should also be noted that the observed average service time was not statistically different for peak hour service.

3. Simulation report

The data of 02/10/06 (peak day) and 02/14/06 (normal day) during the peak season was analyzed to obtain aggregate statistics for building the simulation model. All the following results are based on running the model for one week. If running the model more than one week, such as one month or one year, the results may be slightly different because of time variation. Also, the model assumes all trips can be completed within two hours. As shown below, the maximum number of 420 Regular cabs and 26 ARTS cabs at peak times would be sufficient to handle current demand without user wait time. This assumes ARTS cabs continue to handle the short trips. If ARTS cabs were folded into the Regular taxi line, the maximum number of taxis required to satisfy even peak hours would be 440 taxis.

With ARTS cabs:

Service time	Peak season, peak day (based on data of 02/10/06) Mean: 33.21 minutes SD: 21.34 minutes	Peak season, normal day (based on data of 02/14/06) Mean: 34.6 minutes SD: 21.6 minutes	Off peak season (based on data from 09/25/05 to 10/01/05) Mean: 15 minutes (Assumed) SD: 5 minutes (Assumed)
ARTS cabs needed	26 cabs	25 cabs	15 cabs

Service time	Peak Season, Peak day (based on data of 02/10/06) Mean: 62.65 minutes SD: 19.69 minutes	Peak Season, Normal day (based on data of 02/14/06) Mean: 66.84 minutes SD: 31.52 minutes	Off peak season (based on data from 09/25/05 to 10/01/05) Mean: 60 minutes (Assumed) SD: 10 minutes (Assumed)
Regular cabs needed	420 cabs	360 cabs	230 cabs

Without ARTS cabs

Service time	Peak Season, Peak day (based on data of 02/10/06) Mean: 60.34 minutes SD: 21.37 minutes	Peak Season, Normal day (based on data of 02/14/06) Mean: 63.87 minutes SD: 32.03 minutes	Off peak season (based on data from 09/25/05 to 10/01/05) Mean: 55 minutes (Assumed) SD: 10 minutes (Assumed)
Total cabs needed	440 cabs	380 cabs	255 cabs

Notes:

1. **SD: standard deviation
2. Assumption: the distribution of passengers' arriving is exponential. The distribution of passengers' moving to taxicabs is gamma; the mean and standard deviation of this gamma distribution are 1 minute and 0.1 minute. The distribution of passengers' getting on taxicabs is normal; the mean and standard deviation of this normal distribution are 2 minutes and 0.5 minute. The distribution of taxicabs' service time (leaving the airport, taking passengers to destination, and returning to airport) is normal.

As shown by this section analysis, folding in the ARTS cabs with the regular cab line would add 242 trips per day during the peak days of peak season. However, this would be an increase of only .32 cab trips per day for the regular taxi fleet or one extra trip per three days at the airport. Thus, it is believed that the short trip refusal, the reason for the ARTS cabs in the first place, would be return and significant problems at the airport curb would return. Thus, there would appear to be no reason for folding these ARTS cabs into the regular cab line unless the regular cab lines were significantly reduced each day to eliminate long waits in the holding area.

4. Lottery Winners Analysis

Section Five of the analysis dealt with the question of whether lottery winner medallions were more likely to become primarily airport taxis. From this analysis it was determined that approximately one third of the lottery winner medallion taxis were primarily airport taxis.

Totally, there were 198 lottery winner taxicabs. On 02/10/06, 67 taxicabs (33.8% of total cabs) worked in the airport. Among them, 63 taxicabs (94% of cabs working in the airport) made 2 or more trips. On 02/14/06, 68 taxicabs (34.3% of total cabs) worked in the airport. Among them, 62 taxicabs (91.2% of cabs working in the airport) made 2 or more trips.

02/14/2006: Lottery Winner Taxicabs that worked in the airport and their PSC Company

PSC Company	Number of Taxicabs	Percentage
COR	2	3.33%
CWN	12	20.00%
DTI	2	3.33%
FTC	8	13.33%
MST	1	1.67%
RTC	1	1.67%
SCC	1	1.67%
SYC	25	41.67%
USA	1	1.67%
YCC	7	11.67%
Total	60	

Also shown by this analysis are the taxicab medallions that did not work the airport and the PSC they are affiliated with. These medallions may have radio service available through their affiliation with a PSC but it is not know if they purchased this radio service or if they actually work their radios.

02/10/2006: Lottery Taxicabs that didn't work in the airport and PSC Company

PSC Company	Number of Taxicabs	Percentage
ATC	4	3.33%
CTS	9	7.50%
CWN	2	1.67%
DCC	3	2.50%
FTC	7	5.83%
GAB	1	0.83%
MDT	3	2.50%
MIA	1	0.83%
MST	3	2.50%
MTA	1	0.83%
OCC	1	0.83%
SCC	4	3.33%
SCM	2	1.67%
SIT	7	5.83%
SYC	35	29.17%
USA	15	12.50%
YCC	22	18.33%
Total	120	
Six Companies with Radio Service		58.33%

These data show the PSC company affiliation and the percentage of non airport oriented taxis each PSC represents.

02/14/2006: Lottery Winner Taxicabs that didn't work in the airport and PSC Company

PSC Company	Number of Taxicabs	Percentage
ATC	4	3.28%
CTS	9	7.38%
CWN	3	2.46%
DCC	3	2.46%
FTC	5	4.10%
GAB	2	1.64%
MDT	4	3.28%
MIA	1	0.82%
MST	3	2.46%
MTA	1	0.82%
OCC	1	0.82%
SCC	5	4.10%
SCM	2	1.64%
SIT	7	5.74%
SYC	34	27.87%
USA	14	11.48%
YCC	24	19.67%
Total	122	
Six Companies with Radio Service		59.02%

59% of taxicabs that didn't work in the airport on 02/14/06 were belonging to six companies (CWN, DCC, MIA, SIT, SYC, and YCC) that have radio service.

5. Waiting Time and Service Time Analysis

Finally, Section Five of this data analysis dealt with average waiting times and service time these airport taxis experienced during the peak tourist season. Waiting time is the time taxi drivers spend from the time they enter the holding lot until they pay the cashier and proceed to the airport pickup curb. Service time is the time it takes a taxi to transport a party from the airport to their destination and return to the airport. As shown, the average waiting time for most times of the day is still an hour or more, but during peak hour usage it drops to 35 minutes. Unfortunately, comparable wait times for non-peak season are not available.

02/10/06: Waiting Time by Taxicab Class

Hour	Avg Waiting Times in Minutes (Total)	Avg Waiting Times in Minutes (ARTS)	Avg Waiting Times in Minutes (Regular)
7	90.08		90.08
8	113.21		113.21
9	70.80	56.00	71.01
10	32.53	13.67	34.48
11	59.10	13.20	65.85
12	59.05	34.83	64.98
13	58.99	19.37	64.18
14	58.54	25.25	64.59
15	65.51	24.50	68.84
16	30.57	11.40	35.24
17	35.27	27.27	37.27
18	39.62	13.18	46.23
19	42.98	14.80	52.59
20	39.79	10.17	49.94
21	65.58	9.00	76.00
22	58.91	5.50	62.41
23	36.49	10.43	40.83

02/10/06: Service Time by Taxicab Class

Hour	Avg Service Times in Minutes (Total)	Avg Service Times in Minutes (ARTS)	Avg Service Times in Minutes (Regular)
7	37.00		37.00
8	60.17		60.17
9	48.93		48.93
10	55.91	32.00	56.81
11	70.36	52.20	71.62
12	61.62	33.55	65.26
13	66.37	31.58	70.67
14	73.18	50.08	76.33
15	78.43	40.29	83.08
16	69.15	37.71	74.99
17	83.13	36.27	87.16
18	83.62	43.46	88.04
19	75.54	46.27	80.07
20	63.63	24.71	70.04
21	74.83	34.79	82.84
22	65.28	34.22	72.45
23	56.36	26.90	61.81

02/14/06: Waiting Time by Taxicab Class

Hour	Avg Waiting Times in Minutes (Total)	Avg Waiting Times in Minutes (ARTS)	Avg Waiting Times in Minutes (Regular)
7	87.45	3.00	93.08
8	80.07	7.35	90.84
9	98.97	41.64	106.72
10	85.63	11.52	97.98
11	69.95	15.69	84.02
12	83.89	8.23	97.83
13	82.94	5.88	93.94
14	74.48	21.70	80.46
15	70.94	3.96	76.43
16	48.43	13.13	55.32
17	38.06	15.86	41.68
18	32.61	17.96	37.72
19	37.05	5.20	45.48
20	53.60	5.25	57.89
21	64.58	11.33	75.79
22	62.89	8.18	73.07
23	74.87	13.80	82.50

02/14/06: Service Time by Taxicab Class

Hour	Avg Service Times in Minutes (Total)	Avg Service Times in Minutes (ARTS)	Avg Service Times in Minutes (Regular)
8	49.93	37.80	51.09
9	67.17	39.12	70.60
10	66.59	49.00	67.64
11	70.04	48.42	73.94
12	77.90	31.20	86.19
13	69.89	34.27	74.34
14	77.66	49.54	80.28
15	79.67	41.87	83.77
16	73.04	43.65	76.91
17	77.21	45.50	81.09
18	84.18	39.09	89.93
19	69.51	26.82	74.15
20	67.94	29.17	74.49
21	76.18	35.91	84.62
22	62.89	31.92	69.93
23	86.16	29.90	95.53

Unmet Demand Analysis by Zip Code

Unmet Demand Analysis by Zip Code

On the following pages are MapPoint pictures of areas of Miami-Dade County which represent unmet taxi demand of one taxi PSC Company – Yellow Cab of Miami. Yellow is the largest single radio taxi dispatch company in Miami-Dade County and the only one to have computerized records of taxi request calls by zone, time of call, and when a call was turned down. That is, when a caller was told there was no cab driver that accepted the trip, which was offered to them, or, no cab was available and thus; labeled as a rejected trip which constitutes unmet demand. As in the Phase One report, Yellow Cab of Miami was also identified by the Secret Shoppers Reports as the radio dispatch taxi company most often referred to as the one to call by other PSC companies when they could not provide the service.

Yellow provided raw data for the two peak weekdays (Feb. 10th & 14th) of trip rejections. Raw data was supplied which contained the location of the caller by Yellow Zones. This data was then converted to zip codes and pulled into MapPoint software. Thus, the following maps represent the experiences of only one Miami-Dade taxi dispatch firm, but one industry personnel agree dispatches more calls per day (around 4000) than anyone else.

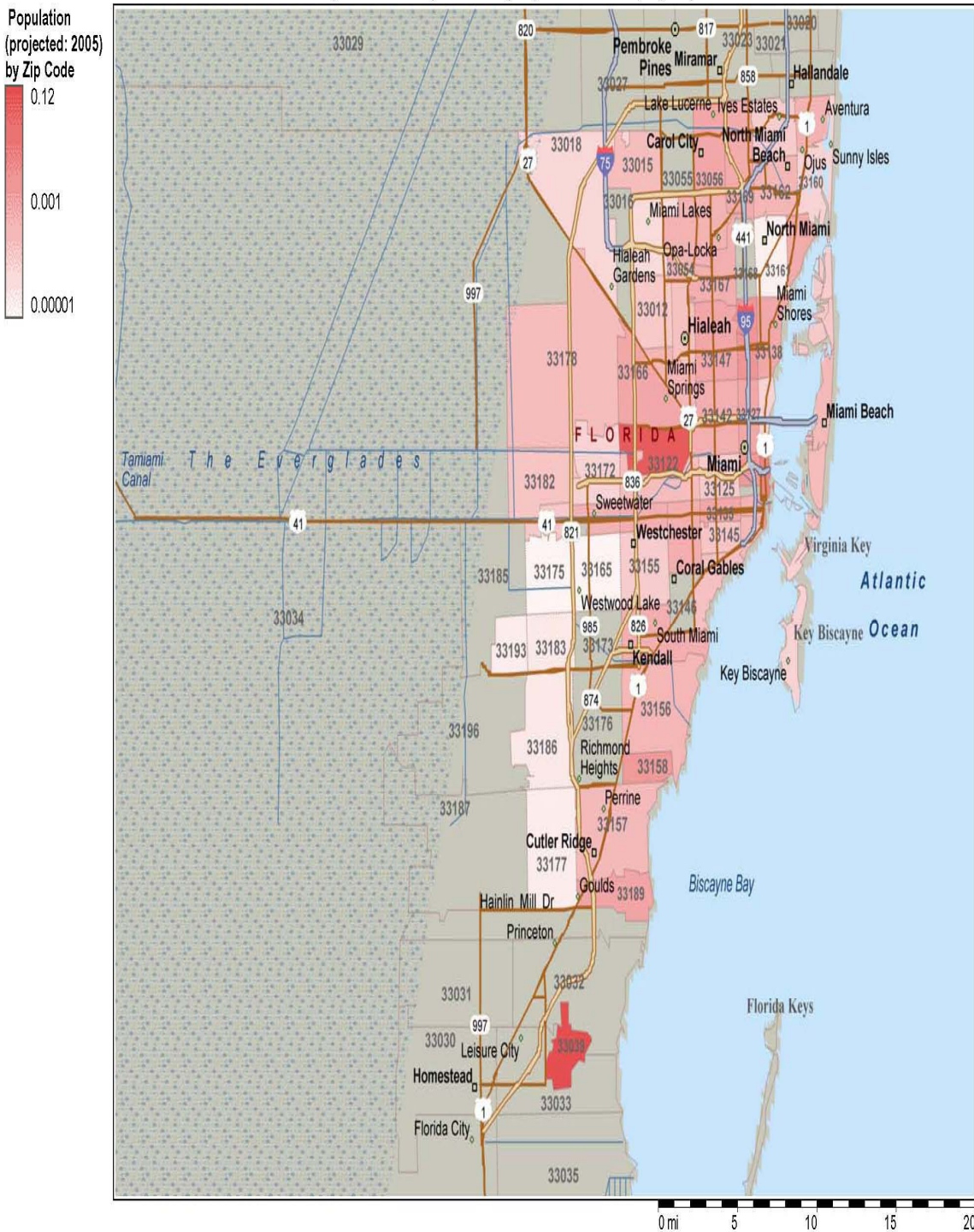
Similar to the results obtained in Phase One of the project, if one calls for a Yellow taxi, for example, from downtown Miami, the Beach, Coral Gables, etc., then service can be expected. If, however, one calls Yellow from Homestead, Cutler Ridge, Carol City, Hialeah, or portions of North Miami, for example, service is spotty at best and may not be available at all. What is not shown is the fact that some other taxi firm may be the one being called. In order to answer some of these questions, secret shoppers utilized in Phase Two of this report were directed to originate the majority of their trips from these identified underserved areas.

02/10/06 Rejections: Avg Household Income (projected: 2005) by ZIP Code



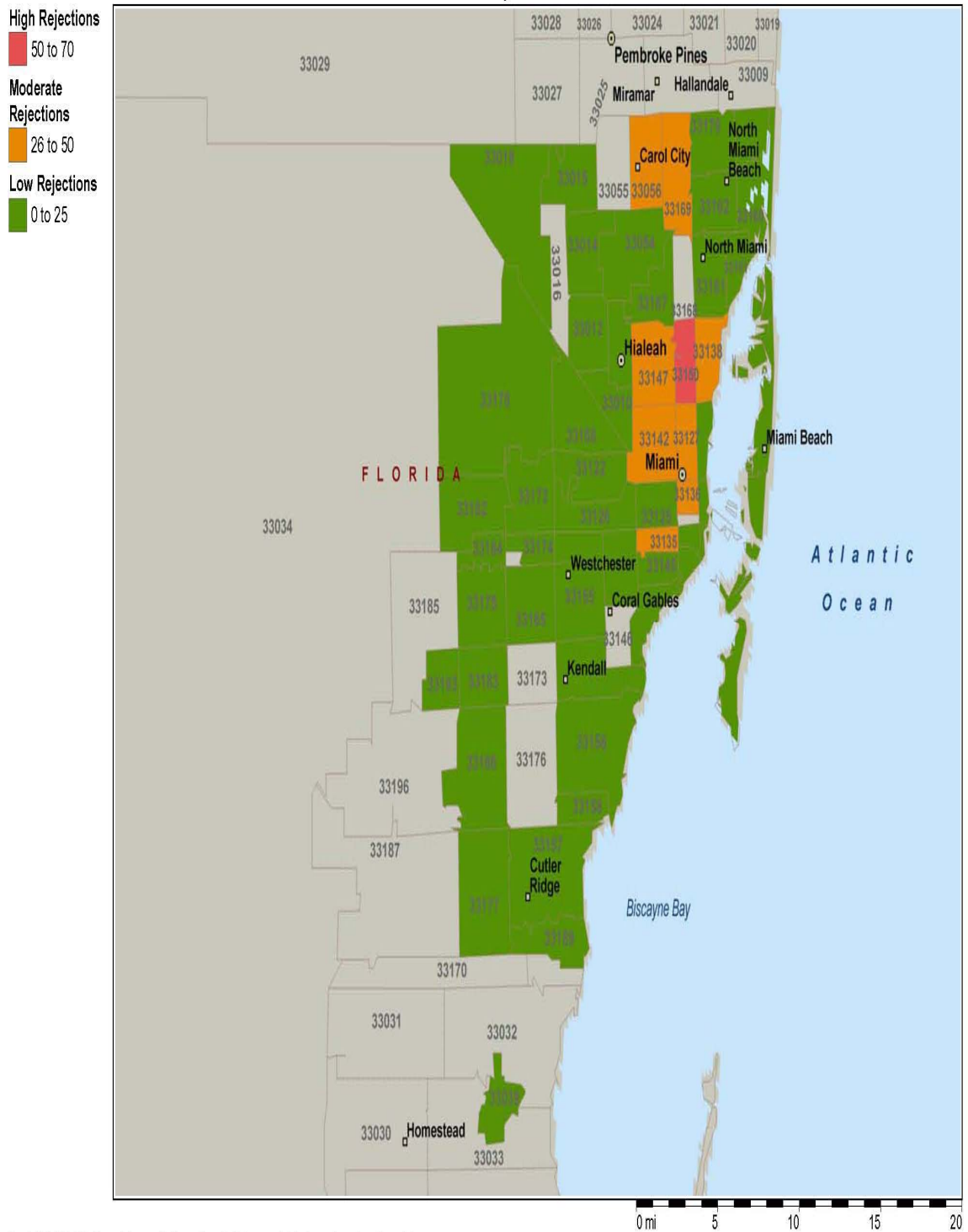
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02/10/06 Rejections: Population (projected: 2005) by Zip Code



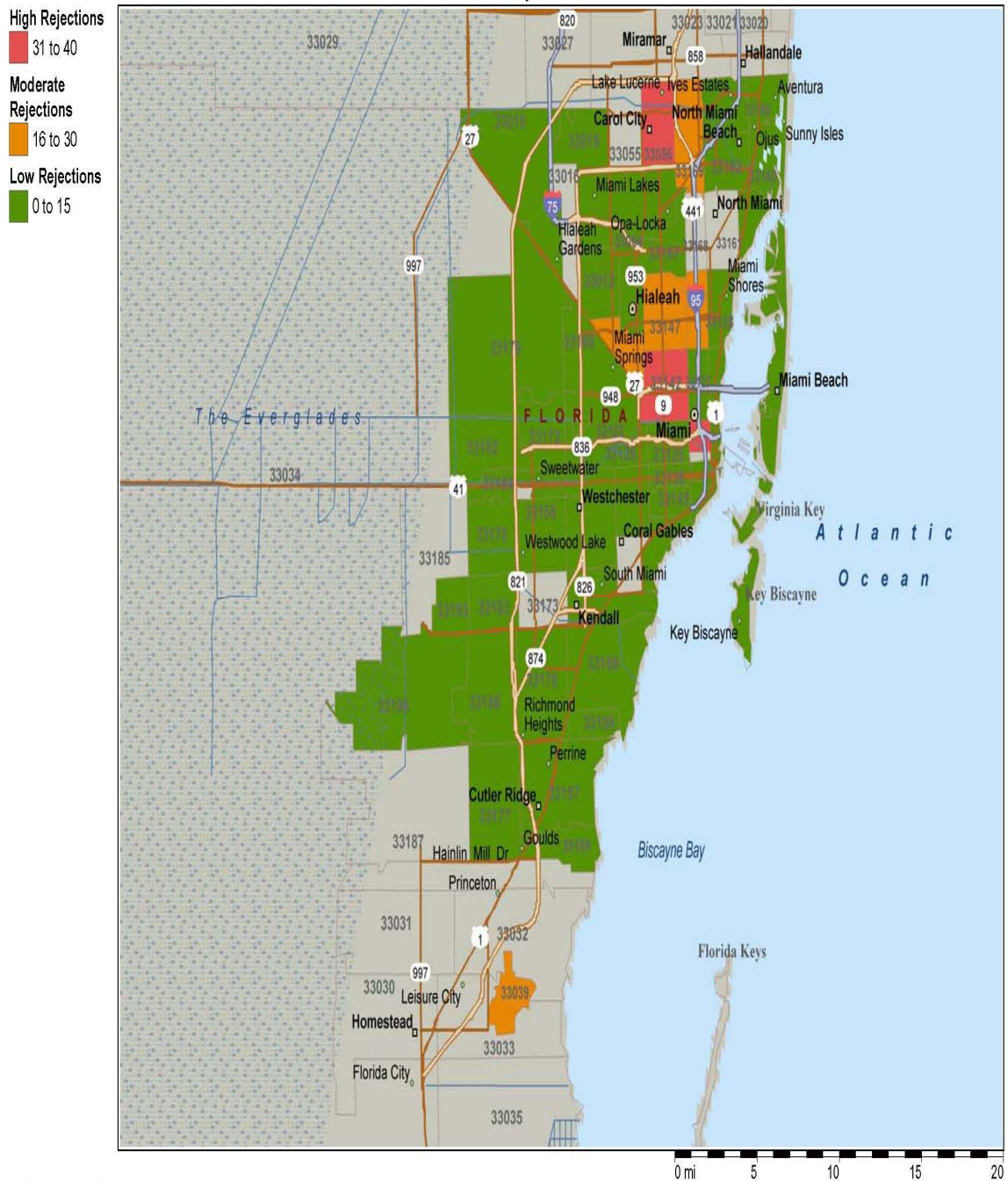
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02/10/06 Rejections



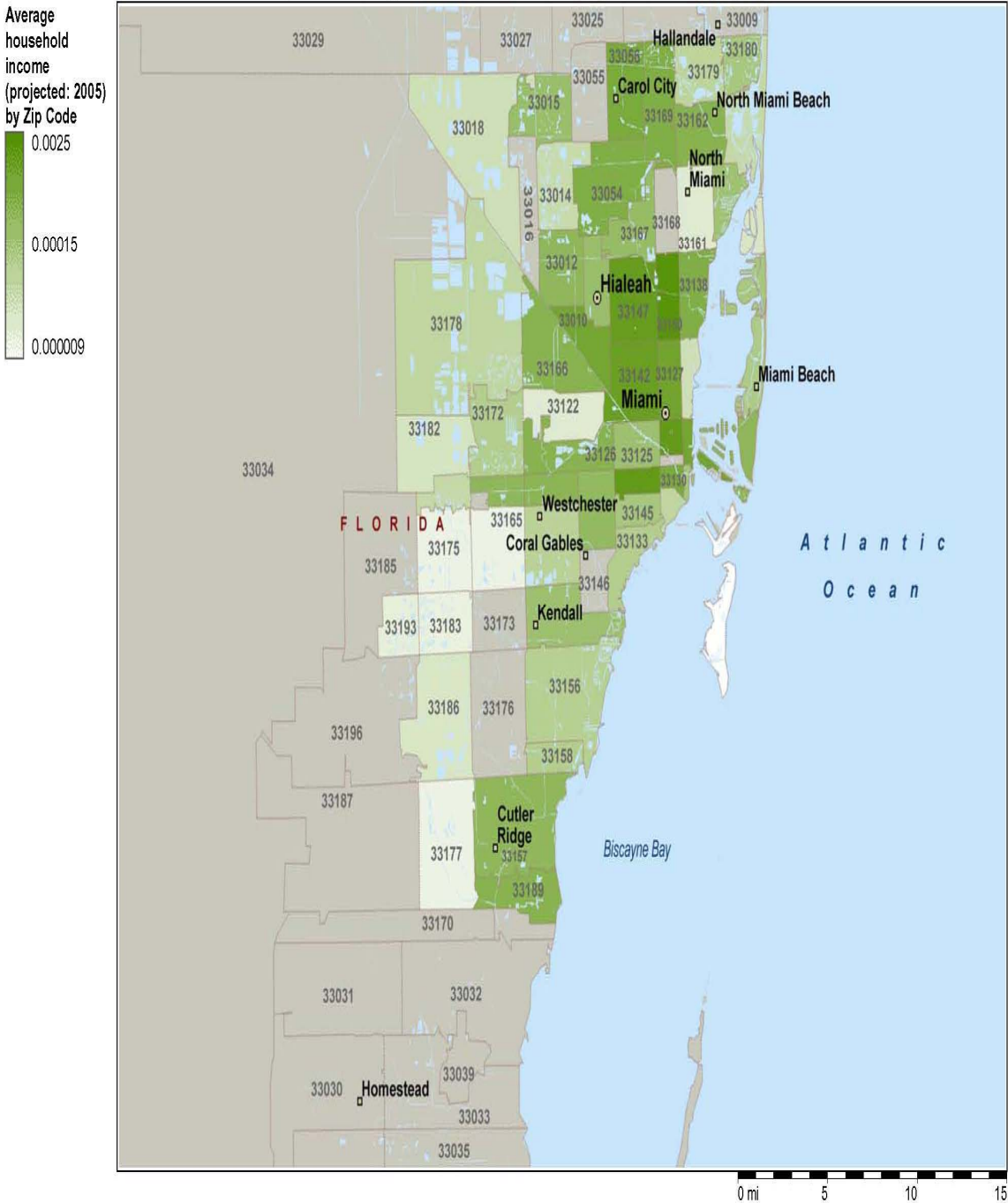
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02/14/06 Rejections



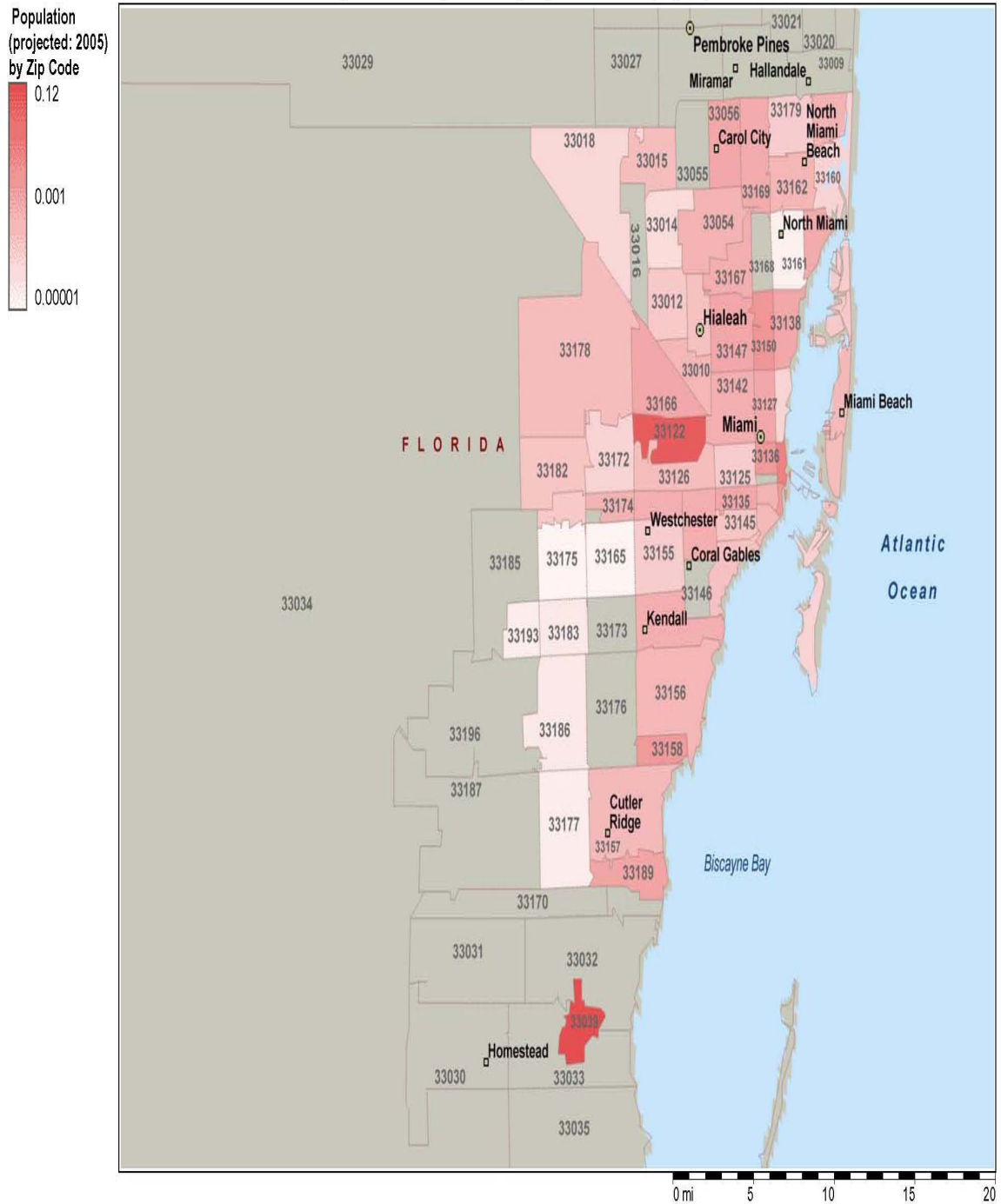
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02/10/06 Rejections: Avg Household Income (projected: 2005) by ZIP Code



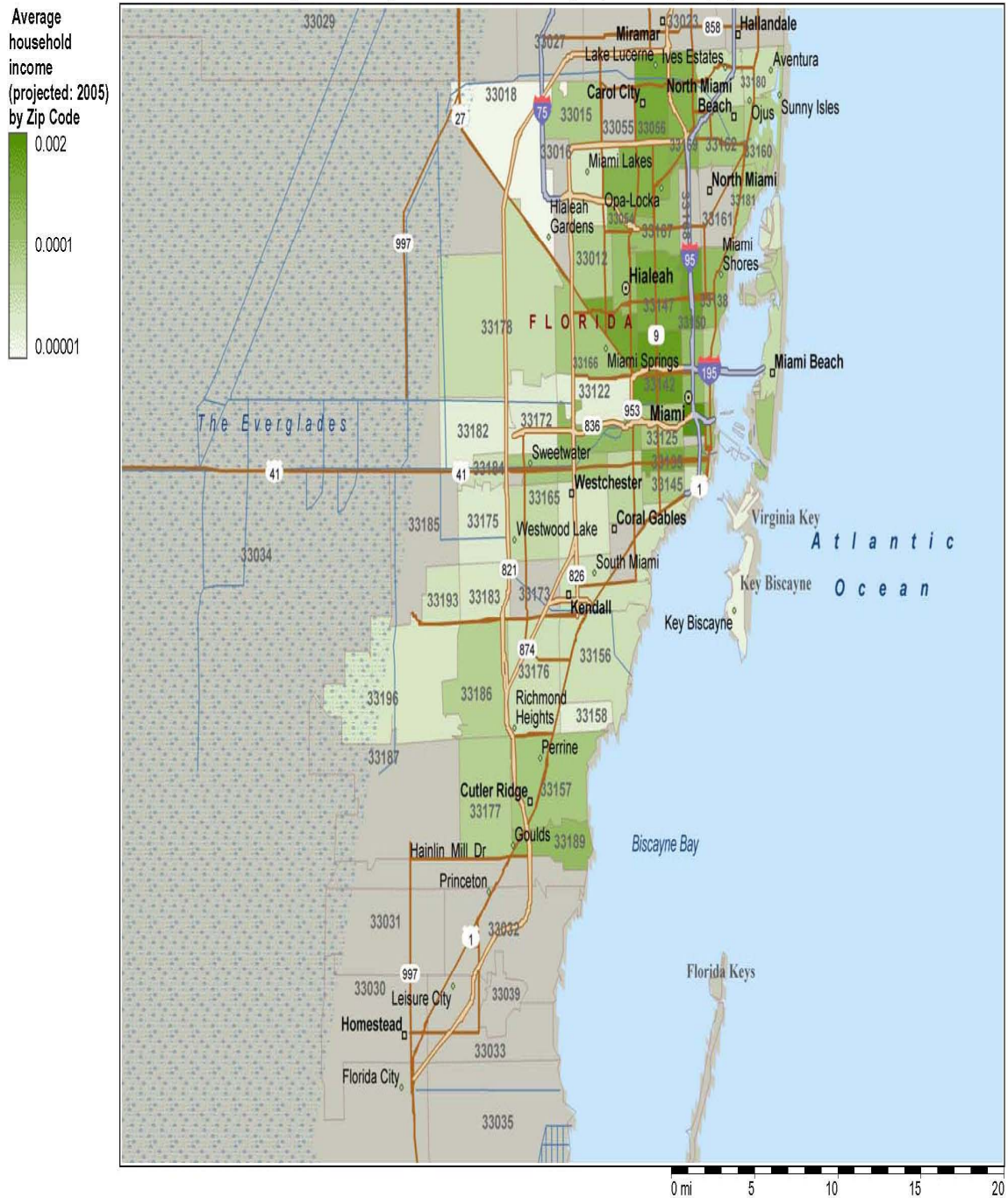
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02/10/06 Rejections: Population (projected: 2005) by Zip Code



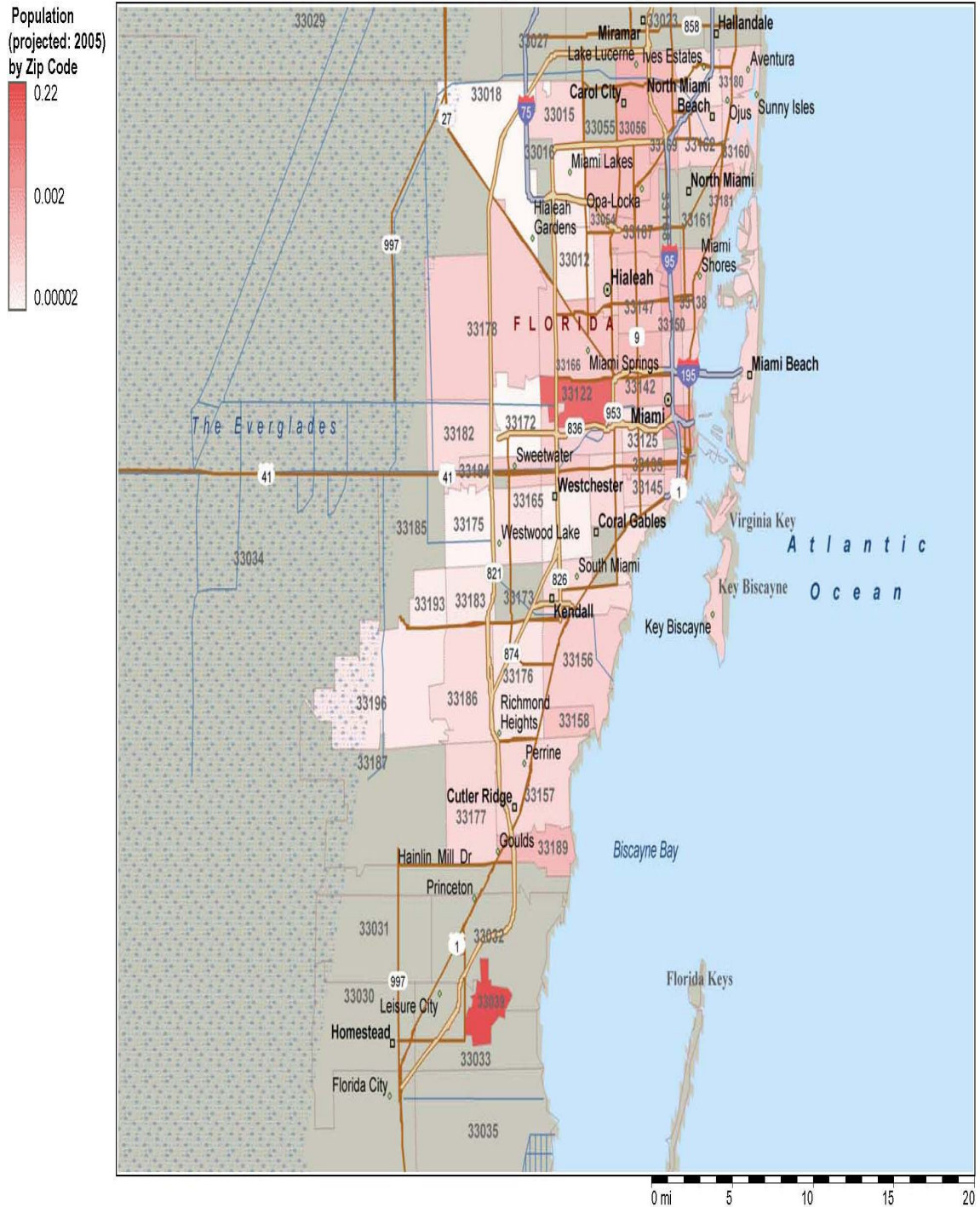
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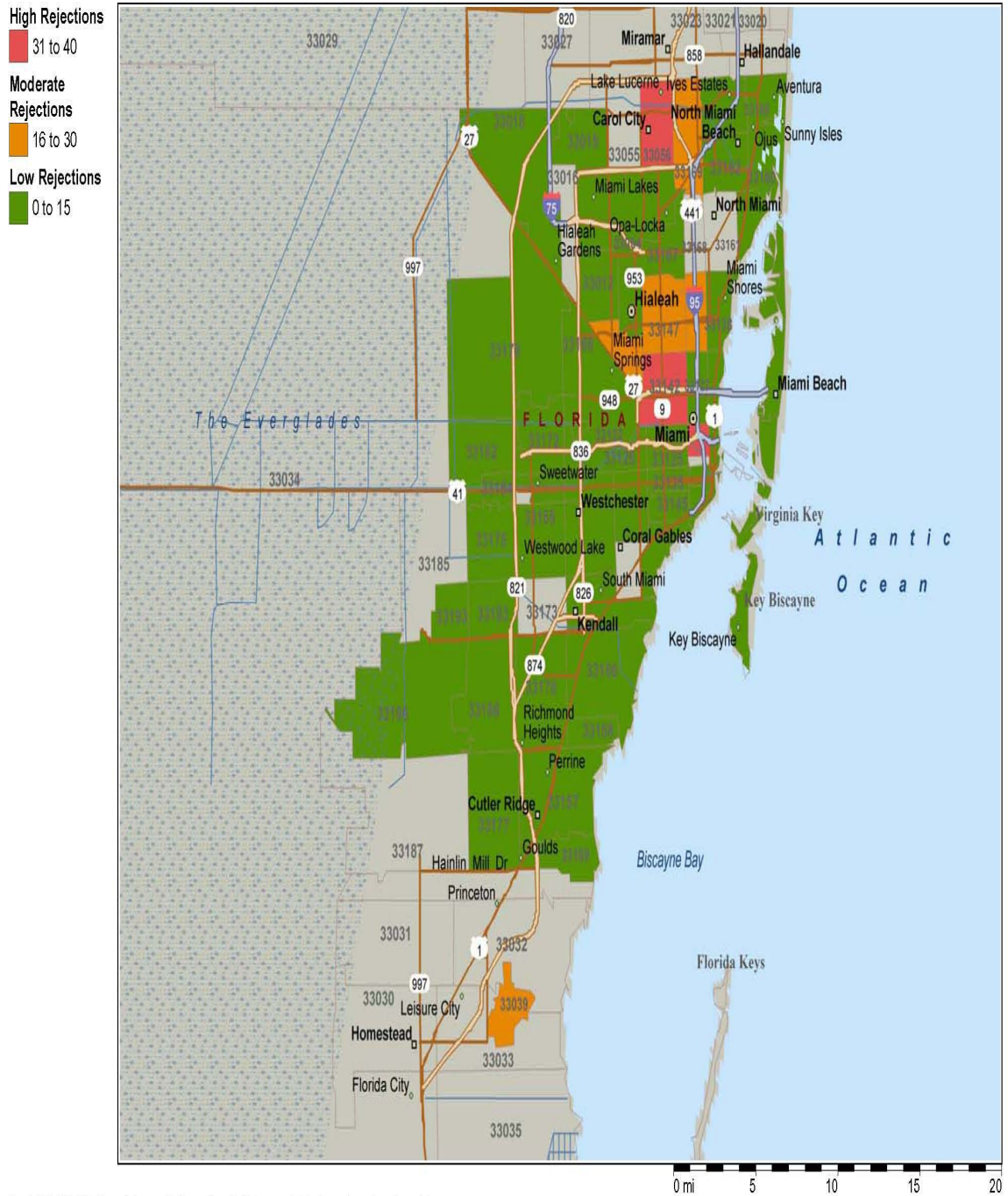
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02/14/06 Rejections: Population (projected: 2005) by ZIP Code



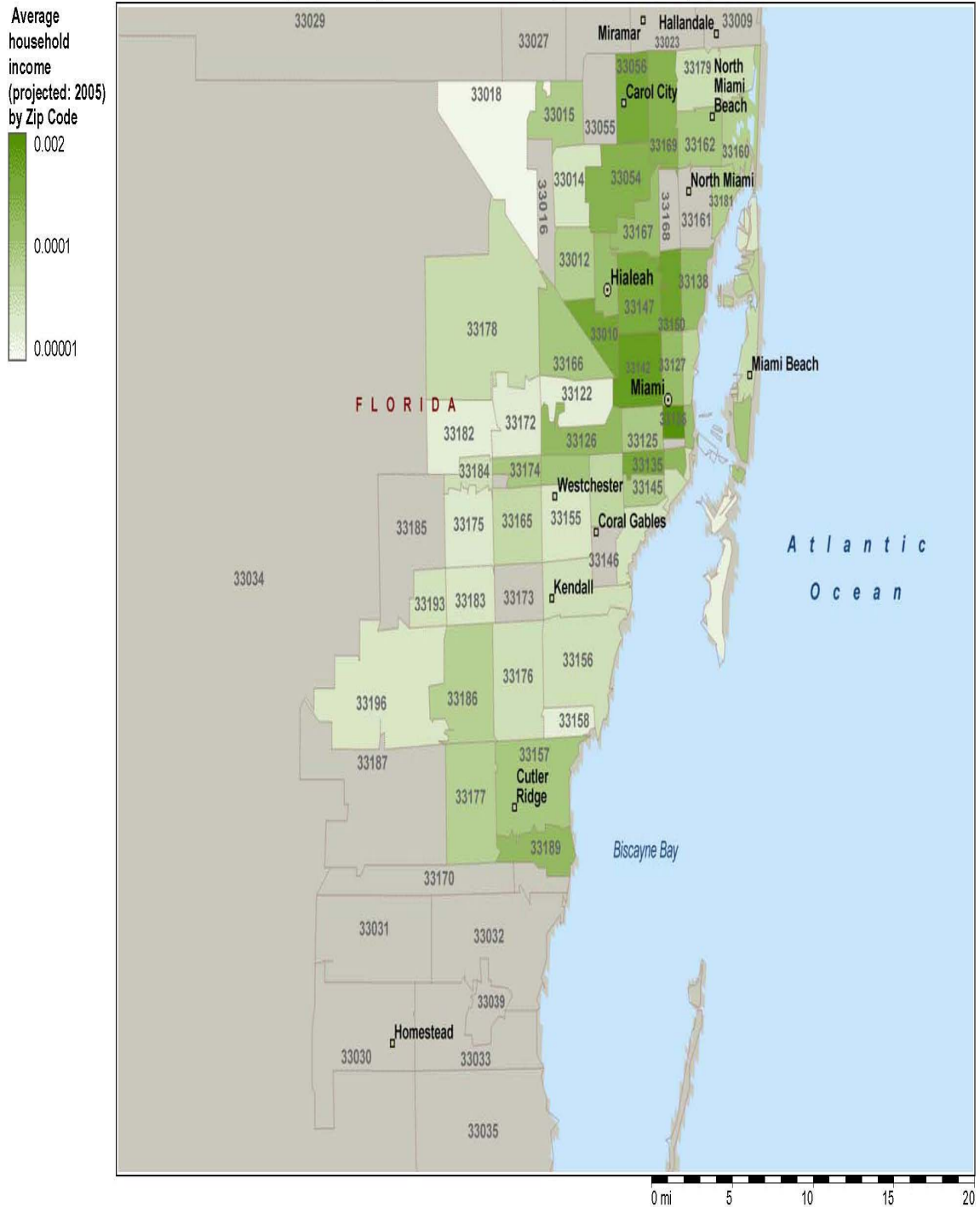
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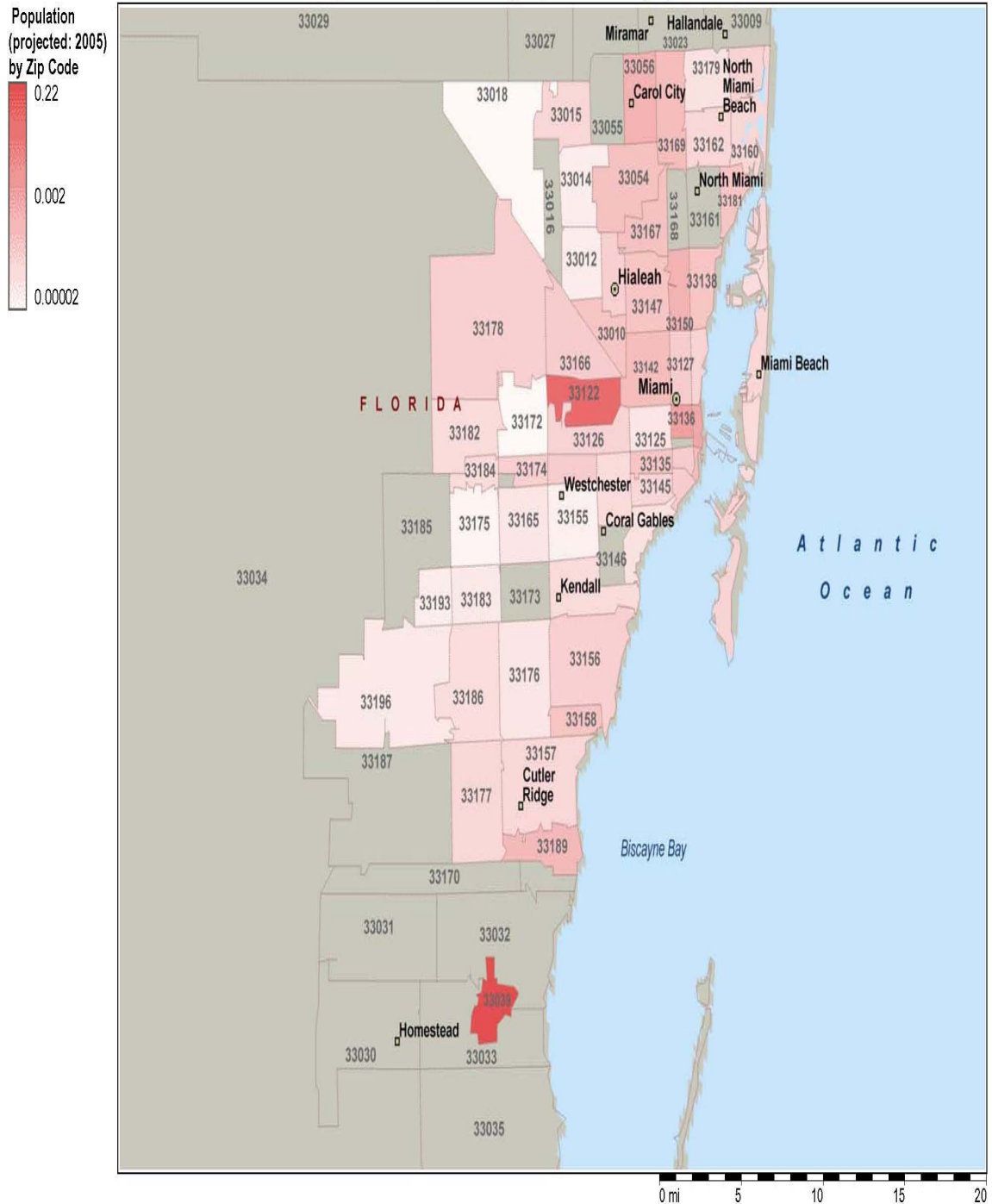
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Mystery Shopper Reports

Secret Shopper Reports

In order to augment data from mailed surveys, airport taxi data analysis, and taxi dispatch information, secret shoppers were employed to randomly call PSC taxi lines to request a cab. These secret shoppers were engaged to take 25 trips during off-peak season and 35 trips during the current peak winter season. Cab trips during Phase Two of the project were to be taken within previously identified underserved areas. Reported on the following pages are the telephone experiences, average ratings, and trip write-ups provided by the 35 trips attempted during the peak tourist season.

Of particular note is the immediately following single page report entitled, "Taxi Report For Homestead, Florida, March 15, 2006" The secret shopper tried all day in vain to obtain a cab and none of the 2004 taxis registered in Miami-Dade County would accept the radio offered call to pick this individual up. Obviously, secret shopper taxi trips from Homestead were discontinued when no service could be obtained. Service to nearby areas such as Kendall and Pinecrest was found to be available but wait times varied significantly.

Secret shoppers in Cutler Ridge, being closer to Miami, fared somewhat better. They were able to obtain service, but often waiting considerable time for the cab to arrive and found most not willing to accept credit cards although their dispatch had informed the secret shopper that they would. Several taxi companies listed in the phone book did receive high marks for their courtesy, promptness and willingness to take credit cards. These would Medley Taxi Company and Pinecrest Taxi Company. Interestingly, these two taxi companies are not registered as PSC companies within Miami-Dade Co. but may have been operating as a subsidiary to one of the current PSC firms.

Hialeah, Carol City, and Opalocka areas were also identified from Yellow rejected calls as an underserved area but secret shoppers appeared to have little difficulty calling local taxi firms to obtain service within a time period of less than 30 minutes. Note however, this is significantly longer than wait times indicated for the central corridor of Miami-Dade County.

As shown by this data, secret shoppers experienced considerable difficulty in using phone book telephone numbers to obtain taxi trips. Many of these callers were told to call other PSC companies, primarily Yellow in order to obtain a taxi ride. The data contained with Phase Two of this project reflects more the observances of individuals in outlying and, in some cases, lower density areas – but nevertheless, within the service area of Miami-Dade taxis. While lower in density to Miami, they nevertheless are areas of considerable population, commercial activity and definitely in need of regular taxi services.

TAXI REPORT FOR HOMESTEAD, FLORIDA. March 15, 2006

I arrived In Homestead, Fl March 15, at 12:30 PM. I started at a major strip mall on the major road in town.

Upon checking the local yellow pages I called one of the two taxi companies listed (There were only 2 companies listed in the phone book).

At 12:33 PM I called Homestead Yellow Cab, 305 257 5555. After four rings, in an every day tone of voice a male voice answered. I told him my location and asked for a cab. He first said there were no cabs in the area. I asked maybe about how long I would have to wait for a cab. He then stated one could come out in thirty minutes.

I waited approximately 40 minutes and at 1:10 PM I called back. The phone rang four rings and the same voice answered. I asked about the cab coming to pick me up and was told there still were no cabs available and none will be available for maybe several hours. I asked if he could suggest any other local company and he stated no.

I then called the other cab company listed in the phone book, Yellow Cab, 305 444 4444. I called this company at 1:15PM. After one ring I was placed on hold for one minute. I was told I would get a cab as soon as possible and all cabs took Credit cards. I waited for 30 minutes and no cab had arrived. I called back and was told they were looking for a cab and it may be another thirty minutes. I waited for another thirty minutes and I called again. At this time I was told they could not get me a cab and could not suggest any other company.

I noticed at a pay phone there was a placard for a Homestead Taxi, 305 216 4400. I called this number at 2:25 PM. I called this number and got a recording that the party can not be reached.

I then went into a major super market and asked the customer service staff if they could suggest a cab. I was told that there were no cab companies to speak of in the area and they only come when they feel like it.

At 2:45 PM I called the following companies, all answered within two rings and I was told no cabs were available in the area.

USA Taxi, 305 221 1111.

South Miami-Dade Taxi, 786 242 7117.

South Dade Taxi, 305 448 8888.

All other cab companies listed in the Miami phone book were over twenty-five miles away.

Note: At 3:05 PM I recalled Homestead Yellow Taxi, 305 257 5555 and again was told that no cabs were available in the Homestead area and probably would not be today.

At this point, several hours after I began, I figured that it would not be possible to get a cab In Homestead today.

Taxi Secret Shopper Survey Form

1. Taxi company called: Metro Taxi

Phone number used: 305-888-8888

Date: 03/03/2006

Time of call: 4:42 PM

a. Time for operator to answer the phone: 1 Ring

. Were you scheduled for a taxi trip? yes

c. If yes, time estimate for cab to arrive? As soon as possible.

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 12 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		0	
X		0	0		0	
b. answering their phone		0	0		X	
0		0	0		0	
c. courtesy of drivers				0		0
0		X	0		0	
d. appearance of drivers			0	0		0
X		0		0		
e. willingness to pick up			0		X	
0		0	0		0	
f. at your establishment						
handling of complaints			X		0	
0		0	0		0	
g. appearance of vehicles			0		0	
0		X	0		0	
h. willing to accept credit cards	0		0		0	0
	0	0		X		

5. Please ask the driver to fill out a receipt for you.

- a. Did the driver fill out the receipt completely? yes
 - b. Did the driver accept credit cards? no
6. Please record your cost for this taxi trip.
- a. Origin of trip 10505 SW 113 Pl
 - b. Destination of trip 13621 S Dixie Highway
 - c. Trip purpose Survey
 - d. Cost \$15.70
 - e. Gratuity \$2.00

7. **Overall, how was the service? Please describe your trip in detail**

At 4:30 I called All Kendall Taxi. 305-999-9994. I was told no cabs were available for 45 minutes.

I then called South Dade Taxi. 305-256-4444. I was told no cabs were available.

I then called Super Yellow, 305-888-7777. I was told no cabs were available.

I then called Kendall Yellow Cab, 305-221-2222. I was told no cabs were available.

I then called Metro Taxi, 305-888-8888 at 4:42 PM. After one ring the phone was answered. A friendly voice told me it would be as soon as possible and they do take credit cards. Twelve minutes after I called, cab appeared. As I got into the cab, nothing was said for 9 seconds. I told him where I wanted to go. He only said OK. Nothing at all was said by him to me for the entire trip. The cab was dusty and well used. For most of the trip the driver was on his cell phone. He drove safely but quite slowly. Upon arrival at my destination, I asked about credit cards and the driver said no, he does not have the machine. The fare was \$15.70 plus a \$2.00 tip. I asked him to fill out the receipt which he did completely. He said nothing to me as he gave me the proper change and as I left the cab.

Taxi Secret Shopper Survey Form

1. Taxi company called: Homestead Yellow Cab
 Phone number used: 305-257-5555
 Date: 03-03-2006
 Time of call: 5:09 PM
 - a. Time for operator to answer the phone: 1 ring
 - b. Were you scheduled for a taxi trip? yes
 - c. If yes, time estimate for cab to arrive? 10 minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.
3. Time it took for the taxi to arrive: 5 minutes
4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival			θ		θ	
X		θ	θ		θ	
b. answering their phone			θ		x	
θ		θ	θ		θ	
c. courtesy of drivers				θ		X
θ		θ	θ		θ	
d. appearance of drivers			θ		θ	X
θ		θ		θ		
e. willingness to pick up			θ		X	
θ		θ	θ		θ	
at your establishment						
f. handling of complaints			X		θ	
θ		θ	θ		θ	
g. appearance of vehicles			θ		θ	
X		θ	θ		θ	
h. willing to accept credit cards	θ				θ	θ
θ		θ		X		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? yes
 - b. Did the driver accept credit cards? no
6. Please record your cost for this taxi trip.
 - a. Origin of trip 13621 S Dixie Highway
 - b. Destination of trip 12214 S Dixie Highway
 - c. Trip purpose Survey
 - d. Cost \$7.40
 - e. Gratuity \$2.00

7. **Overall, how was the service? Please describe your trip in detail**

At 5:05 PM I called Pinecrest Taxi, 305-444-4441 and was told no taxis were in the area.

I then called Homestead Yellow, 305-257-5555 and after one ring a voice answered. They said they could be there in 10 minutes and do accept credit cards.

The driver appeared five minutes later with a friendly, "Hello I came for you!" The cab was fairly clean with no trash in it. I gave the address to the driver but he did not know the exact location on S Dixie Highway where this was. So he said "Together we find it". We did but we drove a block past it before we knew it. He took \$1 off the meter when we arrived. He filled out the receipt that I asked for but said he had no credit card machine. The fare was \$7.40 plus a \$2.00 tip. He asked if I wanted him to have him stay and wait for me and I told him no. He gave a pleasant good day as I left the cab.

Taxi Secret Shopper Survey Form

1. Taxi company called: Super Yellow

Phone number used: 305-888-7777

Date: 03/03/2006

Time of call: 5:32 PM

a. Time for operator to answer the phone: 1 ring

b. Were you scheduled for a taxi trip? yes

c. If yes, time estimate for cab to arrive? As soon as possible

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 7 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival			0		0	
X		0	0		0	
b. answering their phone			0		0	
X		0	0		0	
c. courtesy of drivers				0		X
0		0	0		0	
d. appearance of drivers			0		0	X
0		0		0		
e. willingness to pick up			0		X	
0		0	0		0	
at your establishment						
f. handling of complaints			X		0	
0		0	0		0	
g. appearance of vehicles			0		0	
X		0	0		0	
h. willing to accept credit cards	0				0	0
0		0		X		

5. Please ask the driver to fill out a receipt for you.

a. Did the driver fill out the receipt completely? yes

- b. Did the driver accept credit cards? no
- 6. Please record your cost for this taxi trip.
 - a. Origin of trip 12645 S Dixie Highway
 - b. Destination of trip 10400 S Dixie Highway
 - c. Trip purpose Survey
 - d. Cost \$7.00
 - e. Gratuity \$2.00

7. **Overall, how was the service? Please describe your trip in detail**

At 5:30 PM I called Pinecrest Taxi 305-444-4441. After one ring the phone was answered. They stated they had no cabs in the area. I kept trying to get a Pinecrest Taxi as Pinecrest was the area I was riding in and thought they would serve the area well. But they never had a cab available in Pinecrest.

At 5:32 I called Super Yellow Taxi 305-888-7777. After one ring the phone was answered and I was told a cab would be there as soon as possible and yes they took credit cards. Seven minutes after I called cab arrived. He greeted me with a friendly hello. The cab was clean and well kept. During the ride we talked about the present rush hour traffic and how bad it is getting here.

When we arrived at the destination the driver completely filled out the receipt with an amount of \$7.00. I gave him a \$2.00 tip. He stated he did not have a credit card machine and said he was sorry. He gave a cheerful good-bye as I exited the cab.

Taxi Secret Shopper Survey Form

1. Taxi company called: All Kendall Taxi

Phone number used: 305- 999-9994

Date: 03/03/2006

Time of call: 6:07 PM

a. Time for operator to answer the phone: 4 minutes

b. Were you scheduled for a taxi trip? yes

c. If yes, time estimate for cab to arrive? As soon as possible

2. **Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.**

After 20 minutes I called back and was told at least another 10 minutes.

Twenty more minutes passed and I called and was told that they are still trying to find a cab and that they will put a rush on it. Another twenty minutes later I called again and was told they are doing the best they can and that it would hopefully be only 10 more minutes.

3. Time it took for the taxi to arrive: 75 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		0	
0		0	X		0	
b. answering their phone			0		0	
0		X	0		0	
c. courtesy of drivers				0		0
0		X	0		0	
d. appearance of drivers			0		0	X
0		0		0		
e. willingness to pick up			0		0	
0		0	X		0	
at your establishment						
f. handling of complaints			X		0	
0		0	0		0	

g.	appearance of vehicles	0	0	0
X	0	0	0	0
h.	willing to accept credit cards	0	0	0
	0	X	0	0

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? no
 - b. Did the driver accept credit cards? no

6. Please record your cost for this taxi trip.
 - a. Origin of trip 10400 S Dixie Highway
 - b. Destination of trip 16100 S Dixie Highway
 - c. Trip purpose Survey
 - d. Cost \$17.10
 - e. Gratuity \$2.00

7. **Overall, how was the service? Please describe your trip in detail**

At 6:07 PM I called All Kendall Taxi , 305 999-9994 but Yellow Cab picked up the phone after a four minute hold. I was told a cab would be there as soon as possible and they did take credit cards.

The cab took quite a while to arrive and I called several times to check on the status of my cab. After a seventy five minute total wait, cab drove up. He said nothing to me as I entered the cab nor did he say anything to me on the entire trip. He was on his cell phone most of the time. The cab was clean and free of trash. When we got to my destination, he partly filled out the receipt with date, amount, cab # and signed it only. He said he did not have a credit card machine. He did not say anything to me as I exited the cab.

Taxi Secret Shopper Survey Form

1. Taxi company called: Yellow Cab
 Phone number used: 305-444-4444
 Date: 03/03/2006
 Time of call: 7:53 PM
 - a. Time for operator to answer the phone: 3 minutes
 - b. Were you scheduled for a taxi trip? yes
 - c. If yes, time estimate for cab to arrive? As soon as possible
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.
3. Time it took for the taxi to arrive: 27 minutes
 I called back after 15 minutes and was told that cab #989 was on the way.
4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		0	
0		0	X		0	
b. answering their phone			0		0	
0		X	0		0	
c. courtesy of drivers				0		0
0		X	0		0	
d. appearance of drivers			0		0	X
0		0		0		
e. willingness to pick up			0		0	
0		X	0		0	
at your establishment						
f. handling of complaints			X		0	
0		0	0		0	
g. appearance of vehicles			0		0	
X		0	0		0	
h. willing to accept credit cards	0		0		0	0
0		0		X		

5. Please ask the driver to fill out a receipt for you.

- a. Did the driver fill out the receipt completely? no
 - b. Did the driver accept credit cards? no
6. Please record your cost for this taxi trip.
- a. Origin of trip 16200 S Dixie Highway
 - b. Destination of trip 10505 SW 113 Pl
 - c. Trip purpose Survey
 - d. Cost \$ 24.50
 - e. Gratuity \$2.00
7. **Overall, how was the service? Please describe your trip in detail**

I called Yellow cab at #305-444-4444 at 7:53 pm and after being on hold for 3 minutes I was told a cab would be at my location as soon as possible and they did take credit cards. I called back after 15 minutes and was told that cab #989 was on the way.

Twenty seven minutes after my call cab appeared. He did not say anything to me as I entered the cab.

I told the cab driver my location and we left. Nothing at all was said by this driver for the entire trip. The cab was clean and tidy. At my destination I was told that he does not have a credit card machine. He gave me a receipt after I asked him for one and I asked him to at least put the amount in it. (He wanted to give me a blank one). He did that. The fare was \$24.50 with a two dollar tip.

Taxi Secret Shopper Survey Form

OPALOCKA, MIAMI – Best Yellow

1. Taxi company called: Best Yellow, 1st called Lakes Cab because they service Miami Lakes and Hialeah, which neighbor Opalocka. They told me they did service Opa Locka, but usually they needed more anticipation, they couldn't send me one very soon. I told them I would need it for later in the day, In a few hours. They told me to go ahead and give them a call later. I then called Best Yellow.

2. Phone number used: 305-510-3089

Date: Sunday, March 5th, 2006

Time of call: 12:43 pm

- a. Time for operator to answer the phone: 4 Rings
- b. Were you scheduled for a taxi trip? X yes no
- c. If yes, time estimate for cab to arrive? 15 - 20 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 15 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a.					Poor	
b.						
c.						
d.						
e.						

	at your establishment			
f.	handling of complaints	<u>X</u> ξ		θ
θ	θ	θ		
g.	appearance of vehicles	θ		θ
θ	<u>X</u>	θ		θ
h.	willing to accept credit cards	θ	θ	θ
	θ	<u>X</u> ξ		

5. Please ask the driver to fill out a receipt for you.
- a. Did the driver fill out the receipt completely? X yes ___no
- b. Did the driver accept credit cards? ___yes X no

6. Please record your cost for this taxi trip.
- a. Origin of trip 165 Kalandar St
- b. Destination of trip 17350 Nw 57th Ave
- c. Trip purpose Shopping Strip to Movie Theatre
- d. Cost 19.73
- e. Gratuity 2.27

7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).**

The operator who answered the phone was pleasant and told me they should have a credit card cab available. She said they could have a cab available for me in 15-20 minutes.

When the driver arrived he was friendly and conversational. The inside of the cab was not clean- it needed vacuuming. The driver was courteous, however he was not neatly dressed. He was a bit sloppy in appearance and was wearing a dirty cap.

The ride was approximately 6-7 miles and the driver asked me several questions during the ride. He asked me how my day was going and where I was from. At the end of the ride I asked to pay with a credit card and the driver said he was unable to take credit cards.

Taxi Secret Shopper Survey Form

OPALOCKA, MIAMI – Eastern Taxi

1. Taxi company called: Eastern Taxi, I was put on hold for about 40 seconds. I hung up and called again.

2. Phone number used: 305-510-3089

Date: Sunday, March 5th, 2006

Time of call: 11:45 am

a. Time for operator to answer the phone: 6 Rings

b. Were you scheduled for a taxi trip? X yes no

c. If yes, time estimate for cab to arrive? 10 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.
I Called after 15 minutes and was put on hold again for about 30 seconds. They said that the cab should be here in 5 minutes.

3. Time it took for the taxi to arrive: 30 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival				0	0	
0		<u>X</u> ξ		0		
b. answering their phone				0	<u>X</u> 0	
0		0		0		
c. courtesy of drivers				0		0
<u>X</u>		ξ		0	0	
d. appearance of drivers				0	<u>X</u>	0
0		0		0		
e. willingness to pick up				0	<u>X</u>	
0		0		0	0	
at your establishment						
f. handling of complaints				0	ξ	
<u>X</u>		0		0	0	

g.	appearance of vehicles	0	0
<u>X</u>	0	0	0
h.	willing to accept credit cards	0	<u>X</u>
	0	0	0

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? Xyes ___no
 - b. Did the driver accept credit cards? Xyes ___no

6. Please record your cost for this taxi trip.
 - a. Origin of trip 117 St NE 2nd Ave
 - b. Destination of trip 165 Kalandar St
 - c. Trip purpose Beauty Supply Shop to Shopping Strip
 - d. Cost 11.10
 - e. Gratuity 1.10

8. **Overall, how was the service? Please describe your trip in detail** ([Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver.](#))

When I called for a ride, the company was very pleasant over the phone and put a grand effort in getting me a cab even though they were very busy. It took longer to get a cab than what they initially scheduled, but when I did call, they apologized and said they were really busy but they would definitely have one there in the next 5 - 10 minutes.

I did call a 3rd time right before the Taxi arrived and complained, I told the person its ok to be busy and have longer waiting periods, but they needed to give the actual time to the customers. The person told me that there weren't any drivers close to me. They were never reluctant to pick me up.

The cab driver was courteous when he arrived and the cab was clean. However, there were some papers on the floor, maybe from the previous passenger. The driver was neatly dressed. I stepped in the cab and I said, "Wow, thanks for coming" in an amusing tone, and he said, "Your welcome". I asked, "Busy night?" and he said, "Oh yes". He didn't ask where I was going, I just told him I was going to the center on Kalandar, gave him the intersection, and that was pretty much it. There was no conversation the rest of the way. When I called on the phone, they said they accepted credit cards, and the driver did accept my credit card payment. The total distance of this ride was about 3 – 4 miles. At the end of my ride the driver said, "Ok, goodbye".

Taxi Secret Shopper Survey Form

OPALOCKA, MIAMI – Flamingo Taxi

1. Taxi company called: Flamingo Taxi.

2. Phone number used: 305-510-3089

Date: Sunday, March 5th, 2006

Time of call: 11:07 am

a. Time for operator to answer the phone: 3 Rings

b. Were you scheduled for a taxi trip? X yes no

c. If yes, time estimate for cab to arrive? 10-20 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 10 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			θ		<u>X</u> ξ	
θ		θ	θ			
b. answering their phone			θ		<u>X</u> ξ	
θ		θ	θ			
c. courtesy of drivers				θ		<u>X</u> θ
ξ		θ	θ			
d. appearance of drivers			θ	<u>X</u>		ξ
θ		θ	θ			
e. willingness to pick up			θ		<u>X</u> ξ	
θ		θ	θ			
at your establishment						
f. handling of complaints			<u>X</u>		θ	
θ		θ	θ		θ	

g.	appearance of vehicles	<u>X</u>	ξ
θ	θ	θ	θ
h.	willing to accept credit cards	θ	θ
	θ	<u>X</u>	θ

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? Xyes ___no
 - b. Did the driver accept credit cards? ___yes Xno

6. Please record your cost for this taxi trip.
 - a. Origin of trip 163 St NW 24th Ave
 - b. Destination of trip 117 St NE 2nd Ave
 - c. Trip purpose Grocery Store to Beauty Supply Shop
 - d. Cost 10.73
 - e. Gratuity 2.27

9. **Overall, how was the service? Please describe your trip in detail** ([Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver](#)).

When I called for a cab ride I was impressed with the helpful dispatchers and quick service. They were courteous and helpful during the phone conversation.

When the driver arrived he greeted me and asked where he could drop me off. He was pleasant. He did not carry on a conversation during the ride, however he was very courteous. When the driver dropped me off at the shopping center, it was raining a bit and he pulled up on the sidewalk in front of the shops so I would exit under the roof (There is a slope there for the shopping carts).

Overall the service was good. The cab was clean and the driver was courteous and had a professional disposition. The driver was also clean and neatly dressed. The only negative aspect of my ride was that I was told over the phone they accepted credit cards. However, when I asked the driver, he said he didn't have the "service".

Taxi Secret Shopper Survey Form

OPALOCKA, MIAMI – AAA Taxi

2. Taxi company called: I first called Supernice Cab Corp. They informed me they did not have any cabs in that area, and they were unpleasant during the call. I then called AAA Taxi, they were courteous and scheduled a pick-up. They told me that they did not accept credit cards for payment.

2. Phone number used: 305-510-3089

Date: Sunday, March 5th, 2006

Time of call: 10:30 am

- a. Time for operator to answer the phone: 3 Rings
- b. Were you scheduled for a taxi trip? X yes no
- c. If yes, time estimate for cab to arrive? 10-15 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 15 minutes

4. How would you rate the taxi service you received? (Please replace oval with X)

						5
	4	3	2	1		
					N/A	Very
	Good	OK	Poor	Very		Good
					Poor	
a.	promptness of arrival		0		<u>X</u>	
ξ	0		0		0	
b.	answering their phone		0		<u>X</u>	
ξ	0		0		0	
c.	courtesy of drivers			0		0
0	<u>X</u>		0		0	
d.	appearance of drivers		0	0		<u>X</u>
ξ	0		0			
e.	willingness to pick up		0		<u>X</u>	
ξ	0		0		0	
	at your establishment					

f.	handling of complaints	ξ	θ
θ	θ	<u>X</u>	θ
g.	appearance of vehicles	θ	<u>X</u>
ξ	θ	θ	θ
h.	willing to accept credit cards	θ	θ
	<u>X</u>	θ	θ

5. Please ask the driver to fill out a receipt for you.
- a. Did the driver fill out the receipt completely? Xyes ___no
- b. Did the driver accept credit cards? ___yes Xno

6. Please record your cost for this taxi trip.
- a. Origin of trip 12705 NW 42nd Ave
- b. Destination of trip 163 St NW 24th Ave
- c. Trip purpose from Flea Market to Grocery Store
- d. Cost 12.00
- e. Gratuity 1.00

10. Overall, how was the service? Please describe your trip in detail ([Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver](#)).

The service was average. The driver seemed a little annoyed and in a hurry, but he was not rude, just very quiet and short in conversation. The driver did not speak to me aside from asking where I was going. He was courteous saying "hello" when he arrived. He also thanked me and said, "goodbye" after the ride.

The cab was clean and adequate. However it smelled a bit stuffy. The driver was dressed very casual but was clean and presentable. The ride was only about 3 miles. I asked the driver for a receipt and he gave it to me although he appeared bothered. He handed it to me blank and then I said, "Excuse me, can you fill it out?" – He again appeared to be somewhat annoyed, but he quickly filled in the amount and signed it.

Taxi Secret Shopper Survey Form

OPALOCKA, MIAMI – Lakes Cab

1. Taxi company called: Lakes Cab

2. Phone number used: 305-510-3089

Date: Sunday, March 5th, 2006

Time of call: 3:30 pm

a. Time for operator to answer the phone: 2 Rings

b. Were you scheduled for a taxi trip? X yes no

c. If yes, time estimate for cab to arrive? 15 - 20 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.
I called back about 15 minutes later and told them I wanted to make sure that they had a cab available and I would not be stranded, they assured me that one would come for me but it may be a bit longer, the cab showed up about 10 minutes later.

3. Time it took for the taxi to arrive: 25 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		0	
0		<u>X</u>	0		0	
b. answering their phone		0	0		<u>X</u> ξ	
0		0	0			
c. courtesy of drivers				0		ξ
<u>X</u>		0	0		0	
d. appearance of drivers			0		<u>X</u>	
0		0	0			
e. willingness to pick up			0		ξ	
<u>X</u>		0	0		0	
at your establishment						
f. handling of complaints			<u>X</u> ξ		0	
0		0	0			

g.	appearance of vehicles	0		<u>X</u> ξ
0	0	0		
h.	willing to accept credit cards	0	0	0
	0	<u>X</u>	ξ	

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? Xyes ___no
 - b. Did the driver accept credit cards? ___yes Xno
6. Please record your cost for this taxi trip.
 - a. Origin of trip 17350 NW 57th Ave
 - b. Destination of trip 12705 NW 42nd Ave
 - c. Trip purpose from Movie Theatre back to car (Flea Market)
 - d. Cost 24.00
 - e. Gratuity 2.00

11. Overall, how was the service? Please describe your trip in detail ([Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver](#)).

When I called the cab company they were friendly and helpful over the phone. They told me that they did accept credit cards (however the cab driver did not accept a card).

When the driver arrived he was courteous and greeted me. He asked me where I was going. The cab was clean and in good condition. As we were going, the driver was weaving in and out of lanes of traffic. There was a lot of traffic on the street we were on, it is the main avenue which leads back to the Flea Market. The ride was approximately 10 miles.

I paid the driver cash as he would not accept a credit card. He then wished me a nice day when I stepped out of the cab.

Taxi Secret Shopper Survey Form

CAROL CITY, MIAMI – MOSKOCAB (Coral Cab)

3. Taxi company called: Moskocab (Coral Cab)

2. Phone number used: 305-510-3089

Date: Monday, March 6th, 2006

Time of call: 8:30 pm

a. Time for operator to answer the phone: 3 Rings

b. Were you scheduled for a taxi trip? X yes no

c. If yes, time estimate for cab to arrive? 10-20 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines. I called after 20 minutes and asked if a taxi was on its way. They person responded “ a cab has been sent, call me if it doesn’t arrive in the next 10 minutes.

3. Time it took for the taxi to arrive: 15 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

						5
	4	3	2	1		
	Good	OK	Poor	Very	N/A	Very
						Good
					Poor	
0	a.	promptness of arrival	0		<u>X</u> 0	
		ξ	0			
	b.	answering their phone	0		<u>X</u> 0	
0		ξ	0			
	c.	courtesy of drivers		0		0
ξ <u>X</u>		0	0			
	d.	appearance of drivers	0		0	
ξ		0	0		0	
	e.	willingness to pick up	0		<u>X</u> 0	
0		ξ	0			
		at your establishment				
	f.	handling of complaints	<u>X</u>		0	
ξ		0	0			
	g.	appearance of vehicles	0		0	
ξ		<u>X</u>	0		0	

b.	answering their phone	θ	ξ	
<u>X</u>	θ	θ		
c.	courtesy of drivers	θ	ξ	
<u>X</u>	θ	θ		
d.	appearance of drivers	θ	ξ	θ
<u>X</u>	θ	θ	θ	
e.	willingness to pick up	θ	<u>X</u>	θ
	θ	θ		
	at your establishment			
f.	handling of complaints	<u>X</u>	θ	
θ	θ	θ		
g.	appearance of vehicles	θ	<u>X</u>	θ
	θ	θ		
h.	willing to accept credit cards	θ	<u>X</u>	θ
θ	θ	θ		

5. Please ask the driver to fill out a receipt for you.
- a. Did the driver fill out the receipt completely? yes X no
- b. Did the driver accept credit cards? X yes no

6. Please record your cost for this taxi trip.

a. Origin of trip 193 St NW 2nd Ave

22. b. Destination of trip 197 St NW 7 ave,

c. Trip purpose gas station to copy center

d. Cost 15.47

e. Gratuity 2.53

13. Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).

I called Yellow Cabs and they said they could pick me up in 10-20 minutes. I asked them about accepting credit cards and they told me that they do accept credit card payments.

The driver arrived and the cab was clean. The driver was friendly and he greeted me and asked me where I needed to go. The ride was about 5.5 miles and he spoke to me all the way there. He commented on the weather and made other small talk about the area.

When we arrived at the destination, he gave me his personal taxi service card and told me to call if I ever needed a Taxi to any location. I then gave him my credit card and paid. He gave me a receipt before he left. However, he did not fill it out even though I did ask him to fill the receipt out for me.

Taxi Secret Shopper Survey Form

CAROL CITY, MIAMI – Metro

5. Taxi company called: 1st call to Society Cabs, they didn't have service in area. 2nd call to Metro, no problems.

2. Phone number used: 305-510-3089

Date: Monday, March 6th, 2006

Time of call: 7:30 pm

a. Time for operator to answer the phone: 2 Rings

b. Were you scheduled for a taxi trip? X yes no

c. If yes, time estimate for cab to arrive? 10-20 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 13 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0			
0		0	0			
b. answering their phone			0			
<u>X</u>		0	0		0	
c. courtesy of drivers				0		0
0		0	<u>X</u> ξ			
d. appearance of drivers			0		0	ξ <u>X</u>
0		0		0		
e. willingness to pick up			0		<u>X</u>	
0		0	0		0	
at your establishment						
f. handling of complaints			<u>X</u>		0	
0		0	0			

g.	appearance of vehicles	0	<u>X</u> 0
ξ	0	0	
h.	willing to accept credit cards	0	0
	0	ξ	<u>X</u>

5. Please ask the driver to fill out a receipt for you.
- a. Did the driver fill out the receipt completely? X yes ___no
- b. Did the driver accept credit cards? ___yes Xno

6. Please record your cost for this taxi trip.

a. Origin of trip 198 St NW 37th Ave

23. b. Destination of trip 193 NW 2nd Ave,

c. Trip purpose shopping strip to gas station

d. Cost 11.01

e. Gratuity .99

14. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).**

I called the cab company and was told they could send a cab within 10-20 minutes. I asked them if they would accept credit card payments and they said, "Yes".

The driver arrived and the cab was very clean. The driver was neatly dressed but was not courteous. He did not greet me when he arrived. I walked into the cab and said, "Hi, how are you?" he did not say anything but then said, "Where are you going?". I told him the coordinates and he drove there.

When we arrived I asked him for a full receipt. He said, "Let me see". I handed him my credit card and he just said, "No". I asked, "You don't accept credit cards?" and he just said, "No". I then paid him with cash and asked again for a filled out receipt. He wrote the receipt out and handed it to me. It was a short trip, about 3 miles total.

Taxi Secret Shopper Survey Form

CAROL CITY, MIAMI – Diamond Cab

6. Taxi company called: Diamond. The first time I called, they said they were very busy and if I did not see their cab, to call back. I called after 15 minutes. See No. 2 for response.

2. Phone number used: 305-510-3089

Date: Sunday, March 6th, 2006

Time of call: 5:40 pm

- a. Time for operator to answer the phone: 6 Rings
- b. Were you scheduled for a taxi trip? X yes no
- c. If yes, time estimate for cab to arrive? 10-20 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

I called after about 10 minutes just because of their statement, they repeated that they were extremely busy, and added "If you see any other cab go by, just grab it and let me know" I responded that it wasn't an area where taxis circulate and I'd have to wait or call someone else, then they responded "ok, should be about 5 – 10 minutes, maybe more. It actually took about 10 minutes more, total wait time was about 20 min.

3. Time it took for the taxi to arrive: 20 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

						5
	4	3	2	1		
					N/A	Very
	Good	OK	Poor	Very		Good
					Poor	
a.	promptness of arrival		θ		<u>X</u> θ	
ξ		θ	θ			
b.	answering their phone		θ		ξ	
θ		<u>X</u>	θ		θ	
c.	courtesy of drivers			θ		ξ
<u>X</u> θ		θ	θ			
d.	appearance of drivers		θ		<u>X</u> ξ	θ
θ		θ		θ		

e.	willingness to pick up	θ	θ
θ	<u>X</u>	θ	θ
	at your establishment		
f.	handling of complaints	<u>X</u> θ	ξ
θ	θ	θ	θ
g.	appearance of vehicles	θ	<u>X</u> ξ
θ	θ	θ	
h.	willing to accept credit cards	θ	θ
	θ	<u>X</u>	ξ

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes ___no
 - b. Did the driver accept credit cards? ___yes X no
6. Please record your cost for this taxi trip.
 - a. Origin of trip 134 St NW 187 Street
 24. b. Destination of trip 135 ST NW 7th Ave, and 198 St NW 37th Ave,
(to complete 10 miles)
 - c. Trip purpose from parked car to bank, then to shopping strip
 - d. Cost 20.17
 - e. Gratuity 4.83

15. Overall, how was the service? Please describe your trip in detail ([Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver](#)).

When I called the taxi company, they were pleasant and helpful. However, I marked "OK" on willingness to pick me up at my location because even though they came within the maximum time promised, they were encouraging me to grab another company cab during the 2nd phone call. I am not sure if it was because they were very busy due to rush hour or they just didn't want to come to my location. Though as soon as I said I would call another company, they confirmed one would be here within 10 minutes, and it was.

Note: I asked about the Credit Card payment the 2nd time I called. (I forgot to ask the 1st time called). – I spoke to the same person. She was lively and helpful the first time, however when I asked her about accepting credit cards, her attitude/treatment changed and she responded with a harsh voice "You didn't tell me you wanted a credit cab!". At that point I responded "Well, I

would have preferred it but its ok, I don't want to wait extra time for that, I'll pay cash". She then gave me the new estimated time of 5-10 min.

When the cab driver arrived I noticed that the cab was extremely clean and the driver was polite. He greeted me properly. The driver was cooperative with making 2 stops for me. First, to a bank ATM, then to a shopping strip.

As expected, when I paid the driver, credit cards were not accepted by the cab. When I gave him a \$20 and \$5 dollar bill to pay, he kept the change (\$4.83 dollar tip). I was surprised he tipped himself. He also gave me a receipt for \$25 dollars, which included his tip in there. He did ask me why I needed one. I told him my work reimburses me. Initially when I asked for a receipt I didn't tell him to fill it out, he didn't, then I asked him if he could please fill it out. He filled it out without a complaint. The ride was approx. 10 miles.

e.	willingness to pick up	0	<u>X</u> 0
0	ξ	0	0
	at your establishment		
f.	handling of complaints	<u>X</u> 0	0
ξ	0	0	0
g.	appearance of vehicles	0	0
ξ	<u>X</u>	0	0
h.	willing to accept credit cards	0	0
	0	<u>X</u>	ξ

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? __yes Xno
 - b. Did the driver accept credit cards? __yes Xno
6. Please record your cost for this taxi trip.
 - a. Origin of trip 197 St NW 7 ave
 25. b. Destination of trip 13 Ave NW 187 Street
 - c. Trip purpose McDonalds corner to my car
 - d. Cost 12.30
 - e. Gratuity 1.70

16. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).**

When the cab arrived I noticed that it was fairly clean. The back seat was clean, however the driver area was messy (There were lots of papers etc. around his seat). He lowered his window and asked if I was the one who called the cab.

He greeted me with, "Good evening". I told him where I was going and he started driving. He did not talk much to me during the ride, only when we got closer and I showed him exactly where to drop me off.

When we arrived at the destination, I asked him if I could pay with a credit card but he said I could not. I paid him cash and he gave me a filled out receipt. I thanked him and he said, "Your welcome, have a good night".

Taxi Secret Shopper Survey Form

CUTLER RIDGE - Kendall Yellow

1. Taxi company called: Kendall Yellow

2. Phone number used: 305-510-3089.

Date: Sunday, March 7th, 2006

Time of call: 6:55 pm

- a. Time for operator to answer the phone: 3 Rings
 b. Were you scheduled for a taxi trip? X yes no
 c. If yes, time estimate for cab to arrive? 15 - 20 minutes.

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

I did call after 20 minutes and I was asked the routine question, name, location, and they said "cab has been sent". But they didn't offer to find out why the cab was not here yet.

3. Time it took for the taxi to arrive: 25 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
	Good					Poor
a.		promptness of arrival		?		
X						
b.		answering their phone		?		
X						
c.		courtesy of drivers		?		X
d.		appearance of drivers		?		
X						
e.		willingness to pick up		?		X
f.		at your establishment handling of complaints		X		

- g. appearance of vehicles ? X
- h. willing to accept credit cards ? X
5. Please ask the driver to fill out a receipt for you.
- a. Did the driver fill out the receipt completely? yes X no
- b. Did the driver accept credit cards? yes X no
6. Please record your cost for this taxi trip.
- a. Origin of trip SW 88 Ave, off U.S.1
- b. Destination of trip U.S. 1 and Kilian Drive, SW
- c. Trip purpose from Falls center to tech school
- d. Cost \$10.75
- e. Gratuity \$1.25
7. **Overall, how was the service? Please describe your trip in detail**
(Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).

When I called the cab company I told them I needed to be picked up and asked for a credit card cab. They asked me what my destination was as well as where I needed to be picked up. They seemed reluctant to pick me up but did agree. The associate on the phone said, "OK, but its going to be a while". They told me that I would need to ask the cab driver about taking a credit card.

When the cab arrived I noticed it was clean. The driver could have been dressed nicer and his hair was uncombed. He said "Hello" when he arrived but was quiet and did not converse the rest of the ride. When we arrived I asked him about taking a credit card and he said, "No". He thanked me and said "goodbye" before he left. The ride was approximately 2 ½ miles.

Taxi Secret Shopper Survey Form

CUTLER RIDGE - South Dade Taxi

1. Taxi company called: South Dade Taxi

2. Phone number used: 305-510-3089.

Date: Sunday, March 7th, 2006

Time of call: 5:15 pm

a. Time for operator to answer the phone: 5 Rings on 2nd call

b. Were you scheduled for a taxi trip? X yes no

c. If yes, time estimate for cab to arrive? about 20 minutes.

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 30 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
	Good					Poor
a.				?		
X				?		
b.				?		
		X				
c.				?		X
d.				?		
X				?		
e.				?		
X						
f.				X		
g.				?		
		X				
h.						

cards

?

X

5. Please ask the driver to fill out a receipt for you.
- Did the driver fill out the receipt completely? X yes no
 - Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.
- Origin of trip SW 137 St & 89 Ave
 21. b. Destination of trip 87 Ave & SW 127 St
 - c. Trip purpose from freestanding KFC to book shop
 - d. Cost \$16.10
 - e. Gratuity \$1.90

7. **Overall, how was the service? Please describe your trip in detail**
(Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).

When I called for a ride I was told they should be able to get a cab out to the area in about 20 minutes. I asked about credit cards and they said that they did accept credit cards but not all cabs do.

The cab arrived 10 minutes late. The cab was not very clean on the inside and it smelled like cigarette smoke. The driver was fairly pleasant and dressed presentable. He greeted me properly when he arrived and he asked where I was going. The entire ride was about 6 - 7 miles. He passed the book shop and had to make a U-turn to drop me off, mainly because I signaled for him to make a right at the light, but the entrance was actually before. He did not seem bothered by my mistake and said it was "No problem".

When we arrived I asked if I could pay with a credit card and was told that he could not accept cards. As we departed he said, "Thank you and have a good night."

Taxi Secret Shopper Survey Form

CUTLER RIDGE

1. Taxi company called:

1st called: Medley Taxi, small co. from phone book, they only serve Doral, despite their South address.

2nd call to Pinecrest Taxi, small co. from phone book

2. Phone number used: 305-510-3089.

Date: Sunday, March 7th, 2006

Time of call: 4:10 pm

- a. Time for operator to answer the phone: 2 Rings
Were you scheduled for a taxi trip? X yes no
- c. If yes, time estimate for cab to arrive? 15 minutes.

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 10 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
						Very
Good	OK	Poor	Very			
Good						Poor
a.	promptness of arrival		?	X		
b.	answering their phone		?	X		
c.	courtesy of drivers		?			X
d.	appearance of drivers		?			X
e.	willingness to pick up		?	X		

- | | | | | |
|----|--------------------------------|---|---|---|
| f. | handling of complaints | X | | |
| g. | appearance of vehicles | ? | X | |
| h. | willing to accept credit cards | | ? | X |
5. Please ask the driver to fill out a receipt for you.
- Did the driver fill out the receipt completely? X yes no
 - Did the driver accept credit cards? X yes no
6. Please record your cost for this taxi trip.
- Origin of trip US 1 & 217 St
 - Destination of trip SW 137 St & 89 Ave
 - Trip purpose Cutler Ridge Mall to freestanding KFC
 - Cost \$19.10
 - Gratuity \$1.90
7. **Overall, how was the service? Please describe your trip in detail**
(Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).

When I called the cab company was courteous on the phone. They never hesitated coming out to the area I was in to pick me up. They also said that they would accept credit cards. When I asked if they take credit cards they said, "Yes, we can".

When the driver arrived, he was courteous and polite. The cab looked nice and was very clean. During the ride the driver was driving quite fast. I tried to talk to him but he was brief with his answers. I asked if it was a busy evening and he said, "Not really". There was not much conversation during the ride.

When we arrived at the location the driver accepted and processed the credit card payment and he said, "Thank you". I asked him to fill out a receipt and he gave me one as I left the car. It was filled out except for the street address. Overall, the service was good.

Taxi Secret Shopper Survey Form

CUTLER RIDGE

1. **Taxi company called:** South Dade Taxi" (305) 256-4444

2. Phone number used: 305-510-3089.

Date: Sunday, March 7th, 2006

Time of call: 2:00 pm

- a. Time for operator to answer the phone: 3 Rings
 Were you scheduled for a taxi trip? X yes no
 c. If yes, time estimate for cab to arrive? 15-20 minutes.

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 30 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
	Good					Poor
a.		promptness of arrival		?		
X		b. answering their phone		?		X
		X				
c.		courtesy of drivers		?		
		d. appearance of drivers		?	X	
X		e. willingness to pick up		?		X
		f. at your establishment handling of complaints		?		X
		g. appearance of vehicles		?		X
		h. willing to accept credit cards		?		
					X	

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? ☒ yes ☐ no
 - b. Did the driver accept credit cards? ☐ yes ☒ no
6. Please record your cost for this taxi trip.
 - a. Origin of trip Anchor Drive and SW 212 St, pinecrest
 21. b. Destination of trip SW 137 St & 89 Ave
 - c. Trip purpose friends house in Pinecrest to Cutler Ridge Mall d. Cost \$23.47
 - e. Gratuity \$1.53

7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).**

When the driver arrived I got into the car and I said, "hello". The cab was clean on the inside and out. The driver was talking on the radio, ignored me and started driving. I don't know where he was going because when I called, they didn't ask me where I was going. I said, "Excuse me, Cutler Ridge Mall please". I didn't get an answer. He was driving down US1 which is the main road to get there so I didn't say anything.

After a while he said something to me, but I didn't understand him because there was someone still talking on the radio and it was very loud. I said, "What?". He said it again, louder but I was still unable to hear him. I said, "I can't hear you over the radio". So he turned it down a bit and asked me, "Where are you going again"? I answered him and he continued to drive and talk on his radio with another driver. It was very distracting, he raised the volume again. He was speaking in Spanish in the car, and I was able to understand the conversation. They spoke about a girl the other taxi driver had just dropped off.

When we arrived, the driver was going to drop me off in one section of the mall, but I wanted to go to the other side and had to raise my voice over the radio so he could hear me before he stopped. He seemed irritated and then I asked him how much. I then asked him about credit card payments and he said, "No, no". He said nothing else to me. I gave him cash and left. The ride was about 10 miles, maybe a bit more.

Taxi Secret Shopper Survey Form

CUTLER RIDGE - Super Yellow Cab - 305-888-7777

1. Taxi company called:

8:00 pm:

1st called: KB village Taxi, does not serve Cutler Ridge area

2nd called: Supernice Cab, asked when I needed taxi for, said they would try ..please call back in 5 min. Called back in about 7 minutes, said it would be about 30 min, asked if I wanted it. I told them I would call them back

3rd called: I called Super Yellow

2. Phone number used: 305-510-3089

Date: Sunday, March 7th, 2006

Time of call: 8:00 pm

- a. Time for operator to answer the phone: 2 Rings_
b. Were you scheduled for a taxi trip? X yes no
c. If yes, time estimate for cab to arrive? 15-20
minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

I called after about 40 minutes, the cab had not showed up, I kept walking around the school just in case he was on the other side. The person on the phone asked my name and where I was located. She could not find me in the system. She said "I can't even find you in the system, but I remember talking to you, are you the one in the the store. I responded "no I'm in a school". I asked her if a cab was never sent. She said she wasn't sure and was going to find out. She asked me if I wanted her to re-enter me in the system and I said, "yes, there really isn't anyone I can call, how long to do you think it will be?" She said she didn't know. She said she would call back in 5 minutes and she would know the waiting time. She called me back and gave me an estimate of 15 minutes. The cab came in about 20 minutes.

3. Time it took for the taxi to arrive: approx 1 hour

4. How would you rate the taxi service you received?(Please replace oval with X)

4

3

2

1

5

The 2nd time I called, they gave him the correct address. It was a long ride, about 11 miles and we had a really nice conversation in Spanish. I asked him if he was working all night, and he explained how he works for a hospital full time and that the taxi job is just a part time job and he only works a few hours at night. He asked several questions about me and also spoke more about his family etc.

As we got closer, I guided him into the neighborhood where my car was parked. He asked if I lived there, and I told him I did. He processed my card and I gave him a \$3.00 tip. He said it was too much. He gave me a detailed receipt, including tip. He gave me a filled receipt with all of the details. I said thank you very much, have a great night". He said, "No, thank you, have a great night, good luck and take care". He was extremely pleasant, but asked too many personal questions.

Taxi Secret Shopper Survey Form

1. Taxi company called: Yellow Cab
 Phone number used: 305-444-4444
 Date: 03/09/2006
 Time of call: 6:54 PM
 - a. Time for operator to answer the phone: _____ 4 _____
 - b. Were you scheduled for a taxi trip? X yes _____ no
 - c. If yes, time estimate for cab to arrive? _____ 10 _____ minutes
2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: _____ 10 _____ minutes
4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			θ		●	
θ		θ	θ		θ	
b. answering their phone			θ		θ	
θ		θ	●		θ	
c. courtesy of drivers				θ		θ
●		θ	θ		θ	
d. appearance of drivers			θ		θ	●
θ		θ		θ		
e. willingness to pick up			θ		●	
θ		θ	θ		θ	
at your establishment						
f. handling of complaints			●		θ	
θ		θ	θ		θ	
g. appearance of vehicles			θ		θ	
θ		θ	●		θ	
h. willing to accept credit cards	θ			θ		θ
θ		θ		●		

5. Please ask the driver to fill out a receipt for you.
 - a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? yes X no

6. Please record your cost for this taxi trip.
 - a. Origin of trip 12850 Biscayne Boulevard
 - b. Destination of trip NE 9th Avenue & 125th Street
 - c. Trip purpose 99C Stuff
 - d. Cost \$7.00
 - e. Gratuity \$1.00

7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).**

I called North Miami Cab at 305-899-9999. The phone was answered after 1 ring and I was told they did not have a taxi available. I then Called Eastern Taxi at 305-751-1335. I did not get an answer in 10 rings. I then called Credi Taxi at 305-6333-6552. Again, I let the phone ring 10 times and got no answer. I then called Yellow Cab at 305-4444-4444 and was told it would be approximately 10 minutes. They said they would send a driver with a credit card machine.

The cab arrived right at 10 minutes. I was picked up. He did not open the door for me. I got in and gave him the address. On the outside of his taxi was Super Yellow Cab, 305-888-8888. I asked how I got his cab when I called 305-444-4444. He told me that he paid the dispatcher at Yellow Cab every week and that they would give him calls. He was courteous during the ride.

The cab was unclean and very trashy inside. There were papers, bottles and cups all in the front. The windows were open rather than running the air conditioning. When we arrived at the destination, I tried to pay with a credit card. The driver told me that they did not tell him he needed a machine. I paid with cash and got out of the cab.

Note: Even though I had called 305-444-4444 and got picked up by a cab with 305-888-8888, the receipt showed Doral Taxi, 305-594-3333 and indicated that they accepted credit cards.

Taxi Secret Shopper Survey Form

1. Taxi company called: Metro Taxi

Phone number used: 305-888-8888

Date: 03/09/2006

Time of call: 6:24 PM

a. Time for operator to answer the phone: 1 ring

b. Were you scheduled for a taxi trip? X yes no

c. If yes, time estimate for cab to arrive? 15 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 4 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			θ		●	
θ		θ	θ		θ	
b. answering their phone			θ		●	
θ		θ	θ		θ	
c. courtesy of drivers		●		θ		θ
θ			θ		θ	
d. appearance of drivers			θ	θ		●
θ		θ		θ		
e. willingness to pick up			θ		θ	
●		θ	θ		θ	
at your establishment						
f. handling of complaints			●		θ	
θ		θ	θ		θ	
g. appearance of vehicles			θ		θ	
θ		θ	●		θ	
h. willing to accept credit cards	θ			θ		θ
θ		θ		●		

5. Please ask the driver to fill out a receipt for you.
- Did the driver fill out the receipt completely? ☒ yes ☐ no
 - Did the driver accept credit cards? ☐ yes ☒ no
6. Please record your cost for this taxi trip.
- Origin of trip 11173 Griffing Boulevard
 - Destination of trip 12850 Biscayne Bouevard
 - Trip purpose Publix Shopping Center
 - Cost \$9.30
 - Gratuity \$1.70
7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).**

I called Society Cabs at 305-757-5523. They told me they had no cabs in the area. I then called Century Cab at 305-919-7777. I received a recording stating that their hours of operation were Monday through Friday from 9:00 AM to 4:00 PM. I then called Checker Cab at 305-633-9200. I received a recording asking me to leave a message. I then called Metro Taxi at 305-888-8888 and was scheduled for a cab. I was told that they do not accept credit cards.

I was told it would be 10 to 15 minutes before the cab would arrive. The cab arrived 4 minutes later. The cab was not well maintained and seemed to be falling apart. It rattled and there was a noise coming from the front passenger wheel. The door handle in the back was cracked and very difficult to get out of. The driver had to open the door for me when we arrived at the destination. He also did not run the air conditioner but had the windows down the entire way.

We had very little conversation as we rode to the destination. The driver was not conversational. When we arrived at the destination, I paid for the cab and received my receipt. As I got out of the cab, I noticed that it said Yellow Cab, 305-444-4444.

Taxi Secret Shopper Survey Form

1. Taxi company called: Taxi
 Phone number used: 305-599-9999
 Date: March 9, 2006
 Time of call: 5:55 PM

- a. Time for operator to answer the phone: 2
 b. Were you scheduled for a taxi trip? X yes no
 c. If yes, time estimate for cab to arrive? 10 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 7 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival			0		●	
0		0	0		0	
b. answering their phone			0		0	
●		0	0		0	
c. courtesy of drivers				0		0
0		●	0		0	
d. appearance of drivers			0	0		●
0		0		0		
e. willingness to pick up			0		0	
●		0	0		0	
at your establishment						
f. handling of complaints			●		0	
0		0	0		0	
g. appearance of vehicles			0		●	
0		0	0		0	
h. willing to accept credit cards	0			0		0
0		0		●		

5. Please ask the driver to fill out a receipt for you.
- Did the driver fill out the receipt completely? ☒ yes ☐ no
 - Did the driver accept credit cards? ☐ yes ☒ no
6. Please record your cost for this taxi trip.
- Origin of trip 893 NE 125th Street
 - Destination of trip 11173 Griffing Boulevard
 - Trip purpose Episcopal Church
 - Cost \$8.00
 - Gratuity \$1.00
7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).**

I called AAA Taxi at 305-999-9790. The phone was answered in one ring. I was told they had no taxi's in the area. I then called 305-648-2580 and received a fax tone. I then called Best Yellow Cab at 305-445-444. They told me to call 305-599-999. The phone was answered Taxi. They told me that a cab would be there in 10 minutes and that they did not accept credit cards.

Approximately 7 minutes later, I was picked up. I was on the northwest corner of NE 9th Avenue and 125th Street. The driver came from the West, saw me standing on the corner and made a right turn and stopped on the southwest corner of 9th Avenue. He waited while I crossed the street, with traffic coming in both directions. He did not open the door for me to get in. The cab was very clean and in good condition.

As we were driving along, we talked about the traffic in the area and the discourtesy of the drivers. When we arrived at the destination, I asked if he took credit cards. He told me he did not. I paid him and got out of the taxi. The Taxis had Transportation Sunshine with the number 305-444-4444 on it.

Taxi Secret Shopper Survey Form

1. Taxi company called: A Aventura Taxi

Phone number used: 305-599-9999

Date: March 9, 2006

Time of call: 5:21

a. Time for operator to answer the phone: 2 rings

b. Were you scheduled for a taxi trip? X yes no

c. If yes, time estimate for cab to arrive? 10 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 7 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival			θ		●	
θ		θ		θ		
b. answering their phone			θ		●	
θ		θ		θ		
c. courtesy of drivers				θ		θ
●		θ		θ		
d. appearance of drivers			θ		θ	●
θ		θ		θ		
e. willingness to pick up			θ		●	
θ		θ		θ		
at your establishment						
f. handling of complaints			●		θ	
θ		θ		θ		
g. appearance of vehicles			θ		θ	
●		θ		θ		
h. willing to accept credit cards			θ		θ	θ
θ		θ		●		

5. Please ask the driver to fill out a receipt for you.
- Did the driver fill out the receipt completely? ☒ yes ☐ no
 - Did the driver accept credit cards? ☐ yes ☒ no
6. Please record your cost for this taxi trip.
- Origin of trip 17761 NE 13 Avenue, North Miami Beach
 - Destination of trip NE 125th Street & 8th Avenue
 - Trip purpose Barry University Podiatry Center
 - Cost \$13.00
 - Gratuity \$1.00
7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).**

At 5:05 PM, I called American Taxi at 305-945-5152. The phone was answered after 4 rings. I was told that they only go to seaports and airports. They told me to call 305-947-3333. I then called Tropica Cab at 305-945-1025. He asked for the phone number and told me that he would have to let me know if he had a cab in the area. He asked for my phone number and I never received a call. At 5:20 PM, I called Aventura Taxi at 305-599-9999. They told me it would be about 10 minutes and that they did not accept credit cards.

The driver arrived in 7 minutes. He greeted me but did not get out of the cab or open the door. I got in and gave him the address. We talked about the neighborhood and how nice it was in this area and how there were some areas not so nice.

When we arrived at the destination, I asked about credit cards. He said he did not take them. I paid with cash and gave him a \$1.00 tip. He filled out the receipt for me.

Taxi Secret Shopper Survey Form

1. Taxi company called: North Miami Cab

Phone number used: 305-899-9999

Date: 03/09/2006

Time of call: 6:35 PM

a. Time for operator to answer the phone: 1

b. Were you scheduled for a taxi trip? X yes no

c. If yes, time estimate for cab to arrive? 10 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines. When the taxi did not arrive in 10 minutes, I called the dispatcher back and asked where was the cab. He was not very polite and told me to wait another 10 minutes as the taxi would be there.

3. Time it took for the taxi to arrive: 18 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival			θ		θ	
θ		●	θ		θ	
b. answering their phone			θ		●	
θ		θ	θ		θ	
c. courtesy of drivers				θ		θ
θ		θ	●		θ	
d. appearance of drivers			θ	θ		θ
●		θ		θ		
e. willingness to pick up			θ		●	
θ		θ	θ		θ	
at your establishment						
f. handling of complaints			θ		θ	
θ		θ	●		θ	
g. appearance of vehicles			θ		θ	
●		θ	θ		θ	
h. willing to accept credit cards	θ			θ		θ
θ		θ		●		

5. Please ask the driver to fill out a receipt for you.
- Did the driver fill out the receipt completely? ☒ yes ☐ no
 - Did the driver accept credit cards? ☐ yes ☒ no
6. Please record your cost for this taxi trip.
- Origin of trip NE 9th Avenue and 125th Street
 - Destination of trip 17761 NE 13 Avenue
 - Trip purpose Home
 - Cost \$14.00
 - Gratuity \$1.00
7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).**

I called A All Aventura at 305-688-8888. The phone was answered by an answering machine. I then called North Miami Cab at 305-899-9999. I was told a cab would be there in 10 minutes. He told me they did not accept credit cards. When the cab did not arrive, I called back. The dispatcher sounded annoyed and told me I would have to wait another 10 minutes.

Eight minutes after the second call I was picked up. I gave him the address and he asked which was the best way to go. He suggested going to 19th Avenue in order to cross the canal. I told him it was closer to go 15th Avenue as 13th Avenue was only two blocks from 15th. He agreed and we proceeded to drive with the windows down. The driver was dressed in a leather jacket and jeans.

During the ride, it was impossible to carry on a conversation with the driver. He had a Haitian talk radio on for part of the trip, which he played very loud. Then he changed the station to music in Creole and played it loudly. He drove unsafely. He was weaving all over the road and when he came to make a stop, he slammed on the brakes each time. Twice, he almost hit another vehicle in the rear end.

Finally, I arrived home and requested a receipt. While filling out the receipt, the driver continued to let the meter run. The fare was \$14.00 and I gave him a \$1.00 tip. The receipt said Coral Cab 305-633-CABS as did the taxi.

Taxi Secret Shopper Survey Form

1. Taxi company called: Hialeah-Miami Lakes Taxi

Phone number used: 305-828-8888

Date: 3/15/2006

Time of call: 3:13 PM

a. Time for operator to answer the phone: 3 rings

b. Were you scheduled for a taxi trip? X yes no

c. If yes, time estimate for cab to arrive? 10-15 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines. When I called, the dispatcher answered gruffly, Just wait. He'll be there.

3. Time it took for the taxi to arrive: 23 minutes

4. How would you rate the taxi service you received? (Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
					Poor	Good
a. promptness of arrival			θ		θ	
θ		θ	•		θ	
b. answering their phone			θ		θ	
θ		•	θ		θ	
c. courtesy of drivers				θ		θ
•		θ	θ		θ	
d. appearance of drivers			θ		•	θ
θ		θ		θ		
e. willingness to pick up			θ		•	
θ		θ	θ		θ	
at your establishment						
f. handling of complaints			θ		θ	
θ		θ	•		θ	
g. appearance of vehicles			θ		θ	
•		θ	θ		θ	
h. willing to accept credit cards	θ				•	θ
θ		θ		θ		

5. Please ask the driver to fill out a receipt for you.
- a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? X yes no
6. Please record your cost for this taxi trip.
- a. Origin of trip 5701 NW 183rd Street
 - b. Destination of trip 77th Avenue & 154th Street
 - c. Trip purpose Winn Dixie
 - d. Cost \$16.50
 - e. Gratuity \$3.00
7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).**

I called Freedom Taxi at 305-828-5555. The number had been disconnected. I then called Hialeah-Miami Lakes Taxi 15 305-828-8888 at 3:13 PM. The phone was answered in 3 rings. I was told that it would be 10-15 minutes and the driver would accept credit cards.

When I called after 15 minutes, the dispatcher answered in a gruff voice that the driver would be there. Just wait.

At 3:46 PM, I was picked up. I opened the door and got in. He was dressed in slacks and a shirt. He was smiling and friendly, talking the entire ride. He told me he was from Pakistan and that there were 4 brothers. He continued talking about his family until we arrived at the destination. The cab was clean and orderly.

When we arrived at the destination, he processed the credit card manually, gave me the receipt and I got out of the cab. On the side of the cab, it read Transportation Sunshine, 305-445-3333.

Taxi Secret Shopper Survey Form

1. Taxi company called: Miami Springs Best Taxi

Phone number used: 305-888-1111

Date: 3/15/2006

Time of call: 2:12 PM

a. Time for operator to answer the phone: 2 rings

b. Were you scheduled for a taxi trip? X yes no

c. If yes, time estimate for cab to arrive? 10-15 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines. The driver was on his way and that it was a long drive but he would be there.

3. Time it took for the taxi to arrive: 27 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival			θ		θ	
θ		θ	θ		●	
b. answering their phone			θ		θ	
●		θ	θ		θ	
c. courtesy of drivers				θ		θ
θ		●	θ		θ	
d. appearance of drivers			θ		θ	●
θ		θ		θ		
e. willingness to pick up			θ		●	
θ		θ	θ		θ	
at your establishment						
f. handling of complaints			θ		θ	
θ		●	θ		θ	
g. appearance of vehicles			θ		θ	
●		θ	θ		θ	
h. willing to accept credit cards	θ				●	θ
θ		θ		θ		

5. Please ask the driver to fill out a receipt for you.
- a. Did the driver fill out the receipt completely? X yes no
 - b. Did the driver accept credit cards? X yes no
6. Please record your cost for this taxi trip.
- a. Origin of trip 400 Hialeah Drive
 - b. Destination of trip 5701 NW 183rd Street
 - c. Trip purpose Walgreens
 - d. Cost \$28.10
 - e. Gratuity \$5.00
7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).**

I called Miami Springs Best Taxi at 305-888-1111. The phone was answered in 2 rings. I was told it would be about 10-15 minutes and that they accepted credit cards. When the taxi did not arrive, I called back and was told that it was a long way for the driver to come but that he would be there shortly.

At 2:39 PM, I was picked up. He was driving a van. I opened the door and got in. I gave him the address. He was dressed in a collared knit shirt and slacks.

At the beginning of the ride, there was no conversation at all. He drove 60 MPH in a 45 zone and had the windows down. After a few minutes, he rolled the windows up and turned on the air conditioner. When I tried to talk with him, he only grunted. He received a phone call and talked briefly on the phone. He was constantly shifting the seat and putting his arm behind his back as if it hurt. At two lights, he closed his eyes as if he were sleeping. He was weaving in and out of traffic, constantly changing lanes.

The phone rang a second time and he answered Taxi. That is when I realized that not only was he the driver but also he was his own dispatcher. He scheduled a pickup. After this phone call, he began talking, asking if I was from Hialeah. I told him no, that I was only working. He told me that they all expected him to speak Spanish and that he didn't like the Cubans much. He said he was from Pakistan originally and that it was a former British colony.

When we arrived at the destination, I gave him the credit card. He processed it with a manual machine and then called in on the phone for authorization. I signed the receipt and he gave me my copy.

Taxi Secret Shopper Survey Form

1. Taxi company called: Lakes Cab
 Phone number used: 305-362-5555
 Date: 3/15/2006
 Time of call: 1:21 PM

- a. Time for operator to answer the phone: 1 ring
 b. Were you scheduled for a taxi trip? X yes no
 c. If yes, time estimate for cab to arrive? 10-15 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines. When the cab did not arrive in 15 minutes, I called back. I was told that the cab was on its way and to give him another 5 minutes.

3. Time it took for the taxi to arrive: 22 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival			0		0	
0		0	•		0	
b. answering their phone			0		•	
0		0	0		0	
c. courtesy of drivers		•		0		0
0			0		0	
d. appearance of drivers			0	0		•
0		0		0		
e. willingness to pick up			0		•	
0		0	0		0	
at your establishment						
f. handling of complaints			0		0	
0		•	0		0	
g. appearance of vehicles			0		0	
•		0	0		0	
h. willing to accept credit cards	0		0	0		0
0		0		•		

5. Please ask the driver to fill out a receipt for you.
- Did the driver fill out the receipt completely? ____yes Xno
 - Did the driver accept credit cards? ____yes Xno
6. Please record your cost for this taxi trip.
- Origin of trip 500 W 49th Street
 - Destination of trip 400 Hialeah Drive
 - Trip purpose Walgreens
 - Cost \$14.00
 - Gratuity \$2.00
7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).**

At 1:21 PM, I called Lakes Cab at 305-362-5555. The phone was answered in 1 ring. I was told that the cab would be there in 10-15 minutes and that the driver may or may not be able to accept credit cards. After 15 minutes, I called back. I was told that the driver was on his way and to give him another 5 minutes.

At 1:43 PM, the cab arrived. He pulled to the curb. I opened the door and got in. He was dressed in jeans and a solid shirt. I also noted that he was wearing brown sandals with white socks.

As we were driving, I tried to engage the driver in a conversation. He would just nod and grin. I then realized that the driver did not speak English that well and gave up trying to have a conversation. We rode in silence to the destination.

I asked for a receipt which he gave me but did not fill it out completely. He did not accept credit cards. On the door of the cab it said Miami Taxi. He drove off so quickly, I did not see the number from the door.

Taxi Secret Shopper Survey Form

1. Taxi company called: Hialeah-Westland Taxi

Phone number used: 305-828-2929

Date: 3/15/2006

Time of call: 12:45 PM

a. Time for operator to answer the phone: 1 ring

b. Were you scheduled for a taxi trip? X yes no

c. If yes, time estimate for cab to arrive? 10 - 15 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines.

3. Time it took for the taxi to arrive: 17 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very
						Good
a. promptness of arrival			0		0	
0		•	0		0	
b. answering their phone			0		•	
0		0	0		0	
c. courtesy of drivers				0		0
0		•	0		0	
d. appearance of drivers			0	0		•
0		0		0		
e. willingness to pick up			0		•	
0		0	0		0	
at your establishment						
f. handling of complaints			•		0	
0		0	0		0	
g. appearance of vehicles			0		0	
•		0	0		0	
h. willing to accept credit cards	0			0		0
0		0		•		

5. Please ask the driver to fill out a receipt for you.
- Did the driver fill out the receipt completely? ☒ yes ☐ no
 - Did the driver accept credit cards? ☐ yes ☒ no
6. Please record your cost for this taxi trip.
- Origin of trip Westland Mall – 1675 W 49th Street
 - Destination of trip 500 W 49th Street
 - Trip purpose Walgreens
 - Cost \$8.00
 - Gratuity \$1.00
7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).**

At 12:45 PM, I called Hialeah-Westland Taxi at 305-828-2929. The phone was answered on 1 ring. I was told that the driver would be there in 10-15 minutes. At 1:57 PM, I received a call from the driver (305-319-1159), telling me he would be there in approximately 5 minutes.

Two minutes later I was picked up. He simply pulled to the curb. I opened the door and got in the cab. He had a cell phone in his hand. He asked where I was going. I gave him the address. He began driving and went back to talking on the cell phone in Arabic. He was dressed in Jeans and a plaid shirt. The cab was clean and orderly.

The driver continued talking on the phone until we were almost at the destination. He hung up and asked if I worked for Walgreens. I told him no but that I worked for a company who had contracts with them. We arrived at the destination. The driver would not accept credit cards. I paid him and got out of the cab. On the side of the cab, it read Yellow Cab, 305-444-4444.

Taxi Secret Shopper Survey Form

1. Taxi company called: Metro Taxi

Phone number used: 305-888-8888

Date: 3/15/2006

Time of call: 3:55 PM

a. Time for operator to answer the phone: 2 rings

b. Were you scheduled for a taxi trip? X yes no

c. If yes, time estimate for cab to arrive? 10-15 minutes

2. Note: If taxi does not arrive within stated time, please call back and ask why it has not arrived. If you have to do this, please relate response on following lines. The driver called me 15 minutes later and asked where I was. The dispatcher had given him the wrong address. I told him and he said he would be there in 5 minutes.

3. Time it took for the taxi to arrive: 23 minutes

4. How would you rate the taxi service you received?(Please replace oval with X)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival			0		0	
0		0	•		0	
b. answering their phone			0		0	
0		•	0		0	
c. courtesy of drivers				0		0
•		0	0		0	
d. appearance of drivers			0		0	•
0		0		0		
e. willingness to pick up			0		•	
0		0	0		0	
at your establishment						
f. handling of complaints			•		0	
0		0	0		0	
g. appearance of vehicles			0		0	
•		0	0		0	
h. willing to accept credit cards			0		0	0
0		0		•		

5. Please ask the driver to fill out a receipt for you.
- a. Did the driver fill out the receipt completely? ____yes __X__no
 - b. Did the driver accept credit cards? ____yes __X__no
6. Please record your cost for this taxi trip.
- a. Origin of trip ____77th Avenue & 154 Street____
 - b. Destination of trip ____1675 49th Street____
 - c. Trip purpose ____Westland Mall____
 - d. Cost ____\$14.00____
 - e. Gratuity ____\$2.00____
7. **Overall, how was the service? Please describe your trip in detail (Please include the cleanliness of the cab, driver's appearance, your conversation during the ride, and the greeting and parting comments from the driver).**

I called Hialeah Taxi at 305-688-6887. The person answered the phone and said they were no longer a taxi service. I then called Metro Taxi at 305-888-888. The phone was answered in 2 rings. The dispatcher told me that it would be 10 – 15 minutes and that I might not get a driver with credit card capabilities.

After 15 minutes, the driver called me and asked where I was. The dispatcher had given him the wrong address. He said to wait and he would be there in another 5 minutes.

At 4:18 PM, I was picked up, the driver of my first ride. He recognized me and apologized for the wait. He was dressed in plaid shirt and jeans that he had on earlier. The cab was still neat and clean with no trash in it.

As we were driving, he talked a little more. He said he hated driving earlier because of the traffic. However, traffic at this time of day was better. He said he had been driving for the past 3 years.

When we arrived at the destination, I paid him cash (He would not accept credit cards).

Observations and Questions

Miami Seaport Taxi Analysis

The following analysis was based on data from April, 2005 to October, 2005. The table below displays the average trips from Monday to Sunday.

Weekday	Average Trips
Monday	175
Tuesday	0
Wednesday	185
Thursday	128
Friday	224
Saturday	316
Sunday	391

As shown, the Miami Seaport develops a significant number of taxi trips per day for Miami taxis with the exception of Tuesdays. Sunday is, by far, the largest demand day for local taxi service. This demand, while significant, pales in comparison to the nearly 4000 daily trips from the Miami International Airport. Nor does it approach the 4000 daily radio dispatched trips provided by Yellow Cab of Miami each day.

The Seaport has received numerous complaints for taxi drivers that turn down short trips from the piers to local hotels. Uniformed police at the Seaport indicated that without their presence or that of Consumer Services Department officers, there would be a persistent problem of short trip refusal. Given the relatively short time period from which passengers disembark from the ships, it is doubtful if a short trip line similar to the ARTS cabs at the airport would be feasible.

Observations and Questions

This initial off-peak study of Miami-Dade County taxi ridership identified and documented a serious imbalance of taxi service availability within the community. It has also identified that for some users there are few problems associated with taxicab service, but for others there are considerable problems associated with obtaining adequate public taxicab service. This has been labeled as an “imbalance” of taxicab service or a lack of adequate distribution of taxicab service throughout Miami-Dade County.

Phase Two of the project, Peak Use Study, has reinforced this initial set of observations and points out the seriously underserved areas of South Miami Dade County. Interviews with individuals within numerous PSC firms also reinforce the conclusion that only a handful of PSC taxi firms have viable radio dispatch operations. Furthermore, that the situation is considerably worse during peak season when taxi drivers feel their best opportunity to maximize income is to work the airport, stands, and the beaches staying in the relatively dense areas of Miami frequented by tourists.

As previously stated, officials within Miami-Dade County have been able to forestall competition from taxis and other forms of ground transportation through limiting the number of new licenses; and, by having a relatively high barrier to entry from other ground transportation providers. Currently, there is a minimum of one hour advance notice for luxury limousine service and the minimum fare for limousine/sedan service is about \$70 but is scheduled to reach \$80 in the near future. Shared ride vans are limited to the airport concession agreement and can only provide service to/from the airport. If, however, areas currently not served or underserved by taxis continue to be neglected, public pressure will build to allow competitive forms of ground transportation to service these markets and taxis will lose these markets to others.

It is easy to conclude that, unless Miami-Dade County does something to address the current imbalance of service, things will get much worse. Understanding why this imbalance occurs is necessary for making study recommendations of how to correct the imbalance. From both the peak and the off-peak data collected at the airport, it appears that a large segment of the Miami-Dade County taxi population of taxi drivers work primarily the airport and perhaps the beach, with no real radio service enabling them to service taxi call in work.

From the peak season data collected at the airport and in discussions with PSC owners, the situation is much worse during peak season because drivers either drop their service completely or affiliate with smaller PSC's that offer no real radio call in services. It is unfortunate, but currently drivers are not required to have radio dispatch service – only two way communications which can be met with the use of cell phones.

Ironically, if these taxi drivers choose not to work their radio, these taxis would be entering the beach and airport markets – threatening to stretch the peak time supply of taxis to these markets and causing a decline in revenues to those taxi drivers currently working these markets.

If this trend continues and/or if significantly more taxi drivers choose to not work their radio dispatch, things will probably get much worse. Current taxi drivers will have to spend more hours to earn the same income and some may choose to leave the industry altogether. Unhappy drivers will be even more likely to refuse calls that take them into lower density areas and even more will opt to leave the radio system as a means to cut their expenses. Deteriorating service levels result in fewer customers resulting in even more oversupply of the market, and the downward spiral of increasing rates, which only invites more competitors, continues.

Therefore, the question identified in Phase One of the report of how many new taxi licenses to add to the existing mix depends upon what changes might be made to the current imbalance of taxi service. Miami-Dade County has already addressed the first wave of problems by issuing some new taxi licenses for underserved areas and Wheelchair taxis through a lottery. However, as shown, there is no guarantee that these taxi drivers will serve their intended markets. Slightly more than half of the lottery wheelchair taxis are primarily at the airport. In Phase Two of the project, it was estimated that approximately a third of the lottery taxi medallion holder/drivers primarily work the airport but it is extremely difficult to estimate how many others work the beaches and hotels without the use of radios.

Within Phase One of this project, several suggestions were offered for discussion as Phase Two of this taxicab study was undertaken. First was the consideration of having a class B type taxi license that would be permitted to answer radio calls only – primarily from underserved areas. These taxi licenses could only be affiliated with a radio dispatch taxi company with intent to and later demonstrated, history of serving a specific geographic area or the entire community. These licenses would not be transferable and exist only with a PSC firm providing call-in and other contract work for them.

The idea would be to head off competition from other forms of ground transportation by offering a pre-arranged (metered) sedan service under the regulatory control of the County. It could be argued that these taxis would be serving demand the current drivers and license holders were choosing not to serve. By having no cost of the service tied to a license, other than the annual permit fee to the County, community-based rates could be lower reflecting the numerous short trips these radio cabs would be making.

A second suggestion was to reduce the oversupply of taxis at the airport by limiting the days or time of day taxis could enter the holding lot and the total number of taxis permitted to serve the airport at all but peak hours. This would have the effect of saying to taxi license holders and drivers that their authorization to drive a taxi in Miami-Dade County extends to the entire community – not just the airport. Such would force a large number of existing taxis to either serve cabstands throughout the community or affiliate with a PSC firm that actually answers the phone and makes trips available to the drivers.

The ability to ration Miami taxis to the airport has been greatly enhanced by the recent decision to require all taxis to have operational Sun Pass transponders and accounts. Miami International Airport officials can now install electronic monitors to read these passes, charge the medallion holder or driver, and refuse entry into the holding lot if either their account was not current or it was not their day to serve the airport. Eventually, such technology could be utilized to permit full utilization of Miami Dade taxis and permit only cabs that have just dropped off at the airport to get into the holding lot.

Thus, the issue of how many taxi licenses, how many taxi stands, and where they should be located depends in part on the decision of whether or not to require existing taxis to serve the entire market area. If these taxis are forced to serve other than the airport market, they must have some place to park. This will require significantly more stands than are currently available.

Alternatively, or in addition, existing taxi license holders and their drivers could be required to demonstrate that their license was being utilized either as a geographic area taxi or one serving the entire community through logs citing trips taken by responding to radio calls throughout their service area. For example, in San Francisco, Calif., the local taxi ordinance requires taxi logs to reflect an average of one radio call per hour during an average shift. Such would not tie an individual driver or medallion holder to a specific PSC but require them to affiliate with one that actually generated and handled calls.

As previously stated, taxi license holders are a significant part of the cost of a taxi trip in Miami-Dade County. The going price of a taxi license lease by a taxi driver is approximately \$1,000 per month or \$250 per week. The taxi driver, working six days per week, pays \$42 per day or perhaps as much as \$10 per trip if he/she only makes four trips per day from the airport. Even if a taxi driver works the streets and the radio and makes 20 trips per day, the cost is still \$2 per trip.

Drivers, owning their own medallion through the lottery system would, of course, have lower costs. However, once this driver sells or leases his medallion, the purchasing driver would bear the costs on each taxi trip he offered.

It is fair for the community and the taxi user to ask what benefit they receive from the taxi license. Is the license holder adding value to the license by offering it through a radio dispatch company that provides calls, voucher and other pre arranged commercial business in order to lessen the per trip cost of the license? Or is the license holder simply receiving cash from the highest bidder with little concern as to how much actual community service is being provided? Clearly a way should be found to hold the medallion holder, the PSC's, and the taxi drivers responsible for serving all the people of the community – residents and tourists alike.

As with the Phase One report, a final suggestion deals with the issue of ADA taxi services and the utilization of wheelchair accessible taxis. It is obvious that their presence at the airport solves none of the mobility problems experienced by the citizens of Miami-Dade. Adding more in the same fashion may not offer service improvements if these new taxis serve primarily the airport and non-radio dispatch markets. Needed is a central radio dispatching service whereby these taxis can be made available when needed. This would preferably be a dispatching service offering GPS radio service so the nearest taxi can be routed to the caller; automatic approved billing, and acceptable reporting for the governmental or charitable agencies.

When integrated into an active radio dispatch taxi system, such wheelchair accessible vehicles can be utilized for wheelchair and non-wheelchair trips together, thereby increasing their productivity substantially. In communities such as Houston, Texas, and Los Angeles , California, where this has occurred, agencies have found the cost of ADA mandated services typically cut by 40% or more and service substantially improved for the users.

In summary, the Phase Two report serves to only heighten the need for actions to create more neighborhood, radio dispatched taxi services within Miami Dade County without oversupply the

market. The question of how to solve the imbalance of taxi services throughout the community is greater during the peak tourist season when drivers avoid the radio and certain geographic areas. Should there be an extension of the Underserved licenses, a new radio dispatched “Class B” taxi license, a restriction on the number of taxis permitted to service the airport during certain days and/or time of day, greater requirements put onto medallion holders, or a combination of supply increasing and oversupply reduction techniques undertaken?