

# **Taxicab Ridership Study Miami-Dade County**

## **Phase Two Report**

**By  
Tennessee Transportation & Logistics Foundation**

# **TTLF**

**Ray A. Mundy, Ph.D.**

Tel. (314)225-7039

Fax. (314)516-7272

Email: [rmundy@umsl.edu](mailto:rmundy@umsl.edu)

Website: [www.umsl.edu/~cts](http://www.umsl.edu/~cts)

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# 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?

<b>HOTELS:</b>	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%

<b>RESTAURANTS:</b>	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%

<b>MEDICAL:</b>	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%

<b>ALL RESPONSES:</b>	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

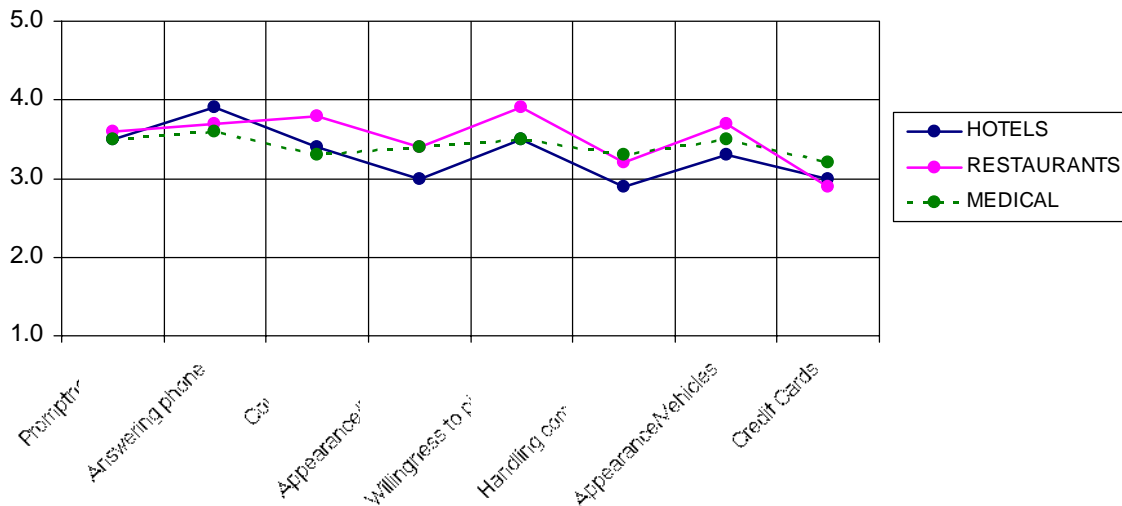
### Question 4 Summary

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.)?**

<b>HOTELS:</b>	<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>
	16	42%	22	58%

<b>RESTAURANTS:</b>	<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>
	11	31%	25	69%

<b>MEDICAL:</b>	<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>
	3	30%	7	70%

<b>ALL RESPONSES:</b>	<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>
	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?

<b>HOTELS:</b>	<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>
	28	72%	11	28%

<b>RESTAURANTS:</b>	<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>
	27	69%	12	31%

<b>MEDICAL:</b>	<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>
	6	55%	5	45%

<b>ALL RESPONSES:</b>	<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>
	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?**

<b>Yes</b>	<b>%</b>	<b>No</b>	<b>%</b>
27	69%	12	31%

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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

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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

RESTAURANTS:	Yes	%	No	%
		7	18%	31

MEDICAL:	Yes	%	No	%
		3	30%	7

ALL RESPONSES:	Yes	%	No	%
		21	25%	64

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.
<b>0</b>	<b>13</b>	<b>7</b>			
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.

<b>ZIP</b>	<b>Positive</b>	<b>Negative</b>	<b>Indifferent or n/a</b>
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	
	<b>2</b>	<b>21</b>	<b>18</b>

# **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 10<sup>th</sup>, 2006 and February 14<sup>th</sup>, 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 10<sup>th</sup> and 14<sup>th</sup>. 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 10<sup>th</sup> and 14<sup>th</sup>. 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 10<sup>th</sup>, 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%

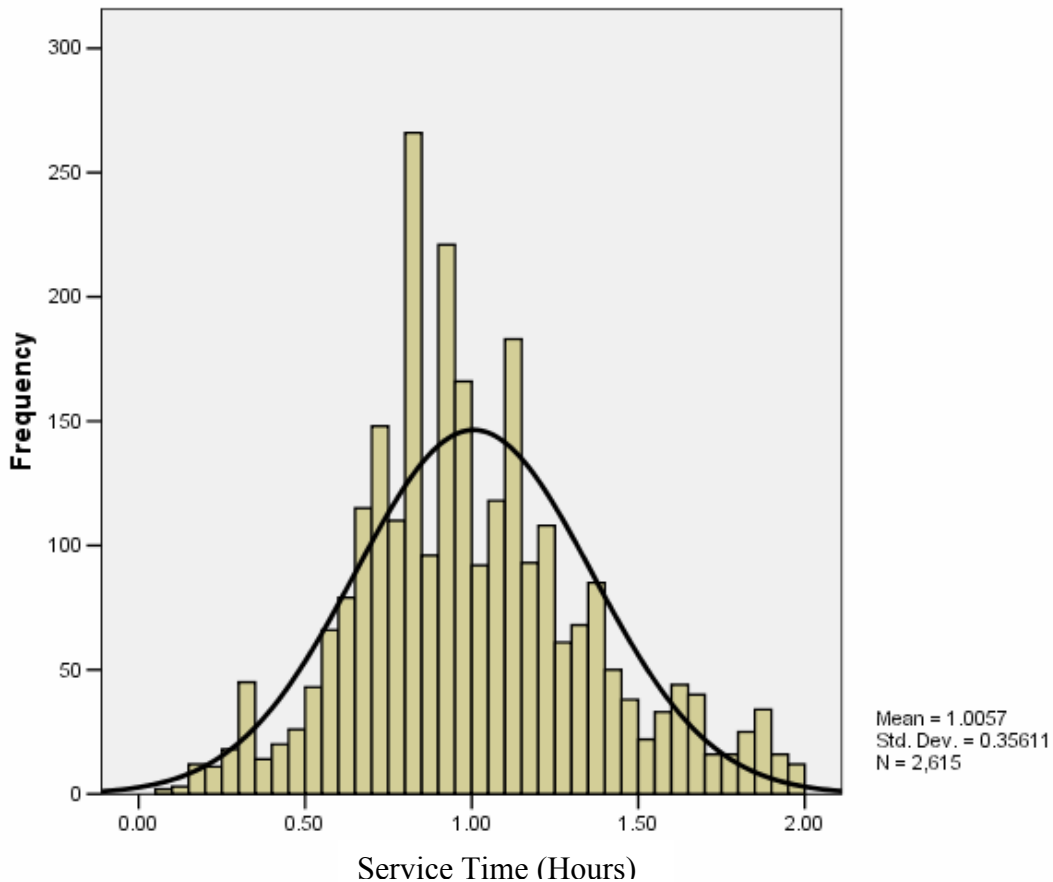
## 2. Service Time Requirements

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								





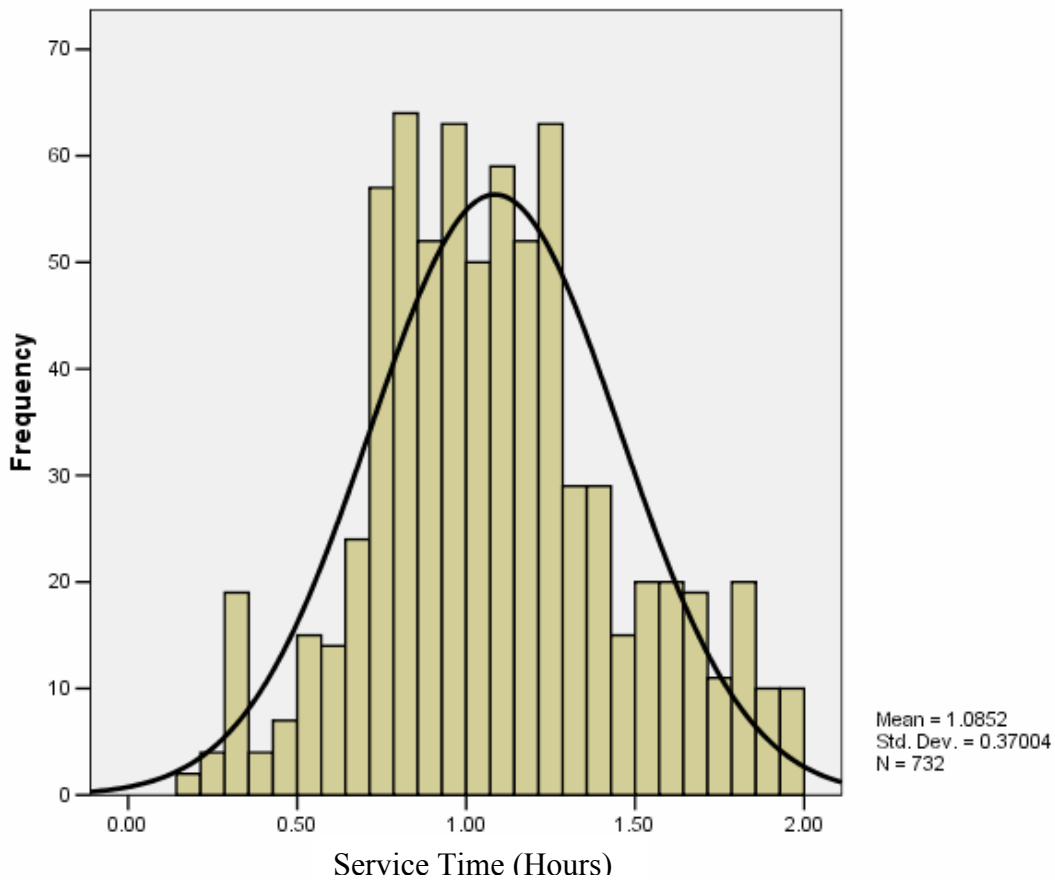
The above graph shows the distribution of service times in hours that is required for all Miami-Dade Co. taxis to pick up a passenger at the airport curb, transport them to their destination, and then return to the airport taxi holding lot. As shown, some trips are short, requiring only .50 hours or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



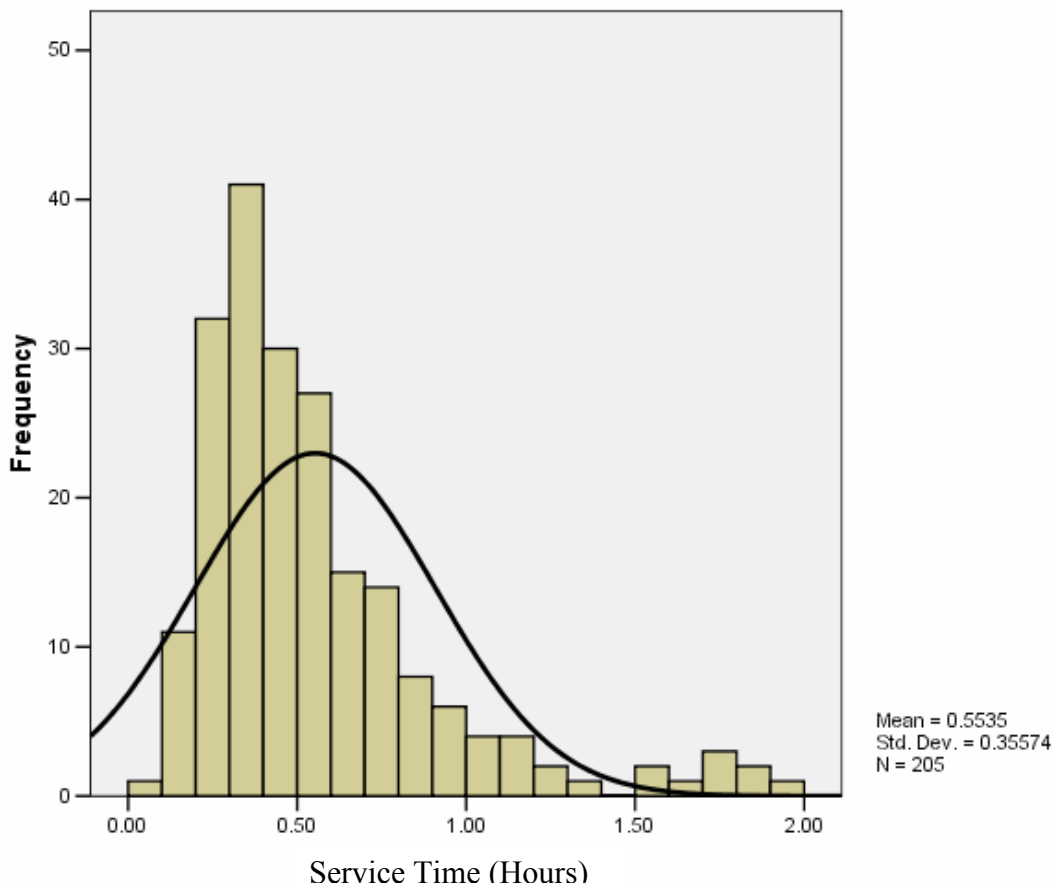
The mean and standard deviation of service time of 02/10/06 are 1.0057 hours and 0.35611 hours, and those during peak hours of that day are 1.0852 hours and 0.37004 hours. Therefore, the differences of means and standard deviations between normal hours and peak hours are not significant. Thus, it would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

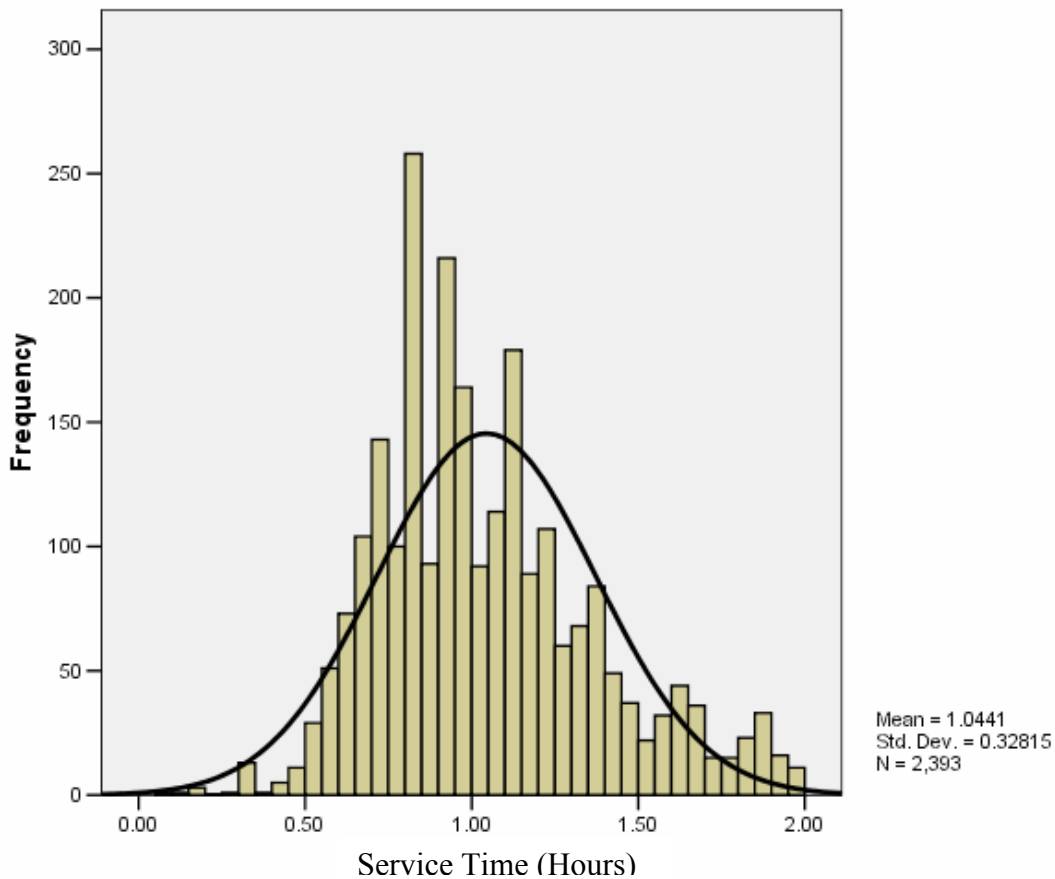


As shown, ARTS taxis have a significantly lower service time, averaging .55 hours or 33 minutes to serve an airport passenger for the short trip.

**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%
<b>CWN</b>	<b>12</b>	<b>20.00%</b>
DTI	2	3.33%
FTC	8	13.33%
MST	1	1.67%
RTC	1	1.67%
SCC	1	1.67%
<b>SYC</b>	<b>25</b>	<b>41.67%</b>
USA	1	1.67%
<b>YCC</b>	<b>7</b>	<b>11.67%</b>
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%
<b>CWN</b>	<b>2</b>	<b>1.67%</b>
<b>DCC</b>	<b>3</b>	<b>2.50%</b>
FTC	7	5.83%
GAB	1	0.83%
MDT	3	2.50%
<b>MIA</b>	<b>1</b>	<b>0.83%</b>
MST	3	2.50%
MTA	1	0.83%
OCC	1	0.83%
SCC	4	3.33%
SCM	2	1.67%
<b>SIT</b>	<b>7</b>	<b>5.83%</b>
<b>SYC</b>	<b>35</b>	<b>29.17%</b>
USA	15	12.50%
<b>YCC</b>	<b>22</b>	<b>18.33%</b>
Total	120	
<b>Six Companies with Radio Service</b>		<b>58.33%</b>

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. 10<sup>th</sup> & 14<sup>th</sup>) 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.

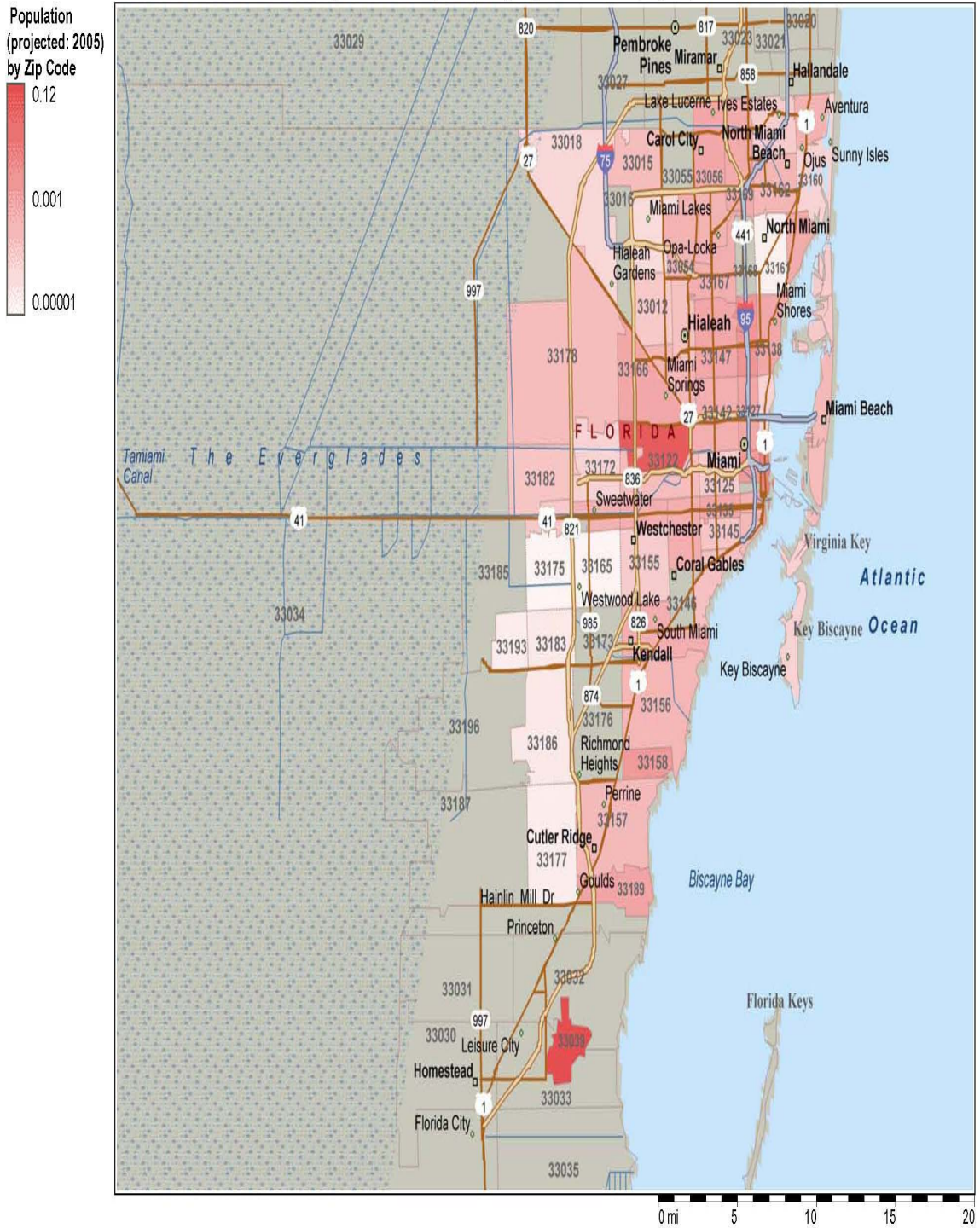
Similar to the results obtained in Phase One of the project, if one calls for a Yellow taxi, for example, from downtown Miami, the Beach, Coral Gables, etc., then service can be expected. If, however, one calls Yellow from Homestead, Cutler Ridge, Carol City, Hialeah, or portions of North Miami, for 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



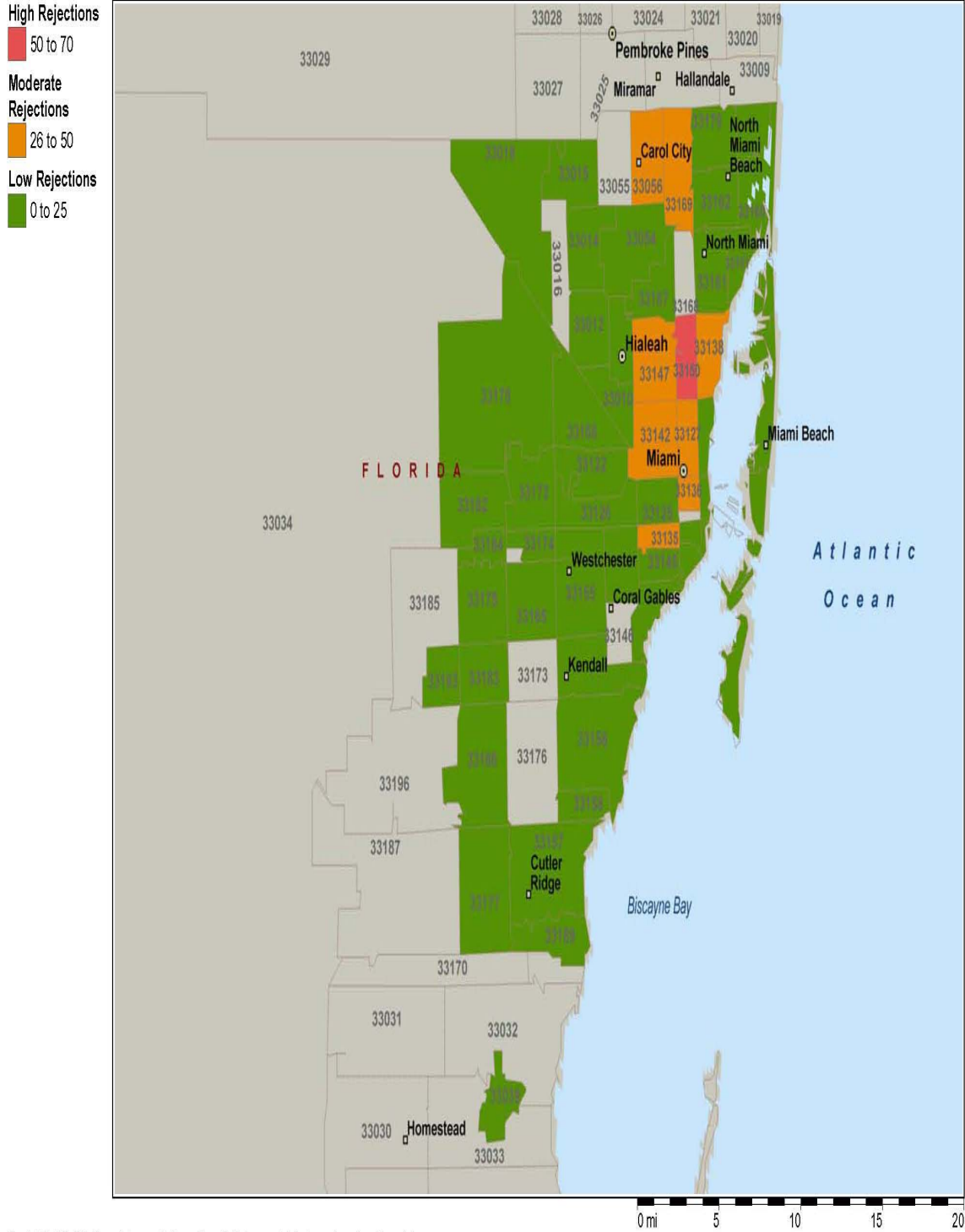
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## 02/10/06 Rejections: Population (projected: 2005) by Zip Code



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## 02/10/06 Rejections



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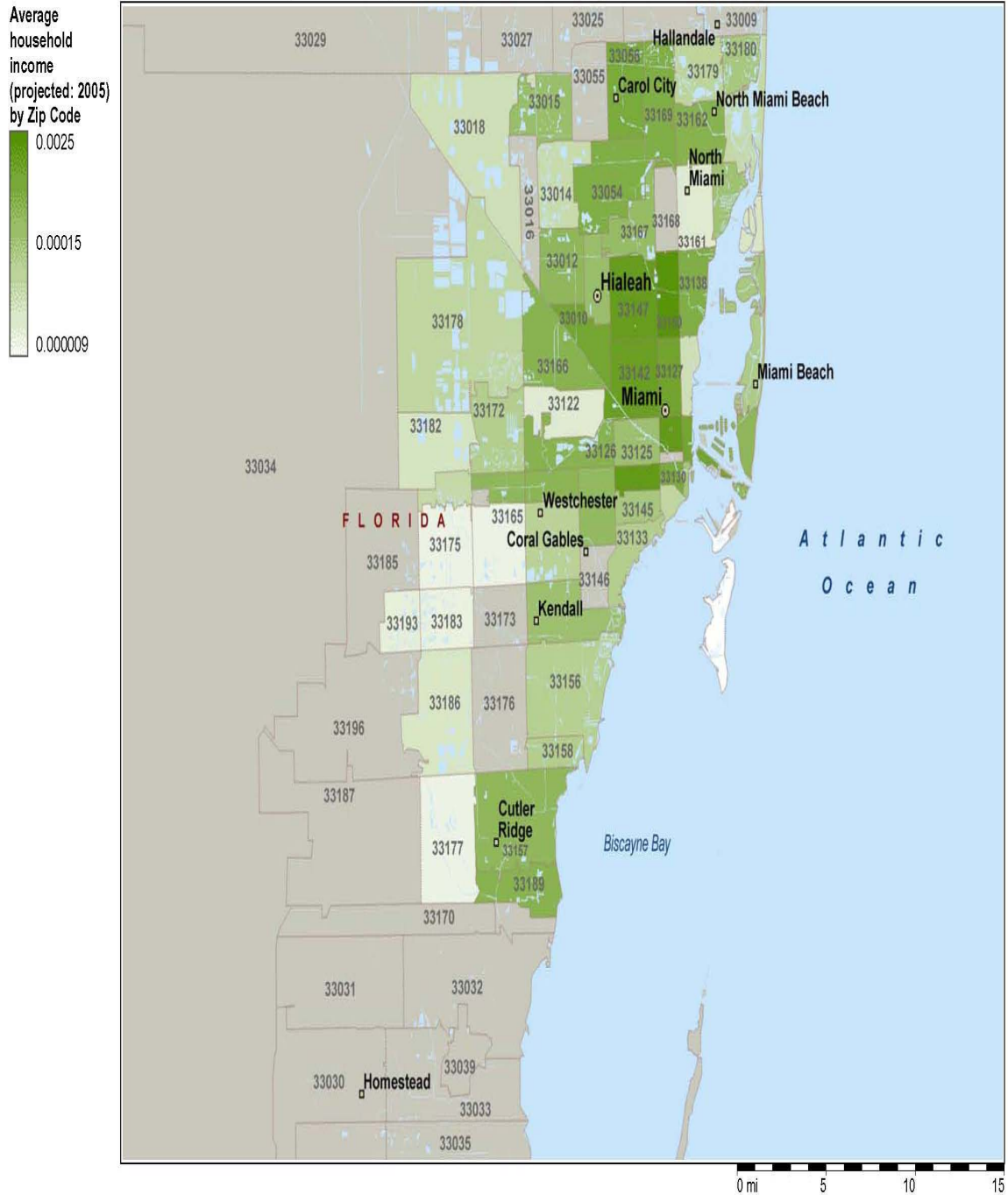
02/14/06 Rejections

- High Rejections**  
31 to 40
- Moderate Rejections**  
16 to 30
- Low Rejections**  
0 to 15



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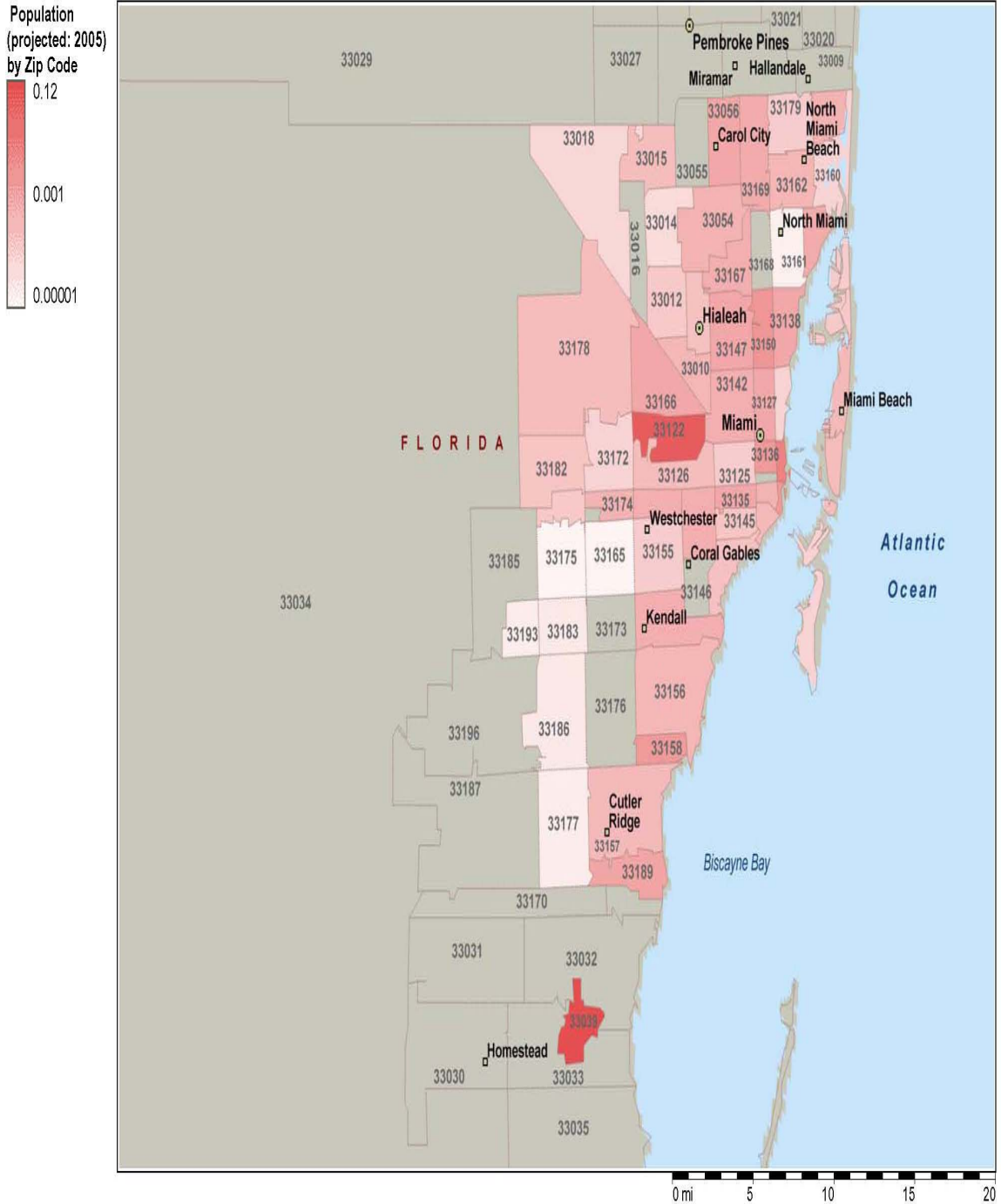
### 02/10/06 Rejections: Avg Household Income (projected: 2005) by ZIP Code



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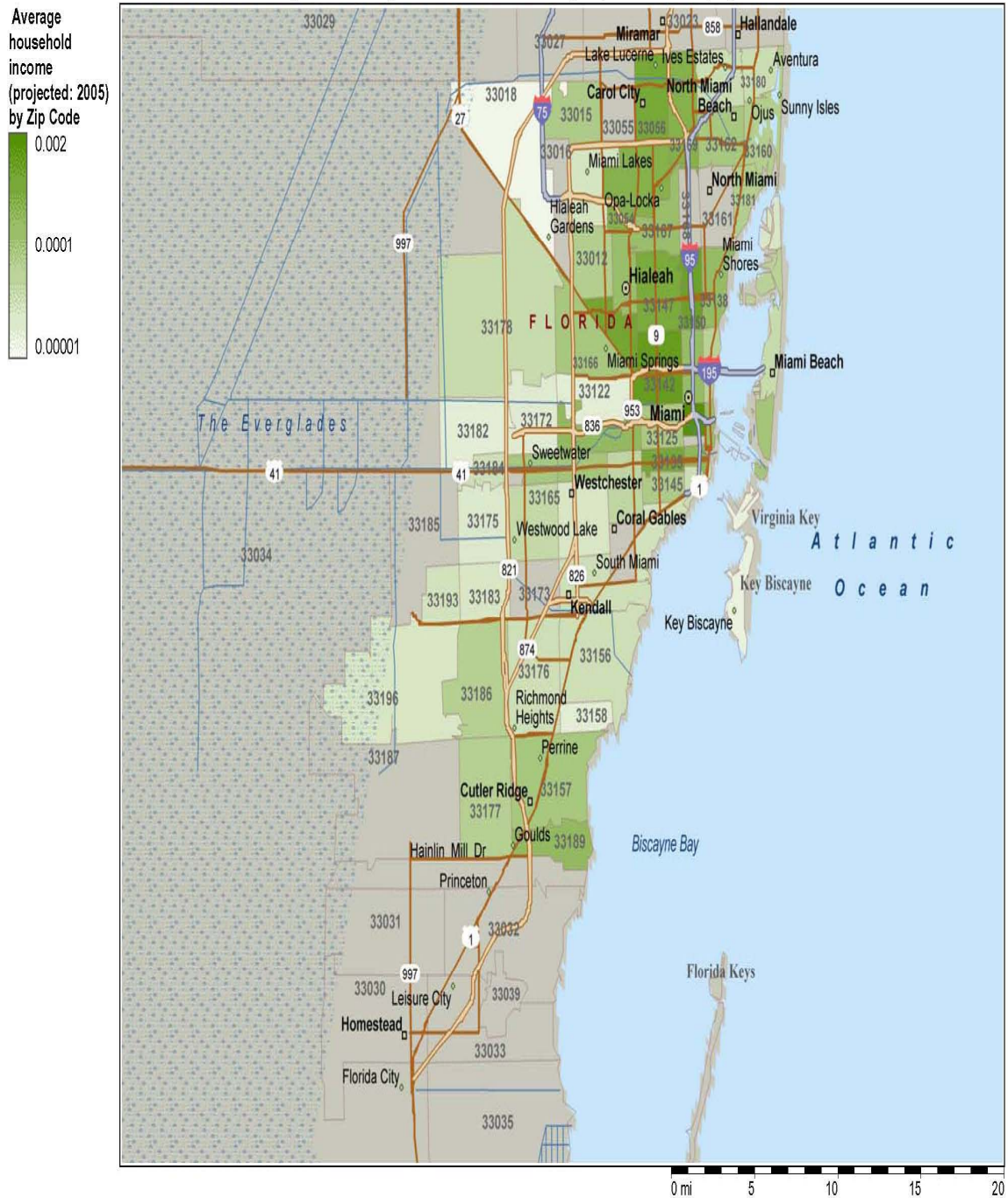


### 02/10/06 Rejections: Population (projected: 2005) by Zip Code



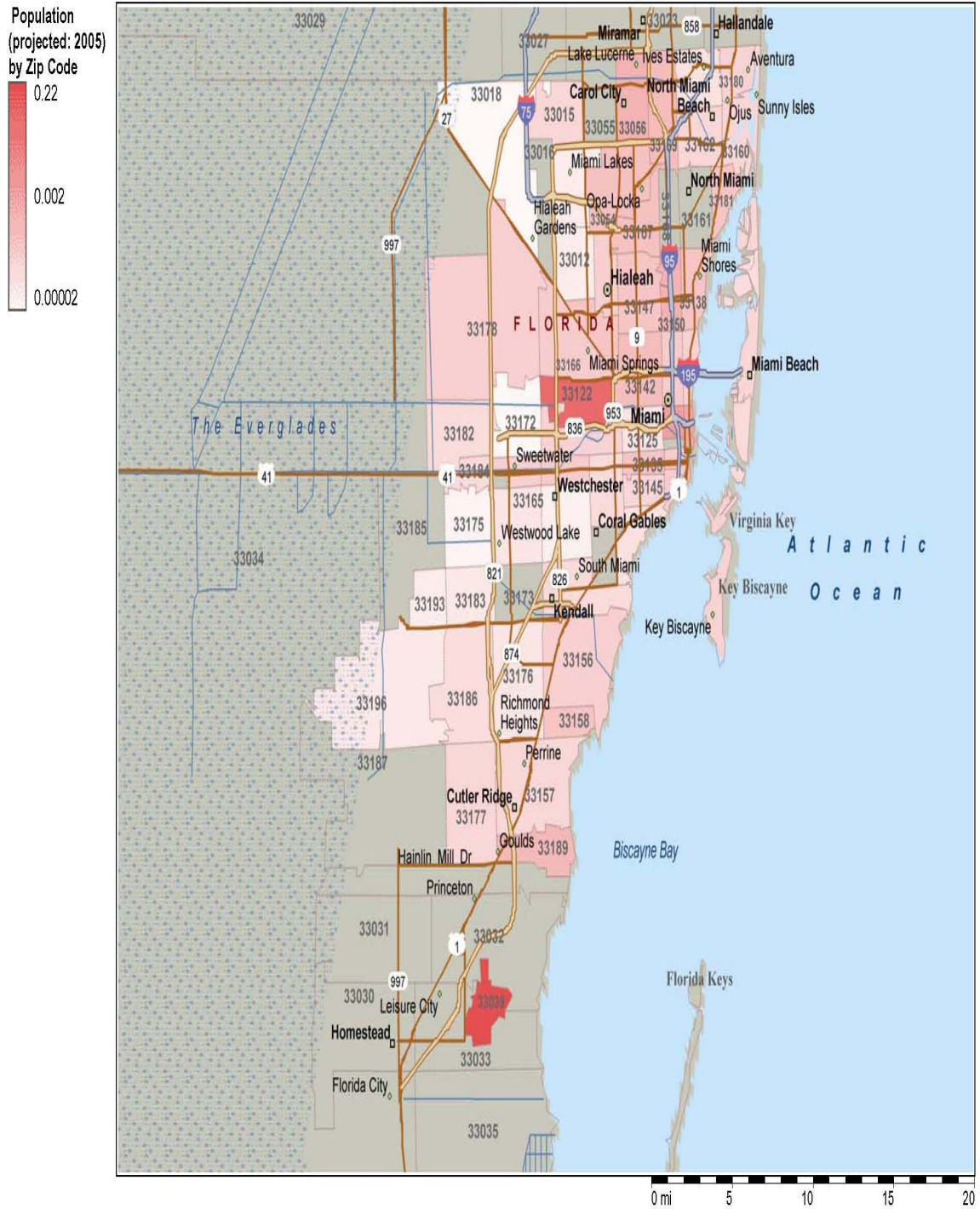
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## 02/14/06 Rejections: Avg Household Income (projected: 2005) by ZIP Code



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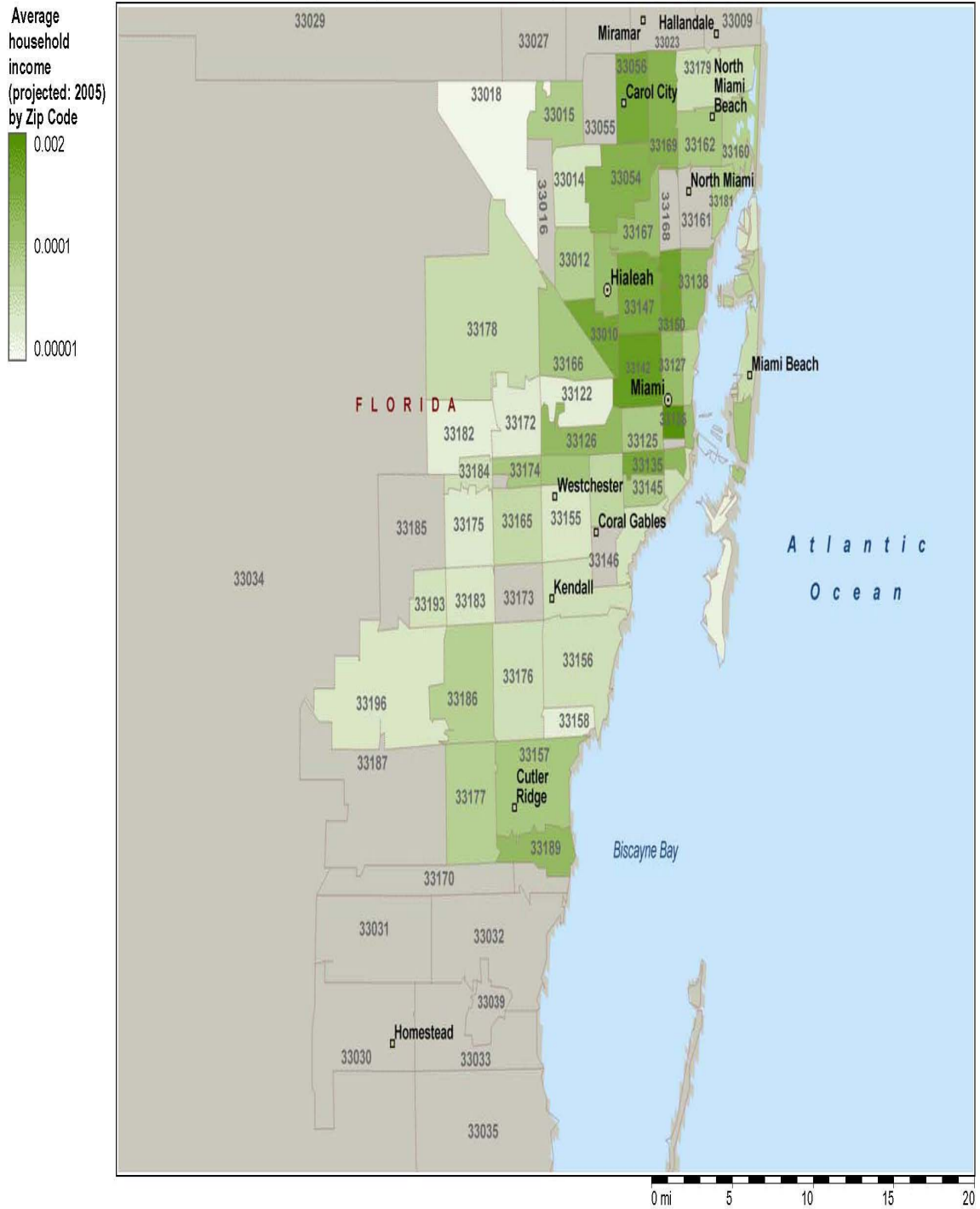
### 02/14/06 Rejections

- High Rejections  
31 to 40
- Moderate Rejections  
16 to 30
- Low Rejections  
0 to 15



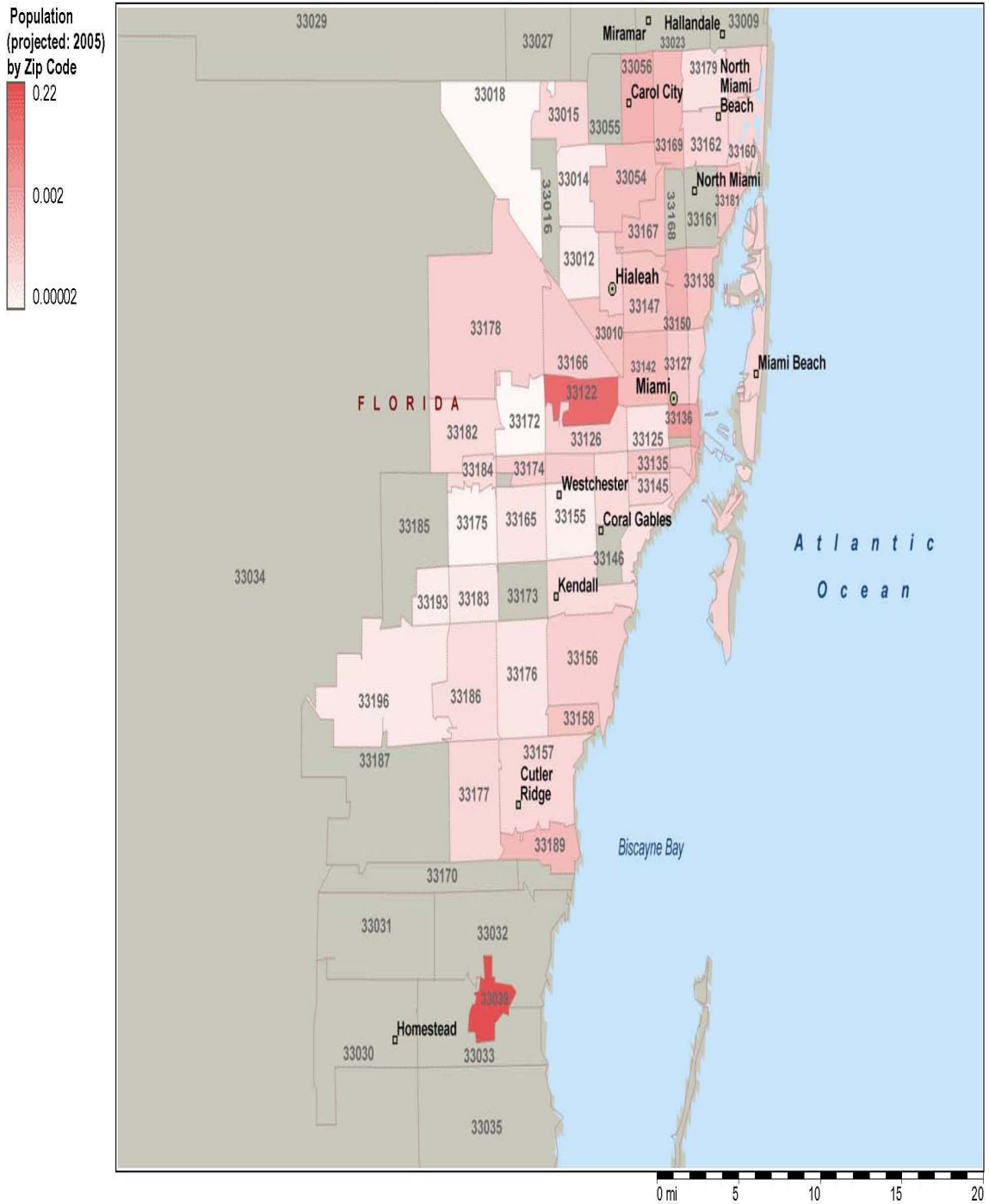
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# **Mystery Shopper Reports**

## 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

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: 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	
X		θ	θ		θ	
b. answering their phone		θ	θ		X	
θ		θ	θ		θ	
c. courtesy of drivers				θ		θ
θ		X	θ		θ	
d. appearance of drivers			θ		θ	θ
X		θ		θ		
e. willingness to pick up			θ		X	
θ		θ	θ		θ	
f. handling of complaints			X		θ	
θ		θ	θ		θ	
g. appearance of vehicles			θ		θ	
θ		X	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 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 at your establishment				θ	X	
θ		θ		θ	θ	
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			θ		θ	
X		θ	θ		θ	
b. answering their phone			θ		θ	
X		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. 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 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 Pincrest 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
					Poor	
a. promptness of arrival	θ	θ	X	θ	θ	
b. answering their phone	θ	X	θ	θ	θ	
c. courtesy of drivers	θ	X	θ	θ	θ	θ
d. appearance of drivers	θ	θ	θ	θ	θ	X
e. willingness to pick up at your establishment	θ	θ	X	θ	θ	
f. handling of complaints	θ	θ	X	θ	θ	



g.	appearance of vehicles		$\theta$		$\theta$	
X		$\theta$		$\theta$		$\theta$
h.	willing to accept credit cards	$\theta$			$\theta$	$\theta$
		$\theta$	X		$\theta$	

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				θ	θ	
		θ		X	θ	
b. answering their phone		X		θ	θ	
c. courtesy of drivers						θ
		X		θ	θ	
d. appearance of drivers				θ		X
e. willingness to pick up				θ	θ	
		X		θ	θ	
at your establishment						
f. handling of complaints				X	θ	
		θ		θ	θ	
g. appearance of vehicles				θ	θ	
	X	θ		θ	θ	
h. willing to accept credit cards			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? 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, 1<sup>st</sup> 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 5<sup>th</sup>, 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. promptness of arrival			θ		Poor	
	θ	θ	θ		<u>X</u> ξ	
b. answering their phone			θ		<u>X</u> ξ	
	θ	θ	θ			
c. courtesy of drivers				θ		θ
	<u>X</u>	ξ	θ		θ	
d. appearance of drivers			θ		θ	
	θ	<u>X</u> θ	ξ			
e. willingness to pick up			θ		<u>X</u>	
	ξ	θ	θ		θ	

	at your establishment			
f.	handling of complaints	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g.	appearance of vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h.	willing to accept credit cards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 165 Kalandar St
  - Destination of trip 17350 Nw 57th Ave
  - Trip purpose Shopping Strip to Movie Theatre
  - Cost 19.73
  - Gratuuity 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 5<sup>th</sup>, 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
					Poor	
a. promptness of arrival	θ	<u>X</u> ξ	θ	θ	θ	
b. answering their phone	θ	θ	θ	θ	<u>X</u> θ	
c. courtesy of drivers	<u>X</u>	ξ	θ	θ	θ	θ
d. appearance of drivers	θ	θ	θ	<u>X</u>		θ
e. willingness to pick up at your establishment	θ	θ	θ	θ	<u>X</u>	θ
f. handling of complaints	<u>X</u>	θ	θ	θ	ξ	θ

g.	appearance of vehicles	<input type="radio"/>	<input type="radio"/>
<input checked="" type="radio"/>		<input type="radio"/>	<input type="radio"/>
h.	willing to accept credit cards	<input type="radio"/>	<input checked="" type="radio"/>
		<input type="radio"/>	<input type="radio"/>

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 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 3<sup>rd</sup> 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 5<sup>th</sup>, 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?  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.

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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	N/A	ξ
b. answering their phone	θ	θ	θ	θ	N/A	ξ
c. courtesy of drivers	ξ	θ	θ	θ	N/A	θ
d. appearance of drivers	θ	θ	θ	θ	N/A	ξ
e. willingness to pick up at your establishment	θ	θ	θ	θ	N/A	ξ
f. handling of complaints	θ	θ	θ	θ	N/A	θ



g.	appearance of vehicles		<u>X</u>		ξ
θ	θ		θ		θ
h.	willing to accept credit cards	θ		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? 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 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 5<sup>th</sup>, 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.

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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. 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
θ		<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		$\xi$		$\theta$
	$\theta$		<u>X</u>		$\theta$
g.	appearance of vehicles		$\theta$		<u>X</u>
	$\xi$		$\theta$		$\theta$
h.	willing to accept credit cards	$\theta$		$\theta$	$\theta$
		<u>X</u>		$\theta$	

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 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 5<sup>th</sup>, 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
					Poor	
a. promptness of arrival				0	0	
		<u>X</u>		0	0	
b. answering their phone				0	<u>X</u> ξ	
		0		0		
c. courtesy of drivers						ξ
		0		0	0	
d. appearance of drivers				0	<u>X</u>	
		0		0		
e. willingness to pick up				0	ξ	
		0		0	0	
at your establishment						
f. handling of complaints				<u>X</u> ξ	0	
		0		0		

g.	appearance of vehicles	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h.	willing to accept credit cards	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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 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 6<sup>th</sup>, 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)

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

h. willing to accept credit cards

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 197 St NW 7 ave

21. b. Destination of trip 198 St NW 17 ave,

c. Trip purpose copy center to McDonalds corner

d. Cost 12.30

e. Gratuity 1.70

**12. 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 pick me up between 10-20 minutes. I asked them if they accepted credit card payments. They told me that I would need to ask the cab driver about credit card payments because it depended on the car.

When the driver arrived, I noticed the cab was dirty on the outside (very dusty). However, the inside of the cab was clean. The driver was presentable and neat. He was polite and greeted me by saying, "Hello, how are you doing tonight?" I then gave him the address to return to my car and he proceeded to drive. The traffic was light and we got there quickly.

During the ride, the driver did not talk much except to verify the intersection again. When we arrived I asked him if I could pay with a credit card and he said that he couldn't process them. I paid him in cash, he gave me a receipt and he wished me a good night.

## Taxi Secret Shopper Survey Form

CAROL CITY, MIAMI – CROWN & YELLOW CABS (305-444-4444)

4. Taxi company called: YELLOW CABS

1<sup>st</sup> call to Transportation Sunshine, reached their voice message with hours of service but no indication to hold for a cab.

2<sup>nd</sup> call was to Medley Taxi, small company in phone book stating they serve all Dade County, they gave me 305-444-4444 (Yellow Cab)- answered after 4 rings.

3<sup>rd</sup> call to Crown. Answered after 3 rings. They said that I might have to call 305-444-4444 but they would try to send a cab. He gave me an estimate of 15 minutes and told me that if I didn't see the cab to call the number he gave me. After 30 minutes, Crown Cabs had not showed up and I called them again. They told me I should call someone else, so I did, I called Yellow Cabs, I was given a 10 – 20 estimate, they showed in about 15 minutes.

2. Phone number used: 305-510-3089

Date: Monday, March 6<sup>th</sup>, 2006

Time of call: 7:50 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: 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.	promptness of arrival			θ	Poor	
ξ	θ		θ		<u>X</u>	



b.	answering their phone	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c.	courtesy of drivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d.	appearance of drivers	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e.	willingness to pick up at your establishment	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f.	handling of complaints	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g.	appearance of vehicles	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h.	willing to accept credit cards	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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 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: 1<sup>st</sup> 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 6<sup>th</sup>, 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.

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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	θ	θ	θ	θ	θ	θ
b. answering their phone	θ	θ	θ	θ	θ	θ
c. courtesy of drivers	θ	θ	θ	θ	θ	θ
d. appearance of drivers	θ	θ	θ	θ	θ	θ
e. willingness to pick up at your establishment	θ	θ	θ	θ	θ	θ
f. handling of complaints	θ	θ	θ	θ	θ	θ

- g. appearance of vehicles
- ξ
- h. willing to accept credit cards
- θ

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 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 6<sup>th</sup>, 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)

	4	3	2	1	N/A	5
	Good	OK	Poor	Very		Very Good
a. promptness of arrival			θ	θ	<u>X</u> θ	
ξ		θ	θ			
b. answering their phone		<u>X</u>	θ		ξ	
θ			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	$\theta$	$\theta$
$\theta$	<u>X</u>	$\theta$	$\theta$
	at your establishment		
f.	handling of complaints	<u>X</u> $\theta$	$\xi$
$\theta$	$\theta$	$\theta$	$\theta$
g.	appearance of vehicles	$\theta$	<u>X</u> $\xi$
$\theta$	$\theta$	$\theta$	
h.	willing to accept credit cards	$\theta$	$\theta$
$\theta$	<u>X</u>	$\xi$	$\theta$

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 2<sup>nd</sup> 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 2<sup>nd</sup> time I called. (I forgot to ask the 1<sup>st</sup> 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.

## Taxi Secret Shopper Survey Form

### CAROL CITY, MIAMI – Eastern

7. Taxi company called: Eastern  
 1<sup>st</sup> called AAA Taxi, rang for a long time, someone answered, It was very hard to understand them over the scratchy noises, and I think I heard the person say “we don’t have . . . .” So I assumed they didn’t have cab service in the area.

2<sup>nd</sup> call was to **Eastern**.

2. Phone number used: 305-510-3089

Date: Monday, March 6<sup>th</sup>, 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?  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 15 minutes and asked if a taxi was on its way. The person responded “ A cab has been sent, call me if it doesn’t arrive in the next 10 minutes”. It came within 10 minutes

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
θ	a.	promptness of arrival	θ	θ	θ	<u>X</u> θ
		ξ	θ	θ		
θ	b.	answering their phone	θ	θ	θ	<u>X</u> θ
		ξ	θ	θ		
θ	c.	courtesy of drivers	θ	θ	θ	θ
		θ	θ	θ		
<u>X</u>	d.	appearance of drivers	θ	θ	θ	
		θ	θ	θ		
<u>X</u>			θ	θ	θ	



e.	willingness to pick up	$\theta$	$\theta$	$\underline{X}$	$\theta$
$\theta$	$\xi$	$\theta$	$\theta$	$\theta$	
	at your establishment				
f.	handling of complaints	$\underline{X}$	$\theta$	$\theta$	$\theta$
$\xi$	$\theta$	$\theta$	$\theta$	$\theta$	
g.	appearance of vehicles	$\theta$	$\theta$	$\theta$	$\theta$
$\xi$	$\underline{X}$	$\theta$	$\theta$	$\theta$	
h.	willing to accept credit cards	$\theta$	$\theta$	$\theta$	$\theta$
$\theta$	$\underline{X}$	$\xi$			

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 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.				?		
<input checked="" type="checkbox"/>						
b.				?		
<input checked="" type="checkbox"/>						
c.				?		X
d.				?		
<input checked="" type="checkbox"/>						
e.				?		X
f.						
				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.				?		
f.				X		
g.				?		
		X				
h.						

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 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?  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 Good	OK	Poor	Very			Very 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.
- 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  US 1 & 217 St
  - 21. b. Destination of trip  SW 137 St & 89 Ave
  - c. Trip purpose  Cutler Ridge Mall to freestanding KFC
  - d. Cost  \$19.10
  - 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 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.				?		
	X					
b.				?		X
		X				
c.				?		
					X	
d.				?		
X						
e.				?		X
f.				?		X
g.				?		X
h.					?	
					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

Good	OK	Poor	Very	N/A	Very Good
				Poor	
a.	promptness of arrival		?		
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? 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 U.S. 1 and Kilian Drive, SW
- b. Destination of trip Anchor Drive and SW 212 St, pinecrest
- c. Trip purpose from tech school to car
- d. Cost \$27.00
- 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 during the ride, and the greeting and parting comments from the driver).**

When the cab arrived, I noticed it was clean and in good condition. The driver began apologizing for the delay. He spoke in Spanish, which I also speak. He said "I'm sorry, they gave me the wrong address" and showed me his pager which did show a different address. He said he was driving around for a while and tried calling the number I called from, but he could not get through. It was either my cell or payphone I am assuming.

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?  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.

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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 at your establishment			θ		●	
	θ	θ	θ		θ	
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  no
  - b. Did the driver accept credit cards?  yes  no
  
6. Please record your cost for this taxi trip.
  - a. Origin of trip 12850 Biscayne Boulevard
  - b. Destination of trip NE 9<sup>th</sup> Avenue & 125<sup>th</sup> 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?  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	●	
b. answering their phone	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 at your establishment	●	θ	θ	θ	θ	
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	θ

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 11173 Griffing Boulevard
  - b. Destination of trip 12850 Biscayne Bouevard
  - c. Trip purpose Publix Shopping Center
  - d. Cost \$9.30
  - e. 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
					Poor	
a. promptness of arrival	θ	θ	θ	θ	●	
b. answering their phone	●	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 at your establishment	●	θ	θ	θ	θ	
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	θ
				●		

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 893 NE 125<sup>th</sup> Street
  - b. Destination of trip 11173 Griffing Boulevard
  - c. Trip purpose Episcopal Church
  - 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 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 9<sup>th</sup> Avenue and 125<sup>th</sup> 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 9<sup>th</sup> 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.

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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
					Poor	
a. promptness of arrival	θ	θ	θ	θ	●	
b. answering their phone	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 at your establishment	θ	θ	θ	θ	●	
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	θ
				●		

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 17761 NE 13 Avenue, North Miami Beach
  - b. Destination of trip NE 125<sup>th</sup> Street & 8<sup>th</sup> Avenue
  - c. Trip purpose Barry University Podiatry Center
  - d. Cost \$13.00
  - 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).**

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 A 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?  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	θ	
d. appearance of drivers		●	θ	θ		θ
		θ	θ	θ		
e. willingness to pick up at your establishment		θ	θ		●	
		θ	θ		θ	
f. handling of complaints		θ	●		θ	
		θ	●		θ	
g. appearance of vehicles		θ	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  no
  - b. Did the driver accept credit cards?  yes  no
  
6. Please record your cost for this taxi trip.
  - a. Origin of trip NE 9<sup>th</sup> Avenue and 125<sup>th</sup> Street
  - b. Destination of trip 17761 NE 13 Avenue
  - c. Trip purpose Home
  - d. Cost \$14.00
  - 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 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 19<sup>th</sup> Avenue in order to cross the canal. I told him it was closer to go 15<sup>th</sup> Avenue as 13<sup>th</sup> Avenue was only two blocks from 15<sup>th</sup>. 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?  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 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	θ
d. appearance of drivers	θ	θ	θ	θ	●	θ
e. willingness to pick up at your establishment	θ	θ	θ	θ	●	θ
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.
  - 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 5701 NW 183<sup>rd</sup> Street
  - b. Destination of trip 77<sup>th</sup> Avenue & 154<sup>th</sup> 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?  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.

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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
					Poor	
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 at your establishment	θ	θ	θ	θ	θ	●
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  no
  - b. Did the driver accept credit cards?  yes  no
  
6. Please record your cost for this taxi trip.
  - a. Origin of trip 400 Hialeah Drive
  - b. Destination of trip 5701 NW 183<sup>rd</sup> 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	θ	θ	●	θ	θ	
b. answering their phone	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 at your establishment	θ	θ	θ	θ	●	
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	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 500 W 49<sup>th</sup> Street
  - b. Destination of trip 400 Hialeah Drive
  - c. Trip purpose Walgreens
  - 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).**

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?  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.

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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
					Poor	
a. promptness of arrival	θ	●	θ	θ	θ	
b. answering their phone	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 at your establishment	θ	θ	θ	θ	●	θ
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  no
  - b. Did the driver accept credit cards?  yes  no
  
6. Please record your cost for this taxi trip.
  - a. Origin of trip Westland Mall – 1675 W 49<sup>th</sup> Street
  - b. Destination of trip 500 W 49<sup>th</sup> Street
  - c. Trip purpose Walgreens
  - 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 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?  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.

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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			θ	θ	θ	
	θ	θ	●	θ	θ	
b. answering their phone		●	θ		θ	
	θ	θ	θ	θ	θ	
c. courtesy of drivers		●		θ		θ
	●	θ	θ		θ	
d. appearance of drivers			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		●		



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 77<sup>th</sup> Avenue & 154 Street
  - b. Destination of trip 1675 49<sup>th</sup> 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?