Taxicab Advisory Group
Meeting Minutes of July 24, 2012
140 West Flagler Street, Suite 908
Miami, Florida 33130

Members Present:	**Industry Representation:**
Dr. William Samek, Chairperson	Consumer
Dawood Akhtar	Chauffeur
Monica Beltran	MIA Representative
Jerry Moskowitz	Passenger Service Company Principal
Les Eisenberg	Passenger Service Company Principal
Diego Feliciano	License Holder
Fred Wong	Port of Miami Representative
Robert Singer	Consumer
Anson Jean Pierre	Chauffeur

Members Absent:	
Rolando Aedo	Visitor Industry Representative
Heidi Johnson-Wright	Office of ADA Coordination Representative

Staff Present:	
Mario Goderich	Assistant Director, RER Business Affairs
Joe Mora	Division Director, For-Hire Transp.
Raul Gonzalez	Special Project Officer, For-Hire Trans
Steve Bobes	Administrative Officer, For-Hire Trans
Ivan Cotayo	Taxi Cab Coordinator, For-Hire Trans
Nancy Perez	Senior Executive Secretary, RER
Bridgette Newsome	Secretary, For-Hire Transportation

Mr. Mora proceeded with member roll call and advised the Chair they reached a quorum. Mr. Mora advised notification from members, Rolando Aedo and Heidi Johnson-Wright was received, advising they would not be in attendance today.

Dr. Samek commenced setting the meeting agenda and welcomed Committee members.

Approval of the Minutes

Dr. Samek requested review and approval of the April 17th and May 8, 2012 meeting minutes. Mr. Moskowitz offered a motion to approve the April 17, 2012 TAG minutes, seconded by Mr. Feliciano, with unanimous approval. Mr. Moskowitz offered a motion to approve the May 8th, 2012 Special TAG meeting, seconded by Mr. Dawood, with unanimous approval.

Chauffeur of the 2nd Quarter

Ms. Beltran nominated driver 2-1 to be recipient for the Chauffeur of the 2nd Quarter award. Mr. Feliciano seconded the nomination with, unanimous member approval.

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Taxicab Stand Update:

Noted below is the taxicab stand quarterly report of staff accomplishments ranging from April 17, 2012 to present in regards to taxi stand establishments or re-establishments, size increase or stand re-locations:

- A two (2) car taxi stand was established at the 2800 Block McFarlane Circle, adjacent to the Coconut Grove Sailing Club. Additionally, this space has a clear view of the Mutiny Hotel entrance located at 2951 South Bayshore Drive.

- The one (1) car stand at the Ritz Carlton 3300 SW 27th Avenue Coconut Grove was increased to a two (2) car stand.

- A two (2) car stand was permanently established on Washington Ave & 1st Street across from Joe's Stone Crab Restaurant.

- A one (1) car stand was re-established on 7436 Ocean Terrace adjacent to the Ocean Surf Hotel and Days Inn.

- A two (2) car stand was re-established due to completion of construction on Collins Ave & 2nd Street.

- Re-established the four (4) car stand on Collins Ave & South Pointe Drive temporarily closed due to construction.

- Re-established the JW Marriott (Brickell) taxicab stand also temporarily closed due to construction.

In partnership with the City of Miami Beach Parking Department, Enforcement Staff had temporary taxicab stands established at Miami Beach' Convention Center in an effort to provide additional transportation service to Patrons attending the following events:

- Best Buy Achieves (April 27th to the 30th)
- Society of Nuclear Medicine (June 8th -13th)
- Swim Show Event (July 21st-24th)

For a list of all taxicab stand locations, please visit Miami-Dade County's Department of Regulatory and Economic Resources website at:
http://www.miamidade.gov/business/library/forms/taxi-stand-locations.pdf.

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LEGISLATION UPDATES:

Underserved & South Miami Dade-Commissioner Jordan:

Mr. Mora provided a summary of the discussion which occurred at the July 9, 2012 Regional Transportation Committee meeting in regards to Commissioner Barbara Jordan's proposed ordinance. Mr. Mora noted the proposed ordinance received Committee approved and will be forwarded to the full Board for final approval at their September 4, 2012 BCC meeting. Mr. Mora advised members & interested parties will receive meeting notification would be received upon release of the Board's official agenda.

Mr. Eisenberg discussed the Mundy Study and his company's experience and ability to provide up to fifty percent of service during their tenure in the South Dade area to residents and business community. Mr. Eisenberg expressed concern for the region, felt implementation of something similar to the Mundy Study should be followed and suggested, TAG formulate a creative solution for providing service to the area.

Audience attendee's overwhelmingly stated the underserved taxi drivers had prior knowledge of rules and regulations for providing service to the South Dade area and were not sympathetic because currently business is slow everywhere. Attendee's duly noted how unfair it was for underserved taxis to have the ability to work in other parts of the County and thus ultimately driving business away from other drivers.

Mr. Mora reiterated the proposed ordinance if adopted, would allow those for-hire license holders issued an Underserved Area licenses prior to September 2012 the ability to convert their license. Upon fulfillment of ordinance requirements, chauffeurs will have the right to operate outside their designated Underserved or South Miami Taxicab Service Area as well as, to operate Countywide with the exception of Miami International Airport.

Vehicle Age Extension – Commissioner Monestime:

Mr. Mora reviewed the July 9th Regional Transportation Committee meeting discussion regarding Commissioner Monestime's proposed ordinance to amend Chapter 31 of the Code. The proposed amendment extends vehicle age requirements for those vehicles scheduled for retirement to December 31, 2012. Mr. Mora advised the proposed ordinance, approved at Committee, will be forwarded to the full Board for final consideration on September 4, 2012.

Mom & Pop Grants:

Mr. Bobes provided an overview of the Miami-Dade County's Mom & Pop Grant Program created to provide financial and technical assistance to qualified approved for-profit small businesses approved to receive program funding. The program allows small owned and operated businesses the opportunity to interact with local governments under favorable conditions, ultimately bridging the gap between the two entities.

The Mom and Pop Small Business Grant Programs were created to provide financial and technical assistance to qualified small businesses and are administered in collaboration with commission offices. Applications can be obtained by contacting Neighbor Associations at 305

756-0605 or your respective district commission office to assist in providing additional program information.

Mr. Goderich informed Members taxi drivers were eligible for the mom and pop grants and encouraged all to contact their district commission offices to obtain an application.

Taxi Growth Formula:

Mr. Mora distributed a page from Dr. Mundy's Taxi-Study regarding growth formula which read as followed:

> *"Utilize a formula for future taxi medallions consisting of the electronic data files of the Passenger Service Companies (PSC), percentage growth in taxi trips dispatched by the Airport and Seaport, percentage growth in County hotel occupancy levels and general population of Miami-Dade County. Annual Medallion Taxi Permits to issue = .25% > trips provided + .25% > Airport & Seaport + .25% >Hotel Occupancy + .25% > in Population, where the symbol ">" refers to "growth in".*
>
> *This initial final recommendation will provide Miami-Dade County and the department with an ongoing formula for the addition of new taxicab medallions that is based on evidenced demand. It basically states that the future demand for taxicabs is made up of existing demand, plus evidence of new demand from four equally weighted sources or demand drivers. These are: (1) PSC records indicating year over year increases in calls and the level of unmet calls; (2) Airport and Seaport records of the number of taxicabs dispatched year over year increase; (3) percentage increase in hotel occupancy room nights within Miami-Dade County as provided by the Hotel & Motel Visitors Bureau; and, (4) general population growth. For example, if this formula were now in place and all four indicators went up 5% in a single year, an additional 100 taxi medallions (5% of 2004 taxis) would be called for under the formula. Note that: population is still used as one of the demand drivers but it now represents only 25% of the formula to determine the total number of taxis to add to the system".*

Mr. Goderich stated the growth formula derived from Dr. Mundy's Study was provided as a pivoting point and basis for applicability for the department but was not adopted at this point. This Committee, tasked with assisting in the development of a realistic mechanism on how to proceed with establishing a growth formula although should take the Study into consideration.

Mr. Mora provided information regarding the adoption of Ordinance #12-51. A mandate contained in the Ordinance request establishment of a formula to determine the number of for-hire taxicab licenses authorized to operate after January 2014. As well as, the Board's request to the Mayor to provide the County Commission with quarterly reports regarding the development of this growth formula, pursuant to the County Code. Discussion pursued on how to fulfill the various aspects and comply to the Boards' request regarding establishment of a growth formula method no later than December 31, 2013. Mr. Mora informed Members consideration of growth formula factors and need to be considered moving forward to include possible removal of obsolete Code language.

Members discussed various aspects for establishing a realistic mechanism for adopting a growth formula as well as revisiting other dysfunctional areas in the Code. Much Committee discourse pointed to the following areas of concern: review other forms of transportation when developing the growth formula; research other jurisdictions & grids, develop mechanism for how new medallions would be distributed; utilize technology; research the Department of Motor Vehicle; Census Bureau statistics; proposed growth factors verses adjustments; and, decide how the growth formula will affect medallion property rights and future medallion loans.

Committee members considered establishing an auction that would have a built-in mechanism to re-invest auction dollars to create a dispatching service that ultimately would facilitate service enhancements of wheelchair accessible cabs operating throughout Miami-Dade County.

Mr. Mora requested members continue to ponder thoughts of growth formula ideas as this topic will be placed for further discussion on their quarterly TAG meeting agenda for October 23.

Cab Appreciation Day:
Information received from the Marlins Baseball Organization informing us they are designating July 26, 2012 from 6:00n P.M. to host "Cab Appreciation Day" in thankfulness for being an integral part of their transportation team. A representative from the Marlins organization will be on site to answer any questions and to greet drivers with refreshments and a token of the Marlins' appreciation. See distributed flyer or contact the Marlins Organization at 305 480-1300 for information. The taxi staging area is located on NW 5th Street between NW 17 Ave and NW 16th Ave.

Web Posting of TAG Meeting/Minutes:
Mr. Mora was pleased to inform members two years of the Taxicab Advisory Group (TAG) meeting agenda and minutes were successfully uploaded on the department's webpage. For those interested in viewing please click on the following link: http://www.miamidade.gov/business/for-hire-meetings.asp

Adjournment:
There being no further business to come before the Committee Dr. Samek moved adjournment, unanimously approved by all.