

# TRANSPORTATION

## MOTION

In 2013 the California Public Utilities Commission approved new regulations that would govern ridesharing services, Transportation Network Companies (TNC). The CPUC created the category of TNC to apply to companies that provide prearranged transportation services for compensation using an online enabled application or platform to connect passengers with drivers using their personal vehicles. When the CPUC created this new class of for hire transportation services, they removed local regulatory bodies while creating an uneven playing ground for existing taxi services that are locally regulated. Even though TNCs promote ridesharing as a way to fill up empty seats in passenger cars, they function similarly to a taxi service, however operate under completely different regulations. TNCs avoid many of the licensing costs, driver insurance, standard employee training, and routine background checks that taxi drivers are subjected to.

Recently, the City Council has been exploring the concept of regulating digital dynamic messaging signs (DMS). In December 2018, representatives of Firefly appeared at the Board of Taxicab Commissioners ("Board") to request that the Board permit Firefly to install its DMS devices on the roofs of taxis pursuant to Board Rule 415(c). Board Rule 415(c) allows commercial advertising to be mounted on a taxicab roof or trunk. Board Rule 415(c) was adopted by the Board of Public Works many years ago (before there was a Taxicab Commission or digital sign technology) and was intended to allow static advertisements to be installed on taxicabs. Currently the only users of DMS appear to be TNC companies. There is concern that DMS will expand their citywide presence. However, given the advantage that TNCs have had on the transportation for-hire front, it might be worthwhile exploring how a DMS pilot program limited to taxicabs, might work.

I THEREFORE MOVE that the City Council instruct the Department of Transportation's Taxicab Division to inspect a taxi equipped with any digital rooftop smart screen in accordance with Taxicab Rule 415(c), including compliance with the applicable requirements of Section 25400 of the California Vehicle Code, and report back on compliance within 30 days.

I FURTHER MOVE that the City Council instruct the Board of Taxicab Commissioners to create a program within 90 days whereby rooftop digital advertising displays can be safely piloted on a reasonable number of licensed taxicabs.

PRESENTED BY:

  
NURY MARTINEZ  
Councilwoman, 6<sup>th</sup> District

SECONDED BY:



AUG 13 2019

ORIGINAL

