

Chapter 55 Proposed Ordinance Amendments

December 8, 2014

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WHAT IS A VEHICLE FOR HIRE?

- Any passenger vehicle engaged in the transportation of persons from or entirely within the municipal limits of Orlando with the intent to receive direct or indirect compensation for providing such transportation, including providers which only accept gratuities or tips.

History of Activity and Industry Communication

- April 25, 2014 - Uber begins advertising for drivers in Orlando
- June 4, 2014 - Uber launches Orlando service
- June 25, 2014 - Uber Representatives meet with City Officials
- June 25, 2014 - Mears Representatives meet with City Officials
- June 27, 2014 - Vehicle for Hire (VFH) Industry and Interested Parties Forum
- July 12, 2014 - Lyft begins advertising for drivers in Orlando
- July 31, 2014 - Lyft launches Orlando service

History of Activity and Industry Communication

(cont'd)

- September 8, 2014 - City Council Workshops
- October 13, 2014 - Second VFH Industry and Interested Parties Meeting
- October 20, 2014 - City Council Worksession
- AFC and Orlando United Taxi Driver Association (November 25)
- Lyft (July 1 , August 6, September 3, and December 2)
- Mears (June 25, July 17, and August 26)
- Uber (June 25, September 4, and November 5)

Public Policy Considerations

- ❖ Passenger Safety and Consumer Confidence
(Driver Background Checks, Vehicle Inspections and Appropriate Insurance Coverage)
- ❖ Service for Persons with Disabilities
- ❖ Accessibility to Service for All City residents
 - Geographic
 - Socio-economic
 - 24hours/7 days

Possible Ordinance Amendments

- I. No substantive changes.
- II. Removal of certain barriers to entry.
- III. Deregulation

Possible Ordinance Amendments

II. Reduction of Barriers to entry

- ☐ Create new category of permitted VFH with 4 passenger capacity, called a “Livery Vehicle”
- ☐ Delete requirement of advanced booking other than electronically
- ☐ Provide for an alternative minimum fare of 25% above taxi rates
- ☐ Reduce the cost of the initial annual permit
- ☐ Continue to require vehicle inspection
- ☐ Continue to require driver background checks
- ☐ Continue to require insurance per state law
- ☐ Prohibit discrimination in service