

TPC 02.11.15
FROM F.2.
HANDOUT

TPC,

The Committee needs to consider the history and results of Madison's regulatory efforts in the taxicab industry. It would be well justified to take pride in where we stand currently.

To review, Madison enjoys four fleets with in excess of 200 taxis. The fleets are divided between two each meter and shared-ride zone cabs. The oldest fleet, Union Cab, is approaching it's 40th anniversary and operates as a cooperative. The youngest fleet, Green Cab is approaching 5 years in operation. Badger and Madison Taxi lie somewhere between. In all those years, TPC has maintained proper control over those operations. The fleets have complied with all regulatory licensure and fee collection expectations of the City of Madison.

Of late come two unregulated operators: Uber and Lyft to the marketplace. They do so without proper oversight and ignore local historic regulation. They are scofflaws who dare to presume that they are above the law. They offer nothing the licensed fleets do not provide. They fail to provide service universally to residents and are selective when they operate as well as where they operate.

The existing fleets are accustomed to competition. It is important to note that the original three fleets had no objection to Green Cab entering the market. This was because Green Cab complied with the regulatory standard, assuring a level playing field.

Uber/Lyft do not want a fair market, they wish to be predators, unregulated and highly selective. They do not provide ADA accessible rides. They will not serve Allied Drive. They will not operate 24X7. They only desire to skim the cream, not harvest all the milk.

The TPC would be wise to urge Chief Koval to vigorously enforce existing municipal ordinances. Enforcement should include fines, vehicle impoundment and a cease-and-desist order against the corporate operators of these illegal fleets. Further, the TPC should recommend Mayor Soglin's proposal with one small revision.

Fleet identification is critical in enforcement and identification of taxis. I would strongly recommend returning the uniformity of color schemes within the fleets. It is both tradition and the right thing to do.

Madison does not need these new and illegal intruders into our community and marketplace.

Sincerely

Larry D. Sharp

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