

# MARIN GENERAL SERVICES AUTHORITY

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## MEMORANDUM

**DATE:** March 12, 2015  
**TO:** MGSA Board of Directors  
**FROM:** Paul Berlant, Executive Officer  
**SUBJECT:** AGENDA ITEM F: Taxicab Regulation Program Update

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### Recommendation

Accept this update regarding the Marin County Taxi Regulation Program

### Inventory Update and Permit Fees

Like many industries, Marin's taxi business is somewhat seasonal. After the December holidays, business traditionally slows for many of the taxi companies. The additional competition from the "ride sharing" transportation companies like UBER and Lyft, combined with the slower taxi season, has resulted in staff receiving resistance from existing taxi companies when renewing and paying Marin Taxi Regulation Program (MCTRP) fees.

The above information is brought to your attention to keep you advised of Marin's taxi environment. However, new MCTRP permit applications are still being filed and current permits continue to be renewed. The following inventory update shows a slight decrease, but there are new permits pending for a new company/vehicle and several new drivers:

Drivers: 179 (verses 195 in January)

Companies: 27 using 29 names (down two from January)

Vehicles: 106 (verses 112 in January)

Several of the permitted drivers in Marin County have advised staff that they drive both as a permitted taxi in Marin and, to increase business, they will take calls from the UBER platform.