

**RIVER CITIES TAXI RATES ADJUSTMENT REQUEST**  
**TRANSPORTATION COMMITTEE**

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**Meeting Date:** March 9, 2023

**Prepared By:** Clare Kurth, Assistant Planner

**Applicant:** Josh Haring

**Proposal:** An application received from Josh Haring, owner of River Cities Taxi submitted a request to raise fees for taxi services. The request was received December 2, 2022.

**Location:** 1699 Pine St Florence, OR 97439

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**REVIEW CRITERIA AND BACKGROUND**

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**Review Criteria**

**Title 3 Business Regulation**

Chapter 3: Taxi Regulations, Section 13

**Narrative and Background:** On December 2, 2022 Josh Haring of River Cities Taxi proposed a rate increase. The request is to raise all fees associated with taxi services. The last request to raise rates was approved through Resolution No. 28-A Series 2008 signed on July 7, 2008. This rate only increased the meter drop fee by \$0.50 from \$2.50 to \$3.00. Prior to that the previous rate increase was approved through Resolution No. 19 Series 2003 signed on September 15, 2003. This 2003 resolution is what established all current rates except for the meter drop fee. While there was a fee change from the meter drop fee in 2008, fees have largely remained unchanged since 2003.

Florence City Code (FCC) Title 3, Chapter 4 allows the City Council to establish minimum and maximum Taxi fees to prohibit discriminatory practices. At this time no minimum or maximum fees have been set by the City Council, but all requests for taxi fees must be reviewed and evaluated by the Transportation Committee and recommendations submitted to the City Council.

The City received the rate adjustment request, but was unable to review, evaluate, and make recommendation to the City Council within the required 30 day time frame per FCC 3-4-13-D-2 as the Transportation Committee did not have enough members to constitute a committee and hold the required public hearing. The City appointed new members on February 27, 2023 and a meeting was scheduled for the next available regular meeting day to review and evaluate rates as required.

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**CHAPTER 3: TAXI REGULATION**

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**3-4-13: RATE DETERMINATION:**

- A. To ensure fair and equitable consumer rates and to prohibit discriminatory practices, the Council may, by Resolution, establish minimum or maximum rates for taxicab service following the procedures and standards in this section.**

No resolution has been passed establishing a minimum or maximum rate for taxi cabs. The request received from Josh Haring of River Cities Taxi follows procedures and standards of this code section for adjusting rates. This criterion is met.

**B. In recommending and determining rates under this section, due consideration shall be given to information from all licensees regarding: current and projected revenue and expenses; actual and overhead expense; the cost of acquiring and replacing equipment; the services of owner, family and management; the cost of providing for future, added or different service; a reasonable return for doing business; and such other factors deemed relevant. Rates charged by other persons performing the same or similar services in the same or similar areas under the same or similar service conditions may also be considered.**

The applicant has not submitted specific information on current expenses and revenues. However, most fees are the same as established in 2004 (19 years) with the drop fee increasing in 2008. The cost of goods, services, and employee wages have all increased by a minimum of 35% since 2005. As an example, minimum wage was \$7.95 and is currently \$13.50. Additionally, rates have been provided for other coastal and valley cities to compare to this request. The rates as proposed are within the range of those researched.

This request seems appropriate and fair considering increased business expenses in the last 14 and 19 years. The fee adjustment will be discussed in more detail below. This criterion is met.

**C. Requests to establish a minimum rate for a taxicab service may be made at any time. Adjustments to the Council established minimum rates may be initiated or made not more often than once per calendar year provided, however, that in addition to the possible annual rate adjustment, a supplemental rate adjustment may be requested where there is substantial decrease in expenses that was not anticipated at the time of the last rate adjustment.**

A request was received by Josh Haring to adjust rates for River Cities Taxi Company on December 2, 2022. The last rate adjustment was July 7, 2008. In accordance with this Code section the applicant may request a rate adjustment not more than once per calendar year, but has not requested a rate adjustment in over 14 years. At this time the minimum charge (meter drop) was the only fee increased from \$2.50 to \$3.00. Prior to this rate increase rates have not been changed since 2003. This criterion is met

**D. 1. Adjustments to the Council established minimum rates may be initiated by a licensee, a petition of 20 customers using taxicab services, the Committee, the Council, or the City Manager. A request for rate adjustment or a request to establish a rate for a new classification of service shall be in writing on a form provided by the City Recorder and shall be accompanied by factual information substantiating the request and filed with the City Recorder. Except for a request by the Council, Committee, or City Manager which shall not require a fee, any request for a rate adjustment or for the establishment of a rate for a new classification of service shall be accompanied by the non-refundable filing fee set by Council Resolution.**

Josh Haring, owner of River City Taxi Company, made a written request to the Community Development Department December 2, 2022 to adjust rates. This criterion is met.

**2. Upon receiving a request for rate adjustment or for establishment of a rate for a new classification of service, the City Manager shall prepare a staff report and evaluation and, no later than 30 days after receiving the request, present it with the report and evaluation of the Committee.**

While the initial request was received December 2, 2022 information was missing regarding similar rates for similar services in similar areas. This information has not been received. While staff was able to prepare a report within 30 days of receiving the request there had been significant time since the Transportation Committee had met and the number of members decreased below minimum allowed per FCC 2-6-2 and therefore were unable to review the report and evaluation in accordance with this code section. Additional members were appointed at the City Council meeting on February 27, 2022. While, not 30 days from the initial request, the report and evaluation are being completed within 30 days of having a complete transportation committee. The Transportation Committee reviewed the report and evaluation on March 9, 2023. This criterion is met.

**3. The Committee shall consider the request and staff report and hear testimony thereon. Before making its recommendation to the Council, the Committee shall give public notice inviting evidence and oral or written comment on the request and receive such at a public hearing. Within 90 days after it receives the request, the Committee shall make its written findings and recommendation to the Council.**

Fee Type	Current Rates	Increase	Proposed Rates
<b>Min. Charge (meter drop)</b>	\$3.00	+ \$1.00	\$4.00
<b>Milage Rate</b>	\$2.50	+ \$0.50	\$3.00
<b>Increments</b>	\$0.25 per 1/10	+ \$ 0.05 per 1/10	\$0.30 per 1/10
<b>Wait Time</b>	\$24.00 / hour	+ \$ 6.00 / hour	\$30.00 / hour

The current and proposed fees are listed in the table above. Please note there is no proposed additional charge for other riders, pets or bikes as is common with other researched providers. The Transportation Committee held a public hearing on March 9, 2023 on their regularly scheduled meeting time to review the request. Public notice was made to the local Coast Radio station. This criterion is met.

**4. The Council shall consider the Committee's recommendation and receive oral or written arguments on the recommendation. Based on substantial evidence in the record, the Council shall resolve to approve, modify and approve or reject the recommendation. The decision of the Council shall be final.**

The Transportation Committee shall review the request for an adjustment in wages and provide a recommendation to the City Council in accordance with this section. This criterion is met

**All rate adjustments or rates establishing a new classification of service shall take effect at the time specified in the Council Resolution.**

City Council tentatively will consider the recommendation of the Transportation Committee on March 20, 2023 at 5:30 pm at Florence City Hall. Any changes will be adopted by resolution.

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**CONCLUSION:**

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Josh Haring of River Cities Taxi has requested an adjustment in fees and has been reviewed by the Transportation Committee in accordance with FCC 3-4-13. After reviewing the request, it is determined that the requested wages are fair and reasonable. The Transportation is recommending the City Council approve the requested fee adjustment as proposed.



## TAXI RATE COMPARABLES

Newport, OR  
Pacific Coast Cab

<b>PACIFIC COAST CAB</b>	
<b>FLAT RATE</b>	
NEWPORT \$10.00	SOUTH BEACH \$8-\$15
TOLEDO \$35.00	SEAL ROCK \$45.00
ELK CITY \$65.00	SILETZ \$45.00
DEPOE BAY \$60.00	EDDYVILLE \$70.00
WALDPORST \$60.00	LINCOLN BEACH \$70.00
YACHATS \$85.00	LINCOLN CITY \$95.00
PHILOMATH \$150.00	NESKOWIN \$135.00
PACIFIC CITY \$175.00	CORVALLIS \$175.00
FLORENCE \$175.00	SALEM \$200.00
EUGENE \$325.00	PORTLAND \$475.00

\$6 PER EXTRA STOP & \$3.50 PER MILE BEYOND THESE RATES

Eugene, OR / Springfield, OR  
Oregon Taxi

### More Rates

Item:	Rate:
Flag drop:	\$3.25
Every 1/10 mile:	\$0.25
Waiting time:	\$30.00/hour
Fuel surcharge:	\$1.75/trip
Minimum fare:	\$5.00
Airport minimum fare:	\$13.00

Eugene / Springfield

Go Taxi USA

## STANDARD RATES

Minimum: \$10.00

Flag Drop: \$3.00

Cost Per Mile: \$2.00

Waiting Time: \$30.00/Hr

Extra Passengers: \$1.00/Each

Astoria / Warrenton / Seaside

Royal Cab

## Taximeter Rates

Drop Rate	<b>\$5.00</b>
Per Mile	<b>\$2.80</b>
Waiting Rate Standby / Slow Traffic Rate	<b>\$1.00 per minute</b>
Passenger Rate	<b>\$0.50</b>

**These rates apply to all counties.**

**CITY OF FLORENCE  
RESOLUTION NO. 28, SERIES 2008**

**A RESOLUTION AUTHORIZING AN INCREASE IN TAXI RATES  
FOR RIVER CITIES TAXI.**

**WHEREAS**, the City Council has the responsibility for establishing and for adjusting minimum or maximum rates for taxicab service after taking oral and written arguments and hearing the recommendation of the City's Transit Advisory Committee; and

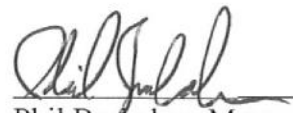
**WHEREAS**, the Transit Advisory Committee met on May 19, 2008 to consider the request by River Cities Taxi for an increase in taxi fares and voted unanimously to recommend that the Council approve the request as submitted; and

**WHEREAS**, River Cities Taxi has provided documentation in support of their request for a rate increase.

**NOW THEREFORE BE IT RESOLVED** By the City Council of the City of Florence, that the following rates are hereby established as the minimum rates for taxicab service within the City of Florence. These rates do not apply to limousine service.

Minimum charge (meter drop)	Currently-\$2.50	Proposed-\$3.00
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**ADOPTED BY THE CITY COUNCIL OF THE CITY OF FLORENCE**, this 7<sup>th</sup> day of July, 2008.

  
Phil Brubaker, Mayor

**ATTEST:**

  
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Barbara Miller, City Recorder



**RESOLUTION NO. 19, SERIES 2003**

**A RESOLUTION AUTHORIZING AN INCREASE IN TAXI RATES  
FOR RIVER CITIES TAXI**

**WHEREAS,** the City Council has the responsibility for establishing and for adjusting minimum or maximum rates for taxicab service after taking oral and written arguments and hearing the recommendation of the City's Transit Advisory Committee, and

**WHEREAS,** the Transit Advisory Committee met on July 16, 2003 to consider the request by River Cities Taxi for an increase in taxi fares and voted unanimously to recommend that the Council approve the request as submitted, and

**WHEREAS,** River Cities Taxi has provided documentation in support of their request for a rate increase,

**NOW THEREFORE, BE IT RESOLVED** by the City Council of City of Florence, that the following rates are hereby established as the minimum rates for taxicab service within the City of Florence. These rates do not apply to limousine service.

Minimum charge (meter drop)	\$ 2.50
Mileage rate	2.50
Increments	0.25 per 1/10
Wait time	24.00/hour
Extra charges	\$1 Bikes/Pets

**APPROVED BY THE CITY COUNCIL OF THE CITY OF FLORENCE,** this 15<sup>th</sup> day of September, 2003.



Alan Burns, Mayor

ATTEST:



Barbara Miller, City Recorder