

Agenda Item: 9

Consideration of Amendments to Taxi Commission Wrap Procedure

[ACTION]



COMMISSIONERS TELEPHONE (415) 554-7737

PAUL GILLESPIE, PRESIDENT, ext. 3
PATRICIA BRESLIN, VICE PRESIDENT
RICHARD BENJAMIN, COMMISSIONER, ext. 1
TOM ONETO, COMMISSIONER, ext. 6
MIN PAEK, COMMISSIONER, ext. 7
R. JAMES SLAUGHTER, ext. 4

JORDANNA THIGPEN, ACTING EXECUTIVE DIRECTOR

May 27, 2008

At the meeting of the Taxicab Commission on Tuesday, May 27, 2008 the following resolutions and findings were adopted:

RESOLUTION NO. 2008-XX

AMENDING THE TAXI COMMISSION'S ADVERTISING WRAP PROCEDURES

WHEREAS, the Taxi Commission agrees to amend its advertising wrap procedures as follows:

NOTE: Additions are *single-underline italics Times New Roman*.

Deletions are ~~strikethrough Times New Roman~~.

1. No more than 15% of each color scheme may be wrapped. If 15% is less than 10 taxis, 10 taxis in a color scheme may be wrapped.
2. All wrapped taxi advertisements shall be confined to one color scheme for the duration of the advertising campaign.
3. ~~Each wrap request may shall contribute \$100.00 per wrapped taxi, per month to the Taxi Industry Fund for a period of six months. Six months after the first taxicabs are wrapped, the Taxi Commission shall review the fee structure. Applicants may contribute to the Taxi Wrap Fund in the amount of \$100.00 per wrapped taxi.~~
4. The Taxi Commission, ~~as a consent calendar item,~~ *Executive Director* shall approve wrap design and color scheme changes. Each request for color scheme change shall be accompanied by a photo or graphic of proposed advertisement.
5. *Vehicle compliance with Taxi Commission rules and regulations for identification of vehicles shall be a condition of approval for wrap designs. Wrap design shall follow Taxi Commission rules for identification of taxi number, taxi company and city of operation.*
6. ~~Each request for color scheme change shall take place no more often than every three months.~~
7. Trunk and top advertiser shall be the same as wrap advertiser.
8. Each advertising wrap must be removed from a taxi no longer than seven days from the ending date of the advertising contract. Conversion from wrapped taxi to unwrapped taxi will be staggered with each company to prevent any interruption in service.
9. The Taxi Commission must approve any deviation from these procedures.
10. *Subject to compliance with the foregoing procedures, the London Taxi vehicles may be wrapped continuously during its service life.*
11. *Subject to compliance with the foregoing procedures, all of the wrap guidelines, all vehicles may be continuously wrapped for the first two-years of its service life.*

AYES:

NOES:

Respectfully submitted,

Jordanna Thigpen
Acting Executive Director



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4. The Taxi Commission, ~~as a consent calendar item,~~ *as an agenda item*, shall approve wrap design and color scheme changes. Each request for color scheme change shall be accompanied by a photo or graphic of proposed advertisement.
5. *Vehicle compliance with Taxi Commission rules and regulations for identification of vehicles shall be a condition of approval for wrap designs. Wrap design shall follow Taxi Commission rules for identification of taxi number, taxi company and city of operation.*
6. ~~Each request for color scheme change shall take place no more often than every three months.~~
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8. Each advertising wrap must be removed from a taxi no longer than seven days from the ending date of the advertising contract. Conversion from wrapped taxi to unwrapped taxi will be staggered with each company to prevent any interruption in service.
9. The Taxi Commission must approve any deviation from these procedures.
10. *Subject to compliance with the foregoing procedures,* ~~the~~ London Taxi vehicles may be wrapped continuously during ~~its~~ service life.
11. *Subject to compliance with the foregoing procedures,* ~~all of the wrap guidelines,~~ all vehicles may be continuously wrapped for the first two-years of ~~its~~ service life.

AYES:

NOES:

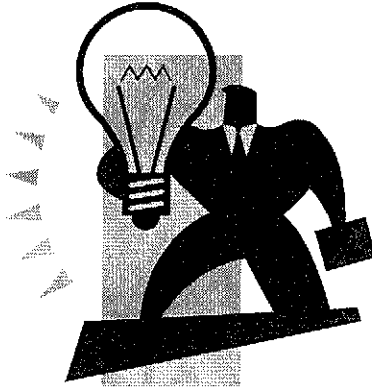
Respectfully submitted,

Jordanna Thigpen
Acting Executive Director



PLEASE POST FOR AND DISTRIBUTE TO ALL DRIVERS

TAXI WRAP FUND – SEND US YOUR IDEAS



What is the Taxi Wrap Fund?

The Taxi Wrap Fund consists of money collected from advertisers.

Who benefits from the Taxi Wrap Fund?

The Fund will be used to benefit taxi drivers and contribute to your welfare.

Some ideas include:

- Scholarships for children of taxicab drivers.
- Grants for artists to produce work celebrating and honoring San Francisco taxicab drivers and the San Francisco taxicab industry.
- Grants to cover familial expenses in the event of an accident.
- Research grants.

Do you have any ideas or suggestions on how the Taxi Wrap Fund should be used?

Please contact the Taxi Commission Office with ideas at (415) 503-2183 or email jordanna.thigpen@sfgov.org.

The Taxi Commission will vote on ideas for use of the
Taxi Wrap Fund on Tuesday, June 10, 2008

