



Staff Report

City of Manhattan Beach

TO: Honorable Mayor Cohen and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Bruce Moe, Finance Director
Steve Charelian, Revenue Services Manager

DATE: July 7, 2009

SUBJECT: Award of Five Year Taxicab Franchises to All Yellow, Bell, South Bay Yellow and United Independent Cab Companies to Provide Taxicab Services (First Year Revenue of \$136,950).

RECOMMENDATION:

Staff recommends that the City Council accept the Finance Subcommittee's recommendation to award four franchises to All Yellow Taxi (30 Cabs), Bell Cab (30 Cabs), South Bay Yellow Cab Cooperative (which includes Manhattan Yellow) (65 Cabs) and United Independent Cab (40 Cabs). Staff also recommends that Council authorize the City Manager to execute the agreements with each of the taxicab franchisees.

FISCAL IMPLICATION:

The four franchises together will generate revenue of \$136,950 in the first year. In subsequent years, the franchise fee will be adjusted by the U.S. Department of Labor Consumer Price Index.

BACKGROUND:

In 1998, Council implemented a franchise system which limits the number of taxicabs operating in Manhattan Beach. This limitation was imposed in response to Police Department concerns that the public's safety and welfare was being compromised due to the excessive number of taxi cabs trolling the streets in search of fares during certain days and hours (particularly in the Downtown and El Porto areas). Through the taxicab franchise system, we have been able to better control the manner and conditions under which taxis serving our community operate, as well as receiving additional revenue.

In 2005, through a competitive proposal process, City Council awarded three-year taxicab franchises to All Yellow Taxi, Bell Cab, South Bay Yellow Cooperative and United Independent Taxi. The four companies were authorized a total 165 cabs in Manhattan Beach. That franchise expired at the end of November 2008, at which time the contracts became month-to-month agreements. Renewal or solicitation of new proposals was postponed until Council direction on the issue of clean vehicle requirements was resolved.

In March 2009, Council considered the recommendation to award taxi franchises to the four companies listed above. At that time, Council asked for more information in two areas: 1) each franchisee's discount policy for seniors, and 2) the training drivers receive in dealing with elderly, disabled and/or patrons with ambulatory issues. The award of the franchises was postponed pending the receipt of that information. Staff queried each of the companies and received the written communications attached (Attachments B, C, D and E). In short, each of the taxi franchisees offers a ten percent (10%) discount to seniors, and each has training programs in place to address the varying needs of their clientele (disabled, seniors, etc.)

DISCUSSION:

In December 2008, the City Council adopted an ordinance requiring franchised taxicab companies to phase-in clean air vehicles. During the deliberations on the ordinance, the existing franchise companies requested that the City Council consider waiving the solicitation of proposals¹ and award them new franchises in recognition of past service, and for supporting the new clean vehicle requirements. Council was open to the concept, and instructed staff to work through the Finance Subcommittee to determine if acceptable terms could be obtained.

Negotiations with each of the companies were conducted, and we have agreements with the four incumbent franchisees, pending City Council approval. The Finance Subcommittee approved the contract awards and the financial terms. All companies have agreed to pay the City a franchise fee of \$830 per cab in the first year (unchanged from the prior franchise in recognition of the economy), which results in first year income of \$136,950. Subsequent annual franchise periods will be adjusted by a Consumer Price Index factor. The new franchise term will be five years, up from the prior three year term.

The taxicab allocation, which remains unchanged from the prior franchise, is as follows:

1. South Bay Yellow Cooperative (ASC) – 65 cabs
2. United Independent Taxi (United Taxi of the South-West) - 40 cabs
3. All Yellow Taxi – 30 cabs
4. Bell Cab – 30 cabs

As provided for in the Vehicle for Hire ordinance, the Police Chief has determined that 165 cabs is appropriate and will ensure adequate service availability.

If awarded this evening, the franchise period will begin on August 1, 2009 and run through July 31, 2014. Staff recommends Council authorize the City Manager to execute the agreements which have been reviewed and approved as to form by the City Attorney.

¹ A competitive process for the franchises is not required by State law or by the City's Municipal Code. City Council may award franchises at their discretion.

Compressed Natural Gas (CNG) Fueling Station Update

In November 2008, City Council adopted Ordinance No. 2119 (Attachment F) which set forth the phase in period for clean air vehicles for the taxicab franchisees (the phase in requires 25% of the qualifying² fleet to be clean air vehicles by July 1, 2010, with an additional 25% each year thereafter until 100% of the qualifying fleet are clean air vehicles). At that time, Clean Energy, a major distributor of CNG in southern California, indicated that they would have a CNG station located in the South Bay by July 2009. While the expected opening of the CNG station has yet to occur, Clean Energy has provided us a status report on several locations they have been working on. They include:

Torrance – the land lease, which will locate the station on City of Torrance property, should be finished and ready for City Council approval this month. The site is the old Southern California Gas Company CNG station on Madrona Avenue.

Hermosa Beach ARCO (PCH, just south of Pier Avenue) – A preliminary site plan has been developed. ARCO corporate is interested, but the site needs approval by Thrifty Oil Corp (land owner).

Redondo Beach – Aviation Boulevard and Sky Park Boulevard (south east corner adjacent to the soccer field). The property manager is working with the property owner to negotiate details.

Manhattan Beach (Longs Drug) – Although the project was put on hold until the long-term tenant leases were completed, this site is back in discussions with the property owners.

Clean Energy stands committed to building at least three stations in the South Bay and, with Torrance on track for approval, they are confident they will have the other two properties identified and under contract soon. In addition, they were verbally awarded the second LAX station to be built near the corner of Arbor Vitae and Airport Boulevard. When complete, it will be the largest capacity public access station in the world and will complement their current facility nearby on Aviation Boulevard.

Staff will keep Council apprised of the status of the CNG fueling stations.

While the clean air vehicle phase-in requirement does not commence until July 1, 2010, the existing franchisees currently have 7 vehicles that meet the new standard.

- Attachment:
- A. Sample Contract with Franchise Taxi Cab Companies
 - B. South Bay Yellow Cooperative (ASC) Discount/Training Programs
 - C. United Independent Taxi (United Taxi of the South-West) Discount/Training Programs Discount/Training Programs
 - D. All Yellow Taxi Discount/Training Programs
 - E. Bell Cab Discount/Training Programs
 - F. Ordinance No. 2119

² Qualifying fleet excludes certain vehicles such as paratransit vans that may not currently be available in alternative fuel form to meet the requirement.

TAXICAB FRANCHISE AGREEMENT - SAMPLE

THIS AGREEMENT is made this 1st day of August, 2009, by the CITY OF MANHATTAN BEACH, a municipal corporation, ("CITY"), and YELLOW CAB OF SOUTH BAY COOPERATIVE, INC. a California corporation doing business as SOUTH BAY YELLOW CAB and MANHATTAN YELLOW CAB (hereinafter referred to as "FRANCHISEE").

RECITALS

The following recitals are a substantive part of this Agreement:

1. City is desirous of regulating taxicab services for the benefit of the residents and visitors of Manhattan Beach and has determined that the most effective way to do so is by the granting of non-exclusive franchises which regulate the time, place and manner of provision of taxi services by private companies;
2. FRANCHISEE is qualified by virtue of experience, training, education, and expertise to be granted such a franchise.

AGREEMENT

THE PARTIES MUTUALLY AGREE AS FOLLOWS:

1. **Grant of Franchise.** CITY hereby grants a non-exclusive franchise to FRANCHISEE for the provision of taxi services within the City's boundaries.
2. **Term of Agreement.** This Agreement shall terminate on July 31, 2014 unless earlier terminated as provided below.
 - 2.1 **Termination.** CITY shall have the right to terminate this Agreement, without cause, by giving ninety (90) days written notice. Upon receipt of a termination notice, FRANCHISEE shall: (1) promptly discontinue all services affected (unless the notice directs otherwise); (2) promptly remove all vehicle decals authorizing operations within the City of Manhattan Beach; and (3) return any and all City-issued identification, equipment or materials associated with the franchise agreement. The City will return any unused franchise fees on a prorated basis upon successful completion of the termination process as determined by the City.
3. **Nature of Franchise.** The rights and responsibilities of FRANCHISEE shall include those outlined in the City's Request for Proposal #648-05, the Addendum dated March 15, 2005, and the FRANCHISEE's proposal, which are incorporated herein by this reference.

4. **Compensation.** CONTRACTOR shall compensate CITY as follows:

2009-2010 \$830 per cab \$24,900 per year

Subsequent annual franchise period payments will be adjusted by the Consumer Price Index as published by the U.S. Department of Labor as follows:

Series Id: CUURA421SA0
Not Seasonally Adjusted
Area: Los Angeles-Riverside-Orange County, CA
Item: All items
Base Period: 1982-84=100

The adjustment will be based upon the change in the index for the prior twelve month period from February to February. The City shall then notify the FRANCHISEE of the change, and the net adjustment to the annual per cab fee, which will then be payable by April 1st for the following year. At no time shall an adjustment result in a lower franchise fee than the prior year fee. In the event the CPI is negative, the index will be considered equal to zero (-0-). Using February 2008 as an example, the adjustment would be calculated as follows:

February 2007 CPI	214.760
February 2008 CPI	221.431
Index Change	6.671
Percentage Change	3.1%
Dollar Change	\$25.73 per cab (\$830 + 3.1%)
New Rate	\$855.73 per cab

5. **Employees and Subcontractors.** FRANCHISEE may, at FRANCHISEE'S sole cost and expense, employ such other person as may, in the opinion of FRANCHISEE, be needed to comply with the terms of this Agreement, if such persons possess the necessary qualifications to perform such services.

6. **Insurance Requirements.**

6.1 **Commencement of Franchise.** FRANCHISEE shall not commence its exercise of rights under this Agreement until it has obtained CITY approved insurance. Before beginning work hereunder, during the entire period of this Agreement, for any extensions hereto, and for periods after the end of this Agreement as indicated below, FRANCHISEE must have and maintain in place all of the insurance coverages required in this Section. FRANCHISEE'S insurance shall comply with all items specified by this Agreement. Any subcontractors shall be subject to all of the requirements of this Section and FRANCHISEE shall be responsible to obtain evidence of insurance from each subcontractor and provide it to CITY before the subcontractor commences any services on behalf of FRANCHISEE relevant to this Agreement.

All insurance policies used to satisfy the requirements imposed hereunder shall be issued by insurers authorized to do business in the State of California. Insurers shall have a current A.M. Best's rating of not less than A-:VII unless otherwise approved by CITY.

6.2 Coverages, Limits and Policy Requirements.

FRANCHISEE shall maintain the types of coverages and limits indicated below:

A. **COMMERCIAL GENERAL LIABILITY INSURANCE** - a policy for occurrence coverage, including all coverages provided by and to the extent afforded by Insurance Services Office Form CG 0001 ed. 11/88 or 11/85, with no special limitations affecting CITY. The limit for all coverages under this policy shall be no less than one million dollars (\$1,000,000.00) per occurrence. CITY, its employees, officials and agents, shall be added as additional insureds by endorsement to the policy. The insurer shall agree to provide the City with thirty (30) days prior written notice of any cancellation, non-renewal or material change in coverage. The policy shall contain no provision that would make this policy excess over, contributory with, or invalidated by the existence of any insurance, self-insurance or other risk financing program maintained by CITY. In the event the policy contains such an "other insurance" clause, the policy shall be modified by endorsement to show that it is primary for any claim arising out of the work performed under this Agreement. The City of Manhattan Beach Insurance Endorsement Form No. 1 (General Liability) must be executed by the applicable insurance underwriters.

B. **COMMERCIAL AUTO LIABILITY INSURANCE** - a policy including all coverages provided by and to the extent afforded by Insurance Services Office form CA 0001, ed. 12/93, including Symbol 1 (any auto) with no special limitations affecting the City. The limit for bodily injury and property damage liability shall be no less than one million dollars (\$1,000,000) per accident. CITY, its employees, officials and agents, shall be added as additional insureds by endorsement to the policy. The insurer shall agree to provide the City with thirty (30) days prior written notice of any cancellation, non-renewal or material change in coverage. The policy shall contain no provision that would make this policy excess over, contributory with, or invalidated by the existence of any insurance, self-insurance or other risk financing program maintained by CITY. In the event the policy contains such an "other insurance" clause, the policy shall be modified by endorsement to show that it is primary for any claim arising out of the work performed under this Agreement. The City of Manhattan Beach Insurance Endorsement Form No. 2 (Auto) must be executed by the applicable insurance underwriters.

C. **WORKERS' COMPENSATION INSURANCE** - a policy which meets all statutory benefit requirements of the Labor Code, or other applicable law, of the State of California. The minimum coverage limits for said insurance shall be no less than one million dollars per claim. The policy shall contain or be endorsed to include a waiver of subrogation in favor of CITY.

6.3 Additional Requirements. The procuring of such required policies of insurance shall not be construed to limit FRANCHISEE'S liability hereunder nor to fulfill the

indemnification provisions and requirements of this Agreement. There shall be no recourse against CITY for payment of premiums or other amounts with respect thereto. CITY shall notify FRANCHISEE in writing of changes in the insurance requirements. If FRANCHISEE does not deposit copies of acceptable insurance policies with CITY incorporating such changes within sixty (60) days of receipt of such notice FRANCHISEE shall be deemed in default hereunder.

Any deductibles or self-insured retentions must be declared to and approved by CITY. Any deductible exceeding an amount acceptable to CITY shall be subject to the following changes: either the insurer shall eliminate or reduce such deductibles or self-insured retentions with respect to CITY and its officials, employees and agents (with additional premium, if any, to be paid by FRANCHISEE) ; or FRANCHISEE shall provide satisfactory financial guarantee for payment of losses and related investigations, claim administration and defense expenses.

6.4 Verification of Compliance. FRANCHISEE shall furnish CITY with original endorsements effecting coverage required by this Agreement. The endorsements are to be signed by a person authorized by the insurer to bind coverage on its behalf. All endorsements are to be received and approved by CITY before work commences. Not less than fifteen (15) days prior to the expiration date of any policy of insurance required by this Agreement, FRANCHISEE shall deliver to CITY a binder or certificate of insurance with respect to each renewal policy, bearing a notation evidencing payment of the premium therefor, or accompanied by other proof of payment satisfactory to CITY.

7. Non-Liability of Officials and Employees of the CITY. No official or employee of CITY shall be personally liable for any default or liability under this Agreement.

8. Non-Discrimination. FRANCHISEE covenants there shall be no discrimination based upon race, color, creed, religion, sex, marital status, age, handicap, national origin, or ancestry, in any activity pursuant to this Agreement.

9. No Agency. It is agreed that FRANCHISEE shall act and be an independent contractor under this Agreement and not an agent or employee of CITY and shall have no right to represent or bind City in any way.

10. Compliance with Law. FRANCHISEE shall comply with all applicable laws, ordinances, codes, and regulations of the federal, state, and local government. This includes the City's Ordinance No. 2119 (Clean Air Vehicles) requiring a phase-in of alternative fuel vehicles used in the performance of the franchise.

11. Conflict of Interest and Reporting. FRANCHISEE shall at all times avoid conflict of interest or appearance of conflict of interest in performance of this Agreement.

12. **Notices.** All notices shall be personally delivered or mailed to the below listed addresses. These addresses shall be used for delivery of service of process.

a. Address of FRANCHISEE is as follows:

Yellow Cab of South Bay Cooperative, Inc.
South Bay Cooperative, Inc.
c/o Administrative Services Cooperative, Inc.
2129 West Rosecrans Avenue
Gardena, CA 90249

b. Address of CITY is as follows:

Finance Director,
City of Manhattan Beach
1400 Highland Ave
Manhattan Beach, CA 90266

(with a copy to):

City Attorney
City of Manhattan Beach
1400 Highland Ave
Manhattan Beach, CA
90266

13. **FRANCHISEE's Proposal.** This Agreement shall include CITY's RFP (Attachment A) and FRANCHISEE'S proposal (Attachment B) which are incorporated herein. In the event of any inconsistency between the terms of the RFP or proposal and this Agreement, this Agreement shall govern.

14. **Limitations Upon Assignment.** Neither this Agreement or any portion shall be assigned by FRANCHISEE without prior written consent of CITY.

16. **Authority to Execute.** The persons executing this Agreement on behalf of the parties warrant that they are duly authorized to execute this Agreement.

17. **Indemnification.** FRANCHISEE agrees to indemnify, defend, and hold harmless CITY and its elective or appointive boards, officers, agents, attorneys and employees from any and all claims, liabilities, expenses, or damages of any nature, including attorneys' fees arising out of, or in any way connected with performance of the

Agreement by FRANCHISEE, FRANCHISEE'S agents, officers, employees, subcontractors, or independent contractors hired by FRANCHISEE. This indemnity shall apply to all claims and liability regardless of whether any insurance policies are applicable. The policy limits do not act as a limitation upon the amount of indemnification to be provided by FRANCHISEE.

18. **Modification**. This Agreement constitutes the entire agreement between the parties and supersedes any other agreements, oral or written. No promises other than those included in this Agreement shall be valid. This Agreement may be modified only by a written agreement executed by CITY and FRANCHISEE.

19. **California Law**. This Agreement shall be construed in accordance with the laws of the State of California. Any action commenced about this Agreement shall be filed in the appropriate branch of the Los Angeles County Municipal or Superior Court.

20. **Interpretation**. This Agreement shall be interpreted as though prepared by both parties.

21. **Preservation of Agreement**. Should any provision of this Agreement be found invalid or unenforceable, the decision shall affect only the provision interpreted, and all remaining provisions shall remain enforceable.

22. **Entire Agreement**. This Agreement supersedes any and all other agreements, either oral or in writing, between the parties with respect to the subject matter herein. Each party to this Agreement acknowledges that no representations, by any party which are not embodied herein and that no other agreement, statement or promise not contained in this Agreement shall be valid and binding. Any modification of this Agreement will be effective only if it is in writing signed by the parties. Any issue with respect to the interpretation or construction of this Agreement are to be resolved without resorting to the presumption that ambiguities should be construed against the drafter.

23. **Attorneys' Fees**. In the event that legal action is necessary to enforce the provisions of the Agreement, or to declare the rights of the parties hereunder, the parties agree that the prevailing party in the legal action shall be entitled to recover attorneys' fees and court costs from the opposing party.

24. **Decals**. A total of sixty-five decals shall be issued by the City to the Franchisee after Franchisee successfully meets the contract advance requirements, including but not limited to, insurance, vehicle listing, etc. If, during the franchise period, the Franchisee needs replacement decals, the Franchisee shall provide the old decal to the City as proof of non-duplication. A fee of ten dollars (\$10) will be paid to the City for processing the replacement decal request and for providing the replacement decal.

IN WITNESS THEREOF, the parties hereto have executed this Agreement on the day and year first shown above.

“FRANCHISEE”

Yellow Cab of South Bay Cooperative, Inc.
South Bay Cooperative, Inc.

By: _____

Name: _____

CITY OF MANHATTAN BEACH

By: _____
Geoff Dolan, City Manager

ATTEST:

City Clerk

APPROVED AS TO FORM:

By _____
City Attorney

May 22, 2009

Mr. Steve S. Charelian
Revenue Services Manager
City of Manhattan Beach
Department of Finance
1400 Highland Ave
Manhattan Beach CA 90266

Re: Update on the City of Manhattan Beach Taxi Franchise – **Requesting Further Information**

Dear Mr. Charelian:

This letter is in response to your email from May 20th about our senior transportation training procedures for the South Bay drivers. I've included the responses to your questions below.

1. What type of program/procedures do you currently have in place which trains your taxi drivers in handling Senior Citizens - Older Adults? Does your company provide education programs or orientations in place to train your taxi drivers on assisting Senior Citizens - Older Adults? Is there a specific process your Company uses to assure the safe transaction in properly assisting the Senior Citizen - Older Adult in and out of the cab?

The drivers receive extensive training on how to handle different types of passengers. Our basic training handouts include the following sections (**please see attachment**):

1. Serving Passengers with Mobility Aids (Personal Assistive Devices)
2. Serving Passengers Who Are Wheelchair Users
3. Serving Passengers Who Are Blind and Low Visioned

4. Serving Passengers Who Are Deaf and Hard of Hearing and Serving Passengers Who Are Speech Impaired

5. Serving Passengers with Mental Disabilities

6. Serving Passenger with HIV/AIDS

Additionally, we have a manual which specifically covers all of the Dial-A-Ride programs. Administrative Services Cooperative provides Dial-A-Ride services to 19 cities in the County of Los Angeles and this service is an important part of our business.

The drivers must complete the Dial-A-Ride training course in order to service any of those orders. An attribute is assigned to each driver when they complete the course to allow them to bid on Dial-A-Ride orders which are dispatched to their computers.

2. Please describe: **a)** What types of Senior Citizen discount(s) do you have and provide for the City of Manhattan Beach? **b)** How do you advertise your Senior Citizen discount (please explain in detail)?

Senior citizens in the City of Manhattan Beach are eligible for a ten percent discount on their cab fare. The passenger must inform the driver they are a senior citizen and would like to use the discount. The driver might ask for a form of identification to ensure that the passenger is eligible for the discounted fare.

We are working on marketing efforts to announce the discount to more senior citizens in the City of Manhattan Beach. Currently, we inform the senior citizens of the discount at the City's senior center and senior homes during outreach events for the Dial-A-Ride programs.

We are open to sending a mailer to all the seniors in the City of Manhattan Beach if the city provides us with a database of names and addresses.

3. Any additional related information would be helpful.

We are pleased to continue our service in the City of Manhattan Beach. We want to provide the best service possible to all the senior citizens of your city. We welcome any suggestions to improve of our service.

Please feel free to contact me at, 310-965-5899 if you have any additional questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Kia Tehrany". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Kia Tehrany

Operations Manager

Administrative Services Cooperative, Inc.

Administrative Services Cooperative,
Inc.

Sensitivity Training

1

EMPATHY

That is your ability to put yourself in the other person's shoes. The more empathetic you are with the other person. The better you understand their position the the more successful you're going to be.

2

ENTHUSIASM

Determine right from the start that your company is the best! Determine that you are the very best and you will do your very best. Then convey your conviction and excitement to the customer through your every word and inflection and every action, every second you are with that passenger.

3

DETERMINATION

A certain number of customers are always going to be demanding, unhappy or angry. You must never take this personally. Determine now that resentment, anger, hurt and hostility have no place in your professional life. Put them behind you forever. Accept your next order. And go on to the next call.

Our Riding Passengers

The passengers want a kind, friendly voice. Often it is the kindness in your voice that is remembered long after the trip has been forgotten. They want someone who cares. Someone who can ensure they get to their destination. The passenger does not want your attention diverted to a conversation on your cell phone while you are driving them.

The passengers want professionalism. Always maintain an even keel, a professional manner. There are many types of passengers, some friendly, some anxious, some tired, some are ill. Regardless of the passenger's frame of mind, all should be accorded the same courtesy and efficiency. The passenger's emotions may vary; the driver's may not.

The passenger did not ask to be in a wheelchair or to use a walker or to be weak and little unsteady on their feet. They do not need to be reminded that they are extra work, that they are a burden to you, their friends and their family. They already know that! They need to know you are not only willing but happy to do what is needed as a regular part of your professional services. You're not so young that you won't be in the same shape sooner than you may want. Encourage new younger drivers to do excellent service, you will be their passengers.

Service

You don't have to decide if one customer deserves better service than another. They all pay the taxi driver.

ALL riders deserve your best smile, your best attitude, all of your attention, all of your knowledge and professionalism.

There is no one more important to the success of the trip than you are. No one is more important to YOUR success than you. Carry and use your map book. Some of your passengers may not know the shortest route or for that matter any route to the destination even if it is home.

The short version:

Express a positive attitude –

SMILE – GREET the PASSENGER - SMILE

Assist the passenger

Have seat belts easily available on the seat

Keep the car free of smoke, odor and strong fragrance

Approach blind passengers, honking your horn or yelling will not help

Deaf passengers cannot hear you honk, go to the door, approach them

Open the car door

Assist with seat belt if needed

Put groceries, packages, walker, wheelchair in the car or the trunk with care and consideration.

If you play a tape or the radio, do so softly, the speakers are by their head.

After the passenger is seated and belted in, make sure hands and fingers are not in the way – close the door. SMILE

Never dismiss an order because you dislike the passenger or it's too short.

Never dismiss the order because the passenger doesn't know what he's talking about.

Never dismiss the order because the passenger is paying with a dial a ride coupon or voucher

Drivers with the SH attribute –

Smile

Are pleasant.

Approach blind, deaf or mute passengers.

Use the shortest route.

Use please and thank you.

Know their passengers have medical/physical problems.

Invite them to sit in the front seat for comfort and convenience.

Don't smoke in the car when you have a passenger in the car and if you or a previous passenger does smoke while in the car, air out the car. A little "Febrez" type of product sprayed lightly on the seats and carpet will help eliminate the odor.

Will go into a doctor's office for the passenger.

Open the doors.

Extend your arm for them to take while walking.

Walk slowly.

Open the car door.

Before the passenger gets out of the car, check their coupon for correct address.

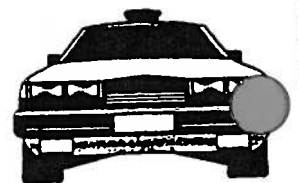
When they get out of the car, check the seat and floor for cane, medication, glasses, purse/wallet, ATM/credit card.

SECTION 3

L.A. RIDES Training Handouts

Handouts:

- 1 Serving Passengers Who Use Mobility Aids
(Personal Assistive Devices)
- 2 Serving Passengers Who Are Wheelchair Users
- 3 Serving Passengers Who Are Blind and Low Visioned
- 4 Serving Passengers Who Are Deaf and Hard of Hearing
Serving Passengers Who Are Speech Impaired
- 5 Serving Passengers with Mental Disabilities
- 6 Serving Passengers with HIV/AIDS
- 7 Serving the Passenger with Epilepsy
- 8 The Taxicab Industry and the Americans with Disabilities Act
- 9 Words Do Matter





Serving Passengers Who Use Mobility Aids (Personal Assistive Devices)

Persons with a loss of mobility, including some elderly and/or frail passengers, may use assistive devices such as crutches, canes, walkers or wheelchairs. These devices should be placed so that they do not interfere with the passenger. Some things taxicab drivers should know about different types of assistive devices are:

- **Canes.** Most canes are used for assistance and support in standing and walking. However, white canes are used by blind and low-vision passengers as “feelers” and are usually not relied on for physical support. Passengers who are using canes generally require only minimum assistance from the driver. When taxicab drivers assist a passenger who uses a cane, they should do so from the side opposite the cane (unless asked to do otherwise).
- **Crutches.** There are three types of crutches — underarm, forearm, and full arm crutches. The underarm crutches are usually constructed of wood or aluminum and are often used for temporary disabilities such as fractures and sprains. If the disability is more permanent, the crutch will usually be made of metal and designed for more complete (fore-arm) support. Passengers using crutches often find it difficult to achieve and maintain balance when standing or walking. Drivers should never attempt to assist people with crutches without telling them first. Balance is a problem, and a sudden or unannounced approach could cause a fall.
- **Walkers.** Walkers provide a more stable base than crutches for people who need physical support. Passengers using walkers may need assistance when sitting down or standing up. Most walkers collapse easily for storage. Some walkers have wheels. Drivers should realize that passengers with wheeled walkers can tend to move too quickly.
- **Braces.** The two basic types of leg braces are ankle and knee braces. Ankle braces do not extend above the knee, and keep the wearer from dragging the toe. Knee braces may be worn for the ankle and/or the knee and extend almost to the hip. The knee brace is designed to keep the wearer’s knee locked for standing and walking. Passengers with leg braces will need more room than usual to maneuver while sitting down and standing up. Brace wearers may also have difficulty balancing when entering or leaving the cab.
- **Artificial limbs.** While passengers with an arm prosthesis or artificial arm may not have mobility difficulties, they may need assistance paying fares, fastening seat belts, and storing packages or luggage. Passengers with artificial legs will have varying degrees of mobility depending on the level of amputation. Often they will be slower in entering or leaving the cab. The functional abilities of persons with artificial legs could diminish with age.



Serving Passengers Who are Wheelchair Users

Taxicab drivers must serve in a standard cab any wheelchair user who *can transfer by him or herself* from the wheelchair into the cab. After the passenger is safely in the taxi, the driver must help store and secure the wheelchair, usually in the trunk. Drivers are never required to lift or carry a passenger.

Important points:

- The wheelchair user often thinks of the wheelchair as an extension of his or her body. The wheelchair should not be touched without first asking permission.
- Wheelchairs are finely made and very expensive devices.
- Wheelchairs should be handled with care. They should be moved carefully and gently.

■ How to serve a passenger who uses a wheelchair

The taxicab driver should:

- Always ask passengers how they can be assisted to get in and out of the cab.
- Always tell the passenger what is going to happen before it is done—whether tipping the wheelchair, bringing the chair next to the cab seat for transferring, or taking the wheelchair away to store in the trunk.
- Whenever possible, pull up right next to the curb so the passenger can transfer directly between the cab and the sidewalk.
- Be sure the wheelchair cannot move or tip by making sure that the brakes are locked when wheelchair users are trying to stand, sit, or transfer
- Stand on the downhill side of the wheelchair to minimize the risk of losing control of the chair when going up or down curbs.
- Be aware that some wheelchair users carry a transfer board to help them transfer between the chair and the seat of the cab. Passengers should be asked how they can be helped with the transfer board.
- Ask the passenger, if necessary, how to fold the wheelchair.
- Make sure the wheelchair is secured and cannot move around in the trunk or in the cab.
- Never lift a wheelchair by its wheels. Lifting the chair by its wheels can cause it to spin and throw the occupant out, or damage the chair.
- Never lift a wheelchair by the foot rests when going up or down a curb. This could cause the passenger to be pulled off the chair.
- Never lift a wheelchair by the armrests.

MOTORIZED WHEELCHAIRS

These wheelchairs are very heavy and cannot fold to fit inside taxis. An accessible taxi should be dispatched for the passenger who uses a motorized wheelchair.



Serving Passengers Who Are Blind and Low Visioned

REMINDER: Drivers should always ask first if the passenger needs assistance. Don't assume assistance is always needed. Drivers should:

- Greet the passenger who is blind in a friendly manner and identify him or herself as the driver from (name of the cab company).
- Be very specific when giving instructions. Say "turn right," "turn left," or "turn toward the back seat of the cab" rather than "over there" or "that way."
- Offer to load his/her packages or luggage into the cab.
- Escort the passenger, if requested, to the taxicab and ask if he/she would like to take an arm. The driver should extend an arm so that the blind person's free hand can hold on.
- Always escort from the side opposite the cane if the passenger asks for assistance.
- Point out any obstacles in the path of the person en route to the taxicab, including any steps up or down.
- Tell him/her how high to step up to get into the cab.
- Be sure to indicate the location of the door and tell passengers, if needed, to duck their heads.
- Let the passenger who is blind know when his/her destination is being approached.
- Offer your hand to assist the person to get out of the cab.
- Collect packages, if any. Assist the person to the curb or destination.
- Remember to tell the passenger to step up, if the cab is parked away from the curb,
- Provide any necessary information to guide the passenger at the destination (e.g., the main entrance is six feet directly in front of you, or the ticket booth is two steps up and a few feet to your right.)

■ Guide Dog/Service Dog/Signal Dog Users:

- Drivers must never refuse service to a person with a guide or service dog. This is against the law.
- These dogs are not pets. The dog is on duty. No one should touch the dog or attempt to get its attention without first asking the handler.
- When entering the taxicab, the passenger usually commands his/her dog to enter. When disembarking, the rider usually gets out first and then commands his/her dog to follow. (NOTE: There is no set practice on this.)

Do Not Feed or Pet!



A service animal is not a pet.



Serving Passengers Who Are Deaf and Hard of Hearing

Taxicab drivers should:

- Face the person directly and, if possible, at the same level.
- Not eat or chew while talking, as speech will be more difficult to understand.
- Keep hands away from face while talking.
- Reduce background noises if possible when carrying on conversations.
- Be sure to get the person's attention before speaking to him or her. (When the taxi is not moving, turn to the passenger to speak.)
- Speak in a normal manner without shouting.
- Find a different way of saying the same thing, if a person has difficulty understanding something. Always keep a pad and pen available.

"Use body language. It offers important 'clues' about what you are saying."

About Being Sensitive to People with Disabilities, Channing L. Bete, 1992

Serving Passengers Who are Speech Impaired

Taxicab drivers can follow these techniques to communicate with people who have impaired speech. Drivers should:

- Stay calm — the passenger has been in this situation before.
- Ask questions that are short and do not interrupt the person.
- Keep a pad and pencil available.
- Never let people believe that they are understood if they aren't.
- Never hesitate to ask passengers to repeat what is not understood. Passengers will appreciate the driver's willingness to try.
- Repeat the directions, once they are understood. The passenger will be assured that the driver understands.
- Always be patient. Almost any type of speech impairment can become aggravated if the person feels frustrated or uncomfortable.

"Don't shout. People with speech disorders often have perfect hearing."

About Being Sensitive to People with Disabilities, Channing L. Bete, 1992



Serving Passengers Who with Mental Disabilities

- ☛ When serving persons who have limited mental functioning, drivers should remember:
 - The person who is developmentally disabled may have a limited ability to understand directions.
 - The person may experience a lack of orientation and may not always know the time of day or where he or she is.
 - The person may have some problems controlling emotions and can easily become excited or agitated.

- ☛ When communicating with the passenger with a mental disability, the driver should remember to:
 - Be patient and understanding, and demonstrate professionalism.
 - If necessary, repeat any instructions more than once.
 - Use a *tone of voice* that shows he or she cares and wants to understand what the person is saying..
 - Be clear and concise.
 - Be firm if the rider insists on doing something that is a danger to him or herself.

"Be understanding. People with mental disabilities are often aware of their limitations, but they have the same needs and desires [as all other people]."

About Being Sensitive to People with Disabilities, Channing I. Bete, 1992



Serving Passengers With HIV/AIDS

The following questions and answers are provided to assist taxicab company employees to know more about HIV/AIDS. There are still many misconceptions among the public about HIV/AIDS.

Q: Is HIV/AIDS covered by the Americans with Disabilities Act (ADA)?

A: The ADA applies both to people who have Acquired Immune Deficiency (AIDS) and those who have the Human Immunodeficiency Virus (HIV) but who do not have AIDS. Among the group are men, women, and children of all ages, and people representing various ethnic groups and professions.

Q: What is HIV?

A: HIV is Human Immunodeficiency Virus. This kind of virus infects only human beings and causes a deficiency, or failure, in the body's immune system. A person with HIV is unable to fight off certain kinds of bacteria and viruses that are not as harmful to a person with a healthy immune system. Most researchers believe HIV is the virus that causes AIDS.

Q: What is AIDS?

A: AIDS stands for Acquired Immune Deficiency Syndrome. AIDS refers to a range of disease and infections that people with HIV can experience as a result of a weakened immune system.

Q: How is HIV Spread?

A: HIV is spread in only three ways:

- Unprotected sex
- Direct contact (such as by sharing injection needles, blood transfusions, accidents in health care settings) with blood or certain blood products
- Mother to baby (before or during birth, or through breast milk)

HIV is not spread by casual contact.

Q: Is there a cure for HIV/AIDS?

A: Today, there are medical treatments that can stop or slow the different kinds of AIDS infections that occur. As yet, there is no cure for HIV. There are combinations of medications, so-called "cocktails," that can lower the amount of HIV in the blood stream to almost undetectable levels. These cocktails have helped many people stay healthier for a much longer time. But these cocktails do not work for everyone. And because HIV is continually evolving, they do not work for all kinds of HIV.



Serving the Passenger With Epilepsy

Taxicab drivers need to know what to do if a passenger has an epileptic seizure. Drivers should also be aware of any company notification procedures to follow.

Q: What is epilepsy and who gets it?

A: Epilepsy is a convulsive disorder involving impairment of consciousness characterized by seizures. Infants, children, teens or adults may experience seizures.

Q: What does a seizure look like?

A: Any of the following may occur during a seizure:

- Convulsion, unusual movements of the body
- Short attention lapses that may be mistaken for daydreaming, or memory lapses
- A sudden fall for no apparent reason
- Head nodding or rapid eye movement
- Sudden jack-knife movements or jerking of arm, leg or body muscles
- Blank stare followed by chewing, picking at clothes, mumbling, or random movements
- Sudden fear, anger, or pain for no reason
- Inability to talk, appearance of being drunk or drugged

Q: How can a person who is having a convulsive seizure be helped?

A: Drivers can help the person to lie down and put something soft and flat under the head. *Remember not to force anything into the person's mouth. (It is physically impossible for a person to swallow his or her tongue.)* The driver should:

- Remove the person's eyeglasses and loosen any tight clothing.
- Clear the area of hard or sharp objects.
- Never put fingers or any devices inside the person's mouth.
- Never try to restrain the person. A seizure cannot be stopped.

Q: How is a person helped after the seizure is over?

A: The driver should:

- Turn the person on his or her side to allow saliva to drain from the mouth, to prevent choking.
- Be aware that the person may awaken confused and disoriented and stay close by until the person is fully awake.
- Use a gentle and calming voice to reassure the person and explain what has happened. Tell the person where he/she is, and who you are.
- Not offer the person food or drink until he/she is fully awake.

Q: Should a taxi driver call 911 or the dispatcher if a passenger has a seizure in the cab?

A: Drivers should know and follow company policies.



The Taxicab Industry and the Americans with Disabilities Act

The Americans with Disabilities Act (ADA) requires the following from the taxicab industry.

1. The ADA requires that taxicab services for persons with disabilities must *be equivalent* to that provided consumers who are nondisabled.
2. The ADA requires that taxicab drivers must be trained to a level of proficiency to *properly treat and assist persons* according to their disability.

"No individual shall be discriminated against on the basis of disability in the full and equal enjoyment of goods, services, facilities..."

Americans with Disabilities Act,
1990

What is the Equivalent Service Standard for Taxicab Companies?

This standard means that service provided to persons with disabilities by taxicab companies must be *equivalent* to that provided to persons who are nondisabled. Accessible taxicabs must also be available for those unable to use a standard taxicab.

- Taxicab companies must serve anyone who is capable of using their service.
- People with disabilities can schedule or pick up a taxicab as quickly as anyone else, and get to the same place for the same *fare* as anyone else.
- Taxicab companies cannot require that an attendant travel with persons who have disabilities.
- Taxicab drivers must help to load and secure mobility aids.
- Service animals shall be permitted to accompany individuals with disabilities in any taxicab.
- An individual with a disability shall not be prohibited from traveling with a respirator or portable oxygen supply.
- Adequate time must be provided to enable individuals with disabilities to get in and out of the taxicab.
- Drivers may, however, refuse service to a person who engages in violent, seriously disruptive or illegal behavior, but NOT for reasons of appearance.*

*NOTE: Trainers should refer to the Taxicab Rule Book for guidelines on refusal of service.



Words Do Matter

"Words are powerful tools. Language reflects society's beliefs. That's why it is so important to avoid using language that reinforces negative stereotypes."

About Being Sensitive to People with Disabilities, Channing L. Bete, 1992

Some of the words that have been used in the past to refer to disabilities and people with disabilities reflect negative images, fears and underlying stereotypes. In communicating about disabilities, it is important to **emphasize the person, not the disability**. For example:

DON'T SAY ...	INSTEAD, SAY ...
X cripple	✓ person with limited or impaired mobility
X confined to a wheelchair; wheelchair-bound	✓ person who is a wheelchair user
X normal	✓ nondisabled
X handicapped students	✓ students with disabilities
X victim; afflicted; stricken	✓ individual with [name of condition, e.g. cerebral palsy]
X mental defective	✓ developmentally disabled; mentally retarded; cognitively impaired
X epileptic	✓ person with epilepsy; person with a seizure disorder
X paraplegic	✓ person with paraplegia
X insane, crazy, maniac, lunatic, psycho	✓ mentally/emotionally disabled or mentally ill
X defect	✓ the person has an impairment.
X slow learner	✓ person with a learning disability
X ablebodied	✓ nondisabled
X spastic	✓ person with cerebral palsy

Adapted from materials from The Research and Training Center on Independent Living,
University of Kansas, Lawrence.

GOOD SERVICE = GOOD MONEY

COURTEOUS

DRUG FREE

FIESTA TAXI

LONG BEACH YELLOW

YELLOW CAB CO.

UNITED CHECKER CAB

METER RECEIPT

LOST & FOUND

ZONE INQUIRY

IILA

FAME

SOUTH BAY YELLOW

WAYBILL

CALL WAITING

CREDIT CARD

PREVIEW NEXT

SCROLL DOWN

PROFESSIONAL

UNITED TAXI OF THE SOUTH-WEST, INC.

DBA:

**CULVER CITY YELLOW CAB COMPANY
UNITED TAXI of ANTELOPE VALLEY & SANTA CLARITA
UNITED TAXI of BURBANK
UNITED TAXI of BEVERLY HILLS & WEST HOLLYWOOD
UNITED TAXI of PASADENA
UNITED TAXI of SOUTH BAY**

May 27, 2009

Steve S. Charelian
Revenue Services Manager
City of Manhattan Beach
Department of Finance
1400 Highland Ave
Manhattan Beach, CA 90266

Dear Mr. Charelian,

We train all of our drivers for minimum of 5 days the following:

1. Taxi driving in UITD and UTS
2. Map reading
3. UITD & UTS rules and regulations
4. Cities rules and regulations.
5. Drug test polices.
6. Licensing and procedures.
7. Computer, Taxi Meter training
8. Customer service.
9. Sensitivity Training.
10. Behind the wheel training.

Sensitivity Training includes senior Citizens. We train our drivers on good customer service habits. Seniors are a major part of our customer base, so we pay extra attention to servicing the senior citizens. We train our drivers how to be more patient with our elderly customers, to help them in and out of the cab and carry their bags to and from their door to the cab.

For all senior citizens, UITD & UTS have VIP coupon program which will give them 10% discount if they buy the coupon in advance. We provide great service with this program.

UITD and UTS also have MADD (Mothers Against Drunk Drivers) Vouchers, that is distributed once a year or as necessary to our accounts and bars with no charge. This Voucher helps the patrons of the restaurant or a bar to get home safe.

Sincerely,



Melese Adamu
President



Q What kind of programs do we currently have in place in training our drivers in handling senior citizens-Older Adults?

Currently All Yellow Taxi has an extensive training program, instructed by Oscar Chairez a CSI certified instructor; that encompasses everything from their conduct and appearance, sexual harassment, to handling Senior Citizens, driving safety etc. and provides the driver with proper training to ensure they are ready and capable to handle various situations on the road. (See Exhibit A)

Q Does our company provide any education programs or orientations in place to train your taxi drivers on assisting Senior Citizens- Older Adults?

Yes, All Yellow Taxi drivers are trained both with and 8 hour classroom training on Empathy and a video orientation of the Ten Commandments, by Fred Johnson; which includes Senior Citizens empathy, handling of older adults and someone with disabilities.

Q Is there a specific process your Company uses to assure the safe transaction in properly assisting the Senior Citizen-Older Adult in and out of the cab?

Yes, All Yellow Taxi drivers are trained to always make the passenger feel welcomed, answer questions, make the ride safe and comfortable, and handle any problems that occur, follow special instructions, and keep accurate and timely records of their work. (See Exhibit A) Additional to the education programs, All Yellow Taxi drivers are physically trained by Oscar Chairez on opening doors, securing of wheel chairs, and helping a person in and out of the vehicle etc. Overall drivers receive 8 hours of continuous training where 2 hours are dedicated to training on empathy throughout the year.

Q Please describe what types of Senior Citizen discounts do you have and provide for Manhattan Beach?

All Yellow Taxi currently has a 10% discount for the seniors in Manhattan Beach.

Q How do you advertise your senior discount (please explain in detail)?

Our senior citizen discount is advertised through several avenues. We have several ads on various phone books and local magazines detailing the availability of a 10% discount. (See Exhibit B and Exhibit C). All Yellow Taxi has recently put in ad with the Manhattan Beach chamber of Commerce where the senior discount is advertised along with our website and phone number. Seniors with disabilities are also welcomed in our ads, (See Exhibit C), All Yellow Taxi has vehicles that are spacious and comfortable but are also handicapped equipped as stated in Exhibit C.

Sincerely,

Victor Garate

Operations Manager

All Yellow Taxi

16812 S. Hawthorne Blvd
Lawndale, CA 90260

Exhibit A

ALL YELLOW TAXI DRIVER'S EMPATHY TRAINING

1. GUIDELINES FOR DRIVERS
 2. PASSENGER AWARENESS
AND SENSITIVITY, SENIORS
 3. PERSONS WITH DISABILITY.
VISION IMPAIRED PERSONS
 4. GENERAL SAFETY DRIVING
-

Customer Service Guidelines for Drivers

The Importance of Passenger Relations

A. The Importance of Passenger Relations

Of all things that you will do as a driver, the way you handle your passengers will have the most influence on your job and the future of the service.

Passengers rightfully expect safe, reliable, efficient and comfortable transportation services. You the drivers are the main provider of that service to the user.

As the only representative of your company that many passengers will ever see you must not only driver the vehicle but you must also:

1. Make the passenger feels welcome.
2. Answer question.
3. Make the ride safe and comfortable.
4. Handle any problems that occur.
5. Follow special instructions.
6. Keep accurate and timely records of your work.

B. Basic Passenger Relation Skills

There are three basic rules that a driver must follow. They are:

1. Provide safe, reliable and expert service;
2. Be courteous and patient, and
3. Avoid arguments

C. Provide safe, reliable and expert service, this means:

1. Depart on time and try to stay on schedule, but never at the expense of safety and comfort of passengers whenever possible.
2. Supply accurate information about the service.
3. Answer questions politely and completely.

4. When giving directions or other information speak clearly, calmly and with Respect.

D. Be Courteous and Patient:

1. Use respectful language and tone of voice.
2. Do not answer or call names, Avoid sarcasm.
3. Never shout at or strike a passenger.
4. Keep passengers informed.
5. Never embarrass your passengers.

E. Avoid Arguments:

1. Remain polite.
2. Avoid lengthy discussions about policy or your actions.
3. Remember that it takes tow people to have an argument.

F. Persons with Disabilities-Your Challenge. Your challenges as a Driver will be to:

1. Decide when to assist a person with disabilities.
2. Judge when it is best to provide special assistance.
3. Treat a passenger with a disability as any other passenger.

You will need to possess the skill of balancing your respect for all passengers with your sensitivity toward someone with individual needs. Take a moment to think of persons that you have encountered who have disability. Remember these keys to provide professional service to Passengers with disabilities:

1. Courtesy
2. Communication
3. Common sense

PASSENGER AWARENESS AND SENSITIVITY TRAINING

Just Who Are These Special Needs Passengers?

- * They're people, just like you and me. (similar needs, wants, expectations, and requirements)
- * They require some sort of assistance or accommodation that a non-special needs passenger does not.
- * They deserve the full degree of dignity and respect that every human being deserves.

Examples include:

Mobility impaired
Mental disabilities
Vision impairment
Hearing impairment
Neuromuscular conditions
Medical conditions
Conditions related to aging

What makes these passengers special?

- * They are not necessarily disabled (e.g. the elderly)
- * Their disability may make them more transient than non-disabled persons
- * Many special needs passengers are at higher risk of abuse (of many types)

Sensitivity Issues

- * Because special needs passengers may not be exactly like yourself, you may need to practice special skills to effectively address their needs.
- * Disabilities can make you uncomfortable, which can enhance the need for sensitivity.
- * Treating special needs passengers with dignity and respect requires the effective use of sensitivity.

Issues include:

- * Use of appropriate words
- * Not treating special needs passengers like a child
- * Offering, but not insisting on assistance
- * Asking questions appropriately
- * Knowing what types of help the special needs passenger may not need or want

Developmentally disabled is a term that is often used in describing those with mental retardation, although, it is not always accurate. Some forms of mental retardation are not developmental in nature, and some individuals with developmental disabilities are not mentally retarded.

Guidelines for Assisting Mentally Retarded Passengers

- * Speak clearly, and listen carefully when communicating to facilitate the communications
- * Speak at a normal volume. Speaking loudly may frighten them
Seek to speak to these passengers as you would anyone else.
Normalization will help these passengers to lead the fullest lives possible
- * To clarify your communications, it may help to tell them what you are going to have them do, then ask them to do it.
- * As with all disabilities, patience must be exercised as you provide assistance
- * Make sure to ask if assistance is wanted or needed before providing such assistance
- * Consistency in mannerisms and communication will reduce stress for these passengers
- * Passengers with mental retardation may be less mature than other passengers and, therefore, may 'act out' their anger, confusion or other feelings. If this happens, tell the passenger in a firm but non-emotional tone, that their actions are not acceptable. Be careful not to provide too much attention to a passenger who is acting out, as this may serve to motivate them to continue acting out. Counter this by providing praise to this passenger or others for good behavior.
- * If unacceptable behavior continues, it may be necessary to pull the vehicle over and calm the passenger or, in extreme instances, call for assistance. If you are unable to calm the passenger and the safety of the passenger, other passengers, or yourself are endangered, call the dispatch office, advise of the situation, and ask for assistance.
- * When appropriate, encourage the mentally retarded passenger to sit near you so you can give or repeat directions. Routine seating arrangements will usually minimize behavioral problems.
- * Be sure all passengers are seated before moving the vehicle, passengers with mental retardation may have problems with balances as well.

Guidelines for Assisting Passengers with Autism

Autism is a condition that is characterized by a greatly decreased ability to communicate with others. This can take the form of being very introverted, or of accepting fantasy instead of reality.

- * Communications with these passengers must be very simple and direct
- * These individuals may appear not to have heard what is being said to them, although usually they have heard you. If this occurs continue communicating with them in a simple, straight forward way
If an autistic passenger begins acting out in a disruptive way, calmly explain that their actions are not acceptable and clarify for them what is expected. Praise good behavior when you see it.
- * Most of the special needs described for people with mental retardation also apply to people with autism
- * These passengers can be very helpful in providing information if you are unfamiliar with their mobility aid (wheelchair, walker, scooter, etc)
- * Their impairment may affect their balances as well
- * They may have decreased sense of feeling in their extremities as well
- * They all want to lead as normal of a life as possible

Guideline for Assisting Passengers in Wheelchairs

- * Never touch a person's wheelchair without asking their permission
- * Be aware of hazards on the ground when pushing a wheelchair (cracks, curbs, etc.)
- * Maintain normal eye contact
- * Try to position yourself at their level if you will be talking to them for a long period of time.

Guidelines for Assisting Passengers who have Suffered a Stroke

- Requirements are similar to other passengers with mobility impairments (help on and off vehicle, help in sitting or standing assistance with wheelchair or other mobility device)
- These impairments may include loss of use of an arm, be cautious of this when offering/providing assistance
- * These individuals may have other disabilities as well including loss of speech, memory, or coordination

Guidelines for Assisting Passengers who have Other Mobility Impairments

- * Some passengers may not use a mobility device (wheelchair, walker, etc.) but may still your assistance getting on the vehicle, getting to their seats and getting off again.

- * For passenger using a cane, let them take your arm with their free hand
- * Try to respect the passenger's desire to keep their mobility aid (cane, walker, etc.) close to themselves when aboard the vehicle, yet maintain appropriate safety practices in securing these devices.
- * Provide additional seating area to passengers in cast if necessary
- * Recognize that passengers that have had a significant parts of their legs amputated may be prone to overheating
- * People with arthritis may experience a great deal of pain and may need extra time to identify and deposit their fare

Mental Retardation and Autism

Mental retardation refers to lower than average ability to learn or adapt to new situations. There are four levels of mental retardation; mild, moderate, severe, and profound. Most people who are affected by mental retardation are on the mild category, and can lead full, useful lives.

Vision Impairments

Vision impairments or blindness affects a person's ability to identify routes, hazards, and obstacles. This makes movement difficult, without receiving assistance. Vision impairments range from mild to total blindness. An example of a mild vision impairment could be a passenger who can see that the vehicle is at the curb but cannot see well enough to read the vehicle's destination sign. Obviously, the passengers who are totally blind will need assistance with all aspects of their transportation.

Guidelines fro Assisting Passengers who are Visually Impaired:

- When offering assistance, identify yourself and make sure that the person knows you are talking to him or her.
- Speak in a normal voice and speak directly to the vision impaired passenger
- Ask, before providing assistance, to insure that the person both wants and needs assistance
- When walking with a passenger who uses a cane (white cane), walk on the opposite side of the cane
- Do not pet or distract a guide dog (animal) when the dog is working, or without the master's permission
- Guide animals must not be in the way of the other passengers on the vehicle
- If operating a fixed route service and you see someone you suspect is visually impaired at a bus stop, pull up as close as possible, introduce yourself as a transit driver, announce your route, and ask if the person is waiting for this vehicle

- If the passenger accepts your invitation for assistance, offer your arm and explain the maneuvers that will be made (e.g. Bus stop now, approximately 15" tall)
- If necessary, help the passenger locate the fare box and deposit the correct change
- If the passenger declines your physical assistance offer verbal assistance in the form of identifying hazards (e.g. Curb three feet in front of you)
- Ask the visually impaired passenger where they want to get off. Announce their stop approximately one block in advance
- Once the visually impaired passenger gets off the vehicle tell them of any hazards and offer assistance particularly if they need to cross the street

Conditions Relating to Aging - Seniors -

The elderly are not just due to their age, disabled. They can however develop a number of conditions that require special assistance.

- * Any specialized assistance that is needed will vary from senior to senior. The important in this is to recognize what particular needs an individual senior may have.
- * Many elderly people have less strength, speed, or coordination than they did when they were younger. These changes can affect their balance, which puts them more at risk for falls. Falls are more dangerous to these individuals due to their brittle bones.
- * Arthritis and other age related physical conditions can worsen their balance and mobility problems.
- * Offer help in boarding the vehicle and in maneuvering to their seat. Be patient with these passengers as it may take them longer than others to move into or about the vehicle.
- * If the senior asks for or accepts your help, offer your arm for them to take hold of. Do not move too fast.
- * If the passenger refuses assistance then, stand nearby when the passenger is getting on or off the vehicle. Position yourself so you can catch the person's arm if they begin to fall. Do not try to catch the person from behind as you may become injured in the process.
- * Watch for extremes of temperature (cold and hot) in the vehicle. Seniors are more susceptible to the harmful effects of temperature extremes.

- * Sometimes the driver is the only person who sees the senior passenger on a regular basis. Be alert to changes in the passenger's appearance or condition. Notify the dispatcher if you detect changes in a senior's condition.

- * Many senior passengers do not have much interaction with other people. A kind word from their driver, who may be their primary contact, can be very important to these passengers

Sighted Guide Techniques Offer Simple Help

These are a variety of techniques that are easy to learn and an efficient way to provide a person who is legally blind with meaningful assistance. Braille Institute has given expert instruction to thousands of blind people for several decades, enabling them to develop the skills they need for effective orientation- the ability to identify their surroundings- and mobility- the ability to travel safely from one location to another. A significant percentage of people who are blind are adept at traveling, either alone, using a cane, or with a guide dog, yet many appreciate assistance in an unfamiliar environment.

Even the most proficient travelers utilize sighted guides on occasion to become better acquainted with new areas, to cross unfamiliar streets or to maneuver around obstacles.

The sighted guide techniques outlined here will help make assisting a blind person easier, but they will not make you proficient. Actual sighted guide training is recommended and is available through the nearest Braille Institute center.

Making Contact

When approaching a person who is blind, introduce yourself and ask whether they would like your help. Do not grab or pull at them. If they would like assistance, verbally offer your arm.

Grasp

The blind person should grab your arm just above the elbow with their fingers on the inside near your waist and their thumb on the outside. The grasp must be firm to be maintained while walking yet not so tight to cause discomfort. If the grip is too tight, say so. This technique allows your flexibility and freedom of motion with both of your hands, and gives the blind person a sense of your body motion.

Children's Grasp

The standard grasp often is too high for children, so it may be best to have them grasp your wrist or your hand. This gives you and the child greater comfort and sense of control.

Support Grasp

Some blind people are frail. Others have balance problems that make use of the standard grasp inadequate.

Rather than holding your arm above the elbow, a blind person may prefer to link their arm with yours. This will decrease the space between the two of you and provide added support. To accommodate a blind person's unsteadiness you likely will need to slow your walking pace.

Stance

Hold your arm relaxed and steady at your side. The blind person's arm is at a 90-degree angle and held close to their side. They should proceed by being one half-step behind you. The blind person will follow your movements. Do not steer them.

Taking a Seat

When possible approach a chair from the front or side. Tell the blind person they're at the front or side and slowly bring them up to it until their knees or shins touch the seat. Say whether the chair has arms.

Place your hand on the chair back and follow your arm down to locate it with they have been grasping your arm with.

Allow blind people to seat themselves. Do not help them physically or move the chair or other furniture unless asked to. Say if there is a table.

Unless frail or otherwise disabled, blind people are capable of getting up from a chair without help. Once they are standing, the correct stance and grasp techniques can be used.

Narrow-Area Stance

When you are approaching areas that are crowded or narrow, such as a doorway, move your forearm and hand so that they rest against the lower portion of your back, with your elbow at a 90-degree angle and your palm facing outward.

The blind person will take this cue and move directly behind you at an arm's length, while still maintaining a firm grip. Take smaller steps and walk slower as you move through the narrow area.

For comfort, have the blind person move their grasp from above your elbow to your wrist. After walking through the narrow area, return your arm to the guide position and walk normally.

Doors

When approaching a door, assume the narrow-area stance and tell the blind person in which direction the door opens. This allows them to help you with their free hand while passing through it.

Do not try to turn around to hold the door open. This is awkward and diverts your attention.

Stairs

Six feet before reaching the first step, tell the blind person you are guiding that you are approaching stairs. Approach them directly and in such a way that the blind person's free hand is closest to the rail. Mention whether the stairs go up or down and how many there are. Pause to allow them to locate the first step and the railing. Always remain a step ahead and proceed as you normally would. Remain to the right-hand side of the stairs to avoid a collision with others.

Pause at each landing to allow the blind person to stand beside you and cue them that there are no more steps until you begin to move again. Tell the blind person when you have reached the top or bottom of the stairs.

The instructor will provide literature and additional Training In Safe Driving Practices such as:

- Visual search (looking ahead)
- Looking to the sides
- All shaded areas, blind spots
- Cross walks, pedestrians
- Roadside areas
- Looking behind
- Having clear windows and mirrors
- Seatbelts
- Signal when you change direction
- Signal when you slow down or stop suddenly
- Driving emergencies
- Residential and business areas
- Speed (school, commercial districts, residential districts)

The instructor will provide literature and additional Training In what to do in case of Auto Accidents. Please see accident report forms. Mandatory photo camera. Risk Management Department

CONDUCT AND APPEARANCE OF A PROFESSIONAL DRIVER



- 1-Neat and Clean
 - 2-Professional
 - 3-Polite and Courteous
 - 4-Clear Speech
-

Customer Service Guidelines for Drivers

I. The importance of Passenger Relations

Of all the things that you will do as a driver, the way you handle your passengers will have the most influence on your job and the future of the service.

Passengers rightfully expect safe, reliable, efficient and comfortable transportation services. You the driver, are the main provider of that service to the user.

As the only representative of your company that many passengers will ever see you must not be the only driver the vehicle, but you must also:

1. Make the passenger feels welcome.
2. Answer questions.
3. Make the ride safe and comfortable
4. Handle any problems that occur
5. Follow special instructions
6. Keep accurate and timely records of your work

II. Basic Passenger Relation Skills

There are three basic rules that a driver must follow. They are:

1. Provide safe, reliable and expert service;
 2. Be courteous and patient; and
 3. Avoid arguments
1. Provide safe, reliable and expert service. This means:

Depart on time and try to stay on schedule, but never at the expense of passenger safety and comfort of passengers whenever possible.

Supply accurate information about the service.

Customer Service Guidelines for Drivers

Answer questions politely and completely

When giving directions or other information speak clearly, calmly and with respect.

2. Be courteous and patient.

Use respectful language and tone of voice.

Do not swear or call names. Avoid sarcasm.

Never shout at strike a passenger.

Keep passengers informed

Never embarrass your passengers.

3. Avoid Arguments.

Remain polite

Avoid lengthy discussions about policy of your actions

Remember that takes two people to have and argument

III. Persons with Disabilities -Your Challenge

Your challenges as a Driver will be to:

Decide when to assist a person with disabilities

Judge when to assist a person with disabilities

Treat a passenger with a disability as any other passenger.

Customer Service Guidelines for Drivers

You will need to possess the skill of balancing your respect for all passengers with your sensitivity toward someone with individual needs.

Take a moment to think of persons that you have encountered who have a disability.

Remember that the keys to your providing professional service to passengers with disabilities are:

1. Courtesy
 2. Communication
 3. Common Sense
-

Exhibit B

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Exhibit C

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May 28, 2009

Mr. Steve S. Charelian, Revenue Service Manager
City of Manhattan Beach
Department of Finance
1400 Highland Ave.
Manhattan Beach, CA 90266

RE: Senior Citizen Passengers

Dear Steve,

This is the response to the 3 questions contained in your e-mail regarding Senior Citizen passengers:

- 1) Throughout our training and orientation programs, we emphasize to our drivers the importance of customer service and sensitivity specially towards elder passengers. This includes assistance with loading, unloading, and carrying grocery bags and luggage for our customers. We also emphasize the fact that over 75% of our business comes from repeat customers a majority of whom are Seniors.
- 2) The discount for Seniors 55 or older who identify themselves, is 10% off the meter fare. Currently we do not have an advertising program for this discount. Additionally, we offer Bell Cab coupon books at 10% discount to all passengers who purchase such coupons from our us.
- 3) We strongly support any future City subsidized coupon program as most municipalities have currently in place at their own cost for the benefit of their Seniors constituents.

Should you have any questions, please contact me.

Sincerely,


Michael Calin
General Manager



ORDINANCE 2119

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH, CALIFORNIA, ADDING A NEW SECTION 4.108.21 TO CHAPTER 4.108 TO TITLE 4 OF THE MANHATTAN BEACH MUNICIPAL CODE

THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH, CALIFORNIA, DOES ORDAIN AS FOLLOWS:

SECTION 1. The City Council of the City of Manhattan Beach hereby finds as follows:

- a. Promotion of low emission vehicles is in the best interest of the health and welfare of the citizens of Manhattan Beach. This ordinance is intended to encourage replacement of existing standard emission vehicles with low emission vehicles.
- b. This ordinance is not subject to the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines Section 15061(b)(3) in that the activity will not result in direct or indirect or reasonably foreseeable direct or indirect physical change to the environment.

SECTION 2. A new Section is hereby added to Chapter 4.108, Title 4 of the Manhattan Beach Municipal Code to read as follows:

4.108.21 Clean Air Vehicles

Effective July 1, 2009; or the commencement of operation of one retail Compressed Natural Gas (CNG) fueling station within Manhattan Beach, El Segundo, Hermosa Beach, Redondo Beach or Torrance; whichever is earlier, Franchisees are required to provide clean air vehicles as defined within this section of the code, by the end of the one year period following the effective date, in the following percentages of that franchisee's total number of vehicles authorized for use for that year:

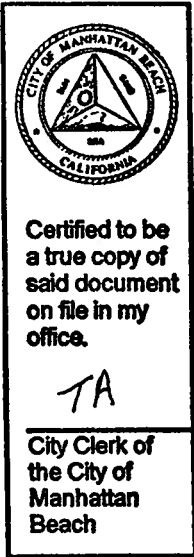
<u>Year</u>	<u>Minimum %</u>
1	25%
2	50%
3	75%
4	100%

The percentages listed above recognize that certain special purpose vehicles (disabled access, vans used for school transportation or larger passenger volume vehicles to accommodate large parties) may not be commercially available as clean air models at the time of adoption of this Ordinance. These special purpose vehicles, which may not exceed twenty-five percent (25%) of the total authorized vehicles under each franchisee's allocation, will be exempt from the requirement until a commercial clean air model is available. At that time, the City and franchisees will negotiate an implementation schedule.

Gasoline or diesel powered Clean Air vehicles for purposes of this requirement shall meet or exceed, and be maintained within the specifications of the following ratings provided by the California Air Resources Board (CARB):

- Super Ultra Low Emissions Vehicle (SULEV)
- Partial Zero Emissions Vehicle (PZEV)
- Advanced Technology Partial Zero Emissions Vehicle (AT PZEV)
- Zero Emissions Vehicle (ZEV)

Additionally, vehicles used in the operation of the franchise, in the percentages listed above, must be either be a Low Carbon Fuel vehicle (i.e., compressed natural gas vehicle) achieving a minimum "well-to-wheels" greenhouse gas reduction of 10% in accordance with the Governor's Executive Order S-01-7.



or a Hybrid electric vehicle achieving a minimum of thirty-three (33) miles per gallon in City use according to the US Environmental Protection Agency.

No vehicle shall be older than eight model years at any time during the franchise period.

SECTION 3. All other provisions of Manhattan Beach Municipal Code shall remain unchanged and continue in full force and effect.

SECTION 4. Any provisions of the Manhattan Beach Municipal Code, or appendices thereto, or any other ordinances of the City, to the extent that they are inconsistent with this ordinance, and no further, are hereby repealed.

SECTION 5. If any section, subsection, sentence, clause, or phrase of this ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of the ordinance. The City Council hereby declares that it would have passed this ordinance and each section, subsection, sentence, clause, and phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses, or phrases be declared invalid or unconstitutional.

SECTION 6. This ordinance shall go into effect and be in full force and operation from and after thirty days after its final passage and adoption.

SECTION 7. The City Clerk shall cause this Ordinance or a summary thereof to be published and, if appropriate posted, as provided by law. Any summary shall be published and a certified copy of the full text of this Ordinance posted in the Office of the City Clerk at least five (5) days prior to the City Council meeting at which this Ordinance is to be adopted. Within fifteen (15) days after the adoption of this Ordinance, the City Clerk shall cause a summary to be published with the names of those City Council members voting for and against this Ordinance and shall post in the Office of the City Clerk a certified copy of the full text of this Ordinance along with the names of those City Council members voting for and against the Ordinance.

PASSED, APPROVED and ADOPTED this 2nd day of December, 2008.

Ayes: Tell, Ward, Aldinger, Cohen, and Mayor Montgomery.
Noes: None.
Absent: None.
Abstain: None.

/s/ Richard Montgomery
Mayor, City of Manhattan Beach, California

ATTEST:

/s/ Liza Tamura
City Clerk

