

CITY AND COUNTY OF DENVER

DEPARTMENT OF EXCISE AND LICENSES

Denver Taxi Advisory Council Recommendation

At the first meeting of the Denver Taxi Advisory Council on April 30, 2012, the Council addressed its first substantive topic: “Unlicensed Operators.” Based on all of the input from stakeholders leading up to the creation of the Council, and then the vote of the Council’s Executive Committee, Unlicensed Operators were set as the first priority. Unlicensed drivers of taxis, limos and shuttles are a public safety risk, put licensed drivers and companies at a competitive disadvantage, and can give citizens and visitors a negative impression of Denver. Therefore, the Council unanimously voted in favor of new licensing requirements to increase compliance and customer service by helping customers easily identify, and create accountability for, licensed drivers and vehicles.

The Council’s recommendation is to require drivers to display two visible licenses, in addition to the current pocket-sized herdic license. One license would be displayed on the passenger side dashboard, so potential customers know they are entering a taxi operated by a licensed driver. The second license would be displayed on the back of the front seat, with the driver’s picture, business license number and other information.

The Council:

- 1) Recommends approval from the Mayor on the general concept two additionally required display licenses; and if so
- 2) Solicits direction from the Mayor on details of the information provided to the passenger on the interior display license. In addition to the Driver’s name, picture and license number, ideas include fare information and QR codes for smartphones with links to:
 - a. A welcome video message from the Mayor;
 - b. Fare information;
 - c. A passenger bill of rights;
 - d. Complaint form submission directly to Excise and Licenses;
 - e. Denver event information.

Logos and related branding material would be created for these licenses. The Executive Committee will be responsible for creating the templates for the new license displays and presenting them to the full Council. VISIT Denver has agreed to host the website for the proposed QR code links, with the welcome video provided by the Mayor's Office; Fare information, passenger bill of rights and complaint form provided by Excise and Licenses, and event information provided by VISIT Denver.

This recommendation is just the first of many expected to come from the Council. It addresses the most important issue, unlicensed operators, and the Council believes action may be taken immediately. Future categories of discussion and potential recommendations include Driver Testing and Education, Best Practices for Industry and Government, and Limo Driver Licenses, etc.