



City of Arts & Innovation

Transportation Committee

TO: TRANSPORTATION COMMITTEE MEMBERS DATE: NOVEMBER 12, 2015
FROM: PUBLIC WORKS DEPARTMENT WARD: 1
SUBJECT: DOWNTOWN TAXI STAND – 4-MONTH PILOT PROJECT

ISSUE:

The issue for Transportation Committee consideration is to receive and file a report on the 4-month Taxi Stand Pilot Project in the Downtown area.

RECOMMENDATION:

That the Transportation Committee receive and file this report.

BACKGROUND:

In September 2014 the Riverside Downtown Partnership (RDP) Board of Directors discussed implementation of taxi stands on or near University Avenue in the Downtown area to better serve local businesses and patrons. The taxi stands would provide centralized staging locations for the three local taxi companies, be positioned within walking distance of the hospitality businesses, and allow businesses to provide maps and/or direct patrons to convenient taxi stand locations.

In October 2014 RDP contacted the Public Works Department and the Planning Division of the Community and Economic Development Department to determine requirements and potential locations to conduct a taxi stand pilot project. In addition, RDP surveyed local businesses to determine interest and preferred taxi stand locations. In March 2015 RDP shared the taxi stand proposal during the Downtown Security and Hospitality meeting to further assess the need and evaluate the recommended taxi stand locations. There was mixed support from businesses as many of their patrons rely on various transportation services including Uber, Lyft, and can easily access traditional taxi service via phone. Nonetheless, RDP recommended moving forward with the taxi stand pilot project and on April 29, 2015 staff met with RDP to recommend a 4-month taxi stand pilot project.

On May 20, 2015 two taxi stands were installed on the westerly side of Orange Street just north and south of University Avenue. The hours of operation were set from 8:00 p.m. to 3:00 a.m. to reduce impacts to the existing metered parking stalls and loading zone in the pilot project area shown in the attached location map. "RDP Ambassadors" agreed to deploy A-frame barricades near Orange Street and Mission Inn Avenue to promote and direct patrons to the taxi stands and to assess taxi stand usage during the 4-month period.

Soon after installation of the taxi stands, businesses south of University Avenue expressed concerns with resulting accumulation of debris and congregation of people near the southerly taxi stand. Since some of the businesses had been vandalized in the recent past, they requested removal of the taxi stand adjacent to their building. Upon contacting RDP it was agreed that this particular taxi stand was underutilized and as a result it was subsequently removed by the Public Works Department.

After completion of the 4-month pilot project, RDP informed the Public Works Department that based upon their observations as shown in the attached RDP Taxi Stand Usage Study Data the remaining taxi stand located north of University Avenue was also experiencing minimal use occurring primarily on Saturdays and Sundays and that taxis most often parked elsewhere. If contacted, taxis would go directly to the location of the client and did not require the client to meet the taxi at the taxi stand location. In addition, polling of the bar patrons determined that the taxi stand has little support from potential users and most business owners do not want the taxi stand in close proximity to their businesses due to concerns regarding debris, fights, and/or vandalism which may occur as a result at or near their businesses.

The Riverside Downtown Partnership determined that the taxi stand on Orange Street north of University Avenue is underutilized and there is insufficient support to maintain it on a permanent basis. The Public Works Department recommends termination of the 4-month pilot project and removal of the temporary taxi stand, however, will continue working with RDP on projects aimed at enhancing the experience of patrons visiting the Downtown area.

FISCAL IMPACT:

The cost of sign removal is nominal. Funding is available in the existing Public Works Department budget.

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Certified as to
availability of funds: Brent A. Mason, Finance Director/Treasurer
Approved by: Al Zelinka, FAICP, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Site Map
2. RDP Taxi Stand Usage Study Data