

Vehicle/Taxi for Hire License Application/Request

November 8, 2016

Dear Mr. City Manager,

This is to request a Key West City Vehicle Hire Taxi license for myself or a company I might create for the purpose of transporting customers through the city of Key West. I understand a review is currently underway which is designed to examine if the current number of licenses is adequate to serve the community of Key West.

The current number of taxi licenses does not adequately serve Key West for a variety of reasons. Especially during peak demand periods such as weekends, festivals and holidays. More taxis may reduce drunk driving, reduce traffic on city roads (as lower competitive rates may encourage citizens and tourists to leave the car at home/hotel) and reduce the need for additional parking facilities/lots.

A survey of the online reviews of the local taxis services reveals they have on average a 2.5 rating on Yelp, which is quite low. Many business would not likely survive with such poor reviews if it were not for the monopoly the current licensing system affords the existing taxi companies. Common complaints are slow dispatch, long wait times, rude behavior, high fares and unkempt drivers/vehicles.

I'm a graduate of the January 2007 of the Key West Ambassador Academy. As so many others, I love Key West and want to see our city represented in the best possible light. Additionally, local taxi service does not reflect guests needs in terms of quality, security (Lyft and Uber) drivers are reviewed after every passenger experience as part of the transaction. During a recent trip to Las Vegas to attend a Wedding Services Convention I had over 20 Lyft rides and left 20 reviews, finding each one delightful without exception. Clean, well maintained vehicles, courteous drivers who did not smoke in their vehicles. Each request for a ride was received with an immediate response and the vehicle appeared at our location an average 5 minutes within my request. The local industry needs an infusion of competition so we can (as a community) offer the best cars and the best prices. Today we have outdated, poorly maintained vehicles offered at high prices.

Key West taxi service is uncompetitive with other quality tourist destinations and since a taxi ride is frequently the first impression a guest may receive during a visit, this strains the entire service sector.

We have a 2015 Black Honda minivan that we would like to immediately deploy. Rasa (wife) who is also applying for a license will maintain our vehicles within a 5 year life cycle. Thus insuring guests are treated to newer and well maintained vehicles at all times.

Kind Regards,



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