

Vehicle for Hire License Application/Request

Dear Mr. City Manager,

This is to request a Key West City Vehicle Hire 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.

From a female perspective I believe a Taxi service needs to address the needs of lady passengers by providing cleaner vehicles and more transparent information about drivers. Lyft and Uber, would likely provide my dispatch services, offer just the quality reviews (which are updated following each ride), relevant back ground checks and insurance requirements that are needed in Key West.

It is my opinion the current number of 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 and reduce the need for additional parking facilities.

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. Any other 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 by drivers, high fares and unkempt drivers/vehicles.

I love Key West and want to see our city represented in the best possible light. Current taxi service does not reflect the 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 attend a Wedding convention (with my husband) I had over 20 Lyft rides and found each one delightful. 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 my location on average within 5 minutes of my request. Amazing considering the size of Las Vegas. Taxi service at its finest. Today in Key West we have mediocrity (compared to what is available else where). The local industry needs an infusion of competition so we can (as a community) offer the best quality vehicles and the best prices. Today we have outdated, poorly maintained vehicles offered at high prices. This harms our reputation as a tourist destination and does not serve the community well.

Females are also under represented in both the ownership of licenses and as drivers. Should I receive a Vehicle for Hire license, I'll work to change this, not only through my personal example but to also insure other females are represented as drivers.

Kind Regards,

November 8 2016

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