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<b>Topic or Description</b>	Trade dress and color scheme regulations (reinstated)
<b>How is this impacting your industry?</b>	<p>People who travel to our city judge us by many things. Transportation is a category often in rankings of larger cities. Having taxi cabs all looking different and with no standards at all is an image visitors and our own citizens use when judging the quality of an industry.</p>
<b>Reason for consideration or change to the regulation?</b>	<p>Early research shows that portland is the only city with regulated private for hire that does not regulate trade dress and color schemes for taxi. It's obvious there are many reasons to do this. Fast identification of a taxi fleet vehicle can assist in investigation by regulatory enforcement officers. Easy to find for customers and general professionalism of an industry. It should be noted this regulation was removed for one specific taxi company no longer in business.</p>
<b>Proposed solution:</b>	Reinstate the regulation language that was removed in 2015.

**Proposed Language:**

**Identification of Taxicab vehicles.**

- A. Every taxicab must prominently display on both sides of the vehicle the following information:
  - 1. The full name of the taxicab company;
  - 2. The company-assigned taxi number;
  - 3. The telephone number of that taxi company where service can be requested; and
  - 4. The word "taxi", "cab" or "taxicab".
  
- B. Every taxicab must be painted in the colors of its company. No two taxicab companies may have the same colors or pattern design
  
- C. Only vehicles with city-issued taxi permits may be equipped with a top light or taximeter, and only those vehicles may use the words "taxi", "cab" or "taxicab" anywhere on the vehicle unless the companies legally registered name at the time this ordinance passes contains the word "cab".
  
- D. Color schemes and pattern designs for new taxi companies must be submitted to PBOT regulatory with the new taxi application as a part of the approval process under 16.40.110
  
- E. All required equipment, signs and decals must be permanently affixed using professional installation standards.