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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