



To Our Future Customer:

Thank you for giving Independent Taxi Owners Association (ITOA), the opportunity to explain the efforts of our service. ITOA has serve millions of happy and appreciative customer since 1977.

With over 350 cabs, including 20 wheelchair-access vans, we are one of the largest taxi firms licensed by the City of Los Angeles. ITOA's vans and sedans are all available at the same low rates. We provide services to residents and visitors to Los Angeles, LAX, Beverly Hills, Santa Monica, West Hollywood, El Segundo, Marina Del Rey and the County of Los Angeles, on a 24 hour basis. By utilizing our services, your clients will receive the highest quality of service possible in the industry. We can guarantee the above due to our experienced professional drivers.

We accept cash and all major credit cards. To help give better service, we have a greater program (voucher and meter receipt account) available. Using the voucher and or meter receipt eliminates the need for cash. All you have to do is call out dispatch department and we will take care of the rest. We bill monthly for services provided.

We accept FAME, All Variable Vouchers, CITYRIDE, Culver City, Beverly Hills, West Hollywood and Los Angeles Coupons. We also have ITOA coupons available for purchase. If you are interested and would like to try our service, call us **1-800-LA-TAXI**

1-800-521-8294

To open and account with Independent Taxi Owner's Association (ITOA), call Eva Heredia in the Marketing Department at (310) 502-6644. Thank you for your interest. We look forward to serving you.

Best Regards,

Eva Heredia
Public Relations & Account Coordinator

700 NORTH VIRGIL AVENUE, LOS ANGELES, CA 90029, TEL: 323/666.0040

• www.taxi4u.com

“RED, WHITE & BLUE, WE ARE THERE FOR YOU”

Independent Taxi Owners Association



Types of Accounts

Independent Taxi Owners' Association offers several types of accounts individually tailored to your needs.

The first and most convenient account offered is a **METER RECEIPT.**

By utilizing this account, an authorized person simply calls 1-800-521-8294 and first mentions an account number to customer service associate, provides pickup and drop off addresses (including city and zip if available), passenger name and a contact phone number. The driver completes the receipt and retains all copies for billing purposes that he returns to the office. The office verifies the trip and generates an invoice.

The second type of account offered is a **VOUCHER ACCOUNT.**

A Voucher Account uses a triplicate form whereby the user is in possession of the "voucher". This is a trip authorized by your account and signed by the authorizing party. The pick-up and destination addresses are preprinted on the voucher and may include a Amount. A copy of the voucher is left with the customer and the remaining two are returned to the office. Driver retains yellow and pink copies for billing purposes. One copy of the voucher is enclosed with an invoice for your tracking purposes. Since you retain a white copy of the voucher - you can be assured that a trip is properly billed because one copy comes back to you with an invoice. This type of an account allows you to set the limit to the dollar amount that is allowed per trip and offers best account tracking.

We look forward servicing your transportation needs!

700 NORTH VIRGIL AVENUE, LOS ANGELES, CA 90029, TEL: 323/666.0040 • FAX: 323/912.9209 • [www: taxi4u.com](http://www.taxi4u.com)

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Eva Heredia

Account# _____
(Office use only)

Transportation Account Application

Company /Clients Name: _____

Company Address: _____

Telephone: _____ ext: _____ Fax: _____

Billing Address, Telephone: _____
(If different from above)

Type of Account: Meter Receipt _____ Voucher _____ #of vouchers needed _____

Maximum Gratuity: 10% _____ 15% _____ 20% _____ None _____ Percent of Fare on Meter

Authorizing name(s): _____
(Authorizing taxi rides)

I, _____, Authorized Independent Taxi Owner's Association to charge a \$300 dollars deposit. And Charge the credit card for every transportation service (trip) provided _____ (initials)

Credit Card number: _____ Exp Date: _____

Name on the Credit Card: _____

Bank References: _____

Credit References #1 _____

Print: _____ Signature: _____ Date: _____

I agree to pay ITOA the total amount for services provided within 30 days. I authorize ITOA to provide transportation services to our company. I further authorize ITOA to bill the account for all authorizing trips to the address provided above within 30 days, fax this form to 323.912.9209 to Eva Heredia Public Relations

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History and Experience of ITOA

Independent Taxi Owners' Association (ITOA) is one of the leading taxicab service providers in the Greater Los Angeles Metropolitan Area; ITOA has a 30 year record of exemplary performance.

ITOA is one of the leading taxicab service companies in the Greater Los Angeles Metropolitan Area, with over 350 cabs. Our fleet includes wheelchair-accessible vans, regular vans that (seat up to 6 passengers) and vehicles that meet or exceed state and local government requirements for low and ultra-low emissions.

ITOA successfully completes more than 50,000 trips a month and over half a million trips annually. This level of business and our customer satisfaction rating of better than 99% demonstrates the quantity and quality of our service. ITOA has the following permits in other jurisdictions:

- Beverly Hills
- Culver City
- El Segundo
- Marina Del Rey
- Santa Monica
- West Hollywood
- Los Angeles County

Strict requirements for Membership are entered into the corporate bylaws, including a provision for all members to have at least two years licensed taxi driving experience in Los Angeles. The bylaws also required members to spend time driving his/her cab, thus insuring a commitment to the improved quality of service established by our members.

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Dispatch Technology

ITOA operates its order-taking and dispatch service on four radio frequencies assigned by the Federal Communications Commission (two voice frequency and two data frequencies), with the base station located at ITOA headquarters, antennas and transmitters, North Hollywood and Palos Verdes. ITOA also has three additional frequencies as back up for emergencies.

ITOA has emergency power and back-up equipment in the event of an earthquake or any other emergency causing a power shortage or blackout. According to the maintenance contract with Digital Dispatch System, if any problems arise with the dispatching system they are normally fixed immediately over cable modem. This is done from the DDS offices to save time.

To ensure quality and monitor the performance of dispatch personnel, ITOA uses a Dictaphone Communications Recording System (Model Freedom Recorder GA000) that tapes all incoming and outgoing calls from the dispatch room 24 hours a day. Also 24 hour tracking system. ITOA's Liaison Committee listens to these tapes in response to complaints and on an ongoing basis. Tapes are retained for a minimum of 60 days.

Servers, modems, printers and other DDS hardware are being updated on regular basis, (every 2 to 3 years) to ensure smooth, uninterrupted performance.

Dispatching Operations

The dispatching center on Virgil Street provides cubicles for operators, dispatching, dispatch supervision and management. ITOA uses computerized dispatching. The communications equipment has both data and voice capabilities. The 24-hour radio dispatch facility also has emergency power and back-up equipment in the event of an earthquake or any other emergency causing a power shortage or blackout.

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Staffing Structure and Plan

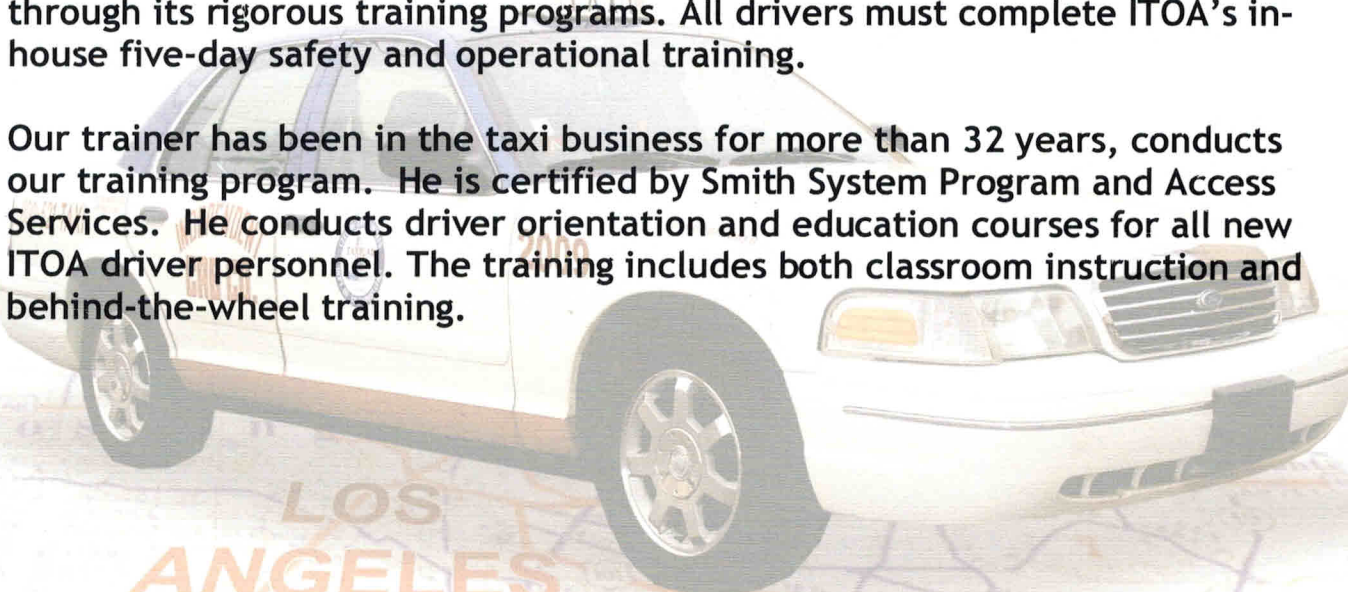
ITOA's experienced telephone order-takers and dispatchers, operating under the direction of a Dispatch Manager, answer all calls from the public promptly and courteously, and dispatch vehicles as appropriate pursuant to ITOA's standards and procedures. We use DDS TaxiTrack dispatch equipment that automatically sends out the call to taxi drivers. If the call is not serviced within 5 minutes, the system reroutes the call to a dispatch supervisor's screen. The supervisor then actively seeks a cab to take the call. There is a dispatch supervisor on duty 24 hours day. The dispatcher supervisor checks the dispatch screen and works to solve problems. There is also a Dispatch Manager to assist when needed. The Dispatch Manager schedules order takers and supervisors and ensures that coverage is well maintained.

Classroom Facilities

All driver and dispatcher orientation, operational training, as well as safety training is conducted at our headquarters on Virgil Street.

One of the ways that ITOA ensures high levels of service to its customers is through its rigorous training programs. All drivers must complete ITOA's in-house five-day safety and operational training.

Our trainer has been in the taxi business for more than 32 years, conducts our training program. He is certified by Smith System Program and Access Services. He conducts driver orientation and education courses for all new ITOA driver personnel. The training includes both classroom instruction and behind-the-wheel training.



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CITY OF SANTA MONICA TAXICAB RATES

All Passengers Ride For the Price of One.

Driver Carries Only \$20.00 In Change.

Driver is required to provide passenger with a receipt printed by the taximeter for each trip.

Credit Cards Welcomed - \$10 Min Charge.

Please Notify Driver at Start of Trip If You Plan on Using a Credit Card.

 **\$2.85**

FLAG DROP (FIRST 1/9 MILE OR 37 SECONDS OR FRACTION THEREOF)

 **\$0.30**

FOR EACH ADDITIONAL 1/9 MILE OR PART

 **\$0.30**

FOR EACH 37 SECONDS OF WAITING TIME AND/OR TRAFFIC DELAY (\$29.19 / HOUR WAIT)

Airport Flat Rates From The City of Santa Monica

\$30.00

South of I-10 To LAX

\$35.00

North of I-10 To LAX

\$75.00

To Bob Hope Airport

INQUIRIES OR COMPLAINTS:

Trips From The City of Santa Monica Call:

(310) 458-2266

OR

INDEPENDENT CAB CO.

(800) 521-8294

TAXICAB RATES

For City of Beverly Hills

All Passengers Ride for The Price of One

Driver Carries Only \$5.00 in Change

Credit Cards Welcomed -\$10 min Charge

Please Notify Driver Before Trip if

You Plan on Using a Credit Card

 **\$2.45** FOR THE FIRST 1/7th MILE OF 47.5 SECONDS

\$0.35 FOR EACH ADDITIONAL 1/7th MILE,
\$2.45 PER MILE

\$0.35 FOR EACH 47.5 SECONDS OF WAITING TIME,
\$26.53 HOURLY

\$38.00 FLAT FARE PER TRIP (group/single) FROM
BEVERLY HILLS TO LAX

INQUIRIES OR COMPLAINTS

INDEPENDENT CAB CO.
700 N. VIRGIL AVE.
Los Angeles, CA 90029
(323) 666-0040

CITY OF BEVERLY HILLS
DEPARTMENT OF TRANSPORTATION
455 N. Rexford Dr.
Beverly Hills, 90210
(310)285-2500

TAXICAB RATES

**All Passengers Ride For the Price of One.
Driver Carries Only \$5.00 In Change.
Driver is required to provide passenger
with a receipt printed by the taximeter
for each trip.**

**Credit Cards Welcomed - \$10 Min Charge.
Please Notify Driver at Start of Trip If
You Plan on Using a Credit Card.**

 **\$2.85**

FLAG DROP (FIRST 1/9 MILE OR 37 SECONDS OR
FRACTION THEREOF)

\$0.30

FOR EACH ADDITIONAL 1/9 MILE OR PART

 **\$0.30**

FOR EACH 37 SECONDS OF WAITING TIME AND/OR
TRAFFIC DELAY (\$29.19 / HOUR WAIT)

 **\$4.00**

SURCHARGE FOR ALL TRIPS ORIGINATING AT LAX

 **\$15.00**

MINIMUM FARE PER TRIP (GROUP) ORIGINATING
AT LAX (IN ADDITION TO THE \$4.00 SURCHARGE)

\$46.50

FLAT FARE PER TRIP (GROUP) IN EITHER
DIRECTION FOR TRIPS BETWEEN LAX AND
DOWNTOWN - In addition to \$4.00 surcharge at LAX
(Area Bounded by Alameda St., Santa Monica Fwy.,
Harbor Fwy., and Cesar Chavez Ave., Plus Union
Station and China Town)

INQUIRIES OR COMPLAINTS:

INDEPENDENT TAXI COMPANY

700 N. Virgil Ave. Los Angeles, CA. 90029

TELEPHONE (323) 666-0040

OR

Los Angeles Department of Transportation

100 S. Main St. 1st Floor

Los Angeles, CA. 90012

TELEPHONE (800) 501-0999

TAXICAB RATES

All Passengers Ride For the Price of One.

Driver Carries Only \$5.00 In Change.

Credit Cards Welcomed. \$10 Min. Charge.

**Please Notify Driver at Start of Trip If
You Plan on Using a Credit Card.**

\$2.85 FLAG DROP(FIRST 1/9 MILE OR 37 SECONDS
OR FRACTION THEREOF)

\$0.30 FOR EACH ADDITIONAL 1/9 MILE OR PART.

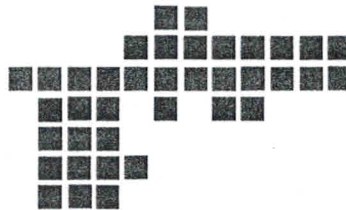
\$0.30 FOR EACH 37 SECONDS OF WAITING TIME
AND/OR TRAFFIC DELAY (\$29.19/HOUR WAIT).

\$40.00 Flat Fare Per Trip
(group/single) from
West Hollywood
to LAX

INQUIRIES OR COMPLAINTS

**INDEPENDENT TAXI
COMPANY**

700 N. VIRGIL AVE.
LOS ANGELES, CA. 90029
(323) 666-0040



CITY OF WEST HOLLYWOOD
8300 SANTA MONICA BLVD.
WEST HOLLYWOOD, CA. 90069
TEL:(323)848-6362
Department Of Public Works