



CAMBRIDGE LICENSE COMMISSION
•831 MASSACHUSETTS AVENUE• CAMBRIDGE, MA. 02139
TELEPHONE NO: (617)349-6140

May 9, 2011

Robert W. Healy
City Manager
Cambridge City Hall
Cambridge, MA 02139

Dear Mr. Healy,

As you know, Cambridge is a compact city of only 6.2 square miles with a wide array of transportation options available including an extensive subway and local bus system, infrastructure for pedestrians and bicyclists, garage parking for those who carpool or drive alone and for-hire autos. The Cambridge taxicab industry comprises a vital part of this transportation network, providing flexible twenty-four hour service for navigating the city and its surrounding area. In addition, taxicabs often serve as a crucial form of transportation for the elderly and persons with disabilities or mobility challenges.

The License Commission performs the rulemaking, licensing and enforcement of regulations for the taxicab industry in the City of Cambridge. Currently, the License Commission has issued 257 taxicab medallions and over 1,000 licenses to hackney drivers. There is one (1) full-time hackney police officer tasked with enforcing regulations and resolving any complaints that have been filed by members of the public.

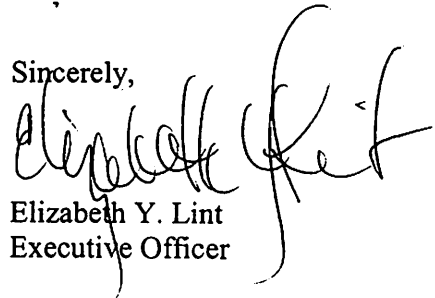
On May 24, 2010, the Cambridge City Council passed a policy order requesting the License Commission conduct a customer satisfaction survey in an attempt to determine why consumers do or do not choose Cambridge taxis. I am now pleased to transmit the results of this survey.

The survey period began on Wednesday, September 1, 2010 and concluded on Thursday, September 30, 2010. The survey was available both online and in hardcopy at the License Commission. At the conclusion of the survey, the License Commission received three hundred and fifty (350) completed surveys with two hundred and thirty-seven (237) of these surveys containing suggestions on how to improve the industry from a consumer's perspective.

Along with analyzing the results of the survey, we have been in the process of implementing the recommendations for changes in policy derived directly from the feedback received from survey participants. Going forward, the License Commission intends to work with all stakeholders in the taxicab industry—taxicab medallion owners, taxicab drivers, members of the business community and the various groups of consumers who utilize taxicabs—to improve the industry in order to ensure we are continuing to meet the needs and demands of the general public.

Should you have any questions regarding this survey or the results, please do not hesitate to contact me directly.

Sincerely,


Elizabeth Y. Lint
Executive Officer

Cambridge Taxi Cab Industry Customer Satisfaction Survey Results
Survey Period: September 1, 2010-September 30, 2010
Conducted by: License Commission, City of Cambridge

Q1. Are you a current resident of the City of Cambridge?

Answer Options	Response Percent	Response Count
Yes	78%	272
No	22%	78
Total Response	100%	350

Q2. If you are not a resident, what zip code do you primarily reside in?

Boston, MA	25%	19
Somerville, MA	25%	19
Outside MA: Within the United States	10%	8
Malden, MA	4%	3
Medford, MA	4%	3
Watertown, MA	4%	3
Brookline, MA	3%	2
Everett, MA	3%	2
Lexington, MA	3%	2
Needham, MA	3%	2
Outside MA: Outside United States	3%	2
Arlington, MA	1%	1
Belmont, MA	1%	1
Brockton, MA	1%	1
Lawrence, MA	1%	1
Middlefield, MA	1%	1
Millbury, MA	1%	1
Randolph, MA	1%	1
Revere, MA	1%	1
Taunton, MA	1%	1
Waban, MA	1%	1
Wareham, MA	1%	1
Wellesley, MA	1%	1
Winthrop, MA	1%	1
Total Response	100%	78

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Q3. Which range includes your age?

Answer Options	Response Percent	Response Count
Under 17	1%	2
18-25	16%	56
25-34	29%	100
35-44	19%	66
45-54	16%	57
55-65	10%	36
65 or older	9%	33
Total Responses	100%	350

Q4. You travel in Cambridge for the purposes of? Please check all that apply.

Answer Options	Response Percent	Response Count
Business	56%	188
Resident	75%	255
Tourist	4%	14
Student	21%	70
Total Responses	N/A	339

Q5. How often do you take a Cambridge taxi cab when traveling in the City?

Answer Options	Response Percent	Response Count
Daily	2%	8
Weekly	13%	47
Once a Month	13%	44
Few Times a Month	25%	86
Once a year	1%	3
Few Times a Year	35%	123
Never Use Cambridge Taxi Cabs	11%	39
Total Responses	100%	350

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Q6. What neighborhood/accommodation do you primarily get taxi service in Cambridge?

Answer Options	Response Percent	Response Count
Agassiz/Harvard University/	8%	25
Lesley University		
Mid-Cambridge/	6%	19
Cambridge Hospital	1%	4
Neighborhood Nine	4%	11
West Cambridge	8%	26
Riverside/Cambridgeport	2%	6
Alewite/Fresh Pond Parkway		
Massachusetts Institute of Technology		
(MIT)	2%	5
Area IV (4)/Main Street/		
Portland Street	5%	14
East Cambridge/Lechmere/		
Cambridgeside Galleria	13%	41
Wellington/Harrington/		
Inman Square	4%	12
North Cambridge/Porter Square	8%	26
Harvard Square	21%	63
Kendall Square	5%	16
Central Square	13%	40
Total Response	100%	308

Q7. How do you usually get taxi service in the City of Cambridge?

Answer Options	Response Percent	Response Count
Call Ahead	46%	144
Hail on the Street	15%	46
Go to a Cab Stand	32%	100
From a Hotel or Other Accommodation	7%	21
Total Response	100%	311

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Q8. How far do you typically travel in a Cambridge taxi cab?

Answer Options	Response Percent	Response Count
1-5 miles	56%	171
5-10 miles	37%	112
10-15 miles	6%	18
15-20 miles	1%	5
Further than 20 miles	0%	1
Total Responses	100%	307

Q9. How do you usually pay for cab fare?

Answer Options	Response Percent	Response Count
Cash	82%	256
Check	0%	0
Credit/Debit Card	16%	48
Voucher/Coupon	2%	7
Total Responses	100%	311

Q10. Why do you usually take a taxi cab in the City of Cambridge? Please check all that apply.

Answer Options	Response Percent	Response Count
Convenience	64%	198
Price	2%	5
Comfort	12%	38
Going Shopping/Errands	9%	28
Going to the Airport	49%	152
Faster than Public Transportation	39%	120
Total Responses	N/A	311

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Q11. Do you prefer to take a hybrid taxi cab?

Answer Options	Response Percent	Response Count
Yes	48%	150
No	4%	13
No Preference	48%	148
Total Responses	100%	311

Q12. If you were able to pay by credit/debit card in every Cambridge taxi cab, would you find taxi service to be more convenient?

Answer Options	Response Percent	Response Count
Yes	77%	239
No	12%	38
No Opinion	11%	34
Total Responses	100%	311

Q13. If you were able to pay by credit/debit card in every Cambridge taxi cab, would you take Cambridge taxi cabs more often?

Answer Options	Response Percent	Response Count
Yes	38%	117
No	24%	74
No Change	38%	120

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Q14. Have you ever been refused service by a Cambridge taxi cab?

Answer Options	Response Percent	Response Count
Yes	28%	86
No	72%	226
Total Responses	100%	312

Q15. Why have you been refused service?

Short Fare/Driver Wanted Better Fare	58%	50
Conflict with Driver/Dispatch	18%	15
Dispute/Refusal of Payment Method (Credit Card/Voucher)	12%	10
Other/Reason Unknown	7%	6
Jurisdiction Issues	3%	3
Refusal to Make Accommodation (Service Animal/Vehicle)	2%	2
Total Response	100%	86

Cambridge Taxi Cab Industry Customer Satisfaction Survey Results
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Q16. Please rate your satisfaction with the following attributes of Cambridge Taxi Service:

Answer Options	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied	N/A	Response Count
Customer Service	40	62	91	96	20	2	311
Efficiency	30	47	94	109	22	2	304
Cleanliness of Cab	31	53	106	98	19	1	308
Knowledge of Route	28	57	102	95	26	1	309
Availability	25	49	91	112	31	1	309
Promptness	22	40	111	101	22	12	308
Safety	34	59	97	85	33	1	309

Q16. Please rate your satisfaction with the following attributes of Cambridge Taxi Service:

Answer Options	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied	N/A	Response Count
Customer Service	13%	20%	29%	31%	6%	1%	100%
Efficiency	10%	15%	31%	36%	7%	1%	100%
Cleanliness of Cab	10%	17%	35%	32%	6%	0	100%
Knowledge of Route	9%	19%	33%	31%	8%	0	100%
Availability	8%	16%	30%	36%	10%	0	100%
Promptness	7%	13%	36%	33%	7%	4%	100%
Safety	11%	19%	31%	28%	11%	0	100%

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Q17. If you responded very unsatisfied or unsatisfied, please explain why:

Total Responses

178

Q18. If you responded very satisfied or satisfied, please explain why:

Total Responses

102

Q19. Please indicate why you do not use Cambridge taxi cabs?

Other Mode of Transportation (Auto, Bicycle, Public Transportation/ No Need	37%	13
Previous Bad Experience	37%	13
Too Expensive	14%	5
Other	12%	4

Total Responses

100%

35

Q20. Do you have any suggestions for improving Cambridge taxi service?

Total Responses

237