



HILLSBOROUGH COUNTY
Public Transportation Commission

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MEMORANDUM

Date: April 18, 2017
 To: Taxicab Certificate Holders
 From: Public Transportation Commission
 Subject: Surge Pricing for Taxicabs

**Notification Requirements for Taxicab Certificate Holder To
 Initiate a Special or “Surge” Rate Increase Not to Exceed Five Dollars (\$5)**

The Hillsborough County Public Transportation Commission during the March 29th, 2017 Board meeting approved a Special or “Surge” price increase for Taxicab Certificate Holders under PTC Rule 1-9.001. The Special or “Surge” price is not to exceed five dollars (\$5.00) and is **only** intended to be implemented during major sporting and entertainment events; and at ports of entry such as Tampa International Airport and the cruise ship terminals.

Prior to any Taxicab Certificate Holder implementing the Special or “Surge” price increase, at least 72 hours’ notice must be given in writing to the Public Transportation Commission listing the date and time period such increase will be charged, as well as the specific event justifying the Special or “Surge” price increase. Additionally, the Certificate Holder must provide 72 hours’ notice to its customers informing them of the additional charge. Notification to its customers can be provided with clear and conspicuous notice on its web site; via direct email or text messaging; and other written forms of direct communication with its customers 72 hours prior to booking. For taxicab customers who simply “hail” a taxicab on demand, the Special or “Surge” price increase should be disclosed to the customer via signage clearly displayed inside the vehicle.

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