

ORDINANCE NO. 4810

AN ORDINANCE to amend and reordain Division 2 (CERTIFICATES OF PUBLIC CONVENIENCE AND NECESSITY), Article A.1 (TAXICABS), Chapter 12 (TAXICABS AND OTHER VEHICLES FOR HIRE), of Title 9 (LICENSING & REGULATION) of The Code of the City of Alexandria, Virginia, 1981, as amended.

THE CITY COUNCIL OF ALEXANDRIA HEREBY ORDAINS:

Section 1. That Division 2, Article A.1, Chapter 12, all of Title 9 of the Code of the City of Alexandria, Virginia, 1981, as amended, be, and the same hereby is, amended and reordained by the amendment of Section 9-12-32 by the addition of a new subsection (t) to read as follows:

(New language is underscored; deleted material is ~~stricken~~)

Sec. 9-12-32 – Requirements for certificate holders.

Each certificate holder shall:

[Intervening sections are unchanged.]

- (t) ensure that all affiliated vehicles accept major credit cards as payment for taxicab fares pursuant to a policy to be determined by the certificate holder, subject to the following conditions:
- 1) If a certificate holder mandates that its affiliated drivers use a specific credit card processor, that company will:
    - i. Charge drivers no more than 5% of the transaction for processing;
    - ii. Provide a direct deposit option for drivers.
  - 2) Certificate holders are responsible for uniformity of service and can determine the type(s) of credit card device(s) that are allowable in their fleet;
  - 3) Certificate holders shall provide the City with an annual report to be used in analyzing the effects of the mandatory credit card acceptance policy.
    - i. The report will contain information regarding the average and total number of credit card transactions per driver, the percentage of the certificate holder's trips paid for using a credit card, and the total and average transaction fees paid by the driver to the taxicab company to process the credit card payments, plus such other additional information as staff may reasonable require to assess the effects of the mandatory credit card policy.
    - ii. Companies that do not provide this data to the City will be considered to be out of compliance with the taxicab ordinance and subject to discipline pursuant to Section 9-12-33.
  - 4) The certificate holder will ensure that for all credit card transactions, its affiliated drivers will issue a paper receipt showing date of transaction, cab number, driver

- name, and the amount of the transaction for all credit card transactions. The receipt may be hand-written;
- 5) The certificate holder will ensure that all credit card processing equipment authorized for use by its affiliated drivers shall be PCI DSS compliant; and,
  - 6) The certificate holder will take affiliated taxicabs out of service if their credit card processing equipment is inoperable.

Section 2. That this ordinance shall become effective September 1, 2013.

WILLIAM D. EUILLE  
Mayor

Final Passage: May 28, 2013