



Legacy Business Registry Staff Report

HEARING DATE NOVEMBER 14, 2016

LUXOR CAB CO.

Application No.: LBR-2016-17-017
Business Name: Luxor Cab Co.
Business Address: 2230 Jerrold Avenue
District: District 10
Applicant: John Lazar
Nomination Date: September 1, 2016
Nominated By: Supervisor Jane Kim
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Luxor Cab Co. is an independently-owned cab company providing transportation services to all people since 1928, with a special emphasis on senior and disabled residents. Its location has changed several times over the years, but it has operated 24 hours a day, every day of the year, for 88 years. More than 100 individual taxicab medallion holders are currently affiliated with Luxor and the company prides itself on its providing a living wage to all of its employees and maintaining a fully-insured fleet of 162 cabs. Luxor Cab Co. is the largest provider of ramp taxi service for wheelchair users and the largest provider of paratransit rides, a subsidized taxi transportation service for seniors and disabled people, in the city. The company is owned by a group of shareholders rather than a single owner and is known for its distinctive shield-like logo on the sides of its taxicabs.

CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

652 Polk Street from 1928-1946 (18 years)
1461 Pine Street from 1946-1958 (12 years)
1380 Bush Street from 1958-1975 (17 years)
350 Eighth Street from 1975-1985 (10 years)
2230 Jerrold Avenue from 1985-Present (31 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, the applicant has contributed to the city's history and identity, particularly with regard to the city's senior and disabled residents.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- Luxor Cab Co. is associated with the tradition of providing essential transportation services to all people, especially seniors and disabled residents, and demonstrates its commitment to providing quality service through its association with over 100 taxicab medallion holders.
- Luxor Cab Co. has contributed to the City's history and identity by serving as an independently-owned company providing reliable and essential transportation services to all people, with an emphasis on serving the city's senior and disabled residents.
- The business has been cited in the following publication:
 - Fortune Small Business, September 1, 2005, "Clean Machines: A Bay Area taxi company gambles on hybrid cars," by Maggie Overfelt.

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, Luxor Cab Co. is committed to maintaining the physical features or traditions that define its tradition of providing essential transportation services to all people, especially seniors and disabled residents, by maintaining a fleet of well-maintained, fully-insured, and professionally operated vehicles driven by over 100 individual taxicab medallion holders.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Luxor Cab Co. qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Its distinctive shield-like logo and its red, white, and blue colors, visible on all vehicles
- Tradition of serving all people, including people with disabilities by maintaining a fleet of wheelchair accessible vehicles
- Participation on the Paratransit Coordinating Council and Multimodal Accessibility Advisory Committee
- Commitment to providing a living wage for its employees
- Business model, in which more than 100 individual taxicab medallion holders affiliate with Luxor
- Signage on exterior depicting Luxor's shield-like logo

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Luxor Cab Co. currently located at 2230 Jerrold Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



Small Business Commission Draft Resolution

HEARING DATE NOVEMBER 14, 2016

LUXOR CAB CO.

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2016-17-017
<i>Business Name:</i>	Luxor Cab Co.
<i>Business Address:</i>	2230 Jerrold Avenue
<i>District:</i>	District 10
<i>Applicant:</i>	John Lazar
<i>Nomination Date:</i>	September 1, 2016
<i>Nominated By:</i>	Supervisor Jane Kim
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR LUXOR CAB CO. CURRENTLY LOCATED AT 2230 JERROLD AVENUE.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on November 14, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

BE IT RESOLVED that the Small Business Commission hereby includes Luxor Cab Co. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Luxor Cab Co.:

Physical Features or Traditions that Define the Business:

- Its distinctive shield-like logo and its red, white, and blue colors, visible on all vehicles
- Tradition of serving all people, including people with disabilities by maintaining a fleet of wheelchair accessible vehicles
- Participation on the Paratransit Coordinating Council and Multimodal Accessibility Advisory Committee
- Commitment to providing a living wage for its employees
- Business model, in which more than 100 individual taxicab medallion holders affiliate with Luxor
- Signage on exterior depicting Luxor's shield-like logo

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 14, 2016.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-017
Business Name: Luxor Cab Co.
Business Address: 2230 Jerrold Avenue
District: District 10
Applicant: John Lazar
Nomination Date: September 1, 2016
Nominated By: Supervisor Jane Kim

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? ☒ Yes ☐ No

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? ☒ Yes ☐ No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? ☒ Yes ☐ No

NOTES: NA

DELIVERY DATE TO HPC: September 19, 2016

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 6



City and County of San Francisco

JANE KIM
金貞妍

September 1, 2006
Regina Dick-Endrizzi, Director
San Francisco Small Business Commission
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

Re: Luxor Cabs

Dear Regina:

I would like to formally nominate Luxor Cabs as a candidate for the registry of Legacy Businesses in San Francisco. Luxor was formed in 1928, and the first cab company to cross the Bay Bridge. This business has operated 24 hours a day, every day of the year for over 85 years, one of the first cab companies in SF. It is an independently run, with more than 100 individual taxicab medallion holders currently affiliate with Luxor, which brings economies of scale and professional fleet management to each medallion holder. Their office and garage has been in several locations: 652 Polk Street from 1928; 1461 Pine Street from 1946; 1380 Bush Street from 1958; 350 Eighth Street from 1975; and currently 2230 Jerrold Avenue since 1985.

Luxor has contributed to the City's history by facilitating easy movement all around the City. They provide essential transportation services to all people, with a special emphasis on the City's senior and disabled residents. Luxor demonstrates that commitment by including expensive wheelchair accessible vehicles in their fleet and keeping them in service even during exceptionally difficult times. Day and night, rain or shine, generations of San Franciscans have depended on Luxor. Other notable features of the business is It also has the unique history of having a major cab company run by a woman from 1988 to 200 and their distinctive logo on their vehicles for the last 85 years.

San Francisco's community would be significantly diminished if Luxor's professionally managed and fully insured transportation service were to disappear. Hundreds and thousands of people would become effectively homebound without their easy to use and inexpensive paratransit service. Luxor also provides a living for the families of their drivers, all whom would suffer if the business were to disappear. Luxor Cabs Saloon is an important transportation service for San Francisco and deserves to join The Legacy Business Program. Attached are documents and articles that attest to the special character and historical value of this taxi service.

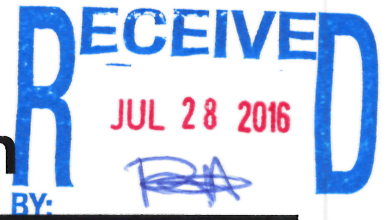
Sincerely,



Jane Kim

APPLICATION FOR

Legacy Business Registration



Legacy Business registration is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, and approval of the Small Business Commission.

1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Luxor Cab Co.		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
John Lazar		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
2230 Jerrold Avenue San Francisco, CA 94124		(415) 401-1422
		EMAIL:
		charles@luxorcab.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
http://www.luxorcab.com	Luxor-Cabs-Inc-149257678456394	

APPLICANT'S NAME	
John Lazar	<input type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE	
President and General Manager	
APPLICANT'S ADDRESS:	TELEPHONE:
Luxor Cab Co. 2230 Jerrold Avenue San Francisco, CA 94124	(415) 401-1401
	EMAIL:
	jlazar@luxorcab.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
523000070	94-0294280

BACKGROUND INFORMATION	
Founding Location: 652 Polk Street, SF 94102	
Current Headquarters Location: 2230 Jerrold Avenue, SF 94124	
Operating in San Francisco since: 1928	

NAME OF NOMINATOR:	DATE OF NOMINATION:

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
652 Polk Street	94102	1928-1946
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input type="checkbox"/> Current Headquarters	

OTHER ADDRESSES (if applicable)	ZIP CODE	DATES OF OPERATION
1461 Pine Street	94109	1946-1958

OTHER ADDRESSES (if applicable)	ZIP CODE	DATES OF OPERATION
1380 Bush Street	94109	1958-1975

OTHER ADDRESSES (if applicable)	ZIP CODE	DATES OF OPERATION
350 Eighth Street	94103	1975-1985

OTHER ADDRESSES (if applicable)	ZIP CODE	DATES OF OPERATION
2230 Jerrold Avenue	94124	1985-present

3. Eligibility Criteria

Attach the business's historical narrative.

4. San Francisco Taxes, Business Registration, Licenses, Labor Laws, and Public Information Release

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.

JOHN LAZAR

6/27/16

Name (Print):

Date:

Signature:



Luxor Cabs, Inc.
Historical Narrative

Eligibility Criteria, Application for Legacy Business Registration

Please see the attached "Quick Facts About Luxor Cab" which includes a selection of historical photographs showing our taxicabs through the years. Also attached is "Luxor Cab's Community Involvement" which describes the many ways that Luxor seeks to give back to our community.

Criterion 1:

a.) Luxor Cab is a San Francisco business that has operated 24 hours a day, every day of the year for over 85 years. We provide essential transportation services to all people, with a special emphasis on our City's senior and disabled residents.

b.) Luxor was formed in 1928. There is no single owner, rather the company is owned by a group of shareholders. More than 100 individual taxicab medallion holders currently affiliate with Luxor, which brings economies of scale and professional fleet management to each medallion holder. Our office and garage has been in several locations: 652 Polk Street from 1928; 1461 Pine Street from 1946; 1380 Bush Street from 1958; 350 Eighth Street from 1975; and currently 2230 Jerrold Avenue since 1985.

Criterion 2:

a.) Luxor has contributed to our City's history by facilitating easy movement all around the City. Day or night, rain or shine, generations of San Franciscans have depended on Luxor to get them to the Opera and Symphony, to restaurants and work and school and hospitals. Countless visitors to San Francisco have depended on our drivers to get them safely to train stations and airports. Hotels, restaurants and bars have long depended on our service to bring patrons to their business, and to get them home after an evening of partying.

b.) Luxor is famous for its distinctive shield-like logo on the sides of our taxicabs. The logo dates from the very earliest years of our company. Our red, white and blue colors are similarly distinctive and mark our vehicles as well-maintained, fully insured and professionally operated.

c.) The community that Luxor serves is the entire population of San Francisco and the many visitors to our great City.

Criterion 3:

a.) The most notable physical feature of our business is the distinctive logo on our vehicles. We have used it with only minor changes for 85 years and we intend to continue that tradition.

b.) We continue to maintain our tradition of serving all people, including people with disabilities.

c.) We demonstrate that commitment by including expensive wheelchair accessible vehicles in our fleet and keeping them in service even during these exceptionally difficult times. We also participate in the Paratransit Coordinating Council in order to maintain an open dialogue with our senior and disabled customers. Our staff serve as volunteer officers of the PCC and Multimodal Accessibility Advisory Committee (MAAC).

d.) Our citywide community would be significantly diminished if our professionally managed and fully insured transportation service were to disappear. Hundreds or even thousands of people would become effectively homebound without our easy to use and inexpensive paratransit service. Luxor also provides a living to the families of our hundreds of drivers, all of whom would suffer if our business were to disappear.

Luxor Cabs, Inc.

2230 Jerrold Avenue, San Francisco CA 94124, Tel. (415) 282 1224 Fax (415) 282 1706

Quick Facts About Luxor Cab

1. Luxor was established in 1928 and has been in continuous operation every day since then. Luxor provides service 24 hours a day every day of the year.
2. Our fleet of 162 cabs is the second largest in San Francisco. We are an association of more than 100 individual taxicab medallion holders operating together under the direction of long-time shareholders and a board of directors.
3. Luxor adopted radio dispatch in the 1940s, decades before radio dispatch was required. We have always been known for our good dispatch service to the neighborhoods whereas most other cab operators focus exclusively on the downtown area and the airport.
4. Luxor added computerized dispatch and credit card acceptance in the 1990s, again many years before required. We currently dispatch up to several thousand trips per day.
5. Luxor is the largest provider of ramp taxi service for wheelchair users. For a cab company, ramp taxi service is the most expensive and challenging type of service that a cab company can provide, yet we have always provided ramp service to wheelchair users at no additional cost. Luxor had ramp taxis years before the ADA and before there was a requirement to provide that service. Luxor is also the largest provider of paratransit rides, a subsidized taxi transportation service for seniors and disabled people.
6. Luxor began investing in hybrid vehicles in the 1990s, years before they were required. Almost all of our fleet is now hybrid or alternative-fuel. The non-green vehicles remaining at Luxor are ramp taxis for which there is no affordable hybrid or alternative fuel model available.
7. Luxor was the first to introduce London cabs to San Francisco, which unfortunately did not work out well.
8. Luxor was the first to adopt smart phone apps. Beginning in 2008 with TaxiMagic Luxor has provided app-based dispatch continuously. Currently Luxor cabs are e-hailed using the Luxor app, Flywheel and UberTaxi. We will soon introduce the new nationwide Arro app.
9. Luxor operates a 24-hour full-service facility complete with: a fuel service station; a union-staffed body and paint shop, tire shop and major repairs shop; a dispatch call-center; a claims and insurance office; and all administrative and accounting services for our company and associates.
10. Luxor also operates a luxury limousine service, Luxor Executive Car Service.

Updated January 2016

Luxor Cabs, Inc.

2230 Jerrold Avenue, San Francisco CA 94124, Tel. (415) 282 1224 Fax (415) 282 1706

Luxor Cab's Community Involvement

Safe-and-Sober Rides Program - We partner with Berg Injury Lawyers four times a year to provide free rides home for patrons of restaurants and bars. We offer the service on New Year's Eve, Halloween, Cinco de Mayo and St. Patrick's Day.

Pink Ride Program – We participated in the first-ever TLPA-sponsored event to provide funds to fight breast cancer. Luxor partnered with a local non-profit, **Breast Cancer Emergency Fund**. We dedicated one cab for the purpose which was specially decorated for the month of October. For every trip taken in that cab during the month, we donated \$1 to the Breast Cancer Emergency Fund.

Shanti Project – We are regular sponsors of the Shanti Project's annual fundraising dinner.

Clean SF – Luxor staff and drivers volunteered for a project sponsored by the Department of Public Works to help clean graffiti and identify clean-up spots throughout the City.

Best of the Bay 2011 – Luxor has been awarded the "Best of the Bay" award by San Francisco Magazine for four years in a row.

Paratransit Coordinating Council – Our staff members have served as members and officers alongside disabled passengers on the San Francisco PCC for many years.

Accessible Vehicles – Luxor has the largest fleet in San Francisco of wheelchair accessible ramp taxis.

Project Homeless Connect – Luxor participates in regular Homeless Connect events organized by San Francisco agencies for public health and social services. Our drivers and cabs donate services for clients who need transportation to and from various facilities that the clients are referred to. The program is a national model for service delivery. Luxor has participated since its inception more than five years ago.

Taxicab, Limousine and Paratransit Association – Luxor is a longtime member and active participant in the international taxicab industry association.

Taxicab Paratransit Association of California – Luxor is a leading member of the statewide taxicab industry association.

Charter Reform Working Group – Two Luxor staff members served on a key committee formed by the San Francisco Taxi Commission to plan an overhaul of an antiquated regulatory structure.

Taxi Advisory Council – Luxor staff serves on the industry body advising the San Francisco Municipal Transportation Agency on taxicab-related matters.

Afghan Veteran Widows Welcome – Luxor provided two days of complimentary transportation for a group of visiting widows of US servicemen who died in Afghanistan.

Toys for Tots – We partner with The San Francisco Fire Department and with Lefty O'Doul's Restaurant to provide free residential pickup by taxi of donated Christmas toys from callers throughout the city.

Luxor is a member of the **SF Chamber of Commerce**, the **Hotel Council** and **SF Travel**, and is a supporter of the **Mission Educational Project**.

San Francisco General Hospital and the **Department of Public Health** depend on Luxor for their contracted patient transportation services. We also provide voucher accounts for **California Pacific Medical Center** patients and for the **American Cancer Society**. Luxor is also the largest provider of **Paratransit** service and **ramp taxi** service to wheelchair users.

Luxor staff participates in City Hall transportation-related initiatives including **Vision Zero**, **Better Market Street** and the **Late Night Transportation Working Group**.

- Updated March 2016





1321

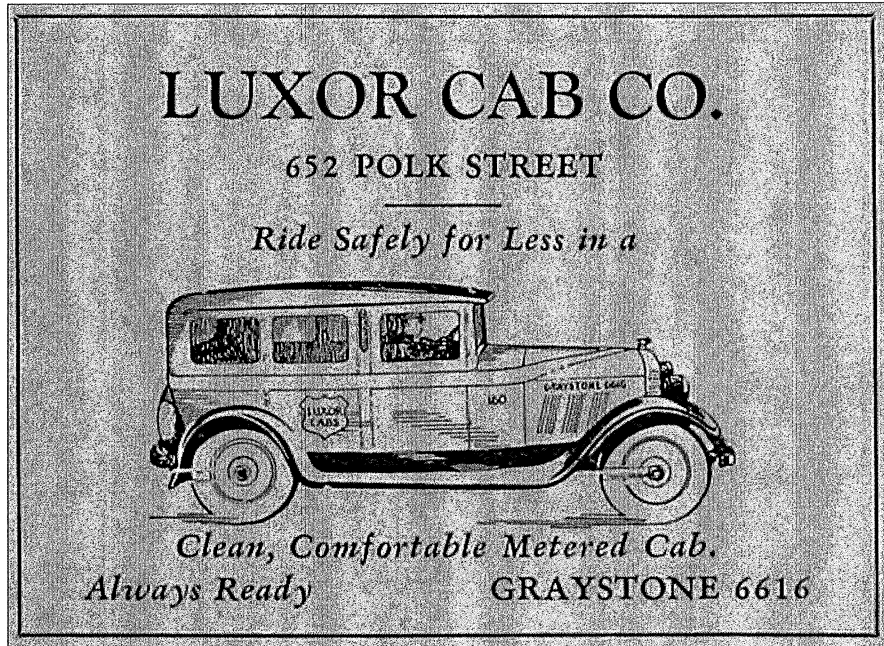
282-4141

LEASED TO DRIVER

www.luxorcab.com



SAN FRANCISCO TAXICAB



Early Luxor Cab advertisement



Luxor cab #256 on Sutter Street near Leavenworth 1931



Group photo at a Shell station



Group photo



Anywhere in SF for \$1.35



Luxor Cab, first across the Bay Bridge



First 1950 Studebaker Luxor



Luxor Cab and a cable car on Hyde Street

Cabs Held to 2 Hits; Win 5th Straight

Hargiss Turns in Good Game to Give Keneally Seals Victory

Although held to two hits by Gene Keagle, the Luxor Cabs scored a 1-0 victory over the Tallant Tubbs Senators yesterday at the Seals Stadium to make it five straight victories in the second half of the Stadium League.

The only run of the game for the Cabbies came in the fourth inning when Goldstein drove out a single to score Moscone who had walked. The Senators connected for a hit in every inning except the seventh but could not score a run.

Keneally Seals breezed through to a 6-1 victory over the Peerless Laundry behind the two-hit pitching of Hargis, a youngster. Hargis was master of the situation throughout and because of his two-hit game was signed to report at the Seals training camp in the spring.

Off to a flying start the Etalo Market club triumphed over the Granat Bros. Jewelers by a 5-4 measure, while the Dalmo Manufacturing Company and Boldemann Chocolates battled to a 2-2 deadlock in the opening game.

TALLANT TUBBS				LUXOR CABS			
	AB	R	H		AB	R	H
Benedetti, rf	4	0	1	Roscelli, lf	3	0	0
Petroci, s	4	0	2	Drury, 3b	3	0	0
Cook, 3b	1	0	0	Morganstern, 2b	3	0	0
Deutcher, 1b	3	0	0	Moscone, rf	1	1	0
Davis, cf	3	0	1	Riddell, 1b	2	0	1
Eastland, lf	3	0	1	Goldstein, cf	2	0	1
Botto, 2b	3	0	0	Danato, s	2	0	0
Strand, c	3	0	1	Anti, c	2	0	0
Keagle, p	3	0	0	Yerby, p	2	0	0

Total	27	0	6	Totals	20	1	3
Tallant Tubbs.....	0	0	0	0	0	0	0
Hits	1	1	1	1	1	1	0
Luxor Cabs	0	0	0	1	0	0	1
Hits	0	0	0	2	0	0	2

Runs responsible for—Keagle 1. Struck out—By Keagle 6, Yerby 4. Bases on balls—Off Keagle 2, Yerby 2. Wild pitch—Yerby. Stolen bases—Moscone. Petroci. Runs batted in—Goldstein. Double plays—Keagle to Deutcher. Morganstern to Riddell. Yerby to Drury to Riddell. Passed ball—Anti. Umpires—Hawks, Zenic. Scorer—Haas. Time of game—1h 35m.

FORTUNE Small Business

Clean Machines

A Bay Area taxi company gambles on hybrid cars.

By Maggie Overfelt

September 1, 2005

(FORTUNE Small Business) – Shortly after 7 a.m. on a recent Thursday morning, John Lazar drove up a winding road to Twin Peaks. Gazing out over downtown skyscrapers to the gray waters of San Francisco Bay, the 53-year-old president of Luxor Cab showed a touch of swagger as he assessed his competition in the cutthroat local taxi business. "They're like McDonald's," he said. "And I'm the Ruth's Chris Steak House."

Lazar's value proposition is service and environmental sensitivity. In 2003 he deployed 20 fuel-efficient, diesel-powered London taxis that can accommodate passengers with wheelchairs. And last November, Lazar added five Ford Escape Hybrid SUVs.



Lazar isn't the only fleet manager buying hybrid cars. Big corporations such as FedEx and Hoffmann--La Roche have invested in gas-electric vehicles in recent years, as have more than 80 local governments. J.D. Power & Associates reports that nearly 88,000 hybrids were sold in the U.S. in 2004. Corporate fleets accounted for 11% of all new hybrid registrations last year, according to Bobit Business Media's 2004 Automotive Fleet Fact Book.

Hybrid cars are good for the environment because they consume less fossil fuel and emit less particulate matter than do conventional vehicles. But it is unclear whether owning a hybrid is good for your balance sheet. In a back-of-the-envelope calculation, FSB compared Ford's conventional Escape SUV (24 mpg city, list price \$25,000) with a comparably equipped Escape Hybrid (36 mpg city, list price \$29,000). We assumed that the SUV is driven 25,000 miles a year, that we're in the 25% federal tax bracket and have received a one-time \$2,000 tax deduction from the federal government, and that gas costs \$2.25 a gallon. Given that, it will take about 4½ years to recoup the added cost of the hybrid.

Lazar's Escape Hybrids run 20 hours a day, seven days a week, more than 90,000 miles a year. At that pace the breakeven point drops to just one year. Taxis are an extreme case, of course; most fleet vehicles don't run anywhere near that much. Actual mileage varies widely from business to business, but 25,000 miles a year is a good rule of thumb, says Chris Brown, senior editor of Business Fleet Magazine. But when you factor in federal tax breaks (California and other states offer additional incentives), higher resale values, and lower projected maintenance costs, hybrids start to look more interesting. "We're finally seeing something more efficient than a traditional combustion engine," says Brown.

Any vehicle that combines two or more sources of power is a hybrid. The Escape and the Toyota Prius, the two models most widely used by fleets, are powered by a gas engine and a battery that recharges by recovering energy used when braking. The Escape was the first gas-electric SUV to run at low speeds without consuming gasoline. Both the Escape and the Prius stay in electric mode until about 20 mph. Both produce 30% to 50% less harmful emissions than conventional cars and use about two-thirds as much gas.

Besides the eerie quiet of the electric engine, Lazar's drivers say they don't notice any performance difference with the Escapes. "It's as good as my old Crown Victoria," says veteran cabbie Alan Gochberg. So far Lazar's hybrids haven't required extra maintenance. Even so, hybrid cars have been a better deal for Lazar's drivers than for his company. Gochberg leases his Escape hybrid from Lazar and buys his own gas. Depending on the price of gas, he saves \$15 to \$20 a day in fuel costs--enough over the past six months to take his wife on vacation later this year.

Lazar gets \$2,000 in local government incentives for each hybrid he buys. But each new Escape winds up costing him an extra \$8,000, because the Escape costs about \$10,000 more than the used Ford Crown Victoria sedans he normally buys. And San Francisco cab companies can't charge drivers more than an average of \$90 a day to lease their vehicles. Lazar and other taxi owners are lobbying city officials to raise the maximum daily charge. That would help Lazar buy more hybrids, he argues. At least one city official is sympathetic. "I would support the increase if it's tied to an initiative that would actually improve the environment," says Jordanna Thigpen, San Francisco's small-business commissioner.

Meanwhile, Lazar's business is growing--for his drivers, at least. Luxor Cab gets about 5,000 calls a day, up from 3,500 three years ago, and the company boasts 200 drivers, up from 80 in 1998. Lazar claims he didn't buy hybrid cars to boost his bottom line. "I do it because I'm an environmental guy," he says.

Filing Date: September 19, 2016
Case No.: 2016-012236LBR
Business Name: Luxor Cab Co.
Business Address: 2230 Jerrold Avenue
Zoning: PDR-2 (PDR Production, Distribution, and Repair)
65-J Height and Bulk District
Block/Lot: 5230/007
Applicant: John Lazar, President and General Manager
2230 Jerrold Avenue
San Francisco, CA 94124
Nominated By: Supervisor Jane Kim, District 6
Staff Contact: Desiree Smith – (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Luxor Cab Co. is an independently-owned cab company providing transportation services to all people, with a special emphasis on senior and disabled residents, since 1928. Its location has changed several times over the years but it has operated 24 hours a day, every day of the year, for 88 years. Its office and garage has been located at 2230 Jerrold Avenue between Toland Street and Napoleon Street in the southeast quadrant of the city since 1995. More than 100 individual taxicab medallion holders are currently affiliated with Luxor and the company prides itself on its providing a living wage to all of its employees and maintaining a fully-insured fleet of 162 cabs. Luxor Cab Co. is the largest provider of ramp taxi service for wheelchair users and the largest provider of paratransit rides, a subsidized taxi transportation service for seniors and disabled people, in the city. The company is owned by a group of shareholders rather than a single owner and is known for its distinctive shield-like logo on the sides of its taxicabs.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*
1928
2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Luxor Cab Co. qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Luxor Cab Co. has operated for 88 years.
- ii. Luxor Cab Co. has contributed to the City's history and identity by serving as an independently-owned company providing reliable and essential transportation

services to all people, with an emphasis on serving the city's senior and disabled residents.

- iii. Luxor Cab Co. is committed to maintaining the physical features or traditions that define its tradition of providing essential transportation services to all people, especially seniors and disabled residents, by maintaining a fleet of well-maintained, fully-insured, and professionally operated vehicles driven by over 100 individual taxicab medallion holders.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes, Luxor Cab Co. is associated with the tradition of providing essential transportation services to all people, especially seniors and disabled residents, and demonstrates its commitment to providing quality service through its association with over 100 taxicab medallion holders.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

No. The Department considers the building a "Category C Property," and has determined that it is not eligible for listing on local, state, or federal registers. Based on preliminary research and information available at the Planning Department, it does not appear that the property is significant for its association with significant events or persons.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. Fortune Small Business, September 1, 2005, "Clean Machines: A Bay Area taxi company gambles on hybrid cars," by Maggie Overfelt.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2230 Jerrold Avenue

Recommended by Applicant

- Its distinctive shield-like logo and its red, white, and blue colors, visible on all vehicles
- Tradition of serving all people, including people with disabilities by maintaining a fleet of wheelchair accessible vehicles
- Participation on the Paratransit Coordinating Council and Multimodal Accessibility Advisory Committee
- Commitment to providing a living wage for its employees

Additional Recommended by Staff

- Business model, in which more than 100 individual taxicab medallion holders affiliate with Luxor
- Signage on exterior depicting Luxor's shield-like logo



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 801 HEARING DATE OCTOBER 19, 2016

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Case No.: 2016-012236LBR
Business Name: Luxor Cab Co.
Business Address: 2230 Jerrold Avenue
Zoning: PDR-2 (PDR Production, Distribution, and Repair)
65-J Height and Bulk District
Block/Lot: 5230/007
Applicant: John Lazar, President and General Manager
2230 Jerrold Avenue
San Francisco, CA 94124
Nominated By: Supervisor Jane Kim, District 6
Staff Contact: Desiree Smith – (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR LUXOR CAB CO., CURRENTLY LOCATED AT 2230 JERROLD AVENUE (BLOCK/LOT 5230/007).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on October 19, 2016, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission** hereby recommends that Luxor Cab Co. qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission** hereby recommends safeguarding of the below listed physical features and traditions for Luxor Cab Co.

Location (if applicable)

- 2230 Jerrold Avenue

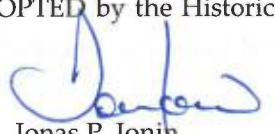
Physical Features or Traditions that Define the Business

- *Its distinctive shield-like logo and its red, white, and blue colors, visible on all vehicles*
- *Tradition of serving all people, including people with disabilities by maintaining a fleet of wheelchair accessible vehicles*
- *Participation on the Paratransit Coordinating Council and Multimodal Accessibility Advisory Committee*
- *Commitment to providing a living wage for its employees*
- *Business model, in which more than 100 individual taxicab medallion holders affiliate with Luxor*
- *Signage on exterior depicting Luxor's shield-like logo*

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission** hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2016-012236LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was **ADOPTED** by the Historic Preservation Commission on October 19, 2016.



Jonas P. Ionin
Commission Secretary

AYES: Hasz, Johnck, Johns, Pearlman

NOES: None

ABSENT: Hyland, Matsuda, Wolfram

ADOPTED: October 19, 2016