



Convention & Visitors Bureau

## News Release

125 S. Market Street • Suite 300 • San Jose, CA 95113  
phone: 408-295-9600 • fax: 408-295-3937 • www.sanjose.org

FOR IMMEDIATE RELEASE  
MAY 27, 2003

CONTACT: Marie Rothhauser, 408.792.4125  
mrothhauser@sanjose.org

### **EIGHT NEW TAXICAB STANDS ESTABLISHED THROUGHOUT DOWNTOWN SAN JOSE**

#### **Downtown Presence Will Increase Taxi Visibility and Ridership**

**SAN JOSE, CALIF.** – The Taxicab Advisory Team, created by the city of San Jose in January 2001, introduced the availability of eight new taxicab stand locations throughout downtown San Jose. The new taxicab stands, which hope to increase taxi visibility and ridership are located at several downtown hot spots, including South First Street (SoFA district) at San Salvador, San Pedro Square near Sonoma Chicken Coop, East San Fernando Street next to Gordon Biersch, Post Street, the HP Pavilion, the Center for Performing Arts, Diridon Train Station, and additional spots at the Fairmont and Hilton Hotels (see attached map).

Taxicab stands at the Greyhound station at Almaden Avenue, the San Jose McEnery Convention Center and the Fairmont Hotel have already been in operation, and have helped increase the availability of taxis. The Taxi Advisory Team is made up of area stakeholders representing the customer, the city, taxi drivers, taxi owners and Norman Y. Mineta San Jose International Airport. The Taxicab Advisory Team hopes to increase awareness of the taxicab stands, and generate ridership among residents and visitors as an easier, faster transportation alternative to getting around downtown San Jose and its outlying attractions.

“Though taxis aren’t as prevalent in San Jose when compared to other major metropolitan cities, these new taxicab stands provide drivers the infrastructure needed to support the taxicab industry and our visitors,” said Dan Fenton, president and CEO of the San Jose CVB, and co-chair of the Taxicab Advisory Team. “Installing taxicab stands throughout downtown is a way to increase ridership, as well as support the industry, which has been hit hard since September 11, 2001.”

In addition to increasing ridership and taxicab presence, the Taxicab Advisory Team focuses on improving public perception of the industry. Because taxis are not frequently utilized as a viable means of transportation in San Jose, the Taxicab Advisory Team hopes the new taxicab stands service will change public perception and encourage taxi use.

“There are several activities taking place in the downtown area either through redevelopment or economic development,” said Jim Ortbal of the city’s department of transportation. “The new taxicab stands will provide an added service to residents and visitors by promoting the use of taxis as a new transportation alternative to mitigate traffic congestion and parking issues.”

#### **About The Taxicab Advisory Team**

The Taxicab Advisory Team was established in January 2001, by the City of San Jose to develop recommendations for enhancing the viability of the taxicab industry. The Taxicab Advisory Team is made up of area stakeholders representing the customer, the city, taxi drivers, taxi owners and Norman Y. Mineta San Jose International Airport. Since its inception, the Taxicab Advisory Team has implemented several proposals including the Taxicab Vehicle Age and Mileage Ceilings, the Taxicab Rate Increase and the Taxicab Stands. The Taxicab Advisory Team is also in the progress of building a customer service/training program. For more information about the Taxicab Advisory Team, please contact Jason Burton of the Department of Transportation at (408) 794-1427 or via email at Jason.Burton@ci.sj.ca.us.

**About The San Jose Convention and Visitors Bureau (SJCVB)**

The San Jose Convention and Visitors Bureau (SJCVB) enhances the image and economic well being of San Jose by taking the leadership role in marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau's Destination Services department serves as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San Jose, the Bureau's Visitor Services department can provide tools for learning about and planning a trip to San Jose. For a calendar of events or to receive a copy of the Bureau's Destination Planning Guide, please contact the San Jose Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

###