



**Seattle**



**King County**

<p>Department: <b>City of Seattle Department of Finance and Administrative Services</b></p>	<p>Rule No: FOR-HIRE TRANSPORTATION- 06-2024</p>	<p>Supersedes: Clerk Files 307683, 314147, 314148, and 314149</p>
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<p>Subject: Uniform Color Schemes and Exterior and Interior Markings for Vehicles</p>	<p>Code and Section Reference(s): SMC 6.311.200.B, .310.A.7, .310.A.8, .310.A.13, and .360.A.19  SMC 6.311.470 (rulemaking authority)</p>	
<p>Approved: <small>DocuSigned by:</small> <i>Beth Gappert</i> <small>C73B801E510B4F1...</small> Division Director <small>DocuSigned by:</small> <i>Sherni Crawford</i> <small>D0741553157C40F...</small> Business Unit Officer <small>DocuSigned by:</small> <i>Kiersten Grove</i> <small>210E00A2E8CB4AC...</small> Kiersten Grove, Acting Director</p>	<p>6/21/2024 Date 6/21/2024 Date 6/24/2024 Date</p> <p><b>King County / Department of Executive Services</b> <b>Document Code No.:</b> FHT-6-2024-PR <b>Repeals:</b> New <b>Title:</b> Uniform Color Schemes and Exterior and Interior Markings for Vehicles <b>Effective Date:</b> <b>Authorities:</b> KCC 6.65.200.B, .310.A.7, .310.A.8, .310.A.13, and .360.A.19; KCC 6.65.470 (rulemaking authority) <b>Keywords:</b> <b>Sponsoring Agency:</b> Records and Licensing Services Division (RALS)</p> <p><small>DocuSigned by:</small> <i>Lorraine Patterson-Harris</i> <small>8FC3E76CE8FD408...</small> <b>Director signature:</b> _____</p> <p><b>Date signed:</b> 6/24/2024 _____</p>	

## City of Seattle and King County For-Hire Transportation Rules

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### City of Seattle Director’s Rule FOR-HIRE TRANSPORTATION-06-2024 and King County Public Rule FHT-6-2024-PR – Uniform Color Schemes and Exterior and Interior Markings for Vehicles

Pursuant to an interlocal agreement, the City of Seattle and King County work cooperatively to regulate for-hire passenger transportation. The following Rule supersedes City of Seattle Clerk Files 307683, 314147, 314148, and 314149, and King County adopts this Rule as new.

- I. **Purpose.** To establish requirements for the physical appearance of licensed taxicabs and for-hire vehicles. The requirements pertain to both the interior and exterior of the vehicle.
  
- II. **Definitions.** When used in this Rule, the following term(s) are defined as follows:
  - 1. “Director” means the director of King County’s Department of Executive Services and/or the City of Seattle’s Director of Finance and Administrative Services, or their designees.
  - 2. “Fleet” means a group of one or more vehicles affiliated with a transitional regional dispatch agency or a regional dispatch agency operating under a uniform color scheme (i.e., a brand or a doing business as (dba)).
  - 3. “Uniform color scheme” means the color or colors used by vehicles affiliated with a transitional regional dispatch agency or regional dispatch agency, and approved by the Director for exclusive use.

### III. **Requirements.**

#### **Uniform Color Schemes**

- 1. The uniform color scheme(s) used by a transitional regional dispatch agency (TRDA) or a regional dispatch agency (RDA), or each fleet affiliated with the TRDA or RDA, shall be one or more approved colors.
  
- 2. A TRDA or RDA will submit to the Director a sample color chip(s) of the proposed uniform color scheme(s) when applying for a transitional regional dispatch agency license or a regional dispatch agency license for the first time or when the proposed uniform color scheme(s) differs from the uniform color scheme(s) currently on record with the Director. Submittal may occur at the time of annual license renewal or at a time agreed upon by the Director and TRDA or RDA representative.

Consistent with this Rule, the Director must approve all proposed uniform color schemes that do not match the approved uniform color scheme(s) currently used by another licensed TRDA or RDA.

The Director will not approve white as a uniform color scheme if proposed for exclusive use by any TRDA or RDA. Any TRDA or RDA without an approved uniform color scheme may allow affiliated vehicles to use white vehicles and a combination of letters, numbers, graphics and/or accents to distinguish those vehicles from vehicles affiliated with another TRDA or RDA.

3. The uniform color scheme(s) for all vehicles affiliated with the TRDA or RDA, or a fleet affiliated with the TRDA or RDA, must be identical and conform with the sample color chip(s) approved by the Director.
4. The TRDA or RDA logo, if any, will be in a color that contrasts with the portion of the vehicle where the logo is placed. In no event will the logo be the sole difference between uniform color schemes. The Director may request supporting documentation from a TRDA or RDA to confirm a contrast ratio of at least 3 to 1 using a commonly available color contrast analyzer.
5. The uniform color scheme and logo will be permanently affixed (painted and/or applied vinyl graphics) to the vehicle.
6. Any decorative accents, including a stripe, must be approved by the Director. The accents will not interfere with or significantly alter the uniform color scheme. Accents must be identical for all vehicles affiliated with the TRDA or RDA.

A stripe will run the full length of the vehicle and will not be less than three (3) inches in width. In no event will the stripe be the sole difference between uniform color schemes.

7. Any graphics must be approved by the Director. The graphics will not interfere with or significantly alter the uniform color scheme.

A wheelchair accessible vehicle may affix the International Symbol of Accessibility on each of the vehicle's four sides. The affixed symbol must comply with all other requirements outlined by this Rule.

8. The medallion system for for-hire vehicles will not be in effect after March 31, 2026. When a for-hire vehicle converts to a taxicab, the for-hire vehicle may retain its (two-color) uniform color scheme as long as the vehicle remains affiliated with the same TRDA or RDA and as long as one-third of the vehicle is painted the uniform color scheme approved for the vehicle's affiliated TRDA or RDA. This provision will not supersede any related policy on uniform color schemes required by the vehicle's affiliated TRDA or RDA.

A TRDA or RDA that operates more than one fleet may choose to retain a separate uniform color scheme for each fleet as long as the color scheme within each fleet is uniform.

**Exterior Vehicle Markings – Trade Name and Medallion Number**

9. The medallion number associated with the taxicab or for-hire vehicle shall be the same number displayed on the taxicab or for-hire vehicle.
10. The medallion number will be placed on the vehicle in the following locations:
  - a. On the front portion of the vehicle's hood in a position reasonably visible to a person standing in front of the vehicle;
  - b. On the rear portion of the vehicle's trunk lid in a position reasonably visible to a person standing to the rear of the vehicle; and
  - c. On both left and right rear roof posts.

If the vehicle design does not permit placement of the medallion number in these locations, then the Director will designate alternative locations.

11. The medallion number will be in a color that contrasts with that portion of the vehicle where it is placed.
12. TRDA and RDA trade names must be approved by the Director. The Director may reject a proposed trade name if deemed too similar to another trade name already approved and in use.

The trade name will be permanently affixed to both front doors of the vehicle. The trade name will be in a color that contrasts with the portion of the vehicle where it is placed. The trade name will be centered on the upper one half (1/2) of the doors so that it is reasonably visible to a person at the side of the vehicle.

13. The vehicle trade name and the medallion number will use letters and numbers a minimum of four (4) inches in height with the width proportional to the height.
14. The TRDA or RDA telephone number will be permanently affixed on both front doors of the vehicle. The telephone number will use numbers a minimum of two and one half (2-1/2) inches in height with the width proportional to the height.
15. A for-hire vehicle that converts to a taxicab will adopt both the TRDA or RDA's trade name and telephone number on the affiliated vehicle at the time of conversion. The Director will not grant any transition period to comply with this requirement.

**Exterior Vehicle Markings – Advertisements**

16. Any advertisements or other displays placed on or in the vehicle must not obscure any part of the required exterior or interior vehicle markings required by this Rule.

**Exterior Vehicle Markings – Rates and Fares Statement**

17. A sign indicating the following statement:

“Rates or fares may vary. Confirm the fare or rate before you accept the ride.”

The sign will be permanently affixed on the outside of the rear passenger doors on both sides of the vehicle and positioned beneath the window line and centered on the upper one half (1/2) of the rear passenger doors. Letters and numbers will not be less than three quarters (3/4) inch in height and the width will be proportional to the height. The rate information will be in a color which contrasts to the portion of the vehicle where it is displayed.

Nothing in this Rule shall prohibit a TRDA or RDA from requiring affiliated vehicles from posting the regional taximeter rates or other rates or fares established by the TRDA or RDA.

The TRDA or RDA is encouraged to contact the Director when considering the addition of rate and fare information to the vehicle's exterior.

18. A for-hire vehicle that converts to a taxicab will adopt the exterior rates and fares statement on the affiliated vehicle at the time of conversion. The Director will not grant any transition period to comply with this requirement.

**Interior Vehicle Markings – Rate Information**

19. A sign indicating the following statement:

“Rates or fares may vary. Confirm the fare or rate before you accept the ride.”

The sign will be permanently affixed to the top of the left window immediately behind the driver to be readily discernible to passengers. The sign will have a transparent background. The letters and numbers will have the same size requirements as for exterior displays and will be in a dark color.

Nothing in this Rule shall prohibit a TRDA or RDA from requiring affiliated vehicles from posting the regional taximeter rates or other rates or fares established by the TRDA or RDA.

The TRDA or RDA is encouraged to contact the Director when considering the addition of rate and fare information to the vehicle’s interior.

20. In a for-hire vehicle that has not yet converted to a taxicab, a sign indicating “Vehicle charges a flat rate and fare is determined by zones. Driver is required to provide a rate book upon customer request. Application dispatch fare supersedes rate book” must be permanently affixed to the driver’s-side rear window. The sign must have a transparent background and use three quarters (3/4) inch lettering.
21. A for-hire vehicle that converts to a taxicab will adopt the interior rate information markings in the affiliated vehicle at the time of conversion. The Director will not grant any transition period to comply with this requirement.

**Interior Vehicle Markings – Passenger Information**

22. A passenger information decal will be placed on the rear driver-side window below the rate information decal. The lettering and numbers on the decal will be black and not less than one-half (1/2) inch in height and the width will be proportional to the height. In addition, this decal must have a transparent background. No other information will be included on the passenger information decal without the prior written approval of the Director.
23. The passenger information decal will include the following information for passengers:
  - a. The TRDA or RDA trade name and medallion number (e.g., “Yellow 101”);
  - b. The statement: “The driver of this vehicle is required to provide each passenger with a receipt upon payment of the fare.”; and
  - c. The statement: “Passenger Complaint Hotline: (206) 296-TAXI.”
24. Alternatively, the information required in section 23 may appear electronically on a screen, which may be part of a smart taximeter system, mounted to face a passenger sitting in the vehicle’s rear seat.

25. A passenger information notice in raised upper case common lettering and in Grade 2 Braille must be placed on the inside of all passenger doors above the arm rest.

The raised lettering notice will have white characters on a non-glare black background. The characters will be raised at least 1/32-inch and will have a height of at least 5/8-inch. The characters will have a stroke thickness of between 10%-20% of the height of the character and will be solid rather than hollow.

The Grade 2 Braille notice will have dots uniform in size, solid and rounded, with a height of at least 1/40-inch (0.025 inch) and a diameter of at least 3/50-inch (0.06 inch). The interdot spacing center-to-center will be at least 1/10-inch (0.1 inch). The horizontal distance between cells will be at least 3/10-inch (0.3 inch). The Braille display must conform to requirements prescribed by the Americans with Disabilities Act (ADA). The combined notice in raised lettering and Braille translation will contain the following information:

- a. The TRDA or RDA trade name and medallion number (e.g., "Yellow 101") and
- b. The statement: "Passenger Complaint Hotline: (206) 296-8294."

26. The Director may investigate alternatives to the passenger information notice required in section 25. In doing so, the Director may consult with people who read Braille on best ways to facilitate communication with drivers. Until the Director promulgates an alternative, the requirements in section 25 remain in place.

27. A paper reproduction of the regional for-hire driver's license will be affixed on the passenger side of the dashboard using two-sided hook and loop fasteners (e.g., VELCRO® brand products) so it is visible to all passengers. The reproduction will not be less than six (6) inches in width and four (4) inches in height.

28. The TRDA or RDA may require the owner of an affiliated vehicle to post one (1) agency specific sign inside the vehicle if that sign provides information for passengers to offer feedback to the TRDA or RDA about their experience or about the TRDA or RDA's lost and found policy. Placement of the sign must not obscure any part of the required interior vehicle markings required by this Rule.

- IV. Implementation.** Unless specified otherwise in this Rule, these requirements take effect immediately after the Director files this Rule with the Seattle City Clerk and with the King County Archives, Records Management, and Mail Services Section (ARMMS).
- V. Rule Maintenance.** The Director will consider costs to comply with these requirements and feedback from TRDA or RDA representatives, medallion owners, vehicle owners, and drivers among other factors, to determine whether this Rule needs revision.
- VI. Rule Enforcement.** The Director may review written documentation and consider community feedback to ensure compliance with the requirements outlined herein.