



**OFFICE OF COUNCILMEMBER ANITA BONDS**  
CHAIR, COMMITTEE ON EXECUTIVE ADMINISTRATION AND LABOR  
THE JOHN A. WILSON BUILDING  
1350 PENNSYLVANIA AVENUE, NW  
WASHINGTON, DC 20004

December 7, 2023

Nyasha Smith, Secretary  
Council of the District of Columbia  
1350 Pennsylvania Avenue, N.W.  
Washington, DC 20004

Dear Secretary Smith,

Today, I am introducing the “For-Hire Vehicle Trade Dress Requirement Enhancement Act of 2023” along with Councilmembers Brooke Pinto, Janeese Lewis-George, and Vincent Gray. This legislation will amend the D.C. Code to expand requirements for trade dress markings of vehicles operating in a rideshare capacity. Specifically, this measure will require clear, conspicuous signage on the side and rear windows of rideshare vehicles.

Rideshare companies match passengers with drivers of vehicles for hire via websites and/or mobile apps. The use of rideshare services, like Uber and Lyft, has exploded in the last decade. By the end of this year, the worldwide market size of the rideshare industry is expected to reach over \$70 billion. In the District, the use of rideshare services increased exponentially across the District and the metropolitan area upon the arrival of Uber in 2011. These services are now intertwined with our daily lives, and we must take steps to make sure that traffic safety on the roads is not compromised by the presence of rideshare vehicles.

Some evidence suggests that the rise of these “app-taxis” has led to an increase in traffic fatalities. In 2010, the number of U.S. roadway deaths totaled 32,885, its lowest level since 1949. That number increased to 37,461 in 2016. This research reveals that the introduction of ridesharing services accounts for a roughly 3 percent annual increase in those fatalities, or 987 people each year nationwide.

A big part of the problem is that rideshare vehicles often look like other, non-commercial vehicles on the road. While these vehicles are difficult to distinguish from private vehicles, they behave like traditional taxicabs, such as by pulling over to the side of the road against the flow of traffic or stopping unexpectedly. In addition, advancing technology and changing cultural norms have drastically altered traffic patterns in the District. For example, other non-traditional modes of transportation, such as electronic bicycles and scooters, have seen widespread adoption. The

addition of new bike lanes has helped adapt the District to these new traffic patterns, but the arrival of these varied modes of transportation requires us to take necessary steps to ensure the safety of all commuters and pedestrians.

This bill takes a step toward that goal by requiring clear signage on the side and rear windows of rideshare vehicles. This identification will make it easier for other drivers and pedestrians to quickly identify rideshare vehicles and anticipate the potential for erratic driving maneuvers by these vehicles. I am calling on my colleagues to support this measure, and I encourage the executive to sign it into law.

Thank you,

A handwritten signature in black ink, appearing to read 'ANITA BOND'.

Anita Bonds

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<sup>1</sup> National Institute of Mental Health statistics for 2021: [NIMH » Mental Illness \(nih.gov\)](https://www.nimh.nih.gov/health/statistics/2021-mental-illness-statistics)

<sup>2</sup> American Psychological Association national trends: [The national mental health crisis \(apa.org\)](https://www.apa.org/news/press-releases/2021/04/29/mental-health-crisis)

<sup>3</sup> National Institute of Mental Health list of mental illnesses: [NIMH » Brochures and Fact Sheets \(nih.gov\)](https://www.nimh.nih.gov/health/publications/brochures-and-fact-sheets)

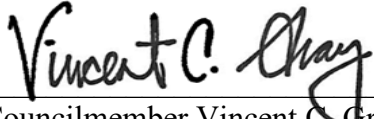
<sup>4</sup> American Psychological Association demand for treatment: [Demand for mental health treatment continues to increase, say psychologists \(apa.org\)](https://www.apa.org/news/press-releases/2021/04/29/mental-health-crisis)

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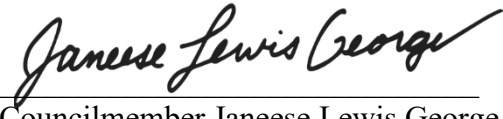
2 Councilmember Brooke Pinto



Councilmember Anita Bonds

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6 Councilmember Vincent C. Gray



Councilmember Janeese Lewis George

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9 A BILL

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13 IN THE COUNCIL OF THE DISTRICT OF COLUMBIA  
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17 To amend the District of Columbia Taxicab Commission Establishment Act of 1985 to require  
18 additional trade dress markings for vehicles-for-hire to be displayed on the vehicle's  
19 windows.

20  
21 BE IT ENACTED BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this  
22 act may be cited as the "For-Hire-Vehicle Trade Dress Requirement Enhancement Act of 2023".

23 Sec. 2. The District of Columbia Taxicab Commission Establishment Act of 1985,  
24 effective March 25, 1986 (D.C. Law 6-97; D.C. Official Code § 50-301.01 *et seq.*), is amended  
25 as follows:

26 (a) Section 4 (D.C. Official Code § 50-301.03) is amended by adding a new paragraph  
27 (29A) to read as follows:

28 "(29A) "Trade dress" means a unique marketing logo, insignia, or emblem that  
29 identifies, distinguishes, and is substantially inseparable from the source of a product or service,  
30 using a specific style to differentiate from competitors."

31 (b) Section 20j-4 (D.C. Code § 50-301.29d) is amended as follows:

32 (1) The lead-in language is amended by striking the phrase “emblem at” and  
33 inserting the phrase “emblem that identifies, distinguishes, and is substantially inseparable from  
34 the vehicle-for-hire company at” in its place.

35 (2) Paragraph (1) is amended by striking the phrase “; and” and inserting a  
36 semicolon in its place.

37 (3) Paragraph (2) is amended by striking the period and inserting the phrase “;  
38 and” in its place.

39 (4) A new paragraph (3) is added to read as follows:

40 “(3) Affixed on each window of the vehicle-for-hire adjacent to where passengers  
41 may sit, as well as the rear window.”.

42 Sec. 4. Fiscal impact statement.

43 The Council adopts the fiscal impact statement in the committee report as the fiscal  
44 impact statement required by section 4a of the General Legislative Procedures Act of 1975,  
45 approved October 16, 2006 (120 Stat. 2038; D.C. Official Code § 1-301.47a).

46 Sec. 5. Effective date.

47 This act shall take effect following approval by the Mayor (or in the event of veto by the  
48 Mayor, action by the Council to override the veto), a 30-day period of congressional review as  
49 provided in section 602(c)(1) of the District of Columbia Home Rule Act, approved December  
50 21, 1973 (87 Stat. 813; D.C. Official Code § 1-206.02(c)(1)), and publication in the District of  
51 Columbia Register.