

**[LTFRB MEMORANDUM CIRCULAR NO. 2009-005,
February 09, 2009]**

**OPENING OF APPLICATIONS FOR CERTIFICATES OF PUBLIC
CONVENIENCE OF AIR CONDITIONED TAXICAB SERVICE
EXCLUSIVELY FOR MALLS IN METRO-MANILA, TO BE KNOWN AS
“MALL TAXI” AND RELATED MATTERS**

One of the most popular modern amenities in the metropolis has been the shopping mall that provides shoppers as well as all persons from walks of life virtually all the goods and commodities along with a wide range of services under one roof and under a most comfortable condition and ambience. In this regard, SM Corporation, Robinsons, Ayala, Rustans, and the like have constructed a more numerous number of these huge shopping malls particularly in Metro-Manila.

Since these shopping malls are ideally situated along the more populous cities in Metro-Manila, they have been the favorite shopping and leisure destination by city dwellers and even those coming from the provinces every day especially during weekends where entire families regularly go to shop, eat out and avail of all kinds of services that cater to their needs.

However, it has been observed that during rush hours especially in the afternoons and closing hours, shoppers and plain mall goers who have no cars or who do not bring their cars usually encounter problems getting taxicabs from the malls to their respective residences during this period. Passengers find difficulty over a taxi which ventures in the area. And those that are available have the arrogance to choose and refuse helpless would-be passengers if their destinations are for long distances. This behavior of taxicab drivers have become a major complaint problem that DOTC has even launched “Oplan Isnabero” to sanction the former.

Accordingly, this Board in response to public clamor for a taxicab service to specially serve Mall goers and those that are found therein, in coordination with the SM Corporation has decreed to create and open for applications for Certificates of Public Convenience a new kind of taxicab service to alleviate the plight of Mall goers during rush hours and closing time.

SPECIFICATIONS AND CONDITIONS:

1. **Denomination:** This taxi service shall be known or denominated as “Mall Taxi” which shall be issued a Certificate of Public Convenience for the operation of a taxicab service to operate exclusively from the various SM Malls in Metro-Manila to their respective residences or drop-off points of passengers and vice-versa;
2. **Malls to be served and number of units to be authorized:** Since this is a pilot project of this Board, it will first cover SM Super Malls particularly the following: