COLOR CODED BODY NUMBERS FOR ACCOUNTABLE PUBLIC UTILITY VEHICLES (TAXI AND MEGA TAXI UNITS BASED IN OR OPERATING WITHIN METRO MANILA)

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To promote the country's tourism and transportation programs, the Department of Tourism (DOT), the Land Transportation Office (LTO), the Metro Manila Development Authority (MMDA) and the Land Transportation Franchising and Regulatory Board (LTFRB) agreed to set up minimum standards and regulations which will ensure passenger's welfare and safety throughout the country. To effect compliance with the agreement, the Board has resolved to implement the following standards and guidelines:

A. Requirement for Taxi Units/Drivers

I
Assignment of color coded body numbers by the Board:

— All taxi and mega taxi units based in or operating in Metro Manila shall be assigned 'color coded body numbers' starting from A-0001 until A-9999 followed by B-0001 to B-9999 and so on.

— The color coded body numbers shall be based on the operator's LTFRB-recorded address hence, the following specifications:

OPERATOR'S ADDRESS

BACKGROUND
COLOR BODY NUMBER
COLOR

a. Western Area Manila Green White

b. Central Area Quezon City Blue White

c.

Northern Area Caloocan City, Malabon City Navotas, Valenzuela, Bulacan & Pampanga

Light Orange White

d.

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Southern Area Las Piñas City, Makati City, Muntinlupa City, Parañaque City, Pasay City, Cavite & Laguna

Lemon Yellow Black

e. Eastern Area Mandaluyong City, Marikina City, Pasig City, Pateros, San Juan, Taguig Deep Red White

f. NAIA-Based Metered Taxi Red Yellow Coupon Taxi Blue Yellow

g. For operators with 50 units and above Black White

— The color coded body numbers shall be painted at the rear door of both sides, in the inner portion of the passenger sides and at the roof top of the unit according to the prescribed size as follows:

a) For Body Number - 9 inches x 20 inches

b) For Background

b.1 AUVs - 26 inches x 17.5 inches

b.2 Cars/Sedans - 23 inches x 17.5 inches

— The color coded body numbers shall likewise be painted at the corner sides of the rear and front bumpers or hoods of the unit according to the prescribed sizes as follows:

a) For Body Number - 3 inches x 5 inches

b) For Background - 5 inches x 7 inches

For AUVs, the color coded numbers shall be painted at the corner sides below the back windshield instead of the rear bumpers.

— The taxi and mega taxi units shall have toplights which shall indicate if the unit is already hired or not as follows:

Lighted toplight — vacant

Unlighted toplight — hired

— Sample photos for sedan and mega taxi units are hereto attached and formed part of this memorandum circular.

— Taxi trade name and telephone number whose sizes shall not be bigger than the size of the body number shall be painted at the front doors of the unit while the assigned color coded body number shall be at the rear doors of the vehicle.

— Taxi companies with a minimum of fifty (50) units may retain the company color of their vehicles.

II
DOT Slogan and DOT Stickers

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— All taxi and mega taxi units shall also have DOT slogan and DOT stickers which shall be issued upon accreditation with the DOT and shall be changed every year as a determining factor for the renewal of vehicle registration.

III
Required Taxi Equipment

— All taxi and mega taxis shall be equipped with fire extinguisher, first aid kit, built in two-radio system and meter with receipt (except for coupon taxis). Each unit shall also be provided with taxi info pads which shall be made available for passengers at all times.

IV
Taxi Driver's Uniform

— Drivers of taxi and mega taxi units shall wear white polot shirt with their names stitched or stenciled in front and at the upper right corner of the back of their uniforms.

— Uniforms may also bear other markings such as bars and stars which is indicative of the years of service in the driving profession and commendations, respectively:

1 bar — 2 years in service (shoulder)
1 star — 1 commendation (left chest)

B. Procedure for Operations

Operators and drivers of taxis and mega taxis shall comply with the following procedures:

— Application for the issuance of franchise by the LTFRB (every five (5) years)

The LTFRB shall ensure that all taxis and mega taxis have been issued corresponding franchise. As soon as the same has been issued, LTFRB shall assign corresponding color coded body number to the vehicles concerned.

— Accreditation of Units/Drivers by the DOT and Confirmation by LTFRB (Yearly)

The taxi and mega taxi units issued franchise by the LTFRB and their corresponding drivers shall apply for accreditation with the DOT subject to compliance with the DOT's standards. Accredited units shall then be presented to LTFRB for inspection as to their compliance with the specified color coded body number and confirmation shall be issued thereafter.

— Registration with the LTO (yearly)

Units with LTFRB confirmation and DOT accreditation shall be registered with the LTO.

— Issuance of Certificate of Public Convenience (CPC) and Sticker by the LTFRB (Yearly)

All duly registered taxis and mega taxis with the LTO shall present the current Official Receipt (OR) and Certificate of Registration (CR) for issuance of CPC and sticker by the LTFRB.

Note: ** For immediate implementation of the color coded body numbering, all authorized taxi and mega taxi units shall secure their corresponding color coded body numbers from the LTFRB on the following schedules:

Plate ending 1 & 2 May 15-30

3 & 4 June 1-15

5 & 6 June 16-31

7 & 8 July 1-15

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9 & 0 July 16-30

** Upon Issuance of color coded body numbers, the authorized taxi and mega taxi units and its drivers shall secure an accreditation with the DOT. The DOT shall, likewise, inspect said units if they are in full compliance with the provisions of this memorandum circular.

** Those units which have not been confirmed yet by the LTFRB shall apply for confirmation on usual schedule.

Non-compliance with the above-mentioned guidelines and instructions may cause the non-issuance/suspension/cancellation or revocation of the vehicle's franchise.

This Memorandum Circular supersedes any and all issuances inconsistent herewith.

This Order shall take effect fifteen (15) days following its publication in the Official Gazette or in a newspaper of general circulation or the filing of three (3) copies hereof with the UP Law Center, pursuant to Memorandum Circular No. 11 dated 09 October 1992.

Adopted: 25 Apr. 2003

(SGD.) DANTE M. LANTIN
Chairman

(SGD.) REMEDIOS G. BELLEZA
Board Member

(SGD.) FELIX S. RACADIO
Board Member

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