NATIONAL ADMINISTRATIVE REGISTER · FEBRUARY 9, 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 M...

LTFRB MEMORANDUM CIRCULAR NO. 2009-005, February 09, 2009

Read online (full-text search, related cases, audio case brief): https://batas.org/library/d3177a05fbdb/

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-o ff 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:

a) SM Mega-Mall, Mandaluyong, MM;
b) SM City, along NORTH EDSA;
c) SM Fairview, at Fairview, Quezon City;
d) SM Mall of Asia, at Pasay City; etc.

Turn this case into an audio lecture - facts, issues, ruling and doctrine - at batas.org

Other Malls may be included as the need arises.

The number of mall taxi units that shall be authorized by the Board for each Mall shall be initially FIFTY (50) air conditioned units;

3. Color and Description: The “Mall Taxi” that shall be authorized shall be colored metallic blue with indication in its body that it is a Mall Taxi specifying the particular Mall it is authorized to service. Other specifications shall be provided by the Board as may be needed for better identification and to maintain the standard design of a regular taxicab unit;

4. Fare – the “Mall Taxi” shall have also the required taximeter and considering the exclusiveness of its service, the rates shall be higher than the regular taxi which shall be determined by the Board;

5. Limited Time Operations: The Mall Taxi shall operate every day from 10:00 am when the malls open up to 10:00PM when the malls close;

6. No picking and dropping of Passengers: The “Mall Taxi” shall not pick and drop passengers on their way to the mall to which it is authorized to service;

7. Parking slots/ Taxi bay area at the Mall: The taxicab units shall be provided by the Mall management with respective parking slots and taxi bay area. Accordingly, applicant-Mall taxi operator shall notify the Mall Administrator or such person entrusted with such functions about the approval of their franchises or Certificates of Public Convenience to operate such mall taxicab service for parking slots allocations;

Applications for “Mall Taxi” shall be accepted by the Board starting on February 16, 2009 up to June 30, 2009. The Board shall impose such other requirements for the application apart from the regular requisites for Certificates of Public Convenience.

This Memorandum Circular supersedes any and all issuances inconsistent herewith, and shall take effect fifteen (15) days following publication in a newspaper of general circulation or in the Official Gazette.

SO ORDERED.

Adopted: 09 Feb. 2009

(SGD.) THOMPSON C. LANTION
Chairman

(SGD.) GERARDO A. PINILI
Board Member

(SGD.) MA. ELLEN DIRIGE-CABATU
Board Member

Bar review courses, mock exams and a study planner that keeps you on pace - batas.org

ABOUT BATAS.ORG

Study smarter at BATAS.org

The Philippine bar review and law-school companion built around how your brain actually remembers.

The complete Philippine law library - free for everyone.

More than 100,000 Supreme Court decisions, Republic Acts, and executive issuances - full-text searchable, browsable by category and year, and always free. No paywall, no login. This PDF came from it.

Audio case-brief lectures.

Any decision becomes a podcast-style lecture - facts, issues, ruling, and doctrine - with read-along highlighting and a hands-free presentation mode. Study while commuting, working out, or resting your eyes.

Bar review built on the science of memory.

Complete, sequenced courses for all eight bar subjects, narrated like podcasts and reinforced with retrieval practice and spaced review - the study techniques with the strongest evidence behind them.

The full law-school curriculum.

One subscription unlocks the entire J.D. curriculum - every subject, every lesson, with your progress tracked down to the paragraph so you can pick up exactly where you left off, on any device.

Mock exams that tell you where you stand.

Timed multiple-choice exams graded instantly, with per-subject score breakdowns and focus suggestions that point you at your weakest topics first.

A study planner that keeps you on pace.

Set your schedule and BATAS tells you every day whether you are on track for bar day - and exactly which lesson to take next.

Start free at https://batas.org

The law library is free forever - and your first lesson is one click away.

The text of this document is an official public record and remains in the public domain. Formatting, presentation, and compilation © 2026 batas.org.

Downloaded free from the batas.org Law Library. Share it freely - the library is free for every law student, bar reviewee, and practitioner.