

experience piqued his interest in starting a taxi company, particularly after it recently took two separate guests over two and a half hours to get to his hotel from DIA. One was transported by Yellow Cab and one was transported by Metro Taxi.

128. One of the customers did not reach the Inn until approximately 2:00 a.m. Mr. Odde acknowledged that the customers likely had not complained to the taxi companies, but noted that people seldom take such matters to the next level for isolated use of service. He also acknowledged that he did not call the company himself to complain regarding the poor service.

129. Mr. Odde believes there are problems with taxi service in the Boulder area. In addition to his own experience, Mr. Odde observed a demonstration of the digital dispatch system utilized by Yellow Cab in Boulder on two occasions. His son, a driver for Boulder Yellow, logged into a computer dispatch zone. Mr. Odde observed one or two taxicabs registered in the zone. Dispatch calls appearing on the computer system were not picked up by an available driver. Rather, taxicabs dropped out of the zone. Subsequently, the dispatch was submitted to adjacent zones.

130. Mr. Odde understands that a taxicab within the zone, available for dispatches, may be dropped from the zone for a period of time if they fail to accept dispatch of a call. However, because of the small area within each zone and the few people waiting for service, practically no queue for service is established. Thus, Mr. Odde questions the effectiveness or ability of Yellow Cab to encourage drivers to accept dispatch of trips appearing in less desirable zones. While Mr. Odde acknowledges the threat of being cut from the dispatch service as a viable threat in busier parts of Denver where queues are perhaps longer, he believes the threat of being put to the bottom of the queue in Boulder is meaningless.