

## “Orinda Taxi” Puts Customers and the Environment First

By Sophie Braccini



Barbara Ochota is taken home by Julian Juricevic of "Orinda Taxi" Photo by Sophie Braccini

**J**ulian Juricevic has been an Orinda resident for many years. So when he had to give up his career as a contractor for health reasons, he decided to create a new business in the community he calls home. Juricevic loves to drive and enjoys people's company. Since there was no taxi company in Orinda, he decided to fill that void.

After getting all the licensing and permits that are required for this profession, Juricevic opened "Orinda Taxi" just two weeks ago. This entailed driving his taxi to the Orinda or Lafayette BART station, turning on his cell phone and waiting for customers to show up.

It was at the Orinda station that Barbara Ochota first spotted him. An

environmentalist at heart, Barbara asked the man for his card when she saw he was driving a Ford Escape Hybrid. She knew she would some day need a taxi. Unfortunately the opportunity arose sooner than she had anticipated when she sprained her ankle on the morning of September 14th, getting off the bus that was taking her to BART. The pain was so intense that she immediately went to see a doctor in Orinda. She hadn't forgotten Orinda Taxi and called to be driven from the doctor's office to her Moraga home. It cost her only \$13.

Barbara is not the only one thrilled to see a local taxi company operate in Lamorinda. Beverly, who works for BART, thinks it's a great idea, "It enhances the whole public transportation experience," explain the BART Agent, "it was much needed."

When asked why he decided to buy a new hybrid car for his trade rather than a much less expensive used regular car, Juricevic explains, "I love nature and I respect it. I know it will take me longer to become profitable, but I wanted to pollute as little as possible and, when I drive at night in the quiet streets of our towns and my taxi glides by without any noise, I love it!"

At this time, Orinda Taxi has only the one vehicle but Juricevic answers calls 24 hours a day and will be delighted to pick you up at home and take you to the airport even at 4:00am. He believes that being local gives him an edge over other providers: his response time is fast and he is a neighbor people can trust. He says he is already getting repeat business. If everything goes as planned, Juricevic will soon hire a second local driver and he hopes to purchase more vehicles in the years to come.

## Small Business of the Year 2006

*Lafayette Chamber of Commerce*

**computer technical support  
repairs • training • websites**



**Computer Consulting & Training**

**925.283.5666**

**Nerd4Rent.com**

3503 Mt Diablo Blvd, Suite 4  
Lafayette, California 94549

# RENT NOW

## AND GET **One Month Free!**\*

ON SELECTED UNIT SIZES



GOT A GARAGE OR SPARE ROOM THAT LOOKS LIKE THIS? YOU NEED STORAGE!



5A CAN SHOW YOU HOW TO GET MORE SPACE AT HOME OR WORK



OVER 30 DIFFERENT SIZES, WITH A PRICE FOR EVERY BUDGET!

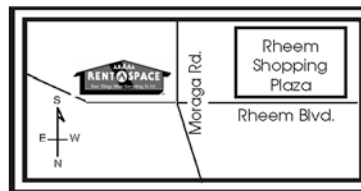
### *HURRY... THIS GREAT DEAL WON'T LAST!*

*SELECTED STORAGE UNITS ARE LIMITED*

NOW you can rent or make payments 3 ways FAST...use 5A's convenient new ARM paystations, pay at the gate, or on-line [www.5Aspace.com](http://www.5Aspace.com)



**MORAGA**  
455 Moraga Rd. Suite F  
**(925) 631-7000**



\* Special "One Month Free" is for new rentals only, based on specific units and may be limited. Call for details. Expires 9/30/07