



Michael R. Bloomberg, Mayor
Matthew W. Daus, Chairman/Commissioner

TLC TIMES

SUMMER 2009

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New FHV Decal



FHV Accountability Rules

On April 16, the TLC Board of Commissioners approved a package of “For-Hire Vehicle Accountability Rules,” which will enhance passenger safety and customer service while clarifying and enhancing the accountability of licensed for-hire vehicle bases and vehicle owners. Among the highlights of the rules are provisions for: enhanced vehicle markings to assist passengers in identifying properly-licensed vehicles; the clear display of TLC driver licenses in community car service and other for-hire vehicles (FHV’s); periodic inspection of FHV’s at the TLC’s own state-of-the-art Safety & Emissions inspection facility in Woodside; a point system that will hold FHV bases accountable for their affiliated vehicles and the actions of their drivers; and the first-time ever posting of a Livery Passenger Bill of Rights.

The process leading to the final version of the rule package involved discussions with many passionate stakeholders in the FHV industry about ways that this package could

best accomplish their mission to enhance professional-customer service and safety.

Immediately following the approval of the rule package, the TLC implemented an outreach program in order to ensure that all affected parties were apprised and prepared for the transition. The program included multi-lingual handbooks and materials that were sent to all base owners and drivers to inform them of effective dates (important dates on page 3). In addition, the TLC created a user-friendly Web site to help everyone understand the new rules.

This Web site is separated into two sections: a summary for passengers to learn about the rules and how they will ensure professional, safe-service; and an F.A.Q. for vehicle and base owners and drivers, as well as a compliance guide.

For more information about the rules, please visit our Web site at www.nyc.gov/taxi.

NYC Hosting IATR Technology Conference

September 13 thru 16



The 22nd annual conference of the International Association of Transportation Regulators (IATR) will feature the theme of technology and be held right here in New York City at the Brooklyn Bridge Marriott from September 13 to 16.

IATR is an educational organization, dedicated to informing the public and the business community about the ways in which effective transportation regulations should work, thereby keeping communities on the move in the safest way possible.

There will be sessions focusing on New York City’s taxicab technology program, which will delve into the various aspects of the TLC’s T-PEP program, including GPS, credit card capabilities, and information screens for both passengers and drivers (agenda on page 3). In addition, NYC TLC Commissioner Matthew W. Daus, who has served as Chair on IATR’s Education Committee will be named the organization’s next President.

The IATR is composed of professionals representing the world’s most active governmental regulators of taxicabs and for-hire vehicles, as well as the industries supporting them. Other specific subjects expected to be covered include: accessible vehicle dispatch technology; hand-held summons and electronic fingerprint technology;

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New TLC Pilot Programs

In accordance with the Mayor's State of the City Address, the Taxi and Limousine Commission announced efforts to increase efficiencies and financial rewards for both passengers and drivers, during the May 28th Commission Meeting. At that time, the TLC Board of Commissioners approved three separate, but related pilot programs, which we are anticipating to begin later this year to mid 2010. Below is an overview of how each program will work.

Taxicab Ride Sharing – Multi-fare meters

Inspired by the shared cab rides popular during the 2005 transit strike, the TLC plans to equip as many as 1,000 taxicabs for easy and convenient ride-sharing. The cabs will include "share cab" markings, meters able to calculate multiple fares at the same time, and electronic signs that tell potential passengers the direction and destination of the cab. If a potential passenger spots a cab going in the same general direction they want to go in, he/she can hail it and be picked-up regardless of whether or not there is already a passenger on-board. When sharing a cab, the part of the fare based on mileage and waiting time is discounted by 50 percent (not including the initial drop charge). Otherwise, the full rate is charged. During the pilot period, drivers will not be permitted to transport more than two fare-payers at one time, though we anticipate expanding that to additional passengers if the pilot is successful.

Taxicab Group Riding

Another of our pilot programs would encourage group riding in a few selected transit-heavy corridors of Manhattan. The TLC plans on establishing taxi stands at locations such as Grand Central Terminal, the Port Authority Bus Terminal, and Penn Station, which data has shown to be highly active in passenger pick-ups and drop-offs. Taxicab routes of travel will extend in an uptown direction to 59th Street and Sixth Avenue. Up to four passengers will be able to board a taxicab and be charged a flat \$3.00 or \$4.00 rate. Passengers can then either go the distance or be dropped-off anywhere along the "corridor" the taxicab is traveling. The discounted flat rate for Group Riding saves passengers money while driving multiple passengers at once increases driver revenue. Initial plans call for the group rides to operate only one-way during the morning rush hours, but once implemented, feedback will guide us in making decisions concerning the program's direction.

Livery Stands

The TLC's third pilot program is to set up "livery stands" at busy locations on private property, such as shopping centers. These locations will act as "virtual" satellite bases where a dispatcher will be able to respond to the transportation requests of prospective passengers during peak hours. Our rules and regulations that require prearrangement will in no way be compromised, and the "chain of accountability" that is crucial to passenger service and safety will remain intact. These bases will be heavily monitored by the TLC during their initial stages, and will provide a convenient and safe alternative to passengers who may otherwise be tempted by unlicensed illegal operators.

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IATR Technology Conference

taximeter technology; and inspection facility technology. Also sure to be discussed will be vehicle security and accident prevention camera applications.

Peering into the future, which organizations that demand excellence always do, information dealing with the likes of training methodologies, psychometrics, and the means of assessing driver knowledge and skills.

IATR's Driver Recognition Ceremony

This year's conference will provide the forum for the TLC's annual celebration honoring and recognizing drivers for heroic, humanitarian and other exemplary actions. Wednesday, September 16th will be proclaimed "IATR International Driver Recognition Day." This will be a "first" for the IATR, and we will be honoring national and international drivers along with NYC's own best of the best!

FOR REGISTRATION AND CONFERENCE DETAILS, PLEASE VISIT THE IATR WEB SITE AT WWW.IATR.ORG
OR CONTACT: KAREN CAMERON, DIRECTOR, MEMBERSHIP & SPONSOR SERVICES

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Taxi and Limousine
Commission

IATR Conference Agenda

New York Brooklyn Bridge Marriott

September 13 - 16

Day Passes are Available!

Monday, 9/14: Taxicab & For-Hire Vehicle Technology

- Taxicab Technology Passenger Enhancement Program (T-PEP)
- Location Technology Applications
- T-PEP Data Applications & Policy Analysis
- Location Technology Overview & Business Applications

Tuesday, 9/15: Technology & Regulatory Administration

- Regulator Use of Government Information Hotlines, Websites & the Internet
- MIS for the Regulator
- Websites & Government Info. Hotlines
- Internet Media Training
- Accessible Dispatch Technology
- Management of Agency Information & Data to Increase Efficiency, Enhance Integrity & Security
- Handheld Summons Technology
- Electronic Fingerprinting Technology
- Meter Technology, Trends and Applications

Wednesday, 9/16: FHV Industry Technology

- In-Vehicle Cameras vs. Partitions/Shields
- In-Vehicle Cameras
- Security Cameras
- Accident Prevention Cameras
- Vehicle Dispatch Technology: Tour of Licensed Base Operations

Full Agenda available on www.iatr.org

*Agenda is subject to change

For more information, please contact:

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Taxi Technology Summit

On Thursday, September 17, as a follow-up to the Taxicab Passenger Enhancement Program (T-PEP) 2.0 Request-for-Information (RFI), the TLC will be hosting an Informational Exchange Conference to answer any questions about the TLC, the New York City Taxicab industry, and the procurement process relating to this groundbreaking project. The format of the event will include presentations by TLC staff and representatives followed by small "breakout" sessions to discuss specific topics. There is no fee to attend the conference, though we request that only two (2) representatives attend on behalf of each company that responded to the RFI.

For more information, please visit our Web site at www.nyc.gov/taxi, or RSVP at policymail@tlc.nyc.gov

RFI for Taxi Technology 2.0

When the final T-PEP systems were installed in NYC taxis in October of 2008, Chairman Daus knew it was just the first step in a program that has seen credit card machines, passenger monitors with live maps, electronic trip sheets, and driver text messaging in all 13,237 taxicabs.

The TLC subsequently issued a Request for Information (RFI) on April 14, 2009, seeking input and fresh ideas about the future of the program from the public and pertinent industries; such as those dealing with taxis and for-hire-vehicles, credit cards, GPS, and various media related companies. Since the RFI's June 15, 2009 submission deadline, the TLC has been analyzing the responses and looks forward to sharing the agency's next steps in the future.

With over approximately 100,000 fares per day paid by credit card, passengers are utilizing a choice of payment they previously did not have while drivers are picking up fares they would have lost. Data has shown that trips paid with credit card have increased in the last year from 6% to about 26%, and tips generated an average of 18% of the total fare.

Meanwhile, scores of lost items are found each week by the electronic trip search, including Australian Idol, Guy Sebastian's brand new guitar and other musical equipment!

Data is analyzed to better understand taxi needs and has been used in conjunction with planning two new TLC pilot programs - group rides from taxi stands and shared rides (details on pg. 2) wherein passengers can share taxis that are heading in their direction.

Text messages are being sent to drivers for fare opportunities, such as incoming cruise ships or events at the Jacob Javits Center, as well as for traffic alerts and emergencies.

After the TLC finishes analyzing the RFI, we look forward to adding new features and improving the current system.



Above: Australian Idol winner (2003) Guy Sebastian, sings a song for TLC staff, after TLC staff retrieved his guitar using the T-PEP system.

Cadet Ceremony

On May 6, the TLC held a graduation ceremony to welcome 10 new officers to the agency's Uniformed Services Bureau. At the ceremony, graduating cadets were presented with a course-completing certificate and a shield signifying their new official status as officers. TLC officers also earned peace officer status, as part of their training, which qualifies them to make arrests when necessary. It takes approximately eight weeks of training to prepare the cadets to become officers. This breaks down into classroom and field simulation training over a six-week period. Then there is one week of tactical training and another week of peace officer training. The graduating cadet achieving the highest average this year was Rahman Mohammed, who was named class valedictorian. Scoring the second highest average was Class Sergeant Joy Moore, the salutatorian.



Top: (First Front Row) Capt. Tomika Brown-Dilbert, Capt. Thomas Ng, Lt. Sylvester Atuegbu, Lt. Cynthia Bonilla, Lt. Joseph Carroll, Lt. Jose DeFalco, Lt. Lionel Hogan, Lt. Brian Robinson and Lt. Marc DuBose
(Second Row) Officers Joy Moore, Mohammad Rahman, Robinson Abada, Ralph Abughazeh, Michael, Annunziata, Syed Hashmi, Golam Mohammed, Sergio Romero and Shaukat Shah

Bottom: (from left) Deputy Commissioner Pansy Mullings, TLC Commissioner/Chair Matthew W. Daus, Lt. Sidney Edwards & First Deputy Commissioner Andrew Salkin. This summer, Lt. Edwards will be retiring after 20 years of service with the TLC.



Accessible Dispatch



In 2008, the TLC launched the Accessible Dispatch System pilot to accommodate people who use wheelchairs. By calling 311, the government-services hotline number, a wheelchair accessible vehicle can be dispatched using technology to help determine which vehicles are closer to the location of

the caller. To increase awareness among wheelchair users, public service announcements were recorded by Chairman Daus and Commissioner Sapolin of the Mayor's Office for Persons with Disabilities, which are currently being aired on 1010 WINS, WPLJ, WNYE, WOR and WABC.

At present, we have recorded more than 3,200 dispatches!

Effective Dates for FHV Rules

July 2, 2009

Base License 3 yrs (All FHV's)
Base markings on vehicle (Livery ONLY)
Interior vehicle markings (All FHV's)

August 1, 2009

New penalty point system (All FHV's)

September 1, 2009

2 new decals on rear quarter (Bik Car & Livery)
New vehicles go to TLC for DMV inspection (FHV's)

February 10, 2010

Renewing vehicles go to TLC for DMV inspection (All FHV's)

LIVERY PASSENGER'S BILL OF RIGHTS

YOU MUST CALL A CAR SERVICE TO TAKE THIS CAR. STREET HAILS ARE NOT ALLOWED.

Call 311 to contact the TLC with any compliments or complaints about your ride.

NYC
TLC & Livery
Commissioner
Matthew W. Daus
Chair
Deputy Commissioner
Andrew Salkin

You have the right to:

1. Ride in a car that is clean, in good condition, and has passed all required inspections;
2. Be driven by a TLC-licensed driver in good standing who has passed all required inspections;
3. A safe and courteous driver who obeys all traffic laws;
4. A quiet ride free of horn-honking and audio/radio noise;
5. A driver who will not talk from the dispatcher and pay that amount for your ride (unless the trip changes);
6. A driver who does not use a cell phone while driving (hands-free phones are not permitted);
7. A smoke and scent free ride;
8. Air-conditioning or heat on request;
9. Working seatbelts for all passengers - please use them!
10. Not share a ride, unless you want to;
11. Be accompanied by a service animal;
12. Decline to tip for poor service.