



TLC TIMES

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Michael R. Bloomberg, Mayor

Matthew W. Daus, Commissioner/Chair

COMMISSIONER'S CORNER



By Matthew W. Daus

The last six months have been busy indeed for the TLC and its stakeholders. I would like to take some time in this column to put everything into perspective. In order to move forward in the right direction, it is so very important to look at where we have been. We should ask ourselves, are the TLC and its regulated industries better off now than we were several years ago? Well, I will let you answer that question; but first let's take a look at recent history and some relevant facts.

The TLC regulates one of the largest and most comprehensive private for-hire ground transportation networks in the world, with over 100,000 licensees. Its regulated businesses – including the yellow taxicab, black car, luxury limousine, livery, commuter van and paratransit industries - collectively transport over one million passengers daily. Government regulation by the TLC has had a significant and positive effect upon these private industries. Starting in the late 1990s, the TLC implemented a series of reforms that dramatically improved the quality of its licensed vehicles and drivers. For example, taxicabs are bigger, cleaner, air-conditioned, and are more available now than ten years ago. The TLC inspects

taxicabs three times per year with state-of-the-art inspection equipment to ensure that harmful emissions are minimal, and also retires vehicles from service after a period of time. Licensed drivers must undergo drug testing, criminal background checks, a probationary period, maintain good driving records, and attend comprehensive training – including defensive driving and customer service courses. As a result, the TLC now receives visits from regulators around the world to learn about our experiences.

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Hybrid Fuel Taxicabs Just Around the Corner

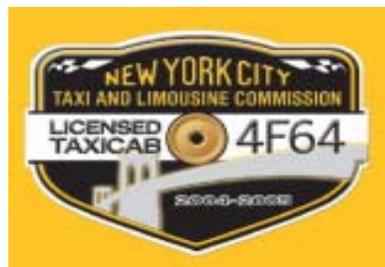
Thanks to recent developments on the manufacturing side as well as some new legislation, passengers in New York City may be hailing their first ride in a hybrid electric taxicab as soon as this Fall.

Said Commissioner Matthew Daus, "With several promising first-generation hybrid models new to the market, my fellow Commissioners and I are finally in a good position to consider one or more models of hybrid vehicle for approval so they can be properly evaluated as taxicabs. Once the TLC, the riding public and the taxicab industry have a basic comfort level with their performance as non-purpose built taxicabs, we can move together to send a strong message to manufacturers that,

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The TLC's New Medallion... Looking Back to Look Ahead

Looking back to look ahead is the phrase that probably best captures the way the Taxi and Limousine Commission (TLC) approached the design of the newest taxicab medallion. With its wings, its checker stripe, its retro lettering, and highlighting of the Brooklyn Bridge, it harkens back to the days of taxi yore while hinting at a distinctly modern take on the taxi.



The new medallion, which will be gracing taxicab hoods starting in late summer, was a collaborative project of the TLC and the City's recently-created marketing arm, NYC Marketing. The concept was a simple one: create a new image that captures the iconic nature of the taxicab and the flavor of New York City...and make sure that it has some attitude!

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Commissioner's Corner (Continued from pg. 1)

The agency's work over the last few years has been dedicated to bringing passenger service to unprecedented levels, and developing long-term plans to ensure a sufficient number of experienced drivers in the years to come. For instance, in order to address a common complaint of passengers that there are not enough taxicabs, the TLC successfully implemented a plan to add 900 new taxicab medallions to its fleet through the second medallion sale in New York City history. Thus far, 573 of these medallions have been sold at record prices, raising over \$200 million in revenue for New York City, and providing ownership opportunities for drivers. Because "time is money" to drivers and business owners, the TLC has also worked to streamline its licensing procedures to reduce processing times, revamp its website to better communicate and facilitate the licensing process, and significantly reduce waiting times at its facilities. Thus, the TLC has not only enhanced service delivery for the riding public, but treats its licensed business owners and drivers as valued customers as well by making the agency a more efficient and user-friendly environment. (Continued on pg. 3)

All-Time High Set in Latest Medallion Prices

The most recent average medallion price report yielded a new record for the sale of Individual Medallions in the month of June. At an average sale price of \$333,000, Individual Medallions are at an all-time high on the open market.

Meanwhile, a new Fiscal Year has begun, and with it, the planning of the third and final sale by auction of new taxicab medallions sometime before that Fiscal Year ends on June 30, 2006. While a date has not yet been set by the Taxi and Limousine Commission, it is certain that a total of 327 will be made available. The breakdown of that number includes the availability of 81 medallions for alternative fuel vehicles, and 54 medallions for wheelchair accessible vehicles. Watch the TLC web site at www.nyc.gov/taxi for updates, or to access monthly medallion price charts.

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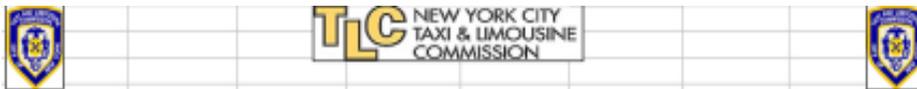
TLC's New Medallion Pays Homage to Industry's "Checkered Past"



The challenge? Do it in a way that helps to brand the City, and build equity in the things that image will represent. Commissioner Matthew W. Daus and Chief Marketing Officer Joseph Perello were up for the challenge. With a nod to the 20s, 30s and 40s, we made extensive use of photos from the TLC's collection of vintage hack badges and historic medallions. Borrowing an angle here, a curve there, a nuance here, while bringing it all together in a way that's brand spanning new.

"I am thrilled with the way it came out," said Commissioner Daus. "This new design had to be something special. What we needed was a medallion that was eye-catching and fun, and paid some dues to the past. The beloved Checker Cab, for example, is well represented here, as is the typeface of the 1923 medallion. Another interesting aspect of the new medallion is that the area featuring the Brooklyn Bridge is 'modular,' meaning that we can set other distinctly New York images in it from year to year as updates while still retaining the overall look."

While the medallions haven't yet made it onto the hoods of taxicabs, they can already be seen on many new officially licensed items, including hats and t-shirts with many more medallion items to come. These items are available for sale through CityStore at their two retail locations at the Municipal Building, One Centre Street North Plaza, or at the NYC & Company Visitor Information Center at 810 Seventh Avenue, bet. 52nd and 53rd Streets; online at <http://a856-citystore.nyc.gov/>, or by dialing 311.



2005 MONTHLY MEDALLION SALES - AVERAGE PRICES & NUMBER OF TRANSFERS

	INDIVIDUAL		CORPORATION		STOCK SALES		Total Transfers
	Prices	Transfers	Prices	Transfers	Prices	Transfers	
January	\$328,000	17	\$364,000	10	\$0	6	33
February	\$330,000	15	\$358,000	4	\$300,000	27	46
March	\$331,000	24	\$379,000	8	\$0	19	49
April	\$329,000	16	\$385,000	8	\$0	8	32
May	\$331,000	22	\$362,000	10	\$0	8	40
June	\$333,333	18	\$375,000	2	\$400,000	4	24
Total		112		40		72	224



“Designing The Taxi” of the Future

This year is shaping up as one of great innovation for the New York City taxicab, with new customer service technology and hybrid fueled vehicles on the horizon, among other advances.

While many improvements are firmly rooted in the here and now, there is also an initiative underway that is casting its collective net farther into the future and asking the question, “Designing The Taxi: How Do We Get There?”



The project, initiated by the Design Trust for Public Space, in cooperation with Parsons School of Design, is an effort to bring together noted designers, architects, advocates, the Taxi and Limousine Commission and taxi industry representatives to ask them to envision a taxicab that is both more practical, functional and aesthetically pleasing.

Three project workshops have taken place, including an initial one on May 24, a public workshop event on June 16 that brought all of these diverse perspectives together for a day of open discussion and conceptual contemplation, and one in early July.

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Spirit of St. Louis



Commissioner Daus, at left, recently welcomed a visit from Mr. D. Michael Tully, Director of the Saint Louis Metropolitan Taxicab Authority. Director Tully came to the NYC TLC to discuss the similarities and differences of our regulatory approaches, as well as plans for his agency's growth. While here, Director Tully visited the TLC's Safety and Emissions facility, and was impressed by its state-of-the-art function.

Commissioner's Corner *(Continued from pg. 2)*

The TLC's current strategic plan includes the following customer service enhancements: (1) debit and credit card acceptance in all taxicabs; (2) vehicle location technology (e.g., GPS); (3) driver and passenger information monitors; (4) group ride stands - where passengers pay less and drivers earn more for transportation to common destinations; and (5) auctioning more medallions – including medallions dedicated for use only on alternative fuel powered taxicabs and vehicles accessible to disabled passengers. Also, the TLC is contemplating the redesign of the taxicab itself - including the taxicab partition - and is moving forward to further improve air quality by being one of the first cities to introduce hybrid-electric vehicles to its fleet.

The future most certainly looks bright for the TLC's industries. With hotel occupancy, travel, and tourism on the rebound, and licensee income on the rise, the seeds for growth have been planted. Thankfully, we are at a point now where the overall impression of service is positive, and we are now focused on bringing the industry to levels of service and innovation previously unimaginable. As you have probably surmised by now, my answer to the question is “yes” – “we are all better off, but there is still much work ahead of us.” Please enjoy reading about our “work in progress” in this edition of our newsletter.....

TLC Welcomes Delegation from Japan



The TLC was also privileged to receive a delegation from Japan, which visited to discuss numerous regulatory issues with Commissioner Daus and agency representatives, including the setting of fares and industry safety. The delegation was led by Mr. Toshio Fukita, Director of the Passenger Transport Division, Road Transport Bureau, Japanese Ministry of Land, and his deputy, Ms. Masako Kuwata. They were accompanied by Japanese Consul Mr. Masanori Yoshida.



“Designing the Taxi” of the Future

(Continued from pg. 3)

“This is an interesting exercise,” said Commissioner Matthew Daus, who opened the event with welcoming remarks. “The Design Trust clearly understands the important role that taxicabs play in our City, and wants to explore that role from every potential angle, from form to function to service expectation and more. The fact that the taxicab is ubiquitous makes it more than just a conveyance, but rather an intrinsic part of the streetscape that could potentially be as pleasing on the outside as it is comfortable and convenient on the inside.”



Said First Deputy Commissioner Andrew Salkin, the TLC’s representative to the project’s steering committee, “The Design Trust has brought together some great talents for a very worthy goal. Re-imagining something that is so ingrained in the public’s consciousness is a challenge, and must include the balancing of expectations of every stakeholder from the passenger to the driver, and from the taxi industry to the government that regulates it.”

It is anticipated that the project will culminate in the release of a report that will outline a number of recommendations for consideration by the TLC later this year.

Hybrid Fuel Taxicabs *Just Around the Corner...*(Continued from pg. 1)

in addition to cleaner-burning engines, we hope to see the development and availability of models with more legroom for passenger comfort.”

TLC staff will make a presentation on hybrid implementation methodology with recommendations on how to proceed to the Board of Commissioners at the next TLC public meeting, scheduled for July 26, 2005. Once the legislation becomes effective, the TLC must approve one or more models of hybrid electric vehicles as taxicabs.

Taxi Technology RFP Process Update

On June 6, 2005, the TLC received proposals in response to the Medallion Taxicab Technology Enhancements RFP issued on March 2, 2005. An evaluation team consisting of expert personnel from various City agencies is now reviewing these proposals for compliance with the requirements of the RFP.

It is important to note that the TLC has NOT yet authorized any vendor to provide an integrated solution for the technology enhancements as mandated by TLC rules. As this is the case, the TLC strongly encourages taxicab owners to refrain from entering into contractual agreements with vendors for such services until authorized vendors are chosen and announced.

Initially, the City will award one or more contracts authorizing the contracted vendor(s) to test their equipment in a number of taxicabs. Upon successful completion of these tests a vendor(s) will be permitted to provide fully compliant technology hardware and services to the taxi industry. Vehicle owners will be given ample time to choose from among them prior to any enforcement.

Partition RFI A Clearer Advantage...

The TLC released a “Request For Information” (RFI) on June 20 that will begin the process of reinventing the taxi industry’s venerable old friend, the Lexan partition.

It is certainly true that the partition has been a tried and true tool for the taxicab industry over the years it has been employed. Thankfully, there has been no on-duty, robbery-related homicide of a medallion driver since January 17, 1997. The partition has been effective, but there is room for improvement in its design.

The RFI seeks ideas and feedback on new materials and designs taking into consideration such factors as: clarity, scratch resistance, ballistic resistance, driver/passenger communication, UV resistance, and the safety and comfort of both driver and passenger. To maximize chances for the RFI’s success, the TLC has distributed it far and wide to material manufacturers, engineers and many other relevant businesses in order to achieve the broadest field of experience in this very specialized area. One example of this would be the banking industry, which has dealt with partition design and use for many years.

Another aspect of the RFI makes sure that responding entities take other new technology plans, such as the Passenger Information Monitor (PIM), into account so that they could ultimately mesh into one comprehensive, user friendly system. The RFI may be viewed at:

http://www.nyc.gov/html/tlc/downloads/pdf/rfi_final_20050620.pdf

