NYC Taxi and Limousine Commission

T-PEP Today

T-PEP 2.0
Information Exchange Conference
September 17, 2009

NYC Taxi & Limousine Commission

T-PEP Facts

- **T**axi **P**assenger **E**nhancement **P**rogram
- Required in 13,000+ yellow medallion taxis
- Mandated - March 2004
- Required - October 2007
- Fully Implemented - October 2008

T-PEP Core Functionality

Implemented Four Technologies

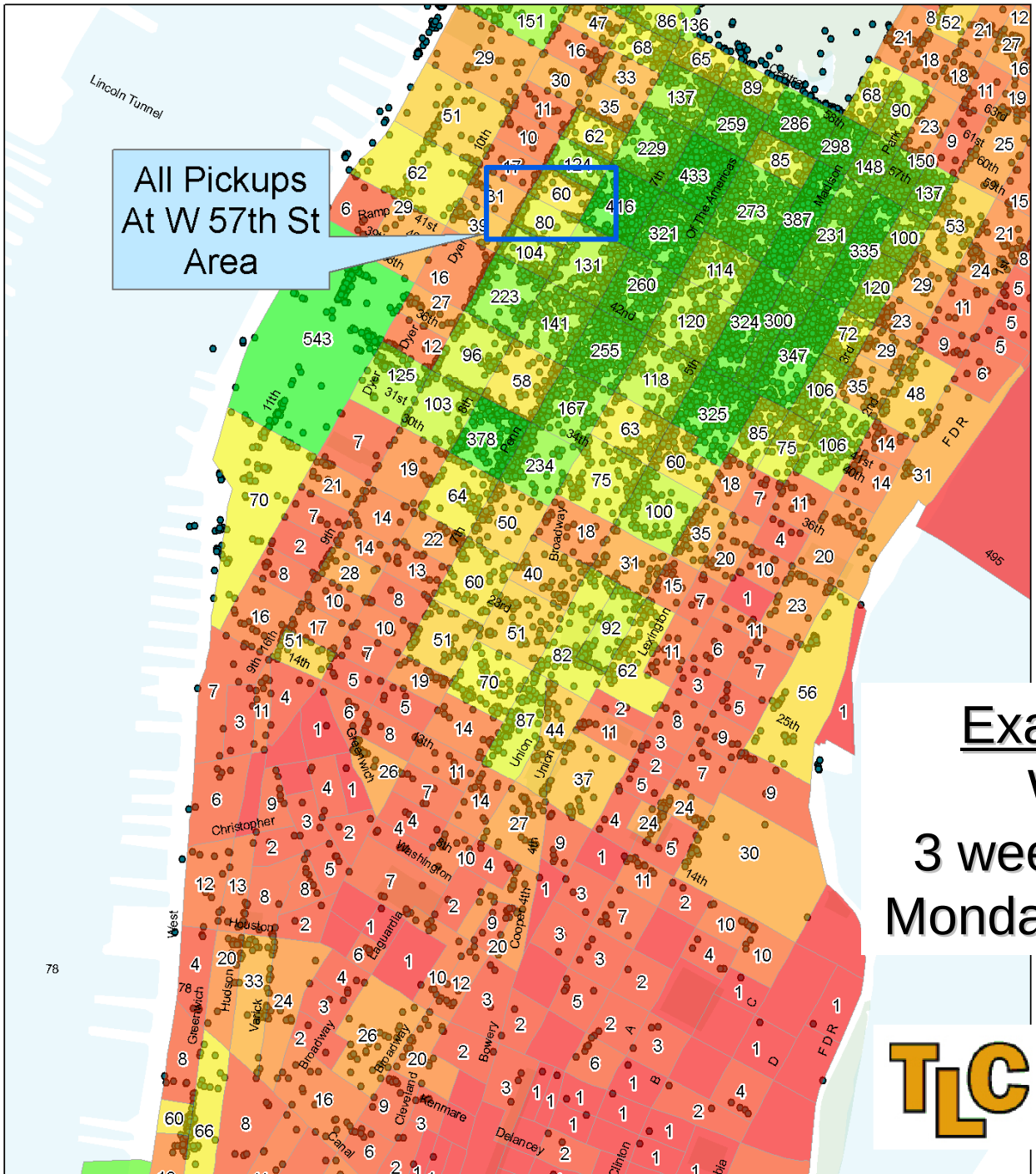
1. Electronic collection and transmission of trip data
2. A passenger information monitor which includes an interactive map
3. Acceptance of credit/debit cards
4. Text messaging to the drivers

Electronic Tripsheet Data

Tripsheet Report

From 3/24/2009 12:00:00 AM to 3/25/2009 11:59:00 PM

Operator	Med.	Driver	Hack	Trip	Pickup Date	Drop off Date	Pmt	Total	Net	Due	Store	Shift	Shift Start Date	Shift End Date	Batch	Batch Da
WOODSIDE MANAGEMENT INC.	5J67	karma, tenzing	5306459	7446	3/24/2009 9:41:05 AM	3/24/2009 9:41:09 AM	D	$2.50				5591148	3/23/2009 9:28:26 PM	3/24/2009 4:52:02 PM		
	Pickup: 13450 Roosevelt Ave Queens Ny 11354				**Drop off:** 13450 Roosevelt Ave Queens Ny 11354			**Time:** 0.07		**Dist:** 0.00		**Pass Cnt:**	Recvd: 3/24/2009 9:41:05 AM			Auth. Respons
WOODSIDE MANAGEMENT INC.	5J67	karma, tenzing	5306459	7447	3/24/2009 10:09:00 AM	3/24/2009 10:13:05 AM	$	$4.10				5591148	3/23/2009 9:28:26 PM	3/24/2009 4:52:02 PM		
	Pickup: 13580 Roosevelt Ave Queens Ny 11354				**Drop off:** 14560 38th Ave Queens Ny 11354			**Time:** 4.07		**Dist:** 0.70		**Pass Cnt:**	Recvd: 3/24/2009 10:09:01 AM			Auth. Respons
WOODSIDE MANAGEMENT INC.	5J67	karma, tenzing	5306459	7448	3/24/2009 12:18:19 PM	3/24/2009 12:18:33 PM	$	$45.00				5591148	3/23/2009 9:28:26 PM	3/24/2009 4:52:02 PM		
	Pickup: 100 Water St New York Ny 10005				**Drop off:** 100 Water St New York Ny 10005			**Time:** 0.23		**Dist:** 0.00		**Pass Cnt:**	Recvd: 3/24/2009 12:18:20 PM			Auth. Respons
WOODSIDE MANAGEMENT INC.	5J67	karma, tenzing	5306459	7449	3/24/2009 12:23:44 PM	3/24/2009 12:44:54 PM	$	$12.90				5591148	3/23/2009 9:28:26 PM	3/24/2009 4:52:02 PM		
	Pickup: 64 St James Pl New York Ny 10038				**Drop off:** 387 8th Ave New York Ny 10001			**Time:** 21.17		**Dist:** 3.20		**Pass Cnt:**	Recvd: 3/24/2009 12:23:44 PM			Auth. Respons
WOODSIDE MANAGEMENT INC.	5J67	karma, tenzing	5306459	7450	3/24/2009 12:59:36 PM	3/24/2009 1:04:23 PM	$	$4.50				5591148	3/23/2009 9:28:26 PM	3/24/2009 4:52:02 PM		
	Pickup: Park Ave @ E 45th St New York Ny				**Drop off:** 130 W 51st St New York Ny 10019			**Time:** 4.77		**Dist:** 0.70		**Pass Cnt:**	Recvd: 3/24/2009 12:59:38 PM			Auth. Respons
WOODSIDE MANAGEMENT INC.	5J67	karma, tenzing	5306459	7451	3/24/2009 1:27:23 PM	3/24/2009 2:03:32 PM	$	$18.10				5591148	3/23/2009 9:28:26 PM	3/24/2009 4:52:02 PM		
	Pickup: Queens Blvd @ 48th St Queens Ny 11104				**Drop off:** I-278 @ Queens Blvd Queens Ny			**Time:** 36.15		**Dist:** 1.60		**Pass Cnt:**	Recvd: 3/24/2009 1:27:24 PM			Auth. Respons
WOODSIDE MANAGEMENT INC.	5J67	karma, tenzing	5306459	7452	3/24/2009 3:12:57 PM	3/24/2009 3:23:24 PM	$	$11.70				5591148	3/23/2009 9:28:26 PM	3/24/2009 4:52:02 PM		
	Pickup: 13580 Roosevelt Ave Queens Ny 11354				**Drop off:** 900 Feet From Nearest Recognized Road (La Guardia Arpt Entrance New York Ny)			**Time:** 10.45		**Dist:** 4.10		**Pass Cnt:**	Recvd: 3/24/2009 3:12:58 PM			Auth. Respons
WOODSIDE	5J67	karma, tenzing	5306459	7453	3/24/2009	3/24/2009	AX	$41.28	$40.21	$39.22	154	5591148	3/23/2009	3/24/2009	827	3/25/200



Data Analysis

Example of Analysis:

W 57th St. Area

3 weeks in January 2009

Monday – Friday, 6 – 10am

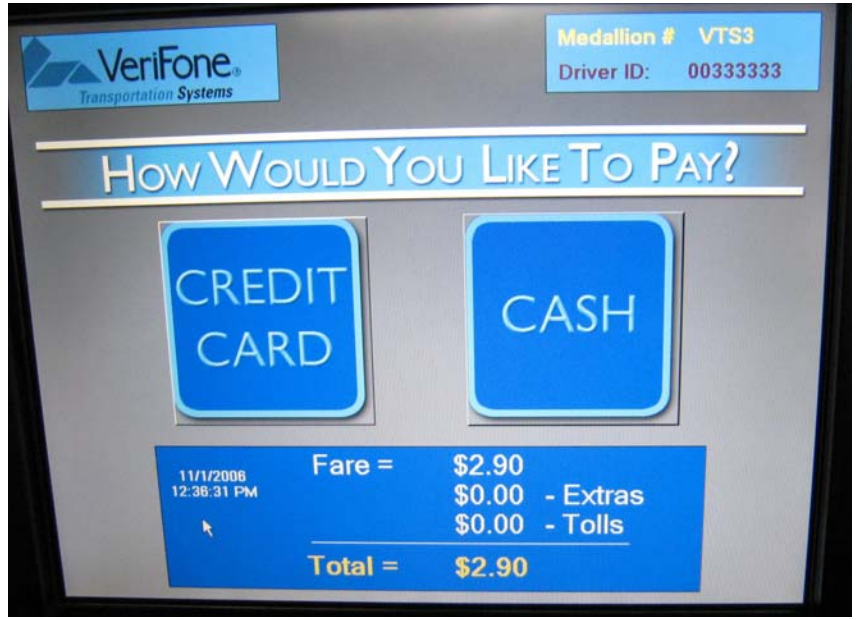
TLC

NYC Taxi & Limousine Commission

Passenger Information Monitors (PIMs)

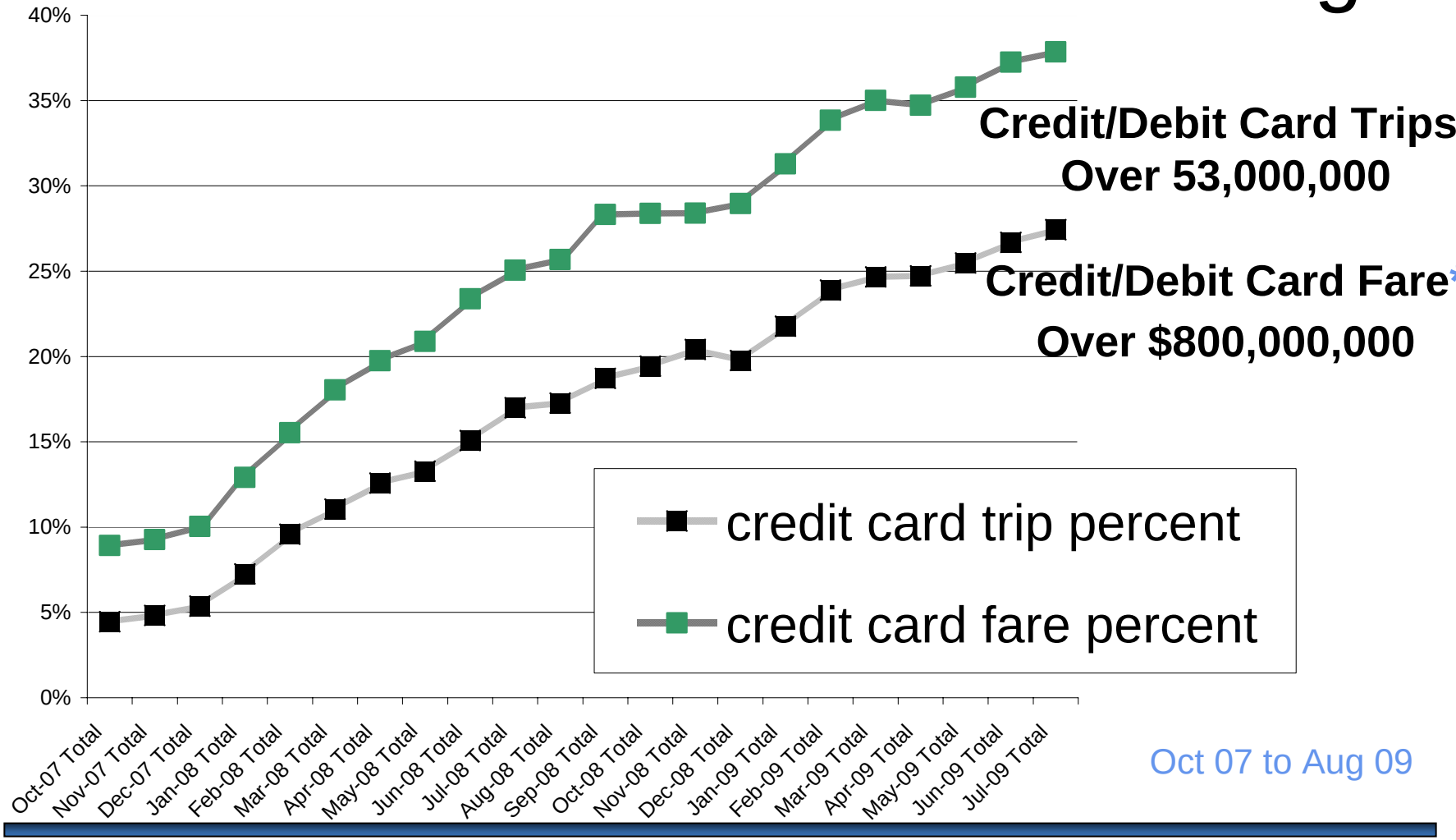
- 20% of screen time reserved for use by NYC
  - Public Service Announcements (PSA's)
  - Prologue / Epilogue
- GPS enabled map
- Off / mute buttons
- Advertising permitted

Payment Options



- All Major Credit/Debit Cards
- No minimum
- No fee for passenger
- Current data shows 18-20% rate on Credit Card Tips
- Signature Based Cards only – no PINs
- No Signature for Payments Less Than $25
- Three Store Forward transactions

Chart of Credit/Debit Card Usage



Credit/Debit Card Trips* Over 53,000,000

Credit/Debit Card Fare* Over $800,000,000

Oct 07 to Aug 09

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Taxi & Limousine Commission

Communicating With Drivers (Text Messaging)

Recovery of Passenger's Lost Property

- Cab Efficiency / Fare Opportunities
- Traffic Related Information
- Emergency Communication
- Messages requiring a response use hot keys w/ pre programmed answers

Taxi & Limousine Commission

City Signed Zero Dollar Contract

- Fixed the maximum price each vendor could charge
- Currently three vendors
  - Verifone Transportation Systems
  - Creative Mobile Technologies
  - DDS Wireless

Current Contract

- Expires August 31, 2010
- TLC has the option to extend up to two one year extensions

TLC Service Level Agreement (SLA)

The TLC developed SLA's for every measurable aspect of the T-PEP systems, such as:

- Credit/Debit card processing
- Text messaging
- Network services
- Vehicle location services
- Database management system

Taxi & Limousine Commission

T-PEP Business Model

- Owner Pays For:
  - Installation cost
  - Monthly Service Charges
  - Maintenance
- Driver Pays For:
  - Credit/Debit Card Fee
    - Capped at 5%
- Driver paid at end of shift