

# PROPOSED RULES TO CONTINUE IN-TAXI CREDIT CARD ACCEPTANCE

November 29, 2012

# The Taxicab Passenger Enhancements Program (T-PEP)

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- Credit Card Processing
- GPS and Automated Trip Sheet Collection
- Text Messaging and Driver Information Monitor (DIM)
- Passenger Information Monitor (PIM)

# Overview of proposed T-PEP 2.0 Rules

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## □ Authorized Provider Approach

- Technology providers meeting TLC requirements can apply to become an Authorized T-PEP Provider.
- Enables TLC to revise standards and incorporate new technologies.
- Encourages competition, superior products, and pricing.

## □ T-PEP 2.0 Content

- Rules duplicate much of the existing T-PEP contracts.
- Contain upgrades improving passenger experience and providing greater benefit to the City.
- Serves as backbone onto which innovative technologies integrate.

# Expanded T-PEP 2.0 Functionality

## PIM Content

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Existing Functionality	New Functionality
<ul style="list-style-type: none"><li>• Only required to display rate code in effect.</li></ul>	<ul style="list-style-type: none"><li>• Display rate code in effect, running total fare, and provide ability for Passenger to view itemized fare at any time on the PIM.</li></ul>
<ul style="list-style-type: none"><li>• Child-friendly PIM content not required.</li></ul>	<ul style="list-style-type: none"><li>• Display child-friendly PIM content from 8AM-8PM.</li></ul>
<ul style="list-style-type: none"><li>• Prologue, Epilogue, and payment screens provide content in English only.</li></ul>	<ul style="list-style-type: none"><li>• Provide Spanish-speakers content on the Prologue, Epilogue, and payment screens.</li></ul>
<ul style="list-style-type: none"><li>• Passenger Route Map only required to include the five boroughs, Newark Airport, and Nassau and Westchester Counties.</li></ul>	<ul style="list-style-type: none"><li>• Expand Passenger Route Map to include a 50 mile radius from Columbus Circle to cover out-of-town trips.</li></ul>
<ul style="list-style-type: none"><li>• TLC's space on the content loop limited to PSAs (governmental public service announcements) from the TLC, the City or any other agency, for up to one minute on the full screen.</li></ul>	<ul style="list-style-type: none"><li>• Expansion of TLC's video space on the content loop to include any Audio/Visual Content provided by/on behalf of the TLC, the City, or its agencies, for up to four minutes on the majority of the screen.</li></ul>

# Expanded T-PEP 2.0 Functionality

## Survey Content

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Existing Functionality	New Functionality
<ul style="list-style-type: none"><li>• Passenger Surveys can only be updated at most once every two weeks.</li></ul>	<ul style="list-style-type: none"><li>• Increase the frequency of TLC updates to Passenger Surveys to as often as daily.</li></ul>
<ul style="list-style-type: none"><li>• Distribution of Passenger Surveys to subsets of Taxicabs not currently required.</li></ul>	<ul style="list-style-type: none"><li>• Provide more flexibility for the distribution of Passenger Surveys to subsets of Taxicabs.</li></ul>
<ul style="list-style-type: none"><li>• Passenger Surveys are static and do not update based on Passenger responses.</li></ul>	<ul style="list-style-type: none"><li>• Incorporate basic skip logic into Passenger Surveys allowing different follow-up questions to be displayed depending on a Passenger's previous responses.</li></ul>
<ul style="list-style-type: none"><li>• Only required to provide survey results weekly.</li></ul>	<ul style="list-style-type: none"><li>• Increase the frequency of receiving Passenger Survey results to daily.</li></ul>

# Expanded T-PEP 2.0 Functionality

## Payment Options

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Existing Functionality	New Functionality
<ul style="list-style-type: none"><li>T-PEP Providers must provide paper receipts when receipts are requested by the Passenger.</li></ul>	<ul style="list-style-type: none"><li>T-PEP Providers may provide electronic receipts as a substitute for paper receipts.</li></ul>
<ul style="list-style-type: none"><li>T-PEP Providers must capture signatures on paper receipts when signatures are required.</li></ul>	<ul style="list-style-type: none"><li>T-PEP Providers may capture signatures electronically.</li></ul>
<ul style="list-style-type: none"><li>Payment initiated only after Taximeter is disengaged at the end of the trip.</li></ul>	<ul style="list-style-type: none"><li>Passengers can initiate and authorize payment before the trip is complete.</li></ul>
<ul style="list-style-type: none"><li>Only a single method of payment is required for each trip.</li></ul>	<ul style="list-style-type: none"><li>T-PEP Providers may allow Passengers to split fares.</li></ul>
<ul style="list-style-type: none"><li>Accommodations for passengers with visual disabilities not currently required.</li></ul>	<ul style="list-style-type: none"><li>Provide passengers with visual disabilities the ability to pay for fares unassisted, in alignment with proposed Council legislation Int. 599.</li></ul>

# Expanded T-PEP 2.0 Functionality

## Smartphone Integration

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Existing Functionality	New Functionality
<ul style="list-style-type: none"><li>• Requirement to integrate with Smartphone Payment Application RFP winner only.</li></ul>	<ul style="list-style-type: none"><li>• Integrate with all TLC approved or licensed smartphone applications.</li></ul>
<ul style="list-style-type: none"><li>• Only general requirements to integrate with smartphone applications.</li></ul>	<ul style="list-style-type: none"><li>• Provide an application programming interface (API) allowing licensed smartphone applications to retrieve itemized fare information from the T-PEP.</li></ul>
<ul style="list-style-type: none"><li>• Only general requirements to integrate with smartphone applications.</li></ul>	<ul style="list-style-type: none"><li>• Provide an API allowing licensed smartphone applications to indicate to the T-PEP that payment has been processed.</li></ul>
<ul style="list-style-type: none"><li>• Only general requirements to integrate with smartphone applications.</li></ul>	<ul style="list-style-type: none"><li>• Provide an API allowing licensed smartphone applications to provide the T-PEP with payment data required to be captured in electronic trip sheets.</li></ul>

# Expanded T-PEP 2.0 Functionality

## Additional Requirements

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Existing Functionality	New Functionality
<ul style="list-style-type: none"><li>Geo-fencing for Rate Code 4 (only allow Rate Code 4 to be initiated when outside of the five boroughs) not currently required.</li></ul>	<ul style="list-style-type: none"><li>Geo-fence when Drivers can initiate Rate Code 4.</li></ul>
<ul style="list-style-type: none"><li>Credit card processors for TPEP vendors pay credit / debit / prepaid card payments to Merchants (either the Medallion Owner or TPEP vendor), who in turn pay Drivers.</li></ul>	<ul style="list-style-type: none"><li>T-PEP Providers may pay Drivers directly, using electronic debits.</li></ul>
<ul style="list-style-type: none"><li>Healthcare fee deduction not currently required.</li></ul>	<ul style="list-style-type: none"><li>Automatically deduct the \$0.06 healthcare fee for all trips logged by the T-PEP.</li></ul>
<ul style="list-style-type: none"><li>Text messages must be scheduled individually and cannot be modified once they've been scheduled.</li></ul>	<ul style="list-style-type: none"><li>Expand text messaging capability to include the ability to modify scheduled messages and schedule the same message over multiple dates/times.</li></ul>

# Stakeholder Reviews

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Stakeholder	Date
Black Car Fund	11/8
City Council	11/14
Committee for Taxi Safety	11/8
Creative Mobile Technologies	11/21
GetTaxi	11/13
Greater New York Taxi Association	11/21
Livery Base Owners Coalition	11/20
Livery Round Table	11/9 & 11/26
Metropolitan Taxicab Board of Trade	11/20
New York Taxi Workers Alliance	11/20
Square	11/15
TaxiMagic	11/9
Uber	11/19
VeriFone	11/14 & 11/19
Windels Marx	11/19
ZabKab	11/13