



Taxi & Limousine
Commission

Q1 2024

Quarterly Report

Van Hailin'

Quarterly

Q1 2024

Year to Date: Van Hailin'

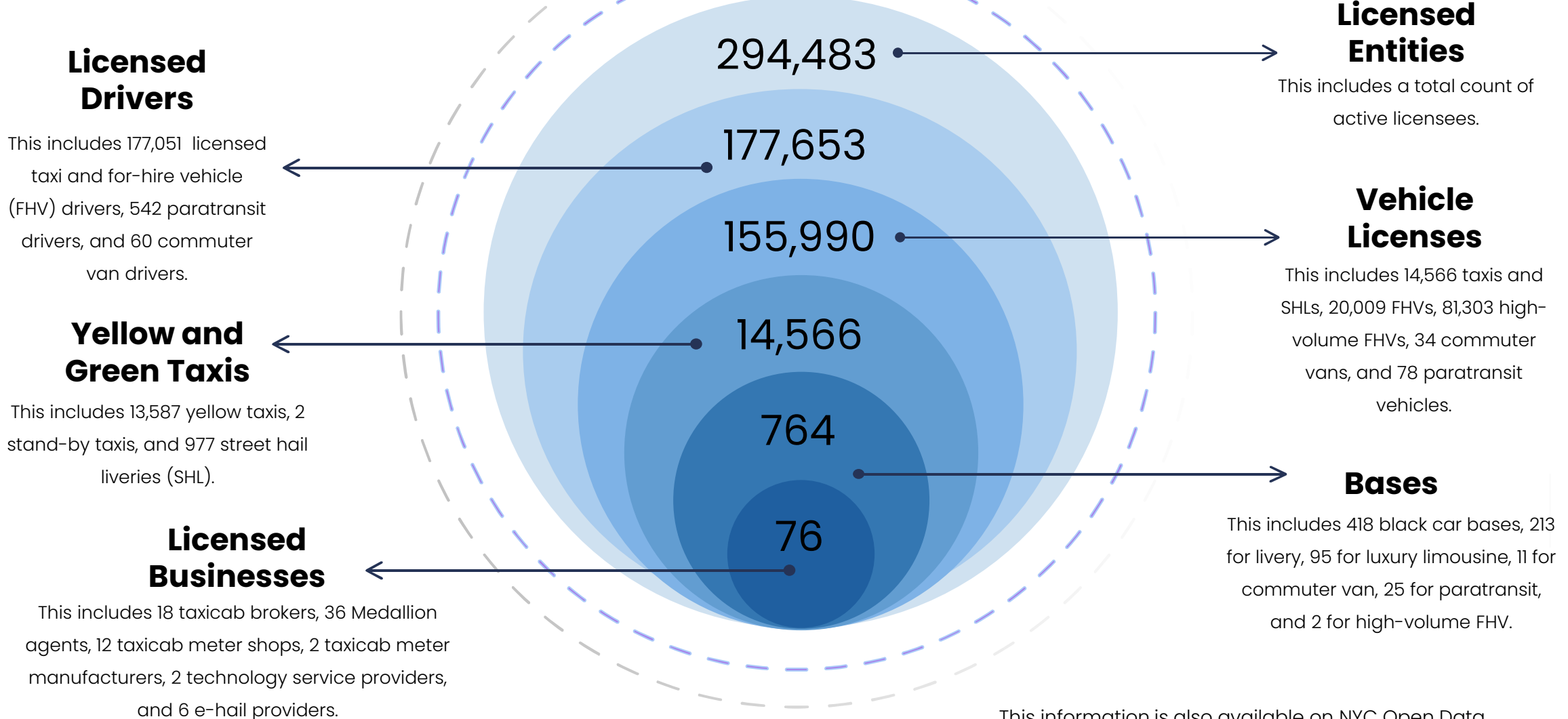
TLC's Mobile Outreach Unit: Van Hailin' continues to establish itself as a beneficial resource among the TLC community. Opting for the convenience of walk-in, first-come-first-served resources in their own boroughs or one of their choosing, a total of 584 attendees were serviced in 14 different languages at Van Hailin' events across Brooklyn, Manhattan, and the Bronx.



Pre-electric Van Hailin's last appearance before phase out

- ✓ Upfitted a zero-emission electric vehicle to succeed our original Van Hailin' vehicle; Launched this new vehicle at the New York International Auto Show in partnership with NYC DCAS
- ✓ Partnered with NYC Councilmembers Chi Ossé, Carmen De La Rosa, and Kristy Marmorato, as well as venues Alianza Dominicana Cultural Center and Morris Park Community Association

Community



This information is also available on [NYC Open Data](#).

Attendance

Q1 2024

584

Licensees in Attendance



Attendance includes TLC licensees serviced across the Brooklyn, Manhattan, and the Bronx in January, February, and March, respectively.

606*

Services Provided



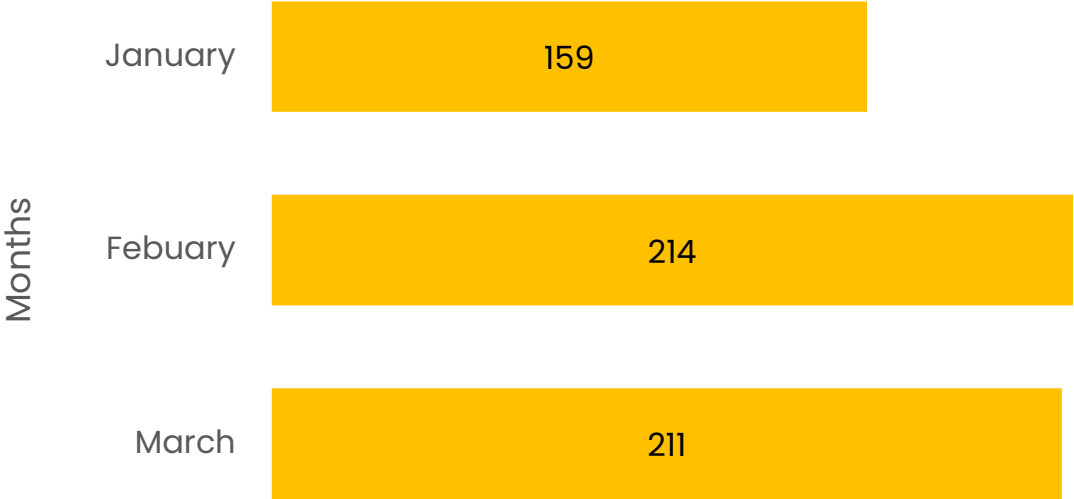
Q1 2024

**Out of a total of 584 recorded attendances for the quarter, there were certain requests by attendees for more than one (1) service.*

By the Month

January: Brooklyn (Bed Stuy)
February: Manhattan (Washington Heights)
March: the Bronx (Morris Park)

Attendance by the Month



Total Attendees by Month

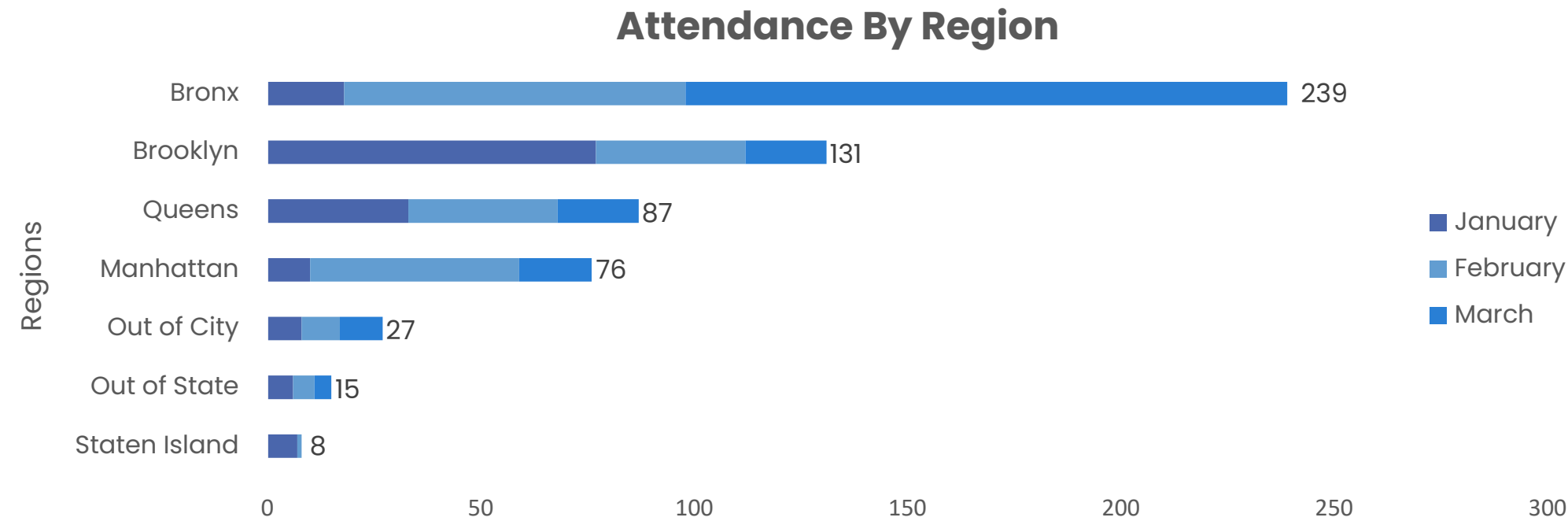
Quarterly Insights: Attendees Per Event

- Van Hailin’s Brooklyn event in January took place during a snowstorm, likely contributing to a slightly decreased, though still strong, attendance.
- February and March events, in Manhattan and the Bronx respectively, held steady around Van Hailin’s more recent average attendance count.

Q1 2024

By Region

*Region refers to the resident borough or county of attendee, thus signifying origin.



Key Insights

Community Impact

Each borough which hosted an event saw an increased count of attendees from that borough. For example, January’s Brooklyn event hosted the highest number of Brooklyn residents, thus maximizing community impact.

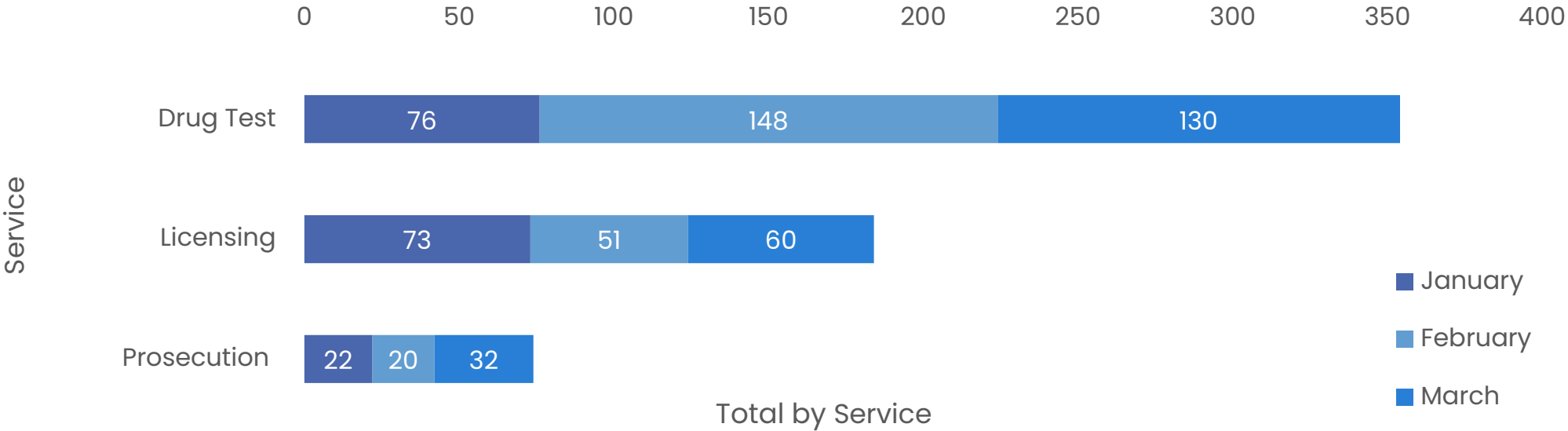
Outliers

Out of state attendees traveled from as far as New Jersey, Pennsylvania, and Connecticut. Other out of city attendees came from Nassau, Suffolk, Orange, Sullivan, Dutchess, and Broome Counties in New York State.

Q1 2024

Services Provided

January: Brooklyn (Bed Stuy)
February: Manhattan (Washington Heights)
March: the Bronx (Morris Park)



Key Insights

Consistent Demand

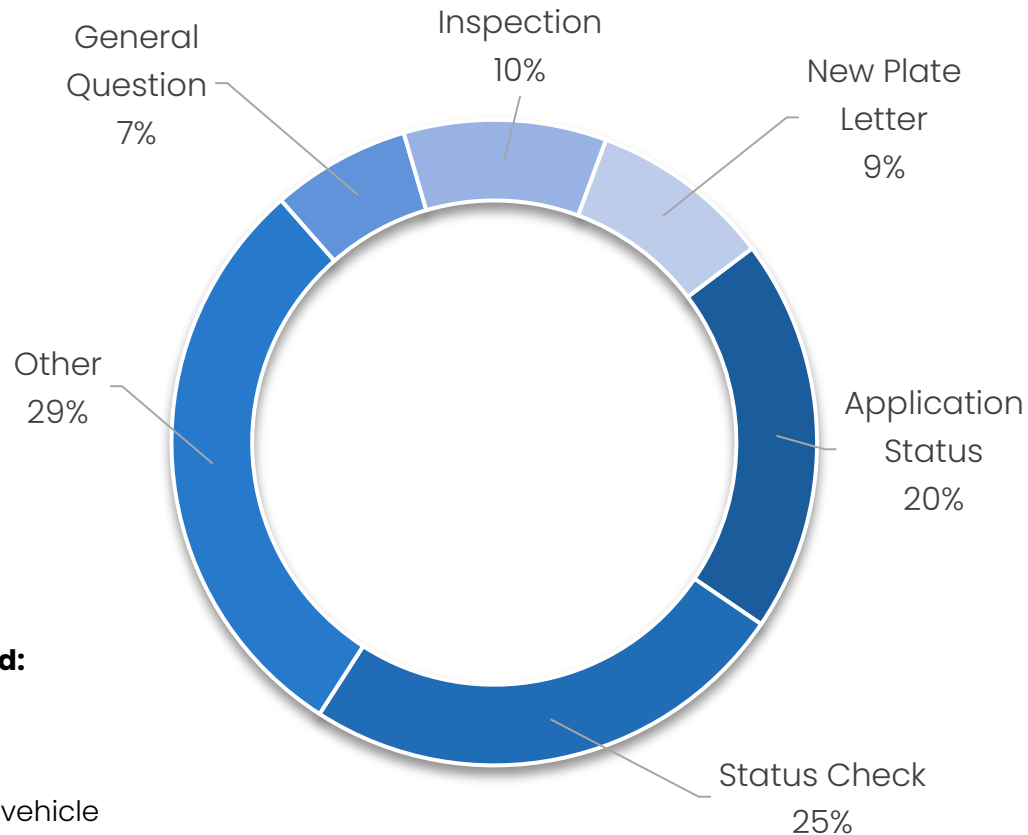
Licensees continue to find Van Hailin' events a primary resource to conduct their annual drug tests. We expect this service to remain consistent regardless of borough, with possibility for growth coinciding with outreach.

Issue Relevancy/Flexibility

Assisting licensees with inquiries and troubleshooting issues, our Licensing unit continues to receive requests based on industrywide developments or new agency pilot programs. Prosecution services remain consistent.

Q1 2024

Scope of Inquiries



A selection included:

- Lost credentials
- Renewals
- Transfers (base, vehicle license/plate)
- Uber issues (deactivation, waitlist)

Licensing Inquiries: On-Site Requests

- While the type of inquiries per quarter may change based on relevant agency or industry occurrence (e.g., the 1,000 Vehicle Licenses or SHL pilots), a select few types of inquiries remain constant, including status checks on driver or vehicle licenses or requests for new plate letters.
- Other troubleshooting provided at Van Hailin' this quarter reflected in *Other* included assistance with lost credentials, license renewals, Uber waitlist/deactivation questions, and vehicle/plate transfers.

Q1 2024

Quarterly Partnerships

January 2024

Van Hailin' in Brooklyn



City Councilmember

Chi Ossé (District 36)

February 2024

Van Hailin' in Manhattan



City Councilmember

Carmen De La Rosa (District 10)

March 2024

Van Hailin' in the Bronx



City Councilmember

Kristy Marmorato (District 13)

Brooklyn

January: Van Hailin' in Bed Stuy



Location

Office of NYC Councilmember Chi Ossé
1360 Fulton St #500, Brooklyn, NY 11216



Manhattan

February: Van Hailin' in Washington Heights



Location

Alianza Dominicana Cultural Center
530 W 166th St, New York, NY 10032

The Bronx

March: Van Hailin' in Morris Park



Location

Morris Park Community Association
1824 Bronxdale Ave, Bronx, NY 10462



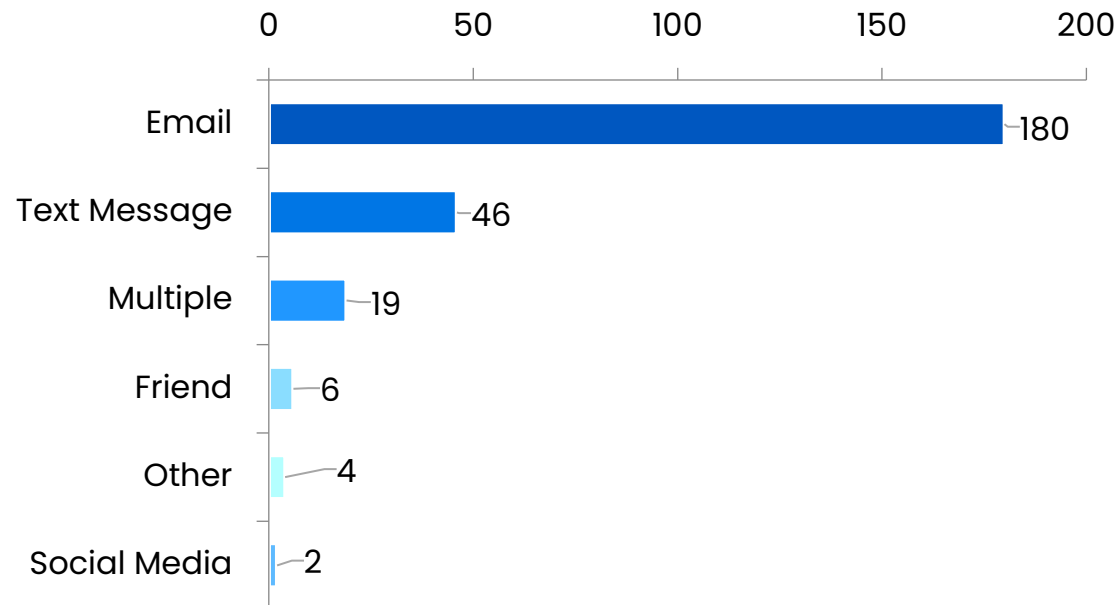
Community Partner

Con Edison



Engagement Method

Communication Channels



Quarterly Insights: Effectiveness of Channels

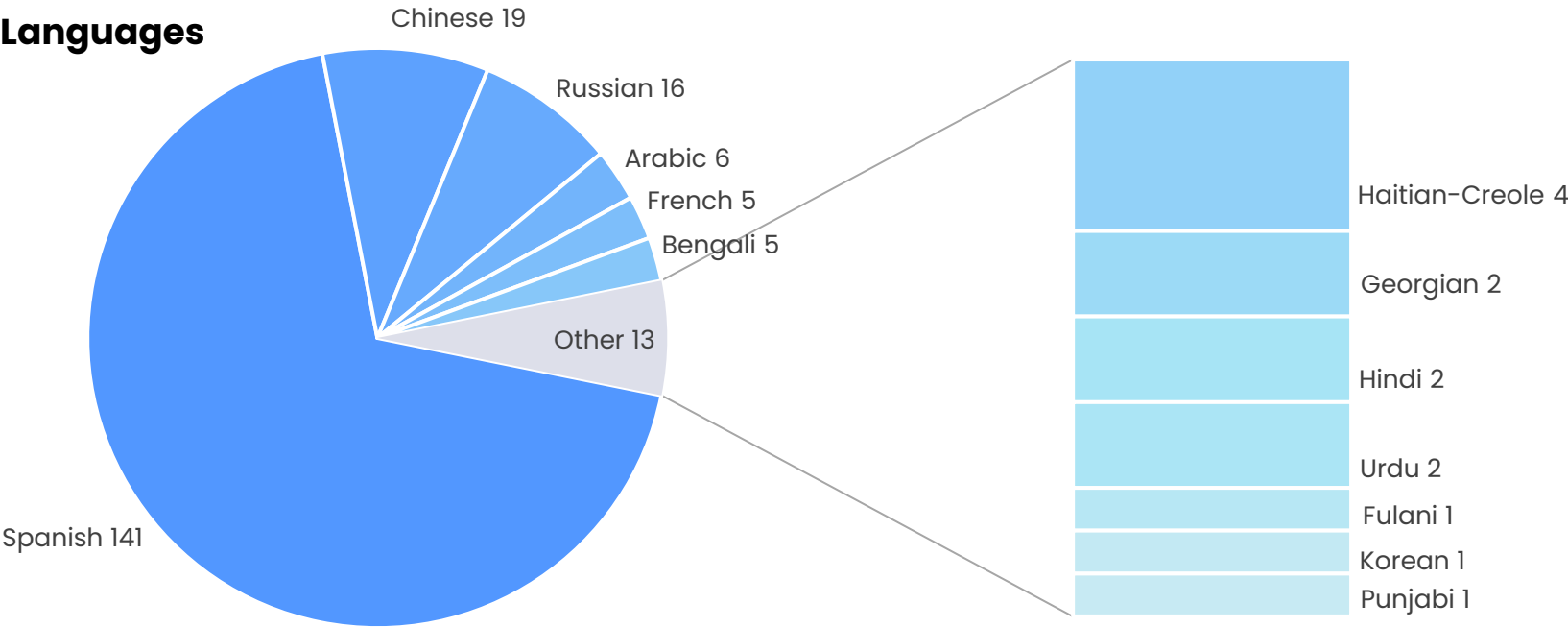
- Targeted communications to TLC's community of licensees remain effective. These include direct marketing channels like e-mail and text message, with the former representing outsized share of reach followed by text and multiple—with multiple generally referring to both e-mail and text message.
- Other channels like social media and word of mouth (*Friend*) also contributed, along with referrals from bases, recorded in *Other*.

Q1 2024

Language Access

*Note: All attendees can request a language other than English, but not all require one.

Requested Languages



**Key
Insights**

Requests for Spanish Double

Spanish remains the overwhelming majority for top requested language less English, doubling since last quarter. Chinese requests remain consistent since, but a slight uptick in Russian requests has been recorded.

Maximizing Staff Skills

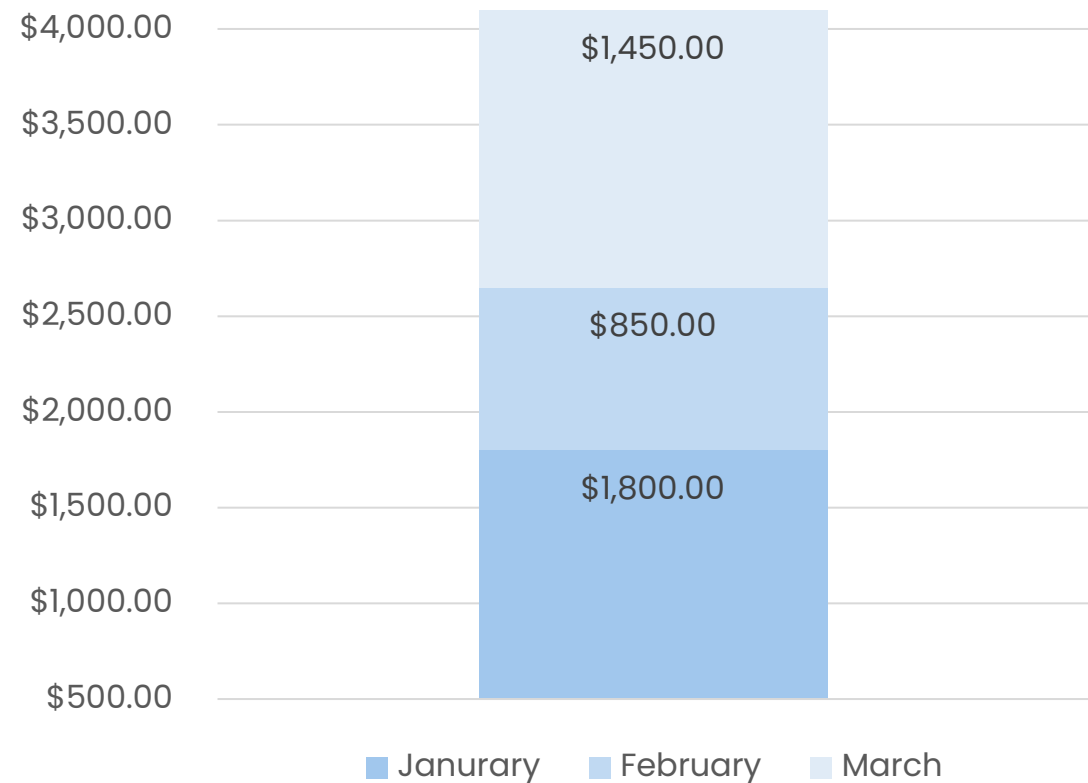
Be it through multilingual staff or TLC’s vendor, requests for languages other than English continue to be successfully provided. This quarter saw more requests for Haitian-Creole and Bengali than last.

Q1 2024

Settlement Resolution

*Note: Monetary amounts reflect settlements offered to licensees to achieve compliance.

Settlements Offered



Opportunities to Resolution: Settlement of TLC Violations

- For past and present active licensees who have accrued TLC violations due to compliance with local traffic laws (e.g., parking, signal, or stop sign violations), TLC’s Prosecution unit offers the opportunity to settle these violations on site, and in turn, restore the status of one’s TLC license to compliant.
- This resource allows license holders to get back to work upon satisfactory completion. The Prosecution unit works with licensees on a variety of pathways toward resolution, at times able to offer payment plans to settle traffic violations.

Q1 2024

Milestones



February 2024

March 2024

New Developments

Future
Milestones

New Van Hailin' Design Submission

TLC's Office of Community Affairs partnered with its Public Affairs unit to develop a design prototype for Van Hailin's new wrap, submitted to the agency's vendor.

New York International Auto Show

At the 2024 New York International Auto Show, we unveiled our new, upfitted zero-emission electric Van Hailin' vehicle, hosted on site by DCAS among select vehicles from the City's fleet.

Van Hailin' "On the Go"

Expanding on the success of the initiative, we've designed a new public-facing Van Hailin' program: "On the Go."

Partnering with TLC's USB unit, the program reaches communities and the riding public in transportation hotspots and deserts alike.

Internal Partners

Finance

The Finance division's responsibilities include overseeing the agency's budget and procuring goods and services.. At Van Hailin', licensees can request to pay fines and dues through the on-site cashier.

Licensing & Standards

The Licensing and Standards division oversees the processing of various transactions and operation of units for bases and other businesses, vehicles, driver licensing, the call center, customer service, and compliance, as well as the education unit. At Van Hailin', staff provide a variety of services.

Operations, People, & Innovation

The Operations, People, & Innovation division supports day-to-day operations and manages emergency preparedness and response. At Van Hailin' staff members from the unit's Information Technology, Facilities, Fleet, and Training all play an integral role in operating a Van Hailin' event.

Policy & Community Affairs

The Policy & Community Affairs division spearheads new projects and initiatives within TLC. Policy manages large research projects and pilot programs while Community Affairs distributes communications, interfaces with elected officials, and develops and implements outreach programs like Van Hailin'.

Legal Affairs – Prosecution

The Prosecution unit within the Legal Affairs Division is responsible for adjudicating TLC rules through the issuance of settlements and penalties. At a Van Hailin' event, licensees can request a settlement for a violation in which they will plead guilty but pay a reduced penalty. Prosecution also answers specific questions that pertain to settlements for licensees.

Uniformed Services Bureau

The Uniformed Services Bureau (USB) division's primary mission is to maintain public safety by deterring illegal operation of unlicensed vehicles and ensure compliance of all safety and emissions standards. Licensees can ask on-site officers and inspectors about best safety practices at a Van Hailin' event. USB also helps ensure that Van Hailin' runs successfully and smoothly.

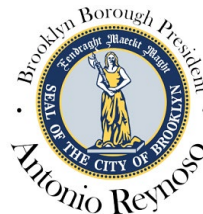
External Partners



Assembly Member District 87
Karines Reyes, RN



Donovan Richards Jr.
QUEENS BOROUGH PRESIDENT



Office of Council Member
Carmen De La Rosa
The Council of the City of New York



Office of Community Affairs



Audra Palacio

Assistant Commissioner

Executes all stages of the program



Dylan Cepeda

Deputy Director

Manages the program's planning & production



Benzel McClellan

Policy Analyst

Manages the program's licensee-facing service



Camiele Burns

Policy Analyst

Manages the program's staffing across units



David Renz

Senior Outreach Specialist

Manages the program's voter outreach & registration



Jin Moon

Language Access Coordinator

Manages the program's language access



Taylor Freeman

Media & Outreach Specialist

Manages the program's media & partnerships



Jake Torres

Outreach Intern

Manages the program's quality assurance