

Quarterly + Annual Report
Van Hailin'

Year In Review

CY 2023

Full Bloom: A Community Initiative

What originally started as a pilot program has become a fully functioning agency initiative. After **10 months**, TLC's mobile outreach van, Van Hailin', has proven itself in neighborhoods throughout the city through a combination of teamwork and customer service. The year 2023 saw Van Hailin' serve an astounding total of **1,029 licensees** in their own communities and provide **1,095 unique services** across the five boroughs. By creating a strong foundation this year, our agency is poised to re-invent its approach to customer service and community outreach in the upcoming year. We made impressive strides in the following areas:

- Licensing services represented 45% of all requests for 2023
- Partnered with 8 elected officials and 26 community partners (representing 16 city agencies, 6 CBOs, and 4 corporate partners)
 - Above average satisfaction rate of 91%

Quarterly

Q4 2023

Closing The Quarter

Van Hailin' ended the year with important gains in attendance. As word of mouth about the mobile office's ease of access continues to spread, we have seen an increase in the number of licensees asking for licensing and drug testing services, especially in light of the many agency initiatives this year, including but not limited to the Green Rides Initiative and the Street Hail Livery (SHL) Pilot.



Van Hailin' in Staten Island

- ✓ From the first quarter of the year to the last quarter, event turnout among licensees and the riding public increased by 273.2%
- ✓ Spanish accounted for the highest number of (non-English language) interpretation requests
- ✓ The unfinished electric van has made a few appearances
- ✓ Indoor spaces were successfully utilized during the colder months

Attendance

2023 YTD

1,029

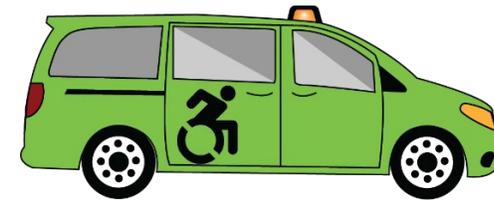
Licensees in Attendance



Attendance includes licensees serviced from across the five boroughs and services provided to them in 2023.

1,095*

Services Provided



VAN HAILIN'

**Out of a total of 1,029 annual Van Hailin' attendees, there were some requests by attendees for more than one (1) service.*

TLC Industry

Drivers

A total of 177,051 includes drivers of yellow and green taxis, livery and black cars, and limos – the largest in the country.

Yellow and Green Taxis

Pick up street-hailing passengers in NYC. While yellow taxis can pick up passengers anywhere, green taxis are limited to above E 96th St and W 110th St in Manhattan and to the outer boroughs.

294,483

177,051

101,424

14,566

835

Licensed Entities

Across drivers, vehicles, corporate entities, and more, there are 294,483 entities licensed by TLC.

For-Hire Vehicles

Providing pre-arranged transportation, current FHV licenses connected to bases sit at 101,424.

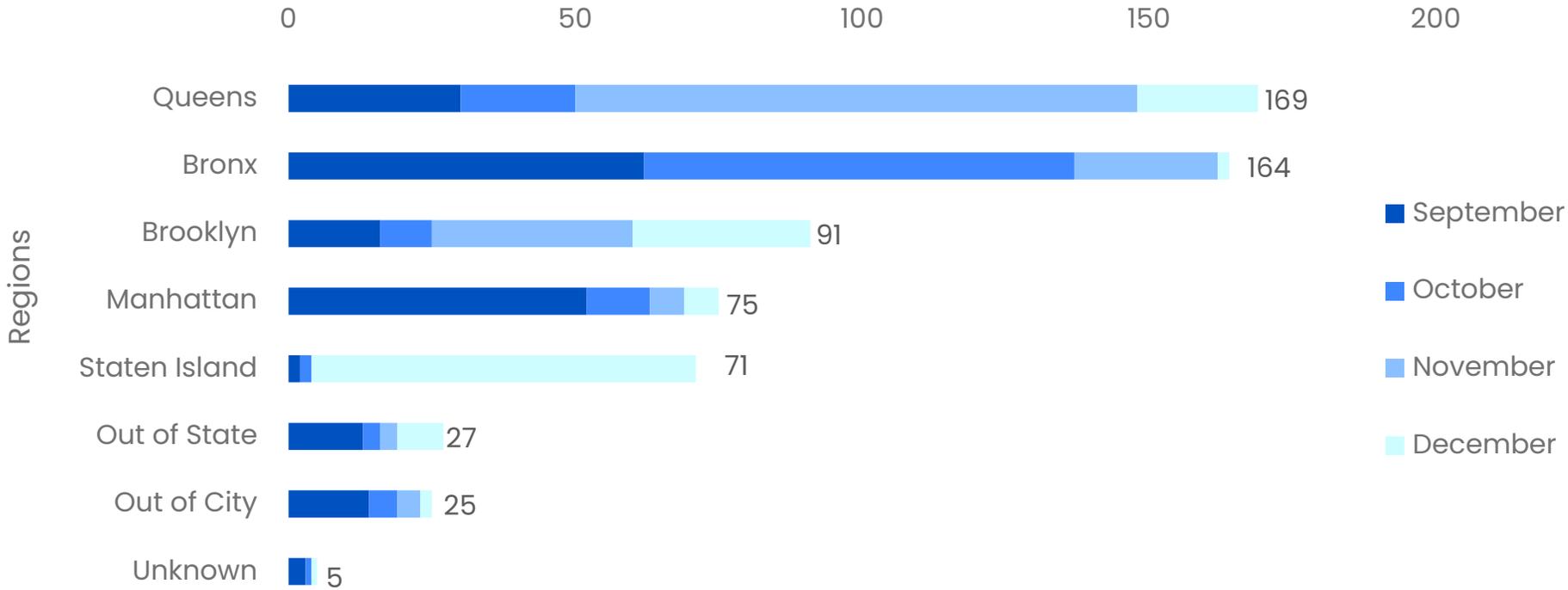
Bases

Base license types include black car bases, as well as livery and luxury limousines. They dispatch to FHVs.



Attendee Origin

Attendance By Region



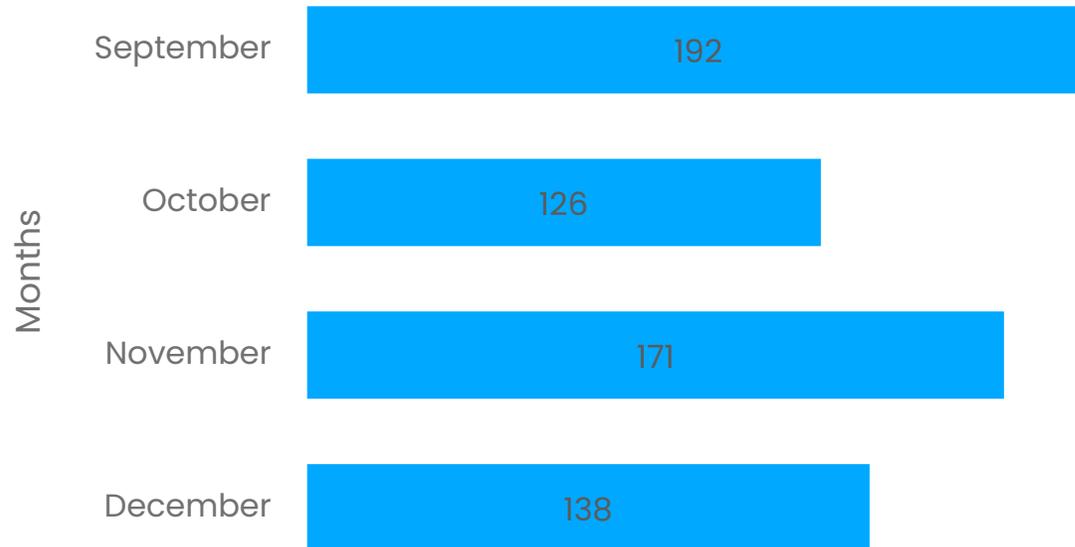
Key Insights

- Licensees from Queens attended Van Hailin' in the greatest number, but the Bronx was a close second in Q4. Both boroughs represented a combined 53% of all attendees.
- 52 licensees, representing 8% of all Q4 attendees, were from outside the five boroughs and utilized Van Hailin' services. Some came from as far as Pennsylvania.

Q4 2023

Attendance

Attendance of Van Hailin' by Month



Total Attendees by Month

Quarterly Insights: Locality of Attendees

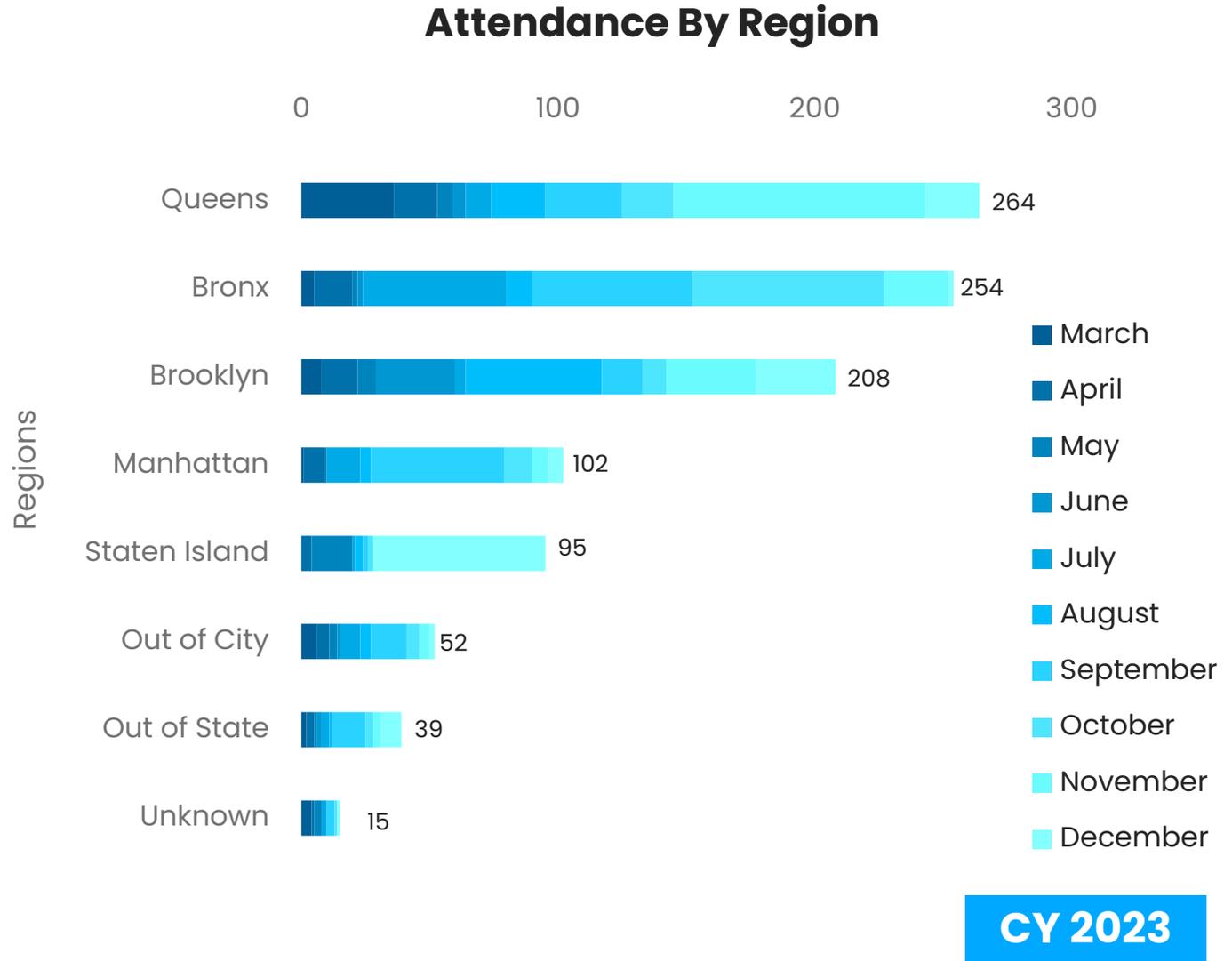
September's Van Hailin' event in Upper Manhattan attracted the greatest number of licensees, almost breaking 200, which is an all-time high.

As the crowds increase, a new ticketing system built on Microsoft Power Automate will replace the manual input of licensee data as we approach our maximum processing capacity. The current system is time and labor intensive.

Q4 2023

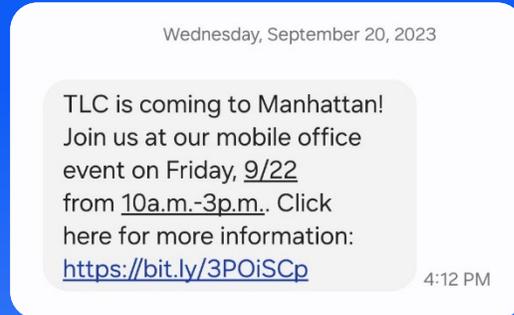
2023 Insights: Locality of Attendees

Similar to Q4, the top boroughs for attendance are Queens and the Bronx. Attendees from both of these boroughs represent a combined 50% of the total turnout. As the full 2024 calendar year will allow Van Hailin' to visit two of the five boroughs an additional time, these two are good candidates, based on need.



The above depicts attendance across the duration of March to December 2023.

Communications



Marketing & Outreach

Deploying both direct and indirect marketing communications pertaining to Van Hailin' events has allowed us to effectively reach TLC's licensee population.

Expanding access to information about Van Hailin' events remains a key priority for us. Current outreach through communications includes the following:

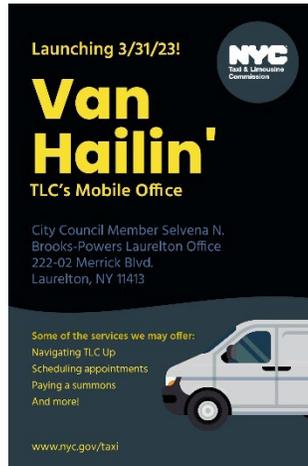
- E-mail
- Text Messaging
- Social Media
 - Website
 - Flyer

Method of Engagement

Evolution: The Van Hailin' Flyer

To reflect the specifics of a particular event, a new flyer is created each month, depicting location and partners, and dispersed through TLC communication channels.

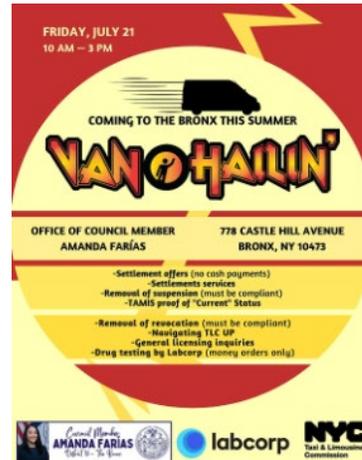
Here's how the Van Hailin' flyer has evolved over time.



March 2023
Original Teaser



April 2023
Van Hailin' in Manhattan



July 2023
Van Hailin' in The Bronx



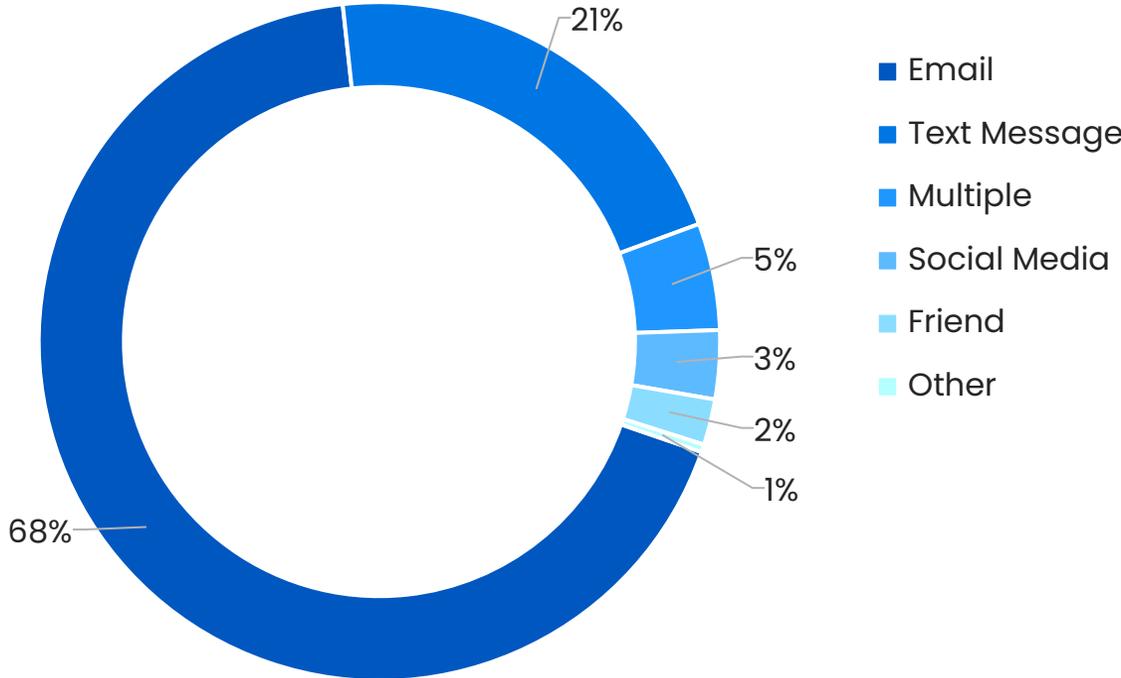
November 2023
Van Hailin' in Queens

Method of Engagement

Quarterly Insights: Effectiveness of Channels

An overwhelming majority of licensees, 89%, learned about Van Hailin' through emails and text messages. This highlights the effectiveness of communications through our marketing cloud platform and the integrity of our licensing data. Other engagement methods included multiple (through more than one channel), social media, and through a friend, at 5%, 3%, and 2%, respectively.

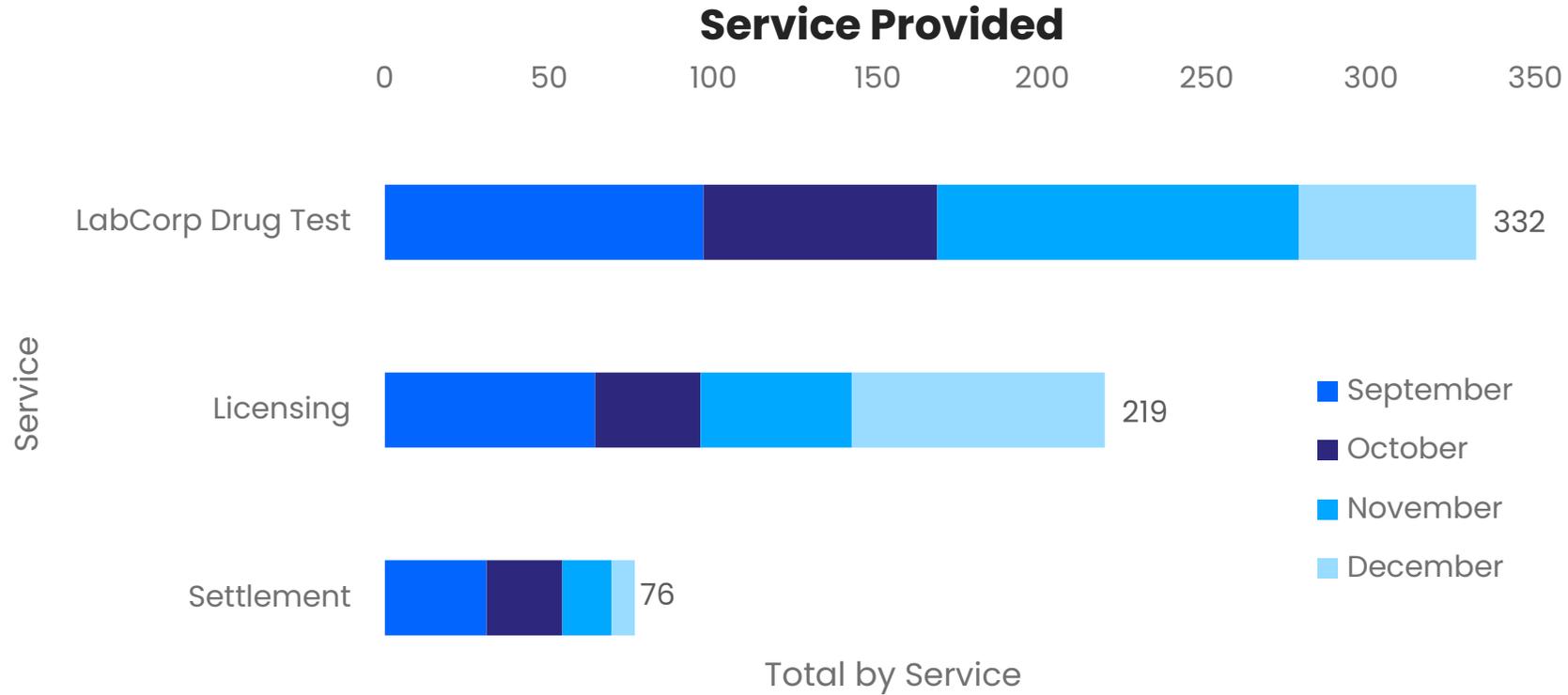
Communication Channels



Q4 2023

This is a cumulative total of attendance across the months of September through December.

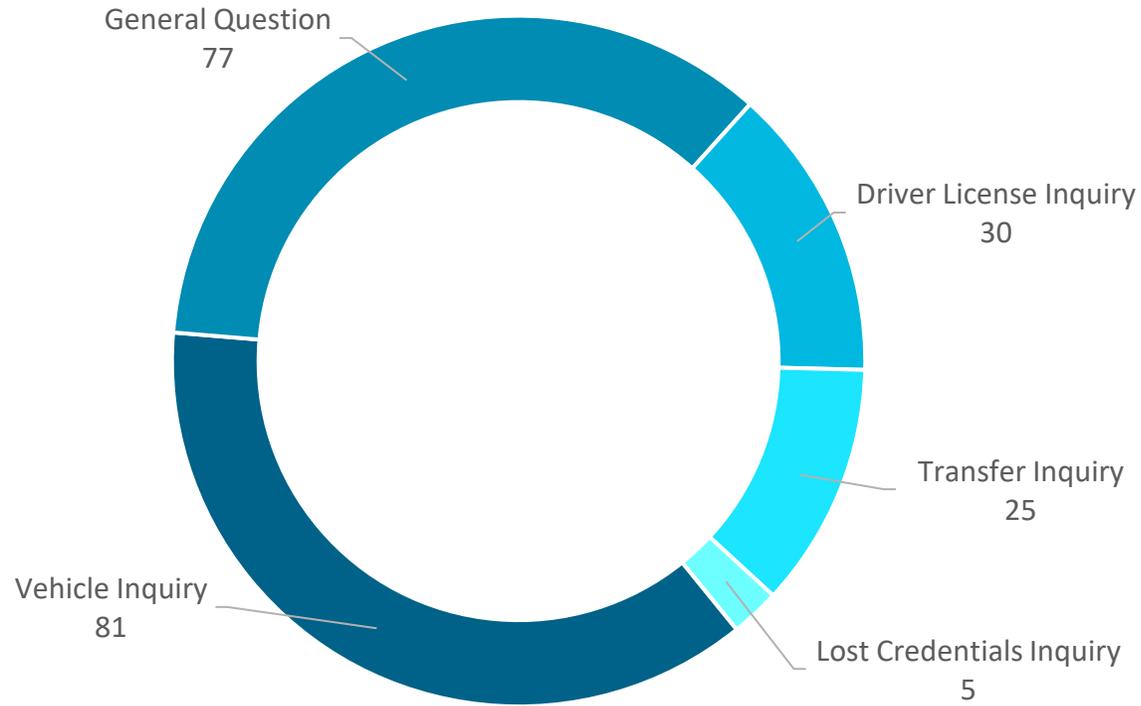
Services Provided



Key Insights

- Drug testing was the most requested service in Q4 due in part to the combined marketing efforts made by the Office of Community Affairs and Licensing units.
- Licensing requests this quarter were driven by the rollout of the Green Rides Initiative, and many licensees had questions about the status of their electric vehicle applications.

Q4 2023

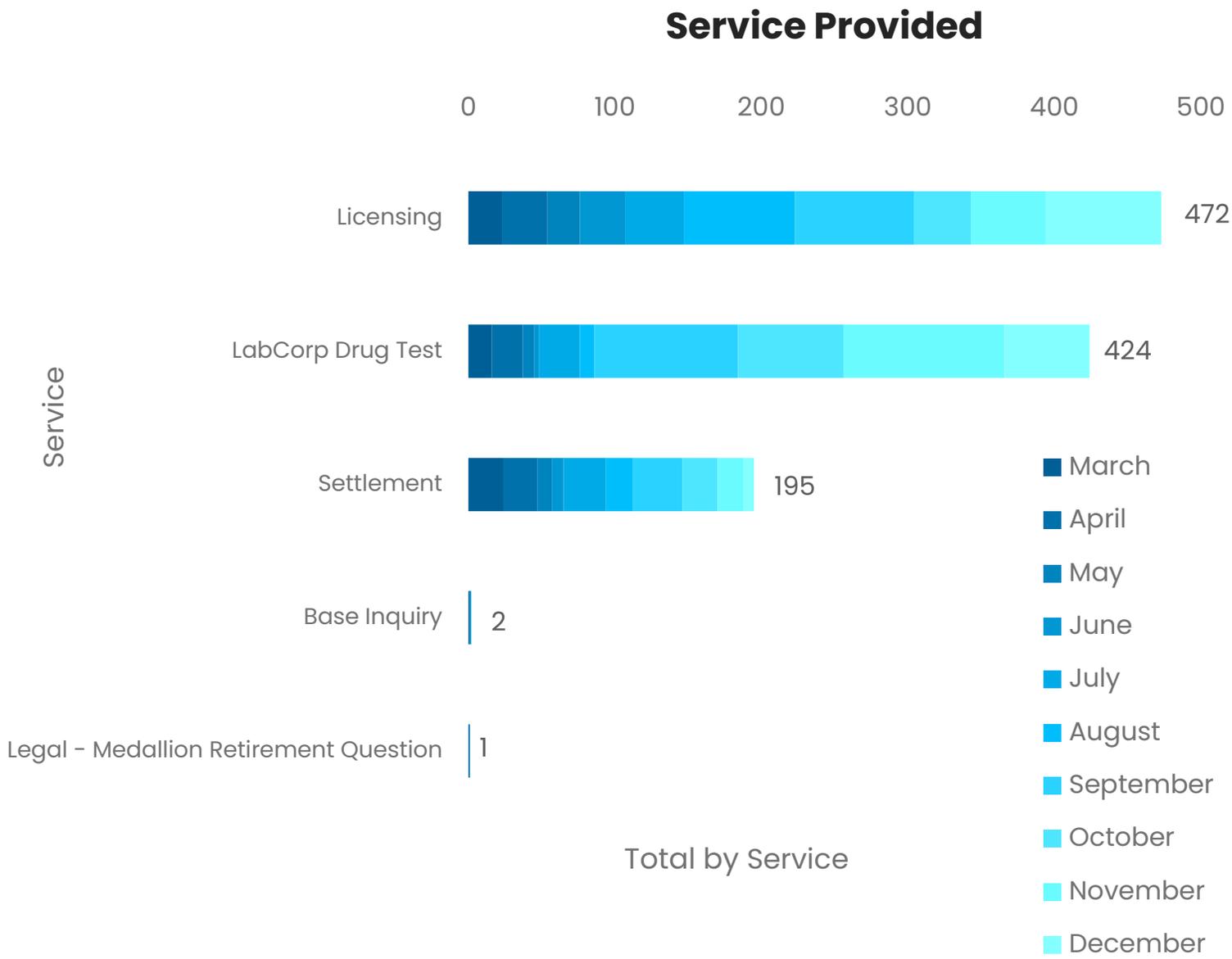


Licensing Breakdown: An Array of Inquiries

The Licensing unit provides a number of unique services as part of the vehicle and driver’s licensing processes. A great deal of the services requested from the Licensing unit, at 37% in Q4, were related to vehicles. This is most likely due to the Green Rides Initiative, which requires New York City’s rideshare trips to be conducted by either zero-emission or wheelchair-accessible vehicles by 2030. New vehicle licenses were issued as a result of this program.

Q4 2023

Services Provided



**Conclusive Insights:
Access Amplified**

For the entire year, licensing services were the most requested by licensees and were probably driven by not only the Green Rides Initiative, but also the Street Hail Livery Pilot program and the 1,000 Electric Vehicle-only FHV Licenses program.

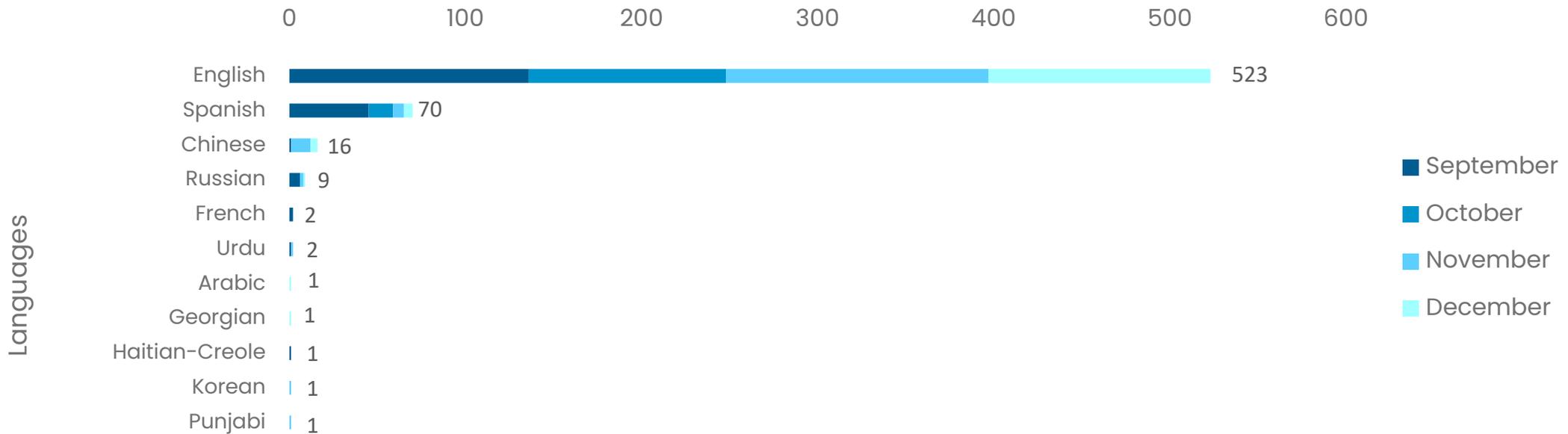
Drug testing was the second most requested service, due in part to the combined marketing effort made by the Office of Community Affairs and Licensing unit.

Medallion-related issues continue to be the least requested service and present an opportunity to expand on marketing and outreach to drive further access.

CY 2023

Language Access

Preferred Languages (Q4)



Languages

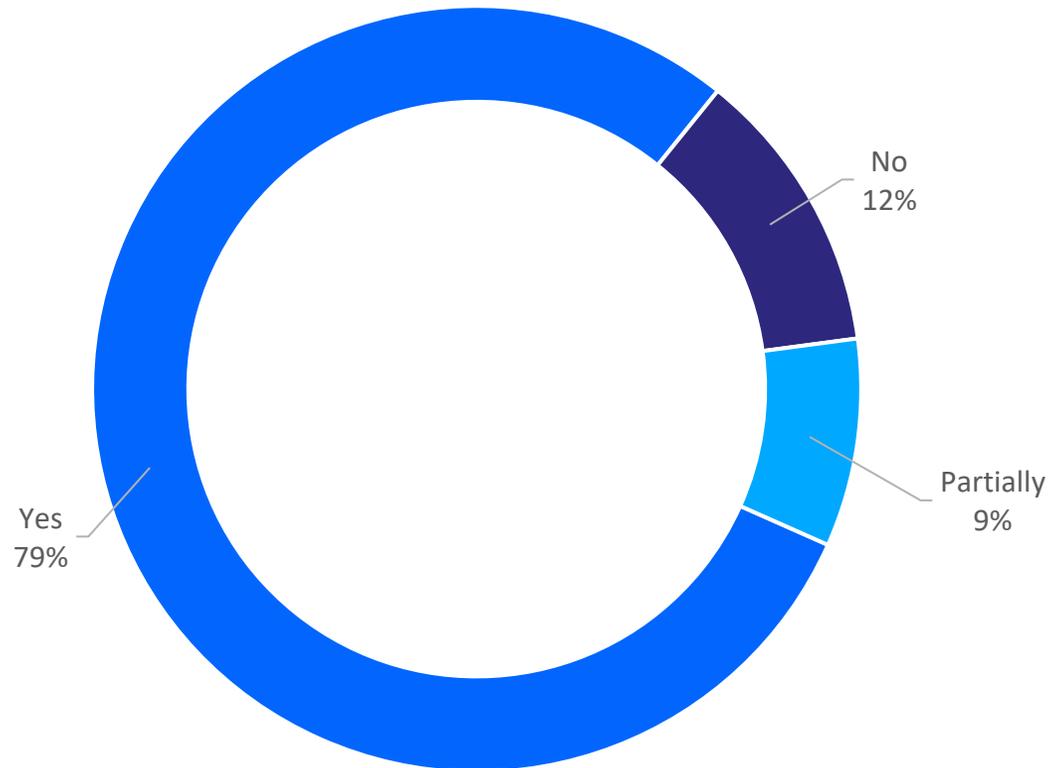
Total by Language Provided

- In Q4, interpretation of non-English languages was generally satisfied by bilingual staff on site at Van Hailin' events.
- Our phone interpretation vendor, Language Line, was also used by staff to accommodate language requests.

Q4 2023

**Key
Insights**

Resolution Rates



2023 Resolutions: Solution-Driven

In 2023, most of the inquiries brought to Van Hailin', 79%, were successfully resolved, illustrating the capacity of TLC staff to go above and beyond to provide customer service, even with limited capacity to perform transactions off-site.

Still, almost 20% of issues required further action or follow-up or could not be resolved at all. The Van Hailin' team will continue to strive to maintain these high levels of service throughout 2024.

CY 2023

The above resolution rates refer to services provided on site.

Internal Partners

Finance

The Finance Division is responsible for overseeing the agency's budget and processing payments from the public. TLC licensees can request to pay fines and dues at Van Hailin' through the on-site cashier.

Licensing and Standards

The Licensing and Standards Division processes transactions relating to drivers, vehicles, and bases, as well as designs mandatory courses. TLC licensees can resolve issues with their licenses or receive guidance on how to do so by interacting directly with staff at Van Hailin' events.

Operations

The Operations division is responsible for providing support for smooth day-to-day operations and managing emergency preparedness and response, in addition to agency-wide inventory of all fixed and non-fixed assets and the agency's fleet.

Prosecution

The Prosecution Division is responsible for adjudicating TLC rules through the issuance of settlements and penalties. TLC licensees can request a settlement for a violation in which they will plead guilty but pay a reduced penalty.

LabCorp (Vendor)

TLC applicants and licensees are required to take annual drug tests at specific LabCorp locations across the city. LabCorp, TLC's sole vendor for drug testing, utilizes on-site restrooms to provide testing services.

Uniformed Services Bureau

The Uniformed Services Bureau'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.

A Year in Review



March 2023

Borough: Queens
Neighborhood: Laurelton

Partner: NYC Council Member
Selvena Brooks-Powers



April 2023

Borough: Manhattan
Neighborhood: Alphabet City

Partner: NYPD PSA 4



May 2023

Borough: Staten Island
Neighborhood: Rosebank

Partner: TLC's Staten Island Facility

CY 2023

A Year in Review



June 2023

Borough: Brooklyn
Neighborhood: Flatlands

Partner: NYC Council Member
Mercedes Narcisse



July 2023

Borough: The Bronx
Neighborhood: Castle Hill

Partner: NYC Council Member
Amanda Farías



August 2023

Borough: Brooklyn
Neighborhood: Downtown Brooklyn

Partner: Brooklyn Borough President
Antonio Reynoso

CY 2023

A Year in Review



September 2023

Borough: Manhattan
Neighborhood: Central Harlem

Partner: NYPD PSA 6



October 2023

Borough: The Bronx
Neighborhood: Parkchester

Partner: NYS Assembly Member
Karines Reyes



Van Hailin' in The Bronx

VAN HAILLIN'

CY 2023

A Year in Review

Van Hailin' Resource Fair*



November 2023

Borough: Queens
Neighborhood: Kew Gardens

Partner: Queens Borough President
Donovan Richards



December 2023

Borough: Staten Island
Neighborhood: Rosebank

Partner: TLC's Staten Island Facility

CY 2023

*In addition to its monthly TLC services and partner resources, Van Hailin' hosted a community resource fair at Queens Borough Hall in November 2023. The event even hosted a DJ on site, courtesy of LIC staff.

Takeaways



Accomplished: *This Quarter*

- Personally thanked each attendee by telephone
- Serviced licensees in all five (5) boroughs of New York City
- Worked with the agency's existing vendor to complete a retrofit of the new EV van by the end of Q1 2024
- Ordered new traffic cones

Advancements: *This Year*

- Developed production standardization and operative controls to protect the integrity of services provided and data
- Piloted an automatic intake process using Microsoft Power Automate
- Successfully transitioned the Van Hailin' operation indoors during the winter months
- Attended the City Council's Committee on Transportation and Infrastructure, hosting a pop-up event

Goals: *Forthcoming*

- Create a designated Van Hailin' mobile team to staff events
- Provide additional services that were requested by licensees but are not currently offered:
 - Transfer applications
 - Lost credentials
 - Visual inspections
- Coordinate with USB to expand the number of mobile office operations from once per month:
 - Work with existing and potential partners to create a regular schedule
 - Create a request form for interested parties
- Integrate Vision Zero programming more deeply into Van Hailin' experience

Our Process



Research & Strategic Planning

- ✓ The planning phase of Van Hailin' typically includes strategic research into industry-relevant policies and legislation (bills, regulation/rules, law) across New York City and State bodies, as well as Census data.
- ✓ Findings are accompanied by targeted location research and internal data to effectively reach licensee populations in their own communities.



Community & Intergovernmental

- ✓ Strategic planning also includes the building and management of community and intergovernmental partnerships with elected officials, including New York City, State, and federal, as well as city agencies, CBOs, and corporate partners.
- ✓ Partnerships are assessed and invited for upcoming events.



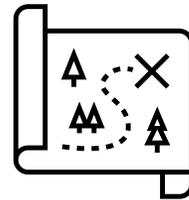
Strategy & Planning Phase

Our Process



Meetings & Site Visit

- ✓ Meetings with interested or confirmed parties are conducted in this step using a combination of video conferencing software and in-person engagements. Partnerships are generally confirmed.
- ✓ In the assessment of a venue or location, a site visit follows to ensure the location's capacity to properly host the operation and its needs.



Production Design & Staffing

- ✓ A production design plan is created once partners and a venue are established and secured. This design considers the specifications of a given space and how the operation will play out within that space.
- ✓ In crafting operation specs for a Van Hailin', staffing needs are also assessed. Liaising with TLC units and confirming staff for the event's date follows.



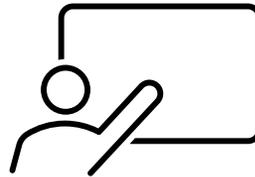
Production Design Phase

Our Process



Marketing & Outreach

- ✓ Pre-production marketing and outreach typically include creating a communications plan. The specific marketing channels (e.g., email, text message, etc.) are considered based on the event's needs. The goal of this step is to maximize awareness and access to Van Hailin'.
- ✓ Communications are authored and scheduled once a plan is shaped.



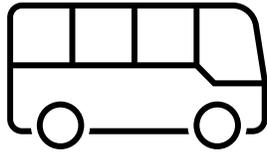
Event Prep & Run-through

- ✓ Crucial pre-production prep includes ensuring operation comprehension and addressing any questions from participating units ahead of the event. A video conference is scheduled, and a custom run-through is enacted.
- ✓ All physical assets, such as electronics and supplies, needed for the event are pulled, packed, and, with the assistance of OFFM, ensured transport to the site of the event.



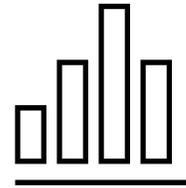
Pre-Production Phase

Our Process



Event

- ✓ On the day of the event, TLC units such as Finance, IT, Licensing, Operations (incl. Inclusion, OFFM, Training), Policy & Community Affairs, Prosecution, and USB come together to set up and deliver services through Van Hailin'.
- ✓ In select settings, community partners (city agencies, CBOs, corporations) are set up to provide important resources to attendees and community members.



Data Collection & Analysis

- ✓ Crucial data is collected during a Van Hailin' operation. After the event, the data is appropriately archived and comprehensively analyzed to improve the process and enhance the initiative's value delivery.
- ✓ Follow up thank you calls are conducted to attendees and any further feedback is recorded.

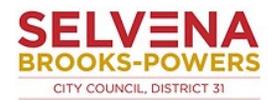


Production & Post-Production Phase

External Partners



Assembly Member District 87
Karines Reyes, RN



Donovan Richards Jr.
QUEENS BOROUGH PRESIDENT



WORKERS
BENEFIT
FUND



Office of Community Affairs



Audra Palacio
Assistant Commissioner

Spearheading the agency's community initiatives, Audra set out to design and actualize the agency's first mobile outreach unit in Van Hailin', managing all strategy and production output.

Dylan Cepeda
Deputy Director

Leading key research into relevant legislation and targeted location analysis, Dylan participates across all stages of Van Hailin', notably helping shape the production through his findings.

Benzel McClellan
Policy Analyst

Utilizing an especially broad knowledge of the agency and its services, Benzel is Van Hailin's quality assurance expert, ensuring the integrity of the intake process and its data collected on-site.

Camiele Burns
Policy Analyst

Holding a crucial operations-focused role, Camiele designs custom, event-specific operational plans and manages staffing across all production phases, liaising with units across the agency.

Office of Community Affairs



David Renz
Policy Analyst

Holding a cross-functional role throughout Van Hailin' production phases, David manages administrative duties and post-production controls surrounding integrity and quality of data.



Jake Torres
Outreach Intern

Ensuring relevancy and security in the data collection and analysis process, Jake innovates on quantitative Van Hailin' elements, while using programming skills. He also manages the survey.



Jin Moon
**Language Access
Coordinator**

The agency's primary source and liaison for all language services, Jin manages attendee requests for language, ensuring utility and quality of vendor services and custom, on-site translations.



Taylor Freeman
**Media & Outreach
Specialist**

Managing strategic partnerships, Taylor shapes alliances with community and intergovernmental partners, including CBOs, corporate partners, elected officials, and government agencies.