

# NEW YORK CITY TAXI AND LIMOUSINE COMMISSION

## Notice of Opportunity to Participate in a Pilot Program to Test Livery Stands at Select Locations

We have extended the DEADLINE for responses to the Livery Stand Pilot Program to give additional time to interested parties to submit responses to the pilot. The new deadline is January 31, 2011.

The New York City Taxi and Limousine Commission (“TLC”) invites interested parties to submit a request to participate in a pilot program to pilot livery stands at select locations throughout the five boroughs of New York.

The Livery Stands Pilot Program will designate livery stands at privately owned locations throughout the five boroughs. The pilot program, which will be one year in duration, will allow owners or operators of private property at locations within shopping centers, Business Improvement Districts, and other well-trafficked locations to contract with livery bases to provide transportation services on-site via a “satellite base.” This pilot program will test the use of licensed livery vehicles and livery stands to enhance service to passengers, providing for more prompt, efficient, accountable and reliable dispatched service from satellite base locations. Please note, participation in a TLC pilot program in no way guarantees Commission approval for the proposer’s livery stand after conclusion of the pilot program.

On May 28, 2009, the Commission voted to approve this pilot program without limit to the number of participants; it is anticipated that there will be multiple locations citywide, with a tentative goal of at least two stands in each borough. In order for your proposal to be considered for participation in this pilot program, your proposal should include the requirements listed in the *Business Requirements* or Section (A), *Proposal Content Requirements* or Section (B) and please carefully read the *Evaluation Guidelines* or Section (C), and MOU requirements for reporting performance and success of *Program Section (D)* of this document.

### **SECTION A**

#### **Business Plan Requirements for Pilot Proposal**

- (1) Applicants must include a representative or be the owner(s) of private property (or must be a partner, contractor, licensee, permittee, tenant or subtenant that has the express consent, legal authority and approval of all property owners); for example, a representative of a Business Improvement District (BID) that partners with a shopping mall owner. The applicants may be in any legally recognized and authorized organizational form – e.g., not-for-profit, for-profit, publicly or privately held companies, sole proprietorships, partnerships, Limited Liability Companies, etc.
- (2) Applicants must be capable of executing a contract with a TLC-licensed FHV base that will agree to offer dispatch service at a location other than the base location on

file with the TLC. Applicants must submit a base name and letter of commitment from said base signed by an officer of the base for which a partnership is desired. TLC will grant approval to one or more bases at each selected location to provide all livery dispatch services contracted via a dispatcher program. Only vehicles affiliated with the partner base may be dispatched from the stand.

Additional required information that should be included in the Business Plan proposal:

- (1) Names of partners (if any) in the business;
- (2) Contact information of the business;
- (3) Insurance information for the business and for the location of the proposed FHV stand;
- (4) The number of base employees expected to provide dispatching service at the selected location;
- (5) The number of vehicles expected to be on-call at the selected location;
- (6) The approximate number of rides expected per hour for weekdays and weekends, separately;
- (7) Proposed hours of operation;
- (8) How the applicant intends to display fare information for common destinations from the selected location and how fees will be conveyed to the passenger as per the “FHV Passenger Bill of Rights”;
- (9) How the dispatch records will be maintained and recorded.

PLEASE NOTE -- No base will be permitted to participate that does not have:

- (1) Current base markings on all licensed affiliated vehicles; and
- (2) Active, licensed status with TLC, including no active suspensions or outstanding fines at the time of selection.

## **SECTION B**

### **Proposal Content Requirements**

(a) Applicants should provide a brief narrative and description of the location and businesses in the area where proposed services are to be provided. The narrative should include demonstration of a need for livery services at the proposed location; for example, the lack of availability of alternative modes of transportation, such as medallion taxis and appropriate mass transit and/or the presence of significant utilization of livery vehicles.

(b) Applicants must propose a specific, fixed location for the livery stand. The location should be a well-trafficked, easily accessible spot. Please include an aerial or other appropriate map showing the exact location. TLC may accept or reject proposed locations in its sole discretion, and applications without a proposed location that is acceptable to TLC will be considered incomplete.

(c) Applicants must describe in detail how they plan to provide “dispatched” transportation services at the proposed location. This should include hours of operation, on-site dispatch staffing levels, and on-site non-staffed dispatching methods (e.g.,

courtesy telephones, etc.). Since all rides require dispatch, TLC will look more favorably upon programs that offer staffed dispatching during all hours of the facility's operation.

(d) Applicants must demonstrate the capability to provide sufficient off-street vehicle space to allow for orderly dispatching.

(e) Applicants must provide a signage plan that will direct people to the stand and clearly explain the services provided and hours of operation.

(f) Applicants must provide a fare chart for common destinations from the dispatch location. This fare chart will remain in effect for the duration of the pilot and must be available for viewing at the stand.

## **SECTION C**

### **TLC Evaluation Assessment Guidelines**

TLC criteria for evaluation of proposals to determine proposal merit. Proposals should address the following items:

- (1) Estimated volume of usage:
  - (a) Number of vehicles to be dispatched;
  - (b) Number of passengers estimated to be served;
  - (c) Measures of anticipated peak usage times and dates.
  
- (2) Proposed location:
  - (a) Neighborhood location and communities served;
  - (b) Businesses in the area; local attractions;
  - (c) Other available forms of public transportation in the area.
  
- (3) Proposed property owner/operator and partnership:
  - (a) Proof of business commitment between a base and a proposer;
  - (b) Proposed benefits for passengers;
  - (c) Proposed means to curb illegal for-hire vehicle activity;
  - (d) Proposed congestion mitigation plan;
  - (e) Cost to the passenger vs. alternate methods of transportation;
  - (f) Proposed advertising of services and way-finding;
  - (g) Physical elements of livery stand proposal, including but not limited to, booth (kiosk), street sign, courtesy phone, waiting area/shelter, seating, etc.

## **SECTION D**

### **MOU requirements for reporting performance and success of program.**

Each pilot program participant should submit to the Chairperson a report on the first six (6) months of performance based on evaluation criteria called for in the MOU. This report must be submitted to the Chairperson no later than seven (7) months after the first dispatch. The report should include assessment of the following items:

- (1) Volume of Usage:
  - (a) Number of vehicles dispatched during pilot program;
  - (b) Number of passengers served;
  - (c) Measure of peak usage times and dates.
  
- (2) Property owner/operator satisfaction:
  - (a) Satisfaction with relationship with base operator;
  - (b) Effectiveness of measures to prevent illegal activity;
  - (c) Effects of congestion and effectiveness of congestion mitigation measures.
  
- (3) Passenger and Community Satisfaction:
  - (a) Ease of passenger's usage of service;
  - (b) Reports of customer satisfaction or dissatisfaction;
  - (c) Reliability of dispatching system (include average wait times);
  - (d) Cost vs. alternate methods;
  - (e) Passenger ability to identify the vehicle as TLC licensed and associated with the location;
  - (f) Community comments, complaints or commendations.
  
- (4) Base owner satisfaction:
  - (a) Additional costs or earnings;
  - (b) Ease of dispatch from sub-location;
  - (c) Effect on competing illegal and legal activity;
  - (d) Ease of maintaining dispatch records.
  
- (5) Driver satisfaction:
  - (a) Increase or decrease in earnings;
  - (b) Ease of dispatch from satellite base;
  - (c) Reports of customer satisfaction or dissatisfaction.
  
- (6) Constituent satisfaction:
  - (a) Dialogue with passengers, groups, organizations, and any other interested or affected stakeholders to relay public input;
  - (b) Public feedback, including the use of surveys.

Participants and TLC licensees should also provide additional information as requested by the Chairperson. A Memorandum of Understanding ("MOU") or other binding agreement with TLC is required to initiate the pilot (but not needed for submission). TLC may terminate the pilot at any time at the discretion of the Chairperson. Requisites shall include, but will not be limited to the following provisions:

- (1) A participant is required to begin actively dispatching vehicles from the selected location within three (3) months of signing an MOU or binding agreement with the Chairperson.

(2) If a participant has not signed an MOU with the Chairperson within six (6) months of the Commission's approval of the Pilot Program, the participant's request to participate will have been deemed to be withdrawn.

(3) Signage, courtesy telephones, and all other associated equipment related to the dispatch of vehicles may not be displayed or used for dispatch following completion of pilot program or cancellation of MOU, unless rulemaking action is taken by the Commission approving such display or use.

(4) Vehicles used in this pilot must have a current valid TLC vehicle license.

(5) All participating drivers must have a current TLC FHV operator's license that is neither suspended nor revoked.

Participation proposals will be reviewed in accordance with the standards of review and approval stated in TLC Rule 14-04. For more information see link below:

[http://nyc.gov/html/tlc/downloads/pdf/rules\\_pilot\\_program\\_approved.pdf](http://nyc.gov/html/tlc/downloads/pdf/rules_pilot_program_approved.pdf).

Pilot program proposals, suggestions or ideas should be submitted by January 31, 2011 to:

Tweeps Phillips  
Director for Special Projects  
New York City Taxi and Limousine Commission  
40 Rector Street, 5<sup>th</sup> Floor  
New York, NY 10006  
[Tweeps.Phillips@tlc.nyc.gov](mailto:Tweeps.Phillips@tlc.nyc.gov)

TLC staff is available to meet with interested parties to further explore proposals submitted, or to discuss proposal ideas prior to submission. Please contact Tweeps Phillips at 212-676-1010 or via e-mail at [Tweeps.Phillips@tlc.nyc.gov](mailto:Tweeps.Phillips@tlc.nyc.gov).