PROPOSED E-HAIL LICENSEE RULES

January 29, 2015
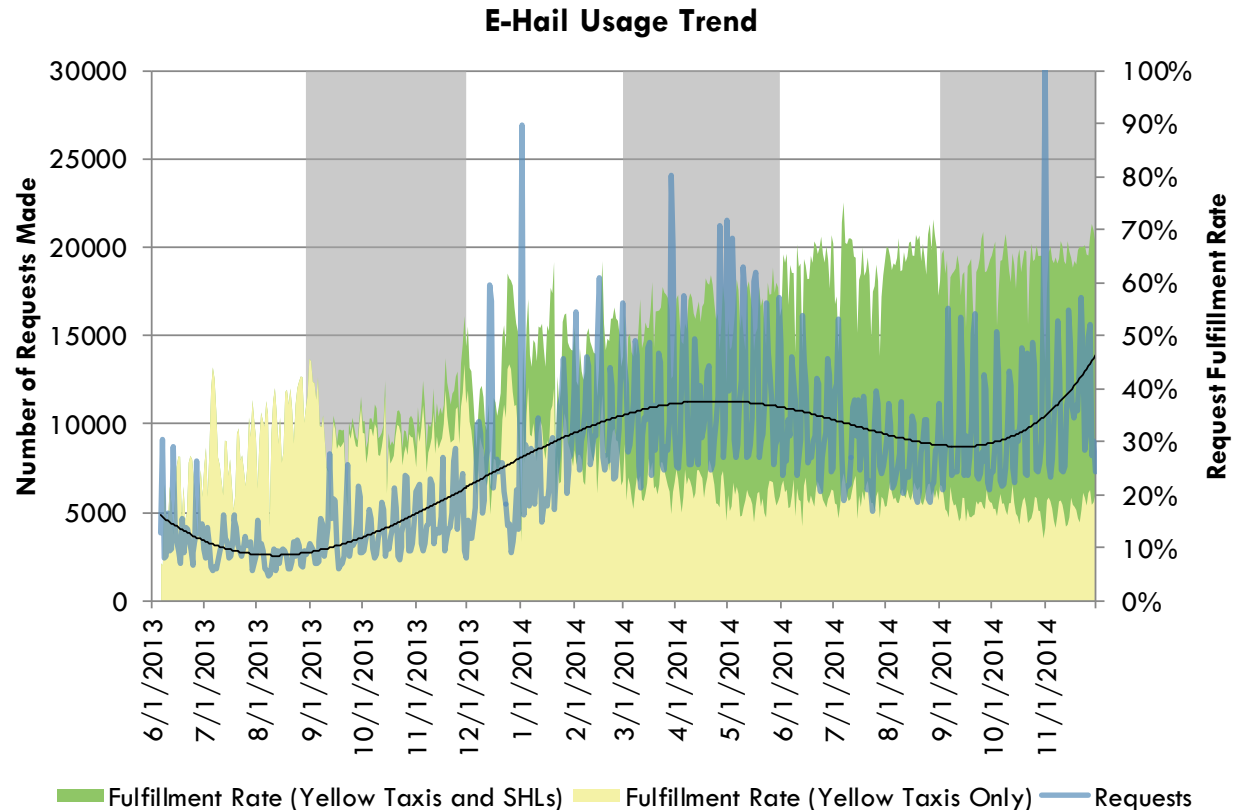
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E-Hail Pilot Program

- E-Hails have been in taxi service for almost two years
  - Since April 26, 2013 to present, TLC has been testing E-Hail in taxi service

- What is E-Hail?
  - Allows a passenger to make a taxi pickup request through his/her smartphone.
  - Extends the hand hail allowing taxi drivers to "see around corners" and increases fare opportunities.

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E-Hail Findings

- Fulfillment rates have increased from 25% at the beginning of the pilot to 63% more recently.

- 479,424 unique passengers requested E-Hails and 8,407 taxi drivers serviced E-Hail trips.

- E-Hail adoption has increased over time, but E-Hail remains a relatively small share of all taxi trips (0.45%).

E-Hail Usage Trend

Legend: Fulfillment Rate (Yellow Taxis and SHLs) — Fulfillment Rate (Yellow Taxis Only) — Requests

Source: E-Hail usage data (June 6, 2013 to November 30, 2014)
*TLC is missing data from one E-Hail participant after 5/31/2014

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E-Hail Findings

- 65.3% of trips were picked up north of 110th Street in Manhattan or in the outer boroughs vs. only 6.0% of all taxi pick-ups.

- TLC passenger surveys have found that E-Hail service has been utilized by people of all ages, including senior citizens who make up over a quarter of reported app users.

- Safety and service refusal complaints are similar or lower levels compared to before the pilot, and DMV data indicates E-Hail drivers contribute collisions at a lower rate than non E-Hail drivers (6.0% vs. 8.4%).

- FHV licensees in all categories (drivers, vehicles, and bases) continue to rise.

- Given the low relative volume of trips that are E-Hailed, the overall financial impact on both FHV and medallion industries has been small.

- In conclusion, the data evaluated by TLC suggests that E-Hail Apps increase the efficiency by which passengers and drivers are connected in certain lower-trafficked areas and they do so without negatively impacting the FHV industry or the general taxi hailing public.

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What do you get with a licensed E-Hail?

- Passengers may E-Hail any taxi or SHL anywhere in the City with the exception of the airports (and areas where SHLs are restricted from picking up).

- Passengers may E-Hail a wheel chair accessible vehicle (WAV).

- Requests sent only to actively licensed taxi drivers and vehicles.

- All fares are calculated using the taximeter.

- E-Payment using the app is optional, but must be integrated into the existing back-seat equipment.

- Use of an E-Hail app is restricted when the vehicle is in motion to prevent distracted driving, only permitting acceptance with a single touch.

- Drivers are limited to using one E-Hail device at a time.

- App providers must adhere to data security standards, including PCI certification for credit card payment (if offered).

- E-Hail providers must meet data privacy requirements.

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