



NEW YORK CITY TAXI & LIMOUSINE COMMISSION

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TLC NEWS | PRESS RELEASES

FOR IMMEDIATE RELEASE
 Press Release #05-03
 March 2, 2005

CUSTOMER SERVICE AT THE HEART OF TLC'S NEWLY-RELEASED TECHNOLOGY ENHANCEMENT RFP

The New York City Taxi and Limousine Commission (TLC) today released a Request for Proposals (RFP) that will seek, on behalf of the New York City taxicab industry, one or more highly qualified contractors to build, install, and maintain equipment that will deliver groundbreaking enhanced technology services to taxicab passengers. The Service Enhancement Project is a cooperative initiative between the TLC and the New York City Department of Information Technology and Telecommunications (DoITT).

In March 2004, the TLC's Board of Commissioners passed formal rules mandating the implementation of certain technology based service enhancements in medallion taxicabs. Among these services are credit/debit card payment capability and the installation of an interactive passenger information monitor (PIM) in all New York City taxicabs. Through vehicle locator technology, the passenger may use the PIM to follow their trip's progress. It will also provide an invaluable tool for both policy analysis and citywide transportation policy by allowing the TLC to study taxicab availability and usage patterns.

The new technology would also result in the electronic collection of trip data, allowing an unprecedented opportunity for statistical analysis. The RFP also details the requirement of improved communication between drivers and the TLC through the implementation of text messaging capability in all medallion taxicabs. Chief among the advantages of such communication capabilities is the potential for the near real-time location of passengers' lost property. It would also allow the TLC to notify drivers of business opportunities at locations where taxicab service is needed.

While each of these technological solutions exist separately, the City is breaking new ground by both integrating them, and requiring their deployment in so large a number of vehicles, the City's nearly 13,000 medallion taxicabs. These service enhancements will utilize state-of-the-art technology to provide additional value and convenience to both taxicab drivers and passengers.

Said TLC Commissioner Matthew W. Daus, "This RFP allows the City to bring all of its knowledge, experience and buying power to bear on behalf of both the taxicab industry and the riding public. The way it was structured will allow this project to culminate in improvements in customer service that are light years ahead of anything taxicab riders have ever seen anywhere in the world."

The release of the RFP follows on the tremendous progress made at the agency's recent 2004 Information Exchange Conference, at which approximately 70 expert service providers who had responded to the TLC's Request for Information (RFI) gathered to learn more about the agency's expectations and "brainstorm" new ways to meet and exceed them.

RFP & CONTRACT

- It is anticipated that more than one contractor will be selected to deliver these services.
- Multiple vendors may partner to deliver a single, integrated solution, but one shall be designated as the lead contractor. The lead contractor will be accountable for performing all the requirements prescribed in the contract and will be the sole contact for resolution of service problems and negotiation of all business issues.
- The TLC also encourages contractors to identify creative ways to subsidize the costs of these initiatives to medallion taxicab owners using commercial advertising or other revenue sources.
- It is anticipated that the term of the contract(s) awarded from this RFP will be for 36 months and may additionally include up to two one-year options to renew.
- The anticipated start date for this City contract is August 2005.

✕ [Information on the RFP](#)

