1	
2	
3	NYC TAXI AND LIMOUSINE COMMISSION
4	PUBLIC MEETING
5	held on Thursday, February 14, 2008
6	40 Rector Street
7	5th Floor
8	New York, New York
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	

Public Meeting convened at 9:35 a.m: PRESENT: MATTHEW W. DAUS, COMMISSIONER/CHAIR ELIAS AROUT, COMMISSIONER б IRIS WEINSHALL, COMMISSIONER HARRY GIANNOULIS, COMMISSIONER EDWARD GONZALES, COMMISSIONER LAUVIENSKA POLANCO, COMMISSIONER CHARLES FRASER, GENERAL COUNSEL

1 CHAIRMAN DAUS: We are going to get 2 started. Can everybody please take their 3 seat.

4 Good morning, everybody. First and 5 foremost, happy Valentine's Day. Love is in the air in our industry, as you probably have 6 7 read in the paper the last couple of days, there is a Cupid Cabby out there who is 8 9 apparently matchmaking in the back of the cab, 10 has hooked up about 19 couples so far. So we commend him for his customer service. 11 Ιt 12 certainly goes above and beyond what is 13 required of our professional drivers, but, 14 nevertheless, that reminds me that I should remind you that we are having a driver 15 16 recollection ceremony. Maybe we will honor 17 Ahmed Ebraham (ph) as well as other drivers 18 who have gone above and beyond in terms of providing customer service. 19

It is going to be on March 27th, which is a Thursday, at the Top of the Rock. I will have some more details in terms of time and so forth for the Commissioners, who are all invited, as well as the industry group leaders. And we will be narrowing down over

1 the next week or two some of the drivers who 2 will get top awards for going above and beyond 3 in terms of customer service, doing good deeds 4 for the City of New York and so forth. So we 5 are very excited about that. Talking about customer service, I 6 7 just want to give an update since we last met, for my Commissioners, about Operation Secret 8 9 Rider, the new operation that we started to 10 basically enhance customer service in the industry. It is going very, very well. 11 12 We have basically taken a page out of the retail book with regard to Secret Shopper 13 14 and applied it to the back of the cabs with 15 undercover officers going into the back of the cabs and simulating an actual ride. The 16 17 results have been very encouraging so far. 18 We are looking at everything in the Passenger Bill of Rights, including cell 19 20 phones, credit cards refusals, whether the 21 cabs clean, whether the seat belts are 22 working. And basically any violation that our officers see can and will be written. They 23 are going in groups of one, two, three and 24 25 four, so you never know what combination of

1 potential passengers might be showing up. We have dedicated the full enforcement complement 2 3 to it as well and they are all dressing in 4 different types of attire, including business 5 suits for some of them, casual attire, dressing I guess as tourists as well with bags 6 7 and luggage and so forth. So basically it is going well. 8 The 9 results are encouraging. We've had 10 consistently since the start of the Operation a 90 percent compliance rate. So the drivers 11 12 are doing good; we want them, obviously, to do 13 better. The Operation is here to stay because 14 we think it is a good thing to do, it is always going to keep the drivers on their 15 16 toes. We have the full enforcement 17 18 complement doing it now, and, in addition, over the last week or two we had also added a 19 20 number of additional inspectors, and I want to 21 congratulate the new class of inspectors that 22 we recently hired that are being added to the 23 mix. 24 And I want to thank, in particular, 25 Pansy Mullins, Deputy Commissioner for

1	Enforcement, who has done a fantastic job in
2	moving this initiatives forward. We will be
3	hearing a little bit more about the credit
4	card aspect and the technology projects aspect
5	of this enforcement initiatives, but at least
6	for now I think two numbers are interesting
7	when you break them down, the cell phones,
8	obviously, received a lot of attention. Out
9	of 2,008 tests, there were 432 summonses
10	issued. And with regard to cell phones alone,
11	there were only 116 summonses issued, which
12	ends being about a 94 percent compliance rate,
13	which is a little bit higher. So that's very
14	encouraging.
15	And I think what's important is over
16	the last couple of months, I think the drivers
17	and the industry and the perception is that
18	service has declined, the perception is that
19	drivers are angry and have issues. This
20	Operation, I think, is a first step in
21	restoring the confidence of the industry, in
22	restoring the confidence of the passengers in
23	our industry, to bring it back to where it was

before. And that's slowly happening as we

25 speak.

1 We still have the vast majority of our drivers are doing a fantastic job, and as 2 3 with anything else, I think the stats pretty 4 much show and prove that there were a small 5 number of drivers that were creating a bit of a problem. So our goal is not to hurt 6 7 anybody. Our goal is to got people on the right track, get them to curb their behavior, 8 9 provide better service, as the Cupid Cabby has, he is, obviously, very friendly. 10 We would like to see more 11 12 interactions that are positive, not just doing your job, but it would be nice if drivers said 13 14 hello, good-bye, have a good day. Obviously, that is not mandatory, but, you know what, if 15 you are smart, this is a service industry, the 16 customer is always right, the customer and the 17 passenger are paying your bills. They are the 18 people that can give you a small tip, a large 19 20 tip or no tip. So I think it is important to 21 reaffirm that aspect and remind drivers. 22 So it is kind of a wake up call and 23 it will continue, and my hope is that we will continue to be the best industry in the world. 24 25 So thanks for everybody's help and support on

1 that initiative.

2	In terms of forward-thinking
3	projects, we are reaching a crossroads now
4	with the Taxi of Tomorrow project. Within the
5	next week or two we will be issuing the
6	Request For Information, which is a voluminous
7	document. It is in its final draft stages
8	with us and the Mayor's office, and it is
9	going to be requesting information from
10	potential manufacturers in terms of what they
11	believe they can do to build the Taxi of
12	Tomorrow and what interest there is out there
13	by various manufacturers. So we are excited
14	about that.
15	I recently asked First Deputy
15 16	I recently asked First Deputy Commissioner Andy Salkin and Assistant
16	Commissioner Andy Salkin and Assistant
16 17	Commissioner Andy Salkin and Assistant Commissioner Peter Schenkman to go to the
16 17 18	Commissioner Andy Salkin and Assistant Commissioner Peter Schenkman to go to the Detroit Auto Show where there seemed to be a
16 17 18 19	Commissioner Andy Salkin and Assistant Commissioner Peter Schenkman to go to the Detroit Auto Show where there seemed to be a lot of buzz about what we are doing, and there
16 17 18 19 20	Commissioner Andy Salkin and Assistant Commissioner Peter Schenkman to go to the Detroit Auto Show where there seemed to be a lot of buzz about what we are doing, and there was some very positive feedback based upon our
16 17 18 19 20 21	Commissioner Andy Salkin and Assistant Commissioner Peter Schenkman to go to the Detroit Auto Show where there seemed to be a lot of buzz about what we are doing, and there was some very positive feedback based upon our preliminary meetings with manufacturers.
16 17 18 19 20 21 22	Commissioner Andy Salkin and Assistant Commissioner Peter Schenkman to go to the Detroit Auto Show where there seemed to be a lot of buzz about what we are doing, and there was some very positive feedback based upon our preliminary meetings with manufacturers. In terms of the Medallion sale, I

1 May. But in terms of the last Medallion sale, a quick update. We have 28 accessible 2 3 Medallions that completed their closings out 4 of the 63 Medallions that were auctioned. 5 Nine are scheduled for today actually, and 25 accessible taxis are on the road from the last 6 7 auction that was held in November. The Technology Service Enhancement 8 9 Report I am going to defer because we are 10 going to have a more detailed staff presentation on some of the numbers and how we 11 12 are doing with the technology project. 13 An accessible dispatch update which I 14 promised every month is that the contract, I am pleased to announce, has been signed off 15 and approved by the Mayor's Office of 16 Contracts Services, by our agency and by the 17 18 city lawyers. It is now in the hands of the potential contractor, Executive Charge. We 19 are waiting for them to sign it. As soon as 20 21 we have them sign it, which will, hopefully, 22 be within the next couple of days, we will 23 send that to the New York City Comptroller's 24 Office for registration approval. The 25 Comptroller, I believe, has 30 days to do that

and then we will start the contract and we
 will be on our way.

3 Last week I testified at the request 4 of the Council before the Transportation 5 Committee about Roads Forward. That's the document I shared with the Commissioners 6 7 previously and which was put out by the Design Trust for Public Space. I am pleased that we 8 9 have Deborah Martin here today and she is going to be giving a more detailed 10 presentation, somewhat like what she gave to 11 12 the Council.

I was pleased to go to a Council 13 14 meeting, and you know that the Council is an oversight arm and they have lots of questions 15 and they are always putting your feet to the 16 17 fire on some of the tough projects that you 18 are working on. And I was pleased that Chairman Liu and many of the other Council 19 Members were basically very happy about this 20 21 project and about Roads Forward and the work 22 that we are doing. So it was really nice to 23 get that stamp of approval.

24 Of course, they were trading ideas25 about what is a good idea, bad idea,

1 obviously, in the book. And we will be 2 hearing about those specific ideas and 3 recommendations today from the Design Trust 4 and I had promised the Council more than once 5 during that hearing that our Commissioners would give every due consideration and discuss 6 7 the various proposals that are in the document. So Deborah Martin is here and she 8 9 will be going through that in a little while. 10 Also, as required by local law and the New York City Charter, we on time 11 12 submitted our annual report to the City 13 Council. It is on our website, it can be 14 downloaded and it is available in the back as well if you would like a copy. If we run out, 15 just let Endera Strauss know and she will get 16 17 you some more copies. 18 Upcoming Commission meetings, the next Commission meeting will be on Thursday, 19 March 13th, and the meeting after that will be 20 21 Thursday, April 10th, so we are back on our 22 second Thursday of the month schedule. 23 Also, as I mentioned at our last meeting, we are going to do a separate hearing 24 25 on leasing which is required by our rules

1	every two years. Our deadline for doing it is
2	the end of March. We set a tentative date of
3	March 20th at 10:00 a.m. It is a public
4	hearing regarding leasing. We ordinarily take
5	testimony on the equities of system, where we
б	are. The matters are identified in our
7	regulations, but we are also going to be
8	putting out a more detailed public notice that
9	will be prompting some interesting issues and
10	questions that we have been gathering through
11	our research over the last couple of years.
12	And we would ask that people that participate
13	try to answer those questions.
14	Commissioners aren't required to
15	attend but are welcome if they wish. What we
16	intend to do is to summarize the testimony,
17	analyze and then present it at a future
18	Commission meeting. So it is not mandatory,
19	but if you can come, it's great.
20	That pretty much concludes my report.
21	Any questions?
22	(No response.)
23	CHAIRMAN DAUS: Okay, thank you.
24	That's Item 1.
25	Item 2, adoption of minutes.

1	Do we have any comments, questions or
2	changes to the minutes?
3	COMM. AROUT: I make a motion we
4	accept the minutes.
5	CHAIRMAN DAUS: We have a motion to
6	accept. Do we have a second?
7	COMM. POLANCO: Second.
8	CHAIRMAN DAUS: All in favor?
9	(Chorus of "Ayes.")
10	CHAIRMAN DAUS: So approved.
11	Item 3, base licensing application
12	review. Do we have a representative from
13	licensing?
14	MS. STEELE-RADWAY: Good morning.
15	Licensing would like to present before the
16	Commission the 18 bases with a recommendation
17	for approval.
18	CHAIRMAN DAUS: Do I have a motion to
19	approve.
20	COMM. AROUT: Just one question.
21	CHAIRMAN DAUS: Sure.
22	COMM. AROUT: You have down here
23	Brothers Car Service, are they affiliated with
24	Staten Island?
25	They are registered in Brooklyn, I

```
1
         just want to make sure, are they the same
 2
         company?
 3
                MS. STEELE-RADWAY: I would have to
 4
         look into the ownership.
 5
                 COMM. AROUT: I would appreciate it.
 б
                MS. STEELE-RADWAY: I will get back
 7
         to you on that.
                 COMM. AROUT: Okay, motion.
 8
 9
                 CHAIRMAN DAUS: Is there a second?
                 COMM. POLANCO: Second.
10
                CHAIRMAN DAUS: All in favor?
11
12
                 (Chorus of "Ayes.")
13
                CHAIRMAN DAUS: So approved.
                We have some denials.
14
                 MS. STEELE-RADWAY: There is one
15
         base that Licensing is recommending for denial
16
17
         with a request that the Commission grants an
         additional 30 days so that they may present
18
         the outstanding items.
19
20
                 CHAIRMAN DAUS: Is there a motion to
21
         approve?
22
                 COMM. AROUT: I make a motion to
23
         approve.
24
                 CHAIRMAN DAUS: Is there a second?
25
                COMM. GONZALEZ: Second.
```

CHAIRMAN DAUS: All in favor? 1 (Chorus of "Ayes.") 2 CHAIRMAN DAUS: Okay. 3 4 MS. STEELE-RADWAY: In addition to 5 the bases that have been presented, Licensing б is requesting that B01437 be reviewed by the 7 Commissioners for reconsideration, as per the memo included within the Commission book. 8 9 CHAIRMAN DAUS: Okay, do we have a motion to reconsider? 10 COMM. AROUT: I make a motion. 11 12 CHAIRMAN DAUS: Is there a second? 13 COMM. GONZALEZ: Second. 14 CHAIRMAN DAUS: Actually, should we clarify that that would be giving them an 15 additional 30 days to get their paperwork in 16 in order. 17 MS. STEELE-RADWAY: That's correct. 18 CHAIRMAN DAUS: All right, so we 19 20 have a motion, a second, all in favor? (Chorus of "Ayes.") 21 22 CHAIRMAN DAUS: Okay, thank you, 23 Georgia. 24 Also, I would like to point out that we are still on track in terms of analyzing 25

1 some of the information about livery reforms. We haven't forgotten about that. We had a 2 3 meeting earlier last year about it. We have 4 been working very closely with some individual 5 Commissioners. I want to, in particular, thank Commissioner Gonzalez, who spent a lot 6 7 of his free time with us going over some ideas in terms of how do we deal with the issue of 8 9 suspensions and how do we deal with the issue 10 of the dispatch of unlicensed vehicles. And also Commissioner Arout has been 11 12 in touch with us about some of these issues. And as we get closer we will be meeting with 13 14 some of the Commissioners to get their ideas, but we would like to, sometime during 2008, 15 have a reasonable set of regulations that make 16 17 sense for us and the industry to enhance base 18 accountability and enhance livery for-hire vehicle accountability. So that will be 19 20 coming back on track and I will keep everybody 21 posted. 22 I also want to acknowledge and thank, 23 I think Assemblyman Kellner is here as well. I want to thank the Assembly Member for 24 25 joining us and thank the Assembly Member for

1 the commitment to our accessibility issues in 2 general. We have been working very closely on some issues, and I want to thank the Assembly 3 4 Member for joining us. 5 Also I think we are now on Item 4A on the agenda. There are two pilot programs 6 7 under item 4 that we are going to discuss today. The first is Nest Energy Systems, and 8 9 David Klahr, if you could give us an update on 10 what we are doing here. MR. KLAHR: Sure. Good morning, 11 12 Commissioners. The first part of the proposal we 13 14 have to consider today is from Nest Energy Systems, which is a company based in Arizona, 15 and they submitted a proposal to test a result 16 17 device they sell called the Solinator. This is a solar powered battery charger. This does 18 not power a vehicle, it merely recharges the 19 20 battery. 21 The proposed use of this, there are 22 two uses for it. The first is to kind of keep 23 the battery fresh and recharged for a vehicle 24 that idles for a long period of time. 25 Something we don't see a lot of in the taxicab

1 industry. The second use is to power rechargeable devices that a driver may use 2 3 while seated in the car, and, thus, keeps the 4 idling to kind of keep the battery running, 5 also something that we don't see too much and б don't want to encourage in our industry. 7 Therefore, the recommendation of staff is to reject this particular proposal. 8 9 The technology seems fine, it seems to work fine. It certainly uses a clean energy 10 source. It just doesn't seem like a great 11 12 match for TLC regulated industries. And it 13 should be noted that there is nothing 14 currently in TLC that prohibits this company from selling these devices to people in the 15 industry if they wish. 16 17 Thank you. 18 CHAIRMAN DAUS: Thank you. Any questions? 19 20 (No response.) CHAIRMAN DAUS: Okay, I would like to 21 22 recommend that we deny the pilot program, only because it doesn't make sense. This device 23 24 even sounds like an interesting device that 25 could be good for the environment, but it

1	primarily gets its benefit from basically cars
2	that are parked for long periods of time as
3	well as those that idle for long periods of
4	time, which really makes no sense for the taxi
5	industry since most of these cars are on the
6	road 24/7 going to and fro. It probably makes
7	more sense for the black car industry, and
8	there is nothing that we need to vote on since
9	our pilot program would only pertain to our
10	approving it for the yellow cabs, as it is a
11	free market for the black cars.
12	So any comments, questions,
13	suggestions?
14	(No response.)
15	CHAIRMAN DAUS: Do we have a motion
16	to deny.
17	COMM. AROUT: I make a motion to
18	deny.
19	CHAIRMAN DAUS: Is there a second?
20	COMM. GONZALEZ: Second.
21	CHAIRMAN DAUS: All in favor?
22	(Chorus of "Ayes.")
23	CHAIRMAN DAUS: Thank you.
24	The next is Freedom Motors, Toyota
25	Sienna Accessible Pilot Program.

1 Peter Schenkman, will you join us, please, and give us an overview of where we 2 3 are with the Sienna. 4 MR. SCHENKMAN: Good morning. Today 5 we have another company proposing a modified accessible Toyota Sienna. The first was by 6 7 Auto Van. That vehicle has been on the road for six months so far. It has gotten very 8 9 favorable inspection ratings and we have seen some positive feedback. We are just waiting 10 to collect some more data on that. 11 12 That being said, the next company, as I said, is Freedom Motors, and they are 13 14 proposing a similar designed rear-entry Toyota Sienna for a pilot. 15 CHAIRMAN DAUS: You are from Freedom 16 17 Motors? 18 MR. BOGENAGER: That is correct. CHAIRMAN DAUS: Good morning. 19 20 MR. BOGENAGER: Good morning, Chair, Commissioners. Thank you for this time. 21 22 CHAIRMAN DAUS: Could you identify 23 yourself for the record. 24 MR. BOGENAGER: My name is Erasmo 25 Bogenager (ph). Just call me Raz.

1 CHAIRMAN DAUS: Okay, Raz. Is there A technician in the house? 2 3 (Pause.) 4 CHAIRMAN DAUS: Okay. 5 MR. BOGENAGER: Just an oversight, б real quick. Freedom Motors has been in the 7 business for over 20 years. We have introduced to the United States 20 years ago 8 9 the rear entry van, so any van that you see out there is really kind of copied after ours. 10 We are in a 300,000 foot facility. 11 12 We have been there for over a year. We 13 introduced the Toyota in 2004. We were the 14 original manufacturer of that, we came up with idea. 15 CHAIRMAN DAUS: Where is your 16 17 company based? MR. BOGENAGER: Battle Creek, 18 Michigan. 19 On the safety factor, all of our 20 21 vehicles have been crash tested. We have 22 crash tested more vehicles than any 23 manufacturing company of wheelchair accessible 24 vans. We make the Honda Element. We make the 25 PT Cruiser. We are in the process of making a

1 Honda Scion.

2	On the durability of it, we are
3	currently being used by New York excuse me,
4	by Houston yellow cab and San Francisco Bay
5	area. The FMI vehicle design offers the best
6	in class accessibility and would accommodate
7	most wheelchairs and scooters.
8	This is the Toyota chassis itself.
9	It has 56 inches and it is ADA compliant. It
10	is 59 inches in height. The ramp is 30
11	inches. The wheelchair length is 58. That's
12	the manual bi-fold. The lower floor, the
13	length of it is 58 inches. It can accommodate
14	four ambulatory passengers and one up front
15	with the driver. It has a four point
16	retractable recoil restraint system and it has
17	commercial non-slip flooring.
18	FMI developed the first rear entry
19	van 20-some years ago. When we brought it
20	over to the United States, we were the first
21	to put it on a Toyota platform in 2004. We
22	are fully ADA, NHTSA and FMVSS compliant, and
23	we are all fully crash tested. And the Toyota
24	platform is classified as an ultra-low
25	emission vehicle.

1 The Toyota non-accessible Sienna has 2 proven to be a superior taxi platform here in 3 New York. Designed is Laos, usage of the OAM 4 seats and gas tank and will accommodate most 5 wheelchairs and scooter sizes. Design also utilizes function on both sides of the doors 6 7 so when you pick up ambulatory passengers, you can pick them up on either side of the street. 8 9 Rear entry access allows safer loading and 10 unloading of the wheelchair passengers. What's nice about it is if you have 11 12 someone in a wheelchair and they accommodated by family members or other people, you can get 13 14 the person in the chair and up to four more 15 people in the van itself. Our vans, it's a proven concept. 16 17 Hundreds of FMI vans are utilized across the 18 company for transit and paratransit use right now. Our customers include Greater Houston 19 20 Transportation, which is largely considered 21 the largest taxi account in North America, and 22 several large fleets in San Francisco. Our 23 R&D department is able to develop and 24 implement innovations and improvements at an 25 accelerated rate. Like I say, we are making a

Honda Scion right now. In our department 1 right now we have the hybrid and the Escape 2 3 and the Highlander right now, which is getting completed. Hopefully, we will be able to 4 5 launch that by we are thinking at the end of б the year. 7 CHAIRMAN DAUS: A rear entry Ford 8 Escape ramp? 9 MR. BOGENAGER: Yes, and a Toyota 10 Highlander. Our production is housed in 300,000 11 12 square feet production facility, so we will be 13 able to supply vehicles. On our commercial 14 department side we can make up to 20 to 25 a 15 month, so if fleet owners, usually what 16 happens is they want them right away as soon 17 as they get the Medallion. So we will be able to produce them and get them out real quick 18 for you. 19 20 On the safety side, again, we use top 21 grade materials like tubular steel. The 22 tubular steel goes around the cage where the floors are lowered. As far as I know, we are 23 24 the only manufacturing company that does do 25 that. And I know that safety is really

1 important. When I visited Mr. Schenkman and saw the high tech state of the art maintenance 2 3 place over there with the checking of the 4 brakes, I know safety is really, really 5 important. We have documented pictures of crashes with vehicles that have been hit from 6 7 the side and the back, and the only thing left was our tubular steel configuration in the 8 9 back. So it's very, very safe. 10 We recommend that if a vehicle is accepted, that it is crash tested. 11 12 The pilot program details: FMI will 13 supply two vehicles to a Medallion holder for 14 the purpose of evaluation. FMI can supply references regarding vehicle durability and 15 reliability including Pierman Van Downsen (ph) 16 17 of Greater Houston Transportation, and John 18 James of San Francisco Ford, the premiere 19 suppliers of access taxis in the Bay area. 20 FMI will work hand-in-hand with 21 vehicle owners, drivers and passengers to 22 evaluate the vehicles utilizing a postcard 23 survey, which I think the Commissioners have 24 copies of that. These will be given to the 25 riders, and we are also going to implement one

1 for the drivers so we can stay on it on a weekly or monthly basis, so we can react if 2 3 there is anything that needs to be changed. 4 And that's getting back to our R&D department, 5 if things do need to be changed or something needs to be critiqued, we have quick response 6 7 time to do that. 8 CHAIRMAN DAUS: Do you have a 9 Medallion owner lined up to do this at this 10 point? MR. BOGENAGER: We have two of them 11 12 that we have had contact with. They are just waiting for approval or wanting to know when 13 14 we do get in the pilot program. FMI would like to leave the pilot 15 program time line open in order to insure that 16 17 the TLC has ample time to complete its 18 evaluation. The only thing that we do ask is that it may be expedited since a similar 19 vehicle has already been in for six months, we 20 21 would like to try to get into the next 22 Medallion sale, if we could. CHAIRMAN DAUS: Okay, is that it? 23 24 MR. BOGENAGER: Yes.

25 CHAIRMAN DAUS: Thank you.

1 Commissioners, do you have any 2 questions? 3 COMM. GONZALES: Excuse me, sir, a 4 couple of questions. First, you mentioned 5 crash testing. What are ratings on the crash 6 test? 7 MR. BOGENAGER: I can probably say we are the only manufacturing company that has 8 9 passed the very first time. 10 COMM. GONZALES: Three star, five star? 11 12 MR. BOGENAGER: I don't know how they rate those. But I think Mr. Daus has 13 copies of our crash test data. I think it's 14 either pass or fail. 15 16 MR. SCHENKMAN: It's actually done 17 by a score and then there is a median, which above is judged to be a pass, but they don't 18 19 actually say pass or fail. 20 CHAIRMAN DAUS: Well, the Sienna 21 gets crash tested first under NHTSA standards 22 and then this is a separate crash test once 23 the ramp is installed. 24 Do you know what the crash test --25 also what I think would be helpful, what is

```
the crash test score for the Sienna in
 1
        general?
 2
 3
                 MR. SCHENKMAN: The NHTSA score for
 4
         an unmodified is four stars.
 5
                CHAIRMAN DAUS: Okay.
 б
                COMM. GONZALES: Also with respect
 7
         to vehicle warranty, does this compromise the
         vehicle warranty?
 8
 9
                MR. BOGENAGER: For the vehicle
         itself?
10
                 COMM. GONZALES: For the vehicle
11
12
         itself, yes.
13
                MR. BOGENAGER:
                                 No.
                COMM. GONZALEZ: So the vehicle
14
         warranty is still --
15
16
                MR. BOGENAGER: It is three years,
17
         36,000 for the Toyota part of it.
                COMM. GONZALES: And then the last
18
         question, with respect to retrofitting the
19
20
         ramp, anything in your observation with
21
         respect to compromising any brake lines or
22
         chassis?
                 MR. BOGENAGER: No, we don't alter
23
24
         any of that. The gas tank stays in tact.
25
                CHAIRMAN DAUS: Just to clarify, the
```

1 warranty is from Toyota or from you? MR. BOGENAGER: The Toyota part of 2 3 it, that would the engine, the transmission, 4 any mechanical parts that we don't touch, 5 still remains in tact for three years and 36 б through Toyota. 7 CHAIRMAN DAUS: And do you have a separate warranty for your work? 8 9 MR. BOGENAGER: Yes. CHAIRMAN DAUS: 10 What does that cover and how long is it? 11 12 MR. BOGENAGER: That would be covered, like we have with Houston right now, 13 it is the life of the vehicle. 14 CHAIRMAN DAUS: Does that just cover 15 the ramp or does it go further? 16 MR. BOGENAGER: No. Any 17 18 construction that we put on the vehicle. CHAIRMAN DAUS: Okay. 19 20 Commissioner Giannoulis, did you have 21 some questions? 22 COMM. GIANNOULIS: Yes. 23 First, an administrative question. 24 What is being proposed to us exactly, a new 25 pilot program?

1 MR. FRASER: Yes. The pilot is actually identical in all respects to the Auto 2 3 Van pilot which is currently running. 4 Technically, we have to do this as a new pilot 5 because there was a time limit period to be a б participant in the Auto Van pilot. So even 7 though it is an identical pilot, it needs to be reapproved as a new pilot because of 8 9 Freedom's coming forward. 10 COMM. GIANNOULIS: And what was the time period to respond to the earlier pilot? 11 12 MR. FRASER: I don't remember. It probably was 30 days, something like that, 13 14 after we published it. And we are going on 15 close to a year ago. 16 COMM. GIANNOULIS: So fundamentally 17 he is getting an extension? MR. FRASER: 18 Well, I guess that would be one way to look at it. We will now 19 20 republish this and anyone else who wants to 21 participate in this pilot will be able to do 22 so on the same terms. 23 COMM. GIANNOULIS: But it's the same exact pilot? 24 25 MR. FRASER: Correct, yes.

```
1
                CHAIRMAN DAUS: You are talking
        about the 30 days for the RFI that went out?
 2
 3
                MR. FRASER: That is what I was
 4
         referring to, yes.
 5
                CHAIRMAN DAUS: But there is nothing
 б
         legally preventing us from going beyond that
 7
         date?
                MR. FRASER: Not at all, no.
 8
 9
                CHAIRMAN DAUS: Is it the identical
         terms that is being proposed for this pilot as
10
         for the other pilot?
11
12
                MR. SCHENKMAN:
                                Yes.
13
                COMM. GIANNOULIS: So there was a
        RFI that was out. One person responded to it,
14
15
        the earlier one?
16
                MR. SCHENKMAN: Only Auto Van. No
17
        one stepped up.
                COMM. GIANNOULIS: Was that because
18
19
         they had put in a proposal for the pilot to
20
         begin with? They kind of generated the pilot
21
        program, so to speak?
22
                MR. SCHENKMAN: Correct.
23
                COMM. GIANNOULIS: And, sir, you
24
         chose not to participate in that? You knew
25
         about it, didn't know about?
```

1 MR. BOGENAGER: There are some legal matters right now, which I don't know if I can 2 3 go into right now about that. 4 COMM. GIANNOULIS: I find it a 5 little strange that a national model in this б wouldn't have participated in the New York 7 City pilot program. My understanding is, 8 MR. FRASER: 9 and I might be correctable on this, but my understanding is that Freedom is the modifier 10 for the van that Auto Van is using in its 11 12 pilot. 13 MR. SCHENKMAN: That is incorrect. 14 MR. FRASER: All right, I am wrong. 15 Sorry. CHAIRMAN DAUS: It is the first time 16 17 anyone has ever corrected you. 18 MR. SCHENKMAN: Sorry. 19 MR. FRASER: It's okay. 20 CHAIRMAN DAUS: Do you want to 21 clarify? Peter, do you want to elaborate on 22 that? 23 COMM. GIANNOULIS: If there are legal 24 issues that we can't talk about, that's fine. 25 I am just surprised just that somebody who --

1 legal issues in terms of your own company, you
2 mean?

3 MR. BOGENAGER: Us and another4 company.

5 CHAIRMAN DAUS: There is some type б of issue between Auto Van and Freedom, that's 7 a private issue in terms of employees that used to work for Freedom. I don't know as 8 9 much as about it as you do, so maybe you can elaborate. And if you can't, I mean, this is 10 a separate company. It's basically coming 11 12 forward with something, quite frankly, which I 13 have a hard time saying if two or three, four 14 companies come forward with exactly the same thing, I have a hard time saying one company 15 16 should get it and the others shouldn't get the 17 opportunity, too. That's just my personal 18 feeling.

19 COMM. GIANNOULIS: I don't disagree 20 with that. My only point is -- I mean, we 21 have had issues with these pilots, my only 22 point is, that's actually why we put out a 23 pilot, which is we don't put out a rigged 24 pilot, we put out an open pilot. Everybody is 25 allowed to participate.

1 It just seems to me, and I don't know enough about this, but if somebody responds to 2 3 a pilot and they put in the resources to 4 pursue a pilot, and I didn't know about these 5 legal issues but now it kind of makes more sense to me, if somebody else is putting in 6 7 the resources to pursue a pilot and then people in the company may leave or doing 8 9 something else and we kind of reup the pilot, it's not really a pilot, it is a running 10 pilot, which I just think from a business 11 12 perspective is not -- I mean, I am a lot more 13 comfortable with somebody saying, "This pilot 14 didn't work out, we are opening it up again. Let's see if somebody has a better idea," but 15 opening up an RFI, closing it, and somebody 16 17 else comes in a little bit later --CHAIRMAN DAUS: Just to clarify, and 18 correct me if I am wrong, but I think they are 19 20 the original pilot. The Auto Van, from what I 21 -- and correct me if I am wrong, Peter -- Auto 22 Van sought approval and the actual vehicles on 23 the road under Auto Van are actually Freedom 24 Motors' vehicles.

25 Is that correct?

MR. SCHENKMAN: No.

1

The very first vehicle that Auto Van 2 3 showed to me for the initial approval was a Freedom Motors' vehicle. Subsequently, the 4 5 employee left Freedom Motors, started Auto Van, and to the best of my knowledge, the two 6 7 vehicles that are on the road today are manufactured by Auto Van. There are subtle 8 9 differences the between two modifications. 10 That does change some things. CHAIRMAN DAUS: In your opinion, is 11 12 it worth the extra time and effort to test this different type of model? 13 14 MR. SCHENKMAN: I think anything that fulfills the mission of the agency to put 15 more accessible more vehicles in to test them 16 17 is worth it. 18 COMM. GIANNOULIS: I don't disagree with that. My issue is, again, when we are 19 going through pilot programs, I don't know 20 21 what resources were spent by somebody, but it 22 just seems to me to be a fair game issue, 23 which is if a company pursues a pilot program 24 and then we kind of extend the pilot, which 25 seems to be pretty clearly what happened here,

1 which may be legitimate, may be fine, but we should call it for what it is. It seems like 2 3 an extension of the pilot program, which it 4 seems to me that we should issue -- there may 5 be are other companies that want to come in, and if somebody comes in 60 days from now, 6 they are out? Well, that doesn't seem right. 7 Anyway, just a few more questions on 8 9 the specifics. 10 CHAIRMAN DAUS: Commissioner? MR. SALKIN: One of the questions I 11 think I hear you saying is the extension of 12 the pilot. I think what we are doing here is 13 14 we are extending the opportunity for someone to enter into the pilot. 15 I would argue that this pilot, them 16 17 putting vehicles on the road is basically a 18 continuation of the other pilot program. So now we have, instead of two vehicles to test, 19 we are going to have four vehicles to test. 20 21 It's not to say that if Auto Van gets through 22 the process and presents data and we can bring 23 it back to the Commission and approve a 24 vehicle and make rule making, that if the 25 Commission approves that vehicle, likely,

1 since the modifications are similar, then their vehicle that is still on the road that 2 3 is still in pilot phase will actually be 4 approved as well. 5 COMM. GIANNOULIS: I understand it б is not world. I have no problem with that. 7 My issue is real simple: We are talking about a pilot program. Somebody is 8 9 expending resources at the end of the day, a 10 business person is expending resources to test a product. If you tell me I have a year to 11 12 test a product, I am going to make one 13 decision. If you tell me, like, for example, 14 does this mean that the other people are now extended? 15 MR. SALKIN: No. That's what I am 16 17 trying to say. COMM. GIANNOULIS: Well, maybe they 18 should be then. That's, I guess, my point: 19 20 Do they get another six months? Because if 21 they get did six months --22 COMM. WEINSHALL: Let him answer. COMM. GIANNOULIS: -- They may have 23 24 decided to do something different. 25 MR. SALKIN: I think what we are

1	hoping happens is that the Auto Van pilot gets
2	concluded quickly. We find favorably, we can
3	work through whatever issues or concerns there
4	are. We can bring it to the Commission for
5	rules. The commission votes on an approved
б	modification for Siennas. That, in my mind,
7	from what I understand about both vehicles
8	would mean that both vehicles, both companies
9	would now qualify, plus anyone else who we
10	didn't pilot would also qualify. Thus, ending
11	the pilot that we would be addressing today
12	because that would now be grandfathered by the
13	rules that we pass.
14	But it also gives us an opportunity

But it also gives us an opportunity 14 to see if we have concerns with the Auto Van 15 pilot, that there is now another vehicle on 16 17 the road that is looking at it from a slightly 18 different perspective, so that we have the 19 ability to do more research and get different 20 perspectives. That's what we are trying to 21 do.

I want to make clear, the intent here is not to say we have one pilot that has been going on for six months, we are going to start another one and it is another year added on to

both pilots. That pilot is still running. 1 The intent of the year is to make a decision 2 3 within that year frame whether or not we are 4 going to pass rules or not. 5 CHAIRMAN DAUS: Well, the pilot, to б actually clarify that, is over. The six-7 month period to over. 8 MR. SALKIN: It is six to a year. 9 CHAIRMAN DAUS: We are not proposing 10 extending it. We are basically just waiting, from what I understand, additional data from 11 12 Auto Van so that Peter can finalize his 13 recommendations to the Commission. 14 MR. SALKIN: Correct. So nothing that is 15 CHAIRMAN DAUS: done here is going to delay the Auto Van 16 17 situation. 18 MR. SALKIN: In theory what could happen, let's say in April we have worked 19 20 through the Auto Van issues and the staff is 21 ready to present rule making and propose rules 22 to the Commission, we might not only have the 23 Auto Van information, but we might have also 24 have the Freedom Motors, if they are going to 25 be handing out postcards and doing surveys, to

1 help supplement that argument and actually help us to make an argument one way or another 2 3 toward passing rules. 4 COMM. WEINSHALL: Can I ask a 5 question: If a third company came in now, б would you let them --7 MR. SALKIN: I think what the Chairman was arguing is, yes, the more people 8 9 doing this type of vehicle the better; the more testing, the better. 10 COMM. WEINSHALL: So it is similar 11 12 to what we did with the hybrid vehicles, what we are saying is as many vehicles as possible, 13 if we can either test or get into service, 14 it's a good thing. 15 16 MR. SALKIN: It's a good thing. 17 As Commissioner Giannoulis said, I 18 think the idea is not to have this as a pilot in perpetuity just going on forever, we want 19 20 to at some point end it. And we are basically 21 at this point, there is --22 COMM. WEINSHALL: But you didn't 23 answer my question. 24 Let's say tomorrow I am a third 25 company and I come to you and say I have a

1 vehicle.

2	MR. SALKIN: We would say great.
3	COMM. WEINSHALL: And you would let
4	me have a pilot program?
5	MR. SALKIN: We would say great.
6	COMM. WEINSHALL: But would let me
7	enter into a pilot?
8	MR. SALKIN: Tomorrow, yes. But if
9	it is a year from now, I think we would have
10	to understand what is different about what
11	they are proposing and we have on the road
12	that the Commission did approve.
13	COMM. WEINSHALL: So at what point
14	would you tell a third company that they
15	couldn't come in?
16	MR. SALKIN: I think the real point
17	would be after the Commission says we don't
18	approve a vehicle. And right now, since it is
19	all in testing phase, our idea is more testing
20	is better. But at some point we are going to
21	be ending testing. We are going to bring it
22	in front of the Commission and say here is the
23	results of the testing and here is the
24	recommendation from staff, what do you want to
25	do, Commission?

1 If one of your recommendations is to cancel this project, you do not like this 2 3 care, it is not safe, I think anyone who comes 4 forward with this vehicle, we have to say it's 5 not safe. COMM. GIANNOULIS: I am not against 6 7 more testing. The analogy I am concerned with, Commissioner Weinshall, is we approved 8 9 the hybrids based on, and then people were 10 approved, once they fell into category of approved standards. We didn't continue to 11 12 retest the same vehicle. 13 CHAIRMAN DAUS: This was done 14 specifically to, I think, the company. So maybe in future pilots we could be -- let me 15 ask you this question. 16 Look, people 17 COMM. GIANNOULIS: raise concerns. Everybody know that. I don't 18 19 have a dog in this race. 20 CHAIRMAN DAUS: I don't think anyone 21 here has dogs in this race. 22 COMM. WEINSHALL: You shouldn't have 23 a dog in this race. 24 COMM. GIANNOULIS: It just seems 25 that it is a little -- again, I am more

1 comfortable if someone were to say to me, "This pilot ran its course. Sorry, Buddy, 2 3 this thing doesn't work. This is why it 4 didn't work. Let's put out another pilot," 5 where everybody, including the original person, is able to recompete and be able to 6 7 say, "Okay, if you are saying this doesn't work, I can fix that." 8 9 I am just worried that concurrent 10 pilots, does that really happen because somebody is running on a one-year schedule, 11 12 the other person is running on another 13 one-year schedule. If this guy gets rejected, 14 this guy is sitting there with something on the street, knowing the other guy just got 15 rejected and he is able to fix his thing. I 16 17 just find that a little strange. MR. SALKIN: Again, if something 18 eventually gets approved by the Commission, 19 everyone who meets that --20 21 COMM. GIANNOULIS: That's a good 22 point. 23 We are trying to figure MR. SALKIN: out the right answer. There are a lot of 24 25 concerns with the Sienna, but there is a lot

1 of positive results with the Sienna. It's been a vehicle that has been used as a taxicab 2 3 for a long time. A lot of the owners and the 4 people that run the Sienna understand the 5 Sienna, like the Sienna. And if you modify it and make it work, it will be great. 6 7 CHAIRMAN DAUS: Right. And since we brought dogs up, it is not a dog race, it is 8 9 not a dog show. There is not like one 10 Westminster Dog Show winner. As Commissioner Weinshall pointed 11 12 out, there are several companies, but there 13 could be more than one winner of this dog 14 show. COMM. GIANNOULIS: Hopefully, it's 15 people with disabilities. 16 17 CHAIRMAN DAUS: I guess my question 18 is, you guys are the experts and you have researched this. Commissioner Weinshall, I 19 think, brings up a very good point on the 20 21 issue of other companies. 22 Are there any known companies out 23 there anywhere in the United States or 24 elsewhere that actually are in the business of 25 doing the modifications to the Toyota Sienna

other than these two companies?

1

MR. SCHENKMAN: I do know of one 2 3 other company that is exploring. They 4 currently have vehicles on the road as New 5 York City taxis, but they are exploring the options that they have, but they have not 6 7 committed to it. 8 CHAIRMAN DAUS: Did they get a copy 9 of the RFI? 10 MR. SCHENKMAN: They did originally, but at the time they were not prepared or 11 12 interested. 13 CHAIRMAN DAUS: Maybe to kind of 14 meet both of the concerns, because I think I agree with Commissioner Weinshall that I think 15 the best, in terms of experimentation and 16 17 pilot programs, is to test as many different 18 ways to do this as possible. But I agree with Commissioner Giannoulis, I think Andy was 19 20 pointing this out, that you don't want 21 something to go on forever. 22 The disabled community is entitled to 23 get an answer on this, and we want to 24 basically have some type of resolution. I 25 think Auto Van, from what I understand from

Peter, is close to the goal line. They just
 need to get us the data.

3 And we will consider your request. 4 We have up to six months with you. But if all 5 make sense, we will come back and basically pass rules that say we are going to make this 6 7 permanent if it make sense. So that's where we are going to be. So I guess my question 8 9 is, to meet both concerns, why don't we send out a letter and a final notification to 10 whatever companies we know of, letting them 11 12 know that we have approved these two, that 13 within the next 30 days, 60 days, whatever you 14 think is reasonable, we would appreciate it is you are interested to let us know. 15 16 This way at least we have given 17 everybody who is similarly situated a fair 18 opportunity, that we can rest well-assured that we basically reached out to anyone and 19 everyone. And then we will get this show on 20 21 road. No pun intended. 22 COMM. GIANNOULIS: I just have two 23 specific questions on this particular project.

You say that the vehicle was crashtested with the modifications?

```
1
                 MR. BOGENAGER: That's correct.
                 COMM. GIANNOULIS: Can you give me a
 2
 3
         sense of what that costs, $5 million, $50,000,
 4
         $100,000?
 5
                 MR. BOGENAGER: 100,000.
 б
                 COMM. GIANNOULIS: So it costs
 7
         around $100,000. You take it to an
         established crash testing center and they go
 8
 9
         through the thing and then they give you a
10
         grade?
                 MR. BOGENAGER: It's for gas
11
12
         leakage, if there is any leakage of fuel in a
13
         collision.
14
                 COMM. GIANNOULIS: So is it
         different tests?
15
16
                 MR. SCHENKMAN: Freedom Motors'
17
         vehicle is crash tested for one specific
18
         reason, they modified the filler neck on the
         fuel tank, so they have to comply with FMVSS
19
20
         3.01, which is fuel tank integrity because it
         was modified. So it is strictly to test
21
22
         leakage.
23
                 COMM. GIANNOULIS: So the existing
24
         results of the Sienna stand and you just test
25
         that particular thing?
```

1 MR. SCHENKMAN: Yes. COMM. GIANNOULIS: And it costs 2 3 around \$100,000 to be able to do that? 4 MR. BOGENAGER: Yes. 5 COMM. GIANNOULIS: And you didn't do б that? 7 MR. BOGENAGER: No, that is a third party that does that. 8 9 COMM. GIANNOULIS: I mean, it was done on the vehicle? 10 MR. BOGENAGER: 11 Yes. 12 COMM. GIANNOULIS: And you passed, 13 the vehicle passed scores? 14 MR. SCHENKMAN: It got an acceptable 15 grade. 16 COMM. GIANNOULIS: An acceptable grade, which is passing, I assume? 17 MR. BOGENAGER: Yes. 18 COMM. GIANNOULIS: And then, I'm 19 20 sorry, I wasn't paying attention for a second. 21 Did you say you had a fleet lined up? 22 MR. BOGENAGER: We do and we have a 23 couple. I guess I would just like to say that 24 being a wheelchair accessible van, it is a 25 delicate situation, the customers that we are

dealing with. We have been doing it for over 1 20 years, so I just want to recommend to look 2 3 into our references that we are going to give 4 to you, where we are and who we have been and 5 who we have been with for years, especially Greater Houston. They have been with us for 6 7 four or five years, just ordered another 90 from us. 8 9 COMM. GIANNOULIS: Thank you. CHAIRMAN DAUS: Okay. Any more 10 11 questions? 12 (No response.) CHAIRMAN DAUS: Does anybody dare to 13 make a motion? 14 COMM. WEINSHALL: I will make 15 motion. 16 17 CHAIRMAN DAUS: Do I have a second? COMM. AROUT: Second. 18 CHAIRMAN DAUS: All in favor? 19 20 (Chorus of "Ayes.") 21 CHAIRMAN DAUS: So approved, it's 22 unanimous. Thank you. We are looking forward to, hopefully, expediting the resolution of 23 this program for the disabled community. 24 25 I want to thank Michael Harris for

1 joining us, who has been at the forefront of this issue, as well as, again, Assembly Member 2 3 Kellner. 4 Do you want to say a few words, 5 Assembly Member? No, okay. But thank you for joining 6 7 us. We appreciate it. Our next presenter is Deborah Martin 8 9 from Design Trust. Good morning, Deborah. I 10 just want to say a few words before Deborah 11 starts. First of all, I want to thank you and 12 your staff for all that you have done, it has 13 14 been for the last couple of years now, you 15 have been a tremendous partner. We have some great ideas and you withstood a lot of 16 17 questioning, from what I understand, from the 18 City Council and came out okay and prompted a lot of debate and kind of raised the profile 19 of the issue for all New Yorker in a positive 20 21 way. And I just, from the bottom of our 22 hearts, on Valentine's Day, thank you for all that you have done. And welcome. 23 24 MS. MARTIN: Thanks for that warm 25 welcome. And I return the compliment, because

this whole project, from the beginning, 1 designing the taxi, through our exhibit, now 2 3 Roads Forward has been a kind of active trust 4 on the part of you, Chairman, and 5 Commissioners as a whole, working with a non-profit like the Design Trust, being open 6 7 to our ideas. So we are really very grateful that you were willing to partner with us on 8 9 this important effort. And we hope that the work will be really useful to Commissioners. 10 As the Chairman noted, I am Deborah 11 12 Martin, Executive Director of the Design Trust 13 for Public Space. I am here to introduce you to Taxi '07: Roads Forward, which I believe 14 you all have a copy of already. And I know 15 that most of you are already familiar with who 16 17 we are and what our history is with taxis and the Commission, but I will tell you a little 18 bit about that just to give you a sense of 19 20 where we are coming in and the credibility 21 that we bring to this project. 22 So the Design Trust is 501-C3 23 non-profit. Every year we take project 24 proposals from city agencies or community 25 groups and then we bring together teams of

1 economists, designers, landscape architects, whoever is required to do the work of the 2 3 project. We have worked with all kinds of 4 city agencies, including DCP, DCA, DDC, Parks 5 OEC, and, of course, TLC. Most notably perhaps we are known for a series of high 6 7 performance or green guidelines that we have worked on with DDC. And we look to that 8 9 project as a kind of fundamental change and 10 help the agency as a kind of model for the work that we have been doing with TLC. 11 12 Our role really is to make sure that the City of New York has access to the highest 13 14 quality information and design expertise available. We are not an advocacy 15 organization. We are a resource for the city 16 17 and we make sure we are kind of a pinch hitter 18 that comes in and makes sure that the City of New York has the most up-to-date design and 19 20 policy advice in the areas that we engage in. 21 Our involvement with taxis goes back 22 to 2005 when we began the project to celebrate 23 Taxi's 100th anniversary. Since we won't start a project without the city agency or 24 25 community group that has to implement or that

we hope will implement whatever we come up
 with, we approached the TLC to see if they
 would work with us on this project, and they
 were very willing and open to the
 possibilities.

We had a series of workshops where we 6 7 brought together a broad range of taxi stakeholders, many of who are in this room 8 9 today. You can see in the images, there were 10 many people who never met with one another before. Fleet owners, drivers, industrial 11 12 designers, urban planners, landscape 13 architects, Medallion holders. And our idea 14 was to have these groups speak with one another and kind plumb the limits of what were 15 the constraints and possibilities related to 16 17 taxis and the taxi system.

18 That's the book that was the product of those series of workshops. It's here, I 19 20 believe you all have this already. This book 21 is not so much a recommendation as a series of 22 ideas that resulted from what was really a 23 three-week workshop series and the results of 24 an exhibit at Parsons. And those are images 25 from the opening of the exhibit.

1	So we were very much encouraged by
2	the excitement about this project, the
3	continued support from TLC and the industry
4	and the public. So in summer of 2006 the
5	Design Trust launched Taxi '07, and the image
6	on the bottom left is from the press
7	conference that announced Taxi '07 as well as
8	Gardens in Transit. The project was designed
9	to take the ideas generated by designing the
10	taxi to the next level. Taxi '07 has a dual
11	focus, the vehicle and the system.
12	The vehicle, we explored at the Taxi
13	'07 exhibit, which some of you may have
14	visited. It was at the New York International
15	Auto Show in April 20007. That exhibit
16	brought together auto manufacturers, some of
17	the nations top designers, many taxi component
18	manufacturers who work here in the city to
19	kind of hack up cars and make them into taxis.
20	We've helped put together teams that then
21	produced eight prototypes that were shown at
22	the exhibit.
23	The exhibit also covered many other
24	taxi-related things. We had a film about
25	drivers, where drivers spoke about their lives

and what it is like to be a taxi driver. 1 There was a lot of information about 2 3 alternative fuel and what kind of fueling 4 trains will be in taxis in the future. 5 So I can say pretty confidently that it was the largest and most comprehensive 6 7 exhibit ever in U.S. history about taxis and taxi systems. 8 9 In addition to raising awareness in 10 general among the public about taxis, the exhibit acted as a catalyst for change within 11 12 the system. Inspired by the exhibit, Consumer 13 Reports performed and published a study on 14 replacing the New York City taxi fleet with an improved taxi vehicle. And as you know, as 15 16 the Commissioner mentioned earlier, the 17 Commission in now working on the Taxi of 18 Tomorrow project and the EPS, which is an 19 outgrowth of these programs. 20 The exhibit received a huge amount of 21 press. The image you see there is there was 22 an AM New York cover and there was a huge 23 amount of information, coverage by the press 24 and interest within the press on this. And we 25 took that as a sign of support from the public 1 at large.

2	A fundamental premise of Taxi '07 is
3	that New York's taxi services form a system,
4	an independent network an interdependent
5	network of people, vehicles, and the city
б	itself. Taxi '07: Roads Forward, which is
7	this publication, and this available from the
8	Design Trust for anyone here who would like to
9	get a copy of it, published in collaboration
10	with TLC and released in December 2007,
11	analyzes the current taxi system and outlines
12	taxi improvement strategies that are feasible
13	and cost effective over a ten-year period.
14	The primary authors of this document
15	are depicted in this image. They are an
16	interdisciplinary team that included urban
17	planners, information designers, economists
18	and transportation experts. I call your
19	attention, in particular, to Sylvia Harris
20	designed the 2002 U.S. Census. So she worked
21	on the question of the interface between taxi
22	users, the industry and the kind of
23	communication system.
24	Eric Rothman worked for Transport for

25 London in dealing with the dispensation of

1 their capital budget. He worked, in particular, on the economic value portion of 2 3 Roads Forward. 4 Adam Miller Ball is a recognized 5 national expert on taxis and taxi systems. So just to give you an idea of who is behind the 6 7 recommendations in this document. Roads Forward was created to give the 8 9 City of New York and the TLC the best and most thorough information available about the state 10 of the taxi system today, and to just define 11 12 what are the opportunities for improvement. And, of course, the Commission and the city 13 can then decide for itself which of those 14 opportunities they choose to pursue and to 15 16 promote. As I noted, the Design Trust is not 17 an advocacy organization. My goal today in 18 presenting this document is to brief you on 19 what's in it and how it can be a resource for 20 21 you. So the document is divided into three 22 sections. The first section is called 23 "Guiding Principles," and it is in a sense an executive summary of the whole document. 24

25 Now, Commissioners, you all know that

1 you have been working from a certain set of values for years and making decisions based on 2 3 certain premises, and we thought it might be 4 useful and, of course, our partners on TLC 5 staff agreed that it would be useful to just articulate what are those values that underlie 6 7 the decisions that the Commission is making. So the first section goes over them. 8 9 They are that New York City's taxi system should offer taxi services that are safe, 10 comfortable and easy to use for all passengers 11 12 and drivers. That the system should provide a good economic value to passengers and service 13 14 providers. That is should efficiently match the supply of taxi services with passenger 15 demand. And that it should contribute to the 16 17 environmental sustainability of the city. So 18 very obvious, they almost hardly bear stating. But they are actually so important that they 19 are worth stating explicitly, and now they are 20 21 memorialized in this document for use by the 22 Commissioners. 23 Section two is an illustrated guide

23 Section two is an illustrated guide
24 to the taxi system. We included this section
25 because we feel that it is not appropriate to

1 make recommendations for improving the system without really understanding how the system 2 works today. So this section tells the story 3 4 of the how system works today, who all the 5 participants are. Everything from looking at the passenger, the driver, Medallion owners, 6 7 leasing, what fleets are, different ownership structures. And that story is told through 8 9 pictures, through gothic novel format, and 10 also infographics. That is one of the infographics you see there. 11 12 So, for example, if you will bear 13 with me for a moment, this one shows a typical 14 cab ride so it analyzes from the driver's perspective where the driver goes on shift, 15 and from the passenger's perspective at the 16 17 top. If the passenger decides to take a cab 18 what actually is involved in that process until the passengers steps out and when the 19 20 driver's shift is over. So that's just one 21 example of many infographics that describe how 22 the system works. So that's Section two. 23 Then Section three is the section 24 that really gets into what are the strategies 25 for improving the taxi system. Those are

1 grouped parallel to the guiding principles of the book that I outlined in Section one in 2 3 four areas: Usability, economic value, 4 efficiency and sustainability. Each section 5 follows the same pattern. In the usability section, for example, there is an analysis, an 6 7 assessment of usability parameters, what are usability parameters. And then it goes into 8 9 more specific possibilities for improving 10 usability. I am not going to read all of these. 11 12 I put them here for your information. The top level is categories and then you can drill 13 14 deeper into each of these, if this interests you as a kind of initiative for the 15 Commissioners. The top level categories are 16 17 things like supporting driver customer 18 service; helping passengers become expert users, meaning making sure that passengers 19 20 understand what drivers can and cannot do 21 legally; ensure a safe, comfortable and 22 accessible ride; and enhance usability through 23 design and communications. 24 And this section includes 25 recommendations that are very much about

process, how TLC works. So, for example, one 1 of the things that the Commission could 2 3 consider doing, and staff as well, is approach 4 new requirements, for example, like service 5 procurements as opposed to product procurements. And the book lays out the 6 7 international organization for standards, the ISO standards methodology, which is to define, 8 9 design, develop, deploy and document new 10 initiatives. This method identifies users, it sets 11 12 success criteria, and it makes phased, collaborative decisions and documents the 13 14 outcome, so it helps meet project goals and serves to identify an audience, whether it is 15 the passenger or it is the owner. So this is 16 17 just one offering of this book as a way to 18 think about taxi services as service 19 procurements as opposed to products is one 20 example. 21 The next section is the economic 22 value section. As I mentioned earlier, the 23 primary author of this section was Eric 24 Rothman, who is currently a partner at HR&A, 25 and came to this project immediately after

1 leaving Transport for London, goes into matters that include providing economic 2 3 incentives for taxi availability. 4 Many of these are things that the 5 Commissioner is already considering: Support regular sustainable economic change; support 6 7 driver ownership; boost reinvestment in system improvements. So these are very broad 8 9 systemic recommendations that would require, 10 of course, action by the Commission as well as the City Council and the city as a whole. 11 12 The next section looks at efficiency. And efficiency is really a question of 13 14 matching supply and demand, so efficiency has an environmental parameter in that if we were 15 to reduce the time that taxis drive without a 16 17 passenger even by 10 or 20 percent, the 18 implications of that, the environmental implications of that would be huge. So 19 20 although there is a separate section on 21 sustainability, efficiency and sustainability 22 are, obviously, very closely matched. So the 23 efficiency section, the top level 24 recommendations cover things like promote 25 flexibility in cab supplies, increase cab

1 availability in high demand periods, improving matching of cab supply with passenger demand. 2 3 Obviously, obvious goals that you have been 4 working for for years but then there are 5 specific recommendations about how to achieve those goals. 6 7 And then, finally, sustainability. And I would say that the Commission is already 8 9 working in a very laudable way to improve the 10 sustainability of our city's taxi vehicles. The new hybrid initiative to make all taxi 11 vehicles require 30 miles per gallon by 2012, 12 we applaud that effort. And, of course, we 13 14 would recommend that the Commission continue its effort to collect metrics regarding 15 environmental impacts of taxi use. And that's 16 17 the first top level recommendation in the sustainability section: Maintain up-to-date 18 19 environmental requirements. And then also, explore new solutions 20 21 for enhancing sustainability, advocate for

22 sustainability with all levels of taxi
23 stakeholders. So both the vehicles' impact on
24 the outside environment, and then the
25 sustainability of the vehicle itself, thinking

1 of it in the life cycle.

2	In short, that's a very brief summary
3	of what is a very comprehensive and detailed
4	document that really was created primarily for
5	your use. So in closing, I guess I would just
6	say that I really thank the Commission for the
7	opportunity to present this book, and we are
8	now working in terms of next steps to
9	determine whether a group like the
10	Straphangers would be feasible for taxi
11	riders. We welcome your suggestion about
12	that. And we also welcome, of course, any
13	questions you may have about Roads Forward and
14	any comments.
15	So thank you very much for hearing
16	the presentation.
17	CHAIRMAN DAUS: Thank you, Deborah.
18	Do Commissioners have any questions
19	about some of the proposals or the work?
20	COMM. GONZALES: I would just like
21	to say thanks for all your effort in putting
22	this book together. It's very comprehensive
23	and it has opened my eyes to different things
24	that we just take for granted. But I look
25	forward to taking it to the next level.

1	MS. MARTIN: Thank you,
2	Commissioner.
3	COMM. POLANCO: And I also concur
4	with the representation and the book itself.
5	Also the graphics and so forth, I really
6	appreciate your work.
7	MS. MARTIN: Thank you so much.
8	CHAIRMAN DAUS: Any other comments?
9	Thanks so much, Deborah. We
10	appreciate it. The Straphangers idea is an
11	interesting one. Be careful what you ask for.
12	MS. MARTIN: This whole project has
13	been be careful what you ask for.
14	CHAIRMAN DAUS: Actually, I
15	testified about this before the Council, a lot
16	of the ideas that have been developed during
17	the process have been implemented already.
18	There are some that are on the table and we
19	will go through one-by-one. We probably can't
20	do all of that right here now, but as the
21	Commissioners continue to read the books and
22	digest them, we will have discussions and,
23	hopefully, we will have you back in the future
24	to talk about it.
25	But, certainly, I think the good

1 thing is not just working with the architects and designers and people we don't ordinarily 2 3 work with, it was really great -- I think I 4 said this at the press conference -- to just 5 get the passenger, who has been missing in action. You know, the passengers, there were 6 7 focus groups that are in this book that were done with passengers about levels of service 8 9 and are they satisfied, are they dissatisfied, 10 what do they like and dislike. And we did some of that with our technology project, but 11 this was about service in general, and that 12 was very helpful. 13

14 Since mostly our Commission meetings here are attended by industry folks, people 15 who are stakeholders, which is good and it's 16 17 great to have them here, but we never really get passengers, with the exception, of course, 18 19 the disability community that comes. We never 20 get passengers coming here or any organized 21 group representing passengers. So I think 22 your book and certainly the work of the Design Trust was a first step in that direction, and 23 we certainly hope to see more of that. 24 25 And thanks for participating as well

1 is the Taxi of Tomorrow project. This could, 2 I guess, serve as its genesis, and I think you 3 are on the committee, so thanks for your additional work. 4 5 MS. MARTIN: It's my pleasure. CHAIRMAN DAUS: Okay, the next and 6 7 final item on the agenda, I apologize, Ira, for skipping over you. I got caught up in 8 9 these bullet points here. 10 The last presentation is on T-Pep. We have our chief of staff, Ira Goldstein. I 11 want to, first of all, thank Ira and his 12 staff. They have been working very hard. We 13 14 are well into this project now and there is a lot that has been written about it, heard 15 about it in the media. The Commissioners have 16 been on top of it, but now we are kind of like 17 more than halfway through implementation and 18 we thought it would be a good time to give you 19 a briefing on the numbers and what some of the 20 21 data is showing already. 22 So welcome, Ira, and thanks for the 23 presentation. 24 MR. GOLDSTEIN: Good morning, 25 Commissioners.

As the Chairman said, I felt it was a good time to give you an update on where the project is, give you some of the statistic that we have seen so far, and to give you a little bit of an update on the status of a few things.

7 As of now, there are over 9,400 cabs that are installed, so that represents almost 8 9 three-quarters of the entire fleet. The main 10 hold up right now is that there is one vendor that has been mentioned before that's in a 11 12 bankruptcy proceeding. And that represents 13 over 2,200 cabs. So we are hoping that we are 14 going to have a resolution to that issue shortly. And the main -- the most important 15 thing out of that is that everyone should know 16 17 we haven't taken any enforcement action 18 against any of the cabs, the owners that signed up with that vendor. So they are not 19 20 being penalized in any way for not having the 21 systems installed. 22 So far we've logged over 27 million

23 trips with the systems installed, so it's a
24 very large amount of data that we have been
25 working with. And the amount of fares that

```
1
         were paid with credit card are over $28
         million. So, clearly, this looks like
 2
 3
         something that the public wants and wants to
 4
         continue to use.
 5
                 One of the other things we are seeing
 б
         is that the average fare that the public is
 7
         using credit or debit card to charge is a
         little over $18, versus an average fare of
 8
 9
         around $10.
                 COMM. GIANNOULIS: What's the
10
         discrepancy? It's confusing, 264 million
11
12
         spent on fares --
13
                 MR. GOLDSTEIN: That's total.
14
                 COMM. GIANNOULIS: And 28 is the
         credit part?
15
                                  Right, of cabs that
16
                 MR. GOLDSTEIN:
17
         have the systems installed.
18
                 That $28 million represents
         approximately one and a half million trips
19
20
         that have been paid with a credit card, and
21
         thus far, since the roll-out began, the
22
         mandatory compliance date of October to date,
         about 5.7 percent of all fares have been
23
24
         charged with a credit card.
25
                 On the next slide, that just gives
```

1 you a breakdown by month of how many of the trips have been paid with a credit card that 2 3 have the systems installed. And as you can 4 see, it's going up. It goes up gradually 5 every month. And so far this month with the data that we received so far, it's over 8 6 7 percent. CHAIRMAN DAUS: Ira, I am sorry to 8 9 interrupt. What about debits cards? MR. GOLDSTEIN: That the debit and 10 credit. That's both. 11 12 CHAIRMAN DAUS: Okay. MR. GOLDSTEIN: So the use of credit 13 cards is increasing. 14 COMM. GIANNOULIS: You don't have 15 any comparison that you have heard of that you 16 17 can compare it to? In other cities? 18 MR. GOLDSTEIN: COMM. GIANNOULIS: No. Just normal 19 20 usage of credit cards in terms of 21 transactions. There is no context for me. Do 22 you have any context? Do people use credit 23 cards 70 percent of the time when they are 24 buying stuff, 10 percent? 25 MR. GOLDSTEIN: I think that in the

1 retail and services, when they combine it, it comes up to, if I remember correctly what I 2 3 read in one of the Nielson Reports, I think 4 it's over 40 percent. Somewhere between 40 5 and 50 percent. COMM. WEINSHALL: Ira, can I ask you 6 another question: Do you have any data on 7 fraud or people saying I was mischarged or 8 9 anything like that? Do you have any information about that? 10 MR. GOLDSTEIN: Yes. Not fraud, but 11 12 we have had some issues. One of the slides 13 coming up is about we kind of broke down the 14 complaints that we received from the public, from 311 and through our website basically 15 into situations where there was a passenger 16 17 double charged -- I think he feels I 18 misinterpreted your question. As far as chargeback data, that is 19 20 something we are working to get directly from 21 the credit card companies, where there is 22 actual chargebacks. Some of that is 23 proprietary, so we are trying to work out 24 arrangements with each one of the individual 25 credit cards. But, in general, it seems to be

1 a low number. There hasn't been any ground 2 swell of people complaining. 3 I apologize for that, Commissioner 4 Weinshall. 5 CHAIRMAN DAUS: We encourage staff members whispering in each other's ears. 6 7 MR. GOLDSTEIN: If I am off, I am off if I am answering the wrong question. 8 9 The next slide just shows what we 10 started to use, the text messaging capability, that we send text messages to the drivers. 11 12 The first time that we used it as far as giving them information about possible fare 13 14 opportunities was the Gotham Film Festival awards at the Steiner Studios in the Brooklyn 15 Navy Yards. I think it was about two months 16 17 ago. And it was held on a Tuesday night, and 18 it was the first time that they switched the location from Manhattan. So the Borough 19 President, as well as NYC & Company were very 20 21 concerned about having enough cabs there when 22 the event broke, when it finished. 23 So we sent out text messages to the 24 fleet of cabs around the shift change in the

late afternoon, and then we also kept staff in

25

the office and we had staff on-site to monitor, to see what types of cabs were coming there. At first there wasn't too much of a response, but as we sent out text messages to cabs that were within a certain radius of the event, we ended up attracting about 60 cabs there.

A couple of interesting thing about 8 9 that were not all the cabs that were there had 10 the systems. So the text message we sent out at shift change, wherever drivers were 11 12 congregating, either in restaurants or at the 13 airports, they talked about this. And 14 presumably they had a fare that they dropped off in Brooklyn and were going to come back 15 empty and they stopped there on the way back. 16 17 I doubt there are many cabs cruising the 18 Brooklyn Navy Yards at 10:30 on a Tuesday night. So we think it was successful. 19

20 And the other good part was the fact 21 that they were there, also there were a lot of 22 straight plate cars, unlicensed vehicles that 23 were waiting, and we took the opportunities 24 away from them. So that's just one example 25 that we used it on. We think it's working 1 well.

My staff, we are also working with 2 3 the dispatch company that does the airports, 4 they also do for the cruise ships as well, so 5 we are going to start doing that. We also 6 used it a few times when JFK notified us that 7 they were stripped out, that they were almost down to no cabs. And we were able to attract, 8 9 I think we did it twice, I think it was about 10 150 cabs or so. I am not exactly sure on the numbers, but my staff stayed here until late 11 12 one night and we accommodated them with that 13 request. 14 At this point for a couple of things, I will it turn over to our Deputy Commissioner 15 Pansy Mullins for uniformed services, to talk 16 17 about inspections and give you a little more 18 detail on the Operation Secret Rider. CHAIRMAN DAUS: 19 Thanks. 20 Hello, Pansy. 21 MS. MULLINS: Good morning. A 22 couple of things. We check T-Pep several 23 ways, when a vehicle comes in for its normal 24 quarterly inspection, we test it as part of 25 our inspection in the lane. So we have credit

cards that we test and we test the system to
 see that it works.

3 Also, towards the end of 4 September/beginning of October, we started 5 leasing vehicles and driving them around the city. One inspector was a driver, one 6 7 inspector was a passenger. And we do various rides and test the system. So during the 8 9 course of that, it's a fairly high compliance 10 of the system working.

Beginning January 23rd, we began 11 12 Operation Secret Rider, where basically we 13 pretended to be passengers. We would hail 14 cabs throughout the city. At the end of the ride, we would try to pay by credit card. If 15 16 the driver refused to allow us to pay by credit card, we would issue violations. If 17 18 the driver was talking on the cell phone while we were doing the ride, they would be issued 19 20 violations. If seat belts weren't working, if 21 the diver told us we couldn't pay by credit 22 card because the T-Pep system wasn't working, we would still test it to see that it was 23 24 working.

25

That's a project that we have been

1 doing since January 23rd, where we have been using four of the squads during the day and 2 3 during the night 2:00 to 10:00. On the 4 overnight squad, we do a slightly different 5 thing, where we will pull a cab over and just test the system to see that it is working. 6 7 The STED unit of the police department has joined with us in this operation. They are 8 9 not riding as passengers. They are basically 10 pulling cars over and testing the system. It has been a fairly high compliance 11 12 rate, especially for the use of credit cards. 13 The cell phone is probably the biggest violations we have issued, but even that is 14 down. 15 COMM. GONZALES: 16 Two quick 17 questions. Would it be hard, given whatever the 18 percentage number was, I guess 75 of the cars 19 20 that have it, would it be hard for a driver to 21 find a fleet that doesn't have one, instead of 22 rejecting people? The fleets have it in. 23 MS. MULLINS: Mostly we are talking about individuals. 24 25 COMM. GIANNOULIS: That's my second

1 question: Is there a particular pattern of who tends to reject the credit cards? 2 3 MS. MULLINS: No, not really. 4 In fact, once we started this 5 project, the rejection has gone way, way down. б So it really seems -- I think part of it is 7 just a learning curve, everyone had to get used to it. 8 9 COMM. GIANNOULIS: Thank you. COMM. WEINSHALL: Can I ask, of the 10 9.9 that failed, just following up on 11 12 Commissioner Giannoulis's question, do you 13 have a breakdown, how many of those are fleet 14 and how many are owner-drivers? MS. MULLINS: No, but we can get 15 that for you. 16 COMM. WEINSHALL: 17 I would love to 18 see that. 19 MS. MULLINS: Okay. Thank you. 20 CHAIRMAN DAUS: Thank you, Pansy. 21 Ira? 22 MR. GOLDSTEIN: I would also just 23 like to, I really just want to say that I went 24 out and did a tour with Pansy's officers one 25 night, and, really, the officers and the

drivers really should be commended, because
 when I went out we didn't give out a single
 summons.

4 There were a couple of close calls, 5 but basically there were no summonses issued. 6 And just the experience that at the end of the 7 trip, we identified ourselves as TLC and we 8 paid them in cash for the trip. I think we 9 may have the makings of a new reality show 10 because some of the reactions were great.

CHAIRMAN DAUS: I wish you could 11 have been there the first day. When I went 12 out I was a little alarmed that I basically 13 14 got one driver who ended up getting a six pack and was very, very horrible. And as the days 15 went on, the numbers really came down 16 17 dramatically. So I think even after like a 18 half day of doing this, we saw the results and they continue. 19

20 And we don't say this often, but I 21 see some media here, I would like to thank the 22 media for reporting it. It's nice to actually 23 be able to announce an operation like this, 24 and the drivers read the paper and they say, 25 "You know what, maybe I should be doing this.

1 Maybe I should change my ways." So I think part of it was getting the message out 2 3 beforehand. It is hard, really, to judge the 4 before and after here because there wasn't 5 this operation before. But Pansy did a 6 similar operation with cell phones from the 7 street level and the compliance numbers, even though they are different somewhat, were much, 8 9 much lower. 10 So kudos, and we are just getting, the letters are pouring in from passengers. 11 12 And we really haven't gotten many complaints 13 drivers either. Most drivers that were 14 interviewed or spoke to folks basically said, "Yeah, you should be doing this." It's just a 15 small handful of people and I would agree with 16 17 you. By the way, I did go out again, like 18 you did, after that. And I couldn't find 19 20 another person who failed. It is just hard. 21 They are just doing their job. 22 COMM. AROUT: I would like to say 23 thank you very much for doing a great job. It 24 wasn't an easy one. Thank you so much. 25 MR. GOLDSTEIN: We are trying. We

1 are getting there.

2	And also just certain things were
3	said, but we even allowed the vendors that
4	requested, we let them send out a text message
5	on the systems the day that we started the
6	operation, to tell them that we were starting
7	a major enforcement initiative. So it wasn't
8	about trying to catch them and it wasn't about
9	trying to surprise them or revenue, whatever
10	some people said in the press. This was just
11	really about getting them to do the right
12	thing and do their jobs properly.
13	CHAIRMAN DAUS: You also have put on
14	the screens, if I am not mistaken, reminders
15	to passengers on the Bill Of Rights in the
16	preview.
17	MR. GOLDSTEIN: Yes, we have.
18	CHAIRMAN DAUS: That's important to
19	note. And, if possible, what I would also
20	like to do if we can work this out, maybe we
21	can give reminder text messages to the drivers
22	on the screens, just a reminder of the right
23	of the day or something like that just to keep
24	it fresh as time goes on.
25	MR. GOLDSTEIN: Absolutely.

1 And just one story I think that wrapped it all up. There was one driver that 2 3 when we asked him to end the trip, ended up 4 pulling over to the side of the road where 5 there was a marked TLC vehicle. So when he saw the TLC vehicle, he said, "Do you mind if 6 7 I just pull up in front of that, those TLC people are here." 8 9 And we said, "What do you think of those guys?" 10 And the driver said, "You do your 11 12 job, their okay." And then we identified 13 ourselves. So it was interesting. 14 I will move along. The next slide just basically shows that this has to do with 15 the complaints that we have gotten from 16 17 consumers, and it shows that even as we are 18 getting more cabs on the road, that the amount as a percentage, the complaints are going 19 20 down. And then, finally, just on public 21 22 service announcements, if you remember in the 23 contracts with each of the vendors, we 24 negotiated for the right to have 20 percent of 25 the time on the passenger information monitors

1	to be able to put out TLC and other city
2	public service announcements. And what you
3	have there is a list of different things that
4	we have been able to show there. As it shows,
5	millions of people have been able to see these
6	announcements. What we usually did is we try
7	to time it with the launch of a new campaign.
8	For instance, like colon cancer awareness
9	month, we ran their message for about two
10	weeks where they celebrities talking about the
11	importance of testing. So I think that's
12	something that has worked out very well and
13	that we will continue to use in the future.
14	That concludes the presentation.
15	Does anyone have any questions?
16	(No response.)
17	CHAIRMAN DAUS: Okay. Thank you,
18	Ira.
19	COMM. AROUT: Good job.
20	CHAIRMAN DAUS: All the numbers seem
21	to show it is going well, so I am very
22	pleased.
23	Any other questions on any other
24	topics?
25	(No response.)

1	CHAIRMAN DAUS: Okay, I wish
2	everybody a Happy V Day.
3	We do need motion to go into
4	executive session to consider the matter of
5	TLC versus Fazal Wali, Hack license number
б	446339. I will not be participating. I will
7	be recusing myself, it is an appeal of a
8	decision of mine.
9	Do we have a motion to go to
10	executive session?
11	COMM. AROUT: I make a motion.
12	CHAIRMAN DAUS: Is there a second
13	sir?
14	AUDIENCE MEMBER: They are supposed
15	to be voting on my license today.
16	CHAIRMAN DAUS: Yes. We are going
17	to end up doing it in the conference room on
18	the other side. If you would kindly, with
19	your representative, go out to the reception
20	area and we will be right with you when we
21	call you in.
22	We are going to convene to another
23	conference room. Do we have a second to the
24	motion?
25	COMM. POLANCO: Second.

1	CHAIRMAN DAUS: All in favor?
2	(Chorus of "Ayes.")
3	CHAIRMAN DAUS: Okay, I will abstain
4	from that motion.
5	And a motion to close the meeting?
6	COMM. AROUT: I make a motion.
7	COMM. POLANCO: Second.
8	CHAIRMAN DAUS: All in favor?
9	(Chorus of "Ayes.")
10	CHAIRMAN DAUS: Thank you.
11	(Time noted: 11:00 a.m.)
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	

CERTIFICATION I, MARGARET EUSTACE, a Shorthand Reporter and a Notary Public, do hereby certify that the foregoing is a true and accurate transcription of my stenographic notes. I further certify that I am not employed by nor related to any party to this action. MARGARET EUSTACE, Shorthand Reporter