TRANSCRIPT OF THE

NEW YORK CITY

TAXI & LIMOUSINE COMMISSION

THURSDAY, NOVEMBER 29, 2012

125 Worth Street

AUDITORIUM, 2ND FLOOR

BOROUGH OF MANHATTAN

2	SPEAKER	PAGE
3	John Acierno, Executive Transportation	. 40
4	George Laszlo, Laszlo Consulting	. 51
5	Tony Iacolucci	. 58
6	Guy Palumbo, Global Transportation	
7	Network Consulting	. 62
8	John Mascialino, Verifone	. 69
9	Amos Tamam, Verifone	. 74
10	Jason Gross, Verifone Media Solutions	. 82
11	Duane Dean, Verifone, Inc	. 86
12	Richard Thaler	. 90
13	Jeremy Phillips, Taxi Magic	. 96
14	Jay Bregman, Hailo	. 100
15	David Pollack, CTS	. 109
16	Ethan Gerber, Greater New York	
17	Taxi Association	. 115
18	Avik Kabessa, LRT	. 119
19	Pat Russo, IATR	. 128
20	Michael Krisher, iTaxi	. 137
21	Jahangir Khan, Hailo	. 140
22	Melissa Plaut, Hailo	. 144
23	Delaneau Eloi, Hailo	. 149
24	Martin Heikel, Flatiron Apps	. 151
25	Ira Goldstein, Black Car Fund	. 165

2	SPEAKER PAG	E
3	Cira Angeles, Livery Base Owners Association. 17	8
4	Bhairavi Desai, NY Taxi Workers Alliance 18	2
5	Mohan Singh, NY Taxi Workers Alliance 19	0
6	Tarek Mallah, LRT	3
7	Jing Wang Herman, CEO, GetTaxi USA 20	5
8	John McDonough21	0
9	Jason DeWillers, Cabulous	2
10		
11		
12		
13		
14		
15		
16		
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20		
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2	THE CHAIR: Good morning. Thank
3	you very much for joining us here as our
4	temporary home here for today's meeting. We
5	are beginning at 10:27 a.m. this meeting of
6	the Taxi and Limousine Commission. Present
7	are Commissioners Carone, Arout, Yassky,
8	Weinshall, Gonzalez and Marino. And I know
9	that other commissioners are on their way.
10	COMM. MARINO: Dave, you've got a
11	slight feedback on that mike.
12	THE CHAIR: How's that? Still?
13	How's that?
14	So first of all, just before we
15	get started, a couple of notes. I want to
16	thank the folks really at the TLC staff.
17	First of all, let me note why we're here.
18	We are for the folks in the industry. As
19	you know, we were temporarily displaced from
20	our offices at 33 Beaver Street for a couple
21	of weeks due to Hurricane Sandy. We are now
22	back in and we are doing business there as
23	usual. However, the building is still being
24	powered by a generator. And the power has
25	been unstable, there have been a couple of

1 PROCEEDINGS

2	outages. And we didn't want to have a large
3	public meeting when we might have a power
4	outage in the middle of the day. It
5	happened last week and everybody had to walk
6	down the 19 floors. So that's why we are
7	here.

So we are just going to go day by day in the building. If they get the work done in time, then we'll have the December meeting back at Beaver Street. If not, then we'll have it at another location, perhaps here, perhaps someplace else. We will put out a notice well in advance so that people know.

You know, I'm sure everybody here was touched in one way or another by
Hurricane Sandy. Some folks in the extended
TLC family suffered grievously. I mean I
know that Arlene Sanchez, who I thought, I
was told was here, though I don't see at the
moment, there I see you, I know that, you
know, what happened with your home and your
family.

For people who deal with Dottie at

2	Long Island City, you know, I know many in
3	the industry reached out to say, who lost
4	her home and, you know, she has to deal with
5	that. I was just touched and maybe not
6	amazed but touched deeply by how many people
7	reached out in the industry to say is there
8	anything we can do to help and support
9	Dottie. And we have other folks of course
10	at the agency who were displaced from their
11	homes, and some are back in and some are
12	not.

And for people who are trying to make a living as drivers of taxis or livery cars or black cars, not just the days immediately following the hurricane, but of course the gas shortage then on top of that. I know what people went through for those couple of weeks. I just want to say publicly a thank you to the TLC inspectors who really turned Woodside and Floyd Bennett Field in Brooklyn into a gas station for a week, dispensing fuel free of charge, you know, courtesy of FEMA to TLC vehicles for a week. And it was, you know, overnight in

the freezing cold at the field. That's not their regular job, and but our inspectors just absolutely rose to it and said we are going to do whatever we can do to help out folks in this industry. And driver after driver who was so grateful on those lines, you know, I know made it, underscored that it was absolutely worthwhile. So I just want to get a thank you to our inspectors for the tremendous work that they did. I know Deputy Commissioner Scanlon is here or was here, and Greg, your crew really has shown, thank you again for that.

Speaking of deputy commissioners and our senior staff, is Alison Siegel here in the auditorium? Yes. Alison, just stand for a brief moment. Alison is our new assistant commissioner in the licensing division, working with Gary Weiss there, replacing Georgia Steel, who I know many of you know, are used to dealing with. Alison just joined us a couple of weeks ago from the city Department of Housing Preservation and Urban Development, having served with

1	PROCEEDINGS

2	great distinction there. She is already
3	serving with great distinction here, and I
4	know you will get to know Alison very
5	quickly and I'm sure you will feel very well
6	served by her.
7	Those are the business items or
8	the notes before we begin. We have two

Those are the business items or the notes before we begin. We have two items on the agenda today. We have the public hearing on a rule regarding both, or two rules regarding continuity of the in-taxi credit card payment systems, and a rule regarding the use of smartphone apps for passengers to hail taxicabs.

hearing we also have scheduled a vote on the proposed rule to change the taxi roof lights so that it doesn't have off duty, separate off duty lights. It would just say, it would be one light on if the taxi's available, off means the taxi is unavailable. Whether because it's off duty or because it's occupied, from the point of view of the passenger on the street it's irrelevant whether it's off duty or

1	PROCEEDINGS
2	occupied, they just need to know can I stick
3	my hand up and flag it down or not.
4	I know that there's some diversity
5	of opinion among the commissioners on this.
6	If people want to have a discussion we can,
7	I'd welcome that discussion now. And, you
8	know, if all the commissioners would like to
9	move forward with that rule, we'll do so
10	today. We have the public hearing. I don't
11	think there's, you know, any further input
12	necessary in that regard.
13	Commissioners, would you like to
14	discuss or move directly to a vote?
15	COMM. AROUT: Move to a vote.
16	THE CHAIR: Okay. So you know
17	what, thank you, Commissioner. We do have
18	minutes and it would be a shame to leave
19	them unadopted. So before you are the
20	minutes of the September 20th, 2012
21	Commission meeting. I move that we adopt
22	those minutes as they are in front of you.
23	All in favor say aye.
24	(Chorus of ayes)
25	THE CHAIR: All opposed say no.

1	PROCEEDINGS
2	(No response)
3	THE CHAIR: Those minutes are
4	adopted.
5	We also have Base applications,
6	now that this page is open here. Alison,
7	are you presenting these base applications
8	or is someone else?
9	MS. SIEGEL: Angela is going to
10	present them.
11	THE CHAIR: Very good.
12	MS. VIOLA: Good morning,
13	everyone. My name is Angelique Viola. I'm
14	a licensing supervisor. We have 26 bases
15	for your approval today.
16	THE CHAIR: I move that the
17	recommendation of licensing be adopted and
18	that all of the listed base applications be
19	approved. All in favor say aye.
20	(Chorus of ayes)
21	THE CHAIR: Opposed?
22	(No response)
23	THE CHAIR: No. All right. With
24	that we are now ready for commission action
25	on the roof light rules. Why don't we do a

1	PROCEEDINGS
2	show of hands just so we can have an actual
3	count. All in favor of adopting the
4	proposed rule on the roof light say aye.
5	MS. JOSHI: One, two, three, four,
6	five, six, seven.
7	THE CHAIR: And all opposed, no?
8	MS. JOSHI: One opposed.
9	THE CHAIR: So okay, by a vote of
10	seven to a very distinguished one then that
11	rule is adopted.
12	We will now have a public hearing
13	on the proposed rules. And Commissioners, I
14	think we should, I'm sure this makes sense,
15	there are two proposed rules. We will have
16	a presentation on both rules and then one
17	public hearing, because they are kind of
18	interrelated in many ways. Whether you've
19	signed up to speak on one or the other,
20	we'll call up everybody in order, you can
21	speak on either or both proposed rule,
22	rather than have two public hearings. That
23	would be repetitive.
24	So we have two presentations. And

the first is Deputy Commissioner Chhabra?

1	PROCEEDINGS
2	No, the first is the proposed rule on
3	in-taxi credit card processing. And who is
4	doing that presentation? Yes, Joe.
5	MS. RAUSEN: Good morning. I am
6	Joe Rausen, and I am the team project
7	manager here at TLC. I'm going to be
8	talking to you a little bit about the
9	proposed rules to continue in-taxi credit
10	card acceptance.
11	So today, credit cards are enabled
12	in taxicabs via the Taxicab Passenger
13	Enhancements Program, or T-PEP. The T-PEP
14	is a system of hardware and software that's
15	installed in all medallion taxicabs that
16	provides for credit card processing, GPS
17	technology and automated trip sheet
18	collection, text messaging through the
19	driver information monitor, and the
20	passenger facing screen in the back of the
21	taxicabs.
22	Credit card usage in medallion
23	taxicabs has climbed steadily since it was
24	introduced in 2008 in New York City cabs,

and now accounts for approximately 50

percent of all payment of fares in taxicabs.

In addition, the T-PEP enables the TLC to collect electronic trip sheet records to the number of 500,000 records per day. This is really important data that helps us in policy formation, enforce some of the TLC rules, and even allows us to reunite lost property with their owners.

Some of the metrics that we polled from the T-PEP during Hurricane Sandy were incredibly useful for helping to understand what the transportation landscape looked like in the wake of Hurricane Sandy when the MTA was shut down. And we also used it to help us fuel some policy decisions like lifting the age limit restriction on taxis and other for-hire vehicles on the major entry points in Manhattan.

Another important feature that was useful during Hurricane Sandy was the text messaging capability. This enables us to typically message drivers in cabs and give them information about traffic alerts and other types of city events. During

Hurricane Sandy we were actually able to use that to give really timely information to the drivers about bridge and tunnel closures, and also to communicate directly with them about the HOV restrictions, the ride sharing program, and information on the gas shortages and gas rationing.

And then finally, probably the most recognizable for the riding public is the passenger information monitor, which is the taxi television screen in the backseat of cabs. This provides news and entertainment content. And TLC is able to leverage this to display public service announcements from TLC and other New York City agencies, as well as taxi information using the interactive screen to passengers.

So the rules before you today are the proposed T-PEP 2.0 rules. What these would do is replace the exclusive credit card equipment contracts that are set to expire in early 2013 with specifications for equipment and processing services. That would use an authorized provider approach.

2	This authorized provider approach
3	would allow any technology provider that can
4	meet our TLC requirements that are outlined
5	in these rules to apply to become an
6	authorized T-PEP provider. It also outlines
7	the process by which these technology
8	providers are able to apply it.
9	Authorizing T-PEP providers rather
10	than signing exclusive contracts with
11	technology providers, as we have done in the
12	past, we believe will allow us to revise
13	standards and incorporate new technologies
14	as they become available and increase
15	competition. We think this will lead to
16	superior products and pricing for medallion
17	owners and for drivers.
18	In addition to outlining this
19	process for authorizing providers, it will
20	also provide the actual technical
21	specifications for what the equipment must
22	do in the back of the taxicab.
23	They contain a lot of the existing
24	technical specifications that are already in
25	the T-PEP contracts. But we've also

2	included some upgrades to functionality that
3	we think will both improve the passenger
4	experience and provide a benefit to the
5	city.
6	Some of these upgrades include

Some of these upgrades include updates to the PIN content, improvements to our survey capabilities, new payment functionality, and smartphone application integration. That complements the e-hail rules that we are also having a hearing on today.

We envision that the T-PEP will continue to serve as the backbone onto which other innovative technologies can be integrated into the back of a taxicab. Some examples of this are the accessible dispatch program that was recently launched, and then obviously smartphone applications.

So these next few slides summarize some of the upgrades to the T-PEP functionality that we have requested in the proposed rules. On the PIM screen we have asked for more visibility into the rate code and the current fare so that a passenger can

see that at any time. Looking at child friendly content during the day. Providing Spanish speakers with some access to Spanish language content on key screens. Expanding the passenger map. And expanding TLC's audio and visual content, both time and space, on a screen.

In addition, we have some survey improvements that allow us to increase the frequency at which we push out surveys to cabs and we'll see the results of those surveys, as well as letting us target the distribution and incorporating basic skip logic, which will allow us to be a little bit more sophisticated in our data collection.

On the payment front we have proposed a few new things. We are allowing T-PEP providers at their option to provide electronic receipts and capture signatures electronically. Allowing passengers to be able to authorize payment before the trip is complete. Allowing T-PEP providers to provide the option to give passengers split

fares. And we've also aligned the proposed
rule with the proposed Council legislation
giving passengers with visual disability the
ability to pay unassisted in cabs.

As I mentioned before, these rules also do complement the e-hail rules that are up for discussion today. The rules do include for integration with the T-PEP. We specify a specific integration that we would like the T-PEP to provide, including giving fares to smartphone apps, allowing the smartphone apps to indicate when a payment has been completed, and also provide all of the payment data that's necessary to be captured as a part of the electronic trip sheet.

A few more additional requirements. These rules will require for geo-fencing rate code 4, which would prevent being able to initiate that out-of-town rate while within the five boroughs of Manhattan. Allowing T-PEP providers to pay drivers directly using electronic debits.

Accounting for the health care fee. And

1	PROCEEDINGS
2	expanding our text message capability to be
3	able to give more flexibility on scheduling
4	these messages.
5	So those are just a few of the key
6	upgrades that we have requested. In
7	preparation for today's hearing we have been
8	meeting with industry stakeholder groups for
9	the past month to review these rules with
10	them and to get their preliminary feedback.
11	This list of stakeholders is summarized for
12	you here on this slide.
13	And that concludes our overview of
14	the T-PEP 2.0 rules package. Thank you.
15	THE CHAIR: Thank you, Joanne.
16	For Commissioners, if you not met
17	Joanne Rausen, she's been with us for a
18	period of months now managing, hired
19	specifically to manage the T-PEP program.
20	And, Joe, before you sit down, that's really
21	been an outstanding job, and I just want to
22	thank her for that. She works under Deputy
23	Commissioner Chhabra.

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Commissioners, if you want to ask

questions of Joe you can do that or, but

1	PROCEEDINGS

2	there's going to be a public hearing on this
3	as well, but if, I don't know, if you have
4	questions about this just shout out, don't
5	be shy. Otherwise we will move, and Joe
6	will be here, so she can come back in if you
7	want questions later.

Ashwini, are you the next 8 9

presenter?

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MR. CHHABRA: Good morning, Commissioners. I am Ashwini Chhabra, Deputy Commissioner for Policy and Planning here at the TLC. And I'd like to talk about the proposed taxicab smartphone app rules that you have before you.

Before we actually jump into the rules, I thought it would be helpful to provide a little bit of context, a little bit of overview on the state of technology in taxis and the FHV segment. Joe, handling it very capably, described the T-PEP program, which, as you know, has been in the taxis since 2008. And the primary and I think the most notable feature of T-PEP is universal acceptance of credit cards.

2	Prior to the T-PEP, prior to this
3	agency's I think all the thinking on
4	requiring credit card readers in taxis,
5	there was a little bit of hit or miss. You
6	didn't know if you were going to get into a
7	cab where you could pay with a credit card.
8	I think it's been a boon to the industry.
9	It was very helpful during the most
10	recession that businesses were able to
11	leverage the 13,270 taxis and people were
12	able to pay with credit cards. So we are
13	building on technology that already exists
L4	here, and basically want to expand that to
15	go from you can pay today with cash or a
16	credit card. And increasingly people are
17	using smartphone technology for small ticket
18	purchases. People use it at CVS, they use
19	it at the coffee shop. And we're hearing
20	increasingly from our customers that they
21	would like to use this technology in taxis
22	as well.
23	At the same time, you should know
24	for the past year and a half or so there
25	have been smartphone apps that function in

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1	PROCEEDINGS
2	the FHV sector. So you can request a black
3	car on your smartphone today. You've been
4	able to do that for the past year and a half
5	now. You can pay for that trip via your
6	smartphone. The rules before you expand
7	that now to the yellows. And if you look at
8	other markets nationwide and
9	internationally, these smartphone
10	applications are in use. And we believe
11	these rules would allow New York to in
12	effect bring this technology to our
13	regulated industry as well.
14	So I think a quick summary of what
15	these rules do. The proposed rules will
16	allow taxi passengers and drivers to use
17	apps that enable the passenger to request
18	taxi service, to in effect extend the reach

18 19 of their hail. And will enable the driver 20 who sees this request to confirm that he or she intends to pick up the passenger. As I 21 22 mentioned, they're in widespread use in other cities, and here in New York in the 23 livery and black car services. 24

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App developers have shown an

2	interest in marketing these apps for use in
3	New York City taxis, and passengers are
4	showing an interest in being able to hail
5	and pay for taxi rides with their
6	smartphone. However, our current rules
7	don't permit this. The proposed rule would
8	permit and actually allow passengers to
9	e-hail the taxi, and would allow the
_0	passenger to pay for that ride through their
.1	smartphone app, either as a part of an
_2	e-hail transaction or as a standalone
13	payment transaction.
_4	So here's sort of a slide of how
_5	the smartphone hailing transaction works.
_6	The passenger would hail a taxi from their
_7	smartphone using one of our, one of the
_8	approved apps. These people would have
_9	to these apps have to get a license from
20	us in order to be approved an app, and for
21	that they have to meet various
22	specifications. A driver hears this
23	notification and pulls over. This is very
24	important, we'll talk about it in detail
25	later. We will not be permitting under our

2	framework here for drivers to be able to
3	respond to hails while the vehicle is in
4	motion. That is something that our rules
5	currently don't permit and we are not going
6	to change that. The driver pulls over,
7	receives the e-hail, either on a smartphone
8	or through the T-PEP system there is a
9	driver information monitor where we
10	currently message drivers today. We could
11	leverage the existing technology to
12	accomplish that function as well. They can
13	then accept, confirm the pick up on the
14	hail.
15	Generally it's in the area of the

Generally it's in the area of the vehicle. What we have received from the tech developers who are seeking to provide this technology is that this is intuitive, that drivers really aren't going to go too far out of their way for these trips. It's really a method by which, I'm going to borrow the phraseology, that allows drivers to sort of look around corners. So the estimate we have been given is drivers will go three or five blocks out of their way to

2 get a hail. This faci	illitates that abilli	tу.
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After accepting the hail, the driver goes off duty, turns off their roof light so that as they're going to the pick up there's no passenger confusion as to whether that cab is available or not. The driver picks up the passenger and engages the meter, as is the norm.

It is the meter that calculates the fare. Our rules do not permit an independent calculation of the fare. We think the meter is a -- we have a benefit in this market of every cab having a meter. We're going to leverage that and it will be the meter fare that will be transmitted to the app, and there's no manual keying in of that fare, it's automated. And then the passenger pays for the fare using cash, credit card, swiping it in the back seat meters, or through their smartphone app if they are using an app that permits for payments.

Some of the benefits of smartphone apps, I'll go over this, there are, that we

believe makes these attractive is reduced
wait times for passengers, more efficient
cruising for drivers, and possibly some
increased service for trips leaving the
Manhattan Central Business District. And I
can elaborate on these.

A passenger will be able to get the attention of a cruising taxi driver who's a few blocks away who otherwise wouldn't be aware of the passenger. Taxi drivers who are aware of available fares nearby are also able to cruise more efficiently, saving both time and burning less fuel. And drivers will also we believe be more inclined to take fares outside the Central Business District if they believe that there may be a higher likelihood that they can get a fare for the back home trip instead of dead heading back.

There's the possibility of some more business for taxi drivers. Currently our statistics show that taxis are occupied only approximately 40 percent of the time during their shift. Adding one or two extra

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2	trips	per	shift	could	improve	driver
3	earnin	ngs r	materia	ally.		

Also, the additional payment convenience for passengers. An app that allows passengers to pay taxi fares has benefits separate and apart from just e-hailing. As I mentioned, it may offer a more convenient payment option than swiping. For example, if you're able to prepay for your trip, it's got your credit card information already loaded, it has your standard tip amount, if you want to set one, preloaded. It allows the passenger the ability to arrive at their destination, the payment is already done, and step out. And it saves time for the driver, it saves time for the passenger. And what we've heard from drivers is that that crucial 45 seconds to a minute is often the difference between getting another fare or not.

It may also make for easier record keeping if you're able to get an email of your receipt. And, you know, from the experience of taxis working with businesses,

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2 that allows people to leverage the yellow
3 taxicabs for corporate car purposes.

And we believe there's some demand for these apps. We recently ran an in-cab survey on the T-PEP screens. The response we got there was that 70 percent of the respondents owned a smartphone, and between 55 and 60 percent of respondents said they would like the ability to use their smartphone to hail a taxi. They would like the ability, the same number said that they would like the ability to pay for their taxi ride through their smartphone. So I think we need to be responsive to the needs of our customers, but we need to do so in a way that protects passengers and ensures safe and reliable service, which brings us to some of the issues that smartphone applications raise and how I believe these rules seek to address those issues.

Perhaps top of this list is distracted driving. And e-hail apps which would require instant driver trip acceptance could increase the likelihood of distracted

driving. This is something we definitely
want to protect against. So the proposed
rules require that e-hail apps would be
inoperable by the driver while the vehicle
is in motion. Our rules currently prohibit
the use of electronic communication devices
while the vehicle is in motion. This would
simply extend that. We believe that can be
done.

The T-PEP systems that are in place today adhere to this. When we message the drivers, and fleets message drivers it will often, you know, be in relation to fare opportunities and other such messaging, amber alerts. So the driver will get an audible signal, they need to pull over, and that's when they get the message.

The second concern would be the potential risk of overcharge. Any time you veer away from a metered fare, which we think that's a gold standard, it's not something we want to disrupt, we want to ensure that these apps enable passenger payments. And some of the applications that

2	are in operation in other cities permit the
3	driver to basically see the fare on the
4	meter, then manually enter that into the
5	smartphone and that's what the passenger
6	pays. We seek to avoid that. There's just
7	a risk of inadvertent error. And we
8	don't and because we have a technology,
9	we have the T-PEP in the cars, that takes
10	the metered fare. The T-PEP integrating
11	with the smartphone app avoids any need for
12	manual entry and avoids the potential for
13	error.

I would say the next risk to discuss is the increased risk or the perception of refusals. This is a big concern. So drivers en route to picking up a passenger that has E-hailed them may pass by street hailing passengers. Those passengers may feel that they are being refused.

Now, as we said before, accepting the hail means you switch off your roof light. So the passenger may still see a car go by, may see that car stop a block later,

2	pick someone else up and feel that they have
3	been refused. That's something we need to
4	be cognizant of. And we have to be sure
5	that the drivers extinguish their roof
6	light. We can do that through T-PEP. And
7	we want to ensure that e-hailing doesn't
8	become a vehicle for destination based
9	refusals.

So our rules explicitly limit the information that can be conveyed to a driver through an app. So the driver will only see the pick up location, they will not see the destination location. They will not get information like the passenger's name or anything that might give them any sense of whether that person will take long or less. For a driver, an e-hail should be no different than a hand in the air, and so these rules try to mesh with that.

There is a potential reduction in supply. This is a concern that we have to be mindful of as well. We certainly don't want to endanger the street hail system, which works well for many New Yorkers,

including business people and tourists. But
we see a potential for impact on the street
hail system only if drivers are able to
collect more for e-hail trips than for
street hail trips. These rules would limit
the payment that a driver can receive for an
e-hail to the metered fare. So whatever is
on the meter and whatever tip that the
passenger voluntarily adds to that, is the
payment that a driver is receiving for an
e-hail trip.

During the course of this a lot of conversations surfaced stories about the way that taxis used to operate when there were radios in the cabs 30 years ago. And you hear these horror stories where drivers were cherry picking because you had the radios in the cabs, and there was a potential for more lucrative fares for radio calls than there were from street hail trips. And we seek to avoid that. And we think with the technology today, which is very different from radios and dispatchers, we can mitigate that. But this is a concern that we have.

2	We want to be mindful of that and we want to
3	flag that for you all.
4	There's the concern that we have
5	that you need a smartphone in order to avail
6	yourself of this technology. So not
7	everyone has got a smartphone. So the
8	notion that every passenger has an equal
9	chance of hailing a taxi is something that's
10	deeply engrained in the public perception,
11	and it's something that I certainly espouse.
12	And if the ability to own a smartphone
13	increases the likelihood that a person can
14	hail a taxi, there's some risk that that
15	results in an unfair outcome. I'm not going
16	to say that that is not going to happen. We
17	don't think that's going to happen, but it's
18	something that we certainly need to monitor.
19	If we do see that that is an outcome, we'll
20	need to revisit this issue.
21	And then I think the final point
22	there, which is a real concern, is that some
23	livery and black car industry leaders have
24	told us that allowing taxi e-hailing will

unfairly harm livery and black car business.

And we acknowledge this concern. But we
don't believe that the regulatory policy
should be driven by a desire to shift
business from one sector or preserve the
current marketshare as it exists between
sectors. It really is a it really is
we have gotten passenger tips, passengers
find it more efficient or convenient to
e-hail a taxi in some instances rather than
calling for a livery or black car. Our
regulations shouldn't prevent the passenger
from obtaining the service in the manner he
or she wishes. Our guiding principle here
has to be certainly the public interest
rather than any particular private interest.
So you can see the list of the
stakeholder conversations we've had. These
have been very fruitful dialogues. I think
we have met at this point with, we've had
more than 18 separate stakeholder meetings
over the last three weeks. We've gotten
some very helpful feedback on these rules,
both the T-PEP and the smartphone rules.
And we will summarize that for the

1	PROCEEDINGS
2	Commissioners once we evaluated these
3	comments. And I'm happy to answer any
4	questions.
5	THE CHAIR: Well, thank you,
6	Ashwini. And for the Commissioners who did
7	not realize that Ashwini has a background as
8	a transactional lawyer, that reminded me of
9	the SEC registration statements that list
10	all the risks and go through them in detail,
11	in full disclosure. So thank you. That was
12	evenhanded and very helpful.
13	MR. CHHABRA: The footnotes and
14	the financials are in the books, but.
15	THE CHAIR: Yes. And
16	Commissioners, if you have questions now,
17	Ashwini is going to be here throughout the
18	hearing and can return later for questions
19	if you like.
20	I'll underscore for me there's a
21	lot of material in here. To me the two key
22	points that I've felt we have to make sure
23	we address from the perspective of the
24	passenger if you do believe, as I do, that

an app might help the passenger find a taxi

sooner, and if you think that's true, then I
believe the comment to that is that we want
to get the passenger whatever options are
technologically out there. The two concerns
that I think we need to address or regulate
are consumer protection and safety. The
rules as drafted do make sure that the app
has to use the metered rate. And in other
markets, apps operate by having drivers
enter in the fare on their smartphone and
then that's what the passenger gets charged.
I just want to be very clear, our rules do
not permit that. The fare has to come from
the meter and the payment goes through the
same T-PEP system. I think that is very
important.

And then the second is the distracted driving concern. And again, here we've tried to in our rules to address that by requiring that the app, not just that the driver doesn't use the -- sit around, you know, drive around looking at the phone, but the app not accept the driver input if the vehicle is in motion. So we've tried to

Τ	PROCEEDINGS
2	address those two, I think the two key
3	concerns here.
4	Anyway, Commissioners, if there's
5	questions, otherwise we'll start the
6	hearing. There are many speakers.
7	Let me just say, I'm looking at
8	the list of people who have signed up to
9	speak. In many cases there are multiple
10	people who have given the same
11	organizational affiliation. I won't call
12	you out by name right now but, you know,
13	John Doe company, Jane Doe, same company, I
14	would invite you to kind of testify together
15	as a group rather than, you know, four or
16	five times throughout the hearing. I think
17	that would be easier for everyone.
18	The first speaker is John Acierno
19	from Executive Transportation.
20	I'm sorry, Meera has a point to
21	make.
22	MS. JOSHI: The proposed rules
23	were published on October 30th. The CAPA
24	deadline for public comment is today,
25	November 29th, but we are going to hold the

Τ	PROCEEDINGS
2	record open until December 10th. So if you
3	have additional comments that you haven't
4	submitted by today, you have until December
5	10th to submit them on both the e-hail and
6	the T-PEP rules.
7	THE CHAIR: Thank you. The first
8	speaker is John Acierno from Executive
9	Transportation, followed by George Laszlo
10	from Laszlo Consulting.
11	MS. JOSHI: And also on two
12	points. Each speaker has three minutes.
13	And please identify the topic that you're
14	going to speak on, whether it's the e-hail
15	or the T-PEP rules.
16	THE CHAIR: Or both.
17	MS. JOSHI: Or both. And what
18	entity you represent.
19	THE CHAIR: And third is Tony
20	Iacolucci. These are the names in the order
21	in which they were submitted. I know that
22	there are stakeholders who have extensive
23	comments and we may move this around a
24	little bit.
25	John Acierno, followed by George

2	Laszlo and then Tony Iacolucci.
3	MR. ACIERNO: Good morning. I'm
4	here to speak about the e-hail rules. I am
5	the president of the Executive
6	Transportation Group. We operate 14 black
7	car bases in New York, with approximately
8	1,500 franchise drivers. We provide
9	approximately two million transportation
0	trips per year. And I'm here to talk about
1	an issue that we feel very strongly about.
12	For background, I'd like you to
13	know I've been involved in the taxi industry
4	my whole life. My great-grandfather came
15	from Italy to Ellis Island in 1917, and he
L 6	listed his occupation as chauffeur. And he
17	began driving a taxi in the city around that
18	time. His son, my grandfather, followed in
_9	his footsteps. And my dad and his brother
20	formed a taxi company called Love Taxi,
21	which was originally a fleet of taxi
22	operation, and then became a two-way radio
23	dispatch taxi company back in the sixties
24	through the eighties.
) F	Pagk in the givties and through

2	the eighties, taxis had radios in them which
3	allowed both hails and dispatches. And in
4	1982, pursuant to the Smith Commission,
5	which was commissioned by then Mayor Koch,
6	regulations were passed to make a new class
7	of business and to eliminate the radios out
8	of taxicabs. That happened over a period of
9	years. And in 1987 the radios were
10	eliminated from taxis, and there was a split
11	in the industry which produced the black car
12	industry.

So as a result of the TLC regulations back then, distinct industries formed. Taxis took hails by regulations, which were the next available pick up by seeing a person in line of sight. Black cars, liveries and limos served those customers who wished to be picked up at certain times, called dispatches.

In the early days, dispatches took phone orders and delivered them to drivers over radios. Today, many if not all of the dispatches are automated. And in my company, computers match customers and cars

Τ	PROCEEDINGS
2	in milliseconds, providing swift and
3	efficient transportation for thousands of
4	people every day.
5	Today about 40 percent of the work
6	in the black car industry is on a daily
7	basis for immediate pick up. Those
8	dispatches are created by phone calls, by
9	the Internet ordering, and by smartphone
10	applications, which go through a computer
11	system and are directly routed to cars. The
12	smartphone applications would be the same
13	smartphone applications or similar ones to
14	the ones that taxis cabs will use.
15	Today, the TLC represents
16	approximately 15,000 50,000 vehicles.
17	You've got black cars, which have
18	approximately 8,000 vehicles; limos,
19	approximately 8,000; 13,000 taxis, and
20	approximately 22, 23,000 liveries. This
21	rule
22	TLC STAFF MEMBER: I just want to
23	let you know that your three minutes have
24	passed.
25	THE CHAIR: I understand the

1	PROCEEDINGS
2	please, go ahead and complete the testimony
3	because, you know
4	MR. ACIERNO: Thank you.
5	THE CHAIR: we understand your
6	role here.
7	MR. ACIERNO: Why is this rule
8	important? It's important because the
9	industry is made up of several sectors which
10	serve the public. And this rule
11	specifically focuses on one. The other
12	parts of this industry, which represent
13	two-thirds or three-quarters of the
14	industry, are already providing this
15	service. And the issues that were raised,
16	the need for a smartphone, is something that
17	we see most people have smartphones
18	today. I have a smartphone today. If I
19	were to go and order a car today, I would
20	take my smartphone, I press a button or I
21	call, and I would get my car downstairs.
22	What the rules as they are currently being
23	presented suggest is I can do that now and
24	order a taxicab instead of a black car or

instead of a livery car or instead of a

24

25

3 We think this is a zero sum game. 4 There are only so many people who are 5 ordering cars. And we think that by 6 allowing taxis now to do both, to hail on the street or to be ordered by an app, 7 8 basically moves people from one industry to another. And the comment that the Taxi and 9 10 Limousine Commission is not responsible for the movement of one sector of transportation 11 12 or customers from one sector to another I think is flawed. I think the TLC needs to 13 know that its industries that it is 14 15 regulating are healthy. And by moving 16 transportation and customers from one sector 17 to another, you are damaging that sector. 18 We aren't going to create more people 19 wanting to travel. We are going to create a shift from one sector to another. 20 21 People are currently being 22 serviced through apps by several parts of 23 the industry that you regulate. And you are

now saying, by changing the paradigm,

because the paradigm up until this point is

2	I raise my hand, I get a cab. If someone
3	raises their hand two blocks before, they
4	get that cab. We may not like it, you may
5	feel that it's not fair, but that's the
6	rules that New Yorkers have lived with for
7	decades. We are now changing the paradigm.
8	We are now saying if I'm a smart guy with a
9	smartphone, I get to press a button and
10	shazam, that car bypasses, he puts his off
11	duty light on and he bypasses people who are
12	not so smart to come and pick me up.

So if this rule were in effect today, standing right here, as I leave I will press my button and then there'll be a taxicab downstairs with an off duty sign on that's waiting for me. And when someone else is standing there with their hand up who either doesn't have a smartphone or wants to hail in the street, that person will be discriminated against.

I think it's very important to point that out, that the paradigm is going to shift. It's not a matter of whether or not the driver can see around corners. It's

2	a matter of the customer now has a tool that
3	he didn't have before, and you're going to
4	allow prearrangement. That's the shift in
5	paradigm. The shift in paradigm is this is
6	prearrangement. And this has been in place
7	for decades and customers have been serviced
8	this way.
9	The other thing that I think is

The other thing that I think is very important --

THE CHAIR: John, I need to ask you to sum up because we have 30 some odd, no, 40 some odd people that are signed up, and I just want make sure we get through everybody.

MR. ACIERNO: Two final points.

By allowing this rule, you create the same discriminations that occurred 25 years ago. People without apps will not be serviced.

The second is if you look at the definition of hail as it's proposed, the new definition allows people not only to use an app to hail, but also to make an electronic call. So it may be inadvertent, it may be

1	PROCEEDINGS
2	advertent, but you've allowed the use of
3	technology to change and to change the way
4	people ask for transportation in the city.
5	THE CHAIR: Thank you.
6	MR. ACIERNO: Thank you very much.
7	COMM. GONZALEZ: I have two quick
8	questions. Is this on?
9	Mr. Acierno, two quick questions.
10	When you said 40 percent of your work is for
11	immediate pick up, is that just your
12	business or is that you're representing
13	MR. ACIERNO: That is the black
14	car industry.
15	COMM. GONZALEZ: Okay. And the
16	term immediate pick up, how do you define
17	that as a temporal definition?
18	MR. ACIERNO: I would define it as
19	I'm ready to leave, I'm either going to
20	press a button and the car will be
21	downstairs, or I'm calling and saying I need
22	a car now.
23	COMM. GONZALEZ: When will the car
24	be available, though?
25	MR. ACIERNO: The car will be

1	PROCEEDINGS
2	available when the next available car can
3	pick me up, whether it's
4	COMM. GONZALEZ: On average when
5	will that car be available?
6	MR. ACIERNO: Under ten minutes.
7	COMM. GONZALEZ: Okay. Thank you.
8	MR. ACIERNO: Anybody else?
9	THE CHAIR: John, I guess my
10	question is, if you're correct that it's a
11	zero sum game, that there's so many
12	passengers a day, you know, 1.2 million
13	people a day that are going to take a trip
14	somehow, if this shifts somebody from a
15	black car trip to a taxi trip, does that
16	mean that somebody else gets shifted from
17	the taxi to the black car?
18	MR. ACIERNO: No, because this is
19	an option that was previously unavailable.
20	The shift is one way. The shift is from the
21	services that currently provide the service
22	to one that will newly provide the service.
23	THE CHAIR: So but then does that
24	mean that it's a more efficient use of the
25	vehicles that are out there? And I say that

1	PROCEEDINGS
2	understanding that, you know, when Mitt
3	Romney said efficiency, people hear that as
4	cold blooded and, you know, what happens on
5	the other side of that. But just
6	recognizing that, I mean isn't that the
7	implication of that, that it means more
8	passengers into vehicles that are already
9	out there and a more efficient use of?
10	MR. ACIERNO: Well, a total
11	efficient product would be to allow the
12	entire industry to do street hails and to
13	also do a prearrangement. I mean that's
14	what we did during the recent hurricane. We
15	basically said the entire industry could do
16	pick ups. That's the most efficient. But
17	the TLC has decided to segregate
18	efficiencies.
19	THE CHAIR: Right.
20	MR. ACIERNO: So and the other
21	thing is
22	THE CHAIR: I guess that just
23	because you're not solving every problem in
24	the world doesn't mean you can't solve one

problem. But okay.

1	PROCEEDINGS
2	MR. ACIERNO: No, no, but the
3	other thing is, this is an evolving
4	technology. There are many companies that
5	don't have it, and many black car and livery
6	companies. Within the next five years
7	everyone will be communicating through apps.
8	It's just like how do you communicate with
9	your kids. I text them now. Five years ago
10	I talked to them. You know, ten years ago
11	we used to use the house phone. No one even
12	uses the house phone anymore.
13	It's an evolving technology. In
14	five years the way that we will order a car
15	on prearrangement will be through an app.
16	THE CHAIR: I'm not sure which way
17	that point cuts, but I don't want to
18	we've got a lot of people yet to go, so.
19	MR. ACIERNO: I appreciate the
20	extra time.
21	THE CHAIR: Mr. Laszlo. And we
22	are thank you very much.
23	MR. ACIERNO: Thank you.

THE CHAIR: And we are going to

stick to three minutes. You know, for

24

1	PROCEEDINGS
2	industry leaders who are speaking in some
3	sense on behalf of many entities, you know,
4	we might go flexible here and there. But we
5	are going to stick to three minutes.
6	Tony Iacolucci and then Guy
7	Palumbo.
8	MR. LASZLO: All right, good
9	morning. My name is George Laszlo. I'm
10	here representing simply the ridership in
11	New York City. If you remember, I was in
12	front of you at the taxi fare hike increase.
13	So I have no other
14	THE CHAIR: Welcome back.
15	MR. LASZLO: Thank you no
16	other reason to be here except to make sure
17	that I as a passenger get a quick and fast
18	fare, and a safe ride, and that I can get
19	out as quickly as possible to go to my
20	destination. So I'm all for e-hail
21	applications.
22	To give you just a quick example,
23	I was standing in front of the U.N. about a
24	week ago at about seven p.m. I was there

for 25 minutes. Not a single taxi that was

2	on, ready for me to be picked up, was
3	available. There were tons of taxis, all of
4	them occupied. Not a bus came by for the
5	same 25 minutes. There was a woman standing
6	in front of me who also had her hand up who
7	would have gone first because I was behind
8	her. She actually kept her hand up like
9	this even when the lights changed red and
10	there was nothing coming. So that shows you
11	that the importance of the e-hail app is
12	important.
13	However, I am here to talk about

However, I am here to talk about both the T-PEP and the e-hail. And I have to tell you that I have lots of concerns with the current rules as they are written.

I have submitted a spreadsheet actually for both the e-hail and the T-PEP as my comments. I made 64 comments on T-PEP and 26 on e-hail. And but I wanted to tell you quickly here what my main concerns are.

And those are that the rules, that the way that they are written currently are entirely too onerous on everyone. This will discourage competition because companies

for.

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1	PROCEEDINGS
2	will not want to take the time and effort to
3	implement these systems, and/or they will
4	take a huge risk. Actually the companies
5	that are most favored here are the ones that
6	currently provide T-PEP, obviously there's
7	no e-hail yet, so they would get an
8	advantage. But even they are exposed to
9	lots of onerous things in these regulations
10	at the moment, because everybody has to now
11	talk to everybody else.
12	My key problem with these
13	regulations is that the amount of electronic
14	communication that you're expecting to take
15	place in realtime is so much between the
16	taxi meter, the T-PEP, the DIM, the PIM, the
17	AVL, the credit card systems and so on, is
18	that it will be nearly impossible for anyone
1 9	to provide the upkind that you're looking

And I also would tell you that the rules as they are currently written, in my mind, and I've been in the IT business for close to 40 years, that you're not going to see any of these applications for the next

2	18 to 24 months because the rules are just
3	too restrictive for anyone to get there in
4	that period of time. For example, I don't
5	see anywhere in these rules will simply
6	allow somebody who has an e-hail
7	application, and all you're trying to do is
8	flag down a cab and say yes, I'm going to
9	pick you up and get in the cab, no payment,
10	I don't see that clearly listed that that's
11	allowed.
12	THE CHAIR: Just to clarify, that

THE CHAIR: Just to clarify, that is absolutely permitted under these rules.

And, you know, there are correspondingly fewer -- most of the requirements I think that you are talking about, I'll look at your testimony in detail though, I'm guessing relates to payment, where we do I think have an obligation to get into pretty great detail to make sure that people's credit cards are secure. But for somebody who just I want to get a cab, I'm going to come pick you up, that is permitted with a modicum of -- the real restriction there is just that you can't use it while the car is

1	PROCEEDINGS
2	in motion.
3	Go on, I'm sorry.
4	MR. LASZLO: If that's the case
5	then I think the rules need to be clearer,
6	because I did not read it that way. And I
7	read both of these documents at least three
8	times thoroughly.
9	THE CHAIR: Fair enough.
10	MR. LASZLO: So I'm concerned that
11	there are no escape routes. I don't know if
12	some of you saw the movie Premium Rush where
13	the bicyclist goes from Columbia down to
14	Chinatown and they're being chased by the
15	bad guys and of course they are dodging
16	taxis and buses and all sorts of stuff. And
17	the problem is that he tries to figure out,
18	the rider, do I have an escape route.
19	As far as I read the regulations,
20	there are no escape routes. There's one to

do these applications, and there are too many things in it that are going to make it just difficult for anyone who wants to implement it to do so.

THE CHAIR: Mr. Laszlo, thank you 25

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1	PROCEEDINGS
2	very much.
3	I will say to you and everyone
4	that written testimony, if you submit it, I
5	promise you will be read thoroughly by the
6	staff. And Commissioners, they will, the
7	staff as they did with previous more
8	intricate rules, the staff will process
9	everything and get you a full report of the
10	comments that have been made, collated so
11	you don't have to read the same thing
12	fifteen times.
13	Thank you, Mr. Laszlo.
14	COMM. MARINO: I have a question.
15	MR. LASZLO: Yeah.
16	COMM. MARINO: When you said you
17	were waiting 25 minutes in front of the U.N.
18	the other day, were you aware of the
19	application for a black car or a livery car,
20	were you aware of the apps
21	MR. LASZLO: Yes.
22	COMM. MARINO: that currently
23	exist?
24	MR. LASZLO: Yes, I do know that.

And I think, well, since you brought up the

1	PROCEEDINGS
2	question, I wasn't going to say anything
3	about this, because the previous speaker I
4	think is correct that you have to worry
5	about the problem of shifting this.
6	However, if you do look at that, you need to
7	also look at the fare differentials that
8	exists between black cars and regular taxis.
9	I personally would I use black cabs when
10	I go to the airport, for example, and back.
11	COMM. MARINO: But why didn't you
12	use that app to get a black car when you
13	were at the U.N.? I'm just curious as to
14	what your thought process was.
15	MR. LASZLO: I didn't think of it
16	at the time to tell you the truth. And I
17	finally after the 25 minutes decided to
18	walk.
19	COMM. MARINO: I'm asking him.
20	MR. LASZLO: Yeah.
21	By the way, as far as technology
22	is concerned, just to still address your
23	question, I think anything that has to do
24	with inhibiting technology by any party is

disingenuous in a way. You really have to

1	PROCEEDINGS
2	allow these things to happen. It's going to
3	happen no matter what. You'll be forced
4	into it no matter what happens.
5	THE CHAIR: I do agree with the
6	last point.
7	MR. LASZLO: Thank you.
8	THE CHAIR: And Mr. Iacolucci, I'm
9	sorry, Tony actually might be a Ms. It says
10	here with a Y, but I was told it's Ms. Good
11	morning.
12	MS. IACOLUCCI: Good morning. My
13	name is Tony Iacolucci. And I'm a member of
14	the Hearing Loss Association of America, the
15	nation's leading organization representing
16	people with hearing loss. I'm the chair of
17	the advocacy committee at the Manhattan
18	chapter, and a member of the national board
19	of trustees. And I would like to speak for
20	just a couple of minutes about T-PEP.
21	I would first like to thank
22	Commissioner Yassky
23	THE CHAIR: I'm sorry.
24	Commissioner, no, it's

Ms. Iacolucci, I mispronounced this. She is

1	PROCEEDINGS
2	representing, Ms. Iacolucci, could you again
3	say the organization that you are
4	representing?
5	MS. IACOLUCCI: The Hearing Loss
6	Association of America.
7	COMM. AROUT: All right, thank
8	you.
9	MS. IACOLUCCI: I would first like
10	to thank Commissioner Yassky and the TLC for
11	your willingness to provide accommodation to
12	people with hearing loss. First by
13	facilitating the installation of induction
14	loop technology in the Taxi of Tomorrow,
15	which will enable a portion of the hearing
16	loss population to better communicate with
17	vehicle drivers. My organization actually
18	participated in a pilot project to test that
19	technology, and we have praised its
20	inclusion in all of our local and national
21	communication.
22	Secondly, I would like to thank
23	the TLC, specifically to Ann Switzer, for
24	your rapid response to my request for

accommodation at these public meetings.

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1 PROCEEDINGS

	2.2
2	There are 36 million people in
3	this country with hearing loss,
4	approximately 17 percent of the population.
5	In New York City that translates into
6	roughly one and a half million people.
7	These numbers are expected to escalate
8	considerably with the graying of the baby
9	boomer population and as a result of noise
10	induced hearing loss.
11	Although the use of induction
12	loops will be effective, there are degrees
13	of hearing loss which it will not help.
14	Someone who is profoundly deaf or someone
15	who has limited ability to distinguish
16	speech sounds, a very common type of hearing
17	loss. Many people who use induction loop
18	technology need to supplement with the
19	written word for complete understanding. I
20	presented the idea of using the taxi video
21	screens with voice to text software to the
22	TLC several months ago as a potential
23	accommodation to be used by almost everyone
24	with hearing loss.
25	It should also be noted that

2	written word has proven to be very effective
3	in communicating with people for whom
4	English is not their primary language, an
5	obvious benefit considering New York City's
6	diverse population. Current voice to text
7	software training can accommodate accents
8	and perhaps could even translate to
9	different languages in realtime.
10	Unfortunately, this idea has not
11	been included in today's rule making
12	proposal. I understand that and I accept
13	it. The technology is not available at this
14	time, although I think it's very doable. So
15	they should not be pressured into committing
16	to make it happen.
17	However, I am here to request that
18	TLC support in exploring the feasibility of
19	developing this technology. Although my
20	understanding is that vendors are ultimately
21	responsible for the screens, I hope the TLC
22	would feel a sense of responsibility to
23	participate in this study.
24	I am one of the 36 million people

I am one of the 36 million people with hearing loss. After years of

2	deteriorating hearing, I became deaf seven
3	years ago. If a fire engine were to drive
4	into this room with its siren full blast, I
5	would not hear it. Without the written
6	word, lip reading is my lifeline. If you
7	pull the plug on those screens, my ability
8	to communicate would cease.

As soon as I enter a cab, anything the driver says to me I cannot hear. If they ask me to repeat my location or exactly where I want to be dropped off, if they respond to my request to take an alternate route or just say hello, I cannot hear them.

Drivers have tried to be helpful when I explain to them my need to communicate by lip reading. They do this by turning to face me, often while the cab is in motion. Obviously a dangerous situation. When I asked my colleagues for examples of communication situations, the overwhelming response was I just don't take cabs, it's too much anxiety.

And finally, people with hearing loss in general have significantly elevated

2	stress levels due to the strain of trying to
3	access communication 24/7. I would imagine
4	that driving a cab in New York City runs a
5	close second. So why not join forces to try
6	to create a smart, efficient, cost effective
7	way to lessen the stress and accommodate all
8	people who are deaf or who have hearing loss
9	by exploring and hopefully developing
-0	groundbreaking technology, once again
1	spearheaded by the New York City Taxi and
12	Limousine Commission.
13	Thank you for your time.
4	THE CHAIR: Thank you for your
_5	assistance to the Commission. And let me
_6	commit to you that we will continue to work
L7	with you on integrating the most useful,
18	feasible technology for people with hearing
_9	loss into T-PEP as we continue to go forward
20	and develop it. So thank you again.
21	The next speaker is Guy Palumbo,
22	followed by Zohrah Afshar, then by John
23	Mascialino.
24	MR. PALUMBO: Good morning,

Commissioner Yassky and members of the

1	PROCEEDINGS
<u></u>	INCCUEDINGS

2	Commission. Thank you for allowing me to be
3	here today. I am speaking on behalf of the
4	Luxury Base Operators Association and the
5	Asian Base Owners Association. We would
6	also like to extend congratulations to
7	Commissioner Gjonaj.

Basically we're talking on the second set, meaning not the T-PEP system but the applications. There are several points which we have concerns with.

First of all, generally speaking the process and the promulgation of these rules has in the past followed, or as in the past has followed the same general procedures which the TLC has used. Rarely have the TLC made significant changes after public testimony. At least to the best of our understanding. The process would have been a little bit better if we were allowed to have input during the process and not once the program or the rules were promulgated.

Timing. The rules were announced the same day as Hurricane Sandy, and many

2	base owners really have not had an
3	opportunity. Yes, the leaders of the
4	various associations have, but not the input
5	from local base owners, especially in the
6	devastated areas. We can identify Far
7	Rockaway, Brighton Beach and Throgs Neck as
8	three areas that have not had their base
9	owners allowed or have the time, and even
_0	some in Queens who were still recouping from
1	Hurricane Sandy, to provide input. And
12	that's a hold back here.
13	Model rules. Recently the IATR
4	held a conference on this very issue. The
15	IATR, International Association of
_6	Transportation Regulators, which I believe
_7	the Commissioner is on the board or the TLC
18	is involved, they have published a thirteen
_9	page document with suggested model rules.
20	These regulations were issued, or suggested
21	regulations were issued by the IATR two
22	weeks after the TLC published its own rules.
23	We suggest that the Commission analyze all
24	these other rules, the suggested rules,
25	these model rules, which are from regulators

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2	from major cities around the world. They
3	have worked on them. Before a vote, you
4	read them before working on them. We do
5	have copies of that available, and I'm sure
6	there are people here I believe who have the
7	actual thirteen page document on suggested
8	rules. However, if anybody needs them,
9	we'll gladly forward them.

The rush for public image. appears from public statements, interviews and publicly released emails that the TLC has one goal in mind, and that is to do something fast. There is a publicly recognized fear that the TLC would be considered anti-technology. Unfortunately, there was such a rush to avoid this label, that serious mistakes are being made.

Multiple devices. As a portion of TLC's rules are explained, it would be conceivable or permissible for a technology developer to give out iPhones to all types of drivers, or other devices. The problem with that is it's conceivable that a driver could be sitting there with five or six

1	PROCEEDINGS
2	different devices on their dashboard.
3	Talking about distracted driving, as Deputy
4	Commissioner Ashwini mentioned before.
5	However, we also know that the New York
6	Police Department, New York City Police
7	Department does not consider the TLC rules
8	when it comes to the Vehicle and Traffic Law
9	as far as distracted driving, and there's
10	been several cases of that. We are
11	compounding the problem.
12	Contract considerations. Another
13	expressed concern by the TLC is that the
14	contract for vendors supply supplying both
15	hardware and services will expire by the end
16	of February. Why the rush. Cannot the TLC
17	by mutual agreement with the vendors and
18	extend that contract for 90 days so that we
19	all can get back to the drawing board and as
20	usual try to tweak these?
21	The consequences of rushing. As
22	with the street hail rules, the same
23	basic
24	THE CHAIR: I'm going to ask you

to sum up, thank you.

Τ	PROCEEDINGS
2	MR. PALUMBO: Okay. There is
3	another study which was available indicating
4	that 25 percent of yellow taxis would be
5	losing business. We have a copy of that
6	study.
7	The consequences of rushing with
8	the street hail rules, same thing here. I
9	cannot speak for others here, but I think
10	it's a forgone conclusion that if these
11	rules are adopted, you're going to be back
12	in court and you're going to go back to
13	square one all over again.
14	Thank you. The comments are
15	submitted.
16	THE CHAIR: Thank you.
17	Mr. Zohrah Afshar, followed by the
18	next two speakers after that are John
19	Mascialino and then Amos Tamam from
20	Verifone.
21	I'll just repeat my invitation. I
22	see also then there are two other speakers
23	from Verifone after that. If people want to
24	consolidate and have, you know, five

minutes, six instead of three, I'll make

1	PROCEEDINGS
2	that deal in a heartbeat. Thank you.
3	Mr. Afshar.
4	(No response)
5	THE CHAIR: Or not. Then Mr.
6	Mascialino or Mr. Tamam.
7	COMM. MARINO: I'm sorry, who are
8	the speakers?
9	THE CHAIR: They will introduce
10	themselves. They are representing Verifone.
11	MR. MASCIALINO: They will
12	consolidate, each one.
13	THE CHAIR: You're very gracious.
14	Thank you.
15	MR. MASCIALINO: Thank you very
16	much for the opportunity to speak to you
17	today. I am John Mascialino. I represent
18	Verifone, Inc., one of the two T-PEP
19	providers in the contract with the TLC.
20	We appreciate the Commission's
21	hard work in pulling together both sets of
22	rules regarding T-PEP and e-hail
23	applications. As you know, these proposed
24	rules are very voluminous, and in addition,
25	many sections are very technical in nature,

2	both from a technological limitation
3	standpoint as well as from a legal
4	standpoint.

We appreciate the time that the TLC staff, as was mentioned in the presentation by Joanne, we appreciate the efforts of all the staff in reaching out to the stakeholders. Unfortunately, because of the size and scope of the comments and the discussion points, we have not finalized all of our review with the staff but we hope to continue doing that. But we did submit a formal letter for the record with all our comments, and we just want to address a few of the more important points today for the Commission's consideration.

The first thing we would like to ask is since we know, based on what you said, you have over 40 people testifying for the various stakeholders, providing testimony and opinions, which we assume will lead to at least a few if not several amendments to the rules, we hope that the Commission will take one simple ask, which

2	is to not rush into approving the rules.
3	They are too important for the future of the
4	taxi industry. And we ask the Commission to
5	take time perhaps to publish the amended set
6	of rules and conduct at least one more
7	hearing so that they can be absorbed by all
8	the stakeholders again. There are lots of
9	times where there are several amendments
10	made, and the public really is unsure as to
11	exactly what's passed. So we do ask for
12	that ability for one more hearing.

Real quickly from a legal standpoint on the contract terms. One of our biggest concerns is the fact that the rules limit the contract to one year with owners. The intent of the rules is to promote open competition and keep prices affordable. However, by limiting the contract term to one year, and with the termination of convenience of 120 days I have to add, it will restrict innovation, investment in new technology, and best prices will be significantly if not permanently affected. And it will not be

1	PROCEEDINGS
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2	for the better	. It will	create	the	opposite
3	effect.				

Companies like Verifone cannot and will not invest and offer the best technology to its New York City customers if they cannot get a fair return on their investment. In addition, they will not be able to offer the best financial deals to owners as they have been doing for the past five years with the current T-PEP contract. As you know, the current contracts have maximum pricing, and that maximum pricing was never achieved with any of the owners.

We ask that at the very least they allow up to three year contracts, which exist now, similar to the original T-PEP rules that were passed. However, we do prefer that there be no restraints at all, so that we could engage in a business to business transaction.

Secondly, it was mentioned that the T-PEP rules will also force the other providers to enter into an MOU. In this instance an MOU is a little bit strange term

2	because it will in fact be another contract
3	which would not look much different it seems
4	based on what our understanding is from the
5	current master agreement with the TLC. And
6	we do ask that, one, we have a better
7	understanding of what would in fact be
8	obligated of the T-PEP authorized vendors in
9	the MOU so we have a better understanding
10	what of we are getting into. But also, that
11	if there were going to be terms and
12	conditions in the MOU, that they actually be
13	put into the rules so that there's no
14	discrepancies going forward with various
15	T-PEP providers being treated differently
16	from one MOU to another, and that all terms
17	and conditions remain the same for everyone
18	in the industry.
19	That's all I have to say. I'd
20	like to turn it over to Mr. Tamam of
21	Verifone, who will discuss a couple other
22	technical issues.
23	THE CHAIR: Thank you. And while
24	you're doing that, on the point about the
25	term of the contract, I think that is a fair

1	PROCEEDINGS
2	point. The Commissioners and I do want to
3	examine with the staff and see if it merits
4	changing it. I mean to be short, I think
5	there a lot of things in these rules, a lot
6	of the details that the feedback from the
7	stakeholders has been very helpful, and I
8	think we'll have a better final product as a
9	result of that.
10	MR. MASCIALINO: Thank you very
11	much, we appreciate it.
12	THE CHAIR: So thank you.
13	MR. MASCIALINO: Thank you.
14	MR. TAMAM: Good morning,
15	Commissioners. My name is Amos Tamam. I'm
16	a senior vice president with Verifone. We
17	have been active in the New York City taxi
18	market for 25 years. I'd like to mention
19	that I was the first one to use a credit
20	card in taxicabs back in 1994.
21	We have objections basically I
22	want to comment to the processing of
23	payments. We have objections to this entire
24	section. We will discuss each one

25

separately.

2	The first one, if the T-PEP
3	provider pay the taxicab drivers directly as
4	written, the T-PEP provider cannot charge
5	any processing fee for this service. This
6	is economically not feasible and unfair.
7	First, processing such payment is a service
8	that has both administrative costs and
9	risks. There is no reason why this service
_0	should be provided for free.
.1	Secondly, this provision treats
2	the T-PEP provider differently from the
13	licensed app providers. It is our
_4	understanding that the app licensees will
. 5	not be restricted as to what they can charge
L 6	the driver for a fee. T-PEP providers
_7	should be permitted to charge 75 percent of
18	all credit cards in e-hail and smartphone
_9	payments of the application processing.
20	That's my first comment.
21	It is also unreasonable for the
22	T-PEP provider to make funds available to
23	drivers at no cost, and for the driver to be
24	able to access his funds within a half a
) 5	mile of the fee drop. You gay it's almost

2	impossible.

25

3 The last comment is on the health care fee. It is unreasonable and unfounded 4 5 for the T-PEP providers to deduct the six 6 cents fee for every fare from the T-PEP system, and to be responsible for disposing 7 such funds in an account specified by the 8 Commission. This is under -- I'm sorry, 9 10 unrepresented T-PEP providers has never been 11 required to collect any fees, such as the 12 MTA tax, et cetera, and be responsible, I'm sorry, to the TLC for it. What is the basis 13 14 for this rule. Why is it the responsibility 15 of the T-PEP provider. This raises unnecessary pay issues, additional 16 legislative costs, and affects revenues and 17 18 processing. This section should be 19 eliminated from the rules. 20 COMM. POLANCO: I'm sorry, you 21 said that you guys do collect the MTA tax or 22 you don't? 23 MR. TAMAM: No. It's the owner's 24 responsibility, it's not the T-PEP

provider's responsibility.

1	PROCEEDINGS
2	COMM. POLANCO: Oh.
3	THE CHAIR: I'm sorry, it's the,
4	could you just say that again, how does the
5	MTA tax collection process work today?
6	MR. TAMAM: So we collect through
7	the preblock the data information, but it's
8	ultimately the owner's responsibility to
9	collect the MTA tax.
10	THE CHAIR: So to the extent that
11	the fifty cents is paid by the, in the first
12	case is paid by the passenger.
13	MR. TAMAM: Correct.
14	THE CHAIR: If it's a credit card
15	you collect that; is that correct?
16	MR. TAMAM: No. No.
17	THE CHAIR: In other words, you're
18	saying you don't collect any credit card
19	payments from the passenger?
20	MR. TAMAM: No. No. The MTA is
21	collected by the owner from the driver.
22	COMM. MARINO: They pay the owner
23	the same way they pay the owner's fare; is
24	that correct?
25	MR. TAMAM: Sorry?

1	PROCEEDINGS
2	COMM. MARINO: Say you give the
3	owner fifty cents
4	MR. TAMAM: We're just providing
5	the data. We are collecting this data and
6	providing the owners, the fleet owners with
7	the tools so they know how much MTA tax is
8	collected by what driver.
9	THE CHAIR: I see. The funds
10	don't flow through you, they flow from Visa
11	directly to the medallion owner?
12	MR. TAMAM: To the merchant of
13	record.
14	THE CHAIR: The merchant of
15	record. Are you merchant of record for
16	MR. TAMAM: In some cases we do it
17	for individual drivers. But again, we do
18	not collect the MTA tax. It is the owner
19	who collects the MTA tax on his drivers.
20	THE CHAIR: I guess in those cases
21	you're saying that you collect the MTA
22	you collect funds from the passenger, then
23	it flows, then pass it along to the
24	medallion owner.
25	MR. TAMAM: No. Where we're

1	PROCEEDINGS
2	acting as merchant of record it's money from
3	the individual drivers or small owners that
4	don't have the means and capability
5	administratively to handle it, the credit
6	cards and the administration associated with
7	them.
8	THE CHAIR: But in these cases am
9	I wrong that you collect the full amount
10	paid by the passenger?
11	MR. TAMAM: Correct, and we
12	THE CHAIR: Including the MTA tax?
13	MR. TAMAM: Correct. And we pay
14	95 percent of whatever we collect back to
15	the driver, that's including the MTA tax.
16	So the driver is collecting the MTA tax
17	eventually.
18	THE CHAIR: I see. Okay,
19	understood. Thank you.
20	MR. TAMAM: Thank you.
21	THE CHAIR: That's helpful. I'm
22	sorry, did that clarify your question?
23	COMM. WEINSHALL: Can you explain
24	why they put that in, the six cents?
25	COMM. MARINO: What was the

1	PROCEEDINGS
2	question?
3	THE CHAIR: The question is what's
4	the rationale for having the T-PEP provider
5	handle that. Simply the ease of
6	administration. To have two or three
7	entities process, take out all those six
8	cents per trip payments and forward them to
9	whatever entity is selected to do the health
10	care benefits, rather than have 13,000
11	medallion owners have to do that calculation
12	and send checks. It seemed, you know,
13	simply easier to have three let's assume
14	there's two or three at most T-PEP
15	providers, that two checks is easier than
16	2,000 checks.
17	COMM. MARINO: Right, it's easier
18	for us but not for them because they have to
19	pay for the administration costs for all
20	this.
21	THE CHAIR: Right. But their cost
22	presumably, doing it for all the trips, will
23	be less than the aggregate processing costs
24	of the individual medallion owners. And in

the end that gets reflected in the pricing

2	for their services. In other words,
3	whatever their costs are are passed on to
4	their customers, namely the medallion
5	owners. So rather than the medallion owners
6	being responsible for that bookkeeping
7	individually, the T-PEP providers are
8	responsible for that bookkeeping centrally.
9	And then each medallion owner pays 1/13,000
10	of that cost in the form of their fees to
11	the T-PEP providers.
12	MR. TAMAM: Can I comment on that?
13	THE CHAIR: Please.
14	MR. TAMAM: So in my testimony I
15	did not say it's not possible. I said it's
16	not right, it's not fair, because you really
L7	have to look into the details. The majority
18	of the cash flow does not pass to the T-PEP
19	providers. It goes directly to the merchant
20	owners. It's the relation between the
21	drivers and the owner, not T-PEP. But what
22	you are asking us to do is really step in in
23	the middle. Most of the funds are not
24	passing through us. So you're going to
25	create a nightmare of accounting work for

2	us. There is no clear method for us on how
3	we are going to begin with collecting the
4	six cents. What's clear is that we have a
5	liability with the vendors to pay the bills,
6	whether or not we are collecting the funds,
7	and that was an issue that needed to be
8	addressed.

THE CHAIR: Understood. I would be happy to sit down with you and continue to work through this with you and figure out the easiest way for those funds to flow, recognizing that the easiest might be the least difficult of the two or three options. Thank you.

MR. TAMAM: Thank you.

MR. GROSS: My name is Jason

Gross. I'm also with Verifone, and I'm

responsible for what you see on the

passenger information monitors, for Verifone

for the last three years, and for the first

two of those to a large degree also for CIT.

And I wanted to address two points. One is

the amount of reserve space for the TLC, and

the second is the limitations on what that

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The way the rules are posed, you have up to one minute for a prologue and they would like what they call four minutes of a twelve minute loop. I think our data and your data that we share with you shows that the average ride is now under some eleven minutes. So you're talking about now ten minutes once the prologue is done, and taking four of that ten is 40 percent of that experience.

Just to give you guys a little bit more of what typically both platforms try to do is have 60 percent of that loop be content and on most cases no more than 40 percent of that the advertising. So you're either replacing all of the advertising or most of the content. And when the city wanted to be able to contribute content to the passengers, I think both vendors, I can certainly speak for us, were very cooperative to create a second channel to give the users the choice they have, like they do at home, to choose one channel over

another. I think we all know that that
channel is chosen very frequently. I
believe the data is less than two percent,
perhaps less than one. We've run PSAs on
that. We are more than happy to give the
user that choice, but where that content
should be is in that same 60 percent for
content, but on the TLC channel we don't
quite understand why there's a reason to
change that as it is now.

Secondarily, the restrictions on the use of that time are much broader than they have been both in rule and in practice.

And our chief concern is that we've seen over the last year or so, and my forebear Amos tells me going back to the beginning with New York City and Company, which I believe is not a city agency, some of that space is being reserved. But when that entity is promoting with their space some event that is let's say sponsored by American Express or some other for-profit organization, you're essentially competing with the T-PEP vendors for sales of that

2	space to those clients. And where we are on
3	that is essentially, you know, had to happen
4	and someone says no, we are already getting
5	that. And while we're happy to promote
6	certain events, we think that's very
7	reasonable on the main channel. When it
8	comes down to depriving us of revenue, we're
9	creating both competition and undermining
10	the economic model, which I think has been
11	effective for all the partners. As Amos
12	mentioned, we never had to charge the full
13	price. In some cases it goes, you know, all
14	the way down. And that's because we're able
15	to support that with advertising.
16	You know, just as a note, whether
17	or not this is asked, you know, we have
18	worked very hard and I believe when I
19	started the rate of turnoff, so at the
20	beginning, at the middle, at the end, at
21	some point turning off was nearing 30
22	percent. And we have got that way down

under 15. We think we've provided

passengers with enough options to watch, to

turn off, to watch a second channel.

1	PROCEEDINGS
2	You know, we think that regardless
3	of what you may hear in some surveys,
4	depending on the way the question is asked,
5	people are broadly happy with it. I would
6	say from the advertising perspective local
7	business are thrilled with it. When it
8	comes to Fashion Week and you have the small
9	designers, small shops, it's really one of
10	the most effective ways for city businesses
11	to promote themselves.
12	So what we are really trying to do
13	is kind of essentially keep the status quo.
14	It's worked very well, we have no
15	complaints. And, you know, we'd just like
16	to essentially keep things where they are.
17	THE CHAIR: Thank you. Is that,
18	are there oh, yes, there's one additional
19	one.
20	MR. DEAN: Good morning,
21	Commissioners. My name is Duane Dean,
22	director of strategic planning for Verifone.
23	I'm here today to talk to you about the

The rules as written do not

e-hail apps.

2	address several factors that need to be
3	clarified. There is no guidance on what the
4	app licensee is permitted to charge drivers
5	and owners or passengers for that matter for
6	the use of the apps.
7	T-PEP providers have to inform the

T-PEP providers have to inform the TLC of all of its rates and are limited in its processing fees, but there seems to be no restrictions on the charges that have not been charged. Currently under the current rules, T-PEP providers can only charge a surcharge of five percent, but until the EL rules there is no statement as to what these app providers can charge.

This will create problems in the industry and to the riding public.

Remember, it will be the TLC that will receive consumer complaints if drivers and passengers feel they are being overcharged.

And as the presentation showed, consumer protection is what the industry is looking for.

If the TLC will permit additional charges by licensees to passengers, it

2	should be mandated that such charges be
3	included in the receipt generated by the
4	taxi meter. Not mandating this will make
5	the trip log data ineffective, and will
6	create a false receipt of what the passenger
7	is actually charged for the cab ride.
8	Again, this can become a public relations
9	nightmare for the TLC if consumer complaints
10	are made and there's no evidence that the
11	rate the passenger has been charged.
12	Again, in summary, the
13	presentation presented by TLC mentioned
14	consumer protection. However, the
15	presentation failed to mention passenger
16	surcharges. They seem to be permitted and
17	not disallowed under the rules, leaving app
18	companies to charge again, as I mentioned,
19	whatever they want when the current T-PEP
20	providers under the current rules are
21	charged five percent.
22	THE CHAIR: So just to, are you
23	suggesting that we should set the price of a
24	surcharge, or simply make sure that it's
25	disaloged to the passenger? In other words

1	PROCEEDINGS
2	you're saying we should get into the
3	business of saying what an app can charge
4	the passenger to find a vehicle?
5	MR. DEAN: What I'm saying is,
6	there should be a level playing field. If
7	you're allowing us as a T-PEP provider and
8	you're capping us at five percent
9	THE CHAIR: Although that
10	wouldn't, of course in the new T-PEP rules
11	there's no we don't regulate pricing.
12	MR. TAMAM: Commissioner, if I can
13	add to this. I think what we're not going
14	to be what the Commissioner is suggesting
15	as far as how much to charge, et cetera, we
16	can come up with our own application, so we
17	are not against it. What I'm saying is you
18	have to deliver disclosure to the passenger.
19	THE CHAIR: Agreed.
20	MR. TAMAM: So if app A charged a
21	dollar for the service agreed for someone to
22	hail a cab, you need to disclose, it needs
23	to be disclosed on the receipt as well as on
24	an email and as well on a paper.
25	THE CHAIR: Yeah. And going over

2	your comments prior to this, I think the
3	point about disclosure is a good one. I
4	think our rules should be tighter on
5	ensuring that there's we should have a
6	mechanism to, if an app is deceptive in its
7	pricing, to go after them and stop that.
8	There needs to be disclosure of the pricing.
9	But I will also put cards on the table, I'm
10	very hesitant to get into this regulating
11	pricing. That's what the marketplace is
12	for, and I figure customers are smart.
13	All right, so next we have Richard
14	Thaler, followed by Jeremy Phillips, and
15	then Jay Bregman.
16	MR. THALER: Chair Yassky and the
17	Commissioners. I prepared two sets of
18	comments for each chapter, 75 and 78. I'll
19	begin with comments for chapter 75.
20	The TLC should be complimented for
21	moving to a standards based authorized
22	vendor approval process. But hopefully the
23	Commission will also consider requiring
24	compliance for all remaining violations of
25	payment card industry rules and practices.

2.

Consideration should also be given to
limiting the installation of features and
functions to only those that are essential
for safe, efficient, convenient, low cost
taxi transportation service. Unnecessary
costly features and functions with related
costly data communications and the migration
of trip information from the taxi exterior
to the passengers' compartment should be
avoided.

The TLC now has the previously overlooked opportunity to remedy the most contentious T-PEP issue by complying with the Durbin Amendment through the Dodd-Frank Wall Street Reform Consumer Protection Act, giving merchants the option to offer discounts for cash payments, but cannot favor one card over another. Then neither the drivers nor the medallion owners no longer would be required to pay the transaction fees.

Hard on the heels of the proposed MTA fare increase, the TLC must comply with this federal act by applying just a small

2	adjustment to the fare drop in unit fare
3	elements, which could also include the
4	health care contribution. For this purpose,
5	the \$2.50 fare drop should be increased to
6	about \$2.70, and the \$.50 unit fare should
7	be increased to about \$.55. Other flat
8	fares and extras should be adjusted
9	accordingly. If a passenger pays by cash,
10	the driver would press the cash code on the
11	taximeter and the taximeter fare code is
12	discounted back to the cash rates of \$2.50
13	and \$.50. The payment gateways and merchant
14	acquirer transaction processes shall be
15	required to remit at least the regulated
16	cash fare rate to the drivers with all,
17	finally, with all tolls, taxes and tips
18	finally at full face value for all trips.
19	Second item. The Commission
20	should enable each independent contractor
21	lease driver to become or select a merchant
22	of record. The driver's choice of merchant
23	should be filed by the merchant with the TLC
24	and distributed to all approved T-PEP
25	vendors Then the TLC rules must require

1	PROCEEDINGS
2	that the drivers' T-PEP login TLC license ID
3	must require the T-PEP provider to determine
4	which payment gateway must be the routing
5	destination of each fare payment transaction
6	for the driver's shift. For this purpose
7	the Commission must require that each
8	selected payment gateway provide API routing
9	software to all T-PEP vendors for
10	installation on all T-PEP systems.
11	THE CHAIR: Mr. Thaler, if you
12	could sum up, thank you.
13	MR. THALER: I'll tell you what.
14	You have it in writing.
15	THE CHAIR: Thank you.
16	MR. THALER: I would like to,
17	since I prepared two comments, two sets of
18	comments, for 78 and 75, I'd like to make
19	one comment about 78, chapter 78.
20	THE CHAIR: Please do that.
21	MR. THALER: Under the definitions
22	in the chapter 78 e-hail application, items
23	two and three. Item two said allows a
24	passenger to hail a taxicab via the

electronic device, and three allows a driver

1	PROCEEDINGS
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In agreement with Mr. Acierno's comments, these are in clear violation of prohibited prearrangement. And items two and three certainly should be deleted from the e-hail definition.

The only other out of all of these the only other comment I'd like to make about 78 is item number four, which you have. The requirement that any licensed e-hail application must operate through the T-PEP system must be changed to allow transaction processing independent of T-PEP. In order to ensure total security for passenger card holders, the e-hail payment app tokenizes the passenger's payment cards. But the tokenized cards can only be processed through the driver's merchant processor and payment gateway. Tokenized transactions are essential in order to prevent security breaches such as the global payments security breach suffered by a T-PEP vendor over a year ago, but has not yet been addressed by this Commission.

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1	PROCEEDINGS
2	Thank you for your patience.
3	THE CHAIR: Thank you for your
4	input.
5	COMM. MARINO: There were extra
6	copies?
7	MR. THALER: What is that?
8	COMM. MARINO: For us, we didn't
9	get thank you.
10	THE CHAIR: Yes, there are
11	sufficient here it appears, and I will
12	distribute them right now.
13	COMM. MARINO: Thank you.
14	THE CHAIR: Jeremy Phillips,
15	followed by Jay Bregman, followed by David
16	Pollack.
17	Commissioners and members of the
18	public, I will plan to break at 12:30 for a
19	half hour break, unless if it appears we're
20	close to being able to finish and we can
21	push through to finish to say 12:45, then
22	we'll go ahead and do that. Otherwise we'll
23	break at 12:30. Let's see if we can't.
24	Mr. Phillips, followed by
25	Mr. Breqman.

2	MR. PHILLIPS: Thank you, Chairman
3	Yassky and members of the Commission. My
4	company is Ride Charge Incorporated. I'm
5	speaking on behalf of Ride Charge. Our
6	product, Taxi Magic, the four million
7	smartphones and passengers that have
8	downloaded our app, as well as the tens of
9	millions that have used other of our
10	electronic booking channels to request a
11	taxi, as well as my several thousand Twitter
12	followers, my name is Jeremy Phillips. And
13	I'm in the leadership team and business
14	development, fleet sales, and city
15	procurement capacity at Ride Charge, a
16	company that was founded in 2007. I
17	previously operated a taxicab fleet.
18	Ride Charge makes Taxi Magic, the
19	award winning mobile application for
20	booking, tracking, charging and expensing
21	taxi rides. Since our launch in December
22	2008, the Taxi Magic app has become hugely
23	popularly in larger cities, where it is
24	electronically bonded to the dispatch
25	systems of taxi needs. Orders are thus

2	placed with only a few taps on the phone,
3	and the dispatched taxi appears on the
4	phone's map as it makes its way to pick you
5	up.

Taxi Magic is the number one app, and has consistently been found in the top 20 iTunes travel apps ever since its launch. Apple has included Taxi Magic in major marketing efforts numerous times. Today, Taxi Magic is available in some 80 markets in the United States, and is operating with over 150 transportation companies, 150 fleets, on five mobile phone platforms.

As you know, New York City and the TLC introduced a system in September allowing riders to call for a wheelchair accessible yellow cab using a smartphone app, a Web site, a text message or a voice call. The TLC's chosen app, called WOW Taxi, Wheels on Wheels Taxi, is powered by my company, Taxi Magic. It is an incredible source of pride for our employees to be part of a program that brings well-known, high quality New York City taxicab service to

2	those	New	Yorkers	with	accessibility
3	requir	cemer	nts.		

I am submitting this testimony concerning the proposed rule changes the Commission is considering with regard to e-hails, and the complicated licensing of e-hail application providers. I will also note that we are a T-PEP provider in some fifteen markets across the United States.

My testimony is based on my work at Ride Share as well as our top executives with over 30 years of entrepreneurial and executive management experience in the enterprise network management software business, as well as our unique perspective as the only taxi app provider currently operating legally in New York City to allow a taxi app.

We at Ride Share are obviously proud of our accomplishments. We are especially proud of operating legally in several markets regardless of the specific demands of the jurisdiction's regulations.

Why? Operating legally is the only way that

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2	our company operates. In sum, that is our
3	business model. We look before we launch.
4	We talk to regulators. We do so as partners
5	with those local regulatory agencies and
6	with the legal fleets.
7	So with that perspective I'm here
8	today to describe some of the key concerns
9	that Ride Charge has regarding the proposed

today to describe some of the key concerns
that Ride Charge has regarding the proposed
e-hail rules. Namely, the failure to
address provider experience requirements and
their financial stability. It fails to
provide guidance as to integration standards
and the general dependency on the T-PEP 2.0
requirements, or, sorry, T-PEP 2.0
providers. There's a general security
compliance measure, a lack of general
security compliance measures, and there's
generally an inability to create a
sustainable business model for our company

Accordingly, Ride Charge requests the Commission to consider more detailed comments as they deliberate on the final form of the proposed T-PEP and e-hail rules,

under these rules.

1	PROCEEDINGS
2	which I have delivered up front there.
3	These proposed rules and their move to allow
4	for applications to operate in New York City
5	taxicabs are welcomed by my company. Even
6	so, Ride Charge asks the Commission, as it
7	looks forward, also looks back in time to
8	the experience, integration, security
9	measures and practice that made sense during
10	this T-PEP 1.0, and that has worked for the
11	benefit of the TLC and the riding public.
12	I'm certainly available to answer
13	any of your questions regarding these
14	points. Thank you for your time, attention
15	and consideration on our points.
16	THE CHAIR: Thank you very much.
17	Mr. Bregman, and then followed by
18	David Pollack from CTS.
19	MR. BREGMAN: Yes, Mr. Chairman.
20	We also have some of our drivers here to
21	testify about the e-hail and T-PEP rules.
22	COMM. MARINO: I'm sorry, who is
23	the speaker?
24	MR. BREGMAN: Jay Bregman. I'm

the founder and CEO of Hailo. I'm here to

1	PROCEEDINGS
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<u> </u>	1110022211100
2	speak about the e-hail and T-PEP rules.
3	Every ten seconds across the world
4	a licensed taxi driver accepts a Hailo
5	e-hail. And with each match, we help chip
б	away at the millions of dollars lost by
7	drivers, and hours wasted by passengers, due
8	to the inefficiency of the market. Hailo
9	solves the line of sight problem, and
10	nowhere will our impact be felt greater than
11	right here.
12	In 2005 your predecessor signed
13	contracts to create T-PEP, a universal
14	standard for credit card acceptance and data
15	gathering, designed to make taxis more
16	convenient and safe. Despite facing near
17	universal resistance, it is now an
18	irreplaceable part of the fabric of New York
19	life.
20	But the work contemplated and
21	specifically referenced in the original
22	T-PEP contracts remains unfinished. Despite
23	having the vision of smartphone applications
24	before smartphones were part of the common

language yet alone usage, T-PEP vendors

stuck to processing cards, and innovation
stalled. Other cities started to catch up.
You now have the opportunity to realize that
world leading vision and restore the mantle
of innovation and service to New York.

But the very same industries that opposed T-PEP, black car and livery services are now putting forth similar arguments, alarmist arguments, against e-hailers. Such arguments ignore the evidence that e-hailing works. It has been proven on New York City style scale and sophistication, and it will do nothing but good for passengers and drivers.

Despite hailer drivers having traveled over three million miles since our launch in London just a year ago, passengers on average wait only two minutes from tap to taxi. E-hails are not radio calls and they are not dispatches. They are the inevitable evolution of the arm flail, the doorman's whistle, the light outside the hotel. E-hails are close in time encounters with built in safeguards to prevent disruptions

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2 to street hail service and which all but
3 eliminate refusals.

Hailo's model is to distribute a small number of incremental hails across a very large number of drivers, providing fares when they otherwise would have been cruising empty. Hailo makes more cabs available without putting more cabs on the street. As such, we supplement but do not supplant traditional street hail service. Hailo drivers do and always will spend the majority of their time hunting for street hails. And part of our model is we give drivers a free tool kit to help them with this aspect of their day. That's why Hailo only works with taxis who can pick up off the street, which means we only work with yellow cabs in New York City.

Safety is paramount to Hailo. And since our very first driver we have distributed smartphone cradles and chargers for free, and require their use when using Hailo. Our application has been designed to enable one tap interaction to accept e-hails

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3 This is exactly the same standard 4 this Commission voted to enact only some 5 months ago when you approved the street hail 6 livery rules and provided a specific exemption for on the road interaction with 7 smartphones when the communication occurs 8 via one touch. We believe the final e-hail 9 10 rules should contain this exact languages. But strangely, they currently do not. 11 12 addition, there are thousands of private livery and black car services currently 13 14 operating in New York right now who are 15 interacting with smartphones on the road 16 today. All we're asking for is a level 17 playing field with applications in New York 18 City.

Finally, we believe special consideration needs to be given to the role of T-PEP providers in the introduction of e-hailing in New York City. The TLC has mandated that e-hail licensees integrate into T-PEP. But we believe the regulations need to be extended in order to allow, to

	1 () 1
1	PROCEEDINGS
2	require T-PEP vendors to expose information
3	other than simple fare information. And
4	that T-PEP providers should be required to
5	produce external interfaces according to a
6	common standard to ensure they are not a
7	barrier to adoption of e-hail.
8	T-PEP providers now play the role
9	of utilities. And they must be regulated as
10	such to prevent them slowing the pace of
11	innovation, and helping recast New York as
12	the most innovative taxi market in the
13	world. We urge the TLC to pick up the reins
14	of innovation and competition and finish the
15	task which started when the contracts
16	currently up for renewal were conceived.
17	And we pledge our support to the TLC and the
18	drivers and the people of New York to make
19	sure that this time we get it right. New
20	Yorkers cannot wait any longer.
21	Thank you very much.
22	THE CHAIR: Thank you.
23	COMM. MARINO: I have a question.

MR. BREGMAN: Oh.

COMM. MARINO: In London, you said

24

1	PROCEEDINGS
2	you initiated this in London a year ago. Is
3	it the same structure in London as it is
4	here in New York City, where we have yellow
5	cabs are only allowed to pick up street
6	hails and cannot take prearranged vehicles,
7	and we have another industry or another two
8	industries that do it, is it the same
9	structure?
10	MR. BREGMAN: Melissa, one of our
11	drivers, just came from London, and would
12	probably be best to illustrate it from a
13	driver's perspective. Melissa, do you want
14	to take that question?
15	MS. PLAUT: Melissa Plaut. I was
16	just in London in September, and observed
17	Hailo there. And their yellow cabs
18	THE CHAIR: I'm sorry, just for
19	the court reporter could you just introduce
20	yourself by name?
21	MS. PLAUT: My name is Melissa
22	Plaut. And I'm a Hailo cab driver.
23	COMM. MARINO: It's a very
24	specific question.
25	MS. PLAUT: Yeah, I know.

2	COMM. MARINO: Is it the same
2	
3	industry setup in London as it is here in
4	New York City?
5	MS. PLAUT: Yes. There is an
6	industry that accepts street hails and there
7	is an industry that accepts cars. And in
8	London, Hailo is operating in the black
9	cabs, which is the equivalent to New York's
_0	yellow cabs, where you raise your arm, you
.1	get into a cab, the meter gets turned on.
_2	MR. BREGMAN: And if I might
13	follow up on this, I take it the reason
_4	behind the question is to talk about or is
_5	to ask the question about will this impact
_6	the private hire and livery services. The
L7	answer, and you'll see unequivocally in the
L8	testimony we provided by John Mason, who has
_9	the public carriage office in London, which
20	is the TLC equivalent, is it has not. Half
	<u>-</u>
21	of the drivers in London are using this
22	technology. Hailo is doing over a million
23	dollars a week in transactions. And the
24	fact is that the black car and livery
25	companies which have adopted technology, who

1	PROCEEDINGS
2	change with the times and improve their
3	services, are flourishing. They are doing
4	better than they did before.
5	COMM. WEINSHALL: Mr. Bregman, so
6	you're in London. Are you in any American
7	cities?
8	MR. BREGMAN: Yes. Hailo
9	currently operates in four countries with
10	135 employees. We operate in Dublin,
11	Toronto, Chicago, Boston. We have an office
12	in Tokyo. But yes, we are currently in the
13	United States, we are in Boston and Chicago.
14	COMM. WEINSHALL: And how many, in
15	Chicago how many cabs are these?
16	MR. BREGMAN: I don't know the
17	exact numbers for Chicago. We have 20,000
18	registered drivers across the entire
19	network. Bear in mind, the company has only
20	been around for a year.
21	COMM. WEINSHALL: Right, okay.
22	THE CHAIR: Thank you,
23	Mr. Bregman.
24	MR. BREGMAN: Great, thank you.
25	COMM MARINO: We have how many

1	PROCEEDINGS
2	more speakers?
3	THE CHAIR: Well, there are, I'm
4	going to go down to David Pollack and then
5	Ethan Gerber, and there are one, two
6	MR. BREGMAN: Sir, sir, we have
7	them on the list, it would be great to hear
8	from some of our drivers.
9	THE CHAIR: I understand, but I
10	want to get through everybody. I know that
11	there are other Hailo people signed up. But
12	rather than have them all
13	MR. BREGMAN: Okay, great. Thank
14	you very much.
15	THE CHAIR: Mr. Pollack,
16	Mr. Gerber. There are, after those two
17	there are one, two, three, four, five, six,
18	seven, eight, nine, ten, 11, 12, 13, there
19	are 14 people plus these two. So a total of
20	16 people signed up to speak. As I said, we
21	will get through I guess another four
22	perhaps before 12:30, and at that point we
23	will break.
24	MR. POLLACK: Good morning,

Commissioners. Before we start I just

Т	PROCEEDINGS
2	wanted to say I'm very glad that Arlene
3	Sanchez, the president of the Livery
4	Roundtable, is with us today. Most of you
5	don't know, but this woman spent seven hours
6	on her roof while the flood waters in Staten
7	Island came in. And some of her neighbors
8	weren't as lucky. So we're glad you're here
9	today.
10	(Applause)
11	COMM. AROUT: Can you please let
12	her stand to let us know.
13	(Applause)
14	MR. POLLACK: Thank you,
15	Mr. Chairman and Commissioners. On behalf
16	of the Committee for Taxi Safety, I'd like
17	to take a few moments to share some thoughts
18	on the e-hail app and regulations that are
19	before you today.
20	The idea of an having an
21	application for use on a smartphone for
22	e-hails as a convenience to passengers, and
23	a potential economic opportunity for
24	drivers, seems to be a win-win, is a win-win
25	for all potential passengers and for yellow

2	cab drivers. Indeed, the last iteration of
3	the T-PEP contracts contemplates that a
4	variety of suppliers would provide these
5	applications.

Taxi apps are long overdue. The livery industry has apps that allow for great convenience and less wait times for those services. We salute that segment's success. As technology has made it faster and more convenient for passengers to call for taxi service no matter where they are, and no matter when, we must make sure that the new service allows passengers to actually get a ride of their choice.

The apps for taxis should operate on a level playing field, as someone mentioned before. The rules before you would place a restriction on the ability of yellow cab drivers to respond to an e-hail until the vehicle is stopped. There are no similar restrictions that apply to the liveries. In fact, this Commission recently approved rules for the livery street hail license that allows for a single tap

response for devices such as a mounted smartphone or a tablet to respond to an e-hail request for a ride, without regard to whether the car is in motion.

The same rule needs to be applied here. In order to have close in time pick ups of fares from e-hail, the cabs need to be in motion, just as they are for regular street hails. The one tap response is no more distracting than any other piece of equipment in the cab, including the air conditioner or radio tuner. To maintain this restriction just for yellow taxi drivers will result in these taxi apps not being effective for customers and drivers. And in fact, attempting to make drivers stop or pull over will almost assuredly result in more accidents and more traffic.

When cell phones arrived as a way of life, the yellow taxi industry did not propose that liveries should be banned from accepting a call from a phone. In use on the street from a perspective passenger, we recognized and accepted that there were two

methods for getting a ride. We accepted that, that in fact we lost market share for passengers seeking rides while they were on the street. No one segment of our industry should have an advantage because of these rules. The same level playing field for accepting an e-hail or dispatch of one cab should be the rule.

regulations, again, we believe that there should be a level playing field. We believe there be an easier, universally accepted integration between T-PEP providers and taxi app makers. Any licensee of the TLC should be available to have a single methodology to integrate with T-PEP providers. The licensed app maker, once approved, should not be blocked by other industry players, because ultimately it is the passengers who will lose the benefit of better service and the passengers who should decide what apps are best and which applications they will use.

Additionally, a driver should not

lose out on fares because the TLC mandates
T-PEP integration but does not make the
integration universal so that any licensed
application provider can collect. This is
simple enough to achieve by the T-PEP
providers.

With those two suggested revisions, the Committee for Taxi Safety supports these proposed rules so that we can provide passengers with more options and better service for when they need a ride.

I also agree with one of the speakers who mentioned that the contract should be longer than one year. It's hard to get involved in anything in this industry with a one year contract that you're already thinking about the second year before you start the first year.

And it should also be noted that prearrangement consists of knowing the pick up location, a drop off location, and what the fare will be. And there are some apps where you do not know what the fare will be because you do not know the drop off

1	PROCEEDINGS
2	location.
3	Any questions?
4	THE CHAIR: Thank you. Very, very
5	cogent. Thank you very much, Mr. Pollack.
6	Ethan Gerber, followed by Avik
7	Kabessa.
8	MR. GERBER: Good morning,
9	Commissioners. I'm Ethan Gerber from the
10	Greater New York Taxi Association. And good
11	morning, Commissioner Gjonaj,
12	congratulations.
13	It's always interesting coming to
14	the TLC and listening to the statistics,
15	because I learned today that 40 percent of
16	yellow cabs are driving around empty. It
17	would have been a great statistic to know
18	about when we voted to put 2,000 more
19	medallions on the street. It would have
20	been very interesting I think, and it's very
21	interesting about 9,000 in the outer
22	boroughs.
23	We are in favor of technology and
24	we are in favor of advancing technology, but
25	we think we should go slowly and carefully

1	PROCEEDINGS
	PROCEEDINGS

2	and create the right rules and the right
3	technology for this industry and for both
4	industries. It's not about getting it fast,
5	it's about getting it right.
6	We have proposed broadcast
7	technology, which would have solved these
8	speakers' problem who came off the who
9	couldn't find something at the U.N.
10	Broadcast technology would tell the
11	passengers where there are empty yellow cabs
12	so that they can match up and go to those
13	yellow cabs. If you come out of Penn
14	Station, you come out of Madison Square
15	Garden sometimes after a game, after a show,
16	you want to know which corner to go stand
17	on, there's cabs, let's find them.
18	There are numerous questions with
19	this rule's intended and unintended
20	consequences. And I do applaud the TLC for
21	moving in the right direction. I'd just
22	like to do it carefully. What is going to
23	happen when I raise my hand and I'm passed
24	to go to the person who pinged first, or
25	worse yet maybe when the African-American

2	raises his hand and is passed to go to the
3	person who pinged first. What's going to be
4	the TLC rules and how is the TLC going to
5	handle that. These rules don't address it.
6	It was raised by Ashwini Chhabra, and I
7	applaud it that this was, this is an actual
8	issue, but before we set this in motion
9	maybe we should address some of these
10	concerns.
11	Again, one of the colleagues so

Again, one of the colleagues so far said it would be great if you announced policy, if you have meetings with the industry and talk about policy and direction before you set it on paper, and not tinker at the edges.

I agree with David Pollack and others who say that any innovation should be through the T-PEP system. It's the safest system. It's a better system than phones.

As some of you will recall, we fought very hard in the dispatch world with accessibles to make sure drivers were not holding BlackBerrys. We still think it's very, very dangerous. And illegal. No matter what,

2	the TLC does not have the power to
3	invalidate Vehicle and Traffic Laws. It's
4	dangerous, it's illegal. We don't want
5	handheld. Everything should be run through
6	the T-PEP system, and I urge you to do that.
7	And I did sign and the Greater New
8	York Taxi Association did sign on behalf
9	with some of the livery concerns, and our
10	concern was slowing this down and doing it
11	right, which is a little bit different. And
12	where I part from my brothers in the
13	liveries is that the rules should be fair
14	across the board. If it is a dispatch, or I
15	should say if it is not a dispatch, if it's
16	a street hail, for me to ping someone and
17	get a car a block or two away, that's a
18	street hail, then it's also a street hail on
19	the livery side. By the same token, if it's
20	okay for me to ping and get a car ten
21	minutes away, that is a dispatch. I think
22	we need to recognize that we are encroaching
23	in each other's world and that what we do
24	not want is a completely unregulated market.
25	It's worked very well for New York. They

1	PROCEEDINGS
2	have options. And we strongly urge this
3	Commission to proceed but proceed carefully
4	and take all these considerations into
5	account.
6	Thank you.
7	THE CHAIR: Thank you.
8	Avik Kabessa, followed by Pat
9	Russo. I think that is probably all that we
10	will have time for. We will then break at
11	12:30 for fifteen minutes, we will resume at
12	12:45. And I know the commissioners have
13	some other obligations. I know that we will
14	be losing commissioners pretty much from
15	this point on. I assure you again,
16	Commissioners, you will get a full report
17	from staff detailing issues that have been
18	raised, in a cogent way, consistent with
19	their usual cogency.
20	Yes.
21	MR. KABESSA: Good morning,
22	Commissioners. We listened to what you said
23	about the time, and Anat yielded her time to
24	me, so is that possible that I can get a
25	longer time?

2	Good morning, Commissioners. My
3	name is Avik Kabessa. I'm the CEO of Carmel
4	and a member of the Livery Roundtable. For
5	those of you who do not know, we represent
6	about 240 livery bases, approximately 14,000
7	livery drivers.
8	We oppose the proposed rules,
9	primarily for the reasons mentioned here
10	already, which is the prearrangement of a
11	fare. But it's not because we do not
12	believe technology should not exist in the
13	yellow taxi, but because those rules
14	completely disregard New York City's ground
15	transportation needs and therefore the
16	for-hire industry. And all for what. For
L7	venture capitalist companies to make money.
L8	I take personal offense when
L9	people tell me that we need to copy what is
20	being done in London or in San Francisco,
21	and how wonderful they work in other cities.
22	London, London become the New York City
23	golden standard. But London is not New York
24	City. And for those that do not know, I
25	would like to shed some light on these

1	PROCEEDINGS
_	INOCHIDINOD

2 beautiful Hailo drivers and taxi.

York City has; 27 million versus the 51 that we have. London has double the taxis.

Double the number of taxis, 20,000 versus 13,000. And London does not have a cap on yellow taxis, on taxis. So when there is more demand, there is more taxis. And the most important thing, believe it not, is a London taxi driver can refuse a ride. So how can you even compare this city with the transportation of New York City and say wow, adopt London's concept.

Let's go to other cities. People suffer all around the nation from poor prearrangement service level, not from lack of street hailed supply. New York City is the only one being blessed with such a high demand of street hail and lack of service.

San Francisco has a 35 percent, and you saw the letter from the commissioner of San Francisco, New York City has a, I'm sorry, San Francisco has a 35 percent no-show when you prearrange a taxi on average by study.

2	So we are exactly the opposite. No one
3	complains about the no-show of the
4	prearrangement. People complain about the
5	lack of yellow taxis available in the
6	street. So, taking an action that would
7	increase the prearrangement service in New
8	York City while decreasing the yellow taxi
9	availability for street hail could not be
10	more detached from the city's needs.
11	Then comes of course the big
12	argument. We do not want to appear like we
13	are not tech friendly.
14	When Commissioner Yassky met with
15	us because some of those smartphone
16	applications are pushing themselves into the
17	for-hire industry, some in a legal way, some
18	illegal, we met with Commissioner Yassky.
19	We did not say no to technology. We said
20	yes to technology. And all we asked was
21	that those companies, just as we are, will
22	be regulated, will be held accountable.
23	We have been informing, I want the
24	Commissioners to know we have been informing
25	the TLC of illegal operating smartphone

Τ	PROCEEDINGS
2	application companies since January of 2011.
3	And what was done. Nothing was done by the
4	TLC, nothing. We have repeatedly asked the
5	TLC to issue rules that would govern the
6	for-hire apps. Repeatedly. And the TLC has
7	not done so. So the TLC says to us that
8	they don't do so because they do not like to
9	interfere with a company's business model.
10	Isn't that somewhat of an oxymoron coming
11	from a regulatory agency. That's number
12	one. And let's face it. What a double
13	standard. Us yes, them no.
14	So for two years now smartphone
15	apps exist without rules and regulations.
16	The natural question is, if the TLC doesn't
17	wish to interfere with apps when it comes to
18	the for-hire, why are we being presented
19	here with rules that allow prearranged. Let
20	me tell you the reason. The answer is
21	simple. Without those rules, companies like

Hailo cannot make money. Companies like Uber cannot make money. Without those rules, they cannot make money. So in order

to make money, the exclusive right of the

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1	PROCEEDINGS	

2	T-PEP provider, okay, of the taxi payment
3	have to be amended. It should come to no
4	surprise that today we are not just
5	discussing smartphone app to the yellows.
6	We are also discussing the T-PEP. So
7	Commissioner, you're highly intervening in
8	business models. You are actually paving
9	the way for this to happen.
10	When we met with the Commissioner
11	about the issue of smartphone for the
12	yellow, we did not say no to technology. We
13	said yes to technology for payment. The
14	gentleman from Hailo said it's like
15	broadcasting a hotel light. It's like the
16	doorman in the building. Absolutely
17	correct. But a broadcast from a hotel light
18	does not mean a vehicle driver has been
19	paired with a customer that is waiting at
20	the lobby.
21	So we said yes to technology.
22	Allow broadcasting. This way by the way,
23	if I accept a ride and I turn my light off
24	on my way, your rules allow me to accept a
25	street hail; is that correct?

1	PROCEEDINGS
2	THE CHAIR: I'm sorry?
3	MR. KABESSA: If I accept a street
4	hail, a prearrangement of a yellow, while en
5	route to the prearrangement, your standard
6	is I'm allowed to accept a person in the
7	street raising their hand, isn't it?
8	COMM. MARINO: While en route
9	MR. KABESSA: Yes.
10	COMM. MARINO: to prearranged.
11	MR. KABESSA: The answer is yes.
12	So they think that they are
13	eliminating discrimination, but in reality
14	you have just increased discrimination
15	because I turn off my light since I have
16	accepted the prearranged, and now I open my
17	window, where do you want to go, no thank
18	you, where do you want to go, no thank you,
19	and that
20	THE CHAIR: That would be a
21	refusal, just whether they
22	MR. KABESSA: How would they prove
23	it? I have accepted the prearranged trip.
24	I have accepted the prearranged trip,
25	Commissioner. And this guy is complaining

1	PROCEEDINGS
2	about me and you check your record and I
3	have the prearranged trip.
4	THE CHAIR: No, any, an increase
5	to the destination followed by a refusal
6	would be a or summonsable.
7	MR. KABESSA: But that's not what
8	it is. It says here that I can accept
9	the we said yes to broadcast, not to
10	prearrangement. This is an extension, a
11	true extension of the hand and not a
12	prearrangement of the taxi.
13	COMM. MARINO: And the point
14	you're making is how are you going to prove
15	it.
16	MR. KABESSA: That's correct.
17	COMM. MARINO: Because once you
18	have that record that you're on your way,
19	I'm off the hook.
20	MR. KABESSA: I'm taking an order
21	to go, trust me.
22	So we suggested that the person
23	with an app can use a broadcast to say I'm
24	here, then I'm as a taxi I don't have to

even look or to tap, the T-PEP system can

1	PROCEEDINGS
2	say passenger request 56th and Madison, I'm
3	heading towards this address, he doesn't
4	know I'm coming, I see another street
5	hailer, I pick them up, no harm done, nobody
6	expects anything from anybody and you
7	improve.
8	So when we came with this to the
9	Commissioner, the answer was that the
10	smartphone companies cannot make money.
11	They cannot make money under the broadcast
12	model. Well, we have several companies in
13	here that would love to do so.
14	So in summary, New York City is
15	not London, not San Francisco, or for that
16	matter no other city. And to protect the
17	public and level the playing field, no
18	provider for transportation should be
19	allowed to offer transportation without
20	being regulated when others aren't.
21	Technology should and can be implemented in
22	a way that does not disrupt the current New
23	York City transportation system.
24	We are asking, Commissioners, to

send the proposed rules back to the drawing

Τ	PROCEEDINGS
2	board, and ask the Commissioner and his
3	staff to come up with comprehensive
4	smartphone app rules and regulations that
5	will apply to both for-hire apps and yellow
6	apps, not only the yellows. This is the
7	only way the TLC can truly implement
8	technology without reducing the level of
9	availability of yellow taxis for street
10	hail, and preserve the highly praised New
11	York City for-hire business model.
12	THE CHAIR: Thank you.
13	MR. KABESSA: I can answer
14	questions.
15	THE CHAIR: Thank you very much.
16	Next is Pat Russo, and then after
17	that we will take a fifteen minute break.
18	MR. RUSSO: Good afternoon,
19	Chairman Yassky and members of the
20	Commission. I'll be brief, I know there's a
21	few minutes between us and the break.
22	My name is Pat Russo. I am
23	special counsel to the law firm of Windels
24	Marx Lane & Mittendorf. Our firm is pro
25	bono counsel to the International

2	Association of Transportation Regulators,
3	IATR. I am submitting this testimony on
4	behalf of the IATR and its president,
5	Matthew W. Daus, who had a preexisting
6	conflict that unfortunately he had to be out
7	of the country, but he sends his regrets in
8	not being here.

As you know, the IATR because of our position does not, and our lead role is not to be either in support or in opposition to the rules. The IATR is the leading group of government taxi and limousine regulators from around the world, and its mission is to provide and foster mutual interests and concern, and the exchange of ideas.

For some time, the IATR has recognized the emergence of the smartphone applications as one of the most exciting and innovative changes to the transportation industry. However, some of these apps operate in a manner that creates serious concerns for the public and regulators alike.

In response, our firm provided its

2	services on a pro bono basis to the IATR
3	when it requested that we examine these
4	concerns in light of the regulatory
5	landscape in numerous major cities
6	throughout the United States and the world.
7	As a result of our research we published a
8	report, "Rogue" Smartphone Applications for
9	Taxicabs and Limousines: Innovation or
_0	Unfair Competition? The report is available
1	on our Web site, and we have provided copies
_2	to the Commissioners today.
13	As a result of the research
_4	undertaken, here are two key take-aways for
_5	the industry now.
_6	First, right now it is the Wild
L7	West out there, with private equity backed
18	startups and established industry companies
_9	alike scrambling to have the next app to hit
20	it big.
21	Second, all apps are not created
22	equal. Some operate within the rules, and
23	other "rogue" apps do not operate on a level
24	playing field. These "rogue" apps are under
25	investigation by regulators in the U.S. for

possibly running afoul of laws designed to
protect consumers from untested taximeters,
illegal refusals, and operations that do not
ensure that drivers and vehicles alike meet
the various requirements for licensure.

As a follow up to the report and a benefit to IATR members, President Daus created a special apps committee to study the issue. The IATR App Committee, which included New York City, presented at an international public hearing on November 17th at its conference model regulations.

We are grateful for the TLC's leadership role in the committee, and now offer these model regulations to the TLC as an IATR member and for your consideration as you discuss and deliberate on the rules.

Thus far, the report and the draft model regulations have engendered much discussion about these smartphone apps. In the weeks ahead, much more will be done. I have provided the Commission with the requisite number of copies of the report and my prepared statements as part of my

1	PROCEEDINGS 132
2	testimony today. I am here and available to
3	answer any questions, and I thank you for
4	your time and consideration.
5	THE CHAIR: Thank you very much.
6	Commissioner Polanco.
7	COMM. POLANCO: Thank you. I just
8	have a question.
9	MR. RUSSO: Yes.

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COMM. POLANCO: Then with this app for vendor, I just want to understand then, it could be just any vendor. And basically people will make payments, and what if there's an issue like the vendor doesn't comply or they come to TLC, I mean where are we with vendors per se, do they have to be approved, is there any limit on how many vendors or is it -- because you mentioned it's the Wild West out there. So then now if we are going to allow this then how are we going to --

THE CHAIR: Let me give a brief answer to that, and if it's incomplete, you know, ask me for more. The rules as drafted envision apps that simply allow a passenger

2	to hail a taxi and don't involve payment of
3	the fare for the trip. That's one type.
4	Or, apps that allow you to hail the taxi and
5	pay for the trip. Or, simply you pay for
6	the trip and the taxi that you've hailed the
7	traditional way by putting your hand in the
8	air. That last category I think is
9	something that we haven't really touched on
10	much but is of great value in these rules.
11	In other words, they will pave the way for,
12	and no doubt you will see apps that say
13	forget it, I'm not going to bother to try to
14	connect somebody to a driver, it's too
15	complicated, but what I am going to do is
16	let you preload a credit card in here, the
17	minute I get into the taxi I say this is how
18	I want to pay, and it saves you the swipe at
19	the end of the trip, which is a couple of
20	seconds or a few seconds, okay.
21	So three types. The first type
22	that simply pairs the passenger with the
23	driver and arranges for, enables the
24	passenger to hail a cab, that has relatively

few requirements. The things that involve

PROCEEDINGS

2	payment, we then have the same type of
3	security concerns that you do with the
4	swiping. And they have a lot there are a
5	lot more detailed standards in these rules
6	that they have to meet to make sure the
7	credit cards are secure.
8	In either, for any kind the app,

In either, for any kind the app, developed app would have to be licensed by the TLC. So in answer to your question, if they want to get their license, they will have to prove that they have met the requirements. In cases involving payments, that's a much higher bar. We have to protect the customer.

There's no limit, though, on the number. The limit is the marketplace or the kind of constraints of the marketplace. We figure that we, you know, we don't know which company will do the best job. And ultimately one or two or three or six will prevail because they'll provide a service that the customer wants.

So that's what these rules as drafted would do.

2	COMM. POLANCO: Then are there
3	requirements for that vendor, because you
4	said of course the consumers will choose
5	like what, app A or B or C or D, but I'm a
6	little concerned regarding what he mentions
7	in terms of, you know.
8	MR. RUSSO: The Wild West. Yeah,
9	a lot of regulatory jurisdictions have not
LO	taken steps to address it or formulate
1	rules. That was the purpose of why the IATR
_2	created the model regulations. That's why
13	the major cities in the United States,
_4	Toronto, Canada, Australia, and others
_5	weighed in on the creation of these model
_6	regulations, some of which you see reflected
17	already in the rules presented today for
_8	your consideration, some of which are other
_9	items that may be inappropriate for New York
20	or may not have been thought of yet, or a
21	different jurisdiction might look at it and
22	say this fits our model, this might be a
23	location that dispatch is capped, unlike New
24	York City, for example.
25	THE CHAIR: But in short there's

1	PROCEEDINGS
2	no limit on the number. The companies do
3	have to prove they have met the requirements
4	against lost payment, sense of security,
5	including third party validation and testing
6	and so forth, fine. There is a bond
7	requirement that I think will serve as
8	something of a hurdle for separating out a
9	fly by night from a non fly by night. But
10	there's no limit on number.
11	What I envision, what I picture
12	happening is that out of the gate you'd have
13	a couple of people, three, four enter the
14	market, and customers will see if when I use
15	this one a taxi actually does show up as
16	told, and when I use this one nobody showed
17	up, I'm not going to use that one anymore.
18	The one where the taxi showed up and it
19	worked as it was supposed to, I'll use that
20	again and again. And maybe there's room for
21	two like that or three. The market will
22	tell us. And customers will tell us by what
23	they choose to use.
24	Anything further?

(No response)

1	PROCEEDINGS
2	MR. RUSSO: Thank you,
3	Mr. Chairman, thank you, Commissioners.
4	THE CHAIR: We will take a fifteen
5	minute break and we will reconvene, it's
6	12:40, we will reconvene at one o'clock
7	sharp, and the Commissioners, we will
8	reconvene at one o'clock sharp.
9	(Recess taken)
LO	THE CHAIR: Folks, we are going to
11	reconvene. It's 1:06 p.m. The first
12	speaker will be Michael Krisher from iTaxi.
13	Then Martin Heikel from Flatiron Apps. And
L4	then Ira Goldstein from the Black Car Fund.
15	And right at the moment Commissioners Yassky
L6	and Marino are in the room.
L7	Yes, sir.
L8	MR. KRISHER: Hi. My name is
L9	Michael Krisher. I'm the founder of iTaxi.
20	We are a technology (inaudible).
21	As far as my speech, everything
22	has sort of been talked about today, so I
23	guess I'll just go
24	THE CHAIR: Thank you.
25	MR. KRISHER: I'll go with a

1	PROCEEDINGS
2	couple of comments that I have as far as
3	safety.
4	We believe that a driver should
5	not be allowed to use the application while
6	driving. You can set technologies into the
7	application that actually prevent those apps
8	from being ran while the car is driving. So
9	that should be a mandatory feature.
10	We also think that all the
11	applications should be basing their drivers
12	off of the driver data base. It's public
13	knowledge to the city. Because if not, then

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how do we know if we have licensed drivers.

All the apps should be wheelchair accessible.

And then a big concern that we have is all of these applications seem to be charging either the rider or the driver at some point in time. It's free for me to go out in the street and put my arm up and hail a cab. Why am I paying extra for these applications. I don't get that.

I think that's pretty much all I have to say, I just had some brief comments.

1	PROCEEDINGS
2	THE CHAIR: Thank you. Thank you
3	very much.
4	So Martin Heikel from Flatiron
5	Apps Co. Followed by Jahangir Khan from
б	Hailo.
7	AUDIENCE MEMBER: Sorry, Martin is
8	not back yet, so you can move on to the next
9	person?
10	THE CHAIR: You can go ahead and
11	take his place.
12	AUDIENCE MEMBER: No, no, I don't
13	have the notes. He's going to come back.
14	Can you take the next person?
15	THE CHAIR: We'll skip over him.
16	AUDIENCE MEMBER: Thank you.
17	THE CHAIR: And Mr. Khan there
18	are three people here, additional people
19	from Hailo who are signed up, Jahangir Khan,
20	Melissa Plaut, and Delaneau Eloi. Why don't
21	you all come and stand up. If you're all
22	going to be saying substantially the same
23	thing, maybe just could one of you speak and
24	represent that you're all prepared to say
25	substantially the same thing.

1	PROCEEDINGS
2	MS. PLAUT: We have some different
3	things to say.
4	THE CHAIR: Please go ahead.
5	MR. KHAN: Hi, my name is Jahangir
6	Khan. I am a New York City taxi driver. My
7	father has been driving a cab for decades.
8	My brother signed up to get his hack license
9	the day after his birthday. He would've
10	gotten it on his birthday, but unfortunately
11	it was a Sunday and the TLC is closed. But
12	so many of my friends are cab drivers.
13	THE CHAIR: I will just ask staff,
14	we should consider whether we should make
15	that into a licensing rule, that we're open
16	on their birthday for people who need to get
17	a license on their birthdays specifically.
18	Thank you for bringing that issue to our
19	attention.
20	(Laughter)
21	MR. KHAN: Thank you. I became a
22	taxi driver not out of financial necessity
23	but because I wanted to. I deeply care
24	about New York City, the taxi industry, and

what happens to it. My concern about the

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future of this industry was highlighted
after Hurricane Sandy hit. My house was
under twelve feet of water, my family was
displaced for several weeks, our taxi was
destroyed.

In the weeks that followed, Hailo was there for me and my family. They were also helping others who were affected by the storm by volunteering in local shelters as well as reaching across the network across the globe to raise money for the Red Cross. In addition to that, they sent out vital information to taxi drivers about how to find gas as well as other emergency alerts. As I continue to rebuild, Hailo remains a positive presence in my life. And I feel that other cab drivers will benefit from what they're bringing to the city.

Passengers ask me all the time, what does it take to be a good yellow cab driver. I tell them you need to have focus, foresight, a little bit of skill, a little bit of luck, and whole lot of God's will.

I believe the TLC had tremendous

foresight when it came to creating the T-PEP back in '07. Without it, I think the most recent economic slowdown would have had a much greater impact on drivers if it weren't for the increasing number of passengers as a result of drivers' ability to accept credit card payments.

I am here today to say that TLC should ensure that the New York City taxi market continues to be the world standard for innovation and technology. We need to embrace technology, not fear it.

Many cities around the country and around the world are already benefiting from the use of mobile apps in taxis. I think taxi apps have value that transcends simple convenience and can address challenges that have plagued New York City taxi drivers and passengers.

Taxis drivers spend a considerable amount of time running empty looking for passengers, and passengers stand around waiting to be seen by drivers, sometimes under brutal weather conditions. By having

Т	PROCEEDINGS
2	a one tap system for accepting e-hails, apps
3	provide a simple tool to use in cabs to make
4	our shifts more efficient, to fill our down
5	time, resulting in more money at the end of
6	each shift in our pockets.
7	Accepting an e-hail is no
8	different that is turning on the radio, the
9	AC, or interacting with the meter. It's
10	seamless and completely safe for both the
11	driver and the passenger.
12	I would like to thank the
13	Commission for creating these rules, and I
14	hope you pass them on December 13. With all
15	of our hard work and determination, we can
16	maintain New York City's position as the
17	leader when it comes to having the best taxi
18	system in the entire world.
19	Thank you.
20	COMM. MARINO: I have a question.
21	You're a New York City taxi driver?
22	MR. KHAN: Yes, I am.
23	COMM. MARINO: And what is your
24	connection to Hailo?
25	MR. KHAN: I learned of Hailo a

1	PROCEEDINGS
2	couple of months ago. I was really
3	intrigued about the technology, I learned
4	more about it. And now, in addition to
5	driving a cab I also consult with Hailo.
6	COMM. MARINO: So you're a
7	consultant?
8	MR. KHAN: I advise them on how to
9	adapt the technology to make it fit New
10	York. Of course Hailo started back in
11	London. We have lots, a lot of our drivers
12	are helping to adapt the technology to make
13	it fit New York and to make it organic with
14	the city.
15	COMM. MARINO: I'm trying to say,
16	you're employed by Hailo; correct?
17	MR. KHAN: Yes, at this point I
18	am.
19	COMM. MARINO: Thank you.
20	MR. KHAN: Thank you.
21	MS. PLAUT: Hello again. My name
22	is Melissa Plaut, and I am a yellow cab
23	driver, and I am here to talk about
24	e-hailing.
25	I want to thank the TLC for making

2	the effort to bring smartphone technology
3	into New York city's taxis. The benefits
4	New Yorkers will see from this effort will
5	be huge, for drivers and passengers alike.
6	As someone who has spent a significant chunk
7	of time behind the wheel of a yellow cab, I
8	truly believe that apps will substantially
9	improve the quality of life for drivers,
10	making their shifts more profitable and
11	efficient.
12	Right now, cab drivers are limited
13	by the line of sight at any given time. A
14	passenger can be very close by, but if we
15	don't see them, we can't pick them up. We
16	miss out on a fare, and they miss out on a
17	cab ride. Drivers currently spend up to 40
18	percent of their time cruising empty,
19	looking for passengers. This can change
20	with smartphone apps like Hailo.
21	COMM. MARINO: I'm so sorry, but
22	that's the second time we've heard that
23	statistic, and I think Mr. Gerber brought
24	that up. Where is this 40 percent empty
25	coming from?

1	PROCEEDINGS
2	MR. BREGMAN: I can explain that.
3	That comes from the latest TLC statistics
4	that have been published. And actually the
5	figure given by another study was even
6	higher, it was 60 percent. So apparently
7	it's gone up.
8	COMM. GONZALEZ: Sixty percent
9	empty? Commissioner, is there any truth to
10	that?
11	THE CHAIR: Yeah.
12	MR. CHHABRA: Yes. We based it on
13	the T-PEP data and the amount taxis are on
14	the road, and then the amount of time they
15	have fares in the vehicles, breaking out
16	some times for breaks or so forth. The 40
17	percent number is based on the time.
18	THE CHAIR: Shift in, minus shift
19	beginning, minus time that passenger,
20	there's a trip, minus some allowance for
21	breaks, over shift end and shift beginning
22	you're saying is about 40 percent?
23	MR. CHHABRA: That's correct.
24	COMM. MARINO: I'd like to take a
25	look

2	MR. CHHABRA: So a shift, for
3	example, if a driver on average has between
4	20 and 25 fares in a twelve hour shift, and
5	your average trip is about 12 minutes, some
6	being longer and some being shorter, that's
7	the amount of time that your fare generated
8	amount of time or miles.
9	COMM. MARINO: That also includes
LO	then the hour to get to the city or
11	MR. CHHABRA: And then after that
12	you have to
13	COMM. MARINO: get home.
14	MR. CHHABRA: Then coming from the
15	garage into the Manhattan Central Business
L6	District, come back, lunch breaks, bathroom
17	breaks and so forth. But there's a
18	significant portion of the time when drivers
19	are not generating revenue. You're either
20	cruising for fares or resting in between
21	fares.
22	MS. PLAUT: And just anecdotally,
23	to make that math a little bit easier, the
24	shift is 12 hours. You're on the road ten.
25	You're only with passengers maybe about six

1	PROCEEDINGS
2	of those hours. You've got four hours in
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3	total that you're riding around empty
4	wasting gas, looking. So I don't, you know.

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All right, so and this, this piece can change with smartphone apps like Hailo. By improving drivers' ability to see where fares are, Hailo can help New York's taxi drivers to fill their down time while making it easier for passengers to find taxis when they need them.

On top of all this, Hailo will help disabled passengers in New York City as it already does in London with the built-in accessibility switches that matches disabled riders with accessible cabs.

By improving the driver experience, the passenger experience is also inherently improved, whether it's by solving the longstanding challenge of helping those in wheelchairs access to taxis, to something as basic as improving the safety for women trying to catch a cab late at night.

New York City is a leader in the tech and transportation worlds. And apps

1	PROCEEDINGS
2	are the logical and next step in bringing
3	new innovations to the taxi industry here.
4	Hailo is unique because it also
5	provides a tool kit designed to make
б	drivers' shifts more profitable and
7	efficient, apart from connecting them
8	directly to passengers. Hundreds of drivers
9	are already using Hailo's apps to access
10	these features, and our community is growing
11	every single day. The bottom line is,
12	drivers by and large want e-hailing, and
13	Hailo is ready to begin offering this
14	service as soon as the TLC allows it to.
15	Once we take this step, yellow cab drivers
16	throughout the city will be able to make
17	more money, while providing New Yorkers with
18	a better all around taxi experience.
19	Thank you.
20	MR. ELOI: My name is Delaneau
21	Eloi. I've been driving cabs since 1982. I
22	should thank a great man who was here, David
23	Pollack. He helped me with all the
24	paperwork, so I thank him for that.
25	(Audience participation)

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1	PROCEEDINGS 150
2	(Laughter)
3	MR. ELOI: Thank you for allowing
4	me to participate today and explain why taxi
5	apps will improve the standard of living for
6	both driver and passenger.
7	My experience is varied, including
8	driving both black car and yellow cab. New
9	York City is a unique transportation market.
10	And I know it will become more efficient
11	when Hailo are finally approved for
12	widespread use.
13	Apps will not replace the typical
14	street hail, a symbol of the New York City
15	taxi scene. But it will make the cab
16	experience better, adding an additional
17	benefit, connecting the passenger and the
18	driver. For drivers, it will help fill our
19	down time, making our shift more profitable.
20	For passengers, the app will make it easier
21	to find rides and increase certainty about
22	the option for getting to and from a
23	location.
24	GPS credit card nayments and

other innovations have changed the way cabs

1	PROCEEDINGS
2	operate. The widespread popularity of
3	smartphones make it clear that apps will be
4	the next big thing to improve the taxi
5	market.
6	As someone like me who drive for
7	25 years, more than 25 years, in New York
8	City, I see only an upside to introduction
9	of e-hailing apps. Thank you, and God bless
10	you.
11	THE CHAIR: Thank you.
12	Mr. Heikel, yes indeed, followed
13	by Ira Goldstein from the Black Car Fund,
14	and followed by Cira Angeles from Livery
15	Base Owners.
16	MR. HEIKEL: Good afternoon. I'm
17	Martin Heikel. I'm with Flatiron Apps.
18	We're located in Union Square. We are a
19	startup app developer. And the name of our
20	app is ZapKab. You might be aware of it.
21	We rolled it out this August, some months
22	back.
23	To start off, we have looked at
24	all the rules very carefully, we met with
25	Ashwini and the staff. And our position is

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1	PROCEEDINGS	
2	that there's excessive regulation here in	
3	terms and that there's really no place	
4	for this amount of regulation when it com	es

into an app environment.

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First of all, regulation, innovation, it can slow innovation in time to market.

Second, the rules that are proposed creates some barriers for startups. We talked about certain fly by nights earlier. Well, a lot of these startups start as a fly by night, if you will, with limited resources and so forth. But it might have tremendous innovation to bring to market and get the necessary investment that they need to grow.

A big concern is that the rules that are stated today mandates that you have to integrate with T-PEP. Now, our app that's working today has absolutely no need to connect into T-PEP, because it's truly an electronic broadcast hailing app. There is no payment, and there is no confirmation back and forth between a driver and a

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2	passenger. So we have an app that is
3	working today in the marketplace. And then
4	the rules, and maybe this is an error,
5	suggest that apps like ours now have to
6	connect into T-PEP. So I would like that to
7	be
8	THE CHAIR: If I can just
9	interrupt for a second, I don't think that's
10	correct, and I know that somebody else said
11	that. So perhaps we need, you know, better
12	clarity. But that's certainly not the
13	intention. The intention was to require
14	T-PEP integration only when there's a
15	payment involved, and not even any payment
16	but a payment of the taxi fare.
17	And just so, you know, you said
18	too much regulation, and I share the
19	premise, if I'm correct the underlying
20	premise, that we want to be as restrained as
21	possible in regulating private commerce,
22	that we only want to impose a requirement,
23	and there's a clear benefit in terms of
24	consumer protection or safety. So I would

ask, and it doesn't have to be right here,

1	PROCEEDINGS
2	but identify the elements of regulation that
3	you feel are excessive or unnecessary. The
4	two things as I said in the outset here that
5	I felt were very important are consumer
6	protection in terms of the price and the
7	meter. So requiring, yes, integration of
8	T-PEP when you are paying for the taxi fare.
9	And safety, minimizing the distracted
10	driving possibility. And there we do think
11	that there's some benefit. So those are the
12	two things that I think, and beyond that if
13	you see additional elements that are
14	unnecessary, please, you know, identify them
15	now or otherwise.
16	MR. HEIKEL: I think that just
17	makes good practical sense, I appreciate
18	that clarification. In reading the
19	documents that's not our interpretation. So
20	maybe that could be reexamined.
21	THE CHAIR: Okay. Well, again, I
22	have no doubt
23	MR. HEIKEL: Okay, if that is the
24	case.

THE CHAIR: -- that the drafting,

1	PROCEEDINGS
2	and no slight at all to our exceptional
3	lawyers, I have no doubt that the drafting
4	does not achieve the ideal amount of
5	clarity.
6	MR. HEIKEL: Okay.
7	THE CHAIR: And that additional
8	work can improve clarity.
9	MR. HEIKEL: Okay.
10	THE CHAIR: So as far as that goes
11	we'll certainly go back and make sure that
12	that is crystal clear.
13	MR. HEIKEL: Okay, that's
14	fantastic.
15	I think the other thing, the other
16	concern we have that is say overreaching is
17	the fact that we have to become licensed,
18	that now we have a regulatory body that's
19	picking and choosing apps on behalf of the
20	public.
21	THE CHAIR: No. Again, they're
22	not. I won't take too much time. Just so
23	you understand the function licensing
24	serves, the work that it does. If you're
25	going to have any regulations at all, then

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2	you do need that licensing scheme. That's
3	the mechanism by which we insist that the
4	fare come directly from the meter and that
5	the driver be disabled from using the app
6	when the vehicle is in motion. Otherwise we
7	don't have a mechanism for imposing that
8	requirement.

So the licensing is not meant for us to pick and choose. That's for the customers. Just as restaurants have to get a license, you know, they have to show that their kitchen is clean and safe for customers, but the health department isn't saying that they do an excellent chicken parmigiana and theirs is crummy. That's for customers to decide. The licensing only is focused on the issue of customer protection on the price and safety.

I'm sorry, go ahead, please.

MR. HEIKEL: No, thanks for that clarification as well.

Here's our view. That innovators, startups create new things that can be very beneficial to the public. And they need to

be able to roll those out with sort of
additional barriers such as having to go
through a licensing process which includes
payments and bonding and all kinds of other
things that might be there. It could be
subject to being rejected. Now, I
understand when you talk about payment and
the metering system, to maintain the
integrity there. But let me just back up
for a second and talk about an app that's
out there today, the ZapKab.

What we do is simply a driver is able to download to a personal device and any consumer of course can download the app to their personal device, and we don't need to touch the infrastructure of a taxicab. Now, the beauty that's been brought to the market is that taxicabs can see where there are hailing customers. And this is a true virtual hail. So this is like putting an arm out in the sky. There is no back and forth communication.

THE CHAIR: I'm just curious, do you have a sense of how frequently this is

1	PROCEEDINGS
2	being used right now, how many passengers
3	are
4	MR. HEIKEL: Yeah.
5	THE CHAIR: are using it and
6	how frequently they find taxis in that
7	fashion?
8	MR. HEIKEL: Well, we rolled out
9	in August, August 8th. And the first thing
10	we did in developing this app as a unit
11	based company, because we know who this
12	market is, we wanted to conform to all the
13	current rules and regs that exist today. So
14	what we have today will conform with. And
15	in fact, Chairman Yassky, there were some
16	statements made on your behalf, your PR firm
17	or PR people saying that it looked like we
18	were not in violation of any of the rules
19	and regs that were out there. So we had
20	1,500, 2,000 cabs that signed up in a week.
21	We had tens of thousands of passenger
22	downloads, and things are going great. And
23	there was, attraction was starting to take
24	place.

Now, we are talking about a very

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2 short time frame. By September 7th, now we have only been rolled out three weeks, TLC 3 started putting out notices to every cab on 4 the DIM saying there are no apps authorized by TLC. And then there were consequences as a result. So you can imagine what that did 7 to our business. 8

9 THE CHAIR: I see.

receiving those hails.

MR. HEIKEL: It tamped it down. And taxi drivers couldn't differentiate between, well, they appear to be in conformance with the rules and maybe others are not. You know, we know who some of those might be, Uber and so forth. So now what happens is last month alone we still had 15,000 hails going out, but the number of cab drivers has gone way down that are

So now that brings me to another point in the rules and regulations. What we would like to see is some clarity brought around what e-hailing really is. There's sort of two pieces. You know, there's true e-hailing, which is just an indication of

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1	PROCEEDINGS

2	broadcasts that you want to be picked up,
3	and then there's e-dispatch. And it's been
4	talked about here today, which is there's
5	some confirmation that comes back. So
6	there's an agreement between a passenger and
7	a driver for a pick up. And, Chairman, I
8	recall in a meeting this past summer the way
9	you defined hailing is the absence of any
10	prearrangement. And we thought that made a
11	lot of sense. And so we are not involved in
12	the business of prearrangement or
13	dispatching. And actually we think that
14	THE CHAIR: Are you saying the
15	rules should prohibit that, in other words,
16	should the rules prohibit in the next, you
17	know, version of your product or a separate
18	product you wanted to offer that didn't
19	involve the driver accepting the trip from
20	the passenger, are you suggesting our rules
21	should prohibit you from doing that?
22	MR. HEIKEL: No, we are not taking
23	a firm position on that.
24	THE CHAIR: I see.
25	MR. HEIKEL: Because, by the way,

1	PROCEEDINGS
2	we have dispatch capability in our app for
3	other markets.
4	THE CHAIR: Right.
5	MR. HEIKEL: But what we did is we
6	rolled it out in the New York City market to
7	preserve the history of hailing that goes on
8	here. And we think hailing makes a lot of
9	sense. We're just
10	THE CHAIR: I won't hold you to a
11	firm position, do you think we should, in
12	terms of incorporating the regulations and
13	what's too much and what's not, should we
14	prohibit you from doing that do you think?
15	MR. HEIKEL: Prohibit from
16	dispatch?
17	THE CHAIR: Yeah, prohibit you
18	from adding the capability for the driver to
19	say yeah, I'm going to pick that person up.
20	MR. HEIKEL: I leave that up to
21	you. Here's my concern, because I think
22	Ashwini pointed out some risks this morning.
23	And I would encourage that the Commission
24	looks closely at some of the risks that were
25	pointed out. I mean maybe you start with

1	PROCEEDINGS
2	taking hailing that exists today and bring
3	it up to the next level and let's see how
4	that works to preserve that system. And
5	then maybe start looking at or testing or
6	piloting some dispatch type approaches to
7	the house. Because I think it's going to be
8	highly disruptive and confusing initially to
9	the consumer public, because there's some
10	unknowns here, risks that were brought to
11	the attention, you know, what happens in the
12	various scenarios.
13	THE CHAIR: Got it. Thank you.
14	MR. HEIKEL: So we prefer the
15	e-hailing approach for now.
16	THE CHAIR: Thank you very much.
17	MR. HEIKEL: Yeah. So could I
18	have another moment or
19	THE CHAIR: If you could conclude.
20	MR. HEIKEL: Okay.
21	THE CHAIR: I'm responsible for
22	the time you take. Thank you.
23	MR. HEIKEL: Well, we certainly
24	appreciate your time in having some of this

discussion. And in terms of separating out

2	those two sort of definitions, I think that
3	will bring a little bit more clarity. The
4	reason why I point it out is you might
5	separate out that if we're only doing
6	virtual pure, true hailing, that maybe that
7	doesn't have some of the same regulatory
8	impacts that some of the other apps might
9	require. Certainly payment and everything
10	else. And maybe it doesn't need to be
11	licensed. Because we're operating today.
12	Now, one of the things I don't
13	know is, we're operating today, I assume
14	that in having meetings with your staff that
15	we have not been asked to stop doing that,
16	so. Now, the thing is, if we're operating
17	today and it's successful and you lift sort
18	of the thing from the driver saying that
19	it's okay, then I'm not sure why we need to
20	be licensed if it's already been successful.
21	So I'd like to put that out there.
22	THE CHAIR: Yeah, the last thing
23	you pointed out is important to underscore.
24	You're correct that there are very
25	different, there are competing viewpoints

2	about even the state of the existing law.
3	We've had lawyers come in and tell us none
4	of the apps that are on the market or that
5	we've talked about are legal. Others have
6	said they're already legal today. So I
7	think you're right that we sometimes it's
8	not really an option to leave things as they
9	are. We have to provide clarity in our
10	rules as to what's permitted and what isn't
11	permitted. I agree with you.
12	MR. HEIKEL: Thank you. And I
13	think our type of app that is out there
14	today and operating and successful without
15	sort of any oversight or licensing is really
16	what the app world is about by and large. I
17	mean there's, you know, there's 750,000 apps
18	that exist out there. And I think, I doubt
19	there's very many of those that have got to
20	be licensed by anybody. So we would
21	encourage that you have a subset of your
22	regulations that said look, free enterprise,
23	let it reign.

THE CHAIR: Thank you, that's very helpful.

1	PROCEEDINGS
2	MR. HEIKEL: Thank you.
3	THE CHAIR: Thank you very much.
4	Of course, Mr. Ira Goldstein. I'm
5	sorry, yes. Yeah, Ira, who's well-known to
6	TLC. It's always a special privilege to be
7	able to hear from you, Ira. Thank you.
8	MR. GOLDSTEIN: You're too kind,
9	Commissioner.
10	THE CHAIR: It's true.
11	MR. GOLDSTEIN: My name is Ira
12	Goldstein. I'm the Chief Operating Officer
13	of the Black Car Assistance Corporation, and
14	I'm speaking on behalf of the BCAC regarding
15	the rules proposed by the TLC to permit the
16	use of electronic devices to hail taxi
17	services in New York. In connection with
18	this testimony I have submitted a portion of
19	the white paper that we distributed to all
20	the Commissioners a few months ago, and we
21	gave out just the written part without the
22	attachments today.
23	The white paper reviews the
24	history of what happened when passengers and
25	taxi drivers could communicate by electronic

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2	devices and explains why in 1985 the New
3	York City City Council and the TLC drew a
4	sharp separation between those for-hire
5	vehicles that answer only street hails and
6	those for-hire vehicles that operate on a
7	prearranged basis.
8	The proposed rules will destroy

The proposed rules will destroy the regulatory separation that history proved was necessary.

Before I begin my testimony, I would like to acknowledge that the TLC, the BCAC and other members of the private transportation industry have been engaged in discussions about ways smartphone technology may be integrated into the private transportation structure. The rules that are the subject of this hearing, however, do not reflect those discussions. And thus the BCAC is required to address what is before the Commission today.

The BCAC opposes the proposed rules for e-hail applications because they violate New York's law and public policy.

New York long ago made the decision that

taxis should be reserved for street hail
service. That decision was not made lightly
or without due consideration. As the white
paper details, it was based on New York's
experience that when taxis drivers are
permitted to accept passengers on any basis
other than the street hail, the driver has
the power to pick and choose which
passengers to accept, and the public has no
ability to effectively monitor or control
the driver's decision. The City Council
enacted laws to prevent that from happening.
The e-hail rules proposed by the TLC violate
at least three of these laws.

The first law that the proposed e-hail rules violate is Section 19-502 of the New York City Administrative Code. That rule defines taxis, in relevant part, as a vehicle "permitted to accept hails from passengers in the street."

The rules proposed by the TLC do not track that definition. Instead, they place the legislative requirement that the passenger be physically hailing the taxi

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from the street with the TLC-created concept
that the passenger be ready to travel. Be
currently ready to travel, excuse me. As
the TLC proposes to amend chapter 51 of the
rules, hail will be defined in part as a
request through an electronic method for
on-demand taxicab service by a person who is
currently ready to travel. There is no
requirement in that definition that the
person be standing in the street.

In fact, under the new system contemplated by the TLC, one can easily imagine that New York would have a repeat of what happened in the early 1980s when the person who gets the taxicab hailed, it comes from, they may be in a comfortable restaurant while the person who cannot afford a smartphone is left standing outside in the cold as empty taxis pass her by.

The harm that would be caused with the TLC's proposed definition of hail that creates two separate methods to access a taxi goes even deeper when one recognizes that there's a segment of the population

2	that does not own a smartphone or credit
3	card, and those people would not have equal
4	footing to access taxis. That segmented
5	world is exactly what New York rejected in
6	1985 when the City Council decided to ground
7	the definition of taxicabs in street hails
8	and when the TLC mandated that all two-way
9	radios be removed from taxicabs because
10	those taxis service radio customers,
11	therefore making their taxicabs unavailable
12	for street hails. And there's a citation
13	that's in the white paper.

The TLC cannot now unilaterally decide that taxicabs can operate based on prearrangement. That is a right that only the City Council possesses. And unless and until it amends Section 19-502 of the code, the proposed rules are illegal.

It is worth mentioning that the proposed rules define hail as requesting a taxicab from an electronic method, not just through a smartphone application. A phone is an electronic method. And just to shorten it up, it's been discussed before

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2	that	a	phone	could	be	used	as	а	regular
3	phone	t.	o now	make a	a re	eserva	atio	on.	

The second law the proposed e-hail rules violate is Section 19-507(a)(1) and (2) of the code that provide in relevant part that, "No driver or taxi cab shall seek to ascertain, without justifiable grounds, the destination of a passenger before such passenger shall be seated in the vehicle," and, "No driver of a taxicab shall refuse, without justifiable grounds, to take any passenger or prospective passenger to any destination within the city."

The proposed rules lack any guidance as to what would be justifiable grounds. This is especially dangerous because all of the current smartphone applications used to connect drivers and passengers allow the driver to accept or reject the job. They can do so for a number of reasons. But it would be a safe assumption that the main grounds for declining a job opportunity would be based, among other things, on a passenger's

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location or the potential profitability of a trip.

The proposed rules, therefore, reopen the door to the past, where taxicabs could reject trips to certain neighborhoods or hide behind an on radio call shield and reject the passenger standing in the street trying to hail a cab based on socioeconomic profiling.

The third law the proposed e-hail rules violate is the New York's base station requirement. Under Section 19-511 of the code, any "communications systems used for dispatching or conveying information to drivers of licensed vehicles" must have a base station license. There can be no doubt that the smartphone technology at issue here is a communication system and that the e-hail application provider dispatches information to drivers just as any for-hire company dispatches information to drivers. Therefore, e-hail application providers are subject to the same base station requirement as are all other for-hire companies that

1	PROCEEDINGS
2	dispatch information to vehicles.
3	The TLC has presumably chosen to
4	ignore this requirement because a base
5	station license triggers a whole host of
6	other rules and regulations, including that
7	the station have no fewer than ten
8	affiliated vehicles and that it may not
9	dispatch any vehicles with which it is not
10	affiliated. The one caveat to this comment
11	is that if the TLC intended its proposed
12	rule, Section 78-10(a), that provides that
13	"An e-hail application provider licensee
14	must obtain licenses and permits required by
15	applicable local law, state or federal," to
16	require that e-hail application providers
17	obtain a base station license. If that is
18	the TLC's intention, then we request that it
19	so states.
20	I can appreciate that e-hail
21	application providers are in the business of
22	developing applications and not in the
23	business of delivering transportation
24	services. New York City's City Council,

however, has made the legislative decision

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<u>L</u>	PROCEEDINGS

2	that any company that dispatches or conveys
3	information to drivers must have a base
4	station license.

The new Chapter 78 proposed by the TLC tries to side step the structure set in, place for New York's private transportation system. Thus, by promulgating Chapter 78, rather than requiring the e-hail application providers to be subject to the same base station license rules as are all others who use a communications system to convey information to drivers, the TLC is acting outside of the scope of its regulatory mandate.

On that point it is curious why
the TLC has proposed these new rules to
allow taxis to provide prearranged
transportation services. As the white paper
reviews, the Mayor's office and the TLC
empaneled various experts and commissions
back in the 1980s to commission studies to
determine whether taxis could accept hails
by an electronic method without damaging the
public. After years of studying the issue,

the experts unanimously decided that they
could not, and the radios were banned from
New York taxis. The TLC now wants to
reverse its previous decision, without any
study or research to support its decision.
It would seem obvious that such a reversal
would be based on exhaustive research, but
no such studies or research haves been
proffered. Indeed, the reversal of these
proposed rules are arbitrary and capricious
for at least three reasons.

First, after creating the black car industry specifically so that taxis would no longer provide prearranged service, it is arbitrary and capricious for the TLC to now ignore the benefits accrued by segmenting the for-hire industry and return New York to the same situation that existed 25 years ago, and necessitated the creation of the black car industry in the first place.

Second, the proposed rules are arbitrary and capricious because they favor one segment of the for-hire industry to the

detriment of the other for no apparent
public purpose, given the damage caused
before when taxicabs could choose between
answering a street hail or a hail by an
electronic method.

Third, the proposed rules are arbitrary and capricious because they permit taxis to accept prearranged calls, but do not permit black cars and liveries to accept street hails. If the TLC has decided that the established regulatory framework no longer serves a purpose, it should tear the whole structure down and not cherry pick between segments of the for-hire industry. From every angle, these proposed new rules will cause New York's private transportation system to turn its back on prior experience and repeat the mistakes of the past.

The BCAC strongly urges the TLC to reconsider its decision to upend and the hard fought and fully justified decision made by the City of New York to reserve taxis exclusively for street hail service.

I thank you very much for the

Τ	PROCEEDINGS
2	opportunity to testify before you today on
3	behalf of the BCAC. I'm happy to answer any
4	questions you may have.
5	COMM. MARINO: Is your testimony
6	in writing, did you give it to us in
7	writing?
8	MR. GOLDSTEIN: Yes. I gave them
9	to Meera during the break, and we have extra
10	copies also.
11	COMM. MARINO: I'd like a copy of
12	it, please.
13	MR. GOLDSTEIN: Sure.
14	THE CHAIR: Am I correct, I
15	understand your testimony to be any rule
16	that permits an app, any rule allowing an
17	app that enables a passenger to hail a
18	specific taxi would be unlawful for the
19	reasons you've described earlier, the City
20	Council, the administrative code provisions
21	you said it violated. In other words, it's
22	not fixable by tailoring, you know, in any
23	way a certain distance or a period of time
24	or anything like that?
25	MR. GOLDSTEIN: Well, we think

1	PROCEEDINGS
2	THE CHAIR: It's not a fixable
3	problem, it's just simply violable?
4	MR. GOLDSTEIN: Correct, I think
5	it's the pairing that final piece. It's not
6	passengers and drivers finding each other by
7	the use of apps and allowing them to connect
8	in some way, but the actual making of that
9	prearrangement. That reservation connection
10	is what we believe is the legal problem.
11	COMM. MARINO: The app is kind of
12	stepping in the shoes of a dispatcher
13	essentially.
14	MR. GOLDSTEIN: Yes, that's
15	correct in one sense, sure.
16	THE CHAIR: Thank you.
17	MR. GOLDSTEIN: Thank you for your
18	time.
19	COMM. MARINO: I unfortunately
20	have to go, I apologize. I do want to hear
21	all the speakers. There are five left,
22	right?
23	THE CHAIR: There are another five
24	or six.
25	COMM MARINO: I'll stay for one

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1	PROCEEDINGS
2	more.
3	THE CHAIR: All right. Cira
4	Angeles, LBO, followed by Bhairavi Desai,
5	Taxi Workers Alliance.
6	MS. ANGELES: I was going to say
7	good morning, but good afternoon.
8	THE CHAIR: Yes, good afternoon.
9	MS. ANGELES: Good afternoon,
10	Chairman Yassky and members of the
11	Commission. My name is Cira Angeles,
12	spokesperson for the Livery Base Owners
13	Association, which composes of 125 base
14	owner stations in New York and approximately
15	12,000 vehicles that are currently
16	appropriated throughout New York City. I
17	want to thank you for the opportunity to
18	testify on the proposed TLC smart apps and
19	the T-PEP rules. A lot has been said during
20	the day, but I feel it's important that we
21	carry the voice of our base owners and
22	members.
23	Technology is changing people's

worlds every single day. The speed in which technology is advancing is truly incredible.

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2	In	this	day	ar ar	nd age	e, it	is	almost	impossible
3	to	stay	up	to	date	with	the	e latest	gadgets
4	or	apps	•						

But technology has to work in a way that fits into the New York City transportation structure that we have so, that we have so -- so that it provides added value. It is because of this that we must proceed with caution embracing technology into an industry without first doing or analyzing the impact that it can have on the prearranged part of this industry.

The livery base owners are not against the progress or integration of technology in our industry. However, we do find that the introduction and approval of these rules may be premature at this point in time, for the following reasons.

We just overcame the worst hurricane in the city, worst in history in the last hundred years. In no way has the industry had the time to properly analyze the material of what we are dealing with before us. It has been almost one month,

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1	PROCEEDINGS	

2	and	there's	still	areas	in	the	city	that	do
3	not	have hea	at or	electri	icit	Ξу.			

4 There is still an open issue with 5 the street level livery legislation and its 6 outcome. There is no way to know the economic impact to livery bases and 7 8 resourcing -- resurging areas bordering the Central Manhattan District, such as 9 10 Williamsburg, Harlem and Washington Heights. Let alone the livery bases that are 11 12 currently located in the Central Manhattan District, and operate within the scopes of 13 14 the rules and regulations. They will now 15 have to compete with yellow taxis in the 16 prearranged sector. And at the same time there will be a lack of taxis to serve the 17 18 street hails of the Central Manhattan 19 District. New York City is one of the top tourist attractions in New York state, if 20 21 not the world. Our visiting tourists will 22 be underserved in getting a street hail pick 23 up if those taxis are responding to a hail 24 or app call.

The only ones benefiting from this

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1	PROCEEDINGS	
2	scenario at this point will be the	

3 smartphone app companies and their
4 investors.

Enforcement of these rules will require more TLC inspectors, resulting in more summonses for our drivers and bases alike. Modernizing only one sector of the industry will leave the rest of us at a great disadvantage at this point also.

The issue that we have is that we do not want to accept technology in our industry because quite frankly, it is necessary. We must embrace technology. However, this approach forces our industry to adapt to technology, instead of technology adapting to us into our model. According to the Taxi and Limousine, 50 percent of the riding public would like to have these applications. But that may be the case. We cannot be governed only by public opinion and what people want. But we have to also understand the reality in the current structure in history as well. The

1	PROCEEDINGS
2	responsibility to not only regulate, but
3	also preserve the businesses that we have
4	created throughout the years.
5	We are very thankful for allowing
6	us the opportunity to voice our concerns and
7	respect our input. We will answer any
8	questions.
9	COMM. MARINO: Thank you.
10	MS. ANGELES: Thank you.
11	THE CHAIR: Thank you. And I know
12	it's been a long, I appreciate your patience
13	in staying with us throughout the hearing.
14	MS. DESAI: Good afternoon, thank
15	you for staying.
16	THE CHAIR: Good afternoon.
17	MS. DESAI: I am Bhairavi Desai.
18	And with me is Mr. Mohan Singh. We are both
19	with the Taxi Workers Alliance. In the
20	interest of time, though, we come up
21	together.
22	So first I just actually just for
23	the record wanted to thank Chairman Yassky
24	and the TLC staff. I know that, you know,
25	in the days and weeks following the

1	1 PROCEEDINGS			
2	destruction from the hurricane were			

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difficult for many of us on a number of levels. And we really appreciate the fact that actually the TLC remained really accessible to us in terms of finding fuel and, you know, trying to address the shortages, as well as addressing, you know, outreach to drivers regarding disaster aid, and just the different changes with the traffic regulations. So we want to thank you for that. Particularly for, I mean the operation that we saw both at Woodside and especially in Brooklyn was just amazing. And we want to thank you for all that you did to put that together.

17 THE CHAIR: Thank you for saying 18 so.

MS. DESAI: Sure.

20 So with regards to these
21 particular rules, I just had a number of
22 comments. First I have to say that we
23 really applaud the TLC for making the
24 smartphone for the app, making it optional
25 for the drivers. This is the first time

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2	that I have seen in this industry where the
3	technology will actually be a driver driven
4	market. We've never been in the driver's
5	seat before when it comes to such economics
6	in this industry. So we are glad to see
7	that happening.

We are also glad to see that it will now be an open, regulated market. mean we keep hearing from different companies who say oh, why do we need these regulations. Well, guess what, we work under regulations every single day. When we interact with the public, there's a meter, there's several regulations in place that prevent any kind of price gouging or overcharging. Well, when we are the consumer in the industry, drivers should have the same protections that we are asked to extend to the consumers that we serve. And in fact, by having an open market that is regulated, you're actually extending the playing field for more companies to participate. So it's not a restriction, it's actually it's much more of an opening

1	PROCEEDINGS

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2	than	the	exclı	ısive	contracts	were.
3			Our	main	concerns	around

Our main concerns around the smartphones have been we don't want to see any additional costs for electronic processing. Already, taxi drivers, we used to pay five percent. Since the new rules were passed in July, we no longer pay per transaction but we are paying a ten dollar flat fee, which is in addition, you know, as part of the lease cap. Of course we pay that whether or not the driver works on that day. And so even if there are no credit card transactions coming in, that fee is still being paid by the driver. And the medallion owner, the fleet, the agent is able to use that toward the cost of processing.

And so, you know, we support
having a second, you know, kind of
electronic payment option besides the reader
in the form of a smartphone. But we want to
make it clear that the driver should not
have to pay anything extra, you know, as we
make this advancement.

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2	So we are glad to see that at
3	least as the rules are currently written,
4	the driver would not have to pay anything
5	extra. And we strongly urge you to keep
6	that within these rules, you know, up to the
7	final vote.

We are concerned that there might be inconsistencies. The rules are not clear about how to, you know, kind of match up TLC enforcement with the issues around e-hailing. But as Ashwini mentioned, particularly in terms of refusals, as well as the use of electronic devices. And, by the way, we would agree that the driver should be allowed to, you know, for a simple tap, you know, if they're getting a notification, that without having to pull over, and I don't think you have to pull over, you just have to be standing still, right, you don't have to actually be pulled over. You could be in traffic or you could be at a red light, and at that point you could still respond to it according to the present rule. We would just add then it

1	PROCEEDINGS
⊥	CONTIGGO

2	should be extended that even if you're not
3	standing still, whether a red light, traffic
4	or pulled over, that, you know, you should
5	still just be able to tap to accept, you
6	know, to accept to mark your
7	availability.

But in terms of refusals we're really concerned, because the rules have to be clear not only for the drivers but certainly also to the passengers and to the app companies themselves. You know, there has to be complete clarity so nobody here, the driver or the passenger, has to suffer because of a void.

And we definitely support that all of these payments should go through the meter. We actually have always believed that when it comes to the fare payment between the passenger and the driver, having more regulation, having it be crystal clear not only protects the passenger, it also protects the driver. Because, you know, the vast majority, you know, universally speaking, the trips, there aren't

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2	overcharges. And the fact that we are
3	regulated allows us to actually prove that
4	and evidence that. And so we would, you
5	know, we would support any kind of
6	regulation that would ensure that these
7	payments remain on the meter and, you know,
8	regulated to the fullest extent so not only
9	is the passenger protected, but again, so is
10	the drivers themselves.
11	The idea that a T-PEP vendor would

The idea that a T-PEP vendor would possibly consider having to electronically transfer over the six cents per trip could be somehow onerous is just, I don't even know, it feels insulting, like it's just, it's, you know, it's insult upon injury. I mean you're in this industry, you're making money because drivers are accumulating these fares. They're paying for the processing. Of course every vendor gets a cut out of that. The idea that you can't electronically transfer over six cents. Drivers are paying that money. It's not coming out of the garage or an agent or the vendor's pocket, it's coming out of the

2	driver's	pocket.

Anybody in this industry who's asked to turn that money over should do it with humility and grace. Compare, think of on the other hand the number of drivers who go without health care and disability every single day, which is a much bigger hardship than you electronically having to transfer something over.

As far as the T-PEP itself is concerned, we also think that, you know, you don't have to overload it with so much content. It is a short trip. I mean, whatever. People may not be turning it off as often. We still maintain the position from talking to passengers we are still not really big fans of it. We don't even think that screen is necessary, I'm sorry to tell you. And certainly to overload it with long content seems really unnecessary.

And it's nice to hear that local businesses are thrilled with the passenger information monitor. I guess that means the advertising revenue numbers, which you never

1	PROCEEDINGS
2	received but the TLC asked for a couple of
3	months ago, I guess we can now, you know, we
4	can infer from the happiness from local
5	businesses that those ad numbers are
6	actually probably pretty good.
7	That will conclude my testimony.
8	I'm going to turn it over to Mr. Singh.
9	MR. SINGH: I'm Mohan Singh. I'm
10	a cab driver.
11	The thing is that too when you are
12	putting a so that this app would go only
13	to the taxi. And, as you say, this is
14	smartphone. When you are using a

smartphone. When you are using a smartphone, it can be transferred to any car. So we have to be sure that it is used in the same place where it should be used. THE CHAIR: Thank you, Mr. Singh.

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That's actually an important point that the Commissioners and I'll underscore also for you that, and really the gentleman who was from ZapKab, another reason why we think licensing is important is we want to require and put in place mechanisms to make sure it actually happens, that any apps like this

1	PROCEEDINGS
2	are usable only by TLC licensed drivers. In
3	other words, I do fear that if we
4	unregulated, you know, completely
5	unregulated, that you would see apps enable
6	a proliferation of strange lights. And I
7	think that's
8	COMM. MARINO: I like your
9	correlation to a restaurant having a
10	license. You don't judge the meal but
11	you just I thought that was an excellent
12	analogy.
13	THE CHAIR: Thank you. Anyway,
14	Mr. Singh, the point you raised is an
15	important one. Our regulations, just so you
16	know, our proposed rules do include that.
17	The app has to be designed so it can only be
18	used by TLC licensed yellow taxi drivers.
19	MR. SINGH: Thank you.
20	THE CHAIR: Thank you.
21	COMM. MARINO: I have to go.
22	THE CHAIR: Commissioner Marino,
23	thank you for your
24	COMM. MARINO: I just wanted to
25	point out one thing, just quickly. I mean

2	that 40 percent number is kind of bothering
3	me. And if it concludes going to and from
4	the base and lunch, that's three hours out
5	of twelve, that's 25 percent right there.
6	So it's a little misleading. And then
7	there's only like 15 percent left over. And
8	if you count five twenty minute breaks, then
9	that's that. So it's a little misleading to
10	say they're empty 40 percent of the time
11	when you are counting from twelve to twelve
12	and not including your commute time and your
13	lunch hour. So that's 25 percent of it
14	right there. So I think a lot of people are
15	basing their opinions on that number, when
16	that number is not really representative of
17	the truth or the facts.
18	THE CHAIR: You know, it's
19	definitely there's some estimation in that,
20	in that it's got to be plus or minus I
21	think. But it's based on raw numbers it's
22	based on, and then you can draw your own
23	conclusions about the assumed break time,
24	and that's fair.

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COMM. MARINO: Thank you all, I'm

1	PROCEEDINGS
2	sorry I have to leave early, I have to work.
3	THE CHAIR: Your presence has been
4	very beneficial, thank you.
5	COMM. MARINO: Thank you
6	Commissioners, Chairman.
7	THE CHAIR: Tarek Mallah.
8	Remaining speakers. Tarek Mallah, followed
9	by Jing Wang, it says here Herman, yup.
10	John McDonough. And Jason Deckwiller. I'm
11	sorry, Jason DeWillers. And that will be,
12	that is it.
13	MR. MALLAH: I think my
14	presentation says good morning, I just have
15	to change it to good afternoon.
16	THE CHAIR: So ordered.
17	MR. MALLAH: I have a prepared
18	testimony. But I've heard a couple of
19	remarks that I enjoyed having my break to
20	prepare, but I'll be very brief.
21	There's a lot of different
22	terminologies being used by colleagues and
23	testimonies and so on that says leveling the
24	playing field. And it's always intriguing
25	to use leveling the playing field partially,

1	PROCEEDINGS
2	not totally, which doesn't really make
3	sense. So if you're talking about leveling
4	the playing field it should be on the same

field, on the same rules for everybody.

with this?

We want to increase the efficiency for yellow taxi, and use leveling the playing field as an excuse and then say well, we are going to allow the yellow cabs to take prearranged but we are not going to allow the livery and black car to use the street hail therefore by the same statement. And I understand the desire or the intention or the direction of the administration -
THE CHAIR: Are you going anywhere

MR. MALLAH: -- to do completely unregulated business and free market. Maybe not unregulated, but a free market where everybody can do whatever they want. And I find -- I'd probably not be naive enough to think the yellow cab industry does not want to diminish the value of the yellow cab by saying it's a free for all.

So let's use that word leveling

1	PROCEEDINGS
2	the playing field.
3	THE CHAIR: I mean to be fair I
4	think saying the goal is an unregulated free
5	for all, anybody can do what they want, I'm
6	sure you didn't mean that.
7	MR. MALLAH: Absolutely not.
8	THE CHAIR: Okay.
9	MR. MALLAH: But the direction to
10	deregulation in the whole industry around
11	the world is an existing model, and it may
12	or may not work. It's not disrespect to the
13	regulators. It is a business model that I
14	study, and the more I read about it I found
15	out it is less successful.
16	I'm going to join my voice to
17	everybody else who praised the existing and
18	the previous scheme that made New York City
19	the wonderful, moving, dynamic city. Let's
20	not break what we have in anticipation of an
21	unstudied concept.
22	Let me read my very brief. It

says, for those who don't know me, I come before you today representing the Livery Roundtable. As an umbrella organization, we

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represent the collective advancement of the
livery industry. I am comfortable this
afternoon to be speaking with all to be
speaking with all and know that we stand in
different segments of the for-hire industry,
as well as some of the medallion industry,
but unified in our resolution, in our
resolve to the commitment of success of the
respective industries.

to you is that the Livery Roundtable
unanimously opposes the approach taken by
TLC to institute legislation on technology
that has not been requested, is unnecessary,
and has been falsely justified as being tech
friendly. While we have met with the TLC,
we have not -- we have no interest in
negotiating terms to institute the system
that would place many of our members out of
business. We find it insulting that when it
is placed on our name that we, members of
TLC and other segments of the industry, that
we are in support of such negotiations.

We also find it alarming that the

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2	TLC would take such measures to provide us
3	with a five points analysis as to how the
4	proposed rules would work for the City of
5	New York. Allow me to, can I explain?
6	The reduced waiting time. While
7	this may provide slightly a level of
8	convenience in a small number of instances,
9	there would be no substantial increase of
10	efficiency in the city transportation and
11	infrastructure since the number of medallion
12	vehicles remain the same under the New York
13	State law.
14	Increase the number of cars
15	outside the Central Business District.
16	While app technology will tell drivers that
17	passengers are outside the Central Business
18	District, it by no means guarantees that
19	they will drive outside of it to pick them
20	up. To the contrary, it may actually leave
21	passengers using the app outside the Central
22	District area increasingly frustrated when
23	they still cannot get the taxi. If by the
24	TLC's own numbers 90 percent of all trips

are taking place from the airports or to the

1	PROCEEDINGS
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2	Central Business District, what are the odds
3	that a trip will match up. It does not seem
4	to be an appreciable number of trips that
5	would result, and especially not enough in
6	the base policy decision.

The TLC claims that 40 percent, I guess we hammered this one to death, so.

THE CHAIR: There's life in it yet, go ahead.

11 (Laughter)

MR. MALLAH: We agree that this number is not accurate. Really, I mean the down time concept. Sometimes it's so clear, and it's back knowledge for me, so hard to explain. But the down time formula and the efficiency of dispatching is something that the company that I work for and the previous companies I worked for since '99 and many of my colleagues have been at it for longer, it's an art. Increasing efficiency for dispatching, minimizing the down time, minimizing the time between dispatches is something that we strive for. Bringing that concept and saying well, this is a beautiful

2	tool that works for higher industry, let's
3	add that to the yellow cab industry, then
4	the whole technology, the whole concept of
5	doing business for yellow cab has to adopt
6	how prearrangement works. It doesn't work
7	if you just take this concept and add it in.
8	You're not going to have a successful
9	business. I could write papers on this.
10	Additional payment options. We
11	know very well that the payment options was
12	the original intention of this direction,
13	that we wanted to make e-payment. This went
14	out the window completely because it doesn't
15	work unless you have prearranged. And there
16	are existing technologies today to pay with
17	a smartphone such as Google Wallet.
18	Anything with near field technology that is
19	by first quarter of this coming year, most
20	if not all cell phones, smart or otherwise,
21	will have NFCs built into them.
22	New York City is seen as tech
23	friendly. The numbers is 14,000 versus
24	34,000. Let's pay some attention to the
25	34,000 that are built, customed, grew up,

1	PROCEEDINGS

2	have the prearranged in their blood, be able
3	to utilize and cover the needs, not the
4	13,000 vehicles.
5	I'm trying to cut down.
6	THE CHAIR: That's all right.
7	MR. MALLAH: I'm going to make
8	sure that the rest of my statement is
9	available for everyone, and a copy will be
10	received. I'm happy to answer questions if
11	there's any.
12	THE CHAIR: Just for everybody's
13	benefit, that our calculation of time the
14	taxi is occupied, T-PEP tells us, that is
15	the one that we really know, that during the
16	course of a shift a taxi will have a
17	passenger in it about 4.8 hours. I
18	apologize, about four hours. We're assuming
19	an hour commute. Maybe that's too little,
20	maybe it's more than that. And 2.2 hours
21	total breaks. I don't know where the 2.2
22	came from, but that's apparently what we
23	assumed. And that sounds generous. So then
24	that leaves four hours with a passenger in
25	it, 4.8 cruising out of the twelve empty.

1	PROCEEDINGS
2	Whether that's off by an hour plus or minus,
3	honestly I don't think it makes a big
4	difference for this particular policy
5	debate. It's got to be within that range.
6	Anyway, go on.
7	MR. MALLAH: This exact statement
8	is what I say I can write papers on, and I
9	will be very, very brief to answer.
10	THE CHAIR: Yeah.
11	MR. MALLAH: When you say
12	available time, wouldn't you want the
13	vehicle to be available to be picked up?
14	Wouldn't part of that time has to be allowed
15	for cruising?
16	THE CHAIR: Absolutely.
17	MR. MALLAH: So by you diminishing
18	that available time you're basically saying
19	I'm going to take the availability of the
20	yellow cab away from the availability, so
21	the standing street hailing customer is not
22	going to have that option anymore.
23	THE CHAIR: See, I guess my
24	assumption is that the driver is smart and
25	certainly over the range of the 35,000 they

2	function as a group intelligently in the
3	following way, that they will choose to use
4	it if they think it will get them a
5	passenger faster at that particular moment
6	and in that particular location than
7	cruising. And if they're right about that,
8	you know, over the full range of uses, then
9	that's better, then you have reduced the
10	waiting time overall. Do you follow? I
11	think that's, you know, I think we can
12	assume that drivers, some will be mistaken,
13	but in the range of it I think you can
14	assume that they'll basically get that right
15	because their living depends on it.
16	MR. MALLAH: And for that formula
17	we're assuming the six or seven mobile app
18	builders are going to all overlap to make
19	that availability or that broadcast
20	available. So I mean the chances, the throw

builders are going to all overlap to make
that availability or that broadcast
available. So I mean the chances, the throw
of a dart into a map and having this concept
work, reduce efficiencies, is making great
assumptions that that customer is using the
right app, the one that the driver is in
position for to be able to use. It's not a

1	PROCEEDINGS
2	unified concept.
3	THE CHAIR: Maybe, and I don't
4	want to try people's patience, I don't think
5	there's a huge number of assumptions.
6	There's one basic assumption. That is, the
7	driver will use an app, any app, if and only
8	if they think the driver believes that the
9	use of that app at that moment in that
10	location will find her or him a passenger
11	faster than they otherwise would. That's
12	the only assumption.
13	MR. MALLAH: Right.
14	THE CHAIR: And everything follows
15	from that.
16	MR. MALLAH: And that assumption
17	would only work I'm sorry.
18	THE CHAIR: No, no, you
19	(Inaudible)
20	MR. MALLAH: I'm interrupting.
21	THE CHAIR: Let me finish, this is
22	the last. Sure, the assumption that can be
23	built into that is the first time or the
24	first fifteen times they may find, you know,
25	it takes some trial and error to figure out

1	PROCEEDINGS
2	which app for any given app if that's true.
3	But they'll get washed out pretty quickly.
4	And then you're in the long run where we are
5	all still alive fortunately and then that
6	assumption holds. That's the only
7	assumption behind all this.
8	MR. MALLAH: May I just close with
9	one thing?
10	THE CHAIR: Please, and then you
11	can have the final word.
12	MR. MALLAH: Before I came in
13	today, I have received a summons from the
14	TLC telling me that one of my drivers, one
15	of the affiliated drivers that was
16	committing a street hail had a destroyed
17	inspection sticker, so the sticker wasn't
18	clear. And I got a summons. Mind you, I
19	can defend it. But I'm going to waste a day
20	and go and attend and show the proof that I
21	have the certificate of inspection and all
22	of that. Are we requiring the mobile apps
23	to be responsible for the vehicles and the
24	drivers' actions on the street? That's all

I have to close with.

1	PROCEEDINGS
2	THE CHAIR: Thank you.
3	Jing Wang Herman, followed by John
4	McDonough, followed by Jason DeWillers.
5	That's the remainder of our list.
6	MS. HERMAN: Good morning. My
7	name is Jin Wang Herman. I'm CEO of GetTaxi
8	USA. GetTaxi operates in more than fifteen
9	cities around the world, and our feedback
10	today is based on our experience in other
11	global cities like London, Moscow and Tel
12	Aviv.
13	We would love for e-hail to work
14	in New York. However, it's difficult for us
15	to embrace these particular set of rules.
16	We see three major problems.
17	One, the current language for
18	e-hail has negative unintended consequences
19	for both drivers and passengers.
20	Two, T-PEP, which should be the
21	backbone for all future taxi technology, is
22	not being fully utilized.
23	Three, finally, smartphone
24	dispatch applications have been prevalent in
25	the for-hire industry for many years. We

1	PROCEEDINGS
2	should not create and maintain now a
3	different standard for taxi apps.
4	I am also a licensed taxi driver.
5	And I know what it's like on the streets.
6	And I'm also a New Yorker who takes lots and
7	lots of taxis. So I'd like to speak today.
8	THE CHAIR: Thank you for your
9	patronage.
10	MS. HERMAN: So as a taxi driver I
11	want a simple, consistent system. But these
12	rules will make driving incredibly
13	confusing. There will be many apps in the
14	market, and I'll try to sign up for as many
15	as possible in order to maximize my fares.
16	Because e-hail jobs are not integrated into
17	T-PEP, payment is but the jobs are not, I'll
18	have to manually update my status and my
19	availability in every app I use.
20	When I accept an e-hail, I know
21	that I'll end up waiting on the street
22	because unlike the definition in the rules,
23	people that use these taxi apps are rarely
24	quote, unquote ready to travel. With access

to e-hail, people like to use apps in the

2	comfort of their home or office or at the
3	restaurant or at the bar and so on. Some
4	apps will pay me for wait time. Others
5	won't. And if I end up, if I give up
6	waiting and I cancel the job, some apps will
7	penalize me, others won't. Unfortunately
8	the rules as written don't do anything to
9	eliminate this confusion.
_0	THE CHAIR: I mean are you
1	suggesting we regulate all those business
_2	practices, or will you let the drivers
13	decide which work for them?
_4	MS. HERMAN: I'm not advocating
_5	more regulation, as I agree that regulation
<u> </u>	does limit innovation. I'm just saying it's
. 7	very complex and they have rules that
_8	currently are written that have gaps and yet
_9	in some other areas they don't.
20	THE CHAIR: Right. I mean I don't
21	want to be argumentative, it's just you're
22	saying it's a problem that one app might
23	penalize for wait time, another won't and so
24	forth. That's all, you know, that's true.
) F	The alternative to that is well don't do

2	any of this or you can say we'll, or you
3	could say describe in detail the business
4	practices of the app, or you can have, you
5	know, our choice, which is leave it up to
6	the driver and the app, if I were to decide
7	which app to use and the app developer
8	decided which app to offer. And I think
9	those are the only three choices.
10	MS. HERMAN: May I continue?
11	THE CHAIR: Please, please, go
12	ahead, I'm sorry.
13	MS. HERMAN: As a New Yorker, I
14	could not imagine being unable to hail a
15	taxi on the street. And unfortunately
16	that's the most likely outcome of these
17	rules. Unlike other markets, supply of
18	taxis in New York is fixed, has been fixed
19	relatively for decades. Allowing dispatch,
20	which is detailed in this, allowing dispatch
21	in taxis, which happen to be the cheapest of
22	all the vehicles that are regulated in the
23	TLC, will shift a tremendous amount of
24	demand from car service to taxis. And if
25	the apps are successful, street hail will

1	PROCEEDINGS
2	likely be eradicated, and illegal street
3	hail will fill this gap. Lots of New
4	Yorkers will want to use their smartphone to
5	get a taxi. But all New Yorkers will still
6	want the ability to street hail.
7	Here's what we are for. We're for
8	a faster, safer and more efficient New York.
9	We think well written, carefully written
10	regulations are essential. All we ask is
11	that TLC will take the time necessary to
12	understand the real world implications
13	before finalizing the rules. I hope we can
14	all work together and get this right the
15	first time.
16	That's all. Thank you.
17	THE CHAIR: Thank you. I'm
18	guessing that you may have already had this
19	conversation with Ashwini or someone else
20	here on the specific ways that you would
21	like to see this improved, so we'll follow
22	up on that.
23	MS. HERMAN: Thank you.
24	THE CHAIR: Mr. McDonough and then
25	Mr. DeWillers.

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2	MR. McDONOUGH: I'd like to thank
3	the Commission for giving me permission to
4	speak here. But I want to just start off
5	thanking the TLC for giving the fare way to
6	the drivers very recently. I cannot explain
7	to you how beneficial that has been since
8	the day that has kicked in, and how the
9	money has come directly to the drivers, and
10	particularly going into the season now of
11	Christmas and everything, that the money has
12	been greatly appreciated.

I'm a yellow cab driver, I've been driving a cab over 30 years. But I also host a show on WBAI on a weekly basis. And throughout the years I've done cab driving shows. And in doing those cab driving shows and taking phone calls, it's almost inevitable I will always get a call from an African-American stating how they're being passed up by yellow cabs.

One of the benefits that's going to happen with this app is that the driver who downloads the app has made a commitment that if he pings onto that, he is going to

2	that fare, picking that fare up and going to
3	whatever neighborhood it is. And Hailo is
4	self-regulating itself. If they find out
5	the driver is discriminating or not going to
6	the neighborhood, that passenger emails
7	Hailo. And if he gets two or three
8	complaints, he gets put off the app. So
9	that is self-regulating right there when
10	we're talking about regulations.

And I would plead with the

Commission, please do not delay on this. Do

not set up another commission to discover

what your commission is going to do.

And it's very interesting now that a lot of people that are against the app are citing weather conditions here in New York City, that we should put it off because there was a hurricane. Well, let me inform them, we've probably got a blizzard coming down the pike. Are we going to put it off now when the blizzard comes.

I think this Commission is capable of coming to decisions despite the inclement weather that we are going to have very

1	PROCEEDINGS
2	shortly, and come to that. And just look to
3	what's going on in London, Boston, and
4	Chicago. And look at what the passengers
5	are saying in those areas and how the apps
6	are working. And I think if it's good
7	enough for them, it's good enough for New
8	York.
9	(Applause)
10	THE CHAIR: Thank you.
11	Jason DeWillers.
12	Yes, Commissioners, this is the
13	last person who signed up to speak. So I
14	thank you again.
15	Thank you very much, Mr.
16	McDonough, thank you for your patience. I
17	know it's been a long morning and afternoon.
18	MR. DEWILLERS: Thank you. My
19	name is Jason DeWillers. I run a company
20	called Cabulous. Thanks everyone for
21	sticking around and thanks for putting this
22	together.
23	First I'd like to applaud the TLC
24	for taking on the e-hail, basically the
25	whole entity, because it's something that

1	PROCEEDINGS
2	the entire country is dealing with right
3	now.
4	THE CHAIR: It's a fine line
5	between bravery and foolishness, yes. Thank
6	you.
7	MR. DEWILLERS: And we're one of
8	the very few apps that actually deal
9	directly with the different regulating
10	bodies. And there's a lot of cities out
11	there that are just ignoring it. So I do
12	appreciate the fact that you're bringing it
13	right up front with everybody.
14	Apps are here. And they're here
15	for a reason. It's because they actually do
16	work and the public wants them. It's pretty
17	straightforward. They will be here one way
18	or another. And that's why in the taxi
19	market it is highly regulated for a reason.
20	It's for the consumer safety and many other
21	reasons. But I am actually all for
22	regulations within the taxi industry,
23	because it would be like critical mass with
24	taxicabs out there if it wasn't. I'm not

sure if you guys know what critical mass is,

1	PROCEEDINGS
2	but yeah.
3	There's a bunch of other apps out
4	there which the IART calls the rogue apps.
5	That is, what they like to do is they like
6	to use Twitter, lots of people that bulldoze
7	past regulations. Which is definitely
8	something that I and my company is against.
9	It's about doing it right because it's meant
10	to be done right.
11	We are actually one of the only
12	apps, actually I might be going out on a
13	limb here by stating this, but we are the
14	only application that actually does
15	integrate with the meter. So all rides that
16	are paid within the application, the
17	information is directly fed electronically
18	into, from the meter, from the central line
19	pulsar meters. So when I saw that in the
20	rules I applauded that because
21	THE CHAIR: You're, pardon me,
22	you're now operating
23	MR. DEWILLERS: Not in New York.
24	THE CHAIR: Yeah, elsewhere in the

U.S.?

1	PROCEEDINGS
2	MR. DEWILLERS: We're in 40 cities
3	in the United States, yes.
4	THE CHAIR: And in those places or
5	at least in some of them the fare is fed
6	directly from the meter without driver
7	intervention?
8	MR. DEWILLERS: Correct. Correct.
9	THE CHAIR: That's interesting.
10	And through the T-PEP like systems, there
11	are those that are sort of from the meter in
12	a bluetooth way?
13	MR. DEWILLERS: So it's actually
14	done through, because in many cities the
15	systems aren't regulated, it's open market.
16	So that what we do is we actually provide,
17	and this is more to my point that I was
18	going to bring up, we provide a dedicated
19	device, which you have also brought up as
20	well, that stays with the car. There's a
21	bluetooth download for all of the meters
22	that integrates into the device that's in
23	the car. And then that goes to the servers,
24	that then goes to the passenger's

application. So at the end of the ride you

1	PROCEEDINGS
±	FROCEDINGS

2	just literally hit, you end the ride, and it
3	goes directly into our device that we
4	provide for the fleets for free, we work
5	with fleets in where it's applicable, and
6	then it goes to the driver. So the driver
7	actually or I'm sorry, it goes to the
8	passenger. So the passenger actually gets
9	the fare amount plus whatever extras, tolls,
10	things like that. And then they add their
11	tip on whatever they want to put it on,
12	approve it, and then it sends it back to the
13	driver's device that way.

My question is, it's pretty
apparent that by integrating with T-PEP and
also the meter, that having a driver having
it on their personal phone to actually
integrate with the meter is impossible. The
fail rate is just astronomically high for it
to actually integrate there. So in my
opinion that requires an in-car device that
stays with the car.

My question is, with this being the case, is there going to be any regulations as to how many devices are going

1 PROCEEDINGS

to be in the car and what kind of device
that's going to be in the car, and what else
also is it capable of. If it's left open,
I'm actually one for regulation because it
makes it so it's very clear-cut. It makes
it, without letting that happen it's like
the Wild West. It makes that you'll have a
Christmas tree of devices going off on the
dashboard, and you want to talk about not
safe.

THE CHAIR: I'm glad you raised that because this is something that other folks have raised also in their comments, the advisability of a limitation as to how many devices. You know, I think certainly my inclination, you know, having a conversation with yourself and the other commissioners is that you do not want to have six iPhones mounted on the dashboard, that's just too distracting. So thank you again for bringing that up.

MR. DEWILLERS: And thanks for your time.

THE CHAIR: Thank you.

	218
1	PROCEEDINGS
2	Well, thank you very much,
3	Commissioners. Thank you for your
4	participation throughout. And folks, thank
5	you for your patience. I think this was
6	extremely productive. I'll just tell the
7	people in the audience that I spoke with
8	some of the Commissioners before who had to
9	leave before they left. I think all of them
10	found it very, very informative, very
11	helpful to be able to narrow the issues. We
12	will continue to work with this for people
13	who have said, you know, that they have
14	raised issues that they want to discuss with
15	us, we are going to work with those over the
16	next couple of weeks. I do believe that we
17	will be in a position to finalize this in
18	December and vote on it at our December
19	meeting, so people should expect that. And
20	with that the hearing is concluded. Thank
21	you very much.
22	(Time noted: 2:30 p.m.)
23	

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November 29, 2012

	110Ve111be1 23, 2012	i
\$	151 [1] 3:24	20 192 :5,13
\$.50 [2] 92 :6,13	16 [1] 109 :20	26 [2] 11 :14 52 :20
\$.55 [1] 92 :7	165 [1] 3 :25	27 [1] 121 :4
\$2.50 [2] 92:5,12	17 [1] 60 :4	29th [1] 38:25
\$2.70 [1] 92:6	178 [1] 4 :3	3
	17th [1] 131:13	30 [5] 33 :16 46 :12 85 :21 98 :13 210
0	18 [2] 35 :21 54 :2	14
07 [1] 142: 3	182 [1] 4:4	30th [1] 38:23
1	19 [1] 6 :6	33 [1] 5 :20
<u> </u>	190 [1] 4:5	34,000 [2] 199 :24,25
1,500 [2] 40 :8 158 :20	1917 [1] 40 :15	35 [2] 121 :21,24
1.0 [1] 100 :10	193 [1] 4:6	35,000 [1] 201 :25
1.2 [1] 48 :12	19-502 [2] 167: 17 169: 18	36 [2] 60 :2 61 :24
1/13,000 [1] 81: 9	19-507(a)(1 [1] 170:5	
1:06 [1] 137: 11	19-511 [1] 171 :13	4
10:27 [1] 5: 5	1980s [2] 168 :15 173 :22	4 [1] 19 :20
100 [1] 3:14	1982 [2] 41 :4 149 :21	4.8 [2] 200 :17,25
109 [1] 3: 15	1985 [2] 166 :2 169 :6	40 [18] 3 :3 27 :24 42 :5 46 :13 47 :10
10th [2] 39: 2,5	1987 [1] 41:9	53 :24 70 :20 83 :11,16 115 :15 145 :
11 [1] 109: 18	1994 [1] 74 :20	17,24 146: 16,22 192: 2,10 198: 7
115 [1] 3 :17	2	215 :2
119 [1] 3: 18	2 [1] 170: 6	45 [1] 28: 19
12 [3] 109 :18 147 :5,24	2,000 [3] 80 :16 115 :18 158 :20	5
12,000 [1] 178 :15	2.0 [4] 15 :20 20 :14 99 :14,15	
12:30 [4] 95 :18,23 109 :22 119 :11	2.2 [2] 200 :20,21	50 [2] 13: 25 181: 18
12:40 [1] 137:6	20 [2] 97 :8 147 :4	50,000 [1] 42:16
12:45 [2] 95: 21 119: 12	20,000 [2] 108: 17 121: 6	500,000 [1] 14:5
120 [1] 71:21	2005 [1] 101 :12	51 [3] 3 :4 121 :4 168 :5
125 [1] 178 :13	2007 [1] 96: 16	55 [1] 29 :9
128 [1] 3 :19	2008 [3] 13: 24 21: 23 96: 22	56th [1] 127:2
13 [2] 109 :18 143 :14	2011 [1] 123 :2	58 [1] 3 :5
13,000 [4] 42 :19 80 :10 121 :7 200 :	2012 [1] 10: 20	6
4	2013 [1] 15: 23	60 [4] 29 :9 83 :15 84 :8 146 :6
13,270 [1] 22:11	205 [1] 4:7	62 [1] 3:7
135 [1] 108:10	20th [1] 10 :20	64 [1] 52 :19
137 [1] 3:20	210 [1] 4:8	69 [1] 3: 8
14 [2] 40 :6 109 :19	212 [1] 4: 9	
14,000 [2] 120 :6 199 :23	22 [1] 42 :20	7
140 [1] 3:21	23,000 [1] 42 :20	70 [1] 29 :7
144 [1] 3:22	24 [1] 54: 2	74 [1] 3 :9
149 [1] 3: 23	24/7 [1] 63 :3	75 [4] 75 :17 90 :18,19 93 :18
15 [2] 85 :23 192 :7	240 [1] 120 :6	750,000 [1] 164: 17
15,000 [2] 42 :16 159 :17	25 [13] 46 :18 51 :25 52 :5 56 :17 57 :	78 [8] 90 :18 93 :18,19,19,22 94: 10
150 [2] 97 :13,13	17 68 :4 74 :18 147 :4 151 :7,7 174 :	173 :5,8

November 29, 2012

	November 29, 2012	
78-10(a [1] 172 :12	21 149 :9 168 :23 169 :4 206 :24	ad [1] 190: 5
7th [1] 159: 2	accessibility [2] 98:2 148:15	adapt [3] 144:9,12 181:16
8	accessible [5] 17:17 97:18 138:	adapting [1] 181:17
	16 148: 16 183: 6	add [6] 71:22 89:13 186:25 199:3,
8,000 [2] 42 :18,19	accessibles [1] 117:22	7 216: 10
80 [1] 97 :11	accidents [1] 112:19	added [1] 179:8
82 [1] 3: 10	accommodate [2] 61:7 63:7	adding [3] 27:25 150:16 161:18
86 [1] 3:11	accommodation [3] 59:11,25	addition [9] 14:3 16:18 18:9 69:
8th [1] 158:9	60 :23	24 72 :8 104 :12 141 :13 144 :4 185 :
9	accomplish [1] 25:12	10
	accomplishments [1] 98:21	additional [13] 19:18 28:4 39:3
9,000 [1] 115:21	according [3] 105:5 181:18 186:	76 :16 86 :18 87 :24 139 :18 150 :16
90 [3] 3 :12 67 :18 197 :24	24	154: 13 155: 7 157: 3 185: 5 199: 10
95 [1] 79 :14	accordingly [2] 92:9 99:22	additionally [1] 113:25
96 [1] 3 :13	account [2] 76:8 119:5	address [17] 29:21 36:23 37:6,20
99 [1] 198 :19	accountable [1] 122:22	38 :2 57 :22 70 :15 82 :23 87 :2 99 :
Α	accounting [2] 19:25 81:25	11 117 :5,9 127 :3 135 :10 142 :18
a.m [1] 5 :5	accounts [1] 13:25	166: 20 183: 7
ability [15] 19:5 26:2 28:15 29:10,	accrued [1] 174:17	addressed [2] 82:8 94:25
12,13 34 :12 60 :15 62 :7 71 :12 111 :	accumulating [1] 188:18	addressing [1] 183:8
19 142 :7 148 :7 167 :11 209 :6	accurate [1] 198:13	adds [1] 33:10
able [29] 15:2,14 16:8 18:23 19:21	achieve [2] 114:6 155:4	adhere [1] 30 :12
20 :3 22 :10,12 23 :4 24 :4 25 :2 27 :8,	achieved [1] 72 :14	adjusted [1] 92:8
13 28 :10,23 33 :4 72 :9 75 :24 83 :20	acierno [21] 3:3 38:18 39:8,25 40:	adjustment [1] 92:2
85 :14 95 :20 149 :16 157 :2,14 165 :	3 43 :4,7 46 :16 47 :6,9,13,18,25 48 :	administration [4] 79 :6 80 :6,19
7 185 :17 187 :5 200 :2 202 :25	6,8,18 49 :10,20 50 :2,19,23	194:14
absence [1] 160:9	acierno's [1] 94:3	administrative 3 75:8 167:18
absolutely [7] 8:4,9 54:13 124:16	acknowledge [2] 35:2 166:12	176: 20
152: 21 195: 7 201: 16	acquirer [1] 92:14	administratively [1] 79:5
absorbed [1] 71: 7	across [7] 98:10 101:3 103:5 108:	adopt [3] 10:21 121:14 199:5
ac [1] 143:9	18 118 :14 141 :11,11	adopted [5] 11:4,17 12:11 68:11
	act [2] 91:16,25	107: 25
accents [1] 61:7 accept [21] 25:13 37:24 61:12	acting [2] 79 :2 173 :13	adopting [1] 12:3
•	action [2] 11:24 122:6	adoption [1] 105:7
103 :25 124 :23,24 125 :3,6 126 :8	actions [1] 204:24	advance [1] 6:14
142 :7 167 :7,10,20 170 :20 173 :23	active [1] 74:17	advancement [2] 185:25 196:2
175 :9,10 181 :12 187 :5,6 206 :20	actual [5] 12:2 16:20 66:7 117:7	advancing [2] 115:24 178:25
acceptance [4] 13:10 21:25 29:	177:8	advantage [2] 53:8 113:6
24 101:14	actually [41] 15:2 21:16 24:8 52:8,	advertent [1] 47:2
accepted [6] 112:25 113:2,13	18 53 :4 58 :9 59 :17 73 :12 88 :7	advertising [5] 83:17,18 85:15
125 :16,23,24	111:15 124:8 136:15 138:7 146:4	86:6 189:25
accepting [7] 26:3 31:22 112:23		advisability [1] 217:15
113 :8 143 :2,7 160 :19	160: 13 182: 22 183: 5 184: 3,22,25	advise [1] 144:8
accepts [3] 101:4 107:6,7	186: 21 187: 18 188: 3 190: 6,19,25	advocacy [1] 58:17
access [8] 18:4 63:3 75:24 148:	197: 20 213: 8,15,21 214: 11,12,14	advocating [1] 207:44

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215:13,16 **216**:7,8,17,20 **217**:5

advocating [1] 207:14

November 29, 2012

affected [2] 71:25 141:9 affects [1] 76:17 affiliated [3] 172:8,10 204:15 affiliation [1] 38:11 afford [1] 168:19 **affordable** [1] **71**:19 **afoul** [1] **131:**2 african-american [2] 116:25 **210**:20 afshar [3] 63:22 68:17 69:3 afternoon [10] 128:18 151:16 **178**:7,8,9 **182**:14,16 **193**:15 **196**:4 212:17 age [2] 14:17 179:2 agencies [2] 15:17 99:5 agency [3] 7:10 84:19 123:11 agency's [1] 22:3 agenda [1] 9:9 agent [2] 185:16 188:24 aggregate [1] 80:23 ago [17] 8:23 33:16 46:19 50:9,10 **51:**24 **60:**22 **62:**3 **94:**24 **102:**18 **104**:5 **106**:2 **144**:2 **165**:20 **166**:25 **174**:20 **190**:3 agree [7] 58:5 114:13 117:17 164: 11 **186**:15 **198**:12 **207**:15 agreed [2] 89:19,21 agreement [4] 67:17 73:5 94:3 **160**:6 ahead [8] 43:2 95:22 131:22 139: 10 **140**:4 **156**:20 **198**:10 **208**:12 aid [1] 183:9 air [3] 32:19 112:12 133:8 airport [1] 57:10 airports [1] 197:25 alarming [1] 196:25 alarmist [1] 102:10 alerts [3] 14:24 30:16 141:15 aligned [1] 19:2 alike [5] 129:24 130:19 131:5 145: 5 **181:**8 alison [6] 8:16,17,18,22 9:4 11:6 alive [1] 204:5 alliance [4] 4:4,5 178:5 182:19 allow [29] 16:3,12 18:10,15 23:11,

16 **24**:8,9 **46**:4 **49**:11 **54**:6 **58**:2 **72**: 16 **94**:13 **98**:18 **100**:3 **104**:25 **111**: 7 123:19 124:22,24 132:20,25 133: 4 **170:**20 **173:**18 **194:**9,11 **197:**5 allowance [1] 146:20 allowed [11] 41:3 47:2 54:11 64: 20 65:9 106:5 125:6 127:19 138:5 **186**:16 **201**:14 allowing [17] **18:**19,22,24 **19:**12, 23 34:24 44:6 46:17 64:2 89:7 97: 17 **150**:3 **176**:16 **177**:7 **182**:5 **208**: 19.20 allows [12] 14:8 25:22 28:6,14 29: 2 **46**:23 **93**:23,25 **111**:14,25 **149**: 14 **188:**3 almost [6] 60:23 75:25 112:18 **179**:2,25 **210**:18 alone [3] 101:25 159:16 180:11 already [18] 9:2 16:24 22:13 28: 12.16 **43**:14 **49**:8 **85**:4 **114**:17 **120**: 10 **135**:17 **142**:15 **148**:14 **149**:9 **163**:20 **164**:6 **185**:6 **209**:18 **alternate** [1] **62**:13 alternative [1] 207:25 although [4] 60:11 61:14,19 89:9 amazed [1] 7:6 amazing [1] 183:14 amber [1] 30:16 amend [1] 168:5 amended [2] 71:5 124:3 amendment [1] 91:15 amendments [2] 70:24 71:9 amends [1] 169:18 america [2] 58:14 59:6 american [2] 84:23 108:6 among [2] 10:5 170:25 amos [5] 3:9 68:19 74:15 84:17 85:11 amount [13] 28:13 53:13 79:9 82: 24 **142**:22 **146**:13,14 **147**:7,8 **152**: 4 **155**:4 **208**:23 **216**:9 analogy [1] 191:12 analysis [1] 197:3 analyze [2] 65:23 179:23

anat [1] 119:23 and/or [1] 53:3 anecdotally [1] 147:22 angela [1] 11:9 angeles [7] 4:3 151:14 178:4,6,9, 11 **182**:10 angelique [1] 11:13 angle [1] 175:16 ann [1] 59:23 announced [2] 64:24 117:12 announcements [1] 15:16 another [26] 6:12,17 14:20 28:21 **44**:9,12,17,20 **67**:12 **68**:3 **73**:2,16 **84**:2 **91**:19 **106**:7.7 **109**:21 **127**:4 **146:**5 **159:**20 **162:**18 **177:**23 **190:** 22 **207**:23 **211**:13 **213**:18 answer [15] 36:3 100:12 107:17 123:20 125:11 127:9 128:13 132:3. 23 **134**:10 **166**:5 **176**:3 **182**:7 **200**: 10 201:9 answering [1] 175:5 anticipation [1] **195**:20 anti-technology [1] 66:16 anxiety [1] 62:23 anybody [6] 48:8 66:8 127:6 164: 20 **189:**3 **195:**5 anyway [3] 38:4 191:13 201:6 apart [2] 28:7 149:7 api [1] 93:8 apologize [2] 177:20 200:18 **app** [90] **21**:14 **23**:25 **24**:11,20 **26**: 17,21,22 **28:**5 **31:**11 **32:**12 **36:**25 **37**:8,21,24 **44**:7 **46**:24 **50**:15 **52**:11 **57:**12 **75:**13,14 **87:**4,15 **88:**17 **89:**3, 20 **90**:6 **94**:17 **96**:8,22 **97**:6,19,20 **98**:17,19 **110**:18 **113**:15,18 **124**:5 **126**:23 **128**:4 **130**:19 **131**:10 **132**: 10 **134:**8,9 **135:**5 **150:**20 **151:**19, 20 **152**:5,20,23 **153**:2 **156**:5 **157**: 11,15 **158**:10 **161**:2 **164**:13,16 **176**: 16,17 **177**:11 **180**:24 **181**:3 **183**:24 **187**:12 **190**:12 **191**:17 **197**:16,21 **202**:17,24 **203**:7,7,9 **204**:2,2 **206**: 19 **207**:22 **208**:4,6,7,7,8 **210**:23,24 **211:**8,16

STENO-KATH REPORTING SERVICES, LTD. (212)95-DEPOS (953-3767) * (914)381-2061 stenokat@verizon.net

analyzing [1] 179:12

November 29, 2012

apparent [2] 175:2 216:15 apparently [2] 146:6 200:22 appear [2] 122:12 159:12 appears [4] 66:11 95:11,19 97:3 applaud [4] 116:20 117:7 183:23 **212**:23 applauded [1] 214:20 applause [3] 110:10,13 212:9 apple [1] 97:9 applicable [2] 172:15 216:5 application [25] 17:9 54:7 56:19 **75**:19 **89**:16 **93**:22 **94**:12 **96**:19 **98**: 8 **103**:24 **110**:21 **114**:5 **123**:2 **138**: 5.7 **169:**23 **171:**20.23 **172:**13.16. 21 173:9 214:14,16 215:25 applications [31] 11:5,7,18 17: 212:5 19 **23:**10 **29:**20 **30:**25 **42:**10,12,13 **51:**21 **53:**25 **55:**21 **64:**10 **69:**23 **100**:4 **101**:23 **104**:17 **111**:5 **113**:23 **122**:16 **129**:19 **130**:8 **138**:11.18.23 **166**:23 **170**:19 **172**:22 **181**:20 **205**: applied [1] 112:6 apply [4] 16:5,8 111:22 128:5 applying [1] 91:25 appreciable [1] 198:4 appreciate [11] 50:19 69:20 70:5, 7 **74**:11 **154**:17 **162**:24 **172**:20 **182**: 12 **183:**4 **213:**12 appreciated [1] 210:12 approach [5] 15:25 16:2 162:15 **181**:15 **196**:13 approaches [1] 162:6 appropriated [1] 178:16 approval [3] 11:15 90:22 179:17 **approve** [1] **216**:12 approved [9] 11:19 24:18,20 92: 24 104:5 111:24 113:18 132:17 19 150:11 approving [1] 71:2 approximately [11] 13:25 27:24 **40**:7,9 **42**:16,18,19,20 **60**:4 **120**:6 associated [1] 79:6 apps [84] 3:24 9:13 19:12,13 22: 25 **23**:17 **24**:2,18,19 **26**:25 **29**:5,23 association [11] 3:17 4:3 58:14

30:4.24 **37**:10 **44**:22 **46**:19 **50**:7 **56**:20 **86**:24 **87**:6 **97**:8 **111**:6,7,16 112:15 113:22 114:23 123:6,15,17 **128**:5,6 **129**:21 **130**:21,23,24 **131**: 9,21 **132:**25 **133:**4,12 **137:**13 **138:** 7,15 **139**:5 **142**:16,17 **143**:2 **145**:8, 20 148:6,25 149:9 150:5,13 151:3, 9,17 **153:**5 **155:**19 **159:**5 **163:**8 **164**:4.17 **177**:7 **178**:18 **179**:4 **190**: 25 **191:**5 **204:**22 **206:**3,13,23,25 **207**:4,6 **208**:25 **212**:5 **213**:8,14 **214:**3,4,12 arbitrary [4] 174:11,16,24 175:8 area [2] 25:15 197:22 areas [6] 65:6,8 180:2,8 207:19 aren't [5] 25:19 44:18 127:20 187: 25 **215**:15 argument [1] 122:12 argumentative [1] 207:21 arguments [3] 102:9,10,11 arlene [2] 6:20 110:2 arm [4] 102:22 107:10 138:21 157: around [22] 25:23 37:22,23 39:23 **40**:17 **45**:25 **66**:2 **108**:20 **115**:16 **121:**16 **129:**14 **142:**14,15,23 **148:**3 **149**:18 **159**:23 **185**:3 **186**:11 **195**: 10 **205**:9 **212**:21 arout [4] 5:7 10:15 59:7 110:11 arranges [1] 133:23 arrive [1] 28:15 arrived [1] 112:20 art [1] 198:21 ascertain [1] 170:8 ashwini [11] 21:8,11 36:6,7,17 67: 4 117:6 151:25 161:22 186:12 209: asian [1] 64:5 asks [1] 100:6 aspect [1] 103:16 assistance [2] 63:15 165:13 assistant [1] 8:19

59:6 **64**:4,5 **65**:15 **115**:10 **118**:8 **129:**2 **178:**13 associations [1] 65:4 assume [5] 70:22 80:13 163:13 **202:**12.14 assumed [2] 192:23 200:23 assuming [2] 200:18 202:17 assumption [8] 170:23 201:24 203:6,12,16,22 204:6,7 assumptions [2] 202:23 203:5 assure [1] 119:15 assuredly [1] 112:18 astronomically [1] 216:19 attachments [1] 165:22 attempting [1] 112:17 attend [1] 204:20 attention [5] 27:9 100:14 140:19 **162**:11 **199**:24 attraction [1] 158:23 attractions [1] 180:20 attractive [1] 27:2 audible [1] 30:17 audience [4] 139:7,12,16 149:25 audio [1] 18:7 auditorium [1] 8:17 august [3] 151:21 158:9.9 australia [1] 135:14 **authorize** [1] **18:**23 authorized [6] 15:25 16:2,6 73:8 90:21 159:5 authorizing [2] 16:9,19 automated [3] 13:17 26:18 41:24 avail [1] 34:5 availability [7] 122:9 128:9 187:7 **201**:19,20 **202**:19 **206**:19 available [26] 9:21 16:14 26:7 27: 12 **41**:16 **47**:24 **48**:2,2,5 **52**:3 **61**: 13 **66**:5 **68**:3 **75**:22 **97**:11 **100**:12 **103**:9 **113**:16 **122**:5 **130**:10 **132**:2 **200**:9 **201**:12,13,18 **202**:20 average [6] 48:4 83:8 102:19 121: 25 147:3,5 avik [4] 3:18 115:6 119:8 120:3 aviv [1] 205:12 avl [1] 53:17

November 29, 2012

avoid [3] 31:6 33:22 66:17 avoided [1] 91:11 avoids [2] 31:11,12 award [1] 96:19

aware [5] 27:11,12 56:18,20 151:

away [6] 27:10 30:21 101:6 118: 17,21 **201**:20

aye [3] 10:23 11:19 12:4 ayes [2] 10:24 11:20

В

baby [1] 60:8

back [40] 5:22 6:11 7:11 13:20 16: **17**:16 **21**:6 **26**:20 **27**:19,20 **40**: 23.25 **41**:14 **51**:14 **57**:10 **65**:12 **67**: **68**:11.12 **74**:20 **79**:14 **84**:17 **92**: **100**:7 **127**:25 **139**:8,13 **142**:3 :10 **147**:16 **151**:22 **152**:25 **155**: **157**:10,22 **160**:5 **173**:22 **175**:18

198:15 **216:**12

backbone [2] 17:14 205:21

backed [1] 130:17

background [2] 36:7 40:12

backseat [1] 15:12

bad [1] 55:15

banned [2] 112:22 174:3

bar [2] 134:14 207:3

barrier [1] 105:7

barriers [2] 152:10 157:3

base [24] 4:3 11:5,7,18 64:4,5 65: 2,5,8 **138**:12 **151**:15 **171**:12,17,24 **172**:4,17 **173**:3,10 **178**:12,13,21

179:14 **192**:4 **198**:6

based [16] 32:8 70:19 73:4 90:21 98:11 146:12,17 158:11 167:5 169: 15 **170**:24 **171**:9 **174**:8 **192**:21,22 **205:**10

bases [6] 11:14 40:7 120:6 180:7, 11 181:7

basic [4] 18:14 67:23 148:22 203:

basically [10] 22:14 31:3 44:8 49: 15 **64**:8 **74**:21 **132**:12 **201**:18 **202**: 14 212:24

basing [2] 138:11 192:15

basis [6] 42:7 76:13 130:2 166:7

167:7 **210**:15

bathroom [1] 147:16

bcac [6] 165:14 166:13,20,22 175:

20 176:3

beach [1] 65:7 **bear** [1] **108**:19

beautiful [2] 121:2 198:25

beauty [1] 157:18

beaver [2] 5:20 6:11

became [3] 40:22 62:2 140:21 become [9] 16:5,14 32:8 88:8 92: 21 96:22 120:22 150:10 155:17

began [1] 40:17

begin [5] 9:8 82:3 90:19 149:13 166:11

beginning [5] 5:5 84:17 85:20

146:19.21 behalf [10] 51:3 64:3 96:5 110:15

118:8 **129**:4 **155**:19 **158**:16 **165**:14 **176:**3

behind [5] 52:7 107:14 145:7 171: 7 204:7

believe [27] **16**:12 **23**:10 **27**:2,15, 17 **29**:4.20 **30**:9 **35**:3 **36**:24 **37**:3 **65**:16 **66**:6 **84**:4,19 **85**:18 **104**:9,19 24 113:11,12 120:12 121:10 138:4

141:25 **145**:8 **177**:10 believed [1] 187:18

believes [1] 203:8

beneficial [3] 156:25 193:4 210:7 benefit [11] 17:4 26:13 61:5 100:

11 **113**:21 **131**:8 **141**:18 **150**:17

153:23 **154:**11 **200:**13

benefiting [2] 142:15 180:25

benefits [6] 26:24 28:7 80:10 145: | bodies [1] 213:10

3 174:17 210:22 bennett [1] 7:21

besides [1] **185**:21

best [8] **64**:18 **71**:23 **72**:5,9 **106**:12

113:23 **134**:20 **143**:17

better [14] 59:16 64:20 72:2 73:6. 9 74:8 108:4 113:21 114:12 117: 20 149:18 150:16 153:11 202:9

between [19] 28:20 29:8 35:6 53: 15 **57**:8 **81**:20 **113**:14 **128**:21 **147**: 3,20 152:25 159:12 160:6 166:4 **175**:4,15 **187**:20 **198**:23 **213**:5

beyond [1] 154:12

bhairavi [3] 4:4 178:4 182:17

bicyclist [1] **55:**13

big [8] 31:16 122:11 130:20 138: 17 **151:**4 **152:**18 **189:**18 **201:**3

bigger [1] 189:8 biggest [1] 71:15

bills [1] 82:5

birthday [3] 140:9,10,16 birthdays [1] 140:17

bit [14] 13:8 18:16 21:18,19 22:5 **39**:24 **64**:20 **72**:25 **83**:13 **118**:11

141:23,24 **147:**23 **163:**3

black [33] 3:25 7:15 23:2,24 34:23, 25 **35**:11 **40**:6 **41**:11,17 **42**:6,17 **43**: 24 **47**:13 **48**:15,17 **50**:5 **56**:19 **57**:8, 9,12 **102**:8 **104**:13 **107**:8,24 **137**:

14 **150**:8 **151**:13 **165**:13 **174**:13.21

175:10 **194**:11

blackberrys [1] 117:24

blast [1] 62:4 bless [1] 151:9

blessed [1] 121:19 blizzard [2] 211:20,22

block [2] 31:25 118:17

blocked [1] 113:19

blocks [3] 25:25 27:10 45:3

blood [1] 200:2 blooded [1] 49:4

bluetooth [2] 215:12,21

board [5] 58:18 65:17 67:19 118:

14 **128:**2

body [1] 155:18 bond [1] 136:6

bonded [1] 96:24

bonding [1] 157:5

bono [2] 128:25 130:2

booking [2] **96**:10,20 **bookkeeping** [2] **81:**6,8

books [1] 36:14

November 29, 2012

boomer [1] 60:9 boon [1] 22:8 bordering [1] 180:8 boroughs [2] 19:22 115:22 borrow [1] 25:22 **boston** [3] **108**:11,13 **212**:3 both [31] 9:10 12:16,21 17:3 18:7 **27**:14 **35**:24 **39**:5,16,17 **41**:3 **44**:6 **52**:14,18 **55**:7 **67**:14 **69**:21 **70**:2 **75**:8 **83**:14,21 **84**:14 **85**:9 **116**:3 **128**:5 **143**:10 **150**:6,8 **182**:18 **183**: 13 **205**:19 **bother** [1] **133**:13 **bothering** [1] **192**:2 bottom [1] 149:11 bravery [1] 213:5 breach [1] 94:23 breaches [1] 94:22 **break** [12] **95**:18,19,23 **109**:23 **119**: 10 **128**:17,21 **137**:5 **176**:9 **192**:23 **193**:19 **195**:20 breaking [1] 146:15 **breaks** [6] **146**:16,21 **147**:16,17 **192**:8 **200**:21 bregman [19] 3:14 90:15 95:15, 25 **100**:17,19,24,24 **105**:24 **106**:10 **107**:12 **108**:5,8,16,23,24 **109**:6,13 **146:**2 bridge [1] 15:4 brief [7] 8:18 128:20 132:22 138: 25 **193**:20 **195**:22 **201**:9 **brighton** [1] **65**:7 bring [6] 23:12 145:2 152:15 162: 2 **163:**3 **215:**18 bringing [6] 140:18 141:19 149:2 **198**:24 **213**:12 **217**:22 **brings** [3] **29**:18 **97**:24 **159**:20 broadcast [8] 116:6,10 124:17 **126**:9,23 **127**:11 **152**:23 **202**:19 **broadcasting** [2] **124**:15,22 broadcasts [1] 160:2 **broader** [1] **84**:13 **broadly** [1] **86:**5 brooklyn [2] 7:22 183:14

brothers [1] **118**:12 brought [6] 56:25 145:23 157:18 **159**:22 **162**:10 **215**:19 brutal [1] 142:25 **builders** [1] **202**:18 building [4] 5:23 6:9 22:13 124: built [4] 102:25 199:21,25 203:23 built-in [1] 148:14 **bulldoze** [1] **214**:6 bunch [1] 214:3 **burning** [1] **27**:14 bus [1] 52:4 **buses** [1] **55**:16 business [38] 5:22 9:7 27:6,17,22 **33**:2 **34**:25 **35**:5 **41**:7 **47**:12 **53**:23 **68**:5 **72**:20,21 **86**:7 **89**:3 **96**:13 **98**: 16 **99:**3,20 **123:**9 **124:**8 **128:**11 **147**:15 **159**:8 **160**:12 **172**:21,23 **194:**18 **195:**13 **196:**21 **197:**15,17 **198**:2 **199**:5,9 **207**:11 **208**:3 businesses [6] 22:10 28:25 86: 10 **182:**3 **189:**23 **190:**5 button [4] 43:20 45:9.15 47:20 bypasses [2] 45:10,11 C

cab [49] 22:7 26:7,14 45:2,4 54:8,9 22 62:9,18 63:4 88:7 89:22 97:18 **106**:22 **107**:11 **111**:2,20 **112**:12 113:8 133:24 138:22 140:7,12 141 18,21 **144:**5,22 **145:**7,12,17 **148:** 23 **149**:15 **150**:8,15 **159**:4,18 **170**: 7 **171**:9 **190**:10 **194**:22,23 **199**:3,5 **201:**20 **210:**13,14,16,17 **cabs** [30] **13**:24 **14**:23 **15**:13 **18**:12 **19**:5 **33**:16,19 **42**:14 **57**:9 **62**:22 **103**:8,9,19 **106**:5,17 **107**:9,10 **108**: 15 **112**:8 **115**:16 **116**:11,13,17 **143**: 3 **148**:16 **149**:21 **150**:25 **158**:20 **194:**9 **210:**21 cabulous [2] 4:9 212:20 **calculates** [1] **26:**10 calculation [3] 26:12 80:11 200:

call [12] 12:20 38:11 43:21 46:25 **83**:5 **97**:17,20 **111**:11 **112**:23 **171**: 7 **180**:24 **210**:19 called [4] 40:20 41:20 97:20 212: calling [2] 35:11 47:21 calls [6] 33:20 42:8 102:20 175:9 **210**:18 **214**:4 came [9] 40:14 52:4 106:11 110:7 **116**:8 **127**:8 **142**:2 **200**:22 **204**:12 canada [1] 135:14 cancel [1] 207:6 cannot [20] 62:10,14 67:16 68:9 **72:**4.7 **75:**4 **91:**18 **105:**20 **106:**6 **123**:22,23,24 **127**:10,11 **168**:18 **169**:14 **181**:21 **197**:23 **210**:6 cap [2] 121:7 185:11 capa [1] 38:23 capabilities [1] 17:8 capability [5] 14:22 20:2 79:4 **161:**2.18 capable [2] 211:23 217:4 capably [1] 21:21 capacity [1] 96:15 capitalist [1] 120:17 capped [1] 135:23 capping [1] 89:8 capricious [4] 174:11,16,24 175: capture [1] 18:21 captured [1] 19:16 car [53] 3:25 23:3,24 29:3 31:24,25 **34**:23,25 **35**:11 **40**:7 **41**:11 **42**:6 **43**:19,21,24,25 **45**:10 **47**:14,20,22, 23,25 **48:**2,5,15,17 **50:**5,14 **54:**25 **56**:19,19 **57**:12 **102**:8 **104**:13 **107**: 24 **112**:5 **118**:17,20 **137**:14 **138**:8 **150**:8 **151**:13 **165**:13 **174**:14,21 **190**:16 **194**:11 **208**:24 **215**:20,23 **216**:22 **217**:2,3 card [24] 9:12 13:3,10,16,22 15:22 **22**:4,7,16 **26**:20 **28**:11 **53**:17 **74**:20 **77**:14.18 **90**:25 **91**:19 **94**:16 **101**: 14 **133**:16 **142**:8 **150**:24 **169**:3 **185**:

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brother [2] 40:19 140:8

November 29, 2012

cards [11] 13:11 21:25 22:12 54: 10 182:23 193:6 **156:**10 **167:**9 **175:**4 **202:**3 **challenge** [1] **148**:20 **choosing** [1] **155**:19 21 **75**:18 **79**:6 **90**:9 **94**:17,18 **102**:2 134:7 challenges [1] 142:18 chorus [2] 10:24 11:20 care [6] 19:25 76:4 80:10 92:4 140: **chance** [1] **34**:9 chosen [3] 84:3 97:20 172:3 23 189:7 chances [1] 202:20 christmas [2] 210:11 217:9 carefully [5] 115:25 116:22 119:3 change [9] 9:17 25:6 47:3,3 84:11 chunk [1] 145:6 **151**:24 **209**:9 cira [4] 4:3 151:14 178:3,11 **108:**2 **145:**19 **148:**6 **193:**15 carmel [1] 120:3 **changed** [3] **52**:9 **94**:13 **150**:25 cit [1] 82:22 citation [1] 169:12 carone [1] 5:7 changes [4] 64:17 98:5 129:20 cities [16] 23:23 31:2 66:2 96:23 carriage [1] 107:19 **183:**10 carry [1] 178:21 changing [4] 44:24 45:7 74:4 178: **102**:3 **108**:7 **120**:21 **121**:15 **130**:5 cars [12] 7:15,15 31:9 41:18,25 42: **135**:13 **142**:14 **205**:9,11 **213**:10 11.17 **44:**5 **57:**8 **107:**7 **175:**10 **197:** channel [6] 83:23,25 84:3,9 85:7, **215:**2.14 citing [1] 211:17 case [5] 55:4 77:12 154:24 181:21 **channels** [1] **96**:10 city [82] 7:2 8:24 13:24 14:25 15: **chapter** [8] **58**:18 **90**:18,19 **93**:19, 17 **17:**5 **24:**3 **40:**17 **47:**4 **51:**11 **60:** cases [8] 38:9 67:10 78:16,20 79: 22 168:5 173:5,8 5 **63**:4,11 **67**:6 **72**:6 **74**:17 **83**:19 8 **83:**16 **85:**13 **134:**13 **charge** [18] **7:**23 **75:**4,15,17 **85:**12 **84**:18,19 **86**:10 **96**:14 **97**:15,25 **98**: cash [8] 22:15 26:19 81:18 91:18 **87**:4,12,15 **88**:18 **89**:3,15 **96**:4,5, 18 **100**:4 **102**:12 **103**:19 **104**:18,22 92:9.10.12.16 15,18 **99:**9,22 **100:**6 **106:**4 **107:**4 **120:**22,24 **121:**4,12, catch [2] 102:3 148:23 charged [6] 37:12 87:11 88:7,11, 13,18,23 **122**:8 **127**:14,16,23 **128**: category [1] 133:8 21 **89:**20 11 **131**:11 **135**:24 **138**:13 **140**:6,24 cause [1] 175:17 **chargers** [1] **103**:22 **141**:19 **142**:10,19 **143**:21 **144**:14 caused [2] 168:21 175:3 **charges** [3] **87**:10,25 **88**:2 **147:**10 **148:**13,24 **149:**16 **150:**9,14 caution [1] 179:10 charging [2] 96:20 138:19 **151:**8 **161:**6 **166:**3,3 **167:**12,18 chased [1] 55:14 caveat [1] 172:10 **169**:6.17 **170**:14 **172**:24 **175**:23 chauffeur [1] 40:16 cease [1] 62:8 **176**:19 **178**:16 **179**:6,21 **180**:2,19 cell [2] 112:20 199:20 cheapest [1] 208:21 **195**:18,19 **197**:4,10 **199**:22 **211**:18 central [11] 27:6,17 147:15 180:9, check [1] 126:2 city's [6] 61:5 120:14 122:10 143: 12.18 **197:**15.17.21 **198:**2 **214:**18 checks [3] 80:12.15.16 16 **145:**3 **172:**24 centrally [1] 81:8 cherry [2] 33:18 175:14 claims [1] 198:7 clarification [2] **154**:18 **156**:22 cents [8] 76:6 77:11 78:3 79:24 chhabra [11] 12:25 20:23 21:10, **80:**8 **82:**4 **188:**13,22 11 **36**:13 **117**:6 **146**:12,23 **147**:2, clarified [1] 87:3 11.14 **ceo** [4] **4:**7 **100:**25 **120:**3 **205:**7 **clarify** [2] **54**:12 **79**:22 certain [5] 41:20 85:6 152:11 171: chicago [5] 108:11,13,15,17 212: clarity [7] 153:12 155:5,8 159:22 **163:**3 **164:**9 **187:**13 6 **176**:23 class [1] 41:6 certainly [15] 32:23 34:11,18 35: chicken [1] 156:15 chief [2] 84:15 165:12 15 **83:**22 **94:**6 **100:**12 **153:**12 **155:** clean [1] 156:13 child [1] 18:2 11 **162**:23 **163**:9 **187**:11 **189**:20 clear [13] 37:13 82:2,4 94:4 151:3 **201:**25 **217:**16 **chinatown** [1] **55**:14 **153**:23 **155**:12 **185**:23 **186**:9 **187**: certainty [1] 150:21 chip [1] 101:5 10,21 **198:**14 **204:**18 certificate [1] 204:21 choice [5] 83:24 84:7 92:22 111: clear-cut [1] 217:6 cetera [2] 76:12 89:15 15 **208**:5 **clearer** [1] **55:**5 choices [1] 208:9 chairman [10] 96:2 100:19 110: clearly [1] 54:10 15 **128**:19 **137**:3 **158**:15 **160**:7 **178**: choose [7] **83**:25 **135**:4 **136**:23 clients [1] 85:2

November 29, 2012

climbed [1] 13:23 21 146:8,24 147:9,13 176:5,11 **171:**19 close [8] 53:24 63:5 95:20 102:24 communications [3] 91:8 171: **177**:11,19,25 **182**:9 **191**:8,21,24 **112**:7 **145**:14 **204**:8,25 **192:**25 **193:**5 14 **173**:12 closed [1] 140:11 comment [10] 37:3 38:24 44:9 74: **community** [1] **149**:10 closely [1] 161:24 22 **75**:20 **76**:3 **81**:12 **93**:19 **94**:9 commute [2] 192:12 200:19 closures [1] 15:5 companies [23] 50:4,6 52:25 53: **172**·10 CO [1] 139:5 comments [20] 36:3 39:3,23 52: 4 **72**:4 **88**:18 **97**:13 **107**:25 **120**:17 code [9] 17:24 19:20 92:10,11 167: **122:**21 **123:**2,21,22 **127:**10,12 **130:** 19,19 **56:**10 **68:**14 **70:**10,15 **90:**2, 18 **169**:18 **170**:6 **171**:14 **176**:20 18,19 93:17,18 94:4 99:24 138:2, 18 **136**:2 **171**:25 **181**:3 **184**:11,23 coffee [1] 22:19 25 **183**:22 **217**:14 **187**:12 **198**:19 commerce [1] 153:21 cogency [1] 119:19 company [20] 38:13,13 40:20,23 cogent [2] 115:5 119:18 commission [36] 5:6 10:21 11: **41**:25 **84**:18 **96**:4,16 **97**:22 **99**:2,20 cognizant [1] 32:4 24 **41**:4 **44**:10 **63**:12,15 **64**:2 **65**:23 **100**:5 **108**:19 **134**:20 **158**:11 **171**: cold [3] 8:2 49:4 168:20 **70**:25 **71**:4 **76**:9 **90**:23 **92**:19 **93**:7 22 **173**:2 **198**:18 **212**:19 **214**:8 collated [1] 56:10 94:25 96:3 98:6 99:23 100:6 104: company's [1] 123:9 colleagues [4] 62:20 117:11 193: 4 111:23 119:3 128:20 131:23 143: compare [2] 121:12 189:5 22 198:20 13 **161**:23 **166**:21 **173**:22 **178**:11 compartment [1] 91:10 **collect** [14] **14**:4 **33**:5 **76**:11,21 **77**: **181:**25 **210:**3 **211:**12.13.14.23 compete [1] 180:15 commissioned [1] 41:5 6,9,15,18 **78**:18,21,22 **79**:9,14 **114**: competing [2] **84**:24 **163**:25 commissioner [28] 8:12.19 10: competition [6] 16:15 52:25 71: collected [2] 77:21 78:8 17 **12**:25 **20**:23 **21**:12 **58**:22,24 **59**: 18 **85**:9 **105**:14 **130**:10 collecting [4] 78:5 79:16 82:3,6 10 **63:**25 **64:**7 **65:**17 **67:**4 **89:**12.14 complain [1] 122:4 collection [3] 13:18 18:17 77:5 **115**:11 **121**:22 **122**:14,18 **124**:7,10 **complaining** [1] **125**:25 complains [1] 122:3 collective [1] 196:2 **125**:25 **127**:9 **128**:2 **132**:6 **146**:9 collects [1] 78:19 **165**:9 **191**:22 complaints [4] 86:15 87:19 88:9 columbia [1] **55**:13 **commissioners** [39] **5**:7.9 **8**:15 **211:**8 come [19] 21:6 37:14 45:12 54:23 10:5,8,13 12:13 20:16,24 21:11 36: complement [1] 19:7 **89**:16 **116**:13,14 **124**:3 **128**:3 **132**: 2,6,16 38:4 56:6 74:2,15 86:21 90: **complements** [1] **17:**10 15 **139**:13,21 **147**:16 **156**:4 **164**:3 17 **95**:17 **109**:25 **110**:15 **115**:9 **119**: complete [4] 18:24 43:2 60:19 **182:**20 **195:**23 **210:**9 **212:**2 12.14.16.22 **120**:2 **122**:24 **127**:24 **187:**13 comes [13] 67:8 85:8 86:8 122:11 **130**:12 **137**:3,7,15 **165**:20 **190**:20 **completed** [1] **19**:14 completely [6] 118:24 120:14 **123**:17 **143**:17 **146**:3 **152**:4 **160**:5 **193**:6 **212**:12 **217**:19 **168**:16 **184**:5 **187**:19 **211**:22 **commissions** [1] **173**:21 **143**:10 **191**:4 **194**:17 **199**:14 commission's [2] 69:20 70:17 comfort [1] 207:2 complex [1] 207:17 comfortable [2] 168:17 196:3 commit [1] 63:16 compliance [3] 90:24 99:17,18 coming [12] **52**:10 **115**:13 **123**:10 commitment [2] 196:9 210:24 complicated [2] 98:7 133:15 complimented [1] 90:20 **127**:4 **145**:25 **147**:14 **185**:14 **188**: **committee** [6] **58**:17 **110**:16 **114**: comply [2] 91:24 132:15 24,25 199:19 211:20,24 9 **131:**9,10,15 committing [2] 61:15 204:16 complying [1] 91:14 **comm** [62] **5**:10 **10**:15 **47**:7,15,23 common [3] 60:16 101:24 105:6 composes [1] 178:13 **48**:4,7 **56**:14,16,22 **57**:11,19 **59**:7 compounding [1] 67:11 **69**:7 **76**:20 **77**:2,22 **78**:2 **79**:23,25 communicate [6] 15:5 50:8 59: **80**:17 **95**:5,8,13 **100**:22 **105**:23,25 16 **62:**8,17 **165:**25 comprehensive [1] 128:3 **communicating** [2] **50**:7 **61**:3 computer [1] 42:10 **106**:23 **107**:2 **108**:5,14,21,25 **110**: communication [8] 30:7 53:14 11 **125**:8,10 **126**:13,17 **132**:7,10 **computers** [1] **41:**25 **135**:2 **143**:20,23 **144**:6,15,19 **145**: **59:**21 **62:**21 **63:**3 **104:**8 **157:**23 conceivable [2] 66:21,24

November 29, 2012

conceived [1] 105:16 concept [9] 121:14 168:2 195:21 **198**:14,25 **199**:4,7 **202**:21 **203**:2 concern [17] 30:19 31:17 32:22 **33:**25 **34:**4.22 **35:**2 **37:**19 **67:**13 **84**:15 **118**:10 **129**:16 **138**:17 **140**: 25 **152**:18 **155**:16 **161**:21 concerned [6] 55:10 57:22 135:6 **186**:8 **187**:9 **189**:12 concerning [1] 98:5 concerns [14] 37:5 38:3 52:15,21 **64**:11 **71**:15 **99**:8 **117**:10 **118**:9 **129**:23 **130**:4 **134**:3 **182**:6 **185**:3 conclude [2] 162:19 190:7 concludes [2] 20:13 192:3 **conclusion** [1] **68**:10 **conclusions** [1] **192**:23 **conditioner** [1] **112**:13 conditions [4] 73:12,17 142:25 **211:**17 conduct [1] 71:6 conference [2] 65:14 131:13 confirm [2] 23:20 25:13 confirmation [2] 152:24 160:5 conflict [1] 129:6 conform [2] 158:12.14 conformance [1] 159:13 confusing [2] 162:8 206:13 confusion [2] 26:6 207:9 congratulations [2] **64**:6 **115**:12 connect [5] 133:14 152:22 153:6 **170**:19 **177**:7 connecting [2] 149:7 150:17 connection [3] 143:24 165:17 **177:**9 consequences [5] 67:21 68:7 **116:**20 **159:**6 **205:**18 consider [5] 67:7 90:23 99:23 **140**:14 **188**:12 considerable [1] 142:21 considerably [1] 60:8 consideration [8] 70:17 91:2 **100**:15 **104**:20 **131**:17 **132**:4 **135**: 18 **167**:4 considerations [2] 67:12 119:4

considered [1] 66:16 considering [2] 61:5 98:6 consistent [2] 119:18 206:11 consistently [1] 97:7 consists [1] 114:21 consolidate [2] 68:24 69:12 constraints [1] 134:18 consult [1] 144:5 consultant [1] 144:7 consulting [3] 3:4,7 39:10 consumer [12] 37:7 87:19,21 88: 9,14 **91:**16 **153:**24 **154:**5 **157:**15 **162**:9 **184**:18 **213**:20 consumers [3] 131:3 135:4 184: 20 contain [2] 16:23 104:10 contemplated [2] 101:20 168:13 contemplates [1] 111:3 content [12] 15:14 17:7 18:3,5,7 **83:**16,19,20 **84:**7,9 **189:**14,21 contentious [1] 91:14 context [1] 21:18 continue [8] 13:9 17:14 63:16.19 **70**:13 **82**:10 **141**:16 **208**:10 continues [1] 142:11 continuity [1] 9:11 contract [12] 67:12,14,18 69:19 **71**:14,16,20 **72**:11 **73**:2,25 **114**:14, 17 contractor [1] 92:20 contracts [10] 15:22 16:10.25 72: 12,16 101:13,22 105:15 111:3 185: contrary [1] 197:20 contribute [1] 83:20 contribution [1] 92:4 control [1] 167:11 convenience [6] 28:5 71:21 110: 22 **111**:8 **142**:18 **197**:8 convenient [5] 28:9 35:9 91:5 **101**:16 **111**:11 conversation [2] 209:19 217:18 conversations [2] 33:14 35:18 convey [2] 173:12 196:11

conveying [1] 171:15 conveys [1] 173:2 **cooperative** [1] **83**:23 copies [5] 66:5 95:6 130:11 131: 24 176:10 **COPY** [4] **68**:5 **120**:19 **176**:11 **200**:9 corner [1] 116:16 corners [2] 25:23 45:25 corporate [1] 29:3 **corporation** [1] **165**:13 correct [20] 48:10 57:4 77:13,15, 24 79:11,13 124:17,25 126:16 144: 16 **146**:23 **153**:10,19 **163**:24 **176**: 14 **177:**4.15 **215:**8.8 correlation [1] 191:9 correspondingly [1] 54:14 cost [6] 63:6 75:23 80:21 81:10 91: 5 **185**:17 costly [2] 91:7,8 costs [6] 75:8 76:17 80:19.23 81: 3 **185:**5 couldn't [2] 116:9 159:11 council [7] 19:3 166:3 167:12 169: 6.17 172:24 176:20 counsel [2] 128:23,25 count [2] 12:3 192:8 counting [1] 192:11 countries [1] 108:9 country [4] 60:3 129:7 142:14 **213:**2 **couple** [13] **5**:15,20,25 **7**:19 **8**:23 **58**:20 **73**:21 **133**:19 **136**:13 **138**:2 **144**:2 **190**:2 **193**:18 course [13] 7:9,17 33:13 55:15 89: 10 **122**:11 **135**:4 **144**:10 **157**:15 **165:**4 **185:**11 **188:**20 **200:**16 court [2] 68:12 106:19 **courtesy** [1] **7:**24 cover [1] 200:3 cradles [1] 103:22 create [14] 44:18,19 46:17 63:6 **72**:2 **81**:25 **83**:23 **87**:16 **88**:6 **99**: 19 **101**:13 **116**:2 **156**:24 **206**:2 created [5] 42:8 130:21 131:9 **135**:12 **182**:4

STENO-KATH REPORTING SERVICES, LTD. (212)95-DEPOS (953-3767) * (914)381-2061 stenokat@verizon.net

conveyed [1] 32:11

November 29, 2012

creates [3] 129:22 152:10 168:23 dangerous [4] 62:19 117:25 118: deeper [1] 168:24 creating [4] 85:9 142:2 143:13 4 170:17 deeply [3] 7:6 34:10 140:23 dart [1] 202:21 defend [1] 204:19 **174**:13 define [3] 47:16,18 169:21 dashboard [3] 67:2 217:10.20 creation [2] 135:15 174:20 credit [28] 9:12 13:3,9,11,16,22 15: data [14] 14:6 18:16 19:15 77:7 78: defined [2] 160:9 168:6 21 21:25 22:4,7,12,16 26:20 28:11 5.5 **83**:6.7 **84**:4 **88**:5 **91**:8 **101**:14 defines [1] 167:19 **53**:17 **54**:21 **74**:19 **75**:18 **77**:14,18 definitely [4] 30:2 187:16 192:19 **138**:12 **146**:13 **79**:5 **101**:14 **133**:16 **134**:7 **142**:7 date [1] 179:3 214:7 daus [2] 129:5 131:8 definition [9] 46:22.23 47:17 94: **150:**24 **169:**2 **185:**13 dave [1] 5:10 7 **167**:23 **168**:10.22 **169**:7 **206**:22 crew [1] 8:13 critical [2] 213:23,25 david [6] 3:15 95:15 100:18 109:4 definitions [2] 93:21 163:2 degree [1] 82:22 cross [1] 141:12 **117**:17 **149**:22 degrees [1] 60:12 crucial [1] 28:19 day [21] 6:4,8,9 14:5 18:3 42:4 48: delaneau [3] 3:23 139:20 149:20 cruise [1] 27:13 12.13 **56**:18 **64**:25 **103**:16 **140**:9 cruising [8] 27:4,9 103:8 145:18 **149**:11 **178**:20,24 **179**:2 **184**:13 delay [1] 211:12 deleted [1] 94:6 **147:**20 **200:**25 **201:**15 **202:**7 **185**:13 **189**:8 **204**:19 **210**:8 deliberate [2] 99:24 131:18 crummy [1] 156:16 days [5] 7:15 41:21 67:18 71:21 crystal [2] 155:12 187:21 **182**:25 deliver [1] 89:18 cts [2] 3:15 100:18 dead [1] 27:20 delivered [2] 41:22 100:2 curious [3] 57:13 157:24 173:16 deadline [1] 38:24 delivering [1] 172:23 current [16] 17:25 24:6 35:6 52: deaf [3] 60:14 62:2 63:8 demand [4] 29:4 121:9,20 208:24 16 **61:**6 **72:**11.12 **73:**5 **87:**11 **88:**19. deal [4] 6:25 7:4 69:2 213:8 demands [1] 98:24 dealing [3] 8:22 179:24 213:2 department [4] 8:24 67:6,7 156: 20 **127**:22 **158**:13 **170**:18 **181**:24 deals [1] 72:9 205:17 currently [25] **25**:5,10 **27**:22 **30**:6 dean [4] 3:11 86:20,21 89:5 dependency [1] 99:14 depending [1] 86:4 **43**:22 **44**:21 **48**:21 **52**:23 **53**:6.22 death [1] 198:8 debate [1] 201:5 depends [1] 202:15 **56**:22 **87**:11 **98**:17 **104**:11,13 **105**: 16 **108**:9,12 **145**:17 **168**:4,9 **178**: debits [1] 19:24 depriving [1] **85**:8 deputy [6] 8:12,15 12:25 20:22 21: 15 **180**:12 **186**:3 **207**:18 decades [4] 45:7 46:7 140:7 208: customed [1] 199:25 11 67:3 december [5] 6:10 39:2,4 96:21 **customer** [7] **46:**2 **124:**19 **134:**15. deregulation [1] 195:10 desai [6] 4:4 178:4 182:14,17,17 23 156:18 201:21 202:23 **143**:14 deceptive [1] 90:6 customers [18] 22:20 29:16 41: **183:**19 decide [5] 113:22 156:17 169:15 describe [2] 99:8 208:3 19,25 **44**:12,16 **46**:7 **72**:6 **81**:4 **90**: **207**:13 **208**:6 described [2] 21:21 176:19 12 **112**:16 **136**:14,22 **156**:11,14,17 decided [6] 49:17 57:17 169:6 designed [5] 101:15 103:24 131: **157:**20 **169:**10 2 149:5 191:17 cut [2] 188:20 200:5 **174**:2 **175**:11 **208**:8 designers [1] 86:9 cuts [1] 50:17 decision [9] 166:25 167:3.12 172: desire [2] 35:4 194:13 CVS [1] 22:18 25 **174**:5,6 **175**:21,22 **198**:6 decisions [2] 14:16 211:24 despite [4] 101:16,22 102:16 211: deckwiller [1] 193:10 dad [1] 40:19 declining [1] 170:24 destination [8] 28:15 32:8,14 51: daily [1] 42:6 decreasing [1] 122:8 20 93:5 126:5 170:9.14 damage [1] 175:3 dedicated [1] 215:18 destroy [1] 166:8 damaging [2] 44:17 173:24

> STENO-KATH REPORTING SERVICES, LTD. (212)95-DEPOS (953-3767) * (914)381-2061 stenokat@verizon.net

deduct [1] 76:5

destroyed [2] 141:6 204:16

November 29, 2012

destruction [1] 183:2 **210**:9 **213**:9 **214**:17 **215**:6 **216**:3 disrupt [2] 30:23 127:22 detached [1] 122:10 director [1] 86:22 **disruptions** [1] **102**:25 detail [5] 24:24 36:10 54:17,20 disability [2] 19:4 189:7 disruptive [1] 162:8 disabled [3] 148:13,15 156:5 distance [1] 176:23 detailed [3] 99:23 134:5 208:20 disadvantage [1] 181:10 distinct [1] 41:14 disallowed [1] 88:17 detailing [1] 119:17 distinction [2] 9:2.3 details [3] 74:6 81:17 167:5 disaster [1] 183:9 distinguish [1] 60:15 deteriorating [1] 62:2 disclose [1] 89:22 distinguished [1] 12:10 determination [1] 143:15 disclosed [2] 88:25 89:23 distracted [6] 29:23.25 37:19 67: determine [2] 93:3 173:23 disclosure [4] 36:11 89:18 90:3. 3.9 154:9 **detriment** [1] **175**:2 distracting [2] 112:11 217:21 devastated [1] 65:6 discounted [1] 92:12 distribute [2] 95:12 103:4 discounts [1] 91:18 develop [1] 63:20 distributed [3] 92:24 103:22 165: developed [1] 134:9 **discourage** [1] **52**:25 developer [3] 66:22 151:19 208:7 discover [1] 211:13 distribution [1] 18:14 developers [2] 23:25 25:17 discrepancies [1] 73:14 district [10] 27:6,17 147:16 180:9, developing [4] 61:19 63:9 158: discriminated [1] 45:21 13,19 197:15,18,22 198:2 discriminating [1] 211:5 10 172:22 diverse [1] 61:6 development [2] 8:25 96:14 **discrimination** [2] **125**:13,14 diversity [1] 10:4 discriminations [1] 46:18 division [1] 8:20 device [9] 93:25 157:14,16 215: discuss [5] 10:14 31:15 73:21 74: doable [1] 61:14 19,22 **216**:3,13,21 **217**:2 devices [11] 30:7 66:19.23 67:2 24 131:18 document [2] 65:19 66:7 **112**:2 **165**:16 **166**:2 **186**:14 **216**:25 discussed [1] 169:25 documents [2] 55:7 154:19 discussing [2] 124:5,6 dodd-frank [1] 91:15 **217:**9.16 dewillers [13] 4:9 193:11 205:4 discussion [6] 10:6,7 19:8 70:11 dodqinq [1] **55:**15 doe [2] 38:13,13 **209**:25 **212**:11.18.19 **213**:7 **214**:23 **131:**21 **162:**25 discussions [2] 166:15,19 doing [17] 5:22 13:4 70:13 72:10 **215**:2,8,13 **217**:23 dialogues [1] 35:19 disingenuous [1] 57:25 **73**:24 **80**:22 **107**:22 **108**:3 **118**:10 difference [2] 28:20 201:4 dispatch [17] 17:17 40:23 96:24 **160:**21 **161:**14 **163:**5,15 **179:**11 different [16] 32:19 33:23 61:9 67: **113**:8 **117**:22 **118**:14.15.21 **135**:23 **199:**5 **210:**17 **214:**9 2 **73**:3 **118**:11 **135**:21 **140**:2 **143**:8 **161**:2,16 **162**:6 **172**:2,9 **205**:24 dollar [2] 89:21 185:9 **208:**19,20 dollars [2] 101:6 107:23 **163:**25 **183:**10 **184:**10 **193:**21 **196:** dispatched [1] 97:3 6 206:3 213:9 done [14] 6:10 16:11 28:16 30:10 differentials [1] 57:7 **dispatcher** [1] **177:**12 **83**:10 **120**:20 **123**:3,3,7 **127**:5 **131**: differentiate [1] 159:11 dispatchers [1] 33:24 22 210:16 214:10 215:14 differently [2] 73:15 75:12 dispatches [10] 41:3,20,21,24 42: door [1] 171:5 difficult [4] 55:23 82:14 183:3 8 **102**:21 **171**:20,22 **173**:2 **198**:23 doorman [1] 124:16 dispatching [4] 160:13 171:15 **205**:14 doorman's [1] 102:22 dim [2] 53:16 159:5 198:17,22 dottie [2] 6:25 7:9 **dispensing** [1] **7**:23 diminish [1] 194:23 double [3] 121:5,6 123:12 diminishing [1] **201**:17 displaced [3] 5:19 7:10 141:5 doubt [5] 133:12 154:22 155:3 direction [5] 116:21 117:14 194: display [1] 15:15 **164**:18 **171**:17 **disposing** [1] **76**:7 14 **195**:9 **199**:12 down [23] 6:6 10:3 14:15 20:20 54: disregard [1] 120:14 directly [14] 10:14 15:5 19:24 42: 8 **55:**13 **82:**10 **85:**8,14,22 **109:**4 11 **75**:3 **78**:11 **81**:19 **149**:8 **156**:4 **disrespect** [1] **195**:12 **118:**10 **143:**4 **148:**9 **150:**19 **159:**10.

November 29, 2012

18 **175**:14 **198**:14,16,22 **200**:5 **211**: 27:25 33:13 49:14 64:21 100:9 **172**:13,16,20 **173**:9 **205**:13,18 **206**: 16.20.25 212:24 **176:**9 **178:**19 **200:**15 e-hailed [1] 31:18 download [3] 157:14,15 215:21 duty [7] 9:18,19,22,25 26:4 45:11, downloaded [1] 96:8 e-hailers [1] 102:10 downloads [2] 158:22 210:24 dynamic [1] 195:19 e-hailing [12] 28:8 32:7 34:24 downstairs [3] 43:21 45:16 47: **102**:11 **104**:22 **144**:24 **149**:12 **151**: 9 **159**:23,25 **162**:15 **186**:12 each [12] 39:12 69:12 74:24 81:9 draft [1] 131:19 e-hails [6] 98:7 102:20,24 103:25 **90**:18 **92**:20 **93**:5.7 **101**:5 **118**:23 drafted [3] 37:8 132:24 134:25 110:22 143:2 143:6 177:6 drafting [2] 154:25 155:3 eight [1] 109:18 earlier [2] 152:12 176:19 draw [1] 192:22 eighties [2] 40:24 41:2 early [4] 15:23 41:21 168:15 193:2 drawing [2] 67:19 127:25 either [10] 12:21 24:11 25:7 45:19 earnings [1] 28:3 drew [1] 166:3 **47**:19 **83**:18 **129**:11 **134**:8 **138**:19 ease [1] 80:5 drive [4] 37:23 62:3 151:6 197:19 **147**:19 easier [9] 28:22 38:17 80:13,15, driven [2] 35:4 184:3 el [1] 87:13 17 **113**:13 **147**:23 **148**:10 **150**:20 driver [91] 8:6,7 13:19 23:19 24: elaborate [1] 27:7 easiest [2] 82:12.13 22 **25**:6,9 **26**:4,8 **27**:9 **28**:2,17 **29**: electricity [1] 180:3 easily [1] 168:13 24 30:5,16 31:3 32:11,12,18 33:7, electronic [20] 14:4 18:21 19:16. economic [4] 85:10 110:23 142:4 11 **37:**22,24 **45:**25 **62:**10 **66:**24 **75:** 24 **30**:7 **46**:24 **53**:13 **93**:25 **96**:10 180:7 16,23 **77:**21 **78:**8 **79:**15,16 **92:**10. **152:**23 **165:**16,25 **168:**7 **169:**22,24 economically [1] 75:6 21 93:25 101:4 103:21 106:22 113: **173**:24 **175**:6 **185**:5,21 **186**:14 **economics** [1] **184**:5 25 **121**:11 **124**:18 **133**:14.23 **138**:4. **electronically** [6] **18**:22 **96**:24 edges [1] 117:16 **188**:12,22 **189**:9 **214**:17 12,19 **140**:6,22 **141**:22 **143**:11,21 e-dispatch [1] 160:3 elements [3] 92:3 154:2.13 144:23 147:3 148:17 150:6,18 152: effect [4] 23:12,18 45:13 72:3 25 **156**:5 **157**:13 **160**:7,19 **161**:18 elevated [1] 62:25 effective [6] 60:12 61:2 63:6 85: **163**:18 **167**:8 **170**:7,11,20 **184**:3 eleven [1] 83:9 11 **86**:10 **112**:16 eliminate [3] 41:7 103:3 207:9 **185**:12,15,23 **186**:4,15 **187**:14,20, effectively [1] 167:11 eliminated [2] 41:10 76:19 23 **190**:10 **201**:24 **202**:24 **203**:7.8 efficiencies [2] 49:18 202:22 **206**:4,10 **208**:6 **210**:13,23 **211**:5 eliminating [1] **125**:13 efficiency [5] 49:3 194:6 197:10 **215:**6 **216:**6.6.16 ellis [1] 40:15 **198:**17,21 eloi [5] 3:23 139:20 149:20,21 150: drivers' [5] 93:2 142:7 148:7 149: efficient [14] 27:3 35:9 42:3 48:24 6 **204**:24 49:9.11.16 63:6 91:5 143:4 145:11 elsewhere [1] 214:24 driver's [8] 92:22 93:6 94:19 106: **149**:7 **150**:10 **209**:8 email [2] 28:23 89:24 13 **167**:12 **184**:4 **189**:2 **216**:13 efficiently [1] 27:14 driving [19] 29:23 30:2 37:19 40: emails [2] 66:12 211:6 effort [3] 53:2 145:2,4 embrace [3] 142:13 181:14 205: 17 **63**:4 **67**:3,9 **115**:16 **138**:6,8 **140**: efforts [2] 70:8 97:10 7 **144**:5 **149**:21 **150**:8 **154**:10 **206**: e-hail [61] 17:10 19:7 24:9,12 25:7 embracing [1] 179:10 12 **210:**14,16,17 **29**:23 **30**:4 **32**:18 **33**:5,8,12 **35**:10 drop [5] **75:**25 **92:**2,5 **114:**22,25 emergence [1] 129:18 **39:**5,14 **40:**4 **51:**20 **52:**11,14,18,20 dropped [1] 62:12 **emergency** [1] **141:**15 **53**:7 **54**:6 **69**:22 **75**:18 **86**:24 **93**: duane [2] 3:11 86:21 empaneled [1] 173:21 22 **94**:7,12,16 **98**:8 **99**:10,25 **100**: dublin [1] 108:10 employed [1] 144:16 21 **101**:2,5 **104**:9,23 **105**:7 **110**:18 due [4] 5:21 63:2 101:7 167:4 employees [2] 97:23 108:10 **111:**20 **112:**4,8 **113:**8 **143:**7 **166:** durbin [1] 91:15 empty [11] 103:8 115:16 116:11 23 **167:**14,17 **170:**4 **171:**11,20,23 during [13] 14:11,21,25 18:3 22:9 **142**:22 **145**:18,24 **146**:9 **148**:3 **168**:

November 29, 2012

envision [3] 17:13 132:25 136:11 20 192:10 200:25 2 169:5 en [3] 31:17 125:4,8 examine [2] 74:3 130:3 **e-payment** [1] **199:**13 enable [7] 23:17,19 30:24 59:15 equal [3] 34:8 130:22 169:3 example [6] 28:10 51:22 54:4 57: **92**:20 **103**:25 **191**:5 equipment [4] 15:22,24 16:21 10 **135**:24 **147**:3 enabled [1] 13:11 **112:**12 **examples** [2] **17:**17 **62:**20 enables [4] 14:3.22 133:23 176: equity [1] 130:17 excellent [2] 156:15 191:11 equivalent [2] 107:9,20 except [1] 51:16 17 enact [1] 104:4 eradicated [1] 209:2 exceptional [1] 155:2 excessive [2] 152:2 154:3 enacted [1] 167:13 error [4] 31:7,13 153:4 203:25 escalate [1] 60:7 exchange [1] 129:16 encounters [1] 102:24 encourage [2] 161:23 164:21 escape [3] 55:11,18,20 exciting [1] 129:19 exclusive [4] 15:21 16:10 123:25 encroaching [1] 118:22 **especially** [5] **65**:5 **98**:22 **170**:17 end [10] 67:15 80:25 85:20 133:19 **183:**14 **198:**5 **185**:2 **143**:5 **146**:21 **206**:21 **207**:5 **215**:25 espouse [1] 34:11 **exclusively** [1] **175:**24 **216**:2 essential [3] 91:4 94:21 209:10 excuse [2] 168:4 194:8 endanger [1] 32:24 executive [5] 3:3 38:19 39:8 40:5 essentially [5] 84:24 85:3 86:13, enforce [1] 14:7 16 177:13 98:14 established [2] 130:18 175:12 enforcement [2] 181:5 186:11 **executives** [1] **98**:12 estimate [1] 25:24 engage [1] 72:20 **exemption** [1] **104**:7 engaged [1] 166:14 estimation [1] 192:19 exhaustive [1] 174:8 engages [1] 26:8 et [2] 76:12 89:15 exist [6] 56:23 72:17 120:12 123: **engendered** [1] **131:**20 ethan [4] 3:16 109:5 115:6.9 15 **158**:13 **164**:18 engine [1] 62:3 evaluated [1] 36:2 existed [1] 174:19 english [1] 61:4 even [17] 14:8 50:11 52:9 53:8 61: existing [6] 16:23 25:11 164:2 engrained [1] 34:10 8 **65**:9 **100**:5 **121**:12 **126**:25 **146**:5 **195**:11,17 **199**:16 enhancements [1] 13:13 **153**:15 **164**:2 **168**:24 **185**:13 **187**:2 exists [4] 22:13 35:6 57:8 162:2 enjoyed [1] 193:19 expand [2] 22:14 23:6 **188:**14 **189:**18 enough [7] 55:9 85:24 114:6 194: evenhanded [1] 36:12 expanding [3] 18:5,6 20:2 **expected** [1] **60**:7 21 198:5 212:7,7 event [1] 84:22 expecting [1] 53:14 ensure [7] 30:24 32:7 94:15 105:6 events [2] 14:25 85:6 **131:**5 **142:**10 **188:**6 **eventually** [1] **79**:17 expects [1] 127:6 everybody [11] 6:5,16 12:20 46: expensing [1] 96:20 ensures [1] 29:17 **experience** [14] **17**:4 **28**:25 **83**:12 **ensuring** [1] **90**:5 15 **53**:10,11 **109**:10 **194**:5,20 **195**: enter [5] 31:4 37:11 62:9 72:24 17 **213**:13 **98**:14 **99**:11 **100**:8 **148**:18,18 **149**: everybody's [1] 200:12 **136**:13 18 **150**:7,16 **167**:6 **175**:18 **205**:10 enterprise [2] 98:15 164:22 everyone [10] 11:13 34:7 38:17 experts [2] 173:21 174:2 **50**:7 **52**:24 **56**:3 **60**:23 **73**:17 **200**: entertainment [1] 15:14 **expire** [2] **15**:23 **67**:15 explain [7] 62:16 79:23 146:2 150: entire [6] 49:12,15 74:23 108:18 9 212:20 **143**:18 **213**:2 everything [6] 56:9 118:5 137:21 4 197:5 198:16 210:6 **163**:9 **203**:14 **210**:11 explained [1] 66:20 entirely [1] 52:24 evidence [3] 88:10 102:11 188:4 entities [2] 51:3 80:7 explains [1] 166:2 entity [4] 39:18 80:9 84:21 212:25 **evolution** [1] **102**:22 explicitly [1] 32:10 exploring [2] 61:18 63:9 entrepreneurial [1] 98:13 evolving [2] 50:3,13 entry [2] 14:19 31:12 exact [3] 104:10 108:17 201:7 expose [1] 105:2 **environment** [1] **152**:5 exactly [5] 62:11 71:11 104:3 122: exposed [1] 53:8

November 29, 2012

express [1] 84:23 **expressed** [1] **67:**13 extend [5] 23:18 30:9 64:6 67:18 extended [3] 6:18 104:25 187:2 **extending** [1] **184**:22 extension [2] 126:10,11 **extensive** [1] **39**:22 extent [2] 77:10 188:8 **exterior** [1] **91:**9 external [1] 105:5 extinguish [1] 32:5 extra [7] 27:25 50:20 95:5 138:22 **176**:9 **185**:24 **186**:5 extras [2] 92:8 216:9

F fabric [1] 101:18 face [3] 62:18 92:18 123:12 facilitates [1] 26:2 facilitating [1] 59:13 facing [2] 13:20 101:16 fact [14] 71:15 73:2,7 107:24 111: 23 **112**:17 **113**:3 **155**:17 **158**:15 **168**:12 **183**:4 **184**:21 **188**:2 **213**:12 factors [1] 87:2 facts [1] 192:17 fail [1] 216:19 failed [1] 88:15 fails [1] 99:12 failure [1] 99:10 fair [8] 45:5 55:9 72:7 73:25 81:16 **118**:13 **192**:24 **195**:3 false [1] 88:6 falsely [1] 196:16 family [4] 6:19,24 141:4,8 fans [1] 189:18 fantastic [1] 155:14 far [12] 25:20 55:19 57:21 65:6 67: 9 **89**:15 **117**:12 **131**:19 **137**:21 **138**: 2 155:10 189:11 **fare** [44] **17:**25 **26:**11,12,16,18,19 **27**:19 **28**:21 **30**:14,21 **31**:3,10 **33**:8

37:11,14 **51**:12,18 **57**:7 **76**:6 **77**:23

91:24 **92:**2,2,5,6,11,16 **93:**5 **105:**3

114:23,24 **120**:11 **133**:3 **145**:16 **147**:7 **153**:16 **154**:8 **156**:4 **187**:19 **210**:5 **211**:2,2 **215**:5 **216**:9 fares [18] 14:2 19:2,12 27:12,16 **28**:6 **33**:20 **92**:8 **103**:7 **112**:8 **114**: 2 **146**:15 **147**:4.20.21 **148**:8 **188**: 19 **206:**15 fashion [2] 86:8 158:7 fast [3] 51:17 66:14 116:4 faster [4] 111:10 202:5 203:11 209:8 father [1] 140:7 favor [7] 10:23 11:19 12:3 91:19 **115:**23.24 **174:**24 favored [1] 53:5 fear [3] 66:15 142:13 191:3 feasibility [1] 61:18 feasible [2] 63:18 75:6 feature [3] 14:20 21:24 138:9 features [3] 91:3.7 149:10 **february** [1] **67**:16 fed [2] 214:17 215:5 federal [2] 91:25 172:15 fee [8] 19:25 75:5,16,25 76:4,6 **185:**10,14 feedback [5] 5:11 20:10 35:23 74: 6 **205**:9 feel [10] 9:5 31:20 32:2 40:11 45:5 **61**:22 **87**:20 **141**:17 **154**:3 **178**:20 feels [1] 188:15 fees [4] 76:11 81:10 87:9 91:22 feet [1] 141:4 **felt** [3] **36**:22 **101**:10 **154**:5 fema [1] 7:24 few [14] 17:20 18:19 19:18 20:5 27: 10 70:15,23 97:2 110:17 128:21 **133**:20,25 **165**:20 **213**:8 fewer [2] 54:15 172:7 fhv [2] 21:20 23:2 field [17] 7:22 8:2 89:6 104:17 111: | flail [1] 102:22 17 **113**:7,12 **127**:17 **130**:24 **184**:23 | **flat** [2] **92**:7 **185**:10 **193**:24,25 **194**:4,5,8 **195**:2 **199**:18 fifteen [7] 56:12 98:10 119:11 128: 17 17 **137**:4 **203**:24 **205**:8 **fifty** [2] **77**:11 **78**:3

figure [6] 55:17 82:11 90:12 134: 19 **146:**5 **203:**25 filed [1] 92:23 fill [4] 143:4 148:9 150:18 209:3 final [8] 34:21 46:16 74:8 99:24 **104:**9 **177:**5 **186:**7 **204:**11 finalized [1] 70:11 finalizing [1] **209**:13 finally [8] 15:9 57:17 62:24 92:17, 18 **104**:19 **150**:11 **205**:23 financial [3] 72:9 99:12 140:22 financials [1] 36:14 find [16] 35:9 36:25 89:4 116:9.17 **141**:15 **148**:10 **150**:21 **158**:6 **179**: 17 **194**:21 **196**:21,25 **203**:10,24 **211:**4 finding [2] 177:6 183:6 fine [2] 136:6 213:4 finish [4] 95:20,21 105:14 203:21 fire [1] 62:3 firm [6] 128:23,24 129:25 158:16 **160**:23 **161**:11 first [39] 5:14,17 12:25 13:2 38:18 **39**:7 **52**:7 **58**:21 **59**:9,12 **64**:12 **70**: 18 **74**:19 **75**:2,7,20 **77**:11 **82**:21 **103**:21 **114**:19 **116**:24 **117**:3 **130**: 16 **133**:21 **137**:11 **152**:6 **158**:9 **167**: 16 **174**:13,21 **179**:11 **182**:22 **183**: 22,25 **199**:19 **203**:23,24 **209**:15 **212:**23 fit [2] 144:9.13 fits [2] 135:22 179:6 five [20] **12**:6 **19**:22 **25**:25 **38**:16 **50**:6,9,14 **66**:25 **68**:24 **72**:11 **87**:13 **88**:21 **89**:8 **97**:14 **109**:17 **177**:21, 23 **185**:7 **192**:8 **197**:3 fixable [2] 176:22 177:2 fixed [2] 208:18,18 flag [3] 10:3 34:3 54:8 flatiron [4] 3:24 137:13 139:4 151: flawed [1] 44:13 **fleet** [5] **40**:21 **78**:6 **96**:14,17 **185**:

November 29, 2012

formed [2] 40:20 41:15 functions [2] 91:4,7 fleets [5] 30:13 97:14 99:6 216:4. formula [2] 198:16 202:16 fund [3] 3:25 137:14 151:13 funds [8] **75**:22,24 **76**:8 **78**:9,22 formulate [1] 135:10 **flexibility** [1] **20:**3 for-profit [1] **84**:23 **81:**23 **82:**6,12 flexible [1] 51:4 forth [9] 102:9 136:6 146:16 147: further [2] 10:11 136:24 flood [1] 110:6 17 **152**:14.25 **157**:23 **159**:15 **207**: future [3] 71:3 141:2 205:21 floors [1] **6**:6 flourishing [1] 108:3 fortunately [1] 204:5 gadgets [1] 179:3 flow [4] 78:10,10 81:18 82:12 forward [6] 10:9 63:19 66:9 73:14 game [3] 44:3 48:11 116:15 flows [1] **78**:23 80:8 100:7 qap [1] 209:3 floyd [1] 7:21 foster [1] 129:15 gaps [1] 207:18 fought [2] 117:21 175:22 fly [4] 136:9,9 152:11,13 garage [2] 147:15 188:24 focus [1] 141:22 found [2] 97:7 195:14 garden [1] 116:15 focused [1] 156:18 founded [1] 96:16 gary [1] 8:20 focuses [1] 43:11 founder [2] 100:25 137:19 gas [6] 7:17,22 15:8,8 141:15 148: **folks** [7] **5**:16,18 **6**:18 **7**:9 **8**:6 **137**: four [13] 12:5 38:15 83:5,11 94:10 10 217:14 **96**:6 **108**:9 **109**:17,21 **136**:13 **148**: gate [1] 136:12 follow [4] 107:13 131:7 202:10 2 200:18.24 gateway [3] 93:4,8 94:20 **209**:21 frame [1] 159:2 gateways [1] 92:13 framework [2] 25:2 175:12 followed [23] **39**:9,25 **40**:18 **63**:22 gathering [1] 101:15 **64**:14,15 **68**:17 **90**:14 **95**:15,15,24 franchise [1] **40**:8 gave [2] 165:21 176:8 **100**:17 **115**:6 **119**:8 **126**:5 **139**:5 francisco [5] 120:20 121:21.23. general [5] 62:25 64:15 99:14,16, **141**:7 **151**:12,14 **178**:4 **193**:8 **205**: 24 **127:**15 frankly [1] 181:13 3.4 generally [3] 25:15 64:12 99:19 followers [1] **96**:12 free [11] 7:23 75:10 103:15,23 138: generated [2] 88:3 147:7 following [4] 7:16 179:19 182:25 20 164:22 194:18,19,24 195:4 216: generating [1] 147:19 **202:**3 generator [1] 5:24 follows [1] 203:14 freezing [1] 8:2 generous [1] 200:23 frequency [1] 18:11 foolishness [1] 213:5 gentleman [2] 124:14 190:21 frequently [3] 84:3 157:25 158:6 footing [1] 169:4 geo-fencing [1] 19:20 footnotes [1] 36:13 friendly [4] 18:3 122:13 196:17 george [4] 3:4 39:9,25 51:9 footsteps [1] 40:19 199:23 georgia [1] 8:21 force [1] **72**:23 friends [1] 140:12 gerber [7] 3:16 109:5,16 115:6,8, forced [1] 58:3 front [8] 10:22 18:18 51:12,23 52: 9 **145**:23 forces [2] 63:5 181:15 6 **56**:17 **100**:2 **213**:13 **gets** [9] **37**:12 **48**:16 **80**:25 **107**:11 fruitful [1] 35:19 forebear [1] **84**:16 **168**:16 **188**:20 **211**:7,8 **216**:8 frustrated [1] 197:22 foresight [2] 141:23 142:2 gettaxi [3] 4:7 205:7,8 forget [1] 133:13 fuel [4] 7:23 14:16 27:15 183:6 getting [9] 28:21 73:10 85:4 113: forgone [1] **68**:10 full [8] 36:11 56:9 62:4 79:9 85:12 2 **116**:4,5 **150**:22 **180**:22 **186**:17 for-hire [16] 14:18 120:16 122:17 **92**:18 **119**:16 **202**:8 give [15] 14:23 15:3 18:25 20:3 32: fullest [1] 188:8 **123**:6,18 **128**:5,11 **166**:4,6 **171**:21, 16 **51**:22 **66**:22 **78**:2 **83**:13.24 **84**:6 25 **174**:18,25 **175**:15 **196**:6 **205**:25 fully [2] 175:22 205:22 **103**:14 **132**:22 **176**:6 **207**:5 form [3] 81:10 99:25 185:22 function [4] 22:25 25:12 155:23 given [8] 25:24 38:10 91:2 104:20 formal [1] 70:14 **202**:2 **145**:13 **146**:5 **175**:3 **204**:2 **formation** [1] **14**:7 functionality [3] 17:2,9,22

November 29, 2012

giving [5] 19:4,11 91:17 210:3,5 grounds [4] 170:8,12,17,23 19 107:20 121:3 gjonaj [2] 64:7 115:11 group [4] 38:15 40:6 129:12 202: hammered [1] 198:8 glad [6] 110:2,8 184:6,8 186:2 217: hand [13] 10:3 32:19 45:2,3,18 52: groups [1] 20:8 6.8 **116**:23 **117**:2 **125**:7 **126**:11 gladly [1] 66:9 grow [1] 152:17 133:7 189:6 global [3] 3:6 94:22 205:11 growing [1] 149:10 handheld [1] 118:5 globe [1] 141:12 guarantees [1] 197:18 handle [3] 79:5 80:5 117:5 **goal** [2] **66**:13 **195**:4 quess [10] 48:9 49:22 78:20 109: handling [1] 21:20 hands [1] 12:2 god [1] 151:9 21 **137**:23 **184**:12 **189**:24 **190**:3 god's [1] 141:24 happen [11] 34:16,17 58:2,3 61: **198**:8 **201**:23 gold [1] 30:22 guessing [2] 54:18 209:18 16 **85**:3 **116**:23 **124**:9 **208**:21 **210**: golden [1] 120:23 guidance [3] 87:3 99:13 170:16 23 217:7 goldstein [13] 3:25 137:14 151: guiding [1] 35:14 happened [5] 6:5,23 41:8 165:24 13 **165**:4,8,11,12 **176**:8,13,25 **177**: quy [5] 3:6 45:8 51:6 63:21 125:25 **168:**15 guys [4] 55:15 76:21 83:13 213:25 happening [3] 136:12 167:13 4.14.17 gonzalez [7] 5:8 47:7,15,23 48:4, 184:7 Н 7 **146:**8 happens [6] 49:4 58:4 140:25 hack [1] 140:8 google [1] 199:17 **159**:16 **162**:11 **190**:25 hail [60] 9:14 23:19 24:4,16 25:14 got [14] 5:10 28:11 29:7 34:7 42: happiness [1] 190:4 **26**:2,3 **29**:11 **31**:23 **32**:24 **33**:4,6, 17 **50**:18 **85**:22 **148**:2 **162**:13 **164**: happy [7] 36:3 82:10 84:6 85:5 86: 21 **34**:14 **44**:6 **45**:20 **46**:22.24 **67**: 19 **192**:20 **201**:5 **204**:18 **211**:20 5 **176:**3 **200:**10 22 68:8 89:22 93:24 94:2 103:2,11 gotten [3] 35:8,22 140:10 hard [8] 69:21 85:18 91:23 114:15 **104:**5 **111:**24 **118:**16,18,18 **121:**20 **gouging** [1] **184**:16 **117:**22 **143:**15 **175:**22 **198:**15 **122:**9 **124:**25 **125:**4 **128:**10 **133:**2. qovern [1] 123:5 hardship [1] 189:8 4,24 **138**:21 **150**:14 **157**:21 **165**:16 governed [1] 181:21 hardware [2] 13:14 67:15 **167**:2,8 **168**:6,22 **169**:21 **171**:9 **government** [1] **129:**13 harlem [1] 180:10 **175**:5,5,24 **176**:17 **180**:22,23 **194**: harm [3] 34:25 127:5 168:21 **gps** [2] **13**:16 **150**:24 12 204:16 208:14,25 209:3,6 grace [1] 189:5 haves [1] 174:9 hailed [3] 121:18 133:6 168:16 gracious [1] **69**:13 heading [2] 27:20 127:3 hailer [2] 102:16 127:5 grandfather [1] 40:18 health [6] 19:25 76:3 80:9 92:4 hailing [12] 24:15 31:19 34:9 152: grateful [2] 8:7 131:14 **156:**14 **189:**7 23 **157:**20 **160:**9 **161:**7,8 **162:**2 graving [1] 60:8 healthy [1] 44:15 163:6 167:25 201:21 hear [10] 33:17 49:3 62:5,10,14 86: great [14] 9:2,3 54:20 108:24 109: hailo [39] **3**:14,21,22,23 **100**:25 7,13 **111:**8 **115:**17 **117:**12 **133:**10 3 **109**:7 **165**:7 **177**:20 **189**:22 **101:**4,8 **103:**8,12,16,20,24 **106:**17, heard [3] 28:18 145:22 193:18 **149:**22 **158:**22 **181:**10 **202:**22 22 **107**:8,22 **108**:8 **109**:11 **121**:2 greater [5] 3:16 101:10 115:10 hearing [33] 9:10,16 10:10 12:12, **123**:22 **124**:14 **139**:6,19 **141**:7,16 **118:7 142:**5 17 **17**:11 **20**:7 **21**:2 **22**:19 **36**:18 **143**:24,25 **144**:5,10,16 **145**:20 **148**: great-grandfather [1] 40:14 **38:**6,16 **58:**14,16 **59:**5,12,15 **60:**3, 6,8,12 **149:**4,13 **150:**11 **211:**3,7 greatly [1] 210:12 10,13,16,24 **61:**25 **62:**2,24 **63:**8,18 hailo's [2] 103:4 149:9 greg [1] 8:13 **71**:7,12 **131**:12 **166**:18 **182**:13 **184**: hails [18] **25**:3 **41**:3,15 **49**:12 **103**: grew [1] 199:25 10 5,14 **106**:6 **107**:6 **112**:10 **159**:17, grievously [1] 6:19 hearings [1] 12:22 19 **166**:5 **167**:20 **169**:7,12 **173**:23 gross [3] 3:10 82:17,18 hears [1] 24:22 **175**:11 **180**:18 ground [2] 120:14 169:6 heartbeat [1] 69:2 half [7] 22:24 23:4 60:6 75:24 95: groundbreaking [1] 63:10 heat [1] 180:3

November 29, 2012

imagine [4] 63:3 159:7 168:14

immediate [3] 42:7 47:11,16

208:14

hopefully [2] 63:9 90:22

horror [1] 33:17

host [2] 172:5 210:15

immediately [1] 7:16 12,16,17 **154**:16,23 **155**:6,9,13 **hotel** [3] **102:**23 **124:**15,17 **156:**21 **158:**4,8 **159:**10 **160:**22,25 hour [6] 95:19 147:4,10 192:13 impact [6] 33:3 101:10 107:15 **161:**5,15,20 **162:**14,17,20,23 **164: 142:**5 **179:**12 **180:**7 **200**:19 **201**:2 hours [10] 101:7 110:5 147:24 impacts [1] 163:8 12 **165**:2 held [2] 65:14 122:22 **148:**2,2 **192:**4 **200:**17,18,20,24 implement [3] 53:3 55:24 128:7 implemented [1] 127:21 hello [2] 62:14 144:21 house [4] 50:11,12 141:3 162:7 help [10] 7:8 8:5 14:16 36:25 60: housing [1] 8:24 implication [1] 49:7 13 **101**:5 **103**:15 **148**:8,13 **150**:18 hov [1] 15:6 **implications** [1] **209**:12 helped [1] 149:23 importance [1] 52:11 however [16] 5:23 24:6 52:13 57: helpful [8] 21:17 22:9 35:23 36:12 6 **61**:17 **66**:8 **67**:5 **71**:19 **72**:18 **88**: important [18] 14:6,20 24:24 37: **62**:15 **74**:7 **79**:21 **164**:25 14 **129**:21 **166**:18 **172**:25 **179**:16 17 **43**:8.8 **45**:22 **46**:10 **52**:12 **70**:16 helping [5] 14:12 105:11 141:9 **181**:15 **205**:14 **71:**3 **121:**10 **154:**5 **163:**23 **178:**20 **144**:12 **148**:20 how's [2] 5:12.13 **190**:19,23 **191**:15 helps [1] 14:6 huge [3] 53:4 145:5 203:5 impose [1] **153**:22 herman [10] 4:7 193:9 205:3,6,7 hugely [1] 96:22 imposing [1] **156**:7 humility [1] 189:5 impossible [4] 53:18 76:2 179:2 **206**:10 **207**:14 **208**:10,13 **209**:23 hundred [1] 179:22 hesitant [1] 90:10 **216**:18 hi [2] 137:18 140:5 hundreds [1] 149:8 improve [8] 17:3 28:2 108:2 127: hide [1] 171:7 hunting [1] 103:13 7 **145**:9 **150**:5 **151**:4 **155**:8 hurdle [1] 136:8 high [3] 97:24 121:19 216:19 improved [2] 148:19 209:21 higher [4] 27:18 134:14 146:6 hurricane [14] 5:21 6:18 7:16 14: **improvements** [2] **17**:7 **18**:10 **199:**2 11,14,21 **15:**2 **49:**14 **64:**25 **65:**11 improving [3] 148:7,17,22 inability [1] 99:19 highlighted [1] 141:2 **141:**3 **179:**21 **183:**2 **211:**19 inadvertent [2] 31:7 46:25 highly [4] 124:7 128:10 162:8 213: **inappropriate** [1] **135**:19 iacolucci [11] 3:5 39:20 40:2 51:6 hike [1] 51:12 inaudible [2] 137:20 203:19 **58:**8,12,13,25 **59:**2,5,9 hire [1] 107:16 inc [2] 3:11 69:18 iart [1] 214:4 hired [1] **20**:18 in-cab [1] 29:5 iatr [14] 3:19 65:13,15,21 129:3,4,9, history [5] 161:7 165:24 166:9 in-car [1] 216:21 12,17 130:2 131:8,10,17 135:11 **179**:21 **181**:24 inclement [1] 211:24 id [1] 93:2 hit [4] 22:5 130:19 141:3 216:2 inclination [1] 217:17 idea [5] 60:20 61:10 110:20 188: hold [3] **38:**25 **65:**12 **161:**10 inclined [1] 27:16 11.21 holders [1] 94:16 include [4] 17:6 19:9 92:3 191:16 ideal [1] 155:4 included [5] 17:2 61:11 88:3 97:9 holding [1] 117:23 ideas [1] 129:16 holds [1] **204**:6 131:11 identify [4] 39:13 65:6 154:2,14 home [7] 5:4 6:23 7:4 27:19 83:25 includes [2] 147:9 157:4 ignore [3] 102:11 172:4 174:17 including [9] 19:11 33:2 79:12,15 **147**:13 **207**:2 ignoring [1] 213:11 homes [1] 7:11 **112**:12 **136**:5 **150**:7 **172**:6 **192**:12 illegal [7] 117:25 118:4 122:18,25 honestly [1] 201:3 inclusion [1] 59:20 **131:**4 **169:**19 **209:**2 incomplete [1] 132:23 hook [1] **126**:19 illustrate [1] 106:12 hope [5] 61:21 70:12,24 143:14 inconsistencies [1] 186:9 image [1] **66:**10 **209:**13 incorporate [1] 16:13

STENO-KATH REPORTING SERVICES, LTD. (212)95-DEPOS (953-3767) * (914)381-2061 stenokat@verizon.net

heels [1] 91:23

heights [1] 180:10

heikel [26] 3:24 137:13 139:4 151:

November 29, 2012

incorporated [1] 96:4 15,21,22 172:2 173:3,13 189:24 intelligently [1] 202:2 incorporating [2] 18:14 161:12 **214:**17 intended [2] 116:19 172:11 increase [11] 16:14 18:10 29:25 informing [2] 122:23,24 intends [1] 23:21 **51**:12 **91**:24 **122**:7 **126**:4 **150**:21 infrastructure [2] 157:17 197:11 intent [1] 71:17 intention [5] 153:13,13 172:18 **194**:6 **197**:9.14 inherently [1] 148:19 increased [5] 27:5 31:15 92:5,7 inhibiting [1] **57**:24 **194**:13 **199**:12 **125**:14 initially [1] 162:8 interact [1] 184:14 initiate [1] 19:21 increases [1] **34**:13 interacting [2] 104:15 143:9 increasing [2] 142:6 198:21 initiated [1] 106:2 interaction [2] 103:25 104:7 increasingly [3] **22**:16,20 **197**:22 injury [1] **188**:16 interactive [1] 15:18 incredible [2] 97:22 178:25 innovation [12] 71:22 102:2,6 interest [6] 24:2,4 35:15,16 182: incredibly [2] 14:12 206:12 **105**:11,14 **117**:18 **130**:9 **142**:12 20 196:18 interesting [5] 115:13,20,21 211: incremental [1] 103:5 **152**:7,7,15 **207**:16 indeed [3] 111:2 151:12 174:10 innovations [2] 149:3 150:25 15 **215**:9 independent [3] 26:12 92:20 94: innovative [3] 17:15 105:12 129: interests [1] 129:15 interfaces [1] 105:5 indicate [1] 19:13 interfere [2] 123:9,17 innovators [1] 156:23 indicating [1] 68:3 international [3] 65:15 128:25 inoperable [1] 30:5 indication [1] **159**:25 input [7] 10:11 37:24 64:21 65:4, **131**:12 individual [3] 78:17 79:3 80:24 11 **95:**4 **182:**7 internationally [1] 23:9 individually [1] 81:7 insist [1] **156**:3 internet [1] 42:9 **interpretation** [1] **154**:19 induced [1] 60:10 inspection [2] **204**:17,21 induction [3] **59**:13 **60**:11.17 inspectors [4] 7:20 8:3,10 181:6 interrelated [1] 12:18 industries [6] 41:14 44:14 102:7 installation [3] 59:13 91:3 93:10 interrupt [1] 153:9 **106**:8 **116**:4 **196**:10 installed [1] 13:15 interrupting [1] **203**:20 intervening [1] 124:7 industry [73] 5:18 7:3,7 8:6 20:8 instance [1] **72**:25 intervention [1] 215:7 **22**:8 **23**:13 **34**:23 **40**:13 **41**:11,12 instances [2] **35**:10 **197**:8 **42**:6 **43**:9,12,14 **44**:8,23 **47**:14 **49**: instant [1] 29:24 interviews [1] 66:11 12,15 **51**:2 **71**:4 **73**:18 **87**:17,22 **90**: instead [7] 27:20 43:24,25,25 68: intricate [1] **56**:8 intrigued [1] 144:3 25 **106**:7 **107**:3.6.7 **111**:7 **112**:21 25 **167:**23 **181:**16 **113**:5,19 **114**:16 **116**:3 **117**:14 **120**: institute [2] **196**:14.19 intriguing [1] 193:24 introduce [2] 69:9 106:19 insult [1] 188:16 16 **122**:17 **129**:21 **130**:15,18 **140**: introduced [2] 13:24 97:16 24 **141**:2 **149**:3 **166**:14 **174**:14,18, insulting [2] 188:15 196:21 21,25 **175**:15 **179**:11,13,16,23 **181**: in-taxi 3 **9**:12 **13:**3.9 introduction [3] 104:21 151:8 integrate [6] 104:23 113:17 152: **179**:17 9,13,15 **184:**2,6,18 **188:**17 **189:**3 20 214:15 216:18,20 intuitive [1] **25**:18 **194:**22 **195:**10 **196:**3,6,7,23 **199:**2, integrated [3] 17:16 166:16 206: invalidate [1] 118:3 3 205:25 213:22 ineffective [1] 88:5 16 invest [1] 72:5 inefficiency [1] 101:8 integrates [1] **215**:22 investigation [1] 130:25 inevitable [2] 102:21 210:19 integrating [3] 31:10 63:17 216: investment [3] 71:23 72:8 152: infer [1] 190:4 16 inform [2] 87:7 211:19 integration [11] 17:10 19:9,10 99: investors [1] 181:4 information [24] 13:19 14:24 15: 13 **100**:8 **113**:14 **114**:3.4 **153**:14 invitation [1] 68:21 **154**:7 **179**:15 3,7,11,17 **25**:9 **28**:12 **32**:11,15 **77**: invite [1] 38:14 involve [3] 133:2,25 160:19 7 **82**:20 **91**:9 **105**:2,3 **141**:14 **171**: integrity [1] **157**:10

November 29, 2012

involved [5] 40:13 65:18 114:16 **153**:15 **160**:11 involving [1] 134:13 iphones [2] 66:22 217:20 ira [7] 3:25 137:14 151:13 165:4,5, 7.11 irrelevant [1] 9:25 irreplaceable [1] 101:18 island [3] 7:2 40:15 110:7 isn't [5] 49:6 123:10 125:7 156:14 issue [16] 34:20 40:11 65:14 82:7 **91**:14 **117**:8 **123**:5 **124**:11 **131**:10 **132**:14 **140**:18 **156**:18 **171**:18 **173**: 25 **180**:4 **181**:11 issued [2] 65:20.21 issues [7] **29**:19,21 **43**:15 **73**:22 **76**:16 **119**:17 **186**:11 italy [1] 40:15 itaxi [3] 3:20 137:12,19 item [3] 92:19 93:23 94:10 items [5] 9:7.9 93:22 94:5 135:19 iteration [1] 111:2 itself [2] 189:11 211:4 itunes [1] 97:8

jahangir [4] 3:21 139:5,19 140:5 jane [1] **38**:13 january [1] 123:2 jason [8] 3:10 4:9 82:17 193:10, 11 **205**:4 **212**:11,19 jay [4] 3:14 90:15 95:15 100:24 jeremy [4] 3:13 90:14 95:14 96:12 iin [1] **205**:7 jing [3] 4:7 193:9 205:3 joanne [3] 20:15,17 70:7 job [6] 8:3 20:21 134:20 170:21,24 iobs [2] 206:16,17 **joe** [6] **13**:4,6 **20**:20,25 **21**:5,20 john [15] 3:3,8 4:8 38:13,18 39:8, 25 46:11 48:9 63:22 68:18 69:17 **107**:18 **193**:10 **205**:3

joined [1] 8:23 joining [1] 5:3 joshi [5] 12:5,8 38:22 39:11,17 iudge [1] 191:10 july [1] 185:8 jump [1] **21**:16 jurisdiction [1] 135:21 iurisdictions [1] 135:9 jurisdiction's [1] 98:24 iustifiable [3] 170:8,12,16 justified [2] 175:22 196:16

K

kabessa [13] 3:18 115:7 119:8,21 **120:**3 **125:**3,9,11,22 **126:**7,16,20 **keep** [5] **71**:18 **86**:13,16 **184**:10 186:5 keeping [1] 28:23 **kept** [1] **52:**8 key [7] 18:5 20:5 36:21 38:2 53:12 **99:**8 **130:**14 keying [1] 26:17 khan [12] 3:21 139:5,17,19 140:5, 6,21 **143:**22,25 **144:**8,17,20 kicked [1] 210:8 kids [1] 50:9 kind [13] 12:17 38:14 86:13 134:8, 18 **165**:8 **177**:11 **184**:16 **185**:20 **186:**10 **188:**5 **192:**2 **217:**2 kinds [1] 157:5 kit [2] 103:15 149:5 kitchen [1] 156:13 knowing [1] 114:21 knowledge [2] 138:13 198:15

krisher [5] **3:**20 **137:**12,18,19,25

koch [1] 41:5

label [1] 66:17 lack [6] 99:17 121:17.20 122:5 **170**:15 **180**:17 landscape [2] 14:13 130:5 lane [1] 128:24 language [4] 18:5 61:4 101:25

205:17 languages [2] 61:9 104:10 large [5] 6:2 82:22 103:6 149:12 **164**:16 larger [1] 96:23 last [13] 6:5 35:22 58:6 76:3 82:21 **84**:16 **111**:2 **133**:8 **159**:16 **163**:22 **179**:22 **203**:22 **212**:13 laszlo [19] 3:4,4 39:9,10 40:2 50: 21 **51:**8,9,15 **55:**4,10,25 **56:**13,15, 21,24 **57:**15,20 **58:**7 late [1] 148:23 later [4] 21:7 24:25 31:25 36:18 latest [2] 146:3 179:3 laughter [3] 140:20 150:2 198:11 launch [4] 96:21 97:8 99:3 102:18 launched [1] 17:18 law [9] 67:8 128:23 164:2 166:24 **167**:16 **170**:4 **171**:11 **172**:15 **197**: laws [4] 118:3 131:2 167:13,15 lawyer [1] 36:8 lawyers [2] 155:3 164:3 lbo [1] 178:4 lead [3] 16:15 70:23 129:10 leader [2] 143:17 148:24 leaders [3] 34:23 51:2 65:3 leadership [2] 96:13 131:15 leading [3] 58:15 102:5 129:12 learned [3] 115:15 143:25 144:3 lease [2] 92:21 185:11 least [11] 55:7 64:18 70:23 71:6 **72**:15 **82**:14 **92**:15 **167**:15 **174**:12 **186:**3 **215:**5

leave [9] 10:18 45:14 47:19 161:

20 164:8 181:9 193:2 197:20 208:

leaves [1] 200:24 leaving [2] 27:5 88:17 left [4] 168:19 177:21 192:7 217:4 legal [7] 70:3 71:13 99:6 122:17 **164:**5,6 **177:**10 legally [3] 98:18,22,25 legislation [3] 19:3 180:5 196:14

legislative [3] 76:17 167:24 172:

STENO-KATH REPORTING SERVICES, LTD. (212)95-DEPOS (953-3767) * (914)381-2061 stenokat@verizon.net

join [2] **63:**5 **195:**16

November 29, 2012

limitations [1] 82:25 3,11,16 **107**:3,8,19,21 **108**:6 **120**: less [7] 27:15 32:17 80:23 84:4,5 limited [4] 60:15 87:8 145:12 152: 20,22,22,23 **121:**3,5,7,11 **127:**15 **111:**8 **195**:15 **144**:11 **148**:14 **205**:11 **212**:3 limiting [2] 71:19 91:3 lessen [1] 63:7 london's [1] 121:14 letter [2] 70:14 121:22 limos [2] 41:18 42:18 long [8] 7:2 32:17 111:6 166:25 letting [2] 18:13 217:7 limousine [7] 5:6 44:2.10 63:12 **182**:12 **189**:20 **204**:4 **212**:17 level [12] 89:6 104:16 111:17 113: longer [9] 91:21 105:20 114:15 **129:**13 **181:**18,25 7,12 **121:**17 **127:**17 **128:**8 **130:**23 limousines [1] 130:9 **119:**25 **147:**6 **174:**15 **175:**13 **185:**8 **162:**3 **180:**5 **197:**7 line [6] 41:17 101:9 145:13 149:11 **198:**20 leveling [5] 193:23,25 194:3,7,25 longstanding [1] 148:20 **213**:4 **214**:18 levels [2] 63:2 183:4 lines [1] 8:7 look [15] 23:7 25:23 46:21 54:16 leverage [5] 15:15 22:11 25:11 lip [2] **62**:6,17 **57**:6,7 **73**:3 **81**:17 **99**:3 **126**:25 **26:**15 **29:**2 list [7] 20:11 29:22 35:17 36:9 38: **135**:21 **146**:25 **164**:22 **212**:2,4 liability [1] **82:**5 8 **109**:7 **205**:5 looked [3] 14:13 151:23 158:17 license [13] 24:19 93:2 111:25 listed [3] 11:18 40:16 54:10 looking [9] 18:2 37:23 38:7 53:19 **134**:11 **140**:8,17 **156**:12 **171**:17 listened [1] 119:22 **87**:22 **142**:22 **145**:19 **148**:4 **162**:5 looks [3] 100:7,7 161:24 **172:**5,17 **173:**4,11 **191:**10 listening [1] 115:14 licensed [15] **75**:13 **94**:11 **101**:4 literally [1] **216**:2 loop [4] **59**:14 **60**:17 **83**:6,15 little [18] 13:8 18:15 21:18,18 22:5 **113**:18 **114**:4 **134**:9 **138**:14 **155**:17 loops [1] 60:12 **163**:11.20 **164**:20 **171**:16 **191**:2.18 **39**:24 **64**:20 **72**:25 **83**:13 **118**:11 lose [2] 113:21 114:2 **206**:4 135:6 141:23,23 147:23 163:3 192: losing [2] 68:5 119:14 licensee [3] 87:4 113:15 172:13 6.9 **200:**19 loss [14] **58**:14,16 **59**:5,12,16 **60**:3, licensees [3] **75**:14 **87**:25 **104**:23 lived [1] 45:6 10,13,17,24 **61:**25 **62:**25 **63:**8,19 liveries [6] 41:18 42:20 111:23 licenses [1] 172:14 lost [5] 7:3 14:8 101:6 113:3 136:4 licensing [12] 8:19 11:14,17 98:7 **112:**22 **118:**13 **175:**10 lot [19] 16:23 33:13 36:21 50:18 74: **140**:15 **155**:23 **156**:2.9.17 **157**:4 livery [32] 4:3 7:14 23:24 34:23.25 5.5 **134:**4.5 **135:**9 **141:**24 **144:**11 **164**:15 **190**:23 **35**:11 **43**:25 **50**:5 **56**:19 **102**:8 **104**: **152**:12 **160**:11 **161**:8 **178**:19 **192**: licensure [1] 131:6 6,13 **107**:16,24 **110**:3 **111**:7,24 14 **193:**21 **211:**16 **213:**10 life [6] 40:14 101:19 112:21 141: **118**:9,19 **120**:4,6,7 **151**:14 **178**:12 lots [8] 52:15 53:9 71:8 144:11 17 **145**:9 **198**:9 **179:**14 **180:**5.7.11 **194:**11 **195:**24 206:6.7 209:3 214:6 lifeline [1] **62**:6 love [3] **40**:20 **127**:13 **205**:13 lift [1] 163:17 living [3] 7:14 150:5 202:15 low [1] 91:5 lifting [1] 14:17 loaded [1] 28:12 Irt [2] 3:18 4:6 luck [1] 141:24 light [16] 9:20 11:25 12:4 26:5 31: lobby [1] 124:20 24 **32**:6 **45**:11 **102**:23 **120**:25 **124**: local [8] 59:20 65:5 86:6 99:5 141: | lucky [1] 110:8 lucrative [1] 33:20 15,17,23 **125**:15 **130**:4 **186**:23 **187**: 10 **172**:15 **189**:22 **190**:4 located [2] 151:18 180:12 lunch [3] 147:16 192:4,13 lightly [1] 167:3 location [12] 6:12 32:13,14 62:11 luxury [1] 64:4 lights [4] 9:17,19 52:9 191:6 **114**:22,22 **115**:2 **135**:23 **150**:23 М likelihood [3] 27:18 29:25 34:13 **171:**2 **202:**6 **203:**10 made [18] 8:8 43:9 52:19 56:10 64: likely [2] 208:16 209:2 loq [1] 88:5 17 **66**:18 **71**:10 **88**:10 **100**:9 **111**: limb [1] **214**:13 logic [1] 18:15 10 **158**:16 **160**:10 **166**:25 **167**:3 logical [1] 149:2 limit [10] 14:17 32:10 33:6 71:16 **172**:25 **175**:23 **195**:18 **210**:24 login [1] 93:2 **132**:17 **134**:16,17 **136**:2,10 **207**:16

STENO-KATH REPORTING SERVICES, LTD. (212)95-DEPOS (953-3767) * (914)381-2061 stenokat@verizon.net

london [24] 102:18 105:25 106:2,

limitation [2] **70**:2 **217**:15

madison [2] 116:14 127:2

November 29, 2012

mark [1] 187:6 magic [8] 3:13 96:6,18,22 97:6,9, measure [1] 99:17 market [25] 26:14 74:18 101:8 main [4] 52:21 85:7 170:23 185:3 **105**:12 **113**:3 **118**:24 **136**:14,21 maintain [5] 112:13 143:16 157:9 **142**:11 **150**:9 **151**:5 **152**:8,16 **157**: **189:**16 **206:**2 19 **158**:12 **161**:6 **164**:4 **184**:4,9,21 major [6] 14:18 66:2 97:9 130:5 **194**:18,19 **206**:14 **213**:19 **215**:15 marketing [2] 24:2 97:10 **135**:13 **205**:16 16 **196**:7 **197**:11 majority [3] 81:17 103:13 187:24 marketplace [4] 90:11 134:17,18 media [1] 3:10 maker [1] 113:18 **153:**3 makers [1] 113:15 markets [7] 23:8 37:10 97:11 98: mallah [19] 4:6 193:7,8,13,17 194: 10,23 **161:**3 **208:**17 17 **195**:7,9 **198**:12 **200**:7 **201**:7,11, marketshare [1] 35:6 martin [5] 3:24 137:13 139:4,7 17 **202**:16 **203**:13,16,20 **204**:8,12 8 160:8 man [1] 149:22 151:17 manage [1] 20:19 marx [1] 128:24 **163**:14 management [2] 98:14,15 mascialino [9] 3:8 63:23 68:19 **139:**20 **144:**22 manager [1] 13:7 **69**:6,11,15,17 **74**:10,13 managing [1] 20:18 mason [1] 107:18 mandate [1] 173:15 mass [2] 213:23.25 **131:**17 **139:**7,12,16 mandated [3] 88:2 104:23 169:8 master [1] 73:5 mandates [2] 114:2 152:19 match [5] 41:25 101:5 116:12 186: mandating [1] 88:4 10 198:3 **196:**20.22 mandatory [1] 138:9 matches [1] 148:15 manhattan [8] 14:19 19:22 27:6 material [2] 36:21 179:24 **58:**17 **147:**15 **180:**9,12,18 materially [1] 28:3 math [1] 147:23 manner [2] **35**:13 **129**:22 mantle [1] 102:5 matter [9] 45:24 46:2 58:3,4 87:5 manual [2] 26:17 31:12 **111:**12,13 **117:**25 **127:**16 manually [2] 31:4 206:18 matthew [1] 129:5 many [35] 7:2.6 8:21 12:18 32:25 maximize [1] 206:15 **38**:6.9 **41**:23 **44**:4 **48**:11 **50**:4.5 **51**: maximum [2] **72**:13,13 mayor [1] 41:5 3 **55:**22 **60:**17 **64:**25 **69:**25 **108:**14, 15,25 **132**:17 **140**:12 **142**:14 **158**:2 mayor's [1] 173:20 merits [1] 74:3 mcdonough [6] 4:8 193:10 205: **164**:19 **183**:3 **196**:20 **198**:19 **205**: mesh [1] 32:20 4 209:24 210:2 212:16 25 **206**:13,14 **213**:20 **215**:14 **216**: 25 217:16 meal [1] **191**:10 12,13,18 97:19 map [3] 18:6 97:4 202:21 mean [22] 6:19 48:16,24 49:6,13, messages [1] 20:4 marino [47] 5:8,10 56:14,16,22 57: 24 74:4 124:18 132:15 161:25 164: 11,19 **69**:7 **77**:22 **78**:2 **79**:25 **80**:17 17 **183**:12 **184**:10 **188**:17 **189**:14 **95**:5,8,13 **100**:22 **105**:23,25 **106**: 191:25 195:3,6 198:13 202:20 207: 23 **107:**2 **108:**25 **125:**8,10 **126:**13, 10,20 17 **137**:16 **143**:20,23 **144**:6,15,19 meaning [1] 64:9 **145**:21 **146**:24 **147**:9,13 **176**:5,11 means [7] 9:21 31:23 49:7 79:4 **177:**11,19,25 **182:**9 **191:**8,21,22, **103**:18 **189**:24 **197**:18 24 **192:**25 **193:**5 meant [2] 156:9 214:9 7 **214**:15,18 **215**:6,11 **216**:16,18

measures [3] 99:18 100:9 197:2 mechanism [3] 90:6 156:3,7 mechanisms [1] 190:24 medallion [14] 13:15,22 16:16 78: 11,24 **80**:11,24 **81**:4,5,9 **91**:20 **185**: medallions [1] 115:19 meera [2] 38:20 176:9 meet [4] 16:4 24:21 131:5 134:6 meeting [7] 5:4,5 6:3,11 10:21 20: meetings [4] 35:21 59:25 117:13 melissa [7] 3:22 106:10,13,15,21 member [8] 42:22 58:13,18 120:4 members [10] **63:**25 **95:**17 **96:**3 **128**:19 **131**:8 **166**:13 **178**:10,22 mention [2] 74:18 88:15 mentioned [14] 19:6 23:22 28:8 **67:**4 **70:**6 **72:**22 **85:**12 **88:**13,18 **111**:18 **114**:14 **120**:9 **132**:18 **186**: mentioning [1] 169:20 mentions [1] 135:6 merchant [10] 78:12.14.15 79:2 **81:**19 **92:**13.21.22.23 **94:**19 merchants [1] 91:17 message [7] 14:23 20:2 25:10 30: messaging [3] 13:18 14:22 30: met [9] 20:16 35:20 122:14,18 124: 10 **134**:12 **136**:3 **151**:24 **196**:17 meter [23] 26:9,10,13,14,16 31:4 **33**:9 **37**:15 **53**:16 **88**:4 **107**:11 **143**: 9 **154**:7 **156**:4 **184**:14 **187**:18 **188**:

November 29, 2012

metered [4] 30:21 31:10 33:8 37: metering [1] 157:9 meters [3] 26:21 214:19 215:21 method [7] 25:21 82:2 168:7 169: 22.24 173:24 175:6 methodology [1] 113:16 methods [2] 113:2 168:23 metrics [1] 14:10 michael [3] 3:20 137:12.19 middle [3] 6:4 81:23 85:20 might [18] 6:3 32:16 36:25 51:4 **58**:9 **82**:13 **107**:12 **135**:21,22 **151**: 20 152:15 157:6 159:15 163:4.8 **186**:8 **207**:22 **214**:12 migration [1] 91:8 mike [1] 5:11 mile [1] 75:25 miles [2] 102:17 147:8 million [9] 40:9 48:12 60:2.6 61: 24 **96**:6 **102**:17 **107**:22 **121**:4 millions [2] 96:9 101:6 milliseconds [1] 42:2 mind [4] 53:23 66:13 108:19 204: mindful [2] 32:23 34:2 minimizing [3] 154:9 198:22,23 minus [5] 146:18,19,20 192:20 **201:**2 minute [7] 28:20 83:4.6 128:17 **133**:17 **137**:5 **192**:8 minutes [23] 10:18,20,22 11:3 39: 12 **42**:23 **48**:6 **50**:25 **51**:5,25 **52**:5 **56**:17 **57**:17 **58**:20 **68**:25 **83**:5,9,10 **102**:19 **118**:21 **119**:11 **128**:21 **147**: misleading [2] 192:6,9 mispronounced [1] 58:25 miss [3] 22:5 145:16.16 mission [1] 129:14 mistaken [1] 202:12 mistakes [2] 66:18 175:19 mitigate [1] 33:24 mitt [1] 49:2 mittendorf [1] 128:24

mobile [5] 96:19 97:14 142:16 **202**:17 **204**:22 model [20] 65:13,19,25 85:10 99:3, 20 **103**:4,14 **123**:9 **127**:12 **128**:11 **131**:13,16,20 **135**:12,15,22 **181**:17 **195:**11.13 models [1] 124:8 modernizing [1] 181:8 modicum [1] 54:24 mohan [3] 4:5 182:18 190:9 moment [7] 6:22 8:18 53:10 137: 15 **162**:18 **202**:5 **203**:9 moments [1] 110:17 money [16] 79:2 120:17 123:22. 23,24,25 **127**:10,11 **141**:12 **143**:5 **149**:17 **188**:18,23 **189**:4 **210**:9,11 monitor [6] 13:19 15:11 25:9 34: 18 **167**:11 **189**:24 monitors [1] 82:20 month [3] 20:9 159:16 179:25 months [8] 20:18 54:2 60:22 104: 5 **144:**2 **151:**21 **165:**20 **190:**3 morning [21] 5:2 11:12 13:5 21: 10 **40**:3 **51**:9 **58**:11,12 **63**:24 **74**:14 86:20 109:24 115:8,11 119:21 120: 2 **161**:22 **178**:7 **193**:14 **205**:6 **212**: 17 moscow [1] 205:11 most [21] 15:10 21:24 22:9 43:17 **49**:16 **53**:5 **54**:15 **63**:17 **80**:14 **81**: 23 **83**:16.19 **86**:10 **91**:13 **105**:12 110:4 121:10 129:19 142:3 199:19 208:16 motion [11] 25:4 30:6,8 37:25 55: 2 62:19 104:2 112:5,9 117:8 156:6 mou [5] 72:24,25 73:9,12,16 mounted [2] 112:2 217:20 move [9] 10:9,14,15,21 11:16 21:5 **39:**23 **100:**3 **139:**8 movement [1] 44:11 moves [1] 44:8 **movie** [1] **55**:12 moving [4] 44:15 90:21 116:21 **195**:19 **ms** [34] **11:**9,12 **12:**5,8 **13:**5 **38:**22

39:11,17 **58:**9,10,12,25 **59:**2,5,9 **106**:15,21,25 **107**:5 **140**:2 **144**:21 **147**:22 **178**:6,9 **182**:10,14,17 **183**: 19 **205**:6 **206**:10 **207**:14 **208**:10,13 mta [14] 14:15 76:12,21 77:5,9,20 **78**:7,18,19,21 **79**:12,15,16 **91**:24 much [36] 5:3 47:6 50:22 53:15 **56:**2 **62:**23 **69:**16 **73:**3 **74:**11 **78:**7 **84**:13 **89**:15 **100**:16 **105**:21 **109**:14 **115**:5 **119**:14 **128**:15 **131**:20,22 **132**:5 **133**:10 **134**:14 **138**:24 **139**:3 **142**:5 **153**:18 **155**:22 **161**:13 **162**: 16 **165:**3 **175:**25 **184:**25 **189:**8.13 **212:**15 multiple [2] 38:9 66:19 must [15] 16:21 91:24 92:25 93:3, 4.7 **94:**12.13 **105:**9 **111:**13 **171:**16 **172**:14 **173**:3 **179**:9 **181**:14 mutual [2] 67:17 129:15

N

naive [1] 194:21 name [23] 11:13 32:15 38:12 51:9 **58**:13 **74**:15 **82**:17 **86**:21 **96**:12 **106**:20,21 **120**:3 **128**:22 **137**:18 **140**:5 **144**:21 **149**:20 **151**:19 **165**: 11 **178**:11 **196**:22 **205**:7 **212**:19 namely [2] 81:4 99:10 names [1] 39:20 nation [1] 121:16 national [2] 58:18 59:20 nation's [1] 58:15 nationwide [1] 23:8 natural [1] 123:16 nature [1] 69:25 near [2] 101:16 199:18 nearby [1] 27:13 nearing [1] 85:21 nearly [1] 53:18 necessary [7] 10:12 19:15 152: 16 **166**:10 **181**:14 **189**:19 **209**:11 necessitated [1] 174:20 necessity [1] 140:22 neck [1] 65:7

November 29, 2012

need [37] 10:2 29:15,16 30:17 31: 11 **32:**3 **34:**5,18,20 **37:**6 **43:**16 **46:** 11 **47:**21 **55:**5 **57:**6 **60:**18 **62:**16 **87**:2 **89**:22 **104**:25 **112**:8 **114**:12 **118**:22 **120**:19 **140**:16 **141**:22 **142**: 12 **148**:11 **152**:17,21 **153**:11 **156**:2, 25 **157**:16 **163**:10,19 **184**:11 needed [1] 82:7 needs [11] 29:15 44:13 66:8 89:22 **90**:8 **96**:25 **104**:20 **112**:6 **120**:15 **122:**10 **200:**3 negative [1] 205:18 **negotiating** [1] **196**:19 negotiations [1] 196:24 neighborhood [2] 211:3,6 neighborhoods [1] 171:6 neighbors [1] 110:7 neither [1] 91:19 network [4] 3:7 98:15 108:19 141: never [5] 72:14 76:10 85:12 184:4 189:25 newly [1] 48:22 news [1] 15:13 next [18] 17:20 21:8 31:14 41:16 **48:**2 **50:**6 **53:**25 **63:**21 **68:**18 **90:** 13 **128**:16 **130**:19 **139**:8,14 **149**:2 **151**:4 **160**:16 **162**:3 nfcs [1] 199:21 nice [1] 189:22 night [4] 136:9,9 148:23 152:13 nightmare [2] 81:25 88:9 nights [1] 152:11 nine [1] **109**:18 **nobody** [3] **127:**5 **136:**16 **187:**13 noise [1] 60:9 non [1] 136:9 none [1] 164:3 **nor** [1] **91:**20 norm [1] 26:9 **no-show** [2] **121:**24 **122:**3 notable [1] 21:24 **note** [3] **5**:17 **85**:16 **98**:9 noted [2] 60:25 114:20 **notes** [3] **5**:15 **9**:8 **139**:13

nothing [4] 52:10 102:14 123:3,4 notice [1] 6:14 notices [1] 159:4 notification [2] 24:23 186:18 notion [1] 34:8 november [2] 38:25 131:12 **nowhere** [1] **101**:10 number [28] 14:5 29:12 94:10 97: 6 **103**:5.6 **121**:6 **123**:11 **131**:24 134:17 136:2,10 142:6 146:17 159: 17 **170:**21 **183:**3,21 **189:**6 **192:**2, 15,16 **197:**8,11,14 **198:**4,13 **203:**5 numbers [7] 60:7 108:17 189:25 **190:**5 **192:**21 **197:**24 **199:**23 numerous [3] 97:10 116:18 130: **ny** [2] **4:**4,5

0

objections [2] **74:**21,23

obligated [1] 73:8 **obligation** [1] **54**:19 **obligations** [1] **119**:13 observed [1] 106:16 obtain [2] 172:14,17 **obtaining** [1] **35**:13 obvious [2] 61:5 174:7 **obviously** [4] **17**:19 **53**:6 **62**:19 98:20 occupation [1] **40**:16 occupied [5] 9:23 10:2 27:23 52: 4 **200**:14 occurred [1] 46:18 occurs [1] 104:8 o'clock [2] 137:6,8 october [1] 38:23 **odd** [2] **46**:12,13 odds [1] 198:2 offense [1] 120:18 offer [8] 28:8 72:5,9 91:17 127:19 **131:**16 **160:**18 **208:**8 offering [1] 149:13 office [4] 107:19 108:11 173:20 **207:**2

offices [1] 5:20 often [4] 28:20 30:14 62:18 189: okay [20] 10:16 12:9 47:15 48:7 **49**:25 **68**:2 **79**:18 **108**:21 **109**:13 **118:**20 **124:**2 **133:**20 **154:**21.23 **155**:6,9,13 **162**:20 **163**:19 **195**:8 once [7] 36:2 63:10 64:22 83:10 **113**:18 **126**:17 **149**:15 on-demand [1] 168:8 onerous [3] 52:24 53:9 188:14 ones [4] **42**:13,14 **53**:5 **180**:25 only [49] 27:24 32:12 33:4 44:4 46: 23 **87**:12 **91**:4 **94**:8,9,18 **97**:2 **98**: 17,25 **102**:19 **103**:17,18 **104**:4 **106**: 5 **108**:19 **121**:19 **128**:6,7 **147**:25 **151:**8 **153:**14,22 **156:**17 **159:**3 **163:** 5 **166:**5 **169:**16 **180:**25 **181:**8.21 **182**:2 **187**:10,22 **188**:8 **190**:12 **191**: 2,17 **192**:7 **203**:7,12,17 **204**:6 **208**: 9 **214:**11,14 open [10] 11:6 39:2 71:18 125:16 **140**:15 **180**:4 **184**:9,21 **215**:15 **217**: opening [1] 184:25 operate [14] 33:15 37:10 40:6 94: 12 **100**:4 **108**:10 **111**:16 **129**:22 **130**:22,23 **151**:2 **166**:6 **169**:15 **180**: 13 operated [1] 96:17 operates [3] 99:2 108:9 205:8 operating [13] 97:12 98:18,22,25 **104**:14 **107**:8 **122**:25 **163**:11,13,16 **164**:14 **165**:12 **214**:22 operation [3] 31:2 40:22 183:13 operations [1] 131:4 operators [1] **64**:4 opinion [3] 10:5 181:22 216:21 opinions [2] 70:22 192:15 opportunities [1] 30:15 opportunity [9] 65:3 69:16 91:13 **102**:4 **110**:23 **170**:24 **176**:2 **178**:17 **182**:6 oppose [1] 120:8 opposed [5] 10:25 11:21 12:7,8

STENO-KATH REPORTING SERVICES, LTD. (212)95-DEPOS (953-3767) * (914)381-2061 stenokat@verizon.net

officer [1] 165:12

November 29, 2012

102:8 opposes [2] 166:22 196:13 opposite [2] 72:2 122:2 opposition [1] 129:11 option [9] 18:20,25 28:9 48:19 91: 17 **150**:22 **164**:8 **185**:21 **201**:22 optional [1] 183:24 options [7] 37:4 82:14 85:24 114: 11 **119:**2 **199:**10,11 order [14] 12:20 24:20 34:5 39:20 **43**:19,24 **50**:14 **94**:15,21 **104**:25 **112:**7 **123:**24 **126:**20 **206:**15 ordered [2] 44:7 193:16 orderina [2] 42:9 44:5 orders [2] 41:22 96:25 organic [1] 144:13 organization [5] **58**:15 **59**:3,17 **84**:24 **195**:25 organizational [1] 38:11 original [3] **72**:17 **101**:21 **199**:12 originally [1] 40:21 other [72] 5:9 7:9 12:19 14:18.25 **15**:16 **17**:15 **23**:8,23 **30**:15 **31**:2 **37**:9 **43**:11 **46**:9 **49**:5,20 **50**:3 **51**: 13,16 **56**:18 **65**:24 **66**:23 **68**:22 **72**: 23 **73:**21 **77:**17 **81:**2 **84:**23 **88:**25 **92**:7 **94**:8,9 **96**:9 **102**:3 **105**:3 **109**: 11 **112**:11 **113**:19 **119**:13 **120**:21 **121**:15 **127**:16 **130**:23 **133**:11 **135**: 18 **141**:15,18 **150**:25 **155**:15,15 **157:**5 **160:**15 **161:**3 **163:**8 **166:**13 **167:**8 **170:**25 **171:**25 **172:**6 **175:**2 **176:**21 **177:**6 **189:**6 **191:**3 **196:**23 **205**:10 **207**:19 **208**:17 **213**:20 **214**: 3 **217:**13.18 others [10] 68:9 117:18 127:20 **135**:14 **141**:9 **159**:13 **164**:5 **173**:11 **207:**4.7 other's [1] 118:23 otherwise [9] 21:5 27:10 38:5 95: 22 **103**:7 **154**:15 **156**:6 **199**:20 **203**: out [72] 6:14 7:3,7 8:5 18:11 21:4 **25**:20,25 **28**:16 **37**:5 **38**:12 **41**:7

45:23 **48**:25 **49**:9 **51**:19 **55**:17 **66**:

22 **70**:8 **80**:7 **82**:11 **94**:8 **114**:2 **116**:13.14 **129**:6 **130**:17 **132**:19 **136**:8,12 **138**:21 **140**:22 **141**:13 **145**:16,16 **146**:15 **151**:21 **157**:2,12, 22 **158**:8,19 **159**:3,4,17 **161**:6,22, 25 **162**:25 **163**:4,5,21,23 **164**:13, 18 **165**:21 **188**:20,24,25 **191**:25 **192**:4 **195**:15 **196**:20 **199**:14 **200**: 25 **203**:25 **204**:3 **211**:4 **213**:10,24 **214:**3.12 outage [1] 6:4 outages [1] 6:2 outcome [4] 34:15,19 180:6 208: outer [1] 115:21 outlined [1] 16:4 outlines [1] 16:6 outlining [1] 16:18 out-of-town [1] 19:21 outreach [1] 183:9 outset [1] 154:4 outside [8] 27:16 102:23 168:19 **173**:14 **197**:15,17,19,21 outstanding [1] 20:21 over [35] 24:23 25:6 26:25 30:17 **35**:22 **41**:8.23 **68**:13 **70**:20 **73**:20 83:25 84:16 89:25 91:19 94:24 97: 13 **98:**13 **102:**17 **107:**22 **112:**18 139:15 146:21 186:19,20,22 187:4 **188**:13,22 **189**:4,10 **190**:8 **192**:7 **201:**25 **202:**8 **210:**14 overall [1] 202:10 overcame [1] 179:20 overcharge [1] **30**:20 overcharged [1] 87:20 overcharges [1] 188:2 overcharging [1] 184:17 **overdue** [1] **111:**6 overlap [1] 202:18 overload [2] 189:13,20 overlooked [1] 91:13 overnight [1] 7:25 overreaching [1] 155:16 oversight [1] 164:15

overwhelming [1] 62:21 own [6] 34:12 65:22 89:16 169:2 **192**:22 **197**:24 owned [1] 29:8 owner [10] 77:21,22 78:3,11,18,24 **81**:9,21 **178**:14 **185**:16 owners [24] 4:3 14:9 16:17 64:5 **65**:2,5,9 **71**:17 **72**:10,14 **78**:6,6 **79**: 3 **80**:11,24 **81**:5,5,20 **87**:5 **91**:20 **151:**15 **178:**12,21 **179:**14 owner's [3] 76:23 77:8,23 **oxymoron** [1] **123**:10 P

p.m [2] 51:24 137:11 pace [1] 105:10 package [1] 20:14 page [5] 3:2 4:2 11:6 65:19 66:7 paid [5] 77:11,12 79:10 185:15 214:16 paired [1] 124:19 pairing [1] 177:5 pairs [1] **133**:22 palumbo [5] 3:6 51:7 63:21,24 68: paper [7] 89:24 117:15 165:19,23 **167:**5 **169:**13 **173:**19 papers [2] 199:9 201:8 paperwork [1] 149:24 paradigm [6] 44:24,25 45:7,23 46:5,5 paramount [1] 103:20 pardon [1] 214:21 parmigiana [1] **156**:16 part [15] 19:16 24:11 97:23 101:18, 24 **103**:14 **118**:12 **131**:25 **165**:21 **167**:19 **168**:6 **170**:7 **179**:13 **185**:11 **201**:14 partially [1] 193:25 participate [3] 61:23 150:4 184: participated [1] 59:18 participation [1] 149:25 particular [6] 35:16 183:21 201:4 202:5,6 205:15

STENO-KATH REPORTING SERVICES, LTD. (212)95-DEPOS (953-3767) * (914)381-2061 stenokat@verizon.net

overview [2] 20:13 21:19

November 29, 2012

particularly [3] 183:12 186:13 period [4] 20:18 41:8 54:4 176:23 paving [1] 124:8 pay [29] 19:5,23 22:7,12,15 23:5 permanently [1] 71:25 **210**:10 **24**:5,10 **28**:6 **29**:13 **75**:3 **76**:16 **77**: permissible [1] 66:21 partners [2] 85:11 99:4 permission [1] **210**:3 parts [2] 43:12 44:22 22,23 **79**:13 **80**:19 **82**:5 **91**:21 **133**: party [2] 57:24 136:5 permit [10] 24:7,8 25:5 26:11 31:2 5,5,18 **185**:7,8,11,24 **186**:4 **199**:16, pass [5] 31:18 78:23 81:18 143:14 24 **207**:4 **37:**14 **87:**24 **165:**15 **175:**8,10 permits [3] 26:22 172:14 176:16 **168:**20 paying [5] 138:22 154:8 185:9 passed [9] 41:6 42:24 71:11 72: **permitted** [9] **54**:13,23 **75**:17 **87**: 188:19,23 payment [41] 9:12 14:2 17:8 18: 4 **88**:16 **164**:10,11 **167**:7,20 18 **81**:3 **116**:23 **117**:2 **185**:8 **210**: permitting [1] **24**:25 18,23 **19**:13,15 **24**:13 **28**:4,9,16 **33**: passenger [80] 9:24 13:12,20 15: 7,11 **37**:15 **54**:9,18 **75**:7 **90**:25 **92**: person [16] 32:17 34:13 41:17 45: 11 **17:**3,25 **18:**6 **23:**17,21 **24:**10,16 13 **93:**4,5,8 **94:**16,17,20 **124:**2,13 20 **116**:24 **117**:3 **125**:6 **126**:22 **139**: **26**:6,8,19 **27**:8,11 **28**:14,18 **30**:24 **133:**2 **134:**2 **136:**4 **152:**24 **153:**15, 9,14 **161**:19 **168**:8,11,16,18 **212**: **31**:5,18,24 **33**:10 **34**:8 **35**:8,12 **36**: 15.16 **157**:8 **163**:9 **185**:21 **187**:19 24,25 **37**:4,12 **51**:17 **77**:12,19 **78**: **199:**10.11 **206:**17 personal [4] **120**:18 **157**:14,16 payments [15] 26:23 30:25 74:23 **216:**17 22 79:10 82:20 88:6,11,15,25 89:4, 18 **92**:9 **93**:24 **94**:16 **112**:24 **127**:2 **75**:19 **77**:19 **80**:8 **91**:18 **94**:23 **132**: personally [1] 57:9 13 134:13 142:8 150:24 157:5 187: perspective [6] 36:23 86:6 98:16 **132**:25 **133**:22.24 **143**:11 **145**:14 **146**:19 **148**:18 **150**:6,17 **153**:2 **158**: 17 **188:**7 **99:**7 **106:**13 **112:**24 21 **160**:6,20 **167**:25 **168**:3 **170**:9, pays [4] 26:19 31:6 81:9 92:9 phillips [6] 3:13 90:14 95:14,24 10,13,13 **171:**8 **176:**17 **187:**14,20, penalize [2] **207**:7,23 96:2,12 penn [1] **116:**13 22 **188**:9 **189**:23 **200**:17,24 **202**:5 phone [13] 37:23 41:22 42:8 50: **203**:10 **211**:6 **216**:8,8 **people** [63] **6**:14,25 **7**:6,13,18 **10**: 11,12 **97:**2,14 **112:**23 **169:**23 **170:** passengers [60] 9:14 15:18 18: 6 **22**:11,16,18 **24**:18 **29**:2 **33**:2 **38**: 2.3 **210**:18 **216**:17 22,25 19:4 23:16 24:3,8 27:3 28:5, phones [3] 112:20 117:20 199:20 8,10 **42**:4 **43**:17 **44**:4,8,18,21 **45**: phone's [1] 97:4 6 **29**:17 **31**:19.20 **35**:8 **48**:12 **49**:8 11 **46**:13,19,23 **47**:4 **48**:13 **49**:3 **50 83**:21 **85**:24 **87**:5,20,25 **96**:7 **101**:7 18 **58**:16 **59**:12 **60**:2,6,17 **61**:3,24 phraseology [1] 25:22 **102**:14,18 **110**:22,25 **111**:11,14 **62:**24 **63:**8,18 **66:**6 **68:**23 **70:**20 physically [1] 167:25 pick [29] 23:21 25:13 26:5 32:2,13 **113**:4,20,22 **114**:11 **116**:11 **141**:20 **86:**5 **105:**18 **109:**11,19,20 **120:**19 **121:**15 **122:**4 **132:**13 **136:**13 **139: 41:**16 **42:**7 **45:**12 **47:**11.16 **48:**3 **142**:6.20.23.23 **145**:5.19 **147**:25 **148**:10,13 **149**:8 **150**:20 **158**:2 **165**: 18.18 **140**:16 **158**:17 **169**:3 **181**:22 **49**:16 **54**:9.23 **97**:4 **103**:17 **105**:13 24 **167**:7,10,21 **170**:20 **177**:6 **187**: **189:**15 **192:**14 **206:**23,25 **211:**16 **106**:5 **112**:7 **114**:21 **127**:5 **145**:15 11 **189**:17 **197**:17,21 **205**:19 **212**:4 **156**:10 **160**:7 **161**:19 **167**:9 **175**:14 214:6 passengers' [1] 91:10 people's [3] 54:20 178:23 203:4 **180:**22 **197:**19 passenger's [4] 32:15 94:17 170: picked [4] 41:19 52:2 160:2 201: per [7] 14:5 28:2 40:10 80:8 132: 25 215:24 16 **185:**8 **188:**13 passing [1] 81:24 percent [37] 14:2 27:24 29:7,9 42: picking [4] 31:17 33:18 155:19 past [11] 16:12 20:9 22:24 23:4 64: 5 **47**:10 **60**:4 **68**:4 **75**:17 **79**:14 **83**: **211:**2 14,15 **72**:10 **160**:8 **171**:5 **175**:19 picks [1] 26:8 11,15,17 **84:**4,8 **85:**22 **87:**13 **88:**21 214:7 picture [1] 136:11 **89**:8 **115**:15 **121**:21,24 **145**:18,24 piece [3] 112:11 148:5 177:5 pat [4] 3:19 119:8 128:16,22 **146**:6,8,17,22 **181**:19 **185**:7 **192**:2, patience [4] 95:2 182:12 203:4 5,7,10,13 **197:**24 **198:**7 pieces [1] 159:24 pike [1] 211:21 perception [2] 31:16 34:10 patronage [1] 206:9 perhaps [8] 6:12,13 29:22 61:8 pilot [1] **59**:18 pave [1] 133:11 **71:**5 **84:**5 **109:**22 **153:**11 piloting [1] 162:6

November 29, 2012

pim [2] 17:23 53:16 police [2] 67:6,6 preliminary [1] 20:10 pin [1] 17:7 **policy** [9] **14**:7,16 **21**:12 **35**:3 **117**: preload [1] 133:16 preloaded [1] 28:14 ping [2] 118:16,20 13,14 **166**:24 **198**:6 **201**:4 pinged [2] 116:24 117:3 pollack [10] 3:15 95:16 100:18 premature [1] 179:18 pings [1] 210:25 **109**:4,15,24 **110**:14 **115**:5 **117**:17 premise [2] 153:19,20 place [15] **30**:12 **46**:6 **53**:15 **111**: premium [1] 55:12 149:23 19 **139**:11 **152**:3 **158**:24 **167**:24 polled [1] 14:10 preparation [1] 20:7 **173**:7 **174**:22 **184**:15 **190**:17,24 poor [1] **121:**16 prepare [1] 193:20 popularity [1] 151:2 prepared [5] 90:17 93:17 131:25 **196**:20 **197**:25 placed [2] 97:2 196:22 popularly [1] 96:23 139:24 193:17 places [1] 215:4 population [5] **59**:16 **60**:4,9 **61**:6 prepay [1] 28:10 plaqued [1] 142:19 **168:**25 presence [2] 141:17 193:3 plan [1] 95:18 portion [4] **59**:15 **66**:19 **147**:18 present [3] 5:6 11:10 186:25 planning [2] 21:12 86:22 **165**:18 presentation [7] 12:16 13:4 70:7 platforms [2] 83:14 97:14 posed [1] 83:3 **87:**21 **88:**13.15 **193:**14 plaut [12] 3:22 106:15,15,21,22,25 position [7] 129:10 143:16 151: presentations [1] 12:24 **107:**5 **139:**20 **140:**2 **144:**21,22 **147:** 25 **160**:23 **161**:11 **189**:16 **202**:25 presented [6] 43:23 60:20 88:13 22 positive [1] 141:17 **123**:18 **131**:11 **135**:17 play [1] **105**:8 possesses [1] 169:17 **presenter** [1] **21**:9 players [1] 113:19 possibility [2] **27:**21 **154:**10 presenting [1] 11:7 playing [13] 89:6 104:17 111:17 possible [5] **51**:19 **81**:15 **119**:24 preservation [1] 8:24 **113**:7,12 **127**:17 **130**:24 **184**:23 **153:**21 **206:**15 preserve [5] 35:5 128:10 161:7 possibly [3] 27:4 131:2 188:12 **193**:24,25 **194**:4,8 **195**:2 **162:4 182:**3 potential [9] 30:20 31:12 32:21 president [5] 40:5 74:16 110:3 plead [1] 211:11 please [13] 39:13 43:2 81:13 93: **33**:3,19 **60**:22 **110**:23,25 **171**:2 **129:4 131:**8 press [5] 43:20 45:9,15 47:20 92: 20 **110**:11 **140**:4 **154**:14 **156**:20 power [4] 5:24 6:3 118:2 167:9 **176**:12 **204**:10 **208**:11,11 **211**:12 powered [2] 5:24 97:21 pledge [1] 105:17 **pr** [2] **158:**16,17 pressured [1] **61:**15 plug [1] **62:**7 practical [1] 154:17 presumably [2] 80:22 172:3 plus [4] 109:19 192:20 201:2 216: pretty [7] 54:19 119:14 138:24 practice [2] 84:14 100:9 practices [3] 90:25 207:12 208:4 190:6 204:3 213:16 216:14 praised [3] 59:19 128:10 195:17 prevail [1] 134:22 pocket [2] 188:25 189:2 pockets [1] 143:6 prearrange [1] 121:25 prevalent [1] **205**:24 prevent [8] 19:20 35:12 94:22 point [28] 9:23 34:21 35:20 38:20 prearranged [16] 106:6 123:19 **44**:25 **45**:23 **50**:17 **58**:6 **73**:24 **74**: **125**:10,16,23,24 **126**:3 **166**:7 **173**: **102**:25 **105**:10 **138**:7 **167**:13 **184**: 2 **85**:21 **90**:3 **109**:22 **119**:15 **126**: 18 **174**:15 **175**:9 **179**:13 **180**:16 previous [5] 56:7 57:3 174:5 195: 13 **138**:20 **144**:17 **159**:21 **163**:4 **194**:10 **199**:15 **200**:2 **173**:16 **179**:18 **181**:2,10 **186**:23 prearrangement [19] 46:4,6 49: 18 **198:**18 13 **50**:15 **94**:5 **114**:21 **120**:10 **121**: previously [3] 48:19 91:12 96:17 **190**:19 **191**:14,25 **215**:17 price [5] 85:13 88:23 154:6 156: pointed [3] 161:22,25 163:23 17 **122:**4,7 **125:**4,5 **126:**10,12 **160:** points [11] 14:19 36:22 39:12 46: 10,12 169:16 177:9 199:6 19 **184**:16 16 **64:**10 **70:**11,16 **82:**23 **100:**14, preblock [1] 77:7 prices [2] 71:18,24 pricing [8] 16:16 72:13,13 80:25 predecessor [1] 101:12 15 **197**:3 polanco [6] 76:20 77:2 132:6,7, preexisting [1] 129:5 89:11 90:7,8,11 prefer [2] 72:19 162:14 10 **135**:2 pride [1] 97:23

November 29, 2012

primarily [1] 120:9 prologue [2] 83:4,10 primary [2] 21:23 61:4 promise [1] 56:5 20 **172**:13 principle [1] 35:14 promote [3] 71:18 85:5 86:11 prior [4] **22**:2,2 **90**:2 **175**:18 promoting [1] **84**:21 private [9] 35:16 104:12 107:16 promulgated [1] 64:23 **130**:17 **153**:21 **166**:13,16 **173**:7 promulgating [1] 173:8 promulgation [1] 64:13 **175:**17 privilege [1] 165:6 proof [1] 204:20 **172**:16,21 **173**:10 pro [2] 128:24 130:2 properly [1] 179:23 probably [6] 15:9 106:12 119:9 property [1] 14:9 **190**:6 **194**:21 **211**:20 proposal [1] **61**:12 **172**:12 **179**:8 problem [12] 49:23,25 53:12 55: propose [1] **112:**22 proposed [53] 9:17 12:4,13,15,21 17 **57**:5 **66**:23 **67**:11 **101**:9 **116**:8 **177:**3.10 **207:**22 **13:**2.9 **15:**20 **17:**23 **18:**19 **19:**2.3 provision [1] 75:11 problems [2] 87:16 205:16 **21**:14 **23**:15 **24**:7 **30**:3 **38**:22 **46**: procedures [1] **64**:16 22 **69**:23 **91**:23 **98**:5 **99**:9,25 **100**:3 psas [1] 84:5 proceed [3] 119:3,3 179:10 **113**:10 **114**:10 **116**:6 **120**:8 **127**:25 | **public** [39] **6**:3 **9**:10,15 **10**:10 **12**: process [11] 16:7,19 56:8 57:14 **152:**10 **165:**15 **166:**8,22 **167:**14,16, **64**:13,19,21 **77**:5 **80**:7 **90**:22 **157**:4 22 **168**:22 **169**:19,21 **170**:4,15 **171**: processed [1] 94:19 4,11 **172**:11 **173**:5,17 **174**:11,23 processes [1] 92:14 **175**:7,16 **178**:18 **191**:16 **197**:4 processing [15] 13:3,16 15:24 proposes [1] 168:5 **74:**22 **75:**5,7,19 **76:**18 **80:**23 **87:**9 **prospective** [1] **170**:13 protect [4] 30:3 127:16 131:3 134: **94:**14 **102:**2 **185:**6.18 **188:**19 **184**:14 **213**:16 processor [1] 94:20 protected [1] 188:9 publish [1] 71:5 **procurement** [1] **96**:15 produce [1] 105:5 protection [7] 37:7 87:22 88:14 produced [1] 41:11 **91**:16 **153**:24 **154**:6 **156**:18 7 146:4 product [5] 49:11 74:8 96:6 160: protections [1] 184:19 protects [3] 29:17 187:22.23 17.18 products [1] 16:16 proud [2] 98:21,22 proffered [1] 174:10 prove [5] 125:22 126:14 134:12 pulling [1] 69:21 **profiling** [1] **171**:10 **136:**3 **188:**3 pulls [2] 24:23 25:6 profitability [1] 171:2 proved [1] 166:10 pulsar [1] 214:19 profitable [3] 145:10 149:6 150: proven [2] 61:2 102:12 **provide** [31] **16**:20 **17**:4 **18**:20,25 pure [1] 163:6 profoundly [1] 60:14 **19**:11,14 **21**:18 **25**:17 **40**:8 **48**:21, program [7] 13:13 15:7 17:18 20: 22 **53**:6,19 **59**:11 **65**:11 **93**:8 **99**:13 3.13 purposes [1] 29:3 19 **21:**22 **64:**22 **97:**24 **111:**4 **114:**11 **129:**15 **134:**22 **143:**3 progress [1] 179:15 **164**:9 **170**:6 **173**:18 **174**:15 **197**:2, pursuant [1] 41:4 prohibit [7] **30**:6 **160**:15,16,21 7 **215**:16,18 **216**:4 **161:**14,15,17 provided [7] **75**:10 **85**:23 **104**:6 pushing [1] 122:16 prohibited [1] 94:5 **107**:18 **129**:25 **130**:11 **131**:23 project [2] 13:6 59:18 provider [20] 15:25 16:2,3,6 75:3, 18 **138:**21 **163:**21 **183:**16 **190:**24 proliferation [1] 191:6 4,12,22 **76**:15 **80**:4 **89**:7 **93**:3 **98**:9, **211**:8,18,21 **216**:11

17 **99**:11 **114**:5 **124**:2 **127**:18 **171**: providers [34] 16:8,9,11,19 18:20, 24 **19**:23 **69**:19 **72**:24 **73**:15 **75**:13, 16 **76**:5,10 **80**:15 **81**:7,11,19 **87**:7, 12,15 **88:**20 **98:**8 **99:**16 **104:**21 **105**:4,8 **113**:14,17 **114**:7 **171**:23 provider's [1] 76:25 provides [5] 13:16 15:13 149:5 providing [8] 18:3 42:2 43:14 70: 21 **78:**4,6 **103:**6 **149:**17 provisions [1] 176:20 12,17,22 **15**:10,15 **21**:2 **34**:10 **35**: 15 **38:**24 **43:**10 **59:**25 **64:**18 **66:**10, 11 **71**:10 **87**:17 **88**:8 **95**:18 **100**:11 **107**:19 **127**:17 **129**:23 **131**:12 **138**: 12 **155:**20 **156:**25 **162:**9 **166:**24 **167**:10 **173**:25 **175**:3 **181**:19.22 **publicly** [3] **7:**20 **66:**12,14 published [5] 38:23 65:18,22 130: pull [5] 30:17 62:7 112:18 186:18, pulled [2] 186:21 187:4 purchases [1] **22**:18 purpose [5] 92:4 93:6 135:11 175: push [2] 18:11 95:21 put [13] 6:13 73:13 79:24 90:9 115:

November 29, 2012

puts [1] 45:10 putting [7] 102:9 103:9 133:7 157: 21 159:4 190:12 212:21

quality [2] 97:25 145:9 quarter [1] 199:19 queens [1] 65:10 question [19] 48:10 56:14 57:2, 23 **79**:22 **80**:2,3 **86**:4 **105**:23 **106**: 14,24 107:14,15 123:16 132:8 134: 10 **143:**20 **216:**14,23 questions [17] 20:25 21:4,7 36:4, 16,18 **38:**5 **47:**8,9 **100:**13 **115:**3 **116**:18 **128**:14 **132**:3 **176**:4 **182**:8 **200**:10 quick [5] 23:14 47:7,9 51:17,22 quickly [6] 9:5 51:19 52:21 71:13 **191:**25 **204:**3 quite [2] 84:10 181:13 **auo** [1] **86**:13 quote [1] 206:24

R

radio [7] 33:20 40:22 102:20 112: 13 **143**:8 **169**:10 **171**:7 radios [9] **33:**16,18,24 **41:**2,7,9,23 **169**:9 **174**:3 raise [5] 29:20 45:2 107:10 116:23 raised [6] 43:15 117:6 119:18 191: 14 **217:**12,14 raises [3] 45:3 76:15 117:2 raising [1] 125:7 ran [2] 29:5 138:8 range [4] 201:5,25 202:8,13 rapid [1] **59**:24 rarely [2] **64**:16 **206**:23 rate [8] 17:24 19:20,21 37:9 85:19 **88**:11 **92**:16 **216**:19 rates [2] 87:8 92:12 rather [9] 12:22 16:9 35:10,16 38: 15 **80**:10 **81**:5 **109**:12 **173**:9

23 **210**:6 rationale [1] 80:4 recognize [1] 118:22 rationing [1] 15:8

rausen [3] 13:5,6 20:17 raw [1] 192:21 reach [1] 23:18 reached [2] 7:3,7 reaching [2] 70:8 141:11 read [8] 55:6,7,19 56:5,11 66:4 **195**:14,22 reader [1] 185:21 readers [1] 22:4 reading [3] 62:6,17 154:18 ready [8] 11:24 47:19 52:2 149:13 **168:**3,4,9 **206:**24 real [4] 34:22 54:24 71:13 209:12 reality [2] 125:13 181:23 realize [2] 36:7 102:4 really [34] 5:16 7:21 8:13 14:6 15: 3 **20:**20 **25:**19,21 **35:**7,7 **57:**25 **65:** 2 **71**:10 **81**:16,22 **86**:9,12 **133**:9 **144:**2 **152:**3 **159:**23 **164:**8,15 **183:** 4,5,23 **187**:9 **189**:18,21 **190**:21 **192:**16 **194:**2 **198:**13 **200:**15 realtime [2] 53:15 61:9 reason [9] 51:16 75:9 84:10 107: 13 **123**:20 **163**:4 **190**:22 **213**:15,19 reasonable [1] 85:7 reasons [6] 120:9 170:22 174:12 **176**:19 **179**:19 **213**:21 rebuild [1] 141:16 recall [2] 117:21 160:8 recast [1] 105:11 receipt [4] 28:24 88:3,6 89:23 receipts [1] 18:21 receive [3] 33:7 87:19 94:2 received [4] 25:16 190:2 200:10 **204**:13 receives [1] 25:7 receiving [2] 33:11 159:19 recent [2] 49:14 142:4 recently [5] 17:18 29:5 65:13 111: recess [1] 137:9 recession [1] 22:10 recognizable [1] 15:10

18 recognizes [1] 168:24 recognizing [2] 49:6 82:13 recommendation [1] 11:17 reconsider [1] 175:21 reconvene [4] 137:5.6.8.11 record [11] 28:22 39:2 70:14 78: 13,15,15 **79**:2 **92**:22 **126**:2,18 **182**: 23 records [2] 14:4.5 recouping [1] **65**:10 red [4] 52:9 141:12 186:23 187:3 reduce [1] 202:22 reduced [3] 27:2 197:6 202:9 reducing [1] 128:8 reduction [1] 32:21 reexamined [1] 154:20 referenced [1] 101:21 reflect [1] 166:19 reflected [2] 80:25 135:16 reform [1] 91:16 refusal [2] 125:21 126:5 refusals [6] 31:16 32:9 103:3 131: 4 **186**:13 **187**:8 refuse [2] 121:11 170:11 refused [2] 31:21 32:3 regard [4] 10:12 98:6 112:4 113: regarding [9] 9:10,11,13 69:22 **99**:9 **100**:13 **135**:6 **165**:14 **183**:9 regardless [2] 86:2 98:23 regards [1] 183:20 registered [1] 108:18 registration [1] 36:9 regrets [1] 129:7 regs [2] 158:13,19 regular [4] 8:3 57:8 112:9 170:2 regulate [5] 37:6 44:23 89:11 182: 2 207:11 regulated [12] 23:13 92:15 105:9 **122**:22 **127**:20 **184**:9,22 **188**:3,8 **208**:22 **213**:19 **215**:15 regulating [4] 44:15 90:10 153: 21 213:9 recognized [3] 66:15 112:25 129: regulation [10] 152:2,4,6 153:18

November 29, 2012

154:2 187:21 188:6 207:15,15 217: replacing [2] 8:21 83:18 respondents [2] 29:8,9 report [7] 56:9 119:16 130:8,10 responding [1] 180:23 response [10] 11:2,22 29:6 59:24 regulations [36] 35:12 41:6,14, **131:**7,19,24 **62**:22 **69**:4 **112**:2.10 **129**:25 **136**: 15 **53**:9,13 **55**:19 **65**:20,21 **98**:24 reporter [1] 106:19 **104:**24 **110:**18 **113:**11 **123:**15 **128:** represent [6] 39:18 43:12 69:17 **120**:5 **139**:24 **196**:2 responsibility [6] 61:22 76:14, 4 **131**:13,16,20 **135**:12,16 **155**:25 **159**:21 **161**:12 **164**:22 **172**:6 **180**: representative [1] 192:16 24,25 **77:**8 **182:**2 14 **183:**11 **184:**12,13,15 **191:**15 representing [7] 47:12 51:10 58: responsible [9] 44:10 61:21 76:7, **209**:10 **211**:10 **213**:22 **214**:7 **216**: 15 **59:**2,4 **69:**10 **195:**24 12 **81**:6,8 **82**:19 **162**:21 **204**:23 represents [1] **42:**15 responsive [1] **29**:15 regulators [8] 65:16,25 99:4 129: request [12] 23:2,17,20 59:24 61: rest [2] 181:9 200:8 restaurant [3] 168:18 191:9 207: 2,13,23 **130:**25 **195:**13 17 **62**:13 **94**:2 **96**:10 **112**:4 **127**:2 regulatory [10] 35:3 99:5 123:11 **168:**7 **172:**18 **130**:4 **135**:9 **155**:18 **163**:7 **166**:9 requested [4] 17:22 20:6 130:3 restaurants [1] 156:11 **173**:14 **175**:12 **196:**15 resting [1] 147:20 requesting [1] 169:21 restore [1] 102:5 reign [1] 164:23 reins [1] 105:13 requests [1] 99:22 restrained [1] 153:20 reject [3] 170:21 171:6,8 require [13] 19:19 29:24 30:4 92: restraints [1] 72:19 rejected [2] 157:7 169:5 restrict [1] 71:22 25 **93:**3,7 **103:**23 **105:**2 **153:**13 related [1] 91:7 restricted [1] 75:15 **163**:9 **172**:16 **181**:6 **190**:23 relates [1] 54:18 required [6] 76:11 91:21 92:15 restriction [5] 14:17 54:24 111: relation [2] 30:14 81:20 **105**:4 **166**:20 **172**:14 19 **112:**14 **184:**24 relations [1] 88:8 requirement [9] 94:11 136:7 153: restrictions [4] 15:6 84:12 87:10 relatively [2] 133:24 208:19 22 156:8 167:24 168:10 171:13.24 **111:**22 released [1] 66:12 **172:**4 restrictive [1] 54:3 relevant [2] 167:19 170:6 requirements [11] 16:4 19:19 54: result [10] 41:13 60:9 74:9 112:15. reliable [1] 29:18 15 **98:**3 **99:**11,15 **131:**6 **133:**25 18 **130**:7,13 **142**:7 **159**:7 **198**:5 remain [3] 73:17 188:7 197:12 **134**:13 **135**:3 **136**:3 resulting [2] 143:5 181:6 results [2] 18:12 34:15 remainder [1] 205:5 requires [1] 216:21 remained [1] 183:5 requiring [6] 22:4 37:21 90:23 resume [1] 119:11 remaining [2] 90:24 193:8 **154**:7 **173**:9 **204**:22 resurging [1] 180:8 remains [2] 101:22 141:16 requisite [1] 131:24 return [3] 36:18 72:7 174:18 remarks [1] 193:19 research [5] 130:7,13 174:6,8,9 reunite [1] 14:8 reservation [2] 170:3 177:9 remedy [1] 91:13 revenue [3] 85:8 147:19 189:25 remember [2] 51:11 87:18 reserve [2] 82:24 175:23 revenues [1] **76**:17 reminded [1] 36:8 reserved [2] 84:20 167:2 reversal [2] 174:7,10 remit [1] 92:15 resistance [1] 101:17 reverse [1] 174:5 removed [1] 169:9 resolution [1] 196:8 review [2] 20:9 70:12 renewal [1] 105:16 resolve [1] 196:9 reviews [2] 165:23 173:20 reopen [1] 171:5 resources [1] 152:14 revise [1] 16:12 repeat [4] 62:11 68:21 168:14 175: revisions [1] 114:9 resourcing [1] 180:8 respect [1] 182:7 revisit [1] 34:20 repeatedly [2] 123:4,6 respective [1] 196:10 richard [2] 3:12 90:13 repetitive [1] 12:23 respond [5] 25:3 62:13 111:20 ride [24] 15:7 24:10 29:14 51:18 replace [2] 15:21 150:13 **112:**3 **186:**24 **83**:8 **88**:7 **96**:4,5,15,18 **98**:12,20

November 29, 2012

scheduling [1] 20:3 **99**:9,22 **100**:6 **111**:15 **112**:4 **113**:2 **114**:12 **121**:11 **124**:23 **145**:17 **215**: rushing [2] 67:21 68:7 scheme [2] 156:2 195:18 25 **216:**2 russo [8] 3:19 119:9 128:16,18,22 scope [2] 70:10 173:14 rider [2] **55**:18 **138**:19 **scopes** [1] **180:**13 **132**:9 **135**:8 **137**:2 riders [2] 97:17 148:16 **scrambling** [1] **130**:19 ridership [1] **51**:10 screen [6] 13:20 15:12,18 17:23 safe [8] 29:17 51:18 91:5 101:16 rides [5] 24:5 96:21 113:4 150:21 **18:**8 **189:**19 **143**:10 **156**:13 **170**:22 **217**:11 **214:**15 screens [5] 18:5 29:6 60:21 61: **safeguards** [1] **102:**25 riding [5] 15:10 87:17 100:11 148: 21 **62**:7 safer [1] 209:8 3 181:19 se [1] 132:16 safest [1] 117:19 seamless [1] 143:10 risk [6] 30:20 31:7,14,15 34:14 53: safety [10] 37:7 103:20 110:16 season [1] 210:10 **114**:9 **138**:3 **148**:22 **153**:24 **154**:9 risks [5] 36:10 75:9 161:22,24 162: seat [2] 26:20 184:5 **156**:19 **213**:20 seated [1] 170:10 sales [2] 84:25 96:14 road [4] 104:7,15 146:14 147:24 sec [1] 36:9 **salute** [1] **111:**9 rockaway [1] **65**:7 second [18] 30:19 37:18 46:21 63: same [38] 22:23 29:12 37:16 38: rogue [4] 130:8,23,24 214:4 5 **64**:9 **82**:25 **83**:23 **85**:25 **92**:19 10.13 **42**:12 **46**:18 **52**:5 **56**:11 **64**: role [5] 43:6 104:20 105:8 129:10 **114**:18 **130**:21 **145**:22 **152**:9 **153**:9 15,25 **67:**22 **68:**8 **73:**17 **77:**23 **84:**8 **131:**15 **157**:11 **170**:4 **174**:23 **185**:20 **102**:7 **104**:3 **106**:3,8 **107**:2 **112**:6 roll [1] 157:2 secondarily [1] 84:12 113:7 118:19 134:2 139:22,25 163: rolled [4] 151:21 158:8 159:3 161: secondly [3] 59:22 72:22 75:11 7 **171**:24 **173**:10 **174**:19 **180**:16 seconds [4] 28:19 101:3 133:20, **184**:19 **190**:17 **194**:4,5,12 **197**:12 romney [1] 49:3 **san** [5] **120**:20 **121**:21,22,24 **127**: roof [7] 9:17 11:25 12:4 26:4 31: section [7] 74:24 76:18 167:17 23 32:5 110:6 **169**:18 **170**:5 **171**:13 **172**:12 sanchez [2] 6:20 110:3 room [3] **62**:4 **136**:20 **137**:16 sections [1] **69**:25 sandy [9] 5:21 6:18 14:11,14,21 rose [1] 8:4 **sector** [9] **23:**2 **35:**5 **44:**11,12,16, **15**:2 **64**:25 **65**:11 **141**:3 roughly [1] **60**:6 17,20 **180**:16 **181**:8 saves [3] 28:17,17 133:18 roundtable [4] 110:4 120:4 195: sectors [2] 35:7 43:9 saving [1] 27:14 25 196:12 secure [2] 54:21 134:7 **saw** [4] **55:**12 **121:**21 **183:**13 **214:** route [5] 31:17 55:18 62:14 125:5. **security** [8] **94**:15,22,23 **99**:16,18 19 **100**:8 **134**:3 **136**:4 saying [24] 44:24 45:8 47:21 77: routed [1] 42:11 **see** [46] **6**:21,22 **18**:2,12 **31**:3,24, 18 **78**:21 **89**:2,3,5,17 **139**:22 **146**: routes [2] 55:11,20 25 **32**:12,13 **33**:3 **34**:19 **35**:17 **43**: 22 **156**:15 **158**:17 **159**:5 **160**:14 routing [2] 93:4,8 17 **45**:25 **53**:25 **54**:5,10 **68**:22 **74**:3 **163**:18 **183**:17 **194**:24 **195**:4 **198**: rule [27] 9:10,13,17 10:9 12:4,11, **78**:9 **79**:18 **82**:19 **95**:23 **107**:17 25 **201**:18 **207**:16,22 **212**:5 127:4 133:12 135:16 136:14 145:4, 21 **13**:2 **19**:3 **24**:7 **42**:21 **43**:7,10 **Says** [9] **58**:9 **62**:10 **85**:4 **123**:7 **45**:13 **46**:17 **61**:11 **76**:14 **84**:14 **98**: 15 148:7 151:8 154:13 157:19 159: **126**:8 **193**:9,14,23 **195**:23 5 **112**:6 **113**:9 **140**:15 **167**:19 **172**: 9,22 **160**:24 **162**:3 **184**:6,8 **185**:4 scale [1] 102:13 12 176:15,16 186:25 **186**:2 **191**:5 **201**:23 **205**:16 **209**:21 scanion [1] 8:12 rule's [1] 116:19 seeing [1] 41:17 scenario [1] 181:2 run [4] 84:5 118:5 204:4 212:19 seek [4] 29:21 31:6 33:21 170:7 scenarios [1] 162:12 running [2] 131:2 142:22 seeking [2] 25:17 113:4 scene [1] 150:15 runs [1] 63:4 seem [4] 88:16 138:18 174:7 198: scheduled [1] 9:16 rush [5] 55:12 66:10,17 67:16 71:

STENO-KATH REPORTING SERVICES, LTD. (212)95-DEPOS (953-3767) * (914)381-2061 stenokat@verizon.net

Sheet 30 ride - seem

November 29, 2012

seemed [1] 80:12 67:15 81:2 102:8 104:13 107:16 shout [1] 21:4 seems [4] 73:3 87:9 110:24 189: **108:**3 **111:**9 **130:**2 **165:**17 **172:**24 **show** [7] **12**:2 **27**:23 **116**:15 **136**: **173**:19 15 **156**:12 **204**:20 **210**:15 seen [4] 84:15 142:24 184:2 199: serving [1] 9:3 **showed** [3] **87:**21 **136:**16,18 set [11] 15:22 28:13 64:9 71:5 88: showing [1] 24:4 sees [1] 23:20 23 117:8.15 138:6 173:6 205:15 shown [2] 8:14 23:25 segment [4] 21:20 113:5 168:25 shows [4] **52:**10 **83:**7 **210:**17,17 **211:**13 174:25 sets [3] 69:21 90:17 93:17 **shut** [1] **14**:15 **shy** [1] **21:**5 segmented [1] 169:4 setup [1] 107:3 **segmenting** [1] **174:**18 seven [7] 12:6,10 51:24 62:2 109: side [3] 49:5 118:19 173:6 18 **110:**5 **202:**17 segments [3] 175:15 196:6,23 siegel [2] 8:16 11:9 segment's [1] 111:9 several [13] 43:9 44:22 60:22 64: **sight** [3] **41:**17 **101:**9 **145:**13 segregate [1] 49:17 10 **67**:10 **70**:23 **71**:9 **87**:2 **96**:11 sign [4] 45:16 118:7,8 206:14 select [1] 92:21 **98:**23 **127:**12 **141:**5 **184:**15 signal [1] 30:17 selected [2] 80:9 93:8 **shall** [4] **92**:14 **170**:7,10,11 signatures [1] 18:21 self-regulating [2] 211:4,9 shame [1] 10:18 signed [10] 12:19 38:8 46:13 101: send [2] 80:12 127:25 **share** [6] **83**:7 **98**:12,20 **110**:17 12 **109**:11,20 **139**:19 **140**:8 **158**:20 sends [2] 129:7 216:12 **113**:3 **153**:18 **212**:13 senior [2] 8:16 74:16 significant [3] 64:17 145:6 147: **sharing** [1] **15**:7 sense [12] 12:14 32:16 51:3 61:22 sharp [3] 137:7,8 166:4 significantly [2] 62:25 71:24 **100**:9 **136**:4 **154**:17 **157**:25 **160**:11 **shazam** [1] **45**:10 **161**:9 **177**:15 **194**:3 shed [1] 120:25 signing [1] 16:10 similar [4] 42:13 72:17 102:9 111: sent [1] 141:13 **sheet** [3] **13**:17 **14**:4 **19**:17 **shelters** [1] **141**:10 sentiment [1] 196:11 **separate** [6] **9**:18 **28**:7 **35**:21 **160**: she's [1] 20:17 simple [8] 70:25 105:3 114:6 123: shield [1] 171:7 21 **142**:17 **143**:3 **186**:16 **206**:11 17 **163**:5 **168**:23 **simply** [11] **30**:9 **51**:10 **54**:5 **80**:5, shift [21] 27:25 28:2 35:4 44:20 45: **separately** [1] **74**:25 separating [2] 136:8 162:25 24 46:4,5 48:20,20 93:6 143:6 146: 13 **88:**24 **132:**25 **133:**5,22 **157:**13 separation [2] 166:4,9 18,18,21,21 **147**:2,4,24 **150**:19 **177:**3 september [4] 10:20 97:16 106: since [16] 13:23 21:23 56:25 70: **200:**16 **208:**23 16 **159**:2 **shifted** [1] **48**:16 19 **93**:17 **96**:21 **97**:8 **102**:17 **103**: serious [2] 66:18 129:22 **shifting** [1] **57:**5 21 **123**:2 **125**:15 **149**:21 **185**:7 **197**: shifts [4] 48:14 143:4 145:10 149: serve [5] 17:14 43:10 136:7 180: 11 **198**:19 **210**:7 17 184:20 singh [8] 4:5 182:18 190:8,9,9,18 served [3] 8:25 9:6 41:18 **shoes** [1] **177**:12 **191:**14,19 **shop** [1] **22**:19 single [7] 51:25 111:25 113:16 servers [1] 215:23 shops [1] 86:9 serves [2] 155:24 175:13 **149:**11 **178:**24 **184:**13 **189:**8 short [4] 74:4 135:25 159:2 189: service [32] 15:15 23:18 27:5 29: sir [3] 109:6,6 137:17 siren [1] 62:4 18 **35**:13 **43**:15 **48**:21,22 **75**:5,7,9 **shortage** [1] **7**:17 **89**:21 **91**:6 **97**:25 **102**:6 **103**:2,11 sit [3] 20:20 37:22 82:10 **shortages** [2] **15:**8 **183:**8 **111:**12,14 **113:**21 **114:**12 **121:**17, site [2] 97:19 130:11 20 122:7 134:22 149:14 167:3 168: shorten [1] 169:25 sitting [1] 66:25 situation [2] 62:19 174:19 8 **169**:10 **174**:15 **175**:24 **208**:24 **shorter** [1] **147**:6 situations [1] **62**:21 **serviced** [3] **44:**22 **46:**7,20 **shortly** [1] **212**:2 services [14] 15:24 23:24 48:21 **shouldn't** [1] **35**:12 Six [15] 12:6 66:25 68:25 76:5 79:

November 29, 2012

24 **80**:7 **82**:4 **109**:17 **134**:21 **147**: 133:14 153:10 speech [2] 60:16 137:21 somehow [2] 48:14 188:14 **speed** [1] **178**:24 25 **177**:24 **188**:13,22 **202**:17 **217**: spend [3] 103:12 142:21 145:17 someone [13] 11:8 32:2 45:2,17 **sixties** [2] **40**:23,25 **spent** [2] **110:**5 **145**:6 **60**:14,14 **85**:4 **89**:21 **111**:17 **118**: sixty [1] 146:8 16 **145**:6 **151**:6 **209**:19 **split** [2] **18:**25 **41:**10 **size** [1] **70**:10 someplace [1] 6:13 **spokesperson** [1] **178**:12 **skill** [1] **141:**23 sometimes [4] 116:15 142:24 **sponsored** [1] **84**:22 skip [2] 18:14 139:15 **164**:7 **198**:14 spreadsheet [1] 52:17 **sky** [1] **157:**22 somewhat [1] 123:10 **square** [3] **68**:13 **116**:14 **151**:18 slide [2] 20:12 24:14 **stability** [1] **99**:12 son [1] 40:18 slides [1] 17:20 soon [2] 62:9 149:14 **staff** [16] **5**:16 **8**:16 **42**:22 **56**:6,7,8 slight [2] 5:11 155:2 **70**:6,8,12 **74**:3 **119**:17 **128**:3 **140**: sooner [1] 37:2 slightly [1] 197:7 sophisticated [1] 18:16 13 **151:**25 **163:**14 **182:**24 slow [1] 152:7 sophistication [1] 102:13 stakeholder [3] 20:8 35:18.21 slowdown [1] 142:4 sorry [26] 38:20 55:3 58:9,23 69:7 stakeholders [6] 20:11 39:22 70: **slowing** [2] **105**:10 **118**:10 **76**:9,13,20 **77**:3,25 **79**:22 **99**:15 9.21 **71:**8 **74:**7 **slowly** [1] **115:**25 100:22 106:18 121:23 125:2 139:7 **stalled** [1] **102:**3 **small** [7] **22**:17 **79**:3 **86**:8,9 **91**:25 145:21 156:20 165:5 189:19 193:2. stand [6] 8:17 110:12 116:16 139: **103:5 197:**8 11 **203**:17 **208**:12 **216**:7 21 **142**:23 **196**:5 standalone [1] 24:12 **smart** [7] **45**:8.12 **63**:6 **90**:12 **178**: sort [9] 24:14 25:23 137:22 157:2 18 **199**:20 **201**:24 **159:**24 **163:**2,17 **164:**15 **215:**11 standard [11] 28:13 30:22 101:14 smartphone [70] 9:13 17:9,19 19: sorts [1] 55:16 **104:**3 **105:**6 **120:**23 **123:**13 **125:**5 12,13 **21:**14 **22:**17,25 **23:**3,6,9 **24:** sounds [2] 60:16 200:23 **142**:11 **150**:5 **206**:3 standards [4] 16:13 90:21 99:13 6,11,15,17 **25**:7 **26**:21,24 **29**:8,11, **source** [1] **97**:23 14,19 **31:**5,11 **34:**5,7,12 **35:**24 **37: space** [6] **18**:8 **82**:24 **83**:2 **84**:20, standing [10] 45:14,18 51:23 52: 11 **42**:9,12,13 **43**:16,18,20 **45**:9,19 21 85:2 **spanish** [2] **18:**4,4 5 **168**:11.19 **171**:8 **186**:20 **187**:3 **75**:18 **97**:18 **101**:23 **103**:22 **110**:21 **112:**3 **122:**15,25 **123:**14 **124:**5,11 **speaker** [9] **3:2 4:2 38:18 39:**8,12 **201:**21 **57:**3 **63:**21 **100:**23 **137:**12 **standpoint** [3] **70**:3,4 **71**:14 **127**:10 **128**:4 **129**:18 **130**:8 **131**:21 start [8] 38:5 109:25 114:19 151: 145:2.20 148:6 166:15 168:19 169: **speakers** [9] **18:**4 **38:**6 **68:**18.22 2.23 **170**:18 **171**:18 **181**:3 **183**:24 **69**:8 **109**:2 **114**:14 **177**:21 **193**:8 23 152:13 161:25 162:5 210:4 speakers' [1] 116:8 **185**:22 **190**:14,15 **199**:17 **205**:23 **started** [6] **5**:15 **85**:19 **102**:3 **105**: **speaking** [9] **8**:15 **51**:2 **64**:3,12 15 **144**:10 **159**:4 **96:**5 **165:**14 **187:**25 **196:**4,5 smartphones [7] 43:17 96:7 101: starting [1] 158:23 24 104:8,15 151:3 185:4 spearheaded [1] 63:11 **startup** [1] **151:**19 smith [1] 41:4 **special** [4] **104**:19 **128**:23 **131**:9 **startups** [4] **130**:18 **152**:10,12 socioeconomic [1] 171:9 **156**:24 **specific** [6] **19**:10 **98**:23 **104**:6 software [5] 13:14 60:21 61:7 93: state [5] 21:19 164:2 172:15 180: **106**:24 **176**:18 **209**:20 9 98:15 20 **197**:13 **specifically** [6] **20**:19 **43**:11 **59**: **solutions** [1] **3**:10 **stated** [1] **152**:19 solve [1] 49:24 23 101:21 140:17 174:14 statement [4] 87:14 194:12 200:8 solved [1] 116:7 specifications [4] 15:23 16:21, 201:7 **solves** [1] **101:**9 24 24:22 statements [4] 36:9 66:11 131: specified [1] 76:8 **solving** [2] **49**:23 **148**:19 25 **158**:16 **specify** [1] **19**:10 somebody [6] 48:14,16 54:6,21 staten [1] 110:6

states [7] **97**:12 **98**:10 **108**:13 **130**: 6 **135**:13 **172**:19 **215**:3 stating [2] 210:20 214:13 station [10] 7:22 116:14 171:12, 17,24 **172:**5,7,17 **173:**4,11 stations [1] 178:14 **statistic** [2] **115**:17 **145**:23 **statistics** [3] **27**:23 **115**:14 **146**:3 status [2] 86:13 206:18 stay [2] 177:25 179:3 staying [2] 182:13,15 stays [2] 215:20 216:22 **steadily** [1] **13:**23 steel [1] 8:21 **step** [5] **28**:16 **81**:22 **149**:2,15 **173**: **stepping** [1] **177**:12 steps [1] 135:10 stick [3] 10:2 50:25 51:5 sticker [2] 204:17.17 sticking [1] 212:21 still [19] 5:12.23 31:24 57:22 65:10 **117:**24 **159:**16 **180:**2,4 **185:**15 **186:** 20,24 **187**:3,5 **189**:16,17 **197**:23 **204:**5 **209:**5 **stop** [4] **31:**25 **90:**7 **112:**17 **163:**15 **stopped** [1] **111:**21 stories [2] 33:14,17 **storm** [1] **141**:10 straightforward [1] 213:17 strain [1] 63:2 strange [2] 72:25 191:6 strangely [1] 104:11 **strategic** [1] **86**:22 **street** [65] **5**:20 **6**:11 **9**:24 **31**:19 **32**:24 **33**:3,6,21 **44**:7 **45**:20 **49**:12 **67:**22 **68:**8 **91:**16 **103:**2,10,11,13, 18 **104**:5 **106**:5 **107**:6 **111**:24 **112**: 10,24 **113:**5 **115:**19 **118:**16,18,18 **121:**18,20 **122:**6,9 **124:**25 **125:**3,7 **127**:4 **128**:9 **138**:21 **150**:14 **166**:5 **167**:2,8,21 **168**:2,11 **169**:7,12 **171**: 8 **175:**5,11,24 **180:**5,18,22 **194:**12 **201:**21 **204:**16,24 **206:**21 **208:**15, 25 **209**:2,6

November 29, 2012 streets [1] 206:5 stress [2] 63:2.7 strive [1] 198:24 strongly [4] 40:11 119:2 175:20 structure [7] 106:3,9 166:17 173: 6 **175**:14 **179**:7 **181**:24 stuck [1] 102:2 studies [2] 173:22 174:9 study [8] 61:23 68:3,6 121:25 131: 9 **146:**5 **174:**6 **195:**14 studying [1] 173:25 stuff [1] 55:16 stvle [1] 102:13 **subject** [4] **157**:7 **166**:18 **171**:24 **173:**10 **submit** [3] **39**:5 **56**:4 **70**:13 submitted [5] 39:4,21 52:17 68: 15 **165**:18 submitting [2] 98:4 129:3 subset [1] 164:21 **substantial** [1] **197**:9 **substantially** [3] **139**:22,25 **145**: success [2] 111:10 196:9 successful [6] 163:17.20 164:14 **195:**15 **199:**8 **208:**25 suffer [2] 121:16 187:14 suffered [2] 6:19 94:23 sufficient [1] 95:11 **suggest** [3] **43**:23 **65**:23 **153**:5 **suggested** [6] **65**:19,20,24 **66**:7 **114:**8 **126:**22 **suggesting** [4] **88**:23 **89**:14 **160**: 20 **207:**11 sum [6] 44:3 46:12 48:11 67:25 93: 12 99:2 **summarize** [2] **17:**20 **35:**25 summarized [1] 20:11 **summary** [3] **23**:14 **88**:12 **127**:14 summer [1] 160:8 **summons** [2] **204:**13,18

superior [1] **16**:16 **supervisor** [1] **11**:14 supplant [1] 103:11 **supplement** [2] **60**:18 **103**:10 **suppliers** [1] 111:4 **supply** [4] **32**:22 **67**:14 **121**:18 **208:**17 **supplying** [1] **67**:14 **support** [10] **7**:8 **61**:18 **85**:15 **105**: 17 **129**:11 **174**:6 **185**:19 **187**:16 **188:**5 **196:**24 **supports** [1] **114**:10 **supposed** [1] **136**:19 surcharge [2] 87:13 88:24 **surcharges** [1] **88**:16 surfaced [1] 33:14 **surprise** [1] **124**:4 survey [3] 17:8 18:9 29:6 **surveys** [3] **18:**11,13 **86:**3 sustainable [1] 99:20 swift [1] 42:2 swipe [1] 133:18 swiping [3] 26:20 28:9 134:4 switch [1] 31:23 **switches** [1] **148**:15 switzer [1] 59:23 **symbol** [1] **150**:14 system [27] 13:14 25:8 32:24 33: 4 **37**:16 **42**:11 **64**:9 **76**:7 **94**:13 **97**: 16 **117**:19.20.20 **118**:6 **126**:25 **127**: 23 **143**:2.18 **157**:9 **162**:4 **168**:12 **171**:19 **173**:8,12 **175**:18 **196**:19 206:11 **systems** [9] **9**:12 **30**:11 **53**:3,17 **93**:10 **96**:25 **171**:14 **215**:10,15

T

table [1] 90:9 tablet [1] 172:3 tailoring [1] 176:22 take-aways [1] 130:14 talked [5] 50:10 137:22 152:11 160:4 164:5 tamam [24] 3:9 68:19 69:6 73:20 74:14,15 76:23 77:6,13,16,20,25

STENO-KATH REPORTING SERVICES, LTD. (212)95-DEPOS (953-3767) * (914)381-2061 stenokat@verizon.net

summonsable [1] 126:6

summonses [1] 181:7

sunday [1] 140:11

November 29, 2012

4.23 194:12 **78:**4,12,16,25 **79:**11,13,20 **81:**12, 21,24 59:14,19 60:18 61:13,19 63: there'll [1] 45:15 14 **82:**16 **89:**12,20 10,18 **66:**21 **71:**23 **72:**6 **107:**22,25 tamped [1] 159:10 **111:**10 **115:**23,24 **116:**3,7,10 **120:** there's [63] 10:4,11 21:2 26:6,17 tap [8] 102:19 103:25 111:25 112: **27**:21 **29**:4 **31**:6 **34**:4,14 **36**:20 **38**: 12 **122**:19,20 **124**:12,13,21 **127**:21 10 **126:**25 **143:**2 **186:**17 **187:**5 **128**:8 **137**:20 **142**:12,13 **144**:3,9, 4 **48**:11 **53**:6 **55**:20 **67**:9 **73**:13 **80**: taps [1] 97:2 12 **145**:2 **166**:15 **171**:18 **178**:23,25 14 **84:**10 **86:**18 **88:**10 **89:**11 **90:**5 tarek [3] 4:6 193:7,8 **179:**5,10,16 **181:**12,14,16,17 **184: 99**:16,18 **116**:17 **128**:20 **132**:14 target [1] 18:13 3 **196**:14 **197**:16 **199**:4,18 **205**:21 **134**:16 **135**:25 **136**:10,20 **146**:20 task [1] 105:15 tel [1] 205:11 **147:**17 **152:**2,3 **153:**14,23 **154:**11 tax [10] 76:12,21 77:5,9 78:7,18,19 television [1] 15:12 **159**:23,24 **160**:3,4,6 **162**:9 **164**:17, **79:**12,15,16 tells [2] 84:17 200:14 17,19 **168:**25 **169:**12 **180:**2 **184:**14, taxes [1] 92:17 temporal [1] 47:17 15 **192**:7,19 **193**:21 **198**:9 **200**:11 taxicab [15] 13:12 16:22 17:16 21: temporarily [1] 5:19 **203**:5,6 **213**:10 **214**:3 **215**:20 they'll [3] 134:22 202:14 204:3 14 **43**:24 **45**:16 **75**:3 **93**:24 **96**:17 temporary [1] 5:4 97:25 157:17 168:8,16 169:22 170: ten [10] 48:6 50:10 83:10,11 101:3 thinking [2] 22:3 114:18 third [4] 39:19 136:5 171:11 175:7 **109**:18 **118**:20 **147**:24 **172**:7 **185**:9 taxicabs [19] 9:14 13:12,15,21,23 tens [2] 96:8 158:21 thirteen [2] 65:18 66:7 **14:2 29:3 41:8 74:20 100:5 130:9** term [4] 47:16 71:20 72:25 73:25 thoroughly [2] 55:8 56:5 **157**:19 **169**:7,9,11,15 **171**:5 **175**:4 though [5] 6:21 47:24 54:17 134: termination [1] 71:21 16 **182**:20 **213**:24 terminologies [1] 193:22 taximeter [2] 92:11,11 terms [13] 71:14 73:11,16 135:7 thoughts [1] 110:17 taximeters [1] 131:3 **152:**3 **153:**23 **154:**6 **161:**12 **162:**25 thousand [1] 96:11 thousands [3] 42:3 104:12 158: taxis [57] 7:14 14:17 21:20,23 22: **183**:6 **186**:13 **187**:8 **196**:19 4,11,21 **24:**3 **27:**23 **28:**25 **33:**15 **41:** test [1] 59:18 testify [4] 38:14 100:21 176:2 178: three [34] 12:5 25:25 35:22 39:12 2,10,15 **42**:14,19 **44**:6 **52**:3 **55**:16 **57**:8 **68**:4 **101**:15 **103**:17 **111**:16 **42**:23 **50**:25 **51**:5 **55**:7 **65**:8 **68**:25 **121:**5,6,8,8,9 **122:**5 **128:**9 **142:**16, testifying [1] **70:**20 **72**:16 **80**:6,13,14 **82**:14,21 **93**:23, 21 145:3 146:13 148:10,21 158:6 testimonies [1] 193:23 25 94:6 102:17 109:17 133:21 134: testimony [17] 43:2 54:17 56:4 **167**:2,6,19 **168**:20 **169**:4,10 **173**: 21 **136**:13,21 **139**:18 **159**:3 **167**:15 **64**:18 **70**:22 **81**:14 **98**:4.11 **107**:18 **174**:12 **192**:4 **205**:16.23 **208**:9 **211**: 18,23 **174**:4,14 **175**:9,24 **180**:15, 17,23 206:7 208:18,21,24 **129:**3 **132:**2 **165:**18 **166:**11 **176:**5. taxi's [1] 9:20 three-quarters [1] 43:13 15 **190**:7 **193**:18 team [2] 13:6 96:13 testing [2] 136:5 162:5 thrilled [2] 86:7 189:23 tear [1] 175:13 text [7] 13:18 14:21 20:2 50:9 60: throgs [1] 65:7 throughout [8] 36:17 38:16 130: tech [5] 25:17 122:13 148:25 196: 21 **61**:6 **97**:19 thaler [8] 3:12 90:14,16 93:11,13, 16 **199**:22 6 **149**:16 **178**:16 **182**:4,13 **210**:16 technical [4] 16:20,24 69:25 73: 16.21 **95:**7 throw [1] 202:20 thankful [1] 182:5 ticket [1] 22:17 22 technological [1] 70:2 thanking [1] 210:5 tighter [1] 90:4 technologically [1] 37:5 thanks [4] 156:21 212:20,21 217: timely [1] 15:3 timing [1] 64:24 technologies [4] 16:13 17:15 23 **138**:6 **199**:16 theirs [1] 156:16 tinker [1] 117:15 technology [69] 13:17 16:3,7,11 themselves [5] 69:10 86:11 122: tip [3] **28**:13 **33:**9 **216**:11 **21**:19 **22**:13,17,21 **23**:12 **25**:11,18 16 **187**:12 **188**:10 tips [2] **35**:8 **92**:17 **31**:8 **33**:23 **34**:6 **47**:3 **50**:4,13 **57**: therefore [5] 120:15 169:11 171: tlc-created [1] 168:2

November 29, 2012

tlc's [7] 18:6 66:20 97:20 131:14 **168:**22 **172:**18 **197:**24 today [61] 9:9 10:10 11:15 13:11 **15**:19 **17**:12 **19**:8 **22**:15 **23**:3 **25**: 10 30:12 33:23 38:24 39:4 41:23 **42**:5,15 **43**:18,18,19 **45**:14 **64**:3 **69**: 17 **70**:16 **77**:5 **86**:23 **97**:10 **99**:8 **104**:16 **110**:4,9,19 **115**:15 **124**:4 **130**:12 **132**:2 **135**:17 **137**:22 **142**:9 **150**:4 **152**:19,21 **153**:3 **157**:12 **158**: 13,14 160:4 162:2 163:11,13,17 **164**:6,14 **165**:22 **166**:21 **176**:2 **195**: 24 **199**:16 **204**:13 **205**:10 **206**:7 today's [3] 5:4 20:7 61:11 together [6] 38:14 69:21 182:21 **183**:16 **209**:14 **212**:22 token [1] 118:19 tokenized [2] 94:18.20 tokenizes [1] 94:17 tokyo [1] 108:12 tolls [2] 92:17 216:9 tomorrow [1] 59:14 tons [1] **52**:3 tony [6] 3:5 39:19 40:2 51:6 58:9. took [2] 41:15.21 tool [5] 46:2 103:15 143:3 149:5 199:2 tools [1] **78**:7 top [6] 7:17 29:22 97:7 98:12 148: 12 **180**:19 topic [1] 39:13 toronto [2] 108:11 135:14 total [5] 49:10 94:15 109:19 148:3 **200**:21 totally [1] 194:2 touch [2] 104:9 157:17 touched [4] 6:17 7:5,6 133:9 tourist [1] 180:20 tourists [2] 33:2 180:21 toward [1] 185:17 towards [1] 127:3 track [1] 167:23 tracking [1] 96:20 traditional [2] 103:11 133:7

traffic [7] 14:24 67:8 112:19 118:3 **183**:11 **186**:22 **187**:3 training [1] 61:7 transaction [9] 24:12,13,15 72: 21 **91**:22 **92**:14 **93**:5 **94**:14 **185**:9 transactional [1] 36:8 transactions [3] 94:21 107:23 **185**:14 transcends [1] 142:17 transfer [3] 188:13.22 189:9 transferred [1] 190:15 translate [1] 61:8 translates [1] 60:5 transmitted [1] 26:16 transportation [31] **3:**3,6 **14:**13 **38**:19 **39**:9 **40**:6,9 **42**:3 **44**:11,16 47:4 65:16 91:6 97:13 120:15 121: 13 **127**:18,19,23 **129**:2,20 **148**:25 **150**:9 **166**:14,17 **172**:23 **173**:7,19 **175**:17 **179**:7 **197**:10 travel [6] 44:19 97:8 168:3,4,9 206:24 traveled [1] 102:17 treated [1] 73:15 treats [1] 75:11 tree [1] 217:9 tremendous [4] 8:11 141:25 152: 15 **208**:23 trial [1] **203**:25 tried [3] 37:20.25 62:15 tries [2] 55:17 173:6 triggers [1] 172:5 trip [29] 13:17 14:4 18:23 19:16 23: 5 **27**:19 **28**:11 **29**:24 **33**:12 **48**:13, 15,15 **80**:8 **88**:5 **91**:9 **125**:23,24 **126:**3 **133:**3,5,6,19 **146:**20 **147:**5 **160:**19 **171:**3 **188:**13 **189:**14 **198:**3 trips [13] 25:20 27:5 28:2 33:5,6, 21 **40**:10 **80**:22 **92**:18 **171**:6 **187**: 25 197:24 198:4 true [8] 37:2 126:11 157:20 159:24 163:6 165:10 204:2 207:24

trustees [1] 58:19 truth [3] 57:16 146:9 192:17 try [7] 32:20 63:5 67:20 83:14 133: 13 **203**:4 **206**:14 trying [9] 7:13 54:7 63:2 86:12 **144:**15 **148:**23 **171:**9 **183:**7 **200:**5 tuner [1] 112:13 tunnel [1] 15:4 turn [7] **73**:20 **85**:25 **124**:23 **125**: 15 **175**:18 **189**:4 **190**:8 turned [2] 7:21 107:11 turning [4] 62:18 85:21 143:8 189: turnoff [1] 85:19 turns [1] 26:4 tweak [1] 67:20 twelve [7] 83:6 141:4 147:4 192:5, 11.11 **200**:25 twenty [1] 192:8 twitter [2] 96:11 214:6 **two** [54] **9**:8,11 **12**:5,15,22,24 **27**: 25 **36**:21 **37**:5 **38**:2,2 **39**:11 **40**:9 **45**:3 **46**:16 **47**:7,9 **65**:21 **68**:18,22 **69**:18 **80**:6,14,15 **82**:14,22,23 **84**:4 **90**:17 **93**:17,17,23,23 **94**:5 **102**:19 **106:**7 **109:**5.16.17.19 **112:**25 **114:** 8 **118**:17 **123**:14 **130**:14 **134**:21 **136**:21 **154**:4,12 **159**:24 **163**:2 **168**: 23 **205**:20 **211**:7 two-thirds [1] 43:13 two-way [2] 40:22 169:8 type [6] 60:16 133:3,21 134:2 162: 6 **164**:13 types [3] 14:25 66:22 133:21 typical [1] 150:13 typically [2] 14:23 83:14

u.n [4] 51:23 56:17 57:13 116:9 u.s [2] 130:25 214:25 uber [2] 123:23 159:15 ultimately [4] 61:20 77:8 113:20 134:21 umbrella [1] 195:25 unable [1] 208:14

STENO-KATH REPORTING SERVICES, LTD. (212)95-DEPOS (953-3767) * (914)381-2061 stenokat@verizon.net

truly [4] 128:7 145:8 152:22 178:

25

trust [1] 126:21

November 29, 2012

unadopted [1] 10:19 unanimously [2] 174:2 196:13 unassisted [1] 19:5 unavailable [3] 9:22 48:19 169: under [20] 20:22 24:25 48:6 54:13 **76**:9 **83**:8 **85**:23 **87**:11 **88**:17,20 **93**:21 **99**:21 **127**:11 **130**:24 **141**:4 **142**:25 **168**:12 **171**:13 **184**:13 **197**: underlying [1] 153:19 undermining [1] 85:9 underscore [3] 36:20 163:23 **190**:20 underscored [1] 8:8 underserved [1] 180:22 understand [13] 14:12 42:25 43: 5 **61**:12 **84**:10 **109**:9 **132**:11 **155**: 23 157:8 176:15 181:23 194:13 **209:**12 understanding [8] 49:2 60:19 **61:**20 **64:**19 **73:**4.7.9 **75:**14 understood [2] 79:19 82:9 undertaken [1] 130:14 unequivocally [1] 107:17 unfair [3] 34:15 75:6 130:10 unfairly [1] 34:25 unfinished [1] 101:22 unfortunately [8] 61:10 66:16 **70:**9 **129:**6 **140:**10 **177:**19 **207:**7 **208**:15 unfounded [1] 76:4 unified [2] 196:8 203:2 unilaterally [1] 169:14 unintended [2] 116:19 205:18 union [1] 151:18 unique [3] 98:16 149:4 150:9 unit [3] 92:2,6 158:10 united [6] 97:12 98:10 108:13 130: 6 **135**:13 **215**:3 universal [4] 21:25 101:13,17 universally [2] 113:13 187:24 unknowns [1] 162:10 unlawful [1] 176:18

unless [3] 95:19 169:17 199:15 unlike [3] 135:23 206:22 208:17 unnecessary [6] 76:16 91:6 154: 3,14 **189:**21 **196:**15 unquote [1] 206:24 unreasonable [2] **75**:21 **76**:4 unregulated [6] 118:24 191:4,5 **194:**18,19 **195:**4 unrepresented [1] 76:10 unstable [1] 5:25 unstudied [1] 195:21 unsure [1] 71:10 untested [1] 131:3 until [6] 39:2.4 44:25 87:13 111:21 **169:**18 **up** [92] **10:**3 **12:**19,20 **19:**8 **23:**21 **25**:13 **26**:6,8 **31**:17 **32**:2,13 **38**:8 41:16,19 42:7 43:9 44:25 45:12,18 **46**:12,13 **47**:11,16 **48**:3 **52**:2,6,8 **54**:9.23 **56**:25 **67**:25 **72**:16 **83**:4 **89**:16 **93**:12 **97**:5 **100**:2 **102**:3 **103**: 17 105:13.16 106:5 107:13 109:11. 20 114:22 116:12 127:5 128:3 131: 7 **136**:15,17,18 **138**:21 **139**:19,21 **140**:8 **145**:15,17,24 **146**:7 **157**:10 **158:**20 **160:**2.7 **161:**19.20 **162:**3 **169:**25 **179:**3 **180:**23 **182:**20 **186:**6. 10 **197:**20 **198:**3 **199:**25 **201:**13 **206**:14,21 **207**:5,5 **208**:5 **209**:22 **210:**21 **211:**2.13 **212:**13 **213:**13 **215:**18.19 **217:**22 update [1] 206:18 **updates** [1] **17**:7 upend [1] 175:21 upgrades [4] 17:2,6,21 20:6 upkind [1] 53:19 ups [2] 49:16 112:8 upside [1] 151:8 urban [1] 8:25 urge [4] 105:13 118:6 119:2 186:5 urges [1] 175:20 usa [2] 4:7 205:8 usable [1] 191:2 usage [2] 13:22 101:25

user [1] 84:7 users [1] 83:24 uses [2] 50:12 202:8 using [16] 15:18 19:24 22:17 24: 17 26:19,22 60:20 97:18 103:23 107:21 149:9 156:5 158:5 190:14 197:21 202:23 usual [3] 5:23 67:20 119:19 utilities [1] 105:9 utilized [1] 200:3 utilized [1] 205:22

validation [1] 136:5 value [5] 92:18 133:10 142:17 179: 9 194:23 varied [1] 150:7 variety [1] 111:4 various [7] 24:21 65:4 70:21 73: 14 **131:**6 **162:**12 **173:**21 vast [1] 187:24 veer [1] 30:21 vehicle [17] 25:3,16 30:5,8 32:8 **37**:25 **59**:17 **67**:8 **89**:4 **104**:2 **111**: 21 **118**:3 **124**:18 **156**:6 **167**:20 **170**: 10 **201**:13 vehicles [20] 7:24 14:18 42:16,18 **48**:25 **49**:8 **106**:6 **131**:5 **146**:15 **166**:5,6 **171**:16 **172**:2,8,9 **178**:15 **197**:12 **200**:4 **204**:23 **208**:22 vendor [8] 90:22 94:24 132:11,12, 14 **135:**3 **188:**11,20 vendors [13] 61:20 67:14,17 73:8 **82**:5 **83**:21 **84**:25 **92**:25 **93**:9 **101**: 25 **105**:2 **132**:16,18 vendor's [1] 188:25 venture [1] 120:17 verifone [14] 3:8,9,10,11 68:20,23 **69**:10,18 **72**:4 **73**:21 **74**:16 **82**:18. 20 86:22 version [1] 160:17 versus [3] 121:4.6 199:23 via [4] 13:12 23:5 93:24 104:9 vice [1] 74:16 video [1] 60:20

STENO-KATH REPORTING SERVICES, LTD. (212)95-DEPOS (953-3767) * (914)381-2061 stenokat@verizon.net

useful [3] 14:12,21 63:17

November 29, 2012

view [2] 9:24 156:23 viewpoints [1] 163:25 viola [2] 11:12,13 violable [1] 177:3 violate [5] 166:24 167:14,17 170: 5 **171**:12 violated [1] 176:21 violation [2] 94:4 158:18 violations [1] 90:24 virtual [2] 157:21 163:6 visa [1] 78:10 visibility [1] 17:24 vision [2] 101:23 102:5 visitina [1] 180:21 visitors [1] 121:3 visual [2] 18:7 19:4 vital [1] 141:13 voice [6] 60:21 61:6 97:19 178:21 **182**:6 **195**:16 void [1] 187:15 **voluminous** [1] **69**:24 **voluntarily** [1] **33**:10 volunteering [1] 141:10 vote [6] 9:16 10:14,15 12:9 66:3

voted [2] 104:4 115:18

186:7

W

wait [6] 27:3 102:19 105:20 111:8 **207:**4.23 waiting [8] 45:17 56:17 124:19 **142**:24 **197**:6 **202**:10 **206**:21 **207**:6 wake [1] 14:14 walk [2] 6:5 57:18 wall [1] 91:16 wallet [1] 199:17 wang [4] 4:7 193:9 205:3,7 wanted [10] **52**:20 **82**:23 **83**:20 **110**:2 **140**:23 **158**:12 **160**:18 **182**: 23 191:24 199:13 wanting [1] 44:19 wants [5] 45:20 55:23 134:23 174: 4 **213**:16 washed [1] 204:3

washington [1] 180:10

waste [1] 204:19 wasted [1] 101:7 wasting [1] 148:4 watch [2] 85:24.25 water [1] 141:4 waters [1] 110:6 way [51] 5:9 6:17 25:20,25 29:16 **33**:14 **46**:8 **47**:3 **48**:20 **50**:14,16 **52**:23 **55**:6 **57**:21,25 **63**:7 **77**:23 **82**:12 **83**:3 **85**:14,22 **86**:4 **97**:4 **98**: 25 **112:**20 **119:**18 **122:**17 **124:**9,22, 22,24 **126**:18 **127**:22 **128**:7 **133**:7, 11 **150:**25 **159:**18 **160:**8,25 **176:**23 **177:**8 **179:**6.22 **180:**6 **186:**15 **202:** 3 **210:**5 **213:**17 **215:**12 **216:**13 ways [4] 12:18 86:10 166:15 209: wbai [1] 210:15 weather [3] 142:25 211:17,25 web [2] 97:19 130:11 week [7] 6:5 7:23,25 51:24 86:8 **107:**23 **158:**20 weekly [1] 210:15 weeks [10] 5:21 7:19 8:23 35:22 **65**:22 **131**:22 **141**:5,7 **159**:3 **182**: weighed [1] 135:15 weinshall [5] 5:8 79:23 108:5,14, 21 weiss [1] 8:20 welcome [2] 10:7 51:14 welcomed [1] 100:5 well-known [2] 97:24 165:5 west [4] 130:17 132:19 135:8 217: whatever [13] 8:5 33:8,9 37:4 79: 14 **80**:9 **81**:3 **88**:19 **189**:15 **194**:20 **211:**3 **216:**9.11

173:23 **185**:12 **187**:3 **201**:2 whistle [1] 102:23 white [5] 165:19,23 167:4 169:13 whole [8] 40:14 141:24 172:5 175: 14 **195**:10 **199**:4.4 **212**:25 whom [1] 61:3 who's [3] 27:10 165:5 189:3 widespread [3] 23:22 150:12 wild [4] 130:16 132:19 135:8 217: williamsburg [1] **180**:10 willingness [1] 59:11 windels [1] 128:23 window [2] 125:17 199:14 winning [1] **96**:19 win-win [2] 110:24.24 wish [1] 123:17 wished [1] 41:19 wishes [1] 35:14 within [10] 19:22 50:6 75:24 130: 22 **170**:14 **180**:13 **186**:6 **201**:5 **213**: 22 **214**:16 without [22] 46:19 62:5 103:9 112: 4 **123**:15.21.23 **127**:19 **128**:8 **142**: 3 **164**:14 **165**:21 **167**:4 **170**:8,12 **173**:24 **174**:5 **179**:11 **186**:18 **189**:7 **215**:6 **217**:7 woman [2] 52:5 110:5 women [1] 148:22 wonderful [2] 120:21 195:19 woodside [2] 7:21 183:13 word [5] 60:19 61:2 62:6 194:25 204:11 words [7] 77:17 81:2 88:25 133: 11 **160**:15 **176**:21 **191**:3 work [31] 6:9 8:11 42:5 47:10 63: 16 **69:**21 **77:**5 **81:**25 **82:**11 **98:**11 **101:**20 **103:**18 **120:**21 **143:**15 **155:** 8,24 **179**:5 **184**:12 **193**:2 **195**:12 **197**:4 **198**:18 **199**:6,15 **202**:22 **203**: 17 **205**:13 **207**:13 **209**:14 **213**:16 216:4 worked [7] 66:3 85:18 86:14 100:

STENO-KATH REPORTING SERVICES, LTD. (212)95-DEPOS (953-3767) * (914)381-2061 stenokat@verizon.net

wheelchair [2] 97:17 138:15

whether [18] 9:22.25 12:18 26:7

32:17 **39**:14 **45**:24 **48**:3 **82**:6 **85**:

16 **112**:5 **125**:21 **140**:14 **148**:19

wheelchairs [1] 148:21

wheels [2] 97:21,21

wheel [1] 145:7

November 29, 2012

10 **118:**25 **136:**19 **198:**19 workers [4] 4:4,5 178:5 182:19 working [6] 8:20 28:25 66:4 152: 21 **153**:3 **212**:6 works [9] 20:22 24:15 32:25 102: 12 **103**:17 **162**:4 **185**:12 **199**:2,6 world [18] 49:24 66:2 101:3 102:5 **105**:13 **117**:22 **118**:23 **129**:14 **130**: 6 **142**:11.15 **143**:18 **164**:16 **169**:5 **180**:21 **195**:11 **205**:9 **209**:12 worlds [2] 148:25 178:24 worry [1] 57:4 worse [1] 116:25 worst [2] 179:20.21 worth [1] 169:20 worthwhile [1] 8:9 would've [1] 140:9 **WOW** [2] **97:**20 **121:**13 write [2] 199:9 201:8 writing [3] **93**:14 **176**:6,7 written [15] 52:16,23 53:22 56:4 **60**:19 **61**:2 **62**:5 **75**:4 **86**:25 **165**: 21 186:3 207:8,18 209:9,9

Y

yassky [13] 5:7 58:22 59:10 63:25 **90**:16 **96**:3 **122**:14,18 **128**:19 **137**: 15 **158**:15 **178**:10 **182**:23 year [16] 22:24 23:4 40:10 71:16, 20 **72**:16 **84**:16 **94**:24 **102**:18 **106**: 2 **108**:20 **114**:15,17,18,19 **199**:19 vears [24] 33:16 41:9 46:19 50:6,9, 10.14 **53**:24 **61**:25 **62**:3 **72**:11 **74**: 18 **82:**21 **98:**13 **123:**14 **151:**7.7 **173**:25 **174**:20 **179**:22 **182**:4 **205**: 25 **210**:14,16 yellow [38] 29:2 68:4 97:18 103: 19 **106**:4.17 **107**:10 **110**:25 **111**:20 **112**:14,21 **115**:16 **116**:11,13 **120**: 13 **121:**8 **122:**5,8 **124:**12 **125:**4 **128**:5,9 **141**:21 **144**:22 **145**:7 **149**: 15 **150:**8 **180:**15 **191:**18 **194:**7.9. 22,23 **199:**3,5 **201:**20 **210:**13,21 vellows [3] 23:7 124:5 128:6 yielded [1] 119:23

york [89] 3:16 13:24 15:16 23:11, 23 24:3 40:7 51:11 60:5 61:5 63:4, 11 **67**:5,6 **72**:6 **74**:17 **84**:18 **97**:15, 25 **98**:18 **100**:4 **101**:18 **102**:6,12 **103:**19 **104:**14,17,22 **105:**11,18 **106**:4 **107**:4 **115**:10 **118**:8,25 **120**: 14,22,23 121:4,13,18,23 122:8 **127**:14,23 **128**:11 **131**:11 **135**:19, 24 **140**:6,24 **142**:10,19 **143**:16,21 **144**:10,13 **145**:3 **148**:13,24 **150**:9, 14 **151:**7 **161:**6 **165:**17 **166:**3,25 **167**:18 **168**:14 **169**:5 **172**:24 **174**:4. 19 **175**:23 **178**:14,16 **179**:6 **180**:19, 20 **195**:18 **197**:5.12 **199**:22 **205**:14 **208**:18 **209**:8 **211**:17 **212**:8 **214**:23 vorker [2] 206:6 208:13 yorkers [8] 32:25 45:6 98:2 105: 20 145:4 149:17 209:4.5 york's [7] 107:9 148:8 166:24 167: 5 **171**:12 **173**:7 **175**:17 **vourself** [3] **34**:6 **106**:20 **217**:18 yup [1] **193:**9

Ζ

zapkab [3] 151:20 157:12 190:22 zero [2] 44:3 48:11 zohrah [2] 63:22 68:17

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Sheet 38 worked - zohrah