Medallion Taxicab Technology Enhancements

September 30th, 2006

Project Goals

Improve the Riding & Driving Experience Through:

- Payment Options (Credit/Debit Cards)
- Communicating Useful Information to Passengers (Passenger Information Monitor “PIM”)
- Communicating Useful Information to Drivers (Text Messaging on Driver Information Monitor “DIM”)
- Better Policy & Regulation (Automated Trip-Sheet Data Collection)

Payment Options

Provide Riders With Options for Payment

- All Major Credit Cards (American Express, Visa, MasterCard, Discover & JCB)
- Signature Based Debit Cards
- Passenger Pays Using PIM
- No Signature for Payments Less Than $25
- In the Future – Prepay Card

Electronic Trip-Sheet Data Collection

- Implement Automatic Vehicle Location Technology
- Capture Data and Provide On-Line Access
- Automated Data = Increased Accuracy
- TLC will regularly capture only information (pick-up, drop-off, time, etc) that is currently kept manually
- Driver, Owner & Agent will have access to trip sheet data
- Better Policy & Regulation

Communicating With Drivers (Text Messaging)

- Recovery of Passenger’s Lost Property
- Cab Efficiency / Fare Opportunities
- Traffic Related Information
- Emergency Communication

Communicating With Passengers (PIMs)

- Allow TLC to Communicate with Passengers
- Must include a Map
- Must have "Off" and "Mute" Buttons
- TLC Rules and Regulations
- Public Service Announcements
- Envisioned to include other information and entertainment
- Advertising is Optional

Why Did the TLC Organize the Contracts This Way?

- Integrate All Four Enhancements Into a Single Solution
- Buying Power of Entire Cab Fleet
- Keep Passenger Experience Similar
- TLC is Impartial - Zero Dollar Contract to City

Benefits to You

- Single Point of Contact (SPOC)
- Turnkey Solution
- Indemnification for Regulatory Non- Compliance

Costs

Fixed Costs

- One Time Upfront Cost
- Monthly Fee

Variable

- Credit Card Transaction Costs

Three Years Total Cost of Ownership (TCO)

- Maximum Price ($ 2,900 – $5,700)
- Depends on Advertising vs. No Advertising Model
- Cost can be Negotiated Lower

Key Contractual Issues

- Legacy Agreements not Enforceable
- Term cannot Exceed Term of TLC Contract
- Mandated Training
- Void Contract if TLC Rules Repealed

Exhibit RC (Rates & Charges)

- Copies of all Contracts must be given to TLC
- Maximum Cost is Listed
- Clearly Lists all Costs, Fees, Options, etc

Next Steps

- Stage 1- Functionality Testing (Current)
- Marketing Period (October ’06 – January ’07)
- Stage 2 - 50 Cabs/Vendors (October ’06)
- Contract Sign- Up Deadline (January ’07 - February ’07)
- Compliance Deadline (Spring ’07)

(**Subject to Change**)

Thank You

Question and Answer Session