Memorandum

DATE February 20, 2009

TO Members of the Transportation and Environment Committee:
   Linda L. Koop (Chair), Sheffie Kadane (Vice Chair), Jerry R. Allen, Carolyn R.
   Davis, Vonciel Jones Hill, Angela Hunt, Pauline Medrano and Ron Natinsky

SUBJECT Regional Coordination of For-Hire Transportation Services (Taxicabs, Limosines,
         Shuttles) Briefing

Attached is the "Regional Coordination of For-Hire Transportation Services
(Taxicabs, Limosines, Shuttles)" briefing that will be presented to you by Mr.
Michael Morris, Director of Transportation, North Central Texas Council of

Please contact me if you need additional information.

[Signature]

Ramon F. Miguez, P.E.
Assistant City Manager

c: The Honorable Mayor and Members of the City Council
   Mary K. Suhrm, City Manager
   Thomas P. Perkins, Jr., City Attorney
   Deborah Watkins, City Secretary
   Craig Kinton, City Auditor
   Judge C. Victor Lander, Administrative Judge
   Ryan S. Evans, First Assistant City Manager
   Jill A. Jordan, P.E., Assistant City Manager
   A.C. Gonzalez, Assistant City Manager
   Forest Turner, Interim Assistant City Manager
   David Cook, Chief Financial Officer
   Jeanne Chipperfield, Director, Budget and Management Services
   Edward Scott, Director, Controller's Office
   Helena Stevens-Thompson, Assistant to the City Manager – Council Office
   Rick Galceran, P.E., Director, Public Works and Transportation

"Dallas, The City That Works: Diverse, Vibrant and Progressive"
Status Report on Regional Vehicle-for-Hire Initiatives

Dallas City Council
Transportation & Environment Committee
February 23, 2009

Michael Morris, P.E.
North Central Texas Council of Governments
Regional Vehicle-for-Hire Initiatives

Goals
- Ensure Seamless Service
- Achieve Higher Quality Service
- Air Quality Improvements
- Improve Image to Increase Demand
- Region-wide Service (Right Place, Right Time)
Regional Vehicle-for-Hire Initiatives

Recent Initiatives

Regional Coordination (One-Stop-Shop) – NCTCOG

DFW Airport Taxicab Taskforce – DFW Airport

Regional Vehicle-for-Hire Study – City of Dallas, City of Fort Worth, DFW Airport and NCTCOG

North Texas Green and Go Program – Dallas Sustainable Skylines Initiative and NCTCOG

Certified Tourism Ambassador Program – Convention and Visitors Bureaus, Hotels, Restaurants and NCTCOG Transportation Partners
Regional Vehicle-for-Hire Program Study

**Consultant Deliverables**

- Summary of Existing Vehicle-for-Hire Operations in the Region
- Summary of Current Standards for Vehicles and Drivers in this Region and Others
- Summary of Other Areas that Use a Region-wide Vehicle-for-Hire Structure
- Summary of Expected Changes in Vehicles, Fuels and Meters

**Partners Response**

Draft Regional Vehicle-for-Hire Organizational Structure
# Regional Vehicle-for-Hire Program Study

## Organizational Structure Components

<table>
<thead>
<tr>
<th>Setting Standards</th>
<th>Permitting/Revenue Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicle standards</td>
<td>Issue vehicle permits</td>
</tr>
<tr>
<td>Driver standards</td>
<td>Issue driver permits</td>
</tr>
<tr>
<td>Insurance standards</td>
<td>Issue operating authority</td>
</tr>
<tr>
<td>System requirements (number of vehicles allowed)</td>
<td>Act as a revenue collection point for sponsor cities</td>
</tr>
<tr>
<td>Company standards (number of vehicles, level of service)</td>
<td>Collect and distribute citation revenue</td>
</tr>
<tr>
<td>Operating standards (when/where pick-ups can occur)</td>
<td></td>
</tr>
<tr>
<td>Fare regulation (charges, payment accepted)</td>
<td></td>
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<tr>
<td>Enforcement standards</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Inspection</th>
<th>Enforcement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Testing of drivers</td>
<td>Coordinate with sponsor city law enforcement</td>
</tr>
<tr>
<td>Inspecting vehicles</td>
<td>Report violations to local law enforcement</td>
</tr>
<tr>
<td>Verifying currency/validity of insurance</td>
<td>Fine companies</td>
</tr>
<tr>
<td>Verifying company fleet minimums</td>
<td>Revoke/suspend operating authority</td>
</tr>
<tr>
<td>Verifying proper operating procedures are followed</td>
<td>Revoke/suspend vehicle permit</td>
</tr>
<tr>
<td>Inspecting meters</td>
<td>Revoke/suspend driver permit</td>
</tr>
<tr>
<td>Training</td>
<td>Establish regional enforcement body</td>
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</tbody>
</table>
Regional Vehicle-for-Hire Program Study

Current Structure

Concerns

Customer Service for the Taxi User

Inconsistent Standards and Enforcement

Duplication of Efforts

Gaps in Service

Uneven Allocation of Costs/Revenue among Large and Small Cities

<table>
<thead>
<tr>
<th></th>
<th>FY 2008 Operating Budget*</th>
<th>FY2008 Revenue*</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Dallas</td>
<td>$846,000</td>
<td>$1,132,000</td>
</tr>
<tr>
<td>City of Fort Worth</td>
<td>$160,000</td>
<td>$160,000</td>
</tr>
<tr>
<td>DFW Airport</td>
<td>$6,687,000</td>
<td>$6,696,000</td>
</tr>
<tr>
<td>Total</td>
<td>$7,693,000</td>
<td>$7,988,000</td>
</tr>
</tbody>
</table>

*Estimates based on data from City and Airport staff
Regional Vehicle-for-Hire Program

Proposed Structure

**Regional Standards (All Entities)**
An Association of Entities Develops Common Vehicle and Driver Standards for the Region

**Permitting and Inspection (One Entity)**
One Entity Permits and Inspects All of the Region’s Drivers and Vehicles

**Enforcement (All Entities)**
Each City in the Region is Responsible for Enforcing the Regional Standards
Regional Vehicle-for-Hire Program

Benefits of the Proposed Structure

Regional oversight of consistent standards for drivers, vehicles, and companies increases safety

Reduces Duplication of Efforts

Equitable Cost/Revenue Distribution

Relieves inspection responsibility from member municipalities

Allows drivers to go to one facility for permits and inspection
Regional Vehicle-for-Hire Program

Issues Pending Resolution

Right Place, Right Time

Maintain Caps

Enforce Computerized Dispatch
Regional Vehicle-for-Hire Program

Next Steps

Resolve Dispatch Issue

Develop Consensus on a Preferred Regional Organizational Structure

Create a Regional Implementation Plan

Timeline

Study and Recommendations Completed – February 2009
Stakeholder/Public Involvement – Spring 2009
Develop Implementation Plan – Summer 2009
Stakeholder/Public Involvement – Fall 2009
Begin Implementing Recommendations – Winter 2009
Questions or Comments

Please contact:

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