

Memorandum



CITY OF DALLAS

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 Governments, February 23, 2009.

Please contact me if you need additional information.

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

c: The Honorable Mayor and Members of the City Council
Mary K. Suhm, 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

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

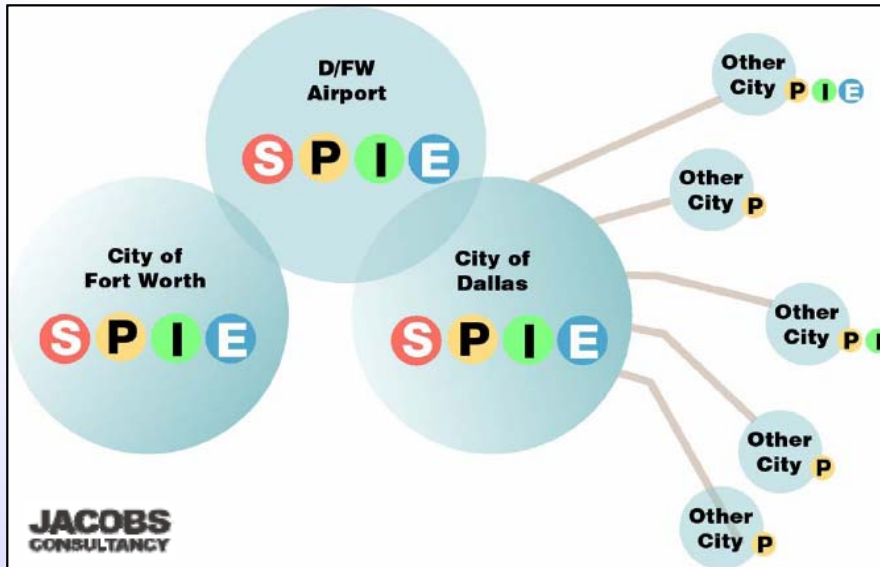
Organizational Structure Components

SETTING STANDARDS	PERMITTING/REVENUE COLLECTION
<ul style="list-style-type: none"> ▪ Vehicle standards ▪ Driver standards ▪ Insurance standards ▪ System requirements (number of vehicles allowed) ▪ Company standards (number of vehicles, level of service) ▪ Operating standards (when/where pick-ups can occur) ▪ Fare regulation (charges, payment accepted) ▪ Enforcement standards 	<ul style="list-style-type: none"> ▪ Issue vehicle permits ▪ Issue driver permits ▪ Issue operating authority ▪ Act as a revenue collection point for sponsor cities ▪ Collect and distribute citation revenue
INSPECTION	ENFORCEMENT
<ul style="list-style-type: none"> ▪ Testing of drivers ▪ Inspecting vehicles ▪ Verifying currency/validity of insurance ▪ Verifying company fleet minimums ▪ Verifying proper operating procedures are followed ▪ Inspecting meters ▪ Training 	<ul style="list-style-type: none"> ▪ Coordinate with sponsor city law enforcement ▪ Report violations to local law enforcement ▪ Fine companies ▪ Revoke/suspend operating authority ▪ Revoke/suspend vehicle permit ▪ Revoke/suspend driver permit ▪ Establish regional enforcement body



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

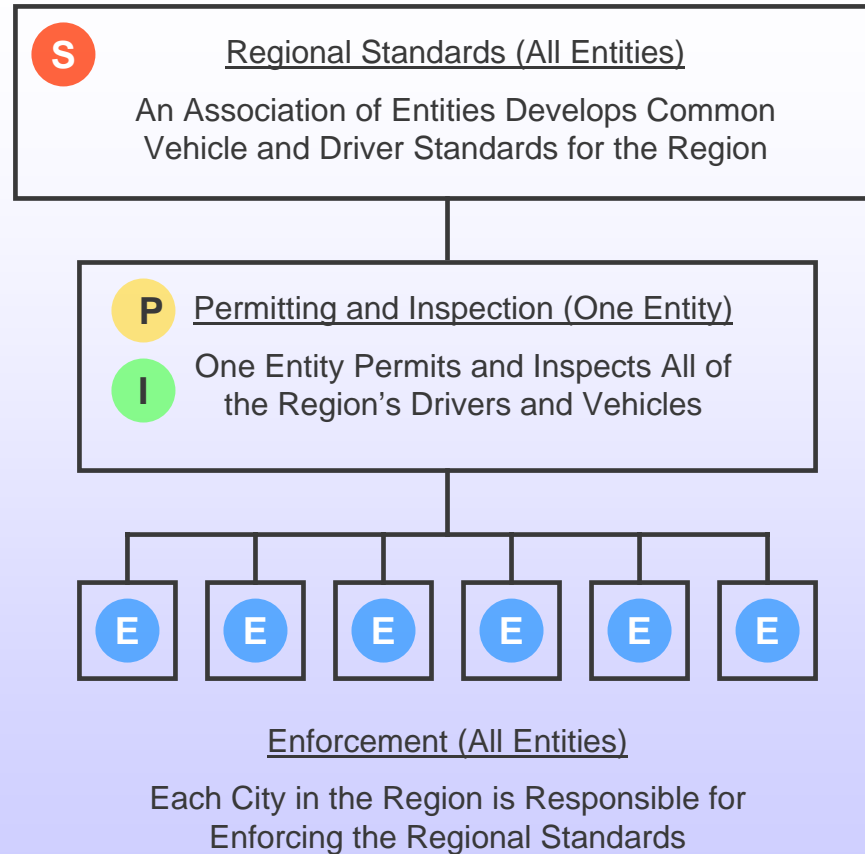
Uneven Allocation of Costs/Revenue among Large and Small Cities

	<u>FY 2008 Operating Budget*</u>	<u>FY2008 Revenue*</u>
City of Dallas	\$846,000	\$1,132,000
City of Fort Worth	\$160,000	\$160,000
DFW Airport	\$6,687,000	\$6,696,000
Total	\$7,693,000	\$7,988,000

*Estimates based on data from City and Airport staff

Regional Vehicle-for-Hire Program

Proposed Structure



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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