



YELLOW CAB COMPANY OF DC INC.

NEWSLETTER

Edition: 20 March 2016



There have been significant changes in the industry over the past two years and more are planned. In this edition, we will update you on planned technology changes in the company and major items under consideration that could have significant impact for the DC taxicab industry.



New Dispatch System

After a long analysis and review, YDC will convert from the current Pathfinder Dispatch system to iCabbi wireless cloud application. The new dispatch system will have most of the capabilities of the current application and some significant upgrades to the Calltaker, Dispatch, Driver and User functions.

The system will comprise of an Android-based tablet (DIM) for the driver and an upscale passenger information module (PIM) for the passenger to process payments. The system analysis and project planning are underway. Periodic project updates and next steps will be provided starting in April.

New MDT /DIM

The new Mobile Data Terminal (MDT) or Driver Information Module (DIM) is an 8-inch Android Samsung Tab-E wireless tablet. The tablet will be kept in a protected outer case and mounted in the same bracket as

the current MDT. The tablet will operate on Sprint's 4G wireless network and when rolled out will have an imbedded digital taximeter instead of the hard-wired Centrodyne taximeter.

The DIM will communicate to the new back seat device (PIM) via an installed in-cab wireless router and have greater performance reliability. The DIM screens are being redesigned to ensure that all current functions are available. The display will be in Landscape mode and the application will include an Electronic Trip Manifest.



iCabbi Driver Information Module (DIM)

New Back Seat Device (PIM)

In keeping with recently passed regulations and the evolution of payments from credit card swipe to "chip & pin" (EMV) and "tap and pay" (NFC) the currently installed Vector 800 back seat devices will be replaced with Verifone's Marquee MX925 passenger information module (PIM).

The new device has a 7-inch display and will accept EMV "chip and pin" cards, Apple Pay and Google Pay "tap-to-pay" NFC transactions.

The unit has an internal wireless modem and will automatically approve transactions under \$75.00 when there is no communication signal. The unit meets all of the DCTC's latest regulations to include a Passenger Safety button and will play PSA videos as mandated.



Verifone Marquee MX925

New MTS Equipment Pricing

The all-new Dispatch Application and MTS equipment that will be installed in the taxicabs is a significant financial investment by YCDC to ensure that the company and drivers remain competitive and relevant in these challenging times.

We have negotiated prices to keep costs to a minimum but there will be one-time expenses and a minimal MTS equipment fee to offset this significant investment. The one-time expenses are the equipment installation and the purchase of the tablet holder. Some tablet holders are locked and secured with continuous power and some allow for the daily removal of the tablet.

Over the past 2 ½ years, YCDC did not charge the dispatch drivers a weekly MTS Fee (\$15.00) if they

maintained dispatch service even though it is included in the signed MTS agreement. We made that decision because of the challenging conditions faced by drivers from the TNC. The new weekly MTS charge being considered will be definitely less than the \$15.00 fee.



Sample Tablet Holder

Digital Taximeter

DCTC just issued a Request for Information (RFI) seeking a single vendor to provide a digital taximeter to replace the hard-wired taximeters installed today. The digital taximeter is an app that runs on an Android tablet and is integrated with the Dispatch application.

The digital meter app calculates time and distance fare using current fare tariffs and extras. The meter can be dynamically reprogrammed to change rates over the Internet without requiring the cab to come to the meter shop.



The digital meter will be loaded on the new dispatch tablet (MDT/DIM)

and active with the iCabbi dispatch application. At that time the existing hard-wired taximeters could be removed.

transport dc

Nearly a year ago, YCDC along with District Cab, agreed to participate in Transport-DC pilot program which was designated as an alternative to Metro Access. Passengers who are in the Metro Access program could request service through Transport-DC one-hour in advance of needing to travel or for immediate pickup.

Under the program approved Metro Access passengers could use taxicab service for medical appointments or personal errands. The program has grown from 60 trips in the first month to over 8,000 trips in February and is steadily growing. The success of the program is attributed to the great teamwork of the Drivers and Call Center staff.

Some passengers in the program pay \$5.00 per trip (Acct 555) and passengers affiliated with Medicaid pay nothing (Acct 655). In the case of Acct 555 the driver is paid by the company \$15.00 and on Acct 655 the driver is paid \$20.00 for a DC to DC trip. The company is contractually obligated under this program to purchase a new wheelchair accessible vehicle for every 3,000 completed trips.

The YCDC wheelchair accessible fleet has grown from 10-vehicles to 25-vehicles within one year. The program could potentially expand into other service areas and help fill

the void created by all of the lost trips to the TNCs.

Transport-DC not only provides this much needed and vital service but it also clearly highlights the DC Taxicab industry and as a totally diverse and accessible service provider unlike the TNCs like Uber and Lyft.

All drivers participating in the Transport-DC program are reminded to always ask the passengers to show their Metro Access ID and to all WAV drivers please ensure that passengers are safely secured.

Wheelchair Accessible Training

The company is looking for more drivers to operate the growing fleet of wheelchair accessible vehicles (WAV). All WAV vehicles have discounted rental fees as an incentive to drivers for voluntarily performing this critical service. Please contact Chris Williams at 202-546 7903 if you would like to join the WAV fleet.



Sensitivity Training

DC taxicab drivers will soon be required to undergo Sensitivity Training in the basic tenants of the American Disabilities Act (ADA) as part of the new or renewing application process for a taxicab license (Face Card).

The multi-stage online training course was designed by industry experts and can be completed in phases at the drivers pace. Drivers

will be notified when this training is ready for general use. All YCDC drivers will be required to complete this training course.

Zero Tolerance Policy

Yellow Cab Co. of DC Inc. has a zero tolerance policy against all forms of discrimination or harassment. Drivers affiliated with YCDC must strictly adhere to the company's zero tolerance policy and obey all Federal and Local laws that dictate and assures that the human rights of the customer are fully observed and preserved.



Any driver who deliberately violates the customer human rights, discriminates or harasses a customer in any form will be reported to the DC Taxicab Commission and their affiliation with YCDC will be immediately terminated.

It must be our joint responsibility and mission to maintain the highest standards of service, integrity and respect for every customer who seeks our service.

XClass (TaxiX)

DCTC issued Intended Rulemaking to pilot a new class of "taxi" within the existing taxicab structure. As initially conceived the new class of service will have lower equipment and zero upfront costs, no dome-light or passenger information monitor (PIM), no defined vehicle age limit or color scheme.

The new service class will be opened to all current taxicab drivers and to private citizens who meet certain entry criteria using owned or rented private cars. All trips will be digitally dispatched and street hires will be prohibited.

The private drivers will be fully vetted to include FBI finger-printed clearance and their vehicles will be required to have appropriate insurance coverage for the commercial transport of passengers. The intended rulemaking does not define any specific vintage or age-limit for the vehicles that can be used as "private sedans".

DCTC formed a task force consisting of representatives from the TNCs, Teamsters Union, economics professor, taxicab drivers and company owners to discuss this service and its impact. The task force will create and present a joint report to the Chairman.

The task force findings will assist DCTC to craft proposed rulemaking on the new class of service. More to follow as this rulemaking is more clearly defined.



Virtual Town Halls

The Chairman of DCTC held three virtual town halls to interact with the industry and create a platform for open communication to hear the concerns of the drivers and the transportation community at large.

There is some concern that critical information is not being accurately communicated to the driver community. Through the town halls DCTC could hear directly from the drivers about their experiences and ideas. The first town hall was held on March 17th and was attended by over 500 drivers. The next town halls were held on March 23rd and on March 28th. The town halls were well attended and greater than expected. If you missed these past meetings look out for the next ones.

Vehicle Age Limits

Proposed Rulemaking is now in the DC Register changing the age-limit of taxicabs to seven (7) model-years regardless of model type, body size or fuel type. The new regulations replace previous rules that differentiated vehicle age limits based on fuel type and body style. The proposed rules dictate vehicles must have no more than 100,000 miles, cannot be more than five (5) model-years old and exceed 315,000 while in service. Vehicles cannot be salvaged or rebuilt.



New H-Tags

DCTC will issue a taxicab vehicle license and tags to any driver who proves to the satisfaction of the Office that they had surrendered his or her "H" tags to DMV during a the three (3) year period beginning on July 6, 2007, through and including July 6, 2010) or to any driver with a valid Face ID and who has never owned a registered taxicab in the District of Columbia.

The approved driver could place into service either a new electric vehicle or a wheelchair accessible vehicle not more than two (2) model years older than the current calendar year or earlier.

The qualifying driver must agree to participate in Transport-DC for a period of not less than three (3) years from the date the license is issued, and executes a written a dispatch agreement with a taxicab company participating in Transport DC. For more details on this rulemaking please contact DCTC or get a printed copy of the associated Title 31 regulations.

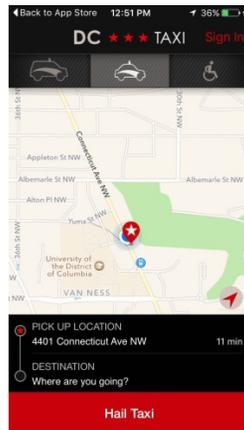
DC Taxi App

The DC Taxi App has been in a limited rollout for the past few months. Over 2,000 drivers have signed up for the app but not all drivers are signed on for service when they are on-duty.

Beginning April 1st all drivers must be signed in to the DC TaxiApp while on-duty. Drivers must be signed on through their personal device or through a device provided by their PSP. All YCDC drivers who have not downloaded the app must do so immediately or you will be in violation of the administrative issuance.

The app was designed specifically for DC taxicab drivers to compete in the new digital dispatch space with the likes of Uber and Lyft. Download the DCTaxi app from Google Play or iTunes stores. Follow the app registration steps, sign-on and get ready to receive your first trip.

Drivers needing assistance with downloading, registering, training or getting the appropriate equipment for the app must come to the office and see an on-site technician.



PVIN Number

Proposed rulemaking was approved in January to eliminate the historical fleet number painted on the taxicab. The rulemaking states that at repainting the taxicab must display the public vehicle identification number (PVIN) on the rear of the vehicle and not the legacy taxicab number. That number is no longer tracked or used by the Office of Taxicabs. In the same rulemaking all vehicles approved for extensions must be painted in the new color scheme.

Radio Channel In-Service

Channel 1 (Voice) is back in service after being out for more than a year. It was decided to restore the voice channel to give drivers an additional communication tool during normal operations and emergency situations.

The normal protocol to contact the Dispatcher is to first use

messaging from the MDT, followed by use of the radio and lastly by telephone. With the implementation of Transport-DC the Dispatcher and Callback Desk are now more engaged in customer service interaction.

If Channel 1 is not operational on your radio please report the problem to the on-site technicians and they will troubleshoot or refer you to the radio specialist.

Online Driver Pay & Inquiry

YCDC created and implemented an online portal that was specifically designed for drivers to **Pay** weekly dues, get a payment receipt and Insurance sticker and **Inquire** on past payments and ACH deposits.

To make a payment you must register and enter a credit card on-file. Payments for the upcoming week can be made from Thursday through Wednesday. Suspensions are done each Monday morning. Only full payments can be made online. No partial payments.

To inquire on past payments or ACH deposit information sign-in with your Face ID and last 4-digits of telephone number on file.

FYI: You no longer have to print the Insurance sticker since recent rulemaking allows for the presentment of an electronic insurance card to Hack Inspectors.

The online portal can be accessed at www.ycdcpay.com. Contact Chris Williams at 202-546 7903 for assistance