

Madison Taxi 2015 Questions

1. Madison Taxi did not have any vehicle maintenance/safety related accidents in the past two calendar years. We do safety checks at the same time we do our routine maintenance every 5,000 miles, this includes all major systems and safety equipment.
2. We have a safety manager that checks all daily log sheets for driver's break times and rest times. If the city needs any information we would pull our daily logs and check our gps playback and compare this to our daily logs. At the time of hire we instruct all our new drivers on the city's requirements regarding breaks and work restrictions during their shifts.
3. All complaints are dealt with by management staff. They are dealt with in the following manner:
 1. A statement from the customer
 2. A statement from the driver
 3. Checking all the other information that is available to us and then coming up with a conclusion that leans towards the customer's satisfaction of the situation.2014/30 internal complaints and 2013/39 internal complaints.

Most of our complaints happen when we have new drivers and they do not go the most direct route. We refund this overcharge to the customer and then we also give the customer a certificate for a discount off their next ride for their trouble. We did have some refusal of service and driving behavior most of them at the DCRA. (90% of these issues happen at late/delayed flights and when there is limited resources. We sometimes have disagreements and problems clarifying the way to get the most customers to their destinations at that time of the evening/morning or snow conditions or driving problems and that is the bulk of our issues.

To check the customer's charge we check the drivers log sheet and we can also check the account log in with credit cards. There is GPS tracking to check the mileage of the fare with the meter stats.

We use waybills/log sheets, meter stats and gps playback to check what the proper fare would be if there is a dispute.

4. We have had a full time safety manager during the past 10 years. This has improved our safety issues and has lead to a very positive effect in this area. I really can't think that the city can be involved in safety issues regarding driving except in keeping our fleets in check. However in regards to driver issues I think we're always concerned about safety and ways to make sure we are operating in a safe manner. We did not have any drug/alcohol related issues during 2014.
6. We had a price raise in 2014. In the current economic climate increasing prices is something we put many hours of thought into it before we increased our rates. It's a decision that is planned for and the repercussions to the general public and



our business customers are a point of major concern and debate. As far as being competitive in the marketplace we are comparable with the other metered taxi company in the City of Madison. As far as the zone shareride services the pricing that they are allowed to charge on the direct ride rate is comparable also to our services.

7. We do not condone any refusal of service by our drivers/dispatchers. If a driver or dispatcher refuses service it is based on circumstances with that particular customer. That customer has done something to Madison Taxi or that particular driver. We do send them letters to explain the situation. We also tell the city if it's a major concern and has to be dealt with by the city of Madison Taxi Czar..
8. We had no financial changes from 2013 and 2014.
9. Madison Taxi will be offering this type of service if required. We have not offered this type of service because Union is currently offering this type of service and has received grant money for equipment to support this type of on-demand service. However, we are making a business plan to provide this type of service in the near future.
10. Since TNC's will be the law of the land I believe the regulations should dramatically change;

1. Allow peak time rates to encourage more drivers to be on the road during busy times
2. Allow taxi companies to drive in other markets that have high traffic days such as Packer football games, Summerfest, etc. By doing this it will allow licensed taxi companies to provide services. This will be a benefit for the public and discourage the TNCs because there will be more taxi's on the road that have background checks and proper insurance..
3. No 24/7 requirement allows taxi companies to use all their drivers for high demand periods of business and let the business to decide if its profitable to operate .

By allowing TNC's the State has decided that locally owned small business is not a priority. I thought that government liked local control . There actions have changed the landscape tremendously. So to compete we have to use all our resources to maximize income for the drivers to support good paying positions.