

QUESTIONS FOR 2007– 2008 TAXICAB LICENSE RENEWALS

The Traffic Engineering Division has the responsibility to investigate taxicab renewal applications. The questions below will help us in this investigation. The Transit and Parking Commission (TPC) may have other questions for you. Please have a company representative available to answer questions at this meeting. It will be held as follows:

TPC meeting
Thursday, April 12, 5:00 pm
Madison Municipal Building, Room 260
215 Martin Luther King Blvd
Madison, WI

QUESTIONS FOR METERED, ZONED AND SPECIALIZED TAXICABS

1. Discuss your **vehicle maintenance program**, including safety inspections. Did you have any maintenance-related accidents in 2005 and 2006? If so please relate the details.
2. How do you ensure your **drivers are taking adequate rest periods** and are adhering to the hours of service requirements as defined in the Madison General Ordinances? How would you handle a complaint from a driver that claimed you were not allowing adequate rest periods? How would you verify to the MDOT how long a driver had been on duty during a specific shift? What procedures do you have in place to assure that your current drivers are aware of these driving restrictions?
3. What are your procedures for handling **customer complaints**, including complaints concerning the driving habits of one of your drivers? Please summarize the number of complaints you received in 2005 and 2006 including, but not limited to, the following categories: overcharging, late pick-up, illegal split loading, driver conduct and refusal of service. How would you verify to the MDOT what a customer was charged for a specific ride?
4. What actions have you taken to improve **driver and passenger safety**? Are there other actions that could be initiated by taxicab companies or the City? Have you had any crashes in 2005 and 2006 where the drivers were found to be impaired by drugs or alcohol? If so, please give us the details.
5. In July of 2004, Union Cab voluntarily started an **on demand 24/7 accessible taxicab service**. This service continues to be provided today. The City Traffic Engineer has determined that there is no current need to require all metered and zoned taxicabs to provide this service as provided in MGO 11.06 (7) (i). Should this voluntary service be eliminated, all licensed metered and zoned taxicabs will be required to provide 24/7 accessible service: How will your company meet this requirement if the voluntary service is eliminated? Is your company currently assisting Union in its effort to provide this service (equipment, labor, cash, in-kind service, etc.)? Does your company have any plans to provide this service?

How can the carriers that are not assisting in providing this service share in the cost? (One idea is to assess a small fee on every ride provided by any licensed metered or zoned carrier. The funds collected would then be returned to all carriers providing the service on an equal basis provided the carrier(s) receiving the funds could document accessible taxicab expenditures equaling the funds being received.)

What do you think of this idea to spread the costs of providing this service to all licensed metered and zoned carriers?
6. Have any of your **rates** changed during 2005 and 2006? If so describe the change(s). What does the change mean to your average rider? How do your rates compare to your competitors in the City of Madison and in other cities for the same type of service? Please summarize **complaints** you received in 2006 about high rates.

7. **Refusal of service** is prohibited in MGO 11.06 (7)(e) with certain minor exceptions. Describe your company's plan to abide by the section. Describe the action you would take if a dispatcher or driver refused service.
8. Please review your **2006 financial figures** given to us in January 2007 and correct any numbers that may not have been finalized. If they were all correct, please state no changes necessary.
9. There seems to be a pattern of miscommunication at Dane County Regional Airport between customers unfamiliar with shared ride taxi service (regular and peak period shared service) and drivers attempting to sort out potential passengers by destination. Complaints have been filed by passengers who are not given a ride because he or she may not be going to a location that other passengers are; or by passengers who feel "herded" into a shared ride. For those applicants who regularly serve the airport, is there a standard script or other method used by drivers to explain what a shared ride is, how shared fares are determined and the fact that any customer may refuse a shared ride in favor of a metered ride.

ADDITIONAL QUESTIONS FOR INDIVIDUAL CARRIERS

MADISON TAXI

A review of Madison Taxi crashes in 2006 by MDOT staff has identified 3 drivers that have been involved in 2 crashes as reported to the MPD. Do you have any requirement that drivers involved in multiple accidents attend defensive driving training or other specialized training?

Your company reported a substantial increase in crashes in 2006 (38 vs. 25). What do you attribute this increase in crashes?

BADGER CAB

A review of Badger Cab crashes in 2006 by MDOT staff has identified 3 drivers that have been involved in 2 or more crashes reported to the MPD. Do you have any requirement that drivers involved in multiple accidents attend defensive driving training or other specialized training?

Your company reported a \$1,216 loss in 2006. Should there be any concern over Badger's financial viability?

UNION CAB

A review of Union Cab crashes in 2006 by MDOT staff has identified 2 drivers that have been involved in 2 or more crashes reported to the MPD. Do you have any requirement that drivers involved in multiple accidents attend defensive driving training or other specialized training?

Please discuss the financial and operational viability of your on-demand 24/7 accessible taxicab service. How do you respond to complaints by individuals who claim that they have to wait more than two days to receive service to receive this specialized service? Are you employing 100% of your accessible fleet's capacity?

Please send your written responses to me by March 7, 2007:

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