

FORWARDED TO TPC
8/5/14

TPC Agenda 02.11.15

ITEM F.2.

Correspondence

Subject: FW: TPC comment on TNC's

From: Adam Chern [REDACTED]

Sent: Tuesday, August 05, 2014 10:57 AM

To: Kamp, Charles

Subject: TPC comment on TNC's

Mr. Kamp,

I am writing to you in your capacity as staffer to the City of Madison Parking and Transit Commission. I am hoping that this message can be added to the record as the commission's subcommittee on transportation networking companies makes its recommendations on potential changes to Madison's taxi ordinance.

I have been a night cab driver for Union Cab of Madison for the past twenty-two years. I heard a story from a passenger recently that got me thinking about surge pricing as an approach to solving supply/demand issues in transportation. The passenger related a poor experience he had while attending the Kentucky Derby and associated activities. He had engaged a TNC driver through one of the two companies currently operating in violation of Madison's taxi ordinance. He related a litany of issues, including overcharging and dangerous driving behavior, but what caught my attention was a detail related to the surge pricing.

His driver was from Cincinnati. Cincinnati is 99.4 miles from Louisville, KY, where the derby is run. That's about halfway between the distance from Milwaukee to Madison (79 miles) and the distance from Chicago to Madison (135 miles.) I think we can fully anticipate that drivers working for these companies will be lured by the higher compensation from our entire region during surge pricing events.

We can expect that nights like New Year's Eve will be less impacted due to the fact that they occur in all cities. However, I think that during Freakfest, Badger Football games, and other Madison-specific events we should anticipate an influx of unfamiliar drivers. We should remember that these drivers may or may not be responsible, insured, or even who they claim to be. They may or may not be driving the car that they registered with the TNC's. This is not some aberration or abuse of the TNC's policy by unscrupulous drivers. It is a part of the TNC's strategy specifically designed to address nights where greater revenue is available.

Is the commission comfortable with opening our market - not only to local TNC drivers - but to all comers? We have already witnessed that these companies have no regard for local statutes, as they continue to encourage their drivers to challenge Madison's control over its carriers. I hope that the commission carefully considers what the response of these companies is likely to be to any adopted legislation. Compromise is not a concept that they understand.

Thank you,

Adam Chern

608.347.2326