

2015–2017 TAXICAB LICENSE RENEWAL QUESTIONS

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:

Transit and Parking Commission meeting
May 13, 2015, 5:00 pm
Madison Municipal Building, Room 260
215 Martin Luther King Blvd
Madison, WI 53701

QUESTIONS FOR METERED, ZONED AND SPECIALIZED TAXICABS

1. Discuss your **vehicle maintenance program**, including safety inspections. Did you have any maintenance-related accidents in 2013 and 2014? If so please relate the details.

Answer: Badger Bus utilizes a multifaceted approach to vehicle maintenance. Daily routine maintenance checks are conducted by the assigned drivers in a pre-trip inspection prior to any work assignment. Regularly scheduled maintenance checks are performed on the vehicles by our service department at appropriate mileage intervals. The vehicles are then completely checked over and all issues are addressed. The program is also reactive in nature in that items brought to the attention of the maintenance coordinator and fleet manager are addressed as needed. All safety related items are immediately addressed or the vehicle is not placed in service and remains out of service until the safety related item has been addressed. To my knowledge, no vehicles have ever been involved in an accident that was related specifically to a maintenance related issue.

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?

Answer: Badger Bus reviews each route related shift as the manifests are received from Metro. The second shift Transportation Manager receives the manifests, reviews them, and then assigns them for service for the next day. The assignments are entered into a spreadsheet that is formulated to automatically express an "Alert" indicator if the assignment exceeds the acceptable "hours of service requirements". Drivers are encouraged to take advantage of adequate rest periods throughout the day. If a driver's schedule is challenging and assistance is required to enable a rest period, Badger Bus has support staff available to provide such relief and the support staff has certainly provided support on a regular basis. Badger Bus maintains specific records of duty performed by drivers in no less than two different formats or databases. First, the work assignment spreadsheet (mentioned earlier) is utilized and maintained in a proactive manner and is retained for historical record keeping. Second, a payroll related spreadsheet is utilized and maintained to document payroll hours. Finally, a separate database (Motorcoach Manager) is utilized and maintained. Verification regarding how long a driver had been on duty during a specific shift would be easily attained by using the aforementioned tools. Drivers endure classroom oriented and "on the job" training with staff and management as well as with trainers. Such policies are discussed and acknowledged by the drivers (most policies are signed by the drivers).

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 2013 and 2014 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?

Answer: The Assistant Operations Manager for our Para-Transit division of Badger Bus personally investigates every customer complaint by requesting information from the staff, management, and drivers. In addition, contact is made with the customer if and whenever it is requested. The outcome of the investigation is passed onto the Paratransit Program Manager (to her satisfaction) and contact is made with the customer in a manner that brings closure to the complaint in the most positive manner possible. In 2013, we had 119 complaints that were primarily related to late pick-ups and service. In 2014, the number dropped to 99 and again they were primarily related to pick-ups, ride length, and service. With regard to charging a customer, we charge what is mandated on the manifest and a thorough record of cash and ticket receipts is submitted to Metro on a monthly basis and maintained in our records for the appropriate amount of time (actually surpassing the required retention time).

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 2013 and 2014 where the drivers were found to be impaired by drugs or alcohol? If so, please give us the details.

Answer: Badger Bus continually strives to make improvements with regard to our overall safety by utilizing effective training and communication with employees. In addition, weekly operational meetings allow key personnel (from multiple levels of management) to discuss and react to safety and maintenance issues that may occur or have occurred, make corrections, effect policy change, and then effectively communicate with employees whenever necessary or appropriate. Badger Bus has not has any crashes where a driver was found to be impaired by drugs or alcohol.

5. Have any of your **rates** changed during 2013 and 2014? 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?

Answer: Badger Bus does not dictate rate changes when it comes to rides (rates are set by Metro and adhered to by Badger Bus). I would believe that any competitor in the City of Madison that would provide the same type of service would charge the same as Badger Bus. We do not receive complaints about high rates.

6. **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.

Answer: Badger Bus does not refuse service. Our staff and management are fully aware of this policy. If a dispatcher or driver were to refuse service, appropriate disciplinary action would be taken (to include possible employment termination).

7. Please review your 2013 and 2014 financial figures and correct any numbers that may not have been finalized. If they were all correct, please state no changes necessary.

Answer: No changes necessary.

8. FOR METER AND SHARED-RIDE SERVICES ONLY: Union Cab is the only cab company offering accessible taxicab service. If Union, should reduce or eliminate this service how would your company provide this service to disabled passengers?

ADDITIONAL QUESTIONS FOR INDIVIDUAL CARRIERS

9. FOR METER AND SHARED-RIDE SERVICES ONLY: Considering the changes to the transportation industry in the City and State, would you suggest any changes to City ordinances related to Taxicab regulation. Please discuss how TNC services affect your company in the short and long terms?

Please send your written responses to me by April 17, 2015:

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