



MADISON TAXI
24 HOUR

TRANSPORTATION SERVICES

PASSENGER ■ DELIVERY ■ CHARTER

Professional, Courteous, Safe, Uniformed Drivers ... Conforming to Your Specific Needs

1408 Olison St., Madison, WI 53715, (800) 258-7458

DATE: May 9, 2017

FAX NUMBER 267-1158

TO: Mr. Kalk, City of MADISON

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**FROM: RICHARD NESVACIL
GENERAL MANAGER
MADISON TAXI**

**IF THERE IS ANY PROBLEM WITH THIS
TRANSMISSION PLEASE CALL 1-608-258-7454 EXT 107,
THANKYOU**

2016 MADISON TAXI YEAR END NUMBERS

MILES	1 939,025
PASSENGERS	327,021
PASSENGER TRIPS	266,311
REVENUE (MADISON TAXI ONLY)	\$ 3,771,212.00
EXPENSES (MADISON TAXI ONLY)	\$ 3,722,111.00
PROFIT (MADISON TAXI ONLY)	\$ 49,101.00 (BEFORE ADJUSTMENTS)
COST PER PASS.	\$ 11.39
COLLISIONS	22
MILES PER COLLISION	88,137
AT FAULTS	7
INTERNAL COMPLAINTS	31
CITY COMPLAINTS	1
PERMITS	50

Madison Taxi 2017 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.

2015/30 internal complaints and 2016/31 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 part time safety manager during the past 5 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 2015 or 2016.
6. We had no price raise to the general public since 2014.

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 ..
9. Madison Taxi would 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 have talked about adding this type of service to our customers.
10. Since TNC's is the law of the land I believe the regulations should dramatically change, This new regulations has changed are business make up. It has made changes in are peak times and also to the marketplace . We are still adjusting to the new landscape , however the business we did lose seems to be coming back slowly because of the TNC's behavior . It did however make us make some changes in our operations, I still believe in my past responses to make us be on a level playing field, but I do understand that the difference might help us in the long term.
 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 and also be more aggressive with new technology to help the public use local small businesses in the market place..