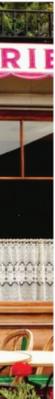


ANNUAL REPORT



2 0 1 5



Table of Contents

Letter from the Chairman	3
2015 Achievements	4
Looking Ahead to 2016	6



Greetings!

It is a great honor to serve as Chairman of the DC Taxicab Commission, a role I accepted with full knowledge of the many challenges the Commission has faced in recent years.

I took office determined to improve the taxicab experience, to achieve greater balance and customer choice among all vehicle-for-hire services, and to overhaul an agency that was outpaced by the industry it was intended to serve. After only six months, I am delighted to report we have made huge progress on all of these fronts.

It all started by listening to customers and drivers, and understanding their needs, using not just public comment and Commission hearings but also through online feedback and social media. We have worked hard to listen to you, and based on your feedback, we have made sweeping improvements which are already having a positive impact on the industry.

We've achieved dramatic improvements in customer service through the innovative use of technology, we've enhanced driver training and made it available for free on smartphones, we've increased safety for passengers and drivers, we've boosted accessible vehicles for those seeking wheelchair service, and we've revised many of our rules and regulations to achieve more fairness in the industry. We are now working on rebranding the agency for a new strategic focus on high quality service, improved safety, broader accessibility, newer and environmentally friendly vehicles, increased driver income without added costs for passengers, and further streamlining of regulatory authority beyond taxis to the larger vehicle-for-hire industry.

This report provides a summary of the accomplishments we made in 2015 and offers a glimpse into our initiatives for the year ahead. This is just the beginning. I'm thrilled with the achievements we've made so far and I'm looking forward to the progress we will make in the future.

Thank you all for your continued support and encouragement. There is a lot of work to be done!

Sincerely,

Ernest Chrappah

Ernest Chrappah

Chairman

DC Taxicab Commission



2015 Achievements

Making Smart Organizational Changes

Welcomed Chairman Ernest Chrappah to lead the Commission in its efforts to provide top-notch services for District residents and visitors, with a clear focus on consumer protection and informed choices in a rapidly-changing vehicle for hire environment.

Streamlined agency functions to improve efficiencies by implementing new internal agency standard operating procedures and a project management dashboard.

Improving Customer Experience

Developed the DC Taxi app, the first smartphone app in the world which allows customers to hail any available taxi, and specify a wheelchair accessible vehicle for those who need it. The DC Taxi app is available now for iPhone and Android.

Eliminated a two-year backlog of public complaints by re-engineering the complaint process to resolve all complaints in 30 days or fewer.

Implemented a public engagement platform on dctaxi.dc.gov to encourage debate and receive feedback on regulations and topics of interest to the industry.

Produced taxicab back seat videos in collaboration with the Office of Motion Picture and Television Development as part of our larger rebranding efforts to celebrate the diversity of drivers and memorable connections made with passengers.

Increasing Accessibility

Increased the number of wheelchair accessible vehicles operated by taxicab companies to 150+. The industry's progress now exceeds the 2014 mandate and positions the industry for meeting the 12 percent mandate set for 2016. The District's fleet now has one of the highest ratios of wheelchair accessible vehicles to total population among major U.S. cities.



Taxis completed 88,401 paratransit trips saving the District \$1,381,012 in subsidies and reducing transportation inequities for thousands of DC residents.

Expanding Economic Opportunities

Implemented a grant program which provided over \$600,000 to independent taxicab owners and companies to increase wheelchair accessible transportation options, improve economic viability, and enhance customer choice.

Helping Drivers Succeed

Created a new online training portal for drivers which allows training to be completed conveniently on tablets or smartphones or computers with internet access.

Hosted workshops for businesses that offer digital dispatch including ridesharing apps to learn about regulations in an effort to minimize rogue behavior on the road by drivers in all sectors of the industry.

Addressed historic issues about taxicab "H-tags" with the publishing of a comprehensive report and by proposing new pathways to increase vehicle ownership by both residents and non-residents.

Creating Fair and Transparent Regulations

Adopted regulations to reduce fines, and to replace many fines with education requirements and warnings that encourage professional conduct by drivers without imposing excessive penalties.

Completed the long-overdue audit of the businesses which provide credit card service for taxicabs – payment service providers – an important first step to improving performance and encouraging greater competition among these businesses.



Looking Ahead to 2016

Creating a New Brand for a New Era

Rebrand the agency for a new strategic focus on high quality service, improved safety, greater accessibility, smart innovation, and on right-sizing the agency's regulatory authority to fit the new vehicle-for-hire industry.

Revitalizing and Expanding Service Options

Complete a study of low cost vehicle-for-hire transportation in underserved areas including Wards 4, 7, and 8, and elsewhere in the city.

Reduce the number of aging taxicabs by enhancing the vehicle retirement rules and incentivizing owners to replace vehicles ahead of schedule.

Provide grants for the introduction of electric powered taxis, a more ecofriendly alternative to standard fuel vehicles.

Improving Customer Experience by Leveraging Innovative Technologies

Implement an electronic customer queuing system to improve license application efficiency.

Provide applications, conduct more transactions, and make additional information available online for easier access and to reduce the need for in-person visits to the customer service center.

Continue fleet modernization with the introduction of digital meters to not only reduce a taxi operator's cost but also enable smart notifications to passengers during a taxi ride.

Further improve the complaint resolution process and response time by 33% or more.



Increasing Accessibility

Continue to improve accessibility by doubling the number of wheelchair accessible vehicles for residents and visitors with disabilities.

Expanding Economic Opportunities

Evaluate new markets and services for public vehicle-for-hire drivers, independent owners, and companies.

Helping Drivers Succeed

Expand elearning content for drivers.

Creating Fair and Transparent Regulations

Support Mayor Bowser's Project Vision Zero by enhancing measures to address driver misconduct under Title 31.

Perform compliance audits under Title 31.

Establish an independent adjudications unit to more quickly resolve license renewal, and suspension and revocation issues.

DC Taxicab Commission
2235 Shannon Place SE, Suite 3001
Washington, DC 20020

