



**ADMINISTRATIVE ISSUANCE:
PROMOTIONAL DECAL PILOT
Series/Number: AI-2019-05
Approved July 19, 2019
Effective July 19, 2019**

I. BACKGROUND AND PURPOSE

The Department of For-Hire Vehicles (“Department”) is charged with the continuance, development, and improvement of the District’s public vehicle-for-hire industry, and with the overall regulation of for-hire vehicles. *See* D.C. OFFICIAL CODE §§ 50-301.07 and 50-301.13. The Department is committed to increasing competition, expanding consumer choice, and improving customer experiences across the vehicle for-hire spectrum. To increase public awareness of various for-hire vehicle services, the Department will permit approved Digital Taxicab Solution (“DTS”) providers to create promotional designs for decals that can be affixed on licensed taxicabs during the DTS open season. This Administrative Issuance (“AI”) provides guidance for DTS providers on how to submit decal ideas, design specifications, and compliance with Title 31 DCMR. Beginning with August 1, 2019 to August 31, 2019, DTS providers may position approved decals on the rear trunk and passenger doors of licensed taxicabs.

II. DEFINITIONS

“Authorized period” – the period, August 1, 2019 to August 31, 2019, in which an approved decal can be affixed to a licensed taxicab.

“Digital taxicab solution” or “DTS” – a technology solution for the operation of taxicabs that consists at a minimum of a digital taximeter running on a driver, passenger console, and a credit card processing device, as such terms are defined in Title 31 DCMR, and any optional components the DTS provider chooses to include. A driver console and passenger console may each consist of any component or set of components which together perform the required functions.

“DTS open season” – the period during which owners may execute DTS contracts with DTS providers for the next licensing period: August 1-31st of each calendar year.

“Option for payment technology” or “OPT” – a business that provides payment processing for independent owner-operators and meets the technical requirements of DFHV, including the reporting of trip data; the collection of taxicab passenger surcharges; the ability to work with one or more approved digital taximeters; and establishment of a processing fee cap of two and sixty-five one-hundredths percent (2.65%) per swipe.

III. AUTHORITY

D.C. OFFICIAL CODE §§ 50-301.07(c) (2), (3), (19), and 50-301.13; 31 DCMR §§ 503, 602, and 810.2.

IV. PROCEDURES

A. Eligibility, Submission and Approval of Promotional Design

All approved DTS providers are eligible to submit a decal design for review by the Department. Promotional decals must (1) directly target the general public, (2) be removable without damage to the vehicle, and (3) only advertise services the DTS provider offers. Only one promotional decal will be approved by the Department per DTS provider.

Each DTS provider interested in participating in the Promotional Decal Pilot must submit its design by email to the Department's DTS Account Manager by close of business on July 26, 2019. Submissions must include a color image of the final decal design, the specific measurements of the decal, and location of the decal on the taxicab. The Department shall issue a decision in writing to approve or deny the decal within three (3) business days of receipt of all submission requirements.

B. Design Specifications & Location

Each decal shall be no more than 18 inches wide and 5 inches tall, with clear and high letter visibility. An approved decal can be affixed on the rear of the trunk and the rear passenger doors of the taxicab. If the provider opts to position the decal on the rear passenger doors, a decal can be placed on each door.

The decal must not obstruct current signage on the vehicle including the public vehicle identification number ("PVIN"), license plate number, taxicab company or association's name, and contact information. Each decal shall be affixed to licensed taxicabs where the DTS provider is the legal owner. A taxicab operator who owns a licensed vehicle may but is not required to affix the decal on their taxicab.

C. Decal Content

Each decal must include content that is legible to the general public. Content must not include the following: political statements or promotions of an elected official, flag, country, or religious affiliation, profane or derogatory language, or discrediting of any other DTS provider or for-hire vehicle stakeholder. The Department shall deny a submission where the proposed insignia, logo, term or symbol on the decal would be offensive, insensitive, confuse or mislead consumers, undermine the uniform color scheme, or violate any provision of this title or other applicable law.

D. Compliance and Enforcement

Decals shall be effective only during the DTS open season unless the Department provides an extension. It shall be the responsibility of each DTS provider to ensure that any taxicab bearing its decal is correctly affixed to the vehicle and is removed after the authorized period.

Unapproved decals or decals that remain on the taxicab after the authorized period will be subject to removal by a Department Vehicle Inspection Officer and returned to the Department where the provider may retrieve it. The Department may pursue civil fines against any DTS provider that affixes an unapproved decal on a taxicab which violates any provision of this AI, Title 31 DCMR, or other applicable law.

V. FREQUENTLY ASKED QUESTIONS

- 1. I am a DTS provider and taxicab company. May I use the decal to promote my company?**

Yes. An approved DTS provider can promote any of its offered services.

- 2. I am an independent taxicab operator using an OPT. May I submit a decal design for approval?**

No. Only approved DTS providers are eligible to submit a promotional decal design.

- 3. May I place a different decal on the trunk than the decal placed on the rear passenger doors?**

No. Only one promotional decal design may be used. The decal can be placed in both locations – on the trunk and rear passenger doors.

- 4. Who may I contact if I have questions regarding this AI or the decal?**

You may contact the DTS Account Manager or call (202) 645-7300.

SO ORDERED:

DEPARTMENT OF FOR-HIRE VEHICLES

BY:



DAVID DO
Director