



CITY OF NEW ORLEANS

Mitchell J. Landrieu, Mayor

MITCHELL J. LANDRIEU
MAYOR

PURA S. BASCOS
DIRECTOR

June 15, 2012

Dear Stakeholder:

The New Orleans City Council recently passed several ordinances, introduced in concert with the administration, which will directly impact and improve the for hire industry in New Orleans. The ordinances cover a variety of items including creating an accessible taxicab program, ensuring driver safety, improving the taxicab bureau, and increasing vehicle standards.

We have attached final copies of all the ordinances for your review; however, we would like to highlight key points and timelines with several of them.

Prohibited Vehicles (Section 162-58)

This ordinance strictly prohibits the use of any vehicle, with a title classification of "salvaged," "rebuilt," "junk," "total loss," "reconditioned," or any equivalent thereto. Additionally, the ordinance prohibits any vehicle that was previously used as a taxicab or law enforcement vehicle from being placed into service.

Inspection Fees (Section 162-195)

This ordinance creates a uniform inspection fee of \$50.00. This fee applies to semi-annual inspections, re-inspections, change of equipment, special inspections, etc.

Inspection Standards (Section 162-380)

This ordinance outlines vehicle inspection standards. In addition, this ordinance sets time limits for vehicles to operate with minor deficiencies. Furthermore, the ordinance lays out the criteria under which a vehicle is used a "do not operate."

Taxi Meter Receipts (Section 162-657)

This ordinance requires that meter generated receipts display specific information. It also prohibits the use of hand written receipts.

Mandatory Credit Card Acceptance (Section 162-659)

This ordinance requires that all taxicabs be equipped with a Bureau approved Payment Card Industry Data Security Standard (PCI DSS) compliant Passenger Information Monitor (PIM). Additionally, this ordinance requires that the PIM be hardwired to the meter and bolted to the head rest or in an approved area in the rear passenger compartment of the vehicle. Furthermore, it requires that the driver log into the PIM system via a unique identification number or via biometrics. Finally, the ordinance provides for unlimited internet access of PIM data to find lost items, resolve complaints, etc. **This ordinance is effective August 1, 2012.**

Approved PCI DSS/PIM Vendors, as of June 8, 2012:

Creative Mobile Technologies, LLC (CMT)

Taxi Magic/Ride Charge, Inc. (TM)

VeriFone Transportation Systems (VTS)

Please be advised the vendors were approved based on the following criteria:

- The vendors shall pay the drivers directly, via direct deposit or debit card (provided by the vendor) within 24 hours, regardless of weekends or holidays.
- Vendors shall provide guaranteed payments to drivers, up to \$75.00, for fraudulent or "bad" credit cards.
- Vendors shall not charge debit/credit card processing fees greater than 4.5%.
- All fares, metered and flat rates, shall be programmed into the taxicab meter or PIM.
- PIMs will be programmed with uniform tip percentages and amounts.
- Vendors shall notify the Bureau immediately, via email and phone call, if the system goes down.
- Advertising monitors shall have the ability to display the Passenger's Bill of Rights and a color photograph of the driver.
- PIMs in accessible taxicabs shall be restricted to audible touch screen monitors, with a minimum of a 10" monitor.
- PIM systems shall have the capability to be upgraded to include a "silent alarm" feature to notify dispatch if a driver is in distress.
- Vendors shall have local staff available to immediately replace faulty equipment. This is imperative as drivers are not permitted to operate taxicabs with malfunctioning equipment.

Driver Safety Equipment and Security Cameras (Section 162-660)

The ordinance mandates that all taxicabs be equipped with a Bureau approved driver safety camera system. In addition, the ordinance requires that all taxicabs be equipped with a silent alarm feature to notify dispatch when a driver is in distress. Furthermore, the ordinance sets the parameters on when and how digital photos or video may be accessed. Finally, it sets forth penalties for covering, damaging, disabling safety equipment; as well as, unauthorized access of photos or video. **This ordinance is effective August 1, 2012.**

Approved Vendors, as of June 8, 2012:

VerifEye Technologies, Inc.

Please be advised the vendors were approved based on the following criteria:

- Camera systems shall use industrial grade non-volatile flash memory
- Camera systems must be able to operate at supply volts as low as 8 volts
- Camera systems shall have the ability to add additional cameras.
- Vehicles shall be equipped with a decal on the passenger and driver side rear doors stating "This vehicle is equipped with a security camera." The decal shall be 4 inches by 2 inches, on yellow background with black lettering.
- Camera system shall have the ability to interface with a Mobile Data Terminal (MDT), or similar device, to transmit all G-Force (behavior modification), GPS, and camera health data to the for hire company's dispatch center.
- Systems that require a booting or loading period greater than 1 second shall be strictly prohibited.
- Camera systems shall be equipped with panic button to trigger emergency events.
- Camera system shall be equipped with proprietary image software which is not readable by any other imaging software. Additionally, images may only be

accessed via proprietary download cables with HASP key to prevent images from being downloaded by unauthorized persons.

- Vendors shall submit monthly reports such as total cameras installed, defective cameras identified, replacement cameras required, cameras transferred from vehicle to vehicle, due to change of equipment, and any other routine camera work performed by the installation shops. These reports shall include the camera serial number(s) and vehicle CPNC number.
- Vendor shall submit monthly reports of equipment failures due to power interruptions. This information is imperative to ensure the overall success of the program.

Require GPS equipment in vehicles (Section 162-661)

This ordinance requires that all taxicabs be equipped with a Bureau approved GPS device to assist drivers in navigating the City. **This ordinance is effective August 1, 2012.**

Approved GPS Navigation Models, as of June 8, 2012:

GARMIN

Nuvi 2455 LMT

Nuvi 2495 LMT

Nuvi 2555 LMT

Nuvi 2595 LMT

MAGELLAN

5045 - LM

2230T - LM

5220 - LM

9055 - LM

2136T - LM

TOM TOM

VIA 1535 TM

VIA 1405 TM

VIA 1435 TM

GO 2535 M LIVE

Fleet Age Requirements (Section 162-662)

This ordinance implements an age limit of 11 model years for a vehicle to be operated as a taxicab. **This ordinance is effective August 1, 2012.** Effective January 1, 2013, any vehicle placed in service cannot be greater than 5 model years; however, that vehicle will be allowed to operate up to a maximum of 7 model years as long as the vehicle remains in compliance with Chapter 162. Effective January 1, 2014, no vehicle greater than 7 model years may be operated as a taxicab. For example, no vehicle older than a 2007 may be operated in 2014.

Advertising on Vehicles (Section 162-792)

This ordinance strictly prohibits wrap advertising on the body of for hire vehicles.

Accessible Taxi (Section 162-200; 162-201; 162-202; 162-203)

This ordinance creates an Accessible Taxicab Program. In addition, it provides for the definition of an Accessible Taxi, establishes fees, and requirements for providing Accessible Taxi service. Furthermore, it prohibits any individual that currently hold an interest in CPNC, or interest in a company or corporation that holds any interests in a CPNC, from applying for an AT CPNC. Finally, it provides for lottery procedures on issuing accessible taxicab CPNCs.

Accessible Taxicab CPNC applications will be available online, at www.nola.gov, on Wednesday, June 20, 2012.

The Bureau will host a pre-conference application meeting on Thursday, June 28, 2012 in the Homeland Security Conference Room, located on the 8th floor of City Hall. The meeting will be held at 10:00am.

Deadline for application submittal is Wednesday, July 18, 2012.

Accessible Taxicab CPNC lottery will be held in the Council Chambers on July 27, 2012 at 10:00am. Award letters will be mailed out on July 31, 2012. Awardees shall have accessible vehicles in service by Friday, September 14, 2012.

Applicants shall meet the following eligibility criteria:

- Applicant agrees to operate AT CPNC for 47 weeks per year and during the specified times for which the AT CPNC was granted.
- Applicant cannot hold any interests in any CPNC.
- Applicant must be a full-time driver for at least five (5) years preceding the date of application.
- Applicant shall not have more than two (2) moving traffic accidents, in which the applicant was at fault, within five (5) preceding the date of application.
- Applicant shall not have more than one (1) vehicle moving accident within two (2) years preceding the date of application.
- Applicant shall not have more than two (2) moving traffic violation convictions within five (5) years preceding the date of application.
- Applicant shall not have more than one (1) moving traffic violation convictions within two (2) years preceding the date of application.
- Applicant shall not have more than two (2) sustained violations of Chapter 162 within five (5) years preceding the date of application.
- Applicant shall not have more than one (1) sustained violations of Chapter 162 within two (2) years preceding the date of application.
- Applicant shall not have more than two (2) passenger complaints within five (5) years preceding the date of application.
- Applicant shall not have more than one (1) passenger complaint within two (2) years preceding the date of application.
- Accessible vehicles shall be at least a 2012 model.
- All accessible vehicles shall be painted Pantone 8383c Metallic Gold.

Drug Testing Provisions including Location (162-247)

This ordinance requires that an individual involved in an accident, while in a for-hire vehicle, submit to a drug test. Additionally, the ordinance provides for summary suspension of driver permits and/or CPNC(s) pending revocation hearings. Furthermore, it outlines penalties for failure to submit to drug testing. **All Bureau approved drug testing facilities provide after hour services.**

Doorman Acts Prohibited (Section 162-53)

This ordinance prohibits employees of any business, required to have an occupational license, from soliciting tips, gifts, or gratuities from for hire operators in order to secure a fare. In addition, this ordinance prohibits for hire operators from tipping, or providing gifts or gratuities to business employees to secure a fare.

Taxicab Lines (Section 162-692)

This ordinance requires that a taxicab line maintain an office, in the City of New Orleans, and telephone service. It also lowers the number of CPNCs required to start a new line to 25. Finally the ordinance requires that all taxicab lines maintain a minimum of 25 vehicles on its line.

Attempt to Bribe a Bureau Employee (Section 162-57)

This ordinance provides prohibits an applicant, or anyone acting on his/her behalf, to solicit or attempt to bribe a Bureau employee. In addition, it requires that the individual report any requests, from Bureau employees, for tips or gratuities to the Director for the Dept of Safety and Permits. Finally, the ordinance sets a ten year ban for any individual found to have bribed or attempted to bribe an employee.

Transfers of CPNCs (Section 162-321)

This ordinance requires the Bureau to approve the CPNC transaction prior to transfer.

Correction Slips (Section 162-389)

This ordinance allows a vehicle that substantially meets the inspection requirements to operate temporarily, depending on the deficiencies. This time shall not exceed 15 days.

Maintenance of Records (Section 162-609)

This ordinance requires companies to maintain records for a period of two (2) years. These records include vehicle collision reports, crimes against drivers, customer complaints, dispatch records, etc. In addition, this ordinance requires companies to furnish drivers with trip sheets. Furthermore, it requires drivers to turn their trip sheets into the company on a monthly basis.

We have attached a uniform trip sheet, for your review, to be used by all taxicab drivers.

Although we summarized portions of the passed ordinances, we recommend that you review all of them in detail. There are four ordinances (driver safety cameras, debit/credit card systems, GPS navigation devices, and vehicle age limits) that go into effect August 1, 2012.

Effective August 1, 2012, the Bureau will begin enforcing New Orleans City Code 162-152, ownership of vehicles. This code section states that the CPNC shall be in the name of the registered owner of the vehicle.

Additionally, the Bureau has approved a bracket receptacle to be used for the Passenger's Bill of Rights notice. Effective August 1, 2012, all taxicabs shall have the brackets installed on the rear of the front seat headrests. These brackets will be available at Ellis Taximeter Shop.

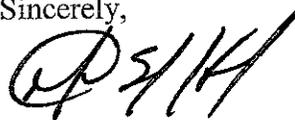
We understand that it would not be reasonable for our staff to inspect 1600 vehicles on August 1st. As a result, when a vehicle goes through inspection, it would be required to meet all of the vehicle and equipment standards.

Please keep in mind that the effective date for the four items mentioned above is August 1, 2012. If a vehicle has to go to the inspection station, after the effective date, for any reason (inspection, change of equipment, re-inspection, special inspection, etc), that vehicle will need to be in compliance with the August 1st standards.

The Bureau will begin accepting applications for CPNC transfers on Thursday, July 12, 2012.

In closing, we look forward to working with you to create the best for hire industry in the world. We cannot do it alone. We want you to be a part of the solution as we move forward in our quest to improve the industry as a whole.

Sincerely,



Malachi S. Hull
Deputy Director