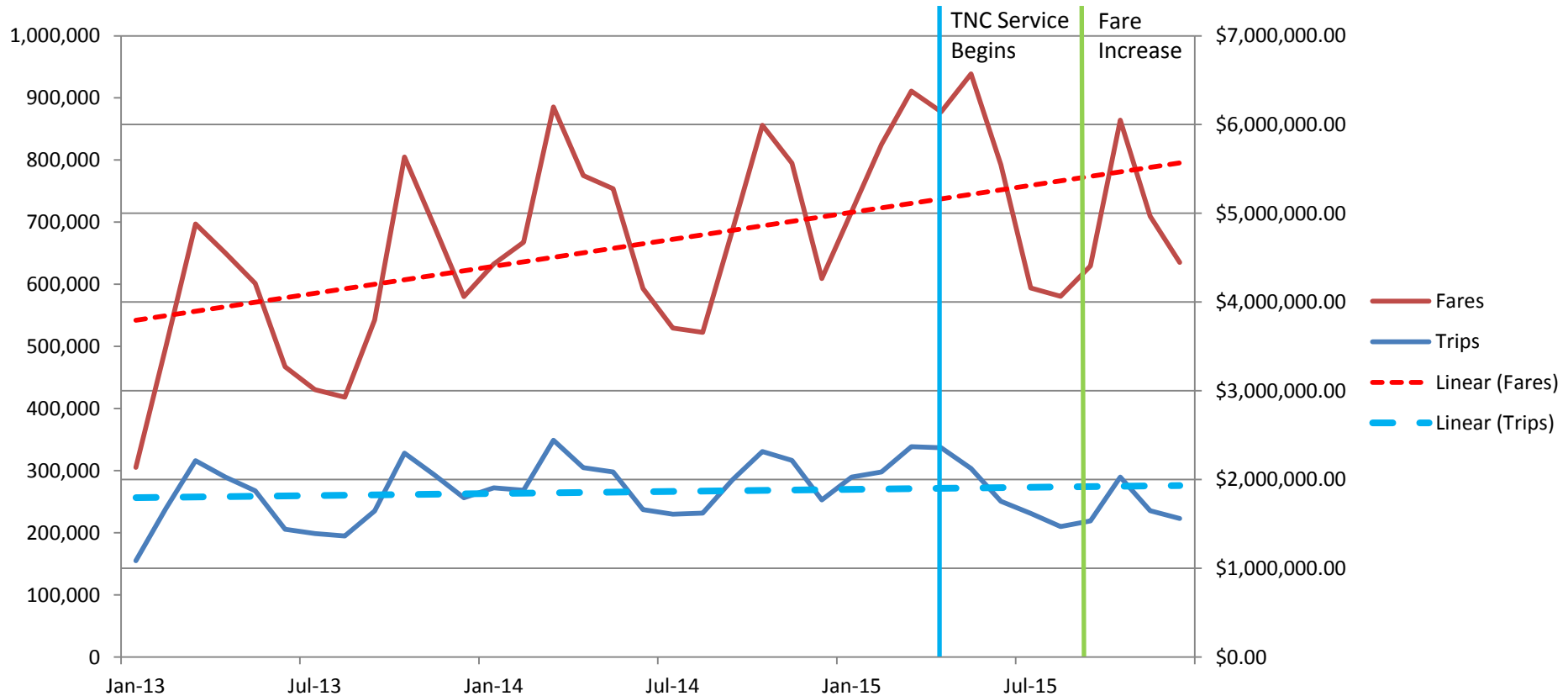


Operational Updates on the Taxicab
and For-Hire Vehicles Bureau
&
Analysis of Taxicab and TNC
Ridership Data 2013 - 2015

Taxicab Ridership Changes

- Ridership essentially flat from 2013-2015.
- However, revenues increased.



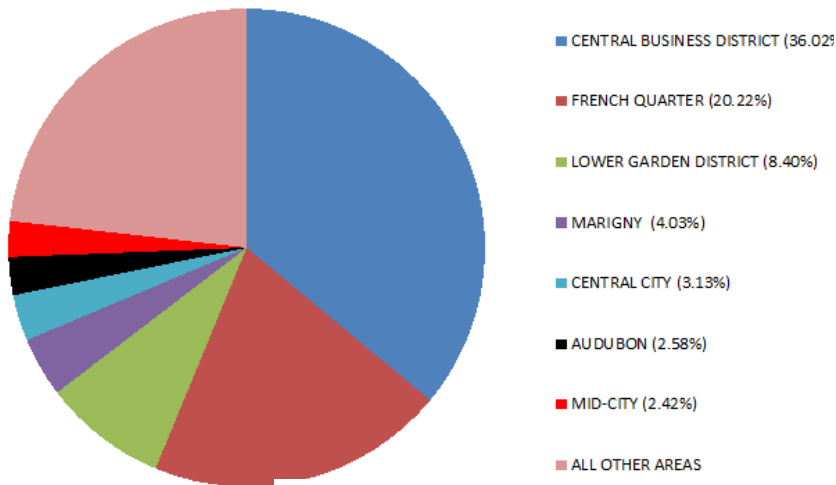
Taxi Revenue and Trip Summary 2013-2015

	2013		2014		2015		
	Fares	Trips	Fares	Trips	Fares	Trips	
January	\$1,811,268.61	129,405	\$3,760,388.57	239,353	\$4,204,669.64	249,425	
February	\$3,094,308.25	213,307	\$3,913,403.87	233,398	\$4,941,380.97	261,216	
March	\$4,197,491.55	274,667	\$5,238,089.69	308,190	\$5,356,045.45	295,746	
April	\$4,025,940.22	258,223	\$4,695,372.19	277,041	\$5,224,874.60	298,354	TNC Activation
May	\$3,742,834.23	241,827	\$4,540,567.58	269,625	\$5,771,690.93	269,303	
June	\$2,886,587.53	187,098	\$3,582,225.48	213,346	\$4,861,432.10	221,317	
July	\$2,710,910.61	184,138	\$3,213,591.09	206,295	\$3,587,405.25	205,027	
August	\$2,612,300.32	178,033	\$3,166,921.53	206,026	\$3,530,507.23	185,388	
September	\$3,304,719.88	210,140	\$4,029,178.85	247,009	\$3,732,843.05	191,718	Fare Increase
October	\$4,759,117.84	286,019	\$4,934,944.85	282,175	\$5,031,390.02	247,000	
November	\$4,088,564.19	254,700	\$4,662,811.45	272,946	\$4,061,161.16	198,787	
December	\$3,460,685.16	224,330	\$3,614,639.29	220,347	\$3,717,275.29	191,504	
Total:	\$40,694,728.39	2,641,887	\$49,352,134.44	2,975,751	\$54,020,675.69	2,814,785	

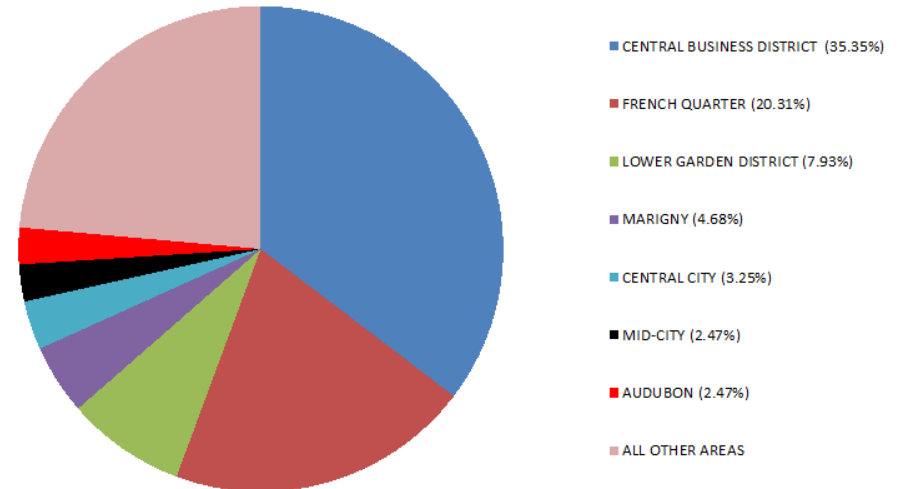
Taxicab Ride Analysis

CBD, French Quarter and next 5 best-served neighborhoods

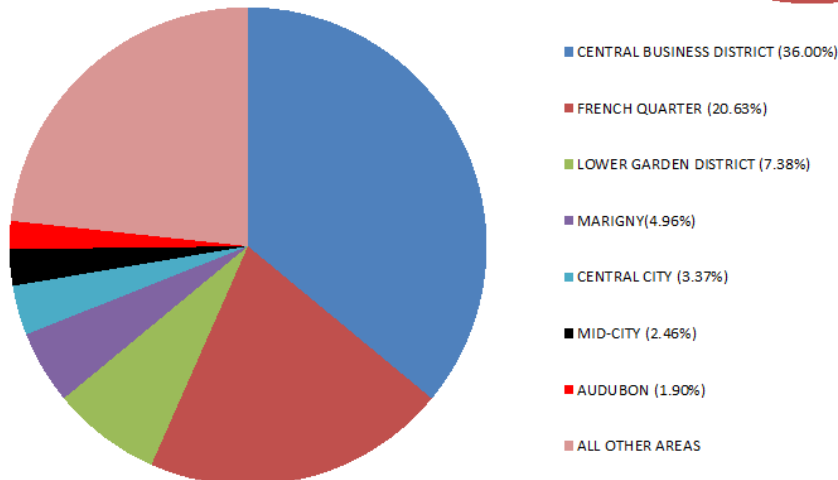
2013



2014



2015

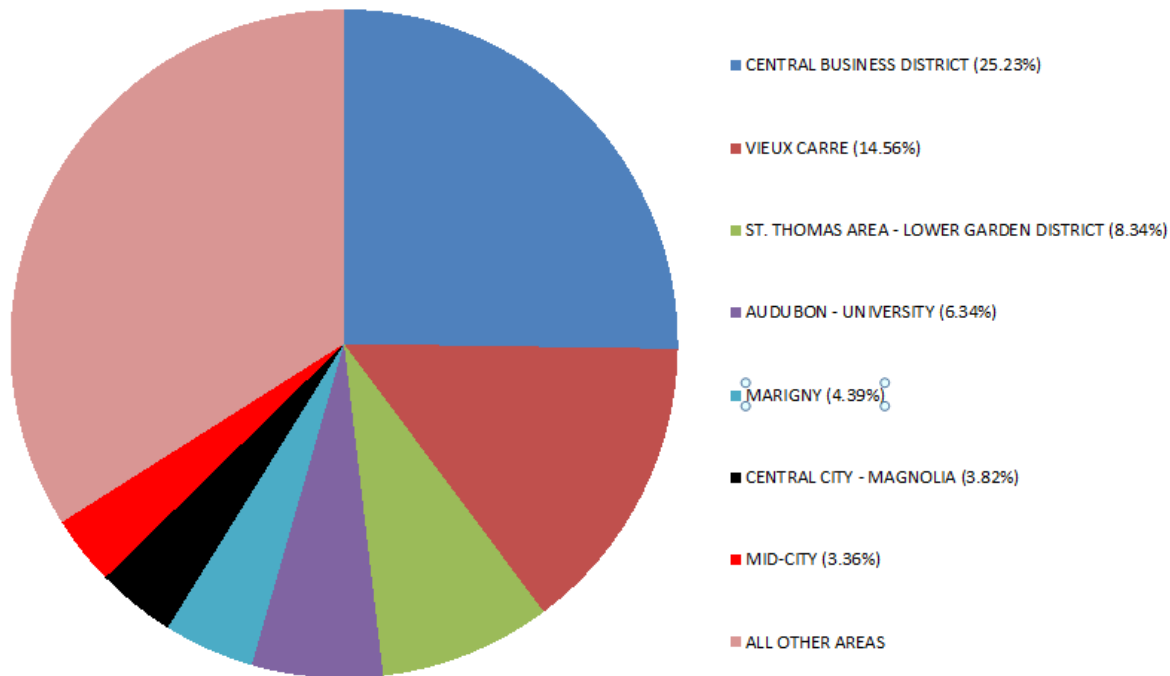


- 2,975,751 total rides recorded in 2015
- 56.63% originated in CBD or French Quarter

Transportation Network Companies

- Total trips in 2015 – 1,246,807
- 39.79% of all TNC Trips originated in the CBD or French Quarter

CBD, French Quarter and next 5 best-served neighborhoods



Ride Analysis

- The 5 neighborhoods least-served by taxicabs:

2013	2014	2015
NEW AURORA - ENGLISH TURN (0.01% - 223 rides)	U.S. NAVAL BASE (0.01% - 249 rides)	U.S. NAVAL BASE (0.01% - 327 rides)
U.S. NAVAL BASE (0.01% - 223 rides)	NEW AURORA - ENGLISH TURN (0.01% - 182 rides)	NEW AURORA - ENGLISH TURN (0.01% - 227 rides)
FISCHER DEV (0.01% - 139 rides)	FISCHER DEV (0.01% - 169 rides)	FISCHER DEV (0.01% - 196 rides)
LAKE CATHERINE (0% - 13 rides)	FLORIDA DEV (0% - 13 rides)	LAKE CATHERINE (0% - 24 rides)
FLORIDA DEV (0% - 3 rides)	LAKE CATHERINE (0% - 11 rides)	FLORIDA DEV (0% - 11 rides)

- Same areas are least-served by TNCs:

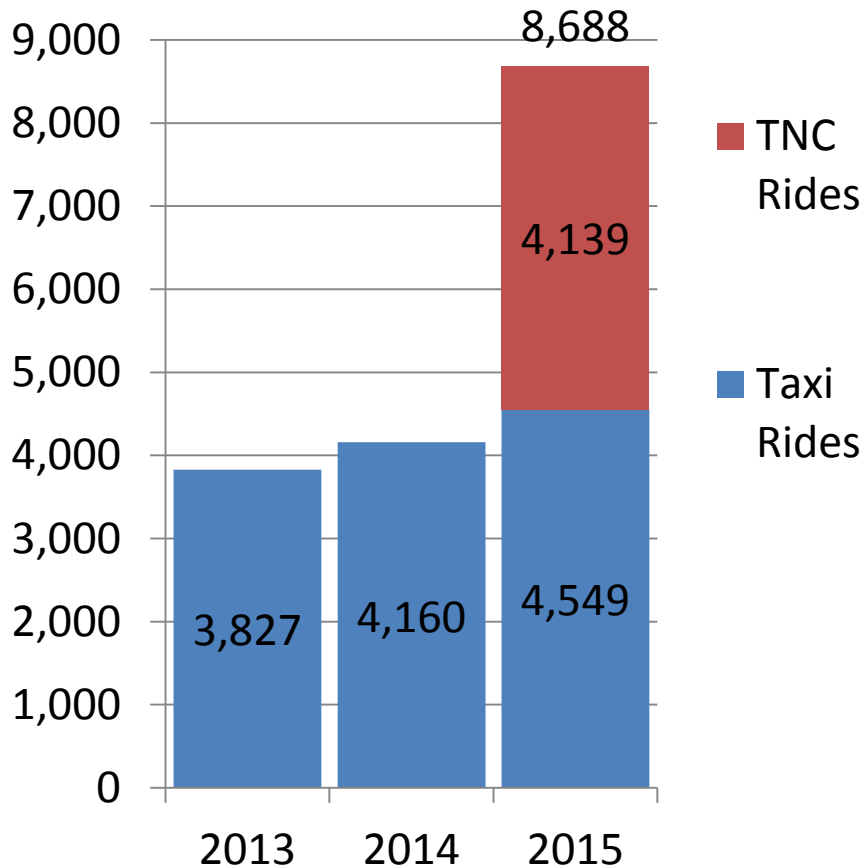
April-December 2015
FISCHER HOUSING DEV (0.01% - 91 rides)
RIVER PARK - CUT OFF - ALGIERS LOWER COAST (0.01% - 71 rides)
READ BLVD WEST (0.01% - 70 rides)
FLORIDA HOUSING DEV (0% - 50 rides)
VILLAGE DE LEST (0% - 25 rides)

However, TNCs increased For-Hire Service to Underserved Areas

Algiers and New Orleans East make up ~1% of ridership, but have experienced major increases in For-Hire availability

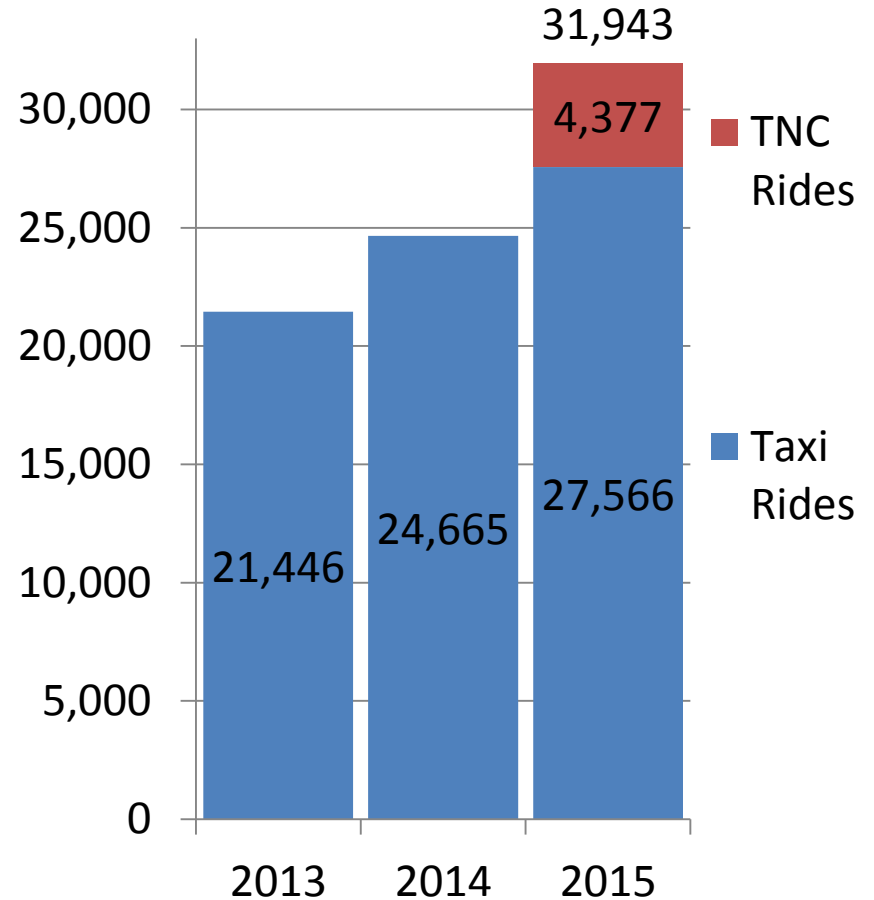
Algiers

(9 Neighborhoods)



New Orleans East

(9 Neighborhoods)



Taxicab Ride Analysis

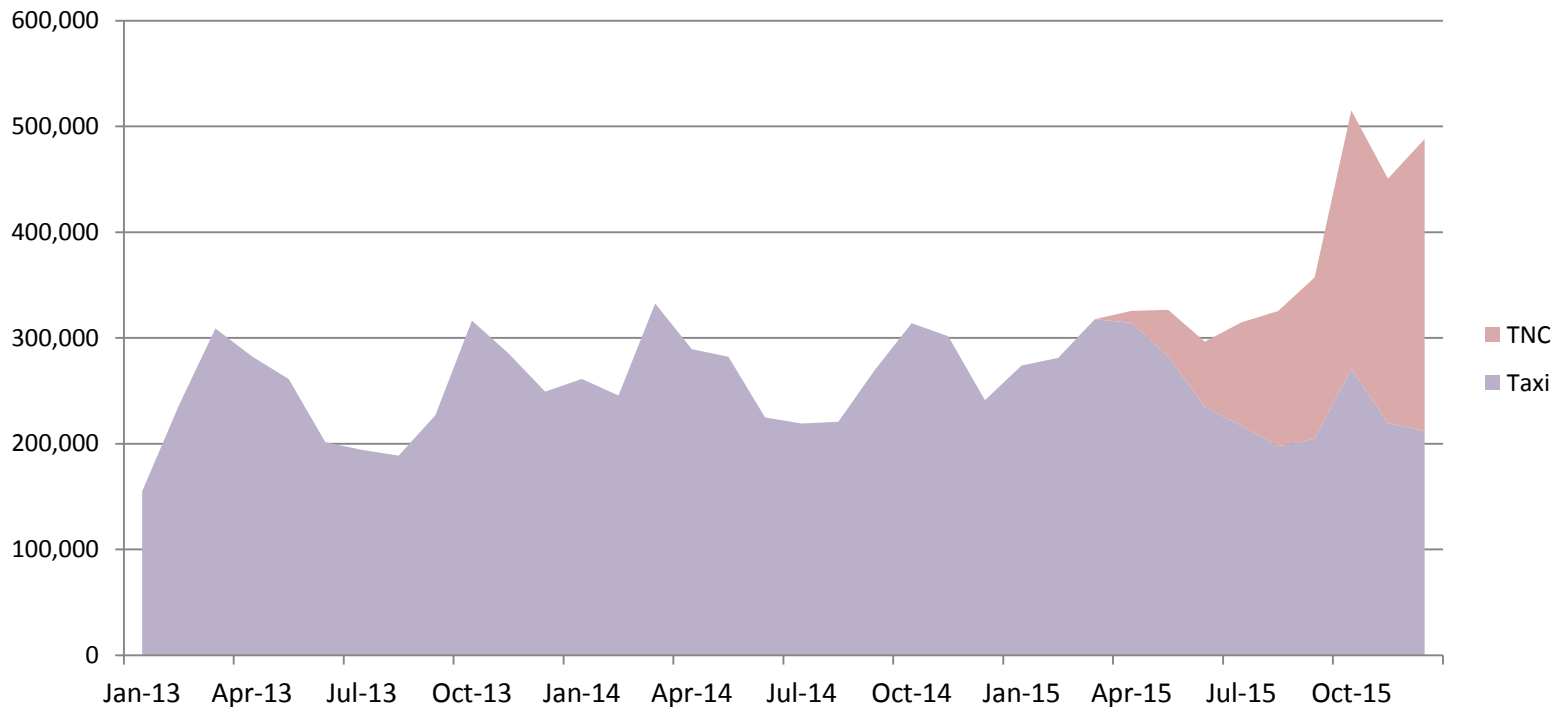
- Taxi service departing the airport has seen a slight increase:
 - 2013 – 6.72% of recorded trips
 - 177,659 total trips
 - 2014 – 7.82% of recorded trips
 - 232,605 total trips
 - 2015 – 8.78% of recorded trips
 - 247,091 total trips

NOTE: Ridership analysis also hindered by metered trips with no point of origin recorded:

- 2013: 19.14% (505,731), 2014: 11.29% (336,110), 2015: 10.9% (306,815)

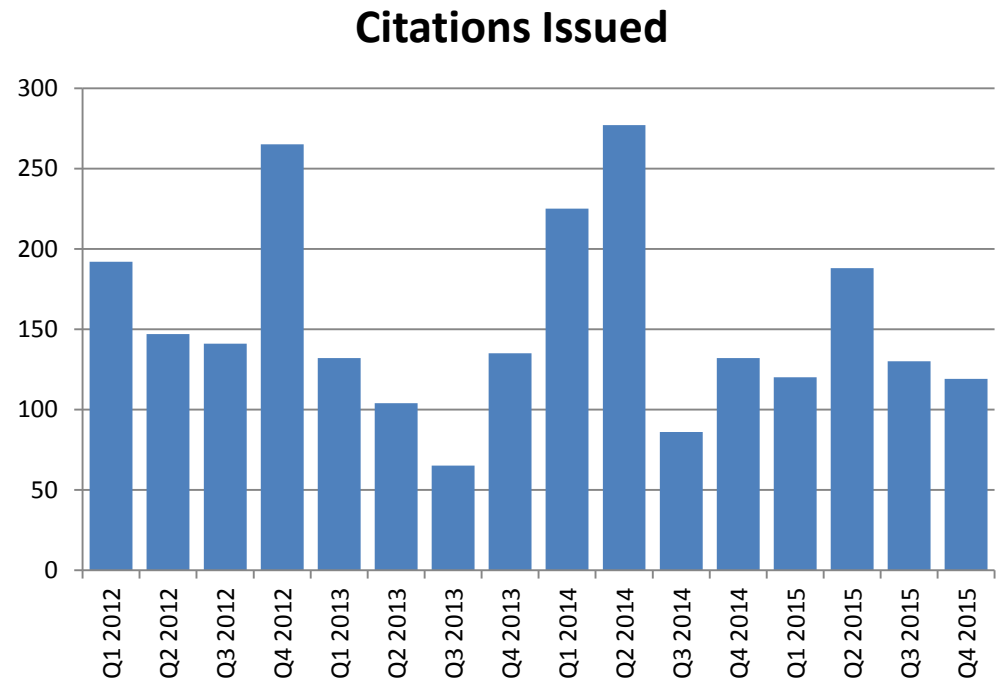
TNCs Grew the Pie

- Introduction of TNC Service increased overall ridership across regulated industry areas by approximately 1,000,000 rides in 2015.
- TNCs appear to have met an untapped consumer demand for a different type of ridership experience.



Enforcement Activities

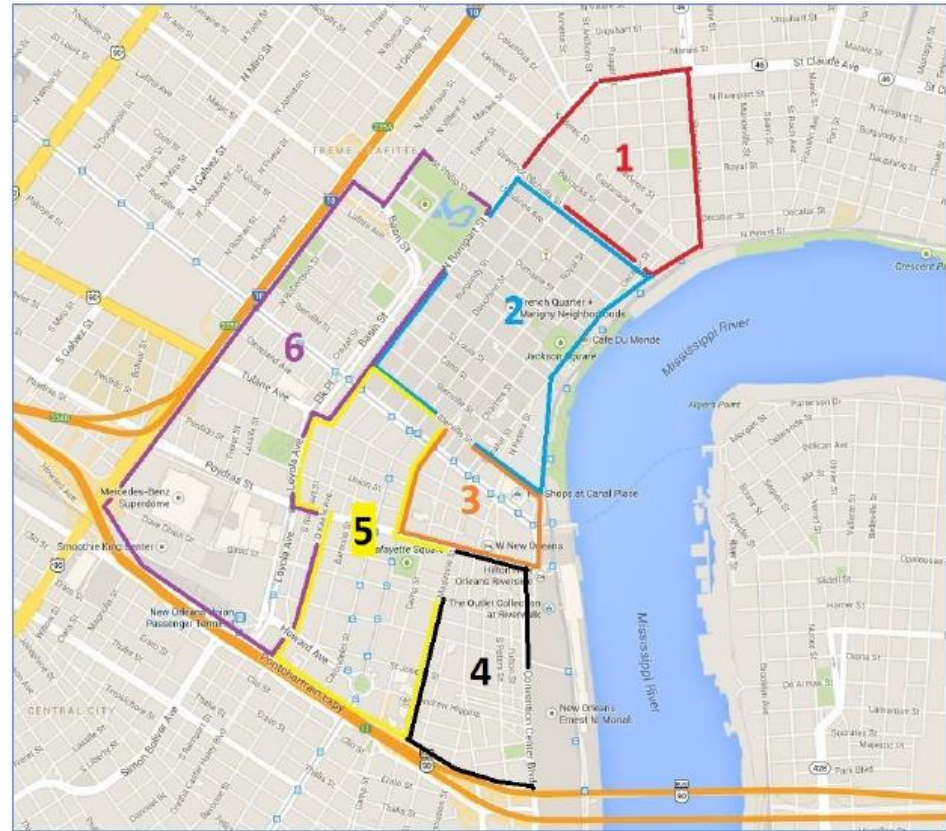
- In 2015, the Taxicab Bureau issued an average of 139 Citations per Quarter.
 - 557 Citations Issued
 - Investigated 699 complaints



Enforcement Activities

Taxi Investigator Zones

- Investigators are strategically deployed by Enforcement Zone based on the density of trip origination.
- Investigators are assigned to shifts at the Airport in addition to the standard downtown or special event areas.



Mapped Zone Codes:

1. Marigny Triangle
2. Central French Quarter
3. Lower CBD
4. Warehouse District / Convention Center
5. Upper CBD / Lafayette Square
6. Entertainment Zone / Upper Canal Street

Other Codes:

7. New Orleans International Airport
8. N. O. East Inspection Station
9. Special Event Taxi Stand
10. Other / Outside of Designated Zone

Investigator Deployment

2016

Shift Hours: 8AM – 2aM 7Days/wk.

Investigators: 12

Deployment: Strategically Assigned by Ride Volume

Industry: Taxi & TNCs

The graphic features a sun on the left and a crescent moon with stars on the right. Below the year '2016' is a yellow banner with the shift hours. To the left of the banner is an icon of 12 investigators in uniform. To the right is a map of a city area with numbered zones (1-6) and a river. Further right are icons of a yellow taxi and a white car.

	2013	2014	2015	2016*
Number of Investigators	7	6	7	12
Shift Hours	8AM-8PM 12hrs	8AM-11PM 15hrs	8AM-11PM 15hrs	8AM-2AM 18hrs
Day per week	6 days	6 days	7 days	7 days

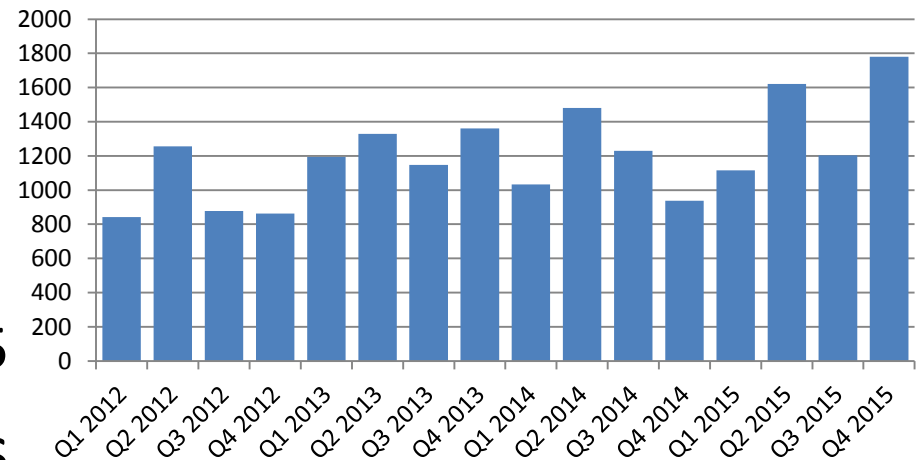
*projected

Enforcement Activities

Associated Duties

- In addition to Field Enforcement, Investigators:
 - Conduct Semi-Annual Vehicle Inspections
 - 5,719 Inspections in 2015
 - Work with riders, drivers, and CPNC holders in the office.
 - 762 logged visits in 2015





Inspections Performed








What Law Requires for TNCs:

Code Requirement	Notes	Result
Occupational License	License issued in 2015, renewed in 2016.	✓
TNC Permit Application	Application filed per code, renewal completed in advance of January 1, 2016	✓
TNC Annual Permit Fee	Fees paid for 2015 and 2016 Annual Operating Permits.	✓
TNC Quarterly Per-Ride Fees	Payments are mailed to the Department on the 15 th of the month following the end of quarter. All payments up to date.	✓
TNC Website Requirements	The Department has confirmed that all information required by the City Code is displayed on the website www.uber.com .	✓
TNC Driver Registry	Rasier, LLC provides a registry of all drivers active within the preceding 30-days on the 1 st of every month.	✓

What Law Requires for TNCs:

Code Requirement	Notes	Result
Driver Background Checks	Methodology on file with Safety and Permits as required by the Code.	
Driver Drug Testing	Random drug screenings were ordered in Q3 2015 and Q1 2016. No positive results were reported in 2015, but some drivers failed to report; those drivers were considered “fail” and removed from the TNC platform. Results of Q1 2016 screening will be returned to S&P in March	
TNC Vehicle Inspection	Written verification provided by TNC confirming inspection per City standards are part of driver on-boarding.	
TNC Vehicle Identification	TNC has confirmed that trade dress is provided to all drivers and periodic reminders of this requirement are send through the driver’s app.	




What Law Requires for TNCs

Code Requirement	Notes	Result
Duty to Inform Drivers	TNC has confirmed that the required information is provided to prospective driver partners.	
Proof of Insurance	Rasier, LLC has provided copies of their insurance policy at the time of initial application and upon renewal.	
Rates	The fare calculation methodology is provided on the TNC's website www.uber.com/cities/new-orleans	
Passenger Receipts	The Department has independently confirmed receipts are being provided as required by Code.	
Prohibition against Street Hailing	Anecdotal reports have been received regarding potential violations; however, there has been no documented or substantiated violations to date.	

What Law Requires for TNCs”

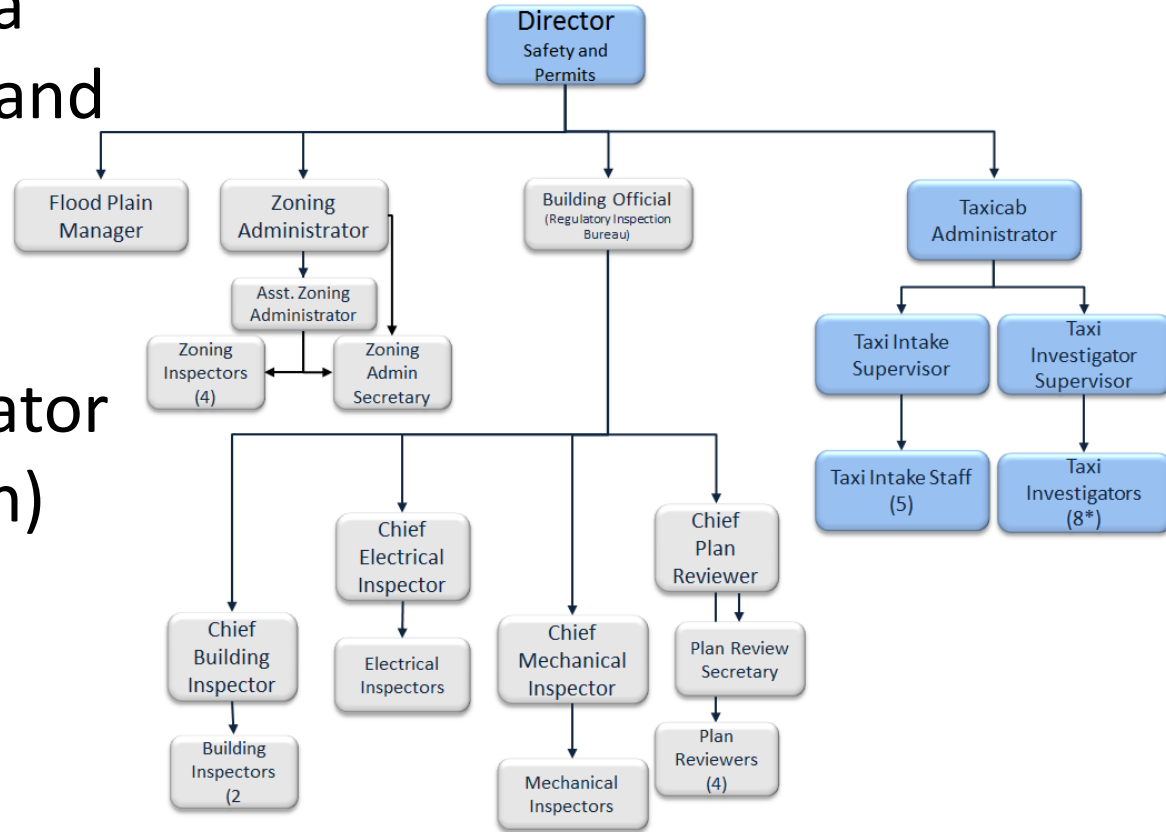
Code Requirement	Notes	Result
Prohibition against use of Taxicab Stands	Anecdotal reports have been received regarding potential violations; however, there has been no documented or substantiated violations to date.	✓
Refusal to Carry Passengers	No complaints have been received regarding this performance standard.	✓
Operating at Armstrong Airport	Rasier, LLC has confirmed that MSY is geofenced which prevents passengers from requesting travel on the Uber X or Uber XL platforms.	✓
Passenger Match Information	The Department has independently confirmed passenger match information is being provided as required by Code.	✓
Trip Sheets and Records	The Department has reviewed the records being maintained and finds that this standard is being maintained.	✓

Additional Pro-Active Departmental Actions

Code Requirement	Notes	Result
Letters to Hospitality Industry	Letters sent to Hospitality Industry Leaders asking for their help in communicating limitations on TNC activity.	
Background Check Accuracy Review	Safety & Permits is conducting an on-going review of drivers to ensure background checks meet the standards of the City Code	In Progress
Special Event TNC Staging	Jazz Fest, ESSENCE Fest, and Voodoo Fest – coordinated with TNC to ensure pickup locations did not conflict with or supersede special event taxi stands	
Special Event TNC Enforcement	Taxicab Investigators assigned to special event taxicab stands tasked with monitoring TNC behavior and prohibiting pick-up within the areas designated for taxicab use.	

Staffing of Taxicab Bureau

- Taxicab Bureau is a Division of Safety and Permits
- Currently hiring a Taxicab Administrator (Classified position)



Staffing of Taxicab Bureau

- Taxicab Administrator

- Civil Service finalized the hiring register as of 2/17/16.
- Interviews to be scheduled in the next week.

- Investigators

 6 Investigators fully trained and deployed

 2 Investigators currently in training

 4 Investigator positions currently vacant

- Civil Service currently conducting Examinations to create a certified register.
- This should be complete in early March.