

## Agenda: Item 2

Update on Paratransit Debit Swipe Program [INFORMATION]

# PARATRANSIT DEBIT CARD SYSTEM (PDCS)

San Francisco Taxicab Commission Presentation  
September 25, 2007

# Background

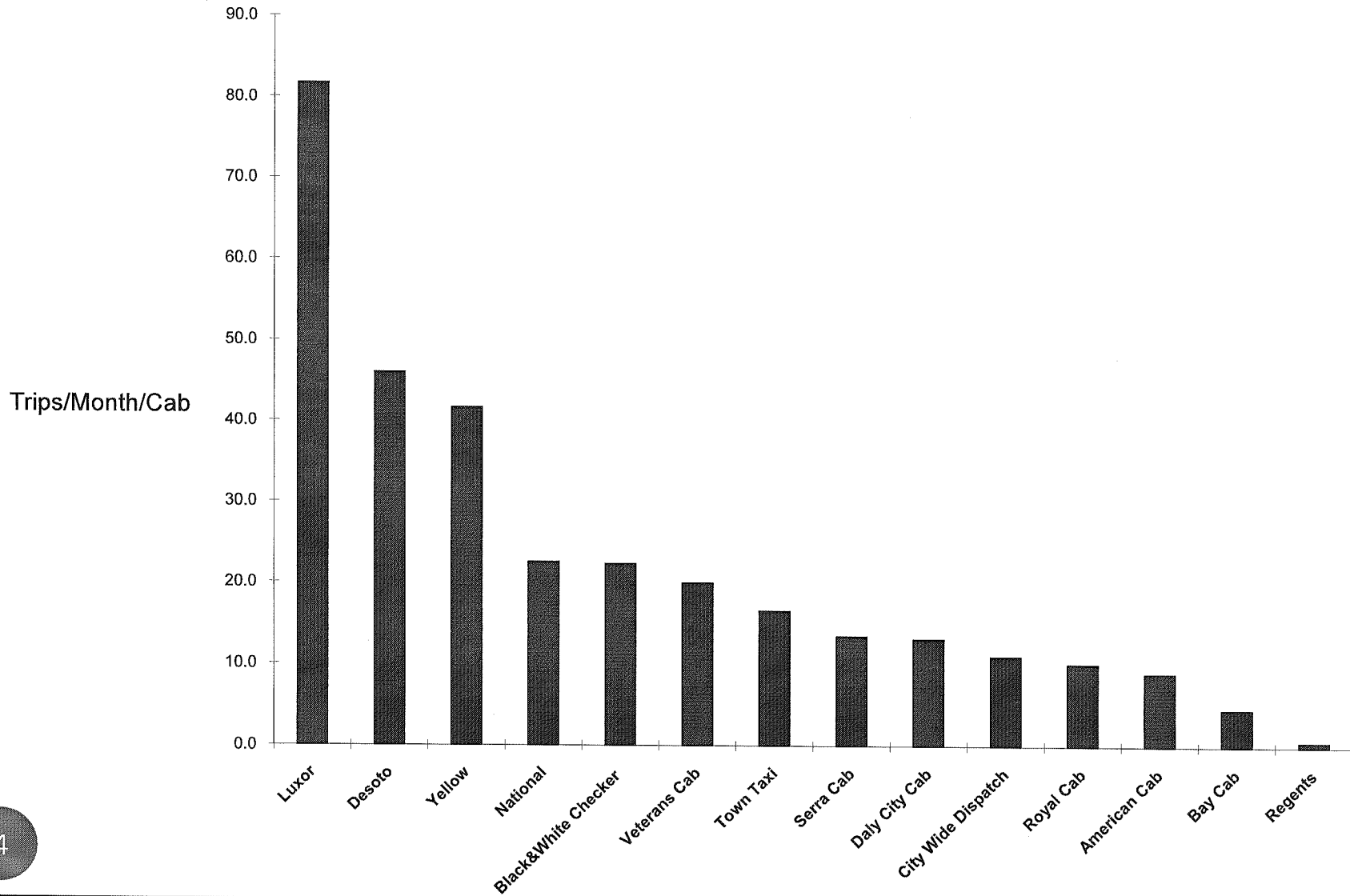
- Paratransit customers currently use paper coupons (scrip) to pay their fare for taxi and ramp taxi services
  - A patron pays \$4 to acquire \$30 worth of scrip
  - Scrip is used as taxi fare payment
- Taxi drivers redeem their scrip for payment by the Taxi Companies or Dispatch Service
- Taxi Companies/Dispatch Service invoice the Paratransit Broker for collected scrip

# Average Paratransit Trips Per Company

Company	Paratransit trips/month	# of cabs*
Yellow	20,383	467
Luxor	16,085	180
Desoto	4,944	108
Veterans Cab	1,887	95
Black & White Checker	1,740	72
National	1,389	62
City Wide Dispatch	1,040	95
Town Taxi	954	58
Serra Cab	434	32
Royal Cab	421	42
Bay Cab	330	72
Daly City Cab	248	19
American Cab	188	21
Regents	24	39

\* based on FY07 records

# Average Paratransit Trips Per Cab



# Concerns with Current Payment System

- Costly administration of paper coupons (scrip)
- Timely reimbursement to Taxi Companies/Dispatch Service for paid paratransit fares to drivers
- Contract limitations with the Paratransit Broker
- Misuse of paper coupons (scrip)

# Paratransit Debit Card System to Replace Paper Coupons (Scrip)

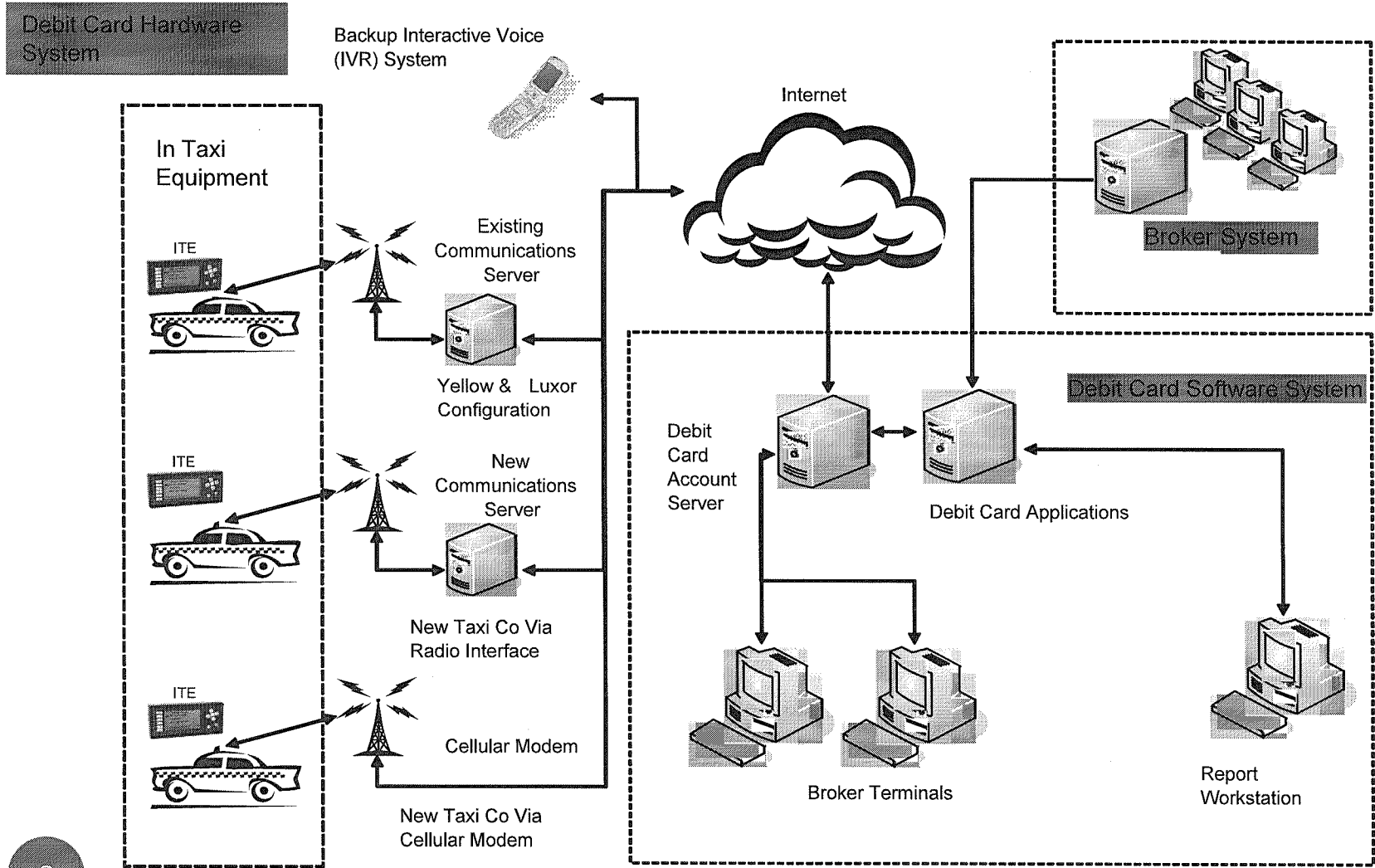
- **Use of Magnetic Stripe Cards**
  - Compatible with current systems installed in taxis
  - Increased security features
  - Allows taxis the ability to add credit card processing capabilities
  - Service proven technology
  - Customer friendly
  - Cost effective

# Components to the New System

- The Development of the new system will require the integration of three key systems
  - Broker System
  - Debit Card Software System
  - Debit Card Hardware System
    - In-taxi Equipment (ITE)



# Overall System Concept Flow Chart



# Current Deployed Technology

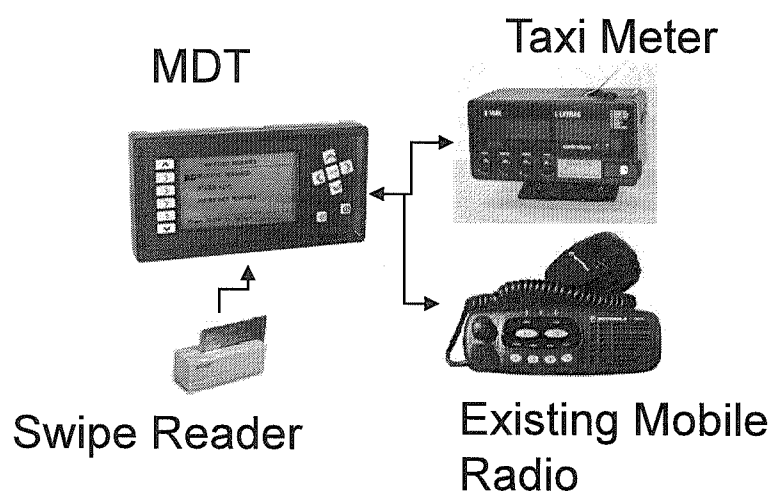
- Yellow Cab and Luxor Cab
  - Yellow Cab and Luxor Cab make up almost 50% of San Francisco's current taxi fleet
  - Both Companies have magnetic stripe enabled Mobile Data Terminals (MDT's) currently installed
  - Yellow Cab has a pilot program for the paratransit debit card system currently deployed
  - Both Luxor and Yellow's systems can be modified to meet the goals of the new debit card program
- Remaining Taxi Fleets
  - Remaining fleets only have radio communications and taxi meters installed

# New In-taxi Equipment (ITE) and Procurement

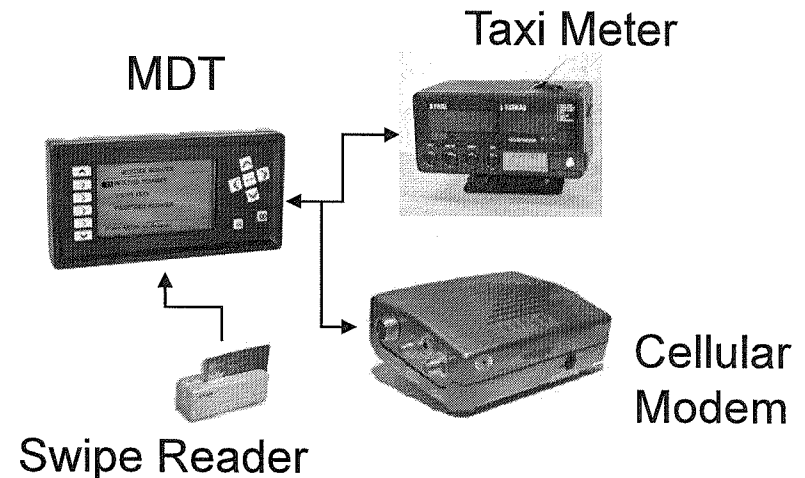
- Use of multiple vendors for In-taxi Equipment (ITE)
  - Issue to the vendor community (equipment manufacturers such as DDS, Mobile Knowledge, Mentor, etc.) the requirements of the new In-taxi Equipment (ITE) for the PDCS
- Vendors will submit proposed In-taxi Equipment (ITE) with pricing to compete for selection
- SFMTA will define an approved vendor/equipment list
  - Provide approved list with pricing for each option
  - Define preferred equipment
- Taxi Companies will choose from the approved list the equipment of their choice
- Paratransit Broker will purchase the preferred ITE or the Taxi Company can choose an approved alternative, paying the Broker the difference in cost

# In-taxi Equipment (Traditional)

- A variety of ITE Options are available
  - Traditional taxi MDTs are available from Mobile Knowledge, DDS, Mentor and other traditional taxi equipment Vendors
  - These devices interface with a variety of taxi meters and magnetic card readers and have the capability to use GPS.
  - Ability to interface via radio or cellular modem to the Debit Card System
  - These devices are also designed to work with Taxi Dispatch applications as well.



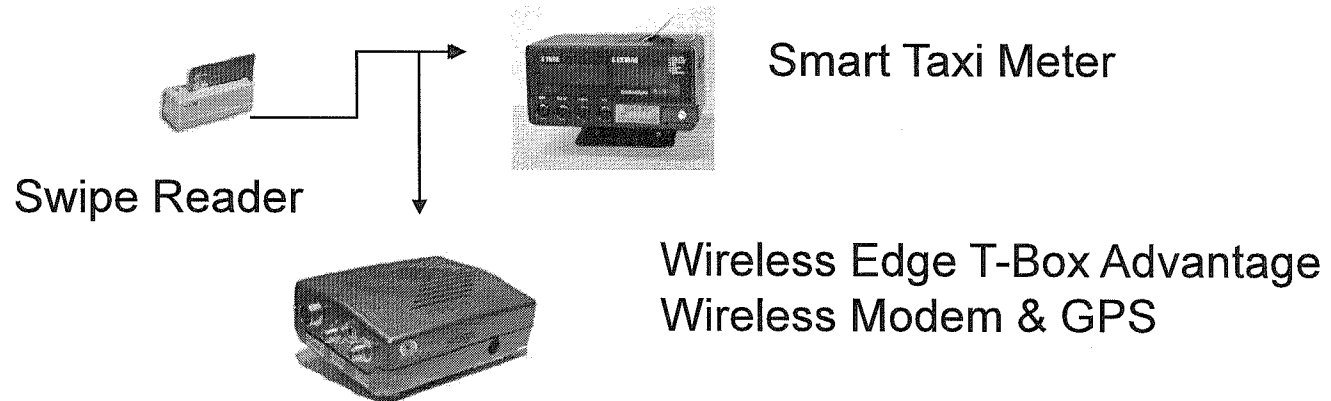
**Radio Based System**



**Cellular Based System**

# In-taxi Equipment (New Option)

- A new, simple low cost option is available from equipment manufacturers such as Wireless Edge Inc. that includes a device with a swipe card reader, GPS, and integral cellular modem.
  - Provides a simple low cost option for taxi's that do not want to implement or dedicate space for a Mobile Data Terminal (MDT)
  - This device would not support computer-aided dispatching
  - This device would not interfere with existing voice dispatch systems
  - Includes an upgrade to a Smart Meter if not already installed
  - Allows taxis the ability to add credit card processing capabilities



# Back Up Systems

- As with any technology, systems fail occasionally, or gaps in communication connectivity may exist, thus two levels of backup are proposed:
  - An Interactive Voice Response (IVR) system will allow a driver to call in the transaction details and initiate and complete a trip. Alternatively, the driver will be able to radio the information to Dispatch and have the dispatcher enter the transaction details
  - Manual system using a standard credit card imprinting device (Knucklebuster), followed by manual processing of the transaction through the website.

# Key Points for the Taxi Community

- Choice

- Taxi Companies will have the ability to choose the equipment that is best suited for their businesses. The system will be designed for an open architecture capable of supporting multiple vendor solutions for the in-taxi equipment.

- Participation

- Taxi community involvement throughout the PDCS development is key to the success of the program. A Taxi Advisory Committee (TAC) comprised of representatives of the various constituent interests of the taxi industry will be established to help direct the system's plans.

- Cost

- The purchase, installation and training of all equipment and software will be subsidized by the limited federal and local funds earmarked for the project. Significant cost savings through the elimination of the handling and administration of paper coupons will be realized. (After the deployment of the PDCS, companies will have to pay for the equipment and installation for new medallions or transferred medallions to their color schemes.)

# Key Points for the Taxi Community

- Privacy
  - GPS tracking information will be used for paratransit service authorization and auditing only and not for the monitoring of drivers for any other purpose. Contracts will contain statements about permissible uses of GPS data.
- Training
  - Training for the new system will be coordinated with taxi companies for the convenience of their operations.
- Maintenance of In-taxi Equipment
  - Maintenance of the ITE will be the Taxi Companies obligation. All equipment will have applicable warranties from the vendors of choice and an ownership transition plan for the equipment will be formulated for taxi companies.
- TransLink
  - The Paratransit Debit Card System (PDCS) does not preclude the possibility of integrating into the TransLink system in the future, thereby linking the San Francisco taxi industry with the other modes of public transit in the region.



# Overview of Options

- **Operators will have several choices for participating in the new debit card program**
  - Use of their own ITE and communications system (such as Yellow, Luxor)
  - Use of SFMTA approved ITE (Operators will be pay the difference in cost of a more expensive approved ITE which will be procured by the Broker.)
  - Taxi Companies will have the option to perform their own installation with certification by the vendor
  - An ITE ownership plan will be developed at a later date
  - Maintenance of the ITE will be the Taxi Companies responsibility throughout the life of the equipment

# Taxi Advisory Committee (TAC)

- Paul Gillespie
  - President, San Francisco Taxicab Commission
- Bruce Oka
  - Commissioner, San Francisco Taxicab Commission
- Patricia Lovelock
  - Chair, Paratransit Coordinating Council's Taxi Advisory Committee
- Jim Gillespie
  - President, San Francisco Taxi Association
- Thomas George-Williams
  - Chair, United Taxicab Workers
- Carl Macmurdo
  - President, Medallion Holders Association
- Martin Smith
  - President, Golden Gate Taxi Association
- Tariq Mehmood
  - President, Taxi Drivers Alliance

## PROPOSED TIMELINE

- Solicitation for Debit Card Software System— Q4 2007
- Solicitation for ITE qualified vendors— Q1 2008
- Begin PDCS rollout and training – Q2 2008
- Full PDCS deployment – Summer 2008