E-HAIL PILOT PROGRAM
FINAL REPORT

January 28, 2015
From June 2013 to November 2014, 479,424 unique users requested an E-Hail a total of 4,291,584 times.

8,407 taxi drivers completed E-Hail trips.

E-Hails were requested an average of 7,947 times a day.

28% of all E-Hail requests were fulfilled by yellow taxis and 30% by Street Hail Liveries (SHLs) over the 18 months of the pilot covered by this report.

E-Hail Usage Trend

Source: E-Hail usage data (June 6, 2013 to November 30, 2014)
*TLC is missing data from one E-Hail participant after 5/31/2014
Where are Passengers using E-Hail?

- E-Hails accounted for 0.39% of all yellow cab pickups.
- The highest E-Hail fulfillment rates by taxis were in the Upper West Side, the Upper East Side, Astoria, and Southwestern Brooklyn.
- The lowest fulfillment rates by taxis were in Yorkville, northeastern Bronx, and Marine Park.

Source: E-Hail usage data (June 6, 2013 to November 30, 2014)
*TLC is missing data from one E-Hail participant after 5/31/2014
## Where are Passengers using E-Hail?

<table>
<thead>
<tr>
<th>Location</th>
<th>% of All E-Hail Pickups</th>
<th>% of All Taxi Pickups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manhattan Below 110&lt;sup&gt;th&lt;/sup&gt; St.</td>
<td>34.65%</td>
<td>90.09%</td>
</tr>
<tr>
<td>Manhattan Above 110&lt;sup&gt;th&lt;/sup&gt; St.</td>
<td>4.83%</td>
<td>1.59%</td>
</tr>
<tr>
<td>Brooklyn North of Prospect Park</td>
<td>46.84%</td>
<td>2.45%</td>
</tr>
<tr>
<td>Brooklyn South of Prospect Park</td>
<td>3.60%</td>
<td>0.55%</td>
</tr>
<tr>
<td>Queens (excluding airports)</td>
<td>9.86%</td>
<td>1.33%</td>
</tr>
<tr>
<td>The Bronx</td>
<td>0.20%</td>
<td>0.06%</td>
</tr>
<tr>
<td>Staten Island</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Airports</td>
<td>0.00%</td>
<td>3.92%</td>
</tr>
<tr>
<td><strong>Total Trips</strong></td>
<td><strong>954,379</strong></td>
<td><strong>243,338,836</strong></td>
</tr>
</tbody>
</table>

65.3% of all E-Hailed taxi trips were picked up either north of 110<sup>th</sup> Street in Manhattan or in the other boroughs excluding airports vs. only 6.0% of all taxi pick-ups. These same areas enjoyed some of the highest E-Hail fulfillment rates.

Source: E-Hail usage data (June 6, 2013 to November 30, 2014)

Note: Columns may not sum to 100% due to rounding error

*TLC is missing data from one E-Hail participant after 5/31/2014*
When are Passengers using E-Hail?

E-Hail requests were cyclical, peaking at 8 AM on weekdays and again at 10 PM and dropping off after midnight (similar to overall taxi patterns).

A larger percentage of taxi E-Hail trips take place in the early morning than do taxi trips in general (28% vs. 15%).

Source: E-Hail usage data (June 6, 2013 to November 30, 2014)

*TLC is missing data from one E-Hail participant after 5/31/2014
Impact on Yellow Taxicab Industry

- Average farebox revenue across the entire first year of the pilot program was higher by 2.7%. The average farebox for the subsequent six months, June 2014 through November 2014, increased by 3.9% compared to the same pre-pilot period.

- When taxi drivers used E-Hail in the month of November 2014, they averaged approximately the same number of trips per shift as their peers who did not use E-Hail at all.

- Number of actively licensed taxi drivers increased by 1.7% (865 drivers) compared to November 2013.
## Impact on FHV Industry

<table>
<thead>
<tr>
<th>FHV Licensees as of November 2012, November 2013, and November 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>FHV bases</td>
</tr>
<tr>
<td>------------</td>
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<tr>
<td></td>
</tr>
<tr>
<td>FHV vehicles</td>
</tr>
<tr>
<td>FHV drivers</td>
</tr>
</tbody>
</table>

Source: TLC Licensing Records as of last day of November in each year.

The number of TLC-issued licenses in the FHV sector increased across the board when comparing the number of active licensees in the month of November 2014 to the number of active licensees in the months of November 2012 and 2013.
Most passengers who E-Hailed reported that they would have hailed a taxi even without an E-Hail app.

14% of passengers reported they would have called or hailed a car service.

Applied to the daily average of 4,145.7 E-Hail trips, this 14% only translates to 0.0108 daily trips per FHV.

Note: Columns may not sum to 100% due to rounding error
Impact on Passenger Service

- Passengers are split over the value of E-Hail:
  - 25% of passengers reported that E-Hails were more convenient.
  - 25% of passengers reported that street hails were more convenient.
  - 35% of passengers reported the convenience varied by trip.

- Relatively few trips originated through E-Hailing, thus wait times were not likely to have been significantly impacted for passengers who do not own or use smartphones.

- E-Hail apps were used by passengers of all ages:
  - 23% of passenger respondents who E-Hailed were between 20 and 34.
  - 24% were between 35 and 64.
  - 28% were aged 65 or older.

- Compared to the same period in the year before the pilot, refusal complaints were at similar levels, and unsafe driving and cell phone use complaints were lower by 10.5% in the first year of the pilot and lower by 7.1% in the subsequent six months.

- Collision data received from the DMV for June 2013 through November 2014 show just 6.0% of taxi drivers who participated in E-Hail were involved in collisions vs. 8.4% of taxi drivers who did not participate in E-Hail in that same time period.
Conclusions

Data evaluated by TLC suggests that E-Hail Apps increase the efficiency by which passengers and drivers are connected in certain lower-trafficked areas and they do so without negatively impacting the FHV industry or the general taxi hailing public.

- Adoption by passengers and drivers grew over the pilot, and as customers became more experienced users, their fulfillment rates went up.
- E-Hail Apps are having the greatest effect on passengers and drivers in places that tend to be underserved by taxis.
- E-Hail service has been utilized by people of all ages, including senior citizens who make up a quarter of reported app users.
- Safety is unaffected, as complaints are down from before the pilot, and DMV data received to date indicates E-Hail drivers contribute to fewer collisions than non E-Hail drivers.
- Finally, given the low percentage of trips that are E-Hailed, the overall financial impact on both FHV and medallion industries has been small.