NYC TAXI AND
LIMOUSINE COMMISSION

THURSDAY, MARCH 1, 2012
COMMENCING AT 10:30 A.M.

MEETING AGENDA:
PUBLIC HEARING, COMMISSION ACTION
STAFF PRESENTATION

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BEFORE:
DAVID YASSKY, CHAIRMAN
COMMISSIONERS:
NORA CONSTANCE MARINO
LAUVIENSKA POLANCO - Absent
EDWARD GONZALES
IRIS WEINSHALL
ELIAS AROUT - Absent
FRANK CARONE
MARK GJONAJ - Absent
LASHANN DEARCY

MEERA JOSHI, ESQ., GENERAL COUNSEL

APPARENCES:

NEW YORK CITY TAXI AND LIMOUSINE COMMISSION
BY: Allan J. Fromberg
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MR. CHAIRMAN: Good morning, ladies and gentlemen. We will be getting started in a few minutes. I want to let you know there is additional seating in the overflow room. If you go in the hallway, an employee will direct you to the room. Thank you. Good morning, ladies and gentlemen. We are about to get started. Take your seats and turn your cell phones off. There is additional seating in the overflow room. You can go in the hallway and an employee will direct you.

Good morning. First, let the record
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show that at today's commission meeting we are
adopting a new practice guided by our general
counsel of getting all the key details on the
transcript. So let the record show that
today's meeting began at 10:30 a.m. and I am
joined today by Commissioners Carone, DeArcy,
myself - Yassky; Commissioner Weinshall,
Gonzales and Marino.

Thank you very much for joining us this
morning. A couple of updates before we do get
to our business. We have a fairly short
agenda this morning.

1 Taxi and Limousine Hearing

First, I just want to, on a distressing
note, I want to send our praise and best
wishes from the TLC to the family of taxi
driver Sajjid Matin who was struck and
previously injured by what appears to have
been an intoxicated driver last Thursday. I
visited Mr. Matan a couple of days ago. His
injuries are very serious and we are all
praying for a recovery, and just a reminder,
the job of a taxi driver is not normally a
critical one for the transportation system.
It is a very arduous one but often times a
dangerous job as well.

I want to update you on a couple of TLC
items. First of all, as you know, we are now
back at Long Island City. We were in a
diaspora for about six weeks and I want to
just commend the extraordinary work of our
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Staff, both of the licensing division for this
industry.

I know you know this, due to a flaw at
Long Island City, we were displaced from the
licensing center and the adjudication function
starting from December, I believe, 27,

thereabouts, and within a day-and-a-half, the
facilities crew and the licensing staff had
relocated half of the operation here to Beaver
Street, half to the Woodside facility, and our
colleagues at Woodside did, also, a tremendous
job in completely rearranging their daily
operations so they could make room for their
visitors.

By the end of the time we had, we were
down for about a day-and-a-half, and a
day-and-a-half after the flood, had all but a
couple of our ordinary transactions were being
processed at Woodside. Really extraordinary.
A testament to what we had done at the
direction of OEM, a disability tier recovery
plan that, thank goodness, was there and we
were able to put in effect.

A division disruption there certainly
was, and, again, I understand for licensees
that had to wait, sometimes outside, when the
lines got too long because Woodside was not
designed for that magnitude of business, and
even when you were inside a makeshift space,
it was uncomfortable and the lines were longer
than they should be. No question. People waited.

It was not our usual standard of business but given that we were displaced in that way, the staff did an incredible job. And, Commissioners, I want you to know that our facilities crew, our MIS crew, in setting up the work stations and the licensing and the U.S.B staff at Woodside really did a tremendous job.

During that period, we processed almost as many transactions as we ordinarily would during that period of time. In other words, we lost a lot the first few days, and there were crushing lines a week or two, and then they kept up a decent pace of business and that tells you they did a great job.

So I hope when you see Gary Weiss or Ray Scanlon or Jeff Grunfeld of MIS, and Nick who runs the facility crew and was supervised at all, when you see any of them, please give them a "That a boy" because they did a tremendous job.

So last or next to last, a couple of RFPs that are going out that I would seek the industry's assistance with.

First is storage capacity for seized vehicles, what we called tow pound, but tow pound, garage, series of garages, the functions that we are looking for is the
ability to seize as many cars as need to be
seized because they are violating our rules.

As you know, probably the most important
function of the TLC Enforcement Team is to
prevent vehicles and drivers that do not have
the proper license from acting like a taxi or
acting like a livery car, and every day we are
out on the street doing that. We seized today
maybe -- and if a vehicle has no license we
want that off the road because we don't want
passengers getting into a car that has not
been inspected where who knows who the driver
is.

Every day we will seize five cars, maybe
10 on a good day, 15, but we are limited by
our ability to store those vehicles.

We have been, believe it or not, thanks
to Ray's ingenuity, storing seized cars now
often at Woodside in our own parking garage,
which is not set up for that, and that even
has a limited number of spaces, too.

The City's tow pounds are at capacity.
We can't get capacity there. We don't have
our own ability. We are putting out an RFP,
it is either on the street -- I'm looking for
Conan. Is it on the street yet? He will tell
me soon.

It is not on the street yet but if I say
it will be on the street within a week, will I
be telling the truth? When will it be on the
street?
MR. FREUD: Soon.

MR. CHAIRMAN: Two weeks? It will be on the street within two weeks and he said three. We will make that two weeks because we have got to get this done.

And so what I would encourage people in the industry who share our passion for doing this, if you could help us find responders, we did an early version of this and we did not get a great response. That's why we are doing a second version.

We are looking for a vendor that will take the cars that we have seized and store them, and that would make, I will tell you, as much as anything else we are doing, with the hand-holds, as much as the building of our enforcement troop strength, that will make a material difference for our ability to enforce, if we take the cars off the street. That makes a big impression.

So I ask for your help in getting us a vendor so we can seize as many cars as need to be seized.

See if there is anything more that really needs to be discussed.

Yes, our upcoming rules so, folks, as you know, the state legislature has now authorized and directed the Taxi Limousine Commission to issue licenses to livery vehicles that will allow those vehicles to
accept street hails. So livery vehicles will be allowed to both accept the prearranged
trips and street-hailed trips.
We are publishing draft rules next week.
So please look for those. People who would
like to get them e-mailed directly just ask
Allan. We can get them e-mailed to you if you
don't want to get them off the City register
because we are going to have an aggressive but
appropriately deliberate schedule for review
of those rules.
We will be scheduling a public hearing
for March 22nd. That is Thursday, March 22nd,
three weeks from today, which will be devoted
entirely to comment on those draft rules, and
so I urge you to get them right away and be
prepared to testify or submit your written
comments on March 22nd.
The next public session will likely be
the April meeting, April 19th, where we intend
to put those rules on the agenda for a vote.
So March 22nd is your opportunity.
Sometimes we get comments. We put something
on the agenda for a day. We get comments in a
day before. And if it is a little thing, you
can kind of respond to that and make a change,
if necessary.
These rules are large. They are
complicated. They are substantive. The only
way we are going to be able to process your
feedback is if we have it in a timely fashion. So March 22nd treat that as your deadline either by testifying in person or by submission of written comments. We will need your comments then if we are going to be able to process them and respond to them, and the Commission wants to make these rules the best they possibly can be.

I'm sure that your feedback will improve the product so it is better for us and certainly better for you, but we can only do that if we have the comments in time.

So, again, March 22nd, that's the public hearing on the Boro taxi rules and I look forward to seeing all of you and many more then. There will be a second, Meera is reminding me, we will do a second public hearing after that as well, but I can't urge you any more strongly, if you want comments to be taken into account, March 22nd is the date.

>> MS. DEARCY: The second public hearing is relative to when you anticipate a vote so can we understand why it is so important to get the comments in earlier rather than at the second hearing.

>> MR. CHAIRMAN: We haven't said it yet but we will. First of all, there will be an official public hearing on the 19th, Which is the same day as the due date. That is not going to be very useful. Comments made at
that hearing will not necessarily be as useful
as comments made ahead of time, but then we
will have an evening hearing sometime in early
April. We haven't set that date yet, but
rather than wait for that, March 22nd is the
day. So please I hope to see you then.

Finally, just on a personnel note, I
note that several weeks ago we said farewell
to senior prosecuting attorney Charles
Tortorici who served here at the TLC for 20
years, since October of 1997, but 20 years
total with New York City service and so we
wish Charles well in his future endeavors.

We now can move to business and first
the minutes before you. You have the minutes
of the January 19, 2012 commission meeting. I
move that those minutes are adopted. All
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in favor say aye.

(The Board says aye.)

MR. CHAIRMAN: No? Minutes of the
January 19th meeting are adopted. We have
just one base application. Chris, are you
presenting that?

>> MR. TORMEY: Good morning. my name is
Chris Tormey, director of applicant licensing
at the taxi commission. We have one base for
this month, 02521 for approval.

>> MR. CHAIRMAN: I move that we adopt
the commission recommendation to improve the
space. All in favor say aye?

(The Board says aye.)
MR. CHAIRMAN: Opposed? No. And finally we have two new additional items for commission action.

First is the pilot program for alternative in-taxi technology for credit card processing for electronic trip recording.

This is a pilot program, commissioners. As such, there is no public hearing, although I see that we will be graced with a presentation from Deputy Commissioner Chhabra.

>> MR. CHHABRA: Good morning, commissioners. Deputy commissioner for policy and planning here at TLC. I would like to give you a brief presentation on a pilot program the TLC proposes to run to test a mobile in-taxi technology system. I have a few slides to brief you on the program and afterwards I'm happy to answer any questions.

As you know, in 2008 the TLC required all taxi medallion owners to install new technology and passenger entertainment. This equipment was done through TPEP for a taxi passenger enhancement program through a competitive bid process.

The TLC selected four vendors and associated services, including process and credit card transactions and transmitting this data to the TLC. The TLC entered into contracts with these vendors setting forth detailed standards with TPEP services.
One of these vendors left the market shortly after the contracts were signed. Another failed to deliver accurate performance plans and the TLC declined to renew its contract. Two vendors remain in the market, CMT and Verifone. The TLC contract for these vendors expires in February 2013. Overall the TPEP initiative has been successful. Credit card processing has proved very popular with passengers. About 47 percent of taxi trips are paid by credit card, which represents approximately 55 percent of the total taxi cab fare box, and passenger surveys consistently show very high approval rating for the credit card. In fact, evidence suggests that credit card acceptance may have helped in saving the taxi industry from some of the impacts of the recession by producing demand at a time when overall economic forces are challenging. The GPS-based trips recorded has also been useful. They improved TLC enforcement capability and have improved on our ability to search passengers lost property and provide us data in order for us to better formulate policy. Passengers reaction to taxi TV has been somewhat mixed although advertising on these screens does generate revenue for the vendors.
which reduces cost to the licensees.

According to the TLC staff, they intend to recommend to the Commission that new borough taxis should be equipped with credit card processing equipment, as well as with electronic GPS trip recorders while intending to recommend the TV portion of this be optional for the borough taxis. And you will make these decisions through a rule later this year as mentioned.

We have also begun to plan for the period after February 2013 when our contract with the TPEP vendors will expire to conduct a new bid process and enter into new contracts with providers.

Another option may be to establish standards through rule making and suppliers. In anticipation of these decisions, we believe it is very much in the interest of taxi owners and drivers to ensure they have multiple affordable options for credit card processing and equipment services.

This is especially true for the borough taxis in that their segment of the market will likely be less profitable which operates in the Manhattan central business district and an affordable option for the delivery and TPEP. Accordingly, while we are very happy with the performance of the two existing vendors and expect them to continue providing
service to both the medallion fleet and the
borough taxi fleet, we want to encourage
additional entrance to the market for
providing these services and wish to evaluate
new options which take advantage of
technologies which have occurred since the
launch of TPEP in 2008 - the iPhone had just
been released and the iPad was just two years
away - and establish a pilot program to test
new alternative in-taxi technology systems in
yellow medallion taxi cabs.

The primary pilot has been Square, which
was founded in 2009 by Jack Dorsey, the
creator, and two billion dollars in annual
payments and used by 800,000 businesses.

Square offers a new and innovative way
to enable credit card payments on customizing
a unique system for the New York City taxi
market, including GPS data, passenger
interface assuming silent ad, free display and
offers credit card processes at a low rate to
drivers as well as enabling messages to
drivers.

Square offers a flat rate of
2.75 percent as opposed to our current 5
percent under our rules and provides payouts
to drivers for the next business day using a
small free hardware device that can be plugged
into a head phone jack iPad.

Several of the commissioners have asked,
and while underscoring, Square is compliant
with all applicable payment card industry data
security standards, and as a member of the PCI
Security Standards Council's Mobile Task
Force, is working to help define the industry
standards for secure mobile payments.
Square's mission is to help businesses
easily accept credit card payments at low
rates. They are especially popular among
small businesses that can't afford hardware.
Their product is already used by a
number of our livery services and by thousands
of taxi drivers elsewhere in the country.
Here you will see some feedback from
passengers, taxi passengers, where Square was
present in taxis and some of the press their
product has received generally.
So what does the Square taxi New York
city solution look like? There you will see a
couple of screen shots of what the proposal
is.
It consists of a driver-facing iPhone,
which is coupled with a Square car meter which
will allow the TLC and vehicle owners to send
SMS passengers to drivers, will allow drivers
to verify credit card payments similar to the
way the driver information monitor and the
TPEP system currently works and will provide a
platform for potential future enhancements,
for example, a driver-facing navigation
system.
There is a passenger-facing iPad. This takes the place of the passenger information monitor in the back seat, which is a card reader, which will display a digital map and provide passengers with means of credit or credit card processing and which services the platform and apps.

To be clear, the iPad will not support such content or plans on day one. I know you may have read in the press about the potential for angry words or words with friends and taxis, but what we are testing here first and foremost is the ability of the iPad to deliver that most important functionality payment and trip record processing.

Though it is worth noting that one of the potential benefits of the iPad here is its accessibility to visually impaired and hearing impaired passengers, which is a functionality that TLC is especially keen on testing at the appropriate time.

Finally where necessary, Square will upgrade the meters in participating vehicles in this pilot to smaller pulsar Square systems at no additional cost to the vehicle owners.

There is no word on the specifics of the pilot program. Square will be authorized to test their systems in up to 30 taxi cabs through the ending date of the current TPEP contracts,
which is February 13th, or possibly longer, if the contract is extended and that is a very limited pilot. That represents .2 percent of the entire taxi fleet but that is enough to test the new technology.

The systems will permit the participating medallion owners and drivers to provide credit card capability, which has been the most added feature, while lowering transaction costs to drivers, the 5 percent transaction rate having been widely the most criticized aspect of your current system and eliminate advertising and content that runs on the TPEP screens.

Square will be required to, just like TPEP vendors are required to, submit data to the TLC on a regular basis and provide much of the functionality the TP systems provide.

Square will solicit volunteers from medallion owners to participate in the pilot program.

If they approve the pilot program, Square and TLC will publicize and call for applications to gain information on a variety of prospectuses and usage patterns among fleet owners, owners/operators and DOV.

They are looking for participants who are comfortable using new technologies and who will be able to spend time providing feedback with the piloting technology. Square will
select the pilot participants based on their response.

To be clear, TLC is not requiring any medallion owners to participate in this pilot. Any medallion owners will participate on a wholly voluntary basis.

They will be required to swap out their current TPEP systems and make any early termination payments to the current TP providers and will install iPad phones for a flat fee of $350.

There you see another screen shot of the Square system. It is worth noting the Square system may benefit drivers, owners, passengers and the TLC beyond just the ability to test new technologies.

As I mentioned before, Square offers hard processing and a flat rate of 2.75 percent compared with approximately three-and-a-half/five percent on the current TPEP systems depending on the business model.

In preliminary conversation with owners/drivers Square has received very positive feedback on this structure.

Square will also provide next day business turnaround on vendor payout to ensure they will be paid for car fare directly to drivers who will each have their own accounts thereby reducing the need to manage for their drivers. Another feature that appealed to owner/drivers.
The iPad will feature a local on screen map, an indicator showing passengers current information, location on the subway lines, no running fare calculation and the current weather report.

Initially, the monitor will not run any video content including any advertising and no TV in sound, in effect, TPEP ambient noise, something the drivers and passengers have had issues with.

Having a silent option will allow the TLC to address this concern and allow a test of the financial viability of advertising free products.

Passengers will now also be able to receive their receipts by e-mail or text message in addition to paper option. This will provide convenience to passengers, will facilitate expense reimbursement, which may make taxis more attractive for business use and lost property and responding to customers complaints and enforcement issues.

The Square system will allow passengers to swipe a card for payment at any point during the trip. Once the passenger swipes his or her credit card, the card's information will be stored for the remainder of the trip and prompted to complete the transaction at the end. This will reduce transaction time at the end of the trip. Something that will
benefit drivers as well as passengers.

Square is also collecting aggregate trip data and submission to the TLC over the course of the pilot. Square will work with TLC to develop additional data reports that may assist TLC in understanding taxi behavior and better regulating the industry.

Again, to be clear, the purpose of the pilot is not to determine whether the TLC should approve Square as a TPEP vendor. There will be a separate procedure for that in appropriate time or another procurement or establishment of specifications.

The purpose of this pilot is to test some of the new or off-the-shelf technologies by iPhones, iPad, android devices for taxi use and to gauge whether this technology can survive and thrive in the rigorous New York environment; two, to test a different interface that lends greater user customization then the current screens and, three, to test hard payment capability at lower cost to drivers.

Essentially, as TLC contemplates the incorporation of TPEP into the borough fleet and upcoming TP, at this point, this pilot will enable the TLC and the industry to begin to learn about the feasibility of alternatives to the current approach.
As you know, TLC conducts pilot programs to promote innovation and experimentation. In innovation TLC relaxes its rule for the duration of a pilot program and, therefore, the pilot program will allow Square and medallion owners to deviate from several ways including those numbered on this slide.

Square will not be required to meet all TPEP specifications required by TLC rules.

For example, Square will not be required to collect all the data currently required by TPEP vendors such as the last four digits on a passenger credit card.

Medallion owners will not be able to withhold the MTA tax payment from drivers in the way it is currently outlined in our rules.

As the Square system will pay drivers directly, medallion owners will separately collect this amount from drivers for the payment to the MTA which also is permitted under our rules and participating vehicles will be exempt from hand-held device regulations.

Drivers-face iPhones which will be considered deadly are not deemed a violation of this condition.

So today we are asking permission for approval of the pilot with Square which I just described to you.

In addition, we seek approval for the
current TPEP providers, CMT and Verifone, to
also be allowed to conduct similar pilots in
testing alternative cab technology subject to
TLC approval or subject to specific
performance.

In addition to Square, CMT and Verifone
will also consider proposals for one other
participant to a pilot and alternative taxi
system up to 30 vehicles.

To be considered, potential pilot
participants must have a system that offers
substantially what the current TPEP system
has, are able to provide passenger monitoring,
driver monitoring capable of communicating
with meter and credit card processing.

The current vendor should be able to
offer competitive credit card rates and be
willing and able to report to the Commission
on a basis decided by the Commission.

The proposed system must also provide
some innovation of the current TPEP systems
and these pilot programs do not and must have
a demonstrated track record of reliability and
security.

So if there are others who have the
capability of meeting the criteria outlined
here, they should submit their proposal to the
TLC by April 27th and we will evaluate the
proposal for pilot program purposes.

Thank you for your attention. I will be
happy to answer any questions you might have
and representatives from Square are also here today and happy to provide any answers you may have.

>> MR. CHAIRMAN: Thank you very much. Deputy commissioners, I think there are some questions. Commission Weinshall.

MS. WEINSHALL: When we were originally 1 Taxi and Limousine Hearing presented it was going to be 50 cars and now it's down to 30.

What is the rationale for that?

MR. CHHABRA: The thinking there, and this was based on actually helpful feedback from our existing TPEP provider, the thinking there is if the purpose is to really innovate, they have innovations that they could introduce to the market as well given their background in the market.

Much of what they are able to do they are constrained by their current contract, but if there is a pilot program and we are really white-boarding this, then they stand ready to pilot proposals on their own.

What happened is you have 30 Square cars, 30 CMT cars, 30 Verifone cars. You actually have at the end of the day more than the 50 that we were originally to pilot.

>> MR. CHAIRMAN: That is the essence of it. Once we realized it was an excellent idea suggested by the existing vendors to give them that same opportunity to innovate in a very
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limited way, 50 times three then started to Taxi and Limousine Hearing

seem a little much. So we wanted to -- there is no magic number reducing a little bit of size.

We still, of course, want this to be as many vehicles. We need to see how it works but we know we like what we have. That is the bulk of the fleet.

MS. WEINSHALL: The length of the pilot is how long?

>> MR. CHHABRA: The end of the term of the TPEP contract is February of 2013.

>> MS. DEARCY: I just have one question: How do you get customer feedback, in-user feedback on the pilot?

>> MR. CHHABRA: So what we currently run surveys on the taxi screen. That's an excellent tool. But because Square can have direct user accounts, you are going to have your e-mail. You are going to have your receipts SMS. You could have it e-mailed to you. That could provide another avenue for direct customer feedback if the customers are willing to participate in that.

>> MR. CHAIRMAN: I don't think we have detailed a plan for that, but we should do that, and let's survey to the commissioners the specifics of how we intend to get customer feedback both from the drivers and passengers.

>> MR. CHHABRA: For the drivers because
they are signing up to be pilot participants, they are signing up to provide that feedback directly but getting passenger feedback is very important. We will emphasize that.

>> MS. MARINO: I have one comment. Is that on now? I actually am a Square user in my office. I'm a small business myself and I use Square. It is a terrific product. I have no complaints. My only concern with the taxis is safety of the driver.

The iPad is an incredibly hot item. The iPhone is being stolen on the subway, that was my only concern, to protect drivers. Drivers are getting shot for a lot less than an iPad. I know it is going to be bolted in. Obviously, the safety for the driver getting robbed.

MR. CHHABRA: It is a paramount concern of ours as well. If you could tell from the visual, these are encased in a hardened case, which is going to be affixed by the plexiglass. So the ability for someone to get at it, this is New York and we all --

MS. MARINO: Where there is a will there's a way. That was just my concern.

MR. CHHABRA: And I know that drivers will be provided with safes for the iPhone portion of it, if you are not comfortable taking it with you, taking it home, and you do need to secure it in the car. There is a need
for doing that as well.

>> MS. MARINO: I don't know. It is a voluntary thing. I think the drivers ought to think about that as well. They are very hot items.

MR. CHHABRA: What I envision when we're doing driver outreach to seek pilot participants, there will be a risk factor, for example. So there is clear disclosure on they are using the benefits of signing up here and these are some of the costs you may face and I think that is --

>> MS. MARINO: They will be reminded of that risk, so to speak. It is a great program. I have a law office. In the back of a car for New York City it is something different.

>> Mr. CHHABRA: That is driver safety. Passenger safety is a paramount concern of ours, and this is one of the things you do pilot programs to find out.

Everyone always says put an iPad on the back of the cab. It is a great device. You ask someone put an iPad on the back of the cab, it will be gone the next day. We will find out.

>> Mr. CHAIRMAN: It does remind me, things like the Metro Cards, when you do a dramatic change, you figure on envisioning all kind of problems.

In reality, if you prepare for them, I
think you can preclude them, and I think the
staff is taking every precaution they can to
make sure security is the top priority.

>> MR. CARONE: One quick comment. I
think you and the staff deserve a lot of
credit for a real thorough job you've done,

keeping an eye on the prize, which is to
foster innovation, increase competition and at
the same time seek industry comment and listen
to all those with a vested interest in order
to come with a pilot program that truly
accomplishes that goal.

But if you could just comment a little
more, I know you touched on it in your
presentation, about PCI and customer security
and what that means.

>> MR. CHHABRA: Sure. As I mentioned,
and I know this is an issue that several of
the commissioners wanted clarity on and
representatives from Square had spoken with
commissioners to address this concern, the
Square system complies with all applicable
PCIDS standards.

That is the payment, that is the
industry standard that has been promulgated
for digital platforms, and there are several
guidelines that are applicable for mobile aps,
which haven't been promulgated yet.

So until there are guidelines and rules

in place, you can't be compliant with them,
but the overall PCIDS compliance that is something that they currently meet.

And I know there have been questions about, well, there is the little white square and is that what we are going to see in the cabs? That's not what we are going to see.

As you saw from the visual, and you'll see what they have done is they have hardened the case around the iPad and integrated a card swipe not dissimilar to what you see with the current TPEP systems. So it is ultimately custom built for the New York City environment.

>> MS. MARINO: It is a specially designed iPad?

MR. CHHABRA: They have taken an iPad and added to it.

The way it generally works you have your Smart Phone and something plugs into that. This is not that. This goes beyond that. That was not sufficient for the taxi industry.

>> MR. CHAIRMAN: The iPad is a standard iPad but the casing is custom for this program.

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>> MR. CHHABRA: We will have some after this meeting for commissioners to review. You can see the item itself.


Yes.

Are there further questions? If not, I
move that we adopt the pilot program. All in favor say aye.

(The Board says aye.)

MR. CHAIRMAN: Opposed? No. The vote is adopted. Thank you again, commissioner, for your very excellent work on this.

Do we have a presentation on the receipt rule? Last week we had or two months ago we did the hearing, the public hearing on this rule.

Commissioners, this rule will very simply permit advertising on the back of taxi receipts. It is not a requirement but this idea was put forward by some in the industry that there is a potential source of revenue here.

My perspective has been that anything that brings revenue to the industry is a good thing, if there is no great customer cost to or burden associated with it because, ultimately, the costs in this industry are borne by the fare payers and any revenue other than fare revenue helps to hold down pressure on the fare, even though they may be small in this case and indirect of this case. So I support this.

We did have a public hearing on it. So it is not necessary to do it again but, if commissioners have questions, we can have the appropriate person address them. If not, I'm
prepared to vote, call for a vote.
So I vote that we approve the rule
before us today on receipt advertising. All
in favor say aye.
(The Board says Aye.)
MR. CHAIRMAN: Opposed? No. The rule
is adopted.
Thank you very much. With that, that
concludes the hearing. I note for the record
that the hearing concludes at 11:10. It is
really 11:12 more or less.

One last time, I would just ask all
industry stakeholders please save the date,
March 22nd. If you would rather get an e-mail
copy of the borough taxi rules, just ask Allan
Fromberg. He will make sure it gets to you.
We are very eager for your feedback on
these rules and to hear from you in a timely
way. I will see you on March 22nd. With that
the hearing is adjourned.

(whereupon, the hearing is concluded at
11:12 a.m.)
CERTIFICATE

I, MICHAEL WILLIAMS, a Notary Public and CART Reporter of the State of New York, do hereby certify that the foregoing is a true and accurate transcript of the testimony as taken stenographically by and before me at the time, place and on the date hereinbefore set forth.

I DO FURTHER CERTIFY that I am neither a relative nor employee nor attorney nor counsel of any of the parties to this action, and that I am neither a relative nor employee of such attorney or counsel, and that I am not financially interested in the action.

____________________________________
MICHAEL WILLIAMS