



FY2011 PERFORMANCE PLAN DC TAXICAB COMMISSION

MISSION

The mission of the District of Columbia Taxicab Commission is to provide the citizens and visitors of the District of Columbia a safe, comfortable, efficient, and affordable taxicab experience in well-equipped vehicles operated by highly qualified individuals who have knowledge of the District's streets, boundaries, and tourist destinations.

SUMMARY OF SERVICES

The DCTC provides services to approximately 9,000 taxicab drivers and 105 taxicab companies, 1,056 independent limousine drivers and 269 limousine companies. DCTC Hack Inspectors conduct daily random taxicab inspections. DCTC Hack Inspectors also attend and provide testimony before the Bureau of Traffic Adjudication in support of notices of infraction issued to taxicab and limousine operators. Additionally, DCTC provides services to 1,250 customers at its counter, answers 1,060 customer service calls, and receives 200 pieces of correspondence every month. DCTC also hears consumer complaints against taxicab and limousine operators and collects fines related to mediation of those complaints.

AGENCY WORKLOAD MEASURES

Measure	FY2008 Actual	FY2009 Actual	FY2010 YTD
Number of complaints received on taxicab and limousine drivers and companies	381	Not Available	275
Number of licensed taxicab drivers	Not Available	8580	10672
Number of licensed taxicab companies	Not Available	116	116
Number of licensed limousine drivers	Not Available	2000	1734
Number of licensed limousine companies	Not Available	269	139



OBJECTIVE 1: Improve customer and taxicab service provided to the residents of and visitors to the District of Columbia.

INITIATIVE 1.1: Mandate the acceptance of credit and debit cards in taxicabs.

As passengers rely more heavily on credit and debit cards for daily purchases, DCTC will require all licensed taxis to accept these non-cash payments for rider convenience. The DCTC anticipates a 40% increase in ridership with the introduction of credit card usage industry wide. The acceptance of Credit Cards will be mandated by regulations.

Due Date: March 31, 2011.

INITIATIVE 1.2: Install a passenger information display system (PIDS) in taxicabs.

This initiative will put the District of Columbia on par with other major cities. It will afford the riding public the opportunity to preview hotels, restaurants, and tourist attractions while traveling to their destinations.

Due Date: June 30, 2011.

OBJECTIVE 2: Improve the efficiency and quality of services that support and regulate taxicabs in the District of Columbia.

INITIATIVE 2.1: Revise DCMR Title 31.

In FY 11, DCTC will review and clarify the current Title 31 regulations by adding additional information to allow DCTC to operate more effectively. This effort will require the agency to draft legislation necessary to effect these changes.

Due Date: March 31, 2011.

INITIATIVE 2.2: Develop a partnership with surrounding law enforcement agencies that have oversight enforcement authority for public vehicles for hire.

In FY10, DCTC reached out to local law enforcement agencies such as the National Park Service and Metropolitan Police Department. In FY 11, the agency will work with its partners to coordinate the development of a training syllabus and cross-training program for NPS and MPD officers. The training will cover the updated rules and regulations outlined in DCMR Title 31. Upon completion, the partner agencies will have a better understanding of Title 31 and will also be able to provide uniformed enforcement.

Due Date: September 30, 2011.

INITIATIVE 2.3: Update the meter software.

In 2008, the District's taxicabs moved from a zone-based to meter-based rate system. In FY11, DCTC will require taxicabs to add additional meter software to include new fare structure and recalibration calculations. These changes will improve the capability of DCTC to monitor and regulate the industry.

Due Date: March 31, 2011.



PROPOSED KEY PERFORMANCE INDICATORS

Measure	FY2009 Actual	FY2010 Target	FY2010 YTD	FY 2011 Projection	FY2011 Projection	FY 2013 Projection
% of complaints that are acknowledged within 2 days of receipt of the complaint	93%	93%	96.89%	94%	94%	96%
% of lost items returned to customers	90%	90%	62.26%	91%	92%	93%
% of public vehicles-for-hire licenses processed within 1 business day of criminal background check	92%	92%	95.12%	93%	93%	95%
% of taxicabs and limousines inspected that have valid licenses, insurance, and safety	90%	91%	96.78%	92%	92%	94%