

Number of participants in engaging in community outreach activities	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	2000
Number of public service announcements	✓	Quarterly		Not available	Not available	21	Not available	New Measure	20

2017 Operations

Operations Header	Operations Title	Operations Description	Type of Operations
1 - Ensure passengers have safe and excellent riding experiences. (7 Activities)			
FIELD ENFORCEMENT	For-Hire Vehicle Enforcement	Performs field inspections 24/7 and issues notice of infractions	Daily Service
COMPLAINTS	For-Hire Vehicle Complaints	Documents and investigates the validity of information and prepares regulatory language to process and seek resolution to determine effective remedies.	Daily Service
CUSTOMER SERVICE	Client Services	Assists with the retrieval of lost items and takes action to fulfill service inquiries.	Daily Service
Company Services	Account Management	Accepts and reviews operating authority applications, fleet licensing, registered agent transactions, and manages strategic account relationships.	Daily Service
COMPANY AUDIT	Records Review and Assessment	Systematic reviews records of regulated entities to ensure compliance with regulatory requirements of Title 31.	Daily Service
Outreach	Community Outreach and Public Engagement	Communicates with groups, organizations, and individuals to inform them of agency procedures and regulations and solicits feedback to enhance public awareness.	Daily Service
INFORMATION TECHNOLOGY	Innovations and Technology Support	Provides innovative solutions and technology support for agency operations and initiatives.	Key Project
2 - Ensure economic viability and expand economic opportunities for the vehicle-for-hire industry (2 Activities)			
RESEARCH	Research of For-Hire Vehicle Industry.	Provides industry data, knowledge, and awareness of trends for the purpose of planning, assessment, and rulemaking.	Daily Service
INFORMATION TECHNOLOGY	Innovations and technology support	Provides Innovative solutions and technology support.	Daily Service
3 - Create and maintain a highly efficient, transparent and responsive District government.** (4 Activities)			
Driver/Customer Service	Client Services for Operators	Accepts applications for driver licensing and vehicle registration and issues new licenses and renewals.	Daily Service
Company Services	Account management	Accepts and reviews operating authority applications, fleet licensing, registered agent transactions, and manages strategic account relationships.	Daily Service
MARKETING	Public Information and Marketing	Provides updated facts pertaining to operations, rulemaking, and media through various communication platforms including press releases, testimony and speech preparation, and website management; monitors news to maintain awareness of the market; and coordinates the promotion of a positive public image.	Daily Service
INFORMATION TECHNOLOGY	Innovations and Technology Support	Provides innovative solutions and technology support.	Daily Service

2017 Workload Measures

Measure	New Measure/ Benchmark Year	Add Historical and Target Data (FY17)	Numerator Title	Units	Frequency of Reporting	FY 2014	FY 2015	FY 2016 Actual
1 - Client Services (1 Measure)								
Number of recovered items reunited with owners	✓		Number of recovered items reunited with owners	Number of recovered items reunited with owners	Quarterly	Not available	Not available	New Measure

1 - For-Hire Vehicle Complaints (1 Measure)								
Number of disputes resolved	✓		Number of disputes resolved	Number of complaints received	Quarterly	Not available	Not available	New Measure
1 - For-Hire Vehicle Enforcement (2 Measures)								
Number of insured vehicles during inspections	✓		Number of insured vehicles during inspections	Number of insured vehicles during inspections	Quarterly	Not available	Not available	New Measure
Number of safety inspections conducted	✓		Number of safety inspections conducted	Number of safety inspections conducted	Quarterly	Not available	Not available	New Measure
2 - Research of For-Hire Vehicle Industry. (1 Measure)								
Number of public research reports completed	✓		Number of public research reports completed	Number of public research reports completed	Quarterly	Not available	Not available	New Measure
3 - Account management (1 Measure)								
Number of company application processed (taxicab/limo companies and other businesses)	✓		Number of company application processed	Number of company application processed	Quarterly	Not available	Not available	New Measure
3 - Client Services for Operators (1 Measure)								
Number of driver application processed	✓		Number of driver application processed	Number of application processed for drivers	Quarterly	Not available	Not available	New Measure

2017 Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
COMPANY AUDIT (1 Strategic Initiative-Operation Link)		
Publish company audit scorecard for transparency and accountability	In FY 2017, DFHV will publish results of company audits in a scorecard format for public review to support accountability and transparency. The company audits are to ensure regulated companies are in compliance with the Title 31 regulations, administrative issuances and program requirements.	09-30-2017
Company Services (2 Strategic initiative-operation links)		
Improve Transport DC program through research and engagement with advocacy groups, users and providers.	DFHV has made great improvements in the quality of service for Transport DC. In FY 2017, the agency will take new measures to engage providers and customers to improve communications and quality service. In FY 2017, DFHV will conduct four quarterly focus group sessions on specific topics with advocates, users and providers to pinpoint challenges and gather feedback on proposed solutions and enhancements.	09-30-2017
Update and publish Scorecard of wheelchair accessible vehicles (WAVs)	DFHV made great improvements in FY 2015 and FY 2016 in increasing wheelchair accessible vehicles and helping disabled residents by improving transportation services for residents and visitors with disabilities. DFHV will continue to enforce compliance measures to ensure taxicab companies comply with the Taxicab Service Improvement Amendment Act of 2012. Accountability and transparency will continue to be promoted by publishing an updated scorecard of taxicab companies that meet 12% WAV requirement by the December 2016 deadline.	09-30-2017
Driver/Customer Service (1 Strategic Initiative-Operation Link)		
Provide more online services to facilitate service transactions to improve customer experience.	In FY 2017, DFHV will enhance its managed information systems to allow more client interactions to be initiated via the web applications and/or mobile devices. This will expedite the driver and vehicle registration processes and reduce the amount of face-to-face interactions that are required by drivers coming into the agency's office. Some of the online services include H-Tag authorization, distribution of special event decals and other registration or licensing transactions.	09-30-2017
FIELD ENFORCEMENT (1 Strategic Initiative-Operation Link)		
Develop mobile forms and mobile access to databases for greater efficiency and increased productivity.	In FY 2017, DFHV will complete its development and deployment of mobile forms and mobile access to databases to the enforcement unit. This will fully transform the paper based data collection process to an electronic process and a more data driven culture. This infusion of technology will lead to greater and more focused strategic planning, increase productivity of the inspectors, and decrease the amount of time spent during traffic stops.	09-30-2017
INFORMATION TECHNOLOGY (4 Strategic initiative-operation links)		
Expand the digital meter pilot and incentivize the adoption of digital meters.	Digital meters provide transparency into fare calculation, lower operating costs and flexible fare update process. In FY 2017, DFHV will expand its digital meter pilot to include additional vehicles to a total of 100 and explore incentives for digital meter adoption.	09-30-2017

Enhance the Application Programmer Interfaces (APIs) to encourage innovations.	DFHV will further the development of its data repository to include status of vehicle, meter, and vehicle availability. This valuable set of data can be used for a number of purposes, including analysis of taxicab activity in the District of Columbia as well as licensing to developers to create solutions that depend on taxicab data, such as mobile apps and web applications. In FY 2017, DFHV will provide a website to the registered developers to gain API access for innovations and will explore the option of monetizing of the API.	09-30-2017
Launch a new mobile app for complaints and lost items reporting.	To further improve customer service, DFHV will launch a mobile app in FY 2017 with the capabilities of submitting complaints, reporting lost items, and tracking taxicabs. The public will be able to find a taxicab by using available trip history or by using time and location to submit a complaint or report a lost item in the mobile app. This mobile app provides a convenient way for the public to report their issues in a timely manner to help resolve them sooner.	09-30-2017
Launch "Where are the Taxis?" Online	In FY 2017, DFHV will launch "Where are the taxis" online to allow the public to see the latest reported locations of taxicabs in the District. If a user is interested in requesting a taxicab, the user will be routed to the DC Taxi App or any app that offers DC taxi service to complete the request.	09-30-2017
MARKETING (2 Strategic initiative-operation links)		
Ensure excellent customer service by generating awareness of the agency's offered services and responsibilities and encouraging public feedback.	In FY 2017, DFHV will implement communication campaigns through different platforms to reinforce messaging that supports the agency's objective to provide excellent customer experiences including: 12 newsletters, 12 blog posts and podcasts, and 6 promotional videos.	09-30-2017
Publish taxicab trip data to DC Open Data portal	By the end of FY17, DFHV will publish taxicab trip data to the DC Open Data portal for transparency. The data will be normalized before publishing to maintain privacy.	09-30-2017
Outreach (1 Strategic Initiative-Operation Link)		
Modern Taximeter System (MTS) to include passenger trip rating	In FY 2017, DFHV will require the Modern Taximeter System (MTS) to allow passengers to rate their ride experiences upon final approval of the applicable regulation. This new capability of the taxicab rear console will provide a convenient way for passengers to give quick feedback on their trip using a 5 star rating scale. The collected feedback will help with continual service improvements.	09-30-2017
RESEARCH (1 Strategic Initiative-Operation Link)		
Launch the DC Taxi Index	In FY 2017, DFHV will launch the DC Taxi Index to provide analytics and insights to consumers and businesses. Interesting insights can be generated such as the top 10 restaurant hotspots, top 10 pick-up locations in the District and etc. This DC Taxi Index will not only serve as marketing content for DFHV newsletters and other outlets, but also give businesses market analysis for more informed decision making.	09-30-2017