Comprehensive Plan Requirements to Restore the Medallion Taxi Industry

Restoring the New York City Medallion Taxi Industry's Unique Historical Role in Public Service and Medallion Value.

For over 80 years the regulated Medallion Taxi Industry has provided exclusive "Iconic" transportation services in NYC as an extension to buses and subways. With the recent approval of licenses for Ride App services, medallion taxis have lost as much as 50% of their daily trips causing a financial collapse of the taxi medallion value. The medallion taxi industry previously has faced challenges including the 1970s fuel crises, Workers Compensation Coverage and air quality exhaust emissions restrictions under the Clean Air Act requiring a ban on cruising . But the medallion industry has never faced a financial challenge weakening its exclusive right to pick up passengers causing a financial collapse of the medallion value and daily income. It's now urgent that the Taxi Industry's Taxi Leasing Agents , Owner Drivers , Lease Drivers, Medallion Lenders and Taxi Associations quickly organize to develop the strategies and plan to overcome these new, unprecedented challenges.

Historically for over 80 years, although advances in mobile communications and information technology processing logic has only recently been developed and become available for transportation services, medallion taxi street hails has traditionally been exceptionally efficient without the need for technology enhancements. Traditional TLC policy for medallion licensing and street hail operating rules have enabled the most efficient means for street hail based on a passenger's view of an available taxi in plain sight and a driver's view of a passenger in plain sight. The driver and passenger human brains work instantly for street hail pick up, even faster than an IBM Watson Super Computer.

Recent advances in technology for medallion taxi service have been limited only to those operating functions originated and mandated by the Taxi and Limousine Commission. However with the introduction of the Uber and Lyft app companies, they consider themselves as technology companies unrestricted by the TLC. With the app companies' priority to develop a wide range of advances in service technology, the medallion taxi industry is subject to additional uncontrolled competition, although E-Hail technology is always more burdensome than traditional, simple street hail. However in cases where available taxis and passengers are not in plain sight, a simple, passive mobile application will facilitate plain sight quickly.

To restore the taxi medallion from the destruction over the last 5 years, a plan must understand and target the causes in order to plan remedies. With the licensing of "Ride Hail" companies UBER and LYFT and their recent IPOs, investors clearly want to take advantage of the service to make big profits. This is enabled by the failure of the TLC to enforce competitive rule guidelines for Ride Hail companies without consideration or concern for harm to the streets and taxi service. Ride Hail company drivers do not operate as Black Car Drivers and the companies should be subjected to Rule 59B-08 which the TLC has ignored. It appears that the Ride Hail companies plan to drive the taxis out of the market by subsidizing fares notwithstanding large annual losses only to raise fares when they become defacto monopolies.

A major objective of the Plan must target a renewed public understanding of the conveniences and benefits of taxi service. Prior to the obsession with "Technology", taxis were always available when and where you needed them in Manhattan or a Livery in the outer boroughs. Whether for UBER, LYFT or taxi service, a Ride Hailing Mobile application is an unnecessary burden and waste of time for drivers and passengers when a taxi should be immediately available in plain sight exclusively for "street hail" pick up. And in the case of E-Hail for taxis, any direct requirement applied to a taxi driver by a passenger may be in violation of the medallion licensing rules.

It's now well established that the courts and the Taxi Commission will not enforce the rules and provide the support to fix the destruction of the Taxi Industry. And therefore taxi driver public demonstrations, while calling attention to the destruction of the taxi industry, cannot provide a restoration solution. The plan must target the public to understand and appreciate the conveniences and benefits of taxi service. Once successfully realized, the public should experience a strong preference and return to taxis.

The first simple step should provide a "frictionless" way for passengers to see a taxi appear for immediate pick up if not in plain sight, without the need for a driver contact by means of a mobile e-Hail app. When a passenger needs a taxi if one is not in plain sight, they would use an app which shows the street location of all available taxis and simultaneously shows an available driver's mobile app the location of all passengers looking to be picked up. Once in the taxi, Artificial Intelligence (AI) immediately provides the mutual discovery of the registered taxi driver and passenger for the driver to accept the new, advanced fare payment. The new payment alternative would finally eliminate all the growing problems with credit card payment, especially in taxis and for driver safety, keeps cash out of the taxi. For passengers who do not have credit cards or do not want to enter and store their card financial information in the UBER and LYFT apps, the payment alternative should enable passengers to pay in taxis without hard cash. For the visually impaired, it should have a voice activated option. And an addition to the passenger bill of rights, the metered taxi fare must be broadcast over Blue Tooth to passengers.

By eliminating credit cards, Taxi and Limousine commission Technology Vendors and E-Payment licensing Rules for payment processors do not apply. When texting to 911 becomes available shortly, the drivers' app should include automatic texting to 911 for driver medical and criminal emergencies including driver location, medallion number and driver TLC license number. Texting to driver roadside support services should also be included. In addition, Conveniences and Necessities mandated by Mayor Bloomberg's reference T-PEP design , but not required by the TLC could include Airline Arrival and Departure Information for the app.