



Seattle-Tacoma
International
Airport

On-Demand Taxi/Flat-Rate Outreach Meeting





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2022 Survey Results

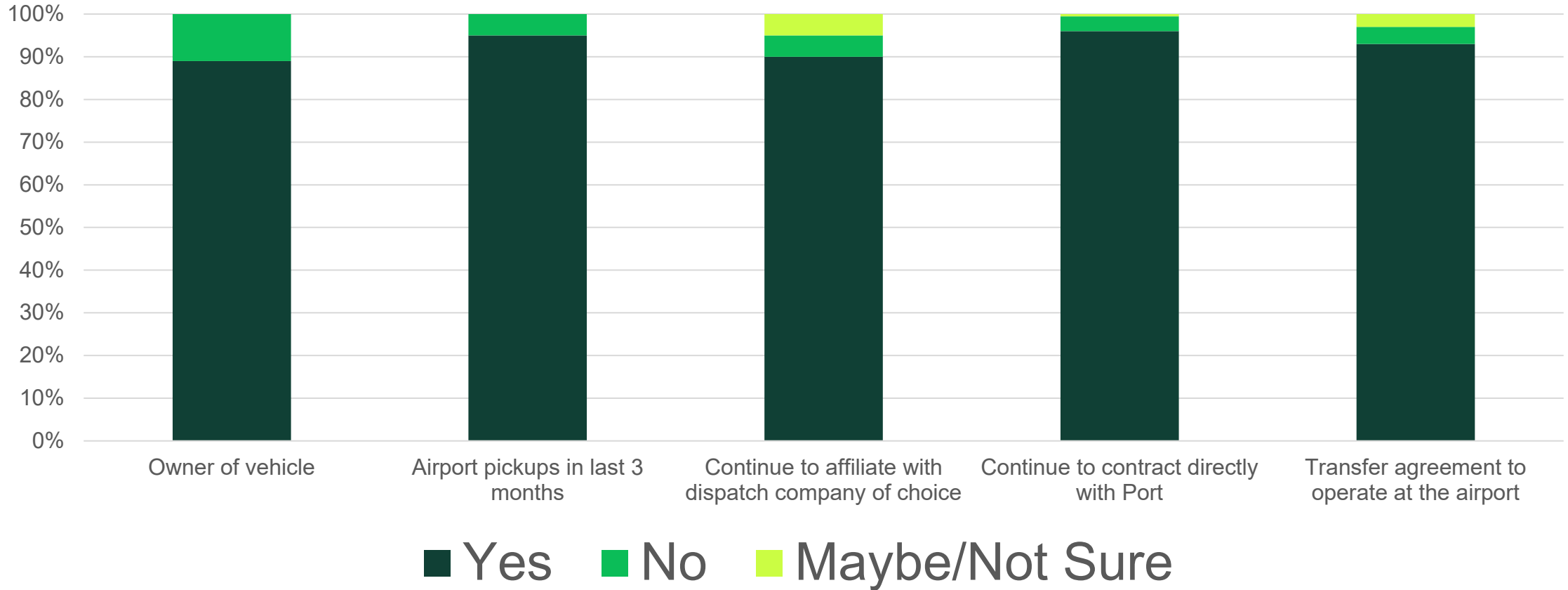
August 1, 2022



Great Survey Turnout – Thank You!



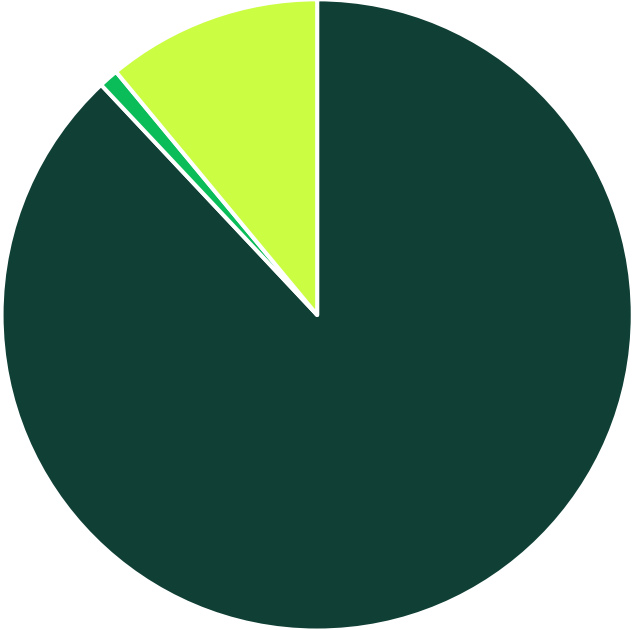
Key Takeaways from 193 Responses



Support for Pilot Program Elements

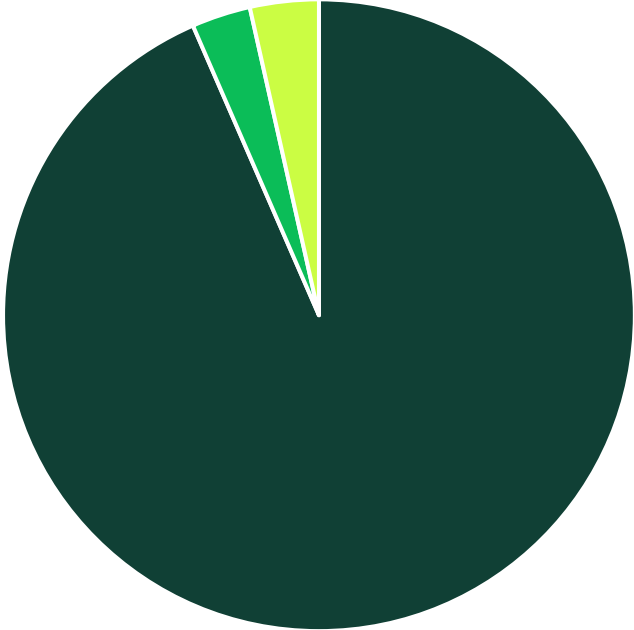


Fleet Size



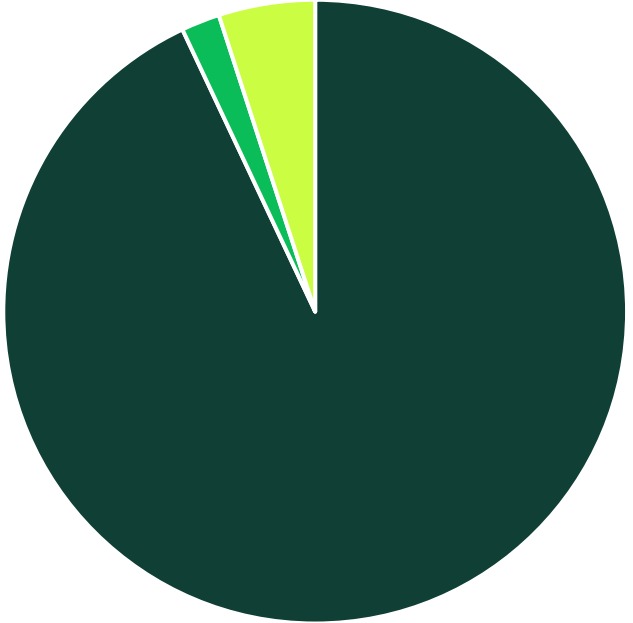
■ Maintain ■ Expand ■ Reduce

Port Fee Collection



■ Pay as You Go ■ Monthly Fees ■ Other

Port vs. Operators Overseeing Curbside Management

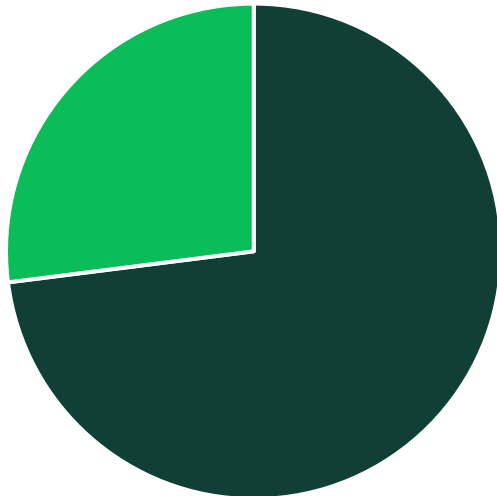


■ Port ■ Operators ■ Not Sure

Areas of Focus



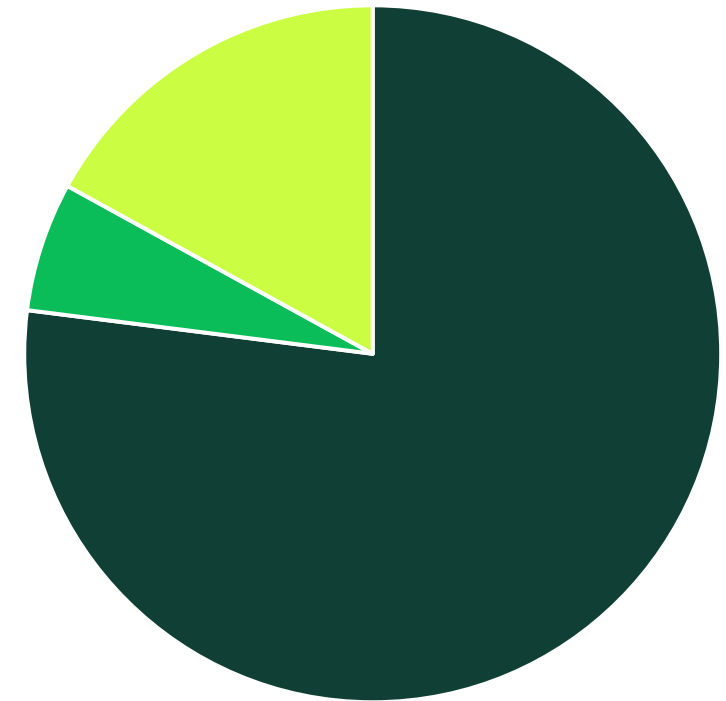
Majority of respondents cited **short trips** as the biggest problem facing drivers in the taxi/flat rate industry today



Concerns about passing on the per-trip fee to customers

- Potential arguments/conflict with customers
- Competition between flat-rate and metered cabs
- Reduction in number of trips

Virtual Queuing



■ No ■ Maybe/Not Sure ■ Yes



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Pilot Program Recap



Pilot Program Overview



The two-year pilot program began on October 1, 2019

Extended one year due to the pandemic

Ends September 30, 2022

- **On-demand taxi/flat-rate system**
- **Per trip fee of \$6**
- **Maintain current fleet size**
- **Associate with any dispatch company**
- **Port contracts separately for curb management**
- **Coordination with voluntary organization**
- **Drivers contract directly with the Port**
- **Outreach meetings are held quarterly (about every three months) for the duration of the program**

Pilot Program Outreach



What did we hear from drivers?

- Concerns over short trips
- Requests to implement a minimum fare
- Operators continue to affiliate with own dispatch company
- Maintain existing fleet size
- Requests for ability to transfer agreement to others
- Port should oversee curbside management
- Continue trip fee payment directly to the Port + “pay as you go” system
- Concerns about fare differences between metered and flat-rate cabs

Pilot program outreach recap:

- Outreach sessions: 15 (10 in-person, 5 via Zoom)
- 3 online surveys
- Monthly meetings with the Voluntary Organization





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New Program Elements



Taxi Program Elements



Driver Outreach

- SEA continues quarterly outreach

Purpose

- Provide a place for driver feedback on operational successes and concerns

Taxi Program Elements



Short Trips

- Drivers required to pass along full per-trip fee as a surcharge to customers

Purpose

- Quickly and directly address the burden of short trips on drivers

Taxi Program Elements



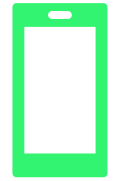
Fees & Cost to Operate

- Year 1: \$6/pick-up
- Year 2: cost recovery up to \$8
- Year 3: cost recovery
- Fees paid directly to SEA upon passenger pick-up
- Passengers pay the fee
- Port to continue contracting of curbside management

Purpose

- Financial sustainability
- Enhance efficiency of operations

Taxi Program Elements



Technology

- Explore virtual queue with feedback from drivers

Virtual Queue Benefits

- Use modern technology
- Reduce long wait times
- Drivers can take trips in nearby areas while waiting
- Reduce emissions
- Increase efficiency and lower costs
- Could help with short trips

Taxi Program Elements



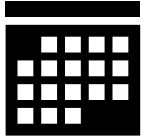
Permitting & Fleet Composition

- Three (3) year direct relationship between SEA and current medallion holders, free to affiliate with company of choice
- Maintain current fleet size
- Transfers only through City of Seattle and with SEA approval

Purpose

- Provide easy contracting
- Meet requests for fleet size and affiliation

Timeline and Next Steps



Host Outreach Sessions

- Host outreach sessions
- Report out results of most recent survey & status of post-pilot program planning
- Share planned post-pilot components
- Gather feedback on any operational concerns

Pilot program ends September 30, 2022

- Once pilot program ends, implement on-demand taxi/flat rate for-hire program

Explore Virtual queue

- Explore virtual queue system with drivers

Execute agreements with medallion holders

Ongoing outreach



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Feedback and Q&A



Please share your feedback on the plan!



- 3-year contract directly between the Port and medallion owners
- Maintain existing fleet
- Affiliate with own dispatch company
- Port to continue contracting of curbside management



- Direct trip fee payment to the Port
- Explore virtual queue with driver feedback



- Requirement to pass along full per-trip fee to passengers



- Ongoing outreach to drivers