On-Demand Taxi/Flat-Rate Outreach Meeting
Key Takeaways from 193 Responses

- Owner of vehicle: 100%
- Airport pickups in last 3 months: 90%
- Continue to affiliate with dispatch company of choice: 80%
- Continue to contract directly with Port: 70%
- Transfer agreement to operate at the airport: 60%

Legend:
- Yes
- No
- Maybe/Not Sure
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
Pilot Program Recap
Pilot Program Overview

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

- 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

Extended one year due to the pandemic

- 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

Ends September 30, 2022
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
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
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
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