

Accessible Dispatch  
9/14/12 - 3/14/13  
Pickup Locations

◆ Pickup Locations



Source: Cab Maestro Web Portal Export, April 2013

# ACCESSIBLE DISPATCH PROGRAM

## SIX MONTH REPORT

April 18, 2013



# Milestones

2

- TLC conducted accessible dispatch demonstration project.
  - ▣ July 2008 - June 2010
  
- Accessible Dispatch officially launched.
  - ▣ September 14, 2012
  
- Accessible Dispatch completed more trips in 6 months than the demonstration project completed in 2 years.
  - ▣ March 12, 2013

# What is Accessible Dispatch?

3

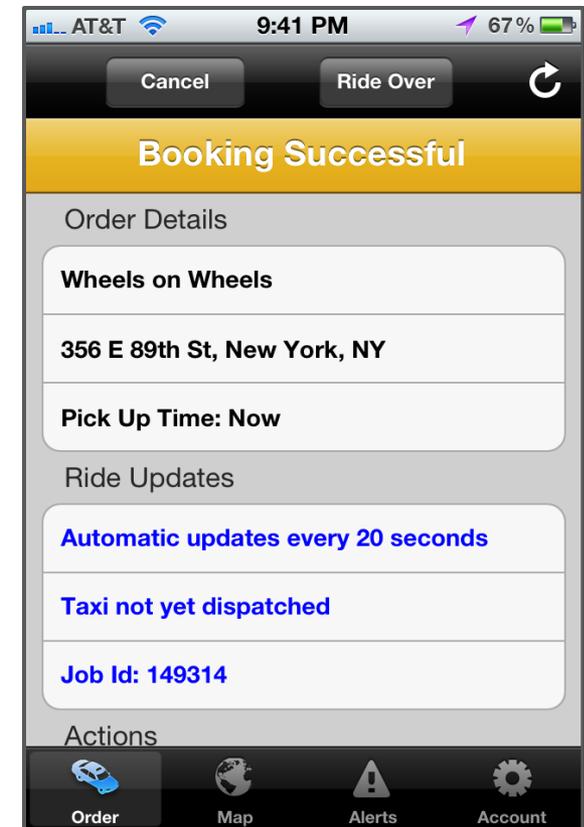
- Centralized service that enables customers with wheelchairs to request an accessible taxicab anywhere in Manhattan.
- On-demand service is available 24 hours per day 7 days per week year round and is operated by Metro Taxi.
- Advanced reservations are also available.
- No additional charge to customers.

# How Does the Program Work?

4

□ **Step 1:** Customer requests a taxi to a pickup location in Manhattan.

- 1) Contact 311
- 2) Call Accessible Dispatch Directly – (646)-599-9999
- 3) Text - (646)-400-0798
- 4) Order Online - [www.nycaccessibledispatch.org](http://www.nycaccessibledispatch.org)
- 5) Wheels on Wheels (WOW) smartphone app available free for iPhone and android phones



# How Does the Program Work?

5

- **Step 2:**

Accessible Dispatch technology sends trip request to the closest available taxi.

- **Step 3:**

Driver accepts trip request and drives to the pickup location (driver is paid pickup fee for distance traveled).

- **Step 4:**

Passenger receives confirmation and is given taxi medallion assigned to trip.

- **Step 5:**

Driver arrives at pickup location and secures passenger in the vehicle.

- **Step 6:**

Meter starts after passenger is secured in taxi.

# Accessible Dispatch Compared to Demonstration Project

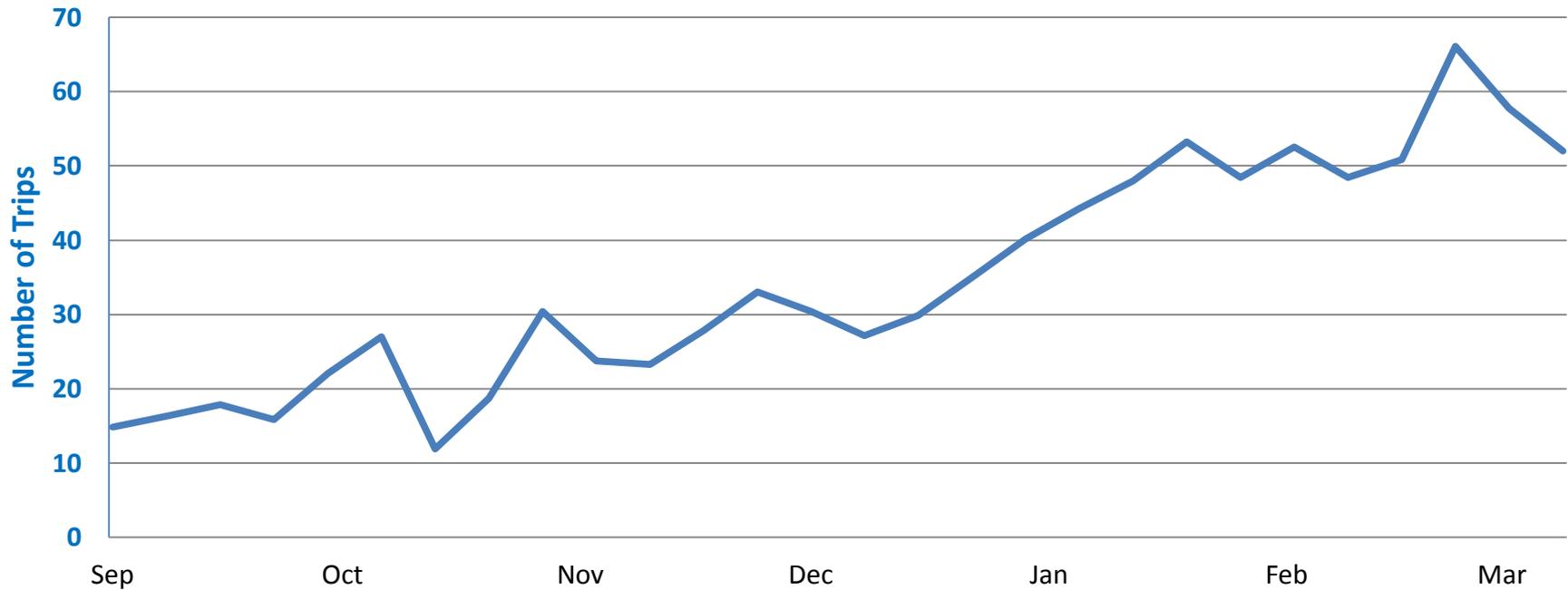
6

<b>Program Statistics</b>	<b>March 2013</b>	<b>September 2012 – March 2013</b>	<b>Demonstration Project 2008-2010</b>
Average Weekly Completed Trips	392	231	112
Average Daily Completed Trips	56	33	8
Average Wait Time	13.5 minutes	16 minutes	34 minutes
Total Trips Completed	1,604	6,002	5,828
Total Unique Users	565	1,432	2,700

# Program Performance

7

## Average Completed Trips per Day

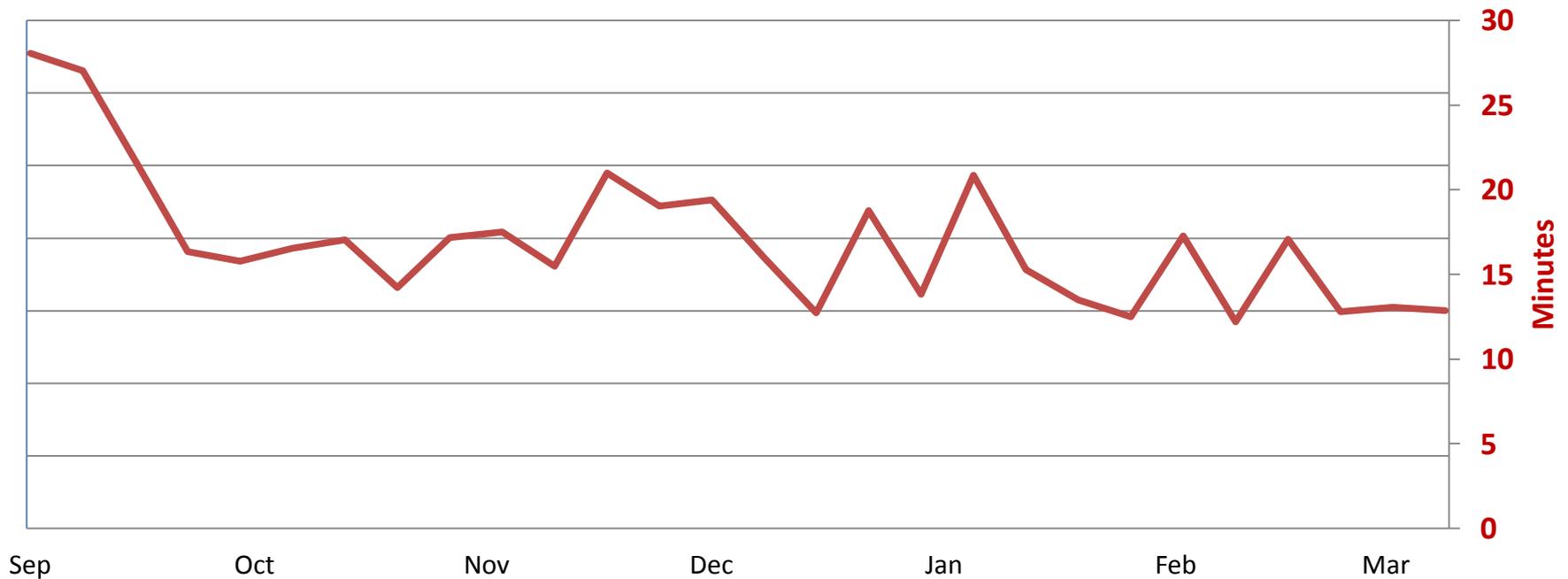


— Average Completed Trips/Day

# Program Performance

8

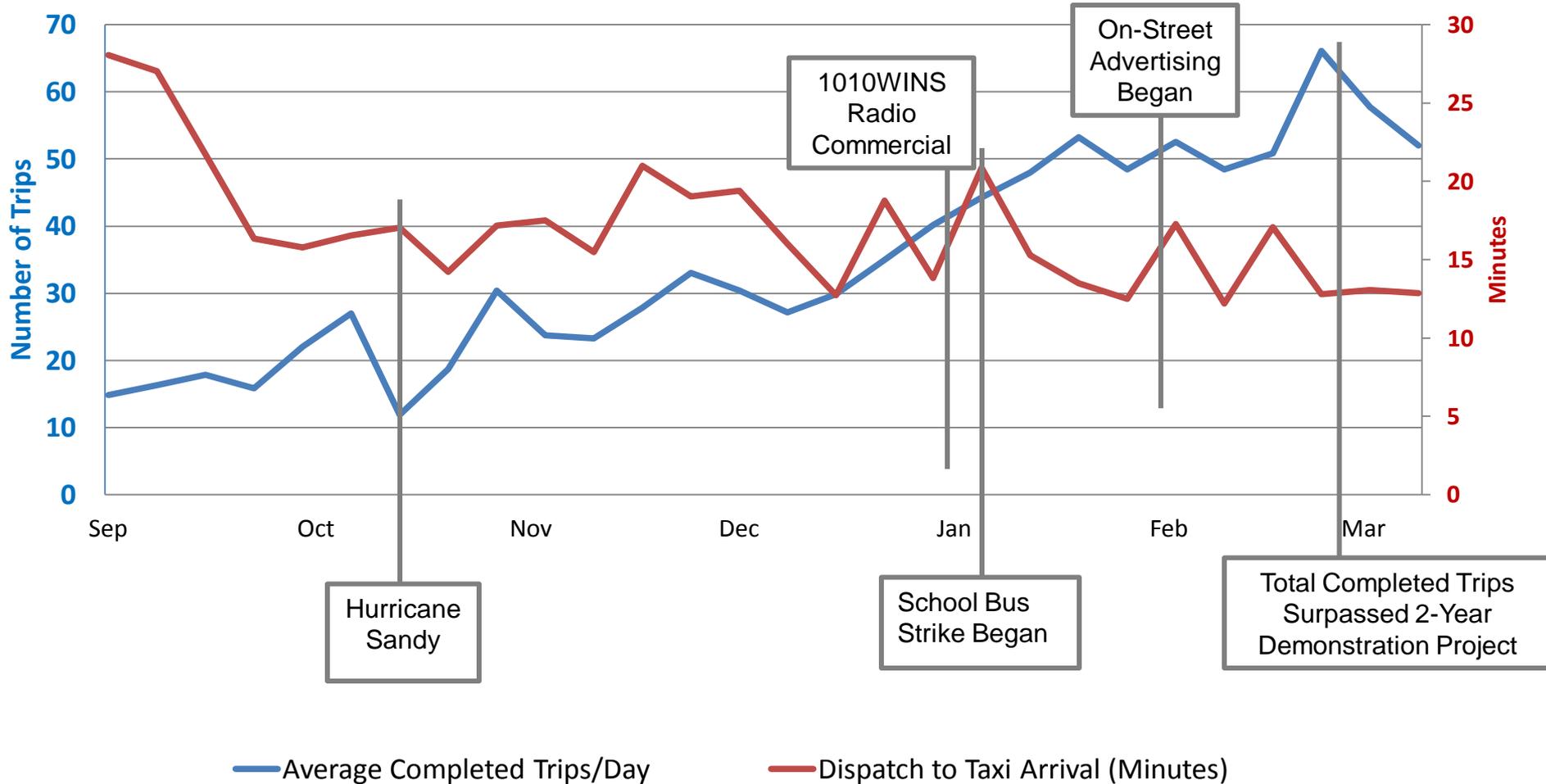
## Average Wait Time



— Dispatch to Taxi Arrival (Minutes)

# Program Performance

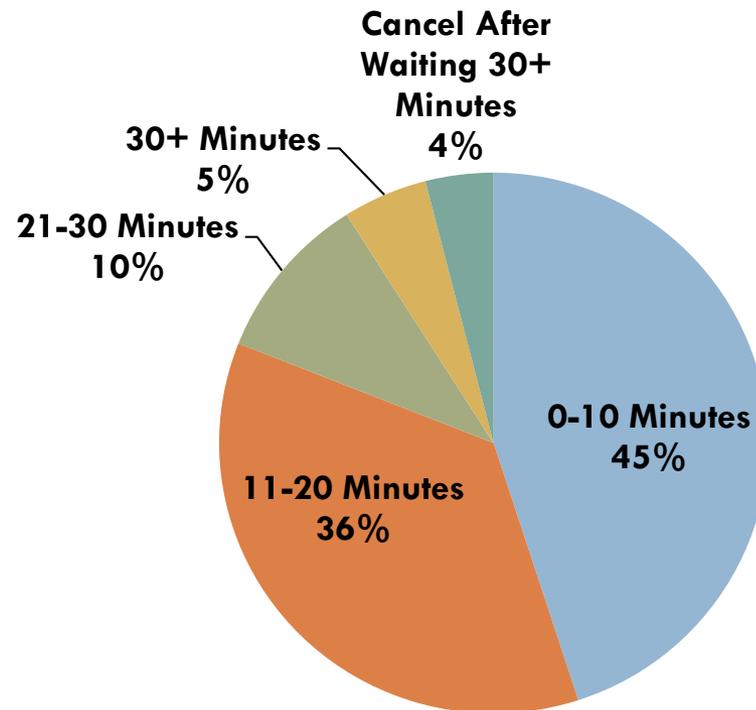
## Average Completed Trips per Day and Average Wait Time



# Customer Wait Time

10

**Time For Taxi to Arrive at Pickup Location After Customer Request**



# Print Media

- Accessible Dispatch was featured in:
  - *The Wall Street Journal*
  - *The New York Times*
  - *The New York Post*
  - *The Boston Globe*
  - *WNYC New York Public Radio*
  - *American Way*, (American Airlines Inflight Magazine)
  
- Articles also appeared in Disability Publications:
  - *Paraplegic News*
  - *Careers and the DisABLED*
  - *New Mobility*
  - *Challenge Magazine*

# On-Street Advertising

12

## Bus Shelters



## Phone Kiosks



# Palm Cards

13

## **5** Easy Ways to Order an Accessible Taxi



**On-demand or reservations accepted 24/7,  
365 days from any location in Manhattan!**

- Call 311
- Call our dispatch center directly: (646)599-999
- Text a request to us: (646) 400-0789
- Use our mobile WOW Taxi APP (Wheels on Wheels).  
It's available in the iTunes Store.
- Order online at [www.accessibledispatch.com](http://www.accessibledispatch.com)  
or at [www.nycaccessibledispatch.org](http://www.nycaccessibledispatch.org)



# Opportunities for Improvement

14

- Expand Outreach and Press Campaign
- Increase Driver Participation
- Reduce Passenger Wait Time
- Issue 2,000 Accessible Medallions

# www.nycaccessibledispatch.org

15

**Accessible DISPATCH**

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**Accessible Dispatch. At your service now.**  
The new way to book a wheelchair-accessible taxi in Manhattan. No advance reservations necessary; available to you 24/7.

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WOW Taxi (Wheels on Wheels)

**Community Feedback**  
From Our CT & NYC Accessible Services

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