

# E-HAIL PILOT PROGRAM

October 20, 2014

# E-Hail Adoption and Fulfillment Rates

2

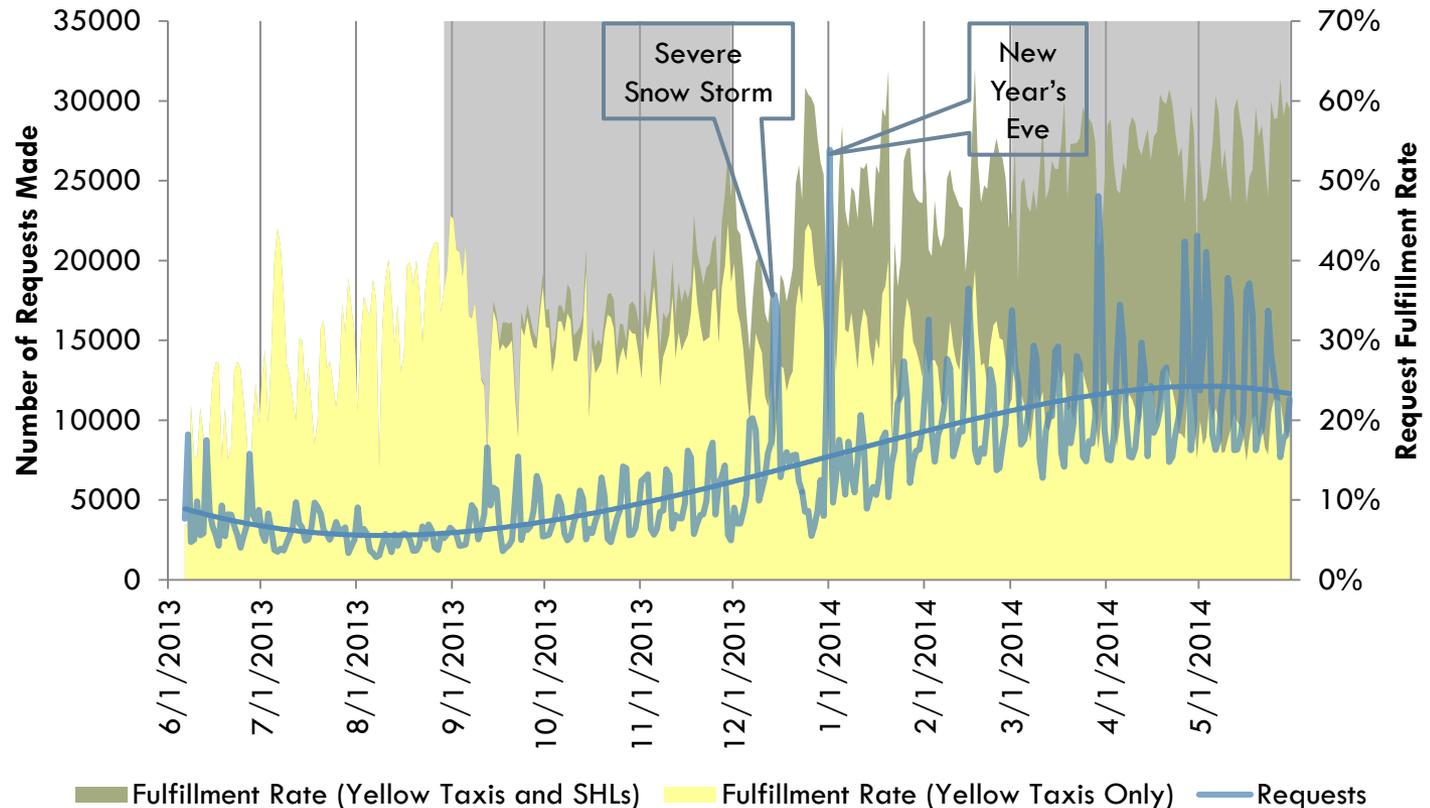
From June 2013 to May 2014, 325,288 unique users requested an E-Hail a total of 2,508,374 times.

7,644 taxi drivers completed E-Hail trips.

E-Hails were requested an average of 7,026 times a day.

E-Hail fulfillment rate by yellow taxis was 37%. This is an average of 4.5 trips per user who took a trip using E-Hail.

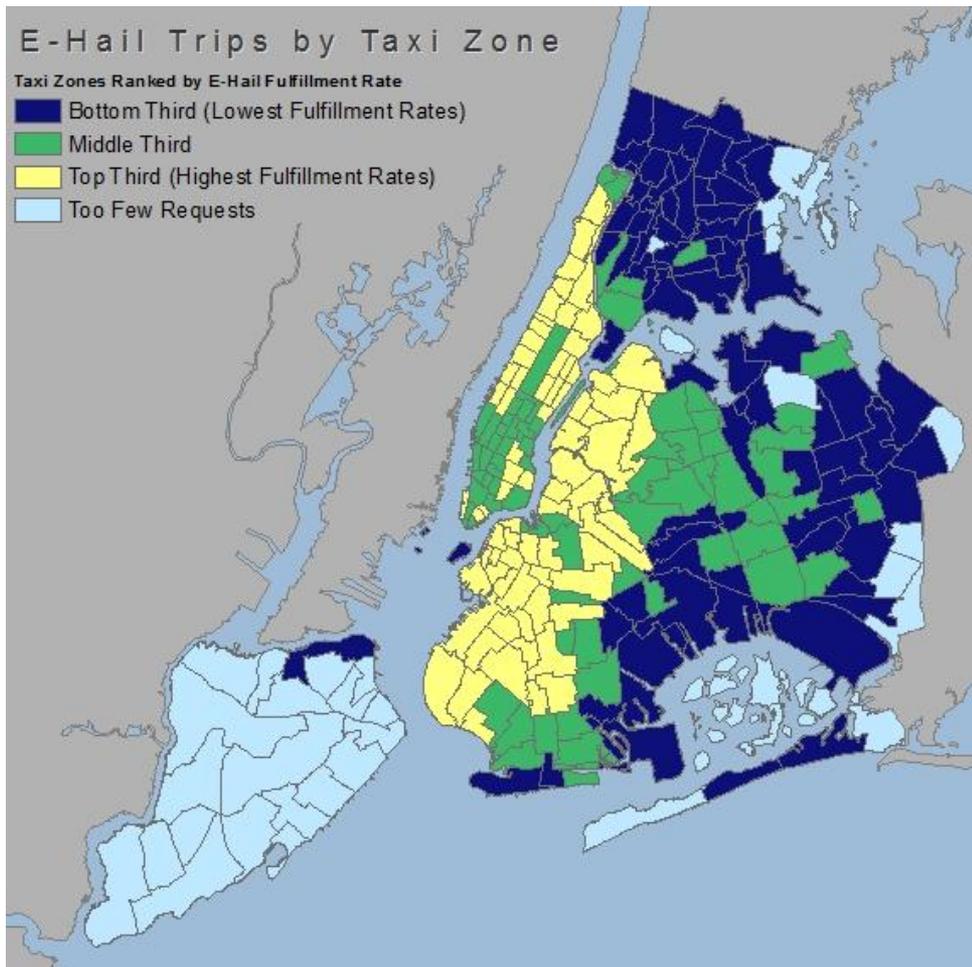
## E-Hail Usage Trend



Source: E-Hail usage data (June 6, 2013 to May 31, 2014)

# Where are Passengers using E-Hail?

3



Source: E-Hail usage data (June 6, 2013 to May 31, 2014)

- E-Hails accounted for 0.37% of all yellow cab pickups.
- The highest E-Hail fulfillment rates by taxis were in Harlem and the Upper West Side, Astoria, and Windsor Terrace.
- The lowest fulfillment rates by taxis were in the Rockaways, northeastern Bronx, and eastern Queens.

# Where are Passengers using E-Hail?

4

	% of All E-Hail Pickups	% of All Taxi Pickups
Manhattan Below 110 <sup>th</sup> St.	33.91%	89.88%
Manhattan Above 110 <sup>th</sup> St.	5.27%	1.65%
Brooklyn North of Prospect Park	47.34%	2.56%
Brooklyn South of Prospect Park	3.41%	0.77%
Queens (excluding airports)	9.85%	1.31%
The Bronx	0.21%	0.06%
Staten Island	0.00%	0.00%
Airports	0.00%	3.75%
<b>Total Trips</b>	<b>625,590</b>	<b>164,728,791</b>

66.09% of all E-Hailed taxi trips were picked up either north of 110<sup>th</sup> Street in Manhattan or in the other boroughs excluding airports vs. only 6.37% of all taxi pick-ups.

These same areas enjoyed some of the highest E-Hail fulfillment rates.

Source: E-Hail usage data (June 6, 2013 to May 31, 2014)

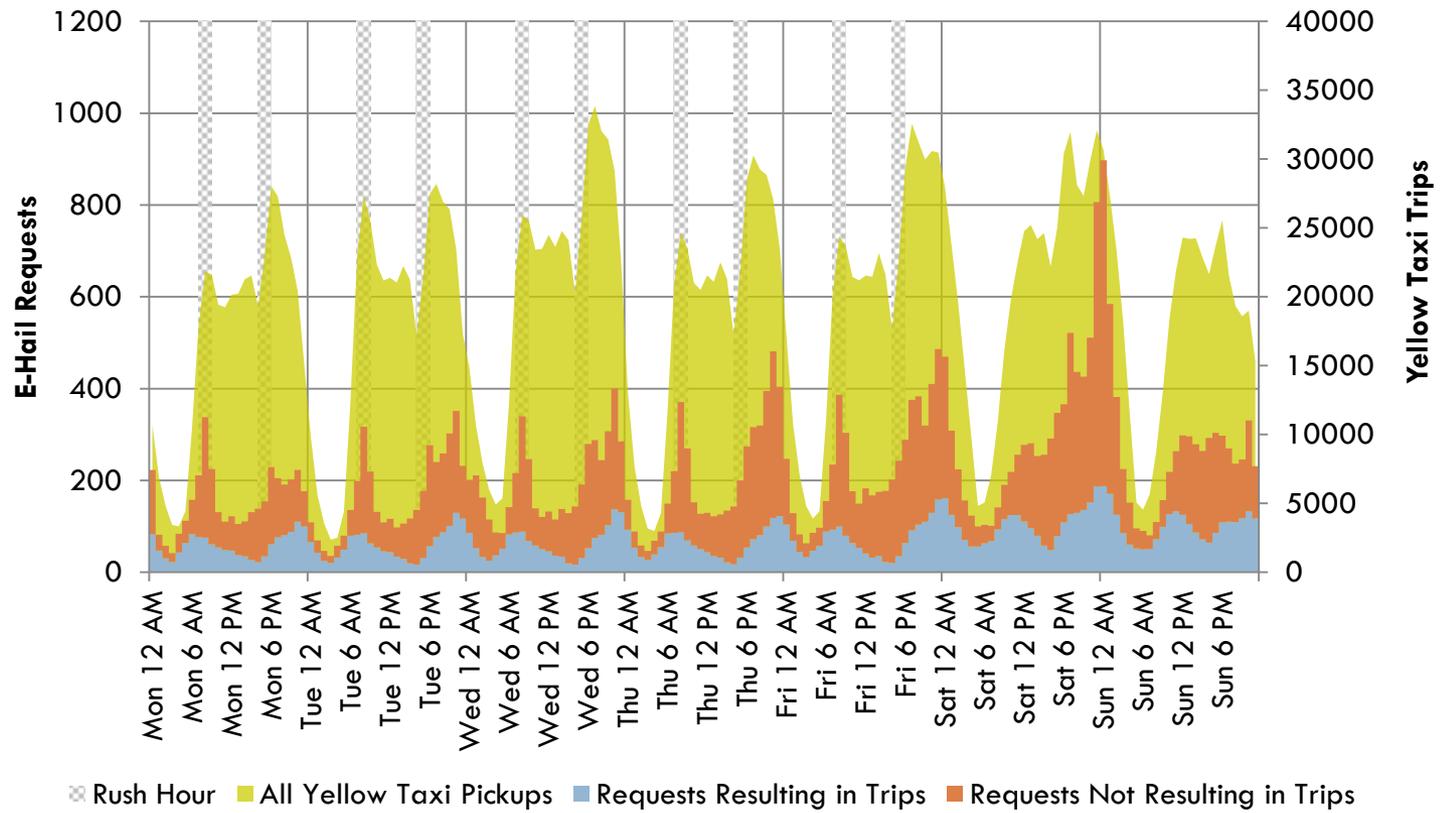
Note: Columns may not sum to 100% due to rounding error

# When are Passengers using E-Hail?

E-Hail requests were cyclical, peaking at 8 AM on weekdays and again at 9 PM and dropping off after midnight (similar to overall taxi patterns).

A larger percentage of taxi E-Hail trips take place in the early morning than do taxi trips in general (26% vs. 15%).

### Average Weekly E-Hail Requests by Time of Day



Source: E-Hail usage data (June 6, 2013 to May 31, 2014)

# Impact on Yellow Taxicab Industry

6

- Average number of daily trips across the entire first year of the pilot program decreased 3.0% compared to same time period last year; decreased 2.8% in 4<sup>th</sup> quarter alone compared to same time period last year.
- Average farebox revenue across the entire first year of the pilot program was higher by 2.7%; however decreased by 0.5% in 4<sup>th</sup> quarter alone compared to same time period last year.
- When taxi drivers used E-Hail in the month of *May*, they averaged approximately the same number of trips per shift as their peers who did not use E-Hail at all.
- Number of actively licensed taxi drivers increased by 2% (985 drivers) compared to *May 2013*.

# Impact on FHV Industry

7

	FHV Licensees as of May 2012, May 2013, and May 2014				
	2012	2013	2014	Change from 2013 to 2014	
FHV bases	755	813	846	<b>+33</b>	<b>+4.1%</b>
FHV vehicles	38,424	40,766	48,567	<b>+7,801</b>	<b>+19.1%</b>
FHV drivers	51,740	53,556	58,192	<b>+4,636</b>	<b>+8.7%</b>

Source: TLC Licensing Records as of last day of May in each year.

The number of TLC-issued licenses in the FHV sector increased across the board when comparing the number of active licensees in the month of May 2014 to the number of active licensees in the months of May 2012 and 2013.

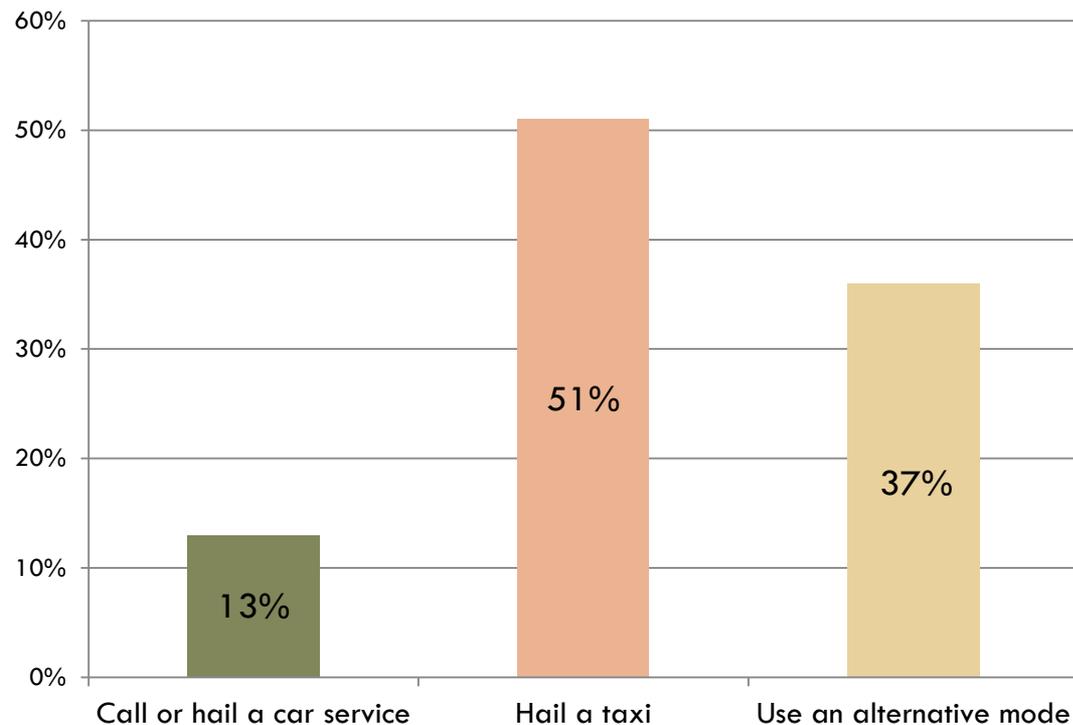
# Impact on FHV Industry

Most passengers who E-Hailed reported that they would have hailed a taxi even without an E-Hail app.

13% of passengers reported they would have called or hailed a car service.

Applied to the daily average of 2147.7 E-Hail trips, this 13% only translates to 0.0057 daily trips per FHV.

**How would you have most likely gotten to your destination without the use of an app?**



Source: TLC E-Hail Passenger Survey, 2013 and 2014  
Note: Columns may not sum to 100% due to rounding error

# Impact on Passenger Service

9

- Passengers are split over the value of E-Hail:
  - 26% of passengers reported that E-Hails were more convenient.
  - 24% of passengers reported that street hails were more convenient.
  - 34% of passengers reported the convenience varied by trip.
- Relatively few trips originated through E-Hailing, thus wait times were not likely to have been significantly impacted for passengers who do not own or use smartphones.
- E-Hail apps were used by passengers of all ages:
  - 25% of passenger respondents who E-Hailed were between 20 and 34.
  - 24% were between 35 and 64.
  - 26% were aged 65 or older.
- Compared to same time last year, refusal complaints were at similar levels and combined unsafe driving and cell phone use complaints dropped by 10.5%.
- Collision data received from the DMV for June 2013 through May 2014 show just 3.7% of taxi drivers who participated in E-Hail were involved in collisions vs. 5.2% of taxi drivers who did not participate in E-Hail in that same time period.

# Conclusions

**Data evaluated by TLC suggests that E-Hail Apps increase the efficiency by which passengers and drivers are connected in certain lower-trafficked areas and they do so without negatively impacting the FHV industry or general taxi hailing public.**

- Adoption by passengers and drivers grew over the first year of the pilot, and as customers became more experienced users, their fulfillment rates went up.
- E-Hail Apps are having the greatest effect on passengers and drivers in places that tend to be underserved by taxis.
- E-Hail service has been utilized by people of all ages, including senior citizens who make up a quarter of reported app users.
- Safety is unaffected, as complaints are down from same time last year, and DMV data received to date indicates E-Hail drivers contribute to fewer collisions than non E-Hail drivers.
- Finally, given the low percentage of trips that are E-Hailed, the overall financial impact on both FHV and medallion industries has been small.