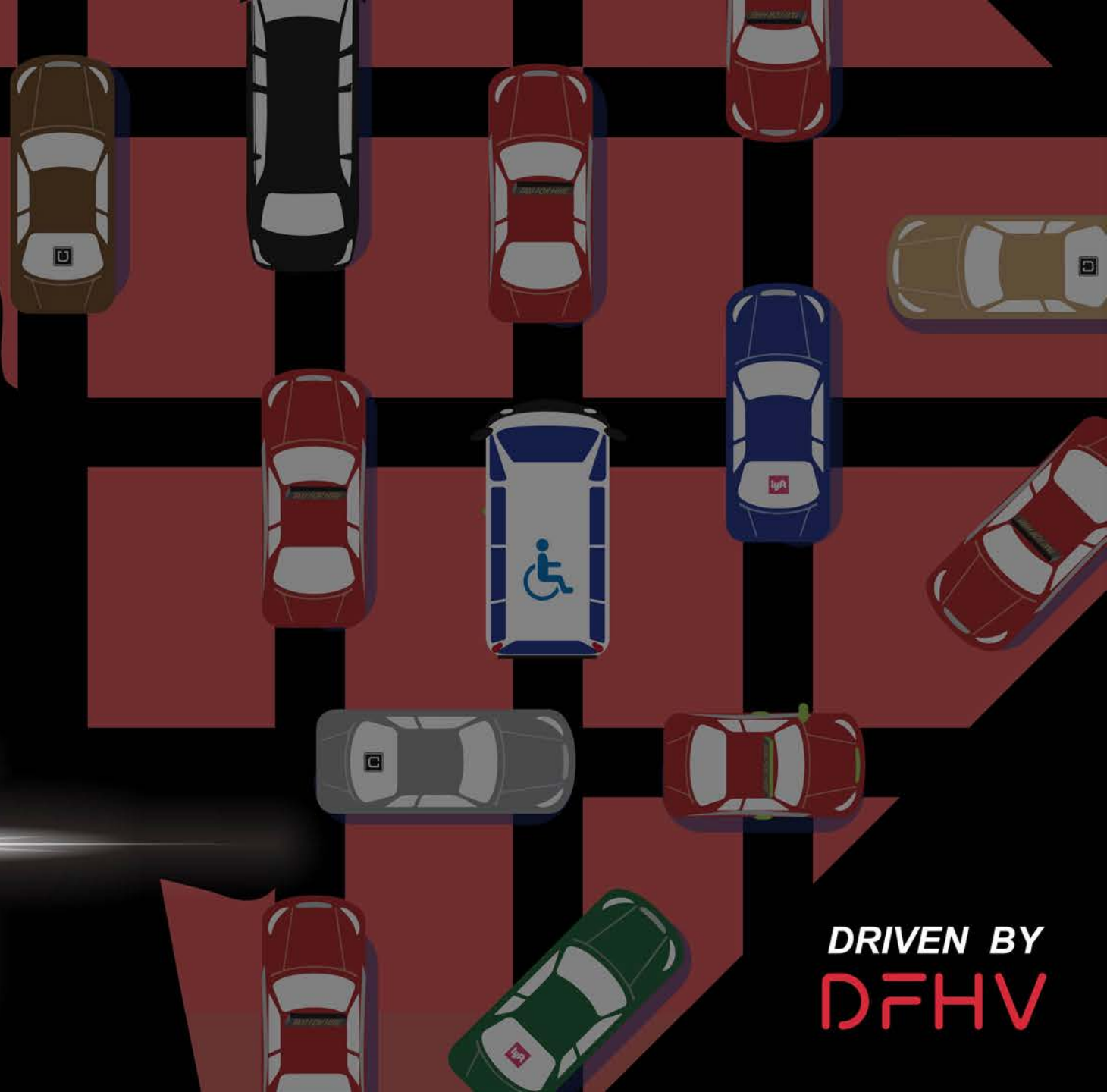


# THE EVOLUTION OF THE RIDE



DRIVEN BY  
DFHV



D.C. Department of For-Hire Vehicles

# NRS 2.0



Targeted for Summer 2018

# DFHV

## WHO ARE WE?



**NEW NAME...**

**NEW RESPONSIBILITIES**

**On June 28, 2016, the former DC Taxicab Commission was reorganized and expanded into the District of Columbia Department of For-Hire Vehicles.**

*District of Columbia  
Transportation Reorganization  
Amendment Act of 2015*

# DFHV

## WHO ARE WE?



### **NEW NAME...**

### **NEW RESPONSIBILITIES**

- **Regulate all FHV services – taxis to TNCs**
- **24/7 street enforcement**
- **In-house adjudication**
- **Independent rulemaking authority**
- **Five statutory divisions**
  - **Office of the Director**
  - **Office of Regulatory Policy & Planning**
  - **Office of Client Services**
  - **Office of Compliance & Enforcement**
  - **Office of Hearings & Conflict Resolution**

# DFHV

## WHO AM I?



JACQUES P. LERNER  
Senior Policy Advisor

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202.645.6019

## **SAME NAME... NEW RESPONSIBILITIES**

- **Senior Policy Advisor, Head of Office of Regulatory Policy & Planning (March 2017)**
  - **DFHV General Counsel (2012-2017)**
  - **OAG Trial Attorney (1994-2012)**
- **Direct report to the Director on all policy matters**
- **Team to design innovative ways to quickly achieve goals**
- **Head of research**
- **Lead writer for public-facing and internal documents**
- **Maintain the agency's knowledgebase**
- **POC to DC For-Hire Vehicle Advisory Council**

# DFHV

## WHO ARE WE?



## MISSION

***Protect the public interest through appropriate regulation of the entire for-hire industry, to ensure that visitors and all Washington, D.C. residents have a choice of safe, affordable, accessible transportation options.***

# DFHV

## WHO ARE WE?



## **VISION**

***Reinvent the expanded for-hire industry with innovative technologies and business models, to enhance customer choice, improve safety and accessibility, reduce traffic congestion and carbon footprints, and allow visitors and all D.C. residents to have access to excellent transportation options.***

# DFHV

## ACHIEVING THE VISION



## GOALS HEADING INTO 2019

- **Stabilize taxi segment for accessibility & street hails**
  - *Improve safety & QA across the FH spectrum*
- **Modernize technology infrastructure to allow developers to deploy new products and services**
  - *Support programs to lower carbon emissions, reduce traffic & promote a more livable City*
- **Expand transportation options across D.C. to end transportation barriers by 2020**
  - *Innovate ideas for Transportation-as-a-Service (TaaS)*



# DFHV

## NEIGHBORHOOD

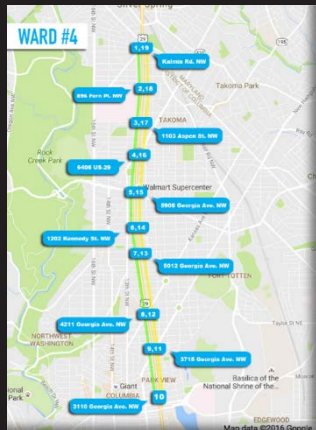
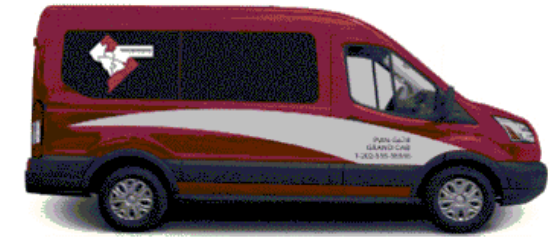


## RIDE SERVICE *ORIGINS*

- Improve access to transportation in underserved areas
- Studied transportation options in areas with low taxicab use (data and surveys)
- Laid out four routes based on projected ridership, trip purpose, and trip length
- Launched as pilot in FY17, with \$183,000 in grants for companies to buy vans, train drivers, plus vouchers for residents to use the service

# DFHV

## NEIGHBORHOOD RIDE SERVICE *PILOT*



- **Linear and circular routes in Wards 4, 7, and 8**
- ***Small, comfortable 8-seat Ford Transit vans***
- **Pickups at fixed locations**
- ***Dropoffs anywhere on route & allowed to turn***
- **Fare \$3.25**
- ***Passengers pay cash, payment card, or phone***
- **High customer satisfaction, mixed route viability**

# DFHV

## NEIGHBORHOOD RIDE SERVICE *LESSONS*



- **Can solve transportation problems**
- ***Can provide better service at lower prices***
  - **Can create new revenue for taxicabs**
  - ***Focus routes on ridership and viability***
- **Linear routes outperform circular routes**
- ***Include last mile to/from Union Station***

# DFHV

## NRS 2.0

A CITY-WIDE MICRO-TRANSIT PROGRAM



## FEATURES

- *NEW* DATA-OPTIMIZED ROUTES INCL. UNION STATION-CITYCENTER
- *NEW* OPTION TO EHAIL TO ROUTE LOCATIONS WITH APP THAT AUTOMATICALLY POOLS RIDERS
  - *NEW* VEHICLE TYPES INCL. ALL FHV
- *NEW* FOCUS ON CUSTOMER AND DRIVER FEEDBACK
  - *NEW* INTEGRATION WITH EHAIL SMART BUTTONS
- *NEW* LINKS TO DIGITAL TRANSPORTATION SIGNAGE
- SERVICE & APP OBTAINED BY RFP AND/OR GRANTS

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# DFHV

## NRS 2.0

A CITY-WIDE MICRO-TRANSIT PROGRAM



# TARGETED BENEFITS 1 OF 2

- GOAL: Stabilize taxis for accessibility, street hails  
*ACHIEVED: New revenue, vehicles incl. taxi sedans*
- GOAL: Improve safety & QA across the spectrum  
*ACHIEVED: All VFHs that join will provide data*
- GOAL: Modernize technology infrastructure  
*ACHIEVED: Expand booking to include optional app*

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# DFHV

## NRS 2.0

A CITY-WIDE MICRO-TRANSIT PROGRAM



# TARGETED BENEFITS 2 OF 2

- GOAL: Lower emissions, reduce traffic, promote a more livable City  
*ACHIEVED: Option for app to pool riders, incl. all VFH; later expansion to underperforming bus routes*
- GOAL: Expand options Citywide, end transportation barriers in the District by 2020  
*ACHIEVED: Lower fares/costs, new taxi revenue, app*
- GOAL: Innovate ideas for Transportation-as-a-Service  
*ACHIEVED: Move focus from vehicle type (artificial) to getting a safe, accessible, affordable ride from anywhere to anywhere (real)*

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# DFHV

[DFHV.dc.gov](https://dfhv.dc.gov)

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