

Ground Transportation Proposal to Address On-Demand Operators and Transportation Network Companies

180 Day GT Review Summary

May 26, 2015 Commission Direction

Gather GT stakeholder input		<i>Done. Completed six stakeholder outreach meetings in July & August</i>
Compile industry best practices		<i>Done. Leigh Fisher report completed in September</i>
Validate regulatory and operational parameters		<i>Done. Consistent with City, County, State</i>
Develop options that meet Commission criteria		<i>Done. Presented September 8, 2015</i>
Assess facility requirements appropriate for changes resulting from alternative business models		<i>Done. Traffic and facility analysis preliminary findings completed December 2015</i>

Comprehensive GT review accomplished

Commission Criteria

- **Provide quality GT service for the traveling public**
 - Passenger safety
 - Minimal wait times
 - Accessible accommodation for disabled guests
 - Menu of transportation options
 - High standards for vehicle maintenance/appearance
 - Reasonable access fees for operators
 - Customer Service training for all drivers
- **Provide adequate capacity to meet dynamic demand**
 - Balanced diversity of ground transportation modes based on consumer behavior
 - Balanced facility utilization for benefit of customers, operators and staff
 - 24/7 availability including during inclement weather and extraordinary
- **Revenue Generation**
 - Support future airport capital development
- **Promote small business and expand economic opportunity**
 - Equitable methodology for access to operators
 - Supports Port commitment to small business
- **Minimize environmental impact**
 - 100% green fleet
 - Minimize deadheading and dwell
- **Manageability and Accountability**
 - Fair and equitable enforcement
 - Transparent reporting of financial & operating data
 - Rigorous and regular auditing of all operations
 - Incorporation of latest technologies to advance business intelligence

Informs a framework for recommendation

A Level Playing Field

- Access for the Disabled
- Green Fleet and Deadheading Reduction
- Insurance Coverage
- Operator Background Checks
- Consumer Protection
- Customer Feedback
- Financial Accountability via technological reporting
- Operational Accountability via technological tracking and Trade dress compliance

Wherever legally and practically possible.....

Proposed Three-Tier On-Demand GT Framework

- RFP for combined on-demand metered Taxis and flat rate For Hire transportation providers
- Implementation of on-going month-to-month TNC operating agreements
- Subsequent RFP for on-demand limousine contract

Re-baselines all On-demand services in 2016

On-Demand Service Recommendation

Issue Request For Proposal (RFP) that includes on-demand Taxi and flat rate For Hire services in a single contractual agreement

- Single management agreement
- Include metered taxi and flat-rate for hire services
 - One or more taxi providers
 - One or more For Hire providers
- Located on 3rd floor of parking garage
- Expanded 100% green fleet
- Annual revenue guarantee
- Required customer service training
- Maximum customer wait time standards
- Driver behavior responsibility
- Accurate and timely trip and revenue reporting
- Vehicle condition standards
- Customer feedback mechanism
- Penalties for service failures
- Off-site staging management
- Off-site staging facility responsibility

Port maintains primary responsibility for enforcement, administration, oversight

Key Terms of On-demand Contract

- Fleet: Combined Metered/Flat Rate For-Hire
- Term: 3 years with 2 one-year extensions
- Fee: Minimum Annual Guarantee and per trip
- Vehicles: Expanded 100% green fleet
- ADA access: Enhanced availability
- Operating Area: 3rd Floor Parking Garage
- Consumer protection: Customer feedback app

New Standards Reflect Dynamic Environment

TNC Implementation Update

- **Term**: one year with 30-day cancellation clause, similar to all other GT (non-concession) agreements
- **Fee**: per trip fee for pick-up and drop-off trips, effectively the same as what other similar operators pay to pick-up at the Airport
- **Operating area**: 3rd floor ground transportation plaza in the Airport parking garage
- **Staging area**: 160th Street lot
- **Technology**: a virtual “geo-fence” established to monitor activity and trips
- **Wheelchair accessibility**: must provide accessible vehicle transportation option
- **Insurance**: \$1 million while on airport property
- **Background checks**: follows City of Seattle and King County requirements
- **Customer feedback**: must provide an app that allows customer feedback

Open Issue:

- **Green fleet**: staff is actively working with the TNCs on ways to implement green initiatives, including deadhead trip reduction. To date, TNCs have not provided acceptable proposal on this issue.

Recognizes and satisfies consumer demand

Anticipated On-Demand Timeline

- January 12, 2016 – Commission action for release of on-demand RFP
- January 29, 2016 – On-demand transportation RFP solicitation
- April 4, 2016 – On-demand transportation RFP award
- April 29, 2016 – On-demand transportation awardee negotiations
- July 1, 2016 – On-demand transportation provider service commencement

Implementation Path Forward