



April 26th, 2016

RE: Puget Sound Dispatch Progress

Puget Sound Dispatch would like to thank the Port of Seattle for its attention and staffing on Ground Transportation issues over the past few months. Each and every day, we work with drivers to improve their accountability, asking for total cooperation on customer service, safety, technology and deadheading. Also we would like to thank your staff for acknowledging our cooperation in incorporating TNCs into the pick up scheme at Sea Tac. On the first day of service, the staff observed drivers greeting each other and smiling. And airport staff is not reporting any problematic issues, although they are looking into some routing fixes which would make it much easier to get and out of the holding lot.

We've been a top transportation company in this area for over 100 years and our customers are a top priority. Transportation sector technology is changing rapidly— We are now competing with technology companies who offer transportation as a product. Puget Sound Dispatch is asking our drivers to adapt to technology that is new for them. Make no mistake; PSD are committed to Sea-Tac Airport and our owner/operator investments, and will do what it takes to make these technology and behavioral changes to compete in this marketplace.

We have a multi-pronged approach to the new reporting requirement. It is important to add that we addressed the driver action/error issues and we are now MUCH closer to the Ports AVI trip estimates. I believe the average per trip average fare is now within 10 or 15 cents.

Today we are ramping up for the cruise season with the **most cruise ship departures and arrivals in Seattle history**. In Q1 PSD paid an additional \$315,000 above the MAG and we are track to pay \$400,000 above the MAG in Q2. As you know, the airport is busy.

Lastly, **Deadheading**. Yellow combats it affectively because we are a market leader in transportation. We operate a green fleet of Prius vehicles at Sea Tac airport. And at least for now, PSD receives more calls to the airport than any other company. As we increase the number of taxis (and "for hires") in our airport fleet, we will have the unique ability to continue to effectively combat deadheading-- a claim none of our competitors can make because they don't have the market share.