



WOW Taxi & Accessible Dispatch

December 12, 2012

Sanders Partee, President, RideCharge, Inc.



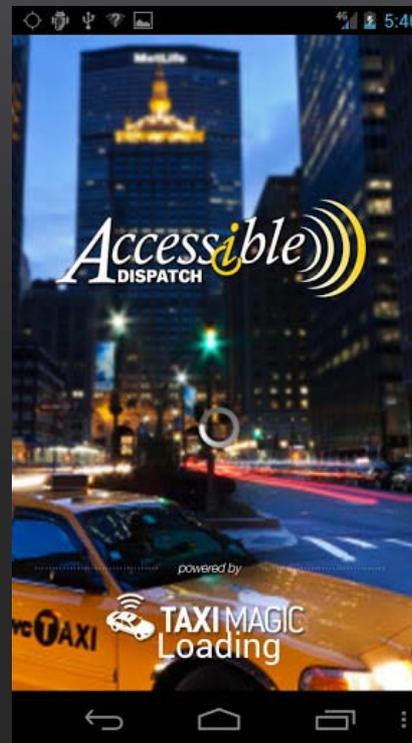
Agenda

- WOW Taxi Overview
- Importance of Accessibility
- Accessible Dispatch Program
- WOW Taxi Development & Launch
- Early Results
- Working with Regulators



WOW Taxi

- Mobile app for NYC wheelchair-accessible taxicabs
 - iPhone, Android & Mobile Web
 - Free to download
- Sanctioned by NYC TLC
- Administered by Accessible Dispatch (vendor)
- Powered by Taxi Magic award-winning technology
- Launched August 2012



About Taxi Magic

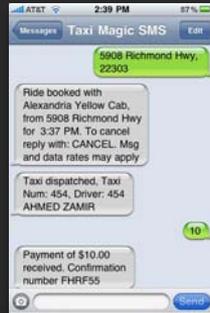
- Local technology startup (based in Alexandria)
- Founded in 2007 as RideCharge, Inc.
- Taxi Magic released in December 2008
- 60 employees
- Founders bring expertise in taxi, travel and software industries

Taxi Magic products are:

- Customer-centric
- Tailored to the fleet model
- Within local regulations



Mobile app
(iPhone & Android)



SMS/Text booking



Web booking



Backseat payment PIM

Accessibility in Ground Travel

A core value:

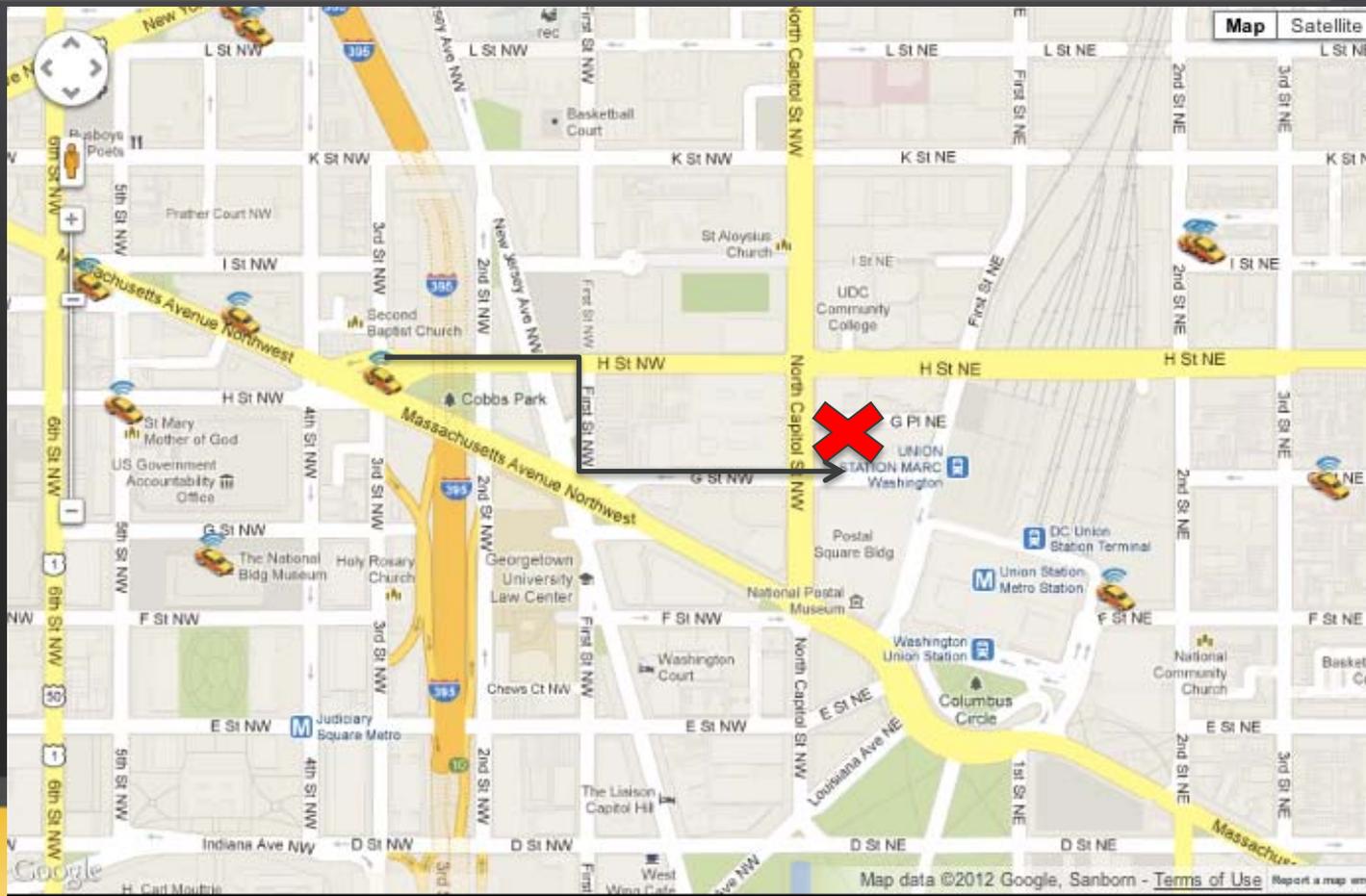
“Taxi Magic is committed to making taxis more accessible and efficient for all riders.”

- Company Mission Statement

Accessibility: Communities

Efficiency gains increase accessibility.

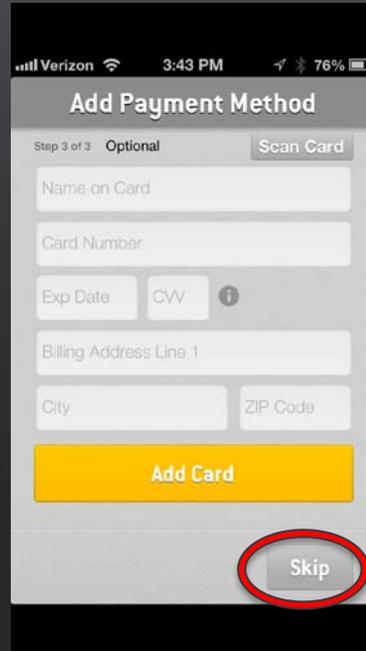
- Faster pickups
- More rides
- Less downtime



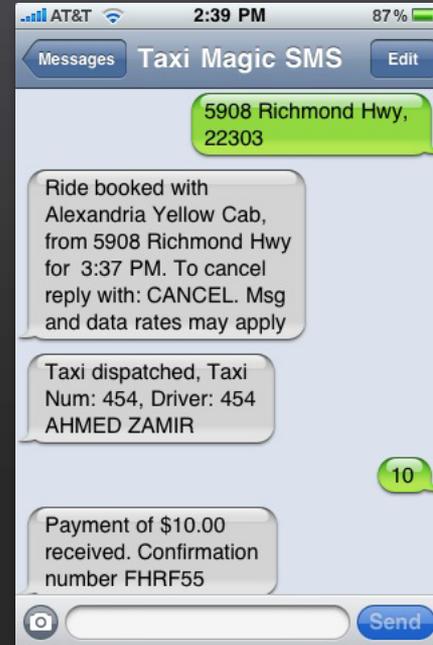
Accessibility: Socioeconomic Levels

Avoid financial blockers to app usage.

- Support numerous platforms
- No mandatory credit card
- No mandatory dynamic pricing



Optional mobile payment



Text & online booking options

Mandatory credit card will alienate 20-30% of taxi-riding population
(RideCharge market research)

Accessibility: Blind & Vision-Impaired

Empower ground transport
for blind users:

- iPhone VoiceOver integration
- Continued user testing & engagement



Usability testing at Library of Congress

*“The beauty of Taxi Magic is it makes the mundane **easier**. But for [blind individuals], Taxi Magic makes the mundane **possible**.”*

- User feedback

Accessibility: Physically Disabled

Enable disabled citizens to benefit from mobile technology:

- Real-time booking to nearby vehicles
- Map tracking

We are working with dispatch vendors to differentiate wheelchair-accessible taxis in individual fleets.



An NYC Wheelchair Taxi Program

Planning:

- 10 years in development; numerous starts & stops
- Driven by New York City TLC (Commissioner Yassky) & Mayor's Office

Funding:

- 327 wheelchair-accessible taxis (fleet managed)
- \$1.2 annual budget (no taxpayer funds)
- 13,237 yellow cabs pay \$98 annual fee
- Riders pay fares, program pays “deadhead”

Execution:

- TLC awarded contract to industry vendor (RFP process)
- Regulatory approval required to enable dispatches
- Manhattan pickups only



Accessible Dispatch

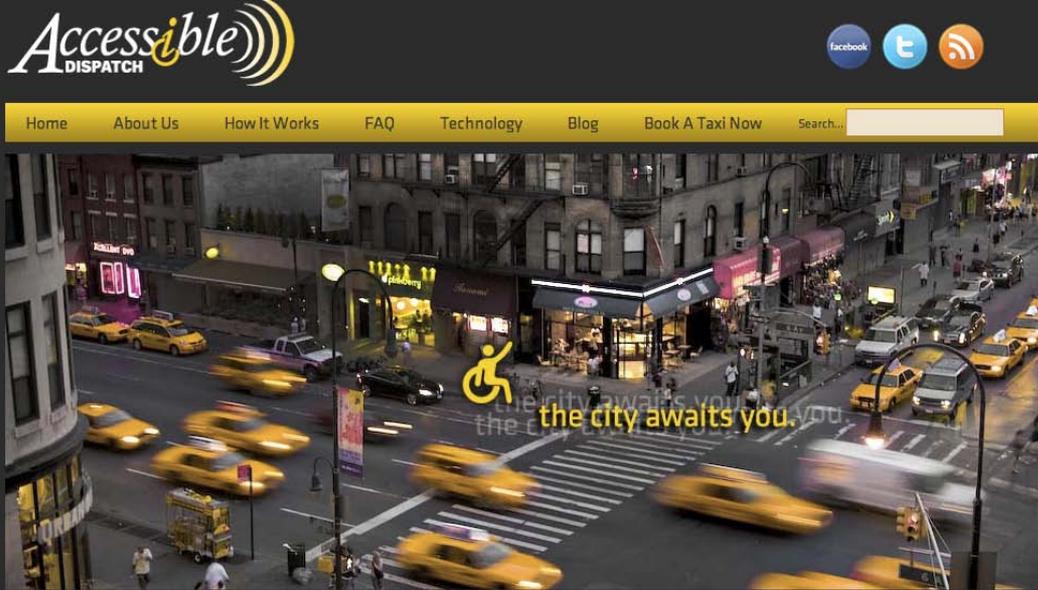
Operated by Metro Taxi of New Haven,
CT (Owner = Bill Scalzi)

5 Ways to Book:

1. 311
2. Dispatch Number
3. Text Message (TM)
4. Online booking (TM)
5. Mobile App (TM)

Technology Arrangement:

1. Taxi Magic (mobile app)
2. Mobile Knowledge (Dispatch)
3. Unified Dispatch (IVR)
4. Cab Connect (Reporting & payment)

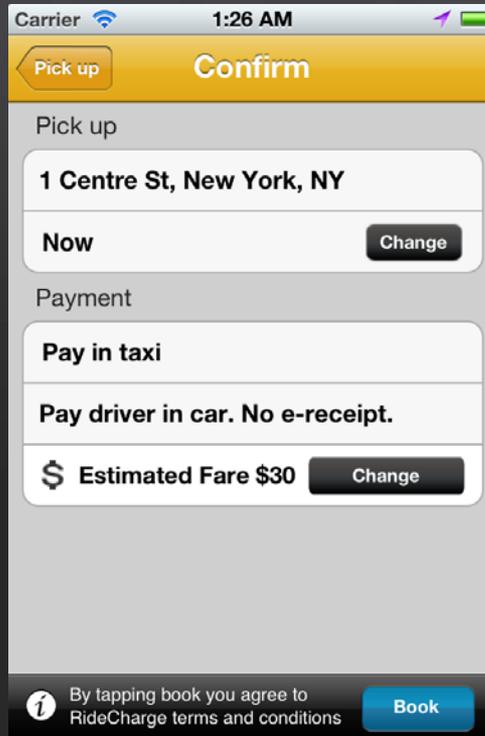
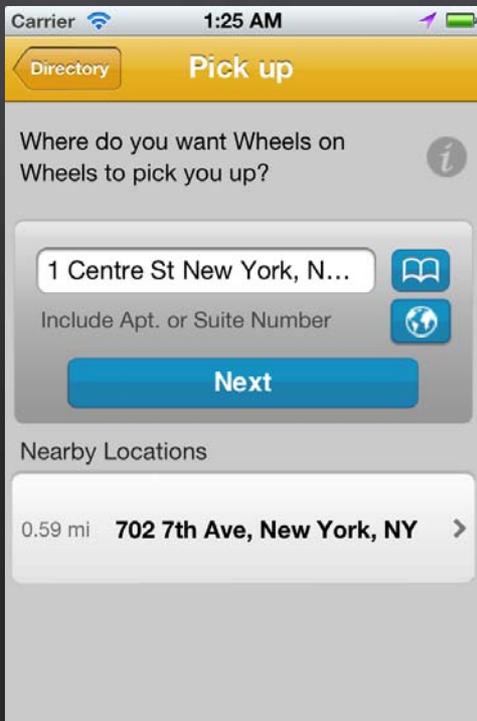


The screenshot shows the website for Accessible Dispatch. At the top, the logo "Accessible DISPATCH" is displayed with a wheelchair icon. To the right are social media icons for Facebook, Twitter, and RSS. Below the logo is a navigation menu with links: Home, About Us, How It Works, FAQ, Technology, Blog, Book A Taxi Now, and a search bar. The main content area features a photograph of a busy city street at night with many yellow taxis. A wheelchair icon is overlaid on the image, and the text "the city awaits you." is visible. Below the image is a grey banner with the text "Accessible Dispatch. At your service now." and "The new way to book a wheelchair-accessible taxi in Manhattan. No advance reservations necessary; available to you 24/7." and a yellow button that says "Book A Taxi Now". At the bottom of the page, there are three sections: "Download Our App" with a logo for WOW Taxi (Wheels on Wheels), "Community Feedback" with a speech bubble icon and the text "From Our CT & NYC Accessible Services", and "Book a Taxi Now" with a wheelchair icon and the text "Dispatch A Taxi To Your Location".

WOW Taxi App



The only TLC-approved mobile app!



Public Launch Event

September 14th launch event in Union Square

Attendees:

- David Yassky, NYC TLC
- Victor Calise, Mayor's Office for People with Disabilities
- Bill Scalzi, Accessible Dispatch
- Tom DePasquale, RideCharge/Taxi Magic
- Several disability advocates

The
New York
Times

CBS
NEWS



NEW YORK



Early Results

- ~100 app rides/week and growing steadily
- Little marketing budget, but spreading word among disability advocates
- New York City taxis are more accessible!

A Big Win for Process!

Fleet, regulator & software vendors delivered innovation to riding public!

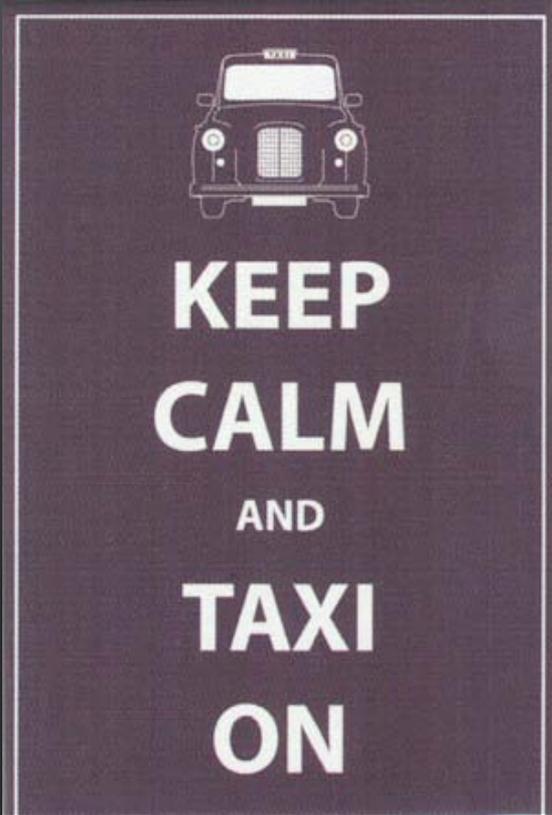
THE WALL STREET JOURNAL.

"The sad reality has been that wheelchair users have not been able to use taxi service in New York City. This a big step toward ending that unfairness."

Working with Regulators

- **Regulators** set the framework
- **Software vendors** build the technology
- **Fleets & drivers** service the customer
- Complete alignment: innovation, more rides, public safety, accessibility.
- WOW Taxi built to fit mandated technology requirements:
 - Avoided payment due to existing contracts
 - No usage restrictions – TLC did not want technology provider, fleet, drivers, etc. authorizing passengers

We all believe in a strong, unified taxi system for all citizens.
Let's make it more accessible for everyone!



Thank You!