



# TLC TIMES

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Michael R. Bloomberg, Mayor

Matthew W. Daus, Commissioner/Chair

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### COMMISSIONER'S CORNER



## TLC's Autumn 2004 Medallion Sale a Stirring Success

In October 2004, TLC had its second of three (3) medallion sales scheduled to occur by June 2006. After the successful sale in April, the Commission looked to the October sale to focus on some specific objectives not entirely fulfilled the first time around.

One of the goals for which TLC strove was to successfully auction off medallions for exclusive use on wheelchair-accessible taxicabs. Eighty-nine bids were received for "wheelchair-accessible medallions," and on October 15, 2005, 27 accessible medallions were sold. The highest winning bid was \$347,001.00, and the lowest winning bid was \$262,611.00. This marked the first time in New York City history that such designated taxicab medallions had been sold.

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Much has happened since I last addressed you in the Commissioner's Corner, as this has been one of the busier holiday seasons in recent memory. First and foremost, I want to extend my deepest condolences to those of you reading this that may have lost loved ones in the tsunami. This tragedy has led to the loss of tens of thousands of lives in a matter of hours, leaving untold numbers of families shattered and whole nations reeling in its wake. The Mayor's Office and the Office of Emergency Management have worked hard to make appropriate emergency assistance available, and also established the following list of established organizations that would make good use of donations:

With regard to the work of TLC, I am pleased to report that the agency's outreach efforts regarding full implementation of the New York State-mandated OBD II (On-Board Diagnostic) inspection process, which started on January 1, 2005, have paid great dividends. Thanks to a series of training workshops hosted by TLC and conducted by the NYS Department of Motor Vehicles, the NYS Department of Environmental Conservation and the Ford Motor Company, the taxicab industry was thoroughly prepared to undergo this new and more advanced diagnostic inspection process.

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| American Red Cross<br>International Response Fund<br>PO Box 37243<br>Washington, DC 20013<br>(800) 435-7669<br><a href="http://www.redcross.org">www.redcross.org</a> | CARE USA<br>151 Ellis Street NE<br>Atlanta, GA 30303<br>(800) 422-7385<br><a href="http://www.careusa.org">www.careusa.org</a> |
| Doctors Without Borders<br>PO Box 2247<br>New York, NY 10116<br>(800) 392-0395<br><a href="http://www.doctorswithouthborders.org">www.doctorswithouthborders.org</a>  | World Vision<br>PO Box 9716<br>Federal Way, WA 98063<br><a href="http://www.worldvision.org">www.worldvision.org</a>           |
| UNICEF<br>(800) 4UNICEF<br><a href="http://www.unicefusa.org">www.unicefusa.org</a>   |  |



## Commissioner's Corner

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We are only a few weeks into the implementation of OBD II, and it is still too soon to make any pronouncements. However, I can say that the changeover occurred even more smoothly than we expected for such a transition. I just wanted to take this opportunity to thank the various industry organizations and leaders for helping to get the word out for the benefit of all of us.

I should also mention that we recently weathered an unfortunate private bus strike that left over 70,000 commuters in Brooklyn and Queens stranded for a number of days and thankfully ended before January's snowstorm. The good news is that the City's contingency plan, implemented in close coordination with the Office of Emergency Management, the Department of Transportation, the Police Department, TLC and other agencies, proved helpful to many of these commuters. One major element of this plan was the authorization, through a combination of a Mayoral Executive Order and special permission which I granted as TLC Chair, of non-prearranged service by commuter vans and for-hire vehicles (FHV's) along five specific routes that are otherwise underserved by New York City's mass transit. (Continued on pg. 3)



## Nearly 300 Medallions Sold in October

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On October 18, TLC opened 289 bids for individual medallions, which resulted in 116 medallions being sold at an average price of \$339,207.36, with a high bid of \$360,000.00 and a low of \$332,027.62. The highest winning bid in October was \$48,888.89 higher than the top-winning bid from April. On October 22 TLC opened 229 bids for 130 available corporate medallions; the 65 winning bids had an average selling price of \$785,801.06, with a high bid of \$815,102.51 and a low of \$775,026.00. In this instance, the highest bid was \$103,001.51 above the total reached by April's top-winning bid.



Above: TLC Staff work at one of the bid openings.

The success of this second sale was evident from the interest and support of the taxicab industry. "The continued and strong interest of bidders in these medallions tells us that the opportunity for small business ownership that they represent remains attractive," said TLC Comm-



Above: One of New York City's wheelchair-accessible taxicabs ready for action.

issioner/Chair Matthew W. Daus. "I congratulate today's winners and welcome them to their chosen career of service to the riding public."

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Woodside, Queens 11377



## TLC Progresses with Service Enhancements Initiative

As part of the medallion taxicab rate-of-fare increase of May 2004, TLC's service enhancement initiative will provide both drivers and passengers the technology to ensure a better driving and riding experience. TLC has been working with outside consultants as well as a committee comprised of individuals from other City agencies, making the initiative truly a citywide effort.

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## TLC Remembers

### Barbara Fogle

To those in the TLC's regulated industries, Barbara Jean Fogle was the TLC's innately professional legal secretary, on whose compassion and knowledge they could rely for advice and assistance in wading through the agency's regulatory intricacies. To her many friends and coworkers, Barbara was a vibrant person on whom they count for unquestionable and unquestioning loyalty, and a tenderness that shone through a no-nonsense veneer. To her family, she was a star at the center of the universe whose door was always open, whose ear was always ready to listen, and whose narrow shoulders were capable of supporting the weight of the world despite her petite stature.

As anyone who knew her would quickly say, while all these things are true, they but merely scratch the surface of a beloved individual who was far more than the sum of her parts.

Barbara's unexpected and sudden passing on November 12, 2004 left her many friends and family members to mourn and to question the why and how of her death, but also to celebrate the many things she was. *(Continued on pg. 4)*



## Service Improvements

*(Continued from pg.2)*

Following the Informational Exchange Conference in October, during which industry leaders and vendors came together to learn about the different aspects of the service improvement package, the committee has moved forward with the process. Focus groups for both drivers and consumers were held to garner and analyze input from both sides of the partition; further, they provided helpful input for the team to use when developing specifications for all of the technology involved.

As TLC moves forward with each stage of this process, the continued hard work by all involved will contribute to the success of these exciting new technological service improvements.

## Commissioner's Corner

*(Continued from pg.2)*

I wish to publicly thank the commuter van industry as a whole, its effective leaders, and its licensed drivers, for once again stepping up to the plate and collectively saying, "How can we help?"

Recently, you may have read in the papers about some preliminary numbers TLC released strongly suggesting that May's rate-of-fare increase had precisely the effect intended. Meter data downloaded during the inspection process confirmed that, when comparing the period of May through December for the last three years, each vehicle was picking-up a few less fares, but making at least 20% more revenue per day. In fact, at approximately four percent (4%), the decline in the number of rides per day was even less pronounced than we had anticipated. There is much more to be done in the way of analysis, but it is nice to know and report that we believe the drivers are experiencing an increase in revenue, as was our priority.

Speaking of successes, I would also like to take a moment to update you on our medallion sales. Everyone concerned with the two medallion sales we have had thus

far knows quite well what an exercise in coordination they are. There are plenty of details to juggle, from informational seminars to website updates, to printed materials and advertising content; from extended-hour hack-up programs to closings and workshops, and these only scratch the surface. The great news to announce here, as I did at our January 2005 public meeting, is that the work of the October 2004 auction is now largely done, with only a literal handful of hack-ups left to occur. The wheelchair-accessible taxicabs we successfully made available are on the road serving the public, as are the almost 300 other medallion taxicabs, fulfilling the need for their service and helping to keep New York City on the move. To the many TLC employees and taxi industry members who helped make this Herculean task look easy, thank you all for a job well done! Most importantly, however, I want to say thank you to the auction's participants, whose every bid was a vote of confidence in our City's future, and in the strength and vitality of the medallion taxicab industry.

You may also have read and seen much about the great job the Jacob K. Javits Convention Center has been doing to make taxi drivers feel more welcome and to provide tangible incentives to entice drivers to serve convention-goers. Among the offers are taxi-specific promotions through which drivers may win either \$250 or \$500, in addition to numerous free tickets to the Motorcycle and Auto Shows. During the Javits Center's "Taxi Appreciation Days" there will be free snacks, drinks and gifts when drivers enter the Center's Inner Roadway, where drivers will also find special (and warm!) restrooms specifically for their convenience. Even without "Taxi Appreciation Day", there are enough business opportunities at the Javits Center to inspire more taxi driver attention.

Looking ahead, the American International Toy Fair will be packing in many thousands of visitors – every one a potential fare – from February 20-23, and the New York International Auto Show rolls into town March 25 through April 3.

Last but certainly not least, as we get closer to the day when New York City will hopefully be proclaimed successful in its quest to

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# TLC *Barbara Fogle Remembered; Life Celebrated* TLC

(Continued from pg. 3)

Barbara, or "Babs" as she was known to many, was born in Brooklyn, New York on November 6, 1950 to the late Eva and Willie Henry. The youngest of 18 children, Barbara learned quickly to appreciate the blessings of a large family. By the time Barbara was three, the family had relocated to Harlem, where she began her education at PS 109. A product of the public school system, Barbara also attended JHS 99 and Brandeis High School prior to her college education at Wagner Community College, where she studied the secretarial sciences. Her professional career began at the Exxon Corporation, which gave her the opportunity to hone her legal secretarial skills, which she further sharpened at the prestigious law firm of Stolar, Alterman & Boop (now Alterman & Boop, P.C.).

By the time Barbara turned the next page in her professional book and joined the Taxi and Limousine Commission approximately eight years past, she was as renowned for her organizational skills and attention to detail as she was legendary for her more personal attributes. Depending on the person being asked about these, the answers could be as diverse as Barbara was in and of herself. One person might say that she was most memorable for her dancing. It has been said that there was no song or musical style to which she could not dance though she favored Motown and salsa. Another may recall that she was famed for her fried chicken and baked macaroni and cheese, which were staples at both her family's Thanksgiving table, as well as at the TLC's many "pot luck" celebrations. Curiously, with the aforementioned having been said, Barbara was not widely known for her cooking skills, leaving one to speculate whether she simply chose to devote all her culinary energies to two dishes that some would describe as the very best example of their kind.

She enjoyed eating as much as she enjoyed treating others to her own specialties, and in particular was known to love salt so much as to sprinkle it on fruit while others watched in bemused surprise.

Barbara was also well known for her good luck, which was proven on a predictably steady basis through her devotion to scratch-off games. While her more well known prizes amounted to sums in the thousands, Barbara would also hit for smaller amounts with frightening regularity, and could often be seen walking westward on Rector Street, head down and scratching away furiously after a trip to the Greenwich Street newsstand. With the notable exception of her scratch off game habit, Barbara was never much of a gambler, though she enjoyed a spirited hand of poker and was the gleeful architect of a surprise, spur of the moment vacation to Las Vegas with her beloved daughter Nicole.

Barbara was also a person of deep and abiding faith, who underwent a transforming spiritual reawakening on January 21, 2002, the date upon which she was born again and baptized at the East Ward Baptist Church. Even before this pivotal time in her life, Barbara had garnered a reputation as a generous humanitarian, devoting many hours to seeking sponsorship and then walking in numerous March of Dimes Walkathons.

Barbara enjoyed a varied taste in reading materials, and was known as an occasional reader of the mystery, fiction and love story types of novels, though she voraciously devoured soap opera and gossip magazines. Soap operas, in particular, were a well-known passion of hers. While not a fan of the more traditional sports, Barbara greatly looked forward to cheering on the competitors in the more exotic sports spotlighted in the Winter Olympics, particularly figure skating.

A favorite aunt to many, Barbara was her large family's perennial babysitter; as reliable for a quick "yes" as she was for never having let a friend or family member down.

Barbara Fogle is survived by her loving and devoted daughter Nicole Fogle, her grandchildren Daquan and Erikyah, and a prodigious family and extended family.

**Commissioner's Corner** (Continued from pg. 3) host the 2012 Olympics, we are seeking and finding new and interesting ways to show our pride. One great way that has come to fruition is our design of a new dual-purpose sticker that may be placed inside each taxicab. Not only does this colorful and well-designed sticker highlight our Olympic aspirations, but also it will enhance safety with a reminder for passengers to exit at curbside, and watch for pedestrians and bicyclists. At our public meeting held on January 24, the TLC's Board of Commissioners voted unanimously to authorize this wonderful spirit-building tool, which will be available through the major taxicab industry organizations and at the TLC's Safety & Emissions facility in Woodside. It is important to note that placement of the sticker is not mandatory, but it is very much encouraged by the TLC, and I have no doubt that you will all want to show your spirit!

Until next time, keep warm and keep making New York City shine!

