

Kanefsky Michael

From: JARC-NF
Sent: Friday, October 07, 2011 1:03 PM
To: Kanefsky Michael
Subject: FW: NF Application- Metro Transportation's Accessible Taxi Program
Attachments: Local Match & Cab-Pooling.pdf

Supplemental to CD#15

Natalie Yesbeck Pustizzi
Transportation Planner
South Florida Regional Transportation Authority
800 NW 33rd St., Suite 100
Pompano Beach, FL 33064
954-788-7957
954-942-3325 (fax)
yesbeckn@sfrta.fl.gov
Website: www.sfrta.fl.gov , www.tri-rail.com

From: Yesbeck Natalie
Sent: Tuesday, September 27, 2011 2:15 PM
To: JARC-NF
Subject: FW: NF Application- Metro Transportation's Accessible Taxi Program

Natalie Yesbeck Pustizzi
Transportation Planner
South Florida Regional Transportation Authority
800 NW 33rd St., Suite 100
Pompano Beach, FL 33064
954-788-7957
954-942-3325 (fax)
yesbeckn@sfrta.fl.gov
Website: www.sfrta.fl.gov , www.tri-rail.com

From: Arielle Rosayn [<mailto:arosayn@yahoo.com>]
Sent: Tuesday, September 27, 2011 1:57 PM
To: Yesbeck Natalie
Subject: Fw: NF Application- Metro Transportation's Accessible Taxi Program

Hi Natalie!

Please see attached.

Regards,

Arielle

Arielle Richardson
Transportation Service Systems, Inc.
1730 S. Federal Highway, Box 344

Delray Beach, FL 33483
561-276-2230 Office
561-276-9200 Fax
561-702-7844 Mobile

----- Forwarded Message -----

From: "joanne@metrotaxi" <taxilady01@yahoo.com>
To: brock.metrofl@yahoo.com; Arielle Rosayn <arosayn@yahoo.com>
Sent: Friday, September 23, 2011 5:30 PM
Subject: Fw: NF Application- Metro Transportation's Accessible Taxi Program

--- On **Fri, 9/23/11, JARC-NF** <JARC-NF@sfrta.fl.gov> wrote:

From: JARC-NF <JARC-NF@sfrta.fl.gov>
Subject: NF Application- Metro Transportation's Accessible Taxi Program
To: "metrotaxipbc@earthlink.net" <metrotaxipbc@earthlink.net>
Cc: "McKeever Carla" <mckeeverc@sfrta.fl.gov>
Date: Friday, September 23, 2011, 1:51 PM

Dear Mr. Rosayn,

The South Florida Regional Transportation Authority (SFRTA) has received your New Freedom application for an Accessible Taxi Program. In order to fully evaluate your application, we ask that you please provide the following information:

- Request documents to prove they are providing shared ride service
- Specify the nature of the in-kind match and how you are going to track it.

This is a time sensitive request. We ask that you please submit this information, *via email only*, by close of business (5 pm) on Tuesday, September 27, 2011.

Sincerely,

Natalie Yesbeck Pustizzi
Transportation Planner
South Florida Regional Transportation Authority
800 NW 33rd St., Suite 100
Pompano Beach, FL 33064
954-788-7957
954-942-3325 (fax)
yesbeckn@sfrta.fl.gov
Website: www.sfrta.fl.gov , www.tri-rail.com



Judy Byrd
Financial Representative

SunTrust Bank
302 E Atlantic Avenue
Delray Beach FL 33483

September 27, 2011

Natalie Yesbeck Pustizzi
Transportation Planner
South Florida Regional Transportation Authority
800 N W 33rd St. Suite 100
Pompano Beach FL 33064

Dear Mrs. Pustizzi,

Our client, Mr. Brock Rosayn, President of Transportation Service Systems Inc d/b/a Metro Taxi of Palm Beach County currently has a Personal Line of Credit with SunTrust in good standing.

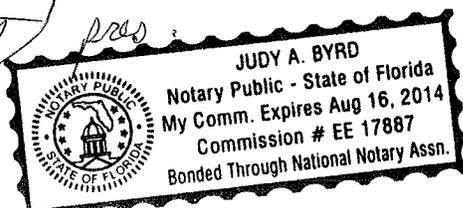
We have reviewed Section 1: Summary of Application of the New Freedom Application which a Metro Taxi has submitted to the South Florida Regional Transportation Authority (SFRTA).

We are happy to confirm that Mr. Rosayn has a line of credit necessary for the local in-kind match, which is stated to be \$86,075.95.

Sincerely,

Judy Byrd
Financial Service Representative

Brock Rosayn pres.





TRANSPORTATION SERVICE SYSTEMS, INC.

1730 S. Fed. Highway Box 344
Delray Beach, FL 33483

Boca 561-391-2230
Boynton/Delray 561-276-2230
Fax 561-276-9200

Cab Pooling- Metro Taxi's Shared Ride Program

Metro Taxi offers a Shared Ride program for our customers who wish to avail themselves of this service option. This service is available for commercial customers, private individuals, or charge account clients. Our service is called "Cab Pooling", and is arranged and conducted in a similar manner to private car pooling. Metro Taxi provides this service not only as a way to save money for our clients, but also to do our part as a responsible company offering a method for local residents to save money, as well as to promote a healthier environment while alleviating traffic congestion.

Any client may call with two separate passengers that they request we pick up on the same trip. We can provide the customer with routing and/or travel suggestions to produce the most economical result. Simple examples of Cab Pooling would be two simultaneous hospital admissions or discharges of different patients. Another example might be a late night call from a local establishment requesting that we transport two individuals not able to drive their own cars.

However, we also offer this service to the general public. Metro Taxi staff is to adhere to the following protocol

- A prospective Cab Pool customer calls at least two hours (though preferably farther in advance) prior to needing their service.
- Metro Taxi then notes their pickup (Point A) and drop off (Point B) information, and enters that information into a database.
- Metro Taxi then attempts to find a Cab Pool match for the customer. A match would consist of another rider who needs to go from Point A to Point B at approximately the same time. If no match is found, the first person will ride alone.
- Metro Taxi charges each client a percentage of the fare based upon the portion of the Cab Pool that their request required. The amount that each passenger pays added together equals the total metered fare, plus one dollar.
- **Each rider acknowledges that this is a shared-ride service and has no control over whether or not another passenger is picked up, which passenger(s) is picked up, or how many passengers are picked up.**
- In the case of daily commuters, subscription (regular, repeated trips) service is available.

Any party interested in this service should please contact Metro Taxi at 561-276-2230.



As a provider of transportation services to many elderly, disabled, and infirm residents of Palm Beach County, particularly those who are patients at the many hospitals and medical centers that engage our services, Metro Taxi has experience in offering shared ride services.

For example, we have formal agreements with several county hospitals, including Bethesda Memorial Hospital, Delray Medical Center, Fair Oaks Hospital and West Boca Medical Center. When these institutions request the transfer of two or more individuals at the same time from the same place, and/or to the same destination, we gladly convey those riders at a shared ride cost.

For example, if one of these institutions calls our company on a demand response basis to discharge two different patients, one going, for example, 6 miles north and the second traveling a few miles further in the same direction, our company can dispatch only one taxicab, and charge only one fare, which would be the amount on the meter at the completion of the 2nd person's discharge. In other words, there is no additional charge for the first person's transportation. Zero. That is true ride-sharing.

That brings us to where we are with this application. To enhance and expand this service and in anticipation of the opportunity to do so via the New Freedom Grant program, Metro Taxi named this procedure Cab Pooling. We believe that Metro Taxi's Ride Sharing program (Cab Pooling) will benefit the citizens of Palm beach County in many ways, and this unique service is a key part of our New Freedom Project Application.

One reason for naming this common company procedure was to allow us to advertise the service through the marketing we intend to do as part of our New Freedom Project outreach plan. Heretofore, such a service has not been available in Palm Beach County. By offering this service to the transportation disadvantaged community as well as members of the general public, Metro Taxi is providing an opportunity to save money through ride-sharing for a variety of entities, including the following:

- The taxi riding public, including residents who currently use taxis to travel to work or school.
- The general public, including residents who would utilize taxi service more often if they could share the cost with another rider.
- Elderly and disabled residents, who need demand response service not currently available now in Palm Beach County. Many of these common needs were detailed in our proposal, and are repeated below with the proposal section in which they are mentioned.
- Human Service organizations that lack either vehicle capacity or a demand response component in their transportation service. This need was detailed in our proposal, and is repeated below with the proposal section in which it was mentioned.
- The Palm Tran Connection ADA service currently has a limited amount of back-up capability on a demand/response basis. So does MV Transit, the broker for the county's Medicaid Transportation service. Metro Taxi intends to offer our accessible vehicles and our Ride Sharing capabilities to both of these entities to

provide them with an inexpensive, safe, and professional transportation alternative should they experience service problems during the course of their daily operation.

Below are the portions of our submitted New Freedom Proposal Application in which our Cab Pooling, or Ride-Sharing program is mentioned. The following are direct excerpts from our proposal, with key language in **bold typeface**.

Section 14.

Metro Taxi has recently created an existing shared-ride service and will offer this same type of service to the elderly and disabled riders of southern Palm Beach County. **When a prospective rider indicates they are interested in shared ride, we take the caller's information and attempt to match that person up with another rider in a similar area going to a similar destination at a similar time. If we are successful in matching up two or more clients, each passenger pays a portion of the fare rather than the entire cost of the trip.**

This service, called Cab Pooling, is a concept created several years ago by Joseph M. Rubino of J.M.Rubino Consulting, who is our New Freedom Project Consultant. Mr. Rubino is one of the most prominent transit consultants in the United States, has instituted Cab Pooling at dozens of taxicab companies around the country and, as can be seen from the previous paragraph, his program is operated in a manner similar to car pooling. Mr. Rubino created this service as method of addressing the high cost of fuel, while limiting vehicle emissions and also positively affecting traffic congestion and other quality of life issues. Mr. Rubino has consulted on more than 60 New Freedom Applications in more than 30 states, and he is not only assisting in conceiving our project but he will remain part or team on into the future as our Staff Consultant. More information about Mr. Rubino is available later in the document.

Our company's proposed computer dispatch system (Mobile Knowledge) can pre-estimate each passenger's percentage of the cost, and then it charge them accordingly.

Section 8.

Throughout Palm Beach County, several populations are considered to be underserved, the most notably of which were elderly and disabled. Many of these people are also low and fixed income individuals just above the Medicaid threshold that need transportation to medical services. Furthermore, many of these individuals either live in the remote areas of the region, or in an area far removed from the services they require. Many local people who are either seniors or disabled have difficulty in getting to other destinations other than senior centers, primarily for basic needs like groceries and other non-medical services.

Human services organizations also provide specific trip types, which may limit their ability to provide transportation to others who do not fall into the categories in which they serve. For example, an agency who serves the disabled may not be able to serve

low income individuals due to a restriction on use of funds and/or the agency mission statement. However, agencies with similar needs may be able to "share" a vehicle or resources.

Section 10:

Metro Taxi will provide small feeder vehicles for gated communities. This is a perfect example of coordination with existing public transportation providers because, for example, Palm Tran does not go inside most gated communities. Metro Taxi would pick-up from where they leave off. Additionally, Metro Taxi is open 24/7/365, so we could be an on demand service for Palm Beach County transit, and also a Guaranteed Ride Home Program when public transit is not available.

Another important facet of our service is that Metro Taxi will address the gap in service known as "First Mile, Last Mile." This service gap occurs when a local elderly or disabled rider of Palm Tran is able to access local bus service, but cannot get from their home to the bus stoop, nor can they get from the destination bus stop to their final destination. Metro Taxi's demand-response taxi service using rear-entry mini-vans for wheelchair accessibility provides a very inexpensive way for riders to get from their home to the bus stop or the bus transfer depot, and then from the destination drop off to their final destination.

Metro Taxi also plans to approach Palm Tran about offering to provide an inexpensive alternative to operating Palm Tran paratransit buses in remote areas or during times of low ridership. Many communities in this country now use demand/response taxis in non-peak periods to service disabled riders, and the cost savings to the transit agency is often significant, with the agency no longer having to deploy large buses and hourly-paid drivers during periods of low ridership

Section 11.

Metro Taxi does business with many human service agency and non-profit clients throughout southern Palm Beach County. Our riders travel to and from many local hospitals and clinics, assisted living centers, government agencies, universities and schools, insurance agencies, travel and transportation attractions centers, and major employers. The wheelchair-accessible cabs will be further marketed via traditional advertising means, including our web site. We will keep the community fully apprised on this project. **Our company already transports dozens of elderly and disabled each day of the week to various area social service agencies, non-profits, health care providers, medical centers, and elderly housing facilities. With our proposed computer dispatch system, we will bring even greater efficiencies to this project than we already bring to our current clients. Our ride sharing program, combined with our dispatch technology, also detailed in this document, demonstrate our robust ability to conduct mobility management.**