

Broward County's TNC Journey



FAC – JUNE 16, 2015

The Beginning - April 8, 2014

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- ▶ Board of County Commissioners directed staff to:
 - ▶ Research Transportation Network Companies (TNC)
 - ▶ Seek stakeholder input
 - ▶ Bring information back to the Board for consideration



2014 Florida Legislative Session

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- ▶ Proposed "Uber" Bill



FLORIDA NEEDS UBER

Florida, it's the final stretch - and we need your help to cross the finish line. The Florida State Legislature will decide this week whether they support bringing you more choices for transportation and support expanding economic opportunities for thousands of residents across the Sunshine State.

2014 Bill Died in Committee

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Broward Motor Carrier Industry Feedback

- ▶ Initial Motor Carrier Industry Meetings
 - ▶ May 2014
 - ▶ September 2014
 - ▶ Industry presented with staff research and examples of TNC regulatory systems used across the country
- ▶ Industry Position
 - ▶ **Maintain the current system**
 - ▶ No changes to accommodate TNC's
 - ▶ Bolster existing regulations to be ready to stop TNC's



TNC Industry Feedback

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- ▶ Initial TNC Industry Meetings
 - ▶ July 2014 Uber
 - ▶ August 2014 Lyft

- ▶ Industry Feedback
 - ▶ Only non negotiable issue is limits on vehicles
 - ▶ Trust the TNC with Public Safety
 - ▶ TNC's proposed they handle public safety aspects and certify to County that they're safe
 - ▶ Create an unlimited TNC category
 - ▶ TNC's pledged to obtain a TNC permit and pay the fee if the law was changed to allow their lawful operation



Broward Airport and Seaport

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- ▶ Ongoing dialogue between Motor Carrier regulatory and Airport and Seaport operations staff throughout the process
- ▶ Airport and Seaport Feedback
 - ▶ Supportive of transportation options provided by TNC
 - ▶ Concerned over non-payment of trip fees by TNC



The Launch

August 2014- Uber (1 day notice)

September 2014- Lyft (No notice)



A graphic for Uber's launch in Florida. It features a teal background with a white grid pattern. At the top center, a white circle contains the text "7 AUG". Below this, a white outline of the state of Florida is shown. Several cities are marked with white labels and lines pointing to their locations on the map: ORLANDO, TAMPA, JACKSONVILLE, WEST PALM BEACH, FT LAUDERDALE, and MIAMI. In the lower-left quadrant of the map, the word "FLORIDA" is written in large white letters, with a white box below it containing the text "YOUR UBER IS ARRIVING NOW".

FLORIDA
YOUR UBER IS ARRIVING NOW

7 AUG

ORLANDO
TAMPA
JACKSONVILLE
WEST PALM BEACH
FT LAUDERDALE
MIAMI

UBER IS HEATING UP SOUTH FLORIDA!

The Uber Florida family is growing – today, uberX is rolling into Ft. Lauderdale and West Palm Beach!

Motor Carrier's Report to the Board

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- ▶ Submitted October 2014
 - ▶ Summarized feedback from stakeholders (taxi, limousine, TNC)
 - ▶ Recommendations
 - ▶ Accommodate unlimited TNC
 - ▶ Maintain County responsibility to ensure public safety of TNC:
 - ▶ County supervised vehicle inspections
 - ▶ County conducted criminal background checks and licensing of TNC drivers
 - ▶ County verified liability insurance coverage
- 



Board Workshop: Taxicab/Uber/Lyft

January 6, 2015

Agenda

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- How TNCs (Transportation Network Companies) Operate
- Overview of Broward Regulations
- How TNCs legally operate in other jurisdictions
- What measures were taken to allow TNC
- Airport and Seaport Issues

22
JAN

SIX MONTHS IN SOUTH FLORIDA

As we kick off 2015, we wanted to reflect on the impact our technology has had on riders and drivers in South Florida and its effect on the local economy since our launch this summer.

Existing Broward Regulations

Four Categories – How Each Operate



Taxicab (1:2000)



On demand



8 or less passengers



Marked vehicle



Taximeter



Limousine (Unlimited)



Prearranged



6-19 passengers



Partition



Stretched



Luxury Sedan (1:4500)



Prearranged



8 or less passengers



Luxury Vehicle



No Partition



Van (Unlimited)



Prearranged; on demand during certain times at Seaport



9 -19 passengers



No partition

Five Key Areas - Existing

1. Fare controls - Taxi Only
 2. Licensing requirements – All Categories
 - ▶ Separate categories
 - ▶ Each provides service in a different way
 3. Minimum level of service – i.e. No service refusal – All Categories
 4. Entry restrictions - Two of the four categories
 5. Public safety requirements – All Categories
 - ▶ Vehicle inspections by County
 - ▶ Level 1 Background checks for drivers by County
 - ▶ Proof of state minimum liability insurance coverage
- 

TNC Model vs Five Key Areas

✘ Prefer the ability to charge less or more than a taxicab depending upon demand

✘ Licensing negotiable

✘ Internal policies for providing service

✘ Unlimited vehicles

✘ Self regulation preferred, but amenable to some oversight

1. Fare controls

2. Licensing requirements
⇒ Separate categories

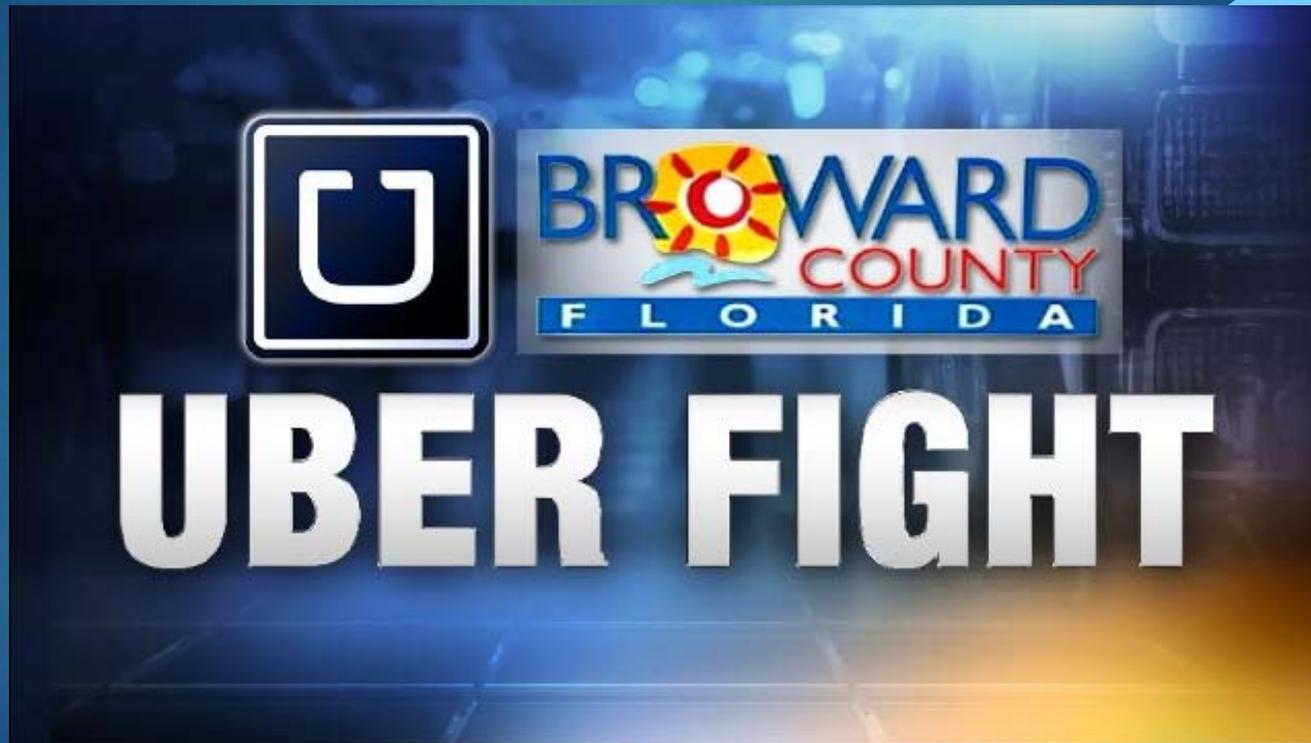
3. Minimum levels of service

4. Entry restrictions

5. Public safety
⇒ Vehicle inspections
⇒ Background checks
⇒ Proof of insurance

Sample Screenshot of Media Spin

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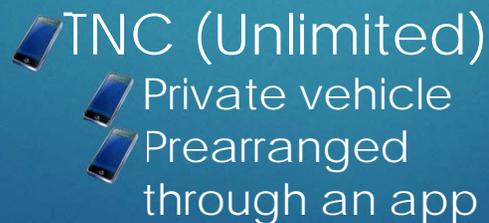
Enforcement

17

- ▶ Over 600 citations issued to TNC drivers
- ▶ Drivers report TNC have been paying tickets for them
- ▶ Fines exceed \$100,000



Proposed Broward Regulations: ~~Four~~ Five Categories



Five Key Areas - Proposed

1. Fare controls - Taxi Only
2. Licensing requirements – All Categories
 - ▶ Separate categories
 - ▶ Each provides service in a different way
3. Minimum level of service – All Categories
4. Entry restrictions - Two of the ~~four~~ five categories
5. Public safety requirements – All Categories
 - ▶ Vehicle inspections by County **Private Mechanics**
 - ▶ Level 4 **2** Background checks for drivers by County
 - ▶ Proof of state minimum liability insurance coverage



January 2015 – April 2015

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- ▶ Multiple Public Hearings
- ▶ Many briefings
- ▶ Multiple additional meetings with Motor Carrier Industry Representatives
- ▶ Multiple additional meetings with TNC



April 28, 2015 Final Public Hearing

21

- ▶ Nearly a dozen proposed amendments considered







Proposed ordinance would push Uber out of Broward County

Right now, the Broward County Commission is considering a ridesharing ordinance that - if passed as written - would force Uber out of Broward County. The final vote is scheduled for April 28th.

What's at stake:

- Thousands of jobs for Broward County residents
- Millions of dollars injected back into the local economy each year
- Safe, reliable rides that arrive in minutes at the tap of a button
- A safer community with fewer drunk drivers on our roads

Tell Commissioner _____ to keep Uber in Broward County!

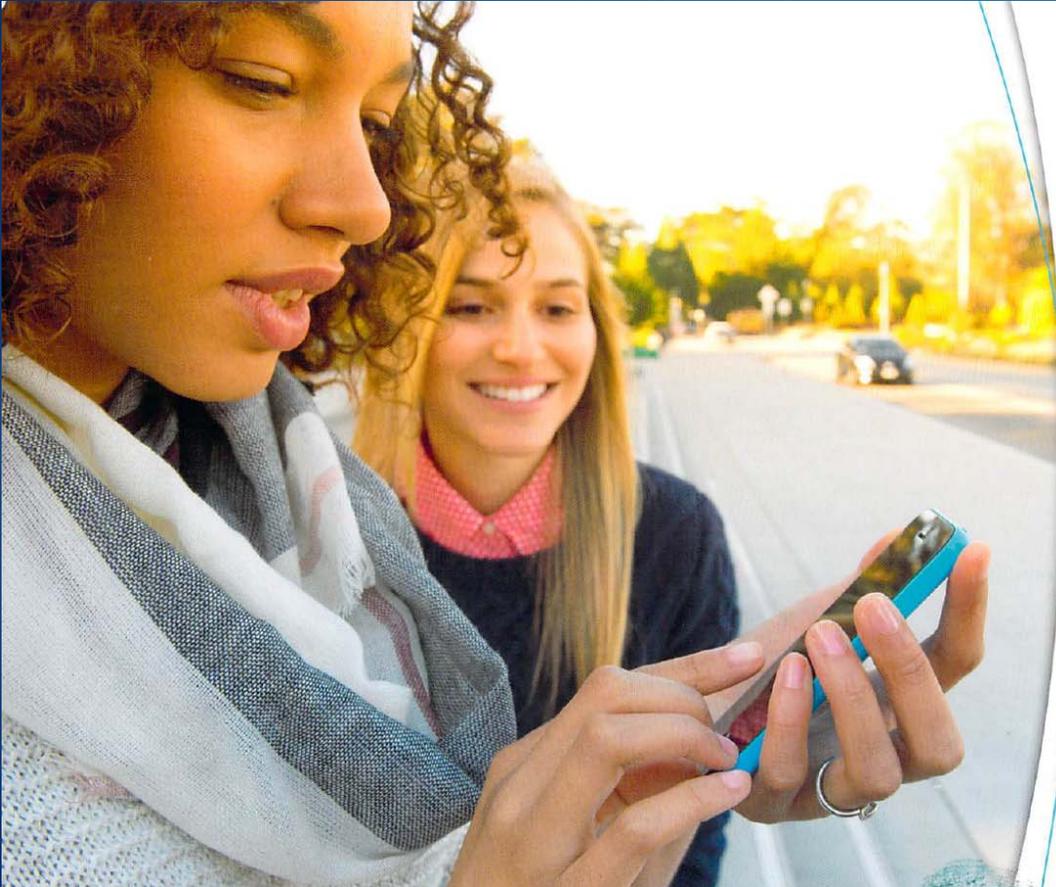
sign the petition:
uber.org/Broward

Uber Technologies
1875 Connecticut Ave NW, Suite 300
Washington, DC 20009

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
JUSTMAIL

2





You deserve a **safe, reliable and affordable** option to get around town.

Tell
Commissioner
to keep **Uber** in
Broward County!

U B E R



TNC Ordinance Passed

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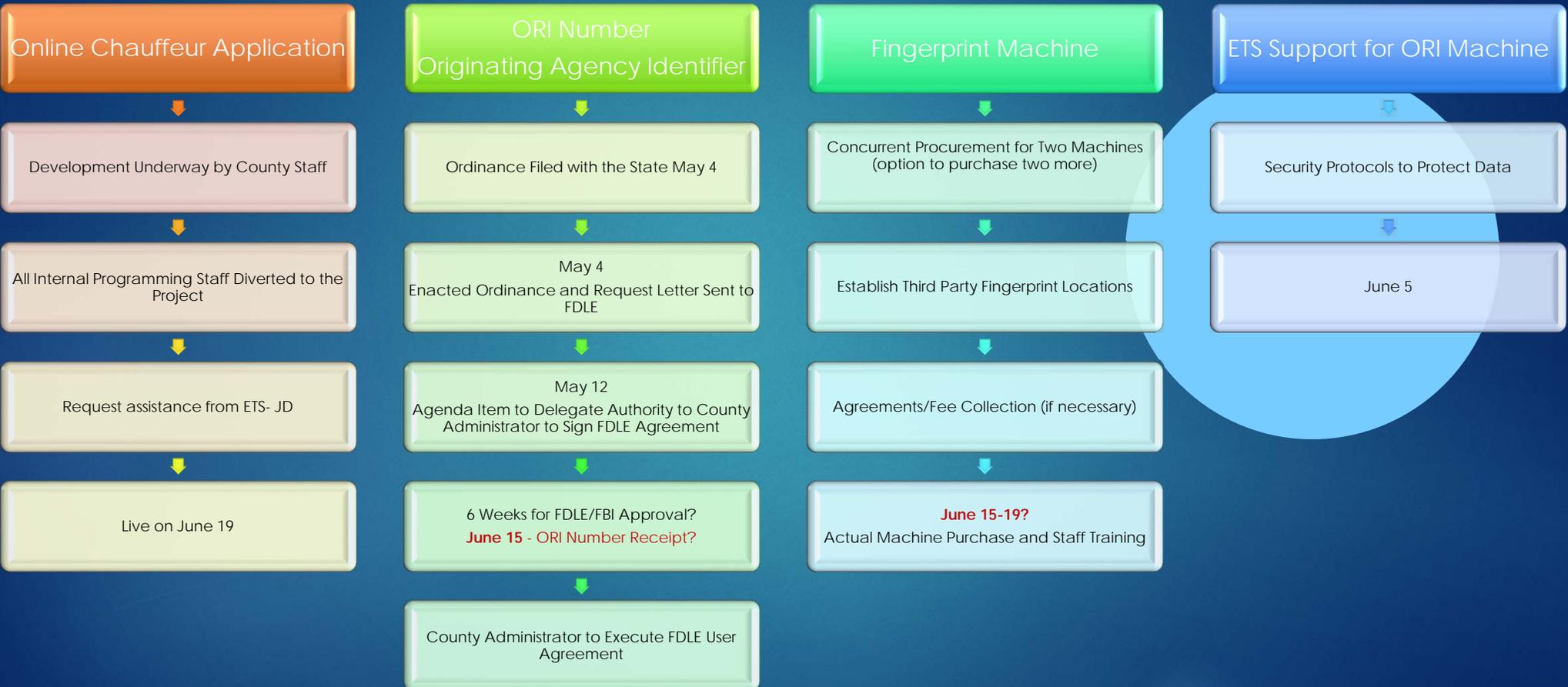
- ▶ Effective May 4, 2015



Additional Code Updates



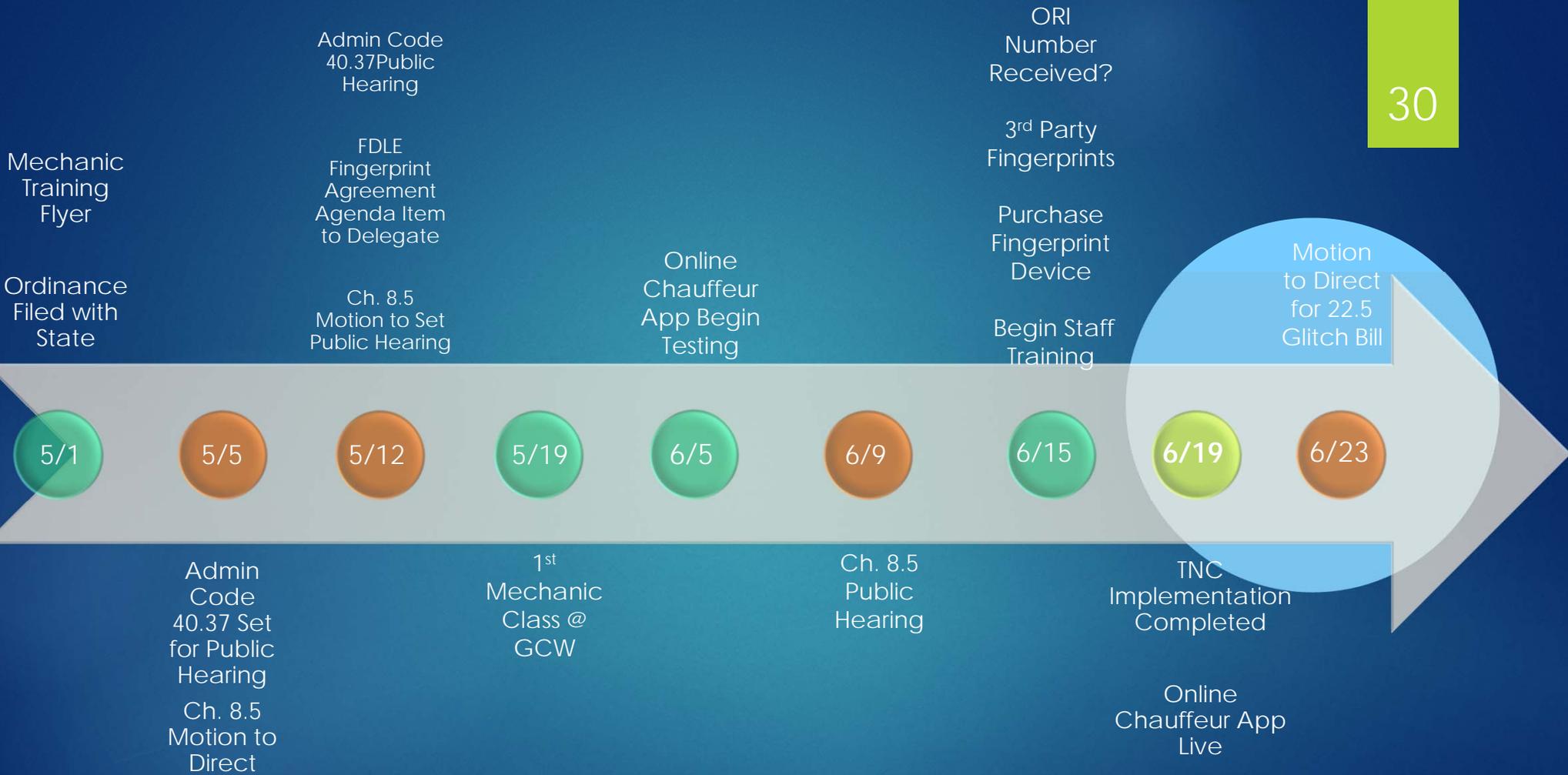
Chauffeur Processing



Mechanic Inspection

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Mechanic Training Flyer

Ordinance Filed with State

Admin Code 40.37 Public Hearing

FDLE Fingerprint Agreement Agenda Item to Delegate

Ch. 8.5 Motion to Set Public Hearing

Online Chauffeur App Begin Testing

ORI Number Received?

3rd Party Fingerprints

Purchase Fingerprint Device

Begin Staff Training

Motion to Direct for 22.5 Glitch Bill

5/1

5/5

5/12

5/19

6/5

6/9

6/15

6/19

6/23

Admin Code 40.37 Set for Public Hearing
Ch. 8.5 Motion to Direct

1st Mechanic Class @ GCW

Ch. 8.5 Public Hearing

TNC Implementation Completed

Online Chauffeur App Live

Airport

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Current Airport Procedure

- ▶ Airport Decal \$150 each
- ▶ \$3 per trip
 - ▶ pickup and drop off

Proposed TNC Procedure

- ▶ No Airport Decal
- ▶ \$3.50 per trip
 - ▶ pickup and drop off
- ▶ TNC indemnification and general liability policy with County as named insured
- ▶ Meet with TNCs week of May 5
- ▶ Agenda Item prepared by May 13 to be on Agenda for May 19 for Board to consider TNC operating agreement(s) at the Airport
- ▶ Stepped up Airport enforcement for nonpayment of trip fees

Port Everglades

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Current Port Procedure

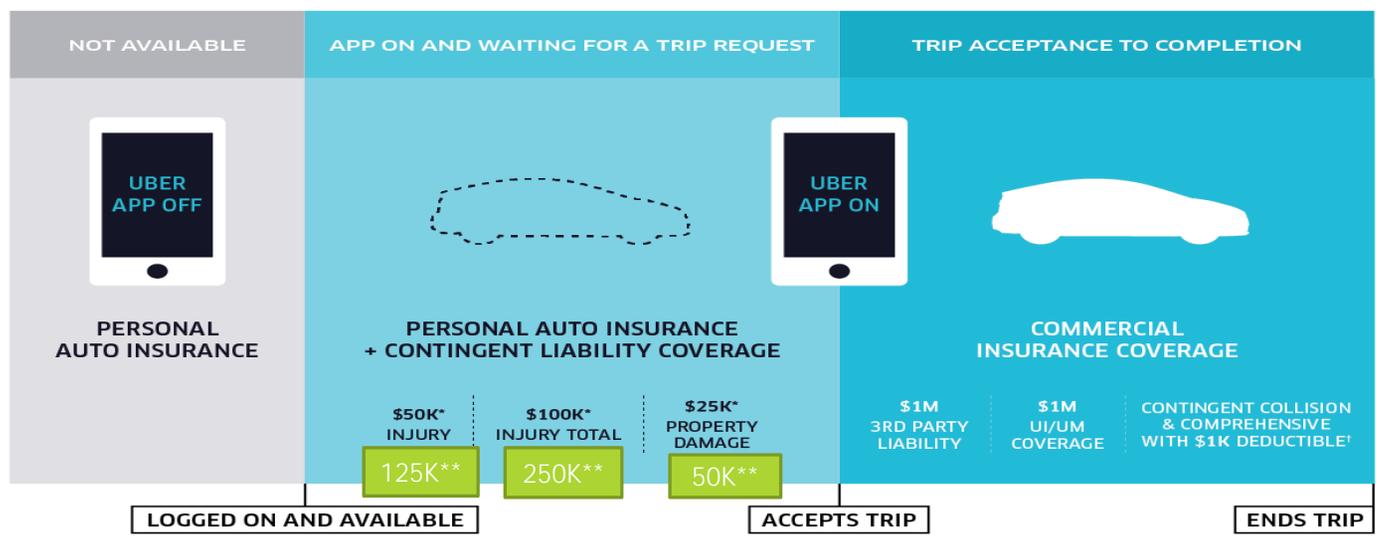
- ▶ Port Business Permit
 - ▶ Initial Fee \$200
 - ▶ Annual Fee \$250
 - ▶ Decal Fee of \$15 per vehicle

Proposed Port TNC Procedure

- ▶ Port Business Permit
 - ▶ Initial Fee \$200
 - ▶ Annual Fee \$250
 - ▶ No Decal Fee
 - ▶ \$1.00 per trip



uberX RIDESHARING INSURANCE COVERAGE



*PROVIDES AUTOMOBILE LIABILITY INSURANCE IF/WHEN THE DRIVER'S PERSONAL AUTO POLICY DOES NOT PROVIDE COVERAGE.
 †PROVIDES COVERAGE IF DRIVER'S PERSONAL AUTO INSURANCE INCLUDES COLLISION COVERAGE

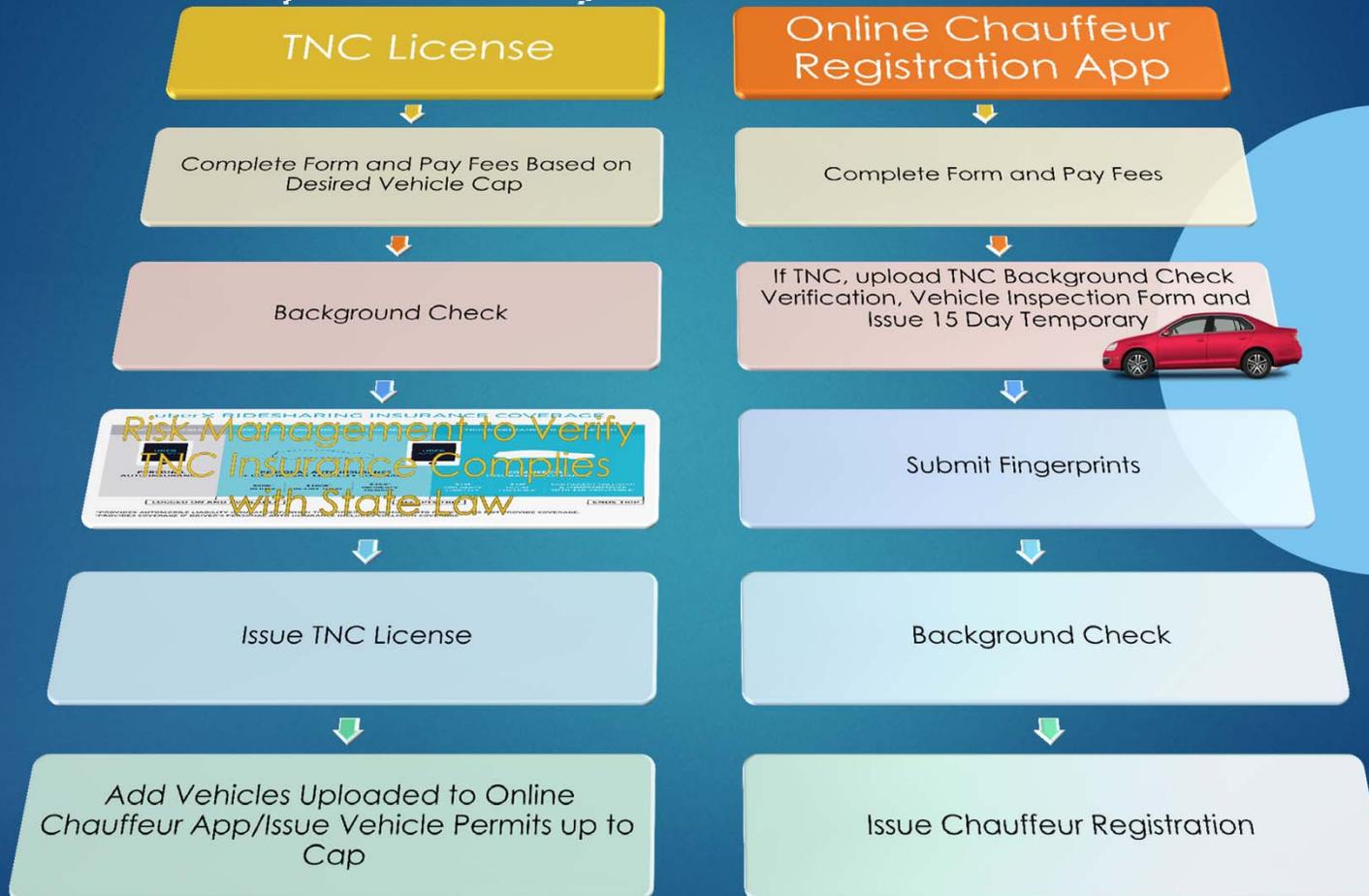
Uber Insurance Graphic

Effective as of March 14, 2014 in all U.S. states

- *Uber Provided Minimums
- **State Required Minimums

TNC License and Chauffeur Registration Estimated Completion by June 19, 2015

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TNC Website

<http://www.broward.org/PermittingAndLicensing/TransportationNetworkCos>

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The screenshot shows the Broward.org website page for Transportation Network Companies (TNCs). The page features a navigation menu at the top with links for Broward.org, Government, Agencies, Services, Residents, Businesses, Visitors, and Broward 100. The main header includes the Broward.org logo and a search bar. The main content area is titled "TRANSPORTATION NETWORK COMPANIES" and features a graphic of a car and a group of people. Below the header is a navigation menu with links for About, Building Code, Environmental Protection, Forms, Regulated Businesses, and I Want To... The main content area is titled "Transportation Network Companies (TNCs)" and includes a sidebar with links for About Us, TNC Companies, TNC Drivers, Legal Resources, Workshops, Timeline, and Contact Us. The main content area contains three paragraphs of text describing the ordinance and regulations for TNCs.

Broward.org | Government | Agencies | Services | Residents | Businesses | Visitors | Broward 100

BROWARD.org
Our Best. Nothing Less.

Search County Government

TRANSPORTATION NETWORK COMPANIES

About | Building Code | Environmental Protection | Forms | Regulated Businesses | I Want To...

Broward County > Environmental Licensing and Building Permitting > **Transportation Network Companies (TNCs)** | Printer Friendly | Google Translate

Transportation Network Companies (TNCs)

- About Us
- TNC Companies**
- TNC Drivers
- Legal Resources
- Workshops
- Timeline
- Contact Us

The Broward County Board of County Commissioners recently approved an ordinance that is responsive to competition in transportation, and provides appropriate, reasonable consumer protections to ensure the safety of residents and visitors to Broward County. This action followed months of debate and compelling arguments from all sides over what constitutes an appropriate level of regulation.

The new ordinance follows guidance by the Federal Trade Commission that encourages TNC regulations to be narrowly focused on providing for the safety of customers and drivers, deterring deceptive trade practices and addressing liability issues.

TNCs will be licensed by Broward County and required to carry insurance consistent with Florida law. All TNC drivers will be required to undergo a national and state background check and TNC vehicles must undergo regular inspections by a licensed mechanic.

The number of TNC vehicles will be unlimited to increase available transportation options. Broward County will make it as convenient and easy as possible for TNCs to comply with the regulations, offering fingerprinting at various locations, and an online chauffeur registration application.

In addition to ensuring a healthy business marketplace where competition, innovation and quality service delivery can thrive and consumers can benefit, Broward County also has a responsibility to provide for the public safety of Broward County residents and visitors.

[View Timeline](#)

Questions?

