Portland Private for Hire Transportation Demand Study

Presentation of Findings to PFH Board

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Portland Private for Hire Transportation Demand Study

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Scope of PFH Demand Study

Objective: Update PFH Needs Analysis

- Taxis, Town Cars, Shuttles, SAT
- Review current demand estimation method
- How other cities determine needs
- Future trends
- Recommend demand estimation method
- Users Manual

Information Collected

- Literature search
- Case studies – Austin, Arlington, Sacramento, Seattle
- Transportation demand (City district, 4-counties)
- Future economic conditions
- Taxi passenger volume
- 14 Interviews – providers, PDX, hotels

What we Reviewed at 4/19/2009 PFH Board Meeting

Preliminary demand forecast method based on:

- Use 2007 as baseline for forecast
- Changes in economic activity in six economic sectors
- Changes in PDX passenger volume
- Determine permits/mode based on PDX ground transportation survey

Major Comments from 4/19/2009 PFH Board Meeting

- Forecast *needs to account* for illegal activities at Downtown hotels
- Forecast *needs to account* for non-PDX PFH trips
- PDX ground transportation survey is *not* a good barometer of Citywide taxi and town car use

  (PDX survey - 82% by Taxi and 18% by Town car)

Revisions based on Comments

- Distinguish demand between taxis and town cars based on current patterns

	No. of Permits	Trips/Day*	Trips/Yr	% of Trips/Yr
Taxis	386	8,387	2,516,047	94%
Town cars	129	516	154,800	6%

* Assumptions: Taxis = 22 daily trips/permit; Town cars = 4 trips/permit

Trends in Portland Region Employment in Six Sectors

	2005	2006	2007	2008
Manufacturing	125,000	127,700	126,400	121,600
Trade	200,100	203,500	206,700	202,700
Information	23,300	24,500	24,900	24,700
Finance	69,300	71,200	69,500	67,200
Prof'l Services	131,900	138,300	138,600	135,300
Leisure	90,300	95,200	98,700	99,300
TOTAL	**639,900**	**660,400**	**664,800**	**650,800**
% Change		**+3.2%**	**+0.7%**	**-2.1%**

Source: Oregon Labor Market Information System, Oregon Employment Department

Trends in Annual PDX Passenger Volume

	2005	2006	2007	2008
PDX Passengers	13,879,701	14,043,489	14,654,222	14,288,234
% Change		+1.2%	+4.4%	-2.5%

Source: Port of Portland Aviation Statistics

Trends in Radio Cab Annual Passenger Volume

	2005	2006	2007	2008
Total Passenger Trips	1,131,987	1,197,169	1,208,668	1,191,860
% Change		+5.8%	+1.0%	-1.4%

Source: Steve Entler, Radio Cab Taxi Company, February 2009

Correlation between Trends

	2005-2006	2006-2007	2007-2008
Employment in 6 Sectors	+3.2%	+0.7%	-2.1%
PDX Passenger Volumes	+1.2%	+4.4%	-2.5%
Radio Cab Passenger Trips	+5.8%	+1.0%	-1.4%

Recommended Demand Estimation Method (Taxis/Town cars) – Step 1

Step 1 – Determine if economic conditions warrant consideration of additional taxi, town car permits

- Calculate annual changes in employment of 6 sectors (Oregon Employment Dept web site)
- If employment increases, there is an increased demand for taxis and town cars services; if employment decreases, taxi and town car demand is also in decline.

If employment data is inconclusive:

- Calculate annual changes in PDX passenger volume (POP Aviation web site)

If additional data is still needed:

- Calculate log data and/or request passenger volume information from primary providers.

Recommended Demand Estimation Method (Taxis/Town cars) – Step 2

Step 2 – If Step 1 indicates increasing Taxi and Town car demand, determine demand for each

- Determine demand for taxis and town cars on the basis of Step 1 changes: e.g., if there is a 5% increase in employment, there is a corresponding 5% increase in demand for taxis and town cars (and need for 5% more taxi and town car permits).

	2009 Permits	With 5% inc.	Resulting Permits
Taxi + Town Car	515	26	541

Recommended Demand Estimation Method (Taxis/Town cars) – Step 2

Step 2, continued – Allocate taxi and town car permits

- Allocate permits to taxis and town cars based on 94% taxi and 6% town car mode share – see table for how a 5% increase in total taxi and town car permits would be allocated

	"Needed" Taxi + Town car Permits	Allocation to Taxi	Allocation to Town cars
Example 5% increase	26	24	2

Recommended Demand Estimation Method (Shuttles) – Step 3

Step 3 – Determining demand for Shuttles

- Determine demand for shuttles on the basis of changes in annual PDX passenger volumes and 12% mode share from PDX Ground Transportation Survey:
  - E.g., If PDX passenger volume increases by 1,000 passengers/day, 120 would be expected to use shuttles.
  - If shuttle companies can demonstrate that their current permits is inadequate to handle the demand, they would have a valid case for requesting additional permits.

Recommended Demand Estimation Method (SAT)

- Continue current method/processes for issuing additional SAT permits.

Conclusions about Demand Estimation Method

- PFH demand changes correspond with changes in region's employment in six sectors, PDX passenger volumes, and Radio Cab trips.
- PFH demand may exceed capacity of current number of PFH permits when employment and PDX passenger volumes exceed 2007 levels.
- With declines in the above criteria, new PFH permits are not recommended for the 2009-2010 period.

Conclusions about Demand for Permits by PFH Mode

- Demand estimation method for SAT services should be maintained.
- Shuttle demand should be based on changes in PDX passenger volumes.
- Taxi and Town car demand should be based on economic conditions, and any new permits should be allocated as follows: 94% Taxi; 6% Town car.

Appeals Process

Provide data demonstrating that productivity/ permit and/or demand is increasing to the point where current permits cannot meet demand

- From taxi meters, invoices, PDX transactions
- From driver log data that can be independently verified
- From new contracts

Other Recommendations

- Continued and increased enforcement of illegal town car practices.
- Issue permits incrementally rather than a large number all at once.
- Review utilization of permits before issuing new ones.
- Use log data from all permitted vehicles to improve accuracy of demand forecast.
- Increase PFH program capabilities to match added responsibilities.

Questions/Comments

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