

Top 5 Things to Know About the *Five-Borough Taxi Plan...*



The City has an exciting plan for a *new type of taxi* to pick up street hails in Brooklyn, the Bronx, Queens and Staten Island. Here's what businesses need to know:

1. Healthy taxi markets make for healthy office and retail centers.

Customers and tenants love having more transit options!

2. Borough Taxis bring shoppers, not parkers.

Taxis are a great option for those wanting a direct trip without all that circling for parking.

3. Borough Taxis will improve safety.

A uniform color and roof light ensure passengers that they are entering a safe vehicle with a City-approved driver. They can feel confident they are entering a "real" Borough Taxi.

4. Borough Taxis will make fares predictable and paying easy.

A metered fare will eliminate haggling over fares. Passengers can pay with a credit or debit card--no more searching for an ATM!

5. Call-ahead service will still be there when you need a lift.

Dial-a-cars will still be there for people with a favorite car service. Those in a rush might skip the call and hail a ride.