

Taxi Group Ride Pilot Proposal

X90 Alternative

June 22, 2010



Current X90 Bus Stops



MTA X90 Express Bus

- First Stop – E. 92nd Street & York Ave.
- Last Stop – World Financial Center
- MTA estimates 400 morning riders/day
- Hours of Operation from E. 92nd St
 - 6:20AM to 9:29AM
 - Bus runs 15 times
 - Approximately travel time of 50 minutes from 92nd St to WFC
- \$5.50 per trip or a weekly pass for \$45 (assuming 10 trips per week = \$4.50/trip)

Four Criteria for Selecting Group Ride Stand Location

- Passenger volume per stop, based on TLC Staff observations
- Location not too close to current stand at E. 79th Street & York Avenue
- Easy access to FDR Drive South
- Minimal elimination of parking spaces in the neighborhood

Passenger Volume per Stop

- Methodology
 - TLC staff traveled on the X90 on the mornings of May 25 & 26 (Tue & Wed) to count the number of passengers boarding at each stop
 - Most bus runs we counted only once – when there were two runs, the higher figure was selected for each pickup
- Snapshot of Ridership Totals from 6:55 AM – 9:30 AM

Stop	Total
E. 92 nd St.	30
E. 91 st St.	0
E. 88 th St.	21
E. 86 th St.	17
E. 82 nd St.	32
E. 79 th St.	43
E. 74 th St.	34
E. 72 nd St.	31
E. 69 th St.	9
E. 67 th St.	32
Total	249

Represents location of existing taxi stand.

Represents potential customers for new stand.

Proposed Location

- Northbound side of York Avenue, midblock between E. 70th & E. 71st Streets



Proposed Location

- Convenient for 100+ X90 passengers and well spaced from E. 79th Street, allowing for maximum coverage of neighborhood.
- Existing taxi stand 7AM-10AM so no parking spaces are eliminated
- Northbound side of street provides easy access to FDR Drive South via right turn on E. 73rd St.



Stand details

- Taxi Group Rides & Standard Rides will be offered from the location
- 2 or more people share a taxi
- Fare is \$6 per person
- Taxicabs enter FDR Drive South at E. 73rd Street
- Drop-offs beginning at Pearl Street, continuing South onto Water Street, ending at the World Financial Center



Outreach

- Promote and announce current stand at E. 79th St. & York Ave and new stand at E. 70th & York Ave
 - Flyers to potential passengers on X90 and in areas close to the targeted bus stops
- Driver Outreach
 - Flyers to fleets, garages, airport, TLC facilities
 - Text messages to Driver Information Monitor (DIM)

