

Group Ride Stand Update

Performance Review of Three Group Ride Stands:

York Ave / East 70th St

Port Authority Bus Terminal

LaGuardia Airport, Marine Air Terminal

January 20, 2010



**Taxi & Limousine
Commission**

Background: Why Group Rides Stands?

2



Port Authority Bus Terminal

- High taxi demand times
- Focused on AM rush hour (6AM - 10AM)
- Increase taxi availability
- Reduced fare for passengers
- Increased income for drivers
- Analyzed TPEP Data

Background: Group Ride Stand Details

3

Pickup Location	Corridor End Point or Dropoff Zone	Fare per person	Hours of Operation	Launch Date
York Ave / 70 th St	Frankfort St / Pearl St & on to World Financial Center	\$6.00	6AM – 10AM	6/28/10
Port Authority Bus Terminal (42 nd St / 8 th Ave)	59 th St / 6 th Ave	\$3.00	6AM – 10AM	7/7/10
LaGuardia Airport, Marine Air Terminal	Bet 35 th & 59 th St & bet 2 nd Ave & 8 th Ave	\$22/person with 2 passengers \$18/person with 3 passengers	7AM – 10AM & 4PM – 8PM	7/7/10

Results: York Ave / East 70th St

4

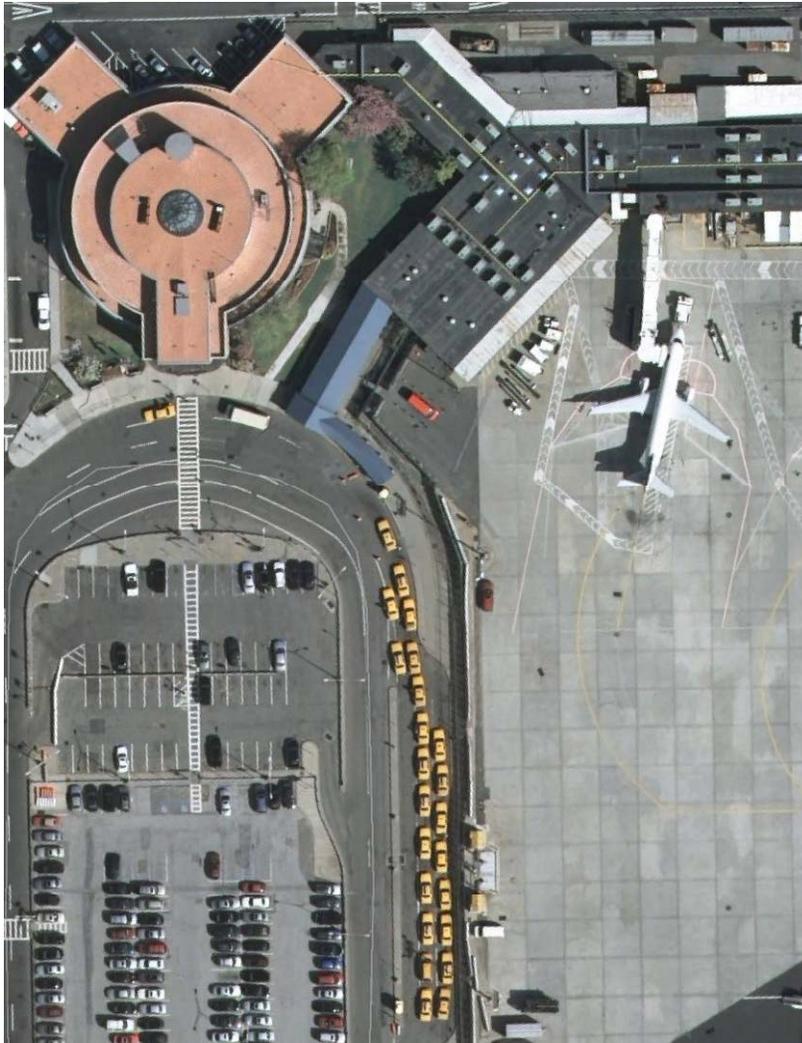
- Assist passengers stranded by MTA service reductions
- Discontinued X90 bus to Wall St
- Did not attract many riders
- Passengers prefer the stand at York Ave and East 79th St
- Taxis had difficulty parking at curbside



York Ave & 79th St Group Ride Stand

Results: LaGuardia Airport, Marine Air Terminal

5



LaGuardia Airport, Marine Air Terminal

- To transport passengers from MAT to Midtown
- Did not attract ridership
- Potential Reasons
 - Business travelers
 - Expense accounts
 - Desire to use phone
 - No cab shortage

Results: Port Authority Bus Terminal

6

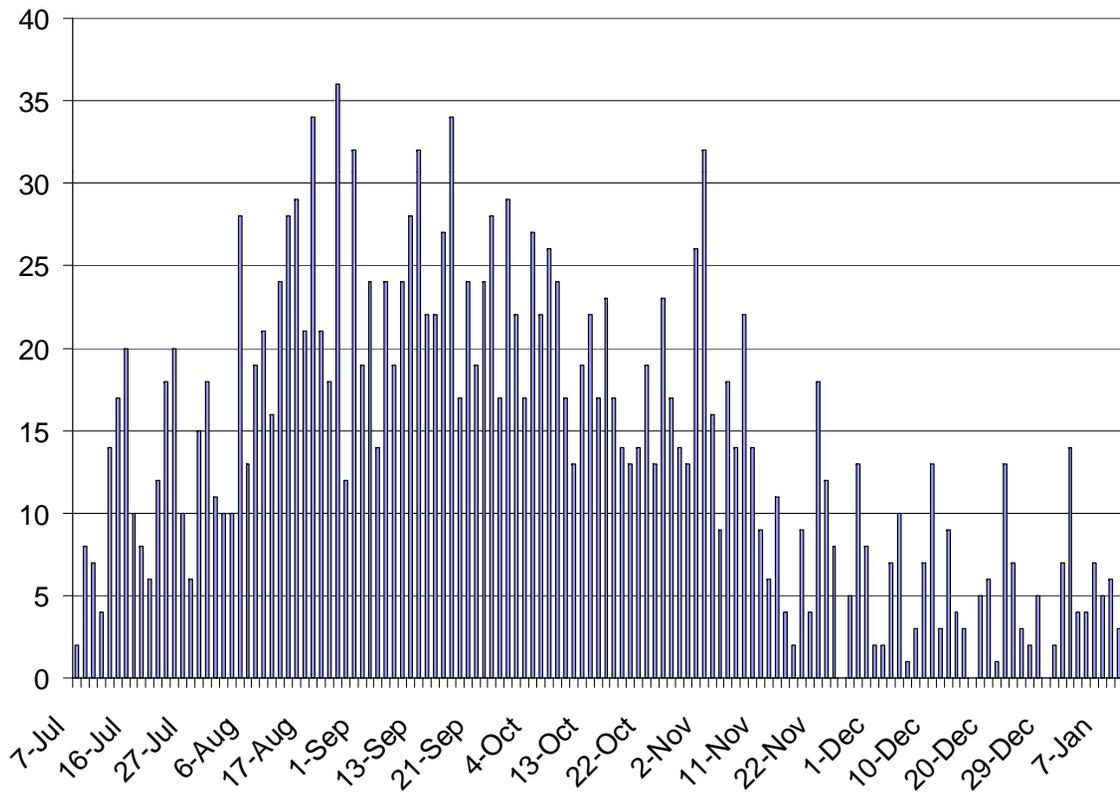


Port Authority Bus Terminal

- Attracts a steady stream of rides
- About 14 per day
- The most successful stand launched in 2010
- Reasons:
 - Dispatcher
 - Commuters
 - Long line for taxis

Results: Port Authority Bus Terminal

7



-Initial demand high

-Decreased use may be due to reduced outreach

Graph of daily Port Authority Bus Terminal usage

Recommendations:

8

- York Ave / East 70th St
 - Decommission Stand
- LaGuardia Airport, Marine Air Terminal
 - Move to US Airways Terminal
- Port Authority Bus Terminal
 - Make Permanent