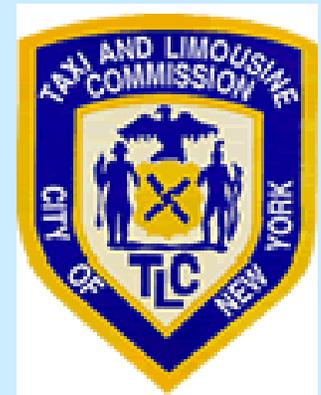


Experimental Group Ride Plan



Medallion Taxi Experimental Group Ride Plan May 28th, 2009



Experimental Group Ride Plan



What is a Group Ride?

- More than one passenger (typically 2-4) traveling from a common origin to a destination along a designated corridor
- Passengers line up at a TLC approved taxi stand
- Passengers dropped off along corridor route
- Limited to the AM rush hour (6AM to 10AM)
- Flat Fare with discount from standard fare
- Same starting point with common destination

Experimental Group Ride Plan



Goals

Increase

- Capacity of taxis during AM rush
- Revenue for drivers
- Passenger taxi trips during AM rush
- Service where service is scarce
- Cab utilization



Experimental Group Ride Plan



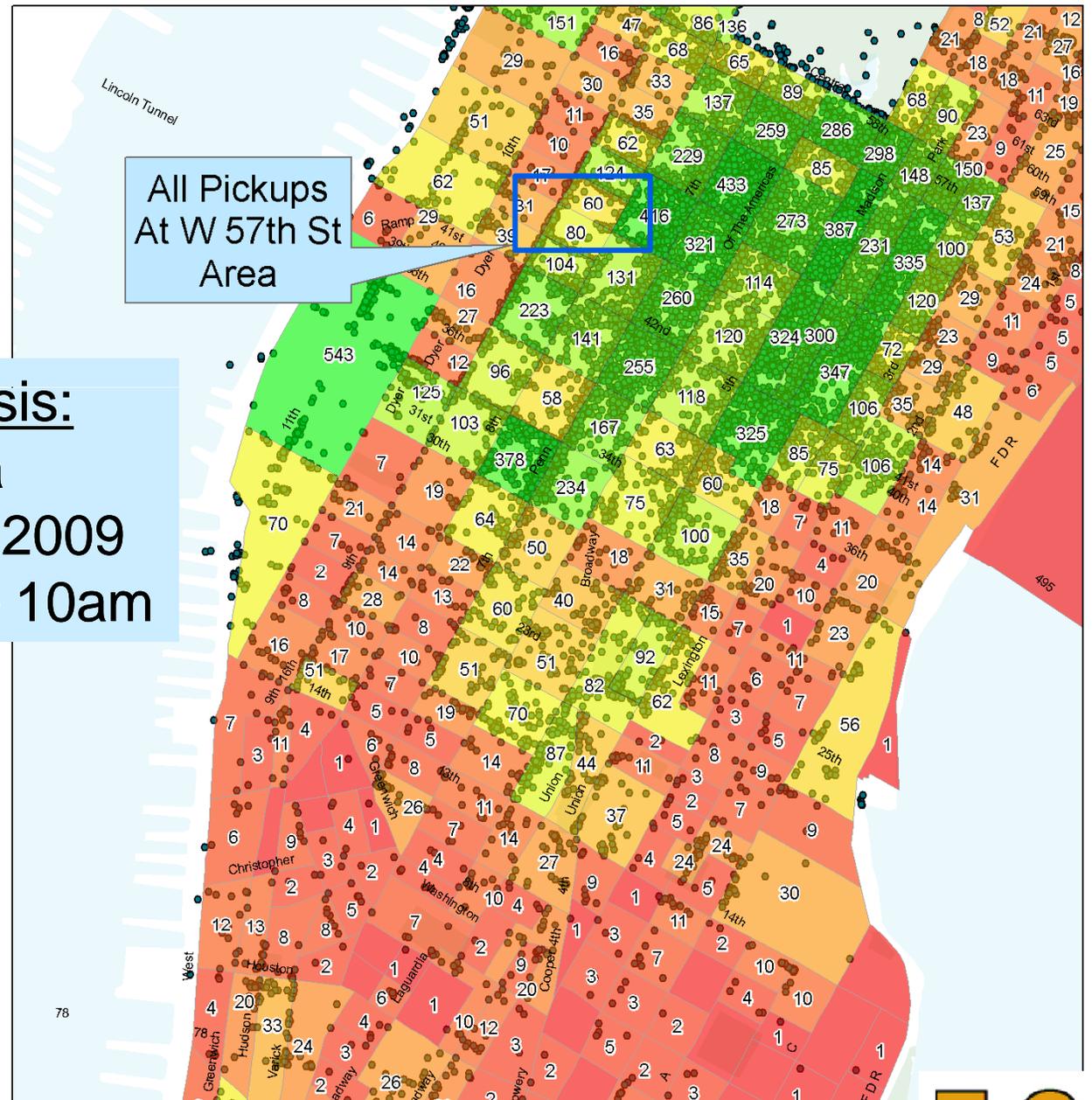
Group Ride Locations

- Analyzed electronic tripsheet data for:
 - High volume of pickups
 - Location of common drop-offs
 - Average fare information



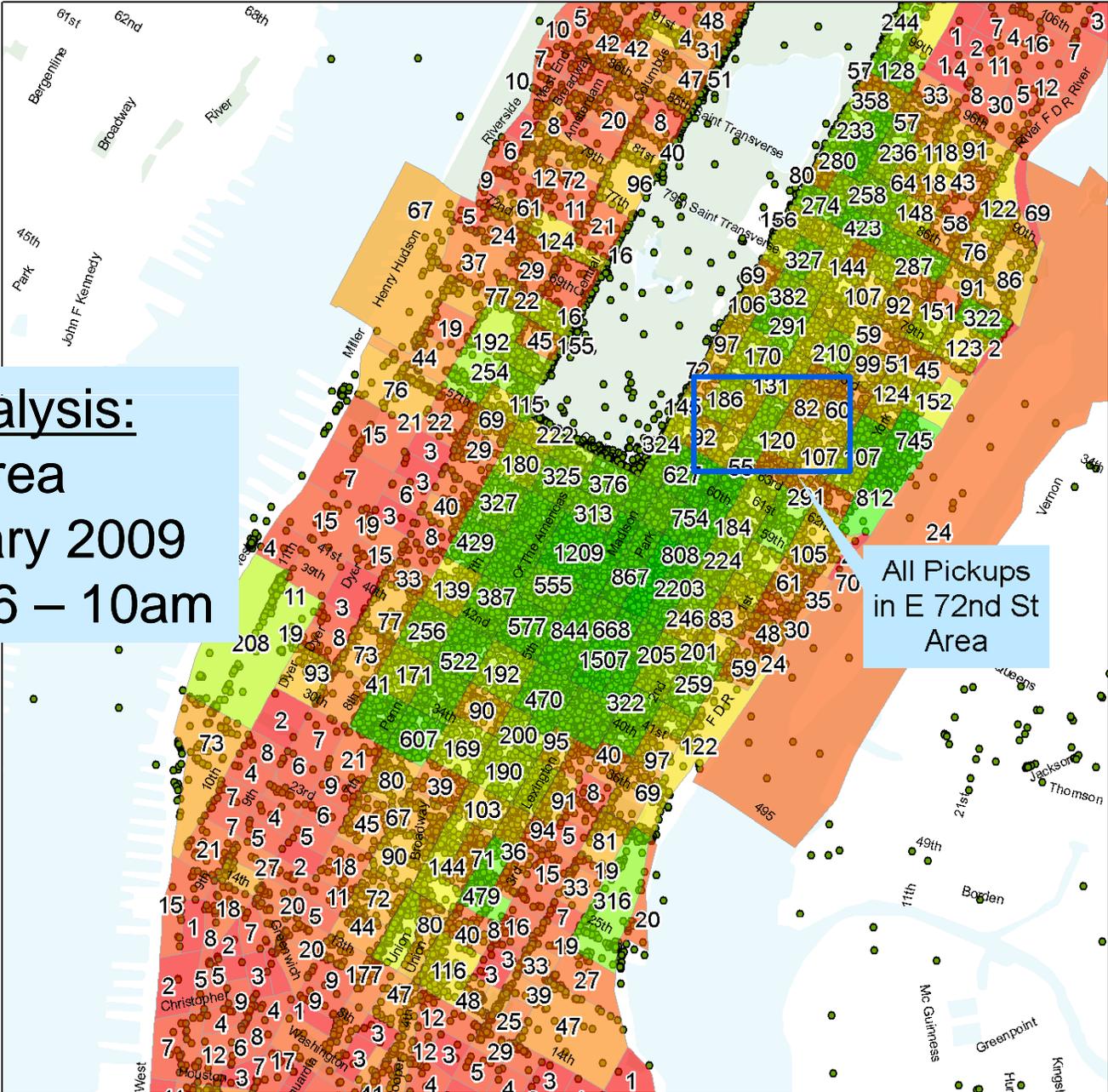
Experimental Group Ride Plan

Example of Analysis:
W 57th St. Area
3 weeks in January 2009
Monday – Friday, 6 – 10am



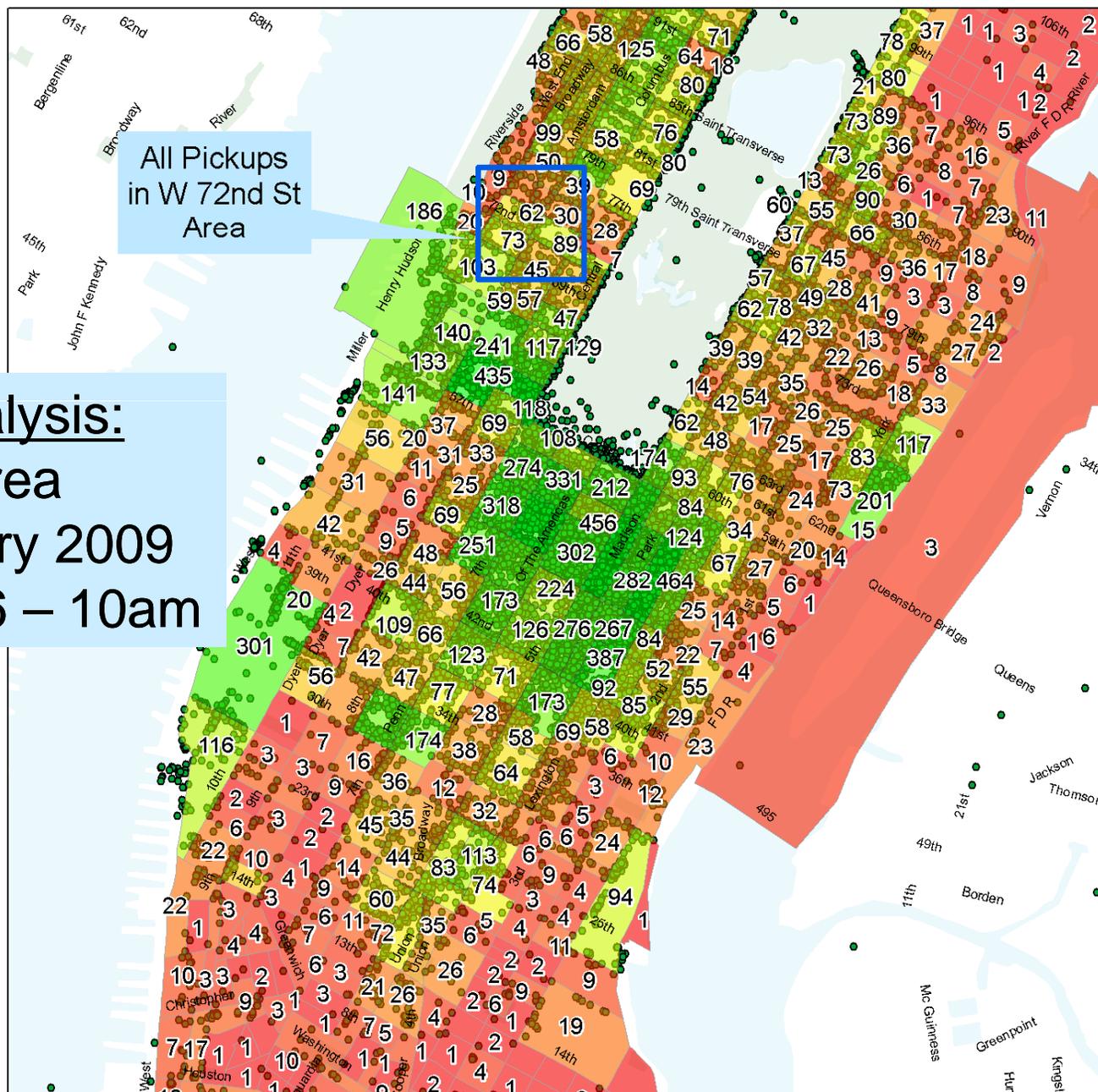
Experimental Group Ride Plan

Example of Analysis:
E 72nd St. Area
3 weeks in January 2009
Monday – Friday, 6 – 10am



All Pickups
in E 72nd St
Area

Experimental Group Ride Plan

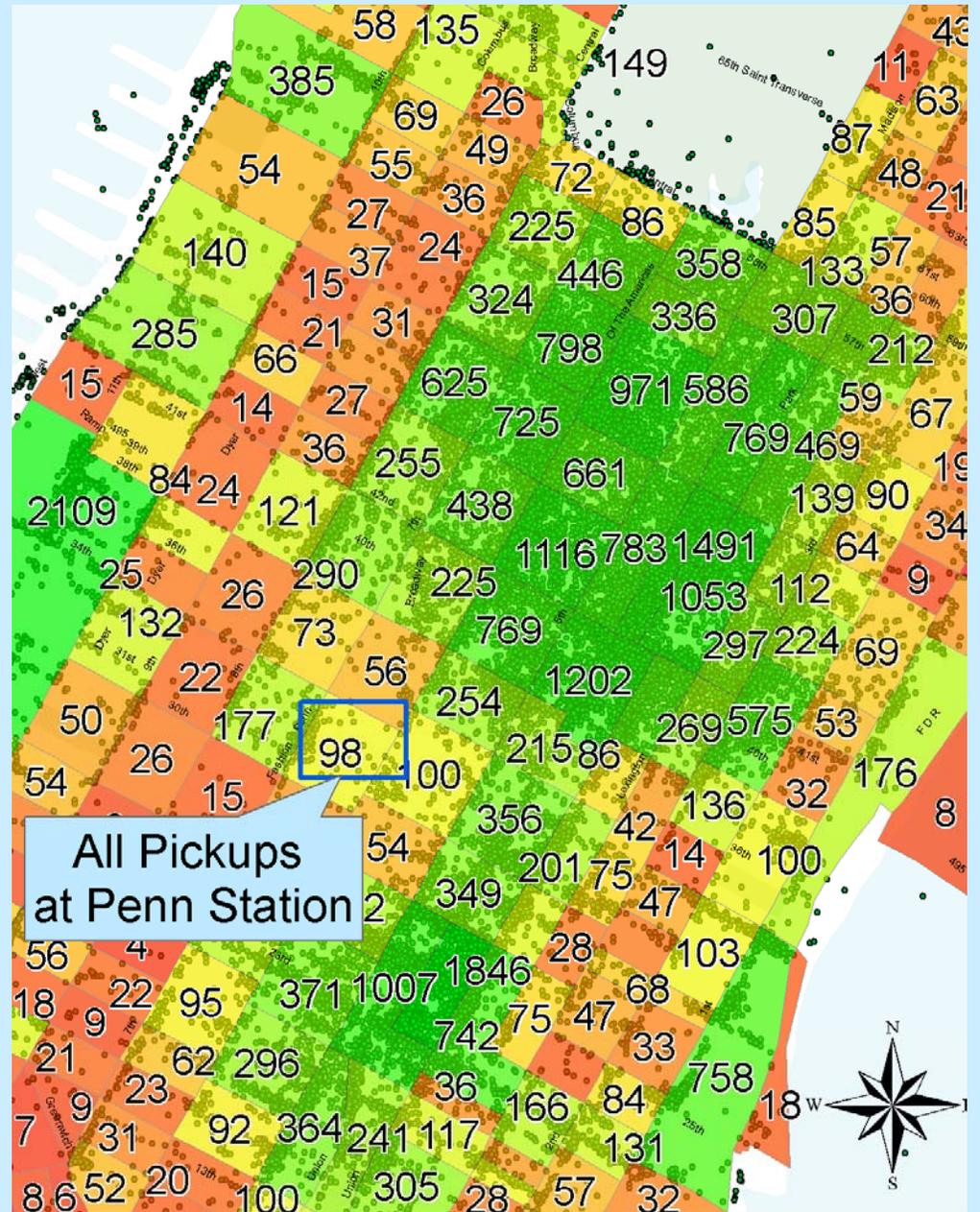


All Pickups
in W 72nd St
Area

Example of Analysis:
W 72nd St. Area
3 weeks in January 2009
Monday – Friday, 6 – 10am

Experimental Group Ride Plan

Example of Analysis:
Penn Station
3 weeks in January 2009
Monday – Friday, 6 – 10am



Experimental Group Ride Plan



Results

Pickup Volumes

- Very low north of 96th Street
- Twice as many on the East Side vs. West Side
- Very High at Transit Hubs
(Penn Station, Grand Central, Port Authority)

Drop-off Volumes

- Very low north of 96th Street
- Very high in Midtown

Experimental Group Ride Plan



Proposed Start & End Points

Pickup and Drop-off Locations for Group Rides			
Pickup Location	Corridor End Point	Avg. Fare	Fare / person
Grand Central Terminal	59th St / 6th Ave	\$ 5.46	\$ 3.00
Penn Station	59th St / 6th Ave	\$ 6.11	\$ 4.00
Port Authority Bus	59th St / 6th Ave	\$ 4.98	\$ 3.00
W 57th St / 8th Ave	57th St to Park Ave/ 42nd St	\$ 5.99	\$ 3.00
E 72nd St / 3rd Ave	Park Ave / 42nd St	\$ 6.86	\$ 4.00
W 72nd St/Columbus	Park Ave / 42nd St	\$ 7.44	\$ 4.00

Experimental Group Ride Plan HOW IT WOULD WORK?



NEW YORK CITY TAXI & LIMOUSINE COMMISSION

- Signage describing service
 - Code of conduct
 - Fare chart
 - Hours of operation
 - Contact information
- No dispatcher needed
- Any taxi can participate
- Program lasts one year



Experimental Group Ride Plan



Medallion Taxi Experimental Group Ride Plan May 28th, 2009

