

Enhancing Service

- Yellow Taxi Rideshare Pilot
- Yellow Taxi Group Ride Pilot
- Livery “Black Car” like service Pilot

**Pilot Proposal:
Ridesharing using
Multi-Fare Meters**

May 28, 2009

NYC Taxi and Limousine Commission

Background

- Lessons learned from the 2005 Transit Strike and 2007 Taxi Strikes.
- The average number of passengers per ride is 1.4, but cabs hold 4 passengers.
- Rush Hour conditions make it hard to find an empty cab.

Ridesharing: Filling the empty seat

- Concept:

- Improve efficiency of taxis already on the road
- A system that allows people with unique start and end points to share a taxi

Ridesharing: Filling the empty seat

- Concept:
 - Build on strength of cab system – “ad-hoc” hailing
 - Increase availability to all passengers without increasing the number of cabs
 - Metered fares offered at discount for sharing
 - Drivers can make more
 - Passengers will pay less
 - Clearly marked “share cabs” with destination displays

Ridesharing: Filling the empty seat

- The details:
 - Multi-Fare Meters
 - Pulsar Technologies, Centrodyne, and Verifone developing meters
 - Meter will track each passenger/trip separately, including individual check-out and payment options (cash or credit).
 - PIM will display fare information
 - Self-sorting – “Destination Signage” will communicate to potential passengers the cab’s route.
 - “Senior” trip controls the route
 - “Junior” trip is not guaranteed door to door
 - Two passenger/trips at a time

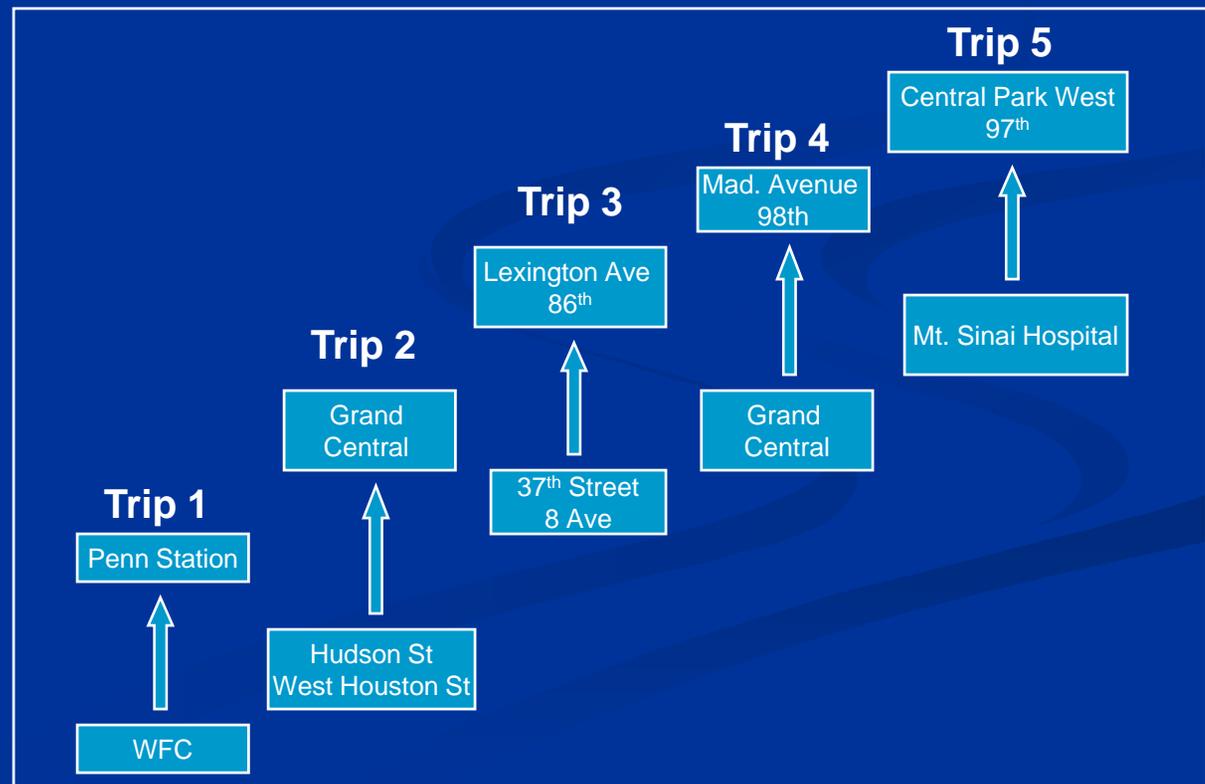
Operational Details

- Limited number of trips at one time
 - Allow up to 2 concurrent trips
 - 2 passengers per trip

CURRENT / Total Mileage = 11.7



PROPOSAL / Total Mileage = 9.2



Fares – Current/First Scenario

Drop	Surcharge	Tax	Miles	Per 1/5 of a mile & minute	Total
\$2.50	\$1.00	\$0.50	3	\$0.40	\$10.00
\$2.50	\$1.00	\$0.50	3	\$0.40	\$10.00
\$2.50	\$1.00	\$0.50	3	\$0.40	\$10.00
TOTAL					\$30.00

Fares - Proposed

- Passengers pay less for sharing
 - “Drop” stays the same
 - 50% discount for mileage and waiting time charge.
 - 33% discount on the flat fare to JFK.

Fares – Proposed/Second Scenario

Drop	Surcharge	Tax	Miles	Per 1/5 of a mile & minute	Total
\$2.50	\$1.00	\$0.50	3	\$0.20	\$7.00
\$2.50	\$1.00	\$0.50	3	\$0.20	\$7.00
\$2.50	\$1.00	\$0.50	3	\$0.20	\$7.00
\$2.50	\$1.00	\$0.50	3	\$0.20	\$7.00
\$2.50	\$1.00	\$0.50	3	\$0.20	\$7.00
TOTAL					\$35.00

Ridesharing: Filling the empty seat

■ The Pilot:

- Are people willing to share rides during rush hours?
- Will cabbies earn more money?
- How many more rides are being provided?
- How does technology work?
- How is traffic impacted?
- Is it worth continuing?
- Passenger Trip Miles vs. Vehicle Trip Miles

Pilot Terms

- Up to 1,000 taxis
- Pilot to last 12 months
- Any qualified meter manufacturer can participate
- “Share cabs” will be marked for easy passenger identification
- Periodic reports to the Commission

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