

Matthew W. Daus, Commissioner/Chair

**PRESS RELEASE
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TLC, DOT COMMISSIONER ANNOUNCE 2/26 START DATE FOR GROUP RIDE SERVICE AT THREE PILOT MANHATTAN GROUP RIDE LOCATIONS

***Flat Fares for Group Rides Along Convenient Routes
To Popular, Shared Destinations***

New York City Taxi and Limousine Commission (TLC) Commissioner Matthew W. Daus and New York City Department of Transportation (DOT) Commissioner Janette Sadik-Khan today announced a start date of Friday, February 26, 2010 for the first of several anticipated Group Taxicab Ride stands. In the one-year pilot program, Group Rides will allow between two and four passengers to pay a discounted per-person flat fare of \$3-\$4 for rides from conveniently located stands along specified routes to a common destination, with the ability to “hop off” anywhere along the route. The stands coming online on February 26 are the first three of six approved stand locations in Manhattan, with additional pilot stands being planned for the US Air and Marine Air Terminals of LaGuardia Airport.

The program aims to meet the goals set by Mayor Michael R. Bloomberg in his 2009 State of the City Address, in which he directed the TLC to experiment with pilot programs such as this one, and others that facilitate group- and shared-ride scenarios, all of which are in various stages of development. The first three stands and their routes and fares are:

Pickup Location	Corridor End Point	Fare per person
W 57th St / 8th Avenue	57th St to Park Ave/ 42nd St	\$ 3.00
E 72nd St / 3rd Avenue	Park Ave / 42nd St	\$ 4.00
W 72nd St/Columbus Ave.	Park Ave / 42nd St	\$ 4.00

The stands will be in operation on weekdays during morning rush hours between 6 a.m. and 10 a.m. The locations were chosen following a careful review of GPS “electronic trip sheet” data, which were combed for locations with high volumes of pickups, and the location of corresponding drop-offs.

“Group rides are smart policy,” said TLC Commissioner/Chairman Matthew W. Daus. “It increases taxi capacity during high-demand hours, which is both efficient and environmentally responsible; it costs passengers less and earns drivers more, and it

standardizes and makes more economical a practice of sharing cabs that many taxi riders have favored for years. Everyone wins.”

“Group rides are a sign of the times,” said DOT Commissioner Sadik-Khan, whose agency worked with TLC to establish the group ride locations and install signs. “This system can help improve mobility on our streets as passengers share their ride and share a break in the fare.”

The program also benefits from a video public service announcement video designed by NYC Media, the official TV, radio and online network of New York City. This informative video began playing today in all taxis, and educates passengers on the convenience and benefits of Group Rides.

“NYC Media is delighted to help get the message out about this new initiative by highlighting useful information for New Yorkers in a creative, forward thinking way,” said Todd Asher, Chief Operating Officer, NYC Media.

Other stand locations planned for Manhattan include Grand Central Terminal to 59th Street/6th Avenue (\$3.00 fare); Penn Station to 59th Street/6th Avenue (\$4.00 fare); and the Port Authority Bus Terminal to 59th Street/6th Avenue (\$3.00 fare).

Additional information is available on the TLC’s Web site at www.nyc.gov/taxi.