



NEW YORK CITY TAXI & LIMOUSINE COMMISSION

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TLC NEWS | PRESS RELEASES

FOR IMMEDIATE RELEASE
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TLC SURVEY TO MEASURE EFFECTIVENESS OF "CELEBRITY TALKING TAXI" PROGRAM

The New York City Taxi and Limousine Commission (TLC) today announced the launch of a survey on its web site (www.NYC.gov/taxi) to gauge the effectiveness of the "Celebrity Talking Taxi" program. The "Celebrity Talking Taxi" program, which involved celebrity audio reminder messages to encourage taxicab passengers to buckle their seat belts for safety and to remember to take their belongings and to get a receipt from their driver, was launched on August 1, 1997. TLC personnel will also be taking the survey to the streets of the city, to seek the input of those New York City taxicab riders and visitors who may not have access to the Internet.

"The 'Celebrity Talking Taxi' program was created to enhance public safety," said TLC Commissioner/Chair Matthew W. Daus. "While the TLC, in conjunction with the Mayor's Office of Operations, undertook a survey of taxicab riders to gauge the program's effectiveness in 1998, the conclusions it drew are somewhat dated today. We believe it would be prudent to take a fresh look at the program's effectiveness so that we can either make the necessary modifications, or discontinue the program in favor of another approach to reach our goal of enhanced public safety."

Those without access to the TLC's web site at www.NYC.gov/taxi may make their opinions known by calling the agency's Customer Service Hotline at 212 NYC TAXI.