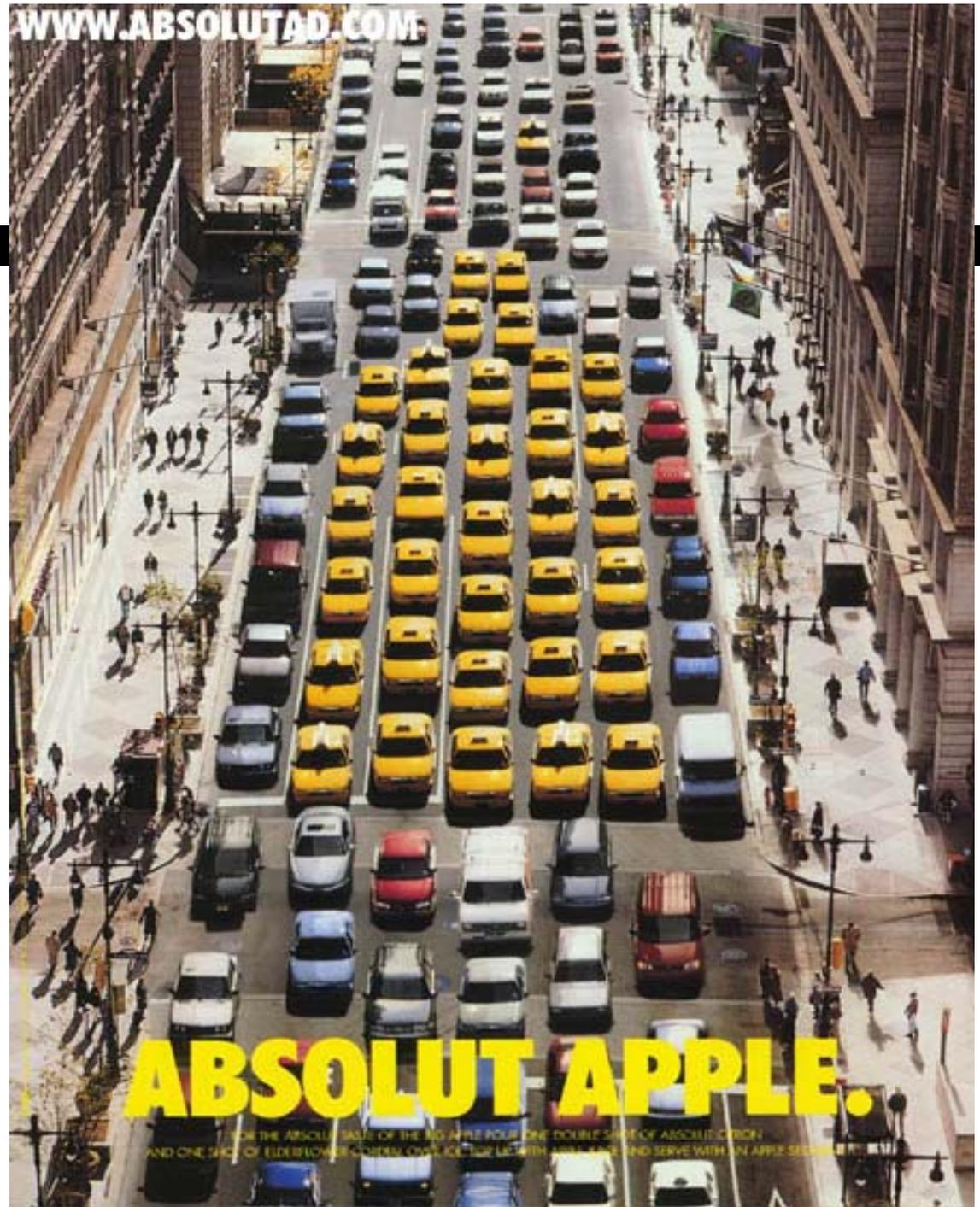


Boro Taxis 101

Taxi and Limousine Commission

Taxi as icon

2



Taxi as icon

3



Car ownership in NYC

4

	Households With Cars
Manhattan	21%
Brooklyn	43%
Bronx	38%
Queens	61%
Staten Island	82%
<i>All NYC</i>	44%

(2012 AMERICAN COMMUNITY SURVEY)

Car ownership in NYC

5

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<i>All NYC</i>	44%
<i>Nationwide</i>	<i>91%</i>

(2012 AMERICAN COMMUNITY SURVEY)

Yellow taxi service

6

97% of taxi pickups are in Manhattan or at the airports.



Demand for hail service

7

TLC regularly observed passengers hailing livery cabs.

Problems:

- ❑ Haggling over the fare
- ❑ Hard to identify licensed vehicles
- ❑ Cash only



Mayor Bloomberg announces Five Borough Taxi Plan in 2011 State of the City

8

- ❑ Legalize existing livery street-hail service in Northern Manhattan and outer boroughs
- ❑ Improve with regulation: “yellow-caliber service”
 - ❑ Boro Taxis would have meters, a rooflight, GPS, credit card readers, and a uniform color
- ❑ Mayors have been trying to accomplish this for over 40 years



“...whether you’re standing on 42nd Street in Manhattan or 42nd Street in Sunset Park, Brooklyn, or 42nd Street in Sunnyside, Queens, you ought to be able to hail a cab.”

(MAYOR BLOOMBERG, 2011 STATE OF THE CITY)

State Passes Legislation

9

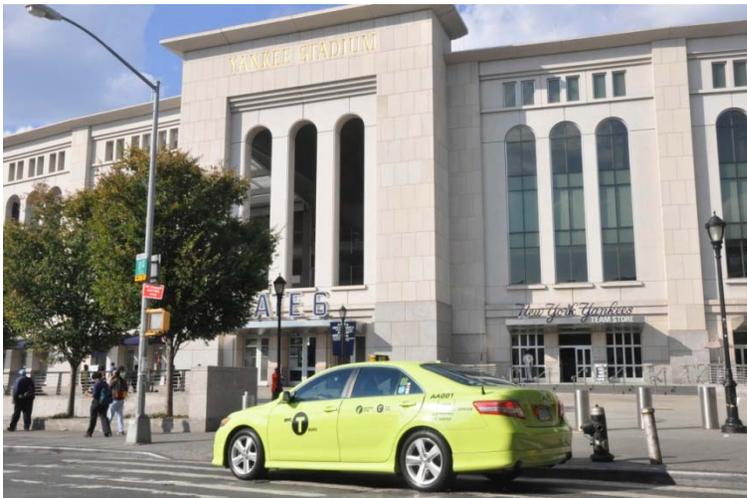
In 2012, Governor Cuomo signed legislation permitting up to **18,000** livery cars to accept street hails

- ❑ **20%** of Boro Taxis must be wheelchair-accessible
- ❑ Three sets of **6,000** licenses issued over three years

Yellow Taxi industry sued, but law was unanimously upheld by the Court of Appeals in June 2013.

First Boro Taxis hit the streets

10



Boro Taxis by the Numbers

Licenses Issued	5,362
Cars on the Street	850
Average Trips per Day	4,757 (and climbing)
Passengers to date	228,000
Credit Card Usage	33% (55% for Yellow Taxis)

Passengers like them

11



Alex @dearmrjack

20 Aug

.@nyctaxi - beautiful green taxis and in the #bronx! #BoroTaxi
pic.twitter.com/bY8KG1T19A

[View photo](#)



Rob Weber @rweber87

26 Oct

Fellow non Manhattan friends: green cabs are yellow cabs...BUT
FOR US! @nyctaxi

Expand

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



Janet Caputo Karp @janetcap

11 Oct

I'm in a #greentaxi! Hailed it via @Uber_NYC

Expand



Andrew Torres @amtorres80

27 Aug

Spotted in Brooklyn: an apple green @nyctaxi 5 boro taxi.
Woman opened the door and asked, "Is this metered?" #yes
pic.twitter.com/XMVDwFDL4J

Drivers are making money

12

NEW YORK POST

METRO

Outer-borough cabbies cleaning up

By Rebecca Harshbarger

October 18, 2013 | 1:27am



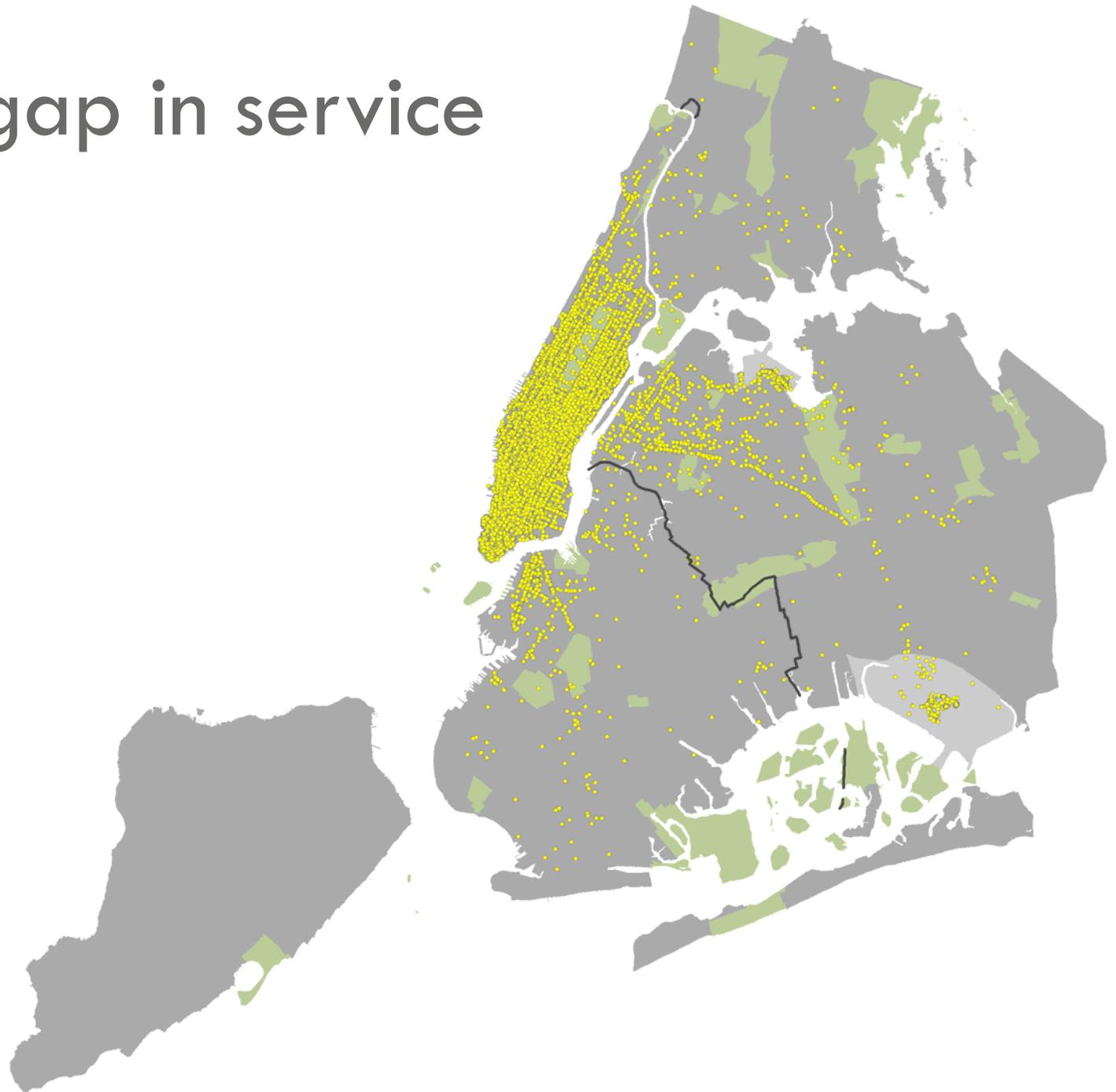
Photo: Gabriella Bass

“Mohammed Virk, a 40-year-old Marine Park father of four, said that he’s been taking home as much as triple what he took in as a livery-car driver. He used to make \$100 and \$150 a shift; now he makes \$200 to \$350. He said that the ability to pick up street hails has had a huge impact on the 23-year veteran’s bottom line.”

(NY POST, OCT. 18, 2013)

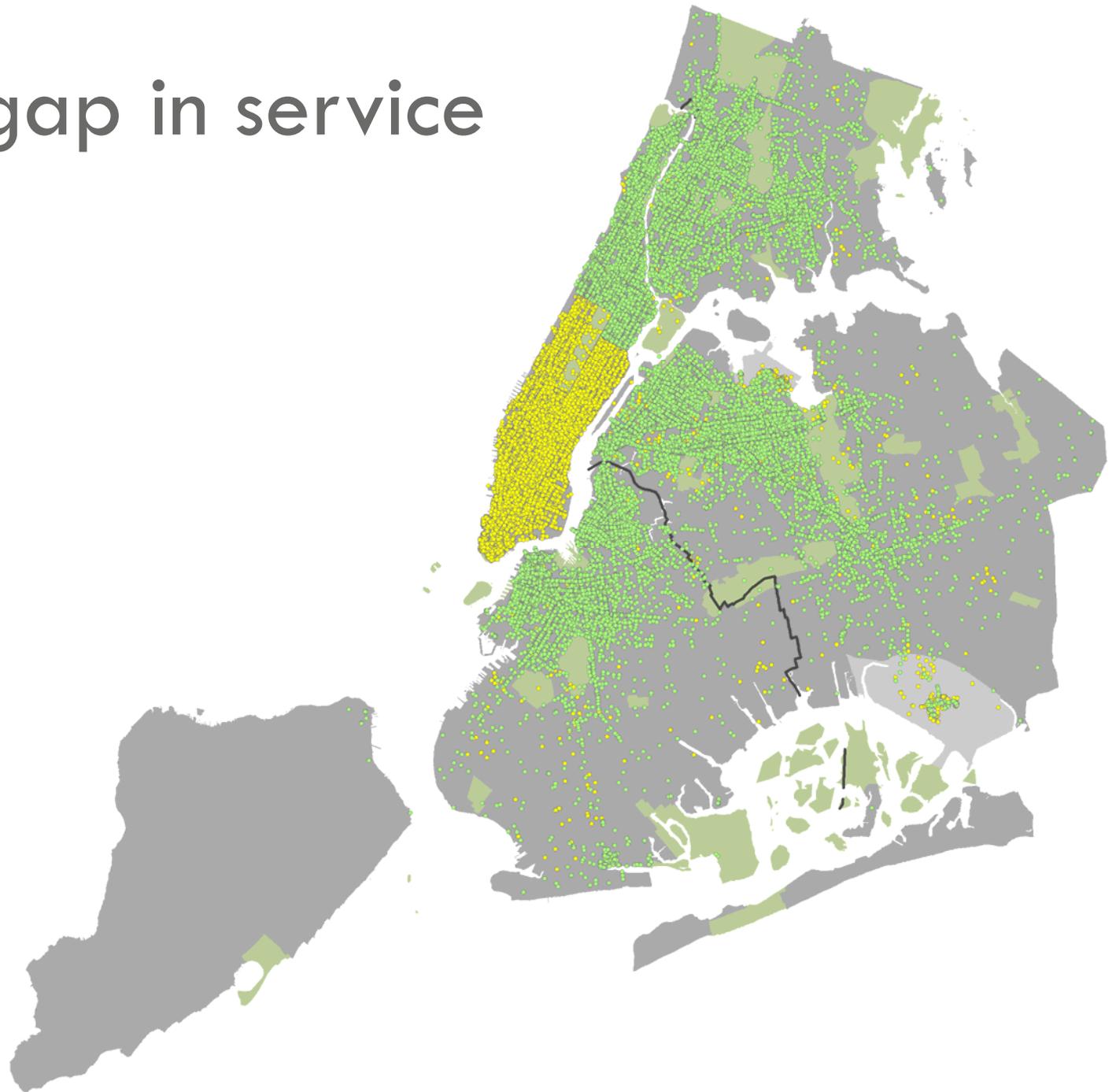
Filling a gap in service

13



Filling a gap in service

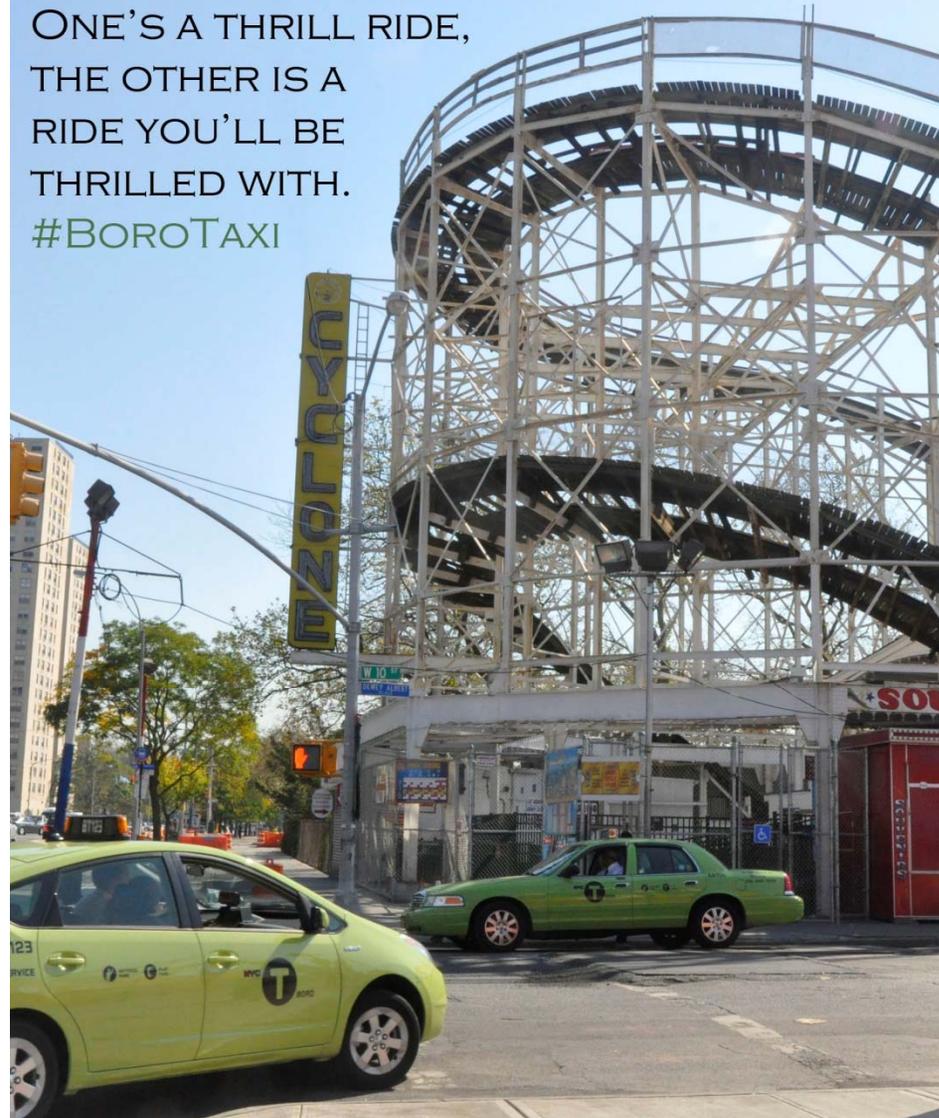
14



THE WORLD IS JUST A HAIL
AWAY IN A #BOROTAXI



ONE'S A THRILL RIDE,
THE OTHER IS A
RIDE YOU'LL BE
THRILLED WITH.
#BOROTAXI



NYC

Michael R. Bloomberg
Mayor

**Taxi & Limousine
Commission**

David Yassky
Commissioner

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AND THE BRONX



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TAKE ME OUT TO THE BALL GAME...
IN A #BOROTAXI



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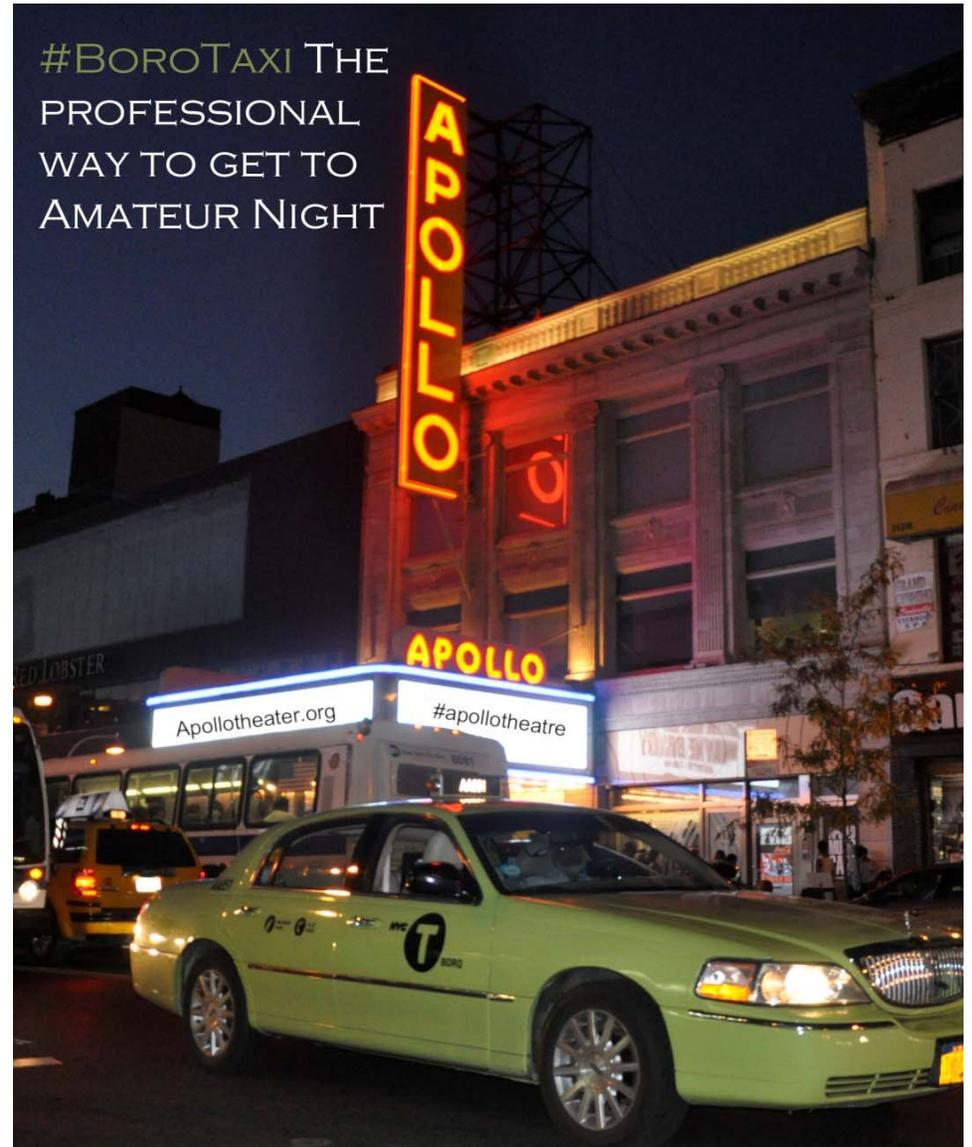
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WAY TO GET TO
AMATEUR NIGHT



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