

TLC Group Ride Initiatives

May 19, 2011

Presentation Outline

1. Group Ride Vehicle Pilot Program
 - ▣ Review of the Group Ride Vehicle Pilot
 - ▣ Pilot Evaluation
 - ▣ Recommendations
2. Port Authority Group Ride Stand
 - ▣ Background
 - ▣ Results
 - ▣ Recommendations
3. US Open Pilot Proposal
 - ▣ Background
 - ▣ Proposal

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1. Group Ride Vehicle Pilot Program: Review

- A service allowing point to point, shared ride service along specified pick up and drop off locations.
- Initial service areas were based around MTA bus routes that have been eliminated.
- The cost of a ride is a flat fare of \$2
- Vehicles are clearly marked for identification as participating in the pilot.
- Pick up and drop off locations marked with route specific and traffic regulatory signs (as seen on right).
- Drop offs occur at the fixed stops or at other locations passengers negotiated with the driver.



1. Group Ride Vehicle Pilot Program: Review

1. Former B23

Borough Park, Kensington, Flatbush
1,580 weekday customers
~15 minutes in additional travel time

2. Former B71

Park Slope, Carroll Gardens, Prospect Heights
1,080 weekday customers

3. Former B39

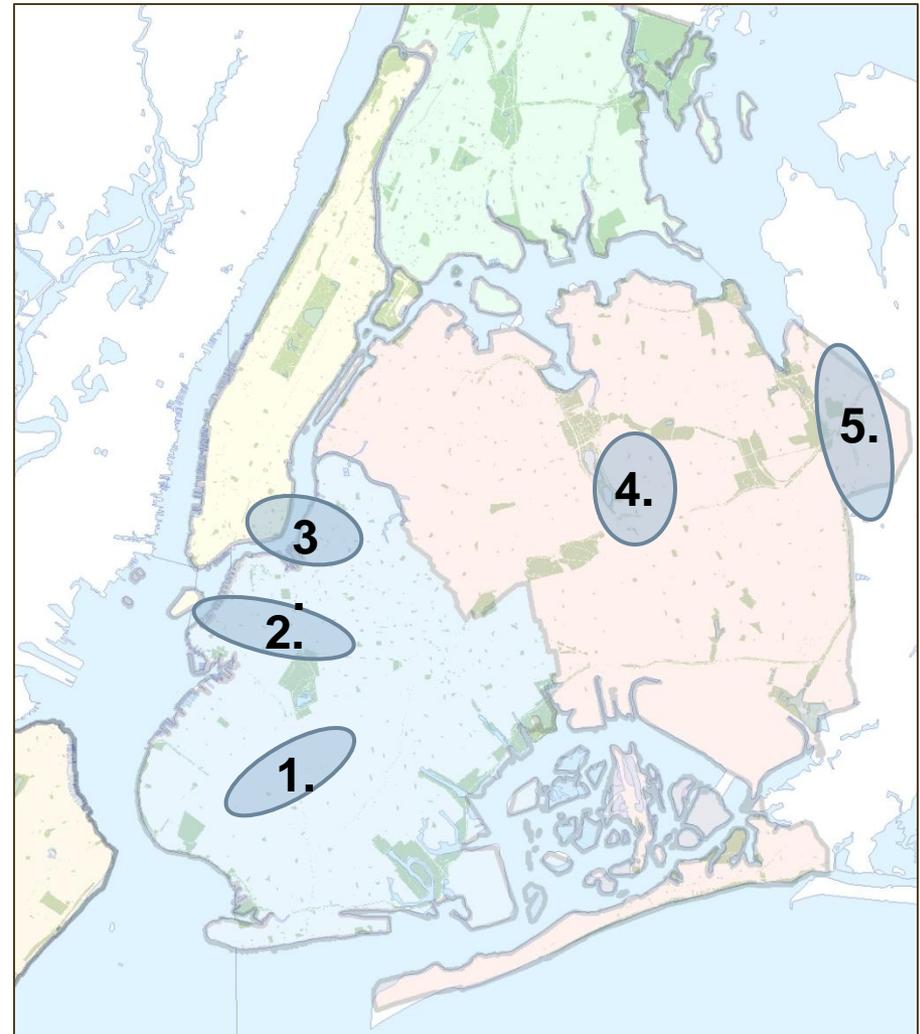
Williamsburg, Lower East Side of Manhattan
1,180 weekday customers

4. Former Q74

Kew Gardens, Queens College
2,100 weekday customers
~11 minutes in additional travel time

5. Former Q79

Little Neck, Glen Oaks, Bellerose
650 weekday customers
~30 minutes in additional travel time



1. Group Ride Vehicle Pilot Program: Review

Route	Operator	Months of operation	Avg. Daily Ridership
Former B23	Sunset Service Transportation	September 2010 – November 2010	2
Former B71	Brooklyn Van Lines	September 2010 - Present	13
Former B39	City Link Van and Bus Service	September 2010 -November 2010	4
Former Q74	Community Transportation Systems	September 2010 - December 2010	11
Former Q79	Alpha Van Lines	September 2010- December 2010	27

1. Group Ride Vehicle Pilot Program: Evaluation

□ Issues

□ Very low demand

■ Time between route stoppage and the pilot leading to:

- Low initial ridership
- Lack of consistent service

□ Outreach

□ Lessons learned

□ Drivers won't cruise where there is no demand

□ Timing is everything

□ Local outreach/advertising is essential

1. Group Ride Vehicle Pilot Program: Recommendations

- TLC staff recommends that the pilot be terminated and the lessons learned from it be used to inform other projects in underserved areas.

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2. Port Authority Group Ride Stand: Review



Port Authority Bus Terminal

- High taxi demand times
- Focused on AM rush hour (6AM - 10AM)
- Increase taxi availability
- Reduced fare for passengers
- Increased income for drivers
- Analyzed TPEP data

2. Port Authority Group Ride Stand: Review

Pickup Location	Corridor End Point or Dropoff Zone	Fare per person	Hours of Operation	Launch Date
Port Authority Bus Terminal (42 nd St / 8 th Ave)	59 th St / 6 th Ave	\$3.00	6AM – 10AM	7/7/10

- Metered fare about \$5.85
- Drivers earn \$9 with three passengers

2. Port Authority Group Ride Stand: Results



Port Authority Bus Terminal

- Attracts a steady stream of rides
- About 10 per day
- The most successful stand launched in 2010
- Reasons:
 - Dispatcher
 - Commuters
 - Long line for taxis

2. Port Authority Group Ride Stand: Proposal

58-26 – Rates and Tolls

(c) Group Ride Fares

(3) Group Ride Fare from the Port Authority Bus Terminal. The fare for trips made under a Group Riding plan from the Port Authority bus terminal at Eighth Avenue between 40th and 42nd Streets to the 59th Street and Sixth Avenue area will be \$3.00 per passenger.

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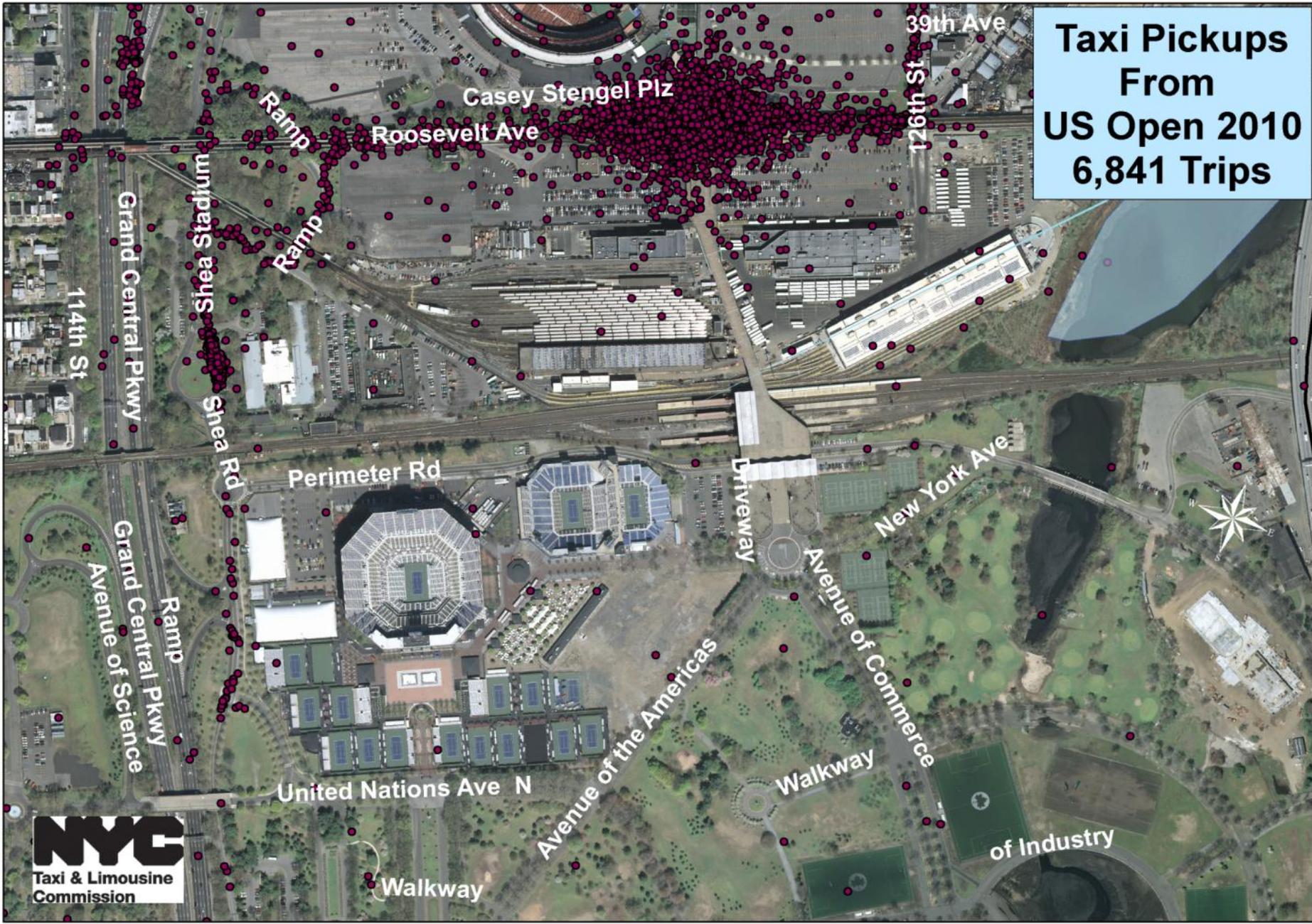
3. US Open Pilot Proposal

- ▣ Background
- ▣ Proposal

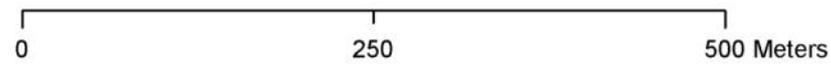
3.US Open Pilot Proposal: Background

- High demand / limited supply of taxis
- One way traffic after evening session

**Taxi Pickups
From
US Open 2010
6,841 Trips**



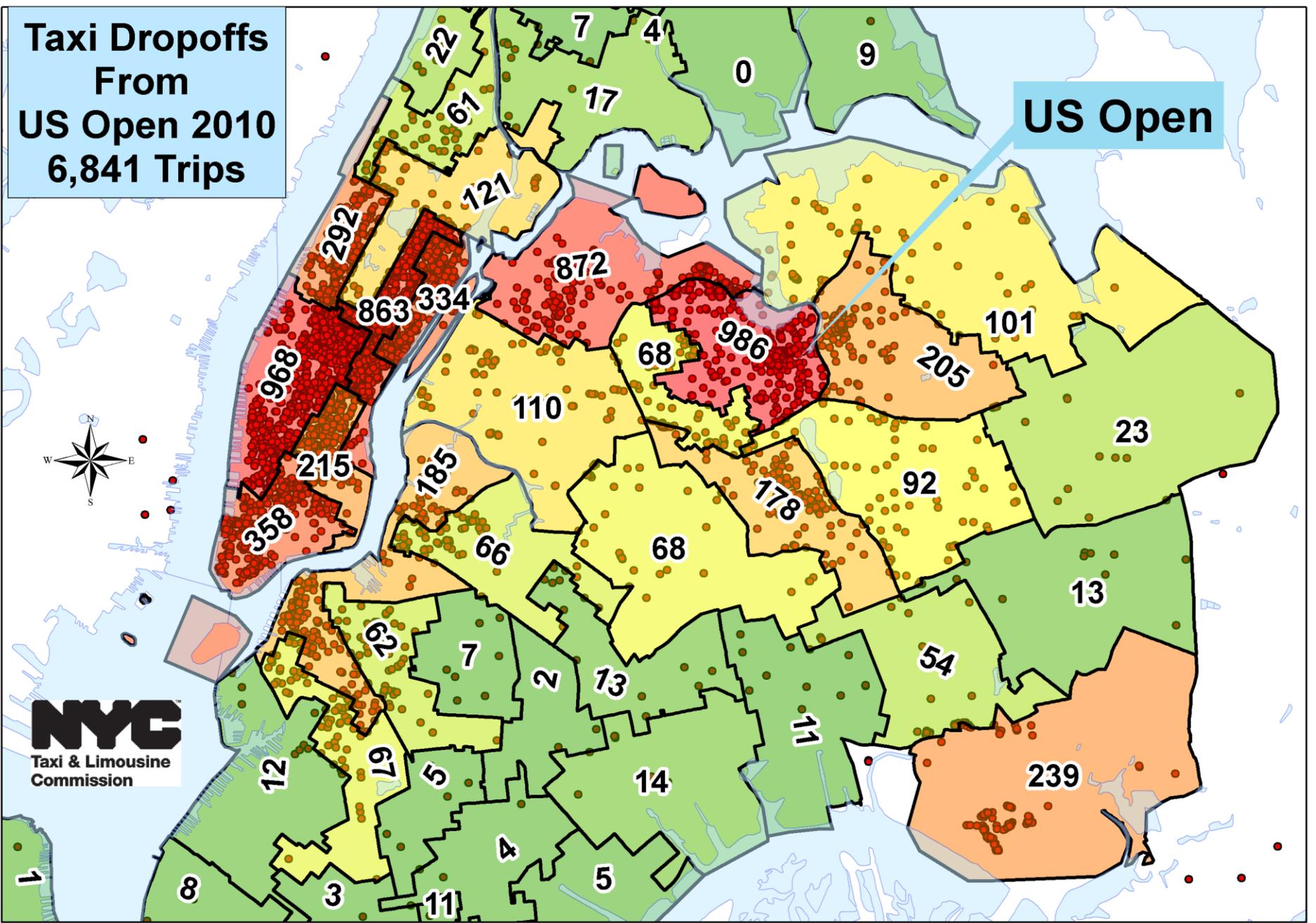
Source: NYC GIS Data
NYC TLC Data



May 10, 2011

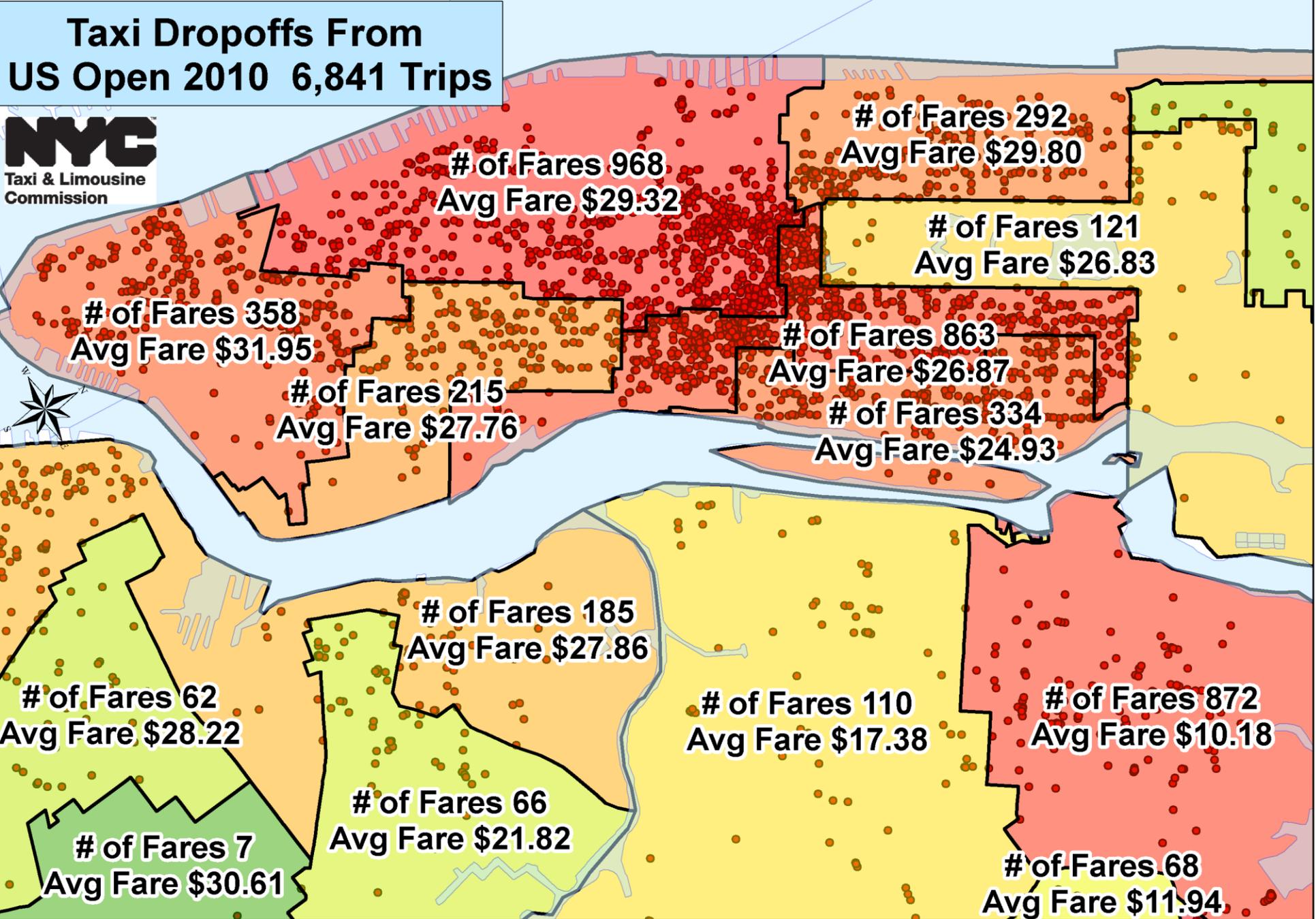
**Taxi Dropoffs
From
US Open 2010
6,841 Trips**

US Open

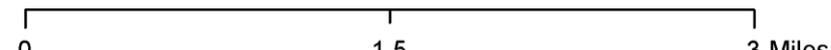


NYC
Taxi & Limousine
Commission

Taxi Dropoffs From US Open 2010 6,841 Trips



Source: NYC GIS Data
NYC TLC Data



3.US Open Pilot Proposal: Solution

- Higher fares to attract more taxi drivers
- Cost savings for passengers using group rate
- Staffed by TLC USB Officers

3.US Open Pilot Proposal: Proposal

Flat Rate to Manhattan only

Flat Rate	# of Stops
\$35	1
\$46	2
\$54	3
\$60	4