Taxicab Group Ride Pilot LGA

December 17, 2009

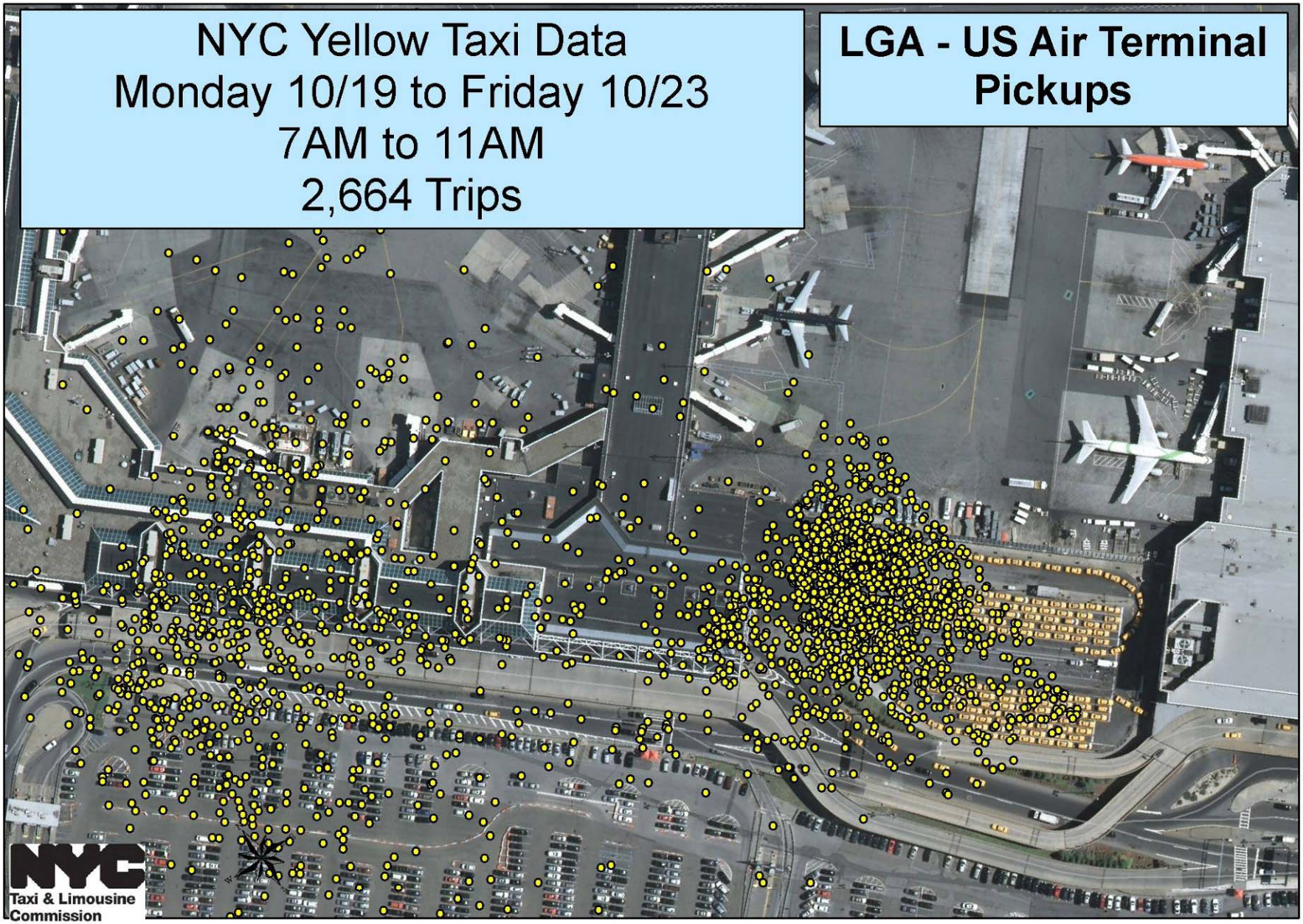
Taxi & Limousine Commission

Why a Group Ride from LGA to Manhattan?

- No direct access via public transit
- High cost (approximately over $30) by taxicab / FHV
- High volume route
- Congestion and availability issues
- Ideally suited due to volume of solo business travelers
- Port Authority is supportive and desires flexibility
- Mayoral Initiative

Possible LGA Group Ride Locations

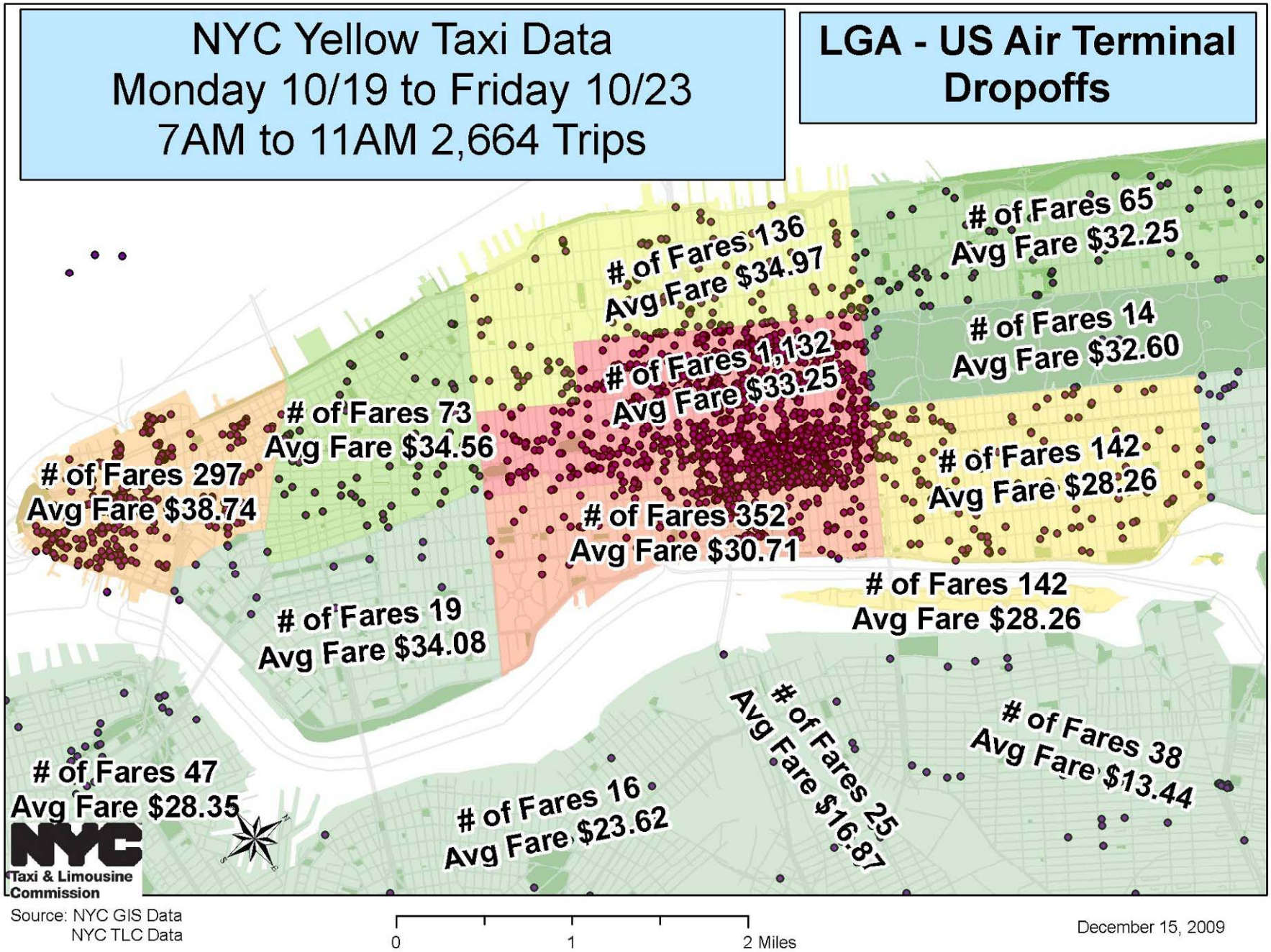
- Flexibility to establish up to five stands
- Port Authority proposes to start at the following terminals:
  - Marine Air Terminal
  - US Airways Terminal



Source: NYC GIS Data
NYC TLC Data

0 250 500 Feet

December 15, 2009



Source: NYC GIS Data
NYC TLC Data

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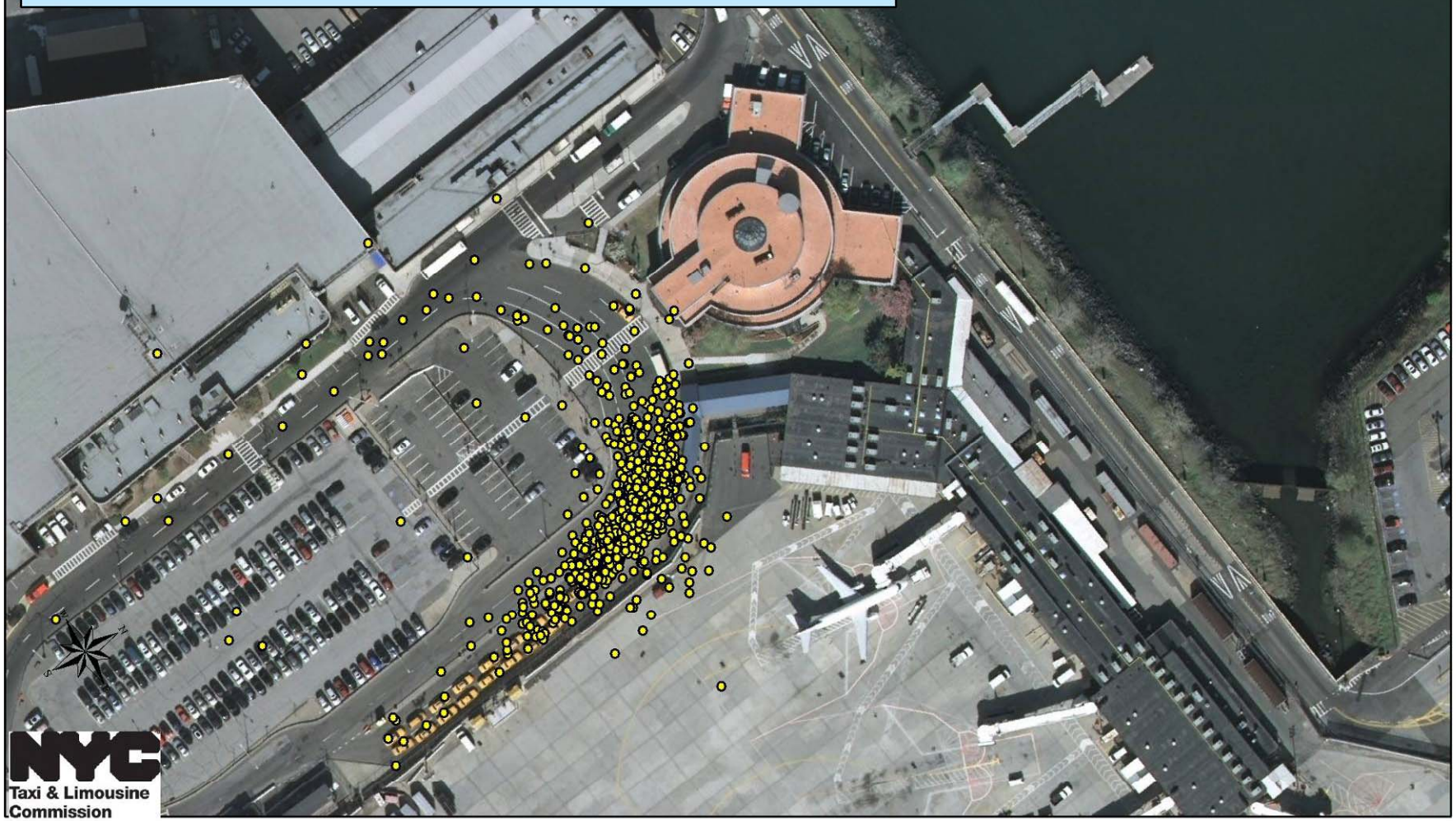
NYC Yellow Taxi Data
Monday 10/19 to Friday 10/23
4PM to 9PM 1,444 Trips

LGA - Marine Air Terminal Pickups



NYC Taxi & Limousine Commission

Source: NYC GIS Data
NYC TLC Data

0 250 500 Feet

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NYC Yellow Taxi Data
Monday 10/19 to Friday 10/23
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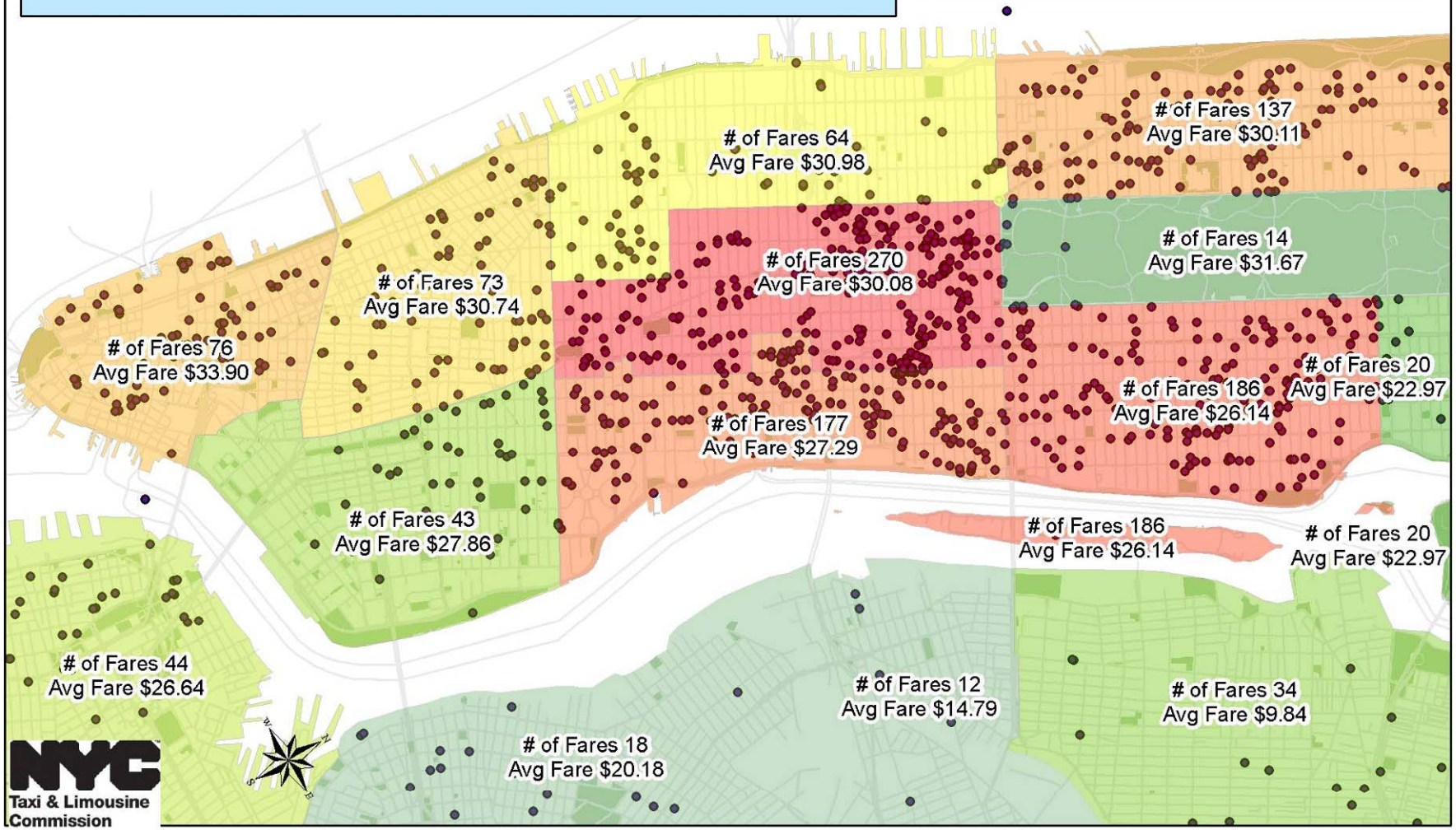
LGA - Marine Air Terminal Dropoffs



Source: NYC GIS Data
NYC TLC Data

0 1 2 Miles

December 15, 2009

LGA – Pickups from US Air Terminal

Time	Mon 10/19 to Fri 10/23		Thurs 10/22	
	#	%	#	%
7 AM – 8 AM	464	17.4%	71	15.5%
8 AM – 9 AM	780	29.3%	138	30.1%
9 AM – 10 AM	848	31.8%	120	26.1%
10 AM- 11 AM	572	21.5%	130	28.3%
AM Total	**2,664**		**459**	
4 PM – 5 PM	698	19.9%	141	17.7%
5 PM – 6 PM	631	18.0%	171	21.5%
6 PM – 7 PM	777	22.2%	172	21.6%
7 PM – 8 PM	727	20.8%	146	18.3%
8 PM – 9 PM	669	19.1%	167	21.0%
PM Total	**3,502**	**100%**	**797**	**100%**

LGA – Pickups from Marine Air Terminal

Time	Mon 10/19 to Fri 10/23		Thurs 10/22	
	#	%	#	%
7 AM – 8 AM	434	33.9%	80	32.1%
8 AM – 9 AM	313	24.5%	59	23.7%
9 AM – 10 AM	278	21.7%	55	22.1%
10 AM- 11 AM	254	19.9%	55	22.1%
AM Total	**1,279**		**249**	
4 PM – 5 PM	252	17.5%	65	17.6%
5 PM – 6 PM	287	19.9%	79	21.4%
6 PM – 7 PM	350	24.2%	76	20.6%
7 PM – 8 PM	334	23.1%	65	17.6%
8 PM – 9 PM	221	15.3%	84	22.8%
PM Total	**1,444**		**369**	

Sample LGA Group Ride benefits based on $20 flat fare

		2 Passengers		3 Passengers		4 Passengers	
Destination (Between 14th & 59th St)	Avg. Metered Fare	Group Fare	Driver Gain	Group Fare	Driver Gain	Group Fare	Driver Gain
West End to 8th Ave	$33.53	$40	$6.47	$60	$26.47	$80	$46.47
8th Ave to Lexington Ave	$32.67	$40	$7.33	$60	$27.33	$80	$47.33
Lexington Ave to East End	$30.31	$40	$9.69	$60	$29.69	$80	$49.69

Individual passengers save about $10.25 to $13.50 per trip

LGA Group Ride Pilot

- 2 or more passengers
- Designated group ride stands at terminals
- Passengers dropped off in Manhattan
- Possible hours of operation:
  7AM-11AM and 4PM-9PM
- Up to one year in duration

LGA Group Ride Next Steps

- Consult with
  - Industry stakeholders
  - Port Authority/LGA
  - Elected officials
  - Community boards
- Finalize stand locations
- Negotiate an MOU with Port Authority
- Understand implications of Delta/US Airway terminal swap
- Return with updates to the Board of Commissioners

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