

FOR IMMEDIATE RELEASE
December 5, 2007

Inquiries: Deborah Marton
212.695.2432 x.10 dmarton@designtrust.org

**DESIGN TRUST FOR PUBLIC SPACE AND NEW YORK CITY TAXI & LIMOUSINE COMMISSION
PUBLISH *TAXI 07: ROADS FORWARD*, THE FIRST COMPREHENSIVE OUTLINE FOR HOW
NEW YORK CITY'S ICONIC YELLOW TAXIS COULD BE IMPROVED IN THE NEXT DECADE**



PRESS CONFERENCE: TUES. DEC. 18TH AT 9:30 AM, B'WAY AT 44TH STREET, TIMES SQUARE, NYC

New York (December 5, 2007) - *Taxi 07: Roads Forward*, a joint project of the Design Trust for Public Space and the New York City Taxi & Limousine Commission (TLC), will provide the City of New York with the first comprehensive guide to the taxi system and a suggested long-term plan for improving the system over the next 10 years. This publication explores how the taxi can best function as a vital part of New York City's public realm and describes strategies for how the taxi system could be optimally regulated to provide excellent transportation service for all its passengers and stakeholders, and for the city at large.

"This publication represents a giant leap on our road of progress," said TLC Commissioner Matthew Daus, "and we are delighted that our agency can make a significant contribution not only to our passengers, but to our greatest public space in the universe."

Following the enormous success of the Taxi 07 Exhibit at the New York International Auto Show this past April where the Design Trust showed fully functional vehicle prototypes and taxi system improvements, the Design Trust continues its unparalleled work to improve NYC's taxi system with the publication of *Taxi 07: Roads Forward*. "Taxis are more than just yellow cars -- the cars are part of a complex system," said Deborah Marton, Executive Director of the Design Trust. "With *Taxi 07: Roads Forward*, the Design Trust and TLC lay out a comprehensive roadmap for how the fleet, system, and regulations can be improved over the next 10 years -- something that has never been done before in New York or anywhere else."

Taxi 07: Roads Forward is comprised of three distinct sections: "Part I: Guiding Principles," "Part II: An Illustrated Guide to the Taxi System," and "Part III: Strategies for Improving the Taxi System." Part I outlines a set of guiding principles for taxi services; Part II illustrates how the current taxi system functions and who's involved; and Part III addresses topics of usability, economic value, efficiency and sustainability. Specific areas covered in Part III include: increasing the availability of cabs in high-demand periods; instituting rideshare fares; integrating taxis with mass transit; providing real-time traffic information to the driver; making the fleet accessible to all types of riders; piloting smaller vehicles; and introducing fuel-efficiency and greenhouse-gas standards.

Primary authors of *Taxi 07: Roads Forward* are: Rachel Abrams, Sylvia Harris, Deborah Marton, Chelsea Mauldin, Adam Millard-Ball, Eric Rothman, Anisha Sawhney, and Rachel Weinberger. Additional contributors are: Stewart Simons (photography), Jason Little (cartoons), and mgmt. design (publication design and infographics). For more information about the publication, please visit: www.designtrust.org.

Taxi 07: Roads Forward was made possible with the generous support of Lily Auchincloss Foundation, Inc., New York Community Trust, J.M. Kaplan Fund and HR&A Advisors, Inc.