



**New York City
Pedicab Owners'
Association**
A 501(c)6 trade association

FOR IMMEDIATE RELEASE

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New York NY – November 27, 2012: The New York City Pedicab Owners' Association ("NYCPOA") is cautiously optimistic regarding City Council legislation passed today (Intro 0597-2011/597-A) that will simplify passenger rates and reduce price-gouging among New York pedicab drivers. The per block / per person / per avenue signs, which NYCPOA contends are illegal on their face, have made it hard for customers to calculate their pedicab fares either before or after a ride—and easy for certain pedicab drivers to manipulate this confusion to their advantage.

After passage of Intro 0597, NYCPOA believes it is vital for City Council to monitor the impacts of it - for its effectiveness *and* for any unintended consequences. To this end, NYCPOA looks forward to follow up meetings with The Consumer Affairs Committee chair Daniel Garodnick, other council members, and the Mayor's office in the coming months. The Mayor must first sign the bill, and then it will become effective 120 days thereafter.

NYCPOA members, officers and concerned local drivers attended several hearings over the last two years on Intro 0597 and other measures meant to improve pricing methodology. Many pages of comments from NYCPOA form part of the legislative record. Additionally, NYCPOA assisted passengers who came to it seeking help after being over-charged by pedicab pricing pirates, including the Texas family who suffered the \$442 nightmare by putting the family in touch with the appropriate regulatory agency (Dept. of Consumer Affairs) and attempting to hold the rogue driver, who had the audacity to add sales tax to the insult, accountable. Many of you read the account of this pricing pirate in the pages of the New York Post.

Intro 0597-A is welcome and overdue. Put simply, this new measure requires the following: 1) all pedicab fares to be quoted in per minute increments; 2) such price per minute must be consistent throughout the trip; 3) such price per minute must be posted on the exterior of the pedicab and on an information card; 4) no per-passenger fees; 5) per block/per avenue rates are no longer permitted. The details of this new measure may be found at:

<http://legistar.council.nyc.gov/LegislationDetail.aspx?ID=909255&GUID=BDCD998D-14CA-4E7A-9FCF-C2AE06A7626F&Options=&Search=>

However, while 0597-A addresses price gouging specifically, it is only a start at taking on core issues. Higher standards for pedicab drivers are a must - starting with issuing pedicab driver business permits only to people allowed to practice business in accordance with federal law. Massive crack-downs going on in San Diego this year due to similar transgressions have led to major embarrassment for that city.



Furthermore, a quad-state (PA,CT,NJ,NY) DMV motor vehicle driver's license, perhaps a chauffeur license, and possibly even a NYC tour guide license requirement, would bring much needed accountability and higher standards to pedicab driving—and a superior customer experience. As an example, New York State based pedicab drivers are held to a far higher standard of accountability than drivers from outside the U.S., because NYPD cannot issue tickets that stick to foreign licenses.

If the NYC pedicab industry is to provide superior customer experiences, the city must create conditions hospitable to long-term pedicab drivers who call NYC home. NYCPOA looks forward to further improvements in pedicab regulation.

We encourage the public to understand the price beforehand, confirm that the pedicab has a current blue NYC operating permit on the front of the pedicab, and confirm also that the driver's pedicab ID is conspicuously displayed. Then sit back and enjoy an experience that is becoming as quintessentially New York as visiting the Empire State Building or seeing the New Year's Ball drop in Times Square. Hint: we can take you to both.

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