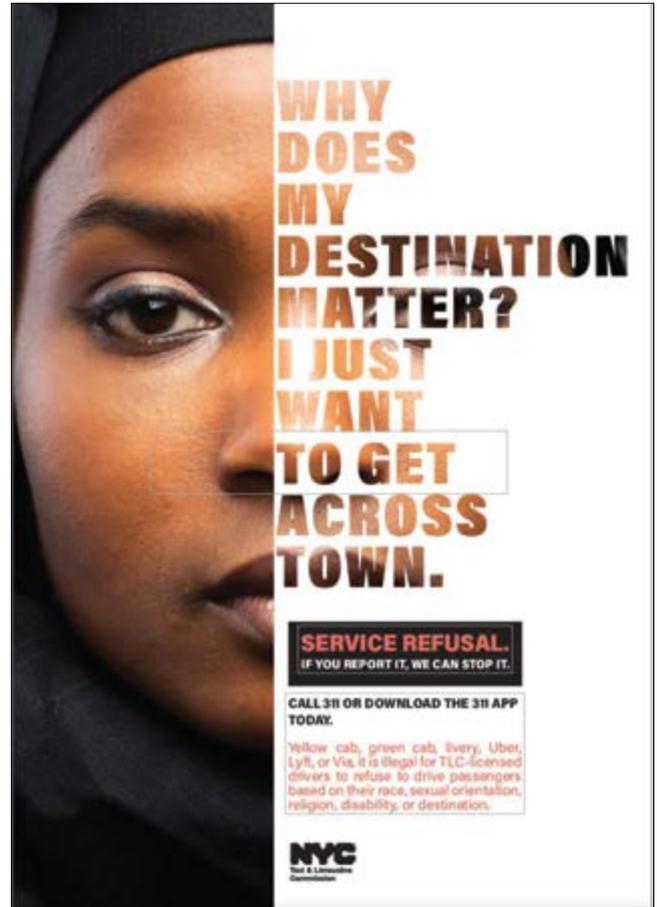
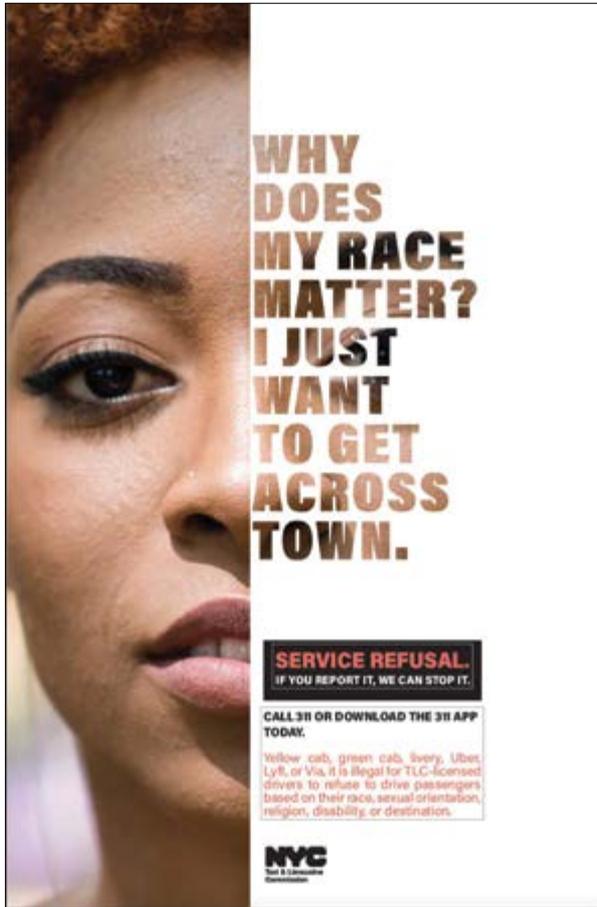


“New York City Launches Public Awareness Campaign to Combat Illegal Service Refusals”



New York City Taxi and Limousine Commission's Office of Inclusion has launched a new citywide public awareness campaign to combat illegal service refusals in taxis, Uber, Lyft, Via, and other for-hire vehicles.

The campaign features ten ads that feature black passengers and encourage the public to report illegal service refusals due to discrimination. You can report a service refusal to the TLC by calling 311, using the 311 app, or visiting the 311 website.

The public awareness campaign is spearheaded by the TLC's Office of Inclusion, which launched last year to ensure that the riding public receives equal and courteous service from for-hire vehicle and taxi drivers.

With support from City Council, the Office of Inclusion's mission is to ultimately end service refusals and ensure that

both drivers and passengers know that everyone in New York City has the right to a ride.

The Inclusion campaign is running in subways, outer-borough buses, ferries, newspapers, and social media. Advertisements are also running at LaGuardia Airport, Terminal B, and JFK Airport, Terminal 2.

It is illegal for a TLC-licensed driver to refuse service because of a passenger's race, ethnicity, cultural background, disability, sexual orientation, or other characteristics of a person's background or identity.

For too long, African Americans, other communities of color, and passengers with disabilities have been denied equitable taxi and for-hire vehicle service. All passengers have the

right to travel with a service animal, and be driven to any destination in NYC, Westchester County, Nassau County, or Newark Airport.

In 2019, the TLC's Consumer Complaint Unit received 2748 complaints about service refusals. Although service refusals are often associated with the taxi industry, the TLC increasingly receives reports from passengers about refusals from drivers who work for app companies like Uber and Lyft and investigated 669 for-hire vehicle refusal complaints last year.

"Transportation is a fundamental right for all New Yorkers, especially when it's provided by someone professionally licensed by our city to provide this service," said incoming TLC Commissioner and Chair Aloysee Heredia Jarmoszuk. "Bias and bigotry resulting in service refusal to People of Color, People with Disabilities, or the LGBTQ community cuts to the very heart of New York City's welcoming embrace of all kinds of people. This campaign reinforces the simple truth that bigotry is unacceptable while encouraging riders to report it as soon as it happens so we can take action."

"No one should be denied a trip because of who they are, and we want New Yorkers and visitors to know they have the right to a ride and the tools to ensure that right. The overwhelming majority of TLC-licensed drivers are professionals who serve all passengers, and the public relies on these drivers for one million trips a day citywide," said Office of Inclusion Director Malcolm Cain. "However, service refusals continue to be a

persistent problem and the City needs your help in reporting illegal refusals, so we can end this problem together."

"New Yorkers and visitors with disabilities are entitled to equivalent access in everything the City has to offer, including taxis and for-hire vehicles," said **Mayor's Office for People with Disabilities (MOPD) Commissioner Victor Calise**.

"MOPD commends the TLC on the agency's new public awareness campaign regarding illegal service refusals and we look forward to our continued partnership to increase accessibility in the taxi and for-hire vehicle fleets.

Together, we will ensure that all TLC-licensed drivers are properly trained on disability etiquette, wheelchair securement, and the requirement that they must not refuse passengers based on their disability."

"It's important for Black and Brown communities to have equal access to alternative modes of transportation, especially in transportation deserts throughout Queens," said Council Member Donovan Richards, District 31.

"Refusing passengers is an inequality in mobility and acts as a barrier to employment, education, training and healthcare.

Social inclusion is at the core of our efforts to improve the benefits that come with traveling within the borough. The color of your skin should not determine if you get to your destination or not."



WHY DOES MY SEXUAL ORIENTATION MATTER? I JUST WANT TO GET ACROSS TOWN.

SERVICE REFUSAL.
IF YOU REPORT IT, WE CAN STOP IT.

CALL 311 OR DOWNLOAD THE 311 APP TODAY.

Yellow cabs, green cabs, Uber, Lyft, or Via, it is illegal for TLC-licensed drivers to refuse to drive passengers based on their race, sexual orientation, religion, disability, or destination.

NYC
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Commission

WHY DOES MY DISABILITY MATTER? I JUST WANT TO GET ACROSS TOWN.

SERVICE REFUSAL.
IF YOU REPORT IT, WE CAN STOP IT.

CALL 311 OR DOWNLOAD THE 311 APP TODAY.

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