

**City Council Committee on Consumer Affairs Hearing: Pedicab Odometers
NYC & Company Testimony
6/10/11**

As CEO of NYC & Company—the City’s marketing and tourism organization—I would like to thank the Council, Chairman Garodnik and the Consumer Affairs Committee for allowing us to testify.

Throughout the current economic crisis, tourism has remained steady and strong—supporting thousands of city businesses and, most importantly, supporting the 318,000 New Yorkers that are employed in the industry. In fact, 2010 saw record-breaking numbers across the tourism industry. We welcomed a record 48.7 million visitors (a 6.8% growth over 2009), generating \$31 billion in economic impact for the City and saving NYC households an estimated \$1,200 in state and local taxes.

To this end, pedicabs have become a part of the fabric of this important industry. They offer a unique, alternative mode of transportation whereby visitors can explore the sights and sounds of New York City without crowds or limited visibility. Furthermore, as New York City continues its push to become the greenest large city in the country, pedicabs offer a clean, environmentally-conscious way to navigate our busy streets and diverse neighborhoods.

Still, it is imperative the City takes the appropriate measures to provide safety and consumer protection regulations for our residents and the millions of visitors our city’s economy relies so much upon. Unlicensed and unregulated pedicabs can pose numerous risks to this important demographic and hurt the image of New York City. The current proposed regulations will allow pedicabs to continue operations on city streets, preserving this important mode of transport, while also giving piece of mind and security to consumers.

NYC & Company has long advocated for the regulation of pedicabs and want to thank the Council for their initiative in this matter. We support Proposition 345-A calling for a passenger Bill of Rights and the Preconsidered Int requiring the use of odometers and receipts.

We want to thank the Council for their continued monitoring of this important area of public safety. The proposed legislation underpins the city’s commitment to provide fair and appropriate consumer protection. NYC & Company has long noted the necessity for regulation of this burgeoning transportation alternative and applauds the Council’s hearing today.