

Intro 1738 (Rodriguez) ROOFTOP ADVERTISING FACT SHEET

YOU have an opportunity to help alleviate some of the hardships which FHV drivers are facing!

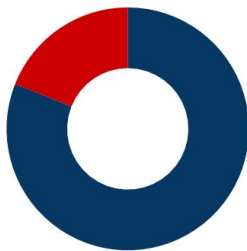
Intro 1738 would require the Taxi and Limousine Commission to issue permits to allow exterior rooftop advertising on any type of for-hire vehicle provided such advertising complies with all applicable laws, rules, and regulations.

80,000+ FHV Drivers

are struggling to make ends meet across the city and rooftop advertising presents an opportunity to help solve the problem!

81% of FHV Drivers

either own or lease-to-own their vehicles and would be able to earn additional income through rooftop advertising!



81%

Rooftop Advertising Will Not...

compete with Taxi rooftop advertising, but with other advertising platforms such as billboards. Rooftop advertising units on FHV's generally target outer borough neighborhoods in which medallion taxis do not operate and will incentivize advertisers to enter the city-wide market. Approved rooftop advertising companies continued to expand their taxi business while also deploying on FHV's this year until the TLC ban was announced.

\$3,600 per Year!

FHV drivers who install rooftop advertising systems on their vehicles will earn, on average, an additional \$3,600 per year.

\$300 per Month Can Cover...



Health insurance for drivers which is not provided by the app-based companies

Weeks worth of healthy groceries for a family of four, according to the USDA



100% of a driver's fuel expenses, which are not covered by the app-based companies

75% of the costly vehicle insurance mandated by the TLC



**Sign Onto Intro 1738!
Help Improve Driver Lives!**