WHY DOOR RATES EQUAL BIGGER PAYCHECKS: A Direct Message to Every Working Driver



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If you are behind the wheel today, you already know the grind. Gas prices, congestion, and app-based competitors taking cut after cut from your daily earnings. But there is a massive source of income sitting right on the sidewalk that you are missing out on every single shift—and it all stems from a big mistake the TLC made years ago when they stripped the rates off our front doors.

Here is why putting those numbers back on the metal will put real money

back into your pocket, and why it is time for the city to fix what they broke.

1. How Door Rates Directly Increase Your Daily Take-Home Pay

Capturing the Sidewalk Demand Before Apps Do: When a passenger is standing on a corner looking at their phone, they are usually staring at high app prices and waiting minutes for a pickup. If a yellow cab rolls up with bold, clear, city-guaranteed rates stamped on the door, that passenger doesn't hesitate—they pull the handle immediately.

Winning the High-Traffic Hotspots: At airport ranks, hotel stands, and transit hubs, riders want certainty. Showing low, standardized fare breakdowns right on the car eliminates passenger hesitation and turns slow street-hail hours into steady, paying trips.

Beating Surge Pricing in Plain Sight: Rideshares mark up their prices during rush hours, rainstorms, and events. Yellow cabs keep standard meter rates during those exact peak times. But if the rates aren't on the door, passengers assume we are expensive too. Showing the rates proves to the public that a yellow cab is the smartest, cheapest ride on the curb.

2. The TLC Made a Big Mistake—And It Is Time to Correct It

Removing the itemized rate stickers off taxi doors stripped working drivers of their strongest competitive advantage. It blinded the yellow cab in broad daylight while allowing rideshare apps to dominate passenger attention.

There is zero risk and nothing to lose by showing our pricing to the public:

The Public Wants Transparency: Passengers trust clear, upfront pricing. Putting numbers on the door builds instant trust before the meter even clicks on.

The TLC Has No Excuse: There is no valid administrative or operational reason to deny drivers physical curb transparency. Reversing this rule costs the city nothing, but it gives medallion drivers their edge back.

3. A CALL TO ACTION: Sound Off on NYC Taxi News & Tell the TLC

We need every driver, owner-operator, and fleet worker to make their voice heard.

Leave Your Comment Below: Drop a message right here on NYC Taxi News. Share your thoughts on how door rates will help your shift, and tell us why you want the rates back on the car.

Spread the Word at the Fleet Garages and Ranks: Tell fellow drivers to read this piece, leave a comment, and join the push.

Demand the TLC Correct the Record: We will take the collective response from NYC Taxi News straight to the TLC board to show them that working drivers demand the return of door rates now!