



High-Level Dialogue on implementing Rio+20 Decisions on Sustainable Cities & Transport

Taxis – the public transport enabler

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taxis, International Road Transport Union (IRU)*

Berlin, 20 June 2013



2013: 170 Members
in 74 countries

...and 26 CRIPA
Members in 22
countries

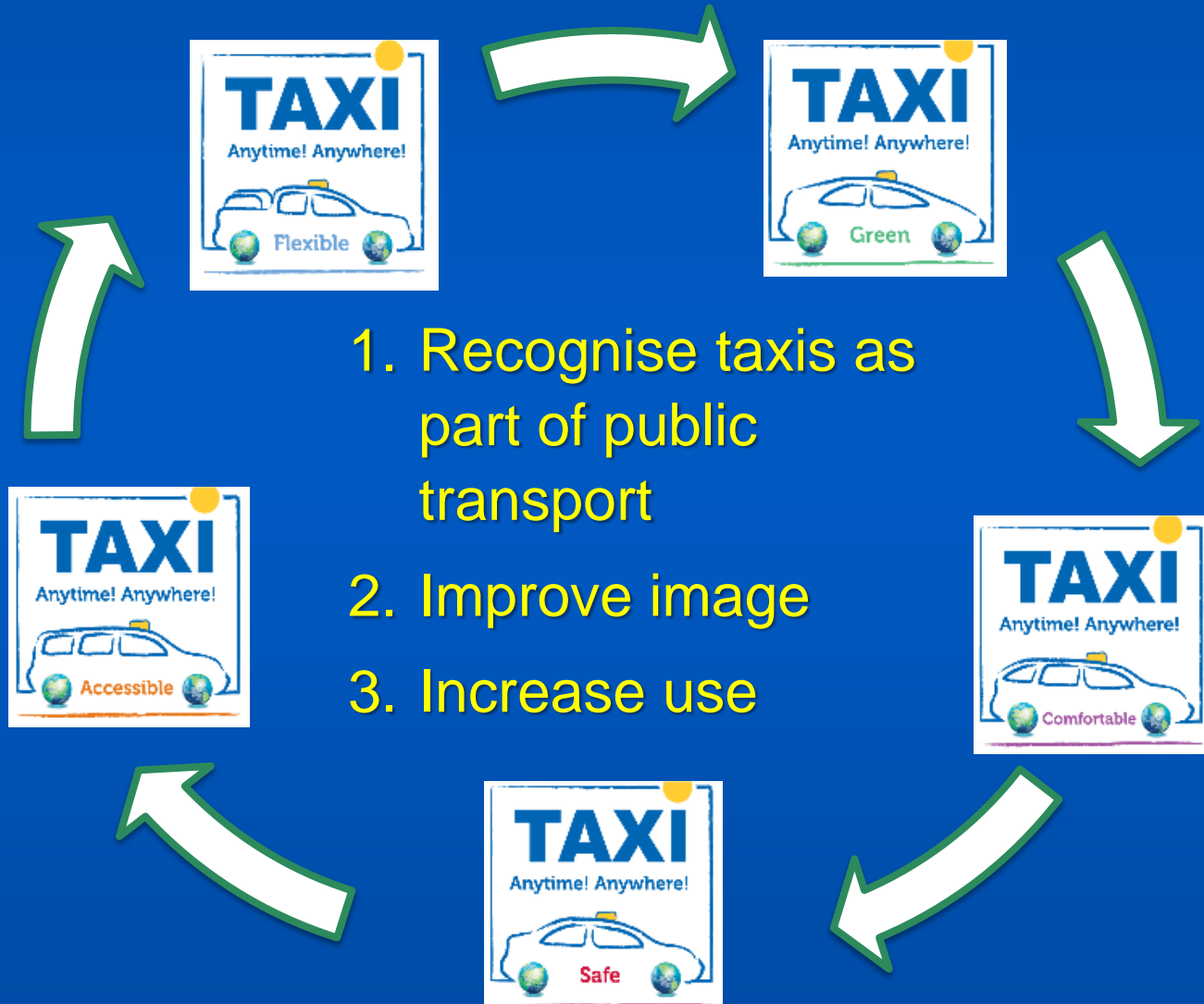
-  IRU Founding Member Countries
-  IRU Member Countries
-  IRU Regional Committee for Africa Member Countries



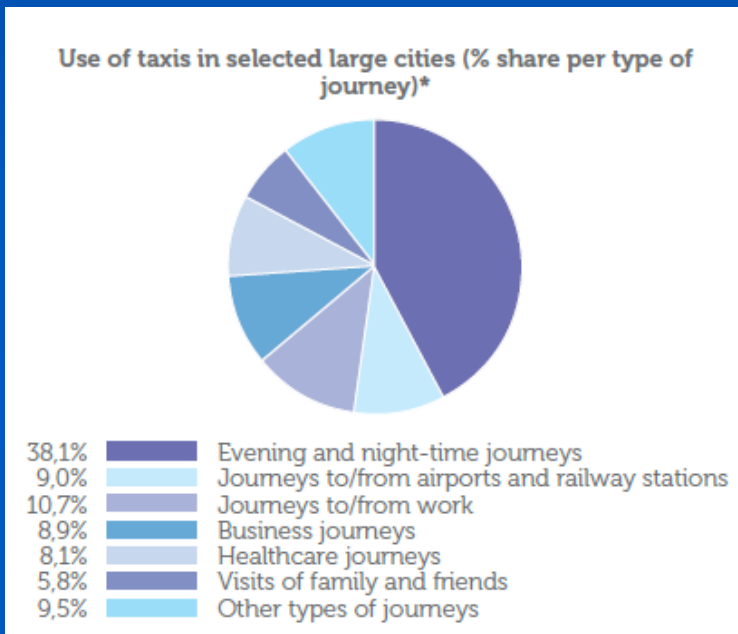
Taxi – Anytime, Anywhere



- 24/7 availability, with customised door-to-door service
- **Safe** travel with professional drivers
- **Green** today, greener tomorrow
- with the **comfort** and **accessibility** that customers want!



1. Recognise taxis as part of public transport
2. Improve image
3. Increase use

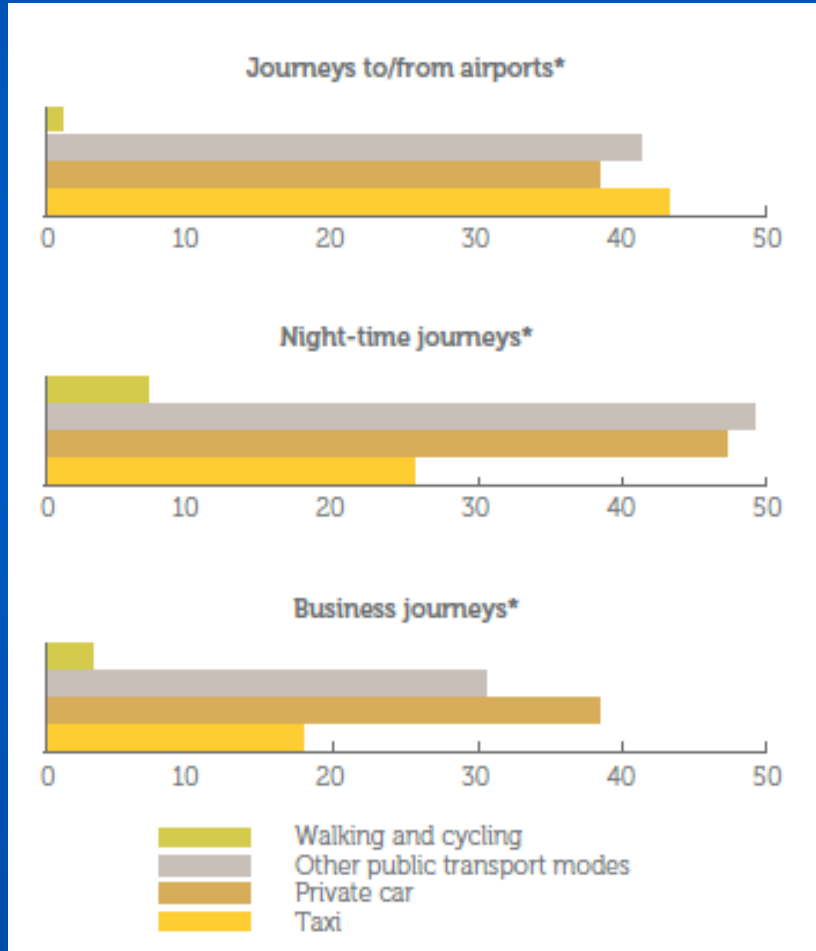


The taxi is the most flexible form of public transport available

Services are quick, operate from door to door, and are available in cities and in rural areas

Passengers are free to choose their destination, are not bound to a timetable, services are available 24 hours a day, 7 days a week, with multiple ways of getting taxis – phone, apps, internet, stands, in the street



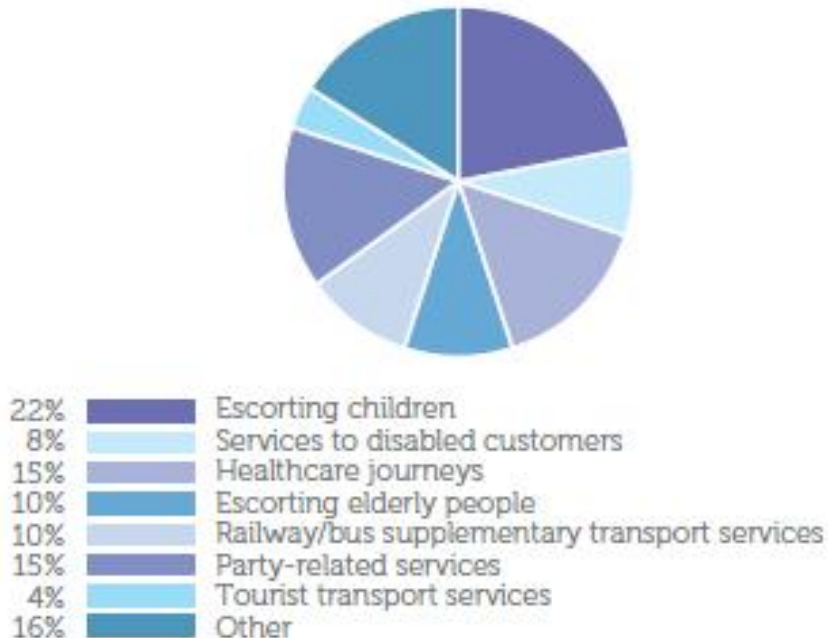


In cities, the most common use of a taxi (40%) is at night

Apart from nigh times, the greatest demand for taxis occurs also on the weekend, as other forms of public transport are reduced or stopped. In a large number of cities, the taxi is the primary or only form of public transport late at night.

In Europe, more journeys are made to and from airports by taxis (44% of all airport journeys) than by any other mode of transport, including private cars

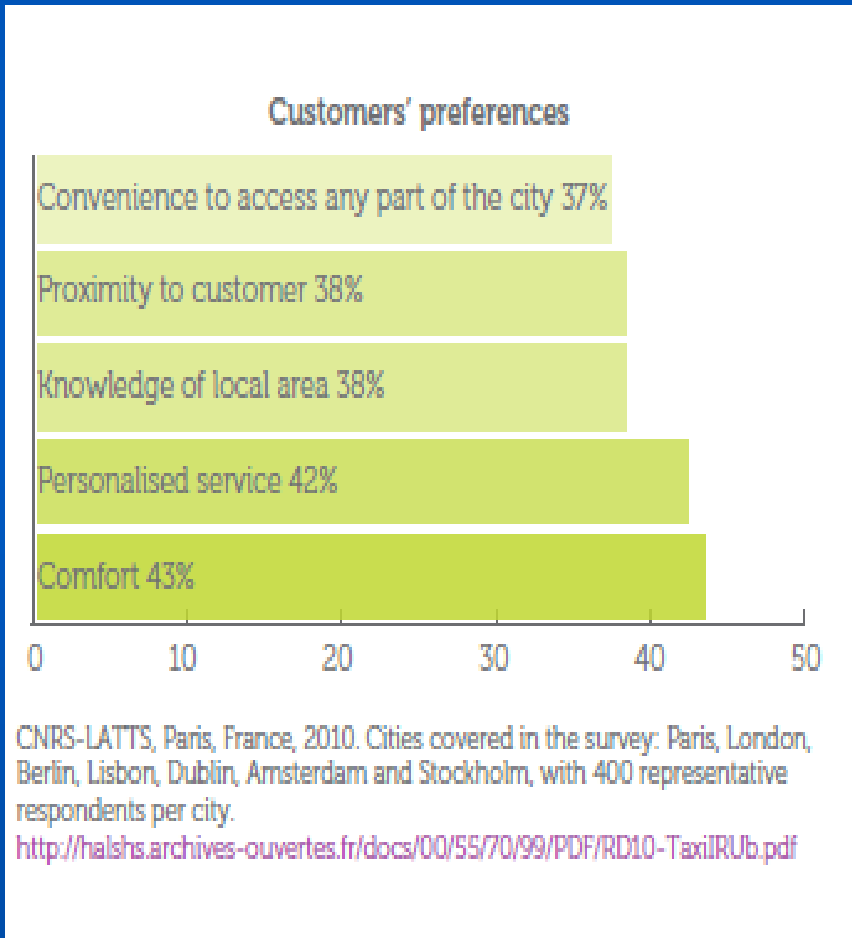
Social transport services performed by Danish taxi operators (share in %)



* The Danish Taxi Council (DTR), 2011.

Taxis play an important social role

They provide viable transport alternative to people with disabilities, hospital services, schoolchildren, services in sparsely populated areas



Taxis provide the highest level of comfort and convenience supported by the driver's professionalism



IRU
La fiche de sécurité du chauffeur de taxi

Les taxis conduits par des professionnels sont un maillon essentiel de la chaîne de mobilité et vous jouez donc un rôle capital pour l'économie et la société. Vous êtes l'ambassadeur de votre entreprise et de notre profession.

Assurez-vous que tout fonctionne

Vérifiez les documents de transport et ceux du véhicule



Ajustez votre siège





Attachez votre ceinture de sécurité



IRU Union Internationale des Transports Routiers

Some examples

Taxi

Anytime,
Anywhere

customised, door-to-door service in cities and rural areas

the most **flexible** public transport mode, available "24 hours a day/7 days a week"

the **comfort** and **accessibility** customers want

safe travel with professional drivers

green today, greener tomorrow



Night-time public transport in Brussels



- **Noctis bus** (STIB: public transport company of the Brussels Capital Region)
- **Collecto** = Collective taxis (a concession with a taxi dispatch office)



- Service only by reservation (fixed phone number)
- Every night
- From 23 pm until 6 am
- 200 Collecto (public transport) departure points throughout Brussels
- Departure on the hour or at 30 minutes past the hour
- Arrival at address indicated by customer

100 000 customers in the first year



- Clients pay fixed price of 5 € (for the public transport cardholders) or 6 €
- The Brussels-Capital Region pays the difference between the turnover (the part that the customer pays) and the real price of the journey (according to the taximeter)
- Cost by Collecto customer reduced from 7,5 € to 5 €



The ongoing APPS revolution



- Passenger at risk, since no certainty that:
 - operator or driver are licensed,
 - has a clean criminal record,
 - has insurance,
 - vehicle is in good technical state etc.
- Do not necessarily respect established fares + GPS distance measurement less precise than taximeter
- Passenger cannot have legal claims against company or driver, i.e. in case of non licensed providers
- No protection of ‘vulnerable’ user groups, such as people with disabilities (can be ignored by drivers since operating outside the rules)
- Distort the market, since only cherry picking for the best fares, whilst licensed operators cannot refuse customers’ requests

Industry driving the APPS revolution



The case of the KNV-Taxi in the Netherlands – the TX-Keur

- Yearly inspection on:
 - ✓ age and condition of vehicles
 - ✓ service level
 - ✓ code of conduct (personal care)
 - ✓ no violations with the Traffic Inspection Authority
 - ✓ company documentation
 - ✓ insurance
 - ✓ connected with National Complaints Centre



- Used by city governments – sometimes incorporated into local rules
- Contracts pay more (+3%) when taxi companies have the TX-Keur
- Industry tries to make it a mandatory element for public service contracts, i.e. when evaluating offers



- TX-Keur improves taxi market regulation
- TX-Keur improves quality of taxi product
- Use of TX-Keur in public tenders improves level

playing field, since better control in contract implementation

- TX-keur gives higher profit to companies



- **No EU regulation on access to profession**
 - **No EU driver training directive**



- **Lack of professional skills harmonisation**
 - **Delicate public image perception**

The Taxi Driver's Checklist

Professionally driven taxis are an essential link in the mobility chain. However, any accident or incident involving a taxi, regardless of who is to blame, can have a negative impact on the image of your profession. Your constant alertness helps to ensure your safety and that of your passenger(s), and other road users.

As a taxi driver, you must drive in a highly responsible manner at all times and show your professionalism by anticipating and forgiving foolish or unsafe behaviour by other road users, no matter how annoying. Your behaviour can help avoid accidents, improve the image of your profession and help your industry oppose unnecessarily restrictive regulations.

ARE YOU PREPARED?

Your life and the lives of other road users depend on your alertness and reactions in an emergency!



Professional driving is very demanding, so you need to stay fit, physically and mentally. Eating and drinking healthy and taking regular exercise will help you to feel better, drive better and live longer!



Respect the legal requirements related to working time. Failure to respect working time rules is a punishable offence that could endanger your job. Use your rest hours... to rest!



Adjust your seat so you are sitting comfortably as possible, with all four wheels firmly on the ground. Ensure your head is positioned to benefit from the head restraint in case of an accident. Make sure you sit well back in the seat to avoid straining your back.



Even if the law does not oblige you, do not please wear your seatbelt as good example to your passengers and encourage them to do the same. If the law obliges passengers to wear seatbelts, inform them of this.

...AND IS EVERY



Is everything in good working order? Have you checked the brakes, tyre pressure and tread depth, coolant oil level before starting your shift? What about the mirrors, windows (are you as clearly) wiper-covers, lights, air control? How about special equipment like the taximeter, radio and navigation system? Is there any visible damage and in the vehicle chain, inside and out?



Are your passengers safely and comfortably seated, with seat belt fastened? If necessary, help your passengers with their luggage which would them to get into and out of the vehicle.

Share the road safely - a road transport so

ECO-DRIVING SAFELY FOR TAXIS

Think economically and environmentally!

ECO-driving is not only an easy and cost-efficient way to reduce fuel consumption, greenhouse gases and accident rates, but it is also an attitude and respect for society as a whole. In order to help drivers adjust their driving behaviour to different situations, the IRU has developed this checklist of smart, smooth and safe ECO-driving techniques.

BEFORE THE JOURNEY



Maintain your vehicle. Maintain proper engine oil and air filters to keep vehicles running efficiently. Use the appropriate fuel as recommended by the manufacturer to keep the vehicle engine clean and performing efficiently. Always consult the vehicle's owner manual for proper maintenance.



Check your tyres. Keep tyres properly inflated at least to the tyre pressure recommended by the manufacturer (10 to 15 percent over recommended pressure - same both). Check it frequently. This alone can reduce the average fuel consumption by 2-4%. Under-inflated tyres increase rolling resistance and increase fuel consumption. They also wear more rapidly. Check the vehicle's owner manual or the tyre pressure label for minimum cold tyre inflation pressure. Adequate alignment of all axles and toe in / toe out on the steering axle should also be checked and kept as recommended by the manufacturer.



Use on-board devices. Use dynamic navigators to bypass congested routes and lead to less filling as nowadays many cars are fitted with an on-board navigator. An on-board computer may help to save time and take the right routes. Use car fuel saving devices such as on-board computer to monitor the fuel consumption.



Travel "light". Unload as much as possible as soon as possible. Remove unnecessary weight from the vehicle.

DURING THE JOURNEY



Drive at a steady speed. Try to maintain a steady speed by using the highest gear possible and by avoiding unnecessary acceleration and braking. The engine power to keep a steady speed is lower if you do not continuously brake and accelerate. Anticipate the traffic flow by looking ahead as far as possible. The cruise control on motorways helps smooth driving. Reduce speed in strong headwinds, heavy rain, snow fall and icy conditions.



Accelerate and brake smoothly. Avoid fast starts and hard braking; they waste fuel and wear out some vehicle components more quickly, such as brakes and tyres. Maintain a safe distance between vehicles and anticipate traffic conditions to allow more time to brake and accelerate gradually.



IRU Taxi Accessibility Guidelines

IMPROVING THE QUALITY OF THE SERVICE BY MAKING TAXIS MORE ACCESSIBLE FOR PERSONS WITH DISABILITIES AND PERSONS WITH REDUCED MOBILITY



GENERAL RECOMMENDATIONS

Identifying a customer's disability does not tell you anything about that person's abilities. Customers with the same disability often need different types of assistance in order to travel independently.

Ask directly what kind of assistance the passenger might need. Asking shows courtesy and respect for the customer's needs and abilities.

Act only according to the passenger's wishes. Careless assistance may cause severe pain and could do more harm than good.

A calm and friendly attitude will make the situation easier. Pay attention to your own gestures and movements. If you are asked to repeat or write what you've said, do so calmly and pleasantly. If the passenger has difficulties or moves slowly, be patient and do not make him/her feel uncomfortable about minor mistakes.

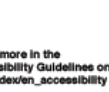
Once inside the vehicle, you should offer to help the customer with the seat belt, and should not set off until the passenger is seated and secure.

During the journey, avoid all sudden movements or stops. Careful driving and politeness creates confidence among passengers and also among other drivers on the road.



TAXI ACCESSIBILITY CHECKLIST

IMPROVING THE QUALITY OF SERVICES TO PERSONS WITH DISABILITIES AND/OR REDUCED MOBILITY



Read more in the IRU Taxi Accessibility Guidelines on www.iru.org/index/en_accessibility



Recommendations to taxi drivers to help improve the quality of services offered to their customers and, in particular, to customers with disabilities and/or with reduced mobility.



- Taxistars aims at developing a European wide training curriculum
- To be delivered using current state of the art technology tools
- The learning programme will focus on work and road safety, criminal assault and emergency case issues, social interaction skills and environmental issues
- It shall contribute to transfer knowledge to the taxi industry
- The project will last 36 months



***Taxis as part of public transport:** Recognise taxis, hire cars with driver services, and car sharing as a valuable and necessary element of the collective public transport chain, and consider the role of taxis in any mobility policy proposals, public transport funding, research and, in particular, urban mobility planning.*



Establish at UN level - as a **global UN objective** - the ambitious and yet realistic objective of **doubling the use of collective passenger transport** by 2030

Create a **UN High Level Group (HLG)** of key public and private stakeholders to work out a proposal for a UN framework on how to achieve the objective of “doubling”

Create, as a follow up, similar HLGs at regional and/or national level to work out **specific regional/national plans**

Involve actively **private industry and customers** into this process



Reduction of road fatalities in the EU by up to 1500 per year, with a considerable reduction of serious and less serious injuries

Reduction of CO₂ emissions of between 40-50 million tonnes per year, and a reduction of other transport-related airborne pollutants

Significant reduction of congestion in cities, as a result of the expected 10-12% fall in car traffic

Creation of up to 3 million new sustainable and green jobs



www.iru.org



*Working together
for a better future*



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