Taxis – the public transport enabler

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Berlin, 20 June 2013
Global network

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!

www.iri.org/taxi
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 chose 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 nighttime, 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.
Taxis as part of the public transport chain

Taxis play an important social role

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

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

- 22% Escorting children
- 15% Healthcare journeys
- 15% Escorting elderly people
- 10% Railway/bus supplementary transport services
- 10% Party-related services
- 8% Services to disabled customers
- 4% Tourist transport services
- 16% Other

* The Danish Taxi Council (DTR), 2011.
Taxis as part of the public transport chain

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

Customers’ preferences

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<th>Convenience to access any part of the city 37%</th>
<th>Proximity to customer 38%</th>
<th>Knowledge of local area 38%</th>
<th>Personalised service 42%</th>
<th>Comfort 43%</th>
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Taxis as part of the public transport chain

Some examples

- 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
• **Noctis bus** (STIB: public transport company of the Brussels Capital Region)

• **Collecto** = Collective taxis (a concession with a taxi dispatch office)
COLLECTO basics

- 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
The problem of “rogue” apps

- 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
Industry driving quality

• 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
• 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.”
The private industry proposals

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
Benefits of doubling the use of buses and coaches only (the EU case)

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 CO$_2$ 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.
Working together for a better future since 1948