

The taxi *problématique*: new needs, new responses

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The taxi: new needs, new responses

- Half way between private car and mass transit
- New needs, new demands
- Regulation, supply diversity & availability
- New technologies and cost reduction
- New technologies and the trade
- Conclusion

Half way between private car and mass transit

- The private car's advantages
 - More comfortable
 - Door to door service
 - Carrying parcels or luggage
 - Environmentally efficient when or where demand is low
- Without its drawbacks
 - Parking
 - Ability to drive
 - Need of a car
- IVM-GfK

New needs

- Backgrounds
 - Aging population
 - Smaller and dispersed households
 - Urban sprawl
- The Inrets' cohort study
- Access to jobs and shopping centres
- à la carte schedules

The two major obstacles to larger taxi use:

- According to the GfK-IVM survey
 - Cost
 - Availability
- The impact of regulation
- The impact of technology

Regulation, supply diversity & availability

- A swarm of spontaneous responses in developing countries
 - Tailored services in Algeria
 - Moped-taxis Cameroon, Rio de Janeiro
 - Rickshaws in India
- And in some developed countries
 - Green tomatoes, Pink Ladies
- And even in other developed countries...



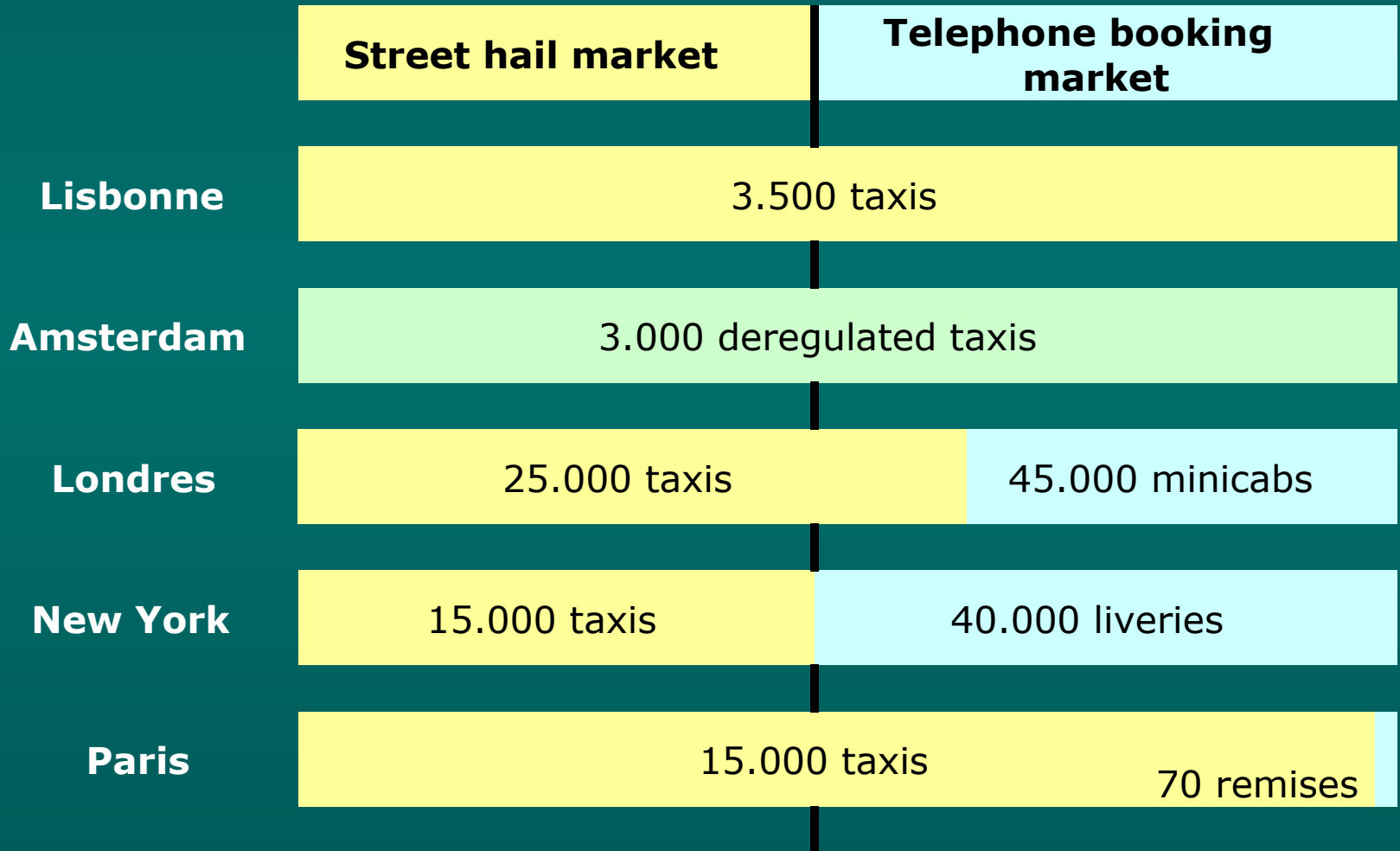
Two distinct markets for taxi services

- Street hail market = “voitures de place”
 - Need for regulated fares (taximeter)
 - Need for some entry control
- Booked rides market = “voitures de remise”
 - Unregulated fares
 - No entry restrictions

Two distinct markets for taxi services

- Paris
 - Taxis = “voitures de place”
 - “Voitures de petite ou grande remise”
- Buenos Aires
 - Taxis
 - Remises
- New York
 - Taxis = Yellow Cabs
 - Liveries = Car Services + Black Cars + Limousines
- London
 - Taxis = Black cabs = Hackneys
 - Minicabs = PHVs (personal hire vehicles)

Two distinct markets for taxi services



Impacts of regulation

- On taxi use
 - Modal share from 1 to 4
 - Some uses are specific to some cities
- On the opinion of users and non-users
 - All ask for better availability and lower prices...
 - ... complaints are more frequent about ...
 - ... poor service quality in Amsterdam
 - ... low availability in Paris
 - ... the high prices of the black cabs in London
 - ... safety in Lisbon
 - ... and New York?
- Limited impact on costs

New technologies and costs

- New technologies
 - GPS
 - GPRS telephones
 - Internet
 - Calculus algorithms
- Potential productivity gains

New technologies and the trade

- A difficult trade, dangerous sometimes
- satellite navigation
- Electronic payment
- Drivers safety
- ... But less freedom

Conclusion

- Confronting new and growing demands
- ... a wide variety of situations and experiences from one city to the other
- ... shows the opportunities for new responses brought about by:
 - Private initiatives
 - Regulatory reforms
 - Technology