



Taxicab regulation and urban residents' use and perception of taxi services: a survey in eight cities

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Outline



- Eight capital cities
- The supply of taxi services
- The range of taxi uses
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- Where are the taxi taken from?
- The image of the different transport modes
- The reasons why using or not using the taxi
- Is the taxi too expensive for the poor?
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Eight capital cities



- A survey among the residents of New York and seven major European cities: Paris, London, Berlin, Lisbon, Dublin, Amsterdam and Stockholm.
- 42 questions
- 3200 interviews, 400 in each city
- Stratified sample:
 - 300 users (had taken a taxi in the past year)
 - 100 non-users
 - Age, gender, city/suburb

The supply regulation of taxi services



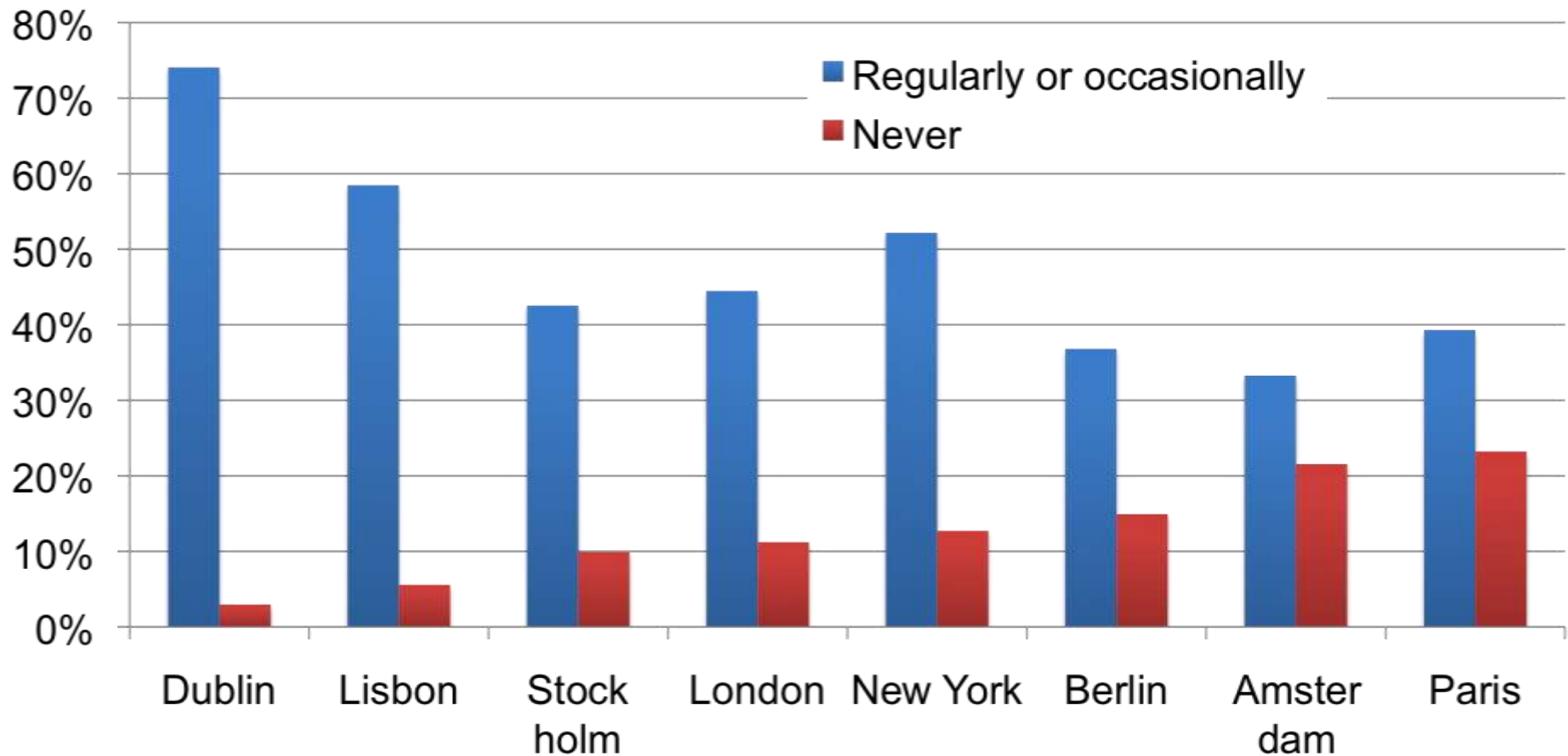
	Taxis' number capped	Regulated fares	PHVs allowed
London	No	Yes	Yes
Paris	Yes	Yes	No
New York	Yes	Yes	Yes
Amsterdam	No	No	X
Lisbon	Yes	Yes	No
Berlin	No	Yes	Yes
Dublin	No	Yes	Yes
Stockholm	No	No	X

The supply of taxi services

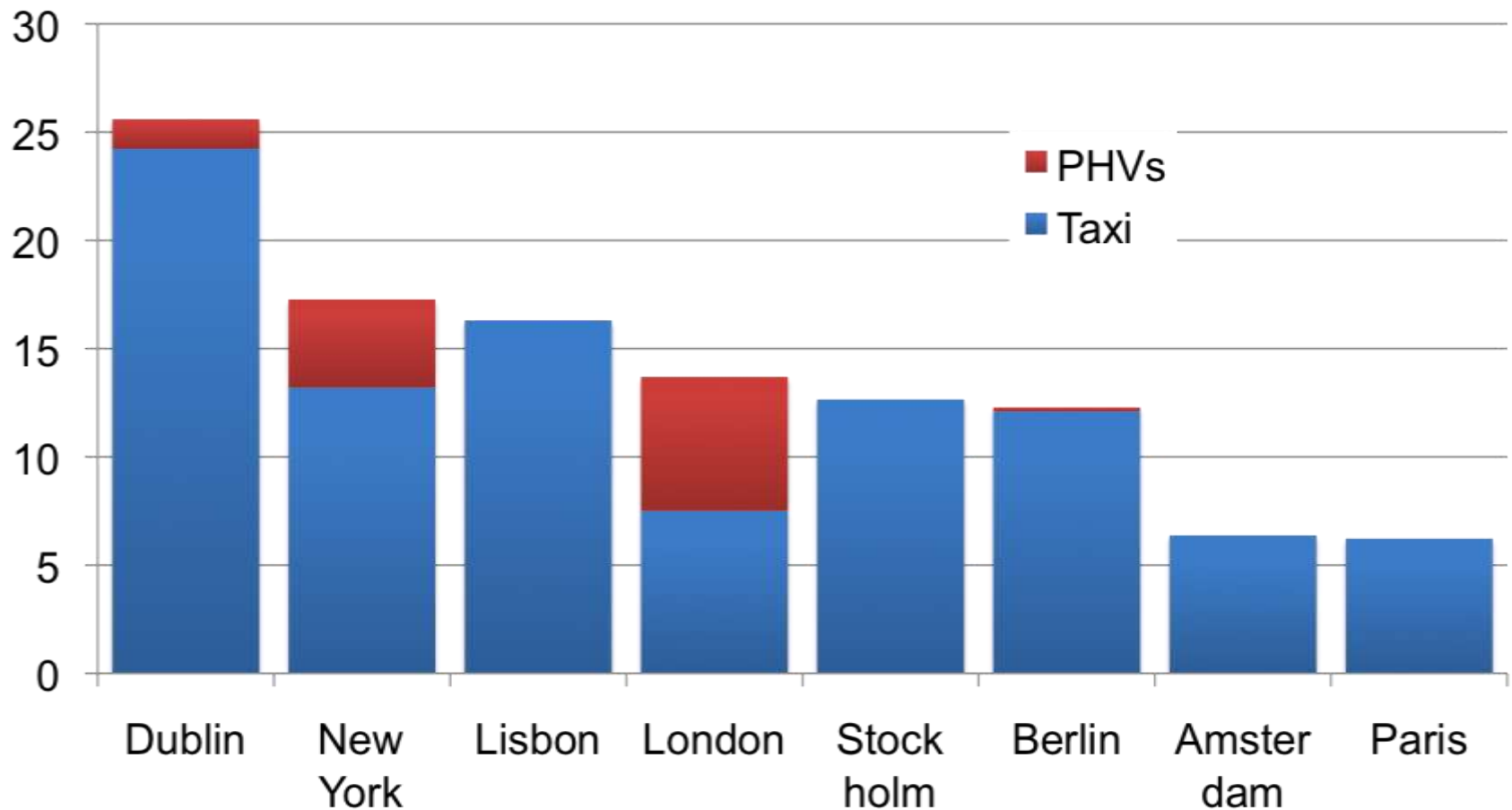


	Population* (million)	Taxis	Taxis & PHVs	Drivers
		per 1000 population		
Dublin	1,19	10,58	11,15	17,28
Stockholm	0,77	6,80	6,80	16,99
New York	8,27	1,63	6,34	11,12
London	7,56	3,18	8,47	8,60
Berlin	3,42	2,04	2,28	4,67
Amsterdam	0,74	2,43	2,43	3,31
Lisbon	2,02	2,15	2,15	3,22
Paris	5,90	2,63	2,63	2,76

Reported frequency of use of taxi services by city



Number of taxi trips per year



The range of taxi uses



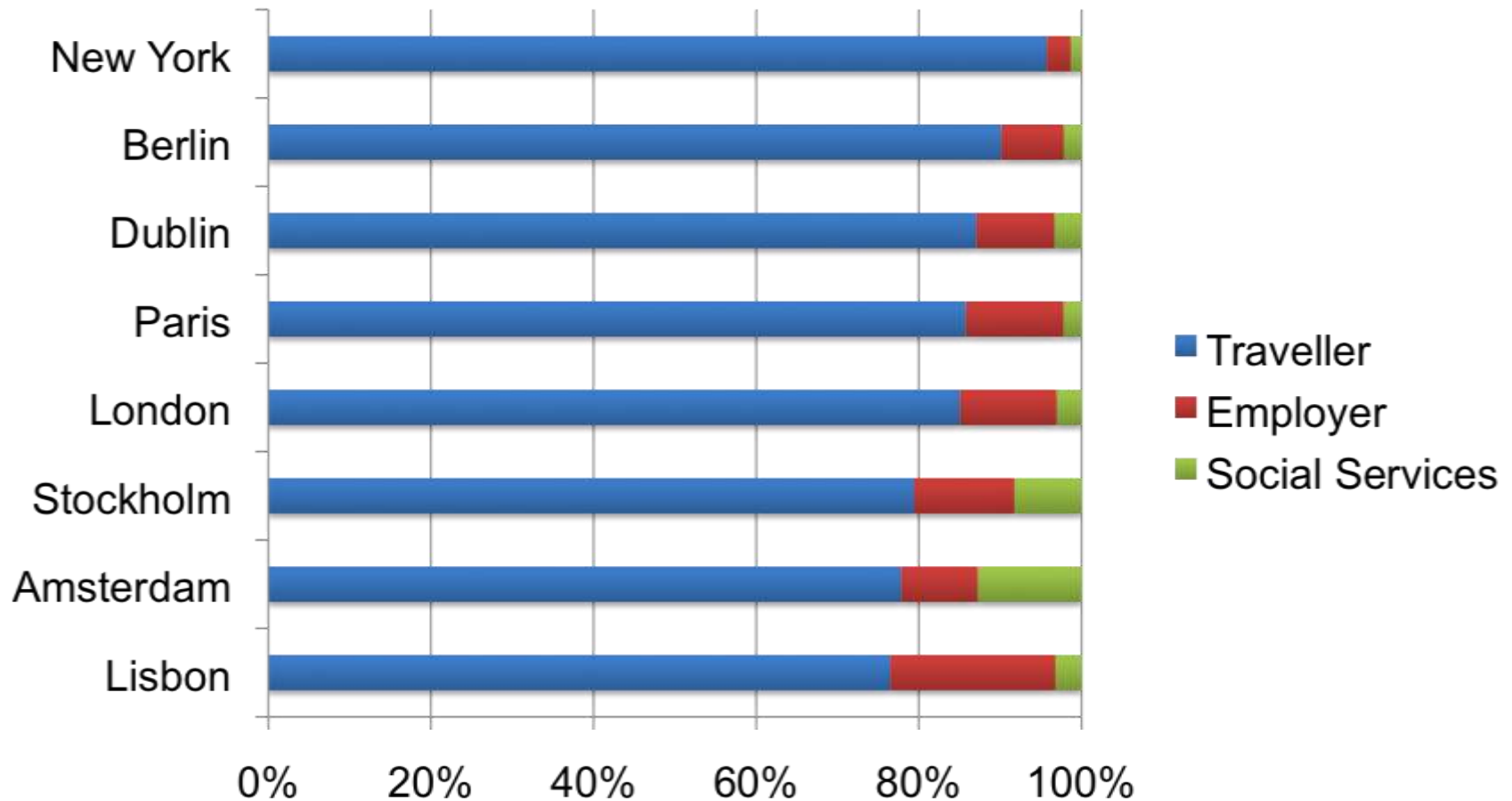
- Parisians rarely take the taxi.
- When they do take it, more than elsewhere, it is to go to the airport or the train station.
- Conversely, in cities where the use of taxis is very common, as in Lisbon, New York or London,
- it is taken more often than elsewhere for rarer trip purposes like going to the supermarket, going to practice a sport, to drop or pick up children at school or nursery, and even for daily shopping

The range of taxi uses

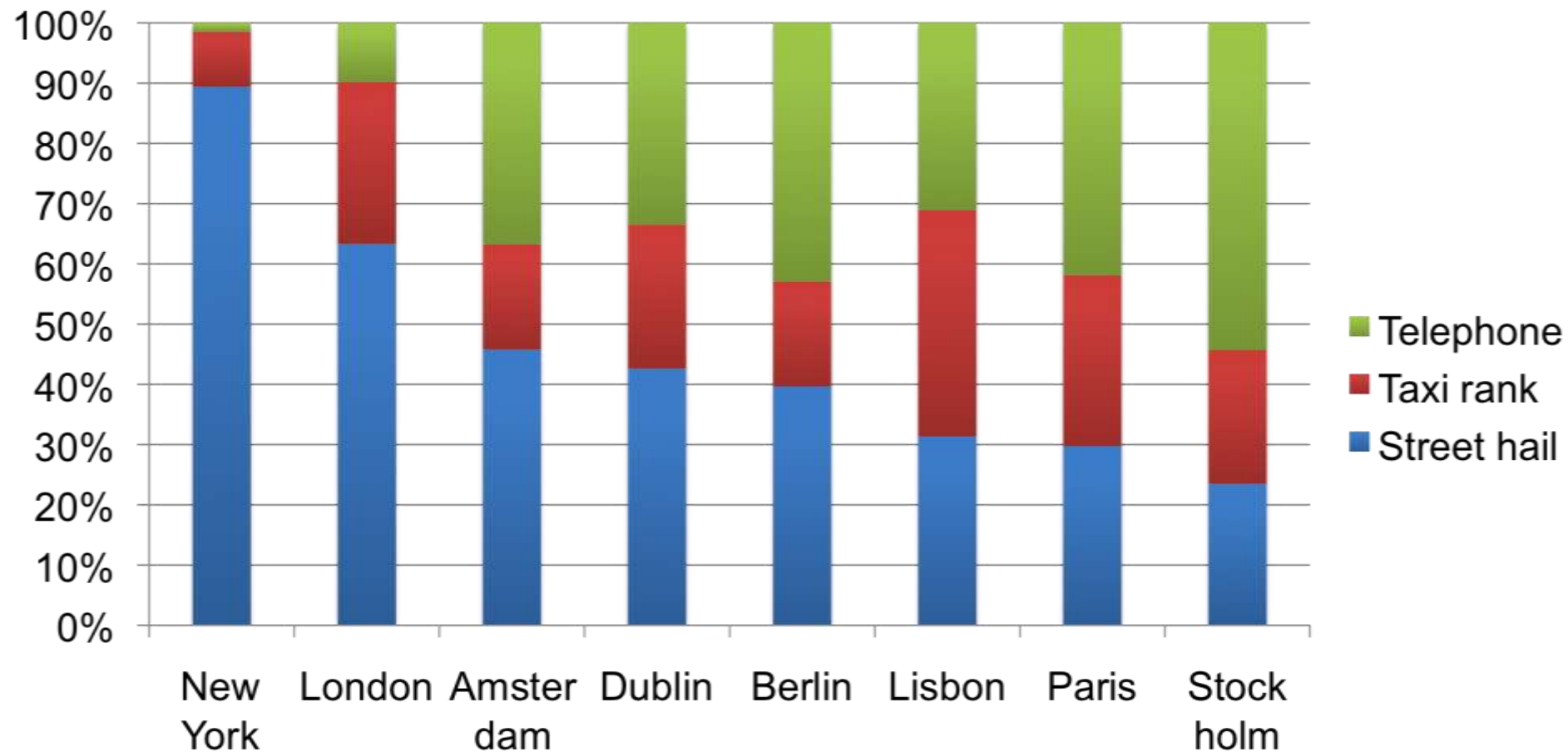


Trip Purpose	Paris	Lon don	New York	Amster dam	Lisbon	Berlin	Dublin	Stock holm
Night time leisure	31%	36%	26%	47%	23%	31%	50%	31%
Work	3%	8%	16%	2%	17%	13%	9%	17%
Business	7%	11%	7%	12%	19%	5%	3%	7%
Medical care	9%	8%	10%	8%	5%	12%	5%	8%
To airport	16%	3%	4%	8%	8%	13%	8%	4%
Other	7%	6%	6%	5%	8%	5%	3%	8%
Visit friends/family	11%	6%	9%	4%	3%	2%	5%	6%
From airport	4%	2%	2%	4%	7%	1%	9%	6%
Other evening and night trips	2%	4%	5%	1%	3%	9%	3%	3%
From train station	6%	6%	1%	6%	2%	3%	1%	2%
To train station	5%	3%	5%	2%	2%	5%	0%	3%
Weekly shopping	0%	4%	5%	0%	0%	0%	3%	3%
Sports	0%	1%	3%	0%	0%	0%	0%	1%
Children to/from school	0%	0%	1%	0%	2%	0%	0%	0%
Daily shopping	0%	1%	1%	0%	0%	0%	0%	1%

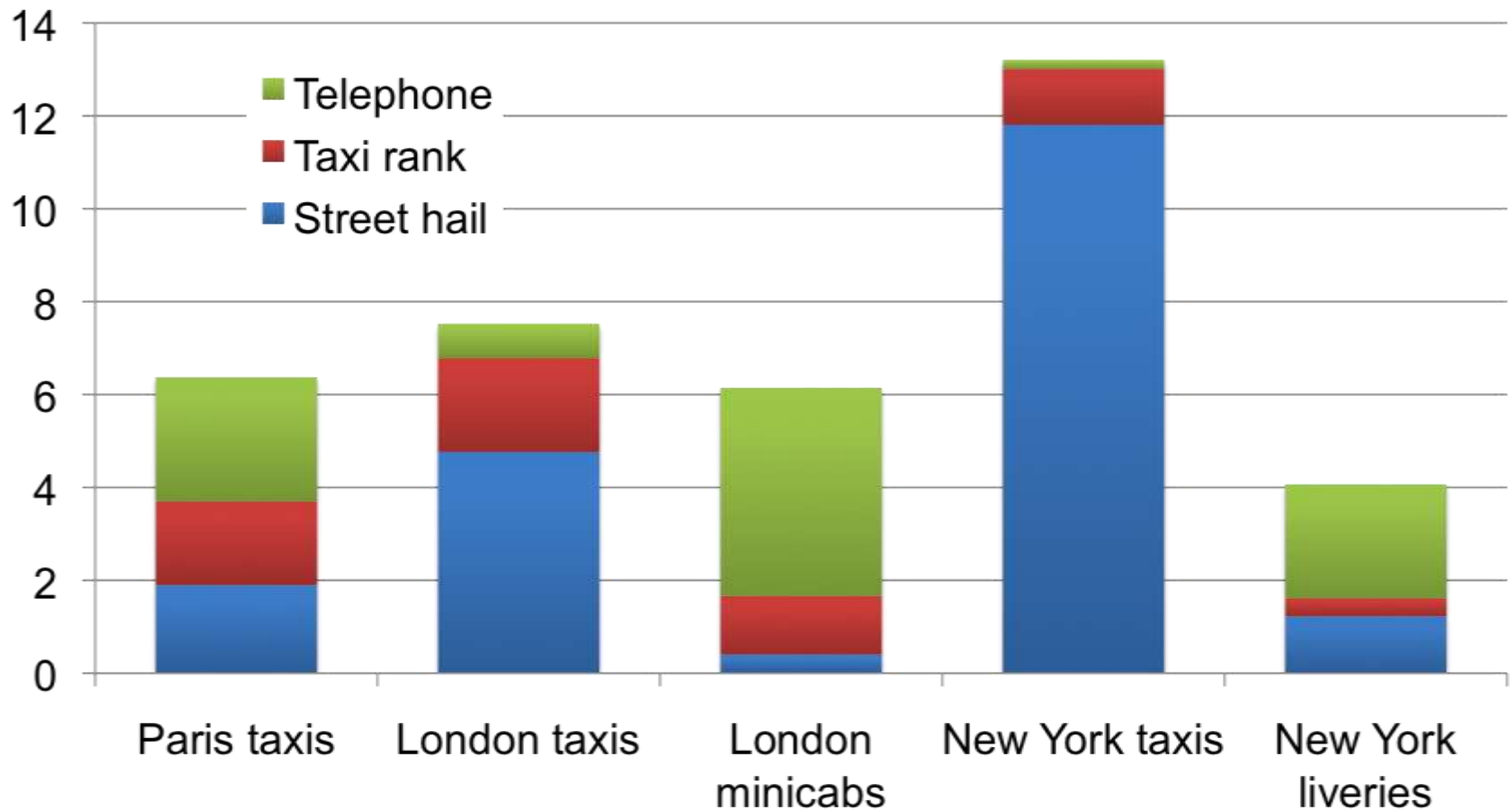
Who pays the fare?



Where are the taxis taken from? (taxis only)



Where are the taxis taken from? (# of trips per year)



The image of the different transport modes

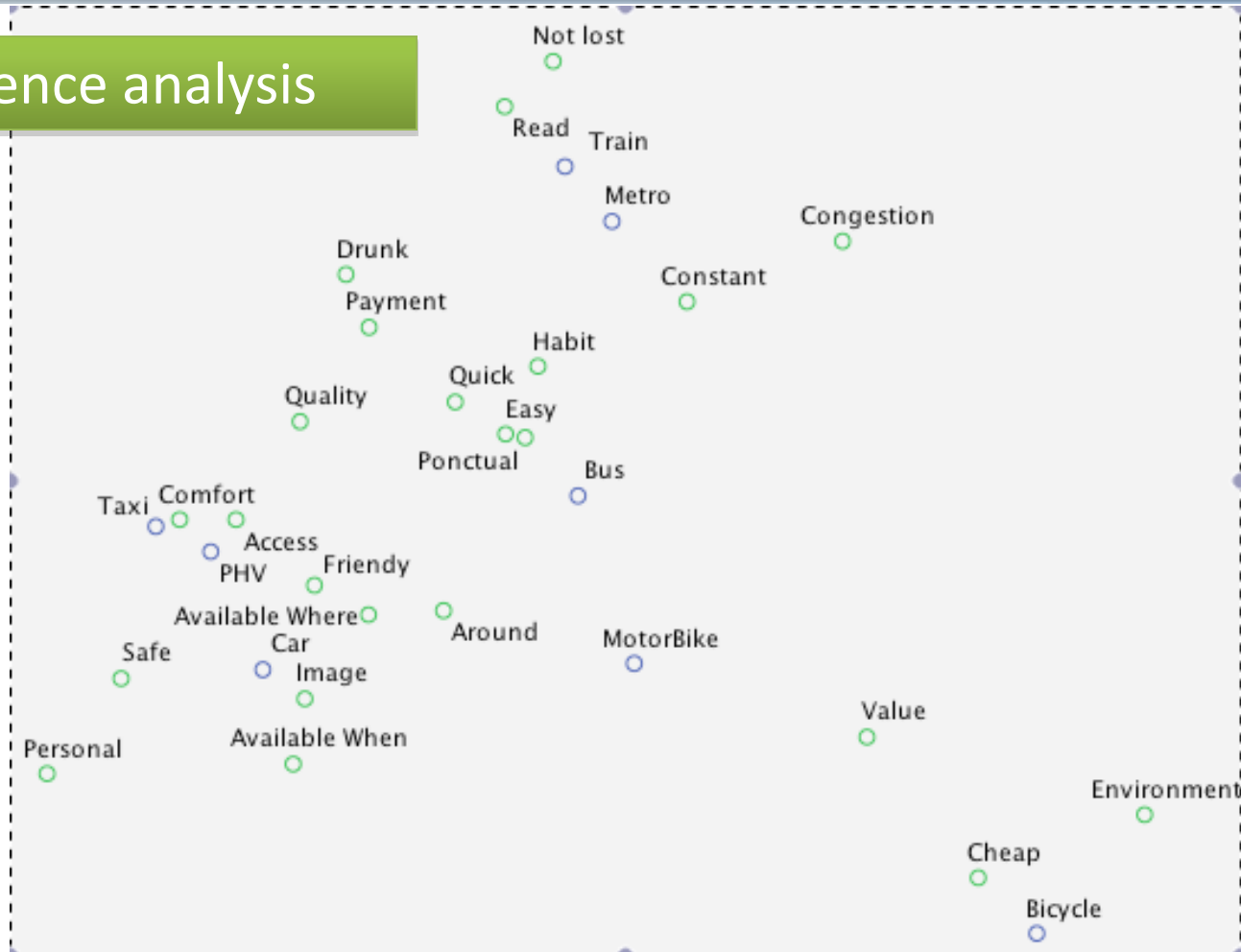


- 9 transport modes from train to bicycle
- 23 features like: safety, comfort, speed, availability, environment, value for money, etc.: a means of transport that ...
 - gives a good image of myself
 - I am in the habit of using
 - accepts different methods of payment
 - allows me to get to where I am going without getting lost
 - can get me all around my town and neighbouring areas
 - allows me to avoid the traffic jams (congestion)
 - I can use whatever state I'm in (tired, after drinking alcohol ...)

The image of the different transport modes



Correspondence analysis



The image of the different transport modes



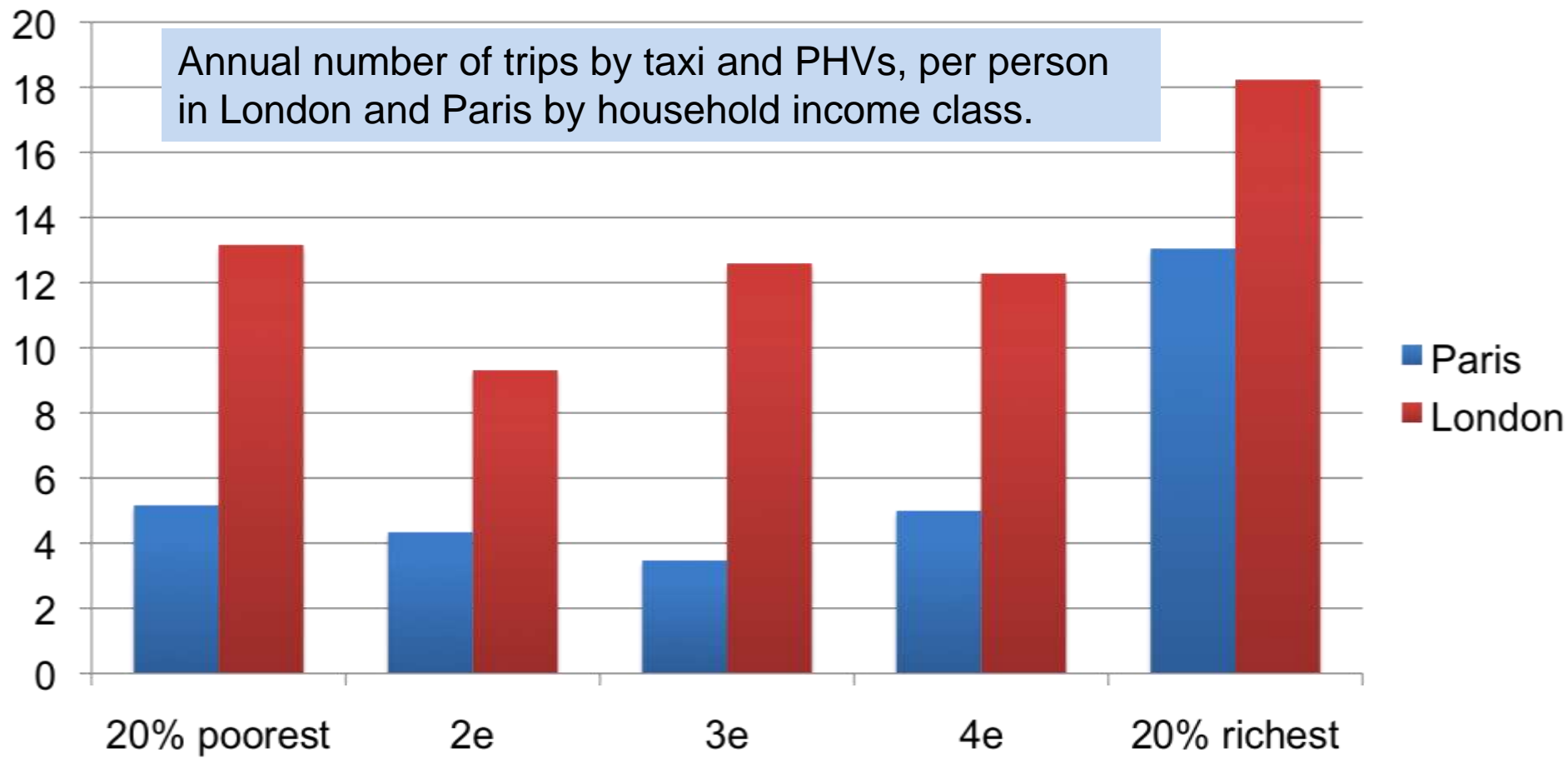
- Comfort and personal safety
 - the taxi arrives immediately in the second position after the private car
 - except Amsterdam where, about safety, the bicycle comes in second, just before the taxi.
- Personalized service and quality
 - Taxi first, but in New York this mostly applies to the liveries rather than the Yellow Cabs.
- Taxis and subways to reach one's destination without getting lost
 - in New York, the liveries are cited more often than the yellow cabs (66 times against 51)
 - In London it is obviously the opposite: Cabbies (drivers of black cabs) are much better appreciated (97 citations against 30) than minicab drivers.

The reasons why not using the taxi



- The cost, cited first everywhere
 - even in NYC, although less often than elsewhere
 - but also good value for money in London
- In Paris: poor availability cited ten times more often than in Stockholm
- In London and NYC: doesn't accept different methods of payment

Is the taxi too expensive for the poor?



Reforming the taxi



- “What are all the measures that the authorities should put into place so that taxis may be a means of transport that better meets your needs?”
- lower fares, and taxis more readily available
- In Stockholm, residents do not demand the return of regulated prices, they want the government to reduce the burden of taxis (taxes and congestion charge)
- The Portuguese and the French, believe that exempting taxis from taxes is a means of reducing tariffs.
 - Experience shows that regulated fares are never revised downwards. Tax exemptions only raise the price of licences

Conclusion



- Regulation that cap the number of taxis, without allowing a vibrant PHV sector to complement it, results in much lower use of taxi services and limits this use to the essentials: getting to the airport and travelling at night, that is when and where public transport services are most deficient.
- Right after the Stockholm residents, Londoners and New Yorkers are the ones who are most satisfied with their taxis.
 - In these last two cities, the regulator has clearly identified two distinct markets
- The most dissatisfied are the residents of Paris and Amsterdam for opposite reasons