



Where are the taxis going?

Richard Darbéra

CNRS, Latts

Scientific director of IVM's Taxi Project

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Outline



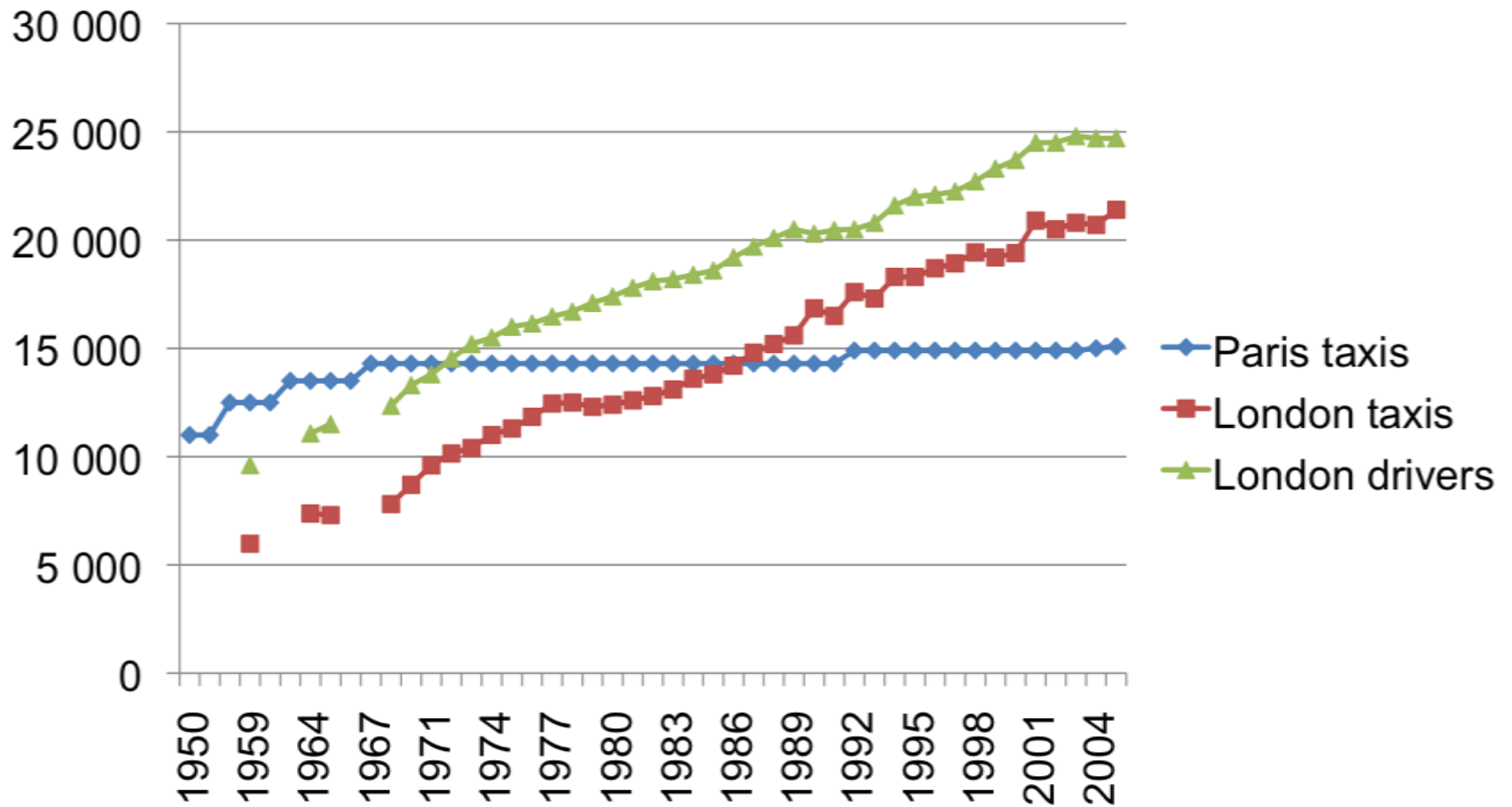
- Where are they going?
- Deregulation by governments
- Disruptive entries by new comers
- Conclusion: The end of the taximeter?

Where are they going?



- From crisis to crisis
- “The technology is here”, but...

The dyke



Deregulation by governments



- When the dyke breaks
- Dissatisfaction of the general public with the existing system
- ... compels the government to change the rules.
- This is easier with a major change in the government
 - or even better with a revolution ;-)

Cromwell's revolution in England in 1649



- End of the monopoly the Duke of Hamilton enjoyed over the hackney coaches business
- A board of regulators selected among the city's aldermen
 - to issue licences
- Fellowship of Master Hackney Coachmen
 - To control the quality and of the industry and help select new coachmen
- In a matter of months, the number of hackney coaches jumped from 50 to 200.

The French revolution 1789

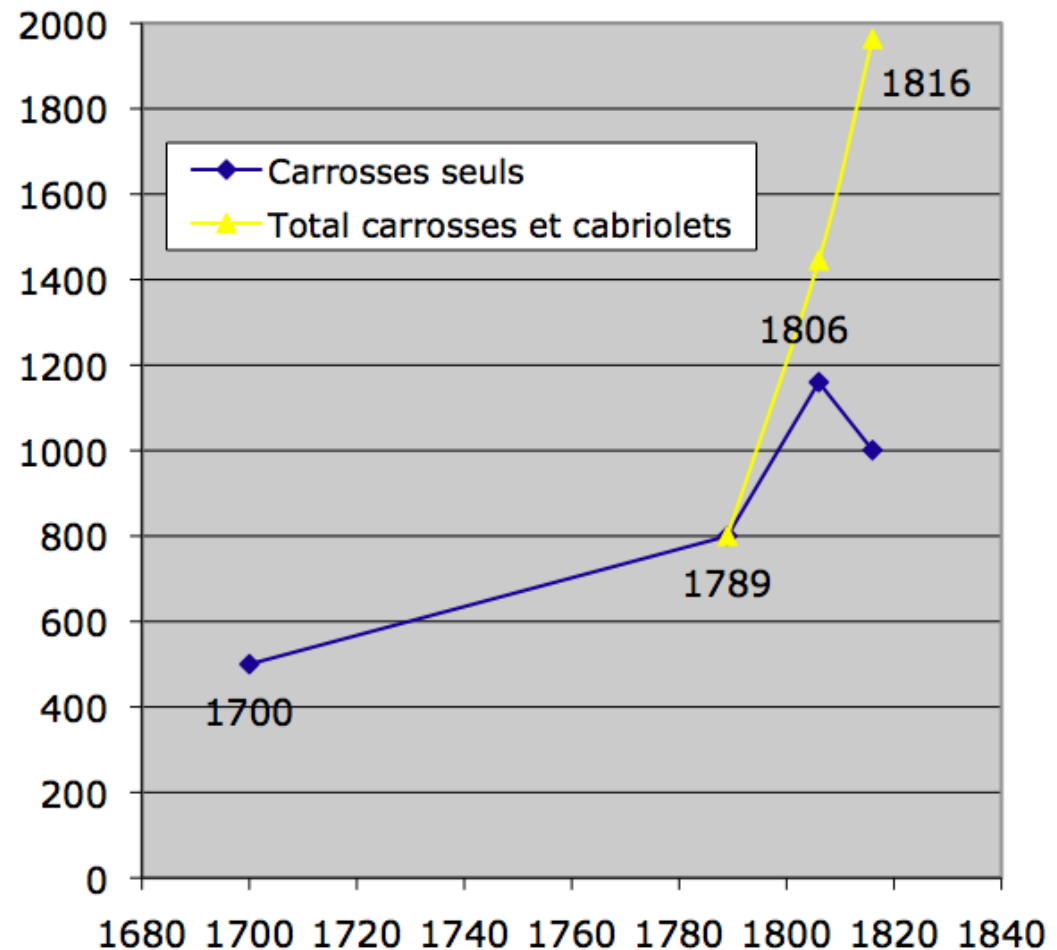


- Two differences with the English revolution
 - Unlike the Duke of Hamilton, Sieur Perrot managed to keep his head,
 - instead of handing most of the regulation over to a guild of coachmen, the French revolution implemented perfect “laissez-faire”

The French revolution 1789



- Impact of the 1789 deregulation on the coaches and cabs fleets in Paris

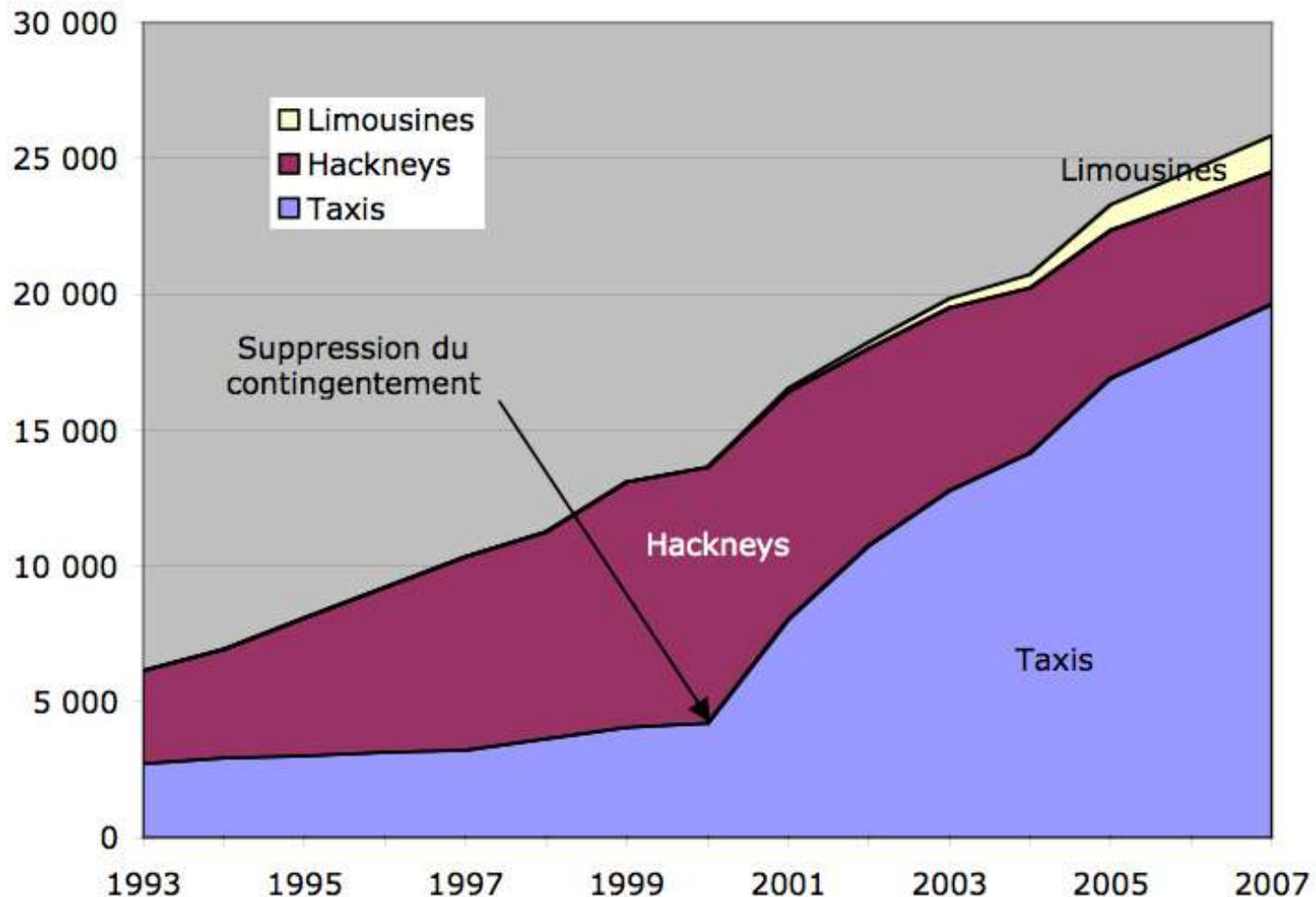


Deregulation



- Dissatisfaction of the public probably also explains why the Swedish government in 1991 and the Dutch government in 2000 totally deregulated the taxi industry.
- Sometimes a milder approach goes awry as in the case of Ireland.
 - How to increase the number of taxis without confronting the licence owners? Give them a second licence!
 - Two private hire operators (called Hackneys in Ireland) bring the case to the High Court
 - How the French etymology of the word “control” blew the roadblock
 - Quotas removed

Evolution of the Small Public Service Vehicles (SPSVs) fleet in Ireland



Disruptive entries by new comers



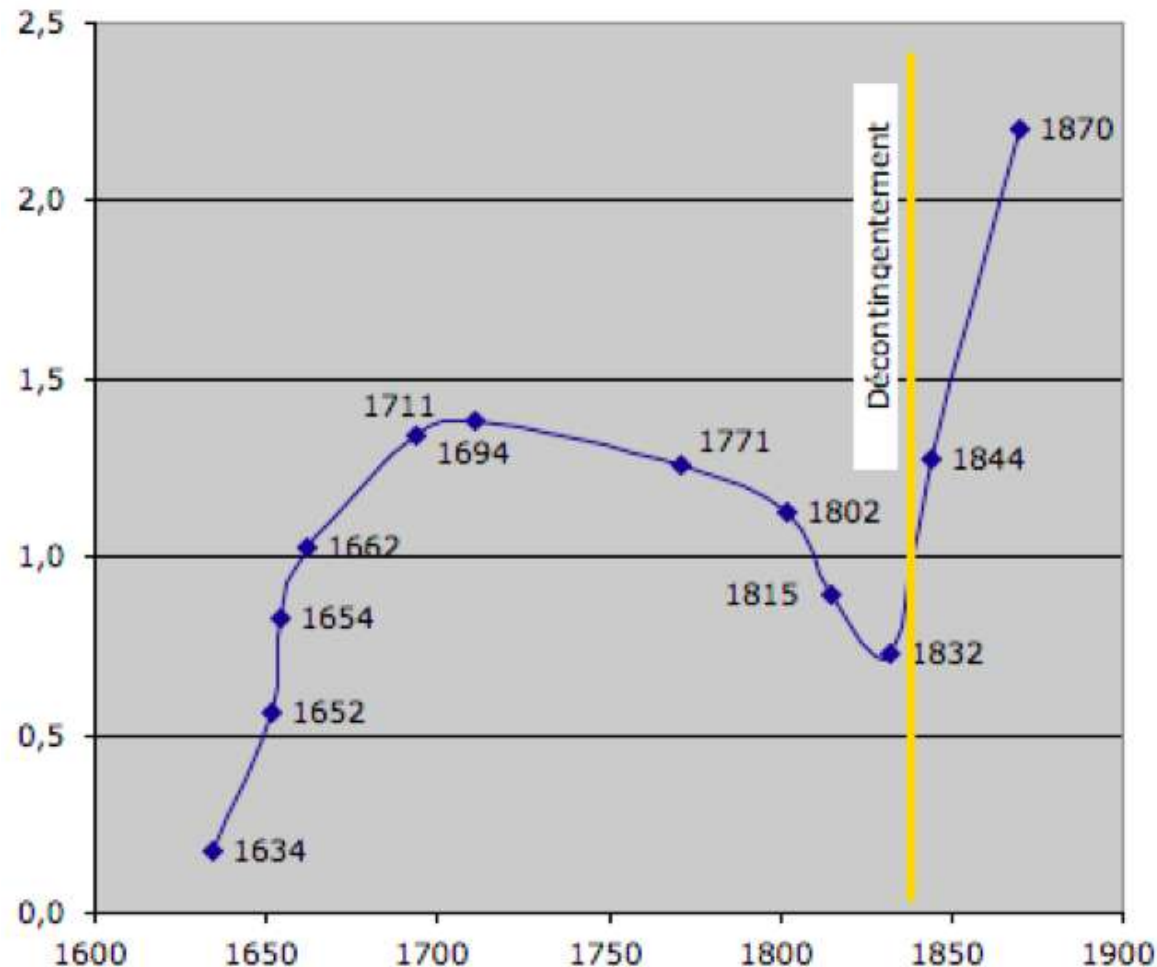
- The “cabriolets” and the London Hackney Carriage Act of 1831
- The Paris petrol cars 1905
- The New York Liveries 1970's
- The London minicabs 1970's
- The Paris motorbikes 1980's then 2000's
- Cell phones, Internet and GPS

The “cabriolets” and the London Hackney Carriage Act of 1831



- The cabriolet (from cabriole = caper).
- The two gentlemen from the House of Commons who asked for 12 licences
- The commissioner against the Treasury
- Other gentlemen followed suit
- ... and lobby to prevent further expansion
- The London Hackney Carriage Act of 1831
- The gentlemen hurriedly leave the business.

Hackney coaches per thousand residents in London (1625-1870)



The Paris petrol cars 1905



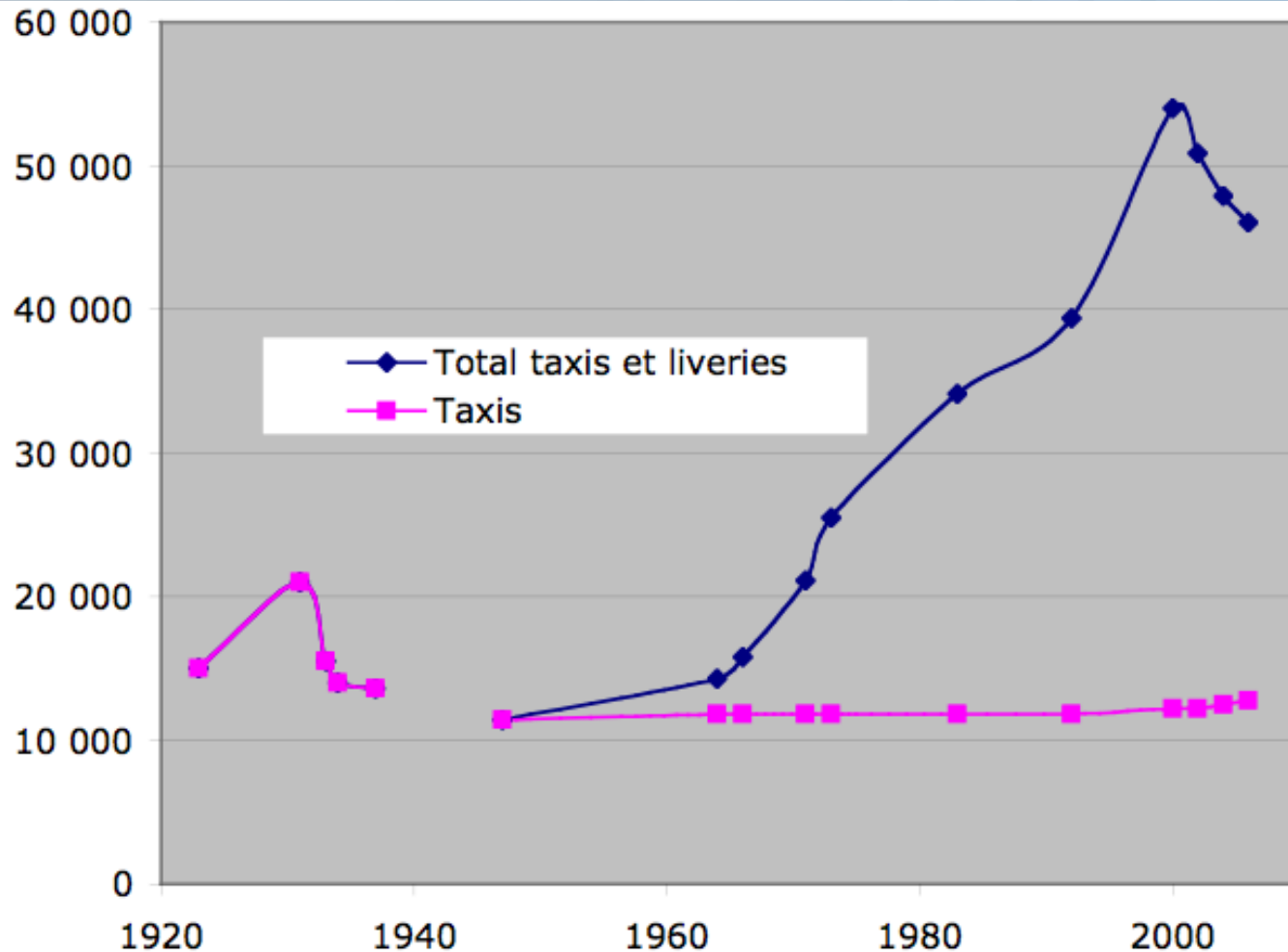
- A small group of young bankers and engineers
- a deal with Renault to introduce petrol cars
 - with taximeters
 - for the same fare as the horse drawn cabs
- The red & black cars invade Paris, London, New York.
- But less success in London because of the "knowledge".

New York Liveries



- The telephone becomes a common appliance in the American households
- The liveries industry start a dramatic expansion.
- New radio systems reduce the cost of radio dispatch
- The yellow cabs enter the fray
- ... and desert the streets
- And vehemently complained against the “unfair competition” from the liveries
- The deal:
 - The yellow cabs give up the telephone business
 - the commissioner abandons plans to increase the number of taxi licences (medallions).

Evolution of the taxis and liveries fleets in New York (1920-2006)



The London minicabs



- The same could have happened in London, for the same reasons, but since the number of black cabs was not capped, they resisted better to the introduction of the Welbeck Motor minicabs.

The small red car that frightened the black cabs



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The Paris motorbikes



- A first attempt backfired in 1985
- The Préfet de Police grants it a “voiture de remise” status.
- The taxi unions challenged it at the courts.
- The Préfet puts so many restrictions that the company eventually bankrupted.
- In 2003 young entrepreneurs start a new service providing expensive but ultra fast transport even at peak hour.
- ... and cleverly avoid register with the regulator, and even with the transport minister.
- They also carried out a skilful media campaign.

It's dangerous, it's not comfortable and
it's going to swipe lots our customers



Le Monde, July 28th, 1985

PESSIN.

The end of the taximeter?



- Cell phones, Internet and GPS
 - Could be the end of the taximeter
- Research needs about how change happens
 - ... or does not
- Examples:
 - Radio dispatch centres
 - Is competition possible in small towns and rural areas?
 - ...