



19 april 2018 Brussels

Taxi & Mobility Update 2018

**The Dutch Experience, From
Amsterdam to Eindhoven**

Introduction Speaker

- Hein Maas
 - Independent Public Professional (local governments)
 - Local Taxi Policy experience
 - 's-Hertogenbosch (2015-2016)
 - Amsterdam (2017)
 - Breda (2017-2018)
 - Tilburg (2018)

Background 'Taxi Law'

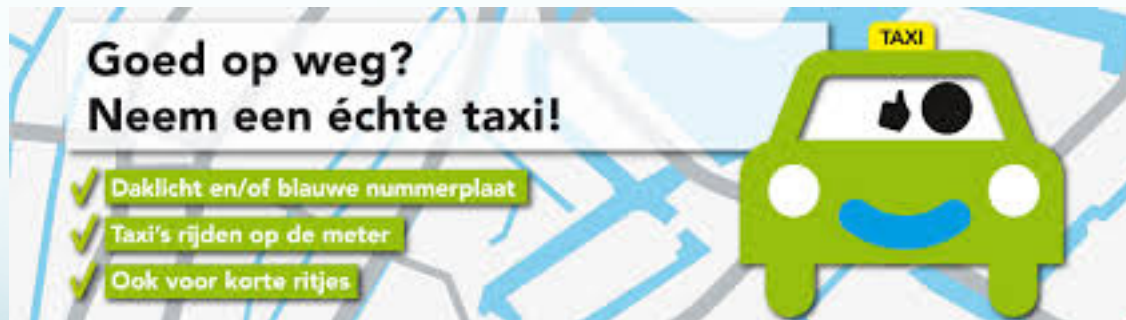
- Liberalisation taxi market (2000)
 - Less regulation and government supervision led to
 - Increase of taxi drivers (enormous)
 - Increase of problems (sheet 5)
- **New municipal competences from 2012 (local rules)**
- Quality improvement of taxi transport from taxi ranks
 - Passengers transport act
 - Article 82 a
 - Article 82 b (approved taxi organisation system)
 - 7 Dutch municipalities (including Amsterdam en Eindhoven)
 - Origin is 'ATO System New Zealand'
- Only for taxi ranks and ride hailing (not for app taxi / PHV)

Problems on taxi ranks

- **IT'S NOT THE VEHICLE**
- Driver is anonymous
- Service for the customer is poor (generally)
- Behaviour (hospitality) is not good (generally)
- Taxi ranks are 'free states'
 - (Verbal) fights on taxi ranks
 - Intimidation (mutual)
 - Refusal of short rides, intimidation of customers, fraud, overpriced rides, etc,
- Lack of knowledge (street plan, city , dutch language)

The customer perspective

- Quality improvement for the customer
- Safe, more reliable and better rides
- Netflixication of society!
 - Main / dominant factor (demand economy)



Experience in Dutch City's

- **LOCAL CHALLENGES!! Local Taxi Regulation**
- **Article 82b Approved Taxi Organisation**
 - **Amsterdam, Rotterdam, Den Haag, Eindhoven:**
- **Article 82a (100.000+ city's)**
 - **Utrecht, 's-Hertogenbosch, Breda, Tilburg**

Article 82b

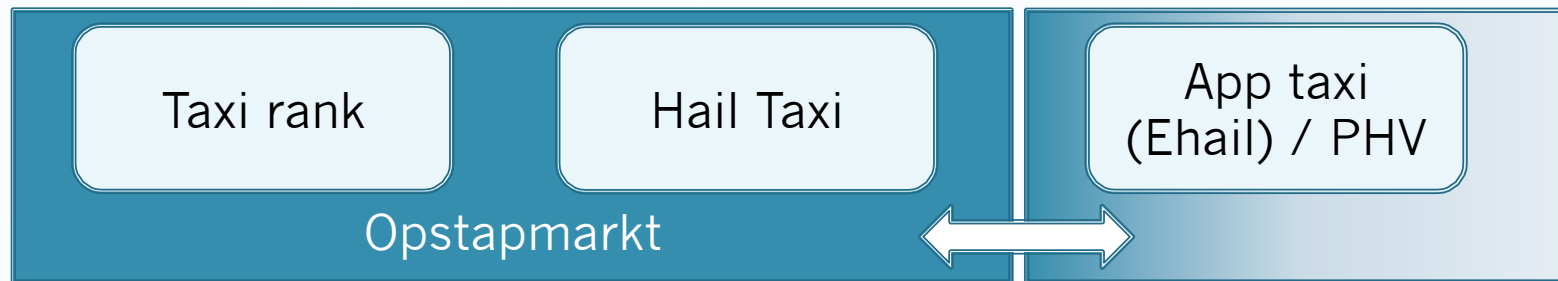


Situation in Amsterdam

- 8 approved taxi organisations
 - About 4000 Taxi drivers (local license)
 - Obligated to a ATO
 - A lot of individual drivers
 - NO LIMIT in LICENSES possible
- About 2000 Uber drivers
- = A lot of taxi's and much nuisance
 - Noice
 - Traffic
 - Behavior problems taxi ranks (sheet 5)
 - Friction with Uber drivers
 - Etc.

Actuality Dutch taximarket

- **Increase ordered rides (PHV/ Ehail rides)**



- Daily practise: Drivers change dynamic between different markets and providers rides during one shift (ATO, Uber, independant ordered rides, etc.)

5 Years ATO's in Amsterdam

- Evaluation 2017 / 2018 (main observations / conclusions)
 - Difficult to determine improvement
 - Group (ATO) system is important but can work better
 - Self regulation Groups fail
 - Sustainable (environmental) steps are good
 - Liveability in part of city's is a problem (lot of nuisance)
 - Cooperation with other government authorities can better
- <https://www.amsterdam.nl/parkeren-verkeer/taxi/>

Main recommendations evaluation

- Trigger and facilitate ATO's to more self regulation
- Improve cooperation with other authorities (including use of technological tools)
- City needs competences for the whole taxi market (Ehail/ phv and taxi ranks)
- Development of a digital customer tool (to rate rides)
- Research possibility's of cechnical capacity policy / limiting (busy area's)
 - Rise 'cost of exit and cost of entry'
- New local council can use this evaluation to set direction for next 4 years (2018 – 2022)

Taxi Rank A'dam CS



Extra Quality Requirements (82a)

- 's-Hertogenbosch (2016), Local Quality Mark (taxi)
 - Knowledge of the city and the streets (fastest route)
 - Rules of conduct for drivers
 - Workshop and testing
 - Dutch language
 - Training Hospitality and better service to customers
- Recognizable taxi beacon light (and number)

Breda & Tilburg (2019)



KWALITEITS TAXI
's-HERTOGENBOSCH

Eindhoven (82B)

- ATO System from 2017
 - 12 small ATO's
 - About 200 taxi drivers
 - Uber is active (airport)
- <https://www.sek.taxi/>



Preliminary Results

- Respons of (individual) taxi drivers in the beginning mostly negative (fear for rules?)
- Quality improvement goes very slow
- Quality improvement in the end has to come from the taxi branche it self
- Gouvernement can regulate, facilitate and enforce
- Taxi policy is also a mobility and safety issue
 - Act as 'one government'
 - Supervision and enforcement from (local) government is necessary

What's Next, 2025?

- More or less regulation??
- One license system (app taxi (ehail riding) and taxi stand) in city's
- One quality mark (nation wide) or every city it's own local taxi quality mark?
- More Ehail riding company's Uber and Lyft and?
- Relevance of taxi ranks
 - Netflixication of society (demand economy)
 - Only hot spots will survive in the end?
- Environmental regulations (as in Amsterdam)
 - Only acces to taxi ranks with 'green' taxi's



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