

Presented at Expert Group Meeting on Sustainable Urban Transport:
Modernizing and Greening Taxi Fleets in Latin American Cities
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Enhancing Sustainability of Taxi Services : Policies, Initiatives, and Trends in Republic of Korea

Sangjin Han

Director, Center for
Transport and Climate Change

 **THE KOREA
TRANSPORT INSTITUTE**

Context

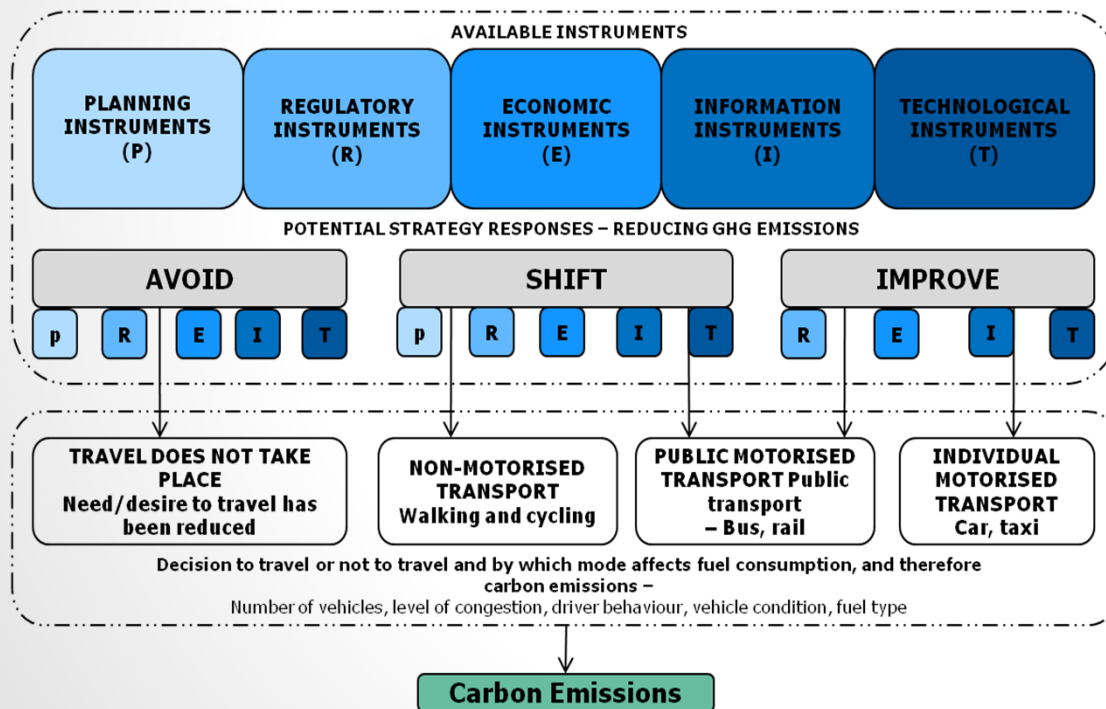
1. Sustainable Transport Policy
2. Status of taxis as urban transport modes
3. Sustainability of taxis
4. Recommendations

1. Sustainable Transport Policy

- The concept of sustainable transport
 - Integration of Economic, Environmental, Social Development
 - Sustainable transport is about meeting or helping meet the mobility needs of the present without compromising the ability of future generations to meet their needs(Wikipedia, 2008).

1. Sustainable Transport Policy

- ASI measures (YouTube)



URL:

<http://www.youtube.com/watch?v=LghSPAJdqNs>

2. Status of taxis as urban transport modes

- Between private cars and public transport (Para-transit)
 - Direct service without stopping
 - Generally faster than public transport
 - More expensive than public transport
 - Need some waiting time until catching
 - Frequent use for short distance trip (linkage to public transport)

2. Status of taxi as urban transport modes

- Taxi in Seoul
 - Number of registered taxis : 72,355 (Seoul, 2011)
 - Modal split rate : 6.3%(Seoul, 2006)
 - Fare structure :
 - US\$2(basic fare, up to 2km)
 - US\$0.1/144m(extra distance charge, from 2km)
 - US\$0.1/35sec(extra time charge, below 15km/h)
 - Average income by taxi : US\$1,000/month(2010)
 - Taxi types in Seoul; normal taxi, luxury taxi, hatch taxi, large taxi, compact taxi

Normal



Luxury



Hatchi



Large



Compact



2. Status of taxi as urban transport modes

- Users' complaints on taxis
 - Rather expensive
 - Unsafe (security issues)
 - Dangerous driving
 - Inconvenient: cannot catch when need it (even a call is not working)
- Operators' concerns
 - Low fares
 - Less customers: better public transport service
 - Too much taxis on the road (number of taxi licenses)
 - Higher fuel price
 - Small scale business or entirely individual business

2. Status of taxi as urban transport modes

- Threats on taxi business
 - Private chauffeuring service: less drunken drive
 - Illegal taxi operation of private cars
 - Mini bus operation
 - Late night operation of subways and buses
 - Public bike systems



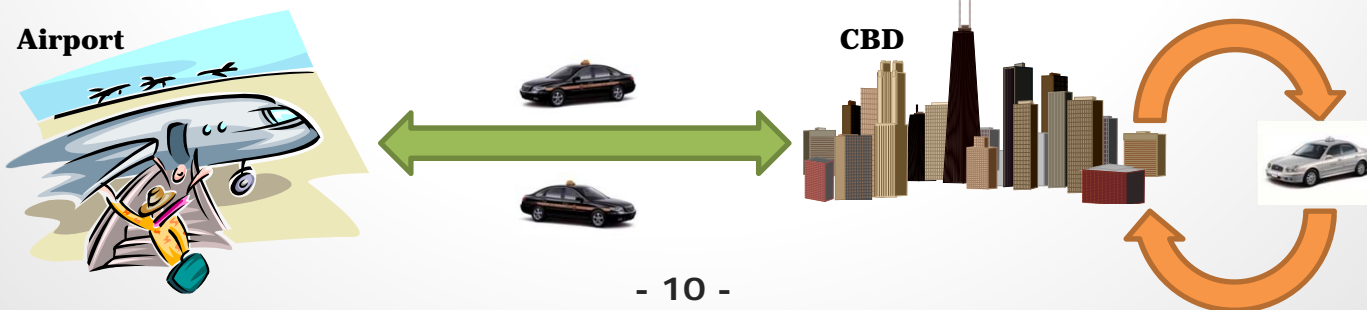
3. Sustainability of taxis

- Integrated service between taxi operators
 - New brand taxi (Economy of Scale)
 - Common high quality service code (MK taxi in Japan)
 - Better labor condition with strict monitoring



3. Sustainability of taxi

- Market creation by tailored service
 - Market segregation by distance
 - short trip exclusive taxi (in CBD areas only)
 - long trip exclusive taxi (between airport and CBD)
 - Market aggregation by areas
 - Operation license in neighboring cities
 - Taxi license quota vs. free entry to taxi market
 - Tools to maintain taxi service and competitiveness



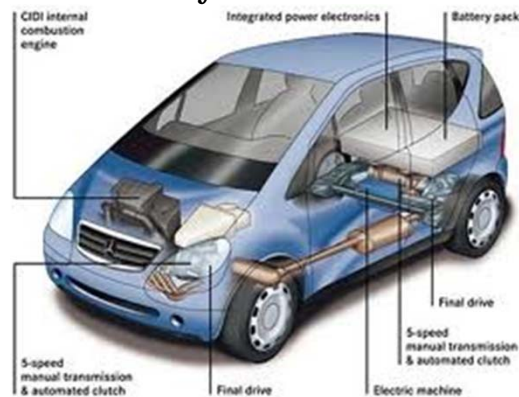
3. Sustainability of taxi

- Transforming into environmentally-friendly taxis
 - From LPG taxis into hybrid taxis or electric taxis
 - From large cars to compact cars
 - New types of taxis

Electric Cars



Hybrid Car



TWIKE



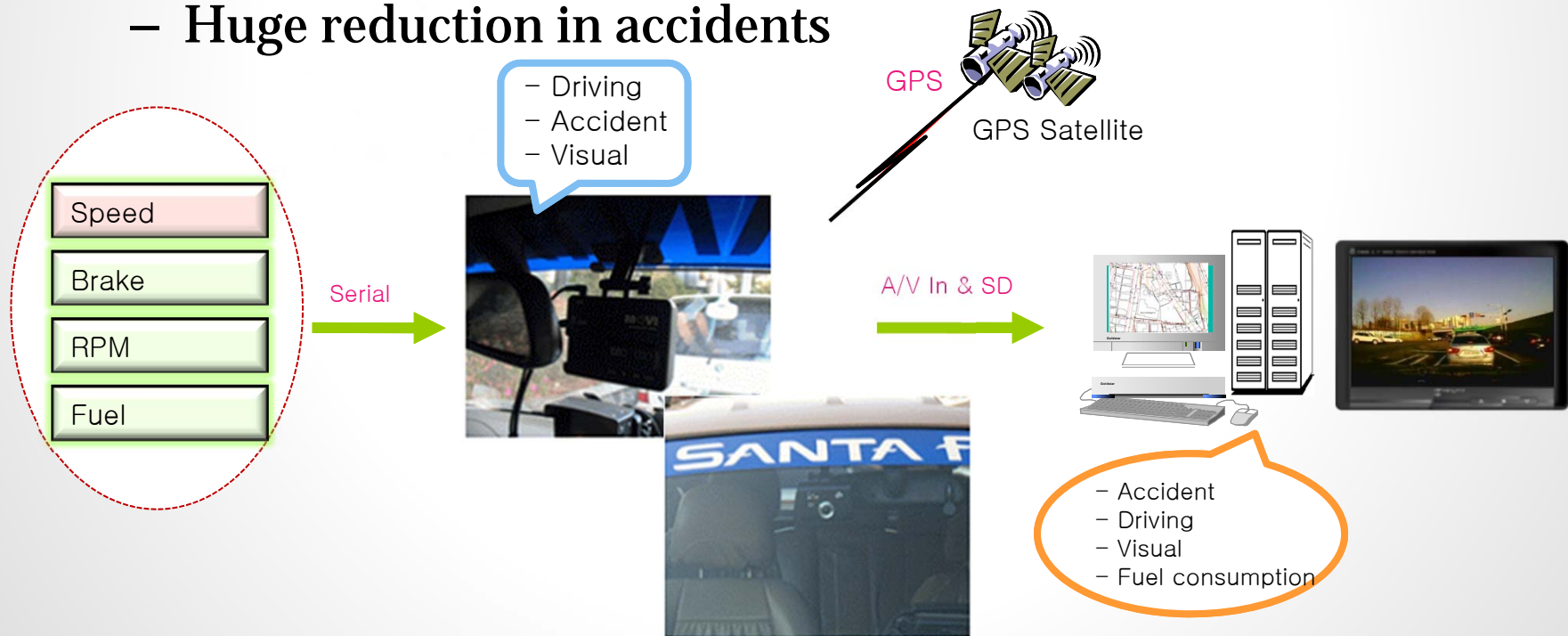
3. Sustainability of taxi

- **New taxis for carbon credit**
 - Carbon market credit by CDM and NAMA
 - Easy to prove reduction in GHG by EF taxis (fleet change)
 - Emission monitoring system (R&D projects)



3. Sustainability of taxi

- Safer taxis to use
 - Black box to monitor safety within taxi and on the roads
 - Huge reduction in accidents



3. Sustainability of taxi

- Convenient taxis to use
 - Fast location by smart phone users (GPS)
 - : Good for drivers as well as customers
 - Operation of integrated call centre
 - : Between taxi operators

4. Recommendations

- **Taxi service is private business**
 - No incentives for Eco-drive
 - Failure in Seoul
- **Government incentives for adopting EF cars**
 - Good for producing initial market for EF cars
 - Carbon credit by means of CDM and NAMA
- **Taxis are competing with other modes**
 - Need to create own market
 - Tailored service to various demands
 - Adaptation into new technologies (black box, GHG monitoring system, smart phone)
 - Keep in mind economy of scale (Brand taxi, service integration)

Thank you