

# Private Sector Initiatives On Greening Taxi Services In California



**By Charles Rathbone**  
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18-19 May 2011 – Rio de Janeiro

Expert Group Meeting on Sustainable Urban Transport:  
Policy Options for Modernizing and Greening  
Taxi Fleets in Latin American Cities

## Greening Is a High Prestige Activity



*Luxor Cab President John Lazar with “clean machines”*

Every green taxi operator in California cites civic pride as a motivating factor in the decision to buy low-emissions vehicles.

## “Green Cab” Is the Name For A Popular New Cab Company



A small startup captured media attention and gained an instant high profile by operating with a hybrid-only fleet.

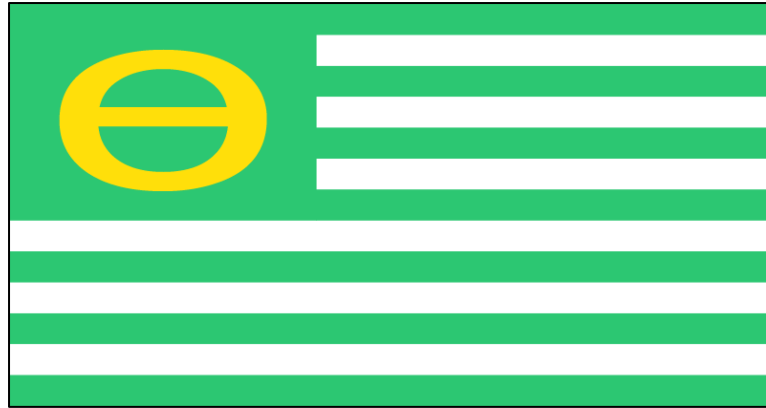
# Greening Is Good Politics



*Mayor Gavin Newsom announces to reporters that the taxi fleet is 57% green in March 2010.*

In 2008 the City of San Francisco set goals for reducing greenhouse gas emissions. The city let the taxi industry decide how to meet the goals by 2012.

## Greening Is Good Business



Environmental groups wanted an aggressive greening plan for LA taxicabs.

Taxi operators approached the City Council with a moderate greening plan.

Result: LA cabs will be 80% green within five years.

# Green Taxis Go to Disneyland



CNG vehicles helped Yellow Cab of Northern Orange County win an exclusive private contract to provide taxi service at Disneyland.

The company won a similar contract with John Wayne Airport by providing low-emission taxicabs.

# Clean Air For Airports



*A taxi at the San Diego International Airport*

SFO used a front-of-line incentive to encourage early voluntary adoption of CNG vehicles.

In San Diego, trip fees are waived for clean air taxis.

## Yellow Cab Partnered with Clean Energy



Clean Energy built a \$2 million CNG refueling facility on Yellow Cab Coop's property.

The company's fleet will be 100% green this year.

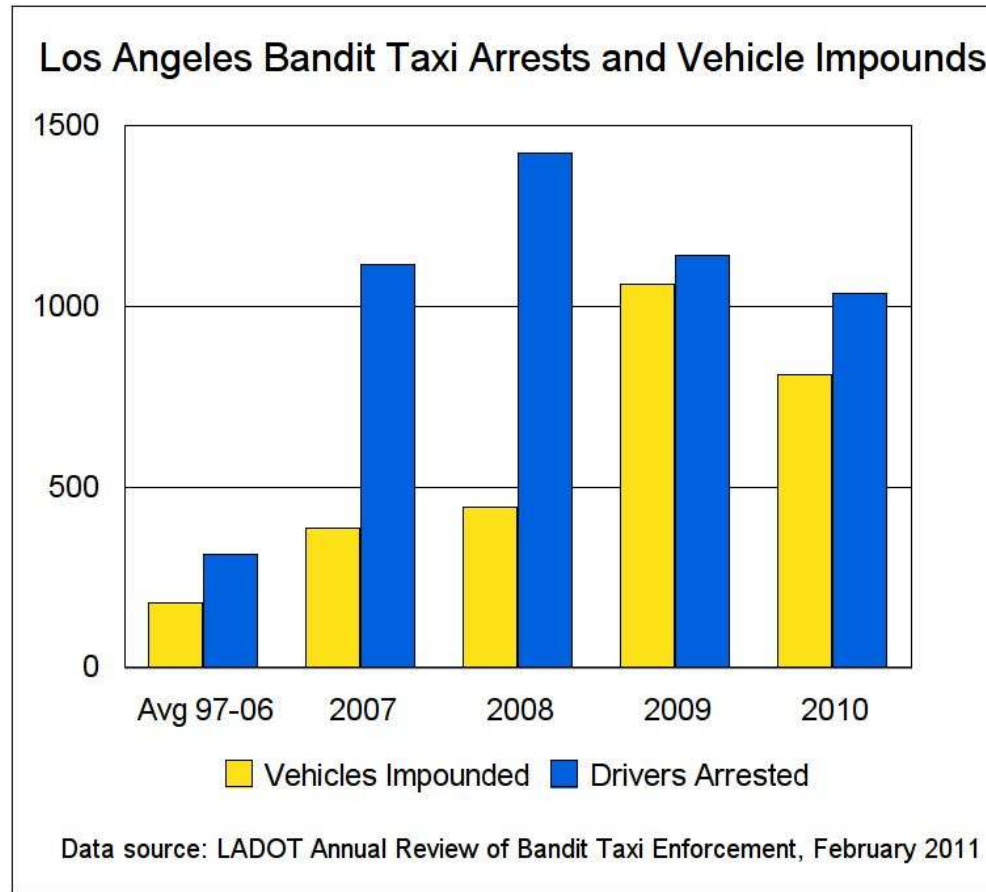
## Electric Cabs Are Coming to San Jose and San Francisco



A private-public partnership will demonstrate the feasibility of battery-switching stations.

The project creates infrastructure and hopes to excite public interest in electric vehicles.

# Bandits On the Road to Green



Los Angeles controls illegal cabs with police.

Too many cabs means no money for greening in Southern Los Angeles and in Sacramento.

## Efficient Dispatch Can Save Fuel



New smart phone apps may reduce cruising and unpaid miles.

## **The Experience of California**

Greening is improving the image of the taxi industry.

Private company partnerships encourage green cab fleets.

Private investment creates fueling infrastructure.

Greening provides an opportunity for taxi operators to participate in the crafting of reasonable regulations.

Over-supply of cabs is bad for greening initiatives.

More technological advances are coming, including improved dispatch efficiency.