



TAXI.RIO INITIATIVE

Improving oversight and services with new vision



CONTEXT

Rio de Janeiro

- Population: 6,6 million;
- 2nd largest city in Brazil;
- Undersized metro system, chaotic bus system;
- Taxi fleet: ~33.000 cars (54.000 drivers) ;
- Comparison: New York: 12.800, Paris 14.900, London 20.000;
- Taxis with taximeter, average ride less than U\$5;
- Taxi permit issued by the Municipality of Rio de Janeiro, oversight;





PROBLEM

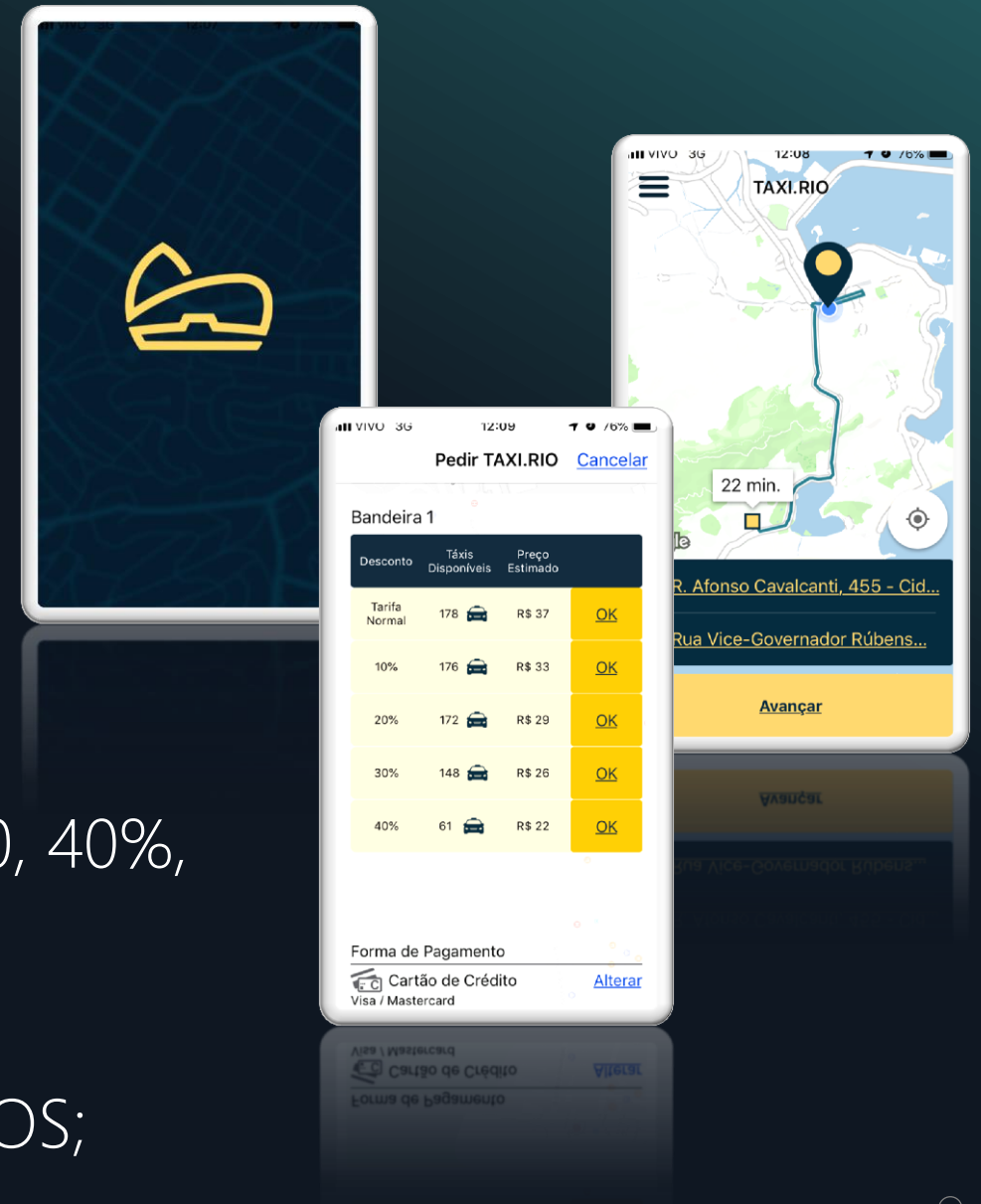
ARRIVAL OF SERVICES LIKE UBER DISRUPT TAXI SERVICE, CREATES TENSION AND VIOLENCE

- Uber arrives in 2014, in time for the World Cup and Summer Olympics; Rio is first city in Brazil with app;
- At first, better quality, cheaper than taxis;
- Taxis push back, threatens strike, stop transit in Rio;
- Violence against Uber drivers;
- Strong taxi lobby, strong union, impasse;

SOLUTION

PUBLIC SERVICE

- Rio-centric, public service;
- No fees for participating taxis;
- Passenger chooses discount rate, 0, 10, 20, 30, 40%, app match taxi;
- Cash, credit, debit;
- First in the country, 2nd in world; Android, iOS;





PROS

- Public owned data, better services for city;
- Faster service for customers, more taxis than Ubers;
- No passenger cancellation fees;
- Better service tax control (ISS);
- Taxis can give information about traffic and streets through app – integration with monitoring center;
- Solution negotiated with stakeholders: union, associations, public entities;
- Fares paid directly to taxis, no middlemen;
- Provides new channel for public interaction;
- Better oversight tools;
- Improvement of taxi service, on individual level and as a whole;



CONS

- Possible Criticism - Overhead paid by taxpayers to benefit private taxis, unfair competition;
- Answer: policy to improve public service, improved oversight tool, better services for city, functions within mandate of municipality which must exert oversight of service anyway;



LEARNED LESSONS

- Public app, less incentive to update, harder to improve service;
- Chance to learn new tech, new processes, useful for administration as a whole;
- Opens administration to criticism, answer provides chance to better explain initiative to Society;



THANK YOU!

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