New Entrants to the Taxi, For-Hire, and Limousine Industry
Definitions

“Ride Sharing”
- New entrants define ride sharing as any ride that fills up empty seats in cars, including paid trips.
- Definition of ride sharing in the RCW (46.74.010) includes groups regularly commuting to work or school together, as well as those with special transportation needs travelling by public social service agency or private, non profit transportation provider.

Online Booking “Apps”
- Apps that allow someone to book a hired car through their mobile device. May link to existing dispatch services (Taxi Magic) or serve as a dispatch service (Uber). Apps also serve as the “platforms” that facilitate the new dynamic ride sharing services.
New Entrants

- Online Booking Apps
  - Taxi Magic
  - Uber

- “Ride sharing” services (all rely on apps)
  - Lyft
  - Sidecar
  - Uber X

- Other Entrants?
Taxi Magic

• Entered Seattle market in 2008.

• Online/app based booking service working with Orange Cab, STITA, Eastside For Hire, and (soon) Far West.

• App links to existing fleet dispatch services to arrange.

• Drivers are Taxi or For-Hire drivers so subject to all those regulations and fees.
UBER (Black)

- Entered Seattle market in August 2011.

- Serves as dispatch service and online booking app for independent contractors with Towncars (Limos) and Luxury SUVs.

- A technology “platform” that operates in more than 300 cities.

- Drivers all have For-Hire or Chauffeur licenses.

- Vehicles are licensed by the State, and subject to associated inspection.
• Entered Seattle market in April 2013 as Uber’s “ride sharing” model.

• Same app interface as Uber.

• Focusing on hybrid cars.

• Most drivers have For-Hire or Chauffeur licenses, but not required.
Lyft

• Entered Seattle market in April 2013.

• Ride sharing model with mobile booking.

• Drivers not required to have For-Hire or Chauffeur license.

• Vehicles must be year 2000 or newer and the company inspects for safety and cleanliness.
Sidecar

- Entered Seattle market in 2013.
- Ride sharing model with mobile booking.
- Drivers not required to have For–Hire or Chauffeur license.
- Vehicles must be year 2000 or newer and are not company inspected.
Other Entrants

- Car2Go
- Relay Rides
- Ground link
  (Not yet in Seattle)
- Hailo
  (Not yet in Seattle)
- Zimride
  (same company as Lyft – focused on inter-city rides)
App Demonstration
## Comparison – Safety

<table>
<thead>
<tr>
<th>Feature</th>
<th>UBER</th>
<th>UBERx</th>
<th>Lyft</th>
<th>Sidecar</th>
<th>Taxi Magic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Driver Screening</strong></td>
<td>Interview, city knowledge, background checks</td>
<td>Interview and background checks (criminal and driving record)</td>
<td>Interview and background checks (criminal and driving record)</td>
<td>Interview and background checks (criminal and driving record)</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Driver’s license requirement</strong></td>
<td>For–Hire or Chauffeur</td>
<td>For–Hire or Chauffeur recommended; personal required</td>
<td>Personal</td>
<td>Personal</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Vehicle Inspection</strong></td>
<td>State Limo Inspection</td>
<td>Basic safety check</td>
<td>Basic safety check</td>
<td>Registration and picture</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Vehicle Re-inspection</strong></td>
<td>1 x a year</td>
<td>1 x a year</td>
<td>Still developing</td>
<td>1 x a year</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Conduct Standards</strong></td>
<td>Strict, plus consumer rating</td>
<td>Yes, plus consumer rating</td>
<td>Yes, plus consumer rating</td>
<td>Yes, plus consumer rating</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Hour Limits</strong></td>
<td>No – self employed drivers</td>
<td>No – self employed drivers</td>
<td>No – self employed drivers</td>
<td>No – self employed drivers</td>
<td>N/A</td>
</tr>
</tbody>
</table>
## Comparison – Insurance

<table>
<thead>
<tr>
<th></th>
<th>UBER</th>
<th>UBERx</th>
<th>Lyft</th>
<th>Sidecar</th>
<th>Taxi Magic</th>
</tr>
</thead>
<tbody>
<tr>
<td>What type/level of insurance is required of the drivers?</td>
<td>Minimum = $1.05 million, per state regulation</td>
<td>Minimum = State required personal liability</td>
<td>Minimum = State required personal liability</td>
<td>Minimum = State required personal liability</td>
<td>N/A</td>
</tr>
<tr>
<td>Does service offer supplemental insurance that drivers can purchase?</td>
<td>N/A</td>
<td>Recommends a broker that offers commercial insurance</td>
<td>No</td>
<td>No</td>
<td>N/A</td>
</tr>
<tr>
<td>Does the service maintain additional insurance?</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes ~$1 million of liability per incident</td>
<td>Yes ~$1 million of liability per incident</td>
<td>N/A</td>
</tr>
</tbody>
</table>
# Comparison – Fees

<table>
<thead>
<tr>
<th></th>
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<th>Sidecar</th>
<th>Taxi Magic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Estimated Payment/Donation?</strong></td>
<td>Before boarding</td>
<td>Before boarding</td>
<td>When ride is complete</td>
<td>Before boarding</td>
<td>Before boarding</td>
</tr>
<tr>
<td><strong>How are payments calculated?</strong></td>
<td>Minimum payment + distance/time</td>
<td>Approx same as cab rates</td>
<td>Distance + time using mapping software on mobile device</td>
<td>Distance + time using mapping software on mobile device</td>
<td>Taxi or For-Hire rates</td>
</tr>
</tbody>
</table>

- Note that all UBER, UBERx, Lyft and Sidecar are all 100% credit card (no cash) services. This can provide both convenience to riders and safety to drivers.
## Comparison – Scale

<table>
<thead>
<tr>
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<th>UBERx</th>
<th>Lyft</th>
<th>Sidecar</th>
<th>Taxi Magic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How many drivers?</strong></td>
<td>100+ for Uber and UberX</td>
<td>100+ for Uber and UberX</td>
<td>Not disclosed</td>
<td>Not disclosed</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>How many trips booked in a typical week?</strong></td>
<td>Not disclosed</td>
<td>Not disclosed – growing rapidly</td>
<td>Not disclosed – growing rapidly</td>
<td>Not disclosed – growing rapidly</td>
<td>Thousands</td>
</tr>
</tbody>
</table>
Next Steps for Committee

- Interim report on demand assessment
  - June 13 at 2pm