

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



TAXI MAGIC

Side•car

a whole new way to get around

Definitions

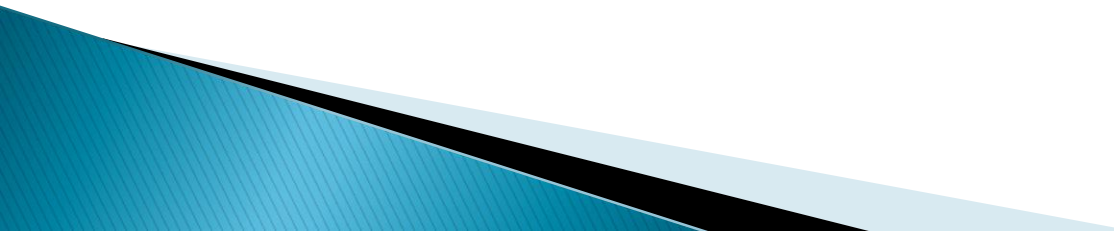
▶ “Ride Sharing”

- 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”

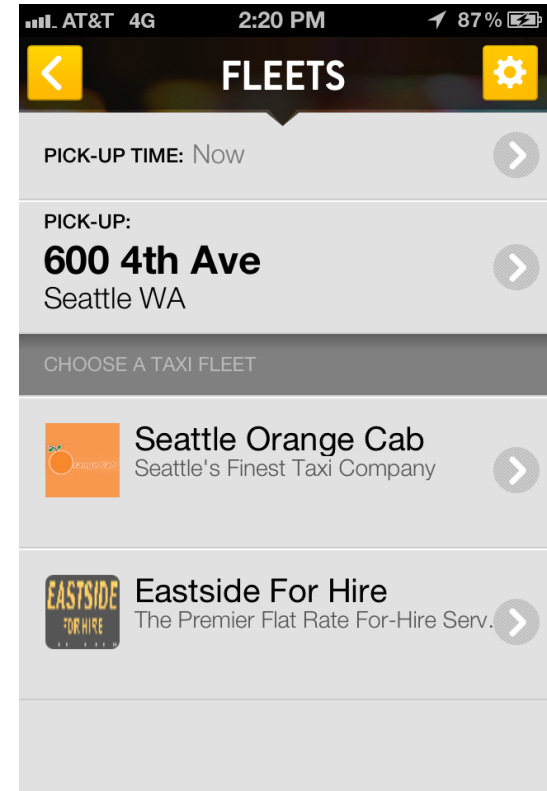
- Apps that allow someone to book a hired car through their mobile device. May link to existing dispatch services (Taxi Magic) or serve as a dispatch service (Uber). Apps also serve as the “platforms” that facilitate the new dynamic ride sharing services.

New Entrants

- ▶ Online Booking Apps
 - Taxi Magic
 - Uber
 - ▶ “Ride sharing” services (all rely on apps)
 - Lyft
 - Sidecar
 - Uber X
 - ▶ Other Entrants?
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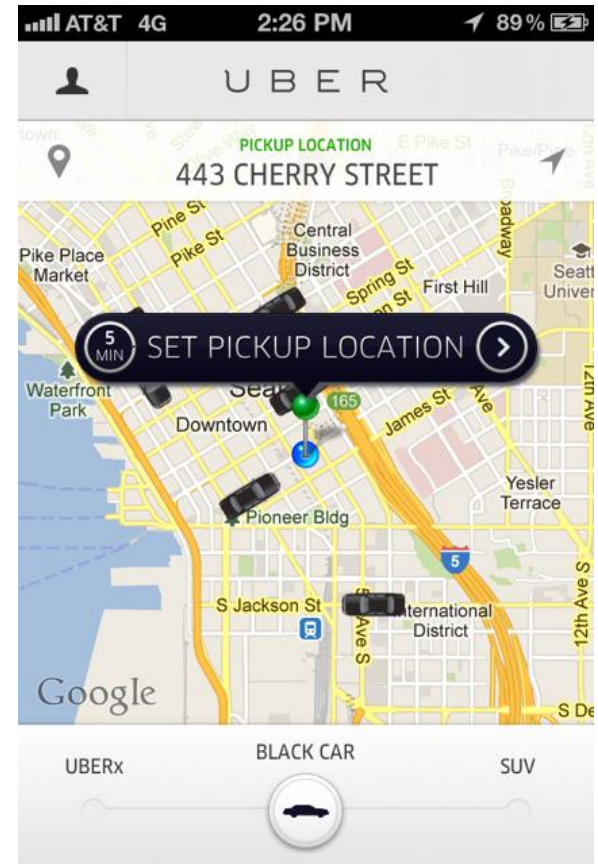
Taxi Magic

- 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.



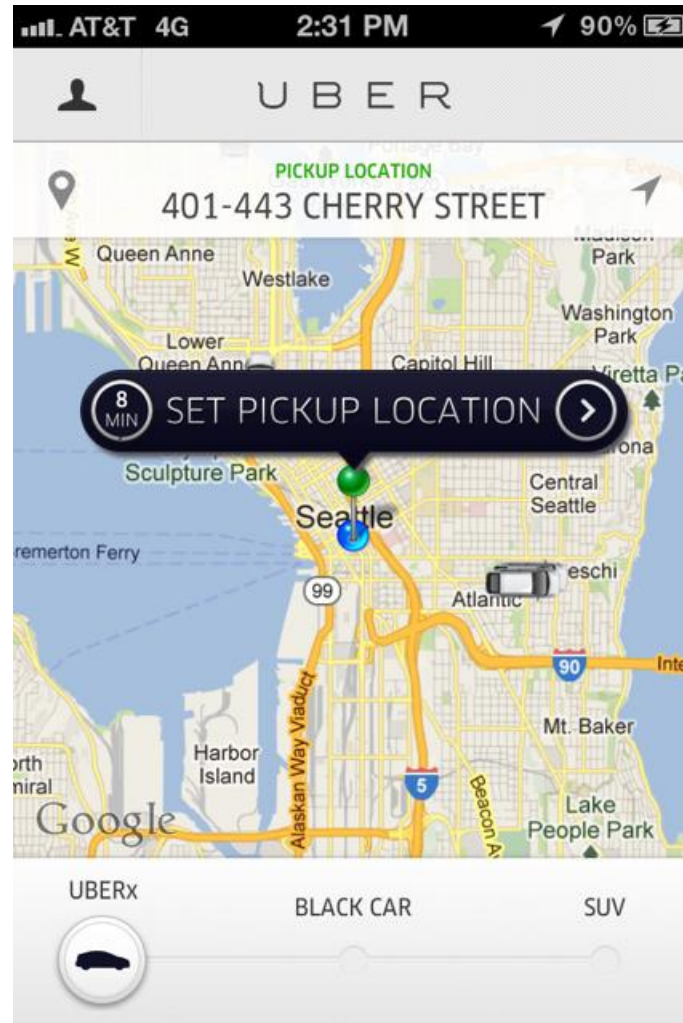
UBER (Black)

- 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.



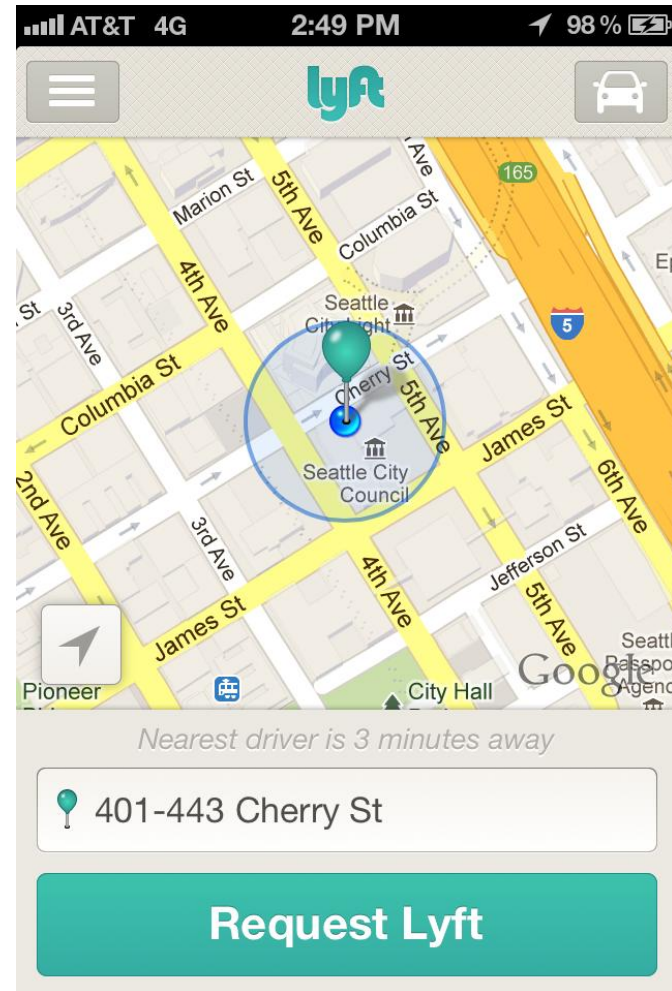
UBERx

- 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.



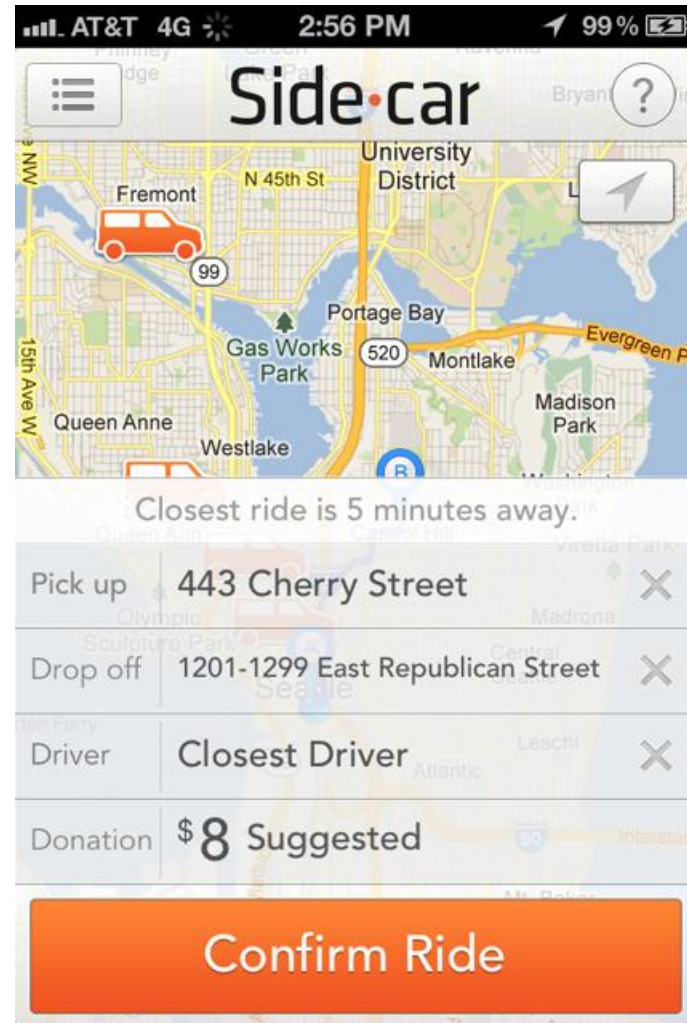
Lyft

- 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

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

Comparison – Insurance

	UBER	UBERx	Lyft	Sidecar	Taxi Magic
What type/level of insurance is required of the drivers?	Minimum = \$1.05 million, per state regulation	Minimum = State required personal liability	Minimum = State required personal liability	Minimum = State required personal liability	N/A
Does service offer supplemental insurance that drivers can purchase?	N/A	Recommends a broker that offers commercial insurance	No	No	N/A
Does the service maintain additional insurance?	Yes	Yes	Yes ~\$1 million of liability per incident	Yes ~\$1 million of liability per incident	N/A

Comparison – Fees

	UBER	UBERx	Lyft	Sidecar	Taxi Magic
Estimated Payment/ Donation?	Before boarding	Before boarding	When ride is complete	Before boarding	Before boarding
How are payments calculated?	Minimum payment + distance/ time	Approx same as cab rates	Distance+ time using mapping software on mobile device	Distance+ time using mapping software on mobile device	Taxi or For-Hire rates

- 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

	UBER	UBERx	Lyft	Sidecar	Taxi Magic
How many drivers?	100+ for Uber and UberX	100+ for Uber and UberX	Not disclosed	Not disclosed	N/A
How many trips booked in a typical week?	Not disclosed	Not disclosed – growing rapidly	Not disclosed – growing rapidly	Not disclosed – growing rapidly	Thousands

Next Steps for Committee

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