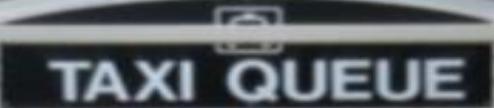# Taxi Update
Feb 2019

Objectives for today

1   Current Status

2   Project Findings

3   Improvement Process & Next Steps

Current Status

History

1990's — Verbal agreements between daa and taxi drivers

Early 90's — Driver pay per trip

1990's — Permit System Introduced

2012 — T2 opening & move toward automated system- Strike

2015 — 9 point deal – 1450 permit cap

Supply & Demand Stats

Dublin Airport

Passenger Volume

Taxi Journey

Value added to taxi trade

€ 132m

*Annually**

58% since 2011   *100% since 2011*

Industry Wide**

SPSV Licences

27429

20581

2008   *2017*

Aging Profession
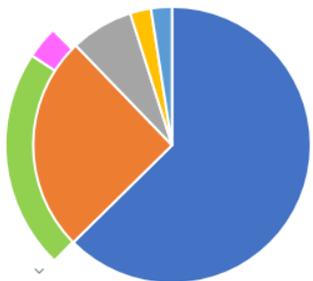
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daa Taxi Project

Dec 2018

- **Phase 1**
- Dublin Airport Review into taxi operation initiated
- Project working group assembled and PM assigned
- High Priority with Exec & SMT- two updates to date

Project to date:

✓ Review of operation & industry
✓ Engagement with internal & external stakeholders
  • Passengers
  • Drivers
  • Service providers
✓ Benchmarking
✓ Local Improvements
✓ Plan for future

Data based on internal daa calculations
*** NTA Annual Bulletin*

Document Classification: Class 1 - General

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Phase 1 - Project Findings

Passenger Experience

Legend:
- Lack of taxi's
- Taxi Facilities
- Credit Card Acceptance
- Lack of Multiseaters

Driver Feedback

Demographic:
48% Serve airport only
76% Work set weekly schedule
96% Have credit card machine

Issues faced:
Dublin Traffic
Lack of Incentives

DAP Issues

Supply at Peak Times

Evening → Morning
City Events

DAP Taxi Product

Credit Card Acceptance

Vehicle Diversity

Local Projects

Drive Standards

Permits- 171 Credit Card & WAV added to fleet
Rank- maintenance plan
Equipment updated
Signage- reviewed

Blip Track Project

5 mins — Real time passenger queue time

Visa Trials

Encourage credit card acceptance
Make it easy for surcharge to be passed to corporate accounts

Benchmarking

20 International Airports

- **8** No drop off few
- **8** Pick up fee
- **4** Permit Required
- **13** Cater to App's
- **2** Outsource Partially
- **10** Outsource Entirely
- **3** Solution Provider
- **16** Served by metro

DublinAirport

Phase 2 - Next Steps

1	**Collaborate with Drivers**	Maintain service post April 19 Efforts to work together to resolve current issues	On-going
2	**Define and Validate Problem Statement & Performance Specification**	Project working group to meet with 'Commercial' and 'Standards & Planning'- Facilitated by Future Factory	March '19
3	**Consult Industry**	Present Problem Statement & Performance Specifications to Industry Groups – Taxi Unions, NTA, Taxi Companies, Fáilte Ireland …	Apr-May '19
4	**Review of Consultation Process**	Review Information Gathered and Consider Options for Solution	June '19

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