

April 30, 2014

Mobile Apps in Taxis and Limousines

Mobile apps link passengers to vehicles and drivers. With a few 'taps' on a screen, a passenger can obtain a vehicle and driver, and then track the progress of the vehicle. These apps are revolutionizing passenger transportation services.

Apps appeal to smartphone users, connect customers and transportation services and enhance booking/dispatch for companies.

Apps also raise public policy concerns in a regulated environment. These concerns include public safety, unlicensed operators, service availability and rates. Some jurisdictions have a rigorous approach to regulation while others are more flexible.

The Passenger Transportation Board has developed a set of guidelines or "principles and parameters" regarding its approach to apps. The principles and parameters relate to apps, not rate structures. The Board approves rates and rules for taxis and limousines. Licensed operators must only charge these rates, with or without an app.

The Board is not seeking to regulate apps used for dispatch purposes only. For taxis, apps cannot replace properly calibrated meters for calculation of rates. If an app in a limousine calculates rates, it must be programmed to calculate Board approved rates- apps cannot circumvent rates. All tips must be voluntary - an app cannot calculate a mandatory gratuity.

Links:

Webpage | [Mobile Apps](#)