CBD Taxi Rank Strategy
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Government and the community recognise taxis as an important part of the public transport mix, offering convenient, secure, on demand, door-to-door personal transportation 24 hours a day, every day of the year.

The State Government regulates the taxi industry via the Taxi Act 1994 and Taxi Regulations 1995, which set out a framework of rules that cover the industry across the Perth metropolitan area. The City of Perth is responsible for providing, improving and maintaining kerbside taxi ranks, bus bays, public parking and loading zones, however there are no conditions on property developers to consider taxi rank space. This division of responsibility for taxi ranks between the State Government and the City of Perth, combined with restricted kerbside space in the CBD, limits the taxi industry’s ability to deliver its service objectives. The Perth CBD’s ever growing residential population also imposes pressure on taxi availability.

Because of this, the State Government is committed to working with the City of Perth and the taxi industry to develop a partnership that will reduce fragmentation of accountability and enhance the role taxis play in the public transport mix. The partnership will reinforce the importance of taxi rank allocation in CBD and seek to provide visible, safe and secure CBD taxi ranks that are easily accessible.

The Minister for Transport established the CBD Taxi Rank Strategy Working Group to develop a strategy for CBD taxi ranks to be funded by the State Government and supported by a local government contribution.
The metropolitan taxi industry comprises 2000 taxis and 5500 drivers. It is expected that the number of taxis will increase by 15 per cent by the end of 2012.

The City of Perth has 46 taxi ranks, 26 in the CBD. Seventy-one parking bays are allocated to CBD taxi ranks. The City of Perth does not have a stand-alone taxi rank policy. The provision of taxi ranks is captured under the On-Street Parking Policy 22.9. The policy has an objective to ensure that the scarce resource of kerbside space is allocated in an equitable way. Kerbside space priority within the CBD places taxis behind Transperth buses and people with disability and, in some cases, service areas.

It is preferable for taxi ranks to be located at end of road sections rather than mid-block or start of road sections. Where possible, existing taxi ranks are upgraded to disability access requirements to accommodate multi purpose taxis (MPTs). Although this is City of Perth policy, changes to taxi rank location and function have not been sufficient for the taxi industry to fully meet its service delivery objectives. At the same time, the City of Perth does not have access to Government plans to enable them to pre-plan for the future growth of the taxi industry.

Given the rapid increase in the number of taxis, the demand for suitably designed ranks is increasing and there is a clear need to integrate their future development into the Government’s overall Transport Network Plan.

Existing guidelines

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Why do we need a strategy?

The demand for taxis in Perth has never been higher. In the second quarter of 2011, peak period taxi demand increased by 11.4 per cent and 9.4 per cent off-peak when compared to the same quarter from the previous year. It is estimated that taxis undertake more than 20 million metropolitan passenger trips each year. For some people, such as those with limited mobility, taxis are the only available mode of transport.

The Perth CBD contains a concentration of businesses, including government agencies, housed in large high rise towers. Most of Perth’s premier hotels are also located in the CBD. The CBD is not generally known for its nightlife and weekend activity, although this has recently begun to change.

The Department of Transport is developing a CBD Transport Study that will cover all modes of transport and will recommend measures to be implemented in the short, medium and long terms. The study will ultimately feed into the Moving People Strategic Transport Plan for the Perth and Peel Regions to 2032. This strategic plan for CBD taxi ranks will feed into both of these plans.

A report undertaken by Estill in 2010 identified through stakeholder consultation that:

- An increase in the number of taxis on the road did not equate to an increase in the number of taxi ranks.
- Moving taxi ranks without consultation causes frustration for drivers and consumers.
- Taxi ranks will become more important as CBD population density increases.
- Rank access for people with disability is inadequate.
- Taxi ranks are not easily identified and inappropriate rank locations cause frustration to both the general public and tourists visiting the CBD.

Taxi ranks are a key point of access to taxis and are fundamental to improving their supply and availability. Taxi ranks should showcase good practice in information and safety, and provide a consistent, identifiable street presence for taxis.

Objective

To deliver an integrated taxi rank strategy that is in harmony with the short, medium and long term vision for transport in the Perth CBD. This strategy will provide a framework for the provision of safe and secure ranks in the CBD that are easily identified and accessible for taxis and consumers.
Strategic Vision

Strengthening the partnership between the City of Perth, State Government and taxi industry to ensure planning for taxi ranks in the Perth CBD meets future needs.
Strategic Principles

Integration – The Taxi Rank Strategy is integral to CBD transport planning and its geographical boundary is aligned with the Perth Parking Management Area.

Market driven – The strategy recognises the need to develop future taxi ranks in line with growth in personal transport, including the number of taxis operating in the Perth CBD.

Customer focused – CBD taxi ranks will support customer demand and will be readily identifiable and memorable to consumers, with a particular focus on the tourism industry.

Safety – Taxi ranks will be located in areas and supported with appropriate infrastructure to provide a safe and secure environment for consumers and taxi drivers.

Access – Taxi ranks will be located to provide easy access to and from the Perth CBD.

Accessibility – Taxi ranks will be accessible to those with limited mobility.

Reliability – Taxi ranks will provide consumers with consistent access to taxi services.
1. Taxi Rank Design and Location Specifications

The partnership will develop design and location specifications to deliver a set of engineering design standards that meet the requirements of CBD taxi ranks. The specifications will consider the work that has been done by the Australian Taxi Industry Association (ATIA) “Taxi Rank Design Specification”, which provides a guide to designing taxi ranks appropriate for various facility types. The specifications will include streamlining taxi rank engineering by:

- Specifying preliminary site surveys to be undertaken by rank designers;
- Providing a concise set of design criteria for particular rank types;
- Listing critical facility and layout dimensions that will be included in each rank type, and
- Identifying the relevant standards to complete the engineering design of a taxi rank facility.

New and upgraded taxi ranks will need to comply with the following Commonwealth legislation:

- Disability Discrimination Act (1992);
- Disability Standards for Accessible Public Transport (2002), and
- Australian Road Rules.

The following Australian Standards apply to taxi rank design specifications:

- AS2890.5:1993 Parking facilities: Part 5: On-street parking;
- AS1428 Design requirements applicable to persons with disabilities; and

Crime prevention through environmental design requires that all ranks have sufficient lighting and are next to venues where there is CCTV surveillance and or/passive surveillance, such as public transport, late night venues and convenience stores.

The specifications will include a defined hierarchy (classification matrix) similar to the ATIA definitions to guide the installation of appropriate taxi ranks to suit various CBD activities. Various types of taxi ranks might include:

- **Secure ranks** – located in busy entertainment precincts and patrolled by trained security staff late at night. The benefits of secure ranks include:
  - A safer environment for waiting passengers and taxi drivers;
  - Reduced levels of antisocial behaviour;
  - Orderly conduct of patrons; and
  - Opportunities for multiple-passenger hiring.

- **Premium use ranks** – locations of high passenger volumes and high taxi demand, predominantly located at major attractions such as malls, sporting venues, entertainment precincts, hotels, clubs and major office centres.

- **Regular use ranks** – locations of high passenger volumes. A taxi would typically service a regular use rank every 15 minutes. Regular use ranks would be located at major attractions such as malls, sporting venues, entertainment precincts, hotels, clubs and major office centres.

- **Low use ranks** – locations of moderate passenger volumes and where there is a requirement to establish a temporary taxi rank. A taxi would typically service a low use rank every 30 minutes. Low use ranks would be located in the outer areas of the CBD geographical boundary.

- **Temporary ranks** – service special events where high demand for taxi services can be expected.
Patronage usage will be a key driver in deciding rank classification and location.

<table>
<thead>
<tr>
<th>Daily patron numbers</th>
<th>Rating</th>
</tr>
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<tbody>
<tr>
<td>200+</td>
<td>Premium Use</td>
</tr>
<tr>
<td>100 - 200</td>
<td>Regular Use</td>
</tr>
<tr>
<td>25 - 100</td>
<td>Low Use</td>
</tr>
</tbody>
</table>

The partnership will work with the City of Perth to develop a guide for planners that would ideally place conditions on property developers prior to development approval. The condition would be for developers to consider road space for taxi ranks similar to what is given to the impact new developments may have on pedestrians, cyclists and public parking. A guide for planners would support the need to consider taxis as an important part of the public transport mix.
2. Promotion/branding

A promotion/branding strategy and signage style guide will be developed in conjunction with the partnership and the Taxi Rank Reference Group. A fresh approach to signage is required and needs to be in a style that is specific to the Perth CBD. This concept could be expanded in the future to cover the Perth metropolitan area and regional WA.

The signage style guide would consider:

- Adopting a taxi symbol.
- Signs that comply with Australian Standards and meet the needs of international visitors.
- Rank numbering or naming standards.
- Telephone numbers to order a taxi if there are none at the rank.
- Preferred standards for colour, font size, colouring and prominence.
- A variety of solutions to suit different types of locations.
- Directional signage solutions to provide the location of taxi ranks to consumers.
- Signage that incorporates disability standards for locating public transport.

The application of modern technology will be a key to promoting the location of taxi ranks to consumers. Identifying the most relevant means of promoting the location of taxi ranks could include:

- Social media.
- Interactive map portals where consumers can locate the nearest taxi rank (linked to City of Perth, the Department of Transport, tourism websites).
- Promotional materials at all train stations and bus interchanges.
- Information flyers, including important telephone numbers.
3. Funding

The State Government will contribute funding from the Taxi Industry Development Account (TIDA) at 75 per cent of the total cost of upgrading existing taxi rank infrastructure and designing and implementing new taxi ranks in the CBD. The City of Perth will co-fund these projects at a rate of 25 per cent. Funding for ranks will be approved on a case-by-case basis and will be assessed against the Taxi Rank Location and Specifications framework.

The State Government will continue to fund biennial audits of taxi ranks, including patronage usage, to ensure the strategy is reviewed regularly with the involvement of stakeholders accommodate change.
4. Mapping existing ranks in relation to design and location specifications

The City of Perth will undertake a review of existing kerbside usage to optimise taxi rank space within the CBD. The CBD Taxi Rank Strategy Management Area will identify five (5) priority zones:

<table>
<thead>
<tr>
<th>Priority</th>
<th>Location</th>
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<tbody>
<tr>
<td>Priority 1</td>
<td>CBD malls</td>
</tr>
<tr>
<td>Priority 2</td>
<td>Northbridge Link</td>
</tr>
<tr>
<td>Priority 3</td>
<td>West Perth</td>
</tr>
<tr>
<td>Priority 4</td>
<td>East Perth</td>
</tr>
<tr>
<td>Priority 5</td>
<td>Waterfront</td>
</tr>
</tbody>
</table>

The review will investigate rationalising rank space by establishing a number of major taxi ranks as opposed to minor ranks and will consider:

- The current usage of kerbside space, particularly for taxi ranks.
- Locations for provision, improvement or removal of taxi ranks based on kerbside usage, proximity to taxi demand generators (e.g. public transport hubs, shopping malls major business etc.), and availability of kerbside space.
- Schemes that achieve short, medium and long term solutions.
- Integrating transport options that make it easier for passengers to link buses and trains with taxis so that there is a seamless service where possible. Major public transport interchanges, including the new Wellington Street Bus Station, Perth Station and the Busport should have taxi ranks.
- Accessibility requirements for passengers at taxi ranks, ensuring that all mobility issues are considered.
- Taxi rank entry and exit profiles.
- Passenger comfort, safety and security.
- Planned developments and the potential need for rank space and location throughout the planning stage.
5. Strategic CBD Taxi Rank Reference Group

The Strategic CBD Taxi Rank Reference Group would be a high level forum to discuss issues relating to the CBD Taxi Rank Strategy. The reference group, chaired by the Department of Transport, would meet to provide advice to the City of Perth, the Department of Transport and the taxi industry on implementing the CBD Taxi Rank Strategy recommendations.

The reference group would be responsible for:

- Discussing a funding profile and establishing a five year plan to implement the program.
- Recommending to the Department of Transport the preferred options to address matters referred to the group relating to the CBD Taxi Rank Strategy.

The membership of the reference group would include representatives from:

- The City of Perth
- The Department of Transport
- Taxi Council of Western Australia (TCWA)
- Taxi Industry Forum of Western Australia
- City of Perth Access Working Group
- Taxi customers