



## ***Green Cabs Vision and Contribution***

Green Cabs was founded on a firm sustainability commitment. David Burgin and Steven Kenway believed pedicabs would be good for people and businesses in Brisbane and also good for the environment. There was no particular financial motivator, yet obviously profit is a necessity for viability. Our vision, safety and compliance ethic, are highlighted as examples of our sustainability commitment.

### ***The Green Cabs Vision***

Green Cabs has a vision that a bicycle-powered city would be a good place to live in. We strongly believe that human-powered transport like pedicabs provide not only a fun occasional tour or short-trip, but can be a genuine component of an efficient transport service. A city with a high proportion of cycle or pedestrian mobility would have air quality, health, fitness and environmental benefits and be a better place to live. Being good for the environment is an outcome of an efficient fun transport experience.

Green Cabs see this vision as complementary to many of the recent initiatives of Brisbane City Council. These include the investment in Green Ways, cycle and pedestrian infrastructure in the inner city. It also includes limiting inner city transport speeds to 40km/hr and introducing the City Bike Hire Scheme which is complementary to pedicab services. Integrating motorized and non-motorised transport is an approach being developed in many developed and developing cities for economic, social, efficiency, environmental and mobility needs (Rahman et al 2009). Pedicabs have great route flexibility and require narrower corridors to function than conventional cars. Three pedicabs take up about the same area on the road as a single car allowing for braking distances. Collectively three pedicabs carrying two people at 20 km/hour provide the same person-kilometer transport rate (120 km.persons/hour) for passengers, as does a conventional vehicle travelling at 40km carrying three passengers. Pedicabs have many other advantages over fossil-fuel powered large vehicles carrying low numbers of passengers in the inner city. While they are slower over longer distances they are very efficient in the denser inner city and for short trips. Pedicabs can outperform motorised transport when walking time and waiting time are taken into account (Rahman et al 2009).



There are many ways pedicabs could be complementary to motorised public services and form an integral system connecting the inner-city with surrounding motorised (taxi, bus, train) services. Green Cabs would love to see Brisbane as a true bicycle capital of the world and have bicycles integrated into the public transport system. To achieve this, many things need to happen and pedicabs are a small, but symbolic, and highly-visible component.

# Go Green



## ***Green Cabs approach to safety and compliance***

Green Cabs is proud of having the most stringent possible approach to safety and compliance. We see this as a core sustainability principle. Without safety and without complete confidence from regulators and authorities, pedal-powered transport would remain a boutique service only. Safety and consistent professionalism gives confidence to everyone, but most importantly to our customers. Examples of our approach are:

- sourcing of the highest quality pedicabs;
- mandatory use of seatbelts in all cabs;
- comprehensive training including detailed incident avoidance and management instructions;
- managing the behaviour of riders to ensure the high standards are consistently adopted;
- employment of qualified mechanics and auto-electricians;
- initiating over 15 meetings in 12 months with regulators to ensure expectations are exceeded
- pro-active incident reporting systems to enable our training and processes improve;
- taking out a comprehensive \$20,000,000 public liability insurance policy;
- inclusion of first aid kits in all bikes and incentivised additional first aid training;
- negligible incidents or accidents in almost two years of operation.

## ***How does safety help our success?***

Our stringent approach to safety and compliance has had a cascade of benefits. It demanded that we document the specific and remarkably complex requirements that our regulators, insurers and we ourselves require, into an easy-read manual. This forms the core of our training programs. An example



of the complexity is that accepting fares from passengers in or close to regulated Mall Areas can lead to fines of \$100-\$500 dollars, yet be perfectly acceptable less than two meters away.

Providing our riders with detailed compliance training led us to develop equally-detailed training in other domains including customer service, bike management, tour routes, pricing and income generation. Following this, an internal penalty system has been developed to ensure requirements are met. This has given

Green Cabs a much higher level of operational control and reduces bike damage. Compliance and professionalism fosters confidence from the public. More significantly, the detailed training and supporting information (eg on our website) improves the skills and consequentially the earning capacity of riders. As our training systems have improved and our riders are now working longer, our turn-over rate of riders has diminished.

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We strongly believe that our firm commitment to a world-class service has fostered our successful partnering with many businesses. We count as critical the support that Green Cabs has from South Bank Corporation, Council and Brisbane Marketing, Regulators and other businesses including Conrad Treasury Casino, Coffee Club and DiBella Coffee. Many customers ask if Green Cabs are operated by the Council.

### ***What do Green Cabs do for Brisbane?***

Green Cabs operation in the city has led to numerous benefits for Brisbane. It adds a smile to the city. Nearly everyone enjoys riding in the bikes or looking at them. The bikes add a strong sense of fun, enjoyment and theatre in the inner city. Pedicabs fill a transport void and provide an enjoyable way for elderly people (or people with children) to see Brisbane. The service complements existing taxi services which do not want to take the short fares that pedicabs thrive on.

Pedicabs also attract people into the city or parts of the city. People come looking for them. They have become a tourist hit well promoted by Tourism Queensland, Brisbane Marketing. The media interest in Green Cabs has been enormous. The bikes have featured on ABC, and Channel 7 and 10 television and the Great South East prime time program. They have also appeared in numerous printed, on-line media and radio programs.

Green Cabs convey a strong message about the environmental credentials of Brisbane. The presence of bicycle powered (carbon free) transport sends a strong and clear message to the community and visitors about the 'green credentials' of the city.



A single pedicab employs several people part time. We currently get around 50 hours of use per bike per week in a way which offers a great level of flexibility for our riders.

The service improves safety. Pedicabs support security in the city by having the right people (young, fit, sober and responsible) on the street, especially at night. Fit, trained operators can spot problems and proactively convey this to police. They also help people move through the city, give directions to travellers and convey people to their destination, hence reducing frustration.

We like to think Green Cabs are a refreshing and world class addition to Brisbane and contribute to the City being a great place to live.

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