



Nottingham Taxi Experience

Rasita Chudasama

Go Ultra Low Programme Manager

1: Aging fleet

- 411 Hackney Cabs
 - Diesel
 - Average Age 14yrs / Euro 3
- 1,612 Private Hire Vehicles
 - Diesel, Petrol, Hybrid, EV
 - Average Age 6yrs / Euro 4/5
- Part of our Local Air Quality Plan compliance



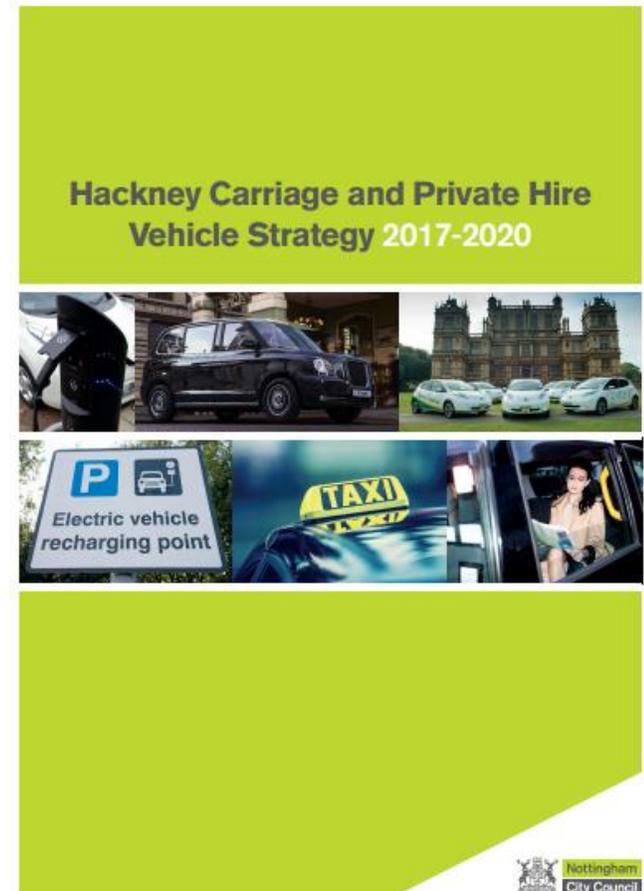
Solution: Policy changes

Taxi and Private Hire Vehicle Strategy – February 2017

- Modernise the offer
- 40% ULEV by 2020
- My Taxi App booking

New Age and Emissions Policy – January 2018

- Vehicle changes by January 2020:
 - Euro 6 Diesel
 - Zero Emission Capable / ULEV
- ULEV only from 2025



2. Drivers attitudes to ULEVs

Top three Driver concerns:

1. Purchase price too high
2. Range / Battery reliability
3. Charging – lack of charge points / time taken to charge

	Major Concern	Minor Concern	Not a Concern	Responses
Purchase price too high	100.0	0.0	0.0	92.9 (13/14)
Maintenance costs	46.2	46.2	7.7	92.9 (13/14)
Fuel costs	18.2	36.4	45.5	78.6 (11/14)
Customers won't like them	0.0	20.0	80.0	71.4 (10/14)
Vehicle will be charging too long during shifts	83.3	16.7	0.0	85.7 (12/14)
Knowledge of how they work and drive	50.0	25.0	25.0	85.7 (12/14)
Range	90.0	0.0	10.0	71.4 (10/14)
Battery reliability	92.3	0.0	7.7	92.9 (13/14)
Vehicle reliability	75.0	16.7	8.3	85.7 (12/14)
Lack of charging points	53.9	30.8	15.4	92.9 (13/14)

Solution: Devise an ULEV support package

A. Evidence suitability of ULEVs in Nottingham

B. Electric Taxi Trial – try before you buy scheme

C. Financial support - Licensing incentive & Home charge grants

A. Cenex Hackney Carriage Business Assessment

- Independent study
- Cabs fitted with data loggers
- Information:
 - Nottingham Duty Cycle
 - Compliant vehicle types
 - Total cost of ownership
- Factsheets for drivers
- Taxi Financing Workshop
 - PCP, HP or Pay Per Mile
 - Tax & Insurance

- Average 50-60 miles weekday
- Increasing to 70 miles on weekends
- 75% urban driving
- > 60% drivers with off street parking
- £100 per week fuel savings with LEVC, more with Dynamo Nissan conversion

B. Electric Taxi Trial

- Council purchased 3 LEVC taxis
- 12 day loan for £50
- Fully refundable £100 deposit
- Handover/customer support
- Hire & Reward insurance included

45 expressions of interest received

7 drivers supported thus far



C. Financial support – coming in 2019

Licensing Redemption Scheme

- £1,500 cashback over 3yrs
- Covers Driver and Vehicle fees
- ULEV drivers only

Home Charge grants

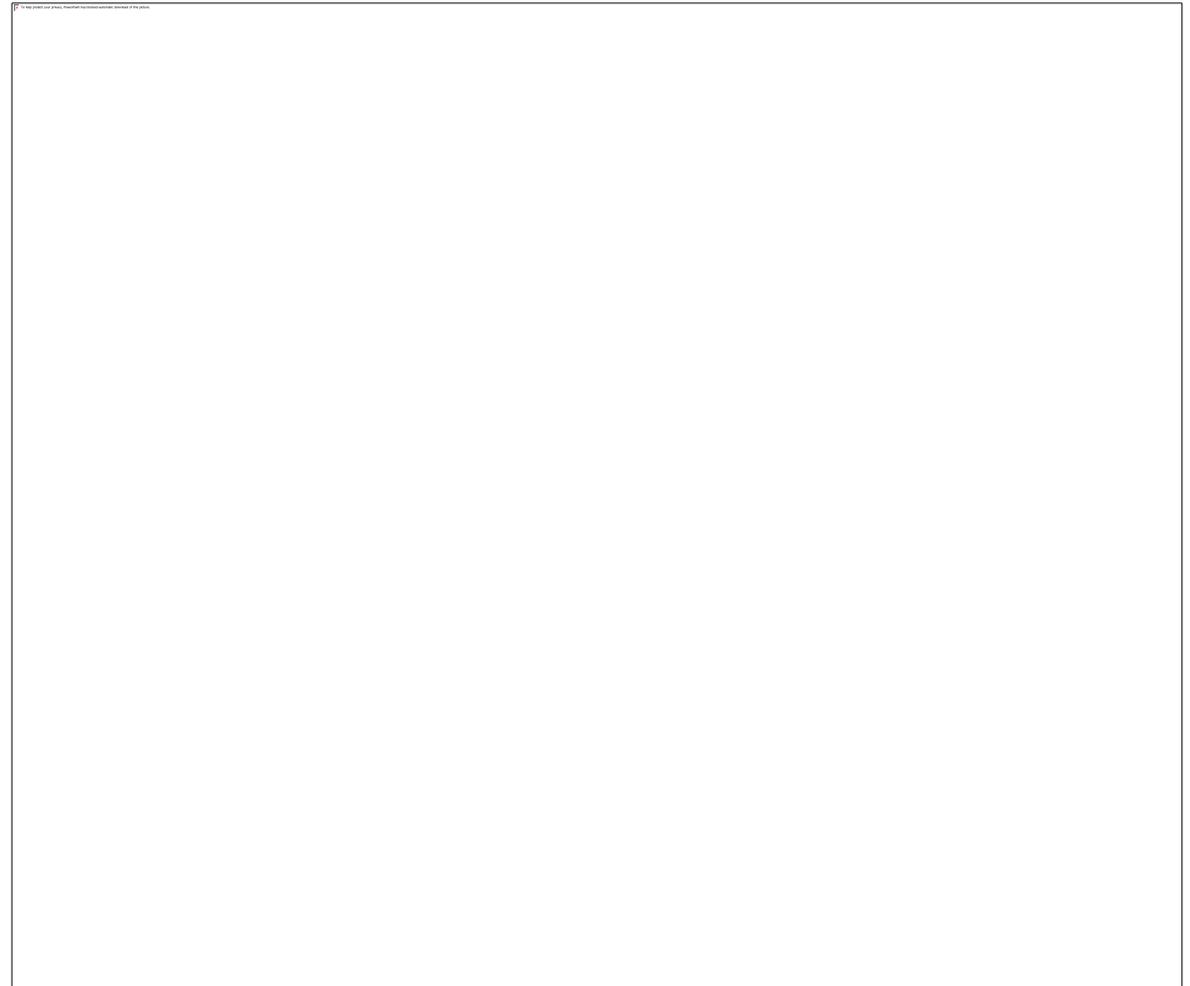
- Upto £1,000 grant
- Apply direct to Council



3. Lack of charging infrastructure

Drivers list of demands...

- More charge points
- Dedicated taxi charge points
- Minimum 22kW rate
- Charge points in ranks and in city centre
- Queuing in some popular locations



Solution: Deliver taxi charge point network

Learning from London's on street provision



In conclusion

- Match policies with incentives
- Cant force change, bring them along with you
- Engagement is key – positive Council support
- They can have good suggestions
- Find your Champions
- Be consistent and stick with it!

 **EV Taxi** @EVTaxiCab · Jun 28

Another driver has just called me and said he's awaiting delivery for a new Levc ULEV and will be joining me on the ranks and on @mytaxiuk in September on the new 68 Reg @LondonEVCompany @PaulRigbyVolvo @NCCLicensing @GoUltraLowNottm #ElectricCab #EveryJourneyMatters

3 3 14

 **EV Taxi** @EVTaxiCab · Jun 27

Just heard there will be anotherLEVC ULEV Hackney Carriage joining me, on the Nottingham ranks in the next few weeks and on @mytaxiuk @LondonEVCompany @PaulRigbyVolvo @GoUltraLowNottm @NCCLicensing #LEVC #ElectricCab

1 4 28

 **EV Taxi** @EVTaxiCab · Jun 25

Getting used to driving in pure ev mode,managed to achieve 68 miles from a full charge yesterday👍 @LondonEVCompany @GoUltraLowNottm @McrElectricTaxi @NCCLicensing #PureEV

6 10 38



Nottingham

CleanAir