



Green Cabs Vision and Contribution

Green Cabs was founded in 2008 on a vision that pedal-powered transport would be good for people and businesses in Brisbane, and also good for the environment. Green Cabs believe that diverse bicycle transport options help make good cities. Human-powered transport can be both fun and efficient. It helps achieve good air quality and health.

Green Cabs Vision builds on Brisbane's investment in greenways, cycle and pedestrian infrastructure, limiting inner city speeds and the city bike scheme. Integrating motorized and non-motorised transport makes sense for mobility, efficiency, and environmental quality reasons. Three Green Cabs take up about the same area on the road as a single car and provide around the same person-kilometer transport rate at speeds under 40km/hr. Green Cabs have great flexibility of routes and can outperform motorised transport when walking time and waiting time are taken into account (Rahman et al 2009).

Contribution

We like to think Green Cabs are a refreshing and world class addition to Brisbane. In five years of operation Green Cabs have ridden over 500,000 km, more than 12 times around the world. In addition to our regular transport and tour services, Green Cabs conduct regular cavalcades (up to 14 bikes) for VIP and dignitary tours of South Bank and the Performing Arts Complex, for Tourism Queensland Brisbane Marketing. Showing our city in such a friendly way has led to filming for China TV and local programs such as the Great South East, and this helps attract events to Brisbane.

Green Cabs work with all authorities including Brisbane City Council, Qld Police, and Qld Transport to develop highest calibre bicycle-based taxi service, we believe in the world. Riding on a Green Cab is a wonderful experience. It gives all people, including the young, elderly or disabled an opportunity to see Brisbane from bicycle level and in the wonderful open air.



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. Safety and professionalism gives confidence to everyone, but most importantly to our customers. Examples of our approach are:

- sourcing of the highest quality bikes and regular (twice per week) professional servicing and maintenance and mandatory use of seatbelts;
- managing the behaviour of riders to ensure the high standards are consistently adopted;
- employment of qualified mechanics and auto-electricians;
- pro-active incident reporting systems to enable our training and processes improve;
- comprehensive training including incident avoidance and management instructions;
- taking out a comprehensive public liability insurance policy;
- inclusion of first aid kits in all bikes and incentivised additional first aid training;
- negligible incidents or accidents (a single minor insurance claim) in five years of operation.

How does safety help our success?

Our stringent approach to safety and compliance has many benefits. It demanded that we document the specific and remarkably complex requirements of authorities into a series of easy-read manuals - the core of our training. Green Cabs have developed equally-detailed training in other domains including customer service, bike management, tour routes, and pricing. This improves rider skills, service delivery, and earning capacity. It encourages high quality riders: many are tertiary trained or university students.

Our firm commitment to a world-class service has fostered our successful partnering with many businesses: The Wheel of Brisbane, South Bank Corporation, Council and Brisbane Marketing, Regulators and other businesses including Conrad Treasury Casino, Coffee Club, DiBella Coffee, Korean BBQ, Bombah Dhaba and others. Many customers ask if Green Cabs are operated by the Council. It has also led to our receipt of many letters of support including Premier Campbell Newman, and many Brisbane City Councillors.

What do Green Cabs do for Brisbane?

Green Cabs add a strong sense of fun, enjoyment and theatre in the inner city. Green Cabs fill a transport void less mobile people wanting to see Brisbane and its open-air and architectural beauty. Green Cabs are the only form of public transport on Brisbane's bike-ways, through Southbank and connecting pedestrian bridges. We think Green Cabs convey a strong message about the environmental credentials and attitude of Brisbane. We continue to work towards Brisbane having the world's most professional and comprehensive Green Cab service.



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