

Blue Dot Taxi pilot is live

Commuters and the wider public can now report reckless or good behaviour by Blue Dot Taxi drivers, with the Blue Dot Taxi pilot project that officially kicked off in the Western Cape on Saturday 15 May.

The project is an incentive scheme to reward improved minibus taxi driving behaviour and service quality, while reducing the risk of illegal operations and violent conflict.

A key feature of Blue Dot is the passenger rating system, which empowers passengers and members of the public to hold Blue Dot Taxis to account for the service they provide and their driving behaviour. Over 1 000 taxis from across the province will participate in the project.

Before taxis can participate, the owners, their vehicles, and drivers must meet a wide range of criteria to achieve what is known as “green status”.

Green status operators will be monitored by the Western Cape Department of Transport and Public Works and rewarded for good performance. The better the performance, the higher the reward.

Owners and drivers must have their documentation in order and complete a Blue Dot

training programme, while taxis must have a valid roadworthy certificate and be fitted with a tracker and branding by the department.

At the same time, the department and its partners in the minibus taxi industry will continue working to ensure that the remaining participants achieve green status over the coming weeks.

According to the department, the Blue Dot Taxi project has the full support and participation of the minibus taxi industry in the Western Cape, including Santaco’s Western Cape branch and all eight regional taxi councils in the province.

Passengers and members of the public can anonymously rate Blue Dot Taxis using their cellphones and this rating will help to determine the incentives that participants receive.

When you submit your rating ask yourself if the taxi is:

- driving well;
- speeding;
- following the rules of the road; and
- too full.

To rate a Blue Dot Taxi dial *134*3047# for free, or WhatsApp “Hi” to 073 249 2152 with the taxi’s unique number, which can be found on the outside of the vehicle and on the posters inside the vehicle.



Chief Director of transport operations in the province Deidre Ribbonaar addresses industry professionals.