

E-HAILING MANAGEMENT POLICY FOR THE CITY OF JOHANNESBURG METROPOLITAN MUNICIPALITY

Presentation for E-Hailing Management Policy with Safety and
Security Cluster

Prepared for
City of Johannesburg and Johannesburg Development Agency

November 2025

E-HAILING MANAGEMENT POLICY

Content of the Presentation

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E-Hailing Management Policy

PROJECT INTRODUCTION AND BACKGROUND BY THE COJ/JDA

E-Hailing Management Policy



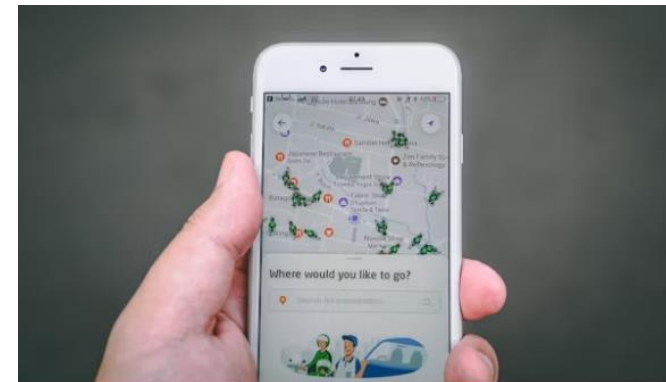
❑ Introduction & Background

- **Advancements in technology** has led to the reduction in the relevancy of the traditional meter taxi industry as defined in the NLTA.
- E-hailing has **changed the way we travel** and is **mostly a safe and mostly convenient travel option**.
- E-hailing has **increased mobility** for **seniors, people with disabilities** as info can be accessed through their respective devices.



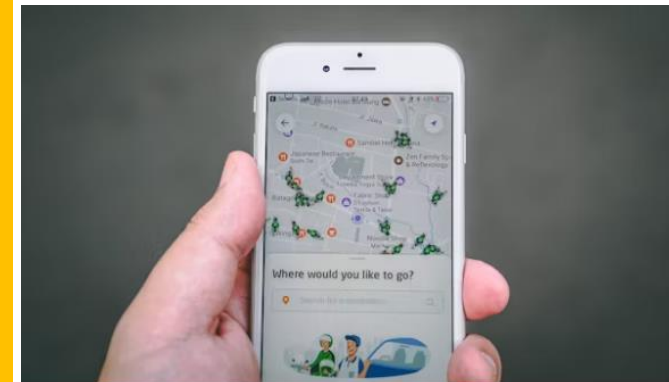
City of Cape Town (CoCT)

- Legislative framework where drivers **impounded** if no operating license.
- **Permitted zones of operation** also used as bases for impoundment.



Continued....

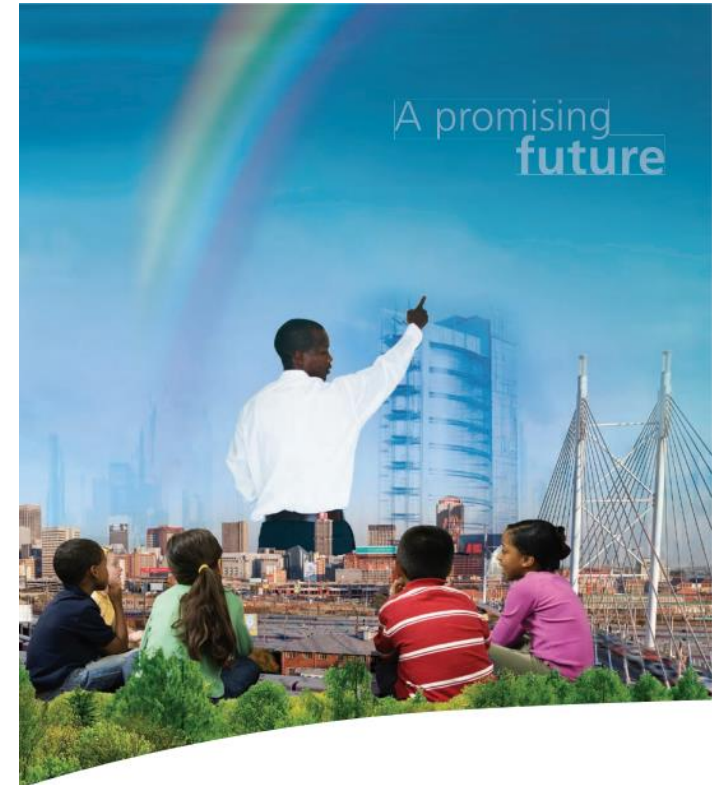
- **Negative Impacts**
 - Conflicts with **conventional (traditional)** meter taxi industry
 - Conflicts with **MBT** due to competition for passengers
 - No dedicated **holding** areas, leading to **congestion** in certain areas
 - **Inconvenience to passengers** not being allowed to be dropped off within certain areas
 - **Poor law enforcement** to ensure passenger and driver safety.
- **Growth forecasts of the sector**
 - Some estimates indicate **17,5% market increase** by 2027.



□ Policy Framework

Growth & Development Strategy, 2040

- Aspirational Strategy for 2040, 4 key outcomes:
- **Outcome 1** : Improved quality of life and development-driven resilience for all.
- **Outcome 2**: Provide a resilient, livable, sustainable urban environment – underpinned by infrastructure supportive of a low-carbon economy.
- **Outcome 3**: An inclusive, job-intensive, resilient and competitive economy that harnesses the potential of citizens.
- **E-Hailing Policy will align with Outcome 1 to 3.**



Joburg 2040
Growth and Development Strategy



Continued....

Strategic Integrated Transport Plan Framework, 2013

- Defines transport development **Thrusts, Strategies, & Programmes** to meet policy objectives and outcomes of the GDS 2040.
- 9 thrusts identified; Thrusts No 5, 6 & 7 is relevant to the project is
 - **5 - “Manage congestion, travel demand and parking”.**
 - **6 - Improve transport safety through active, engaged citizenry**
 - **7 - Transform the transport sector and encourage new, efficient and profitable transport enterprises and green jobs.**



Strategic Integrated
Transport Plan Framework
City of Johannesburg
October 2013



❑ Previous Work Undertaken

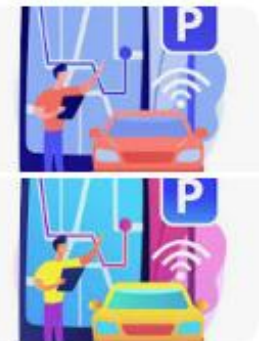
- **Meter taxi audits in 2016**
 - Sandton CBD
 - Rosebank CBD
 - Braamfontein CBD
 - Johannesburg Inner City
- Identification of ranking areas, determining the number of meter taxi companies, meter taxis operating from ranks, destinations served, number of bays and operational times.
- Info assisted in addressing gaps in the TIR from 2012 to 2017.

❑ E-hailing Management Policy Development Objective & Phases

Why Develop the Policy?

Provide a framework/guideline for the management of e-hailing services within the CoJ

- **Project Phase 1: Status Quo Assessment of E-hailing services** in the City through literature review and data collection in key areas.
- **Project Phase 2: Development of the Policy**, policy will guide the city in terms of spatial allocations, license approach for the CoJ.
- **Stakeholder Consultation** – for all project phases.
- **Council approval process**

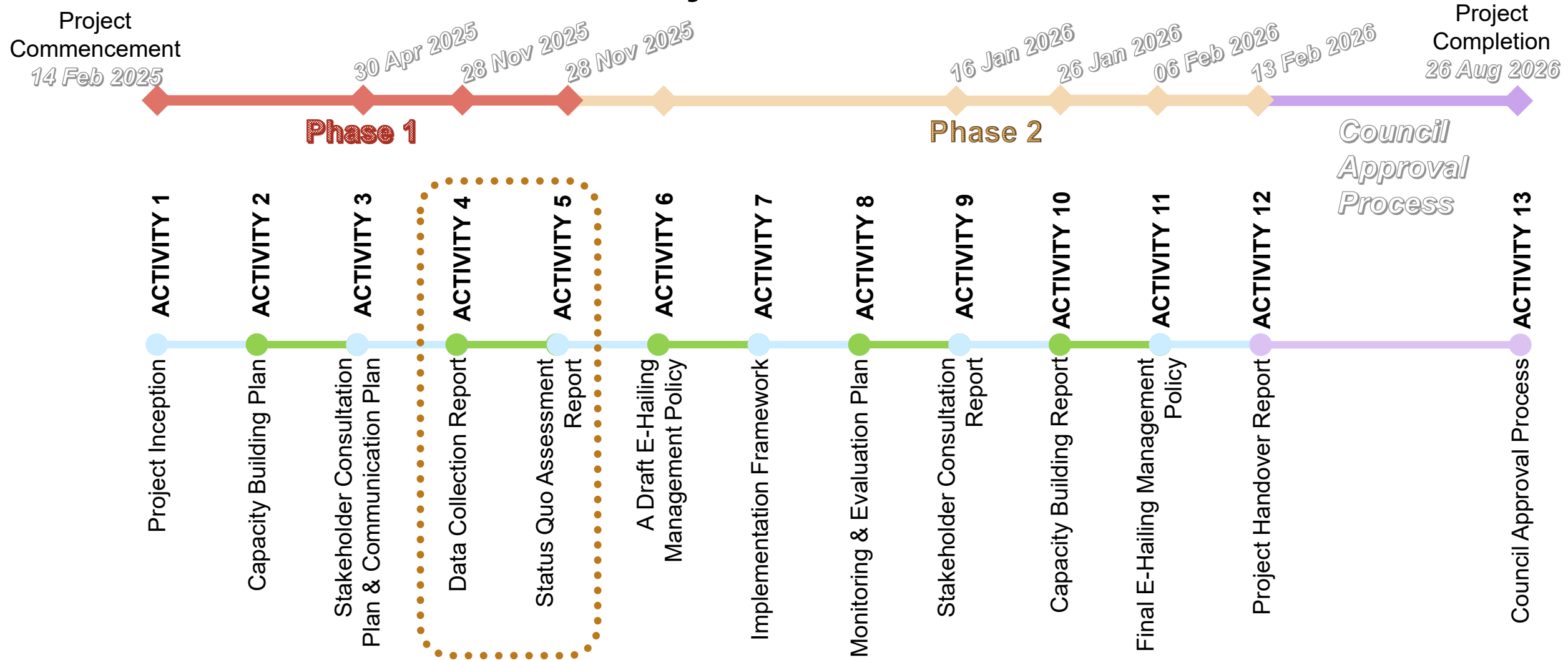


PROJECT OVERVIEW BY CCC

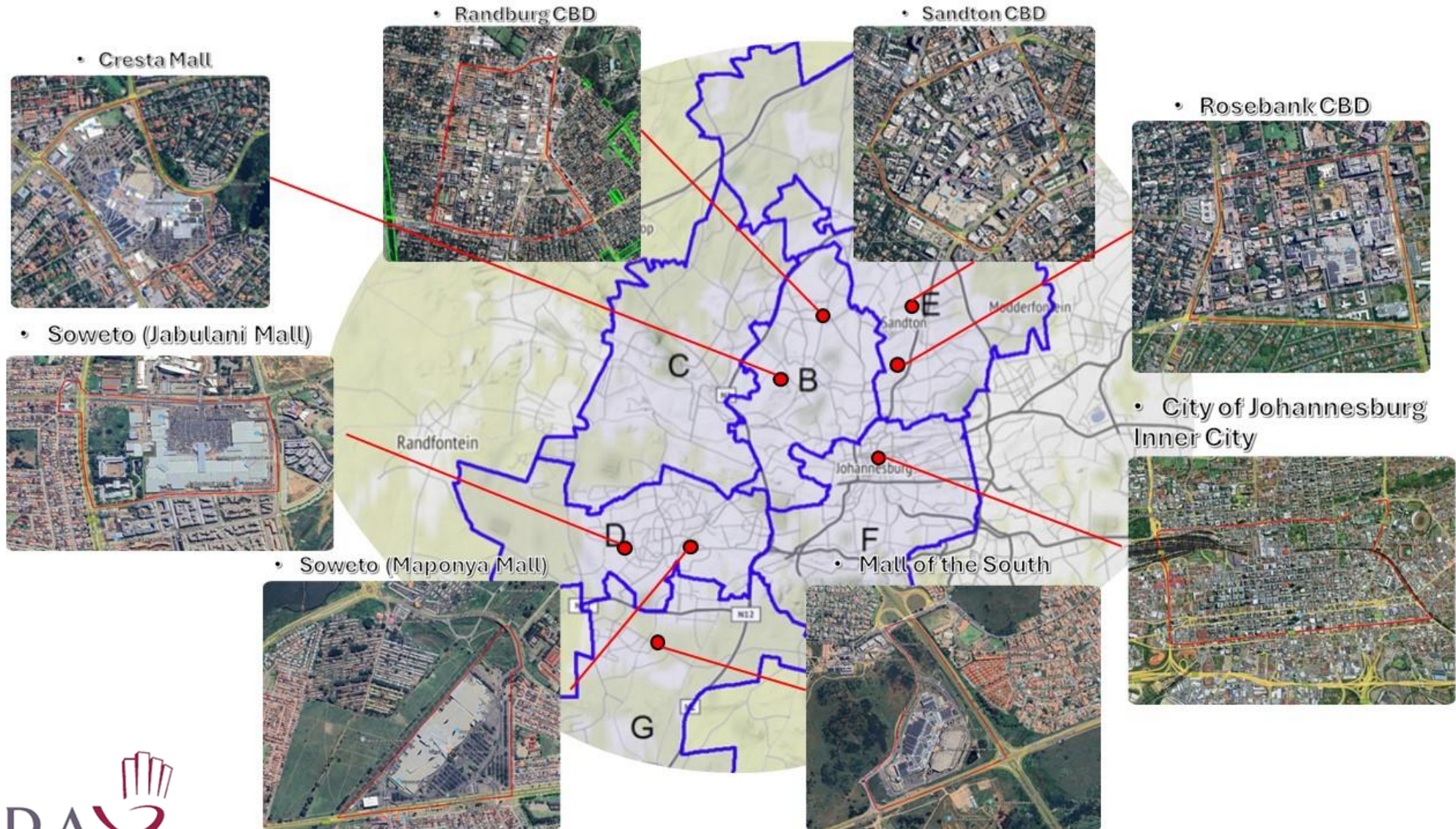
E-Hailing Management Policy



Project Deliverables

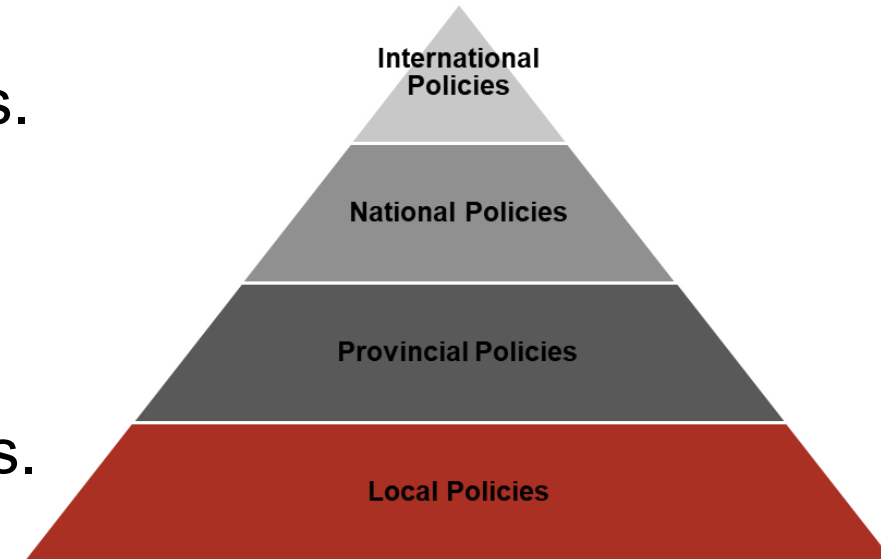


□ Study Area (focus areas)



LITERATURE REVIEW

- **How will policy align with City strategies?**
 - Through a review of existing strategy documents, projects, policies, and bylaws.
 - ✓ Ensures the proposed policy aligns with local, national, and international best practices.
 - By identifying gaps in current CoJ policies.



WHAT IS TRANSPORT POLICY?

- **The Geography of Transport Systems, Rodrigue 2024**
 - A framework of principles and propositions that aim to achieve the **sustainability** of transport systems.
 - Enables decisions to be made on how resources will be allocated and how transportation activities are managed and regulated.
 - Developed in response to the existence of a perceived **problem** or an **opportunity**.
 - Also used to manage competition in the market, which prevents the inherent **monopolistic tendencies** in the sector.

CASE STUDIES – LONDON vs NY vs Sao Paulo

London	New York
<u>Regulatory Framework:</u> TfL licensing; transparency in surge pricing; accessibility requirements.	<u>Regulatory & Licensing Framework:</u> TLC licensing; background checks, safety training; fleet insurance, emissions, maintenance compliance; upfront fare transparency.
<u>Fair Competition & Market Regulation:</u> Level playing field with black cabs; data-sharing; possible license caps.	<u>Fair Competition & Market Regulation:</u> Align standards with yellow cabs; require anonymised data-sharing with NYC DOT; surge pricing limits in emergencies.
<u>Safety & Passenger Protection:</u> - Require real-time driver identification and trip tracking. - Mandate vehicle safety checks and regular maintenance reports. - Strengthen emergency response integration, including a panic button feature within apps.	<u>Passenger Safety & Consumer Protection:</u> - Driver Screening: Mandatory fingerprint background checks, drug testing, and periodic mental health evaluations. - In-App Emergency Features: Require ride-hailing apps to integrate emergency call buttons that connect to NYPD and 911. - Passenger Feedback & Grievance Mechanisms: Ensure that passengers can rate drivers and report safety concerns directly to TLC.
<u>Environmental & Sustainability Goals:</u> Net Zero alignment; EV/hybrid fleet requirements; ride-pooling and PT integration.	<u>Sustainability & Emission Reduction Goals:</u> Zero-emission mandate by 2030; EV/hybrid tax breaks; shared ride promotion.
<u>Congestion & Urban Mobility Management:</u> Zonal pricing; designated pick-up/drop-off zones; off-peak travel incentives.	<u>Congestion Control & Traffic Management:</u> Cap on new licenses; dynamic congestion pricing in CBD; designated pick-up/drop-off zones at key locations.

Case Studies continued....

Sao Paulo

Regulatory Framework:

- E- Hailing operators must register with the municipality, Driver vetting, Fleet compliance (10 years max), and the Municipality can impose taxes.

Fair Competition & Market Regulation:

- Ensure fair competition with other modes, E-Hailing operators must share operational data with the municipality, and the Number of licenses is not capped.

Safety & Passenger Protection:

- Driver identification (including photo) is required.
- Vehicle must meet essential mechanical, electrical, safety, hygiene, and cleanliness standards.
- Permanently visible panic button feature, accessible to both passengers and drivers, is required.

Environmental & Sustainability Goals:

- Encourage low-carbon strategies, and renewable energy use, relaxed regulations and tax breaks.
- Ride Pooling is not a requirement, some experiments by e-hailing operators.

Congestion & Urban Mobility Management:

- The municipality has Implemented several policies related to congestion pricing and road use charges
- The municipality has not yet implemented a citywide policy that mandates specific pick-up and drop-off zones, but is being developed off-peak travel incentives include significantly reduced road user charges or even waived fees.

E-Hailing Management Policy

NLTAA

E-Hailing Management Policy



NLTA 5/2009

- **Allows for making regulations relating to:**
 - ✓ Requirements for integrated fare systems, comprising fare structures, levels and technology, to ensure compatibility between such systems
 - ✓ The types of vehicles that may or may not be used for public transport services and standards or specifications for vehicles, subject to the National Road Traffic Act
 - ✓ Special requirements for drivers of vehicles used for public transport, including, but not limited to, testing for knowledge of the area in question
 - ✓ Coordination between municipalities to ensure the effective and efficient execution of land transport in the province and promote provincial legislation
- **Provides for the regulation of road-based Public Transport**
 - Requirements for operating licenses

NLTAA 23/2023

- National Land Transport Amendment Act 23 of 2023 (NLTAA 23/2023)
- Addresses requirements for e-hailing services and operating license applications.
- Key Provisions of the Amendment Act
 - ✓ Emphasises the importance of non-motorised and accessible transport.
 - ✓ Includes a definition for electronic hailing service or e-hailing service, **recognising these services as part of the public transport system.**
 - ✓ **Insert Section 66A in Act 5 of 2009 for Electronic Hailing Services.**
- The proposed e-hailing management policy needs to align with the provisions of this Act to ensure consistency with national regulations.

E-Hailing Management Policy

NLTAA 23/2023

- **E-HAILING SAFETY:**

- ✓ Requires all licensed e-hailing vehicles to be fitted with a panic button for quick emergency response.
- ✓ Mandates criminal vetting for all e-hailing drivers.
- ✓ Requires e-hailing vehicles to be clearly branded or marked.
- ✓ Requires e-hailing apps to register with regulators and have a way for users to verify driver and vehicle details.

E-Hailing Management Policy

CURRENT COJ POLICY GAPS

E-Hailing Management Policy



Literature Review Potential Policy Gaps

Policy/Document	Description	Potential Policy Gaps
Parking Management Strategies (GIZ, 2019)	Identifies high-demand parking areas; guides pricing and controls. E-hailing increases kerbside congestion.	Does not address short-term stops, pick-up/drop-off zones, or dynamic kerbside use by e-hailing.
CoJ Growth and Development Strategy 2040 (2011)	Aspirational framework for sustainable, equitable transport and development.	Lacks explicit guidance on regulating or integrating digital mobility platforms (e.g., Uber, Bolt).
CoJ Climate Action Plan (2020)	Focuses on emissions reduction via sustainable transport and non-motorized options.	No mechanism to align e-hailing operations with decarbonization goals.
Strategic Integrated Public Transport Network (2019)	Defines core public transport corridors focusing on BRT and taxis.	No provision for integrating e-hailing into public transport, fare systems, or first/last mile solutions.
CoJ Spatial Development Framework (2016)	Sets long-term spatial priorities for sustainable growth.	Limited integration of flexible transport modes; no specific e-hailing provisions.
CoJ Land Use Management Scheme (2018)	Regulates land use and zoning across Johannesburg.	Limited reference to e-hailing; lacks pick-up/drop-off zone guidelines.
Parking Management System (pre-2017)	Manages on-street/off-street parking regulations.	Outdated; does not consider e-hailing's impact on parking and kerb space.
Spatial Development Framework (2016 & Draft 2021/22)	Outlines spatial vision focusing on nodal development and mixed-use corridors.	Lacks clear policies for e-hailing regulation and infrastructure despite recognizing mobility nodes.
Nodal Review	Updates urban node structures for growth and transport efficiency.	Insufficient guidance on e-hailing integration in node planning and modal interchanges.
Transport Master Plans (Inner City, Roodepoort)	Focus on public transport and traffic management.	Mainly traditional transport focus; e-hailing seen as marginal or a challenge.
Draft COJ Transport Bylaw	Introduces provisions for e-hailing regulation including licensing and rank access.	It will aid in drafting E-hailing Management Policy that is informed by existing public transport regulations.

SITE SURVEY FEEDBACK

E-Hailing Management Policy



SITE SURVEY FEEDBACK

- **Feedback Themes**
 - Crime and safety issues
 - Parking, pick-ups, and drop-offs
 - Pricing issues

E-Hailing Management Policy

CRIME AND SAFETY

- **Driver Feedback**

- Drivers are getting scammed by passengers who request a ride with insufficient cash for the trip.
- Bolt drivers are more prone to hijacking, unlike Uber, which has extra safety features.
- Branding the cars, especially in townships, is risky and can lead to hijacking or assault.
- Extortion by minibus and metered taxi drivers on certain routes where e-hailing services are claimed to “not be permitted”

CRIME AND SAFETY cont.

- **Driver Feedback**

- Female drivers feel unsafe to work early and late hours (issues of hijacking, kidnapping, assault, and rape).
- Extortion by passengers during drop-offs
- Fake request for food to claim a refund after delivery
- Local police are not assisting with reports of assault while dropping off passengers close to taxi ranks
- Routes are not shown until they pick up the person, leading to driving in dangerous places (close to taxi ranks, informal settlements with no roads)

E-Hailing Management Policy

PARKING, PICK UP & DROP OFF

- **Driver Feedback**

- E-hailing drivers park on streets, road reserves, open spaces, and free parking spaces in open shopping centres.
- Preference is generally away from taxi ranks or where there are taxi marshals (taxi hotspots).
- Extortion by mini-bus taxi associations during drop-offs near taxi rank hotspots.

QUESTIONS?

E-Hailing Management Policy



POINTS FOR DISCUSSION

E-Hailing Management Policy



TOPICS

- ✓ **DRIVER & VEHICLE REQUIREMENTS** – Conflict with competing modes (metered taxis & minibus taxis), progress on the enforcement of new regulations, licensing conditions & integration with provincial operating licence processes (reduce duplication), training & road safety?
- ✓ **PASSENGER SAFETY** – Effectiveness of the app-based safety feature, strategies in place for screening and verification, awareness and education & reporting of extortion and feedback?
- ✓ **COORDINATION AND CITY-WIDE COLLABORATION** – Plans to address hotspots and respond to criminal activity & violence more effectively?
- ✓ **ENFORCEMENT CAPACITY** – JMPD, bylaw officers, use of technology (number plate recognition) & addressing gaps (capacity, training, jurisdiction)?

E-Hailing Management Policy

SOCIAL MEDIA PLATFORMS

E-Hailing Management Policy



Social Media – Facebook



Email Address: JoburgEhailingPolicy@nma.org.za

E-Hailing Management Policy



CoJ / JDA WEBSITES



HOME | WHO WE ARE ↓ | WHAT WE DO ↓ | PROCUREMENT ↓ | MEDIA | CAREERS | CONTACT US



The Johannesburg Development Agency (JDA), on behalf of the City of Johannesburg (CoJ) Transport Department, has officially commenced the development of an E-Hailing Management Policy for the City of Johannesburg.

E-Hailing Management Policy



PUBLIC NOTICE

DEVELOPMENT OF AN E-HAILING MANAGEMENT POLICY FOR THE CITY OF JOHANNESBURG

The Johannesburg Development Agency (JDA), on behalf of the City of Johannesburg (CoJ) Transport Department, has commenced with the development of an E-Hailing Management Policy for the City.

The E-hailing Management Policy will provide the framework for the management of e-hailing services within the CoJ and will also include scooter delivery services.

The development of the policy will focus on the following key nodes to inform the city-wide policy: Sandton CBD, Rosebank CBD, Randburg CBD, Inner City Core, Soweto (around Maponya Mall and Jabulani Mall), Cresta Mall and Mall of the South.

Project Deliverables and Phasing

The draft policy will be developed in two distinct phases over a 18-month period as follows:

- Phase 1 – Status Quo Assessment of E-Hailing in the CoJ
- Phase 2 – Development of the draft CoJ E-Hailing Management Policy

How can you get involved?

The project recognises the need for stakeholder involvement in the study and there will be three rounds of stakeholder engagement with various interested and affected stakeholders. We will be inviting you to tell us about your challenges, issues and concerns as well as the good things about e-hailing services. You will also be invited to comment on the draft management policy.

Interested and affected stakeholders are invited to register their interest in participating in the policy development by contacting the project team by email on Joburgehailingpolicy@nma.org.za

Visit www.joburg.org.za or www.jda.org.za for more information.



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THANK YOU

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