

Good evening Lord Mayor and Councilors,

My name is John Hall, and I am one of the administrators of the Adelaide Rideshare Drivers Group, a community of more than 4,200 local drivers. Thank you for the opportunity to speak tonight about an issue that affects our members and thousands of residents and visitors who move through the City of Adelaide every day.

I recently sought feedback from our membership about opportunities to improve pick-up and drop-off — or PUDO — locations within the city. The response was strong and very clear.

As of June 2025, there were approximately 7,041 registered rideshare operators in Adelaide, compared to around 1,007 current taxi licenses. That is a dramatic shift in the composition of the point-to-point transport industry in just over a decade.

The South Australian Taxi and Chauffeur Vehicle Industry Review, conducted by the Department for Infrastructure and Transport, confirms what we see on the road every day: rideshare is now the preferred option for many members of the public.

Yet our city's parking and passenger loading framework has not kept pace with that reality.

The current parking policy dates from 2017 and was developed during a period of transition in the industry. Rideshare had only launched a few years earlier in August 2014. It does not reflect the scale of rideshare use today, nor the reduced demand for traditional taxi ranks compared with a decade ago.

The core issue raised by our members is simple: there is a lack of safe and legal places to pick up and drop off passengers, despite clear and growing public demand.

In many of the city's highest-demand areas, it is not currently legal for rideshare drivers to stop, even briefly, without risking an expiation. This places drivers in a difficult position. We are trying to provide a lawful service to paying passengers, but the infrastructure does not support us to do so safely.

Key hot spots consistently identified include Currie Street and Grenfell Street — on both sides — as well as King William Street and Pulteney Street near Rundle Mall.

One example of good design already exists: the four passenger spaces in front of Legends Bar on the western side of Pulteney Street. That zone works. It reduces congestion, improves safety, and provides clarity for both drivers and passengers. Duplicating that zone on the eastern side of Pulteney Street would be a logical and low-cost improvement.

A new PUDO zone straight after turning left onto Grenfell Street from King William Street would also help manage the constant demand at that intersection.

On Hindley Street, a four-space PUDO zone opposite the Mayfair would significantly improve safety in a busy nightlife area.

And on Morphett Street, a PUDO zone near 185 Morphett Street would better service the growing accommodation precinct in that location.

On North Tce, The Oaks Embassy has a yellow line and no standing zone right out the front.

Another consistent concern relates to taxi zones. At present, taxi zones can only be used by taxis. Yet the overwhelming majority of passenger movements are now carried out by rideshare vehicles.

We are not asking to occupy taxi ranks while waiting. We do not need to queue. Our business model is different — we arrive, pick up, and depart within minutes.

If rideshare vehicles were permitted to use taxi zones for immediate pick-up and drop-off only — under rules similar to “No Parking” — it would dramatically improve compliance and reduce illegal stopping.

We also ask: could rideshare vehicles be permitted to stop anywhere for an instant set-down or pick-up, provided it does not obstruct traffic flow? This would reflect the practical reality of urban transport and reduce the current tension between compliance and service delivery.

Importantly, the Council already holds valuable data that can help guide these decisions. Expiation data and Park Safe vehicle data will clearly show where drivers are being fined and where demand is highest. That information could inform the placement of new passenger loading zones.

This is not about special treatment for rideshare drivers. It is about aligning city policy with transport reality.

It is about improving safety by reducing illegal stopping.

It is about reducing congestion by providing clearly marked, well-located PUDO spaces.

It is about supporting residents, businesses, hotels, and the night-time economy.

And it is about ensuring Adelaide remains a modern, accessible, and visitor-friendly city.

In closing, we respectfully request that Council undertake a review of passenger loading zones and parking policy with direct input from industry representatives, using available enforcement data to guide evidence-based changes.

We stand ready to work with Council staff to identify practical, low-cost improvements that will benefit drivers, passengers, businesses, and the broader community.

Thank you for your time and consideration.