

South Florida entrepreneurs have legal smartphone app, without Uber and Lyft, ready to go with no cost to the county

October 9, 2014, South Florida — The entire transportation industry in South Florida has its eyes on Uber and Lyft and what and how it will disrupt business in South Florida. Some South Florida transportation entrepreneurs have already invested in the creation of a transportation smartphone app (TAPPXI) similar to ones used by Uber and Lyft, but will not include those ride-share companies in it.

This past Wednesday, Hillsborough County's Public Transportation Commission heard pitches from two companies proposing the agency get its own app featuring legal transportation options, such as licensed taxi and limo companies and buses, rather than the ride-share services currently operating against the rules. It's unclear how much money Hillsborough County is willing to dish out for the creation of such an app; however, the app already exists in South Florida without any expense to the local counties and is expected to roll out at the end of October 2014.

"This is the critical time to get moving and become up to speed, technologically speaking, so that we have a chance against illegal operations of Uber and Lyft. The app will be open to all of the licensed and insured transportation companies, everything from taxis, luxury black cars, SUVs and vans," said Rebekah Urbina, founder of TAPPXI FLORIDA. "The beauty of this is that it includes only legal transportation and does not cost South Florida counties a penny to create. The work is already done. It's a win for South Florida transportation workers and passengers alike."

The app is similar to the Lyft or Uber models whereby passengers see nearby drivers, could track the ride via GPS as it approaches, rate their driver, and pay with credit card.

"It is not the time to sit around and wait for app companies like Uber and Lyft to get into regulation and become legal," said Rebekah Urbina. Tappxi encourages legal drivers and taxi companies to register their vehicles, and encourages passengers and corporations who allow for use of taxi apps to choose smartly by selecting services only through county cleared vehicle for hire companies. For more information go to www.TappxiFlorida.com.