



## MEMORANDUM

**TO:** Mobility Committee

**CC:** Marc A. Ott, City Manager  
Robert Goode, P.E., Assistant City Manager

**FROM:** Robert Spillar, P.E., Director,  
Austin Transportation Department

**DATE:** March 30, 2015

**SUBJECT:** Yellow Cab Franchise Renewal

The Greater Austin Transportation Company d.b.a. Yellow Cab Company has filed a taxicab franchise renewal application, which has been reviewed and all required information is on file with the Austin Transportation Department (ATD). The existing franchise expires on August 8, 2015. Yellow Cab proposes to continue to operate 461 taxicabs to provide taxicab service to the entire city, 24 hours a day, 7 days a week.

Yellow Cab has provided taxicab service in Austin since 1985 and has exhibited the character, experience, and ability to provide taxicab service. Yellow Cab has proposed to continue providing taxicab service. ATD recommends approval of a renewal of the Yellow Cab taxicab franchise for a period ending August 3, 2025.

The City Charter requires a franchise renewal to be granted by ordinance and read at three regular City Council meetings. The third reading may not occur within 30 days of the first reading. Following is the schedule for the three readings: First reading – April 23, 2015, Second reading – May 21, 2015, and Third reading – June 4, 2015.

ATD requests the Mobility Committee approve the recommendation of renewing the Yellow Cab Company franchise agreement to operate 561 taxicabs (an additional 100 permits) for a ten-year renewal term.