City Manager’s Report on Taxicab Issues:

Late Backup

Resolution No. 20100225 – 060
Resolution No. 20100527 - 055

Gordon Derr, P.E., Assistant Director
Austin Transportation Department
September 30, 2010
Council Resolution on Vehicles for Hire

• Council passed resolution #20100225-060 following action to increase taxi fares

• Topics include:
  – Flat rate from airport to downtown/UT, CBD
  – Boundaries for Downtown and UT
  – Clean-up fee for passenger incidents
  – Additional downtown taxi stands
  – Additional drop-off/pick-up locations
  – Other issues that arise
2nd Council Resolution on Vehicles for Hire

- Council passed resolution # 20100527 - 055
- Topics include:
  - Taxicab Franchise performance indicators
  - Capping fees charged by franchise holders
  - Revised method to renew franchises
    - Various procurement options
    - Methods to achieve City goals
    - Integration of key performance measures
UTC and Staff Resources

- Urban Transportation Commission
  - Dustin Lanier
  - Boone Blocker

- Austin Transportation Department
  - Morris Poe
  - Joe Tower
  - Marcy Cardona
  - Lee Austin, P.E.
  - Gordon Derr, P.E.
  - Steve Grassfield

- Corporate Public Information Office
  - Larry Schooler
UTC and Staff Task Force Goals

- Taxi service provides safety, convenience, and value, while respecting the needs of the drivers, riders, and franchise holders

- Create incentives for effective operations and appropriate City oversight

- Identify high value short term pilots and long term adjustments
A Look at Current Activity

Types of services and number of vehicles:

- Limousine: 44 companies; 192 vehicles
- Charter: 31 companies; 65 vehicles
- Pedicab: 16 companies; 187 vehicles
- Taxicab: 3 companies; 669 vehicles
- Horse-drawn carriage: 3 companies; 13 vehicles
- Touring: 2 companies; 2 vehicles
- Airport Shuttle: 1 company; 37 vehicles
### Taxi Service Comparison

#### Fares

Fare Comparison

<table>
<thead>
<tr>
<th>City</th>
<th>6-Mile Trip Fee*</th>
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<tbody>
<tr>
<td>Austin</td>
<td>$14.85</td>
</tr>
<tr>
<td>Dallas</td>
<td>$12.85</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>$12.85</td>
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<tr>
<td>Houston</td>
<td>$13.00</td>
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<tr>
<td>San Antonio</td>
<td>$14.55</td>
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<tr>
<td>Portland</td>
<td>$16.00</td>
</tr>
<tr>
<td>Seattle</td>
<td>$17.25</td>
</tr>
</tbody>
</table>

*Adjusted for cost of living
## Taxi Service Comparison

### Cab Ratio

Per Capita Availability

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th># Cabs</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallas</td>
<td>1,400,000</td>
<td>2,022</td>
<td>1:692</td>
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<tr>
<td>Seattle</td>
<td>602,000</td>
<td>673</td>
<td>1:895</td>
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<td>Houston</td>
<td>2,300,000</td>
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<tr>
<td>Austin</td>
<td>783,295</td>
<td>669</td>
<td>1:1170</td>
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<tr>
<td>San Antonio</td>
<td>1,400,000</td>
<td>883</td>
<td>1:1585</td>
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<tr>
<td>Portland</td>
<td>575,000</td>
<td>382</td>
<td>1:1505</td>
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<tr>
<td>Fort Worth</td>
<td>736,200</td>
<td>300</td>
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</tbody>
</table>
Recommendations

UTC and Staff have developed recommendations based on input from stakeholders, and research of policies from other cities.

- Recommendations include 3 categories:
  - No action
  - Immediate action
  - Long term study/future action
No Action Recommended

- Flat rate zone fares
- Alternating day access to ABIA
- City arbitration in driver termination
- Insurance coverage provided by franchise
- Require drivers to process credit/debit payments through franchise holder
Immediate Action Recommended

- **Minimum fare for trips departing ABIA**
  - 4-mile trip plus airport surcharge ($11.65)
  - Designating distance allows for rate increases without Council action

- **Clean-up fee**
  - Add $0.10 to drop fee per trip. Drivers keep additional revenue for cleanup
Immediate Action Recommended

- Additional taxi stands
  - near primary downtown entertainment venues
  - Reduce traffic, emissions

- Design downtown way finding system
Immediate Action Recommended

- **Low Speed Vehicles in City Code**
  - Address pedi-cab regulations and operations
  - Address emerging Low Speed Vehicles and rental vehicles using Right of Way

- Develop/evaluate changes to franchise & permit approval process
Additional Study Recommended

- Revise performance indicators for franchise agreements
- Growth in fees charged by franchise holders
- Incentives for hybrids
- City/franchise agreements to achieve goals
- Permit allocation between franchises
- Integrate performance measures for continued franchise authorization
- Mobile or portable permits
Toward the Future: Potential Performance Measures

It is important to develop guidelines to measure company performance, driver’s satisfaction, and a measure of the service provided.
Toward the Future: Potential Performance Measures

- Total number of trips per cab/hour
- Driver appeal process available
- Availability of health/injury insurance
- Response time to dispatched trips
- # of validated customer complaints per permit
- % of fleet that is wheelchair accessible
- Accident rate per permit
- % of employee drivers
- % of independent contractor drivers
Toward the Future: Potential Performance Measures

- Experienced driver turnover - transfers to other companies
- Average fleet fuel mileage
- Change in fees charged to drivers
- Average age of vehicles
- Number of failed inspections
- Franchise generated trips per cab/hour
- Total number of trips per cab/hour
- # of City code violations (driver & franchise)
Next Steps

- Recommendation is for Staff and the UTC to move forward with the stakeholders and develop a profile for best franchise holder practices
- Prepare change to fee ordinance, ABIA minimum, and clean-up
- Implement downtown stands and signage
- Draft changes to city code section on vehicles for hire