



Recommendation for Action

File #: 20-1662, **Agenda Item #:** 33.

5/21/2020

Posting Language

Approve on third reading an ordinance granting a franchise for Central City Taxi to operate a taxicab service in the City of Austin for five years.

Lead Department

Austin Transportation Department

Fiscal Note

This item has no fiscal impact.

Prior Council Action:

Council approved first reading by unanimous vote on April 9, 2020; and approved second reading by unanimous vote on April 23, 2020.

For More Information:

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Council Committee, Boards and Commission Action:

October 8, 2019, recommended by the Urban Transportation Commission on a 10-0 vote with Commissioner Weatherby absent.

Additional Backup Information:

The Austin Transportation Department (ATD) regulates taxicab franchises under chapter 13-2 of City Code. Currently, there are three taxicab franchises operating a total of 518 regular taxicabs and 37 wheelchair accessible taxicabs within the City of Austin: ATX Coop Taxi, Lone Star Cab Company, and Yellow Cab Company.

Central City Taxi submitted an application for a new taxicab franchise on July 1, 2019 to the City Clerk's Office. Central City Taxi is managed by three of the founders of ATX Coop Taxi, who currently own and operate Medco Pro Transport, a local medical transportation company. These three individuals have extensive experience in the Austin transportation market. As part of their business plan, Central City Taxi has proposed the following if the granting of a taxicab franchise is approved:

- Begin operations in September of 2020 with 25 taxicabs, 6% being wheelchair accessible vehicles (WAVs).
- Recruit independent contractors from the local Austin community to dispatch cabs from their own residences and on their own schedules.
- Add other services such as pop-a-lock and gas delivery for stranded drivers in order to supplement driver income.
- Grow a fleet of taxicabs with a goal of reaching 30% wheelchair accessible vehicles.
- Utilize virtual meters and payment systems with a focus on modern technology.

ATD recommends granting a franchise to Central City Taxi to operate a taxicab service in the City of Austin for

five years.

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 until 30 days after the first reading.

Strategic Outcome(s):

Mobility; Economic Opportunity and Affordability.