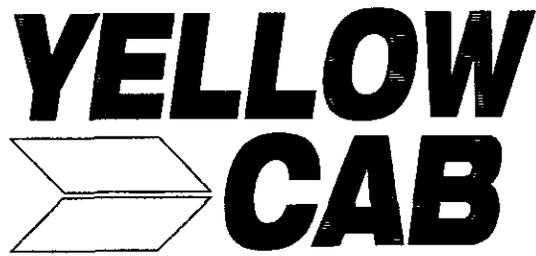
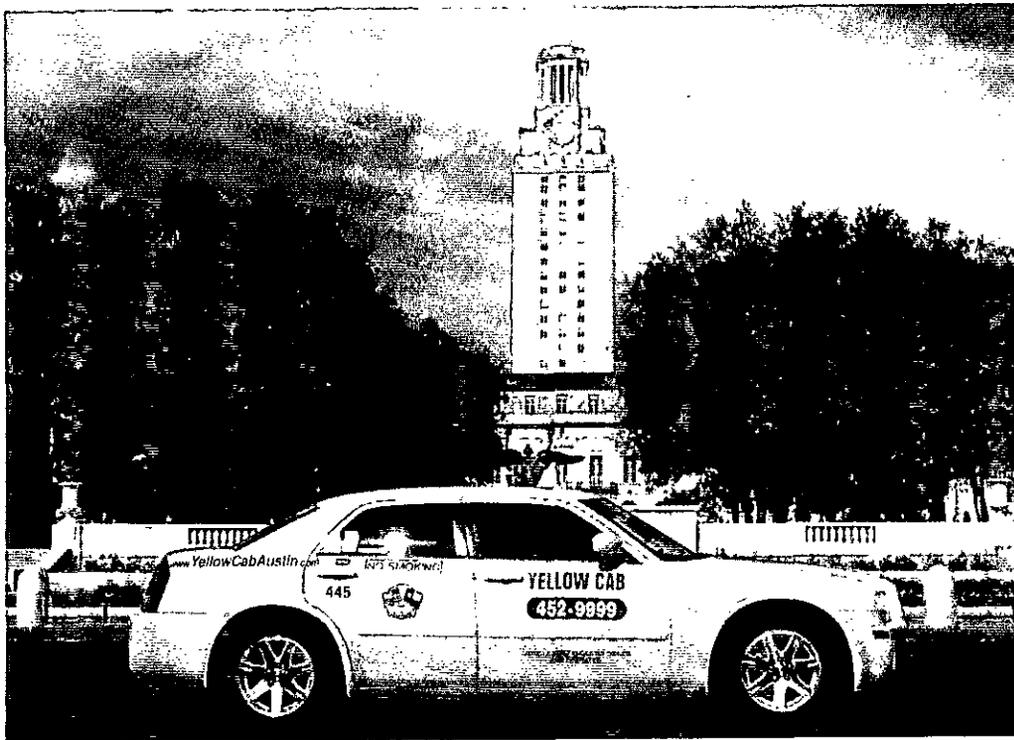


Late Backup



Greater Austin Transportation Company



Improving Austin Taxi Service

Yellow Cab Austin Proposals/Positions to Ensure Reliable Taxi Service in the Greater Austin Area

Green Peak Demand Permit Proposal

*In conjunction with the City of Austin Climate Protection Plan, Yellow Cab Austin proposes the initiation of the **Green Peak Demand Permit Proposal**. This program is suggested to not only address environmental concerns but to also address peak demand service issues as detailed in the report to the City of Austin submitted by Dr. Ray A. Mundy.*

This proposal calls for the issuance of 50 green taxicab permits to be issued by City of Austin staff on a first-come, first-serve basis with no franchise given more than 60 percent. In order to qualify, franchises must demonstrate that these green taxicab permits are needed to handle dispatch trips and will be utilized by alternative fuel taxicab vehicles. Furthermore, Yellow Cab Austin proposes these green taxicab permits not be included in the calculation of total permit ownership levels similar to the permits for wheelchair accessible taxicabs.

Through the Austin Climate Protection Plan, the City of Austin has expressed its desire to incentivize and empower companies with the ability to reduce and offset their carbon footprint (see *Austin Climate Protection Plan, Appendix i*). The proposed Green Taxicab Permit Program would direct franchises to make available 50 alternative fuel taxicabs during periods of peak demand, extending the city's plans to convert its fleets to alternative fuels to the private sector. And that's not all. This program would make Austin a leader by allowing beta testing of high mileage alternative fuel vehicles. This data in turn can be shared with the Austin Police Department and emergency responders as they make decision about their fleets. Data could also be made available to the carmakers, car dealers, and the general public to provide assurances and information regarding how these vehicles hold up under rigorous use.

These alternative fuel taxicabs would address the need for increased service during periods of peak demand. Taxicab franchises would own these vehicles and make them available on a day-lease basis rather than the current weekly-lease model, which would encourage their use during busy periods without hindering the earning potential of Independent Contractor Drivers during normal business demand. Moreover, the day-lease model for the Green Peak Demand Permit Proposal would immediately impact the City's peak demand service issues by giving Independent Contractor Drivers access to vehicles that would like to work during these most profitable time periods.

Yellow Cab Austin presents the following proposal to help reduce emissions of greenhouse gasses by Austin taxicab franchises and improve service during peak demand periods.

Green Need is Now!

From 2009 - 2011, Yellow Cab Austin saw a 52 percent increase in dispatch service requests during SXSW

The Austin City Council is in a unique position to address peak demand taxicab service, while honoring the City of Austin Climate Protection Plan, in advance of one of the City's showcase events - South by Southwest (SXSW).

A decision **February 9th** allows for action in advance of South By Southwest. Beginning March 9th, more than 200,000 people will visit Austin and require transportation services. Yellow Cab Austin has dedicated resources standing by to make ready and available 30 additional green vehicles to meet this demand and other peak demand scenarios in the near future.

Why This Proposal Helps Solve the Peak Demand Problem?

Simply adding cabs isn't the solution; adding cabs in this capacity would best serve the Greater Austin area during times of peak demand while providing important data and beta testing of alternative fuel vehicles. While the addition of an increased evening drop and cleanup fee will grow interest in working high demand times, the availability of vehicles is simply not there.

- On Average, only 61% of ICDs choose to operate during weekly peak demand hours (Thursday - Saturday evening). And this number can decrease once drivers have made an amount they are comfortable with for the day.
- Out of 455 cabs in the Yellow Cab Austin fleet, a weekly average of only 120 owner-operators subcontract their vehicle to a second Independent Contractor Driver. Internal studies have shown:
 - Most ICDs would forgo additional income rather than risk someone else operating their cab.
 - Additionally, taxicabs are primary vehicles for most ICDs. If they utilized a second driver, they would be without transportation.

Why Yellow Cab Austin?

- Yellow Cab Austin handles 97% of dispatch service in Austin (per Mundy report).
- In 2011, Yellow Cab Austin dispatched 1.2 million trips.
- Historically, Lone Star Cab & Austin Cab Company have chosen to focus their services on airport and cabstand business, rather than make dispatch investment.

GREEN PEAK DEMAND PERMIT PROPOSAL

Extends City of Austin's Climate Protection Plan ♦ Addresses peak-demand service issues ♦ Facilitates a significant environmental impact ♦ Allows for beta testing of alternative-fuel vehicles in the taxicab industry and data sharing with all industries.

Austin Zone Map – Trip Analysis

May 2011 – December 2011

