



Recommendation for Action

File #: 20-1646, **Agenda Item #:** 27.

4/9/2020

Posting Language

Approve on first reading an ordinance granting a franchise to Longhorn Taxicab Company 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.

For More Information:

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Council Committee, Boards and Commission Action:

March 10, 2020 recommended by the Urban Transportation Commission on a vote of 7-0 with Commissioners Hennessey, Runas, Somers and Wilfley 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.

Longhorn Taxicab Company submitted an application for a new taxicab franchise on October 29, 2019 to the City Clerk's Office. Longhorn Taxicab Company is managed by a former President of ATX Coop Taxi, who served in that capacity from 2017 to 2018 and has more than 30 years of experience in the Austin taxicab franchise market as a driver, manager, and president. As part of his business plan, Longhorn Taxicab Company 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).
- Seek to secure medical transportation contracts.
- Increase transportation services to customer that utilize wheelchairs.
- Build operations with a focus on service to the airport.
- Utilize virtual meters and payment systems with a focus on modern technology.

ATD recommends granting a franchise to Longhorn Taxicab Company 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. Following is the schedule for the third readings:

- Second reading - April 23, 2020
- Third reading - May 21, 2020

Strategic Outcome(s):

Mobility; Economic Opportunity and Affordability.