



Recommendation for Action

File #: 20-1661, **Agenda Item #:** 32.

5/21/2020

Posting Language

Approve on third reading an ordinance granting a franchise for 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.

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:

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.

Strategic Outcome(s):

Mobility; Economic Opportunity and Affordability.