

Exhibit "A"
TAXICAB FRANCHISE EVALUATION / SELECTION CRITERIA

Qualifying Items: Financial Resources, Criminal History, Equipment, and Service Plan items are considered to be qualifying items. Applicants are encouraged to familiarize themselves with the requirements of the City Code regarding taxicab service. Any applicant that fails to meet the minimum standards for any of these items will be dropped from further consideration.

Financial Resources Item: 1. Minimum standards for insurance met?

No – Application will not be evaluated.

Yes – Evaluation of application will continue.

Following information attached:

- Certificate of Insurance.
- Certificate of Self Insurance
- Letter from insurance agency verifying coverage will be provided.

2. Financial report meets minimum standard?

No – Application will not be evaluated.

Yes – Evaluation of application will continue.

Following information attached:

- Audited financial report.
- Operating Budget.
- Start-up Budget.
- Financing/Investment Arrangement.

3. Business organization documentation minimum standard met?

No – Application will not be evaluated.

Yes – Evaluation of application will continue.

Following information attached:

- Articles of Incorporation
- Assumed Name Certificate
- Other

4. Minimum standard regarding outstanding judgments met?

No – Application will not be evaluated.

Yes – Evaluation of application will continue.

Following information attached:

- List of outstanding judgments.
- Statements certifying no outstanding judgments exist from applicant (company), and each principal of the business, i.e., owner, partner, director, officer, etc.

Criminal History Item: Review of criminal history is acceptable?

No – Application will not be evaluated.

Yes – Evaluation of application will continue.

Following information attached:

- Certified record of criminal history for each principal of the business, i.e., owner, partner, officer, or director, etc.

Equipment Item: 1. Vehicle minimum standards met?

No – Application will not be evaluated.

Yes – Evaluation of application will continue.

Following information attached:

- Description of proposed vehicles.
- Number of proposed vehicles

2. Taximeter minimum standard met?

No – Application will not be evaluated.

Yes – Evaluation of application will continue.

Following information attached:

- Description of proposed taximeter.

3. Facility minimum standard met?

No – Application will not be evaluated.

Yes – Evaluation of application will continue.

Following information attached:

- Description of facility.
- Location of facility.

Service Plan:

Service plan minimum standard met?

No – Application will not be evaluated.

Yes – Evaluation of application will continue.

Following information attached:

— Description of proposed service plan.

Ranking Items: The following information will be ranked (“1” representing the strongest response in each area, “2” representing the second strongest response in each area, etc.) to determine the most qualified applicant overall that proposes to provide the best taxicab service to the citizens and guests of the City of Austin. Applicants are encouraged to thoroughly describe each item to provide the evaluation team with a clear understanding of the applicant’s proposal.

Financial plan

Applicants will be ranked on their financial ability to provide the proposed service. An applicant’s level of capitalization, liquidity, established financing arrangements, and overall financial business plan as described in the previous financial report will be considered.

Related experience

Applicants will be ranked on the following criteria (listed in order of importance):

1. Managing a taxi business.
2. Other experience in the taxi business.
3. Managing other transportation system.
4. General management experience.

Applicants shall provide a resume for each owner, partner, director, officer, key staff member that will participate in the daily operation of the business, etc. Each resume should be not more than three (3) pages.

Equipment: vehicles, dispatch, facility, maintenance

Applicants will be ranked on the proposed equipment and facility to be used to provide the service, and maintenance plans for equipment. Applicants shall provide the body style(s) and age of vehicles proposed to be used for service and any features of the equipment that may exceed minimum standards. A thorough description of taximeters and dispatch/communication equipment is to be provided, including any features of the equipment that may exceed minimum standards. The franchise terminal facility shall be described including an explanation of how the facility will adequately serve the needs of the business (pictures may be submitted). Also, any plans for equipment maintenance shall be described, in house or contracted.

Training plan

Applicants will be ranked on the following criteria:

1. Driver training plan for compliance with City Code requirements.
2. Defensive driver training plan.
3. Americans with Disabilities Act training for drivers.
4. Knowledge of the City (as required to transport customers to their destinations).

Applicants shall submit an outline for each training plan, the number of hours of training each driver will receive in each topic, and plans for retraining/refresher training.

Service plan

Applicants will be ranked on the following criteria:

1. 24 hour/7 days a week citywide dispatch system and verification of customer pick-up.
2. 24 hour/7 days a week citywide deployment strategy: where and when.
3. Reservation system.

Applicants will provide a detailed description of the dispatch plan and an explanation of how the system will work, including a method to verify customer pick-up.

Applicants will describe where and when vehicles will be deployed and how this plan will be monitored and modified to adjust to changes in customer demand.

Applicants will describe a proposed reservation system and how the system will be monitored to ensure service promised to customers.

Reporting systems

Applicants will describe the methods to be implemented to provide the following information and to ensure the information is accurate.

1. Revenue and expense report.
2. Statistical report including fleet data for total miles, total paid miles, total fares, total number of trips, etc.
3. Accessible service statistical report.
4. Vehicle replacement report.
5. Vehicle accident report.

Security plan

Applicants will describe plans and be ranked on the following criteria:

1. Driver screening and selection.
2. Driver security.
3. Customer security.
4. Emergency equipment in each vehicle.

Service to special needs customers

Applicants will provide a plan to provide citywide dispatch service 24 hours a day / seven days a week to customers with special needs including mobility impaired, etc. The plan will include information regarding accessible vehicles and method for achieving equivalent service per ADA.