



## MEMO

TO: Mayor and Council  
FROM: Joseph A. Melder, City Manager  
SUBJECT: Taxi Ordinance Changes  
DATE: February 11, 2025

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This memo addresses proposed changes to the taxi ordinance and its effect on rates and customer experience. The ordinance has not been updated since changes were approved in 2016.

With the expansion of rideshare services, the registered taxi fleet in Savannah declined from over 250 vehicles in 2012 to fewer than 50 in 2022. However, this trend has reversed, and as of the end of 2024, the number of taxis in operation has exceeded 75. This resurgence is driven by the growth of small taxi companies operating between one and three vehicles, along with the continued expansion of tourism in the region.

### Key Changes to the Ordinance

- **Language Modernization:** The revised ordinance updates and streamlines outdated language to better reflect the current city organization and state regulations.
- **Repeal of the Code of Conduct:** The previous code of conduct has been replaced with more legally enforceable requirements, including:
  - A prohibition against lewd and/or offensive language toward passengers.
  - A prohibition against physical confrontations.
  - A prohibition against drivers having pets in their vehicles, except for service animals.
- **Fare Adjustments:** The revised ordinance incorporates rate adjustments aligned with what is currently permitted under state regulations.
  - Per mile meter rates have been increased by 10%-20% to reflect the increases allowed by the state.

- These rates represent maximum limits, and companies will retain the flexibility to charge lower rates to remain competitive with rideshare services.
- **Support for Small Operators:** The revised ordinance has been refined to better accommodate and encourage the growth of small taxi businesses.

These updates are intended to ensure a fair, competitive, and sustainable taxi industry that meets the needs of both residents and visitors.