



**DEPARTMENT OF BUSINESS AND INDUSTRY  
TAXICAB AUTHORITY**

**MINUTES OF THE APRIL 17, 2024 BOARD MEETING**

**1. Call to Order**

Chairman Dan Reaser called the meeting to order on Wednesday, April 17, 2024, at 9:30 a.m., at the location of the Nevada State Business Center, 3300 West Sahara Avenue, Suite 400, Nevada Room, Las Vegas, Nevada 89102.

Present from the Nevada Taxicab Authority Board

Chairman Dan Reaser  
Vice Chairman Donald Soderberg  
Member J.D. Decker

Present from the Taxicab Authority

Todd Park, Interim Administrator  
Lona Webb, Attorney

Not present - excused

Member Rusty Graf

**A. Pledge of Allegiance**

Chairman Reaser led the Pledge of Allegiance

**B. Compliance with Open Meeting Law**

Secretary Gail Gaison-Tyler stated the meeting was in compliance with the Open Meeting Law.

## 2. Public Comment

Members of the public must identify themselves for the record and are then invited to use three minutes to comment on items on the meeting agenda or on items not contained therein. Comments shall be directed to the Board and presented in a professional demeanor and not in a threatening, profane, vulgar, or abusive manner. \*The Board may limit repetitive comments to balance time constraints. \*

NRS 203.090 Disturbing meeting. Every person who, without the authority of law, shall willfully disturb an assembly or meeting not unlawful in its character shall be guilty of a misdemeanor.

Kimberly Maxson Rushton: Law firm Cooper Levenson

Kimberly stated at the recent Nevada Transportation Authority meeting concerns were raised by small business operators and drivers regarding low fines for illegal operators. With approximately 60 impounds and numerous violations, the issue is significant. Despite fines initially set at \$5000, most are effectively reduced to \$250, which impacts legitimate operators. Major hotels have also raised concerns about the presence of illegal operators hindering their entertainment celebrities and executive guest access into their properties. Efforts are underway to collaborate with properties on the strip and potentially engage with the resort corridor to find solutions. Thank you.

Chairman Reaser asked if there was anyone else present from the public who would like to speak.

Mike Kilgo – ITPEU Union

Good morning, I represent the drivers at Yellow, Checker, and Star in Henderson. I wanted to inform the board that our union supports the surcharges for EDC, although I didn't see the agenda items, so I'm unsure if they're up for discussion today.

Chairman Reaser replied it is Item 5.

Mike Kilgo thanked the Chairman and if anyone had any questions, I'd be happy to answer them in support of that. Thank you.

Chairman Reaser asked if there were any other members who would like to address us also those participating remotely. Seeing none, we will close our first public comment session.

*No other public comments. Item closed.*

## 3. Action Item: Approve Board Meeting Minutes from February 22, 2024, Board Meeting

No changes, additions, or corrections requested by any Board Member. Chairman Reaser moved to approve the minutes.

*Motion passed and minutes approved. Item closed.*

## 4. Industry Discussion (For Discussion Only)

*No industry discussion. Item closed.*



**5. Public Hearing— Nevada Taxicab Authority Board initiated proposed designation of future special events and a rate review and approval of a Special Event Surcharge for EDC – (For Discussion and Possible Action)**

The Board initiated proposed designation of future special events and rate review and possible modification of taxi rates with a special event surcharge fee for certain hours during the Electric Daisy Carnival on May 17, 2024-May 19, 2024. The hearing will be conducted pursuant to NRS Chapter 233B, NRS 706.8818 and NAC 706.9009 and 706.924 and may involve discussion of, but is not limited to NRS 706.8818, NAC 706.471, NRS Chapter 706 and NAC chapter 706 generally, and any other relevant statutes and regulations.

Members of the industry may present comments, questions, or concerns regarding ongoing discussions on proposed regulation changes and/or industry-related matters.

Chairman Reaser stated we do have a petition for intervention and if there are no objections from the board members, I will grant it. The petition of the LOA as it has defined itself in the petition, is approved.

**Members of the Industry**

Kimberly Maxson-Rushton, Cooper Levinson, Livery Operators Association

Rich Frakes, Desert Cab

Michael Bailin, YCS New Cab Company

Chris Bordonaro, Kaptyn

Mario Locascio, Deluxe Cab

Desiree Dante, Lucky, Nellis, Western Cab

Kimberly Maxson-Rushton thanked the Chairman for granting the petition for leave to intervene as set forth we believe that we have a direct and substantial interest in EDC surcharge fee. She deferred to the operators to speak on the specifically requested amount, its derivation, pertinent historical data regarding EDC, and their strategies for staging during the early morning hours to guarantee transportation for passengers back to Las Vegas.

Michael Bailin discussed strategies for improving service for EDC at our recent company meeting. We conducted an internal survey among our drivers to gather their insights. One key goal is to increase driver availability at the Speedway. After extensive discussion, we proposed implementing a \$50.00 surcharge for trips either beginning or ending at the Speedway. We believe this will incentivize more drivers to work during EDC and improve ride coverage. Our experience with a similar surcharge during March Madness was positive, resulting in increased driver availability and coverage.

Rich Frakes highlighted their findings regarding passenger occupancy in cabs, averaging 2.2 passengers per ride, rounded up to 3. The average cost per ride to EDC is around \$120, and approximately \$110 for the return trip, equating to roughly \$30 to \$40 per person. This is notably cheaper than the \$50 per person charged by other carriers for bus rides. Additionally, taking a cab offers more on-demand service compared to waiting for a bus, providing added convenience to riders. During the last March Madness event, we experienced a record number of shifts utilizing all our medallions.



Member Decker emphasized the unique challenges of managing transportation for the Electric Daisy Carnival (EDC) based on his experience in law enforcement at the event. He highlighted the immense scale of the event, with over 120,000 attendees traveling to and from the remote Speedway over three consecutive days. This mass migration presents a significant transportation dilemma caused by the lack of alternative options among some attendees; they can walk back to their accommodations, despite the safety risks involved. Member Decker stressed the public safety implications of this situation, particularly the hazards posed by intoxicated individuals attempting to navigate Las Vegas Blvd, an area not designed for pedestrian traffic. He underscored the urgency of addressing this issue and expressed appreciation for the proposed solution.

Kimberly Maxson-Rushton addressed Member Decker's concerns and agreed with Rich's point about incentivizing drivers to stage at the Speedway, offering passengers the flexibility of departure times. However, she emphasized that navigating these challenges won't be easy. Kimberly also expressed gratitude on behalf of the LOA and the industry for Administrator Park's efforts to explore alternative routes to ease taxi access.

Vice Chairman Soderberg expressed a need for clarification about the situation at the Speedway. He mentioned visiting the Speedway during quieter times to gain understanding. Based on discussions in previous meetings, he noted that drivers often deadhead to the Speedway without passengers, which may deter them due to the effort required to secure a return fare. He inquired about the absence of a central location for cab pickups to travel to the Speedway.

Rich Frakes provided insights into the challenges of picking up passengers heading to EDC. He mentioned that passengers can typically be identified by their attire at hotels, but the lack of a centralized staging area poses difficulties for drivers. He highlighted that pickups and drop-offs are restricted to one location, causing congestion and confusion among taxis and TNCs. The absence of cell signal further complicates communication between drivers and passengers. He advocated for the reinstatement of a taxi stand at the Speedway, citing past success and the logistical benefits of having a designated pickup area. He also mentioned the involvement of law enforcement to prevent pedestrians from walking along Las Vegas Blvd for safety reasons. Despite the potential time constraints of rides to EDC, he believes the \$50.00 surcharge will incentivize drivers to participate.

Member Decker highlighted the extended duration of rides to EDC, with the average journey lasting 36 minutes. However, the overall transportation process, including traffic and navigating through the event area, can take up to 2 hours, contributing to the challenges faced by drivers. While there is a transportation hub, it is shared by various transportation providers, including TNCs, taxis, and UPTs. However, there seems to be a lack of adherence to regulations, with taxis following the rules while other providers operate more freely.

Chairman Reaser asked Kimberly Maxson-Rushton about the statistical information that was supplied which appears to be confidential. Kimberly Maxson-Rushton waived the confidentiality. Chairman Reaser then deemed it public. Was the data EDC data or is this data from what you've been collecting for all the surcharges? Rich Frakes confirmed it's just EDC data.



Chairman Reaser stated page 4 you have a grid. Was that bar chart that takes the data from that grid and the average fare a round-trip fare or the one-way fare showing roughly around \$135-\$140? Rich Frakes answered one-way fare.

Chairman Reaser addressed the issue of assuming round trips for pickups, noting Vice Chairman Soderberg's observation that most rides to the Speedway result in empty returns. Reaser expressed concern that based on 2023 data, the actual cost of going empty to the venue is \$73.46, indicating a shortfall of \$23.50 when compared to the proposed \$50.00 surcharge. This suggests that the surcharge may not fully offset the costs incurred by drivers when traveling to the Speedway without passengers.

Member Decker highlighted the difference between the inbound and outbound trips to the Electric Daisy Carnival (EDC). He explained that as a cab driver, the journey to the event involves navigating through a variety of routes from different parts of the city, eventually converging into a single transportation hub. This process entails waiting in line resulting in a mixed and congested environment and once a fare is picked up, drivers have the flexibility to choose from several routes to reach the destination, allowing them to potentially bypass congestion. Decker emphasized that the inbound trip to EDC represents a unique funneling process.

Chairman Reaser replied if \$50 is the right number tell me if my math is correct. Lease drivers take all \$50 and the cab company will take \$28.50 for an employee. Michael Bailin confirmed his drivers make anywhere from 39 – 44%. Chairman Reaser stated the board has been using 43% as the proxy. Is it a fair conclusion that \$28.50 covers the certificate holders' cost and some profit component? Rich Frakes replied it's going to cover most of the cost. Chairman Reaser stated I'm assuming that you're using tariff 2 and what is your proposal on how the meters are going to be triggered?

Michael Bailin stated it's going to be very similar to what we did for March Madness and F1. Chris Bordonaro from Kaptyn explained the need for a defined boundary, similar to zones set for F1 events, to address inquiries and incorporate into the system. Kimberly Maxson-Rushton suggested utilizing the drivers credit card machines in the vehicles to have certain information that loops to inform passengers that they are not allowed to unload except for at a staging area. .

Member Decker suggested considering a difference in fees for pickup versus drop-off, especially since many passengers aim to go home starting at 6:00 am. Adjusting the tariff for morning pickups could be worth discussing. Chairman Reaser proposed using tariff 2 for outbound trips and tariff 3 for pickups returning to town. The system would automatically adjust fares based on geofencing: for example, \$70 for trips leaving the Geofenced area and \$50 for trips entering it. These are hypothetical numbers to avoid any appearance of gouging anyone while addressing competition and public safety concerns.

Member Decker emphasized that the public safety issue is more significant at 6:00 AM than at 6:00 PM. However, the critical need at that hour is ensuring drivers are available. This aligns with the Chair's focus on addressing driver availability during peak times. Chairman Reaser expressed a desire not to let the year pass without taking experimental steps to address the issue within the confines of the statutory framework they're operating under.



Administrator Park shared some insights and considerations regarding the implementation of a surcharge for the Electric Daisy Carnival (EDC). He noted that while surcharges have been applied for events like March Madness, F1, and the Super Bowl, EDC presents unique challenges that don't fit neatly into the same framework. Conversations with Insomniac, the organizers of EDC, revealed concerns like those of the Board regarding the availability of drivers, particularly during peak hours from 4:00 AM to 8:00 AM, especially on Monday. In discussing potential surcharge amounts, Administrator Park considered the average ride cost from the Strip to EDC, proposing a \$55.00 surcharge to bring the total fare to \$125.00. He underscored safety concerns, suggesting that the surcharge should apply at both pickup and drop-off locations to prevent passengers from disembarking in hazardous areas like the freeway or Las Vegas Boulevard. He also cautioned against implementing geofencing to trigger the surcharge, stressing the importance of prioritizing passenger safety without causing unnecessary inconvenience. Administrator Park emphasized the importance of balancing safety concerns with the practical implementation of the surcharge. He invited questions from the Board to further discuss these considerations.

Chairman Reaser outlined three key variables for implementing the EDC surcharge: determining the appropriate amount for outbound and inbound trips, specifying transition points for meter rates, and identifying the times of day when the surcharge applies. He also raised concerns about transportation for Camp EDC attendees to prevent them from incurring extra charges unnecessarily. He suggested public notification of designated surcharge times to ensure transparency and avoid surprises for passengers. He invited input from the Board on these variables and asked if there were any other factors they should consider in the decision-making process. Chris Bordonaro agreed that it's simpler for riders to understand times. Chairman Reaser emphasized the importance of providing notice to the public to prevent surprises.

Desiree Dante mentioned that while the meters can adhere to geofencing for times, implementing a 2-mile radius might pose a challenge. She acknowledged the feedback and noted it as a valid point to consider.

Chairman Reaser proposed a \$40 surcharge for outbound trips and \$60 for return trips. Regarding the second variable, he suggested triggering tariff 2 as soon as the vehicle enters the geolocated area when picking up at a hotel, and the \$40 fare would apply when crossing the geolocation barrier for drop-off. Member Decker suggested leaving the geolocation aspect to the industry. Chairman Reaser agreed to leave the geolocation aspect to the industry. He outlined his proposal for tariff 3, where the \$60 fare triggers upon leaving the geolocation area. Regarding time, he suggested starting at 3:00 PM each day and ending at 10:00 AM the following morning. For the geolocation radius, he proposed extending it half a mile past the last data point on the map, asking Member Decker if he thought a mile out from the Speedway was reasonable. Member Decker believed that the industry should handle the operational aspect of determining the radius and double it. I think it should not be public where they need to know where the geolocation trigger is. Chairman Reaser suggested making the geolocation radius larger than half a mile, considering public disclosure of the geolocation necessary. Kimberly Maxson Rushton suggested that the industry collaboratively determine the geolocation, submit it to Acting Administrator Park for review and approval, in line with the Board's discussions today.

Chairman Reaser proposed that once the geolocation determination is made and approved by Acting Administrator Park, he can share that data with all companies. Other companies can then obtain this information directly from the Administrator or through his dissemination. This ensures transparency and



equal access to the data for all companies. Michael Bailin emphasized that one mile wouldn't suffice, so Kaptyn is considering a radius of 2 miles, likely falling somewhere between one and three miles. Chris Bordonaro noted the need for data analysis on pick-up and drop-off density to ensure sufficient coverage. Chairman Reaser inquired if their range spanned between one to three miles. Chris Bordonaro confirmed. Member Decker agreed, indicating that the range sounded appropriate.

Chairman Reaser stated metric one is what is the rate. Tariff two the fare would be \$40, and for metric three, it would be \$60. Metric two would be geolocation trigger will be within a radius of up to three miles from the Speedway, subject to approval by the Administrator and then provided to all certificate holders. Metric 3 is what is the trigger for the surcharge will be the geolocation and metric four is the time, it will be from 3:00 PM to 10:00 AM the following day.

Vice Chairman Soderberg highlighted that while typically events like the Super Bowl or F1 incentivize drivers to show up to work, this time they're incentivizing them to go out to a specific location. He expressed interest in obtaining data on how many drivers availed themselves to pick up passengers at the Speedway and at what times. This data would be crucial for future planning, such as determining if adjustments are needed to address peak hours or if additional incentives are required. He suggested categorizing the data by hourly or time block increments to understand driver behavior throughout the event, emphasizing the importance of evaluating this information to ensure adequate transportation availability.

Chairman Reaser clarified that EDC requested drivers should be instructed and encouraged to use exit 52B East Tropical Parkway only and discourage passengers from exiting cabs outside designated pickup areas. Desiree Dante asked if cabs taking Las Vegas Blvd would be cited by a TA officer for not utilizing Tropical Parkway. Chairman Reaser replied that no citations would be issued as this is merely encouraged.

Administrator Park stated when I spoke with Insomniac, I proposed a meeting with the industry via Teams. They're willing to provide maps and discuss the importance of using Tropical Parkway, as the new interchange conveniently connects to it. We haven't set a date for this yet, but we're planning to cover all aspects of the order in this meeting.

Chairman Reaser stated I'm going to move on our own we are taking this action ourselves not on anybody else's application pursuant to NRS that allows us to do this ourselves that we impose a special event surcharge for EDC for the period May 17 through May 20, 2024. On each such day, the surcharge will commence at 3:00 PM and will terminate at 10:00 AM the next morning. The amount of the surcharge will be determined by the creation of a tariff 2 and a tariff 3. Tariff 2 will be in the sum of \$40.00 on taxi trips that originate at locations within Clark County outside the Geofence to the PUDO through the Geofence established taxi zone located on or around the Las Vegas Speedway. The EDC surcharge fee should be set at \$60 on all taxi trips that originate from the Geofence located around the PUDO established taxi zone located on or around the Las Vegas Speedway to locations within Clark County outside the Geofence and will be known as Tariff 3. The range of the Geofence that will trigger the special event surcharge fee will up to three miles surrounding the Las Vegas Speedway which needs to be submitted to the Administrator for his approval by April 30, 2024, who will determine and approve the



Geofence parameters and will advise the industry. The typical special event surcharge metrics that we have been requiring will be imposed and would be reported to us on or before May 31, 2024.

Chairman Reaser stated that is the motion and I'd asked that I'd be authorized to approve the order and issue it. Vice Chairman Soderberg stated I will second the motion.

Chairman Reaser stated all those in favor signify by saying aye. It is so.

*Motion passed. Item closed.*

## **6. Staff Report (*For Discussion Only*)**

### **A. Administrator's Report**

Administrator Park discussed arranging a meeting with Insomniac to finalize details regarding EDC. The Tropical Parkway addition is anticipated to be beneficial this year. A gasoline surcharge of \$0.19, approved recently, will take effect at 2:00 AM on Friday. Most agency positions are filled except for four new enforcement officers. Recruitment for these positions ended on April 25, 2024, with 11 applicants, and interviews will be scheduled soon.

### **B. Enforcement/Compliance Report**

*None to report.*

### **C. Stats**

- Monthly trips 1,155,661.
- Revenue per trip is \$21.27.
- Lease revenue per trip is \$22.00.
- Monthly combined trip comparison between 2024 and 2023 is down about \$10,000.
- Medallions haven't changed, they're still at 3,530.
- Lease decals 1,463.
- Disabled and elderly rides requested: disabled 1, 281 elderly: 744.
- Credit card transactions are 645,696.
- Citations is down at 39.
- Violations written is 46.
- 34 violations resolved.

The Administrator asked what stats you would like to hear or to continue doing it the way it's being done. Member Decker stated I've been doing this for 6 years and it works for me. If you could hit the highlights and what's important. Chairman Reaser stated you might consider notable deviations or changes as signals of things we need to pay attention to.



Vice Chairman Soderberg highlighted a concerning trend of decreasing trips, particularly notable in March despite implementing a rolling surcharge for the March Madness event. Despite efforts to incentivize more drivers to work for cab companies rather than rideshare services through surcharges, there's still a significant drop in trips. Soderberg expressed curiosity about this trend despite revenue increases from surcharges and fuel surcharges. He raised concerns about the industry's worry over a 13% decrease during a period when surcharges were intended to attract more drivers.

Chairman Reaser seeks information and a briefing on the average fines or penalties for different case types over the past 3-6 months and how these compare to potential penalties.

Member Decker brought up the Sunset Subcommittee's recommendation from last year or the year before to revise Chapter 706 for consistency, a bill passed by the legislature. Decker inquired if the agency has submitted a BDR (Bill Draft Request) to adjust Chapter 706 for the upcoming session.

The Administrator mentioned that no BDRs have been submitted regarding the 706 codes, but the governor's office is working on them, with several regulations already submitted for review. Workshops are planned to discuss these regulations further with the industry.

Member Decker suggested that the industry could also submit a BDR or align with existing ones to increase penalties or ensure consistency between agencies.

Chairman Reaser then inquired about any additional items concerning statistics, legal counsel, or future agenda topics. He emphasized the need to revisit surcharge efforts from July to September and consider a permanent solution based on statistics. He mentioned the necessity of data from EDC and a compilation report in July, though uncertain if it would be an agenda item.

## **7. Public Comment**

Members of the public must identify themselves for the record and are then invited to use three minutes to comment on items on the meeting agenda or on items not contained therein. Comments shall be directed to the Board and presented in a professional demeanor and not in a threatening, profane, vulgar, or abusive manner. \*The Board may limit repetitive comments to balance time constraints. \*

NRS 203.090 Disturbing meeting. Every person who, without the authority of law, shall willfully disturb an assembly or meeting not unlawful in its character shall be guilty of a misdemeanor.

*No public comments. Item closed.*



**8. Adjournment (Action)**

Chairman Reaser moved to adjourn Vice Chairman second motion.

*Motion passed. Item closed.*

By the Authority,

A handwritten signature in blue ink, reading "Dan R. Reaser", is written over a horizontal line.

Dan Reaser, Chairman  
Nevada Taxicab Authority

Dated: May 15, 2024  
Las Vegas, Nevada