

BEFORE THE NEVADA TAXICAB AUTHORITY BOARD

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In re: Application of WHC LV, LLC. to Acquire)
the Certificates of Public Convenience and)
Necessity currently held by Whittlesea Blue Cab)
(CPC T410) and Henderson Taxi (CPC T717))

**FINDINGS OF FACT, CONCLUSIONS
OF LAW, AND ORDER APPROVING
APPLICATION TO TRANSFER
CERTIFICATES OF AUTHORITY**

THIS MATTER having come before the Nevada Taxicab Authority Board ("**the Board**"), at its regularly scheduled public meeting on November 20, 2024 (the "**Hearing**"), for consideration of the Application to transfer CPC-T710 (Henderson Taxi, 225 medallions) and CPCN – T410 (Whittlesea Blue Cab, 286 medallions) (the "**Application**"), filed by WHC LV, LLC ("**Applicant**").

The Hearing was held at the Nevada State Business Center, located at 3300 West Sahara Avenue, Suite 400, Las Vegas, Nevada 89102.

- PRESENT: Dan R. Reaser, Chair
Donald Soderberg, Vice Chair
Rusty Graff, Member
Lawrence Weekly, Member
Todd Park, Taxicab Authority Administrator
Angela Lee, Deputy Attorney General

Board Member Graff abstained from participation in the Hearing and voting on the disposition of Application pursuant to NRS 281A.420.

Applicant, William George, President of WHC LV, LLC was present and represented by legal counsel, Kimberly Maxson Rushton. Also appearing in support of the Application was Seller, Brent Bell, CEO and President of Henderson Taxi and Whittlesea Blue Cab and Cheryl Gibbons, General Manager of Whittlesea Blue Cab and Henderson Taxi.

Consistent with Nevada law, the Application was noticed to the public on October 30, 2024. There were no Petitions for Leave to Intervene or Protests filed nor did any individual appear before the Board in opposition to the Application.

Based on the evidence presented to the Board during the Hearing, including consideration of the Applicant's arguments, the Board hereby enters the following Findings of Fact, Conclusions of Law and Order (the "**Decision**"):

FINDINGS OF FACT

1
2 1. The administrative record in this matter consists of the Application, Notice of the
3 Application, the Public Board Meeting Notice and Agenda, **Exhibit 1** accompanying this Decision
4 and the testimony of the Applicant, Mr. George and Seller, Mr. Brent Bell and Hearing **Exhibit 2**.

5 2. The Application seeks authority to transfer CPC – T410 and CPC – T717 to WHC LV,
6 LLC.

7 3. Counsel for WHC LV, LLC provided an affirmative presentation, which included an
8 overview of the Application, the applicable legal authority for transfer of a Certificate and the
9 regulatory standards an applicant must meet in to operate as a common motor carrier.

10 4. In support of the Application, the Applicant provided an overview of WHC’s taxi
11 operations in other jurisdictions, his experience, and plans for operating in Clark County. He holds
12 CPCN’s in other jurisdictions, and has experience in operating public transportation firms in venues in
13 which taxicabs serve resort hotels. **Exhibit 2**.

14 5. Mr. Bell provided a historical overview of the respective taxi Certificates and the
15 reasons why, as a seasoned operator, he recommends approval of the Application.

16 6. Administrator Park confirmed that a background investigation had been conducted with
17 no areas of concern having been developed. Although Applicant, William George had submitted his
18 fingerprints to the Central Repository for a criminal background investigation, the print returns had
19 not yet been received by the Taxicab Authority. As a result, Mr. George’s criminal background would
20 be deemed a compliance item. In the event results of such investigation identified any areas of
21 concern as determined by the Administrator, the Authority promptly will place the Application on a
22 Board agenda.

23 7. Chair Reaser initiated the Board discussion by congratulating the Parties on the
24 proposed sale and transfer of Henderson Taxi and Whittlesea Blue Cab. Thereafter, Chair Reaser
25 identified for the record the respective application requirements applicable to the transfer of a
26 Certificate. Chair Reaser requested Applicant demonstrate the Company’s ability to meet the
27 mandatory twenty percent (20%) equity capital requirement pursuant to NAC 706.473. Following
28

1 Applicant's response, the Chair requested that a balance sheet be submitted as a compliance item
2 demonstrating compliance with the required equity standard, to be verified by the Administrator.

3 8. Dr. Weekly noted his long-term familiarity with the taxi industry and in particular the
4 Bell family's contributions. Member Weekly agreed that the Application was complete and provided
5 critical information necessary for his consideration. He stated that he was comfortable supporting the
6 Application subject to the compliance items noted by the Chair. Vice Chair Soderberg echoed
7 Member Weekly's comments, having worked with Mr. Bell in the past.

8 9. Pursuant to NRS 706.8827, the Applicant has satisfied his burden of proof that he is fit,
9 willing and able to perform the services of a taxicab motor carrier and that the operation is consistent
10 with the legislative policies set forth in NRS 706.151. NRS 706.8827(a)(b). The transferring of these
11 certificates will not unreasonably or adversely affect other carriers operating in the territory inasmuch
12 as this transfer maintains the current number of certificates and medallions. NRS 706.8827(c).
13 Moreover, NRS 706.8827(d) is an inapplicable standard in this case as this is a transfer of existing
14 authority, and the number of certificates in the territory is maintained. The proposed service will
15 benefit the public and the taxicab business in the territory to be served. NRS 706.8827(e).

16 10. After discussion and deliberation the three Board members participating at the Hearing,
17 having fully considered the points raised in the Application, as well as all applicable laws, voted
18 unanimously to approve the Application.

19 **CONCLUSIONS OF LAW**

20 1. The Hearing was held in compliance with the provisions of the Nevada Open Meeting
21 Law, the Nevada Administrative Procedure Act, Chapter 706 of the Nevada Revised Statutes (the
22 "NRS") and Chapter 706 of the Nevada Administrative Code (the "NAC").

23 2. The geographic area subject to this Decision is Clark County, Nevada.

24 3. The Board is duly constituted and may regulate the conduct of the taxicab business.
25 NRS 706.8818.

26 4. The Board has authority to conduct public hearings and make final decisions in
27 applications for a certificate of public convenience and necessity to operate as a taxicab and authority
28 to transfer a certificate of public convenience and necessity. NRS. 706.8819.

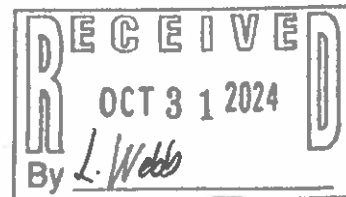
EXHIBIT “1”

EXHIBIT “1”

NEVADA TAXICAB AUTHORITY

Application for Sale and Transfer of CPC T717 Henderson Taxi and CPC T410, Whittlesea Blue Cab

Applicant Buyer – zTrip
Applicant Seller – Whittlesea Blue Cab & Henderson Taxi



Application submitted by:

**Kimberly Maxson Rushton, Esq.
Cooper Levenson, Attorneys at Law
3016 W. Charleston Blvd. #195
Las Vegas, NV 89102
702-366-1125**

October 28, 2024

OCT 28 '24 FILED

STATE OF NEVADA TAXICAB AUTHORITY



CERTIFICATE OF PUBLIC CONVENIENCE AND NECESSITY APPLICATION

State of Nevada Department of Business and Industry
Taxicab Authority
2090 East Flamingo Road, Suite 200
Las Vegas, Nevada 89119

702-668-4000 * Fax 702-668-4001 * www.taxi.nv.gov



STATE OF NEVADA DEPARTMENT OF BUSINESS AND INDUSTRY
TAXICAB AUTHORITY

2090 E. Flamingo Road, Suite 200
Las Vegas, Nevada 89119
Telephone (702) 668-4000 · Fax (702) 668-4001
www.taxi.nv.us



APPLICATION FEES FOR TAXICAB OWNERSHIP, REQUEST FOR TRANSFER OR SALE OF CERTIFICATE OR STOCK TRANSFER, REQUEST FOR RATE CHANGE, OR CHANGE IN ALLOCATIONS

1. \$200.00 Application Fee (Non-Refundable) for new application, transfer, or sale of certificate or stock.
2. Filing costs for Notice of Public Hearing in newspaper.
3. Applicant is responsible for obtaining a court reporter for Public Hearing, Pre-Hearing, etc. Reporter's fees vary.

APPLICANTS MUST PAY ONE - HALF OF THE ESTIMATED COST OF THE ADMINISTRATIVE PROCESS PRIOR TO THE AUTHORITY COMMENCING THE INVESTIGATION.

Applicant's Name WHC LV, LLC dba zTrip

Street Address 1300 Lydia Ave.

City, State, Zip Kansas City, MO 64106

Phone Number 816-777-1111

Social Security Number FEIN 99-3948045

Cab Company Name zTrip



**State of Nevada Taxicab Authority
Applicant Exhibit List**



Applications for Certificate of Public Convenience and Necessity in the State of Nevada, through the Honorable Taxicab Authority, must include the following exhibits to respectfully show:

- I.
A list giving descriptions of equipment to be operated is attached, marked EXHIBIT "A".
- II.
A copy of personal history of purchaser is attached, marked EXHIBIT "B".
- III.
A copy of financial statement of purchaser is attached, marked EXHIBIT "C".
- IV.
Evidence that insurance can be secured by purchaser is attached, marked EXHIBIT "D".
- V.
Proposed rates or fares and time schedule is attached, marked EXHIBIT "E".
- VI.
Certificate from county clerk to operate under fictitious name, marked EXHIBIT "F".
- VII.
A certified copy of Articles of Incorporation and a current list of officers, marked EXHIBIT "G".
- VIII.
Proposed time schedule, marked EXHIBIT "H".
- IX.
Projected performance for the first year of operation, marked EXHIBIT "I".
- X.
A complete business plan, marked EXHIBIT "J".
- XI.
The proposed area of transportation as shown in an attached map, marked EXHIBIT "K".
- XII.
List of stockholders and percent of LLC units stock held by each is attached, marked EXHIBIT "L".
Type of Stock

If applicable, name, address and phone number of attorney:

STATE OF Kansas)

)

COUNTY OF Johnson)

I William M. George, being duly sworn, depose and say that I have read the foregoing application and know the contents thereof; that the statements contained herein are true and correct and contain a full and true account of the information requested; that I executed this statement with the knowledge that misrepresentation or failure to reveal information requested may be deemed sufficient cause for denial or revocation of a Certificate of Public Convenience; that I am voluntarily submitting this application with full knowledge that Nevada Revised Statutes 463.140(s) provides "any person making false oath in any matter before the Taxicab Authority Board shall be guilty of perjury."; and, further, that I have familiarized myself with the contents of the Nevada State Taxicab Authority, as amended, and the Regulations of the Nevada State Taxicab Authority, as promulgated hereunder and agree, if licensed, to abide thereby.

I hereby expressly waive, release and forever discharge the State of Nevada Taxicab Authority Board and their agents from any and all manner of action and causes of action whatsoever which I, Nevada, the State Taxicab Authority, the State of Nevada Taxicab Authority Board and their agents, as a result of my applying for Certificate of Public Convenience in the State of Nevada.

X



Signature of Applicant

SUBSCRIBED AND SWORN TO, BEFORE ME

THIS 8th DAY OF October, 2024



Notary Public in and for said county and state

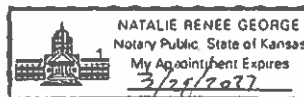


EXHIBIT “2”

EXHIBIT “2”

zTrip®

It's not just a taxi.
It's a zTrip!



WORLDWIDE



WHC Worldwide, LLC was formed in January 2018 to create zTrip, a hybrid model combining the best features of both traditional taxicabs, and newer TNC services. In the past five years we have completed more than 36 acquisitions, rebranding and reinvigorating the acquired fleet operations. zTrip is now the largest taxicab operator in the United States.

zTrip Overview

- **Mission:** To revolutionize the transportation industry by combining the best aspects of traditional taxi services with modern ride-sharing technology.
- **Experience:** Over 100 years of collective experience in the transportation industry.
- **Coverage:** Operating in multiple cities across the United States with a proven track record of safety, reliability, and customer satisfaction.

Our Services

- **24/7 Availability:** Offering round-the-clock transportation solutions.
- **Diverse Fleet:** Equipped with a wide range of vehicles, including sedans, SUVs, and wheelchair-accessible vans to cater to all passenger needs.
- **Advanced Technology:** Utilizing cutting-edge dispatch and booking systems to ensure efficiency and convenience for both drivers and passengers.

Safety & Reliability

- **Background Checks:** Comprehensive screening and background checks for all drivers.
- **Insurance:** Insurance coverage for passengers and drivers.
- **Training:** Ongoing training programs for drivers to ensure the highest standards of service and safety.

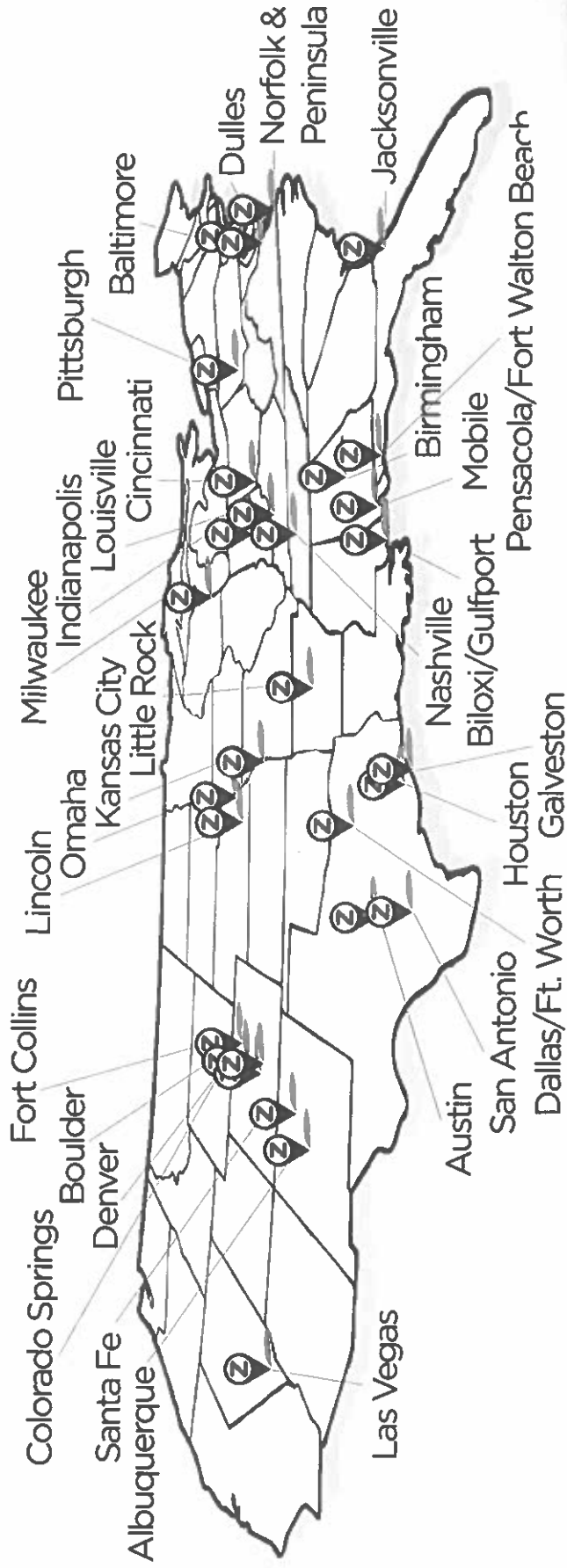


Trip[®]

The Meaning of WHC



ZTrip[®]



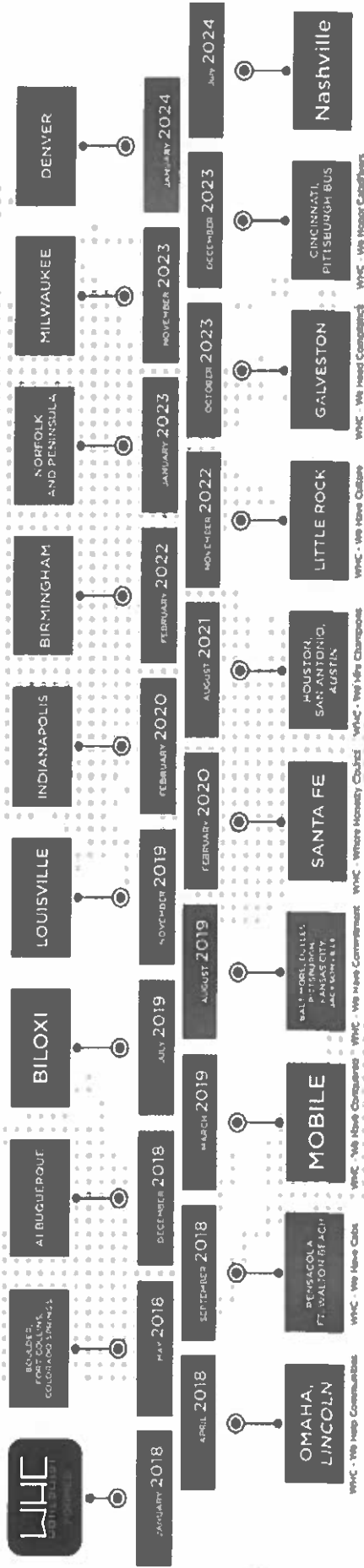
We Have Coverage

ZHIL

WORLDWIDE

ZTrip

Our Mission: Combine the best taxi service model with the best technology to create a new hybrid brand of on demand transportation.



We Have Coverage

ZTRIP
WORLDWIDE

↳ Trip®

Since our founding in 2018, we have completed more than 36 acquisitions. In each acquired city we have expanded the taxi fleets and increased customer demand. The combination of acquired and organic growth allows us to continually expand and reinvest in our fleet and technology and reward our dedicated staff.

- 20+ Million Rides
- 33 Operating Cities
- 2,800+ Vehicles
- 700+ Employees
- 3,400 Contracted Drivers
- \$100 Million Total Annual Revenue

We Have Coverage

WHL
WORLDWIDE

Trip

All Videos & Images

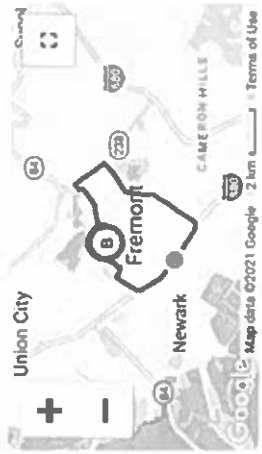
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We Have Commitment

Nov 19, 3:16 PM PST

- Unassigned (Assign)
- Vehicle B



- Sutton Court, Fremont, CA
3:42 PM PST (25m 19s)
- Sutton Court, Fremont, CA
Nov 19, 3:16 PM PST

VIDEO RETRIEVAL

Crer o rash Et n





zTrip is **committed** to a “safety first” mindset in everything we do. Our approach includes; thorough safety and security procedures, comprehensive training for all employees, ongoing safety inspection routines, safety audits, incentives that reward safe behaviors, and mandatory coaching, training and corrective actions when safe practices are not followed.

Building a strong safety culture requires continuous management focus and investment.

Each vehicle is equipped with a dash-cam. Cameras helps zTrip reduce up to 80% of collisions with predictive driver alerts.

AI-powered Driver and Fleet Safety Platform helps predict, prevent, and reduce high-risk events in real-time, giving driver’s the additional reaction time they need to prevent incidents before they occur, not after!

We Have Commitment



zTrip®

WORLDWIDE


zTrip

zMETRICZ



Driver Balances

[Click Here](#)



Revenue

[Click Here](#)



Leads Over Time

[Click Here](#)



Driver Incidents

[Click Here](#)



Booking Summary Report

[Click Here](#)



Accounts Receivable

[Click Here](#)



Maintenance Report

[Click Here](#)



Travel Information

[Click Here](#)

Well Honed Conclusions

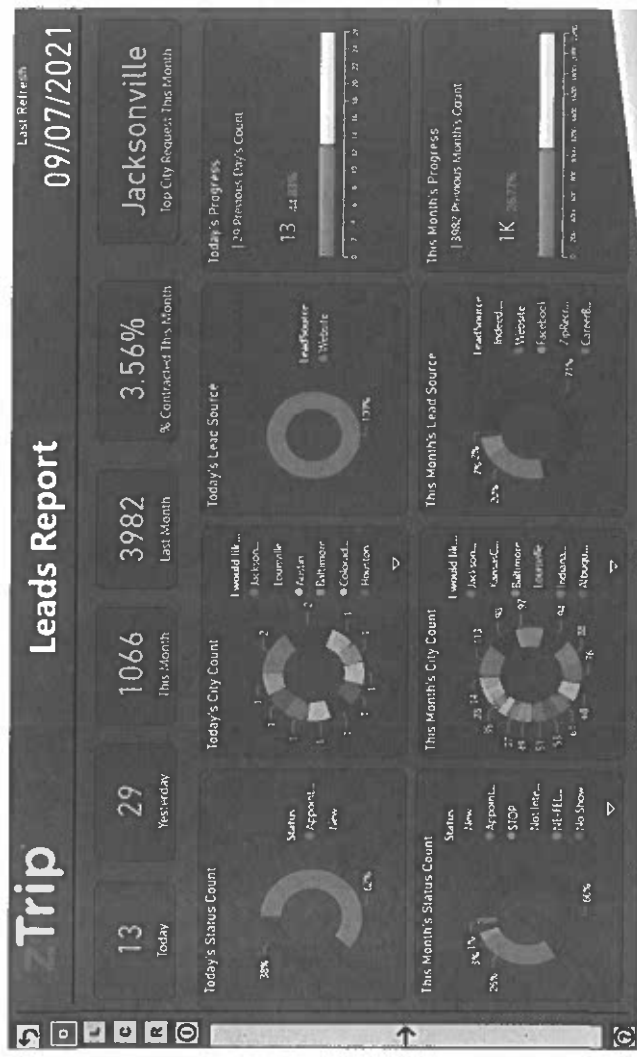
WORLDWIDE



zMetricz is our Data Analysis platform.

We use a specific set of techniques, competencies and procedures that are applied to perform the continuous exploration, iteration, and investigation of past and current business data, for the purposes of obtaining insights which lead to improved decision-making.

We apply the data help identify safer, more customer focused drivers and then use that data to find other drivers with the same data sets.



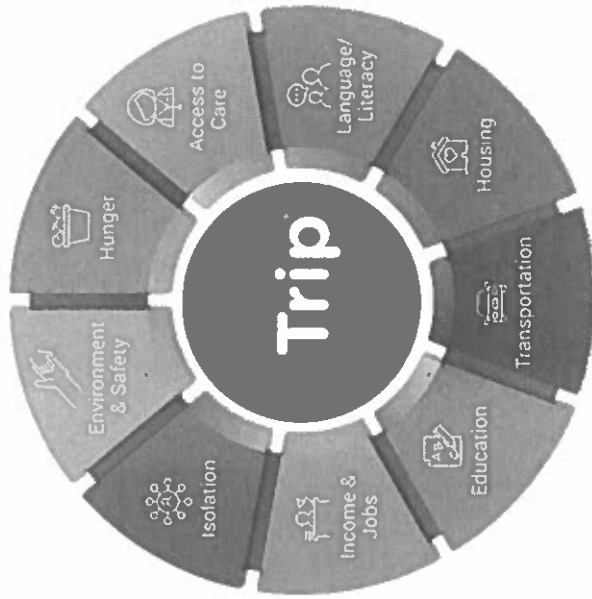
Microsoft Power BI

1 of 4

Well Honed Conclusions



Trip®



Weaving Healthy

WHL
WORLDWIDE



zTrip is an important part of each of our city's health and well-being. zTrip works with local governments and agencies to solve problems. The following are a few examples of how we operate together:

- When schools were closed, we delivered breakfast, lunch and computer tablets to students.
- We've partnered with several hospitals to provide free rides to/from vaccination sites.
- Due to staffing shortages, we've worked with local hospitals to provide off-hours transportation for staff that worked overtime.
- We created special fleets with PPE and stringent cleaning protocols to transfer discharged Covid-19 patients from the hospital to their homes.
- We created MicroTransit routes with several transit agencies to meet reduced service needs and driver shortages.

Weaving Healthy

The zTrip Worldwide logo, consisting of the word 'zTrip' in a large, stylized, white font, with the word 'WORLDWIDE' in a smaller, all-caps, white font directly beneath it. The logo is positioned in the bottom right corner of the page, set against a dark background with a network of white lines and dots.

zTrip[®]



We Hire Champions

WHL
WORLDWIDE



zTrip was founded in Kansas City by Bill George, a 38-year veteran of the taxicab and passenger ground transportation industry. Bill is an entrepreneur at heart and has led multiple private and publicly owned businesses during his career. His unsatisfying experiences with the bureaucracy of running large divisions of publicly owned companies shaped his vision for zTrip.

zTrip is a company that seeks out the best and brightest individuals, then provides them with the opportunity and freedom to create great customer experiences. Our large national footprint and resources provide tremendous support to each operation. However, we recognize that each city is unique, and our local teams need to have autonomy to deliver stellar service and financial returns.

Many of our team members have worked together for 20+ years. As we have grown, we have added talented individuals from outside the industry. The combination of historical experience and fresh ideas creates and challenging and rewarding work environment.

We Hire Champions



ZTrip[®]



We Help Communities

LJHC
WORLDWIDE

LTrip[®]

“Our mission is to use mobility to enhance the lives of our customers, driver partners and employees.” - CEO Bill George

Our management team is very involved with the local community. We participate in myriad community organizations and civic ventures. Several of our team members participate in local boards and serve on multiple civic councils.

This involvement allows us to keep abreast of the issues in our community and to serve as a resource in solving many transportation-related and civic challenges.

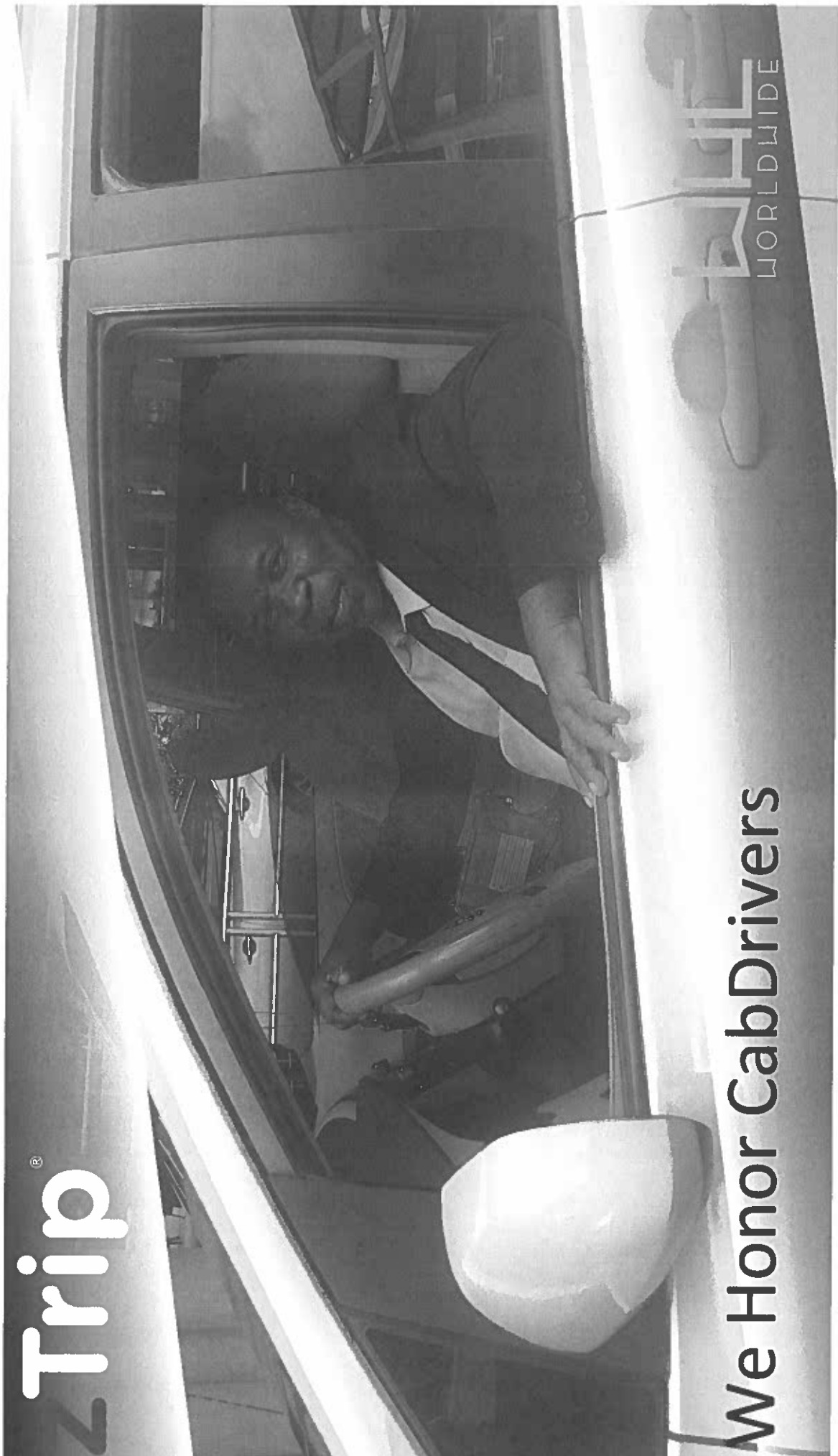


LTrip
WORLDWIDE

zTrip®

We Honor CabDrivers

BLHLL
WORLDWIDE



zTrip®



The taxicab business has a long cultural history of **Management vs. Cabdriver**. When we started zTrip, we recognized this mentality had to change. As a new company, we approached each acquisition as an opportunity for a fresh start.

In each of our cities, we create a Facebook group that allows us to connect with our cabdriver community. We share information, celebrate successes and resolve challenges. We have also created electronic feedback forms and customer surveys so we can address any issues. We do this with transparency and respect.

We regularly hold BBQ lunches to show our appreciation for the cabdrivers that choose to contract with zTrip.

We understand there's a very simple recipe for success in this business. Great customer services leads to more demand. More demand increases cabdriver income. Increased cabdriver income creates a stronger company.

We Honor CabDrivers

zTrip
WORLDWIDE

zTrip®



We Help Customers

zTrip
WORLDWIDE

zTrip®

zTrip believes in servicing the entire community.

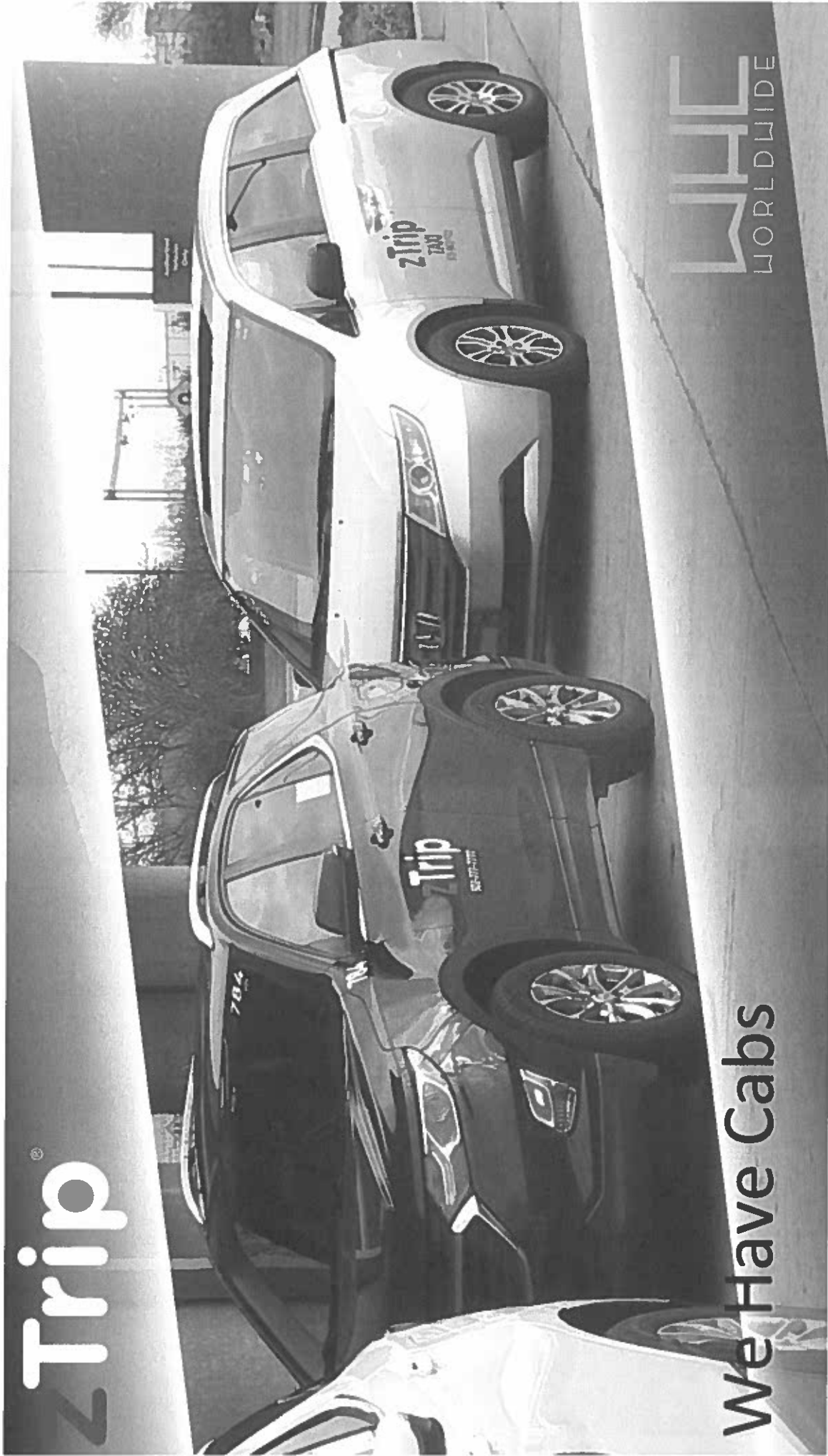
Notably, our CEO was recently awarded the Rosa Parks Spirit Award by the Kansas City Area Transportation Authority. This award was in recognition of the new KC service we developed to provide true on-demand paratransit services at a fraction of the cost of regularly scheduled service.



We Help Customers

zTrip
WORLDWIDE

zTrip[®]



We Have Cabs

WHL
WORLDWIDE

zTrip[®]

One of the most visible aspects of zTrip is the massive investment we make in our fleet. We have a dedicated supply arrangement with multiple rental car partners to acquire one model year old fleet vehicles.

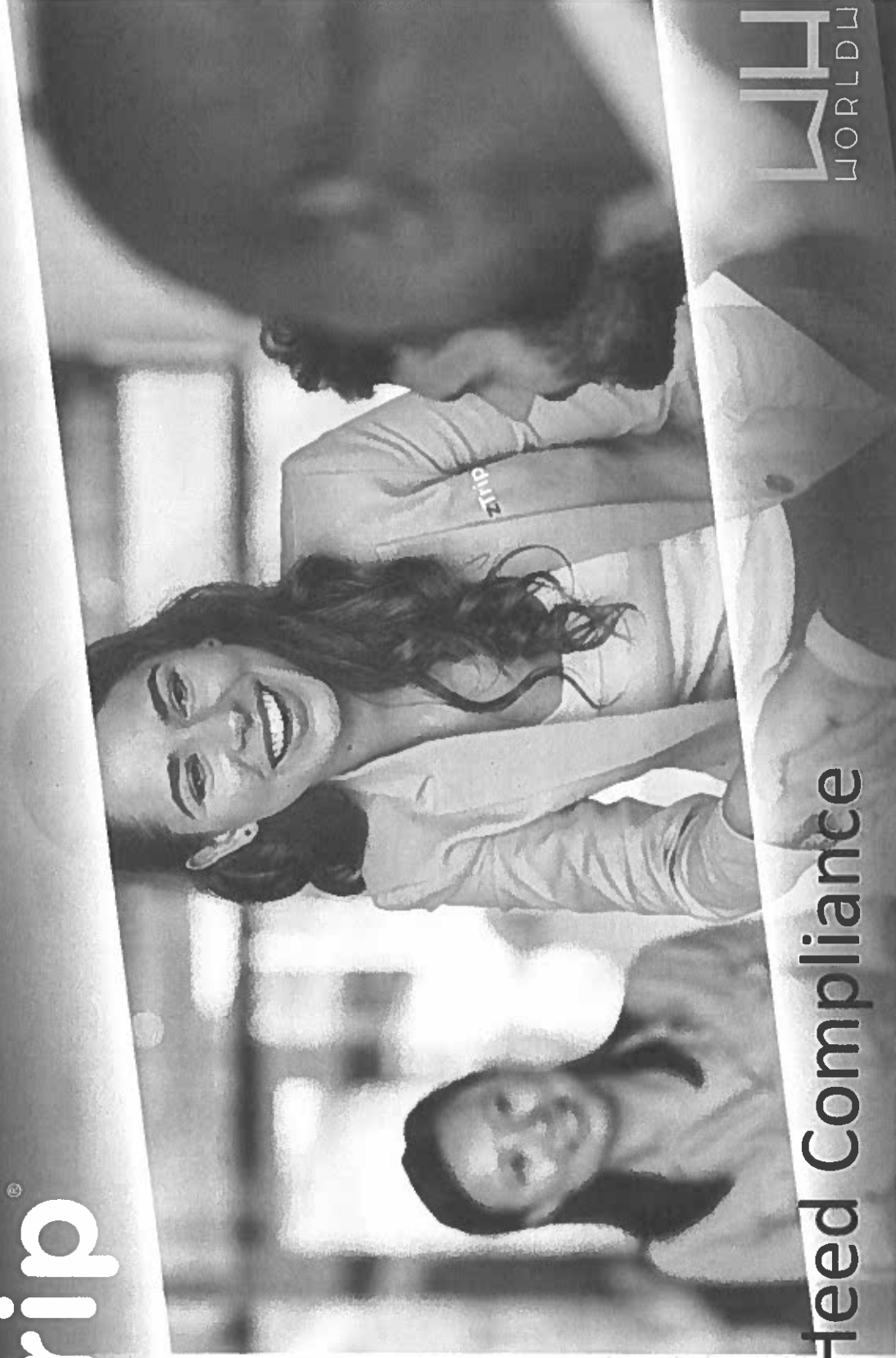
Our hybrid model and branding package eliminates the need to paint these vehicles. Our in-vehicle technology package does not require us to drill holes in the vehicles. These factors increase the resale value of the vehicles, allowing us to continually turn over and refreshen the fleet. Newer vehicles, retired with fewer miles, leads to happy cabdrivers and even happier customers.



We Have Cabs

zTrip
WORLDWIDE

Trip[®]



We Heed Compliance

WHL
WORLDWIDE

zTrip®

We tout zTrip as the perfect hybrid between traditional taxicab and TNC services. One of the tenets of our "taxicab heritage" is to follow the rules. We understand it is a privilege to operate in a city. We work diligently with local regulators to craft ordinances and rules that are safe, productive and sustainable.

Our combination of local knowledge, local resources, professional regional and national support, and global insight will enable us to be more than a transportation provider – we will be a real partner that will benefit the service and our customers.

We Heed Compliance



WORLDWIDE

ZTrip®



Where Honesty Counts

WHL
WORLDWIDE

zTrip[®]

WHC Worldwide was formed with a purpose –
To make a difference in an industry that had lost its way. This quote guides our way.

Listen with curiosity...
Speak with honesty...
Act with integrity
Roy T. Bennett

zTrip on the strip

Contact Information:

William M. George, Chief Executive
Officer WHC Worldwide, LLC
1300 Lydia Ave. Kansas City, MO 64106
(816) 777-1111
wmggeorge@ztrip.com

WHC
WORLDWIDE