

BEFORE THE NEVADA TAXICAB AUTHORITY

In the matter of the Application for a Pilot Program by Whittlesea Blue Cab and Henderson Taxi to allow a passenger using a TNC company's app to connect to a taxicab driven by a Taxicab Authority permitted driver

) **FINDINGS OF FACT, CONCLUSIONS**
) **OF LAW AND ORDER DETERMINING**
) **THE SATISFACTION OF THE**
) **COMPLIANCE ITEMS ALLOWING**
) **THE PILOT PROGRAM APPLICATION**
) **OF WHITTLESEA BLUE CAB and**
) **HENDERSON TAXI TO COMMENCE**
SEPTEMBER 1 AND TO END
OCTOBER 17, 2025

THIS MATTER having come before the Nevada Taxicab Authority Board ("**the Board**"), for the continuation of a public hearing ("**the Hearing**") held in the above-entitled manner in compliance with the provisions of the Nevada Open Meeting Law, the Nevada Administrative Procedure Act, and Chapter 706 of the Nevada Revised Statutes ("**NRS**") and the Nevada Administrative Code ("**NAC**"), at which time the Authority considered the above-entitled matter.

The Hearing was held August 20, 2025, at the Nevada State Business Center, located at 3300 West Sahara Avenue, Suite 400, Las Vegas, Nevada 89102.

PRESENT: Dan R. Reaser, Chair
Rusty Graf, Vice Chair
J.D. Decker, Member
Alex Vazquez, Member
Todd Park, Taxicab Authority Administrator
Matthew P. Feeley, Deputy Attorney General

Previously the Board granted Applicants' request for a pilot program that allows a passenger to request a taxi ride using a Transportation Network Company ("**TNC**") technology application ("**app.**") to commence September 1, 2025, subject to the satisfaction of six compliance items prior to the Board meeting of August 20, 2025. The pilot is designed to collect operational data and identify benefits and challenges in real time. Based on the evidence presented to the Board and following consideration of the arguments presented during the hearing, the Board hereby enters the following Findings of Fact, Conclusions of Law and Order (the "**Decision**"):

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FINDINGS OF FACT

1. The administrative record in this matter consists of the Application for a Pilot Program, Notices of Public Hearing, the Public Board Meeting Notices and Agendas, the Order filed August 8, 2025, and the testimony of the Applicant and interested persons in the industry. Todd Park, Administrator for the Nevada Taxicab Authority spoke on behalf of the Nevada Taxicab Authority ("the TA") to the effect that the Applicants satisfied compliance item "a," the first of the compliance items found in the August Order: the resolution of any governmental objections or concerns to an policy regarding allowing a Clark County taxicab to utilize the services of a third party whose rates are not fully regulated by the TA or are otherwise not uniform. No objections or concerns were communicated to the Administrator.

2. Applicants, through William George and attorney Kimberly Maxson-Rushton, provided an overview of the activities that satisfied the remainder of the compliance items. Compliance item "b" required clarification of treatment by the venues and an explanation or plan of how participating venues will manage pilot-participating taxicabs compared with metered taxis and TNC vehicles. The airport will be geofenced off this pilot, to give the Applicants time to work with the airport regarding parking and staging. Otherwise, passenger drop offs will be at current authorized taxicab drop off areas. Passenger pick-ups will take place where the TNC operators pick up so that taxis receiving the UberX ride can leave the pick up queue for taxis and move to the TNC pick up queue (there are certain hotels and venues that will be geofenced off the pilot due to the inability of a taxi to physically maneuver to reroute from the taxi line to the TNC pick up line because of location restrictions such as a tunnel or a fenced off route.)

3. Compliance item "c" requires clear notice and transparency for riders through customer signage both at booking and in the vehicles. Customers opt in for the taxi trip on the UberX app with

1 the fare showing up front. The driver has the tablet in the vehicle and can see the pickup/drop off areas
2 and the amount of driver pay. The new device in their taxis allows credit card payment and has a
3 messaging system that includes the Board ordered transparency notice of fare messages to passengers.
4 Different languages are available to successfully meet the needs of international passengers. The
5 message that "Las Vegas Taxicab Authority rates do not apply to this trip" remains static on the tablet
6 for viewing by the passenger throughout the trip. A sample letter was provided to communicate with
7 the hotel venues and their security staff to communicate to them the specifics of the pilot program.
8 Applicants staff will attempt to meet with each property to discuss the pilot program and to let them
9 know that taxicabs will be picking up passengers at the TNC areas.
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11 4. Compliance item "d" requires clarification of zone pricing to consumers. The airport
12 was geofenced from the pilot, thus making this issue unnecessary at this time as the rates are from the
13 airport to the zones on the strip.
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15 5. Compliance item "e," while not required by the Board, allowed Applicant to run a two-
16 week testing phase of the parameters of the application or an internal pre-launch testing to ensure
17 technological readiness and to resolve operational issues. Applicants have completed over 300 test
18 trips and state that they are having great success. They have tracked over 150 data points. Applicants
19 state they are ready to begin the pilot. With respect to compliance item "f," the Board allowing the
20 pilot to run for 30 days, Applicants requested a modification to expand the pilot length so that the pilot
21 is still active during the October board meeting, to facilitate the gathering of additional data for the
22 Administrator.
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24 6. Applicants believe that taxi ridership will significantly increase in Clark County
25 through the use of the app. William George stated that each certificate holder can use the third party
26 technology platform of their choice, but each must have its own compliance items by necessity based
27 on the differences in the technology, should they choose to use a different technology than that used
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by Applicants. Applicants advise that the reports generated from their one-hundred fifty (150) data points will be provided to the Administrator as requested. These will include minimally the increase in amount of taxi trips and any fare differential.

7. After discussion and deliberation, all members of the Board present at Hearing, having fully considered the law and being fully advised in the premises, voted unanimously to approve a motion that evidence exists that all compliance items have been met, and there is good cause to modify compliance item "F" to expand the pilot commencing September 1, 2025, to a new ending date of October 17, 2025.

CONCLUSIONS OF LAW

1. The Hearing was held in compliance with the provisions of the Nevada Open Meeting Law, the Nevada Administrative Procedure Act, NRS Chapter 706 and NAC Chapter 706.

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

3. The Board is duly constituted and may regulate the conduct of the taxicab business.

NRS 706.8818.

4. Generally, the Board may attach to the exercise of the rights granted by the allocation of taxicab medallions any terms and conditions that in its judgment the public interest may require.

NRS 706.8824(5).

5. The Board is directed by law to review the rates, charges, or fares of the certificate holders in its jurisdiction. NRS 706.8824(6)(b).

6. The Board has the authority to review and adjust, alter, or change the taxicab rates, charges, or fares for taxicab service in Clark County, Nevada, and is the only entity authorized to do so for taxicab service within its jurisdiction. NRS 706.8819(1)(a); NAC 706.471(1).

7. The rates, charges, or fares of all certificate holders within a county under the jurisdiction of the Board must be uniform, unless there is a showing that the public interest requires otherwise. NAC 706.471(3).

1 8. In conducting an administrative investigation, inquiry, or hearing, neither the Board nor
2 any of its officers or employees are bound by the technical rules of evidence, and no informality in
3 any proceeding or in the manner of taking testimony will invalidate any order, decision, rule, or
4 regulation made or approved by the Board. NAC 706.948(1).

5 9. The Board has the authority to ensure that the traveling public have access to readily
6 available, safe and reliable transportation services. In furtherance of that objective, previously the
7 Board concluded the public interest would be served by implementing compliance items prior to the
8 activation of the requested pilot program.

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10 10. In accordance with NRS 233B.121, NRS 233B.123 and NRS 233B.135, the reliable,
11 probative and substantial evidence submitted to the Board at the Hearing establishes by a
12 preponderance of such evidence, that in the public's interest, all compliance items were satisfied prior
13 to the implementation of the pilot program and that good cause exists to implement the pilot and to
14 expand the program to October 17, 2025. Thus, the expanded pilot program will commence
15 September 1, 2025, and end October 17, 2025.

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17 11. The interests, welfare and convenience of the travelling public are served by the Board's
18 consideration of the pilot program. They also are served by the designation and parameters of the
19 compliance items and the data that will be forthcoming from the pilot program.

20 12. Public policy favors approval and adoption of the pilot program.

21 13. The Board's approval of the compliance items and approval of the pilot program is a
22 reasonable and permissible exercise of its authority to regulate the taxicab industry and its rates in the
23 public interest.

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25 14. If any of the foregoing conclusions of law is more appropriately construed as a finding
26 of fact, it may be so construed.

ORDER

THEREFORE, IT IS HEREBY ORDERED:

1. The Board hereby implements Applicants' pilot program commencing September 1, 2025, and ending October 17, 2025, as all compliance items have been met.
2. Applicants will provide the Administrator with data reports as requested.
3. This matter will be revisited during the October 15, 2025, Board meeting.
4. The Board retains jurisdiction to correct any error that may have occurred during the drafting or issuance of this Order.

DATED this 26th day of September 2025.

STATE OF NEVADA
TAXICAB AUTHORITY BOARD

By: *Dan R. Reaser*
Dan R. Reaser, Chair.