

## BEFORE THE STATE OF NEVADA TAXICAB AUTHORITY

IN RE: APPLICATION OF  
WHITTLESEA BLUE CAB AND  
HENDERSON TAXI FOR A PILOT PROGRAM

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APPLICATION FOR A PILOT PROGRAM

COMES NOW, Whittlesea Blue Cab ("WBC") and Henderson Taxi ("Henderson") (collectively referred to as "Applicants") by and through their counsel, Kimberly Maxson-Rushton, Esq. of the law firm, COOPER LEVENSON, P.A. and hereby submits this application to the Nevada Taxicab Authority ("TA") to conduct a pilot program that will allow a passenger to connect to a taxicab using a technology network company's ("TNC") app. Applicants submit this application and the corresponding exhibits in accordance with provisions contained in Nevada Administration Code ("NAC") 706.912 (**Miscellaneous applications for relief.**) All notices, pleading documents and correspondence pertaining to this proceeding should be directed to the following individual:

Kimberly Maxson-Rushton, Esq.  
COOPER LEVENSON, Attorneys at Law  
3016 W. Charleston Blvd., Suite 195  
Las Vegas, NV 89102  
krushton@cooperlevenson.com

I.

Basis for the Pilot Program

On April 4, 2025, the Taxicab Authority ("TA") authorized Applicants to engage in a pilot program that allows a passenger to secure (hail) a taxi ride using a TNC app. The objective being to determine the specific benefits passengers and drivers gain when a taxi ride is dispatched through a TNC app. In addition, through the pilot program the TA will have real time data about the comparability between a meter rate and the up-front pricing supplied through the TNC app.

Applicants submit the following relative to how the pilot will function operationally. Specifically:

- Taxi trips secured through the Uber app will be priced by Uber.

- A customer will only be able to access a taxi through the **UberX** option.
- A driver will see the trip offer and “driver pay” price, with the option to accept or reject the trip.
- A customer will see that a taxicab has accepted their trip and has an option to choose another vehicle if they don’t want a taxicab.
- The taximeter will run in the background and record what the actual taxicab fare would have been.
- The 3% excise tax will be charged on the total fare paid by the customer through the Uber app.
- Uber will remit the 3% excise tax it collects through Autocab to zTrip, which will remit that same tax to the Nevada Dept. of Taxation.

All trips performed during the pilot will be taxi rides and should not be considered TNC trips as defined by Nevada Revised Statute (“NRS”) Chapter 706A. Specifically, the service will be provided by a TA permitted taxi driver required to maintain all operational and insurance obligations mandated pursuant to NRS Chapter 706 such as, NRS 706.8828 (**Insurance**); 706.8832 (**Mobile radio**); and 706.8837 (**Standards for taxicabs**).

## II.

### Benefits of the Pilot Program

Applicants submit that this pilot program is clearly in the public interest. At all times, the customer is aware that their ride will be performed by a taxicab, and they have agreed to it. Moreover, both the passenger and the driver are provided the rate in advance of the trip and given the option to accept or decline the taxi trip.

The primary objective of the pilot is to demonstrate the multiple benefits the taxi industry and the traveling public will receive by allowing a TNC to dispatch taxi rides. Without question, all trips generated through this pilot program will demonstrate a net gain to the total number of taxicab trips performed in Clark County.



1 III.

2 Support for Pilot Program

3 To ensure the pilot is consistent with the TA's expectation, please find the following supporting  
4 information / data: flowcharts depicting the flow of funds, payment of the 3% excise tax and the  
5 respective TA "trip fees" of \$.20 and \$.05; See, attached Exhibit 1 (marked "CONFIDENTIAL").  
6 The exhibit further demonstrates that utilization of a TNC app to connect a passenger to a taxi is no  
7 different than Universal Dispatch or Kabit sending trips to member taxicab companies.

8 Additionally, Applicants note for the TA's consideration the fact that currently, zTrip is  
9 providing this specific service in other jurisdictions in the United States. As such, zTrip has  
10 firsthand knowledge of the benefits of TNC dispatch and pricing, the ease in which the proposed  
11 pilot program can be implemented and the results it will produce - an increase the number of taxi  
12 trips in Las Vegas.

13 IV.

14 Terms of Pilot Program

15 During the pilot period WBC and Henderson agree to provide the following reports to the TA  
16 monthly or as requested by the TA:

- 17 • The fare(s) Uber charges to the taxi customer(s)  
18 • The payment Uber remits to the driver  
19 • The taximeter fare  
20 • Customer feedback

21 V.

22 Authority

23 Applicants request to initiate the proposed pilot program as a means of demonstrating the value  
24 taxicabs and passengers gain by allowing a passenger to book a taxi ride via a TNC app. To this  
25 end, Applicants recognize the historical importance of taxis in Clark County having uniform rates.  
26 If the pilot program is authorized, the TA retains the authority to monitor the respective rates that  
27 passengers - booking through a TNC app - pay in comparison to the currently approved meter rate.  
28 See, NAC 706.461. Thereby, ensuring that the public interest is being served throughout the term of

1 the pilot program. The public interest will also be served through the pilot program as it will provide  
2 greater opportunities for residents to obtain taxi rides in areas away from Las Vegas Blvd – through  
3 the use of the TNC app. For these reasons, Applicants submit that good cause exists to deviate from  
4 NAC 706.461 during the pilot program. See, NAC 706.876.

5 VI.

6 Conclusion

7 In 2017, the Nevada legislature authorized taxis, operated by an independent/contract driver, to  
8 perform TNC services. Although the statute allows for it, to date, the ability of a taxi to perform  
9 TNC services has never come to fruition. However, what has occurred is a recognition that  
10 passengers like up front pricing and the option of choosing their means of transportation. Therefore,  
11 the proposed pilot will provide taxis in Clark County with the ability to increase ridership without  
12 compromising safety (i.e. permitted drivers, cameras in the car, mandatory vehicle maintenance,  
13 etc.). Additionally, the pilot is in furtherance of Governor Lombardo’s pronouncement that good  
14 businesses and innovative ideas are what drive Nevada – WBC and Henderson have a long history of  
15 operating good taxi businesses and, per this pilot program, seek to bring new, innovative ideas  
16 (solutions) to Nevada’s taxi industry.

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18 DATED this 5th day of June, 2025.

19 */s/ Kimberly Maxson-Rushton*

20 Kimberly Maxson-Rushton, Esq.  
21 COOPER LEVENSON, P.A.  
22 3016 West Charleston Blvd., Ste. 195  
23 Las Vegas, NV 89102  
24 (702) 366-1125  
25 krushton@cooperlevenson.com  
26 *Attorney for Applicant*  
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**EXHIBIT 1 is filed under a claim of CONFIDENTIALITY as to  
Exhibit 1, which has not yet been resolved by the Taxicab  
Authority**

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