

APPLICATION FOR A PILOT PROGRAM

Deluxe Taxicab Service 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 ("TNC") app i.e (Uber). All notices, pleading documents and correspondence pertaining to this proceeding should be directed to:

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OVERVIEW OF PILOT PROGRAM

1. We are seeking authorization of a pilot program for the duration of 90 days to provide Uber App users (riders) within Las Vegas the ability to have their rides serviced by a licensed taxicab with our technology provider Curb Mobility, LLC who currently operates replicant pilots and/or programs within numerous cities across the United States.
2. Uber App users who are selecting ride options from Uber's menu i.e (UberX) can get a private vehicle or a licensed taxicab to service their ride through referring a ride offer into Curb's dispatch system, where a taxi with Curb's in-vehicle technology can have the option to accept, decline and/or ignore the offer. If a ride is assigned to a taxi, an Uber rider will be able to identify this through being notified and provided vehicle specific information within their rider app. The driver will have the same User experience as they are already used to for accepting Curb Ehaul trips, as rides will be coming in through Curb's dispatch system. The Uber driver app will not be utilized for vehicles operating with Curb's in-vehicle technology.
3. Uber App users (riders) will be aware of the pre-negotiated rate that was accepted when booking the trip and how these rates are not subject to the regulated taxi rates set by the TA. This will be accomplished through an in-app experience, and/or physical or digital signage within the taxi.
4. Fares for the program will be consistent within Uber's existing upfront dynamic model. Riders will be provided with a fare upfront and will not change contingent if the ride is assigned to a private vehicle or taxi. Fares to drivers will be provided upfront as well, and



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the fare offered to the driver will be the total fare they are compensated for the ride (pre-tip, and/or any other additional fees to help increase a driver's compensation within Uber's existing operating model such as "wait-time fees").

5. For the duration of the pilot program the trips will be conducted throughout Las Vegas except for the airport and strip.
6. Drivers interested in receiving referrals through this program will opt-in directly with Deluxe Taxicab Service and Curb and receive referral trips. If a driver wishes not to participate within the program, they will also have the option to opt-out at any time with Deluxe Taxicab Service and Curb, and can rejoin the program at any time.
7. All relevant taxes, surcharges, fees, and assessments applicable to taxi trips are included within the fare (Collected by Uber) and passed through to the appropriate parties/agencies through the local taxi operator. Examples of such surcharges/fees specific to Las Vegas are the 1) 3% excise tax 2) the TA trip fees of \$0.20 & \$0.05.
8. All payments to drivers will be in alignment within the current structure set up between Curb and the Deluxe Taxicab Service within Las Vegas, where drivers will be paid within the same orientation for any other street hail and/or dispatched ride.
9. Deluxe Taxicab Service will be able to provide data on the program to the extent needed for the TA. Such information as provided within the past to other regulatory bodies are
 - a. Rider and Driver payment
 - b. Taxi meter fares for the same rides conducted through the Uber referred program
 - c. Industry feedback
 - d. Program impact analysis

All trips will be performed by a TA permitted taxi driver that maintains all required operational and insurance obligations set by Nevada Revised Statue Chapter 706. Trips performed during the pilot will be considered taxi rides and should not be considered TNC trips as defined by Nevada Revised Statute Nevada Revised Statue Chapter 706.

PROMOTION OF PILOT PROGRAM

The objective of the pilot program is to exemplify the benefits for the taxi industry and the riding public. By incorporating taxis into the supply network of TNC's riders within local areas will experience better ETA's in addition to more dense coverage within less covered geographical areas, providing for better and more reliable transportation. Drivers and operators benefit from receiving an additional supplement of jobs which don't cannibalize existing rides which bring numerous benefits (**This can be seen within Exhibit 1**) in addition to making the taxi industry more attractive by bringing drivers back to the industry and increasing the number of active medallions.

**EXHIBIT 1 is filed under a claim of CONFIDENTIALITY as to
Exhibit 1, which has not yet been resolved by the Taxicab
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