DEPARTMENT OF BUSINESS AND INDUSTRY
TAXICAB AUTHORITY

MINUTES OF AUGUST 20, 2025 BOARD MEETING

1. Call to Order

Chair Reaser called the regularly scheduled monthly meeting of the Nevada Taxicab Authority Board to order at 9:30 am. The meeting was held at 3300 W. Sahara Avenue, Suite 400, Las Vegas, Nevada.

Board Members Present:

- Chair Dan Reaser
- Vice Chair Rusty Graf
- Member JD Decker
- Member Vazquez
- Matthew Feeley, Deputy Attorney General

Board Members Absent:

- Member Weekly

Taxicab Authority Members:

- Todd Park, Administrator
- Lona Webb, Attorney
-

The Chairperson confirmed that the meeting was properly posted in accordance with Nevada's Open Meeting Law, as verified by the Secretary.

2. Public Comment

Chair Reaser opened public comment. No comments were offered by attendees in Las Vegas or remote participants.

3. Approve Board Meeting Minutes from July 16, 2025, Board Meeting - (For Possible Action)

The minutes of the July 16, 2025 meeting were presented for review.
Motion to approve by: Vice Chair Graf. Second by: Member Decker. Motion passed.

Administrator Announcement Public Comment Re-opened:

Administrator Todd Park reported recent changes at the Nevada Taxicab Authority and the Nevada Transportation Authority. He stated that he had been appointed by the Director's Office to oversee operations of both agencies. Enforcement will now be consolidated under a single chief.

Administrator Park introduced **Chief Dominic Del Padre**, newly appointed to oversee enforcement at the Nevada Taxicab Authority and the Nevada Transportation Authority. Chief Del Padre provided a brief background: he previously served 20 years with the Department of Public Safety (Highway Patrol and Training Division) and is a veteran of the U.S. Air Force. The Board thanked him for his service and welcomed him to the role.
Item closed.

4. Industry Discussion *(For Discussion Only)*

Members of the regulated community addressed the Board:

Cheryl Gibbons (Z Trip):
Ms. Gibbons expressed serious concern regarding a matter before the Nevada Transportation Authority (NTA) involving *Paradise Transportation (also referred to as the Boring Tunnel/Tesla project)*. She stated:

- The company is seeking to operate over 100 above-ground vehicles prior to the tunnel completion (estimated 2040).
- Their proposed "per capita" fare structure functions effectively as taxi operations, in direct competition with the regulated taxicab industry.
- Rates proposed ($5 for 0–3 miles, $10 for 4–6 miles, $12 for 6+ miles) compete with taxi zone rates but do not include the $0.25 per-trip taxicab fee.
- The proposed service overlaps existing flat-rate taxi zones, undermining industry efforts to combat long-hauling and promote rate transparency.
- The company's tariff allows a single fare for multiple passengers traveling to the same destination, making it equivalent to a taxi operation.
- She characterized the proposal as a potential "industry killer."
- Ms. Gibbons requested that the Taxicab Authority participate in the upcoming NTA hearing (scheduled for August 28, 2025) to represent the taxicab industry's interests.

Desiree Dante (Lucky, Nellis, and Western Cab):
Ms. Dante concurred with Ms. Gibbons' concerns, emphasizing that the introduction of 100+ vehicles in already congested areas would negatively affect both traffic and industry sustainability. She confirmed her companies would file petitions for leave to intervene and would be present at the August hearing.

Mario Locascio (Deluxe Taxi):
Mr. Locascio stated his company had already filed to intervene and would also participate in the NTA hearing. He supported the concerns raised by Ms. Gibbons and Ms. Dante. Warned that the proposal could dismantle the Nevada taxi system, historically modeled internationally. Stated that many drivers already work 12-hour shifts to make ends meet, and the additional competition could cut revenues by 20–35%.

Mike Malloy (ACab Taxi):
We are also filing jointly to intervene. Opposed the proposal, citing potential revenue loss for drivers, companies, and the TA. Noted that participation in the NTA proceeding is critical to industry survival.

Michael Bailin (Taxi Management):
Expressed support for prior speakers, concurring that the proposal would be detrimental. Noted the importance of unified industry opposition.

Board Discussion:

Chair Reaser: Asked clarifying questions regarding the filing status of the application.

Cheryl Gibbons: Reported that Paradise Transportation filed in December 2024, with supplemental filings. She obtained copies of the application earlier in the week but had not fully reviewed them. Expressed concern that the proposal was initially intended to be limited to underground tunnels (projected for completion around 2040) but has now shifted to above-ground operations.

Member Decker: Asked whether the LOA viewed the NTA as the appropriate venue for the application.

Cheryl Gibbons: Expressed personal opinion that the application should properly fall under the TA, noting stricter financial disclosure requirements and more qualified staff to evaluate such an application.

Additional cross-discussion clarified that current Boring Company tunnel operations were only partially open (e.g., Convention Center loop, Encore segment).

Chair Reaser

- Observed that, depending on statutory interpretation, jurisdiction may not lie with the NTA, in which case judicial appeal could be required.
- Industry representatives argued that the proposed tariff structure does not constitute a per-capita service, as advertised, and may improperly include service to Harry Reid Airport.
- Questions were raised regarding potential grounds for a lawsuit if the application proceeds.
- Chair Reaser asked whether the Board had statutory authority to act as an industry advocate.
- Industry representatives suggested the Authority's duty to foster sound economic conditions could provide standing.

Kimberly Maxson-Rushton, Esq. (Cooper Levenson, for LOA):

- Advised that the Board could direct the Administrator to communicate concerns to the NTA, noting the Board's statutory role to ensure sound economic conditions in the taxi industry.
- Reported that LOA petitions for leave to intervene (PLTI) had been denied by the NTA, contrary to regulatory provisions presuming standing for similarly situated carriers.
- Explained that denial left LOA entities limited to participation as Protestants at hearings, with possible remedies via judicial review under **NRS Chapter 233B** or declaratory relief under **NRS Chapter 30**.
- Noted the lack of demonstrated "market need" in Paradise Transportation's application compared to requirements imposed on other carriers.

Chair Reaser

- Chair Reaser expressed concern regarding the Administrator's dual role with both agencies, raising potential conflicts of representation. Ms. Rushton confirmed this was a concern for the LOA.
- Chair Reaser concluded by stressing the importance of clarity on jurisdiction between agencies, noting such disputes are usually resolved administratively rather than in court.

Deputy Attorney General Matthew Feeley clarified that no formal action could be taken at this meeting as the matter was not agendized.

Mario Locascio (Deluxe Taxi) and **Mike Malloy (ACab Taxi)** stated that the applicant's service mimics taxicab operations without compliance, setting a precedent for non-metered operations.

Desiree Dante (Lucky/Western/Ellis Cab) and **Michael Bailin (Taxi Management)** urged that any approved pilot program should be open to all companies, rather than requiring separate filings.

George Balaban (Desert Cab/Virgin Valley) raised ongoing concerns regarding illegal operators, particularly downtown. He recommended increased enforcement presence and legislative workshops to address enforcement challenges.

Further discussion noted difficulties in conducting solicitation stings under current law and the need for statutory revisions.

Chair Reaser emphasized that evidence of illegal operations had been shared with and acknowledged by the Director and urged continued collaboration to improve enforcement. Desiree Dante and Michael Bailin's comments will incorporate reference into agenda item 9.
The Board received the comments without action.

5. **Report by the Administrator re status of appointment of hearing officer, interventions, and prehearing tasks regarding the Amended Application of Desert Cab Co. to Adjust Taxicab Charges to Include a Fifty-Cent ($0.50) Pass Through Software License Charge Incurred as the Result of a Negotiated License Agreement by KAPTYN with third-party patent owner IVSC IP, LLC on Every Taxi Trip. (For Discussion and Possible Action)**

Report by Hearing Officer:

- Proceedings remain scheduled for September 17–19, 2025.
- A second amended application was received and noticed for publication.
- A motion to prohibit and a motion for reconsideration are pending, with opposition filed.
- The second amended petition incorporates prefile testimony of several individuals into the factual allegations.
- Pre-hearing briefs and exhibits are due September 5, 2025.
- Discovery had closed.
- No settlement had been reached.
  Item closed.

6. **Public Hearing-Application for a Pilot Program by Whittlesea Blue Cab and Henderson Taxi. The pilot program will allow a passenger using a technology network company's app to connect to a taxicab driven by a Taxicab Authority permitted driver with all operational and insurance obligations mandated by NRS Chapter 706 required for those services. (For Discussion and Possible Action)**

- At the July 2025 meeting, the Board conditionally approved the application subject to six compliance requirements, with effectiveness deferred until compliance was confirmed.
- Order issued August 8, 2025.
- Compliance review scheduled to determine readiness for program launch on September 1, 2025.

Petitions to Intervene:

- Several interventions were filed in early August by Nevada Yellow, Star, New Cab, Taxi Management, Virgin Valley, and Desert Cab.
- Clarified on the record that filings relate to separate proceedings.

Applicant's Presentation:

- **Counsel:** Kimberly Maxson-Rushton (Cooper Levenson) on behalf of **ZTrip/Whittlesea Blue Cab/Henderson Taxi.**
- **Presenter:** Bill George, CEO of ZTrip.

Compliance Items Addressed:

- **Integration with Uber Platform:**
    - Customers using UberX may opt into allowing a taxi to fulfill trip requests.
    - Transparent rider experience: upfront fare, driver identity, and trip tracking displayed in the Uber app.
- **Driver Acceptance:**
    - Trips routed to taxi drivers through in-cab tablets.
    - Drivers see fare, pickup/drop-off, and can accept or decline trips.
- **Technology Investment:**
    - All 511 vehicles equipped with new back-seat devices capable of multi-function payment (tap, card, account), messaging, and disclosure displays.
- **Rider Notification:**
    - Static message during trip: *"Your trip was booked through Uber. Your trip cost is available in your Uber app. Las Vegas Taxicab Authority rates do not apply to this trip."*
    - Message available in multiple languages.
- **Drop-off Locations:**
    - To occur at authorized taxi stands/locations.
    - Residential and off-Strip drop-offs unchanged (at passenger's direction).
    - **Airport excluded** during pilot period (geofenced out). Future inclusion subject to further consultation.
- **Pick-up Locations:**
    - Outside Strip/airport: standard taxi pick-up points.
    - At Strip properties: pickups will occur in designated TNC areas.
    - Drivers may leave taxi queues to service TNC-area pickups except where physically impossible (e.g., Bellagio tunnel), which will be geofenced.

Board Questions:

- Chair Reaser confirmed that drivers in restricted queues (e.g., tunnels) will not receive Uber trips.
- Clarifications given on geofencing and operational safeguards.
- Presentation noted future customization opportunities, including QR codes for events/tourism links.

The Board reviewed whether compliance conditions from the August 8 order had been satisfied to allow the September 1 start of a 30-day pilot program integrating certificated taxicabs into the Uber platform.

Applicant Presentation:

- Mr. Bill George, CEO of ZTrip, presented compliance evidence including consumer disclosures, in-vehicle signage, venue communications, geofenced airport exclusion, and results of over 300 test trips.
- The backseat tablet system was demonstrated, showing multilingual disclosures that Authority rates do not apply to Uber-booked trips.
- Data revealed significant rider demand during testing, underscoring potential industry benefits.

Board Review of Compliance Items:

- Governmental consultation: Administrator confirmed discussions with the Governor's Office, the Director of Business & Industry, and the LVCVA, with no objections raised.
- Venue treatment: Applicant provided letters and outreach plans for hotels, casinos, and security staff.
- Consumer signage: Disclosures were incorporated into the app, in-cab displays, and venues (except airport, which was geofenced out during the pilot).
- Zone pricing: Confirmed not applicable due to airport exclusion.
- Testing: More than 300 controlled test trips completed with over 150 data points tracked.
- Reporting: Applicant committed to provide preliminary and final reports to staff and the Board.

Member Decker moved to find the compliance item satisfied and expand the pilot program from September 1 through October 17, 2025.
Second by: Member Vazquez. Motion passed.

Discussion item:
Chair Reaser requested for Lona Webb to prepare final order.
All in favor. No further discussion meeting for review.
Item closed.

7. **Continued fiscal discussion re the Taxicab Authority and the upcoming biennium 2026-2027, including action plan (For Discussion and Possible Action)**

Administrator's Report
Administrator Park provided an overview of the Authority's financial condition, referencing information contained in the handouts distributed to the Board. He commended Curtis Mell for his work in compiling financial data, including revenues, fines, and driver permitting fees.

- Administrator Park noted that fines and driver permitting revenue account for approximately 5% of the Authority's total revenue. While raising fines could provide some additional funds, it would not resolve the broader budget challenges currently facing the agency.
- Fine schedules are established under the Nevada Revised Statutes (NRS) and are binding on the Authority. Hearing Officer Ms. Webb oversees the imposition of fines, and Administrator Park praised her work in conducting hearings.
- Ride volume has trended downward over the past several years. Although recent numbers show a recovery closer to pre-COVID levels, the overall long-term trend remains negative. Administrator Park stated this is one of the reasons he supports the introduction of new technology into the industry as a means to stimulate ridership.

Board Questions and Responses

- Member Decker asked whether the fines assessed are retained by the Taxicab Authority or directed to the State's General Fund. Administrator Park confirmed that the fines are retained by the Authority and applied to its budget.
- Member Decker inquired about the average fines imposed. Attorney Webb responded that:
  - A typical traffic violation (e.g., speeding, running a red light) averages $80, depending on the offense and timing within a twelve-month period.
  - For unlicensed business transactions (UPTs), the fines typically range between $1,000 and $2,000, with approximately 95% collection rate.
- The Chair noted the significant disparity between minor traffic fines and UPT fines, highlighting the material impact of enforcement in this area.

Conclusion
The fiscal discussion was received as an informational item. No board action was required.
Item closed.

8. **Public Hearing-Taxicab Authority annual review required by NRS 706.8824(6) of existing rates, charges or fares and existing allocation of taxicabs, of the certificate holders in its jurisdiction. The hearing will be conducted pursuant to NRS Chapter 2338, NRS 706.8824, NRS 706.8818, NRS 706.8819 and NAC 706.909, NAC 706.471 and NAC 706.924, and is expected to involve discussion of, but is not limited to NRS. Chapter 706 and NAC Chapter 706 generally, and any other relevant statutes and regulations. (For Discussion and Possible Action)**

Livery Operators Association (LOA): Kimberly Maxson Rushton, Cooper Levinson.
Consultant: Jeremy Aguero, Principal, Applied Analysis.

Kimberly Rushton recounted the Board's statutory obligation to conduct an annual review of taxicab rates, fees, and charges. Historically, timing and methodology have varied across administrations. LOA engaged Applied Analysis to propose an objective, formula-based framework to structure the annual review and avoid cyclical, crisis-driven adjustments.

Expert Testimony (Jeremy Aguero, Applied Analysis):

- Outlined multiple options for implementing a formula-based approach to annual rate adjustments.
- Emphasized goal: avoid historic "cost-chasing" where inflation and expenses outpaced stagnant rates, creating financial stress for certificate holders.
- Confirmed recommendations were consistent with the LOA memorandum dated July 11, 2025.
- Formula concept:
  - Annual adjustment: Use Consumer Price Index (CPI) data from the U.S. Bureau of Labor Statistics, specifically indices tied to intracity transportation (taxis, buses).
  - Convert inflation index into a percentage applied to the drop rate.
  - Cap adjustment at +5% annually, with a floor of 0% (no automatic decrease).
  - Every five years, conduct a comprehensive "true-up" review of costs (labor, fuel, materials, etc.) against rates, to ensure alignment with industry economics.

Board Questions and Concerns:

- Chair Reaser emphasized the importance of determining whether adoption of a formula-based adjustment process would require formal regulation rather than an order. Counsel was directed to confer with the Attorney General's Office and return with guidance.
- Members expressed general support for the concept of a structured, formula-based review as a helpful baseline for annual evaluations but cautioned against binding future boards without regulatory authority.
- Member Decker stated the Board should not adopt a formula as binding absent regulation, noting the statute requires only an annual review, not an automatic adjustment.
- Members agreed the formula concept is a useful guide, but the Board must retain discretion and flexibility.

Industry Position (LOA Counsel):

- Acknowledged the Board's concerns and reiterated that the intent was to introduce a structured starting point for reviews, not to foreclose applications by individual carriers.
- Confirmed the LOA anticipates submitting a separate application later in 2025 for rate modifications, possibly including zone rate adjustments, based on financial analysis.

Board Action:

Motion: Member Decker moved that the Board concludes its statutory annual rate review for 2025, finding no adjustment is warranted at this time.
Action: Approved (moved, seconded, and carried).

Clarification: Action does not preclude any certificate holder or association from filing a future application for rate modification.

Conclusion:

- The Board directed staff and counsel to:
    - Seek Attorney General guidance on whether adoption of a formula-based process requires regulation.
    - Place the matter on the October 2025 agenda for further discussion of procedural options.
- Chair Reaser thanked Mr. Aguero and Ms. Maxson-Rushton for their presentation, noting the proposal provides a valuable framework for future discussions.

Preservation of Board Discretion:

- Chair emphasized that Board authority cannot be delegated or limited by a mandatory formula.
- Recommended that any policy language use "may" rather than "shall," ensuring the Board retains discretion to determine whether to adopt an index adjustment in a given year.
- Counsel and members agreed the formula should serve as a baseline reference point, not a binding mandate.

Additional Discussion:

- Use of CPI Transportation Sub-Index: Aguero confirmed it is referenced in other contexts, though uncertain how widely adopted by transportation industries specifically. He stated it is closely monitored by policymakers, economists, and the Federal Reserve.

- Review Cycle (3 vs. 5 years): Chair questioned whether there was any particular justification for a 5-year comprehensive review versus a 3-year cycle, noting that the Public Utilities Commission (PUC) is statutorily required to conduct general rate cases every three years.
- Aguero: Indicated there was no “magic” to 5 years; a 3-year review could also be defensible. The choice reflects policy preference for balancing administrative burden with the need for regular alignment.

Counsel’s Clarifications (Maxson-Rushton):

- Formula would not eliminate the ability of any certificate holder to file an independent application for rate modification at any time.
- Industry anticipates filing a separate application later this year to request adjustments, based on 2025 financial data. The formula is intended to govern future reviews, reducing ad hoc disputes.

Summary of Key Points:

- Formula proposal: annual CPI-based adjustment (0%–5%) + 5-year true-up.
- Board discretion must be explicitly preserved in any order or regulation.
- Future applications (e.g., zone rate modifications) would remain unaffected.
- Next steps: further analysis of index options, cycle length (3 vs. 5 years), and draft language ensuring Board authority is maintained.
  Item closed.

9. Public Hearing-Application for a Pilot Program by Deluxe Taxicab Service. The pilot program will allow a passenger using a technology network company's ("TNC") app (i.e. "Uber") to connect to a taxicab serviced by Curb Mobility, LLC's ("Curb") dispatch system and Curb's in-vehicle technology and driven by a Taxicab Authority permitted driver. The rates may vary from current regulated taxi rates set by the Nevada Taxicab Authority. The hearing will be conducted pursuant to NRS Chapter 2338, NRS 706.8818, NRS 706.8819, NAC 706.4711 NAC 706.876, and NAC 706.924, and is expected to involve discussion of, but is not limited to NRS Chapter 706 and NAC Chapter 706 generally, and any other relevant statutes and regulations. (For Discussion and Possible Action)

Interventions
Chair Reaser summarized petitions to intervene filed by A-CAB, Checker/Star, YCS, Taxi Management, Virgin Valley, and Desert Cab.

Moved: Vice Chair Graf moved to approve the interventions.
Action: Approved (moved, seconded, and carried).

Applicant Presentation

Mario Locascio (General Manager, Deluxe Taxi): Stated Deluxe will participate and test multiple platforms (including Curb; may also test other approved technologies) to evaluate performance firsthand.

Darrell Tamam (Head of Mobile, Curb Mobility):

- Company scope: Operating in ~65 U.S. cities, powering ~100,000 drivers, 30+ years in the industry.
- Program experience: Curb–Uber referral integrations in other markets have shown benefits across the ecosystem, particularly driver earnings growth and more hired/engaged time, without cannibalizing existing street-hail or dispatch trips.

- Core request & parameters:
    1. Pilot duration: 90 days (vs. 30–45) to allow ramp-up, saturation, dispatch optimization, and sufficient trips for meaningful evaluation.
    2. Program rides would flow through Curb's technology stack for participating fleets.
    3. Taxi-queue handling: At sensitive properties (distinct from locations geofenced off entirely), Curb proposes an opt-out configuration so specific partners/drivers can avoid receiving offers while in queue, beyond the universal ability to accept/decline individual offers.

Athen Rebelos (Director, West Coast Business, Curb):

- Noted Curb has partnerships touching ~75% of Las Vegas taxi inventory (some aspect of Curb tech in those cabs).
- Intends to pilot with Deluxe, and is ready to pilot with YCS, Lucky/Western/Nellis, and other willing certificate holders.

Board members asked:

- Should Curb's request move forward before the Board reviews the ZTrip pilot results in October?
- Would multiple pilots create problems, since the Attorney General's opinion only allows temporary pilot programs, not permanent approval?
- Do different platforms (Curb vs. ZTrip) provide unique information, or would one pilot be enough?

The Administrator said ZTrip has given full access to live trip data and suggested Curb be required to do the same. He recommended reporting every 10 days and said he would need to review Curb's system before trips begin to make sure it meets compliance and technical standards.

Industry Comments and Interventions

- George Balaban (Desert Cab):
  Mr. Balaban stated that his company has intervened in a prior matter and is currently working with a third-party technology vendor. He explained that they have also filed their own application for a pilot program using a different integration. Their goal is to participate concurrently so that integration testing can begin, ensuring the system works effectively. Mr. Balaban indicated that Venture Capital is not opposed to the current pilot but requested clarification on whether participation could be allowed under the same compliance conditions or whether they must proceed separately.
- Mike Malloy (A-Cab):
  Mr. Malloy noted that his company currently operates Captain meters and Curb credit card machines. He expressed a preference for all systems to be activated simultaneously, allowing the company to evaluate options fairly. He raised concern that delays of 30–45 days would put them at a competitive disadvantage and potentially limit their choices.
- Michael Bailin (Taxi Management):
  Mr. Bailin emphasized that his company views drivers as its primary customers and therefore values driver input in pilot testing. He expressed frustration at the lack of advance preparation and communication surrounding the pilot program, contrasting it with past pilot efforts such as flat rate testing, which had multiple workshops before board action. He further explained that his board of directors meets monthly and did not have adequate opportunity to consider the matter before it was scheduled for hearing. He voiced concern that Z Trip would have an advantage in recruiting drivers, given its earlier approval, and requested that the pilot be opened to all companies to ensure fairness. Mr. Bailin stressed that Taxi Management could provide significant data through its universal dispatch system and long-standing service culture.

Board Discussion

- Chair Reaser acknowledged the concerns raised but emphasized that Z Trip was the first applicant, that the Attorney General's Office had provided an opinion based on their filing, and that the Board had already commissioned a pilot program for the purpose of testing the model's legality and viability. He stated that additional applications would not alter the need to first determine whether the model itself works.
- Member Decker concurred, stating that he would not support new applications at this time, noting that participation in pilot programs must follow established procedures and cannot be granted retroactively.

Vice Chair Graf made a motion to:

Approve the Deluxe/Curb pilot, but only for the same dates as the ZTrip pilot (September 1 through October 17).

Require the same conditions as ZTrip, plus the Administrator's sign-off before launch and 10-day reporting.

Action: Denied (moved, denied, and carried).

10. Staff Report *(For Discussion Only)*

A. Administrator's Report

- July 2025 ridership was down compared to June and prior years, continuing a downward trend.

Discussion:

- Board members raised concerns about illegal operators ("gypsy cabs"), enforcement priorities, and the evidentiary burdens of proving solicitation.
- Administrator emphasized ongoing efforts, noting staffing had recently doubled, but explained investigative complexity requires careful evidence gathering.
- Board emphasized the need for prioritization to prevent expansion of unauthorized operations.

B. Stats

- 84 citations issued in July (vs. 67 in July 2024).
- Only ~5% of agency revenue derives from fines and driver permitting. Raising fines would not materially solve fiscal challenges.

C. Legal Counsel

None to report.

D. Future Agenda Items

None to report

11. Public Comment

Chair Reaser opened the floor for public comment. No comments were offered by attendees in Las Vegas or remote participants.

Item closed.

12. **Adjournment (Action)**
Chair Reaser request concurrence to adjourn; approved by voice vote.
Motion passed. Item closed.

By the Authority,

Dan R. Reaser

Dan Reaser, Chair
Nevada Taxicab Authority

Dated: October 15, 2025
Las Vegas, Nevada