



**DEPARTMENT OF BUSINESS AND INDUSTRY
TAXICAB AUTHORITY**

MINUTES OF OCTOBER 15, 2025 BOARD MEETING

1. Call to Order

Chair Reaser called the regularly scheduled monthly meeting of the Nevada Taxicab Authority Board to order at 9:32 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 Attending Remotely:

- 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.

Marie Ua Silvestri, Public Safety Dispatch Supervisor, and Danielle Hufstetler, Public Safety Dispatcher III, of the Nevada Taxicab Authority, addressed the Board under public comment.

They appeared before the Board to raise awareness regarding ongoing compensation and classification issues affecting the dispatch division. They noted that while the Board may not be in a

position to take immediate action, it is important to inform them for consideration in future funding discussions.

Ms. Ua Silvestri explained that the Governor previously ordered a statewide classification and compensation study for certain state positions, including public safety dispatchers. While studies were completed by Human Resources, their agency lacked the necessary funding to implement the recommended salary adjustments. Public Safety Dispatchers within the Taxicab Authority are funded through the agency's technology fee.

Ms. Ua Silvestri emphasized that any future proposal by the Administrator to increase the technology fee would be intended, in part, to address fair compensation for dispatch personnel.

She shared that, despite a long career in public safety dispatch, her role was reclassified by HR as a "call taker," resulting in a four-grade pay reduction. She stated that this change was made without any alteration to job duties, which still include dispatch responsibilities. The classification change would result in a loss of approximately \$600 biweekly in pay over a two-year period.

Ms. Ua Silvestri also stated that, in response to these changes, she and her team joined the union and have since filed a case with the Labor Relations Unit (LRU), which is now advancing to the next step in the process. She emphasized that the issue could have been mitigated had the technology fee properly allocated to fund dispatcher compensation.

She concluded by underscoring the essential nature of the dispatch team's role within the agency, noting that the dispatch unit is the only section where staff coverage is mandatory in the event of absence. She urged the Board to consider their situation when reviewing any forthcoming request to raise the technology fee.

There being no further public comments in Las Vegas or online.
Item closed.

3. Approve Board Meeting Minutes from August 20, 2025 and September 17, 2025, Board Meeting - (For Possible Action)

The minutes of the August 20, 2025 meeting were presented for review.
Motion to approve by: Member Decker. Second by: Vice Chair Graf. Motion passed.

The minutes of the September 17, 2025 meeting were presented for review.
Motion to approve by: Vice Chair Graf. Second by: Member Decker. Motion passed.

4. Industry Discussion (For Discussion Only)

Chair Reaser opened Industry Discussion, inviting members of the taxi industry to brief the Board on any developments or events.

Member Decker asked to make a request if anyone from the industry would like to brief the board on the Paradise situation and put it on record.

Kimberly Maxson-Rushton of Cooper Levenson, on behalf of the Livery Operators Association, addressed the Board regarding the Paradise Transportation application recently approved by the Nevada Transportation Authority (NTA):

"As you may know, the NTA the Paradise Transportation's application last Thursday, with significant restrictions:

- All trips must include at least one leg through the Boring Company tunnel.
- There is a cap of 102 vehicles; an unlimited certificate was denied.
- Operations are limited to 4 miles from any tunnel station.
- There is a 5-year review condition to assess system development.

Chair Reaser thanked Ms. Rushton and asked for clarification on likely operational timing.

Ms. Rushton responded: "Given the order's ambiguity, there's no clear start date. They must meet compliance conditions, and the airport transfer portion appears unworkable under current regulations. It may take 60–180 days before operations commence."

5. Discussion of procedural options and whether adoption of a formula-based process for the Taxicab Authority annual review of existing rates, charges or fares and existing allocation of taxicabs of the certificate holders in its jurisdiction as required by NRS 706.8824(6) requires regulation. (For Discussion Only)

Chair Reaser introduced Agenda Item 5, stating that the discussion concerned procedural options for conducting the Taxicab Authority's annual review of existing rates, fare charts, and allocations of taxicab medallions among certificate holders. He recalled that Mr. Jeremy Aguero of Applied Analysis and Ms. Kimberly Maxson-Rushton had previously presented a framework outlining potential methodologies for future annual rate reviews.

Chair Reaser noted that although the Authority decided no rate increase would be implemented for calendar year 2025, the Board should begin planning for subsequent years. He stated the purpose of this discussion was to determine whether the Authority should adopt a formula-based process or continue evaluating rates on a case-by-case basis, and whether such an approach would require formal rulemaking or could be established by board policy or order.

Deputy Attorney General Matthew Feely, serving as Board Counsel, advised that formal rulemaking was not required if the Board merely intended to consider rate-setting guidelines annually without binding future action. However, if the Board wished to adopt a recurring or formula-driven rate adjustment mechanism, rulemaking would be the proper avenue.

Mr. Feely stated that initiating rulemaking early could be beneficial if the Board ultimately wished to institutionalize such a process but confirmed it could also proceed under current statutory authority without new regulations.

Chair Reaser acknowledged that any rulemaking would entail timing and cost considerations, given statutory submission windows and LCB review procedures. He observed that the Authority's recent rulemaking efforts remained ongoing, with some provisions still unresolved, and expressed reluctance to incur additional administrative costs prematurely.

Vice Chair Graf recalled that the Board had previously decided to postpone further rate-review discussions until completion of the current adjudicatory matters involving Desert Cab and expressed concern about the feasibility of completing new procedures before the end of the calendar year.

Chair Reaser responded that his recollection differed slightly but agreed that any potential changes should be placed on a future agenda for continued discussions specifically to distinguish between adoption of a board order versus a formal regulation.

Chair Reaser further stated that while he found Mr. Aguero's proposed methodology informative, he was not in favor of any automatic or rigid formula, such as one directly tied to the Consumer Price Index (CPI). He reasoned that CPI changes do not necessarily reflect cost structures within the Las Vegas

taxi industry, emphasizing that rate adjustments should consider multiple data points, including financial reports from individual certificate holders, labor costs, and market conditions.

Member Decker concurred with the Chair's analysis but noted that he reached the same conclusion for different reasons. He elaborated that while rulemaking can provide long-term structure, it may not be warranted given the flexibility the Board currently has under existing law. Additionally, he cautioned that the Board would soon be considering industry proposals that could impact rate structures, including integration with Transportation Network Company (TNC) rate models, and that it would be prudent to maintain consistency before codifying new procedures.

Chair Reaser concluded that the agenda item was for discussion only and that no board action would be taken. The consensus was that:

1. The Administrator does not need to initiate immediate rulemaking or prepare draft regulations at this time.
2. The Board may revisit the issue once other pending regulatory topics requiring rulemaking are identified, allowing this matter to be incorporated if appropriate.
3. The Authority will continue to conduct annual rate reviews based on financial data, industry conditions, and Board discretion rather than an automatic formula.

Administrator Todd Park confirmed that staff would be prepared to assist should the Board later decide to pursue rulemaking or adopt formal guidelines.

Chair Reaser thanked members and staff for the discussion and noted that the item would remain open for future consideration.

6. **Public Hearing-Application for a Pilot Program by Whittlesea Blue Cab and Henderson Taxi.** In accordance with the Board action taken on August 20, 2025, the pilot program was approved to commence September 1, 2025, and continue until October 17, 2025. This pilot program is examining the use by passengers of a transportation network company ("TNC") technology application 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. At the Public Hearing the Board will receive reports on and data generated by the pilot program and may consider whether, and under what terms and conditions, passenger use of the TNC technology application should receive final authorization. (For Discussion and Possible Action)

Chair Reaser summarized that the Authority previously approved a pilot program (August 20, 2025) to test integration between licensed taxicabs and Transportation Network Company (TNC) applications (Uber). The pilot began September 2, 2025, and was scheduled to conclude October 18, 2025.

Ms. Kimberly Maxson-Rushton, attorney with Cooper Levenson, appeared on behalf of Whittlesea Blue Cab and Henderson Taxi (operating under the ZTrip platform). She introduced Mr. George owner-operator of the companies, to present a progress report on the pilot program. Handouts summarizing performance data for the past 30+ days were distributed to the Board.

Mr. George reported that the pilot program continued to demonstrate positive results and "great success." He explained that, since the initial report to the Board in September, the companies had refined their approach by focusing on a subset of "super users"—drivers operating almost exclusively through the Uber integration platform—to monitor trip generation and adoption patterns.

- **Acceptance Rate:**
The initial acceptance rate during early testing was approximately 4%. Through the super-user

model, that rate had increased to 33%, with a balanced mix of TNC-sourced trips and regular taxi dispatch trips now occurring.

- **Trip Offers and Participation:**
The participating fleet now comprises approximately 8% to 19% of Uber's available driver pool for trip offers in the Las Vegas area. This gradual scaling approach was used to improve driver familiarity and participation.
- **Fare Performance:**
Average trip fares decreased slightly—from \$18 to \$17—which Mr. George attributed to increased service to neighborhood areas rather than higher-value corridor trips. This, he said, reflected the pilot's intended goal of expanding service coverage into residential communities rather than concentrating solely on resort or airport zones.
- **Consumer Experience and Complaints:**
Mr. George reported zero new consumer complaints during the pilot period. The only complaint previously reported at the prior meeting remained the sole incident on record.
- **Technology and Operational Improvements:**
He noted that Uber had demonstrated strong engagement, assigning its global taxicab development engineering team—including staff previously assigned to international markets such as Brazil and the Netherlands—to prioritize resolving Nevada pilot issues. Ongoing refinements were being made to improve geofencing, driver matching, and navigation efficiency.
- **Geofencing Challenges:**
A few geofence-related issues persisted, particularly when drivers were dropping off passengers in restricted or high-congestion zones, temporarily preventing them from accepting the next trip. Mr. George emphasized that these issues were transitional and would likely disappear once the pilot was expanded to citywide operation.
- **Trip Density and Heat Maps:**
Visual data ("heat maps") presented to the Board illustrated broad geographic dispersion of completed trips. Mr. George noted that green indicators—representing completed trips—appeared throughout the valley, demonstrating that trips were now originating across multiple neighborhoods rather than being concentrated at the airport or Strip.
- **Projected System-Wide Impact:**
Once the program is fully implemented and adopted across the entire industry, Mr. George reaffirmed his earlier projection of an estimated 1.1 to 1.8 million additional annual trips within the regulated taxi system, attributing this to increased accessibility and consumer convenience.

Chair Reaser confirmed the pilot was set to end at the end of the current week. Mr. George requested the Board consider an extension to allow continued data collection and refinement, deferring to the Chair and Board on the preferred process and duration.

Chair Reaser asked whether the applicants planned to seek permanent approval following the pilot. Mr. George responded affirmatively, indicating that Whittlesea and Henderson Taxi intended to pursue long-term authorization once the Attorney General's Office issued its final opinion confirming permissibility under existing statutes and regulations.

Vice Chair Graf inquired about fare control and rate capping, noting that TNCs such as Uber typically determine consumer prices dynamically through their own algorithmic structures, which may include surge pricing. He asked how taxi carriers ensured that fares within this pilot remained within Taxicab Authority-approved limits.

Mr. George clarified:

- Fare Offers are determined by Uber's platform, based on consumer demand and market conditions.
- However, passengers consent to the fare in advance before the trip begins.
- Studies so far indicated that, on average, Uber-facilitated taxi trips were approximately 10% lower than standard metered fares.

- The airport zone remains geofenced out of the pilot; thus, those fares remain unaffected.
- Whittlesea has also introduced driver incentive programs—including reduced internal commission fees and Uber's \$200 "try-it" bonuses (\$10 per trip for first 20 rides)—to encourage driver adoption.

Mr. George explained that while Uber's algorithm may occasionally produce higher or lower fares, the pilot structure ensured no violation of the TA's maximum approved rates, and all participants remained subject to existing regulatory compliance.

Motion:

Vice Chair Graf moved to extend the TNC–Taxi Integration Pilot Program for six (6) months and direct the Administrator to commence rulemaking to formalize the regulatory structure governing brokered taxi-TNC operations.

Amendments and Conditions:

- Monthly progress reports to the Board with trip data, fare analysis, and compliance metrics.
- Administrator authorized to begin drafting rulemaking outlines incorporating AG's six guidance areas and industry consultation.
- Rulemaking may include evaluation of emergency or interim regulatory options if justified.

Second: Member Vazquez

Vote: Motion carried unanimously among present members.

7. **Public Hearing – In the Matter of the Application by Desert Cab and Virgin Valley Taxi for a Pilot Program through participation in the pilot program heard and approved for Whittlesea Blue Cab and Henderson Taxi (zTrip) on July 16, 2025, and August 20, 2025. (For Discussion and Possible Action)**
See below.
8. **Public Hearing - In the Matter of the Applications for a Pilot Program using the Curb Mobility, LLC technology by CAB Transport, LLC dba New Cab; Deluxe Taxicab Service; Lucky Cab Company, Western Cab Company and Nellis Cab Company; Nevada Checker Cab Corporation; Nevada Star Cab Corporation; Nevada Yellow Cab Corporation; Taxi Management, LLC; Taxi Transport, LLC; Twenty First Century Taxi, LLC dba New Cab; YCS Acquisition, LLC dba New Cab. (For Discussion and Possible Action)**
See below.
9. **Public Hearing: Applications for a Pilot Program using the Kaptyn DT5 In-Vehicle Mobile Data Terminal by CAB Transport, LLC dba New Cab; Deluxe Taxicab Service; Nevada Checker Cab Corporation; Nevada Star Cab Corporation; Nevada Yellow Cab Corporation; Taxi Management, LLC; Taxi Transport, LLC; Twenty First Century Taxi, LLC dba New Cab; YCS Acquisition, LLC dba New Cab. (For Discussion and Possible Action)**

Chair Reaser reconvened the meeting after a brief recess, announcing the intention to hear Agenda Items 7, 8, and 9 together, as they all related to applications for participation in the TNC–Taxi Integration Pilot Program under previously approved conditions for Whittlesea Blue Cab and Henderson Taxi (ZTrip).

Chair Reaser explained that, based on prior Board action approving the ZTrip/Uber pilot, he was recommending approval of these three sets of new pilot applications, subject to identical compliance conditions established in the original approval order.

He outlined the proposed conditions as follows:

1. Administrator Consultation and Pre-Approval Compliance
 - Each carrier must meet with Administrator Park and satisfy all technical and operational requirements identical to those met by ZTrip prior to Board approval.
 - Administrator must verify full compliance before recommending activation.
2. Compliance with Order Conditions (A–F)
 - All applicants must fulfill each condition listed in the Board's initial approval order (Conditions A–F), to the Administrator's satisfaction, before being presented to the Board for operational approval.
3. Monthly Reporting Requirement
 - Each participating carrier must submit monthly performance and compliance reports to the Administrator and the Board.
4. Board Approval for Activation
 - After confirming readiness, the Administrator shall return each carrier to the Board's agenda for official authorization to "turn on" operations.
 - This procedural safeguard ensures compliance with the rulemaking and notice requirements of NRS 706 and NRS 233B.

Chair Reaser emphasized that, while the Board encouraged swift progress to allow all carriers to participate within the six-month pilot extension period, final activation could only occur following formal Board action.

George Balaban (Desert Cab Company):

- Asked when a formal order authorizing participation would be issued so carriers could begin discussions with TNC platforms.
- Explained that Desert Cab had met previously with Administrator Park and needed written authorization to proceed.
- Expressed readiness to comply with all technical conditions once authorization was granted.

Attorney Kimberly Maxson-Rushton (Cooper Levenson):

- Clarified that the Chair's order could be issued next week, allowing applicants to present proof of authorization to Uber or Curb for integration testing.
- Confirmed that no operations would commence until the Board received Administrator Park's final recommendation for each carrier's activation.

Chair Reaser confirmed agreement, stating an order of authorization would be issued promptly to allow development and integration discussions with TNCs, with final operational approval to be scheduled upon completion of compliance review.

Chair Reaser reiterated the Board's intent that all pilots operate on a synchronized schedule, sharing one collective 180-day period of data collection rather than separate timeframes for each applicant.

Administrator Park confirmed that he would meet with applicants the following week (noting limited availability early in the week) to review readiness.

Chair Reaser clarified that the existing ZTrip pilot had been extended 180 days earlier in the meeting and that these new pilot participants would run concurrently, ending the same week in April 2026.

Vice Chair Graf and Member Decker agreed that concurrent timelines would simplify data evaluation and ensure consistent comparison across platforms.

After verifying calculations, the Board determined the total extension period would equal 184 days, ending Friday, April 17, 2026, coinciding with the Board's April 15 meeting.

Motion:

Vice Chair Graf moved to consolidate and approve Agenda Items 7, 8, and 9, authorizing all listed applicants to proceed with pilot program development under the following terms:

1. Consolidation of all three applications into the existing pilot framework approved for Whittlesea Blue Cab and Henderson Taxi (ZTrip).
2. Compliance with the four conditions outlined by the Chair:
 - o Administrator consultation and pre-approval compliance verification.
 - o Fulfillment of Conditions A–F from the prior approval order.
 - o Monthly reporting.
 - o Concurrent participation within the 184-day (six-month) pilot period ending April 17, 2026.
3. Administrator to prepare and issue an interim procedural order authorizing carriers to begin TNC coordination and technical integration efforts prior to operational activation.

Second: Member Decker

Vote: Motion carried unanimously among members present. Member Weekly not present.

Chair Reaser directed staff to amend the previous Item 6 minutes to reflect the new 184-day extension period.

10. Staff Reports (*For Discussion Only*)

A. Administrator's Report

- The reclassification of dispatchers to “call takers” had negatively impacted morale and recruitment.
- Despite budget constraints, dispatchers continued delivering high-quality service.
- He intended to formally request additional funding in the coming months and urged the Board to recall the importance of the dispatchers' role when considering future budget adjustments.

Chair Reaser and Member Decker asked for an estimated timeline for the funding proposal. Administrator Park responded he expected to present it within two months, but no later than year-end.

B. Enforcement/Compliance Report

Chief of Enforcement:

- Explained that September's reduced activity was due to staffing shortages and joint operations with the NTA, compounded by temporary IT outages.
- Confirmed that enforcement productivity was rising again and new operational tactics were being implemented (details withheld).
- Clarified that in joint enforcement stings, citations are assigned based on court jurisdiction codes, ensuring accurate reporting.

C. Average Trip Revenue:

- Leased cabs – \$20.15 per trip
- Employee cabs – \$19.96 per trip
- Total Rides:
 - September ridership surpassed 1 million trips, marking a strong recovery trend.
 - Year-to-date total: 9,670,000 rides.

D. Legal Counsel
Nothing to report.

E. Future Agenda Items
Nothing to report.

11. Public Comment

Kimberly Maxson-Rushton (Cooper Levenson):

Expressed appreciation for the Board's thorough deliberation on the pilot program and commended Chair Reaser, Administrator Park, Counsel Webb, and Deputy Administrator Curtis Mell for their professionalism and collaboration. She highlighted the team's expertise, transparency, and commitment to public safety and industry innovation.

Chair Reaser thanked Ms. Maxson-Rushton for her remarks and acknowledged the significant efforts of staff in developing and monitoring the pilot program. He noted the agency's progress in the past two years despite limited resources and thanked all participants for their cooperation.

No additional public comments were offered in Las Vegas or via remote connection.

12. Adjournment (Action)

A motion to adjourn was made and seconded.
Vote: Unanimous – Meeting adjourned.

Chair Reaser announced that the 1:00 p.m. scheduled hearing would open only for record purposes, as the Board lacked quorum for afternoon proceedings. The item will be re-noticed for a future meeting.

1:00 p.m. PUBLIC HEARING AGENDA

13. Open Meeting

A. Call to Order

Chair Reaser called the continued meeting of the Nevada Taxicab Authority Board to order at 1:00 p.m.

The Chair stated for the record that no other Board members were present, and therefore a quorum was not established. As a result, the Board would conduct only the procedural and ministerial portions of the agenda permissible under open meeting law without a quorum.

Pledge of Allegiance

Administrator Todd Park led the Pledge of Allegiance.

14. Public Comment

- No members of the public in attendance wished to comment.
- No remote participants requested to speak.

Public comment was closed.

15. Public Hearing - In the Matter of the Joint Applications of Desert Cab Co. and A-Cab Co. To Adjust Taxicab Charges to Include a Pass-Through Software License Charge. (For Discussion and Possible Action)

Chair Reaser noted for the record that this item was the time and place set for a public hearing regarding the joint applications of Cab Company and A-Cab Company to adjust taxicab rates to include a pass-through software license charge.

He summarized the procedural posture as follows:

- Public evidentiary hearings on this matter were conducted on September 17–19, 2025.
- The present session was noticed for the purpose of closing arguments and Board deliberation.
- However, due to lack of quorum, the Board is unable to deliberate or take action on the matter.

Chair Reaser stated that, under his direction, Board Counsel Webb had previously notified all parties that attendance was not required and that they need not incur costs for counsel appearances.

He formally declared that the hearing is canceled and will be re-noticed and re-posted for a future date when a quorum can be established.

He further clarified that although November 19 had initially been considered as a potential continuation date, it now appeared a quorum may not be available on that date.

No staff or counsel raised questions on this item.

16. Public Comment

- No members of the public in attendance wished to comment.
- No remote participants requested to speak.

Public comment was closed.

17. Adjournment

With no further business and no quorum present, Chair Reaser adjourned the meeting.

By the Authority,



Dan Reaser, Chair
Nevada Taxicab Authority

Dated: November 19, 2025

Las Vegas, Nevada