

BEFORE THE STATE OF NEVADA TAXICAB AUTHORITY**APPLICATION FOR A PILOT PROGRAM**

COMES NOW, TAXI TRANSPORT, LLC dba NewCab ("Applicant"), 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. Applicant submits 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:

Michael Bailin
5225 W. Post Road
Las Vegas, NV 89118
Mbailin@taximanagement.vegas
Off: (702) 873-8012 x 256
Cell: (720) 460-4212

I. Basis for the Pilot Program

The Taxicab Authority ("TA") has authorized applicants to engage in a pilot program that allows a passenger to secure (hail) a taxi ride using a TNC app. The objective is 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.

Applicant, using the Curb Mobility, LLC technology, submits the following relative to how the pilot will function operationally. The Curb app provides a complete, integrated solution for the driver, managing all processes including metering, cashiering, dispatch, and communication from a single device. Specifically:

- Taxi trips secured through the Curb app will be priced by Curb.
- A customer will only be able to access a taxi through the UberX option.
- Once online, the driver will receive hail offers through Curb's in-vehicle technology. These offers will display key information required by Uber, including:
 - The fare the driver will be paid.
 - A fare offer quality indicator (e.g., "High value," "Recommended").
 - The drop-off location.
 - The estimated time and distance between the pickup and drop-off locations.
 - The estimated time and distance from the driver's current location to the pickup point.

- The driver will have the option to accept or reject the trip directly on the Uber app.
- The Curb app will provide maps and navigation for the pickup and drop-off locations.
- During the trip, Curb's in-vehicle technology 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 tax collected to applicant, which will then remit the tax to the Nevada Department of Taxation.
- Upon trip completion, the Uber app will notify the driver that payment has been received through Uber and display any tips.
- The Curb app will provide integrated passenger communication, including a canned response system for text messages and a blind call bridge for phone calls, ensuring passenger information remains private.

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. 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.

II. Benefits of the Pilot Program

Applicant submits that this pilot program is clearly in the public interest. The Curb in-vehicle technology provides a modern, seamless experience for both the driver and the passenger. The passenger is always aware their ride will be performed by a taxicab and receives an up-front price, a recognized preference for modern consumers. The driver benefits from a streamlined workflow, with all necessary information and tools integrated into a single terminal.

The primary objective of this pilot is to demonstrate the multiple benefits the taxi industry and the traveling public will receive by allowing a TNC to dispatch taxi rides through an advanced, integrated platform. The Curb in-vehicle technology will provide a net gain to the total number of taxicab trips performed in Clark County while upholding all safety and regulatory standards, including permitted drivers, in-car camera systems, and mandatory vehicle maintenance.

III. Support for Pilot Program

To ensure the pilot is consistent with the TA's expectations, a detailed workflow of Curb's in-vehicle technology for Uber hails has been provided. The exhibit further demonstrates that the utilization of a TNC app to connect a passenger to a taxi is an innovative and modern dispatch solution that complements existing services while providing a superior, integrated user experience for the driver.

IV. Terms of Pilot Program

During the pilot period, applicant agrees to provide the following reports to the TA monthly or as requested by the TA, with all data being generated and captured by the Curb in-vehicle technology:

- The fare(s) Uber charges to the taxi customer(s).

- The payment Uber remits to the driver.
- The taximeter fare for each trip.
- Customer feedback collected through the Curb technology.
- Trip details including paid distance, wait time, and trip duration.
- Summary data on total e-hail trips and earnings.

V. Authority

Applicant requests to initiate the proposed pilot program as a means of demonstrating the value taxicabs and passengers gain by allowing a passenger to book a taxi ride via a TNC app. To this end, Applicant recognizes the historical importance of taxis in Clark County having uniform rates. If the pilot program is authorized, the TA retains the authority to monitor the respective rates that passengers — booking through a TNC app — pay in comparison to the currently approved meter rate. See, NAC 706.461. Thereby, ensuring that the public interest is being served throughout the term of the pilot program. The public interest will also be served through the pilot program as it will provide greater opportunities for residents to obtain taxi rides through the use of the TNC app. For these reasons, Applicant submits that good cause exists to deviate from NAC 706.461 during the pilot program. See, NAC 706.876.

VI. Conclusion

The proposed pilot program, utilizing Curb's in-vehicle technology, will provide taxis in Clark County with the ability to increase ridership without compromising safety or regulatory compliance. By embracing innovative, integrated technology, this pilot is in furtherance of Governor Lombardo's pronouncement that new, innovative ideas are what drive Nevada. Applicant seeks to bring this modern, comprehensive solution to the Nevada taxi industry.

DATED this 8th day of August, 2025.

TAXI TRANSPORT, LLC dba NewCab

By: 
Michael Bailin, General Manager

APPLICATION FOR A PILOT PROGRAM

TAXI TRANSPORT, LLC dba NewCab 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, 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 Ehail 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 mode. 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 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 Taxi Transport, LLC 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 Taxi Transport, LLC 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 Taxi Transport, LLC within Las Vegas, where drivers will be paid within the same orientation for any other street hail and/or dispatched ride.
9. Taxi Transport, LLC 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 operation 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 Statue Chapter 706.

PROMOTION OF PILOT

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 in addition to making the taxi industry more attractive by bringing drivers back to the industry and increasing the number of active medallions.