

Green Cab Madison Incorporated

Request For License Transfer
(MGO)Section 11.06
Licensing and Regulating Public Passenger
Vehicles for Hire

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January 16, 2020

To

City of Madison
Traffic and Engineering Division
Attention Keith Pollick
215 Martin Luther King Jr Blvd. Suite 109

This is a formal request from Green Cab of Madison to Transportation Commission seeking their approval of the transfer of ownership of Green Cab, including all equity, assets, operations, and its city of Madison taxicab licenses to Mobility Transformation, Inc.

Upon the approval of the Transportation Commission, Green Cab will operate as a wholly owned subsidiary of Mobility Transformation, Inc. Jodie Schmidt will continue to lead Green Cab as its General Manager. Green Cab will continue to adhere to all regulatory laws and ordinances and will maintain the same leadership and operational structure as defined currently in Green Cabs business plan on file with the city of Madison.

Background on Mobility Transformation, Inc

Mobility Transformation, Inc is a Madison based Delaware C Corp, committed to creating sustainable communities by revolutionizing how we transport people and goods. It's the parent company to Wisconsin based companies – Zerology, LLC and Blue Lane Tech, LLC.

Zerology's focus is on accelerating the adoption of electric vehicles towards the goal of eliminating transportation related emissions. Per Environmental Protection Agency (EPA), the transportation sector is the largest contributor of emissions in the USA generating 28.9% of greenhouse gas emissions in 2017.

To achieve this goal, Zerology owns and operates a fleet of electric vehicles and makes them available to partner organizations who are committed to promoting shared rides and shared vehicles.

Blue Lane Tech is developing a highly innovative integrated shared mobility platform technology that supports ride sharing, car sharing, bike sharing, micro-mobility, as well as integrating with public transportation to address the first mile and last mile problem.

Mobility Transformation, Inc is led by seasoned leaders from the transportation and logistics sector that held positions at Schneider National, Walmart, Uber and many other technology companies.

Beyond the founder, other investors include individuals with significant experience in technology, transportation and logistics sectors. The current Green Cab owners are also active investors, bringing over a decade of experience operating a shared taxicab service in Madison. Investments to date in Mobility Transformation, Inc has been over \$5 million dollars between technology and electric vehicles.

Background on Green Cab of Madison, LLC

Green cab of Madison has been operating a licensed shared ride taxicab company in Madison since September of 2010. Over the past 9, plus years, Green cab has provided

transportation to over five million riders. Today we employ thirty full and part-time employees and have provided job opportunities for hundreds of drivers.

Our ridership includes, the general public, various school programs, hospitals and clinics, churches, visitors, safe rides and those seeking environmentally responsible transportation.

We have supported local organizations and nonprofits like, The River Food Pantry, Boys & Girls Club and The American Red Cross, where we have provided transportation and marketing dollars for special events, honoring our commitment to give back to our community.

Strategic Partnership between Green Cab of Madison, LLC and Zerology, LLC

In July of 2019, Zerology and Green Cab entered into a strategic partnership. Beginning October 23rd Green Cab began converting their fleet to all electric vehicles. Today Green Cab has the nation's first all-electric taxi fleet with 34 Tesla Model 3s.

Beyond the fleet replacement, together we were able to bring in the required charging infrastructure working in collaboration with MG&E and Tesla, Inc.

Our goal is to continue to provide reliable, safe transportation to commuters throughout Madison and surrounding communities, and to do so in the most environmentally responsible way. We will continue to forge partnerships with like-minded businesses aimed at improving transportation and giving back to the communities in which we live and work in.

Importance of the change of ownership

A common ownership of Zerology, Blue Lane Tech, and Green Cab brings together strong domain knowledge, operating expertise, and technology excellence. This would help Mobility Transformation, Inc to attract talented employees, business partners, and much greater investments.

We believe this would make us a formidable collective that would change transportation once and for all. By deploying hundreds of zero emission vehicles in shared use models, enabling other transportation providers through our fleet and technology, and finally integrating all modes of transportation, we believe we will be well on our way in making Madison the most sustainable American city.

The applicant's safety record, including records of accident experience and record of employee safety training.

Green cab has an excellent safety record as indicated by our insurance company's letter, hereto attached. The vehicles are checked in and out multiple times daily. Green cab has an asset manager and a certified mechanic to oversee that vehicles are maintained to the highest manufactures standards. The National Highway Traffic Safety Administration gives the Tesla Model 3 a five star rating on overall safety.

<https://www.nhtsa.gov/vehicle/2019/TESLA/MODEL%2525203/4%252520DR/RWD>

All vehicles will be equipped with cab cameras. The cameras have been a valuable tool for Green cab, Madison Police and insurance companies.

The experience and competence of the applicant's drivers.

Thirty percent of our drivers have been driving with Green Cab for over five years. An additional twenty percent have driven for us between two to four years. Generally, drivers coming to us have had prior passenger transportation experience.

All drivers must meet the city of Madison and our insurance qualifications.

All new drivers are required to go through the 2 day onboarding process - See below

Essential Qualifications- Step One

Initial meet up includes, overview of requirements and a general assessment and evaluation of driver ability to meet all requirements with our emphasize customer service and road safety.

A state of Wisconsin abstract is required for internal and company's insurance review.

Green Cab's Onboarding Process- Step Two

Drivers must pass the city of Madison police background check.

Drivers must attend Passenger Assistance Safety and Sensitivity Training (PASS).

Drivers must attend our Driver Orientation. This is a comprehensive training on the company's services, ridesharing, and software. Additionally, This also includes in vehicle training including ride alongs from our instructor, and a review of cleaning and charging overview.

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The applicant’s safety record, including records of accident experience and record of employees safety training.

Green cab has an excellent safety record. The introduction of Tesla's means we are driving the safest vehicle on the road today. Proactively, Green cab’s insurance company conducts quarterly abstract reviews on all current drivers. Any driver not meeting requirement criteria is cancelled.

Annually, Green cab hosts a driver safety event. Attending are industry representatives from the vehicle manufactures, insurance companies, and customer service. This event requires all drivers to sign the driver pledge reinforcing all safety and customer service requirements.

The applicant’s prior record of compliance with applicable regulatory laws, ordinances and rules. This includes records of complaints and enforcement actions against drivers and vehicle owners.

Green Cab has complied with all applicable regulatory laws, ordinances and rules with safety as our guide. Any records of complaints received, have been responded to promptly and with resolve.

Further reducing our Emissions

With the goal to further reduce emissions, we are making significant investment in renewable energy to charge our vehicles. We plan to build a new EV charging port that will have over 12,000 square feet of solar panels on the roof.