
From: [Tao, Yang](#)

Sent: Wednesday, March 23, 2022 2:47 PM

To: [Bill Carter](#); [Ann Kovich](#)

Cc: [Pollock, Keith](#); [McReynolds, Amber](#); tlwilson1986@gmail.com; [Foster, Grant](#)

Subject: RE: Madison's Taxi industry

Dear all,

Thank you for the conversation! Keith Pollock, who is our staff member working on the taxi licensing program, is on vacation this week, but he actually talked to Green Cab last week and requested them to provide written information on the changes. Depending on what they plan to do, it may or may not violate the City ordinance. Keith has also checked with Attorney's Office on this. From our current understanding, Green Cab has abandoned their taxi license and now only takes on some contracted private work. If this is true, the City may not be able to do anything about it, even though we hope their exit can be better coordinated with customers and other affected parties. Once we hear confirmation from Green Cab, we will check with Attorney's Office again.

Personally I do appreciate our local cab companies, such as Union Cab and Madison Taxi, keep providing the valuable service to our residents and visitors given all the headwinds, such as unfair competition from TNCs, labor shortage and high gas prices. As city staff, we may not be in a position to solve all the challenges, but we are supportive to our local cab companies in the efforts to level the playing field when they compete with the TNCs and finding ways so that they can continue to provide the services that benefit our residents and visitors.

Best,

Yang

Yang Tao, Ph.D., P.E. (he/him/his)

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2021 Transportation Systems Management & Operations Council Organization Award

www.cityofmadison.com/news/madison-earns-international-award-on-transportation-systems-management-and-operations

From: Bill Carter <bill_carter@unioncab.com>
Sent: Wednesday, March 23, 2022 9:37 AM
To: Ann Kovich <annelizabethkovich@gmail.com>
Cc: Tao, Yang <YTao@cityofmadison.com>; Pollock, Keith <KPollock@cityofmadison.com>; McReynolds, Amber <AMcReynolds@cityofmadison.com>; tlwilson1986@gmail.com; Foster, Grant <district15@cityofmadison.com>
Subject: Re: Madison's Taxi industry

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hi, Ann!

Thank you for the response.

I think the most important issue right now are the violations. I registered to speak at this evening's meeting because I wanted the Board to be aware of these. They will affect the public as well as Union Cab and Madison Taxi.

Over the coming weeks and months, we will be talking with you and other city officials about proposed changes to ordinances.

Thank you, again!
Bill Carter

On Tue, Mar 22, 2022 at 3:12 PM Ann Kovich <annelizabethkovich@gmail.com> wrote:

Hi, Bill. I am copying City staff on this email to relay your concerns about potential violations of the City's taxi ordinance. Also, City staff should bring any changes which require Transportation Commission (TC) review and/or approval forward to our attention.

As you mentioned, I am on the TC. TC is the implementation body, and the Transportation Policy and Planning Board (TPPB) is the policy body. Per the TPPB ordinance MGO 33.55, it is one of TPPB's responsibilities to "Make recommendations to the Common Council regarding proposed ordinances related to all elements of the City's transportation system." So any recommendations regarding ordinance changes would need to be addressed through TPPB. I am copying the Chair (Tom Wilson) and Vice Chair (Alder Grant Foster) of TPPB on this email, so they are aware of your concerns regarding the ordinance.

Thanks,

Ann

Ann E. Kovich
(she/her/hers)

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Sent from [Mail](#) for Windows 10

From: [Bill Carter](#)
Sent: Monday, March 21, 2022 3:14 PM
To: annelizabethkovich@gmail.com
Subject: Madison's Taxi industry

Hi, Ann!

How are you?

I am the Business Manager for Union Cab. Recently, some issues have come up. I sent these to my alder and couple other city officials. I am sending to you as well. Could we have a phone meeting soon? Since I wrote this email last week, I was able to confirm that Green Cab 1) does not take phone orders 2) is closed from 8pm to 5am, both are violations of ordinance. Please let me what would be a good time for a phone or virtual meeting.

Thank you!
Bill Carter

I haven't formally met you yet. I've seen you when I attended Transportation Commission meetings.

1) Union Cab continues to be the only cab company with accessible service. 15-20 years ago, when the ADA required Madison to have accessible service, Union stepped forward and volunteered to do it. This was at our own cost. Accessible vehicles are more expensive to operate. We would like to revisit what the city has tried to do to help in the past.

2) About 4 years ago, the city invited taxis to suggest ordinance changes in order to help make up for damage done by TNCs (Uber/Lyft) and their state regulated business. A few ordinances were changed (mostly to benefit Green Cab? But all cab companies were in agreement) Post pandemic, we are expecting to see major changes in the transportation landscape. Rumor has it Green Cab is closing. This will dramatically alter the taxi situation in Madison.

3) Mobile22/Green Cab/Badger Cab/Van Go/Capitol Express. A lot to say here. I hate to be a "tattler". Before Zerology bought all of these, Green Cab operated on the fringes of the ordinances. We may all agree some are cumbersome, but most of us follow the ordinances. It seems Green has pushed that many times. They were already transitioning to new owners before the license transfer ordinance was changed. Recently, there were rumors they were closing at night. Now it is official. It is on their phone message. They also aren't answering phones to take orders. Both of these are required by ordinance. Some may say "be happy,

you get more business". The change was unannounced (to us), so we aren't staffed for it. Customers get angry because of long waits. We are the outlet for public anger because of long waits. Apparently Zerology has spoken with the City Engineering Department, but not the Transportation Commission about their plans.

4) The Coordinated transportation plan includes taxis. If Green and all of it's acquisitions go out of business, this really changes transportation. See below for what I wrote about that. City ordinances were created with 5(?) cab companies. We could be down to 2! It may be time to overhaul the taxi ordinances!

5) Police have been extremely responsive to cab robberies. We are thankful for that! We do not get support for runners/non-payers. I understand the police are understaffed. Resources have to be carefully parcelled out. With Four cab companies, it was unrealistic they would respond to everything. With one or two cab companies, and our struggle to get drivers to drive at night (before Uber you couldn't keep drivers from driving at night), I would think the city would want to keep that option open as it is the only form of transportation (buses stop running, not everyone can "Uber" and their numbers are down anyway) available to a segment of the population. Getting more attention to that would really help.

I'm just getting you up to speed. We've had discussions with Ruth, Matt and Syed (copied) in the past. I just want to keep everyone on the same page.

I'll likely have more to write. We are talking internally about what will help most.

What is below in this email, Ruth, Matt and Syed have already received.


Also, since I started writing this email, we scheduled a meeting with Ruth, Matt and Syed for later this month.

I thank everyone for their concern and attention!

I look forward to continuing the dialogue. Have a great weekend!

Thanks!
Bill

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