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June 2, 2010

VIA EMAIL ONLY – GARYPOULSON@GMAIL.COM

Gary L. Poulson, Chair
City Transit and Parking Commission
215 Martin Luther King, Jr. Boulevard
Madison, WI 53710

RE: Green Cab Taxicab License Application

Dear Gary:

I represent Green Cab of Madison, Inc. ("Green Cab") which has applied for a taxicab license pursuant to M.G.O. 11.06. This letter is intended to summarize the details of its application which will be considered by the Transit and Parking Commission ("TPC") at your June 8, 2010, meeting.

The City has not issued a new taxicab license since 1986. Mike and John Schmidt, as co-founders of Green Cab, are well respected, experienced and financially stable members of a family which is synonymous with an extremely well run family business. They are convinced that rather than taking business away from any of the existing cab companies, the mission of Green Cab will be to expand the market for public passenger service.

Enclosed is the Green Cab Business Plan which is focused on the criteria that the City considers before issuing a taxicab license. This is an extremely well thought-out Plan which demonstrates the business expertise of the Schmidt family. Specifically, Green Cab will offer a choice for the Madison community that will:

- Reduce the carbon footprint
- Reduce cab fares
- Incorporate advanced technology
- Increase visibility for "going green"
- Collaborate with the bicycle community, the RTA and other stakeholders

Since its fleet will consist entirely of new, hybrid vehicles, it will provide the consumer with safe, attractive and efficient public transportation. In addition, Green Cab's

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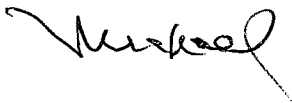
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aggressive marketing will be a constant reminder that “going green” is not just a fad, but is being incorporated into our daily lives.

The Schmidt family and I will attend your June 8, 2010, meeting. If you have any questions regarding this application, feel free to contact Mike Schmidt at 255-1311, Jodie Schmidt at 257-0505, or me at 252-9365. We urge you to recommend to the Common Council that the Green Cab license application be granted.

Sincerely,

DEWITT ROSS & STEVENS s.c.



Michael R. Christopher

MRC:dso
Enclosure

cc: Mayor David Cieslewicz (w/encl. – via email only)
Common Council Members (w/encl. – via email only)
Transit and Parking Commission Members (w/encl. – via email only)
Dave Dryer (w/encl. – via email only)
Dan McCormick (w/encl. – via email only)
Bill Knobloch (w/encl. – via email only)
Keith Pollock (w/encl. – via email only)
John and Jodie Schmidt (w/out encl. – via email only)