

Taxicab License Application

Pursuant to Madison General Ordinance 11.06

Fee: \$2,200/two years (\$1,200/initial year) + \$60/vehicle
Renewal Fee: \$2,200/two years + \$60/vehicle

1. Applicant Name Paul Bittorf Home Phone # (920) 318-2183

Home Address 419 1/2 Madison St. Beaver Dam, WI 53916

2. Company Name Union Cab of Madison

Business Address 2458 Pennsylvania Ave. Madison WI 53704

Business Telephone Number (608) 242-2010

3. Indicate method of operation and type of fare collection:

Flat Rate _____ Number of Vehicles _____

Zone _____ Number of Vehicles _____

Meter ~~0~~ X Number of Vehicles 80

Airport Shuttle _____ Number of Vehicles _____

Total number of vehicles proposed to be operated 80

4. Describe detailed color scheme to be used: main body, roof, trim, lettering, etc.

Yellow body and roof, black and white checker trim, Company logo on front doors, black letters.

5. List your schedule of rates to be charged and the method of charging, in detail: Metered fares

Initial Drop \$3.50 first 1/8 miles
Each additional 1/8 mile = \$30 Time not in motion \$30/30 sec

6. Name of Insurance Company Integrity Secura

Business Address 2121 E Capital Dr. 2401 S. Memorial Dr.

Business Telephone Number Appleton, WI 54911 Appleton, WI 54912

(920) 734-4511 (920) 739-3161

7. Name of Insurance Agent Jeff Ascher

Business Address Coverage (608) 372-2127

Business Telephone Number 1500 N. Superior Ave #1

Tomah, WI 54660

8. Is applicant a corporation? Yes No

If yes, give names and addresses of board of directors, and address of corporation:

Name	Address
See attached	

9. Is applicant a partnership? Yes No

If yes, give names and address of all partners:

Name	Address

10. If any vehicles licensed are mortgaged, give name and address of mortgagee, vehicle serial number, amount of mortgage and fulfillment date:

Name	Address	Vehicle Serial #	\$	Fulfillment Date
DMB	321 N. Main St	See List	62,719.45	201
Community Bank	Datsrecht, Ws 53532	All vehicles have liens		

Does the applicant agree that he/she has read and is thoroughly familiar with the ordinances of the City of Madison pertaining to the licensing and regulating of taxicabs in the City of Madison, and agrees to abide by these and all other ordinances of the City and laws of the State of Wisconsin?

Yes No

Subscribed and sworn before me

this _____ day of _____, 20_____.

Applicant's Signature _____

Notary Public

My Commission Expires _____.

Taxicab Filing Affidavit

State of Wisconsin)
)
County of Dane)

_____, being first duly sworn on oath, deposes and says:

1. That the affiant owns _____, operates _____, or manages a taxicab business in the City of Madison, doing business as Union Cab of Madison Cooperative
2. That as of the date of this Affidavit, (Company Name) Union Cab of Madison Cooperative (Address) 2458 Pennsylvania Avenue, Madison, Wisconsin, doing business as Union Cab of Madison Cooperative was the owner of the vehicles listed on Schedule A shown on the reverse side of this Affidavit and incorporated herein.
3. That the schedule of fares to be charged in the operation of each of the vehicles listed on Schedule A as taxicab is: (check boxes to indicate which taxicab rates are applicable)
 - The Meter Taxicab Rates authorized pursuant to Section 11.06(9)(a) of the Madison General Ordinances.
 - The Zone Taxicab Rates authorized pursuant to Section 11.06(9)(b) of the Madison General Ordinances.
 - The Airport Shuttle Rates authorized pursuant to Section 11.06(9)(c) of the Madison General Ordinances.
 - The Flat Rate authorized pursuant to Section 11.06(9)(d) of the Madison General Ordinances.
4. a) That attached to this Affidavit for deposit with the City Clerk is a Policy or Certificate of Liability Insurance specifying insurance coverage of the types and amounts required by Section 11.06(8) of the Madison General Ordinances, and specifically indicating that said insurance coverage is applicable to the vehicle identified on the said Schedule A; and
b) That also attached to said Policy or Certificate of Liability Insurance is a Certificate of Compliance from the State of Wisconsin Insurance Commissioner showing the insurance company is licensed and authorized to transact automobile insurance business in the State of Wisconsin; and
c) That said insurance policy contains a provision that the same may not be cancelled before the expiration of its term except upon thirty days' written notice to the City of Madison.
5. That this Filing Affidavit is made to comply with the provisions of Section 11.06 of the Madison General Ordinances described herein.

Subscribed and sworn before me

this _____ day of _____, 20_____.

Signature of person signing Affidavit under oath

Notary Public

My Commission Expires _____.

City of Madison -- Taxicab Rate Schedule

METER RATES

In Town

"DROP" Distance 1/8 MI "DROP" Charge \$ 3.50
Additional Distance 1/8 MI Additional Charge \$ 3.50
Wait Time 30 Seconds Wait Charge \$ 35

Out of Town

\$57/hr flat
"DROP" Distance _____ MI "DROP" Charge \$ _____
Additional Distance _____ MI Additional Charge \$ _____
Wait Time _____ Seconds Wait Charge \$ _____

VAN RATES (LARGE PARTY—6 OR MORE PASSENGERS)

In Town

"DROP" Distance _____ MI "DROP" Charge \$ _____
Additional Distance _____ MI Additional Charge \$ _____
Wait Time _____ Seconds Wait Charge \$ _____

Out of Town

\$78/hr flat 1 hr. minimum
"DROP" Distance _____ MI "DROP" Charge \$ _____
Additional Distance _____ MI Additional Charge \$ _____
Wait Time _____ Seconds Wait Charge \$ _____

ZONE RATES

First Zone Charge \$ _____
Additional Zone(s) Charge \$ _____
Additional Passenger Charge \$ _____ (for passengers making the same trip as the first passenger)
Outer Zone Distance _____ MI Outer Zone Charge \$ _____
Wait Time _____ Seconds Wait Charge \$ _____

FLAT RATES

"DROP" Distance _____ MI
Single Passenger "DROP" Charge \$ _____ Additional Passenger "DROP" Charge \$ _____
Additional Distance _____ MI
Single Passenger "DROP" Charge \$ _____ Additional Passenger "DROP" Charge \$ _____

LIMOUSINE RATES

Zone 1 Charge \$ 8.00 per passenger Zone 6 Charge \$ 23.00 per passenger
Zone 2 Charge \$ 13.00 per passenger Zone 7 Charge \$ 25.00 per passenger
Zone 3 Charge \$ 16.00 per passenger Zone 8 Charge \$ 29.00 per passenger
Zone 4 Charge \$ 18.00 per passenger Zone 9 Charge \$ 33.00 per passenger
Zone 5 Charge \$ 20.00 per passenger

HOURLY RATE

\$ 57 per hour

RATES FOR OTHER SERVICES

Personal Baggage: First two articles Free
 Additional articles \$ 2 each (except trunks and footlockers)

Groceries Carried to Door: First two bags Free
 Additional bags \$ 1.50

Trunks and Footlockers: \$ 2 each

Aids to Handicapped People: Free

AIRPORT FEE

\$ 1.00 per vehicle (may not exceed the fee imposed by Dane County)

Company: Union Cab of Madison Cooperative

Proposed Effective Date: _____

Submitted by: Paul Bittorf
(Signature)

Paul Bittorf (Secretary)
(Type or Print Name)

This schedule must be submitted to the City Clerk at least **twenty-eight (28) days** before the proposed effective date.

Office Use Only:

Rate allowed by operating license: Meter Zone Flat Limousine

Submission Date: _____ Last Rate Change Submitted: _____

Distribution:

- City Department of Transportation
- City Weights and Measures (Meter Cabs only)
- Dane County Regional Airport
- City Police Department

License # _____

405 Public Passenger Vehicle/Pedal Cab

406 Horse-Drawn Vehicle

408 Pedal Cab Service



P.O. Box 8305, Madison, WI 53708-8305
Telephone 608-242-2000 * Fax 608-242-2009
www.unioncab.com * E-mail info@unioncab.com

Effective January 29, 2015, the Officers and Directors of Union Cab of Madison Cooperative are as follows:

Officers:

President:	Jason Glomp	1624 Fordem Avenue, #205, Madison, WI 53704
Vice President:	Daniel Meter	117 N. 5th Street, Madison, WI 53704
Secretary:	Paul Bittorf	419 ½ Madison Street, Beaver Dam, WI 53916
Treasurer:	James S. Wold	2845 Hoard Street, Madison, WI 53704

Directors:

Jason Glomp	1624 Fordem Avenue, #203, Madison, WI 53704
Amy Bua	3506 Sargent St, Madison, WI 53714
James S. Wold	2845 Hoard Street, Madison, WI 53704
Roland Tracy Will	5116 Tuggle Lane, Waunakee, WI 53597
David R. Lee	P.O. Box 413 Wales, WI 53183
John S. Lambing	3819 Monona Drive #31, Madison, WI 53714
Frank B. Merrill	1624 Fordem Avenue, #203, Madison, WI 53704
Andrew Demetriou	6 Sherman Ter #5, Madison, WI 53704
Dan Meter	117 N 5th St #1, Madison, WI 53704



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
5/18/2015

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Coverra Insurance Services, Inc. 1111 Linden Drive Suite 1 PO Box 277 Holmen WI 54636	CONTACT NAME: Pam Andre PHONE (A/C, No, Ext): 608-526-6345 E-MAIL ADDRESS: pandre@coverrainsurance.com	FAX (A/C, No): 608-526-3158
	INSURER(S) AFFORDING COVERAGE	
INSURED UNIOCAB-01 Union Cab of Madison Cooperative Inc PO Box 8305 Madison WI 53708	INSURER A: Secura Insurance	
	INSURER B: West Bend Mutual	
	INSURER C: Integrity Group	
	INSURER D:	
	INSURER E:	
	INSURER F:	

COVERAGES **CERTIFICATE NUMBER: 2135789311** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC			CP3229639	10/15/2014	10/15/2015	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$100,000 MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COMP/OP AGG \$2,000,000 \$
C	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS			CA2083445 A3225130	7/1/2014 7/1/2014	7/1/2015 7/1/2015	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N If yes, describe under DESCRIPTION OF OPERATIONS below		N/A	JRT2124521	7/1/2014	7/1/2015	WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$100,000 E.L. DISEASE - EA EMPLOYEE \$100,000 E.L. DISEASE - POLICY LIMIT \$500,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

CERTIFICATE HOLDER MTM Inc 5117 W Terrace Dr Madison WI 53718	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE <i>Pam Andre</i>
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Union Cab Vehicle Listing

Taxi Permit	Vin Number	Make/Model	Year	InService	WI License
1	JTDKB20U35306696	TOYOTA PRIUS	2005	06/02/2010	396-ZZA
2	JTDKB20U85305388	TOYOTA PRIUS	2005	07/27/2010	383-ZZA
3	JTDKB20U47768464	TOYOTA PRIUS	2007	07/30/2010	361-ZZA
4	JTDKB20UX4008348	TOYOTA PRIUS	2004	11/11/2010	375-ZZA
5	JTDKB20U75305797	TOYOTA PRIUS	2005	06/06/2011	362-ZZA
6	JTDKB20U05307977	TOYOTA PRIUS	2005	07/13/2011	409-ZZA
7	JTDKB20U95703668	TOYOTA PRIUS	2005	03/29/2013	783-KBL
8	JTDKB20U96754172	TOYOTA PRIUS	2006	01/09/2012	384-ZZA
9	JTDKB20U96751277	TOYOTA PRIUS	2006	02/15/2012	389-ZZA
10	JTDKB20U35310349	TOYOTA PRIUS	2005	01/09/2012	358-ZZA
11	JTDKB20U38343275	TOYOTA PRIUS	2008	03/30/2015	371-ZZA
12	JTDKB20U36706102	TOYOTA PRIUS	2006	12/02/2011	363-TLV
13	JTDKB20U26314969	TOYOTA PRIUS	2006	02/01/2012	372-ZZA
14	JTDKB20U27766708	TOYOTA PRIUS	2007	03/22/2013	267-JRX
15	JTDKB20UX5303897	TOYOTA PRIUS	2005	01/27/2012	344-LFP
16	JTDKB20U45702094	TOYOTA PRIUS	2005	01/27/2012	699-SME
17	JTDKB20U58770031	TOYOTA PRIUS	2008	07/19/2013	403-ZZA
18	JTDKB20U58778910	TOYOTA PRIUS	2008	06/13/2013	553-VAC
19	JTDKB20U08330988	TOYOTA PRIUS	2008	11/11/2011	781-KBL
20	JTDKB20U96316978	TOYOTA PRIUS	2006	02/08/2012	268-JRX
21	JTDKB20UX7767185	TOYOTA PRIUS	2007	02/15/2012	365-ZZA
22	JTDKB20U54000837	TOYOTA PRIUS	2004	01/27/2012	567-ZZA
23	JTDKB20U25304803	TOYOTA PRIUS	2005	03/22/2013	593-SHR
24	JTDKB20U87322930	TOYOTA PRIUS	2007	08/10/2011	398-ZZA
25	JTDKB20UX4000977	TOYOTA PRIUS	2004	10/25/2012	379-ZZA
26	JTDKB20U96707087	TOYOTA PRIUS	2006	03/01/2012	982-JVX
27	JTDKB20U77759839	TOYOTA PRIUS	2007	01/13/2012	402-ZZA
28	JTDKB20U15302099	TOYOTA PRIUS	2005	02/06/2014	381-ZZA
29	JTDKB20U76708072	TOYOTA PRIUS	2006	02/08/2012	391-ZZA
30	JTDKB20U37758875	TOYOTA PRIUS	2007	11/08/2011	406-ZZA
31	JTDKB20U57764461	TOYOTA PRIUS	2007	10/27/2014	590-SHR
32	JTDKB20U58344243	TOYOTA PRIUS	2008	06/13/2013	563-ZZA
33	JTDKB20U28344928	TOYOTA PRIUS	2008	02/15/2012	266-JRK
34	JTDKB20U85012911	TOYOTA PRIUS	2005	09/16/2011	984-JVX
35	JTDKB20U08769676	TOYOTA PRIUS	2008	03/01/2012	591-SHR
36	JTDKB20U18777482	TOYOTA PRIUS	2008	03/21/2014	367-ZZA
37	5TDZA23C56S48775	TOYOTA SIENN	2006	04/25/2012	984-NTF
38	JTDKB20U77764285	TOYOTA PRIUS	2007	09/01/2014	360-ZZA
39	JTDKB20U04001346	TOYOTA PRIUS	2004	09/12/2011	401-ZZA
40	5TDZA23C46S49779	TOYOTA SIENN	2006	05/24/2013	364-ZZA
41	5TDZK23C87S06624	TOYOTA SIENN	2007	08/12/2014	568-ZZA
42	JTDKB20U96708078	TOYOTA PRIUS	2006	07/19/2013	643-VBW
43	5TDZK23C37S02910	TOYOTA SIENN	2007	03/20/2013	698-SME
44	to be determined				
45	to be determined				
46	5TDZA23C25534700	TOYOTA SIENN	2005	02/25/2014	397-ZZA
47	5TDZA23C66S43832	TOYOTA SIENN	2006	02/28/2013	380-ZZA
48	5TDZA23C86S40651	TOYOTA SIENN	2006	01/15/2013	387-ZZA
49	5TDZA23CX4507399	TOYOTA SIENN	2004	03/06/2014	983-NTF
50	5TDZA23C66S42260	TOYOTA SIENN	2006	02/26/2013	418-JBN
51	5TDZKK23C5831691	TOYOTA SIENN	2008	11/27/2014	744-XCD
52	JTDKB20U35310207	TOYOTA PRIUS	2005	08/10/2011	404-ZZA
53	5TDZA23C46S49231	TOYOTA SIENN	2006	07/27/2012	366-ZZA

54	5TDZA23C86542250	TOYOTA SIENN	2006	02/03/2015	370-ZZA
55	JTDKB20U14010672	TOYOTA PRIUS	2004	10/11/2011	393-ZZA
56	JTDKB20U68344988	TOYOTA PRIUS	2008	03/22/2013	981-JVX
57	5TDZA23C86S48716	TOYOTA SIENN	2006	10/11/2014	592-SHR
58	JTDKB20U35303448	TOYOTA PRIUS	2005	01/27/2012	434-JNZ
59	5TDZA23C05S36444	TOYOTA SIENN	2005	05/01/2013	890-MUJ
60	2C4RDGBG9ER1619	DODGE CARAV	2014	11/20/2013	632-ZZA
61	2C4RDGBG9ER1619	DODGE CARAV	2014	12/20/2013	376-ZZA
62	1D4GP24R85B29184	DODGE CARAV	2005	12/04/2007	564-ZZA
63	1D4GP24E95B23651	DODGE CARAV	2005	12/04/2007	395-ZZA
64	5TDZA23C96S53637	TOYOTA SIENN	2006	03/29/2013	983-JVX
65	2D8HN44E69R63965	DODGE CARAV	2009	08/18/2009	754-JAX
66	2D8HN44E29R63965	DODGE CARAV	2009	08/18/2009	756-JAX
67	2C4RDGBG2CR3741	DODGE CARAV	2012	08/01/2012	410-ZZA
68	5TDZK23C17S08364	TOYOTA SIENN	2007	11/27/2014	433-JNZ
69	5TDZK23CX7S06293	TOYOTA SIENN	2007	09/15/2014	369-ZZA
70	5TDZK23C79S27243	TOYOTA SIENN	2009	10/20/2014	265-PKS
71	5TDZK23C38S13407	TOYOTA SIENN	2008	09/26/2014	382ZZA
72	5TDZA23C66S47031	TOYOTA SIENN	2006	10/11/2014	390-ZZA
73	JTDKB20U38779451	TOYOTA PRIUS	2008	06/21/2013	556-VAC
74	JTDKN3DU6A006358	TOYOTA PRIUS	2010	07/19/2013	554-VAC
75	JTDKB20U65300223	TOYOTA PRIUS	2005	06/21/2013	362-VBW
76	1FBSS31L51HB2357	ECONOLINE	2001	05/28/2013	730-UZD
79	JTDKB20U46313721	TOYOTA PRIUS	2006	07/19/2013	555-VAC
80	1FBSS31L87DA0355	FORD E-350	2007	07/19/2013	644-VBW
81	1FBSS31L09DA7181	FORD E-350	2009	07/19/2013	645-VBW

2015-2017 Taxicab Renewal Questions

1. Union Cab has regular vehicle maintenance based on several criteria. Weekly mileage and vehicle fluid checks are done by maintenance staff for the entire fleet. Driver reports are used by the mechanics to address immediate concerns, and every driver performs a pre-trip vehicle inspection for tire inflation and tread wear, warning lights, and any other concerns. Oil changes, tire changes, and all other maintenance are triggered by either achieving a mileage goal or other reports.
There were no maintenance related accidents in 2013 and 2014.
2. Drivers are no longer dispatched calls and ordered by the dispatcher to return to base if they reach the hours of service limits. Shift arrival times are logged on a paper roster and in the dispatch software to track driving hours. Frequent on-air reminders are given during busy shifts for drivers to take adequate breaks and to rest as often as necessary. Drivers may receive warning letters, work suspensions, or discipline up to and including termination for violation of the hours of service rules. Any potential violation is immediately investigated by management and the driver is refreshed on the details of the hours of service requirements.
3. Customer complaints are most often initially dealt with by the staff on duty in the dispatch office. Dispatchers are authorized to resolve service problems at the time they occur, either by offering service or changing the rate a customer is charged. Complaints are entered into a computer registry or taken on paper reports. The complaint administrator then reviews the information and forwards it to the appropriate manager for investigation. All matters are taken up as soon as possible with the goal to have resolution within a week to 14 days.
 - a. For late service, often a partial discount, full-refund, or credit toward a future ride is offered with our apologies. We also try to determine the internal cause of the failure if it was due to an error in scheduling the order, dispatcher error, driver error, or lack of enough vehicles for the volume of business. This concern is addressed according to the need identified.
 - b. Overcharging always results in a refund to the passenger with an apology. The driver is subject to discipline depending on how service was provided.
 - c. Illegal split loading is either reported by the customer or other cabbies. Determining the details of the incident and the circumstances guides management's decision about what level of direction or discipline the driver should receive. Review of the taxi ordinances regarding split loading accompanies the communication with the driver.
 - d. Driver conduct is reviewed by the operations team in light of the circumstances to determine what course of management action to take. Individual employment records are considered for repeat offenses. Communication with the customer or complainant is vital to this process. Review of any pertinent taxi ordinances, company policies, or other law violations are addressed with the driver in question. Discipline may range from a warning to termination of employment.

- e. Refusal of service is based on the guidelines established in the taxi ordinances. If a driver or phone answerer refuses service for a reason other than what is permissible, that person is subject to discipline. Communication with the employee includes a review of the rules for refusal of service. Attempts are made to satisfy every customer's needs and abide by MGO 11.06 (7)(e). Only those customers who meet the exceptions listed in the ordinance are refused.
 - f. Matters that pertain to EEOC rules for Anti-Harassment and Anti-Discrimination are investigated by a group referred to as the Human Resources Council (HRC). Members of the HRC include the Cooperative President, Vice President, Human Resources Manager, and the Business Manager. Confidentiality of information and proceedings is maintained to protect the rights of all parties involved in the investigation.
4. The Accident Review Council investigates all accidents involving our vehicles. When available, police reports are obtained for every incident with other motorists. Information is used to identify trends and training needs among the workforce to avoid repeating the same types of accidents. Regular safety bulletins are posted and articles published in our newsletter to encourage safe driving habits. Over time Union Cab's safety record has constantly improved, and we now have the lowest Worker's Comp mod of any taxi company in the State.
- We also work with our insurance company and frequently review driving abstracts. If a driver is deemed unsafe due to items on an individual abstract, driving shifts are suspended until that person's record clears and they once again become eligible for insurance.
- Regular traffic reports are given on-air by dispatchers to allow for safe routing during trips. Drivers are frequently reminded about safe driving habits during difficult weather. No crashes involved a driver impaired by drugs or alcohol in 2013-2014.
5. In December of 2013, Union Cab increased the meter rate by \$0.05 unit. This was our first meter increase in years and long overdue. Our customers increased usage of our service and we received minimal feedback on the change. Our drop rate is \$0.50 lower than Madison Taxi, and we do not charge MaxiTaxi rates for our minivans. Over short distances up to 5 miles, we are the most cost effective taxi service in the City. Our rates are comparable to other cities.
6. See answer 3.e. above for Union Cab's observance of MGO 11.06 (7)(e).
7. We have no changes to our financial figures from 2013 and 2014.
8. Union Cab has addressed our concerns regarding the accessible taxi service to the City of Madison. Currently we are unable to receive Federal DOT grant funding to purchase vehicles. Due to the financial hardship caused by the presence of TNCs competing directly with the local taxi companies, our revenues have decreased and we are not in a viable financial position to purchase accessible vans.
- The state of our accessible fleet is deteriorating to the point that we can no longer provide demand responsive accessible service and have to schedule rides often days in advance. As the sole provider of 24-hour accessible taxi service in the Madison area for over 20 years, we are deeply concerned about the effects this will have on

consumers. Quite often we are unable to provide service and this harms our reputation and leaves the City of Madison open to complaints of failure to comply with ADA. We also need to state that at the current economy of scale with a limited accessible fleet, this service has lost money every year. All expense items for these vehicles are higher than those for standard cabs. Fuel, insurances, maintenance, replacement, and driver wages are substantially more. With limited numbers of vehicles in service, there are more empty miles driven and far more stress on the equipment and drivers as well. Attempting to have every taxi company provide a limited fleet will result in a loss of revenue for the industry as a whole.

Given Union Cab's leadership role for this market segment, we also find that the consumers of accessible services will be unlikely to want to switch from Union Cab to another 24-hour provider with no experience or organizational history of offering such service. The only solution is to allow Union Cab to continue as the City of Madison's designated company for this purpose.

We propose that the City of Madison provide adequate subsidies to Union Cab to maintain a 24-hour accessible fleet and services. Designation of Union Cab as the contracted provider of this service would allow the Cooperative to once again qualify for Federal DOT grants for operational costs and vehicle purchases. Although the price of upgrading the current service capabilities of Union Cab's fleet would be substantial, it will be less than any other outcome proposed. Furthermore, we deem it necessary that the City of Madison advertise and promote Union Cab's role in serving the community to highlight the municipalities compliance with ADA regulations.

9. TNCs first became prevalent in the Madison area in April of 2014. We have seen a steady degradation of our weekend night business and a substantial decrease in revenue on peak service hours. The result is that TNC cherry-picking of the highest revenue hours depletes our ability to maintain our annual financial needs. Drivers are suffering hardship due to lost income from shifts that used to sustain them financially. Overall Union Cab's revenues have decreased by between 8%-15% per month due to TNCs.

Locally acceleration of TNC resources occurred in November 2014 and is continuing to grow. Union Cab has observed and reported this to the Mayor's office through Cab Drivers for Madison's Safety reports. State legalization of TNCs could destroy the current companies. If compared to the TNC driver to general population ratio of San Francisco, TNC driver numbers in Madison would currently max out around 900 part-time drivers. Failure by the City of Madison to properly enforce the taxi ordinances and impound the vehicles of illegal taxi operators of the TNCs prior to passage of the current State law has allowed TNCs to gain a major advantage during the last year.

Mitigating factors of TNC domination include:

- a. Failure to adequately compensate drivers for all the costs of maintaining service. Roughly a single cab driver needs about \$30,000/yr. to cover expenses before receiving any income. Uber just announced that they will be increasing their cut to 30% of the fare. This nets the driver less than \$0.30/mile.

- b. Safety concerns and insurance risks. TNCs are notorious for not abiding by regulations and conducting background and insurance checks. Eventually customers should become concerned enough by the stories of failed responsibility and crimes committed by TNC drivers to choose locally certified taxi operations first.
- c. TNC drivers are now using the surge pricing system to jack up fares and control service. For example, if demand for service is low, TNC drivers stay home until the surge pricing goes high enough to please them. Likewise if driving conditions are hazardous, be it a snowstorm or lots of drunks at bartime, many TNC drivers do not even provide service causing more delays for the 24-hour taxi operations. It may be as simple as the TNC drivers wanting to go out on Saturdays, as Union Cab has seen a far more significant decrease in our Friday night business as compared to Saturdays. Lack of service guarantees drives business back to standard operations.

TAXICAB SERVICE SURVEY 2015 (2014 financial and statistical data)

ITEM	Badger Cab	Green Cab	Madison Taxi	Union Cab	Transit Solutions	Badger Bus
MILES	2,255,183	3,541,000	2,561,363	4,209,962	992,750	720,084
PASSENGERS	457,890	520,854	398,463	514,986	149,567	94,669
PASSENGER TRIPS	305,260	401,197	227,863	367,847	149,567	94,669
REVENUES	1,685,184	1,683,744	4,292,812	7,936,721	2,336,527	2,215,334
TOTAL EXPENSES*	1,664,341	1,608,415	4,266,649	7,823,167	2,220,261	2,145,491
PROFIT (LOSS)	20,843	75,329	26,163	\$0	116,266	69,843
COMPANY COST PER PASSENGER	\$3.63	\$3.09	\$10.71	\$15.34	14.84459139	22.66
CRASHES	13	8	32	30	6	18
CRASHES WHERE DRIVER WAS AT FAULT	8	3	10	10	5	5
MILES/CRASH	173476	442625	80043	140,249	165458	40,005
INTERNAL COMPLAINTS	24	8	34	60	0	0
CITY COMPLAINTS	1	3	3	2	0	99
PERMITS REQUESTED	43	42	50		33	42

*Report expenses before earnings distribution to owners and officers

BADGER CAB: A ZONE CAB (NO METERS), OPERATES AS A LEASED OPERATION, (DRIVERS LEASE VEHICLES, AND PAY A DAILY LEASE RATE). THIS IS A SHARED-RIDE SERVICE.

GREEN CAB of MADISON: A ZONE CAB (NO METERS), OPERATES AS A LEASED OPERATION, (DRIVERS LEASE VEHICLES, AND PAY A DAILY LEASE RATE). THIS IS A SHARED-RIDE SERVICE. OPERATIONS BEGAN IN SEPTEMBER 2010.

MADISON TAXI: A METERED CAB OPERATION THAT IS PRIVATELY OWNED, SOME LEASED CABS.

UNION CAB: A METERED-CAB OPERATION, OPERATED AS A COOPERATIVE (EMPLOYEES OWN THE COMPANY).

BADGER BUS: PRIVATELY OWNED, FLAT-RATED OPERATION FOR MADISON METRO, FOR DISABLED PASSENGERS.

TRANSIT SOLUTIONS: FLAT-RATED OPERATION TO TRANSPORT ELDERLY & PEOPLE WITH DISABILITIES. THEY ALSO HAVE LICENSE TO SERVE THE AIRPORT AS A TAXICAB.

Please note: Badger Bus and Transit Solutions do not accept demand-responsive rides, and do not list contract rates.