

**MINUTES OF THE
SENATE COMMITTEE ON TRANSPORTATION**

**Seventy-Eighth Session
February 19, 2015**

The Senate Committee on Transportation was called to order by Chair Scott Hammond at 8:34 a.m. on Thursday, February 19, 2015, in Room 2135 of the Legislative Building, Carson City, Nevada. The meeting was videoconferenced to Room 4412 of the Grant Sawyer State Office Building, 555 East Washington Avenue, Las Vegas, Nevada. [Exhibit A](#) is the Agenda. [Exhibit B](#) is the Attendance Roster. All exhibits are available and on file in the Research Library of the Legislative Counsel Bureau.

COMMITTEE MEMBERS PRESENT:

Senator Scott Hammond, Chair
Senator Don Gustavson, Vice Chair
Senator Patricia Farley
Senator Mark A. Manendo
Senator Moises (Mo) Denis

GUEST LEGISLATORS PRESENT:

Senator Greg Brower, Senatorial District No. 15

STAFF MEMBERS PRESENT:

Megan Comlossy, Policy Analyst
Darcy Johnson, Counsel
Martha Barnes, Committee Secretary

OTHERS PRESENT:

William R. Kendall
Sean P. McDonald, Administrator, Division of Central Services and Records,
Department of Motor Vehicles
Doreen Rigsby, Manager, Alternate Services, Division of Central Services and
Records, Department of Motor Vehicles
Eric Spratley, Washoe County Sheriff's Office
Paul Enos, CEO, Nevada Trucking Association
Neal Tomlinson, Integrity Vehicle Solutions Co., LLC

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Mark A. James, CEO, Integrity Vehicle Solutions Co., LLC
Sairam Rangachari, Chief Technology Officer, Integrity Vehicle Solutions Co., LLC

David Goldwater, Desert Cab; On Demand Limousine
S. M. "Corky" Gowans, Director of Operations, Triad Transportation Technologies, LLC

Chair Hammond:

I will open the hearing on Senate Bill (S.B.) 121.

SENATE BILL 121: Revises provisions relating to certain special license plates.
(BDR 43-413)

Senator Greg Brower (Senatorial District No. 15):

Senate Bill 121 addresses an issue regarding classic vehicles or classic hot rod license plates in the context of personalized license plates. If a person has a vehicle registered as a classic rod or classic vehicle, it has not been possible to have personalized plates on that vehicle. For example, Senator Manendo may have Manendo as his personalized license plate and he wants to put the license plate on his classic vehicle. There is no way to do this now. The idea of S.B. 121 is to allow a vehicle owner, if the vehicle meets the criteria of a classic vehicle, to have the vehicle designated as a classic vehicle and have the personalized name, Manendo, or number on that vehicle.

The current language in S.B. 121 does not accomplish our goal. Representatives of the Department of Motor Vehicles (DMV) want to allow the personalized name or number put on a license plate that says classic vehicle or classic rod. That would be okay if the personalized name or number is five digits or less. If the name or number is more than five digits, there would not be enough room on the classic rod or classic vehicle license plate. With further discussion and cooperation from the DMV, we can work out amended language to accomplish our goal. As of today, the bill is not ready.

Chair Hammond:

If Senator Manendo has his 1972 Pinto all decked out and he has number one Pinto fan on his license plate, after we pass this bill, would he then be able to transfer the plate to use on his classic vehicle?

Senator Brower:

Yes. That is the goal but it will take further discussion with the DMV to ensure it will work that way. Under current law, if the 1972 Pinto qualifies as a classic vehicle but he wants the personalized plate, number one Pinto fan, because it is more than five digits it would not fit on a classic vehicle or classic rod license plate. The idea is to allow Senator Manendo to register his vehicle as a classic vehicle, obtain the benefits that come with that classification but be able to display his personalized license plate.

Chair Hammond:

Would Senator Manendo still have to pay the cost of the classic vehicle or classic rod license plate so we could still collect revenue?

Senator Brower:

Whatever additional fees are required to register a vehicle as a classic vehicle or classic rod would be paid. The idea is to allow the personalized license plate to be displayed on the vehicle if the name or number does not fit within the five-digit requirement of the classic vehicle or classic rod license plate.

William R. Kendall:

I own four hot rod sports cars and all of them display personalized license plates. All four of the vehicles require six or seven digits on the license plates. In order to have personalized license plates, I must obtain an emission test for each of these four vehicles. It costs me time and money to take these vehicles for a smog test when I do not drive them more than 100 miles annually. I contacted the DMV to ask about designating these vehicles as classic vehicles or classic rods but was told I could not keep my personalized license plates on the vehicles.

I would like to register my vehicles as classic vehicles or classic rods but still want to keep my personalized license plates. It seems it could be done administratively so the registration shows the vehicle as a classic vehicle and the license plate could be whatever I want. In order for this to work, the license plate needs to have room for seven digits, which is the maximum number of digits available. I want to see the requirements modified so I can keep my personalized license plates and have my sports cars designated as classic rods or classic vehicles. There would be additional revenue generated because I would have to pay the fee for the personalized license plate and the fee for the classic rod or classic vehicle license plates.

I know many people who have hot rods and older sports cars would love to see this bill pass. I can order the classic vehicle or classic rod license plate, but I have to keep the numbers issued by the DMV or I can keep my personalized license plates, which does not qualify me for the classic rod or classic vehicle designation.

Sean P. McDonald (Administrator, Division of Central Services and Records, Department of Motor Vehicles):

The DMV understands what the bill is trying to accomplish but initially thought this was in reference to the classic vehicle and classic rod license plates. As you can see, there is limited space on the existing classic vehicle and classic rod license plate. This is something we can discuss further with other divisions within the DMV, as it will also affect the Division of Information Technology and the emissions program. Requirements for the classic vehicle and classic rod license plates do not require the completion of an emissions test prior to licensing the vehicle in Clark or Washoe Counties.

There was some discussion regarding University of Nevada, Las Vegas (UNLV) license plates. Would that license plate be affected by the language in this bill? If this bill becomes law, would there be a classic vehicle UNLV license plate? We might need to ask some additional questions regarding existing charitable license plates. We will work with Senator Brower towards a solution.

Senator Denis:

Is it currently a programming issue? Would you have to change the size of the font or change where the license plate says classic vehicle?

Mr. McDonald:

The font we use is a standard-size font. We will be manufacturing embossed license plates in the new factory that is almost completed. The standard-size font is used for the classic vehicle license plate and there is only space for four digits on the license plate. Because of the personalization process, we wanted to provide space for another digit. We increased the digits on these two license plates from four digits to five digits. The font is a standard size used for all of the license plates manufactured by the DMV license plate factory. We have been trying to figure out how we can have the classic vehicle designation with a personalized license plate using alphanumeric characters.

Senator Denis:

The other is the registration piece, because it would be like getting two license plates in one.

Doreen Rigsby (Manager, Alternate Services, Division of Central Services and Records, Department of Motor Vehicles):

The registration associated with the classic vehicle gives a benefit of not having to obtain an emissions test. The registration is also associated with the license plate. If requirements change for obtaining these license plates, there will be programming changes associated with them. We would have to check with our information technology programmers and verify law enforcement could still access the license plate information. We need to determine how to keep the benefits of the classic vehicle with the personalized license plates and still ensure law enforcement can run the plate.

Senator Denis:

Could you have any vehicle with the classic vehicle or classic rod designation?

Mr. McDonald:

We need to have a discussion with Senator Brower and Mr. Kendall as the UNLV license plate and the rodeo license plate were mentioned during testimony. Initially, we looked at this bill from the aspects of classic vehicles and classic rods only, so we will have to have further discussions to determine how this could be accomplished.

Chair Hammond:

Are you anticipating any kind of fiscal impact on this bill? Are you planning to make programming changes since you are returning to embossing license plates?

Mr. McDonald:

On an existing classic vehicle or classic rod license plate there would not be a significant fiscal impact; however, if we carry that designation over to 200 different specialty license plate styles, there could be a fiscal and programming impact. We need to determine how we can avoid a fiscal impact.

Eric Spratley (Washoe County Sheriff's Office):

I support S.B. 121. We have many jurisdictions that host a number of classic vehicle events throughout the State, and the biggest in Washoe County is Hot

August Nights. Oftentimes I have run across registration violations because people are trying to have the best of both worlds. The vehicles are running from private venue to private venue, and sometimes they travel on a public street. We may see a blue 1957 Chevrolet with a blue registration sticker that was active a few years ago. These people are very concerned about the minute details of their vehicles. The registration sticker for the 1957 Chevrolet was supposed to be yellow for that year but the owner did not want the bright yellow sticker on his beautiful blue car so he displayed the old sticker. He had the proper sticker in the glove box of his car.

We have also seen an owner drive a vehicle to the venue with the classic rod plate then change to a personalized plate. The personalized plate may be "6D7" to show off their 1967 Mustang. When the cars are being driven from private venue to private venue using the public streets, they are not displaying the appropriate license plate for the street.

This bill would clear up some of the circumstances for those drivers of classic cars and classic rods and allow them to derive a benefit from both license plates.

Senator Brower:

We need to communicate with the DMV, and we will work to create some amended language for the Committee. It is not the intent to allow the classic vehicle or the classic rod wording to be put on other specialty license plates like the veterans or UNLV license plates.

The DMV has something similar in place with the legislative license plates issued each Session. The real intent is to allow Senator Manendo to register his Pinto as a classic vehicle and have his Manendo license plate on the vehicle. If Senator Manendo were pulled over by law enforcement, running the license plate number would allow the officer to know the vehicle is registered as a classic vehicle in the DMV database, but Senator Manendo could display his Manendo personalized license plate.

Mr. Kendall:

My intent is not to cause the DMV to manufacture a new license plate or to change the font on the license plates being manufactured. I do not want to cause them any additional financial burden. My intent is not to get legislation passed so that we could have the classic rod license plate and then be able to

personalize that license plate. My intent is to allow me to register my vehicle on the books as a classic rod, yet have whatever license plate I want with personalized digits on it.

Senator Denis:

You do not care about the wording classic rod or classic vehicle, but you want the DMV system to know it would be a classic rod or classic vehicle even though it would not say that on the license plate.

Mr. Kendall:

Yes. The problem with having the classic rod license plate is that it does not allow the use of seven digits on the license plate.

Senator Brower:

If the Committee agrees S.B. 121 makes sense, the additional fees would still be paid and the privileges of the classic rod designation would be available.

Senator Denis:

While we would collect more fees by implementing S.B. 121, we would be losing fees on the opposite side. If it were a customized license plate as opposed to a classic vehicle or classic rod license plate, there would be no smog inspection that generates revenue.

Senator Hammond:

I will close the hearing on S.B. 121. We will move into our work session and begin with S.B. 3.

SENATE BILL 3: Requires the Department of Motor Vehicles to establish a registry of emergency contact information for certain persons. (BDR 43-14)

Megan Comlossy (Policy Analyst):

I will read the work session document summary ([Exhibit C](#)). The DMV proposed an amendment following the February 12, 2015, hearing on S.B. 3. The amendment adds an extra layer to the Next-of-Kin Registry. The proposed language, shown in the [Exhibit C](#) mock-up, requires people who wish to register to establish a portal account with the DMV allowing access to the DMV electronically. One of the options of a portal account with the DMV will be to create a registry record of emergency contact information. The amendment also

removed any reference to filling out a form or application to provide contact information by allowing customers to conduct business online.

Chair Hammond:

The mock-up includes the combined amendments. Senator Manendo asked if there were any conflicting amendments. No, that has all been worked out and all amendments are included. I will ask the sponsor of the bill.

Senator Gustavson:

I support all of the amendments submitted.

SENATOR MANENDO MOVED TO AMEND AND DO PASS AS AMENDED
S.B. 3 WITH ALL OF THE AMENDMENTS.

SENATOR DENIS SECONDED THE MOTION.

THE MOTION CARRIED UNANIMOUSLY.

Chair Hammond:

We will move to the next bill on the work session agenda, S.B. 23.

SENATE BILL 23: Revises provisions governing the required submission of certain reports by the Department of Transportation. (BDR 35-376)

Ms. Comlossy:

I will read the work session document summary ([Exhibit D](#)). The Nevada Department of Transportation (NDOT) submitted a conceptual amendment to eliminate the requirement for the proposed work program to be printed and mailed to the county commissioners in favor of providing them with a copy. The thought was to save paper by utilizing an electronic notification.

Chair Hammond:

The amendment is minimal and we are in an electronic age.

SENATOR MANENDO MOVED TO AMEND AND DO PASS AS AMENDED
S.B. 23.

SENATOR GUSTAVSON SECONDED THE MOTION.

THE MOTION CARRIED UNANIMOUSLY.

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Chair Hammond:

We will move to the next bill on the work session agenda, S.B. 42.

SENATE BILL 42: Requires the Investigation Division of the Department of Public Safety to provide investigative services to other divisions of the Department and certain other units of the Executive Department of the State Government. (BDR 43-357)

Ms. Comlossy:

I will read the work session document summary for S.B. 42 ([Exhibit E](#)). No one testified in opposition to the bill as it was considered a cleanup bill.

SENATOR MANENDO MOVED TO DO PASS S.B. 42.

SENATOR DENIS SECONDED THE MOTION.

THE MOTION CARRIED UNANIMOUSLY.

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Chair Hammond:

We will move to the next bill on the work session agenda, S.B. 43.

SENATE BILL 43: Revises provisions governing certain safety requirements for driving across railroad tracks. (BDR 43-378)

Ms. Comlossy:

I will read the work session document summary for S.B. 43 ([Exhibit F](#)). There were a couple of amendments proposed by the DMV and Matthew B. Parker. Attached is a mock-up amendment from the Legal Division of the Legislative Counsel Bureau following the bill page. The intent of the DMV amendment is to clarify what commercial motor vehicles are subject to this section. The second amendment makes it unlawful for the driver of any vehicle

rather than any "commercial" motor vehicle to fail to completely cross the rail crossing if there is not enough space on the other side or undercarriage clearance.

Chair Hammond:

There were some changes, so I want to make sure everyone understands the intent of the amendment.

Paul Enos (CEO, Nevada Trucking Association):

The mock-up amendment reiterates the intent of the proposed conceptual amendment. The language mirrors what is in the current Title 49 CFR section 392.10, referencing what commercial motor vehicles are required to stop at rail crossings. Referencing Title 49 CFR section 385.5 addresses the hazardous materials definition. Instead of having the long list of chemicals in the conceptual amendment, it states if the commercial vehicle is carrying any amount of chemicals, it must stop at the rail crossing.

Chair Hammond:

The reason for stopping is to ensure there is room on the other side of the tracks and to ensure the undercarriage will clear the crossing. You said there are certain vehicles carrying hazardous materials that must stop at the rail crossing. Is that true?

Mr. Enos:

Yes. Section 5 of the proposed amendment to S.B. 43 now applies to "any" vehicle rather than a "commercial" motor vehicle.

SENATOR GUSTAVSON MOVED TO AMEND AND DO PASS AS
AMENDED S.B. 43 WITH ALL AMENDMENTS.

SENATOR DENIS SECONDED THE MOTION.

THE MOTION CARRIED UNANIMOUSLY.

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Chair Hammond:

We will not be taking any action on the final work session bill, S.B. 127. The scheduled presentation is in regard to Ride Genie and Ride Integrity. Welcome former Senator Mark James.

SENATE BILL 127: Revises provisions relating to the Department of Motor Vehicles. (BDR 43-601)

Neal Tomlinson (Integrity Vehicle Solutions Co., LLC):

We are here to provide the Senate Committee on Transportation with an update on S.B. No. 430 of the 77th Session providing for technological improvements in the transportation industry. More specifically, they are improvements with regard to real-time data management tracking and electronic ride hailing. We have provided an overview of the Ride Genie product ([Exhibit G](#)).

Mark A. James (Chief Executive Officer, Integrity Vehicle Solutions Co., LLC):

The passing of S.B. No. 430 of the 77th Session put Nevada at the forefront of regulating for-hire vehicles in the Country. The bill allowed the implementation of a real-time data system for our regulators. The regulatory system in Nevada has evolved from the middle of the 1960s when transportation services were regulated by the Public Services Commission of Nevada through the government reorganizations of Governor Robert Miller and Governor Kenny Guinn. Our regulatory scheme has evolved into two highly specialized and effective groups, the Nevada Transportation Authority (NTA) and the Taxicab Authority. These regulatory agencies have performed effectively in administering laws passed by the Legislature. The next step in the evolution is to provide these regulatory agencies with technological tools to perform their jobs better than ever before.

The NTA has taken steps to complete a request for information (RFI) process and Integrity Vehicle Solutions is now in the process of working with NTA to develop a contract to implement the system we are showcasing this morning. This system has the ability to give Nevada consumers access to all for-hire vehicles on their smart phones as shown in our brochure ([Exhibit H](#)). The private sector has taken the initiative to make the technology available for privately contracted “black cars” and limousines in Las Vegas. We have yet to integrate taxicabs into the system.

You have probably heard it is very difficult if not impossible to deliver smart phone technology to consumers within the existing regulatory structure

for taxicabs that involves a regulated and sealed taximeter. Coupled with Ride Integrity we have accomplished an integration of smart phone technology with the taximeter. Whatever the taximeter reads will seamlessly go through the system and populate into a smart phone for payment without any further action by the passenger. We think this is revolutionary technology, and it is made possible by the Legislative action taken during the last Session. We will be showing you a short video of Ride Integrity, which will soon be in use at the Nevada Transportation Authority, and Ride Genie.

Sairam Rangachari (Chief Technology Officer, Ride Integrity Solutions):

I would like to show you a 4-minute video that illustrates how the application works with the certified single taximeter. The experience is easy for the consumer and less distracting for the driver.

Mr. James:

These two Nevada companies are working together to develop the consumer side and the driver side of the application (app). Ride Genie is an app developed along the lines of S.B. No. 430 of the 77th Session that mandated providing functionality and information for passengers. The video referenced how passengers can obtain estimates of the costs of trips, and have choices between different car types for the vehicles that best fit their travel needs and budgets. Senate Bill No. 430 of the 77th Session mandated this information be part of the system.

We have a short slide presentation ([Exhibit I](#)) describing Ride Integrity.

Mr. Rangachari:

This presentation will describe the beneficial regulatory platform built for the NTA and the Taxicab Authority to have document management and full transparency for all of the for-hire vehicles on the road. Ride Integrity provides full visibility for the regulatory agencies and allows them to enforce all of the existing rules. It provides on-demand reports, such as what types of trips are being encountered, what vehicles are on the road and what drivers are on the road, all in real time. This system provides the regulators with tools to address issues like long hauling where every trip can be replayed from any vehicle equipped with the Ride Genie-Ride Integrity system.

The system streamlines operations, compliance and drastically reduces paperwork for the regulatory agencies. Features available for use by the

regulatory agencies are every vehicle, driver, insurance and medallion are found in the system. There are automatic notifications on the expiration of each requirement, so if a medallion or insurance expires, the regulatory agency and fleet owner are notified immediately. There is no active policing required as all the information is stored in the system.

The regulatory agencies and fleet owners have access to real-time charts of data for every trip that has occurred. The fleet owners and regulatory agencies have the ability to replay a trip to see where the trip originated, where it ended and what roadway was taken at any given point during the trip. The information is tracked every 6 to 10 seconds. We can determine the speed of the driver at any given point. We were able to identify when a driver was speeding on the highway from a trip that occurred last month.

Mr. James:

Some of the screen shots from the presentation about Ride Integrity are also shown in [Exhibit I](#). This system is in place in San Francisco for the San Francisco Municipal Transportation Agency (SFMTA). The system regulates, tracks and pulls data from most of the taxicabs in the city. We went through a similar process as the one we completed in Nevada with 14 different companies competing for the same contract in the heart of Silicon Valley. The SFMTA selected our small company from Nevada to implement this system.

Chair Hammond:

From a driver's perspective, a customer has just called for a ride, how do we know the driver is not driving at the time he takes the call? If he is driving, how much of the process is hands free? Does the driver have to look at the screen? Could you explain how that works?

Mr. James:

This is something to keep in mind whenever speaking about people on the roadway. The interaction the driver has with the meter is about the same as the interaction taxi drivers have all around the Country with existing digital dispatch systems. The type of system sending a trip option to accept a trip and receive the mapping to get to the pickup destination is not new. This type of system was introduced in the 1990s and at my last job, my company was very involved in the kind of digital dispatch systems used for drivers. Some were more complex to operate and required more attention from the driver. By presenting this system in a mapping or picture format, less time is devoted to the screen.

The driver can accept the trip, see where he has to go for the pickup and drive there. This system integrates all information with the taxicab regulation system.

The essence of the taxicab regulation system is the meter; metering has been the method of calculating time and distance throughout the world. Technology has gotten ahead of the regulatory system with many different ways of calculating time, distance and fees. In many states, the taximeter is approved by the National Conference on Weights and Measures and the National Institute of Standards and Technology. We have the same approvals, but the Legislature approves the meters in Nevada. We have made the driver's job easier by allowing technology to interface consumers directly with the dispatch system tied to the taximeter. Because it is easy, the driver can perform the tasks associated with the meter, get more work, more trips and make more money.

Senator Gustavson:

Did you say this was put out to bid and companies were selected to use this technology? Is it just for those companies, or can other taxicab companies participate?

Mr. James:

We responded to an RFI put out by two agencies requesting information. The NTA completed the process and created a ranking with our company ranking first. We are having discussions and have asked the Agency to determine the costs to pay for the system and provide us with a contract.

We have gone through the RFI process with the Taxicab Authority, but it has not yet announced the ranking. Once the system is up and running, it will be used by the Agency, enforcement officers and fleet operators and by the public through their smart phones. Any smart phone app that can get two or more certificated carriers in Nevada to say, "We want to use this," can tie into the data from this system. We are involved in discussions with many jurisdictions around the world to do something similar to what Nevada has pioneered.

Senator Denis:

In looking at this from the customers' standpoint, how do they find out about the app?

Mr. James:

The customer finds out about the app from us and it is the expensive part to make sure we get out the word. We want to make sure people know about the app so they can download it in one of the two places they can access apps for their phones.

Integrity Vehicle Solutions, Inc. has benefitted by the media covering this issue in Nevada and being interested in how the system rolls out compared to other states. We are not going to say no one can operate here, but we are going to say they have to operate within our regime. People have heard about the Ride Genie app and most of the downloads have been the result of media coverage. As we have completed our integration with all types of for-hire vehicles, including taxicabs, we will get the funding and get out the word more effectively for people using the technology.

Senator Denis:

When a customer downloads the app to their smart phone and hails a taxi, what company gets the call? Are they all tied into the system, or is it only the ones who sign up?

Mr. James:

We now have several of the major taxi companies in Las Vegas testing the taxi portion of the app. Assuming they move forward and become fleet providers for us, all of their taxicabs will be on the system. When a customer hails a taxi, the request will not go to the dispatch systems of the different companies, instead it will enter our cloud computing system and immediately be pushed out to the closest three to five drivers in the vicinity. The first driver to accept the call gets the fare.

There is no built-in preference in our system for any specific fleet; however, you as the passenger can push a button to reach your preferred company and reach the closest driver to your location. The app works the same way for limousines and black cars. If you prefer Presidential Limousines, you can request a driver from that service through the app. If you push "All," you will get the closest driver from all of the participating fleets.

Senator Denis:

How do you envision this working if a customer hails a taxi from the airport or at a hotel where there are generally many taxis waiting for customers? If

someone wants to use this app because it is easier to pay for the fare rather than accessing the current system, how would that work?

Mr. James:

The airport allows curbside pick up only from the four companies that have a contract with the McCarran International Airport. We are the only app that is approved to be used at the McCarran Airport. The app is geo-fenced, so if customers try to use it at the gate they are told they cannot use it there. Once they enter the baggage claim area, they can hail a car and then the closest of those curbside operators will get that fare. The customer can then bypass the ticketing arrangement.

At the hotels on The Strip, a customer will not be able to hail a taxicab because the current taxicab rule is set up for a queue and the next taxi in the line gets the next passenger. Just about anywhere else in the Las Vegas Valley, other than the Airport or The Strip hotels, you will be able to use our app. We are working with the Las Vegas Convention and Visitors Authority (LVCVA) and the downtown business groups to ensure they know how to use Ride Genie so it can be an effective tool. It is always difficult at the LVCVA during rush times, so we are determining the most effective way to use the app there. Downtown has always been a difficult place to hail a cab.

More important to us and to our fleet partners is the ability to get a taxicab in the outlying parts of Las Vegas, where people live or with some outlying hotels. When we launch the taxicab portion of the system, they will be operating in the restricted areas to be used by local people and local businesses. We will have the drivers trained who are driving restricted medallions.

The Taxicab Authority has used the restricted medallions as an attempt to push taxicabs out into these less popular geographic areas. They have not been successful because it is still difficult to hail a cab in those areas. We think this technology is going to be the answer to these issues. There is a "no-go" fee if the customer who hailed the cab is not there when the cab arrives. A customer will be encouraged to wait for the cab after hailing it, and the drivers will be incentivized to drive to that location to pick up the passenger.

Senator Denis:

If a customer hails a cab and the driver takes longer than anticipated, will the passenger be charged because that person decided not to wait?

Mr. James:

Yes. Most systems around the Country work this way. There are other electronic hailing apps besides Ride Genie and they work this way. If you cancel after a certain time, there is a charge to your credit card. This is an important part of this system. We worked through these requirements with the Taxicab Authority and the NTA when they approved our app. It is critical for these drivers after investing their time to pick up someone, the passenger needs to be there.

We give the passengers some tools to make it easier to wait for the cab. A time estimate says how long it will take the cab to reach them. The estimated time may be longer than it actually takes the driver to reach the location. This is the same as other systems as well. I have used Uber all over the world and their time estimate is a little longer than the actual wait time. The passenger can see the car coming on the smart phone screen. As the car approaches, if the passenger sees the driver make a wrong turn, the passenger can call the driver to make the proper turn.

Chair Hammond:

Is the service available in the northern part of the State as well?

Mr. James:

We intend to implement the service in the north. We began in Las Vegas but intend to go statewide.

David Goldwater (Desert Cab; On Demand Limousine):

We are a fleet partner for Ride Genie. The regulated carriers in Nevada want to provide good service and invoke new technology wherever possible. We want to provide this service in a regulated environment, and Ride Genie is the gateway to finding a balance between the regulated carriers, the rides and protecting the riding public. The technology used by Ride Genie provides the service our riding public deserves. Once the barrier toward service is removed with technology, we will have a much more satisfied and safer riding public.

S. M. "Corky" Gowans (Director of Operations, Triad Transportation Technologies LLC):

I am involved with day-to-day meter operations with the Taxicab Authority in Las Vegas. I want to iterate cooperation with Ride Genie and the effort put into the regulations portion of the application and tying it to the meter. As somebody

who spends each day with the Desert Cab fleet and other cab companies, I see for the first time that as soon as a passenger e-hails a taxicab, the consumer is connected with a driver. The driver receives a commitment from the passenger. Previously, when the request came through dispatch there was no communication between the driver and the passenger. With the Ride Genie application, the excitement for the driver is the commitment of the driver to the passenger and the passenger to the driver.

Senator Denis:

There will be a great deal of data produced by this app, such as where people go, what they are doing and who is being picked up. What happens to the data you are collecting?

Mr. James:

Our plan is to use the data to run the system. The government's use of the data will be in connection with its regulatory function. Any additional parameters around that data would have to have regulations for use. There are systems like Ride Genie operating all over the world, and they are operating outside of the traditional regulatory system for for-hire vehicles like black cars, liveries, limousines and taxicabs. These systems are collecting massive amounts of data. We wonder what they are doing without some sort of a regulatory tether or accountability.

Our company is working closely with government and with the incumbent fleet operators and drivers everywhere we go. We answer these questions usually in public hearings or in some other type of vetting process. I cannot answer for any other systems.

Senator Denis:

As an example, law enforcement might be trying to track someone. Could they ask for the information?

Mr. Tomlinson:

We met with the regulatory staff of both agencies and are excited about Ride Genie. This is a tremendous regulatory, crime prevention and investigatory tool. Trip information is saved so law enforcement officers can research the data, find a specific trip, replay the trip, see the route taken, see the choice the passenger made as far as the route, and determine if there was a long haul. If a crime was committed, law enforcement officers can use this as a tool to help

solve the crime and catch the perpetrator. I want to ensure everyone understands we are talking about two different systems.

The Ride Genie app is an e-hailing application approved in August 2014 by the NTA and in use in the Las Vegas area. People have been hailing sedans, sport utility vehicles and limousines through Ride Genie since August 2014. The Taxicab Authority just recently approved the Ride Genie application. The taxi button will soon be activated on the Ride Genie application to expand vehicle availability.

Ride Integrity is the backend regulatory system. This is the tool the regulatory agency uses to monitor all data to maintain compliance. We completed the vetting process with Ride Integrity with the NTA and have been selected but have not reached implementation yet. This system is in use in San Francisco with all of the taxicabs in the area. The two systems work together, but they are separate.

Senator Denis:

I see this as a protection for the consumer but also for the drivers as we have had some issues in the past. If there is a dispute, the information can be accessed.

Mr. Tomlinson:

An issue just arose in San Francisco regarding insurance. An alert was noted through the system that the insurance had expired on a group of vehicles. The regulators were ecstatic because it used to be found through an audit or an inspection because nothing was automated. Immediately, they worked with the carrier, made the correction, renewed the insurance and got the taxis back on the job. Tools like this will ensure safety and compliance.

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Chair Hammond:

Data is being collected for a variety of reasons and not just in this industry. It is important for us to know what is done with the data being collected, where it is stored and how we can protect the consumer from data spread.

There being no further business to come before the Committee we are adjourned at 9:55 a.m.

RESPECTFULLY SUBMITTED:

Martha Barnes,
Committee Secretary

APPROVED BY:

Senator Scott Hammond, Chair

DATE: _____

EXHIBIT SUMMARY				
Bill	Exhibit		Witness or Agency	Description
	A	2		Agenda
	B	8		Attendance Roster
S.B. 3	C	38	Megan Comlossy	Work Session Document
S.B. 23	D	1	Megan Comlossy	Work Session Document
S.B. 42	E	1	Megan Comlossy	Work Session Document
S.B. 43	F	9	Megan Comlossy	Work Session Document
	G	1	D. Neal Tomlinson	Ride Genie Overview
	H	2	Sairam Rangachari	Ride Genie Ride Integrity brochure
	I	8	Mark A. James	Ride Integrity slide presentation