



State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection

Ben Brancel, Secretary

May 9, 2014

MR JUSTIN T LAPLANTE
499 BLACKBIRD LN
MADISON WI 53704

RE: **File 569734** (*Refer to this number when contacting our agency*)

LYFT

#68514

548 MARKET ST
SAN FRANCISCO CA 94104

Dear Mr Laplante:

Thank you for contacting the Department of Agriculture, Trade and Consumer Protection concerning Lyft.

The issues in your complaint may be within the authority of the agency listed below, so we are forwarding your complaint directly to them:

✓ CITY OF MILWAUKEE
200 E WELLS ST
MILWAUKEE WI 53202

If you have additional information or wish to follow-up on your complaint, please contact them at the telephone number or address listed above.


Sincerely,

COPY

Molly E. Palzkill
Consumer Protection Investigator
Complaint Administration
BUREAU OF CONSUMER PROTECTION

FAX: 608 224-4939

E-mail: Molly.Palzkill@wisconsin.gov

 www.facebook.com/wiconsumer

Agriculture generates \$59 billion for Wisconsin

2811 Agriculture Drive • PO Box 8911 • Madison, WI 53708-8911 • Wisconsin.gov

An equal opportunity employer

DATCP Hotline

From: Anthony Zelot <colitisscope@gmail.com>
Sent: Monday, April 28, 2014 10:19 PM
To: DATCP Hotline
Subject: Complaint about Uber and Lyft, violations of state, city and national statutes, endangering custoers in Wisconsin
Attachments: tncmadillegal01.jpg; lyftillegalmadison01.jpg; lyftillegal04.jpg; lyftillegal02.jpg; lyftfinger02.jpg; lyftfinger.jpg

I am writing to the department of agriculture, trade and consumer protection concerning clear violations of local, state and federal statutes by the companies Uber and lyft that have been operating in Madison and Milwaukee Wisconsin (company registration and business office information listed below).

Lyft and Uber are part of the market of TNC (Transportation Network Companies) that provide connections between cab drivers and the public by way of smart phone applications.

However Lyft and Uber are among some of these TNC companies that offer their applications for use by uninsured drivers using their own vehicles as commercial transportation.

This has established a disruption in the operations of legal cab and taxi services resulting in a large drop in services offered to all available customers as well as endangering the general public.

Lyft and Uber have been offering services for pay in Milwaukee and Madison Wisconsin.

For the following reasons it is paramount that the Wisconsin department of agriculture, trade and consumer protection take immediate action:

- *Lack of insurance provided by Lyft and Uber to their customers.
 - *Terms in Lyft and Uber TOS (Terms of Service) pages (listed with company information below) that negate any advertised offers of insurance, fair pricing and terms that lock the customer into a requirement to have credit card and smart phone ONLY in order to acquire and compensate service.
 - *The limitation of the customer's option to pay for services only with a registered credit or debt card.
 - *Instances of unpaid compensation to families of victims killed and victims injured by Lyft and Uber drivers and the threat of unpaid compensation for incidents to current and future customers.
 - *Refusal of service by Lyft and Uber to communities and individuals based on race and finance status.
 - *Lack of advisory to Lyft and Uber drivers that because Lyft and Uber offer no insurance coverage, the drivers must acquire livery insurance of their own.
 - *Lack of livery insurance coverage by Lyft and Uber drivers.
 - *Manipulation of pricing that negates advertised pricing by Lyft and Uber defined in the service terms each company mandates customers must agree too.
 - *Clear violations of fair trade statutes.
 - *Clear violations of federal discrimination statutes.
- *Both companies have continued operations and continue advertising in the Madison area despite receiving citations for uninsured operations and ordinance violations.
- *Numerous complaints on the Better Business Bureau website for over pricing and unauthorized charges.

Company information for Uber and Lyft:

Zimride (AKA, Lyft)

(866) 292-2713548 Market St #68514, San Francisco, CA 94104

nasim@zimride.com

<http://www.zimride.com>

www.lyft.com

<http://www.bbb.org/greater-san-francisco/business-reviews/social-networking/zimride-in-san-francisco-ca-379827#sthash.UdKUUNc9.dpuf>

Uber Technologies

(877) 223-8023706 Mission Street, San Francisco, CA 94105

jacinth@uber.com

<http://www.uber.com> <http://www.bbb.org/greater-san-francisco/business-reviews/transportation-services/uber-technologies-in-san-francisco-ca-438996#sthash.P6bqR6vU.dpuf>

Media for complaints and lawsuits concerning Lyft and uber:

<http://www.nydailynews.com/news/national/family-sues-uber-driver-kills-6-year-old-girl-article-1.1594163>

<http://www.bizjournals.com/sanfrancisco/blog/2014/01/uber-uberx-sofia-liu.html?page=all>

<http://www.sfgate.com/crime/article/Lyft-driver-strikes-elderly-woman-in-S-F-5154019.php>

