

## Ceella, Jessica

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**From:** Stephens, Adam  
**Sent:** Wednesday, March 05, 2014 3:03 PM  
**To:** Ceella, Jessica  
**Subject:** FW: Public Works Committee Investigating Uber

Please file in the Uber CC file. Thanks.

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**From:** Michael Marino [<mailto:mike.marino@gogocabi.com>]  
**Sent:** Saturday, February 22, 2014 4:54 PM  
**To:** Stephens, Adam  
**Cc:** Hien Tran  
**Subject:** Public Works Committee Investigating Uber

Asst. City Attorney Adam Stephens,

I read the article about Milwaukee's Public Works Committee looking further into Uber, and you had mentioned how they fall under the taxicab definition. I agree, ride sharing apps like Uber and Lyft try to avoid the law by saying they are not "taxicabs" and I believe it's wrong and dangerous. As you know, ride sharing apps do not have the same strict regulations and licensing that taxicabs require.

GoGoCabi is your option. GoGoCabi is a mobile app that connects passengers to licensed taxicab drivers. GoGoCabi does not accept payment, does not dispatch, and does not interfere with current taxicab businesses. Passengers can feel safe when hailing a cab and don't have to worry about price surges, unlike Uber and Lyft.

We're part of the National Taxicab, Limousine, and Paratransit Association and have received positive feedback. GoGoCabi is currently being used throughout the country, Washington, Virginia, California, Tennessee, Oklahoma, and Pennsylvania. We're expanding quick but have not reached the Milwaukee market yet. Hopefully soon.

If you would like more information please feel free to contact me.  
Thank you,

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