

To: SFPD, SFMTA

From: Abraham Pedicab LLC dba Cabrio Taxi

RE: Route map application

Pedicabs provide a convenient, emission and carbon-free alternative to private automobile use and advance the intent of the Transit First Policy and the General Plan of the City and County of San Francisco to provide priority to transportation modes other than the private automobile.

We plan on operating in good faith in accordance with the spirit of this language from the TASC Guidelines on Approving New Pedicab Routes, Adopted by TASC on January 28, 2010. We believe that our organization is competent and dignified enough to be good stewards of our proposed routes.

## 1) Proposed Business Description:

Cabrio Taxi is a bike-taxi pedicab business in San Francisco that is currently permitted to operate along the Embarcadero. We have a plan to grow into the cultural and commercial pockets of San Francisco such as the Marina, North Beach, SOMA, Mission, Polk St., Haight, and the GGPark/Panhandle areas. We have spent many months breaking down our attached pedicab "route-maps" with some help from an SFMTA intern. Our proposal works within the current rules.

In 2012, most of this expansion will happen at night, to supplement Muni and taxicabs. However, it is important to understand that we will not have the impact or reach that these traditional modes have. Between the rules of Article 39, the TASC guidelines on routes, and the natural geography of San Francisco, we simply do not have the same clientele. Here are our goals:

- a) Local "last mile" transit: connecting neighborhoods and commercial corridors in SF.
- b) Another set of trustworthy eyes on the streets to mitigate crime-related issues.
- c) Enhancing hospitality packages by working with the restaurant and hotel industries.
- d) Legacy contribution to the City by making it "intra-accessible".
- e) "Green" transit option for locals and tourism.
- f) Create sturdy, sustainable jobs in the City.
- g) Provide an alternative to illegal private town cars that pervade the city.

# 2) Hours and Days of Operation:

It is our goal to be permitted to operate 24/7. However, there are shifts and the pedicabs will not always be out. Core hours combining day and night would be 10am to 4am.

→ We plan on using any and all fire hydrants for "staging areas", per SFMTA suggestion.

### 3) Safety, Professionalism, and Jobs

Part of our legacy contribution to the City will be the fact that we will help in crime prevention. We hope to have our operators work with the local stations to become educated and certified for simple emergency response procedures. This has been proved to be the effective in

3.19.12



other cities. Our operators will be held to high standards and we will have a clean and sharp branding image. We will become good stewards of the city, and especially of the routes where we propose to operate.

Through our expansion, we will be able to offer sustainable, alternative jobs to men and women between 21-60. This would not only bring tax-paying folks into the City, but also address unemployment issues inside SF, all while giving our independent contractors a sense of pride in what they do. It is our sincerest hope to be a source of pride for our operators and an example of a green business adding to the identity of our great city.

## 4) Route Map Explanation

There are two maps attached to this permit application: a Weekday-daytime map and a Weekend and weeknight map. We have broken down our maps this way per the guidance of advisors. We have spent the last several months making sure our pedicab routes work within the framework of the TASC Guidelines on Approving New Pedicab Routes, Adopted by TASC on January 28, 2010. TASC does not offer a definition of "frequent" Muni traffic. Our map defines "frequent" less than 15 minutes apart.

### 4) Community Outreach:

Cabrio has spent months garnering support from the communities it plans to operate within. We've reached out to many organizations to champion our cause, and we're receiving excellent feedback and encouraging support. We have over 15 letters of formal support. They are attached to this application, and they cover all the areas where we plan on operating within. This is unprecedented. We are the only pedicab company to have invested this magnitude of effort in building goodwill throughout the City of San Francisco. We hope this reflects both our intent and our capabilities in our chosen industry. See our list below.

Cabrio has formal support | Informally supportive, currently voting or writing letter | Cabrio is continuing dialogue

Rincon Hill/South Beach/Mission Bay NA
Union Street Association (USA)
Mission Dolores Neigh. Assoc. (MDNA)
Haight Ashbury Improvement Association
(HAIA)

(HAIA)
Golden Gate Valley Association (GGVA)
North of the Panhandle NA (NOPANA)
North Beach Merchants Association (NBMA)
Alamo Square Neightborhood Ass. (ASNA)
Union Square (BID)
Marina Merchants Association (MMA)
Lower Polk Neighbors (LPN)

Haight Ashbury Neighborhood Council (HANC)
Polk District Merchants Association (PDMA)
Merchants of Upper Mkt and Castro (MUMC-SF)
Marina Community Association (MCA)
Fillmore Lower-Fillmore NA (FLFNA)
Hayes Valley Neighborhood Association (HVNA)
Yerba Buena (BDC)
Divisadero Merchants Association (DMA)
Mission Merchants Association (MMA)
Haight Area Merchants Association (HAMA)
Lower Haight Neighbors and Merchants (LHNM)
America's Cup Event Authority

updated 4.11.12

# "OUTREACH LIST" 4.11.12

Bob Bardel   prez   bardell@comeast.net   circulating   LL Strahle   prez   il_strahle@gmall.com   success   Shell Thomas   prez   shellthomas@abolgobal.net   voting   gus.hemandaz@abanceg.org   success   Leani Hunt-clibbon   planning   Jeani@uniorsquarebid.com   success   Leani Hunt-clibbon   planning   Jeani@uniorsquarebid.com   success   Leani Hunt-clibbon   prez   planning   Jeani@uniorsquarebid.com   success   Leani Hunt-clibbon   prez   prez   richardivarihoa@abcojobal.net   circulating   prez   Ariel Ungerleider   prez	L					
Bob Bardel   prez   beardeligocmeast.net   circulating   JL Strahle   prez   jLstrahle@gmail.com   circulating   JL Strahle   prez   jLstrahle@gmail.com   circulating   gus.hemandez@alamosg.org   success   Shell Thomas   prez   gus.hemandez@alamosg.org   success   Jeani Huri-Gibbon   planning   Jeani@uniorsquarebid.com   circulating   Lz Brusca   prez   planning   Jeani@uniorsquarebid.com   success   Lz Brusca   prez   Ran@CaseAsst-Architests.com   success   prez   Ariel Jurgeriaider   prez   friciardivante/@astzcalebst-net   circulating   success   Jeani Huridani Maray   prez   friciardivante/@astzcalebst-net   circulating   success   Jeani Huridani Maray   prez   friciardivante/@astzcalebst-net   success   Jeani Huridani Maray   prez   financis@sboglobal.net   success   Jeani Huridani Maray   prez   financis@sboglobal.net   success   Jeani Huridani Maray   prez   financis@sboglobal.net   pending   circulating   financis@stoglobal.net   pending   circulating   financismos   success   christing@boolsantit.com   pending   circulating   financismos   financismos   circulating   financismos   financismos   circulating   financismos   financismos   circulating   financismos   financismos   circulating   financismos   circulating   financismos   circulating   financismos   circulating   circulating   circulating   financismos   circulating   circul		emails	execdirector@castrocbd.org	exec director	Andrea Aiello	Castro/Upper Market Community Benefit District
Bob Bardel   prez   beardeligoomeast.net   circulating						Dogpatch??
Bob Bardel   prez   beardeligocomeast.net   circulating   JJ Strahle   prez   jl.strahle@gmail.com   success   Shell Thomas   prez   jl.strahle@gmail.com   success   Shell Thomas   prez   gus.hemandez@alalmosquire   voling   gus.hemandez.gus.hemindez.	nt	email s	http://evna.org/contact	prez	Alan Beach-Nelson	Eureka Valley Neighborhood Assn
Bob Bardel   prez   beardeligoomeast.net   circulating   JL Strahle   prez   jLstrahle@gmail.com   circulating   Shell Thomas   prez   jLstrahle@gmail.com   circulating   gus.hemandez@alamosg.org   success   Jeani Hurk-Gibbon   planning   Jeani@uniorsquarabbid.com   circulating   July   Jeani@uniorsquarabbid.com   circulating   prez   prez   franc@casea/sark-Architects.com   success   Jeani Hurk-Gibbon   prez   franc@casea/sark-Architects.com   success   Jeani Hurk-Gibbon   prez   franc@casea/sark-Architects.com   success   Jeani Hurk-Gibbon   prez   franc@casea/sark-Architects.com   success   Jeani Handerson   prez   franc@casea/sark-Architects.com   success   Jeani Handerson   prez   franc@casea/sark-Architects.com   success   Jeani Handerson   prez   filmorene@phore@gmail.com   success   Jeani Handerson   prez   franc@casea/sark-Architects.com   success   Jeani Handerson   prez   filmorene@phore@gmail.com   pending   circulating   francesea/sark-Architects.com   pending   circulating   circulating   francesea/sark-Architects.com   pending   circulating   circulating   francesea/sark-Architects.com   pending   circulating   circ		succes	morganfitzglbbons@gmail.com	president	Morgan Fitzgibbons	The Wigg Party
Bob Bardel   prez   beardeligoomeast.net   circulating		email s	dhurtado@central-market.org	exec director	Daniel Hurtado	Central Market Community Benefit District (CBD)
Bob Bardel   prez   beardeligocomeast.net   circulating   Ju Strahle   prez   judicocomeast.net   voling   success   Shell Thomas   prez   judicomeast.net   voling   gus.hemanidez@dalances.org   success   Shell Thomas   prez   gus.hemanidez@dalances.org   success   leani Hunt-Gibbon   planning   Jeani@unlorsquarebid.com   circulating   Lz Brusca   prez   planning   Jeani@unlorsquarebid.com   success   prez   prez   Ron@CaseAsst-Architests.com   success   prez   richardivantole@alancestcolebs.lnet   circulating   prez   prez   planning   po@dalancestcolebs.lnet   circulating   prez   prez   planning   planning   po@dalancestcolebs.lnet   circulating   prez   prez   planning/bobal.net   plandison   prez   prez   planning/bobal.net   plandison   prez   prez   planning/bobal.net   plandison   prez   planning/bobal.net   plandison   prez   planning/bobal.net   plandison   plandison   prez   planning/bobal.net   plandison   planning   planning/bobal.net   plandison   planning   p						Civic Center Performance Arts and Businssess
Bob Bardel   prez   beardeligoomeast.net   circulating						Castro/Eureka Valley Neighborhood Association
Bob Bardel   prez   beardeligoomeast.net   circulating   July   Shell Thomas   prez   July   Shell Thomas   Success   July   Shell Thomas   Success   July   Shell Thomas   Success   Shell Thomas   Shell Thomas   Success   Shell Thomas   Shell Tho			ask Alan	ask Alan	ask Alan	Eureka Valley Promotion Association
Bob Bardel   prez   bbardeligoomeast.net   circulating   Jul Strahle   prez   jul Strahle@gmail.com   circulating   success   Shell Thomas   prez   jul Strahle@gmail.com   success   Shell Thomas   prez   gus.hemandez@alamosqurg   success   sheari Huri-Gibbon   planning   Jeani@unionsquarebid.com   success   lazari Huri-Gibbon   planning   Jeani@unionsquarebid.com   success   prez   Jeani Huri-Gibbon   prez   Ron@CaseAbst-Architests.com   success   Ron Case   prez   Ron@CaseAbst-Architests.com   success   Ron Grand Ivanhoe   prez   Ron@CaseAbst-Architests.com   success   Rohard Majagry   Jean Ferri   Jean Huri-Gibbon   prez   Ron GraseAbst-Architests.com   success   Jean Huri-Gibbon   prez   financia-Gibrions@stoplobal.net   success   success   Jean Huri-Gibrion   prez   financia-Gibrions@gmail.com   success   Jean Huri-Gibrions   prez   financia-Gibrions@stoplobal.net   pending   Carly Maupin   crausipin@ycbdol.org   circulating   Michael Krosse   prez   financia-Gibrions@stoplobal.net   circulating   Lawrence Li   Land use chair   charicaginal-tom   success   christin@booksmith.com   success   christin@booksmith.com   circulating   kevin Carroll   director   kevin@haster@gmail.com   email.sent   contacted   carolyn/Diamond   exec director   carolyn/@markestreabssociation.org   contacted   c			ask Alan	ask Alan	ask Alan	Duboce Triangle Neighborhood Association (DTNA)
Bob Bardel   prez   beardeligoomeast.net   circulating   LJ Strekhle   prez   ji.derinkle@gmail.com   success   Shell Thomas   prez   ji.derinkle@gmail.com   success   shell Thomas   prez   gus.hemandez@aboglobel.net   voling   gus.hemandez@aboglobel.net   voling   gus.hemandez@aboglobel.net   success   planning   Jeaning@uniorsquarebid.com   circulating   Lz Brusea   prez   planning   Jeaning.net   circulating   prez   planning   prez			carolyn@marketstreetassociati	exec director	Carolyn Diamond	Market Street Association (MSA)
Bob Bardel   prez   beardeligocomeast.net   circulating   JJ Strahle   prez   jI-strahle@gmail.com   success   Shell Thomas   prez   jI-strahle@gmail.com   success   Shell Thomas   prez   just-hemandez@abances.org   success   prez   just-hemandez@abances.org   success   prez   just-hemandez@abances.org   success   just-hemandez@abances.org   circulating   JLz Brusca   prez	document sent, re-pinged 4.3	contact	tom@livablecity.org	exec director	Tom Radulovich	ivable City
Bob Bardel   prez   bbardell@comcast.net   circulating   JJ Strahle   prez   JJ Strahle@gmail.com   success   Shell Thomas   prez   Jamin-Bio@gmail.com   success   Shell Thomas   prez   glus.hemandez@alamosq.org   success   Jean'i Huri-Gibbon   planning   Jean'i@uniorsquarebid.com   success   Izan'i Huri-Gibbon   planning   Jean'i@uniorsquarebid.com   success   Ron Case   prez   Ron @CaseAsst-Architects.com   success   Prez   Ron @CaseAsst-Architects.com   success   Ron Case   Ron @CaseAsst-Architects.com   success   Ron Case   Ron Mind (Ron Marchitects.com   success   Ron Case   Ron Case   Ron Mind (Ron Marchitects.com   success   Ron Caredon   Prez   Inhotent@gmail.com   success   Ron Caredon   Prez   Inhotent@soplobal.net   pending   Carly Maupin   Ron Gare   R	email sent end of march somet	email s	hardingtheater@gmail.com			Neighbors Developing Divisadero (NDD)
Bob Bardel   prez   beardeligoomeast.net   circulating   La Steinhe   prez   beardeligoomeast.net   circulating						Middle Polk NA
Bob Bardel   prez   beardeligocomeast.net   circulating   JJ Strahle   prez   jLstrahle@grafil.com   success   Shell Thomas   prez   jLstrahle@grafil.com   success   Shell Thomas   prez   just hemandez@alamost.org   success   prez   gus.hemandez@alamost.org   circulating   Lz Brusca   vp   vp@alamost.com   circulating   Lz Brusca   vp   vp@alamost.com   success   lzari Hunt-Gibbon   planning   Jean@alamost.com   success   prez   prez   kni@caseAbst-Architects.com   success   success   prez   prez   plandista.com   success   success   prez   prez   plandista.com   success   prez   prez   plandista.com   success   prez   plandista.com   success   prez   plandista.com   success   prez   plandista.com   success   prez   plandista.com   plandista.com   prez   plandista.com						Upper Polk NA
Bob Bardel   prez	discussing at public affairs mee	circulat	kevin@hotelcouncilsf.org	director	Kevin Carroll	Hotel Council
Bob Bardel   prez   beardeligocomeast.net   success				prez	Gary Weiss	Corbett Heights Neighbors (CHN)
Bob Bardel   prez   bbardell@connest.net   circulating   receptive and semi-supportinve,   JJ Strahle   prez   ji.stehle@gnall.com   success   letter received   letter rece		meeting	lawrence@bureausf.com	land use chair	Lawrence Li	Lower Haight Merchants and Neighbors Association
Bob Bardel   prez   bbardell@conneast.net   circulating   receptive and semi-supportinve,	letter of support will be created	succes	christin@booksmith.com	prez		Haight Area Merchants Association (HAMA)
Bob Bardel   prez   bbardell@conneast.net   circulating   receptive and semi-supportinve,   JJ Strahle   prez   j.fschle@gmall.com   success   letter received   letter being drafted by Ron   letter letter being drafted by Ron   letter letter being drafted by Ron   letter received		succes	415 552 7835		Don Allen	Mission Merchants Association (MMA)
Bob Bardel   prez   bbardell@connest.net   circulating   receptive and semi-supportinve,   LJ Strahle   prez   ji.strahle@grall.com   success   letter received   letter rec		voting	info@michaellcrouse.com	prez	Michael Krouse	Divisadero Merchants Association (DMA)
Bob Bardel   prez   bbardell@conneast.net   circulating   receptive and semi-supportinve,		circulat	cmaupin@ybcbd.org		Cathy Maupin	Yerba Buena BDC
Bob Bardel   prez   bbardell@connest.net   circulating   receptive and semi-supportinve,   JJ Strahle   prez   j.fschle@gmall.com   success   letter received   letter being defied by Ron   letter letter supported   letter letter supplied   letter received   letter supplied   letter received   letter supplied   letter		pending	jhenders@sbcglabal.net	prez	Jason Handerson	Hayes Valley Neighborhood Association (HVNA)
Bob Bardel   prez   bbardell@conneast.net   circulating   receptive and semi-supportinve,	preliminary letter supplied		fillmoreneighbors@gmail.com	prez	Jed Crawford	Fillmore Lower-Fillmore NA (FLFNA)
Bob Bardel   prez   bbardell@connest.net   circulating   receptive and semi-supportinve,   JJ Strahle   prez   ji.strahle@gmail.com   success   letter received   letter being drafted by Ron Cases   letter received   letter rec	Ariel said the board supported		ariel.ungerleider@americascup	prez	Ariel Ungerleider	Marina Community Association (MCA)
Bob Bardel   prez   bbardell@connest.net   circulating   receptive and semi-supportinve,   JJ Strahle   prez   ji.strahle@gnall.com   success   letter received		success	MUMC-SF@earthlink.net		Richard Magary	Merchants of Upper Mkt and Castro (MUMC-SF)
Bob Bardel   Drez   Deardeli@compast.net   Circulating   Ceceptive and semi-supportinve,	letter received	SUCCES	jennifer.farris@sbcglobal.net	prez	Jenn Farris	Polk District Merchants Association (PDMA)
Jardel         prez         bardel@comast.net         circulating         receptive and semi-supportinve, rapho           Table         prez         Ijstrahle@gmail.com         sluccess         lefter received           Thomas         prez         shelfithomes@sbcglobal.net         vofing         lefter received           I Hunt-Gibbon         prez         qus.hemandez@alamosq.org         success         lefter received           I Hunt-Gibbon         planning         Jeani@unionsquarebid.com         sluccess         lefter revolved           Tusca         vp         vp@diffemarinesf.com         success         lefter revolved           Casea         prez         Ron@CaseAbst-Architects.com         success         lefter pervolved	ng follow up email sent 4.5, waiting		richardivanhoe@sbcglobal.net	prez	Richard Ivanhoe	Haight Ashbury Neighborhood Council (HANC)
Jardel         prez         berdeli@conreast.net         circulating         receptive and semi-supportinve,           rabhe         prez         ji_strable@gnall.com         success         lefter received           Thomas         prez         shellfhomas@sbcglobal.net         voling         lebbr reviewed           I-hurt-Gibbon         prez         gust-hamandaz@alamosq.org         success         lefter received           I-lutri-Gibbon         planning         Jeani@unionsquarebid.com         clirculating         questions answered 4.4, waiting           rusca         vp         vp@dhemartinast.com         success         lebbr revoelved			Ron@CaseAbst-Architects.com	prez	Ron Case	Lower Polk Neighbors (LPN)
Bardel prez bardell@comcast.net circulating receptive and semi-supportinve, ranks prez fistrahle@gmail.com succeass letter received film. Informes prez shelftomass@sboglobal.net voting letter reviewed prez gus.henandez@alamosq.org succeass letter received letter reviewed film. Information prez gus.henandez@alamosq.org succeass letter received determined film. Information prez gus.henandez@alamosq.org circulating questions answered 4.4, waiting circulating questions and questi	letter revceived	Success	vp@themarinasf.com	νp	Ltz Brusca	Marina Merchants Association (MMA)
Bardel         prez         bardeli@comeast.net         circulating         receptive and semi-supportinve, rathle           Tahle         prez         ji.strahle@gmail.com         success         lefter received           Thomes         prez         shelffromas@sbcglobal.net         voling         lefter received           prez         gus.hermandez@alamosq.org         success         lefter received	questions answered 4.4, waiting	circulati	Jeani@unionsquarebid.com	planning	Jeani Hunt-Gibbon	Inion Square BID
prez bardeli@comcast.net circulating receptive and semi-supportinve, prez ji_istrahle@gmail.com circulating receptive and semi-supportinve, prez ji_istrahle@gmail.com circulating receptive definition composition circulating receptive definition circulating receptive and semi-supportinve, prez definition circulating receptive circulation receptive ci		success	gus.hemandez@alamosq.org	prez	Gus	Alamo Square Neightborhood Ass. (ASNA)
prez   bbardeli@comcast.net   circulating   receptive and semi-supportinve,   prez   ji.strahle@gmail.com   success   letter received		voting	shellthomas@sbcglobal.net	prez	Shell Thomas	North Beach Business Association (NBBA)
prez bbardell@comcast.net circulating receptive and semi-supportinve.	letter received	success	jj.strahle@gmail.com	prez	JJ Strahle	North of the Penhandle NA (NOPANA)
	<ul><li>ig receptive and semi-supportinve,</li></ul>	circulati	bbardell@comcast.net	prez	Bob Bardel	Golden Gate Valley Association (GGVA)
Ted Loenberg prez hala_sf@yahoo.com success		success	hala_sf@yahoo.com	prez	Ted Loenberg	Halght Ashbury Improvement Association (HAIA)
info@missiondna.org success		success	info@missiondna.org	prez	Lucia Bogatay	Mission Dolores Neigh. Assoc. (MDNA)
Il@imagesnorth.com success		SUCCESS	ll@imagesnorth.com	prez	Lesley Lionhardt	Jnion Street Association (USA)
Katy Liddel prez kliddeli2001@yahoo.com voting final presentation 4.9	final presentation 4.9	voting	kliddell2001@yahoo.com	prez	Katy Liddel	Rincon Hill/South Beach/Mission Bay NA

Regular Text in discussions
(Italies = informal support, letter not received yet BOLD: Letter recieved



