



To: SFPD, SFMTA
From: Abraham Pedicab LLC dba Cabrio Taxi
RE: Route map application

3.19.12

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



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

<p>Rincon Hill/South Beach/Mission Bay NA Union Street Association (USA) Mission Dolores Neigh. Assoc. (MDNA) Haight Ashbury Improvement Association (HAIA) Golden Gate Valley Association (GGVA) North of the Panhandle NA (NOPANA) North Beach Merchants Association (NBMA) Alamo Square Neighborhood Ass. (ASNA) Union Square (BID) Marina Merchants Association (MMA) Lower Polk Neighbors (LPN)</p>	<p>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) (BOLD) Hayes Valley Neighborhood Association (HVNA) Yerba Buena (BDC) <i>Divisadero Merchants Association (DMA)</i> Mission Merchants Association (MMA) Haight Area Merchants Association (HAMA) <i>Lower Haight Neighbors and Merchants (LHNM)</i> America’s Cup Event Authority</p>
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see attached
 "outreach list"
 updated 4.11.12

"OUTREACH LIST" 4.11.12

Organization	Contact	position	ccsxnrg@aol.com	status	Results/Notes
Finrod Hills/Smith Beach/Mission Bay NA	Kevin Liddel	pres	kliddel12107@yahoo.com	voting	final presentation 4.3
Union Street Association (USA)	Lesley Lohmardt	pres	ll@imgreaston.com	success	letter received
Mission Dolers Neighb. Assoc. (MDNA)	Licia Bogarty	pres	linfo@missionna.org	success	letter received
Haight Ashbury Improvement Association (HAIA)	Ted Leberberg	pres	hala_g@yahoo.com	success	letter received
Golden Gate Valley Association (GGVA)	Bob Bardele	pres	bardele@comcast.net	circulating	receive and semi-supportive, sent email for follow up, no response 2.22 (letter may help)
North of the Panhandle NA (NOPANA)	JJ Strahle	pres	jjstrahle@gmail.com	success	letter received
North Beach Business Association (NBBA)	Shel Thomas	pres	shelthomas@sbglobal.net	voting	letter reviewed
Alamo Square Neighborhood Ass. (ASNA)	Gus	pres	gus.hamman@alamosq.org	success	letter received
Alamo Square BID	Jean-Hurt-Chibon	planning	jean@alamosquarebid.com	circulating	questions answered 4.4, waiting to hear back for next steps
Marina Merchants Association (MMA)	Le Brusca	VP	lebrusca@marina.org	success	letter received
Lower Polk Neighbors (LPN)	Ron Case	pres	Ron@CaseArchitects.com	success	letter being drafted by Ron
Haight Ashbury Neighborhood Council (HANC)	Richard Lutzke	pres	richard.lutzke@sbglobal.net	circulating	follow up email sent 4.5, waiting response
Polk District Merchants Association (PDMA)	Ian Ferris	pres	ianferris@sbglobal.net	success	letter received
Merchants of Upper Market and Castro (UMC-SF)	Richard Mackery	pres	WUVC-SF@gmail.com	success	on agenda for vote 4.18
Marina Community Association (MCA)	April Ungertlicher	pres	april.ungertlicher@merchantsuc.org	success	April said the board supported us, vote next week, then letter will be sent
Fillmore Lower-Fillmore NA (FLFNA)	Jed Crawford	pres	fillmorelower@sbglobal.net	success	preliminary letter supplied
Hayes Valley Neighborhood Association (HVNA)	Jason Henderson	pres	henderson@sbglobal.net	pending	letter received
Verba Buena BDC	Cathy Malpin	pres	cmalpin@vbcfd.org	circulating	followed up 4.7, no reply
Divisadero Merchants Association (DMA)	Michael Krouse	pres	info@michaelskrouse.com	voting	letter received
Mission Merchants Association (MMA)	Don Allen	pres	415.552.7835	success	
Highgate Area Merchants Association (HAMMA)	Chibbin Evans	pres	chibbin@booksmith.com	success	letter of support will be created and sent based on our template
Lower Heights Merchants and Neighbors Association	Lawrence Li	land use chair	lawrence@bureaus.com	meeting	meeting on 4.3 with land use committee, they make recommendation to the board, they vote
Carbett Heights Neighbors (CHN)	Gary Weiss	pres	weiss@carbett.org	success	
Hotel Council	Kevin Carroll	director	kevin@hotelcouncilsf.org	circulating	discussing at public affairs meeting on 4.14, document sent for review
Upper Polk NA					
Neighbors Developing Divisadero (NDD)					
Mitcliffe Polk NA					
Liabale City	Tom Radulovich	exec director	tomradulovich@gmail.com	email sent	email sent end of march sometime, new organization, not formal group yet
Market Street Association (MSA)	Carolyn Diamond	exec director	cd@msa.org	contracted	document sent, re-pinged 4.3
Duboce Triangle Neighborhood Association (DTNA)	ask Alan	ask Alan	carolyn@trianglestreetassociation.org	contracted	sent doc on 3.16, pinged on 4.3
Eureka Valley Promotion Association	ask Alan	ask Alan	ask Alan		
Castro/Eureka Valley Neighborhood Association	ask Alan	ask Alan	ask Alan		
Civic Center Performance Arts and Business	Daniel Hurtado	exec director	dhurtado@central-market.org	email sent	generic doc sent 4.3
Central Market Community Benefit District (CBD)	Morgan Fitzgibbon	president	mfitzgibbon@gmail.com	success	supported it, example letter sent
Eureka Valley Neighborhood Assn	Alan Beach-Nelson	pres	http://evna.org/contact	email sent	sent email via website portal
Donaghy?7					
Castro/Upper Market Community Benefit District	Andrea Ajello	exec director	andrea@castrocbid.org	email sent	generic doc sent 4.3
South of Market Business Association (SOMBA)	Henry Kamionowicz	president	ccsxnrg@aol.com	success	letter received

KEY
 Regular Text: In discussions
 Italics = Informal support, letter not received yet
 BOLD: Letter received

Weekday - daytime





post - from and weekends