

Established in 1991, Taxi! Taxi! is Santa Monica's largest and longest running locally owned and operated taxicab service.

Tourism is one of the largest revenue streams to the City of Santa Monica and its local businesses. Taxi! Taxi! directly supports the local and regional economy by providing essential taxicab transportation services exclusively to Santa Monica's finest hotels, restaurants, businesses, and residents.

As the overwhelming need for more fuel efficient, cleaner burning vehicles grew, Taxi! Taxi! responded with innovation and investment. The new managing partners of Taxi! Taxi! dedicated themselves to creating an environmentally responsible fleet. They have put the company first and their salaries last, re-investing the majority of profits back into the company to make it stronger and more viable for the future.

In 2006, Taxi! Taxi! made local headlines with the addition of an industry-leading six (6) Bio-Diesel Mercedes Benz Taxicabs. Due to California Law, the Diesel vehicles were imported from out of State at enormous expense and the mechanical effects of the Bio-Diesel fuels proved to be destructive. The addition of the Bio-Diesels taxicabs was an exciting, yet costly experiment that ultimately led to the implementation of Hybrid technology.

Undaunted, Taxi! Taxi! again made news in early Spring 2007 by debuting the first ever Hybrid taxicabs in the entire County of Los Angeles at the prestigious 2007 Clean Energy Expo at Toyota Headquarters in Hawthorne, CA at the invitation of the office of Congresswoman Jane Harmon. Their innovative measures drew positive and encouraging remarks from the honorable Congresswoman and the keynote speaker Mr. Lawrence Bender, Executive Producer of *An Inconvenient Truth*.

In the Spring of 2008, Taxi! Taxi! was honored with two (2) SQA Awards of Excellence. At the awards presentation, Wendy Radwan, General Manager of Taxi! Taxi! thanked the judging committee and surprised them by announcing that the number of Hybrid Taxi! Taxicabs! had nearly doubled in the few short months between the application deadline and the Award ceremony.

As of January 2009, Taxi! Taxi! still maintains the largest fleet of Hybrid taxicabs which has now grown to ten (10) strong. A continued priority is placed on replacing older vehicles with lighter, cleaner burning, more fuel efficient models. Taxi! Taxi! has also recently replaced several vehicles with Super-Ultra Low Emission rated Toyota Camrys and Ultra Low Emission rated Toyota Siennas. *

(*Source: California Environmental Protection Agency Air Resource Board California Certified Vehicle Emission Standards <http://www.arb.ca.gov/msprog/ccvl/ccvl.htm>)

The headquarters for Taxi! Taxi! are located in the heart of Santa Monica. This location enables Taxi! Taxi! to provide the most efficient response times which leads to greater customer satisfaction for its business partners and passengers.

This location also contributes greatly to the local economy via the local taxes paid and the goods and services that are purchased locally, with minimal exceptions. The managing partners and many of the independent operators at Taxi! Taxi! are also Santa Monica residents, leading to fuel savings, lower commute times and less traffic congestion. Each Taxi! Taxi! team member contributes substantially to the local economy on a daily basis with each purchase made of food, gas, parking, etc. in Santa Monica.

Taxi! Taxi! continually provides excellent career opportunities for independent contractors to develop their own “small business” and clientele. Taxi! Taxi! provides career opportunities for many of the “under-served” portion of our society and does not discriminate in any way, shape or form.

ECONOMIC DEVELOPMENT

1. Taxi! Taxi! strives to be the best taxicab company in Santa Monica by consistently providing luxurious and eco-friendly taxis with friendly, courteous, and reliable service and to actively support its loyal community of Santa Monica by being socially engaged and economically responsible.

2. In the Fall of 2007, Taxi! Taxi! became the first and only cab company in Santa Monica to offer digital media devices inside their taxicabs. The interactive touch-screen devices offer passengers games and entertainment supported by ads. The advertisements will provide a greener alternative to the previously printed vinyl exterior ads and an alternate revenue stream for the company. The Santa Monica Daily Press is partnering with Taxi! Taxi! on this project and will be providing news content.

3. Taxi! Taxi! is dedicated to being on the forefront of the transportation revolution. Taxi! Taxi! prides itself on leading the way with innovation, internal investment, and integrity. It is a member in good standing with the Transportation Limousine and Paratransit Association (TLPA), a non-profit trade association. Taxi! Taxi! participates annually in the TLPA National Conventions attending roundtable discussions, lectures, educational seminars, tours local taxicab companies, and are privy to the latest innovative industry related goods and services.

4. Taxi! Taxi! has a 100% Money-Back Satisfaction Guarantee. This policy states that if a passenger has a legitimate complaint, then the driver must refund the entire fare to that passenger. This is an internal policy, not to be shared publicly in order to minimize fraudulent and/or frivolous claims. The management at leading local hotels that contract exclusively with Taxi! Taxi! are privy to this policy. Each and every complaint is fully investigated and resolved to the ultimate satisfaction of the passenger and/or client.

5. Taxi! Taxi! has three (3) employees that are all Principals of the Corporation whose motivation stems from the satisfaction of building a great company based on a superior product and superior service. In regards to the independent cab operators, Taxi! Taxi! has developed and is expanding a system of “Cab Captains” who are well respected, highly regarded veterans of the company and the industry. The Captains supervise, motivate, and mediate issues that arise during the course of their respective shifts.

6. By offering lease contracts, Taxi! Taxi! continually provides excellent career opportunities for independent contractors to build up their own “small business” and encourages them to develop their own clientele. The cabs offer a respectable earning potential for many of the “under-served” portion of our society and does not discriminate in any way, shape or form.

7. The employees at Taxi! Taxi! are all currently attending University courses. Taxi! Taxi! employees enjoy flexible schedules, the ability to perform certain tasks remotely, and a team-work environment in which the burden of work can be redistributed based on academic workload.

8. Taxi! Taxi! was invited to the prestigious Clean Air Day by the office of Congresswoman Jane Harmon to debut LA’s first Hybrid taxis, KNBC Channel 4 News aired a special “green” segment on the Hybrid taxis <http://santamonicataxi.com/green/>, La Opinion ran an article about their Hybrid taxis. Taxi! Taxi! was also invited to participate and display its Hybrid cabs the 2007 & 2008 Earth Day on the Promenade events, the 2008 Alt Car Expo, and other similar events. Wendy Radwan of Taxi! Taxi! was featured and quoted heavily in the Costco Connection Magazine cover story on Green business practices in July of 2008 <http://www.costcoconnection.com/connection/200807/>

These phenomenal marketing and educational opportunities are based largely on the increased exposure that Taxi! Taxi! has received due to its participation and involvement with the Santa Monica Chamber of Commerce, Sustainable Works, the Sustainable Quality Awards, and the City of Santa Monica. The “green” taxicabs themselves are truly the best mobile marketing devices, because of their ubiquitous presence in the community. Taxi! Taxi! also took their marketing ideas to a new level in the Summer of 2008 by becoming the first cab company in the area to produce and air it’s own commercial locally on Time Warner Cable. Please view it at <http://www.youtube.com/watch?v=2DONxAgbzt4>

SOCIAL RESPONSIBILITY

1. Taxi! Taxi! has three (3) employees that are all Principals of the Corporation whose motivation stems from the satisfaction of building a great company based on a superior product and superior service. Therefore, communication is

essential and all means of communication are utilized and updated regularly such as sharing and collaborating of documents, lists and messages. In regards to the independent cab operators, Taxi! Taxi! has developed and is expanding a system of "Cab Captains" who are well respected, highly regarded veterans of the company and the industry. The Captains supervise, motivate, and mediate issues that arise during the course of their respective shifts. Bonuses are rewarded for positive feedback and superior accomplishments.

Does your company regularly request opinions and provide a means for staff to implement their ideas?

Yes, with a staff of three every idea is taken into account. In regards to the independent cab operators, Taxi! Taxi! has an open door policy for ideas and suggestions and complaints. The "Cab Captains" also aid in collecting and distributing information and ideas.

2. & 3. The employees of Taxi! Taxi! consist of a husband & wife team and a long-time business partner/friend, the work environment at Taxi! Taxi! is very much like a family business and extremely team oriented. Flex time, health benefits, paid vacation, work from home options when available, redistribution of tasks based on current school work is given as each Taxi! Taxi! employee is currently enrolled in University course(s).

4. N/A

5. Each Taxi! Taxi! employee is currently enrolled in a University course(s) which improve their individual skill sets, challenge their minds and ultimately strengthens the entire operation through their respective growth. Taxi! Taxi! is a member in good standing with the Transportation Limousine and Paratransit Association (TLPA), a non-profit trade association. Taxi! Taxi! employees participates annually in the TLPA National Conventions attending roundtable discussions, lectures, educational seminars, tour local taxicab companies, and are privy to the latest innovative industry related goods and services. In regards to the independent cab operators, Taxi! Taxi! has developed and is expanding a system of "Cab Captains" who are well respected, highly regarded veterans of the company and the industry. The Captains supervise, train, and motivate operators and mediate issues that arise during the course of their respective shifts. train, and motivate operators and mediate issues that arise during the course of their respective shifts.

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communicated clearly whenever possible. Operators are normally given a number of “strikes” before their contract is revoked.

7. Taxi! Taxi! employees and its independent contractors are amongst the most diverse possible representing a globally conscious and All ages, ethnicities and social-economic backgrounds are welcomed to its opportunities. Due to the nature of the taxi business and insurance minimum age requirements, internships are not available.

8. Taxi! Taxi! is dedicated to supporting the community of Santa Monica that has fostered its growth and success. Taxi! Taxi! supports its Title Charity, the Westside Food Bank* with Canned Food Drives, and is a title sponsor of their annual Hungerwalk* and was able to double its financial donation in 2008 by contributing all proceeds from the sale of Taxi! Taxi! branded insulated totes which benefit the environment and help support the community. Taxi! Taxi! also contributes to the fund raising efforts of several local organizations such as the Santa Monica Chamber of Commerce, the Upward Bound House, Ocean Park Community Center and its Turning Point program, The Wellness Community, Sustainable Works, Earth Day LA, etc. Taxi! Taxi! proudly participates at Earth Day LA on the Promenade, the Santa Monica Chamber of Commerce Business, Technology and Consumer Expo, the Alt Car Expo, the Fourth of July Parade and other community-related events. And...

- ❖ Taxi! Taxi! dedicates a sizable portion of its Verizon Yellow Pages ad to advertise for the Westside Food Bank to help raise awareness
- ❖ Taxi! Taxi! drivers offer a \$3 discount with the minimum donation of three cans of food, which the drivers collect and deliver to the office, which collects them for delivery to the Westside Food Bank
- ❖ Taxi! Taxi! donates rides and paraphernalia to the silent auctions for OPCC and the Upward Bound House fund raising events
- ❖ Taxi! Taxi! supports the International Humanities Center and Earth Day LA with its annual participation in Earth Day LA and with a financial contributions
- ❖ Taxi! Taxi! also attends local fund raising events of such local non-profits as The Wellness Community and the Santa Monica Chamber of Commerce where it participates greatly in their silent auctions
- ❖ Taxi! Taxi! contracts with Wise Senior Services and its Dial-a-Ride program and helps supplement the Dial-a-Ride program with deeply-discounted, pre-negotiated flat-rates, enabling seniors to take their time
- ❖ Taxi! Taxi! is a proud and active member of the Santa Monica Chamber of Commerce and regularly participates and contributes its resources, time, and effort to its various concerns and events

*http://02bcd4a.netsolhost.com/index.php?option=com_content&task=view&id=65&Itemid=85

STEWARDSHIP OF THE NATURAL ENVIRONMENT

In 2006, Taxi! Taxi! made local headlines with the addition of ground-breaking and industry-leading six (6) Bio-Diesel Mercedes Benz Taxicabs. Due to California Law, the Diesel vehicles had to be imported from out of State at enormous expense. The addition of the Bio-Diesels taxicabs was an exciting, yet costly and ill-fated experiment and was ultimately phased out due to the destructive mechanical effects.

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(*Source: California Environmental Protection Agency Air Resource Board California Certified Vehicle Emission Standards <http://www.arb.ca.gov/msprog/ccvl/ccvl.htm>)

1. The majority of office space at Taxi! Taxi! is brightly lit with natural light during the day. The Westside Dispatching staff rarely uses overhead lighting, relying instead on CFL equipped task lighting and the light emitted from their energy efficient Energy Star rated monitors in the evening. The owners of the building installed efficient overhead fluorescent lighting fixtures. Taxi! Taxi! replaces the efficient fluorescent bulbs whenever possible, but does not own the overhead fixtures. All staff members turn off lights that are not in use or unnecessary. CFLs are utilized in the restrooms, and wherever else possible.

2. Taxi! Taxi! installed water-saving aerators to sink faucets. Taxi! Taxi! cannot replace the toilets with low-flow units because it does not own the office space.

3. In 2007, Ayman Radwan, a Managing Partner at Taxi! Taxi!, developed an innovative and creative paperless dispatching system utilizing an online document hosting application. This brilliant system saves millions of pieces of

paper annually when compared to the former wasteful paper version, and also increases customer satisfaction by aiding in response times. This system also allows the entire staff to collaborate and communicate in a much more efficient manner. Instead of being printed on paper, the logs are periodically backed up and saved onto hard drives for future reference. Taxi! Taxi! also:

- ❖ Prints its business cards, which also serve as receipts, on 100% Post-Consumer Recycled Stock—almost a quarter of a million cards annually
- ❖ Invested in a high-quality, government-grade scanner to reduce paper and photocopier use/waste
- ❖ Recycles by purchasing and upgrading previously-owned vehicles, with the exception of some of the Hybrid Toyotas which were purchased locally at Santa Monica Toyota
- ❖ Strips retired vehicles of viable, working parts for future use
- ❖ Taxi! Taxi! instituted an in-office recycling program for paper, plastic, cans & glass
- ❖ Discontinued the use of Styrofoam in office and implemented the use of personal cups for office staff
- ❖ Taxi! Taxi! donated funds to Earth Day LA and was the ONLY cab company invited to exhibit & participate for the second year in a row
- ❖ Taxi! Taxi! secured the easy-to-remember, no-business-card-needed phone number of 310-444-4444
- ❖ Taxi! Taxi! purchased over one thousand (1,000) eco-friendly, insulated shopping bags which reduce plastic bag use and also sold hundreds of them to raise funds for the Westside Food Bank
- ❖ Taxi! Taxi! saved hundreds of feet of wasteful wrapping paper by utilizing its insulated bags (inside-out + ribbon) to wrap its Holiday gifts
- ❖ Taxi! Taxi! reused & repurposed existing furniture and purchased used desks locally in their redecorating efforts
- ❖ Taxi! Taxi! collects older magazines donated from local businesses and redistributes amongst staff

4.

- ❖ Taxi! Taxi! increased its number of Hybrid taxicabs to ten (10) by the Autumn of 2008 saving thousands of gallons of gasoline annually and preventing hundreds of tons of GHGs from entering the atmosphere*
- ❖ By replacing nine (9) older model vehicles with ULEV & LEV II ULEV rated Toyota Siennas and Camrys again saving thousands of gallons of gasoline and preventing tons of GHGs from entering the atmosphere*

- ❖ Performs regular maintenance and checks tire pressure levels to increase gas mileage and decrease emissions
- ❖ Low VOC paint was also utilized in the redecorating process
- ❖ Carpet remnants from a recent theater remodel were procured through a local vendor
- ❖ CFL bulbs and batteries are recycled at the Santa Monica station
- ❖ Car batteries are returned to the local vendors for proper disposal
- ❖ Only non-toxic, green cleaning products are utilized when at all possible
- ❖ Computer back-up batteries were purchased to aid with power failures and reduce generator use
- ❖ Purchases Energy Star rated electronic office equipment

*Source: <http://www.fueleconomy.gov/feg/best/GHGemissions.shtml>

"Scientific evidence strongly suggests that the buildup of greenhouse gases in the atmosphere is raising the earth's temperature and changing the earth's climate - both have many potentially serious consequences. Transportation, specifically the combustion of fossil fuels in our vehicles, is the single largest source of human-made greenhouse gases. The more fuel your vehicle burns the more greenhouse gases it emits."*

5. When at all available and financially feasible, eco-friendly products and services are preferred and utilized by Taxi! Taxi!

6.

- ❖ Each Taxi! Taxi! Hybrid prevents approximately 70 tons of toxic greenhouse gases (GHGs) from entering the atmosphere annually
- ❖ Each Taxi! Taxi! Hybrid cab saves 17.6 gallons of gasoline daily
- ❖ With a Fleet of TEN Hybrids, Taxi! Taxi! saves over 700 tons of toxic GHGs from polluting our planet annually
- ❖ Taxi! Taxi! also saves over 60,000 gallons of gasoline with its Hybrids alone, annually
- ❖ Taxi! Taxi! has a "STAND" system of dispatching which places cabs within close proximity of a several different logistical locations throughout the City of Santa Monica which prevents unnecessary "cruising" of cabs which leads to greater congestion, driver frustration, fuel waste & pollution
- ❖ The savings in motor oil, transmission and brake fluids have not been calculated but are substantial within the Hybrid fleet
- ❖ Each Hybrid Taxi! Taxi! cab requires less maintenance, therefore less chemicals are required
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*"Scientific evidence strongly suggests that the buildup of greenhouse gases in the atmosphere is raising the earth's temperature and changing the earth's climate - both have many potentially serious consequences. Transportation, specifically the combustion of fossil fuels in our vehicles, is the single largest source of human-made greenhouse gases. The more fuel your vehicle burns the more greenhouse gases it emits.**"*

7. Taxi! Taxi! discusses the policies individually to ensure their understanding. As of this writing, no formal policy is in place mainly due to the small staff size.

8. How does your company support environmental restoration efforts and environmental organizations?

- ❖ Taxi! Taxi! attended the Clean Energy Expo to raise awareness
- ❖ In 2007 & 2008 Taxi! Taxi! exhibited at Earth Day LA on the Third Street Promenade to educate the public on their greener options in 2007 & 2008
- ❖ Taxi! Taxi! donated funds to Earth Day LA
- ❖ In 2008 Taxi! Taxi! exhibited at the Alt Car Expo at the Santa Monica Civic Auditorium
- ❖ Taxi! Taxi! has also donated local rides to the NRDC & was proud to boast its President, Frances Beinecke as the first customer ever to ride in a Hybrid taxicab in LA
- ❖ Taxi! Taxi! supports the local ban on plastic bags and has been distributing its own unique insulated shopping bags to encourage the public
- ❖ Taxi! Taxi! was invited to participate in the first ever Sustainable Works fund raiser and contributed to their Silent Auction
- ❖ Taxi! Taxi! is a member of the Green Business Networking group
- ❖ Taxi! Taxi! also works with the Business Greening Program at Sustainable Works with the goal of one day being officially "Certified Green." As of this writing, there is no established criteria for greening a taxicab business, which demonstrates how innovative Taxi! Taxi! is.