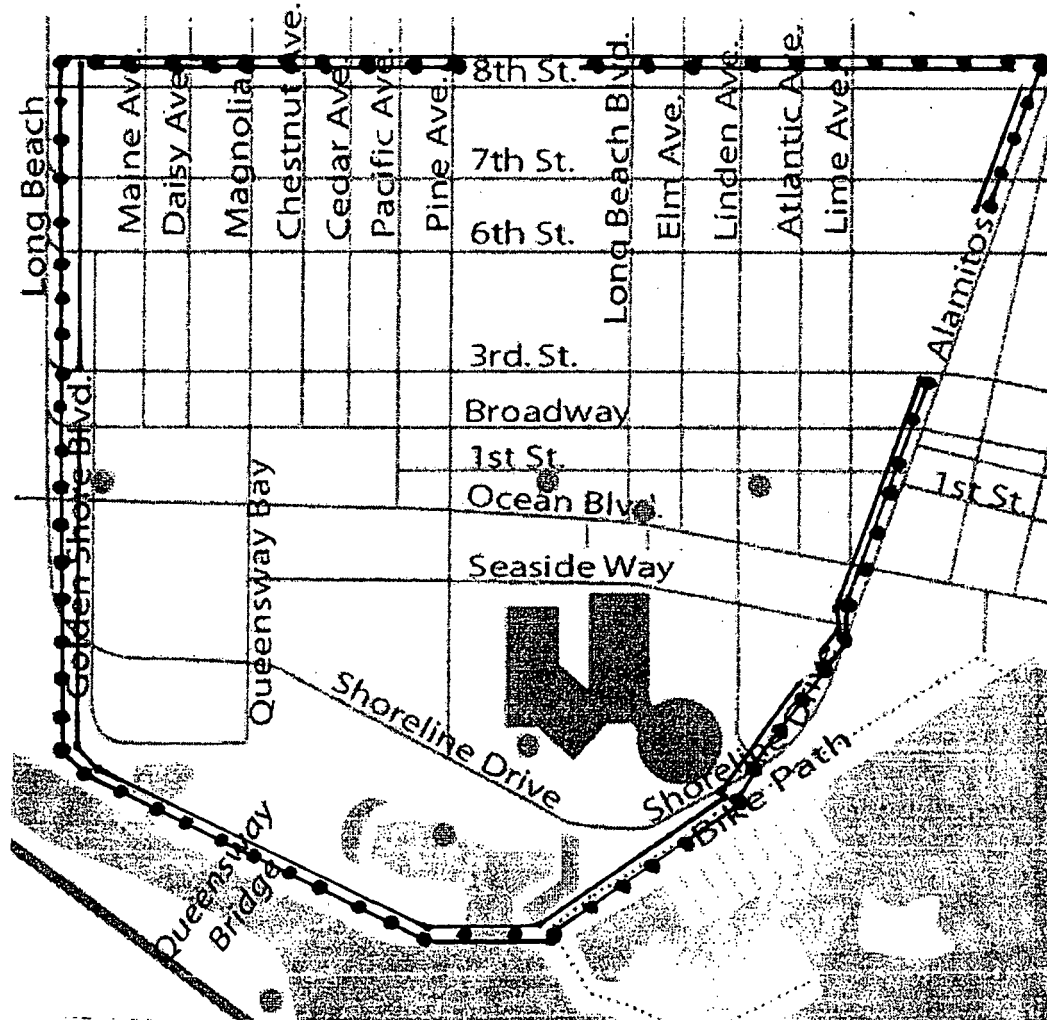


PRIMARY PEDICAB SERVICE AREA



**Application for a Permit
To Operate Pedicabs
in Downtown Long Beach**

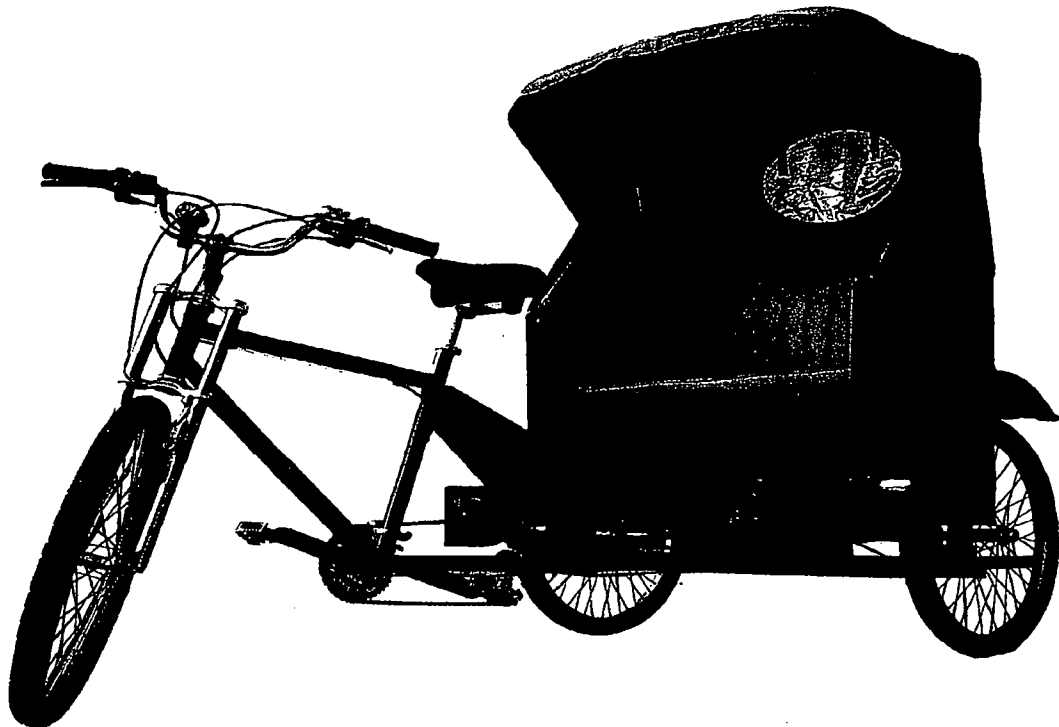
Submitted by:

Long Beach Pedicabs LLC

Submitted to:

**City of Long Beach
Business License Section
333 West Ocean Blvd.
Long Beach, CA 90802**

September 23, 2005



1. **Type of Permit Requested:** Application is for a permit to operate a pedicab business in Downtown Long Beach, CA.
2. **Name, title, address, phone number and date of birth for individual applicant, partner, or corporate officers:**

Steve Meyer, (dba. Urban Mobility LLC - Member)
11811 Upham Street #9
Broomfield, CO 80020
(303) 295-3822
Date of Birth 1-19-1954

3. **Application is for a Limited Liability Corporation:**
4. **Business Name:** – Long Beach Pedicabs, LLC

This application contains the Certificate of Good Standing for Long Beach Pedicabs LLC.

5. **Address and telephone number of principal place of business:**

Currently: Long Beach Pedicabs LLC
111 West Ocean Blvd.
Suite D12
Long Beach, CA 90802
(303) 709-5398

6. **Address of dispatch location:** The pedicabs will not be dispatched for specific rides. Instead, the pedicabs will be in various locations in Downtown Long Beach where the drivers think they are most likely to encounter pedestrians interested in riding the pedicabs. Each driver will have a cellular telephone and can be directed to specific locations by the lead driver. The telephone number of the lead driver will be (303) 709-5398

6. **Address and method of storage of vehicles:**

111 West Ocean Blvd.
Parking Level D
Long Beach, CA 90802
(303) 709-5398

7. **Number of Vehicles Proposed to be Operated** –20.

8. **Description of vehicles.**

Make:	Main Street Pedi-Cabs,
Model:	2 and the new 3-passenger models
Year:	2005



30 November 2004
ATTN:City Council
City of Long Beach, CA
RE: Main Street Pedicabs
Insurance

Dear City Council Persons-

McKay Insurance has worked with and insured Steve Meyer & Main Street Pedicabs in several U.S. cities and he, or one of his subsidiaries, is eligible to purchase insurance naming the City of Long Beach, CA as additional insured for the use of pedicabs. Main Street has consistently proved their attention to detail not only in their pedicabs, but the structure and conduct of those that own them. McKay Insurance has worked alongside Mainstreet Pedicabs to educate the pedicab industry and to continually mold an insurance product that protects the cities, the public and the pedicab company adequately.

The acquisition of insurance under our program is available within 1 working day and copies of certificates of insurance can be mailed, emailed or faxed at your request after the purchase of said insurance.

Please be aware that the insurance policies offered are written through Lloyd's of London and are considered "fully earned" at binding meaning that the entire premium is due at the time coverage is asked to be bound and is non-cancellable and non-refundable for any reason.

If I can answer any questions, please feel free to contact me.
Thank you for your time.


Scott Ziller

106 East Main Street
P.O. Box 151
Knoxville, IA 50138

Phone: 641-842-2135
800-942-0283

Fax: 641-828-2013
www.mckayinsagency.com

OFFICE OF THE SECRETARY OF STATE
OF THE STATE OF COLORADO

CERTIFICATE

I, Ginette Dennis, as the Secretary of State of the State of Colorado, hereby certify that, according to the records of this office,

Long Beach Pedicabs LLC

is a
Limited Liability Company

formed or registered on 08/24/2004 under the law of Colorado, has complied with all applicable requirements of this office, and is in good standing with this office. This entity has been assigned entity identification number 20041293128 .

This certificate reflects facts established or disclosed by documents delivered to this office on paper through 09/26/2005 that have been posted, and by documents delivered to this office electronically through 09/29/2005 @ 10:00:50 .

I have affixed hereto the Great Seal of the State of Colorado and duly generated, executed, authenticated, issued, delivered and communicated this official certificate at Denver, Colorado on 09/29/2005 @ 10:00:50 pursuant to and in accordance with applicable law. This certificate is assigned Confirmation Number 6314401 .



Ginette Dennis

Secretary of State of the State of Colorado

*****End of Certificate*****

Notice: A certificate issued electronically from the Colorado Secretary of State's Web site is fully and immediately valid and effective. However, as an option, the issuance and validity of a certificate obtained electronically may be established by visiting the Certificate Confirmation Page of the Secretary of State's Web site, <http://www.sos.state.co.us/biz/CertificateSearchCriteria.do> entering the certificate's confirmation number displayed on the certificate, and following the instructions displayed. Confirming the issuance of a certificate is merely optional and is not necessary to the valid and effective issuance of a certificate. For more information, visit our Web site, <http://www.sos.state.co.us/> click Business Center and select "Frequently Asked Questions."

Color: varying colors, red, yellow, blue and white
Type: 21-speed
Passenger Capacity: 2 and 3 passenger models
Condition: New and - or Used, Perfect Operating Condition
Vehicle ID: Each vehicle will have a number 1 through 20 for identification by the public. Vehicles are made by Main Street Pedi-Cabs, Inc. No official titles exist for such vehicles in that they are classified the same as bicycles.

Colors and serial numbers of the initial four cabs to be used in the operation are to be determined upon approval by the Long Beach City Council.

9. **Extent, character and quality of the proposed operation and the manner in which the proposed operation is to be conducted. Included in this explanation is how fares will be obtained and what drivers will do when they have no fares.**

Geographical Extent of Operation

Long Beach Pedicabs LLC is requesting that the pedicabs be allowed to operate throughout the City of Long Beach with the principal area of operation being defined by the following boundaries:

West to the Long Beach Freeway;
South to the waterfront;
East to Alamitos Ave.;
North to 8th Ave.

This area shall be the Primary Service Area of the pedicabs. Most of the time, however, the pedicabs will operate along the principal streets defined in Section #11 of this application.

The Character of the Operation

Long Beach Pedicabs will offer a safe, convenient mode of transportation. The pedicabs will primarily serve as an alternative to walking; tours will be secondary. Drivers will be friendly and knowledgeable of the businesses and events within Downtown Long Beach.

One primary function of the business will be to facilitate transportation during conventions. The business will work closely with meeting planners to arrange transportation for convention attendees between functions.

Another potential market is daytime office workers, going on errands and going to lunch. In addition, the pedicabs will be very active on nights in the Downtown Area when the level of the night life allows the cabs to be operated profitably. These are typically Thursday, Friday and Saturday nights. The pedicabs will facilitate people patronizing the various destinations in Downtown Long Beach without having to get back into their cars.

Quality of Long Beach Pedicabs

LBPC will have pedicabs which are the best available. Urban Mobility LLC which is financing the development of Long Beach Pedicabs LLC and is part owners of the operation is a spin-off of Main Street Pedi-Cabs, Inc. – the company which will be manufacturing the pedicabs. These pedicabs are sold through the world and have a reputation as being the best pedicabs available for the tough urban uses they are subject to in developed countries.

Cities in which Main Street Pedicabs are now in use include:

New York City	London	Paris
Milan	Florence	Fort Lauderdale
San Francisco	Denver	Las Vegas
Chicago	Phoenix	Houston
Jacksonville	Minneapolis	San Diego
Auckland, NZ	Sydney, Australia	Valencia, Spain
Denver	Omaha	Milwaukee
Columbus OH	Charleston SC	Toronto
Vancouver	Montreal	

In addition, Main Street Pedicabs are used in other cities, small towns and locations, including shopping centers, beach communities, ports and theme parks.

Quality Management

The operation will insist on drivers abiding by their contractual obligations. These obligations will ensure that the LBPC pedicab operation in Long Beach is one that will be safe, honest, and courteous to those with whom the business comes into contact, including motorists, pedestrians, passengers, and businesses.

Drivers who do not adhere to the contractual obligations related to operation of the pedicabs will not be allowed to lease the pedicabs. These contractual rules include:

- the safe operation of the pedicabs - number of passengers, speed limits, etc.
- the behavior and attitudes expected of the drivers, towards passengers, motorists, and pedestrians.
- the areas in which the cabs are to be used,
- the permissible rates which can be quoted,
- appropriate dress, etc.

As in operations managed by companies related to LBPC, the company will participate in local charities and become a recognized institution in the areas in which it operates. In Denver, Main Street Pedi-Cabs, Inc. received The Denver Award in 1995. This is honor coveted by business operating in Downtown Denver and is given out annually by The Downtown Denver Partnership. A video was made as part of the award and is included along with this application as MAINSTREET1.MPG on the accompanying disk.

In New York City, Manhattan Rickshaw Company, a company similar to Long Beach Pedicabs in that it is half-owned by Urban Mobility LLC was featured on NBC's *The Apprentice*.



A video of the training session for the contestants on *The Apprentice* can be seen http://www.nbc.com/nbc/The_Apprentice/video/.

The operation will be based on drivers working as independent businesses, each leasing the cabs from Long Beach Pedicabs LLC. The drivers will work during the times that the downtown area is most active and most in need of this type of service. Their leasing contracts with LBPC will stipulate the condition under which they lease the cabs and the standards to which they are to adhere. The leasing relationships are standard for pedicab companies and have been effective in maintaining the degree of control over the drivers necessary to ensure quality and safety.

Pedicabs generally operate when the drivers are confident they will make enough money to make it worthwhile to lease the cab and spend the time operating it. In time, service becomes predictable as more drivers know that certain times represent a reliable opportunity to make some money. They will then regularly show up on the evenings and days during which there is money to be made as a pedicab driver.

Initially the cabs will be operating every Friday and Saturday night from 7 p.m. until 3 a.m. If the cabs find that they cannot do enough business during these hours of operation, it is doubtful that the business will succeed. If the cabs are successful during these times, the company will extend its hours of operation. LBPC would like the flexibility of operating at any times it feels it can do so profitably between the hours of 10 a.m. and 3 a.m. (any day of the week).

Once the frequency with which the cabs go out is predictable, LBPC is able to sell advertising. This will be the main income generating source for LBPC. It must be understood by DLBA and the City of Long Beach that the pedicab drivers are not employees. As such, they choose their own work hours. LBPC only establishes times when the pedicabs can be operated. In time, the availability of the pedicabs operating on the street becomes predictable as a pool of drivers will make it their regular line of work.

The rates that will be posted on each pedicab are the rates that the drivers must charge for each and every ride.

Advertising. Long Beach Pedicabs is largely dependent on advertising revenue in order to have a successful operation. The advertising we accept will have an influence as to how our pedicab operation is perceived and accepted into the community.

Long Beach Pedicabs LLC advertising standards:

- No advertising for X-rated products or adult entertainment venues will be accepted.
- Tobacco advertising is not accepted.
- Alcohol beverages advertising would be accepted but only if there are additional messages on the pedicabs encouraging people to drink responsibly.

Otherwise, LBPC will advertise on the pedicabs in a manner which complies with the ordinances of the City of Long Beach with respect to advertising on taxicabs.

- 10. Rates to be charged in Long Beach.** The rate would be that anything less than one-tenth of a mile would be \$1, and that each additional one-tenth of a mile would cost an additional \$1. This distance will be measured out by an odometer on each pedicab. Using this gauge, a trip from The Rock Bottom Brewery (corner of Pine Avenue and Ocean Blvd.) to the front of the Convention Center going along the Promenade would be \$3 dollars. The cost would be for the trip and the number of passengers would not be a factor.
- 11. Describe the Proposed Routes.** The pedicabs will operate on streets within the area defined as the Primary Service Area.

Primary Routes South of Ocean Boulevard

Between Shoreline Village and Cedar Ave., the primary route shall be the bike path along the north side of Shoreline Drive. The pedicabs will not go along Shoreline Drive except on the bike path.

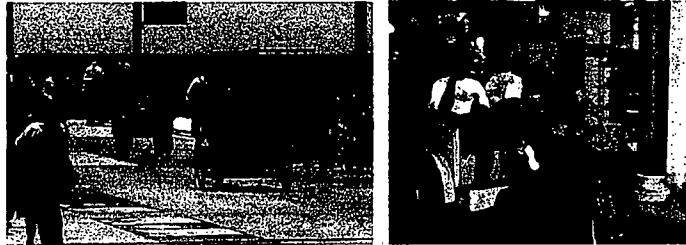
The pedicabs will operate in the street on Aquarium Way, The Paseo, Cedar Avenue and Seaside Way. The pedicabs will not operate west of Magnolia Ave./Queensway Bridge south of Shoreline Drive.

In approaching the Aquarium, the pedicabs will be allowed on pedestrian walkways. The pedicabs will not be allowed within 30 feet of the front entrance of the Aquarium.

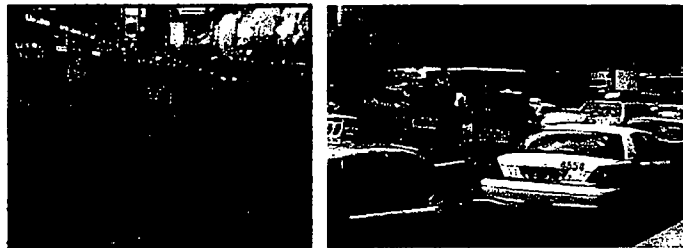
Ocean Boulevard. The pedicabs will be allowed to operate either in the street along Ocean Boulevard, or on the sidewalk on the north side of Ocean Boulevard.

Before 6 p.m. it may be safer for the cabs to be on Ocean Boulevard because during the day, traffic may generally be slower and the sidewalks might have more pedestrian traffic. After 6 p.m. it may be safer for the pedicabs to be on the sidewalk. The sidewalk on the north side of Ocean Boulevard is wide enough to easily accommodate pedestrians and pedicabs.

The precedents are well-established that pedicabs can operate in both pedestrian environments and high-traffic area environments without incident. The pictures below show pedicabs operating on the pier in Huntington Beach and inside of the Desert Passage Shopping Mall on The Strip in Las Vegas. (Videos showing the pedicabs operating in pedestrian environments are included as Michigan Ave Sidewalk.MPG and Pier at Huntington Beach.MPG on the accompanying disk.)



The pedicabs also operate in areas such as Times Square in New York City and Michigan Avenue in Chicago. A video showing the pedicabs on a busy street is shown in the accompanying disk, titled Michigan Avenue Street.MPG)



Primary Routes North of Ocean Boulevard

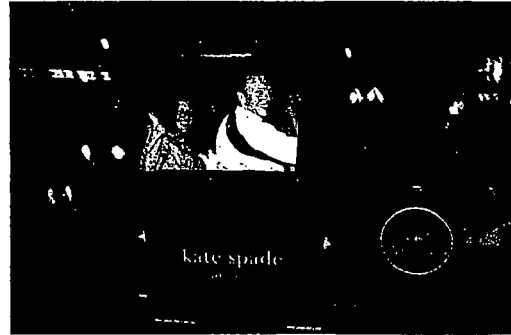
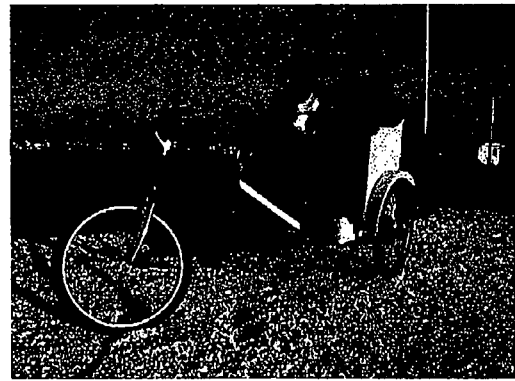
Pine Avenue: A large proportion of the total trips generated within the Service Area of the pedicabs will originate and terminate on Pine Avenue. It is proposed that pedicabs operate on the street at all times on Pine Avenue and not be allowed on the sidewalks. Stopping to wait for rides, or to disembark passengers, will only be done in designated areas, the “white zones”. Pedicabs will be allowed to wait in such areas for rides, but they may not leave their pedicabs unattended in the “white” zones.

When operating along Pine Avenue, the pedicabs must be operated in a way that they do not impede the flow of traffic.

Promenade – Pedicabs will be allowed along the full length of the pedestrian promenade. Unless they are disembarking passengers in front of the Convention Center, the pedicabs may not remain within 30 feet of the front doors of the center. The pedicabs should park along the retaining wall on the opposite side of the Promenade from the front doors of the Convention Center so that they will not impede pedestrians exiting or entering the center.

When pedaling along the promenade, the pedicabs must be operated in a courteous manner and may not operate faster than the general walking speed if the walkway

Pictures of Pedicabs Operating in Other Cities



is crowded. Pedicabs are very maneuverable in pedestrian areas and can be operated safely.

Transit Center (1st Street). Pedicabs shall be allowed to operate on 1st Street between Long Beach Boulevard and Pacific Avenue. Even though this area is reserved for busses, the pedicabs will not interfere with the busses if they keep to the far right when operating on this street. It is preferable that the pedicabs be encouraged to operate along 1st Street in order to avoid using Ocean Boulevard.

Other Streets within the Service Area. The pedicabs will operate in the streets and be able to stop along the curbing to embark and disembark passengers. Unless it is a sidewalk along the north side of Ocean Boulevard or a pedestrian area such as the Promenade, pedicabs will not be allowed on the side walks.

12. **Hours of Operation.** The hours of operation will be between the hours of 10 a.m. and 3 a.m.
13. **State the effect the proposed service will have on traffic.** Pedicabs actually may mitigate the impact of traffic once people become accustomed to their presence.
 - People may rely more on mass transit if they know there is a pedicab waiting at their stop that may take them the final four blocks to their ultimate destination. Several notable destinations are at least four blocks from the Downtown Light-Rail Stops including the Convention Center, The Aquarium, The East Village Arts District, and The Pike at Rainbow Harbor.
 - People may be more willing to stop and wait for someone to leave a parking space, or circle the block in hopes of getting a parking place close to their destination if they know there is an easy way of getting from a distant parking space to their ultimate destination.

The pedicabs can maneuver easily on streets and in pedestrian environments. So their presence will not impede traffic.

It is requested that pedicabs be allowed to station themselves along the curbs and on sidewalks when waiting for fares. Space on sidewalks is often available where they would not be an obstruction to pedestrian traffic.

14. **Will the PEDICAB drivers be employees of the permit applicant or will they be lease operators?**

The cab drivers will be lease operators

15. **Facts supporting the need for a public conveyance such as pedicabs.**

The experience of Main Street Pedit-Cabs has been that the vehicles are primarily used to lessen the distance people need to walk when parking is scarce. One may see many examples as to the premiums people are willing to pay in order to

minimize their need to walk to their ultimate destinations after driving. These include: valet services, pricing premiums for parking closer to destinations, reserved parking for patrons of specific businesses, and even something like reserved handicapped parking.

Mass transit modes such as busses and trains are benefited by pedicabs in that many people will only take such modes if mass transit if they know there is a means of not having to walk the final distance to their ultimate destination. Since modes of mass transit do not offer services that take people directly to their destination, their customer base is increased if people know there is an alternative to walking once they reach the station nearest to where they are going.

Pedicabs are a service which will add to the attractiveness of the Downtown area by creating a greater sense of safety and convenience for the visitors.

It is the experience of Main Street Pedi-Cabs, that at large events, perhaps on 1 or 2 percent of the pedestrians will actually use the pedicabs. However, it is often noticed that the population who does use the cabs very much appreciate their availability.

The most meaningful support will be in people actually using the business. If people do not use the pedicabs, the business will cease to exist without any further intervention by the city council.

In addition, pedicabs are often used in parking lots. People will often take a pedicab in a parking lot even if a free, alternative mode such as a shuttle bus is available. Parking lots are liabilities in that accidents involving pedestrians (especially children) are common, and they can be areas for crime. Having an escort in the form of a pedicab ride is a deterrent to such problems. In addition, the availability of pedicabs can increase the rate at which parking places turn over. If the pedicab ride can reduce the time someone occupies a parking place by 15 minutes, it is easy to see how this can over time lead to the availability of more parking spaces.

Videos showing the pedicabs being used in a parking lot is included (Parkinglot.MPG). Another video of the pedicabs at the Huntington Beach Pier show people who are slightly handicapped using the vehicles to enjoy access to what is otherwise an environment reserved only for those who can walk or ride a bike (Handicapped.MPG). The only other alternative in getting to the end of the pier for slightly handicapped individuals is to use a wheelchair.

16. Applicants Assets

Long Beach Pedicabs LLC at the time of its incorporation will be capitalized \$5,000. It will also have a lease that allows it to lease on a month-to-month basis up to 20 pedicabs from Main Street Pedi-Cabs, Inc.

Insurance Coverage

Long Beach Pedicabs, LLC will obtain liability insurance once it is evident that the company will be allowed to operate 20 pedicabs within Downtown Long Beach. Because the insurance must be purchased for a period of one year, and there are no pro-rated policies or refunds if the policies cannot be used, Long Beach Pedi-Cabs, Inc. wishes to wait until it is approved by the City of Long Beach before insuring the cabs.

Each cab is treated as a separate business and so the cost of the insurance is determined by the number of cabs being insured.

Scott Ziller of McKay Insurance has written a letter testifying to the fact that he has insured other businesses in which the applicants have been involved and that Long Beach Pedicabs, LLC will be an insurable business. Long Beach Pedicabs, LLC reserves the right to obtain insurance from companies other than McKay Insurance.



Date: November 16, 2005
To: Michael A. Killebrew, Director, Financial Management
From: Anthony W. Batts, Chief of Police
Subject: **APPLICATION FOR PEDICAB PERMIT – LONG BEACH PEDICAB**

In response to your request for a recommendation regarding the application for a Pedicab Permit, the Police Department recommends **approval**, subject to the following conditions of operation.

Conditions of Operation

1. Long Beach Pedicab, LLC, shall maintain a local business contact telephone number that is accessible during business hours, along with the City's Pedicab Complaint Line, with said numbers clearly posted on each pedicab to facilitate responsiveness to patron or city concerns.
2. Pedicabs shall adhere to all applicable laws, rules and regulations of the Long Beach Municipal Code, and the Vehicle Code of the State of California covering the operation of bicycles upon streets and pedestrian or bicycles facilities and safety equipment requirements.
3. Pedicabs shall not be operated, or allowed to stand or wait on public sidewalks and shall not impede or block the normal or reasonable movement of pedestrian or vehicular traffic unless such operation is necessary for safe operation.
4. Whenever available for hire, pedicabs shall only park/wait for passengers in motor vehicle parking spaces, subject to the parking regulations contained in the Long Beach Municipal and California Vehicle Codes.
5. Operation of the service shall be limited to the area/routes within the Downtown Central Business District as approved jointly by the Chief of Police and the City Traffic Engineer.
6. Pickup and drop off of patrons for passengers shall be limited to passenger loading zones, or areas commonly designated for the same. Furthermore, no pedicab driver shall refuse or neglect to transport any orderly person or person upon request anywhere in the Primary Pedicab Service Area.
7. Due to the proximity of residences, the hours of operation shall be limited to 7 a.m. to 2:30 a.m. daily.


November 16, 2005

Page 2

8. Each pedicab operator shall prominently display his/her Drivers Permit while on duty and shall also be in possession of valid government identification.
9. Pedicab rates, as established by City Council, shall be clearly posted on each pedicab, visible to all passengers.
10. Pedicab advertising shall not include adult entertainment, tobacco products, or alcoholic beverages, except when accompanied by statements to drink responsibly.
11. Pedicab operators shall comply with all rules and regulations pertaining to pedicabs as outlined in Section 5.68 of the Long Beach Municipal Code.

AWB/RLM/rjm
pedicabconditions



DATE: July 20, 2005
To: Jim Goodin, Business Services Officer
From: David Roseman, City Traffic Engineer 
Subject: APPLICATION FOR PEDICAB PERMIT-- LONG BEACH PEDICAB LLC

As per your request, I have reviewed the March 31, 2005, Pedicab application submitted by Long Beach Pedicab LLC. I have also reviewed the recommended "Conditions of Operation" as forwarded by the Chief of Police in his June 8, 2005, memorandum to the Director of Financial Management. Based on a review of the application and the recommended conditions suggested by the Chief of Police, I hereby recommend approval of the application subject to the following conditions:

PROPOSED CONDITIONS OF OPERATION


1. As the City Traffic Engineer, I find that conditions #2, #3, #4, #5, #6, and #11 as suggested by the Chief of Police in his memorandum are reasonable and should serve to provide an operational framework for Pedicab operators to provide service in a manner such that there is a reasonable expectation of safety for Pedicab operators, patrons, pedestrians, and motorists. Other conditions suggested by the Chief of Police are not traffic related and therefore no opinion is given on those matters.
2. In addition to condition #5, it is also suggested that a separate and explicit condition be developed prohibiting Pedicabs from transporting patrons along any roadway with a posted speed limit of 40 miles per hour or greater unless a dedicated bike lane (Class II) or bike path (Class I) is provided.

ADDITIONAL CONSIDERATION / SUGGESTION

Since the proposed Pedicab service would be a new transportation service provided to the public, it would be prudent for the Department of Financial Management to coordinate a service review after the first year of operation. Such a review would allow both the applicant and applicable City and outside agencies to assess the operation, safety, efficiency, and success of the service. In conducting the review, consideration should be given to changes in regulations, operational service parameters, traffic controls, and parking controls to enhance safety and improve service delivery and consistency.

DR:ap
362-19



Date: March 16, 2005
To: Jim Goodin, Business Services Officer
From: Carolyne Bihn, Zoning Administrator 
Subject: **REVIEW OF LICENSE REQUEST**

This is in response to your request regarding the following site:

Site Address: 111 West Ocean Blvd.
Parking Level "D"
Long Beach, CA 90802

Applicant: Long Beach Pedicabs LLC

Zoning District: Downtown Long Beach Planned Development (PD-30)

Proposed Use: Pedicab Business

The Zoning Division of the Department of Planning and Building has the following comments:

- Approve the operation of 20 pedicabs in Downtown Long Beach.
- The subject site provides storage space in the basement parking garage without reducing the number of required parking spaces. Therefore, no zoning violations will result from the proposal.
- No permanent pedicab stand is proposed.

If you have any questions regarding this response, please call Joe Recker, Planner, at X86004.