



PUBLIC PASSENGER VEHICLE PERMIT SUPPLEMENTAL INFORMATION

OFFICE OF THE CITY CLERK LICENSE DIVISION
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202
414) 286-2238 EMAIL: LICENSE@MILWAUKEE.GOV

Public Passenger Vehicle Permit Required

A Public Passenger Vehicle Permit is required of every public passenger vehicle used for transportation of passengers for hire, including limousines, horse and surrey livery, pedicabs, taxicabs, shuttles, motorcycles used for tours, and human service vehicles operating on the streets of the city of Milwaukee.

LIMOUSINE means a category of for-hire, unmetered, unmarked, chauffeur-driven, ground transportation vehicles solely engaged in the business of carrying passengers on a pre-reserved or contract service basis only.

HORSE & SURREY LIVERY means a horse-drawn surrey for hire.

PEDICAB means a multiwheeled hooded or unhooded passenger vehicle that is moved by human power, or rickshaw-type vehicle pulled or propelled by any person which is used in the movement of passengers for hire on the public highways.

PEDICAB, COMMERCIAL QUADRICYCLE means a vehicle with fully operational pedals for propulsion entirely by human power, that has 4 wheels and is operated in a manner similar to a bicycle, that is equipped with at least 12 seats for passengers, that is designed to be occupied by a driver and passengers providing pedal power to the drive train of the vehicle, that is used for commercial purposes, and that is operated by the vehicle owner or an employee of the owner.

A recent ordinance allows for the possession and consumption of fermented malt beverages upon commercial quadricycles. A Pedicab Plan of Operation (ccl-ppvpedi) must be submitted and approved by the Licenses Committee and Common Council. See Milwaukee Code of Ordinances Chapter 100 for regulations and restrictions.

TAXICAB means a public passenger vehicle with 3 or more doors which operates without a fixed route or schedule and which is available for hire upon demand for service including by hail on the street, or upon telephonic or other electronic request.

- **METERED FARE VEHICLE** means a vehicle operated as a taxicab and equipped with a taximeter.
- **NETWORK VEHICLE** means a public passenger vehicle operated as a taxicab under contract service arranged through a network company. Network Company means a transportation company or business that uses an online, digital or electronic platform to connect passengers with network vehicles operated by public passenger vehicle drivers.

No new or renewal permit for taxicabs may be issued for motor vehicles of model years greater than 10 years old at the time of application and vehicles must provide passenger leg room of not less than 32 inches measured from the back of the seated passenger forward.

SHUTTLE means a privately owned vehicle which is solely engaged in the business of carrying passengers in either:

- **SHARED RIDE SERVICE** for hire on a fixed schedule to and from predetermined locations

- **GROUP TRAVEL SERVICE** for hire on a prereserved basis only, provided that the vehicle has a passenger-carrying capacity of 5 or more persons, excluding the driver.

MOTORCYCLE (USED FOR TOURS) means a vehicle as defined in s. 340.01(32) Wis. Stats, and is used on a for-hire or contractual basis.

Exemptions

No permits are required for vehicles licensed by the Wisconsin Department of Transportation as human service vehicles as described in Ch. Trans 301, Adm. Code; and shuttle vehicles authorized by Milwaukee County to provide in-county shuttle service for General Mitchell International Airport under s. 4.05(4), Milwaukee County Code. See s. 100-50-1-a, MCO.

License Period

Each permit shall be valid for 2 years from date of issuance.

License Fee

\$284 per vehicle

Public Passenger Vehicle Driver License

A Public Passenger Vehicle Driver's license is required of every person driving a public passenger vehicle, as defined under s. 100-3-21, MCO, including any person driving a vehicle used for the transportation of elderly or handicapped persons, regardless of whether the vehicle is licensed or otherwise regulated by the state of Wisconsin as a human service vehicle for the transportation of elderly or handicapped persons. See s. 100-54-1-a, MCO.

Application Forms/Documents Required

- ▶ Business Application (ccl-bapp1)
- ▶ Public Passenger Vehicle Permit Supplemental Application (ccl-ppv1)

The following must be submitted with the application:

▶ **Certificate of Insurance:** Pursuant to s. 100-53-1, MCO, proof of financial responsibility is required and must be approved by the License Division. Insurance Requirements:

- The insurance company must be licensed with the Wisconsin Commissioner of Insurance.
- The certificate of insurance must be issued for a minimum of one year.
- The certificate must be in the sum of minimum limits of \$50,000/100,000/10,000. A certificate showing a CSL of \$110,000 or more is also acceptable.
- Certificates must include a policy number. Documents showing the policy number as "Pending" or "TBD" are not acceptable.
- The insured's name on the certificate must be exactly the same as the legal entity filing for the license.
- If filing as an individual or partnership, then the documents must be issued in the applicant's first name, middle initial, and last name.
- Certificates must be signed by an Authorized Representative of the insurance company.

- The City of Milwaukee, 200 E. Wells Street, Room 105, Milwaukee, WI 53202 must be listed as the Certificate Holder. In the event of a cancellation or nonrenewal of the certificate of insurance, the license shall be automatically suspended. If a license is suspended due to cancellation, expiration or nonrenewal of a certificate of insurance required by this section, the licensee shall pay a \$25 reinstatement fee.

► **Copy of Current Vehicle Registration:** Registration must be issued in the same legal entity name as that which is applying for the license.

► **Copy of Lease:** If the vehicle is leased.

► **Weights & Measures License:** A copy of the current Weights & Measures License must be submitted to our office before the permit will be issued.

► **Letter of Intent:** If applicant cannot provide an approved Certificate of Insurance, current Vehicle Registration, and a copy of the Weights & Measures License at time of application, a letter addressed to the Public Works Committee outlining the applicant's intentions of satisfying all the requirements prior to issuance of the permit may be submitted with the application instead.

Sellers Permit

A seller's permit is required for all public passenger vehicles except Limousines or Taxicabs.

Inspections

Your vehicle will be inspected during the license period rather than before putting the vehicle into service or during an annual inspection period. You will be notified by mail if and when you are required to appear for an inspection. Inspections are conducted at the Department of Public Works, Southwest Shop located at 2657 S. 31st St.

Issuance of Permit

After we receive a police report, approval from committee and council (if needed), a valid certificate of insurance, copy of current vehicle registration, and a copy of the current Weights & Measures License, the permit will be issued.

Permit Disqualification

If the Common Council denies an application based on the background investigation, then the same applicant is disqualified from applying for a new permit for a period of 12 months from the denial date.

Provisional Public Passenger Vehicle Permit

An applicant may apply for a provisional permit if they:

- Have a completed Public Passenger Vehicle application on file
- Paid the \$284 fee for a regular Public Passenger Vehicle Permit
- Submitted a copy of current vehicle registration
- Submitted a valid approved certificate of insurance
- Provided evidence of possessing a valid motor vehicle driver's license, excluding occupational licenses, issued by the state of Wisconsin
- Are not subject to the disqualification provisions provided under s. 85-13.

Provisional licenses expire 60 days from the date of issuance, or upon issuance of the regular permit.

The City Clerk may revoke a provisional license without further Common Council action if it is determined that the applicant provided false information on the license application or upon denial of a regular permit by the Common Council.

Complaint Information

Metered fare taxicabs and shared ride shuttles must post a rate and service complaint placard meeting the requirements of 100-51.5 in a conspicuous place in the passenger compartment of all vehicles.

Limousines, network taxicabs, and group travel shuttles shall provide to passengers, at the time the service is contracted for hire, the information as required on the rate and service complaint placard required in 100-51.5.

Milwaukee Code of Ordinances

- See Chapter 100 for Public Passenger Vehicle Regulations
- Available online at www.milwaukee.gov/ordinances

Non-Cash Payment Acceptance Policy for Metered Fare Taxicabs

On or after July 1, 2014, each permit holder replacing a metered fare taxicab or placing a new vehicle into service shall install rear seat swipe credit and debit card-processing equipment subject to policy or rule established by the city clerk and approved by the licensing committee. (Section 100-51.5-3, Milwaukee Code of Ordinances (MCO)).

- 1. Acceptance of Non-Cash Payment Required.** All metered fare taxicab permit holders and drivers shall accept the following credit and debit cards for payment of taxicab fares:

Credit cards: Visa, MasterCard, American Express, and Discover.

Debit cards: Signature-based Visa and MasterCard.

Service shall not be refused or discontinued to any person on the grounds of the person using a credit or debit card to pay a fare.

- 2. No Surcharge Permitted.** No surcharge, convenience fee, tax, mandatory gratuity, or other additional fee shall be imposed for processing credit or debit card transactions.
- 3. No Minimum Distance or Fare Required.** Service shall not be refused or discontinued to any person on the grounds that the trip will not exceed a minimum distance or generate a minimum fare. No minimum transaction amount shall be required for the use of a credit or debit card to pay a fare.
- 4. Passenger Operates Processing Equipment.** Credit and debit card processing equipment shall be installed in the rear seat of the taxicab for use by the passenger. A metered fare taxicab driver shall not swipe or otherwise handle the debit or credit card of the passenger.
- 5. Receipt Required.** A receipt containing at least the name and permit number of the vehicle, the driver's name and city license number, and the amount and date of payment must be provided upon request.
- 6. Vehicle Out of Service if Processing Equipment Inoperative.** No metered fare taxicab shall be in service during any period of time the debit and credit card processing equipment is **not operational**, unless the inoperative equipment has first been reported to the License Division at license@milwaukee.gov, in which case the metered fare taxicab may operate up to 48 hours while awaiting repair of the processing equipment.
- 7. Passenger Rights to be Posted.** All metered fare taxicab permit holders and drivers shall post and maintain the "Non-cash Payment Passenger Usage Guide" in a conspicuous place in the rear of the taxicab near the credit and debit card processing equipment.
- 8. Penalty.** Violations of the non-cash payment acceptance policy and repeated or prolonged occurrences of inoperative processing equipment may be subject to the penalty provision of ch. 100, MCO, and may be grounds for non-renewal, suspension or revocation of the metered fare taxicab vehicle permit or driver's license.

Passenger Rights

Operating Regulations

- **Display of License Required.**
The license of your driver -- with photograph -- must be displayed in a clearly visible location and illuminated at night.
- **Service to Disabled Passengers Required.**
No vehicle owner or driver may refuse service to you on the basis of disability, your use of a service animal, or your use of a wheelchair.
- **Response Time.**
A taxicab driver must respond to your call for service within 30 minutes.
- **Rate and Passenger Rights List Required.**
Each vehicle must have this passenger rights list and rate placard posted.
- **Complaint Information Required.**
Cards containing information on how to file a complaint must be available for passengers at all times.

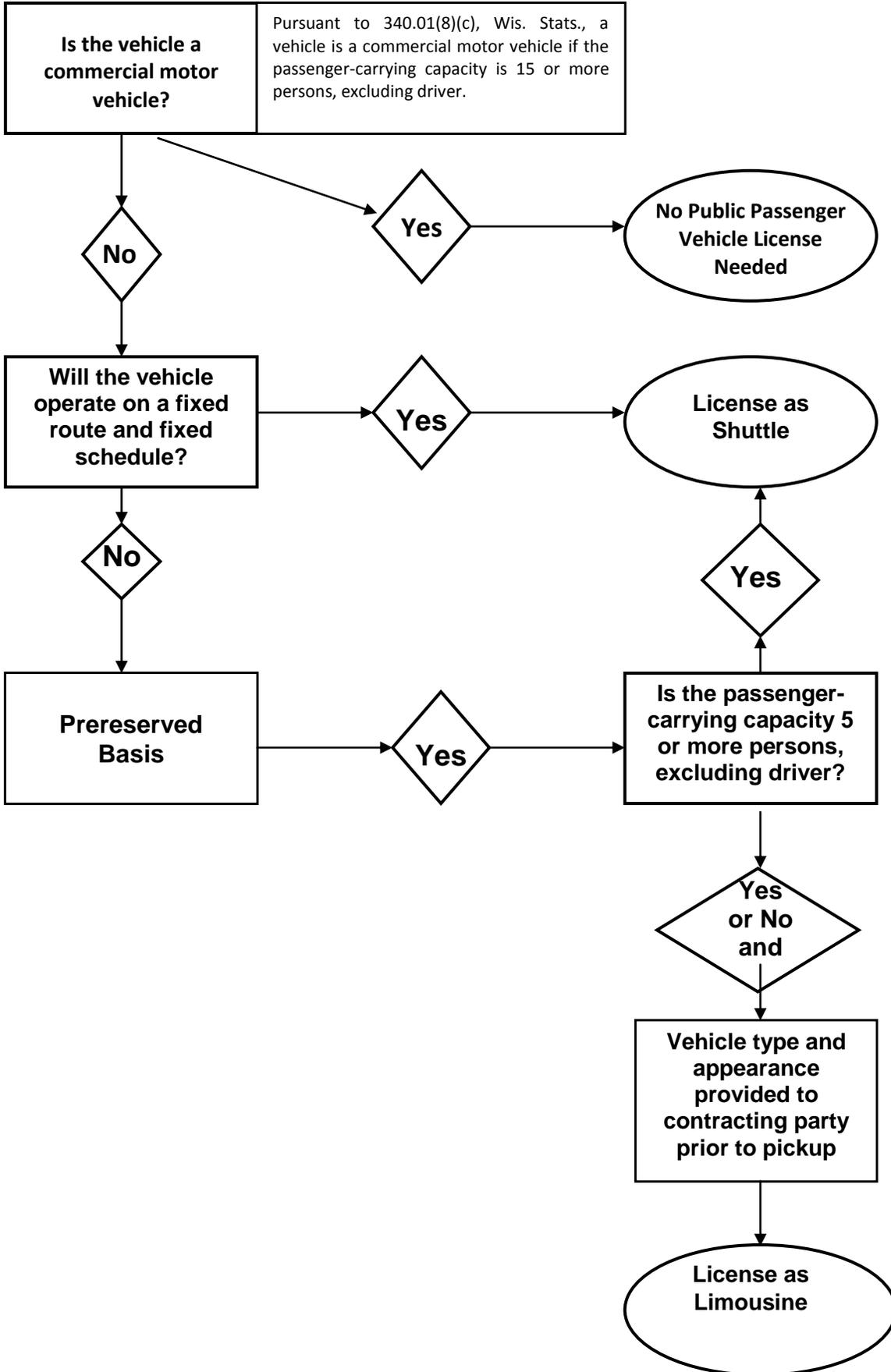
Payment Information

- **Acceptance of Credit/Debit Card Required.**
All taxicab permit holders and drivers must accept the following credit and debit cards for payment of taxicab fares:
 - Credit cards: Visa, MasterCard, American Express, and Discover.
 - Debit cards: Signature-based Visa and MasterCard.
- **No surcharge, minimum distance fee, or minimum fare is permitted.**
- **Receipt required upon request.**
Your driver must give you, upon request, a receipt containing at least the name and permit number of the vehicle, the driver's name and city license number, and the amount and date of payment.
- **Do I have to give my card to the driver?**
No, all the equipment is installed in the back seat of the cab. You should swipe the card yourself. There is no need to hand the card to the driver.

COMPLAINTS

Your driver must accept credit/debit cards for any fare amount. If a driver claims the card system is not working or will not allow you to pay by debit/credit card, report this information to license@milwaukee.gov. Include the permit number, driver name (if possible), date and time of trip, and start and end locations of trip.

FLOWCHART 1. DETERMINING SHUTTLE AND LIMOUSINE PERMIT CLASSIFICATION.





**PUBLIC PASSENGER VEHICLE
PERMIT SUPPLEMENTAL APPLICATION**

ccl-ppv1 10/2/14

OFFICE OF THE CITY CLERK LICENSE DIVISION
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 E-MAIL ADDRESS: LICENSE@MILWAUKEE.GOV
WWW.MILWAUKEE.GOV/LICENSE

TYPE OF VEHICLE

CHECK ONE:

Limousine (Pre-Reserved or Contract Service Basis)

Motorcycle (Used for Tours)

Taxicab Metered Fare Vehicle: Provide name of Dispatch Service: _____
(Service Upon Demand)

Horse & Surrey Livery

Shuttle-Group Travel/Pre-reserved Basis

Taxicab Network Vehicle: Provide name of Network Company: _____
(Service Upon Demand)

Shuttle-Shared Ride/Fixed Route - Submit a copy of the fixed route schedule with this application.

Pedicab

Pedicab, Commercial Quadricycle - Will you be allowing the possession and consumption of fermented malt beverages? No Yes
If yes, a Pedicab Plan of Operation (ccl-ppvpedi) must also be submitted with this application.

VEHICLE INFORMATION

Year: _____ Make: _____ Model: _____ Color of Vehicle Body: _____

Serial or Vehicle Identification # (VIN): _____ License Plate #: _____ Passenger-Carrying Capacity: (excluding driver) _____

Body style (Check one): 4-door Sedan Stretch Limousine Sports Utility
 Van Wagon Other: _____

Will vehicle be stored at the premise address? Yes No
If No, provide storage address (include City, State, Zip code): _____

APPLICANT INFORMATION

Do you have experience operating a public passenger vehicle? No Yes

If yes, when and in which municipalities? _____

Do you currently hold any public passenger vehicle permits? No Yes If yes, how many? _____

What type(s) of vehicles? _____ In which municipalities? _____

PLAN OF OPERATION

HOURS OF OPERATION	Earliest Starting Time (include AM or PM)	Latest Ending Time (include AM or PM)
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Proposed Area(s) of Operation:

Downtown South Side North Side East Side West Side Airport

What routine maintenance will be done?

Inspect: tires battery engine headlights, tail lights, turn signals horn wipers Conduct routine oil changes Check all fluid levels

Where? At Business Address At Garage

How often? Daily Weekly Monthly Yearly

Who will be operating the vehicle? Owner Employee Lessee Other: _____

Provide a statement (or attach a copy) of written policies for drivers to maintain a clean, professional and orderly appearance, including any dress or uniform requirements:

Uniform required

Wearing the following clothing is prohibited: shorts jeans flip flops Other: _____

Clothing must be neat and clean without holes or tears

Driver must be well groomed at all times while on duty

Hair shall be neatly trimmed and combed

Statement of written policies is attached

Other: _____

What are your plans to promote and ensure driver and passenger security?

Confirm that all drivers hold valid Public Passenger Vehicle Licenses

Require all drivers to undergo the following training: _____

Vehicle is equipped with airbags

Regularly inspect seat belts for unusual wear or malfunctioning parts

Vehicle is equipped with a spare tire, jack and emergency equipment

Follow suggested vehicle maintenance schedule

Written safe driving policy given to all drivers

Regularly inspect brake lights and emergency flashers

Other: _____

What is your process for resolving complaints, including retention of complaint records and reporting to the City Clerk?

Gather all complaint information

Ask customer how they would like issue to be addressed

Provide resolution to the customer's satisfaction

Keep written records of complaints and resolutions: For how long? _____

Keep computer records of complaints and resolutions: For how long? _____

Other: _____

In what manner will all accident reports or citations be retained and made available to the City Clerk?

Keep written records of all accident reports and citations: For how long? _____

Keep computer records of all accident reports and citations: For how long? _____

Other: _____

Describe all vehicle markings, body color(s), signs or stickers:

Provide your rates of fare (ex: \$25 per hour, \$10 per trip, etc.) (Does not apply to Metered Fare Taxicabs)

Horse & Surrey Livery Services Only: Provide Name, Address, and Phone Number of Licensed Veterinarian:

Taxicab Applicants Only: I understand the vehicle must not be more than 10 model years old and must provide passenger leg room of not less than 32 inches measured from the back of the seated passenger forward.

Initial to confirm your understanding: _____

Signature of Individual/Partner/Agent or Shareholder

Print Name

Signature

Office Use Only: Permit # _____ Insurance Registration Weights & Measures License

PROVISIONAL PUBLIC PASSENGER VEHICLE PERMIT APPLICATION

Complete this section only if applying for a Provisional Public Passenger Vehicle Permit at this time

Initial each line to confirm:

I wish to apply for a Provisional Public Passenger Vehicle Permit at this time.

_____ I have filed an application for a regular Public Passenger Vehicle Permit and have paid the \$284 fee.

_____ I have submitted a copy of current WI vehicle registration.

_____ I have submitted a certificate of insurance that complies with the Milwaukee Code of Ordinances requirements.

_____ I, as an individual applicant, all partners of the partnership, or the agent of the Corporation/LLC currently hold(s) a valid motor vehicle driver's license with the State of Wisconsin.

I affirm that within 2 years of the date of application that all of the following are true:

_____ No one listed on this application has been convicted of any felony or misdemeanor offense related to a violent offense.

_____ No one listed on this application has been convicted of 3 or more moving violations, as defined in s. 343.01(2)(cg), Wisconsin Statutes, arising out of separate incidents or occurrences.

_____ No one listed on this application has been convicted of any offense related to operating a motor vehicle while intoxicated.

I understand that providing false, misleading or fraudulent information shall be subject to the penalties provided in s. MCO 85-34 and that the City Clerk may revoke the provisional license without further Common Council action if it is determined that false information was provided on the application or upon denial of the Common Council of a regular license.

Print Name

Signature

Office Use Only: regular license fee paid current vehicle reg insurance PPPV# _____

WDL exp date _____

PUBLIC PASSENGER VEHICLE

LETTER OF INTENT

Date: _____

To: Public Works Committee

I, _____, intend to satisfy all the requirements of Milwaukee Code of Ordinances Chapter 100-50.4.b-5 and b-6 prior to issuance of permit # _____.

I will submit the following items to the City Clerk License Division:

- Current State of Wisconsin vehicle registration naming the applicant as sole title holder and not as lien holder.
- Evidence of financial responsibility as required by s. 100-53, issued to and covering the applicants. Certificate of Insurance must have at least the minimum limits of \$50,000/100,000/10,000.
- Weights & Measures License issued by Health Department.

I understand, in addition to meeting all other requirements of Chapter 100, the vehicle must provide passenger legroom of not less than 32 inches measured from the back of the seated passenger forward.

Proposed Vehicle Information: _____

Print Name

Signature
