City of Milwaukee

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

Vehicle Permit Required

A Public Passenger Vehicle Permit is required of every public passenger vehicle, as defined under s. 100-3-21, MCO, operating on the streets of the city of Milwaukee.

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.

Eligibility, Taxicabs

No new public passenger permits for taxicabs may be issued, except (1) when a permit holder applies to change his or her legal entity, such as by incorporating or forming a partnership, (2) when a permit holder applies to transfer ownership of a permit to another person, or (3) additional permits are authorized by the Common Council.

Taxicab Vehicles Model Year Restriction

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.

License Periods

Taxicabs: Expire October 31, irrespective of the date of issuance.
All Other Vehicles: Expire April 30, irrespective of the date of issuance.

Fees

$175 all except taxicabs; Taxicabs $284; (New applications for taxicabs issued in the lottery are $234.)

Driver License Required (PPL)

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)
►Notice of Taxicab Sale (ccl-ppv2): To be completed by the current taxicab permit holder. (Not required for taxicabs issued in the lottery.)

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 as that which is applying for the license.

►**Letter of Intent:** If applicant cannot provide an approved Certificate of Insurance and Current Vehicle Registration 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 not required for Limousines or Taxicabs.

Shuttles & Limousines

See Flowchart 1 on page 2 for information to determine the type of shuttle or limousine permit for which to apply.

Limousine is defined as a for-hire, unmetered, unmarked, uniformed, chauffeur-driven, ground transportation vehicle solely engaged in the business of carrying passengers on a pre-reserved basis only. Limousine chauffeurs will be required to be uniformed in business attire.

Parties contracting for limousines must be advised of the make, model and year of the vehicle and of any custom nonproduction features or unique energy conservation features of the vehicle at the time of pre-reservation. No vehicle shall be provided that is different from, or equivalent to, the vehicle agreed upon prior to passenger pickup.

Pedicabs

A recent ordinance allows for the possession and consumption of fermented malt beverages upon commercial quadricycles with a plan of operation approved by the Licenses Committee. See Milwaukee Code of Ordinances Chapter 100 for regulations and restrictions.

Inspections

Before being issued a permit, applicant must first receive an inspection sticker indicating that their vehicles have been thoroughly inspected by the Milwaukee Police Department and found to be in safe condition.

►Any vehicle replacing a vehicle for which a public passenger vehicle permit has been issued is required to undergo an inspection prior to being placed into service.

►Inspections for vehicle replacements are only conducted each Thursday between the hours of 1:00 and 2:00 p.m. at the Department of Public Works, Southwest Shop located at 2657 S. 31st St.

Issuance of Permit

After we receive a police report and, if needed, approval from committee and council, you will receive written notice of the final steps required in order for the permit to be issued.

►**Taxicabs:** The issuance of taxicab permits is withheld until permits held by previous owners are surrendered.

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.

Milwaukee Code of Ordinances

► Chapter 100 Available online at www.milwaukee.gov/ordinances

Non-Cash Payment Acceptance Policy for Taxicabs

On or after July 1, 2014, each permit holder replacing a 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 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 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 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 taxicab may operate up to 48 hours while awaiting repair of the processing equipment.

7. **Passenger Rights to be Posted**. All 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 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.**

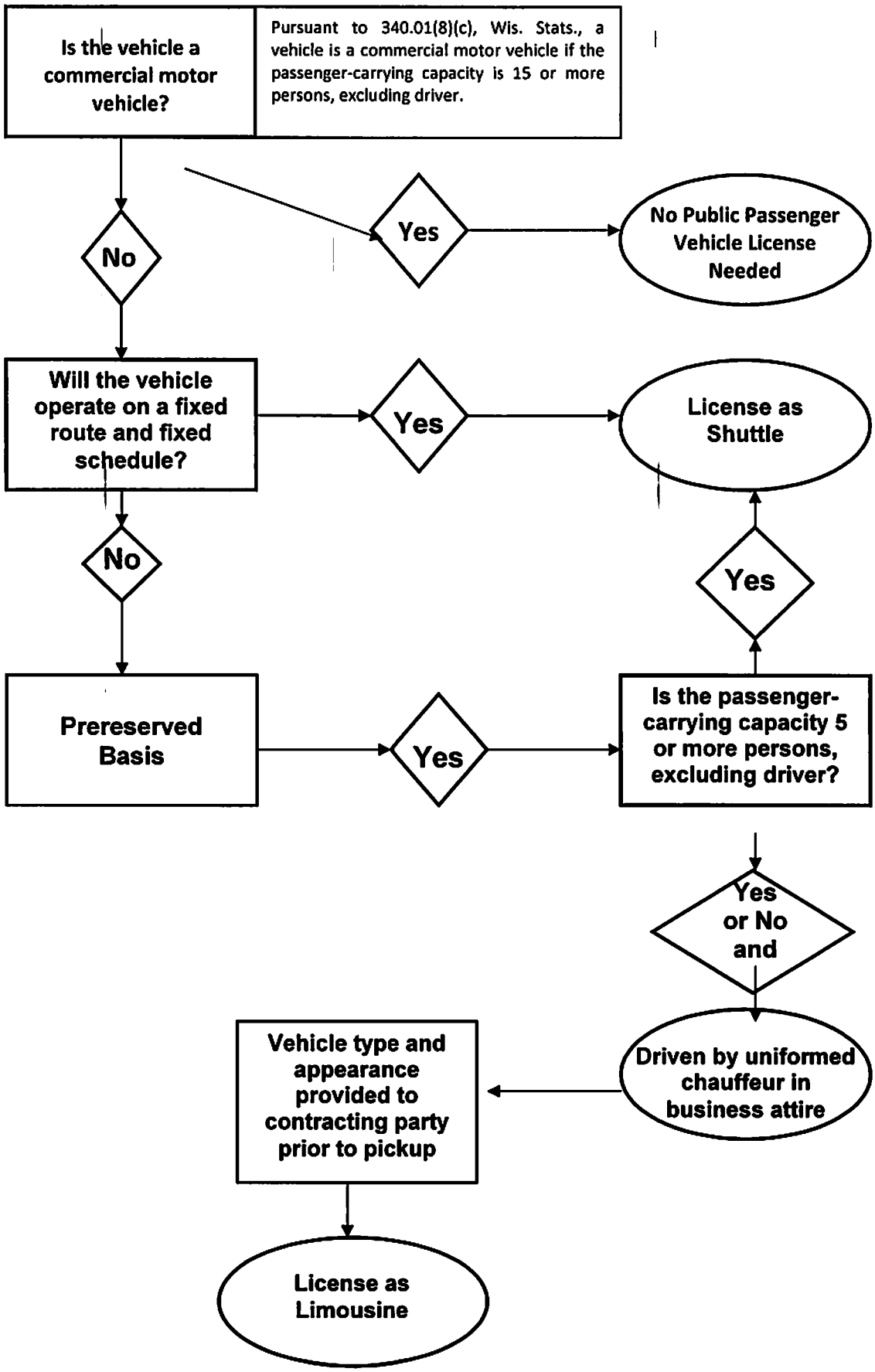
- **Receipt required upon request.**
  Your driver must give you, upon request, a receipt containing at least the name and permit number of the vehicle, the driver's name and city license number, and the amount and date of payment.

- **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 7/9/14

OFFICE OF THE CITY CLERK LICENSE DIVISION
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(414) 286-2238 E-MAIL ADDRESS: LICENSE@MILWAUKEE.GOV
WWW.MILWAUKEE.GOV/LICENSE

STORAGE ADDRESS

Only required for applicants who hold permits for 5 or more public passenger vehicles

Will vehicle be stored at the premise address in Section 1 of the Business Renewal Application?
☐ Yes ☐ No If No, provide Vehicle Storage Address (include City, State, Zip code):

VEHICLE INFORMATION

Year:	Make:	Model:	Color of Vehicle Body:

Serial or Vehicle Identification Number (VIN):

Taxicabs Only: Permit #

Passenger-Carrying Capacity of Vehicle:

[!] Exclude driver

License Plate Number:

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

TAXICAB APPLICANTS

Check box to indicate affiliation or independent operator.

☐ All City Veteran Taxi ☐ Brew City Cab Cooperative ☐ Yellow Cab Co-op
☐ American United ☐ Mitchell International Taxicab ☐ Independent

Check box to indicate radio dispatch service provider.

☐ American United ☐ Yellow Cab ☐ None ☐ Other _____

_____ Initial I understand the vehicle must provide passenger leg room of not less than 32 inches measured from the back of the seated passenger forward.

RATES OF FARE

This is required for ALL applicants, except Taxicabs

Provide your rates of fare (ex: $25 per hour, $10 per trip, etc.) Attach additional sheets, if necessary.

FIXED ROUTE SCHEDULE

Shuttle Vehicles operating on fixed routes only

Submit a copy of the fixed route schedule with this application.

NOTARIZED SIGNATURE IS REQUIRED ON NEXT PAGE

VETERINARIAN FOR HORSE & SURVEY LIVERY SERVICES

Name of Licensed Veterinarian: Phone Number:

Address:

Describe the areas of operation of the Horse & Surrey Livery Service.

Attached additional sheets, if necessary.

DECLARATIONS, ACKNOWLEDGEMENTS AND DISCLOSURES

1. The undersigned agrees to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

2. The undersigned understands that applicants shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

3. The undersigned understands that the filing of an application does not entitle applicants to permits, and that granting of permits is in the sole discretion of the Common Council.

4. The undersigned has knowledge of the City Ordinances currently regulating the permit applied for herein, and understands that the permit may be subject to suspension, non-renewal or revocation, if the applicants violate any rule or regulation relating to public passenger vehicles.

5. The undersigned, being duly sworn under oath, depose and say that I am the person named above and that all statements made in the foregoing application are true and correct.

NOTARIZED SIGNATURE

SUBSCRIBED AND SWORN TO BEFORE ME THIS

_____ day of _____,20_____

_____
Print Name of Individual/Partner/Officer/Member/Agent

_____
Notary Public, State of Wisconsin

_____
Signature of Individual/Partner/Officer/Member/Agent

My commission expires_____

Notary seal must be affixed