



September 29, 2015

Ald. Robert Bauman
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Color requirements for taxicabs on Public Works Committee agenda

The **Public Works Committee** will consider legislation Wednesday that would repeal current city requirements specifying auto body colors for taxicabs affiliated with certain entities.

The legislation – Common Council file **#150356** – is sponsored by **Alderman Robert J. Bauman**, chair of the Public Works Committee. The item will be before the committee when it meets at **on Wednesday, September 30**, in room 301-B at City Hall, 200 E. Wells St. **The item is expected to be heard at 10 a.m.**

Alderman Bauman said city efforts to improve public passenger vehicle service in Milwaukee are “ill served by outdated body color requirements.”

“The level of service, the number of taxicab permits and vehicles, the cleanliness and condition of a vehicle – these are important pieces when we are looking to improve the overall public passenger system. Vehicle color is not important and should not be set forth in city code,” Alderman Bauman said.

“Additionally, it is not in the city’s best interests to be caught in the middle of a civil ‘branding’ dispute between designated color users and other parties who might also want to use the same color,” the alderman said.

The city code currently lists color requirements for public passenger vehicles as such:

“**Body Colors.** Except for taxicabs meeting the definition of network vehicle, the body colors designated for affiliated taxicabs shall be as follows:

- a-1. **Blue** - All City Veteran Taxi.
- a-2. **Yellow** - Yellow Cab Co-op.
- a-4. **White** - Mitchell International Taxicab Association.
- a-5. **Red** - American United Cab

Wednesday’s meeting will be televised live on the City Channel (Channel 25 on Time Warner Cable in the City of Milwaukee), and on U-Verse Channel 99. Online viewing is available by going to www.city.milwaukee.gov/Channel25.