



## PUBLIC PASSENGER VEHICLE (OWNER) 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](mailto:LICENSE@MILWAUKEE.GOV)

### Public Passenger Vehicle Permit Required

A permit is required of every 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 an unmetered, unmarked, and chauffeur-driven vehicle that operates on a pre-reserved or contract service basis only.

**HORSE & SURREY LIVERY** means a horse-drawn carriage.

**PEDICAB** means a multiwheeled vehicle moved by human power or rickshaw-type vehicle pulled or propelled by any person.

**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 has 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, and that is operated by the vehicle owner or an employee of the owner.

A Pedicab Plan of Operation (ccl-ppvpedi) must be submitted and approved by the Licenses Committee and Common Council If you wish to allow the possession and consumption of fermented malt beverages.

**METERED FARE TAXICAB** means a 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, and is equipped with a taximeter.

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 Wisconsin Statutes 340 and is used on a for-hire or contractual basis.

### License Period

Each permit is valid for 2 years from date of issuance.

### License Fee

- \$284 per limousine, shuttle, pedicab, horse and surrey, or touring motorcycle vehicle
- \$400 per taxicab vehicle (includes the fee for the meter)

### Application Forms

- Business License Application (ccl-busapp)
- Public Passenger Vehicle Permit Supplemental Application (ccl-ppvapp)

### Exempt from Fingerprinting

Fingerprinting is not required for this license. However, a background check will be done by the Milwaukee Police Department.

NOTE: If you are applying for other licenses at this time, they may require fingerprinting.

### Exemptions (license not required)

- Network transportation companies
- Human Service Vehicles licensed by the Wisconsin Department of Transportation
- Vehicles authorized by Milwaukee County to provide in-county shuttle service for General Mitchell International Airport.
- A vehicle operated on fixed routes pursuant to authority granted by the county, state or federal government.
- A commercial motor vehicle as defined under Wisconsin Statutes
- The Wisconsin Department of Health Services (DHS), Division of Children and Family Services, Bureau of Regulation and Licensing is responsible for the licensing and regulation of child care programs, which includes the regulation of center-provided and center-contracted transportation.

### Documents Required:

The following must be submitted with the application:

#### **Certificate of Insurance**

An insurance policy shall continuously remain in effect for the duration of the license period. Failure to comply shall be grounds for suspension of the license.

The certificate must meet the following requirements:

- Insurance company must be licensed with the Wisconsin Commissioner of Insurance at <http://oci.wi.gov/>.
- If the insurance company is not licensed, the individual insurance agent signing the certificate must be licensed to write surplus lines with the Wisconsin Commissioner of Insurance at <http://oci.wi.gov/>.
- Minimum of one year policy period.
- Minimum limits of \$50,000/100,000/10,000 or a CSL of \$110,000.
- Policy number required. "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.
- Vehicle year, make, vehicle identification number (VIN), and permit number
- Signature of the Authorized Representative of the insurance company needed.
- The City of Milwaukee, 200 E. Wells Street, Room 105, Milwaukee, WI 53202 must be listed as the Certificate Holder.

#### **Copy of Current Vehicle Registration:**

Registration must be issued in the same legal entity name as that which is applying for the license.

### **Letter of Intent:**

If applicant cannot provide an approved Certificate of Insurance or current Vehicle Registration, 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.

### **Wisconsin Seller's Permit Exemption**

A seller's permit is not required for public passenger vehicles only providing the service of transportation. (Limousine services may be subject to a State of Wisconsin limousine fee. Contact the Department of Revenue for information.)

### **Inspections**

Your vehicle (and meter for taxicabs) will be inspected during the license 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 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, and a copy of current vehicle registration 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.

### **Public Passenger Vehicle Driver License**

A Public Passenger Vehicle Driver's license is required of every person driving a public passenger vehicle, as defined in MCO Chapter 100, including any person driving a human services vehicle, regardless of whether or not the vehicle is also licensed or regulated by the State of Wisconsin as a human service vehicle.

### **Provisional Public Passenger Vehicle Permit**

Requirements:

- Pay the \$15 nonrefundable provisional license fee.
- File an application for a regular Public Passenger Vehicle Permit License and pay the fee.
- Submit a copy of current vehicle registration.
- Submit an approved certificate of insurance.
- Submit proof the individual applicant, all partners of a partnership, or the agent of a Corporation/LLC holds a valid State of Wisconsin Motor Vehicle Driver's License (excluding Occupational License).
- Initial all items on the Provisional Public Passenger Vehicle Permit License Application confirming the statements are true.
- Not be subject to disqualification due to a previous application being withdrawn, denied, non-renewed, revoked, or surrendered (MCO 85).

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 MCO Chapter 100 in a conspicuous place in the passenger compartment of all vehicles.

Limousines 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.

### **Milwaukee Code of Ordinances (MCO)**

- Chapter 100
- Available at [www.milwaukee.gov/ordinances](http://www.milwaukee.gov/ordinances)



**PUBLIC PASSENGER VEHICLE (OWNER)  
PERMIT SUPPLEMENTAL APPLICATION**

ccl-ppvapp 12/12/17

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**Submit with Business License Application**

**TYPE OF VEHICLE (CHECK ONE)**

<input type="checkbox"/> Limousine (Pre-Reserved or Contract Service Basis)	<input type="checkbox"/> Motorcycle (Used for Tours)
<input type="checkbox"/> Taxicab Metered Fare Vehicle: Name of Dispatch Service: _____ (Service Upon Demand)	<input type="checkbox"/> Shuttle-Group Travel/Pre-reserved Basis
<input type="checkbox"/> Horse & Surrey Livery	<input type="checkbox"/> Pedicab
<input type="checkbox"/> Shuttle-Shared Ride/Fixed Route - Submit a copy of the fixed route schedule with this application.	
<input type="checkbox"/> Pedicab, Commercial Quadricycle - Will you be allowing the possession and consumption of fermented malt beverages? <input type="checkbox"/> No <input type="checkbox"/> Yes If yes, a Pedicab Plan of Operation (ccl-ppvpedi) must also be submitted.	

**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):	<input type="checkbox"/> 4-door Sedan	<input type="checkbox"/> Stretch Limousine	<input type="checkbox"/> Sports Utility
	<input type="checkbox"/> Van	<input type="checkbox"/> Wagon	<input type="checkbox"/> Other: _____
Will vehicle be stored at the premise address? <input type="checkbox"/> Yes <input type="checkbox"/> No		If No, provide storage address (include City, State, Zip code): _____	
Are you leasing the vehicle? <input type="checkbox"/> No <input type="checkbox"/> Yes If yes, a copy of the lease is required. Lease must meet all requirements in MCO 100-50-12b.			

**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: \_\_\_\_\_

## Signatures

\_\_\_\_\_  
Signature of Sole Proprietor, Partner, or 20% or more Shareholder  
(If there are no 20% or more shareholders,  
Corporate Officer-print name/title and sign

\_\_\_\_\_  
Signature of additional partner or 20% or more shareholder

**Office Use Only:** Permit # \_\_\_\_\_  Insurance  Registration

## PROVISIONAL PUBLIC PASSENGER VEHICLE PERMIT APPLICATION

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

By initialing each line I/we confirm each of the following statements are true:

- \_\_\_\_\_ I/we understand the \$15 provisional license fee is nonrefundable.
- \_\_\_\_\_ A true and correct copy of the current vehicle registration has been submitted.
- \_\_\_\_\_ A certificate of insurance in compliance with the Milwaukee Code of Ordinances has been submitted.
- \_\_\_\_\_ I, as an individual applicant, all partners of a partnership, or the agent of a Corporation/LLC currently hold(s) valid motor vehicle driver's license(s) with the State of Wisconsin.
- \_\_\_\_\_ I/we understand the driver(s) of the vehicle must be licensed as a Public Passenger Vehicle Driver(s).
- \_\_\_\_\_ No one listed on this application has any open warrants or unpaid fines.
- \_\_\_\_\_ No one listed on this application is on probation or parole.
- \_\_\_\_\_ Within 2 years of the date of this application, no one listed on this application has been convicted of any felony or misdemeanor offense related to a violent offense.
- \_\_\_\_\_ Within 2 years of the date of this application, 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.
- \_\_\_\_\_ Within 2 years of the date of application, no one listed on this application has been convicted of any offense related to operating a motor vehicle while intoxicated.
- \_\_\_\_\_ I/we are not subject to disqualification due to a previous application being withdrawn, denied, non-renewed, revoked, or surrendered (MCO 85-13).

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:  \$15 provisional fee paid  
PPP# \_\_\_\_\_

Regular license fee paid     Veh Reg     Ins Cert  
WDL exp date: \_\_\_\_\_