



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes TAXICAB REVIEW BOARD

ALD. JAMES BOHL, JR, CHAIR

Elizabeth A. Nicols, Todd O'Leary, Abdulkadir Omar, Carmela Peot, Michael Sanfelippo, Peter N. Tsounis

**Staff Assistant: Joanna Polanco, 286-2366, Fax: 286-3456,
jpolan@milwaukee.gov**

**Legislative Liaison: Richard Withers, 286-8532,
rwith@milwaukee.gov**

Friday, January 7, 2011

9:00 AM

Room 301-B, City Hall

Meeting convened at 9:08 A.M.

1. Roll Call

Present 5 - Bohl, Nicols, O'Leary, Tsounis and Omar

Excused 2 - Sanfelippo and Peot

Also present:

Richard Withers, Legislative Reference Bureau

Richard Pfaff, License Division

Officer Tyshnsky, Police Department

2. Review and approval of minutes of the September 10, 2010 meeting.

Ms. Nicols moved to approve minutes from September 10, 2010, seconded by Mr. O'Leary. There were no objections.

3. Discussion relating to limousine and shuttle services

Mr. Withers, Legislative Reference Bureau, summarized some of the information that has been previously provided to the board including information about airport shuttle services that may provide some idea or suggestions for future consideration of regulations of limousine services; the airport shuttle situation as noted last spring involves an agreement with the county which has jurisdiction over the airport and can regulate the picking up but not necessarily the dropping off of passengers by any kind of public passenger vehicle.

Mr. Withers reviewed other cities' regulations involving limousine services, often the more comprehensive legislation did provide for some kind of regulation not necessarily of the drivers although, they would have to have some type of permit or licensing and not necessarily of the vehicles themselves, although there is some kind of vehicle requirement.

Mr. Withers said that there were a couple of things included in the contract Mr.

Withers reviewed, that included the following kinds of requirements for the service: shuttle drivers are required to offer assistance with luggage, they are required to be proficient in their knowledge of the Milwaukee Metropolitan area, they are required to be fluent in English, wear collar shirts with company logo and display photo ID, they are prohibited from soliciting passenger in a way that would interfere with their choice of ground transportation. These were some ideas that if the board would like to consider recommendations for future shuttle regulations, could be included. One of the options that could also be included is the direct relationship between shuttle service and regulations.

Ald. Bohl asked Mr. Pfaff if the city has authority over the regulations for shuttle services.

Mr. Pfaff said that there are regulations for shuttles now. The shuttles that License Division does not license are those that are not open to the public, for example bars that offer shuttle service to their patrons, day care centers and school buses.

Mr. Withers asked the Chair if the intent of the TRB is to draft a proposal that would limit the service a company authorized may provide to the airport or intermodal station or is it the intent of the board to recommend that other companies be allowed to provide shuttle services.

Ald. Bohl asked Mr. Withers to research with the shuttle companies and verify what level of service is currently being used.

Officer Tyshynsky also at the table for this discussion, for clarification of the enforcement perspective of these services.

Ms. Nicols asked if there is a difference between a shuttle and a charter service.

Mr. Pfaff responded that a shuttle is a prearranged travel group which is the same as what Ms. Nicols refers to as charter services. Mr. Pfaff said that at a certain point (15 passengers); based on the carrying capacity of the vehicle, the vehicle becomes a commercial vehicle. Commercial vehicles are regulated and licensed by the state.

4. Discussion regarding new legislation

Drafts for Discussion

1. Ordinance establishing a public transportation review board.

Mr. Withers provided an overview of this legislation.

Ald. Bohl said that he will not apply any residency restriction in regards to the members of this body. Mr. Tsounis and Mr. O'Leary agreed with the Chair. However, Ms. Nicols was not in agreement.

Ms. Nicols suggested the inclusion of a representative from the central business community and parking services as part of this body.

Mr. Withers said that he would work to include Ms. Nicols suggestion on a draft that considers 10 or 11 members for this body.

Ald. Bohl suggested including in the draft that the public transportation review board may create subcommittees as it deems necessary.

Ald. Bohl said that he does not agree with the inclusion of representation of

consumers. Ald. Bohl said that all individuals could represent consumers.

Based on the draft provided by Mr. Withers, Mr. Tsounis made motion to recommend this initial draft with suggested changes, seconded by Mr. Omar.

Mr. Withers also brought to the table "An ordinance related to acceptance of charge card payment for taxicab fares and charges."

2. Ordinance related to payment of taxicab fares and charges.

Motion by Ms. Nicols to hold this Item until further research/discussion at the next meeting, seconded by Mr. O'Leary.

Next meeting date, time and agenda

April 15, 2011 at 9:00 A.M.

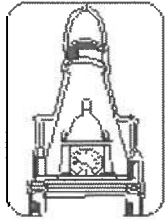
Items for next meeting agenda:

Communication from Downtown Hospitality Industry on a nightlife study and public transportation.

Meeting adjourned at 10:44 A.M.

Joanna Polanco

Staff Assistant



**City
of
Milwaukee**

*INTERDEPARTMENTAL CORRESPONDENCE
LEGISLATIVE REFERENCE BUREAU*

Memorandum

To: Ald. James A. Bohl, Jr., Chair
Taxicab Review Board

From: Richard L. Withers ext 8532

Date: January 5, 2011

Re: Taxicab Review Board (TRB) – Memo 12

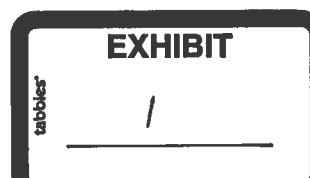
Several suggestions for potential legislation were discussed at the meetings of May 21, 2010, and September 10, 2010. The attached drafts of ordinance changes have been prepared at your instruction for use as discussion tools for the Task Force during consideration of Item 4 on the agenda for the meeting scheduled January 7, 2011.

The first draft addresses the creation of a new Public Transportation Review Board which would succeed the Taxicab Review Board. The Public Transportation Review Board would review the licensing and regulation of all public passenger vehicles and would also review the operation of other ground transportation systems and mass transit systems including buses, rail transport, street cars, trolley cars that are or may become available to transport residents of the city.

The second draft addresses the problem that taxicab passengers encounter when taxicab drivers require cash payment though the cab is equipped to accept charge cards.

The attached drafts include questions and options for Review Board discussion on Friday. Please contact me if you have any questions or further suggestions. I will be present and available to discuss the drafts further.

LRB09041-Memo 12
DLW
1/5/2011



DISCUSSION DRAFT – ORDINANCE ESTABLISHING A PUBLIC TRANSPORTATION REVIEW BOARD

Note: Underlined portions are identified for discussion.

..Title

An ordinance creating a public transportation review board.

..Analysis

This ordinance creates a public transportation review board that succeeds the taxicab review board established by resolution file # 080563, as amended by resolution file 081248.

The duties and powers of the public transportation review board are to review and report on the licensing and regulation of public passenger vehicle services provided within the city or to city residents, and to review and report on other modes of public ground transportation including transportation by buses, para-transit services, trolley and street cars, rail transport and other methods of public passenger transport that are or may become available within the city or to city residents and persons employed within the city. The public transportation review board is empowered to hold public hearings and take testimony and evidence, and shall report its recommendations from time to time to the common council.

The membership of the public transportation review board includes 7 members appointed by the president of the common council and 2 members appointed by the mayor. An alternate may be designated by each member. Members are appointed to serve 3-year terms and may serve thereafter until a replacement is designated by the president of the common council or the mayor.

..Body

Part 1. Section 320-16 of the code is created to read:

320-16. Public Transportation Review Board.

1. CREATED. a. There is created a public transportation review board consisting of 9 members. At least 7 members shall be residents of the city.

b. The president of the common council shall appoint 7 members including at least one member of the common council. The mayor shall appoint 2 members.

c. Members appointed by the president of the common council shall include at least 2 persons having experience working with taxicab services, one member representing Milwaukee county transit services, one member representing limousine or shuttle services, one member representing tourism interests, one member representing consumers and one member of the common council.

d. Members appointed by the mayor shall include at least one person with experience in city development.

e. The president of the common council shall designate a chair from among the members.

2. MEMBER TERMS. All members of the public transportation review board shall serve terms of 3 years beginning July 1, 2011. Each member shall designate in writing an alternate to act in the absence of the member.

3. DUTIES AND POWERS. Members shall meet at the call of the chair and shall review and report on the licensing and regulation of public passenger vehicle services provided within the city or to city residents, and to review and report on other modes of public ground transportation including transportation by buses, para-transit services, trolley and street cars, rail transport and on any other modes of public passenger transport that are or may become available within the city or to city residents and persons employed within the city. The public transportation review board is empowered to hold public hearings and to take testimony and evidence, and shall report its recommendations to the common council.

4. STAFF. The city clerk shall provide staff support to the public transportation review board.

Note: If an ordinance is passed creating a new public transportation review board, then a companion resolution would be presented to dissolve the taxicab review board.

Note: Underlined portions are identified for discussion.

..Title

An ordinance related to payment of taxicab fares and charges.

..Analysis

This ordinance requires that taxicabs, in the course of operation, display a sticker issued by the city clerk clearly indicating that payment may be made by valid charge card. The sticker requirement applies only to taxicabs equipped to accept charge card payments through the use of credit or debit cards. Cards accepted for payment must be identified by company logo or other symbol that is prominently displayed. Failure to obtain the required sticker or refusal by a taxicab displaying the sticker to accept payment through a valid charge card is punishable by a forfeiture of not less than \$25 nor more than \$500.

Taxicabs may charge a convenience fee of \$1 for any total charge not exceeding \$20 and \$1 for each \$20 thereafter.

The ordinance also provides that all taxicabs regulated by the city must offer payment by commonly accepted charge card beginning June 1, 2012.

..Body

Part 1. Section 100-60-2 and 3 of the code is renumbered 100-60-3 and 4.

Part 2. Section 100-60-2 of the code is created to read:

100-60. Additional Operating Regulations.

2. PAYMENT OF TAXICAB FARES AND CHARGES. a. Payment by Charge Card.

Payment of taxicab fares and charges by valid charge card shall not be declined or refused in the operation of any taxicab equipped to accept charge cards including commonly accepted credit and debit cards if the charge is not declined by the card issuer or its agent.

b. Sticker Required. All taxicabs equipped to accept payment by charge cards shall display a sticker issued by the city clerk indicating that payment may be made by valid charge card if the charge is not declined by the issuer of the charge card or the issuer's agent.

c. Convenience Fee. A convenience fee of not more than \$1 may be charged for payment made by charge card of taxicab fares and charges up to \$20. An additional \$1 convenience fee may be charged for payment of fares and charges exceeding the first \$20 and for each \$20 increment thereafter including any increment of the total of fares and charges less than \$20 and greater than the last increment for which a convenience fee is charged.

d. Taxicabs Equipped to Accept Charge Cards. All taxicabs subject to regulation by the city shall be equipped to accept one or more commonly accepted charge cards for payment of taxicab fares and charges on and after June 1, 2012.

Part 3. This ordinance shall take effect on July 1, 2011.