



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin 53202

Meeting Minutes TAXICAB REVIEW BOARD

ALD. JAMES BOHL, JR, CHAIR
Justice Khalsa, Elizabeth A. Nicols, Todd O'Leary, Carmela Peot
Michael Sanfelippo, Peter N. Tsounis

Staff Assistant, Terry MacDonald
Phone: (414)-286-2233; Fax: (414) 286-3456, E-mail: tmacdo@milwaukee.gov

Friday, May 22, 2009

9:00 AM

Room 301-B, City Hall

Meeting convened: 9:06 A.M.

1. Roll call

Present 7 - Bohl, Nicols, Sanfelippo, O'Leary, Peot, Khalsa and Tsounis

Also present: Richard Pfaff, License Division and Richard Withers, Legislative Reference Bureau

2. Approval of the minutes of the March 13, 2009 meeting

Mr. O'Leary moved approval of the minutes, Ms. Nicols seconded. There were no objections.

3. Discussion on taxicab service charges

Ald. Bohl directed the board members to Mr. Withers' memorandum (Exhibit 1) number six, dated May 14, 2009, regarding "Current and Suggested Taxicab Rates and Charges" that was submitted to all board members prior to this meeting.

Mr. Withers gave an overview on how the information in the memo dated May 14, 2009 came about.

Ald. Bohl directed the board members to Mr. Withers' memorandum (Exhibit 2) number five, dated May 18, 2009, regarding "Survey of Taxicab Waiting Charges" that was submitted to all board members prior to this meeting.

Mr. Withers gave an overview of his survey findings from the memo dated May 18, 2009. He said the City of Milwaukee's waiting time charge is \$0.25 and is the lowest compared to the other cities surveyed.

Ms. Peot said that the waiting time charge is accrued whenever the taxicab is at any stop, such as when the taxicab is waiting for the passenger at the pickup location and during backups at stop lights and construction sites. She asked if the waiting time begins accruing after 30 seconds?

Mr. Withers replied that Milwaukee's waiting time charge begins accruing at one minute. He said what he reported in his survey is based on ordinances and published rules and regulations, if any, in each of the cities that he surveyed. He said he also talk to some of the taxicab companies and they had different opinions on how the waiting time charges worked in different cities. He said the way he understood it, it was because the meters are manufactured differently.

Ms. Peot asked who manufactures the meters for Milwaukee's taxicabs?

Mr. Khalsa replied that meters need to be programmed and if there is a change in charges that could require the purchase of a newer meter. He said the meter programming is a technical issue.

Ms. Peot asked who dictates what type of meters are required in the taxicab vehicles and who regulates those meters to make sure those meters are programmed correctly?

Mr. Withers replied the Milwaukee Code of Ordinances directs that taxicab meters be inspected by City inspectors.

Ald. Bohl asked how often is a meter subject to an inspection?

Mr. Sanfelippo replied that meters are required to be inspected once a year or any time there is a vehicle change.

Mr. Redd Christenson, Manager, American Cab Co. replied that the meters are sealed in the vehicles.

Ald. Bohl asked Mr. Withers when was the last time the City had a permanent taxicab rate increase?

Mr. Withers replied that there were two temporary and one permanent taxicab rate increases in the last 5 years.

Ald. Bohl said he and Mr. Withers reviewed all of the current taxicab charges and rates and came up with the recommendations noted in memo number six. He directed the board members to review his suggestions.

Ald. Bohl asked what is the average distance a City resident would take by taxicab?

Ms. Peot said most of her clients take shorter trips about 4-4 1/2 miles. She said the general public would usually use taxicabs for short trip because it would be too costly for longer trips.

Mr. Khalsa said 90 percent of the taxicab passengers pay in cash the other 10 percent pay by voucher or credit cards. He said most of the airport passengers use limos because it is cheaper.

Ald. Bohl said when the City sets a flag rate it is considered the top rate that a taxicab can charge, the taxicab can charge any rate up to that top rate. He said taxicab rates should be reviewed annually.

Mr. Khalsa said there should be uniformity among taxicabs in the rates that are being charged.

Mr. Christenson said the City of Madison has three taxicab companies and each of the companies set their own rates.

Ald. Bohl asked if the City of Madison has to approve the taxicab rates?

Mr. Christianson replied in the affirmative.

Ms. Peot said a rate increase will affect the disabled people as far as what amount they would have to pay above and beyond what the county covers, which is \$14.60. She said she isn't in favor of a rate increase, because the disabled could not afford it.

Mr. Sanfelippo said that the price of the vehicles has gone up and if a taxicab business wants to maintain its level of service the rates can not stay the same.

Mr. Khalsa said his taxicab business isn't large enough to handle the Transit Plus program and most of his drivers would prefer cash passengers, because they don't want to wait 2-3 weeks for payments. He feels the taxicab rates need to be affordable and suggested that this board get input from the drivers on a rate increase.

Mr. Christenson said the cost of vehicles, gas and maintenance of the vehicles have gone up. He said most drivers would like to see an increase in the flag rate.

Ms. Peot asked what is the average number of trips a driver gets in a day?

Mr. Khalsa replied that his drivers get about 15 fares in a day.

Mr. Christianson replied his drivers get about 30 fares in a day.

Ald. Bohl asked if the City regulates limo and shuttle vehicles rates?

Mr. Pfaff replied that the City licenses shuttle and limo vehicles, but the City doesn't regulate their rates.

shuttle vehicles.

Mr. Pfaff said the Milwaukee Code of Ordinances allows for certain shuttle vehicles to be exempt from licensing. He said he has a working group looking into this exempt status.

Mr. Khalsa said those exempt vehicles have been seen transporting to events outside of what they are suppose to doing.

Ald. Bohl said that at a future board meeting it can take up a more in depth discussion on other types of transport vehicles other than taxicabs.

Mr. Tsounis said he is in favor of the proposed increases noted in LRB memo number six.

Ms. Nicols referred to LRB memo number five, dated May 4, 2009, and said even with an increase in the taxicab rates Milwaukee's taxicab rate would still be the lowest out of the nine communities surveyed.

Mr. Withers said the ordinance appears to suggest that the wait time charge will begin at one minute. He said he is willing to explore the waiting time further.

Ald. Bohl replied in the affirmative. He said the waiting time will be discussed at a future board meeting after Mr. Withers explores it further.

Mr. Sanfelippo asked if the waiting time charge be changed to make it an even nickel? Either put it at \$0.30 or \$0.35 per minute.

There were no objections to changing the waiting time charge to \$0.35 per minute.

Ms. Peot asked if personnel caregivers are being charged as an additional passenger?

Mr. Christenson replied in the negative.

Ald. Bohl said the wording for "Additional passenger over 12 years of age" will be amended to include "and personnel caregivers with identification." There were no objections.

Ald. Bohl asked members what they think about changing the \$0.10 to no charge for grocery bag or overnight suitcase?

Mr. Peot asked if language can be added that says a disabled person's equipment is exempted from a baggage charge.

Ald. Bohl replied in the affirmative.

Mr. Tsounis said he would like to see the airport charge increased to \$10. He said the parking rates near the airport are more than \$7 per day.

A motion was made by Mr. Tsounis and seconded by Mr. Sanfelippo to increase the airport rate to \$10. The motion passed by a 5-1 vote. (Mr. O'Leary voting no) (Ald. Bohl abstained)

Mr. Pfaff said consideration on the effective date is usually left out when rates are being changed. He said January 1st is a not a good time for the effective date for rate changes. He said the best time would be in the fall.

4. Discussion on comparison report provided by Legislative Reference Bureau on Milwaukee Taxicab Passenger Survey

Ald. Bohl directed the board members to Mr. Withers' memorandum (Exhibit 3) number four, dated May 14, 2009, regarding "Milwaukee Taxicab Passenger Survey, November 1978" that was submitted to all board members prior to this meeting.

Mr. Withers gave a summary of his findings.

Ald. Bohl said the cost for the survey that was done in 1978 was \$25,000. He said in order to conduct a survey the cost to cover the survey may have to come from some kind of grant funding.

Mr. Pfaff said a survey could be conducted through the City of Milwaukee's website or survey card could be sent to taxicab owners and drivers along with their renewal applications.

Mr. Christenson said survey cards could be handed out to passengers by the drivers. He also suggested a phone survey.

Ald. Bohl said Mr. Withers will explore funding opportunities for a survey and also search for more recent survey results from other communities.

Mr. Pfaff said there maybe a National Taxicab Association that may have already done a study or survey of this area

5. Next meeting date, time and agenda

Ald. Bohl said he would like to have a public hearing for input on the rate increases on Friday, June 26, 2009 in the afternoon. Speaker registration will take place right before the meeting and each speaker will be given a 2-3 minute time limit. Hearing notices will be sent to all taxicab permit owners and public passenger vehicle drivers. He asked members to provide Ms. MacDonald a list of names and addresses of people and organizations that they would like to be notified of the meeting. He said he will also put out a formal press release out on the meeting date.

Ald. Bohl said there will also be an item on the June 26th meeting that will allow for board members to discuss and make recommendations on taxicab rates and sur-charges.

Ald. Bohl said legislation can be introduced at the July 7, 2009 Council meeting and go before the Public Safety Committee at its regular schedule meeting of July 16, 2009.

Other meeting dates and items for discussion:

Friday, September 4, 2009 at 9:00 A.M.

Discussion on what the ordinance requirements are for waiting time

Discussion on regulations for Limo and Shuttles

Discussion on taxicab passenger survey issues

Friday, November 20, 2009 at 9:00 A.M.

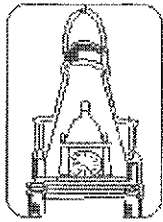
Discussion relating to Certified Tourism Ambassador training program classes

Discussion relating to credit card payments for taxicabs

Ald. Bohl said starting in 2010 this board will meet four (quarterly) times per year.

Meeting adjourned: 11:10 A.M.

Terry J. MacDonald
Staff Assistant



**City
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INTERDEPARTMENTAL CORRESPONDENCE
LEGISLATIVE REFERENCE BUREAU

Memorandum

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

From: Richard Withers, Legislative Fiscal Analyst ext. 8532

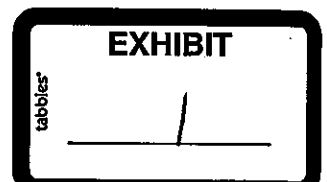
Date: May 14, 2009

Re: Taxicab Review Board – Memo 6
Current and Suggested Taxicab Rates and Charges
for Review Board Discussion

This memorandum identifies current maximum or allowable charges and rates for taxi service and, for purposes of discussion by the Taxicab Review Board, includes suggested adjustments.

Rate, Charge or Fee	Current	Proposed for Discussion
Flag drop	\$2.25 first 1/8 th mile	\$2.25 first 1/10 th mile
Rate per fraction of a mile	\$0.25 per 1/8 th	\$0.25 per 1/10 th
Additional passenger over 12 years of age <i>or Personnel</i>	\$0.75	\$1.00
grocery bag or overnight suitcase	\$0.10 each	No charge
Waiting time	\$0.25 per minute	\$0.34 per minute
Minimum fare from General Mitchell Airport	\$6.00	\$8.00

LRB09041-Memo 6
RLW
5/14/2009



MacDonald, Terry

From: Withers, Richard
Sent: Tuesday, May 19, 2009 10:20 AM
To: Bohl, James
Cc: Peterson, Todd; MacDonald, Terry
Subject: meter fare waiting time survey

Good morning, Ald. Bohl!

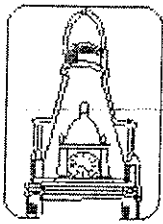
Attached please find an additional memo summarizing the survey I conducted of our comparison cities and how they define and compute waiting time charges. I've reported the 'official' description for each city under their respective ordinances and information provided by the taxi regulator or meter inspection unit. However, I was left with the impression that there is more variance in the way meter fare waiting time charges are calculated in practice within most of the jurisdictions..

Please let me know if you have any questions.

Richard

5/19/2009





**City
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INTERDEPARTMENTAL CORRESPONDENCE
LEGISLATIVE REFERENCE BUREAU

Memorandum

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

From: Richard Withers, Legislative Fiscal Analyst *RW* ext. 8532

Date: May 18, 2009

Re: Taxicab Review Board – Memo 5
Survey of Taxicab Waiting Charges

Interest was expressed at the meeting of the Taxicab Review Board on March 13, 2009, about the manner in which waiting time is computed and charged. The current ordinance addressing taxicab waiting charges reads in part:

3. METER FARE TAXICAB.

a-3. Effective January 1, 2009, the maximum charge for each minute of waiting time shall be \$0.25. In this subdivision "waiting time" includes the time when the meter fare taxicab is not in motion beginning 5 minutes after the specified time designated by the passenger as the time of arrival at the place to which the meter fare taxicab has been called or the time consumed while standing at the direction of the passenger, but no charge shall be made for the time lost for inefficiency of the taxicab or its operator or time consumed by a premature response to a call.

Richard "Red" Christiansen of American United reports that the meters in Milwaukee taxicabs begin computing waiting time when the wheels stop turning. Any wait for less than 1 minute results in no waiting charge. Waiting time is not cumulative which means that numerous stops for less than 1 minute each, but totaling more than a minute, will not result in a charge.

The cities previously surveyed about taxicab regulation, rates and charges were contacted about rates and charges for waiting time. The following is a summary of taxicab waiting time charges in 9 comparable cities and urban areas.

Baltimore: Taxicab charges and rates for the City of Baltimore are set by the Maryland Public Service Commission. Meter fare waiting time is charged at \$0.20 for each 30

seconds. Waiting time is defined to begin when the wheels have stopped turning after the taxicab is under the direction of the customer. No charge accrues until 30 seconds have elapsed without movement of the taxicab. Shorter stops are not cumulative.

Cincinnati: In 2007, the City of Cincinnati raised its taxicab waiting charge to \$0.20 for each 30 seconds or \$24.00 per hour. The Cincinnati Public Vehicle Unit reports that waiting time begins to accrue when the wheels have stopped turning. However, they report that some of the meters in use will continue to accumulate waiting time until the taxicab has resumed more than 3 or 4 miles per hour. Waiting time is cumulative, but a charge is not incurred until a total of 30 seconds has elapsed, and for each 30 seconds thereafter.

Columbus: The City of Columbus provides for a waiting charge of \$0.45 per minute or \$27.00 per hour. The meter may be started upon timely arrival for pickup. The waiting charge is added for each minute of accumulated time that the wheels are not turning.

Indianapolis: The Consolidated City of Indianapolis and County of Marion Municipal Code provides that no waiting charge accrues for the first 3 minutes following arrival of the taxicab and announcement to the passenger so long as the taxicab does not arrive prematurely. The actual waiting charge and manner for computing the charge are set in a schedule filed not more than quarterly by holders of public passenger vehicle licenses and are not established by ordinance. Changes in fare schedules require 10-day notice.

Minneapolis: The City of Minneapolis provides a waiting charge of \$0.40 per minute or fraction of a minute of waiting except for time spent waiting due to premature arrival for pickup. Waiting time is defined as the time the wheels are not turning.

Philadelphia: The City of Philadelphia Parking Authority administratively authorizes maximum taxicab rates which vary for waiting time depending on a variety of factors. Rates are initially proposed by taxicab permit or medallion holders. The rules of the Philadelphia Parking Authority define "waiting time" for those scheduled rates that include rates for waiting time to be the time waiting after the passenger enters the vehicle or places an item in the vehicle and ending when the passenger leaves the vehicle or withdraws the last personal item from the vehicle, whichever occurs last.

Portland: The City of Portland defines "waiting time" as the time a taxicab is under the direction of the passenger and is not moving. The maximum charge for waiting time is \$30.00 per hour or a "proportionate fraction" of an hour.

Seattle: The City of Seattle defines "waiting time" to be any time that a taxicab is traveling at less than 12 miles per hour or when the taxicab is asked to wait for a customer. The maximum waiting time charge is \$0.50 per minute computed at \$0.25 for each elapsed 30 seconds.

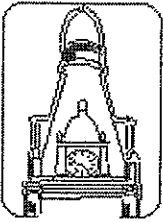
St. Louis: The City of St. Louis Taxicab Commission has increased the maximum charge for waiting time from \$22.00 per hour to \$24.00 per hour. The charge is proportionate for that portion of an hour that the taxicab is moving at less than 15 miles per hour beginning with the first second.

Summary

The cities surveyed vary widely in the regulation of meter fare waiting time charges and the manner in which waiting time is defined or computed. In several cities there is no consistency from one cab permittee to the next.

Based upon Milwaukee's per minute waiting time charge of \$0.25, and the manner in which the charge accumulates, Milwaukee's waiting time charges are lower than the other cities surveyed.

LRB09041-Memo 5
RLW
5/13/2009



**City
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*INTERDEPARTMENTAL CORRESPONDENCE
LEGISLATIVE REFERENCE BUREAU*

Memorandum

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

From: Richard Withers, Legislative Fiscal Analyst *RW* ext. 8532

Date: March 26, 2009

Re: Taxicab Review Board – Memo 4
Milwaukee Taxicab Passenger Survey, November 1978

At the meeting of the Taxicab Review Board on Friday, March 13, 2009, reference was made to the 1978 survey of taxicab passengers in the City of Milwaukee. Interest was expressed in how the survey was conducted and supported. This memorandum summarizes the activities related to developing and implementing the survey, and provides a summary of the survey findings. Attached is a copy of the survey questionnaire.

Common Council Resolution File # 77-2248 was adopted in April of 1977, establishing a Special Committee to Study the Regulation and Operation of Taxicab Transportation (Special Committee). A companion file, # 77-2248-a, accepted U. S. Department of Transportation funding of \$20,000 made available through a grant from the Southeastern Wisconsin Regional Planning Commission, and designated the Department of City Development (DCD) as the lead agency to support the study. As a result, a 3-year study was conducted for the years 1978 through 1980.

The study addressed 6 broad categories of concerns including: fare structure, market entry and transfer controls, cab operation, administrative procedures, coordination among city agencies and other jurisdictions, and traffic regulation. The 1978 Taxicab Passenger Survey was developed early in the study process to assist the Special Committee in establishing baseline information and identifying problems or challenges. It is not possible to separate out the resources made available for the study from other costs that included staff time and consulting fees. The major direct cost involved the printing of surveys on card stock (for ease of passenger use). DCD prepared 462 survey packets containing from 40 to 60 surveys each and distributed packets to all cab permit holders over several days prior to Wednesday, November 8, 1978, the day on which the surveys were offered to passengers for completion. The day of the week and time of year were calculated to so as to reflect average ridership. To assure that the

EXHIBIT

abbies

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survey results reflected a base rate of usage, the date was also selected when no conventions were scheduled. The survey was constructed to assure completion well within the duration time of the large majority of rides.

A total of 1,472 usable survey questionnaires were received, representing 25% of the taxi trips taken on the chosen date. Though not a random sample, the volume of usable surveys was deemed sufficient to suggest a series of findings including:

- 81% of respondent passengers were pleased with the quality of service.
- 50.6% of trips were work-related or trips home.
- 65% of respondents had used a cab 4 or more times in the preceding 30 days.
- 55% of passengers were in the 22 to 44 age group.
- 70.4% of passengers did not have any bags.
- 62.0% of passengers traveled alone.
- The volume of rides climbed steadily from 5:00 a.m. to 11:00 a.m, dropped through the lunch hour and then peaked between 4:00 p.m. and 6:00 p.m.
- Passengers paid for 78.5% of rides, employers paid for 13.2% of rides, and 8.3% of rides were paid by others.

- 23.6% of passengers experienced no waiting time.
- 32.7% of passengers waited 1 to 5 minutes from the time of the service call.
- 24.3% of passengers waited 6 to 10 minutes from the time of the service call.
- 17.5% of passengers waited 11 to 30 minutes from the time of the service call.
- 1.8% of passengers reported waiting more than 30 minutes.

- 44.4% of passengers were black though blacks made up only little more than 15% of the City's population at that time.
- 58% of passengers were female.

Please feel free to contact me if you have any questions or would like further information.

FIGURE 3
TAXICAB PASSENGER SURVEY

(For Office Use Only.)

The City of Milwaukee and the cab companies of Milwaukee are working to provide you with better taxi service. You can help us by answering the questions below. Thank you and enjoy your trip.

1. Where did this taxi trip begin?

 (Address, Street Intersection or Bldg. Name)
2. Where are you going in this cab?

 (Address, Street Intersection or Bldg. Name)
3. What is the primary purpose of this taxi trip? (Check One.)
 (1) _____ Work or Work Connected Business (6) _____ Social, Eat Meal or Recreation
 (2) _____ Shopping (7) _____ To Hotel or Motel
 (3) _____ School (8) _____ To Airport, AMTRAK or Bus
 (4) _____ Medical (9) _____ To Home
 (5) _____ Personal or Family Business (10) _____ Other.
4. Besides yourself, how many people are travelling with you? _____ Persons.
5. How many packages or suitcases do you have with you? _____ Packages/Suitcases.
6. What time did this cab pick you up? _____ A.M. (or) _____ P.M.
7. How long did you wait for this cab? _____ Minutes (or) _____ Hours.
8. Who is paying for this trip? (1) _____ Yourself, (2) _____ Employer, (3) _____ Other.
9. During the last 30 days how many times have you used a Milwaukee taxi?
 _____ Times.
10. Would you have made this trip if it cost \$1.00 more? (1) _____ Yes, (2) _____ No.
11. A shared ride taxi service could offer lower fares but the taxi would stop to pick up and drop off persons who you do not know during your trip and may take several minutes longer.
 (a) Would you use it if the fare were cut by one-fourth? (1) _____ Yes (2) _____ No.
 (b) Would you prefer to pay the full fare and have the ride to yourself?
 (1) _____ Yes (2) _____ No.
12. What is the Zip Code of your home? _____
13. (a) Could you have used an automobile to make this trip? (1) _____ Yes (2) _____ No.
 (b) Do you have a driver's license? (1) _____ Yes (2) _____ No.
14. (a) What is your sex? (1) _____ Male. (2) _____ Female.
 (b) What is your age? (1) _____ Under 16. (2) _____ 16-21. (3) _____ 22-44.
 (4) _____ 45-60. (5) _____ Over 60.
 (c) What is your race? (1) _____ Black. (2) _____ White. (3) _____ Other.
15. (a) Besides yourself, how many people live in your home? _____ People.
 (b) What is your household income? (1) _____ Under \$5,000/yr. (2) _____ \$5,000-\$10,000
 (3) _____ \$10,001-\$15,000/yr. (4) _____ \$15,001-\$25,000 (5) _____ Over \$25,000
16. How would you rate Milwaukee taxicab service? (Check One.)
 (1) _____ Excellent. (2) _____ Good. (3) _____ Fair. (4) _____ Poor.
17. Any Comments or Suggestions are welcome.

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PLEASE RETURN THIS SURVEY TO THE DRIVER BEFORE LEAVING THE CAB.