

Polanco, Joanna

From: Witkowski, Terry
Sent: Wednesday, May 29, 2013 2:11 PM
To: Polanco, Joanna
Subject: FW: File # 121729- A substitute ordinance relating to maximum allowable rates for meter fare
Attachments: MeterRateTable.pdf

For the file

From: Red Christensen [<mailto:red.dwato@gmail.com>]
Sent: Wednesday, May 29, 2013 11:49 AM
To: Hamilton, Ashanti; Davis Sr., Joe; Bohl, James; Dudzik, Joseph; Hines Jr., Willie; Perez, Jose; Coggs, Milele; Murphy, Michael (Alderman); Kovac, Nik; Donovan, Robert; Bauman, Robert; Puente, Robert; Witkowski, Terry; Wade, Willie
Subject: File # 121729- A substitute ordinance relating to maximum allowable rates for meter fare

Dear Alderman:

Milwaukee's taxi drivers and owners are aware of file number 121729 that will adjust the way in which taxi fares will be collected in Milwaukee going forward. We are **opposed** to this change because of the **negative effect it will have on driver's wages**.

Your file proposes a fare increase in the initial (flag drop) rate of 50 cents (from \$2.25 to \$2.75) in exchange for a decrease in the per mile rate of 4 cents, from 25 cents/mile to 21 cents per mile. We understand that your goal with such a change is to make it more attractive for cabs to take shorter trips and help promote more cabs in areas outside of downtown. We share your desire to accomplish these two goals in order to better service our customers. Unfortunately, this proposal will not help you accomplish these goals and will cost the average driver approximately \$170/week. That is a significant wage decrease for many who are already struggling to make ends meet.

Our dispatch tracking software allows us to input the numbers in your new fare proposal into a spreadsheet that tracks actual trips by drivers over a set period of time. When we input the numbers in your new proposal with actual trips by taxicabs in Milwaukee, it shows that fares collected decrease by approximately \$34/day and an average of \$170/week for our drivers. We're happy to share our findings with you and the committee on Thursday.

If the Common Council is serious about promoting short trips and increasing service to neighborhoods we would be happy to work with you and the newly formed sub-committee to develop ideas that will actually address those issues. We're anxious to put our software to work and experiment with models that will be revenue neutral to drivers. In addition, we have strongly advocated for new owner/operator permits that geographically limit where cabs can operate so that new cabs may **ONLY** serve underserved neighborhoods and do not add to the glut of taxicabs serving downtown. Neighborhood dedicated cabs are the single best way to accomplish your goal of promoting more short trips and increasing cab service to underserved areas of the city.

Unfortunately we must **OPPOSE file #121729 because of the wage cut to drivers** but are more than willing to work with you and your colleagues to find real solutions to the issues you present. We believe that this matter

is best addressed by the Common Council's newly formed sub-committee that will study ways to improve taxicab service in the City of Milwaukee. Please see attached PDF of the table indicating the impact of the proposed meter fare change would have on the average Milwaukee Taxicab driver. If you any questions or concerns please feel free to contact me.

Richard "Red" Christensen

Director, Milwaukee Chapter of Wisconsin Association of Taxicab Operators (WATO)

May 31, 2013

File # 121729- A substitute ordinance relating to maximum allowable rates for meter fare.

Red Christensen, Wisconsin Association of Taxicab Owners-Milwaukee Chapter

The following table indicates the impact the proposed meter fare change would have on the average taxicab driver in Milwaukee. Enactment of this proposal will result in a wage cut for taxicab drivers in Milwaukee and could result in a decrease in the number of people willing to drive a taxicab.

Based on computerized dispatch data, the average taxicab driver working a twelve hour shift can service approximately 19 fares. Nearly 67% of those fares are 6 miles or less and nearly 99% are 12 miles or less. Based on these statistics, the average taxicab driver will lose \$34.00 per day or \$170.00 per week with the lowered meter rate.

It is important to remember that even if the overall number of taxicab rides were to increase on a city-wide basis because of the lower fare (and there is no evidence to prove that would happen), a taxi driver can only service approximately 19 fares per 12 hour shift, and would have no way of making up for the revenue lost as a result of the lower meter rate.

MILES	CURRENT RATE	PROPOSED RATE	DIFF\$	DIFF%	DRIVER IMPACT		Percent of	
					AVG 18.7 Rides/DAY		Daily Rides	
1	\$ 4.75	\$ 4.85	\$ 0.10	2.1%	1	\$ 0.10		
2	\$ 7.25	\$ 6.95	\$ (0.30)	-4.1%	1.5	\$ (0.45)		
3	\$ 9.75	\$ 9.05	\$ (0.70)	-7.2%	3	\$ (2.10)	30.6%	
4	\$ 12.25	\$ 11.15	\$ (1.10)	-9.0%	2.5	\$ (2.75)		
5	\$ 14.75	\$ 13.25	\$ (1.50)	-10.2%	2	\$ (3.00)		
6	\$ 17.25	\$ 15.35	\$ (1.90)	-11.0%	2	\$ (3.80)	36.1%	66.7%
7	\$ 19.75	\$ 17.45	\$ (2.30)	-11.6%	2	\$ (4.60)		
8	\$ 22.25	\$ 19.55	\$ (2.70)	-12.1%	1.5	\$ (4.05)		
9	\$ 24.75	\$ 21.65	\$ (3.10)	-12.5%	1	\$ (3.10)	25.0%	91.7%
10	\$ 27.25	\$ 23.75	\$ (3.50)	-12.8%	0.7	\$ (2.45)		
11	\$ 29.75	\$ 25.85	\$ (3.90)	-13.1%	0.3	\$ (1.17)		
12	\$ 32.25	\$ 27.95	\$ (4.30)	-13.3%	0.3	\$ (1.29)	7.2%	98.9%
13	\$ 34.75	\$ 30.05	\$ (4.70)	-13.5%	0.15	\$ (0.71)		
14	\$ 37.25	\$ 32.15	\$ (5.10)	-13.7%	0.1	\$ (0.51)		
15	\$ 39.75	\$ 34.25	\$ (5.50)	-13.8%	0.1	\$ (0.55)		
16	\$ 42.25	\$ 36.35	\$ (5.90)	-14.0%	0.1	\$ (0.59)		
17	\$ 44.75	\$ 38.45	\$ (6.30)	-14.1%	0.1	\$ (0.63)		
18	\$ 47.25	\$ 40.55	\$ (6.70)	-14.2%	0.1	\$ (0.67)		
19	\$ 49.75	\$ 42.65	\$ (7.10)	-14.3%	0.1	\$ (0.71)		
20	\$ 52.25	\$ 44.75	\$ (7.50)	-14.4%	0.1	\$ (0.75)		
21	\$ 54.75	\$ 46.85	\$ (7.90)	-14.4%	0.01	\$ (0.08)		
22	\$ 57.25	\$ 48.95	\$ (8.30)	-14.5%	0.01	\$ (0.08)		
23	\$ 59.75	\$ 51.05	\$ (8.70)	-14.6%	0.01	\$ (0.09)		
24	\$ 62.25	\$ 53.15	\$ (9.10)	-14.6%	0.01	\$ (0.09)		
25	\$ 64.75	\$ 55.25	\$ (9.50)	-14.7%	0.01	\$ (0.10)		
					18.7	\$ (34.21)		