

CHAPTER 100
PUBLIC PASSENGER VEHICLE REGULATIONS

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SUBCHAPTER 1
GENERAL PROVISIONS

100-1. Authority; Title. This chapter is adopted under ss. 62.11(5) and 349.24, Wis. Stats., and shall be cited as "The City of Milwaukee Public Passenger Vehicle Regulations".

100-2. Purpose. The purpose of this chapter is to:

1. Provide for safe, convenient and efficient transportation for the general public.
2. Enhance the image of the city and to more effectively serve visitors.
3. Enhance the role of the private sector in public transportation.
4. Protect consumers from hazardous conditions or overcharging for service.
5. Encourage innovation in the provision of public passenger vehicle services.
6. Eliminate conflict and confusion among users between different types of services.

100-3. Definitions. In this chapter:

1. **COLOR** means any hue named in the Inter-Society Color Council as it has been developed at the National Bureau of Standards (ISCC-NBS circular 553).
2. **CONTRACT SERVICE** means acceptance of a passenger for transportation for a fixed fare by agreement prior to entry of the passenger into the public passenger vehicle.
3. **CRUISING** means driving along public ways soliciting passengers for hire, and includes stopping wherever parking is permitted and at any cabstand or private property where permitted by the owner.
4. **DOUBLE LOADING** means accepting additional fares after being hired by one fare paying passenger.
5. **DRIVER'S LICENSE** means a license issued under this chapter by the common council to drivers of public passenger vehicles.
6. **EXCLUSIVE** means the persons hiring a vehicle have its exclusive use, with no ride sharing.

100-52 Public Passenger Vehicle Regulations

a. The exterior of a permitted vehicle may not display any signs, markings or stickers not otherwise required by law, except as specifically authorized in an approved plan of operation under s. 100-50-4-b.

b. The color or paint design of a permitted vehicle shall not be unduly distracting or untypical for the make, model or year of the vehicle

100-52. Rates Established.

1. RATE INCREASES. a. Application for an increase in the fares may be made to the licensing committee by any fleet permittee, or by at least 10% of the individual classification of permittees. The committee upon request for a rate increase may recommend to the common council that any of the regulations controlling fares be revised.

b. On or before July of each even-numbered year, the legislative reference bureau shall provide to the common council information derived from the international taxicab and livery association or other sources with respect to taxicab meter rates and operating costs.

2. METER FARE TAXICAB. a. Except a taxicab meeting the definition of network vehicle, no person owning, operating or controlling any motor vehicle licensed as a meter fare shall charge an amount exceeding the following rates:

a-1. The first 1/10 mile or fraction of a mile, for one or more persons, \$2.25.

a-2. For each succeeding 1/10 mile or fraction of a mile, for one or more persons, \$0.25.

a-3. For each minute of waiting time, \$0.35. 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 meter fare taxicab or its operator or time consumed by premature response to a call.

a-4. For each additional passenger over the age of 12 years, \$1, except that there shall be no additional charge for an identified personal care attendant who accompanies a passenger with disability

a-5. For more than 2 suitcases (21" overnighter or larger) or larger packages handled by the taxicab driver, and for other grocery, laundry, and similar bags and items that exceed the storage capacity of the taxicab trunk, a single surcharge of \$1.

b. Rates are to be determined by the taximeter after the customer is seated in the cab or has placed one or more articles within the cab. The owner, operator, driver or person in control of the meter fare taxicab shall use the shortest practical route.

c. All fares computed from General Mitchell International Airport shall include any fees imposed by Milwaukee county for use of airport facilities and grounds. The minimum fare from the airport terminal to any part of this city shall be \$10.

3. OTHER PUBLIC PASSENGER VEHICLE RATES. Maximum rates for other vehicles including those permitted for human services, as horse and surrey, limousine, pedicab, motorcycle used for tours, or shuttle vehicle may be established by adoption of such rates by the common council.

100-53. Financial Responsibility.

1. REQUIRED. a. No person may operate, or shall be issued a permit to operate a public passenger vehicle unless the person has given to the city, and there is in full force and effect at all times while the person is driving or operating a public passenger vehicle, on file with the city clerk, one of the following:

a-1. Surety Bond. A bond of the owner of a vehicle with a responsible surety company or association authorized to do business under the laws of the state of Wisconsin in the sum of \$100,000 conditioned that the owner of the vehicle for which a license has been applied will pay any final judgment rendered against the owner of the vehicle within the limits provided, irrespective of the financial responsibility or any act or omission of the vehicle owner for loss or damages that may result to any person or property from the negligent operation or defective condition or construction of the vehicle or which may arise or result from any violations of this chapter or the laws of the state of Wisconsin. The recovery upon the bond shall be limited to \$50,000 for the injury or death of one person, and to the extent of \$100,000 for the death or injury of 2 or more persons injured or killed in the same accident and to the extent of \$10,000 for the injury or destruction of property. Such bond shall be given to the city and shall inure to the benefit of any persons suffering loss or damage either to person or property as provided, and suit may be brought in any court of competent