

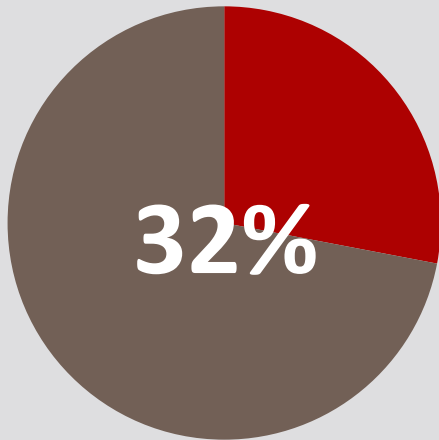
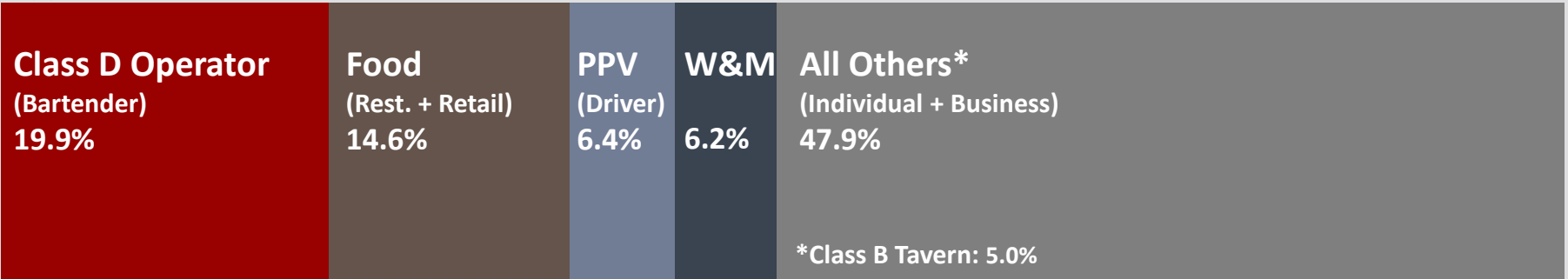
RED TAPE RESCUE



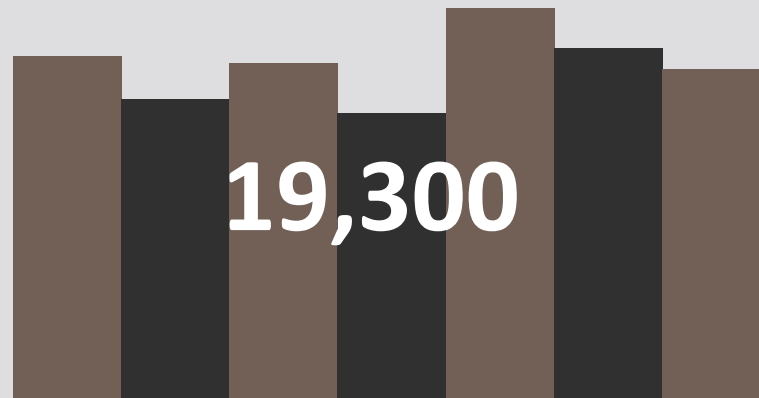
2016
Annual Report

INTRODUCTION: LICENSE DIVISION

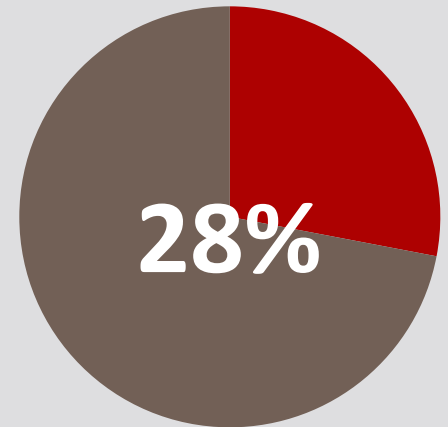
Applications Received, 2016



Percent of all applications filed "new" in 2016

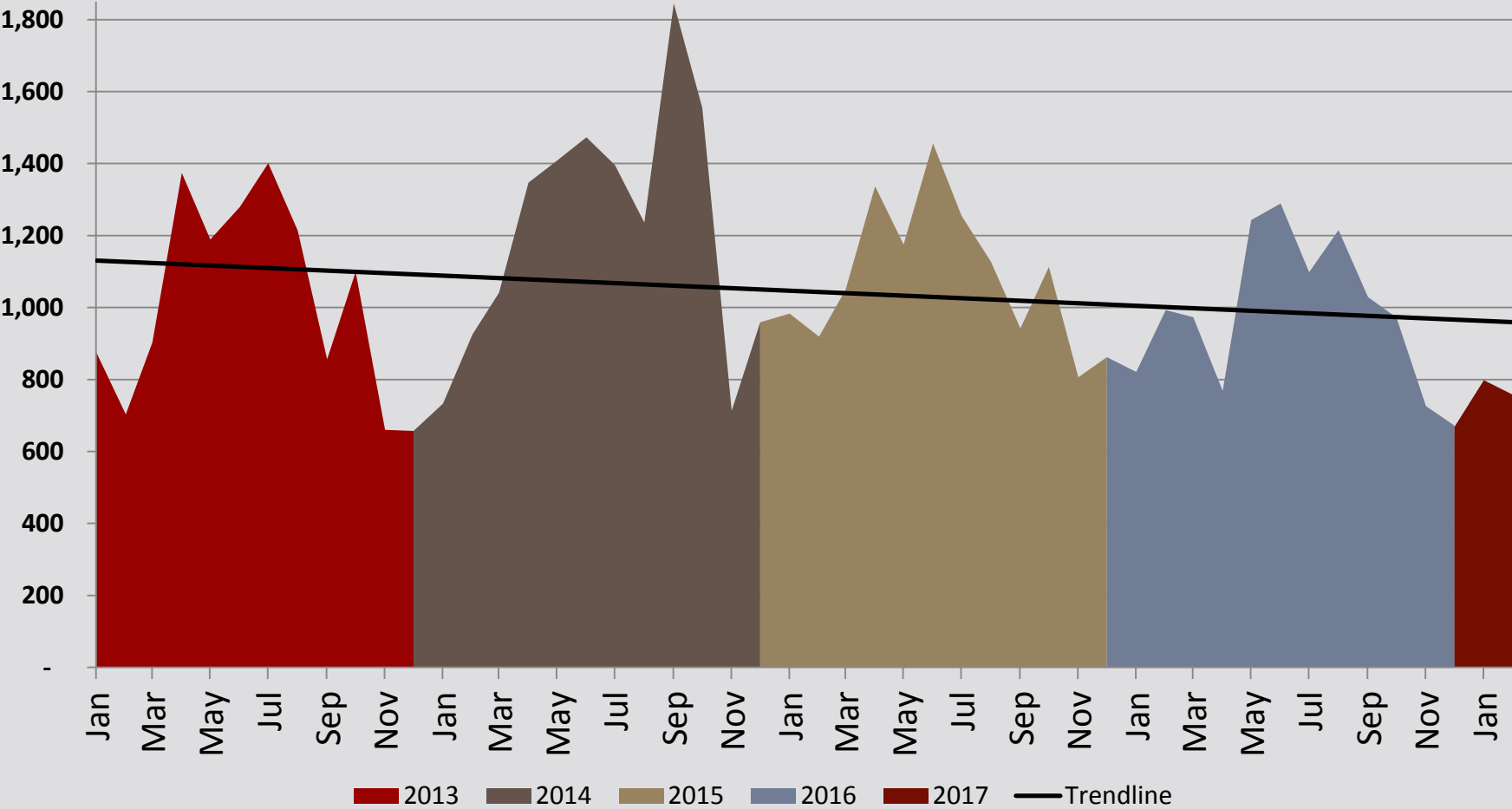


Average number of applications received per year

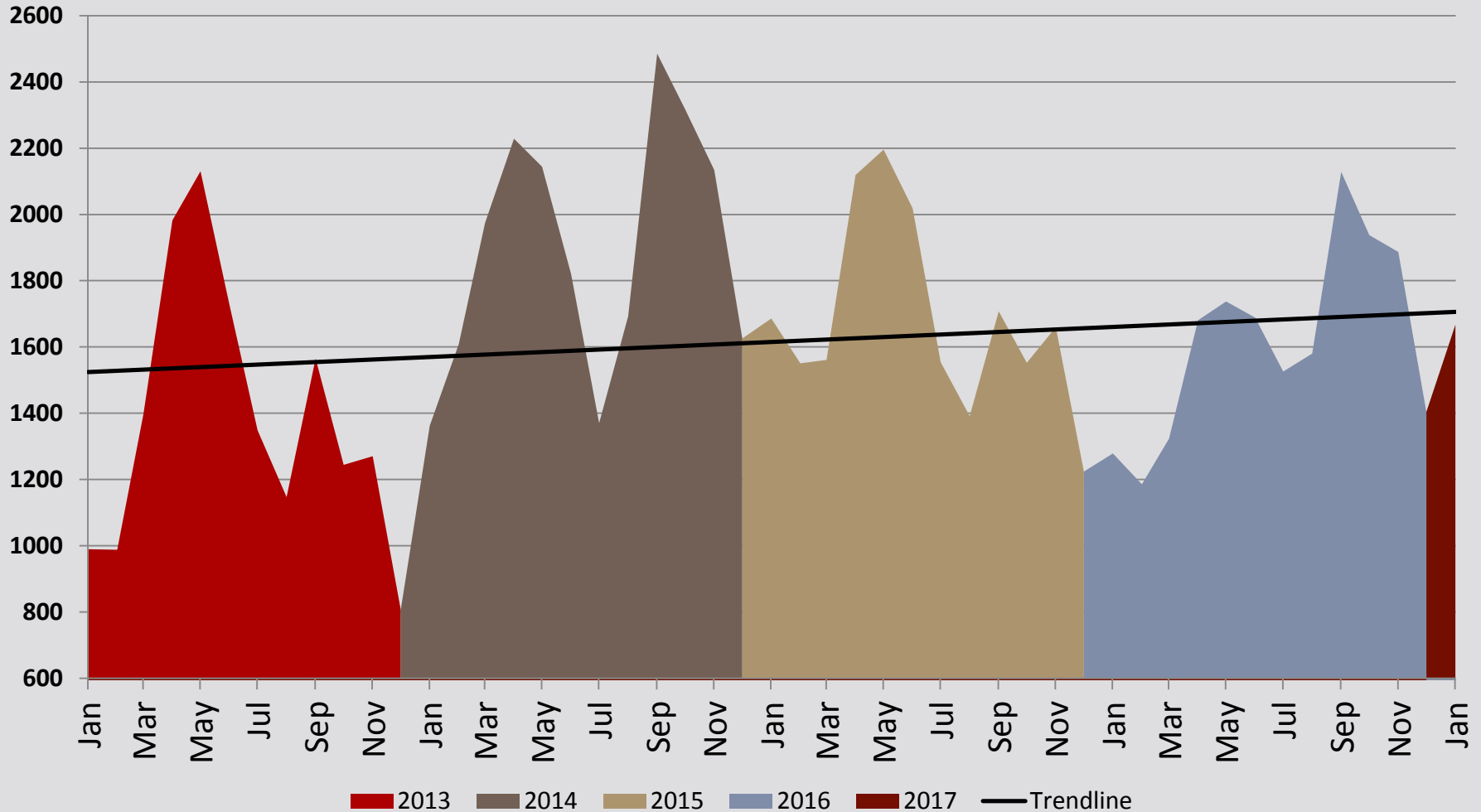


Percent of all applications filed in May & October

IN-PERSON CUSTOMER ASSISTANCE



APPLICATIONS RECEIVED





CLERK NOTES VIDEO SERIES

Most-Viewed Videos

LMS 101
1180 Views
25.7%

Bartender's
1034 Views
22.6%

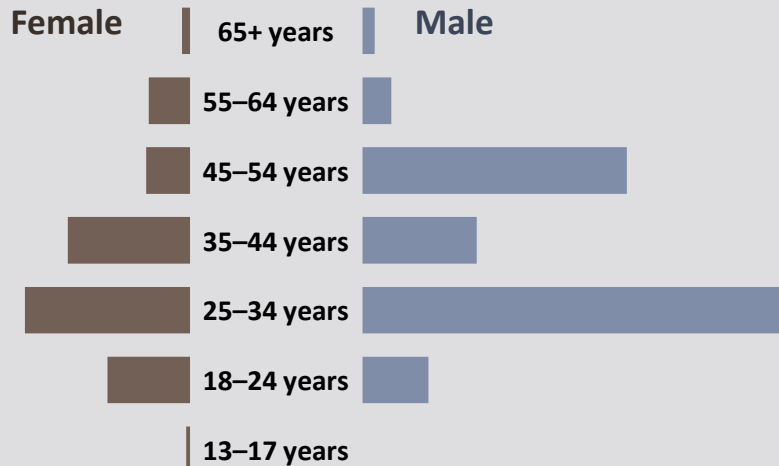
Municipal ID*
974 Views
21.3%

Temp Food
363
7.9%

**All Others
(15 Videos)**
1032 Views
22.5%

*Spanish: 724 (15.8%)

Demographics



Devices



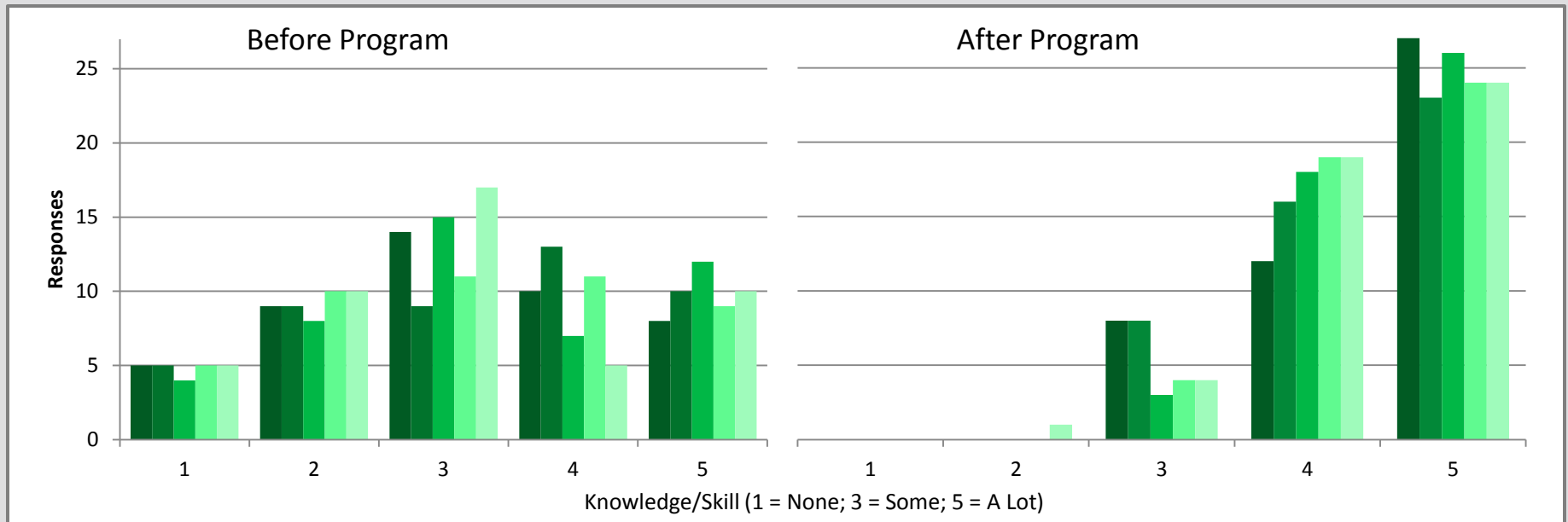
Traffic Sources





PIVOT PROGRAM WORKSHOPS

Knowledge Self-Assessment

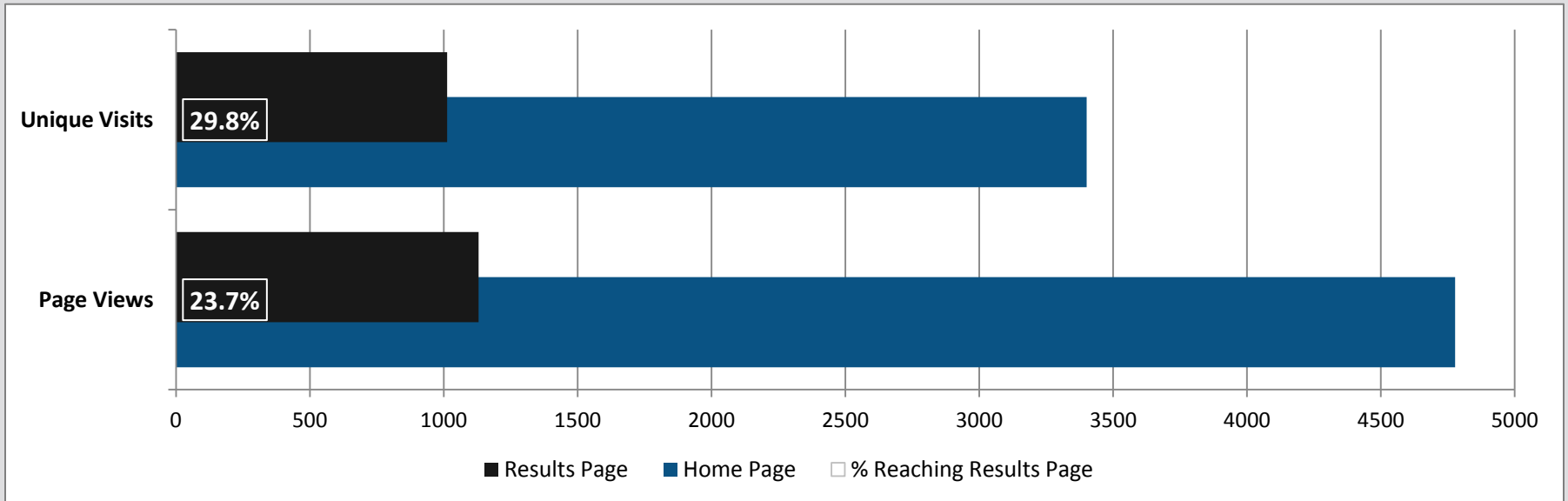


- 7 Pivot Programs held in 2016
 - Total Attendance: 100
 - Percent “very much” satisfied: 87.8%
- 4 Pivot Programs in 2017



START SMART ONLINE TOOL

Start Smart Users



- English Version Launched September 2016
- Spanish Version Launched December 2016
- Continuing to expand

ADDITIONAL INITIATIVES

■ Facebook

The screenshot shows the Facebook page for the Milwaukee License Division. The page header includes the name "Milwaukee License Division" and navigation options like "Lic", "Home", and "Find Friends". The main content area features the City of Milwaukee logo, the page name "Milwaukee License Division" with the handle "@MKELicenseDivision", and a list of navigation links: Home, About, Photos, Events, Reviews, Likes, Videos, and Posts. A "Create Ad" button is also visible. The "Upcoming Events" section lists two events: "Pivot Program #10 - Direct Supply" on July 11 and "Pivot Program #11 - Ignace Indian Health Ce..." on October 10. The "Reviews" section shows a 4.0 star rating from 1 review. The right sidebar contains sections for "People Also Like" (Coalition for Historic Preservation, Metropolitan Milwaukee Fair Housing Council, Milwaukee Public Schools Foundation, Inc., Government Organizations in Milwaukee, Wisconsin), "Pages liked by this Page" (Milwaukee Downtown, Milwaukee Legislative Referenc...), and "Alderman Ashanti Hamilton".

Milwaukee License Division

Like Follow Share

Upcoming Events

JUL 11 Pivot Program #10 - Direct Supply
Tue 2 PM · 7227 W Green Tree Rd, Milwaukee, WI 53223...
Workshop [Boost Event](#)

OCT 10 Pivot Program #11 - Ignace Indian Health Ce...
Tue 9 AM · 930 Historic W Mitchell St, Milwaukee, WI 5320...
Workshop [Boost Event](#)

See All

Reviews

4.0 ★★★★★ 1 Review

Tell people what you think

People Also Like

- Coalition for Historic Preservation Cause
- Metropolitan Milwaukee Fair Ho... Non-Profit Organization
- Milwaukee Public Schools Foun... Non-Profit Organization
- Government Organizations in Milwaukee, Wisconsin

Pages liked by this Page

- Milwaukee Downtown
- Milwaukee Legislative Referenc...
- Alderman Ashanti Hamilton

English (US) · Español · Português (Brasil) · Français (France) · Deutsch


ADDITIONAL INITIATIVES

- Facebook
- Public Education & Outreach



ADDITIONAL INITIATIVES

- Facebook
- Public Education & Outreach
- Accessibility



License Information Sheet

Public Passenger Vehicles

Form PPV-1

\$400 Taxicab Fee
\$284 All Other Vehicles

2 Year License Term

Ch. 100 Code Reference
Milwaukee.gov/ordinances

Who Needs a License?

- Yes** (Green checkmark icon)
 - Anyone transporting passengers for hire on the streets of Milwaukee
 - Includes taxicabs, limos, horse and surrey livery, pedicabs, and shuttles
- No** (Red X icon)
 - Network transportation companies (e.g. Uber and Lyft drivers)
 - State-licensed human service vehicles & state-licensed daycare vehicles
 - Commercial motor vehicles as defined under s. 340.01(8), Wis. Stats.
 - Shuttles authorized by the County to provide in-county airport service

Getting Started

- Complete Form OWN-1**
Business Ownership Form
- Complete Form PPV-2**
Public Passenger Vehicle License
- Complete Form INS-1**
Proof of Insurance
- Submit Copy of Vehicle Registration**
Must be in the name of the legal entity
- Submit Copy of Vehicle Lease**
Only if Applicable (see Form INF-1)
- Submit Payment**
Cash (in-person), check (payable to "City of Milwaukee") or credit (online invoice)

Resources

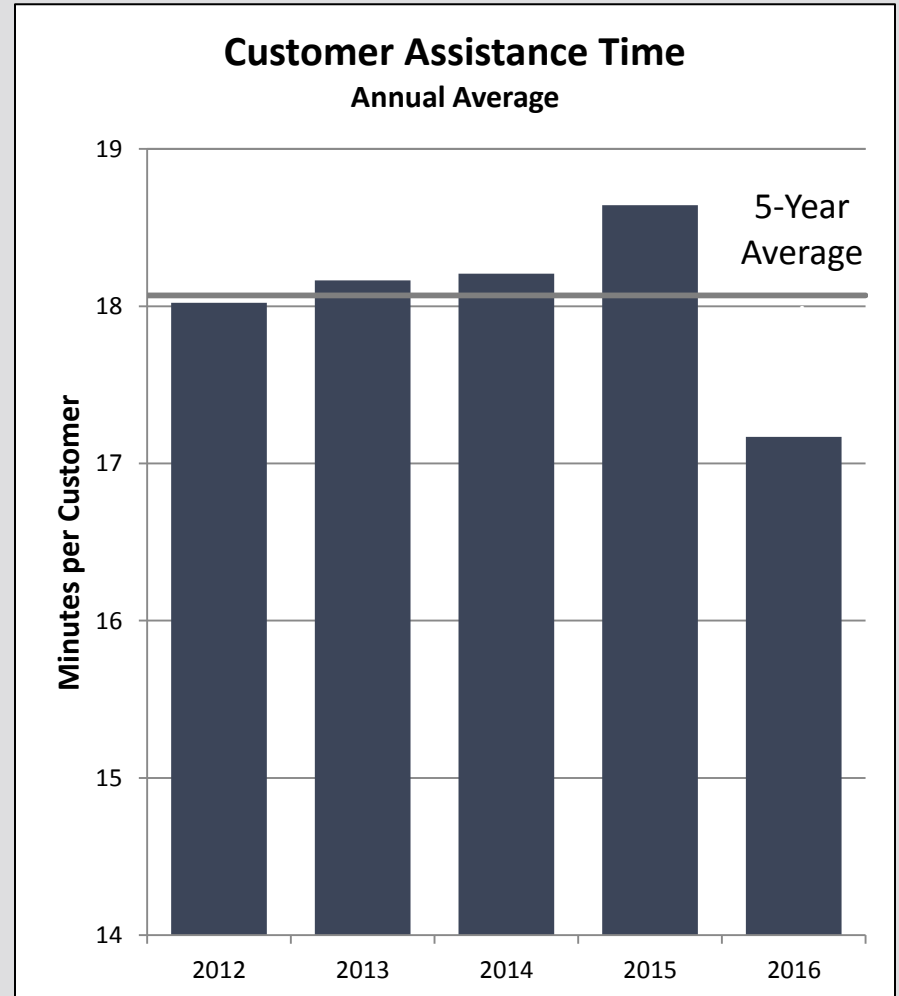
RED TAPE RESCUE
Our Red Tape Rescue program has the tools to help you succeed

- Clerk Notes**
Instructional Video Series
Milwaukee.gov/ClerkNotes
- Pivot Program**
Business Workshops
Milwaukee.gov/Pivot
- StartSmart**
Online Planning Tool
Milwaukee.gov/StartSmart
- Still have questions?**
Visit our website!
Milwaukee.gov/License

CITY CLERK • LICENSE DIVISION • 200 E. WELLS ST. ROOM 105 • (414) 286-2238 • License@Milwaukee.gov

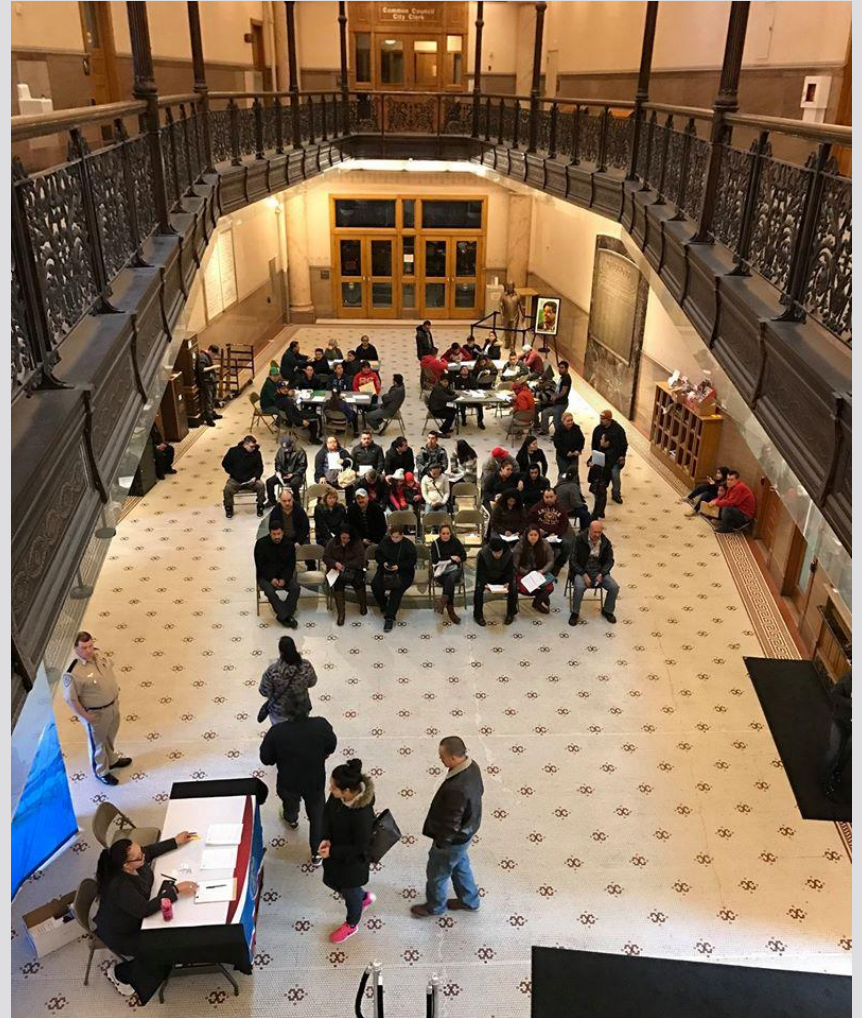
ADDITIONAL INITIATIVES

- Facebook
- Public Education & Outreach
- Accessibility
- Policy & Administration



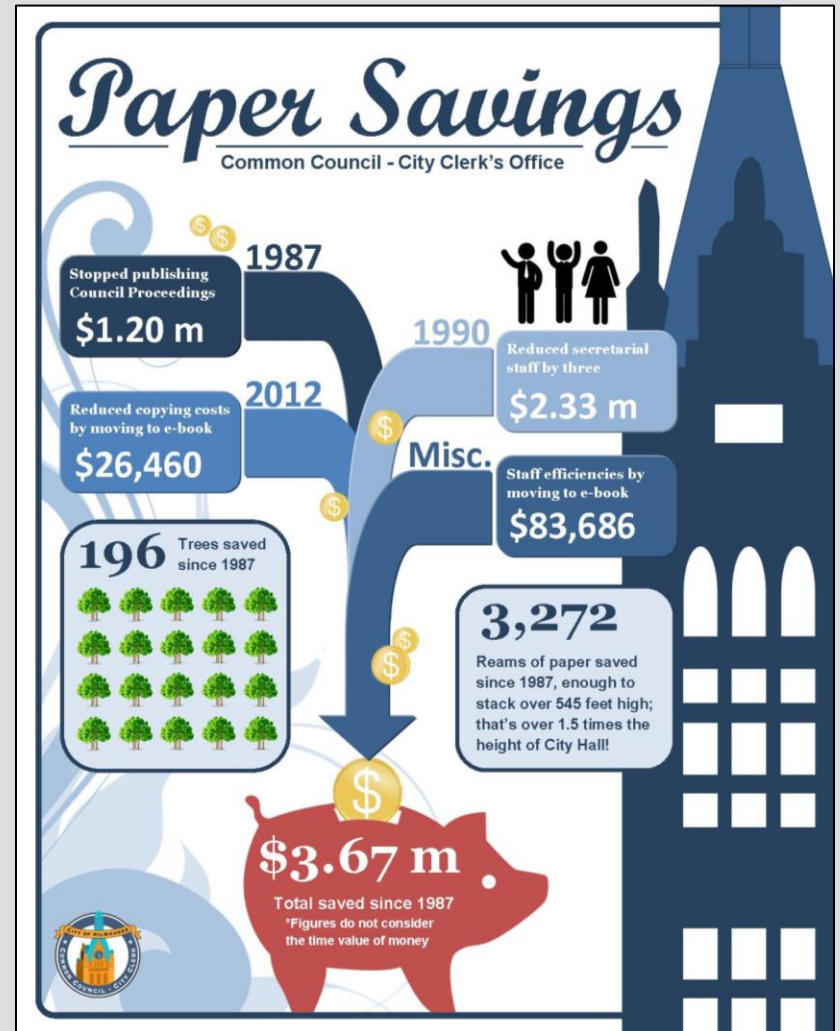
ADDITIONAL INITIATIVES

- Facebook
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- Municipal ID



ADDITIONAL INITIATIVES

- Facebook
- Public Education & Outreach
- Accessibility
- Policy & Administration
- Municipal ID
- Paper Savings



QUESTIONS?