

Non-cash Payment Acceptance Policy for Taxicabs

On or after July 1, 2014, each permit holder replacing a taxicab or placing a new vehicle into service shall install rear seat swipe credit and debit card-processing equipment subject to policy or rule established by the city clerk and approved by the licensing committee. (Section 100-51.5-3, Milwaukee Code of Ordinances (MCO)).

- 1. Acceptance of Non-cash Payment Required.** All taxicab permit holders and drivers shall accept the following credit and debit cards for payment of taxicab fares:

Credit cards: Visa, MasterCard, American Express, and Discover.

Debit cards: Signature-based Visa and MasterCard.

Service shall not be refused or discontinued to any person on the grounds of the person using a credit or debit card to pay a fare.

- 2. No Surcharge Permitted.** No surcharge, convenience fee, tax, mandatory gratuity, or other additional fee shall be imposed for processing credit or debit card transactions.
- 3. No Minimum Distance or Fare Required.** Service shall not be refused or discontinued to any person on the grounds that the trip will not exceed a minimum distance or generate a minimum fare. No minimum transaction amount shall be required for the use of a credit or debit card to pay a fare.
- 4. Passenger Operates Processing Equipment.** Credit and debit card processing equipment shall be installed in the rear seat of the taxicab for use by the passenger. A taxicab driver shall not swipe or otherwise handle the debit or credit card of the passenger.
- 5. Receipt Required.** A receipt containing at least the name and permit number of the vehicle, the driver's name and city license number, and the amount and date of payment must be provided upon request.
- 6. Vehicle Out of Service if Processing Equipment Inoperative.** No taxicab shall be in service during any period of time the debit and credit card processing equipment is not operational, unless the inoperative equipment has first been reported to the License Division at license@milwaukee.gov, in which case the taxicab may operate up to 48 hours while awaiting repair of the processing equipment.
- 7. Passenger Rights to be Posted.** All taxicab permit holders and drivers shall post and maintain the "Non-cash Payment Passenger Usage Guide" in a conspicuous place in the rear of the taxicab near the credit and debit card processing equipment.
- 8. Penalty.** Violations of the non-cash payment acceptance policy and repeated or prolonged occurrences of inoperative processing equipment may be subject to the penalty provision of ch. 100, MCO, and may be grounds for non-renewal, suspension or revocation of the taxicab vehicle permit or driver's license.

Updated: 3/20/14 (Provided at time of permit issuance.)

Passenger Rights

Operating Regulations

- **Display of License Required.**
The license of your driver -- with photograph -- must be displayed in a clearly visible location and illuminated at night.
- **Service to Disabled Passengers Required.**
No vehicle owner or driver may refuse service to you on the basis of disability, your use of a service animal, or your use of a wheelchair.
- **Response Time.**
A taxicab driver must respond to your call for service within 30 minutes.
- **Rate and Passenger Rights List Required.**
Each vehicle must have this passenger rights list and rate placard posted.
- **Complaint Information Required.**
Cards containing information on how to file a complaint must be available for passengers at all times.

Payment Information

- **Acceptance of Credit/Debit Card Required.**
All taxicab permit holders and drivers must accept the following credit and debit cards for payment of taxicab fares:
 - Credit cards: Visa, MasterCard, American Express, and Discover.
 - Debit cards: Signature-based Visa and MasterCard.
- **No surcharge, minimum distance fee, or minimum fare is permitted.**
- **Receipt required upon request.**
Your driver must give you, upon request, a receipt containing at least the name and permit number of the vehicle, the driver's name and city license number, and the amount and date of payment.
- **Do I have to give my card to the driver?**
No, all the equipment is installed in the back seat of the cab. You should swipe the card yourself. There is no need to hand the card to the driver.

COMPLAINTS

Your driver must accept credit/debit cards for any fare amount. If a driver claims the card system is not working or will not allow you to pay by debit/credit card, report this information to license@milwaukee.gov. Include the permit number, driver name (if possible), date and time of trip, and start and end locations of trip.