



Legislation Details (With Text)

**File #:** 131578      **Version:** 0  
**Type:** Ordinance      **Status:** Placed On File  
**File created:** 3/4/2014      **In control:** COMMON COUNCIL  
**On agenda:**      **Final action:** 4/14/2020

**Effective date:**  
**Title:** An ordinance relating to public passenger vehicle regulations and clarifying definitions.  
**Sponsors:** THE CHAIR  
**Indexes:** PUBLIC PASSENGER VEHICLES, TAXICABS

**Attachments:**

Date	Ver.	Action By	Action	Result	Tally
3/4/2014	0	COMMON COUNCIL	ASSIGNED TO		
4/1/2020	0	PUBLIC WORKS COMMITTEE	RECOMMENDED FOR PLACING ON FILE	Pass	5:0
4/14/2020	0	COMMON COUNCIL	PLACED ON FILE	Pass	15:0

131578  
ORIGINAL

**THE CHAIR**

An ordinance relating to public passenger vehicle regulations and clarifying definitions.

- 100-3-6.7 am
- 100-3-11 am
- 100-3-19 am
- 100-3-20 am
- 100-3-20.5 cr
- 100-70-3-b-2-e am

This ordinance amends public passenger vehicles to clarify the difference between providing passenger services on hail or demand from providing passenger service on a prearranged basis. Hail or on demand service means that a vehicle may be hired by signaling the driver at the point of passenger pickup or by telephone or other electronic means requesting transportation service immediately or in less than 30 minutes from the time of the request.

Prearranged service is defined to mean a request for transportation service for one or more passengers with an agreed time of initial passenger pickup not less than 30 minutes from the time of request.

The definition of plying is clarified to include solicitation of taxicab customers by Internet or other electronic messaging. An application for certification of a taxicab affiliation is required to include a description of all methods to be employed in plying for customers.

The Mayor and Common Council of the City of Milwaukee do ordain as follows:

Part 1. Section 100-3-6.7, 11, 19 and 20 of the code is amended to read:

**100-3. Definitions.**

**6.7. HAIL >>OR ON DEMAND <<**means the vehicle may be hired by signaling the driver >>for service at the point of passenger pickup or by other means, including telephone or other electronic means requesting transportation service immediately or at a time less than 30 minutes of hail or demand for service<<.

**11. LIMOUSINE** means a category of for-hire, unmetered, unmarked uniformed, chauffeur-driven, ground transportation vehicles solely engaged in the business of carrying passengers on a ~~[[preserved]]>>prearranged service<<~~ basis only>> and not on hail or on demand<<.

**19. PLYING** means solicitation of potential taxicab customers, including the use of flashing lights mounted anywhere on the vehicle, soliciting or taking orders by telephone,>> Internet or other electronic messaging,<< cruising, stopping, whether in taxicab stands or not, or in any other manner holding out to the public that ~~[[such]]>>the<<~~ taxicab is available for hire.

**20. ~~[[PRERESERVED]]>>PREARRANGED<<~~ GROUP** means any affiliated group of 5 or more passengers hiring a public passenger vehicle for transport from a point of origin to fixed destinations.

Part 2. Section 100-3-20.5 of the code is created to read:

**20.5. PREARRANGED SERVICE** means a request for transportation service for one or more passengers with an agreed time of initial passenger pickup not less than 30 minutes from the time of request.

Part 3. Section 100-70-3-b-2-e of the code is amended to read:

**100-70. Certification of Affiliations.**

**3. APPLICATION FOR CERTIFICATION.**

b.

b-2-e. A plan for providing citywide service, including plans for improving service to identified underserved areas >>, and a description of all methods to be employed in plying for customers<<.

APPROVED AS TO FORM

\_\_\_\_\_  
Legislative Reference Bureau

Date: \_\_\_\_\_

IT IS OUR OPINION THAT THE ORDINANCE  
IS LEGAL AND ENFORCEABLE

\_\_\_\_\_  
Office of the City Attorney

Date: \_\_\_\_\_

LRB151330-1  
Richard L. Withers  
2/26/2014