



## Traffic Engineering Division

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**Date:** November 15, 2007  
**To:** Common Council, Transit and Parking Commission Members, and Mayor  
**From:** David Dryer, City Traffic Engineer  
**Subject:** 2007-2008 Badger Bus taxicab operators license application resolution

### OVERVIEW

Badger Bus Lines, Inc. (BBL) has applied for a new operating license.

In accordance with Madison General Ordinances, Traffic Engineering staff conducted an investigation of BBL's qualifications to receive a taxicab operator's license. BBL was required to answer a series of written questions based on criteria listed in MGO 11.064 (b). (BBL's response to these questions is attached.)

BBL included a list of business references and each one was contacted and questioned by staff about the quality and safety of service and condition of vehicles provided by BBL. Also, staff reviewed every crash on the Madison Police Department's Accident Report Program website involving Badger Bus in order to reveal any patterns that might indicate reckless or other unsafe driving practices.

### INVESTIGATION

**Type of Service:** In 2006, BBL was awarded the first of two new contracts with Madison Metro to transport developmentally disabled adults. Metro has required that BBL receive a taxicab operator's permit as a condition of providing service. BBL is requesting 20 flat rate taxicab permits.

**Business References:** TE staff spoke with representatives from Madison Metro, Madison Metropolitan School District (MMSD) and the Monona Grove School District. Each reference had nothing but positive things to say with regard to BBL's safety record, and the quality of service and condition of vehicles provided. Renee Bremer of MMSD of Metro characterized BBL customer service as "excellent" and stated that BBL vehicles are in "great condition" and that they are "very prompt in their response to customer complaints." The two other references concurred with Ms. Bremer's comments.

Other individuals working in local transportation/paratransit industry were informally questioned regarding the quality of service by BBL. Each individual spoken to, including some business competitors, were very complimentary about BBL's quality of service.

**Reported Accidents:** The staff review of Madison Police Department's Accident Report Program website did not reveal any dangerous driving patterns by BBL drivers.

**City Ordinance Criteria:** BBL's response to these questions, as supported by documentation, business references, and a staff accident search, clearly indicate that BBL meets the criteria.

**RECOMMENDATIONS:**

It is recommended that the operating licenses for Badger Bus Lines be issued and that the attached resolution be approved.