



City of Madison

City of Madison
Madison, WI 53703
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Master

File Number: 63461

File ID: 63461	File Type: Ordinance	Status: Report of Officer
Version: 1	Reference:	Controlling Body: Attorney's Office
Lead Referral: TRANSPORTATION POLICY AND PLANNING BOARD	Cost:	File Created Date : 12/18/2020
File Name: Taxi Licensing Fees	Final Action:	

Title: Amending Section 11.06 of the Madison General Ordinances to lower licensing and vehicle fees, regulate prepayment policies, allow taxicab companies to use coupons or discounts and make various housekeeping updates.

Notes: 6275taxi

Code Sections:

CC Agenda Date: 01/05/2021

Indexes:

Agenda Number: 2.

Sponsors: Michael J. Tierney, Grant Foster and Tag Evers

Effective Date:

Attachments: Body File No. 63461.pdf, TPPB Agenda 2.1.21
feedback item #2.pdf

Enactment Number:

Author: Amber McReynolds

Hearing Date:

Entered by: jphelps@cityofmadison.com

Published Date:

Approval History

Version	Date	Approver	Action
1		Michael Haas	Approved as to Form
1		Ryan Pennington	Approve

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Attorney's Office	12/18/2020	Referred for Introduction				
	Notes: Transportation Policy and Planning Board						
1	COMMON COUNCIL	01/05/2021	Referred	TRANSPORTATIO N POLICY AND PLANNING BOARD		02/01/2021	
	Notes:						

1	TRANSPORTATION POLICY AND PLANNING BOARD	02/01/2021	RECOMMEND TO COUNCIL TO ADOPT WITH THE FOLLOWING RECOMMENDATION S - REPORT OF OFFICER	Pass
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Text of Legislative File 63461

Fiscal Note

The proposed changes to the public passenger vehicle ordinance lower licensing and vehicle fees for taxicabs. The proposed changes would lower the fee for a two-year license from \$1,750 to \$1,000. Additionally, annual per vehicle permit fees would reduce from \$65 to \$35. The lower rates for licensing and vehicle fees are expected to reduce revenues by \$6,500 annually. License and fee revenues from taxicabs are a general fund revenue source.

Title

Amending Section 11.06 of the Madison General Ordinances to lower licensing and vehicle fees, regulate prepayment policies, allow taxicab companies to use coupons or discounts and make various housekeeping updates.

Body

DRAFTER'S ANALYSIS: This amendment makes changes to the public passenger vehicle ordinance recognizing that taxicabs now hold less market share due to transportation network companies. The amendment lowers licensing and vehicle fees and regulates the adoption of prepayment policies. The amendment allows taxicab companies to use promotional discounts or coupons without first notifying the City. The amendment also clarifies deadlines for license renewals and for Disability and Sensitivity training completed by drivers. The amendment also includes some housekeeping such as standardizing definitions and changes to gender inclusive language.

The Common Council of the City of Madison do hereby ordain as follows:

Section 11.06 entitled "Licensing and Regulating Public Passenger Vehicles, For Hire" of the Madison General Ordinances is amended to read as follows:

See **Body File No. 63461** in Attachments.