



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Master

File Number: 48264

File ID: 48264

File Type: Ordinance

Status: Passed

Version: 1

Reference:

Controlling Body: TRANSIT AND
PARKING
COMMISSION

Lead Referral: TRANSIT AND
PARKING
COMMISSION

File Created Date : 07/31/2017

File Name: Removing requirement for public passenger vehicle
current rate of fare markings

Final Action: 10/31/2017

Title: Amending Section 11.06(10)(a)2. of the Madison General Ordinances to remove
the requirement for public passenger vehicles to mark current rates of fare on the
exterior of the vehicle if a fare is provided to the passenger prior to departure.

Notes: MAYOR APPROVAL DATE 11/3/2017

CC Agenda Date: 10/31/2017

Agenda Number: 63.

Sponsors: Paul R. Soglin

Effective Date: 11/09/2017

Attachments:

Enactment Number: ORD-17-00115

Author:

Hearing Date:

Entered by: dalthaus@cityofmadison.com

Published Date: 11/08/2017

Approval History

Version	Date	Approver	Action
1	07/31/2017	Michael May	Approved as to Form
1	08/01/2017	Elizabeth York	Approve

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Attorney's Office/Approval Group	07/31/2017	Referred for Introduction				
	Action Text:		This Ordinance was Referred for Introduction				
	Notes:		Transit and Parking Commission				

1	COMMON COUNCIL	09/05/2017	Refer	TRANSIT AND PARKING COMMISSION	10/11/2017	Pass
	Action Text: A motion was made by Rummel, seconded by Baldeh, to Refer to the TRANSIT AND PARKING COMMISSION. The motion passed by voice vote/other.					
	Notes:					
1	TRANSIT AND PARKING COMMISSION	10/11/2017	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER			Pass
	Action Text: Registrants as follows: Wished to speak, in support: Jodie Schmidt, Beld Street; Available to answer questions, in support: Amanda Schmidt, Beld Street; Danielle Schmidt, Baird Street; Wished to speak, neither support nor oppose: Jason Glomp, Pennsylvania Avenue.					
	**PLEASE NOTE - the meeting proceeded to ITEM F.4. at this time.					
	A motion was made by Tolmie, seconded by Ahrens, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by the following vote:					
1	COMMON COUNCIL	10/31/2017	Adopt			Pass
	Action Text: A motion was made by Rummel, seconded by Baldeh, to Adopt. The motion passed by the following vote:					
	Notes:					

Text of Legislative File 48264

Fiscal Note

No fiscal impact.

Title

Amending Section 11.06(10)(a)2. of the Madison General Ordinances to remove the requirement for public passenger vehicles to mark current rates of fare on the exterior of the vehicle if a fare is provided to the passenger prior to departure.

Body

DRAFTER'S ANALYSIS: This ordinance removes the requirement for public passenger vehicles to contain exterior markings with rates of fare if the fare is provided to the passenger prior to departure. Companies must still file their rates with the City and post rates on the interior of their vehicles per Chapter 11, MGO. References to "transportation network companies" are removed due to State preemption laws.

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

Paragraph 2. Entitled "Exterior Marking" of Subdivision (a) entitled "Vehicle Marking" of Subsection (10) entitled "Vehicles" of Section 11.06 entitled "Licensing and Regulating Public Passenger Vehicles, For Hire" of the Madison General Ordinances is amended to read as follows:

- "2. Exterior Marking. Each meter or zone taxicab, ~~or vehicle operating using a transportation network company~~ shall be conspicuously marked with a decal approved by the City Clerk on the exterior of the vehicle. The decal shall be displayed on a placard on the left dashboard and visible from the outside of the vehicle through the windshield. The decal shall contain the company name, vehicle permit number, and type of vehicle permit issued, ~~and~~ The decal shall contain current rates of fare unless the fare is provided to

~~the passenger prior to departure. Transportation network companies shall make the license plate number available to the passenger on the online-enabled platform.~~

Vehicles issued a permit to operate on a flat rate or airport shuttle basis need not display a current rate of fare.

Vehicles from companies which do not provide the fare prior to departure are required to display current rates of fare ~~shall include~~ including at least the following information:

- a. The minimum or first increment rate.
- b. The rate per mile, calculated according to rates filed with the City Clerk.
- c. Waiting charge.
- d. Charge for additional mileage increments.

Vehicles shall be conspicuously and permanently marked on the rear with the vehicle permit number. Specified exterior markings as determined by the City Traffic Engineer shall be in letters and numbers not less than three (3) inches in height and shall be a light color on a dark background or a dark color on a light background.”