



City of Racine

City Hall
730 Washington Ave.
Racine, WI 53403
www.cityofracine.org

Meeting Minutes - Final

Transit and Parking Commission

*Raymond DeHahn
John Heckenlively
Deborah Ganaway
Dustan Balkcom
Mark Kowbel*

Wednesday, March 15, 2017

4:30 PM

City Hall, Room 303

REVISED

Call To Order

The meeting was called to order at 4:30 P.M.

PRESENT: 4 - Raymond DeHahn, John Heckenlively, Deborah Ganaway and Dustan Balkcom

EXCUSED: 1 - Mark Kowbel

Also Present: Mike Maierle, Willie McDonald, John Magee

Excused: Mark Yehlen

Approval of Minutes for the February 15, 2017 Meeting

The minutes of the February 15, 2017 meeting were approved as printed. Passed unanimously.

BUS General Manager's Operations Report

For February 2017 compared to 2016: Fixed route transit ridership was down 13%. Paratransit was up 1%; Revenue was down 3% for fixed route and up 1% for paratransit. Ridership decline is down in part to losing one day this month compared to last year.

Overtime was down 16% this month compared to one year ago.

The General Manager shared information showing that 61 trips were made using wheel chairs. Also, although many maintenance road calls are made in the course of a month, none of them involved a loss in service in February.

Motion made by Balkcom, seconded by DeHahn to receive and file. Passed unanimously.

Transit and Parking System Manager's Report

Commuter bus request for proposals and the Belle Urban System's marketing program is proceeding. Expect a marketing kick-off on June 1, 2017 and a Ride to

Work day on June 12, 2017.

Motion made by Heckenlively, seconded by DeHahn to receive and file.

ABM Parking Ramp Management Update

ABM, the parking ramp payment equipment management firm, will be invited to the next meeting to resolve some outstanding issues. Currently the system is working well.

Motion made by Heckenlively, seconded by DeHahn to receive and file. Passed unanimously.

[236-17](#)

Subject: (Direct Referral) Contract with Passport for Parking Meter Payment Phone App.

Recommendation of the Transit and Parking Commission on 03-15-17: That the Mayor and City Clerk be authorized and directed to enter into an agreement with Passport with the \$1,000 promotion materials pending City Attorney review.

Fiscal Note: Funding is available in Org-Object 60383-52200, Contracted Services.

The Transit and Parking System Manager has been negotiating with Passport to provide Mobile Payment for Parking. This technology will provide a phone app that will allow parkers to pay by credit card or electronic wallet. An electronic wallet is a small debit account that the parker sets up with Passport from which parking fees are subtracted.

The revised draft calls for a \$0.20 fee per parking session when paid for by the parker using an electronic wallet and \$0.35 for a single transaction. The price now includes the service and license fee and all merchant processing fees such as credit card fees. The City of Racine will pay no per transaction fee. The initial proposal required the City to cover the merchant transaction fee.

An optional package of promotional handouts helping people understand the app and encouraging people to try it out is available from Passport for \$1000. Other packages cost more.

Motion made by Heckenlively, seconded by DeHahn to ask the mayor to sign a contract with the \$1000 promotion materials pending City Attorney review. Passed unanimously.

Recommended For Approval

Adjournment

The meeting adjourned at 5:15 P.M.

If you are disabled and have accessibility needs or need information interpreted for you, please contact the Department of Public Works, (262) 636-9122, at least 48 hours prior to this meeting.

