



City of Racine

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

Meeting Minutes - Final Transit and Parking Commission

Wednesday, June 18, 2014

4:30 PM

City Hall, Room 106

Call To Order

The meeting was called to order at 4:32 PM.

Present: Ray DeHahn, John Heckenlively, Mark Kowbel, Dustan Balkcom, Deborah Ganaway

Also Present: Mark Yehlen, Al Stanek, Willie McDonald, John Magee, Cara Spoto, Tom Karkow

Approval of Minutes for the April 30, 2014 Meeting

Parking System Business

1. [14-10282](#) **Subject:** Communication from Yudong Zheng requesting to add parking meters on access road to the parking lot behind 1526 Washington Ave.

Recommendation of the Transit and Parking Commission on 06-18-14: Recommend that parking meters be installed along the east side of the access road to the parking lot behind 1526 Washington Avenue.

Further recommends that this item be referred to the Public Works and Services Committee.

Fiscal Notes: N/A

Motion made by DeHahn, seconded by Balkcom to approve. Passed unanimously.

Recommended For Approval

Transit System Business

1. [14-10295](#) **Subject:** Communication from National Express Transit Corporation requesting copies of previous documents regarding the current contract for operations and management of the Belle Urban System.

**Recommendation of the Transit and Parking Commission on
06-18-14:** Receive and file.

Fiscal Notes: N/A

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

Recommended to be Received and Filed

2. [14-10283](#)

Subject: Communication from the Transit and Parking System Manager requesting for Common Council authorization for the Mayor and City Clerk to enter into a cooperative agreement with the SE WI Regional Planning Commission and WI DOT for continued transportation planning for the SE WI Region.

**Recommendation of the Transit and Parking Commission on
06-18-14:** Recommend that the Mayor and City Clerk be authorized and directed to enter into a cooperative agreement with the SE WI Regional Planning Commission and WI DOT for continued transportation planning for the SE WI Region.

Fiscal Notes: N/A

Motion made by DeHahn, seconded by Heckenlively to approve. Passed unanimously.

Recommended For Approval

3. [14-10284](#)

Subject: Communication from the Transit and Parking System Manager requesting for Common Council authorization for the Mayor and City Clerk to enter into contracts for transit services with the Village of Caledonia and the Town of Yorkville.

**Recommendatio of the Transit and Parking Commission on
06-18-14:** Recommend that the Mayor and City Clerk be authorized and directed to enter into transit service agreements with the Village of Caledonia and Town of Yorkville.

Fiscal Notes: Yorkville's \$6,000 covers the local share cost of providing BUS service to the Grandview Industrial Park and Caledonia's \$26,500 covers the local share cost of BUS service extended to the Greentree Shopping Center.

Motion made by DeHahn, seconded by Balkcom to approve. Passed unanimously.

Recommended For Approval

4. [14-10285](#)

Subject: Communication from the Transit and Parking System Manager requesting for approval and concurrence on the issuing of an Request For Proposals (RFP) for an agency to facilitate the sale of

external advertising on Belle Urban Buses.

Recommendation of the Transit and Parking Commission on

06-18-14: Recommend that the Transit and Parking System Manager be authorized to distribute a Request for Proposals (RFP) for firms interested in being the agent for the sale of advertising on bus exteriors (including "shrink-wrapping"), and other alternative sources of revenue generation.

Fiscal Notes: Annual revenue is estimated to be in the range of \$75,000.

A revised advertising and other alternative source of funding policy was adopted to guide responses to the RFP.

Motion made by Kowbel, seconded by Heckenlively to approve. Passed unanimously.

Recommended For Approval

5. [14-10286](#) **Subject:** Communication from the Belle Urban System (BUS) General Manager requesting for review of BUS Operations Reports for the Months of April and May.

Recommendation of the Transit and Parking Commission on

06-18-14: Receive and file.

Fiscal Notes: N/A

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

Recommended to be Received and Filed

6. [14-10288](#) **Subject:** Communication from the Transit and Parking System Manager recommending scheduling of a Public Input Opportunity regarding potential BUS service cuts and a fare increase for DART services.

Recommendation of the Transit and Parking Commission on

06-18-14: Recommend that the Transit and Parking System Manager be authorized to schedule and advertise a Public Comment Opportunity at least 30 days in advance as required to allow for comment on potential fare increases for DART service and potential service cuts as part of a package of solutions to an anticipated BUS revenue shortfall.

Fiscal Notes: An estimated \$200,000 to \$300,000 of combined revenue increases and service cuts is expected to be needed.

Motion made by Kowbel, seconded by DeHahn to approve. Passed unanimously.

Recommended For Approval

Adjournment

The meeting adjourned at 5:37 PM.

If you are disabled and have accessibility needs or need information interpreted for you, please contact the Engineering Department, 636-9166, at least 48 hours prior to this meeting.