



City of Racine

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

Meeting Agenda

Transit and Parking Commission

Wednesday, March 26, 2014

4:30 PM

City Hall, Room 106

Call To Order

Approval of Minutes for the February 19, 2014 Meeting

Parking System Business

1. [14-9851](#) **Subject:** Communication from Rita Lewis, Racine Montessori School, wishing to rent Lakefront Lot No. 5 from 5:30 A.M. to 5:30 P.M. on Saturday, May 3, 2014 for the Lakefront Artist Fair. **Rita Lewis invited to the meeting.**

Transit System Business

2. [14-9701](#) **Subject:** (Direct Referral) Communication from Assistant Fire Chief John Dahms, Kansasville Fire & Rescue Department, requesting the use of City buses to shelter citizens and responders at emergency scenes in the Town of Dover.

Recommendation of the Transit and Parking Commission on 01-15-14: Defer

Recommendation of the Transit and Parking Commission on 02-19-14: Defer

3. [14-9809](#) **Subject:** Communication from the Transit and Parking System Manager submitting for review and approval the proposed methodology for assessing the "local share" costs of 2014 and future year DART rides that originate or end outside of the city and have not been previously accounted for in agreements with partner communities. (Res. No. 14-0097)

Recommendation of the Transit and Parking Commission on 02-19-14: Approve the proposed methodology for assessing the "local share" costs of 2014 and future year DART rides that originate or end

outside of the city and have not been previously accounted for in agreements with partner communities.

Referred back by Common Council

4. [14-9911](#) **Subject:** Communication from the Transit and Parking System Manager requesting for permission to distribute a Request for Proposal (RFP) and award a contract for marketing and advertising services for the Belle Urban Transit system including design and production of individual route schedules, design and production of a comprehensive system map and user's guide, design and production of individual displays for on buses, shelters and at the Transit Center, development of creative marketing partnerships, updating of the BUS website, and coordinating general advertising along with other marketing services.

5. [14-9818](#) **Subject:** Communication from the Transit and Parking System Manager submitting for review a proposal from Corporate Images to conduct a joint marketing campaign. (Res. No. 14-0096)

Recommendation of the Transit and Parking Commission on 02-19-14: Approval of joint marketing campaign with Corporate Images providing a minimum of 100,000 restaurant placemat images.

Referred back by Common Council

6. [14-9912](#) **Subject:** Communication from the Transit and Parking System Manager requesting that the Racine Transit and Parking Commission create a Dial A Ride Transit (DART) protest panel consisting of two Transit Commissioners and two citizen representatives of the disabled community to hear any potential protests from persons who may have had their requests for DART services certification denied.

7. [14-9913](#) **Subject:** Communication from the Transit and Parking System Manager submitting for review and approval of the revised 2014-2016 BUS Title VI program and the 2014 Equal Employment Opportunity program.

8. [14-9914](#) **Subject:** Communication from the Belle Urban System (BUS) General Manager requesting review of the BUS operations report for February 2014 and update on the roll-out of the "Day Pass".

Adjournment

If you are disabled and have accessibility needs or need information interpreted for you, please contact Engineering Department at 636-9191 at least 48 hours prior to this meeting.

