



# City of Racine

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

## Meeting Minutes - Final Transit and Parking Commission

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Wednesday, March 26, 2014

4:30 PM

City Hall, Room 106

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### Call To Order

*Meeting was called to order at 4:31 P.M.*

Present: Ray DeHahn, John Heckenlively, Dustin Balkcom, Mark Kowbel  
Excused: Debby Ganaway

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

### Approval of Minutes for the February 19, 2014 Meeting

*The minutes of the March 26, 2014 meeting were approved as printed. Passed unanimously.*

### 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.

**Recommendation of the Transit and Parking Commission on 03-26-14:** The Lakefront Artist Fair be granted permission to lease Lakefront Parking Lot #5 on May 5, 2014, subject to payment of lease costs of \$230 in accordance with city policies and subject to the execution of a hold harmless agreement with the City and payment of a \$75.00 processing fee.

**Fiscal Notes:** Rental will provide \$230 of Revenue for the Parking Utility.

*Motion made by Kowbel, seconded by Henkenlively to approve. Passed unanimously.*

**Recommended For Approval**

### 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

**Recommendation of the Transit and Parking Commission on 03-26-14:** That a shelter bus or buses shall be provided in extreme emergency situations to any Racine area municipality that is a participant in the Racine County Emergency Management Plan.

**Fiscal Notes:** Usage is very infrequent and can be absorbed in the existing Transit budget.

*Motion made by Heckenlively, seconded by Balkcom to approve. Passed unanimously.*

**Recommended For Approval**

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**

**Recommendation of the Transit & Parking Commission on 03-26-14:** Transit and Parking Commission and Common Council approved the REVISED approved methodology for assessing the local share costs of future DART (Dial-A-Ride Transit) rides that originate or end outside of the city and have not previously been accounted for in agreements with partner communities. Based on 2013 figures the charge would be \$1.28 per origin and/or destination and would be

included as part of operating agreements with outside communities with the provision that in 2014 total contract costs per community would not exceed original 2014 "not-to-exceed" amounts.

**Fiscal Notes:** 2014 estimated revenue for the Belle Urban Transit System is estimated at \$20,000 with future years potentially higher.

*Motion made by Balkcom, seconded by Kowbel to approve. Passed unanimously*

**Recommended For Approval**

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.

**Recommendation of the Transit and Parking Commission on**

**03-26-14:** The Parking and Transit System Manager and City Purchasing Agent are authorized to distribute a Request for Proposal (RFP) for Marketing and Advertising Services and negotiate a contract for said services subject to Transit Commission and Common Council approval.

**Fiscal Notes:** Fund (not to exceed \$150,000) are allocated in the BUS budget and the bulk of that amount is reimbursable on an 80% basis under Federal Transit Administration (FTA) grant designated for marketing.

*BUS expenditures for marketing and advertising have been, and are below the recommended percentage of total budget level suggested by the Wisconsin Department of Transportation (WisDOT) and industry standards.*

*Motion made by Kowbel, seconded by Balkcom to approve. Passed unanimously.*

**Recommended For Approval**

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**

**Recommendation of the Transit and Parking Commission on  
03-26-14:** Res. No. 14-0096 shall be received and file.

**Fiscal Notes:** N/A

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

**Recommended For Approval**

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.

**Recommendation of the Transit and Parking Commission on  
03-26-14:** That the Racine Transit and Parking Commission establish an ad hoc DART Disability Review Panel consisting of two representatives of the disabled community, two Transit Commission members, and the BUS General Manager, Mr. Heckenlively and Mr. Kowbel volunteered to be the representatives for 2014-2015.

**Fiscal Notes:** N/A

*Motion made by Balkcom, seconded by Heckenlively to approve. Passed unanimously.*

**Recommended For Approval**

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.

**Recommendation of the Transit and Parking Commission on  
03-26-14:** Approval of revisions made to the 2014-2016 Title VI program and 2014 Equal Employment (EEO) Opportunity program.

**Fiscal Notes:** N/A

*Motion made by Heckenlively, seconded by Balkcom to approve. Passed unanimously.*

**Recommended For Approval**

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".

**Recommendation of the Transit and Parking Commission on**

**03-26-14:** Received and file.

**Fiscal Notes:** N/A

*Ridership on regular route Belle Urban System buses in February of this year was up by 9.7% and ridership revenue was up by 2.5% when compared with February 2013.*

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

**Recommended For Approval**

**Adjournment**

*Meeting was adjourned at 5:35 P.M.*

**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.**