



City of Racine

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

Meeting Minutes - Final Transit and Parking Commission

*Chairperson Deborah Ganaway
Alderman Raymond DeHahn
Kristin Niemiec
John Heckenlively
Mark Kowbel*

Wednesday, May 25, 2011

4:30 PM

City Hall, Room 301

Call To Order

The meeting was called to order at 4:31 P.M.

PRESENT: 3 - Deborah Ganaway, Raymond DeHahn and John Heckenlively

EXCUSED: 2 - Mark Kowbel and Kristin Niemiec

Also Present: Al Stanek, Tom Eeg, John Myers, John Woodford, Willie McDonald, John Magee, Devin Sutherland, Christine Wan, Tom Karkow

Approval of Minutes for the April 27, 2011 Meeting

Minutes of the April 27, 2011 meeting were approved as printed. Passed unanimously.

Parking System Business

1. [11-6311](#) **Subject:** Communication from the Monument Square Art Fair Board of Directors requesting permission to rent Lakefront Lot No. 5 for the Monument Square Art Fair on Saturday, June 11, 2011 and Sunday, June 12, 2011.

Recommendation of the Transit and Parking Commission on 05-25-11: That the Monument Square Art Fair Board be granted permission to lease Lakefront Lot No. 5 on Saturday, June 11, 2011, and Sunday, June 12, 2011. Permission is subject to payment of the lease costs for the parking lot in accordance with existing policies and subject to the execution of a hold harmless agreement with the City.

Fiscal Note: The agreement will generate \$420.00 for the Parking System.

Permission was granted to the Monument Square Art Fair Board of Directors to lease Lakefront Lot No. 5 on Saturday, June 11, 2011 and Sunday, June 12, 2011. Permission is subject to payment of the lease costs for the parking lot in accordance with existing policies, and subject to the execution of a hold harmless agreement with the City.

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

Recommended For Approval

Transit System Business

2. [11-6425](#) **Subject:** Communication from the Transit and Parking System Manager requesting to discuss alternatives to the current \$0.25 fare for summer trolley service.

Recommendation of the Transit and Parking Commission on 05-25-11: Summer Trolley fares to be raised to \$1.00 effective after required publication and public notice.

Fiscal Note: The fare increase is estimated to generate an additional \$4,000 to \$5,000 of revenue annually for the Belle Urban Transit System (BUS).

The Transit and Parking System Manager is to explore the possibility of finding a corporate sponsor for future years' operations of the trolley.

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

Recommended For Approval

3. [11-6423](#) **Subject:** Communication from the BUS Transit Manager submitting the April BUS operating report in a revised format.

Recommendation of the Transit and Parking Commission on 05-15-11: BUS Transit Manager's April report to be received and filed.

Fiscal Note: N/A

The revised one-page format was received favorably.

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

Recommended to be Received and Filed

4. [11-6437](#) **Subject:** Communication from the Transit and Parking System Manager regarding BUS recognition by Transit Mutual Insurance.

Recommendation of the Transit and Parking Commission on 05-25-11: That drivers and staff of the Belle Urban System (BUS) be recognized for their recent award for the "2010 Most Improved Safety Record" by the Transit Mutual Insurance (TMI) Corporation of Wisconsin and notification of the receipt of a \$51,234 TMI dividend for

2010.

Fiscal Note: The TMI dividend adds \$51,234 to the 2011 BUS operating revenue account.

BUS drivers and staff to be presented the TMI award at the June 7, 2011 Racine Common Council meeting. Special recognition to be provided to the following drivers with the longest safe driving records: Kelly Burns (32 years), Jesse Mendoza (29 years), George Faulds (27 years), Bennie Lowrey (21 years) and Ira Henning (21 years).

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

Recommended For Approval

5. [11-6424](#)

Subject: Communication from the Transit and Parking System Manager requesting to approve a new methodology for counting and reporting BUS ridership.

Recommendation of the Transit and Parking Commission on 05-25-11: A revised methodology to more accurately report BUS ridership and revenue to be implemented in 2011 as the result of the installation of "swipe card" technology in system fareboxes. The Transit and Parking System Manager is directed to work with the Wisconsin Department of Transportation Bureau of Transit at implementing a more accurate ridership and revenue reporting procedure.

Fiscal Note: N/A

Farebox swipe card technology now reports actual 30-day pass and other electronic fare payment ridership as well as fare payment by tokens. Twice annual cash transaction classification by drivers will be used to document an "average cash fare" factor to determine ridership by non-electronic fare riders.

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

Recommended For Approval

6. [11-6422](#)

Subject: Communication from the Transit and Parking System Manager requesting to discuss establishing a policy regarding any limits on the number of buses to carry paid outside advertising.

Recommendation of the Transit and Parking Commission on 05-25-11: That a policy of accepting outside advertising on all but one of Belle Urban Transit (BUS) fixed route buses be adopted. The City of Racine will retain review authority over bus advertising content.

Fiscal Note: Outside bus advertising could generate up to \$61,200 of annual revenue for BUS operations at current rates.

After a lengthy discussion a policy of keeping a minimum of one of the recently acquired new buses free of outside advertising for photo and parade opportunities was adopted. Bus ads at current rates generate between \$1,500 and \$1,800 per year per vehicle.

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

Recommended For Approval

7. [11-6421](#)

Subject: Communication from the Transit and Parking System Manager requesting to discuss the Joint SE WI Transit Marketing Partnership program.

Recommendation of the Transit and Parking Commission on 05-25-11: The strong value of Racine BUS participation in the federally funded joint SE WI Marketing partnership program is recognized and the Transit and Parking System Manager is to continue active involvement in the program.

Fiscal Note: An estimated \$220,000 or more of marketing funds for the BUS are anticipated in 2011-2012. A 20% local share is required to be funded out of the adopted BUS operating budget for 2011 and will be proposed in the 2012 BUS budget.

Five SE WI transit systems have been awarded slightly over \$3 million of federal gasoline tax generated revenue to encourage awareness and increased utilization of their services. A regional component with TV and other media will comprise roughly a third of the funding with the remainder being made available to local systems. A research component aimed at identifying how best to encourage greater utilization of transit is also a component of the regional marketing program. Racine is a participant along with the City of Waukesha and the Counties of Milwaukee, Ozaukee and Washington. The City of Kenosha has apparently withdrawn from the program.

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

Recommended For Approval

8. [11-6426](#)

Subject: Communication from the Transit and Parking System Manager requesting authorization to apply for a Focus on Energy Grant for LED lighting at the Belle Urban Maintenance Facility (Grant Control No. 2011-016).

Recommendation of the Transit and Parking Commission on 05-25-11: Authorization to apply for a Focus on Energy Grant for LED lighting at the Belle Urban Maintenance Facility (Grant Control No. 2011-016) was granted.

Fiscal Note: Grant proceeds are estimated to be in the range of \$1,800. BUS Utility savings are still being estimated. The LED

lighting project is funded by an already approved 80% federal grant with the local share already approved in the Capital Improvements Program.

Motion made by DeHahn, seconded by Heckenlively to approve applying for the grant. Passed unanimously.

Recommended For Approval

Adjournment

The meeting adjourned at 5:47 P.M.

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.