



City of Racine

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

Meeting Minutes - Final Transit and Parking Commission

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

Wednesday, August 15, 2012

4:30 PM

City Hall, Room 301

Call To Order

The meeting was called to order at 4:32 P.M.

PRESENT: 4 - Deborah Ganaway, Raymond DeHahn, John Heckenlively and Mark Kowbel

EXCUSED: 1 - Kristin Niemiec

Also Present: Al Stanek, Willie McDonald, Kevin Weslaski, John Magee, Nancy Holmlund, Cara Spoto, Tom Karkow

Approval of Minutes for the July 18, 2012 Meeting

The minutes of the July 18, 2012 meeting were approved as printed. Passed unanimously.

Transit System Business

1. [12-8011](#) **Subject:** (Direct Referral) Communication from Kevin Weslaski (Image Management) requesting a one-year extension for placing exterior BUS ads.

Recommendation of the Transit and Parking Commission on 08-15-12: Grant a one-year extension (until 7/14) for the agency handling exterior bus advertising.

Fiscal Note: The current contract generates roughly \$45,000 per year for BUS operations.

The existing contract expires in July of 2013 and ads are sold on a 12-month basis with as much as a 60 to 90 day lead time to facilitate. It is in the City's best interests to competitively bid this contract every 3 to 5 years but it would not be fair to do so and potentially change advertising agencies with less than a year remaining on the contract.

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

Recommended For Approval

2. [12-8020](#) **Subject:** (Direct Referral) Communication from the Transit and Parking System Manager requesting the review and approval of revisions to BUS Route #27 effective September 4, 2012 to provide service to the new YMCA and improve connections between Racine, Mount Pleasant and Sturtevant.
- Recommendation of the Transit and Parking Commission on 08-15-12:** Authorize the extension of Route 27 which connects Mount Pleasant, Sturtevant and Racine to begin service to the new Mount Pleasant YMCA, Racine Correctional Facility in Sturtevant and Regency Mall in Racine with staff to report after 6 months on ridership, revenue and costs savings or additions.
- Fiscal Notes:** No additional costs to BUS operations as frequency of buses would be reduced from once per half hour to once per hour.
- A total of 5 routes will now have the ability to transfer passengers at Regency Mall, and the area that Route 27 covers will be extended to new areas requesting service.*
- Motion made by DeHahn, seconded by Kowbel to approve. Passed unanimously.*
- Recommended For Approval**
3. [12-8018](#) **Subject:** (Direct Referral) Communication from the Transit and Parking Transit System Manager requesting authorization for the Mayor and City Clerk to enter into a minimum two-year contract with Regency Mall for a raised platform BUS transfer area.
- Recommendation of the Transit and Parking Commission on 08-15-12:** Authorize the Mayor and City Clerk to enter into a license agreement/two-year lease with Regency Mall for a dedicated bus transfer area currently under construction in the Mall parking lot in return for eliminating bus travel through the heavily traveled portion of the lot and a minimal monthly payment for a minimum two-year period.
- Fiscal Note:** No impact to the City of Racine's BUS local share commitment.
- The \$750 monthly fee is eligible for 55% State and Federal funding and the remainder is expected to be saved in reduced bus mileage and increased ridership revenue.*
- Motion made by DeHahn, seconded by Heckenlively to approve. Passed unanimously.*
- Recommended For Approval**
4. [12-8019](#) **Subject:** (Direct Referral) Communication from the Transit and Parking System Manager requesting the review of proposals in response to a BUS RFP for implementation of real-time BUS

passenger information system customized for each bus stop as proposed in an approved Federal Transit Administration grant.

Recommendation of the Transit and Parking Commission on 08-15-12: Authorize the rejection of all proposals and the return of the unused Federal funding.

Fiscal Note: The estimated total expenditure of \$275,000 was 80% Federally funded. Upon completion of the other facets of the total grant activity the remaining 20% funded by the Capital Improvements Program will not be needed for this project.

This already approved grant was for real-time passenger information equipment and services. Four proposals were received and all exceeded the dedicated funding for the project and all required annual maintenance fees that could better be used to provide bus service.

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

Recommended For Approval

5. [12-8017](#)

Subject: (Direct Referral) Communication from the BUS General Manager submitting the July operations report and the first 6 months' 2012/2011/2010 comparison.

Recommendation of the Transit and Parking Commission on 08-15-12: Receive and file.

Fiscal Note: N/A

Ridership and revenue figures for the first six months of 2012 were compared to similar figures for 2011 and 2010. The 33% increase in fares in 2012 and 9.35% reduction in service hours have resulted in a 10.01% drop-off in ridership in 2012 compared to 2011. That 10% reduction is roughly equal to the 10.15% ridership gain last year over 2010. Revenue has increased and appears to be on target to meet projections.

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

Recommended to be Received and Filed

6. [12-8021](#)

Subject: (Direct Referral) Communication from the Transit and Parking System Manager giving an update on the start-up of UW Parkside service via WI Coach Lines Commuter Bus effective in September.

Recommendation of the Transit and Parking Commission on 08-15-12: Receive and file.

Fiscal Note: N/A

Service is scheduled to start September 1 and run during the full UW-Parkside semesters. Two trips each weekday morning and two trips each weekday afternoon/evening will connect Racine to Parkside. In addition, two trips on Sunday evenings will provide connections for returning dormitory residents. Students boarding in Racine with a transfer from the BUS will ride for free to Parkside.

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

Recommended to be Received and Filed

Parking System Business

7. [12-7925](#) **Subject:** (Direct Referral) Communication from the Transit and Parking Systems Manager providing options for 2013 parking rate and parking violation forfeiture adjustments to maintain Parking Utility financial self-sufficiency.

Recommendation of the Transit and Parking Commission on 07-18-12: Defer

Recommendation of the Transit and Parking Commission on 08-15-12: Defer

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

Deferred

8. [12-8022](#) **Subject:** (Direct Referral) Communication from the Transit and Parking System Manager requesting emergency approval to purchase a credit card capable Pay-In-Line parking control mechanism to replace the existing defective mechanism for the Gaslight Parking Ramp.

Recommendation of the Transit and Parking Commission on 08-15-12: Defer

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

Deferred

9. [12-8023](#) **Subject:** (Direct Referral) Communication from the Transit and Parking System Manager giving an update on the 2012 Parking Ramp Improvement Program including signage updates and equipment upgrades.

Recommendation of the Transit and Parking Commission on 08-15-12: Receive and file.

Fiscal Note: Savings from termination of existing contract as of current completion to be credited back to the financially independent Parking Utility.

Work on only 3 of the 4 contracted ramps has been completed within the allowed time period and the contractor has agreed to settle for payment only for work completed.

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

Recommended to be Received and Filed

10. [12-8035](#)

Subject: (Direct Referral) Communication from the Transit and Parking System Manager requesting that formal bidding procedures be waived and the Purchasing Agent be authorized and directed to proceed with obtaining replacement signs for the McMynn Parking Ramp from Michael's Signs (3914 S. Memorial Dr.). The replacement signs have been approved by the Downtown Design Review Committee.

Recommendation of the Transit and Parking Commission on 08-15-12: Waive formal bidding procedures and authorize the Purchasing agent to proceed with obtaining replacement signs for the McMynn Parking Ramp from Michael's Signs in the amount of \$8,625.00.

Fiscal Note: Funding is available in Account 106.992.5760, Parking Ramp Improvements.

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

Recommended For Approval

Adjournment

The meeting adjourned at 5:27 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.