



# 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*  
*Dustan Balkcom*

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Wednesday, February 20, 2013

4:30 PM

City Hall, Room 301

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### Call To Order

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

**PRESENT:** 4 - Raymond DeHahn, John Heckenlively, Mark Kowbel and Dustan Balkcom

**EXCUSED:** 1 - Deborah Ganaway

Also Present: Mark Yehlen, Al Stanek, John Magee, Rita Lewis, Mary Newbold,  
Dave Blank

### Approval of Minutes for the January 16, 2013 Meeting

*The minutes of the January 16, 2013 meeting were approved as printed. Passed unanimously.*

### Parking System Business

1. [13-8534](#) **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 4, 2013 for the Lakefront Artist Fair.

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

**02-20-13:** Approval of the rental of Lakefront Lot #5 on Saturday, May 4, 2013, for the Lakefront Artist Fair, subject to payment of lease costs of \$230.00 and a hold harmless agreement be executed and a \$62.50 processing fee be paid.

**Fiscal Note:** Parking Utility revenue credited with \$230.00.

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

**Recommended For Approval**

2. [13-8515](#) **Subject:** Communication from Real Racine on behalf of The Color Run requesting permission to use city right-of-way, Pershing Park, parking ramps and the Gateway parking lot for their event from

Thursday, May 23, 2013, to Saturday, May 25, 2013. (Res. No. 13-0035) **Dave Blank invited to the meeting.**

**Recommendation of the Public Works and Services Committee on 1-29-13:** That permission be granted to Real Racine to close the following streets and to utilize certain other City streets, as indicated, on their race map, for The Color - Run on Saturday, May 25, 2013:

Pershing Park Drive from 6th St to 11th Street  
11th Street from Main Street to Pershing Park Drive  
Main Street from 10th Street to 11th Street  
10th Street from Main Street to Lake Avenue  
Lake Avenue from 10th Street to State Street  
6th Street from Pershing Park Drive to Center Street  
7th Street from Lake Avenue to Center Street  
Main Street from 7th Street to Main Street Bridge  
Gaslight Drive from Lake Avenue to cul-de-sac  
2nd Street from Main Street to Wisconsin Avenue  
Wisconsin Avenue from 2nd Street to 3rd Street  
3rd Street from Wisconsin Avenue to Main Street

with the following stipulations:

- A. A hold harmless agreement be executed and a \$62.50 processing fee paid.
- B. Proof of liability insurance be filed prior to this event.
- C. Any overtime costs incurred by any City department be charged to the sponsor.
- D. The sponsor shall notify all abutting property owners seventy-two (72) hours in advance of this event.
- E. The sponsor shall pay a \$1,700.00 special event fee.
- F. Sponsor shall be responsible for submitting a Temporary Traffic Control Plan to the Engineering Department for approval; and providing and removing all temporary traffic control devices and detour signs.
- G. Sponsor shall provide a detour plan for the closure of all State Connecting Highways, arterial and collector streets to the City Engineer for approval.
- H. Sponsor shall pay \$750.00 for street sweeping.
- I. Sponsor shall pay \$6.25 per impacted parking meter.

Further recommends that the Commissioner of Public Works, City Engineer and Chief of Police provide limited assistance, in the interest of public safety, to implement this event.

**Fiscal Note:** There will be nominal costs to various City departments,

on a regular shift basis, to assist in implementing this event.

**Recommendation of the Board of Parks, Recreation & Cultural Services on 2/13/13:** To approve the communication from Real Racine on behalf of the Color Run requesting permission to use City right-of-ways, Pershing Park, boat launch parking lot, parking ramps, the Gateway parking lot and overnight security for their event from Thursday, May 23 to Saturday, May 25, 2013.

**Fiscal Note:** Park Rental Fee & Deposit

**Recommendation of the Transit and Parking Commission on 02-20-13:** Approval granted for free public utilization of downtown parking ramps and Lakefront Lot #5 along with bagging of 500 street meters for the Color Run on Saturday morning May 25, 2013 subject to a payment to the Parking Utility of \$4,776.84 to cover Parking Utility overtime costs, the loss of ramp, gate and meter revenue in addition to a hold harmless agreement to be executed and a \$62.50 processing fee be paid.

**Fiscal Note:** Parking Utility revenue credit in the amount of \$4,776.84.

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

**Recommended For Approval**

3. [12-8391](#) **Subject:** (Direct Referral) Communication from the Alderman of the 1st District requesting to speak on a parking problem in his district.

**Recommendation of the Transit and Parking Commission on 12-19-12:** Deferred

**Recommendation of the Transit and Parking Commission on 01-16-13:** Deferred

**Recommendation of the Transit and Parking Commission on 02-20-13:** Receive and File.

**Fiscal Note:** N/A

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

**Recommended to be Received and Filed**

### Transit System Business

4. [13-8554](#) **Subject:** (Direct Referral) Communication from Sherry

Trentadue-Forman (231 Wickham Blvd.) wishing to discuss additional bus stops at Menards, Wal-Mart and Goodwill.

**Recommendation of the Transit and Parking Commission on  
02-20-13: Defer**

*Staff is to investigate the willingness of the businesses, report back and generate a reply to the petitioner.*

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

**Deferred**

5. [13-8555](#)

**Subject:** (Direct Referral) Communication from Mary Newbold wishing to discuss reduced fare BUS policy.

**Recommendation of the Transit and Parking Commission on  
02-20-13: Defer**

*Staff is to investigate options, report back and generate a reply to the petitioner.*

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

**Deferred**

6. [13-8507](#)

**Subject:** (Direct Referral) Communication from the Transit and Parking System Manager authorizing distributing of a Request for Proposals (RFP) for BUS exterior bus advertising.

**Recommendation of the Transit and Parking Commission on  
01-16-13: Defer**

**Fiscal Note:** Exterior BUS advertising generated \$47,000 in revenue in 2012.

**Recommendation of the Transit and Parking Commission on  
02-20-13:** Approval of the issuance of a Request for Proposal (RFP) for BUS advertising services generating revenue for the Transit Utility.

**Fiscal Note:** Exterior BUS advertising generated roughly \$47,000 in 2012.

*Staff is directed to prepare and issue an RFP that includes the option of potential "shrink-wrapping" as many as 10 of the 2004 Gilligs. If the RFP process requires another temporary extension of the existing contract, staff should present that at the next meeting which is tentatively scheduled for Wednesday, March 27, 2013 as opposed to the regular meeting date of March 20, 2013, to allow staff time to gather responses from the route revision outreach meeting.*

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

**Recommended For Approval**

7. [13-8639](#) **Subject:** Communication from the Transit and Parking System Manager submitting a request to consider adjusting the rate charged for BUS tokens to \$1.50 to equal the rate per ride of the 10-ride pass.

**Recommendation of the Transit and Parking Commission on 02-20-13:** Approval to raise the price of BUS tokens from \$1.00 to \$1.50.

**Fiscal Note:** Estimated to increase Transit Utility annual revenue by roughly \$40,000.

*Tokens are not a part of the published transit fare schedule and are provided as a convenience to several local institutions. As such, the Commission and Common Council's approval of the price adjustment is not deemed as subject to general public input requirements.*

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

**Recommended For Approval**

8. [13-8638](#) **Subject:** Communication from the Transit and Parking System Manager submitting a request to consider BUS operational issues and reports including: 2012 Annual Report, 2013 Goals, SE WI Regional Plan Commission 2013-2017 Transit Development Plan Public Outreach on March 6, 2013, and January 2013 monthly BUS General Manager's Report.

**Recommendation of the Transit and Parking Commission on 02-20-13:** Receive and file.

**Fiscal Note:** N/A

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

**Recommended to be Received and Filed**

9. [13-8641](#) **Subject:** Communication from the Transit and Parking System Manager requesting the Common Council to authorize the Mayor and City Clerk to enter into a contract with Racine County regarding distribution of State transit operating funds for 2013.

**Recommendation of the Transit and Parking Commission on 02-20-13:** The Mayor and City Clerk be authorized and directed to enter into a contract with Racine County regarding distribution of Wisconsin transit operating funds for 2013.

**Fiscal Note:** Estimated Transit Utility revenue of \$20,000.

**Recommended For Approval**

## **Adjournment**

*The meeting adjourned at 5:46 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.**