



## City of Racine, Wisconsin

# AGENDA BRIEFING MEMORADUM

**AGENDA DATE:** 2/28/2022

**SUBJECT:** Communication sponsored by Alder Jones, on behalf of the Transit Manager requesting authorization for the Mayor and City Clerk to enter into an agreement with Wisconsin Coach Lines for commuter bus purchased transportation.

**PREPARED BY:** Transit Manager

### **EXECUTIVE SUMMARY:**

The City of Racine partners with Wisconsin Coach Lines/Coach USA to offer commuter bus connections to Milwaukee and Chicago, with Milwaukee Intermodal Station to the North and the Kenosha Metra Train Station to the south. While a service like this has been in place for approximately 60 years, in 2017 Coach USA launched an updated schedule connecting bus riders to the Metra Station in Kenosha with their new Kenosha-Racine-Milwaukee bus line. This service is operated by Wisconsin Coach Lines/Coach USA and operates every day of the year including weekends and holidays. This service of the Racine Transit System supports prominently transit-dependent riders connecting them to centers of employment, education and care.

This service connects via transit the destinations of Downtown Milwaukee, General Mitchel International Airport, Racine, Carthage College, Kenosha, and the Metra Train Station.

RYDE Racine honors Wisconsin Coach Lines transfer slips with no additional charge for regular fare. Wisconsin Coach Lines honors Racine City Transit transfer slips as a \$1.00 discount off WCL regular fare.

### **Service Characteristics:**

- 7 northbound & southbound trips weekdays; 6 on Saturdays; 4 on Sundays/Holidays.
- One-way fares \$2.50/\$3.50/\$4.50. 10 ride discount ticket books available.
- 2019 annual ridership was 49,680.
- 2020 annual ridership was 30,012 with a severe drop off at the end of March, 2020 due to COVID-19.
- 2021 annual ridership was 26,795 with riders slowly increasing in the last several months of the year.

### **Contract Background:**

- Typically, the service is bid out every 3 to 5 years. The past contract with the City of Racine was 3 years, with an option to extend for 2 additional years. Annual rate increases are based on the Consumer Price Index (CPI).
- The present contract completes its' 5<sup>th</sup> year on 6/30/22.

**BUDGETARY IMPACT:** Contact amount provided by State and Federal operating grants with no local share.

**RECOMMENDED ACTION:** To authorize the Mayor and City Clerk to enter into an agreement with Wisconsin Coach Lines for commuter bus purchased transportation.