



City of Racine

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

Meeting Minutes - Final Transit and Parking Commission

Wednesday, November 19, 2014

4:30 PM

City Hall, Room 106

Call To Order

The meeting was called to order at 4:33 P.M.

Also Present: Al Stanek, Willie McDonald, John Magee, Tom Karkow, Lori Jaime, Erick Eloë, Matt Whitten, Jeremy Weisling

Approval of Minutes for the October 22, 2014 Meeting

The minutes for the October 22, 2014 meeting were approved as printed. Passed unanimously.

Parking System Business

1. [14-10760](#) **Subject:** (Direct Referral) Communication from the Transit and Parking System Manager requesting the review of a presentation by ABM Parking Services, Inc., outlining planned parking technology improvements in 2015 and their contract for cash management, operations, equipment maintenance and marketing of the Gaslight, Shoop, Lake Avenue and Civic Centre ramps and Lakefront Lot No. 5.

Recommendation of the Transit and Parking Commission on November 19, 2014: Receive and file.

Fiscal Note: N/A

ABM hopes to have new equipment installed as early as mid-December.

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

Recommended to be Received and Filed

Transit System Business

2. [14-10622](#) **Subject:** Communication from the Alderman of the 2nd District requesting referral to the Transit and Parking Commission a request for the removal of the bus stop near the corner of Wisconsin Avenue and DeKoven Avenue.

Recommendation of the Transit and Parking Commission on October 22, 2014: Defer

Recommendation of the Transit and Parking Commission on November 19, 2014: Receive and file.

Fiscal Note: N/A

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

Recommended to be Received and Filed

3. [14-10676](#)

Subject: Communication from the Transit and Parking System Manager requesting the review of BUS Shrink Wrap program rates and authorization to extend the existing contract with Image Management for services in recruiting, designing and coordinating exterior BUS advertising.

Recommendation of the Transit and Parking Commission on October 22, 2014: Defer

Recommendation of the Transit and Parking Commission on November 19, 2014: Approval of the BUS Shrink Wrap program rates and contract extension with Image Management for services in recruiting, designing and coordinating exterior BUS advertising.

Fiscal Note: Expected to generate \$75,000 of revenue for Transit in 2015.

Image Management contract extended through April 2016.

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

Recommended For Approval

4. [14-10761](#)

Subject: (Direct Referral) Communication from the BUS General Manager submitting for review the October 2014 BUS Operations Report.

Recommendation of the Transit and Parking Commission on November 19, 2014: Receive and file.

Fiscal Note: N/A

Ridership and revenue continue the trend of steady ridership increases with an 11% ridership increase over last October and a 9.6% increase in revenue.

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

Recommended to be Received and Filed

Adjournment

The meeting was adjourned at 5:15 P.M.

If you are disabled and have accessibility needs or need information interpreted for you, please contact the Department of Public Works, (262) 636-9122, at least 48 hours prior to this meeting.