



City of Racine

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

Meeting Minutes - Final Transit and Parking Commission

Wednesday, February 19, 2014

4:30 PM

City Hall, Room 106

Call To Order

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

Present: Ray DeHahn, John Heckenlively, Mark Kowbel, Dustin Balkcom, Debby Ganaway

Also Present: Mark Yehlen, Al Stanek, Willie McDonald, John Magee and Tom Karkow

Approval of Minutes for the January 15, 2014 Meeting

The minutes of the January 15, 2014 meeting were approved as printed. Passed unanimously.

Parking System Business

1. [14-9807](#) **Subject:** Communication from Real Racine requesting entering into an agreement paying for Downtown parking activities associated with the 2014 Color Run.

Recommendation of the Transit and Parking Commission on 02-19-14: 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 24, 2014, subject to a payment to the Parking Utility of \$4,800 to cover Parking Utility overtime costs, the loss of ramp, gate and meter revenue in addition to other City requirements. Color Run staff are to remove all meter bags after the event.

Fiscal Note: Parking Utility revenue credit in the amount of \$4,800.

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

Recommended For Approval

Transit System Business

2. [14-9818](#) **Subject:** Communication from the Transit and Parking System Manager submitting for review a proposal from Corporate Images to

conduct a joint marketing campaign.

Recommendation of the Transit and Parking Commission on 02-19-14: Approval of joint marketing campaign with Corporate Images providing a minimum of 100,000 restaurant placemat images.

Fiscal Note: The \$27,000 cost is budgeted for in the 2014 BUS Advertising account and will be offset by \$11,700 of BUS passes that Corporate Images will distribute to restaurants as an added incentive.

The arrangement is for a two year minimum period with a minimum participation of 20 restaurants per month. If the number of participating restaurants exceeds 20, an additional advertising charge of \$150 per month will be charged and Corporate Images will purchase an additional \$65 monthly pass for each restaurant over 20 per month.

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

Recommended For Approval

3. [14-9808](#)

Subject: Communication from the Transit and Parking System Manager submitting for review the 2013 Transit and Parking Annual Report.

Recommendation of the Transit and Parking Commission on 02-19-14: 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

4. [14-9806](#)

Subject: Communication from the BUS manager submitting for review the 2013 Annual BUS operations report and the January 2014 Report.

Recommendation of the Transit and Parking Commission on 02-19-14: Received 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

5. [14-9809](#)

Subject: Communication from the Transit and Parking System Manager submitting for review and approval the proposed methodology for assessing the "local share" costs of 2014 and future year DART rides that originate or end outside of the city and have not been previously accounted for in agreements with partner communities.

Recommendation of the Transit and Parking Commission on

02-19-14: Approve the proposed methodology for assessing the "local share" costs of 2014 and future year DART rides that originate or end outside of the city and have not been previously accounted for in agreements with partner communities.

Fiscal Note: Annual revenue is estimated to be between \$20,000 and \$30,000.

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

Recommended For Approval

6. [14-9810](#)

Subject: Communication from the Transit and Parking System Manager requesting the Transit and Parking Commission and Racine Common Council adopt a resolution adopting the Racine Transit Development Plan and Racine County Public Transit Plan 2013-2017.

Recommendation of the Transit and Parking Commission on

02-19-14: Approve the Transit and Parking Commission and Racine Common Council to adopt a resolution adopting the Racine Transit Development Plan and Racine County Public Transit Plan 2013-2017.

Fiscal Note: N/A

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

Recommended For Approval

7. [14-9812](#)

Subject: Communication from the Transit and Parking Systems Manager submitting for review the findings of the 2013 Federal Transit Administration Triennial Review and plans to resolve issues raised by no later than May 16, 2014.

Recommendation of the Transit and Parking Commission on

02-19-14: 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

8. [14-9701](#)

Subject: (Direct Referral) Communication from Assistant Fire Chief John Dahms, Kansasville Fire & Rescue Department, requesting the use of City buses to shelter citizens and responders at emergency scenes in the Town of Dover.

**Recommendation of the Transit and Parking Commission on
01-15-14: Defer**

**Recommendation of the Transit and Parking Commission on
02-19-14: Defer**

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

Deferred

9. [14-9830](#)

Subject: Communication from the Transit and Parking System Manager requesting the Common Council to direct and authorize the Mayor and City Clerk to enter into a contract with Racine County regarding distribution of Wisconsin Department of Transportation operating funds for 2014.

**Recommendation of the Transit and Parking Commission on
02-19-14: Approve**

Fiscal Note: Actual amount to be determined at the end of 2014.

Motion made by DeHahn, seconded by Kowbel to approve. 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, 636-9191, at least 48 hours prior to this meeting.