



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*

Wednesday, May 22, 2013

4:30 PM

City Hall, Room 301

Call To Order

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

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

EXCUSED: 1 - Deborah Ganaway

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

Approval of Minutes for the April 24, 2013 Meeting

The minutes of the April 24, 2013 meeting were approved as printed. Passed unanimously.

Transit System Business

1. [13-8981](#) **Subject:** Communication from the Transit and Parking System Manager submitting a report on the sale of surplus buses.

Recommendation of the Transit and Parking Commission on 05-22-13: 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

2. [13-8982](#) **Subject:** Communication from the Transit and Parking System Manager requesting authorization to enter into a cooperative arrangement with Modine Manufacturing including their joint sponsorship of the BUS entry into the 4th of July parade.

Recommendation of the Transit and Parking Commission on 05-22-13: Approve

Fiscal Note: N/A

Banners pointing to the fact that Racine's new buses will use less fuel because of a product designed by Modine Manufacturing engineers here in Racine.

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

Recommended For Approval

3. [13-8977](#) **Subject:** Communication from the Transit and Parking System Manager requesting authorization to enter into an expanded contract for sponsorship of free holiday shopping season rides in 2013 for both Saturdays and Sundays between Thanksgiving and Christmas.

Recommendation of the Transit and Parking Commission on 05-22-13: Approve**Fiscal Note:** \$40,000 of revenue for BUS operations.

The approved contract calls for an expanded program to include free rides on all Belle Urban buses on each of the Saturdays and Sundays between Thanksgiving and Christmas to encourage shopping locally. The BUS will be paid \$40,000 to compensate for revenue that would normally accrue on those days as well as any added costs because of the promotion.

Motion made by Heckenlively, seconded by Kowbel to approve entering into the contractual relationship. Passed unanimously.

Recommended For Approval

4. [13-8979](#) **Subject:** Communication from the Transit and Parking System Manager submitting a proposal to forego major BUS route revision implementation until 2014 and to establish a policy of not making major route changes and/or schedule changes in the winter months.

Recommendation of the Transit and Parking Commission on 05-22-13: Approve**Fiscal Note:** N/A

BUS route and schedule changes are difficult on bus riders when implemented in winter months. Efforts on a major effort to realign basic BUS routes by September 1, 2013 cannot be completed in time for a non-winter implementation and are now targeted for June of 2014.

Motion made by Kowbel, seconded by Heckenlively to approve establishing a policy of not making significant route or schedule changes in winter months. Passed unanimously.

Recommended For Approval

5. [13-8978](#) **Subject:** Communication from the Transit and Parking System

Manager submitting for review the first four months of 2013 BUS Ridership and Revenue and discussion of the impact of W-2 program management changes.

Recommendation of the Transit and Parking Commission on 05-22-13: Receive and file.

Fiscal Note: No estimate at this time.

The Commission reviewed ridership and revenue data for the first four months of the year and heard a report that Racine County is no longer administering the W-2 Program (Welfare to Work) and a for-profit firm has taken over the program. It appears that the new firm will not be providing funding for transportation services to job seekers as the County has done in the past. This could have an impact on BUS ridership.

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

Recommended to be Received and Filed

6. [13-8980](#)

Subject: Communication from the Transit and Parking System Manager requesting authorization from the Common Council to implement BUS schedule changes effective September 1 and to hold required public input sessions. Schedule changes would include eliminating some morning and late afternoon routes and realigning all mid-day routes so that all routes are scheduled at the Transfer Center at ten minutes after the hour.

Recommendation of the Transit and Parking Commission on 05-22-13: Approve making scheduled time only adjustments (no route revisions at this time) to the existing BUS schedule effective September 1, 2013 and authorizing the scheduling of public input sessions on the subject as required.

Fiscal Note: An estimated total reduction in annualized BUS operating costs of \$60,000 to \$90,000.

As noted in agenda item #4 above, major route changes that have been under review for over two years will not be able to be implemented in time for the targeted implementation before cold weather sets in. Instead, staff is recommending making some schedule-time only changes that will allow for all routes to meet at the Transit Center each hour at ten minutes after the hour and eliminating some lesser used late morning and late afternoon schedule trips.

Motion made by Heckenlively, seconded by Kowbel to approve the schedule-time changes and approve scheduling of public input sessions on the changes. Passed unanimously.

Recommended For Approval

Parking System Business

Adjournment

The meeting adjourned at 5:39 P.M.

If you are disabled and have accessibility needs or need information interpreted for you, please contact Engineering, 636-9166, at least 48 hours prior to this meeting.