



City of Racine

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

Meeting Minutes - Final Transit and Parking Commission

Wednesday, October 22, 2014

4:30 PM

City Hall, Room 303

Call To Order

The meeting was called to order at 4:30 P.M.

Present: Ray DeHahn, John Heckenlively, Mark Kowbel, Dustan Balkcom
Excused: Deborah Ganaway

Also Present: Al Stanek, Tom Eeg, Willie McDonald, John Magee, Tom Karkow

Approval of Minutes for the September 10, 2014 Meeting

The minutes of the September 10, 2014 meeting were approved as printed. Passed unanimously.

Parking System Business

1. [14-10673](#) **Subject:** Communication from the Transit and Parking System Manager requesting the review of the 2015 Parking Utility Budget.

Recommendation of the Transit and Parking Commission on 10-22-14: That the Common Council approve as submitted.

Fiscal Note: No impact on tax levy.

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

Recommended For Approval

Transit System Business

1. [14-10674](#) **Subject:** Communication from the Transit and Parking System Manager requesting the review of the 2015 Transit Utility Budget.

Recommendation of the Transit and Parking Commission on 10-22-14: That the Common Council approve as submitted.

Fiscal Note: 2015 City contribution of \$1.2 million.

No service cuts, but elimination of 2 maintenance positions and reduction in supervisory and clerical staff hours.

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

Recommended For Approval

2. [14-10675](#)

Subject: Communication from the Transit and Parking System Manager requesting a discussion of the notice of non-award for an FTA "Ladders of Opportunity" grant to purchase replacement paratransit small buses and request for Common Council authorization to apply for an FTA Section 5339 grant for the same purpose as an alternative.

Recommendation of the Transit and Parking Commission on

10-22-14: That the Parking and Transit System Manager be authorized to move the previously approved funding to replace DART (Dial-A-Ride) small buses that have reached the end of their service life to apply for an FTA Section 5339 Capital grant.

Fiscal Note: Local share (20%) funding has been approved in a previous year CIP and the amount should be sufficient because of the elimination of the more expensive CNG option.

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

Recommended For Approval

3. [14-10653](#)

Subject: (Direct Referral) Communication from the Purchasing Agent submitting bid results on Official Notice No. 6, BUS Marketing Services.

Recommendation of the Transit and Parking Commission on

10-22-14: That the Mayor and City Clerk be authorized and directed to enter into a three-year contract with two single-year optional extensions with Two-Story Creative Services for the provision of marketing and advertising services for the BUS.

Fiscal Note: Funding is included in the BUS budget.

The agency will be paid based on work performed. Much of the budgeted marketing funds will be for actual media purchases and is partially funded by an 80% Congestion Mitigation Air Quality (CMAQ) Federal grant.

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

Recommended For Approval

4. [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
10-22-14: Defer**

Concept of extension of Image Management contract to act as sales action is endorsed with a final recommendation on the rates to be charged to be deferred until the next meeting.

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

Deferred

5. [14-10677](#)

Subject: Communication from the Transit and Parking System Manager recommending to renew Wisconsin Coach Lines contract operation of "Racine Commuter" services for 2015 as specified in the original contract signed April 1, 2012.

**Recommendation of the Transit and Parking Commission on
10-22-14:** To authorize a one-year extension of the WI Coach Lines contract for pass-through funding of the Racine Commuter Bus service effective May 2015 to May 2016.

Fiscal Note: No City funds involved.

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

Recommended For Approval

6. [14-10678](#)

Subject: Communication from the BUS General Manager requesting the review of the first three quarters of 2014 BUS and DART operating reports.

**Recommendation of the Transit and Parking Commission on
10-22-14:** Receive and file.

Fiscal Note: N/A

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

Recommended to be Received and Filed

7. [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
10-22-14:** Defer

Motion made by Heckenlively, seconded by Kowbel to defer until the Alderman can provide additional background information to the Commission. Passed unanimously.

Deferred

Adjournment

The meeting adjourned at 5:24 P.M.

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