



# City of Milwaukee

200 E. Wells Street  
Milwaukee, Wisconsin  
53202

## Meeting Minutes PUBLIC TRANSPORTATION REVIEW BOARD

*ALD. ROBERT BAUMAN, CHAIR  
ELIZABETH NICOLS, VICE-CHAIR*

*John Doherty, David Jasenski, Sandra Kellner, Don Natzke,  
Abdulkadir Omar, Jeffrey Polenske, Terry Radtke and Mariano  
Schifalacqua*

*Staff Assistant: Joanna Polanco, 286-2366, Fax: 286-3456,  
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Legislative Liaison: Richard Withers, 286-8532,  
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Friday, June 8, 2012

9:00 AM

Room 301-B, City Hall

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Meeting called to order 9:11 A.M.

**1. Roll call and approval of previous meeting minutes.**

**Present:** 8 - Schifalacqua, Polenske, Nicols, Doherty, jasenski, Radtke, Natzke, Kellner

**Absent:** 1 - Omar

Ms. Nicols moved approval of the minutes of May 11, 2012, seconded by Mr. Doherty.  
There were no objections.

**2. Communication from Milwaukee Downtown Business Improvement District, Yellow Cab Co-Op, Shuttle Services, Milwaukee County Transit System, Milwaukee County Office for Persons with Disabilities, Department of Public Works-Infrastructure, Transit Express, Legislative Reference Bureau and Clear Channel Outdoor related to Public Transportation.**

*Individuals present:*

*Mr. Richard Withers - LRB*

*Mr. Bruce A. Keyes - Folley & Lardner LLP*

*Mr. Barry Mainwood - nonprofit "Midwest Bike Share, Inc."*

*Presentation of the nonprofit Bike Share program*

*Mr. Bruce Keyes and Barry Mainwood brought to the board the non profit Bike Share Inc., model. The Midwest Bike Share Inc., is an outgrowth of an ad hoc group that Mr. Keyes and Mr. Mainwood were involved in called Milwaukee Business by Bike which focused on the business sector to get involved in bike advocacy and improving the bike system.*

*The organization will be involved with operating the system, including not only the day to day operation but helping promote it and keeping it vibrant. There would also be*

*opportunities for advertisement on the bikes and kiosks. MBS will also be in charge of repairing and maintaining all the bikes and kiosks as well as the very important task of redistributing the bikes every day so all the kiosks will have bikes available. Someone will also be on staff to provide customer service. This system is credit card based. Short term bike rental is available at a network or unattended location to be used from point A to point B, each location separated by about four blocks.*

*The model is for the system to function from March to December. Concentration will be more in downtown area, Bay View is a possibility. The goal is to install 25 kiosks, 10 bikes on each kiosk location, for a total of 250 bikes.*

*Ald. Bauman asked the kiosk requires by way of infrastructure?*

*Mr. Keyes said that the system does require a minimum electrical source, it could be a solar stand alone power source, about \$1000/yr in term of expense or the optimal choice would be connecting to an existing power source. Cell phone technology connection is required.*

*In order for the City of Milwaukee to be a participant of the program requires a 5 year contract, \$15,000/yr. per station based on a 10 bike kiosk The firm needs commitments in hand by August/September with orders placed by December for a roll-out in March 2013*

*It requires a system wide sponsorship where the sponsor will have a kiosk at their location.*

*There is an on-going capital requirement for the replacement of the bikes.*

*Mr. Schifalacqua asked what type of business model they are proposing*

*Mr. Keyes said that they formed a non stock corporation and have applied for 501(c)3 status*

*Mr. Keyes asked how can the program increase participation of more business.*

*Ald. Bauman suggested to Mr. Keyes and Mr. Mainwood to contact the different Business Improvement Districts (BIDs) to create exclusivity for the operation and sponsorship of the program.*

*Mr. Withers prepared a memorandum relating to termination of Clear Channel Bus Shelter installations. The PTRB asked for information about the manner in which the City may terminate its relationship involving the Milwaukee County Transit system (MCTS) and Clear Channel in the provision of advertising for bus shelters within the city. The initial resolutions involved agreements with MCTS on the placement of advertising in bus shelters. The seven-year term of these agreements ends on September 30, 2013.*

*The agreement requires Clear Channel to maintain a minimum of 125 fully-operational shelters. Upon initial review, the City Attorney's Office suggests that breach of the agreement by Clear Channel, if shown, may allow termination of by Milwaukee Transit Service prior to September 2013. A separate approach, involving failure of Milwaukee County to comply with the resolution and agreements between the County and the City, may provide the City with grounds to rescind the relationship which allows for placement of shelters with advertising and to return to the 1977 status which prohibited*

*advertising on shelters placed by the County. If this latter course is pursued, it is recommended that a formal opinion request be made of the City Attorney's Office.*

*Another update was offered regarding taxi parking at Miller Park. Mr. Withers checked with officials at the guest services at various locations; when asked where to get a taxi especially when the downtown pubs are sending their buses/vans out to the ball park, the taxis are moved further away from the home plate to the public bus turnaround area (Mr. Withers provided members with a map to reflect distances). Taxis share the same location for loading/unloading as buses do.*

*Regarding the "Taxi of Tomorrow", the City Comptroller in New York City announced last month that he would refuse signing any of the contracts. The Mayor has threatened to sue the City Comptroller.*

*Assistant City Attorney Stephens said that local taxi litigation is scheduled for October to submit a motion to dismiss.*

*Regarding the valet ordinance, the City Attorney's Office has some concern with the approach proposed that once the zones for valet parking are declared "No Parking" at various time (Thursday, Friday and Saturday nights) that if we decide to make it exclusive use for valet services, it could be a problem and it may have to be treated as a "loading zone" where there is no parking, standing or stopping, but there is loading and unloading. This might not be a problem. This will be presented to the businesses and see what their reaction is to the proposal to declared after 9:00 P.M. "No Parking" where patrons can currently park.*

*Ald. Bauman asked for a file to be introduce before Public Works Committee which amend city ordinances to prohibit advetising on bus shelter.*

**Meeting adjourned at 10:38 A.M.**

**Joanna Polanco**

**Staff Assistant**