



# City of Milwaukee

200 E. Wells Street  
Milwaukee, Wisconsin  
53202

## Meeting Minutes Public Transportation Review Brd

**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, December 9, 2011

9:00 AM

Room 301-B, City Hall

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**Meeting call to order at 9:05 A.M.**

**Present** 10 - Schifalacqua, Polenske, Bauman, Nicols, Omar, Doherty, jasenski, Radtke, Natzke and Kellner

**Jeff Mantes - ALTERNATE for Schifalacqua.**

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

*Motion by Ms. Nicols, seconded by Mr. Polenske, to approve minutes of the November 11, 2011 meeting. There were no objections*

**2. Discussion of Milwaukee County Transit System and Taxicabs services to festivals at Henry W. Maier Festival grounds.**

*Individuals present:*

*Frank Nocotera - Chief Administrator Officer - Milwaukee World Festival Inc.*

*Mike Demarco - Director of Security - Milwaukee World Festival Inc.*

*William Wesley - Assistant Security Director - Milwaukee World Festival Inc.*

*Ald. Bauman introduced representatives of Milwaukee Festivals Inc., the purpose of the meeting is to discuss any changes desired by Summerfest -- as opposed to the ethnic festivals -- regarding taxicab and bus-related issues. It is understood that the Milwaukee County Transit System (MCTS) budget does contemplate continuing services the same as in the past years for the festivals, but some issues have been raised regarding taxicabs and their abilities to get in and out of the grounds and where they are allowed to drop off and pick up.*

*Mr. Frank Nicotera, Chief Administrative Officer from Milwaukee Festival Inc., introduced Mr. Mike Demarco, Director of Security and Mr. William Wesley, Assistant Security Director; these are the individuals in charge of all access to the festival grounds, including parking lots, mass transit and taxi services. Milwaukee World Festival Inc. did learn informally, that the levels of bus service should continue as it*

was this past year (2011), servicing 265,000 visitors.

*Ald. Bauman asked how the service can be a stand-alone economic enterprise for MCTS, as they are not in the position where their allocated cost is fully covered by the revenue generated. There are revenue constraints as to what fare can be charged. How can the model be adjusted, for example by a contract service with World Festival Inc.?*

*Ms. Kellner said that based on the system they have in operation now, MCTS breaks even, in terms of the fare being charged and the costs that are required to operate the service. In terms of their current strategy, Ms. Kellner said that it is working for MCTS; they work closely with Summerfest to ensure people are transported safely and efficiently. MCTS could try a marketing effort to improve usage and revenue.*

*Ald. Bauman said that the goal was to take the service cut off the budget table. In other words by setting it as a contract service, then, in theory, it would not be a budget issue for the county.*

*Ms. Kellner said MCTS' need to have Summerfest services out of the budget cut proposal was a direct result of the fact that MCTS would have been faced with losing too much regular service with resulting layoffs and it would not have been able to have either staff or buses to maintain regular local services and meet the demands that they have met for the duration of the 11 days of Summerfest.*

*Mr. Nicotera said that for the last six years they have maintained a good relationship with MCTS. He said that they are willing to discuss any options to enhance or change the services. If there is a possibility to increase mass transit, World Festival Inc., would like to do that.*

*Ald. Bauman asked Mr. Nicotera if World Festival Inc. has considered buying a service package at a fixed price where they control the marketing, pricing and promotion.*

*Mr. Nicotera responded that this is a discussion for higher decision making officials.*

*Mr. Doherty asked, out of the total resources used for that service, how much is federal and state. What percentage of these sources is intended for this service?*

*Ms. Kellner said that she did not have a breakdown of those numbers with her; she can make those available to Mr. Doherty after the meeting.*

*Ald. Bauman asked if there is a limitation on what fare can be charged.*

*Ms. Kellner said, according to the Federal Transit Administration (FTA) Charter regulation, fare can not be any greater than the MCTS premium fare of \$3.25 or \$6.50 round-trip.*

*Mr. Omar asked given that taxis are a door-to-door service, how can they service customers closer to the festival grounds?*

*Mr. Mike Demarco said that there are three locations for taxicab pick up/drop-off: Michigan and Harbor, Chicago and Jackson and by the south gate, Jackson and Polk St. Mr. Nicotera said that there is no pick-up or drop-off at the front gate because the area is maintained cleared for pedestrians and mass transit. Harbor Drive is main*

access for the buses. There are approximately 1,000 busses a day going north on Harbor Drive, any additional traffic coming south on Harbor would be dangerous, said Mr. Demarco.

Ald. Bauman asked if there is a reason taxicabs cannot use the bus routes?

Mr. Nicotera said that the south gate may be an option for taxicab use they can discuss with Mr. Omar or any taxicab company representative.

Ald. Bauman asked how many buses and drivers are used in a typical day. Ms. Kellner said that about 100 buses are used.

### 3. Discussion on Clear Channel bus shelters.

Individual present:

Richard Withers - Legislative Reference Bureau

Mark Rausch - Real Estate Public Affaris Manager - Clear Channel

Mr. Rich Withers, Legislative Reference Bureau reviewed memo prepared in August 2011 for this board, underscored a couple elements as background:

Mr. Polenske said that part of the illumination issue had more to do with the advertisement than it really did for the public usage of those shelters, based on how resolution was written.

Mr. Withers agreed with Mr. Polenske's statement and added that there was an analysis of the amount of revenue that the county will be receive from advertisement, it was suggested by the county that shelters be lit.

Ald. Bauman asked Ms. Kellner how much revenue the county is receiving from advertisement on shelters? There is an arrangement handled through the MCTS that Ms. Kellner can provide board for a latter meeting.

Mr. Polenske said that there is no cost to the county for those shelters.

Mr. Withers said the only information about revenue was in the first year they were proposed and it estimated \$25,000.00 in total revenue.

Mr. Rausch, Real Estate Public Affairs Manager - Clear Channel, did not have a current figure. There is a seven-year contract between MCTS. Clear Channel and the City Engineer. These had a very good meeting a couple of weeks ago to discuss the illumination issue on the advertisement panels. Shelter illumination has been discontinued because of problems Clear Channel Outdoors had in receiving energy in a consistent manner. Clear Channel would like to have consistent electrical services in order for the all shelters to be illuminated.

Mr. Polenske asked that Clear Channel bring its challenges to the next meeting with DPW.

Ald. Bauman asked to continue discussion on the revenue from the advertisements on bus shelters.

Mr. Natzke asked Ms. Kellner if MCTS has any other way customers can access their information.

*Ms. Kellner said that MCTS is working with a marketing initiative called QR Code that allows customers to access MCTS information.*

*Ald. Bauman asked if the system wide maps are too big or there is no room for them. These shelters should display enough information for the general public to be able to know how to move in the city.*

*Based on a map Ms. Kellner showed members, the system wide maps are generally 11 by 17 inches. Mr. Jasenski said that there are at least 3 spots on the shelters that fit 3 maps of 11 by 17 inch.*

*Mr. Polenske said that there is a lot of discussion taking place as to what DPW can do in terms of different projects; DPW has made a commitment to consider how it can cooperate better with transit. There is a pedestrian plan before the Common Council to better serve transit users.*

*Ms. Nichols mentioned that she has been contacted by a company doing interactive outdoor signs. Mr. Polenske has not been contacted yet, he said.*

#### **4. Discussion of draft legislation regulating Valet services.**

*Individual present:*

*Richard Withers - Legislative Reference Bureau*

*Mr. Withers reviewed the ordinance that had been proposed but not adopted by the city.*

*It did not appear to Mr. Withers that many cities that have this ordinance have provisions that required that someone who obtains a license for valet services or permit for placement indemnifies the city for any liabilities that may occur.*

*Ald. Bauman said that all the rules and regulations listed on page seven of the discussion draft; need to be cut down substantially.*

*Ms. Nichols said that is good to have a guide that speaks to best practices that can be used as reference. She also said that one of the recommendations the Responsible Hospitality Institute gave to the Captain Basting to bring a couple of the valet companies to have a conversation before a public hearing is held and before any regulations are made final or implemented.*

*Mr. Withers said that there is a trend in licensing revision in the last few years to simply focus on the plan of operation and then it can be adjusted depending on the circumstances.*

*Ald. Bauman said that maybe a better way to approach this topic may be to implement a plan of operation requirement.*

*Mr. Withers explained that the permit for valet parking in a particular area is the establishment permit, so they can have one or more valet services serve that particular area. Letting people off and picking them up would still be an issue that we may not be able to prohibit. The City cannot prohibit any kind of standing or stopping and parking other than loading and unloading. It could make a case, after discussing with the City Attorney's office that would permit the exclusive use by a particular service. This would*

*need to be justified with findings of fact that points out the value of limiting traffic or confusion, as well as seeking police background information.*

*Ms. Nichols is not certain how the process would work from the business perspective and she does not want to over-regulate. She wants people to be entrepreneurial and make it accessible to get downtown. Ms. Nichols is happy to be part of a meeting for this discussion.*

*Ald. Bauman asked to bring some of the valet service providers for the February 2012 meeting, if possible.*

## **5. Appearance by the Bicycle & Pedestrian Task Force.**

*Individual present:*

*Keith Holt - Bicycle & Pedestrian Task Force - Chair*

*Mr. Keith Holt - 2015 N 51st Street, said the Bicycle and Pedestrian Task Force has been in existence since May of 1993; its scope mission is to recommend policy makers on bicycle and pedestrians issues, these include ADA Accommodations, but have not yet been added to the by-laws. The task force has 2 -3 members who are continuously in conversation with the Mayor's office and DPW regarding ADA accommodations. The task force takes pride on its involvement with the updating of the bicycle plan. The focus of the task force for the next year will be on pedestrian issues. The main challenge its faces right now is hiring a bike path coordinator.*

*Mr. Polenske said that the bicycle pedestrian task force has been a great asset to DPW. The bike plan was adopted by the council this past summer. There is a number of grant funded projects that will be moving forward that were guided by the vacant bicycle pedestrian position as well as the bike task force. Sixty to seventy new miles of bike lanes will be striped this coming year in addition to the 50-60 miles of bike lanes already in existence throughout the city. Starting the bike bridge across Chase that parallels the Kinnickinnic River, starting next year.*

*Mr. Holt recommend to the committee to lean on the bike and pedestrian task force for specific issues around pedestrians.*

*Ms. Nichols asked more for information about a meeting the Department of City Development (DCD) will be holding on bike racks for downtown area.*

*Mr. Polenske said that this is a preliminary meeting in relation to a bike sharing program or bike unit program they are trying to get off the ground.*

*Mr. Holt asked to receive agendas from this board.*

*Ms. Nichols mentioned there is a State Public Commission on Transportation Finance and Planning made up of individuals who are very interested road building and coming up with state-wide plan for transportation planning and financing. Ms. Nichols thought it will be good to make some inquiries to have a briefing from this group.*

*Mr. Polenske said it is something that was established as part of the last state budget; information is presented from Department of Transportation (DOT). He will talk to Paul Vornholt from the Intergovernmental Relations Division, to see if there may be someone from DOT that can bring some information to this body.*

*Ald. Bauman asked Mr. Polenske to also contact Amtrak representatives to inform this committee on Amtrak station upgrades.*

*Ms. Nichols also mentioned that Southeastern Regional Transportation Alliance (SERTA) has lost its funding and that there is an initiative in the community to try to focus on building for regional transportation. Carrie Thomas is trying to get some groups together to discuss communications, grants and vision.*

**6. Set up meeting calendar for 2012.**

*It was agreed by all members to continue with the current schedule set up for 2012; PTRB will meet the second Friday of every month:*

- Friday, January 13, 2012*
- Friday, February 10, 2012*
- Friday, March 9, 2012*
- Friday, April 13, 2012*
- Friday, May 11, 2012*
- Friday, June 8, 2012*
- Friday, July 13, 2012*
- Friday, August 10, 2012*
- Friday, September 14, 2012*
- Friday, October 12, 2012*
- Friday, November 9, 2012*
- Friday, December 14, 2012*

**Meeting adjourned at 10:56 A.M.**

**Joanna Polanco**  
**Staff Assistant**