



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,
jpolan@milwaukee.gov
Legislative Liaison: Richard Withers, 286-8532,
rwith@milwaukee.gov*

Friday, September 14, 2012

9:00 AM

Room 301-B, City Hall

Meeting called to order at 9:12

Excused: Omar, Jasenski, Schifalacqua

Also in attendance:

Mark Rausch, Clear Channel Outdoor
Richard Withers, Legislative Reference Bureau

1. Roll call and approval of previous meeting minutes.

Minutes were approved as written.

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.

Mr. Polenske gave an update on the Downtown Streetscaping Plan. He said that the streetscape projects are completed for the most part. Some grants received for projects are caught up in red tape, but there is communication with the DOT on that and they are very interested in getting the remaining project done. The first phase of the Downtown Parking Management Project, construction side, has been started. There were no bids received the first time around, but DPW does feel confident that someone will bid on it this time. The project is moving forward.

As far as the plan as it relates to the bus stops, there was a lot of stakeholder input in where they would be installed and the stops have been installed at the places that were agreed upon, for the most part. However, at Broadway and Wisconsin, the property owner was not in favor of it for various reasons, so a shelter was not put there. The infrastructure for a conduit to ultimately light a shelter at that location may

have been installed, however. Ald. Bauman said that it could be a location for a high-tech digital shelter in the future.

Mr. Natzke asked how long the scaffolding on Water and Wisconsin will be up. Ald. Bauman replied that a complete restoration of the building is being done, so the scaffolding will probably be up at least through the Spring.

Mr. Rausch said that Clear Channel will take a look at the location with the conduit. The contract with Clear Channel for the shelter program expires at the end of next September, but Clear Channel is interested in putting the state of the art shelter in the marketplace here in Milwaukee. Wisconsin Avenue is the profile of the type of location that Clear Channel wants for the high-tech shelter.

Mr. Rausch said that they have met with MCTS and DPW staff (separately) regarding problems with sites that are on city and BID circuitry. He said that some problems are related to vandalism and light kits that were broken into or removed from the shelters. Mr. Rausch added that Clear Channel will check on issues such as removed circuitry that needs replacing in certain shelters. The ten remaining shelters that were dark that are on the city or BID circuitry will have been illuminated, which would illuminate most shelters from 27th Street to the Lakefront on Wisconsin Avenue that are Clear Channel Outdoor shelters. He said that city staff and MCTS staff have been very cooperative. Ms. Nicols said that the Downtown BID has reached a Memorandum of Understanding with Clear Channel Outdoor in terms of operation and payment for electricity. She added that there are still four outstanding shelters that haven't been resolved yet. Mr. Rausch said that there are four in the downtown area where the power from the city side is not getting to the shelter side. He added that three of the CC shelters have had the light kits stolen and one shelter had an issue with the vault at the shelter having water infiltration, which caused a breaker to trip on the city side. Mr. Rausch said that there are also agreements in place with the Eastside BID, Avenues West and Riverworks.

Ms. Nicols said that there will be a short period of time during holiday light installation during which the power will not be accessible for testing and installation purposes. Once the decorations are up and plugged in, the power will intentionally be off until November 15th. She added that the Downtown BID will get Clear Channel a timeline.

Mr. Withers said that there is a discussion draft for valet zones about which DPW, LRB and Captain Basting need to meet. He added that the City Attorney's Office treats the valet service zone the same way it treats loading zones. The key elements of the draft dictate that the valet parking zones will be designated in the same way as other parking controls, or permits can be drawn in the same manner as loading zone permits under the city code. In that case, a separate, reduced fee can be provided. Mr. Withers said that right now there will be no more than three spaces designated for a zone, but it may be agreed that two spaces will be sufficient.

Mr. Doherty provided more information on the phone app used to summon cabs creating a black market in transportation services (please see the attachment "Car Service Articles" to file 111433). He said that it is in 17 cities in the US right now, with the closest being in Chicago. The company has direct relations with the drivers, bypassing the dispatch center for the cab company. This means that any potential regulation is also bypassed because the company does not require a driver to be registered, licensed and insured like a taxi is. Mr. Doherty said that the app is not inconsequential. The company in Chicago, Uber, is not large, but Goldman Sachs is its second largest investor. He added that the service will be used by black cars as well. Some cities have preemptively blocked the entry of company in to the market by not allowing service to be provided by companies that are not regulated in any

way. Around the country, there is a lot of popular support for the app service. The phone app plans on having service in three dozen cities in a year.

Ald. Bauman asked how the phone app works differently from a phone call to the taxi company. Mr. Doherty said that the app communicates directly to a driver, not a dispatcher. It allows the app to create a fare that is not regulated. He said that the company claims to be profitable. Ald. Bauman wonders about the added value to a consumer. Mr. Doherty said that the riders are trying to negotiate drivers with a more premium car. There is also the issue of direct payment, as the payment goes to the company and the company pays the driver, so the driver does not handle the money. Mr. Doherty said that the app that the board is discussing is just one of many. There are at least five that he is aware of.

Ald. Bauman asked if any existing cab companies are trying to do business this way. Mr. Doherty mentioned that some cab companies using the app Taxi Magic, although that still involves the driver in the money exchange. He added that the car service phone app will arrive in Milwaukee eventually.

Mr. Polenske gave an update on the Downtown Streetcar Project. He said that there has been a lot of activity behind the scenes within the project development team. An Owner's Representative has been hired and will be responsible for a number of items in the first 90 days of its contract that will get the project moving along. A number of the items are requirements of the Federal Transit Agency (FTA) and are high priority. Mr. Polenske said that a project management plan has to be established to identify the city's technical capacity and to ability to develop and manage the project once it is in operation. The result will be a comprehensive document that will be revised over time. He added that a three-year Disadvantaged Business Enterprise Plan, a Title VI Program plan and an EEO plan need to be established and in place before the FTA will allow the project to go forward. A Request for Quotation (RFQ) is being completed to bring on a Design Consultant and the department hopes to have it out before the end of the month.

Mr. Polenske said that utility coordination is picking up since preliminary engineering has been completed. There is preparation for when the Design Consultant is on board because it will have the primary involvement with the utilities by identifying means within the design of the project of minimizing the impact on the utilities. He added that there was a group meeting with all the utilities that are in the right of way along the Streetcar route. At that meeting, the City announced, as part of the RFQ and the next design stages, that a split in the route that is currently shown on Broadway is being considered. It would be split between Broadway and Milwaukee Street and would eliminate 95 percent of the impact on AT&T. This would also address some other utility concerns on the east side of Broadway, namely steam tunnels and communication lines.

Mr. Polenske said that the Owner's Rep will assist in drafting a number of policies dealing with straight current measures and developing a policy for utility access once the streetcar is up and running. He added that DPW is coming up with utility relocation criteria, which will get the ball rolling when the final designer is on board. This will reestablish discussion with the utilities to better educate them as to whether they need to relocate, which the City does not believe the utilities need to do. Mr. Polenske said that in many cases there is not a high enough level of understanding of what the project really is.

Mr. Polenske said the Owner's Rep will ultimately take the City through the vehicle procurement process. There are several communities developing streetcar projects and are entering into procurement contracts or have already done so. Many of the

cities have options available, so another community could potentially piggyback onto that contract. Following that route will be the quickest path to procuring vehicles for the City. However, in that case, one has to agree to the vehicle the other communities choose and its specifications. Right now, DPW is exploring whether the other communities are willing to extend those agreements to other communities.

Mr. Polenske said that the first 90-day plan will be coming to fruition over the next couple of months. The City hopes to have a final designer on board before the end of the year.

Ms. Nicols said that the Streetcar issue is a problem in that the City is struggling to build momentum to having a larger transportation plan in the community. She mentioned that actions like creating a press release to help educate people in opposition to the project are not being done. The City needs to determine how it tells the story of how the connector fits into the plans of other types of transportation, including the bus system. Ms. Nicols said that it is important to provide transportation options and connectivity to be a progressive city. It is a challenge to combat the naysayers against the project to educate them about the bigger picture, particularly if there is not assistance from the State.

Mr. Polenske said that the project could function independently just serving Downtown, but he agreed that there needs to be greater vision of how it fits into transportation. He said that the Streetcar is one step in providing more mobility in the entire region. He added that the project has hurdles, but there is momentum picking up and the right experts are on hand. He also agreed that there must be more done on the public relations side of the project, including support from the business community.

Ms. Nicols asked if all of the advocates for transportation, like MCTS and BCycle, could stand together at a planned press event to update the community on the Streetcar project. Ms. Kellner asked what the purpose of the press conference would be. Ald. Bauman said it would be to reiterate the support from stakeholders and to remind people why the Streetcar is being pursued. He said that since there is an image of competition with MCTS with the streetcar, it would be good to dispel that image with a joint press conference. It would also be helpful to get the CEO of a major downtown employer to participate.

Ms. Nicols said that there needs to be a county-wide transportation plan that is committed to connecting transit users to each type of transit. Ald. Bauman said that the Mayor had a plan to use the entire 91.5 million to fund the Streetcar and bus rapid transit. The express bus routes are more or less the ones that have been instituted with some minor changes. But no one remembers the plan, which was pretty much city-only. He added that the regional transportation issue may be hopeless considering the current political climate. Ms. Nicols said that a strong working relationship between the Mayor and the County Executive is helpful. She added that the City cannot allow the surrounding communities to prohibit the City from moving forward with its transportation plans.

Ms. Nicols asked if the Public Transportation Review Board has the ability to ask that there be an intergovernmental City and County task force formed to create a county-wide, multi-modal transportation plan.

Mr. Polenske asked Ms. Kellner if there was some level of planning that took place that was somewhat like the task force that SEWRPC was leading but did not have a result. Ms. Kellner asked if he is referring to the Five Year Transportation Development Plan. Mr. Polenske said yes. Ms. Kellner answered that this plan is

being led by SEWRPC and it addresses some of the issues that are being discussed by the board, including needing to coordinate on more than one jurisdictional level. Ms. Kellner added that it takes more than one leader of one municipality; it also takes the business community. She added that it will take more discussions like the one being had at this meeting to put the issue out into the forefront. Mr. Polenske said that SEWRPC is kicking off its 20-year transportation effort and one major component of it is transit. If there is a more focused element of that planning effort on Milwaukee County specific to how all the kinds of transportation integrate, it could be a good fit for its transportation plan. Ms. Nicols proposed that perhaps there could be a city-county subgroup of the plan.

Ms. Nicols said that one issue is educating the constituency on how all the transportation components fit together. She said that she does not think that the SEWRPC plan is going to help the City build the transportation system that it needs. Mr. Polenske said that the SEWRPC plan does recognize the connector project within the Streetcar plan. He said that for the most part, there has not been any opposition to things that are specific to the City's transportation needs.

Ms. Nichols said that a request could be made of the Mayor and County Executive to consider developing a five-year transportation plan.

Ms. Nicols moved that the Public Transportation Review Board ask that there be an intergovernmental City and County task force formed to create a county-wide, multi-modal transportation plan. Mr. Doherty seconded with Mr. Natzke and Ms. Kellner abstaining. There were no objections.

Mr. Doherty said that if one looks at the communities with an integrated transportation system, they have attracted choice riders rather than dependent riders. It is necessary to do a much better job in attracting choice riders. Ald. Bauman said that rail attracts discretionary riders as buses are seen as a social service system in mid-size and smaller cities. He added that the county board needs to be convinced that the addition of rail will save the bus system if they are both part of the same transportation system.

Mr. Doherty said that there is a concern that there will be more support for transportation that is used by choice riders than there is for transportation used by dependent riders. Ald. Bauman said that the issue has been raised, but he does not believe that that issue will be as prominent in Milwaukee.

Ms. Nicols said that the biggest question is where the leadership is coming from and where the endorsements are coming from.

**Meeting adjourned at 10:06 a.m.
Staff Assistant Tobie Black**