



# 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, 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 9, 2011

9:00 AM

Room 301-A, City Hall

---

Meeting convened at 9:04 A.M.

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

*Motion by Mr. Polenske, seconded by Ms. Kellner, to approve minutes of August 12, 2011 meeting. There were no objections.*

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

**Absent** 1 - Omar

**Excused** 1 - Bauman

**Also present:**

**Ted Medhin - LRB**

**6. Discussion on Water Street Cab Stand/congestion at closing time.**

*Individuals present:*

*Captain Steve Basting - 1st District Downtown*

*Srgt. Harris - Responsible Entertainment District Deployment (late shift)*

*Captain Basting said that Milwaukee Police Department (MPD) working on Responsible Hospitality Institute Initiative where MPD develops relationship between the different entertainment districts; these are divided into six zones: North Water St, Brady St, East/North Ave, Milwaukee St, The Third Ward and Old World Third St. in an effort to develop associations as the project moves forward. Also Captain Basting said that they are deploying same police officers making relationships in dealing with the disorder that happens particularly at closing times looking at long time solutions. Some of the police officers trying to abate the congestions at closing time have tried closing portions of Water St to allowed just cabs, lomousines and buses to come through. MPD, The Department of Public Works Traffic Engineering and Health Department have joined forces to build a night time enforcement team. This team will*

*come out during night time and monitor the initiatives that the Police Department is utilizing and offer their input to make some of these initiatives long term. MPD is establishing the west side of Water St. for cabs and limousines usage only during Thursday, Friday and Saturday nights.*

*Ms. Nicols asked Captain Basting if people can hail a cab. She asked him if this body could be of assistant to MPD to aid in the findings of other potential solutions as it relates to cabs and or valet parking at closing time.*

*Captain Basting offered to return at the October meeting to share the results of the findings of the Traffic Engineers and be able to present some long term solutions.*

*Ms. Nicols asked the Legislative Reference Bureau to help understand the city rules and regulations on Valet parking regulations.*

**2. Update on Clear Channel Outdoor's decision to discontinue illumination of its shelters and policy regarding cleaning of trash from its shelters.**

*Individuals present for discussion:*

*Mark Rausch - Real Estate Public Affairs Manager - Clear Channel*

*Dave Jasenski - Clear Channel*

*Amy Heart - Solar Program Manager - Milwaukee Shines - Office of Environmental Sustainability*

*Mr. Jasenski discussed his report sent to members prior to the meeting. Clear Channel discontinued illuminating its transit shelters approximately two years ago because it had great difficulty obtaining reliable and affordable power from the City of Milwaukee.*

*Mr. Rauschs said that Clear Channel is willing to revisit the possibility to provide illumination on bus shelter.*

*A concern was brought up regarding the safety and the urgency of the illumination and a better disply of bus routes at bus shelters.*

*Ms. Kellner said that MCTS is open to put together a more creative poster to provide better directions to bus users.*

*Follow up on Illuminating bus shelters.*

**3. Discussion on Valet Parking regulations and Bus stops.**

*Committe moved to hear this item at the October agenda. There were no objections.*

**4. Update on Detouring Bus Routes for the Wells Street Conversion.**

*Ms. Kellner said that based on the map she presented to the board at a prior meeting regarding to the Wisconsin Ave bridge closure, using the combination of Wells St and Kilbourn St nothing has change on the plans. There are about 1000 buses in service a day; In an effort to provide more availability to the public, MCTS is planning on making more permanent signs to redirect the bus users during the time of the Wisconsin Ave bridge closing.*

*Regarding the Wells St conversion project, Mr. Polenske said the conversion of Wells St will take place Saturday September 10th; there will be temporary traffic control indicating the two way conversion until the first snow fall. A public information meeting will be held on September 15th, Municipal Building first floor conference room starting at 4PM.*

*Ms. Nicols suggested having a briefing from the Public Service Ambassador and Mr. Polenske regarding a communication guide for people to deal with the closures.*

**5. Report on Electrical issue Regarding Lighting of the Bus Shelters.**

*This item was in connection Clear Channel's update. Department of Public Works and Clear Channel will continue discussion on possible illumination solutions for the bus shelters. This topic may be an agenda item at the November meeting.*

**Meeting adjourned at 10:06 A.M.**

**Joanna Polanco**

**Staff Assistant**

To: Ald. Robert Bauman, Public Transportation Review Board, Chair  
From: David Jasenski  
Date: Sept. 7, 2011  
Subject: Clear Channel Outdoor's Decision To Discontinue Illumination Of Its Shelters And Policy Regarding Cleaning Of Trash From Its Shelters

At the Aug. 12th meeting of the Public Transportation Review Board I was asked to prepare a report for the Public Transportation Review Board meeting on Sept. 9<sup>th</sup> regarding Clear Channel Outdoor's decision to discontinue illuminating its transit shelters as well as Clear Channel Outdoor's policy regarding cleaning of trash from its shelters.

Clear Channel Outdoor discontinued illuminating its transit shelters approximately two years ago because it had great difficulty obtaining reliable and affordable power from the City of Milwaukee. The 2002 City of Milwaukee Resolution authorizing Clear Channel Outdoor shelters in the City of Milwaukee had the requirement that the Department of Public Works secure electrical service from the City of Milwaukee's power grid for Clear Channel Outdoor shelters with the provision that the cost of installation and the electricity was to be borne by Clear Channel Outdoor.

At the time Clear Channel Outdoor discontinued illuminating its shelters, city power was used for 60% of the shelters. The remaining 40% of the shelters either had private power from the adjacent property owner when city power was not available or was prohibitively expensive to install or, in a few cases, the shelter had no power at all. Of the shelters illuminated by city power, 75% of the shelters were powered by Business Improvement District (BID) power primarily used for holiday lights and 25% of the shelters were powered by the city's streetlight power system.

Clear Channel Outdoor had very little difficulty in using and maintaining the power provided by private property owners or the city's streetlight system. Clear Channel Outdoor had great difficulty in maintaining power to its shelters that involved the use of BID power. BID power was frequently turned off and, to compound the problem, the city established a burdensome testing procedure that Clear Channel Outdoor had to undertake for its shelters before the BID power was turned back on.

Clear Channel Outdoor is not sure why the BID power was so frequently turned off. We think it was probably a lack of communication on the part of the City where the city electricians were inadequately instructed that BID power was to be left on twelve months of the year for those BID circuits that provided power to shelters and not just the months of November and December for holiday

lights. Regardless, it was not uncommon for BID power to be turned off, restored by the city and turned off again a couple of days or weeks later.

Whenever BID power failed to illuminate a shelter or shelters (it was not uncommon to have more than one shelter on a BID circuit), Clear Channel Outdoor was instructed by City of Milwaukee Traffic & Street Lighting Design Engineer Bob Bryson to test each affected shelter to make sure the problem was not with the shelter before the city would send out an electrician to turn on the BID power or replace the occasional blown fuse. In order to test a shelter, Clear Channel Outdoor's electrician had to disconnect the shelter from the BID circuitry, connect a portable generator to the shelter and test the shelter to see that it illuminated correctly. The electrician reported that on occasion there was a problem with the shelter but the overwhelming majority of the time the problem was the BID power had been turned off. Our electrician was fully capable of turning the BID power back on without having to call the city but Clear Channel Outdoor was instructed by Bob Bryson that only city electricians could access BID power. Testing each shelter in this manner every time the BID power was turned off was expensive, largely unnecessary and often had to be repeated a couple of days or weeks later when the BID power was turned off again.

Clear Channel Outdoor spent thousands of dollars on this unnecessary testing of shelters every time BID power was turned off. Also, since the BID power was so unreliable, Clear Channel Outdoor received complaints from advertisers who paid to have their advertising in illuminated shelters only to find that the shelters were not illuminated. Because the BID power was so unreliable and it was used in a large percentage of Clear Channel Outdoor shelters, Clear Channel Outdoor decided to discontinue illuminating all of its transit shelters two years ago.

Regarding whether Clear Channel Outdoor would be willing to illuminate its shelters again if BID power could be provided in a reliable fashion, there are several factors Clear Channel Outdoor has to consider before it can answer that question. First, Clear Channel Outdoor only has two years left on its shelter contract with the Milwaukee County Transit System. Second, there have been a large number of shelters that have been installed in the last two years that don't have power connected. Because Clear Channel Outdoor would want to illuminate all of its shelters rather than just some of the shelters if it decided to illuminate its shelters again, Clear Channel Outdoor would have to do an analysis to see if the cost to connect power to the recently installed shelters as well as the cost to restore power to those shelters that were disconnected two years ago could be justified given there are only two years left on the shelter contract. Third, Clear Channel Outdoor would have to contact private property owners to see if they are still interested in providing power to the shelters. We realize illumination of our shelters is a convenience to passengers and illuminating the shelters would help us sell advertising but it has to be a cost-effective business decision for Clear Channel Outdoor to illuminate its shelters again if reliable BID power could be obtained.

Concerning our policy on the cleaning of trash from shelters, Clear Channel Outdoor personnel are instructed to pick up trash and check for damage and graffiti every time they service a shelter. If a

problem such as excessive trash or graffiti should occur in the meantime, the incident can be reported to Clear Channel Outdoor at 262-506-9000 and we will send a crew out to take care of the situation.

Finally, despite the fact that Clear Channel Outdoor had such a difficult time obtaining reliable BID power and discontinued illuminating its shelters, it should be noted that Clear Channel Outdoor has been a good community partner through the donation of advertising space in its shelters to not-for-profit causes. Over the last two years Clear Channel Outdoor has donated \$250,000 in advertising space in its shelters to such organizations as the City of Milwaukee Health Department, Susan G. Komen Foundation, United Way of Greater Milwaukee, Brady Street BID and the Milwaukee Downtown BID. Clear Channel Outdoor hopes to continue with the successful promotion of events such as this that benefit the community and enrich the lives of all of us.



# MEMORANDUM

## LEGISLATIVE REFERENCE BUREAU

WWW.MILWAUKEE.GOV/LRB

---

**To:** Ald. Robert Bauman, Public Transportation Review Board, Chair  
**From:** Richard Withers ph. 286-8532  
**Date:** August 26, 2011  
**Subject:** Summary of Common Council Involvement in Bus Shelter Advertising

---

The following timeline provides a summary of the recent history of the placement and maintenance of bus shelters in the City of Milwaukee and the use of bus shelters as a medium for advertising.

**1977** - The City entered into an agreement with Milwaukee County for the erection and maintenance of bus passenger shelters in the city, which included a condition prohibiting any advertising on shelters except for information about bus transit. The agreement was approved by Common Council File Number 76-1872-a and followed by adoption by the County Board of File Number 77-582.

**1996** - The County Board adopted a resolution repealing the ban on shelter ads but continuing to prohibit ads for tobacco and alcohol products. This resolution did not unilaterally change the prior agreement with the City. The County resolution was adopted in File Number 95-888(a)(a) and included the express exception for City shelters.

**1998** – The Common Council approved a pilot program to permit advertising on between 25 to 50 newly-constructed shelters to be placed by the County. These enhanced shelters were prohibited from having more than one 2-sided illuminated advertising panel each. The pilot program was authorized in Council File Number 980393. The terms of the pilot program included:

- A prohibition on advertising tobacco and alcohol products.
- A requirement that ten percent of shelters include public art subject to the review of the Milwaukee Arts Board.
- Maintenance of shelters in a clean and graffiti-free condition by Milwaukee County or the enhanced shelter contractor, at no cost to the City
- Expiration of the pilot after 2 years.
- A requirement that the Milwaukee County Transit System consult with “those directly affected by the location of the shelters”.
- Payment to the City by the County of a \$100 one-time fee for each shelter to cover costs of administration and inspection.
- A report to be submitted within 21 months and to be referred to an appropriate committee of the Council.

**2002** – The Common Council approved an expansion of the pilot program to include 3 bus shelters in the Midtown Center with adoption of Council File Number 011366. Subsequently, the Common Council adopted the resolution in Council File Number 020959, finding that the pilot program was a success and extending authorization of the program citywide reciting the same terms and conditions in File Number 980393. No reports or supporting documents appear in the file.

**2008** – The Common Council adopted File Number 080169 authorizing acceptance of an in-kind donation of advertising space on billboards and bus shelters from Clear Channel Outdoor and Lamar Advertising for relaying fireworks prevention-related public service announcements.

No additional records appear in Council files relating to bus shelter advertising since 1976. Please contact the Legislative Reference Bureau if you have any questions or would like further information.

Cc: Beth Nichols, Vice Chair  
Public Transportation Review Board

LRB133489 – memo 1  
8/26/2011





# City of Milwaukee

200 E. Wells Street  
Milwaukee, Wisconsin 53202

## Meeting Agenda PUBLIC TRANSPORTATION REVIEW BOARD

**ALD. ROBERT BAUMAN, CHAIR**  
*John Doherty, David Jasenski, Sandra Kellner, Don Natzke,  
Elizabeth Nicols, Abdulkadir Omar, Jeffrey Polenske, Mariano  
Schifalacqua, Peter Tsounis*

*Staff Assistant: Joanna Polanco, 286-2366, Fax: 286-3456,  
jpolan@milwaukee.gov  
Legislative Liaison: Richard Withers, 286-8532,  
rwith@milwaukee.gov*

---

Friday, September 9, 2011

9:00 AM

Room 301-A, City Hall

---

1. Roll call and approval of previous meeting minutes.
2. Update on Clear Channel Outdoor's decision to discontinue illumination of its shelters and policy regarding cleaning of trash from its shelters.
3. Discussion on Valet Parking regulations and Bus stops.
4. Update on Detouring Bus Routes for the Wells Street Conversion. *sk*
5. Report on Electrical issue Regarding Lighting of the Bus Shelters.
6. Discussion on Water Street Cab Stand/congestion at closing time.

Members of the Common Council and its standing committees who are not members of this committee may attend this meeting to participate or to gather information. Notice is given that this meeting may constitute a meeting of the Common Council or any of its standing committees, although they will not take any formal action at this meeting.

Upon reasonable notice, efforts will be made to accommodate the needs of persons with disabilities through sign language interpreters or auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at 286-2998, (FAX)286-3456, (TDD)286-2025 or by writing to the Coordinator at Room 205, City Hall, 200 E. Wells Street, Milwaukee, WI 53202.

Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in Room 205, (City Clerk's Office) or the first floor Information Booth in City Hall.