



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*

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Legislative Liaison: Richard Withers, 286-8532,
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Friday, July 13, 2012

9:00 AM

Room 301-B, City Hall

Meeting called to order 9:06 A.M.

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

Absent: 1 - Omar

Excused: 1 - Schifalacqua

1. Roll call and approval of previous meeting minutes.

*Mr. Jasenski brought forth a correction to be made to the June 8, 2012 meeting minutes; last paragraph to be corrected to read as follows:
Ald. Bauman asked to have a file introduced before Public Works Committee which amend city ordinances to prohibit advertising on bus shelter.*

Ms. Nicols moved approval of the minutes as amended of June 8, 2012, seconded by Ms. Kellner. 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.

*Also present:
Mark Rausch, Clear Channel Outdoor
Richard Withers - LRB*

Mr. Rausch provided an update as to the progress made between the Department of Public Works and Clear Channel Outdoor on the illumination of bus shelters in the city of Milwaukee. The illumination issue came up at this board a year ago. Approximately two weeks ago a process was started to retrofit these structures; having them generator tested, and then connected to the power source. Currently,

18 shelters have been retrofitted: The lighting structures have been changed from the florescent tube into an LED system (120 volts to 14 volts), for 14 of the 18 shelters. 4 of the shelters were just completely tested and had their wiring replaced, but the florescent kit was kept in place.

Ald. Bauman asked what the schedule for the remaining bus shelters to be illuminated is?

Mr. Rausch responded that Clear Channel will go back through the original 53 foot print that were in placed in 2008; 46 of those were illuminated, 18 have been illuminated. It will probably take to the end of the summer to finish the process.

Ald. Bauman asked if Clear Channel is contemplating an option that would involve digital display/billboards with a combination of real time bus information.

Mr. Rausch said that because a digital system will be required to that, a change in the city ordinance will need to take place to Clear Channel to do that.

Ms. Kellner said that MCTS has identified what type of infrastructure is needed in order to move forward for the installation of digital billboards, it appears they are moving in that direction.

Ald. Bauman said that he is willing to propose an amendment to the ordinance that will contemplate a demonstration project assuming MCTS can participate. He asked Ms. Kellner when MCTS would be able to do to accommodate this type of project. Mr. Kellner said the bus conversion to a new system will be completed at the end 2012 or early January 2013, although this conversion does not involve adding the server to pull the real time information.

Ald. Bauman asked Ms. Kellner if this will allow bus tracker information on hand-held devces?

Ms. Kellner said that once MCTS gets real time information available to their customers that it will be accessible through ether digital signs, the internet or smart phones.

Per a question by Ms. Nicols, Ms. Kellner said that there is a group of students form UWM who are looking at other county facilities, such as the zoo, transit, parks, and the airport to make a Milwaukee County application. There is a marketing group, Southeast Wisconsin Regional Group that produced an application to be use on smart phones called "Your Other Set of Wheels" that is available to view information on schedules similar to Google transit, but is not real time yet.

Mr. Doherty mentioned that MCTS has automatic vehicle enunciation, so there should be real time information that already exists.

Ms. Kellner said the real time is tracked live from dispatch office. But to make that information available to the outside world it does require some additional technology.

Ms. Nicols shared with the board that Milwaukee Downtown BID #21 opened the information kiosk, (former Grand Theater) as a Visitor and Newcomer Information Center which right now is operating 6-8 hours a day. Ms. Nicols is happy to share that over 50% of inquiries are on direction and transit information.

Ms. Kellner provided a copy of the Milwaukee County Transit System : Five-Year Financial Sustainability Analysis (2013-2017) that was requested in the 2012 budget by the County Board. It defined a few scenarios based upon funding sources.

Ms. Kellner also presented copies of the Milwaukee County Transit System 2011 Annual Report.

Ald. Bauman asked Ms. Kellner, in connection with the County Board presentation, has anyone mentioned alternatives ways to increase revenue?

Ms. Kellner said that there were some discussion at the last County Board meeting on ideas and what else can MCTS be doing to increase revenue.

Ald. Bauman asked Ms. Kellner to bring an update on security issues and bus ridership for next month.

Mr. Withers provided copies of a memorandum prepared to support the hearing and the resolution introduced at the last Public Works Committee meeting; it includes a list detailing the status of bike sharing across the U.S. The resolution calls on the departments to help facilitate the development of Bike Share in the spring of 2013. In early November a report should come back regarding what changes are needed as far as ordinances, funding, incentive sources, etc. The resolution has a partnership approach rather than the City sponsorship or responsible for funding.

Ald. Bauman asked if the program could be in operation by next summer.

Mr. Polenske responded that is the goal. The group, nonprofit "Midwest Bike Share, Inc." is reaching out to different organization for funding.

Regarding valet parking, Mr. Withers said that they are waiting on the opinion from the City Attorney's Office on the Draft LRB prepared. Based on a conversation with the City Attorney they are going to recommend that a system similar to that in place for loading zones be used without restricting access entirely to the public to use the loading zone areas; in order to avoid equal protection issues and conflict with state transportation laws.

Meeting adjourned at 9:50 A.M.

**Joanna Polanco
Staff Assistant**