

MINUTES
GREEN BAY TRANSIT COMMISSION
Wednesday, February 27, 2013
901 University Avenue, Commission Room
8:15 a.m.

MEMBERS PRESENT: Roger Kolb, Chair; John Withbroe, Vice Chair; Scottie Corrigan, Secretary; Kevin Kuehn, David Harp, and Ron Antonneau

EXCUSED: Alderman Jim Warner

OTHERS PRESENT: Tom Wittig, Transit Director; Patty Kiewiz, Assistant Transit Director; Essie Fels, Recording Secretary; Cole Runge, Brown County Planning; Lisa Conard, Brown County Planning; George Jackson, MV; Alderman Dave Boyce, Cathy Putman, Larry Juley, Karen Jossart, Keith Schneider, and April Herlache

1. Call the meeting to order

Chair R. Kolb called the meeting to order at 8:17 a.m.

2. Approval of Agenda

R. Antonneau made a motion to approve the February 27, 2013 agenda. J. Withbroe seconded the motion. Motion carried.

3. Approval of the minutes of the January 16, 2013 meeting

J. Withbroe made a motion to approve the January 16, 2013 meeting. S. Corrigan seconded the motion. Motion carried.

4. Discussion: Green Saturday Transit initiative and its future

T. Wittig stated he had put this discussion on the agenda due to the Governor's budget announcement. Importantly, we need to look at the future funding of Green Bay Metro over the next 12-24 months.

The Governor did not reinstate the 10% funding that they had taken out of the budget for transit funding. He also plans on again moving the transit funds into the general funds by 2015.

Green Saturday was introduced in the spring of 2011 and allows passengers to ride the fixed route bus service fare-free. The program results in approximately \$15,000 less in revenue collected each year. However, ridership on Saturday has increased significantly since the service inception. In an effort to understand the impact of Green Saturday in the community, Green Bay Metro and Brown County Planning conducted a passenger survey.

T. Wittig stated he hugely supports Green Saturdays. He thanked Brown County Planning for their help in this significant survey.

L. Conard provided an overview of the survey. L. Conard stated that staff developed and distributed a survey in an effort to understand how well the Green Saturday program was working. A special effort was made to separate responses collected on a weekday from those collected on a Saturday.

Staff has conducted passenger surveys in the past and it is common to ask the passenger what type of fare payment they used and what was the purpose of the trip.

L. Conard stated that passengers were also invited to make comments about any aspect of the system. A total of 478 comments were made and staff will bring them to the commission at a later date. However, 37 passengers indicated that they appreciate Green Saturdays.

Information	Weekday 604 surveys	Saturday 169 surveys
<u>Fare Payment</u>		
Passenger with 30-day bus pass	69%	53%
Passenger with weekly bus pass	3%	1%
Passenger with one-day bus pass	13%	23%
Passenger pays cash for one trip at a time	6%	7%
Passenger is part of U-Pass program	4%	7%
Passenger only rides on Green Saturday	--	6%
Passenger did not indicate	4%	2%
<u>Green Saturday</u>		
Green Saturday was first experience on Metro bus	19%	15%
Did you start riding on weekdays as a result of Green Saturday?	16%	9%
<u>Trip Purpose</u>		
Work	40%	37%
Just going for a ride	3%	5%
Shopping	6%	33%
School	32%	1%
Other	7%	24%
Passenger did not indicate	11%	1%
<u>Passenger has a driver's license and access to a vehicle</u>		
Yes	18%	27%
<u>Passenger has visited Metro's website</u>		
Yes	45%	44%
<u>Passenger has visited Metro's Facebook page</u>		
Yes	13%	19%
<u>Passenger has a cell phone</u>		
Yes	78%	81%
Passenger has looked up Metro information with phone	41%	38%
<u>Passenger provided written comment</u>		
Yes	52%	56%

* Not all passengers answered every question.

L. Conard stated that one of the reasons for introducing the Green Saturday service was to enable non-riders to try Green Bay Metro at no cost with the intention of converting them to fare-paying passengers on weekdays. According to the survey results, a total of 16% of weekday respondents indicated that they have paid to use the weekday bus service as a result of trying the bus for the first time on Green Saturday.

It appears that many of these people are young riders (age 12-16) who could potentially be willing to pay to ride the bus into the future.

Because the results of the survey suggest that the Green Saturday program is functioning as intended, Brown County Planning Commission/MPO staff recommends that the program be continued.

K. Kuehn asked if the overall ridership was up from last year to this year. T. Wittig stated we were about even in ridership.

K. Kuehn asked how many riders we had on the 52 Saturdays last year. T. Wittig stated we averaged 1,200 more rides per Saturday. K. Kuehn asked what the base of ridership was that we normally had prior to this program starting. T. Wittig stated 2,100 rides was the norm for Saturdays. He also commented that the ridership is currently at 3,300 for a Saturday. K. Kuehn stated then we know people like this program and it is working. Everybody is getting a good deal when riding these buses. T. Wittig commented that Green Saturday continues to climb.

K. Kuehn asked what is going to be our baseline success. Is it the number of rides, or revenue from the riders? That is really something that we need to consider because if our baseline of success for the transit organization is ridership, then what we are finding out on free Saturdays is that it is definitely driven; "it is an economic driver." What is important when you assess this in economic terms? What is the tipping point in terms of fares and/or fares lost? We need to keep this as economical as possible for the riders in order to maximize the number of people we can service.

R. Antonneau commented that overall, transit ridership is down all over the state. What can we do to provide a better product to get more people coming onto the bus? What are they looking for? T. Wittig stated frequency. People don't want to wait for hourly service. R. Kolb and L. Conard stated there has been a lot of service cut backs throughout the state.

5. Discussion: Brown County Planning Commission to provide update/status report on the GBM TDP

L. Conard stated the TDP work group met February 6, 2013. We have reviewed a couple of draft chapters or portions of draft chapters.

The next meeting is scheduled for March 6, 2013. We will be reviewing a couple more draft chapters.

Again, our goal is to have this completed by the end of the year. We are perhaps looking at a November approval date.

L. Conard would be happy to answer any questions you may have. It is our attention to bring you an update every month.

6. Discussion/Action: Purchase of Tennant M20 Floor Scrubber/Sweeper in the amount of \$52,118.72

K. Kuehn made a motion to approve the purchase of the Tennant M20 Floor Scrubber/Sweeper for the amount of \$52,118.72. J. Withbroe seconded the motion. Motion carried.

7. Action: Approval of the agreement with Rasmussen College

P. Kiewiz stated in the past we had an agreement with Rasmussen College. We are looking to renew that agreement with them, and there is definitely a need. We did bring the cost down to be more in reality in what we are doing. They were paying pretty high numbers before with the usage from the campus. We had some issues with the security of the passes and we have worked with them to resolve some of those things. We will continue to work with them to increase their number of riders.

R. Kolb inquired as to what the ridership numbers are for the school. P. Kiewiz stated their ridership is about a few hundred rides on a quarterly basis. We are looking at billing Rasmussen College \$500.00 quarterly.

S. Corrigan made a motion to approve the agreement with Rasmussen College.

R. Antonneau seconded the motion. Motion carried.

8. Director's Report

T. Wittig announced the employee of the month, Larry Juley. Larry has been with Metro since 1992. He has excellent customer service and has a great safety record. He has been really enjoyable to work with.

L. Conard commented that there was a testimonial from one of the riders in this group of surveys who appreciated Larry specifically.

T. Wittig stated he has been reviewing the NTD reports for funding of Tier A and Tier B systems in our state and the formula for funding. He will be researching as to why there is such an imbalance between transit systems. This formula consists of revenue miles and revenue hours. If transit systems are making overall service cuts, why is the state funding increasing for certain systems? Hopefully, I will have some solid answers to share with the Commissioners in the next month or so.

Motion made by R. Antonneau, second by J. Withbroe, to suspend the rules and open the floor to the public. Motion carried.

Cathy Putman-2539 Oakland Avenue, Green Bay, WI

She questioned if Green Bay Metro expects to be bumped out of Tier B.

T. Wittig stated on a federal level we are considered a large urban area now, but on the state level we are considered Tier B.

C. Putman inquired about the federal funds. Being in Tier B, you don't get them directly, as Tier A does.

L. Conard stated it is a pass-through for the state to Tier B; where it is direct in Tier A. There are other properties in Tier B's that have been over 200,000 thresholds for some time. Waukesha County is one of them. They have been in Tier B for a long time and have been over 200,000 in population for a while. Appleton and Green Bay are also over 200,000 in population, and we all remain in Tier B.

Motion made by K. Kuehn, second by R. Antonneau, to return to regular order of business.
Motion carried.

9. Miscellaneous Reports and Other Business

P. Kiewiz gave a brief overview of the revenue and expense reports through December. However, our final figures are not in as of yet. She also commented Green Bay Metro will be going through their annual financial audit next week with Schenk. P. Kiewiz stated that if the Commission would have any questions, she would be happy to address them.

R. Antonneau thanked Geo, MV Manager for adjusting the pickups for some of our clients to remain at UWGB games till the end of the game instead of having to leave prior to the end of the game.

P. Kiewiz also informed the Commissioners that MV will be helping us out with getting clients to the CP Telethon for the upcoming weekend.

10. Establish the date of the next meeting

The next meeting of the Transit Commission is scheduled for March 20, 2013 at 8:15 a.m.

11. Adjourn

Motion made by R. Antonneau, second by J. Withbroe, to adjourn at 9:00 a.m. Motion carried.

Respectfully submitted,

Essie Fels