

MINUTES
GREEN BAY TRANSIT COMMISSION
Wednesday, June 18, 2014
901 University Avenue, Commission Room
8:15 a.m.

MEMBERS PRESENT: Roger Kolb, Chair; John Withbroe, Vice Chair; Scottie Corrigan, Secretary; Alderman Randy Scannell, Ron Antonneau, and David Harp

MEMBERS EXCUSED: Kevin Kuehn

OTHERS PRESENT: Patty Kiewiz, Interim Transit Director; Essie Fels, Recording Secretary; Pam Manley, Business Grant Manager; Larry Sterckx, Mechanic Foreman; Lisa Conard, Brown County Planning; Vincent Caldara, MV General Manager; James Pettigrew, MV; Jahn Headington, Chris Bratz, and April Herlache

1. Call the meeting to order

Chair R. Kolb called the meeting to order at 8:15 a.m.

2. Approval of Agenda

S. Corrigan made a motion to approve the June 18, 2014 agenda. J. Withbroe seconded the motion. Motion carried.

3. Approval of the minutes of the May 14, 2014 meeting

J. Withbroe made a motion to approve the minutes from the May 14, 2014 meeting. S. Corrigan seconded the motion. Motion carried.

4. Discussion: Regarding the *Green Bay Metro - Quarterly Route Data and Analysis Report – May 2014*, by the Brown County Planning Commission

L. Conard stated route reviews are conducted on a quarterly basis to assess the performance of the system and each fixed route. Route reviews are done every quarter to illustrate how the routes perform on a seasonal basis (during cold and warm weather, when school is in session and is not in session, etc.). MPO staff publishes a comprehensive overview every spring.

The data contained in the report is for May of 2014. The data is consistent with past reviews.

#6 Red is the top performer and serves West Mason Street corridor.

#10 Yellow, #17 Brick, and #18 Gold, are low performers and do not meet standards.

R. Kolb asked about #10 Yellow.

L. Conard noted that with the Oneida Tribe of Indians reducing its investment in 2013, the route (#16) that previously served the casino was replaced by the #10 yellow.

P. Kiewiz confirmed this. The #10 yellow provides service to previously unserved areas; so much of it is new. The service does not directly reach the main Transportation Center.

5. Discussion: Paratransit Survey Results

P. Kiewiz stated staff at Metro has conducted a Paratransit survey for 2014. Since the new contract with MV Transportation; Metro has not done a survey in the past few years. This just gives us an idea and measures how well we are doing and if we need to make any adjustments or modifications on our end.

P. Kiewiz stated in your packets you will find the summary and the Paratransit survey with how they answered. She gave a brief overview of the results of the survey.

Essie mailed out almost 1,400 surveys. Please keep in mind that is everyone eligible for the program, which does not mean that they all utilize the program. Sometimes as you first go into a nursing home or adult care facility they will automatically apply and get you approved through Paratransit and they may never use the program but, they are definitely eligible to use it. On an average we have about 250 different riders monthly for Paratransit, so out of that we did get back 121 surveys that is 48%.

We were pretty happy with the number that responded as well as the actual responses. For the most part everything was very well. MV has definitely done a good job.

We did allow on the survey an area for people to comment that we did follow up with. We know there are still some hard feelings out there from the transition that people do bring up on ride times and those types things that had happened during that transition four years ago. We understand those are hard feelings to get past, however, we don't have those issues anymore.

J. Withbroe inquired how the survey was distributed.

P. Kiewiz stated the survey was mailed out from metro and to all Paratransit eligible clients. They were not collected through MV. They were given the option to email, mail, fax, or drop it off, but all the information came directly to Metro.

P. Kiewiz stated if the Commission would have any questions, she would be happy to address them.

R. Kolb commented it is pretty clear the service is excellent or either good.

6. Discussion/Action: Creative Outdoor Advertising Contract Renewal

P. Kiewiz stated we currently have a contract with Creative Outdoor Advertising (COA), which was started back in 2009 with a term of 10 years. A bit of back ground is COA provides the shelter. The current contract states Metro will place the concrete. It gives us an option to provide some additional amenities out there for the riders without having a large capital investment. The locations always have to be mutually agreed upon as well. Currently, we have 17 shelters placed.

As you know this has been off to a very slow start. Essie and I have been working with COA with trying to get more shelters out there. COA is looking for a longer term commitment from Metro. We have been going back and forth with this contract with going 10 years from this point forward. Through these negotiations we have talked COA is willing to place the concrete pads for the 18 shelter pads. This is definitely good for transit. In the past, Metro has been absorbing the whole cost for the shelter pads. The cost for those shelter pads can really very depending on the slope, whether they need curb cuts, sidewalk access. They could range from \$2,000 to \$7, 000. We do receive a small portion of the revenue from the advertising.

J. Withbroe commented he doesn't understand why it has to be a 10 year contract.

P. Kiewiz stated it is a large capital investment for COA. What COA's hope is that they are able to generate revenue from the advertising. COA will fill those advertising spots and the issue that comes in is what happens if COA cannot sell the advertising, they have a lot of money invested. That is their goal for the longer term contract.

COA has asked Metro if they could relocate some of the shelters. I was not really in favor of that considering that we have used tax payer dollars to pay for those concrete pads. As we went back and forth that is how we arrived at them willing to pay for the next 18 shelter pads.

S. Corrigan asked if Metro has certain standards for the pads or can they use their own contractors to do them.

P. Kiewiz stated no, we work with City Engineering. In the contract we did provide language in there that we will take care of that through City Engineering. City Engineering will continue to lay the concrete pads and we will bill COA back the rate of \$14.00 a square foot.

When COA or Metro have a location we would like a shelter and both parties agree to the location then City Engineering will go out and survey the location and to assure there will be no issues or concerns, they will also provide some feedback or adjustments if we need too. City Engineering takes care of the pads are poured and then COA will have their staff come and place the shelters.

So it is a long term agreement but, there is no dollar investment from Metro.

R. Kolb inquired what the percentage of revenue Metro receives.

P. Kiewiz stated it is the same, 8%. The issue is we have some shelters out there, I believe we have a list of five (5) that they are asking us to relocate. Three (3) of those shelters; we are not interested in relocating, so we will have to look at placing our own shelters there.

J. Withbroe inquired as to where those five (5) shelters located are.

P. Kiewiz stated two (2) are located at UWGB campus. COA isn't selling advertising out there and there is a few of those locations. The big picture is if COA would have some nice locations that they were selling a lot of advertising on that would offset having a few of those locations not selling advertising on but, we are not at that point. We have never fully put in all the shelters that were originally in the first agreement.

R. Kolb inquired what the cost of putting a shelter up is.

P. Kiewiz stated they can range from \$5,000 to \$7,000 a piece depending on the style. We have been looking at going to ones that have two (2) openings for safety purposes. If you include the pad, it could cost \$10,000.

We have had a lot of conversation going back and forth; there are certain locations that are very desirable for us to have a shelter at as well as COA; there will be extensive concrete work that will need to be done in some of the those areas and we have agreed to look at those on case by case basis on who would absorb what cost.

S. Corrigan asked if any of the shelters are going to the West side.

P. Kiewiz stated all of these next ones are for the West side; quite a few are for Military Avenue, and one of the priorities for us is Packerland and West Mason, that is a pretty heavy used bus stop it is not easily accessible for us to place a shelter there we do have some requirements that we need to do. That location itself will cost \$7,200 for just the concrete. That is where the City Engineering comes in to make sure that we are all compliant with the ADA regulations.

Brown County Planning has been working on for us is this bus stop study. They have been capturing data and monitoring ridership at each stop. It gives us a good tool and we use the technology we have between trapeze and the fare boxes to actually track all the boarding's so we know how many people are getting on each one of these locations.

J. Withbroe made a motion to approve the new agreement with Creative Outdoor Advertising. S. Corrigan seconded the motion. Motion carried.

7. Finance

P. Manley stated in your packets you will find the operating expenses report for April. She gave a brief overview of the revenue and expense reports. P. Manley stated if the Commission would have any questions, she would be happy to address them.

8. Ridership

P. Kiewiz stated it has been a while, since we had some ridership data for the Commission, so this ridership report is what we will be providing on a monthly basis.

P. Manley gave a brief overview of the April ridership reports for Fixed Route and Paratransit. She stated if the Commission would have any questions, she would be happy to address them.

R. Antonneau asked if the Game Day specials are they counted in the ridership and how did they compare from year to year.

P. Kiewiz stated yes, the Game Day Routes have held their own.

R. Antonneau asked if Metro would be able to provide specials with the new KI Center.

P. Kiewiz stated there are things we can do obviously, we need to be cautious; Metro cannot do any type of chartering, but as long as we advertise, and it's open to the public, we cannot restrict individuals from using and that it is the normal fare.

R. Scannell inquired what is considered a special.

P. Kiewiz stated we do one for the Downtown Lights Tour, which is open to the public. We do specific things for the Mayor. The FTA does allow us certain number of hours that we can provide some service to the Mayor. However, an event to the Weidner Center is covered by the Fixed Route.

9. Directors Report

P. Kiewiz stated she had a few items to update the Commissioners:

P. Kiewiz introduced Larry Sterckx, Shop Foreman back in maintenance. Larry transferred from the Parks Department. He has been with the City since 2002. He has a lot to learn, but he is doing a great job. Larry has been working with me on some different safety things back in maintenance. He has some good experience with that with working at Parks and was one of the contributors on working on the Zippin Pippin. Larry will be taking my seat on the City Safety Committee.

The Commissioners welcomed Larry aboard.

Metro is participating in the Mayors Internship Program. We have an intern that will be working with Essie for the summer, her name is Lindsey. She will be working Monday through Friday 9:00 a.m. to noon. She is helping us work on some of those projects we have had on our list for a little bit and increasing some of our marketing.

Staff is working on a new commission room policy for usage for this room; we have had an increasing request to use this room. Our current policy is a pretty broad policy and hasn't been strictly enforced. We have been working with legal on putting together new policy. We are getting requests from groups from various clubs for private usage and that's really not the intent for the

room. It's for those non-profit, governmental groups; we have the neighborhood association that uses this often.

R. Antonneau commented that is a good idea; we don't want this room used as arts and craft shows and we don't want this used for a political rally either.

P. Kiewiz stated we do have that covered in there, so we will have the policy for the next commission meeting seeking approval.

R. Antonneau asked that we include the old version of the policy with the new, so we can see what has been changed. Make sure the policy is consistent with what the City is doing in general.

Couple updates we are working on is the roof issues and carpet replacement due to the leakage with the facility that will be coming up for some approvals. I think many of you may know that; we have been working with City Engineering; this could be very expensive cost for transit.

R. Antonneau asked who will be paying for this.

P. Kiewiz stated we have 5339 grant money assigned to us now; due to being over 200,000 populations, it's about \$233, 000 on an annual basis and the money can be used for bus and bus facilities. She is working with City engineering to provide some of that technical prospective for us. We do have a 20-year warranty, but we need to diagnosis what the issue is. Some of the concerns maybe the actual sealing of the seams and that product did not have that type of warranty. We are always watching for grants to assist in paying for capital needs otherwise we will have to use reserves.

Also we are in the final stages of a procurement policy that will be coming forth to you. I will email this out to all commissioners to review prior to the packets. Through our triennial review that was one of the things that came up was the lack policy and procedures written, we have the policy and procedures in place just not written documents. Final stage is working with City Purchasing assuring we are all on the same page; transit has different federal guidelines to follow versus what the City does through procurement through the purchasing department.

P. Kiewiz informed the Commissioners that July 1, 2014; Congressman Ribble will be having a Transportation Policy Conference at Heritage Hill. She will be attending this function.

R. Antonneau suggested drawing up a letter with an endorsement of some bullet points of several issues of concerns regarding transit and transportation for the Congressman.

L. Conard noted that the Green Bay Metropolitan Planning Organization (MPO) has reached Transportation Management Area (TMA) status as a result of reaching 200,000 population. Federal law requires TMAs to go through a Certification Review every three years. The Green Bay MPO had its first review early this month. FHWA, FTA, and WisDOT staffs were present and MPO staff spent one and one-half days answering questions. The review went well. P. Kiewiz participated in the transit-related section of the review. This process is very similar to the Triennial Review process that

Metro goes through every third year. It requires a great deal of staff time compiling documents and responding to questions in writing in advance of the on-site visit.

L. Conard noted that the current transportation law, MAP-21, is scheduled to expire on September 30, 2014. It was signed into law in the summer of 2012. A two-year transportation law is considered short. In fact, much of the guidance regarding the law has just been established by FHWA and FTA. L. Conard noted it is not likely a new law will be enacted for October 1, 2014 and extensions of MAP-21 are likely.

L. Conard stated that the Brown County Planning Commission would be able to assist Metro staff in identifying issues or bullet points for the letter to be sent to Congressman Ribble.

P. Kiewiz announced the employee of the month for May, Jahn Headington. Jahn has been with Metro since 2002. He is a great asset to us. Jahn assists us with training new operators. We appreciate all your hard work and your safe driving, keep up the good job.

R. Antonneau asked Jahn if he has noticed since 2002 to now; has there been a significant difference in the job with the clientele and/or with the duties.

J. Headington stated we have better equipment; the buses are nicer now than what they were, they ride nicer, and the clientele has changed quite a bit.

R. Antonneau asked do you feel we could do a better job with security on the buses, if so how?

J. Headington said something like they use on jet airplane for the pilots; where somebody can never get at the pilot. Maybe certain hours of the day we could have the police here; like how they have the neighborhood places, maybe Metro could be a one of those places.

P. Kiewiz commented Jahn also is the operator that has been sitting on the Citywide Safety Committee with her. She said she had just hired an operator from Chicago Transit, so it's nice to hear something's that are happening down there and feeling honored that we don't have all of those issues here in our city. Chicago Transit has a screen that blocks the operators from passengers. There are definitely things out there that we do keep a close eye on. We are working on getting some signage that we will be posting in the buses; just reminding individuals that assaults on bus drivers is a federal offence and we don't tolerate those things.

J. Withbroe had asked how the marketing program going especially with the Packers coming up.

P. Kiewiz stated the Packers information has been posted on the website in the past week; scheduling, routes, and brochures are all done. We have made a couple of minor modifications to the routes. The Aloft motel has been requesting for some service out by them, which was not on a Fixed Route before, but with some of the modifications to the new Route 10 with the Ashwaubenon changes it is in that area now. We are all set for the games. Mark Murphy has been so gracious to agree to an additional wrap for the buses. We are working with the marketing group with the Packers to figure out a new image. Essie has been working on talking with individuals and some businesses and we are hoping on expanding the marketing revenue. As times get difficult that is one of the first things a lot of companies will cut back on is the advertising.

R. Kolb commented as far as hiring a new Transit Director; the position has been advertised. Lynn Boland is working on this; we are looking at July for interviews. John and I will be on the panel.

10. Other Business.

No other matters.

11. Establish the date of the next meeting.

The next meeting of the Transit Commission is scheduled for Wednesday, July 16, 2014 at 8:15 a.m.

12. Adjourn.

Motion made by J. Withbroe second by R. Antonneau, to adjourn at 9:30 a.m. Motion carried.

Respectfully submitted,

Essie Fels