

**Utilities Committee**

Wednesday, February 7, 2018

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1 The Meeting of the Utilities Committee was called to order at 7:00 p.m. on Wednesday, February  
2 7, 2018. It was noted that the meeting had been announced and a notice posted at City Hall.

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4 Roll call was taken, with the following members present: Ald. Bob Muth, Ald. Harvey Bertrand,  
5 Ald. Jim Olson, Village of Holmen Trustee Dawn Kulcinski, Village of West Salem Trustee  
6 Leroy Brown

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8 Also Present: Financial Services Director/Treasurer Fred Buehler, Jeff Burckhardt of Running,  
9 Inc.

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11 **Item 2 – Approval of minutes from the previous meeting**

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13 Motion by Ald. Bertrand, second by Dawn, to approve the minutes from the previous meeting as  
14 printed and on file in the City Clerk’s Office.

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16 On voice vote, motion carried.

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18 **Item 3 – Public Input (limited to 3 minutes/individual)**

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20 Ald. Olson called three times for anyone wishing to provide public input and closed that portion  
21 of the meeting.

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23 **Consideration and possible action on the following items:**

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25 **Item 4 – MASS TRANSIT**

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27 a. MTU Transit financials (Jim Krueger)

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29 Fred said he had spoken to Jim Krueger both the week of January 28-February 3, and again  
30 earlier this week. Fred said Jim had sent him MTU Transit statistics from both the third and  
31 fourth quarters, including the following data:

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  - There were 16,214 Route 9 passengers in 2017, compared to 18,301 in 2016.
  - There were 66,218 Onalaska passengers in 2017, compared to 74,022 in 2016.
  - 2017 revenue hours totaled 2,534, compared to 2,162 in 2016.
  - 2017 total hours were 2,857, compared to 2,497 in 2016.
  - 2017 revenue miles were 40,316, compared to 36,856 in 2016.
  - 2017 total miles were 44,507, compared to 41,174 in 2016.

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40 Motion by Ald. Olson, second by Ald. Muth, to accept the MTU Transit financials for 2017.

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42 On voice vote, motion carried.

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Reviewed 2/9/18 by Fred Buehler

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- 44       b. Shared Ride Transit:  
45           1. Financials (Justin Running or Jeff Burckhardt/Fred Buehler)

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47 The December 2017 statistics are as follows:

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- 49       • **West Salem Trips:** 579 (an increase of 146 from December 2016)
- 50       • **Holmen Trips:** 1,262 (an increase of 225 from December 2016)
- 51       • **Onalaska Trips:** 2,960 (a decrease of 705 from December 2016)
- 52       • **Total Trips:** 4,801 (a decrease of 334, or 6.50 percent, from December 2016)
- 53       • **MTU Passes:** 674 (an increase of 28 from December 2016)
- 54       • **Agency Trips:** 938 (an increase of 242 from December 2016)
- 55       • **Year-to-Date Trips:** 58,709 (a decrease of 4,625 from December 2016)
- 56       • **Revenue:** \$202,852 (a decrease of \$6,497, or 3.10 percent, from December 2016)

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58 Motion by Ald. Muth, second by Dawn, to approve the Shared Ride Transit financials for  
59 December 2017.

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61 Ald. Muth inquired about the significant decrease in ridership in the City of Onalaska.

62

63 Jeff said it is difficult to determine why there has been a significant decrease in ridership, adding  
64 that while in the past there have been negative statistics from both the Village of Holmen and the  
65 Village of West Salem, he has not seen an increase in ridership from those two municipalities  
66 and a decrease in the City of Onalaska. Jeff said, “We have seen a lot of alternate businesses  
67 around, such as Uber and Lyft and other taxi companies – not just in the Onalaska, West Salem  
68 and Holmen area, but we see that throughout the whole State of Wisconsin. We’re seeing more  
69 and more other companies in competition with us.”

70

71 On voice vote, motion carried.

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- 73           2. Update regarding any issues with the Shared Ride program

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75 Fred said the city pays an hourly rate of \$26.34. This was the rate for 2017, and it will be the  
76 rate for 2018. Fred noted there are 31,604 maximum allowable hours. Shared Ride logged  
77 31,129.32 hours in 2017. This is 474.68 hours less than the maximum allowable hours, so  
78 \$12,503.07 less was paid to the provider.

79

80 Ald. Bertrand asked Fred if the subsidy remains in place regardless of how low ridership gets.

81

82 Fred said the subsidy is determined by the hourly rate by the number of hours the city anticipates  
83 having the service. Fred said those figures generate the amount of funds the city will receive  
84 both from the federal and state levels.

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86 3. Policy regarding Public Comment Process for Fare and Service Changes

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88 Fred said several documents have been sent to the auditor for the triennial review. Fred said, “I  
89 know we passed this at committee level, but I could not find out when. What I usually do is on  
90 the documents that come out of this as it relates to policies and procedures, I always state the  
91 date on which the committee approved it. Since I do not have a date on here that it’s been  
92 approved – and to keep myself in halfway decent standards with the triennial review – I need to  
93 have this committee approve the policy as outlined here for public comment.”

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95 Motion by Ald. Bertrand, second by Dawn, to approve the Public Comment Process for Fare and  
96 Service Changes for Onalaska/Holmen Public Transit.

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98 On voice vote, motion carried.

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100 4. Approval regarding Title VI Plan

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102 Fred noted the Utilities Committee had approved the Title VI Plan in 2015, and he also noted  
103 that the committee has authorized him to be the overseer of the Shared Ride Program, so he had  
104 signed the Title VI Plan. Fred said a Federal Transit Authority employee has informed him that  
105 a Utilities Committee member must sign the Title VI Plan. Therefore, Fred said he is asking the  
106 committee to approve the Title VI Plan so that Ald. Olson, who is the Utilities Committee Chair,  
107 may sign the plan.

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109 Motion by Ald. Muth, second by Ald. Bertrand, to approve and move forward the Title VI Plan.

110  
111 On voice vote, motion carried.

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113 c. Holmen Transit Input (Holmen Rep.)

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115 No report.

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117 d. West Salem Transit Input (West Salem Rep.)

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119 No report.

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121 e. Onalaska Transit Input (Onalaska Rep.)

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123 Ald. Muth told Jeff he has neighbors who are of Hmong descent, and he asked if there is material  
124 for the Hmong population to see the services that Shared Ride Transit provides.

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126 Jeff said there likely is not anything available for the Hmong population at the present time.

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128 Ald. Muth said Shared Ride Transit’s ridership could increase if there was literature about the

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129 service available to the senior Hmong population.

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131 Jeff said all of Running's systems can be found on the Running website.

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133 Fred referred to page 13 of the Title VI Report and read the following: "*Language Identification*  
134 *cards are available at all times in the City of Onalaska transit vehicles, and the*  
135 *contractor/transit provider and City of Onalaska offices.*" Fred noted that information also is  
136 available at cityofonalaska.com and Running's website.

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138 Ald. Muth said he believes there are organizations that, if given information pertaining to the  
139 Shared Ride program, might help Shared Ride Transit increase its ridership.

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141 Dawn asked if there is a translator who can speak several languages if a Hmong citizen wants to  
142 order a ride.

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144 Jeff said there is not one at the Shared Ride dispatch center.

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146 Dawn noted there is a Hmong Cultural Center in the City of La Crosse and suggested that  
147 perhaps a Hmong citizen could contact someone at the cultural center who in turn could contact  
148 Shared Ride.

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150 Leroy asked when the last brochure push had occurred.

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152 Fred said it occurred when rates increased in 2017.

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154 Leroy asked where brochures are distributed.

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156 Jeff said there are brochures at City Hall.

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158 Leroy suggested preplacing brochures at area nursing homes or at the Hmong Cultural Center.

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160 **Item 5 – UTILITIES**

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162 No report.

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164 **Adjournment**

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166 Motion by Dawn, second by Ald. Bertrand, to adjourn at 7:22 p.m.

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168 On voice vote, motion carried.

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171 Recorded by:

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173 Kirk Bey