

MINUTES OF THE FIFTH MEETING

SOUTHEASTERN REGIONAL TRANSIT AUTHORITY

DATE: March 15, 2010
TIME: 8:00 a.m.
PLACE: Kenosha Civil War Museum
Freedom Hall Room
Kenosha, Wisconsin

Board Members Present

Earl Buford City of Milwaukee Representative
Jon Henderson..... Racine County Representative
Lee Holloway..... Chairman, Milwaukee County Board of Supervisors
and Milwaukee County Representative
Joseph “Jody” Karls City of Racine Representative
Chris Layden..... City of Milwaukee Representative
Michael Mayo, Sr..... Milwaukee County Supervisor, 7th District
and Milwaukee County Representative
Karl Ostby Kenosha County Representative

Not Present

John Antaramian City of Kenosha Representative
Julia Taylor Governor’s Representative

Staff Members

Kenneth R. Yunker Executive Director, SEWRPC
Stephen Adams Public Involvement and Outreach Manager, SEWRPC
Christopher Hiebert..... Chief Transportation Engineer, SEWRPC
Eric Lynde..... Planner/Engineer, SEWRPC

Guests

Kelly Bablitch Deputy Director, Intergovernmental Relations, Milwaukee County Board
Len Brandrup Consultant
Roy De La Rosa Director, Intergovernmental Relations, Milwaukee County Board
Michael Giugno Director of Transportation, Milwaukee County Transit System
Greg Hubbard..... Government Affairs Consultant, Broydrick & Associates
John Leiber Citizen
H. Carl Mueller President, Mueller Communications, Inc.
Alan Richards..... Mayor, City of St. Francis
Lori Richards Vice President, Mueller Communications, Inc.
Karen Schmiechen Planner, Wisconsin Department of Transportation, Southeast Region
Albert Stanek Chief, Intercity Planning,
Division of Transportation Investment Management,
Wisconsin Department of Transportation

Guests (continued)

Kenneth Walsh (by phone) Partner, Martin Schreiber & Associates, Inc.
Craig WebsterEnvironmental Review Specialist, Wisconsin Department of Natural Resources
Martin WeddleResearch Analyst, Milwaukee County Board

ROLL CALL

Chairman Ostby called the meeting to order at 8:10 a.m. The presence of a quorum of Board members was confirmed.

APPROVAL OF AGENDA

A motion to approve the agenda was made by Mr. Karls, seconded by Chairman Ostby, and carried unanimously by the Board.

REVIEW AND APPROVAL OF MINUTES OF THE FEBRUARY 8, 2010, MEETING

A motion to approve the minutes of the February 8th meeting as presented was made by Mr. Karls, seconded by Milwaukee County Supervisor Mayo, Sr., and carried unanimously by the Board.

REVIEW AND DISCUSSION OF WRITTEN COMMENTS

Chairman Ostby directed the Board to Exhibit A, which included the recent comments that had been received through the Southeastern Regional Transit Authority (SERTA) website and via mail and email (see Attachment 1 to these minutes). A motion to receive and file the comments was made by Mr. Karls, seconded by Chairman Ostby, and carried unanimously by the Board.

REPORT BY SCHREIBER COMMUNICATIONS ON GOVERNMENTAL RELATIONS

Chairman Ostby noted that Mr. Walsh had joined the meeting via telephone, and asked him to report on the work of Schreiber and Associates. Mr. Walsh apologized for not being present at the meeting, and commended the Board members who attended and provided testimony and advocacy at the hearing for Assembly Bill 723. He noted the broad coalition of supporters from the communities, businesses, labor groups, community leaders, and elected officials who attended. He stated that in addition to Assembly Bill 723, an amendment to Assembly Bill 723 had been offered, and several other bills are attempting to create regional transit authorities in other areas of the state. He indicated that there would likely be an effort to combine these bills.

Mr. Walsh indicated that Senate Bill 511 was not moving as quickly as Assembly Bill 723, and that the likelihood of scheduling a hearing for the bill in the near future is low. He stated that Senator Lena Taylor is attempting to move Senate Bill 511 out of the Senate committee on transportation and into the Senate committee on rail, which may be more likely to pass the bill on to the Senate floor.

Mr. Walsh stated that the major challenge for moving the transit legislation forward is timing, because the current legislative period ends on April 22, 2010. He noted the history and complexity of trying to pass regional transit authority legislation.

Milwaukee County Supervisor Mayo, Sr. asked what Representative Jeff Stone is trying to accomplish in terms of a compromise of the bills. Mr. Walsh indicated he was not sure, but that Representative Stone is likely trying to avoid voting against the bill by looking at other potential revenue sources and achieving a

compromise that would allow transit legislation to be passed. He noted that Representative Stone was in attendance for the entire Assembly Bill 723 hearing, and appears to understand what is at stake if the legislation does not pass during the current legislative period.

REPORT BY MUELLER COMMUNICATIONS ON COMMUNICATIONS STRATEGY

Mr. Mueller directed the Board to a handout on media coverage relating to SERTA, in particular to the Assembly Bill 723 hearing (see Attachment 2 to these minutes). He indicated that Mueller Communications had made a significant effort to turn out a broad-based coalition of supporters for the hearing. He noted that the legislation is moving forward, but the question is whether it will move quickly enough to be passed during the current legislative period, which ends April 22. He indicated that support from within the Region would be essential in getting the transit legislation passed. He noted that the effort to conduct direct mail outreach to current and likely transit supporters and users was underway, and that mailings had been distributed prior to this meeting.

Milwaukee County Board Chairman Holloway indicated he had concerns about the communications and lobbying efforts, stating that he wanted to focus SERTA lobbying expenditures on the proposed transit legislation and its passage. He suggested, and the Board agreed, that he discuss his concerns with Chairman Ostby and Mueller Communications after the meeting, in an effort to work together on the proposed transit legislation.

REVIEW AND DISCUSSION OF FINANCIAL REPORT

Mr. Yunker drew the Board's attention to Exhibit B, prepared by Commission staff to report the invoices received and payments made under the current budget items approved by the Board (see Attachment 3 to these minutes). He indicated that Commission staff would propose presenting a similar financial report to the Board at each meeting, to show the Board the expenditures being made on behalf of SERTA. Milwaukee County Board Chairman Holloway thanked Commission staff for preparing and presenting the financial report to the Board, and recommended that the Treasurer for SERTA, Milwaukee County Supervisor Mayo, Sr., should review all invoices. Mr. Layden agreed, and suggested that Commission staff submit any invoices to be paid by SERTA to the Treasurer for review and approval. Mr. Yunker agreed, and noted that all future invoices would be transmitted to the SERTA Treasurer for approval before payment. Mr. Yunker added that a close-out audit for the former "temporary", "limited authority" regional transit authority (RTA) would soon be completed, and that Commission staff is in the process of creating a bank account for SERTA and transferring all assets of the former RTA to SERTA.

Milwaukee County Board Chairman Holloway suggested that Commission staff should prepare a proposal for payment for the work that Commission staff does as temporary staff to SERTA, for the Board to consider at its next meeting. Chairman Ostby indicated that he agreed, noting that Commission staff does a significant amount of work for the Board.

CONSIDERATION OF REQUEST TO MODIFY APPROVED REQUEST TO FUND REMAINDER OF LOCAL SHARE OF CURRENT KRM STUDY COSTS

Mr. Yunker drew the Board's attention to Exhibit C, and noted that an Intergovernmental Partnership had been working to complete the necessary technical studies for the KRM project, and that the current studies were being funded with \$800,000 in Federal funds, \$100,000 in State funds, and \$100,000 in local in-kind staff efforts from each of the Cities and Counties of Kenosha, Milwaukee, and Racine (see Attachment 4 to these minutes). He stated that at their December 18, 2009, meeting, the Board had approved a request from the Intergovernmental Partnership to provide the remaining local match – up to \$55,000 – that was not funded by local in-kind staff efforts. He noted that current estimates indicate that

about \$32,500 would be needed from SERTA to fund this remaining local match. Mr. Yunker continued noting that consultant staff has had to perform work beyond the scope of work of the original contract, and will likely need to conduct additional work to respond to FTA questions upon submittal of the “New Starts” application to the Federal Transit Administration (FTA). He stated that Commission staff would propose using the remaining \$22,500 to match \$90,000 in Federal funds from an FTA grant now held by the Commission for KRM planning engineering, which would fund the additional consultant work needed and \$7,000 in direct expenses, incurred by Commission staff during the current KRM studies. Mr. Yunker noted that approving the request would not result in SERTA expending any additional funds beyond the \$55,000 previously approved. A motion to approve the request was made by Milwaukee County Supervisor Mayo, Sr., seconded by Mr. Karls, and carried unanimously by the Board.

CONSIDERATION OF REQUEST FOR QUALIFICATIONS/PROPOSALS FOR A COMMUNICATIONS CONSULTANT

Mr. Yunker drew the Board’s attention to Exhibit D, prepared by Commission staff in response to a request from the Board at the last meeting, which presented a draft request for qualifications/proposals (RFQ/P) for the hiring of a communications consultant subsequent to the conclusion of the four-month Mueller Communications contract at the end of April, 2010 (see Attachment 5 to these minutes). Milwaukee County Board Chairman Holloway suggested that the Board defer the approval and issuance of the RFQ/P since the need for a communications consultant subsequent to the conclusion of the four-month Mueller Communications contract was dependent on the passing of the transit legislation by the end of the current legislative period on April 22, 2010. He noted that if needed, the Board could extend the Mueller Communications contract for an additional month, while a communications consultant search was conducted in late April and May. Chairman Ostby agreed and suggested a one-month contract extension be for the current monthly contract amount. A motion to extend the Mueller Communications contract for one-month at the current monthly contract amount was made by Milwaukee County Board Chairman Holloway and seconded by Milwaukee County Supervisor Mayo, Sr. Mr. Henderson suggested that the consideration of extending the Mueller Communications contract be postponed until the next meeting, since the results of the transit legislation will then be known. Milwaukee County Board Chairman Holloway and Milwaukee County Supervisor Mayo, Sr. agreed to withdraw their motion, and postpone the consideration of a one-month Mueller Communications contract extension until the next meeting.

Mr. Yunker indicated that a draft schedule for the hiring of a communications consultant based on Board consideration of the draft RFQ/P at this meeting, along with a draft list of potential firms to receive the RFQ/P, had been distributed to the Board (see Attachments 6 and 7 to these minutes). He stated that the schedule would now need to be revised. He also indicated that Commission staff would appreciate Board suggestions on modifications and additions to the RFQ/P and to the list of potential firms to receive the RFQ/P.

CORRESPONDENCE AND ANNOUNCEMENTS

Chairman Ostby asked Mr. Yunker to provide an update on the “New Starts” application to the FTA for the KRM commuter rail project. Mr. Yunker stated that the consultant is nearing completion of the New Starts application and is scheduled to provide the application to the Board before the next meeting.

Mr. Buford, referring to a request he made at the January 11, 2010, meeting, asked if information regarding the type of jobs in the corridor between Milwaukee and Chicago could be provided to the Board. Chairman Ostby stated that the topic of jobs has been very important in the State legislature, and indicated that one source on jobs in the corridor was an economic impact study of KRM commuter rail conducted in 2007 at UW-Milwaukee. Milwaukee County Board Chairman Holloway asked if Mueller

Communications could provide that study to the Board. Mr. Mueller agreed to provide the study, and stated that Mueller Communications would provide additional studies relating to jobs to the Board. In response to a question by Mr. Buford regarding whether the studies included information on types of jobs, Mr. Mueller stated that he believed they did, and indicated that the studies should provide a good background on jobs related to KRM commuter rail. Chairman Ostby asked that Mueller Communications highlight the sections of the study and research that discuss jobs when sending to the Board, to which Mr. Mueller agreed. Milwaukee County Supervisor Mayo, Sr. noted that the potential impact of KRM commuter rail on the communities along the proposed line is also very important.

ADJOURNMENT

Chairman Ostby stated that the next scheduled meeting was at 8:00 a.m. on Monday, April 19, 2010, in the Sijan Room of the Mitchell Museum of Flight. Milwaukee County Board Chairman Holloway asked if it would be possible to reschedule the next meeting until after the current legislative period ends on April 22, so that the Board would know the results of the transit legislation prior to the meeting. The Board agreed, and Mr. Layden suggested a date for rescheduling the meeting be proposed. Chairman Ostby suggested an email be sent with potential dates. Mr. Yunker stated that Commission staff would send an email to Board members to request their availability.

There being no further business to come before the Board, the meeting was adjourned at 9:05 a.m. on a motion by Mr. Karls, seconded by Milwaukee County Board Chairman Holloway, and carried unanimously by the Board.

Respectfully submitted,

Kenneth R. Yunker
Recording Secretary

Attachment 1

WRITTEN COMMENTS RECEIVED SINCE FEBRUARY 8, 2010, MEETING

Submitted: 2/18/2010 9:20:43 PM

Name: Tom Preusker

E-mail: thomaspreusker@wi.rr.com

Organization:

PO Box/Street:

City: Burlington

State: WI

Zip:

Phone:

Comments: Dear Mr. Yunker, Some taxpayers have concerns about unelected officials that have taxing authority. What safeguards and controls are in place to prevent the unelected SERTA members from self dealing and conflicts of interest? For example, the Racine County Representative, Jon Henderson, is also affiliated with Horizon Retail Construction. What is to prevent him from voting for tax increases and initiatives that could lead to personal or business gains at taxpayer expense? Would he be required to reclude himself from any related votes to gain funds for or otherwise promote development projects that could benefit Horizon Retail Construction or any affiliate or existing business partners? Also, the RTA was created by the Wisconsin Legislature. Why does the unelected SERTA need to hire a lobbyist at taxpayer expense to influence the Legislature that created the RTA in the first place? How does SERTA justify that cost? What value is being provided to taxpayers? Having grown up in the suburbs of Chicago and worked in Milwaukee I can attest, Racine and Kenosha Counties were not considered destinations by most in those areas. How will a rail line from Chicago to Milwaukee encourage economic development in Racine and Kenosha Counties, rather than encourage the bypass of the counties entirely? At least I-94 car travel can lead to impulse stops for food, fuel or of course outlet malls (not to mention the revenue from speed traps for Illinois drivers). Rail would allow would-be consumers to conveniently bypass everything from beginning to end. Finally, in a March 17, 2009 meeting, you presented to the Burlington Common Council. At that presentation, you illustrated how Milwaukee jobs and residences have grown less dense over the past 30 or so years. In the meeting, you agreed that this "hub and spoke" pattern is not well and almost impossible to serve with fixed rail service. For those SERTA members from Milwaukee, rail isn't flexible enough to meet the service demands of a population that seem to fall in a pattern just outside Milwaukee boundaries. Given this, how does SERTA justify support for fixed rail over improved bus transit and much needed road and bridge improvements? Thank you, Tom Preusker



Mueller Communications, Inc.

Public Affairs • Crisis & Corporate Communications • Business-to-Business Marketing

MEMORANDUM

DATE: March 15, 2010
TO: SERTA Board
FROM: H. Carl Mueller
Lori Richards
Elizabeth Kelly
RE: Assembly transportation Committee Media Recap

As part of our responsibilities with SERTA, Mueller Communications, Inc. is happy to assist with media relations. Below please find a recap of media coverage surrounding the March 11 Assembly Transportation Committee hearing.

PRINT :

Appleton Post Crescent

- [Broad-based coalition urges passage of regional transit system plan in Wisconsin](#)

Associated Press

- [State Committee Tackles SE Wisconsin Transit](#)
 - Appearing in:
 - Newsradio 620 WTMJ Online
 - WHBL-AM
 - WKBT-TV
 - WKOW-TV
 - Janesville Gazette

Business Week

- [Broad support for regional transit in Wisconsin](#)

Eau Claire Leader-Telegram

- [Regional transit argued in Madison](#)

The Examiner

- ["Everybody is speaking in favor" of Transit bill, says Assembly ...](#)

Milwaukee Journal Sentinel

- [Transit supporters push for RTA](#)

Milwaukee Public Radio

- [Dozens Urge State Lawmakers to Form Regional Transit Authorities](#)

Pierce County Herald

- [Lobbying for mass transit takes place at state capitol](#)

Wisconsin Radio Network

- [Lawmakers tackle RTA issue](#)

WISN

- [Supporters Urge Lawmakers to Approve Regional Transit Bill](#)

WTAQ

- [Public Hearing Held On RTA's For Fox Valley, 2 Others](#)

Broad-based coalition urges passage of regional transit system plan in Wisconsin

Diverse coalition urges approval of rail, bus plan

Appleton Post Crescent

By Scott Bauer • Associated Press writer • March 12, 2010

MADISON — A broad coalition of Wisconsin business and labor officials, mayors, environmentalists and others urged the Legislature on Thursday to approve regional transit systems to ease congestion, improve transportation and create jobs.

Gov. Jim Doyle and lawmakers are trying to find a plan they can agree on that would pay for commuter-rail and bus service in Milwaukee, Kenosha and Racine counties. Other proposals considered Thursday by the Assembly's Transportation Committee would allow for regional transit authorities statewide and specifically in La Crosse County in western Wisconsin and the Fox Cities in the northeastern part of the state.

The plans rely on raising sales taxes a half-cent per dollar to pay for transit. Much of the conflict comes in the details over how the transit authorities would be organized and operated, although Republican critics, especially in the Milwaukee area, have opposed raising taxes to pay for it.

"Now is not the time to propose a tax increase," said Milwaukee County Executive Scott Walker, a Republican who is running for governor. "We need more reasons to attract jobs to our area. A tax increase takes us in the wrong direction."

No one registered to testify in opposition at the hearing. The committee took no immediate action on the bills, but time is running out for the Legislature to act this year. Lawmakers are scheduled to largely be done with their work by April 22.

Regional transit supporters include environmentalists, business groups, organized labor and local governments, and organizations representing the disabled and elderly. They support commuter rail and improved bus service to ease congestion, create jobs, make it easier for people to get to work and spur economic development.

Backers in Milwaukee say a regional plan also would save and improve the city's struggling bus system.

Supporters said they delivered letters to lawmakers from business leaders representing companies that employ 100,000 people in the Milwaukee area and from labor unions representing 250,000 members in southeast Wisconsin urging approval of a regional transit plan.

Much of the conflict lies with the organization, and method of paying for, a regional transit system in Milwaukee and southeast Wisconsin.

Both the governor's plan and the one by other Democratic lawmakers would pay for the Milwaukee County transit authority with a half-cent sales tax increase. However, Doyle's plan relies on paying for transit in Kenosha and Racine counties to be covered by hotel, rental car or property taxes. The other proposal would have the state pick up the tab.

Lawmakers should work to find consensus to get something done before the session ends next month, said Gary Goyke, lobbyist for the Wisconsin Urban and Rural Transit Association. He did not endorse either the governor's proposed plan for southeast Wisconsin or one pushed by Democratic state Assembly members.

Last year the Legislature approved creating regional transit authorities in the Chippewa Valley, the Chequamegon Bay region, and in Dane County.

Appleton Mayor Tim Hanna urged lawmakers to approve a regional transit system along with a half-cent sales tax increase for the Fox Cities in northeast Wisconsin to pay for its regional bus system. Based on population growth, the Fox Cities area will be too large to qualify for federal operating assistance after the 2010 census comes out, Hanna said.

That will create a \$1.5 million budget hole, requiring a 20 percent cut in services, Hanna said.

"We're trying to preserve what we have, not expand it," he said at a news conference prior to the committee hearing.

Supporters for the La Crosse County regional transit authority said money from the half-cent sales tax increase could be used to maintain and improve its bus system.



State Committee Tackles SE Wisconsin Transit

Story Created: Mar 11, 2010

Story Updated: Mar 11, 2010

MADISON, Wis. (AP) -- How best to serve the transit needs of southeast Wisconsin and other parts of the state is the subject of a public hearing before state lawmakers.

The hearing Thursday before the Assembly's Transportation Committee focuses on a plan to provide commuter-rail and bus service in Milwaukee, Kenosha and Racine counties. Other bills

to provide for regional transit in the La Crosse and Fox Cities areas are also before the committee.

Gov. Jim Doyle and lawmakers haven't been able to reach agreement on the southeast Wisconsin regional transit plan and the legislative session ends next month.

Supporters say regional transit is good for the economy, will help create jobs, reduce traffic congestion and make it easier for people to get to work.

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Broad support for regional transit in Wisconsin

By SCOTT BAUER (AP)

MADISON, Wis.

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Gov. Jim Doyle and lawmakers are trying to find a plan they can agree on that would pay for commuter-rail and bus service in Milwaukee, Kenosha and Racine counties. Other proposals considered Thursday by the Assembly's Transportation Committee would allow for regional transit authorities statewide and specifically in La Crosse County in western Wisconsin and the Fox Cities in the northeastern part of the state.

The plans rely on raising sales taxes a half cent per dollar to pay for transit. Much of the conflict comes in the details over how the transit authorities would be organized and operated, although Republican critics, especially in the Milwaukee area, have opposed raising taxes to pay for it.

"Now is not the time to propose a tax increase," said Milwaukee County Executive Scott Walker, a Republican who is also running for governor. "We need more reasons to attract jobs to our area. A tax increase takes us in the wrong direction."

No one registered to testify in opposition at the hearing. The committee took no immediate action on the bills, but time is running out for the Legislature to act this year. Lawmakers are scheduled to largely be done with their work by April 22.

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rail and improved bus service to ease congestion, create jobs, make it easier for people to get to work and spur economic development.

Backers in Milwaukee say a regional plan would also save and improve the city's struggling bus system.

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Lawmakers should work to find consensus to get something done before the session ends next month, said Gary Goyke, lobbyist for the Wisconsin Urban and Rural Transit Association. He did not endorse either the governor's proposed plan for southeast Wisconsin or one pushed by Democratic state Assembly members.

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That will put a \$1.5 million budget hole, requiring a 20 percent cut in services, Hanna said.

"We're trying to preserve what we have, not expand it," he said at a news conference prior to the committee hearing.

Supporters for the La Crosse County regional transit authority said money from the half-cent sales tax increase could be used to maintain and improve its bus system.



"Everybody is speaking in favor" of Transit bill, says Assembly Transportation Chair

March 11, 9:57 PM • Milwaukee Commuter Examiner • Charlie Rosenberg



Assembly Transportation Committee takes testimony on transit bills for Milwaukee and statewide.

Charlie's Digital

When the Wisconsin state assembly's Committee on Transportation convened to hear testimony on transit bills on Thursday March 11, committee chair John Steinbrink, from the 65th district around Pleasant Prairie, noted with surprise that the packed and overflowing committee room was filled with people unanimously supporting Assembly Bill 723 or one of the closely related Regional Transit Authority bills before the committee. Nobody appeared in opposition. AB 723 would authorize the half cent sales tax requested by a referendum of Milwaukee County voters in November 2008 to fund the Milwaukee County Transit System, removing the bus lines from property tax levy support forever.

Two Greyhound buses with no empty seats left from the Amalgamated Transit Union, Local 998, union hall on North 26th Street, carrying a cross-section of Milwaukee County voters, and Rollin Pizzala, an independent truck driver running for Kenosha's 11th District city council seat. They were joined at the state capitol building by Dennis McBride, Wauwatosa's 4th District alderman, the mayors of Appleton, Kenosha, Racine, and St. Francis, among many others.

McBride recounted how he had commuted by bus from Wauwatosa to University of Wisconsin Milwaukee, then lived without need for a car in Boston, New York, and Washington, D.C. – all cities with extensive rail and bus systems – before returning home. Describing the “slow death” of the once acclaimed Milwaukee County Transit System, he firmly endorse the transit proposals before the committee, saying “I want both my home towns to thrive.”

Annie Wacker, vice president of the Milwaukee Area Labor Council advocated “Keep It Simple Stupid” (K.I.S.S.) and asserted “this is a jobs bill.” That sentiment was seconded by a series of letters from major southeastern Wisconsin employers, who are opening new jobs and can't get the workers they need without better transit access, and by Racine Mayor John Dickert that with a 17.5% unemployment rate, and new jobs opening a twenty minute drive north, there is no transit connection to get workers to those jobs. Dickert recounted that a friend had suggested “tell them to get a car,” to which he responded that unemployed people can't afford a car before beginning work.

Also on the agenda was AB 734, to authorize creation of a Fox Cities Regional Transit Authority – which was warmly endorsed by Appleton Mayor Timothy M. Hanna, a representative from the

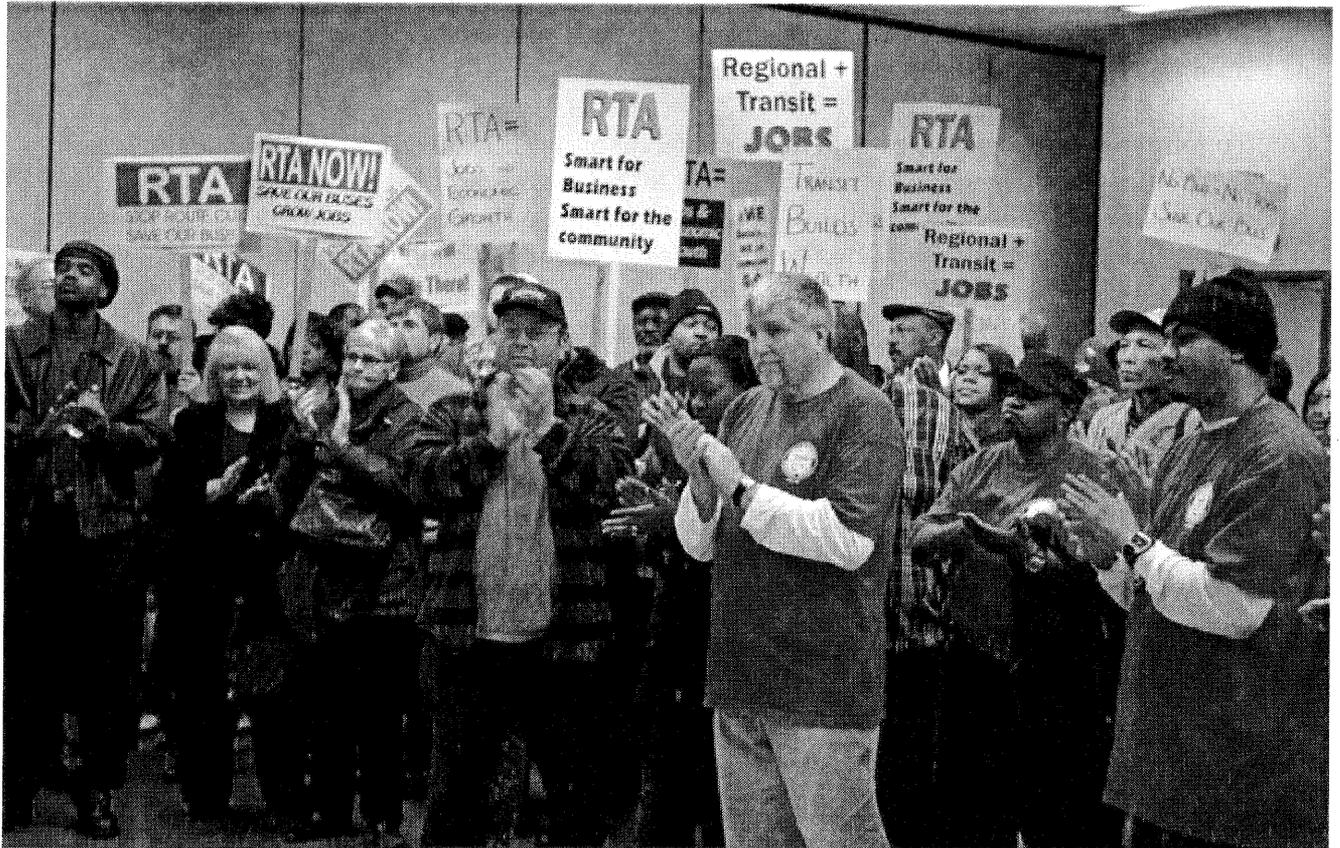
city's school board, and other from the Fox Valley. Penny Bernard Shaber, representing the 57th Assembly District, which includes most of Appleton, also participated in introducing the bill. Separate legislation for an RTA in the Eau Claire area was also considered.

An alternate plan, establishing a standard state-wide plan for any county, municipality, or group of counties or municipalities, to establish an RTA, was presented as AB 282. Many who testified, and some members of the Transportation Committee, saw problems bringing the proposal into line with the already established Southeastern Regional Transit Authority (SERTA), and the progress already made with Milwaukee voters' firm request to replace property tax revenue with a dedicated sales tax for the local bus system. Rep. Peter Barca, an author of AB 723, firmly advocated that the time to pass that legislation is now.

Milwaukee representative Tamara Grigsby, who spent six months in daily meetings to work out AB 723, after Governor Doyle foolishly vetoed the legislature's earlier provision for the dedicated sales tax funding Milwaukee voters approved, gave a spirited and factually detailed presentation for the bill, accompanied by Rep. Cory Mason, also a co-sponsor. She affirmed that the bill, with amendments Grigsby and Mason have proposed, protects taxpayers, provides extra assurance that sales tax revenue raised in Milwaukee County will remain in Milwaukee County, and the people of Milwaukee County have already voted for it. Grigsby also presented a letter from a constituent who had to move from her home of nine years because it was no longer served by the Route 14 bus, adding "If I wasn't retired, and was still working my downtown Milwaukee job, I would no longer be able to get there."

As data presented by Milwaukee County Transit System administrators, and previously assembled by county treasurer Dan Diliberti, clearly showed, without legislative action the Milwaukee bus system could be cut be one third or forced into bankruptcy in less than a year. The property tax levy simply can't sustain it any more. ATU Local 998 Legislative Director Lamar Amos-Sikora told the committee that poring over alternatives without taking decisive action seemed to him like "the house is on fire, and you're standing around talking about whether to use this bucket of water, or that hose over there, or whether we should pray for rain."

Transit supporters push for RTA



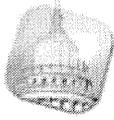
Tom Lynn

Labor and business leaders urged members of the state Legislature on Thursday to advance a measure to establish a regional transit authority and a 0.5% sales tax as a revenue source.

By Jason Stein

Posted: March 11, 2010 | [\(107\) Comments](#)

All Politics Blog



From Madison and beyond, a daily dose of political news and glimpses behind the scenes

Madison — A broad coalition of business, labor and community groups joined forces Thursday to press for a bill to shore up Milwaukee County's struggling bus system with a new transit authority and a 0.5% sales tax.

With just six weeks left in the legislative session and Democratic supporters of expanding the existing Southeastern Regional Transit Authority still split over different versions of the bill, the proposal's political future remains uncertain.

To jolt it forward, supporters held news conferences in Milwaukee and Madison and released letters of support signed by top executives of 40 businesses and 15 business groups; leaders of 23 unions and four labor organizations; outgoing Marquette University President Father Robert Wild; and representatives of other community, environmental and transit groups.

The common theme of the letters: Public transit is crucial to moving workers to existing jobs and making sure businesses can create new ones.

"This is about jobs, jobs, jobs," Greater Milwaukee Committee President Julia Taylor said at the Madison news conference. "Isn't that what we want?"

None of the speakers before the committee opposed the measure, although outside of the hearing it was panned by sales tax critics such as Milwaukee County Executive and GOP gubernatorial candidate Scott Walker.

"We need more reasons to attract jobs to our area," he said in a statement. "A tax increase takes us in the wrong direction."

Rep. Robin Vos (R-Caledonia) said each community should have to hold a binding referendum on an authority and a sales tax to be covered by them.

At their Madison news conference, transit supporters also called for making the proposal for the Milwaukee-area RTA part of a statewide bill that creates similar transit authorities in the Fox Cities and La Crosse County.

"We would prefer that the bills be rolled into one," said Gary Goyke, legislative liaison for the Wisconsin Urban and Rural Transit Association.

Last week, state Reps. Tamara Grigsby (D-Milwaukee) and Cory Mason (D-Racine) proposed a new version of the Milwaukee-area bill. Like earlier versions, it would establish a new Milwaukee County transit authority, funded by a county sales tax. That authority could take over the Milwaukee County Transit System - with County Board approval - and eventually would merge into the existing Southeastern Regional Transit Authority.

But that measure is competing with earlier plans backed by Gov. Jim Doyle for separate Kenosha and Racine transit authorities funded by hotel, vehicle registration or property taxes. Instead, starting Jan. 1, the Kenosha and Racine bus systems would become part of the regional authority, which already is responsible for the planned KRM Commuter Link rail line. The state could provide some added aid to those transit systems.

Sen. John Lehman (D-Racine), a supporter, said the limited time in the legislative session and the competing ideas among supporters made passing the bill like "climbing a mountain."

"A person taking bets would have to say this is a very, very difficult task," he said.

Transit backers have long pushed to wean Milwaukee County's bus system off the property tax, taking it out of competition with other county agencies for a cut of the levy. With the Milwaukee County Transit System projecting a \$2 million to \$3 million budget shortfall this year and a roughly \$8 million shortfall next year, regional planners have warned the system will face major service cuts without new state or local funding.

Jason Stein reported from Madison and Larry Sandler reported from Milwaukee.


WITI-MILW (FOX) - Milwaukee, WI
Fox 6 Wake-Up News at 7
3/12/2010 7:38:31 AM

... >> they asked about lake michigan water issues, mass **transit** and mayoral control of m=p=s.a lot of interesting numbers in a poll published today.it's a fox six business journal exclusive.mark kass - the editor of the business journal is here this morning. 3 ...

[View Transcrip](#)

WITI-MILW (FOX) - Milwaukee, WI
Fox 6 Wake-Up News at 7
3/12/2010 7:33:51 AM

... >> business and community leaders -rally in support of the state forming a regional **transit** authority in southeastern wisconsin. yesterday a hearing was held in madison that focusedon providing commuter-rail and bus service in milwaukee, kenosha and racine counties. supporters say doing so would prevent the milwaukee county **transit** system from slashing service, and spiking fares... and would create a more efficient system to get people to and from their jobs.a sales tax would help fund the service. >> ""it is no differer than fire and police and the other public services that the ...

[View Transcrip](#)
Show Proximity Hit(s)

WDJT-MILW (CBS) - Milwaukee, WI
CBS 58 Morning News Express at 6:30a
3/12/2010 6:55:09 AM

... your day ahead. there's an effort under way in madison to figure- out the best way to serve the **transit** needs of southeastern wisconsin. ""rta, rta, rta, rta"" yesterday a broad coalition of business leaders, politicians and environmentalists urged a transportation committee to approve a regional- **transit**- authority. that group included several local supporters. ""public **transit** is the essence of empowerment because it enables people to move about the community gives them mobility to ...

[View Transcrip](#)

WITI-MILW (FOX) - Milwaukee, WI
Fox 6 Wake-Up News at 6
3/12/2010 6:37:38 AM

... community leaders - along with labor unions -- holding a rally in support of the state forming a regional **transit** authority in southeast wisconsin.they say doing so... would

prevent the milwaukee county **transit** system from slashing service, and spiking fares... and would create a more efficient system to get people to and from their jobs. supporters say a sales tax would help fund the service. >> ""it is no different than fire and police and the other public services that the government provides in southeastern wisconsin. no one asks- does the police department pay for itself? ...

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WDJT-MILW (CBS) - Milwaukee, WI

CBS 58 Morning News Express at 6:00a



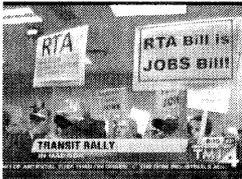
3/12/2010 6:24:45 AM

... under way in madison to figure- out the best way to serve the **transit** needs of southeastern wisconsin. ""rta, rta, rta, rta"" yesterday a broad coalition of business leaders politicians and environmentalists urged a transportation committee to approve a regional- **transit**- authority. that group included several local supporters. ""public **transit** is the essence of empowerment because it enables people to move about the community gives them mobility to access jobs access healthcare to do the ...

[View Transcrip](#)

WTMJ-MILW (NBC) - Milwaukee, WI

Today's TMJ4 News Live at Daybreak



3/12/2010 6:10:19 AM

... more news now with stories you'll be tlaking about today. supporters of a regional **transit** authority in southeast wisconsin traveled to madison to make their pitch. they say more commuter rail and bus service in the region is the key to economic development. ""you cannot build a foundation back on 17 percent unemployment if you do not have the foundation of regional transportation to move people."")) opponents argue an expansion o **transit** would lead to higher taxes. ...

[View Transcrip](#)

WISN-MKE (ABC) - Milwaukee, WI

WISN 12 News This Morning



3/12/2010 6:08:52 AM

... labor and business leaders are jumping on the bandwagon in support of creating a regional **transit** authority. the group held a rally at the old tower automotive site yesterday before heading to madison to encourage lawmakers to approve a **transit** bill. supporters say the legislation would help create jobs and promote economic development in southeas wisconsin. but critics say increasing taxes to fund the plan would do more harm than good the assembly is also considering bills to provide regional **transit** in the la crosse and fox cities areas. one of our local voices is weighing in ... julia taylor ...

[View Transcrip](#)

WISN-MKE (ABC) - Milwaukee, WI

WISN 12 News This Morning

3/12/2010 5:36:49 AM



... another show of support for the effort to create a regional **transit** authority. labor and business leaders joined elected officials for a symbolic bus ride. the group held a rally at the old tower automotive site. they then boarded several buses and headed to madison to encourage lawmakers to approve a **transit** bill. supporters say the legislation would help create jobs and promote economic development in southeast wisconsin. but critics say increasing taxes to fund the plan would do more harm than good. the assembly is also considering bills to provide regional **transit** in the la crosse and fox cities areas. ...

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WDJT-MILW (CBS) - Milwaukee, WI

CBS 58 Morning News Express at 5:00a

3/12/2010 5:25:58 AM



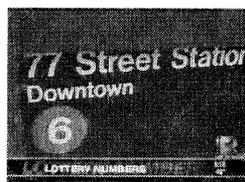
... there's an effort under way in mison to figure- out the best way to serve the **transit** needs of southeastern wisconsin. ""rta, rta, rta, rta"" yesterday a broad coalition of business leaders, politicians and environmentalists urged a transportation committee to approve a regional- **transit**- authority. that group included several local supporters. ""public **transit** is the essence of empowerment because it enables people to move about the community gives them mobility to ...

[View Transcrip](#)

WISN-MKE (ABC) - Milwaukee, WI

WISN 12 News This Morning

3/12/2010 5:15:38 AM



... hit and killed by a new jersey **transit** commuter train. no one on board any of the trains was hurt. at least one person is dead after a string of tornados in arkansas. several other people were hurt. the storms and high wind caused damage across the state. there are also reports of tornados in florida. forecasters say a wetter-than- usual winter, moisture from the gulf of mexico and the jet stream could lead to an increase in violent storms this tornado season. north dakota is preparing for storms. inmates in cass county have begun filling sandbags. ...

[View Transcrip](#)



WTMJ-MILW (NBC) - Milwaukee, WI

Today's TMJ4 News Live at Daybreak Ear

Edition I

3/12/2010 5:12:33 AM

... you'll be talking about today. supporters of a regional **transit** authority in southeast wisconsin traveled to madison to make their pitch. they say more commuter rail and bus service in the region is the key to economic development. ""you cannot build a foundation back on 17 percent unemployment if you do not have the foundation of regional transportation to move people."" opponents argue an expansion of **transit** would lead to higher taxes. breaking news now on live at ...

[View Transcri](#)

WITI-MILW (FOX) - Milwaukee, WI

Fox 6 Wake-Up News at 5

3/12/2010 5:05:36 AM



... labor unions -held a rally in support of the state forming a regional **transit** authority in southeastern wisconsin. they say doing so would prevent the milwaukee county **transit** system from slashing service, and spiking fares... and would create a more efficient system to get people to and from their jobs. supporters say a sales tax would help fund the service. >> it is no different than fire and police and the other public services that the government provides in southeastern wisconsin. no public service pays for itself. it is public service. government- citizens through their government- make ...

[View Transcri](#)

WITI-MILW (FOX) - Milwaukee, WI

Fox 6 News at 9:00

3/12/2010 3:20:31 AM



... unions -held a rally in support of the state forming a regional **transit** authority in southeastern wisconsin. they say doing so would prevent the milwaukee county **transit** system from slashing service, and spiking fares... and would create a more efficient system to get people to and from their jobs. supporters say a sales tax would help fund the service. >> ""it is no different than fire and police and the other public services that the government provides in southeastern wisconsin. no one asks- does the police department pay for itself does the fire department pay for itself? does the ...

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WDJT-MILW (CBS) - Milwaukee, WI

CBS 58 News Ten at 10

3/11/2010 10:20:01 PM



... there's an effort under way to figure- out the best way to serve the **transit** needs, of south-east wisconsin. its the subject of a public hearing before state lawmakers, in madison, today. ""rta, rta, rta, rta"" the transportation committee hearing focuses on a ""plan"" to start a regional- **transit**- authority. today, some supporters gathered and ""rallied"" over, at milwaukee's tower- automotive, before heading over to madison.

""public **transit** is the essence of empowerment because it enables ...

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[Show Proximity Hit\(s\)](#)

WITI-MILW (FOX) - Milwaukee, WI

Fox 6 News at 9:00

3/11/2010 9:17:04 PM



... unions -held a rally in support of the state forming a regional **transit** authority in southeastern wisconsin.they say doing so would prevent the milwaukee county **transit** system from slashing service, and spiking fares... and would create a more efficient syster to get people to and from their jobs.supporters say a sales tax would help fund the service. >> ""it is no different than fire and police and the other public services that the goverment provides in southeastern wisconsin. no one asks- does the police department pay for itself does the fire department pay ...

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WTMJ-MILW (NBC) - Milwaukee, WI

Today's TMJ4 News Live at 6:00

3/11/2010 6:15:54 PM



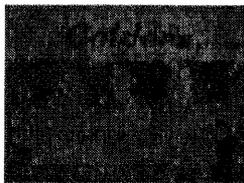
... >>>> more news now. support of a regional **transit** authority in southeastern wisconsin traveled to madison saying more commuter rail and bus service is the key to the region's economic development. >> you cannot build foundation back for 17% unemployment if you don't have the foundation of the region that transportation toon move people. >> but opponents argue anpo expansion of **transit** will lead to higher taxes. >>> truck trouble at the airport this morning. ...

[View Transcri](#)

WITI-MILW (FOX) - Milwaukee, WI

Fox 6 News at 6

3/11/2010 6:14:18 PM



... (announcer) >> the push is on in madison to change how mass **transit** is paid for in milwaukee, racine and kenosha counties.>> the assembly transportation committee heard testimony on bill... to create an ""interim regional transportation authority"".the new entit would fund itself through a half-percent **transit** sales tax. supporters of the plan say it would free bus systems from having to depend on shrinking support from property taxes. >> ""when you listen to the concerns of the people have on the property taxes, i think it's getting to the point of being unsustainable."">> the regional **transit** plan is not ...

[View Transcri](#)

WITI-MILW (FOX) - Milwaukee, WI

Fox 6 News at 6

3/11/2010 6:08:45 PM

... new place to get your favorite saz's food. >> plus, the **transit** debate is getting hotter in milwaukee.we'll explain what this is all about-- and meet the passionate group trekking to madison to demand change.>> and later, they are some of our nation's most treasured heroes.the special honor for ...

[View Transcri](#)

WITI-MILW (FOX) - Milwaukee, WI

Fox 6 News at 5:30

3/11/2010 5:32:31 PM



... held a rally in support of the state forming a regional **transit** authority in southeastern wisconsin.they say doing so would prevent the milwaukee county **transit** system from slashing service, and spiking fares... and would create a more efficient system to get peop to and from their jobs.supporters say a sales tax would help fund the service. >> ""it is no different than fire and police and the other public services that the government provides in southeastern wisconsin. no one asks- does the police department pay for itself? does the fire department pay for itself? does the ...

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WITI-MILW (FOX) - Milwaukee, WI

Fox 6 News at 5

3/11/2010 5:26:20 PM



... they wanted to spread-- next. >> and-- those pushing for a ""regional **transit** authority"" in milwaukee head to madison today-- to make their voices heard. what they want to see happen-- just ahead. 3 3 3 3 3 3 ...

[View Transcri](#)

[Previous](#) | [2](#) | [3](#) | [4](#) | [5](#) | [Next](#)

Search Term: transit

362 Match

WDJT-MILW (CBS) - Milwaukee, WI

CBS 58 News at 5pm

3/11/2010 5:14:45 PM



... there's an effort under way to figure- out the best way to serve the **transit** needs, of southeast wisconsin. its the subject of a public hearing before state lawmakers, in madison today. ""rta, rta, rta, rta"" the hearing before the transportation committee focuses on a pla to start a regional- **transit**- authority. today, some supporters gathered at milwaukee's tower- automotive ahead of the hearing. they believe the plan will create jobs, and give

people better access to their cities. ""public **transit** is the essence of empowerment because it enables ...

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[Show Proximity Hit\(s\)](#)

WISN-MKE (ABC) - Milwaukee, WI

WISN 12 News at 5:00

3/11/2010 5:05:41 PM



... **transit** authority. labor and business leaders joined elected officials for a symbolic bus ride today. the group held a rally at the old tower automotive site this morning... then they boarded several buses and headed to madison to encourage lawmakers to approve a **trans** bill. supporters say the legislation would help create jobs and promote economic development in southeast wisconsin. but critics say increasing taxes to fund the plan would do more harm than good. part of that money is gonna come out of stuff that you otherwise wanted done in terms of other roads and bridges in this state. i think most people wonder how ...

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[Show Proximity Hit\(s\)](#)

WTMJ-MILW (NBC) - Milwaukee, WI

Today's TMJ4 News Live at 5:00

3/11/2010 5:07:32 PM



... leaders rallied to support a new tax that would create a regional **transit** authority in southeast wisconsin. they believe its necessary to improve bus service... and get workers t where the jobs are. supporters got on buses and went to madison where an assembly committee took up the idea. we'll have more on what happened in madison on live at six. another thriller for marquette in the big east tournament. lance allan has the highlights a b later in sports. ...

[View Transcrip](#)

WITI-MILW (FOX) - Milwaukee, WI

Fox 6 Wake-Up News at 8

3/11/2010 8:06:11 AM



... plan through april 1. 3 3 >>how best to serve the **transit** needs of southeast wisconsin and other parts of the state is the subject of a public hearing before state lawmakers this morning.the hearing before the assembly's transportation committee focuses on a plan to provide commuter-rail and bus service in milwaukee, kenosha and racine counties. other bills to provide regional **transit** in the la crosse and fox cities areas are also on the agenda supporters say regional **transit** will help create jobs, reduce traffic congestion and make it easier ...

[View Transcri](#)

WDJT-MILW (CBS) - Milwaukee, WI

The Early Show



3/11/2010 7:56:24 AM

... today... local labor and business leaders will urge the state legislature to pass **transit** legislation that would create a new **transit** authority here in milwaukee county. the bill calls for a half-percent sales tax in milwaukee county... to help pay for buses... and would eventually join racine and kenosha counties. we'll take a look at traffic and weather right after this break. stay with us. ...

[View Transcri](#)

WDJT-MILW (CBS) - Milwaukee, WI

The Early Show



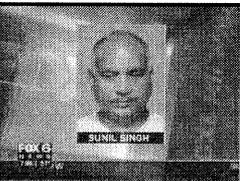
3/11/2010 7:26:25 AM

... local labor and business leaders will urge the state legislature to pass **transit** legislation that would create a new **transit** authority here in milwaukee county. the bill calls for a half-percent sales tax in milwaukee county... to help pay for buses... and would eventually join racine and kenosha counties. we'll take a look at traffic and weather right after this break. stay with us. ...

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WITI-MILW (FOX) - Milwaukee, WI

Fox 6 Wake-Up News at 7



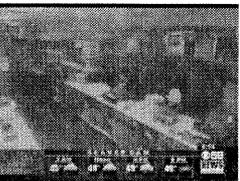
3/11/2010 7:06:37 AM

... enticement. 3 3 >>>how best to serve the **transit** needs of southeast wisconsin and other parts of the state is the subject of a public hearing before state lawmakers this morning.the hearing before the assembly's transportation committee focuses on a plan to provide commuter-rail and bus service in milwaukee, kenosha and racine counties. other bills to provide regional **transit** in the la crosse and fox cities areas are also on the agenda. supporters say regional **transit** will help create jobs, reduce traffic congestion and make it easier for people to get to work. ...

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WDJT-MILW (CBS) - Milwaukee, WI

CBS 58 Morning News Express at 6:30a



3/11/2010 6:54:57 AM

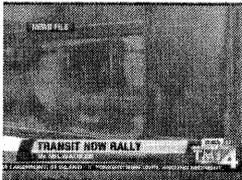
... today... local labor and business leaders will urge the state legislature to pass **transit** legislation that would create a new **transit** authority here in milwaukee county. the bill calls for a half-percent sales tax in milwaukee county... to help pay for buses... and would

eventually join racine and kenosha counties. and that's your look at the day ahead. the debate over the selling of raw- milk continues in wisconsin. hundreds of people packed a legislative hearing on the bill that would allow dairy farmer to sell raw-milk directly to customers. curenly state law doesn't allow that ...

[View Transcrip](#)

WTMJ-MILW (NBC) - Milwaukee, WI

Today's TMJ4 News Live at Daybrea



3/11/2010 6:53:20 AM

... push for a new tax to pay for public **transit**, specifically county buses. supporters say it needed to create jobs and spur economic growth. an assembly committee will take up the idea today in madison. all new tonight at nine on today's tmj4...the marriage ref.join jerry seinfeld and a cast of characters as they weigh in on the disfunctions of marriage. that's right before live at ""ten."" we kick off your primetime line-up with ""community"" at seven. then it's parks and recreation, the office, 30 rock, the marriage ref as we ...

[View Transcrip](#)

WDJT-MILW (CBS) - Milwaukee, WI

CBS 58 Morning News Express at 6:30a



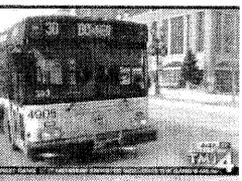
3/11/2010 6:52:08 AM

... court today. and... details on how a new **transit** athority could could be headed our way... ...

[View Transcrip](#)

WTMJ-MILW (NBC) - Milwaukee, WI

Today's TMJ4 News Live at Daybrea



3/11/2010 6:37:38 AM

... a rally will be held today to create a tax to pay for public **transit**, specifically county buses. supporters say it's needed to create jobs and spur economic growth. an assembly committee will take up the idea today in madison. there still may be hope for parents in racine scrambling to find new daycare providers. the gateway technical college early childhood lab is considered by many the best childcare in racine. the facility will close in months because of high operating costs. parents say there aren't any child care centers tha compare to ...

[View Transcrip](#)



WDJT-MILW (CBS) - Milwaukee, WI

CBS 58 Morning News Express at 6:00a

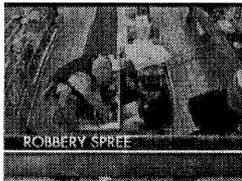
3/11/2010 6:24:39 AM

... today... local labor and business leaders will urge the state legislature to pass **transit** legislation that would create a new **transit** authority here in milwaukee county. the bill calls for a half-percent sales tax in milwaukee county... to help pay for buses... and would eventually join racine and kenosha counties. and that's your look at the day ahead. (anchor ad-lib over wx shot) ...

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WDJT-MILW (CBS) - Milwaukee, WI

CBS 58 Morning News Express at 6:00a



3/11/2010 6:21:52 AM

... court today. and... details on how a new **transit** athority could could be headed our way... ..

[View Transcrip](#)

WDJT-MILW (CBS) - Milwaukee, WI

CBS 58 Morning News Express at 5:30a



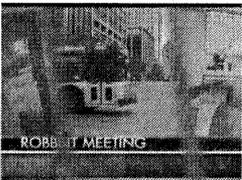
3/11/2010 5:54:02 AM

... today... local labor and business leaders will urge the state legislature to pass **transit** legislation that would create a new **transit** authority here in milwaukee county. the bill calls for a half-percent sales tax in milwaukee county... to help pay for buses... and would eventually join racine and kenosha counties. and that's your look at the day ahead. (anchor ad-lib over ...

[View Transcrip](#)

WDJT-MILW (CBS) - Milwaukee, WI

CBS 58 Morning News Express at 5:30a



3/11/2010 5:51:15 AM

... and... details on how a new **transit** athority could could be headed our way... ..

[View Transcrip](#)

WISN-MKE (ABC) - Milwaukee, WI

WISN 12 News This Morning



3/11/2010 5:41:00 AM

... milwaukee area labor council are coming together in support of the regional **transit** authority. the leaders are having a rally at nine this morning at the former tower automotive site. that s where new high-speed rail cars will be built. leaders will then head to madison to attend a legislative hearing on the issue. they re hoping to capture a giant s

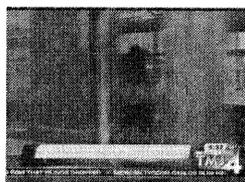
attention. milwaukee and several other wisconsin cities are courting google. the technology that could bring thousands of jobs to the area. weather needs your attention this morning with patchy, very dense fog. i ll show you when ...

[View Transcrip](#)

WTMJ-MILW (NBC) - Milwaukee, WI

Today's TMJ4 News Live at Daybreak Ear

Edition II



3/11/2010 5:37:38 AM

... create a tax to pay for public **transit**, specifically county buses. supporters say it's needed to create jobs and spur economic growth. an assembly committee will take up the idea today in madison. there ill may be hope for parents in racine scrambling to find new daycare providers. the gateway technical college early childhood lab is considered by many the best childcare in racine. the facility will close in 6 months because of high operating costs. parents say there aren't any child care centers that compare to gateway's. .

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WITI-MILW (FOX) - Milwaukee, WI

Fox 6 Wake-Up News at 5



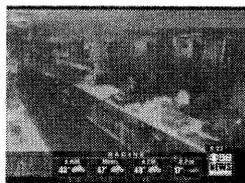
3/11/2010 5:32:36 AM

... budget for public transportation -- like the milwaukee county **transit** system -- will likely be cut if new funding legislation isn't passed. if passed, **transit** bill would also secure federal funds for a kenosha-racine-milwaukee commuter rail. the hearing starts at ten a-m. 3 3 >> a new law signed into law by the governor requires the cost of health care to be more easily available to consumers it requires health care providers to tell a patient what the average price is for the 75 most common procedures. patients must also be told what they can expect for out- ...

[View Transcrip](#)

WDJT-MILW (CBS) - Milwaukee, WI

CBS 58 Morning News Express at 5:00a



3/11/2010 5:23:16 AM

... local labor and business leaders will urge the state legislature to pass **transit** legislation that would create a new **transit** authority here in milwaukee county. the bill calls for a half-percent sales tax in milwaukee county... to help pay for buses... and would eventually join racine and kenosha counties. and that's your look at the day ahead. (anchor ad-lib over wx shot) ...

[View Transcrip](#)



WDJT-MILW (CBS) -

CBS 58 Morning News Express at

Milwaukee, WI

5:00am

3/11/2010 5:19:55 AM

... are set to appear in court today. and... details on how a new **transit** authority could be headed our way... ..

[View Transcript](#)

Search Term: transit

362 Match

WITI-MILW (FOX) - Milwaukee, WI

Fox 6 Wake-Up News at 5

3/11/2010 5:05:11 AM



... their opinions on that issue. budget for public transportation -- like the milwaukee county **transit** system -- will likely be cut if new funding legislation isn't passed. if passed **transit** bill would also secure federal funds for a kenosha-racine-milwaukee commuter rail. the hearing starts at ten a-m. 3 3 >> a new law signed by the governor requires the cost of health care to be more easily available to consumers. it requires health care providers to tell a patient what the average price is for the 75 most common procedures. patients must also be told what they can expect for out- ...

[View Transcript](#)

WITI-MILW (FOX) - Milwaukee, WI

Fox 6 Wake-Up News at 4:30

3/11/2010 4:44:51 AM



... today on the creation of a regional **transit** authority. governor doyle signs a new safety law-- what you'll be required to have in your home in the next year. and another sure sign of spring-- the start of another major road construction project-- what stretch of interstate slated for re-surfacing. that's all coming up at five... 3 3 3 ...

[View Transcript](#)

Attachment 3

**SOUTHEASTERN REGIONAL TRANSIT AUTHORITY
FINANCIAL REPORT: MARCH 8, 2010**

Progress, Billing, and Payment Report

Budget Item	Total Budget	Period of Expenditure	Amount Paid
Mueller Communications - 1-month	\$12,000	Dec. '09	\$12,257.74
Mueller Communications team - 4-month	\$102,000	Jan. '10	32,079.76
Direct Mail Campaign	\$40,000	-	40,500.00
Schreiber and Associates - 4-month	\$18,000	Jan. - Feb. '10	8,000.00
Remaining KRM Local Match	\$55,000	-	-
Other	-	Dec. '09 - Feb. '10	370.00
Total	\$227,000	-	\$93,207.50

Financial Summary

Income	\$1,484,560.64
Expenditures	\$93,207.50
Current Balance	\$1,391,353.14

KRY/EDL
#150596

Attachment 4

MODIFIED REQUEST FOR SERTA TO FUND REMAINDER OF LOCAL SHARE OF CURRENT KENOSHA-RACINE-MILWAUKEE (KRM) COMMUTER RAIL STUDY COSTS

A technical study with a total cost of \$900,000 is underway to prepare the necessary “New Starts” application to the Federal Transit Administration (FTA) to enter preliminary engineering and potentially obtain a Federal discretionary grant for the KRM project’s capital funding. This study includes a transit alternatives analysis comparing KRM commuter rail to an express bus alternative. This study is being guided by an Intergovernmental Partnership consisting of the Cities and Counties of Kenosha, Milwaukee, and Racine, the Wisconsin Department of Transportation, and the Southeastern Wisconsin Regional Planning Commission. The Intergovernmental Partnership was created to advance the KRM commuter rail project by conducting the necessary technical studies in anticipation of the creation of a permanent regional transit authority to construct, operate, and manage a KRM commuter rail line. The Regional Planning Commission acts as staff to the Intergovernmental Partnership, managing a consultant team which has been conducting the current KRM study.

The current study has been funded in part by \$800,000 in Federal funds from a \$6.9 million FTA grant. These Federal funds may be used for 80 percent of the total study cost and require State and/or local funds for the remaining 20 percent. The FTA grant is held by SEWRPC, on behalf of the former “temporary”, “limited authority” regional transit authority, and now on behalf of the Southeastern Regional Transit Authority (SERTA). The other funding for the current study includes \$100,000 in State of Wisconsin funds, with an additional \$100,000 local match to be provided jointly by the Cities and Counties of Kenosha, Milwaukee, and Racine. This \$100,000 local match was envisioned to be provided if possible by in-kind staff services, with any remaining local match needed to be provided in cash by the Cities and Counties of Kenosha, Milwaukee, and Racine.

At its December 18, 2009, meeting, the SERTA Board approved a request from the Intergovernmental Partnership to provide the remaining local match at that time for the current KRM study – up to \$55,000 – which was not yet funded by in-kind staff efforts and would otherwise need to be provided in cash by the Cities and Counties of Kenosha, Milwaukee, and Racine. As of March 8, 2010, these six units of government have now provided a total of about \$67,500 in in-kind services, leaving about \$32,500 which would be provided in cash by SERTA. There is a continuing need for SERTA to provide this remaining local match.

Moreover, in conducting the current studies, consultant staff has had to perform work above and beyond the scope of work of the original \$900,000 efforts. In addition, there will be a need by the consultant to conduct additional work to respond to FTA questions upon submittal of the “New Starts” application.

Of the SERTA-approved \$55,000, about \$32,500 would be used to provide the local match which would otherwise need to be provided in cash by each of the Cities and Counties of Kenosha, Milwaukee, and Racine. Commission staff would propose that the remaining \$22,500 be used as a local match to \$90,000 in Federal funds from the approximately \$6.1 million remaining in the FTA grant now held by SEWRPC. These funds would then be used to fund this additional consultant work, as well as cover direct expenses which have been incurred by Commission staff during the current KRM studies. The direct expenses currently total about \$7,000, and primarily include study mailings, advertisements, court reporters, and room rental fees associated with public meetings held for the project’s draft environmental impact statement.

* * *

Attachment 5

DRAFT REQUEST FOR QUALIFICATIONS/ PROPOSALS

DEVELOPMENT AND IMPLEMENTATION OF A COMMUNICATIONS STRATEGY FOR THE SOUTHEASTERN REGIONAL TRANSIT AUTHORITY

INTRODUCTION

The Southeastern Regional Transit Authority (SERTA) is requesting proposals from interested and qualified consultants and consultant teams to assist in the development and implementation of a communications strategy for SERTA.

The purpose of this Request for Qualifications/Proposals (RFQ/P) is to set forth the requirements and procedures for the submission of qualifications and proposals from consultants interested in performing the desired work. This RFQ/P includes pertinent introductory information, describes the work desired, sets forth the submittal requirements, and describes the consultant selection procedure to be followed.

Background

SERTA was created by the Wisconsin State Legislature and Governor in July 2009 to serve the counties of Kenosha, Milwaukee, and Racine. The function of SERTA under State law is to oversee the development of commuter rail service in Kenosha, Racine, and Milwaukee Counties. Additional legislation creating local dedicated funding for existing public transit systems in southeastern Wisconsin, currently introduced in the State Legislature, has the potential to extend SERTA's responsibilities to overseeing these existing transit systems. The website for SERTA (www.sewisrta.org) documents the statutory responsibilities of SERTA, its governing bylaws, its members and staff, its past and scheduled upcoming meetings, all materials considered to date by SERTA, and reports of interest to SERTA's work. The proposed work of the consultant is to develop and implement a communications strategy to assist SERTA and its staff in communicating the work of SERTA, which currently includes overseeing the development of KRM commuter rail, and may extend to overseeing existing public transit systems should local dedicated funding be provided for existing transit systems.

Issuing Organization

This RFQ/P has been issued by the Southeastern Regional Transit Authority. The Southeastern Wisconsin Regional Planning Commission (SEWRPC) staff, which is assisting SERTA, will be responsible for project management and contract administration until SERTA hires its own permanent staff. The

consultant responsible for conducting the desired work will contract with the Southeastern Regional Transit Authority for the completion of the work described in this RFQ/P and ultimately in the contract. SERTA and SEWRPC staff will provide appropriate oversight to all the activities envisioned to be accomplished under this work effort.

Contact Person

For further information about this RFQ/P, contact:

Kenneth R. Yunker, Executive Director
Southeastern Wisconsin Regional Planning Commission
W239 N1812 Rockwood Drive
P. O. Box 1607
Waukesha, WI 53187-1607
Telephone: (262) 547-6721
Fax: (262) 547-1103
kyunker@sewrpc.org

SCOPE OF WORK

The purpose of this section is to describe the desired consultant services, management of the desired work, and the type of consulting contract required. The work effort described in this RFQ/P is intended to develop and implement a communications strategy for the work of SERTA, which currently includes overseeing the development of KRM commuter rail, and may extend to overseeing existing public transit systems should local dedicated funding be provided for existing transit systems .

Work Elements

There are five elements of work to be performed by the consultant or consultant team:

1. Development, Monitoring, and Refinement of Communications Strategy
2. Development of Communication Materials
3. Public Opinion Assessment
4. Outreach to Elected Officials, Public Agency Staff, and Business Community
5. Outreach to General Public

Development, Monitoring, and Refinement of Communications Strategy

The consultant will be responsible for developing, implementing, and continually refining a strategy to communicate the work of SERTA, which currently includes overseeing the development of KRM

commuter rail, and may extend to overseeing existing public transit systems should local dedicated funding be provided for existing transit systems. The initial strategy development will occur in the first month of the contract, with continuing implementation and refinement.

Development of Communications Materials

The consultant will propose, develop, produce, and modify from time-to-time materials to communicate the work of SERTA, which currently includes overseeing the development of KRM commuter rail, and may extend to overseeing existing public transit systems should local dedicated funding be provided for existing transit systems and their attendant benefits. These materials include, but are not limited to:

- Brochure
- Fact sheets for both general and special audiences
- News releases
- Briefing materials and packages
- Newsletters
- Informational DVD
- Advertisements
- Logo

This work will be initiated at the beginning of the contract, with continuing implementation and refinement.

Assessment of Public Opinion

The consultant will conduct public opinion polling and focus groups to assess with respect to the public, and possibly elected officials and the business community, agreement with the work of SERTA, which currently includes overseeing the development of KRM commuter rail, and may extend to overseeing existing public transit systems should local dedicated funding be provided for existing transit systems.

Outreach to Elected Officials, Agency Staff, and Business Community

The consultant will conduct and coordinate one-on-one meetings and group briefings of elected officials - local, State, and Federal -- and key public agency staff and as well with business community organization leaders and staff. The outreach will include conducting and coordinating additional group outreach or information sessions which may be suggested by the elected officials, business leaders, and staff. The outreach would include developing and providing information to the elected officials, business

leaders, and staff for distribution to their constituents. The consultants will also help guide SERTA in government relations and seeking funding/new starts assistance at the State and Federal level. .

Public Outreach

The consultant will conduct outreach to the public. This work is intended to develop public awareness and understanding of the work of SERTA, which currently includes overseeing the development of KRM commuter rail, and may extend to overseeing existing public transit systems should local dedicated funding be provided for existing transit systems.. The public education effort would include, but not be limited to:

- Open House and Town Hall Meetings
- Community and Business Presentations (At Special and Regularly Scheduled Meetings)
- Information Booth at Community Events
- Media Relations
- Developing and Maintaining a Database of Supporters and Interested Parties

Work Management

The consultant will be required to use the project manager and key staff members named in its Statement of Qualifications/Proposal. A condition of the consultant contract will be that a single project manager be identified and assigned to this work effort for its duration. Changes in the assigned project manager or in key staff members will not be permitted and may be cause for termination of the contract.

Schedule

The responsibilities of the consultant will commence upon execution of the consultant contract and issuance of a notice to proceed.

Type of Contract

Any contract resulting from this RFQ/P will be a monthly contract, at a set amount, negotiated between the selected consultant and SERTA. Payments to the consultant will be based on invoices submitted monthly by the consultant, with each invoice paid within 20 days of receipt.

STATEMENT OF QUALIFICATIONS/PROPOSAL REQUIREMENTS

The purpose of this section is to describe what is being requested for inclusion in the statement of qualifications/proposal and the procedures for submittal by the consultant.

Contents of Proposal

Each consultant will submit a proposal that will include the following items:

1. A clear and concise statement which indicates the consultant's past performance and familiarity with each work element to be conducted. A list of at least three references for each work element for which the consultant has provided similar services as described in the proposal should be provided.
2. A statement by work element indicating the qualifications of the key persons who will be assigned to each work element of the project. As a condition of the contract, the assignment and use of a single project manager and key consultant personnel as proposed will be required throughout the entire project. Resumes for key personnel who will be assigned to the project should be included in the proposal as appendices. A single project manager must be identified.
3. A brief statement indicating the availability of qualified personnel, facilities, and services and the ability of the consultant to complete the work of the study on a continual monthly basis. The consultant will identify the location where the project manager and key personnel for this study will be based.
4. A discussion limited to one page each for each of the five work elements identifying the consultant's proposed approach to each element, and the level of effort including number and type of proposed meetings and proposed communications materials.
5. An estimated cost budget for one year based on a contract amount of up to \$25,000 per month. The budget should indicate by work element: personnel assigned, labor hours by persons, and other expenses. The direct labor hours and rate for each person assigned shall also be included. The cost budget should indicate the percentage of the work which will be performed by Emerging Business Enterprise firms as certified by City of Milwaukee or Disadvantaged Business Enterprise firms as certified by the State of Wisconsin. A minimum of 15 percent of the proposed

work should be proposed to be completed by Emerging or Disadvantaged Business Enterprise firms.

Format

The proposal shall be submitted on letter-size (8 1/2 inches x 11 inches) paper and bound. Elaborate graphics and expensive papers and bindings are not necessary. Fifteen (15) copies of the proposal shall be submitted.

Directions for Submittal

Consultants shall submit the required number of copies of the proposal to the Southeastern Wisconsin Regional Planning Commission. The proposals must be received at the Southeastern Wisconsin Regional Planning Commission offices by 12:00 noon Central Daylight Time (CDT) on Friday, April 9, 2010, located at the following address:

Southeastern Wisconsin Regional Planning Commission
W239 N1812 Rockwood Drive
P. O. Box 1607
Waukesha, WI 53187-1607

Packaging containing the proposals and any related materials should be plainly marked on the outside in the following manner: “Qualifications/Proposal for Southeastern Regional Transit Authority Communications Strategy.” Envelopes or packages containing proposals and related materials which are received after the above time and date will not be accepted and will be returned unopened.

Costs Incurred in Responding to this Request for Qualifications/Proposals

The Southeastern Wisconsin Regional Planning Commission and the Southeastern Regional Transit Authority, as well as any other companies, businesses, organizations, units of government, and public agencies, are not liable for any costs incurred by consultants or consulting firms in responding to this RFQ/P, or for any costs associated with discussions required for clarification of items relating to this RFQ/P.

CONSULTANT SELECTION PROCEDURE

A single consultant will be selected from those submitting qualifications/proposals for the work by the Southeastern Regional Transit Authority.

Evaluation of Consultant Qualifications/Proposals

A qualifications-based selection process will be used to evaluate and select a consultant. Each proposal will be evaluated on the basis of the experience and qualifications, particularly of the proposed project manager and staff, and the proposed approach to the effort, as outlined in the proposal. Also, familiarity with southeastern Wisconsin will be considered.

Each proposal will be evaluated and ranked by a team on the basis of the following evaluation criteria. Percentages indicate the proportional weight of each criterion.

1. Experience and qualifications of proposed project manager -- 15%
2. Experience and qualifications of proposed key personnel -- 25%
3. Experience with and knowledge of southeastern Wisconsin -- 15%
4. Experience with and knowledge of public transit and commuter rail -- 15%
5. Proposed work program -- 15%
6. Commitment to use emerging and/or disadvantaged business enterprise firms -- 15%

Consultant selection may be made solely on the basis of submitted statements of qualifications/proposal, or an evaluation of the qualifications/proposals may be used to select one or more consultants for a personal interview. If interviews are conducted, final selection will then be based upon interview and qualifications/proposal. Not every firm submitting a statement of qualifications/proposal may be selected for an interview. Interviews, if conducted, will be held on the morning of April 16, 2010.

Approval of Selection Decision

Following review of the qualifications/proposals and possible interviews of the consultants, the Southeastern Regional Transit Authority will select the highest ranked consultant and attempt to negotiate a contract with that consultant. Should such negotiations with the highest ranked consultant prove unsuccessful, then a contract may be negotiated with a next highest ranked consultant. The Southeastern Regional Transit Authority reserves the right to reject any or all proposals received, cancel this RFQ/P, issue a subsequent RFQ/P, require confirmation of any information provided by consultants, establish a short list of RFQ/P respondents for interviews or clarifications, select a consultant without a short list, negotiate with any, all, or none of the RFQ/P respondents, and enter into a contract for all, part, or none of the required work.

Requests for Clarifications

In all cases, the services to be furnished under a contract resulting from this RFQ/P shall fully comply with the scope of work being requested herein. Questions regarding unclear or restrictive requirements, the procurement process, requests for clarification, or alleged improprieties shall be submitted in writing and received no later than by 12:00 noon Central Daylight Time (CDT) on Friday, March 26, 2010, at the following address. All correspondence should be directed to:

Kenneth R. Yunker, Executive Director
Southeastern Wisconsin Regional Planning Commission
W239 N1812 Rockwood Drive
P. O. Box 1607
Waukesha, WI 53187-1607
Telephone: (262) 547-6721
Fax: (262) 547-1103
kyunker@sewrpc.org

Requests and questions must be submitted in writing. Faxes and e-mail are also acceptable. Telephone requests are discouraged. Responses to all written requests will be sent by e-mail or U.S. mail to all consultants that have requested the RFQ/P. Responses will be mailed by the end of Friday, April 2, 2010.

* * *

KRY/EDL/edl
#150598 v1 - SERTA - Minutes of Mtg 5 - 031510 Attachment 5 Draft RFQP

Attachment 6

PROPOSED SERTA COMMUNICATIONS CONSULTANT HIRING SCHEDULE

- Tue 3/9 Draft RFQ/P transmittal to SERTA for comment
- Mon 3/15 Draft RFQ/P considered by SERTA Board
- Wed 3/17 RFQ/P issued
- Fri 4/9 Consultant Statements of Qualifications/Proposals due
- Tue 4/13 SERTA subcommittee meeting to evaluate consultant Statements of Qualifications/Proposals
- Fri 4/16 SERTA subcommittee interviews consultant teams
- Mon 4/19 SERTA Board meeting including consideration and approval of SERTA subcommittee consultant team recommendation
- Mon 5/3 Consultant contract executed and work underway

Attachment 7

**LIST OF FIRMS TO RECEIVE REQUEST FOR QUALIFICATIONS/PROPOSALS
FOR A SERTA COMMUNICATIONS CONSULTANT**

100 Monkeys Inc.	Media Makers, Inc.
Abrazo Multicultural Marketing and Communications	MGA Construction LLC
Avicom Marketing Communications	Mosaic Communications
Blue Horse Inc.	Mueller Communications, Inc.
Boelter & Lincoln Marketing Communications	Multicultural Entrepreneurship Institute, Inc.
Bottom Line Marketing & Public Relations, Inc.	Nelson Schmidt
Caffeine Communications	Penne Wilson Consulting
Celtic Inc.	Prism Technical Management & Market Services
CKPR	Quest Corporation of America, Inc.
Clear Verve Marketing, LLC	Rathmann Communications
Concentre Communications	Red Sea Services
Consultants Unlimited	Scheibel Halaska, Inc.
Core Creative, Inc.	Serendipity Communications
Creative Marketing Resources, Inc.	Studio (re)generate
Creatonomy, Inc.	The Jenann C. Olsen Company
Dixon & Company	The McFarland Group, Inc.
Donaldson Media & Marketing Services, LLC	The Zizzo Group, Inc.
Ellingsen Brady Advertising	Torres & Co./Media Consultants
Goff & Associates	Transit NOW
Haas Media, LLC	Versant Solutions
Harvest PR & Marketing, Inc.	Vesta Rea & Associates, LLC
J.E.M.S. Enterprises of Madison LLC	Vollrath Associates, Inc.
Lanser Public Affairs LLC	Weiss & Company Marketing Communications LLC
Leonard & Finco Public Relations Inc.	Woo Connections
LePoidevin Rickinger Group	Zeppos & Associates
Martha Love Association, LLC	Zigman Joseph Stephenson
Martinsek & Associates	