

Minutes
Transportation Commission Meeting
January 26, 2012

Commission members in attendance: Chairperson- Nichole Lysne, Bob Woehr, Fred Hopfensperger
Ald. Mary Stroik, Elbert Rackow, Ald. Jeremy Slowinski, Hans Walther

Others present: Susan Lemke

The meeting was called to order at 5:36 p.m. by Chairperson Lysne.

1. Approval of minutes from the December 8, 2011 Transportation Commission meeting.

Elbert Rackow moved to approve the minutes from the December 8, 2011 Transportation Commission meeting. Bob Woehr seconded. Ayes all; Nays none; Motion carried.

2. Transit Routes/Information on Android App.; Presentation by Drew Frisk.

Drew Frisk recently participated in a Noel Group competition in which the project was to build a user friendly application for mobile devices. Drew chose to develop an application which would allow individuals the opportunity to view public transit routes and information via these devices. His application currently contains all Stevens Point Transit routes, points of interest, bus stop locations, time points etc. He indicated he would like to continue to expand the application for Stevens Point Transit to include a GPS system which would allow for real time location information. He is also working on creating alerts which would pop up if there are deviations in routes due to construction etc. Eventually he would like to write the application to include travel beyond Stevens Point, and offer his application to other small transit systems in the state.

The Commission was very impressed with the application and requested that Drew submit a cost proposal for finalization and release of his project. All Commissioners agreed they would like to see the project through to fruition, if it is affordable to do so. Manager Lemke questioned the possibility of selling advertising on the app. to generate revenue to offset the cost. Drew indicated the application could certainly be set up to accommodate that feature. Manager Lemke will contact Houck advertising, the bus advertising contractor, to see if they would have the capabilities and interest in selling advertising for this type of program. Fred Hopfensperger suggested a test group should be established once the application is ready for implementation, but prior to public release. Bob Woehr questioned if there would be a cost to download the application. Drew indicated that typically if advertising is present there is not a download charge.

3. Bus Advertising: Additional bus wrap request and new advertising option.

Houck Advertising has requested an additional bus wrap. The pending contract is with Security Health, for 9 months. Stevens Point Transit's portion of the revenue generated from the wrap will be \$800.00 per month. No current advertisers will be affected by the change. Houck indicated they are also offering a new type of advertising on the inside of the bus. The advertisements are placed on the ceiling of the bus and have been positively received by transit systems using them. Ald. Jeremy Slowinski stated he is very much in favor of generating additional revenue whenever possible and supports the opportunity for additional advertising. Elbert Rackow moved to authorize the Transit Manager to proceed with Houck Advertising on the placement of an additional bus wrap and future ceiling advertising. Ald. Jeremy Slowinski seconded. Ayes all; Nays none; Motion carried.

4. CTAA technical assistance project/advisory committee.

The kickoff of the technical assistance grant award Manager Lemke secured last April will begin with a Mobility Visioning workshop which will be held on February 16, 2012. Manager Lemke is in the process of developing an Advisory Committee to assist with the project. All Transportation Commissioners are invited to sit on the committee. The project should be concluded in August with the final outcome being a plan to implement a more coordinated city/county transportation service.

5. Saint Michael's Hospital patient discharge issues.

Ambu-Lift, a private transportation provider in Portage County, recently went out of business. This created a challenge for Saint Michael's Hospital in regard to afterhours transportation for discharge patients. Manager Lemke is working with the Aging and Disabilities Resource Center Transportation Director to find a solution to this issue.

6. Manager's Report:
a. Facility Update

The architect/engineering firm is finalizing the Invitation For Bids document for the construction of the new transit facility. The deadline to submit a bid is February 28, 2012.

b. Year End ridership report.

The overall system ridership in 2011 increased 11.79% or 30,060 rides from 2010, 285,075 rides were provided. Adult, Senior, Disabled, and Youth rides were up 6,830, UWSP U-pass rides increased by 19,419 rides, the Late Night Transit ridership increased 2,869, Point Plus increased 563 rides, and Transfers were up by 379 rides.

c. Staff updates.

The mechanic positions have been filled. The Late Night Transit Supervisor position is open and advertising for the position will begin soon. The February Personnel Committee agenda will include a request to fill a Bus Operator position which is the result of a recent retirement.

Ald. Mary Stroik moved to accept the Manager's report and place it on file. Seconded by Hans Walther. Ayes all; Nays none; Motion carried.

7. Next meeting date.

The next Transportation Commission meeting is scheduled for February 23, 2012 at 5:30 p.m.

8. Adjourn

Chairperson Nichole Lysne moved to adjourn, Ald. Mary Stroik seconded. Ayes all; Nays none: Motion carried. The meeting was adjourned at 7:21 p.m.