

## MINUTES OF THE TWENTY-FIFTH MEETING

### SOUTHEASTERN WISCONSIN REGIONAL TRANSIT AUTHORITY

DATE: November 10, 2008

TIME: 8:00 a.m.

PLACE: General Mitchell International Airport Terminal  
Mitchell Gallery of Flight Museum – Sijan Room  
Upper Concourse Level  
Milwaukee, Wisconsin

#### Board Members

Karl Ostby, Chairman..... Kenosha County Representative  
Len Brandrup..... City of Kenosha Representative  
David Eberle..... Racine County Representative  
Joseph “Jody” Karls ..... City of Racine Representative  
Sharon Robinson ..... City of Milwaukee Representative  
Julia Taylor..... Governor’s Representative from City of Milwaukee  
George A. Torres..... Milwaukee County Representative

#### Staff Members

Kenneth R. Yunker..... Deputy Director, SEWRPC  
Albert A. Beck..... Principal Planner, SEWRPC

#### Consultant Team (Transit Advocacy and Communications)

H. Carl Mueller  
Lori Richards

#### Guests

Tom Barrett ..... Mayor, City of Milwaukee  
Dan Boehm..... Director of Administration, Milwaukee County Transit System  
F. H. “Chip” Brewer..... Director, Worldwide Government Relations, S. C. Johnson & Son, Inc.  
Donna L. Brown..... Systems Planning Group Manager, Southeast Region,  
Wisconsin Department of Transportation  
Dewayne J. Johnson ..... Director, Southeast Region,  
Wisconsin Department of Transportation  
Gordon Kacala..... Executive Director,  
Racine County Economic Development Corporation  
Kristine Martinsek..... Owner, Martinsek and Associates  
Jennifer Oechner ..... Office of State Senator Jeff Plale  
Alan Richards..... Mayor, City of St. Francis  
Larry Sandler..... Milwaukee Journal-Sentinel  
Karen Schmiechen..... Planner, Wisconsin Department of  
Transportation, Southeast Region  
Norman Siler ..... KenRail

Guests (continued)

Albert Stanek..... Chief, Intercity Planning,  
Division of Transportation Investment Management,  
Wisconsin Department of Transportation  
Jeff Stone..... Wisconsin State Representative  
Kerry Thomas..... Communications Director, Transit Now  
Barbara Ulichny (representing Robert Mariano)..... Roundy's Supermarkets  
Michael E. Vebber..... Transit Services Advisory Committee  
Paul Vornholt ..... Intergovernmental Relations Director, City of Milwaukee  
Brenda Wood..... City of Milwaukee

**ROLL CALL**

Chairman Ostby called the meeting to order at 8:00 a.m. Roll call was taken, and the presence of a quorum was confirmed. Mr. Eberle participated in the meeting via a telephone call.

**APPROVAL OF AGENDA**

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

**REVIEW AND APPROVAL OF MINUTES OF THE OCTOBER 23, 2008, MEETING**

A motion to approve the minutes as presented was made by Mr. Karls, seconded by Ms. Taylor, and carried unanimously by the Board.

**CORRESPONDENCE AND COMMENTS RECEIVED ON WEBSITE**

Chairman Ostby directed the Board to the recent comments that had been received through the RTA website (see Attachment 1). A motion to receive and file the comments was made by Mr. Brandrup, seconded by Mr. Karls, and carried unanimously by the Board.

**FINANCIAL REPORT**

Mr. Yunker reviewed with the Board a financial report for the RTA dated October 22, 2008 (see Attachment 2). He stated that to date the RTA had received total revenues of about \$1.85 million and generated expenditures of about \$0.75 million. He noted that the statement reflected that work for Phases I, II, and III of the Communication's consultant contract had been completed. He indicated that the RTA currently had a balance of about \$1.1 million in the account managed by the State of Wisconsin Investment Board (SWIB) through the State Treasurer's Office. On a motion by Mr. Karls and seconded by Mr. Torres, the board unanimously voted to accept the financial report and place it on file.

**OUTREACH AND COMMUNICATIONS UPDATE  
FROM MUELLER COMMUNICATIONS**

Mr. Mueller reviewed with the Board materials summarizing the findings of the telephone surveys of business and community leaders on key issues related to the work of the RTA (see Attachment 3). He stated that the surveys were conducted after the November 4, 2008 elections using a scientifically valid

sample of 400 participants from households in the three RTA counties. Some of the significant survey findings that he identified included: support for expanding public transit service and for creating a regional transit system, support for extending Metra commuter rail service to Milwaukee and for expanding bus transit, and support for using a sales tax to fund expanded transit services. In response to a question from Mr. Brandrup, Mr. Mueller indicated that the survey sample was valid for the entire RTA area, but not sufficient to provide results for Kenosha or Racine County alone.

**CONSIDERATION OF THE PRELIMINARY DRAFT OF SECTION THREE, “RECOMMENDATIONS,” OF THE RTA REPORT, “REPORT TO GOVERNOR JIM DOYLE AND THE WISCONSIN LEGISLATURE.”**

Chairman Ostby directed the Board to the draft of the third section of the RTA report to the Governor and Legislature prepared by Mueller Communications. He stated that the report includes specific points that Board members and their appointing authorities requested be included during discussions on the report content and recommendations. Ms. Robinson introduced City of Milwaukee Mayor Tom Barrett and indicated that he would be addressing the Board during the review of the draft section of the report. Chairman Ostby asked Mr. Mueller to go over the draft recommendations presented in the report.

[Secretary’s Note: The draft of the third section of the RTA report to the Governor and State Legislature is available on the RTA website through links in the agenda for the November 10, 2008, RTA Board meeting at:  
[http://www.sewisrta.org/pdfs/2008/2008-11-10\\_agenda\\_rta.pdf](http://www.sewisrta.org/pdfs/2008/2008-11-10_agenda_rta.pdf)

Mr. Mueller began his comments by referencing the comments on the draft RTA recommendations provided by Milwaukee County Board Chairman Lee Holloway (see Attachment 4). Mr. Mueller indicated that he had discussed those recommendations with Mr. Holloway to clear up his misunderstandings about them, but that Mr. Holloway still believed he needed to express his position that the RTA recommendations should not be detrimental to the Milwaukee County Transit System.

Chairman Ostby stated that during preparation of the report, the geographic area for the RTA and the mechanism for generating needed dedicated funding were the two areas of the report that generated the most comments from Board members and their appointing authorities. He suggested that the Board review each section and bullet one at a time and provide their comments and any proposed changes. Board members had the following questions and comments on the draft of the third section of the report:

1. Referring to the first bullet on page 1 identifying the geographic area for the RTA, Mr. Eberle stated that the Racine County Executive desired that the portion of Racine County west of IH 94 be excluded from the RTA service area. He indicated that the County Executive and the communities in western Racine County did not believe they would realize any significant benefits from the being part of the RTA and did not want to be subject to a new tax to support it. Mr. Brandrup asked about local funding for transit service improvements that may be identified for western Racine County in the Racine County transit study currently being conducted by the Regional Planning Commission. Mr. Eberle responded that the Burlington area may see a need for public transit service in about five years and could petition to join the RTA at that time.

Mr. Yunker suggested that the text in first bullet on page 1 be revised to indicate that only the communities in Racine County lying wholly or partially within the year 2000 Census-defined Racine urbanized area be included in the RTA. In response to questions from Mayor Barrett and Mr. Brandrup, Mr. Yunker distributed a map (see Attachment 5) which

indicated this area would include all of Racine County east of IH94 and stated that that he knew of no proposals by communities in the eastern part of the County to annex parcels west of IH 94. He suggested revised wording for the bullet as follows:

“The RTA will include the Counties of Kenosha and Milwaukee, and the communities lying wholly or partly within the year 2000 census-defined urbanized area within Racine County (at the present time, this area would be the portion of Racine County lying east of IH 94). Enabling legislation to provide a mechanism whereby other urbanized areas and/or counties could be added at some future date.”

A motion to approve the revised text was made by Mr. Eberle, seconded by Ms. Taylor, and carried unanimously by the Board.

2. Mr. Torres and Mr. Eberle expressed concerns over the wording of the first bullet on page 2, particularly the phrase “empowered by the State.” Mr. Torres indicated the language in that bullet and in the third bullet on page 2 suggested that that the RTA could take over the assets of the Milwaukee County Transit System without the approval of Milwaukee County. Mr. Brandrup and Mr. Yunker responded that in past discussions on this issue, the board had determined that the RTA would only assume operation of the existing transit systems if the local governments operating the transit systems make such a request, and that an agreement on the transfer would need to be negotiated with, and approved by, the local governments before the RTA could take control of the system.

Mr. Eberle indicated that his concern was related to revenue generation and the RTA’s authority to levy a tax. He stated that the Racine County Executive opposes giving a body of nonelected officials, such as the RTA, the authority to levy a tax as he believed such actions should be made by elected officials. Mr. Mueller and Mr. Brandrup responded that decisions on the amount of local funds needed by the RTA would be determined by the Board based on the funding needs identified by transit service committees--local transit planning groups established to develop a service plan for each RTA county--and that the transit service committees could include, or be comprised of, elected officials.

A motion to approve the first bullet without change was made by Ms. Taylor, seconded by Mr. Karls, and on a vote of 5 ayes and 2 nays, with Mr. Torres and Mr. Eberle voting nay, did not carry given the required 6 vote super-majority.

3. Referring to the second bullet on page 2, Mayor Barrett asked about the advantages of having the RTA be the designated recipient for Federal transit formula assistance funds and if that would prevent the City of Milwaukee from receiving Federal transit funds. Mr. Yunker stated that the main advantage would be having one designated recipient in the RTA counties instead of the three at present--Milwaukee County and the Cities of Kenosha and Racine--when applying for federal transit funds. Mr. Brandrup stated that the City would not be able to directly apply for Federal transit formula funds and would need to work with, and go through, the RTA for those funds. Mr. Brandrup suggested replacing “municipality” at the end of the bullet with “governmental unit.” A motion to approve the second bullet as revised by Mr. Brandrup was made by Ms. Taylor, seconded by Mr. Karls., and carried on a vote of 6 ayes and 1 nays, with Mr. Torres voting nay. A suggestion by Mr. Torres to add text indicating the approval of the current designated recipient or grantee would be required for a change in the designated recipient was not acted on by the Board.

4. To respond to the concerns expressed by Mr. Torres and Mr. Eberle during the meeting, Mr. Yunker suggested revising the third bullet on page 2 to include text identifying that the RTA would negotiate with the existing transit operators for acquisition of their assets and that the local transit service planning groups created in each RTA county to determine transit service and funding needs should be appointed by local elected officials. Mr. Torres indicated that he had problems with the phrase “proportional representation” suggested for the membership of the service planning groups as it was Milwaukee County that operated the public transit system. Mr. Brandrup and Mayor Barrett suggested revising or dropping the text describing the use of RTA revenues for funding RTA administrative costs and the Kenosha-Racine-Milwaukee (KRM) commuter rail project because, as written, the text implied that the funding needs of the RTA and the KRM project would be given a higher priority by the RTA than those for local public transit. Mr. Yunker suggested that the third bullet on page 2 should be revised to read as follows:

“The RTA should be empowered to subcontract with the current operators to deliver transit services, or assume operations as appropriate. For the RTA to assume operations, the RTA would need to reach agreement with existing transit operators including the approval of the governing bodies of those transit operators on the acquisition of the assets of those transit operators. A local countywide transit planning group to be staffed by the Southeastern Wisconsin Regional Planning Commission should be established in each county and consist of members appointed by local elected officials. These groups should be charged with developing short-range, five-year transit service plans and budgets to be submitted to the RTA, which would address transit services within each county and between each county, including bus transit and KRM commuter rail. The local transit groups will be expected to participate in annual audits with the RTA.”

A motion to approve the revised wording was made by Mr. Karls, seconded by Ms. Taylor, and carried unanimously by the Board.

5. In the fourth bullet on page 2, Mr. Brandrup made a motion that text be added specifying that the RTA could contract for transit services within and outside its three-county service area. Ms. Taylor provided the second and the motion was passed unanimously by the Board.
6. Mr. Brandrup suggested that the fifth bullet on page 2 be revised to indicate the RTA would look at providing more than just bus and rail transit services, and would also consider providing car pooling, vanpooling, shuttle bus, paratransit, and other services. Ms. Taylor made a motion to revise the text of the bullet to reflect Mr. Brandrup’s comment. Mr. Brandrup provided the second and the motion was passed unanimously by the Board.

[Secretary’s Note: The first sentence in the fifth bullet on page 2 has been revised to read as follows:

“This includes all transit services identified in the adopted SEWRPC regional transportation plan, and in particular the sub-regional transit services (both rail and bus), carpooling ride-sharing, paratransit, shuttle transit and other services provided currently by the Cities of Kenosha and Racine and the Counties of Kenosha and Milwaukee, and the proposed Kenosha-Racine-Milwaukee (KRM) commuter rail service.”

7. Concerning the recommendations on the structure of the RTA board on pages 3 and 4, Mayor Barrett stated that he could not agree to decisions being made by the RTA Board based on a simple majority vote as identified in the first bullet on page 4. He noted over 60

percent of the total population in the RTA service area was in the City of Milwaukee and Milwaukee County, but the County and City would be in the minority of the Board membership and potential Board votes under this arrangement. He indicated that the super majority vote requirement resulted from negotiations between the City and State legislators when the current RTA enabling legislation was being prepared and provides some assurance that the County and City can protect their interests in RTA matters. He indicated that the super-majority requirement should be continued, or the majority of the RTA Board members should be from the County and City.

Mr. Brandrup responded that the super-majority requirement has restricted the ability of Board members to discuss RTA issues among themselves outside of meetings and this, in turn, has delayed decision-making by the Board. He expressed his belief that this requirement should be eliminated.

Chairman Ostby stated that he would have no problems retaining the super-majority requirement. Mr. Torres suggested that the RTA report be revised to include maintaining the super-majority requirement.

A motion to change the language in the RTA recommendation concerning the structure of the RTA Board back to the language used in the original State legislation that created the current RTA was made by Ms. Taylor, seconded by Mr. Karls., and carried unanimously by the Board. A suggestion by Mr. Brandrup to make the super-majority requirement five votes instead of six was not acted on by the Board. There was agreement that discussions should continue on how to resolve the communications problems caused by the requirement.

[Secretary's Note: The revised text for the section of the report with the recommendations on RTA board structure is included in Attachment 6.]

8. Referring to the first bullet in the first paragraph in the section on page 4 of the report discussing regional transit revenues, Mr. Torres asked if the 0.5 percent RTA sales tax identified in the first bullet would be in addition to the 1 percent sales tax for Milwaukee County that was in the advisory referendum approved in the November 2008 ballot. Mr. Yunker stated that he assumed the 0.5 percent sales tax for public transit being considered by the RTA was included in the 1.0 percent sales tax specified in the advisory referendum. Ms. Taylor stated that a specific breakdown on how the new 1.0 percent Milwaukee County sales tax would be shared by public transit, parks, and public safety had not been identified yet. She noted that the 1 percent sales tax would need to go through a legislative process before it can go into effect, as does the sales tax proposed by the RTA.
9. Mr. Brandrup stated analyses done by the Commission had shown that a 0.5 percent sales tax probably would not be adequate for addressing the long-term needs of the Milwaukee County Transit System and asked if the Board should consider recommending a higher rate. Ms. Robinson stated that she believed the business community would only support a 0.5 percent sales tax for public transit. Ms. Taylor stated that the Board needed to be conscious of this and consider what can be accomplished at present. Mayor Barrett stated that while he didn't disagree with Mr. Brandrup that a higher sales tax could be needed, he believed that it was important for the RTA to move forward now with the 0.5 percent sales tax proposal. Mr. Torres noted that the advisory referendum on the County sales tax received a majority of "yes" votes in only three of the municipalities Milwaukee County and this suggested that a dedicated sales tax for public transit higher than 0.5 percent would face problems in gaining approval.

10. Referring to the second bullet in the first paragraph on page 4 under the section discussing regional transit revenues which proposed levying a 0.15 percent sales tax for public services, Mr. Brandrup noted that the enabling legislation for the current RTA did not specify that the RTA look at, and make recommendations addressing, funding for public safety issues or County parks. He stated that while he understood that the public finding needs in these areas were substantial, he would not be comfortable with making a recommendation in support of issues not connected to the legislative charge of the RTA. Mr. Torres indicated that he also had concerns over using the RTA to advance other sales tax issues not related to RTA proposals.

Mayor Barrett indicated that the additional 0.15 percent sales tax was needed for public safety in Milwaukee County. Ms Robinson stated that there was a need to tie the two sales tax issues together if the RTA hoped to have the City of Milwaukee support for its dedicated funding needs.

In response to a question from Chairman Ostby on whether this would fall within the legislative charge to the RTA, Representative Stone stated that the enabling legislation does not restrict the RTA from examining and addressing other issues identified during the course of completing its work.

11. Board members discussed the potential for using a payroll tax or revenues generated from privatization of Milwaukee County's General Mitchell International Airport as dedicated funding sources for the RTA as identified on page 4. Mr. Torres stated that all revenues from airport privatization would need to be allocated for use only in Milwaukee County. It was the consensus of the Board that both of these potential sources should be removed from consideration in recognition of problems with enacting payroll taxes experienced in other areas of the United States, and questions on revenues from privatization of the airport including the time needed to implement privatization and whether the revenues generated would be adequate for the funding needs of the RTA.
12. Ms Taylor moved to approve the section of the RTA report on page 4 identifying dedicated funding sources for the RTA be revised to indicate that the RTA Board recommended enabling authority for the RTA to enact a sales tax of 0.5 percent to fund public transit; that municipalities be provided the enabling authority to enact up to a 0.15 percent sales tax for public safety; and to drop from the text the payroll tax and privatization of Milwaukee County's General Mitchell International Airport as potential dedicated funding sources for the RTA. The motion was seconded by Mr. Karls and carried on a vote of 6 ayes and 1 nay, with Mr. Torres voting nay.

Mr. Eberle asked whether elected officials would need to act to authorize the 0.5 percent sales tax. Mr. Yunker stated that the RTA's recommendations would require the sales tax to be approved by the State legislature and Governor. Mr. Eberle stated that he would prefer that action would need to be taken also by County or municipal governing bodies.

13. Based on previous discussion by RTA members, Mr. Yunker suggested several changes to the bullets in the second paragraph under the section on page 4 discussing regional transit revenues including: dropping the second bullet discussing the use of dedicated funding to pay for each county's share of the KRM project; adding the phrase "and also between counties" to the end of the fourth bullet; and replacing "KRM costs" with "regional services costs" in the fifth bullet. The changes were approved unanimously by the Board on a motion by Ms. Taylor and seconded by Mr. Karls.

Mr. Brandrup suggested that a bullet be added to this section to authorize the RTA to use funding from other sources to supplement its own revenues including public and private funding available for transit programs and projects.

[Secretary's Note: The revised text for the section of the report with the recommendations on regional transit revenues is included in Attachment 7.]

14. Mayor Barrett suggested that the RTA go on record as being in support of putting future increases in the general sales tax levied by the State toward funding for public transit. He also suggested working with the Wisconsin Transportation Builders Association to obtain increases in the State motor fuel tax to help fund both highway and transit projects in the State.

Mr. Yunker indicated that staff would revise the third section of the RTA report to reflect the changes identified by the Board and combine it with the first two sections to produce a draft final report that would be sent to the Board for final review prior to it being sent to the Governor and Legislature. A motion to approve the draft report in its entirety, as amended by the Board at the current and previous meetings, was made by Ms. Taylor, seconded by Mr. Karls, and unanimously approved.

## **REPORTS ON OTHER ACTIVITIES RELATIVE TO THE WORK OF THE RTA**

No reports or information on other activities were discussed by the Board.

## **CONSIDERATION OF NEXT MEETING DATE AND PLACE**

The date for the next meeting of the RTA Board was left open and subject to the call of the Chair.

## **ADJOURNMENT**

There being no further business to come before the Board, Chairman Ostby declared the meeting adjourned at 9:35 a.m.

Respectfully submitted,

Phillip C. Evenson  
Recording Secretary



**COMMENTS SUBMITTED TO SEWRTA WEBSITE**

**Submitted:** 10/28/2008 9:15:17 AM

**Name:** Jennifer Hensley

**E-mail:**

**Organization:** Northwestern Mutual

**PO Box/Street:** 9227 S 54th St

**City:** Franklin

**State:** WI

**Zip:** 53132

**Phone:**

**Comments:** I think it's critical for the Milwaukee area to find a long-term funding source for mass transit. I am in favor of a connector to Chicago and enhancing the Milwaukee County Bus System. I ride the flyer now and think this is critical as those of us coming from further away to get to downtown need this more now than ever with fuel prices. I wonder if the area has ever considered a personal property tax on vehicles? I know other states have this and wonder if this could be a funding source. If not I would be open to a sales tax but not property tax on residences to improve this vital resource to make our city competitive and accessible.

**Submitted:** 10/30/2008 10:47:50 AM

**Name:** Kristy Jackson

**E-mail:**

**Organization:** UW-Milwaukee, MUP candidate

**PO Box/Street:**

**City:** Milwaukee

**State:** WI

**Zip:** 53212

**Phone:**

**Comments:** Please support the 0.5% sales tax increase as a dedicated funding source for transit in Southeastern Wisconsin!

**Submitted:** 10/31/2008 1:23:10 PM

**Name:** Gregory Francis Bird

**E-mail:**

**Organization:**

**PO Box/Street:** 2230 S. Woodward St

**City:** Milwaukee

**State:** WI

**Zip:** 53207-1316

**Phone:**

**Comments:** I strongly support SEWRTA recommending and advocating to the State government that a 1/2 percent sales tax be added for the RTA region to be dedicated to transit development.

**Submitted:** 11/2/2008 10:03:25 PM

**Name:** Kimberly Johnson

**E-mail:**

**Organization:** School of Education UWM

**PO Box/Street:** 2772 N Weil St

**City:** Milwaukee

**State:** WI

**Zip:** 53212

**Phone:**

**Comments:** We need this now! Please vote yes to attract businesses, create jobs, and lessen further climate change! It's time for Milwaukee to keep up with the times! Please vote yes for a cleaner, brighter future!

## COMMENTS (continued)

**Submitted:** 11/3/2008 9:44:12 AM

**Name:** Mark M Giese

**E-mail:**

**Organization:**

**PO Box/Street:** 1520 Bryn Mawr Ave

**City:** RACINE

**State:** WI

**Zip:** 53403

**Phone:**

**Comments:** Please support a permanent RTA, and stable, sufficient, and fair dedicated local funding source that is critically needed to adequately fund local transit systems and KRM Commuter Rail. Transit costs could then be removed from the property tax to provide property tax relief. I want to use KRM. A united, regional voice on November 10th vote is critical to garner the support of the governor and legislature to achieve this broad, vital transportation policy advancements for SE Wisconsin. If no action is taken, the RTA will dissolve in 2009, we risk losing KRM, and local transit systems will continue their decline, hurting employers and workers alike. While southeastern Wisconsin watches our transit systems decline, other cities have made serious investments in mass transit. These wise investments have catalyzed sustainable development and urban revitalization, improved tax base, increased transit ridership and operating revenues, reduced congestion and air pollution, and much more. An estimate by the nonprofit Center for Transit-Oriented Development projects that 15 million households will be looking to rent or to buy near transit in 2030 - up from 6 million in 2005 and totaling a quarter of all renters and buyers who will be in the market for housing. A lack of a dedicated funding source for transit, coupled with tight county/city budgets, has led to service cuts and fare increases, threatening to deepen the divide between workers and jobs and undermine economic growth in the region. A recent report by the University of Wisconsin-Milwaukee showed that between 2001 and 2007 in Milwaukee and Waukesha counties, nearly 20% of total bus miles were reduced and at least 40,500 jobs became inaccessible by transit due to service cuts. Furthermore, they estimate that if current budgetary trends continue, at least 101,000 jobs now accessible by transit will become inaccessible - a disastrous outcome for the regional economy. Mass transit is a fundamental economic infrastructure for people from all walks of life, and we must do everything we can to preserve and improve our transit system. Transit protects the environment and is the foundation for sustainable and livable communities. Transportation in the U.S. accounts for 1/3 of global warming emissions. Higher transit use means lower global warming emissions. Transit provides alternatives to the high price of gas that is hurting families and businesses.

**Submitted:** 11/3/2008 9:50:41 AM

**Name:** Janie Dziedzic

**E-mail:**

**Organization:** Anytime Fitness, Lakeside Recon, Land Results

**PO Box/Street:** 5606 6th Avenue, B10

**City:** Kenosha

**State:** WI

**Zip:** 53140

**Phone:**

**Comments:** VERY IMPORTANT!!! I am a Kenosha Area multi business owner and a syndicator of urban revitalization. I located near the Kenosha rail system to be close to the proposed KRM. I am not alone. Businesses depend on the support of a rail system for the following top priority range of reasons: Connecting workers with jobs and employers with employees. Retaining existing jobs while attracting new business and jobs. Making the Kenosha-Racine-Milwaukee area competitive in a global economy. Serving as a catalyst for growth and urban revitalization. Helping to assure a talented workforce and addressing issues related to poverty and unemployment. Reducing global pollution, urban sprawl, and energy use Linking to the metro Chicago economy Please help in every way you can to make the KRM a reality. Janie Dziedzic

### COMMENTS (continued)

**Submitted:** 11/3/2008 1:18:49 PM

**Name:** Kristi Luzar

**E-mail:**

**Organization:**

**PO Box/Street:**

**City:** Milwaukee

**State:** WI

**Zip:** 53202

**Phone:**

**Comments:** I urge the RTA to issue a strong recommendation for dedicated funding for transit in southeastern Wisconsin through a sales tax increase of 0.5% in Kenosha, Milwaukee and Racine counties. We cannot afford to wait any longer to address the challenges and funding crisis facing not only Milwaukee County transit, but other county transit systems. After disinvesting in public transit over the last 8 years, our region is now paying the price for being short-sighted. Services have been cut and fares have been increased when more and more people would choose to ride transit in this community. That is a shame. We must provide a dedicated revenue source that maintains and grows our transit system, and provides us with the means to introduce new forms of service. It is critical that this region has a strong transit system, so people can reliably travel to work and school to support their families. Turning our back on public transit will result in job loss, decreased productivity, slower economic development and greater economic challenges. Now is the time for action on this! The RTA's recommendation for dedicated funding through a sales tax increase would provide a more solid and stable funding source for transit and would enable the region to adequately maintain and begin to improve our transit system. I would appreciate your support of these recommendations.

**Submitted:** 11/3/2008 1:06:15 PM

**Name:** William Mains

**E-mail:**

**Organization:**

**PO Box/Street:**

**City:** Racine

**State:** WI

**Zip:**

**Phone:**

**Comments:** I support a permanent RTA, and a stable, sufficient, dedicated local funding source that is critically needed to adequately fund local transit systems and KRM Commuter Rail. As one who commutes regularly between Racine and Milwaukee Counties and who visits regularly in Kenosha County, I see first hand the need for solid public transportation to replace degrading and increasingly more congested roads. From research, I have learned that local property values will be increased and people will want to live near the rail corridor, meaning that property taxes can experience some relief while real estate values rise. The benefit to workers, commuters and communities alike would be great.

**Submitted:** 11/4/2008 6:55:51 AM

**Name:** Brenda Walsh

**E-mail:**

**Organization:** Siena Center

**PO Box/Street:** 5635 Erie Street

**City:** Racine

**State:** WI

**Zip:** 53402

**Phone:**

**Comments:** To the Regional Transit Authority, We at Siena Center are very aware of the great need for KRM transportation as well as adequate bus service. I often come in contact with people out of work because of a lack of transport. Racine has the highest poverty rate in the State of WI and we cannot afford to miss this opportunity to get adequate transportation for our area and region. Sister Brenda Walsh, Racine Dominican

## COMMENTS (continued)

**Submitted:** 11/3/2008 9:30:39 AM

**Name:** Jessica Lawent

**E-mail:**

**Organization:** WDNR

**PO Box/Street:**

**City:** Racine

**State:** WI

**Zip:**

**Phone:**

**Comments:** I strongly support the existence of the RTA and its efforts to create a sustainable transportation system for the Milwaukee metropolitan area. Our region is in dire need of a stable, cohesive transportation network, which requires a stable cohesive funding plan to become reality. We need to develop sufficient, long-term funding to improve our current transit and to help KRM come to life, which will greatly enhance the quality of life in our region. Lets take the transit funding out of property taxes and find a sources that everyone contributes to. Property owners are not the only ones benefiting from transit. Everyone benefits either directly or indirectly so we should all be contributing. Alternative modes of transportation reduce traffic congestion, reduce fuel consumption, improve environmental quality, and the economy. Employment, housing, tourism, and our way of living directly depend on our ability to get around and on the way we get around. It has been proven all over the world that a good transportation network is one of all types of transit, like bus and rail, and such a network feeds the community around it. Our region can not afford to let this slip by. Milwaukee could be a first class city, but we continue to allow ourselves to fall further behind by passing up opportunities such as this. We already have an RTA established and some good ideas about long-term funding, as well as access to some seed money. Lets not let our hard work crumble. As a resident, property owner and worker in southeastern Wisconsin and as an employee of the Wisconsin Department of Natural Resources, I send my support for the RTA and transit funding to help improve the quality of life for our great region. Please push forward to make a sustainable transit network a reality for us. Thank you. Sincerely, Jessica Lawent

**Submitted:** 11/4/2008 4:04:06 PM

**Name:** Michele Harrigan

**E-mail:** mharrigan3@yahoo.com

**Organization:**

**PO Box/Street:**

**City:** Milwaukee

**State:** WI

**Zip:** 553211

**Phone:**

**Comments:** I want a permanent RTA, and stable, sufficient, and fair dedicated local funding source that is critically needed to adequately fund local transit systems and KRM Commuter Rail. Transit costs could then be removed from the property tax to provide property tax relief. We can't wait any longer! If no action is taken, the RTA will dissolve in 2009, we risk losing KRM, and local transit systems will continue their decline, hurting employers and workers alike. We are being left behind. While southeastern Wisconsin watches our transit systems decline, other cities have made serious investments in mass transit. These wise investments have catalyzed sustainable development and urban revitalization, improved tax base, increased transit ridership and operating revenues, reduced congestion and air pollution, and much more. An estimate by the nonprofit Center for Transit-Oriented Development projects that 15 million households will be looking to rent or to buy near transit in 2030 - up from 6 million in 2005 and totaling a quarter of all renters and buyers who will be in the market for housing. A lack of a dedicated funding source for transit, coupled with tight county/city budgets, has led to service cuts and fare increases, threatening to deepen the divide between workers and jobs and undermine economic growth in the region. A recent report by the University of Wisconsin-Milwaukee showed that between 2001 and 2007 in Milwaukee and Waukesha counties, nearly 20% of total bus miles were reduced and at least 40,500 jobs became inaccessible by transit due to service cuts. Furthermore, they estimate that if current budgetary trends continue, at least 101,000 jobs now accessible by transit will become inaccessible - a disastrous outcome for the regional economy. Mass transit is a fundamental economic infrastructure for people from all walks of life, and we must do everything we can to preserve and improve our transit system. Transit protects the environment and is the foundation for sustainable and livable communities. Transportation in the U.S. accounts for 1/3 of global warming emissions. Higher transit use means lower global warming emissions. Transit provides alternatives to the high price of gas that is hurting families and businesses.

## ADDITIONAL COMMENTS SUBMITTED TO SEWRTA WEBSITE

**Submitted:** 11/5/2008 10:24:17 PM

**Name:** Sharon George

**E-mail:**

**Organization:**

**PO Box/Street:** 23 Sheffield Dr Racine, WI

**City:** Racine

**State:** WI

**Zip:** 53402

**Phone:**

**Comments:** I urge you to support a permanent RTA, and stable, sufficient, and fair dedicated local funding source that is critical ly needed to adequately fund local transit systems and KRM Commuter Rail. Transit costs could then be removed from the property tax to provide property tax relief. We are being left behind. While southeastern Wisconsin watches our transit systems decline, other cities have made serious investments in mass transit. These wise investments have catalyzed sustainable development and urban revitalization, improved tax base, increased transit ridership and operating revenues, reduced congestion and air pollution, and much more.

**Submitted:** 11/5/2008 10:17:10 PM

**Name:** Vivian M. "Kit" Keller

**E-mail:**

**Organization:**

**PO Box/Street:** W62 N799 Sheboygan Rd

**City:** Cedarburg

**State:** WI

**Zip:** 53012

**Phone:**

**Comments:** I urge you to establish a permanent RTA. SE WI needs a stable, sufficient, dedicated local funding source to adequately fund local transit systems and KRM Commuter Rail. I once moved to Washington, DC from Indiana because of its excellent transit system. When I moved to Cedarburg after my husband accepted a job here I was shocked to find there was no bus service. It was a delight to work with the Oz County Economic Development Corp and local businesses to establish bus service between Ozaukee and Milwaukee Counties. The service has been very successful. It serves the needs of residents, employees, and businesses. I have taken the Ozaukee County Transit bus from the park and ride to the Amtrak station to travel across Wisconsin. Transit is my first choice for trips I cannot make by foot or bicycle. I travel a lot for business. Wherever I go, I make it a point to ride transit, to learn how their systems work. On a recent trip to San Diego, I rode the bus to and from the airport and conference center every day for six days. It was a wonderful regional system that ran regularly. In contrast, our region's economic development has been crippled by people arguing against bike racks on buses, against light rail and against adequate transit services. It's time to build a sustainable transportation system here that links transit, walking, and bicycling into a sensational, seamless system that is a delight to use. More people would drive less if excellent options existed. We can do this. Please do this. Thank you!

**Submitted:** 11/6/2008 9:26:29 AM

**Name:** Jean Verber

**E-mail:**

**Organization:** Racine Dominican Justice Outreach

**PO Box/Street:** 5635 Erie Street

**City:** Racine

**State:** WI

**Zip:** 53402

**Phone:**

**Comments:** I urge support of KRM as an important step into the future. Not only will it link cities for jobs and economic development, but is a key contributor to the critical need to reduce gas emissions leading to global warming. I support putting this initiative as a priority for sustaining and creating a viable future. This is a part of good stewardship as we have seen in the support of the Great Lakes Compact.

## COMMENTS (continued)

**Submitted:** 11/6/2008 10:28:54 AM

**Name:** Christine Harris

**E-mail:**

**Organization:**

**PO Box/Street:** 648 N. Plankinton Ave Suite 425

**City:** Milwaukee

**State:** WI

**Zip:** 53203

**Phone:**

**Comments:** The Cultural Alliance of Greater Milwaukee, founded in 2005 to strengthen, advance and represent the arts and culture sector of Southeastern Wisconsin, recommends support for a permanent RTA along with a dedicated local funding source. Communities that are truly great places to live have thriving cultural and entertainment entities. These businesses contribute significantly to the economic development through local employment and revenue from presenting events (ticket sales as well as ancillary spending on meals, parking, etc). Our research shows that the cultural consumer does not perceive geographic boundaries – their decisions are made based on the attractiveness of the program. Our cultural organizations are working diligently to bring audiences from a broad range, including Northern Illinois, Kenosha and Racine. It is critical for the future health of our arts and culture sector that efficient public transportation be provided to and from our venues for broadening our audience base – which in turn will add positively to the region's economic development. An ancillary benefit will be the availability of more jobs (often technical and service sector during evening hours) to people who rely on public transport. Christine Harris Executive Director Cultural Alliance of Greater Milwaukee

**Submitted:** 11/6/2008 8:07:02 PM

**Name:** William Griffiths

**E-mail:**

**Organization:**

**PO Box/Street:**

**City:** Racine

**State:** WI

**Zip:** 53402-4009

**Phone:**

**Comments:** I'd like to express my desire for a continued effort to find sustainable funding sources for the KRM. To let this idea die would hobble SE Wisconsin's economy over the next 10-30 years. I encourage you to examine fresh funding opportunities (i.e. a toll on the Interstate at the IL/WI state line heading north?).

**Submitted:** 11/7/2008 11:03:41 AM

**Name:** Anne Baynton

**E-mail:**

**Organization:**

**PO Box/Street:** 4745 N. Diversey Blvd.

**City:** Whitefish Bay

**State:** WI

**Zip:** 53211

**Phone:**

**Comments:** We need regional public transit and it needs to be funded by regional sales taxes. I lived in Denver, Colorado for many years and used their RTD (Regional Transit District) buses all the time. They have an excellent system and it is funded not by property taxes but by a regional sales tax dedicated to the transit system. Back then it was only buses but now they have light rail, too. Amtrak is nice for those who can afford to ride the train from Milwaukee to Chicago, but we need light rail and express bus service, too. The corridor is heavily traveled. The lack of light rail and express bus service is astoundingly backwards. Let's get with the times, and give Milwaukee a fighting chance to compete with other metro areas. To do otherwise would be a huge mistake. Sincerely, Anne Baynton

## COMMENTS (continued)

**From:** Andrew Pike  
**Sent:** Friday, November 07, 2008 9:11:33 AM  
**To:** SEWISRTA  
**Cc:** Andrew Pike  
**Subject:** RTA Feedback Consider as Public Record

Unfortunately, Your website would not allow me to submit this. Please consider my feedback below as Public Record.

Please do not think the public voted for you to raise sales tax for TRAINS. It is a sad day in Milwaukee history if you think for one second the public voted for money to be used for this train system. The public voted to raise sales tax because they were threatened with a property tax hike!! The question essentially was worded - "would you like to be shot in the arm or the foot." Instead of the leaders in Milwaukee saying "Let's figure out a way not to be SHOT AT ALL!"

Please do not take my comments lightly, I can honestly say I speak for the Majority on this one.

Thank You.

Andrew Pike  
5616 W. Washington Blvd  
Milwaukee, WI 53208

**Submitted:** 11/7/2008 3:24:33 PM  
**Name:** Tom Rave  
**E-mail:**  
**Organization:** The Gateway To Milwaukee  
**PO Box/Street:**  
**City:** Milwaukee  
**State:** WI  
**Zip:**  
**Phone:**  
**Comments:** For southeaset Wisconsin to have a competitive economic future, we need to invest in mass transit to retain and, more importantly, attract both human and monetary capital. Without mass transit, our opportunity to grow into a thriving acropolis with greater Chicago will be minimized. It is critical for our future.

**Submitted:** 11/7/2008 3:33:56 PM  
**Name:** Dave Reid  
**E-mail:**  
**Organization:** UrbanMilwaukee.com  
**PO Box/Street:** 1029 N Jackson St #1303  
**City:** Milwaukee  
**State:** WI  
**Zip:** 53202  
**Phone:**  
**Comments:** I'm in support of the RTA and hope our elected officials can get on board.

## COMMENTS (continued)

**Submitted:** 11/7/2008 3:38:21 PM

**Name:** Kristi Luzar

**E-mail:**

**Organization:** UEDA

**PO Box/Street:**

**City:** Milwaukee

**State:** WI

**Zip:** 53212

**Phone:**

**Comments:** We are urging your support in recommending a sales tax increase of 0.5% in Kenosha, Milwaukee and Racine counties to serve as a dedicated funding source for transit in southeastern Wisconsin. Southeastern Wisconsin is far behind the curve in regard to mass transit and we need to get moving. We must provide a dedicated revenue source that maintains and grows our transit system, and provides us with the means to introduce new forms of service. In light of higher gas prices and challenging economic times, it is critical that this region has a strong transit system, so people can reliably travel to work and school to support their families. Turning our back on public transit will result in job loss, decreased productivity, slower economic development and greater economic challenges. Now is the time to support a stronger transit system for Milwaukee County, and a broad system for southeastern Wisconsin. The RTA's recommendation for dedicated funding through a sales tax increase would provide a more solid and stable funding source for transit and would enable the region to adequately maintain and begin to improve our transit system. We would appreciate a strong recommendation from the RTA. Urban Economic Development Association of Wisconsin

**Submitted:** 11/7/2008 3:42:15 PM

**Name:** William Johnson

**E-mail:**

**Organization:** c/o UEDA

**PO Box/Street:**

**City:** Milwaukee

**State:** WI

**Zip:** 53212

**Phone:**

**Comments:** We are urging your support in recommending a sales tax increase of 0.5% in Kenosha, Milwaukee and Racine counties to serve as a dedicated funding source for transit in southeastern Wisconsin. Southeastern Wisconsin is far behind the curve in regard to mass transit and we need to get moving. We must provide a dedicated revenue source that maintains and grows our transit system, and provides us with the means to introduce new forms of service. In light of higher gas prices and challenging economic times, it is critical that this region has a strong transit system, so people can reliably travel to work and school to support their families. Turning our back on public transit will result in job loss, decreased productivity, slower economic development and greater economic challenges. Now is the time to support a stronger transit system for Milwaukee County, and a broad system for southeastern Wisconsin. The RTA's recommendation for dedicated funding through a sales tax increase would provide a more solid and stable funding source for transit and would enable the region to adequately maintain and begin to improve our transit system. We would appreciate a strong recommendation from the RTA. The Coalition for Advancing Transit

**Submitted:** 11/7/2008 4:27:18 PM

**Name:** Wayne Clingman

**E-mail:**

**Organization:** Green Racine

**PO Box/Street:** 236 Jones Racine WI

**City:** Racine

**State:** WI

**Zip:** 53404

**Phone:**

**Comments:** KRM is NOT the way to fix issues with transport in Southeastern Wisconsin. I feel strongly that the studies are wrong and suspect. KRM would only serve a small number and would be a great burden to the vast majority in this area.



## COMMENTS (continued)

**Submitted:** 11/7/2008 4:07:54 PM

**Name:** Ellen and Larry Cardwell

**E-mail:**

**Organization:** homeowners/taxpayers

**PO Box/Street:** 3047 Ruby Avenue

**City:** Racine

**State:** WI

**Zip:** 53402

**Phone:**

**Comments:** November 7, 2008 Regional Transit Authority Board Members Sent by Email:

[www.sewisrta.org/comments.asp](http://www.sewisrta.org/comments.asp) Dear Board Members: We are writing in support of action to move forward plans for the KRM rail line. When we moved to Racine from Northern Virginia nearly two years ago, we were told that the KRM line would be implemented in a short time and that a funding plan and grants were all but certain. We have been dismayed at the inability of Southeastern Wisconsin business and political leadership to exert sufficient influence in the Wisconsin legislature to make any progress at all on getting this critical project underway. We feel that KRM is of far greater importance than widening the I-94 corridor for vehicular traffic. We feel that KRM will have a profound impact on making the entire corridor from Chicago to Milwaukee, and ultimately even as far as Madison, as magnet for new business, commuters, cultural interactions, manufacturing growth, expansion of local tax bases, communications between communities and economic growth. In an era when energy conservation has become even more important, to invest in more highways is foolish, to invest in alternative transportation using existing transportation corridors is prudent and ethically sound. Our understanding of the KRM alternatives indicate a great amount of planning, analysis and thought has already been devoted over the past twelve years. We fail to grasp why local politicians like recently re-elected representative Robin Vos have so ardently opposed KRM and have actively worked to scuttle all options. It simply cannot be on the basis of taxes since people in Milwaukee county recently voted to increase their tax burden by 1% to assist with expansion of infrastructure. Clearly even in difficult economic times some constituents see the wisdom in investing in the future. We know that our property taxes are disproportionately high here in Southeastern Wisconsin, but we also know that without courage, vision and action, we will be unable to compete to keep our economic advantage and build on all the investment already made in our Lakeside communities. We urge you to make all effort to get KRM back on track so as to not lose the opportunity entirely. We feel this matter is of great urgency for all the residents of our area. Sincerely yours, Ellen and Larry Cardwell Ellen and Larry Cardwell 3047 Ruby Avenue Racine, WI 53402

**Submitted:** 11/7/2008 4:44:03 PM

**Name:** Christine Sinicki

**E-mail:**

**Organization:** Wisconsin State Assembly

**PO Box/Street:** P.O. Box 8953

**City:** Madison

**State:** WI

**Zip:** 53708

**Phone:**

**Comments:** To the Board Members of the RTA: As the representatives of southeastern Wisconsin on the Regional Transit Authority (RTA) Board, please vote on Monday, November 11th, to support a permanent RTA, and a reliable regional funding source for local transit systems and KRM Commuter Rail. A unified vote from members of the RTA will go far in convincing Governor Doyle and state legislators to support this vital transportation policy advancement for Southeastern Wisconsin. Our current economic crisis demands that finally we work together at every level of government, in every part of the region, to make this long-delayed goal a reality. People need buses and trains to get to work. Employers need buses and trains for their workforce. Gas prices are down, but for how long? Daily individual auto travel is not a desirable alternative anymore for the pool of workers who want to work and are needed to work. Transit will be good for the environment as well; it helps improve our air quality and reduces our need for new roads. And, in the case of my state Assembly District, better mass transit will be needed during the I-94 reconstruction over the next 10 years. Your support Monday is the starting point for the accomplishment of a better South Eastern Wisconsin transit infrastructure. Please vote yes. Thank you for your attention to this urgent matter.

### COMMENTS (continued)

**Submitted:** 11/7/2008 6:51:06 PM

**Name:** Mercedes Dzindzeleta

**E-mail:**

**Organization:**

**PO Box/Street:** 609 Seventh Street

**City:** Racine

**State:** WI

**Zip:** 53403

**Phone:**

**Comments:** It has been 44 long years since Regional Mass transit ended. It has been more than 5 years since the Racine County Executive spoke in support of KRM. I am sad, very sad, that it is taking SO LONG for local, regional, and federal governments to actuate the needed funding for this. I, and many others, need this method of transportation. I use Metra from Kenosha. I did use the South Shore from Milwaukee to Racine and Chicago. I WILL use the KRM - make it happen during my remaining lifetime. Those in cars on the highway can park on the highway while KRM rides past. SOON!!

**Submitted:** 11/8/2008 11:21:38 AM

**Name:** Rosemary Bigelow

**E-mail:**

**Organization:** League of Women Voters

**PO Box/Street:** 2910 S. 94th St.

**City:** West Allis

**State:** WI

**Zip:** 53227

**Phone:**

**Comments:** I wish to add my voice to those who support permanent RIA and funding for local transit system.

**Submitted:** 11/8/2008 5:54:21 PM

**Name:** Mary Brod

**E-mail:**

**Organization:** League of Women Voters member

**PO Box/Street:** 2480 Wynfield Lane

**City:** Brookfield

**State:** WI

**Zip:** 53045

**Phone:**

**Comments:** I urge support for a permanent RTA, and stable, sufficient, local funding source needed to fund local transit systems and KRM Commuter Rail. Transit costs could then be removed from the property tax to provide property tax relief. A strong public transportation system will benefit the environment as well as our region's economy. The region is growing between Chicago and Milwaukee; foresight says we should prepare for it.

**Submitted:** 11/8/2008 7:45:16 PM

**Name:** Kit O'Meara

**E-mail:**

**Organization:**

**PO Box/Street:** 1633 N. Prospect #16B

**City:** Milwaukee

**State:** WI

**Zip:** 53202

**Phone:**

**Comments:** Please work toward an efficiently functioning regional transit authority. We truly need both the authority and the dedicated funding source to attain any level of regional transportation system. So, only Detroit is worse than the Milwaukee area in the transit department. We certainly know that Detroit had more interest in cars only. What would Milwaukee's excuse be? Let's not need one.

### COMMENTS (continued)

**Submitted:** 11/8/2008 1:23:22 PM

**Name:** Joyce Tang Boyland

**E-mail:**

**Organization:** Alverno College and UWM

**PO Box/Street:** 3227 N. Cramer St.

**City:** Milwaukee

**State:** WI

**Zip:** 53211

**Phone:**

**Comments:** Dear RTA, I am writing to urge you to give Milwaukee the chance to join the rank of vibrant cities of the 21st century. I expect that you are well aware of all the reasons that transit is important to Milwaukee: attracting businesses and economic development, improving quality of life, preventing environmental degradation/depreciation, and equalizing opportunity. What I hope that you are or will be aware of is the urgency of this issue. With budget cuts and schedule cuts, the current transit system is at the brink of collapse. We can continue the vicious cycle of recent years, or we can begin a virtuous cycle that benefits the whole of the SE Wisconsin region. When dealing with vicious cycles, time is not on our side. Bleeding eventually results in death. Let's stop the bleeding, and begin the recovery. The dedicated funding source is a start; building a system that is a boon to our economy requires your energetic leadership for the long haul. I need to emphasize that, as high as my awareness of transit is, figuring out who best to submit comments to was not easy. I can confidently say to you that I represent many many people who have spoken to me about their concerns about transit in SE Wisconsin but who do not have the resources to locate and contact you. This was not nearly as easy as writing a legislator about a bill, so the number of concerned people represented by a single letter is significantly higher than usual. Thank you for your thoughtful consideration and your speedy action. Joyce Tang Boyland

## Attachment 2

### SOUTHEASTERN WISCONSIN REGIONAL TRANSIT AUTHORITY FINANCIAL REPORT: OCTOBER 22, 2008

#### Collected Vehicle Fees Received From the Wisconsin Department of Revenue

| Reporting Period                                     | Amount*        |
|--|----------------|
| October 1 - November 27, 2006                        | \$217,839.72   |
| November 28, 2006 - February 23, 2007                | 262,727.15     |
| February 24, 2007 - May 31, 2007                     | 161,418.14     |
| June 1, 2007 - August 31, 2007                       | 236,534.54     |
| September 1, 2007 - November 30, 2007                | 286,964.90     |
| December 1, 2007 - February 24, 2008                 | 210,630.35     |
| February 25, 2008 - May 23, 2008                     | 188,070.72     |
| May 24, 2008 - August 15, 2008                       | 264,344.63     |
| Interest earned through October 22, 2008             | 24,521.74      |
| Wire transfer fees incurred through October 22, 2008 | -380.00        |
| * Net amount after payment of Statutory fee to WDOR  | \$1,852,671.89 |

#### Progress, Billing, and Payment Report Communications Consultant - Phase I (This phase has been closed out)

| Work Element                                    | Total<br>Budget | Percent<br>Complete | Amount<br>Billed | Amount<br>Paid |
|---|-----------------|---------------------|------------------|----------------|
| 1 - Communications Strategy                     | \$50,700.00     | 100.00              | \$50,700.00      | \$50,700.00    |
| 2 - Funding Source Research                     | \$58,225.00     | 94.40               | 54,978.13        | 54,978.13      |
| 3 - Communications Materials                    | \$28,247.72     | 100.00              | 28,247.72        | 28,247.72      |
| 4 - Public Opinion Assessment                   | \$15,466.88     | 100.00              | 15,466.88        | 15,466.88      |
| 5 - Outreach--Elected Officials<br>and Business | \$173,305.74    | 100.00              | 173,305.74       | 173,305.74     |
| 6 - Outreach--Public                            | \$170,054.66    | 100.00              | 170,054.66       | 170,054.66     |
| Total   | \$496,000.00    | 99.35               | \$492,753.13     | \$492,753.13   |

#### Progress, Billing, and Payment Report Communications Consultant - Phase II (This phase has been closed out)

| Work Element                                    | Total<br>Budget | Percent<br>Complete | Amount<br>Billed | Amount<br>Paid |
|---|-----------------|---------------------|------------------|----------------|
| 5 - Outreach--Elected Officials<br>and Business | \$50,000.00     | 100.00              | \$50,000.00      | \$50,000.00    |
| 6 - Outreach--Public                            | \$65,000.00     | 100.00              | 65,000.00        | 65,000.00      |
| Total   | \$115,000.00    | 100.00              | \$115,000.00     | \$115,000.00   |

#### Progress, Billing, and Payment Report Communications Consultant - Phase III

| Work Element                              | Total<br>Budget* | Percent<br>Complete | Amount<br>Expended through<br>September 30, 2008 | Amount<br>Paid to Date |
|---|------------------|---------------------|--|------------------------|
| Continuing Outreach and<br>Communications | --               | N/A                 | \$140,443.19                                     | \$140,443.19           |

\*Budget for Phase III is not to exceed \$12,000 per month plus expenditures. Phase III began on January 1, 2008. Expenditures are reported through the month of September 2008

#### Miscellaneous Expenditures

|                      |            |
|----------------------|------------|
| Through May 27, 2008 | \$3,584.51 |
|----------------------|------------|

#### Financial Summary

|              |                |
|--------------|----------------|
| Income       | \$1,852,671.89 |
| Expenditures | 751,780.83     |
| Encumbrances | 0.00           |
| Balance      | \$1,100,891.06 |

# RfC Survey Research Report



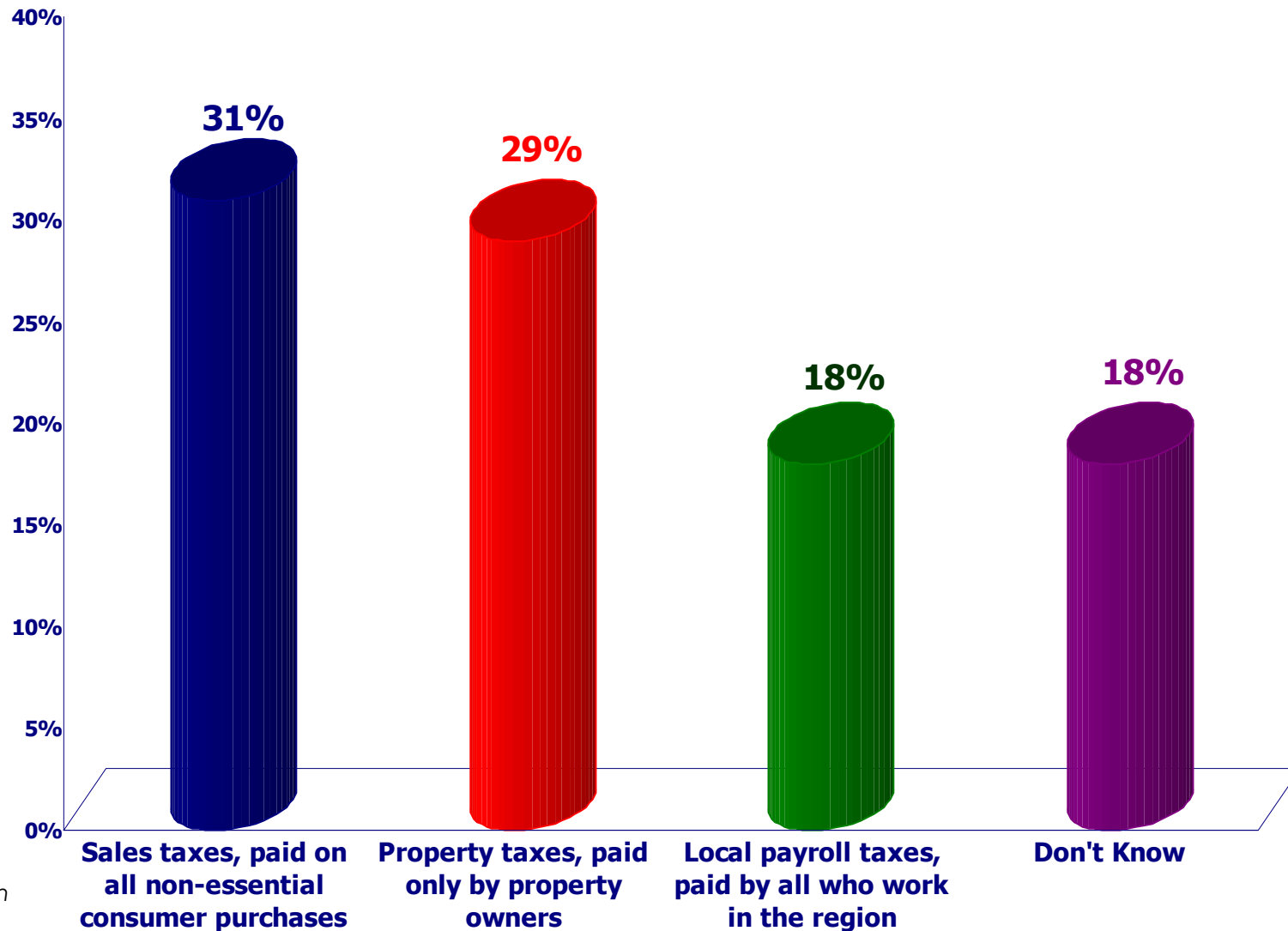
## **Survey of Adults in Kenosha, Milwaukee, and Racine Counties (N=400)**

# Summary Description of Methods

- **Interview dates: November 5-6, 2008**
- **400 interviews were conducted from a random digit dial sample of households in Kenosha, Milwaukee, and Racine Counties in Wisconsin.**
- **Maximum statistical margin of error for 400 interviews is +/- 4.9% for a random sample of adults.**
- **The data were weighted by age, gender, and county to reflect properly the demographic make up of adults in the area surveyed.**

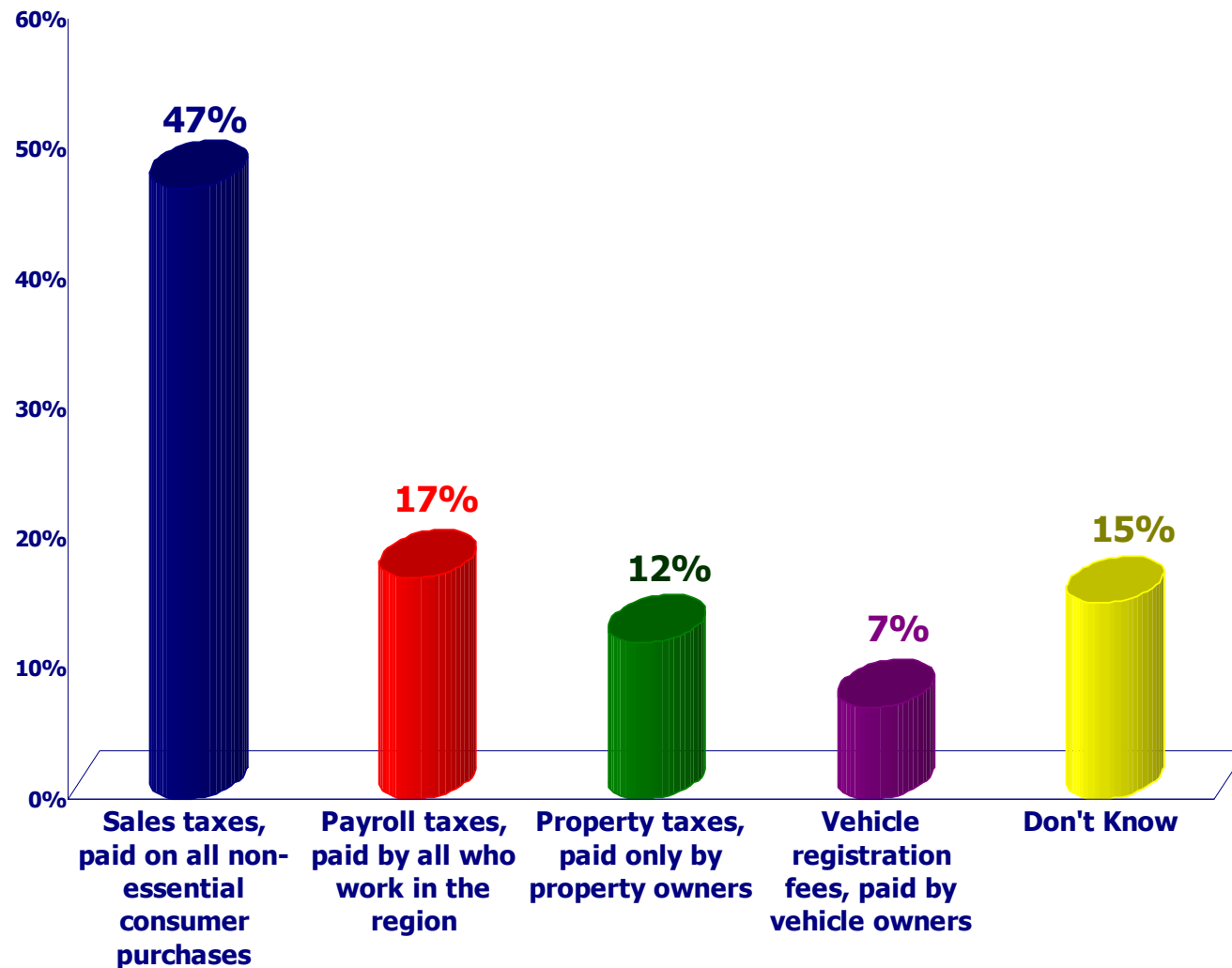
## The public is not completely sure how public transit services are funded, as slightly more believe it is through the sales tax and property taxes, while some point to payroll taxes

3. Which of the following do you think is the main source of funding for public transit services in the region...



## A plurality of the public prefers that the area fund transit through sales taxes, after learning that the majority of metro areas in the United States fund their transit services that way

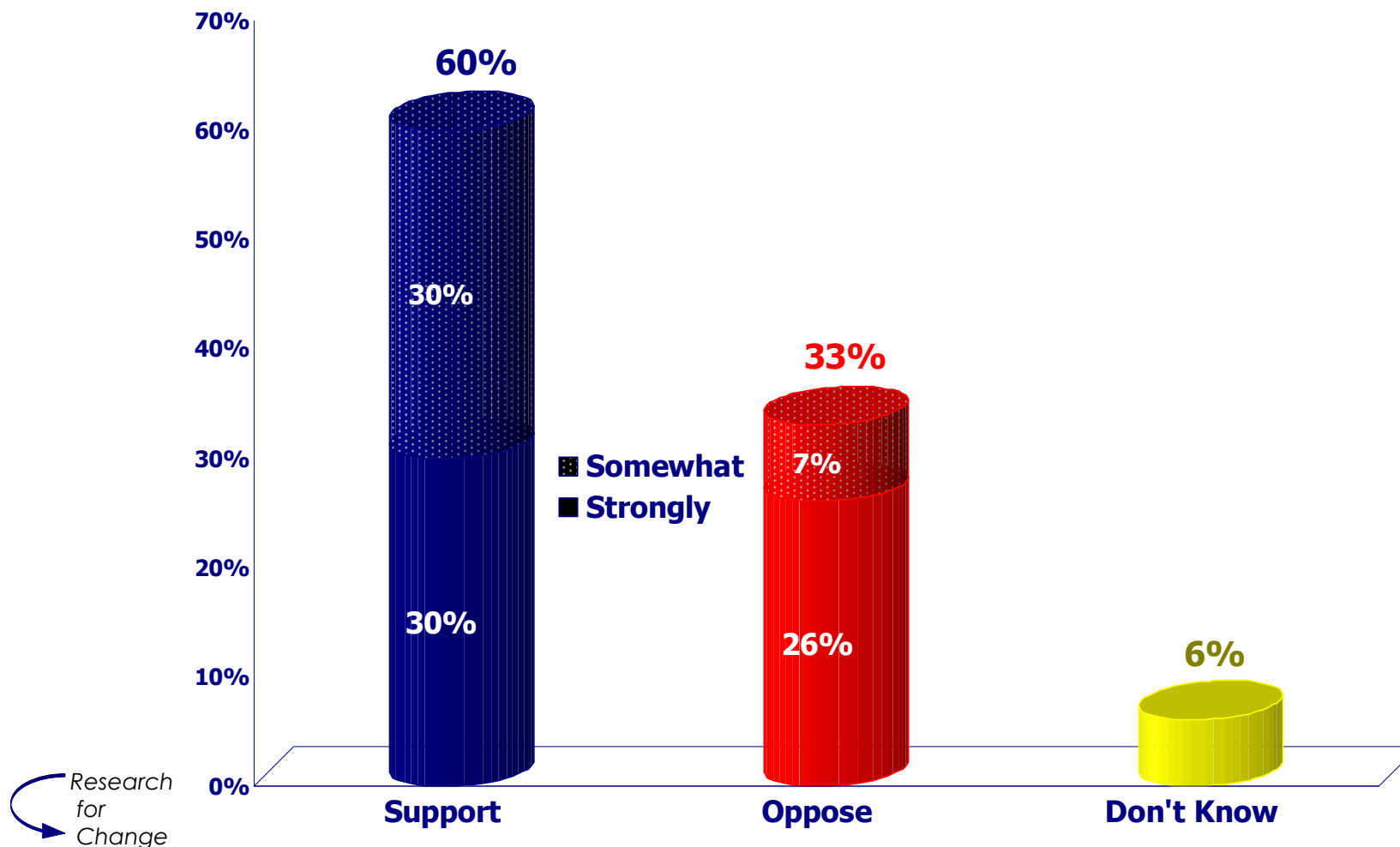
4. If you knew that the majority of metro areas in the United States fund transit by sales tax and that a portion of southeastern Wisconsin's sales tax is paid for by visitors from outside the region, which of the following would you prefer be the primary source of funding for public transit services in Southeast Wisconsin...





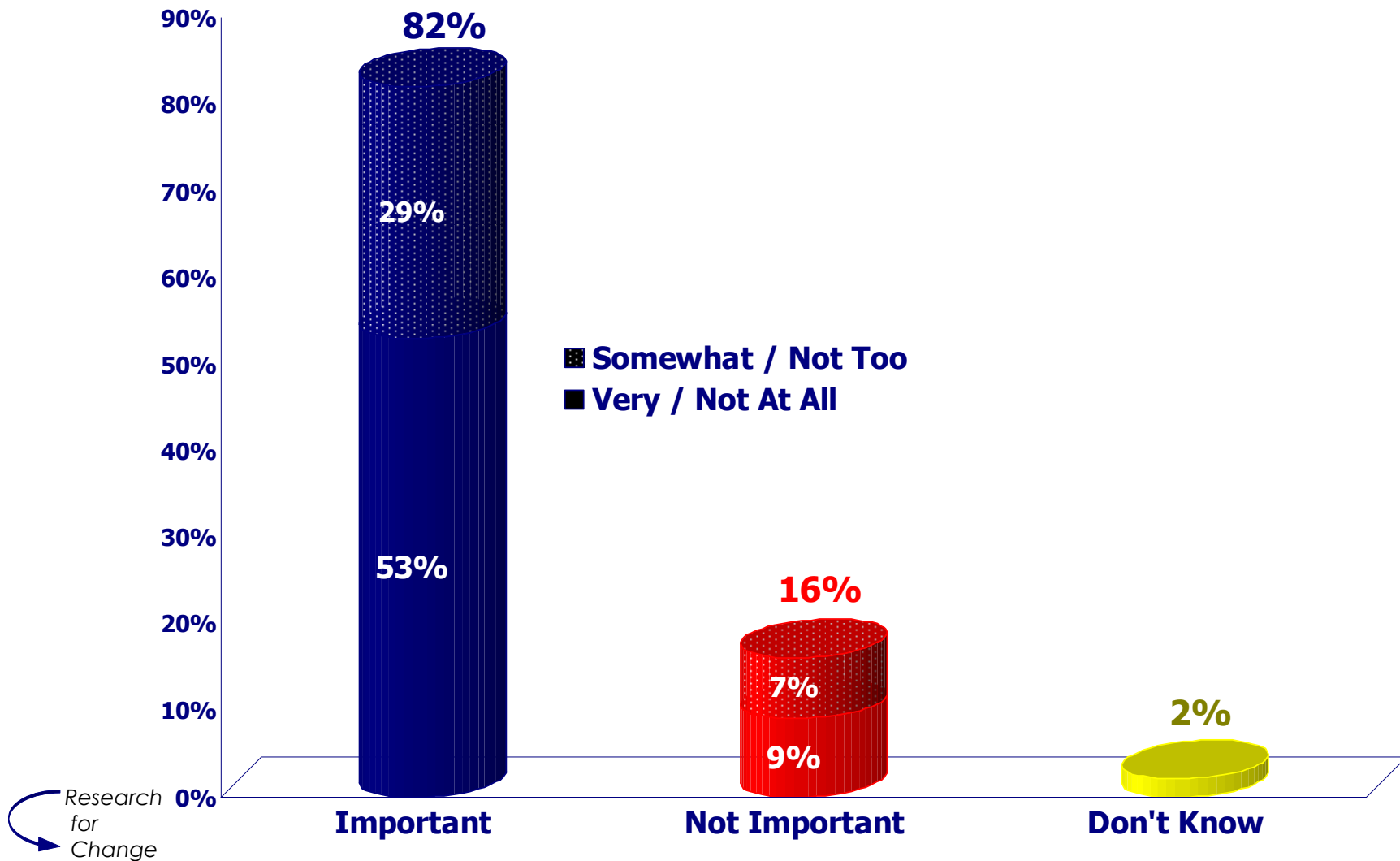
## There is nearly two to one public support for a sales tax increase to expand transit services and reduce property taxes in the region

5. As you may know, local transit services in Southeastern Wisconsin are funded largely by local property taxes. Some people have suggested raising the local sales tax rate by up to one half of one percent in Milwaukee, Racine, and Kenosha counties to help reduce local property taxes and to fund current and expanded public transit in the area. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose raising the sales tax by one half of one percent to expand public transit in this area, and remove transit from the property tax?



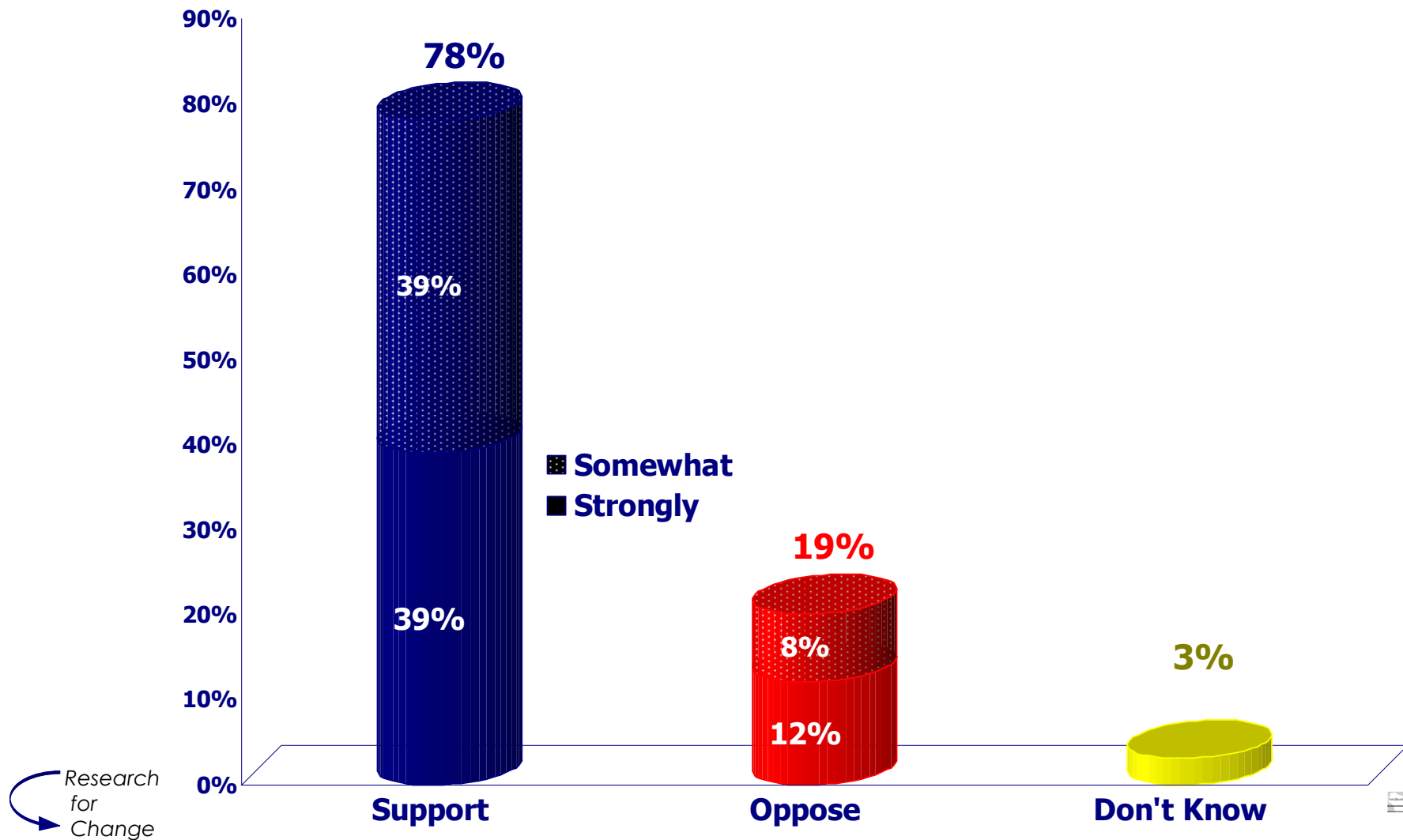
## A majority of the public believes it is very important for the Milwaukee area to have a modern, efficient transportation system, and more than 4 people in 5 say it is at least somewhat important

6. Would you say it is very important, somewhat important, not too important, or not at all important for the Milwaukee area to have a modern, efficient transportation system when it comes to competing with other similarly sized metro areas in the country for jobs, business and talented employees?



## Once the public hears that transit is seen by top business and economic development leaders as a top priority for the economic future of the region, the public broadly supports expanding public transit in the area

7. Some people have suggested expanding public transit in Milwaukee, Racine, and Kenosha counties. If you knew that transit was seen as a top priority for the economic future of our region by top business and economic development leaders would you strongly support, somewhat support, somewhat oppose, or strongly oppose expanding public transit in this area?

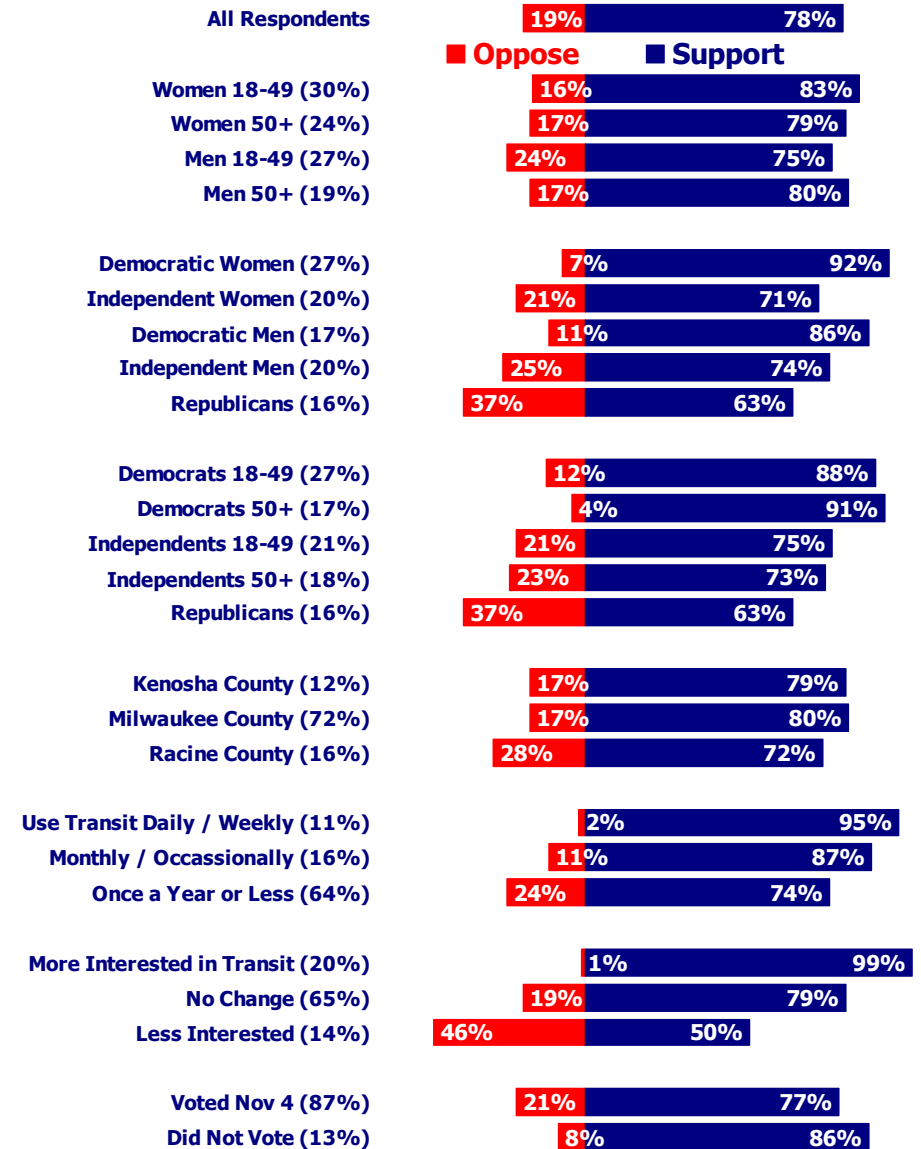
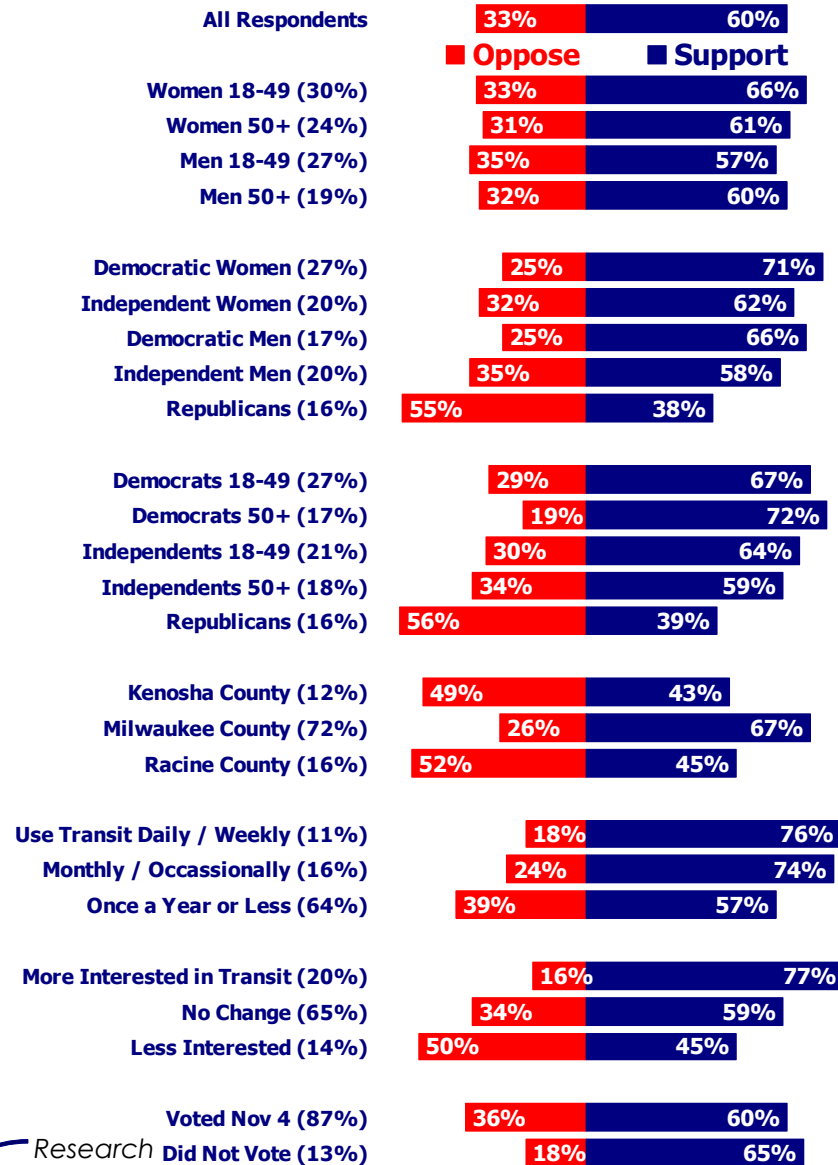


# Demographic Profile – Support for Expanding Public Transit

Republicans and those from Racine or Kenosha County are much less supportive of the proposal when it includes higher sales taxes, but there is broad support for expanded transit in general

## Q5: Half Cent Sales Tax Increase

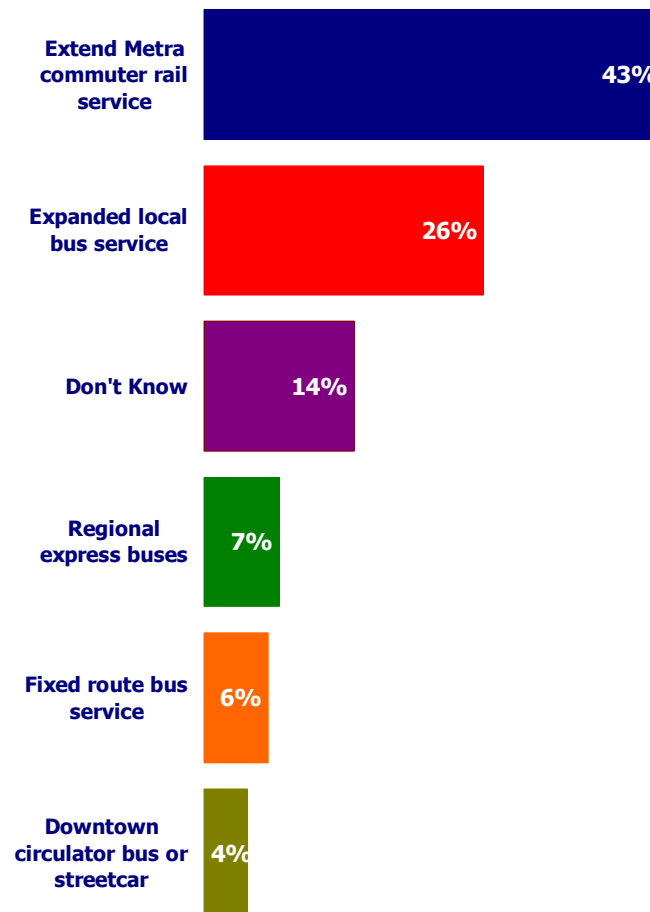
## Q7: Top Priority for Economic Future of Region



## Extending Metra commuter rail is the most popular proposal for expanding transit, followed by increased local bus service. Other forms of expanded bus service are less popular

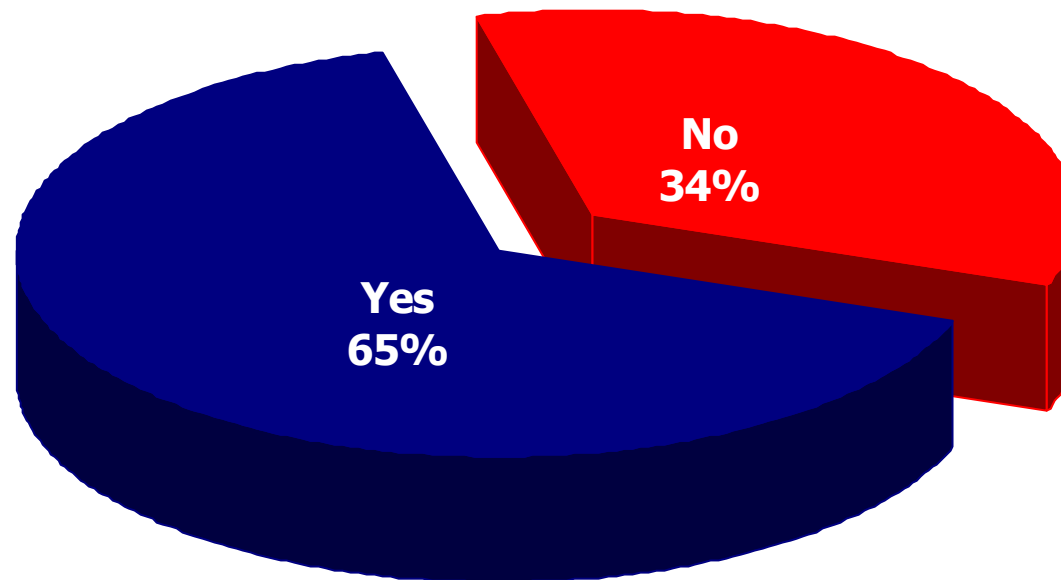
8. If public transit is to be expanded in the area, which of the following would you prefer...

- Expanded local bus service in Milwaukee, Racine, and Kenosha Counties
- Extend Metra commuter rail service that currently runs from Kenosha to Chicago, to provide service to Milwaukee, Racine, Kenosha, and Chicago
- A downtown circulator bus or streetcar
- Regional express buses
- Fixed route bus service



**Nearly two-thirds of the public say they are aware that nearly all other major metropolitan areas have rail transit, while Milwaukee does not. About one-third admit that they were unaware of this.**

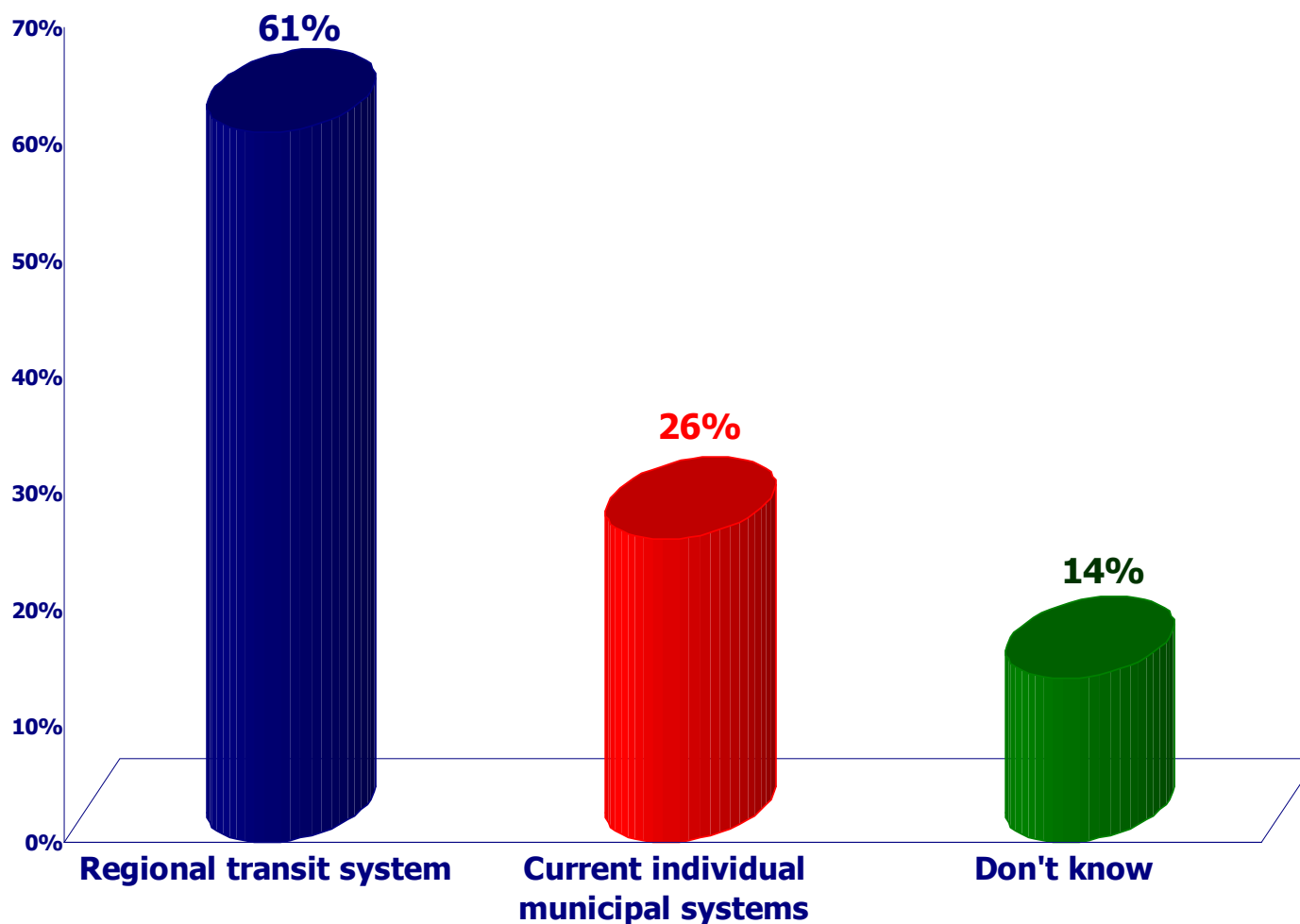
*9. Are you aware that while 95% of major metropolitan areas in the US have rail transit systems that encourage urban and transit-oriented development, Milwaukee does not??*



## By better than two to one, the public prefers a regional transit system over the current individual municipality run system

10. Do you think you would be better served by...

- A regional transit system focused on serving people where they live and work
- The current individual municipal systems that are focused on serving residents and workers within their city and county boundaries



# Summary of Research Findings

- **There is public support for expanded transit services:** There is clear public support for expanding public transit in the region, and for creating a single regional transit system. There is even support for raising sales taxes to expand transit, while also reducing property taxes. The details of any specific proposal requiring public support should be tested, as the details of the proposal may prompt significantly different reaction than the more general support identified here.
- **Voters may be less supportive than non-voters:** While those who voted in the November 4 election also support expanded transit, even with a sales tax increase, they are somewhat less supportive overall than are non-voters. Caution should be used in crafting any proposals that will require voter approval, then, as the details may be critical to winning voter support, especially if a tax increase is included as part of the proposal. There was especially weak support for a tax increase outside of Milwaukee County.
- **If transit is expanded, the most popular option is to extend Metra commuter rail:** There is significantly more support for expanding Metra commuter rail service to Milwaukee, Racine, and Kenosha than there is for any specific other options, though some do prefer expanded local bus service. There is less interest in a downtown circulator bus or streetcar, regional express bus service, or fixed route bus service. Combined, however, the forms of increased bus service receive similar support as does expanding Metra rail.





Milwaukee County Board of Supervisors

*Lee Holloway*

*Chairman of the Board*

November 7, 2008

Southeastern Wisconsin Regional Transit Authority  
Karl Ostby, Chairman  
W239 N1812 Rockwood Drive  
Waukesha, WI 53187

Dear Chairman Ostby and Authority Members,

Today, I had the opportunity to see a draft proposal relating to recommendations on possible funding solutions for public transit services in the region. The RTA will consider this draft on Monday. To say the least, I am disappointed with the recommendations as drafted. I believe these actions could severely undermine Milwaukee County's attempts to save our mass transit system, which is in a major downward spiral. I must also point out that RTA staff has not communicated these draft recommendations with me at all. Moreover, these recommendations are not consistent with adopted Milwaukee County policy.

The Milwaukee County Transit System is the only Tier A-1 mass transit provider in the State of Wisconsin. We provided more than 40 million rides last year. I am pleased to report that the advisory referendum that the Board placed on the November 4<sup>th</sup> ballot relating to a sales tax increase to provide dedicated funding for mass transit, parks and paramedic services was approved by voters. In accordance with the wishes of the voters, who have affirmed their support of Milwaukee County's mass transit system, we will work with both the Governor and the State Legislature to pursue enabling legislation for this sales tax. The RTA cannot co-opt the results of the referendum to support the regional recommendations outlined here. To my knowledge, no other County or municipality associated with the Southeastern RTA has put a similar question relating to their transit system or the proposed Kenosha-Racine-Milwaukee (KRM) Commuter Rail to the voters.

The referendum question posed to voters in Milwaukee County did not include any reference to the Regional Transit Authority or the KRM commuter rail line. In Milwaukee County, we're seriously concerned that the recommendations outlined here put KRM first. In Milwaukee County, rubber-tire mass transit services have now won the support of a majority of the voters. Our bus system should be the priority, and should not be slated for KRM's crumbs.

Milwaukee County does not support the recommendation in this draft to pursue *"airport privatization, capturing revenues generated by the sale or lease of the Milwaukee County Airport"*

*for public transit systems in the region."* The County Board does not in any way approve of the County Executive's idea to privatize General Mitchell International Airport (GMIA). We believe that, at this point, it could result in higher fees for both airlines and passengers, less representation for residents living near the airport, and would not provide immediate help for our mass transit system. Even if GMIA were eventually privatized per the County Executive's plan, the revenue from the lease of the airport would support Milwaukee County's transit system. It wouldn't make sense for Milwaukee County to sell or lease a major asset and spread the proceeds to other counties in the region without being compensated.

A sales tax for public services in the region is ill-defined and has no place in discussing how to fund mass transit. Milwaukee is one of the only metropolitan regions in the nation that lacks a dedicated funding source, like a sales tax, for its public transportation system. That was our rationale for holding the advisory referendum. Residential resources such as public safety, while important, have been historically funded through the property tax.

I ask that you recognize the urgency in identifying and enacting ways to address the severe fiscal condition of Milwaukee County's bus system. Without a bus system in Milwaukee County, any KRM link would lose much of its value. Now that we have approval from the voters of Milwaukee County, we are on solid ground in proceeding with ways to improve funding for the existing mass transit system in Milwaukee County. Be advised that many of my colleagues on the County Board are against empowering the RTA to take over the operation of Milwaukee County's mass transit system. I am sending a copy of this letter and the draft recommendations to Milwaukee County's Corporation Counsel for him to review whether any legal action should take place.

Sincerely,



Lee Holloway  
Chairman,  
Milwaukee County Board of Supervisors



Cc: Milwaukee County Board of Supervisors  
Milwaukee County Executive Scott Walker  
Milwaukee County Corporation Counsel William Domina  
Wisconsin Governor Jim Doyle  
Michael Morgan, Secretary, Wisconsin Department of Administration  
Milwaukee Mayor Tom Barrett  
Milwaukee Common Council President Willie Hines  
Milwaukee Common Council  
Philip C. Evenson, Southeastern Wisconsin Regional Planning Commission

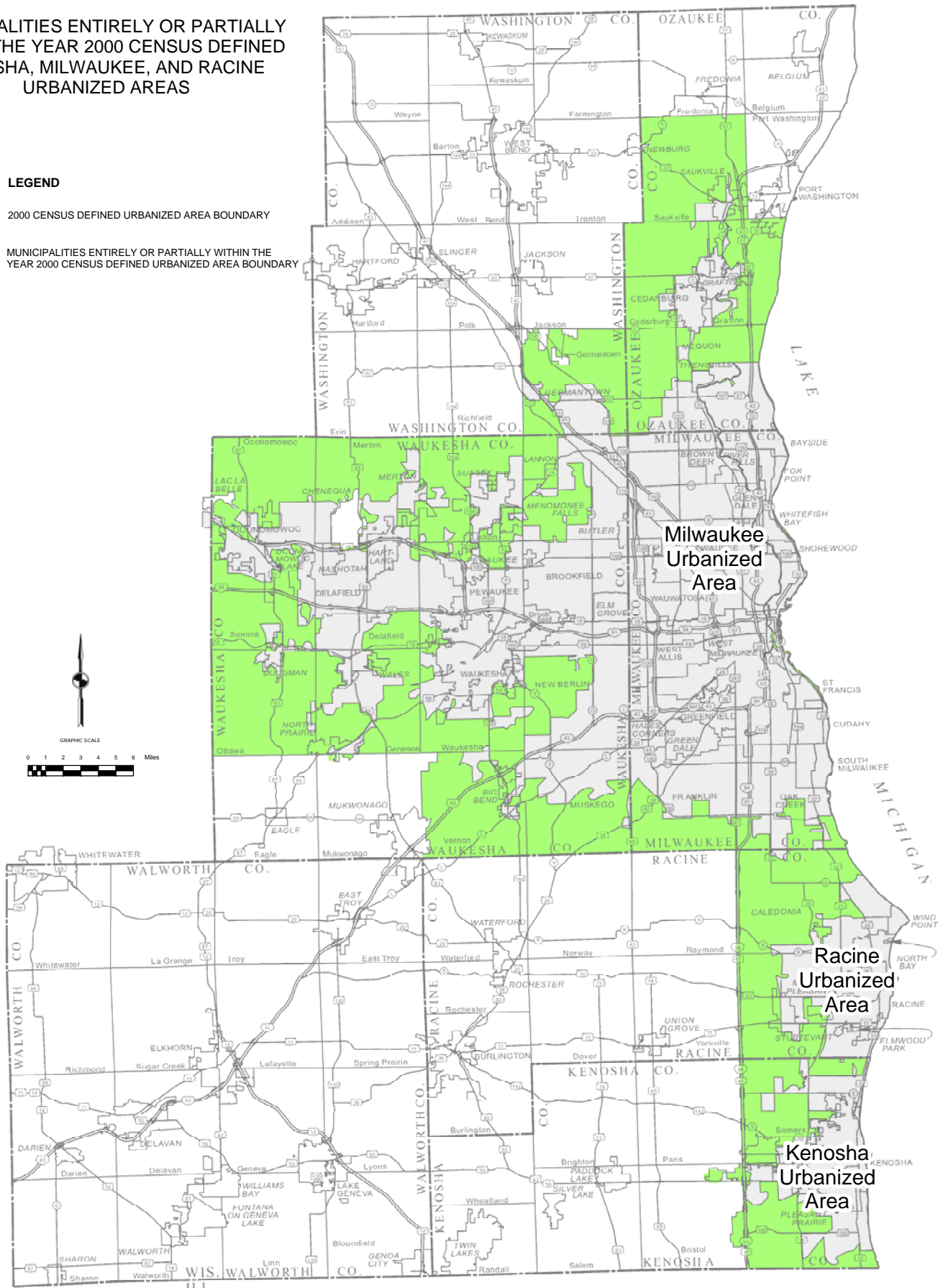
SEWRPC DOC #143152

## Attachment 5

### MUNICIPALITIES ENTIRELY OR PARTIALLY WITHIN THE YEAR 2000 CENSUS DEFINED KENOSHA, MILWAUKEE, AND RACINE URBANIZED AREAS

#### LEGEND

-  2000 CENSUS DEFINED URBANIZED AREA BOUNDARY
-  MUNICIPALITIES ENTIRELY OR PARTIALLY WITHIN THE YEAR 2000 CENSUS DEFINED URBANIZED AREA BOUNDARY



Source: U.S. Bureau of the Census and SEWRPC.

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## Attachment 6

Replacement text for the section on pages 3 and 4 under  
the heading "Recommendations On RTA Board Structure"

- The RTA Board recommends that the present structure of the Board be maintained in the permanent organization. This recommendation is based upon a finding that most RTAs across the nation are competently run by appointed board structures that give the units of governments being served by such authorities a voice on transit service decision-making.
- Such an appointed board would not be empowered to raise additional revenue in the region beyond that granted to the board in the enabling legislation. Hence, an appointed board would be held responsible for the wise expenditure of funds dedicated to local transit capital and operations. The following supplements and details this basic recommendation:
  - Three members, one from each county in the region, appointed by the county executive of each county and approved by the county board.
  - Three members, one from the most populous city in each county in the region, appointed by the mayor of each city and approved by the common council.
  - One member from the most populous city in the region, appointed by the governor.
- RTA Board decisions should be made by a super majority vote of the entire Board.
- It is recommended that the RTA Board be empowered to hire its own staff and to contract for staff or services as needed, all at the Board's discretion.

## Attachment 7

Replacement text for the section on pages 3 and 4 under  
the heading “Recommendations on Regional Transit Revenues”

The RTA Board recommends:

- The RTA be granted enabling authority to enact a local sales tax of up to 0.5 percent to fund public transit systems in the region; and
- Individual municipalities be provided enabling authority to enact up to an additional 0.15 percent sales tax for public safety purposes, taxable only within that municipality.

The dedicated funding source would serve the following purpose:

- The dedicated funding source would pay for the administrative costs of the RTA.
- The dedicated funding source would be intended to pay for the maintenance and expansion of the current transit systems in each urbanized area or county, and also between each county.
- It would be mandatory that the dedicated funding source provide property tax relief, by removing transit from each municipality's property tax roll.
- It would be mandatory that all funds raised in an individual urbanized area or county following payment of RTA administrative costs would be allocated to each urbanized area or county.

The RTA Board makes the foregoing funding recommendations after careful consideration of a range of alternatives and after examining practices by peer metropolitan areas throughout the nation.

With the recommended levels of funding, the RTA Board's goal is to maintain public transit services in the region and begin to expand services as recommended in the adopted regional transportation plan.

In addition, the RTA Board recommends that it be granted bonding authority, to be repaid by future regional revenues. Primarily, the RTA envisions that bonding will be necessary to meet the capital requirements associated with establishing commuter rail service in the region.

The RTA should be authorized to utilize funding from other sources including public and private funding that would be provided for transit programs and projects.