

MINUTES OF THE FOURTEENTH MEETING

SOUTHEASTERN WISCONSIN REGIONAL TRANSIT AUTHORITY

DATE: June 25, 2007
TIME: 3:30 p.m.
PLACE: Southeastern Wisconsin Regional Planning Commission
Commissioner’s Conference Room
W239 N1812 Rockwood Drive
Waukesha, WI
(Teleconference Meeting)

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

Philip C. Evenson Executive Director, SEWRPC
Kenneth R. Yunker Deputy Director, SEWRPC
Albert A. Beck Principal Planner, SEWRPC

Consultant Team (Transit Advocacy and Communications)

James Madlom
H. Carl Mueller
Lori Richards
Brandon Scholz
Barbara Ulichny

Guests

Frank Furdek Program and Planning Analyst, Southeast Region,
Wisconsin Department of Transportation,
Rosemary Potter Executive Director, Transit Now

ROLL CALL AND INTRODUCTIONS

Chairman Ostby called the meeting to order at 3:35 p.m. Roll call was taken, and the presence of a quorum was confirmed.

APPROVAL OF AGENDA

There were no changes identified by Board members to the meeting agenda.

REVIEW AND APPROVAL OF MINUTES OF THE MAY 21, 2007, MEETING

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

CONSIDERATION OF AMENDMENT TO THE RTA COMMUNICATIONS CONSULTANT CONTRACT PERTAINING TO PHASE II

Chairman Ostby asked Mr. Mueller to summarize the information provided in the June 7, 2007, memorandum from the consultant team discussing the extension of the communications consultant contract (see Attachment 1). Mr. Mueller explained that the consultant was nearing the end of the work identified under Phase I of the contract which had focused largely on communicating to the public, business community, and state and local government staffs and elected officials the initial stage of RTA recommendations regarding the KRM commuter rail, and, in particular, the proposed local funding source. He noted that this work would be completed shortly as the 2007-2009 State Budget is completed. He indicated that Phase II of the contract would be a logical extension of the work under Phase I as work on the KRM commuter rail Federal New Starts grant application is completed and the application is submitted to the Federal Transit Administration. The focus of the communications consultant work will shift to supporting the grant application and efforts directed toward the second stage of RTA recommendations regarding local funding for public transit, including community outreach and education.

A motion to approve the Phase II contract extension for the consultant team was made by Mr. Karls and seconded by Mr. Brandrup. The following questions were raised and comments made by Board members as part of the discussion on the motion:

1. In response to a question from Mr. Brandrup as to the amount being requested, Mr. Mueller indicated that the consultant team was asking for \$115,000 under the contract extension.
2. Mr. Torres asked if the proposed budget for Phase II included funds for lobbying the State Legislature. He stated that he would be inclined to oppose the contract extension if it called for such lobbying. He also asked Mr. Mueller to clarify what would be addressed under Phase II, noting that he was under the impression that Phase II covered only work directed at the KRM project and Phase III would address public transit. Mr. Mueller stated that the Phase II work would not include any kind of legislative lobbying, and that the consultant team would clarify this in a memorandum that could be attached to the meeting minutes. He also indicated that the Phase II work would address both the KRM project and the local funding needs of public transit.

[Secretary's Note: Attachment 2 documents that the work to be undertaken by the consultant team for Phase II will not include legislative lobbying efforts.]

The motion to approve the extension of the communications consultant contract was carried unanimously by the Board.

Following approval of the motion, consultant team members took the opportunity to brief the Board on its recent work activities (see Attachment 3) and Commission staff and Board members provided additional comments and information as follows:

1. Mr. Karls commended the consultant team on the work it had completed to date. He noted that State Senator John Lehman was working to get the rental car fee increase for the KRM project into the Senate version of the State Budget.

2. Mr. Brandrup noted that new State legislation would be introduced during the current legislative session that would provide for the creation of other RTAs and asked that the consultant team keep the Board apprised of the progress of and support for that legislation.
3. Chairman Ostby stated that he was encouraged by the growing support that was being expressed for the KRM project, noting that since the last Board meeting endorsements had been provided by the Milwaukee 7, the Kenosha Area Business Alliance (KABA), and the Kenosha County Board of Supervisors. Mr. Eberle stated that support for the KRM project had also been expressed by several Racine area businesses involved in Forward Racine, including Modine Manufacturing, Twin Disc, Ruud Lighting, S.C. Johnson, and Norco Manufacturing.
4. Ms. Ulichny stated that the City of Milwaukee Zoning, Neighborhoods & Development Committee would take up the land use plans for the areas around the proposed KRM commuter rail stations in the City at its meeting on July 3, 2007. She invited Mr. Yunker and Board members to attend to provide testimony as needed. She noted that plans would then be considered for approval by the Common Council.
5. Mr. Yunker informed the Board that the FTA had issued new regulations and guidelines for submission of New Starts applications. He noted that the regulations largely required a reformatting of the information already compiled for the KRM project application. He stated that staff was working on the needed revisions and anticipated that it would be submitted in early July. He added that the deadline for application submittal to the FTA was September, 2007, but the study consultant had suggested that it be submitted sooner to allow more time for the RTA to respond to questions that may be raised during its review by FTA staff. In response to a question by Mr. Torres, Mr. Yunker indicated that the application could be supplemented with additional information after it is submitted to the FTA, for example, the enactment of the increase in the car rental fee.

CONFIRMATION OF NEXT MEETING DATE

Chairman Ostby suggested that the Board not schedule its next meeting until after passage of the 2007-2009 State Budget and the Board knows where its stands regarding the rental car fee increase for the KRM project. He also indicated that he was interested in hearing more on the transit service improvement proposal released by Milwaukee County Executive Scott Walker in May 2007. Mr. Torres stated that he would arrange for a presentation on the proposal for the next RTA meeting.

ADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned at 4:00 p.m. on a motion made by Mr. Brandrup, seconded by Mr. Eberle, and carried unanimously by the Board.

Respectfully submitted,

Kenneth R. Yunker
Recording Secretary

PCE/KRY/AAB/mlh
07/17/07

Doc # 129570v1: Board Minutes for 06-25-07 with attachments



Mueller Communications, Inc.

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

FAX MEMORANDUM

DATE: June 7, 2007

TO: Karl Ostby *Fax: (262) 942-1176*

FROM: H. Carl Mueller

RE: RTA Communications Consultant Budget

As we near the completion of Phase I of our work on KRM and transit, we are operating within our budget projections and the RTA is on course to end the year with a significant surplus.

In keeping with the budget reallocation approved by the RTA board February 19, 2007, we have temporarily reduced our community outreach and public information efforts to increase our legislative relations efforts.

This change was driven by the simple fact that the RTA funding plan was approved too late to be included in the governor's budget. As a result, we encountered a greater need to build understanding and support in the Legislature to insert our proposal as an amendment to the State Budget.

We also have responded to a number of issues and challenges that were not and could not have been anticipated when the project began.

Our team has responded well to these challenges with a flexible and strategic approach. We have followed our reallocated budget plan consistent with our Phase One projections.

As we look to the months ahead, we have prepared a Phase II and Phase III budget plan that proposes to do the following:

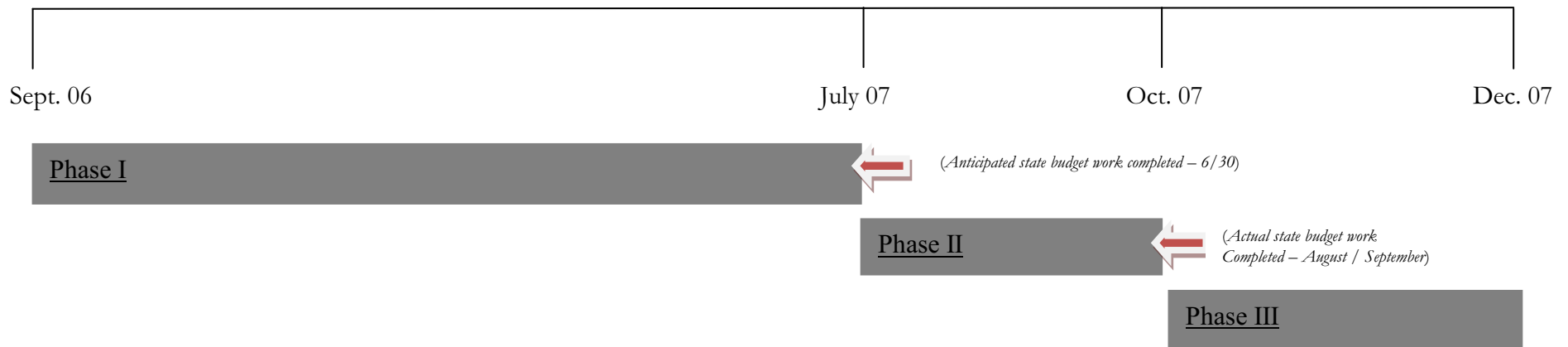
- Sustain our increased legislative relations effort.
- Restore and focus our community outreach, public information and related activities specific to each of our three counties.

Our budget plan keeps the RTA well within its revenue projections and will result in an estimated year-end budget surplus of nearly \$600,000.

The next few weeks are critical to our efforts, but we are likely to see a prolonged budget process that could extend into July or August.

We have projected both revenues and expenses through the end of the year, but ask that the board approve an allocation for Phase II at its next meeting and consider the Phase III budget later in the year.

RTA CONSULTANT BUDGET AND TIMELINE



Please note:

The original budget submitted as part of the RFP process planned for consultants to expend 90% of the budget by June 30, 2007, as the initial plan called for most of the work with the state budget process to be completed by that time.

RTA Consultant Proposed Budget and Estimated Revenue

Phase I: (through June 30, 2007)	RTA Revenue collected = \$484,726.31 <i>(as of Dec. 31, 2006)</i>
	RTA Revenue anticipated = \$400,000.00 <i>(Jan. 1-June 30)</i>
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	Total estimated Revenue = \$884,726.31
	Budgeted expended = \$413,825.72 <i>(as of May 15, 2007)</i>
	Budget committed <i>(retainer agreements)</i> = \$ 49,000.00
	Budget available = = \$ 33,174.28 <i>(for Capitol Group and Mueller Communications, for all remaining tasks)</i>
	Total budget expended = \$496,000.00
	Phase I RTA surplus = \$388,726.31

Tasks accomplished:

- Develop and execute RTA communications and public outreach strategy;
 - Respond to research requests of RTA members;
 - Keep RTA members informed of progress and new developments with regular communications;
 - Research multiple funding sources for KRM and transit;
 - Develop consensus and recommend KRM funding source to Governor and Legislature;
 - Develop key messages, fact sheet and informational backgrounders;
 - Conduct surveys of select business and civic groups;
 - Meet with federal, state and local elected officials;
 - Build support for rental car fee among elected officials at the city, county and state;
 - Work to have the rental car fee inserted into the budget by the Joint Finance Committee;
 - Work to secure endorsements from Racine County Board, GMC membership and leadership, KABA membership and leadership, RAMAC membership and leadership -Meet with 40+ community groups, and other business and civic organizations;
 - Secure support from hundreds of individual advocates;
 - Develop and distribute monthly media materials;
 - Track, assist with and participate in media relations, resulting in hundreds of media articles;
 - Respond to allegations by opposition and work to counter misinformation spread by opposition to media, key supporters and elected officials; and
 - Track and mobilize supporters to contact key decision makers;
-

Phase II: RTA Revenue anticipated = \$199,500
 (July -September) Budget requested = \$115,000

Phase II RTA surplus: = \$ 84,500

Tasks proposed:

- Additional tasks required to carry the RTA’s funding recommendation through the conference committee of the state budget, including educational outreach to key leaders in the Senate and Assembly; \$35,000
- Conduct education and outreach efforts with residents, businesses, civic leaders and civic organizations along the proposed rail corridor and conduct meetings to generate grassroots support and understanding in key communities; \$20,000
- Plan and execute informational media placements in community media throughout the three county area; \$20,000
- Continued strategy development and media relations; and \$25,000
- Research funding mechanisms and build political and community consensus for public transit. \$15,000

Phase III: RTA Revenue anticipated = \$199,500
 (October-December) Budget requested = \$ 95,000

Phase III RTA surplus: = \$104,500

Tasks proposed:

- Plan and execute informational media placements regarding the future of the KRM (assuming the funding request is approved in the state budget) and the need for a public transit funding solution; \$18,000
- Work to continue researching funding mechanisms and building political and community consensus for public transit; \$15,000
- Plan and execute public information and mailing campaigns; \$13,000
- Host informational community forums about the timeline and future of KRM and the issues facing public transit; and \$27,000
- Continued strategy development and media relations. \$22,000

Total RTA budget surplus: = \$577,726.31



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MEMORANDUM

DATE: July 1, 2007

TO: Karl Ostby *Fax: (262) 942-1176*

FROM: H. Carl Mueller

Cc: RTA Board
SEWRPC

RE: **Addendum:** RTA Communications Consultant Budget

Per the discussion during the June 25 Regional Transit Authority phone conference, this addendum is to clarify the use of the additional budget discussed and approved.

The additional resources approved as part of the Phase II budget have been approved for use only in the following categories of outreach:

- Build support locally with cities and counties regarding transit, and work to generate support for our Federal Transit Authority application.
- Conduct education and outreach efforts with residents, businesses, civic leaders and civic organizations within the three-county region and conduct meetings to generate grassroots support and understanding in key communities;
- Plan and execute informational media placements in community media throughout the three-county area;
- Continued strategy development and media relations; and
- Research funding mechanisms and build political and community consensus for public transit.

Please call me at (414) 390-5500 with any questions or for further clarification. Thank you.

TACT Team Update for Monthly RTA Meeting

June 25, 2007

As you approved at the last RTA meeting in June, our communications team has consolidated our remaining budget to focus strategically on Work Elements 5 and 6 (outreach to elected officials and community grassroots outreach) to strengthen our case to include the rental car fee for the KRM in the state budget.

Based upon this strategy, here are updates regarding where we are with the budget, and how we recommend moving forward.

Work Element 5: Elected Official Outreach

- The \$13 rental car increase to support the KRM was introduced by Senator John Lehman as an individual amendment separate from two transportation packages introduced in the Joint Finance Committee in late May. The vote for transportation packages and Senator Lehman's amendment was split 8-8 along party lines, which means the transportation budget and KRM funding, will eventually be decided in conference committee.
- The Senate's version of the budget, which will include the KRM rental car fee, is expected to be finalized this week (Brandon, pls. verify)
- This is the outcome we had anticipated out of the Joint Finance Committee keeping in mind that this is fairly routine and procedural, and partisan politics often plays a significant role in budget negotiations.
- (Brandon to provide other specific updates on budget and legislative process)
- At the local level, we have been working with the Milwaukee Common Council and the Milwaukee County Board to understand their needs relative to transit and work to diffuse their opposition to the proposed KRM funding.
- We are working to coordinate separate meetings with key Milwaukee business leaders and Common Council and County Board leaders, to reiterate our commitment to help address transit needs. The first meeting is scheduled for July.
- As you know, we have secured support from major business groups in this area, including key members of the GMC, MMAC, RAMAC and KABA, and have been working closely with these groups to contact key legislators as we move through the budget process.

Work Element 6: Public Outreach

- The TACT team has been busy conducting outreach (both proactive and reactive) with media outlets in the three-county region. A summary of RTA media coverage has been provided.
- We have been working specifically with media that serves the constituencies of key legislators, including the Milwaukee Courier, Milwaukee Community Journal and Kenosha News.
- We have continued to meet with community groups, now conducting more than 50 meetings with community groups and opinion leaders regarding their support for the KRM and transit, many of whom have expressed their support for the KRM with elected officials.
- We have been working with labor groups to help generate support for the KRM project.
- With guidance from the lobbying team, we are working to execute targeted grassroots communications to business leaders and other supportive individuals in specific legislative districts.
 - o We've been successful in driving calls to key legislators on the JFC, and now turn our focus to outreach to the Senate Democrats.

Moving forward – timeline and budget

- As we near the completion of Phase I of our work on KRM and transit, we are operating within our budget projections and the RTA is on course to end the year with a significant surplus.
- In keeping with the budget reallocation approved by the RTA board February 19, 2007, we have temporarily reduced our community outreach and public information efforts to increase our legislative relations efforts.
- This change was driven by the simple fact that the RTA funding plan was approved too late to be included in the governor's budget. As a result, we encountered a greater need to build understanding and support in the Legislature to insert our proposal as an amendment to the State Budget.
- We also have responded to a number of issues and challenges that were not and could not have been anticipated when the project began.
- Our team has responded well to these challenges with a flexible and strategic approach. We have followed our reallocated budget plan consistent with our Phase One projections.

- As we look to the months ahead, we have prepared a Phase II and Phase III budget plan that proposes to do the following:
 - Sustain our increased legislative relations effort.
 - Restore and focus our community outreach, public information and related activities specific to each of our three counties.
- We'd like to ask the RTA to approve the Phase II budget request for \$115,000 at the upcoming June meeting or phone conference.
- Our budget plan keeps the RTA well within its revenue projections and will result in an estimated year-end budget surplus of nearly \$600,000.
- We have made significant progress and are cautiously optimistic about the outcome of the budget conference committee -- the next few weeks are critical to our efforts. However, we are likely to see a prolonged budget process that could extend into July or August.
- We have projected both revenues and expenses through the end of the year, but ask that the board approve an allocation for Phase II today and may ask it to consider the Phase III budget later in the year.