Platteville Transit System Joint Committee  
Thursday, February 19, 2015  
7:00 p.m.  
75 North Bonson Street, Platteville, Wisconsin  
G.A.R. City Hall

MINUTES

Present:
Voting Members: Art Beaulieu (Platteville Public Schools), Andy Custer (citizen), Barb Stockhausen (City Council), Christine Wunderlin (UW-Platteville Services for Students with Disabilities), Rebecca Brown (UW-Platteville International Programs), Kassandra Zimmerman (UW-Platteville SUFAC Rep), Matt Castelaz (UW-Platteville Student Senate Rep)  
Staff: Howard Crofoot (City of Platteville), Amy Seeboth-Wilson (UW-Platteville)  
Public: Petra Ward  
Not Present: Robert Pastor (SW Health), Gary Engelke (Business Person), UW-Platteville rep from RHA

I. Call to order – By Vice Chair Rebecca Brown at 7:05 p.m.

II. Approval of Agenda & Draft Minutes from February 5, 2015: Motion by Art Beaulieu, Seconded by Barb Stockhausen, approved unanimously.

III. Presentation by staff on Fare System Options: Amy Seeboth-Wilson described the payment methods.

IV. Discussion: Qualities sought in Fare System. There was discussion and the consensus was to have a combination system with cash, a form of punch cards and a Digital System option. There was no consensus on whether the punch card system would be for a specified number of rides or for a specified time period. Further discussion and possible action at the March 5, 2015 meeting.  
Amy Seeboth-Wilson also provided information on 8 other bus systems and their fare rates.  
It was the consensus that Adult full fares would be $1.50 with Seniors, Disabled, Veterans, or Children 6-18 to be half price ($0.75). Children 5 and under are free with an Adult.  
Consensus was to provide price breaks for punch cards for whichever system is approved – number of rides or for a specific time period. Staff to propose rates. Further discussion and possible action at the March 5, 2015 meeting.

V. Presentation by staff on Bus System Branding/Logos used by other communities: Amy Seeboth-Wilson provided 7 names and logos of other systems for review.

VI. Discussion: Qualities sought in Name and Branding: There was discussion on the name and logo for our system. It was consensus that the name should be “Platteville Public Transportation” for both the Bus and Taxi portions of the system. It was determined that Staff would come up with a few proposed logos for the next meeting. Some would be based on the City’s logo of the Mound with the “M” on it. There was also discussion on sales of
advertising space on the interior and/or exterior of vehicles. Staff will review with DOT the rules on such revenues. Additional discussion and possible action at the March 5, 2015 meeting.

VII. Discussion/Action: draft Weekday Academic Routes handed out at last meeting: There was discussion on the draft routes. The group began with discussion of the Northwest Route and made some suggestions for changes including possible stops at the Thrift Shop and the Library. The discussion thought that the Library would be a good place to put stops for the NW, NE and SE routes as a potential transfer location. There was discussion about possibly travelling up Elm Street instead of Chestnut Street between Pine & Adams. There was an alternate discussion about possibly adding a stop near City Park. Discussion was halted due to time constraints. Further discussion and possible action at the March 5, 2015 meeting.

VIII. Routes for Review: Amy Seeboth-Wilson provided draft routes for the following. She noted that many of the routes are similar or have the same stops as the proposed Weekday Academic Routes.

   a. Academic Weekend
   b. Academic Night
   c. Summer

IX. Next Meeting: March 5, 2015 - 7:00 p.m. Consensus was to reserve March 12, 2015 as another possible meeting date if needed.

X. Adjourn: 8:59- Motion by Andy Custer, Seconded by Christine Wunderlin, approved unanimously.