



Rob Hutton

STATE REPRESENTATIVE • 13TH ASSEMBLY DISTRICT

March 27, 2017

To: Assembly Committee on Transportation

From: Rep. Rob Hutton

Re: Assembly Bill 170

Testimony of Rep. Rob Hutton in Support of Assembly Bill 170

Mr. Chairman and members of the committee, thank you for giving Assembly Bill 170 the opportunity for a public hearing.

We have before us today common sense bipartisan legislation that would allow paying advertisers to place advertisements on previously approved bus shelters.

Current Wisconsin law allows for bus shelters to be built, with DOT approval, along state trunk highways but the law does not allow for placement of advertisements on those bus shelters.

By passing this law we will allow for companies to pay to build, with DOT approval, bus shelters along the sides of state trunk highways. These companies will then be able to place advertisements that are subject to approval by the local transit authority on these shelters.

Contracts between the advertiser and the local metro transit commission already govern what types of advertisements can be used and this law does not change the way those agreements are negotiated. This law also does not infringe upon the authority of the DOT to approve or disallow the bus shelters being constructed.

This law simply extends the statutes regarding advertising on any other local road to be applicable to state trunk highways. Doing this allows for another avenue for local business to reach potential customers.

Thank you for the opportunity to speak to the merits of this bill this afternoon. I ask for support from the committee and am happy to answer any questions you may have.



CHRIS KAPENGA

WISCONSIN STATE SENATOR

Testimony on Assembly Bill 170
Assembly Committee on Transportation
March 28, 2017

Thank you, Chairman Ripp and committee members, for holding a hearing today on Assembly Bill 170. Thank you also Representative Hutton for authoring the bill in the Assembly and appearing today to testify.

This bill enables county transit systems to implement a prudent solution to meet a community need. In the county I represent, Waukesha Metro entered into a contract with Clear Channel Outdoor. Under the agreement, Clear Channel Outdoor would construct several bus shelters in Waukesha County free of charge. In addition, the company would pay Waukesha Metro \$800 per shelter per year to advertise on the shelters. Taxpayers receive shelters at no cost; the company creates an advertising opportunity, and the transit agency increases revenue while improving service to riders. The agreement was a win-win-win.

Unfortunately, several of the shelters could not be constructed. Bluemound Road in Waukesha County presents a glaring need for these shelters, but due to an obscure law, advertising on bus shelters is not authorized along state-trunk highways, such as Bluemound Road. Since advertising on these shelters is prohibited, that portion of the contract could not be executed.

That is not the case across the state, mind you. Under current law, since Milwaukee County contains a first class city, advertising on bus shelters located on state trunk highways is authorized. Waukesha Metro's Transit Manager illustrated this blatant inconsistency best. The Milwaukee County stretch of Bluemound Road features identical shelters, including one at the entrance to the Milwaukee County Zoo. Just across the county line in Waukesha County, however, and these shelters are prohibited.

Assembly Bill 170 corrects this glaring inconsistency by authorizing advertising on bus shelters located on state trunk highways statewide. Following passage of this bill, Waukesha Metro and transit departments across the state will be able to implement this sensible, cost-saving solution to their transit needs.

Thank you, Mr. Chairman and Committee members, for your time and consideration of this bill. At this time I am happy to answer any questions from the committee.

Sister Barbara Pfarr, SSND
13105 Watertown Plank Road
Elm Grove, WI 53122
bpfarr@ssndcp.org

Assembly Committee on Transportation
Public Hearing
Tuesday, March 28, 2017 at 1 p.m.

The School Sisters of Notre Dame have a home in Elm Grove for about 200 of our sick and elderly Sisters. We have a huge interest in public transportation. I'm here to support the legislation to allow bus shelters on Bluemound Road. It is good for bus riders. It comes at no cost to the taxpayer. And the County Transit budget would receive advertising revenue.

We employ about 50 people for food services, housekeeping, and patient care at Notre Dame of Elm Grove. Virtually all of these workers come from Milwaukee. Most of them rely on public transportation to get to work. This is a very big problem, as public transportation is very difficult from central city Milwaukee to Waukesha County. Because of this, our staff turn-over is very high. Often our Sisters actually pick up our workers at the bus stop at Froedert Hospital to bring them "the last mile" to work at our facility.

Some of us occasionally have lunch or coffee at Penelope's Restaurant in the Village of Elm Grove. One of our favorite waitresses lives in the city of Waukesha. When she finishes her shift, she walks from Watertown Plank Road to Bluemound Road to catch the bus that takes her to Brookfield Square. At Brookfield Square she boards a Waukesha bus that takes her to the Metro Center in Waukesha. There she takes another bus, and walks another good deal to get to her home. The reverse process is how she gets to work. This is a lot of work for a minimum wage job where she spends her whole shift on her feet! *It is made harder by the fact that she has to wait long periods for each of these buses, and there are no shelters for rest and protection from the elements.*

We have to do better for public transit in Waukesha County. My heart breaks when I see workers riding bikes to their service sector jobs along Blue Mound Road, often in the rain or snow.

The population in Waukesha County is rapidly aging. By 2020 the job growth in Waukesha, Ozaukee and Washington Counties will be 57,000. The labor force growth will be only 10,000. Those jobs will have to be filled by people in Milwaukee County. But 50% of workforce program participants in Milwaukee have no driver license. And one in 6 Milwaukee households have no access to a car.

We have to do better for public transit. Creating a transportation system that works for everyone in Wisconsin and uses our tax dollars responsibly starts by getting our spending priorities straight. We have to spend less on costly highway expansion programs and more on urgent needs, like maintaining existing roads and connecting people to jobs and opportunities through more cost-effective public transportation.

The School Sisters of Notre Dame are members of SOPHIA, a faith-based organization in Waukesha County. We work with SOPHIA's Transit Task Force and we urge Wisconsin Legislators to cut spending on highway mega-projects and invest instead in local needs - like **repairing existing roads and funding public transit** that connects workers to jobs and a growing number of seniors and people with disabilities to services and opportunities.

You folks on the Transportation Committee have a huge job and a huge responsibility. A good start will be to pass the legislation that allows for bus shelters.

Thank you.



**Assembly Transportation Committee
Public Hearing Testimony on AB 170, Bus Shelter Advertising**

Dear Mr. Chairman and Assembly Transportation Committee Members,

Thank you for providing me the opportunity to provide my support of Assembly Bill 170, which would allow for Bus Shelters with Advertisements to be placed in the State Highway Right of Way. My name is Brian Engelking, Transit Manager of the City of Waukesha Metro Transit System and administrator of Waukesha County Transit. I also serve as the Chair of the Executive Committee of the Wisconsin Public Transportation Association. I apologize for not being able to appear in person but I had a prior commitment.

The transit systems that I manage have partnered with Clear Channel Outdoor to provide bus shelters with advertisement for the past nine years. This partnership has been successful in that our passengers receive high quality, aesthetically pleasing bus shelters at no cost to the taxpayer. In fact, we are paid revenue annually for each shelter in operation generating thousands of dollars for transit operations. Maintenance costs in the form of cleaning, upkeep, and snow removal from the shelter are also saved as Clear Channel is responsible for those activities. Most of these shelters have solar lighting for passengers, which is a feature that is not available in our City owned shelters.

Allowing bus shelters with advertising as proposed will allow for these shelters to be placed in the high demand area of State Highway 18 (Bluemound Road) in Brookfield. Over 320,000 transit rides per year are provided in this corridor. Continued commercial growth is driving a need for more employees and will likely push ridership to higher levels. Providing these amenities to our passengers will help be a great improvement to their riding experience.

Bus shelters with advertising are currently allowed on State Highway 18 in Milwaukee County. Some of the possible new locations for bus shelters in Brookfield are just a few miles to the west of existing shelters with advertising on the very same street that is served by the same route. Passage of AB 170 would allow for these types of bus shelters to be provided along the entire route instead of arbitrarily ending at the Milwaukee-Waukesha County line.



As Chair of the Wisconsin Public Transportation Association (WIPTA), I am also writing to provide WIPTA's support for Assembly Bill 170. Transit systems across the State are looking for innovative ways to reduce costs and generate new streams of revenue. Passage of this bill would provide transit systems the opportunity to deploy better amenities for their customers at no cost and in fact generate revenue.

To our knowledge, there have not been any safety issues with having bus shelters with advertisements in the right of way of state highways in Milwaukee County and expanding this availability to other parts of the State would not create safety issues.

We see the passage of AB 170 as a way to enhance the opportunity of Public-Private partnerships that ultimately results in higher quality amenities for citizens that use our services throughout Wisconsin.

Thank you for your consideration of this important proposal for both my local transit system and those across the state.