



# CHRIS KAPENGA

WISCONSIN STATE SENATOR

## Testimony on Senate Bill 110

*Senate Committee on Transportation and Veterans Affairs*

May 3, 2017

Thank you, Chairman Petrowski and committee members, for holding a hearing today on Senate Bill 110. Thank you also to Representative Hutton for authoring the bill in the Assembly.

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.

Senate Bill 110 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.

# Rob Hutton

STATE REPRESENTATIVE • 13<sup>TH</sup> ASSEMBLY DISTRICT

May 3, 2017

To: Senate Committee on Transportation and Veterans Affairs

From: Rep. Rob Hutton

Re: Senate Bill 110

## Testimony of Rep. Rob Hutton in Support of Senate Bill 110

Mr. Chairman and members of the committee, thank you for giving Senate Bill 110 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.



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**Senate Transportation Committee  
Public Hearing Testimony on SB 110, Bus Shelter Advertising  
May 3, 2017**

Dear Mr. Chairman and Senate Transportation Committee Members,

Thank you for providing me the opportunity to provide my support of Senate Bill 110, 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.

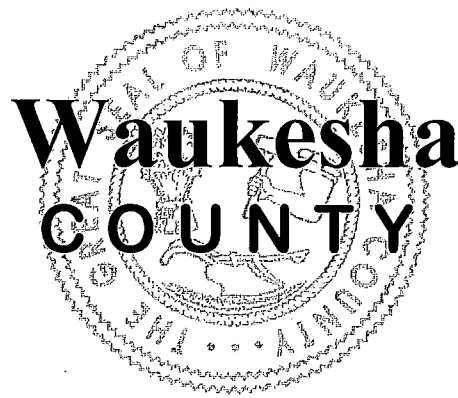
Bus shelters with advertising are currently allowed on State Highway 18 in Milwaukee County. Some of the possible new locations for bus shelters in Brookfield are just a few miles to the west of existing shelters with advertising on the very same street that is served by the same route. Passage of SB 110 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 SB 110. 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 SB 110 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.



May 2, 2017

To: Senate Committee on Transportation and Veterans Affairs

From: Sarah Spaeth, Legislative Policy Advisor

Re: Support of SB 110, Advertising on bus shelters located on state trunk highways

Waukesha County urges you to support Senate Bill 110, which will allow advertising on a bus shelter located on a state highway. Waukesha County partners with the private sector for our bus shelters, which saves our taxpayers significant dollars. The private sector constructs the shelters for us and maintains them by making sure they are clean, clear of snow and debris; additionally, the County receives revenue from advertising. Our transit consumers appreciate having a waiting area that is protected from the weather with a comfortable place to sit.

Waukesha County has a glaring need for bus shelters on Bluemound Road, State Highway 18. Over 20,000 employees work off Bluemound Road in Brookfield. The 3-mile stretch has over 200 retail and service businesses, more than 80 restaurants, and a new outdoor mall that opened April 8 will add another 1,000 jobs.

With this legislation, Waukesha County could partner once again with the private sector to construct bus shelters on this busy corridor – while saving the taxpayers the expense.

Thank you for your time and consideration.