

City of Black River Falls
COMMON COUNCIL – AGENDA

Wednesday – November 6, 2024 – 6:00 PM
City Hall – 101 S. Second Street, Black River Falls, WI

Join Zoom Meeting:

<https://us02web.zoom.us/j/81050807650?pwd=NEtVbWhMK05yeFZhSGJUSWxVbW9>

Or Dial: 1-312-626-6799

Meeting ID: 810 5080 7650

Password: cityhall

1. Call to Order
2. Roll Call
3. Pledge of Allegiance
4. Open public hearing on shared ride taxi service – Mayor
5. Close public hearing on shared ride taxi service – Action
6. Consider changes to shared ride taxi service including decreasing operating hours and/or increasing agency fares, or terminating the service – Possible Action
7. Exercise of Options for Shared Ride Taxi Service – Action
8. Marks Field facilities upgrade and new playground project – Action
9. Election results
10. Reading of the Minutes of the October 16, 2024 Special Common Council Meeting –
Action
11. Citizens in Attendance
12. Committee Reports:
 - a. Plan Commission October 14, 2024
 - b. Utility Commission October 28, 2024
 - c. Business Improvement District (BID) Board October 30, 2024
13. Agreement between the City and the Municipal Street Department Teamsters General Union Local 662 – Action
14. 2025 BID Operating Plan and Budget – Action
15. Meetings: **Special Common Council** **Wednesday November 20, 2024 6:00pm**
16. Adjourn

Posted: November 1, 2024

Brad Chown

From: Mark Jones <mark@abbyvans.com>
Sent: Wednesday, October 2, 2024 4:47 PM
To: Brad Chown
Cc: 'Susan Lewis'
Subject: FW: BRF updates, original, 8/1/23, 1/1/25
Attachments: Copy of 2023 03-01 BRF 2023 service hours.xlsx; Copy of 2023 08-01 BRF 2023 service hour changes (Mark) (00000002).xlsx; Copy of Copy of 2023 08-01 BRF 2025 service hour changes (00000002).xlsx

Brad

Please see attached vehicle service hour charts.

First one is the original from the RFP. # 1

Second one is the current revised 8/1/23. # 2

Third one is a suggested reduction of current. # 3

I do not believe 36 hour reduction would see much of a ride reduction and still provide a reasonable level of service based on current ridership.

That should generate expense reduction of @ \$92,000.00.

If you increased Agency fares to \$10.00 based on 5000 trips that would generate + \$15,000.00.

2024 ridership should be close to 17,000 and fare revenue \$118,000 based on year to date.

Once you put your numbers back into the spreadsheet let me know how far you are over the budgeted \$80,000.00 Local share and if that would even make a difference in councils decision.

Give me a call if you have any other questions I can help with.

Thanks

Mark

Mark R. Jones
President
Abby Vans Inc
1115 W. 4th St.
Neillsville, WI 54456
715-743-3364 Fax 715-743-7545

Abby Vans Inc

This email was sent from Abby Vans Inc.

Master Service Levels

Black River Falls Taxi

Original 3/1/2023

#1

AM/PM	Military	SUN	MON	TUES	WED	THURS	FRI	SAT	TOTAL
6:00 AM	0600	2	2	2	2	2	2	2	14
7:00 AM	0700	2	2	2	2	2	2	2	14
8:00 AM	0800	2	2	2	3	2	2	2	15
9:00 AM	0900	2	2	2	3	2	2	2	15
10:00 AM	1000	2	2	2	3	3	3	2	17
11:00 AM	1100	2	2	2	3	3	3	2	17
12:00 PM	1200	2	2	2	3	3	3	2	17
1:00 PM	1300	2	2	2	3	3	3	2	17
2:00 PM	1400	2	2	2	3	3	3	2	17
3:00 PM	1500	2	2	2	3	3	3	2	17
4:00 PM	1600	2	2	2	2	2	2	2	14
5:00 PM	1700	1	1	1	2	2	2	1	10
6:00 PM	1800	1	1	1	1	1	1	1	7
7:00 PM	1900	1	1	1	1	1	1	1	7
8:00 PM	2000	1	1	1	1	1	1	1	7
9:00 PM	2100	1	1	1	1	1	1	1	7
TOTALS		27	27	27	36	34	34	27	212

Black River Falls Taxi

8/1/2023

#2

AM/PM	Military	SUN	MON	TUES	WED	THURS	FRI	SAT	Change	Total
12:00 AM										
1:00 AM										
2:00 AM										
3:00 AM										
4:00 AM										
5:00 AM										
5:00 AM	0500	0	0	0	0	0	0	0		
6:00 AM	0600	1	1	1	1	1	1	1	-7	7
7:00 AM	0700	2	2	2	2	2	2	2	0	14
8:00 AM	0800	2	2	2	2	2	2	2	-1	14
9:00 AM	0900	2	2	2	2	2	2	2	-1	14
10:00 AM	1000	2	2	2	2	2	2	2	-3	14
11:00 AM	1100	2	2	2	2	2	2	2	-3	14
12:00 PM	1200	2	2	2	2	2	2	2	-3	14
1:00 PM	1300	2	2	2	2	2	2	2	-3	14
2:00 PM	1400	2	2	2	2	2	2	2	-3	14
3:00 PM	1500	2	2	2	2	2	2	2	-3	14
4:00 PM	1600	2	2	2	2	2	2	2	0	14
5:00 PM	1700	1	2	2	2	2	2	1	2	12
6:00 PM	1800	1	1	1	1	1	1	1	0	7
7:00 PM	1900	1	1	1	1	1	1	1	0	7
8:00 PM	2000	1	1	1	1	1	1	1	0	7
9:00 PM	2100	1	1	1	1	1	1	1	0	7
10:00 PM	2200	0	0	0	0	0	0	0	0	0
11:00 PM	2300	0	0	0	0	0	0	0	0	0
12:00 AM	2400									0
10:00 PM										
11:00 PM										
TOTALS		26	27	27	27	27	27	26	-25	187

Master Service Levels

Black River Falls Taxi

1/1/2025

#3

AM/PM	Military	SUN	MON	TUES	WED	THURS	FRI	SAT	Change	Total
12:00 AM										
1:00 AM										
2:00 AM										
3:00 AM										
4:00 AM										
5:00 AM										
5:00 AM	0500	0	0	0	0	0	0	0	0	
6:00 AM	0600	0	1	1	1	1	1	1	0	-2 5
7:00 AM	0700	1	2	2	2	2	2	2	1	-2 12
8:00 AM	0800	1	2	2	2	2	2	2	1	-2 12
9:00 AM	0900	1	2	2	2	2	2	2	1	-2 12
10:00 AM	1000	1	2	2	2	2	2	2	1	-2 12
11:00 AM	1100	1	2	2	2	2	2	2	1	-2 12
12:00 PM	1200	1	2	2	2	2	2	2	1	-2 12
1:00 PM	1300	1	2	2	2	2	2	2	1	-2 12
2:00 PM	1400	1	2	2	2	2	2	2	1	-2 12
3:00 PM	1500	1	2	2	2	2	2	2	1	-2 12
4:00 PM	1600	1	2	2	2	2	2	2	1	-2 12
5:00 PM	1700		1	2	2	2	2	2	1	0 12
6:00 PM	1800		1	1	1	1	1	1	1	0 7
7:00 PM	1900		1	1	1	1	1	1	1	0 7
8:00 PM	2000	0	0	0	0	0	0	0	0	-7 0
9:00 PM	2100	0	0	0	0	0	0	0	0	-7 0
10:00 PM	2200	0	0	0	0	0	0	0	0	0 0
11:00 PM	2300	0	0	0	0	0	0	0	0	0 0
12:00 AM	2400									
10:00 PM										
11:00 PM										
TOTALS		13	25	25	25	25	25	25	13	-36 151

Hours: 6:00 AM to 8:00 PM MONDAY-FRIDAY
 7:00 AM to 8:00 PM SATURDAY & SUNDAY

151 HRS/WK
 x 52 WKS
 7,852 CONTRACTED HRS
 x 49.59 HOURLY RATE
 \$389,380 COST/YEAR

1
2 **Shared Ride Taxi**

3 **LOCAL SHARE**

4
5 **2024**

6 \$ 477,448.00 Operating Expenses (Contract Amount)

7 \$ (90,000.00) Fare Revenue

\$ 257,821.92 54% of Total Cost of Operations (Line 6)

8 \$ 387,448.00 Projected Deficit

\$ (193,724.00) Federal Share - 50% of Operating Deficit (Line 8)

9 \$ (193,724.00) Federal Funding

\$ 64,097.92 State Share - 54% of total cost less federal share

10 \$ (64,097.92) State Funding

11 \$ 129,626.08 Projected Local Share (Operating)

12 \$ 15,600.00 Local Share - Capital Purchase

13 \$ 145,226.08 Total Projected Local Share

14 \$ 85,000.00 Amount Levied

15 \$ (60,226.08) Over Budget

16
17
18 **2025 - Reduced Hours + Increased Agency Fare**

19 \$ 389,380.00 Operating Expenses (Contract Amount)

20 \$ (130,000.00) Fare Revenue

\$ 210,265.20 54% of Total Cost of Operations (Line 19)

21 \$ 259,380.00 Projected Deficit

\$ (129,690.00) Federal Share - 50% of Operating Deficit (Line 21)

22 \$ (129,690.00) Federal Funding

\$ 80,575.20 State Share - 54% of total cost less federal share

23 \$ (80,575.20) State Funding

24 \$ 49,114.80 Projected Local Share (Operating)

25 \$ 15,600.00 Local Share - Capital Purchase

26 \$ 64,714.80 Total Projected Local Share

27 \$ 85,000.00 Amount Levied

28 \$ 20,285.20 Under Budget

Black River Falls Shared Ride Taxi Feasibility Study



2024

Black River Falls Shared Ride Taxi Feasibility Study



Prepared by the
Mississippi River Regional Planning Commission
Under the direction of the
Black River Falls Common Council
and City Administrator



Black River Falls

Mayor

Jay Eddy

Administrator

A. Brad Chown

Common Council / Committee of the Whole

WARD 1

Erin Rave Mike Rave

WARD 2

Jacob Peloquin Gary Ammann

WARD 3

Kylee Wussow Desiree Gearing-Lancaster

WARD 4

Justin Dougherty Joel Busse

Mississippi River Regional Planning Commission

Jon Bingol – Executive Director

Simon Fichter – Planner

Ken Harwood – Planner

Sarah Ofte – Senior Office Manager

Jack Zabrowski – Senior Planner

Contents

Executive Summary	1
Tasks and Strategies	2
Task 1: History	2
Task 2: Potential Changes.....	2
Task 3: Other Revenue	2
Task 4: Efficiency and Sustainability	2
Task 5: Recommendations	2
Introduction	3
Households Without Vehicles	3
Table Households Without Vehicles.....	3
Black River Falls Shared Ride Taxi / Transit Service	4
Service Area	4
Fares.....	5
Fare Structure - History	5
Current Taxi Schedule.....	5
Current System Usage	6
Graph Ridership.....	6
Contracted Rate History Per Vehicle / Per Hour	6
Black River Falls Shared Ride Taxi Expenditures.....	7
Black River Falls Shared Ride Taxi Revenue.....	7
Black River Falls Shared Ride Taxi Local Share	7
Typical Month For Shared Ride Service (June 2024).....	8
Commuting to Work.....	9
Shared Ride Taxi Financial Data for Black River Falls.....	10
Wisconsin Shared Ride Taxi Services.....	12
Potential Changes Black River Falls Shared Ride Taxi.....	14
Summary Black River Falls Shared Ride Taxi / Transit Service.....	15
Revenue Resources for Local Transit System	16
Public transit	16
Specialized transit	17
Other Transit Providers	18

ADRC of Jackson County	18
Ho-Chunk Nation.....	19
Jackson County Interfaith Volunteers	19
Veteran’s Service Office and the Tomah VA Medical Center.....	20
Private Companies Providing Non-Emergency Rides	20
Friends and Family	21
A New Private Taxi Service	21
Uber or Other Ride Hailing Service	22
Black River Falls Fire Department Emergency Medical Service	23
Recommendations	24
Alternative One - Continue Existing Service.....	24
Alternative Two - Use Other Existing Providers to Replace Taxi	24
Alternative Three Develop a City Run Transit System	25
Appendices.....	26
Demographics	26
Population	26
Age Distribution	27
Table Age Distribution	27
Race.....	27
Table Race Distribution for Black River Falls	27
Table Income Black River Falls.....	28
Figures and Tables	29
Figure 1: Website Page for current Taxi Service.....	29
Figure 2: Wisconsin Public Transit System	30
Table: Other State and Federal web links.....	31



Executive Summary

The City of Black River Falls Shared Ride Transit Study looked at the existing Shared Ride Taxi Service as well as investigated a series of transit alternatives to determine what types of transit and providers are the most appropriate for the community while having the least impact on the taxpayers. The study includes an assessment of the costs of the existing shared ride taxi system. In addition, we explored other transit providers, and provided an analysis, of the overall transit service system.

The Existing Conditions and Market Analysis sections document the findings of the actual expenditures over the last several years for the existing shared ride taxi system. It is fair to note that these expenses have increased significantly over the past few years.

We also identified several other existing or potential new service providers in the city and region. Many of these systems are currently subsidized or rely on volunteer drivers to reduce their costs. This makes them very competitive with the Shared Ride Transit System.

The report suggests some potential cost saving measures for the shared ride taxi service, and or replacing the current system with alternative providers and services. By using a data-driven approach to determine how well the current shared ride taxi system serves the community, existing conditions, and a market analysis, we were able to offer recommendations for the future of public transit for the City of Black River Falls.

Regardless of how Black River Falls chooses to move forward, there is a need to communicate all of the available transit options to the public. MRRPC, as an extension of this study, can provide marketing materials, website support, and a brochure outlining transit options available to the citizens of Black River Falls.



Tasks and Strategies

Task 1: History

Analyze historical data and service/vendor history and provide a detailed report on what factors contributed to decreased ridership over the past 5+ years

Task 2: Potential Changes

Analyze fare structure, hours of operation, etc. and provide recommendations for operational changes that can maintain ridership while decreasing the local share.

Task 3: Other Revenue

Identify any other possible revenue sources that may offset the local share

Task 4: Efficiency and Sustainability

Summary that includes recommendations for increasing the efficiency and sustainability of the service.

Task 5: Recommendations

If the study results in a determination that the shared ride taxi service is not sustainable, then recommend alternate forms of a public transit system(s) or an exit strategy and timeline for the City to use if they decide to terminate the shared ride taxi service.



Introduction

Black River Falls has offered a Shared Ride Taxi Service in the city for the past several years. In that time other services have entered the market and currently provide similar services. In recent years the use of the taxi service has declined reducing revenues and the cost of the service has risen. This has placed a burden on the taxpayers of Black River Falls.

Accessible transit options are crucial for individuals who do not own or have access to a car, those who do not have a drivers license, seniors who no longer drive, and individuals with disabilities. The shared ride taxi service, along with other services, provides these groups with independence and mobility. These adults may depend on public transit for access to employment, shopping, medical appointments, and social activities.

Households Without Vehicles

Understanding the percentage of households without a vehicle is critical to this study. This study highlights the population that is highly dependent on public transportation, friends and family providing rides, walking, biking, or other alternative means of transit.

In the city, at the time of the census survey, 146 out of 1,755 households, or 8%, did not have a vehicle available. This is 3% higher than in Jackson County (5%) and 2% higher than Wisconsin (6%). These households are highly reliant on alternative means of travel to meet their daily needs. For these residents, the availability, efficiency, and coverage of public transit are not just conveniences but necessities. Without a personal vehicle, their ability to access essential services, health care, employment, education, and social opportunities depends almost entirely on the functionality of the public transit system.

Equity and accessibility are critical considerations in transit planning, especially when a significant portion of the population does not have access to a personal vehicle. The 8% of households without vehicles may include low-income families, elderly residents, people with disabilities, or others who are unable to drive or afford the cost of car ownership. For these individuals, transit options can be an important resource to thrive in the community.

The economic implications of this data are also significant. Households without vehicles often face higher transportation costs relative to their income, particularly if they must rely on taxis, rideshares, or other paid services to meet their mobility needs.

Table Households Without Vehicles

Vehicles Available	#	%	Jackson County	Wisconsin
No vehicles available	146	8%	5%	6%
Occupied housing units	1,755	100%	100%	100%

Source: ACS 2022 5-Year Estimates – DP04 Selected Housing Characteristics



Black River Falls Shared Ride Taxi / Transit Service

1. Analyze historical data and service/vendor history and provide a detailed report on what factors contributed to decreased ridership over the past 5+ years

Currently the City of Black River Falls has contracted with Abby Vans, a regional transit provider, to provide an on-demand Taxi Service for the City. The City provides the vehicles purchased through State and Federal grants. An RFP was then used to solicit potential providers. Abby Vans, using an hourly rate per vehicle, has contracted to provide staffing, drivers, logistics, and vehicle maintenance for the service provided daily from 6 AM until 10 PM. The system uses the two city owned vehicles with vehicle one operating from 6AM to 10PM daily 7 days per week, vehicle two from 7AM to 6PM Monday through Friday and from 7AM to 5PM on Saturday and Sunday. The service does not operate on the following holidays: New Year's Day, Easter Sunday, Memorial Day, Independence Day, Labor Day, Thanksgiving, and Christmas Day. The taxi service provided 13,000 rides in 2023, or about 1,083 rides per month.

For a brief period of time the service was operated under a contract with another provider. This company went out of business and the service was reestablished with Abby Vans. There was a lapse of three months where no service was available.

Service Area

Pickup and drop off destinations are limited to the City of Black River Falls and 5 miles surrounding the City. Outside the Service Area riders pay the qualifying fare + \$4.00/mile.



Black River Falls Shared Ride Taxi Feasibility Study

Fares

The fares are currently \$7.00 for adult Ages 18-64, \$5.00 for student ages 4-17, and \$3.00 for seniors (65+) and disabled riders. These fares were increased in 2023 and the system has seen a decline in ridership.

Fare Structure- History

Description	2005	2022	2023
Adult Full Fare	\$3.00	\$3.00	\$7.00
Additional Passenger	\$1.00	\$1.00	Free
Child / Student	N/A	\$2.00	\$5.00
Elderly / Disabled	\$1.50	\$1.50	\$3.00
Agency*		\$4.00	\$7.00
Out of Area Mileage	\$.25/mile	\$1.50/mile	\$4.00/mile

Service Established: 1989

* An agency fare is an amount charged to human service organizations (i.e., agencies) that purchase transit services on behalf of their clients. The agency then recoups the cost of the trip through a federal source (e.g., Medicaid). Agency fares are determined by the local public sponsor of the transit service (i.e. city, county, transit commission board members). Note this page from FTA that goes over some aspects of human service transportation: <https://www.transit.dot.gov/what-human-service-transportation>.

Current Taxi Schedule

Day	Start Time	End Time	Total Hours
Monday	6:00 AM	10:00 PM	16 Hours
Tuesday	6:00 AM	10:00 PM	16 Hours
Wednesday	6:00 AM	10:00 PM	16 Hours
Thursday	6:00 AM	10:00 PM	16 Hours
Friday	6:00 AM	10:00 PM	16 Hours
Saturday	6:00 AM	10:00 PM	16 Hours
Sunday	6:00 AM	10:00 PM	16 Hours

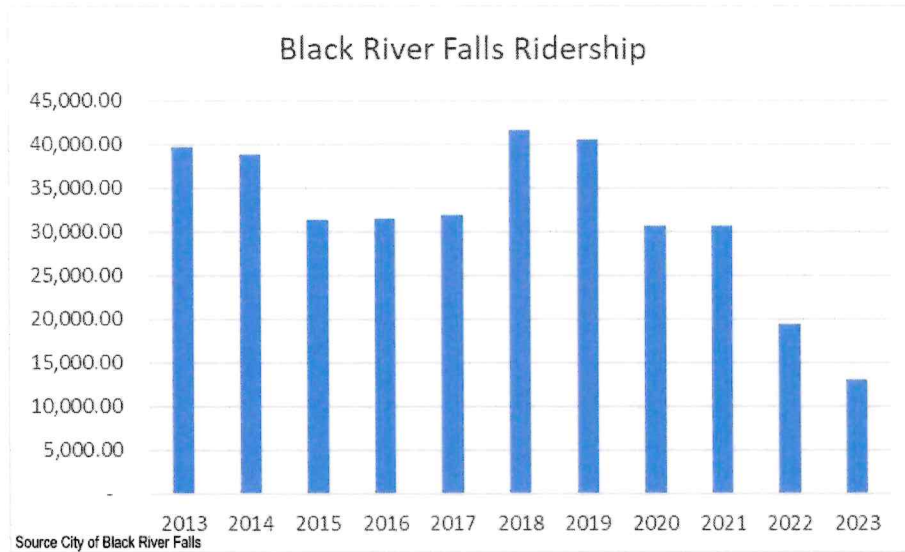
Note: There are no rides on holidays



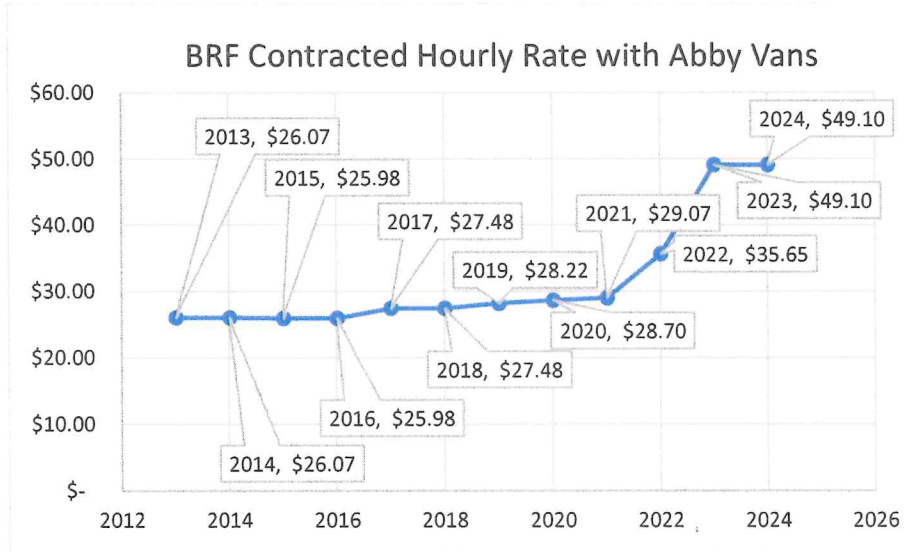
Black River Falls Shared Ride Taxi Feasibility Study

Current System Usage

Graph Ridership



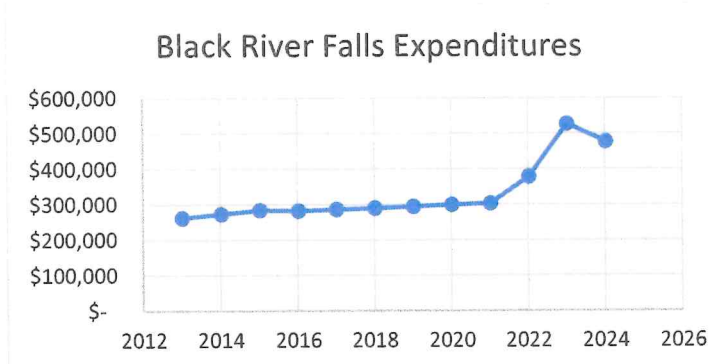
Contracted Rate History Per Vehicle / Per Hour



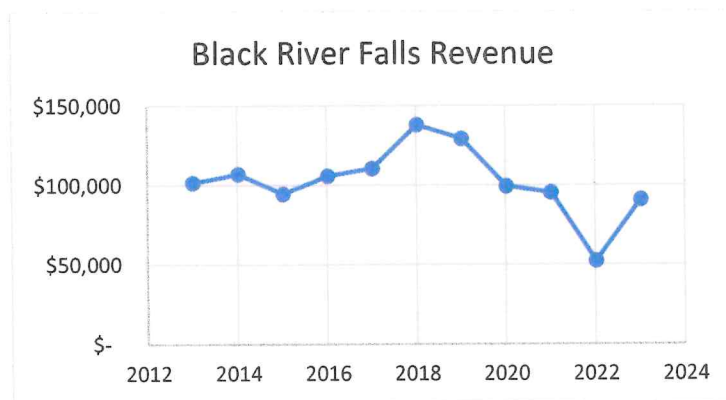


Black River Falls Shared Ride Taxi Feasibility Study

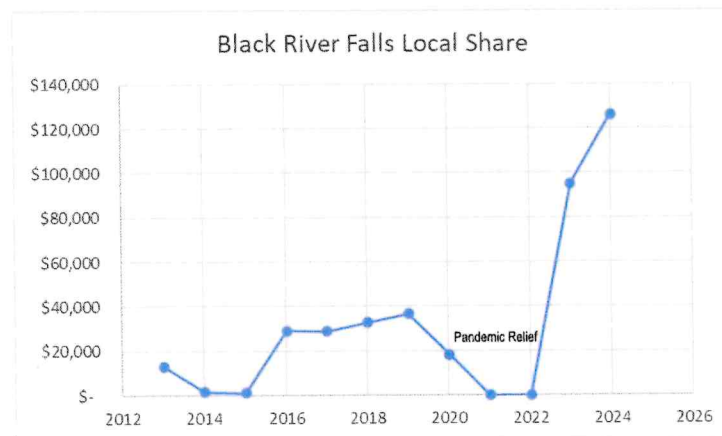
Black River Falls Shared Ride Taxi Expenditures



Black River Falls Shared Ride Taxi Revenue



Black River Falls Shared Ride Taxi Local Share





Black River Falls Shared Ride Taxi Feasibility Study

Typical Month For Shared Ride Service (June 2024)

Billing Rule	Trips	Fares	Mlg Chg	Total Cash Fares
Adult	186	\$ 1,302.00	\$ 360.00	\$ 1,662.00
Adult - No shows	10			0
Agency	488	\$ 3,416.00	\$ 1,856.00	\$ 5,272.00
Agency No shows	34			0
Disabled	536	\$ 1,608.00	\$ 552.00	\$ 2,160.00
Disabled No/shows	24			0
Minor (Child/Student)	11	\$ 55.00	\$ 8.00	\$ 63.00
Minor (Child/Student) No/Shows	1			0
Senior	124	\$ 372.00	\$ 456.00	\$ 828.00
Senior - No/shows	6			0
Total Trips/Fares	1420	\$ 6,753.00	\$ 3,232.00	\$ 9,985.00
# Completed trips	1345			
# No Charge No Shows	75			

June 2024			
Hours X \$49.10	798.87		\$ 39,224.52
Less Passenger Revenue			\$ (9,985.00)
Grand Total			\$ 29,239.52
Days of Service	30		44.83



Black River Falls Shared Ride Taxi Feasibility Study

Commuting to Work

Most workers drove alone to work at 80%, while 10% carpooled, and 4% walked. Most of the city's workforce commutes to nearby commercial or industrial areas within the city. An important metric to this transit plan is the amount of people who used taxicab, motorcycle, bicycle, or other means. That number is 46 people, or 3% of the city's population. Also, 0 people used public transportation (taxicab not included) to get to work because there is no public transit service available. At most, 3% of people use taxis to get to their job, however the category includes motorcycles and bikes.

Table: Means of Commuting to Work in the City of Black River Falls

Means	Workers	
	#	%
Car, truck, or van - drove alone	1,140	80%
Car, truck, or van - carpooled	141	10%
Public transportation (excluding taxicab)	0	0%
Walked	57	4%
Taxicab, motorcycle, bicycle, or other means	46	3%
Worked from home	33	2%
Total	1,417	100%

Source: American Community Survey 2022 5-Year Estimates, B08101 Means of Transportation to Work by Age



Black River Falls Shared Ride Taxi Feasibility Study

Shared Ride Taxi Financial Data for Black River Falls

<u>From Blackcat Grant Management Software:</u>	
***** 2019 *****	
Operating Expenses	\$294,702.00
Less Contra Expenses	\$0.00
Recognized 2019 Expenditures	\$294,702.00
Recognized 2019 Revenues	\$97,500.00
Projected Overage/Deficit	\$197,202.00
Estimated Operating Federal/State Share (54.50%) - Operating	\$160,612.59
Projected Local Share - Operating	\$36,589.41
***** 2022 *****	
Operating Expenses	\$378,946.00
Less Contra Expenses	\$0.00
Recognized 2022 Expenditures	\$378,946.00
Recognized 2022 Revenues	\$80,000.00
Projected Overage/Deficit	\$298,946.00
Estimated Operating Federal/State Share (59.00%) - Operating	\$223,578.14
Projected Local Share - Operating	\$75,367.86
***** 2023 *****	
Capital Expenses	\$70,000.00
Operating Expenses	\$382,703.00
Less Contra Expenses	\$0.00
Recognized 2023 Expenditures	\$382,703.00
Recognized 2023 Revenues	\$100,000.00
Projected Overage/Deficit	\$282,703.00
Estimated Operating Federal/State Share (56.10%) - Operating	\$214,696.38
Projected Local Share - Operating	\$68,006.62

NOTE: 2020 and 2021 were excluded because they were impacted by Covid



Black River Falls Shared Ride Taxi Feasibility Study

Shared Ride Taxi – Estimated 2024 Deficit Operating & Capital

Grant Opportunity

City of Black River Falls

2024 Public Transit Assistance Program (PTAP)

Type: FTA

Application Deadline: 12/15/2023 3:00:00 PM

Status: Complete

[Details](#)

Application Forms

Before you can submit this opportunity you would need to download and re-upload all necessary documents.

* The Certification of Review and Accuracy and Federal Funding Accountability and Transparency Act (FFATA) certification boxes must be checked in the Organizations section of BlackCat Transit before the opportunity can be submitted.

Form

Download	Application Instructions & Checklist (required for all applicants)	View
Download	Operating Assistance Cover Letter (required for operating assistance applicants)	View
Download	Management Plan (required for all applicants)	View
Download	Local Share Calculation (required for all applicants)	View
Download	Capital Grant Cover Letter (required for capital grant applicants)	View
Download	Capital Grant Application (required for capital grant applicants)	View
Download	Certifications & Assurances (required for Rural/Tier C applicants only)	View
Download	Human Service Vehicle Price Estimates & All Codes	View
Requires Upload	Optional	Upload Complete
☐	☒	☒
Download All		

Projects

Line Item	CY	Description	Budgeted Amount
30.09.01	2024	Operating	\$477,448.00
Total			\$477,448.00

Capital Expenses	\$0.00
Operating Expenses	\$477,448.00
Less Contra Expenses	\$0.00
Recognized 2024 Expenditures	\$477,448.00
Recognized 2024 Revenues	\$90,000.00
Projected Overage/Deficit	\$387,448.00
Federal Funding (5311)	40.6%
	- \$ 193,724.00
State Funding (85.20)	13.4%
	- \$ 64,169.00
Projected Local Share – OPERATING	\$ 129,555.00
Local Share – CAPITAL GRANT	\$ 15,600.00
Local Share – SUBTOTAL	\$ 145,155.00
2024 City Tax Levy for Shared Ride Taxi	- \$ 85,000.00
TOTAL ESTIMATED DEFICIT 2024	\$ 60,155.00



Black River Falls Shared Ride Taxi Feasibility Study

Wisconsin Shared Ride Taxi Services

Organization	2025 Hourly Rate	2024 Hourly Rate	Service Type	Service Area	# of Vehicles	Vehicle Owner	Provider Name	Service Hour Range	Cost Range (CY2024)	Service Hours	Total Provider Cost
City of Baraboo	bid	\$34.65	Taxi	City	6 to 9	Muni	Abby Vans	15k - 25k hrs	\$500k to \$1M	16,360	\$566,858
City of Beaver Dam	\$38.89	\$37.94	Taxi	City	10 or more	Muni	Running Inc	Over 25k hrs	Over \$1M	43,056	\$1,633,545
City of Berlin	Base	\$36.52	Taxi	City	3 to 5	Muni	Fox Valley Cab	7k - 10k hrs	Under \$350k	8,520	\$311,150
City of Black River Falls	\$50.33	\$49.10	Taxi	City	1 to 2	Muni	Abby Vans	7k - 10k hrs	\$350k to \$500k	9,724	\$477,448
City of Chippewa Falls	\$35.65	\$34.78	Taxi	City	6 to 9	Muni	Running Inc	15k - 25k hrs	\$500k to \$1M	16,585	\$576,826
City of Edgerton	\$37.18	\$36.27	Taxi	City	1 to 2	Muni	Brown Cab, Inc.	Under 7k hrs	Under \$350k	2,774	\$100,613
City of Fort Atkinson	Base	\$36.73	Taxi	City	6 to 9	Muni	Brown Cab, Inc.	7k - 10k hrs	Under \$350k	8,000	\$293,840
City of Hudson	\$47.46	\$46.30	Taxi	City	1 to 2	Contracted Provider	Running Inc	7k - 10k hrs	\$350k to \$500k	9,080	\$420,404
City of Jefferson	bid	\$34.26	Taxi	City	1 to 2	Muni	Brown Cab, Inc.	7k - 10k hrs	Under \$350k	7,715	\$264,299
City of Lake Mills	Base	\$37.17	Taxi	City	1 to 2	Muni	Brown Cab, Inc.	Under 7k hrs	Under \$350k	3,718	\$138,198
City of Manitowoc	\$27.06	\$26.40	Paratransit	City	6 to 9	Muni	Assist to Transport	15k - 25k hrs	\$350k to \$500k	18,340	\$484,176
City of Marinette	\$41.21	\$40.20	Taxi	City	6 to 9	Muni	Taxi, Inc.	10k - 15k hrs	\$350k to \$500k	12,043	\$484,129
City of Marshfield	\$38.04	\$37.11	Taxi	City	10 or more	Muni	Running Inc	Over 25k hrs	Over \$1M	33,020	\$1,225,372
City of Mauston	bid	\$28.63	Taxi	City	3 to 5	Muni	Running Inc	7k - 10k hrs	Under \$350k	8,851	\$253,404
City of Medford	bid	\$38.99	Taxi	City	3 to 5	Muni	Brown Cab, Inc.	Under 7k hrs	Under \$350k	5,470	\$213,275
City of Monroe	bid	\$36.59	Taxi	City	1 to 2	Muni	Brown Cab, Inc.	15k - 25k hrs	\$500k to \$1M	18,369	\$672,103
City of New Richmond	\$36.67	\$35.78	Taxi	City	3 to 5	Muni	Running Inc	7k - 10k hrs	Under \$350k	7,228	\$258,618
City of Onalaska	\$33.96	\$33.13	Taxi	City	10 or more	Muni	Running Inc	Over 25k hrs	Over \$1M	31,604	\$1,047,041
City of Platteville	\$37.25	\$36.34	Taxi	City	3 to 5	Muni	Running Inc	10k - 15k hrs	\$350k to \$500k	13,500	\$490,590
City of Platteville	bid	\$63.72	Bus	City	3 to 5	Muni	Stratton	Under 7k hrs	Under \$350k	5,464	\$348,166
City of Portage	\$33.12	\$32.31	Taxi	City	10 or more	Muni	Running Inc	Over 25k hrs	Over \$1M	35,010	\$1,131,173
City of Prairie du Chien	bid	\$35.29	Taxi	City	6 to 9	Muni	Running Inc	10k - 15k hrs	\$350k to \$500k	11,912	\$420,374
City of Reedsburg	bid	\$34.12	Taxi	City	3 to 5	Muni	Running Inc	10k - 15k hrs	\$350k to \$500k	13,416	\$457,754
City of Rhinelander	\$32.51	\$31.72	Taxi	City	1 to 2	Muni	Running Inc	Over 25k hrs	\$500k to \$1M	25,428	\$806,576
City of Richland Center	bid	\$35.22	Taxi	City	3 to 5	Contracted Provider	Running Inc	10k - 15k hrs	\$350k to \$500k	10,213	\$359,702
City of Ripon	\$32.04	\$31.26	Taxi	City	3 to 5	Muni	Brown Cab, Inc.	10k - 15k hrs	\$350k to \$500k	13,319	\$416,352
City of River Falls	bid	\$38.33	Taxi	City	3 to 5	Muni	Running Inc	7k - 10k hrs	\$350k to \$500k	9,182	\$351,946
City of Shawano	Base	\$37.59	Taxi	City	6 to 9	Muni	Running Inc	10k - 15k hrs	\$350k to \$500k	11,804	\$443,712
City of Stoughton	\$37.50	\$36.59	Taxi	City	3 to 5	Contracted Provider	Running Inc	10k - 15k hrs	\$350k to \$500k	11,284	\$412,882



Black River Falls Shared Ride Taxi Feasibility Study

Organization	2025 Hourly Rate	2024 Hourly Rate	Service Type	Service Area	# of Vehicles	Vehicle Owner	Provider Name	Service Hour Range	Cost Range (CY2024)	Service Hours	Total Provider Cost
City of Tomah	Base	\$49.10	Taxi	City	6 to 9	Muni	Abby Vans	15k - 25k hrs	Over \$1M	23,400	\$1,148,940
City of Viroqua	\$35.33	\$34.47	Taxi	City	6 to 9	Muni	Passenger Transit	15k - 25k hrs	\$500k to \$1M	17,373	\$598,830
City of Watertown	\$33.24	\$32.43	Taxi	City	10 or more	Muni	Passenger Transit	Over 25k hrs	\$500k to \$1M	29,900	\$969,657
City of Waupaca	Base	\$39.96	Taxi	City	6 to 9	Muni	Brown Cab, Inc.	15k - 25k hrs	\$500k to \$1M	17,100	\$683,316
City of Waupun	\$33.20	\$32.39	Taxi	City	1 to 2	Muni	Brown Cab, Inc.	Under 7k hrs	Under \$350k	5,750	\$186,243
City of West Bend	\$35.15	\$34.29	Taxi	City	10 or more	Muni	Riteway Bus	Over 25k hrs	Over \$1M	36,712	\$1,258,854
City of Whitewater	Base	\$40.26	Taxi	City	3 to 5	Muni	Brown Cab, Inc.	7k - 10k hrs	Under \$350k	7,904	\$318,215
City of Wisconsin Rapids	Base	\$36.49	Taxi	City	6 to 9	Muni	Running Inc	Over 25k hrs	Over \$1M	39,968	\$1,458,432
Clintonville Transit Commission	\$38.81	\$37.86	Taxi	City	3 to 5	Muni	Running Inc	Under 7k hrs	Under \$350k	3,800	\$143,868
County of Clark	\$43.51	\$42.45	Taxi	County	3 to 5	Contracted Provider	Abby Vans	10k - 15k hrs	\$350k to \$500k	11,524	\$489,194
County of Door	bid	\$35.70	Taxi	County	10 or more	Contracted Provider	Abby Vans	15k - 25k hrs	\$500k to \$1M	23,192	\$827,954
County of Kenosha	\$52.45	\$51.17	Taxi	County	6 to 9	Muni	Kenosha Achievement Center	Under 7k hrs	\$350k to \$500k	6,900	\$353,073
County of La Crosse	Base	\$62.83	Bus	County	6 to 9	Muni	Running Inc	7k - 10k hrs	\$500k to \$1M	9,340	\$586,832
County of Ozaukee	\$34.53	\$33.69	Taxi	County	10 or more	Muni	Riteway Bus	Over 25k hrs	Over \$1M	58,800	\$1,980,972
County of Walworth	\$52.05	\$50.78	Taxi	County	10 or more	Muni	VIP Services, Inc.	Over 25k hrs	Over \$1M	40,992	\$2,081,574
County of Washington	\$37.79	\$36.87	Taxi	County	10 or more	Muni	Specialized Transport Services	Over 25k hrs	Over \$1M	58,000	\$2,138,460
Village of Plover	\$29.69	\$28.97	Taxi	City	3 to 5	Contracted Provider	Freedom Vans	10k - 15k hrs	Under \$350k	10,944	\$317,048
Village of Prairie du Sac	\$34.28	\$33.44	Taxi	City	1 to 2	Contracted Provider	Brown Cab, Inc.	Under 7k hrs	Under \$350k	5,425	\$181,412

Notes: 2025 is the Hourly Rate based on a 2.5% increase. Some Transit Systems have 2-year base contracts and do not require a CPI increase. These Systems are highlighted Green.

Those entities going out for bid in 2025 are highlighted in yellow.

The 2024 average hourly rate was \$ 38.00

The 2024 median hourly rate was \$ 36.49



Potential Changes Black River Falls Shared Ride Taxi

2. Analyze fare structure, hours of operation, etc. and provide recommendations for operational changes that can maintain ridership while decreasing the local share.

The City of Black River Falls has increased the fare in 2023 and this has had a substantial negative impact on the number of riders using the system. In fact, when looking at systems across the state a \$2.00 to \$5.00 rate is more normal. Other providers listed below are offering rides to a segment of the public at lower rates.

The hours of operation could be reduced, possibly eliminating some of the evening hours and this would have some impact on the total cost of the system. Abby Vans would have to agree to a reduction in their contract or this would have to be implemented in a future contract with the chosen provider.

Going to only one vehicle may cause more problems than it solves in that during peak hours both vehicles are servicing riders and there are still periods of wait times greater than 20 minutes.

Capping the amount of funding available for third party service providers would bring the service to a more manageable level but it could result in no reliable vendor bidding on the service or the service being reduced to a level that would have substantial wait times and unacceptable deliverables. The rate for service will be in excess of \$ 50.00 in 2025 under the current contract with Abby Vans which is higher than the state average of just under \$ 40.00. If the City were to get a quality service provider closer to the state average the savings would be between \$ 75,000 and \$ 100,000. Note the City budget would only see a positive impact of about half that amount.

Any change in the system would have an impact on the number of riders, revenue, or service. If the Shared Ride Taxi is to continue in Black River Falls we would recommend reducing the full fare for riders to \$5.00 and \$2.00 dollars for Seniors and Disabled riders. This would increase the number of riders using the system. The hours of operation could also be reduced from 10 PM to 8 PM which would slightly reduce operating costs. Working to increase the number of multiple passenger or shared rides to a common destination like health care or grocery may increase the efficiency of the overall system. Looking closely at demand, some additional hours for only operating a single vehicle might be an option.

These observations are focused on just the Black River Falls Shared Ride Taxi. It is important to note that the actual City and Regional transit needs are serviced by a much larger network of both public and private transit providers. We have talked to many of these providers and believe a more comprehensive systemic approach may be in order. We will make additional recommendations on this systemic approach later in this report.



Summary Black River Falls Shared Ride Taxi / Transit Service

3. Summary that includes recommendations for increasing the efficiency and sustainability of the service

The current shared ride taxi system is becoming a burden on the Black River falls tax base. The system is well run and responsive, but it does not appear that rider revenue and subsidies from the state and federal government will offset the increasing cost to the taxpayers. The system also competes with other providers that for certain market segments (seniors, handicapped, tribal members, veterans) that are more affordable. Raising rates substantially reduces the number of riders, actually increasing the local share of the costs. The Black River Falls Council and community will have to weigh the increasing costs of continuing the service with the benefits the service provides.

The sustainability of the service may involve bringing additional financial partners to the table. This could include Hospitals and Clinics, Major Employers, surrounding Townships, the County and others. Tourism could also play a role in transit with service to Lake Wazee, Ho-Chunk, and area forests and campgrounds.



Revenue Resources for Local Transit System

4. Identify any other possible revenue sources that may offset the local share

In addition to the potential partners listed above, the following state and federal funding programs can assist local governments and transit systems with operating and/or capital expenses to support public transit services such as buses, vans and shared-ride taxi systems. We have removed programs that do not apply to Black River Falls because of population requirements.

Public transit

[Federal Formula Grant Program for Rural Areas](#)

Supports capital and operating expenses for public transit services that are scheduled for and operated in non-urbanized areas (population under 50,000).

[Rural Transit Assistance Program \(RTAP\)](#)

Allocates federal funds to further the development of skills and abilities for persons involved in providing transit services to rural and small urban areas.

[State Urban Mass Transit Operating Assistance](#)

Assists transit systems with operating costs. Eligible applicants include municipalities with populations greater than 2,500 including counties, municipalities and towns – along with transit or transportation commissions or authorities. Eligible public transit services include bus, shared ride taxicab, rail or other conveyance either publicly or privately owned.

[Statewide Transit Planning Grant Program](#)

Provides federal funds to eligible organizations to finance studies and plans related to the provision of public or specialized transit service.

[Wisconsin Employment Transportation Assistance Program \(WETAP\)](#)

Improving transportation services can improve the economic outcomes among workers throughout the state of Wisconsin. An effort to connect low-income workers with jobs through enhanced local transportation services, WETAP integrates local, state and federal funding into a single program and award process administered by WisDOT. WETAP grant funding is available to non-profit agencies.



Black River Falls Shared Ride Taxi Feasibility Study

Specialized transit

The goal of WisDOT's Specialized Transit programs are to provide additional aid to overcome barriers that seniors (aged 65 years or older) and Americans with disabilities face in seeking full participation in society and fundamental community services. The program seeks to expand mobility options to people with disabilities beyond the requirements of the Americans with Disabilities Act of 1990. Individuals who are transportation-disadvantaged face different challenges in accessing services whether they live in urban, rural, or suburban areas. Additionally, the geographic dispersion of transportation-disadvantaged populations creates challenges for human service programs hoping to deliver transportation for their clients.

The following programs can assist local governments and private non-profits with operating and/or capital expenses to support the transportation needs of seniors (aged 65 years or older) and individuals with a physical or mental disability,

[County Elderly and Disabled Transportation Assistance](#)

Provides counties with financial assistance to provide transportation services to seniors and individuals with disabilities. Eligible applicants are county public bodies only.

[Tribal Transportation for Elders](#)

Provides tribes with financial assistance to deliver transportation services to tribal elders. Eligible applicants are federally recognized tribes only.

[Enhanced Mobility of Seniors and Individuals with Disabilities Program](#)

Utilizes federal and state funds to provide capital and operating assistance to serve seniors and individuals with disabilities. Eligible applicants include private, non-profit organizations and local public groups. Eligible projects include the purchase of accessible Human Service Vehicles, operating budgets, Mobility Management and non-vehicle capital.

[Mobility management](#)

Mobility management is an innovative approach for managing and delivering coordinated transportation services to customers, including older adults, people with disabilities, and individuals with lower incomes.

[Transportation Coordination](#)

Provides more rides to more consumers through cooperation, communication, and sharing resources. Transportation coordination is a process where human service agencies, transportation providers, consumer groups, and public officials work together to develop and improve services for transportation disadvantaged individuals by ensuring that transportation resources funded by different programs are coordinated.



Other Transit Providers

Clearly the focus of this study will be the Shared Ride Taxi Service currently provided by the City of Black River Falls, but it is important to include other partners in providing Transit for our community. [Wisconsin State Statute 85.21](#): Specialized Transportation Assistance for Counties outlines the purpose and administration of transportation services for seniors and individuals with disabilities. As we look for long-term solutions to our needs for providing a comprehensive transit solution these providers will offer services that will guarantee continuation of service. These include:

ADRC of Jackson County

[Aging and Disability Resource Center \(ADRC\) transportation services](#) are available county wide

to individuals age 60+ and/or disabled. They have one 12-passenger bus with lift capability, and two minivans: one seven-passenger for ambulatory riders, and one 5-passenger wheelchair accessible.

Rides are scheduled on a first-come, first-serve basis and must be scheduled in advance. ADRC is

dependent on volunteer drivers, and this presents a challenge at times. The “charges” for ADRC rides is very reasonable with van rides costing \$ 1.00 and Medical Transport Costing \$ 3.00 Round Trip. Some rides charge \$.14 per mile if leaving the area.



ADRC also has some regularly scheduled trips between communities and schedules monthly shopping trips to other cities. The ADRC also coordinates the “Meals on Wheels” program in Jackson County.

Advantages

- Low cost
- Convenient
- Multiple Vehicles

Disadvantages

- Limited to age 60+ and/or disabled
- Finding and scheduling volunteer drivers
- Rides must be scheduled a few days in advance



Black River Falls Shared Ride Taxi Feasibility Study

Ho-Chunk Nation

[The Ho-Chunk Nation Aging Unit](#) provides transportation for enrolled Ho-Chunk seniors (60 years and older) for medical appointments and limited recreational activities.

Advantages

- Three Staff Drivers
- Medical and Non-Medical Transit

Disadvantages

- Limited to Ho-Chunk Nation Members 60+



Jackson County Interfaith Volunteers

[Interfaith Volunteers](#) provide in-county transportation. Volunteers drive their own vehicles to pick up care receivers and take them to medical appointments, area church sermons, grocery store shopping, or to other social gatherings. Riders must call three to five business days in advance to schedule a ride. Interfaith also collaborates with the local Hansen's IGA, Walmart, the library and other partners to offer weekly grocery and other goods deliveries to our aging and home bound population.

Advantages

- Nearly 200 volunteers countywide
- Works with ADRC on several programs
- Can provide grocery delivery



Disadvantages

- Relying on all volunteer drivers using their own vehicles
- Not a public or government supported entity
- Limited to 60+ Physical Disabled
- Wheelchair or other restraints can be a problem (no special vehicles)
- Intake Screening Required
- Must schedule in advance



Black River Falls Shared Ride Taxi Feasibility Study

Veteran's Service Office and the Tomah VA Medical Center

Service is provided by DAV and is limited to veterans using the VA Medical Center.

Advantages

- Convenient service for vets using the VA Center

Disadvantages

- Only available to veterans
- Only serves the VA Medical Center



Private Companies Providing Non-Emergency Rides

Several non-emergency providers also service the area for transit services. These include [Pine Creek Transportation](#), [Abby Vans](#), [Making A Way Transport](#), [Running Inc.](#), and others.

Advantages

- Reliable professional services
- Insurance may cover some costs

Disadvantages

- Cost is higher than subsidized or volunteer providers
- Need to schedule in advance
- Some restrictions as to who may use the service





Friends and Family

One of the most significant options for those without access to a vehicle is to have a friend or family member simply give them a ride.

Advantages

- Cost Savings
- Flexibility and Convenience
- Safety and Comfort
- Social Interaction
- Support and Assistance

Disadvantages

- Not a systemic approach
- No specialized vehicles or equipment
- Not available to everyone

A New Private Taxi Service

Currently there is no private taxi service in Black River Falls. It is possible that the community could support a taxi service, but the available alternatives may make it difficult to thrive financially.

Advantages

- Convenience
- Could be Cost-Effective for many riders
- Potential Availability

Disadvantages

- Cost is higher than subsidized or volunteer providers
- Service is only available when drivers are working



Uber or Other Ride Hailing Service

Black River Falls currently does not have a ride hailing service, but the potential for individuals to offer these services does exist. These transportation companies use an app that allows passengers to hail a ride and drivers to charge fares and get paid. More specifically, a ride sharing company hires independent contractors as drivers. It's one of many services today that contribute to the sharing economy, supplying a means of connecting existing resources instead of providing the physical resources themselves.

Advantages

- Convenience
- Cashless Transactions
- Professional Service
- Safety Features
- Cost-Effective
- Potential Availability

Disadvantages

- Cost is higher than subsidized or volunteer providers
- Service is only available when drivers are working
- Technology barriers, users must use smart phone app



Black River Falls Fire Department Emergency Medical Service

Black River Falls Fire Department Emergency Medical Service Division is a combination, fire based BLS ambulance service owned and operated by the City of Black River Falls, WI. They employ five full-time staff members and rely on 30 additional part time EMT's, EMR's and Drivers to staff four ambulances. In addition to BRF, their service area covers 1,000 square miles serving over 20,000 residents living in the city of Black River Falls, the Villages of Melrose, Taylor, Hixton, Alma Center, Merrillan, as well as 15 townships in Jackson County and two townships in Clark County. The Service covers 30 miles of I-94, 100 miles of snowmobile trails, and over 200 miles of ATV trails. On average, they respond to 1,800 calls per year which includes both 911 calls and interfacility transfers.



Advantages

- Emergency Services
- Insurance Eligible

Disadvantages

- Limited to emergency situations



Recommendations

5. **If the study results in a determination that the shared ride taxi service is not sustainable, then recommend alternate forms of a public transit system(s) or an exit strategy and timeline for the City to use if they decide to terminate the shared ride taxi service.**

Without a significant impact on the Taxpayers of Black River Falls it will be difficult to maintain the current Shared Ride Taxi system without some changes.

Alternative One - Continue Existing Service

The City could continue to contract for a shared ride taxi system with an outside vendor and provide vehicles to the service provider. Continuing the existing service without reducing costs or increasing revenues will have significant negative impacts on the Black River Falls financial situation. Reducing hours or the number of vehicles may only create a higher level of unavailability and dissatisfaction with the service. Abby Vans, the current provider, is doing an adequate job of providing quality services but the contractual rate they need to charge makes the continuation of the service costly to the City and the offset from fare collection and the State is not sufficient to negate the negative financial impact. Rate increases only have a negative impact on the ridership as they seek lower cost services from other providers.

This plan does list some options for modifying the existing service including some cost reductions and service modifications. These options will not have a significant impact on the local share required to sustain the service. By seeking additional revenue from the private sector and other public partners, a new version of the shared ride taxi service may be possible.

Alternative Two - Use Other Existing Providers to Replace Taxi

Work with all existing external service providers, volunteer organizations, and potential new providers to develop a network of options that would serve the community. Some options might include a single phone number or computer application that could request service from multiple providers with one fulfilling the request. There is software to facilitate this type of system, but the city, county, or an existing organization would have to maintain the system. The City could subsidize these providers or make some vouchers or coupons available to riders to offset the cost and provide some income to the network of service providers. The existing City owned vehicles still in service could also be made available to the network but there are restrictions and rules in place to make some of these transitions not possible.

If the City were to reduce or eliminate the shared ride system and rely on the other providers, they would need to effectively communicate the options available to the public. This would involve working with media outlets, a website explaining options, a brochure, and other public outreach programs.

As an extension of our contract with the City, MRRPC could help in this effort.



Alternative Three Develop a City Run Transit System

The City could bring the shared ride taxi system or an alternate fixed route bus system “in house” and hire drivers for the system as City employees. The potential to hire drivers and maintain the vehicles for less than the contracted rate does exist, but an administrative layer would have to be added or absorbed by an existing department which presents other issues and additional costs. There are communities that do this and increase the revenue from the state to offset costs and tax burden to the community, but it is challenging at best. If the City were to consider this option, it would be necessary to work with a community using this option currently as well as the Wisconsin DOT.



Appendices

Demographics

Population

Some estimates place the current population close to 3,600.

Black River Falls, WI

Place in: [Jackson County, WI](#), [Wisconsin](#), [United States](#)

3,488

4.2 square miles

Population

833.4 people per square mile

Census data: ACS 2022 5-year unless noted

Age

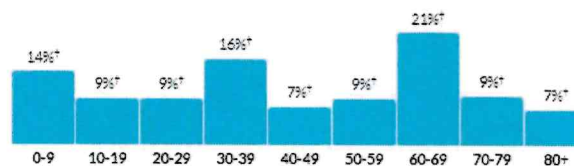
43.2

Median age

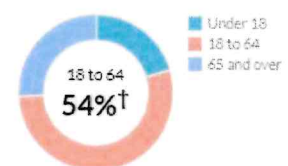
about the same as the figure in
Jackson County: 42.2

about 10 percent higher than the
figure in Wisconsin: 39.9

Population by age range



Population by age category





Black River Falls Shared Ride Taxi Feasibility Study

Age Distribution

The City has a large segment of the population nearing or over the age of 65 and while most of these population segments still drive, it is fair to assume that “seniors” will have increasing transit needs as they age.

Table Age Distribution

Age	City of Black River Falls (#)	City of Black River Falls	Jackson County	Wisconsin
Under 5 years	165	5%	6%	5%
5 to 9 years	313	9%	6%	6%
10 to 14 years	179	5%	6%	7%
15 to 19 years	123	4%	6%	7%
20 to 24 years	167	5%	5%	7%
25 to 29 years	138	4%	6%	6%
30 to 34 years	191	5%	6%	6%
35 to 39 years	372	11%	7%	7%
40 to 44 years	140	4%	5%	6%
45 to 49 years	112	3%	6%	6%
50 to 54 years	190	5%	6%	6%
55 to 59 years	112	3%	7%	7%
60 to 64 years	384	11%	8%	7%
65 to 69 years	351	10%	7%	6%
70 to 74 years	138	4%	5%	5%
75 to 79 years	181	5%	4%	3%
80 to 84 years	129	4%	2%	2%
85 years and over	103	3%	2%	2%
Total population	3,488	100%	100%	100%

Source: ACS 2022 5-Year Estimates – S0101 Age and Sex

Race

Black River Falls is predominantly white, and the transit service has no racial bias.

Table Race Distribution for Black River Falls

Race	City of Black River Falls		Jackson County	Wisconsin
	#	%		
White	3,039	86%	85%	79%
Black or African American	37	2%	2%	6%
American Indian	213	6%	6%	1%
Asian	12	0%	1%	3%
Two or More Races	189	5%	4%	8%

Source: US Census 2020 – Table P2 Race



Black River Falls Shared Ride Taxi Feasibility Study

Table Income Black River Falls

Income Black River Falls WI

Income and Earnings

\$42,798 ± \$13,156

Median Household Income in Black River Falls city, Jackson County, Wisconsin

\$64,630 ± \$3,367

Median Household Income in Jackson County, Wisconsin

S1901 | 2022 American Community Survey 5-Year Estimates



Median Income by Types of Families

in Black River Falls city, Jackson County, Wisconsin

Families - \$88,295 ± \$20,189



Married-couple families - \$96,467 ± \$21,110



Nonfamily households - \$20,961 ± \$3,553



\$0 \$10K \$20K \$30K \$40K \$50K \$60K \$70K \$80K \$90K \$100K

S1901 | 2022 American Community Survey 5-Year Estimates



Black River Falls Shared Ride Taxi Feasibility Study

Figures and Tables

Figure 1: Website Page for current Taxi Service

BLACK RIVER FALLS PUBLIC TRANSIT



CALL: (715) 284-4511

SHARED-RIDE TAXI SERVICE

SERVICE AREA

Pickup and drop off destinations are limited to the City of Black River Falls and 5 miles surrounding.

HOURS

Daily 6:00 am - 10:00 pm

HOLIDAYS

(Public Transit Does Not Run)

New Year's Day / Easter Sunday / Memorial Day / Independence Day / Labor Day / Thanksgiving / Christmas Day

FARES

Adult (Ages 18-64)	\$7.00
Student (Ages 4-17)	\$5.00
Elderly (Ages 65+) / Disabled	\$3.00
Agency	\$7.00

Outside Service Area = Qualifying Fare + \$4.00/mile

QUESTIONS OR CONCERNS

Call: (715) 284-4511

Website: <https://www.abbyvans.com/>

Contact us: <https://www.abbyvans.com/contact-us/>

Client portal: <https://www.abbyvans.com/clients/>

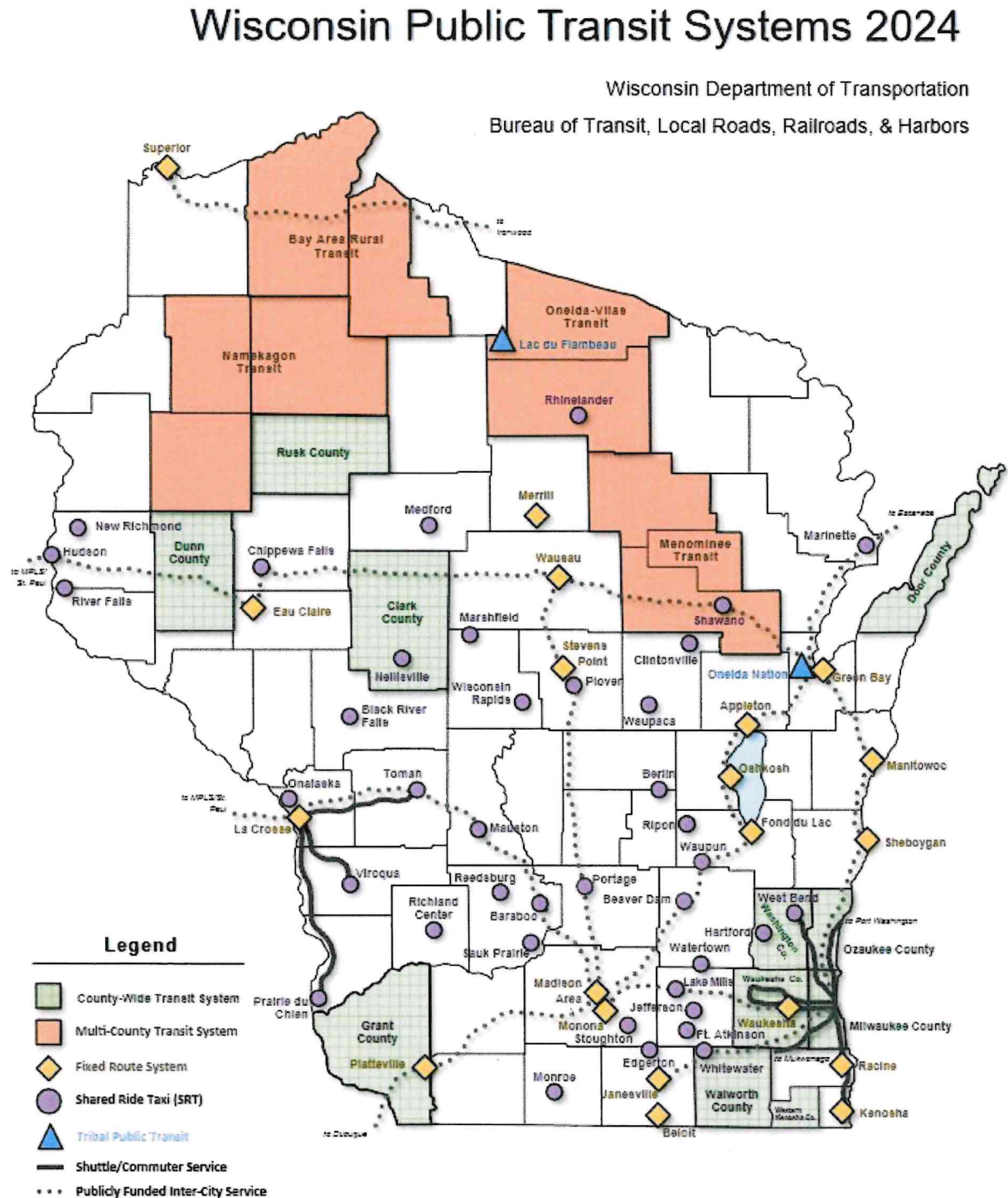
[Click Here To View Rules of Conduct](#)

Black River Falls Public Transit operates its programs and services without regard to race, color, national origin, disability, sex, age, religion, income status or limited English proficiency (LEP) in accordance with Title VI of the Civil Rights Act, Americans with Disabilities Act (ADA), and related nondiscrimination authorities. For more information on **Black River Falls Transit's** civil rights program, ADA obligations, and the procedures to file a complaint, contact the City Administrator by mail at 101 S. Second Street, Black River Falls, WI 54615; by email at city.admin@blackriverfallswi.gov ; or by phone at 715-284-5514. For hearing impaired, please use Wisconsin Relay 711 service <https://wisconsinrelay.com>.



Black River Falls Shared Ride Taxi Feasibility Study

Figure 2: Wisconsin Public Transit System





Black River Falls Shared Ride Taxi Feasibility Study

Table: Other State and Federal web links

Related information:

- [Federal compliance](#)
- [Transit procurement procedures](#)
- [Transit section contact information](#)
- [Public transit documents](#)

EXERCISE OF OPTIONS FOR SHARED-RIDE TAXI (SRT) SERVICES

Instructions: Transit Systems must complete all blue sections of this form. The federal clauses (attached below this form must also be signed by the supplier and submitted to **Joe Turchi**.

Please note: Transit systems that have a 2-year base contract and do not require an exercise of options do not need to complete and submit this form.

Transit Name	Black River Falls Public Transit		
Contract Number	N/A	In what year was the solicitation of this contract completed?	2023

Shared-Ride Taxi (SRT) contracts include options to ensure the future availability of services, so long as the Transit System is able to justify those options as needed for its public transportation or project purposes. An option is a unilateral right in a contract by which, for a specified time, a recipient may acquire additional equipment, supplies, or services that originally procured.

As required by Federal Transit Administration's (FTA) [Circular 4220.1F](#), Transit Systems must complete a price analysis for every mutually agreed upon Shared Ride Taxi contract option.

Exercise of Options

Transit system must notate a check next to the appropriate cell:

☐	CY2025 will be the second year of the contract and it needs an exercise of options.
☒	CY2025 will be the third year of the contract and it needs an exercise of options.
☐	CY2025 will be the fourth year of the contract and it needs an exercise of options.
☐	CY2025 will be the fifth year of the contract and it needs an exercise of options.

Updated Vendor's Hourly Rate

To calculate your vendor's updated hourly rate for the next year, add the annual inflation rate percentage points (from August 2024) to the vendor's current rate.

The Consumer Price Index for all items as published on the Bureau of Labor Statistics web site can be found [here](#).

The current rate (CPI-U) for all items used for this calculation is 2.5% based on the annual rate from August 2024 in the Transit System's RFP.

BRF Public Transit current rate per hour (A)	Current Rate of Inflation (To reflect the increase this rate is presented as "1+percent") (B)	Rate that will be paid in 2025 (Sum of Cell A multiplied by Cell B)
\$49.10	1.01	\$49.59

Transit System must compare the 2025 rate with the spreadsheet of Shared-Ride Taxi service costs for systems statewide (taking into account similar percentage increases for inflation as calculated above).

Contract Max Amount

The maximum amount of funding for this contract extension shall be \$389,380 based on 7,852 hours of service at the rate of \$49.59 per hour.

Fair and Reasonable Justification

Transit System must provide a written justification, with **specific information**, why the Vendor's 2025 hourly rate is fair and reasonable (Stating "per contract" is not an adequate response to comply with FTA requirements).

The Vendor's rate is fair and reasonable because: It is less than CPI-U and matches the rate quoted in the RFP response for Year #3.

By signing this form, Black River Falls Public Transit agrees to a one-year extension of shared ride taxi service contract with Abby Vans, Inc. that is in accordance with the original contract, Request for Proposal solicitation, all attachments, addenda and revisions, the contractor's proposal, and all applicable federal certifications and clauses. This extension is valid for January 1st, 2025 to December 31st, 2025.

Please have this document signed by the supplier and a transit system signatory authority, email the signed document to **Joe Turchi** josepho.turchi@dot.wi.gov 608-267-3568

The federal clauses (attached below) must also be signed by the supplier and submitted to **Joe Turchi**.

Vendor/Provider Name and Signature

Date

Transit System/ Municipality Name & Signature

Date

Estimated Cost:

\$500-\$800K

What's Included:

- Clear cut and demo current bathroom area
- New playground area
- Fencing
- New Batting Cages (JCLL)
- Replace current concessions and umpire shed with new all inclusive building. (Concessions, storage, bathrooms)
- Add new sewer line
- New water lines with increased water pressure

Benefits:

- New Playground space for children and the public to enjoy.
- All operations will be at one building.
- Increased bathroom stalls
- New sewer lines
- Increased water pressure
- Increased efficiency, aesthetic, and functionality
- Increased green space

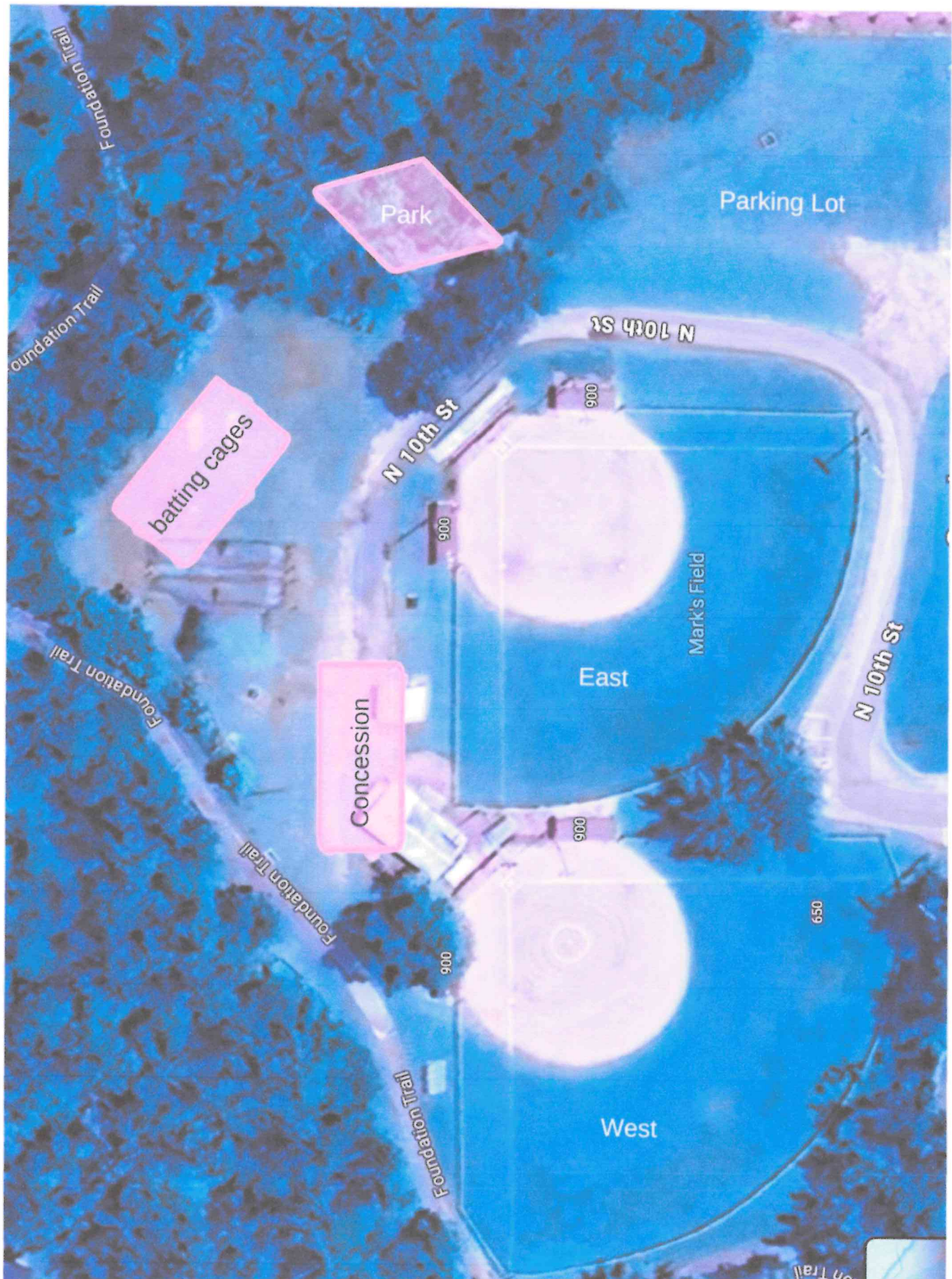
Timeline:

- Fundraising starts 11/2024
- Construction to start 8/2025 (After Little League Season) for completion by end of 2025.

Mark's Field Update



Future View



The Common Council met in special session at City Hall in the City of Black River Falls on October 16, 2024 at 6:00 P.M. Alderpersons Gearing-Lancaster, Wussow, Ammann, Peloquin, E. Rave, Dougherty, and Busse were present. Alderperson M. Rave was excused. Mayor J. Eddy presided.

It was moved by Alderperson Wussow, seconded by Alderperson Peloquin to dispense with the reading of the minutes of the October 1, 2024 Common Council meeting and approve as presented. Motion carried.

CITIZENS IN ATTENDANCE

There were 2 citizens in attendance. Todd Wilkinson expressed concerns regarding the communication between the City and residents related to the Buchanan Street road construction, the moving of mail boxes, the inconvenience of having to go to the post office to retrieve mail, and a neighbor that fell. Mr. Wilkinson asked that better communication take place for future construction projects. Mayor Eddy advised we will discuss his concerns and follow up with Mr. Wilkinson at a later date.

COMMITTEE REPORTS

It was moved by Alderperson Peloquin, seconded by Alderperson Gearing-Lancaster to place on file the minutes of the October 2, 2024 Plan Commission meeting. Motion carried.

It was moved by Alderperson E. Rave, seconded by Alderperson Wussow to place on file the minutes of the October 10, 2024 Board of Review meeting. Motion carried.

It was moved by Alderperson Busse, seconded by Alderperson Gearing-Lancaster to approve the 2025 operating budget as presented for publication only and set November 20, 2024 as the public hearing date for the 2025 operating & capital budgets. Motion carried.

The Department Head monthly reports were reviewed. Department heads present were Darryl Nelson, Jarod Meyer, Jody Stoker, Travis Brown, Cara Hart, and Brad Chown.

The Fire Chief advised they will be traveling to Pierce on November 6th to inspect the new 100ft platform truck and plan to take delivery the following week. Station modifications are complete.

It was moved by Alderperson Ammann, seconded by Alderperson Dougherty to approve the contract between the City and Black River Falls EMS for ambulance service with an annual cost of \$90,550. Motion carried.

The Street Superintendent advised Buchanan Street is shaped and paving should be done in two weeks.

The Parks & Recreation Director advised the rest room renovations by the all-abilities playground are complete.

It was moved by Alderperson Dougherty, seconded by Alderperson E. Rave to approve the final application for payment from Badger Environmental for the Riverview Drive Utility Extension Project in the amount of \$35,108.69. Motion carried.

It was moved by Alderperson Ammann, seconded by Alderperson Gearing-Lancaster to approve the Application for Payment #1 from Haas Sons, Inc. for the Buchanan Street Project in the amount of \$59,740.20. Motion carried.

There was discussion on the city's ownership interest in the BRF School Forest property. Alderperson Peloquin spoke in opposition to transferring ownership to the school district citing feedback he received from 20+ residents in his ward and other local groups, and no liability for recreational use. Alderperson Ammann spoke in favor of transferring ownership citing there is nothing for the city to gain from retaining ownership as the property is nowhere near the city limits and the property is surrounded by thousands of acres of county forest land. Dr. Shelly Severson advised the Town of Adams has approved transferring their ownership to the school district via Quit Claim Deed and the Town of Albion has indicated they intend to do the same. Alderperson Dougherty expressed some concerns with safety regarding posting the property before events and access to the property from other directions.

It was moved by Alderperson Ammann, seconded by Alderperson Busse to gift the city's ownership interest in the property described in the legal description therefore set in Document 189183 Vol. 179 Page 87 recorded in the office of the Jackson County Register of Deeds to the School District of Back River Falls via Quit Claim Deed and the School District shall cover all expenses related to this transaction. Motion carried 6-1 with Alderperson Peloquin voting no.

It was moved by Alderperson Wussow, seconded by Alderperson Dougherty to approve the Public Transit Feasibility Study prepared by the Mississippi River Regional Planning Commission. Motion carried.

It was moved by Alderperson Peloquin, seconded by Alderperson Dougherty to approve **RESOLUTION 2024-05** – a resolution setting a public hearing date for proposed changes to the shared ride taxi service. Motion carried.

CITY OF BLACK RIVER FALLS RESOLUTION 2024-05

RESOLUTION TO PROPOSE TAXI FARE INCREASE AND HOURS OF OPERATION DECREASE OR TERMINATION OF THE SERVICE

WHEREAS, The City of Black River Falls Wisconsin contracts with a third-party vendor to operate a shared-ride taxi service; and,

WHEREAS, The City of Black River Falls Wisconsin owns two ADA accessible vans that are leased to a third-party vendor for the shared-ride taxi service; and,

WHEREAS, The approved 2023 payable in 2024 property tax levy allocated \$85,000 to operating the shared ride taxi service; and,

WHEREAS, The local share for shared ride taxi service operations and capital expenditures in 2024 is projected to be approximately \$145,000, which is \$60,000 more than the amount levied;

NOW, THEREFORE, BE IT RESOLVED, that a public hearing be held in the Council Chambers at City Hall located at 101 S. Second Street in Black River Falls, WI on Wednesday, November 6, 2024 beginning at 6:00PM to consider the following:

1. Increasing the shared ride taxi service agency fare from \$7.00 per ride to \$10.00 per ride
2. Decreasing the operating hours for the shared ride taxi service from 6:00AM to 10:00PM every day of the week to 6:00AM to 8:00PM Monday-Friday and 7:00AM to 8:00PM on Saturday & Sunday
3. Terminating the shared ride taxi service effective January 1, 2025

It was moved by Alderperson Dougherty, seconded by Alderperson Wussow to approve vouchers for September 2024 Check #74539 - #74655 totaling \$439,978.53. Motion carried. Checks #74527-74538 were manual payroll checks for election workers.

It was moved by Alderperson Wussow, seconded by Alderperson Gearing-Lancaster to approve the City Treasurer's Report for September 2024. Motion carried.

It was moved by Alderperson Wussow, seconded by Alderperson Dougherty to approve the Revenue & Expense Report for September 2024. Motion carried.

The November Common Council meeting will be held on Wednesday, November 6, 2024 due to the general election taking place on Tuesday, November 5, 2024.

It was moved by Alderperson Wussow, seconded by Alderperson Peloquin to adjourn. Motion carried at 6:56pm.

A. Brad Chown
City Administrator

The Plan Commission met at City Hall in the City of Black River Falls on October 14, 2024 at 5:30 P.M. Mayor Jay Eddy, Commissioners Mike Rave, Randy Eddy, Anneliese Eddy, Dennis Guenther, and Marc McDowell were present. Commissioner Jarod Smith was excused. Jon Bingol (MRRPC), Simon Fichter (MRRPC), and the City Administrator were also in attendance. Mayor Jay Eddy presided.

1. Mayor Jay Eddy called the meeting to order at 5:30 P.M.
2. The Commission reviewed and discussed goals and objectives for the Comprehensive Plan including childcare, housing, transportation, utilities, economic development, public safety, municipal court, recreational trails, intergovernmental cooperations, and land use.
3. It was moved by Commissioner R. Eddy, seconded by Commissioner Guenther to adjourn. Motion carried at 7:34pm.

A. Brad Chown
City Administrator

BLACK RIVER FALLS UTILITY COMMISSION MEETING MINUTES

October 28, 2024

Utility Commission President John Lund called a meeting of the Black River Falls Municipal Utility Commission to order on October 28, 2024 at 3:29 p.m. in the Utility Conference Room at 349 South McKinley Street. Commissioners in attendance were Jeff Amo, Justin Dougherty, Jay Eddy and Don Mathews. Also present were General Manager Casey Engebretson, Electric Supt. Kevin LaValley, Lineman Justin Grant, Aaron Bembnister (Teamsters 662 Rep), and Garrett Aleckson (Banner Journal).

A motion was made by Commissioner Amo and seconded by Commissioner Mathews to approve the minutes from the September 30, 2024 regular meeting.

Aye: Lund, Amo, Dougherty, Eddy, and Mathews
Motion carried.

A motion was made by Commissioner Amo and seconded by Commissioner Eddy to approve the accounts payable vouchers; CK #42358 - #42406; and EP #100865 - #100871 – Totaling \$613,809.61.

Aye: Lund, Amo, Dougherty, Eddy, and Mathews
Motion Carried.

The Commission reviewed the 3rd Quarter 2024 financial statements.

The Commission reviewed the August 2024 arrears.

Casey Engebretson informed the Commission that the Water Department has completed the street projects and hydrant flushing for the year. Casey commended Jeff and David on a job well done.

Casey Engebretson informed the Commission that the influent pumps at the WWTP are slated to be replaced this week or early next week.

Casey Engebretson reviewed the tentative schedule for the replacement of the transformer at German Hill substation. EPS will be onsite this week to disassemble and remove oil from the failed transformer. Testing, disassembly, transport, and the setting of the new transformer will take place the week of November 18th – November 22nd. Final completion and testing will occur the week of December 2nd – December 6th. Crane costs in B. R. Falls will be about \$10,000, making the total projected cost about \$175,000. Concrete work and purchase of additional components may add some cost to this projection.

A motion was made by Commissioner Dougherty and seconded by Commissioner Eddy to adjourn to closed session at 3:51 p.m., pursuant to Section 19.85 (1)(c) to consider employment, promotion, compensation, or performance evaluation of any public employee subject to the jurisdiction or authority of governing body for the purpose of wage negotiations with represented Teamsters employees, discussion of the Office Manager recruitment, and to conduct employee reviews for non-represented employees.

Aye: Lund, Amo, Dougherty, Eddy, and Mathews
Motion carried.

BRFMU IS AN EQUAL OPPORTUNITY PROVIDER

A motion was made by Commissioner Mathews and seconded by Commissioner Amo to reconvene to open session at 5:01 p.m.

Aye: Lund, Amo, Dougherty, Eddy, and Mathews
Motion carried.

A motion was made by Commissioner Eddy and seconded by Commissioner Dougherty to approve a 3.15% wage adjustment for all Teamsters represented employees, effective 1/1/2025.

Aye: Lund, Amo, Dougherty, Eddy, and Mathews
Motion carried.

A motion was made by Commissioner Amo and seconded by Commissioner Mathews to approve a 3.15% wage adjustment for Kevin LaValley and Casey Engebretson, effective 1/1/2025.

Aye: Lund, Amo, Dougherty, Eddy, and Mathews
Motion carried.

A motion was made by Commissioner Mathews and seconded by Commissioner Dougherty to approve an additional 40 hours of vacation, on a one-time basis, to Sandy Anderson and Cherie Dugan, as additional compensation for taking on additional duties of the vacant Office Manager position.

Aye: Lund, Amo, Dougherty, Eddy, and Mathews
Motion carried.

The next meeting is scheduled for November 18, 2024 at 3:30 p.m.

A motion was made by Commissioner Eddy and seconded by Commissioner Amo to adjourn the meeting at 5:03 p.m.

Casey Engebretson, General Manager

comm.mtg.minutes.10.28.2024

A meeting of the Business Improvement District (BID) Board was held at City Hall on October 30, 2024 at 5:30 P.M. Board members Kylee Wussow, Vincent Meyer, Andrea Hoffman, and the City Administrator were present. Board member Duane Johnson attended remotely via Zoom. Board member Mark Hanson was excused. There was 1 citizen in attendance.

1. The City Administrator called the meeting to order at 5:32 pm.
2. Per the action taken at the last meeting, the City Attorney contacted the Downtown Association regarding financials and inventories. The attorney advised the DTA not to give away any assets until a full and accurate accounting is done. An email from the DTA president indicates their 2023 Form 990 has been filed. No further financial or inventory information has been received. Options for pursuing the needed information were discussed.
3. It was moved by Duane Johnson, seconded by Andrea Hoffman to authorize BID Board members Duane Johnson and Kylee Wussow to meet with the City Attorney to discuss further legal action to get the financials and inventories from the Downtown Association and authorize them to approve up to \$500 in legal fees for the process. Motion carried.
4. The City Administrator presented updates on the decorative lamp project. The existing lamps cannot be modified to accommodate a single lamp configuration so there is no advantage to exploring this further.
5. It was moved by Kylee Wussow, seconded by Vincent Meyer to get an estimate for new hangers for the flower baskets on the decorative lamp posts. Motion carried.
6. It was moved by Kylee Wussow, seconded by Andrea Hoffman to approve the signage grant application from Reflections on Water for 212 Main Street in the amount of \$633.00. Motion carried.
7. BID Board member Vincent Meyer recused himself from the next order of business and left the room.
8. It was moved by Kylee Wussow, seconded by Andrea Hoffman to approve the façade grant application from Mans Ruin, LLC for 44 Main Street in the amount of \$1,000. Motion carried.
9. BID Board member Vincent Meyer rejoined the meeting.
10. Laura Lindow provided updates on the Trick or Treating and Small Business Saturday events. Trick or treating went amazing and “guess the pumpkin” ends tomorrow. There are 47 businesses for the Small Business Saturday gift certificate program putting the total cost \$210 over the approved amount. This will be put on the next agenda.
11. Laura Lindow advised letters requesting donations for Christkindl were sent out. The City's insurance policy will cover this event. No action was taken.
12. It was moved by Kylee Wussow, seconded by Andrea Hoffman to approve purchasing wreaths and roping at a cost of \$738.50. Motion carried.
13. The 2024 property listings were reviewed. Change included: tax key 0508 update business to Lily Park, tax key 0514 change business to Love on Your Home, tax key 0553 change business to BRF Arcade, tax key 0556 change business to vacant, tax key 0571 change location to 125 Fillmore Street.
14. It was moved by Andrea Hoffman, seconded by Vincent Meyer to approve the 2024 property listing with the changes discussed. Motion carried.
15. It was moved by Kylee Wussow, seconded by Andrea Hoffman to recommend the Common Council approve the 2025 BID Budget at \$35,592.47. Motion carried.
16. Changes to the proposed BID Operating Plan include Section VI: assessment rates reduced by \$1.00 in each zone and Section III: BID Board or designated organization to carry out the operating plan for 2025.
17. It was moved by Kylee Wussow, seconded by Vincent Meyer to recommend the Common Council approve the 2025 BID Operating Plan as presented. Motion carried.
18. It was moved by Duane Johnson, seconded by Vincent Meyer to adjourn. Motion carried at 6:52 pm.

A. Brad Chown, City Administrator
City of Black River Falls

Agreement between the

City of Black River Falls

and the

Municipal Street Department

Teamsters General Union

Local 662

affiliated with

**International Brotherhood of
Teamsters**

2025

Agreement

1. This agreement is made and entered into by and between the City of Black River Falls Municipal Street Department referred to as "Employer", and General Teamsters Local 662, affiliated with the International Brotherhood of Teamsters, referred to as "Union".
2. The Employer hereby recognizes the Union as the exclusive bargaining agent for all full and part-time employees for the City of Black River Falls Street Department.
3. The Employer possesses the right to operate the City government, but the rights must be exercised with the provisions of this contract and the City Employee Handbook.

Article I—General

1. Excluded from the bargaining unit is the Department Head position.
2. If any new positions are added they automatically become part of this bargaining unit.
3. The Employer grants each employee two (2) personal days off. The Department Head has to agree to the personal day before it can be taken off.
4. 25th year and beyond on anniversary of hire—two hundred (200) hours of annual vacation pay (This vacation is earned at 7.70 hours per pay period)
5. Employees who are "called in" to work shall receive a minimum of two (2) hours of pay at 1.5 times the normal pay rate.

Article II—Union Activities

1. All union activity will be conducted off the job, with the exception of:
 - a. Properly processing grievances when there is no other recourse
 - b. Union officers in their normal union duties or while working with union representatives
2. The Employer agrees to provide bulletin board space for the Unions use for posting notices regarding Union affairs. The Union agrees to not post any material that is negative towards the Employer or labor-management relations. If this should occur the Employer reserves the right to deny the Union use of such bulletin board.

Article III—Duration of Agreement

1. This agreement shall have an effective date January 1, 2025 and shall continue until December 31, 2025.
2. The Employer and the Union shall meet on or before October 1, 2025 to exchange written proposals for 2026.

Article IV—Seniority

The Employer agrees to recognize seniority by classification in layoff, recall, and vacations.

Article V—Uniform Allowance

The Employer shall pay each full-time employee five-hundred dollars (\$500.00) a year for purchasing work related clothing. Part-time employees shall receive a prorated annual uniform allowance based on the average number of hours worked per pay period times \$6.25. This will be paid to the employee on the first pay day in July. The Employer will provide the needed safety equipment.

Article VI—Emergency Declaration

In case of an emergency, the Street Superintendent can shift starting times so as to be able to clear the problem with minimal effect on daily activities in the City.

Article VII—Wages

1. Effective on January 1, 2025 and proceeding to December 31, 2025, employees shall be paid the hourly wages of:
 - a. Regular Full-Time
 1. Laborer/Operator \$26.24
 2. Mechanic \$26.81
 - b. Regular Part-Time
 1. Without CDL Endorsements \$17.86
 2. With CDL Endorsements \$19.32
 - c. New Full-Time Employees
 1. 1st six (6) months, 90% of hourly rate
 2. 2nd six (6) months, 95% of hourly rate
 3. End of probation period—Full Wage

Article VIII—No Strike Clause

Neither the Union or any officer, agent or employee will instigate, promote, encourage, sponsor, engage in or condone any strike, slowdown, concerted work stoppage, or any other intentional interruption of work during the term of this agreement.

Article IX—Savings Clause

If any article of this Agreement is held to be invalid by operation of law or by any tribunal of competent jurisdiction, or compliance with or enforcement of any article or part should be restrained by such tribunal, the remainder of this Agreement shall not be affected thereby.

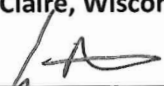
Dated this _____ day of _____, 2024.

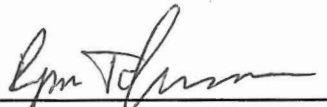
City of Black River Falls
Black River Falls, Wisconsin

BY: _____
Jay Eddy, Mayor

ATTEST BY: _____
Alex B. Chown, City Administrator

General Teamsters Union
Local 662 - Street Department
Eau Claire, Wisconsin

BY:  _____
Aaron Bembnister, Business Agent

BY:  _____
Ryan Johnson, Steward Local 662

**CITY OF
BLACK RIVER FALLS**

**BUSINESS IMPROVEMENT
DISTRICT**

**OPERATING PLAN
FOR 2025**

2025
PROPOSED OPERATING PLAN
BLACK RIVER FALLS BUSINESS IMPROVEMENT DISTRICT

SECTION I. INTRODUCTION

The following represents the Proposed Operating Plan for the Business Improvement District in the City of Black River Falls, Wisconsin (“City”) for the calendar year 2025. The proposed operating plan has been prepared to define the activities of this Business Improvement District. This operating plan complies with the requirements of §66.1109, Wis. Stats., (2015-16) (“BID Statute”) which enables the creation and continuation of Business Improvement Districts. It provides a mechanism to assess property owners in the designated area to develop, manage and promote such district. The fiscal year for the BID coincides with the calendar year. This BID Plan was adopted by the City Council of the City, in accordance with the BID Statute.

SECTION II. PURPOSE

The purpose of this Business Improvement District is to promote the development, redevelopment, maintenance, operation and promotion of the BID, for the economic benefit of all businesses and property owners within the BID, and to continue an organization dedicated to supporting, marketing and developing the City’s Downtown Business District. The BID has been created, and this Business Improvement District Plan (“BID Plan”), as a private sector initiative for implementing business recruitment and redevelopment opportunities, to promote the orderly development of the City, and to carry out the economic development strategies in the City’s Comprehensive Plan which was adopted September 7, 2010. Carrying out this purpose, and the goals set forth below, shall assist in the overall economic development strategy of the City as identified in such plans. Revitalization and redevelopment in the BID is a key component to the overall master planning and development of the City.

SECTION III. GOALS

The purpose defined above will be carried out by the **BID Board, or designated organization**, achieving the following objectives:

- A. Market downtown businesses through sufficiently funded and coordinated programs including, but not limited to, cooperative advertising program or Joint Effort Marketing (JEM) through the Wisconsin Department of Tourism.
- B. Support and build upon programs and activities which encourage people to shop Downtown.
- C. Develop informational and professional assistance to aid existing downtown businesses and to recruit new businesses.

- D. Work with the City, the County, other governmental units and private agencies in seeking new programs and grants aimed at strengthening the business community.
- E. Reevaluate the BID Plan on an annual basis to determine if the goals of the current year's BID Plan were met and whether or not the BID should be continued for the next calendar year.
- F. Take the assessments identified herein and collected by the City, and apply them to the costs of carrying out this BID Plan.
- G. Take all further actions needed to carry out the general purposes of this BID Plan as are allowed by the BID Statute. The BID funds will be maintained and controlled by the BID Board which has all powers necessary or convenient to implement this BID Plan.
- H. Identify and seek grants, low interest loans and/or donations for additional financial support for BID projects and activities.

SECTION IV. 2025 PROJECTS AND ACTIVITIES OF THE BID

- A. Maintain a BID Board to implement this Operating Plan and budget for the BID, or designate the implementation to a responsible organization.
- B. To identify to the City, and have the City collect, the assessments identified herein, in the manner identified herein, and to maintain records of any expenditures within the District as required by the BID Statute.
- C. To conduct all activities necessary to carry out the goals identified in this BID Plan, or designate this to a responsible organization.
- D. To receive a contribution from the City, and from other interested parties, in the amounts shown in Section VI, below, and apply them to carrying out this BID Plan, or disperse those funds to a designated responsible organization.
- E. To maintain committees as deemed necessary by the BID Board to carry out the BID Plan.

SECTION V. BID BOARD

The BID Board shall consist of 5 members, the majority of which own or occupy real property in the BID. The property owners in the BID may suggest members to the Mayor. The Board members shall be appointed by the Mayor of the City, and confirmed by the City Council, before January 1 of the calendar year for which this Plan is adopted. The duty of the Board shall be to implement the current year's BID Plan.

Approved by Common Council: __/__/2024

The Board shall fulfill the duties and responsibilities outlined in §66.1109 and comply with all applicable Open Meeting Laws and Open Records Laws. Any member resigning shall be replaced by the Mayor within 60 days of notice from the BID Board, in the same manner as identified above for appointment of members.

SECTION VI. METHOD OF FINANCING 2025 OPERATING PLAN AND SPECIAL ASSESSMENT METHOD

The projects proposed in the 2025 Operating Plan will be funded during the calendar year 2025 through the following:

- a) The payment of all funds generated by the special assessment process defined in the BID Statute, as applied below (the “BID Assessment”) (Approximately \$28,000);
- b) The payment of \$7,500.00 from the interest generated from the City’s Economic Development Fund, which the City commits to and allocates by adoption of this BID Plan, to be paid by the City to the BID Fund, on or before March 15, 2025, to be applied to the expenditures identified in Section VII, below;
- c) By application of any other contributions received by the BID Board, and the proceeds of any special grants, or special financing discovered by the BID Board, to the items identified on Exhibit A as “Contingent Expenditures”.

The BID Assessment is hereby levied by the City, which shall be a lien against each of the tax parcels of real property contained in the BID, unless exempted as identified herein, under the power of §66.0717, Wis. Stats., (2015-16), calculated as follows. The current year’s BID Assessment for each parcel of real estate in the BID is as shown on Exhibit B. The BID is divided into Zones as defined below. The BID Assessment was calculated by multiplying the assessed value of each tax parcel of real property, as shown in the official records of the City Assessor on January 1 of the previous year for which the BID Plan is adopted, by the following rates per thousand dollars of valuation, subject to the minimums and caps defined below:

- A. For Zone 1 \$2.50
- B. For Zone 2 \$2.25
- C. For Zone 3 \$2.00
- D. For Zone 4 \$0.00

Zone 1 consists of all tax parcels of real estate bordering Main Street. Zone 2 consists of all tax parcels of real estate not bordering on Main Street, but bordering on a street, which intersects and is adjacent to Main Street. Zone 4 consists of lots that are used solely for residential purposes, vacant lots and parking lots within the BID. Zone 3 consists of all

Approved by Common Council: __/__/2024

tax parcels in the BID, which is not in Zone 1, Zone 2, or Zone 4. The definition of a tax parcel shall be a parcel of real estate with a separate tax key number on January 1 of the year for which the BID Plan was adopted.

The calculation of the assessment, using this per thousand formula, was further adjusted as follows, to acknowledge the differing benefit conferred on each such parcel. Each parcel in Zone 1 has a minimum assessment of \$250.00 and a cap of \$1500.00 per year. Each parcel in Zone 2 has a minimum assessment of \$200.00 and a cap of \$1,000.00 per year. Each parcel in Zone 3 has a minimum assessment of \$150.00 and a cap of \$750.00 per year.

The calculation of the assessment was further adjusted for the Cap formula, which follows, to acknowledge the differing benefit conferred on each such parcel. If the calculation of the special assessment using this formula would result in an assessment of more than \$1,500.00 ("Cap") for any one tax key number in Zone 1, then the assessment for such tax key number was calculated to be \$1,500.00. If the calculation of the special assessment using this formula would result in an assessment of more than \$1,000.00 ("Cap") for any one tax key number in Zone 2, then the assessment for such tax key number was calculated to be \$1,000.00. If the calculation of the special assessment using this formula would result in an assessment of more than \$750.00 ("Cap") for any one tax key number in Zone 3, then the assessment for such tax key number was calculated to be \$750.00.

If more than one tax key number is owned by the identical entity or person, and is used as one functional unit, the owner of such parcels may apply to the BID Board for a determination that such parcels are effectively one economic unit, and the Cap formula shall apply to such parcels as if they were one tax parcel with one tax key number.

Such BID Assessments are special assessments, which are hereby levied by the City by adoption of this BID Plan. The amount of the BID Assessment shall be given to the City at least 90 days before the commencement of the year for which the new BID Plan is adopted, and the City shall insert the amount of the BID Assessment on the tax bill for each tax parcel in the BID. The BID Assessment shall then be due with the first installment of real estate taxes, and shall carry the same penalties and interest if not so paid.

The City shall collect such BID Assessments. While the City is holding such BID Assessment funds, they shall be held in a segregated account. The City shall release funds as approved by the BID Board.

BID Assessments will be levied against all parcels of real property in the BID, except that property used exclusively for residential purposes shall not be assessed. All parcels of real property within the BID are located within the City's boundaries. Property used exclusively for manufacturing purposes will be subject to BID Assessments. All interest earned by virtue of temporary investment of funds in the City's BID account, shall remain in the account for activities delineated on the approved BID Operating Plan.

Approved by Common Council: __/__/2024

SECTION VII. EXPENDITURES-2025

The expenditures presented in this 2025 operating plan, all of which will occur in 2025, and in, or for the benefit of the BID, are as shown on Exhibit A. Certain of those expenditures are defined as “Contingent Expenditures” which shall only be incurred if funds are received by the BID Board as defined in paragraph c of Section VI, above.

SECTION VIII. GENERAL

The BID is within the City, and is composed of contiguous parcels subject to general real estate taxes. Parcels of property located within the boundaries of the BID not subject to general real estate taxes, on January 1 of the previous year for which the BID Plan is adopted by the City Council are hereby excluded from the BID by definition, and are not assessed.

The BID Board, or designated organization, shall prepare and present to the Common Council each year, as required by the BID Statute and no later than September 1st, an annual report describing the current status of the BID, including the following: current year-to-date expenditures and revenues, an accounting of funds previously expended, a reviewed financial statement for the most recently completed fiscal year which shall be prepared in accordance with generally accepted accounting principles and include a review of the financial statement by an independent certified public accountant, a proposed budget and Operating Plan for the following calendar year containing such amendments as they feel are proper, and recommendations for any seats on the BID Board becoming vacant.

Business Improvement District 2025 Budget

REVENUES	2023/2024	2024/2025	VARIANCE
2023 BID Assessment	\$ 27,083.54	\$ 28,092.47	\$ 1,008.93
City Contribution from Economic Development Fund	\$ 7,500.00	\$ 7,500.00	\$ -
Total Revenues	\$ 34,583.54	\$ 35,592.47	\$ 1,008.93
EXPENSES			
Improvement Grant	\$ 9,500.00	\$ 9,500.00	\$ -
Office Administrator	\$ 3,900.00	\$ 2,400.00	\$ (1,500.00)
Contracted services (web site)	\$ 850.00	\$ -	\$ (850.00)
Accounting fees	\$ 1,760.00	\$ 1,750.00	\$ (10.00)
Office Supplies / Equipment	\$ 600.00	\$ 600.00	\$ -
Telephone / Internet	\$ 540.00	\$ 540.00	\$ -
Postage / Shipping	\$ 200.00	\$ 200.00	\$ -
Marketing Design / Professional Services	\$ -	\$ -	\$ -
Advertising / Business Promotion	\$ 9,500.00	\$ 12,500.00	\$ 3,000.00
Signage	\$ -	\$ -	\$ -
Connect Communities	\$ 200.00	\$ 200.00	\$ -
Karner Blue Garden Club	\$ -	\$ -	\$ -
Insurance	\$ 1,500.00	\$ 1,500.00	\$ -
Special Events Karner Blue BF	\$ -	\$ -	\$ -
Special Events Oktoberfest	\$ -	\$ -	\$ -
Special Events Christkindl	\$ -	\$ -	\$ -
Special Events Art Festival	\$ -	\$ -	\$ -
Maintenance - Trees/Signs/Decorations/Etc.	\$ 4,783.54	\$ 5,152.47	\$ 368.93
Storage Shed Rental	\$ 1,250.00	\$ 1,250.00	\$ -
Total Expenses	\$ 34,583.54	\$ 35,592.47	\$ 1,008.93

Approved by Common Council: __/__/2024