

# **CITY OF RACINE BELLE URBAN SYSTEM**

**www.racinetransit.com**

## **MISSION STATEMENT**

It is the mission of the City of Racine, Belle Urban System, through the efforts of dedicated, well trained employees, to provide safe, reliable, convenient, and efficient public transportation to the citizens and visitors of the Belle Urban System service area.

## **VISION STATEMENT**

It is the vision of the Belle Urban System, as a mass transit service provider, to be an attractive, vital and dynamic mode of transportation within the Racine Urbanized area.

We believe that transit should be responsive to the same competitive forces that operate in any market where people make choices from among the available alternatives based on the resources available to them and the degree to which a particular alternative satisfies their need. It is our goal to attract the maximum number of riders by maintaining mass transit service and developing innovative means to meet our customers' needs. These needs will be identified through surveys, suggestions and data analysis.

We will provide a safe, healthy, and enjoyable place to work which values diversity and freedom of expression. Everyone will be provided an opportunity to reach their full potential. To maintain a high quality of work life, we will continually improve our work environment and provide for participation in decision-making processes.

## **SERVICE AREAS**

The Belle Urban System provides fixed-route public transit service throughout the Racine urbanized area, consisting of the following jurisdictions/institutions:

City of Racine  
Village of Mt. Pleasant  
Village of Sturtevant  
Town of Mt. Pleasant  
Town of Yorkville  
University of Wisconsin at Parkside

In addition to regular fixed route service, the Belle Urban System provides a supplemental door-to-door demand response ADA paratransit service within the urbanized area, including an area  $\frac{3}{4}$  of a mile beyond the fixed route service area. This service is available for those individuals who are unable, as a result of a disability, to use the regular accessible, fixed route bus service some or all of the time. Service is provided under contract by Laidlaw Transportation Services, Inc.

**City of Racine**  
**730 Washington Avenue**  
**Racine, WI. 53403**  
**(262) 636-9463**  
**(262) 636-9545 – Fax**

**Belle Urban System**  
**1900 Kentucky Street**  
**Racine, WI. 53405**  
**(262) 637-9000– Ph.**  
**(262) 635-3335 – Fax**

## **SERVICE PARAMETERS**

Service Hours: Fixed route and Paratransit

Monday – Friday: 5:30 AM – Midnight  
Saturday: 5:30 AM – 10:30 PM  
Sunday: 9:40 AM – 7:00 PM

Number of Routes: 11 regularly scheduled routes

Frequency of buses: 30-, and 60-minutes frequencies, depending on route and time of day

Total Fleet Size:

1 – 1976 GMC coach – 39 passenger  
2\* – 1976 GMC coaches – 36 passenger  
4 – 1988 TMC coaches - 35 passenger  
23\* – 1997 NovaBus coaches – 33 passenger  
10\* - 2004 Gillig coaches – 32 passenger  
2 – 1991 Chance Coach replica trolley buses

\*100% accessible

## **FARES**

Fixed Route Service:

Adult – 18-64	\$1.25
Adult – 18-64 after 7:00 PM	\$1.10
Youth – 6-17	\$1.10
Children – 0-5(limit 4)	Free
Elderly (65+)/Disabled	\$0.60
Super weekend Pass	\$2.50
Ten-Pack Ticketbook	\$11.00
Monthly bus pass (unlimited ride)	\$40.00
Disable monthly bus pass (unlimited)	\$25.00

Transfers Free  
Valid for one hour after receipt

Pass and ticket sales outlets, and schedule information are located throughout the Belle urban System service area.

ADA Paratransit Service:

The one-way cash fare is \$2.50. Pre-paid passes may be purchased in advance at the offices of Laidlaw Transit, 8030 Washington Avenue, Racine, WI. 53406. Escorts who are required to travel with qualified individuals on the ADA system may ride for free.

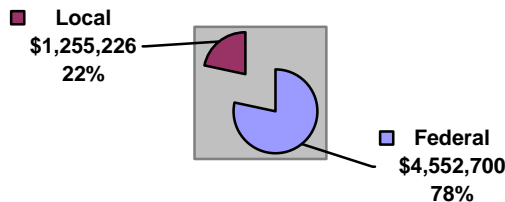
## FUNDING SOURCES

Funding for public transportation in the Racine urbanized area is broken into two categories and comes from the following primary sources:

### Capital Funding

1. Federal capital grants controlled by the State of Wisconsin
2. Local Capital Funds bonded by the City of Racine

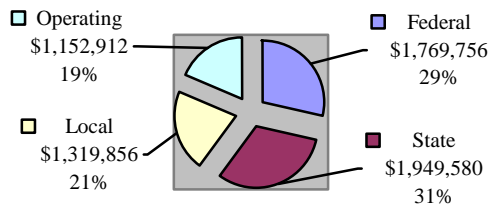
**2004 Capital Expenses**



### Operating Funding

1. Federal transit operating grants controlled by the State of Wisconsin
2. State of Wisconsin operating grants
3. Local operating expenses provided by service area communities through property tax levies
4. Operating revenues – cash fares from farebox, prepaid fares, advertising revenues and other sources

**2004 Operating Expenses**



## OPERATING STATISTICS

The following system statistics are for the year-end 2004 calendar year:

Operating Expenses:	\$6,192,104
Capital Expenses:	\$5,807,926
Unlinked Passenger Trips:	1,478,833
Revenue Miles	1,190,908
Revenue Hours:	90,681
Passenger Trips/Mile:	1.24
Passenger Trips/Hour:	16.31
Cost per Revenue Mile:	\$5.20
Cost per Revenue Hour:	\$68.28
Cost per unlinked passenger trip	\$4.19
Farebox Recovery:	14.35%

[Source: 2004 National Transit Database submission]

## CAPITAL PROJECTS REPORT

In 2004, the City of Racine, Belle Urban System accomplished a number of capital projects.

- Purchase of five passenger shelters
- Architect/engineering design on railroad depot restoration
- Completion of off-street transit center
- Upgrade of 30 GFI fareboxes to modern standards
- Mid-life rebuild of eight transmissions
- Mid-life rebuild of four engines
- Purchase of 10 new buses
- Acquisition of capital spares for new buses, including spare, engine, transmission and air conditioning compressor
- Acquisition of two used vehicles for start-up taxicab service
- Redesign and implementation of web-site
- Install automatic vehicle location system in transit fleet, including computer aided dispatch, passenger counting and security cameras
- Replace two-way radio antenna tower on transit property

## SERVICE MILES

On an annual basis, the Belle Urban System now provides almost 1.2 million miles of transit service throughout the area. Service miles in 2004 were:

City of Racine:	990,806
Village of Mt. Pleasant:	104,931
Village of Sturtevant:	38,248
Town of Caledonia:	16,849
Town of Yorkville:	3,495
University of Wisconsin at Parkside:	36,579

## PARATRANSIT STATISTICS

The complementary paratransit service provided under contract to the City of Racine by Laidlaw Transit Services, Inc. cost \$409,410 in 2004. The service provided 19,855 trips to qualified disabled individuals throughout the urbanized area and ¾ mile beyond the fixed transit routes. The following statistics are for the year-end 2004 calendar year:

Operating Expenses:	\$409,410
Unlinked Passenger Trips:	19,855
Total Miles:	280,428
Revenue Miles:	136,579
Total Hours:	24,824
Revenue Hours:	4,832
Passenger Trips/Revenue Mile:	0.14
Passenger Trips/Revenue Hour:	4.11
Cost per Revenue Mile:	\$2.99
Cost per Revenue Hour:	\$84.73
Cost per unlinked passenger trip	\$20.62
Farebox Recovery:	12.12%

[Source: 2004 National Transit Database submission]