



CITY OF WAUKESHA

Administration

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Committee: Transit Commission	Date: 8/18/2016
Common Council Item Number: 16-1255	Date: 9/6/2016
Submitted By: Fred Abadi- Public Works	City Administrator Approval: Kevin Lahner, City Administrator KL
Finance Department Review: Rich Abbott, Finance Director RA	City Attorney's Office Review: Brian Running, City Attorney BER
Subject: Approval of Resolution Authorizing the Filing of the 2016 Congestion Mitigation and Air Quality (CMAQ) Grant	

Details:
This item is to approve the resolution that would authorize the Transit Manager to file the Transit Commission's Federal 2016 CMAQ Grant with the Federal Transit Administration. This grant will be used for marketing activities. These funds are primarily used to fund design of all public information pieces including the schedules and brochures, electronic passenger information services like Google Transit, online bus tracker, advertisements, etc. The grant funds 80% of the cost of these activities which otherwise would go directly into the operating budget.

Options & Alternatives:
The only option would be to forgo use of these funds which would mean that the marketing activities would need to go direct against the operating budget.

Financial Remarks:
The grant will provide \$32,000 in federal CMAQ funds which can cover 80% of the cost of marketing expenses. The remaining 20% is covered by local funds which were budgeted in the Transit budget.

Executive Recommendation:
Recommend approval.

