



Finance Committee Agenda Item

Meeting Date: April 22, 2025

Agenda Item: Shared-Ride Taxi Discussion

Staff Contact (name, email, phone): Rachelle Blitch, rblitch@whitewater-wi.gov , 262-473-1380

BACKGROUND

(Enter the who, what when, where, why)

Our current contract with Brown Cab for the shared-ride taxi service is set to expire at the end of the year. It was a 2-year contract with the option to renew in years 3 through 5. As a result, we need to decide before June whether we intend to renew the agreement or pursue alternative options. This decision should consider the ongoing feedback and concerns raised by residents, as it is essential that we address these issues and determine the most effective and responsive direction for the future of our shared-ride transportation services.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

11/21/2023 – Common Council approved the two-year contract for Brown Cab

FINANCIAL IMPACT

(If none, state N/A)

Unknown at this time.

STAFF RECOMMENDATION

Staff recommend creating a short- and long-term plan to meet the community's needs.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. 2024 RFP (partial)
2. 2024-2025 Brown Cab Contract
3. 2024 Stats