City of WHITEWATER	Council Agenda Item
Meeting Date:	November 5, 2026
Agenda Item:	Brown Cab Service Contract for Shared-Ride Taxi
Staff Contact (name, email, phone):	Rachelle Blitch, rblitch@whitewater-wi.gov , 262-473-1380

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

The City's Shared-Ride Taxi program operates under state and federal subsidy programs. In 2023, the City issued a Request for Proposals (RFP) for service providers and received only one response—from Brown Cab Service. The resulting contract is for five years, with optional renewals in years three through five, and the City is now entering into the fourth year of that agreement.

While the City continues to assess other potential options for the future, no replacement service has been identified at this time. The Shared-Ride Taxi remains a vital transportation service for our community and will continue to operate under the current contract.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

11/21/2023- Council awarded the Ride-Share contract to Brown Cab Service
10/27/2026 – Finance Committee recommends approval of the 2027 service contract

FINANCIAL IMPACT
(If none, state N/A)

The increase in costs is going from $41.43 to $42.84 per driver hour. The increase is the allowable 3.4% inflation factor that WisDOT approved and will add an additional cost of up to $11,145 for 2027.

STAFF RECOMMENDATION

While the City continues to evaluate potential future service options, no alternative program has been identified at this time. Therefore, staff recommends approval of the one-year contract extension with Brown Cab Service. The Shared-Ride Taxi program remains a vital transportation resource that supports mobility and accessibility for residents, and maintaining uninterrupted service is essential to meeting the community's transportation needs.

ATTACHMENT(S) INCLUDED
(If none, state N/A)

1. Shared-Ride contract for 2027