



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved CONTRACTED SERVICE OVERSIGHT SUBCOMMITTEE

Thursday, November 11, 2010

12:00 PM

215 Martin Luther King, Jr. Blvd.
Room LL110(Madison Municipal Building)

1. CALL TO ORDER / ROLL CALL

Also Present: Bruce Sylvester

Also excused: Rob Kennedy, Mick Howen

Guest: Dar Ward

Staff: Wayne Block, Chuck Kamp, Dave Eveland, Ann Schroeder

Kamp called the meeting to order at 12:03 PM.

Present: 4 -
Ahnaray Bizjak; Mark M. Opitz; Margaret Bergamini and Jacquelyn M. Dahlke

Absent: 2 -
Jed Sanborn and Rick Rose

Excused: 4 -
Susan M. Schmitz; Rindert Kiemel, Jr.; Bill Burns and Andrew Potts

2. APPROVAL OF MINUTES

Sylvester moved approval; Opitz seconded. The motion was approved by voice vote/other.

3. PUBLIC COMMENT

There was no public comment.

4. [20418](#) Meeting Dates for 2011

Attachments: [2011 CSOS Tentative Meeting Schedule.pdf](#)

Kamp will check that the second Thursday of every other month at Noon is not a bad time for Alder Sanborn. It is a good time for others, so we will keep this meeting time.

5. [20419](#) Update on Fare Boxes - Dave Eveland

Eveland said the fare collection equipment we currently have is over 20 years old, and the infrastructure is in a state of disrepair. Metro upgraded the on-bus equipment to add the transfer issuing machines and ability to accept magnetic stripe media. That didn't extend the life of the equipment. There is a line item in the 2011 capital budget in the amount of \$5 million. Metro will be making a staff recommendation to get new fareboxes rather than remanufactured fareboxes. There isn't enough cost differential between new and remanufactured, and with new there are significant benefits. Metro will have the option to install a smart card device now or in the future as well as wireless retrieval of farebox data. There will still be the need for a tethered probe to unlock fareboxes to remove cash, but ridership information can be wirelessly transferred in the facility. Metro will purchase Genfare Odyssey fareboxes. There is a benefit to staying with same company because the fareboxes use the same encoding, so it should be a smooth transition from the current fareboxes. Another benefit is that the transfer issuing machine is housed within the farebox itself rather than being a separate unit.

Kamp said there could be side benefits such as back door loading on crowded buses.

Bergamini asked if this is a true smart card or a proximity card. It is a proximity card, but Metro is waiting to see what happens with integrating proximity and smart cards. Ward said UW and Metro have been meeting to see if it is possible to include the ability to read the UW card as a bus pass.

Bergamini said in Germany, they use a proximity card to get on and off transit which helps to get ridership data. Kamp asked if it is time to start having a formalized discussion about this. The group agreed that it is because if an organization is planning to change their ID, it would be good to discuss whether bus passes can be integrated.

6. [20420](#) Update on Regional Transit Authority (RTA) and Transit Development Plan (TDP)

Attachments: [commuter service description.pdf](#)
[Proforma for RTA service expansion-suburbs.pdf](#)
[commuter service map.pdf](#)
[CoreRtes.pdf](#)
[Estimated Cost of Enhancing Schedule Frequency on Core Routes.pdf](#)
[Airport23-27.pdf](#)
[RTA Scenarios.pdf](#)
[Rts 7 and 3 weekends maps.pdf](#)

Opitz said at the last meeting, the board adopted guiding principles for developing a transit plan. One debate was whether or not to reflect in the principles that property tax relief will happen with a sales tax. They listed that as a possibility. There is movement to have an RTA sponsored referendum next spring. It will probably be focused on the bus service.

Kamp said he asked for a meeting with a couple of RTA board members, TPC members and Dave Trowbridge to talk about how things work together. They hope to have more to report on at the next meeting. Their discussions

centered on timing and focus. Metro will continue to provide the RTA board with numbers and information. The RTA Plan for Transit Subcommittee is meeting every two weeks.

Bizjak asked if contracts with existing partners would also be funded also by the RTA money or if they will they get additional service funded by the RTA. Opitz said the idea is to fund existing transit operations with the RTA funding source. There is also going to have to be a process to decide what improvements get funded. If a community wants to add service beyond the level the RTA wants to fund, that would be on its own property tax. Bizjak asked if there would be some level of equity for equal partners. Opitz said he would see the current process with Metro planning staff still in existence. By April, it will be mainly concepts and not to that level of detail. The referendum would have to be set by February.

Bizjak said there hasn't been conversation about access between communities like between Fitchburg and Verona, but there is a need to look at that and not just service into Madison. Bergamini agreed.

7. [20421](#)

Update on 2011 Budget

Attachments: [cip50.pdf](#)
[Exec budget fixed assets.pdf](#)
[Exec budget other revenue_expense.pdf](#)
[Exec budget payroll.pdf](#)
[Exec budget summary.pdf](#)
[9-2010 financial performance.pdf](#)

Kamp said the budget is through the Board of Estimates process and goes to the Common Council next week. In the Metro capital budget, fourteen new buses is the big item. Also included is reauthorization for a new farebox system, which was on last year's budget but didn't get done. The rest includes system upgrades, mostly technology improvements. The operating budget includes a request to Madison that is an increase of \$1.1 million dollars over last year. The difference is that last year Metro got American Recovery and Reinvestment Act (ARRA – stimulus) funding of \$950,000, which it won't get this year. The budget request also anticipates that fuel prices will be higher than what Metro is paying in 2010 which is only \$1.99/gal. Overtime has been a big topic. Metro anticipates continuing to see a reduction in overtime that started in 2010. Implemented policies, plus adding 15 new drivers, should drive overtime down further. The budget includes a request to increase the contingency fund by \$79,000 to keep moving toward the goal. Right now the fund is at about \$800,000. In 2010, it probably won't significantly increase or decrease.

Sylvester asked about natural gas and fuel oil. Natural gas is what is in the building. Fuel oil is for a generator in the building that Metro can use if necessary. Metro gets a lower cost on energy for having the generator which can supply power to the grid if necessary. Diesel is what powers the buses. Kamp said this is the most vulnerable point in our budget. The Mayor reduced our request on this budget item anticipating that prices would come down. They haven't yet, but there is still hope that they will. A few weeks ago diesel was \$2.80 per gallon. Metro might buy on the spot market until there is a

good price to lock in. Block said our lock price is for a quantity of gas, and the quantity at our current price of \$1.99 a gallon should last through February. Dahlke asked if there is an impact on fuel due to more hybrids in fleet. Even though service miles are up, fuel usage is down, due mostly to hybrids. Newer diesel buses also get better mileage.

Bergamini asked the status of Metro's building expansion and remodeling. The budget amount is \$100,000 this year and then \$0 the next five years. Kamp said Metro has been using a 2005 bus garage study that looked at our needs for the next several years. The garage is uncomfortably full. In the 2010 budget, we have authorization to look at five scenarios. One is to locate a 280 bus facility where we are today. It would be \$70 million. That was in the 2010 budget. The Mayor did state that with the RTA moving along, the local share of a bus garage should be paid by the RTA. Building remodeling for next year include a number of standard maintenance items such as paving the parking lot, paving a section of the internal parking garage, and making necessary remodeling updates to this building anticipating another five or more years of use. The other four scenarios include staying in the current location for 500 buses and building a satellite facility. Another scenario is to build the full facility elsewhere. There is a feeling by some that there is a better use for the space we are in now – tax generating business. But there is an argument to be made for being in the core. Another scenario includes a periphery location – either one or two facilities. Operating costs such as diesel, relief and deadhead time would be considered in these scenarios. A quick figure shows that on average each scheduled bus has an extra five minutes of AM and PM deadhead time; that's about \$500,000 just in labor cost. That's a key thing about location.

Bergamini also asked if Metro is paying anything on the remodeling of the administration building. Kamp said that is being covered by the landlord. We had some minor changes before we moved in, but Metro is not paying for the building construction happening now.

8. [20422](#)

Ridership Productivity

Attachments: [Route Productivity Sep10.pdf](#)
[Ride_revenue 8-2010.pdf](#)
[YTD fixed route ride comparison through July.pdf](#)

There is a slight increase of 2/10%. Metro had projected a 2% increase. The Route 80s, which are still our top routes in productivity, have seen some decreases. Without the Route 80s, ridership and productivity are up. We will see if that continues because we know there were some driver recording issues on Route 80, as well as a lot of construction.

Revenue is up 7.7% for the first 8 months of the year. This is ticket and pass revenues; cash ridership is down in some major categories even though revenue is up overall. Unlimited ride pass program ridership is up 8.8%.

Bizjak mentioned that Route 59 is still relatively new. It continues to be at the bottom of the list. She wants to explore the reason for that. She knows people are using the route and like it, especially that Belmar now has ½ hour service on weekends. She wondered about doing an on-board survey – giving out a

survey and have riders drop it in a box on the bus – asking where people are you going, coming from, what is valuable about this route. Look at where people are getting on/off. Is there a better way to design the service or a different way to use those route hours? Kamp said he will talk with the marketing and planning managers designing a survey and analyzing the data and one of them will touch base. Bizjak said also maybe a regular driver (if any) on that route could provide some insight. Bergamini said there are students aware of the route who want to use it but find it inconvenient. There are other students who don't even know those businesses and the theater exist. There might be later night service to Star Cinema.

Metro talked with Sylvester about overcrowding on Route 55. There is inconsistent overcrowding that seems to occur the first Tuesday of the month.

There is a class at UW that is testing WiFi on some buses. They are motivated to put it also on the Verona route.

9. [08290](#)

Reports of Member Communities/Institutions

Fitchburg (Bizjak) – They adopted their transit plan. It is available on the City of Fitchburg website under public works. They don't have any money in the budget for next year for implementation, except for the construction of ten new concrete boarding pads at the ten most heavily used bus stops. Bizjak is asking for data from Metro to help with this. Fitchburg will also inventory all bus stops in the city to evaluate whether each stop has a pad, a bench, a trash receptacle and is in good condition. They are also putting together basic criteria regarding amenities for bus stops. Next year they will be working on more policy rather than routing issues. They are also working on a snow removal ordinance. They will observe conditions this winter. The Streets Department has been directed to go back and follow up on bus stops after streets are cleared. Then Fitchburg will put together an ordinance about who is responsible to clear.

UW (Ward) – The campus bus is finally off detour. There was a meeting with the Associated Students of Madison (ASM) to talk about changes to Routes 81/82. Kamp asked if there is talk about using smart cards even with free fare in order just to gather data. Eveland said we'd have to look at back door boarding.

Middleton (Opitz) – They met Monday with Patrick Kass to discuss the park and ride concept they are still advancing on the corner of Highways 12/14.

ASM (Bergamini) – They are meeting about revisions to late night service. There are some students talking about doing their own kind of express service. She is talking to them about what it takes. Pass distribution is going to hit a record level this semester.

Madison College (Dahlke) – They have contracted with Kobussen for an express shuttle between Truax and downtown campuses. It has been very successful. They would like it to extend a little longer into the afternoon and also add a shuttle at peak times. They are nearing 7,000 rides during the period from August 23rd to now. This is totally funded by students; it is not available to faculty/staff. A goal is to brand the shuttle and keep talking about

a faculty/staff program and a second shuttle between west and downtown campuses. Then people could also get from west to Truax through downtown.

Verona (Sylvester) – Route 55 continues to grow as Epic continues to grow. They will talk with Metro about dealing with that.

The Dane County Regional Airport is going to install a more accessible shelter and also a real time electronic sign.

10. ADJOURNMENT

The meeting adjourned at 1:27 PM.