



**City of Madison**  
**Meeting Minutes - Final**  
**TRANSIT AND PARKING**  
**COMMISSION**

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

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Tuesday, August 9, 2005

5:00 PM

215 Martin Luther King, Jr. Blvd.  
Room 260 (Madison Municipal Building)  
(After 6 pm, use Doty St. entrance.)

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**A. CALL TO ORDER**

A quorum being present, Chair Durocher called the meeting to order at 5:02 p.m.

**Present:** Ald. Kenneth Golden, Ald. Jed Sanborn, Carl D. Durocher, Amanda F. White, Chris R. Carlsen, Tim Wong, Sharon L. McCabe, Kevin L. Hoag, Diane L. Paoni and Kenneth M. Streit

**Absent:** Ald. Noel T. Radomski

Ald. Radomski arrived at 5:15 p.m.

**B. APPROVAL OF MINUTES - 7/12/05**

A motion was made by McCabe, seconded by Ald. Golden, to Approve the Minutes. The motion passed by acclamation.

**C. PUBLIC COMMENT**

None

**D. OLD BUSINESS ITEMS**

- D.1. [01757](#) Annual review of Physicians Plus Insurance Corp. TDM Plan (referred from May meeting)

Present for this item were David Dryer, City Parking Manager; Martin Preizler, PPIC President and CEO; and Shelly Rufer, PPIC Director of Human Resources.

Dryer advised he was available to answer questions on the material that was provided in response to comments made at the May TPC meeting: a memo from the City Attorney's office regarding the lease conditions, an updated table depicting mode of travel for PPIC employees, and a brief comparison of the Network222 and PPIC TDM Plans by Ward Paxton, Rideshare Coordinator. Dryer advised that PPIC also recently implemented a formal emergency ride home program, which is a significant improvement to their TDM Plan. He also advised that PPIC's trip mode by day of week survey from January 2005 was recalculated, and the SOV usage number is lower than the 86% initially reported by PPIC.

Wong referenced the mode usage chart and Dryer's statement that the percentage of employees traveling by SOV is lower than previously reported. But it appears that on average, 10% of employees do not report to work on any given day, and that this 10% is presumed to be non-SOV. However, Wong felt these employees should be pulled out and then redo the percentages, which brings the SOV usage to 81%. Dryer countered that the 10% who didn't report to work represent trips not made. He also noted that when PPIC reported the higher SOV use of 86% in their annual submittal, the issue of absent employees was not brought up. Dryer indicated that the 10% who "didn't go" probably reflects flexible scheduling, which is a component of a TDM Plan.

Motion by McCabe/Sanborn to adopt the staff recommendation to approve the annual review of PPIC's TDM Plan.

Golden noted that the TPC recently approved a similar TDM Plan for Network222. The comparison from Rideshare Coordinator Ward Paxton indicates that a significant difference between the two programs is that PPIC is one individual company, whereas Network222 is trying to create a Transportation Management Association program among the different employers leasing space in the building. Golden described a TMA as a federation of different employers who work together in matching employees for carpooling, etc. Due to the proximity of the Network222 and PPIC buildings, Golden requested that PPIC consider affiliating with Network222's TMA program to further reduce PPIC's SOV usage. Mr. Preizler stated this sounded reasonable, and Ms. Rufer advised she had twice tried contacting Mr. Kunkler at the Fiore Companies but did talk to Rebecca Grossberg of the Madison Environmental Group. Mr. Preizler advised that PPIC will follow up on Golden's request and include it in next year's annual status report.

Motion carried, with Wong voting no.

**Present:** Ald. Kenneth Golden, Ald. Noel T. Radomski, Ald. Jed Sanborn, Carl D. Durocher, Amanda F. White, Chris R. Carlsen, Tim Wong, Sharon L. McCabe, Kevin L. Hoag, Diane L. Paoni and Kenneth M. Streit

**D.2.**     [01758](#)

Resolution No. TPC 19-12 of the Transit and Parking Commission regarding Madison Metro Fare Tariff for the period August 9, 2005 forward until revised by the Transit and Parking Commission

Durocher emphasized that this is a routine in-house resolution that adopts the fare tariff approved by the TPC on 8/3/05. It does not reopen discussion of the fare tariff. Debo noted that members had received a revised tariff via email because the first one sent in the agenda packet did not include the unlimited ride pass rate or the convention rate. Debo advised that the convention rate is not used very often. The charge to the event organizer is 50¢ per registrant per day.

Wong read a quote from an editorial in The Capital Times: "What was particularly galling was the failure of so many officials who profess to believe in mass transit - and who are actively working to expand transportation options - to place the fare increase debate in perspective." Wong felt this comment related to the failure to have the fare increase discussed as part of the overall City budget.

Motion by Sanborn/Carlsen to adopt the resolution; carried with Wong and Hoag voting no.

D.3. [01670](#) Cameras on Metro buses

Debo noted that the information from Transit Service Manager Ann Gullickson (6/6/05 memo and attached "Incidents by Categories) gives a sense of the level of disruptive behavior. At the 7/12/05 TPC meeting, members adopted a policy for dealing with disruptive behavior, but an outstanding issue is the installation of cameras on buses. Debo directed attention to the "Electronic Surveillance Technology on Transit Vehicles" survey that was sent to 16 transit systems in Wisconsin. Most systems have cameras and are happy with them, but there are other comments that should be noted as well. This statewide survey was based on a national survey conducted by the Transit Cooperative Research Program. In the national survey, camera use was split between older buses used for supplemental school service and newer buses for the general public. Metro would likely propose to put about five cameras on supplemental school buses and up to ten on general service buses. Debo noted that in Madison, about as many incidents occur on general service buses as on the supplemental school service buses because half of the school-age children ride the general service buses (children are the major behavior problem).

Debo pointed out the agenda packet also included a security plan for the South Transfer Point that was developed in cooperation with Ald. Bruer, who represents the area. In the past year, most of the incidents occurred at the South Transfer Point. Ald Bruer felt it would be worthwhile to develop a security plan, including cameras and upgraded lighting.

Wong relayed a comment from one of the bus drivers who had appeared before the TPC on this issue at a previous meeting. The driver reported that the no trespassing sign is posted too low and would be more effective if placed higher.

Wong asked how the security measures will be funded. Debo replied that it is incorporated in Metro's capital budget, at an 80/20 split. The equipment is part of a variety of capital grants. If the TPC approves moving forward, Metro will do more research on cameras and investigate whether additional funding sources are available, perhaps through a security grant. The State also receives funding for security purposes, although most goes to Milwaukee. But she confirmed that Metro will pursue this to augment the capital funds.

Paoni noted that in the survey, most of the respondents said they had cameras on the entire fleet. Debo indicated this is possible with smaller fleets; but the national survey showed that most systems have cameras on only some buses. Metro cannot afford to put cameras on all its buses.

Paoni wanted to know the purpose of the cameras. Debo stated that neither Metro nor the South Police District have the resources to watch a live camera. But if a problem occurs, Metro can give the tape to the Police District in an attempt to identify the person(s). She was not sure how much of the tape would be used. She anticipated that the usage would mostly be replay versus live. Paoni felt that most kids at the South Transfer Point will figure out that the camera doesn't pan and simply go to places that the camera doesn't cover. Debo noted that the South Transfer Point will have numerous cameras and most of the transfer point will be under observation. Gullickson stated that the biggest impact of the cameras will be deterrence. She emphasized that the plan is not talking about live cameras being watched on a monitor somewhere. The type of cameras envisioned will be most useful as a deterrent and in identifying people. She confirmed that most of the South Transfer Point will be under observation.

Metro is trying to create an environment in which there is a faster reaction and follow-up to incidents. The cameras will help make the transfer point less intimidating to passengers.

Paoni asked if the policy will address how long the tape is retained. Gullickson stated that Metro will work with the City Attorney's office and the Police Department to ensure that the retention policy complies with the open records law. She emphasized that Metro staff have not worked on the details of the policy pending TPC approval to move ahead. Paoni asked if the tapes from both the buses and the transfer point will be sent to the Police Department, but Gullickson said this hasn't been decided yet. The bus camera tapes might be part of the Police Dept. contract for the police car cameras. Gullickson reiterated that issues like this will be reviewed and researched if the TPC gives the go ahead on consideration of surveillance cameras.

Paoni noted that the survey shows the cameras are also used for passenger complaint resolution. Debo felt this is another benefit. She reminded the TPC that Metro drivers are very supportive of this and feel they will gain more than they lose. The statewide survey also showed that bus drivers supported the cameras more often than not.

Golden asked whether School District and Police Department representatives have been consulted, and Gullickson replied she has been in contact with Ted Balistreri of the School District and Captain Wheeler of the South Police District.

Sanborn questioned whether the additional lighting at the South Transfer Point is an integral part of the camera installation. Gullickson responded no and advised that the request for additional lighting came from the Police District.

Golden was unclear as to what was before the TPC at this time. If this is the actual plan, he felt the emphasis on cameras was overdone. He recalled a number of years ago when there were problems on the bus serving Cherokee School and former Transit General Manager Paul Larrousse put together a plan that involved not only cameras but also the MMSD and the MPD. The plan took into account related procedures the School District could use to support Metro, such as having disruptive students lose their bus pass. Golden commented that while he didn't oppose the use of cameras, he didn't want to pay for technology that may or may not be necessary. Cameras need to be part of the South Transfer Point security plan but are not the entire answer. He expressed concern about the idea of having Metro supervisors stopping at the South Transfer Point to "monitor" things and felt it's a waste of time since they have no authority to enforce and will just have to call the Police Department.

Security on the school routes can be targeted by time of day. As far as other incidents, he felt the TPC needs more information to target what's going on. Golden was aware that targeting will likely move the problem elsewhere. He reiterated that he didn't mind cameras being part of the policy but it also needs to describe the role of the School District and the Police Department. He did not want to overdo it on cameras. In looking at the statewide survey, about half said the cameras were helpful. Gullickson confirmed that cameras are just one tool in the toolbox.

Golden felt there's a compelling reason for cameras at the South Transfer Point,

but the plan for cameras on buses needs to be more comprehensive when it comes back to the TPC. Debo explained that she didn't want staff to put a lot of time into this if it wasn't going to go forward. Metro brought forward to the TPC a comprehensive behavior policy that she hoped will make a difference. The security plan for the South Transfer Point was drawn up with the assistance of Ald. Bruer. Golden clarified that he was not suggesting that Metro spend hundreds of staff hours on this; but if there is a way to target where and when the surveillance happens, to that extent a thoughtful plan would be better than just throwing money and technology at the problem. What is the best way to eliminate as much of the problem as possible, knowing you won't be able to eliminate all of it.

Carlsen recalled when then the TPC voted on the ITS contract a few years ago ( Nov. 2002), the TPC alders did not support bus security cameras being included in the package and the camera element was removed from the resolution. He and other citizen members of the TPC were very disappointed about that action. At the time, Metro had cameras on some buses that served problem routes. Now the TPC is back to the same issue. Cameras are a needed tool to address the escalating problems on the bus. The TPC should not limit the resources available to protect passenger and driver safety. On an anecdotal basis, Hoag's personal experience was that he felt safer on a bus with a camera and the camera made a difference in the behavior of the riders. He felt many riders will react positively to having cameras. Hoag emphasized that it's not just the school routes and not just the transfer points that need cameras.

Paoni commented that there needs to be a balance of technology and people, and cameras can't solve everything. There needs to be a commitment from the Police Department and she expressed concern that they might not patrol the transfer point as often if cameras are installed. Debo advised that Metro has talked to the Police Dept. a number of times and the Chief is very supportive of Metro. During this spring when Metro was encountering the most problems, the Police Department was at the South Transfer Point on a regular basis. She did not anticipate their support changing and felt that cameras will simply augment what the Police Department is doing. Paoni asked whether the Police presence will be a line item in their budget. Debo did not think it would be a line item. She noted that Ald. Bruer was instrumental in bringing together a southside neighborhood group to monitor the South Transfer Point. She is very pleased that other parties are working with Metro to address the problem. The neighborhood group also supports cameras at the South Transfer Point and on buses as part of the approach to solving the problem.

Durocher reminded the TPC that this issue has advanced in large part because of the advocacy by Metro drivers. They are asking for cameras.

Motion by Sanborn/Hoag that staff continue the process to put together a more elaborate plan, including the framework of a bare bones, a middle of the road, and a more extensive plan. This will give the TPC an idea of what could be done with a varying number of cameras. Focus on the worst routes first, then expand. The TPC should have a range to look it. Motion carried, with Wong abstaining.

D.4. Metro Operating Budget discussion re: supplemental requests

Debo distributed a draft Metro Transit Budget Highlights. She indicated some of the numbers will likely change over the next couple of days before it's submitted to the Mayor. She solicited additional remarks from the TPC to incorporate. Debo reminded members that the Mayor has asked all agencies to reduce their budget by 3% and then submit supplemental requests to restore some of the items. A 3% cut would reduce the City's subsidy to Metro by \$248,800 from its 2005 level. As of today, the amount needed to maintain the existing level of service in Madison is \$365,200 more than the 2005 subsidy. This means that Metro needs an additional \$614,000 in the City's subsidy to maintain current transit service in Madison.

Debo reported that Metro is again requesting that the City pick up the cost of the Rhythm & Booms shuttle service. In 2005, the City provided financial support for this service from the Visitor/Room Tax. In the past, Metro had been taking a loss in providing this service, especially in 2004 when the event was rained out but Metro still had to pay overtime for the drivers and other staff. In 2005, the City reimbursed Metro for the net loss (expenses minus revenues), and Metro is requesting that this be done again in 2006.

At the Mayor's suggestion, Metro is requesting reimbursement to cover free fares on Clean Air Action Days. Debo stated the estimate is \$3,200 per day but this will likely change. The Mayor will have a budget line item to cover up to five free fare days.

Debo's memo breaks out the hours of service that would need to be cut if Metro doesn't receive the additional funding: the 3% cut (\$248,800) represents 4,593 service hours, and the increase in the City subsidy (\$365,200) represents 6,763 hours, for a total of 11,356 service hours that would need to be cut. If Metro's supplemental request is unmet or only partially funded in the Executive Budget, the TPC will need to hold a public hearing in October on proposed service cuts.

Debo pointed out that Metro is not requesting additional staff, even though it's one of the recommendations of the State Audit. Metro had hoped to get one full-time Planner position and one part-time Bus Cleaner position, but the request will be deferred until 2007. The Planner position would help with collecting and analyzing data from the AVL equipment.

Debo noted that the 2006 budget includes a 44% increase in fuel to \$679,451. She cautioned, however, that fuel prices depend on the volatility of the market and there is some exposure in the budget for this amount not being sufficient. If it's not sufficient, Metro will take steps during 2006 to accommodate the budget. She mentioned that as part of the 2006 Strategic Plan, Metro wants to move forward with recommendations on the West Side Study and offer some improvements on the west side, as well as some efficiencies. Metro may be able to include some reduction in service to cover a potential fuel overrun if costs exceed the 44% increase in the 2006 budget. Debo emphasized that she does not want to cut service if it's not certain that it has to be done - it will depend on fuel costs.

Debo reiterated that the supplemental request is what will be presented to the Mayor for review, with some changes to the final numbers.

Carlsen noted that the supplement request assumes a cap of five free fare Clean Air Action Days. Is there a cap in the 2005 budget? Debo indicated no, although

there was a limit of five in 2004. The five-day cap in the 2006 budget could change if the Mayor is willing to increase the number of days and funding. There have been four free fare dates so far in 2005. Sanborn asked if the \$3,200 per day reimbursement figure is realistic, and Debo indicated it's probably low. Metro staff has not had time to prepare an estimate with the new fares that just went into effect today. She noted that the Clean Air Action Days are free for those who pay cash or use tickets. Riders who use a 31-day pass or are part of an unlimited ride pass agreement do not need to swipe their cards. However, they are counted because the drivers push a button to count each person boarding. The number of people riding on a Clean Air Action day is then compared to the number riding on an average day. Sanborn wanted the reimbursement figure to be as accurate as possible, and he also wanted to know if Metro is actually seeing an increase in the number of riders on Clean Air Action Days. Debo acknowledged that it's difficult to determine whether the free fare day is doing any good as far as ridership. She reiterated that Metro takes a total count of riders on a free fare day and compares it to an average weekday. The unlimited ride pass contractors are charged for free fare days, based on an average day. Sanborn requested information on what the free fare days actually cost and do they really encourage more people to ride the bus on those days.

In response to Sanborn's question, Debo advised that the special event fee for Rhythm & Booms is \$3.00 one way and the shuttles are completely full. The shuttles run between the MATC parking lot and Warner Park, and after the fireworks show the buses leave in groups of seven. Sanborn remarked that given the popularity of the shuttle, Metro could be charging more. Debo advised that the fee went from \$2.00 to \$3.00 in 2004. It's necessary to charge even dollar amounts given the number of transactions handled by the drivers. If/when the adult cash fare goes to \$2.00, she would propose the special event fee be increased to \$4.00. Sanborn asked whether having the shuttles at capacity increases the cost to the City. Debo advised that Metro carries about 10,000 people with 50-60 buses. For 2005, the cost to the City for Rhythm & Booms was less than \$2,000 (expenses less revenues). The big problem occurs in years like 2004, when the event is rained out but Metro still needs to pay its employees. Having the cost of the service covered elsewhere in the City budget allows Metro to recoup their expenses.

For the Clean Air Action Days, Wong wanted to know how unlimited ride pass riders and ticket users are counted. Debo explained that the total riders are counted, and there is no breakdown by "regular" type of fare. The farebox is hooded, and the driver records each rider by pushing a button. Wong asked how the numbers would be apportioned if the City covers the cost. Debo indicated that Metro looks at the ridership on an average weekday, and the City would be charged for the average number of cash and ticket riders. Streit commented that Metro may be under-charging the City. Metro's assumption is that ridership on Clean Air Action Days mirrors an average day, but that doesn't take into account cash or ticket users who may decide to ride that day because it's free. Debo indicated that one of the purposes of the initiative is to market transit as free of charge, and the media has really done a good job of promoting transit use. It's hoped that there's a spillover effect that once new riders try transit on a free day, they will become paying customers. The other purpose is to help Madison and Dane County meet their clean air obligations. Madison is getting very close to non-attainment on certain days, and the free fare day is an opportunity to encourage people to use transit and leave their cars at home. Debo



acknowledged that it's hard to determine whether they have been successful in doing that. Sanborn requested that Metro compare ridership on free fare days to average weekdays to get an idea if there is new ridership.

Wong mentioned that the huge jump in fuel costs is driving Metro's budget problems, and he wondered if WURTA has plans to talk to the State about a separate emergency appropriation. Debo advised that WURTA is going forward with legislation that would substantially increase transit funding in the state. It's primarily related to fuel but also deals with other issues like employee health insurance costs going up at least 9% annually, etc. Some costs go up an ordinary degree, others go up an extraordinary degree, and State aid has not kept up. Wong asked that Debo keep the TPC posted on the progress of this legislation, and TPC members could contact legislators. Debo said she would provide updates. The enabling legislation is in the process of being drafted and basically is an omnibus bill that will include many aspects. The bill would provide a higher minimum than what's currently in the statutes and a percentage increase on top of that. The bill also covers some issues dealing with transit authority. It's a collection of things that WURTA wants to see improvement in regarding statewide transit. Wong confirmed that this would be a long-term funding bill rather than emergency funding. Debo advised that WURTA is also supporting a 1 ¢ increase in the fuel tax. She anticipated the legislation being introduced in December or January.

Carlsen echoed Wong's and Sanborn's requests for more accurate ridership counts on Clean Air Action Days. Metro now has equipment that can track what's going on. He suggested that unlimited ride pass cards be swiped to get a more accurate comparison to an average day. Golden asked if Metro's funding partners contribute to Clean Air Action Days and Debo replied no, it's a City program. Golden suggested that Metro calculate the portion of ridership coming from other communities and give that information to the Contracted Service Oversight Subcommittee. Perhaps the other communities would consider a voluntary contribution since Madison is subsidizing clean air for the entire region.

Paoni wanted to know what other special event shuttles Metro operates in addition to Rhythm & Booms. Debo replied UW football games, Kohl Center sporting events, concerts, etc. The Kohl Center pays the net cost of the shuttles (expense minus revenues). Metro makes money on the football shuttles. There are other occasional special events like Ironman, Blues Fest, etc. for which Metro breaks even or is paid. Rhythm & Booms is the only shuttle where Metro doesn't make money.

Paoni requested clarification of the narrative in item B of the supplemental request. Debo explained that Metro is asking the City to provide enough money to maintain the existing level of service in the city. If Metro does not receive the requested additional \$614,000, then some level of service cuts will be necessary. Debo noted that the \$614,000 figure will change somewhat in the next couple of days before the supplemental request is submitted. White remarked that Debo's earlier comments about the volatile fuel costs had her think that next year the TPC might be doing the same thing they just did last month - having to look at revenue measures before the City budget cycle. Debo interjected that the TPC will, not might, be doing this. White was very uncomfortable hearing that. She appreciated the proactive steps that Metro was taking and indicated it would be very helpful for the TPC to see monthly or bi-monthly progress reports on the

WURTA legislation or other steps being taken to address the gas situation. Debo responded that there's no fix for it. The TPC will be establishing a work group to address the long-range revenue plan, and Debo felt it would be worthwhile for the entire TPC to get progress reports from that group. But a solution will take some time. Debo reminded members that she has talked a number of times about what will happen with costs, and members have been provided the Revenue/Expense Project chart. Costs go up every year, and the gap between revenues and expenses gets greater each year. That is one reason why Metro had proposed a multi-year fare increase. The facts are that Federal funding has not and will not grow to meet transit needs; at the State level, WURTA is working on legislation that could be a tremendous help. White was pleased to see that the TPC will be forming a revenue task force because raising fares every year is not the answer.

Golden was very troubled to hear Debo's comment about the relationship between actions the TPC may need to take and the City budget. One of the things that bothered him most about the recent fare increase is that the TPC had to get out in front of the City budget before elected City officials acted, even though he had tried to avoid that to some degree with his comfort resolution. He recognized that it's up to the Mayor as to what appears in the Executive Budget, but one of the narrative bullets should be that the budget presumes "x" amount of revenue is needed for Metro from a fare increase or other sources. The Council can then debate that amount on budget night. The TPC will then know at the start of 2006 that they have to meet that target. It will also be known that the target was not the TPC's decision but they have to implement it. This year, there was an emergency because of the fuel overrun and the TPC had to take action before the budget, but Golden did not want that to happen again. If the TPC is going to be asked to do a fare increase again, let the alders debate it on budget night and whether to put the money in the budget. Debo pointed out that she has to submit her budget by mid-August and it must balance. Golden clarified that he was asking Debo to include in her budget submission, whether as a cover memo or somewhere else, that when the Mayor's budget comes out in late September or early October and for each agency there is a list of initiatives, changes and items of note, such as "this presumes a fare increase that will raise \$500,00." The Council can then debate it, and the TPC will implement whatever is adopted. Debo pointed out that 2006 fares have been "put to bed" so she presumed Golden was talking about the 2007 budget. She reminded the TPC that the 2005 Executive Budget included a directive that the TPC should look at a fare increase for 2006. Golden acknowledged that but said this time he wants it quantified. Debo advised that neither Metro nor the Mayor will have that information this far in advance. Golden responded it will have to be a guess. But he emphasized that if the Mayor wants the TPC to adopt something during 2006 for implementation in 2007, he wanted it in the budget. To put it another way, if there's nothing in the budget about fares for 2007, then the TPC is not going to be acting on fares in 2006. Debo stated she could add an item E to her supplemental request.

Wong was bothered by the fact that the TPC had to raise fares now rather than having the issue be part of the overall City budget discussion. As a rule, he would like to have fare increases happen in January.

Debo stated she will request the Mayor to give some thought to providing a direction in his budget narrative that can be debated by the Council. Golden emphasized that if the Mayor has an expectation that the TPC will take action on fares during 2006, then that instruction should be in the budget. Debo noted that

it might be broader than that since fares are only one tool, e.g., there are also service cuts, efficiencies, etc. Golden stated it wasn't his intent to limit it to fares, but any expectation of having the TPC modify revenues should be an instruction in the budget for adoption by the Council.

- D.5. [01749](#) Transit & Parking Commission Rules & Procedures, staff memo in response to motion made at 6/14/05 TPC meeting

Debo indicated it would be very helpful to her and Metro staff if the agenda packet deadline is not pushed up. Staff cannot get the financial information done any sooner due to the fact that the TPC meets on the second week of the month. She asked the TPC to consider retaining the same mailing timeframe, which is very similar to that for a number of other City commissions. Most if not all agenda enclosures are now available on the City's website the Thursday before a Tuesday meeting so members don't need to wait for the mailed packet.

Paoni wondered whether the Rules & Procedures should be amended to require that the agenda and enclosures be posted on the City's web site. Recording Secretary Phillips remarked that posting the agenda and enclosures is a City directive.

Motion by Sanborn/Golden to accept the report, carried unanimously.

## E. NEW BUSINESS ITEMS

- E.1. [01763](#) Metro Progress Report on 2004-2009 State Performance Audit Recommendations

Debo indicated that WisDOT conducts an audit of Metro every five years. The most recent one was completed in 2004. The TPC and Common Council receive annual progress reports on the recommendations contained in the audit. Debo remarked that some of the recommendations are controversial, such as the key recommendation to create a separate Transit Commission. [Debo will send a copy of the audit to new members McCabe, White, Radomski and Sanborn and also to Golden.]

Durocher explained that WisDOT conducts an audit of all State transit systems every five years since the State provides funds to the systems. The audit is very thorough and provides a context for comparing Metro to peer transit systems around the country. The report before the TPC outlines Metro's progress on the recommendations contained in the audit.

Motion by Golden/Sanborn to accept the report; carried unanimously.

- E.2. [01762](#) Metro Paratransit Program Progress Report

Crystal Martin, Paratransit Program Manager, introduced herself to the new members and indicated that she usually appears before the TPC each year to give a progress report. She explained that the ADA provides for paratransit service for individuals who can't use fixed route bus service. Paratransit provided 237,000 trips in 2004, and many of those trips were to/from work. Martin was very proud of what Metro is able to do. She briefly reviewed the report.

#### SERVICE STANDARDS

- One of the most pressing issues is whether rides are on time. The on-time performance chart shows that about 50% of trips are early, slightly less than 50% are on time, and a small number are late. Late is defined as more than 20 minutes past the requested pick-up time.
- Metro monitors how long callers wait on the phone since the Feds view phone capacity as an area where transit systems might limit capacity by limiting callers' ability to book trips. Metro is very careful to make sure that people are not on hold too long, and the average wait is just under over one minute.
- Metro also monitors the eligibility process. The eligibility criterion for paratransit is that the rider is not able to use fixed route. Fixed route buses are equipped with lifts and securement straps to accommodate wheelchair users and to make fixed route as accessible as possible.
- Paratransit applications will be mailed upon request and are also available on-line.
- The paratransit service area is three-fourths mile from fixed route service. An on-line map is available to help riders know if their pick-up/destination is within the service area.

#### PERFORMANCE INDICATORS

- Ridership increased almost 4% in 2004.
- Only about one-third of trips involve a mobility device. The rest are ambulatory riders who can be accommodated with regular sedan-type vehicles.
- Most trips are for people going to/from work, so it's very important that service be on time.
- Costs continue to increase for contracted service, usually due to increases in employee wages and benefits.
- Metro closely monitors cancellations and no-shows to watch for efficiencies and to identify if riders are abusing the system. The no-show rate has been maintained at about 2.4% over the past few years, despite growing ridership. The cancellation rate has increased slightly, which Martin felt is a good sign that riders are calling ahead and canceling rather than just "blowing off" the ride.
- Metro itself provides about 25% of the trips and the rest are provided by the contractors (Transit Solutions, Badger Cab and Laidlaw), who are doing a great job.
- Riders have to call by 4:30 p.m. to request next-day service.

#### OTHER

- The ADA Paratransit Plan Oversight Subcommittee became the ADA Transit Subcommittee and updated its composition and duties. The ADATS would like to start doing outreach in the community. Its new duties include issues related to fixed route accessible service.
- Staff continue to make progress on the Trapeze scheduling software.
- Report includes a progress update on the WisDOT audit recommendations related to paratransit.

Martin was looking forward to another year of making paratransit services faster and smarter and being part of the community.

Wong commented that in the chart showing on-time percentages by vendor, it appears that Badger's early and on-time experience equals more than 100%.

In response to a question about the service area, Martin explained that ADA guidelines define the paratransit area as within three-fourths mile of a fixed route. Debo pointed out that Metro's fixed route service is extensive and 97% of the population is within one-quarter mile of service, so there are very few paratransit service gaps in Madison. Durocher further explained that when someone calls for service, their pick-up and destination addresses must be within three-fourths mile of a mainline bus route. He believed the ADA set this criteria on the assumption that an ambulatory rider would not use bus service if the closest stop was more than three-fourths mile away.

Wong mentioned that he's seen paratransit vehicles pick up one person and wondered whether the vehicle could then switch to fixed route service on its way to the rider's destination, and anyone waiting for a bus could get on. He felt this would be a way to provide more service at no extra cost. Martin indicated this would entail a service redesign. Carlsen noted that the vehicles often do pick up other paratransit riders, and dispatch tries to batch rides. Martin also noted that the vehicles must have enough capacity for mobility devices.

In response to Carlsen's question, Martin stated that 3,075 people are certified as eligible for paratransit service. Customers are recertified every three years, with the recertifications staggered throughout the year.

McCabe questioned the on-time standard since 20 minutes after the requested pick-up seems late to her, especially if the rider is trying to get to work. Martin advised that at the time the trip request is made, the rider is told a trip length that includes a 20-minute window to allow for the possibility of picking up/dropping off other riders during the caller's trip. Martin confirmed that the actual pick-up time is to be within 20 minutes of the requested time.

Paoni wanted to know how paratransit is dealing with the increased fuel costs. Martin noted that most paratransit rides are provided through the contractors, whose price is fixed in the contract. The contractors have not asked Metro to address the fuel price increase, and the fuel increase for the Metro paratransit vehicles is reflected in Metro's overall budget. Martin advised that Metro will be going out to bid in the fall for the contracted service, and the picture could be significantly different than what it is now. Paoni asked if the new contracts would be signed by the end of 2005, and Martin replied yes.

Durocher wanted to know how much of Metro's approximately \$40 million operating budget goes to paratransit. Debo stated that the figure will be known in the next few days when Metro finalizes its cost allocations for the budget. Some items are a direct cost to paratransit while other items are shared costs. She estimated that paratransit is about 33% of the operating budget.

Durocher asked whether Martin had any information to report on the ADATS meeting in August. Martin stated that Metro Finance Manager John Etzler talked to the subcommittee about Metro's overall budget and considerations that went

into making recommendations.

On behalf of the TPC, Durocher thanked Martin for her presentation.

## F. TRANSIT AND PARKING REPORTS

- F.1. [01756](#) Parking Utility June 2005 Revenue Report, Key Statistics and July Activity Report

Staff from Parking was not present. Wong wondered about the urgency of building the mid-State Street Ramp given the low year-round occupancy rates at the Overture (47%) and State Street Capitol (70%) ramps, which are only a couple of blocks away. He was concerned about the City's priorities - they just raised bus fares and the City is throwing millions of dollars at a parking facility that doesn't seem to be necessary. Sanborn agreed but felt the likely answer is that the new ramp is necessary for mid-State Street shoppers because the two ramps are too far away.

Motion by Sanborn/McCabe to accept the report, carried unanimously.

- F.2. [01764](#) Metro YTD June Financial and Monthly Performance Indicator Reports

Motion by Sanborn/Carlsen to accept the report.

Wong asked Debo if she was worried that some routes are showing a decrease in ridership. Debo replied that what's down is the UW student route (25,000-30,000 riders), and she attributed this to the shifting detours of the campus route (Route 80), making it difficult for students to know where to board. The campus bus has been off its regular route for over a year. This may affect other routes that serve the campus as well, but the biggest impact is on Route 80. Wong pointed out that overall system ridership is down by 2% compared to 2004. Debo noted that Metro watches ridership throughout the year, and at the end of the year she expected to see an increase over 2004, noting that ridership has been increasing each of the past four or five years.

Wong wondered about Route 19, which seems to have been going down for a while. Debo stated that staff will watch it during the course of the year, but she did not have any specific information as to what might be causing the ridership drop on that route.

In response to Radomoski's question, Debo advised that Metro flags the least productive routes (performing below 60% of the system average) and when Metro puts together its proposal for service cuts and efficiencies, something from these low productivity routes usually pops out.

Paoni pointed out that with next month's chart it will be more difficult to compare 2004 and 2005 since the 2005 data will have each route separated out. Debo confirmed that the tracking is substantially improved, especially for interlined routes. Now, ridership for interlined routes is grouped together, e.g. Routes 37 & 38. But with the new equipment, it will be possible to analyze data for each separate route.

Motion carried.

**G. REPORTS OF OTHER COMMITTEES/COMMISSIONS/AD HOC GROUPS (presented for information only)**

Motion by Radomski/Sanborn to accept reports G.1. through G.7., carried unanimously.

- G.1. ADA Transit Subcommittee - 7/7/05 minutes
- G.2. Contracted Service Oversight Subcommittee - 7/28/05 meeting
- G.3. Parking Council for People With Disabilities
- G.4. Long Range Transportation Planning Commission - 7/21/05 minutes
- G.5. Mid-State Street Parking & Mixed-Use Facility Evaluation Team
- G.6. State Street Design Project Oversight Subcommittee
- G.7. Joint Southeast Campus Area Committee

**H. GENERAL DISCUSSION ITEMS**

- H.1. General announcements by Chair

Durocher asked for a volunteer to replace Ken Streit on the taxicab permit denial appeal since Ken was unable to serve. Sanborn volunteered to serve with Radomski and Durocher. [Ed. note: it was subsequently determined that Sanborn was ineligible to serve since the ordinance states the appeal subcommittee must consist of the TPC Chair, one citizen member, and one alder member.]

- H.2. Chair appointment of TPC members to ad hoc group to work on developing a long-range revenue plan for Metro

Durocher reminded members that the motion adopting the Metro fare structure included a provision to establish an ad hoc group of TPC members to work on a long-range solution to get out of operating in a crisis mode. The suggestion had been for two alders and two citizens, although he did not recall if this was stated in the motion. Radomski was the seconder of the main motion and it was his understanding that the friendly amendment accepted as part of the motion was to establish a task force/subcommittee but that the composition was left open. He has talked to the Mayor's office about this and some questions were raised about the composition, charge, scope, etc. Radomski was willing to draft a proposed outline of the group and bring it to the TPC for discussion and approval at the next meeting. He will check with the City Attorney's office on quorum issues/ open meeting requirements, etc. White offered to work with Radomski on drafting the document.

Paoni asked for clarification of the group's purpose. White explained that while discussing the fare increase for 2005 and 2006, it was clear that Metro's deficit is going to continue to grow and that the fare increase was just a quick fix. The group is being established to look at a long-term answer, and the task will take more time than what's available at the regular monthly meetings.

Durocher confirmed that Radomski and White will draft a document outlining how the work group will operate (charge, composition, etc.) for inclusion in the next agenda packet. Appointments to the work group will be deferred until that meeting.

## ADJOURNMENT

Upon a motion by Wong/Carlsen, the meeting adjourned at 7:30 p.m.