



City of Madison

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

Thursday, September 13, 2012

12:00 PM

215 Martin Luther King, Jr. Blvd.
Room LL-110 (Madison Municipal Building)

1. CALL TO ORDER / ROLL CALL

Staff: Drew Beck, Wayne Block, Ann Schroeder, Chuck Kamp

Guests: Mike Cechvala

Present: 7 -

Ken Golden; Steve Arnold; Ahnaray Bizjak; Bruce K. Sylvester; Mark M. Opitz; Darwin Ward and Margaret Bergamini

Excused: 7 -

Susan M. Schmitz; Rick Rose; Rindert Kiemel, Jr.; Bill Burns; Shawn Stauske; Mick Howen and Jacquelyn M. Dahlke

2. APPROVAL OF MINUTES

Arnold moved approval of the minutes; Opitz seconded. The motion passed by voice vote/other.

3. PUBLIC COMMENT

There was no public comment.

4. DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

5. [27576](#) Financial Update

Attachments: [7-2012 financial performance.pdf](#)

Block said we are still generating reserves. That is partly associated with a year-end appropriation from the city based on erroneous adjustments they made. We're still not too far under budget if we don't look at that adjustment. We have been over budget most of the year due to fuel, but that is starting to

change because of locking in a price July 1st. We get about 40,000 gallons a month at \$3.03/gal and the rest at \$2.68/gal. We should now continue to be under budget. Next year all of our fuel will be at \$2.68/gal. We do not pay state sales tax on fuel.

We're over budget in bus parts. We had to purchase \$70,000 worth of mirrors to retrofit the entire fixed route fleet. Also, we sold the rest of our Orion 1994 buses and still had a large stock of parts for those buses. We sold the parts for less than the \$80,000 they were worth, so we had to write that off. If it weren't for those two things, we'd be quite a bit under budget in bus parts. We continue to do better each month in salary and benefits now that drivers are at full staff.

Fixed route revenues are up. Passenger revenues are under budget, but fixed route is over budget. This is due to an influx of paratransit ticket sales last year before the higher agency fares kicked in.

Golden asked about a potential paratransit revenue problem based on the advent of Family Care replacing the current Medicaid waiver program. Kamp said we should have Paratransit Program Manager Crystal Martin give an update at our next meeting on the brokerage program through Logisticare and other paratransit items. Golden said that there is a regulation that if there is a third party paying the fare, you can charge more than the fare.

6. [27582](#)

Member Budget Updates

Kamp said the Mayor has released the capital budget. It included funding to purchase land for a satellite bus facility. We are looking at a few parcels. We don't want to be too specific due to real estate speculators. Golden said he is concerned that there needs to be input into the configuration of the satellite facility. He understands why it needs to be a closed process. Many experts think there should be two facilities on either side of the city. This would decrease deadhead time. Knowing the city history of looking on the cheap for land, he wants to consider what is best in the long term for Metro. If the decision process is totally internal, that will be problematic. One way to avoid this problem is to establish site criteria – future growth, deadhead time, etc. Weight the criteria in some fashion. Then ask people like Transit and Parking Commission and Contracted Service Oversight Subcommittee members for input on the criteria. Then the rest of the process can be secret, but it follows what stakeholders want. The other idea is to have a non-disclosure agreement with external people who can be on the selection committee.

Arnold said this seems like an operations research problem before it becomes a real estate problem, so he echoes Golden's comments. Kamp said Metro has been involved with City real estate, so they have some experts, but he has also taken notes of these suggestions. Also, Bergamini mentioned the 2005 facility study Metro had done. Arnold suggested employees could bid for their reporting location based on seniority and where they live.

The operating budget will be released by the Mayor the first week in October. Golden said at a previous TPC meeting, the grant to purchase 15 buses was announced. He has been trying to lobby the Council to add local funds to

upgrade to hybrid buses. Alder Clear is optimistic that an amendment will be introduced and could pass. Arnold loves the fuel price we have negotiated, but he's concerned that we don't stop with our fuel efficiency efforts just because we have a good price for a year and a half.

Members shared information about their budgets.

Ward said UW is not doing their budget until the end of this year and beginning of next year.

Opitz said Middleton has started the process earlier than usual on department requests. They had public hearing yesterday, and only three people showed up. If everything were to be funded, it would be a 15% increase, so there will probably be cuts across departments. They were asked to submit 1%, 2% and 3% cuts. The budget for transit was more than 3% less than last year, so he anticipates they will fully fund their share.

Sylvester had nothing to report about Verona.

Arnold said Fitchburg has a mayor's budget, but it hasn't been released. Bizjak believes the transit estimates have gone into the budget, but she believes there needs to be some cuts. Arnold said they will probably be under pressure to do something to the Route 59. It will probably be up to transit advocates to stave off cuts.

Bergamini and Golden had no update.

7. [27577](#)

Partner Share Update for 2013

Attachments: [2013 partner share calculation.pdf](#)

The cost of salaries, a cost of living increase, anticipated health insurance increase, will mean increased expenses, even with fuel savings. The bigger reason for a share increase is that we've budgeted for less service overall due to the University's 10% service cut, so that drove the cost per hour amount up quite a bit. Everything else is fairly consistent with the way it's been done in previous years.

Kamp said as members get updates on their budgets, we'll share those with each other. Bizjak asked if all partners will be getting close to a 15% contribution to the contingency reserve by the end of this year. If so, does next year's share include the 4% for the reserve or a reduced amount? Block said his chart doesn't include contingency. What was mailed to the partners did include it. We aren't sure yet if it's necessary to include that. He put it in to have that information available. Block said he doesn't know if we will include 4% in quarterly invoices or not. We will keep a contingency update on the agenda. Golden said we had discussed keeping the 4% in the budget so we wouldn't have to ask municipalities for an increase in the middle of the year. Then they would get a rebate. Arnold said he remembered the idea being municipalities would be asking for the money for the following year to replenish.

In addition to discontinuing the use of “subsidy”, Arnold would like to discontinue the use of the word “deficit” and use “share” because it is more positive.

8. [27578](#) Farebox Data Issue Update

Attachments: [March 2012 lost ride data updated.pdf](#)

Block and Beck worked on a short description to explain the farebox data problem we experienced. Block said in March we had an issue with the hardware that records ridership. We accumulate a lot of additional hardcoded information from our fareboxes above what the fareboxes can give us automatically. GFI can easily obtain the type of card used, but not the individual pass number. It can tell us the route, but not the stop. We have to mine for that information using GFI and the TransitMaster system. That failed so the download was not occurring. If too much information starts building up on the bus, the detailed information is lost. We use the detailed information for our monthly ridership reports. In March, the information was not included in the reports. We can reconstruct that information for the missing 25,000 rides, but right now the current reports are underreported. We are reconstructing that data and the ridership reports will be updated. We can tell how many UW passes were used, but we can't tell which individual pass was used. Only certain buses failed; we will be able to tell which routes they were once the information is reconstructed. There was a server problem so that buses that didn't max out their capacity for information still had the detail; those that maxed out their capacity returned only a summary.

The lost ride information is about 3/10 of a percent. Some of those rides were for partners who don't collect detailed information such as the City of Madison. Some partners such as UW, which bills sub-affiliates based on their pass range, do use the detail. For Commute Cards, we will not be able to attribute rides to each business. This error won't affect partner revenue because we will be able to tell what route each ride is on.

9. [27579](#) Ridership Reports

Attachments: [Route Productivity Jun12.pdf](#)
[July 2012 ride revenue.pdf](#)

Ridership is up overall 0.9% and without the route 80s up about 3%. Cash fares continue to increase. Arnold asked if we can determine the affect of reduced UW service. We can't yet because that didn't start until August 26th. We would expect slighter increases. Cechvala asked about 10-ride card usage decreasing. Block said lots of students use those, so it decreases when school is out. Cechvala said that didn't happen in 2011. Block said revenue is recorded when we sell the pass, and ridership when the ride is taken. So you can see some months where people buy lots of passes. Bergamini noted that ride counts on the 80s can include a huge margin of error because no fare media is used to record; it relies on accuracy of drivers pushing the button.

Ward said also there is a detour that doesn't allow the bus to go up the hill. Ridership could drop because some of it was to ride up the hill. Arnold said ridership could be affected by the moped policy. Ward said she sees a lot of moped parking in the city right of way. Also, she sees lots of bikes so people may be riding bikes rather than mopeds or busing.

10. [08290](#)

Reports of Member Communities/Institutions

Ward (UW) – They just finished employee mass bus pass distribution – about 10,000 – which is an increase of 1,000. UW has a consultant on board getting ready to release a survey that will ask how people get around campus, what they want to see, etc. They will also be conducting focus groups to study campus bus service, accessibility issues and make recommendations. They are gathering information from students, employees and visitors to campus. There will be public meetings in November, and the report should be out early next year. She hasn't heard complaints about changes to campus bus service. They have been stockpiling old bus shelters, and it's time to get rid of them. They will have 5 to 7 shelters that will be sold at a SWAP auction. They are similar to the shelter at the corner of Observatory and Walnut south of the roundabout.

Cechvala (MPO) – There was a bus rapid transit (BRT) public information meeting on Monday. About 90 people attended. There was general support for the idea. They had two meetings Tuesday with the same presentation targeted toward policy makers such as alders and a technical workshop. The consultant is hoping to get into more detail, but there was a good discussion about alignments and what was feasible. They will debrief with the consultant and decide on next steps. There has been discussion about whether to have more service to the airport when it has low ridership. Golden got the feeling there was more skepticism about including the north arm as BRT. One big thing in Cleveland was center stations; our plan included very few center stations or anything that took right of way. There was also discussion about the north side going up Sherman vs. Packers and whether BRT should be where ridership already is vs. where it could be based on development. The MPO has put together a chart of current boardings per mile in a graph. The identified corridors pop out.

The BRT study will cost service out, but not suggest a funding source. Funding can come from a RTA or somewhere else. We would need to be very careful if diverting funding from regular bus service to BRT, particularly in light of Title VI requirements.

There is a TDP meeting on September 18th. Bus Size Study proposals are due on Friday.

Opitz (Middleton) – They made slight changes to Route 70 so that it extends west to serve the new Middleton Outreach Ministry. They are looking at options for lighting bus shelters. They did a community satisfaction survey and asked about transit service; they got good feedback.

Bizjak (Fitchburg) – They have a construction project at Post Road connecting to the east side of Fish Hatchery Road, so it will connect the City of Madison with the stub of Post Road. That should be open in October. There is a new

five building apartment development at the Highway 14 interchange. Arnold said there is also a 180 unit apartment development that has gone through permitting process. Because there would need to be a resolution for the November election for Arnold's increased transit service proposal, it won't be happening at that election.

UW (Bergamini) – Mass student pass distribution will be completed tomorrow. They opened a new dorm complex on the west side of campus.

Golden (TPC) – He is also a Capitol Area Regional Planning Commission member. On Monday they are having a forum for all municipalities in Dane County to discuss the role/future of the commission. Severe cuts and little support from Dane County executive have put the group in jeopardy. The meeting is at 5 PM at CUNA. The annual Regional Planning Commission conference is coming up November 14th.

11. ADJOURNMENT

The meeting was adjourned at 1:29 PM.