



City of Madison
Meeting Minutes - Amended
TRANSIT AND PARKING
COMMISSION

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

Tuesday, March 14, 2006

5:00 PM

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

Item F.1. was amended to reflect that White, not Paoni, nominated Tim Wong for the position of Interim Vice-Chair.

A. CALL TO ORDER

Present: Kenneth Golden, Noel T. Radomski, Carl D. Durocher, Amanda F. White, Tim Wong, Sharon L. McCabe and Kenneth M. Streit

Absent: Jed Sanborn

Excused: Kevin L. Hoag and Diane L. Paoni

Alder Sanborn arrived at 5:25PM, and Diane Paoni arrived at 5:40PM.

B. APPROVAL OF MINUTES - 2.14.06

A motion was made by Wong, seconded by Radomski, to Approve the Minutes. The motion passed by acclamation.

C. PUBLIC COMMENT

None.

D. TRANSIT AND PARKING REPORTS

D.1. [03125](#) Parking January 2006 Revenue Report

A question was raised related to the Overture Center ramp, where occupancy went up 5% over past year. It was clarified that though rates were kept low at certain ramps to encourage the public to use them, rates could be adjusted midterm, once a ramp's full capacity was reached.

Although not directly related to the report, Golden mentioned some suggestions he's made to Parking staff, to install meters on certain streets as might be appropriate, where now there is either no parking or parking with no meters. He encouraged other members to promote this idea, which would help increase revenues to the Parking Utility and enable the City to collect more property taxes from the Parking Utility.

A motion was made by Golden and seconded by McCabe to accept the report. The motion passed unanimously.

D.2. [03127](#) 2005 Taxicab Report

Durocher explained that the City now issues cab licenses for 2 years, and that this 2005 Taxicab Report is the annual report of status required during the 2-year licensing cycle.

Durocher mentioned that no one from Traffic Engineering/Parking was available to discuss the Report, and suggested that members could either refer the Report to the next meeting, or they could accept the Report as is.

A motion was made by Golden, and seconded by Radomski to accept the report, with a communication to Staff (David Dryer) strongly suggesting that a Traffic Engineering /Parking staff member be available at Commission meetings whenever items related to Parking and taxicabs are on the Agenda. The motion passed unanimously.

Roll call is recorded at this point to reflect the arrival of Alder Sanborn and Diane Paoni.

Present: Kenneth Golden, Noel T. Radomski, Jed Sanborn, Carl D. Durocher, Amanda F. White, Tim Wong, Sharon L. McCabe, Diane L. Paoni and Kenneth M. Streit

Excused: Kevin L. Hoag

D.3. [03154](#)

Metro YTD Performance Indicator Reports to TPC 3.14.06

Metro Transit General Manager Catherine Debo pointed out several items:

- Ridership is still going very strong. The month of January '06 shows that ridership is 11.8% stronger than last year.
- Fares-by-type Report shows Metro is earning more revenue by consequence of more riders than earlier anticipated post fare-increase.
- Regarding the Annual Revenue Hours Report (1984-2005): In the last 2 years, Metro has encouraged the City to fully fund Metro so it didn't need to reduce service, which has given Metro the time it needed to nearly complete the Southside and Westside Route Restructure Plan.
- Regarding the 2005 Cost Breakdown (shown in a colored pie chart), members were invited to add a note that Total Expenses for 2005 were \$41,954,056.00. Also, notably, the portion of expenses that went towards Administrative Services, Supplies, Buildings and Grounds, and Fixed Assets, etc. were virtually nothing.

Debo also pointed out some updated numbers on the revised Paratransit Performance Indicators report to include an additional provider, Badger Bus. Debo also noted that while the 5% growth in Paratransit ridership in January is lower than the previous 7 months, it is still an appreciable number, and the trend in growth remains strong.

Debo explained an item in the Fixed Route Performance Indicators report. The report shows that Metro receives 50% revenue from state and federal funding, as compared to 62.9% funded to "peers". Federal funding is allocated on a formula basis, and a major element of this formula is population. Because Metro provides twice as much service as its population peers, its federal funding doesn't go as far. Fortunately, state funding makes up for what Metro doesn't get in federal funding.

In response to a request, Debo said she would continue to periodically report on the new Verona route, which should be impacted by the Epic move. She

observed that the level of ridership in Verona is higher than anticipated.

A motion was made by Golden and seconded by Sanborn to accept the report.
The motion passed unanimously.

E. OLD BUSINESS

E.1. [03153](#) Metro West/South Route Restructure Report

A member of the public, Ted Voth, Jr. , spoke before the group about this item. Voth lives on Williamson Street, and on a recent Sunday night, he ran into a young man waiting for a bus in front of the Ace Hardware on Williamson Street. When Voth told him it was Sunday night, the man's face fell and he started walking. Referring to Agenda Item E2, Voth felt that cameras on buses would be good; and referring to Item E3, he felt that county-wide Metro service would be good. Looking at Item E4, he commented that, rather than figuring out a tricky marketing strategy, Metro just needs to provide good bus service. Because he lives on Williamson Street, he was most concerned about service via bus lines #3 and #4 on Jenifer Street. When he saw that listening sessions were being held about route restructuring, he noticed that no meetings were scheduled on the east and north sides of town. Although he is glad to see route restructuring on the south side of Madison, he doesn't want to see cuts in service on routes #3 and #4 on weekends. Unfortunately route cuts affect worst the people who need the buses most, such as people who don't have cars and who may work late at night. We need to give these people good bus service. Voth added that Metro should (at least) continue to run route #3 and #4, with one on the hour, one on the half hour. One good thing Metro has done has been to stagger these schedules.

Debo introduced Agenda Item E1, the Metro Status Report on West/South-side Route Restructure Plans. She said that this has been a 2-year effort, and that the purpose of the neighborhood listening sessions has been to tweak restructure proposals to respond to what they are hearing. Metro is getting good input, which is making a difference in how Metro is developing its final proposal to be presented at a TPC hearing in May or June. Debo added that Metro will shortly have more detailed info about the proposals on the buses and on their website, to which bus riders can respond and provide input. Debo stated that the purpose of this effort has been to stimulate ridership, through some improvements (identified in the report). She said that Metro wants to find efficiencies, rather than to make outright service cuts. These efficiencies have been designed to improve service, as well as to reduce costs.

Debo said that the restructure proposals being presented today by Colin Conn of Metro, would focus on weekend service. With detailed route information contained in the written Status Report, following are highlights of Conn's presentation and related discussion:

- A goal of restructuring has been to make weekend service look a lot more like weekday service.
- Some changes reflect an effort to use more direct, timesaving routes.
- Sunday service will remain the same, except for eliminating the first trip on every route but continuing to provide needed service for more riders at the end of the day.
- A problem encountered in restructuring Route #5 was to get buses across

town in 37-38 minutes. To reduce its “cycling” time from the East Transfer Point to the South Transfer Point, Route #5 will now travel down West Washington (rather than via Park/Johnson/State Streets).

- New Route #13 (replacing part of old route #5) will run from the STP to the Square serving State Street, and will also run down Olin Avenue (to the new pool). This plan eliminates bifurcated routing and creates simpler schedules in these areas.

- Members expressed concern that Metro could make riders more aware of bus stops where transfers might be made. Debo mentioned that the Trip Planner now helps riders identify these points, but added that Metro is looking at developing a symbol for mapping, to show where a number of routes serve a given point. Members suggested communicating this information through signage, announcements/loudspeakers, and route maps.

- Debo commented that people using the bus on weekends are people who need to use them, and they are happier if they can get to a point in time to make a transfer than they would be if forced to wait 15 minutes. With weekend service, Metro emphasizes transferability.

- Conn discussed the weekend restructuring of old Route #3/new Route #7, once again facing the issue of moving buses across town (ETP to WTP) in a timely manner, while maintaining levels of service, especially in the Jenifer Street corridor. He noted that Route #3/7 will now be available every half hour all day long, 7 days a week.

- A concern was raised that weekend riders from streets between Lake Monona and Atwood Avenue will need to walk up to Atwood to catch the bus; and that regular weekday riders might use the buses more on weekends if the service were more convenient in these areas. Debo noted that ridership falls drastically over the weekends and Metro doesn't have the funding to provide weekend service like it does for weekdays (such as Route #38 service to this area). There is no current routing to Rutledge on weekends.

- Another question was raised about not having a bus stop at Olbrich Gardens, and a suggestion was made to possibly survey the staff at Olbrich Gardens to find out how visitors are getting there: by car, walking, or by bus.

- Debo explained what is meant by the term “15-15-30” service, using Routes #3/7 and #4 as an example. Right now, Routes #3/7 and #4 arrive one on top of the other every half hour. With the proposed changes, their schedules will be offset from each other. The effect will be that one bus arrives at 15 minutes, the next one arrives 15 minutes later, and a third bus arrives a half hour after the second.

- New weekend Routes #6 and #7 are now “opposite” of each other. They are not leaving the transfer point at the same time so they won't reach Regent Street one on top of the other.

- Some new weekend routes on the west side include: revised Route #8; Route #67,;and another unnamed route (Route 68), which would travel opposite Route #67, from WTP via Tokay, West Towne, Watts Road to Target-West, eventually returning to the WTP via Old Sauk Road and Capitol Avenue. A Metro ridership study of weekday use to the Sitel/Deming Way area showed an excessive amount of service, and Metro has pared back there.

- Weekend routes for the south side include: Route #18 (via Reetz); and a half loop for Route #18 (via Tokay).

- A concern was raised that weekend service support major employment centers to promote weekend ridership.

Debo announced two date changes for Listening Sessions shown on page 1 of “

Route-by-Route Changes” (among Item E1 materials): the meeting at Broadway/Lakepoint has changed from March 29th to March 30th, and the meeting at District 15/16 will be March 29th. Metro will share more information at the next meeting about what they are hearing at these sessions.

Debo added that they are still scheduling Listening Sessions and are open to suggestions for additional sessions. Responding to a member request, Debo said she would look into setting up a meeting at the Wil-Mar Center.

When asked about the Allied neighborhood Listening Session, Debo said that people identified a need for two weekday express runs from the West Transfer Point to the South Transfer Point, to the North Transfer Point, where the Job Center is located, so that people can get across town faster. People go to the Job Center for training, often on a daily basis. Metro is looking into this, and would likely be able to get a grant for 50% of the cost, however the balance of cost would likely have to come out of existing services.

Durocher pointed out that the Commission did not need to act on Agenda Item E1 , since the presentation was informational.

E.2. [03135](#) Metro Update on ID Cameras at Transfer Points

Debo reported that Metro has received bids, is currently looking at equipment, and will be considering best and final offers. Metro will continue to update the Commission about this process.

E.3. Transit Update: Transit service expansion; survey areas in Madison, Oregon/Stoughton and Cross Plains surveys; status of Madison surveys; McFarland discussion

Debo noted that surveys have been received from the four survey areas, as follows: Black Hawk (38), High Point/Raymond (96), Cross Country (59), and Marsh/Siggelkow (25). More specific information will be provided after analyzing them. Metro has also received many surveys from Oregon (mainly through the website). The Cross Plains survey will be going out in April, and Metro will be meeting with village officials in McFarland, to discuss their interest.

Durocher then asked Debo about the latest announcement regarding her non-renewal of contract. Debo replied that she'll be here through September because she wanted to stay through the route re-structure which is a huge project, made all the bigger by the requirements of the data entry related to the GPS system. Debo would like to have a public hearing about this in possibly May or June, so that the different parts of the effort can be pulled together and restructure can be implemented smoothly. Since Debo has spearheaded expansion efforts in other communities, she wants to follow-up on those efforts - completing the tallying of survey results, following up with people in those communities, and holding meetings with the State regarding funding, such that implementation of those services could be achieved in a 2007-08 timeframe. She will also submit the budget in July. Though hesitant to provide numbers on this yet, from what she can now see it appears that Metro should be able to meet its 2007 budget needs, with a combination of new revenue from growth in ridership and the fare tariff changes - coming in around \$800,000, and with another \$500,000 coming in savings due to route restructure. She would like to leave Metro in good fiscal and budgetary shape. She would also like to finish work on three unlimited ride pass agreements coming up for renewal, and some things related to hybrid buses.

Debo concluded by saying that by finishing these items, she will have completed the things she needed and wanted to accomplish at Metro. Although it's always hard to move on, she said that it would be good for her career to move on and face new challenges. Also, for the Mayor who has a particular interest in public transportation, this will be an opportunity for him to pick his own person: He has certain goals, which will be best served by that, and this works for both parties.

E.4. [03136](#)

Metro Strategic and Marketing Plans for 2006

Debo said that the Strategic & Marketing Annual Plan is being used right now, and suggested that this may be all that needs to be said and done about it right now. She said that some items discussed at the first retreat could be added now or after the next retreat when other items might be added as well.

Debo noted three items from the first retreat: introducing express or limited stop services, improving core area services, and interest in a downtown circulator service. Debo felt that route service changes addressed the first two of those items. Debo expected that part of the Parking discussion at the next meeting will include the topic of a possible ramp shuttle, which would be designed as a circulator route and funded through Parking. Because of funding restrictions, she feels that this would be the only real opportunity for a circulator at this time. In response to a question about an expanded circulator route, Debo said that such a route couldn't go too far afield because it needs to make sense from a Parking standpoint, and that Metro and Parking are trying to fashion a workable plan.

With regard to overall planning and the retreat process, Golden suggested several items for members to consider:

- Complete all of the retreats before finalizing the Plan
- Look at opportunities for Metro to collaborate with shuttle services at the UW, to look at possible overlapping services and efficiencies
- Support Metro's efforts to reach out to communities surrounding Madison
- Consider an ordinance change to make one of the seats on the TPC represent the CSOS (or that Chair's designee), so CSOS will be more closely connected to the TPC
- Look at the Commission's role with regard to the Mayor's resolution proposing an ad hoc committee on long-range transit planning
- Monitor and advise the Transport 2020 process, particularly its Finance and Governance Subcommittee, which is discussing how a future commuter rail system would be governed (i.e., the role of Metro and of various governmental entities in this), and how it would be financed (i.e., with mechanisms that could take us away from the property tax)

Golden concluded by saying that he hoped these various matters would be addressed in the strategic plan at some point.

Golden moved that the Strategic and Marketing Annual Plan be referred until after the next retreat. Paoni seconded. The motion passed unanimously.

F. NEW BUSINESS ITEMS

F.1. Election of interim Vice-Chair (to serve until organizational meeting)

Durocher updated members about Chris Carlsen's resignation and the need to

elect a new interim Vice-Chair until the TPC's annual organizational meeting in May or June. He also noted the Mayor's appointment of Duane Hinz to the TPC.

White nominated Tim Wong. Durocher asked (3 times) if there were any other nominations. A motion was made by Streit to close nominations, and seconded by Sanborn. The motion passed unanimously.

Golden moved that a unanimous vote be cast for Wong. The motion passed by acclamation.

- F.2. [03059](#) Authorizing the Mayor and the City Clerk to enter into an agreement with Radio Engineering Industries for video surveillance system for fifteen (15) buses.
A motion was made by Radomski, seconded by McCabe, to **RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER**

Debo recommended that the TPC pass the resolution, which would be very helpful to Metro employees out on buses and to the transit system to follow up when there is misbehavior on the buses. In response to a question, Ann Gullickson of Metro said there would be 4 cameras per bus, on 15 buses, with installation occurring after the contract is awarded, probably in late spring or early summer.

The motion passed by acclamation.

- F.3. [03138](#) Metro Old-New Retreat Report

Wong moved, and Sanborn seconded to accept the Report. The motion passed unanimously.

Chair asked members they wanted to do about setting up additional Transit and Parking retreats. A suggestion was made to set up another Metro retreat, and then one for Parking. After some discussion, one date for another Metro transit retreat was set: Saturday, April 29th, from 12:30-4:30PM. Debo will contact the Facilitator and try to get the same location as before. It was decided to add an item to the April agenda, to set up a date for the Parking retreat.

- F.4. [02983](#) Authorizing the Common Council to accept ownership of two neighborhood signs from the Burr Oaks Neighborhood Association.
A motion was made by Golden, seconded by McCabe, to **Return to Lead with the Recommendation for Approval to the BOARD OF PUBLIC WORKS**. The motion passed by acclamation.

- F.5. [02954](#) Report summarizing the discussion of the Pest Management Advisory Committee.

A motion was made by Golden, seconded by McCabe, to Return to Lead with the Following Recommendation(s) to the PEST MANAGEMENT ADVISORY COMMITTEE

Debo noted a Memo from Ms. Gullickson at their places indicating that, contrary to information in the resolution, Metro had in fact submitted to the Public Health Department a 2005 Pest Management Plan which included a Pest Usage Report for 2004.

A motion was made by Golden and seconded by McCabe to accept the report with a note that Metro had submitted a 2005 report. The motion passed by acclamation.

F.6. Contract negotiations for Unlimited Ride Pass Agreements for UW, MATC and Edgewood College*

***NOTICE:** Upon approval by a majority of members to do so, the Transit and Parking Commission may go into closed (executive) session when it considers item F.4., pursuant to sec. 19.85(1)(e) of the Wisconsin Statutes which reads as follows: "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business whenever competitive or bargaining reasons require a closed session.

Before considering Agenda Item F.6. and going into closed session, members decided to take care of the remaining agenda items under G. and H. After the action on these items was concluded, members proceeded to Item F.6.

A motion was made by Golden, and seconded by Radomski to go into closed (executive) session.

Durocher called for a Roll Call, as required for votes going into a closed session. The motion passed unanimously, as follows:

Ayes: Sanborn, Wong, White, Paoni, Golden, McCabe, Radomski.

No one from the public wanted to speak to this issue, before the session was closed.

Durocher said that he had received a legal opinion from the City Attorney's office saying that TPC members who hold unlimited bus passes (such as UW bus passes) may not be permitted to vote on this issue; they may attend the closed session, but shouldn't vote.

Golden responded that this legal opinion had not been put in writing. Therefore, he moved to challenge the ruling of the Chair. Durocher restated that the ruling had been challenged, and that no second to the motion would be required when challenging the Chair's ruling.

A vote was taken to challenge the Chair's ruling.

Ayes (to oppose the Chair's ruling): Sanborn, Wong, White, Streit, Golden, McCabe.

Nays (to support the Chair's ruling): Paoni.

Radomski abstained on the vote because of his position at the UW.

Members went into closed session at 8:08 PM to discuss the terms of Unlimited Ride Pass Agreements soon to be negotiated.

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

Golden moved to accept all of the reports without discussion except to separate the ADA Subcommittee minutes for some discussion. Streit seconded. The motion passed unanimously.

Golden referred to the ADA Transit Subcommittee discussion about Medicaid reimbursement to transit utilities for medical trips, and suggested contacting former Transportation Commission Chair, Jim Cobb, who supervises this program at the state level. Durocher said he would follow up with Nora Cashin about this.

- G.1. ADA Transit Subcommittee (Jan. '06 Draft Meeting Minutes attached-No meeting in February)
- G.2. Contracted Service Oversight Subcommittee (No meeting in February)
- G.3. Parking Council for People with Disabilities (Meeting Minutes attached)
- G.4. Long-Range Transportation Planning Commission
- G.5. Mid-State Street Parking & Mixed Use Facility Evaluation Team
- G.6. State Street Design Project Oversight Committee
- G.7. Joint Southeast Campus Area Committee

H. GENERAL DISCUSSION ITEMS

- H.1. General Announcements by Chair

a. Rescheduling TPC September and October meetings to avoid meeting when the BOE is considering the annual City budgets (per ordinance ID 02324 enacted 1/19/06)

The Commission rescheduled their September and October 2006 meetings to the following dates: Thursday, September 14th and Thursday, October 12th.

Wong made a motion to move the September and October meetings to these dates, and Golden seconded. The motion passed unanimously.

- H.2. Commission member items for future agendas

Durocher pointed out that the terms of 4 TPC members would expire in April. He asked if any of those whose terms are expiring are interested in be reappointed. Everyone indicated that they would like to continue, and Durocher said he would advise Pam Williamson in the Mayor's Office of this.

ADJOURNMENT

The meeting adjourned at 8:45 PM, after members came out of closed session.