



# City of Madison

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

## Meeting Minutes - Approved TRANSIT AND PARKING COMMISSION

*PLEASE NOTE: This meeting can be viewed in a live webcast of Madison City Channel at  
www.madisoncitychannel.com.*

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Wednesday, August 13, 2014

5:00 PM

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

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Please note: Items are reported in Agenda order.

### A. CALL TO ORDER/ROLL CALL

Vice-Chair Bergamini called the meeting to order at 5:03 PM.

**Present:** 7 - Lucas Dailey; Chris Schmidt; Anita Weier; Margaret Bergamini; Ann E. Kovich; Kenneth Golden and Kate D. Lloyd

**Excused:** 4 - David E. Tolmie; Wayne Bigelow; Gary L. Poulson and Amanda F. White

Dailey arrived at 5:18 PM, during Item E.2.

### B. APPROVAL OF MINUTES

A motion was made by Kovich, seconded by Schmidt, to Approve the Minutes of the July 9, 2014 meeting. The motion passed by voice vote/other.

### C. PUBLIC APPEARANCES - None.

### D. DISCLOSURES AND RECUSALS - None.

### E. TRANSIT AND PARKING QUARTERLY REPORTS

#### E.1. [35108](#) Parking: July 2014 Activity Report, June Revenue-Expense-Occupancy Reports - TPC 08.13.14

Parking Operations Manager Tom Woznick reviewed items in the July 2014 Activity Report.

- YTD Rev/Exp: Revenues were up 6%. Operating expenses were up 2%. Operating income was up 8%.
- Cap Expenses: Ongoing remediation would last through late Sept-early Oct. Judge Doyle Square was in negotiations. Purchase of handholds was ongoing.
- Multi-space transactions in July were 96K, close to the highest usage ever, with 62% on credit cards.
- Multi-space installations: The 95 now would soon be 100. Ten more would be delivered in Sept. and 50 more would be purchased next year.
- Smart Parking Blueprint: Staff had been working over past few years to create a Smart City in terms of parking technology, as identified in the bullet points, inc. expansion of multi-space meters, conversion of single-space, replacement of PARCS, continuation of pay-by-cell, improved signage,

consideration of new technology (sensors) and car-sharing models.

Kovich liked the direction in which Parking was headed.

E.2. [35110](#)

Metro: YTD Performance Indicators, Financial Report & Performance Measures, Rider-Revenue-Fare Type Reports, Customer Feedback Reports - TPC 08.13.14

Metro General Manager Chuck Kamp highlighted items in the Quarterly Reports.

- YTD Fixed stats, now with % change: Ridership was up 4.3%; good news. Vehicle miles were up 2.8% due to added service. Passenger accidents were up due to slip/falls during icy winter. Vehicle accidents were down 21.3% (inc. chargeable/preventable), which was good to see. Vehicle inspections were up due to higher service levels. Inspections done on mileage basis. Road calls were down due to 20 new buses.

- Route Productivity: Remained even, while at the same time managing overcrowding issues along University Avenue. Without UW routes, ridership increased by 2.1%. Looking at June alone, ridership was up 5.5%.

- Route 2: To relieve overcrowding, 15-minute service had been added on the west side; ridership was up and productivity was down = less overcrowding.

- Route 10: The +609% change also reflected efforts to relieve overcrowding; the 300+K rider increase there, more than offset the 150+K loss on Routes 14, 15, 56, 57, which they wanted to be more commuter routes. So even though Route 14 was down, that was part of their design to concentrate more riders on Route 10.

- Route 75: Circled the Square and went to Epic. Just added a trip there. Many of Epic's employees lived downtown. With productivity up 53%, they had asked for more service. Newer than Route 55, it was already outperforming 55.

- YTD Paratransit: Slight increase of 3 slip/falls, two in June. Overall, accidents were fairly flat. Increased inspections reflected more service miles. No-shows in June were up 100+. No-shows now included late cancels, since a driver was brought in and a vehicle was readied. Reg's allowed late cancels to be called no-shows; and a penalty was associated with it.

- Paratransit Indicators: Looking at ride providers by each provider, Metro Direct was providing more service with new vehicles; up 3K to 27K. On-time performance was above industry standards, with service provided within 15-minute window. Would check why Abby Vans had slightly higher complaints per 1,000 than others; now taking non-urgent medical transportation.

Having just read news article suggesting that the south side was being underserved by transit, Golden thought this was unlikely, esp. knowing this area quite well; but wondered what data could be used to respond to this. Kamp discussed Metro's Title VI plan required by the FTA and recently approved by the TPC. Using census tracts to identify/define areas of low income and high % of minorities, Title VI looked at how transit systems managed changes to these service areas.

In their report, Metro described how they had worked through the changes to Route 18 last year, to address the fact that it was late 20% of the time. They ended up with two options; changing the route and reducing the frequency a bit during the PM peak. Kamp thought that when they got an answer from the FTA, they would get a sense if the FTA believed Metro was serving these areas properly, both in terms of service changes and fare changes. He said he would

update them more definitively then, but thought that generally they were meeting the requirements of Title VI. He would want to look at the editorial more closely.

Kamp also mentioned the color-coded maps prepared by staff that showed concentrations of service as well as underserved areas, such as Owl Creek previously, which was also included in their report.

Kamp continued reviewing the reports.

- Financials: The \$271,329 in Reserves reflected positive revenue performance, driven by the ridership increase, resulting in Passenger Revenues \$269,448 over budget.
- Performance Measures: The handout (attached) showed WisDOT's most recent annual benchmark report. Back in 1990's, the Legislature required DOT to track these six performance measures, using a peer analysis and standard deviation process. As shown, Metro was inside all the standard deviations. DOT was now updating the charts.
- In the 2000 National Transit Database, the operating cost/trip was \$2.80. In 2014, Metro's cost/trip was \$2.80, which showed that increases for diesel fuel and labor costs were being offset by ridership increases, which had kept their cost/trip very flat even compared to 14 years ago.
- Passenger trips/revenue hour had increased 50% from 26 in 2000, to 39 in 2014.
- Fixed Route Revenue-Ride Comparison: Revenue as up from \$6.399 to \$6.553 million, due to the increase in ridership from 7.574 million to 7.897 million. They were on track to hit 15 million mark for rides.
- Fixed Route Revenue-Ride % Changes: Certain revenue categories, such as Day Passes were down; but other revenue categories, such as Cash Fares and Unlimited Passes, were up. Overall, revenue and ridership were up.
- Customer Feedback: Total comments YTD were down from 2,102 in 2013 to 1,905 in 2014. The biggest change was under Planning, largely because of service changes in 2013, per drop in "Comment-Service Design", from 160 to 51.
- Prompt Response Report: Based on responding within 10 working days, the largest category, Fixed, had a 96% response rate.
- NAR Report: NAR meant they could definitively determine that the driver was not assigned responsibility. YTD, 500 were NAR, based on their investigations. Employees appreciated this documentation since it meant they were not subject to discipline; an example of how cameras and technology were helping employees.
- An NAR "compliment" might have been one in which the compliment couldn't be confirmed; perhaps a certain bus number was identified, but in fact that number wasn't running at that time.
- When asked about possibly normalizing the comments by driver hours to see what was tracking up/down over the years, Kamp said that perhaps they could show something similar to Paratransit, like number of complaints/million rides.

## F. NEW BUSINESS ITEMS

### F.1. [34449](#)

Breaking barriers and building opportunities by providing child care and transportation to support paid internships.

Common Council Legislative Analyst Heather Allen discussed the resolution and answered questions.

- The resolution was generated out of the demographic change report done in 2013.
- One of the three recommendations of that report was to help disconnected youth ages 16-24 (inc. low-income youth, youth of color, youth with disabilities), to rebuild career pathways through work experience and networking that City internships provided.
- To implement this effort, they were recommending the Council support childcare and transportation for City interns as needed. In some cases, that support was not needed. This would just fill a gap, to further eliminate barriers for people wanting to be interns.
- They didn't anticipate significant cost.
- Eight weeks of childcare would cost \$2,500. The Council had yet to determine how this would be implemented. They didn't expect this to be a large volume of people. One way would be to prioritize interns on the list of childcare assistance, who could be bumped to the top and taken care of during their internship. This would have no budgetary impact.
- Transit cost would range from \$14 to \$58/month. Many interns already got bus passes, and this was meant to catch those that might otherwise fall through the cracks.
- So the resolution would have limited budget impact. It was primarily a policy statement.

A motion was made by Kovich, seconded by Weier, to Return to Lead with the Recommendation for Approval to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE. The motion passed by voice vote/other. [Please note: Without objection, Agenda Item G.5. followed this item, out of agenda order.]

- F.2. [34442](#) SUBSTITUTE - Authorizing the Mayor and the City Clerk to enter into an agreement with MillerCoors, LLC to accept a financial donation of \$10,000 to help cover the costs of a free ride event on ~~August 30, 2014~~ October 25, 2014. The agreement includes an indemnification clause.

Homecoming would occur on October 25, 2014. A motion was made by Kovich, seconded by Schmidt, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

- F.3. [35111](#) Metro: Resolution No. TPC-45, regarding extra trip on Route 75 - TPC 08.13.14

Kamp pointed out that the added trip was the 7:57 AM bus from Pinckney and Main, which occurred right at the end of the AM peak. The first bus coming back to the garage was now assigned to Epic. If Metro had more available buses at the AM peak, Epic would like purchase more service. This was an unusual situation, where they had work with Epic quickly. Metro would not normally do this with other service changes without approval first. But with Epic's rapid growth, Metro had appreciated having some flexibility to respond and hoped they could keep doing that. Kovich/Weier made a motion to approve the resolution. The motion passed by voice vote/other.

- F.4. [35087](#) Creating an ad hoc Parking Strategic Plan Committee.

Schmidt/Golden moved to approve the resolution with the Golden amendments, as shown in the document distributed to members (attached). Schmidt said the intent of the resolution was to follow up on the Parking Sustainability Report, to bring some stakeholders, policy makers and TPC

members together to take the next steps outlined in the resolved clauses, to look at certain areas of interest, and hopefully complete its work by June 2015, in time for 2016 budget. Golden's amendments seemed to refine the general idea, and he had no concerns with them.

Golden discussed his amendments. The intent of changes to the 5th Whereas was to conceptualize what was meant by many parking choices, to give the committee a little more guidance. The 3 bullet points in the Resolved's were important issues that the committee should deal with.

- As they began replacing garages, the Utility would be going into debt. One kind of bonding provided a lower rate, but placed limitations on monthly parking. The other kind of bonding charged a higher rate but allowed more flexibility. The committee should again look at the options and make a decision.
- Previously when we leased to employers, we required them to develop TDM programs. Now we didn't require this, because the Utility needed the revenue.
- The third item was explicitly aimed at starting/ending times for meters. It wasn't reasonable to stop charging at meters at 6 PM on Friday and Saturday when they were in the highest demand. The Utility needed the money to build facilities. Its purpose was also to provide parking. Pricing was one way of creating availability.

Golden didn't think these changes were inconsistent with the original resolution. Schmidt had done a good job drafting it. The changes would just give the committee guidance.

Kovich thought that the original, more general language (i.e., many parking related choices), offered more options. She wasn't in favor of being more specific about what the committee should do, which limited the parking choices and what could be done and studied. She also wondered how the TPC fit into this. She felt it was important, as a Commissioner, to be involved in the process.

Regarding the role of the TPC, Schmidt said that the committee would report back to the TPC, and a third of its membership would be TPC. But the idea was to bring in other stakeholders as well. There were different ways this could have been done. They could have formed a subcommittee; the effect would have been the same; they would have wanted to add stakeholders from the outside. Functionally, they went the ad hoc route because it was easier to define what the group was supposed to do and when. Along with more visibility and focus, an ad hoc committee could be given a deadline (vs. spinning out of control and running on for years).

Regarding the other changes, Schmidt said whereas clauses contained descriptive language. He didn't see that as excluding any options, because the actual actions were in the resolved clauses. Kovich suggested amending Golden's language to add "including but not limited to:" Golden said he would second Kovich's amendment: His intent was not to limit; it was to clarify and target. The motion to amend Golden's language passed by voice vote/other.

When asked, Schmidt said that unless specified otherwise, appointments to committees defaulted to the Mayor. Golden also noted that the resolution mentioned three alders, but didn't specify whether they were to be TPC alders

or alders in general. This was fine, but he wanted to point that out. Schmidt said he had left that open, because he didn't want to guess which alders would want to serve on the committee. He added that Anne Monks and Tom Woznick did a lot of the work on the resolution initially.

Returning to the main motion made by Schmidt, seconded by Golden, to Return to Lead with a Recommendation for Approval with the Following Recommendation(s) to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE:

To amend the 5th Whereas clause as follows:

[Strike out: Whereas, the Walker report and the staff report have identified many public parking related choices that should be considered as part of a Parking Utility Strategic Plan for the coming one to two decades;] Replace with: Whereas, based on the recommendations in both the Walker report and the Staff Report and discussions by the TPC, there are many public parking choices facing the Utility and City. These fall into the following areas, including but not limited to:

- Facility placement construction: Both reports proposed replacement of current facilities but did not consider a potential role for the Utility in servicing the extension of the current downtown that has begun in the East Washington/Capital East Corridor and on South Park Street/Fish Hatchery Road.
- Financing options: These include extending the time when fees are required at meters to take reflect the reality of when there is high demand at street meters, to consider variable pricing strategies for different locations depending on demand and other strategies that would increase Utility revenues and better manage scarce availability. Financing options also include considering different debt instruments trading higher interest rates to be paid for greater flexibility in how facilities are used. This would permit higher proportion of monthly leases which can be conditioned on Transportation Demand management program participation.
- Partnerships: Some of the Utility's existing facilities provide service to other public entities such as Lake /Francis providing services to the Kohl Center and Memorial Union. Capital needed to replace these facilities could be provided by the entities that benefit from the Utility's facility in such cases.

To add the following to the 3rd Resolved clause, after the bullet point about pricing flexibility and at the end:

- Pricing flexibility and surge pricing at meters and garages to maximize revenues while considering the special needs of the retail community as well as equity for downtown workers and shoppers;
- Add: Establishing starting and ending times for meter coverage that better reflects periods of high demand;
- Opportunities and options that may be created by changes in the ownership and use of automobiles; and
- Add: Strategies for financing the debt the Utility will incur when constructing new or replacement facilities;
- Add: Defining the role of the Utility in promoting Transportation Demand Management programs for public and private employers in the greater downtown; and....

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The motion passed by voice vote/other. [The entire Body of the resolution as amended and approved by the TPC is attached to the Legislative File.]

**G. INFORMATIONAL PRESENTATIONS AND DISCUSSION ITEMS**

**G.1. [35113](#) Parking: Information about car-sharing services (inc. car2go model) - TPC 08.13.14**

Registrants were invited to speak. Josh Johnson, Location Manager of car2go, Minneapolis-St. Paul, MN, described some key elements that made Madison the right fit for car2go, and what benefits the service would offer Madison.

- car2go was a point-to-point, free-floating car-sharing service. Members could find the nearest car, drive it where they wanted to go, and leave the car there, allowing one-way trips.

- The service was complementary to the existing public transportation system in Madison, allowing private cars to be used less often. Members often reconsidered or sold their personal vehicles and drove less, reducing the impact on parking and traffic congestion and ultimately the environmental footprint.

- The service was simple to use. Once members signed up, car2go paid for gas, parking, insurance for the person.

- Along with B-Cycle, the bus system and other car-sharing services, car2go offered another option to get people around the system and provide some flexibility in transportation choices. It could also provide first-mile/last-mile gap filler as well, getting people from place to place using multiple modes.

- The density of Madison and transportation attitudes here about alternatives to car ownership here lent themselves to people adopting a point-to-point service, which would offer another good option. As the city continued to grow and demand on the transportation system grew, the service could fill gaps, in parts of city that may be underserved by public transportation or where it was strained.

- People 18 years old and up could sign up for the service. With the strong campus presence and the demographics of the city, their service would be a convenient and complementary transportation option, among others in Madison.

- Though not sure how many people took their car with them to go the next leg of a trip (beyond Point A to B), 70-80% car2go members had transit passes, and 35-40% regularly used public transportation in conjunction with their trips.

Having recently briefed five central alders, Woznick wanted to share info with the TPC about the car2go model, which was unique compared to other more familiar car-sharing models like Zip Car or Community Car.

- car2go offered point-to-point service: People could pick up a car and drop it off anywhere within the boundaries of their "Home Area". Convenient, simple and easy, this might be appealing to people vs. having to drop off the car at a specific location, which may not be near where they wanted to go. Several policy issues were involved.

- RP 3 Program: This would be most impacted in the highest density areas/zones (as shown in the handout attached). With 100-150 new car-sharing vehicles in these areas and with people yet to choose a different alternative, initially there might be a negative perception about having more vehicles and less spaces available. But the demand for spaces would be reduced over time, by taking little-used vehicles off the street because people could choose a different option like paying a per mile rate to use a service like car2go.

- Revenue sharing: Collection routes in CBD suggest that a recommended compensation (avg rev/space plus separate cost for parking in RP 3) would be approx. \$2,142; but that was yet to be negotiated.
- Operators: Operators with other car-sharing models would be impacted. But car2go was different, with a point-to-point model.
- State statutes: They didn't currently allow for permanent reserving of on-street public parking spaces beyond time restrictions. Statutes would have to be changed to allow a point-to-point model like car2go.
- Home Area: They requested that this be the entire City of Madison, so as not to prevent underutilized areas from having access to this type of service.
- Cities with car2go included such coldweather and university cities as Columbus and Minneapolis.
- Apps allowed users to locate or reserve vehicles. Members used a prox card to get in/out of vehicles.
- Some were concerned that this might compete with transit. But data showed that usually it complemented transit. Many customers used both transit and car-sharing to avoid owning a vehicle.
- Looking at the sample pricing, it was apparent that people weren't likely to use car2go as a car rental service because it would be quite costly. People used the service to travel only a few miles.
- car2go had answered some questions raised at the previous briefing. Happy with the answers for the most part, the City would continue to discuss and promote the idea of making the entire city the Home Area from the get-go.
- While hundreds of people were using Community Car and Zip Car, after little more than a year, car2go had 11K registered members in Twin Cities and over 12K members in Columbus, which indicated the potential for significant impacts in terms of use by customers and the way people thought about what was available.

Members had the following questions:

- (Kovich) Had these cities themselves looked at how the service had impacted transit over time?
- (Golden) Had the service been marketed directly to colleges; and if so, what impact did it have on students choosing not to bring cars to school and instead to use the service (reducing the number of cars on streets)? Perhaps contacting the colleges (UW and Edgewood) to ask them to release some spaces in their facilities could help overcome the inability to reserve on-street space.

Michael Mikos, Director of Strategy from car2go, Austin, TX, made the following comments.

- Having started mid-year, this coming fall would be the first time they would be able to reach out to freshman in Columbus at the beginning of the year. They could have some data to share sometime next year, as to how successful that was.
- Roughly 35% of the members in Columbus were students.

Anne Monks of the Mayor's Office said a couple policy issues needed to be clarified, from the Mayor's and the central Alder's perspective. An RFP would be needed, not to assume who the car-sharing service would be. The development of an RFP would also help resolve some policy issues, such as RP 3 and whether there would be spaces reserved. The briefing was meant to provide some background; some process and policy issues would need to be resolved going forward.



Woznick answered questions regarding the current residential parking permit program and State Statutes. Cities were permitted to establish residential parking permit programs. Car-sharing was not included as a potential exemption. State Stats would have to be changed to give the City the ability to allow a car-sharing service to go beyond time restrictions similar to how they now allowed residential parkers to do so. As mentioned, they were looking to do an RFP, part of which would ask the prospective car-sharing bidder to lobby the state to allow the City to have such a program.

Though not suggesting that they not pursue a statute change, Golden cautioned about opening Pandora's Box. Twenty years ago, West High didn't have enough parking for teachers and they explored the idea of creating reserved parking, but ran into the same State Statute. If State Stats were changed for car-sharing services, other potential users (such as teachers and nurses) would ask wonder why they couldn't also have an exemption.

One idea Golden suggested at the time was to "vacate" a parking lane on a certain street, so it was no longer a "street" but instead was just part of the land. Based on the reaction of the Transportation Director at the time, he thought this could possibly still be done. He thought there might be options that wouldn't involve changing State Stats, but might involve losing the status of "the street". It would still be a piece of private land the City owned that happened to be adjoining the street.

Weier noted that the State had reserved parking around the State Capitol. Woznick said the State owned that space. He said he had info from ACA Doran Viste about the specific State Statute, which he would forward to members. It explained why car-sharing was not currently an option. Golden asked for a hard-copy map of all the RP 3 zones.

Bergamini posed some questions to consider long-term: Would this program be accessible to people with disabilities? Since the University would be part of the market, how would this work with international driver's licenses? Would there be a review of insurance policies as was done now with legal cab companies?

Bergamini also wasn't sure why they would have to have a permit on this. If Community Car wanted to set up an app, and they required people to park in a spot that was not restricted or that had liberal restrictions or had arranged to have the car picked up shortly, that was already legal/possible/permissible. Car2go was advertising a particular car, a particular app, a particular pricing structure, and a particular arrangement with the City. If she wanted to offer a similar service with a different fleet of cars, how would she need permission from the City?

Woznick said the idea for an RFP would be to potentially include all bidders. Car2go had agreed to come to provide info about their service specifically because of how their model was different. This was not to say that the City would only want car2go. But the City was interested in car-sharing, and in the model car2go used. Other vendors could come forward, and over time the City would determine the policy of how this would work for all vendors. It was interesting to see how car2go did business and how their model had been successful. And we had the type of market like many of those where they had

been successful.

Woznick also added that when members saw the info from ACA Viste, they would see that the City would not necessarily be opening Pandora's Box. Specific language could be added to the statute (Milwaukee did this around the UWM), that would detail of the type of service being allowed. The impetus here was car-sharing, which would have an impact on transportation and could minimize people having to buy vehicles. It offered something unique that the City was interested in. We would be asking for a change to the statute that was specific to car-sharing.

Golden said he agreed that the legislation could be tailored not to open Pandora's Box. His point was that people would be coming to ask that they open Pandora's Box. Having past experiences with this, socially valued people like teachers and nurses would to park near their work, without being ticketed/towed. If the City were willing to make an exemption for one laudable purpose, maybe it would make them for others as well.

Bergamini clarified that she thought in many ways, this was a terrific idea. She knew of at least one car-sharing service in Madison, who would love to be able to do this with parking. She appreciated staff pursuing this and arranging the presentation.

G.2. [35114](#)

Metro: Demonstration of new fare boxes, by Dave Eveland, Metro Info Systems Coordinator - TPC 08.13.14

Kamp mentioned that the Council and the TPC had previously approved a \$3.5 million investment in upgrading Metro's 25-year old fare boxes. The new boxes went into service the previous week, and many staff members had played a role in that.

Metro Info Systems Coordinator Dave Eveland discussed and demonstrated the new fare boxes. (Please see Channel 12 video of August 2014 meeting, for the live demonstration:

<http://www.cityofmadison.com/citychannel/meetings/tpc/> )

- The procurement process had been lengthy, but the implementation had been quite quick.
- Though not completely problem-free, they had had very few problems with implementation.
- The boxes had gone into service on Aug. 2-3.
- The boxes were made by the same company, GenFare of Elk Grove, IL, who were able to provide good service and get here quickly.
- Thus, they were able to transition to the new boxes very easily. All functionality on the old fare boxes existed on the new ones, in almost an identical manner.
- Drivers had a key card, to show which button to push to register a fare if the box didn't do that properly. They hadn't needed to make one change to this, which made for a seamless transition for that.
- The new boxes were validating vs. registering (like old ones). Validating meant they could make sure a dollar bill was actual US currency.
- The driver's control unit was oriented to the driver. The passenger saw a screen on the fare box, which the driver also saw on the control unit.
- Once the driver was logged into the system, passengers could board and begin putting in their money (either side up or down). After \$2 was inserted, it defaulted to an Adult fare, and the box beeped to register a fare.

- If a different type of fare was needed, the driver could push a button to indicate that; i.e., the \$2 could be indicated to show two senior/disabled fares.
  - Drivers could issue a transfer upon request. Transfers now worked like a 2-hour unlimited pass, and could be used on subsequent trips. But they couldn't be used on the same bus. If someone tried to do so, an automated voice from the box clearly announced that the transfer was not valid.
  - Other denominations of money up to \$20 could be used to cover more than one fare. The box didn't offer change or change cards. The box could dispense a transfer with value on the card, though it wasn't Metro's policy currently to do so. Currently, if all the money was not used up, the passenger would lose the change.
  - Coins, including pennies, could be used. Previously, slugs would be registered as a coin. Now, the voice would say the coin was not accepted, and the slug would be returned.
  - All the unlimited ride passes in the system currently could be used. If they were expired, the voice would say the card was not valid. Like now, the boxes could activate a 31-day pass, which could be used for the following 31 days.
  - Every pass was uniquely coded on the magnetic strip. They could produce detailed reports of when/where each pass was used.
  - From these, they could determine how many rides a transfer resulted in; though they couldn't tell if a transfer had been passed from one person to another.
  - Because the new boxes do what the old ones did, the transition had been relatively simple and passengers adjusted easily.
  - They still had to work through some issues. Infrastructure at the garage required all new vaults and bins for transferring money to the money room.
  - Once some of this was resolved, they could look at the new functionality of the boxes.
  - For example, the new boxes had smart card reader/writer device. Once enabled, it could register a fare by either taking value off or validating a ride pass.
- It could also interact with smartphones to read and register fares. QR codes could eventually be used. They would be investigating other advanced features as they moved forward.
- They were excited about the prospect of exploring other types of fare payments.
  - During the procurement process, important stakeholders were invited to see what different vendors offered. One feature people wanted was the ability to use the cards of their institution for fare payment. UW faculty/student hoped to be able to use their UW IDs. Though some issues still needed to be worked out, they would be able to use their IDs, or put sticker on the IDs to make them function.
  - When buses returned to the garage, each fare box was hooked up to a computer probe, which retrieved fare data. If info re: a new fare structure or if cards needed to be added to their "bad" list, this would be entered into the fare box.

Kamp mentioned that people with bad or deactivated passes would be issued a day pass and told to see their institutions for a new card; and drivers could hold onto to the card. When they moved to a student ID, they would use a different process. Using a photo ID with a chip, fraud would be reduced. But since occasionally the IDs wouldn't register correctly, they would have to develop a procedure to deal with that.

Transit Service Manager Ann Gullickson described the replacement of 200+ fare boxes that took place over just one weekend. With staging areas set up, they removed old boxes at one station, and installed and wired the boxes at another station. They got it down to 14 minutes per bus. By Monday morning, they had 214 boxes ready to use with all the current passes. Supervisors served brats and hot dogs to the installers; they had a fun weekend. Kamp pointed out that some vendors had predicted the installation to take up to six months, so they were astonished when Gen Fare said they could do it in a weekend; which factored into their criteria. Bergamini thanked staff for their work on this effort.

G.3. [34723](#)

Metro: Update on proposed changes to Metro Leased Space Policy - August Draft - TPC 08.13.14

Transit Marketing & Customer Service Manager Mick Rusch said that incorporated the suggestions made at the last meeting. The draft now included language about non-profit 501(c) organizations; and gentler wording about limited packages, allowing for alternate packages as space allowed.

Rusch mentioned that Gary Poulson had sent an email about some confusion in the last section related to the appeal process. The newest version said an appeal could first be brought to Rusch (Mktg & CS Manager); which if necessary, could then be appealed in writing to Kamp (General Manager); followed by taking it to the TPC. All these changes would be reflected in a final version when presented as part of a Council resolution.

Golden suggest that the second bullet under "Copy Standards" should include language to say that ads that promote voting or advertise dates of elections would be permitted. Members agreed that this should be added.

G.4. [35115](#)

Metro: Update on Ladders of Opportunity Initiative grant - 08.13.14

Transit Finance Manager Wayne Block reported on the status of the grant.

- Originally they were going to ask for two hybrid buses to provide more service to Epic and UWH-East. They were now asking for eleven.
- The grant was aimed at low-income workers, and both Epic and UWH had such employees.
- And they were now asking for three diesel buses, because they were so short of available buses and wanted to maximize the number of buses they could get. According to their maintenance manager, the new diesel buses were getting fuel economy close to or better than what hybrids were getting (better than 25-30%).
- They decided to request a bit more because they continued to run into the ceiling of not enough buses to provide the service being asked of them.
- After figuring that pushing the boundaries would not jeopardize their chances, they made a request for eight regular buses, for the regular replacement cycle. With MAP-21, if the funding they would receive next year and after was the same as they had received in the past two years, they would quickly come to the place where they could not replace the buses they needed to, in order to keep the fleet operational.
- They had identified replacing 15 buses per year, and next year, they would be able to replace 15 buses. But in future years, it would be much more difficult for them. So they decided to obtain as much funding as they could. [Please note: Kovich left at 7:08 PM, at this point in the meeting.]
- They were also planning to purchase vans that Metro would lease to the

YWCA. They had incorporated this into an application to the MPO to utilize STP funds for that purpose. But because the grant addressed getting low-income people to job centers, which the YWCA specifically did, Metro would try to get the money from this fund, thereby freeing up the STP funds. If they got this grant, they could tell the MPO they didn't need the money from STP.

- \$100 million would be made available through the grant, a lot of agencies would be applying. They would hope for the best, but they weren't sure exactly what the FTA would be looking at. They hoped their request would grab their attention.
- The application had been submitted by the deadline of August 4th, and the FTA acknowledged receipt. But the FTA had no timeline for when they'd be making a decision.

Kamp noted that when they worked through their STP funding with the MPO, that brought them up to eleven buses in 2016 and eleven buses in 2017; so the four extra in 2016 and 2017, would give them the eight to ensure they'd be getting fifteen per year. In that case, if they got the Ladders funding, they would still use the STP funds for new buses (vs. the Y). Block noted that the STP that they would obtain would only be at a 50/50 share with the feds. So the City would still be paying more for Metro buses even if they got this grant. The Y buses would be at 80% funding either through Ladders or STP. [Please note: Having previously completed Item G.5., the meeting proceeded to Item G.6. at this point.]

G.5. [35116](#)

Metro: Update on Nakoosa Trail planning and development - TPC 08.13.14

[Please note: Agenda Item G.5. followed Item F.1.] Kamp said that Metro was looking for relief to help with bus facility accommodations. Currently their garage designed for 160 held 214 buses. Fleet Service had purchased the land and taken the lead on the study documents being presented (attached).

Transit Service Manager Ann Gullickson said Metro was lucky to be included as one of the options at the site the City had purchased on Nakoosa Trail inc. the old Cub Foods. Metro's goal for the site would be to alleviate their crowded bus storage and to plan for the future, which over the next decade could include articulated buses. Their current facility was not designed to handle such large buses; not only to navigate and park them, but also to house a three-post lift to be able to do maintenance on them, which would be needed before they could bring larger buses into the fleet.

With the help of City Architect Jim Whitney, Fleet Service Superintendent Bill Vandenbrook discussed preliminary work and tentative designs (attached).

- Starting with a week-long design charette, they brought in all the key players from Metro, Facilities Management, the Mayor's Office, TE Radio Shop, and Fleet Service.
- The original intent was to join Fleet Service from 200 N. First Street, Fire Maintenance from 1234 E. Washington, and the Radio Shop from Sayle Street.
- The reason for moving Sayle Street was the "windshield time". Every Fleet and Metro vehicle moved in/out of service had a radio in it, which had to be taken out to Sayle for servicing. The Radio Shop was also working out of a shoe box, and they were hoping to upgrade their space.
- Using economies of scale, they wanted to bring everybody together that belonged together. So they purchased the site.
- I Plan: Showed the Fleet Service building going along the long side of

Nakoosa Trail, and the Metro side would be off of Commercial Avenue. The hashed portion of the diagram would be the garage, with employee parking on the roof and storage below. With Plan I, Cub Foods would come down; and options for that site would become somewhat limited.

- H Plan: Was what he recommended. It would limit Fleet Service expansion opportunities in the future, but it kept the Communication Shop together with Fleet Service. There would be combined storage (a ready line) for Metro and for Fleet vehicles. It had Metro on the current Cub Foods site.
- They knew where they were headed financially. Money was budgeted for Fleet, Fire Maintenance and the Radio Shop for Phase 1 (Plan H).
- The diagram also showed what Phase 2 might look like and some of the options for the future, leaving the site open for further development by the City.
- H Plan might shorten up Fleet's future expansion options, but expansion in the future might be addressed by a second shift. The most economical way to increase productivity in a building was adding more hours.
- Putting vehicles on the roof increased costs. Also Plan H would increase the cost for the Fleet Service side, because of changes to the grade along Commercial.
- However, Plan H left more options for expansion in the future, and Metro would be located where the Cub Foods building was. Phase 1 left the Cub Food building standing, until it was determined what might go there, whether it would be Metro or other options that had been discussed.
- Sharepoint contained the 289-page RNL Phase 1 draft.

Vandenbrook and Gullickson answered questions about parking. Parking for Metro employees would be on the roof; Fleet parking would be in a surface lot along Commercial. If Metro were to locate at Cub Foods in Phase 2, the building would house 55-65 buses. The associated maintenance, drivers, and supervisory staff located there could number 75. Added to the number of Fleet employees, parking would have to go on the roof. This would be an active site, where buses would start/return.

Golden asked if a bus could be made available at a future meeting to take interested members to the site to look at it. Kamp noted that the Bus Size Study and BRT Study each called for ~35-40 articulated buses, which could be accommodated at the site. Metro considered this when talking to the engineers. Gullickson said that until then, 65-75 standard 40-foot buses could be housed there.

[Please note: Agenda Item F.2. followed this item.]

- G.6. [35117](#) Update from TPC Subcommittee to Review Taxi Regulations & Shared-Ride Services, Chair Wayne Bigelow - TPC 08.13.14

Lloyd said the next meeting had been postponed, while the Subcommittee awaited proposed legislation. Weier added that they had reviewed legislation from other cities, but were waiting for two proposals for this city.

- H. **REPORTS OF OTHER COMMITTEES - for information only; no action required.**  
(Most recent meeting minutes electronically attached, if available)

- [07828](#) ADA Transit Subcommittee  
Contracted Service Oversight Subcommittee

Parking Council for People with Disabilities  
Long-Range Transportation Planning Commission  
State Street Design Project Oversight Committee  
Joint Southeast Campus Area Committee  
Madison Area Transportation Planning Board (MPO)  
TPC Subcommittee to Review Taxi Regulations & Shared-Ride Services

**I. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS**

**I.1. General announcements by Chair (Verbal announcements, for information only)**

Bergamini announced that Amanda White had resigned from the Commission. As noted previously, White had the third highest tenure on the TPC. Bergamini thanked White for her many years of service and work for the Madison community over the years. This would leave a vacancy in an Alternate seat. Interested parties could contact Anne Monks in the Mayor's Office, or Chair Gary Poulson, to apply for that opening.

**I.2. Commission member items for future agendas - None.**

**ADJOURNMENT**

A motion was made by Golden, seconded by Schmidt, to Adjourn at 7:14 PM. The motion passed by voice vote/other.