



City of Madison

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

Thursday, September 11, 2008

12:00 PM

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

1. CALL TO ORDER / ROLL CALL

Guests: Bill Schaefer

Staff: Chuck Kamp, Wayne Block, Ann Schroeder

Introductions were made.

Present: 6 -

Rick Rose; Carl D. Durocher; Ahnaray Bizjak; Mark M. Opitz; Rob Kennedy and Renee R. Bremer

Absent: 1 -

Jed Sanborn

Excused: 6 -

Rindert Kiemel, Jr.; Andrew Potts; Bruce K. Sylvester; Shawn M. Murphy; Howard E. Teal and Margaret Bergamini

2. APPROVAL OF MINUTES

Bizjak moved approval; Kennedy seconded. The motion was passed by voice vote/other.

3. PUBLIC COMMENT

There was no public comment.

4. [11892](#)

Update on Service Contracts

Attachments: [Metro 2009 Capital Assets.pdf](#)
[Metro 2009 Compensation.pdf](#)
[Metro 2009 Detail Summary.pdf](#)
[Metro 2009 Expenditures.pdf](#)
[Metro 2009 Highlights.pdf](#)
[Metro 2009 Op Budget.pdf](#)

Before Ruth Wohlers left, she and Block met with the City Attorney's office to look at issues brought up by the Contracted Service Oversight Subcommittee

(CSOS) and the Funding Subcommittee of the Long Range Metro Transit Planning Ad Hoc Committee. Carolyn Hogg is working on a draft to circulate to CSOS for review. Metro expects to have contract drafts by the next meeting. Kamp offered to have an additional meeting or talk to people one on one if members prefer. Block will be getting estimates out to municipalities for the next service year shortly.

5. [11890](#) 2009 Meeting Schedule

Attachments: [2009 CSOS Tentative Meeting Schedule.pdf](#)

Kamp asked if people would like to continue the meeting schedule of every other month on the second Thursday at Noon. CSOS will continue this schedule.

6. [11891](#) Route Productivity - July 2008

Attachments: [Route Productivity July08.pdf](#)

Ridership is up 6%; productivity is up 5.9%. That is ahead of the national average. Cash ridership revenue is up more so than ticket revenue. That says the new ridership is due to the cost of gas. For Route 55 - Verona – ridership is up 57%. Route 40 is up 26.6% on productivity. So quite a few commuter routes are up more than other routes.

Kennedy said that there was a problem with counting on the Route 80. There was at least one maybe two drivers who weren't trained to press the button to count passengers. Kennedy felt that a note about that would be good to include on this report so people know what happened with that.

Rose said he didn't see route 13. Kamp said that is interlined with other routes. Metro doesn't have a mechanism to separate that out. It shows as 5, 13 and 18.

Middleton has increased, but still has relatively low productivity. Routes at 60% of system average or lower get an "x" on the report just so staff can watch those and evaluate if necessary.

7. [08290](#) Reports of Member Communities/Institutions

DuRocher – Transit and Parking Commission (TPC) – About 3 years ago the TPC set a policy with the emergence of Segways. After input from the ADA Transit Subcommittee, the TPC voted to change the policy of not allowing Segways on the bus. A passenger recently contacted Metro and wanted to take his Segway on the bus as a mobility aid. The old policy has been suspended so that people using the Segway for a mobility aid rather than for recreation can take it on the bus. Kennedy asked whether people would be required to prove disability. DuRocher said there are limitations on what medical documentation can be required. The policy follows the same one for

guide dogs. Drivers can ask if the Segway is for a mobility aid and then accept the person's word.

Kamp said that Metro is changing policy wording to allow Segways for mobility devices. DuRocher added that the one person who has so far contacted Metro brings his own bungee cord to secure the device. That is part of the policy that the device needs to be secured. DuRocher said that another issue coming up is strollers because they aren't simple things that can easily be folded up out of the aisle anymore. Kamp said the transit insurance company requires strollers to be folded, but that can be unrealistic for someone with multiple children etc.

Kennedy – UW – Construction work has been completed so buses don't have the campus detour. It saves about 4 minutes on the route. Soon Observatory and University will be connected, so that will be an improvement for the route. UW is going to be doing some of their own counts on 81 and 82 and talking with Associated Students of Madison (ASM) about making some changes to the routes. That hasn't been looked at for some years. Kamp asked Kennedy whether any of the tenants moving into the Marquip building where Metro administration will be moving would be intelligent transit system (ITS) type businesses that could possibly work with Metro and benefit everybody. Kennedy said he would check into it and also other staff.

Bizjak – Fitchburg – They are working with Metro staff on a transit survey that will go in a quarterly update that goes to all Fitchburg households. They hope to get a good turnout. The survey will be asking if people are using existing service, which routes, if they would use service if it were available, etc. The ultimate goal is to prepare a five year plan for transit improvements in Fitchburg. They included a proposal in public works budget to expand route 52 service to include weekends. It goes from the west transfer point (WTP) to Target in Orchard Point South of McKee Road. People have requested weekend service. The Mayor hasn't prepared his budget yet, but that proposal was submitted. They are adding a bus stop at Fish Hatchery and Lacy Road. In Orchard Point, the roads are being finished, so the true route will be able to use roads rather than the Target parking lot.

Bizjak asked whether people get to see the results of the on-board survey Metro did. Kamp said he would have Sharon send everyone an update on the status. Schaefer said he saw a brief 2-page summary about a month ago.

Bizjak also asked about security. Fitchburg citizens are asking that security issues be addressed. Bizjak would be interested in what is being done for security at the south transfer point (STP) and Route 18. Kamp said \$150,000 was included in the budget proposal for uniformed security in the late afternoon and evening for security. The City currently uses the firm to patrol parking ramps and escort parking attendants to cars at the end of shifts. The STP will be a focus. They could use the Madison Police Department (MPD) later, but that could include some labor contract things.

DuRocher asked what the plan is for distributing the Fitchburg survey. It will go in the Fitchburg quarterly update in an 8 ½ x 11 booklet. It will be a tear out section on special paper that is self addressed with postage for people to send back. The quarterly update goes to every household in Fitchburg. They are also working with the Chamber of Commerce to get the survey to

employers to share with employees to get information on reverse commute. It's going to 12,300 homes. There will also be an article in the update about transit and some different options for transit to gauge interest in different forms, such as demand-response/shared ride taxi.

Bremer – Madison Metropolitan School District (MMSD) – They purchased about \$500,000 of EZ rider passes for qualified students. They already need more. All stock has currently been distributed. MMSD is also concerned about STP security problems. It is necessary to go through the STP for students who don't attend their home school location. Metro and MMSD have a pilot program addressing security going on at Cherokee Middle School. Bremer got a copy of the Metro video that riding the city bus is not like riding the yellow bus. That is very helpful. They are dealing with beginning of the year complaints about standing on the bus (which is allowed on Metro) and overcrowding. She suspects those will work themselves out. It has been a good, quiet start to the year. They probably won't need more pass stock until November. They still have the problem of deactivated passes that need to be replaced.

Madison Area Technical College (MATC) and Edgewood both ran out of passes, possibly due to high gas prices and increased ridership. Bremer said for MMSD it would not be more students using the bus, but more students qualifying for the bus as the socio-economic make up of the district changes.

Schaefer – Most members should have received an invitation to a meeting he was putting together with Norah Cashin from Dane County. There is a federal requirement for a locally developed transportation coordination plan with input from human service providers, users, etc. This was an update from a sort of plan that came out of an earlier meeting because there is more guidance about what is required in the plan. New Freedom and Job Access Reverse Commute (JARC) are programs affected by this. The Madison area receives a direct allocation. The plan focuses more, though, on specialized transportation. The meeting had a small turnout, but it was very productive. The presentation Schaefer gave is on his Website (<http://www.madisonareampo.org/index.html>). It gives background of services and population. They discussed service needs, coordination issues and strategies. The plan is required to be finished by the end of the month. It will be an evolving effort. The federal government doesn't require the plan be adopted by any body. But Norah Cashin is putting together a coordination team that will be the entity to "adopt" the plan. It will be a mixture of staff like Crystal Martin, as well as some Dane County Specialized Transportation Commission (DCSTC), DuRocher, etc. That team is just getting underway. They will meet on 9/25/08 to endorse the plan. Some information is on the Website, and Schaefer would be happy to present that at a future meeting, although the plan is more focused on specialized transportation. Kamp asked if the mobility managers that have been hired through the state have been involved in this process. Schaefer said that is one strategy that has been discussed, submitting a grant for a mobility manger. Kamp learned that the mobility manager in Dodgeville, Phil Anderson, lives in Madison. If it might be helpful to talk to him. Kamp will mention it to Crystal Martin. Programs vary greatly from county to county – services available, who does what, etc. Mobility managers are very new, so there is a learning curve.

Opitz – Middleton – Costco has opened, so construction has abated around the

mini-transfer point. He hopes that will increase visibility and use. UW Medical Foundation will open in the next month. They have arranged with UW as an affiliate to buy bus passes. Kennedy will send the contact name to Opitz. Opitz wondered if Route 73 or others have been negatively affected by congestion on Deming Way. Kamp hasn't heard anything but will check on that. The Tribeca project north of Century Avenue and east of the beltline is moving forward. They submitted their phase one plan yesterday. It has a 700 car parking ramp and will be mixed use. Opitz doesn't think it will be an exclusively private ramp. There will be no meters.

When Saturday service started a year ago in Middleton, it had 90 – 100 riders. Now it's up to 130 – 140. That's not bad since it was new service that didn't get marketed much.

The Metro budget was submitted in early August. The Mayor has not made his decisions yet. The Mayor will make decisions on Oct 7th for Mayor and then it will go to the Common Council in November. Metro allowed for an additional million dollars for diesel costs. This year diesel went \$1 over the budgeted cost per gallon. There were some savings in insurance and workers comp that reduced the amount to less than \$1 million over last year. It is still an 8% increase. Given the fiscal constraints everyone is working with, the budget Metro submitted was as a target. The Mayor also asked agencies to put together a 5% reduction plan that could be a mix of reductions and additional revenue. The Metro budget that was submitted assumes a fare increase to \$1.75 for the regular adult cash fare. There would also be an increase in other fare categories. This would generate a little less than \$400,000. Another way of staying on target is a \$300,000 savings in paratransit with contract changes (didn't pick up the option on the First Transit contract) and making some other efficiencies.

Metro put \$150,000 in the budget for security. They will be continuing to put security cameras on buses. Today they have 40 or 50 buses with cameras; they hope to eventually have them on all buses by the end of 2010. Other security measures Metro is pursuing includes expanding the pilot project with Cherokee to not just sending videos of incidents, but also sending random "ordinary day" video which can get rowdy. Perhaps staff could provide counseling to students behaving inappropriately. That program has been very helpful. It will be expanded to include Sennett and 3 or 4 other schools. Metro will develop contacts and provide videos with 5 or 6 middle schools, which seem to be more of an issue than high schools.

The STP has video that can be accessed live by the Madison Police Department (MPD). That has been instrumental in the arrests of suspects in strong armed robberies. Police go through the STP, but there needs to be more regular visibility. The money in the budget will be used for uniformed security in the late afternoon and evening at transfer points, with the STP being the top priority. Metro hopes this makes it into the Mayor's budget.

Metro is budgeting for diesel at \$3.75 per gallon. The last load was \$3.25. Additional fares and other savings are allowing Metro to budget up to \$3.75 and then try to lock in a price before the budget is finalized. Metro needs to find a total of \$530,000 to get to the 5% reduction requested by the Mayor. Metro proposed raising the fare to \$2. Most transit agencies are raising fares.

Milwaukee is considering \$2.25. Waukesha raised fares this year because they didn't have funds to cover diesel costs. The Long Range Metro Transit Planning Ad Hoc Committee final plan asked that Metro make no service cuts, but raising fares didn't get to the 5%, so the idea of cutting holiday service is one proposal. That still wasn't enough, so Metro staff will meet with a business that would use the annunciator service to place ads.

Block said Metro could get service cost estimates for next year out to partners at any time based on the proposed budget, but it's a moving target. He offered to do it right now and then again with revised numbers after the Mayor's budget is released in October. Members said they would like that. Block will send out current calculation and an update after Mayor's budget. Kamp and Block are available to discuss the estimates one on one or with boards or in small groups. Block said what he sends out will be based on current ridership. In the budget, Metro is anticipating increased ridership. So, the budgeted amount could change significantly. He has also tried to figure in a slowing of ridership with the fare increase, but still projecting an overall increase.

Going through summary of major object expenses, members could see the trend. Block said he expected inter-departmental charges to go down significantly because he's not expecting as much snow and Metro pays for plowing. If members review budget documents and have questions, they can email Block. Members would like also an updated 2008 service cost estimate. Block will send that along with 2009 budgeted costs and will update 2009 after Mayors budget.

Kamp said that based on discussions with the Comptroller and Mayors offices, he thinks that there could be some substantive changes to Metro's budget submittal.

Monona has approached Metro to see if they can contract for service. The parties will meet with the Wisconsin Department of Transportation because they will submit a request similar to Verona's. The costs are significant, so Kamp said he didn't want to raise expectations too much. There is a possibility that Monona could have service in 2010.

Metro was invited to a meeting to discuss service for small communities west of the service area. They are discussing models of doing this for 2010. Cross Plains said if this doesn't come to fruition, they might be interested in doing that alone.

Block said he won't include the contingency fund amounts in the first round of budget estimates.

Bizjak wanted to clarify the process for billing. If it's a year where new service is introduced, the fourth quarter payment would not include the new service. It is billed on the 5th quarter bill. Block confirmed that is correct.

8. ADJOURNMENT

Bizjak moved to adjourn; Optiz seconded. The meeting was adjourned at 1:15 PM.