



City of Madison

City of Madison
Madison, WI 53703
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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.**

Thursday, November 5, 2009

5:00 PM

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

A. CALL TO ORDER/ROLL CALL

The meeting was called to order at 5:00 PM.

Present: 10 -

Brian L. Solomon; Chris Schmidt; Jed Sanborn; David E. Tolmie; Amanda F. White; Gary L. Poulson; Duane F. Hinz; Susan M. Schmitz; Kenneth M. Streit and Margaret Bergamini

Excused: 1 -

Sharon L. McCabe

White arrived at 5:08 PM, Hinz arrived at 5:09 PM, Schmitz arrived at 5:19 PM, and Solomon arrived at 5:29 PM during Item E.1., after action was taken on the Minutes and 2010 Meeting Schedule.

B. APPROVAL OF MINUTES

A motion was made by Streit, seconded by Schmidt, to Approve the Minutes of the October 8, 2009 meeting. The motion passed by voice vote/other.

C. PUBLIC APPEARANCES - None.

D. [16366](#)

Proposed 2010 Meeting Calendar for the Transit and Parking Commission - TPC 11.05.09

Staff would contact the Mayor's Office in advance of 2011 committee appointments, to discuss moving the regular meeting date of the Commission to second Wednesdays and to coordinate appointments to avoid conflicts with other groups meeting on that day. Until then, the regular meeting date would remain second Tuesdays, except for dates that conflicted with Council meetings, budget deliberations and elections. A motion was made by Tolmie, seconded by Sanborn, to Approve the 2010 meeting schedule as proposed by staff. The motion passed by voice vote/other.

E. TRANSIT AND PARKING QUARTERLY REPORTS

E.1. [16475](#)

Parking: September 2009 Revenue and October Activity Report - TPC 11.05.09

Knobeloch showed pictures of the new pay-by-space multi-space meters and talked about how they would work.

· All but two of them were solar-powered; the two A/C types would go in

Buckeye Lot.

- The modular components would be easy to maintain.
- The machines would provide parking rates and how-to info in a display panel, and would issue a ticket to each customer showing what time their space would expire and where their car was parked.
- Fifteen of the multi-space would replace 150 of the single-space meters; two multi-space would replace 54 single-space at Buckeye alone.

Knobeloch stated that the goals of the rate increases -- to increase revenues by \$1 million/year and to redistribute demand to underutilized facilities -- were being reached. He noted the following items:

- September Revenues prior year comparison showed an increase and the impact of the rate increases.
- YTD actual/budget comparisons showed that revenues were off slightly by 1.1%, less than the 1.8% in the last report; indicating that the gap could close by the end of the year.
- One surprise was the impact of the 15¢ increase at the Campus ramp, where customers were cost-conscious and longer-term parkers; occupancy dropped off there more than expected; \$66K below budget.
- Overture fell off also, by \$19K so far this year on special event revenue (either fewer events or fewer attendees).
- Cap Sq North was biggest winner -- \$56K over budget, due to shift from Brayton and Gov East.
- Another surprise was that monthly parkers at Gov East dropped by 25 people; people can now just walk in and buy a pass, no waiting.
- Meter hoods were \$40K more; but construction meter removals were \$70K less than estimated, due to lack of construction downtown currently.

Looking at YTD 2009 revenue compared to 2008, Knobeloch mad the following comments:

- With no rate increase, the \$57.9K gain at Cap Sq North was strictly due to increased occupancy.
- In spite of the drop-off in the number of parkers there, Gov East showed a good increase of \$32K.
- Campus-Lake showed an increase of \$52K, attributed to the rate increase.
- Even after increase from \$1.00 to \$1.35, Brayton Lot had increase of \$22K.
- Based on some advice, some on-street meters in the Campus area had been made 3-hour meters (vs. 2-hour), because students typically scheduled two or more classes together, which required more than two hours of parking. This strategy seemed to have worked as shown by the \$27K increase in revenue there.
- Revenue from construction meter removal was down \$54K from 2008 -- a big "hit".
- With total 2009 YTD revenue up 2.68% vs. 2008, the overall situation was positive.

Comparing YTD 2009 to 2008 revenues and occupancy and noting that the ideal range for occupancy should be 80-90%, Knobeloch pointed out the following:

- Brayton Lot was now at 87% (vs. 91%) -- within the perfect range; with revenues up from \$258K to \$280K.
- Buckeye Lot was now 58% (vs. 63%); with revenues up from \$104K to \$107K due to increase.
- Cap Sq North was now 63% (vs. 52%); with revenues up from \$464K to

\$522K.

- Gov East was now 84% (vs. 90%); with revenues up \$997K to \$1.03 million; with only 511 spaces, this ramp generated a lot of revenue.
- Overture remained about the same.
- State St Campus took a pretty big hit, now at 57% (vs. 65%).
- State St Cap was now 54% (vs. 57%).
- Monthly occupancy at Gov East took a big drop from 101% to 83%, but revenue went up from \$124K to \$134K.
- The objectives to redistribute demand and generate more revenue had been met fairly well.
- Comparing Sept. YTD in 2008 vs. 2009 for Central Area Parking, total ramp occupancy dropped by 4% (from 74% in '08 to 70% in '09); likewise, total city streets, lots and ramps dropped by 4% (from 72% in '08 to 68% in '09).
- Comparing all three months in 2008 vs. 2009 occupancy for city lots, July '08 was 94% vs. 87% in '09, Aug. 08 was 90% vs. 72% in '09, and Sept. '08 was 84% vs. 74% in '09.
- These numbers reflected softness in demand, which was true nationally, due to the economy.

Turning to Sept. YTD Occupancy Statistics-Average Weekday occupancy 2008 vs. 2009, Knobloch noted the following items:

- Cap Sq North had a big increase of 11%.
- Gov East had a beneficial decrease of 6% from 90% to 84%, now in the perfect range.
- Surprisingly, State St Campus dropped 8%.
- Brayton had a beneficial decrease of 4% from 91% to 87%, also in the perfect range.
- Looking at weekday hours with +90% (sometimes full) occupancy for Gov East and Brayton, the drop in these numbers from '08 to '09 (happily) put these overused facilities in the perfect range.

Regarding On-Street Meters Enforcement & Usage 2008 vs. 2009, meters occupied by dis/vets remained about the same at 13-14%; but meters occupied and paid dropped 4% from 29% to 25%, while vacant meters increased by 4% from 50 to 54%. The new, more efficient "chalkless" enforcement tool was now being used, mostly in 2-hour zones and RP3 permit areas on the periphery of downtown, and had not yet started using it downtown.

Knobloch noted that there were really short or no waiting lists for monthly parking, which meant that rates were priced just about right; previously long waiting lists meant rates had been too low. With 22 monthly vacancies, Gov East rates might be a little high. Reviewing the chart that showed the effect of changes in hourly rates on occupancy at Brayton and the ramps in Sept. 2008 vs. 2009, Knobloch pointed out how rate changes impact occupancy:

- Brayton: With an increase of 35%, average occupancy dropped by 14%.
- Cap Sq North: With no increase, average occupancy increased by 19%.
- Gov East: With an increase of 27.3%, average occupancy dropped by 16%.
- SS Campus: With just a 15¢ increase, occupancy dropped 11%.
- SS Capitol: Also with a 15¢ increase, occupancy dropped 5%.

Following the increase in the lost ticket fee from \$10 to \$20, the number of lost tickets in June 2008 vs. June 2009 (cashier and POF) dropped by 36%; in Sept. 2008 vs. Sept. 2009, this number dropped by 45%. From this data we could conclude that previously it had been cheaper to pay for a lost ticket than to pay

the parking fee; and it was likely that if the lost ticket fee were doubled again, the number of lost tickets would again decrease by half.

Responding to questions, Knobeloch said that the single meters that were being removed and replaced by the multi-space meters would be kept as spares, esp. the newer ones. Eventually, they could be put up for auction, though there was very little demand for them; the mechanisms were so old, they couldn't be audited and it was hard to change the rates on them.

Solomon/Hinz made a motion to receive the report. The motion carried by voice vote/other.

E.2. [16474](#)

Metro YTD Performance Indicator Reports - TPC 11.05.09

Kamp highlighted the following items in the Fixed Route reports:

- September and YTD increases in Vehicle Miles/Hours and Revenue Hours reflected the service changes made in August, which would accumulate YTD.
- After being down in July and August, ridership had bounced back slightly in September to 24,594; and ridership was up by 238,856 for the first nine months of 2009.
- Since the fare increase in April, there were four months where ridership was down and two months when ridership was up.
- An encouraging trend, total vehicle accidents were down significantly; notable were the decreases in chargeable and preventable accidents.
- Road calls had also dropped significantly, from 797 to 612, and preventative maintenance continued to stay on schedule.
- Looking at ridership historically, there were five months in 2009 with record highs, three of which were pre-increase (Jan-Mar), two of which were post-increase (Apr and Sept); three months took second place for all-time record high (May-July), and August was in third place for an all-time record high.
- Regarding 2008-2009 YTD performance indicators and peer comparisons, passenger revenue/operating cost ratio had gone up from 22.1% to 23.6%, primarily due to fare increase. Operating cost/passenger trip had gone down from 2008 and was far below the 2006 number for peers -- a positive trend; and the difference in Metro's cost in 2009 vs. 2006 represented less than a 2% increase per year, reflecting reasonable management of cost fluctuations.
- Trips per hour were up in 2009 vs. 2008, and were well above figures for both peers and Metro in 2006.
- Complaints/compliments had dropped slightly; as an aside, since all complaints were counted, a system for assessing the validity of each complaint was being developed.
- Re: route productivity, the UW Route 80's continued to be the highest, the primary factor in keeping ridership up; ridership was up 2.5% systemwide, but down 0.7% without the campus routes; productivity was up 1.3% with the Route 80's, but down 1.9% without them.
- As was typical with new routes, Routes 10 and 59 were starting on the low side with trips/revenue hour.
- Route 10 would be monitored over time and could improve, esp. with adjustments in other routes in the corridor and people shifting their habits. Interestingly, Route 9 (going all the way to the UWH) was among the most improved.

Kamp noted the following items in the Financial Performance Report:

- With the fare increase, Metro was close to the projected increase of 1.4% for 2008-2009 ridership, which was up 2.5%; but there was a more dramatic shift in where those rides were occurring and in the growth in unlimited ride passes.
- As a result, YTD passenger revenue was \$726K under budget, though showed a \$600K increase in actual revenues over last year; which represented the #1 impact on the revenue side.
- Countering that on the expense side, were savings in salaries and benefits due to the freeze on positions, and savings in utilities (esp. natural gas), bus parts and fuel (related to better fuel economy in newer buses); with total expenses under budget by \$591K.
- Between budgeted revenues/expenses, the YTD net revenue shortfall was \$95K, which was eating into the \$233K budgeted to be set aside in the contingency fund for 2009.
- In fact, instead of adding to the \$480 in reserves, staff was now projecting that all of the budgeted contingency would be eaten up, but that Metro would end the year within budget.

Kamp responded to questions as follows:

- Re: the possibility of having to make route changes before year end to stay within budget, Kamp did not think Metro would need to come back to the Commission to ask for any adjustments.
- One of the factors contributing to the jump in September ridership was that restrictions on MATC passes imposed during the summer had ended. He expected October ridership to look more like September's.
- Though it was likely that no new money would be put into the contingency fund, the \$480K already there at the end of 2008 would remain untouched. Metro's goal was to build the contingency fund up to \$2 million over the next four years.
- \$100K had been budgeted for security in 2009. \$50K for security had not been spent in 2009, because Metro decided to work through the school system and the police to focus on the South Transfer Point. Based on this, \$50K was budgeted for 2010.
- A new marketing person was not hired until October 1st due to the freeze, resulting in some savings there.
- Two dozen small companies had approached Metro to sign up for the unlimited ride passes.

Turning to Fixed Route Ridership and Revenue Comparison, Kamp made the following points:

- Total 2008 fixed route revenue YTD compared to 2009 YTD went up from \$6.54 million to \$7.12 million -- an increase of roughly \$600K.
- With a shift in cash ridership, cash fare revenue dropped from \$1.025 million to \$996K -- a drop of 2.8%.
- Various other categories had gone up, such as the EZ Ride Summer Youth Passes, up 23% from \$746K to \$921K.
- Revenue among the unlimited ride pass programs had gone up for the most part, except for MATC (due to their new summer restrictions).
- While ridership was up/down in individual categories (Ex. Cash, ticket and pass ridership dropped 33K from 3.722 million to 3.689 million), YTD ridership was up 240K overall, largely driven by Route 80's and growth in unlimited ride passes.
- Among revenue percentage changes, MATC hit their ceiling of rides in the summer, and therefore was due a credit; thus, the -1,686% change in July.
- Re: revenue % changes overall, revenues were up 8.9% and ridership was up

2.5%.

Kamp pointed out the following items on the Customer Feedback report:

- Comments had dropped from 2,691 to 2,528 YTD.
- Customer comments on fixed routes had dropped from 1,588 to 1,508.
- Because of the controversial services changes in 2008 and service improvements in 2009, items under Planning had dropped significantly from 2008 to 2009.
- Under paratransit, comments were up from 353 to 506, driven by adding a new provider after Laidlaw left; after some adjustments, things had quieted down.

Looking at Paratransit reports, Kamp highlighted the following:

- Similar to Fixed Route, Paratransit ridership was up 2.2% YTD; no shows went down nicely by 38; total vehicle accidents went down by 7; and the inspection schedule was on track.
- Paratransit Performance Indicators showed that the Operating Cost/Passenger Trip went down from \$28.87 to \$28.55, a positive trend; up from 19% a year ago when Laidlaw was still a contractor, Badger Bus was now doing 35.34% of all paratransit trips, the bulk of the paratransit service; Capital Express was a new provider; all the providers were within the 90-95% range for on-time performance, except for Metro Direct at 88%.

White/Bergamini made a motion to receive the report. The motion carried by voice vote/other.

F. 6:00 PM -- PUBLIC HEARING: To hear public comment on the ADATS proposal to create a paratransit agency fare to be included in the Metro Transit Fare Tariff.

16393

Action on proposed paratransit agency fare to be included in Metro's Fare Tariff - TPC 12.15.09

After reminding everyone that Commission action would not be taken on the proposed paratransit agency fare until the December monthly meeting, Poulson asked Metro staff to provide a brief summary of the proposal before taking public comment on the issue.

Crystal Martin, Metro's Paratransit Program Manager, made the following remarks:

- As noted at the September meeting, ADATS had recommended that Metro's fare tariff be amended to include an agency fare for paratransit.
- The purpose of having the agency fare was to describe a rate that was already being used in the coordinated funding programs Metro had, and to formalize it within the fare tariff, so that in the future, as new entities became involved in funding coordination, the fare would provide a useful tool for engaging the new entities in maintaining current funding arrangements.
- In response to a common question, this was not likely to raise paratransit fares.
- The City Attorney's Office had recommended some slight revisions in the Discussion Points listed in the 9/1/09 memo prepared by Martin, as highlighted in yellow in the (10/2/09) Revised version.
- Along with posting notice of the hearing in the newspapers to solicit input, outreach had been made to the Commission on People with Disabilities, ADATS, the Dane County Specialized Transportation Commission, the Dane

County Area Agency on Aging, the South Madison Coalition on Aging, and the Dane County Quality Assurance Transportation Advisory Committee, and staff and administration at Dane County Human Services.

Registrant and former Chair of ADATS, Jesse Kaysen, 814 Hiawatha Drive, 53711, appeared before the Commission. Kaysen talked about how mutually beneficial the funding arrangements with Dane County had been, and how the proposal was being made in anticipation of a time when the current level of (local) control might be gone. The proposed fare reflected an attempt to try to guide the situation if/when that would happen. Kaysen felt this policy was a good idea. However, Kaysen expressed concern that the definition of an "agency" could be construed to be an entity which provided funding to someone under one of the Medicaid waivers; i.e., an agency that administered program funding streams to enable people to live in the community independently (rather than in institutions). Kaysen was concerned about what would happen if a client of such agencies used the services of the agencies to make rides for other than narrowly focused agency functions. Kaysen didn't want people to be trapped in the types of rides they could take by their connection to agency funding.

Martin addressed Kaysen's concerns by saying that separate agreements protected the rights of individuals in these circumstances; whereby some trips were funded and other trips were paid out of pocket for leisure activities that supplemented what was within a program. By successfully separating these out, service was not denied to an individual because they wanted to do something outside the scope of an agency trip.

Registrant Ron Peacy, 4301 Milwaukee Street, 53704, expressed support for Metro and their (paratransit) service, and said he would like to keep Metro available to individuals for their outings and for door-to-door service. This service was important for people to have, for their safety and well-being.

The hearing was closed at 6:10 PM.

G. NEW BUSINESS ITEMS

- G.1. [16250](#) Reaffirming the City's commitment to Complete Streets and directing staff of various agencies including but not limited to Planning & Development, City Engineering, Traffic Engineering and Metro to follow to the extent possible Complete Streets concepts for all new developments, redevelopments, and street reconstruction projects.

Arthur Ross, Ped-Bike Coordinator for Traffic Engineering, said the resolution had come out of a Platinum Bicycling City Planning Committee recommendation that the City adopt a Complete Streets policy. The City had many existing policies that were Complete Street policies, though they weren't always identified as such. The Comprehensive Plan, the Bicycle Transportation Plan, the Pedestrian Transportation Plan and most of the neighborhood plans (among others) all related to Complete Streets without specifically using that terminology. Complete Streets was not a new policy for the City: standard designs for arterial streets included bike lanes and sidewalks; federal funding was heavily based on multi-modalism; neighborhood plans talked about walkability and bikeability; and Complete Street concepts were deeply embedded in the Comprehensive Plan. During discussion, Schmidt said that

the Zoning Code Rewrite Advisory Committee planned to include language related to Complete Streets.

A motion was made by Solomon, seconded by Schmitz, to Return to Lead with the Recommendation for Approval to the PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION. The motion passed by voice vote/other.

G.2. [16461](#)

Metro: Pilot of perimeter bus seating - TPC 11.05.09

Ann Gullickson of Metro made the following remarks:

- Metro was proposing to pilot alternate (perimeter) seating in four of the 14 new hybrids being put out for bid next year.
- Two Route 80 buses on Campus had had perimeter seating since 2007 (per a request from the UW). The pilot would try it on some fixed routes and solicit customer feedback.
- Perimeter seating entailed aisle-facing seating in the lower area of the bus, and served two purposes: to better accommodate passengers with strollers, backpacks and bags, who have no place to store these items; and to allow a greater capacity on buses of roughly 8-12 more riders.
- The cost difference in producing the alternate seating was insignificant, and involved removing four seats.
- Different from the schematic provided, Metro would request that the upper section of the buses have forward-facing seats, which, for safety reasons, better identified the stairs and provided seat backs for people to hang onto.
- Because of the rear axle, the stairs could not be eliminated.
- The issue of personal space was better served by this type of seating.

Gullickson said that she had become a convert to this style of seating after riding the buses on Campus for a day. She could see that large volumes of standees moved more easily, and people got on/off much more easily. Kamp added that if the four buses were not well-received on the regular fixed routes, they could be used on Campus routes. Responding to a concern raised by Tolmie about the difficulty short people might have with (ceiling) hand holds, Gullickson said that these buses would contain more vertical stanchions than the current buses; however, she allowed that these would still not be as plentiful as the seat backs on standard buses. There would be some inconveniences for customers who stood, and the alternate seating had its pro's and con's, which was why customer feedback would be so important. Kamp said that member suggestions for more vertical poles and longer straps would be relayed to the manufacturer.

Poulson said that this item was informational and did not require action, but was glad that members had had a chance to provide feedback for discussions with the manufacturer.

In order to attend another meeting, Schmitz excused herself from the meeting at 6:36 PM before action was taken on Item G.3.

G.3. [16251](#)

Authorizing the Mayor and the City Clerk to execute an agreement with Badger Coaches, Inc. to help defray maintenance costs for the Dutch Mill Park & Ride lot for a term of three years, with an option for one three-year renewal to be exercised administratively by the Metro Transit General Manager .

Kamp said that Metro had had a memo of understanding with Badger Coaches for the use of Dutch Mill since their depot closed. Badger was continuing to

use the location, having worked out their schedule so it did not conflict with Van Galder's. Metro had negotiated a rate comparable to the Van Galder rate, in terms of arrivals/departures. The resolution proposed a three year agreement with an option for three additional years, and Metro recommended its approval.

In response to a question from Schmidt, Bergamini said that it was her understanding that the Memorial Union received some sort of fee for selling bus tickets there, but that they received nothing for the (public) street space used as a bus stop in front of the Union. Schmidt stated that he hoped that the rates being paid by Badger were fair, in light of their closing down their depot, to the displeasure of many. Kamp said that the rate more than covered costs and then some.

A motion was made by Hinz, seconded by Tolmie, to **RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER**. The motion passed by the following vote:

Excused: 3 -

Brian L. Solomon; Susan M. Schmitz and Sharon L. McCabe

Ayes: 7 -

Chris Schmidt; Jed Sanborn; David E. Tolmie; Amanda F. White; Duane F. Hinz; Kenneth M. Streit and Margaret Bergamini

Non Voting: 1 -

Gary L. Poulson

H. REPORTS OF OTHER COMMITTEES/COMMISSIONS/AD HOC GROUPS - presented for information only (Most recent meeting minutes 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
Ad Hoc Committee to Develop Parking Strategic Plan
Low Income Bus Pass Program Committee

No action was needed on these items.

I. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS

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

Poulson mentioned the Special Meeting being held by the LRTPC on Thursday, November 19, 2009, regarding the Verona Road Project, to which the TPC among others had been invited. He also noted that the Dane County Board would be hearing comment and taking action on the proposed RTA at 7:00 PM, in case members wanted to attend. Lastly, he announced his recommendations for vacancies on two TPC subcommittees: Joanne Wagner (10th AD) to PCPWD, and Carl Durocher (6th AD) to ADATS.

I.2. Commission member items for future agendas

Tolmie had been hearing concerns from drivers about tight schedules and related safety issues. Because of this and audit recommendations to solicit more driver input, Tolmie wondered if the Commission could open up a meeting to hear from drivers. Poulson and Kamp said they would discuss this request and possibly schedule something in spring.

ADJOURNMENT

A motion was made by White, seconded by Bergamini, to Adjourn at 6:37 PM. The motion passed by voice vote/other.