



# 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](http://www.madisoncitychannel.com).**

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Wednesday, January 8, 2014

5:00 PM

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

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### A. CALL TO ORDER/ROLL CALL

**Present:** 9 -

Chris Schmidt; Anita Weier; David E. Tolmie; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini; Ann E. Kovich; Kenneth Golden and Kate D. Lloyd

**Excused:** 1 -

Sue Ellingson

**Please note: There is one vacancy on the Commission, in the position of 2nd Alternate, for which Amanda White will be nominated. Also, Kate Lloyd arrived at 5:01 PM after the Minutes were approved, and Chris Schmidt arrived at 5:28 PM, during Item F.1.**

### B. APPROVAL OF MINUTES

**A motion was made by Weier, seconded by Golden, to Approve the Minutes of the December 11, 2013 meeting. The motion passed by voice vote/other.**

### C. PUBLIC APPEARANCES

Former Alder and former TPC Member Bridget Maniaci presented research she had done as part of a class called "Smart Cities Growth and Intelligent Transportation Systems" at Carnegie Mellon University. (See documents attached to Leg. File 32764.) Donald Shoup among others had given a lecture to the class.

Along with looking a technology system, Maniaci wanted to investigate the conflict of on-street parking and her former district. She crunched five years of monthly data for on-street meter usage provided by Parking staff.

- Her project partner provided information about the various types of smart on-street parking systems.
- If Madison wanted to do demand pricing, it could. The system would allow it perhaps on a quarterly basis; the systems could be programmed every three months. But we really didn't have the demand to do it right now (per the Addendum Analysis).
- Staff went out every month to survey five times in a day (8 and 9 AM, and 3, 4 and 5 PM), looking at who was parked in the spots, if they were paid, and if they had dis/vet plates.
- Page 9 of the main report attempted to show the impact of the law that allowed vehicles with dis/vet plates to park free anywhere they wanted, and it was significant.

- This was played out in her data also: 10-15% of occupied parking was taken up by folks using dis/vet plates.
- Maniaci broke out the Capitol Zone; 45 different block areas had data, and she tried to combine them into area zones to look at them on a zone basis.
- She had made five recommendations. If we were to do anything to advance paid parking on-street, it would be worth looking at parking after 6 PM, when parking demand went up. Charts showing occupancy (and demand) in the ramps at night were also included, to compare to daytime data.
- It was good that we had invested in a system that could do more dynamic pricing if we wanted. But there were limitations with this also.
- We didn't want to drive people away. And having represented a district that was just off the Square, if we jumped two blocks away, we ran into 2-hour zone permit parking. We could create a conflict if we starting messing with the rates at the meters on the Square.

Poulson thanked Maniaci for her report. Variable pricing and later enforcement times had come up many times over the years. Maniaci said that event pricing and after-hours pricing were some things to look at. System-wide, we weren't hitting 70% occupancy on-street. She was hoping that on-demand pricing could help fund replacement ramps; but with the number of dis/vet parkers and the number of unoccupied spots, it would be premature to do that at this point.

Golden suggested that Maniaci present her report to the DMI Transportation Committee. At the time of the last rate increases, the idea of extending enforcement times beyond 6 PM was floated, which wasn't received well by them. Perhaps, if we were kind on the evening rates, it would be more acceptable. The biggest hurdle would be to go from zero to anything.

Golden disagreed with one conclusion in the report. If pricing were raised, parkers would move to the side streets. This happened on Monroe Street around Trader Joes, where 2-hour parking was available only a block away on the side streets (and neighbors didn't like this because their guests couldn't find a space).

Though fewer total cars were needing the spaces in the neighborhoods, the number of cars continued to be greater than the number of available spaces. He didn't think there'd be a big movement of parkers from convenient meter locations into the Mifflin Street neighborhood and other downtown neighborhoods. Plus these areas were already pretty parked in. Parkers didn't go looking, because it was so hard to find a space.

Maniaci said that one of the next policy questions would be to look at the demand in the ramps and demand on-street: Was this the right balance? Was the pricing structure between the two playing the way it should be or we wanted it to? The ramps were fairly full, and we had adjusted rates to shift people around. We might look at the goals for short-term and long-term parking, and examine the rates, because we wanted to find the optimal price and occupancy between the two systems.

Golden remarked that when Gov East was over 90%, market rate pricing was employed both to reduce the occupancy so that people who came looking for a space there would find one, and to shift parkers to other under-utilized ramps like Cap Sq North. Overture rates were priced low so that people who wanted a bargain would park there.

Kovich said this was valuable information to have in general, which would also be useful during the Judge Doyle Square project when one of the challenges will be the loss of parking at Gov East for a period. This info helped identify where on-street parking was available and how it was used, which would be helpful during that interim.

Maniaci added that she and Tom Woznick had discussed how much staffing would be needed if on-street meter enforcement times were extended later into the evening; 10-15% of parkers were still eluding ticket enforcement and weren't paying. She had provided staff with her spreadsheets. It would probably be helpful to look at data for the last couple years to see if there was a shift. She had created sample blocks, which could be pulled apart and analyzed by times of day, month, quarters, seasons, etc. She was surprised to learn that on-street occupancy was higher in the summer. Poulson thanked Maniaci for sharing this information with members.

[32764](#)

Maniaci-Wu Madison Parking Utility Analysis of On-Street Parking Demand - TPC 01.08.14

**D. DISCLOSURES AND RECUSALS - None.**

**E. TRANSIT AND PARKING MONTHLY REPORTS**

**E.1. [32716](#)**

Parking: December 2013 Activity Report, November Revenue/Expense/Occupancy Reports - TPC 01.08.14

Parking Operations Manager Tom Woznick answered questions.

- **Payments to other departments:** Only half of the amount had been allocated YTD (thru November) because most of the charges were submitted after the end of the year. TE had just sent their charges for \$200K. Police Department-Parking Enforcement charges were submitted twice a year, in July and January. Charges for the two departments would amount to \$500K in January.
- **The Lake Street side of State St Campus** had roughly 530 spaces (out of 1,060 total).
- **Judge Doyle Square Committee meetings:** One was planned for January 23rd, when staff team reports would be discussed. Another was scheduled for early February. Staff would confirm the dates. All the JDS info and reports were available on its website.
- **Staff was expecting to receive the entire Walker Parking Financial Sustainability report** shortly, and hoped a Walker rep would be available to present their findings in February (or March, if more time was needed). The final version of the report would be forwarded to members in advance of the agenda mailing.
- **During the extreme cold spell,** printers on two multi-space meters had stopped working for 24-48 hours; but overall, the meters had performed well.

Kovich remarked that developments at the JDS Committee had huge transportation and parking implications, involving complex decisions. It was not simply a matter of choosing one proposal or the other; it was more about selecting different elements from each proposal. Kovich/Tolmie made a motion to receive the reports. The motion passed by voice vote/other.

E.2. [32717](#)

Metro: YTD Performance Indicators, Financial, Performance Measures, and Rider-Revenue-Fare Type Reports - TPC 01.08.14

Metro Transit General Manager Chuck Kamp responded to questions.

- Increase in road calls: Most had happened earlier in the year. A new system had been set up to track any repeat road calls for the same reason, and so they'd kind of flattened off. The problems were related more to older equipment than to weather. Repeat road calls were being managed better now.
- Chargeable accidents for Paratransit: The same staff person who reviewed accidents for Fixed Routes, reviewed them for Paratransit. Cameras were on all Paratransit vehicles. Other than one or two accidents earlier in the year that were more serious, the majority of these were minor chargeable accidents (Ex. a ding to a mirror); but still the responsibility of the driver. Similar to Fixed Routes, Paratransit had more new drivers.
- Vehicles had been beefed up in different ways, inc. mirrors being adjusted to cover blind spots better.

Golden/Weier made a motion to receive the reports. The motion passed by voice vote/other.

F. INFORMATIONAL PRESENTATIONS

F.1. [32718](#)

Update on discussions about an intercity bus depot, presented by David Trowbridge, Planning Department - TPC 01.08.14

Transportation Planner David Trowbridge discussed developments related to a potential intermodal transit center (ITC) that the South Capitol District Planning Committee would soon propose for the Kohl Center area. (Please see the attached document.)

- Slide 2, Study Area Map: Showed three areas (orange T's) that were originally reviewed for a potential terminal site. The Committee was recommending the Kohl Center site. They had done a lot of public outreach in the community, inc. public workshops and focus groups.
- Slides 3 and 4: Indicated key considerations that the public and others had relayed to them regarding design and amenities they wanted to see; that the facility not be just a stand-alone bus terminal like the old Badger Bus Depot, but rather that it be part of a mixed-use destination development that would include a secure waiting area, ticketing, vending, retail along the street.
- One important amenity people wanted to see was service by Metro Transit, so that people who used local buses could get to the terminal site.
- Another was for an auto/taxi drop-off area, since passengers were often dropped off by family/friends and cabs.
- Slide 5: The recommended ITC site shown here was owned by the Boldt Company and was currently being used by the Negus Container. Boldt had indicated that they wanted to propose a mixed-use project, very much in line with the amenities and design considerations that the Committee asked them to incorporate.
- The Committee hadn't seen anything official from them yet, but they had done some outreach to the Bassett Neighborhood. A big component of their design was going to be apartments. They were looking at an August 2015 deadline when a lot of student housing was in play. But if that date was missed, it would be another year before the project opened.
- Slide 6: This photo from LaCrosse showed the type of mixed-use development they might expect to see, where buses would enter into the building and occupy the first floor; with high ceilings in the waiting area in the

inside and a mix of offices and residential development above; a very attractive building though the streetscape could be a bit better.

- The Committee had indicated to the development team that the streetscape was an important consideration, esp. along Mifflin if not Bedford.
- Slides 7 and 8: Showed some ideas from the Consultant Team for floor lay-outs, with buses entering from Mifflin Street. Slide 7 allowed for four buses being in the building at one time, with a waiting area and retail. Slide 8 used a saw-tooth configuration, which the Committee liked the best; with the waiting area in proximity to the buses, with glass to see the buses, real time info; a very modern facility.
- The site was close to the rail corridor, which would offer the possibility of some synergy.
- At this point, discussions were ongoing with the Boldt Company, who had been very helpful in giving information and were asking good questions as well.
- A big question was with the bus companies themselves: Would they use this facility? Nothing could be done to compel them to do that; they were free to stop on-street where it didn't pose a safety hazard and where it was legal for other vehicles to stop, within certain time limits, etc.
- The University had indicated to them that the Memorial Union was not a location they could count on for the long term.
- The Committee was hoping this proposal would be a satisfactory replacement. If this were made nice enough, perhaps they could see this was built for their passengers safety and comfort.
- The bus companies hadn't been engaged directly. They had an earlier sit-down with Van Galder's and heard their concerns, but that was before the current details were available.
- It was anticipated that a development application would be presented to the Planning Commission, for a planned-unit development, with parking and traffic impacts involved, typical of a large, mixed-use project like this in a congested area like UW campus.
- There was much more to come.

Kamp commented on bus service access to this location. Metro would want to balance between having too much service right at the intersection vs. a block or so away, where they had a fair amount of bus service now and which might work better. Those would be the kinds of things Metro staff would look at. A member of the SCTOD Committee, Kovich said that Metro had been very involved in the whole process, in terms of design and what was safe; which was as it should be.

Golden wondered if there was sufficient demand, if the UW would be willing to give some thought to make service to this site and other destinations on Campus part of the UW package. He also wondered if there would be enough demand, to perhaps set up shuttle service to/from the Square, which had connections to locations throughout the city; and which could be part of the UW package or part of something else. It struck him that they never had a very vigorous transit component in the Kohl Center traffic management plan. If parking were a premium, perhaps shuttles from the parking ramp, as well as think about shuttles between that area and the Square might be considered. There might be enough synergies to make it work. Though his ideas were not fully formed, Golden wanted to put them forward while planning for this was in its early stages.

Since Langdon was under the purview of the City, Bigelow asked what legal ground the Memorial Union had to tell buses they couldn't pick up students there. Members said that the legal ground was that it was not safe. Bergamini discussed the debate about this issue nationally. This kind of bus travel had grown explosively; in some cities, creating congestion and lines of passengers on sidewalks. So far, the standard answer was buses couldn't be restricted from picking up anywhere there was a legal parking spot. But some cities like Boston had restricted pick-up locations and had directed vehicles to a bus station.

Bigelow asked if there had been any accidents at the Memorial Union. Kamp said there had been close calls (both on University Avenue and Langdon), due to the congestion of students, pedestrians, bicyclists, and at times, Metro buses and several inter-city buses. Though there had been no major accidents in the past several years, there had been enough close calls that they were concerned and would like to see a more controlled environment.

Bigelow, who did transportation crash research for a living, said near-misses weren't recorded anywhere he knew of, and wondered how the near-misses were made known. Kamp said bus drivers reported them; and with cameras on the buses, Metro could pull videos and look at the situations drivers were dealing with. From Metro's perspective, this was not a good situation that should be more controlled and done better.

When asked about the U-Haul location, Trowbridge said U-Haul had been approached. Having been successful and profitable at that location, they were not willing to sell. Though they might sell at a certain price, it would not be worth a bus depot. This had been brought up many times, and U-Haul very much liked the location they had.

Noting the Kimley-Horn/Potter Lawson drawings, Bergamini wondered if Boldt was working solo or with an architectural firm. Trowbridge said Boldt had their own in-house architects, who were working with ours.

Bergamini commented that she didn't think four or even five bays would handle current traffic, much less future traffic. Trowbridge said that it wasn't perfect; it was a tight site. They'd have to reach out to the bus companies to ask them to communicate by radio; to stage the buses and have a program to cycle buses in/out in an efficient way.

Bergamini said that this was her point: if there was a possibility of incorporating staging areas. There were enough peak periods in Madison when a well-thought-out staging area would be key to making this liveable for the neighborhood.

Bigelow wondered if it might make sense to think of this as the normal place to go for a bus; but then for the 7-10 days during the year when traffic was heaviest, we'd have another location that was not as expensive, where people could just get picked up. We didn't need to throw everything into just one building necessarily for pick-up; and that might be when a shuttle to/from the Square might be useful. Poulson thanked Trowbridge for the presentation, and said the Commission would see the final version sometime in the future.

Kamp said that staff was often asked by folks new to Metro what was meant by a system, time transfers or pulse. The video was a useful way to see what their system looked like.

MPO Transportation Planner Mike Cechvala said the video showed a typical weekday of service, from 5 AM to 1-2 AM. People might notice how service ramped up for the AM peak, leveled off in the middle of the day, ramped up for the PM peak, and then decreased to a lower level of service for the evenings. At the very end, they would see a few late night Campus circulators doing a few trips before they ended. Notable also were the four transfers points where the buses pulsed in/out; reflecting how people used the system.

The videos reflected the entire Fixed Route system, with the exception of the Supplemental School day service. The videos did not show dead-heading, except when buses went from one terminal to another, by "shooting across the lake". (Please see the attached links to the videos for both weekday and weekend service. People may also view the videos as shown at the 1/8/14 meeting, by visiting the Channel 12 TPC video archives.)

F.3. [32720](#)

Metro: Summary of Public Input Sessions held in October, 2013 - TPC 01.08.14

Kamp said that Metro Transit Planning and Scheduling Manager Drew Beck and his staff were going through the comments and were preparing preliminary recommendations and status for them. The comments were drawn from the Public Input session at the October TPC and from the Tweet session the following Friday, which provided more feedback than input at the meeting had. But both sessions had been very substantive. Metro's Service Development Committee, an interdisciplinary committee of scheduling, marketing, and operations staff, would eventually submit a "red" version for the Commission, to help them guide Metro as they looked at future service and policy decisions. Updated versions would also be provided.

Golden thought a comparison of the comments and the TDP would help identify important commonalities, to seriously consider advancing, since we already had a constituency for them and we had already planned for them. This might help prioritize. Beck said he had seen some items coincide with the TDP and staff would make sure to summarize them that way. Poulson said the Commission looked forward to addressing some of these issues, to be fair to the customers. Bergamini hoped that the final staff report could identify the items that coincided with the TDP or other plans.

F.4. [32729](#)

Parking: Data collected regarding on-street parking after 6 PM - TPC 01.08.14

Woznick discussed the graphs (attached), which were prepared in response to a Commission request for data about on-street parking downtown.

- Staff had conducted two surveys: on the evening of Saturday, November 2nd, and on the evening of Wednesday, November 13th. Data from these two surveys were compiled in the graphs.
- Graph 1: The 11 AM - 1 PM data was similar to average daily peak occupancy of about 60% on-street, and 65-70% in the garages.
- Three time shots were done, in about 1.25-hour intervals; so the times were from about 6 - 7:30 PM, 7:30 - 8:45 PM, and 8:45 - 10:00 PM. The surveys were done throughout this time period.
- From 6 - 7:30 PM, on-street occupancies reached undesirable levels for a

parking system of almost 90%, then went up to 95%, leaving little or no parking availability. At 10 PM, occupancies were still about 90%. After 10 PM, the %'s plummeted so low (to 25-30%) that they weren't worth considering. So nothing after 10 PM was included in the graphs. In talking to staff who regularly did these surveys, they said there was not much need for anything because occupancies plummeted after 10 PM.

- Graph 2: Identified the survey areas by collection route. All of the areas, except for E. Washington, had occupancies close to 90% or above, pretty much system-wide in the central business district on both survey nights.

- Graph 3: Provided a way to take a real conservative look at what revenue might be generated during these hour snapshots. The issue was that staff couldn't use the occupancies for unpaid parking, because those not paying for parking wouldn't necessarily pay for parking. How could that be measured?

- Staff took a co-efficient of the proportion of (daytime) on-street occupancy to garage occupancy (57% and 72%), which was about 79%; and then took the 49% garage occupancy for 7:30 and 8:45, and multiplied the 79% by 49%, to get 38%. Taking a 38% on-street occupancy rate for 6-7 PM, 7-8 PM, and 8-9 PM at the current on-street rate of \$1.75/hr, this would be the estimated value of on-street parking (as shown). The estimated \$ for the 9-10 PM time period used a 29% occupancy rate.

- So the estimates shown were quite conservative. It was likely that occupancies and revenues would be more than this; but it was hard to know until we started charging something.

- If we started charging on-street, garage occupancies would likely increase also. Being conservative here also, staff projected a 5% increase in garages, reflected in Graph 3. These were annual numbers.

- Last year, on-street parking generated \$2 million (just paid parking; not meter hoods). Averaging this over 10 hours of paid parking equalled \$200K/hour. So the value of on-street parking in the PM would be somewhere between \$150K-\$200K/hour.

Woznick thought the Sustainability Study would contain something like this. Golden said that if they were to consider charging a PM rate, they should start with a lower rate than the daytime rate. The reason for meters on the street was to create turnover. At night, we weren't so much seeking turnover as we were seeking cash. Because there had been so much resistance to doing this, it might be better to start lower. He was suggesting this idea, for future discussion; he would love to be proven wrong. They might even want to consider reducing the rates in the garage after a certain time; with the idea that if the occupancies were so high, to create an incentive to go to the garages. This might also be a good time to consider variable pricing by location, esp. for special events. DMI had been asking for a Parking Task Force. If this came out of the community, beyond coming from the TPC, this sort of program might gain the revenues we wanted. Certainly this was an area we needed to grow. He thought we had maxed out on rates. This had to be done in a way that didn't deter businesses and people from coming downtown. The Commission needed to consider all this information and how it wanted to proceed. Perhaps a Task Force would help with this.

Woznick pointed out that he didn't think such a program would necessarily just generate revenue. The occupancy rates revealed by the surveys were not at levels that supported a transportation system very well: 95% occupancy did not create the turnover that a business district would typically like to see. He thought there was a significant portion of time, at least a couple of hours,



when we would not just be creating revenue. We wanted to support alternatives. We didn't want to congest our streets, we didn't want cruising for parking and pollution -- all the societal negatives associated with this. We wanted to create an efficient transportation system that encouraged using on-street parking to go to the most desirable locations; and for those who choose to go elsewhere, to go to the garages. What struck him was that between 6 and 9 PM, there was free on-street parking at the most desirable locations for those lucky enough to find it (because very few would be able to find after 6 PM). Those who might desire on-street parking were pushed to the garages where they had to pay. This didn't serve a transportation system very well. Golden suggested that perhaps with variable pricing, we could make on-street parking shorter-term, and parking in the garages longer-term, which would be encourage people to use the garages.

Poulson thanked Woznick, and said the information would spur further discussion.

#### G. NEW BUSINESS ITEMS

- G.1. [32721](#) Resolution No. TPC-41, regarding Parking Utility Monthly Night Permits and Rates at Off-Street Facilities - TPC 01.08.14

A motion was made by Bigelow, seconded by Kovich, to Approve the resolution. Woznick responded to a question about how this would work during snow emergencies. During a snow emergency, residents who wanted to park in the garages took a ticket upon entry, which allowed them to exit for free until 6 AM. For any time after 6 AM, they were charged the prevailing rate. New night permit holders would be issued a proximity card, which would allow them to park from 6 PM to 7AM throughout the entire month, inc. during snow emergencies. They wouldn't need to take a entry ticket. Could these permit parkers have otherwise parked for free during a snow emergency? Sure, but there weren't very many snow emergencies. The motion passed by voice vote/other.

- G.2. [32612](#) Authorizing the execution of an amendment to a sub lease for two office suites at 1245 E Washington Avenue for Metro Transit's in house advertising program and paratransit services.

A motion was made by Golden, seconded by Tolmie, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. Kamp said the rent for the new space was comparable to what they were already paying. The motion passed by voice vote/other.

#### H. UNFINISHED BUSINESS ITEMS

- H.1. [32613](#) ADATS 11/18/13 motion regarding removal of bus stops on Johnson Street - TPC 01.08.14

Kamp said staff (the Service Development Committee) would go through and reflect on the ADATS comments before they came back with a recommendation. Staff wanted the Commission to be aware of the memo that was dated 1/8/14, but didn't expect the Commission to take action on it at this point.

**I. REPORTS OF OTHER COMMITTEES - for information only  
(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)  
Judge Doyle Square Committee  
Bus Size Steering Committee

**No action was needed on these items.**

**J. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS**

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

**Poulson wished Golden a Happy Birthday, and thanked Maniaci for coming.**

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

**ADJOURNMENT**

**A motion was made by Bergamini, seconded by Kovich, to Adjourn at 6:05 PM.  
The motion passed by voice vote/other.**