



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Approved ADA TRANSIT SUBCOMMITTEE TO THE TRANSIT AND PARKING COMM

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Thursday, September 30, 2010

5:10 PM 15 Martin Luther King, Jr. Blvd, Room LL-130 (Madison  
Municipal Building)

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### 1. CALL TO ORDER / ROLL CALL

Staff: Crystal Martin, Ann Gullickson, Ann Schroeder

Chair DuRocher called the meeting to order at 5:11 PM.

Present: 6 -

Kenneth M. Streit; Lorry Bond; Susan M. De Vos; Ida W. Nathan; Michael A. Huckaby and Carl D. DuRocher

Excused: 3 -

Chris Schmidt; Jeanne M. Tregoning and Mary E. Jacobs

### 2. INTRODUCTIONS

Introductions were made.

### 3. APPROVAL OF MINUTES

Ms. De Vos moved approval of the minutes; Ms. Nathan seconded. The motion carried by voice vote/other.

### 4. PUBLIC COMMENT

There were no public appearances.

### 5. [20045](#)

Bus Service in Fitchburg

a. Ahnaray Bizjak, Transportation Project Engineer, City of Fitchburg

**Attachments:** [Fitchburg Adopted Plan\\_NoAppendix1.pdf](#)

Ms. Bizjak is the Transportation Project Engineer with the City of Fitchburg. She has worked on various transportation plans, including the one presented today. This is the first transit plan the Fitchburg has had. The goal is to update the plan yearly to account for things that have been implemented, things that have changed, etc. Fitchburg is 6 miles square and located just south of Madison. The township was converted into the city. Some transportation

barriers are the state highway, 18/151, and the beltline. The Yahara Chain of Lakes and the Nine Springs E-way are natural barriers. There is a natural moraine that, due to city rules, controls city growth. The northern one-third of the city is urban. The rest is very rural. It started with primary transportation corridors of Seminole Highway, then Fish Hatchery Road and now Highway MM.

The transportation plan was adopted in 2009. Some goals are:

- develop a multi-modal transportation system that reduces auto dependency and increases transportation choices
- coordinate transportation and land use
- work with Metro to develop more efficient bus service and increase ridership
- improve existing bus stop conditions
- support the development of a regional transit authority (RTA)

The charge of the Transportation and Transit Commission (TTC) was partly to develop this plan and integrate it with other transportation plans in surrounding areas. This is a valuable planning tool for developing a vision, budgeting, preparedness for implementing transit improvements and a useful tool for the RTA board.

A variety of information was used to develop the plan.

- Existing conditions
- bus routes
- land use patterns
- survey results
- planned growth

The city looked at the comprehensive plan and transportation element policies. There are three types of routes – all day every day, weekend only, and weekday peak hour only. There are many north/south routes that give good service in and out of Madison, but not inside the city of Fitchburg. They lack good service inside the city. Part of the reason is that the biggest commuting pattern for work is into or out of Madison. That is the biggest demand. Many of the largest residential areas fall within a ¼ mile boundary and the ¾ mile paratransit boundary of all day, every day routes. There are more work centers that are outside of those boundaries. Ms. Bizjak estimated that about 1/3 of the top employers are served well by bus service. Ms. Bond said not only will bus service be used by business employees but also customers.

Fitchburg and Metro collaborated on a survey about bus service. It was distributed as widely as possible: in the Fitchburg quarterly newsletter that went to every household in the city; posted on the Fitchburg and Metro websites; and sent out to a listserv for the Chamber of Commerce. A total of 373 surveys were returned. There was an overall positive response.

- 47% of respondents said they don't currently but would use the bus
- 24% of respondents currently use the bus
- 29% of respondents said they would not use the bus

Of the 29% who said they would not use the bus, their comments indicated

they wouldn't use the bus because it doesn't meet their current needs. Mr. Huckaby said that is an open ended comment; we don't know what that means. It could mean they want to listen to their stereo in their car during the commute.

Downtown Madison and UW Campus were primary destinations. Other destinations were the west side of Madison, the east side of Madison, Verona, and the MATC/airport area. Over 50% of respondents chose UW or downtown as their primary destination. These are responses for people choosing a destination outside of Fitchburg. There was a limitation of the survey that you had to answer questions based on just one primary destination. There were people who did choose locations in Fitchburg as their primary destination such as Department of Natural Resources, the Verona Road Thermo Fisher campus, and the northwest part of the city with the Super Target.

The most frequent comments were those asking for a route on a particular road. McKee was the most frequently mentioned. Another frequent comment was about travel time, and that the bus takes too much time compared to the car. The third most frequent comment concerned transferring, which included safety and security issues, adding time and decreasing convenience.

The transportation plan also takes into account planned growth. There is a 50-year development boundary included in the comprehensive plan which is approximately 1 mile on each side of the eastern rail corridor. Fitchburg wants to develop in a way that would increase the use of that corridor for transit service and provide commuter rail service.

Transportation plan recommendations include:

- General goals for 2010-14
- Reduce single occupancy vehicle miles
- Provide transportation options
- Provide mobility to those who don't drive
- Improve intra-city transit service in Fitchburg

Recommendations are short, mid and long term. There are 18 overall recommendations. Ten are short-term, 6 are mid-term, and 2 are long-term. Short-term goals include expanding and improving bus transit in the existing urban area. Mid-term recommendations include evaluation of other transportation modes such as rail, bus rapid transit (BRT), shared ride taxi, and park and rides. Long-term goals include development of multi-modal connection points and connecting service (circulator routes) and investment in commuter rail. Ms. Nathan asked for a definition of multi-modal. Ms. Bizjak said it is encompassing all modes that a person might use to get to a location – walking, biking, driving, bus, rail, etc.

Fitchburg wants to operate transit service on a frequent basis to get quickly between multi-modal connection points so people can get from one side of the city to the other rapidly. This would include:

- feeder buses in neighborhoods to get to frequent bus service
- express service into Madison and back into Fitchburg
- express routes would be all day, every day and frequent
- there would be 4 park and ride lots – 3 in rural areas on west, south and

east edges of the city and one in the urban area

Placing the park and ride lots that way is meant to reduce the number of vehicle miles traveled inside the city.

#### 2010-14 Priorities

1. A multi-modal connection point in Hatchery Hill, the middle of the system. These are high use destinations and would serve many people right away. Fitchburg is working with Metro on development of this transit point, but it's more difficult than originally thought.
2. Serve the civic center with all day, every day service along Fish Hatchery Road corridor. Currently that has very limited weekday peak hour service.
3. Develop an east/west bus route to connect the east and west sides of Fitchburg to transit service along the Fish Hatchery corridor. They want to let people get to city hall, or the library, the community center, Hatchery Hill (shopping, clinics, etc) and improve service within city limits.
4. Develop criteria standards for bus stop amenities and multi-modal connection points - what the minimum standards are and a vision for what that means. Snow removal is terrible when it comes to bus ramps or most stops don't even have concrete pads. The city needs to do a better job at providing and maintaining facilities. They know they won't get more riders if it's not comfortable and convenient. The city has limited dollars, so they need to develop criteria for which stops get amenities first.
5. On-going transit coordination and planning (with the RTA Board, Metro Transit, Neighborhood Planning.) Make sure as new areas are planned, they know what they need to do to make transit a reality in their area. Think about land use and making transit viable.

Ms. De Vos said she was delighted to see the plan. Then she wondered why she hadn't seen it before. She couldn't find it on the Website. Ms. Bizjak said it can be found on the public works/transportation/bus service page. It's not on the planning page because Ms. Bizjak is part of public works. She will check on having a link on the planning page.

Ms. Nathan was happy to learn that more than 70% of people in Fitchburg are interested in bus service. She lives one mile from the Fitchburg border at McKee and East Pass. She can't use Metro to get to Fitchburg to visit her granddaughter. She can use the bus to go to Star Theater but not Target or UW Bank and that whole area which is so vital in terms of shopping. She wondered what could be done to correct that. Ms. Bizjak said there was a route in Jamestown in the far northwest area of Fitchburg that was all day weekday service. They wanted to encourage the opportunity for transit dependent people to live in Jamestown. Belmar is across 18/151 from Jamestown south of the beltline. Belmar and Hatchery Hill are the only two subdivisions that offer all day, every day service in Fitchburg. They were interested in allowing Jamestown to have weekend service for transit dependent people who live there. They developed Route 59 that would serve that area all the way to the Seminole Highway business area. The service that

Ms. Nathan is asking for would require coordination between Fitchburg and the City of Madison. It becomes Fitchburg right at Super Target. Anything west of that is Madison. Route 52 is all day weekday service, and Fitchburg shares the bus with Middleton. Each municipality pays for 30 minutes of each hour of the route. Star Cinema is within the  $\frac{3}{4}$  mile boundary of all day, every day service. Ms. Martin said there are other routes for the City of Madison that go by the beltline close to Fitchburg and extend as far as Star Cinema. It's generated by the City of Madison's  $\frac{3}{4}$  mile paratransit boundary rather than Fitchburg service. Ms. Nathan said if she could get to the West Transfer Point she would do that, but she can't. But at least it would be an option. Ms. Bizjak said she hopes service will expand that way in the future.

Ms. Martin said we've received feedback from other people that there seems to be growing demand for people on the south west side of Madison who want to travel into Fitchburg to access services or employment. We need a way to route that information to make sure Fitchburg is aware of it. If it is a definable number of requests that can help inform their service decisions. Mr. DuRocher said we have an institutional way to communicate that through the Contracted Service Oversight Subcommittee. Ms. Nathan said in speaking to neighbors (a very small sampling) people would be willing to forgo their cars if they only had to walk to McKee Road. The service doesn't have to be that frequent, but if there were three buses a day, they would choose that. Right now there is no option except the car.

6. [20046](#)

Stroller Policy

Attachments: [TPC Stroller Policy Discussion.pdf](#)

Mr. DuRocher asked that the Transit and Parking Commission (TPC) stroller comments be shared because there is such a wide range of experiences with strollers, shopping carts, luggage etc. We don't want to make people feel unwelcome, but we want bus service to be functional. This seems a relevant discussion for this committee because almost everyone who answered a survey who said they use a wheelchair said they had a problem with competition for this space at least once. On the other hand, there were lots of comments from transit dependent people who had large strollers or luggage and grocery carts who would be prohibited from using public transit under a strict policy. Some comments had to do with limiting the size of strollers or influencing the size by coordinating with vendors or social service agencies.

Ms. Gullickson said since the TPC meeting that had a lot of very polarizing feedback, Metro decided to let the issue sit for several months and come back to the TPC with a more specific recommendation. In the meantime we are doing community outreach trying to get feedback and do education. It is a safety issue. But it is very difficult for drivers to enforce this policy, and it is often not enforced. It invites conflict between drivers and passengers. Metro bought a dozen umbrella strollers out of the marketing budget and have been taking those to public meetings to give away and encourage people to attend. We want to educate people that this type of stroller is easy to fold.

Mr. Streit was at the TPC meeting. If you have someone who gets on the bus

with a wheelchair and no one else has any item competing for that space, no one has a problem with the driver telling people to give up the space. The problem seems to be a question of why we have to enforce the policy if there is no one else there who needs the space. The other thing he was talking with Chuck Kamp about is the possibility of putting a blue line or box around the space where a wheelchair would normally be. If a passenger is going to bring something on, it needs to fit inside the blue box. Otherwise you could have a situation that someone brings something on and leaves it in the middle of the aisle. There is still the safety issue where the child in a stroller becomes a projectile. But maybe we have to find a middle ground. Most people would buy in that we have a higher need user. All the people who are big stroller boosters might back away from saying they take precedence. Mr. DuRocher said not all. Mr. Streit said he wouldn't want to be the driver who would have to uniformly enforce the rule when someone with a stroller comes on and there are only two other people on the bus.

Ms. Nathan said she has learned that the drivers are required to lift up the seats when a person with a walker boards the bus. Prior to that her walker blocked the aisle and she felt uncomfortable. She will even ask if a driver to lift the seats if he doesn't do it. Drivers are not keen to get up and flip up the seats, especially if there aren't many people on the bus. But there could be a lot of people getting on at subsequent stops. It should be automatic for drivers to flip up the seats.

Ms. Bond said drivers do not get up and lift the seats. People who board with a stroller and two little kids wouldn't be able to deal with all that themselves. Driver compliance and cooperation is important. It would be helpful to do some education with the drivers to lift the seats and then bring them down when they are not needed to be up. It might not always be feasible to have to fold a stroller. They are mobility devices for babies, and so essential for family travel. Usually when there are multiple people needing space, they agree to work it out. Also, if someone holds the baby and the driver slams on the breaks, the baby will go flying. Kids are safer in a stroller. Mr. Huckaby asked if Ms. Bond's walker folds up. It does, and she will fold it and move back if necessary. Mr. Huckaby said he would fold his up and do that as a matter of course. It's everybody's responsibility to come up with a solution. Then factor in winter conditions where everyone is bulkier from the get go, and it can become untenable sometimes. There can't be a one size fits all policy.

Ms. De Vos said buses could have more seats that fold up to give people more room so they could fit two wheelchairs and still have extra room for carts, strollers or luggage on one bus. She also said that she is very concerned that there will be a big backlash against disabled people using the bus with talk about wheelchairs taking space precedence, the snow clearance ordinance, and Metro using as rationale for the elimination of some bus stops the fact that they are not accessible. She is afraid things are getting pushed too far; we have to be careful.

Mr. DuRocher summarized:

Instead of a hard and fast rule about folding strollers, think more practically that there could be a rule implemented only when necessary because of competing space needs. It's hard to enforce a rule when someone with a

stroller has to fold it up with only two other people on the bus. The rule could be drafted in such a way that there would be a descending order of priorities. People are looking for a pragmatic approach rather than just rule-making. Also, driver awareness is important. Everyone benefits when seats are flipped up to open up space for strollers and walkers. It's very hard to legislate civility. A cooperative spirit resolves almost any situation. Being aware that that is part of the issue is a healthy part of the discussion.

Ms. Gullickson said we have 14 new buses this summer and tried a new seating plan on 5 of them. They are low floor and all of the lower area before the steps to the back have aisle facing seats so the aisle space is doubled. There are pros and cons to this seating arrangement. It allows more standees. Carts and strollers aren't in the way. We are curious to get feedback from customers on that seating plan.

Ms. Bond said she has a disorder that does not allow her to sit sideways on a moving vehicle. She gets nauseous and dizzy. She can't go upstairs to the forward facing seats. She tries different solutions like sitting on her tied down walker facing forward. Ms. Nathan said when there are seats facing each other in vehicles, there is no way to hang onto anything when the vehicle turns – no handle, pole, or anything. She thinks those are dangerous because she has almost fallen out of those seats. She would probably not like them.

7. [20047](#)

Paratransit Contracts - Intent to Award Letters

Ms. Martin said that Metro has gone out to bid for paratransit service contracts starting January 1, 2011. After reviewing five proposals, including four from contractors we are doing business with currently, we sent out intent to award letters to notify three companies that we intend to recommend them: Transit Solutions, Badger Bus and Abby Vans. The other two proposers were Capitol Express and Badger Cab. Mr. Huckaby said he was surprised Badger Cab was not included in the letters of intent. Ms. Martin said she knew that announcements weren't made by the time the packets were put together, so we couldn't include rankings. There were teams for technical and financial evaluation. The top three vendors were the most responsible and economical.

Mr. DuRocher said we have been trying to cultivate more local vendors so that we wouldn't have just one business with too much power as has happened in the past. He is particularly surprised we had such a short experience with Capitol Express. Ms. Martin said we did have a short experience. The one thing we did this time in our letters to the two companies not being recommended is something we did in 2005 because we don't know what the future holds in terms of human service projects. We indicated we aren't making awards at this time but are leaving the door open to revisit that during the term of the contract. Mr. DuRocher said this is the first time in his memory that we don't have a provider that exclusively provides service to ambulatory riders. That seemed to be a cost savings in the past. Ms. Martin said Abby Vans will be acquiring equipment that will reflect the type of rides we intend to assign to them, ambulatory rides. In terms of economy, the way the price proposals came in there was a significant difference between sedan service and accessible van service. Mr. Huckaby asked if we will still have the vehicle capacity to handle the increasing number of rides without somebody who has

a fleet like Badger Cab. Ms. Martin said we did follow up to explain our seasonal demand, and we got appropriate answers to that.

Mr. Huckaby wondered if the reason two companies didn't get contracts was based only on their scores or past history also. Ms. Martin said it was based on scores as well as answers to follow up questions. Ms. De Vos said both things were scored by "experts", but we don't know who they are.

8. [20048](#)

Reports

- a. Transit & Parking Commission
- b. Commission on People with Disabilities
- c. Dane County Specialized Transportation Committee
- d. Transportation Planning Board (MPO)
- e. Other Community Meetings
- f. Report from the Chair
- g. Staff Report
- h. Paratransit Performance Indicators

Attachments: [Para Indicators July10.pdf](#)

- a. Transit & Parking Commission – No report.
- b. Commission on People with Disabilities – No report.
- c. Dane County Specialized Transportation Committee – They reviewed the budget for county recommendations for next year and approved the submission for the mobility management program.
- d. Transportation Planning Board (MPO) – No report.
- e. Other Community Meetings – None.
- f. Report from the Chair – No report.
- g. Staff Report – No report.
- h. Paratransit Performance Indicators – Mr. DuRocher said he found it interesting that we have over twice as many ambulatory transit rides as non-ambulatory. The rate has been shifting, and the stereotype of paratransit is wheelchair users. That is no longer true. Even though the companies invest in equipment to do non-ambulatory rides, they do a lot of ambulatory rides. He said he was surprised they don't have an ambulatory only contractor. Ms. Martin said she was quite surprised it worked out that way too. She has a great deal of confidence in the chosen providers. All proposals were extremely well-prepared. Mr. DuRocher wondered whether Abby Vans intends to have an 800 number for customer service. Ms. Martin said in other areas they've established local numbers that connect with their Neillsville location. Mr. DuRocher said he is nervous about having non-local people who aren't familiar with the area taking reservations. Ms. Martin said we asked questions about that. They've done well in other areas. There will be a learning curve as there has been with other companies. Mr. DuRocher said it's interesting that as of



the end of July, the number of total trips for paratransit year-to-date is a little down this year compared to last year. He wondered if that is a function of \$3 and \$4 ticket prices, rides not getting counted or something else. Ms. Martin said after the fare increase last year, people kept to their travel patterns. However, maybe people recalibrated their budgets at the start of 2010. Cash trips have gone down. She's been watching that closely trying to figure out what has been happening. This can't be attributed to fewer supported employment spots.

9. [08706](#) Other Transit Related Announcements

Ms. Nathan said today her driver complained that her reservation had the address but not a description of the business, so a lot of time was wasted. The comment wasn't the name of the business, which she had given with her reservation, but that she was blind and using a service dog. Ms. Martin said that is a known problem with the comments line showing for everybody that they are blind and using a service dog.

10. ADJOURNMENT

Mr. Streit moved to adjourn; Mr. Huckaby seconded. The motion carried by voice vote/other. The meeting adjourned at 6:52 PM.