



# City of Madison

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

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Friday, March 23, 2012

12:00 PM

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

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### 1. CALL TO ORDER / ROLL CALL

**Staff:** Ann Schroeder, Chuck Kamp, Wayne Block, Drew Beck

**Guests:** Mike Cechvala, Erik Kass

The meeting was called to order at Noon.

**Present:** 7 -

Ken Golden; Rick Rose; Steve Arnold; Bruce K. Sylvester; Mark M. Opitz;  
Darwin Ward and Mick Howen

**Excused:** 7 -

Susan M. Schmitz; Rindert Kiemel, Jr.; Ahnaray Bizjak; Bill Burns; Shawn  
Stauske; Margaret Bergamini and Jacquelyn M. Dahlke

### 2. APPROVAL OF MINUTES

Golden moved approval of the minutes; Sylvester seconded. The motion carried by voice vote/other.

### 3. PUBLIC COMMENT

There were no public comments.

### 4. DISCLOSURES AND RECUSALS

Arnold said when he had to sign the Statement of Interests form, it says the signer will be looking out for the best interests of the City of Madison. He is a representative of another municipality, and its best interests is his primary concern. Perhaps the City Attorney's office should be asked to change the ordinance and the form for people representing an entity other than the City of Madison. Golden suggested we could put this on an agenda for a future meeting and make a report to the Transit and Parking Commission with our suggestions. There were no other disclosures, recusals or related discussion.

### 5. Meeting Location

Kamp said there was a request to change the meeting location because of parking issues. Rick Rose and Mick Howen have had problems finding parking for these meetings. It was noted that in the past, committee members were allowed parking passes for attending meetings. Staff will check into this. If we can't get passes, we'll discuss meeting location at next meeting. Other members felt there wasn't a problem finding parking. Arnold felt that having a b-cycle location nearby (less than two blocks) would also be a benefit.

6. [25521](#)

Updating Contracts Discussion

Attachments: [Staff Recommendations - redlined 2 14 12.pdf](#)

Kamp said there was a request to consider allowing partners to use the contingent reserve for the 5th quarter payment if the partner was at less than 15%. For example, if a partner had reached 10% in the contingent reserve, could a partner use those funds if they are also making another 4% contribution to the contingency that year? Arnold expressed his concern about having money tied up and not being able to use it. He wanted to change the guideline wording so if a partner is under 15%, it would have to budget 4% or whatever it would take to get up to 15% but that there would be no other restriction. That way a new partner coming into the system could use any contingency they had, but they would have to continue to budget 4% to get to 15%. After that, they would not have to budget toward contingency. That would address Arnold's concern about having money tied up in the special purpose fund that can't be used. He had some other ideas that are more complicated like 4% plus whatever a partner had used. Fitchburg took it to their finance committee which is not supportive of transit. The discussion became focused on how to fund transit instead of these guidelines. They wanted to know the history of the last five years of 5th quarter payments and why they were higher and lower etc. They're going to talk about it again at their next meeting.

Kamp was concerned about a scenario where a partner in the first year puts 4% in the contingent reserve, then immediately starts using it and always stays at 4 or 5% and never gets above that. Arnold said that could happen, but that hasn't been the history. We're trying to mitigate the problem of the 5th quarter payment. The contingency system reduces the risk. People on the Fitchburg finance committee were asking about 15% and why that number. He told them not to over think it. It's just a guideline. If we find people are at 4% and need that amount every year, we might need to rethink that number. But that hasn't been the history.

Golden said we've made an estimate that 15% is a good goal. We don't want to try to get there in one year because it's too much. However, if entities are making a good faith effort to get there and it's a 4-year process and in year two fuel prices spike, there is no reason not to dip into the reserve to fund that as long as you make a good faith effort the next year to cover the regular budget plus the contribution toward the goal of 15%. Suppose you have 8% after two years and you need 3% in the 5th quarter, so now you have 5% left. Then the next year you budget the regular amount, plus the 4%, plus the 3%.

Arnold said we don't have any discretion for what we are budgeting. The budget comes from the total hours times the hourly rate. If the council comes in with some lower number, we're stuck with that. Then I have to figure out where I'm going to cut my service and keep that 4%. Golden said he is talking about mid-year, unexpected things. Kamp said the current reading of the guidelines does not allow the situation Arnold is talking about.

Partners made edits to the recommendation section of Issue 4: Contingent Reserve. The main changes included deleting two paragraphs of background, deleting references to a partner not being able to use the contingency fund until it is at 15% and specifying that if there is a credit in the 5th quarter that will be applied to the partner's contingency reserve. It was pointed out that at the end of 4 years, partners will be just under 15%, and there is no reason they should not be able to use the contingency reserve at that point.

Golden said he has a problem with the allocation of MA Waiver funds regarding commuter vs. ADA eligible routes. Level one of the issue is that MA Waiver funds should be allocated by route for municipalities that offer ADA service. Medicaid Waiver funding is person specific. So we need to know where MA Waiver recipients live. That gets very complex. You don't earn the money until you provide the service. Dane County is generating the federal match for us. We're getting the federal share on the per ride basis. Around 40% of paratransit rides are waiver rides. If you look at the eligible MA Waiver population, where do they live? It might be more trouble than it's worth. Madison might have a larger than equivalent share of MA Waiver recipients based on availability of service. Maybe people who live in one municipality are generating that revenue rather than where the service is. But the first step to looking at this issue is to find out where MA Waiver recipients live. That's worth a look.

Kamp said there will automatically be some exceptions in the boilerplate contract language because, for example, Verona has only commuter service and also doesn't get ADA revenue. So Golden's level one question is addressed there. Sylvester said if we're receiving money and not generating the need I agree we shouldn't get it. But it sounds like that is being addressed.

Block said these recommendations were made years ago. So the recommendation under 2a is actually what is happening now. We're not trying to figure out how much ADA service is generated in a certain community. Right now we don't charge Verona or allocate any revenue for paratransit. Golden said but how do you deal with the difference between a Middleton and a Madison? Block said the total expense allocated to each community is based on all Metro expenses – fixed route and paratransit combined. Then the revenues allocated are based on that as well. All partners are getting their share of the weighted cost of all expenses.

Golden said what about Middleton's commuter routes. Are they included when doing the allocation? If so, MA Waiver funds are being allocated to hours of service not eligible for paratransit service. Kamp said we looked at that. When we figured the differential for Fitchburg, it only changed their annual allocation by \$200. Arnold said what we said long ago is do a careful analysis of the percentage and see what it is. If there is no significant effect (\$200 is not significant) then we're good with how it is. It's not perfect, but it's good

enough. We are looking for administrative simplicity.

Golden said he'd like Metro staff to look at this with Crystal Martin even though there might be no way to do it. Block said we'd have to allocate paratransit revenue by ride if we do expenses by ride. Kamp said roughly 80% of MA Waiver rides are in the City of Madison. Golden said if you just look at where the riders are you could see if it was worthwhile to figure it out. Kamp said we'd also have to analyze where they are going. If the subcommittee is comfortable, we can take a look but continue to move forward. Golden said just take a look but don't drill down too far if it becomes clear it's not feasible.

There were some changes to earlier edits to the guidelines mainly leaving in some of the background explanation as that is the format of the document. This friendly amendment passed by voice vote/other.

Opitz moved to adopt the guidelines as amended to be referred to the TPC as guidance for the boilerplate contract; Sylvester seconded. The motion to adopt the guidelines as amended passed by voice vote/other.

7. [25522](#) Update on Regional Transit Authority (RTA) Legislation

Kamp said the legislature is out of session now. There was some thought that a Fox Cities Regional Transit Authority (RTA) might pass before that. Susan Schmitz, Steve Hiniker and others testified in favor of the Fox Cities RTA with an idea that if that passed, other areas of the state would like to keep the possibility of an RTA in mind for their regions. Golden said he was involved in creating CSOS many years ago hoping it would be the seed for an RTA. He was disappointed that the Dane County RTA came out of something else and not Metro. He sees representatives on this group as those who know about and have experienced the need for regional transit. He will be advocating that a future RTA grow out of the current advisory structure for transit.

Arnold said he thought it was interesting that RTA bills went from prohibiting elected officials from being on the RTA board to requiring it, which would disallow board membership for people who worked on an RTA in Dane County before and know a lot about it. He is in favor of an elected RTA board. Then the voters have a say and you can recruit people who have knowledge about transit.

Arnold was interested in having this group put together a position paper about what an RTA should look like. Ward thought that was beyond the scope of this committee. The Transit Development Plan (TDP) committee was working on that. Cechvala said that group will be starting up again. Golden said we are advisory to the TPC, so perhaps seeking guidance from them about our role might be worthwhile. Maybe they want this sort of guidance to be with the Transportation Planning Board (MPO) or the Long Range Transportation Planning Committee.

8. [25523](#) Update on State Transit Funding Bill

Kamp said there was a bill introduced to restore the 10% funding that transit lost in this biennial budget. Metro got a little more funding for paratransit service, so the loss due to the 10% cut came to about \$1.4 million. There was a bill to restore that funding, but it didn't go anywhere. He was just reporting that there was interest in it.

9. [25524](#) Budget Update

**Attachments:** [Fitchburg 3-23-12.pdf](#)  
[MATC.pdf](#)  
[MMSD.pdf](#)  
[Shorewood Hills.pdf](#)  
[Town of Madison 3-23-12.pdf](#)  
[UW.pdf](#)  
[Verona.pdf](#)  
[Middleton 3-23-12.pdf](#)  
[12-2011 financial performance 3-14-12.pdf](#)

Metro passed out partner unaudited estimates for 2011. Metro is projecting we'll add \$66,000 to the contingency. The City of Madison added \$427,000 to Metro's budget for an increase in fuel prices. As a result, we are pretty even on our budget. In the overall budget, diesel went over, but ridership was up. We made up some diesel overage by additional ridership revenue. We had savings in parts, lower paratransit ridership (and therefore lower costs) and paratransit contracts that were money-saving. Arnold requested that for positive framing, wherever the word "subsidy" appears in budget documents, we should use "appropriation". No one objected to that wording. Metro will make that change.

Golden asked if worker's comp is lower than in previous years. Kamp said we've had fluctuations, but we're not up to the previous level. Metro will include a trend chart with the next meeting packet.

10. [25639](#) Ridership

**Attachments:** [Route Productivity Jan12.pdf](#)  
[December 2011 ride revenue.pdf](#)  
[Separate Routes Productivity 2011.pdf](#)  
[Ridership Feb 2011 vs Feb 2012.pdf](#)  
[Riders by fare category and route.pdf](#)

January ridership was down 8% as we had fewer school days. February ridership was up 11%. February has a leap day, and there was a snow day last year in February when bus service was cancelled. So February is close to returning to the ridership increases we are seeing – anywhere from 6% to 10%. This is good news, but it is also problematic as far as sustainability for the resources we have such as number of buses, capacity of bus garage, etc.

11. [08290](#) Reports of Member Communities/Institutions

UW (Ward) – It looks like they are going to hire a consultant to study campus bus service. They are looking at some changes to campus bus service but aren't at a point to talk about it yet.

UW completed their on-board survey. It was shockingly similar results to Metro's 2008 on-board survey. Information from both will be shared with CSOS members.

Middleton (Optiz) – They resubmitted their TIGER grant application. There wasn't funding for Wisconsin in the last round, so Middleton is trying one more time.

Verona – Since Sylvester had to leave, Beck announced the new Route 75 that provides direct service from the square/downtown through Fitchburg at Fish Hatchery Road to McKee Road to Verona and Epic. There are two AM trips and two PM trips. The service starts Monday 3/26/12. The Route 55 stays the same. Metro is hoping that some people who are now going to the West Transfer Point (WTP) to catch the Route 55 will be using the Route 75 directly. This might take some of the load off the Route 55. Some of the Route 55 buses are standing loads.

Kamp said Epic has a map for the region showing where their employees live. Many are in a downtown area. There is also a concentration in Fitchburg along Fish Hatchery Road. Epic is funding the Route 75.

MPO (Cechvala) – An RFP has been issued for the bus rapid transit (BRT) study. There were three very good responses. The committee is choosing which one to award. They hope to have a consultant on board by summer or earlier, and the goal is to finish the study by the end of this year or early next year.

The TDP 2013 – 2017 committee is being reactivated. The MPO will set up some meetings to go over scope of the report. They are putting together some data and expect the focus of first meeting to be going over data and looking at implementations. Kamp said two things Metro is focused on is overcrowding on buses and spacing of bus stops. We had tried re-spacing stops in the past, but it became problematic. We need help communicating with alders about this type of project.

TPC (Golden) – The TPC is focusing on parking issues because of unmet capital needs. Two ramps have reached the end of their useful lives. The City needs \$100 million to replace the ramps. There have been proposals with a large variety of options to TPC. There has been discussion about creating a subcommittee. It won't be an easy issue because parking rates are high in some instances and feedback from downtown parkers is negative, although acknowledging that we need the revenue.

Transit was just routine reporting. The Capitol Area Regional Planning Commission received a HUD grant that will allow four people from Madison, including Golden, to go to Cleveland to study their transit system, which includes bus rapid transit (BRT). Arnold asked if we could put together a

special meeting to see information from this trip. Golden said Dave Trowbridge is going and might be a better person to organize such a meeting. Metro staff will check with Trowbridge about presenting to CSOS.

Town of Madison (Rose) – They had a request for a bus shelter. He will discuss this with Metro.

Fitchburg (Arnold) – At their transportation committee, they explored the possibility of trying to get service into the Nine Springs neighborhood by stretching the Route 16. That proved problematic, so they are still exploring. Meriter is going to have a clinic there. They are committed to having transit in this transit-oriented neighborhood. They need something even if it is a loop route.

Arnold is working on an initiative to bring a new route for Fitchburg between the WTP and STP. They will be presenting this to the Madison Area Bus Advocates at their April meeting.

Kamp said Metro is having a meeting with the Madison Metropolitan School District (MMSD) regarding the allocation of revenue. He explained to all partners that for those who purchase unlimited ride cards, the revenue is allocated to the municipality in which the ride is taken rather than the entity that purchased the card. MMSD had 1.9 million total rides taken on EZ Rider passes. However, only 700,000 of those rides were on supplemental school routes. In excess of 1 million rides were on fixed route buses, so the revenues from fixed route rides benefit those municipalities. Since the majority of EZ Riders are purchased for indigent students and 84% of rides are taken by indigent students, MMSD was wondering why they weren't realizing more revenue. If those students are riding in the City of Madison, Middleton or on other routes, that municipality gets the revenue. This also true of passes that UW provides to their employees. If some of the ridership from those passes occurs in Fitchburg, Fitchburg benefits from that revenue.

Arnold asked how Monona and Shorewood Hills are coming along as new partners. Kamp said Shorewood Hills included a partnership with Metro in a long term planning document. They decided not to do so in 2012. There is still closed door service to clinics on Broadway unless Monona starts making an effort to contribute.

Golden said in the 2000 census, there was some data that indicated there were about 400 regular Shorewood Hills Metro riders based on people boarding on University Avenue. He wonders if there is that kind of data available in the 2010 census for Shorewood Hills and Monona so we could make an argument saying you aren't paying but your citizens are using the service. Kamp said the MPO has that data from 2000 and Shorewood Hills used it in talking about the RTA. Metro will get the information from the MPO and share it with CSOS.

## 12. ADJOURNMENT

Opitz moved adjournment; Arnold seconded. The meeting was adjourned at 1:28 PM.