



# 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, October 9, 2013

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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Please note: Items are shown in Agenda order.

### A. CALL TO ORDER/ROLL CALL

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

**Present:** 8 -

Sue Ellingson; Anita Weier; David E. Tolmie; Gary L. Poulson; Margaret Bergamini; Ann E. Kovich; Kenneth Golden and Kate D. Lloyd

**Excused:** 1 -

Chris Schmidt

**Please note: The Commission has one vacancy in the position of 2nd Alternate. Wayne Bigelow has been named to fill the vacant Member position.**

### B. APPROVAL OF MINUTES

A motion was made by Golden, seconded by Tolmie, to Approve the Minutes of the September 11, 2013 meeting. The motion passed by the following vote:

**Ayes:** 6 -

Sue Ellingson; Anita Weier; David E. Tolmie; Ann E. Kovich; Kenneth Golden and Kate D. Lloyd

**Abstentions:** 1 -

Margaret Bergamini

**Excused:** 1 -

Chris Schmidt

**Non Voting:** 1 -

Gary L. Poulson

### C. PUBLIC APPEARANCES - None.

### D. DISCLOSURES AND RECUSALS - None.

### E. TRANSIT AND PARKING MONTHLY REPORTS

#### E.1. [31779](#)

Parking: September 2013 Activity Report, and Revenue/Expense/Occupancy Reports and Graphs - TPC 10.02.13

Parking Operations Manager Tom Woznick made the following remarks.

- The Parking Sustainability report would be presented in January rather than November. Staff had provided feedback about the initial draft to the consultants, who would need some additional time to tweak the report.
- Staff was in the process of reviewing the Judge Doyle Square proposals. Interviews would be held the following week.
- New graphs were attached to the monthly reports, which would help people better understand the different occupancies in the five garages, and how they worked. Taking a year of occupancy data from Sept. 2012 through Aug. 2013, the graphs showed average occupancy by hour on each day of the week at each location.
- Cap Square North, Gov East and Overture worked pretty similarly, with peak occupancy between 10 AM and 2 PM weekdays.
- State St Campus and State St Capitol worked differently.
- State St Campus peaked at 70% on Saturdays between 11 AM and 2 PM, and mid-60's to high 70's between 6:30 and 8:30 PM – much different from other facilities. Occupancy reached the low 60's on Friday evening, reflecting clientele who were more retail, restaurant, and special event based.
- Likewise, State St Capitol peaked close to 60% on Saturday between 9:30 AM and 1:30 PM, and again between 6:30 and 9:30 PM.
- Staff would continue to provide this info yearly or bi-yearly, to reveal differences beyond what was shown in basic occupancy data, inc. how the State Street garages were different from the other three.

Bergamini pointed out that Gov East had Friday and Saturday evening occupancies that surpassed midday occupancy, which demonstrated that the Square's entertainment and nighttime activity district was back and in business. Woznick agreed and said the Gov East was a huge part of parking availability in the Downtown, not only on weekdays, but on Friday-Saturday also. Even on Sunday when all on-street parking was free, Gov East had 30% occupancy.

Golden suggested that staff collect occupancy data for street parking on Fridays and Saturdays after 6 PM (when meter fees ended), in select areas near entertainment districts supported by garages (where fees were charged). We were competing with ourselves. With DMI's interest in extending street parking fees beyond 6 PM to 9 PM, and with the financial situation, this might produce additional revenue. Woznick agreed and said that staff could do a survey to help inform the dialogue. He himself had seen the core of the downtown packed on Friday and Saturday nights.

Woznick responded to questions.

- People might have to go to the top levels to find parking when a garage was 95% full; but not at 80%, when 100+ spaces would still be available and could be found sporadically on lower levels as well as many at the top. In fact, 80% occupancy was desirable: It maximized capacity and still provided plenty of parking that could be found easily.
- Permit parking was available in all the garages. When he first came to Parking, limits were uncapped and the whole system was freed up, which was why monthly parking was up 36% YTD. Staff monitored this to watch how it impacted occupancy.
- Budget information would be provided at the November meeting, after tweaks were made.
- LED lights were in the current and future budgets, and could eventually be

installed in all the garages, but not in those facilities scheduled for replacement.

- Gov East was a good example of the balancing act involved in determining how much remediation and investment was needed to keep a garage safe, knowing that it would be replaced.

Golden/Kovich made a motion to receive the report. The motion passed by voice vote/other.

**E.2. [31780](#)**

Metro: YTD Fixed & Paratransit Performance Indicators, and Financial, Performance Measures and Rider-Revenue-Fare Type Reports - TPC 10.09.13

**Metro Transit General Manager Chuck Kamp answered question.**

- The % increase of accidents, esp. non-chargeable accidents, was due to a record number of new drivers. Included were more garage incidents partly due to new drivers and the very tight quarters there. Also, 2012 was a particularly strong year for safety, to which 2013 was being compared.
- Paratransit "no-shows" were up, because the definition of a "no-show" had been changed since last year. The increase had more to do with the new definition than with substantive change.
- While regular salaries were \$77K underbudget, overtime was \$305K overbudget (consistent with last year); mainly due to costs of paying existing drivers to cover while new drivers were being trained. The 2013 budget was prepared in June/July 2012, when Metro was still grappling with the deep turnover among drivers. They now had a better handle on that and some tools to control it in the labor contract. OT was on the radar screen.
- Re: generational turnover and retirements due to changes at the State level, staff expected it to be higher than average, but not as bad as 2011-2012. The 2014 budget amount for OT reflected some of these issues.
- To better understand the situation, Metro could provide OT/turnover info. In a recent news article, Metro had reported that in 2012, it had had 75% higher turnover than an average year in the previous 5-6 years.
- Looking at reserves generated/used, all expenses and the increase in passenger revenues through August, Metro was in good shape overall.

Kovich/Tolmie made a motion to receive the report. The motion passed by voice vote/other.

**F. UNFINISHED BUSINESS ITEMS**

**F.1. [30876](#)**

Amending Section 12.129(1) of the Madison General Ordinances to remove the exception that allowed motor buses to park on streets in residence districts.

Poulson had been in touch with the Attorney's Office and Alder Cnare, who said she would like the item referred to a future meeting. A motion was made by Golden, seconded by Ellingson, to Refer the item.

Before the item came before them again, Golden had several questions for Alder Cnare and the City Attorney's Office.

- What did "park" mean on the street: Were we talking about a vehicle that was empty for three minutes? Was that parking? What was the intent here?
- What did "residential districts" mean? Were these zoning districts?
- Did the classification of roadways come into play?
- What about mixed-use projects, with residents living above commercial? Was this a residential district?

- An exception process was needed, just in case we didn't want this to be enforced in certain areas. We needed some criteria, like hardship, to get out of it.
- The Drafter's Analysis should include info about what problem this was trying to solve.
- What was a "bus"? Were paratransit buses included in this?

Kovich noted that citizen complaints talked about parking overnight and over weekends, but the amendment language just said "can't park" without mentioning overnight or over weekends. Bergamini said she had earlier asked for a definition of all of the named vehicles. She wasn't sure what a 14-foot paratransit van or a school bus weighed. She thought all of those definitions were found in the State motor vehicle code.

John Strange of the City Attorney's Office commented as follows.

- Alder Cnare and folks at the MPD, who requested the ordinance, would be in a position to discuss the best procedure going forward.
- When he spoke to Stephanie Niesen, Supervisor, MPD Parking Enforcement, earlier in the day, she thought they would not be going forward with the item.
- Niesen's primary concern was school buses. Given the number of concerns that had been raised about other types of buses that might be impacted by the way the item was drafted, if the primary concern was school buses, they might be able to use the current ordinance to address that.
- There might be some issue as to how the court would rule in terms of a school bus vs. a motor bus. But if the primary concern was school buses, they could proceed under the current ordinance and see if there were other issues down the road.
- They decided to talk to the Alder to see what she wanted to do.

Although they had been asked to refer the item to some (indefinite) future meeting, Poulson said they would go ahead and forward the questions to Strange and Niesen. Strange said he didn't have specifics about what the problem buses were, where they were, how often it was happening. He had simply responded to a request from Cnare and Niesen based on their observations.

The motion passed by voice vote/other.

## G. NEW BUSINESS ITEMS

- G.1. [31782](#) Metro: Update on Transit Advertising Rates - TPC 10.09.13

Transit Marketing and Customer Service Manager Mick Rusch provided the following update.

- They had completed almost of year running the new in-house ad program.
- Though Transit Advertising Sales Associate Peg Anthony had had a really good year, she had run in to a few things they hoped to address with the new rate card.
- People had told them their prices were a bit high.
- They had noticed that people were buying short-term rather than long-term contracts (1-3 months vs. a whole year).
- Because of the amount of inventory available, people were asking for lower rates.
- As a result, they created an extended pricing structure (attached), which

allowed for a sliding scale of discounts that Metro was offering to encourage the purchase of multiple units and encourage longer contracts.

- Their goal last year was to get off the ground, which they did. Their goal next year was move the inventory and sell as much as possible in the fleet.
- Anthony had been given a fairly rigid rate card last year, which didn't provide much room for negotiating. The new rate structure offered more flexibility to close a deal. Hopefully this would give her more to work with.
- Anthony had developed good relationships, and now they were hoping to grow the program, in order to be able to raise rates next year.
- The new rate card went from 0%, 10%, 15%, 20% to 25%. It provided discounts for the purchase of more ads, and for longer contracts.
- Base rates were a little lower than last year's, but pretty much reflected the average rate of what they sold last year, with a little more movement built in, to be able to close the deal.
- Though it wasn't clear whether riders liked them, Metro hadn't received any complaints about wraps this year. In previous years, they had received feedback that riders couldn't see through the windows.
- When they began the program, they got together with print vendors and explained the problems they were having. As a result, they had ended up with the best possible material on the market to make it easier to see through the windows. The holes were bigger on the window covering.
- Metro had a good relationship with their current printer, and if anything better were to come along, they would pursue it.
- When Metro took over the ad program, they gained the ability to create different sized ads, such as the King Kong and the Mini King Kong, to be able to offer a different/lower price.

Poulson thanked Rusch for the information.

G.2. [31783](#)

Metro: Presentation of 2014 Capital and Operating Budgets - TPC 10.09.13

Kamp was joined by Metro staff, Finance Manager Wayne Block and Planning and Scheduling Manager Drew Beck, to discuss the 2014 Capital Budget (attached) and answer questions. The Capital Budget sought to replace old equipment and technology.

- **Transit Coaches:** This was the largest capital item. Metro had a five-year procurement for 80 vehicles which they were front-end loading because of some remaining and new federal funding. They would get 20 buses in early 2014, and 15 buses in each of the subsequent four years.
- **Fare Boxes:** The second largest item, this was a reprogramming of prior year (federal) funds. As they learned of new technologies for fare boxes, they slowed that procurement and involved some of their partners, who had unlimited ride pass features, to have some of their specifications considered. The current fare boxes were 25 years old (from 1989).
- **Transit System Upgrades:** Software upgrades included "Drivermate" for paratransit services, esp. contracted, to allow drivers to enter real time info using a smartphone or mobile data terminal, which would provide more accurate on-time performance than with the current manual system. It also opened up the possibility that paratransit customers could have real time info about the location of their vehicle (like fixed route customers).
- A second upgrade was for "Blockbuster" runcutting software. The Scheduler currently used an old DOS-based scheduling system. With the Scheduler nearing retirement, they would like him to be familiar enough with the new software to be able to train his successor. The (Lotus) DOS system was so old

that the original vendor no longer supported it. However, the system was so reliable, it never had problems. It scheduled route and driver assignments, and was fairly sophisticated. Payroll was based on info from this program. One problem with it was that old computers were needed to run it.

- Building Expansion/Construction: Looking out toward 2015-2017, the numbers appeared large. They were actually smaller than last year's five-year projection, because the previous numbers were based on a 2005 garage study of rebuilding their existing location, taking the existing footprint and building up. Rather than budgeting for a new facility to house 285 buses, the new numbers were based on looking at the potential of using the Nakoosa Trail property in part, for a satellite bus facility to house 40 to 80 buses, depending on space. Metro had been working on this with the Long-Range Facilities Planning Committee.

Golden said he was upset about Item #4, the expansion of facilities.

- The Parking Utility was currently preparing a study that would include a discussion of their facilities, which would be presented to the group for them to evaluate the results and move forward.
- While he had an opinion, he didn't know what the answer was for Metro's facilities.
- But it seemed that all facility planning was going on outside of the Commission. The Council and BOE were more important, but there had always been an assumption that the Commission had a level of knowledge that was important to consider. He had not heard of Nakoosa Trail until now.
- There was a gorgeous, tall, valuable building two blocks from Metro. He couldn't imagine how much property tax that building was paying the City.
- When Metro sent buses out to the edge of town, there was a lot of dead-head time.
- He wanted an analysis (other than "we already own it") of what the best strategy would be for locating a bus facility.
- Right now, it seemed we were falling forward: We had it, so we'll keep it and make it better.
- He wasn't saying this was the wrong answer. But it was based on absolutely no analysis that he had seen. Analysis may have gone on elsewhere.
- But as a Commissioner, he would have thought they would have had some influence on the process for making decisions about what kind of facility or facilities were needed, and where they should be.
- If we were upgrading E. Washington (in 2019, as stated in the budget narrative), we were essentially saying we were going to keep it. He didn't know if this was the right thing to do, for Metro, the neighborhood, the City or City finances.
- An analysis was needed to say what we were going to do, why, and why it was good. Right now, it seemed we were doing what was easy: Apparently, we owned something on Nakoosa Trail already, let's build it there. We owned something on Mineral Point Road, why not put it near Pine Bluff?
- This was not the way to do it, without knowing this was the most efficacious approach.
- If it was in the narrative, unless it was rejected and deleted, it was likely to stay there.
- It seemed the Commission was not in charge of this, and he didn't like that.

Kamp commented as follows.

- The Nakoosa Trail option was mentioned in the Mayor's budget released in September. Nakoosa Trail had three or four scenarios. Metro was just one of

them, and it was possible Metro would not be there.

- The Mayor's Long-Range Facilities Planning Committee was looking at how Metro's facility needs were met. Because their short-term needs were so critical, as the Manager, he felt they needed to get some space and needed to do so in short order (though there might be some disagreement about that).
- This didn't take away from the importance of Golden's point. We still needed to address what was going on with the E. Washington facility; and the vision of some day having two facilities hadn't been fleshed out enough.
- Regarding Nakoosa Trail, three companies had submitted bids to do a building master plan, which would look at the three scenarios there, which would include use by Fire, Police, Fleet and Fire Maintenance, and Metro. Staff would keep the Commission updated on this.
- They had been focused on dealing with short-term needs, because they had no land and no plan. They had no process right now, other than the Mayor's Long-Range Facilities Plan, to help with that.
- The Long-Range Facilities Planning Committee was really a short-term and long-term planning group. On the short-term, he wondered if Nakoosa Trail could possibly be one of Metro's satellite facilities.

Golden made the following remarks.

- He was encouraged by Kamp's comments. It seemed Nakoosa Trail wasn't necessarily a Metro idea.
- There were probably some sites around town that could be used in the short term. Metro was busting out of the barn, so whatever they needed to do was fine.
- He suggested to the alders that they determine some amount to have an appropriate consultant do a meaningful study, which would not only have Metro's needs in mind, but would also take into account real estate and revenue generated from property tax if the current facility was torn down and replaced by a large, new building like those nearby. How much would Metro realize from selling that land?
- A Metro study comparable to the one being done for Parking was needed, to have some concrete information in front of them to put forward the best scenario for Metro.
- \$50K might be sufficient to do such a study; and since it would be considered a capital item, it wouldn't be such a big hit on the budget.
- If the Commission was not to be led all over the place, they needed to take charge of how the dialogue continued.

Bergamini said she was almost as upset as Golden, and wanted to make some suggestions to the alders as well.

- A Metro facility study was done in 2005. Metro's current facility was turning into another Gov East: Both were supposed to be built/rebuilt over a decade ago.
- She didn't necessarily want a study like Parking's because the issues were different; but would like something comparable to the 2005 study.
- Having not reviewed that recently, she couldn't recall what the projections were, in terms of fleet size, the usable life of the building. How far and fast did we intend to grow the transit system?
- Facility expansion was not a sexy capital item, so year after year, it was shunted aside, which has led, as shown by accident statistics, to a less-than-ideal, less-than-optimally safe and healthy work environment.
- There were a lot of moving parts. The Council had been given \$300K in spending change. Perhaps some of that should go towards a facilities study,

that first looked at operational needs, and then looked at the real estate market; that first looked at the future of the bus system, related to staffing and equipment.

- For example, a new fare box system will require a new cash room. If there were to be two facilities to which buses returned at night, would the second building have a cash room? How much would that add on to the cost of the fare box system?
- These were the practical questions that couldn't be answered if we kept pushing this project off.

Kamp said nothing submitted by Metro was omitted from the list presented for 2014. Although the number for 2019 Building Expansion was missing on the front page of the Summary, it was included on subsequent pages. Kamp mentioned that the numbers generated from the 2005 study used in last year's budget, were updated in this year's budget. Bergamini wondered how that update was done. The Executive Summary of the 2005 study would be made available to members. [Because it was 6 PM, the meeting proceeded to Item H., Metro's Public Input Session. At the conclusion of Item H., discussion of the budget resumed.]

When asked for his thoughts about a building study, Kamp said there was \$50K or more to do a garage site analysis (received at the time of federal earmark funding). They had focused so much on the short-term needs of their facility that they had struggled to complete the scope of work, and had been using the work of the Long Range Facility Committee to take a look at that. Staff would confirm the dollar amount available, and provide the draft of Scope of Work.

Federal funds were usually available for several years, and they were in no danger of losing this money. The 2005 study said that Metro should plan to have 285 buses for the next 30 years. Transit Service Manager Ann Gullickson said the reason the study got put on hold was because the Mayor constituted the multi-departmental Long Range Facilities Planning Committee. They thought they might be better served being involved in that process vs. being out on their own doing the study that wasn't part of City's process. So they delayed their study, but still have the money do it if they decide it would be a good strategy going forward.

Golden made the following points.

- The Bus Size study being done could impact the projection for 285 buses, depending on if we buy big/small buses.
- The BRT study (calling for 34 articulated buses) needed to be part of the planning process.
- A facility study should focus on operational efficiency (such as dead-head time).
- Beyond siting, for the study to have validity, Real Estate and Planning staff needed to think about economic development and property taxes gained by building things of value.
- An oversight committee should be formed, with Council, TPC members and those living near potential sites for facilities.

Kovich wondered if the funding was available for short-term planning also, since short-term would impact where we went in the long term. Kamp said the money wasn't available for leasing land, but could be used for a 5-10 year plan.



With a focus on where to locate facilities and with typical amortization, they would be looking to take care of their needs for the next 30 years vs. the next five. Kamp recalled how BRT folks from around the country had talked about the importance of planning, but suggested that sometimes it was "ready-fire-aim". Though their focus had been on providing additional space on buses, long-term planning was essential. So he agreed with everything that was being said, and they would move ahead with the scope of work.

Kovich said that a City committee would be focused on real estate issues and what works for the City. But they needed to look at what was best for Metro, from an operational standpoint. Kamp said the Long Range Facilities Committee was looking at the operational issues for each of the departments involved; the draft Scope discussed dead-head time and driver-relief time.

Bergamini noted that one of the efficiencies, which in some ways was a deficiency at Metro, was that they ran so lean on planning staff that projects like this could fall by the wayside. It made their numbers look really good as far as operating cost/revenue mile/revenue hour. But it meant their staff was stretched thin. In terms of long-range facility planning, if Metro were continue to be the regional system it truly was, perhaps the help of the MPO, County and Middleton staff should be enlisted. Though this was a City of Madison issue (esp. when it involved real estate and capital investment), the effort could be done more quickly and efficiently if they had sufficient staffing.

Kamp distributed a summary of the most recent WisDOT Management Performance Audit information regarding staffing (attached). The issue was critical in Metro's IT, planning and finance areas. Metro performed well compared to peers in terms of general administrative staffing. But in the 2009 report, this was good news and bad news. It said that Metro may be so far under the average that it was a challenge to accomplish certain things.

Turning to the Operating Budget, Kamp provided highlights.

- The 2014 Executive Budget called for a \$600K+ (= 5.5%) increase over the 2013 projected budget. Some news reports at first implied that Metro's expenses had been cut.
- The diesel budget presented some challenges. But overall, the annualization of the services that had been approved and went into effect a month earlier alone produced \$400K of the increase.
- Looking around the state, there weren't many transit systems with the current federal and state funding issues, that were able to expand service. Metro appreciated being able to address some expansion needs.
- Authorization for a Paratransit position was being requested, to do in-person assessments to determine if someone needed paratransit or if they could use fixed route service. Metro had run a pilot, and believed the savings potential could pay for the position in 2-3 years. Metro was working with the MPO re: the federal funding source for the position.
- Metro's request for diesel was a higher amount than in the Executive Budget, which had been driven by a reduction in diesel costs. Prices had come down since June/July. But in Metro's estimation, prices would not be down to \$2.77/gallon. If Metro were able to lock in prices at \$3.00 (close to what might be possible), an additional \$292K would be required.
- The budget included a request for an additional \$21K for police coverage at the transfer points. When fares were increased in 2009, \$100K was budgeted initially for program start-up. They didn't use all that money the first year, but

eventually they started using it, primarily at the STP. Now they were using it at the STP and WTP extensively, and to a greater degree at the ETP and NTP. \$96K would allow them to provide a greater, consistent coverage at all four transfer points.

Staff and members discussed the Operating Budget.

- Re: the \$500K difference between the 2013 Adopted and 2014 Executive budgets in Paratransit Expenditures: Metro had seen a 2-3% decrease in Paratransit ridership for the past two years, which was a nice trend, since the service fluctuated linearly per ride. This was a natural decrease, which they didn't expect to change; and it might become more so, after in-person assessments were started and people might be trained and transitioned to fixed route.

- Items that didn't get funded:

- A request to lease a facility out by MATC to store 15-20 buses. They had hoped that with a leased facility, when they bought 20 buses, they could actually keep 7-8 of those, and go from 208 to 216 buses. Without that, they would try to hold on to as many buses as they could. They were looking at possibly parking some outside.

- A request for an additional operations supervisor, because of the additional activity at transfer points and ridership in the evening. They currently had one supervisor who needed to be at the radio at night, who could respond to an accident/incident. But then the radio was left unstaffed. They felt they needed a dedicated Road Supervisor into the night hours, in addition to the radio coverage.

- Items not submitted because staff felt they had already asked for quite a bit:

- A request for a staffing study (requested in the past).

- A request for additional bus cleaners. They currently had two full time cleaners. They also had a program with MMSD, where some students with special needs were helping with some limited cleaning. They wanted to see more buses cleaned on a regular basis.

Though he understood why, Golden said it was unfortunate that the ambitious 5-year plan outlined in the TDP was really going nowhere this year. Bergamini addressed a comment to the alders: She was very concerned about the lack of a second, true Road Supervisor at night. With buses out very late at night and as someone who drove a public vehicle for a living, the fact that there was only one person, who was stuck on the radio, who could otherwise potentially come to her aid to resolve a situation of any type, was very disturbing. It struck her as penny wise, pound foolish. She wished this position would be staffed. [Please note: Lloyd left at 7:10 PM, at this point in the meeting.]

Kamp reported that at BOE the previous night, a chart showed \$574K of needed items that the Mayor wanted the group to focus on, inc. the \$292K in fuel for Metro. Along with this, \$679,300 in savings and new revenue amounts were identified. That morning, Alder Schmidt had offered an amendment to add the \$292K back into Metro's budget. Poulson thanked Metro for the info on the budget. They would see what happened at the Council, and where things would end up.

Please note: This Roll Call is shown to reflect that Lloyd was excused from the meeting when action was taken on Items G.3-G.5.

Present: 7 -

Sue Ellingson; Anita Weier; David E. Tolmie; Gary L. Poulson; Margaret Bergamini; Ann E. Kovich and Kenneth Golden

Excused: 2 -

Chris Schmidt and Kate D. Lloyd

G.3. [31791](#)

Metro: Request to hold a public hearing at the November 13, 2013 TPC meeting, regarding proposed targeted fare increases and potential service changes.

**Kamp said Metro's budget contained reduction proposals (attached), which included two fare changes to address the \$292K reduction in fuel: An increase for the unlimited ride pass from \$1.15 to \$1.30, and an increase for the MMSD Easy Rider Pass by \$10/semester. Those two fare changes equaled \$292K. Then, to meet the Mayor's reduction target that every department had to meet, Metro proposed two service changes: The discontinuation of New Year's Day service, the lowest ridership day of the year, equaling \$25K; and some reductions in summer service on selected Campus routes and Sheboygan Avenue, equaling \$20K.**

If the TPC approved the request for a public hearing in November, they would be considering these four items. Also, just that day, the Town of Madison had notified Metro that they were unable to pay more than \$100K, which would amount to \$15-20K in (reduced) service to them. Metro would be meeting with them, and the hearing notice would list potential cuts in the Town of Madison as well.

When asked how many people would be impacted by the fare increase to the unlimited ride pass, Block said that most of the ride passes were connected to institutions, like the UW, for which employees and students ultimately paid. A large portion of the UW Student Association (ASM) fees went toward paying for passes. Though all pass holders would ultimately be impacted, it was hard to say exactly how many people would be impacted immediately.

Bergamini said 28K ASM passes were distributed this semester. Some students might use the pass 4X/day, while others not at all. She didn't have current frequency data. Typically, there was some negotiation among the parties with pass programs, but she had not yet discussed this with any of them and couldn't predict how they would respond.

Kamp said the public hearing would occur November 13th, a week after the Council had made its final decision; so they would have the actual numbers.

Block said non-Madison partners saw a significant budget increase this year, and the two largest partners, Middleton and Fitchburg, had asked why. Block had given them the reasons, but had not heard back from them. Apparently they just wanted clarification so they could go to their councils, who needed to pass their budgets as well. Partners had been notified as soon as Metro submitted their budget. Since the Executive Budget made some changes, he hadn't factored that into the calculation and reissued it to the partners. Because it was based on fuel prices, they didn't really know anyway.

Kamp said that if Schmidt's amendment to restore the \$292K was successful, the need to do the increases and service changes would be eliminated. He was reminded that the partners made up 20% of Metro's budget. So for the City to save (reduce) its portion of \$292K for fuel, with a multiplier effect on the partners' portion, Metro would have to cut \$340K total. But if the amendment passed, that would eliminate the impact on partners.

Kamp noted that it was possible for the partners to say they would not pay (as the Town of Madison just had). This situation made the case for why a regional approach to governance and funding had distinct advantages. They found themselves managing the Town of Madison's budget as much as they did regional transit planning for the Town, where important regional destinations were located, like the Huber Center. They would have to have some discussion and brainstorming about what they would do about that, because it wasn't straightforward.

Block pointed out that Fitchburg had approved a 2013 budget that was less than the amount Metro had given them, for the services provided. So as part of the last round of service changes, Metro had to determine how to reduce service in Fitchburg.

The Commission would know where things stood by its November meeting. Per Commission rules, they wouldn't actually take their action until the December meeting, a month after the hearing. Golden/Kovich made a motion to hold a public hearing in November. The motion passed by voice vote/other.

**G.4. [31702](#)**

Relating to El Caballo Pedicab application for a Pedal Cab operator license.

Poulson reported that Keith Pollock of Traffic Engineering recommended approval of this application. A motion was made by Golden, seconded by Kovich, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

**G.5. [31784](#)**

Proposed 2014 TPC Meeting Calendar - TPC 10.09.13

A motion was made by Golden, seconded by Tolmie, to Approve the 2014 meeting schedule. The motion passed by voice vote/other.

**H. 6:00 PM - METRO PUBLIC INPUT SESSION**

**[31785](#)**

Metro: Public Input Session - TPC 10.09.13

[Please note: This item followed the first half of discussion of Item G.2.]  
Poulson said that besides presenting comments at this session, members of the public could email or mail their statements to Metro. Commissioners were interested to hear from riders, and future sessions might be held around town.

Registrant Susan DeVos, N. Midvale Blvd., 53705, thanked Metro for asking for a vision rather than for a response to a specific proposal. In general, she supported following the former RTA's suggestions for transit. In specific, given the new bus procurement, she suggested that it may be time to try hydrogen buses, if we could get them at a deep discount in exchange for experimenting with them. (Please see DeVos' statement attached.)

Registrant Kari Ehrhardt, Sheboygan Ave., 53705, asked if service could be adjusted to relieve overcrowding on Route 2 on the weekends, esp. Saturdays. Route 10 was supposed to take over for Route 14, but it just went to Campus not the Capitol area. Route 2 was the only bus running from the Capitol later in the evening, and the Route 15 only ran 1x/hour after 7 PM. Perhaps the 15 could run every half hour. Detours stops were not always clearly marked, esp.

downtown and Campus. She was also concerned about the subjectivity involved in drivers more frequently asking people of color with passes for their ID. The process should be improved to remove subjectivity.

Registrant Yvonne Schwinge, Sheboygan Ave., 53705, liked that the community was asked to share ideas apart from when changes were proposed. She liked the increased headways of the Route 2, which gave the Route 3 at WTP an important connecting opportunity in the afternoon. But Route 2 was overcrowded on Saturdays, esp. during special events. More service was needed during game times and popular shopping times, or the Route 8 should run every half hour. While appreciating Metro's effort to carefully allocate limited resources, her commute times had lengthened since the last round of changes. Bus stops needed good lighting and sidewalks. Bus seating configurations should be discussed when purchasing new buses. She hoped for the day when federal, state, local governments viewed comprehensive public transportation as essential. (Please see Schwinge's statement attached.)

Registrant Royce Williams, Fox Ave., 53711, a senior and frequent rider, appreciated how buses in his area ran pretty reliably. He liked that schedules were being put on the signposts outside of shelters, and made more accessible. In the Monroe St/Edgewood area, he was sorry to see the Route 7 eliminated and replaced by the Route 3 on weekends. Given that Edgewood used passes, it was inappropriate that it only had hourly service on weekends. We needed more multi-line, electronic signs, esp. in key areas. Re: BRT, he would like to see the lights on the Square have transit-priority, because the buses there spent a lot of time waiting for lights.

Registrant Kari Schrage, Rustic Ridge Ct, 53716, expressed great concern about the elimination of the 4:00 PM supplemental bus at Sennett/LaFollette that served the East Buckeye, Acewood, Elvehjem and Richmond Hills neighborhoods. This bus had allowed students to participate in (20) after-school activities and provided seamless service to these neighborhoods. The decision was made without Sennett being informed, which created distress for students at the start of the school year who thought they had a way home. And based on a informal survey at Sennett, as many as 61 students said they would not be able to participate in after-school activities since the bus was cancelled. The alternative of going to the ETP presented safety problems and could take as much as 1½ hours for kids to get home. She hoped a collaborative inquiry and solution could be made. (Please see Schrage's statement attached.)

Registrant James Robison, W. Wilson St., 53703, was a fan of the Metro system, and wondered if there were any plans to add capacity to the Route 75. The 5:00 and 7:36 buses were particularly crowded. Kamp said Epic had asked Metro to look into this issue, and could perhaps provide funding to address it.

Registrant Amanda Rule, Mesa Ct., 53719, lived close to the Route 57 and was concerned that it ran only at peak times. She would prefer that it ran to WTP opposite the Route 51 on weekends. She had just moved to Mesa to be closer to the buses. In the winter, she was afraid of having to walk further and falling. Her old walker did not navigate the ice well.

Registrant Jan Kolarik, Hillcrest Dr., 53705, an exchange student who ran an NGO for better public transit in the Czech Republic, said Metro transit was very

good by US standards, but by European standards, it could use improvements. His observations and suggestions included:

- Allow more time for the announcement and LED display of streets before reaching them.
- For people without smartphones, make more paper copies of schedules available, and add such info as names of "important stops" and anticipated travel times between them.
- To solve capacity problems, articulated buses would be a good option (vs. more/frequent buses).
- Bus stop signs should include a name of the destination vs. a number; and maybe the names of some important stops along the route.
- Trolley buses were a good option as a compromise between diesels, hybrids or light rail.

Former Alder and Commissioner, Robbie Webber, Stevens St., 53705, commented as follows: Though not within the purview of the TPC or Metro, she was speaking to WisDOT and the general public. We needed to start including transit in all our transportation projects. She had attended public meetings about three very large roadways, each of which carried at least 40K cars/day, some up to 100K/day. She asked: Why not put in a dedicated lane for transit, on the Beltline, Stoughton Road, and University Avenue? We needed to start facilitating transit that went as fast or faster than cars. We could not build our way out of congestion. If we gave people an alternative, if they got stuck in traffic, at least they'd have another choice. She was putting WisDOT on notice that she expected a dedicated lane on every new road they built, from now on.

Registrant Lori Whitney, Melody Lane, 53704, thanked Metro for the wonderful job and service they did. She needed and used the bus to get everywhere, and believed in mass transit. She made the following suggestions:

- Run the Route 6 on Melody/Independence Lanes every hour on weekends vs. every two hours (now), going to WTP .
- Run the bus an hour later on Fridays and Saturdays, to provide an option for people to get home from the bars (to promote safety and reduce drunk driving).
- Was there a way to reduce littering, to educate people? Bottles and snack bags were hazardous: Riders could trip/slip and fall, creating a potential liability for Metro.
- Was there a way to get people to move back, or to get standing riders to sit down when possible? These were safety issues.

Registrant Susan Hagstrom, Shorewood Blvd., 53705, a commuter, had suggestions for Route 10.

- With no bus stops on John Nolen, and to encourage more commuters (esp. State and City workers), when turning onto Bassett and Wilson, go up to the Square; and then down King Street, rather traveling John Nolen. The bus was only half full when she rode it during commuting hours.
- Route 10 riders would like an extra code on the top to reflect the various diversions the 10 took: perhaps, 10H for the bus that goes to University Ave. and 10E for the one that diverts up Johnson and down Gorham.
- Riders didn't understand how the start times were set up: They shifted from 15 to 10 to 5 minutes. Could these be switched to every 10 minutes?

Registrant Rochelle Rule, Mesa Ct., 53719, wanted Routes 51 and 57 to interchange times more frequently; when one wasn't running, the other should

run more frequently, like the 57; esp. with winter months coming. She was a student at Globe University and sometimes she left school as late as 9 PM, and it would be good to have more frequent times late at night to get home more safely. With winter coming, benches or a shelter would be nice for the neighborhood; being a residential area, nothing was really there.

Registrant Rebecca Wahl, Braxton Pl., 53715, was concerned about the Route 40. When Metro conducted surveys, maybe they should be done in both the summer and winter, because they might be getting only half of the picture. Some people like her took the bus in the winter only. She worked at Opportunities, Inc. on Stewart Street, and the nearest bus stop on Greenway Crossing was very unsafe. Greenway Crossing was one of the worst streets to cross, esp. for a person with a disability. People had to walk up a curb cut to get to the bus stop. Who would be cleaning out the area for them? Last year, the area was filled with snowbanks, making it dangerous.

Registrant Linda Branson, Director of Employment Training, Opportunities, Inc., Stewart St., 53713, spoke in opposition to the change to the Route 40 bus stop. Opportunities, Inc. was a non-profit agency that supported people with intellectual and physical challenges in the areas of work skill development and prepared them for employment. Part of that effort involved mobility training to promote independence by using public transportation rather than County-funded paratransit. Currently, they had six individuals riding Metro. For the previous five years, the bus stop had been at the end of their driveway, which had been very convenient. Stewart Street had a very high volume of traffic, with trucks as well as cars. In the past few months, the bus stop was moved across the street, to the corner of Stewart Street and Watford Way. When told of the change by one of their riders, Branson contacted Metro. Back in August, Metro said they would check with Traffic Engineering to see what they could provide for safety at the crossing. To date, nothing had been done. There was no crosswalk, no sidewalk, no stop signs -- no safety in it. The corner at Stewart/Watford was very small, so their riders had to stand on the street, which was very dangerous. With no crosswalks, traffic didn't stop, and their riders had to wait to find a safe time to cross. They were concerned that someone would be hit. Branson read a letter from their riders. (Please see the letter attached.)

(Read by Poulson) Registrant Ann Schomisch, University Ave., 53562, asked if the Route 8 timepoint at University and Norman Way could be pushed back by five minutes to facilitate transfers to the Route 78 going downtown.

Registrant Anand Bharath, Sheboygan Ave., 53705, thanked Metro for responding to rider input and increasing (Rt. 10) service to Sheboygan. Even at night, bus frequency was around 15 minutes. There was no bus to Middleton on Sundays. He wondered if it would be possible to extend Route 8 all the way to Greenway Station, and to move the Middleton transfer point to Greenway Station, which was a large shopping district used by a lot of people. Also, articulated buses were a good idea. Golden said Metro could provide the service, if Middleton would pay for it. Bharath might like to attend their budget hearing, and frame the issue as one benefitting their businesses. The same applied to having Saturday, but not Sunday service.

Erin Jonaitis, Rogers St., 53703, loved Metro and had been a commuter every day for 10 years. For years, she had wondered why most drivers didn't enforce

the stroller policy. Now that she had a child, she found it really difficult to hold a toddler in one arm, while trying to collapse a stroller with the other hand and find a place to put it that was safe. It worked well when drivers were willing to wait at the stop until they got settled. Otherwise it was a safety risk for the kid, mom and riders nearby. At the 7:45 AM stop at Rogers and Spaight, her Route 38 driver always helped her with this. He deserved a raise.

Poulson thanked everyone for coming out, and said that Metro staff would likely compile the statements, and provide a response either on the website or in some other fashion, inc. perhaps responding at a future meeting. A Metro tweet chat with Kamp and Bergamini was being held that Friday at "#metroinput". Staff would respond to as many comments/questions as possible between Noon and 1 PM, and into the afternoon as needed.

**I. REPORTS OF OTHER COMMITTEES - 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  
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 informed members that a new member would be joining the Commission, former Alder Wayne Bigelow. Noting the request from ADATS Chair Carl Durocher, Poulson invited members to consider serving on ADATS and PCPWD.

**J.2. Commission member items for future agendas**

Golden said he would like to work with Kamp and Poulson on a TPC resolution, to recommend that TPC membership be changed to include a voting member from one of the partner municipalities. He asked that a discussion of a TPC draft be put on a future agenda. The question was whether people who were paying 23% of the local share should have voting.

**ADJOURNMENT**

By unanimous consent, the meeting was adjourned at 7:30 PM.