



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.**

Wednesday, July 9, 2014

5:00 PM

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

A. CALL TO ORDER/ROLL CALL

Present: 8 - Chris Schmidt; Anita Weier; David E. Tolmie; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini; Ann E. Kovich and Kenneth Golden

Excused: 3 - Lucas Dailey; Kate D. Lloyd and Amanda F. White

Please note: Schmidt arrived at 5:04 PM and Bergamini arrived at 5:05 PM, at the start of Item E.2.

B. APPROVAL OF MINUTES

A motion was made by Kovich, seconded by Bigelow, to Approve the Minutes of the June 11, 2014 meeting. The motion passed by voice vote/other.

C. PUBLIC APPEARANCES - None.

D. DISCLOSURES AND RECUSALS - None.

E. ORGANIZATIONAL MEETING

E.1. [34713](#) Election of Chair and Vice-Chair - TPC 07.09.14

Kovich/Weier nominated Gary Poulson for Chair. With no further nominations, Golden/Bigelow made a motion to close nominations and to cast a unanimous vote for Poulson as Chair. The motion passed by voice vote/other.

Kovich/Bigelow nominated Margaret Bergamini for Vice-Chair. With no further nominations, Golden/Bigelow made a motion to close nominations and to cast a unanimous vote for Bergamini as Vice-Chair. The motion passed by voice vote/other.

E.2. [34715](#) Re-affirmation/changes to TPC Rules and Procedures - TPC 07.09.14

Poulson mentioned a change he had previously suggested, to amend the rules to allow Alternate Members to vote for election of Chair and Vice-Chair, which was thwarted by the City Attorney. He asked the alders to consider an ordinance change. Alternates sometimes had more experience than Regular members. Alternate White had the third longest longevity on the Commission, and had she been there, she wouldn't have been able to vote for

Chair/Vice-Chair. He wanted to again put the idea forward.

Golden then proposed a change to the composition of the Commission, which would also require an ordinance change. Because Metro received 20-25% of its local share funding from other communities, he wanted to add a non-Madison member to the Commission of CSOS, as recommended by the Commission and appointed by the Mayor. Along with this, he would proposed converting one Alternate member to a sitting member to maintain an odd number of members. He wanted the Commission to sponsor such an ordinance change, with CCOC as Lead and the TPC as the Secondary making recommendations to CCOC.

Schmidt said that the TPC couldn't sponsor such an ordinance change, but one of the alders could. Kovich supported this idea. It would make them more regional in terms of issues. Also converting one Alternate to a Regular member would help address some of the issues raised by Poulson. Golden/Bergamini made a motion to ask the alders to introduce such a change to the ordinances. Bergamini asked the alder sponsors of such a proposal to think about the role of CSOS vis a vis the TPC. The motion passed by voice vote/other.

In acknowledgement that agendas are now emailed as well as mailed, Kovich/Golden made a motion to reaffirm the rules but with the change of the word "mailed" to the word "distributed" in Section II.(D) in the first sentence of the fourth paragraph. The motion passed by voice vote/other. In discussion of Section V, Schmidt clarified that six members were needed to suspend/amend the rules (vs. 2/3's of members present).

- E.3. [34716](#) Appointments to other committees, if any - TPC 07.09.14

Bergamini agreed to continue to represent the TPC on the LRTPC.

F. TRANSIT AND PARKING MONTHLY REPORTS

- F.1. [34717](#) Parking: June 2014 Activity Report, May Revenue-Expense-Occupancy Reports - TPC 07.09.14

In response to Kovich, Schmidt said there were no new updates for parking with regard to Judge Doyle Square. Kovich/Bergamini made a motion to receive the reports. The motion passed by voice vote/other.

- F.2. [34718](#) Metro: YTD Performance Indicators and Financial Reports, Performance Measures and Rider-Revenue-Fare Type Reports, Staff Recommendation re: Lift Count Statistic - TPC 07.09.14

Metro Transit General Manager Chuck Kamp referred to the memo at the end of the reports that had been prepared by Transit Planning & Scheduling Manager Drew Beck, which recommended that the "Trips using Lift" statistic be discontinued in the Fixed Route Operating Stats. With no objections, they would move towards discontinuing this stat.

Golden asked that a column be added to the Fixed and Paratransit pages to show a percentage increase/decrease in the stats YTD. Kovich asked if benchmarks could be added to the page showing Performance Measures, to give people a frame of reference for what was favorable or not. Kamp said the

mean and standard deviation info in their 2008-9 WisDOT Management Performance Review could serve as benchmarks. The Review compared Metro to its peers relative to population and service levels. In the past, Reviews had been required every five years or so, but it wasn't clear that these were being continued. The Reviews looked at several different categories inc. maintenance, training, safety, paratransit, and had been a useful exercise for staff. One annual analysis that used to contain 6-7 statutorily required items had not been coming out. Kamp said they would check with WisDOT to see if any systems had gone through the review, and if the practice was being continued.

Bigelow/Tolmie made a motion to receive the reports. The motion passed by voice vote/other.

G. NEW BUSINESS ITEMS

G.1. [34719](#) Metro: Summary of the 2013 Metro Transit System Audit, presented by Jodi Dobson, Baker-Tilly - TPC 07.09.14

Baker-Tilly-Virchow-Krause Auditor, Jodi Dobson, walked members through the Metro 2013 Audit Presentation (attached), adding the following comments.

- Their unmodified (clean) audit opinion gave the highest level of assurance that the financial statements prepared by Management accurately reflected the financial position of Metro.

- The Management Discussion and Analysis on pgs. 3-18 of the bound "Financial Statements" (attached) provided a narrative analysis that was an easier read than the remaining financial statements.
- Because Metro received so much federal and state transit funding, they were always part of the city-wide A-133 single audit, in which they looked at 14 compliance requirements (such as filing reports on time, following procurement rules, cash management and more). For 2013, there were no findings for the transit grants.
- Ridership was up in 2013 and continued to be strong.
- The make-up of revenues had been stable over time. The overall revenue increase was in line with and had been driven by the expenditure increase over the same five-year period.
- Federal and state portions represented 50% of all revenues, which was standard for systems our size.
- "Other" revenues included revenues from advertising and sale of equipment. Epic funding was among "Other local subsidies".
- While ridership had increased over the past five years, expenses had remained relatively flat, with minimal increases over the same period, which was commendable.
- The proportions of Expenses by Function had also remained stable, with employee compensation and benefits being the largest category, which was consistent with other transit systems.
- Interagency charges were those items that took advantage of City-wide functions provided and billed to Metro by other agencies. Higher amounts in 2010 and 2013 were driven by snow and snow-plowing.
- Expense control was commendable esp. when considering fuel costs over this period.
- Updates on prior recommendations: Reports were all reviewed and filed in a timely way in 2013. Timely invoicing for special partners like UW and MMSD that were billed monthly was still an area of focus, to improve cash flow.

Journal entries still needed more timely review to improve efficiency; management agreed and just needed to put staff in place to do this.

- Methods and assumptions used for key estimates, where making judgements could impact financial results, were found to be reasonable.
- The audit process had been good, as usual.

Dobson and Metro Finance Manager Wayne Block answered questions.

- Re: GASB Updates on pg. 6-7 of the Auditors communication to management, the changes shown would not change the responsibilities of the Commission, since some of the standards were written for specific accounting transactions that might not even come into play.
- GASB No. 67 and 68 would change the way people think about pension liabilities in governments. Today, if WRS said we needed to put \$500K into the WRS plan, we made the payments and showed no liability. It was recognized as an expense and that was that.
- Under the new rules, when the actuaries calculated out all the benefits that had been earned, and compared that to the cash WRS had sitting in the bank, the difference would be allocated out to all the participating governments and shown in their financial statements, to show their share of it. This would elevate and make more transparent the long-term liability to show what would need to be paid over a long period of time.
- This was not a change in responsibility, but instead was something that would have to be understood and looked at differently. Whether pension liability would be reported at the agency level or at the City level would be a City decision; the standard didn't specifically dictate.
- Rules being drafted related to lease accounting would require people to take a new look at all their potential leases and how they would be reported. It wouldn't affect business decisions whether to lease vs. buy; but it would change how they showed up in financial statements.
- Kovich: Building leases were now shown as an operating expense. Under the new rules, leases would show up as an asset and liability. What had been off-balance sheet debt would come back on the the balance sheet and could have a huge impact on a lot of businesses, changing financial statement covenants and how the financial statements themselves were viewed.
- If the current value of Metro was needed in order to sell Metro to another entity such as an RTA, pg. 31 of the Financial Statements related to Capital Assets (physical assets inc. land, buildings, buses) showed historical cost. Unlike having someone assess the value of a building today, historical cost was the cost at the time of purchase or construction, which was how they were required to report it.
- Another fact to bear in mind: A significant portion of these assets had been funded through grants: 80% of a bus purchased by Metro was paid for by the federal government. Metro owned the bus but the government retained an interest. So when a bus was sold, some of the proceeds would have to be paid back to the government, or with other options, reinvested in the system.
- All capital purchases that used funding money were tracked and logged in great detail, inc. how much federal interest was retained.
- Page 31 showed cost basis, and the detailed management records would show how much was federal vs. local investment.
- (Block) A pro forma concurrence to get permission from the feds was needed to sell every bus, even if a bus was 20 years old. The federal standard was 12 years, 500K miles. With buses sold for more than \$5K, the money could be applied towards and reinvested in future bus purchases. They weren't aware of specific guidelines for different types of assets and when the federal interest

lapsed on them. But for anything sold for more \$5K, they had to apply the excess to a future purchase.

- (Block) If Metro assets were transferred to another governmental entity like an RTA, the feds would maintain their interest in them.

Kamp said that in their Triannual Review every year, the feds checked for evidence to see that the ownership by City was sound. If Metro were to go through the RTA selling process, based on the experience of other systems, the FTA would be interested in the transaction related not only to their 80% share but also to how the transaction was conducted. So, if there was an ownership shift, the FTA would be paying attention.

Bigelow/Golden made a motion to the accept the report. The motion passed by voice vote/other.

G.2. [34720](#)

Metro: Resolution No. TPC-43, regarding Additional Weekend Service on Route 31 - TPC 07.09.14

Like other service changes, Kamp said they were bringing this proposed change before them to get their approval. Based on driver and customer recommendations, the change would add weekend service on Route 31 to Dutch Mill, the location of a intercity bus terminal where Greyhound and Lamers had recently been added. Currently, Routes 11 and 12 served Dutch Mill Monday through Friday only. This would allow that connection on weekends, starting in August. Bergamini gave a hip-hip hooray. A motion was made by Kovich, seconded by Weier, to Approve the resolution. The motion passed by voice vote/other.

G.3. [34722](#)

Metro: Resolution No. TPC-44, regarding Ladders of Opportunity Initiative - TPC 07.09.14

Kamp said this was a new federal grant opportunity, which focused on the kinds of things that used to be in Jobs Access and Reverse Commute program, and would help with capital costs for expanded service to job centers. With an application due date of August 4th, staff wanted to get approval to apply for this funding, inc. vans to be used by YWCA for their job ride program, a perfect fit for the grant. Metro was at their maximum number of buses in service. With tight federal funding and with added service to Epic and the UW Hospital-East, two important job centers, this would provide 80% funding for two additional buses. The local share for the two buses would be a supplemental request in the 2015 capital budget. Epic was going through their approval process to see if they could help with this, since one of the two buses would expand service to them.

Kamp answered questions. Whether the request was ambitious enough in terms of the number of buses, staff was talking about that, but being cautious because of space. This was what they could do with the existing space. They would add two buses to an order they were placing for buses in 2015. They were looking at hybrid buses at \$600K each, with local share at \$240K for both. The cost of the six vans was about \$150K, with the local share being recovered through an arrangement with the Y. If they got this grant, Metro would have the money they would have otherwise used for the Y.

With increasing demand and not having the means to satisfy it, Bergamini felt that the Commission should formally encourage staff to be ambitious about

digging for federal funds. Bigelow asked what would happen if they requested more money for more buses and then couldn't accept it because of space constraints. From a business perspective, Kamp felt if they were applying for money, they should be in a position to use it if they got it. Plus, it wouldn't be good if other transit systems in the state could use the money and didn't get it, while Metro got some they didn't use. However, if they could see a way to expand the request before August 4th, they would.

Finance Manager Wayne Block said the Y had selected the type of vans basically because they were the cheapest. They would buy them off the State contract. Block noted that the basic van Stoughton bought was \$32K, and accessibility features increased this to \$38K. Golden suggested that the Y might be going for the bottom line because they didn't have a lot of money. But if they went for something a little more environmentally sensitive or with a longer life, they might be better off in the bigger scheme of things. Block said they were definitely trying to minimize their 20% local share. Kamp said they could discuss this with the Y, and review the State contracts to see what was available. Block said they also could go out for bid on the vans, if the State didn't have other options. Kamp said that in August they would report back on this and the final application re: what they were requesting.

A motion was made by Weier, seconded by Tolmie, to Approve with the Amendment to add "at least" before "two hybrid electric buses" in the sixth paragraph. The motion passed by voice vote/other.

- G.4. [33999](#) Authorizing the Mayor and the City Clerk to execute agreements with current and future municipalities, institutions, and organizations, including but not limited to the Cities of Middleton, Fitchburg and Verona, the Town of Madison, the University of Wisconsin-Madison, Madison College, and Madison Metropolitan School District for provision of transit service benefiting these partner municipalities, institutions and organizations starting January 1, 2015 for current partners and upon execution for future partners and continuing until written notice of termination or amendment by either party.

A motion was made by Bigelow, seconded by Schmidt, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

- G.5. [34354](#) Authorizing the Mayor and City Clerk to enter into a sole source agreement with Trapeze Software Group, Inc. to provide Blockbuster software and maintenance service in support of other Trapeze software products currently in use at Metro Transit.

A motion was made by Bigelow, seconded by Schmidt, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

- G.6. [34387](#) Authorizing the Mayor and City Clerk to enter into Contract Amendment #3 with Trapeze Software Group, Inc. for an updated scope of work and project modifications for Trapeze Ops workforce management software at a cost of approximately \$70,000 and amending the Metro Transit 2014 adopted capital budget as appropriate.

A motion was made by Schmidt, seconded by Tolmie, to RECOMMEND TO COUNCIL TO ADOPT (15 VOTES REQUIRED) - REPORT OF OFFICER. The motion passed by voice vote/other.

H. UNFINISHED BUSINESS ITEMS

H.1. [34723](#) Metro: Update on proposed changes to Metro Leased Space Policy - August Draft - TPC 08.13.14

Metro Customer Service & Marketing Manager Mick Rusch reviewed key items in the proposed Draft (attached).

- Full Wraps and Content: Would be kept the same.
- PSA Advertising: After initially proposing to eliminate free PSA's altogether, staff now proposed putting some limits on them. Though otherwise pretty much handled the same as before, free PSA's would now be offered in packages, saying how Metro would put the free advertising out.
- Free PSA's would be placed on their oldest buses, because they were not on the road as often.
- Some people asked a lot for free PSA's.

Rusch answered questions.

- Currently, Metro had no limit and where they assigned PSA's. Their previous vendor put out free ads on as many as 50 buses because space was available. Now those people were coming back and asking for the same sort of coverage
- PSA's: The customer paid for the printing and for having them put up. Metro gave them the space. Examples of ads: Breast Cancer Awareness and PAVE.
- The limits were directed towards exterior advertising and not to interior cards. They wanted to save exterior space for the premium ads.
- The customers were getting pretty demanding and telling them to run their PSA's to run indefinitely until Metro needed the space. With ads picking up, Metro wanted to be careful to reserve open space.
- Non-profits had to demonstrate they were non-profit. If Metro had any doubts, they could go to the City Attorney to get look into it. Usually the non-profits were those they were familiar with.
- Metro did have a non-profit rate, and their salesperson usually directed people to that. Most people paid, and there were only a couple org's that requested free PSA's. Radio and TV were not carrying so many PSA's anymore, so people were coming to Metro.
- There wasn't much to define "obscene". But if staff thought it would be an issue, they would refer it to the City Attorney's Office to weigh in as to whether Metro could refuse the ad for being obscene. In staff's experience, the CA didn't take that stance often.
- When something offensive was proposed by a customer, their in-house salesperson was able to say that this might not be acceptable in Madison. She could usually talk them out of it (with one big exception, where the customer wanted the ad to be what it was). But in 5-6 other instances, the customer voluntarily changed their ads.
- They could not refuse liquor ads. But since going in-house with their advertising, unlike their previous vendor, they did not approach liquor companies. The buses used to look like beer trucks. The companies understood that, and now were buying partial wraps rather than full wraps, which were put on the street side of the bus, so that school kids getting on the bus didn't see them.

- All the beer companies had cooperated with Metro. They didn't want to shock the community and wanted the ads to go over well. This was a change from how it had gone in the past; though that was not to say it couldn't happen.
- Metro did not accept any ads for tobacco. That was the law.
- Whether Metro could refuse socially controversial ads had to do with going to a non-public forum. After looking into this with the City Attorney, Metro wasn't inclined to do this since it would limit them to commercial advertising only; they wouldn't be able to do other types of ads inc. opinion-based ads.
- A non-public forum would restrict a lot of different advertising. They would not be able to do United Way ads, Breast Cancer Awareness ads, safety ads from non-profits, etc. Staff preferred to look at ads on a case-by-case basis.
- Per the rate schedule approved previously by the Commission, Metro had a scale based on the number of ads and length of time purchased.
- The Implementation and Appeal Process would remain the same.
- UW Athletic Association ads had been handled as a straight sales transaction (vs. a non-profit). But UW had a lot of different arms in their organization.

Rather than talking about placing PSA's on the oldest buses, Golden suggested that the wording say Metro would give priority to paid ads on the most frequent buses.

In response to a question from Bigelow, Bergamini said that the UW Hospital was considered a public authority, and could probably use this status and/or their medical non-profit arm when purchasing ads.

Kamp noted that in the Long-Range Plan passed in 2008, one of Metro's goals was to get 1% of their revenues from advertising, which would be \$550K. Through May, they had reached \$160K, much improved over last year. They were hoping these guidelines would help them meet their goal. When Metro went to an in-house ad program in 2013, they said they would bring annual updates on their revenues and some of the issues they faced. They were following through on the commitment they made a year ago to bring back the guidelines to see if they needed to be tweaked. In terms of their recommendations, they felt they could make them work.

As for whether the Council needed to approve the changes, Schmidt said the last two times Leased Space Policy was amended, it had gone through the Council. Rather than taking action immediately, he thought perhaps they could find out if it needed to be a resolution and bring the item back to the August meeting. Poulson noted that this would also allow time for Metro to tweak the wording re: PSA's, and perhaps to add some qualifying language re: non-profits; to firm up the language before it went to the Council.

I. INFORMATIONAL PRESENTATIONS AND DISCUSSION ITEMS

- I.1. [34724](#) Metro: Update on expansion of Epic/Verona routes - TPC 07.09.14

Kamp said Metro had been communicating with Epic not only related to service and local share buses but also related to looking for space and leasing it. The last two years Metro had submitted supplemental budget requests for this that were unsuccessful. Perhaps it would help if they had a couple partners (inc. Epic) helping them with the cost of leased space. Epic said they would consider this during their current budget review process. So Metro was

looking at all possible ways to add buses and space, at least in the short term. In the long term, Metro would be briefing them on plans for Nakoosa Trail. The previous Monday, Epic had added 516 employees.

I.2. [34361](#)

Update from TPC Subcommittee to Review Taxi Regulations & Shared-Ride Services, Chair Wayne Bigelow

Taxi Subcommittee Chair Wayne Bigelow reported on the work of the Subcommittee.

- Except for one piece, the insurance piece was pretty much resolved.
- The City Attorney's Office were convinced that the TNC's were completely covered under the current taxi regulations.
- With this being so, unlike Minneapolis that drafted a whole new set of ordinances re: TNC's, perhaps Madison could simply tweak parts of the current ordinances to make it work.
- Alder Resnick's resolution was being tweaked.
- At the next meeting, Metro staff would discuss paratransit and someone from EOC would discuss accessibility. They could have problems with ADA. It was bigger than TNC's.

When asked, Schmidt said Alder Resnick's resolution had been referred to the TPC and would be coming to it. After the Subcommittee finished its work on it, it would come to the TPC to refer out to the Secondaries.

J. **REPORTS OF OTHER COMMITTEES - for information only; no action required.**
(Most recent meeting minutes electronically attached, if available)

[07828](#)

ADA Transit Subcommittee
Contracted Service Oversight Subcommittee
Parking Council for People with Disabilities
Long-Range Transportation Planning Commission
State Street Design Project Oversight Committee
Joint Southeast Campus Area Committee
Madison Area Transportation Planning Board (MPO)
TPC Subcommittee to Review Taxi Regulations & Shared-Ride Services

K. **ANNOUNCEMENTS AND FUTURE AGENDA ITEMS**

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

Poulson mentioned that the date of the September needed to be changed due to changes in the dates for budget deliberations. September 17 was proposed. Of the members present, three said they would be available on 9/17. Making quorum would be the issue.

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

ADJOURNMENT

A motion was made by Schmidt, seconded by Tolmie, to Adjourn at 6:31 PM. The motion passed by voice vote/other.