



City of Madison

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

Thursday, May 9, 2013

12:00 PM

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

1. CALL TO ORDER / ROLL CALL

Staff: Drew Beck, Wayne Block, Ann Schroeder, Chuck Kamp, Mike Cechvala

The meeting was called to order at 12:08.

Present: 7 -

Steve Arnold; Ahnaray Bizjak; Margaret Bergamini; Mick Howen;
Jacquelyn M. Dahlke; Kenneth Golden and Mark M. Opitz

Excused: 5 -

Rick Rose; Rindert Kiemel, Jr.; Adam Sayre; Bill Burns and Darwin Ward

2. APPROVAL OF MINUTES

A motion was made by Arnold, seconded by Golden, to Approve the Minutes.
The motion passed by voice vote/other.

3. PUBLIC COMMENT

There was no public comment.

4. DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

5. [30075](#) Service Changes

Attachments: [booklet \(2\).pdf](#)
[Buffer Para.pdf](#)
[Cost Estimates 2013.pdf](#)
[Proposed hrs vs current hrs.pdf](#)
[Route 18 Scheduled Times at Transfer Points.pdf](#)
[Route 18 Realignment of Service in the Allied Loop.pdf](#)
[2013 OwlCreek Proposal4.pdf](#)
[Feedback on Aug 2013 changes.pdf](#)

Kamp said we can talk about details as there are questions, but it was unusual that we had \$150,000 budget approval for service changes, and then the Transit and Parking Commission (TPC) approved another \$60,000 in targeted fare revenue. We are still allowing ourselves 50 hours a weekday of extra buses. Average weekday scheduled hours would go up by 67 hours.

A chart was provided where yellow showed increases and blue showed decreases. Route 2 will increase to 15 minute headways from 30 minutes during peaks. Routes 9 and 10 are shifting west and adding time that used to be extras, so now those times will be published. Routs 33 and 35 are new. Route 33 is kind of the north loop of what is now the 14 but extended out to Grandview Commons. We are splitting out some routes because of the way they get interlined at the east transfer point (ETP). The Route 31 is the new Owl Creek route.

There is the same level of service on Routes 3 and 18. The number of trips does not change. The changes are more a function of non-revenue time. The changes between Fitchburg and Madison on Routes 18 and 40 were not reflected on the handout because they net out.

Routes 33 and 35 are listed under Route 14 and 15 loops. We feel that having a separate number will make it easier to explain. Golden said we talked to Blooming Grove about joining Metro as a partner, but that disappeared. The service changes does not increase how much Routes 33 and 35 serve them. Route 32 doesn't change.

The service changes to not affect the ADA service area except on weekends for Owl Creek, so that area is opened for coverage weekends only.

Bergamini wondered whether Routes 24 and 25 would affect service to clinics on the north side. Beck said that service won't be adversely affected because it is not the first and last trips that change.

The group looked at the Route 18 red dot map. Staff is recommending lopping off the Red Arrow loop. Arnold pointed out that Red Arrow clearly has enough transit use to justify a line. The idea of working with a fixed budget and robbing Peter to pay Paul is going to drive us all crazy. Soglin should be sympathetic. He's the one who said you can justify making buses free with all the external benefits. We cannot continue to expand ridership without expanding bus service. This is a prime example.

Beck said we've had this Route 18 chronic on-time problem almost since its inception. Golden asked if there are other segments that should be considered that would shorten the route. Coho, which staff is also recommending. Golden said the problem he perceives with the 18 is that 22% of the time it's late. The goal of changing the service is speeding it up. Adding buses won't help. The walk from some of the stops if the bus is just on Allied exceeds a quarter mile. In some cases it is 1/3 mile. That is not completely prohibitive, but it is a deterrent. He wishes there were other places this could be trimmed. Bizjak said it's not only the distance, but it's different because of the perceived safety issues in that area. If we are not getting substantial feedback, maybe people are more comfortable with the walk or they are being served with the Route 19. Fitchburg is concerned with it because of what we understand to be happening in the neighborhood, but we've heard from only 1 or 2 people who

are very upset over this. We did postings at those specific bus stops, so they know what is going on. No one showed up at Fitchburg's meeting, and there were only two registered comments at the TPC meeting. She recognizes that taking service off that stop might free up resources for other service.

Golden agreed. His experience representing that neighborhood is that people don't show up to public meetings. The issue of the Route 19 is intriguing. While the 19 is nice service, the destinations for the Allied neighborhood are different than others. The 19 doesn't replace the 18. Is there any way of using the 19 to somehow restore the 18? Bizjak said there is a possibility of taking the 19 through Jamestown to connect with the west transfer point (WTP). That would drop service to Fitchburg Point – Hy-Vee, Super Target, etc. One of Fitchburg's goals is to have transit that allows people who live in Fitchburg to use transit to get to work and shopping in Fitchburg. Golden said one other issue in terms of public reaction is that the city has already been skewered by Madison area bus critics. It will be hard to quell the critics if we remove service there.

Bergamini said she doesn't think we will hear a big criticism. She thinks we need more information for new TPC members. Kamp said we had a separate meeting with new TPC alders. Also, construction on Verona Road scheduled to begin March 2014 will affect bus service. There is going to be a real problem. It will be a problem for the 18 to make a left across the frontage road onto Verona Road. During construction, they will give signal priority to Verona Road rather than assist left turns. Beck could see Route 18 buses having to wait three light cycles to make the turn. Once the construction is finished, the configuration is going to change. There is going to be a roundabout and then a need to get across and probably be late to the south transfer point (STP). We've talked internally with construction in mind to recommend just starting the 18 now with how it will operate during and post construction instead of making yet another change of an unpublished detour for a year. Bergamini supported this idea strongly. Pedestrian access going across Verona Road will also be a problem during construction. Golden asked if we know the time of day when Crescent / Red Arrow ridership is highest. Beck said it is spread throughout the day.

Staff also offered Proposal B for Route 18. This gives provides the amount of time it actually needs instead of what shows up in the Ride Guide. It gets 40 minutes to make the trip instead of 25 during peaks, which is when we are having the majority of the problems. You can still make transfers at the WTP because Routes 6, 67 and 2 are running every 15 minutes. During other times it would remain the same.

Arnold asked what is happening at the STP. Beck said the idea of swapping Routes 4 and 5 alternating every 5 minutes is in the proposal. Arnold said a tongue-in-cheek Proposal C is to give buses an hour to get to the transfer points. Someday we might be able to get more buses and get to an ideal. Bizjak echoed Golden; even if you add more buses you still have a time problem. But if you have more buses, you decrease loads and decrease dwell time at stops. Also, there would be less waiting time at transfer points. Golden asked if there was a solution with another "via" that could solve this. Beck said that is what is happening now – with one via Crescent / Red Arrow and one via Allied.

Bergamini said with the state budget issues, does staff still feel Verona Road construction will begin? Yes. She then wondered if there was any way we could get signal prioritization for the buses. Bizjak said the thing is all the buses would have to have that emitter equipment. Arnold said they could be portable and be carried by the driver of that route. Beck said you are going to get a queue and the bus will still sit there. Bizjak said they are looking at video detection to set turning movements there and technology to make real time changes to the turning at that point. The Department of Transportation has agreed to fund that at the signals. This project went forward without considering all the input from the neighborhoods. Beck said once the construction is done, the configuration will still be a problem.

Arnold suggested loading up one via on the route with all the loops and have the longer version do that and then have the other via do no loops and speed through. Kamp said that would be hard to explain to customers. Golden said you'd have to give it another number. Kamp said Alder Cheeks may have a neighborhood meeting to address the 18 changes.

Owl Creek's weekday schedule is during the AM and PM peaks. Trips on Route 31 fit around existing school dodger trips well, so kids can get to school early, after first bell, and can stay for after school activities. Weekend service is 9:30 AM to 7:00 PM. This is good for getting to work, especially in retail, or shopping or working at the mall.

Metro got few feedback comments on changes to Route 18. But there was a representative from the neighborhood association, an alder and mayor from Fitchburg. A lot of feedback is relating to concern about less service on Sheboygan Avenue. We have a graphic about how that is really an improvement. Golden said in all his years on the TPC, this is the best and most comprehensive information he's ever had about substantial service changes. The only minor suggestion is to have the information right in the Ride Guide to show current service and as well as what the changes will be.

Bergamini wanted very obvious information for Sheboygan Avenue so it is clear for people. Kamp said for TPC we have a chart that shows current and proposed service and also how extras give us more service, but they will have more capacity because they are starting on Sheboygan Avenue. Bergamini requested that be sent out prior to the meeting.

6. [30076](#)

Update on Requested Reports

Attachments: [Report Requests by CSOS.pdf](#)
[Monthly ridership Mar2013.pdf](#)

Kamp said we provided a summary to make sure we have captured requests. Also, we've got a new chart that is in response to the first two requests. It shows monthly ridership next to YTD and also has Routes 81 and 82 separated. Some requests we are not sure we're going to get to. We will work on the other requests. Bizjak said thank you because the monthly ridership is very useful to her. This report will be in addition to the others we already put out.

7. [30077](#)

Update on CSOS Contracts - Wayne Block

We resurrected the contract from 2009. Carolyn Hogg recently retired. Metro was assigned another attorney just starting out with transit issues – John Strange. He has taken the boilerplate and is reviewing to get an understanding to make sure we are ready to go forward. The UW attorneys had made some alternations and Strange will be looking at those. We'll have an update ready for the July meeting. We will share both contracts with everyone for transparency purposes. The vast majority of changes by UW were crossing out “partner” and putting “university.”

8. [30078](#) Update on Budget Schedule - Wayne Block

Every time we do a capital budget it is for the upcoming year and a five year projection. The direction this year is that the projection we made for 2014 in the immediate past should be what we stick to. We can delete but not add. Then we also must submit a budget that shows a 10% decrease. Anything we add has to be a separate supplemental request.

Arnold asked if the last Capital Improvement Plan (CIP) has a bus garage in some future year. Block said it had a significant dollar amount for 2013 for land acquisition. What that means is complicated. We can reauthorize that money if we think we could spend it next year. There are different variables to how this capital budget will work. Kamp said one variable is that we've always relied on 80% federal funding. Because of MAP-21 and federal funding decreasing, it might mean we should expect to only get 50% federal funding. Golden requested that we link the Metro budget to the Transit Development Plan (TDP) as much as possible. So if we are putting in a supplemental request, mention that it is in the “approved” TDP.

Arnold wondered if there were any half measures to relieve our space problems like a fenced area to store buses. Kamp said we are actively looking for storage property.

9. [30079](#) Update on Bus Rapid Transit - MPO

Cechvala said the bus rapid transit (BRT) study is finishing up. It is a feasibility study to see if this is a direction we would like to go. We looked at four corridors. The west goes out University Avenue to the West Towne mall area. We looked at Odana Road and Mineral Point Road corridors. One is fast and direct and has bus lanes. One is slower but hits the WTP and West Towne Mall. There is not much cost difference. Odana Road is about 3 minutes slower.

We looked at fixed guideway and corridor-based investments. The south corridor is park Street and Fish Hatchery Road. The east is Route 6 going to East Towne Mall; this goes to Madison College each time but only to Anderson, not Kinsman. North goes to North Towne Center. This would make the trip to East Towne 26 minutes versus the current 30 to 37 minutes with the

addition of direct routing, limited stops and signal priority.

There are about 20,000 daily boardings. The study said it would be about 15,000 boardings per day on a BRT system and 10% is new ridership. There are about 5,000 people who would use other existing service. The cost is about \$138 million in capital and \$200 million for fixed guideways. Those are fairly conservative assumptions. One is that we have \$30 million for bus storage and maintenance. If Metro builds a new garage then that cost goes away. Kamp said with MAP-21, we are less likely to get that funding than a New Starts funding project where it would get special attention.

Cechvala just got final report today. It is 200 pages with 15 appendices. He will put it on the website. For next steps, the main thing is to find a smaller project within the whole system vision and find a way to fund and build it. Now we are relying on the City Transportation Master Plan to pick up the ball. Bizjak asked about the public meeting. There were about 60 non-staff people. They did a survey and got 68 responses. Most were fairly positive. There were no comments indicating that we're going in the wrong direction. Kamp said if you go to the City of Madison budget website, they are doing a sort of wiki to gather feedback, and one of the things in the top ten ideas is reducing travel time on Metro.

Cechvala said we have heard about no dedicated lanes, but most of the time issue is signal priority and bus stops. Arnold asked if this included the stuff that came out of the transit oriented development design or is that a separate sustainable communities project? They don't have the new designs. That is in the other report.

10. [30080](#)

Ridership

Attachments: [March 2013 ride revenue.pdf](#)
[Route Productivity Mar2013.pdf](#)

This was discussed earlier in the meeting.

11. [08290](#)

Reports of Member Communities/Institutions

Bizjak (Fitchburg) – We have Transportation Coordinating Committee meeting tonight taking action on the 2013 transit changes. We were hoping to give information about what happened at TPC. From a staff perspective on tonight's action, I'm intrigued by Proposal B for Route 18. I would like to know why Metro staff does not support it. It seems like a really great compromise. Although we haven't gotten a lot of comments, we heard from Golden that the community tends not to give feedback. All registered comments do oppose the changes. So I like Proposal B. Kamp said staff doesn't recommend it for two main reasons: 1) it still saves 1.5 to 2 minutes to be off Red Arrow all the time and that's big and, 2) with the construction starting on Verona Road, this is a better long term solution.

Arnold said he is concerned about taking Hatchery Hill service off peak to hourly for Route 40. So we'll have a discussion tonight. I'm grateful for the

fact that the 40 would now serve another part of Fitchburg with multifamily housing. Hatchery Hill is a high transit neighborhood, and to take our best transit service and make it worse is a very hard argument to make. It brings me back to why are we robbing one to pay the other. I'll have to bring that to our council. They are the ones who made a transit funding cut. Bizjak said that is why she is not as opposed to the Route 40 change because it maintains a standard for service. Arnold said it's a low standard. When you look at transit dependent neighborhoods, hourly service is not enough, and you can't attract choice riders with hourly service. Hourly service isn't a good choice. Arnold would like a budget amendment to put the cut transit funds back. Bizjak said the 18 and 40 service changes were not Fitchburg recommendations they were Metro driven due to schedule concerns.

Optiz (Middleton) – They are not making major changes. Comments were mixed from the public on their changes. They will be having a lot of street construction in the next few years. Some will affect Route 71 until August. Next year will be worse; there is a Branch Street rebuild in addition to Allen Boulevard work. He hopes those won't be at the same time. They need to start planning for that.

Bergamini (UW) – They just announced that parking rates will go up significantly. They will also begin charging for faculty/staff bus passes beginning with the pass in September. They are charging \$24 a year. The Associated Students of Madison had a change of government. There is a new director and new students working on transit issues as well as a new chancellor. The construction on Memorial Union at Langdon Street makes it difficult to get a bus through. Students are anxious to get Route 81 back to Patterson Street. Arnold said \$24 for the pass is a lot more than free for a casual user, so he'll be interested to see how many fewer bus passes are picked up by casual users. Bergamini said for students, the average is 4 rides per semester per pass holder, which means there is a huge variety.

Cechvala (MPO) – The TDP will be printed soon and posted on the website. Work will begin on a coordinated human services and transportation plan.

12. ADJOURNMENT

The meeting adjourned at 1:37 PM.