



City of Madison

Meeting Minutes - Final

TRANSIT AND PARKING COMMISSION

City of Madison
Madison, WI 53703
www.cityofmadison.com

Tuesday, August 14, 2007

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

Durocher called the meeting to order at 5:05 PM.

Present: Robbie Webber, Jed Sanborn, Carl D. Durocher, Amanda F. White, Tim Wong,
Sharon L. McCabe, Kenneth M. Streit and Duane F. Hinz

Excused: Brian L. Solomon, Gary Poulson and Kevin L. Hoag

Webber arrived at 5:07 PM, and Hinz arrived at 5:09 PM.

B. [07258](#)

Interim Report of the Long-Range Metro Transit Planning Committee:
Presentation and Public Feedback/Listening Session

Durocher outlined the purpose of the Ad Hoc Committee, which was set up to take an overview of transit in this area and provide a set of recommendations to Metro and the TPC about this. Noting that there was overlapping membership between the TPC and the Ad Hoc Committee, he commended Committee members for their hard work.

Amanda White, member of TPC and Long-Range Metro Transit Planning Committee, made a PowerPoint presentation, which outlined the contents of the Interim Report of the Ad Hoc Committee, as follows:

- Make-up of Ad Hoc Committee membership.
- Committee Mission Statement: to secure financial stability of Metro, to provide guidance on priorities.
- What Metro does well: higher level of service than comparably sized systems, ridership at 20-year high, above-average cost effectiveness vs. peers, strong community support.
- Committee approach and focus areas represented by 5 subcommittees: Funding, Service Improvements, Increasing Ridership, Cost Management, and Marketing.
- Findings of Funding Subcommittee: costs are increasing esp. fuel, and state assistance not keeping pace; contingency fund was at \$2.5 million in 2002, now at \$130K; service expansion in one community diluted state funds = unsustainable funding structure; Metro lacks authority to create RTA; funding structure unsustainable.
- Looking at: capital funding for equipment replacement; RTA; and bus rapid transit.
- Recommendations of System Improvements Subcommittee: put schedule info at each bus stop; make trip planner easier to use, make available real time schedules at major stops on cell phones/PDAs, online; explore bus rapid transit system.
- Looking at: expanded service on PM's and weekends, express routes, route priorities, density of bus stops, ride guide and schedule enhancements.

- Increasing Ridership Subcommittee: expand unlimited ride pass program, add more Park and Ride lots, build more private/public partnerships (service to employment centers, shuttles, shared-ride taxi and Metro).
- Looking at: provide more passenger amenities (wireless service, services at TP's, more shelter and benches)
- Cost Management Subcommittee: employee issues (use of leave time); equipment (articulated buses); facilities (location of operations).
- Marketing Subcommittee: recommendation matrix; creation of business advisory committee; analyze effectiveness of current marketing spending; increase marketing budget (lowest among peers).
- Looking at: analyze and ID ways to stretch marketing dollars; review customer service plan; expand ad opportunities; partner with cultural organizations.
- Next steps: to review input from public info meetings; investigate additional ideas; propose initial initiatives for 2008 budget; prepare second draft; target completion date: end of 2007.

White concluded by saying that public comments were most welcome and inviting people to complete surveys.

Registrants were then invited to speak.

Cathy Casper, 2114 Red Arrow Trail, 53711, expressed concern for rider safety and employee safety (esp. on Route 18). She had seen drinking, drug sales and vendors at bus stops. She wanted more consistent customer service among bus drivers re: giving good information about routes and cleaning up more; saw drivers wearing head phones and using cell phones. She found trip guides and rides guides were not in sync. She was concerned about violent kids.

Steve McClure, 437 W. Johnson, 53703, moved to Madison from Chicago, and felt that new riders faced tangled, confusing routes, having to study ride guide to figure out routes that have different frequencies at different times. Concerned about traffic congestion on the Isthmus, he thought that the system needed to be simplified, and routes needed to be run more often, to attract more riders. He also wanted Customer Service to be open during all hours of operations.

Amy Starobin, 837 N. Gammon, #1D, 53717, said that she was satisfied with the current service (esp. with bus to WTP on weekends), and hoped that there would continue to be good service from the westside to downtown (i.e. Route 15) and to MATC, where she hoped to attend next semester.

Barbara Smith, 31 Sherman Terrace #3, 53703, thought there were good ideas in the report and thanked members for their work. She supported partnering more with businesses, esp. those who have pledged to be environmental, such as those belonging to the Clean Air Coalition (for co-marketing); expanding pass program to more large employers (ex. State and American Family); solicit help from businesses, asking them to make bus info handy, to do Metro promotions at their locations, informing people as to what routes serve their location; targeting groceries and dental/medical clinics. She also recommended integrating Metro marketing into all city and county functions (at Parks, Monona Terrace, etc.); creating a downtown transit center; shared ride van to airport; volunteer swap with arts groups; supporting bus drivers; and installing pay phones at stops.

Lisa Subeck, 818 S. Gammon #4, 53719, wanted people to recognize that, for some riders, Metro is a basic service (like garbage pick-up). She cited her work with homeless families who used buses exclusively. She saw the following needs: make ride guide more user-friendly (more important than developing PDA service); provide ample bus services at night; provide enough frequent service so that parents could drop off children at daycare and still getting to work on time; provide cheaper service to families. Overall, she hoped for more affordable, reliable service.

Samuel Friedman, 1608 Adams Street, Apt. 2, 53711, expressed concerns about the ability of riders to easily get around on bus, and the amount of time it took to get across town (from ETP to WTP took an hour, while driving took 20 minutes.) He wondered if maybe rapid transit would help. He found that if a rider missed the bus by a minute, they could end up waiting an hour, esp. on weekends.

Joel Creswell, 1338 Rutledge, Apt. 1, 53703, also felt it took too long to get across town; didn't like transfer system at all; used his bike more than the bus because it was faster. He was appalled that airport bus did not run on weekends; favored rail transit (vis a vis RTA). Responding to a question re: airport service, he felt that a shuttle between Capitol Square/Campus straight to airport would be better. He also noted that the airport bus drops riders off at the "arrival" point for air passengers rather than departure point, and thought it should stop at both points.

Mike Clark, 1801 Baird Street, 53713, thought the Interim Report contained lots of good ideas (ex. trash receptacles at bus stops). He supported making the system more comprehensive, to better serve everyone (so that folks would actually use it); and wanted Metro to avoid expanding service to outlying communities at the expense of core service. He thought it more efficient to live in the city rather than further out. Regarding funding, he wondered if there could be an infusion of capital (maybe from an individual legacy as a service to the community), which would jumpstart a more comprehensive service, serving more people, so that eventually more riders would sustain the service. He supported a more affordable and practical service for riders.

Eileen Kolbach, 542 Evergreen, 53704, didn't like the bus shelters on State Street that were now being installed on the Square. They were expensive, retained heat in the summer, and with a 16-inch gap at the bottom, she felt they were not designed for Wisconsin winters. She thought they would discourage bus ridership, and observed that the metal bar on seats made them cold and uncomfortable. She felt that airport service needed to go downtown. She said she preferred the old shelters, which had lasted 30 years, had more comfortable wood seats, had smoky glass to block sun, and accommodated more people within them.

Andrea Masseur, 1418 Williamson, Apt. 2, 53703, expressed concerns about people waiting without shelter on highways, esp. on Broadway and Bridge Roads (Route 12); thought this route could be more frequent. She was also concerned that there was not one stop on Broadway from WPS to Park and Ride (on Routes 12 or 16). She didn't understand why Monona couldn't work with Metro. She thought buses should run on same route all the time (with the exception of holidays). She wanted Metro to listen to drivers and passengers, and felt that the drivers' hands were tied when it came to safety.

Michael Barrett, 2137 Sommers Avenue, 53704, talked about the need to rethink how ideas are developed within/without the Metro organization. He suggested trying modern management theory (to empower all employees and to foster constant innovation and improvement); and aligning incentives at Metro to promote quality service and efficiency, such as to reward drivers who drive judiciously (creating operating efficiencies with fuel), with savings to be split between three interest groups involved, bus drivers, system and tax-payers. (NOTE: Electronic or hard copies of a written statement provided by Barrett can be obtained by contacting Anne Benishek-Clark, Recording Secretary, 267-8751.)

Durocher concluded this portion of the meeting by thanking registrants for their comments and suggestions, which would be incorporated into the report and would provide an important set of recommendations to Metro and the TPC.

C. APPROVAL OF MINUTES - 7/10/07 Meeting & 7/19/07 Joint Meeting with LRTPC

Wong/Webber moved to amend the minutes of the 7/10/07 meeting, to correct Agenda Item E.1. to say that the Metro ad policy was established in 1986 (rather than 1996), and to approve the minutes of the 7/19/07 joint meeting as presented. The motion carried unanimously.

D. PUBLIC COMMENT - None.

E. TRANSIT AND PARKING REPORTS

E.1. [07249](#) Parking: June 2007 Revenue and July Activity Report

Knobeloch highlighted the following items:

- June and YTD revenues (page 1): Showed 14.4% increase (+\$654,300), reflecting rate increases; 5.5% over budget (+\$260,640), reflecting conservative revenue forecast.
- Occupancy June '06 to June '07: Numbers now compared "apples to apples"; ramps were either "flat" or down slightly; turnover was bigger, so probably lost some all-day people. Gov East: average length of stay went from 5 to 3 hours (not inc. monthly pass holders). State St Campus: occupancy went from 60 to 56%. Decline of 3% for off-street and 4% for on-street parking. Buckeye Lot: average occupancy went from 79% in '06 (42 parkers) to 69% in '07 (37 parkers).
- Compliance rate '06 to '07: Went from 85 to 83%; pretty good compared to other cities. Enforcement rate (expired mtrs rec'd ticket) '06 to '07: 42 to 23%, but this was not statistically significant.
- Waiting List from '06 to '07: Went up from 143 to 209, so demand for monthly parking was up by 46%; but some of these were already customers.
- Multi-space meters: Trial of pay-by-space had ended, and pay-and-display would end at end of August;
- Parking Strategic Plan Committee: Had started and met twice.
- YTD cashed revenues (page A): Cap Sq North up 8.20% (where rates went up 23%)=decrease in occupancy; Gov East went up 23.21% (where rates went up 22%)=flat occupancy; Overture, no change; State St Campus, at Frances went up 10.07% and at Lake went up 16.04% (where rates went up 29%); State St Cap 21% went up 15.72% (where rates went up 21%)=decrease in occupancy.
- Monroe St area on-street meters went up 106.28% (where rates went up 43%).
- Page B, Budget vs. Actual: Total YTD revenues were 5.47% over budget

estimates; this number probably would go down over time.

- Page C, Revenues decreased June '06 to '07 (apples to apples): Cap North, \$54.2K to \$50.6K; Gov East, \$112.6K to \$106.6K; Overture, \$58.5K to \$54.5K; State St Campus, \$235.7K to \$211.4K; State St Cap, \$98.4 to \$117.7K. For all cashiered revenues, \$696.6K to \$665.3K, a loss of \$31K.
- Vacancies went up from '06 to '07: On-street, 33.2% to 36.6%; off-street, 30.5% to 34.2%. Theory said that when rates were raised, occupancy would go down at first, and then come back up. That hadn't happened here, over the course of the year; occupancy had remained lower than before the rate increases. Would look at last increase to see if this same thing occurred. Knobloch said that this gradual decrease in occupancy rates could be a good thing, making more spaces available to people who come downtown. Demand for parking in public stalls had decreased over time.
- Occupancy rates for April, May, June '06 vs. '07: On-street meters: 68.4% vs. 67.9%, 67.5% vs. 59.3%, 64.3% vs. 63.9%. Total city streets, lots and ramps: 79.4% vs. 74.1%, 72.5% vs. 70.0%, 66.7% vs. 65.8%. Reflected same slow trend as past ten years towards lower occupancy.

Reflecting on the perception that downtown parking was not available, Streit remarked that more total people were using the ramps with shorter occupancy and more turnover, while still maintaining the revenue stream. As a result, with slightly lower occupancy rates, people could more readily find vacant spots, which was a good thing. Knobloch agreed and noted that Gov East was a good example of this. Streit pointed out however that this situation didn't work so well for folks who had to pay more to stay in certain ramps/lots for longer periods; and whether shorter occupancy/more turnover was positive depended on the basic goals for downtown parking. Knobloch agreed and said parking availability depended on where people wanted to park; Brayton Lot (with 154 spaces) was full every day for most of the day, so people needing to briefly visit the nearby GEF buildings wouldn't find vacancies there.

In response to questions, Knobloch said that he was surprised that occupancy at Overture hadn't increased (due to lower rates), but said that people would pay more for a convenient location (like State St Campus and GE). He also said that the 2007 budget had predicted a decline in revenues, which had occurred; but the actual rate of this decline was not as fast as predicted, thus projected revenues were 5% under actual.

Wong/McCabe moved to accept the report. The motion carried unanimously.

E.2. [07250](#)

Metro YTD Performance Indicator Reports ag 08.14.07

Kamp pointed out the following items in the Fixed Route Performance Indicators, 2006 to 2007 YTD:

- Revenue sources: Operating revenue went from 22% to 24.2% (due to ridership increase); municipal shares went from 28.6% to 25.1%; state/federal revenue stayed about the same, 50.1% to 50.6%.
- Operating revenue/operating cost went from 22.1% to 24.5% (due to ridership increase).
- Expense indicators: Operating cost/revenue hour went from \$97.11 to \$99.86 (= 8% increase); operating cost/passenger trip went from \$2.92 to \$2.87.
- With ridership and productivity up, trips/revenue hour went from \$33.26 to \$34.76.

- Maintenance inspections: very much on schedule; miles per road call was down slightly, but well above peers.
- Customer complaints and compliments were both up.

Regarding fixed route operating statistics, Kamp noted the following:

- Looking at service as measured by miles and hours, the numbers were very comparable between '06 and '07 YTD.
- Ridership was up 64.4K for June, and up 277.6K YTD.
- Passenger accidents were up YTD, but vehicle accidents were down slightly YTD.

Looking at historical comparisons for ridership since 1997, Kamp said that ridership was at its highest ever in four of the first six months of 2007 (Feb., March, May and June), reflecting ridership increases on a sustained basis.

With regard to the Route Performance report, Kamp noted that routes had been grouped together (for example, the Middleton and UW routes could be viewed together). For the entire system, ridership was up 4.5%; without UW routes, ridership was up 2.7%. Productivity was also up 4.5%.

Kamp highlighted the following items in the Paratransit Performance reports:

- Ridership was up YTD, from 126K in 2006 to 134K in 2007 (5.6% increase).
- No-shows were up slightly YTD but not as much as ridership.
- Maintenance inspections were on track.
- Two-thirds of paratransit trips were ambulatory vs. one-third non-ambulatory.
- On-time performance levels were between 91% and 95% (where 90% would be considered very good).
- For four out of six months (Jan., Feb. March and May), ridership was at an all-time high.
- While increased ridership was good, in paratransit, there was an incremental cost for every additional ride, with additional challenges to manage that.

In response to a request, Kamp said that complaints could be reported by general categories (i.e. driver issues, vs. route issues, vs. fares, safety issues at Transfer Points, etc.).

Wong/McCabe moved to accept the report. The motion carried unanimously.

F. OLD BUSINESS ITEMS

F.1. [07251](#) Ramp Shuttle Analysis - Final, and TPC Action on Trial Route 89

Knobeloch summarized the Ramp Shuttle Analysis-Final as follows:

- Route 89 began on Jan. 2, 2007 and ended on June 15, 2007.
- Its purpose was to redistribute ramp use between high-occupancy to low-occupancy ramps.
- Two target audiences: commuters around Square; students on Campus.
- \$11, 650 was spend on advertising in 5.5 months; more money spent on this route than any other.
- Used 19 different promotional methods
- Tried to survey riders, but only one rider completed a survey.
- Of the people who used the Shuttle, 36% used parking pass (parkers) and 64%

- used other passes; some who rode along with pass holders paid cash.
- Campus route at 66% was more popular than Capitol route at 34%.
 - Total rides: 1,316.
 - Shuttle averaged one ride/hour vs. 34/hour on regular routes; was low demand for this route.
 - Service demand did not increase over time.
 - Most users were not parkers but were other using it as a downtown get-around.
 - Apparently, people will pay more for convenience.
 - No improvements seen in ramp occupancy for '06 and '07.
 - Spent \$87K on the trial = \$66/ride.

Staff recommended discontinuing the Ramp Shuttle.

Webber said that she had hoped there would be different kind of shuttle, for businesses who did not have parking nearby. She didn't expect Route 89 to succeed because it was set up for commuters. She thought that the downtown needed a shuttle going around the Capitol and down State Street running into the evening, to serve shoppers and diners and to support the business community. She felt that such a shuttle would be much cheaper than the cost of a new ramp.

In subsequent discussion, members talked about changing the current Shuttle routes/schedules to set it up more like Webber suggested; or ending the Ramp Shuttle and creating a different shuttle (along the lines of the old Nickelodeon). Most wanted to revisit the idea of some sort of downtown shuttle in the future.

Durocher noted that Parking had absorbed most of the fiscal impact of the Route 89 trial, and that perhaps a future shuttle could be a Metro initiative. Members discussed how Parking could still play a role in a shuttle design (i.e., shuttling people between full/less full ramps during evening events, redistributing parkers to avoid building new ramps). Streit mentioned that the Parking Strategic Planning Committee (with members representing diverse interests) would also be looking at different types of parkers (commuter, entertainment, browser) and how they interface with other forms of transit, and would be reporting on this. It was agreed that discussion about creating a new/different shuttle would benefit from this information and should be deferred until a PSP report was available.

Streit/Hinz moved to accept staff recommendations to discontinue Route 89. The motion carried unanimously.

G. NEW BUSINESS ITEMS

A Roll Call is shown here to reflect that McCabe left the meeting at 7:01 PM, before action was taken on the following items.

Present: Robbie Webber, Jed Sanborn, Carl D. Durocher, Amanda F. White, Tim Wong, Kenneth M. Streit and Duane F. Hinz

Excused: Brian L. Solomon, Gary Poulson, Sharon L. McCabe and Kevin L. Hoag

G.1. [07252](#) Discussion of Clean Air Action Days

Kamp provided some background about Clean Air Action Days. In 2005, Metro was reimbursed \$12K by the Common Council for the four CAA days that year. So there had been a precedent for being reimbursed for lost cash revenues. He

added that estimates of ridership are given to unlimited pass partners to pay for their part of this. In response to questions, Kamp noted that current City policy was to reimburse Metro out of its contingency fund for five days only; for any CAA days beyond five, Metro was expected to charge regular fares.

Noting that automated counters were not available on all buses, he said that driver counts of ridership during CAA days were probably not terribly accurate the first couple days of CAA. Based on more accurate counts on later days, ridership had gone up slightly by the third day. Overall he felt that the current CAA ride-the-bus-free days were not having the desired impact, and he saw a need for long-term marketing to show the benefits of bus use, perhaps with the help of a sponsor. He later agreed to have staff look at ways to better track ridership numbers on CAA days.

Responding to questions, Kamp said that Metro was alertedn about Clean Air Action days by Dave Merritt, from Dane County, and suggested that Merritt be invited to a future meeting to discuss the process for declaring a Clean Air Action Day and the timing for alerts.

Wong expressed concerns about a policy that limited reimbursement to five days, and charged regular fares for subsequent days, especially if the intent of CAA was to encourage people to stop driving cars. Streit raised concerns that a slight increase in bus ridership wouldn't seem sufficient to change the quality of air, and that more advance notice and a broader strategy was needed to inform the public of what was needed on CAA days.

In later discussion, Webber said that she had argued for consistent funding for Metro at the Council level to avoid going into federal non-attainment, and suggested that Dave Merritt could also talk about non-attainment. Improving air quality to avoid non-attainment went beyond CAA days and would take an overall change in behavior. Responsibility for early notice to the public about CAA days (and what was needed) shouldn't fall on Metro's shoulders. Major marketing was required. She later noted that such bodies as the Environmental Commission Air Quality Subcommittee needed to look at this issue as well.

White agreed a larger marketing effort was needed to promote bus use (beyond CAA days); perhaps businesses might sponsor a ride-the-bus-free, car-free day a couple times a year, with customer service available at bus stops to help new riders. She added that 30% of pollution comes from cars in Wisconsin, and that driving less is one of the most effective ways to decrease air pollution. Subsequently, members suggested that a future agenda item include Clean Air Action Days, the City's reimbursement policy, free bus incentives; from which more effective Metro policy could be developed.

Streit/Webber moved to invite Dave Merritt to a future meeting. The motion passed unanimously.

G.2. [07254](#)

Metro: 2006 Virchow-Krause Audit Report

John Etzler of the Finance staff at Metro, and Jodie Dobson of Virchow-Krause appeared before the group. Dobson talked about the audit process and the roles of different groups:

- Management team: processes the data and complete the management discussion-analysis (pg. 3-14);

- Independent auditor: reviews the info and provides an opinion about the analysis (pg. 1-2);
- Commission: acts as the audit committee for Metro, reviews the financial results and audit findings, and directs Metro as to how to proceed; and
- Regulatory or funding agencies.

Looking at page 6 of the financial statements, Dobson pointed out a brief history of the contingency reserve at Metro, which had gone from \$2.3 million to \$130K over past four years. She encouraged members to look at this, to think about what the policy should be to build this back up or to be able to operate without the reserve, since it's practically depleted. Among line items on the financial statement on pages 15-16, most items were consistent from 2005 to 2006, which was good. Notably, however, cash went from \$2 million to zero, but receivables from state and federal funding went from \$.5 million to \$6 million; this reflects a timing issue of when grant money was received before year-end or after.

On page 17, operating revenues went up 6.5% (\$11 million): (on page 39) \$.5 million increase in fare and pass revenue, \$87K increase in advertising revenue, and remaining came from different contracts. Looking at operating expenses, Dobson noted the following increases: in materials and supplies, due to fuel costs; in purchased services, due to purchased transportation; and inter-agency charges, due to signage at bus stops.

Turning to the management letter (from Virchow Krause to the TPC), Dobson noted that a new auditing standard had been established, which dealt mainly with documentation and the date used to indicate when the audit had been completely reviewed and signed off. She also mentioned the new internal control audit testing that would be instituted in 2007, requiring deeper review and evaluation of internal controls over significant areas in the financial statement, with the auditors reviewing all the written policies/procedures for transaction cycles. As a result, management will need to review these items and bring them up to date, which though time consuming should help management also.

She went on to talk about the new standard No. 112, representing a change in communication from previous years, which redefined what had to be reported regarding internal controls in terms of "significant deficiency" and "material weakness" (as defined in the letter). A material weakness cited was that of financial reporting, in which a more complete and thorough set of financial statements was needed at the start of the audit. The auditors had to provide guidance to Metro in completing these reports. Dobson said though not uncommon to need this help (due to new standards), a goal would be to prepare these statements more independently before the auditors begin review of them. Through the Single Audit (a city-wide report), the auditors tested compliance with the laws and regulations of federal and state grants, and had no findings for Transit this year.

Overall, Dobson said the audit went very well. Dobson and Etzler responded to questions. Dobson said that the requirements of the new standards might increase the length of the audit next year by 10-30%. The utility and transit group at Virchow-Krause was looking at efficiencies to try to hold this down. Etzler noted that the State does an audit review, which typically occurs about 1 to 1.5 years behind. Also, Metro was required by federal guidelines to have an audit conducted, and would be undergoing a triennial review by the Feds in September,

looking at the financials and the overall operations. Dobson added that the City requires a financial audit for state and federal funding purposes. Dobson said that while Virchow-Krause did not give an opinion about the best methodology for determining the local share of Metro's various contracted partners, they would be available to provide some insights. Durocher said that TPC/Metro were looking for a concept of fairness that all municipalities could agree to.

Streit/Webber moved to accept audit report. The motion carried unanimously.

G.3. [07256](#)

Metro: Annual Paratransit Progress Report ag 08.14.07

Crystal Martin, Paratransit Program Manager of Metro, talked about the report on Metro Plus paratransit service, which looked at federal ADA service standards, efficiencies and areas for improvement. She said the service was a complement to fixed route service, for people with disabilities who cannot use the fixed route service; and operated in the same areas with the same hours as the fixed route service. If fixed route service were extended to new areas, paratransit service would expand also. Travel times on paratransit were the same as those fixed. Fares were \$3.00 at peak hours, and \$2.00 on weekends, holidays and non-peak hours.

The report looked at ADA standards. Regarding capacity (constraints) measured by on-time performance, data showed that many rides had been provided early or on-time, and very few had been late. In looking at phone service for trip requests, hold times and dropped calls had been kept to a minimum, by shifting staffing to late in the day when most requests come in. In terms of the eligibility process, 51 new applications came in every month, which sometimes required interviews to complete. Metro audited ride bookings for the paratransit service area, which indicated that all but one trip was within the boundary areas.

Demand for paratransit services was up this year, with a 6% increase this year. Metro was getting more accurate info this year. Trips costs were incremental based on number of trips. Paratransit was \$7.5 million out of the total Metro budget. Among the riders, two-thirds were ambulatory, and one-third used mobility devices.

The program was working on cooperative funding programs with Dane County Human Services for seniors and people with disabilities:

- Group Access Service (taking people to adult daycare programs, senior nutrition programs, and senior shopping trips), and
- Retired Senior Volunteer Program, where volunteers drive people (mostly to medical appointments); offers "great bang for the buck" by reimbursing volunteers for gas only and charging \$1/ride.

The program had done well with cooperative funding, and was working on operational issues to avoid sending Metro and county-funded vehicles to common destinations at the same time. Metro and ADATS were looking at cost-efficiency programs, such as a long-term assignment program and an upcoming pilot program for passes for senior/people with disabilities. Scheduling software was going to be upgraded shortly. Finally, Metro Plus had addressed all the issues WisDOT Transportation Audit of 2004.

Responding to questions, Martin said that the peak trips at 8AM and 2PM were supported employment trips, which "drove" her program. Martin said that the

upgraded software should help with the problem of two subcontractors show up at same place/time. While Metro relied on self-reporting about on-time performance as its main source of data, it also compared this info to customer reports each month, and frequently they match up. Metro was doing some direct observation in this area (though less than they'd like), and hoped to get into a staffing situation where they could do more.

White/Sanborn moved to accept the report. The motion carried unanimously.

- G.4. [06985](#) Authorizing The Mayor and the City Clerk to amend their current agreement with St. Mary's Hospital Medical Center to expand their unlimited ride pass program to include volunteers in addition to employees. This agreement will also authorize continuation of the provision of fare free access by St. Mary's employees and volunteers to Metro Transit fixed route and ADA paratransit services, with reimbursement to the Transit Utility for trips taken for the period of January 1, 2008 through December 31, 2008.

A motion was made by Wong, seconded by Sanborn, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by acclamation.

- G.5. [07066](#) Authorizing the Mayor and the City Clerk to execute a grant agreement with the Wisconsin Department of Transportation for the extension of a Reverse Commute grant in connection with commuter service to the City of Verona for the period July 1, 2007 through December 31, 2007.

A motion was made by Streit, seconded by Webber, to Refer to the BOARD OF ESTIMATES. The motion passed by acclamation.

A motion was made by Streit, seconded by Webber, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by acclamation.

PLEASE NOTE: Although reported as two motions in Legistar to reflect both the adoption and referral actions in the History of the item, the TPC voted to recommend adoption of Leg. File #07066 and to refer the item to the Board of Estimates in a single motion.

- G.6. [07067](#) Authorizing the Mayor and the City Clerk to execute a service agreement with the City of Verona for extension of the provision of commuter bus service between the West Transfer Point in Madison and bus stops in Verona for the period of September 17, 2007 through December 31, 2007.

A motion was made by Streit, seconded by Webber, to Refer to the BOARD OF ESTIMATES. The motion passed by acclamation.

A motion was made by Streit, seconded by Webber, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by acclamation.

PLEASE NOTE: Although reported as two motions in Legistar to reflect both the adoption and referral actions in the History of the item, the TPC voted to recommend adoption of Leg. File #07067 and to refer the item to the Board of Estimates in a single motion.

- G.7. [07231](#) Petition dated August 7, 2007 from K. Hinkley, 206 N. 5th St., Madison re: the use of public transit system vehicles that are presently being used to advertise gambling and alcohol.

A motion was made by Hinz, seconded by Sanborn, to RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER RECOMMEND TO ACCEPT AND PLACE ON FILE.

Members felt that the issue had been addressed at the previous meeting. While Parking had a policy to exclude alcohol ads in ramps (because drinking/driving don't mix), the City Attorney had reported that this policy might have to change if it were challenged. It seemed clear from the last meeting that if buses had ads, all ads would have to be accepted, per the First Amendment. The alternative was to have no ads. Durocher pointed out that the Commission had reaffirmed Metro's ad policy at the last meeting, especially as concerned ad content. But the issue of fully wrapped buses was still in question, and would be discussed after the trial period in the second half of 2008, when Metro would bring back data and surveys regarding fully wrapped buses for review.

Members voted to accept the petition and place it on file. The motion passed by acclamation.

H. REPORTS OF OTHER COMMISSIONS/COMMITTEES/AD HOC GROUPS (for information only)

Streit/Wong moved to accept Agenda Items H.1. through H.8. The motion carried unanimously.

- H.1. ADA Transit Subcommittee (May meeting minutes not yet finalized; June and July meetings cancelled)
- H.2. Contracted Service Oversight Subcommittee (July meeting minutes of Combined meeting CSOS and Funding Subcommittee attached)
- H.3. Parking Council for People with Disabilities (June meeting minutes not yet available)
- H.4. Long-Range Transportation Planning Commission (July meeting minutes attached)
- H.5. State Street Design Project Oversight Committee
- H.6. Joint Southeast Campus Area Committee
- H.7. Long-Range Metro Transit Planning Ad Hoc Committee (July Draft meeting minutes attached)
- H.8. Ad Hoc Committee to Develop Parking Strategic Plan (July meeting minutes attached)

ADJOURNMENT

By motion of Hinz/White, the meeting adjourned at 8:24 PM.