

# Metro Transit Title VI Program

**JULY 2017**

## **Metro Transit – Madison, WI**

---

**Customer Service:** (608) 266-4904  
**Administration:** (608) 266-4904

1245 E. Washington Ave. Suite 201  
Madison, WI 53703

[mymetrobus.com](http://mymetrobus.com)  
[mymetrobus@cityofmadison.com](mailto:mymetrobus@cityofmadison.com)

---

## Introduction

---

Title VI of the Civil Rights Act of 1964 requires that “no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subject to discrimination under any program or activity receiving federal financial assistance.”

Pursuant to the Federal Transit administration (FTA) publication C 4702.1A, this document is the Metro Transit Title VI Program to be submitted to the Madison Transit and Parking Commission on Wednesday, July 12, 2017 for approval.



## General Requirements

---

Metro Transit posts its Title VI notices in the following locations:

- Signage inside all vehicles in English, Spanish and Hmong
- Page 2 of its Ride Guide
- Homepage of website: *mymetrobus.com*
- Table display at reception window
- Listed at the bottom of Metro's weekly email newsletter



## Title VI Complaint Procedures

---

Metro has information regarding its Title VI complaint procedures posted on the same signage outlining its general Title VI information. This information is available on:

- Signage inside all vehicles in English, Spanish and Hmong
- Page 2 of its Ride Guide [*Appendix A-1*]
- Homepage of website: *mymetrobus.com*
- Table display at reception window

All complaints to Metro Transit are recorded into a feedback database. This includes all phone calls, emails and in-person complaints to its customer service center. Customers can file complaints by calling (608) 266-4466 or filling out an online form on Metro's website at *mymetrobus.com/feedback*.

A Metro general operations supervisor as well as Metro's customer service manager review entries into this database daily and flag/follow up on any feedback that involves the appearance of a violation of this policy.

The City of Madison also further assures that every effort will be made to ensure nondiscrimination in all of its federally funded programs and activities.

Complaints regarding discrimination experienced with Metro Transit can also be filed with the City of Madison Department of Civil Rights at (608) 266-4910 or *dcr@cityofmadison.com*.

A copy of Metro Transit's Title VI Complaint form can be found in [*Appendix A-2*]. This same information is available on Metro's website. There is a Title VI/ Civil rights link in the top right corner of the main page at *mymetrobus.com*.



## Title VI Investigations, Complaints & Lawsuits

---

In the previous three years, there were two complaint filed with the Equal Rights Division (ERD) of the State of Wisconsin. The cases are summarized below.

**Complainant:** Name Redacted

**Allegation:** Complaint was filed with the State of Wisconsin Equal Rights Division alleging discrimination on the basis of race regarding ridership on the City of Madison's Metro buses

**Resolution:** The investigator dismissed the complaint and complainant has not appealed that Order.

---

**Complainant:** Name Redacted

**Allegation:** A claim was filed with the State of Wisconsin Equal Rights Division alleging the City violated the State's Public Accommodations law because a bus driver removed complainant from the bus in which he was riding because of his behavior.

**Resolution:** The Equal Rights Division dismissed the Complaint. Complainant filed an appeal of that dismissal and a probable cause hearing to determine whether he is entitled to a hearing on the merits was held on May 10, 2016. The Administrative Law Judge's found enough evidence to warrant a hearing on the merits and that will be scheduled in the future. The proposed remedy does not include monetary damages other than a penalty which is minimal. The City intends to rigorously defend this matter.

---

A complaint was filed in 2017 with the City of Madison of Civil Rights Office, but was then subsequently dropped by the complainant.



# Public Participation Plan

---

## INTRODUCTION

The following Public Participation Plan reflects Metro Transit's long withstanding goal of providing the public with timely, diverse and continuous engagement opportunities to be involved in Metro's planning and decision processes.

## GOAL

Through the means of effective and diverse communication, Metro wants to achieve continuous, meaningful and equal public participation, ensuring that decisions impacting service, fares and policies truly reflect community wishes and needs.

## EFFECTIVE STRATEGIES

1. Engage a variety of socioeconomic, ethnic, and cultural perspectives, including minority, low income and LEP populations.
2. Provide materials and opportunities to comment that meet the cultural and language preference of all individuals and communities within our 72-square-mile service area.
3. Work with elected representatives, community-based organizations, and diverse media outlets to help build awareness and encourage participation.
4. Provide comment opportunities and feedback on multiple platforms, at various times and locations to ensure all voices are being heard and considered equally.
5. Review census data and future Metro survey data annually to properly distinguish areas of low income, LEP and minority populations in an evolving population. Additionally, analyze census/survey data in accordance with Metro service maps and schedules.
6. Place marketing and public information materials at variety of convenient and easily accessible locations, such as at appropriate bus stops, on Metro and City of Madison website, targeted media, mailed newsletters, social media, etc.



## **PUBLIC ENGAGEMENT OVERSIGHT COMMITTEES**

As previously stated, Metro is dedicated to providing the public with timely, diverse and continuous engagement opportunities to be involved in Metro's planning and decision processes.

Metro understands that in order to create a fully comprehensive and successful public involvement process, Metro must adhere to, abide by, and/or consider all rules, regulations, suggestions and comments brought forth by its oversight committees. All committees listed and explained below share the same goal of ensuring equal and fair public participation among all served populations, including ADA, LEP, minority and low-income populations.

### **City of Madison's Transit and Parking Commission**

The Transit and Parking Commission makes recommendations to the Council regarding policies on all transit and parking matters and shall be the official body which shall constitute a public utility within the meaning of Sec.66.066 & 66.068, and a transit commission within the meaning of Sec. 66.943, State Stats., and shall function as a parking utility for the operation of the parking utility system for the city, a transit utility for the operation of the transit system for the city, and a utility capable of issuing revenue bonds for Council approval.

The Madison Transit and Parking Commission is Metro Transit's governing body. Any and all changes made within Metro's service, administration, or otherwise, are first discussed and/or approved at its monthly meetings. Commission members that provide these checks and balances are made up of both Common Council and Citizen Members.

All public hearings and public input sessions are also held in front of the Transit and Parking Commission. This allows Commission members to hear public opinion prior to approving any major service, fare or policy changes.

### **Neighborhood Resource Teams (NRT)**

Neighborhood Resource Teams (NRT) are an innovative Citywide effort to improve the delivery of services and connect City government agencies, including Metro Transit, directly to Madison neighborhoods.



NRTs keep Metro informed of major trends and issues as they develop within neighborhoods, which enables staff to better coordinate and adapt services to meet the needs of each specific area, including those with LEP, low-income and minority populations. Metro works closely with the City of Madison's Neighborhood Resource Coordinator to ensure all voices are being heard and addressed equally.

Metro is currently a part of eight Neighborhood Resource Teams that meet regularly at destinations within the designated neighborhood. Teams are comprised of City agency representatives, citizens, coordinators and neighborhood leaders.

### **ADA Transit Subcommittee**

The ADA Transit Subcommittee is an advisory committee to the Madison Transit and Parking Commission. This subcommittee is responsible for monitoring Metro Transit's compliance of the American's Disabilities Act (ADA). The ADA subcommittee regularly assess the provision of the ADA complementary paratransit and fixed-route services to persons with disabilities in the Metro Transit service area, maximizing transportation options for everyone. Additionally, the subcommittee identifies issues and recommends policies to the Madison Transit and Parking Commission.

The body has an affirmative duty to seek public input and consultation with persons with disabilities and their representatives within the Metro Transit service area. This may include, but is not limited to, people with vision impairments or blindness; people who do not speak; people who do not understand spoken language; social service agencies that serve people with disabilities, including residential and vocational support providers, organizations and other coalitions of self-advocates; transit travel trainers; paratransit drivers; and Dane County specialized transportation oversight staff and committees.

### **Contracted Services Oversight Subcommittee**

This subcommittee exists to consider policy matters related to contracted transportation service. These matters include, but are not limited to, service standards, performance targets, route additions, extensions or contractions, changes in schedules, fare structures, hours of service, equipment, marketing and advertising programs, and any other policy matters pertaining to the operation of contracted transportation services. This subcommittee may receive, consider, and/or make recommendations to the Madison Transit and Parking Commission regarding requests for changes to these items. This subcommittee also considers additional matters and performs tasks referred by the Madison Transit and Parking Commission or staff.





## COMMUNICATION FORMATS & TECHNIQUES

### Public Hearings/ Meetings

In accordance the State of Wisconsin's Open Meeting Law (Wis. Stat. § 19.84(3)), Metro strives to post notice of a public hearing (30) calendar days prior to any public hearing. Notice will be in the form of flyers on all fixed-route buses and posted at [mymetrobus.com](http://mymetrobus.com).

Meetings are scheduled monthly and open to the public for comment and participation. All notices encourage those that cannot attend to provide comments using an online feedback form, sending an email, or contacting Metro's customer service center.

### Polls/ Surveys

Depending on the subject matter, Metro encourages feedback in the form of polls and surveys from all members of the community, as we understand that our decisions often impact more than just those who ride. Surveys are disseminated online, on all fixed-route vehicles, and sent via postal mail to those living near the affected area.

In 2015, Metro conducted an onboard survey to help better understand the demographics and travel patterns of its users. The survey also looked to identify trips that are difficult to make due to excessive transferring and out-of-direction travel. The goal of the survey was also to ensure Metro is able to continue to provide equitable service to all area residents.

### News Releases

News releases are written and distributed by a City of Madison electronic dissemination system to local media outlets including those with predominately minority audiences. Per Metro's policy, news releases regarding public hearings must be released (14) calendar days prior to the hearing. All news releases are translated and posted in Spanish. Other alternative language and formats are available upon request.

### Rider Alert Emails

More than 3,200 riders are subscribed to our General Rider Alert e-newsletter. This is a weekly newsletter containing service updates/announcements, public hearing/meeting announcements (links in English, Spanish and Hmong), Metro news, rider reminders, etc. The e-newsletter is available to anyone that signs up online at [mymetrobus.com/alerts](http://mymetrobus.com/alerts).



Riders can also subscribe to more tailored newsletter groups to receive targeted updates, including Aviso al Pasajero (Rider Alert in Spanish), Employment Alerts, Paratransit ADA Alerts, Supplemental School Service Alerts, and more.

At the bottom of every newsletter is a reminder of Metro's accessible services and Title VI information.

### **Text Alerts**

More than 2,700 riders are subscribed to our General Rider Alert text messaging service. Metro sends out text reminders and updates containing service updates, employment opportunities, public hearing/meeting announcements, weather and detour updates, etc. The text messaging service is available to anyone that signs up online at [mymetrobus.com/alerts](http://mymetrobus.com/alerts).

Riders can also subscribe to more tailored text groups to receive targeted updates, including Aviso al Pasajero (general service updates in Spanish), Employment Alerts, Paratransit ADA Alerts, Supplemental School Service Alerts, and more.

### **Social Media**

Metro Transit has an active English Twitter account (@mymetrobus) with approximately 3,400 followers that participate in various conversations regarding service updates, service delays, public announcements/meetings, detour/weather updates, etc. In 2015, Metro also set up a Spanish Twitter account (@mymetrobus\_es). This account is exclusively Spanish with about 42 followers. Although a smaller following, Metro continues to engage with the Spanish-speaking population by tweeting news of upcoming public hearings, detours and service/fare changes that may impact a certain population.

Metro also encourages all Twitter followers to fill out feedback forms when tweeting about complaints, compliments or suggestions. A Metro staff person regularly checks account activity to monitor public perceptions, opinions and feedback.

Last year, Metro also started a Metro Transit Facebook and Instagram account to engage a new population of customers and riders.



### Newsletters

Metro produces two Paratransit ADA newsletters per year. Newsletters are sent via postal mail and go to all ADA paratransit riders. If paratransit individuals have marked LEP status on their application, we provide the newsletter in their preferred language or alternate format. In addition, all past newsletters are archived and available online.

After an evaluation of our current public participation techniques, Metro realized that we need to do more to reach low-income populations that may not have access to a smart phone or computer. To address this, Metro prints a fixed-route newsletter on an “as needed” basis.

### Website

Metro’s online feedback form is available at [mymetrobus.com/feedback](http://mymetrobus.com/feedback) or in the drop-down menu on the homepage. Supervisors and staff are required to sort and respond to all complaints, compliments and suggestions on a daily basis. In the past year, the online feedback form has had 6,000 unique page views.

The homepage also features Metro’s latest news and highlights. All public participation opportunities are posted in the “New and Noteworthy” section at least (30) calendar days prior to the event, as previously stated.

On average, Metro’s website receives roughly 5,300 visits daily. Visitors can access the Civil Rights/ Title VI information and Spanish information on its homepage. The Civil Rights/ Title VI Web page receives around 200 views per year.

### Interior and Exterior Bus Advertising

All fixed-route buses include Civil Rights/ Title VI Notice to the Public interior cards in English, Spanish and Hmong. Metro will also post important updates and notices on bus exterior advertising.

Civil Rights/ Title VI Notices are now also placed on all Paratransit vehicles and at our reception window where customers can purchase tickets, retrieve lost and found, and get trip planning and other information.



### **Bus Flyers**

Bus flyers regarding important fare, service and policy announcements are posted in the interior of the bus. Riders are encouraged to take a copy with them. Translated flyers are available upon request. Staff are working towards printing all bus flyers in Spanish on a routine basis. Per Metro's policy, flyers regarding public participation opportunities will be installed on all fixed-route and paratransit vehicles at least (10) days prior to the event.

### **Bus Stops**

Flyers are posted at stops that may or will be affected by a service or policy update (i.e. important detours, service reductions, stop eliminations, etc.).

### **Targeted Mailings**

Targeted mailings are sent for location-based feedback/ communication.

### **Media Outlets**

Print, radio and online paid advertisements including those with predominately minority audiences (La Movida Radio, Hmong Village News, etc...). Per Metro policy, paid advertisements will appear in local media approximately (7) calendar days prior to any public input event.

## **PUBLIC PARTICIPATION AND ENGAGEMENT FOR MAJOR SERVICE CHANGE**

Metro held several public hearings since the last Title VI report in 2014. As a standard practice, Metro holds public hearings for all service changes, even those not considered as major. Since 2014, a mixture of major and minor service changes were proposed in August of each year.

In addition, Public hearings were held for other miscellaneous issues such as, removing a shelter in the busy downtown area, as well as service additions to newly constructed medical facilities and underserved low-income and minority neighborhoods.



Metro promoted each of these hearings as described earlier in this report including posting flyers on buses and at its reception window (in English, Spanish and Hmong), legal notices, and paid ads in local newspapers, posting on Metro's website, series of

text and email alerts as well as posts on social media. Information was also relayed to Neighborhood Resource Teams, and City of Madison alders for dissemination at the neighborhood level.

Customers were encouraged in these notices to provide their input at the public hearing, online, in writing (via mail or email), or over the phone to Metro's Customer Service Center. All comments were reviewed by Metro staff and the Madison Transit and Parking Commission.

After the participation and engagement processes were completed, staff reviewed feedback, and on occasion, removed proposals from consideration based on public comment and opinion.

### **EVALUATION AND UPDATE OF PUBLIC PARTICIPATION PLAN**

Metro Transit monitors and tracks all participation methods, as well as, continuously evaluates the ever-evolving population and makes plan adjustments as necessary. Metro continues to search for new, effective communication techniques and formats to increase public awareness, accessibility and equality in all planning and decision processes.

Metro Transit has hired a new bilingual outreach specialist in its marketing and customer services unit that is fluent in Spanish. This staff person will be used to help further improve Metro's communications outreach efforts to both Spanish-speaking communities as well as other LEP populations within Madison.

No updates have been made since 2014. However, the Public Participation Plan is subject to minor changes from time to time. Updates will be made public and are subject to comment and critique.

### **DISSEMINATION OF PUBLIC PARTICIPATION PLAN**

When changes are made, draft versions will be posted on Metro's website at *mymetrobus.com* for public comment. Printed versions will be made available at Madison library locations or mailed to individual customers upon request to Metro's customer service center. Customers can request a printed version by calling (608) 266-4466 or emailing *mymetrobus@cityofmadison.com*.



Notices to the public that the plan will be available for review will be posted online at [mymetrobus.com](http://mymetrobus.com), on bus flyers, through email and text alerts, social media and posters at Metro's reception window. Notices will include information on how to leave feedback including use of Metro's online feedback form or how to submit by phone to Metro's customer service center or in writing by email or mail to Metro's administrative offices.



# Language Assistance Plan

---

## PURPOSE

The purpose of this Language Assistance Plan is to meet Federal Transit Administration's (FTA) requirements to comply with Title VI of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color, or national origin.

Metro Transit has developed this plan to help identify reasonable steps to provide language assistance to people with Limited English Proficiency (LEP) who are seeking meaningful access to any or all of Metro's services, benefits, information, programs, et cetera. An LEP person is defined as a person who does not speak English as their primary language and who has limited ability to read, speak, write or understand English.

## FOUR FACTOR ANALYSIS

In order to develop a comprehensive and effective Language Assistance Plan, Metro completed a full assessment of the Four Factor Analysis provided by the US Department of Transportation:

*Factor 1: The number or proportion of LEP persons eligible in the Metro Transit service area who may be serve or likely to encounter a Metro program, activity, or service.*

According to 2008-2012 census data, approximately 12.9% of Madison's population could be considered LEP in the Metro Transit service area and would be likely to encounter a Metro program, activity or service.

See language breakdown estimates on the following page.



**Language breakdown estimates for the Madison urban area:**

Only English:	328,790 of 377,468	(87.1%)	
Spanish:	21,188	(5.6%)	42% less than "very good"
Chinese:	4,899	(1.3%)	51% less than "very good"
Hmong:	2,849	(0.75%)	35% less than "very good"
Korean:	1,799	(0.5%)	58% less than "very good"
French:	1,791	(0.5%)	12% less than "very good"
German:	1,752	(0.5%)	15% less than "very good"
Hindi:	1,061	(0.3%)	21% less than "very good"
Russian:	856	(0.2%)	29% less than "very good"
Laotian:	824	(0.2%)	46% less than "very good"
Arabic:	595	(0.2%)	22% less than "very good"
Vietnamese:	553	(0.2%)	55% less than "very good"

*Factor 2: The frequency with which LEP persons came in contact with our transit programs, activities, or services.*

**Call Center Requests for Interpretation**

Metro Transit’s collected data rarely indicates that LEP persons are coming in contact with its transit service. Metro indicates in its Ride Guide (updated and printed at least four times a year) and other materials, that interpreter services are available for all calls to its Customer Service call center. Metro receives nearly 17,000 calls monthly to its call center. On average, less than 12 calls annually request an outside interpreter service.

Metro call center staff do refer calls to Metro Spanish-speaking staff for assistance. These internal forwarded calls are not tracked, but are again estimated to happen very infrequently throughout the year.

**Printed Document Translation Requests**

Translated printed information is available through the mail upon request to Metro’s customer service center. Less than 20 requests were made to Metro’s call center in 2016. Metro’s biannual paratransit newsletter is also translated into Spanish and mailed to approximately 20 riders that have indicated LEP status on their application materials. The newsletter is also sent in Braille to 24 paratransit riders.





### Website Translation Requests

Metro's trip planning feature and other "how to ride" information is translated into Spanish and available on its agency web site. Information includes translated trip plan links through Google Maps, as well as instructional "how to ride" videos. In 2016, there were approximately 567 unique page-views of Metro's online information. This calculates to less than one percent of Metro's annual unique views. Metro's online trip planning and bus tracking data is also available in Google Maps which is available in Spanish.

Metro has not had any request for interpreter services at any of its public meetings. Though Metro does have resources in place, including a Spanish-speaking marketing person on staff, that if a request was made, an interpreter could be provided.

It is Metro's policy to translate and furnish any of its informational material upon request.

*Factor 3: The nature and importance of programs, activities, or service provided to the LEP population.*

Metro provides service to residential neighborhoods, major employment centers, schools, universities, parks, and shopping venues.

Staff fully understand the importance of transit serving the LEP population so that individuals have the ability to use transit service to get to jobs, schools, stores, universities, as well as have access to after-hour school activities and other recreational activities. The importance of our service is kept top of mind when designing and implementing any potential major service or fare change policy, especially those that might have a direct effect on LEP populations.

As mentioned earlier, Metro has made an effort to hire bilingual candidates in its customer service and marketing units. Metro's current Bilingual Outreach Specialist focuses on community outreach with efforts specifically directed at Spanish-speaking communities within Metro's service area. The goal of this position is to bring more information out into the LEP community on a more grass-roots level to raise awareness of how to use the transit system to better access the community.



*Factor 4: The resources available to our transit system and the overall cost to provide language assistance.*

Metro has appropriate vendors in place to provide language assistance upon request. Due to low volume of requests, the cost to provide this service has not been an issue. In addition, Metro is an agency of the City of Madison and able to utilize its resources as well to provide language assistance.

The goal of Metro's new Spanish-speaking staff person is to increase the amount of materials available in Spanish. This staff person will also be in charge of language assistance to all populations in Madison, not just those that speak Spanish. This person will provide additional resources to further enhance performance in this area.

## **LANGUAGE ASSISTANCE MEASURES & TACTICS**

Metro Transit currently offers a number of language assistance services including:

### **Oral Translations**

- LEP customers who call the Customer Service call center have direct access to interpreter services.
- Metro has videos readily accessible online in English and Spanish that give tips and instruction on how to ride and best utilize Metro's service.
- Metro Transit and the City of Madison provide free interpreter service for all public hearings and meetings upon request. All hearing and meeting announcements contain the following statement: "If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please contact Metro Transit at (608) 266-4904 at least three business days prior to the meeting."
- As a City of Madison agency, Metro Transit has full access to the City of Madison's Civil Rights Department LEP resources and guideline documents, which includes, but is not limited to:
  - document translations (including Braille)
  - interpreters for events, meetings, etc. (including American Sign Language)
  - receptionist communication document – includes commonly used phrases in 21 different languages and a step-by-step instructional guide.



- phone communication document - includes commonly used phrases in 21 different languages and a step-by-step instructional guide
- printable language chart (“I speak” cards)

Resources are available upon request at the City of Madison Civil Rights Office, Metro Transit’s Administrative Office or online on the City’s Intranet site.

### Written Translations

- Materials important for accessing and using Metro services are mainly translated into Spanish. This includes important service fliers (i.e. changes in fare items or service), public hearing announcements and Ride Guide information. Translated materials are available online and by request. Some materials, such as supplemental school service information, are also translated into Hmong.
- Metro is continuously working to increase the amount of Spanish information available on its website. Information now available includes information related to detours, trip planning, paratransit service, and contact information.
- Metro’s Title VI/ Civil Rights Notice to Public and other policy information is available in Spanish and Hmong Metro’s website as well as posted inside Metro vehicles.
- Google Map trip planning information is available on Metro’s website in the following languages: Spanish, Chinese (simplified), Korean, French, Russian, German, Hindi, Laotian, Arabic, Vietnamese.
- Metro continues to expand its amount of written materials available in Spanish with its bilingual marketing person. This person helps identify whether or what type of need there is for materials to be translated into other languages. Once identified, this staff person utilizes translation services to create documents and distributes as needed to the community.

### Public Outreach

Metro will translate and furnish any informational material upon request. A notice of this policy is available in the first pages of the Ride Guide, on signs inside the bus, and online via a link on the homepage.

Metro customer service staff are also trained to identify the need for additional translated materials and to pass that on to marketing staff to get these created.



### **Metro Staff Training**

Staff that are most likely to come in contact with LEP persons receive training and periodic refresher training on how to utilize City of Madison interpreter services so that all calls and in-person interactions can be handled regardless of the language that is spoken.

Metro's bilingual marketing person assists directly with calls and in-person interactions from customers speaking Spanish.

Metro's language assistance information is reviewed on an annual basis with Metro's customer service representatives and front office staff. Policies and procedures reviewed include:

- Title VI process and policy
- LEP plan
- Metro Title VI responsibilities
- language assistance services offered
- resources, guidelines, and documents available
- procedures for getting additional materials translated into alternate languages

Staff are also trained on these subjects during new employee orientation, customer service training and driver training.

### **MONITORING, EVALUATING AND UPDATING THE PLAN**

Metro Transit will review the Language Assistance Plan, Public Participation Plan and related Title VI documents annually. As new census data is released, Metro Transit staff will assess the current policies, methods and communication techniques to ensure meaningful access to benefits, services, information and other important programs/activities for LEP individuals.

Assessment will include:

- An evaluation of effectiveness (i.e. reviewing public comments/critiques, reviewing number of requests for language assistance materials, webpage hits, etc.)
- Sufficiency of staff training
- Detailed evaluation of updated LEP population data and how it affects the Four Factor Analysis



- Reviewing current sources of assistance (language assistance vendors, budget allotment, etc.)
- New opportunities for LEP communication

This language proficiency plan is subject to minor changes from time to time. Updates will be made public and are subject to comment and critique.

### **DISSEMINATION OF THE LANGUAGE PROFICIENCY PLAN**

This Language Assistance Plan will be available online at *mymetrobus.com* along with all other Title VI documents.

This plan will also be available upon request in desired language to any person(s) requesting the document via phone, in person, postal mail, e-mail or through Metro's online feedback form.

### **CONTACT INFORMATION**

Questions, comments and requests can be filled out online at *mymetrobus.com/feedback* or sent to:

Name: Mick Rusch

Title: Marketing and Customer Service Manager

Address: 1245 E. Washington Ave. Suite 201, Madison, WI 53703

Telephone: 608-266-4466

E-mail: [mrusch@cityofmadison.com](mailto:mrusch@cityofmadison.com)



## Committee Membership

---

There are two non-elected committees with membership chosen by the City of Madison.

The **TRANSIT AND PARKING COMMISSION (TPC)** is our governing body. The current membership is:

White females:	4
White males:	6
Black male:	1

The **ADA TRANSIT SUBCOMMITTEE (ADATS)** is a subcommittee of the TPC focusing on transit issues as they affect people with disabilities. The current membership is:

White females:	3
White male:	1
Black male:	1
Multi-Racial:	1
Vacancies:	3

In order to encourage the participation of minorities on the TPC:

- The City's Civil Rights Director participates in the Mayor's review and decisions on committee appointments
- Committee applications from minority residents receive a high priority for consideration
- The Mayor and Mayor's staff encourage Common Council members, City managers, City staff and others in the community to recommend City residents for appointment and recommendations of minority residents are most strongly encouraged.
- During the process of developing recommendations for appointments, the Mayor's staff searches community organizations boards, neighborhood leaders, organization memberships, and all available sources for potential minority committee members.
- The City of Madison's home page includes a link to information about city committees and how to apply for appointment.



The city of Madison website also contains the following language encouraging people of color to apply:

*Committees, commissions, and boards play a significant role in helping city staff, the Common Council and the Mayor in making decisions that affect the lives of Madison residents. The City of Madison values broad participation in these bodies and highly encourages people of color, persons with disabilities and members of other traditionally underrepresented groups to apply. Committee positions are open to City of Madison residents.*



## **Monitoring Program for Subrecipients**

---

In order to ensure subrecipients are complying with Title VI requirements, during periodic site visits, Metro requests a copy of their Title VI plan. Plans are reviewed by Metro's Planning and Scheduling Manager and Marketing and Customer Services Manager for approval. If any deficiencies are found, the subrecipient is asked to make updates or changes before approval.

### **List of Subrecipients**

- Dane County (5310 Mobility Management)
- Community Living Connections, LLC (5310 Vehicle purchase)
- City of Sun Prairie (5310 Vehicle purchase)
- Young Women's Christian Association (YWCA) (STP-5307 Vehicle purchase)
- City of Stoughton (5307 ARRA/5309/5310 Vehicle purchase)
- Colonial Club (5310 Vehicle purchase)

Metro started a Subrecipient monitoring program in 2016, in which the City of Stoughton was monitored. Their full Title VI plan can be found in [*Appendix A-3*].





## **Equity Analysis for Facility Construction**

---

Metro Transit has not constructed a facility since its last Title VI submission.



## Service Standards

---

Metro Transit's service area, for the purposes of the Transit Development Plan, is defined as

*“the geographic area within ¼-mile of a bus stop with regularly scheduled transit service throughout most of the day.”*

Most Metro bus stops meet these service standards. Additional areas are covered by peak-only service, shared-ride taxi, and specialized demand-response transportation.

The service area for all routes is roughly 72 square miles. The 2010 population within the service area was approximately 235,100 persons. This includes 85% of the City of Madison's population, 70% of the City of Middleton's population and 51% of the population of Fitchburg.

### ON-TIME PERFORMANCE AND RELIABILITY

Reliability and on-time performance metrics have begun to be collected and analyzed since the last report. Metro now has an ongoing program of on-time performance monitoring, with detail available down to the route and time of day level. On-time performance evaluation has become part of the standardized reporting for both Metro staff and for the Madison Transit and Parking Commission policy board.

Some areas of note are:

#### Route 18

On performance for this route, which serves several equity-sensitive areas, has significantly improved over the past two years. This has been a result of changes to routing as well as the completion of a highway interchange project. Reliability of connections at the South and West transfer points has greatly improved, and customer complaints have decreased.

#### Route 7

This weekend route is a combination of Route 3 (West Transfer Point to East Transfer Point) and Route 6 via Tokay (West Transfer Point to Capitol Square). In contrast to Route 3, with a 60-minute scheduled travel time from the East Transfer Point to the



West Transfer Point, Route 7 has a 45-minute scheduled travel time, combined with more streamlined routing. This direct routing, however, is often not sufficient to reduce the scheduled travel time by 15 minutes. Connections are often missed as a result.

Staff altered this schedule so that it now departs the East and West Transfer Points three minutes before the normal pulses (:57/:27 at the West Transfer Point and :12/:42 at the East Transfer Point).

This change has reduced the number of missed connections, however issues still remain. This is especially evident on Saturdays during the summer months when there is increased vehicle and pedestrian traffic downtown. This additional congestion tends to cause an uptick in random and unexpected service delays.

Staff have designed a service enhancement that would alleviate the issues with this route, which would also provide more weekend service along a rapidly developing corridor. The improvements, however, are expensive and funding requests for this improvement have not been approved as part of Metro's annual operating budget allotment from the City of Madison.

Metro staff will continue to advocate for this much-needed service enhancement.

## **MINIMUM SERVICE FREQUENCIES**

Service frequency is the most basic measure of level of service for transit because it determines how long people have to wait for the bus and, in some cases, if the trip can even be made by bus. Metro maintains a minimum service standard that all routes should be served by at least one bus per hour while in operation.

Headways of more than 60 minutes represent an extremely low level of service, and fixed routes that cannot support this standard should be consolidated with other routes or eliminated and replaced with flexible routes or other alternative service delivery methods. Peak morning and evening service should have a minimum frequency 30 minutes. Routes should generally have a consistent frequency throughout each time period where practical. The time periods are defined below:



**Table 1**  
**Standard Time Periods**

Time Period	Description
Mid-day	Monday through Friday, 9:30 AM to 3:30 PM
Peak Period	Monday through Friday, 6:30 AM to 9:30 AM and 3:30 PM to 6:30 PM
Evening	Monday through Friday, 6:30 PM to End of Service
Weekend/Holiday	Saturdays, Sunday, and holidays Beginning of Service to End of service

Although frequency should be determined by demand, Table 2 lists the general ranges of frequencies for the different route categories and the 15-minute network.

Metro’s 15-minute network is the group of corridors in the transit system that have consistent 15-minute or better service throughout the morning and afternoon peak periods and mid-day on weekdays in both directions. This service standard allows transit riders to use the system without a schedule, which is attractive for occasional transit users making a variety of transit trips. The 15-minute headways may be provided by one route or a group of two or three routes, but the service must not contain any service gaps that are 20 minutes or longer.

The current 15-minute network primarily consists of the central transit corridor (University Ave. and Johnson St., State St., and the Capitol Square); University Ave. from Highland Ave. to Breeze Terrace, Johnson St. and Gorham St.; and as far east as Baldwin St., and Jenifer St. Consistent 15-minute service is also available from the West Transfer Point and Hill Farms State Office Building to downtown Madison.

Metro staff strive to maintain and expand upon the 15-minute service network as opportunities arise.



**Table 2**

**General Frequency Guidelines for Each Route Category**

Route Category	Headway (minutes)		
	Peak	Mid-day	Evening/Weekend
<b>Core Routes</b>	15 - 30	15 - 30	30
<b>Peripheral</b>	30	30 - 60	60
<b>Commuter</b>	15 - 30	None	None
<b>Circulator</b>	10 - 20	10 - 20	15 - 30
<b>15-Minute Network</b>	7.5 - 10	10 - 15	15 - 30

In general, no transit corridors should have headways that are less than five minutes because the service would normally be better utilized to improve frequency in other parts of the system. Corridors with many overlapping routes resulting in excessively short headways may be consolidated to improve system efficiency. Headways less than five minutes are likely unavoidable through the Madison central business district (CBD) or Isthmus during peak periods. However, these core areas have the highest level of ridership in the system, and the routes often require “extra” buses to handle overloads, so very high frequencies are generally warranted.

An optimal solution would be the use of articulated, 60-foot buses to provide more capacity, but Metro’s current garage and storage facilities are not capable of accommodating larger buses. Metro is seeking to address this issue by building a satellite garage facility, however, funding has been an obstacle for getting this project off the ground.



**Table 3**

**Productivity Standards and Frequency Change Prompts**

Route Category	Average Productivity*		
	Increase Frequency	No Change	Reduce Frequency or Restructure
<b>Core Routes</b>	More than 50	25 – 50	Less than 25
<b>Peripheral Routes</b>	More than 50	25 – 50	Less than 25
<b>Commuter Routes</b>	More than 50	25 – 50	Less than 25
<b>Circulator Routes</b>	More than 80	40 - 80	Less than 40

*\*Boardings per revenue service hour, weekdays in March or October including AM peak, mid-day, and PM peak.*

It should be noted that the prompts displayed above are guidelines only. Equity considerations may well take precedence over productivity measures.

**Vehicle Loads**

Route design, frequency, and scheduling are intended to minimize overcrowding, which can result in pass-ups, late trips, excessive standing, inability to accommodate wheelchairs and strollers, and general safety concerns. Metro’s current fleet of 40-foot buses accommodates 35-38 seated passengers and room for additional standees. The peak loads on all trips should not exceed 55 to 60 riders at the maximum point, and standing loads should not last more than 15 minutes.

**Service Span**

Metro strives to ensure that hours of service operation match the ridership demand generated by the land activities and the route function. Service periods should also accommodate the travel needs of persons who depend on the transit system as their primary means of transportation to the extent possible. The system as a whole should have a consistent span so that riders can count on routes operating until a predictable, standard time. The span of commuter service may be tailored to the specific employment centers that they serve.



Table 4 shows the desirable service span for each route category. The goal shows longer service spans than Metro’s existing service provides, including the extension of

weekday service to 1:00 AM and the extension of Saturday/Sunday/Holiday service to midnight to serve the needs of second shift workers and others that need to travel late at night.

**Table 4**

**Desirable Service Span**

<b>Route Category</b>	<b>Weekday</b>	<b>Weekend/Holiday</b>
<b>Core Routes</b>	5:30 AM – 1:00 AM	7:00 AM – 12:00 AM
<b>Peripheral Routes</b>	5:30 AM – 1:00 AM	7:00 AM – 12:00 AM
<b>Commuter Routes</b>	6:30 – 9:30 AM, 3:30 – 6:30 PM	None
<b>Circulator Routes</b>	Varies	Varies

**Service Change Prioritization**

Service changes generally consist of adding service, removing service or changing service in response to budgeting needs, changes in ridership patterns or other needs. The prioritization of these needs is outlined on page 32 in Table 5.



**Table 5**  
**Service Change Prioritization**

#	Goal	Example
1	Bring existing service into compliance with minimum service standards	Adjust the frequency and span to meet the minimum service level for the route category or corridor
2	Improve travel times	Reduce walking distance, wait time, or in vehicle travel time
3	Improve transit reliability	Reduce late buses or missed connections
4	Improve usability of the system	Make the system simpler to use or reduce transfers
5	Reduce overcrowding	Shift resources from underutilized service to overcrowded service
6	Increase service coverage	Add new service to outlying communities or peripheral residential areas
7	Increase accessibility to employment, school, shopping, and services	Add new peak period reverse-direction service
8	Improve cost effectiveness	Implement no-cost or cost-saving improvements
9	Improve mobility in areas with concentrations of low-income and transit dependent populations	Improve service in underserved peripheral neighborhoods with low auto ownership
10	Reduce congestion on high traffic volume roadways	Increase transit use on congested corridors identified in the Congestion Management Plan





## Service Quality/ Policies

### BUS STOP CONSIDERATIONS

Metro Transit operates 62 fixed routes with a service area of 72 square miles, serving over 2,100 bus stops. To improve passenger comfort and system navigability, Metro Transit invests in transit amenities at bus stops. Metro has more than 230 shelters. In addition, there are approximately 20 privately provided shelters where Metro maintains maps and schedule displays. Each bus stop is unique, and Metro Transit’s Bus Stop Guidelines help determine how Metro invests in each location.

Bus stop spacing involves a trade-off between coverage area with convenient pedestrian access to transit and the speed/reliability of transit service. Bus stops placed excessively close together may result in a higher number of starts and stops that increase travel time. Bus stops that are spread too far apart may increase the walking distance or reduce the 1/4-mile coverage area of the transit system.

The central Madison corridors consist of a variety of higher speed urban arterials (East Washington Ave., Park St., and University Ave.) and lower speed streets (Jenifer St., Johnson/Gorham streets, Mills Street, and Monroe St.). Madison’s geography is relatively free of bridges, open space, steep topography, and other features that would necessitate more closely or widely spaced stops that would influence this analysis.

**Table 6**  
**Bus Stop Spacing Guidelines**

Route Category	Bus Stop Spacing Guidelines
<b>Core Routes</b>	3/16 to 1/4 mile (330-440 yards), no stops should be less than 1/8 mile (220 yards).
<b>Peripheral Routes</b>	3/16 to 1/4 mile (330-440 yards), no stops should be less than 1/8 mile (220 yards). Flexible routes may have <b>flag stop</b> service where passengers may request a stop anywhere along the line.
<b>Commuter Routes</b>	3/16 to 1/4 mile (330-440 yards), no stops should be less than 1/8 mile (220 yards). Limited stop service should be 1/2 to one mile and express service may have no stops.
<b>Circulator Routes</b>	3/16 to 1/4 mile (330-440 yards), no stops should be less than 1/8 mile (220 yards).



In general, the higher speed roadways in central Madison have a longer average stop spacing (0.14 to 0.18 miles) than do lower speed roadways (0.10 to 0.12 miles). Exceptions occur on the Route 80 in the area of the University of Wisconsin-Madison,

where stops are 0.15 miles apart, on average. The peripheral corridors, which are mostly higher speed roadways, generally have a longer average stop spacing (0.14 to 0.20 miles) than the central corridors. Unsurprisingly, central Madison corridors generally have a higher average number of boardings per stop with 16 to 90 average boardings per weekday (excluding the Madison Central Business District and UW Campus) compared to 12 to 27 on peripheral corridors.

Bus stops are sited so that they meet bus stop spacing goals while also maximizing the utility for transit passengers. The considerations in Table 6 above, along with judgment, are used to site bus stops.

**Table 7**  
**Bus Stop Spacing Analysis**

Corridor	From	To	Avg Weekday Boarding Per Stop	Total Distance (miles)	Number of Stops	Average Spacing (miles)
<b>Central Madison</b>						
University / Johnson	Randall	State	425	1.99	16	0.12
Linden / Observatory	Charter	University Bay	316	2.63	18	0.15
E Washington Ave (Isthmus)	Webster	Milwaukee	37	4.73	27	0.18
Johnson / Gorham	Cap Sq	First	67	3.47	28	0.12
Jenifer St	Baldwin	Blount	27	1.49	15	0.10
Park St	University	Wingra	78	2.58	18	0.14
Mills St	University	Erin	33	1.74	15	0.12
Monroe St	Breese	Glenway	16	3.04	25	0.12
University Ave	Breese	Segoe	90	2.98	21	0.14
<b>Peripheral Madison</b>						
Mineral Point Rd	Gammon	Toepfer	12	5.99	30	0.20
Allied / Red Arrow	Thurston	Thurston	18	2.50	18	0.14
Raymond Rd	Whitney	McKenna	16	1.99	12	0.17
Northport Dr	Packers	Kennedy	23	3.05	16	0.19
E Washington Ave (East Towne)	Milwaukee	Eagan	27	5.33	27	0.20
Thompson Dr	Swanton	Lien	10	2.73	18	0.15



**Table 8**  
**Factors for Locating Bus Stops**

Consideration	Discussion
<b>Ridership</b>	Bus stops should be located where transit ridership is the highest relative to adjacent stops. High ridership areas do not necessarily need more bus stops than lower ridership areas.
<b>Attractions</b>	Bus stops should be located close to ridership generating attractions, such as schools, retail and employment centers, and apartment buildings, to the extent practical.
<b>Street Crossings</b>	Bus stops should be located where transit riders have access to the safe and convenient street crossings, to the extent practical. Facilities that support safe and efficient street crossings are traffic signals, marked crosswalks, and bicycle/pedestrian overpasses.
<b>Operations</b>	Bus stops should be located where bus operators can easily enter and exit the stop with minimal delay and without excessive negative impacts on other traffic.
<b>Other</b>	Other factors may be used to determine the best placement for bus stops, including future land use plans, amenities for waiting passengers, lighting, bicycle parking, and community input.

**Table 9**  
**Bus Stop Amenity Recommended Criteria (TDP)**

Amenity	Daily Boardings
Sign	All bus stops
Platform	All bus stops
Bench	15 or more
Schedule	15 or more
Shelter	30 or more

**Boarding Platforms**

Many Metro bus stops are equipped with a concrete boarding platform or other hard, flat surface that are wheelchair-accessible. Some stops throughout the system have turf or other materials and are not wheelchair accessible. Metro has a goal of having ADA-accessible boarding areas for all bus stops. Upgrading of stops to ADA standards is done annually through the City of Madison’s ongoing curb & sidewalk maintenance program.



### Shelters and Benches

Of Metro's 2,103 bus stops, 235 have shelters with 6 different shelter designs. The number of shelters in service in 2017 and their descriptions are as follows:

- 8 – The four Metro Transit bus transfer stations each have two passenger shelter units installed subsequent to their original opening date.
- 88 – The standard Metro design that was installed in the late 1970s and early 1980s was a standard black bus shelter with a domed roof. General wear and tear is visible on many of these shelters. In 2014, Metro utilized a \$200,000 federal 2011 State of Good Repair grant to improve bus shelters along with local funding to refurbish these shelters. This included the addition of new roofs equipped with solar powered LED lighting and a bench at every location.
- 31 – Modern Metro shelters were installed on East Washington Ave. and in other locations throughout the City of Madison.
- 18 – Older silver shelters were installed by the University of Wisconsin (UW) primarily in the campus area with a similar design to the black Metro standard design from the 1970s.
- 47 – The UW has updated all of its shelters to new black shelters with a unique design featuring the UW Madison insignia
- 13 – When the State Street Mall was constructed in the 1970s, it included the construction of brick bus shelters on State Street and the Capitol Square. These structures were replaced with modern, unique glass and steel shelters during the rehabilitation of State Street in the mid-2000s.
- 10 – Three of the municipalities bordering the City of Madison, that contract for Metro Transit service, have acquired and maintain passenger waiting shelters at bus stops that fall under their jurisdiction (Fitchburg, Middleton and Verona). The design of these shelters varies.
- 20 – The City of Madison has encouraged private developers to install and maintain passenger shelter units at bus stops adjacent their property, as part of redevelopment projects. The design of these shelters varies.

Most shelters contain built-in benches, transit system maps, and printed bus arrival times. Shelters on the Capitol Square (Main and Carroll, Mifflin and Pinckney, and Pinckney and Main) have electronic message boards that display real-time bus arrival times. Metro generally installs shelters at high-ridership stops or stops that function as informal transfer points where riders may have a longer wait. Other shelters are placed based on a variety of factors by request.



## **BUS STOP AMENITIES**

### **Methodology**

In determining amenities at bus stops, Metro's planning staff takes multiple factors into consideration. The location of the stop is of particular importance. Bus stops are located in the public right-of-way (ROW). In some cases, where limited ROW is available, bus stops may be located partially or fully on private property with owner permission. In other instances, limited ROW and a fully built-up urban environment leave little room for amenities even at highly used bus stops.

In addition to assessing available ROW at stops before placing amenities, planning staff consider adjacent property use, stop ridership, access to popular destinations, proximity to other stops and existing infrastructure.

Another consideration is accessibility. In any bus stop improvement project, all investments will be made ADA accessible. Sites with connecting sidewalks, curb ramps and concrete pads will be prioritized for investment above sites without existing ADA infrastructure. On an ongoing basis, Metro Transit partners with the communities where we provide transit service to invest in basic accessible infrastructure near bus stops.

### **Bus Stop Pads**

If there is not a shelter at the stop, the minimum size of concrete pads is 5' 6" width parallel to the street and 8' length from curb back to/ including sidewalk.

### **Shelters**

Shelter sizes can vary, but the typical dimensions are 6' x 11'. Required infrastructure includes a 5' x 8' concrete boarding area, an 8' x 13' concrete pad for shelter installation, and a minimum of 2' to 3' of unobstructed pedestrian throughway depending on shelter orientation. Nearly all shelters are equipped with benches, a system map, and a schedule of the arrival times for all routes serving that stop.

### **Benches**

Bench types and sizes vary, but the typical required infrastructure includes a 5' x 8' concrete boarding area, a 9' x 3' concrete pad for bench installation, and a minimum of 3' of unobstructed pedestrian throughway.



### Trash Bins

Trash bins are provided on an as needed basis at bus stops.

### Lighting

All bus shelters owned by Metro Transit have been updated with LED solar-powered lighting in the past three years.

### Schedules

Arrival times of all buses serving a bus stop location are posted at heavily used bus stops. Metro has this information posted at nearly 25% of its stop locations.

## PARK-AND-RIDE LOTS

Metro currently provides service to officially designated park-and-ride lots at the following:

- North Transfer Point            1213 Huxley St.
- Northside Town Center        Sherman Ave. at Northport Dr.
- Dutch Mill                        3502 Dutch Mill Rd. (Hwy.12 & 18/Hwy. 51)
- The American Center            5601 Eastpark Blvd.
- Verona                             2565 Old PB, E. Verona Ave. at Hwy. 151.

The Dutch Mill Park-and-Ride is also used by intercity bus service.

Unofficial commuter parking and transit use is known to occur in neighborhoods, which puts a strain on parking in those areas. Metro continues to explore additional park-and-ride lot locations. Besides Metro buses, park-and-ride lots serve other programs that encourage higher-occupancy vehicles, most notably by providing convenient transfer points for carpools and vanpools. The Dutch Mill Park-and-Ride, in particular, is heavily used by car/vanpool users and by various intercity bus riders. Van Galder Bus Company and other intercity bus company users pay Metro for part of the maintenance costs for the lot.



## TRANSFER POINTS

Metro has four major transfer points which were opened in July 1998 to as part of Metro's route restructuring plan to decentralize the system. Almost all routes that serve transfer points terminate and lay-over there. Transfer points are located on the east, north, south, and west sides of Madison and are named based on their locations (i.e., East Transfer Point).

The four original transfer points were located in sites intended to achieve uniform route lengths and cycle times necessary for a timed-transfer system, to minimize the travel time to central Madison without introducing excessive new circuitous routing, to minimize bus volumes and impacts on residential streets, and to provide high levels of transit service to activity centers such as shopping malls.

Amenities at each transfer point include a covered canopy, wind screens, benches, real-time electronic bus schedule information, lighting, security cameras, and other security measures.

The Capitol Square does not have a timed transfer associated with it, although many core routes that serve it arrive and depart at approximately the same time.

Additionally, the highly utilized East Towne Mall stop serves as an informal transfer point for Routes 6, 20, 26, 30, and 36. In 2010, a second exit was added to the South Transfer Point along with other improvements to the Badger Rd./ Park St. intersection to improve the on-time performance of Route 18. No major changes or renovations to other transfer points have been completed since the facilities were opened in 1998.

## VEHICLE ASSIGNMENT

Metro's fixed-route fleet is composed of standard 40' ADA-compliant low floor ramp-equipped coaches. Vehicle assignments are based on block length. Metro's newest buses are assigned to the longest blocks in terms of daily mileage and/or service hours.

Peak-period commuter routes and supplemental school day routes are generally assigned to the oldest buses in the fleet. As a result of this assignment method, newer buses will be distributed throughout the service area throughout the day on the core and peripheral routes. The oldest buses are on the street only during the morning and afternoon peak periods, primarily for commuter routes.



## PRINTED MAPS, SCHEDULES AND SIGNS

Metro's printed materials are given to local businesses and organizations across our service area as requested. Every year, Metro's Marketing team coordinates with various organizations to provide printed materials to:

- Universities such as, Madison College, The University of Wisconsin - Madison, Edgewood College, and the Wisconsin English as a Second Language Institute
- Madison Public Libraries
- Madison DOT
- Local shopping centers such as, Hilldale Mall, West and East Towne Malls, Metro sales outlets
- City of Fitchburg Town Hall
- Hospitals such as, Meriter, UW-Hospital, SSM Health- St. Mary's
- Various apartment complexes and property management companies
- Youth Action Hudson Inc.
- The Goodman Community Center
- ATTIC Correctional Services
- South Madison Coalition of the Elderly
- Middleton Cross Plains Area School District
- Wisconsin Youth Company
- Wisconsin Department of Health Services.

Many businesses also focus on environmentally friendly business practices and encourage employees to utilize electronic or telephone information.

In the last few years, the ability to plan trips and track bus arrivals on computers and mobile devices has become extremely popular. Due to the increasing use of electronic schedule information, the number of printed maps and schedules used each year is decreasing steadily. However, schedule information will continue to be available in a printed format for those who don't have access to these types of devices.





## **ELECTRONIC SIGNS**

Metro currently has two types of electronic signs: four line signs and two line signs. A total of 14 signs are currently deployed. Real-time electronic signs are distributed to areas where there are a high number of routes and buses intersecting such as the Capitol Square and transfer points. There is one sign at each transfer point, and five total signs at shelters on the Capitol Square.

Additional signs are distributed where there is higher ridership or a concentration of potential new riders such as the Dane County Regional Airport and Madison College.



## Demographic Ridership and Travel Patterns

A comprehensive, on-board ridership survey was conducted in the spring of 2015, primarily in February and March. The onboard survey focused upon Metro Transit Routes 1 through 75. It did not include UW circulator routes (which would be difficult to survey given the short trips), supplemental school day service (whose riders' demographics and trip patterns are already well understood), and paratransit service.

An equity analysis was conducted on the data collected from the roughly 5,900 usable survey responses. The results from the analysis, along with updated demographics vs. service level maps can be found in [Appendix B].



## Major Service Change Policy

---

Metro Transit's Major Service Change Policy has been created to be in compliance with applicable federal requirements (Title VI of the Civil Rights Act 1964, 49 CFR Section 21 and FTA Circular 4702.1B). The Federal Transit Administration (FTA) requires that recipients of FTA funding prepare and submit service equity analyses for proposed major service changes. The purpose of this policy is to establish a threshold that defines a major service change and a recipient's definition of an adverse effect caused by a major service change.

Metro Transit considers any service change that qualifies for a public hearing as "major" and in need of analysis under Title VI. Service changes that require a public hearing are currently defined as:

- The establishment of new bus routes
- A substantial geographical alteration on a given route of more than 25% of its route miles
- The elimination of any bus service
- A major modification which causes a 25% or greater change in the number of daily service hours provided

All major service changes will be subject to an equity analysis which includes an analysis of adverse effects. An adverse effect is defined as a geographical or temporal reduction in service which includes but is not limited to: elimination of a route, rerouting an existing route and a decrease in frequency. Metro Transit shall consider the degree of adverse effects, and analyze those effects, when planning major service changes.



## Disparate Impact Policy/ Disproportionate Burden Policy

---

Metro Transit has established this Disparate Impact/Disproportionate Burden Policy in compliance with applicable federal requirements (Title VI of the Civil Rights Act 1964, 49 CFR Section 21 and FTA Circular 4702.1B).

### Service Changes:

The FTA Circular 4702.1B, requires that recipients of Federal Transit Administration funding prepare and submit service equity analyses for proposed major service changes (defined in Metro Transit's Major Service Change Policy above).

The purpose of this policy is to establish a threshold which identifies when the adverse effects of a major service change (defined in Metro Transit's Major Service Change Policy above) are borne disproportionately by minority populations.

The Disparate Impact threshold is described as follows for Metro Transit: Should the burden of any major service change require a minority population/ridership (33% threshold) to bear adverse effects greater or less than 2% than those borne by the non-minority population/ridership, that impact will be considered a disparate impact.

### Minority Population Definitions:

Minority Ridership identified as part of 2016 On-Board Survey for Metro Transit's Fixed Route System:

- Black/ African American
- American Indian/ Alaska Native
- Asian
- Hawaiian Native/ Pacific Islander
- Other
- Two or more races
- Hispanic, Latino or Spanish Origin *\*Based on Census Data %*



Should a proposed major service change result in a disparate impact, Metro Transit will consider modifying the proposed change to avoid, minimize or mitigate the disparate impact of the change. If Metro Transit finds potential disparate impacts and

then modifies the proposed changes in order to avoid, minimize, or mitigate potential disparate impacts, Metro Transit will reanalyze the proposed changes in order to determine whether the modifications actually removed the potential disparate impacts of the changes.

Metro Transit may find that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the transit provider's legitimate program goals.

If this were the case, Metro staff would present its findings to the Madison Transit and Parking Commission, which would make the final decision on the proposed change.



## Results of Service Equity Analyses Conducted Since June 2014

---

Since the 2014 Title VI report, Metro Transit has not undertaken any large-scale route or schedule changes. However, targeted changes have occurred each year to address service deficiencies or to simplify routes and schedules. The changes with equity implications are highlighted below.

### PROPOSED SERVICE CHANGES – AUGUST 2016

In August of 2016, operating budget amendments were approved by the Madison Common Council to allow expansion of service on two equity-sensitive routes as described below.

- *Route 17* was changed to provide a quick connection between the North and East transfer points. A link was established between equity-sensitive neighborhoods on the north side with shopping and employment opportunities on the east side.

Until August of 2016, the route had operated only on weekdays. With the additional local operating investment, the service was extended to weekends and holidays.

- *Route 31* was changed to connect a geographically isolated and equity-sensitive neighborhood on Madison's southeast side with the rest of the system at the East Transfer Point.

This service now also provides primary service from the neighborhood to and from the middle and high schools in that district. In August of 2016, the span of service was increased in the evening to 10:30 p.m. Previously, service had ended at 6:30 p.m.

The longer span increased employment opportunities for evening jobs, as well as improved access for evening events at the schools and public library along the route.



## PROPOSED SERVICE CHANGES – AUGUST 2017

On April 12, 2017, a public hearing was held to discuss proposed updates to Metro routes that would go into effect in August. The following proposals were considered major service changes as according to Metro's policies:

- *Routes 2 & 28:* Route shifted to better serve Madison's job center. This shift removed service from a city block that had only two stops with low boardings at each. These stops, however, were near a facility providing homeless services.
- *Route 55:* Service shifted dramatically from one side of Verona to the other to better serve employee housing areas of a large employment center.
- *Route 59:* Weekend service was eliminated in the Dunn's Marsh Neighborhood, an area with a high concentration of low income and people of color populations, in order to provide direct service between Metro's West Transfer Point and the Fitchburg Public Library as well as a new business center.

## Equity Analysis Conducted and Presented to the TPC

Metro staff presented its equity analysis and continued rationale for making proposed changes to the commission. Details included the following:

- *Routes 2/28:* Service has shifted slightly away from a men's day shelter on Roth St., however staff believe improved access to the Dane County Job Center outweighs impact of moving outbound service off of Roth St. Walking distance from this shelter to an alternative stop increased by 0.1 mile.
- *Route 35:* Service realigned to operate "reverse commute" to an employment area without bus service. No segments of the existing route would be missed, however travel times for certain trips might be increased.
- *Route 59:* This proposed change disrupted direct service between the Dunn's Marsh neighborhood, which has a concentration of low income and people of color populations, and a large shopping and employment center. Service remained available from this neighborhood to this shopping/employment center, but the trip would be approximately 15 minutes longer and involve a transfer.



As a result, this might have appeared to be a service change that has a disparate impact on the people of color and low income riders in this neighborhood. However,

staff still proposed this change, because this route experiences very low ridership and is one of Metro's least productive routes. It is also not heavily used by riders from this neighborhood to the shopping center.

Metro staff continued to present this proposal with the goal of improving ridership and increasing productivity on this low-functioning route.

- *Route 55*: New routing directly serves concentrations of commuters. Areas where route was removed is still being served by other routes.

Metro promoted this public hearing in ways described earlier including flyers on buses, posted at its reception window, and a series of texts, emails and posts on social media in the months leading to the public hearing.

The following board approval minutes can be found in the Appendices:

- Transit and Parking Commission Notes from April and May 2017 regarding the latest Proposed Service Changes/ Equity Discussion and approval [*Appendix A-4*]





## Public Participatory Procedures for All Proposed Fare Changes

---

All staff recommendations for fare increases will be presented to the Madison Transit and Parking Commission (TPC). The TPC will then schedule a date to hold a public hearing allowing riders and the general public the ability to weigh on these decisions. After listening to all comments and reviewing all written feedback received on proposed changes, the TPC will then make a final decision at its next meeting. All TPC meetings and public hearings are held in facilities accessible to persons with disabilities.

A detailed legal notice will then be published in the City's official paper. This notice will inform the public of the proposed change(s) and the scheduled date, time, and location of the public hearing. The notice will also indicate the location of building's accessible entrance and will state that if someone needs an interpreter, materials in alternate formats or other accommodations to access this hearing, they should contact Metro Transit at (608) 266-4904 at least ten (10) days prior to the hearing date so that proper arrangements can be made. Efforts will be made to publish the public hearing notice approximately thirty (30) calendar days prior to the hearing.

A news release will be distributed to all local media via the City of Madison's electronic news release dissemination system. In addition, approximately (14) calendar days prior to the public hearing, staff will distribute notice of the hearing using all available information distribution systems and processes available including but not limited to Metro Transit's website, text message subscription lists, email subscription lists, social media postings, and any other future information dissemination systems that Metro may utilize. Staff will maintain a list of all outreach efforts.

Flyers will be installed on all Metro Transit and Metro+Plus vehicles approximately ten (10) calendar days prior to the public hearing. Paid advertisements will appear in the City's official paper approximately seven (7) calendar days prior to the public hearing.

The TPC will consider the views of all who comment on proposed fare increases or service reductions prior to its voting on the adoption of staff's recommendations. If deemed appropriate, the TPC will modify the proposed changes prior to adoption. If a public hearing is held regarding a reduction in service, and if it is the consensus of the public that fares should be increased in order to avoid a reduction in service, and if the TPC decides to adopt a fare increase instead of a reduction in service, a second



public hearing need not be conducted in order to gather public comments on the fare increase.

However, if the public does not comment on or is not in consensus as to whether fares should be increased in order to avoid a service reduction, yet the TPC decides that it would prefer fare increases to staff's proposed service reductions, a second public hearing would be held in order to gather public comments on said changes to staff's recommendations.

The TPC will submit a report on the approved changes to the Madison Common Council which can request that the TPC reconsider its vote.

The TPC meetings are open to the public and, therefore, noticed according to the State of Wisconsin's Open Meeting Law.



# Fare Equity Policy

## PURPOSE

The FTA Circular 4702.1B, requires that recipients of Federal Transit Administration funding prepare and submit fare equity analyses for all proposed fare changes. The purpose of this policy is to establish a threshold which identifies when the adverse effects of a fare change are borne disproportionately by minority populations and low-income populations.

For purposes of this policy, low income population is defined as any readily identifiable group of households who are at or below 150% of the Department of Health and Human Services Poverty Guidelines.

Persons in Family Household	Poverty Guideline
1	\$11,770
2	\$15,930
3	\$20,090
4	\$24,250
5	\$28,410
6	\$32,570
7	\$36,730
8	\$40,890

*For families/ households with more than 8 persons, add \$4,160 for each additional person.*

## Basis for Policy Standards

Periodically, Metro Transit will make adjustments to transit fares in order to generate revenues to help sustain transit service operations. Federal law requires Metro Transit to prepare and submit fare equity analyses for all potential transit fare adjustments, as outlined in Federal Transit Administration (FTA) Circular 4702.1B.

## Previous Fare Equity Policies and Issues:

In 2014, Metro established Minority Disparate Impact and Low-Income Disproportionate Burden Policies.



Those policies were as follows:

**A. MINORITY DISPARATE IMPACT POLICY – FARE EQUITY ANALYSIS**

If a planned transit fare adjustment results in more than a 5% increase to a fare type that has been identified as being used by a minority population as compared to the lowest proposed percentage increase of a non-minority fare type, then it will be considered a minority disparate impact.

*Example: If the lowest increase of a non-minority fare item is 10%, then Metro staff will strive to ensure that no non-minority fare type is raised by no more than 15%.*

If an adjustment is considered to have a disparate impact, staff will look at alternative adjustments to minimize or eliminate it entirely. In the example above, pricing would be adjusted to ensure all minority fare types would be increased by no more than 15%.

**B. LOW-INCOME DISPROPORTIONATE BURDEN POLICY – FARE EQUITY ANALYSIS**

If a planned transit fare adjustment results in more than a 5% increase to a fare type that has been identified as being used by a low income population, as compared to the lowest proposed percentage increase of a fare type that is considered non-low-income, then the resulting effect will be considered a low-income disproportionate burden.

*Example: If the lowest increase of a non-low income fare item is 10%, then Metro staff will strive to ensure that any low-income fare type is raised by no more than 15%.*

If an adjustment is considered to cause a disparate impact, staff will look at alternative adjustments to minimize or eliminate it entirely. In the example above, pricing would be adjusted to ensure all low-income fare types would be increased by no more than 15%.



**2016 PROPOSED FARE INCREASE**

The above policies were put to practice in 2016 when a fare increase was included in the City of Madison’s 2016 executive budget.

These policies were discussed at a public hearing held on Wednesday, May 11 in front of the Madison Transit and Parking Commission. During the course of the public hearing process, commission members and members of the public found the policy to be confusing. As written, staff members also had trouble explaining its current wording.

Commission members also debated the wording “as compared to the lowest proposed percentage increase of a fare type that is considered non-minority/ low-income.”

Some non-minority/low-income fare types did not increase as part of the proposed fare increase. Points were made that these items had no increase, or a 0% increase, and therefore should have been used as the lowest comparison point of the analysis.

For purposes of the formula, Metro staff had used fare types that had increased by 1% or more as the lowest comparison point. This debate occupied a large portion of the fare increase discussion. As a result, Metro staff pledged to update its policies in future years to be more clear and easily understood.

#### **2017 UPDATE:**

#### **MINORITY DISPARATE IMPACT AND LOW-INCOME DISPROPORTIONATE BURDEN POLICIES**

To eliminate confusion and address concerns brought up during the course of the last fare increase process, Metro has updated its disparate impact and low income disproportionate burden fare equity policies. For clarity, Metro is using the term “equity sensitive fares” to represent both fares utilized by minority and low income riders.

#### **Metro’s 2017 Equity Sensitive Fare Policy:**

1. Equity sensitive fares will not increase any higher than the lowest percentage increase of any non-equity sensitive fare type.
2. If the lowest percentage increase to a non-equity fare is 0%, then no equity sensitive fares will increase.
3. All efforts will be made to ensure that increases to equity sensitive fares will be kept to minimum amounts.



*Example: A fare increase is proposed for several non-equity sensitive fare types. Percentage increases range from 5% - 15%. An increase to an equity sensitive fare would then be no more than 5%.*

If any part of this policy is unachievable or causes administrative burden, Metro staff will offer a full explanation to the Transit and Parking Commission as to the reasons an increase to equity sensitive fares would be necessary. When these extraordinary measures occur, staff would then utilize its public outreach plan procedures to present this proposal to the public.

The public will be asked for comments and suggestions on how a fare increase should be structured in order to reach the assigned budget amount.

Related to this policy, Metro continues to offer its Low Income Pass program which allows low-income riders to purchase 31-day passes at a 50% discounted rate. Riders need to self-certify that their household income is at or below 150% of the national poverty level.

### **Identifying Equity Sensitive Fares**

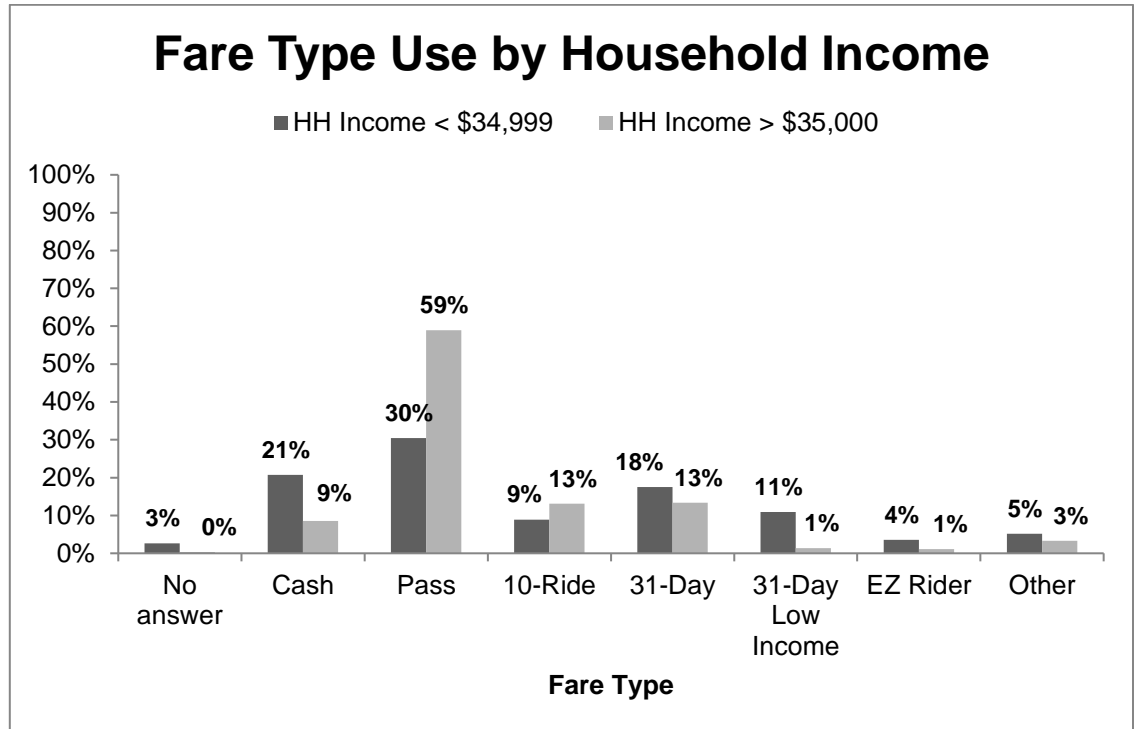
In 2015, Metro conducted an onboard survey that collected data related to fare type, racial identity, and income level.

Using this data, Metro defines equity sensitive fares as described below:

**Low income Use Fare:** Low income ridership using a certain fare is 5% higher than ridership of non-low income riders.

**Minority Use Fare:** Minority ridership using a certain fare is 5% higher than ridership of non-minority riders.





#### Fare Use by Income

Metro uses 150% of the Department of Health and Human Services Poverty Guidelines as definition to determine whether a rider is low income. For a household of one, that is \$17,655. The lowest two salary categories tabulated in the onboard salary were “less than \$15,000” and “less than \$35,000.” Staff used “less than \$35,000” data to determine low income use fares.

Based on Metro’s definition of low income use fare (low income ridership using a certain fare is 5% higher than ridership of non-low income riders), the following items are considered low income use fares:



**Cash**

Low Income Use: 21%  
Non-Low Income Use: 9%

**Low-Income 31-Day Passes**

Low Income Use: 11%  
Non-Low Income Use: 1%

**Senior/ Disabled 31-Day Passes**

Data was not gathered on specific use of the 31-day senior/disabled pass. Since this specific data was not available, staff considered senior/disabled 31-day passes to also be used by low income riders.

**31-Day Passes\***

Low Income Use: 18%  
Non-Low Income Use: 13%

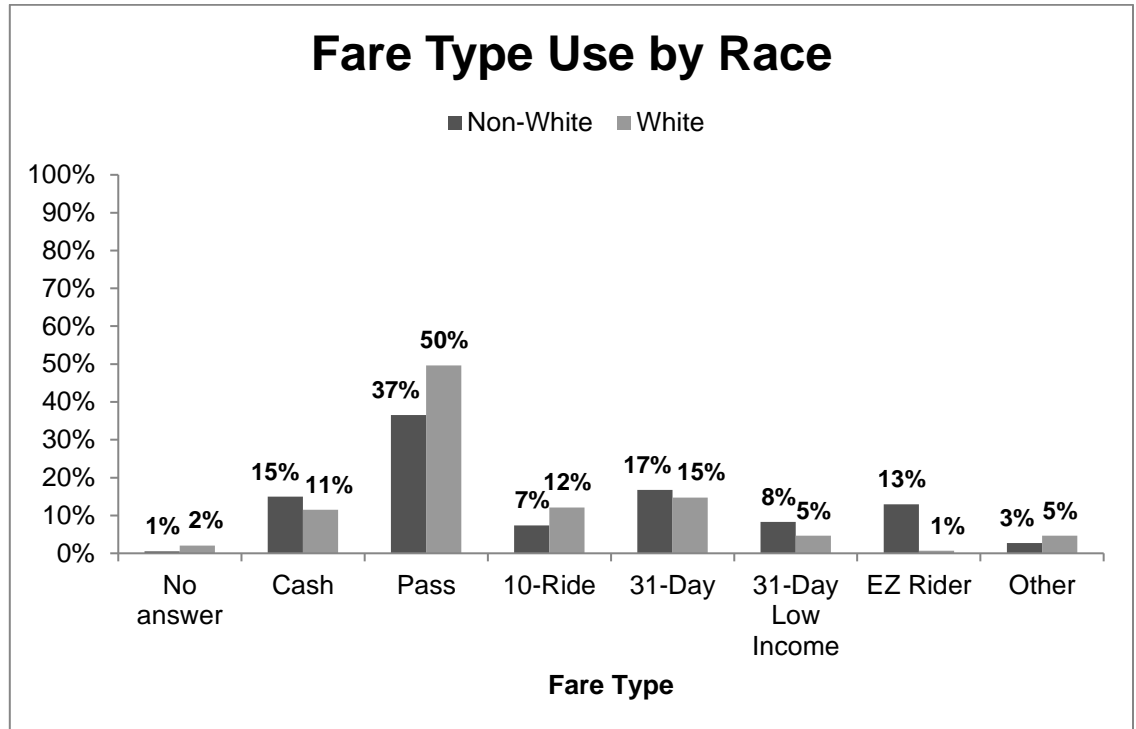
*\* Staff did not have perfect data that fully showed the use of 31-day passes by income level. Metro also has a 31-day senior/disabled pass that was not accounted for in the data. Since this specific data was not available, staff considered both the 31-day pass and senior/disabled 31-day passes to potentially be used by low-income riders.*

However, staff is also aware that several area charitable organizations purchase these passes and distribute these to low-income riders. If not given these passes for free, these riders may ultimately choose to use a different fare type.

Being as how complete data on the use of this fare type is not available, staff will give this particular pass great consideration when considering fare changes, but might not necessarily hold this pass to its definition of an equity sensitive fare.







More specific data related to the specific use of 31-day passes, 31-day senior-disabled passes, and who ultimately purchases these passes will need to be gathered in future onboard surveys in order to make a final determination on whether these passes are considered equity sensitive as according to this policy.

#### Fare Use by Race

Based on Metro’s definition of minority use fare (minority ridership using a certain fare is 5% higher than ridership of non-minority riders), the following are considered minority use fares:

#### EZ Rider Passes

Minorities:	12.9%
Non-Minorities:	1%



**Note on University Student Data:**

Data collected from University students is not used in Metro's determination of equity sensitive fares due to a majority of college students utilizing unlimited ride passes.

Due to bulk purchase discounts, these unlimited ride passes are Metro's least expensive adult fare. Bulk purchase discounts are not given to the general public. Metro concluded that only fares available to the general public should be considered in the equity sensitive fare determination.

Metro's onboard data was collected in collaboration with the Madison Area Transportation Planning Board (MPO). MPO staff have excluded university students from their household income charts and have cautioned Metro staff in using this data for its fare analysis.

The MPO found that asking students to provide household income numbers is challenging for many reasons. For the consistency of data, students would need to report income of roommates as household income.

Many students might not know this number or be willing to share. Other students may have included their parents' income or reported their income as low, but are actually financially supported by relatives.



## Results of Fare Equity Analyses Conducted Since June 2014

---

Since Metro's previous Title VI plan submitted in 2014, staff conducted equity analyses on the following proposed fare changes.

### PROPOSED FARE INCREASES – MAY 2016

In May of 2016, Metro held a public hearing to discuss proposed increases to several fare items.

This was proposed as a result of fare increase being included in the City of Madison's 2016 executive budget. The fare increase was intended to:

- Fund a leased bus storage facility for short-term space needs.
- Expand service on a handful of routes including to a neighborhood with a high concentration of low income riders and people of color.
- Fund additional bus cleaners to improve Metro's overall riding experience.

### Public Participation Process

Metro heavily promoted this public hearing encouraging public comment. Information was posted online in English, Spanish and Hmong. A series of social media posts in English, Spanish and Hmong as well as text alerts in English and Spanish were utilized. Email alerts to general information Metro subscribers as well as university campus groups were sent. Flyers were distributed at local events and Madison area libraries. Emails were sent to Neighborhood associations, and flyers were posted on all buses. Paid advertising was placed on Madison's Spanish radio station. Print display advertising was also placed in several City of Madison, college campuses, and surrounding community publications including the Wisconsin State Journal, Madison College Clarion, Verona newspaper, Daily Cardinal, Badger Herald, and Voz Latina Newspaper. Online ads placed in Fitchburg Star and on channel3000.com. Information was included in several weekly rider alert email newsletters.



### Equity Analysis Conducted and Presented to Transit and Parking Commission

Using Metro's 2011 Minority Disparate Impact Policy and Low-Income Disproportionate Burden Policy, staff determined the following were used by low-income riders and people of color:

- Cash
- 31-day pass
- 31-day senior/disabled pass
- Low Income pass
- EZ Rider pass

After the public hearing, the Transit and Parking Commission made comments on how Metro's equity sensitive policy seemed unclear and difficult to understand. There was also a debate on the policy's wording regarding "more than a 5% percent increase as compared to the lowest percentage increase of (another fare type)". Whether a zero percent increase to fare items also became a discussion topic related to which items should be considered equity sensitive according to Metro's formula.

Metro's general manager asked commissioners for input on alternate scenarios of increases to make the intended revenue target.

At a future meeting, Metro staff brought back three alternative fare increase scenarios that provided different mixes of increases to individual fare types. Commission members chose a "middle of the road" increase. This middle of the road option entailed no increase to cash fares, a 50 cent increase to its low income pass, and percentage increases that were more equally distributed amongst all Metro fare items.

Metro staff also pledged to update its Equity Fare Policy to be more easily understood for any future proposed fare increases.

The following board approval minutes can be found in the Appendices:

- Transit and Parking Commission Notes from May and June 2016 regarding the Proposed Fare Increases/ Equity Discussion and Approval [*Appendix A-5*]



## Public Engagement Process for Setting Previous Five Policies

---

Metro Transit will post draft electronic versions of any changes to these plans on its website at [mymetrobus.com](http://mymetrobus.com) for public comment. Printed versions will also be mailed to individual customers upon official request to Metro's customer service center. Customers can request a printed version of the plan by calling (608) 266-4466 or emailing [mymetrobus@cityofmadison.com](mailto:mymetrobus@cityofmadison.com).

Notices to the public that the plan is available for review will be posted online at [mymetrobus.com](http://mymetrobus.com), on bus flyers, through email and text alerts, via Twitter, an announcement recording to Metro's call center, and on a poster at Metro's reception window. Notices will include information on how to leave feedback including use of Metro's online feedback form, written comments that can be mailed or emailed to Metro's administration office, or via phone call to Metro's customer service center.

Once the public has had a chance to comment, Metro will submit an updated version to the Madison Transit and Parking Commission for approval, where the public will have an additional chance to make a comment.

The following board approval minutes can be found in the Appendices:

- Transit and Parking Commission Notes from both the June and July 2017 discussing and approving the updated Title VI Policies [*Appendix A-6*]



## **Service and Fare Equity for Any New Fixed Guideway Capital Projects**

---

There have been no new fixed guideway capital projects since Metro's last Title VI submission in 2014.



## APPENDIX A

---

- A-1: Title VI Announcement in Ride Guide
- A-2: Metro Transit Title VI Complaint Form
- A-3: Subrecipient Monitoring Program – City of Stoughton Title VI
- A-4: TPC Board minutes – May and June 2016 Proposed Fare Increase and Equity Analysis [Item H and G.1 respectively]
- A-5: TPC Board minutes – April and May 2017 Proposed Service Updates and Equity Analysis [Item H and Item G.4 respectively]
- A-6: TPC Board minutes – June and July 2017 Approval for Title VI Policy Updates [Item F.2]



## **APPENDIX B – Demographic & Service Profile Maps and Charts**

---

- B-1: Minority Populations and Transit Service Area [map]
- B-2: Low Income Populations and Transit Service Area [map]
- B-3: Limited English Populations and Transit Service Area [map]
- B-4: Minority Populations and Transit Amenities [map]
- B-5: 2015 Metro Transit On-Board Survey – Equity Analysis Graphs





# Table of Contents

Welcome Aboard	3
How To Ride	3-6
Fares & Passes	5
Passenger Conduct	6
Transfer Connections	7
Metro Services	8
Bike Racks	9
Green Practices	9
Service Chart	10-13
Popular Destinations	13-14
Routes & Schedules	15-142
UW Campus Service Calendar	143
Metro Sales Outlets	144

## Administrative Office

**Hours:** 7:30 a.m. until 5:30 p.m.—Weekdays

1245 E. Washington Ave.

- Purchase Passes & 10-Ride Cards
- Pick up Lost & Found items

## Customer Service Center

**Phone:** (608) 266-4466

**Hours:**

6:15 a.m. until 6:00 p.m.—Weekdays

8:00 a.m. until 4:30 p.m.—Weekends/Holidays

## Civil Rights/Title VI

The City of Madison and Metro Transit assure that no person shall on the grounds of race, color, or national origin, as provided by Title VI of the Civil Rights Act of 1964, and the Civil Rights Restoration Act of 1987 (P.L. 100-259) be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. The City of Madison and Metro Transit further assure every effort will be made to ensure nondiscrimination in all of its federally funded program activities.

For more information or to file a complaint, contact:

### Metro Transit

(608) 266-4466 [mymetrobus@cityofmadison.com](mailto:mymetrobus@cityofmadison.com)

### Department of Civil Rights

(608) 266-4910 [dcr@cityofmadison.com](mailto:dcr@cityofmadison.com)

# Important Phone Numbers

Customer Service Center	(608) 266-4466
	Fax 267-8778
Lost & Found	266-6524
Administrative Office	266-4904
	Fax 267-8778
Rideshare, Etc.	266-RIDE
	266-7433
Paratransit after hours cancellation	267-1107
<i>Note: Interpreter service is available for all calls to the Customer Service Center &amp; Administrative Office.</i>	



## Accessible Services

### Fixed-Route

Metro provides accessible fixed-route service on **all routes listed in this Ride Guide**. Service animals are allowed on Metro buses to assist people with disabilities. Metro's schedules, brochures and flyers are available at [mymetrobus.com](http://mymetrobus.com) and in accessible formats, such as Braille and large print. To request information in accessible formats, call 266-4466. ADA eligible riders may travel with a personal care attendant at no additional charge. ADA eligibility card must be presented when boarding.

### Paratransit Service

Metro provides paratransit transportation for passengers unable to use fixed-route buses in accordance with the Americans with Disabilities Act. You must be a registered paratransit rider to use this service. Paratransit rides must be scheduled by 4:30 p.m. the day before the ride. To schedule a ride or for more information on paratransit services, call 266-4466.

### Derechos Civiles/Título VI

Metro Transit garantiza que ninguna persona será excluida de participar en los beneficios cualquier programa o actividad, ni le serán negados estos beneficios, ni será sujeta de otra manera a discriminación bajo cualquier programa o actividad, basada en su raza, color u origen nacional, según lo estipulado en Civil Rights Act of 1964, y Civil Rights Restoration Act de 1987 (P.L. 100-259).

Toda persona que considere que ha sido víctima de discriminación basada en raza, color u origen nacional podrá presentar una queja ante Metro Transit o ante el Departamento de Acción Afirmativa de la ciudad de Madison.

Departamento de Acción Afirmativa de la ciudad de Madison

(608) 266-4910 [dcr@cityofmadison.com](mailto:dcr@cityofmadison.com)

### Txoj Cai Ncaj Ncees

Metro Transit xyuas tias kom tsis pub ib tug neeg twg raug ciav cais raws nws hom neeg, xim nqaij tawv, los yog tebhaws yug, raws li tau kev tiv thaiv hauv Tsaib Cai Title VI ntawm Civil Rights Act xyoo 1964, thiab txoj cai Civil Rights Restoration Act xyoo 1987 (P.L. 100-259) los ntawm ib txoj kev koom rau, lossis raug txwv tej kev pab uas muaj no, los yog raug kev ua tsis ncaj ncees rau hauv ib lub txheej xwm los yog kev ua dej num twg.

Ib tug neeg twg ua ntseeg tias nws tau raug ciav cais tsis ncaj ncees vim yog nws hom neeg, xim nqaij tawv, los yog tebhaws yug muaj cai ua daim ntawv tsis txaus siab mus rau Metro Transit lossis mus rau lub Nroog Madison Hauv Paus Saib Kev Cai Ncaj Ncees (Affirmative Action Department).

Nroog Madison Hauv Paus Saib Kev Cai Ncaj Ncees Affirmative Action

(608) 266-4910 [dcr@cityofmadison.com](mailto:dcr@cityofmadison.com)



## Title VI Complaint Form

The City of Madison and Metro Transit assure that no person shall on the grounds of race, color, or national origin, as provided by Title VI of the Civil Rights Act of 1964, and the Civil Rights Restoration Act of 1987 (P.L. 100-259) be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity.

Furthermore, Madison General Ordinance (M.G.O.) Sec. 39.02(8) mandates the execution of this operational requirement. The City of Madison and Metro Transit further assure every effort will be made to ensure nondiscrimination in all of its federally funded program activities.

Any person(s) or organization(s) believing they have been a victim of discrimination based on race, color, or national origin may file a complaint with Metro Transit or with the City of Madison Department of Civil Rights.

### COMPLAINTS CAN BE FILED BY CALLING:

Metro's customer service center at (608) 266-4466 or the City of Madison Department of Civil Rights at (608) 266-4910.

### COMPLAINTS CAN BE EMAILED:

Please email Metro Transit at [mymetrobus@cityofmadison.com](mailto:mymetrobus@cityofmadison.com) or the City of Madison Department of Civil Rights at [dcr@cityofmadison.com](mailto:dcr@cityofmadison.com).

### YOU CAN ALSO COMPLETE THE COMPLAINT FORM BELOW. MAIL COMPLETED FORMS TO:

Metro Transit, Attn: Title VI Complaint, 1245 E. Washington Ave., Madison, WI 53703.

Your Name: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Date of Incident: \_\_\_\_\_

Person(s) discriminated against (if other than complainant). List all names: \_\_\_\_\_

\_\_\_\_\_

Which of the following best describes the reason the alleged discrimination took place? Please check your answer:

- Race
- Color
- National Origin (Limited English Proficiency)



# Metro Transit

Madison, Wisconsin

Please describe the alleged discrimination incident. Provide the names and title of all Metro Transit employees involved if available. Explain what happened and whom you believe was responsible. Please use the back of this form if additional space is required.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

Have you filed a complaint with any other federal, state, or local agencies?  Yes  No

If so, list agency/agencies and contact information below:

Contact Name: _____	Contact Name: _____
Agency: _____	Agency: _____
Street Address: _____	Street Address: _____
City, Zip, State: _____	City, Zip, State: _____
Phone: _____	Phone: _____

*I affirm that I have read the above charge and that is true to the best of my knowledge, information & belief.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print or Type Name of Complainant: \_\_\_\_\_

Office Use Only:

Date Received:	Received By:
----------------	--------------

## **City of Stoughton Title VI Program**

### **Plan Statement**

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving Federal financial assistance. Specifically, Title VI provides that "no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance" (42 U.S.C. Section 2000d).

The City of Stoughton is committed to ensuring that no person is excluded from participation in, or denied the benefits of its transit services on the basis of race, color, or national origin, as protected by Title VI in Federal Transit Administration (FTA) Circular 4702.1.B. This plan was developed to guide the City of Stoughton in its administration and management of Title VI-related activities.

### **City of Stoughton**

The City of Stoughton provides a shared-ride service. This is a curb to curb service, not a fixed route. Service is demand responsive. Advance reservations are allowed. Our shared-ride taxi service is available to the general public.

Title VI Coordinator Contact information

Laurie Sullivan  
City of Stoughton  
381 E Main Street  
Stoughton, WI 53589  
608-873-6677

### **Title VI Policy Information Employee Education**

Title VI information is disseminated to all City of Stoughton third-party transit contracted employees via the Employee Education Form (Attachment A-1). This form reminds employees of their Title VI responsibilities in their daily work and duties. City of Stoughton will determine how frequently the Employee Education Form should be reviewed with these employees.

All employees involved with the transit service, shall be provided a copy of the Title VI Plan and are required to sign the Acknowledgement of Receipt. (Attachment A-2).

### **Record Keeping**

The City of Stoughton maintains permanent records, which include, but are not limited to, signed acknowledgements of receipt from the employees indicating the receipt of the of City of Stoughton Title VI Plan, copies of Title VI complaints or lawsuits and related documentation, and records of correspondence to and from complainants, and Title VI investigations.

The Title VI Assurance/Certification form is submitted with grant application materials to WisDOT on an annual basis for each grant program in which it participates. This form is used to specify whether Title VI complaints have been filed.

### **Title VI Public Notification**

Title VI policy (Attachment B) is publicly displayed at City Hall, in shared-ride vehicles and on the City of Stoughton website. <http://www.ci.stoughton.wi.us/>

### **Title VI Complaint Procedure**

An individual may email to request a complaint [lsullivan@ci.stoughton.wi.us](mailto:lsullivan@ci.stoughton.wi.us), may visit the website to find the form <http://www.ci.stoughton.wi.us/>, or may write the address below.

*[How to file a Title VI Complaint?](#)*

The complainant may file a signed, written complaint up to one hundred and eighty 180 days from the date of the alleged discrimination. The Title VI Complaint Form (Attachment C) may be used to submit the complaint information. The complaint may be filed in writing with City of Stoughton at the following address:

City of Stoughton  
Laurie Sullivan  
381 E. Main St  
Stoughton, WI 53589

What happens to the complaint after it is submitted?

All complaints alleging discrimination based on race, color or national origin in a service provided by City of Stoughton Shared-Ride Taxi will be directly addressed by the City of Stoughton. City of Stoughton shall also provide appropriate assistance to complainants. Additionally, City of Stoughton shall make every effort to address all complaints in an expeditious and thorough manner.

A letter of acknowledging receipt of complaint will be mailed within seven days (Attachment C-1). Please note that in responding to any requests for additional information, a complainant's failure to provide the requested information may result in the administrative closure of the complaint.

City of Stoughton will notify WisDOT-Transit Section of the complaint at:  
WisDOT-Transit Section, Chief  
4802 Sheboygan Avenue, Room 951 Madison, WI 53707

How will the complainant be notified of the outcome of the complaint?

Every effort will be made to respond to Title VI complaints within 60 working days of receipt of such complaints, if not sooner. City of Stoughton will send a final written response letter (Attachment C-2/C-3) to the complainant.

In the letter notifying complainant that the complaint is substantiated (Attachment C-2), it is explained that efforts are underway to correct deficiencies and if needed they would be called upon in the even that there is a hearing.

In the letter notifying complainant that the complaint is not substantiated (Attachment C-3), the complainant is also advised of his or her right to: 1) appeal within seven calendar days of receipt of the final written decision and/or 2) file a complaint externally with the Federal Transit Administration.

Federal Transit Administration, Region V Attention: Title VI Program Coordinator 200 West Adams Street, Suite 320 Chicago, IL 60606

**Investigations/Complaints/Lawsuits**

The City of Stoughton has had no complaints to date on file. There have been no investigations or lawsuits conducted.

**Public Involvement**

All City of Stoughton Council meetings are open to the public and televised.

When considering a change to the transit service and/or fares there will be a notice posted in the newspaper, on the city website under the Taxi section, and on the city cable television channel in adequate advance to solicit the publics' input. The city's website offers a standing location with the contact information for any concerns, suggestions, or questions.

**Language Assistance Plan**

U.S. Census Bureau American Fact Finder Data

	Population City of Stoughton: 12,077	% of Population
<b>Speak only English</b>	11,728	97.1102%

<b>Spanish or Spanish Creole:</b>		
Speak English less than "very well"	42	.003478%
<b>Other Indo-European :</b>		
Speak English less than "very well"	44	.003644%
<b>Asian and Pacific Island:</b>		
Speak English less than "very well"	17	.001408%

As depicted in the above chart, the most section of individuals that speak a language other than English is the Other Indo-European. 44 or .003644% of that population speaks English less than very well. That amount is well below the required threshold set by Safe Harbor that states 5% or 1,000 individuals to in-act translation services. At this current time the City of Stoughton does not feel that it is necessary to offer translation services. This is something that is always under review however; we will check with the fact finder information routinely and be in contact with our provider and if the need arises this will be re-assessed.

A large population of our ridership is comprised of handicap and elderly citizens. Typically, these citizens are not able to provide for their own transportation; therefore the shared-ride taxi service is of great benefit to these individuals. The City of West Bend understands that these individuals and all individuals in the city rely on our service to get to essential destination such as work, doctors' appointments, school, and shopping.

Again, the need for LEP assistance in other languages will be constantly reviewed. We currently do not have a budget for outreach at the current time, however if the need changes and requires a more in-depth LEP plan we will look into creating a budget for this.

**Non-Elected Committees**

The City of Stoughton does not have any transit-related planning committees or advisory boards.

**Land Acquisition**

The City of Stoughton had no projects that required land acquisition.

###



# 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).

---

Wednesday, May 11, 2016

5:00 PM

Monona Terrace  
1 John Nolen Drive  
(Wilson St. & MLK Blvd.)  
Level 4, Rooms MNQR

---

Please note: Items are reported in Agenda order.

### A. CALL TO ORDER/ROLL CALL

The meeting was called to order at 5:00 PM. Poulson welcomed Alder Zellers.

**Present:** 9 - David Ahrens; Ledell Zellers; Rebecca Kemble; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini; Ann E. Kovich; Kenneth Golden and Kate D. Lloyd

**Excused:** 1 - David E. Tolmie

**Please note:** There is one vacancy on the Commission, in the position of Second Alternate. Please note also that Lloyd arrived at 5:02 PM and Kemble arrived at 5:04 PM, after the Minutes were approved.

### B. APPROVAL OF MINUTES

A motion was made by Bergamini, seconded by Bigelow, to Approve the Minutes of the April 13, 2016 meeting. The motion passed by voice vote/other.

**Ayes:** 7 - David Ahrens; Rebecca Kemble; Wayne Bigelow; Margaret Bergamini; Ann E. Kovich; Kenneth Golden and Kate D. Lloyd

**Abstentions:** 1 - Ledell Zellers

**Excused:** 1 - David E. Tolmie

**Non Voting:** 1 - Gary L. Poulson

### C. PUBLIC APPEARANCES - None.

### D. DISCLOSURES AND RECUSALS

Bergamini recused herself from Item H. related to the fare changes, due to an employment conflict of interest. The meeting proceeded to Agenda Item G.1.

### E. TRANSIT AND PARKING QUARTERLY REPORTS

- E.1. [42771](#) Parking: May 2016 Activity Report, March Revenue-Expense Reports - TPC  
05.11.16

[Please note: This item followed Agenda Item G.1.] Asst. Parking Utility Manager Sabrina Tolley mentioned that the Parking Analyst had retired. She would be preparing the regular reports for the interim, and invited members to make requests for info they might want. Golden asked for occupancy data for street meters and their general location; because underutilized meters could potentially become a Park and Walk lot with longer-term 10-hr meters. Tolley responded to questions.

- The 20 new multi-space meters would be the last to replace single-space coin meters. The remaining 550 single-space coin meters could possibly be replaced with single-space smart meters.
- Re: Judge Doyle Square, the negotiating team was working on terms of an agreement with Beitler. Updates on JDS would be included in the regular reports.
- The +/- shown for revenues on page 6 was meant to show the change 2016 vs. 2015.

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

E.2. [42827](#)

Metro: YTD Performance Indicators, Financial Report, Rider-Revenue-Fare Type Comparisons, and Hybrid Stats - TPC 05.11.16

Metro Transit General Manager Chuck Kamp highlighted items in the Summary.

- YTD ridership: Through 1st Quarter, it was down 9.6% vs. 2015, probably due to gas prices, mild winter and overcrowding. Campus routes were down the most. With milder weather and higher density housing downtown/Campus, riders may have chosen to walk/bike. Also, Spring break fell in March this year. Ridership through February was down 6%, closer to the trend expected for the year.
- 1st Quarter Financials: Per approved Operating budget, the Contingency Fund would be reduced by ~\$1M for a number of items, inc. service increases and delay in the fare increase. Expenses/revenues remained pretty balanced.
- Key projects: Among these were a lease on Pennsylvania Avenue for the Buildings/Grounds unit, and the TIGER grant.
- An analysis of four underground diesel tanks had found some issues: No leaks were found, but corrosion at the top of the tanks required that their protective liners be replaced. The tanks were 30 years old, and no longer under warranty. The liners would extend their life 10-15 years.

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

F. NEW BUSINESS ITEMS

F.1. [42448](#)

Authorizing the Mayor and City Clerk to enter into a contract on behalf of the City with JSD Professional Services, Inc. to provide consulting engineering services for maintenance of City of Madison Parking Utility structures and other facilities.

Tolley said the current contract with JSD would be ending, and the resolution would authorize a new 3-yr contract starting June 1st. JSD prepared annual condition reports of Parking structures, and oversaw public works construction and contracts. \$900K was in the 2016 budget to cover this. It was yet to be determined who would be overseeing the Judge Doyle Square project, which



was not included in this contract. A motion was made by Bigelow, seconded by Kovich, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

- F.2. [42687](#) SUBSTITUTE Amending the 2016 adopted Parking Utility Capital budget and Aauthorizing a contract with Electronic Data Collection Corporation (EDC) for the purchase and maintenance of a Parking Enforcement Management System. ~~and amending the 2016 adopted Parking Utility-Capital budget and 2016 adopted Police Department Operating budget~~

Tolley said the MPD had gone back out for RFPs for enforcement system/equipment for onstreet meters, and found this vendor. The final cost was \$420,600. The \$300K in Parking's original 2012 budget had rolled over each year, and they now needed to amend their budget to cover the additional \$120,600. A motion was made by Kovich, seconded by Bigelow, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

- F.3. [42336](#) A resolution directing staff from Planning, Transit, Traffic Engineering and Engineering to study potential options for the future use and design of the 200 Block of Martin Luther King Jr. Blvd including possible closure of the street to motorized vehicles.

Kamp noted that bus routes traveled through this block. Staff would be involved in the study, esp. to review what alternatives Metro might have. The detour to Hamilton/Doty used during Farmers' Market was no ideal. They were looking at the possibility of continuing to allow buses on the block, as was done on State Street. Both Transit and Parking staff would be involved and would keep everyone apprised. A motion was made by Lloyd, seconded by Bergamini, to Return to Lead with the Recommendation for Approval to the BOARD OF PUBLIC WORKS. The motion passed by voice vote/other. [Please note: The meeting proceeded to Item G.2.]

## G. UNFINISHED BUSINESS ITEMS

- G.1. [41691](#) Metro: Jenifer Street Construction Plans and related Bus Stop and Detour Information - TPC 02.10.16 & 03.09.16

Metro Transit General Manager Chuck Kamp referred to the nearside diagram that had been sent (attached), shown with the other improvements on Jenifer Street, which included a bulb at the corner that moved the stop back a number of feet. The bulb would improve the line of sight for pedestrians and bicyclists, who were trying to enter the intersection. Currently, the curb for the bus stop ran in a straight line to the corner.

Poulson called registrants forward.

1) John Olson, 1600 Calico Ct., Sun Prairie, 53590, co-owner of the church property (Capital City Sanctuary) at Jenifer and Ingersoll, spoke in favor of keeping the stops as they were: As a driving instructor and having been born/raised on Jenifer, the main goal was safety. In his experience, vehicles needed to make a secondary stop because speed on Jenifer was an issue. Moving the buses back would improve the line of sight. Also, by keeping the stops as they were, other problems wouldn't be increased, for residents and for senior/disabled church-goers, who needed the parking for easier access.

2) Gayle Gold, 1044 Jenifer Street, 53703, spoke in opposition to the relocation of the bus stops: Referring to her diagram (attached), the current westbound nearside stop impacted one driveway. A farside stop would impact dense housing/vehicles and multiple driveways. Jenifer was a main commuter bike route. Residents would have a harder time seeing them around the buses. Plus, the road would be two feet narrower. The concerns expressed by Scott Thornton in his letter (attached), would be multiplied by 15 (residents affected by a farside stop). She would need help backing out of her driveway.

3) Jeff Waldman, 1050 Jenifer Street, 53703, spoke in opposition to the relocation of the bus stops: A farside stops would be dangerous. It was hard to see around cars now, much less to see around buses which were taller. Jenifer would be narrower. He hoped the detour would show that Willy Street was where the buses belonged, on a commercial street; rather than to disturb the peace and quiet of those living on Jenifer Street, a residential street. He hoped the TPC would vote in support of him and his neighbors.

4) Joyce Cullen, 1054 Jenifer Street, 53703, spoke in favor of keeping the stops as they were: Having a farside stop in front of her house would decrease its value. She had bought her house a year ago with the understanding that a bus stop would not be in front of it. A bus stopped two feet from their front door would interfere with their environment. She and her husband had moved here because they thought it could be their home. They wanted to raise a family, and for safety concerns, she didn't want children around a bus stop. It was a terrible idea to stop buses in front of multiple driveways. She was concerned about safety, but why fix a problem that didn't exist in this spot?

5) Donna Davis, member representing Capital City Sanctuary, 1103 Jenifer Street, 53703, spoke in opposition to the relocation of the bus stops: She wanted to retain the parking spaces needed by senior/elderly church-goers and young families. They had concerns about health issues as well.

6) Scott Thornton, 1104 Jenifer Street, 53703, spoke in opposition to the new nearside design for the stop in front of his house, which would push the buses back, so they would sit across his driveway. While he felt a bus stop was an asset to the neighborhood, this stop was not just a bus stop: It was a transfer point for shift changes and relief buses. With the bump-out, buses would not be able to pull up, eliminating access to his property as required by municipal code. Also, as a safety issue, when he couldn't get into his driveway, he held up traffic in both directions. Right now, when buses pulled up, he had room to get in/out of his driveway; and the bus did not block the crosswalk. With the bump out, there would not be room.

District 6 Alder Marsha Rummel joined the table: The bulb-outs along the street were a way to narrow the street and provide more pedestrian safety. Perhaps they could put the bulb-out in front of the church instead, to address Thornton's concerns. She was rooting for Williamson to be become the permanent route.

Joined by Metro Planning and Scheduling Manager Drew Beck, staff and members talked about the new nearside configuration.

- The bulb-out was placed at the bus stop to provide a better line of sight for pedestrians crossing from the north side to the south side of Jenifer.

- It helped to address some of staff's safety concerns.
- Moving it across the street wouldn't address the pedestrian issue.
- The bulb-out at Ingersoll was smaller/shorter than others on Jenifer.
- It was staff's understanding that with the bulb-out, buses would block Thornton's driveway.
- A signal, ped light or stop sign would have to satisfy warrants (traffic/ped volumes) for installation. Criteria hadn't been met so far. The Alder could ask for a new review to see.

Bergamini/Bigelow made a motion that the TPC recommend to Metro and City Engineering that the bus stops on Jenifer Street be retained on the nearside of the intersections at Ingersoll. Bergamini didn't want to micro-manage and wanted to leave it to Traffic Engineering and Metro to figure out the safest way to fit two buses and make it as safe as possible for pedestrians; and staff should determine the size of the bump-out. The debate had centered on whether stops should nearside or farside. Metro probably still preferred farside, and she respectfully disagreed in this particular instance at this set of stops.

Golden asked whether staff or the Commission had the authority to make a decision. Kamp said that staff usually decided where to locate bus stops. But occasionally, the reality was that staff review didn't agree with issues that were raised. A year ago, the TPC had voted to keep the stops on every block, but to have staff decide on near or farside. Now with this intersection, staff was hearing otherwise. All the other stops were being moved to farside. Kamp couldn't provide a legal answer, but the pragmatic one was that if the Commission told staff that they wanted to make a decision on their bus stops, staff would bring it to them for action.

A vote was taken and the motion passed, as follows: 7 Ayes-Bergamini, Golden, Zellers, Kemble, Ahrens, Bigelow, and Kovich. 1 No: Lloyd. Non-voting: Poulson. [Please note: The meeting proceeded to Agenda Item E.1.]

- G.2. [42828](#) Resolution No. TPC 16-11, memorializing adoption of the Parking Rate Schedule effective 06.01.16 - TPC 05.11.16

[Please note: This item followed Item F.3.] Kovich/Golden made a motion to approve the TPC resolution. The motion passed by voice vote/other.

- G.3. **Metro: Action on proposed services changes effective August 2016.**

Kamp said that staff continued to recommend the service changes brought before the Commission in April. They had received a handful of comments regarding the (combination) Route 5/13. Beck joined Kamp to answer questions. The Fitchburg Transportation and Transit Commission had agreed with the changes affecting their routes. Regarding Routes 18/19 and walking distances at Allied Drive, things would be improved. Bergamini/Golden made a motion to approve the route changes. The motion passed by voice vote/other.

- [42425](#) Metro: Public Hearing and subsequent documents regarding proposed Metro service changes, effective in August, 2016 - TPC 04.13.16 & 05.11.16

H. 6:00 PM - PUBLIC HEARING: To hear public comment on certain proposed fare changes to go into effect in Fall 2016.

[42829](#)

Metro: Public hearing on proposed targeted fare changes - TPC 05.11.16

Poulson called the hearing to order at 6:00 PM. Metro's Customer Service Manager Mick Rusch and Finance Manager Wayne Block joined Kamp to discuss the proposed fare changes.

- Survey data was used to comply with local and federal requirements on equity considerations.
- The fare proposal was reviewed according to the recently implemented Fare Equity Policy. (Please see the PowerPoint attached to Leg. File 42829.) The wording of the Policy was taken from other transit agencies.
- The lowest % increase among non-equity fares was for the Youth 10-Ride card = 12%. Therefore, equity sensitive fares could not increase by more than 17% (+5%). The highest increase among equity sensitive fares was 16.4%, within these parameters.
- The adopted Operating budget required Metro to utilize ~\$1M in its Contingency Fund to balance its budget in 2016. In order not to continue this practice, and to offset \$500K of \$1M, Metro proposed the fare increase.
- The fare increase would help pay for some of the supplemental requests included in the Operating budget: the route changes, two additional bus cleaners, the lease for the Middleton bus garage, and a change in insurance coverage that raised the cost substantially.
- With a fare increase taking effect in Fall, these costs impacted the 2016 budget by \$500K. In 2017, these costs would be covered by the fare increase.

Members and staff discussed the proposal and related issues.

- (Kamp) Re: Family Care changes in Dane County: Following a presentation by Dane County staff, a staff study group was formed. The \$3.8M/yr in federal Medicaid Waiver funding that the County passed through to Metro may be diverted to other causes by 2017-18. Staff would develop recommendations to bring to the TPC.
- (Golden) The pass-through \$ paid for 58% of paratransit trips and the City paid for 42%. The City was currently paying the State share of the Medicaid costs. While the anticipated changes would be a hit, the City would be paying for less service, which could result in a windfall of \$3M for Metro. He wondered why then a \$500K/yr fare increase was needed at this point.
- (Kamp) It was too soon to tell if this would be the outcome. There were counties where the paratransit trips did not follow the money, and the transit systems were required to provide those services to individuals eligible for paratransit service. It could turn out that those trips wouldn't be diverted to other providers, and the funding wouldn't come to Metro, which would result in just the opposite, where Metro was hit with a multi-million dollar extra expense. It wasn't clear yet, which was why staff was studying the situation.
- (Golden) Crystal Martin was involved in placing a provision in regulations that would insulate paratransit systems statewide from any kind of service agency diversion, to use Metro to provide the services they were providing. They didn't have enough info now, and he was not trying to make decisions/recommendations. But he wanted it on the record that there was as much chance of a windfall as there was of an additional expense. He hoped the staff report would be timely enough to be part of their decision-making.
- (Golden) The methodology didn't seem fair if it didn't take into account the number of years between fare increases. (Ex: Youth 10-Ride at 12% was last

increased in 2009. 12% divided by 7 years = 1.7%.)

- (Kamp) The Policy addressed the % in the year the fare increase was made. Changes to this might be brought back in the future.
- (Kovich) The lowest % increase of a non-equity sensitive fare would seem to be zero. If we were choosing to not increase certain fares, then that was a comparative point.
- (Kamp) To cover the \$9M costs for Paratransit, some funding came from MA Waiver and some came from the City. Potentially a regulation could be used to avoid having the costs of those trips shifted to Metro, the Agency Fare. Metro had found it challenging to enforce agencies to use an Agency Fare, if individuals came in one at a time, or if they came in in groups to avoid the agency fare. It would be hard to guarantee that Metro wouldn't incur that cost.
- (Kamp) Re: Metro's obligation to provide Paratransit: Under ADA, a certification process assessed an individual's ability to ride the bus for some or all of their trips. If the person qualified for Paratransit for some or all of their trips, whether MA Waiver eligible or not, they were eligible to use the community's ADA Paratransit services. Their preliminary conclusion was that there would be individuals still riding even though they had at one time been MA Waiver-eligible clients.

Poulson called registrants to the table.

1) Robert Lewin, W. Washington Avenue, 53703, spoke in opposition to the fare increases: A downtown resident with many routes at his disposal, he owned a car but used a 10-Ride pass to ride the bus a lot. He hoped the Commission would find ways not to increase rates. Ridership was vital to the city, and any time the price went up, it impacted the ability of somebody to ride the bus. Increases made bus use less attractive.

2) Melanie Foxcroft, Lakeland Avenue, 53704, spoke in opposition to the fare increases: Between the last fare increase in 2009 and now, inflation had risen 11%. The cumulative rate of increase for many of the fare categories far exceeded that. The cumulative rates of increases made between 03.01.09 and the proposed increase on 09.01.16 ranged from 16.7% to 33.3% to 45.8%. (See % Increase chart prepared by Yvonne Schwinge, attached.) Meanwhile private developers were receiving millions in public money for parking, which undermined the demand for more non-auto infrastructure. Perhaps developers should pay development fees for locating downtown; and parkers should pay for themselves. Transportation equity was important, since many people rode the bus. Was it more equitable to raise bus fares or to charge parkers the market rate downtown? Perhaps Metro could tap into its large Contingency Fund. Or the benefit of low fuel costs could be passed on to consumers. Regarding equity, how many in Owl Creek would be able to afford to ride the bus if their fares were increased?

3) Yvonne Schwinge, S. Franklin Street, 53703, spoke in opposition to the fare increases, esp. to the 31-day pass: Past fare increases should be considered when deciding the %, not just the current fare. Using data received from Metro, she developed a chart showing the cumulative rates of increases from rates in effect on 03.01.09 forward. (See her complete statement and % Increase chart attached.) The increase to the equity sensitive 31-day pass was not in line with the other fare types. Data gathered from the on-board survey did not include weekend ridership, but it was being used to inform decisions about passes used on weekends. If an increase were made to the 31-day pass, additional

weekend service should be added.

4) Nancy (no last name/address) wrote comments in opposition to the fare increases, read by Poulson: How did you figure the raises? The 31-day \$9 not fair. I want to know complete rationale.

5) Thea Bach, Danbury Street, 53711, member of Dunn's Marsh Neighborhood Council, spoke in opposition to the fare increases, esp. to the 31-day pass: The Dunn's Marsh-Allied Drive neighborhood had nothing they could get to on foot: No doctor/dentist, dry cleaner, grocery store. A transit-dependent rider with a modest income, she had to take the bus to go everywhere, and planned her life around the Route 18. She took three buses to get to Central Colony where she worked. She left at Noon, and got home at 11 PM. With no side vision, she planned her life around Metro. The current \$58 for the pass was already a burden for her. The rate increase would be taking grocery money from one of her neighbors. For the poor and disabled people in her neighborhood, the bus was everybody's car. She asked that the 31-day pass not be increased. It would hurt her.

6) Tim Wong, Jackson Street, 53704, former TPC member, spoke in opposition to the fare increases: Interestingly, he was removed from the TPC by a previous mayor, after he opposed the last increase. Fare increases were always a bad idea. Studies showed they led to lower ridership. Along with "captive" riders, Madison had many "choice" riders, who be lost if fares were raised. Why an increase when ridership was up, gas prices were low, and more people were driving? The City subsidized motor vehicles/driving, and needed to support transit, to create some balance. Run buses later at night. With 11% inflation since 2009, the proposed fares would be above inflation.

7) Lori Hobbs, Union Street, 53704, spoke in opposition to the increases, esp. to the 31-day Senior/Disabled pass: A long-time rider, she felt that some seniors and disabled couldn't afford the pass. If increases were made, service should run on weekends and later into the night; riders couldn't get to their destinations when buses quit early. She objected to violations of the stroller policy; often seniors/disabled like herself were forced to stand. She also objected to smoking/drinking at bus stops.

8) An unidentified person wrote comments in opposition to the fare increases, read by Poulson: Fare increase of almost \$10 for Adult 31-day pass was excessive. Clean buses were important but a \$5 increase would be adequate.

9) David Hobbs, Union Street, 53704, spoke in opposition to the increase to the 31-day Senior/Disabled pass: He used the pass to go everywhere. More night and weekend service was needed, along with service to such places as the Plaza movie theater and the Humane Society.

10) John Newman, Algoma Street, 53704, spoke in opposition to the increase to the 31-day pass: He wondered why the non-equity fares were increased by 12%, but the equity sensitive fares were increased by 16%. It would seem that equity sensitive fares should be increased at a lower rate, because people depended on them. After his car broke down, he began to ride the bus everyday to work. Even with his car being fixed, he would be interested in continuing to ride the bus, but with the ~\$10 increase to his pass, he probably

wouldn't. Weekend service wasn't getting more convenient with the increase.

11) Michael Goodman, Maple Wood Lane, 53704, spoke in opposition to the fare increases, esp. to the 31-day Senior/Disabled pass: Why were passes being increased, and not the Cash fares? He didn't get a pension, and as a Senior, any increase would be significant financially. Also, these increases came against a backdrop of declining quality of service, such as drivers taking the wrong route, missed stops, bus design (space dedicated to wheelchairs, limited bus straps).

Poulson closed the public hearing and noted that the TPC would probably take action on the fares at its June 8th meeting.

- Related to Schwinge's chart, members asked staff for fare increase data since 2000, with annualized %'s, to see how fast/slow fares had changed.
- Golden asked for the following info related to MA Waiver trips: 1) % of all Paratransit rides that were Waiver rides; 2) the raw number of Waiver rides/year; 3) the average cost being used for a Waiver ride (the actual cost being billed); 4) the amount of federal dollars being reimbursed per ride and for the Waiver total; and 5) Madison's share per Waiver ride and Waiver total for just the Waiver rides.
- Kovich reiterated: When looking at equity sensitive fares and thinking about the lowest % of increase, they needed to consider that fares with no increase were the lowest.

Kamp invited members to send (Wayne Block or Anne Benishek-Clark) any scenarios they might have, to look at their impact on revenues.

## I. INFORMATIONAL PRESENTATIONS AND DISCUSSION ITEMS

- I.1. [42846](#) Metro: Update about lease at 2422 Pennsylvania Avenue - TPC 05.11.16

Kamp noted that Metro was housing 200 buses at a facility designed for 160. The Long-Range Facilities Committee had identified the Pennsylvania site for the Building and Grounds unit, which would move in 1-2 months, freeing up some space at the existing Ingersoll garage.

- I.2. Metro: Update on TIGER grant application - TPC 05.11.16

Kamp submitted their second effort to secure a TIGER grant that was due 4/29.

- They were continuing to look at the Nakoosa site for a satellite bus garage for 50-70 buses, depending on the number of 40-ft. or 60-ft. articulated buses.
- Staff had worked with Vandewalle to make their points more effectively on some of the equity and economic development limitations they had because they couldn't expand during peak hours.
- They were requesting \$17.5M in federal funding, and hoped to hear by Fall.
- A link of the whole report was sent out, and members were encouraged to call if they had questions.

## 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 Committee  
Joint Southeast Campus Area Committee  
Madison Area Transportation Planning Board (MPO)  
TPC Subcommittee (to review issues outlined in Leg. File 37359)  
Ad Hoc Transportation Ordinance Review Committee

**I. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS**

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

Poulson noted that the annual organizational meeting (inc. elections and review of Rules and Procedures) would be held in July.

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

Golden noted that TPC members populated other committees advisory to TPC, and it would be valuable to periodically hear from members what these committees were doing. Benishek-Clark suggested that Reports of Other Committees would be an appropriate place for short verbal summaries to occur.

Golden also asked for a review of the Fare Equity Policy, and how the percentages were being implemented.

**ADJOURNMENT**

A motion was made by Zellers, seconded by Kovich, to Adjourn at 7:05 PM. The motion passed by voice vote/other.





# 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, June 8, 2016

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

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

**Present:** 9 - David Ahrens; Ledell Zellers; Rebecca Kemble; David E. Tolmie; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini; Ann E. Kovich and Kenneth Golden

Please note: There are two vacancies on the Commission, in the positions of First and Second Alternate. Also, please note that Zellers arrived at 5:02 PM, and Kemble arrived at 5:04 PM, after the Minutes were approved.

### B. APPROVAL OF MINUTES

A motion was made by Kovich, seconded by Bigelow, to Approve the Minutes of the May 11, 2016 meeting. The motion passed by voice vote/other.

### C. PUBLIC APPEARANCES - None.

### D. DISCLOSURES AND RECUSALS

Being a primary advisor to the largest group of unlimited pass program users as a central part of her employment, Bergamini said she would recuse herself from Item G.1.

### E. TRANSIT AND PARKING MONTHLY REPORTS

#### E.1. [43238](#)

Parking: June 2016 Activity Report, April Revenue/Expenses/Occupancy Reports - TPC 06.08.16

Asst. Parking Utility Manager Sabrina Tolley highlighted the following items in the reports (attached).

- The rate change effective June 1st would be phased in for on-street meters, as they were updated/reprogrammed over the next few weeks.
- Popularity of the new monthly night permits was growing; ten had been sold to date: CSN (2), OC (5), SSCampus (2), SSCap (1).
- HUB had been selected as the vendor for PARCS: a contract for service, software, training would be drafted; and the associated resolution would be brought to TPC.

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

E.2. [43239](#) Metro: YTD Fixed and Paratranist Performance Indicators - TPC 06.08.16

Metro Transit General Manager Chuck Kamp discussed the reports (attached).

- Ridership dropped again in April. Staff was tracking this; had found that weekend ridership was down more than week days. When services were more convenient, buses were more attractive. When services were spread out, gas prices were more likely to impact people, esp. those with jobs on the periphery.
- Chargeable accidents were up some, but they were mostly minor and involved newer drivers. At the same time, insurance pay-outs and reserves were down 50% YTD.
- Road calls were down significantly. Still newer buses had more precise environmental controls, which called for more maintenance.
- Fare boxes were having fewer issues.
- Route 80's were down, perhaps related to more apartments on Campus. Even though rides/hour for Route 80 had dropped from 117 to 88, it was still the #1 route.
- Though hard to measure, overcrowding might also be a factor in ridership; as well as a milder winter. Articulated buses were being considered as an option on the next 5-year procurement.
- Fares were not collected on Route 80's, and ridership was counted by the drivers, making these stats less reliable. Differences had been observed in how drivers counted riders. Spot checks and cameras were used to monitor this.
- Since ridership was averaged for the UW staff/students, revenues there had not dropped like ridership. (It was noted that the Route 80's were a separate program and not included in the contract with revenue averaging. But the Route 80's did affect overall ridership stats.)

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

F. NEW BUSINESS ITEMS

F.1. [43208](#) Authorizing the Mayor and City Clerk to execute a long-term parking lease with 202 E. Washington, LLC, for 60-80 parking stalls at Capitol Square North parking garage.

Tolley said the lease agreement provided parking from 6 PM to 7 AM for hotel valet operations, starting in April 2017.

- Flexibility and protection had been built into the agreement, allowing the Utility to terminate if needed (say, for bond issuance or major reconstruction). The initial term was 10 years, with two 5-year renewals.
- The 110% of the resident monthly rate would change when rates changed.
- Per policy, long-term agreements like this could only be set up at facilities with excess capacity. Occupancy at Cap Sq North averaged 10-30% during these hours. Based on excess capacity, the 7-8 AM grace period could be used.
- Annual revenue of \$52-70K was expected. The number of spaces being leased represented 13% of the total spaces there.

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

**G. UNFINISHED BUSINESS ITEMS**

- G.1. [43240](#) Metro: Action on proposed fare changes effective August 28, 2016, inc. review of Fare Equity Policy - TPC 06.08.16

[Please note: Bergamini recused herself at this point in the meeting.] Kamp was joined by Finance Manager Wayne Block and Marketing and Customer Service Manager Mick Rusch, to review the fare equity formula and the original staff proposal, and to present some new fare options created in response to public feedback. (See Highlights at the top of M1, M2 and M3 Alternate Proposals, attached.)

Staff and members discussed the information.

- In the original proposal, % increases were set high in order to reach ~\$500K in 2017, with increases to the 31-day and 10-ride adult passes, and to the commute card, having the biggest impact.
- The impact of increases to the unlimited ride passes wouldn't be felt until the particular contracts came up for renewal.
- With half the feedback opposed to the increase to the 31-day adult pass, alternate proposals were developed, sliding other items around.
- In M3, the 10-ride cards had big increases, making them convenience cards and not discount cards.
- In the original proposal, the EZ Rider pass was not increased because it was identified as an equity sensitive fare. But because it generated a lot of revenue, it was increased somewhat in the alternates in order to reduce the % increase to the 31-day pass.
- The \$2.33/ride revenue for Adult Cash rides was an anomaly. Because the cash fares were all collected together, and the senior and youth rates were assumed to be \$1.00 rides, some Adult-Cash riders seemed to be paying more than \$2, likely by virtue of having only higher denominations.
- When asked for a recommendation, staff said that M2 was the most middle-of-the-road.
- Re: deep discounts and when they would become too small (to be attractive), past elasticity models had been fairly accurate; but if staff learned elasticities needed to change, then next time the new elasticities would be used.
- Re: riders migrating from the 10-ride pass (initially, a popular discounted pass) to the monthly pass, even after the fare for the 31-day pass was increased last time and the 10-ride pass was not, sales of 31-day passes went up the following year.
- This could reflect the impact of transit-dependent millenials. Ridership on Route 75 to Epic was up and those millenial riders used 31-day passes. Yet the 10-ride pass still represented a deep discount, albeit with a small "d".
- Family Care implementation would occur no earlier than January 2018.

Kamp talked about the fare increase as it related to the budget. This year's budget dipped into Metro's Contingency Reserve, due to the delay in the fare increase as well as for other items such as added service, insurance, work on Nakoosa Trail expansion. Because the 2016 budget said that Metro needed to have \$500K in additional revenue by 2017, this was staff's task/goal.

Finance Director David Schmiedicke joined the table to comment further.

- Because the TPC had a process for increasing fares that included public input, it was difficult to propose/put a fare increase in the a budget without it

having gone through the TPC.

- For the 2016 budget, the idea was to allocate a one-time contribution from the Contingency Fund, and look at a commensurate fare increase in 2017 to replenish the use of that one-time money with an ongoing revenue stream from the fare box.
- A larger question was what was going to be the trend from now on, in terms of the level of property tax levy subsidy.
- Looking at what had happened over past few years to build up the reserves, Metro had probably been overbudgeted for salaries/benefits. Commensurate with that, the levy level had been higher. From 2017 forward, this amount needed to be re-based.
- Also, the mix of own-source and levy revenues had to be reviewed, and how that would affect the Fund balance. Other revenue streams, state and federal money, were not growing. So, 20% of the revenue stream, property tax, was supporting all the costs. With levy limits, the General Fund operating budget was under a lot of pressure.
- A few anomalies had occurred in recent years, causing reserves to build up; i.e., No pay increase to Teamsters even though it was budgeted, and one-time money from the premium stabilization fund.
- These factors needed to be considered in terms of the fund balance, what it looked like now (~\$7.5M) and what it would look like in a few years.
- All this was based on the Fund balance being maintained, likely at a lower level; and would be a function of the amount of levy support, and the fact that other revenue streams were not growing.
- Inordinate pressure was being put on the property tax, with severe limits on it, the affordability of taxpayers, and various priorities in the budget.
- In the balance, some element of the equation needed to be fare box revenues. Not everything could be supported by this, but some regularity was needed to help support the overall revenue stream.

Regarding lower-than-expected salaries/benefits, Kamp noted that a record number of drivers had retired over the last 2-3 years, and were replaced by less senior drivers.

Members and staff discussed the Alternatives and budget.

- Kemble: In her experience, the Youth 10-Ride card was bought primarily by lower-income kids, making it equity sensitive. So she preferred Alternative M1. She asked that future surveys disaggregate the Youth 10-Ride from the other types of 10-Ride cards.
- Kovich: At some point, the Commission might want to discuss the Contingency Fund; for what reasons a certain level was appropriate.
- Kamp: It was lately determined that Metro would be staying at their E. Washington location for 20 more years. Costs for deferred maintenance would need to be assessed. Considering this and the Fund draw-down, Metro's overall financial situation indicated that the Fund be preserved.
- Kamp/Kovich: Regarding the fare equity formula and the question of 5% above zero, none of non-equity sensitive fares were now at 0% (exc. the Sr/Dis 10-Ride fare, which was tied to the Sr/Dis Cash fare and should have been identified as equity sensitive).
- Block/Zellers: An automatic 2% turnover reduction was applied to salary/benefit budgeting. But with the length of vacancies, 2% was probably not high enough.
- Rusch/Golden: To determine disabled eligibility for the Senior/Disabled pass,

a doctor's note was presented to Metro who issued the person an eligibility card. No information was available to determine which seniors were low-income.

- Block/Golden: By federal law, the Senior (65+)/Disabled Cash fare had to be half of the Adult Cash fare, during peak hours. This did not apply to passes. The Senior 10-Ride pass was not half of the Adult 10-Ride pass. Metro had always kept the Sr/Disabled 31-Day pass at half of the Adult 31-Day pass, but it wasn't required.
- Golden: Perhaps low-income seniors should participate in the low-income program; and passes for other seniors needn't be subsidized. Also, if not paratransit-eligible, what made a person transit-disabled? Perhaps these areas could be explored.
- Kamp: Some transit systems automatically ID'd seniors over 75 or 80 as low-income, rather than requiring them to fill out forms, etc.
- Transit Service Manager Crystal Martin: State 85.21 funding ID'd "senior" as age 65+. For State 85.20 (human services) funding, the age was 60. Riders migrated to the Sr/Dis 31-Day pass when it was created just 8 years ago. Staff was aware of this.

Kovich/Bigelow made a motion to approve Alternative M2. Kovich felt it provided a good balance relative to feedback.

Kemble opposed M2, and preferred Alternative M1, because the Youth 10-ride and Adult 31-Day passes, which impacted a lot of people and were quite sensitive, were increased less. Changes to the Youth Summer and Day Tripper passes could be borne more easily (vs. M2, which spread changes out).

Ahrens questioned the 0% for the Sr/Dis 10-Ride pass. Kamp said this was done to keep it in line with the Sr/Dis cash fare. Also, it should have been highlighted in yellow. Golden added that the Sr/Dis 10-Ride pass was created for convenience, not for discounting.

Ahrens felt that Alternative M3 best addressed the feedback in opposition to the increase to the Adult 31-Day pass. Kovich noted that each Alternative offered something for each group; and she could support M1, M2, or M3, for different reasons. They would have to decide what was the best balance. Rusch mentioned that of the 35 comments received (inc. at hearing), 17 were about the 31-Day pass. The next largest group of comments (6), opposed the fare increase in general.

Bigelow pointed out that the difference between changes to Youth 10-Ride and Adult 31-Day passes in M1 and M2, amounted to pennies per ride/day. He would go with the staff recommendation. Golden said that as much as he wanted to reduce the Youth 10-Ride, when he played with the numbers, it became a cascade of chaos. A long-time supporter of keeping kids' rates cheap, he was glad that Kemble had raised the issue; but he didn't see how to make the numbers work.

A roll call vote was taken on the motion to approve Alternative M2, which passed 4-3, as follows: Ayes - Golden, Kovich, Bigelow, Tolmie. Noes - Ahrens, Kemble, Zellers. Recused - Bergamini. Non-voting - Poulson.

## H. INFORMATIONAL PRESENTATIONS AND DISCUSSION ITEMS

**H.1. Metro: MA Waiver Funding and proposed Ad Hoc Committee**

Poulson said they would have more information on this in July. A number of members had indicated interest in serving on the committee. Later in the meeting, Deputy Mayor Anne Monks said the draft resolution to form the committee had been sent to all TPC members with a request to serve on it. Bergamini, Golden, and Alders Kemble and Gruber had volunteered. Golden wondered if State Medicaid staff could be invited to provide information to the committee. Martin said a broad list was being formed of people the committee would like to hear from. Kovich asked for regular updates to TPC.

**I. 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 Committee  
Joint Southeast Campus Area Committee  
Madison Area Transportation Planning Board (MPO)  
TPC Subcommittee (to review issues outlined in Leg. File 37359)  
Ad Hoc Transportation Ordinance Review Committee

**J. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS**

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

Poulson noted that Rules and Procedures would be reviewed in July, as part of the Commission's annual organizational meeting. The election of Chair/Vice-Chair would also occur. Poulson said he was willing to serve one more year, but other talented members could do likewise. Reports from members on other committees could begin then as well.

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

Zellers mentioned a recent email to the TPC from Gillian Nevers, requesting changes to street storage and RP3 parking ordinances, and wondered if the Commission had a process for responding to such requests. Members felt the issue raised in the email centered on street storage. Poulson said ordinance changes were normally initiated by alders, but the TPC could choose to discuss the program if they wished, to generate alder interest in doing something legislatively.

Poulson wanted an update on Metro's advertising program. Kovich wanted an update on Judge Doyle Square.

**ADJOURNMENT**

A motion was made by Bigelow, seconded by Tolmie, to Adjourn at 6:30 PM. The motion passed by voice vote/other.



# 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, April 12, 2017

5:00 PM

201 W. Mifflin Street  
Madison Central Library, Room 302  
Third Floor Conf. Room

---

Please note: Items are reported in Agenda order.

### A. CALL TO ORDER/ROLL CALL

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

**Present:** 11 - David Ahrens; Ledell Zellers; Rebecca Kemble; David E. Tolmie; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini; Ann E. Kovich; Kenneth Golden; Michael M. Johnson and Kenneth M. Streit

**Ahrens and Johnson arrived at 5:04 PM, after the Minutes were approved.**

### B. APPROVAL OF MINUTES

A motion was made by Bigelow, seconded by Streit, to Approve the Minutes of the March 8, 2017 meeting. The motion passed by voice vote/other.

### C. PUBLIC APPEARANCES

None.

### D. DISCLOSURES AND RECUSALS

None.

### E. TRANSIT AND PARKING MONTHLY REPORTS

E.1. [46737](#) Parking: April 2017 Activity Report, March Revenue/Expense/Occupancy Report - TPC 04.12.17

**Kovich asked staff to provide expenses as compared to budget, as was shown for revenue. Bergamini/Kovich made a motion to receive the reports. The motion passed by voice vote/other.**

E.2. [46738](#) Metro: YTD Fixed and Paratransit Performance Indicators - TPC 04.12.17

**Kovich/Bergamini made a motion to receive the reports. The motion passed by voice vote/other.**

### F. UNFINISHED BUSINESS ITEMS [Deferred from the March meeting.]

F.1. [44003](#)

Establishing the Task Force on Equity in Music and Entertainment.

Karin Wolf, Madison Arts Program Administrator, DPCEd, discussed the resolution.

- Out of ongoing community interest in music and entertainment arose the issue of transportation, and whether residents in different parts of the city were easily able to get to/from music venues.
- Recently, people in hip-hop communities have stated concern about not having access to the kind of entertainment they prefer, and for their musicians not being able to perform in Madison.
- In response, Alcohol License Review Committee and Madison Arts Commission took the lead to call for a task force that would bridge different areas of the City, inc. transportation, police, arts, affirmative action, for various City departments and public bodies to look at what was happening with music and entertainment and to make sure we had equity in access.
- Because the issue was transportation-related, the proposed Task Force called for a rep from the TPC to help guide what was or was not possible.

Poulson asked for a volunteer. When asked, Wolf wasn't sure how often or for how long the group would meet, but the resolution suggested a rather short, ambitious timeline. Wolf felt that research would need to be done related to best practices in other cities and what was happening in our own community.

Kovich thought the goals of the group should be more specific, and suggested adding the word "explore" to "best practices" at the beginning of paragraph b); and "make recommendations for short- and long-term" to "strategies" at the beginning of paragraph c). She thought the Task Force could also do this for themselves.

Wolf thought the Task Force needed staff with a further reach than the staff for the Arts Commission (which was more focused on grants). The Mayor's Office and the Arts Commission would certainly stay on top of things and advise the group. She would get back to the TPC with info about who would staff the group. Poulson suggested that the group might want to get Metro staff involved, esp. related to the feasibility of more activity late at night.

A motion was made by Bigelow, seconded by Kovich, to Return to Lead with the Recommendation for Approval to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE, with the following recommendations made by Kovich: On page 3, in paragraph b), add the word "Explore", in front of "best practices"; and in paragraph c), add the words "Recommend short- and long-term", in front of "strategies". The motion passed by voice vote/other.

F.2. [46249](#)

SUBSTITUTE Recreating Section 3.14, creating Sections 33.55 and 33.56 of the Madison General Ordinances to update the Department of Transportation and create the Transportation Policy and Planning Board and the Transportation Commission.

A motion was made by Bergamini, seconded by Kovich, to Refer the three items, F.2 through F.4., related to transportation ordinance changes to the May meeting of the Commission. Kovich suggested that members identify what information they wanted for the next meeting. Bergamini noted that CSOS was having a special meeting the following day to the discuss the proposals;



PBMVC had referred the items at their April 25th meeting; and ADATS was scheduled to meet in mid-April. TPC should have info from these groups by May.

ACA John Strange joined the table. Members asked questions.

- Ahrens: Q-Under duties of the Transportation Commission were listed "street project review" and "development review". What did this mean; maybe it should be defined? A-Strange: Though not listed among its duties in current MGO 3.14, street re/construction plans were brought to PBMVC now for their review; as was review of proposed developments. BPW made sure the projects were completed. In this review role, PBMVC provided comments only, not approval. There had been no discussion at TORC beyond what committees now did; but additional definitions and language could be recommended. Such recommendations would be given to the sponsors.

- Golden: Q1) Asked that a proposed organizational chart for the new Dept. of Transportation, and a current org chart for the transportation section in Planning (David Trowbridge and MPO), be provided.

Q2) What issues would require a public hearing; and how would such hearings be conducted, by whom, with the two different bodies involved.

Q3) What duties were moved from committee responsibility to administrative responsibility, esp. in the ped/bike area; was there some peel-off of these?

A-Strange: The spreadsheet used by TORC would be provided that listed duties were performed by committees and by agencies now, and how they would be assigned in the future.

Q4) The proposal failed to mention paratransit and who would be overseeing this. What responsibilities would be included and who would have responsibility for what?

Q5) More info was needed about the how the Board and the Commission would oversee Parking. It looked like the Board set rates, and the Commission did everything else. What was "everything else"?

Bergamini called the question. The motion passed by voice vote/other.

F.3. [46376](#) Repealing Sections 3.14(1) through (3) and 3.14(4)(k) through 3.14(11) of the Madison General Ordinances to update the Department of Transportation Department ordinance.

A motion was made by Bergamini, seconded by Kovich, to Refer the item to the May meeting of the Commission. The motion passed by voice vote/other.

F.4. [46377](#) CHARTER ORDINANCE - Repealing Section 3.14(4)(a) through (j) of the Madison General Ordinances to restructure the Department of Transportation.

A motion was made by Bergamini, seconded by Kovich, to Refer the item to the May meeting of the Commission. The motion passed by voice vote/other.

## G. NEW BUSINESS ITEMS

G.1. [46530](#) Authorizing the Madison Area Transportation Planning Board - A Metropolitan Planning Organization and Metro Transit, on behalf of the City of Madison, to enter into an agreement with the Wisconsin Department of Transportation for continuing transportation planning for the Madison Metropolitan Area.

A motion was made by Bigelow, seconded by Ahrens, to Return to Lead with

---

the Recommendation for Approval to the LONG RANGE TRANSPORTATION PLANNING COMMITTEE. The motion passed by voice vote/other.

G.2. [46294](#)

Accepting the report entitled, "Ensuring a Vibrant Downtown Retail Destination: A Retail Assessment and Strategy for Downtown Madison", directing staff to begin implementing key recommendations of the report, and repealing resolution RES-15-00206 (Legislative File # 36697)

City Planning Division Principal Planner Bill Fruhling discussed the Retail Assessment and Market Study for the downtown, inc. State Street, the Square and King Street (report attached), which looked at how to strengthen retail in the area.

- Based on public meetings and stakeholder meetings, focus groups, and surveys, four core issues were identified: 1) Business mix; 2) local business vs. national retailers; 3) loitering and panhandling; 4) parking.

- The resolution accepted the report and identified some next steps that City agencies could take to see some immediate impact. It focused on what the City could do in 2017, to make some progress with some of its partners (inc. DMI, BID, GSSBA). Suggested next steps specific to the Commission were:

- \* (To address the perception of lack of parking), the Utility will work with partners to create a mobile app for parking availability and way-finding that would combine the City's live, online info with info for some private parking, putting it into an easier, more mobile format.

- \* Educate and provide assistance to businesses/orgs who wanted to use the existing paid parking coupon program; to inform people that discounted parking was available through stores if they made purchases. Parking already had a program for this; but maybe it could be promoted more, to help support retail.

- \* Continue improvements of Parking structures, with upgraded lighting and cosmetic improvements, to make the facilities feel welcome and inviting.

Fruhling and members commented further.

- (Ahrens/Fruhling) In the current parking voucher/discount program, businesses purchased parking coupons to give out to customers. In surveys of shoppers, this program wasn't well-known and wasn't used greatly. (Poulson) Perhaps Asst. Parking Utility Manager Sabrina Tolley might bring info to the Commission about this program and how well it was used.

- (Kovich) Comments about accessing info on the Internet noted that the current app brought up info when people searched on "Downtown" parking, but not when they searched on "State Street." (Fruhling) The goal of the app was to provide this information, but perhaps it left off the website part.

- (Ahrens/Fruhling) The study did not survey people about the amount of traffic on State Street, and whether the pedestrian experience could be improved if there was less traffic. However, one question focused on deliveries on State Street and how the ordinance for this was enforced.

A motion was made by Kovich, seconded by Ahrens, to Return to Lead with the Recommendation for Approval (to accept the Report) to the DOWNTOWN COORDINATING COMMITTEE. The motion passed by voice vote/other.

G.3. [46218](#)

Adopting the Downtown Madison Bicycle & Moped Parking Study.

Traffic Engineering Pedestrian/Bicycle Coordinator Arthur Ross talked about the study (done as part of recommendations of the Platinum Report), and

answered questions. (Please see Summary and Cover Memo attached.)

- The study made two recommendations pertinent to TPC: To install a bike cage at State Street Capitol garage as a pilot project; and to continue to pursue inclusion of a bike center in the Judge Doyle Square development.
- Valet parking for bikes at special events downtown (such as Farmers Market) had usually been done by non-profits like Bike Federation and/or Saris. Whether it was provided for the various events, depended on demand: If there was no demand, no valet parking was provided; if there was demand, then advocacy groups stepped up to provide it. Bergamini observed that when valet parking was available, it was well used. For the purposes of transportation demand management and supporting our business district, she proposed that active consideration be given for Parking staff (some of whom were being slowly displaced by automation) to provide this service, rather than to rely on non-profits (which wasn't a viable long-term strategy).
- For some time, meter ring racks for bikes had been added to old single meter poles in the areas that now had multi-space meters. These poles were taller, and being no longer in use, created no potential conflict with staff collecting coins out of the meter heads. New rings had been ordered, and staff was in the process of identifying new places to install the rings.
- The consultant had recommended that the bike cage pilot wait until after an operator for the the bike center at JDS was found. Not only would it take time to design the cage and order materials, it would also be good to have a single operator of both projects.
- The bike cage would be paid by the City. At implementation, it would be determined how much it would cost and which agency would be charged.
- A separate resolution related to moped parking was going to be introduced on 4/18, which would talk about where it would be located and how much would be charged.
- Bike racks purchased by Traffic Engineering were located throughout the downtown. Those at Lake Street ramp and behind MMB were heavily used. Those off of Carroll Street were not so heavily used, even though bikes were parked all along MATC. This was likely due to lack of awareness about them.
- Re: new developments and the placement of bike racks: Because racks should be on the development's property and not in the terrace, they should not compete with trees there.

A motion was made by Bergamini, seconded by Zellers, to Return to Lead with the Recommendation for Approval to the PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION. The motion passed by voice vote/other.

Please note: A Roll Call is shown here to reflect that Johnson and Kemble excused themselves from the meeting before action was taken on Items G.4. through G.9.

- Present:** 9 - David Ahrens; Ledell Zellers; David E. Tolmie; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini; Ann E. Kovich; Kenneth Golden and Kenneth M. Streit
- Excused:** 2 - Rebecca Kemble and Michael M. Johnson

**G.4. [46739](#)**

Metro: Proposed revision to Metro Rules of Conduct related to weapons - TPC 04.12.17

Metro General Manager Chuck Kamp pointed out the hand-outs that had been distributed (attached), which showed language in the Rules of Conduct and the Interior Card (both used in communications with the public) had been changed

slightly per the advice of ACA John Strange, to say "unless allowed by State law", rather than "unless allowed by State Statute". Strange discussed the history of Metro's Rules of Conduct and the State Supreme Court ruling. He and Metro staff answered questions.

- Essentially, the State Supreme Court had ruled against Metro, and they now had no choice but to allow guns on buses.

- For decades, Metro had had a rule banning weapons on buses. In the mid-90's, the Local Firearm Regulation statute was passed, which said that local governments couldn't restrict firearms more stringently than State law. In 2011, Act 35 was passed, which allowed for concealed carry and changed a long-standing prohibition against loaded handguns in vehicles, because it wasn't considered safe to have a loaded gun in a moving vehicle.

- A couple years after Act 35, Wisconsin Carry org challenged Metro's policy based on the vehicle statute, that it removed the ability of the City to restrict guns in buses because they were vehicles.

- The City had argued that local regulation statute only applied to ordinances and resolutions, and Metro's policy was not an ordinance or resolution. The City cited 15 other states with similar laws about firearms that went beyond ordinance/regulations to talk specifically about rules like ours. The Circuit Court and Court of Appeals agreed with the City.

- The State Supreme Court said that in this instance, they weren't worried about the words, that the Statute was broader than ordinances/resolutions to include any rule or policy, just like the one in this case. They went on to say that our rule was more stringent than the vehicle Statute allowing handguns in vehicles. While acknowledging that an individual could prohibit handguns in their own vehicle, the City didn't have anywhere near the same property right to control what happened on its buses.

- The decision said that the City could not regulate firearms more stringently than State law, and to the extent that the City's policy was more stringent than State law, then it was unenforceable.

- So working with Metro, they had left the policy as it was, except where State law said it was unenforceable. Nothing in the decision required them to affirmatively change the policy; it just meant they couldn't enforce it. State law listed a whole host of different types of weapons. Metro literature didn't need to get into specifying which weapons could come on the bus or not. Administratively, it was just easier to say that if they were allowed by state law, they were allowed.

- If drivers had a concern and didn't know how to respond, they could always call dispatch or MPD to sort things out.

- The decision was specific to buses and vehicles. The case when it was brought, also challenged Metro's ability to prohibit weapons at Transfer Points and bus shelters. The City had argued that the Statute specifically gave them the ability to prohibit at buildings, and these by definition, were buildings. They won this argument at the Circuit Court level, and it wasn't appealed. So, the City wasn't planning to remove the notices at the Transfer Points and shelters.

[Please note: Being 6 PM, the meeting proceeded to Agenda Item I.1., the Public Hearing. Johnson left the meeting at this point. After the Hearing ended, the resumed here, to continue discussion where it had left off.]

- Re: levels of enforcement and staff actions related to guns: Over the past two years, there had been only a few incidents with weapons on buses (some on school routes), involving a knife, ammo, a flare gun and a couple of fake/BB guns. There had been no incidents involving an actual gun.

[Please note: Kemble left the meeting at this point, at 6:46 PM.]

- All service dogs were allowed on buses.
- Verbal fighting was treated the same way as physical fighting. Action was taken on both by communicating to the school or police department.
- An edit had been made in a different part of the Rules, to say that Segways used as a mobility device could be brought onboard.

Golden asked that any incidents with weapons on school buses be reported to the TPC, as a way to inform the public. Kovich suggested that the language (in bullet 3) related to fencing foils, be clarified. Staff said they would do an info presentation about the entire Rules of Conduct for Commission review at some future meeting. Members and Kamp thanked Strange for his vigorous defense of the original policy and his efforts to communicate with supervisors/Teamsters on this issue.

Bigelow/Zellers made a motion to approve the revised Rules of Conduct, to say "as allowed by State law". The motion passed by voice vote/other.

G.5. [46436](#)

Authorizing the Transit General Manager to file an application for a Section 5307, public transit capital, capital maintenance, and capital planning grant with U.S. Department of Transportation and authorizing the Mayor and the City Clerk to execute the associated grant agreement with USDOT and the associated 13 (c) agreement with Teamsters Local No. 695.

**Items G.5. through G.8. were combined for action in one motion. A motion was made by Bigelow, seconded by Kovich, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**

G.6. [46438](#)

Authorizing the Transit General Manager to file an application for a Section 5307, public transit capital, capital maintenance, and capital planning grant with U.S. Department of Transportation and authorizing the Mayor and the City Clerk to execute the associated grant agreement with USDOT and the associated 13 (c) agreement with Teamsters Local No. 695.

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

G.7. [46439](#)

Authorizing the Transit General Manager to file an application for a Section 5337 State of Good Repair and Section 5339 Bus and Bus Facilities Formula Super Grant with U.S. Department of Transportation and authorizing the Mayor and the City Clerk to execute the associated grant agreement with USDOT and the associated 13 (c) agreement with Teamsters Local No. 695.

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

G.8. [46440](#)

Authorizing the Transit General Manager to file an application for a Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program Grant with U.S. Department of Transportation and authorizing the Mayor and the City Clerk to execute the associated grant agreement with USDOT and the associated 13 (c) agreement with Teamsters Local No. 695, approving the associated Program Management and Recipient Coordination Plan and

authorizing Metro Transit to pass through funding as approved in the Program of Projects.

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

**G.9. [46441](#)**

Authorizing the Mayor and the City Clerk to enter into this First Amendment to the 2017 Service Agreement for MA Waiver Rides Between the City of Madison and Dane County.

**Kamp said the resolution would allow a mid-year adjustment, per a 2016 Audit recommendation. A motion was made by Kovich, seconded by Tolmie, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other. [The meeting proceeded to Agenda Item I.1.]**

**H. 6:00 PM - PUBLIC HEARING: To hear public comment on proposed targeted Metro service changes, effective August 27, 2017.**

**H.1. [46741](#)**

Metro: Public Hearing on proposed targeted service changes, effective August 27, 2017 - TPC 04.12.17

Metro Transit Planning and Scheduling Manager Drew Beck reviewed the service changes and maps contained in the Hearing Notice and "Proposed August Service Updates" document attached. (See also the attached excerpt from the March TPC, for more details about the changes.) Staff answered questions.

- Changes to Route 59 had been requested by Fitchburg.
- Allied Drive-Red Arrow-Crescent area would continue to be served by Route 18. People in the neighborhood could take Route 18 to WTP, and with a timed transfer, take the Route 59 down to Target/Hyvee. Staff would provide a map to show what remained on Allied Drive (i.e., Route 18 and 19); to see if Madison service might need to be increased.
- Alder Cheeks had been informed of the changes on Route 59. A public hearing was held before the Fitchburg TTC as well.
- Among "Additional Changes", the new bus stop/transfer opportunities would be shown with circles on the maps.
- Updated feedback had been provided to members (attached). This would continue to be updated and provided for the May meeting. A bubble map would also be provided.

Registrants were called to speak. [Registration slips attached.]

1) Michael Goodman, Maple Wood Lane, 53704, spoke in support of all the changes, which made sense. They eliminated zig-zagging roads and the need to differentiate between AM and PM directions. He liked that Route 2 would stop on Aberg Avenue at Sherman vs. having to wait at at the North TP (esp. when deserted or during winter). It would reduce confusion and save time. This was also true for Routes 28 and 14. Route 14 would be more consistent; and streets being eliminated didn't have a lot of riders. Moving Route 57 to Hammersley Road made sense, since stops on Brookwood and Piping Rock were very dark.

2) Alder Barbara Harrington-McKinney, expressed concern that she was not informed about the changes to Epic Routes affecting District 1. She scheduled

a meeting with Epic to discuss transportation, community engagement and building bridges. She would have had that meeting with Epic without knowing about this proposal. Being in the midst of the Comprehensive Plan process and as alder, she would have liked to have known about the changes (which looked great), to make sure residents in that area were informed. As Alder, responsible for this communication, she wondered at what point alders were brought into the process; and if not brought into the process, why? These changes were in the heart of her district. She was disappointed and hoped this issue would be addressed. Kamp noted that staff always tried to contact alders in areas affected by service changes. He apologized. Since Route was funded by Epic, staff may have overlooked that the proposed changes fell in District 1. Kamp said they would not make this mistake again.

3) Derwin Leigh, E. Main Street, 53703, spoke in support of the changes to Routes 2 and 28, but felt that safe crosswalks should be considered for Sherman/Roth and Aberg/Huxley, to get to bus stops there. He also supported the changes to Routes 72 and 74 esp. since he had often heard people ask where they were going. Apart from that, with detours to the outer ring of the Square (due to construction, events, etc.), he hoped that temporary shelters and/or places to sit could be installed there. He also hoped that Metro would check with people with accessibility issues, when they moved routes. Even two blocks further could be difficult for them. When asked about moving bus routes to the outer ring on a permanent basis, Leigh said that would be okay, as long as some amenities were provided, as mentioned.

4) Kevin Davidson, Bartels Street, 53716, representing SPi on Argosy Court, spoke in support of changes to Route 35, to add transit support to the Atlas Avenue industrial park. They appreciated that Metro had worked with them to get this proposal put together. Their business employed 200 people, and would be growing to 350 by mid-2018. In a poll, 55 employees had said they would take advantage of this immediately. Many of their employees relied on the Metro Transit. The closet stop was the East TP, which was a 20-minute walk, very difficult to do in the winter. They were open from 10 AM to midnight, with 5-6 shifts throughout the day. They would take advantage of AM and PM service proposed.

5) Jonathan Mertzig, Odana Road, 53711, representing Epic Transit Improvement Council (grass roots employee group), spoke in support of change to Route 55, which would provide punctuality and predictable connections, and add service to some neighborhoods, inc. Hawks Landing. Employees were mostly positive about the change, and only heard a few concerns about timing for making some connections. Overall, this would be a significant improvement. Personally, he supported more stops at Whitney and Odana; and also the simplification of Routes 72 and 73 in Middleton.

6) Joseph Jilek, Stonecreek Drive, 53719, spoke in opposition, and proposed other options for Routes 56 and 57 south of McKee. He commuted from the far westside to the far northeast side. He lived at Stonecreek and East Pass. People used this area as a Park and Ride. He wondered if a stop could be located at Tanglewood and McKee for 56 or 57. He also wondered about crossing McKee at Country Grove. Staff said they would look at these suggestions.

7) Sara White, W. Wilson Street, 53703, neither supported/opposed, but wanted Metro to consider people with disabilities when they relocated routes/stops.

8) Bruce Allen, Raymond Road, 53711, spoke in favor of the Route 18 connecting directly with the West TP like it used to, with a stop at Whitney and Raymond; rather than having to take the Route 50 to get to the WTP, in order to get to the South TP to get to work in Monona.

Having no other registrants, Poulson closed the Public Hearing, and noted that per TPC Rules and Procedures, deliberation on the proposed route changes would take place at the May meeting. [Please note: The meeting returned to Agenda Item G. 4.]

**I. INFORMATIONAL ITEMS**

I.1. [46740](#) Metro: Update on Nakoosa Trail Satellite Garage - TPC 04.12.17

[Please note: This item followed Agenda Item G.9.] Kamp said the resolution and other documents (attached) were being provided to give members a preview of what would be brought back for action in May. The resolution would allow them to proceed with the first phase of engineering and design for the Nakoosa Trail satellite garage. The documents included budget info and a diagram. Kamp encouraged members to contact staff if they had questions.

When asked how smaller buses would be prioritized, Kamp said their focus would be a 40-foot and articulated buses because of overcrowding. But at a future time, they would look at purchasing some smaller vehicles for certain service areas such as Owl Creek. The challenge with that was buses were used everywhere. Regarding the potential for solar energy to provide electricity for facilities as well as to recharge electric buses at some point, Kamp said Facilities Management was looking at solar panels for both E. Washington and Nakoosa.

**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 Committee  
Joint Southeast Campus Area Committee  
Madison Area Transportation Planning Board (MPO)  
Ad Hoc Metro Paratransit Medicaid Waiver Funding & Policy Review  
Committee

**K. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS  
(For information only; not for discussion)**

K.1. General announcements by Chair

Poulson and staff reminded members to hold on to the various TORC-related



materials that had been distributed over the course of the March and April meetings, for discussion at the May meeting. The status of Poulson's recommendation to appoint Golden to CSOS wasn't yet known.

**K.2. Commission member suggestions for items on future agendas**

None.

**ADJOURNMENT**

A motion was made by Bigelow, seconded by Tolmie, to Adjourn at 6:57 PM. The motion passed by voice vote/other.



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://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).

---

Wednesday, May 10, 2017

5:00 PM

210 Martin Luther King, Jr. Blvd.  
Room 201, City-County Bldg.  
Common Council Chambers

---

### A. CALL TO ORDER/ROLL CALL

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

**Present:** 9 - David Ahrens; Arvina Martin; Rebecca Kemble; David E. Tolmie; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini; Ann E. Kovich and Kenneth Golden

**Excused:** 2 - Michael M. Johnson and Kenneth M. Streit

Please note: Kemble arrived at 5:04 PM, during Item E.1. Ahrens arrived at 5:13 PM, during Item E.2.

### B. APPROVAL OF MINUTES

A motion was made by Bergamini, seconded by Bigelow, to Approve the Minutes of the April 12, 2017 meeting. The motion passed by voice vote/other.

A motion was made by Bergamini, seconded by Bigelow, to Approve the Minutes of the April 20, 2017. The motion passed by the following vote:

**Ayes:** 7 - Arvina Martin; Rebecca Kemble; David E. Tolmie; Wayne Bigelow; Margaret Bergamini; Ann E. Kovich and David Ahrens

**Abstentions:** 1 - Kenneth Golden

**Excused:** 2 - Michael M. Johnson and Kenneth M. Streit

**Non Voting:** 1 - Gary L. Poulson

### C. PUBLIC APPEARANCES

None.

### D. DISCLOSURES AND RECUSALS

None.

### E. TRANSIT AND PARKING QUARTERLY REPORTS

E.1. [47145](#)

Parking: May 2017 Activity Report, April Revenue/Expense/Occupancy Reports - TPC 05.10.17

Parking Engineer Bill Putnam highlighted items in the Reports (attached), and answered questions.

- YTD revenues showed an increase of \$682,220 or 21% compared to last year, primarily due to the rate increase last June.
- Occupancies were down at most facilities, except for the State Street Cap garage, which showed an increase of 14% in occupancy due to the relocation of MMB staff to 30 W. Mifflin as well as lowered rates there. Drops in occupancy were typical following rate increases, which then built back up.
- Facility projects included PARCS equipment replacement, annual repair/maintenance at various garages with a focus on Cap Square North, and lighting and electrical upgrades/improvements at State Street Cap (inc. ADA door openers). Low bidder Morse Electric was still getting final qualification per Civil Rights requirements. If they ended up not qualifying, Parking would re-advertise and go out for bid on the project.
- Beyond these projects were the much larger Judge Doyle and Cap East garages.
- With difficulty getting parts to do the repairs, work on the elevator at Overture garage would start in the Fall.
- Expenses were fairly well on track compared to Budget, and staff would be looking into providing this info in future reports.

Kovich/Bigelow made a motion to receive the Reports. The motion passed by voice vote/other.

E.2. [47146](#)

Metro: YTD Performance Indicators, Financial, Performance Measures, Rider-Revenue-Fare Type, Hybrid Stats, Customer Feedback & Incident Reports - TPC 05.10.17

Metro Transit General Manager Chuck Kamp highlighted items in the Reports (attached), and he, Finance Manager Wayne Block and Scheduling Manager Drew Beck answered questions.

- YTD Fixed ridership was down 2.2%, smaller compared to last year; and in fact, March 2017 ridership was up 74K or 5.9% vs. March 2016.
- YTD passenger accidents (slip and falls) were up. Chargeable/preventable accidents were down substantially. Road calls were down. Inspections were down slightly because mileage was down; these tracked together closely.
- YTD Paratransit ridership was up 3.9%; with similar trends in safety and maintenance.
- Financials: The fare change implemented last year was causing an increase in passenger revenues, and was ahead of budget. Total revenue was ahead of budget also (by \$127,611).
- Total operating expenses were over budget (by \$152,274), which could be due to having reduced budget estimates for salaries and OT. Because salaries were estimated for each month of the year, perhaps those for the first three months of the year were understated and should have been higher; while estimates for the remaining months of the year should have been lower; something to investigate, esp. since OT was underbudget for the first quarter.
- After moving \$5M over to Fleet Services to help them replace their Fleet replacement reserve, Metro's reserves were still a healthy amount, at \$2,481,652.
- Route 19 was now identified as the Dunn's Marsh bus, to match up the destination sign with the Ride Guide.
- Fixed Assets /5310 passthroughs: In the past, they bought fixed assets with a 10-year life or more through the Capital Budget; which meant they were borrowing the local share, and the bonds that the City sold were 10-year bonds (which couldn't be applied to any items with less than a 10-year life). For items with less than a 10-year life, they would use Operating funds to apply to the local share; which is what the Expense would be.
- Federal grant funding for fixed assets/5310 passthrough consisted of the 80% funding that would be applied to fixed assets purchased through the feds.
- Now, most fixed assets regardless of their useful life would be purchased with debt.
- "5310" referred to the Mobility Management Grant from the feds. Metro administered the grant, so all this grant revenue flowed through Metro; but the majority of it flowed out again to other orgs, primarily Dane County. Because Metro was getting the money, it was shown in the report as in inflow and outflow. It was a wash.
- For example, Metro had coordinated with Stoughton and Sun Prairie to help them purchase their shared-ride taxi vans, and to help the YWCA purchase vehicles for their Job Ride transportation program. Some money was also used by Metro for their Paratransit Assessment person.
- But Metro didn't decide who got the money. The MPO did, through a competitive application process.

Poulson paused to welcome new TPC Alder, Arvina Martin. A motion was then made to receive the reports, but Bergamini pointed out that they had only heard part of the report.

Kamp and Metro staff continued with their highlights.

- Route productivity was down 2.8%, due in part to changes in service. For example, weekend service was added to Rt. 17 (which traveled between two Transfer Points). Though ridership was up 17%, productivity was down 19% due to lower ridership on Sat/Sun. Likewise, service was added to Rt.31, where ridership was up 49%, but productivity was down 7%. Both routes addressed important coverage issues, and showed how ridership and productivity didn't always go hand in hand.
- Average weekday ridership in March 2017 was 53,655 vs. 50,556 in March 2016.
- In Performance measures, "Combined" numbers: Metro outperformed peers in 5 out of 6 categories (even after four years); the exception being cost/revenue hour @ \$104.92 vs. peer @ \$97.57. But the peer number was four years old. Once WisDOT updated these numbers, that comparison would be more accurate. "Combined" reflected both fixed and paratransit numbers, which is how WisDOT presented the peer numbers. All the systems in the comparison were required to provide complementary paratransit service.
- Notably, Metro had 52.08 passenger trips/capita vs. 37.63; and a cost/passenger of \$3.63 vs. \$4.46.
- Fixed Route Revenue and Rides % Changes (page 10): While ridership was down 2.2%, revenues were up by 2.2%, reflecting the targeted fare increase.
- Cash fares, which weren't changed, were up 6.1%. Based on the model used by Metro, when cash fares weren't touched, some seepage from one category to another occurred.
- MATC and Edgewood numbers were down for various reasons: Shuttle services, lower gas prices, fewer students attend the MATC downtown campus and campuses on the periphery had free parking. Less importantly, ID's were periodically being checked to validate passes.
- Paratransit Performance Indicators: YTD Ridership was up, from 70,710 to 73,487; Leave Attended Trips were about 20K of that 73K, an important number to track over the next couple years following recent changes; Door-to-Door (D2D) Trips were 69K out of 73K total trips. These numbers gave a sense of how Metro provided a higher level of service than the minimum required by ADA.
- Contractors provided about 75% of the Paratransit service, for which numbers were shown for rides, complaints, and on-time performance, which happily was at 90+% performance for all contractors.
- Hybrid stats: Newer hybrids continued to perform better. Re: cost/mile, the 10-year old hybrid were comparable to diesel. Both sets of hybrid had higher MPG.
- Customer feedback: Comments went from 964 in 2016 to 1037 in 2017, partly due to late reports for Paratransit. Prompt response at 95+% was very good.
- Driver Reported Incidents (provided by category) were flat 2017 vs. 2016. Staff was paying attention to school numbers since fighting on school dodger buses was up; and was working with the school system to address that.
- No uptick in weapons on buses had been seen since the Court ruling. Metro would be disseminating info about the new policy taking effect on June 1st, to explain that weapons were still not allowed on vehicles unless allowed by State law. It would be up to individuals to figure that out, not the drivers.

Golden/Tolmie made a motion to receive the Reports. The motion passed by voice vote/other.

F.1. [46817](#)

Repealing Section 12.76(4)(f), renumbering Section 12.76(4)(g) to (f), creating Section 12.793, amending Sections 12.128(14), 12.141(1), 12.145(3) (c) and 1.08(3)(a) of the Madison General Ordinances to prohibit moped parking on the public Sidewalk and Terrace Area except in Moped Parking Areas and establish a bail deposit for violation thereof.

Poulson invited registrants to speak.

1) Jack Steinberg, Birch Avenue, 53711, spoke in opposition: Not all moped riders were students. People would stop using their mopeds to patronize businesses downtown or to commute to work, and would use their cars instead. It would be better to step up enforcement of current ordinances to solve the few problems they had. The proposal was a solution in search of a problem. It would needlessly inconvenience moped and vehicles drivers, hurt moped dealers and repair shops, and would put more cars on road, creating more pollution and traffic and parking congestion.

2) Patricia Sammataro, Birch Circle, 53711, spoke in opposition: At first glance, some might think the ordinance affected only the Campus area, not the entire city. The Ad Hoc Committee started out presuming there was a problem, and the Report was unbalanced. A city-wide ban was overreach; there was no evidence to show there was problem city-wide. If there were problems on Campus, deal with those. Ordinances about (mopeds and bikes) blocking sidewalks already existed, and just needed to be enforced. The proposal would inconvenience those who abided by the rules. Mopeds would take spots away from vehicles. Scooter businesses would go out of business, if riders now needed to pay for parking.

3) Peter Sammataro, Birch Circle, 53711, wrote in opposition: This was a solution in search of a problem, that will not address aesthetics, but will impose a "tax" on citizens, esp. downtown residents and students.

4) Randy Knudson, E. Dayton, 53703, registered in opposition.

Pedestrian and Bicycle Coordinator Arthur Ross provided background about the proposal.

- Prior to 2011, State Stats considered mopeds to be bicycles for parking purposes and allowed them to park anywhere a bicycle could be parked.
- In 2011, State Stats were changed to allow local jurisdictions to regulate moped parking if they so desired.
- In 2012, the Mayor appointed an ad hoc committee on moped parking, made up of three downtown alders, a rep from PBMVC, reps from UW, as well as moped and bicycle users.
- After several meetings and studying the issue, the Committee issued their Report (attached), which recommended treating mopeds as Type 1 motorcycles (as permitted by State Stat).
- An ordinance was drafted at that time, but was not introduced. It was recently resurrected; and three downtown alders (Dist. 2, 4 and 8) came together with staff, the Mayor's and City Atty.'s office to draft the new ordinance before them now.
- In 2011-12, the University started changing their moped parking process. They implemented a moped permit program, whereby permitted mopeds could park anywhere in any designated moped area. But because students rode their moped between various parts of Campus, creating safety issues, the program was then changed so that permits were restricted to a particular Lot. Riders had to park and leave their moped there.
- This led to mopeds being parking in the city, off University property, south of

University Avenue mainly, as close to Campus as they could get.

- Zoning has been requiring new developments in the downtown area around Campus to provide moped parking. But many mopeds were still being parked outside of those buildings, in part because landlords charged students to park inside the building; and students were choosing to park outside vs. paying to park inside.
- Downtown Coordinating Committee and PBMVC had recommended adoption of the proposal.

Ross answered questions.

- Per the recommendation of the Ad Hoc Committee, the ordinance proposed that mopeds could not park on terraces city-wide. But the City could do whatever it wanted to, inc. restricting it to a certain part of the city. It would probably be simpler to have a city-wide ban in terms of educating people, signage and enforcement.
- Privilege in streets applied to the right of way. The privilege in streets system was used for private property owners who wanted to install bike racks on the terrace in front of their property. A fairly simple process, this did not go to a committee. If a request for moped parking came in, the person worked with Real Estate, who would then send the request to Traffic Engineering for review to see if it was appropriate location. The process was done at a staff level.
- As far as using this system for requests from outside the downtown (vs. proposing a city-wide ban), some alders were amenable to moped parking on the terrace in their district and some were not.
- TE would only permit parking on a terrace where the terrace was paved. There were really no areas outside of the downtown where this was the case.
- Zoning was applying standards to downtown developments oriented particularly to student tenants, requiring parking in those developments. Some developments were coming in outside of the normal zoning process (conditional uses, etc.), where everything was on the negotiating table.
- Zoning code had some specifications such as sizes of spaces, and trade-offs like providing so many moped spaces vs. automobile spaces. The issue of moped parking would arise early in the development process, esp. if the building was oriented to students.
- Mopeds can park where any other vehicle parked: They could park on the street, up to three Type 1 motorcycles (mopeds) in a single automobile space. Moped/motorcycles spaces were available in all the ramps, many of which were not used/filled. They were parked elsewhere, but few parked there. More such on-street spaces were being planned for the downtown area.
- Commuter moped parking was mainly a problem in the Campus area; and some concerns had arisen about parking on MLK Blvd. and on the Square.
- Staff had been trying to get data from WisDOT re: the number of mopeds in the city, but had not received it yet. They also did not have data about the distribution of mopeds outside of the study area in the Report.
- Complaints about moped parking would normally go to the Mayor and Alders. Ross himself did not normally get complaints but he had heard from bicyclists about mopeds blocking their parking, as well as from the University.
- It was hard to gauge what the impact of the ordinance would be. This was what the Mayor and Council recommended.
- Re: impact on parking and availability of parking, staff expected much of the parking outside of residential buildings to move inside those buildings, rather than to affect ramp or on-street parking. Mopeds on Campus would probably start parking in their designated permitted Lots.

- State Stats defined two types of mopeds. More modern mopeds tended to have an automatic transmission and no pedals, with an engine up to 50 cc's in size that couldn't go beyond a certain speed limit. Mopeds under 50 cc's had to be licensed through the State and needed a registration plate. Mopeds started out as being a bicycle-type vehicle, with an integral motor of up to 130 cc's that couldn't go faster than 30 mph.
- As defined by State Stats, E-bikes were not considered mopeds. For parking purposes, an E-bike was just like an other bicycle. Electric bicycles were considered bicycles.
- A brochure was being prepared, news releases would be issued, a list of moped owners was being gathered to send them info as well as to moped dealers and repair shops, and word would be spread through the University to their permit holders before next academic year. If the proposal were passed soon, info could be disseminated to students before they left for the summer. People most impacted would have info as quickly as possible and as long as possible before the implementation date.
- As for which of three moped drivers paid for parking: For single pole meters, if the meter expired, all three parkers would be ticketed. For a multi-space meter, each person would need to pay for their vehicle.
- Using staff review, the privilege in streets approval process was relatively simple and reasonably quick, 2-4 weeks. Placing signs and markers might take a little longer.
- Alders were involved in the review process. Whether new concrete terraces could be installed in the downtown area, would depend on the district alder. Some alders were not interested in seeing more concrete laid.
- Costs were \$200 for a sign, and an annual fee for a privilege in streets permit.

Members commented.

- Golden: With lots of development occurring in certain areas (such as E. Washington) where there could be a high demand for mopeds, It seemed the proposal put off into the future establishing moped requirements related to land use. Why not have the requirements come with the ordinance change? Also, he wondered about the role of alders in the privilege in streets request process.
- Ahrens: Wouldn't it be good to know how many mopeds were in the city and where they were distributed to know more about the impact on them, before making recommendations about them?
- Kovich: With many unknowns and questions being asked and an effective date of mid-August, how hard would it be to adequately educate people about what this actually meant? It seemed some things needed to be ironed out more.
- Kemble: Why was critical info in the Editor's Notes not placed in the ordinance? It would help to include statutory language to clarify that a moped did not include a motor bicycle.

Though he did not draft the proposal, ACA Strange noted that definitions of State Stats were often found in the Editor's Notes, but not necessarily put inside ordinances. That didn't mean they couldn't be. Ross said the City adopted State Stats by reference; because as State law changed, the City wasn't then compelled to immediately change their ordinances. He said that the State could soon be changing the motor bicycle definition.



Golden/Bergamini made a motion to recommend adoption of the resolution.

Golden said he would vote against his own motion for the following reasons.

- The “privilege in streets” process should be city-wide.
- Criteria/standards were needed for what was approvable and not approvable, so this didn’t become a political process with alders. If a request met the standards, then it should be approved. Alders should not get into administration of what was done.
- A fee should be mentioned, to cover the costs of applying, a sign and administrative time.
- An appeal process was needed when an application was denied, and reasons should be given for the denial.
- The fine should be doubled if someone attached their moped to a tree.

Having said that, Golden felt a problem existed. At Dayton and Randall, he saw moped parking in front of a building, which was a mess. It would be good to have the parking regulated in some way, with standards for the spaces (such as 3 mopeds to 1 vehicle space). He could support various parts of the proposal, but didn’t think it was ready. With three downtown alders on the Committee, the perspective of the rest of city was lost. He didn’t entirely agree that this was a solution in search of problem, but felt the proposal was overdone. He wanted to see the item brought back with some of these issues rectified.

Kemble/Golden made a motion to amend the proposal in 12.793 MOPED PARKING, as follows:

- In subsection 1, strike all of paragraph 2 related to “Moped Parking Consideration Zone”, so there would be no such zone but so that anyone in whole city could apply for privilege in streets.
- In subsection 2, add language after the first sentence: Moped does not include a motor bicycle.

Ahrens said he would vote against the amendment.

- One of the major problems with the proposal was the application of this policy to the entire City, when based on examples, anecdotes and the study itself, the problem was located in the Moped Parking Consideration Zone.
- Rather than address the problem at this particular location, which consisted of one part of one aldermanic district, this would change everything for an unknown number of people; we had no data on how many people would be affected, and how it would impact other parking users.
- He didn’t want this applied outside of this area.
- He hadn’t heard of a moped problem, certainly in his district. Staff had said that the impact of this was uncertain.
- The study had data that appeared to be made up. It said that there was one moped for every seven residences in the city; we didn’t know the basis for that. If that wasn’t an exaggeration, then the impact would be enormous. But he thought that was not the case.
- If this was an issue for two or three downtown alders, it should be addressed as such.

Kemble said she didn’t like making ordinances that applied to just one area of the city. If something was good in principle, it should be applied everywhere. If it wasn’t a problem in the rest of the city, then it would not become an issue.

She supported the proposal, but felt it could be improved. Bigelow and Kovich said they would prefer to defer.

A roll call vote was taken on Kemble's motion to amend, with the following result: Ayes - Golden, Bergamini, Martin, Kemble. Noes: Tolmie, Kovich, Bigelow, Ahrens. The Chair broke the tie by voting aye. The motion passed by a vote of 5 to 4.

Golden/Tolmie made a motion to add language to double the fine for mopeds attached to trees, based on what was shown for other proposed fines (apparently, from \$60 to \$120); by adding "mopeds attached to trees" to the list in Sub. (2)(a), and by including the fine information in the Schedule of Deposits.

A roll call vote was taken on Golden's motion, with the following result: Ayes - Tolmie, Kovich, Golden, Bigelow, Ahrens. Noes: Bergamini, Martin, Kemble. The motion passed by a vote of 5 to 3.

Golden made a motion to create a section that would establish a fee for applying for privilege in streets, with staff determining the amount. Kemble pointed out that there was already a fee for privilege in streets: a \$750 non-refundable application fee, and a minimum annual fee of \$500 or greater, based on land value. Golden withdrew his motion.

Golden/Bigelow made a motion to create a section that would establish an appeal process for applicants who were denied. When asked, ACA Strange said he didn't handle privilege in streets. But as staff mentioned, it was a staff process, and he said he didn't know if there was a specific procedure for appealing a staff decision.

Golden said that in case an appeal process wasn't already in the ordinances, he would move forward with his motion. It seemed that we had a staff process that was politically influenced by alders. He would rather some criteria were established. He wasn't prepared to suggest what those would be, but hoped that if the item were deferred, staff could work on this. He wanted to provide a remedy for those who might be denied even when they had met certain, required standards.

A roll call vote was taken on Golden's motion, with the following result: Ayes - Kovich, Golden, Bigelow. Noes: Tolmie, Bergamini, Martin, Kemble, Ahrens. The motion failed by a vote of 5 to 3.

To follow up on the first motion to amend, Kemble/Golden made a motion to strike language referring to the Moped Parking Consideration Zone: In subsec. 2, paragraph 1, sentence 2, which said "within the Moped Parking Consideration Zone"; and subsec. 3(b), which said "located in the Moped Parking Consideration Zone".

Ahrens said he held the opposite of Kemble's position. If this was a problem, then they should shrink it down to its smallest possible size. A vote was taken, and the motion passed by voice vote/other.

Bigelow/Kovich made a motion to refer the item as amended back to the TPC,

to allow the City Attorney's Office to create language as suggested by Golden. Poulson clarified that the motion to refer would pass, it would supersede the original motion to adopt.

In further discussion, Golden said he wanted to see criteria created for the application process. He wondered if he should contact the drafter of the proposal to work on this. ACA Strange said this would be fine, but that Golden would have to find a sponsor for his amendment/proposal, which depending on the sponsor, would make it either a Substitute or an Alternate. Strange said another option would be to refer the ordinance back to the Committee that created the ordinance and ask them to work on Golden's recommendations to create another ordinance. Golden wondered if he should add staff to the referral motion to so he could work staff to bring a proposal back to the next meeting.

Kemble wondered if the level of detail needed for developing application information and process wasn't at the level of staff process, not at the ordinance level. She mentioned the ACA who authored the proposal, and the sponsors. If Golden's amendments failed here, he could take his amendments to the sponsors to see if they were interested. But she wanted them to be debated at the TPC, which if the motion to refer passed, could be done next month. In response to a question from Bigelow, ACA Strange said that Golden could certainly work on preparing amendments for the next TPC, which if they passed, could be part of the recommendations the TPC made to the Council.

A vote on the motion to refer was taken, and the motion passed by voice vote/other.

F.2. [46736](#)

Authorizing the Mayor and City Clerk to enter into an agreement with RNL Design Inc. to provide professional predesign and schematic design architectural and engineering design services for the Metro Transit Nakoosa Trail Satellite Bus Facility in the amount of \$428,545.

Kamp pointed out the diagram (attached) showing the plan for a Fleet Services facility and a satellite bus garage at the Nakoosa Trail site, which had been purchased by the City. Metro had been working with City Architect Jim Whitney on TIGER grant applications and in consultation with RNL to get them up to this point. And now they hoped that with approval of the resolution, they could move forward with the process.

City Architect Jim Whitney with City Engineering provided some background, and he and Kamp answered questions.

- In 2013, a Master Plan was developed for a Fleet Services building at the site, at which time a large corner of the Lot was identified for use as a Metro satellite bus facility.
- Now, they wanted to proceed with some initial planning for the bus facility, to identify programming elements and space needs and move into preliminary floor plan and elevation designs, in order to reach a level of 20% completion of the overall design.
- They would stop there; and once funds were available through TIGER or BRT Small Start grants, they would come back for authorization to complete the drawings at a later time.
- They felt moving forward with these preliminary plans would help with the grant applications and advance the project.
- The \$428K spent on this would count as the City's match for a Small Start grant. Also, grants typically looked at shovel-readiness, so having the progress on the designs would improve their competitiveness. This work would be cumulative of work already done on the site.
- More money had been budgeted for this project, but because of delay in TIGER grant funding, the strategy was to complete the 20%, and if they saw another grant cycle coming, they could come back to ask to go beyond that. So this request was within the budget.
- The plan was to use this building for the longer, articulated buses to be used for Bus Rapid Transit (BRT).
- The diagram reflected the footprint being planned. All 36 articulated buses would be stored here. The current E. Wash. garage wasn't big enough for the longer buses to maneuver, and the maintenance bays weren't big enough to hoist them up as well. Nakoosa would be the BRT facility.
- The 36 buses would likely be enough for the next 10-20 years. BRT plans called for four phases. As they began the first phase of BRT, they could foresee using some articulated buses on certain overcrowded non-BRT routes as well.

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

F.3. [46649](#)

Amending Metro Transit's 2017 Operating Budget to appropriate up to \$16,000 of TID 32 funding to purchase two bus shelters for the 600 block of East Washington Avenue.

**Kamp said staff had worked with Alders Rummel and Zellers on this. The bus shelters would be located at the day shelter being planned for E. Washington. The model of the shelters would be similar to the green shelters currently found along E. Washington. A motion was made by Bigelow, seconded by Kovich, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**

F.4. [46995](#)

SUBSTITUTE - Authorizing the Mayor and the City Clerk to execute an agreement with Mead & Hunt for an Existing Facility and Life Safety Assessment, including conceptual design documents, maintenance plan, upgrade plan, phasing and capital budget planning of the Metro Transit Bus Barn at 1101 East Washington Avenue.

Recommend to Adopt Substitute (Version 2). Members agreed with the new language about the RFP process, which was added at Finance Committee.

**Kamp said that 10+ years ago, Metro was envisioning locating all 285 buses at the E. Wash. facility. Now that they were going ahead with Nakoosa, they realized they would not be remodeling everything at the E. Wash. for that number of buses. But they still needed to review plumbing, fire alarm, HVAC, bus washing systems, as well as the roof, to address critical operational and safety needs. Kamp referred members to the handout with the heading "Scope of Work" (attached).**

Jon Evans from Engineering's Facilities and Sustainability staff provided background information.

- In evaluating the condition of the roof, Engineering staff discovered cascading issues connected to the roof, and realized that a comprehensive assessment of the facility was needed.
- In a competitive RFP process, several issues were identified and Mead and Hunt were selected.
- Metro would be in the building for the long haul, and the City needed to invest in the facility to make it workable for Metro.
- Being used for a 24-7 operation, the building presented some challenges. It was at capacity, with little room to move things around.
- They had found a consultant that worked on a lot of complicated transportation projects.
- About 25% of the effort would be identifying ways to be more efficient in the building.
- Another large part of the project would be figuring out how to implement and phase the building to keep it operational while completing the work.
- The end goal was an actionable report, focusing on #6-8 in the Deliverables: estimated cost, maintenance plan for over 20 years, and a cap budget plan.
- Page 2 showed the consultants who would be involved and the schedule, with completion hopefully by the end of 2017, to be ready for the next budget cycle.
- Of the \$276K fee, 80% would be federal funds, 20% would be GO borrowing.

Kamp and Evans answered questions.

- The project was in the TIP, but may not have been in the TDP (which covered 2013-2017).
- Re: a solar array, the roof was about an acre in size, which could provide about a Megawatt of electricity. Metro's electrical usage was the second highest in the City. This would definitely be explored in the study.

Bergamini was surprised and uncomfortable to see the City would be borrowing for its share of this. She felt it would be more appropriate for it to come from the contingency fund or somewhere else. Kamp said they were using contingency for a lot of different things; and this worked so they were moving ahead with this plan.

A motion was made by Bigelow, seconded by Kovich, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER, Substitute (Version 2, with the new language about the RFP process, as recommended at Finance Committee).

Golden said he would vote no, because he thought the City should be doing a study to determine when it would be appropriate to sell this land and redevelop a new facility at a different site. This facility was located in an area that was prime for development, with potential property taxes and revenues from sale of the property, making it worth thinking of a different approach. The resolution was an investment for a long-term occupancy, which he thought was the wrong direction to go. While concerned about the safety issues involved, he would cast a symbolic no on the item.

The motion passed by the following vote:

**Ayes:** 7 - David Ahrens; Arvina Martin; Rebecca Kemble; David E. Tolmie; Wayne Bigelow; Margaret Bergamini and Ann E. Kovich

**Noes:** 1 - Kenneth Golden

**Excused:** 2 - Michael M. Johnson and Kenneth M. Streit

**Non Voting:** 1 - Gary L. Poulson

#### **G. UNFINISHED BUSINESS ITEMS**

G.1. [46249](#)

SUBSTITUTE Recreating Section 3.14, creating Sections 33.55 and 33.56 of the Madison General Ordinances to update the Department of Transportation and create the Transportation Policy and Planning Board and the Transportation Commission.

Golden/Kovich made a motion to forward member comments with the ordinance, and make no recommendation with regard to passage, since their comments were substantive. The motion passed by voice vote/other.

**Registrant Ann Schroeder, representing the City's Racial Equity and Social Justice Initiative, spoke in support of the racial equity elements of the proposal, and addressed some of the concerns raised by TPC members.**

- **Regarding specific language [Examples: TPP Board Sec. 33.55, the word "equitable" in subsec.(2) under Purpose; and the entire phrase related to "eliminating disparities that people of color and low income people experience" in subsec.(6)(c) Power and Duties], it was important to name race rather than being generic about it. (Please see RESJI staff memo prepared for TORC, attached.)**
- **Otherwise, when things were done to be beneficial to marginalized communities, they could sometimes not helping people of color and end up helping white people, making racial disparities worse.**
- **Other parts of the proposal talked about people having "knowledge of equity issues and the needs of marginalized communities", specifying people of color and people of low income who use transportation.**
- **It was important to have this overarching language. But because the proposal gave certain slots to certain users (such as pedestrian, transit user, parker, etc.), RESJI staff wanted to have at least one person who was specifically looking out for racial equity issues and people of color. If the draft were changed so that specific slots were not identified, then we would still want to retain the language that people be overall knowledgeable about the different transportation modes and equity issues related to them.**
- **The consolidation of the commissions, boards and committees was important, because very few people had a lot of time to give to a whole host of boards and commissions. For marginalized people and people of color to involved in a meaningful way, it would be beneficial to shrink down the number of meetings they had to attend and the length of the meetings, in order to allow more people to be involved.**
- **Regarding sentence 2 in Section 33.56, subsec.(3)(a)-Commission Composition, it was intended that preferences for "remaining members" include an additional user from among people of color and people of low income. The wording there could probably be made clearer.**

District 1 Alder Barbara Harrington-McKinney appreciated that representatives of the work group specifically looked at equity as the guiding principles of this going through the equity lens. But if she had not been present to hear Schroeder's explanation or was not part of the deliberations that made the language solid, and if she was a new alder, there was nothing to say what process was used. She wondered if there were any information about who was giving the input. She always wanted to know who was at the table, who was paying particular attention to the language, and that the equity lens was incorporated and part of the analysis. Nothing was attached to show this analysis.

Schroeder said the resolution establishing TORC, specified that members of



the Racial Equity and Social Justice Initiative (RESJI) Core Team attend every meeting. ACA John Strange added that ordinance language did not ordinarily call out who was on the Committee that worked on the ordinance. But as the Drafter of this, he provided the Drafter's Analysis attached to the ordinance, which talked specifically about the RESJI staff, the comments that were made and the language that was included because of that. This was a part of the legislative record and history, though not a part of text of the ordinance.

Kovich felt that it was important to be inclusive of everybody, and said that her comment related to the fact that she found the language limiting because there were other groups who might be considered as well. She thought it important to think of these groups, and everyone else as well. She loved words and felt it was important to think carefully about words when they were that important.

ACA Strange provided some background, and discussed the proposal and process used to develop it.

- TPC was the last of several committees to consider the proposal.
- For a number of years, the City Attorney's Office had noticed some parts of the current ordinance that either weren't consistent with how we were doing things, or that weren't consistent with State law; and felt that it would be good to clean some of this up.
- About 1-1/2 years ago, the TPC asked that a regional rep be added to the TPC, and they went through a process of drafting several ordinance iterations that ended up at the Executive Committee, where it was recommended that they shelve what they had, and take a step back to look at the entire Section 3.14 to look at all the transportation commissions and committees.
- The Ad Hoc Transportation Ordinance Review Committee (TORC) was created, and met eleven times starting in early 2016. TORC looked at the entire ordinance, and asked what they would want to change, to position the City, its transportation committees and Dept. of Transportation, to pivot towards a future that better represented where it wanted to go from a transportation perspective.
- Currently the ordinance contained seven commissions/sub/committees, with 59 voting members. The proposal called for a two body structure, the Transportation Policy and Planning Board (TPPB) and the Transportation Commission (TC), each with nine voting members and two alternates.
- One of the first questions TORC asked was where did people go, where was there a single transportation policy and planning body in the City. TORC felt there wasn't one. TPC, PBMVC, LRTPC all talked about policy at times; but there was no single place. TORC felt it would be advantageous to have a specific place.
- TORC also looked at consolidating committees to a smaller number, to form bodies where all the elements of transportation system were considered at one time. So it proposed the TPPB, Which would consider transportation policy and planning issues for all elements of the transportation system; and the TC, which would consider transportation issues enumerated in the ordinance related to specific project implementation and questions.
- TORC also looked at the Department of Transportation (DOT), Section 3.14, where it listed a Director of Transportation, even though the City had not had a Director for many years, and discussed how they would envision this going forward.
- The new DOT would include the current divisions, Traffic Engineering,

Parking and Transit; but also added another, the Transportation Policy and Planning Division, and added a Manager, to help fill the gap of making sure that transportation policy and planning was being done on the large level, with staff and a board to get some things done with respect to that.

- The proposal didn't call for a Director, but had a provision that the City could hire one at any time (including immediately if that was what the Mayor and Council preferred).
- At the end of the Committee process, the proposal was introduced. It has now traveled through all the secondary referrals, where Strange had taken notes about recommendations and suggestions, that he would take to TORC, which would likely be reconvened to consider a Substitute Ordinance that would then go to the Council for consideration. All the comments collected along the way would be considered by TORC.

Strange and members discussed the proposal further.

- (Strange) On-street parking was not mentioned in the proposal because they were done by ordinance. In the proposal, the TPPB had specific authority to review any transportation ordinances. The City had always placed on-street parking in Chapter 12. Ultimately it was the Council who set those rates, but any transportation ordinance, inc. on-street parking would go through the TPPB.
- (Bigelow) Because the proposal contained so much about transit and off-street parking rates, it would probably make sense to bring up on-street parking because it was a big part of what we had in downtown Madison.
- Regarding what was in the old ordinance compared to what was in the new one, Strange referred people to the color-coded spreadsheet produced for TORC, showing issues and who handled them; i.e., TPPB, TC, Combo, or Management.
- (Kovich) It was hard to separate what was under the Board vs. under the Commission. Many decisions were listed under the Board. When making decisions about items connected to responsibilities of the Commission, they needed to think about both. She found it hard when we had one body looking at an item, and another body would be looking at the same thing or related things. Some items overlapped. Here, one body looked at service standards, and the other looked at fees. In her experience with the TPC, these issues needed to be considered together. She would be more supportive if the Board were more focused on long-range planning, and the Commission handled everything else. So when budgeting and setting rates, they would think about service and operational issues as well.
- (Strange) Her feedback would be taken back to TORC, with respect to what was policy and what was implementation.
- (Kovich) In some places, the ordinances were very, very specific about responsibilities. But TPC considered many different things that weren't addressed in the ordinances. Recently, the TPC had accepted grants that were coming in, but this wasn't addressed anywhere in the proposal. Which one of the groups would that go to? She worried that some things were left out, because of the proposal was so specific about dividing things up in a way that was difficult to understand.
- (Strange) TORC created the TPPB and gave it authority to consider all policy and planning issues related to all elements of the transportation system. So any policy issue would be considered by the Board. That presented two options: One, to try to list every single possible item that could come before the Board, or the Board was given general grant of power. The decision was to

give them a general grant of power; because the current ordinance had a very specific list. But the current Commissions did things that weren't shown there, and vice versa, things were shown there that the Commissions didn't currently do.

- (Strange) For the TC, the idea was to create a body that was focused on implementation-focused issues, day-to-day issues. There, more specific items were provided, and each category had a catch-all to allow staff to bring any other item to the TC.

- (Strange) In terms of how TORC created the list for the TC, a list was created of what was contained in the current ordinance, put it on a spreadsheet, and worked with staff to see how those issues were handled now, to see what should be carried over into the new ordinances.

- (Strange) All the different issues/duties for TPC and PBMVC in the current Sec. 3.14, were shown on the spreadsheet. Staff provided input on how frequently those issues arose, and where those issues were handled now. For example, an "M" indicated something that was handled by management; they didn't come to the current bodies for specific action points. Then they decided how they wanted to carry items forward. Those shown as crossed out, such as "transit performance targets" identified as an "M", didn't need to be assigned to the TPPB or TC. So that item disappeared. If something got carried over to the new ordinance, TORC identified that item as either a policy issue assigned to the TPPB, or as an implementation issue assigned to the TC.

- (Kovich) Regarding her comment about including everybody, she found limiting the way that the qualities of the various members would determine who could be chosen. Regarding multi-modal transportation, people needed to be knowledgeable about the various means of transportation. It was important to look for people who were experienced as they could be. We shouldn't look for somebody who only knew about bikes; we should look for somebody who knew about bikes and other things. The overarching language about members having a multi-element perspective was good, but then said to look for somebody with a certain kind of knowledge. It would be better to say they needed to have at least that knowledge, but that they should be experienced as they can be with everything.

- (Kovich) She was a pedestrian, she biked, she drove a car, she parked. But that likely wasn't why she was asked to be on the TPC. It was probably because of her background in business and finance, and her experience serving on a lot of City boards/committees/commissions. Was this general information that we should always consider when choosing committee members? She found the designations limiting.

- (Kovich) It was limiting and restrictive for the regional representative to be an elected official (only).

- (Kovich) Weren't horse-drawn vehicles still potentially an issue? It seemed some things were left out. These were really important changes that they were making. She wanted to make sure that we didn't miss anything.

- (Kemble) TORC would be reconvening to consider all the comments and emails that had been presented. She herself had raised the issue of fares and who should set them. This would probably be moved down to the Commission level, because of a federal regulation that said that routes and fares couldn't be considered separately. Then that would likely affect where the regional rep/elected person would sit, because the whole point was for that person to be on the body that made those kind of decisions.

- (Kemble) As far as the regional rep being an elected official, that was purely a strategic decision around the potential of creating an RTA. The majority party

at the State Capitol who might vote for an RTA, have said the only way it would pass, would be if the RTA was composed of elected officials from the region. Re: a comment from CSOS about a reference to governmental entities, the proposal said "representatives of entities that contract with the City of Madison".

- (Kemble) It was important for people to submit all their detailed comments because this was not the end of the process; it was the beginning of the final phase. She clarified that the proposal would not come back to the TPC. TORC would deal with all the comments collected so far. Everyone was welcome to attend the TORC meetings to have their say, which had been the case all along.
- (Ahrens/Strange) Re: the concept of street project review and development review, these were identified as things commissions currently did. For example, development review projects that came out of the Planning Division maybe for conditional use review or rezoning sometimes went to commissions for recommendations related to such things as traffic issues. These included projects like Judge Doyle Square, which would impact traffic.
- (Strange) Street project review occurred when streets were re/constructed. BPW typically was the Lead, but they also came through PBMVC to solicit their recommendations when the spec's were at 30%. PBMVC's role was advisory with regard to plans and specs, as would be the role of the Transportation Commission. The creation of a project, funding, bidding, etc. was done by BPW and Engineering and ultimately by the Council. The proposal wouldn't change any of this, except to ask the TC (vs. PBMVC) to make recommendations.
- (Strange) The TPPB might create a policy related to the usage of streets; for example to say that in street re/construction, more concrete would be dedicated to the usage of transit and bikes. Then when the spec's came to the TC, they would make sure the plans were consistent with the policy.
- (Strange) Budgets for the various transportation divisions, inc. the new Trans. Policy and Planning Division, would be reviewed by the TPPB.
- (Ahrens) Like Kovich, he had concerns about the broad language for the Board to make policies. Maybe that needed more meat. Right now, it was subject to interpretation. On the other hand, the Commission had very specific activities. It was clear what it was supposed to do.
- (Strange) Among its duties, the Board would be empowered to work with various agencies to create the Transportation element of the Comprehensive Plan. That would have to be adopted by the Council. But the Board would have the authority on its own to adopt transportation policies for the various transportation elements without going to the Council for further adoption. But the ordinance did have an appeal procedure. The point of the change was to give the Board some real authority to create policies that could go right into implementation phase. And to have the staff and Commission to help that implementation along.
- (Kemble) Re: the Jeffy Trail question, the meat of the proposal was the new Policy and Planning (P & P) staff. Right now, we weren't sure where the decisions were coming from. Under the proposal, the P&P staff would have the authority to make decisions about what made sense transportation-wise, given the multitude of plans in the City (the Comp Plan, the Sustainability Plan, etc.) It would be up to the P&P staff to sort through all this with whatever the Board had for policy, to avoid fractured decision-making processes around use of right-of-way or land use for transportation.
- (Golden) He urged TORC to look for items that could be taken away from all

the commissions, and simply be done by staff, as a way of efficiency. For example, TPC did taxi licensing. Could that be delegated to staff, who could apply whatever policy we had to issue the license. They could use an appeal process if needed. Another example was bus shelters. A policy for shelters could be established, and staff could apply it. The same approach could be used for crossing guards, Neighborhood Traffic Management, stop sign assignment, which would only need to be taken to the Commission if a staff decision was appealed.

- (Golden) A major omission was no mention of the responsibilities currently done by the ADA Paratransit Subcommittee. These needed to be examined and placed on the spreadsheet. Members of this Subcommittee wondered where they fit in. Some of what ADATS did was really important and needed to be reflected.
- (Strange) An item on the spreadsheet identified as "transit for people with disabilities" was assigned to the Transportation Commission, and reflected in the proposal.
- (Golden) He still wondered about such issues as the Leave Attended Policy, and whether that would be handled by the Board. Generally, he would ask that TORC look at whether certain things be done at all, and if they should be done, where should they be done. And if it was assigned somewhere, did it make sense in terms of other things assigned elsewhere?

Poulson asked Kamp for his comments, in particular related to bus shelters.

- Although at first he questioned whether transit performance standards should be crossed off and assigned strictly to management, since they now were part of Metro's performance reports to the TPC, he was fine with that.
- Having worked in various places, he knew there was more than one way to do things. But he also knew there was a human element at play in this.
- Re: the idea that Management should make the decision on bus shelters (based on policy/criteria), he would say the same thing should be done for bus stops. No matter how well these things were delineated in the ordinance, he would use some discretion as to when to bring discussion about them to the Commission. He was willing to say that there might be more than one way to do it, and he wasn't sure what the right way was.
- He appreciated how Strange had to take the ideas from all the other agency heads and put together a quite meaningful way to look at this in trying to make a decision.

Golden said that he trusted that staff knew when things were bubbling up, and they should bring the issue to the Commission.

Bergamini commented that the Commission didn't currently shape the budget. The budget was a Mayor-driven system. When staff put together their budget proposals, they went to the Mayor's Office, not the TPC. It was reviewed with the Commission, and staff did a great job trying to keep a budget in line with the priorities articulated at the TPC. She wondered if the proposal would change the current practice.

Strange said TORC's intent for the Board to give recommendations on the budget, was not to change the current process. But in general, the idea was to create a Board that had more gravitas, in terms of having more alders on it. Who knew how that would play out. The Board could end up having more influence on how those things that went through. Bergamini wondered what the relationship would become between the TPPB and the Finance

Committee. Strange noted that, per Golden's comment at LRTPC with respect to budget, it might be a good idea to have a joint meeting of the Board and the Commission, because of related issues between policy and implementation. This might create more momentum for their recommendations. There might be other instances when the Board and Commission might want to come together as well.

Poulson said they had no motion on the floor. They had three related items, one that created the new system, and two that repealed existing ordinances in two parts, one part that was charter ordinance driven. The proposal would be going back to TORC regardless. Since this was going to TORC, Bergamini wondered if they needed to make a motion.

Golden said that based on his experience, overlapping membership among committees was a failure. He didn't have an answer. When cross-communication was needed, how should we get it done? In his opinion, when coordination was needed, it should be written in. Coordination was needed between TPPB and the Finance Committee on budget-related items, and between TPPB and the Plan Commission because of statutory responsibilities that went to Plan Commissions (because another committee couldn't be created to do their work). When the Transportation Planner was created, there was never any question that it would go anywhere but Planning. If you were going to change things, do it with your eyes wide open.

**A motion was made by Golden, seconded by Kovich, to Return to Lead with the Following Recommendation(s) to the COMMON COUNCIL EXECUTIVE COMMITTEE: To forward member comments with the ordinance, and make no recommendation regarding passage, since their comments were substantive. The motion passed by voice vote/other.**

**G.2. [46376](#)**

Repealing Sections 3.14(1) through (3) and 3.14(4)(k) through 3.14(11) of the Madison General Ordinances to update the Department of Transportation Department ordinance.

Return to Lead with the Following Recommendation(s) to the COMMON COUNCIL EXECUTIVE COMMITTEE: To forward member comments with no recommendation regarding passage. The motion passed by voice vote/other.

**A motion was made by Golden, seconded by Kovich, to Return to Lead with the Following Recommendation(s) to the COMMON COUNCIL EXECUTIVE COMMITTEE: To forward member comments with no recommendation regarding passage. The motion passed by voice vote/other.**

**G.3. [46377](#)**

CHARTER ORDINANCE - Repealing Section 3.14(4)(a) through (j) of the Madison General Ordinances to restructure the Department of Transportation.

Return to Lead with the Following Recommendation(s) to the COMMON COUNCIL EXECUTIVE COMMITTEE: To forward member comments with no recommendation regarding passage. The motion passed by voice vote/other.

**A motion was made by Golden, seconded by Kovich, to Return to Lead with the Following Recommendation(s) to the COMMON COUNCIL EXECUTIVE COMMITTEE: To forward member comments with no recommendation regarding passage. The motion passed by voice vote/other.**

G.4. [47147](#)

Metro: Action on proposed service changes effective August 27, 2017 - TPC 05.10.17

Kamp noted that members had received an updated version of all public comment (attached). Staff would focus on the handful of proposed changes where there was controversy. Metro Transit Planning and Scheduling Manager Drew Beck joined Kamp to discuss these routes.

- Route 14: In moving the route from Farmington Way to Tree Lane, the concern was added walking distances, and boardings along the current route. Off-peak service now ran on Tree Lane. Having it go there on the new route all day long would shorten the (non-commute) off-peak and evening walk for Farmington Way.
- The new signal planned for Colony and Gammon would likely not be installed by August 27th when new routing would be implemented. As a result, until the signal was available, the route would be detoured during the 3-hour PM commute (only), whereby the route would travel down from Offshore to Mineral Point, then up Gammon to Tree Lane.
- The change added service further west along Randolph because of high-density housing located there, expanding the service area a bit.
- Route 56-57: Currently, buses made a left turn from Stonecreek to go west on McKee; which was do-able, but not really safe. The new routing involved taking the bus off Stonecreek Drive and moving it over to Maple Grove Drive, because the intersection at Stonecreek/McKee was being reconstructed to add a median there, which would prevent buses from making the turn there. Also, the Maple Grove/McKee intersection had a signal, making the turn much safer.
- Route 35: At the hearing, they had heard the testimony of a particular business located in the Atlas Avenue/Argosy Court area, asking Metro to provide service there for dozens of its employees. Since then, Economic Development had also requested this. Metro has agreed to do so: The bus would leave the ETP travel south on Hwy. 51 to exit east on Cottage Grove Road. At Atlas Avenue, the bus would travel north to make a loop on Neptune and Argosy Courts, turning south on Atlas to Cottage Grove, to continue its regular morning route through the eastside neighborhoods and back to the ETP.
- For the afternoon commute, it would do the opposite, and travel to the neighborhoods first, then the Argosy Court area, then back to the ETP.

Members commented and staff responded.

- Route 14-Golden: Given that Tree Lane is 1/2 mile or more away for people on Farmington, and that 4-5 people used the Farmington stops, what were the reasons for the change? Kamp said they were doing this for safety purposes, to use the new signal; and to expand service to more people further west, which would likely increase ridership. Beck also noted that Route 15 was on Old Sauk Road (just above Route 14) about a 1/3 of a mile from Farmington; and folks there could use this route instead.
- Bergamini noted that the Route 15 route seemed rather convoluted. Tolmie agreed, but said that service was consistent throughout the day. However, it was standing room only at certain times of the day.

Kovich/Bigelow made a motion to approve the changes as recommended. The motion passed by voice vote/other.

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

[07828](#) REPORTS OF OTHER COMMITTEES - for information only  
(Most recent meeting minutes attached, if available)  
ADA Transit Subcommittee  
Contracted Service Oversight Subcommittee  
Parking Council for People with Disabilities  
Long Range Transportation Planning Committee  
Joint Southeast Campus Area Committee  
Madison Area Transportation Planning Board (MPO)  
Ad Hoc Metro Paratransit Medicaid Waiver Funding & Policy Review  
Committee

**I. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS  
(For information only; not for discussion)**

**I.1. General announcements by Chair**

Poulson asked that TPC rules be suspended to take up a resolution not shown on the Agenda, related to the retirement of Recording Secretary Anne Benishek-Clark. Poulson read the resolution expressing appreciation for Benishek-Clark's service to the Commission and City. Members then endorsed it by acclamation. At a loss for words, Benishek-Clark simply thanked everyone.

[47322](#) Resolution No. TPC-05-10-2017, related to the retirement of TPC Recording Secretary Anne Benishek-Clark - TPC 05.10.17

**I.2. Commission member suggestions for items on future agendas**

None.

**ADJOURNMENT**

A motion was made by Martin, seconded by Kovich, to Adjourn at 8:36 PM. The motion passed by voice vote/other.





# City of Madison

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

## Meeting Minutes - Draft 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).

---

Wednesday, June 14, 2017

5:00 PM

201 W. Mifflin Street  
Madison Central Library, Room 302  
Third Floor Conf. Room

---

### A. CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:03 PM.

Please note Kemble entered meeting at 5:12 PM during Item F.1.

**Present:** 6 - David Ahrens; Rebecca Kemble; Wayne Bigelow; Gary L. Poulson;  
Margaret Bergamini and Ann E. Kovich

**Absent:** 1 - Michael M. Johnson

**Excused:** 4 - Arvina Martin; David E. Tolmie; Kenneth Golden and Kenneth M. Streit

### B. APPROVAL OF MINUTES

A motion was made by Kovich, seconded by Bergamini to approve the minutes of the May 10, 2017 meeting. The motion was passed by voice vote/other.

### C. PUBLIC COMMENT

None

### D. DISCLOSURES AND RECUSALS

None

### E. TRANSIT AND PARKING MONTHLY REPORTS

E.1. [47629](#) Parking: June 2017 Activity Report, April Revenue/Expense/Occupancy Reports - TPC 06.14.17

Verbal updates were given by Sabrina Tolley of Parking.

Bergamini made a motion to receive the Reports, Kovich seconded. The motion passed by voice vote/other.

- E.2. [47624](#) Metro: YTD Performance Indicators, Financial, Performance Measures, Rider-Revenue-Fare Type, Hybrid Stats, Customer Feedback & Incident Reports - TPC 06.14.17

Verbal updates were given by Kamp for Metro.

Bigelow made a motion to receive the Reports. Kovich seconded. The motion passed by voice vote/other.

F. INFORMATIONAL PRESENTATIONS AND DISCUSSION ITEMS

- F.1. [44190](#) Planning Division staff update on Comprehensive Plan - Imagine Madison

Verbal updates were given by Brian Grady referencing file attachments 28 through 32 of Planning Division's Comprehensive Plan - Imagine Madison.

- F.2. [47583](#) Metro: Review of Metro's update VI plan.

Verbal updates were given by Drew Beck and Mick Rusch on Metro: Review of Metro's update VI plan.

G. NEW BUSINESS

- G.2. [47418](#) Relating to 2017-2019 Taxicab Operators' License Renewals, pursuant to Section 11.06, Madison General Ordinances.

Kemble recused herself from this item. Traffic Engineer Keith Pollock summarized the taxi cab operator renewal section of the Madison General Ordinances. Bigelow makes motion to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER, subject to the internal numbers matching up in the document. Kovich seconded. The motion passed by voice vote/other.

- G.1. [47523](#) Amending 24.09(6)(a) and 11.06 of the Madison General Ordinances to reduce the distance of permitted motor vehicle sound amplification and apply the reduced distance to all public passenger vehicles.

Kemble gave a brief summary of the proposed ordinance amendment. Bigelow requested clarification as to whether ordinance pertained to vehicles themselves or sounds emitting from vehicles. Kemble stated it pertained to sound amplification from vehicles.

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

- G.3. [47436](#) Relating to 2017-2019 Commercial Quadricycle Licensure of Capitol Pedicycle DBA Trolley Pub.

Traffic Engineer Keith Pollock summarized the Commercial Quadricycle resolution. Poulson asked about street boundaries for Quadricycle use. Bergamini offered to provide photographs of potential use outside restricted areas. Bigelow made a motion to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. Kovich seconded. The motion passed by voice vote/other.

- G.4. [47447](#) Authorizing the Mayor and Clerk to enter into an agreement with Dane County for the provision of bus services in a joint effort to increase public awareness of the dangers of texting while driving and enforcement of the texting while driving law from the time the agreement is executed through September 30, 2017.

**A motion was made by Bigelow, seconded by Ahrens to Return to Lead with the Recommendation for Approval to the FINANCE COMMITTEE by the following votes:**

**Absent:** 1 - Michael M. Johnson

**Ayes:** 3 - David Ahrens; Wayne Bigelow and Ann E. Kovich

**Noes:** 2 - Rebecca Kemble and Margaret Bergamini

**Excused:** 4 - Arvina Martin; David E. Tolmie; Kenneth Golden and Kenneth M. Streit

**Non Voting:** 1 - Gary L. Poulson

- G.5. [47036](#) Metro: Request for public hearing at July meeting regarding Monroe Street bus stop placement.

**Kamp reiterated request for public hearing at July meeting regarding Monroe Street bus stop placement. A motion was made by Bigelow, seconded by Kovich to allow. The motion passed by voice vote/other.**

## H. REPORTS OF OTHER COMMITTEES

### [07828](#)

REPORTS OF OTHER COMMITTEES - for information only

(Most recent meeting minutes attached, if available)

ADA Transit Subcommittee

Contracted Service Oversight Subcommittee

Parking Council for People with Disabilities

Long Range Transportation Planning Committee

Joint Southeast Campus Area Committee

Madison Area Transportation Planning Board (MPO)

Ad Hoc Metro Paratransit Medicaid Waiver Funding & Policy Review Committee

**Poulson commented that there were other committee reports to peruse.**

## I. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS

### I.1. General announcements by Chair

None.

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

Kovich requested update on Transportation Ordinance Review Ad Hoc Committee. Kemble provided information that TORC would be having final meeting on June 19, 2017 at 7:00 PM. Kovich requested summary document on moped ordinance be provided to commission.

**ADJOURNMENT**

A motion was made by Ahrens, seconded by Bigelow to adjourn at 6:26 PM. The motion passed by voice vote/other.

**[13541](#)**

Informational enclosures (for Transit and Parking Commission members):  
2015 Metro Onboard Survey documents and the 2017 TPC Meeting Dates  
and Locations Schedule

**2010 Census Block Groups served by  
Metro Transit, City of Madison (WI)  
Effective Date: March 2017**

**Minority Populations  
and Transit Service Area**

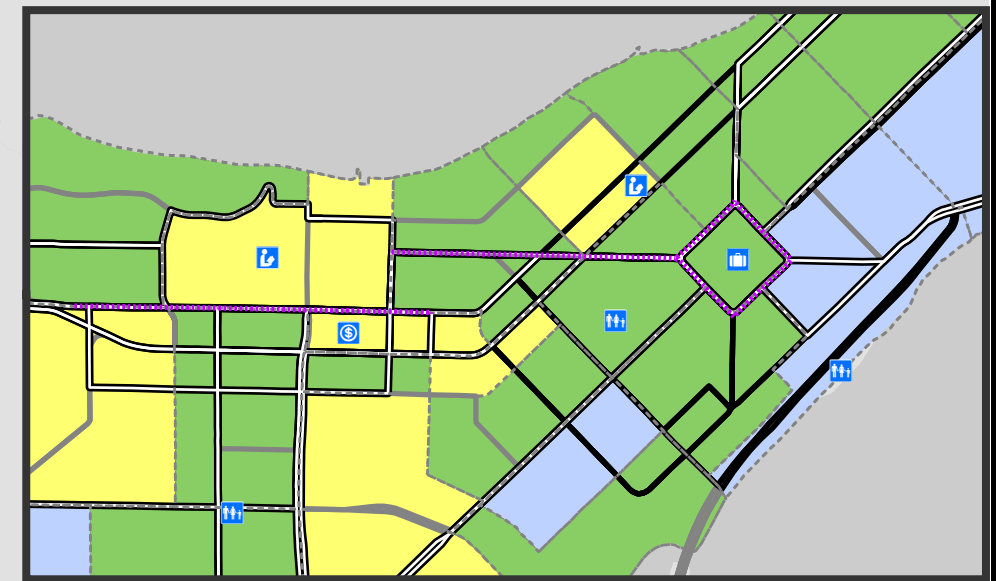
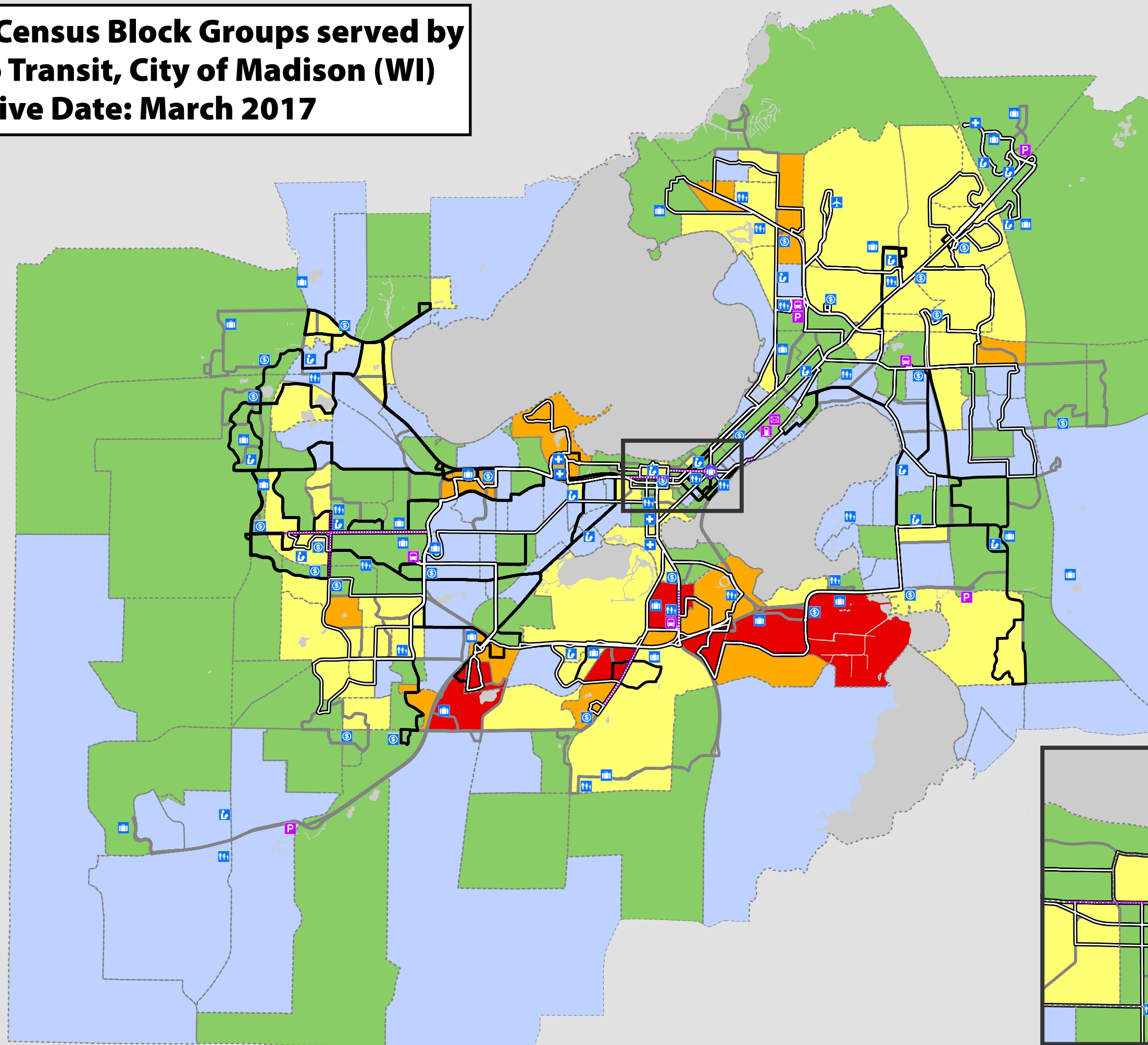
Data: American Community Survey, 2011-2015  
Table B03002: Hispanic or Latino by Race

Estimated total count of individuals for the 212 Census  
Block Groups within Metro Transit service area: 335,326

Estimated sub-total count of individuals - excluding  
White alone, Non Hispanic or Latino: 81,313

Estimated percentage of minority population  
within service area (system average): 24.2%

- 0 - 1/2 times system average
- 1/2 - 1 times system average
- 1 - 2 times system average
- 2 - 3 times system average
- 3 + times system average
- Daily service
- Additional weekday service
- Limited service only
- Ⓢ Retail
- Ⓜ Employment
- Ⓛ Education
- + Healthcare
- Ⓜ Community
- Ⓜ Administration office
- Ⓜ Maintenance garage
- Ⓜ Transit station
- P Park and Ride lot
- Fixed guideway



**2010 Census Block Groups served by  
Metro Transit, City of Madison (WI)  
Effective Date: March 2017**

**Low Income Populations  
and Transit Service Area**

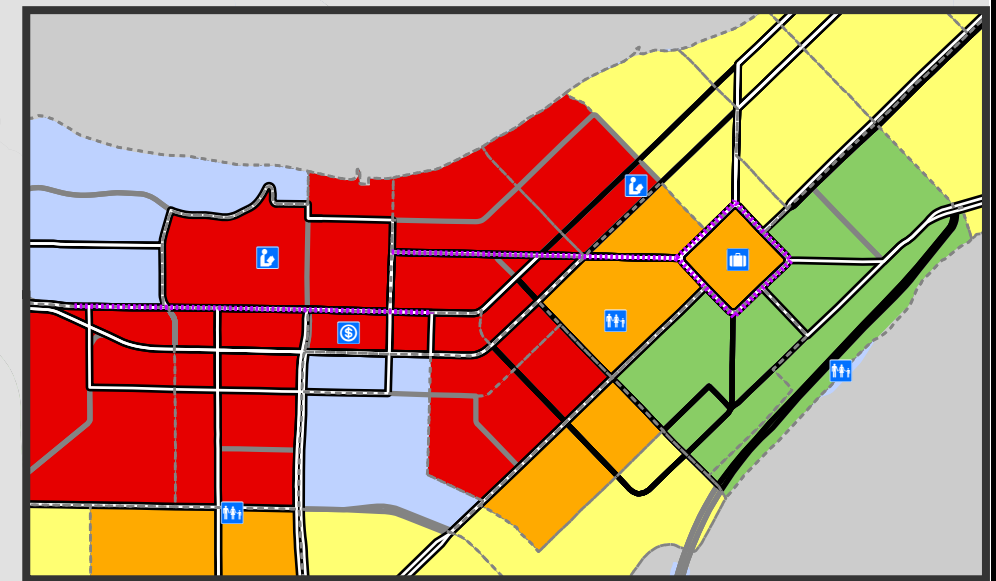
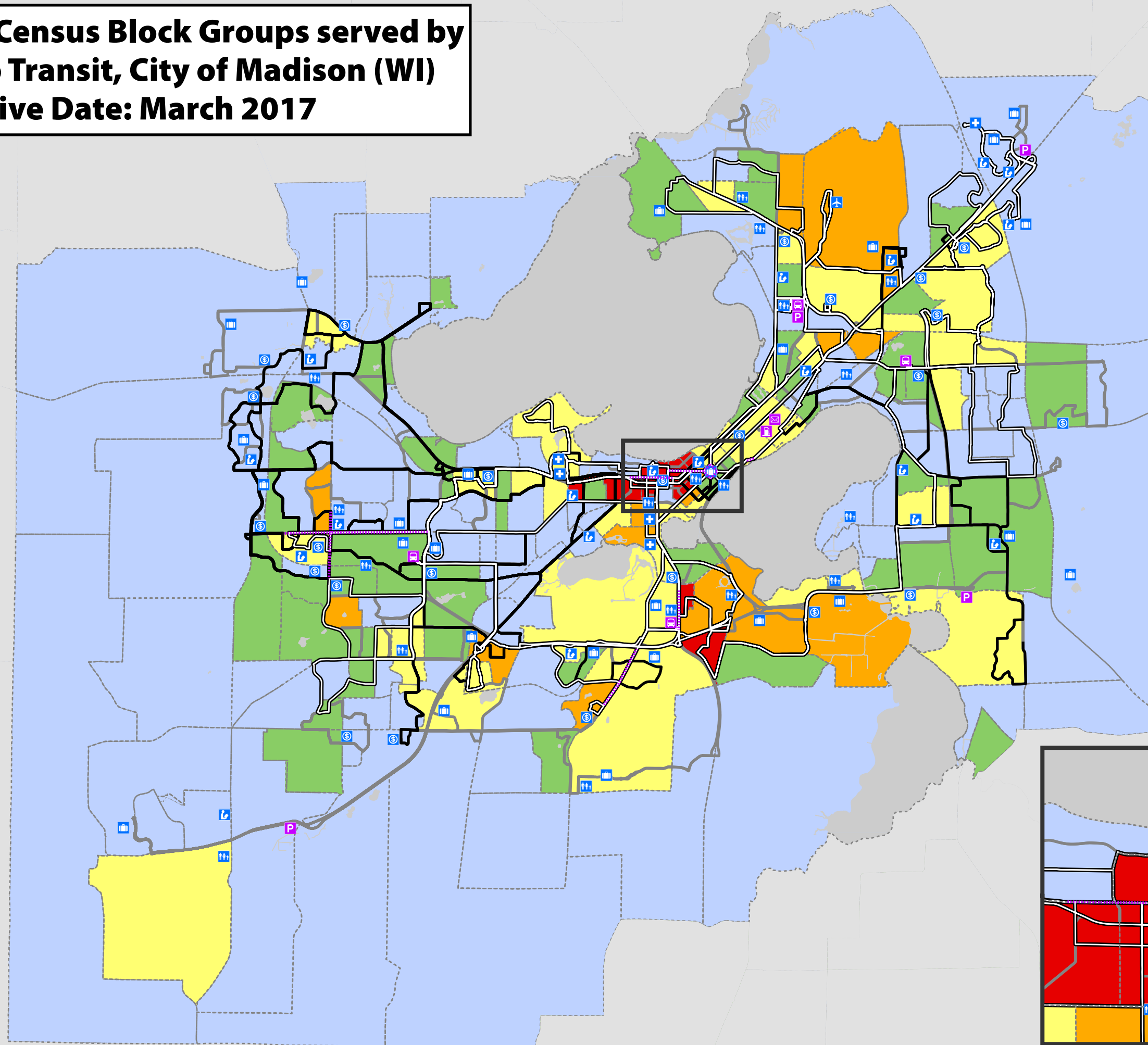
Data: American Community Survey, 2011-2015  
Table B17021: Poverty Status of individuals in past 12 months

Estimated total count of individuals with income for the 212  
Census Block Groups within Metro Transit service area: 323,729

Estimated sub-total count of individuals in poverty status  
in past 12 months: 53,277

Estimated percentage of low income population  
within service area (system average): 16.5%

- 0 - 1/2 times system average
- 1/2 - 1 times system average
- 1 - 2 times system average
- 2 - 3 times system average
- 3 + times system average
- Daily service
- Additional weekday service
- Limited service only
- @ Retail
- E Employment
- L Education
- + Healthcare
- T Community
- M Administration office
- G Maintenance garage
- S Transit station
- P Park and Ride lot
- Fixed guideway



**2010 Census Block Groups served by  
Metro Transit, City of Madison (WI)  
Effective Date: March 2017**

**Limited English Populations  
and Transit Service Area**

Data: American Community Survey, 2011-2015  
Table B16002: Household Language

Estimated total count of households for the 212 Census  
Block Groups within Metro Transit service area: 143,971

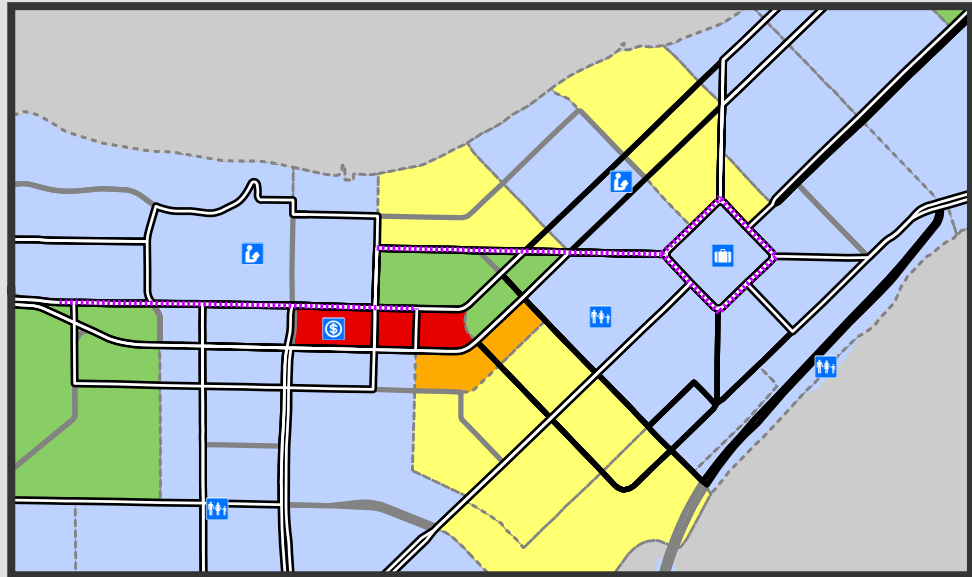
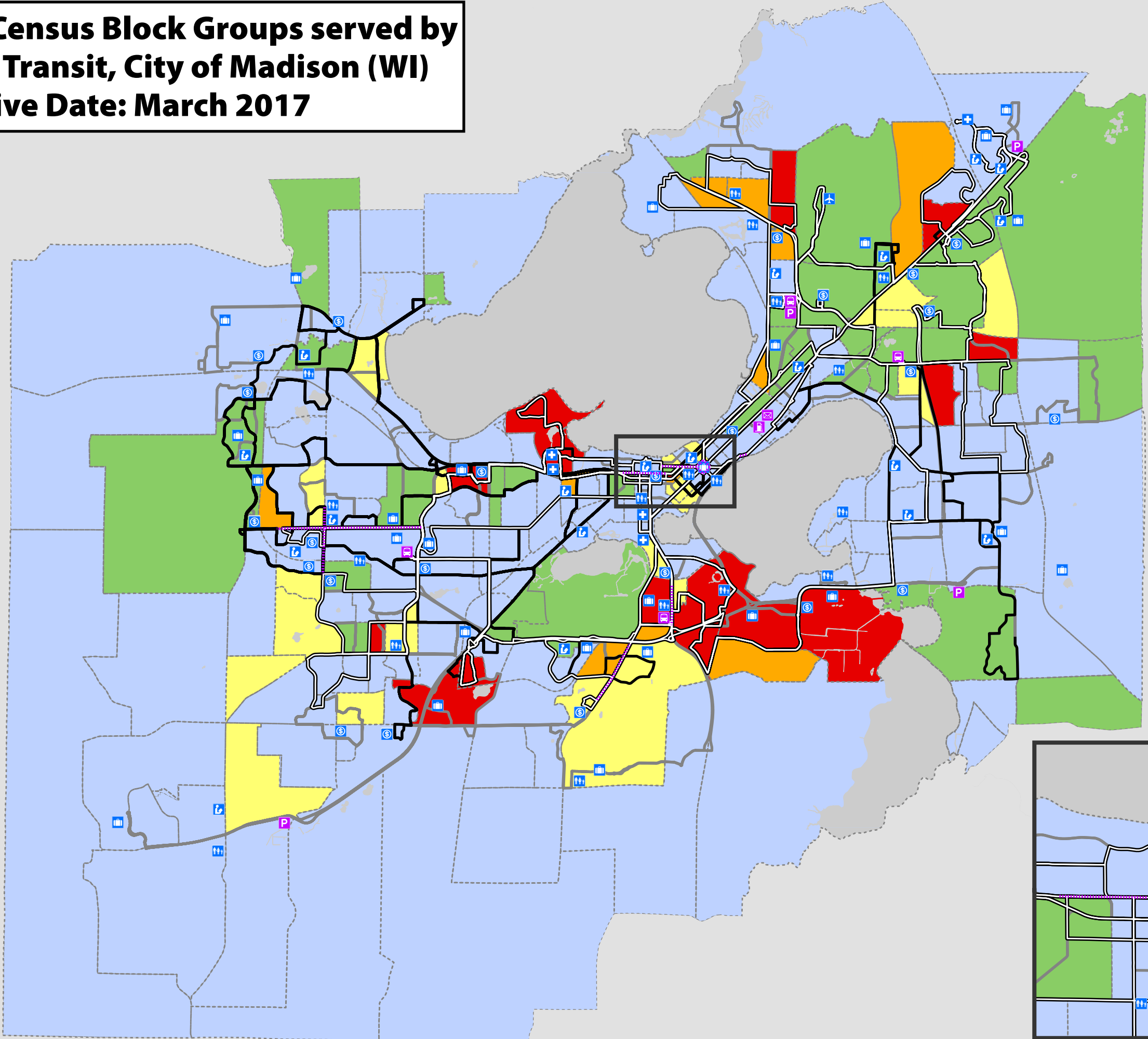
Estimated sub-total count of households where no one  
over 14 speaks English at all or "very well": 4,830

Estimated percentage of Limited English population  
within service area (system average): 3.4%

- 0 - 1/2 times system average
- 1/2 - 1 times system average
- 1 - 2 times system average
- 2 - 3 times system average
- 3 + times system average

- Daily service
- Additional weekday service
- Limited service only

- |   |  |
|---|--|
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #ADD8E6; border: 1px solid black; margin-right: 5px;"></span> Retail     | <span style="display: inline-block; width: 15px; height: 15px; background-color: #FF00FF; border: 1px solid black; margin-right: 5px;"></span> Administration office |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #0000FF; border: 1px solid black; margin-right: 5px;"></span> Employment | <span style="display: inline-block; width: 15px; height: 15px; background-color: #FF0000; border: 1px solid black; margin-right: 5px;"></span> Maintenance garage    |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #0000FF; border: 1px solid black; margin-right: 5px;"></span> Education  | <span style="display: inline-block; width: 15px; height: 15px; background-color: #FF0000; border: 1px solid black; margin-right: 5px;"></span> Transit station       |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #0000FF; border: 1px solid black; margin-right: 5px;"></span> Healthcare | <span style="display: inline-block; width: 15px; height: 15px; background-color: #FF0000; border: 1px solid black; margin-right: 5px;"></span> Park and Ride lot     |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #0000FF; border: 1px solid black; margin-right: 5px;"></span> Community  | <span style="display: inline-block; width: 15px; height: 15px; border-bottom: 1px dotted black; margin-right: 5px;"></span> Fixed guideway                           |



**2010 Census Block Groups served by  
Metro Transit, City of Madison (WI)  
Effective Date: March 2017**

**Minority Populations  
and Transit Amenities**

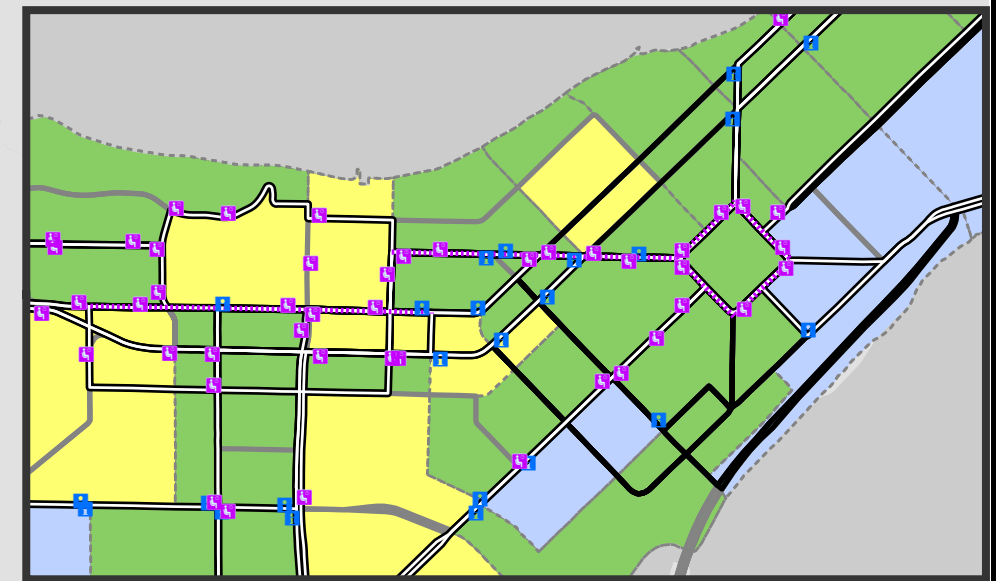
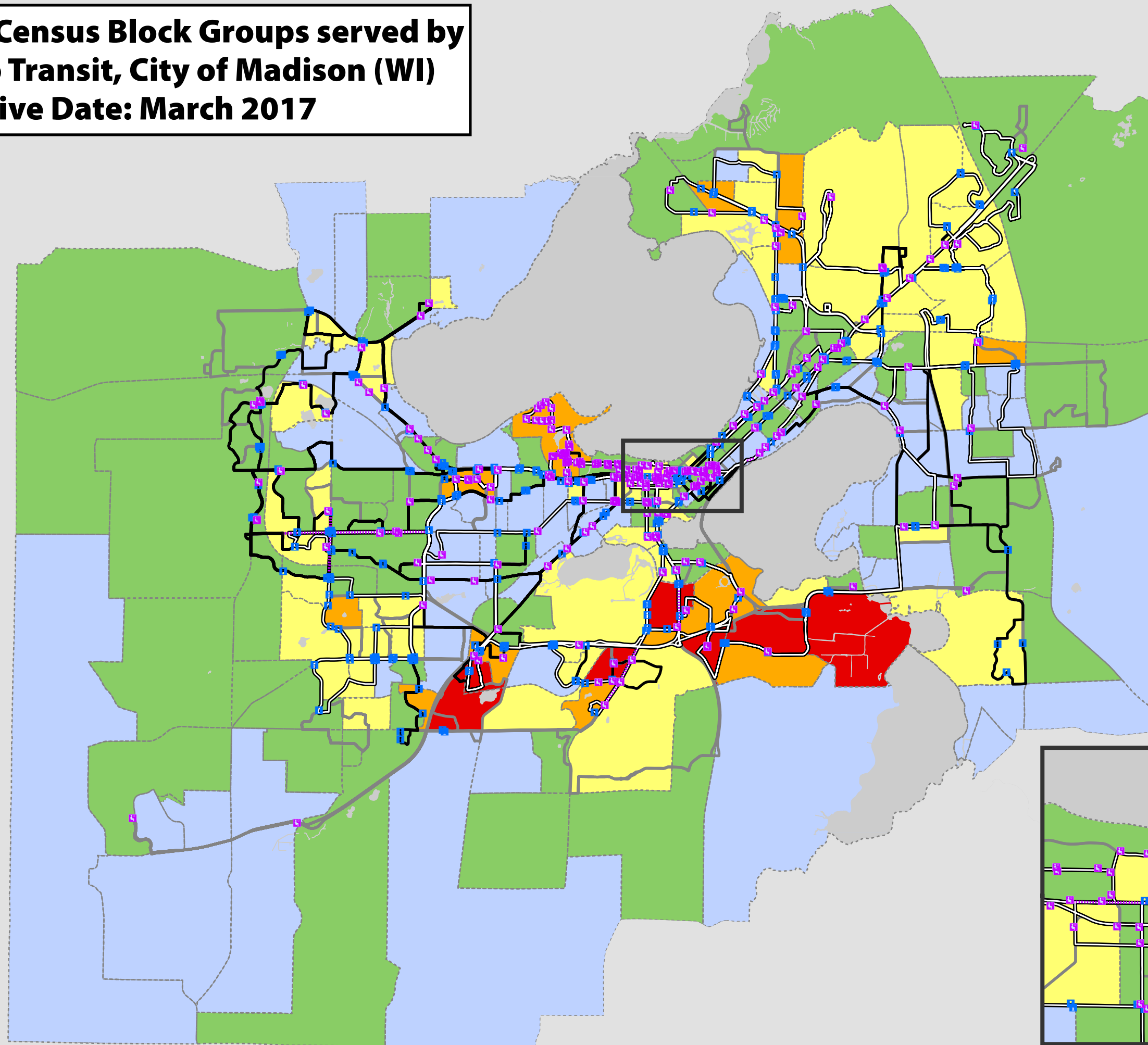
Data: American Community Survey, 2011-2015  
Table B03002: Hispanic or Latino by Race

Estimated total count of individuals for the 212 Census  
Block Groups within Metro Transit service area: 335,326

Estimated sub-total count of individuals - excluding  
White alone, Non Hispanic or Latino: 81,313

Estimated percentage of minority population  
within service area (system average): 24.2%

- 0 - 1/2 times system average**
- 1/2 - 1 times system average**
- 1 - 2 times system average**
- 2 - 3 times system average**
- 3 + times system average**
- Daily service**
- Additional weekday service**
- Limited service only**
- Information display**
- Shelter with information display**





# Metro On-Board Survey Equity Analysis Summary

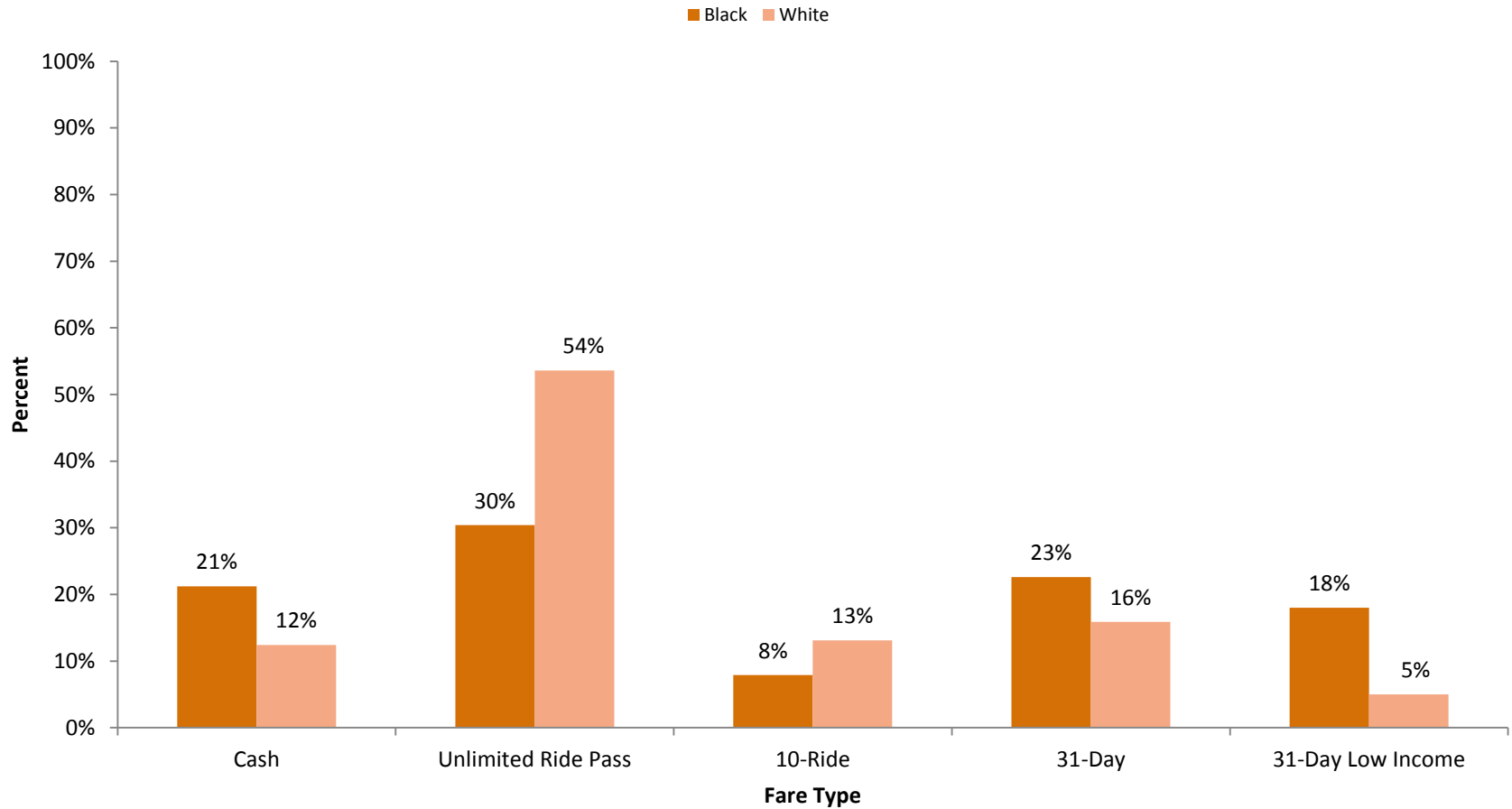
February 12, 2016



Kate Christopherson  
Metro Transit

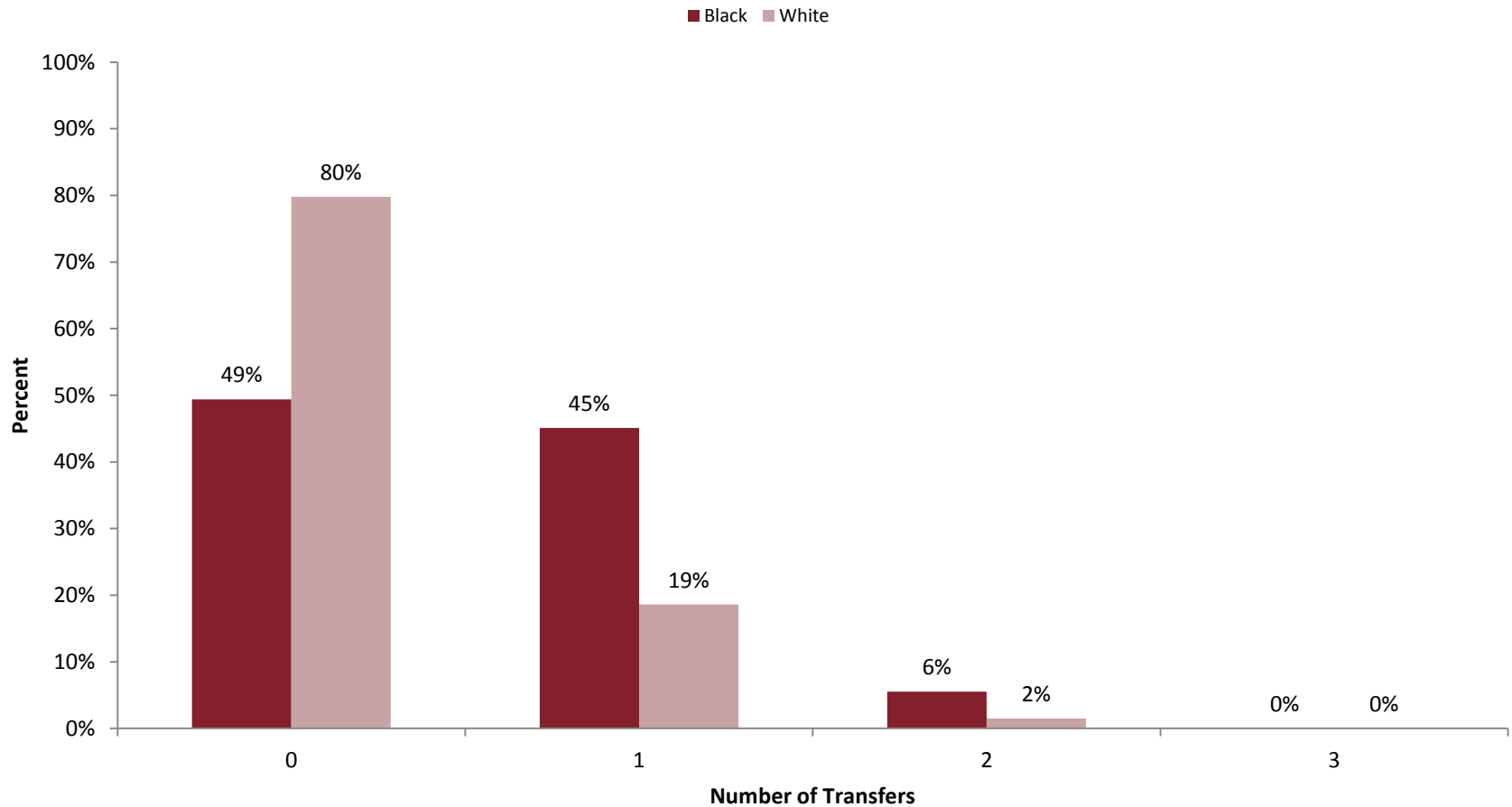
# Fare Use by Race

- Unlimited ride pass was the most popular fare type for both groups.
  - Blacks used 31 Day, 31 Day Low Income, and cash more than Whites.



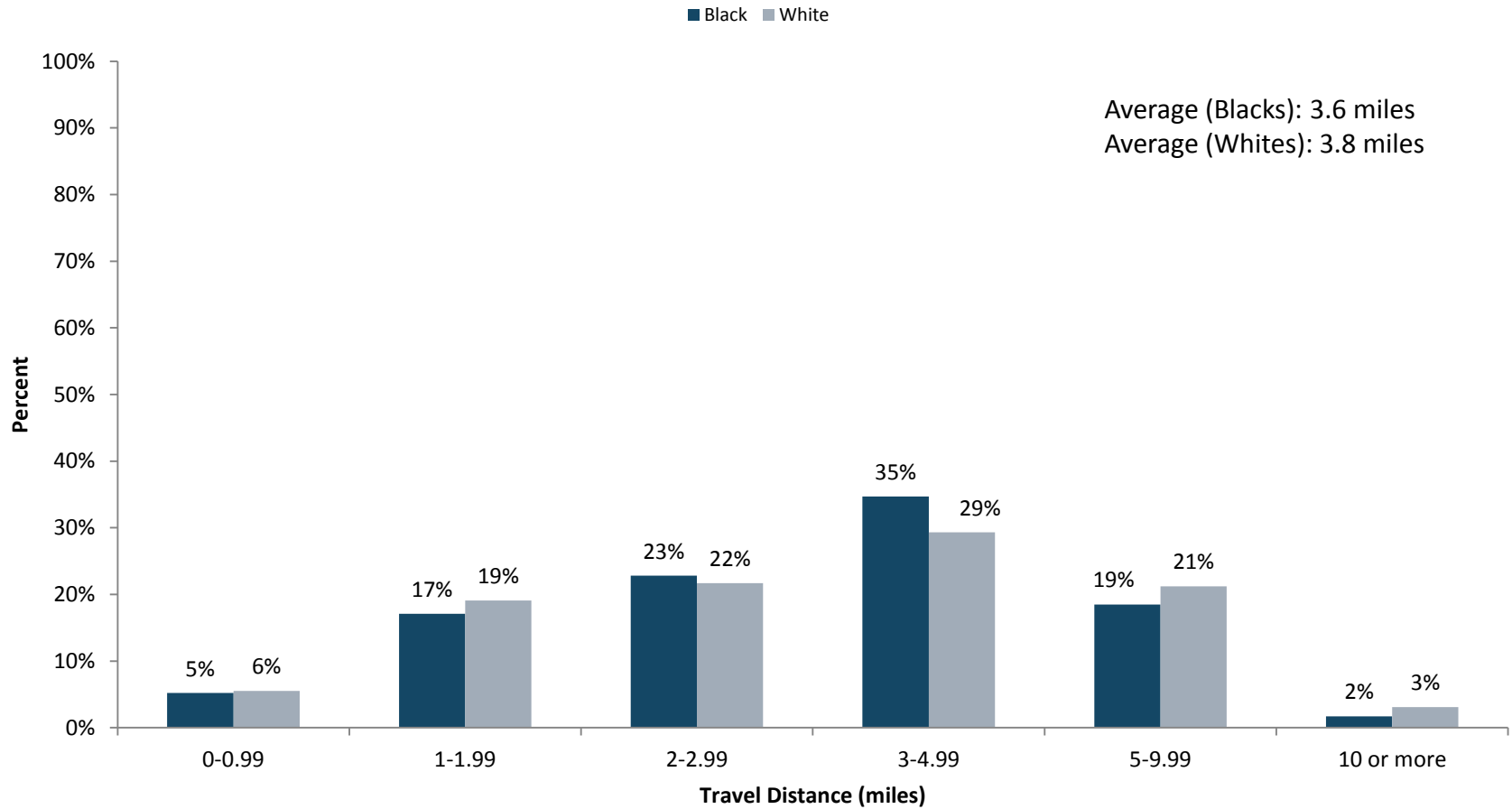
# Transfer Rates by Race

- Blacks transferred 2.5x more than Whites.
  - However, 94% of Blacks and 99% of Whites completed their trips with one or no transfer.



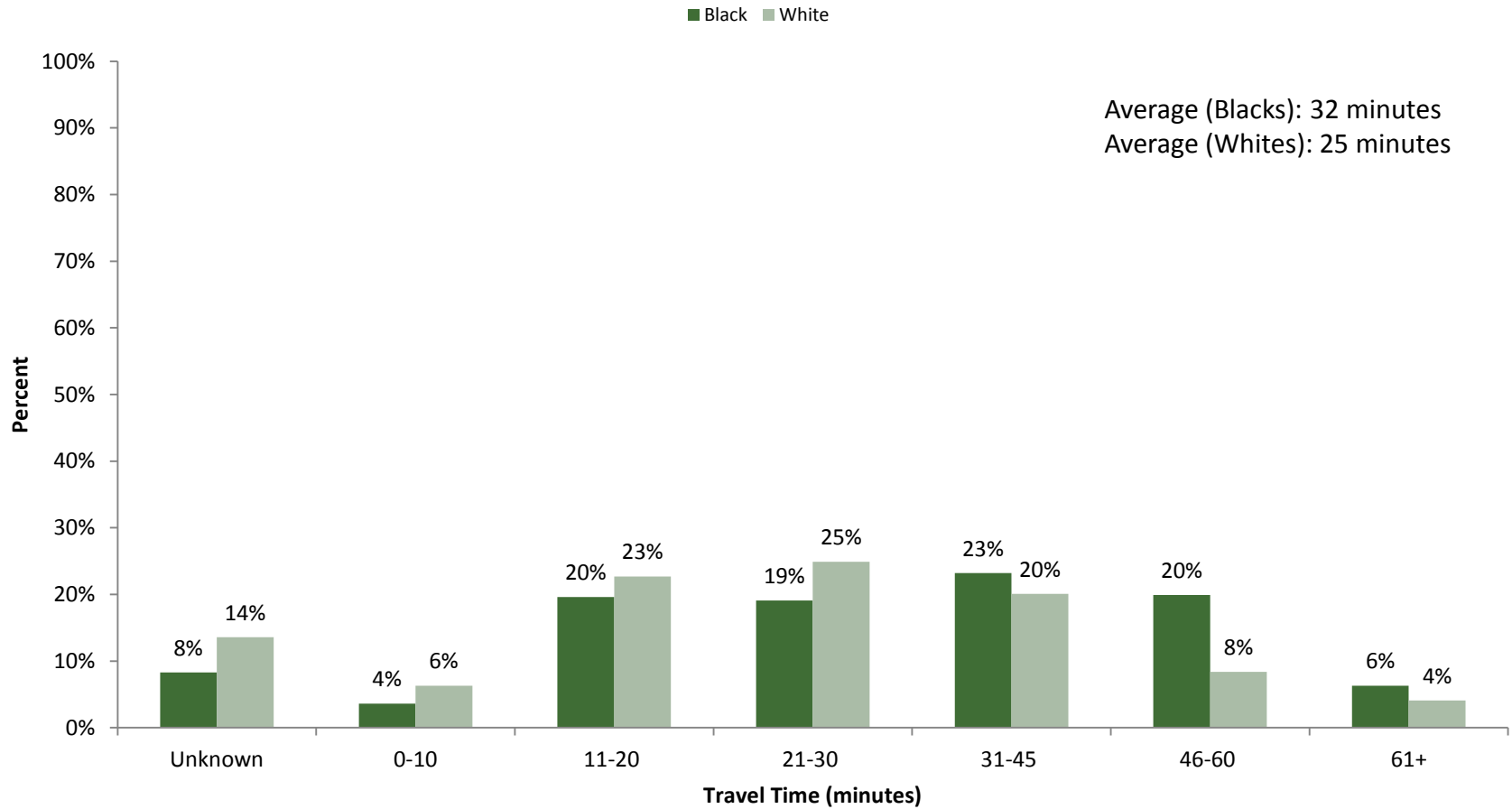
# Travel Distance by Race

- On average, Blacks and Whites travelled similar distances on the bus.



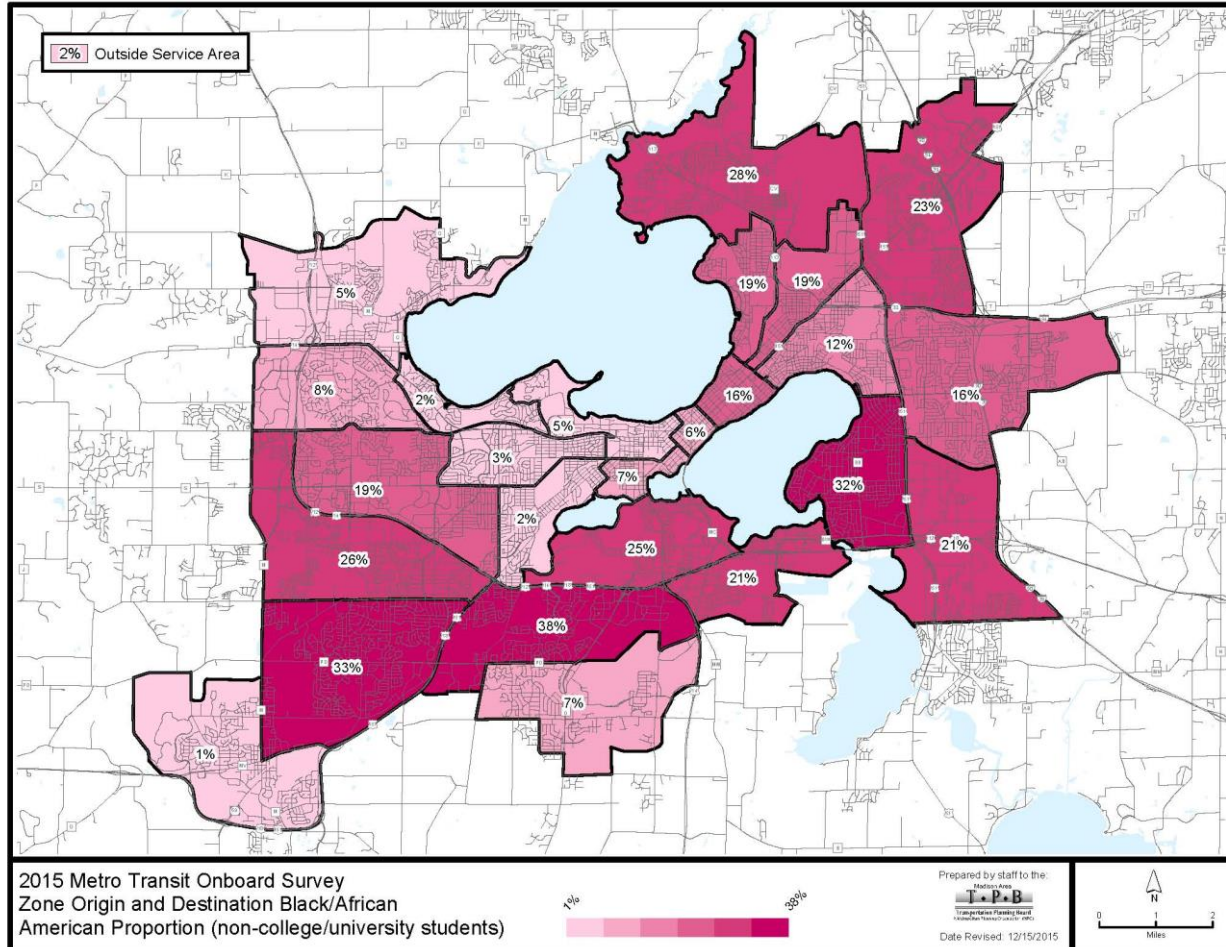
# Travel Time by Race

- Blacks spent 25% more time traveling despite traveling similar distances as Whites.



# Route Choice by Race

- High Concentrations of Black Riders: Routes 18, 20, 40, 22, and 16
- High Concentrations of White Riders: Routes 38, 37, 44, 12, and 3



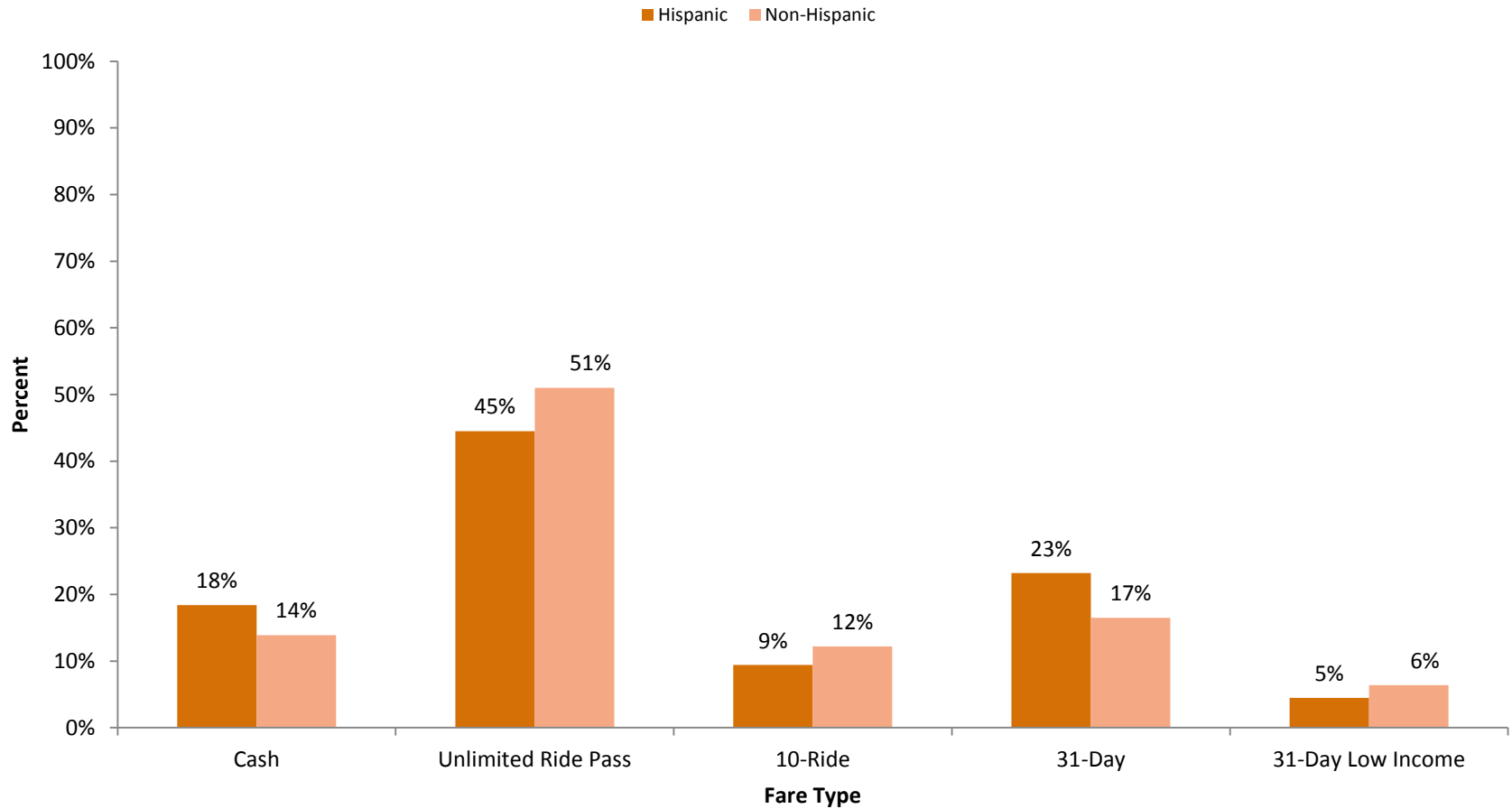
Author: plpg

Path: M:\MPO\_GIS\GIS\_Users\Jeff\_G\ArcMapProj\OBS\OBS\_OD\_Black.mxd

Date Printed: 12/15/2015

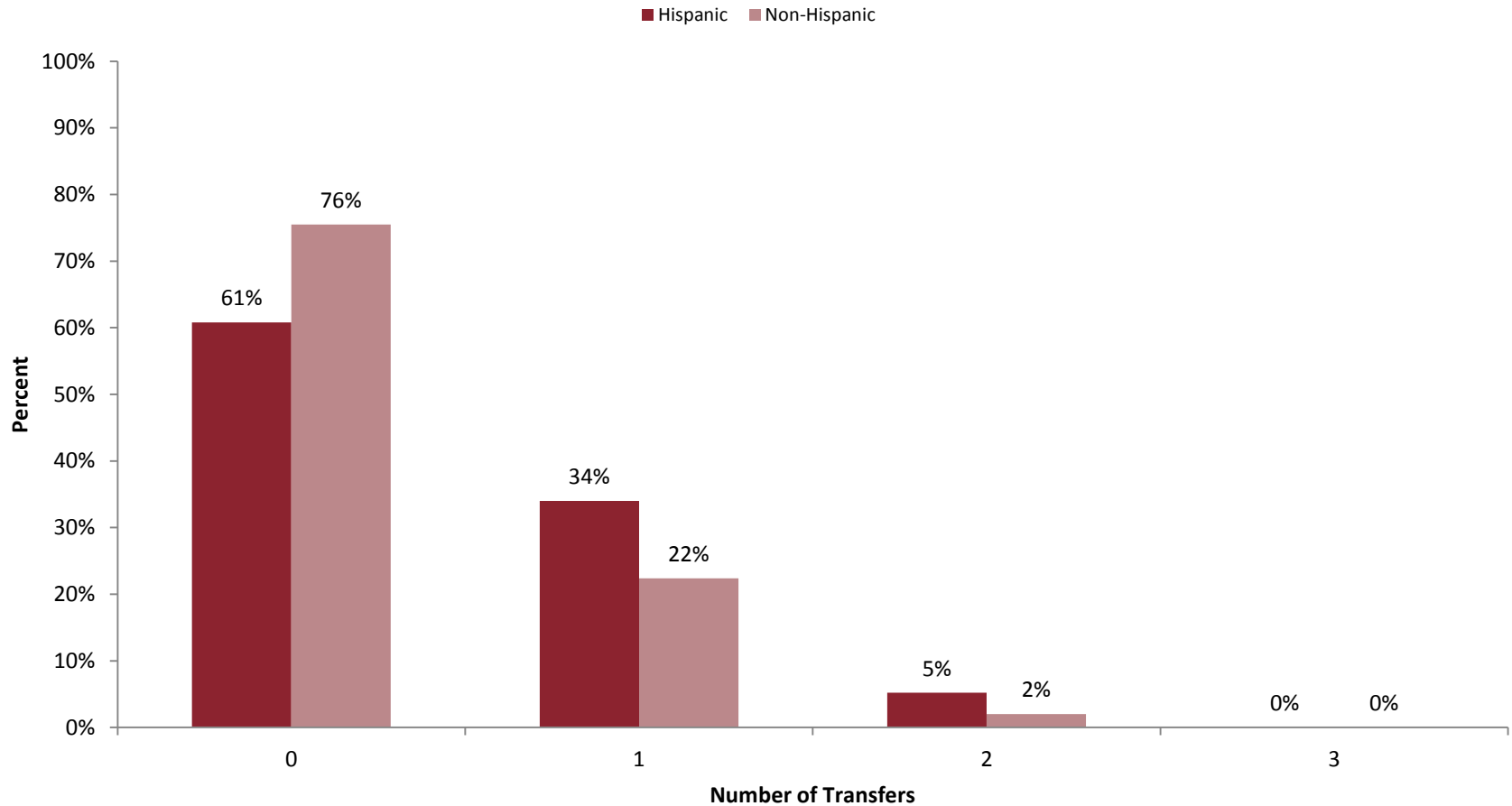
# Fare Use by Hispanic Ethnicity

- Again, the unlimited ride pass was the most popular fare type for both groups.
  - Hispanics used the 31 Day pass and cash more than Non-Hispanics.



# Transfer Rates by Hispanic Ethnicity

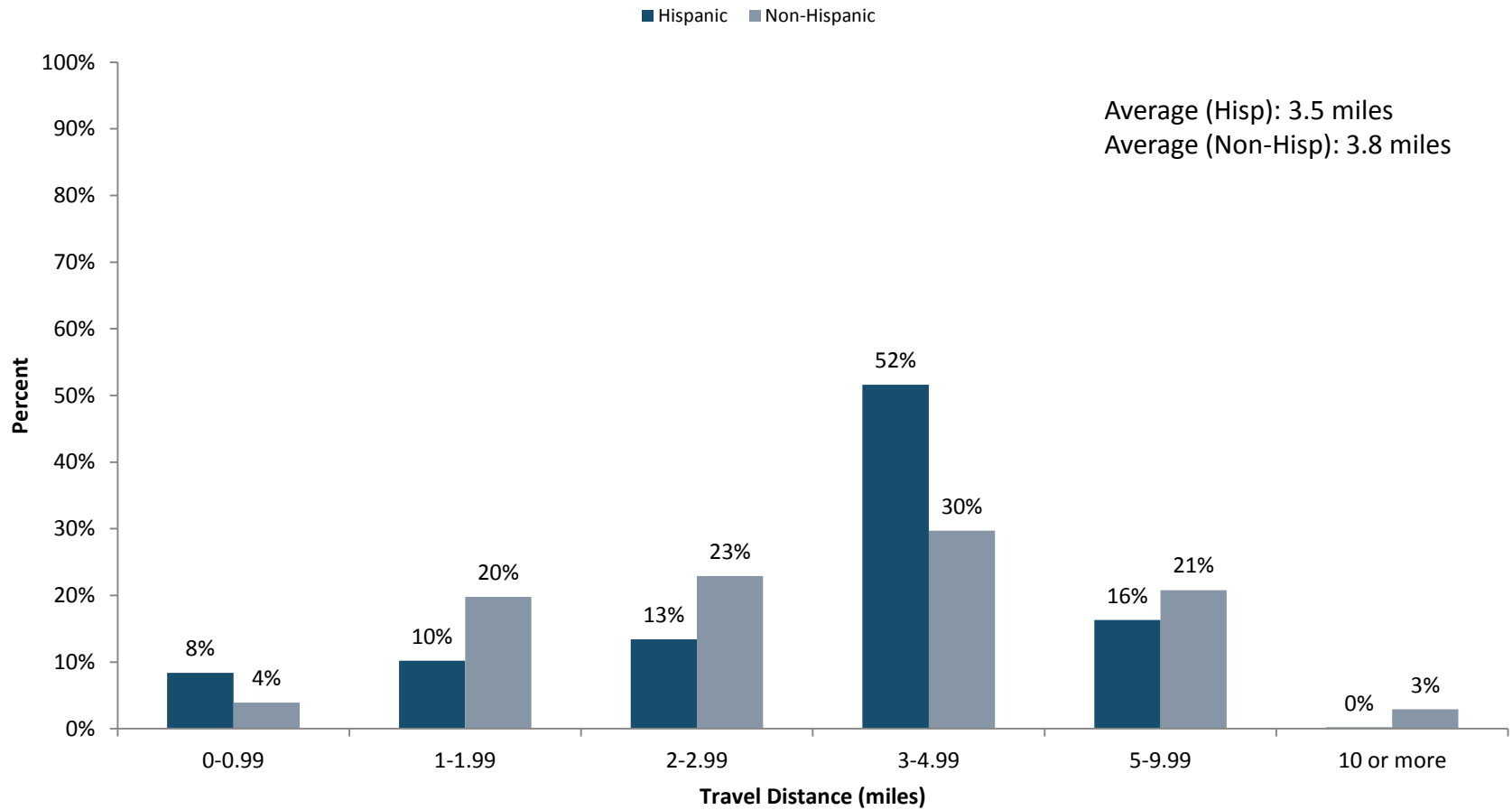
- 40% of Hispanics transferred while only 25% of Non-Hispanics did.
  - However, 95% of Hispanics and 98% of Non-Hispanics completed their trips with one or no transfer.





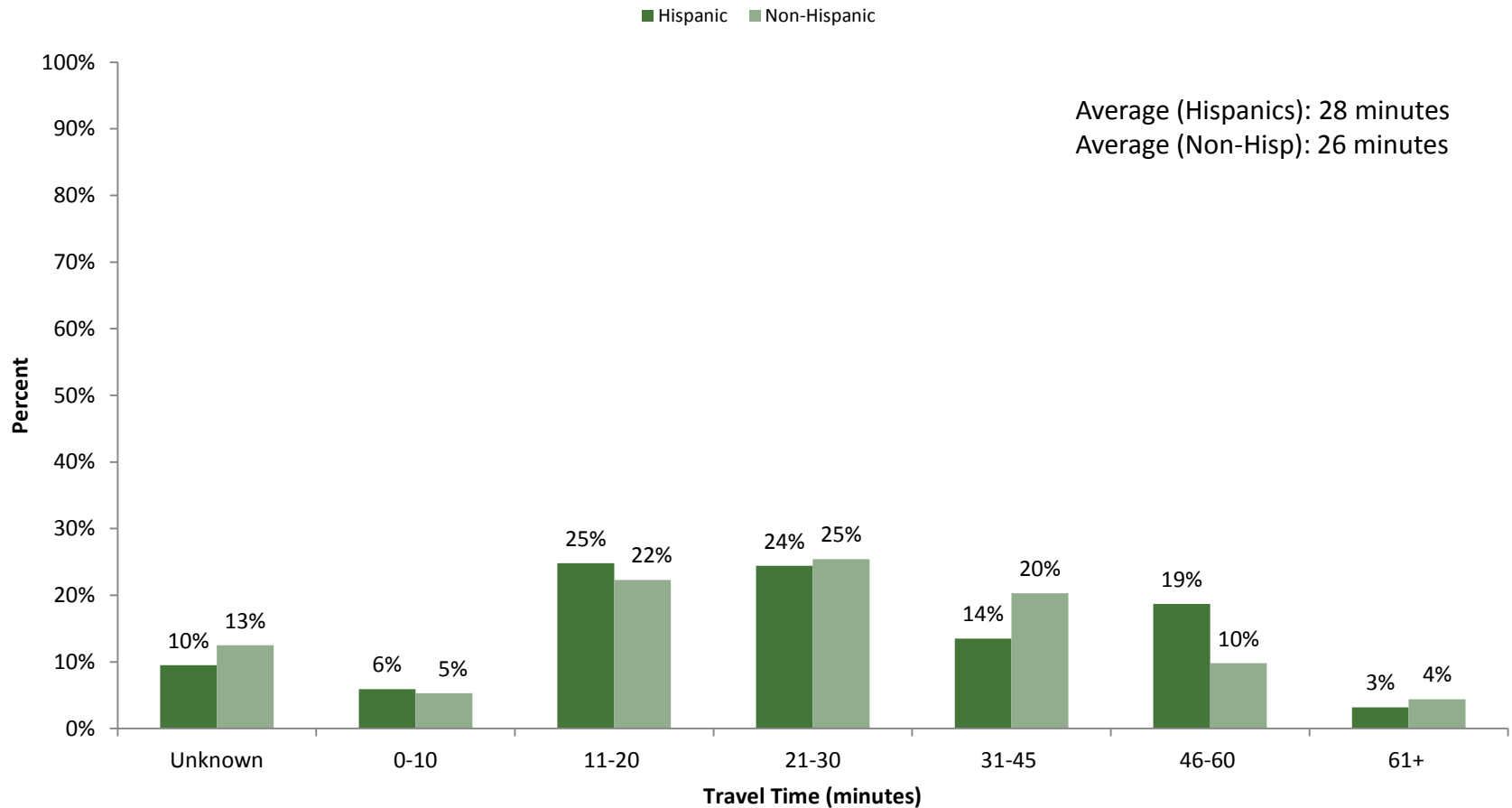
# Travel Distance by Hispanic Ethnicity

- Hispanics and Non-Hispanics traveled similar distances.



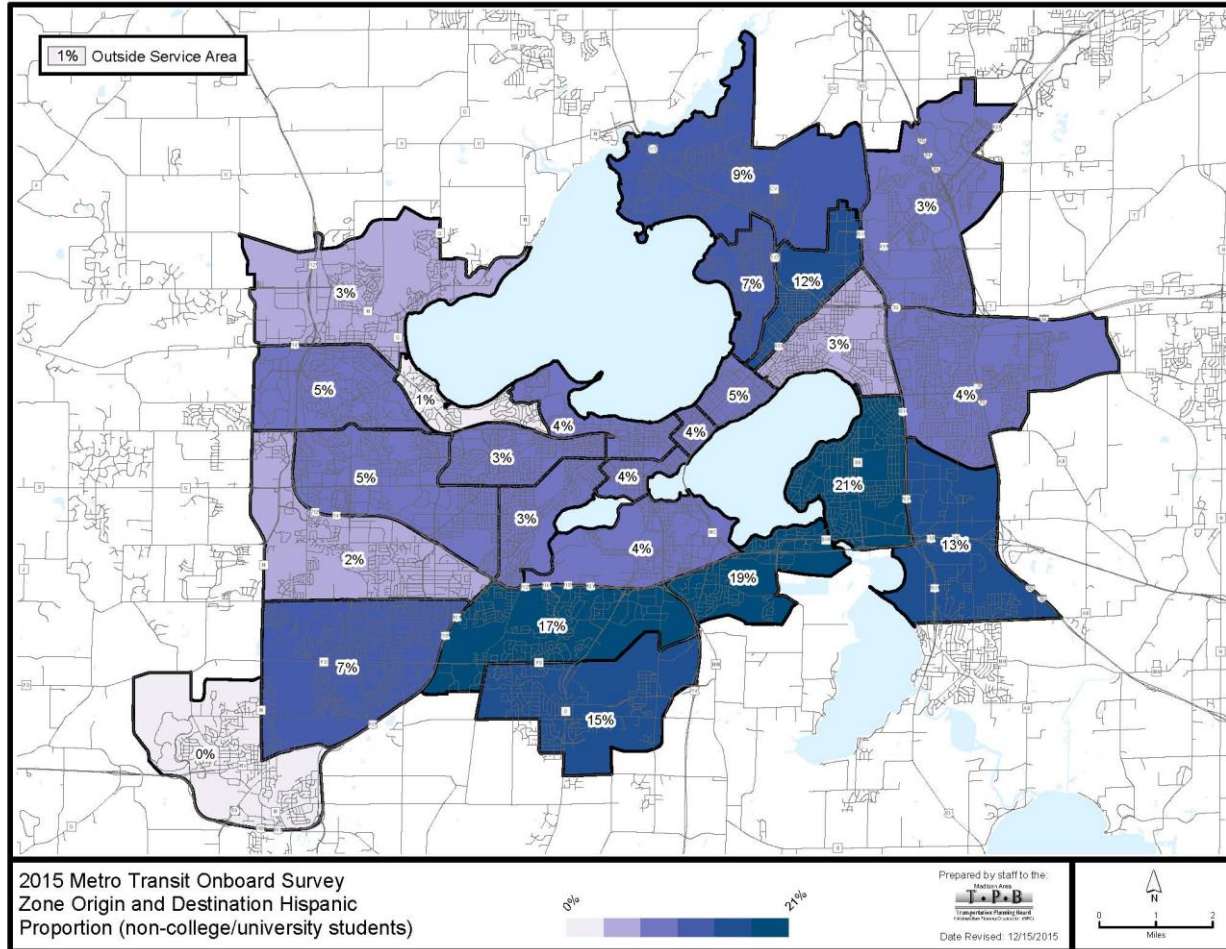
# Travel Time by Hispanic Ethnicity

- Hispanics spent 9% more time traveling than Non-Hispanics despite similar travel distances.



# Route Choice by Hispanic Ethnicity

- High Concentration of Hispanic Riders: Routes 40, 27, 16, 22, and 18
- High Concentration of Non-Hispanic Riders: Routes 12, 30, 37, 11, and 7



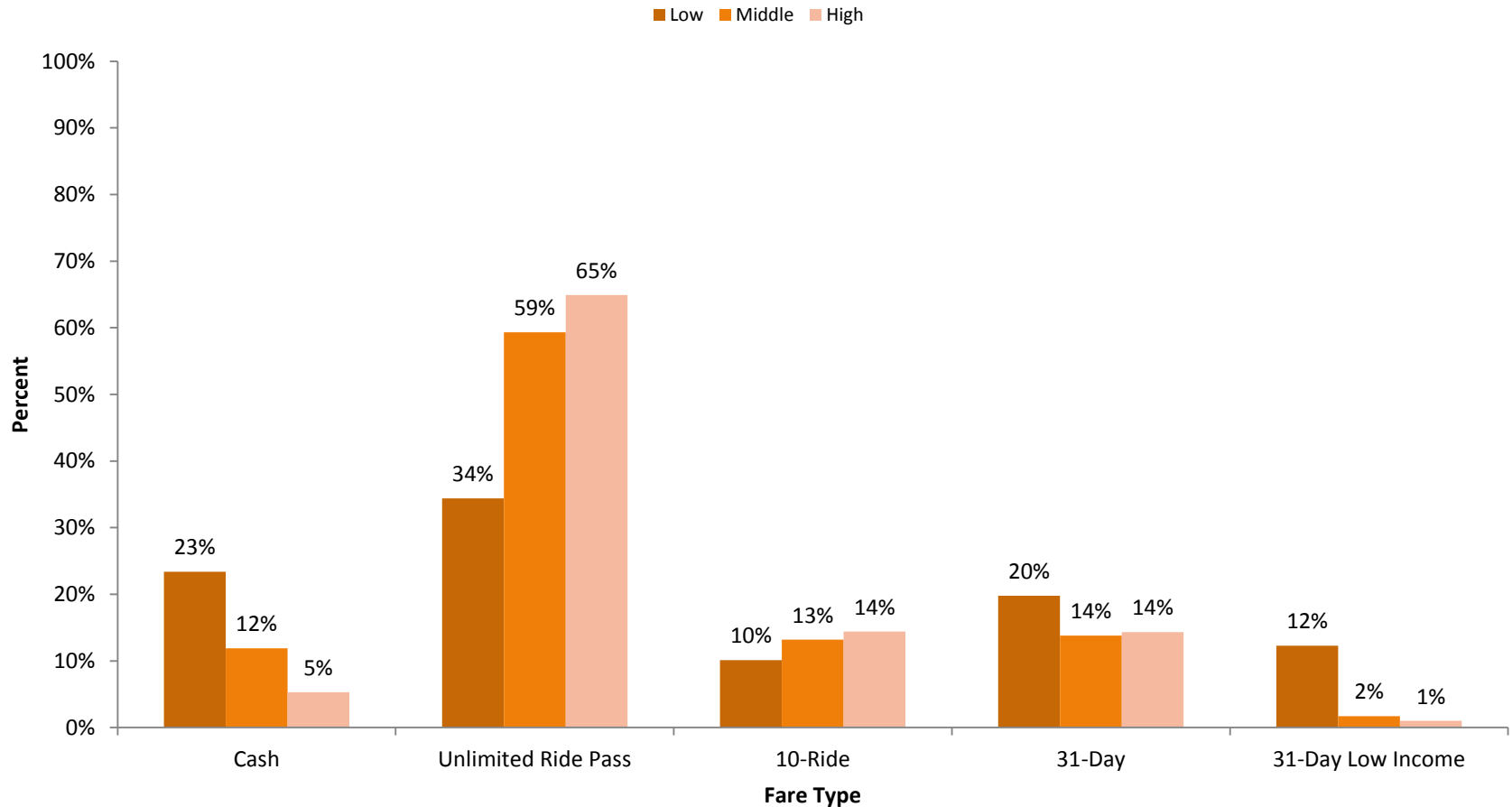
Author: plpg

Path: M:\MPO\_GIS\GIS\_Users\Jeff\_G\ArcMapProj\OBS\OBS\_OD\_Hispanic.mxd

Date Printed: 12/15/2015

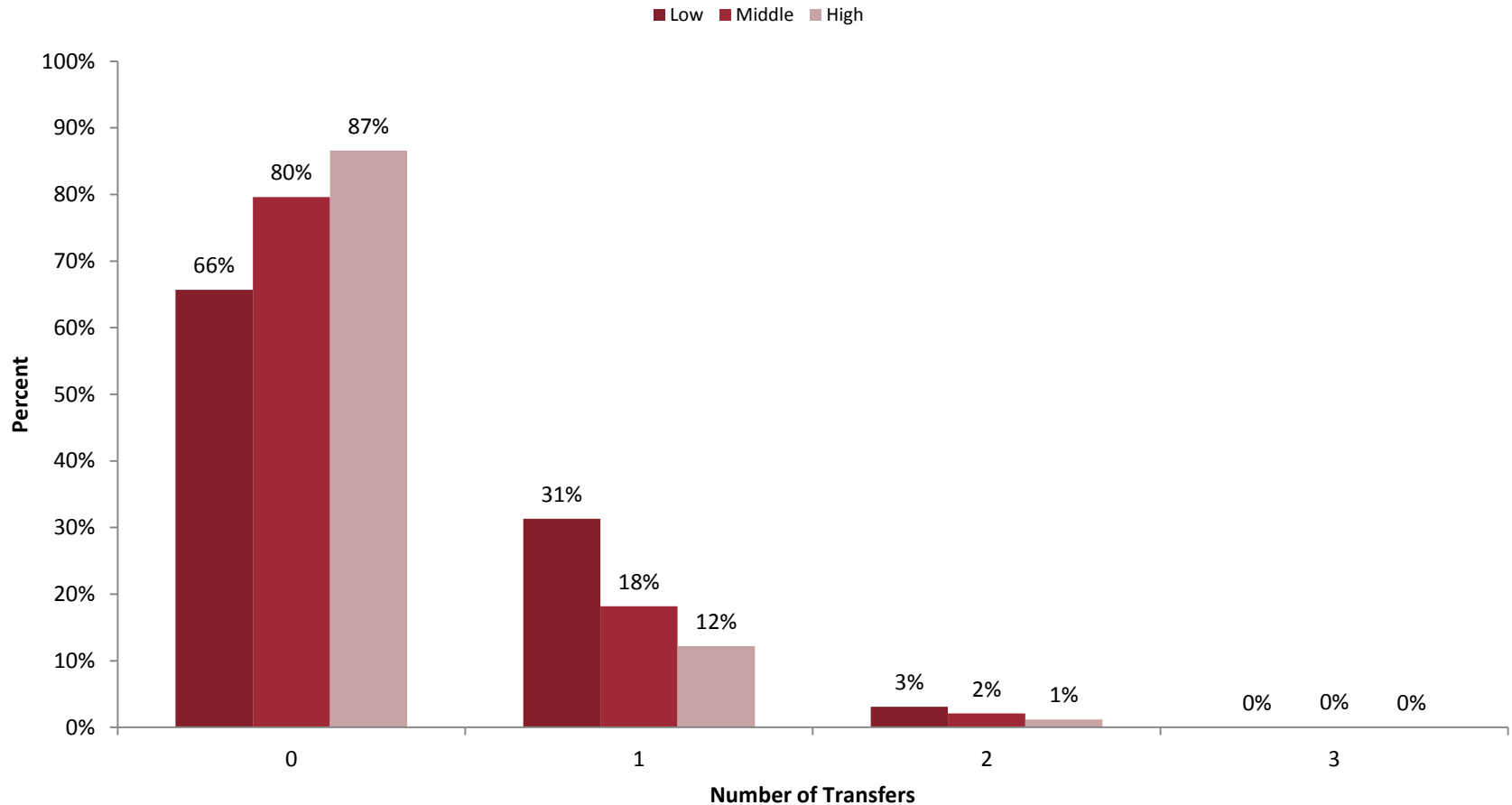
# Fare Type by Income

- Again, the unlimited ride pass was the most common fare type.
  - Low income riders used 31 Day, 31 Day Low Income, and cash more than middle and high income riders.



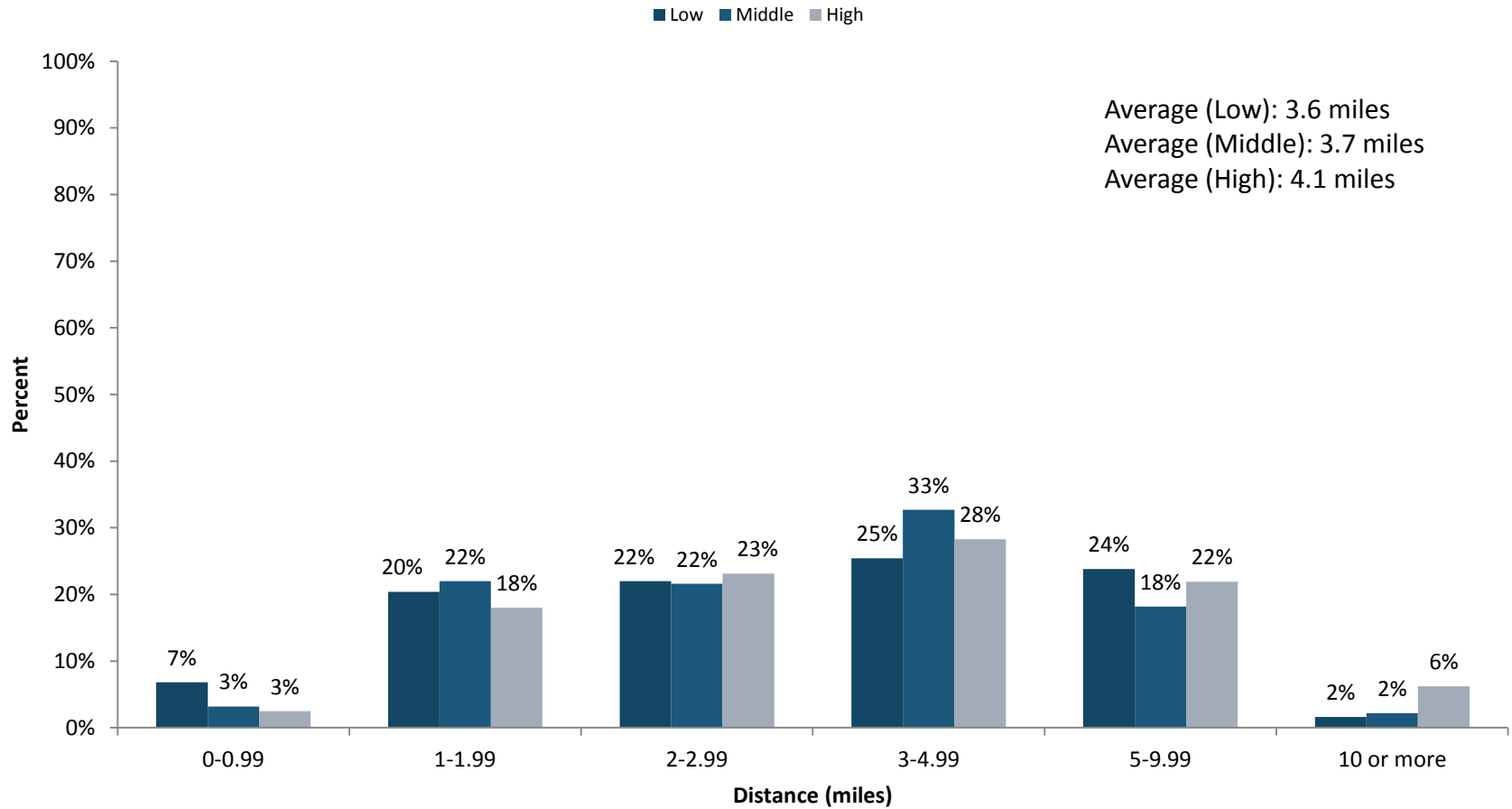
# Transfer Rates by Income

- 1/3 of low income riders transferred compared to 1/5 of middle income riders and 1/10 of high income riders.
  - In other words, low income riders transfer 2.5x as often as high income riders.
  - 97% of low income, 98% of middle income, and 99% of high income riders completed their trips with one or no transfer.



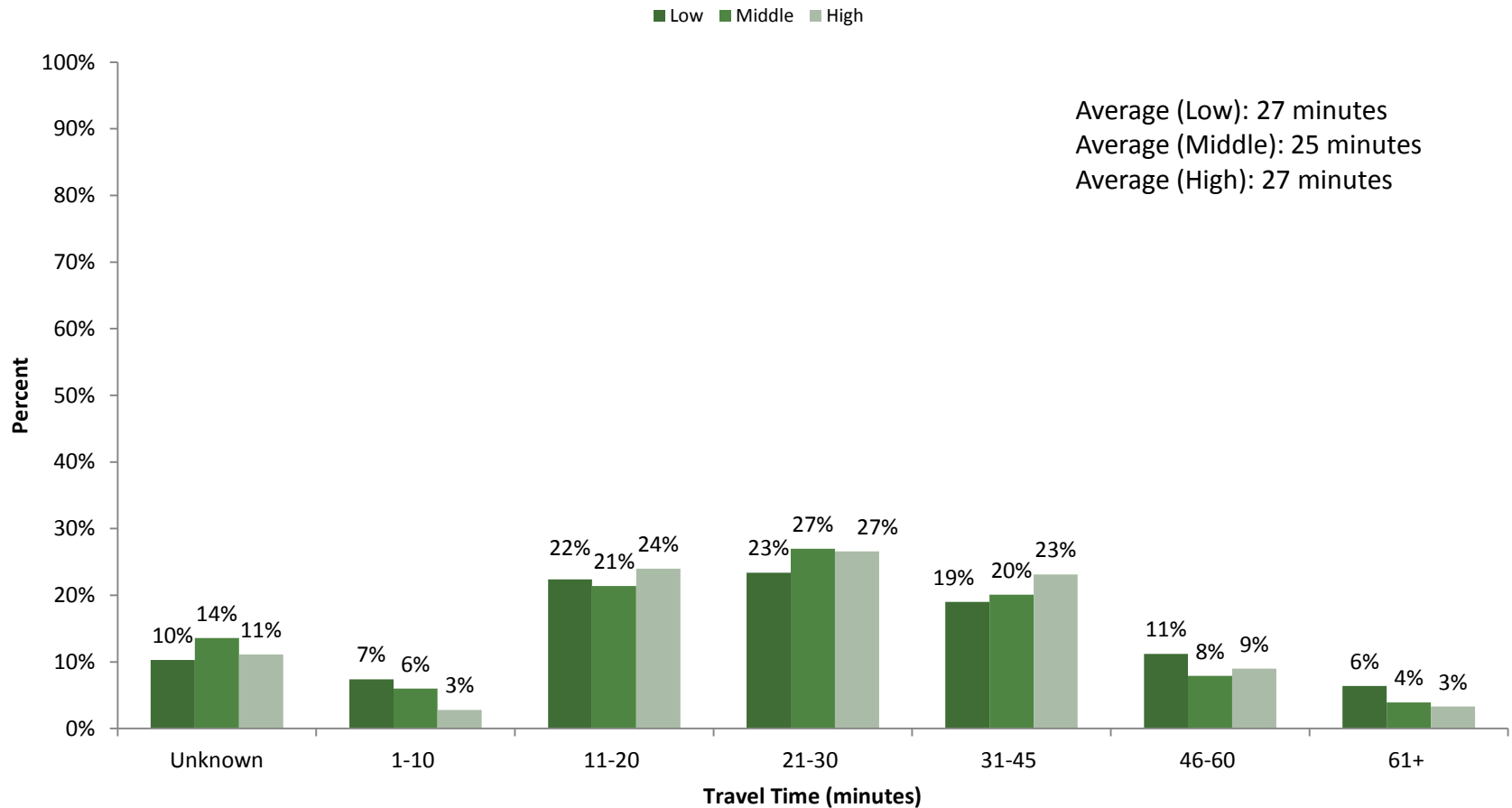
# Travel Distance by Income

- High income riders traveled the farthest and middle and low income traveled similar distances.



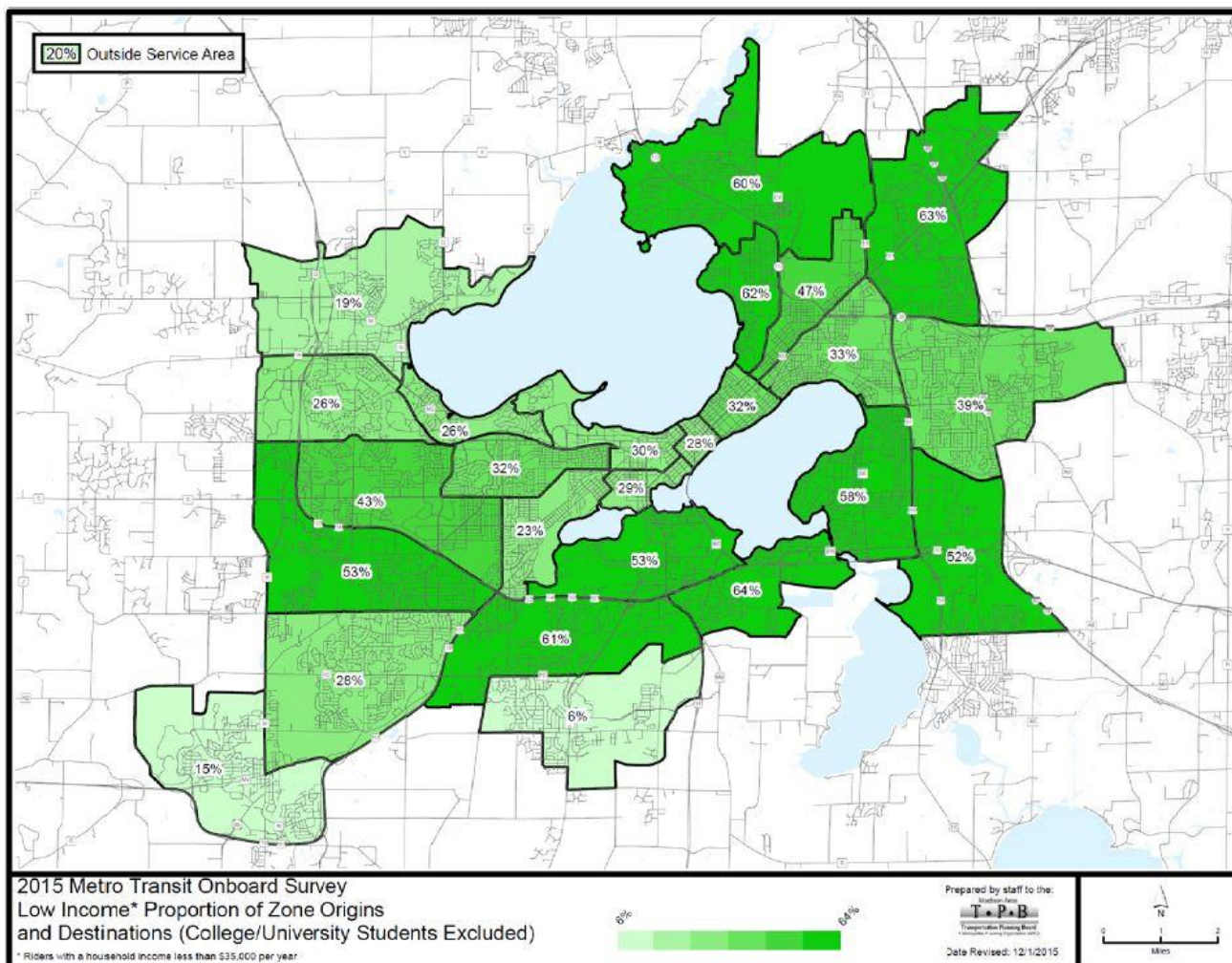
# Travel Time by Income

- All incomes had similar travel times.
  - Higher percentage of low income riders traveled more than 46 minutes.



# Route Choice by Income

- High Concentrations of Low Income Riders: Routes 40, 37, 20, 16, and 18
- High Concentrations of High Income Riders: Routes 70, 12, 75, 58, and 15





# Conclusions

- Black, Hispanic, and low income riders are more likely to transfer and have longer trips for shorter distances than White, Non-Hispanic, and high income riders.
- Possible actions
  - BRT
  - Route changes
  - Offer more low income passes and fill sales outlet gaps around the region