



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Approved TRANSIT AND PARKING COMMISSION

**PLEASE NOTE:** This meeting can be viewed in a live webcast of Madison City Channel at [www.madisoncitychannel.com](http://www.madisoncitychannel.com).

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Wednesday, March 9, 2016

5:00 PM

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

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Please note: Items are reported in Agenda order.

### A. CALL TO ORDER/ROLL CALL

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

**Present:** 7 - David Ahrens; Rebecca Kemble; David E. Tolmie; Gary L. Poulson;  
Margaret Bergamini; Ann E. Kovich and Kenneth Golden

**Excused:** 2 - Wayne Bigelow and Kate D. Lloyd

Please note: The Commission has one Alder vacancy and one vacancy in the position of Second Alternate.

### B. APPROVAL OF MINUTES

A motion was made by Tolmie, seconded by Ahrens, to Approve the Minutes of the February 10, 2016 meeting. The motion passed by the following vote:

**Ayes:** 5 - David Ahrens; Rebecca Kemble; David E. Tolmie; Margaret Bergamini and Ann E. Kovich

**Abstentions:** 1 - Kenneth Golden

**Excused:** 2 - Wayne Bigelow and Kate D. Lloyd

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

### C. PUBLIC APPEARANCES - None.

### D. DISCLOSURES AND RECUSALS - None.

### E. TRANSIT AND PARKING MONTHLY REPORTS

#### E.1. [42015](#) Parking: March 2016 Activity Report, Revenue-Expense and Occupancy Reports - TPC 03.09.16

Asst. Parking Utility Manager Sabrina Tolley said that a hold had been placed leases and monthly permits to reduce high occupancy levels at certain garages and help transient customers; thus a drop in them. The slight drop in on-street meters was a minor fluctuation. Golden/Kovich made a motion to receive the report. The motion passed by voice vote/other.

E.2. [42016](#) Metro: YTD Performance Indicator Reports - TPC 03.09.16

Metro General Manager Chuck Kamp introduced the new Paratransit Program Manager, Nancy Senn, formerly with WisDOT and Milwaukee County transit. He also said that now due in April, the TIGER grant application was being expedited. Staff would provide an update. Kovich/Tolmie made a motion to receive the report. The motion passed by voice vote/other.

**F. INFORMATIONAL PRESENTATIONS AND DISCUSSION ITEMS**

F.1. [42017](#) Park+ Model: Capitol East District Planning Evaluation, Transportation Planner David Trowbridge, Planning Department - TPC 03.09.16

City Transportation Planner David Trowbridge described the rapid re-development occurring in the Capitol East District, and introduced Brett Wood of Kimley-Horn Associates, who described the Park+ interactive modeling software that had been used to build a model of parking demand in the Cap East District over time. (Please see attached PowerPoint.)

- Starting last spring, Kimley-Horn had worked with the City to collect parking data about the District.
- Using Park+, they had built a model for parking demand in the District based on land use projections; parking characteristics, inc. inventory (private and public), pricing and occupancy; and multi-modal and user characteristics (how people accessed the area: buses, bikes, walking and vehicles).
- The model could be calibrated for seasonality. Multi-modal info came from Journey to Work data for the area.
- Parking demand shown for Cap East were specific to Cap East. The City would continue collecting data and maintaining the program, which could be used for other locations in the city.
- They had partnered with Vanderwalle to use their redevelopment projections, which were divided into three phases: 2015 to 2020, 2020 to 2030 and 2030-beyond.
- Vanderwalle's development projections included sq ft/# of units, employees/residents, and parking associated with commercial and residential investment. Over all three phases, total commercial square footage would increase by 2.257M; residential units would increase by 2,254.
- Existing conditions (at time of survey): Showed demand @ 4,447 parking spaces, supply @ 7,879 = 3,531 surplus (40% of parking supply underutilized).
- Short-term conditions (2015-2020): Showed demand @ 6,845 parking spaces, supply @ 10,418 = 3,573 surplus. The higher supply was due to heavy investment in parking because of new developments closest to the Square. Surplus stayed the same because demand increased with supply. In this phase, 2-hour parking was applied to the model, to move commuters out of the District.
- Events were not built into the current model; but they could be, even for specific venues, type of event, crowd size, times and days of week.
- Mid-term conditions (2020-2030): Showed demand @ 8,413 parking spaces, supply @ 9,886 = 1,473 surplus. Supply went down because new developments were built on surface lots.
- New developments were shown further east in the District. Non-automotive mode split was increased by 5% based on trends over past 10 years. Parking demand was going down due to less auto-dependence and more people living an urban lifestyle.

- At Mid-term: The ~1,500 surplus/10,000 supply = 15% cushion, close to what was desirable. But certain land uses were predicted that would create a latent demand of 1,589, effectively wiping out the surplus. Being at capacity, parking would be difficult.
- Mid-term Phase 2: Two new public parking facilities of ~800 spaces further east would help by creating a surplus of 2,317 .
- Long-term conditions (2030+): Showed full build-out of Cap East study area, + another 5% increase of non-automotive mode split, resulting in demand @ 9,360 parking spaces, supply @ 11,088 = 1,728 surplus, with a latent demand of 1,602; back to capacity.
- Long-term: Another 1,200 spaces of additional parking along First and along Main, showed demand @ 9,360 parking spaces, supply @ 12,760 = 3,400 surplus, with a latent demand of 930; thus creating a balanced system.

Kimley-Horn had coordinated with Planning and Economic Development, Parking Utility and Vanderwalle. Golden urged that they consult with the MPO about this Park+ model in relation to the 2050 Transportation Plan. Wood said that the City could add new assumptions to the model, such as a different mode split or BRT, as needed.

Wood said the goal of any long-term evaluation would be to identify sites that could serve the study area as nodes, sites that would serve the entire corridor with walkable parking facilities to create a more vibrant community. They had recommended to the City that future parking investment be done in conjunction with private development, to let them help drive it. It would be more cost-effective, and it would avoid situations where a development built spaces that were off-limits to anyone but those using the development.

F.2. [42018](#)

Metro: Update on Safety and Security, MPD Captain John Patterson and Staff - TPC 03.09.16

MPD Capt. John Patterson discussed the Calls for Service (CFS) graph.

- These were citizen-generated or officer-initiated calls.
- Last year was pretty good, with drops at three transfer points (TPs). STP and WTP continued to be the most active.
- Training would be held shortly for patrol officers to participate in overtime assignments at TPs.
- Metro set aside \$96K to schedule ~1,200 hours, from April through October, with special attention to end/beginning of school year.
- Shifts started between 2-4 PM and ran to 6-8 PM.
- The program provided higher MPD visibility at TPs; and gave drivers/citizens more opportunity to talk to police.
- The types of incidents varied. STP and WTP had the most juvenile-related incidents because they were transfer points for school exchanges.
- There didn't appear to be any trends to show that more serious incidents (Ex. fights) were occurring in any greater proportion than any other type of incident. Break-outs of the types of incidents could be provided.
- The rise in incidents at the NTP could be due to having more police presence there resulting in more reporting.

Kamp and Chief Safety Officer Phil Gadke discussed the Driver Reported Incident (DRI) chart.

- Similar to the MPD's report about TPs, DRI's (Fixed and School) had also dropped, from 643 to 568.

- Even as #'s went down, drivers were being encouraged to file reports, in order to get accurate statistics.
- This program was very important, and Metro would adjust funds in the budget as needed.
- Typically, DRI's were incidents en route reported at the end of a shift; and DRI's mostly did not overlap with MPD calls, which were incidents at the TPs.
- To address student behavior, Metro issued an EZ Rider "Limited" pass, which could not be used evenings and weekends. Pulling a pass entirely was not common.

[Please note: Ahrens left the meeting at this point, at 5:45 PM.]

F.3. [42019](#)

Capitol East Staff Report and Project Briefing - TPC 03.09.16

Tolley and Economic Development Specialist Dan Kennelly highlighted items in the Staff Report on Cap East Parking Structure (attached), and answered questions.

- The first section described the Cap East District, inc. projected development and parking needs. Page 6-forward gave an overview of transactions, agreements, approvals needed.
- The City needed to take ownership of the MGE property at Main-Livingston. They were heading towards purchase rather than a lease option.
- The City needed to sell the 800 block of E. Wash. to Gebhardt, and had general agreement about the price.
- PILOT would be greatly reduced here. Downtown garages paid at assessed value. This East garage would be assessed at a lot less, at least in the first few years, and PILOT would be nominal. The value of real estate was a function of the potential income from the property. The East structure would operate at break even, so the value would be close to nothing.
- The formula that would be used: \$20K for every \$100K in net revenue. If net revenue simply broke even, the PILOT would be nothing.

[Please note: The group proceeded to the Public Hearing at this point, at 6 PM; and returned to this discussion after the Hearing was closed at 6:26 PM.]

- TID 36 would finance the structure. The project plan and boundary of the TID would be amended to include some additional sites where increment was expected, and to raise the spending cap.
- The 450 spaces in the structure would leased to Gebhardt and American Family for their exclusive use M-F from 6 AM-6 PM. Aside from that, the structure would be available for public use.
- Current thinking: Better to use TIF for a public structure that would meet the needs of private development and serve the public as well; that consolidating parking in a few strategic locations was better than subsidizing inefficient private parking in each new project.
- RFP's to select a firm for parking structure design were due 3/29. The design would need to address the ATC easement, retail use on Main Street, and a possible solar array on the roof. The design of the solar array would need to be such that it did not impede expansion of the structure.
- Entrances/exits would be fully automated; parking staff would do maintenance; JBM would do security. The cost of each space would be \$70/month. The length of the lease was still being discussed, perhaps it would end at TID closure.
- A staff panel would review RFP's and made a recommendation, to be put in a resolution for referral to TPC possibly in May. Once a firm was selected, they would bring their design ideas to the TPC.
- Different permit packages (for PM's/weekends) could likely be devised and

marketed.

- Both the Cosmos and the parking structure would go through the land use approval process, which would include neighbors.
- Perhaps an omnibus resolution related to the 8 transactions could be presented to the Council and brought to the TPC as a vehicle for seeking input, in advance of bringing each specific agreement one at a time.
- Staff would return to the group with updates.

Members raised questions and commented.

- (Golden) An economic analysis would be helpful to see if perhaps building extra spaces now would induce faster development in the area.
- (Bergamini) If Gebhardt were to sell his interest, would the purchaser inherit the parking spots at the current rate? The agreement needed to speak to the length of time the rate was guaranteed; and this should be passed through the TPC.
- (Golden) Before the various transactions got too far along, it would be a good idea to seek input from the Commissioners. For example, he opposed the PILOT methodology. (Kovich) It would be good if staff scheduled an organized opportunity for members to comment.

F.4. [41691](#)

Metro: Jenifer Street Construction Plans and related Bus Stop and Detour Information - TPC 02.10.16 & 03.09.16

Poulson invited registrants to speak first.

- 1) Gayle Gold, 1044 Jenifer Street, 53703, redistributed a diagram showing residences, driveways, and the # of vehicles impacted by a westbound farside stop (attached). At her 2-flat, 3 vehicles would be backing out blind onto Jenifer; visibility would be severely impaired. Eight vehicles next door created quite a bit of traffic and would also be affected. Cars already crossed into the opposite lane to exit; would be even more so with the narrowing of Jenifer. Bus drivers would have to be patient while residents drove slowly out. Where would garbage cans go, when riders waited for the bus?
- 2) Dennis Chandler, 1044 Jenifer Street, 53703, discussed how the heights of different vehicles (cars, buses, bikes) affected visibility. The head of a biker could be seen above the roof of a car; not so with a bus. To safely exit his driveway, someone in the street would need to give him hand signals. Having had no accidents here (for 30 years), they might be trading a potential danger for larger problems. For ped safety, other alternatives could be tried (such as a stop sign). Though a small area, many lives would be affected.
- 3) Peter Wolff, Jenifer Street, 53703, member of the Marquette Neighborhood Traffic Committee, opposed the E. Wash. detour, and offered an alternative: Go westbound on Spaight, go eastbound on Williamson; to save time, divide the # of stops in half (stopping at Paterson and Ingersoll only). Re: Spaight opposition, residents there should be able to tolerate the situation for a short period. Buses had used Spaight in the past. Buses could slow down on the two blocks with speed humps. During Willy St. Fair, E. Wash. could be used. Re: confusion about split routes, neighbors would help spread the word.
- 4) Larry Jensen, Jenifer Street, 53703, wrote in opposition to the E. Washington detour (comments attached): The distance was too great, the industrial corridor was potentially dangerous; ridership would go down; Spaight and Willy St. were viable alternatives, esp. if stops and parking were reduced.
- 5) Jeff Waldman, 1050 Jenifer, 53703, spoke in opposition to farside stop westbound. Consider moving the stops and driver exchange point to Brearly. His place was within feet of the new stop. It would be noisy and littered. Either

leave the current stop alone or move it. He asked members to vote in favor of the community.

6) Aaron Berry, S. Few Street, 53703, wrote in opposition to the E. Washington detour (comments attached): Supported Willy St. detour instead; rubber mats could be used as bus pads for wheelchairs; removing parking during peak hours would help travel times; detour for Willy St. Fair, as always.

Kamp and Metro Planning & Scheduling Manager Drew Beck discussed the relocation of stops at Ingersoll and the detour.

- Because of safety concerns, staff continued to support relocation of Ingersoll stops to the farside, based on the number of riders and pedestrians at this location, the number of close calls and accidents at nearside bus stops, and the issue of right turns in front of buses.
- Re: the detour, staff was looking at Willy Street and Spaight Street, inc. turning onto Spaight and removal of parking on Willy St. Parking would probably have to be removed on Willy St. at other times besides peak periods, but only in certain locations. Stops would likely be placed every other block.
- The equity impact analysis of the detour was not yet finished. The analysis looked at the safety of waiting at transfer points when riders missed a bus as well as the safety of walking through the railroad corridor. Passengers using the routes were being surveyed.
- Alder Rummel would be included in the review of parking.
- Staff hoped to bring an update to the April meeting.

Members commented.

- Bergamini thanked Metro for sending an article, and for listening to everyone and looking at this so thoroughly. She was curious about the actual data re: crashes at nearside stops at Ingersoll; and didn't feel farside stop was a "one size fits all" solution in every situation. She recalled how a different group of neighbors had a short time ago strongly opposed eliminating any stops on Jenifer. No matter what decision was made, somebody would be impacted negatively. She also noted that stats on routes that were detoured showed long-term impacts on ridership.
- Golden asked when was Spaight last reconstructed (re: wear and tear if used by buses); wanted staff to evaluate the MNA recommendations of Spaight west, Willy east; had questions about the cost of installing/removing temporary pads, and how much parking would need to be removed on Willy Street. Also, the diagram provided by Gold was very convincing, and he hoped an alternative could be found.
- Kovich felt that safety was a big concern, and appreciated how Metro was trying to balance the needs of all their riders inc. those who depended on timely transfers at TP's.
- Poulson liked the diagrams and info provided by Metro re: the detour.

F.5. [42020](#)

Metro: Fare Change Analysis - TPC 03.09.16

Transit Finance Manager Wayne Block joined Kamp to discuss the fare change analysis. The Analysis (attached) identified equity sensitive fares based on the on-board survey. 2016 budget highlights (attached) helped explain why a fare increase was needed.

- The increase was aiming for \$500K impact on 2017. Using newer ridership numbers, the analysis predicted a ~\$470K impact.
- A public hearing was being planned for May, with approved changes going into effect in September.

- The elasticity model adjusted for the impact of an increase to certain passes/cards inc. those originally discounted to increase ridership/revenue.
- Cash rides (adult, youth, senior) accounted for 700K rides; discounted passes accounted for 5.7 million. They aimed for a balance between their revenue goal and equity issues.
- For funding, FTA required Senior fare to be half of cash fare.
- Re: such fares as the Adult 10-ride Card, the elasticity model could be used to evaluate various scenarios. If members wanted to explore this, they should contact staff. Over past 8 years, use of the 10-ride had declined steadily, while unlimited passes had increased.

**G. NEW BUSINESS ITEMS**

- G.1. [42022](#) Metro: Request for public hearing regarding proposed August service changes - TPC 03.09.16

Kamp noted that only Routes 17 and 31 required additional funding for more off-peak service, per NRT recommendations. Weekend service would be added to Route 17, connecting the East and North TP's. Other changes were intended to help with schedules and turning movements to improve safety. Pointing to Route 5, Bergamini suggested that concerted outreach be made to Bram-Fisher neighborhood, which contained elderly housing. Kamp said all the alders in the affected areas would be alerted, with an offer to meet with neighbors. Kovich/Tolmie made a motion to approve the request to hold a hearing in April regarding service changes. The motion carried by voice vote/other. Please note: Golden was out of the room when the vote was taken.

**H. 6:00 PM - PUBLIC HEARING: To hear public comment on proposed parking rate increases, effective June 2016.**

- H.1. [42029](#) Public hearing on proposed parking rate changes, effective June 2016 - TPC 03.09.16

Tolley talked about the two different proposals, one from Staff and one from the TPC Subcommittee, as well as the Garage Occupancies 2006-2015 chart (attached).

- Special Event fee: Staff had proposed an increase initially. This had been put on hold because the Subcommittee wanted to look at the possibility of expanded hours for on-street enforcement, and other options for short-term parking. This could be handled as a separate item. Meanwhile it would remain the same.
- Based on stakeholder feedback at the 2/22 TPC Subcommittee, the group recommended the following changes: Instead of raising the hourly rate at the Overture garage from 75¢ to \$1.10, the Subcommittee proposed an increase to \$1.00. Instead of raising the hourly rate at State St Cap from \$1.00 to \$1.10, the Subcommittee proposed a reduction to 90¢, to shift demand.
- Besides funding garage maintenance and replacement, an important purpose of rate changes was to shift demand across facilities.
- Re: occupancies, 2009 rate changes reduced occupancy at Gov East and raised occupancy at Cap Sq North. Since 2012, occupancies had become more balanced due to targeted increases in certain facilities.
- On-street rates were kept higher than off-street rates, to encourage turn-over and provide spaces for short-term parkers.

- In 2015, Overture, Gov East and Cap Sq North had the highest occupancies, above desired levels.
- When at 85+%, parkers had trouble finding a space. They might go elsewhere. This also created a perception that there wasn't availability at these locations. Proposed rates were targeted based on current occupancies.
- RP3 permits were proposed to go from \$21 to \$28/year (with replacement fees going from \$5 to \$7). This increase was based on a net revenue analysis, which looked only at the expenses they were tracking. In 2015, the program lost \$20K. There were other known expenses that weren't being tracked. The Program was intended to fund itself, and not make any profit.
- Meter hoods were the paper bags used to cover a meter; half/full day fees for using the space itself were charged separately.
- Per the Ordinances, hoods/spaces could be reserved by contractors, large vehicle parking, and for weddings, funerals, and special events that called for street occupancy permits.
- Premium (24/7) permits were created for residents in the downtown area to park/store their cars; not clear why no differential was made for non-residents. A differential was applied for daytime, weekday permits because typically non-residents were (non-taxpaying) commuters.

Members and staff commented.

- (Golden) The RP3 Program was set up so that anytime it lost money, it got reimbursed. Also, RP rate changes should not be made at the same time as system rate changes, since it wasn't really part of the Parking Utility. When done together, it created the perception the Utility was trying to increase its revenues off of permit holders.
- (Kovich) Enforcement costs weren't currently being included in the costs for the RP3 Program. They and some other costs probably should be tracked, to ensure that the Program was really standing on its own. (Golden) Then perhaps enforcement revenues would also need to be considered.
- (Kemble) The Senior Center had reported that people attending events there had problems finding spaces at Overture garage, and hoped they could make arrangements to assign a block of spaces to address this need. (Kovich) The TPC Subcommittee could discuss this. Tolley would be meeting with the Committee on Aging about this.
- (Golden/Tolley) Proposed timeline: 4/13-TPC action on off-street rates and on resolution re: ordinance change of on-street items; 5/3-Council acts on on-street items; 6/1-New rates go into effect.

Having no registrations from the public, Poulson closed the hearing at 6:26 PM.  
[Please note: The group returned to Agenda Item F.3. at this point in the meeting.]

**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 Commission  
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)**

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

**Kovich asked that Minutes from the February TPC Subcommittee be sent to members since they contained public comment on parking rate changes. Members asked that a copy of the resolution creating the Ad Hoc Transportation Ordinance Review Committee be sent to them.**

**ADJOURNMENT**

**A motion was made by Golden, seconded by Kovich, to Adjourn at 7:40 PM. The motion passed by voice vote/other.**