



# 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, November 5, 2014

5:00 PM

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

---

Please note: Items are reported in Agenda order.

### A. CALL TO ORDER/ROLL CALL

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

**Present:** 6 - Chris Schmidt; Anita Weier; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini and Ann E. Kovich

**Absent:** 2 - David E. Tolmie and Kenneth Golden

**Excused:** 2 - Lucas Dailey and Kate D. Lloyd

**Please note: The Commission has one vacancy in the position of Second Alternate. Also, Schmidt arrived at 5:06 PM, during discussion of Agenda Item F.1.**

### B. APPROVAL OF MINUTES

A motion was made by Bergamini, seconded by Bigelow, to Approve the Minutes of the October 8, 2014 meeting. The motion passed by voice vote/other.

### C. PUBLIC APPEARANCES - None.

### D. DISCLOSURES AND RECUSALS

Bergamini said she would recuse herself from Agenda Item F.4. related to the public hearing and fare increase.

Without objection, Poulson asked that Agenda Item F.1. be moved ahead of Item E. - Quarterly Reports. The meeting proceeded to F.1.

### E. TRANSIT AND PARKING QUARTERLY REPORTS

- E.1. [35990](#) Parking: October 2014 Activity Report, September Revenue-Expense-Occupancy Reports, and Multi-Space Charts - TPC 11.05.14

[Please note: This item followed Agenda Item F.1., out of Agenda order.]  
Parking Operations Manager Tom Woznick pointed out the note about the Park and Walk Program, for which more detailed EOY info would be provided in

February, which would show some of the block faces and how their use had changed. Meters in the Program had been changed to a rate of \$1/hour with a 10-hour max, so people could park all day.

Woznick described the three new charts at the end of the reports, which showed the history of the multi-space meters over time. The first showed the total number of multi-space transactions since the meters were implemented four years ago. This would be expanded over time as meters were added. The second showed multi-space meter payments, as percentage of payment by either coin or credit card, and showed the increase of payments by credit card over time. The third showed coin vs. credit card in terms of the amount of payment, in terms of the average amount spent. These graphs would be provided as a quarterly update. Trends in payments and percentages hadn't really changed a whole lot over time. But it would be interesting to see if customer use changed as they added more meters.

Kovich asked for a more detailed report on Judge Doyle Square at the next meeting. Woznick said he could invite George Austin, after the Council approved the recommendations by the Team. Kovich said, if that didn't go forward, she wanted to know what they would do next. Bigelow/Kovich made a motion to receive the report. The motion passed by voice vote/other.

E.2. [35992](#)

Metro: YTD Performance Indicators, Financial, Performance Measures, Rider-Revenue-Fare Type, Feedback & Incident Reports - TPC 11.05.14

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

- Total fixed route ridership was up 3.8% YTD.
- Increase in passenger accidents was due to overcrowding on buses where riders had to stand. When buses had to stop suddenly, people sometimes fell. Metro had to document these accidents for insurance purposes, even if the injuries were minor.
- Refresher training and videos had helped to decrease preventable and chargeable vehicle accidents.
- A focus by Maintenance on repeat road calls had helped to decrease that number.
- Productivity was down slightly, reflecting Metro's changes in 2013 to distribute ridership to decrease overcrowding; so the number was on target.
- Average weekday ridership was up 2,000 rides/day.
- September was the first month of comparing "apples to apples" for 2013. For example, Route 10 was up 17% vs. 300% YTD, because service was added to the route last fall. Route 31 showed an increase of 30%; they were happy for that even if productivity was low due to being on the periphery.
- Monthly ridership for September was up 6.9%, continuing a trend toward record ridership.
- Paratransit ridership was up slightly; road calls were down; on-time %'s for all providers continued to be 90-95%.
- Financials: Though not as much as last year, they were still adding to the contingency reserve (because of increased ridership and passenger revenue).
- Performance measures: WisDOT had just released an updated 2007-2013 performance analysis; and next month they could show how Metro compared to their peers across the U.S.
- Customer feedback: Total comments were down slightly from 2013 (but up from 2011 and 2012). Most comments fell into the Fixed route, Paratransit and Planning categories, with steady increases in compliments. Staff reviewed video for increases in such items as "customer passed up," to see if the bus

was full. Staff followed up on these items and found the info helpful in the planning process.

- Driver-reported incidents were down slightly from 2013. However, incidents on school dodgers were still up; Metro was working with MMSD on this.
- MPD calls showed lower numbers for 2014, but that was because data covered Jan-Sept, not the entire year.
- Hybrids continued to have better fuel economy than regular buses.

Kamp responded to questions.

- Re: the effect of changes made last year to Route 18 to help people make connections: On-time performance in the afternoon service was steadier. But ridership was down 16% because there was less service. Still the service was now on time, reflecting the compromise that was made.
- Re: Route 31 and customer feedback there, Metro had staff on the NRT, who were hearing a desire for more service. Though not front and center right now, as time, resources and buses allowed, they would look at that.

Kovich/Weier made a motion to receive the report. The motion passed by voice vote/other. [Please note: The meeting proceeded to Item F.2.]

## F. NEW BUSINESS

- F.1. [35566](#) Accepting the Madison Transit Corridor (BRT) Study Report, endorsing the recommendations contained in the Report as a conceptual component of the City's strategy for addressing future transportation system planning and development, and to authorize moving forward to the next phase of project development, environmental evaluation and project implementation.

[Please note: This item was taken up before Items E.1. and E.2., out of Agenda order.]

David Trowbridge from the Planning Department, and Bill Schaefer and Mike Cechvala from the MPO, summarized the resolution and answered questions.

- The resolution would accept the Madison Transit Corridor Study prepared by the Madison Area Transportation Planning Board and completed last year; and called for taking the next steps to start working with regional partners and convening a Bus Rapid Transit Intergovernmental Oversight Committee.
- The Committee would be charged with getting involved with BRT project development, conducting an environmental evaluation (NEPA) and an economic impact study, and revisiting routes and operating plans, giving finer detail to the work started by the MPO.
- This process would probably take about 18 months, inc. a few months for the Committee to be constituted.
- Staff felt that it was important for the City to make a statement at this time, because it was going through a Transportation Master Plan process, charged with looking at all transportation modes; and BRT was a system option that offered a desirable high-capacity transit alternative that they wanted to explore further.

Members and staff commented about the resolution and the BRT study as follows.

- Kovich wondered how Paratransit would fit into BRT and how it would be impacted. In talking to Kamp, it sounded like Paratransit might be enhanced, if they Fixed Route service/service area were increased. It would be good to

consider this from a planning standpoint and from a stakeholder standpoint, as they looked at impact and how to implement. It seemed that Paratransit was tied in, and that there were some potential benefits they should be thinking about. The vehicles that provided the service might be used by riders who would otherwise use Paratransit. This could be a positive for stakeholder groups; perhaps small, but important.

- Kamp said a question came up through the study as to whether they would realign any of their existing bus routes. The answer was that very likely they would look at changing some routes to feeder service into the stations. And if these reached out more out into the periphery, there was the potential for the ADA Paratransit service area to expand. While ADA Paratransit wasn't a focal point, the service area could possibly be enhanced. [Please note: Schmidt arrived at this point in the meeting.]

- Weier pointed out the change to the title of the resolution proposed by LRTPC (attached), to take out "recommendations contained in the Report".

- Trowbridge said this was suggested because the Report did not have a recommendations section, which had caused some confusion.

- Also, it was felt that because the next Committee would be revisiting the recommendations in the Study and would be reevaluating so much of it, that if the Council went on record to endorse the recommendations contained in the Report, that would be misleading as far as the next Committee's charge.

- Weier didn't quite agree with the Report's analysis of the North Side; and also didn't think it had been examined in light of equity. Though equity was briefly mentioned, it didn't seem to recognize the problems, even though it could save a lot of important time on the North Side. The Report didn't seem to favor the North Side, and asked if this was accurate.

- Schaefer said that though the estimating process for ridership was not as involved as they'd go through in the next phase of the study, based on ridership and based on the redevelopment potential, the North Side was viewed as the weakest among the four different corridors.

- Weier felt that this would depend on how it was laid out, and if viewed from an equity perspective, on what needed the most redevelopment. At 42%, the time savings there were the highest (compared to much lower rates in other areas), which meant that a lot of people suffered with very long trips currently.

- Trowbridge said this was why they didn't want to say something so strongly, such as a recommendation for a phasing, because the criteria used by the next Committee might place a higher importance on equity or connectivity of people to jobs. This was something they were digging into in the Master Plan: i.e., how to provide access from low-income areas to the BRT service, which didn't go through every low-income area; they were very dispersed, as were the job opportunities for them. This was primarily the reason for pulling back on that.

- Weier was glad to hear this. The City was placing a big emphasis on equity now, and she wanted that to be considered.

- Bergamini asked if a Title VI review would be done as part of the NEPA.

Trowbridge said that an onboard survey revision would be done in part to meet the requirements of Title VI. Schaefer said some sort of broader environmental justice analysis would need to be done as part of the next process. Bergamini thought this would be another way to address these many issues of equity.

Poulson thought the process would be for the Oversight Committee to review the Corridor Study and to come up with some recommendations, which would then go through the normal process to develop proposals that would come back through the committee system, and ultimately the Council would weigh in. Trowbridge said the Oversight Committee would look at this report and the

work of Madison in Motion, as well as the transit feeders and demand-response and other ideas, to directly link these neighborhoods with the service.

Kovich asked how her comments and Weier's comments would be documented. Trowbridge said their comments could be excerpted from the Minutes and passed along to the Lead committee, Madison in Motion, which could then add special consideration of these items, as was done with a recommendation from the Economic Development Committee. The TPC could submit a motion to that effect.

In response to further questions, Poulson said that along with a recommendation to accept the report, the TPC could express its support for the title change proposed by LRTPC, and provide copies of the Minutes of its discussion. The TPC was the last Secondary referral to consider the resolution before it was returned to the Lead, Madison in Motion Committee. Bergamini made a motion, seconded by Kovich, to adopt the revised title from the LRTPC, and to request that the Minutes from this discussion be forwarded to Madison in Motion, to reflect the Commission's concerns about the future direction of this phase of the study. The motion passed by voice vote/other. [Please note: The Minutes for this item, Agenda Item F.1., were attached to the legislative file.]

F.2. [35695](#) Relating to Caballo Pedicab application for a Pedal Cab operator license.

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

F.3. [35696](#) Relating to Cream City Rickshaw Inc. application for a Pedal Cab operator license.

Traffic Engineering Transportation Analyst Keith Pollock and Owner Andrew Otis shared information and answered questions.

- This was the first multi-pedal cab operation, with 15 licensed vehicles shipped back/forth from Milwaukee, to provide service mainly on football Saturdays.
- The vehicles had been given a thorough inspection by TE; the insurance had checked out; and all the drivers had undergone background checks.
- Pedal cabs had a zone, which generally included the area around Camp Randall, State Street and the Isthmus to the west end of Williamson.
- Though 15 vehicles were permitted, only 7-8 were sent out. Fifteen were permitted in order to maintain a strict maintenance schedule on them. So if for example, a chain broke, another vehicle could quickly be substituted.
- If Madison proved to be a good market, they would like to put more vehicles out on the streets.
- Re: days and times of operation, right now they operated during public events like football or basketball games. But if they could sustain the business, they would be out during other times of the week (noting that ordinances did not allow pedal cabs to operate before 6 PM on weekdays).
- Vehicle operators were 1099 independent contractors, who followed strict contracts. The contracts were revised every year, to make sure they were up-to-date with the law. If anyone violated the contract or the law, they were let go immediately. Police checks were done in each municipality, and operators had to have valid driver's license and nothing on their record to discourage the

company from hiring them.

- Cream City didn't use apps thus far. In Milwaukee and Green Bay, word of mouth had been their best ad. In Green Bay working around Lambeau Field, people simply flagged them down, lots of times to ride them for fun. They also worked with the ADA community; handicapped people would use them to get around esp. to get to their cars or to the entrance.
- They had a phone number to call, but they'd gotten away from publicizing it. Once they got on Google, they started getting a lot of calls from people that didn't know they were a pedal-cab company, and they would have explain they were bikes, etc. So they didn't advertise the number very much.
- Besides Cream City, Madison had approx. four pedal-cabs.
- Re: some hearsay about traffic conflicts on State Street on busier nights, TE hadn't received any complaints. If they did, TE would work with the companies.
- Part of Cream City's training process was to "let traffic be". Drivers were told that if they were on a tight, narrow street (like Brady Street in Milwaukee), and they saw that someone was behind them, they should pull over to relieve traffic; then pull back out and continue going. They didn't advertise that they were fastest transportation. Their goal was not to get somewhere quickly, but to just enjoy the city's sights and sounds.
- With State Street being narrow and used as a bus and ped mall, if traffic conflicts became a issue there, drivers would be told to find a different street or area to get around in.
- Cream City made a point of talking to the police in each locality, to tell them what they were doing and to invite them to report any traffic problems. Since they would be operating in the Campus area, they would make sure to contact UW Police as well.

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

F.4. [35993](#)

Metro: Request to hold public hearing at December 10, 2014 regular meeting, regarding an increase to the unlimited ride pass rate from \$1.15 to \$1.20/ride - TPC 11.05.14

[Please note: Bergamini recused herself from participating in discussion and action on this item.] Kamp said that the 5¢ increase was part of the proposed 2015 budget; and if the budget were approved by the Common Council, Metro wanted to hold a public hearing about this increase to the unlimited ride pass portion of the fare tariff, at the December TPC.

Marketing and Customer Service Manager Mick Rusch said that the hearing would be publicized through a legal notice, flyers on buses, Metro's website, the electronic newsletter, Twitter and the City's Facebook page. People were also encouraged to fill out feedback forms to weigh in on the increase, all the way up to the public hearing.

Schmidt asked what would happen if the Council decided they didn't want to do this fare increase, and would ask the Commission to find a different way to fund the Wi-Fi (something that could well happen). Kamp pointed out the third paragraph of the notice, which mentioned that other fare increases could be discussed at the hearing, to allow for any contingencies that might arise.

Kovich/Bigelow made a motion that the Commission hold a public hearing at the December meeting. The motion passed by voice vote/other.

G. INFORMATIONAL PRESENTATIONS AND DISCUSSION ITEMS

- G.1. [35994](#) Metro: Annual Paratransit Progress Report, presented by Paratransit Program Manager Crystal Martin - TPC 11.05.14

**Because Martin was unexpectedly unable to attend the meeting, this item was deferred to the December meeting.**

- G.2. [35995](#) Update of Subcommittee to Review Taxi Regulations & Shared-Ride Services, presented by Chair Wayne Bigelow - TPC 11.05.14

**Chair Wayne Bigelow reported that the Subcommittee had made several recommendations on a long list of issues, vis a vis comparison of Alder Resnick's and the Mayor's proposals. All but three or four issues were left and would likely be completed at their 11/11/14 meeting. Kovich added that the Subcommittee was not choosing between the two proposals, but instead were looking at the major issues and making recommendations vs. writing language.**

**In discussing what would happen next in the referral process, Schmidt thought that the Subcommittee's report could be forwarded to the two secondaries (Public Safety Review and Equal Opportunities). The Council would probably need to clarify the process on 11/18. Kovich said that the Subcommittee might also need to hold another meeting after 11/11 to prepare their report, in which case the resolution and two versions might not return to the TPC until January or February. In further discussion, Schmidt said the Subcommittee Report could be sent with Resnick and Soglin proposals to the two secondary referrals, with everything coming back to TPC afterwards.**

**Bigelow said that he envisioned the Subcommittee's report would be the list of the issues and what they would recommend; sometimes with specific language and sometimes not, sometimes picking pieces from the two proposals. Schmidt said that since the report would come through the TPC, the TPC could decide if an ordinance should be drafted based on the report, or whether the report should just be sent back with the existing drafts. Poulson added that the authors of the two proposals could also look at the report and possibly further reflect on whether to revise their proposals or even get together to propose a single proposal.**

**Regarding an informational review of current law, Subcommittee members said they were using a document that compared current law to the two proposals. Bergamini thought that some newer members could benefit from a preliminary review of all the taxi ordinances, before considering the proposals.**

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

- [07828](#) ADA Transit Subcommittee  
Contracted Service Oversight Subcommittee  
Parking Council for People with Disabilities  
Long-Range Transportation Planning Commission  
State Street Design Project Oversight Committee  
Joint Southeast Campus Area Committee

Madison Area Transportation Planning Board (MPO)

**I. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS**

**I.1. General announcements by Chair (Verbal announcements, for information only) -  
None.**

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

**Kovich asked that an update about Judge Doyle Square be given, probably as a separate item. Woznick could arrange this for the December meeting or when appropriate.**

**ADJOURNMENT**

**A motion was made by Weier, seconded by Kovich, to Adjourn at 5:53 PM. The motion passed by voice vote/other.**