



City of Madison
Meeting Minutes - Approved
TRANSIT AND PARKING COMMISSION

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

Thursday, October 11, 2007

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room LL130, Madison Municipal Building
(After 6 pm, use Doty St. entrance.)

Please note: Due to an unexpected elevator outage that made Room 260 inaccessible, the meeting location was moved to Room LL130, MMB.

Items are reported in Agenda order.

A. CALL TO ORDER

Durocher called the meeting to order at 5:12 PM.

Present: 6 - Sanborn, Durocher, Poulson, Wong, Streit and Hinz

Excused: 5 - Solomon, Webber, White, McCabe and Hoag

Wong arrived at 5:40 PM, after action was taken on the Minutes.

B. APPROVAL OF MINUTES - 9/6/07 Meeting

Streit/Poulson moved to approve the Minutes of the 9/6/07 meeting. The motion carried unanimously.

C. PUBLIC APPEARANCES

1) Christopher Berge, 811 Jenifer Street, 53703, co-owner of Restaurant Magnus and Natt Spil, appeared before the group. He opposed the relocation of eastbound bus stop (#1737) from the bottom of the King Street hill to mid-block in front of Natt Spil. The original bus stop at bottom of block was 3 lanes wide, clearly marked; and there was no business located at the corner. Now, 40-foot buses stop alongside of an 18-foot stretch of sidewalk, and block the alleyway that serves as a service entrance to several businesses located on the block. Trucks have to back in and out of the alleyway. He felt that it was too dangerous to locate a bus stop just beyond the blind corner at Doty Street (esp. in winter); and noted that there was a no parking sign there for that reason. With outdoor seating in front of Natt Spil, the relocated bus stop was a business issue as well as safety issue. In response to a question, Knobeloch said that he had discussed moving the stop with David Dryer and with Ted Peterson of the Great Dane, and both thought the relocation would be okay; but they had just considered the Great Dane and not businesses further down King Street.

2) Julia Sherman, 6729 Frank Lloyd Wright, Middleton 53562, appeared before the group to follow up on some legal questions that had been raised at a previous meeting about free speech issues and beer ads on buses. She submitted a list of transit systems around that country that bar alcohol advertising, and a July 2004 memorandum entitled, "Constitutionally Defensible Restrictions on Alcohol Advertising and Alcohol Sponsorship in State Publications and on State -Owned or State-Leased Lands, prepared by the Center for Study of Law and Enforcement Policy, Pacific Institute for Research and Evaluation. She hoped that members would continue to look at this issue, when they reviewed full-wrap advertising at the end of its pilot period. Streit asked Metro staff to check with one of the cities shown on list Sherman submitted, to possibly check with the legal counsel in King County/Seattle. Durocher also suggested that City Attorney's office be asked to comment on the memorandum.

D. TRANSIT AND PARKING REPORTS

- D.1. [07683](#) Parking: August 2007 Revenue and September Activity Report - TPC ag10.11.07

Knobeloch highlighted the following items:

- YTD revenues were up 9.7% due to rate increase. Actual revenues in August were + 0.5% over budget.
- September RP3 revenues were below budget; 65 fewer permits sold YTD. This was partially offset by \$3,843 from Keller Real Estate for 2006 Evergreen Lot settlement. Reason for the steady decline over last five years: Residents at new developments are not eligible for permits because the development did not provide adequate parking. One way to increase this revenue might be to raise the cost for replacing permits (currently, \$1).
- YTD revenues: Gov East up \$129K; Monroe Street up \$25K; meter hoods went up due to rate increase, but number sold has remained the same.
- YTD budget vs. actual: Brayton Lot up 7.68%, by +\$16, 419; Buckeye Lot down 8.9%, by -\$9,400; Monroe street up 85%, by +\$21,983.
- Average weekday occupancy, Aug. '06 vs. Aug. '07 (after rate increases of '06): Buckeye Lot down, 100% vs. 49%; Evergreen Lot at \$2,023 in '07 (partly due to rate increase and Trader Joe's); Gov East up, 83% vs. 90% (occupancy dropped right after increase, but now it's popped back, maybe too high; length of stay is shorter at 3 hours); Overture down, 53% vs. 43%.

[Please note: Wong arrived at this point in the meeting, at 5:40 PM.]

Knobeloch talked about lower rates at UW ramps and how changes in private availability also affected increases/decreases in occupancy for certain locations. He hadn't heard any complaints about increases. Hinz noted that usually there was a drop-off right after an increase, but people would usually come back after a little while. Knobeloch was surprised to see how slowly people had returned; but things were starting to inch back up by 1-2% after a year; everywhere but Overture.

- Vacancies for on- and off-street spaces, 2006 vs. 2007: on-street meters, 34.6% vs. 35.5%; and off-street was 33.4% vs. 36.1%.
- Occupied spaces for June, July, August '06 vs. '07: On-street meters, 64.3%, 59.9% and 62.3% vs. 63.9%, 65.4% and 70.5%; Buckeye, 81.1%, 67.9% and 100% vs. 73.6%, 60.4% and 49.1% (higher in '06); Brayton (Parkmaster), 95.5%, 90.9% and 93.5% vs. 96.1, 94.8% and 100% (higher in '07); Gov East, 92.7%, 89.2% and 92% vs. 89.4%, 88.5% and 93% (same); State St Campus, 65.4%, 67.7% and 68.1% vs. 61.9%, 60.8% and 65.6% (higher in '06).

Poulson/Hinz moved to accept the report. The motion carried unanimously.

[Please note: The meeting moved to Agenda Items E.2. and F.2. at this point in the meeting to accommodate guest presenters. The following two items -- D.2. and E.1. -- were taken up after Item F.2.]

D.2. [07677](#)

YTD Metro Performance Indicator Reports - TPC ag10.11.07

Noting that a Customer Service Report (detailing types of complaints) would be ready for the November meeting, Kamp noted the following items:

- YTD Fixed Route operating statistics were comparable for '06 and '07, with total ridership up 5.7%, 421,290 rides.
- The percentage of transfers compared to total riders looked low (below 10%), because Metro only had accurate tallies of transfers for 10-ride and cash customers (and not for pass holders who typically don't use/need transfers). Looking at the Average Adult Fare worksheets, among those 10-ride and cash customers who would use transfers, the percentage of transfers was 50%.
- Ridership for six of the 8 months YTD was ahead of previous years.
- Overall, YTD ridership was up 5.7% and productivity was up 5.5%; without UW routes, YTD ridership was up 4% and productivity was up 5.2%.
- Looking at tables for Route 40, 47, 48 (combined) YTD: Ridership was down, but productivity was up. However, when combining Route 18 with these routes, both ridership and productivity were up.
- YTD paratransit ridership up between 5-6%.
- Complaints for Badger were higher than other providers, because they take last-minute calls from other companies who can't show up.
- Ridership for four of 8 months YTD was ahead of previous years, exceeding last year.

Referring to the Financial Performance Report, Kamp said that Metro anticipates ending the year with a slight to moderate surplus. Revenues were up due to ridership increase. Fuel was under budget due to fixed price diesel fuel contract, and Metro was working with City staff to arrange another contract for 2008.

Poulson/Hinz moved to accept the report. The motion carried unanimously.

E. OLD BUSINESS ITEMS

- E.1. [07444](#) Funding formulas approved by CSOS and reviewed by Funding Subcommittee of the Ad Hoc Metro Long-Range Planning Committee

Kamp said that staff recommended approval of Issue 1, 2a, 2b, 3a, 3b for implementation in 2008, and approval of Issue 4 (Contingent Reserve) for implementation in 2009. He reiterated the issues related to the contingency reserve draw down. Noting the many different partners involved (i.e., Fitchburg, Verona, School District, UW, etc.), Durocher said the recommendations represented an effort to reach a mutually agreeable plan, and he recommended approval of the items.

Sanborn/Poulson moved to approve the staff recommendations for funding formulas. The motion carried unanimously.

[Please note: The meeting proceeded to Agenda Item F.1. at this point in the meeting.]

- E.2. Discussion of Clean Air Action Days with Dave Merritt, Project Coordinator, Dane County Clean Air Coalition

[Please note: This item was taken up after Agenda Item D.1.]

Dave Merritt described the structure and operations of the Clean Air Coalition, as follows:

- CAC is a private/public partnership of citizens, businesses, schools, government agencies, citizens; working voluntarily to reduce air pollution and to ensure County doesn't violate federal guidelines for air quality standards.
- CAC began a few years ago, when area was on the cusp of being in non-compliance/ violation due to ground level ozone. When areas don't meet standard, federal mandates are imposed, such as mandatory inspections, emission offsets.
- Feds are in the process of raising standards: fine particle pollution standard has become more stringent, and there will soon be a more stringent standard for ground level ozone.
- In Dane County, 10% of the residents have asthma; ground level ozone contributes to this problem. We have good air quality on 89% of our days, but as Feds raise standards, Dane County will remain on the cusp of non-compliance.
- Along with Clean Air Action Days, some other CAC projects include: providing biodiesel school bus fuel incentives, retro-fitting school buses and non-road construction equipment with diesel oxidation catalysts, installing pressure vent valves at gas stations (preventing gas from evaporating into the air and saving hundreds of gallons of gas) and vapor recovery systems, gas can exchange program (replacing 167K old cans with eco-friendly gas cans, would be equal to taking 14,000 cars off the road).

Members and Merritt discussed the need to develop strategies that fundamentally change people's habits; as for example, to ride the bus every day rather than simply on Clean Air Action (CAA) days. Social marketing studies show that encouraging people to ride the bus on (sporadic) CAA days raised awareness but did not change behaviors. However, CAA days are still a major initiative, accomplished through the media.

Merritt described the process for declaring and implementing a CAA day. Typically, the morning before, Merritt is in contact with several meteorologists. In Wisconsin, DNR officials determine whether conditions require that an air quality watch be declared for the following day. However, DNR does not itself call for a CAA day. On behalf of the Coalition, Merritt makes the call for a CAA day, and tries to get the info out to Coalition partners (like Metro) by Noon the day before. Organizations like Dane County and MG&E spread the word to their employees. Some state agencies participate while others do not. Merritt noted that each state agency has a different protocol for mass emails to its employees. He also added that media alerts in the late PM/early AM don't reach nearly enough people. Merritt said that the Coalition now declares a CAA day because of high levels of ground level ozone that usually occur in the summer. But he said that fine particle pollution was also a serious problem that occurred throughout the year; November through January esp. had air inversions that trapped fine particle pollution. The Coalition was considering expanding the scope of CAA days to include fine particle pollution.

Discussion continued about ways to improve marketing, to increase bus ridership. Merritt said one study showed that free rides weren't enough to get people started taking the bus, and agreed that more money for marketing was needed.

He mentioned a proposal to institute a statewide TDM program, and cited a \$6 million TDM program in the state of Washington, which provides \$4 million to local programs. In response to questions, Merritt said that city, county and other sources (such as EPA grants) fund his 80% position. Recently, the Coalition received a 3-year grant from the UW Medical School for a "Healthy Air Initiative." The Coalition has no marketing budget. He said that while a plume of pollution blowing in from the southeast typically triggers a CAA day, we should not discount the 3-4% that Dane County contributes to pollution. Citing higher than average ozone levels at Newport Beach in Door County because of pollution elsewhere along the Lake, Merritt said that conditions everywhere add to air quality problems, and it will take a national effort to improve the situation.

Discussion turned to Metro's role in Clean Air Action Days, and the 5-day limit on the City's reimbursement to Metro. People expressed concerns about what would happen if there were more than five days, and wondered if ridership increased over a period of CAA days. Merritt said that some data from California (where there are 50-60 CAA days during a summer) shows that bus ridership eventually increases if several CAA days occur in a row. He believed CAA days play a critical roll in educating the public about air quality. Members hoped that Metro could better track ridership on these days – to measure success or lack of it – to help develop ways to make CAA days more effective; and suggested taking sample counts by drivers and cameras at transfer points to help do this. Kamp said along with these methods, eventually automated passenger counters might be purchased (with a funding proposal through the Long-Range Metro Planning Committee). Members felt that, outside of CAA days, Free Bus Days could be planned, promoted and implemented, to give people an incentive to look up their routes, become more aware of how the bus system works, and "practice" taking the bus. Kamp discussed Metro's efforts to get reimbursed from the City's contingency fund, and possibly using the 5-day allotment to fund such free days. He also talked about finding sponsorship from local businesses, and planning/promoting a free day a month ahead.

[Please note: The meeting proceeded to Agenda Item F.2. at this point in the meeting.]

F. NEW BUSINESS ITEMS

PLEASE NOTE: A Roll Call is noted here to reflect that Streit left the meeting at 7:15 PM, before the vote was taken on Item F.1.

Present: 5 - Sanborn, Durocher, Poulson, Wong and Hinz

Excused: 6 - Solomon, Webber, White, McCabe, Hoag and Streit

- F.1. [07507](#) Amending Section 12.138(10)(a) of the Madison General Ordinances to clarify that any transfer of license plate to a vehicle currently issued a Residential Parking Permit requires a new permit to be issued.

Hinz explained the ordinance change, saying that it would require a person who has an RP3 permit to update it with any new license plate number information through the re-issuance of a duplicate permit.

A motion was made by Hinz, seconded by Poulson, that this motion be **RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER** . The motion carried unanimously by voice vote.

Excused: 6 - Solomon, Webber, White, McCabe, Hoag and Streit

[Please note: The meeting proceeded to Agenda Item F.3. and the remaining agenda items.]

F.2. MPO TDM Update from Ward Paxton, Madison Area Planning Organization

[Please note: This item followed Agenda Item E.2.]

Paxton described how \$31,000 – revenues from ads in the City's Parking ramps – had been used to fund a TDM project, to introduce and promote alternative modes of transportation to commuters, through the following incentives and services:

- Share and Park service (coupons)
- Free 10-ride bus tickets to people in employer-sponsored programs
- Guaranteed Ride Home service (a taxi voucher service for folks who have kids in day care, or who may need a ride home on short notice)
- Improved employer support services (inc. new materials such as a wall map “Commuting Options Guide” for posting in a cafeteria and related info to place nearby; and help developing guidelines for employers)
- Expanded “Rideshare” website
- Additional marketing (flyers, brochures, signs).

Paxton distributed data about the Share and Park car/van pool participants who parked in some of the City ramps. He said info tables had been set up at ramps, to offer the Share and Park service. He described the service. Commuters who biked or joined a car or van pool through the Rideshare service, received one free parking coupon to use in the ramps for a day when they needed to drive. Participants could also purchase an additional 7 parking coupons/month for \$25. Paxton said that it looked like the coupons were being used like they were intended.

He also talked about the Guaranteed Ride Home service. After participants register with the Rideshare program, the first voucher is sent to the participant's home address. The voucher is good for cab fare if an emergency arises when the commuter is at work without their vehicle. After a voucher is used commuters can receive additional vouchers. The vouchers are good for up to \$75 per ride for a maximum of six rides per year. This program was receiving more money from Parking and the County, to help folks who live further out.

Paxton said that working with employers in the same general area increases chances of matching van/car poolers, using nearby ramps. Vans don't pick up in Madison because of Metro bus service. Vans pay for themselves through fares (driver and coordinator split one fare), and through purchase of parking coupons.

Knobeloch added some remarks. He pointed out a recent article in the Capital Times, “Beating the Commute.” He said that Parking had committed ad revenue to the TDM services. Overall, Parking had spent \$118K + of \$119K towards Ward's MPO efforts, the ramp shuttle and MEG funding. At this point, \$181 remained in this fund. Parking had committed \$31K to Paxton's efforts for next year. Knobeloch said he would be seeking advice from the TPC as to how to allocate the rest of the money.

[Please note: The meeting moved back to Agenda Item D.2.]

- F.3. [07681](#) Update on Temporary Shelter Installation on the Capitol Square

[Please note: Item F.3. and the remaining agenda items followed Item F.1.]

Kamp reported that all seven locations around the Square have temporary shelters. He said that costs for Parts and Labor for installing the temporary shelters would be reimbursed to Metro (through a contract with Public Works). Although \$1,700 of OT wouldn't be reimbursed, Kamp felt it was worth it to Metro to have the shelters up. Engineering said the new shelters would arrive in early November. There would be no late-fee penalty to contractor for non-delivery.

F.4. [07682](#) Update on Hybrid Bus Cost Tracking

Kamp discussed a memo prepared by Ann Gullickson, which described the way that costs of the diesel electric hybrid buses would be tracked and compared to other buses in the fleet. Kamp said that there would be new report with the Gillig hybrids added to current list. In a small sampling provided by Kamp, hybrids were doing a little better than the other buses, averaging 5 miles/gallon vs. 4.2 miles/gallon; they were still getting broken in. Two of the hybrids were on campus routes that stopped/started more, so fuel consumption was greater for these two. Responding to questions, Kamp said better monitoring technology was needed to better track driver behavior, and yet some things about drivers could be observed and discussed with them.

Sanborn asked for quarterly reports of this info, which would include comparisons to regular buses on similar routes and fuel costs. He also suggested tracking drivers who get poor mileage. Kamp said he would develop a draft format for the report.

F.5. Discussion of the TPC meeting schedule for 2008

Wong/Poulson moved to approve the proposed 2008 meeting schedule, as follows: January 15, February 12, March 11, April 15, May 13, June 10, July 8, August 12, September 4, October 2, November 6 and December 9. The motion carried unanimously.

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

Poulson/Wong moved to accept Agenda Items G.1 through G.8. The motion carried unanimously.

G.1. ADA Transit Subcommittee (August meeting minutes attached)

G.2. Contracted Service Oversight Subcommittee (August minutes of combined meeting of CSOS and Funding Subcommittee attached; no September meeting)

G.3. Parking Council for People With Disabilities (July Draft meeting minutes attached; August meeting cancelled)

- G.4. Long-Range Transportation Planning Commission (September meeting minutes attached)**

- G.5. State Street Design Project Oversight Committee**

- G.6. Joint Southeast Campus Area Committee**

- G.7. Long-Range Metro Transit Planning Ad Hoc Committee (August meeting cancelled; no September meeting)**

- G.8. Ad Hoc Committee to Develop Parking Strategic Plan (September 11th Amended and 25th Draft meeting minutes attached)**

- H. GENERAL DISCUSSION ITEMS**

- H.1. General announcements by Chair**

Durocher noted that the Parking Council for People with Disabilities needed an additional member, and asked members to let him know if they would be interested in serving on the Council, or if they knew of an appropriate person in the community who could serve.

- H.2. Commission member items for future agendas**

ADJOURNMENT

By motion of Sanborn/Poulson, the meeting adjourned at 7:50 PM.