



# City of Madison

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

## Meeting Minutes - Draft CONTRACTED SERVICE OVERSIGHT SUBCOMMITTEE

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Monday, December 9, 2013

1:00 PM

215 Martin Luther King, Jr. Blvd.  
Room LL-110 (Madison Municipal Building)

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### CALL TO ORDER / ROLL CALL

Also present Jackie Dahlke and Steve Arnold.

Staff: Chuck Kamp, Drew Beck, Ann Schroeder, Wayne Block, John Strange

The meeting was called to order at 1:01 PM.

**Present:** 5 -

Ahnaray Bizjak; Darwin Ward; Margaret Bergamini; Mick Howen and  
Kenneth Golden

**Excused:** 6 -

Rick Rose; Rindert Kiemel, Jr.; Adam Sayre; Bill Burns; Mark M. Opitz and  
Shawn Stauske

### 1. APPROVAL OF MINUTES

Golden moved to approve the minutes; Arnold seconded. The motion carried  
by voice vote/other.

### 2. PUBLIC COMMENT

There was no public comment.

### 3. DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

### 4. [32345](#)

Reminder that all members of City of Madison committees, commissions,  
or boards must file a Statement of Interests form with the City Clerk's  
Office by January 7, 2014.

Members were reminded that they need to complete the annual Statement of  
Interests Form. Schroeder will send the link to everyone.

5. [32502](#) Update on Chages to Draft Service Agreement Since Last Meeting - John Strange

Attachments: [Partner Draft Contract 12.2013.pdf](#)

Strange said he took suggestions from the September meeting and tried to incorporate comments and also streamline the agreement. This is a one year renewable contract. If you read through it, you indicate service by checking a box and Attachment A details your service hours. That is the only place service hours are listed. This contract does not get specific about routes and stops. Attachment A covers service hours, and the payment method, including contingency, is in the contract but not the actual charges.

The contract language, except for the payment methodology, was changed from "estimated net deficit" to "estimated proportional cost." Block will change the language in the methodology. You'll see a basic mathematical function where you pay quarterly. Then there is an end of year audit. If necessary, a partner will get a refund check. If a partner owes more, they can pay it separately or choose to use their contingency fund. Not everyone is going to sign the exact same agreement because they just are not the same. Even filling in the blanks makes them different. The form itself is the same. Bizjak asked if this contract includes the divvying up of deadhead time. It does. The expectation is that the 2014 contract will remain as is and the new contract and methodology will go into effect in 2015.

Golden asked the difference. Block passed out forms showing what partners would owe with the old and new method. Kamp said for example this is a significant issue for the Town of Madison. We will send these electronically. These forms still use "net deficit". Agreement methodology still says "deficit". Strange doesn't want to touch it; Block needs to change it.

Bergamini said we're working to sign these agreements to begin in 2015. There is an error on the charts handed out. It will be corrected on the electronic versions. Bergamini asked out of curiosity the process for Fitchburg to get this signed. It would have to go to Council and be referred to some committees it would be a resolution. It could take about a month.

Golden said if Shorewood becomes a full partner in 2015 would that mitigate some of the cost to other partners? Kamp said mostly to Madison. Block said Madison absorbs all of the Shorewood Hills cost now. So it will probably only affect Madison and not the other partners. Ditto for Monona. Block said it might negatively impact other partners because Shorewood Hills would start getting part of the federal and state funds.

Arnold said he likes the streamlined contract. Someone could read through it in one sitting.

6. [32503](#) Update on Farebox Bids - Wayne Block

Kamp said we got bids from five companies. There is a technical team at

Metro made up of various unit representatives. We are trying to finalize the evaluation process. Arnold asked what we are buying. Kamp said fareboxes that allow cash, swipe and the ability to upgrade to proximity cards. We want to have the newer technology available so we could phase that in. Some proposals also have other possibilities like smart phones. Dahlke asked what swipe means. Block said this is our current magnetic strip media. If we go with any other vendor than the one we currently have, we'll probably have to get new media. At the demo, it was made clear Madison College wants to use the One Card and not have to deal with bus passes. If not, we have an option for stickers that could be put on the ID. Arnold said these will record the partner and individual's card? Block said there will be stored value. All vendors will be able to read and write to the card (like ten ride cards now) with the exception of one vendor. You won't be able to tell how much time is on the card by looking at a smart card, but when you swipe the display will tell you. At this point we are just continuing with what we are doing now and then have the ability to move forward.

Bergamini said in the process of evaluating the bids will you be evaluating the proposed roll out process and obviously how well it meshes with back office system? The execution of the project is what I'm concerned about. Beck said part of the evaluation is how well it meshes with the current system and also the transition.

Cechvala said so is it safe to say it will have all of the current capabilities plus more. Block said all except that one company doesn't have the ability to write to magnetic fare media. Cechvala said with a smart card you can look on line to see what rides you have left. Block said that is not part of the base package we asked for. We're hoping to start the approval process next month if possible. Timeline for implementation is summer of 2014.

7. [32504](#)

2014 Budget Update - Wayne Block

Block said what he passed out is what is in the current adopted budget. That includes the expense estimate of \$3.00/gal for diesel fuel. We do not have a locked in contract yet. Our current contract will expire around mid-December. If we don't lock in before then, we'll float with the market. One change is that Verona (Epic) has added service. That is not reflected in the paperwork yet. They added additional trips on Route 75. Golden asked where we got the bus. We have a bus coming off a school dodger. We just can't add during peak. Golden said I know this isn't a good thing to do long term, but if you work maintenance harder, can you reduce the number of spares so you have more buses for the street. Kamp said not long term, but for a week if we have a hard week. Block said we will have more buses shortly. New buses will start arriving this month. We are getting 20 new buses, disposing of 14 and keeping up to six. We are setting up a fence at the city-owned Nakoosa trail and putting old buses in that area to make room for new buses. We are going to keep up to six but have to evaluate if they are still road worthy for dodger service or incidental service. It's not a long term way of expanding the fleet. We are trying to buy some old fareboxes so we have enough for the spares and extra buses. Bergamini asked if the fenced in area means we got a foot in the garage. Kamp said no. We're an active part of the scenario discussions, but I don't know. The Police Department uses it for training, and we use it for

storage. It's city property.

8. [32506](#) Fox Cities Regional Transit Authority Public Hearing - Chuck Kamp

Attachments: [Public Notice 12-19-13 Transportation Public Safety and Veterans and](#)

Kamp said next week on December 19th there is a hearing about a Fox Cities Regional Transit Authority. We are working with the Mayor's office to make sure our comments are consistent. We're thinking it should just be a statement of support without getting into what it means for other areas. Crystal Martin is the Wisconsin Urban and Rural Transit Association (WURTA) chair. She is coordinating. You can contact her directly or through Schroeder or Kamp. Bergamini asked if the assembly has a hearing scheduled. Not that we know of yet.

9. [32508](#) 2014 Meeting Schedule

Attachments: [2014 CSOS Meeting Schedule.pdf](#)

CSOS will meet on the same schedule of the second Thursday of every other month at Noon starting with a January meeting.

10. [32507](#) Ridership Reports

Attachments: [10-2013 ride\\_revenue.pdf](#)  
[Monthly Ridership Oct2013.pdf](#)  
[Route Performance Oct2013.pdf](#)  
[Route Productivity Oct2013.pdf](#)

Kamp talked about ridership/revenue. Revenue continues to track ahead of ridership. Revenue is up 6.2%. Ridership is up about 1%. Part of the explanation for that difference is that the largest ridership drop is route 80/85, so those would not show up on revenue. Also checking IDs for unlimited ride passes there are some significant drops in ridership. We think some of that is related to passes being confiscated. We think there is a shift to monthly passes; cash fares are also up. Ten-ride cards are down due to the use of 2-ride cards. Route 75 just started last year. You It's already doing well. It has experienced overcrowding. Route 10 which is designed to help overcrowding on University Avenue is showing an increase but some service that we are taking off University is showing decreases. Through October we are up .1%. Without campus routes there is a larger increase in ridership. Ward mentioned UW started requiring payment for passes, so that could cause a dip in usage. Arnold said maybe there is a deterrence effect limiting people lending the pass because they don't want it confiscated. Metro is still checking IDs. We pick a partner or school periodically. It is the driver's discretion if it's busy. We have had some allegations of bias, so we are trying to advise driver's on days it is busy how to deal with that. For example, if there are 20 UW students getting on, check every five. Bergamini said to be clear when they are not doing a

focus week, it is completely up to the driver.

Golden wondered if there is any shift of the people whose passes we are confiscating to regular passes or are we losing them as riders? 31-day passes are up 16%. We increased the number of low income passes that we are issuing. Golden said someone might be able to mine interesting things about pass riders. Way back when there was a lot of discussion about people riding two stops. I just have a gut level feeling about whether we are losing riders, if they shifting. Kamp said I have a quick way to answer. If you look at fixed route rides where you have numbers and the total unlimited pass rides, you will see that the drop is roughly 15,000. There is a similar increase in 31-Day passes. Ward said the drop is 11,000 for UW employees. She assumes people those are people who don't want to pay for the pass. Bergamini said they are also now limiting their replacement passes to one until people have to buy their own. Also, some people are probably hopping on other routes with the 80s having so many detours. Ward said it was a warm fall; lots of people might have biked. Golden asked if this information gives you better information if we have to make pass cost changes. Is there anything here you can use as a teachable moment for Metro so if something comes up a year or two from now, you have unique information about transfer? Ward said we've illustrated that causality is very difficult.

Commute cards are up. The VA Hospital and Dane County Veterans used the Commute Card and then went to another pass type. Golden asked if it is fair to say some passes are decreasing and some are increasing, so the budget is working out. Kamp said we have an agreement with Edgewood and Madison College that includes a floor so we only lose so much. There is also a ceiling to protect them. UW has a multiyear floating average. Golden said that would be an interesting yearend report.

11. [08290](#)

Reports of Member Communities/Institutions

UW (Ward) – They are meeting with Associated Students of Madison (ASM) about service for the next few years. Pass sales are going well. Over the entire year last year they distributed 14,000 passes. As of this meeting, they've distributed 9,500 – not bad for half way through the year. She is serving on some intercity bus service committee. She doesn't know a lot about it.

MMSD (Howen) – They always have increasing demand and are trying to find ways to pay for it. More and more people need to ride and more people are eligible for free passes. They are anxious for smart cards – anything is better than dealing with passes. Bergamini asked how they like the new Route 31 service. Beck said I let people know they can use that instead of the 16. People are riding.

Fitchburg (Bizjak) – A Route 44/48 expansion to Swan Creek is something they want to implement in 2014. They want to look at specific proposals with Metro staff. They will need to do another round of public meetings. They are not sure where things stand with the Middleton changes. It does impact Fitchburg; they want to make sure we explore things that work for Fitchburg. HyVee is under construction in the Orchard Point development, so we want to maintain the Route 52 loop going down into that development. They say they are hiring 400 people. They would like to replace a couple of bus shelters in

the north Fish Hatchery Road area. They are still looking for a follow up from the person who keeps glass panels in stock for replacement. Routes 44/48 were implemented by the August Ride Guide change.

Madison College (Dahlke) – They will need to be in touch shortly on a new contract for passes. The other thing we've been working on regarding transportation is the shuttle service through Lamers. We're going to try to have the west shuttle become a loop. We've tried to convince students to use Metro. We'll see what happens. It's not so much students on campus but those who live in the South Park getting to Truax in any reasonable amount of time.

UW ASM (Bergamini) – We have one more extension we can do for the pass contract and hope to do that. Thank goodness we ordered more spares for passes because we are down to our last 100 or 150. There is a hiatus from December 20 to January 13 when we don't hand out passes. Students are negotiating the agreement for the cost of the route 80s.

Fitchburg (Arnold) – We passed our budget which covers the estimate that you gave us and also the little bit of extra we need to cover the redistribution and time in each municipality. By rerouting the 48 it has more time in Fitchburg and less time in the Town of Madison. I would encourage Metro to do detailed planning. The cost is so little and some new apartments being built have 50 units filled from 82 units available, I would look to do that in a spring update. I'd also like to see Colin do his detailed planning to see if we can get out at Nobel and Research Park. They are building out there and will pull the plug if we can't stretch the service. I proposed a massive increase in service between the south transfer point (STP) and west transfer point (WTP). It stimulated a lot of discussion. Rather than go with the idea I've been advocating for, we put money in the budget for a transit study. They are looking at piecing together all kinds of things with grants, contracts, state money for specialized transit under the model our Senior Center is currently using to try to get people to the Senior Center in the middle of the day which is their peak. I think we should be increasing Metro service as our base and then deal with the 5% of the need we are not meeting. This will be going on, so you might be getting RFIs etc. Bizjak said as far as Routes 44/48 going to Nobel and Swan Creek, residents said they wanted to shorten the trip. Going to Nobel doesn't do that or follow feedback we heard at the neighborhood meeting.

TPC (Golden) – The beltline group now has a transit focus group. Conceptually they are looking at how to reduce trips in order to not have to add capacity. It's really a bribe to not complain too much when we add lanes. Some elements are BRT; they can't buy buses, so I suggested they buy the bus barn. They are talking about buses going through the central city. There is talk of a bus lane on the beltline and park and rides that would prevent people from needing to get on the beltline. This all requires bus service. They have another meeting coming up. The city's master plan process has begun. It's a good group.

I've been trying to get an alder to sponsor creating a seat on the TPC for a non-city member. I haven't been successful yet. If you agree with me, you might want to talk to an alder about this. The Mayor has agreed as have alders, but it hasn't happened yet.

There is a beginning discussion of guns on buses. I would be interested in whether our customers would want to stay with Metro if there are armed people on buses. Maybe we would lose customers.

The Bus Size Committee has hopefully one more meeting. The consultant report is in. It was extremely poorly written and needs to be rewritten. The gist is we could use about 40 large buses. We could use a few small buses but so few it might not be worth it. Also, we have other issues like the bus barn where we can't fit more buses. Hopefully that study will be done soon and will come here for review.

MPO (Cechvala) – The Bus Size Study is wrapping up. We did give the consultants a list of things we want fixed and then we'll have a staff-led summary of the report. The bottom line is that they've found about 40 buses in Metro's fleet that could be 60' given the passenger volumes at rush hour and about 5 that could be a 30' heavy duty bus. If you made some assumptions and restructured the service and did a lot to make the small buses work, you could make use of 5 more small buses. The conclusion is that 5 buses are not that many. They wanted at least 10 so it would be a meaningful sub-fleet. The garage issue is something we don't have an answer on yet. BRT will affect this too. Many of the large buses go along that corridor. We have a draft report out. It will go to TPC in February for the informational purpose of a public hearing. The TPC will be asked to accept the study at the March meeting. Golden said shouldn't it be formally introduced through the Council process so it goes to the Board of Estimates (BOE) as well, so they say they like it. Kamp said we can do that if we want, but guidance is usually whether there an immediate financial need or impact. Golden said going through it once in a formal way with a resolution will make sure it says they like it so the Council is on record. Not for a financial commitment, but something they would like to pursue.

Cechvala said the cost implications are significant. We do save a slight amount on smaller buses, but larger buses cost quite a bit more. The upside is better quality of service for customers – fewer pass ups, more room on the bus. We save some on extra buses. Higher priorities are Route 2 and Route 80. You can't really cut back on the service there. Golden said it's also a marketing thing. The bigger buses have more cachet. Bergamini said I'm hearing is that we might want to coordinate an approach from this study and follow up to the BRT study and what is going on with the garage and capital budget. These are all of a piece and have some medium term financial implications. Piggybacking on some of these things – for garnering support – we should get something in the paper and get mileage out of the studies.

Cechvala said they are updating the red dot maps. It's a powerful tool to show ridership, density, and the need for BRT.

## 12. ADJOURNMENT

Arnold moved to adjourn; Golden seconded. The meeting adjourned at 2:25 PM