



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Approved CONTRACTED SERVICE OVERSIGHT SUBCOMMITTEE

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Thursday, March 11, 2010

12:00 PM

215 Martin Luther King, Jr. Blvd.  
Room LL110(Madison Municipal Building)

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### 1. CALL TO ORDER / ROLL CALL

**Guests:** Dar Ward, Bill Schaefer,

**Staff:** Chuck Kamp, Drew Beck, Wayne Block

**Present:** 8 -

Rick Rose; Ahnaray Bizjak; Bruce K. Sylvester; Mark M. Opitz; Rob Kennedy; Mick Howen; Jacquelyn M. Dahlke and Susan M. Schmitz

**Absent:** 2 -

Jed Sanborn and Margaret Bergamini

**Excused:** 1 -

Rindert Kiemel, Jr.

### 2. APPROVAL OF MINUTES

Kennedy moved approval of the minutes; seconded by Sylvester. The motion passed by voice vote/other.

### 3. PUBLIC COMMENT

There was no public comment.

### 4. [15890](#)

Update on RTA

Opitz (RTA Board Vice Chair) said the initial meeting was last Thursday. Dick Wagner was voted Chair. Susan Schmitz was voted secretary. The Board passed a motion to go to referendum prior to adopting any transit plan funded by a sales tax. They talked about what data they need. They also need to establish bylaws and committees to focus on these areas. The next meeting will probably be in the next week or two. Public comment was generally focused on wanting a date for the referendum. Sylvester said many people are worried that there wasn't a "binding" commitment to a referendum. Opitz said in the RTA enabling legislation, the Governor vetoed the provision for a binding referendum. There is no mechanism to have the results of the referendum dictate the future of the RTA. But the city, county and RTA Board members have committed to it. Sylvester asked if there is a guess as to when

the referendum might happen. Opitz said they can aim for November, although that could be overly optimistic. If the intention is to have it at a regular well-attended election, that would be in an even numbered year. Sylvester asked whether this group would continue and contracting with municipalities would continue now that there is an RTA, whether a referendum passes or not. Kamp said it really depends. If the RTA chooses to be a funding and operating organization, municipalities can decide to keep their oversight committees. If the RTA is just a funding organization, we would probably keep this structure.

Opitz said the RTA Board is also struggling with staff support. For example, Schmitz found an intern to take minutes. Bizjak asked if there was discussion whether the Transit Development Plan (TDP) information would be helpful to the RTA Board. Schmitz said there is a long list of information that they want to gather, but there wasn't a specific decision to use the TDP. Opitz said the group will familiarize themselves with various plans and information. The Board needs to figure out the types of service different areas will get so there can be an associated cost. The Board's job is to create a system, what that looks like. Bizjak asked the status of the T2020 study. Schmitz said it is a report, a recommendation, something to look at. Kennedy said there was a New Starts application. It was withdrawn. It is up to someone else to take it forward. Opitz said it takes more than just creating an RTA; it needs local support.

If an area is outside of the Transportation Planning Board (MPO) boundary, it would have to pass a resolution and RTA would have to pass an identical resolution in order to opt in to the RTA. It does split jurisdictions, so the MPO boundary is the boundary, even though it splits municipalities. It could be that all the people in a municipality would vote because it would be too hard to split that, but only those inside the boundary would be taxed. Dahlke asked if there would be a Website – that would be a way to educate people and take the focus off rail. Alder Mark Clear offered to do a Website.

Kamp said Metro staff is available to help. Also many states have more than one way statutorily to structure an RTA. There is a hearing today about a different way for Wisconsin. Transit funding is flat. Some wondered if the referendum should be two parts – look at existing service and then go beyond that. Or ask for a ¼ cent sales tax first for specific service and then go beyond that.

The TDP group meets after this meeting. They prepare a plan every 5 years. They have changed the focus to be on Metro's fixed route/paratransit portion of some sort of RTA plan. The committee has been expanded to include periphery municipalities. It might be appropriate to have a presentation at a future CSOS meeting about service scenarios, or include some materials in part of the packet.

5. [17672](#)

Data Requests

Metro asked what data requests members had. Sylvester asked if it was possible to get stop data – the number of people getting on/off at a particular stop. One question that came up in his community is if we are only going to get a few stops, put them where ridership is greatest. Beck said boardings are going to get easier as we go into the new format of how to get statistics from

database. Alightings are a problem. Sylvester said boardings would be more useful. Beck said we should be able to do that once we finish the transition to the new data. It will be sometime this year. We'd end up with a more of a snapshot than a trend over time. But eventually we should be able to get an average too. Sylvester said it would be helpful to know in a one month or six month period the total number of people who got on at one stop versus another.

Kennedy said the UW often wants more information to manage what they are doing. They have gotten boarding information in the past. They'd like to get a regular record of boardings for some of their buses. Beck said it is still a large volume of data to go through, but we are trying to get it out of Genfare and put it in a more manageable database. In theory, it should be easier with our new method. Beck said Route 80 – 85 boardings are a little different because we rely on drivers pushing the appropriate farebox button. All statistics are still out of the farebox. We still need to calibrate the automatic passenger counters (APCs). Kamp said we are conservative in trying to promise statistics requests. We will compile a list of requests and keep the group up to date about where we are in being able to fill those requests.

Bizjak said it would be useful to have a breakdown of time of day boardings that are happening at each stop. She gets requests from people wondering how much use a route is getting by time of day. Beck said with the new data source we are using, each individual transaction has a time stamp. This wasn't accessible in Genfare. Beck explained we are still using Genfare, but we have a mirror database we are able to get into and do queries from. Bizjak said it would be useful to have a regular update of this information once or twice a year when doing planning for the following year for each of the partners. The charts currently available don't tell, for example, what route 18 is doing within the bounds of Fitchburg compared to the whole system.

Schaefer said one issue was always the interlined route and drivers not always switching the sign. That's why ridership was combined. Beck confirmed that now we've found a way to break those apart. We know by time of day which route the bus is. We are merging that with the automatic vehicle locator (AVL) system. Dahlke said Madison College wants to know by student address if they are on or near a bus route. They know where their students are by zip code. They also have addresses. Beck said if we have a list of addresses, Madison College or the MPO could provide the bus route information. Schaefer said that came up at a meeting recently. They did it for UW a few years ago. They could develop a dot map. Dahlke said they want to be able to show students who is served by bus routes, ride share, van pool, etc. so they think beyond driving. The MPO has ride share and van pool information as well, so they could help with that. Kamp said next we'll bring back some of the requests in a systematic way and see if that meets partner needs. Maybe there needs to be a separate meeting with those who have a deeper need for statistics. Kennedy said when we look at ride and revenue, he'd like to see a break out of non-UW rides and revenue. It would be nice to see when rides or revenue goes up, how much is due to UW versus non-UW. Kamp asked if he wanted to see said total route 80s as well as all ASM and employee pass ridership. Kennedy said he was thinking simpler – just add one line as a subtotal for all UW and all other.

Attachments: [Ride\\_revenue\\_12-2009.pdf](#)  
[Riders by fare type route 12-2009.pdf](#)

For 2009 ridership was 13,588,426. Staff shared an updated chart for revenue/ridership by fare category and ride pass partner. It included an update in UW ridership for the key counting mistake that was explained at an earlier meeting. Schaefer assumed that cash fares would only be recorded for cash fares and 10-ride cards because other people would just swipe their card. He felt 34% seemed high. Detailed summaries have been showing lower totals. But the formula to calculate unlimited ride pass data assumes 40 – 50%. There are various ways to figure it out. The new system that planning/IT is putting together, will have more detailed information and be able to figure out the true transfer rate for the system as well as for partners. For example, we can look when an ASM pass is swiped and see how often it is swiped again in a 2 hour period (for a transfer.) Beck said you can use the transfer more than once in the 2 hour period, but not within ten minutes. This is considered a “passback” and the pass will not work.

7. [17673](#) Route Productivity

Attachments: [Route Productivity Dec09.pdf](#)

Ridership is up 1.4% for the year. Without route 80s it was down 8/10%. Part of that is better compliance counting from the drivers.

8. [08290](#) Reports of Member Communities/Institutions

Rick Rose (Town of Madison) – No update.

Mark Opitz – (Middleton) – The TIGER grant they applied for was not awarded to the Middleton project. They are interested in moving forward on the project and plan to meet next Friday to see what they can do with a surface lot and transit hub until they can get funding for a more regional/substantial project.

Susan Schmitz (Madison) – Metro just did an update of the status of recommendations from the Long Range Metro Transit Planning Ad Hoc Committee plan to share with the Transit and Parking Commission. It will be sent to members of CSOS.

Robert Kennedy (UW) – The Route 80s continue to be crowded.

Mick Howen (MMSD) – They are looking forward to working on next year with Metro. There is a meeting scheduled for tomorrow.

Jackie Dahlke – (MATC) – They are trying to add a parking lot. She is encouraged that student leaders have gotten college attention, and it is believed we need to have a comprehensive look at transportation policies. She is open to suggestions of experts outside Madison College that should be members of the group to help consult. Students had a Webinar about

transportation issues and got minimal administrative involvement. Students will likely have a referendum about having a bus/paratransit shuttle between campuses. Kennedy asked if MATC has a transportation demand management (TDM) plan. That looks at all elements of transportation including parking. She will ask ASM to share what they've learned. Schaefer said the city turned down MATC's request for a parking lot because they don't have a TDM.

Ahna Bizjak (Fitchburg) - Their draft transit plan is written. Their commission will review it tonight. Bizjak will present it at Council to give them a look at the plan and talk about how it was developed. She hopes to prepare a resolution to adopt in April.

Bruce Sylvester (Verona) – There is a Verona Avenue design district rule that if businesses in this area are along a bus stop and want to do work on their facility, they have to work with the city to have a bus shelter. A local bowling alley applied to have a smoking room addition, so he worked with them to get bus shelter. The request got to the Plan Commission and staff philosophy was at odds with Plan Commission philosophy. One commissioner doesn't like buses. She didn't want a shelter, and then discussion went to why even have bus service at all.

Bill Schaefer (MPO) – No update.

## 9. ADJOURNMENT

A motion was made by Sylvester, seconded by Rose, to Adjourn. The motion passed by voice vote/other.