



# City of Madison

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

## Meeting Minutes - Draft CONTRACTED SERVICE OVERSIGHT SUBCOMMITTEE

---

Thursday, January 12, 2017

12:00 PM 210 Martin Luther King, Jr. Blvd. (City-County Building)  
Rom 108 (Parks Conference Room)

---

### 1. CALL TO ORDER / ROLL CALL

Also Present: Dar Ward, Mayor Steve Arnold, Mick Howen, Carol Smithson

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

1. Call to order – The meeting was called to order at 12:00 PM.

Present: 1 - Mark M. Opitz

Excused: 6 - Gary L. Poulson; Kenneth Golden; Renee Schwass; Ahnaray Bizjak; Adam Sayre and Shawn Stauske

### 2. APPROVAL OF MINUTES

Arnold moved approval with change that he was present at the last meeting.  
Opitz seconded. The motion passed by voice vote/other.

### 3. PUBLIC COMMENT

There was no public comment.

### 4. DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

### 5. [45651](#) Update on Transportation Ordinance Review Committee (TORC)

**Attachments:** [TORC Oct 2016 approved mins.pdf](#)  
[ACA Strange 10.20.16 Memo to TORC Draft Bd-Comm Structure -TORC 10.20.16.pdf](#)  
[Recreated DOT Sec. 3.14 - TORC 10.26.16.pdf](#)  
[Created Sec. 33.55 TPPB - TORC 10.26.16.pdf](#)  
[Created Sec. 33.56 TC - TORC 10.26.16.pdf](#)

Kamp introduced John Strange, Assistant City Attorney. He is Metro's liaison on a variety of issues. He's also assigned to work with the Transit Ordinance Review Committee (TORC) composed of several alders. Chuck Kamp, Dave Dryer, David Trowbridge and Rob Phillips are also answering questions and providing information to inform the process. This came partially out of a request from Ken Golden to have regional representation on the Transit and Parking Commission (TPC). Strange said due to a number of issues, Council said the city needs to look at the ordinance that creates the Department of Transportation (DOT) and 7 commissions and subcommittees. There are up to

54 members assigned to those bodies. But there isn't a single place to go for policy issues, and it is confusing where policy decisions are made, where implementation happens and how staff relates to that. Currently the city has a DOT but not a transportation director. Kamp and Dryer have assumed that role for decades. The Council wanted to either create a director or codify what is currently happening. So TORC was set up and it has been meeting once a month since last spring. They are at a point that an ordinance could be introduced as early as February. It would eliminate everything currently existing and create a Transportation Policy and Planning Board for things to be discussed and recommendations to Council – that would include 4 alders and a regional elected official of a contracted partner who represents the people of that community. The city would have the opportunity to receive that regional perspective and input, and that position would cycle every two years. There would also be two residents from the city of Madison on that body. There would also be a Transportation Commission that would take on very defined duties regarding implementation and day to day issues. Those would be the only two transportation related committees in the city. The duties of all other transportation related committees currently in existence have been injected into either the board (policy) or commission (implementation).

The Transportation Commission would consist of 5 residents and two alders, and one alder would be a crossover from the Transportation Policy and Planning Board. Work of the Contracted Service Oversight Subcommittee (CSOS) would be assumed by those two bodies depending on what the issue is. This new structure could happen as early as April when alders are elected.

If this structure is adopted, CSOS would no longer exist. Ward said this is a staff working committee. She wondered if under the new structure, the single elected official from one partner would have the responsibility to represent all partners. Strange said in theory they would offer a regional perspective. It might be informed by their experiences in their own community, but the hope is the representative would take into account a broader regional perspective. The ordinance tries to call out that the transportation system is important not only for the city of Madison, but also for the larger Madison region.

Kamp said Metro would be interested in continuing a staff working. It wouldn't be as formal a committee, but it would continue to address issues about how partner share calculations are done, how Metro provides service to partners, etc. The regional representative could be invited and present to or staff that committee. Strange said having a regional member is new but the idea would be that it would ideally rotate among regional partners so it's not just the same person all the time. Ward pointed out that UW wouldn't qualify because it has to be an elected official.

Arnold said he appreciates the desire for simplicity, but he felt this would be wholly inadequate to meet the communications needs. He is a member of CARPC, and they recognize Metro as a regional partner. There isn't an RTA but currently Metro is the de facto RTA. There is a communication issue already; this drives open government underground. There is no notice, no minutes. He understands the desire to rotate it, but the representatives to this group have been of long tenure and have historical perspective. Having a different representative every two years causes that institutional knowledge to be lost. Even though most of our local governments have two year terms they

aren't necessarily aligned with Madison's so someone could serve one year and no longer be an elected official. The partners need a regional transit board or something. Whatever this committee morphs into, it needs to keep intact the spirit of open government. Partners are all stakeholders and pushing this committee into the bowels of Metro is a bad idea.

Strange asked if Arnold's objection is solely in regards to this committee. Arnold said at a meeting yesterday, he found out Madison is working through their lobbyist to bring an RTA back to Dane County. This was big news, and he really wanted to be in the loop on that. Fitchburg is a key player in the proposed BRT map, and many communities are really interested in that. To get rid of the only organization that provides a regular forum to talk about these issues would be a big mistake. Having a policy board and implementation commission is a good thing. Parking and transit have to be related; the parking and transit rates have to be managed together.

Kamp said one thing is we've had trouble getting participation with so many committees. CSOS isn't one of the problems. There is one subcommittee that didn't decide on an issue for two years due to quorum problems. It isn't the intent to move things underground, but there have often been more staff than elected officials at some committee meetings. He emphasized that this is about communication not subverting.

Arnold said if the working group is not recognized in the organizational chart of the city, that's a mistake. One other little issue that needs to be looked at is those of us who are not residents of Madison are not used to filling out financial disclosures. There was an oath asking committee members promising to do the best to represent the city of Madison. People outside of Madison are doing the best to represent their municipality or organization. He was also concerned about those who don't have elected officials in the standard way. They are key partners too.

Opitz said those current 7 transportation committees don't include the MPO. There is almost some overlap in terminology with the MPO. That could be very confusing. He understands the desire to consolidate, but what feeds those two committees is a concern. Is there a technical advisory committee (TAC) model that could be used? Perhaps CSOS could be the TAC to provide guidance to the mode, although transit and parking should be dealt with hand in hand. Also, if there are 54 people serving on committees now, the pool of candidates who can participate is being significantly reduced. It seems like it's being a little too restrictive. He served on the RTA during its brief existence. Having a high profile body like that is advantageous. Although we don't get support from the state, it's important to create as much support as we can. Having a regional body is in the interest of the outlying areas and the city of Madison as well.

Kamp said there was discussion about having both subcommittees for transit and parking and then one for pedestrian/bike/other modes. Strange said TORC has not voted yet. The group is taking a look at all the duties, whether they still exist, whether there are new duties, what things comes before the committees and how frequently. The next meeting will look at whether it is too much for one commission. TORC has said not only is it important for transit and parking to be together, but all entities / modes should be together to

consider everything and make sure that all elements of the transportation system are functioning together and decisions aren't made in a vacuum.

Strange said if there isn't a formal committee like in the ordinance, there is always the option the Council can create a similar subcommittee. The more relevant question is that TORC has talked about having a regional member who is an elected official on the official body, which is what an RTA would require. Then it's a model for an RTA in the future.

Arnold said he likes centralizing the decisions in a policy board. Maybe there can be an ITS advisory board for the next 10 years while things are figured out and they make a recommendation to the policy board and then to the council. Maybe this group needs to be elevated in its stature to include roads and bikes etc. He didn't believe someone from outside Madison would provide a regional focus. Everyone needs to come together and share things, and then send things to the policy board. There was an alder being a member of both of the envisioned bodies. If there were multiple mode specific policy boards, they wouldn't necessarily need a person who is a member of every one of those groups and the policy board. Having a person as a member of both boards is not the only way to communicate up and down. Arnold said he would be much more comfortable in a forum where communities in the central urban area can confer and have some other way of interacting than having just one member policy board. Ward said unless that person takes it upon themselves to communicate with partners, they won't be able to represent all of them. Being replaced every two years would mean they wouldn't have that history of knowledge.

Kamp asked if it's better to have this committee part of the city of Madison or the MPO. MPO has federal authority to look at regional transit planning issues that Madison doesn't. Opitz agreed this is a great discussion to have here. Kamp said he feels the role being asked here could perhaps be more legitimately filled by the MPO. Arnold said there is this whole regional mess. People would like to have an RTA. He has argued for an RTA based on the Portland model where there are districts with elected representatives. They have strong powers including the ability to tax. That's going nowhere in Wisconsin now. But Madison is key not only geographically, but because it owns Metro. In many ways, the MPO is the right place for these things, but is not representative of 50% of the population and does not own the bus system.

Ward asked if TORC is recommending a director of transportation. No. There is a line item in the budget, and they are leaving it for the future should that change. The will to hire a director isn't there. It's set up to allow for the possibility, but the input most people have given is that things are working pretty well.

6. [45652](#)

Summary of Potential Upcoming Service Requests

- \*DeForest
- \*Ho-Chunk
- \*Sun Prairie
- \*Epic

In the last 6 months or so Metro has had requests from the entities listed, some are interested in service as soon as they can get it. Ho-chunk is doing a five

year plan including development about how they use their land and having service into the area of the casino and other things that are being built around it.

DeForest – They have a hard time getting employees from the region into their jobs, especially seasonal (such as American Girl). The Village Administrator came to meet with Metro and is willing to help set up bus stop etc. There is a commitment to provide local share. Metro will be meeting with them this month again probably to see what service can be provided.

Ho-Chunk – They are interested in service to their area expansion and to get employees and also citizens out there. Kamp said a number of other tribes do what Verona does. They apply directly to DOT for funding, and they could run vans or other transportation. They are pursuing more than one idea. Stay tuned.

Sun Prairie – There is a group looking at service out to the southwest retail area, commuter service to and from Madison, and internal service in the city. There is a possibility of service to the NTP or East Towne for commuters.

Metro has a meeting with Epic tomorrow. There are performance problems on this route. They hit a lot of signals in the afternoon. Coming back from Epic to the WTP, they are missing connections. Metro is going to brainstorm with them about solutions. They are rigid about what time they let employees out, so adjusting shift times hasn't been a solution in the past.

Ward said you don't have vehicles to accommodate these requests. Not on peak. DeForest was willing to change the time request. Epic periodically asks if the garage issue is resolved.

7. [45650](#)

Ridership Reports

**Attachments:** [Fixed Summary Nov2016.pdf](#)  
[Monthly Ridership Nov2016.pdf](#)  
[Para Indicators Nov2016.pdf](#)  
[Para Summary Nov2016.pdf](#)  
[Route Performance Nov2016.pdf](#)  
[Route Productivity Nov2016.pdf](#)

Kamp said fixed route ridership continues to be down a little more than our national peers where gas prices are seen as the deciding factor. Metro's capacity issues are affecting Metro more than others. The first two weeks of school Metro had 42 complaints about overcrowding. If people have a choice, they might be looking elsewhere. For example, on weekends ridership is down a lot more because it is less frequent service.

Paratransit ridership is up a little bit. Most of that ridership including the increase is MA waiver ridership. That could be changing under Family Care implementation next year. Accidents are up. There is a lot of turnover, and the accidents are mostly minor accidents with new drivers. As they gain experience, Metro hopes those number will go down.

Arnold asked if the reversal of the Route 49 helped ridership. Beck said Metro would have to do a comparison. Arnold said Fitchburg continues to build

apartments in that area.

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

Howen (MMSD) – MMSD is still working hard on the possibility of a major change in when middle schoolers will start school. Kamp said Metro is in the position where if there is only provision of high school service, that would add buses to peak, but it depends on what works for the school. Howen said it's a massive project. This is driven by studies about middle schoolers and their abilities to function well that time in the morning. The idea is that it would be similar to the current high school times. There is a proposal to flip flop and have high school start early. There are other considerations – how this affects the families in the AM and PM, among other things. It affects Metro's ability to continue to pair those routes as well.

Opitz (Middleton) – University Avenue will be ripped up this summer. They are working with Dane County to partially reconstruct this and keep curbs. It will be from Allen west to Park Street. It will be a very difficult detour. They hope to have it done by the end of August. Middleton has gotten reports of a bus jumping a curb several times at the intersection of Franklin and Park Lawn; they said the last time the bus hit a hydrant. It's a bad turn. Middleton is updating the transportation chapter of their comprehensive plan.

Smithson – They are continuing to grow. In the last four months they posted another 50 positions which is 60 employees. They now have about 750 people. They get a lot of questions from Sun Prairie residents who need a ride to the hospital. Kamp said that is one of the major contributing factors to Mayor Esser being so engaged in the Sun Prairie transportation study groups.

Ward (UW) – UW Transportation hired their first IT position, so they are looking forward to Metro's smart card project. Kamp said the fareboxes have smart card capability that is currently being piloted. It needs some software updates, but it's an exciting project.

Arnold (Fitchburg) – He has been trying to get cross town bus service. It was defeated in the 2017 budget. There are differing views and questions on the Council about whether this is service people want, and if it's the best way to do it.

They passed a \$56,000 initiative that will issue an RFP to network transportation companies (such as Uber and Lyft). People can call for a ride, and if it's from one bus stop to another bus stop, the cost would be \$2, a random place to a bus stop would cost \$4, and between two random places would cost \$6. The rider would pay that fare, and the difference between that and the regular Uber or Lyft price would be paid by the city. Fitchburg had an alternative transit study done in 2015 comparing different systems. All of the liability, start up and contracting is the responsibility of Fitchburg for this model. For fixed route bus service, it's turnkey. Some concerns are how to prevent redlining, service for people without credit cards or smart phones, 24 hour service, etc. It doesn't connect with the rest of the service. Someone can get to a bus stop, but they still have to pay a second fare. This also doesn't enhance paratransit service.

**9. ADJOURNMENT**

Ward moved adjournment; Arnold seconded. The meeting adjourned at 1:08 PM.