



City of Madison

Meeting Minutes - Final

TRANSIT AND PARKING COMMISSION

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

Thursday, April 12, 2007

5:00 PM

Meeting the 2nd Thursday of April;
215 Martin Luther King, Jr. Blvd.
Room 260 (Madison Municipal Building)
(After 6 pm, use Doty St. entrance.)

A. CALL TO ORDER

Durocher called the meeting to order at 5:10PM.

Present: Kenneth Golden, Noel T. Radomski, Carl D. Durocher, Amanda F. White, Tim Wong, Sharon L. McCabe and Duane F. Hinz

Absent: Kevin L. Hoag

Excused: Jed Sanborn and Kenneth M. Streit

Wong arrived at 5:11PM.

B. APPROVAL OF MINUTES - 3/13/07 Meeting

Golden moved, seconded by Hinz, to accept the Minutes of the 3/13/07 meeting. The motion passed unanimously.

C. PUBLIC COMMENT

Registrant Laurie Wertmer, 847 Williamson Street, spoke to Agenda Item F.1. While supporting the idea of the Parking Ramp Shuttle, she was disappointed by the fact that the Campus Route didn't stop at any of the regular bus stops along State Street. (Electronic or hard copies of her statement in its entirety are available by contacting the Recording Secretary, Anne Benishek-Clark, at 267-8751.)

D. TRANSIT AND PARKING REPORTS

D.1. [06088](#)

Parking: February 2007 Revenue and March Activity Report

Before reviewing the monthly report, Knobloch distributed the draft roster of the Ad Hoc Committee to Develop Parking Strategic Plan, and announced that the first meeting will be May 15, 2007, starting at 6:30PM.

Knobloch highlighted the following items in the report:

- In comparison to 2006, total revenues increased by 12.9% increase, with on-street meter revenue up by 19%; total YTD revenues were 2% over budget.
- Revenues compared to budget: Gov East was 14.62% over; Overture was 3% under; Brayton Lot was 14.35% over; Buckeye Lot was 9.43% under; Cap Square meters were 50.9% over; Monroe Street area was 86.62% over; and Contractor permits were 40.74 over.
- Revenues compared to 2006: Gov East was up 26.43%; Overture was down 2.52%; Buckeye Lot was down 14.58%; Monroe Street area was up 110.57%.

- Average Occupancy in Feb. 2006 vs. Feb. 2007: Buckeye Lot 64% vs. 42%; Cap Square North 74% vs. 59%; Overture Center 59% vs. 54%; State St Campus 84% vs. 74%.
- Occupancy counts in Dec. 2006, Jan. and Feb. 2007: Onstreet meters 66.8%, 57.8%, 60%; Buckeye 75.5%, 56.6%, 41.5%; Overture Center 48.8%, 48.6%, 56.3%.
- Occupancy counts for total streets, lots and ramps for Dec., Jan. and Feb. in 2006 compared to the same three months in 2007: Dec. 74.8% vs. 70.7%; Jan. 75.6% vs. 67.8%; Feb. 79.5% vs. 72.9%.

Knobeloch and members mentioned possible reasons why total occupancy was lower in 2007 than 2006, such as rate hikes, more private parking and free bus passes for UW and MATC students.

Golden moved, seconded by McCabe, to accept the report. The motion passed unanimously.

D.2. [06092](#)

Metro Transit YTD Reports - TPC 4.12.07

Kamp noted the following items:

- Numbers for 2006 and 2007 for Fixed Route Service Supplied YTD thru Feb were very close.
- Ridership had increased by 2.3% YTD increase in passengers, with an increase of 49K riders in the first two months of the year.
- Vehicle accidents were down slightly, but passenger accidents were up due to wintry conditions, which should level off once the snow stops .
- (Non-mechanical) road calls were up some, due to problems with some units that dispense transfers.
- Looking at YTD route productivity totals, ridership was up 2.3% and ridership productivity increased by 1.9%, from 36.1% to 36.8%; without UW routes, ridership decreased by 1.2% with a slight decrease in route productivity of 0.1%.
- YTD numbers for highest and lowest productivity: Route 80 YTD had 102.71 rides/hour and Route 89 had 0.86 rides/hour.
- Routes that were below 60% of system average were being watched carefully.
- Route 21 ridership was up because it has peak ridership service every 15 minutes, while Route 27 was down, with both routes affected by changes in August.
- New Route 85 (UW South circulator) looked promising.
- Route 9 (an east side route that was expanded in August) went down slightly (1%) in ridership, and its productivity would be watched; with its numbers well above average though, more time was needed to gauge its success.

With numbers dropping a little on Route 19, changes to the route (re-routing down Broom Street) were discussed. While intended to serve the courthouse, it seemed like there were few passengers boarding on the new portions of the route . It was also noted that changes in service on the east side had become a recurring topic among various sub/committees, and that perhaps some historical re-analysis was needed.

Kamp then summarized the Paratransit report: In 2007 YTD, the number of clients had increased by 7%, and total ridership had increased by 8%. While there was an increase in weather-related slips and falls, there had been zero vehicle accidents in the first two months.

Mccabe moved, seconded by Golden, to accept the report. The motion passed unanimously.

E. NEW BUSINESS ITEMS

- E.1. [05931](#) Relating to 2007-2008 Paratransit Licensing.

A motion was made by Golden, seconded by McCabe, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER

Durocher noted that representatives from all five Taxi companies were present, had registered and were available to answer questions.

Keith Pollock summarized the report of the City Traffic Engineer regarding 2007-2008 taxicab license renewals, which recommended that the 2-year operating licenses be renewed for the following five companies: Badger Cab, Union Cab, Madison Taxi, Laidlaw Transit and Transit Solutions.

Pollock said that company surveys revealed the following:

- Vehicle maintenance: Companies did a good job in this area.
- Driver rest periods: Each company had good training guidelines, and had sufficiently monitored this.
- Customer complaints: Companies responded appropriately (through established processes); only seven formal complaints in 2006, usually due to driver conduct rather than problems with customer safety.
- Driver/Passenger safety: There were no drug/alcohol-related accidents; Madison Taxi had hired a safety manager; Union offered cash rewards to drivers without tickets or accidents.
- On-demand 24/7 Paratransit service: Union Cab said that they had been able to break even because they were the only provider of this service, which was geared to be a spontaneous, on-demand service (rather than pre-booked). Asked what they would do if Union stopped their service, other companies said they would comply with ordinances by providing the service, but that it could be a significant financial burden to them.
- Rate increases: These were due to fuel and (health and auto) insurance increases.
- Refusal of service: This occurred very seldom (and was usually based on prior incidents with specific individuals who were abusive or didn't pay).
- Shared-ride service at Airport during declared peak-service periods: Customers didn't always understand the system, and were disgruntled by long rides to their destination. All companies agreed that the Airport needed to provide signage or literature about this. The Airport hadn't yet been able to do so, but a new dialogue had been started.

It was suggested that the City-County Liaison Committee could help with the airport issue. Pollock said that periodically he received inquiries about starting a new taxi company, but that people didn't seem to follow.

Registrants responded to questions, as follows:

- Tom Royston, Badger Cab, re: shared-rides at the airport: If drivers were to hand out info cards to passengers, they would have to show rates for all three cab companies. While the companies could help with the cost, he felt that it was the Airport's responsibility to put up signage showing the various rates with examples of cost (to Square, to Campus, etc.), and spelling out emergency peak period to consumers.
- Karl Schulte, Union Cab, re: its paratransit service: While doing some pre-booking during clinic hours, Union does refer people to other paratransit services, when they can't accommodate everyone who wants to pre-book. Sometimes their Dodge Caravans made a tight fit for larger wheelchair equipment.
- Mike Honer, Laidlaw: Though not a cab company, Laidlaw participated in the taxi licensing process as part of their contract with Metro Transit.

Durocher praised the companies for their high service levels with so few complaints.

The motion passed by acclamation.

E.2. [06096](#)

2006 Parking Revenue/Expense Overview TPC 04.12.07

Knobeloch pointed out the following items (not yet audited):

- 2006 revenues were \$700K above expectations, while expenses were \$1.6 million below budget, amounting to \$2 million in all.
- Gross revenues were \$301,990 over budget; interest income totaled \$717,370, more than double the budget (of \$383,480); advertising revenue was \$12,650 over budget.
- Cashiered ramps were \$261,530 over budget; on-street meter revenue was \$58,560 over budget, which included construction-related revenue of \$39,810.
- The revenue projection model was conservative.
- Ramps: Overture showed the largest variance at +\$98,870; SS Campus came in \$67K over budget (with 85-90% occupancy only about ½ hour/day vs. 3 hours/day in 2005); SS Capitol reached 90% occupancy about ½ hour/day; Gov East came in \$56.8K over budget (with 90% occupancy for 4 to 4.5 hours/day before the rate increases vs. 1 to 3.5 hours/day after increases); Cap Sq North was \$19,120 over budget (with average occupancy falling from 70% to 55% since the rate increase).
- Lots: Buckeye Lot revenues were flat; Evergreen Lot showed a 242% revenue increase over 2005 (with 67% rate increase), due to Monroe Commons Project and Trader Joes.
- On-street meter trends, 2001 vs. 2006: occupied and paid meters, 36.9% vs. 30%; vacant meters, 35.3% vs. 50%; meters occupied by dis/vets, 11.2% vs. 10%; expired meters, 16.6% vs. 10%; enforcement rate, 12% vs. 30%.
- Immediately following the rate increase, waiting list numbers declined noticeably. At 244 in 2001, the waiting list is now 144.
- RP3 came in \$11,060 under budget, with 150 fewer permits sold.
- Operating expenses were \$1,575,800 (15.5%) below budget, \$92,460 of which was encumbered.
- Salaries and benefits came in \$339K below budget; purchased services came in \$324.5K below; materials and supplies, payment to other city departments and debt service were about even with budget; PILOT came in \$203.4 below budget; meter occupancy fee was \$173K.
- Fixed Assets came in \$900K below budget, \$500K of which was designated for an uncompleted project -- ramp signage/directional lighting - that is now part of 2007 Operating Budget.
- Capital Expenses included the \$11.5 million for the mid-State Street Ramp; after removing this and 2006 expenses and encumbrances, \$35K will remain unspent.
- Having had a better year than expected, Cash Flow also looked better; so Parking should have more money in reserves and will have to borrow less when it needs to do something with Gov East in 2012 or 2015.

Noting that that there had been very little change in revenues for monthly parking, Knobeloch discussed the idea of creating a premium 24/7 pass for underutilized facilities such as Overture, where the 6PM exit requirement continued to be a barrier to filling vacancies. He also reported that the 10-hour meters on Langdon Street were working well, while those at MG&E were not (not even making the \$2/

day needed to break even; and the Monroe Street meters near the UW were doing okay (in early AM, used by folks working out at the UW Shell.)

Other comments from members included:

- A suggestion about offering a leased parking program for smaller/larger employers to utilize vacant spaces throughout Parking facilities (for TDM purposes).
- A request for data (to be provided once a year) about residential permit parking showing # of permits issued/sold by parking district vs. # of spaces available, to see to what extent permits are oversold and to explore why there has been a reduction in permits (perhaps because of new buildings with no permit parking?). A concern was also raised that enforcement was poor, affecting people's perception of the value of permits. Knobloch said that there would be a new enforcement method next year ("photo chalking"), which should improve the situation.
- An inquiry about the possibility of placing 10-hour meters on W. Washington Avenue from the railroad tracks (by Regent) to Park Street, and a request for survey data about who is parking there; with a suggestion that perhaps they could be placed by the grocery store in order to avoid meters in front of residences.

Golden moved, seconded by McCabe, to accept the report. The motion passed unanimously.

E.3. [06093](#)

Proposal to run a one-year pilot for a Fixed Route Senior/Disabled 31-Day Pass : Referred to TPC by ADATS at its 3/15/07 meeting

Registrant Susan DeVos, member of the ADA Transit Subcommittee and a supporter of the pilot program, appeared before the Commission. She reported discussion at the ADATS, as follows:

- By creating a program like this, Madison would not lead or lag behind other cities throughout the state and country, which offered either half-price or discounted passes.
- While there was a need to prevent fraud, alternately, there was a need for a strong marketing strategy so that people would know the pass was available and so the program would have a reasonable chance to succeed.
- She recommended that passes also be sold at senior centers and at centers for the disabled - along with the three locations (Metro office, website, and by mail) already proposed.
- A pass would be much more convenient than transfers - a key reason for the pass.
- There were two proposals for cost: \$23.50, which was half the price of a regular 31-day pass; and \$30.00, based on a 40-ride/month standard.

Gullickson provided some additional information:

- In order to receive funding, the federal government required Metro to offer a half (fixed route) fare for senior/disabled, presently available by paying \$. 75 cash or by buying a 10-ticket booklet at \$7.50.
- The question was whether a discounted pass would prove to be more convenient and more popular than the 10-ticket booklet now available.
- Metro was open to a one-year pilot, preferably at a cost of \$23.50, to avoid a negative response to the higher cost of \$30, which might override the good impact.
- Implementation would probably be Sept. 1st in order to piggyback costs of

printing with other passes.

Members discussed various levels of discount and how they could be calculated/justified, as well as the measures that would be taken to prevent fraudulent use of the passes (i.e., ID checks, driver reports, the application procedure, color coded passes).

Golden moved, seconded by Radomski, to adopt the ADATS proposal to run a pilot program for a 31-day pass for seniors and people with disabilities at a cost of \$23.50, to be run for one year from implementation up to the time of the next fare tariff discussion. Durocher stated that the action would create an entirely new fare medium, and therefore would not require a public hearing. The motion passed unanimously.

E.4. [05914](#)

Authorizing the Transit Division to participate in an RFP process to identify a broker to advertise and manage an unlimited ride pass program for smaller employers in the Metro Transit service area for a pilot period of one year.

A motion was made by Golden, seconded by White, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER

Kamp said that Metro and Parking began work on this concept in 2006, with a commitment of \$20K from Parking in preliminary funding for marketing, planning and start-up costs. As discussions progressed into 2007, it seemed the appropriate way to proceed was to issue an RFP to determine what organizations (non-profits or companies) might be interested in marketing and setting up the billing and other administrative systems for the program, which was designed to attract smaller employers (of 500 employees or less). Metro would be reimbursed \$0.88/ride in 2007, increasing to \$0.952/ride in 2008.

The motion passed by acclamation.

F. OLD BUSINESS ITEMS

F.1. [06094](#)

Ramp Shuttle Continuation-Analysis & Recommendation

Knobeloch pointed out the front-page story in a local newspaper and local TV coverage about the Shuttle. Knobeloch distributed a table with March ridership figures; and a cost analysis, which showed that there would be fewer savings than expected if the Shuttle were to be discontinued earlier than planned (i.e., May 25th after a hearing was held).

Durocher noted that Susan Schmitz, of DMI and BID, had submitted written comments in support of continuing the Shuttle until June 15th. (Electronic or hard copies of her statement in its entirety are available by contacting the Recording Secretary, Anne Benishek-Clark, at 267-8751.) Knobeloch said that Susan Schmitz and Mary Carbine supported the staff's report recommending that the Shuttle continue to June 15th, for the following reasons. June 15th was the advertised end-date; a public hearing (re: discontinuing the Shuttle) couldn't be held until May (a short time before the Shuttle was scheduled to end anyway); and people might think the Shuttle wasn't given a fair chance - a concern shared by Knobeloch.

Knobeloch said that while ridership had gone up a substantial amount, from 200 in January and in February to 303 riders in March, this still represented a small ridership average of 1.2 passengers/revenue hour compared to Metro's 32 passengers/revenue hour. In February, the split was 50/50 between spitter tickets and bus passes; now spitters represent 40% of total (with UW passengers still a large portion of the riders.) Looking at the Metro's cost analysis and adding advertising costs, the project had cost the Utility \$85K so far.

Golden remarked that because of public hearing requirements, it would be better to just let the Shuttle continue to the end of the pilot, and perhaps use some of this data to learn some things about a different kind of program (i.e., Nickelodeon and free fare zone). [NOTE: White left at this point in the meeting, at 7:07PM.]

Golden moved, seconded by Wong, to accept staff recommendations to continue the pilot until June 15th. The motion passed unanimously.

F.2. [06095](#)

City Traffic Engineer's Review of King Street Bus Stop #1737 Relocation

Knobeloch said that he and David Dryer asked Ted Peterson at the Great Dane if a bus stop located just off Doty would interfere with trucks unloading there. Currently, the space is a "No Parking Allowed" zone, serving as a truck-loading zone. Peterson said that the bus stop would be fine, but that they would need a different loading zone nearby. To address this, Knobeloch said that Parking could remove two meters a little further down King Street and put in a 15-minute multi-purpose (car/truck) loading zone. Peterson liked this idea, since such a zone would line up better with their driveway.

The TE report also stated that a bump-out would be okay, but that it would need to be kept small, since the right lane on Doty was used as a right turn lane in peak hours. In addition, because there are some storm water inlets located at the corner, it would be more cost-effective to wait for a larger reconstruction project to create the bump-out. Knobeloch concluded by saying that two new meters above Doty in front of the Majestic would replace the two meters removed below Doty.

Golden moved, seconded by Hinz, to accept the report of the Traffic Engineer. The motion passed, as follows:

Ayes: Hinz, McCabe, Golden and Radomski

Noes: Wong

Non-voting: Durocher

Excused/Absent: Sanborn, Streit, White and Hoag

F.3. [05892](#)

Metro Management Plan and Goals 2007

Kamp highlighted the following six goals:

1. Ridership: 12.2 million fixed route rides in 2007, with 33.8 rides/hour (1 to 2% increase over 2006).
2. Safety: To reduce preventable accidents to 93, by providing refresher training for all drivers.
3. Security: To enforce (TPC-approved) behavioral policy, re-emphasizing this through driver training, using security cameras to ID individuals, working with the Police Department and the schools, and suspending specific riders from service when necessary.

4. **Cost Management:** To reduce (non-FMLA) sick leave absenteeism, using new disciplinary procedure and working with Union on it, thereby hopefully reducing overtime. Per HR, Metro employs 16% of all city employees, and apparently uses 29% of all non-FMLA sick leave.

5. **Ad Hoc Committee on Metro Transit Long Range Planning:** To continue to commit staff time in supporting this effort, which is key to Metro's future.

6. **Finances:** To stay within budget and to rebuild the contingency fund.

Members commented on the following:

- Goal #4 and how it might affect employees with legitimate health issues; and
- Goal #5 and the need to educate the public about the high cost of expanding service to neighboring communities; to market the fact that Metro is an efficient, well-run transit system (though subject to the vagaries of fuel costs); and to possibly amend the document mid-year, as 2020 develops plans for a regional transit authority.

Golden moved, seconded by McCabe, to accept and support the plan. The motion passed unanimously.

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

Wong moved, seconded by McCabe, to accept items G.1. through G. 7. The motion passed unanimously.

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

G.2. Contracted Service Oversight Subcommittee (no March meeting)

G.3. Parking Council for People with Disabilities (January meeting cancelled)

G.4. Long-Range Transportation Planning Commission (March 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 (March 26th Draft meeting meeting minutes attached)

H. GENERAL DISCUSSION ITEMS

H.1. General announcements by Chair

Along with Radomski, Durocher commended Golden for all his years of service on the Commission, acting as liaison to the Council on behalf of TPC, and providing valuable historical background to the Commission on many important public transportation issues.

H.2. Commission member items for future agendas

Wong requested updates from Metro about how it expects to "mesh" its operations with various streetcar or commuter rail proposals being discussed by

other groups.

ADJOURNMENT

By motion of McCabe/Hinz, the meeting adjourned at 7:33 PM.