



**City of Madison**  
**Meeting Minutes - Final**  
**TRANSIT AND PARKING**  
**COMMISSION**

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

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Tuesday, March 13, 2007

5:00 PM

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

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**A. CALL TO ORDER**

Durocher called the meeting to order at 5:06PM.

**Present:** Kenneth Golden, Carl D. Durocher, Amanda F. White, Tim Wong, Sharon L. McCabe, Kevin L. Hoag, Kenneth M. Streit and Duane F. Hinz

**Excused:** Noel T. Radomski and Jed Sanborn

Hoag arrived at 5:08PM and Wong arrived at 5:09PM, after the Minutes were approved.

**B. APPROVAL OF MINUTES - 2/13/07 Meeting**

Streit moved, seconded by Golden, to approve the Minutes of the 2/13/07 meeting. The motion passed unanimously.

**C. PUBLIC COMMENT - None.**

**D. TRANSIT AND PARKING REPORTS**

**D.1. [05906](#) Parking: January 2007 Revenue and February 2007 Activity Report**

Knobeloch highlighted the following items:

- Total revenues in January '07 were up 17% (\$109,440) over January '06.
- One of two vendors pulled out of multi-space meter trial; another vendor has been lined up.
- GE revenues were up 35%; Monroe Area on-street had increased by 96.52% due to Trader Joes; Buckeye Lot revenues went from \$11,224 to \$10,601 possibly due to construction on State St.
- Looking at occupancy, Buckeye Lot in Nov '06 to Jan '07 was 24.5%, 75.5% and 56.6% while Nov '05 to Jan '06 was 77.4%, 67.9% and 75.5%. Brayton Lot had 100% occupancy in December and January.
- Looking at total occupancy for Parking, Nov '06 to Jan '07 was 73.9%, 70.7% and 67.8%, while Nov '05 to Jan '06 was 79.9%, 74.8% and 75.6%, with all three months from Nov '06 to Jan '07 uniformly down.

He discussed the Route 89 Parking Ramp Shuttle:

- February figures were almost the same as January's, about 200 riders = .8 riders/hour.
- Between the two routes, Campus route comprised 81% (162 riders) and Capitol route comprised 19% (38) of the total riders.
- A few more than half are using parking passes; and a few less than half use

bus passes.

- Lots of advertising had been used to promote the Shuttle -- the most for any route in the city; and more ads by Adams will appear next month inside ramps.

Members expressed concern about the low level of participation and the costs related to continuing the pilot, in terms of fuel, pollution, advertising, the loss of parkers at GE and Campus ramps without a corresponding gain of new parkers. They discussed various options:

- To end the pilot sooner than June 15th;
- To cut the Capitol route and keep Campus route;
- To try different signage at ramps to redirect current parkers;
- To develop different marketing strategies re: availability of parking downtown and to attract new parkers;
- To target the shuttle stops to specific ramps only; and
- To use shorter/smaller buses on these routes.

During discussion, Knobloch pointed out that the Campus route would soon be challenged by construction detours, and that Metro costs represented the largest share of costs; but felt that it was too soon the end the pilot, especially with commitments to advertisers and with all the ads showing an end date of June 15th. A member said that behavior change takes time, so it's unclear how long to go. Members asked Knobloch to bring information to the next meeting related to collateral costs of shutting the pilot down early on May 1st, and alternative strategies for marketing, routes, and cost efficiencies.

Knobloch concluded his remarks by noting the Parking Utility's payment of its occupancy fee to the City's General Fund. Parking had estimated it to be about \$100K, but it turned out to be \$171K. Out of Parking's total profit of \$500K, \$171K was going to payment of this fee.

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

Durocher pointed out that Knobloch was filling in for Chuck Kamp, who was out of town on Metro business.

D.2 [05889](#) Metro Transit YTD Perform. Indicator Reports - TPC 3.13.07

Ann Gullickson of Metro highlighted the reports, observing that January ridership was noticeably lower this year than last, adding that Madison schools had a longer winter break this year with four less days of service (= 22K fewer riders). Members commented that the UW also returned from its winter break a week later and that the weather was warmer, both factors that would contribute to lower ridership as well. Noting that January was a bad month for vehicle and passenger accidents, Gullickson said that Metro would be watching and working to recover from this, and that a management goal was to reduce accidents by 25% this year.

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

E. OLD BUSINESS

E.1 [05890](#) King Street Bus Stops - TPC 3.13.07

Speaking to Agenda Items E. and F.2., Registrant, Susan Schmitz of DMI, appeared before the Commission to support on-street metered parking spaces, because of the major positive impact they have on the retailers and restaurants near them, especially in neighborhoods that are transitioning from residential to retail. Durocher noted that Susan DeVos of Madison Area Bus Advocates had registered in opposition to removing any bus stops (i.e., #1368 and #1395) on King Street.

Tim Sobota, Metro Transit Planner, discussed the new maps and the information contained on them re: grades on King Street, weekday vs. weekend ridership data, and the map legends. Members discussed the data for boardings/alightings, speculating about the importance of uncounted activity at the Saturday Outer Loop Doty stop (vis à vis stop #1395), and pointing out weekend vs. weekday numbers at stops where counts are made on a regular basis (at stop #1737 for example, 13 vs. 55). Members then talked about traffic lanes and bus stop locations, especially related to turn lanes; i.e., turning right from King onto Webster, turning right from Doty Street onto King. [Unrelated to the discussion at hand, Golden asked Knobeloch to forward a question to TE as to whether there would be any time of day when the installation of meters would be appropriate on the GEF III side of King, when the volume of traffic would not warrant a long right-turn lane.] Sobota mentioned that the placement of stop #1468 was aligned with the handicapped entrance to GEF III, located on the Butler side of the building. Hoag then questioned the logic of eliminating #1395 (as explained in the Persich memo), since there are many more eastbound than westbound routes traveling King Street.

Golden explained his reasons for wanting to know the grade(s) on King: to determine whether it would be feasible to place a westbound stop between #1368 and #1468 on the GEF side of King, and to place a corresponding eastbound stop from it between #1395 and #1737 on King (around the corner from Doty.) Streit raised concerns about vehicles making right turns (out of compliance) in front of buses stopped in traffic flow for existing right-turn lanes, thus creating a potential for accidents and liabilities.

Golden suggested that a slight bump-out be created at the corner of Doty and King, to force vehicles to make a more deliberate right turn there to slow them down, creating a safer situation for pedestrians and buses stopped on King. By sliding #1737 up King Street towards Doty and eliminating #1395, parking near the Great Dane could be moved further down on King, and new parking could be created in the area around the old #1395 stop. He suggested further that based on current routes and their numbers, the westbound stops remain as they are: for #1468 to stay at its current location, with no stop at old #1368. Golden expected input from the Traffic Engineer about relocating #1737 and a bump-out.

Sobota wondered about some of the pros/cons of relocating #1737 (how buses would maneuver around a bump-out, right-turn traffic and stopped buses, wider sidewalks towards Doty, etc.) Members raised concerns about buses from five routes stacking up behind each other at the corner of Doty and King; about the efficacy of moving both westbound routes #3 and #4 off King to Wilson, and whether this has skewed the numbers on King; and about the steep walk and greater walking distance for condo residents at the bottom of Doty.

Wong made a motion to recommend keeping all four bus stops at #1368, #1395,

#1468, and #1737 (i.e., to restore #1368 and #1395), in anticipation of and to encourage growth in ridership. Hoag seconded the motion.

Golden made a substitute motion to recommend the following:

- To eliminate #1395 and to move #1737 up the hill to somewhere east of King Street/Doty intersection (eastbound); and
- To eliminate #1368 and keep #1468 where it is (westbound);
- To bump out King Street at Doty in such a manner as to permit buses to make turns there;
- To restore parking wherever stops would be removed, and wherever appropriate;
- To leave it to staff to determine where to relocate #1737 given the traffic issues; and
- Should the substitute motion be approved and should the Traffic Engineer object to the recommendations, he could come before the Commission to discuss his concerns.

Hinz seconded the motion. After various members spoke to the substitute motion, a vote was taken to substitute Golden's motion for Wong's motion, which passed by the following vote:

Aye: Golden, Streit, McCabe and Hinz

No: Wong and Hoag

Abstain: White

Excused: Radomski and Sanborn

Non-voting: Durocher

A vote was then taken to adopt the recommendations in Golden's substitute motion, which passed by the following vote:

Aye: Golden, Streit, McCabe and Hinz

No: Wong and Hoag

Abstain: White

Excused: Radomski and Sanborn

Non-voting: Durocher

E.2 [05891](#)

Parking: Update on Kroupa Survey - TPC 3.13.07

Knobeloch discussed the draft of the DaneTrak Parking survey. The draft had been reviewed by various groups (such as DMI and BID); and the survey was scheduled to be conducted in April. As drafted, Parking was at the maximum space allotted to a customer in a given survey, at a total cost of \$6,140. Knobeloch said that, unlike the Paxton survey which surveyed only parkers using the ramps, the Kroupa survey would survey people in Madison, nearby suburbs and elsewhere in the County and would include people not parking at ramps, helping to reveal why occupancy is dropping at City ramps. Knobeloch outlined specific questions related to downtown attractions/problems, purposes for coming downtown and how often, why they might be driving downtown less, where they park when downtown, and more specific questions about parking availability, cost and convenience (location), as well as what Parking could improve.

Durocher concluded the presentation by saying that Parking was authorized to proceed with the survey as presented and discussed.

**F. NEW BUSINESS ITEMS**

**F.1 PUBLIC HEARING: Legislative File #05539 - Proposed changes to parking on the east side of Broom Street from Mifflin Street to W. Washington Avenue**

Knobeloch explained that these spaces were situated in the first block off W. Washington, on the east side of Broom Street, in front of the first stage of Metropolitan Place, where a new restaurant was located. The block currently had 2-hour/RP3 (residential daytime) parking. The proposal, as supported by the report of the City Traffic Engineer, was to replace the 2-hour/residential permit parking with parking meters, in hopes of providing parking for the restaurant and other commercial ventures there. In response to a question from Durocher, staff identified the ways that notice of the public hearing had been given.

Durocher declared the public hearing open. No registrants appeared before the Commission to speak on the item. Durocher declared the public hearing closed.

**F.2 [05539](#)**

Amending Section 12.1385(54) and creating Section 12.1517(12) of the Madison General Ordinances to remove a portion of Broom Street from the Residential Daytime Parking Permit program and establish it as a Combination Two Hour And 25 Minute Parking Meter Zone.

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

In response to questions, Knobeloch said that approximately eight parking spaces and four residential parkers would be affected by the change. He explained that residential permit holders may park anywhere within their identified permit district (for up to 48 hours at a time); and that most downtown permit districts were oversold. He noted that the meters would potentially generate \$8K/year in revenue (without affecting the number of permits sold), and that parking at the meters would be free after 6PM. In general, members felt that metered parking would be desirable at this location, especially in light of the increasingly retail environment in the area.

Streit moved, seconded by McCabe, to adopt the recommendations in the report of the Traffic Engineer related to Leg. File #05539 and the proposed parking changes (presented as part of Agenda Item F.1.). The motion passed by the following vote:

**Aye:** Golden, White, Wong, Streit, McCabe, Hinz

**No:** Hoag

**Excused:** Radomski and Sanborn

**Non-voting:** Durocher

**A vote was taken to recommend adoption of Leg. File #05539.**

**The motion passed by the following vote:**

**Excused:** Radomski and Sanborn

**Aye:** Golden, White, Wong, McCabe, Streit and Hinz

**No:** Hoag

Non Voting: Durocher

F.3. [05892](#) Metro Management Plan and Goals 2007

Gullickson said that though currently out of town on business, Chuck Kamp wanted members to have this document within six months of his start, to be able to review it before he personally presented it at the April meeting. Golden moved, seconded by Streit, to refer the Item to the next meeting. The motion passed unanimously.

F.4. [05804](#) Authorizing the Mayor and City Clerk to execute a lease with Postal Partners, LLC, the owner of property located at 441 North Lake Street, to accommodate the existing encroachment of the owner's building into the City's adjacent Lake Street Parking Ramp property.

**A motion was made by Streit, seconded by Hinz, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER**

Knobeloch noted that Postal Partners now owned the building that used to be McDonald's, next to the Lake Street parking ramp. (Pictures were circulated.) Because the building encroaches about 1.5 feet over the city lot line, the lease would allow the City to charge nominal rent for this space, and more importantly, would clarify the rights of the City regarding the land. For example, it would allow City personnel to continue to use the ladder to the roof of the property in order to access the wall on the side of the ramp; and it would protect the City's interests in the event of future structural changes on the property.

The motion passed by acclamation.

**PLEASE NOTE: A Roll Call is reported here to show that Golden left the meeting at 7:30PM, before the vote on Agenda Item F.4. was taken.**

**Present:** Carl D. Durocher, Amanda F. White, Tim Wong, Sharon L. McCabe, Kevin L. Hoag, Kenneth M. Streit and Duane F. Hinz

**Excused:** Kenneth Golden, Noel T. Radomski and Jed Sanborn

F.5. [05714](#) Authorizing the Mayor and City Clerk to enter into an agreement with the University of Wisconsin - Madison for the provision of free access by UW-Madison students to Metro Transit for fixed route and ADA paratransit services, with reimbursement for student trips for the contract period.

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

Durocher explained that the Commission could go ahead and vote on the resolution without a closed session, if it was satisfied with the contract as negotiated. If a vote to recommend adoption didn't pass, then the Commission could go into closed session to privately discuss and develop proposals for new negotiations.

Gullickson summarized the agreement, saying that Metro and the UW-ASM had reached an agreement for the next 3 years, with an option for two more; and that the contract rates contained in the agreement were based on the fare tariff previously established by the TPC (at its September 14, 2006 meeting). She noted that the contract included a Minimum/Maximum of 8% for the total amount billable for each year, based on actual ridership totals from the previous year.

The motion passed by the following vote:

**Excused:** Golden, Radomski and Sanborn  
**Aye:** White, McCabe, Hoag, Streit and Hinz  
**Abstain:** Wong  
**Non Voting:** Durocher

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

Streit moved, seconded by McCabe, to accept Items G.1. through G.7. Wong asked that G.7. be separated out for comment. An amended motion to accept Items G.1. through G.6. passed unanimously.

- G.1. ADA Transit Subcommittee (January meeting minutes attached)
- G.2. Contracted Services Oversight Subcommittee (February meeting minutes attached)
- G.3. Parking Council for People with Disabilities (December meeting minutes attached)
- G.4. Long-Range Transportation Planning Commission (February 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 (1/22/07 Final and 2/26/07 Draft meeting minutes attached)

A member of the Long Range Metro Planning Ad Hoc Committee, White reported that subcommittees were being formed to develop recommendations in four categories: Marketing/PR, increased ridership, new sources of funding, and systems improvements (to enhance the customer's experience).

Wong moved, seconded by McCabe, to accept Item G.7., with a recommendation

to separate G.7. out at future TPC meetings, for brief updates about the progress of the Committee. The motion passed unanimously.

**H. GENERAL DISCUSSION ITEMS**

- H.1. General announcements by Chair
- H.2. Commission member items for future agendas

**ADJOURNMENT**

Streit/Hinz moved to adjourn at 7:50PM.