



# City of Madison

## Meeting Minutes - Final

### TRANSIT AND PARKING COMMISSION

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

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Tuesday, January 9, 2007

5:00 PM

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 5:09PM.

**Present:** Jed Sanborn, Carl D. Durocher, Tim Wong, Kevin L. Hoag, Kenneth M. Streit and Duane F. Hinz

**Excused:** Kenneth Golden, Noel T. Radomski, Amanda F. White and Sharon L. McCabe

Durocher announced that Diane Paoni had submitted to the Mayor her letter of resignation from the Commission on 1/8/07.

#### B. APPROVAL OF MINUTES - 12/12/06 Meeting

Sanborn, seconded by Hinz, made a motion to approve the 12/12/06 Minutes.  
The motion passed unanimously.

#### C. PUBLIC COMMENT - None.

#### D. TRANSIT AND PARKING REPORTS

##### D.1. [05339](#) Parking: November 2006 Revenue, Key Statistics and December 2006 Activity Report

Knobeloch highlighted the following items:

- November 2006 revenues are up 12.3% over November 2005; with November revenues 2% higher and YTD revenues 3% higher than budgeted.
- Variance over YTD budget is largely due to Overture, which had no increase in its "regular" hourly rates but which now has 30-50 more parkers per day.
- 344 fewer residential parking permits were sold in 2006 vs. 2005; but funds should be maintained for two years without having to change the current rate of \$21.
- Overture revenues went up 21.66% over 2005.
- New figures from Evergreen Lot (since Trader Joe's arrived) showed 2006 revenues going from \$950/month to \$2,829/month vs. \$1,142/month in 2005; with revenues from on-street meters on Monroe Street up 36.21% (due to rate increase from 35¢ to 50¢/hour).
- Community Car no longer has a lease at the Wingra Lot; and will not be shown on future reports.
- Average weekday occupancy rates for November 2005 vs. November 2006: Buckeye Lot 77% vs. 24%; Cap Square North 70% vs. 52%; Gov East 92% vs. 81%; Overture 45% vs. 56%; State St Campus 86% vs. 74%; State St Cap 72 vs. 74%.
- 3-month occupancy comparisons at Buckeye Lot for 2005 vs. 2006: October, 60.4% vs. 69.8%; November, 94.3% vs. 62.3%; and December, 77.4% vs. 24.5%.

In subsequent discussion, it was pointed out that more spaces were available this year at Gov East than last; and that State St Campus occupancy might be down because of rate increases and the availability of bus passes, and because people found other parking. It was also pointed out that the spot counts at Buckeye were taken between 10AM and 2PM, not during its peak evening hours. It was noted that rates increased between 10-20% at all ramps except Overture, with the most common rate now at \$1.10/hour (Campus and Gov East).

Sanborn, seconded by Hinz, made a motion to accept the report. The motion passed unanimously.

D.2. [05341](#)

Metro YTD Performance Indicator Reports - TPC ag01.09.07

Kamp highlighted the following items in the fixed route reports:

- Between November 2005 and 2006, revenue and expense indicators showed minor changes; expense indicators were up mainly due to diesel costs, increasing operating costs per passenger trip by 1%.
- Customer complaints are down for fixed routes.
- Total ridership went up 5.1% YTD; November 2005 to 2006 ridership went from 1.115 million to 1.188 million; and September-November 2005 to 2006 went up 3%.
- Due to some interface problems in data collection in November, ridership info by route was available for September and October only; and this showed total ridership up 1.3% over 2005, with Middleton up 12% and UW routes up generally.

Kamp reviewed the Q&A info sheet, which addressed questions raised at the December meeting. Responding to a question, Kamp said that WURTA had put together an outline for legislation they plan to introduce at the state level for funding that would keep pace with inflation. He also mentioned how improved automation in data collection would make it possible to report various interlined routes separately.

Kamp pointed out the following items in the paratransit reports:

- Looking at performance indicators for paratransit compared to November 2005 and compared to fixed routes, the operating cost per passenger trip was higher (i.e., November 2005 paratransit was \$25.64, November 2006 paratransit was \$27.77, and November 2006 fixed route was \$2.96.)
- Laidlaw has provided the most paratransit trips YTD, followed by Badger Cab, and then Metro Direct.
- While paratransit ridership went down by 2.7% from 2005, the number of individual clients using the service went up; and this year's numbers were in line with previous years (other than 2005), with expected YE totals at 256,000 -258,000 rides for the year.

Members discussed the UW Route 80's, noting that all the rides are "free", with passengers counted by the bus drivers and paid for by ASM. It was pointed out that if the Route 80's were removed from total ridership count, numbers would actually show a decrease in paid fare ridership. A request was made to separate the numbers for the Route 80's from the other routes, which reflect two different markets (UW vs. others). In response, Kamp said he would look at both ridership and productivity this way.

Wong, seconded by Hoag, made a motion to accept the report. The motion

passed unanimously.

**E. OLD BUSINESS ITEMS**

**E.1. [05328](#) Update on Ramp Shuttle Operations TPC ag01.09.07**

Knobeloch recounted the “kick-off” of Ramp Shuttle operations on January 2nd, attended by the Mayor, Alder Webber, and Mary Carbine (BID) and Susan Schmitz (DMI); covered by TV Channels 3 and 15, which aired the item twice each. He was the first rider on the Capitol route, which had a headway of 6.5 minutes; and he was the fourth rider on the Campus route, with a headway of less than ten minutes. He noted that DMI and BID had helped with publicity, and that more publicity was being planned, which will be critical in attracting new ramp customers.

No action was needed for this agenda item.

[NOTE: See public comment about this item from registrant, Laurie Wermter, which was heard after Agenda Item E.2.]

**E.2. [05340](#) Buckeye Lot Study - TPC ag01.09.07**

Registrant Susan Schmitz of DMI addressed the Commission. After reviewing the report prepared by the Parking Utility, she could see why the Commission had requested it, in anticipation of discussion about a mid-State Street parking ramp. She hoped such a facility would be mixed-use, not just parking. Schmitz pointed out that the survey data collected for the report did not include surveying on weekends, which is peak time for retail; and it did not include surveys during warmer months, when shopper/visitor volumes are also higher. She questioned the statement that the new Ramp Shuttle would further mitigate the use of the lot. She said that DMI had been working on developing a better retail mix on State Street (which may have too many restaurants and bars); a 50-50 mix would keep a better flow throughout the day. She concluded by saying that “shopper friendly parking” is a key component to a successful retail district.

Responding to questions from members, Schmitz said that it really doesn't matter whether parking is available or not, as long as people perceive that there's not enough parking. Related to a mid-State Street ramp, she felt that people needed to be made aware of the advantages of ramps (vs. lots), in terms of land use. Schmitz said that DMI was working on business retention and recruitment for downtown, and that DMI would be conducting surveys and gathering data in order to help determine factors that create a vital, downtown retail area -- information she hoped to share with the Commission and other interested groups.

Knobeloch discussed the in-depth study of Buckeye Lot that Parking had prepared at the request of the TPC, summarizing as follows:

- Daytime peak occupancy (1PM) was approximately 50% of capacity (27 parkers).
- There were approximately 650+ vacant parking spaces at Buckeye and the three nearest ramps (Overture, SS Campus, SS Capitol) during peak daytime weekday hours.

- Buckeye Lot utilization peaked about 7PM on weekdays (94%).
- At 7PM, approximately 1230+ spaces were available at Overture, SS Campus and SS Capitol

From this data, staff had concluded:

- Parking supply is adequate now in the downtown area.
- While the building of additional parking in the downtown area cannot be justified on current demand/supply conditions, there may be latent parking demand that exists when potential downtown visitors avoid the downtown areas because of their perception of parking problems.
- The Parking Shuttle pilot program can act as a test of this latent demand. At its conclusion in June, the Parking Utility staff will make further recommendations.

In the following discussion, Sanborn noted that money had been put into the budget for a mid-State Street parking ramp/improvement to maintain flexibility to do something, but no specific proposal for an actual project had come before the Common Council. Members suggested and discussed possible reasons for the general drop in the numbers of parkers in downtown city parking: more bus riders/fewer parkers, more commuters using private parking, drop/change in businesses on State Street, fewer shoppers/diners/visitors to State Street due to perception of problems with parking. People agreed that more surveys and data would be helpful in analyzing the true need for additional parking downtown, before concluding none was needed; noting, however, that it would be hard to find and survey the folks who used to park downtown but don't do so now. People hoped that DMI's research would reveal some answers, and felt that better marketing could help change perceptions about the availability of parking downtown.

Durocher commented that this was an informational report, which included some conclusions; but the Commission could accept the study without necessarily agreeing with the conclusions contained in it, or committing the Commission to anything by doing so.

Wong, seconded by Streit, made a motion to accept the study. The motion passed unanimously.

[NOTE: This public statement was taken out of order, and refers to Agenda Item E.1., Update on Ramp Shuttle Operations.]

Laurie Wermter, 847 Williamson Street, addressed the group about the Ramp Shuttle, saying that she supported the program because it would benefit the general ridership. However, she was concerned about numbering the Shuttle #89, because in general, the other Route 80's are "free" routes, while this service will cost the regular fare of \$1.50 for people without prepaid tickets, to travel only a short distance. She also cautioned people about saying that this route serves all of State Street, since it doesn't travel the 100 and 200 blocks of State Street.

### E.3. Update on Unlimited Pass Program Pilot with Madison Environmental Group

Knobeloch commented that the Parking Utility has \$20K in P.O.'s with the Madison Environmental Group for this pilot work, and noted that the Utility has also contracted with the MPO for other work. Ward Paxton from the MPO would be making a presentation at the next meeting.

Kamp said that this was a unique project and that Metro had no arrangement like this with other groups. Because of various questions related to this, Metro would be working closely with the City Attorney's Office to clarify some important issues before bringing a proposal to the Commission for action.

No action was needed on this agenda item.

## **F. NEW BUSINESS ITEMS**

### **F.1. King Street Bus Stop Discussion**

Durocher asked registrants for this agenda item to address the Commission.

Susan Devos, a member of ADATS and Madison Area Bus Advocates, said that the City should be increasing the number of bus stops, not removing them as they had on King Street; and that Metro should get citizen/rider input before making decisions like this. (Electronic or hard copies of her statement in its entirety are available by contacting the Recording Secretary, Anne Benishek-Clark, at 267-8751.)

Mike Neuman, a member of Madison Area Bus Advocates, spoke in favor of keeping bus stops in the 100 block of King Street. In general, he urged the Commission to make decisions, which would favor mass transit and non-motorized travel, because of energy issues, greenhouse gas emissions, and our dependence on foreign oil. He felt that removing bus stops to favor car travel takes us in the wrong direction.

Laurie Wertmer, resident of 847 Williamson Street, opposed removing bus stops in the 100 block of King Street, and expressed concerns about how this decision and others were made within Metro's Service Development Committee without input from bus riders. (Electronic or hard copies of her statement in its entirety and related handouts are available by contacting the Recording Secretary, Anne Benishek-Clark, at 267-8751.)

Ted Voth, Jr, resident of 1146 Williamson, registered in favor of keeping bus stops in the 100 block of King Street.

Members then discussed the issue. Durocher commented that the Service Development Committee was a valuable and necessary part of Metro, soliciting input from different parts of the organization in order to plan and coordinate service; and any service changes made by the SDC could be reviewed by the TPC. Kamp said that Metro welcomed input from the Madison Area Bus Advocates; and noted that the SDC included staff who advocated passionately for riders and for ways to better serve the community. While he understood how controversial this particular decision was, calling for more public input, he felt that it wouldn't be helpful to have public hearings about every service change made by Metro, since so many are non-controversial.

Sharon Persich of Metro provided some history as to how the decision was made to eliminate bus stops on upper King Street, shifting westbound inbound buses to MLK Boulevard entirely and moving the eastbound stop to the bottom of King Street. She cited some of the criteria that were used, such as locating bus stops every two blocks, balancing timeliness of schedules for riders, etc.

Members then talked about other criteria that might be used in making decisions like this. Related to the King Street bus stop(s), they requested that Metro provide more information (such as data about boardings/alightings, parking meter locations and bagging, and maps showing nearby bus stops, minimum space required for a stop) for the next meeting for members to evaluate what action they wanted to take about this issue. Kamp invited members to submit any additional suggestions directly to him at Metro.

Hoag acknowledged that Metro needed to be able to make ordinary changes to bus stop locations without holding hearings. However, he felt that some changes should come before the TPC for hearing and review; especially when they involved such things as removing or moving stop(s) beyond a certain distance, when a grade was involved, or when they would affect a high-volume, densely populated area.

Hoag made a motion requesting that Metro put together a set of criteria to be reviewed by the TPC, which could be used to determine when a bus stop change ought to come before the TPC for hearing and discussion. Wong seconded the motion. The motion passed unanimously.

Streit left meeting at this point, at 7:20PM.

A Roll Call is reported here to show that Streit left the meeting at 7:20PM, prior to the votes on the remaining agenda items.

**Present:** Jed Sanborn, Carl D. Durocher, Tim Wong, Kevin L. Hoag and Duane F. Hinz

**Excused:** Kenneth Golden, Noel T. Radomski, Amanda F. White, Sharon L. McCabe and Kenneth M. Streit

- F.2. [05215](#) Authorizing the Mayor and the City Clerk to enter into an agreement with Dane County for the following purposes in the calendar year 2007: (1) providing the Transit Utility with MA waiver Community Integration Program (CIP) funding and State 85.21 funding by Dane County for the provision of paratransit services; (2) providing Dane County with State 85.20 funding by the Transit Utility for the County's provision of accessible transportation for persons unable to use the Transit Utility's paratransit services within its service area.

**A motion was made by Wong, seconded by Sanborn, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by acclamation**

- F.3. [05240](#) Authorizing the Transit Division to participate in a bid process procuring up to seventy-five (75) transit coaches.

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

Lorry Bond, resident of 1902 Aberg Avenue, addressed the Commission about specifications for the new buses. She had heard that Metro planned to purchase buses with lifts/kneeling mechanisms that would be suitable for use in Wisconsin winters. Having received inconsistent responses from drivers about employing these devices in the past because of winter conditions, Bond hoped that all drivers would be made aware of the need to use the devices more frequently in the future. Bond also cited the need for sensible flooring in the new buses. She said that some of the current buses have floors so smooth that they are slippery, especially when wet; and she had seen folks fall or nearly fall, and her service dog slide around on them. Lastly, she found some of the bright, patterned fabric on newer buses to be hard on the eyes; and said that a single, solid color would be better for people with neurological disorders.

During discussion, it was noted that the new buses would simply replace existing buses (at a rate of 15 per year over the next 5 years), and would not increase the fleet size. Kamp thanked Bond for her input regarding specifications for new buses. He went on to say that the RFP would be issued in March, bids would be reviewed in June and awarded in July, and delivery of the buses would begin in 2008. One member hoped that the specifications for the new buses would go beyond EPA requirements. The motion passed by acclamation.

- F.4. [05279](#) Authorizing the Mayor and City Clerk to enter into an agreement with Dane County to provide \$19,280 in assistance to Metro Transit for transit information services, promotion efforts and operations for the calendar year 2007; and \$12,850 to the Madison Area Metropolitan Planning Organization (MPO) and Planning Unit to support the 2007 County Specialized Transportation coordination activities for the calendar year 2007.

A motion was made by Sanborn, seconded by Hinz, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by acclamation

- F.5. [05280](#) Authorizing the Mayor and City Clerk to enter into an agreement with Adams Outdoor Advertising Ltd. Partnership dba Adams Outdoor Advertising of Madison, for the right to sell and manage interior and exterior transit bus advertising for the transit utility for a three year period, with a single option to extend for three additional years in the third year.

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

Julie Maryott-Walsh and Kamp reported that, in 2006, Metro went out to request for proposal the rights to sell and manage interior and exterior bus advertising ( after another ad company defaulted on their contract with Metro). Adams was selected because their proposal had the "highest minimum" amount for advertising in the first year (i.e. they are willing to pay the most); and they have a strong local presence with a good reputation and connections in the community. The motion passed by acclamation.

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

**Wong, seconded by Sanborn, made a motion to accept all the reports, G.1. through G.6. The motion passed unanimously.**

- G.1. ADA Transit Subcommittee (November meeting minutes not finalized)
- G.2. Contracted Services Oversight Subcommittee (no December meeting)
- G.3. Parking Council for People with Disabilities (November meeting minutes attached)
- G.4. Long-Range Transportation Planning Commission (December meeting minutes attached)
- G.5. State Street Design Project Oversight Committee
- G.6. Joint Southeast Campus Area Committee

**H. GENERAL DISCUSSION ITEMS**

- H.1. General announcements by Chair

**Durocher reminded members about the deadline for turning in their statements of interest.**

- H.2. Commission member items for future agendas

**ADJOURNMENT**

**By motion of Hoag/Wong, the meeting adjourned at 7:40PM.**