

**TRANSIT AND PARKING COMMISSION
COVER SHEET**

AGENDA ITEM Transit - Related Items/Exec. Sec. Report	MEETING DATE March 14, 2006
ITEM TRANSIT TOPICS: Old Retreat/New Retreat	
ID Number F.3	Council report back due date: NA
OTHER REFERRALS AND ACTIONS TAKEN TO DATE: NA	
STAFF DISCUSSION OF ITEM: Attached are some summaries provided by Guy VanRensselaer, retreat Facilitator for the Feb. 18 th retreat. At the Feb. 18 th retreat, members asked to set up another transit retreat for sometime in an April/May timeframe. We should set a date at this meeting. There has been mention in the past of a retreat to discuss Parking issues. This should also be discussed at the meeting.	
FISCAL IMPLICATIONS: NA	
MATERIALS PRESENTED WITH ITEM: Attachments	
STAFF RECOMMENDATION/RATIONALE: Discuss and establish retreat date(s).	
PREPARED BY: CSDebo	SIGNED _____ DATE: 3/7/06

Defining Our Current Reality	
Level of Perspective	Desired Future
<p>Vision What are we?</p>	<p>Just a bus system, getting better, not convenient enough, provincial town that stops service at midnight, don't always walk the talk, put our money where our mouths are, great challenges/great opportunities, would see different things, systems</p>
<p>Mental Models Beliefs, Values, Assumptions</p>	<p>Primary objective is more riders which will lead to more service, more riders lead to more revenue, metro is a city agency that is impacted by other city agencies (Parking, Streets, etc.), more ridership is an environmental plus, strong emphasis on commuters to reduce congestion, pro infill, compliant with ADA, budget, 40' buses, rely on police for public safety on buses, buses on routes, transit point structure, partnerships with schools, Medicaid money for paratransit, county doesn't have money on the table, rail as a potential option, governing structure is solely Madison, labor rules, advertising, transit is good, emphasis on equity (non commuters), we will serve known concentrations of lower income people, value "employability" of people, value kids, fares pegged to operating costs, business community values transit, high level of service expectation as in big cities, embodied in service standards.</p>
<p>Structures How do we do business?</p>	<p>Fares, budget process, "free pass" – favor frequent riders, geography impacts routes, ease of parking impacts ridership, one way streets, current route structure (transfer points), unions, intergovernmental agreements, relatively free flowing traffic, funding sources limited, population density/sprawl issues, connectivity hampered by some neighborhoods, schedule, mandates, metro marketing, political will, culture, disconnect between parking and transit, environmental awareness, many existing plans, board structure, ¼ mile from every resident, everything for ridership leads to resource allocation concerns.</p>

<p style="text-align: center;">Patterns</p> <p>What actions, behaviors? What do I see repeated?</p>	<p>Same dynamic every year (budget, fares, service levels), crisis with children once every 10 years, cameras on the buses, increasing number of older population (commuters) on buses, “boomers” using buses at commuter times, fuel costs rise causing more people to use buses, ridership when school is in session is 50,000 per day, 29,000 when not in session, events downtown lead to fuller buses, road construction, recognize others on the bus, routes drop off after 6:00 PM leading to more need for cars, day passes are hot, lack of focus on visitors, continuous change, one way streets and loops lead to bus not where we left it, faded signs, benches and shelters at most stops, difficult to figure out how to use bus to get to places other than work, weather, bike use high in summer, bikes and buses share lane.</p>
<p style="text-align: center;">Events</p> <p>What is today’s news story? What would a stranger see?</p>	<p>40’ diesel buses, a lot of cars, difficult street patterns, lots of buses, people baffled how to get there, most stops not shoveled, signs illegible, on Saturdays, people would have to wait at least one hour, full buses downtown and on campus, emptier buses on periphery, different demographic on buses than in city as a whole, perceived image (Metro under stress), buses that don’t break, clean, hospitable buses, south transfer point has an image problem, on time performance is very good, lack of “free” circulator, empty buses on beginning or end of routes, dedicated bus lane on University Avenue, empty cars, useable and efficient wheelchair component to Metro, well trained staff, paratransit stops near to government buildings, aggressive bus drivers, limited choices (bus, car bike, walk), 2 different cities (low density on periphery, high density 3 miles from square and inward), suburban and urban market, big emphasis to serve UW during rush hours, yellow buses, conflicting messages, trying to do everything, doing a lot, but can’t do everything, full buses going to high density areas, “free” passes on major routes, university component, vigorous peak system (commuter), life line system, on off commuter hours ridership is predominantly youth and lower income,</p>

	<p>core routes serve off peak hours, mid income levels use unlimited pass, lower incomes pay cash, dynamic between transit and parking, wealthy (parking) paying for everyone. Stories (Behavior Issues, Cost Increases, Fuel Costs Rising, Empty Buses are Wasteful, Record Ridership).</p>
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Creating Our Desired Future	
Level of Perspective	Desired Future
<p>Vision What do we want to be?</p>	<p>Joint Madison/Middleton/Sun Prairie/ Oregon/Stoughton/Cross Plain system</p>
<p>Mental Models Beliefs, Values, Assumptions</p>	<p>Approach (Transition) regional representation on board, transit and parking balance, bus/rail/street car coalition, eliminating cars, control parking policy, balance between commuters and transit dependent, balance between periphery and core, robust system not commuter based</p>
<p>Structures How will we do business?</p>	<p>Parking on periphery, converting lanes to rail, dedicated lanes, involved in/on other committees, toll to central city</p>
<p>Patterns What actions, behaviors? What will we see repeated?</p>	
<p>Events What will a person standing on the outside see?</p>	

Potential Modifications and/or Additions to 2006 Metro Goals

1. Express routes (Commuter/Peak/Periphery)
2. "Core" riders
3. Circulator route (80 and 82)
4. Unlimited to State employees
5. Entirely "free" system
6. "Zone" free
7. Park and ride expanded