



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Approved TRANSIT AND PARKING COMMISSION

**PLEASE NOTE: This meeting can be viewed in a live webcast of Madison City Channel at  
[www.madisoncitychannel.com](http://www.madisoncitychannel.com).**

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Thursday, October 8, 2009

5:00 PM

Room 260, Madison Municipal Building  
215 Martin Luther King, Jr. Blvd.  
(After 6 PM, use Doty St. entrance.)

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### A. CALL TO ORDER/ROLL CALL

The meeting was called to order at 5:00 PM.

Present: 8 -

Chris Schmidt; Jed Sanborn; David E. Tolmie; Amanda F. White; Gary L. Poulson; Kenneth M. Streit; Sharon L. McCabe and Margaret Bergamini

Excused: 3 -

Brian L. Solomon; Duane F. Hinz and Susan M. Schmitz

McCabe arrived at 5:04 PM during discussion of Item C., and Sanborn arrived at 5:10 PM during the presentation of Item D.1.

### B. APPROVAL OF MINUTES

A motion was made by Streit, seconded by Schmidt, to Approve the Minutes of the September 8, 2009 meeting. The motion passed by voice vote/other.

### C. PUBLIC APPEARANCES

Registrant Kelli Skatter, 435 W. Dayton Street, 53703, appeared before the group. As a UW student and moped driver, she felt there was insufficient moped parking on Campus for the number of students with mopeds, and asked that either the number of parking permits be limited or the number of parking stalls be increased.

Bergamini informed her that Campus moped parking was not under the jurisdiction of the City, and that she should address her concerns to the UW Transportation Services Moped Committee. In response to a question, Knobloch said the City didn't sell moped permits, and had no spaces designated for mopeds, which were permitted to park on sidewalks.

### D. TRANSIT AND PARKING MONTHLY REPORTS

#### D.1. [16142](#)

Parking: August 2009 Revenue Report and September Activity Report, and 2010 Executive Budget - TPC 10.08.09

Knobloch noted the soft demand in parking since the rate changes in June. At Gov East, as intended by the rate adjustments, occupancy was down -- 79% in August 2009 vs. 100% in August 2008; though slightly lower than ideal, it was still a respectable level. A fair number of the monthly parkers at GE had gone to Cap Square North, where occupancy went up by 9%; other parkers had

left the City for nearby private parking lots, which had undercut City rates and hurt occupancy levels at GE more than anticipated.

Knobeloch then highlighted the Parking Utility's Capital Budget, already approved by the Mayor and headed to the Common Council:

- Parking Garage Repairs: The \$847K was high, mainly due to concrete remediation in all six ramps.
- MMB/GE: New plans now called for an 820-stall underground garage. Some new estimates indicated it was possible to build underground more efficiently and almost as cheaply as aboveground. Parking would get plans and spec's, bid it and see how the prices came in.
- The plans now called for more spaces because of concerns about the potential parking needs created by development on the GE site; Parking couldn't afford to build the optimum number of 900-1,000, but would do as many as possible.
- Since the contractor hadn't included all of the costs, the numbers would probably go up a bit; Parking thought it would still be affordable because it had been saving for 10 years.
- Parking hoped to get help from the City and developers, with cost divisions on common articles in the ramp.
- Such an expensive facility would use all of Parking's borrowing capacity, so other projects like Brayton Lot development were not possible; instead, islands and surfaces at Brayton would be replaced at a cost of \$150K.
- Parking Revenue Equipment: The \$690 K included software changes to ZEAG/ZMS, and the multi-space equipment.
- Office remodeling and shop expansion projects had been put on hold to keep the Capital Budget as low as possible; one small roof project at the Shop would proceed.

Knobeloch responded to questions, as follows:

- Air rights (above the garage) would be sold, hopefully for a substantial amount, but it was yet unclear for exactly how much.
- Parking and a future contractor would need to know what would go above, since it would be hard to design the facility without knowing where to put stair towers, elevators, loading dock, based on whether it would be a hotel or office building, etc.

Knobeloch discussed Parking's Operating Budget, which was going before BOE the following week:

- The Capital and Operating Budgets for Parking were almost the same, since it came out of the same pocket; the Utility financed everything including debt.
- Larger, longer-term items went into Capital, and shorter-term, smaller items and salaries went into Operating; but it all could be one budget.
- "Highlights" of the Operating Budget included funds for multi-space machines, PILOT taxes (\$1.14 million) and stall rental (\$193.5K) to the City, expansion of RP3 online, and the reserves that would hopefully be generated.
- Revenues were soft, just as they were nationwide; and likely, less would be generated in reserves than in previous years.
- Each Major Object of Expenditure (salaries/benefits, purchased services, debt/financing, etc.) contained many items, affecting whether the budget would be high or low; for example, it was hard to predict snowfall and how much would be spent on snow removal.
- Salaries and benefits made up 44% of the Utility's costs; so cost control hinged on people.

- The benefit rate was 38% for regular employees, 11% for hourly, and 18% for overtime -- a factor when using regular, hourly or overtime employees.
- Parking had 76 full time employees, many hourlies (mostly cashiers) and some summer seasonals; half of salary and benefit expenses related to cashiers.
- The only difference between the original budget request and the executive version was an increase in salary savings from 4.69% to 5.69%, which meant positions (mostly cashiers) would need to be held open longer.
- Among Purchased Services (\$1.5 million) was electricity (\$286K), snow removal (\$250K), credit card fees (\$271K) maintenance contracts (\$100K), security (\$180K), and more.
- Other agencies charged Parking \$1.1 million: Comptroller \$22K, IT \$28K, Treasurer \$147K (counting fee), Building \$25K, Fleet Services \$86K, Traffic Engineering \$226K (signs, communications, people), MPD \$439 (parking enforcement), and others.

Knobeloch responded to questions, as follows:

- Holding positions open could present difficulties, esp. with cashiers who are needed for cash customers.
- The Auto-Chalker was shown to be 2.5 times more efficient than older methods; it prevented injuries; because of photographic evidence, adjudication costs would go down; and compliance would improve.

Knobeloch went on to say:

- Parking had \$3 million in outstanding bonds; and interest rates for these were steadily going up (5.5% in 2010 to 5.7% in 2015 at maturity), while interest rates on Parking's \$18 million in savings at the bank were going down (currently below 2%).
- As a result, Parking decided to pay the bonds off on December 1st, saving \$500K on the interest that would have been paid out by 2015.
- With no pre-payment penalty, the only downside to doing this would be the loss of the bond covenants that protected the finances in the Parking Utility.
- The Utility's fiscal responsibility to its bond covenants forestalled the hundreds of requests for free/reduced parking that the Utility continuously received.
- Most if not all of the requests were deserving; and without bond covenants, it was possible that some of the appeals for free/reduced parking could come before the Commission.
- Though the Utility would probably enter into new bond covenants shortly, there would be a "window" where covenant rules would not govern; consider the effect of not having a 10% cap on leasing and what happens to revenues when a large lessee (like Alliant) leaves.
- Utility revenues could not be used to fund other agencies, because City ordinance didn't allow agency funds to co-mingle.

McCabe/Schmidt made a motion to receive the report. The motion carried by voice vote/other.

**D.2.**     [16143](#)

Metro: YTD Performance Indicator Reports, MPA Report for Marketing and Customer Service, 2010 Capital Budget, and TIGGER Grant - TPC 10.08.09

Before going into the MPA review, Kamp distributed an APTA (American Public Transportation Association) Transit Ridership Report for the 2nd Quarter 2009, which showed that bus ridership was down nationally. Though slightly better, Metro's numbers corresponded to those in the report; August ridership was

down 4.6%. Bergamini remarked that excluding unlimited rides, transfers, and non-revenue, and looking at only passes and cash, ridership was down 9% since the rate changes in April. She requested a report showing revenues for April through September broken out by fare types (as ridership was, in the Fixed Route Ridership & Revenue Comparison), in order to compare 2008 and 2009 and projected vs. actual.

Mick Rusch, Metro Marketing Manager, discussed the Management Performance Audit (MPA) recommendations for Marketing and Customer Service.

- RE: the MPA suggestion to pursue additional monies to fund more advertising and promotion: Working with a limited budget, Metro had conducted a short radio, TV and print campaign for the August service change, which included buying ads on top of gas pumps. At the AMOCO on E. Washington, an ad read: Think twice. Ride the Route 10.
- Metro was also purchasing more king size ads on the sides of buses.
- Out of its \$192K budget in 2009, \$100K had been used on Ride Guides, which hadn't left much extra to use on promotions.
- RE: the Audit recommendation to possibly obtain funding for the Marketing Unit through the new small bus pass program revenues, Metro was trying to get this going for next year.
- RE: the Audit recommendation for recording/ tracking customer service calls and functions, much had changed at the Customer Service Center in 2009. The focus had shifted more to the callers and improving customer service; and new software now recorded all calls.
- The new Marketing Specialist working strictly as the Customer Service Supervisor now reviewed at least five calls/rep/day. The Supervisor used six standard questions to rate the calls, and the CS reps received a score and additional comments every day. The Supervisor also reviewed any trouble calls, to make sure everything was done correctly.
- The reps were currently being challenged to improve their 99% average to 100%, which indicated how well things were going.
- Shifts were being staggered among Marketing Unit managers to ensure a supervisor was available to offer support to reps more of the day.
- Any call could be reviewed at a later date, and could be corrected if needed. This gave customers more confidence in the process. Morale had improved as well, because reps felt supervisors were not automatically taking sides; calls could be assessed to figure out what happened without assigning blame.
- All the reps received customer service re-training when the new Supervisor started; new standard operating procedures with new expectations were introduced, inc. that the reps identify themselves at the start of each call, which had greatly improved customer relations.

White suggested that Metro might check out Portland's Travel Smart program to encourage transportation alternatives, which individualized marketing and was shown to be more successful than more general advertising campaigns. Rusch said that most of the recent media ads were purchased rather than traded; people weren't as interested in trades as previously.

Kamp highlighted Metro's Capital Budget, as follows:

- As in the past, the top item on the capital list was Transit Coaches; the \$7.959 million for 2010 would be entirely federally funded through stimulus funding, which would not likely be the case in 2011.
- As a result, Metro was not planning to purchase additional hybrid buses

(after the current 14); but would adjust its 5-year procurement with Gillig should changes occur in federal funding.

- **Building Remodeling Projects:** Most were funded 80/20 (federal/GO), except for \$150K of replacement lighting in the bus storage and maintenance area that would be fully funded by FTA TIGGER funding. (See the attached Press Release related to this item.) Other items included the completion of an HVAC upgrade to help monitor air quality and save money, the repaving of the employee parking lot, and a contingency fund for any unexpected building repairs/needs.
- **Transit System Upgrades:** Most were funded 80/20, except for the wireless security at three transfer points and an electronic display sign, which would be fully funded by federal money. Other items included the final installation of security cameras on all 200 buses, providing good feedback for customers, police and Metro; the DVR network cards, allowing staff to remotely pull video off of the cameras; the Coordinated Transportation software, allowing paratransit to track funding for Metro and partner agencies.
- **Replace Farebox System:** This second largest item in capital budget would help replace the 20-year old GFI system with an upgrade, allowing swipe card technology to be phased in as needed (inc. Smart Cards), possibly for pass partners.
- **NTP Park and Ride Expansion:** Metro hoped to double the size of the lot and had started discussions with Oscar Mayer.
- **Building Expansion/Remodeling:** This would fund initial Site Location analysis for bus garage relocation. The current 10.8-acre facility was designed for 185 buses, but actually held 200 buses and 20 paratransit vehicles. A 2005 study looked at remodeling the current location to house 285 vehicles and included the extra cost of building the employee parking lot "up". The Mayor asked Metro to look at alternate locations: either one site on a 15-20 acre parcel; or one larger and one smaller, auxiliary site.
- **Particulate Trap Cleaning System:** The hybrids and newer buses had exhaust systems with particulate traps that regularly needed to be cleaned out.

Kamp responded to questions.

- A 15-20 acre parcel inside the city had not been located so far, which is why a large and small site was being considered. There were additional costs associated with locating on the periphery; i.e., five minutes of deadhead time per bus per day added \$500K to operating budget.
- Of the \$14.585 million Capital Budget, the City's portion was \$1.285 million.
- The 2005 study determined that having two (east/west) facilities requiring duplicative staff would be more expensive than creating a second auxiliary facility just for parking and cleaning, where only janitorial staff and one supervisor would be replicated, and buses could be scheduled to return to the main garage as part of their routes as needed.
- Administrative offices would move with the rest of the operation if a new single, large location was chosen.
- Metro would make a presentation about plans for the NTP expansion.
- Current employee parking was somewhat limited and just barely met the needs of Metro's 460 employees, many of whom were drivers.
- The Site Analysis would take into account the additional cost of employees traveling to a location on the periphery vs. using City bus passes to get to a central location.

Kamp pointed out that Metro's total Operating Budget would drop from \$10 million in 2009 to \$7 million in 2010 largely due to fuel cost savings. The new

contract price for fuel of \$1.98/gal vs. the current \$3.39/gal would result in \$2 million savings for Metro and its partners. He then explained the \$838K difference in the Agency request and the Executive version of Metro's Operating Budget:

- The difference was in part related to an Executive Budget increase in the vacancy rate from 2% to 3%, resulting in a \$341K reduction in salaries and benefits. (Metro's rate was lower than some agencies because the bulk of their positions were drivers, which had to be kept filled.)
- An additional \$254K in state aids became available after the state budget was passed.
- Because of recent debt refinancing by the City, Metro's debt service was reduced by \$123K.
- Metro's request of \$100K for snow removal was reduced to \$50K.
- Rather than hiring private security, Metro had piloted a training program for off-duty police to work security at the STP (where incidents had dropped by 50%), resulting in an almost \$100K savings.
- Ad revenues would be increasing by \$20K.

Kamp concluded by saying that Metro's Total Expenditures in the Executive budget were \$50 million. With contributions of \$43 million from federal, state, municipal agencies and other entities through Inter-Agency Billings, the City's share would be \$7.038. Sanborn noted that inter-agency billings were up about \$2.5 million from 2009 projected and wondered what contributed to this. Wayne Block of Metro said that the increase reflected the anticipated increases in federal allocations and state funding in 2010; as well as increased fare revenues, inc. the built-in unlimited ride pass increases (from 95¢ to either \$1.00 or \$1.10).

Sanborn noted that all the savings (from reduced fuel costs and debt refinancing), the additional funding (from one-time federal stimulus money), and the anticipated new fare revenues -- roughly \$3 million -- was being used to reduce the City subsidy to Metro by 30%, while virtually nothing was being added to Metro's reserve. He felt that, faced with a difficult budget, the City of Madison had gotten lucky, and seemed to be using Metro as a big fill for holes in the City Operating Budget. He was concerned that one-time revenues that were likely to go away were being used for built-in expenses that wouldn't go away. Who knew what would happen to fuel prices in 2011 and beyond? He thought it unlikely that the City of Madison could suddenly jump back up on its subsidy in 2011 to the pace set over the past 10-15 years, and come in at \$10 or \$11 million. He felt that the City of Madison's problems were only going to get worse. He was concerned about what would happen to Metro long-term in 2011 and beyond.

Acknowledging Sanborn's concerns, White thought that efforts to form an RTA were gaining speed, which could provide a potential funding source for Metro within the next few years. Kamp added that similar concerns were raised at CSOS about the one-time nature of the fuel savings and stimulus funding.

Streit/Sanborn made a motion to receive the report. The motion passed by voice vote/other.

**E. NEW BUSINESS**

- E.1. [15882](#) Authorizing the Mayor and City Clerk to enter into an agreement with Dane County

Human Services to provide Retired Senior Volunteer Driver Escort Services for the City of Madison for the calendar year 2009.

**Summarizing E.1. and E.3., Kamp said that the two agreements reflected Metro's long-standing coordination with Dane County for state funding of paratransit services. In the RSVP agreement, Metro passed through Section 85.20 state funding to Dane County, and in the Section 85.21 agreement, Dane County passed state funding through to Metro.**

**Please note: Action on both Item E.1. and E.3. was taken at the same time.**

**A motion was made by Sanborn, seconded by Tolmie, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**E.2. [15883](#)**

Authorizing the Mayor and the City Clerk to accept sponsorship by MillerCoors, LLC in the amount of \$10,000 to help offset the cost of providing free expanded transit service on New Year's Eve. The agreement includes an indemnification clause.

**Kamp said the agreement continued a program to receive \$10K from Miller/Coors to offset the cost of providing free and expanded bus service on New Year's Eve. The money did not cover the entire cost of the service. But this was a very important public safety program in the community, which reflected well on Metro. Kamp said that because Metro simply expanded service on its regular routes, new regulations about charter bus service did not apply. Rusch said that New Year's Eve ridership in the past few years was lighter than previous years (maybe due to weather and fewer people going out); he thought ridership had been between 1,200-1,500 last year.**

**A motion was made by Streit, seconded by Tolmie, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**E.3. [16078](#)**

Authorizing the Mayor and the City Clerk to enter into an agreement with Dane County for the purpose of providing the Transit Utility with State 85.21 funding given to Dane County for the provision of accessible transportation for persons within Metro Transit's service area in the calendar year 2009.

**A motion was made by Sanborn, seconded by Tolmie, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**E.4. [16089](#)**

Authorizing the Mayor and City Clerk to enter into an agreement with Madison Area Technical College (MATC) for provision of access by MATC students to Metro Transit fixed route and ADA paratransit services, with reimbursement for student trips during the contract period.

**Kamp said Metro's agreement with MATC was a 3-year agreement with two one-year extensions, with the first year being at \$1.10/ride and subsequent years at \$1.15/ride. Similar to other agreements, it had two one-year options for renewal, and a ceiling/floor of +/- 8%.**

**A motion was made by Tolmie, seconded by Sanborn, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**F. REPORTS OF OTHER COMMITTEES - for information only**

07828

ADA Transit Subcommittee  
Contracted Service Oversight Subcommittee  
Parking Council for People with Disabilities  
Long-Range Transportation Planning Commission  
State Street Design Project Oversight Committee  
Joint Southeast Campus Area Committee  
Ad Hoc Committee to Develop Parking Strategic Plan  
Low Income Bus Pass Program Committee

**No action was needed on these items.**

**G. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS**

Poulson brought up the idea of possibly changing the Commission's regular meeting date to second Wednesdays of the month. With its current meeting date of second Tuesdays, and conflicts arising from elections and budget deliberations in 2010, the Commission would have to schedule five alternate meeting dates next year. He asked that consideration of the 2010 schedule and the proposal to change the regular meeting date be put on the November agenda.

Poulson also noted that a citizen member recently appointed to the PCPWD had stepped down, and there were once again vacancies in that group. He invited members to consider serving, and said he would seek citizen members as well.

**ADJOURNMENT**

A motion was made by White, seconded by Schmidt, to Adjourn at 6:38 PM. The motion passed by voice vote/other.