



# 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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Tuesday, December 15, 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

**Present:** 6 -

Chris Schmidt; Jed Sanborn; Amanda F. White; Gary L. Poulson; Kenneth M. Streit and Sharon L. McCabe

**Excused:** 5 -

Brian L. Solomon; David E. Tolmie; Duane F. Hinz; Susan M. Schmitz and Margaret Bergamini

**Please note: Hinz was present before the meeting began, but excused himself to attend another meeting where quorum was needed. Sanborn arrived at 5:13 PM, after action was taken on Items B. through E.1., but was present for the vote on Item F.1. Schmitz arrived shortly after the meeting adjourned.**

### B. APPROVAL OF MINUTES

A motion was made by Streit, seconded by White, to Approve the Minutes of the November 5, 2009 meeting. The motion passed by voice vote/other.

### C. PUBLIC APPEARANCES - None.

### D. TRANSIT AND PARKING MONTHLY REPORTS

#### D.1. [16838](#)

Parking: October 2009 Revenue Report and November Activity Report - TPC 12.15.09

Knobeloch referred to the Springsted letter enclosed in the agenda packet.

- For the first time in his 20 years of experience, the Parking Utility had paid off its bonds on 12/01/09, using \$3 million of unplanned expenditures taken out of its reserve account.
- With the bonds paid off, the bond covenants were gone. To address this lapse in the covenants, Parking had asked the City Attorney's Office to get a ruling from the Bond Council to see if it would make any difference that the Utility planned to rebond shortly when it rebuilt Gov East.
- Since the bond redemption was made public, the Utility had already received one request for free/reduced parking; the Commission might expect to hear more about such requests.

Though the books would not be closed until April 2010, Knobeloch talked about preliminary revenue estimates for 2009 year-end.

- Based on numbers through October, Parking expected revenues to come in

\$345K ahead of last year due to the rate increase; but this was \$300K short of the \$600-700K the increase had been expected to generate, per budget models.

- Current projections showed that the interest earned on investments would come in \$300K below budget as well.
- Altogether, this meant that 2009 revenues would likely come in at 2008 levels and would have repercussions on cash flow and projections for same, which had been used to think about funding for the rebuilding of Gov East.
- After gaining more knowledge about 2009 results and the projected cash flow, staff would report back to the group.

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

D.2. [16841](#)

Metro YTD Performance Indicator Reports - TPC 12.15.09

Kamp pointed out a note in the reports regarding overcounts that had been made by one driver over time (double-counting unlimited pass rides). As a result of this discovery, staff was going back and changing several years of data. Adjustments had been made to 2008 and 2009 ridership numbers, but the long-term historical comparison was not available this month. Looking at Fixed Route statistics, Kamp noted that October '09 had one fewer weekday and one fewer weekend day than last year, so October ridership was down 1.1%. Overall, ridership had been projected to increase by 1.4%, and so far, ridership was up 2.0%.

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

E. UNFINISHED BUSINESS ITEMS

E.1. [16393](#)

Action on proposed paratransit agency fare to be included in Metro's Fare Tariff - TPC 12.15.09

Poulson noted that a public hearing had been held at the Commission's November meeting related to the proposed paratransit agency fare. He invited Crystal Martin of Metro to speak and to update members on any further public comment that might have been received.

- Martin reiterated that the proposal would amend Metro's fare tariff to include a paratransit agency fare with a description of same, to be used as a tool to maintain and sustain the relationships Metro currently had for coordinated funding for paratransit trips.
- Martin had received two phone inquiries; otherwise there had been no other formal feedback through customer service regarding the proposal.
- With early outreach to human service agencies and other commissions, people seemed to fully understand what the proposal aimed to do.

Streit/White moved to adopt the amendment to the Metro fare tariff to include a paratransit agency fare. The motion carried by voice vote/other.

F. NEW BUSINESS ITEMS

F.1. [16113](#)

Authorizing the Metro Transit General Manager to enter into agreements with businesses and organizations with fewer than 1,000 participants in the Metro Transit

service area interested in providing a pass program to their employees, students or other affiliated individuals to take fixed route and ADA paratransit rides on Metro Transit.

Kamp asked Mick Rusch and Peg Anthony of Metro to come before the group. Kamp recalled that a few years ago, Metro had initiated an RFP to find a company or a non-profit group to set up a small employer unlimited ride pass program. Metro's Long-Range Ad Hoc Plan likewise recommended that such a program be established, and further recommended that if Metro did not receive a bid (which it didn't), then it should seek to do this with in-house staff. The 2009 budget provided money for such staff; but with the hiring freeze, Metro had just hired Anthony in October.

Rusch introduced Anthony, who had been a media rep at Midwest Family Radio. He said that notice of the new program had recently been put on Metro's website. So far, Metro had eleven businesses that were already committed to the program and ready to sign contracts. Anthony provided members with the literature being used to promote the program, and commented as follows:

- The eleven businesses comprised 115-125 people, which was encouraging.
- She had met with 25-30 other groups, who had either contacted Metro because of finding the info on the website, or whom she had cold-called.
- She had also met with the Chamber of Commerce, who had sent out the information via email blasts; and with DMI, BID, and EnAct, all of whom agreed to help get the word out as well.
- Feedback had been very positive.

Kamp explained that rather than bringing individual resolutions for each contract with every group that might sign up, the proposed resolution was asking for blanket approval of agreements with businesses and organizations with fewer than 1,000 employees. Anticipating a successful program, and having checked with the City Attorney's Office, the proposal would allow Metro to go ahead and sign such agreements.

Rusch expected the program to be pretty popular, given the early results and the fact that, except for the website, Metro hadn't really started marketing it. Media buy-ins and bus boards were planned for the first quarter of 2010.

Members were encouraged by the initial response to the program and expressed support for it. A motion was made by White, seconded by McCabe, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

**G. REPORTS OF OTHER COMMITTEES - for information only  
(Most recent meeting minutes attached, if available)**

[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.

**H. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS**

**H.1. General announcements by Chair (Verbal announcements, for information only) -  
None.**

**H.2. Commission member items for future agendas - None.**

**ADJOURNMENT**

**A motion was made by Schmidt, seconded by White, to Adjourn at 5:16 PM.  
The motion passed by voice vote/other.**