



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved CONTRACTED SERVICE OVERSIGHT SUBCOMMITTEE

Thursday, January 10, 2013

12:00 PM

215 Martin Luther King, Jr. Blvd.
Room LL-110 (Madison Municipal Building)

1. CALL TO ORDER / ROLL CALL

Also present: Dar Ward

Excused: Rick Rose

Staff: Chuck Kamp, Wayne Block, Drew Beck, Ann Schroeder, Mick Rusch

1. Call to Order/Roll Call – The meeting was called to order at 12:04 PM.

Present: 6 -

Susan M. Schmitz; Steve Arnold; Mark M. Opitz; Mick Howen; Jacquelyn M. Dahlke and Margaret Bergamini

Absent: 1 -

Bill Burns

Excused: 3 -

Ken Golden; Ahnray Bizjak and Shawn Stauske

2. APPROVAL OF MINUTES

Arnold moved approval of the minutes; Howen seconded. The motion passed by voice vote/other.

3. PUBLIC COMMENT

There was no public comment.

4. DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

5. [28739](#) Update on Fare Changes

Attachments: [flyer-febfareincrease.pdf](#)

Kamp said some targeted fare increases were passed at the last Transit and Parking Commission (TPC). The approved operating budget amount fell short of what we needed for service changes, and these fare adjustments would help. He would pass questions or concerns on to the TPC.

Arnold said that he thought it would be really great if we discussed service changes and fare changes in the first half of the year and councils, CSOS and other bodies could be kept in the loop. There would be some sort of agreement for increases or service changes and then changes could be voted on in October/November and implemented in January. Right now we have things coming up last minute, and then we're left scrambling. The village boards don't know what cuts mean to service because they don't have time to investigate. You can't bind future councils, but if they were involved in the discussion in the spring and there was buy-in, then things would go more smoothly in November and implementation.

Arnold also asked if the Commute Card price meant that institutions like the University would increase and when. Bergamini said the vote was specific to the Commute Card and not larger partners like the University. However, the University contracts have been written for 3 years with 2 one year options to renew. This year and next year are option years. Dahlke said it is the same for Madison College.

Arnold said his concern was that if this applied to the University and that meant they had to cut service. He doesn't like the unilateral power Madison has to change the fares despite how it affects partners. "Partners" implies more than just customers. Kamp said Golden did set up a meeting with the Mayor to talk about this issue. How we do this is a work in progress, especially in light of our funding challenge. Arnold said the other thing to be concerned about is that under a regional transit authority (RTA) scenario we also have to figure out governance, so let's get started. If we could get buy-in during the first half of the year working it out, and the second half of the year for votes that would work for RTA governance as well.

6. [28726](#)

Budget Update

Attachments: [November 2012 ride revenue.pdf](#)

Block sent updated partner share information. Additional service, fare increases and the Verona service increase were not part of original adopted budget. This document reflects these changes.

7. [28740](#)

Feedback on ID Enforcement Program

We did this in response to partner concerns. We focused on one group a week. We didn't want to be confrontational. There was one physical altercation, but overall it went pretty smoothly. Now drivers are checking/confiscating it in general. We've had about 200 confiscated passes, excluding EZ Riders. All confiscated passes have been sent back to issuers.

Mick tried to email everyone every time we took a pass. We think it went pretty well from our point of view. We're putting up a poster to tell drivers to continue "passively enforcing". We'll consider doing focus weeks again in the future.

Arnold said one idea of this was to make sure partners were only paying for legitimate rides. Have we seen any deterrence effect on ridership or revenue? Bergamini said of those confiscated, only 2 people came to ask for their pass back. Ward said no one asked for theirs back from faculty/staff. Drivers apparently have pretty good instincts. Madison College and UW get semester based passes. As soon as they have new passes, they start getting a lot of "lost" passes. Bergamini is considering refusing to issue replacement passes or making it more difficult to get a replacement. She can get at Craig's list but not student association listservs, etc. Arnold said it will be interesting to see if fewer people pick up passes because they can't resell them. Rusch said at first we got a lot of complaints from people because they thought they could hand the pass over to a family member, but we aren't hearing from those people any more. People called the press, offended. That was good for educational purposes. Kamp said partners should continue to communicate with Rusch.

Arnold said it would seem timely to have a focus week for the schools that distribute by semester. Bergamini agreed. The week of January 25th or first week of February. February is the heaviest ridership month. It might help put a damper on early semester trade.

Howen said it is good to have the ID checks ongoing as well as focus group weeks. Down the road as it becomes more commonly known, it could result in fewer passes having to be replaced.

Dahlke said we've tried to do an information campaign for a long time. Now it has finally gotten people's attention. Arnold said one other idea is if down the road with bus rapid transit (BRT) we have off board fare sales, you want the ethos that nobody cheats and decides to take a chance. This contributes to that too. Kamp said that has become a factor in our farebox procurement and factoring in faster boarding. That is why we give the drivers discretion.

Bergamini asked how drivers are taking it. Rusch said starting out he heard from drivers that people just weren't obeying them. They would report to a supervisor, and we'd look at video. But after that initial batch, he heard more that they were glad, and it was a long time coming. Kamp said there was a learning curve. Bergamini said it's good to continue it. She heard from drivers for years that they would see cheating and were not empowered to deal with it. Now they are. Howen said he thinks the educational component is really good – people didn't necessarily know they couldn't do it. This got attention.

Dahlke asked where the equipment farebox talks are. Kamp said back to the drawing board now that we understand smart card implementation is easier than we thought. We want to keep options open – cash, swipe and smart. We could possibly implement slowly first with smaller pass partners like Edgewood. We'll see what vendors present to us. Arnold asked what kind of smart card Metro is considering. Kamp said we are looking at a contactless chip. It would be necessary to see if the smart chip would conflict with the chip currently in a partner's card or if possibly their own chip could be used.

Arnold said the UW RFID lab has a test unit for this sort of thing..

8. [28727](#) Ridership

Attachments: [Route Productivity Nov12.pdf](#)

There were no questions about the report.

9. [08290](#) Reports of Member Communities/Institutions

Ward (UW faculty/staff) – The Nelson\Nygaard study is finishing up. They are beginning the budget process. They are trying to get a rebid process started for campus bus shelters.

Opitz (Middleton) – Middleton is acquiring four of the older shelters from UW. He is tasked with developing criteria for where to place these. One will be by Middleton Outreach Ministry that is moving. For the other three, the goal is to put them where we have high ridership, space, and cooperative property owners. A shelter that was damaged a few months ago by an accident was promptly replaced by Metro. They are looking at a new schedule from Colin Conn for service improvements. Schmitz asked how Middleton did with snow removal for bikes and bus stops. Opitz said a lot of the bike lanes still have a fair amount of snow on them. The focus now seems to be on storm sewers. The focus seems to be on motorists. Staff also tried to excavate bus stops. We can always do better.

Kamp said the Madison Streets Department starts in the core. Slowly they work out to the periphery because most of our ridership is in the core. Kamp said he'd like feedback because we got some complaints about the green neon paint on snow banks. It's a message to riders, but some people could consider that graffiti. He thinks it's a great PR message. It cuts down on complaints when people understand the stop is on the schedule for snow removal.

Ward asked why there was no service on Friday. Kamp said there is a process of communication with other city agencies and also supervisor observations. Beyond issues of staff availability and keeping streets clear, other agencies said with power lines down and other items, intersections that were currently open could close. We were concerned about having people standing at bus stops that would close suddenly. The Mayor asked us to look at core service in an emergency for the future.

Opitz said he was shocked how early Madison schools decided to close. Howen said we don't usually but there was enough evidence what was heading our way, communicating with Metro etc. He still thinks it was the right decision. He would prefer to make the decision earlier so people can plan. Opitz said it could burn you. That has happened, but we get the same number of complaints when we close as when we don't.

Bergamini said she didn't understand why UW called it before Metro did on Friday. Ward said that was frustrating to her as well that UW did not

coordinate with Metro. Kamp said it's good to have utilities involved. They look at what kind of snow it is, power lines and trees going down with the wind, etc. Howen said people who want it called off don't understand other issues like kids who count on school for a good meal and a safe place to be during the day.

Arnold (Fitchburg) – Regarding the complete closing of Metro, the Bus Advocates made a big push about core service during storms. Maybe communicate to them that that is on the Metro radar. With respect to working out from the core on bus stop clearing, you are also going to get a lot more conflicts with vehicles in the core. It's easier to pull off in a driveway in outlying areas. He is still fighting about parity with snow removal for bikes/buses as with motorists. The policy is that we will clear bus stops on straight time. That's a huge problem. We need to clear the same way you clean roads. They need to know which are commuter and everyday routes. Commuter routes won't be used until work days. He is not getting support from council or resources. Budget cuts are making continuing service difficult. The new estimate is helpful. He is trying to find out if some of Conn's ideas would work for consumers through neighborhood groups etc. He is working on having an information meeting for public comment. Not a public hearing needed to change routes. That will come later.

Arnold had a suggestion to improve Route 40 using Post Road and will get in touch with Alder Bruer to get his suggestions. It's a minor change, but it will improve service to a large apartment complex. He will talk with planning after the alder.

Schmitz (TPC) – Kamp addressed service cancelation that was discussed at TPC. Downtown Madison, Inc. is going to focus on and find partners to bring back enabling legislation for an RTA. In 2013 she's talking to new the chamber president and others. They've got connections at the state level.

Kamp said the Wisconsin Commission on Transportation Finance and Policy issued a report including one recommendation for an RTA where up to 25% of funding could be used for non-transit items. It has become apparent that an RTA is necessary, so we need to keep pushing for it. Schmitz went to an open house for Capital Hill Apartments on the corner of Webster and East Mifflin. It had burned down and was rebuilt. There are 23 units. Nineteen had already rented and there's no parking. That is one small example of the need for transit.

Bergamini (UW ASM) – The LogistiCare debacle may be helping us with transportation, especially in the rural areas. She's glad to hear a little optimism. Bus pass distribution for spring/summer semester starts next week. Classes start the Tuesday after Martin Luther King, Jr. day. They are beginning budget season. The educational process of ID checks for passes is good. It is being carried out by students and the press office.

Dahlke (Madison College) – The student newspaper and student group all helped carry the message about why the ID check is happening and how the system works. Classes start 1/14/13. Students are getting passes now. The new enforcement building new will open at Truax this spring semester, so there will be more students over at Truax. They are waiting to see how that impacts the shuttle program. They will see how that works in terms of bus

stops and expectations.

Howen (Madison Metropolitan School District) – Erik Kass left MMSD. It's important to have information flow through Howen's office.

10. ADJOURNMENT

The meeting was adjourned.