



City of Madison

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

Thursday, January 13, 2011

12:00 PM

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

1. CALL TO ORDER / ROLL CALL

Also Present: Margaret Bergamini, Mick Howen, Bruce Sylvester

Guests: Dar Ward

Staff: Chuck Kamp, Wayne Block, Ann Schroeder

Kamp called the meeting to order at 12:03 PM.

Present: 1 -

Mark M. Opitz

Absent: 1 -

Jed Sanborn

Excused: 5 -

Susan M. Schmitz; Ahnaray Bizjak; Bill Burns; Jacquelyn M. Dahlke and Andrew Potts

2. APPROVAL OF MINUTES

Sylvester moved to approve; Opitz seconded. The motion carried by voice vote/other.

3. PUBLIC COMMENT

There was no public comment.

4. DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

5. [20992](#)

Update on RTA/TDP

Attachments: [RTA ImprovementsJan4.pdf](#)
[RTA estimates 1-3-11.pdf](#)
[Bus replacement scenarios.pdf](#)
[DRAFT Plan for Transit 1.12.11.pdf](#)

Opitz said the RTA Board and the Plan for Transit Subcommittee have been working on the Plan for Transit document that they hope to finalize in the next week or so. There is some information about property tax relief and the desire to share this with other municipalities and have people provide input prior to the meeting on January 27th, where they will schedule a formal public hearing on February 9th.

Sylvester asked if the RTA has a public education plan and money to do that. Opitz said there is a Citizen's Advisory Committee to provide feedback. The RTA doesn't have money for public education, but he suspects Downtown Madison, Inc. (DMI) and other groups will take this on. Kamp said there was an application to the American Public Transportation Association (APTA) for some grant money for publicity. Opitz said with the people involved, he thinks there will be ample opportunity to get the word out.

Bergamini expressed a concern that the meetings seem less than transparent because minutes and other documents are not easily available. She wondered if the Dane County RTA Website (danecountyrt.org) could point to Legistar and have Legistar house RTA documents. Kamp said he could check into that. Opitz said the Website is volunteer-driven. The Board is aware of the need to get information out, and they have a commitment to that. Opitz also stressed that it still needs to be decided if the RTA will go to referendum in April.

Opitz said the Plan for Transit and referendum currently have a focus on bus service. The RTA Board is looking at a phased in system. The Plan for Transit Subcommittee meets next Tuesday. The RTA Board meets in Stoughton January 27th. Meetings have been held in most of the municipalities included in the RTA boundary.

6. [20996](#) Working Committee on Smart Cards - Input

Kamp said Metro is working on procurement for farebox replacement that would still use swipe cards but would house the potential for smart cards. Metro would like a representative from each ride pass partner to talk about how their passes/cards will integrate with ours. This will take a lot of time, so we want to start the ground work. Please let Ann Schroeder know your representative's name, and we will work on setting up the first committee meeting to get started on this.

The University is interested in pursuing intermediate solutions to start using smart cards as soon as possible. Block mentioned that it is possible a barrier is that Metro doesn't have the resources to implement this more so than the cost. Also, smart card technology is on the cusp of a big upgrade that we might want to wait for.

7. [20993](#) Financial Report

Kamp said for various reasons we don't have a financial report now but by the next meeting we will have an unaudited report.

8. [20994](#)

Ridership Productivity

November statistics will be ready and handed out at the meeting (and attached in Legistar.)

Attachments: [Route Productivity Nov10.pdf](#)

Through November ridership is slightly down since last year at this time. However, it was up from October. When we take out the route 80s it's up. That is a combination of counting issues early in the year and significant detour issues. On Route 55, which continues to grow, there is a trip or two per month that is standing room only. We are looking at that issue.

9. [08290](#)

Reports of Member Communities/Institutions

UW (Ward) – They are in the process of finalizing the budget for next year. There are going to be a lot of rate/policy changes.

MMSD (Howen) – Many things are going on. Their big focus is 4K education, nothing that impacts transportation. Kamp said there was a meeting yesterday where there was discussion of a limited EZ Rider pass that will be used when there is a student who is misbehaving, and it is caught on camera. Block said schools are getting the sign-off sheet today. The regular EZ Rider passes are being delivered today. There is always a form that the student signs; it now includes language that indicates they understand that they could have their pass revoked or replaced with the Limited EZ Rider. Howen said there is some confusion about the indigent passes and the passes being sold at the schools. Kamp offered that Metro staff could visit if there needs to be more discussion. Second semester begins 1/24.

UW - (Bergamini) – They have started handing out second semester bus passes. She thinks last semester was a record-breaking semester. She thinks the UW pass ridership is along the lines of 5% of ridership. They are also looking at the late night campus buses/evening service, and doing a reevaluation of those routes. The goal is to purchase the same amount of service but redistribute it more efficiently.

Verona (Sylvester) – Epic continues to grow. They've inquired about expanded/more frequent service. Those requests have been forwarded to Metro for pricing options.

Middleton (Opitz) – They continue to meet about what to do with the parcel at the interchange of Highways 12 and 14. That is something they still hope to develop into a park and ride option with Metro service. They have a new development that is going in on the corner of Century and the beltline. Several parcels are going to be converted for medical-related use. This requires the relocation of the public works garage. They have talked with Metro about

sharing space, but that doesn't look likely due to timing and other issues.

Kamp said Shorewood Hills was considering a phased in plan for contributions for fixed route service. However, they decided against it in their recent budget. Metro has been requested to provide service to clinics on Monona drive which is now closed door service.

Kamp said at this point the RTA is not an operating agency, and Metro will still be owned by the City of Madison. It is likely that for communication purposes, this subcommittee will continue. That question can be more fully explored on a future agenda.

10. ADJOURNMENT

The meeting adjourned at 12:50 PM.