



# City of Madison

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

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Thursday, July 11, 2013

12:00 PM

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

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### 1. CALL TO ORDER / ROLL CALL

Also present: Ken Golden, Mark Opitz, Jackie Dahlke

Staff: Chuck Kamp, Ann Schroeder, Drew Beck, Wayne Block, Mike Cechvala

The meeting was called to order at 12:15 PM.

Present: 3 -

Steve Arnold; Darwin Ward and Margaret Bergamini

Excused: 6 -

Rick Rose; Rindert Kiemel, Jr.; Ahnaray Bizjak; Adam Sayre; Bill Burns  
and Mick Howen

### 2. APPROVAL OF MINUTES

Opitz moved approval; Golden 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. Service Change Recap

Golden said he understands that now Sheboygan to downtown is better service. The question is did we do that at the expense of service to the west of Sheboygan Avenue? Did we create a problem to solve a bigger problem even if that is the better way to go? Getting west of Sheboygan is still possible but it might be a little more headway. Beck said he talked to some people at the meeting and based on ridership patterns, it seems people needing to go west will have their needs met. Bergamini said the only concern she heard was

there were several closed door stops on University on some routes. She is concerned about 2880 University Avenue because it's a big clinic. Staff said that is Shorewood Hills. Golden said if Shorewood starts buying service, that problem will be resolved.

6. [30803](#)

Update on Contracts

Kamp said this draft is to be a basis for each of the partner contracts. John Strange from the City Attorney's office has looked at this. We are passing it along so staff and others from partners who need to review it can. This will also be at our next meeting because we just got it ourselves recently.

Arnold said he wants to reiterate that although the group talked about using it as a template his preference would be that everyone uses the same contract with notations that this section does/doesn't apply if there are variations. I know schools may sign it 6 months off of everyone else. But it is just fair/transparent if everyone signs the same contract even if some sections only apply to some entities.

Golden said in addition, I think it would be nice if John Strange gave a brief staff report highlighting any significant changes he made so we are aware of them. There could be a report sent out to everyone and then have Strange at the next meeting as well. Bergamini said she has a concern about including every partner with the same contract and then saying which sections do and don't apply. She appreciates the concern for transparency, but she could see that being a difficult to read document and she also wonders what happens when we add new partners or end agreements with partners, does that mean everyone's contract has changed? Ward said we're all not in agreement with each other, so it's weird to have to approve everyone's contract. Then it could delay the process if someone has an issue but others don't. Transparency could be achieved by allowing all contracts to be seen by everyone.

Kamp said this group has some important and strong roles for regional consistency, but there are also challenges. My understanding as staff was that we would stay as close as possible to the template but that there would be some differences. Arnold answered Bergamini's concern by saying if there is a new partner and they have some difference, Madison signs the contract with them and then works that into the next update. Bergamini said also we're on different calendars. Arnold's concern was that the template immediately branches off 7 ways never to come together again. Bergamini said she agrees it's good to keep them as similar as possible, but that can be accomplished with separate contracts and everyone gets a copy of each contract when it is signed.

Golden, speaking as a Transit and Parking Commission (TPC) member, said all contracts get approved by TPC, the Board of Estimates and the Common Council. So it seems in the interest of transparency, this is a boilerplate contract and there may be differences in any community, and the commission or BOE or whoever, could get a summary highlighting the exceptions to the template. Then if something problematic were highlighted, the group could take action, like currently negotiating with Shorewood. But if the differences are routine and non-controversial, there would be no issue. Ward said there is

a little bit of risk in that because the people signing might not understand the history. Golden said if you are signing you should know about it. Ward said but you don't necessarily know what has been negotiated in the past. Golden said but if anything is non-routine, that will come out in the listed differences. That can be explained and if the explanation is not sufficient maybe there is a no vote. I think most things are routine other than Shorewood. Kamp said Shorewood and Verona are the only differences. Ward said so there is not any substantial difference in the way deadhead or paratransit are handled? Kamp said he hopes those are the things that will become all the same. Block is developing the budget based on the new methodology in the draft contract. Block said he hadn't actually done that, but he could.

Arnold said his concern is that you can say a partner might have a private deal with Madison, but I don't want to be involved in a deal like that. If we are going to take the cost of the system and divide by the route hours and everyone pays the same that has to be a deal everyone accepts. When we deviate from that, that is when we get pushback from my board and they wonder why we aren't getting that same deal. They want to know the deal everyone is getting and why they are getting it. Kamp said what if Monona started being a partner and paid part for three years to get to full partnership and we explained how it will save all partners money. Would that be ok? Arnold said he wouldn't necessarily be against that, but it would need to be very clear. Kamp said we could provide all partners copies of all contracts. Arnold said he wanted to simplify. Why would we have 7 contracts instead of one that has a paragraph saying "if you are not Shorewood Hills, skip to the next paragraph." If you have 7 contracts with a summary of differences, someone will have to read 7 contracts.

Dahlke said she liked the idea of a standard template. As they negotiate, I sometimes wonder what deal UW has. What if we have a standard template and then each partner has its own addendum? In order for our college to sign with the city, I don't want to sit around and wait for Middleton to be satisfied with their piece. Ward said are we approving our agreement or all agreements? I don't want to hold up the process due to other partners. Dahlke said all other contracts could be on line. Kamp said to save time, we will get a summary of changes from Strange, and he will be at the next meeting, review his comments and we can make a decision about how to deal with this issue. If you have comments about the contract, send those to Wayne Block.

Block said the budget is due before the next meeting. The new formula means partners will be paying considerably more in some cases due to deadhead. So just considering what has happened the prior year where there is major concern whether some partners could even continue to pay for the service they have, should we go forward with using the new formula? There might be some concern from other partner boards that they can't pay for it. We need to make that decision now. Kamp said his recollection is that we indicated we would prepare the 2014 budget with the new methodology, but given the concerns raised today we could use the old methodology.

Block said he could put together estimates for both scenarios but the operating budget is due August 5th. We could still put the new budget in effect and do a budget amendment. Arnold said due to the recent committee of the whole meeting in Fitchburg, they feel more involved and they are on board.

They mayor said he is going to fully fund transit; we need to just give him options. Ward said the contract seems to keep getting put off. Kamp said we can prepare the budget with the old methodology but send estimates with the new. Then if we get signed contracts, we can amend the budget. Arnold said that makes it harder to convince boards. Kamp said we will go forward with the new methodology.

Optiz moved to request that Madison provide partners with 2014 budget estimates based on the methodology in the draft agreement. Arnold seconded. The motion passed by voice vote/other.

7. [30804](#) Update on Capital Budget - Wayne Block

Block said this has been submitted to the City. The highlight is that for 2014 we have adequate federal funding to acquire everything in our 2014 capital budget. This is primarily buses and fareboxes. There are a few software programs. Golden asked if the federal capital is the YWCA jobs program. There is no longer a Job Access and Reverse Commute (JARC) funding; it's rolled into what Metro gets. Golden told the committee that the Mayor is very interested in JARC funding. Entities would have to apply to the Transportation Planning Board for funding as part of the funding for roads and transit. They Mayor would like to apply for funding for the pedestrian/bike coordinator. The YWCA are short about \$300,000 and part of it came from JARC. Now this money has replaced some funding for Madison's shrinking base of funding.

Block said 2014 and beyond we don't know what kind of federal funding we will get because MAP-21 doesn't go beyond that. If we get the same amount we get in 2014, we are very short and could only buy 4 or 5 buses. Typically we buy 15 a year. We are only showing in the submitted budget the amount we believe we are getting from MAP -21 and showing the rest as local funding.

Arnold clarified that the budget doesn't include funding for hybrids or a facility. Block said two hybrids are included next year because the city provided extra funding for that. However, there is not money for hybrids after that. We have requested funding for a satellite facility without federal money. It used to always be 80% federal funding but not anymore. We've been told to show the increased local funds as a supplemental request. We'll send out the budget documents; please keep them confidential. We can discuss the operating budget at the September meeting. If you have questions contact Kamp or Block.

8. [30801](#) Financial Audit - Wayne Block

Attachments: [Audit letter.pdf](#)  
[audit.pdf](#)

Block said the audit was an unqualified opinion meaning they found no errors requiring changes. They are fine with financials. They had a few comments related to internal controls. None were materials weaknesses just suggestions for change. We are aware of them, and they have been corrected. Kamp highlighted the contingency summary on page seven. That is the City of

Madison contingency and does not include the contingency for any other partners.

9. [30802](#) Ridership

**Attachments:** [5-2013 financial performance.pdf](#)  
[5-2013 performance measures.pdf](#)  
[May 2013 ride revenue.pdf](#)  
[Monthly Ridership May2013.pdf](#)  
[Route Productivity May2013.pdf](#)

Staff was available for questions.

10. [08290](#) Reports of Member Communities/Institutions

**Bergamini (UW) – They will begin to distribute bus passes to students on August 26th.**

**Arnold (Fitchburg) – They had their neighborhood meeting with Colin Conn to talk about re-doing Routes 48 and 44 for 2014. Their goal is to get that planned and into the executive budget so they can plan for the cost. The neighborhood agreed to the plan but the half bus to Orchard Point problem persists. He suggests we talk more about this at the next meeting to decide whose responsibility this is and how to solve it. Maybe we need to stop making so many changes to have a stable system or stop saving money with optimizations that cause issues when one partner makes a change. Or maybe we can figure something that goes to the west transfer point and not Orchard Point or add service so the 19 can get to both. He also wants to look at whether part of the 46 Fitchburg Flyer idea could be used to resolve this problem. We need to give the council workable options in November so we can work this into the budget.**

**They don't want to be pushed into a situation where they lose service due to Middleton or Madison. Everybody likes the idea of planning the route in their own city but they lose the regional nature. Arnold said this is an example that will happen over and over. Ward said that happens with every partner. Kamp agreed.**

**Opitz (Middleton) – The Council decided to take \$10,000 and apply it to bus stop improvements. They have developed criteria. They are working on a plan to put boarding pads at various stops. They will site four shelters they got last year. This will improve ADA access, especially at key bus stops.**

**Dahlke (Madison College) – She just came from another meeting focusing on why ridership is down. They talked about enrollment, more online only students, shuttle service and how that affects Metro ridership. Metro was diligent about making sure we have eligible people using passes, and protective services moved to Truax so that moved a whole group of students to another area. We discussed whether there are things about route changes, if people are transferring less or living in housing that didn't exist 3 years ago. There are many variables to account for decreased ridership. Other unlimited**

pass ridership went down as well. We always look at ridership regarding revenue and our current agreement. That's where the focus is for our program right now.

Bergamini said I assume you track ridership on private shuttles. Dahlke said they started the fall of 2010 and shuttle ridership has continued to go up with the exception of this spring there is a downward dip. So we'll continue to watch that. The greatest number of rides we've had in a semester is a little over 40,000. Some of those people would have been on Metro before. That accounts for some of it, but that's not all of it. People are shrewder about how often they come to campus. If they can do it in fewer days, they're doing that. Arnold asked if they see an uptick in bike usage – either B-cycle or their own. They do have more bike riders. Students are working with B-cycle to get stations near all of campus. Kamp said he believes confiscated cards are a factor.

Golden (TPC) – At the past couple of meetings, they have approved two neighborhood plans in the Mineral Point Road/University area from Franklin to Hilldale. Transit issues that came up were a desire to have direct service University Avenue/Midvale to the Sequoya Library and perhaps extending it to the Allied Neighborhood as well. He's not sure it's in the 5 year plan. The other thing that came up in both plans is the beginning of a central city reaction to density. There were areas that were calling for compatibility with single family neighborhoods. The same issues are coming up in other neighborhoods with a negative reaction to density and transit oriented development. There was a very productive discussion with Shorewood Hills about the service they are getting and becoming a full partner. They seemed to be responsive, and we'll see what that yields. Kamp said originally we were trying to do that for 2014. We got bumped for a fire service agreement, so now we're focusing on 2015.

Ward (UW) – We just removed 4 more shelters. Those will be on SWAP soon. They are about 6' x 12'. They aren't doing bulk distribution of employee bus passes. Passes will be sold on line. It's supposed to start in August.

Kamp said we had a meeting with UW. We have a farebox RFP out on the street. We are looking for smart card pricing and assume we are moving in this direction. We are sending the RFP to UW partners. Dahlke requested a copy too. We are having farebox demonstrations in August. We anticipate four vendors. Proposals are due in September. Kamp said we will buy fareboxes that are still able to read a swipe card but hope to phase in smart cards. Ward said that is vague. Block said we are giving them the ability to demonstrate other available technologies. Bergamini asked Dahlke if they gather data about types of phones their students have. Dahlke we just know more students have smart phones than not. Bergamini said there is an annual survey by DoIT. About 16 months ago, well over 50% of students are using smart phones and most can use near field communications. She suggested Metro might want to skip cards and go straight to phones.

Cechvala (MPO) – The MPO is working on the update to the 2008 Coordinated Public Transit and Human Service Transportation Plan. The purpose is to guide investments in particularly the specialized transit and paratransit and is a requirement for certain federal and state funding. We held a meeting of the coordination team to identify needs, service gaps, and coordination issues. If

members would like to share any, let me know.

With MAP-21, federal 5310 funding (public transit grants for elderly and persons with disabilities) won't be distributed by WisDOT anymore. The MPO is working with Metro to distribute the grants with the MPO deciding which projects are funded.

**11. ADJOURNMENT**

The meeting adjourned at 1:35 PM.