



City of Madison
Meeting Minutes - Amended
TRANSIT AND PARKING
COMMISSION

City of Madison
Madison, WI 53703
www.cityofmadison.com

Thursday, November 9, 2006

5:00 PM

Meets the 2nd Tuesday of the month;
215 Martin Luther King, Jr. Blvd.
Room 260 (Madison Municipal Building)
(After 6 pm, use Doty St. entrance.)

PLEASE NOTE: Items are reported in Agenda order.

Item H.1. was changed to reflect that there was one TPC vacancy to fill on the Long-Range Transportation Planning Commission.

A. CALL TO ORDER

Durocher called the meeting to order at 5:03PM.

Present: Kenneth Golden, Noel T. Radomski, Carl D. Durocher, Amanda F. White, Tim Wong, Sharon L. McCabe, Kevin L. Hoag, Kenneth M. Streit and Duane F. Hinz

Absent: Diane L. Paoni

Excused: Jed Sanborn

Radomski and Wong arrived at 5:04PM, White arrived at 5:05PM, and Hoag arrived at 5:06PM.

Durocher introduced Chuck Kamp, the new General Manager of Metro Transit, and the new Executive Secretary of the Transit and Parking Commission. In order to get better acquainted, Kamp and members each talked a little bit about their backgrounds.

B. APPROVAL OF MINUTES - 10/12/06

Wong pointed out an error in the October minutes related to the vote on Agenda Item F.6. Wong, not White, voted "yes" on the motion to change the regular meeting date of the TPC to second Thursdays.

Streit, seconded by Golden, made a motion to approve the 10/12/06 minutes as amended. The motion passed unanimously.

C. PUBLIC COMMENT - None.

After Agenda Item C., Golden made a motion to suspend the rules, in order to discuss Items E.2. and E.3. out of order. Radomski seconded the motion. The meeting proceeded to Agenda Item E.2.

D. TRANSIT AND PARKING REPORTS

[NOTE: The following two items were taken out of order, after Agenda Item E.1. As a result, McCabe was not present for the votes on the following two agenda items.]

D.1. [04900](#)

Parking: September 2006 Revenue Report, Key Statistics and October 2006 Activity Report

Knobeloch pointed out the following items:

- September 2006 revenues were up 9% over 2005 levels; with Overture ramp revenues up over 17% (with no rate increase).
- Revenues YTD were 2% over budget.
- Ramp occupancy went down at all locations except Overture and Brayton lot.
- Buckeye lot remained at 80% occupancy (including a spot check that day at Noon).
- Government East had been operating at 86% occupancy at peak times, which is excellent.
- All off-street parking occupancy went down 4%, and all on-street occupancy went down 3% from 2005 levels.
- Waiting lists for monthly passes at all ramps were declining; with no wait at Overture for a monthly pass.

Members discussed the merits of various ideas to develop more parking at the Buckeye lot, and concluded that this would be a good subject for discussion at the strategic planning committee.

Streit, seconded by Golden, made a motion to accept the report. The motion passed unanimously.

D.2. [04901](#)

Metro YTD Performance Indicator Reports - TPC 11.9.06

Kamp highlighted the following items:

- Fixed Route Revenues YTD showed small changes in each category.
- Fixed Route Expenses showed an increase in operating costs due to diesel costs.
- Rider costs were flat due to ridership increases.
- Lift use showed an increase, probably because this data is now tracked through automatic means not by the bus drivers.
- Customer complaints were down.
- On Fixed Routes, total vehicle hours went down slightly.
- Fixed Route ridership YTD was up by 372, 021; but September 2006 was down slightly compared to September 2005, possibly due to service changes or to a different mix of Sundays and holidays this year.
- Total Ridership YTD for Paratransit went down, from 192,972 to 187,113; the number of no-shows dropped significantly; and September 2006 was down compared to September 2005.
- Ridership productivity in September had increased overall by 4.6% compared to September 2005.
- Financial performance showed a \$326K YTD deficit, with an Expense overrun due to fuel costs, offset somewhat by Revenues coming in over budget.
- The deficit is expected to go up, because Metro is locked into its fuel price; and Metro will not be capitalizing (and receiving associated federal funds) as much as expected.

Members requested some changes to the way some data was presented in the various reports, to show core routes separate from their extended routes and to

show subtotals for some of the core routes, especially those for the UW.

Golden, seconded by Wong, made a motion to accept the report. The motion passed unanimously.

The meeting proceeded to Agenda Item F.1.

E. OLD BUSINESS

E.1. Discussion of 2007 Meeting Schedule and affected Rules and Procedures

[NOTE: This Agenda Item followed Item E.3.]

Durocher asked someone who voted in favor of changing the meeting dates at the October meeting, to make a motion to reconsider the previous vote.

A motion was made by Golden, seconded by Hinz, to reconsider the 2007 Meeting Schedule. The motion passed by the following vote:

Ayes: Golden, Radomski, McCabe, White, Hoag, Streit, Hinz

Noes: Wong

Excused: Sanborn

Absent: Paoni

Non-voting: Durocher

A motion was made by Golden, seconded by White to revert to the old schedule of meeting on second Tuesdays, and to schedule some dates as needed to avoid conflicts with holidays and budget deliberations. The motion passed by the following vote:

Ayes: Golden, Radomski, McCabe, White, Hoag, Streit, Hinz

Abstain: Wong

Excused: Sanborn

Absent: Paoni

Non-voting: Durocher

A motion was made by Hinz, to change the language in Section II (C) (2) "Regular Meetings" of the TPC Rules and Procedures, to say: "When the Common Council budget meeting is held the second Tuesday of November, and when budget deliberations occur on the second Tuesday of September and October, the TPC's regular November meetings shall be held on a different date selected by the members." Radomski seconded the motion. The motion passed unanimously.

[NOTE: Sharon McCabe left the meeting at this point, before the meeting returned to Agenda Item D.1., which was followed by Item D.2. and the remaining items on the Agenda under F., G., and H.]

E.2. [04902](#) Parking: Ramp Shuttle - Methodology for Evaluating Results

[NOTE: This Agenda Item followed Item C.]

Susan Schmitz (DMI) and Mary Carbine (BID) testified that they had not been involved with the planning for the parking ramp shuttles thus far, and offered their help for marketing. Knobloch accepted the offer. Knobloch described the

two routes and the targeted customers.

Knobeloch then reviewed the methodology to measure success/failure of the shuttle:

- Passengers per hour: Metro's system wide average is 31 passengers/hour, but new runs can be as low as 6 passengers/hour.
- Occupancy changes in the ramps for same months in 2007 vs. 2006: Some of the differences could be related to the shuttle.
- Transit surveys: Metro is helping us with the surveys; TPC members were encouraged to contribute their ideas.

Members said ramp names were not descriptive to passengers. Commissioner Wong provided some modifications; others were encouraged to e-mail bknobeloch@cityofmadison.com.

Knobeloch and Easland explained that the ramp shuttle would generate "shiffters" (people who park in one ramp but use the ramp shuttle to get to another destination); and "newbies" (new parkers). It will take more newbies to break even on the \$140K cost if there were more shiffters, since shiffters represent a reduction (\$500+) in revenue to the Utility.

Members commented that there might be a non-monetary value in the shuttle because of the way it would improve the image of parking downtown; and that spending money to provide this service would be more prudent than developing additional parking spaces.

The Metro Pick had just occurred that week, and the new routes would start in January and run through the end of May. The PU staff will generate an analysis of the shuttle during the summer, and the TPC will decide whether or not to continue it again in Sept.-Dec. 2007. The shuttle will not run in the summer when there is ample room in all facilities. The Commission will leave it up to PU staff to decide how to work with monthly parkers who shift their usage from a high-use ramp to a lower-use ramp, and then want back in if the ramp shuttle is discontinued.

Hoag mentioned that it would be difficult to determine credits from UW passengers since some may have bus passes AND parking passes. Parkers will use the "spitter tickets" from a parking ramp. The use of monthly passes to ride the shuttle will be up to PU staff.

- E.3. [04579](#) SUBSTITUTE - Creating an ad hoc committee on parking strategic planning.

A motion was made by Golden, seconded by Hinz, to RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER RECOMMEND TO ADOPT SUBSTITUTE (Version 2), which changes the composition of the ad hoc committee and lists several referrals to review the report prior to consideration by the Common Council, as discussed (and as presented in the text of the Substitute).

During discussion prior to the vote, Knobloch highlighted additions to the original resolution made by the secondary referrals, and said that staff thought that the number of proposed committee members (17) had to be reduced. He suggested: 2 TPC, 1 BID, 1 DMI, 1 large downtown user like Monona Terrace/Overture, 1 neighborhood association member, and 1 parker, totalling 7 members. He suggested the committee's final report goes to DCC, PC, LRTPC, PB MVC and TPC before CC action.

Members agreed that 17 members would be too many, and felt that the new committee needed to remain TPC-centered, since the proposal to create the committee came out of a TPC retreat. Members also felt that a smaller committee should create the plan/report, to which other groups could react.

Following further discussion, Golden proposed that the committee be composed of 11 members, as follows: 4 TPC members (Golden, McCabe, Streit and Hinz) and one alternate TPC member (Amanda White), one rep from BID, one rep from DMI, one rep from UW, one rep from DOA, two downtown property owners or developers, and one rep from the Capitol Neighborhood Association.

Also, members agreed that the final plan/report should go back through DCC, PC, LRTPC, PB MVC and TPC (last) before moving on to the Common Council for final action. The proposed completion date of March 2007 was not changed; and the DCC proposed section concerning other initiatives was not included.

The motion passed by acclamation.

At McCabe's suggestion, the meeting proceeded to Agenda Item E.1.

F. NEW BUSINESS ITEMS

[NOTE: The remainder of the Agenda followed Agenda Items D.1. and D.2.]

A Roll Call is inserted here to show that McCabe and White left the meeting prior to votes on Agenda Item F.1. and the remaining agenda items.

Present: Kenneth Golden, Noel T. Radomski, Carl D. Durocher, Tim Wong, Kevin L. Hoag, Kenneth M. Streit and Duane F. Hinz

Absent: Diane L. Paoni

Excused: Jed Sanborn, Amanda F. White and Sharon L. McCabe

- F.1. [04879](#) Amending Sections 12.142, 12.1425, 12.143, 12.144, 12.145, 12.146, 12.147, 12.148, 12.1505, 12.151, 12.1515, 12.1516, 12.1517 and 12.1518 of the Madison General Ordinances to update the parking regulations to reference multi-space parking meters and to establish procedures for their use.

A motion was made by Golden, seconded by Hoag, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER

Knobeloch explained the difference between "pay and display" and "pay by space" multi-space meters. Vendor brochures were shared with members. Knobeloch highlighted some key features of multi-space meters:

- Both systems will take credit/debit cards, smart cards and cash as payment methods.
- Revenue is likely to increase under both systems.
- Collection costs will be reduced.
- Enforcement issues could be more challenging, but MPD has been involved in the process from the beginning.
- Removing space in multi-space metered areas could be more challenging.
- Multi-space meters typically cost \$10K - \$14K, while current meters cost approximately \$500/installation. Multi-space meters will usually replace 8 to 12 regular meters.

A pilot test was proposed for both meter types, after which an analysis would be performed to determine a future course of action for purchase of multi-space meters.

In order to conduct a pilot test using multi-space meters, the proposed ordinance amendments would permit the following:

- Provide for payments other than just coin;
- Allow for restricted and no parking areas within multi-space areas and associated fees;
- Allow for fees similar to the current hooding fees (\$13/full day, \$7/half day per meter space distance);
- Allow for spaces to be designated for people with disabilities; and
- Allow for citations to be issued in multi-space meters areas.

White left at this point in the meeting (at 7:35PM), after discussion of this Agenda Item F.1., but before a vote was taken on it.

The motion passed by acclamation.

- F.2. [04868](#) Authorizing the Mayor and City Clerk to enter into an agreement with Dane County to amend the 2006 contract for the purpose of providing the City with MA Waiver Community Integration Program (CIP), to offset approximately 60% of the cost of eligible paratransit trips provided by Metro Transit in calendar year 2006.

A motion was made by Wong, seconded by Golden, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by acclamation

G. REPORTS OF OTHER COMMISSIONS/COMMITTEES/AD HOC GROUPS (for information only)

Wong, seconded by Hinz, made a motion to accept all the reports G.1 through G.6. The motion passed unanimously.

- G.1. ADA Transit Subcommittee (September meeting minutes attached)
- G.2. Contracted Services Oversight Subcommittee (no October meeting)
- G.3. Parking Council for People With Disabilities (October meeting minutes not finalized)
- G.4. Long-Range Transportation Planning Commission (October meeting minutes attached)
- G.5. State Street Design Project Oversight Committee
- G.6. Joint Southeast Campus Area Committee

H. GENERAL DISCUSSION ITEMS

- H.1. General announcements by Chair

Durocher noted that White had resigned from the Long-Range Transportation Planning Commission, which had created a vacancy for one of the two TPC slots on that Commission. He urged members to consider joining the group.

- H.2. Commission member items for future agendas

Kamp mentioned that Metro would be presenting ideas for a pilot program designed to attract pools of smaller employers to unlimited pass contracts.

Golden asked that the MPO's 2030 Plan be made available to Commission members as a future meeting. He also felt that the TPC needed to be part of Transport 2020 discussions about a regional transit system and how it would be financed (vis-à-vis Metro's \$40 million bus system).

In response to Wong, Kamp said that he had been checking into the methodology used to establish the base adult price for unlimited ride passes (currently at 88 cents, but possibly should be set higher at 90 cents).

ADJOURNMENT

The meeting adjourned at 7:48PM.