



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.**

Tuesday, June 9, 2009

5:00 PM

Room 260, Madison Municipal Building
215 Martin Luther King, Jr. Blvd.
(After 6 PM, use Doty St. entrance.)

Please note: Items are reported in Agenda order.

A. CALL TO ORDER/ROLL CALL AND INTRODUCTIONS

Vice-Chair White called the meeting to order at 5:03 PM.

Present: 9 -

Chris Schmidt; Jed Sanborn; David E. Tolmie; Amanda F. White; Gary L. Poulson; Duane F. Hinz; Susan M. Schmitz; Kenneth M. Streit and Margaret Bergamini

Absent: 1 -

Sharon L. McCabe

Excused: 1 -

Brian L. Solomon

Sanborn arrived at 5:04 PM, and Schmitz arrived at 5:05 PM. New member, David Tolmie, and other members and staff introduced themselves.

B. APPROVAL OF MINUTES

A motion was made by Streit, seconded by Poulson, to Approve the Minutes of the 05/12/09 meeting. The motion passed by voice vote/other.

C. PUBLIC APPEARANCES

Previous Chair and long-standing Member of the TPC, Carl Durocher appeared before the group. Durocher noted there had been a lot of media attention to what had transpired since the previous meeting of the Commission. He was caught off guard by this because he hadn't thought the Commission was so high-profile. He realized however that some important issues of wide public interest had come before the group, like ads on buses and fare increases.

When the reappointments came up, he (and probably the Mayor's Office) was not prepared for the public attention they received. The press made a lot out of the non-existent, arbitrarily applied "ten-year rule" and about possible deficiencies in city leadership. But Durocher himself came to the meeting to respond to some of the laudatory public comments that had focused on his service to the Commission, which though gratifying, really applied to the entire Commission.

Durocher said that the Commission was composed of people, who were well-informed and had done their homework when they came to meetings.

Deliberations were conducted at a high level of debate and of civility. While members hadn't always agreed on issues, they had always resolved differences without anyone losing respect for anybody else. The Commission was a great group of people with an enormous amount of diversity and a wide spectrum of skills and backgrounds: financial, city governance, legal, downtown planning, land use, business development, and parking. All of these much-needed perspectives created an effective and robust commission that came to quality decisions. Accolades in the press over the previous month applied to the entire Commission.

Addressing Tolmie, Durocher stated that the Commission was a great place to get involved in city government, guidance and oversight, and wished him and all the members the best. He concluded by saying that it had been a great pleasure serving with everyone.

White thanked Durocher for his dedication and hard work, and said he would definitely be missed. She noted that there would be a special recognition of Durocher at the July meeting.

D. TRANSIT AND PARKING MONTHLY REPORTS

- D.1. [15016](#) Parking Reports, April 2009 - TPC 06.09.09

Poulson/Hinz made a motion to receive the Parking Reports. The motion carried by voice vote/other.

- D.2. [15011](#) Metro YTD Performance Indicator Reports - TPC 06.09.09

Hinz/Schmidt made a motion to receive the Metro Reports. The motion carried by voice vote/other.

E. NEW BUSINESS ITEMS

- E.1. [14993](#) Update on the status of intercity bus stops and routes - Representatives from Badger Bus, Greyhound Bus, Van Galder Bus and UW Transportation Services - TPC 06.09.09

The following registrants were called to the table:

- Robbie Webber, 2613 Stevens Street, 53705: Referring to an email and photos she had sent to the Commission, Webber talked about the deep ruts in Langdon Street in front of the Memorial Union, caused by buses. She was concerned that the ruts were a hazard to bicyclists, and created a problem on the street. She wondered if there should be some compensation by the company causing the damage.

Of more concern, Webber had seen as many as three buses parked in front of the Union. One bus blocked all of the motorcycles parking spots in front of the Red Gym, which was probably illegal; and another bus was so close to the driveway of the Union parking lot that anyone leaving the parking lot would have had a very hard time seeing oncoming traffic, which created a safety hazard.

If the City was going to lose its only bus terminal and private bus companies were going to be using city streets for curbside service, Webber wondered if the City should create some rules for the bus companies as to when and how they could use the streets, and whether they should pay for staging on the streets and for any damage to the streets caused by this. The rules should address such questions as:

- Is it fair to block metered/unmetered parking spots that other vehicles could be using?
- Are there other traffic obstruction issues?
- Can buses stop on any city street to pick up passengers?
- Are blocked sight lines a hazard?
- How close to a driveway can buses load/unload?
- Who gets priority for those prime spots?
- Can they use a Metro bus stop?
- What if there is evidence that repeated staging in an area is damaging the street?

· Rob Kennedy, from the UW Transportation Services, addressed a question: Poulson wondered if the UW had had any discussions with the bus companies that staged in front of the Memorial Union because of the increase in bus traffic there. Kennedy said that there had been a general discussion with Badger Bus at a recent LRTPC meeting; but none recently with the other bus companies. Kennedy was not aware of any written memos of understanding.

· Tim Gloeckler, from the Wisconsin Union, also responded to Poulson: The Memorial Union sold tickets for both Van Galder and Badger Bus. New to the Wisconsin Union, he was not aware of any memos of understanding either, but had understood that no more than one bus from each company was to be in front of the Union at a time. He wasn't sure if this arrangement had been put in writing. There had been difficulties with buses, inc. visiting school buses, lined up along Langdon Street.

· John Meier, President of Badger Bus, was available to answer questions, noting that he was part of the third generation of the family who owned Badger Bus; plans to redevelop their station at 2 S. Bedford Street were moving forward well.

· Michael Timlin, Regional Vice-President, Greyhound Lines, Inc. made the following remarks: Badger's business decision would affect Greyhound a lot. Recent changes in the industry included more emphasis on curbside operations. Greyhound had taken a dip into curbside operations, mainly on the east coast, to keep their hand in it. But as the only "legacy", nationwide bus carrier, they still needed facilities to operate out of. Street corner operations worked well for riders (inc. students), who could buy their tickets online; but Greyhound still depended on people who weren't internet savvy and came to the station to buy their tickets.

Timlin thought the future would be a combination of both approaches, and so Greyhound still needed facilities. Because Badger's decision would greatly impact them, Timlin was asking the Commission to help Greyhound relocate to a proper place, preferably close to Madison Metro. With 120 intermodal operations across the country, it worked best to provide seamless transportation options working with city transit. As a rent-paying tenant, they would pay their fair share and hoped to get some help finding a place to go.

When asked, Timlin said that they had just started hunting for space, and they were hoping for suggestions that would tie them in to Madison Metro. They were mainly interested in renting rather than purchasing. Greyhound used the Badger station exclusively to pick up passengers and had no curbside operations in Madison right now, though it might be an option in the future. Ten Greyhound buses per day came through Madison.

- Susan Sonntag, from Van Galder Bus, was available for questions: There were none.

- Susan DeVos, 610 N. Midvale Boulevard, 53705: A member of Madison Area Bus Advocates and UW employee, DeVos said that MABA and Madison Peak Oil wanted a hold put on plans to redevelop the Badger Bus terminal into a mixed-use commercial and residential site, and wanted a site for a downtown multi-modal transit hub identified before anything else because such a site could well include the area of the present terminal.

DeVos wanted the University to serve the University community and not the entire city, and the City to take responsibility for having an intercity bus terminal, adding that the City should better monitor the use of its street curbs for curbside operations in front of both the Memorial Union and the future South Campus Union.

The present situation was dysfunctional. With all sorts of traveler amenities, the Memorial Union was being used as a de facto bus terminal. Students paid for the Union, but the general public used the facility for free. Buses parked at the Union, also without charge. While providing an important service to the University, buses idling along the curb longer than necessary, fouled the air and blocked visibility for pedestrians and cars, creating unmonitored health and safety hazards.

The situation would only be made worse by Badger Bus plans, which would unleash more buses to stop at the Union. This was unacceptable to DeVos, who urged that redevelopment plans be put on hold and that buses using curbside parking be monitored.

- Royce Williams, 2437 Fox Avenue, 53711: An intercity bus rider and a member of Madison Area Bus Advocates and the Madison Peak Oil Group, Williams didn't want anything to hurt the intercity bus service in Madison -- one of the best in the upper Midwest. Normally the concern of transit agencies, a multi-modal intercity terminal was needed (vs. intercity bus stops on the street). Williams wondered which group would take responsibility for creating a long-term plan for such a terminal. In the short term, he hoped that plans to redevelop the Badger Bus terminal would be rejected, until something could be worked out.

- Ed Blume, 1019 Melvin Court, 53704: A member of Madison Peak Oil Group, Blume pointed to a graph showing world oil production since 1848 and noted that we were on the down side of the curve. Blume predicted that as oil availability declined, gas prices would go up; people would drive less and use buses more.

- Tim Wong, 161 Jackson Street, 53704: Wong opposed closing the Badger

Bus station without any plans to replace it. He didn't think that tearing down the station to build more condos was a good idea, esp. in a poor housing market. Having taken a long Greyhound Bus trip last summer, he was impressed by some smaller cities like Greensboro and Winston-Salem, which had train service and bus service meeting up at intermodal terminals. By contrast, progressive, trend-setting Madison was about to lose its last intercity bus station.

Wong hoped the City would take more interest in building a terminal than in building highways in the suburbs. If plans for a multi-modal terminal (likely to include high-speed rail) were to be located out by the airport, he wanted to make sure that a rail link -- funded by the feds -- was provided between downtown Madison and the airport; since the people least likely to have their own means of transportation lived downtown.

Keith Pollock of Traffic Engineering appeared before the group. He thanked representatives from the bus companies for coming to the meeting. He explained that the issue of an intercity bus depot was put on the agenda in response to member interest, esp. with the possible closings of the Badger station and the parking lot next to the Memorial Union.

Pollock noted that the ordinances gave the TPC some oversight over intercity bus routes and stops, with Traffic Engineering having an advisory role for placement of routes and stops, which affected traffic flow. If the Badger station were to close, TPC would have some say in changes that might result. Pollock provided maps of the current intercity bus routes (also available on the TE website).

Relative to Webber's previous comments, Pollock and Knobloch had visited the bus staging area at the Memorial Union. The stop seemed to be operating at capacity with two buses parked there; neither blocked the crosswalk or the parking lot entrance. Pollock didn't think the stop could handle a third bus company stopping there. He distributed some photos of buses at the stop, including one showing a rut that had developed on the street.

In response to questions, Pollock made the following comments:

- He would look into how other cities were responding to the trend towards curbside bus stops in terms of creating rules or not.
- The current process for siting stops: Companies submitted a proposal to TE, who reviewed it and made recommendations to the TPC.
- There hadn't yet been any discussion of where intercity buses, including visiting school buses, would stage around town if there were no intercity terminal.

White commented that since this agenda item had been an update, it did not require action.

Later in the meeting, members noted that the proposal to close and redevelop the Badger bus station would come before the Planning Commission on June 15th. Since the proposal had not been referred to other groups (inc. TPC), no response was expected. Beyond that, the idea of an intermodal terminal was currently part of various long-term transportation planning discussions (re: an RTA, high-speed rail, etc.) But no planning mechanism was set up to bring everything together.

At the conclusion of Item E.1., Streit/Hinz made a motion to table Agenda Items E.2 through E.4., in order to start the staff presentation and the public hearing re: Metro service expansion at the designated times. The motion passed unanimously by voice vote/other. After a short recess, the group proceeded to Agenda Item F. at this point in the meeting.

E.2. [14995](#)

Memo from the May 18, 2009 meeting of ADATS requesting that the Transit and Parking Commission explore the possibility of creating a single paratransit fare - TPC 06.09.09

[Please note: This item followed Agenda Items F.1., F.2. and F.3.] Kamp said that Metro was starting to look at the possibility of combining the off-peak and peak paratransit fares into one fare as proposed by the ADAT Subcommittee, which would be revenue neutral overall. Metro would report back to the Commission about this.

In response to a question about why the two rates were originally created, Ann Gullickson of Metro explained that the paratransit system, like the fixed route system, was driven by very high AM and afternoon peaks, for work trips predominantly. The goal of a discounted fare during the off-peak times was to see if those riders who could choose to travel at a different time would shift their times, to even these peaks out. The arrangement had some effect with people who were paying with cash out of pocket.

But two other factors led to mixed results: The fares of some riders were being paid by support agencies who set up appointments for certain times that were not fare-sensitive; and many of the trips were work trips, and riders were limited in how much they could change their schedules. Metro had seen some shifting, but not the impact they were hoping for.

E.3. [14889](#)

Authorizing the Transit General Manager to file an application for a Section 5307, public transit capital, capital maintenance, and capital planning grant with U.S. Department of Transportation and authorizing the Mayor and the City Clerk to execute the associated grant agreement with USDOT and the associated 13 (c) agreement with Teamsters Local No. 695.

Kamp suggested that the Commission consider Items E.3. and E.4. together. The resolutions related to routine capital grants, as follows:

- Sec. 5307 grant was formula-driven based on population and population density; could be used for capital funding as well as for eligible operating funding, such as labor costs for preventive maintenance, ADA paratransit and more.
- Sec. 5309 grant with formula funding was based on fixed guideway mileage, such as the "diamond lanes". Metro tracked this mileage and got capital funding, based on it being very attractive for public transportation usage.

A motion was made by Streit, seconded by Poulson, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER for both resolutions 14889 and 14890. The motion passed by voice vote/other.

E.4. [14890](#)

Authorizing the Transit General Manager to file an application for a Section 5309 formula public transit capital grant with U.S. Department of Transportation and authorizing the Mayor and the City Clerk to execute the associated grant agreement with USDOT and the associated 13 (c) agreement with Teamsters Local No. 695.

Please see the action to approve this resolution under Agenda Item E.3.

**F. METRO SERVICE EXPANSION PROPOSALS, PLANNED FOR AUGUST, 2009:
STAFF PRESENTATION AND PUBLIC HEARING, WITH TPC ACTION ON THE
PROPOSALS TO FOLLOW**

F.1. 5:45 PM - Metro Staff Presentation on Service Expansion Proposals

Colin Conn of Metro said the basic goal of the changes was to make more effective use of extra buses on the street. Metro currently scheduled extra buses where there were overloads. Metro thought it could also distribute the service if they put it on the public schedule, by adding service to particularly heavily ridden corridors, like University Avenue, Jenifer Street, and Johnson/Gorham, by adding buses to the routes.

Using overhead maps, Conn summarized the proposed changes as follows:

- Extra trips were being added to Route 2, from Sheboygan Av to UW hospital and Square; to Route 14, from Sheboygan Av (serving Regent, Bluff and Blackhawk), to E. Washington, to extend 15-minute service and half-hour service at certain times of the day; and to Route 15, from Sheboygan Av to the Square.
- Changes to these three routes added service to UW Hospital, Bluff Street corridor and University Avenue to serve housing (for UW Hospital and Campus) found on Sheboygan Avenue.
- Route 37: Created to fill holes on Sheboygan Av from loss of Route 8, riders preferred the faster service provided by (overloaded) Routes 14, 15, 56 and 57. Now Rt. 37 would be taken off Sheboygan Av and would start at Highland/old University to serve housing in that corridor, esp. during school year.
- Routes 9 and 28: service east of First Street was being added to Route 9 during the school year, running between North Street, Gorham/Johnson and the UW during rush hours; Rt. 9 would phase in with Rt. 28, also getting more service during school year; together, would fill in some gaps and improve flow in this corridor.
- Route 38, from Jenifer/Ingersoll to Whitney Way/Sheboygan: extra trips during the school year were being added, traveling via Wilson/MLK Blvd to Square, in response to requests.
- Most of these proposed changes/additions occurred in the morning hours.
- Route 10: would provide additional mid-day service on the Isthmus with a very efficient 3-bus rotation; essentially the same service as the old Route 10 exc. that it would stop at Mills/University (vs. old Union South), with bus going every half hour in both directions and 15-minute service in some locations (Broom, Mills, Division, First Streets); with turn-around point at Atwood/Winnebago, each bus would go a different way through the intersection; service would start as Rts. 28 and 38 ended in the morning, and would stop when they restarted in the afternoon; should provide seamless transitions in the rush hours.
- Route 18, running between WTP and STP: problematic route because buses had 25-30 minutes between transfer points, and in rush hours, couldn't do it in 33 minutes. Head ways had been cut; but now, an extra bus was being added to create a 3-bus rotation, allowing riders to make connections.
- Route 34, running between ETP and MATC: several trips were being added during AM and PM rush hours; would now arrive at MATC about 8 minutes before classes, and would loop back to pick up students about 10 minutes after classes, making connections at ETP.
- Route 39, running between ETP and Vondron/Pflaum area: To respond to

comments and provide service on Dempsey Road that was viable, would add a trip between 8:15 and 9:45 AM to fill a hole in the schedule.

- Routes 56 and 57: with the restructuring of Rts. 28 and 38, would be able to restore two trips to Route 56 outbound in the morning, to serve Reetz Road and Toki Middle School; and to restore four trips to Route 57.

Conn talked about changes to Route 7, in an effort to relieve schedule/timing pressure on Rt. 7 drivers, improve on-time performance and make as many connections as possible at the WTP; which involved interlining with a modified Route 68:

- Buses on Rt. 7 would leave the ETP/WTP three minutes ahead of the pulse, getting out of the transfer points ahead of other buses to get across town to arrive at the distant transfer point 2-3 minutes before buses there had left.
- This would expand travel time from 41 to 45-46 minutes, dropping the average speed from 14.6 to 13.2, which would only be realistic if there was some recovery time on the route.
- To provide this recovery time, 7-8 minutes travel time would be shaved off Rt. 68, by eliminating some circuitous routing (S. Rosa Road/Univ/Capital) and straightening out the route along Whitney/Regent/Rosa/Old Sauk.
- The time saved would be relocated out to the Target on Junction Road, where the driver could get out of the bus for a break.
- The portion of Route 68 being eliminated would continue to be served by Rts. 8 and 78.
- Rt. 68's schedule would be modified to reflect the later arrival of Rt. 7 at the WTP; would reach Target (where it turns into another route) and return to the WTP a little bit early.

Conn concluded by noting that the City of Fitchburg had approved funding for Route 59, to provide additional service on weekends/holidays to/from WTP to the Belmar neighborhood, Williamsburg Way, Super Target and Star Cinema.

Responding to a question from Tolmie, Conn said that he had looked extensively at extending service further west out Old Sauk Road. However, it would be extremely costly and challenging to develop a new service as viable as Route 15. Generally, more immediate issues like overcrowding on Isthmus corridors and maintaining on-time service took precedent over expansion.

[15012](#)

Documents related to Service Improvement Proposals - TPC 06.09.09

F.2. 6:00 PM - Public Hearing: To hear comments on Metro's Service Expansion Proposals

White opened the public hearing at 6:07 PM, and called the following registrants forward to speak:

- Sharon Williams, 327 E. Bluff, 53704: A northsider and 10-year Metro driver, Williams said drivers were still not getting the recovery time they needed on certain routes; making it hard for drivers to take lunch or bathroom breaks, and resulting in unsafe driving behaviors and call-ins to avoid bad runs. Longer run times were needed to address increased ridership, stops and wheelchairs.

Pointing out problems with the revised Route 7 schedule, Williams strongly urged members to consider what drivers were capable of doing, when they made their decisions. Realistic schedules were needed to go with higher ridership. Instead of extra buses, give drivers more time. Williams made the

following recommendations for specific routes:

- Provide more direct service on Route 17 from the northside to the eastside (esp. to Woodman's).
- Route 5 should go back to bottom of State Street, to alleviate overcrowding on Route 4 and undue stress on drivers during rush hour.
- Route 13 could go up/down E. Washington via Olin around the Square, instead of expecting disabled/elderly in all kinds of weather to make a transfer in order to get to the Square.
- Route 3 could not be done in 45 minutes; passengers would end up stranded on the last run at night, if she didn't make it to the WTP on time.

When asked, Williams said that drivers did provide direct input to Conn and their supervisors. However, drivers were not asked to review changes as they were developed and usually learned the specifics when the Ride Guide came out. While changes to Route 6 and 20 were good, drivers were still really stressed out on many of the other routes. On-time GPS readings didn't always tell the whole story; often, drivers were pushing to get people where they needed to go.

- Tim Wong, 161 Jackson Street, 53704: Wong had been hearing a lot of people question why the Route 7 couldn't be renumbered back to Route 3. He supported the return of Route 10, because it provided service that was needed and had been lost. Though routed along the heavily traveled Jenifer Street corridor, nearly all the buses in this corridor were filled.

In general, Wong supported an expansion of service all the time to provide more frequent service on all routes, which would boost ridership. With the need to reduce our greenhouse gas emissions by as much as 80% by 2050, transit would have to pick it up. Wong favored a bus system that did not charge fares, which could be funded through a slight increase increase in property taxes.

- Laurie Wermter, 847 Williamson Street, Apt. 9, 53703: Living and working on the Isthmus and a member of the Madison Area Bus Advocates, Wermter endorsed the restoration of Route 10, which served as a downtown circulator; moved people between the housing dense Isthmus and the Campus; and provided service to and between both sides of Isthmus. She also wanted Route 8 restored because it served as a westside circulator. [Please note: An electronic or hard copy of Wermter's entire statement is available by contacting Anne Benishek-Clark, 267-8751.]

- Parag Kansara, 29 Yarrow Circle, 53719: Kansara said he was a long-time bus rider and westside resident of S. Highpoint area, which now had more than 400 homes and lots of condos. With the area expanding rapidly, Kansara wanted Routes 14 or 15 expanded to better serve the westside. The nearest bus stop to his home in Valley Ridge was 1.5 miles away; he usually drove there or the WTP to catch the bus. After waiting years for more service to the area, Kansara reluctantly ended up buying a second car. The Route 15 bus was always packed, and he felt that if even limited morning/afternoon service were extended to the area, people would use it and quit driving their cars.

White read the written statement of Andy Lindgren, 426 Berwyn Drive, 53711: Lindgren supported the service improvements, and wanted to see a later bus to the airport as well. He worked for an airline whose last flight arrived at 10:55

PM; but the last bus at the airport left for the NTP at 10:46 PM. He wanted more later buses generally, to get to/from downtown in the evening, and to help reduce drinking and driving.

Having heard from all the registrants, the hearing was concluded.

F.3. TPC Action on Metro's Service Expansion Proposals

Streit made a motion, seconded by Schmitz, to approve the proposed service changes as presented by Metro.

Metro staff responded to questions, as follows:

- Extra time for construction zones was not factored into the service design; construction occurred mostly in the summer when ridership dropped; was sometimes a problem in the late spring and fall.
- Conn had an open door policy with drivers, who would drop in to make suggestions/complaints about routes/times to which he responded; he did not go out and seek feedback. Based on recommendations from the Performance Audit, Metro was beginning to look at ways to formalize the process for soliciting driver input.
- Metro informally reviewed routes and run times to look at areas where accidents could happen, and tried to take preventative measures.
- If Conn received complaints about run times, he would look at GPS data for several buses at peak times and average them; if a run took more than .3 of a minute beyond what the schedule allowed, he would round the time up to the next minute.
- The system was designed in 1997 when there were 9-10 million riders; now there were 13 million -- a 30% increase. Changes or cuts always produced a chain reaction on other routes, and scheduling was a work in progress. Conn found it refreshing to finally work with some money to fix routes to make them more realistic.
- Through its customer feedback system and its Service Development Committee, Metro had a process for establishing priorities, which worked fairly well.
- Both east and westsiders wanted additional service because of expansion in their areas; but over the years, everybody had lost some service. Metro would love to add service, if they had the money.
- \$150K was budgeted in 2009 for service improvements; with implementation of the proposed changes in August, the cost would be approximately \$130K.
- In 2010, Metro planned to cover the annualized cost of \$389K for the improvements, through additional annualized passenger revenues from the recent fare increase and through increased rates for unlimited ride pass programs coming up for renewal.

Please note: A roll call is shown here to reflect that Schmidt left at this point in the meeting at 6:35 PM, during discussion of Item F.3., before action was taken on Items F.3., E.3. and E.4.

- Present:** 8 -
Jed Sanborn; David E. Tolmie; Amanda F. White; Gary L. Poulson; Duane F. Hinz; Susan M. Schmitz; Kenneth M. Streit and Margaret Bergamini
- Absent:** 1 -
Sharon L. McCabe
- Excused:** 2 -
Brian L. Solomon and Chris Schmidt

While wanting to see improvements, Bergamini expressed concern about how Metro would sustain them. Fare box revenue did not cover the entire cost of service; and though it would take more than a month to see the impact of the fare changes, cash revenues for April were below projections. Kamp said that ridership was up 2% in April, and that spring break contributed to a drop in cash revenues. Metro estimated that total revenues would increase through the remainder of the year.

Tolmie asked if it might be better to wait and see how the rate changes affected cash revenues before making a decision on improvements. Kamp agreed that it was always better to have more information; however, even with the delay in the decision about the fares, Metro had made a commitment to implement some additional services in its 2009 budget. With good budget numbers based on a model tested over previous fare increases, Metro felt they could move forward on this. On a practical level, if a decision were delayed, the changes would be delayed until October or November, creating staffing problems.

Kamp admitted that there was some (manageable) risk in the proposal, but saw encouraging signs as well. For example, despite the budget crisis, the State budget still included a 2% increase in state transit operating aids. Also, with Portage starting a shuttle to the NTP and Fitchburg adding service, even in very difficult economic times, investments in public transportation seemed appropriate. Metro felt they were approaching the improvements in a fiscally responsible way and was comfortable recommending them to the Commission.

Conn concluded by saying that Metro would be on a very tight timeline to complete implementation between June and August. Mick Rusch of Metro explained how the changes would be marketed and communicated through flyers on buses, newsletter, text-messaging service and Twitter. Besides some trade with TV stations, he said Metro might also place ads on buses.

The question was called and a vote was taken on the motion. The motion passed by voice vote/other.

The group then proceeded to Agenda Item E.2., E.3. and E.4. before completing Items G. and H.

G. REPORTS OF OTHER COMMITTEES - No new minutes were 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

H. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS

H.1. General announcements by Chair (Verbal announcements, for information only)

White reminded everyone that the Organizational Meeting would held at the

next meeting (in July), at which time members would vote for a new Chair.

White also asked for a volunteer to fill a TPC vacancy in the Transit Development Plan Review Group, which was organized through the MPO. Kamp said that a Plan was developed every five years and the Group was at a critical point in narrowing down the list of issues to be included in the Plan (i.e., an RTA, bus sizes, an intermodal bus terminal, and more). Gary Poulson agreed to fill the opening.

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

ADJOURNMENT

A motion was made by Sanborn, seconded by Tolmie, to Adjourn at 7:03 PM. The motion passed by voice vote/other.