



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
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Wednesday, February 13, 2013

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room 260, Madison Municipal Building

A. CALL TO ORDER/ROLL CALL

Present: 8 -

Chris Schmidt; Lisa Subeck; David E. Tolmie; Amanda F. White; Gary L. Poulson; Margaret Bergamini; Kenneth Golden and Ann E. Kovich

Excused: 3 -

Bridget R. Maniaci; Susan M. Schmitz and Kenneth M. Streit

Please note: Subeck left the meeting at 5:30 PM, and Maniaci arrived at the meeting at 5:35 PM, during Agenda Item E.1. A new Roll Call is shown after Item E.1. to reflect this.

B. APPROVAL OF MINUTES

A motion was made by Schmidt, seconded by Kovich, to Approve the Minutes of the January 9, 2013 meeting. The motion passed by voice vote/other.

C. PUBLIC APPEARANCES

Registrant Allen Barkoff, 2930 Barlow Street, 53705, spoke in support of a more generous bus pass policy for the homeless. While pleased with the two items to expand the Low-Income Bus Pass program and to pilot the Ride with Pride program, he wanted to see a pass program for people with no income. Current homeless programs (that made tickets available to the homeless) were good, but fell far short of the need.

A volunteer with the Bubbles program, Barkoff had asked a group of people if they were having trouble getting a hold of bus passes; all raised their hands. Sarah Gilmore at the Warming Shelter reported that she had no more tickets to distribute as of today (mid-month). Some comments he heard were: Two tickets were a waste, since they got used up in one trip. Appointments were missed because of the fear of getting stuck without a return ticket; and the time on transfers was too short for an appointment. Ten-rides and monthly passes were more useful: People weren't forced to choose which medical appointments were most important; and they were more practical when applying for jobs and housing.

Barkoff said that the issue seemed to come down to cost. As for a concern about over-crowding, he pointed out that buses ran with extra room through much of the day. Passes could be provided for these non-peak hours. One objection to this was that riders would get into conflicts with drivers about the times when these passes could be used. Barkoff thought a half-hour grace period around the prescribed times would solve this. Some argued that with

free passes available, entities like Porchlight would buy fewer passes to distribute, and Metro would lose revenues. Barkoff suggested that these entities be charged the same amount of money as they now pay, but give out more bus passes, producing no net loss. Even if people disagreed with the premise that this wouldn't cost more money, Barkoff said City money was available.

Once the homeless got employed, they would buy a pass, bringing more money into the system. Barkoff did not see any economic or insurmountable practical reason for not including more homeless people in the bus pass program.

Registrant Dave Peters, Madison, spoke of an encounter at the Homeless Shelter with someone who needed a ticket to ride the bus to work. Because Sarah Gilmore had none left, Peters gave the man his ticket, while Peters himself had walked two miles to the meeting.

Peters said that \$29 was not a lot of money, if you had it. A person just starting a job had to wait two weeks to get their first check. How could they get to work in the mean time? Not only were low-income bus passes needed; no-income bus passes were also needed, so people could get to work. Once homeless people got jobs, they would put money in the City Treasury and not take it out. Peters asked everyone to consider the cost to the City of supporting a homeless person with medical expenses, acts of vandalism, annoyance calls for trespassing. If they had a job and had money, they could afford a place to live. Could the City afford not to give homeless bus passes? It would cost the City more not to provide passes. It could help these people to help themselves, in order to help the community. The homeless wanted a hand, not a hand-out.

Registrant Ronnie Barbett, 30 N. Hancock, 53703, thanked the Mayor and the Council for expanding the Low-Income Pass program (from 300 to 450), and he also thanked Metro for their efforts to lower the prices of bus passes to \$27.50 for the Low-Income Pass. This would help people find jobs and housing. He was a member of the Daytime Warming Center as well as the Homeless Issues Committee. He said a lot of homeless people could not afford even \$27.50. At a recent meeting with Kamp, suggestions were made that during less crowded times of the day, the homeless could be allowed to get on the buses and get free rides. The homeless were trying to get to the point where they had income, and needed a Homeless Bus Pass system, whereby they could get a free, unlimited rides during non-rush hours, sort of like the News Years Eve Free Rides. He thanked the City for its contribution from the Contingent Reserve to add more Low-Income passes to that program.

Registrant Mary M. Maronek, 1125 Wheeler Road, 53704, said she volunteered at the Day Shelter, helping people write resumes and apply for jobs. The issue always came up, of how these applicants would get to a job. Sometimes people had passes, and sometimes not. She had just helped on young man, who went to labor centers to try to find employment. He had no way to get to these centers this week, so she lent him some money. If we as a city wanted to encourage people to be self-sufficient, to find employment and get out of the situation they were in, one of their basic needs was transportation -- something most of us took for granted, but which was huge for the homeless seeking employment.

Brian G. (Homeless) said he greatly appreciated that more Low-Income passes were being made available, because the current number were frequently sold out by the time he tried to buy one. Brian worked part-time, and depended on his bicycle. Staying at Token Creek, he travelled down Highway 51 at night to get to Labor Ready (temporary employment agency) early in the morning to see if he could line up work. This was very dangerous. The closest bus stop was located at MATC, seven miles from Token Creek. He was hoping to find and be able to afford a place in town. Working part-time, sometimes he could afford a bus pass, and sometimes he couldn't. Trying to hold down a job without reliable transportation was very hard. Employers thought you were not dependable. Brian hoped a system could be set up to provide free rides for the homeless. He noted that people collecting disability were able to buy Low-Income passes. But the homeless with no income didn't have the money to buy passes.

D. DISCLOSURES AND RECUSALS - None.

E. TRANSIT AND PARKING QUARTERLY REPORTS

E.1. [29057](#) Parking: January 2013 Activity Report, December Revenue/Expense/Occupancy Reports - TPC 02.13.13

Parking Operations Manager Tom Woznick highlighted the following items:

- Pre-Audit YE revenues showed a 1.6% increase over 2011, with a small decrease in revenues at attended facilities; omitting the effect of the protests in 2011, revenues at attended facilities were pretty close to even or better.
- Occupancies: Gov East = 73%, Cap Sq North = 72%, Overture = 63%, State St Campus = 58%, State St Cap = 42%. The Parking Analyst was working on providing "real" (vs. static) occupancy data for next month's occupancy reports.
- After final assessments, YE operating expenses would likely show a slight decrease over 2011. Capital expenses were close to \$1.1 million.
- Staff was in the process of developing a parking token program. Like coupons now used in garages, the tokens could be used in multi-space meters and on-street meters and would give downtown businesses another option to offer customers. Tests would take a few more months, with implementation expected sometime in 2013.
- Interviews for the 3 proposals from the Financial Sustainability RFP would be taking place on Feb. 15th. Info about this would be presented in March.
- A Pre-Submittal Info meeting re: Judge Doyle Square would take place on March 13th.
- Since the last contract for engineering consultant services had ended, an RFP for a new 3-year contract was being developed.
- Notable among YTD Revenues was a nice increase for On-Street Meters, from \$1.8 million in 2010 to \$2.05 million in 2012. With revenues prior to 2010 at \$1.6 million, this represented a 26% increase in revenues; largely due to multi-space meters and their convenience and ability to take credit cards, which was increasing revenues and reducing citations on-street.

Woznick answered questions.

- The increase in overtime wages was likely due to snow removal in the December storm.
- The tokens would likely be worth \$1.75, which was the current hourly rate for

on-street parking in the Central Business District.

- Re: 1900 Winnebago and the effect (if any) of higher rates on metered parking in peripheral areas: Staff reported that the removal of meters on Winnebago had more to do with lack of use than with increased rates. Local merchants wanted them removed to provide more parking options for customers. The Utility collected less revenue than the cost of collecting it was worth. So it was a win-win.
- Staff conducted regular occupancy surveys, which along with enforcement info, could be used to evaluate changes in parking availability in peripheral areas.

[Please note: Subeck left the meeting at 5:30 PM, at this point in the meeting.]

Golden commented as follows.

- There might be a correlation between downtown vacancies and parking utilization and revenue. It might be useful to find data related to this and track it, to see how Parking's experience varies/correlates with this. Kovich mentioned Grubb & Ellis, a firm that did research and reported on office vacancy rates for various sub-markets in Madison, inc. downtown.
- It was possible that Monroe Street was similar to Winnebago, so it would be good to collect info about availability there. It would also be interesting to know the extent of parking enforcement in the peripheral areas with meters vs. with 2-hour parking.
- He was concerned that in raising the rates in peripheral locations, we forgot that people wanted meters in order to create turnover. What might actually have been created was deterrence. Though somewhat inexact, info about the level of customers/business after the meters were removed would be interesting. This might help determine if we did something inappropriate in raising rates or not.

Woznick discussed the new token program, and a recent interview with Tony Galli of WKOW TV. The interview with Galli came out of an inquiry about multi-space meters, and customers being issued citations after making payment at a meter. In response to a similar inquiry this past summer, staff had compiled some data between July 6 to Dec. 26, which provided about a 5½-month snapshot. Staff had been able to come up with an error rate related to how many times a wireless, technological delay had occurred and resulted in a citation. The error rate was 0.042%; i.e., one in every 2,400 transactions had resulted in a citation being issued to a customer who had paid.

Woznick told Galli about strategies being used to minimize this error rate. The Utility didn't want any errors, but given how wireless technology worked, it wasn't realistic to expect the error rate to be 0%. In the meantime, one way to mitigate the problem was the parking token program. Once set up, a token could be issued to a customer who received a citation due to a wireless delay. Along with waiving the citation and receiving an apology, the customer would receive a token worth one hour of parking, courtesy of the City, to mitigate their frustration. The impetus for the token program originally arose in response to a request to address the citation issue; but tokens would also be useful to the business community, who could give them to their customers.

White/Schmidt made a motion to receive the report. The motion passed by voice vote/other. [Please note: Maniaci arrived at 5:35 PM, at this point in the meeting.]

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Bridget R. Maniaci; Chris Schmidt; David E. Tolmie; Amanda F. White;
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E.2. [29058](#)

Metro YTD Performance Indicators, Financial Report, Rider-Revenue-Fare Type Reports, Customer Feedback Summary, Hybrid Stats, and Report of the Wisconsin Transportation Finance & Policy Commission - TPC 02.13.13

Metro Transit General Manager Chuck Kamp pointed out the following items in the reports.

- **Two-thirds of the 331,756 drop in 2012 ridership occurred in December, when Metro was closed for two days during the snowstorm.**
- **Accidents: Both passenger and vehicles accidents were down for the year. Both Chargeable and Preventable were down significantly, and reflected a 7-year low. This was driven by training, refresher training and cameras on the buses which were helpful in coaching and training.**
- **Road calls were down and inspections were on schedule.**
- **Route Productivity: Though cuts to Route 80 was a major factor in the drop in ridership, it maintained the highest spot in productivity, followed by MMSD school dodger service.**
- **With UW routes included, ridership dropped by 2.2%; without UW routes, ridership rose by 1.7% and productivity rose 1.1%.**
- **Along with reduction in service to UW, some of the drop in UW routes was related to the difficult detours on Campus due to construction.**
- **Epic/Verona Routes 55 and 75: Route 55 ridership was up 4.8%, and had climbed out of the X's; and Route 75 that was 9-months old, was almost out of the X's. They would shortly be discussing the overcrowding on these routes at the public hearing.**
- **Paratransit ridership was down, with December stats contributing to this. Vehicle accidents were down; and inspections were on track.**
- **Paratransit Perf. Indicators: No Shows had dropped from 5,731 to 3,430, and No Show/Rides Provided dropped from 2.1% to 1.3%.**
- **New data for the previous year was now provided for Complaints/1000 trips and for On-Time Performance. In 2012, all Metro providers, in-house and contracted, had hit better than 90%; which indicated how well paratransit was being managed by Metro staff and contractors.**
- **Fixed Route Ride/Revenue Comparison, Page 1: Though ridership was down, total revenue was up about \$200K from 2011, which was encouraging.**
- **Page 2, Rides by ridership categories: Total cash, ticket & pass rides were up, 5.358 million to 5.434 million. Total unlimited rides were up, 5.767 million to 5.848 million. The driving factor in the ridership change between 2011 and 2012, UW Routes had dropped, 2.652 million to 2.105 million.**
- **Last year was the second highest ridership on record, and was right on the 6 to 7-year trend line of increases. The underlying factors in ridership were still very strong and increasing.**
- **The drop in Commute Card rides was due to the completion of the VA parking ramp in early 2012, when all the VA Hospital riders went away. Other commute card business was steady and growing.**

Maniaci asked if some of the reduction on Route 80 was due to shifts to other routes or if people had stopped riding the bus. Metro Planning and Scheduling Manager Drew Beck said a lot of people who were riding the Route 85 were now riding the 80, since the 80 absorbed much of the old service area of the 85.

As far as tracking whether individuals made the break, he said he would have to look into a way to do that.

Kamp pointed out that the Route 81 was down also, due to the change in night service. Maniaci also asked about the route change/shortening of the Route 81, which now ran out to Hancock rather than Patterson. Beck explained that the one-way construction detour on Langdon caused timing delays, which required that the east end of the route be shortened, at least temporarily, until the construction was completed; at which point, the route would return to the route approved by the TPC. Bergamini noted that at the time of the hearings re: UW cuts to service, info was not available about how construction would be staged; and as a result, the route change was not part of the public hearing. Beck hoped the construction/detour would be done by the fall semester.

Golden asked if any consideration was given to maintaining the far east route for Route 81 and having it make its circuit a bit less frequently; because if he were a resident on the street that lost the service, he'd be pretty angry about it, esp. if he were told it had to do with construction at the Memorial Union. Beck said that all the scheduling data loaded into the tracking system, showed it with a half-hour frequency. Kamp added that Metro coordinated detours with UW Transportation Service. Maniaci said the UW/Metro decision to cut blocks of service off of this route seemed unilateral to her, in that there was no discussion with the users or the neighborhood. Using the example of the Route 19, Golden said he would be unhappy to hear that service had been interrupted to Allied Drive due to construction along some other part of that route. Golden wondered if the decision had mostly to do with the partner who paid for the service.

As someone who had advocated for keeping that piece of the Route 81 for many years, Bergamini said that to the best of her knowledge, the rider counts started dropping as service ran later into the night. She pointed out that during the recent hearings on Campus and at the TPC, as well as other times over the years, the idea of shortening the Route 81 had been raised, and was rejected. She admitted to being surprised when the route was lopped off due to construction. As a Hooper, she was aware of how unpredictable Union construction had been and how little notice had been given. So this was not expected or planned. UW Transportation Services was consulted on the route change; ASM was not; and she wasn't sure if Housing was. However, if a decision was based on how many people would be inconvenienced at what time, this was a route that went out to the Lakeshore dorms, where new facilities were just being opened (involving 500 people). The Route 81 normally traveled down Johnson to Paterson on the east and to Babcock, Elm, Lakeshore dorms on the west. For the detour, the east end of the route now traveled to Hancock, which was five blocks short of Paterson.

Maniaci pointed out that the Route 81 was the late-night safety bus, and that its terminus served Norris Court and a neighborhood filled with UW graduate students and staff. Bergamini said this was why the route had not been shortened even though it was quite a distance from Campus. And given that the route was intended to serve the Campus and that a detour had to be made "on the fly", they would want to inconvenience as few people as possible and serve Campus as well as possible, esp. to maintain frequency of service to the dorms.

While he understood the situation, Golden said he had never heard of having a problem on one part of route which resulted in cutting service to a different part of that route. Kovich said it sounded like there had not been any alternative, if they wanted to maintain the frequency on the schedule. Beck said that changing the frequency would have meant that Route 81 and 82 would no longer meet up near the Union. Bergamini added that the route also had overload problems between the libraries and the dorms, and this had been a staff decision. Beck said that it was in fact pretty much an overnight decision.

Maniaci talked about what was frustrating. She could understand a 2-week or a 2-month detour, but this was an overnight decision that was lasting a year. Poulson pointed out info in the Ride Guide (put out in August) that said the route detour was expected to last through August 2013. Maniaci said that what was upsetting was that there had been no discussion. She wasn't certain what the conversation would be, as to alternative routes that would still meet the headways. She understood about a user group saying this was what they wanted. However, she thought setting routes was the TPC's jurisdiction, esp. when a route was changed for a year.

Using Golden's example about a detour affecting Allied Drive on a Madison-Fitchburg route, Kamp said any detour/changes on the route would involve discussions with Fitchburg, as would changes to a Middleton route involve discussions with Middleton. These situations did not involve a public hearing because they were fluid. Perhaps in cases where a detour might be prolonged, more info could be provided. In this case, Metro did put out flyers and info in the Ride Guide, in an effort to be transparent. Having said that, Kamp said he did hear the concerns being expressed. When asked how many complaints Metro had received, Beck and Customer Service Manager Mick Rusch said they had gotten none. Maniaci noted that the affected riders were not a complaining population. But she was complaining right now; no one had talked to her about this.

After discussing the Commute Card stats, Marketing & Customer Service Manager Mick Rusch introduced the Program's new Marketing and Advertising Specialist, Jessy Stammer. Rusch said he and Jessy were working on some new promotions. He then talked about a couple of issues the Program was facing. In talking to (previous marketer) Peg Anthony, she said the program had sort of reached a plateau, because of people's concern about \$1.15/swipe. Most of the downtown businesses had been covered. For other areas where a transfer would be needed, the 31-day passes were being sold; this wouldn't show up in the Commute Card numbers. Some businesses were concerned that the Commute Card not go past the cost of a 31-day pass; they wanted the Commute Card capped. If they had frequent riders, businesses didn't want their bill to be more than the cost of a 31-day pass.

[Please note: At 6:00 PM, Poulson paused the Metro reports, and proceeded to Agenda Item F.1. to open the public hearing. After Agenda Item F.1. was completed at 6:55 PM, Kamp continued with Metro's monthly reports.]

Kamp talked about the report called "Riders by Fare Category and Route", and how it was used. Many of their partners wanted to know what routes their employees/students were riding. For example, by adding the UW student count, the UW employee count, and all the Route 80's, they could say that 47%

of all Metro's ridership was UW-related.

Or the report could be used to answer a question from a partner like the School District. MMSD might say: We buy all these Easy Rider passes. Why don't we get credit for all the revenues on our dodger routes? By looking at the column for MMSD Easy Rider, they could see that out of the 1.85 million rides taken with Easy Rider passes, less than half (812K) were used on the dodger routes. City routes paid for by the City of Madison got credit for some of the revenues of passes that MMSD bought; likewise, a partner like Fitchburg might get some credit for passes purchased by the City of Madison that were used in Fitchburg.

Turning to the Financial Report, Kamp said Metro was projecting that they would end the year with \$563K added to the Contingency Fund. Though this was positive news, in Metro's Long-Range Plan passed in 2008, a goal was set to have a \$2 million fund on a \$50+ million budget. The fund would now be about \$700K. They had been in the hole, so they were making progress, but they had a little ways to go yet. This positive result reflected a combination of positive passenger revenues, some savings in natural gas and diesel, and overall, some personnel line items.

The page of Performance Measures showed some ratios that were provided to WisDOT. Kamp noted that even with ridership dropping 2%, their Operating Cost/Passenger Trips for Fixed Route only increased 3¢ from \$2.79 to \$2.82; and the increase for Paratransit was only 2%. This showed that Metro was managing its costs per trip.

The Customer Feedback report reflected all of the customer input – complaints, suggestion, compliments – that came into Customer Service during 2012. Metro had received 3,397 comments in 2012 vs. 3,445 in 2011. The #1 category for comments was Fixed Route, with 2/3's of all comments. Metro was starting to track how many of complaints were not the driver's responsibility vs. those that were, or if unknown. Because of cameras and GPS on buses, they were able to determine that between 800 and 1,000 (out of 2,000) were not the responsibility of the driver.

Hybrid statistics showed the improvement in fuel economy, and lower cost/mile overall for maintenance and fuel on those buses.

Kamp pointed out the WisDOT press release and summary of Wis. Transportation Finance & Policy Commission report (attached), which included some fascinating recommendations about RTA's, capital funding for transit, and restoring funding. The recommendations were advisory, but given that the Commission was bi-partisan and that it was overseen by the Secretary of Dept. of Transportation (in the current administration), Kamp viewed it as encouraging. The recommendations would become part of DOT's budget deliberations where they would have to meet the targets of the State DOA. Kamp hoped some of them would end up in the budget. Bergamini said that some transit advocacy groups had held a lobbying day and had been meeting to try to see that some of the recommendations about public transit be included in the Governor's budget.

Bergamini/Schmidt made a motion to receive the report. The motion passed by voice vote/other.

F. 6:00 PM - PUBLIC HEARING: To hear public comment on proposed Metro service changes to Routes 55 and 75.

F.1. [29059](#) Public Hearing and possible action on proposed Metro service changes to Routes 55 and 75.

Kamp and Beck provided some background and described the proposed changes.

- The success of Routes 55 and 75 had led to regular discussions with Epic and the City of Verona staff.
- Currently, the two routes used two buses, one for 55 and one for 75. The proposal would change this from a 2-bus to a 3-bus rotation.
- By adding one bus into the 55-75 mix, the proposal attempted to target peak times when overloads already existed, to provide additional trips to siphon off the overloads onto other trips.
- As a result of trip, the span of service was brought in a bit, so they didn't have service quite as late after the PM rush, and instead concentrated the service to when they thought most of the rides were happening.
- People were standing right up to the front of the bus, from downtown all the way out to Epic in the AM, and likewise back to the downtown or WTP in the PM.
- Epic had conducted a survey (attached), and Tod Sloan of Epic was available to answer questions about it.
- Metro had received comments directly also, with a ratio of about 3:1 of negative to positive comments. Many of the negatives had to do with the compression of the times: either from people who weren't going to be able to catch a bus later if they worked late; or from people who worked in Madison, who were trying to back out to Verona in the afternoon, in a reverse-reverse commute on the Route 75. About seven people said that moving the departure time in Madison from 4:50 to 4:10 PM would not work for them.

Tod Sloan from Epic talked about the process used in developing the proposal, and the survey results.

- He had worked with Metro staff to come up with a design to relieve overcrowding on both routes.
- Their goal was to add service around their busiest times, for arrivals in the 8 to 8:30 AM timeframe, and for departures in the 5 to 5:30 PM timeframe.
- They tried to add capacity around those times, by adding a bus to the service line, while staying within the constraints of Metro's bus availability and creating a flow.
- They worked with the City of Verona to try to keep costs down. They tried to make sure all these factors worked together.
- When they heard about the negative feedback that Metro was receiving, they were surprised. Part of the goal in coming up with the proposed plan involved a lot of feedback from their employees about what should be done.
- So they reached back out to their riders again (those who bought passes or Commute Cards through Epic). They sent out a survey to 350 known bus riders. They received 123 responses, 100 of which were positive. The survey was done within the past week.

Golden wondered if the City of Verona had any response to the (7) Verona riders who didn't work at Epic and were concerned about losing their bus downtown. He wondered about how many people used the 4:50 PM bus on Route 75 to Verona, and whether Fitchburg had been contacted, since there

might be unintended consequences for riders there, who may be taking this bus and now might have to take their car or try to leave work early. Beck had not seen anything specific to the Caddis stop (in Fitchburg).

Since this wasn't so much an Epic issue as it was a Verona issue, Golden thought it might be a good idea to communicate with Verona. Sloan said they had had regular conversations with officials in Verona, who were aware of the reverse commute riders from Verona; but due to the numbers, they hadn't recently communicated with Verona about the feedback Metro received.

Bergamini remarked that this was a perfect example of why RTA's were needed; and noted that the Commission didn't normally have as many responses as the survey provided. She asked if City of Verona staff or political rep's had been invited to the hearing. Kamp said Verona was involved in the discussions; and had applied for State and federal funding. They were on board with this decision, took it through their Council and got approval to move forward with this proposal. Bergamini confirmed that Verona had made their decision without the information set now in front of the Commission; and asked how the local share was split (between Verona and Epic). Kamp said the Verona bus service was funded entirely by Epic. Bergamini commented that though it was nice that Verona commuters got rides on these routes, this wasn't why Epic was funding the service. Sloan said it was a benefit to Epic to have these riders because every ride they took helped their numbers; but the primary driver was to serve Epic employees.

Maniaci said that the rider comments were very good, very detailed and very nuanced of everyday riders. In looking at them, she came to the conclusion that there were a lot of well-reasoned folks saying that the proposal wasn't going to work. There were some major issues. She wondered what the counter-offer was. Comments that stood out to her talked about the user base and their hours.

Registrant John Bartnik, 204 N. Pinckney #101, 53703, spoke in support of the proposal. He pointed out the irony of holding a meeting about a bus schedule when no one taking that bus could attend. He had taken the early bus in order to attend. He was glad they were talking about adding two more times to the Route 75. Currently, if he had a meeting at 8 AM (which he frequently did), he had to take the 6:10 AM. So he appreciated the addition of the 6:40 AM. Because he worked until 5 PM, he liked the addition of a 5:02 bus on the return 75. He wasn't sure of the reasons for the 5, 6 and 6:30 times on the (PM) return Route 75; and why the 8:35 was being moved to 8 on the (AM) Route 55. Though he was punctual, he knew that if he missed the 7:40 AM, he could still get out to the WTP by 8:35 to get the Route 55. If this was moved up to 8 AM and he missed the bus, he would have to take a taxi (for \$35), since he didn't have a vehicle. The 8:35 AM on Route 55 was as packed as any bus out to Epic. He thought it was a big deal to have the extra runs, and said perhaps he was nit-picking on the time.

Having no more registrants, Poulson closed the public comment portion of the hearing. Kamp referred members to the agenda attachment with the public hearing notice on one side, and a schedule of the current and proposed service changes on the other side, which Metro and Epic recommended (Plan A). Because of the negative comments, staff had been working on alternatives. He said that was what they were trying to do was to add one bus only. The

luxury of a 4-bus rotation wasn't an option because of anticipated expansions later in the spring that would require buses. Metro talked to Epic and asked how they could deal with that dilemma.

They had come up with a Plan B, not their first recommendation, but an idea which Metro and Epic felt could address the issue: To add service to Route 75 only at this time; to keep the spans the same on both Route 55 and 75, and add a trip to the most crowded portion of Route 75. Because this would be expanded service and nothing would be reduced, they would ask the Commission to let Metro work out the details with Epic.

Though both Metro and Epic preferred Plan A, Plan B would at least address Epic's need, being sensitive to the number of additional employees scheduled to start there soon, and where they were likely to live. When asked how Plan B might change Epic support, Kamp said that some of the positive comments from Epic employees about the original proposal were about adding service to Route 55, which was why they still recommended Plan A. Beck reported that both Routes 55 and 75 had standing-room only. Sloan said Epic preferred Plan A because it addressed both routes, for both the westside population on the Route 55 and the downtown population on the Route 75. Addressing the Route 75 would be helpful because many of the new employees lived downtown. But not addressing Route 55 would be an issue. Poulson suspected that as the situation grew, the City of Verona might be included in discussions a little more too.

Maniaci noted that comments included concerns about cutting 7 PM service on the Route 75 and about rearranging the Route 55 times. She wondered if the addition of a PM peak bus on Route 55 was necessary. At night, it seemed that employee departure times were more dispersed; whereas in the morning when everyone was trying to get on the Route 55, the timeframes were tighter. She wondered about preserving the 7 PM time on the Route 75; and instead of increasing the PM time on the Route 55, just increasing the morning. Sloan said the concentration in the AM was higher than in the PM, but the PM is still very high. Metro had surveyed the volumes at various departure/arrival times, and the number of people riding at the later times was fewer. He thought it might be a vocal minority who were making the comments about the ridership at the later times. They had tried to focus on the most affected routes.

Maniaci pointed out the comment of an employee who said s/he would be there for 10 hours, because of pushing an AM bus to an earlier time, but not providing an earlier bus for them to leave in the PM. People most likely to use the service were being stretched on both ends by the current proposal. Sloan said this was not a perfect solution. If they had unlimited money and buses, perhaps they could do something better. But based on the way and what Metro had available, it was still Epic's opinion that this was the best they could do for the majority of their riders and what they wanted, over the status quo.

Bergamini asked if there were another bus available, whether they would have considered turning this into a 4-bus rotation. Sloan said that potentially this would have depended on timing, routes and dollars, esp. since they were funding 100% of it. But if another bus were available, they would probably have designed it differently to address more of the concerns they were hearing. They had limited parking on the Epic campus, so more employees taking the bus, helped with that as well.

On bus purchases, Bergamini confirmed that federal money given Verona was ceded over to the City of Madison for running its bus service. Since there was no apparent jackpot in the new transit bill for capital equipment (not to mention problems with parking/garaging them), she wondered if there was any possibility of adding another bus to the fleet and improving this in six months. Kamp said chances of this were slim. Map-21 (the new two-year federal reauthorization bill) added to formula funding but eliminated discretionary and earmarked funding. In fact, Metro would be bringing back some of their concerns over the next two years about how to keep up with bus replacement. This was why they were being very conservative as to where they could commit additional buses. Kamp confirmed that with a 4-bus rotation, they could increase the span and add service to both routes. But the proposal was about being limited to one additional bus.

Golden pointed out that there were dots on the bubble map that weren't Epic, which told him there were people boarding the bus in Verona and that residents of Verona were using this service. But their tax money was not paying for it; Epic was essentially giving them a "free" ride in terms of governmental spending. And changing the PM trip from Madison to Verona from 4:50 to 4:13 PM was a loss for Verona riders not related to Epic, many of whom worked to 4:30 PM.

Golden wondered if it would be possible to put together a proposal to present to Verona that would supplement what Epic was buying. He understood that it was inappropriate to be trying to do too much when Epic was paying the bill. But at the same time, the TPC was hearing all the public comment, not just that of Epic employees. It seemed that Verona needed to take some responsibility here. But he didn't want to throw them into a maelstrom with nothing on the table. He asked if it would be possible to develop a reasonable, constrained proposal that would show Verona providing an appropriate level of service given the demand coming from non-Epic Verona folks. When Epic's urban service area was approved by the Regional Planning Commission, there was an understanding that Verona would provide transit service.

Re: the extra bus issue, Kamp said that the earliest they could do a 4-bus rotation would be 2014, when they had a bus procurement underway. At that point, perhaps they could keep one of their older buses, and would have a meaningful way to ask Verona for additional funds. Golden thought they would lose these Verona riders (to cars), and would not come back in two years. But if Metro didn't have the buses, there wasn't much they could do. Perhaps Verona go out and find a used bus somewhere. It bothered him that a government wasn't taking responsibility for its constituents. He thought Verona should be presented with a proposal to see how they would respond. Kamp said there were a couple of variables in play, but that they could try to do that.

Poulson wondered if the Metro/Epic recommendation to approve Plan A included considering action on the proposal immediately. Kamp said yes, given Epic's employment situation. They knew they were pushing the guidelines, but felt these were extraordinary circumstances. If the TPC agreed that this was true, Metro/Epic were hoping for a decision now. But Epic had been told that it might not be decided tonight. Poulson reminded members that to consider the proposal immediately, they would need a 2/3's vote to suspend

their rules created several months ago that provided for a one-month delay on any decision-making. As an aside, Poulson had talked to Alder Subeck (who had called for the new rules), and she was comfortable with the Commission taking up the item at this meeting since the client was paying for the requested changes.

Sloan said it was their understanding that if the decision were made immediately, the service could go into effect in March; otherwise, the changes wouldn't go into effect until June or late August. April, May and June were Epic's highest hiring times, and they would like to have the new service in place before this annual rush.

Maniaci asked why they wanted to change the PM peak on the Route 75 (to 4:13 and 5:50 PM); whether this was for the turn-around. She said that Metro hadn't really given a summary and taken members through the existing routes and times and what they wanted to accomplish with the changes. It seemed that Epic was going through growing pains, and this was landing in the Commission's lap to try to figure out who to hurt to the least. She was concerned that members were being presented with an option, and being told they must act. This was not the first time this had happened, and she was getting frustrated. She wanted know all the options, and have them explained. They didn't have a gallery of users at the meeting to comment because of the bus schedule. She questioned why the meeting wasn't recessed until 7 PM (even if the rules require 6 PM). Poulson said he didn't want to debate when they should hold public hearings, since no matter when hearings were scheduled, some people would not be able to attend. Riders of these routes had opportunities to comment; and Epic had done due diligence to solicit comment from these users. Poulson thought the reasons for the changes had been explained, but if members needed staff to go through it again, they would.

Kamp provided the following information.

- Currently, there were two trips in the AM and two in the PM on Route 75. There were three trips in the AM and three trips in the afternoon on Route 55. These were designed in coordination with Epic, to be most logical to their employees.
- They looked at how to add trips to both routes with just one additional bus (vs. two), which required some juggling. The same bus that might be on a Route 75 would spend some time on Route 55, which offered the advantage of increasing peak trips from 2 to 3, and from 3 to 4. And the only way to do this on both routes was to compress the time span.
- As they talked about the constraints of one bus, this was viewed to be a way to take limited resources and get most bang for the buck, even though they recognized they were compressing the span.

Knowing that the growing pains would continue, Maniaci wondered why instead of taking one bus and splitting it across two routes, they didn't just add one bus to one of the routes to make that route functional; and then come back and add a fourth bus to the other route later. Kamp said that what Maniaci described was Plan B mentioned earlier: They would add service to Route 75 only, and not touch Route 55. In light of their hiring plans, Plan B implemented in March was acceptable to Epic. Metro was presenting this option as Plan B, with their preference being Plan A.

Kovich noted that Plan A had received a very positive response from employees (compared to the negative); and working with the limitation of one bus, wondered how Epic felt Plan A would work to best serve its employees. Sloan said Epic's preference was still Plan A; Plan B would be better than no action, and leaving the status quo. Their concern about Plan B had to do with when another bus would become available to address Route 55 – 2014 at the earliest. Overcrowding on Route 55 would only get worse over that period of time; and they preferred to address both routes at once if possible, understanding that it would cut on the ends of both. It wasn't perfect.

In response to Bergamini, Kamp confirmed that Verona City Council approved Plan A. The focus at the time was mainly on the funding for A, so Metro had provided numbers for Plan A, with the general understanding that they were still working out the details. As to whether they would need to take Plan B back to Verona for approval, this was an interesting, positive problem to have. They were pushing the rules a little bit, but he felt that Verona would understand that as they were working through these comments rapidly, they adjusted this; and that would work. But certainly the question raised a good point; there was a little bit of an issue there. Bergamini said she was just curious as to how they were interpreting that.

Kovich/Schmidt made a motion to suspend the Commission rules, in order to take action on the proposed service changes immediately. Though he would be voting for the the motion, Golden expressed concern that inadvertently Fitchburg had not been informed about the time change from 4:50 to 4:13 PM on Route 75, which might have some impact on their residents. A vote was taken: The motion passed with six ayes, Maniaci abstaining, and Poulson not voting (6 ayes out of 8 present, more than the 2/3's needed to suspend the rules).

Kovich/Schmidt made a motion to approve Plan A, the original proposal recommended by Metro and Epic.

Members discussed the proposal and asked questions.

- Maniaci liked Plan B better than Plan A. Plan A created a lot of chaos. We were having growing pains, and she wanted to do the least amount of damage during this time of Epic chaos. She favored Plan B because she liked the expansion on the PM peak; and it would keep the later service of the 7:05 PM bus on Route 55. She would be more interested in expanding the Capitol Square with really high demand, and not cutting service times in trying to juggle both. That's where she felt there was a nice compromise in the mix. She was open to putting Plan B on the table.
- Kovich outlines the issues presented by Sloan: Though (Plan A was) not perfect, there was overcrowding on Route 55; and if they did nothing with 55, it would get worse as Epic added more people. While she agreed that it would be nice to have a better solution on one of the routes, it was just going to get worse on the other route. She had faith that the situation had been studied by Metro and Epic to try to serve the employee base as well as they could, without going to a 4-bus rotation, which wasn't possible now.
- White confirmed that a bus would be shared in the 3-bus rotation to increase service on each route, but that the two routes weren't being changed. She liked that the routes weren't being changed (which sometimes added an element of confusion). She heard some of Maniaci's concerns: They wanted to make an educated decision; and still being a bit confused coming in, she appreciated

getting further clarification. In a perfect world, they would have more time to consider this. But both Metro and Epic, our client, were in favor of the motion; and unless the motion went in a different direction, she would probably vote for Plan A.

- Golden reiterated his request that a proposal be developed for Verona, if they were to have a conversation with them about their users. With equipment being scarce and looking at route productivity, he wondered if staff might be able to find a route/bus that was less productive that could be used for a 4-bus rotation. Realizing this might mean taking service away from someone, he would look at the relative productivity of such a route/bus vs. moving it to this (Verona) service. It may be the demand here was appropriate. He would vote for the motion, but he remained very concerned about the loss of the commuter ride from downtown to Fitchburg and Verona.

- Bergamini felt the same about this loss. When Route 55 began, they were happy to learn that Verona residents were using the bus because they knew the demand was there. She noted that the official State end-time was 4:30 PM, and it always disturbed her when they made changes that cut people out. But she would vote for the proposal, rather than do something different from what Verona did.

- Bergamini also very much appreciated Epic's consciousness about the need for mass transit and the desire of their employees not to drive single-occupancy vehicles. But the Commission was here to serve the public, not a particular corporation (though they were serving the part of the public who worked for that corporation). Admittedly Epic employed a lot of people, but we were close to crossing the line to becoming a company town.

- Ten years ago, no one imagined that public transit would become a desired and fought-over commodity. However, given the way this service was being designed, Bergamini wondered if Epic should donate funding for an additional bus because it was there to serve their needs. She appreciated how Epic went back to survey their employees, who were mostly positive about the plan; and that one of the reasons she would vote for it. Still she had no idea how all the other employees felt. It was problematic.

- Tolmie echoed Bergamini's comments that the TPC served the public, not just one corporation. He himself could not drive and relied solely on Metro. If he were a Verona rider who worked downtown and relied on this service, he would no longer be able to put in an 8-hour day, which would effectively eliminate his career unless he could find another way to go. This wasn't really fair, and it was a shame that Verona was not supporting their people. Fitchburg would also get blind-sided by this if they were also relying on the service. (Kamp clarified that Fitchburg did not pay for either of the routes.)

A vote was taken on the motion, to be implemented in March. The motion passed: Ayes - Bergamini, Kovich, White Schmidt, Golden. Noes - Maniaci and Tolmie. Non-voting - Poulson.

[Please note: The meeting returned to Agenda Item E.2. to complete Metro's reports. Also, the following Roll Call is shown to reflect that Maniaci left the room after action was taken on Agenda Item F.1., and was excused during completion of Item E.2., and during discussion and action on Agenda Item G.1.]

Present: 7 -

Chris Schmidt; David E. Tolmie; Amanda F. White; Gary L. Poulson; Margaret Bergamini; Kenneth Golden and Ann E. Kovich

Excused: 4 -

Bridget R. Maniaci; Lisa Subeck; Susan M. Schmitz and Kenneth M. Streit

G. NEW BUSINESS ITEMS

- G.1.** [28725](#) Amending the Metro Transit 2013 Operating Budget to reflect increased revenues from targeted fare adjustments and service enhancements and increased expenses from service enhancements.

Related to adjusting the transit budget to Commission action, Kamp said that while the revenues were authorized by the TPC for the targeted fare changes, an expense authorization was required to spend money on fuel, parts and salaries, to implement the service changes funded by the fare changes. This included the current Epic changes; as well as service added to Epic routes in 2012, at which time, inadvertently, authorization was not obtained from BOE and TPC. Anytime Metro exceeded the expense authorization approved by the Council, they were supposed to go through this process.

A motion was made by White, seconded by Kovich, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

Please note: The following Roll Call is shown to reflect that Maniaci returned to the meeting at 7:10 PM, during discussion of Agenda Item G.2.

Present: 8 -

Bridget R. Maniaci; Chris Schmidt; David E. Tolmie; Amanda F. White; Gary L. Poulson; Margaret Bergamini; Kenneth Golden and Ann E. Kovich

Excused: 3 -

Lisa Subeck; Susan M. Schmitz and Kenneth M. Streit

- G.2.** [28695](#) Expanding the Low Income Bus Pass Program and amending the Metro Transit 2013 operating budget by appropriating funds from the Contingent Reserve.

Poulson noted that Alder Larry Palm had registered in support of the resolution and had added a written comment to say that the Dane County Homeless Issues Committee had voted to approve.

As Manager of Metro Customer Service, Mick Rusch said that one of the biggest complaints they received was that they ran out of the Low Income passes on the first or second day. People were very passionate about getting the passes; they heard many stories about why people needed them. By the middle of the month, the situation could get critical. One time, Rusch had had to ask someone who had become confrontational to leave. Rusch had come to understand how important these passes were. They had heard there weren't enough passes from their own CS reps, and from the outlets where the passes were sold.

When asked, Rusch said it was his understanding that the extra passes would be distributed at a different time of the month. He thought this would help, because they did run out on the second or third day. Kamp said that Alder Palm had asked that administratively, these passes be sold in the middle of the month. It would help the situation a little bit if those selling the passes could tell people that more would be available in a week or two vs. telling them they would have to wait a month.

Outlets for the passes were at the Treasurer's Office, the Dane County Job Center, and Metro. A program run by Porchlight called Transit for Jobs was still intact and separate from this program. Rusch said the extra passes would

help, but wouldn't meet the huge demand; some people would still be turned away.

Bergamini referred to people who testified earlier who said this wasn't enough; they needed zero-cost passes as well. She asked if Kamp could talk about the meeting he had attended at the Day Center. She felt this was relevant to the need they were hearing about, the funding, and what people's alternatives were. Kamp reported about the meeting as follows:

- It was asserted that such a (no-cost) pass should be accomplished without additional cost to Metro. Metro responded by saying they disagreed with this summary.
- There were agencies that were currently buying passes. If they were not to buy passes because now they were free, that would impact Metro's revenues.
- Metro was up to 80 or 90 additional trips a day due to overcrowding. Buses were pulled off dodger routes and put where there was overcrowding. These were not just for AM and PM peaks; some were for standing loads in the middle of the day.
- As result, he told the group he didn't think it was fair to say it was a no-cost initiative. If this were to happen, Metro would need to work through those costs.
- Alder Palm had some sort of proposal in the budget process that didn't get through. The budget process was an appropriate place for such an initiative, because the cost impact could be analyzed and robustly discussed.
- The Homeless Issues Committee did pass a resolution that didn't indicate City funding; and actually included comments that the County should be involved.
- The proposal before the TPC used the City's Contingency Fund (only).
- He was not aware of any money on the table from the County. Kamp was concerned about that; but was neutral re: a recommendation.
- But he wanted members to know that what he had heard was that this was both a City and County effort; and he reiterated that the resolution before them was strictly a City initiative.

A member of the Homeless Issues Committee, Maniaci said the HIC was wading into many, many issues. Right now, besides being formed and trying to identify its scope and what it wanted to tackle, there were some low-hanging fruit that were being shouted at them at great volume about things that were not going well. Access to the Low-Income Bus Pass program was one of those items that was beyond the breaking point. Like many ideas, when it came to budget fight night on the floor, some things got left on the table.

Alder Palm and Maniaci were sponsors of the resolution, along with several other alders. Now, outside of budget night, they were looking again at some of those ideas and considering what they had been hearing since November, to see what the needs really were and to come forward with funds.

Re: the cost for the current pass program and the \$45K cost for additional passes, Maniaci felt this was the City's attempt to sort of come half-way to the table. In terms of need, they could easily add \$100K; but this proposal sort of split that down the middle, with the intention of trying to gain support on the County side. The County Board and County Exec had put forward budget items, and there were many motivated Supervisors concerned about homeless issues and access to services. This was an attempt to take some of what they were hearing at the HIC and actually do something.

Maniaci hoped the Commission would support and pass the resolution, to kick it up to the Council for them to have the conversation about what they thought their colleagues on the County Board would do, which could be something added on as an amendment. Perhaps the Commission could make a statement about wanting to see some joint effort by the County. In terms of base policy, Maniaci felt that we were really failing this population of folks right now. This was an effort to find some money to alleviate some of the stress.

A motion was made by White, seconded by Tolmie, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES.

Golden was happy to hear an alder talk about the County having some responsibility here. He said that Kamp was staffing and he was Chair of the County Transit Committee. They were in the process of reviewing how the County allocated its transportation money. Golden said he would put an item on the Committee's agenda about this resolution, and asked Kamp if he could put together a program description of the Low Income Pass program. There were three very interested and willing Supervisors on the Committee, who might like to take a look at this and maybe get something done.

Bergamini verified that the money for the program expansion was coming from the City's Contingency Fund and not from Metro; which meant that no money from partners was involved (as it would have been had the money come from Metro's Contingent reserve). She thought this important because the Mayor had stated that the City was picking up the lion's share of the cost of services; and she had thought that this might be a case where costs would be shared. She wondered whether Commissioners would consider amending the resolution to say that the City would fund this amount, contingent upon the County matching the funding. She shared Golden's concern about this. She had contacted County Supervisors to find out who was funding the Vets passes and how much was being funded, and no one knew.

Poulson said he thought such an amendment would need to be made at the Council level, but that the seed had been planted. Schmidt added that the BOE was the Lead on the resolution, and procedurally was the body that would need to make a recommendation to change it. He thought BOE would probably not do so, because the majority of the Council were sponsors and they wouldn't want to hold it up at this point. He agreed that it was not a bad idea to be pushing other bodies. Schmidt thought it nice that money for the Vets passes had been found, but they couldn't count on that happening too often.

A vote was taken. The motion passed by voice vote/other.

G.3. [29062](#)

Metro: Vets Ride with Pride pilot - TPC 02.13.13

Kamp pointed out that the Council had adopted this resolution under suspension of rules, so this was an informational item.

Alder Tim Bruer and a donor who wished to remain anonymous had come forward to create this program, and asked how they might best do this. Because it had happened so rapidly, Kamp wanted to emphasize a few aspects of the program.

- Metro was excited to do this because there had been a lot of discussion. As

members knew, Metro's stance was that they were asked by so many groups to provide free fares, to which they had always to say no. However, Metro was always open to looking for ways to do this with other funding/grants.

- In this case, not only would there be pilot funding, but there was a chance for matching funding if they were able to find other funds, perhaps through the Veterans Administration, which might leverage an additional amount for the future.
- The TPC had passed a modification to the fare tariff to create an Agency fare (in addition to the Paratransit fare). If a social service agency or an educational agency got funding to provide the full cost for transportation, under the ADA, a transit system could charge the agency the full cost of the ride.
- The full cost of Paratransit was \$32.25 (not \$3.25).
- Metro had talked to the Veterans Services office to inform them that the Veterans Administration was one of the federally designated agencies that could be charged the agency fare.
- If there was any Paratransit use of this service, the full cost of \$32.25 would be charged.
- The Dane County Veterans Services office would determine who was eligible.
- Commute Cards would be used, and the program would be administered by Rusch's staff. The Vets Services office would receive a monthly billing, which would identify any Paratransit rides. Later if they needed to revisit agency fares, they would.

Golden said that since this was "angel funding" and they would have no control if the funding were to go away, he wanted the County Vets Services to be identified as the responsible agency (not Metro) in marketing materials. Metro should remain as far away as possible until funding was secured and could be relied upon indefinitely. Otherwise, if funding were ever withdrawn, it could make Metro look like the "bad guy".

Bergamini wondered how long the \$30K in funding would last. Based on a survey that was conducted with Metro and the Vets office related to bus usage, Kamp said the number of potential users seemed small. If those numbers held true, the funds could last for a while, perhaps more than a year. However, if things played out differently (if for example, Paratransit use was greater than expected), and the program had to be discontinued, they would make sure that this was communicated. Rusch thought that the number of disabled riders would be a smaller group than those who responded to the survey. John Hofer, Chair of the Veterans Services Commission, who had originally approached the Commission about this idea, had been informed of these developments.

G.4. [29060](#)

Metro: Update on Shelter Upgrade - TPC 02.13.13

Rusch updated members on shelter upgrades.

- Metro had received \$250K in grant money to upgrade shelters.
- They were going to replace all the roofs on all Metro shelters so they looked like those on State Street and E. and W. Washington. The existing shelters would remain; only the roofs would be changed.
- They also wanted to make sure there was a bench in every shelter. Benches had already been placed in every shelter but two.
- The new roofs would have light equipment powered by solar cell. People could hit a button and the light would come on in the shelter for 10 minutes, and then shut off.
- A solar cell was being piloted at one of the shelters, and they were working

out the bugs. The streetlight kept the light on, which drained the battery. They would probably be looking at other types of equipment.

- They also wanted to brand the shelters, to look like Metro. Metro's graphic artist put together several different samples (attached).

Members gave some feedback about the samples.

- Maniaci: Liked the black/blue roofs (inc. the first one) vs. those with striped Metro colors or maps. Liked the etched glass, but wondered if this might be a problem both for cleaning and for safety reasons. Liked the bright branding of Metro on the side glass. A problem in her district was knowing where to go for a bus; and with ridership up, it would be good to build the brand. In bigger cities, their logo/name was their brand (i.e., "Metro"). Along with more maintenance, the fancier shelters were likely to cost more. Wanted to get away from the 80's look.

- Kovich: Liked what Maniaci liked.

- White: Liked what Maniaci liked. With etched glass, they would need to make sure people could easily see out of it. This offered such an exciting opportunity to create a new brand for Metro. The City should set up a committee to have a huge branding effort, since now with so much more demand and a more involving demographic, they could have a hip-hop new Metro brand.

- Golden: Agreed with White, and was concerned about just branding the shelters and not branding the system; and about not using a City landscape when we were trying regionalize the system. A committee was formed to develop the City's stationery; and branding Metro was very important. Consideration should be given to how BRT would interact with the brand. If this was done right, it could really be nice. He was tired of the 3-color logo.

Kamp said this raised a good question about timing: Do we look at branding now for the shelters, or when we do BRT and we'd be looking at the entire system? He didn't need an answer immediately, but it was something to think about. Rusch talked about all the different opinions staff had; and said that something temporary could be done now.

Maniaci thought the shelters needed freshening up now. She preferred not to wait until the BRT was set up, when a huge regional branding process could be undertaken. Something simple could be done now, that Metro could tweak later whenever the bigger process occurred.

As member of the CSOS, Bergamini reported that partners were buying up shelters, inc. junked/surplussed shelters. They had no control over those shelter designs. Fitchburg, as part of its center city planning process, designed shelters and street amenities that fit the image they were trying to convey. The University did the same thing with its shelters. Referring to the variety of colors and appearance of the Metro fleet, Bergamini said that branding would be great; but the stripes on the buses didn't even match. This could be harder than everyone thought.

White felt strongly that when we did the branding, it should be done by a super-good professional marketing firm. Also, it should be part of the Transportation Plan, because it was a key part of an evolving Metro.

Schmidt felt that they overthinking the branding idea. The shelters needed to be done now. As long as they weren't etching into the glass, whatever they did could be replaced. And as far as the whole issue of branding, that would be

decided by the TPC, not some other committee. But a bigger effort for branding (that might include an open competition or a marketing firm) was off in the future, and this project shouldn't be held up because of that.

Related to Schmidt's comments, Rusch said that with damage, etc., the glass would likely be replaced on pretty regular basis. Also, there would be time to look at the options again. This wasn't likely to go out for bid before Spring 2014.

**H. REPORTS OF OTHER COMMITTEES - for information only
(Most recent meeting minutes attached, if 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
Madison Area Transportation Planning Board (MPO)
Judge Doyle Square Committee

No action was needed on these items.

I. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS

I.1. General announcements by Chair - None.

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

ADJOURNMENT

**A motion was made by White, seconded by Schmidt, to Adjourn at 7:43 PM.
The motion passed by voice vote/other.**