



# City of Madison

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

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Thursday, March 17, 2016

12:00 PM

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

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### 1. CALL TO ORDER / ROLL CALL

Also in attendance: Steve Arnold, Jackie Dahlke, Renee Schwass

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

Guest: Carol Smithson

**Present:** 5 - Gary L. Poulson; Mark M. Opitz; Darwin Ward; Margaret Bergamini and Mick Howen

**Excused:** 4 - Ahnaray Bizjak; Adam Sayre; Bill Burns and Shawn Stauske

### 2. APPROVAL OF MINUTES

Poulson moved approved of minutes as written; Howen seconded. Arnold abstained. Motion passed by voice vote/other.

### 3. PUBLIC COMMENT

There was no public comment.

### 4. DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

### 5. [41994](#)

Update on Regional TPC Member

At the last meeting there was interest in having a regional member on the Transit and Parking Commission (TPC). Since, the Common Council Organizational Committee has met to take up the issue and has instead decided to have an ad hoc committee to look at the Transportation Ordinance; the matter is being dealt with as part of that review. There was some suggestion that a regional member could be appointed in the meantime.

Arnold said having a regional member is especially important when there are fare updates. This committee helps a lot with balancing regional needs and interests, and having a regional member on TPC would improve communication. CSOS is the group that makes sure the agreements we make are fair to everyone. The fare structure we use has changed over the years with discussion and input from this committee. Poulson said we don't want to lose regional focus with the transportation ordinance review, but former alder

Chris Schmidt will be kept in the loop.

6. [41995](#) Update on TIGER Grant

Attachments: [Website link to Metro Transit.pdf](#)

Kamp showed the Nakoosa trail site for TIGER. The City of Madison has purchased the parcel. Various city departments were interested in space, including Metro. The Long Range Facilities Committee inter-unit team considered various options. Metro has remained included in the plan. Space would include a 70 bus garage – planned for 36 articulated buses and 20 regular forty foot buses. It would include parking and servicing. It includes maintenance bays for the articulated vehicles. Metro's 2015 TIGER application was not successful. Metro was able to have a discussion with some people from the federal government and learned they were very highly recommended but still didn't make the cut. There was some feeling that when a major urban area in a state gets funding in a cycle another won't. Milwaukee's streetcar project got funded which probably hurt Metro's chances. That was their 6th application. This will be Metro's second. Last time Metro used RNL and emphasized equity and economic development. This time Metro is hiring Vandewalle and focusing on BRT, Madison addressing equity and job access. Metro will be asking for letters of support. This will continue to be an agenda item. Although there have been recent requests from Epic and Sun Prairie, Metro can't add peak service at this time.

7. [42051](#) Values Survey and RTP 2050 Feedback Mechanism - Mike Cechvala

Attachments: [RTP2050FactSheet.pdf](#)

Cechvala said the Transportation Planning Board (an MPO) partnered with the Capitol Area Regional Planning Committee (CARPC) to do regional values and priorities survey of Madison, including Dane county and bordering areas. They are updating the regional transportation plan and using this to help. The survey included scientific demographic selection to make sure it is a representative cross section. It focused mostly on Dane County. Asked what people consider the greater Madison area, most people said what corresponds with the MPO area. Overall people are positive but then split on whether planning is going in the right direction. Six in 10 think growth is inevitable and the area should prepare for it. Four in 10 think it can be controlled. The survey measured what people thought was important and how they ranked performance. People in the public (not the targeted folks) who filled out the survey were older, less racially diverse, had higher incomes, live in the city of Madison, and were more educated. Cechvala focused on the scientific survey group.

The most popular transportation strategies valued in neighborhoods were walking, biking, and improving the base infrastructure. Fewer respondents valued new shopping centers, new bike paths, and developing entrepreneurial centers. Minority respondents were more likely to value expanding public transit, access to affordable housing and reducing crime. Public respondents were more interested in investing in downtown, expanding public transit, and bike paths.

Over half of the respondents thought government was doing a fair or poor job planning/implementing transportation projects. An equal number thought increasing road maintenance and expanding transit were important. There was less value on highways and ped/bike.

Rural respondents valued road maintenance. Those 55 years or older valued highways. Minorities valued transit, African American especially. Pedestrian focus was consistent throughout.

Priorities included:

- Use latest technology
- Locate attractions near transit
- Support regional economy
- Improve maintenance
- Expand public transit
- Add high capacity transit

Vague questions played into some responses – i.e. “latest technology”. Survey did not ask a person’s primary mode of transportation.

For the performance questions, biking and walking got top ratings. Others were improve maintenance, attractions near transit. High capacity transit was near the bottom because we’re not currently doing that.

For those in Dane County, there was a transportation focus. Most valued and rated as doing well were technology and locate near transit. Bike/ped was low importance, but that could be because they feel it’s already being done well and doesn’t need much improvement.

In the City of Madison, 92% of respondents support using taxes for transit improvements vs. outside the city at 82%. “Public” was just whoever had the link and took the survey. Cechvala said that’s why there is a focus on the scientific sample, but differences between the two aren’t that strong. There is a strong correlation between importance of housing affordability and being willing to spend money on transit. Build a strong sense of community also correlates with willingness to spend money on transit. Age didn’t present a great different in strategies supported for building transportation, except that younger people were more interested in improving biking.

There will be more information about updating the regional transportation plan and public input meetings.

8. [42056](#)

Upcoming Service Changes - Drew Beck

Attachments: [Metro-Proposed Service Changes Info TPC 03.09.16.pdf](#)  
[Metro-Proposed Service Changes-flyer Spanish.pdf](#)  
[Metro-Proposed Service Changes-flyer.pdf](#)

Beck said Route 5 could be one of the more controversial changes. It has some on-time performance issues. It is late to the South Transfer Point fairly frequently. Metro is proposing to change the loop to just run up and down

Park Street. This also avoids a problematic left turn on Wingra. In order to keep service to the neighborhood area now served by Route 5, Metro proposes changing the Route 13 to go into that neighborhood. Route 13's schedule can absorb this service.

Route 18 has had long term problems. The bus is currently on Raymond, goes to Chalet Gardens on the way to the Allied Loop. The Verona Road project will close that possibility. Metro wants to move from Raymond to Hammersley and cross under Verona Road. The route will always be doing the entire Crescent /Red Arrow/Allied Loop rather than the vias, which can be confusing. This allows 30 minute headways during rush hours rather than the current 40 minutes. It's not pulsing at the transfer point like other routes do. Route 56 is on Raymond to serve that area. Route 18 is limited stops on Raymond anyway.

Bergamini asked for an update on that portion of the construction. Beck said is scheduled for 2018. This would go into effect well before the construction. Metro might not want to base the argument for changes on construction that is so far out. Headways are the more compelling issue. Poulson said we've talked about Metro making decisions with an equity lens. Kamp said yes; this returns peak hour service to the 30 minute pulse. Bergamini agreed that is a stronger argument. Arnold said Nesbitt and Williamsburg way this fall can also be an argument to keep this out of the Verona Road construction as it proceeds.

Route 19 changes take advantage of the roundabout off of Verona Road. This uses the frontage road from Red Arrow and comes into Chalet Gardens that way. It standardizes the service so it's less confusing.

Route 26 currently flips up to serve American Family headquarters because it was thought Route 25 was going away during the last service change. It stayed, but 26 is there as well. Route 36 does the City View loop. Metro wants to standardize Route 26 for City View, High Crossing and UW Health campus area. It's less confusing. The 36 won't do that; it will have its own loop anchored at East Towne. That will also be less confusing since it will always be the same route.

Route 30 – There have been requests from Porchlight to get peak hour service on this route going to East Towne and the East Transfer Point. This change does that by getting rid of the via and having Route 33 take up slack of the Thompson via. Bergamini said Metro may want to get feedback from constituents and not just Porchlight staff to make sure it meets their needs. She is willing to help get feedback from homeless people.

Route 33 – This change removes a dangerous left turn and puts it at a signalized intersection.

Route 56/57 – This change removes a problematic left turn and puts it at a signalized intersection.

Route 49 – This is not a route change but a direction change to favor higher density areas and provide a shorter ride inbound in the AM and outbound in the PM. Other areas have Route 47 to provide service. Arnold said there will be 450 new units of housing in this area, and he wonders about continuing

down Lacey Road and coming back on Syene. This would be a good walking distance from new development going up in that area. It will make the route longer, but there is a roundabout and in 2017 that area will be signalized. The first two buildings are now open, so it's good to start considering transit service now. Fitchburg will have a public hearing and resolution after TPC finalizes.

Route 51 – Staff is proposing to reverse this route. It follows the 50 through a lot of the route. This change would provide more balance. It gets the route off Piping Rock and onto Hammersley. This would have the bus always making an easier right turn.

Route 17 – This will begin operating on weekends. It links the North Transfer Point and the East Transfer Point. This is currently the only link not operated on weekends. This is an equity move because north side residents can access more services on the east side.

Route 31 – This is another equity move. It will increase the span of service all days of the year later into the night. There was feedback that a lot of people wanted to use Route 31 to come home from work, but it didn't run late enough. Metro worked with the Owl Creek Neighborhood Resource Team on this.

There will be a public hearing at the April 14th Transit and Parking Commission meeting at 6:00 PM. A decision will be made at the May 11th TPC meeting. Service changes will go into effect in late August.

There was a question about when the Town of Madison will be annexed to the city of Madison. It won't be until about October 2022.

Dahlke said recently a commuter services student team has been polling evening students at Truax. There is more interest now in having Route 6 evening service twice an hour like during the day instead of hourly. Madison College is considering paying for an evening shuttle, but they want to look at Route 6 before that. Metro will refer it to their development team.

9. [42055](#)

Ridership Reports

Attachments: [Metro YTD Perf Indicator Repts TPC 03.09.16.pdf](#)

Kamp said since time was short, the reports are about as expected. Seeing no questions, the group moved on.

10. [08290](#)

Reports of Member Communities/Institutions

UW (Ward) – UW is ready to install 4 new shelters on campus. Ben Vondra, the analyst who deals with campus bus, employee bus pass, and alternative transportation (but not bike/ped) is leaving.

Middleton (Opitz) – No service changes affected Middleton. They want to work on changes for next year. There was one operational concern – where buses sit on John Q Hammonds. They have an idea to improve it. The conflict is blocking driveways for 5 Guys restaurant and the hotel. There will be reconstruction of Park Street and High Road north of University. This affects up

to Donna Drive and will be during late spring and summer.

TPC (Poulson) – The commission dealt with parking issues with meter fees increasing; no one showed up for the public hearing. They are looking at longer enforcement hours, special events fee on entry. There is a subcommittee to study the issues. On the transit side, there was the same presentation about route changes, a public hearing, and consideration of some fare increases because they are in the city budget. Staff identified certain fares that are not equity sensitive that would be raised. Fares will go to public hearing on May 11th at the Monona Terrace. Fare changes go into effect in September. There had been some hope of a regional member, but that has been put off to the future. The commission is down several members – an alder and two alternates - and he doesn't see any appointments for some time.

Fitchburg – (Arnold) – At a Leopold NRT meeting, there were some ideas discussed. One was an idea for an intra-Fitchburg route. Fitchburg is interested and will ask Metro to design that route. It will connect Orchard Point (the Super Target) with Hatchery Hill and the City Campus. This is similar to the Fitchburg Flyer idea, but it would have a single bus taking six loops between 9:00 and 3:00 and two more loops after the peak. This would mean a lot more service in Fitchburg. People could still get to the Transfer Point by transferring. Fitchburg will work toward that in their budget. Alders will like it because it fits into the transportation study, the 5 year plan and is Fitchburg centered. A January start up could be possible because it's a drop in route. It could be combined with Route 49.

Madison College (Dahlke) – The west campus is closing at Gammon and Mineral Point Road. They are looking for another location or locations. Discussion goes on and a vote will be in May on whether they sell the downtown campus. It would take a couple of years if they decide to sell. There is lots of talk and work happening to identify another location for a bigger south campus. Something good that has come from this is a marked increase of interest in bus service. There are a number of councils that are part of shared governance. The Facilities Unit is charged with writing a new transportation policy (not operations) meant to drive operations. So a lot of people asking questions. In the past, it was always student driven.

UW ASM (Bergamini) – The budget was finalized last night by the student council. They are continuing all programs and including the paratransit shuttle. There has been a significant decline in ridership numbers and ASM bus pass usage especially looking at the academic year. It could be weather related. Dahlke said their ridership is impacted by online classes. Bergamini said also lower gas prices could be a factor because Madison College does have a lot of parking. Ward said gas could have some impact because parking is easier at UW with a credit card as a visitor.

Beck said Metro is doing a study of route 80, the driver pushing the button counter vs. the automatic passenger counters (APC). This was done over two weekends and week. Staff will share the results.

MMSD (Howen) – A meeting with Metro is scheduled to discuss improvement

ideas around peak hour service and improvement in communication, schedules and to talk about pockets of service when they use yellow buses.

UW Health (Smithton) – They are affiliated with UW Hospital. This location has 56 beds. It provides orthopedics and surgery. Employees very excited about bus service.

Town of Madison (Schwass) – They have some upcoming major road projects and will contract Metro.

Arnold mentioned that his council wants monthly ridership reports when the TPC gets them. Let Ann Schroeder know if you want them on a monthly basis as well.

**11. ADJOURNMENT**

The meeting adjourned at 1:20 PM.