



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Amended TRANSIT AND PARKING COMMISSION

**PLEASE NOTE:** This meeting can be viewed in a live webcast of Madison City Channel at  
[www.madisoncitychannel.com](http://www.madisoncitychannel.com).

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Wednesday, June 8, 2011

5:00 PM

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

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Please note: Items are reported in Agenda order. Also, the Draft Minutes were amended to correct a faulty roll call that showed all eleven members were present, when in fact six were present.

### A. CALL TO ORDER/ROLL CALL

The meeting was called to order at 5:04 PM.

**Present:** 6 -

Chris Schmidt; Ald. Lisa Subeck; Amanda F. White; Gary L. Poulson;  
Susan M. Schmitz and Margaret Bergamini

**Excused:** 5 -

Ald. Bridget R. Maniaci; David E. Tolmie; Duane F. Hinz; Kenneth M. Streit  
and Jay B. Ferm

### B. APPROVAL OF MINUTES

A motion was made by Schmidt, seconded by White, to Approve the Minutes of the May 11, 2011 meeting. The motion passed by voice vote/other.

### C. PUBLIC APPEARANCES

John Belknap, 1132 Curtis Court, 53703, spoke of the loss of designated motorcycle parking spaces in downtown Madison and on Campus. (Please see Belknap's email related to this, attached to Leg. File 22825.) Noting that fifteen spaces had been reduced to nine, those remaining were often taken by other vehicles, esp. on Langdon and Pinckney. He asked that when motorcycle spaces were eliminated (such as those by the Red Gym), that a car stall be designated for motorcycles; that no more spaces be eliminated; and that Parking Enforcement be more vigilant about ticketing violators. The City might also do what was done in Europe: Let motorcycles park anywhere on the street, as long as they didn't impede pedestrian or vehicular traffic. Poulson said the Commission might revisit this issue at a future meeting.

Speaking on behalf of the Madison Area Bus Advocates, Susan De Vos, 610 N. Midvale Boulevard, 53705, suggested that a future item for the Commission to grapple with was how the City's organization could better coordinate various transportation-related functions, costs, and revenue. (Please see De Vos's written statement, attached to Leg. File 22825.) While Metro was facing a \$1.8 million loss in state aids, the City reportedly was not collecting \$1.6 million in parking fines. Metro had no access to these funds. Since transit, parking and roads were interdependent parts of the City budget, De Vos thought the whole

transportation system should be treated together, sharing funds and projects.  
A transportation planner was needed.

[22825](#)

Additional written statements of registrants (above) who made public appearances before the Transit and Parking Commission on 06/08/11 are electronically attached to this Legislative File. Click on file number to view them online.

**D. DISCLOSURES AND RECUSALS - None.**

**E. TRANSIT AND PARKING MONTHLY REPORTS**

**E.1. [22708](#)**

Parking: May 2011 Activity Report, April Revenue/Expense and Occupancy Reports - TPC 06.08.11

**Parking Operations Manager Bill Knobloch answered questions about the reports.**

- For the most part, the Utility's machines were compliant with PCI online security standards; however, anytime revenue equipment was tweaked even in the smallest way, it had to go back through an expensive and time-consuming system review to get reapproved.
- The big machines in garages and the smaller multi-space meters had never had a security problem; Parking spent a lot of money to prevent people from hacking into the system, and hopefully this would continue.
- Re: reduced motorcycle revenues, Knobloch shared many of Registrant Belknap's concerns; for example, motorcycle stalls in front of Memorial Union had been lost because of intercity buses.
- Stalls specifically designated for motorcycles were few to begin with; motorcycles could park in any car stall as well.
- Motorcycle stalls were usually created at the end of a row of meters, if four feet was available; it was to Parking's advantage to use these smaller spaces for motorcycles or small cars; and if people spotted areas where motorcycles might fit, Parking would be glad to create stalls there.

Knobloch then referred to Resolution No. TPC-37 adopted in Spring 2010, relating to parking garage administrative rules designed to give more flexibility to the Parking Manager to better serve businesses and improve the business climate. He read paragraph 5 of those rules, as follows: "Allow STAFF to negotiate terms OTHER THAN PRICE without TPC/CC approval to speed up the approval process with pass customers with over 20 passes. A typical staff-negotiated item might be start and stop time. Large parking customers often need additional parking for a single event or for a limited known time period. If the Parking Utility has the capacity to accommodate these needs, we should do so in a timely manner."

To see if commissioners thought he was carrying out the policy as intended, Knobloch described three situations involving negotiations with the Concourse Hotel, Dane County Farmers Market, and Madison Area Museum of Contemporary Art/Art Fair. (For details, please see the document electronically attached to Leg. File 22708 entitled, "Examples related to TPC-37 Parking Garage Administrative rules".)

In the case of the Concourse, the reserved section in the basement of State St Cap would otherwise go unused during the hours requested. The Farmers Market and the Art Fair would use the new, permitted area of Brayton Lot (the

Turner portion), otherwise unoccupied on weekends; which would help address the needs for unusual vehicle spaces (for trucks, trailers, etc.), while offering fair rates and convenient parking to participating farmers and artists. Artists would need to provide Art Fair credentials to qualify for the special rate. The permitted area staffed with an attendant was better suited to many of these vehicles than the hourly section of Brayton Lot. If Parking found that the cost of an attendant didn't warrant the number of parkers, Parking could opt out of the arrangements in the future.

In each of these instances, Knobloch had to make up a price for the different spaces, taking into account length of time and standard rates, while trying to accommodate the needs of these special groups. Commissioners thought Knobloch was operating within the intent of the rules, and approved of the proposed arrangements. Poulson said Knobloch had been given special authority because situations like these that benefitted the community did come up between monthly meetings.

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

E.2. [22709](#)

Metro: YTD Financial Performance Report, and Update on State Budget - TPC 06.08.11

Metro Transit General Manager Chuck Kamp made the following comments:

- Ridership in April was 1,465,000, up 6.2% from last April and consistent with first quarter numbers (up 6.5%). This growth was largely attributed to high gas prices, since April had no additional cash rides related to the protests.
- Regarding the State budget: Joint Finance Committee had passed the proposed 10% cut to transit, but kept transit in the Transportation Fund, which was a more stable, appropriate and predictable source of funding for transit; RTA's were still slated for repeal.
- A new \$2.5 million paratransit fund for transit systems statewide had been proposed, though it wasn't known how this would be distributed.

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

F. OLD BUSINESS ITEMS

F.1. [22710](#)

Parking: Update on Multi-space Meters and BID Feedback - TPC 06.08.11

Mary Carbine, representing Madison Central BID, 122 W. Washington Avenue, #122, 53703, appeared before the group. She thanked the Commission and the Parking staff for listening to their feedback and being so proactive in following up on it. She reported the following developments:

- A second multi-space meter would be placed at the Gorham entrance of Buckeye Lot, to support customer demand.
- Signs to alert parkers to remember their space number would be installed shortly.
- Parking had been re-thinking how meters would be distributed on streets also, to make sure there were enough to serve the number of spaces.
- Parking was also beginning to do customer surveys; and BID was willing to partner in this effort, to make it more attractive by donating gift certificates to those who completed the surveys.

Carbine said her group felt that work was still needed on the user interface for the machines and the panel design, to make them more user-friendly and intuitive, like ATM's; even if this meant asking the manufacturer to make some changes to existing equipment. She had continued to receive unsolicited feedback from neighboring businesses that their customers felt it was hard to use the machines, and the experience was still not as positive as they would like.

Carbine responded to questions. One way to improve the panel would be to allow customers to select time increments, which was what they were buying, instead of asking them to buy money increments and expecting them to do the math: To make the blue buttons on the machine show time increments not money increments. Metric had said this wasn't possible programming-wise, but Carbine wondered why not. When asked about posting a conversion chart, Carbine said the best user interface was an intuitive one that didn't require charts and directions. Referring to how ATM's worked with no conversion chart, Carbine thought that people were used to machines designed to handle the human experience, and not having to bend to the logic of a machine. While some customers might be willing to read directions, etc., she thought adding more to read added to confusion.

Carbine thought people were likely to get used to the machines, but being so different from other commonly used transaction machines, users had to learn a different set of things in order to figure out how to use them. Also, visitors esp. would not have prior experience to build on. Carbine felt that in a re-design, the transaction sequence should be: What's your space number? How long do you wish to park? That will be \$X. How would you like to pay?

Knobeloch distributed a hand-out of a new customer survey and of pictures showing the sequence of displays during a typical transactions. (Please see the hand-out electronically attached to Leg. File 22710.) Knobeloch made the following comments and answered questions:

- Having already made five changes to the faceplate, staff would have no objections to making another.
- While conducting the survey, staff found that none of the returning customers needed help with their transactions, using both coins and credit cards. In observing 12 transactions in a half hour, only one customer waited about a minute behind someone else.
- The most common comment was they would like to pay by bill(s). The machines had a bill option, but there was a history of trouble with bills on machines that were out in the open.
- The current sequence of instructions on the display was: Enter your space number. Select fee.
- Following this, the display showed both the fee selected and the time purchased (Ex. 5¢ = 2 mins.). Once this info appeared on the screen, people then focused on the minutes and knew to read the LED display for further information.
- Customers could cancel their transaction at any time, if they discovered that they had gotten an amount of time or total fee they didn't want.
- It would be difficult to show the time purchased with the coin amount on the buttons because all the machines could be used to pay for all the spaces in the system in different locations, where the rates might be different for a certain period of time. This was a convenience for customers who might be moving

around downtown, but with varying rates in different locations, there were no standard rates to display.

White wondered which had more value to customers: to have time be the metric, or to have the flexibility to pay for any space at any station. She also thought it was better to have people thinking in terms of time rather than accentuating how much money they were plugging into the meters. She supported finding a way to show time vs. money. Based on his observations, Knobeloch said customers seemed concerned about both money and time. He thought the survey would be helpful in learning more about this, which he would share with the group. Carbine agreed with White, and added that she still wondered, if all the machines "knew" what to charge for every space number in the system, why the buttons couldn't represent increments of minutes, which when chosen would display the corresponding fee on the screen. Knobeloch said he would bring a better written explanation, and invited everyone to bring him photos of faceplates of multi-space meters in other cities they visited. Poulson thanked everyone for continuing the discussion, and anticipated hearing more at future meetings.

## G. NEW BUSINESS ITEMS

### G.1. [22711](#)

(Metro) John Hofer Proposal: Free Fares for Disabled Vets - TPC 06.08.11

Dr. John Hofer, Chair of the Dane County Veterans Service Commission, made the following remarks in support of providing free bus rides for disabled service-connected veterans:

- Green Bay and Duluth-Superior transit systems offered this service.
- Green Bay had found the costs to be negligible with positive feedback; Duluth-Superior had costs of \$1,000/year for 1,000 riders.
- Neither of the programs included paratransit.
- Such a program (here) would serve only service-connected disabled vets.
- A flyer from Green Bay advertised the ID that vets got from Dept. of Veterans Affairs, which identified them as service-connected and included a photo of the person.
- This veteran's ID could easily show who was truly eligible.
- It would be a nice gesture towards these vets; to help get them to the Dane County Veterans Service Office now located back downtown, using Metro service.

A member of the Dane County Veterans Service Commission, Paul Washington, 522 East Bluff, 53704, also spoke in support of the idea. He was connected with the Disabled American Veterans organization that furnished the van service for vets to get to their appointments at the VA Hospital and the outlet (on Mineral Point Road). This would make it easier for the Veterans Service officer at the VA Hospital to provide more pick-ups out in the County, if local Madison vets could use the regular bus service rather than calling on the van service to get them to their hospital appointments, using their service-connected ID.

[PLEASE NOTE: Being 6:00 PM, the Commission turned to Agenda Item H.1., the Public Hearing. After Item H.2. was completed, Hofer and Washington returned to the table to continue their testimony.]

Poulson asked Metro staff to look into this proposal, and return to the

Commission with their recommendations. Washington added that this proposal was for service-connected, disabled vets only, not all veterans. Hofer said he wasn't sure if the proposal was meant for specific types of trips, or for all trips throughout the Metro Transit area, as was the case in Green Bay and Duluth-Superior. Metro staff said they would look into this. Poulson thanked Hofer and Washington for bringing this idea to the group's attention.

G.2. [22712](#)

Metro: Commuter Advertising-Bus Audio Advertising, presented by Scott McPherson and George Klaetsch - TPC 06.08.11

Kamp introduced the item by saying that Metro had had several meetings with Commuter Advertising, Inc. (CA). Kamp noted the budget situation and a mayoral directive to look for new revenue sources, as well as the Long-Range Metro Plan adopted in 2008 that suggested Metro seek 1% of its revenues from advertising. Metro currently received \$400K in revenues (out of \$50 million budget) from advertising, or .8 %. As a result, Metro was continuing to look for additional ad revenue opportunities. Metro was gathering info and could see doing a pilot, in order to bring back a proposal and contract for the TPC to consider, if Metro's criteria were met. Initial conversations with CA had been helpful and constructive.

Commuter Advertising CEO and President Russell Gottesman provided some background and made a PowerPoint presentation (document electronically attached to Leg. File 22712), as follows:

- Not a huge national ad company, CA arose from an idea Gottesman had as a transit rider himself: to create location-based audio and text scroll sponsorships that played on the inside of city buses and trains.
- Passing through Chinatown after a baseball game, he wondered why one of the local Chinese restaurants couldn't distinguish itself to the hundreds of riders on board; so as a grad student, he wrote up a business plan, entered it in a competition against 52 other plans, and won, which led him to start his own business.
- CA now had 25 employees, and nine contracts in seven cities, inc. Dayton, OH, Kamp's hometown, where Kamp had had a chance to experience the ads firsthand. Starting in Dayton with 11 million rides, then Champaign with 10 million rides, CA now had contracts in Chicago and Seattle among others.
- Having filed patents in 2007, CA was the only provider of sponsorship messages in the U.S.
- CA would be able to generate significant new revenues for Metro, not only to maintain service but to add service.
- Along with audio messaging, CA did free PSA's, inc. such things as announcing route changes (vs. using more expensive flyers, etc.)
- CA was an ideal public-private partnership.

Gottesman showed a couple of actual ads, which were 15-second announcements that played when and where desired. The ads could provide added value to riders, through such offers as "Show your Metro card for 15% off your next cup of coffee," or "Enjoy a \$1.99 brat special on Mondays at the Brau Haus", to induce riders to get off the bus to visit local businesses. Gottesman said the ads were clean, concise and could be fun. Ads could be leveraged with texting on smart phones for riders to receive coupons and specials.

Gottesman described CA's scope of services:

- Along with working with the transit system, CA also worked with local

businesses: CA would set up a local office, talk to local businesses and ad agencies, produce all the copy for interested local merchants at no charge, implement the sponsorships, and collect the revenues.

- If they didn't deliver, they wouldn't have references from one agency to the next.
- Results from the ads were trackable; one Dayton business received a 13% lift in one of their products after offering a special to people who texted to them for it; and they created a positive feeling towards transit.
- CA worked with a wide range of sponsors: health care, colleges, financial institutions, local restaurants, wireless, etc.
- The 2nd or 3rd quarter after they launched, CA conducted ridership surveys: Have you heard the sponsor messages? do you like/hate or are you indifferent to them? In surveys so far, 80-92% of respondents were either indifferent or they liked them.
- Respondents who didn't like it were then asked if they knew that the ads helped bring new revenue in to transit, to help prevent fare increases or route reduction; a certain % of those who originally didn't like them, fell out of this group.
- CA would work with Metro to develop the questions they wanted to ask.
- References from Dayton, Toledo and Kansas City transit managers would likely say that at first they had riders who didn't like them (which CA listened to since they were transit users themselves), but usually this dwindled down.

Gottesman listed the advantages of the program:

- Proximity to local businesses, for riders to get off, patronize, and spend their money locally.
- Captive and active audience.
- Reasonable cost to local businesses: 1-2¢/rider, \$195-395/month. (A local florist preparing for Valentine's could afford that.)
- Untapped revenue source; CA can help bridge the gap for Metro.
- CA's was a socially responsible business model.
- CA ads complemented traditional bus sign advertising.

Gottesman said the reason they had such high positive ridership feedback, was their business model, which called for using 5-20% of total available inventory, which meant 1-2 ads for every 10 stops, or three 15-second ads in 30 minutes. Currently, they only used about 5-10%. Anticipated net revenues for Metro over five years would be \$500+K. These numbers were conservative. Increasing the percentage would be an option later on, but only to the max of 20%, per CA's business model to maintain a high positive rider response.

Gottesman thanked everyone for their time, and said that CA's next steps would be to finalize the parameters of the pilot with the goal of doing a great job, providing exceptional service, inc. PSA's at no cost, proving their value, and being a great partner for Metro. He answered questions.

- Ads were keyed to location, to businesses along the route (playing 300 feet ahead of a florist, for example); ads could also be timed (running at 9 AM for a breakfast sandwich, for example); regular Metro announcements would always take priority over ads.
- CA would create jobs in Madison, to "put feet on the street" to sell to local businesses; regional sales managers would call into the market; and proprietary software would soon be launched, to allow businesses to buy up ad time near their locations and do their own creative (inc. voice options).
- Madison Metro would incur no costs.

- Frequency of ads depended on the routes, and the # of businesses located on them; together with input from transit staff to ID key stops and how to space the ads appropriately. Premiums could be charged as needed for certain areas: for example, Univ. of Illinois had a high concentration of ads on campus. They used to have free ads inside buses, but now spent \$17K/year because CA was able to create a premium for them.
- Outliers would have one ad for every 10 or 20 stops, with four ads/hour to begin with -- very infrequently.
- CA would adhere to Metro's ad policy, and work with Metro staff when there were questions.

Registrants were called to speak. Rosemary Lee, 111 W. Wilson, 53703, opposed audio ads. A regular bus rider, Lee fully realized the need for revenue dollars. However, she would ride less frequently/not at all, if audio ads were run. Passengers were already subjected to many sounds and noise over which they had no control (Metro announcements, loud talking and music, etc.) Ad wraps now hindered passengers' ability to see out, esp. at night; and made some buses look like tour buses. Existing noise problems would never abate, and she asked that customers not be further assaulted by adding audio ads.

Shoshauna Schey, 878 Woodrow Street, 53711, opposed audio ads. She felt they were an inappropriate sensory assault on passengers. When listening to a radio and an ad came on, listeners could always switch the station; bus riders could choose not to look at visual ads in/on buses. But bus riders were a captive audience, and had no choice but to hear what came over the speakers. Audio ads would make it difficult to enjoy the Metro ride, as she did now. If she had no option and had to listen to commercials, it would impact her decision to use the bus. She urged members to oppose this.

Susan DeVos, 610 N. Midvale Blvd, 53705, opposed audio ads. Re: Metro being below the percentage recommended by the Long-Range Metro Plan for ad revenues, DeVos said she had recently asked about advertising at bus shelters, and Metro said that although this was allowed, they had not looked into it. Instead of looking piecemeal at different advertising options, the TPC would be better off looking at an array of possibilities and then decide based on the different options. It wasn't necessary for an ad firm to provide PSA's, for which technology already existed.

Representing Madison Area Bus Advocates, Devos said that Metro estimated a cut of \$1.8 million in state funding, which they were using to justify audio ads to generate \$456K over five years to try to fill the deficit. That was an average of less than \$100K/year. From a consumer perspective, this was misguided to use audio ads because they would not bring in much revenue. would be abusive to a captive audience, would degrade the transit experience, and would push more people to drive rather than ride transit. This would create a greater demand for road expansion and parking. She asked members and staff to try out audio ads in their own personal vehicles before going any further with this idea.

Dan Hill, 506 Presidential Lane, 53711, supported audio ads. A regular rider on Route 6, Hill said that in a perfect world, we would have 100% public funding of public transportation. Public transit produced a public good; it got cars off the road, reducing congestion, pollution and use of fossil fuels. But in an imperfect world, public funds were limited, which created budget problems for



which alternatives must be sought. He supported efforts to find alternative sources of revenue for the city's public transit, including this program. While agreeing audio ads could be a minor irritant, they could help local businesses, provide info to consumers on buses, and could in the long run keep fares down. Keeping fares down was critical. Along with public budgets, personal budgets were suffering. The economy was not likely to improve soon. Hill felt that fare increases were a regressive tax that fell hardest on low-income riders. He supported any efforts to find alternative resources, and thought audio ads should be given a try.

Martin Kienitz, 6401 Offshore Drive, #205, 53705, opposed audio ads. Based on his calculations, the potential revenues represented 2¢/passenger, which he felt would be insufficient to make a substantial difference to the problem Metro faced. A regular bus rider, Kienitz observed that most riders were occupied with their own activity, and were not ready to be interrupted. Passengers were on the bus for a purpose. As a captive audience, having a message poured into their ears was different than having ads posted along the ceiling of the bus; these visual ads could be ignored. Riders did not have the option to turn off messages from the loud speaker on a bus; these ads could not be ignored. Advertisers paid to be able to put messages put into the ears of passengers, to capture their attention. He would be queasy about selling passengers' attention, which, as a captive audience, was a valuable thing to an advertiser. If this were to be pursued, more should be asked of the ad company. A valuable asset, a captive rider's attention was worth more than 2¢.

Cathy Casper, 2114 Red Arrow Trail, 53711, opposed audio ads. Like a lot of other people, Casper said she ignored bus wraps, and would do the same with announcements. She thought that likewise riders preoccupied with other devices would tune ads out. She didn't know why a rider would get off a bus to go to a restaurant, and then have to wait to get the next bus. Riders were under time constraints, trying to get to work or home. Maybe it made sense from a marketing point of view, but she didn't think riders would really listen. To draw more people to State Street, more buses needed to go there. Only Routes 4 and 6 ran down State Street hourly on weekends. People totally ignored the lower half of State. Riders on old Route 19 used to stop and get food; now they ignored State Street. When buses were moved away from where businesses were located, business was lost. While audio ads might be a source of revenue, Casper said she would ignore the ads; all she cared about was getting from Point A to Point B.

Having no more registrants, Poulson asked staff about next steps. Kamp said Metro would explore this idea further. They were still gathering info from other transit systems, and looking at the technology and how to implement it. Kamp said Metro would like to conduct a pilot to get a sense of the reaction to it, to be able to provide data to the TPC. If Metro wanted to arrange a contract, they would bring it back to the Commission. At this point, Metro would simply continue to explore the idea with Commuter Advertising.

After determining that all the Commissioners used the transit system, Poulson said it was safe to say all members were supportive of transit and were trying to make the system the best it could be for the community. The item was informational, and no action was needed.

#### H. 6:00 PM – PUBLIC HEARING

**H.1. PUBLIC HEARING ON PROPOSED METRO TRANSIT SERVICE ADJUSTMENTS: To hear comments on the proposed Metro service adjustments scheduled for August 28, 2011.**

[PLEASE NOTE: The hearing started in the middle of discussion of Agenda Item G. 1. Also, for documents related to the service changes and the hearing, including those distributed at the meeting, please see the attachments to Leg. File 22713 under Agenda Item H.2.]

Metro Transit Schedule Planner Colin Conn and Metro Transit Planning & Scheduling Manager Drew Beck came to the table, while Kamp remarked on proposed service changes to Route 18, as follows:

- The Service Development Team had spent the most time looking at this route.
- The changes were driven by driver feedback, who struggled to keep this bus on time between the South and West Transfer Points, as verified by staff who rode the route.
- This route (along with interlining routes) had seen a 22% increase in ridership over the last five years, from 855,000 to 1,046,000 rides.
- Though a good trip generator, the route was very time-sensitive because of riders making transfers at both ends of the route.
- Most important was Metro's responsibility to provide schedules to drivers that allowed them to keep on time safely. Otherwise, the route was working and they wouldn't change it.

Noting that much was positive in the proposal, Conn outlined the changes as follows:

- Route 2: The changes would boost the level of service between Sheboygan Avenue and the UW and VA Hospitals, to get a 15-minute flow during the AM rush hour to 10 AM.
- Route 3: A trip currently leaving the West Transfer Point (WTP) at 11:30 would now leave at 11:15 AM, to match the rest of the Route 3 schedule and eliminate Route 3 and 4 buses following each other out Jenifer Street.
- Route 10: Adjustments would better phase service with Routes 2, 3, 4 and 5; moved end of line from Mills/Univ Ave to old University Hospital by Charter St, to save 900 feet of walking distance and likely help ridership.
- Route 15: Reallocated a 7:46 AM trip to Route 2; and shifted a 9 AM trip to a gray bar trip (running only when UW in session), which when UW was in session, carried 30-40 people, and when not in session, carried 3-4 people.
- Route 18: Having been a problem since it was designed in 1998, several different solutions had been tried. The current change would shift service from Reetz/Hammersley to Raymond/Whitney, saving two minutes in both directions, and using a new egress driveway at the South Transfer Point (STP) to get the bus out and on the Beltline quicker. The basic design of the schedule hadn't changed; via Coho and via Midvale were still the same.
- Route 36: Removed trips with little to no ridership, per supporting data.
- Route 37: Significantly reduced service in AM rush hour to reallocate it to Route 2. Significant ridership was developing around UW and VA Hospitals, and the goal was to serve them as well as possible.
- Route 38: Eliminated two trips: a 5:41 AM trip at Buckeye/Monona with low ridership (3.2 riders/day); and a 9:53 AM trip at Jenifer/Ingersoll, which carried just a few riders. Ridership significantly dropped off in the Jenifer corridor during this transition period. Some money would be saved. A diagram

(attached) showed how buses flowed on Jenifer during the AM rush hour, and highlighted the route/schedule changes.

- Route 50: Would move off of Gilbert Rd to Whitney Way, which was faster; this eliminated .4 mile, two minutes, and some turning movements. Ridership had grown significantly, making it harder for drivers to stay on time. Interlined with Route 18, drivers were not able to get out of their seats. Drivers were not machines, so anything to soften up this schedule was positive.
- Route 56: The 6:38 AM westbound trip from WTP was eliminated due to lack of riders; saved 9 minutes/day.
- Route 57: The 5:49 and 6:20 AM trips westbound trips from WTP was eliminated due to lack of riders, per supporting data.
- Route 73: A minor shift, this will save money and create a better flow of buses; saved 15 minutes/day.

Conn said the changes would have a minimal impact and would save some money. He noted that when they eliminated a gray bar trip like the one on Route 15, they were better off with an extra bus there, because they had more flexibility with what they could do with an extra bus than as a gray bar trip that was in the public schedule and couldn't be shifted a few minutes when necessary. Beck said that the case for Route 18 could not be overstated. Every time he had ridden it, drivers had had to "pedal" furiously to try to stay on time; and even with this, riders sometimes missed their connections. It had even become a safety issue.

Conn and Beck answered questions.

- Supporting data (for the route changes) was taken from the time period of Nov. 1 to Dec. 23, because November was the first month staff was able to get the data. Once staff started with this time frame, they kind of had to stick with it, in order to be consistent. It was a high ridership period and was fairly representative.
- Re: shifting the last PM trip on Route 73 to an earlier time and the impact on employees of businesses/restaurants nearby, staff had surveyed the business park some years ago and found the latest closing time was 8 PM. They had not re-surveyed recently; but it was a lightly-ridden trip.
- Re: removing Route 50 from Gilbert Road, eight bus stops (4 in and 4 outbound) would be affected. People would be walking further, and staff was not happy with this. But the route had to be softened. Adding a bus to the loop would create "half a bus": the extra bus could cover this stretch half the time, but then what would it do the other half of the time?
- There were differences between how extra buses worked inside loop routes vs. end routes; it was harder to efficiently work them into loop routes.
- Cost savings for all of these changes were about \$4-5,000.

Regarding Route 50, Bergamini wondered if it wouldn't make sense to add an extra bus to Route 50 rather than cutting out service to riders along Gilbert Road who needed transit service, and could also help provide proper breaks for drivers. Acknowledging there weren't lots of resources, she felt this option could build a little play into the situation, to relieve stress for drivers and for riders, who would now have to walk further and faster.

Registrant Cathy Casper, 2114 Red Arrow Trail, 53711, opposed changes to Routes 18 and 50, and made the following comments:

- The auto-message system on the affected routes could have been used to announce the proposed changes.

- The problem began in 2006 when Coho and Greenway were hooked onto the Route 18, which had previously been fine.
  - The removal of off-peak and weekend trips from Badger and Fish Hatchery meant that riders would have to walk to the STP to catch a bus; and people were not safe waiting at the STP.
  - Signs should be placed on the pillars at the STP, so people know where to find their buses.
  - Large portions of routes were being eliminated on Gilbert, Reetz, Hammersley; people on the other side of Verona Road used Reetz and Hammersley to get to Goodwill, Home Depot, etc. Now they would have to walk, which would be even more problematic once changes to Verona Road were made.
  - Reetz had many multi-family duplexes, Hammersley had apartment complexes marketed to seniors, and Gilbert had two churches and two schools on it.
  - Also, some of these areas presented safety issues for people walking.
  - Drivers were able to do the routes; the real reason they didn't like the routes was that they were so violent.
  - Coho should be taken off the route, and go back to Red Arrow and Crescent.
  - Using the Beltline, buses sat in the traffic; when they used to travel the Frontage Road, they never had a problem.
- Casper was totally opposed to the changes to Route 18 and 50, because bus service was being removed from a huge area that had churches, schools, multi-family housing. This was an area where people needed a bus.

Having no more registrants, the meeting proceeded to Agenda Item H.2.

H.2. [22713](#)

Action on Proposed Metro Transit Service Adjustments, effective August 28, 2011

Bergamini talked about having just received the large packet of information about the route changes as a hand-out. She had seen some of the information on the Metro website over the course of previous week, but some items were brand new. She asked staff about the new Route 18 maps. Beck referred members to the large and small maps of Route 18 via Coho, which showed boardings percentages in the month of September for different segments of the route. He pointed out segments on Coho and the frontage road just south of the Beltline with 6% of total boardings, and Allied Drive with 23% of total boardings. Reetz and Hammersley together represented 1.6% of the total boardings on the route. Though other routes served some of these areas, this map reflected percentages only for Route 18 via Coho.

Poulson asked if it was possible to receive these documents with more detailed information ahead of the meeting. Kamp said it was; staff had used the information in developing the proposals, and brought it along in anticipation of questions about Route 18. It was hard to know how much information was enough/too much, but they would err on the side of providing more detail. Poulson said information like that about boardings was very helpful in understanding the reasoning behind the changes.

Bergamini/Subeck made a motion to refer action on the proposed changes to the July meeting. Though she had studied what recently made available online and used the Ride Guide, Bergamini said she felt she hadn't had enough time to digest everything. As helpful as the info was, ten minutes was not enough time to review all the info and make a responsible decision.

Conn talked about how thoroughly staff had looked at Route 18. They had come up with a design to operate limited stop service between Whitney and Hammersley, and Reetz and Raymond. Though it tended to leave some parts of the neighborhood high and dry, it would be positive to restore some stops on Raymond Road (vs. the proposal, which would have the route not serving certain stops on Raymond). Given how light ridership was in the area during off-peak periods when the 18 went through, this alternative wouldn't significantly impact the schedule. A more major issue on the route was unsafe turning movements, esp. west to south buses coming down Reetz left onto Raymond. Just eliminating that turning movement saved some time. Perhaps this would help everyone's thinking. Also, Route 56 provided good service to the area and was also heavily used; with Route 18, use dropped off. Regarding the Coho Loop, Conn said that was added in the context of other things, to standardize Route 40 (that flipped back and forth on north/south sides of Beltline), and to reduce travel time for Fitchburg riders to WTP (which is did, by 20 minutes). Though he had some concerns about Route 18 in the Allied loop, in order to keep the travel time to 25 minutes between South and West Transfer Points with a normal load, this was the only viable option.

Staff and members talked about time constraints related to preparing for the service changes. The lead time for printing the Ride Guide and uploading data would be tight if action were delayed to July. When asked about approving some of the route changes and delaying action on others, Bergamini said she was not comfortable with moving ahead. For example, she wanted to look more closely at the impact of UW recess schedules on certain routes. While students might be on break, UW and UW Hospital staff were not on break, and labs were open.

Given the urgency of the situation, Poulson raised the idea of amending the motion to hold a special meeting on Wednesday, June 29th at 5:00 PM, strictly to take action on the proposed service changes. Bergamini said she would accept the amendment as friendly. The motion passed by voice vote/other.

The meeting returned to discussion of Agenda Item G.1. and the remaining agenda items.

**I. 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)

No action was needed on these items.

**J. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS**

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

Poulson mentioned having attended Metro's Safety Breakfast, celebrating safe driving and awarding safe drivers. He also attended Metro's press conference introducing and demonstrating Google Maps, which he found very interesting.

Poulson also talked about holding the annual Organizational Meeting in July; as well as possibly discussing the loss of motorcycle parking at a future meeting.

**J.2. Commission member items for future agendas**

**ADJOURNMENT**

A motion was made by Schmidt, seconded by Schmitz, to Adjourn at 7:27 PM. The motion passed by voice vote/other.