



City of Madison

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

Meeting Minutes - Approved TRANSIT AND PARKING COMMISSION

PLEASE NOTE: This meeting can be viewed in a live webcast of Madison City Channel at
www.madisoncitychannel.com.

Wednesday, March 13, 2013

5:00 PM

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

A. CALL TO ORDER/ROLL CALL

The meeting was called to order at 5:00 PM.

Present: 8 -

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

Excused: 3 -

Bridget R. Maniaci; Lisa Subeck and Ann E. Kovich

Please note: Schmidt arrived at 5:01 PM, after the Minutes were approved.

B. APPROVAL OF MINUTES

A motion was made by White, seconded by Bergamini, to Approve the Minutes
of the February 13, 2013 meeting. The motion passed by voice vote/other.

C. PUBLIC APPEARANCES - None.

D. DISCLOSURES AND RECUSALS - None.

E. TRANSIT AND PARKING MONTHLY REPORTS

E.1. [29374](#)

Parking: February 2013 Activity Report, January Revenue/Expense/Occupancy
Reports, Schenks-Monroe-CBD Monthly Revenues 2011-12, Tony Galli Letter - TPC
03.13.13

Parking Operations Manager Tom Woznick cited the YTD statistics re:
Revenues, Operating Expenses and Operating Bottom Line. He mentioned
how well the Special Event parking had gone during the WIAA wrestling and
basketball tournaments. For future events, Parking would work with the
Greater Madison Visitors Bureau to better communicate parking options, to
help reduce congestion in/around the Campus and Overture garages (which
had been filled by Friday mid-morning).

Also, per a request from Golden, Parking staff had prepared a report
comparing 2011 and 2012 revenues in the Schenks, Monroe areas, and the
CBD, from July-Dec (following the rate increase in June 2012), and from
Jan-June. The % increases in revenues indicated either very minimal or no
decrease in occupancies in these areas, even with the rate increases.

Woznick then mentioned a couple items in his letter to Tony Galli that hadn't been included in Galli's news report about multi-space meters and citations. Multi-space meters provided more convenient options for payment. As a result, fewer citations had to be issued because customers could more easily pay for their parking. Citations had declined 13% since 2010, which was good news. Woznick also discussed some other strategies (besides those shown) to reduce the possibility of citations being issued after a customer had paid. Parking was working with the MPD to review data about payment times at spaces where citations had been written, to see if there had been a wireless delay. If so, a letter was being sent to tell the customer that their citation was being voided. Also, Parking had recommended to its vendor, Metric, that new handhelds be designed to alert PEO's who were issuing a citation if a parker had paid. Then the PEO could simply remove the citation.

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

E.2. [29375](#)

Metro: YTD Fixed and Paratransit Performance Indicator Reports - TPC 03.13.13

Metro General Manager Chuck Kamp noted that quantitatively, YTD ridership was up 7.8%. Qualitatively, staff sensed they were receiving more overcrowding complaints than the first part of last year. Otherwise, things were in good shape. Streit/Tolmie mad a motion to receive the report. The motion passed by voice vote/other.

F. NEW BUSINESS ITEMS

Please note: Maniaci arrived at 5:25 PM, during the presentation of the TDP in Agenda Item F.1.

Present: 9 -

Bridget R. Maniaci; Chris Schmidt; David E. Tolmie; Amanda F. White; Gary L. Poulson; Margaret Bergamini; Susan M. Schmitz; Kenneth M. Streit and Kenneth Golden

Excused: 2 -

Lisa Subeck and Ann E. Kovich

F.1. [29006](#)

Adopting the recommendations of the 2013-2017 Transit Development Plan for the Madison Urban Area as a framework to guide transit system development over the 2013-2017 period.

Mike Cechvala of the Madison MPO reviewed the key features and recommendations of the 2013-2017 Transit Development Plan in Section 4, related to bus stop consolidation, Priority 1, 2 and 3 Service Change Concepts, passenger facilities, bus storage facilities, smaller/larger buses, bus rapid transit, commuter express service. (See TDP and Powerpoint presentation attached.)

Cechvala remarked that most of the recommendations related to expansion and improvements were not really practical given the current budget outlook. But with the level of ridership growth, they wanted to at least identify the needs. On the operational side, service hours were growing at less than 1%/year but ridership was growing at 4.5%/year, which was not sustainable and explained the overcrowding. This would continue unless service hours were pumped into the system. On the capital side, federal funding grants were

less than in the past. MAP-21 was a 2-year authorization, and it wasn't clear what would happen after 2014. But if things were to stay the same, Metro wouldn't be able to purchase as many buses as they had in the past. Also, the estimated costs for a new maintenance facility were completely unfunded. The report emphasized that capital funding was a big, moving issue.

Cechvala then referred members to a hand-out, which contained proposed changes to the TDP recommendations that had been suggested by Golden. (See "Golden original version [hand-out] of proposed changes to the TDP" attached.) Golden complimented Cechvala on his excellent work on the Plan. He said that some of his proposed changes had to do with specific language.

But with regard to his (original) proposal for the description below Recommendation 17, Golden wanted to add some language. He believed the current location of the Metro garage eventually needed to become a redevelopment site for something other than this kind of industrial use. The land was way too valuable to remain Metro's permanently, esp. in view of the Capitol East Plan with potential land uses for residential and offices. In the meantime, several possibilities for expanding Metro facilities existed.

Golden proposed adding the following two sentences after the first sentence (that ended "by this Transit Development Plan"): The current garage is located in a prime Transit Oriented Development redevelopment area, making an eventual sale and complete move a distinct possibility. This is likely to occur in more time than the five years covered in this Plan.

He also proposed adding the words "permanent or temporary" to option 2. in this paragraph, as follows: ... 2. adding a second "permanent or temporary" facility to operate with the existing facility.... (See TDP-Final version-Proposed Changes recommended by TPC 03.13.13" attached.)

With regard to process and incorporating these changes into the Plan, Poulson and Schmidt said that the TPC was the Lead; and the Council would probably make a motion to adopt what the TPC recommended. Later, Kamp said the Plan would be presented to CSOS the next day. MPO staff said that the Plan would go the MPO after the Commission and Council made their recommendations, which the MPO was likely to approve; and if the MPO made substantial changes, the Plan would be brought back to the Commission.

When asked how the Plan balanced different needs given the funding issues, of providing more service to areas of highest demand in the core vs. providing new service to the unserved periphery, Cechvala said they tried to present both needs without stating which they preferred. Setting priorities was really a policy issue.

As for how policy was developed esp. in times of limited funding, Kamp said Owl Creek service was a classic example. Before the NRT's were established and put a focus on service, it was unlikely that Metro would have made Owl Creek part of its service recommendations. But with an organized community effort, affecting the policy and political process, Metro got clear signals that it needed to be on their list. Apart from "red dot" data, this was an important social equity issue. The Plan didn't list preferences, because these decisions would be up to the TPC and the Common Council in future budgets and service decisions.

Members made comments.

- It wasn't necessarily the role of staff and the Plan to state preferences. The Commission and the Council set priorities based on policy.
- It would be good for the Commission to discuss policy and priorities.
- It was good that the Plan did not weigh priorities, because another future contingency was what partners and new partners might step up to do.
- Though it was something we were already doing, it would be good to include a statement in the Plan about continuing to discuss with non-partners the possibility of transit, esp. since we couldn't depend on an RTA being set up anytime soon. Current partners could be mentioned in this context as well.
- Even though core routes might see a slight reduction in access/service, bus stop consolidation was a good idea, because it would shorten the time for people traveling longer distances across town, and perhaps induce more people to take the bus.
- Reducing stops in the core routes potentially to a 1/4 mile may be excessive, esp. since these were highly-used corridors. Did we want to shake things up like this in areas of high demand? This became a policy question: What standards should be used across the system with different levels of demand in different areas?
- Perhaps saying spacing would be "every other block" rather than saying "every 1/4-mile" would sound less scary to people and more user-friendly.
- Specific bus stop spacing in the downtown should be discussed with the alders in those areas.
- While favoring bus stop consolidation, consideration should be given to stops where the disabled/elderly frequently boarded the buses. Pockets of people would have trouble going an extra block, esp. in the winter time (i.e., someone in a wheelchair traveling in the snow). Before removing specific stops, we needed to look at who was boarding at these stops.
- Doing this would also help maintain the financial efficiency of the system. Pushing stops out too far might push riders from mainline service to paratransit. Metro staff had always been receptive to this sort of info; and Plan language about the process that would be used, was good.
- A re-branding effort done by an outside consultant would be very powerful for marketing the system, which would include image-building and PR.
- A strategy for increasing bus usage, like an individualized marketing campaign, was important to encourage larger numbers of people to ride the bus.

Cechvala was invited to respond to the comments. A 1/4-mile for stop spacing was loosely the industry's upper limit. It was uncommon for spacing in an urban areas to be longer. The Plan provided a range for spacing, to provide the flexibility to go shorter. Right now in the Jennifer, Johnson-Gorham, Monroe Street areas, there was a stop on every block, approx. every 660 feet. Most were near-side, and hadn't been changed in a hundred years, since streetcars rolled down these streets. Spacing could be every block or every other block. On Jennifer and Johnson, it was either every 1/8-mile or 1/4-mile, with nothing in between.

White suggested that a statement about a re-branding effort be added to the Recommendations in the section called, "Passenger Information and Marketing" (Recommendations 26-28). Maniaci noted the Commission had frequently raised the issue, and agreed some specific language about this should be added.

A motion was made by Schmidt, seconded by Schmitz, to approve Golden's changes, and RECOMMEND ADOPTION TO THE COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER: To incorporate Golden's proposed changes into the TDP, including the new language Golden suggested for Item #17. (See "TDP-Final version-Proposed Changes recommended by TPC 03.13.13" attached.)

A motion was made by Maniaci, seconded by Golden, to amend the main motion, to add:

Add the following recommendation (26-B.) in the Passenger Information and Marketing section: (Madison) Metro should undertake a comprehensive system re-branding and way-finding marketing campaign. Preferably, Metro should hire an outside (professional) marketing firm to (assist in) facilitate and complete this branding effort.

White felt the second sentence was important because an outside professional marketing firm was needed, who had deep knowledge of branding and what Metro would need. The City and Metro had many great marketing people, but a marketing firm would have a greater sense of branding strategy, the graphic design artists and the creative talent to do the logo-ing, etc.

Transit Marketing & CS Manager Mick Rusch was asked to comment. He said this idea sounded good, but he missed the part about where the money would come from. Funding was their limitation; Metro's advertising budget this year was \$50K, which didn't allow them to do much, inc. branding. Golden said that this presumed support by the City and its partners; otherwise, it just wouldn't happen.

Kamp wondered if this could be interpreted as separate from or part of the BRT branding. Golden thought they would be coordinated, because BRT might be where they could get the money.

Bergamini pointed out that implementation of BRT was probably more than 5 years out. So if this were to pass, BRT could be kept in mind, to make sure a marketing plan had room for it. But it wouldn't be part of this particular effort. White said she would hate to see them wait 5-10 years for the BRT to do this.

Maniaci said what they wanted was a comprehensive branding strategy that would work and be worth the money. To White's point of why hire a firm, it was to be able to scale up/down and in many different formats. They knew they were going to do BRT, and she didn't see a problem with a marketing design that was not contingent upon moving forward with BRT. Rather they wanted a comprehensive plan that they could build on, as new components were added. Unless a special project was being put forth, the ad budget would continue to contain only baseline funding. By including this item in the Plan, people could push this as an important agenda and make sure it happened. It was a step they could take to line up the dominoes.

Bergamini wondered where the money for this would come from. Working with branding and marketing every day in her job, she understood how important it was. She worked with Metro staff on it. Certainly, it was something that should be done. However, when she weighed it against operational needs,

overcrowding, and the %'s related to growth in ridership but slower growth in service hours, she couldn't put this at the top of her list. It was a good idea and a "should", but she would vote against it.

White stated that the Bike Federation had just gotten \$200K worth of branding work done by a firm as an in-kind donation because the donor believed in the mission. Metro had a great mission, and there were opportunities to get creative in ways of working with the business community. She felt they shouldn't let funding stop them from moving forward with what they all felt was a good idea. They weren't saying they should move forward with it today, but it was a priority for the system.

Maniaci said if they didn't get it in the Plan, they wouldn't get it in front of the decision-makers as a priority. If they didn't ask, they wouldn't get it. They needed to call attention to this idea, to at least get it in the queue for policy and decision-makers to decide how and in what order the funding mechanism would come together.

Schmitz agreed, and said that to get funding, an idea had to be put out first. Money followed good ideas. She thought (not felt) this was a solid way to move forward. This was what was happening in transit. People wanted to be told, to know why they should take public transportation. This was a crucial time, and this marketing piece was huge.

A vote was taken on the motion to amend the main motion, with the following results: Ayes - Maniaci, Golden, Schmidt, Tolmie, White, Schmitz, and Streit. Noes - Bergamini. Non-voting - Poulson. Excused - Subeck and Kovich. The motion to amend passed 7 to 1.

Turning to the main motion, Bergamini expressed concern that the language in Recommendation 17 about the bus garage might be a bit too specific and restrictive; i.e., the portion that read, "new facilities should be chosen in east, south, and/or west Madison". She had heard reps from Middleton saying that perhaps Middleton would be a good place for a west facility. She asked Metro staff if they thought this would contradict what they expected from the garage study.

Kamp said he was glad that "east" was being added, since land was being purchased on Nakoosa Trail. He would prefer that the language referenced a broader region. Pragmatically, from a deadhead and relief standpoint, they would be locating as close into Madison as possible. But having the regional mentioned would probably give them more flexibility. They had looked at leasing facilities outside of Madison. However, staff would work with whatever was in the Plan, and if they felt adjustments were needed, they would bring them back to the group to seek their approval for them. Maniaci withdrew her objection.

A vote was taken on the main motion as amended. The motion passed unanimously by voice vote/other.

F.2. [29168](#)

SUBSTITUTE - Authorizing the Mayor and City Clerk to enter into a five year contract with the Gillig Corporation for the manufacture and delivery of up to eighty (80) coaches. The estimated cost of the first order of buses in January 2014 is \$6,720,000 \$8,800,000.

Metro Transit Services Manager Ann Gullickson, who coordinated procurements, talked about the resolution and purchase.

- Metro recommended awarding the contract to Gillig for 80 buses over a 5-year period, at \$400+K each. After a healthy competition and demos among four firms, two firms submitted proposals. Normally price was weighted at 30%. But because of a \$40K difference for each bus, price ended up being the deciding factor.
- Before returning to the Council, wording in the resolution would likely be revised to bump up the delivery schedule, to take delivery of 20 buses in the first year, and 15 in each of the next four years, vs. 16/yr. for five years. Because of the purchasing schedule, Metro wouldn't be getting any buses in 2013, and hoped to play catch-up. This was still being negotiated with Gillig.
- Of the 20 in 2014, two would be hybrids.

Because of the potential savings involved, Golden wanted the contract to be flexible enough to allow for the purchase of CNG buses within the terms of the 5-year contract. Tolmie agreed, not only because of the environmental impact, but also because of the savings.

Gullickson discussed the possibility of buying CNG (Compressed Natural Gas) buses.

- CNG was not new or risky technology in transit, and Metro was very interested in it. Staff had talked to MG&E about it, and had sent maintenance staff to training on CNG.
- It would be too costly (over \$1 million) to modify the current facility even without the fueling station. But Metro would be looking at installing features to house CNG buses when building a new satellite facility.
- Without a fueling station or a proper facility and with the cost of modifying the current facility, Metro had actively decided against going out to bid on CNG. It wasn't time yet.
- If Metro were to decide to buy CNG buses, it would be at the back end of the contract, at which point they would already be going out to bid on new buses. By that time, they would likely have garages that could handle both CNG and diesel.
- In terms of possibly purchasing CNG buses as part of this contract, Metro might be able to negotiate this. Metro had been able to purchase two hybrids from Gillig as part of a previous contract that hadn't originally included hybrids.
- The RFP for the current procurement did not include CNG and they did not go out to bid on price options for CNG. Metro would have to consult the Attorney's Office to see whether the terms of the contract could be changed.

Maniaci suggested that Metro talk to the Attorney's Office. She thought it probably wouldn't be a problem to add an option to the contract to allow Metro to negotiate in the future, to give Metro some flexibility to buy what they wanted and needed. Kamp said it was not only an issue of CNG, it was also an issue of 30-foot buses and articulated buses. But all of these possibilities were likely to occur towards the end of the 5-year contract, at which point they would talk to the Attorney's Office.

Regarding specific mention of CNG in the City's Sustainability Plan, Kamp said that based on the spirit and direction from the TPC and CC, Metro placed sustainability at the top of their criteria. Gullickson said that Jeanne Hoffmann had facilitated Metro's discussion with MG&E regarding CNG. So people were

looking at the City-wide as to when and where they would take advantage of this technology. Bergamini confirmed that Gillig made a CNG transmission and CNG hybrid transmission. She hoped they wouldn't hold up this procurement, and that they could trust staff had this under control.

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

F.3. [28992](#)

Authorizing the Mayor and the City Clerk to enter into an agreement with Dane County to provide Volunteer Driver Escort Services for the City of Madison for the calendar year 2013.

Poulson suggested that Items F.3., F.4. and F.5. be considered together. They were all agreements with the County related to providing different types of transit service. A motion was made by Bergamini, seconded by Tolmie, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

F.4. [28997](#)

Authorizing the Mayor and the City Clerk to enter in to an agreement with Dane County for the purpose of providing the Metro Transit Utility with State 85.21 funding given to Dane County for the provision of accessible transportation for eligible persons within Metro Transit's service area in the calendar year 2013.

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

F.5. [28998](#)

Authorizing the Mayor and the City Clerk to enter in to an agreement with Dane County to provide Group Access Service for the City of Madison for the calendar year 2013.

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

F.6. [29169](#)

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

Kamp said this was an annual grant process re: federal Section 5307 funding for capital maintenance contained in Metro's Operating Budget. A motion was made by Golden, seconded by Bergamini, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

F.7. [29376](#)

Metro: Marketing Policy Update - TPC 03.13.13

Kamp noted that as part of the approved 2013 Budget, Metro was asked to bring their existing ad policy to the TPC in March for opportunities to change it. As a result, Metro was bringing them the policy; but because the in-house ad program was only two months old, they would ask to bring it back in a year to see if they had any changes then.

Mick Rusch and Peg Anthony of Metro's Marketing staff described the current ad content and wrap policy.

- The policy allowed up to 20 full wraps per year, but they had only two now. If this should need to change, they would come back to the group. Otherwise, staff proposed keeping the policy the same.
- They had had previous discussions at the TPC about copy standards, esp. about alcohol ads. Staff proposed keeping the policy the same.
- As far as handling ads of a questionable nature, staff was already handling a proposal from another alcohol advertiser, with whom they discussed community concerns about how ads were presented on buses. The advertiser was receptive to this, to the point that they allowed Metro to place the ad on the street side so school children wouldn't see the ad as the bus pulled up. They were letting Anthony work on the design to tone it down.
- Staff was not actively pursuing alcohol advertising, but when approached by an advertiser, they would work with them to make the ads presentable.
- Staff wanted to keep things as they were, rather than prohibiting topics right away.

Poulson thanked staff for the information, and confirmed that staff planned to continue the current policy and come back in a year. Rusch said that if they needed to change anything, they would come back sooner. He also invited members to contact them if they had any questions or concerns. He said it was a lot easier having in-house staff dealing with issues up front, rather than having something put out on a bus and having to backtrack on the PR. Anthony added that the above-mentioned advertiser didn't want problems; but wanted the creative developed by Metro to be friendly, to put the focus on creativity rather than on the product itself.

F.8. [29377](#)

Metro: Request for Public Hearing in April regarding new Route 31 and other possible service adjustments - TPC 03.13.13

Kamp provided an overview of the proposed service changes. (See "Proposed Metro Service Changes slated for Aug 2013" attached.)

- The Budget approved funding for Owl Creek specifically.
- The fare adjustments approved by the TPC were made in order to provide money to deal with the corridor between the South and West transfer points and the overcrowding on buses.
- Per a request from Fitchburg to reduce their funding, some changes to Fitchburg service were being proposed.
- Staff had also been working with Middleton.

Metro was seeking TPC approval to hold a hearing at the April TPC. Metro would provide the public with the detailed document (attached) and a summary to put on the buses. A motion was made by White, seconded by Schmidt, to Approve Metro's request for a public hearing at the regular April meeting.

Golden suggested that the two partners be invited to come to the hearing. Metro Planning and Scheduling Manager Drew Beck noted that a meeting was being held at the Fitchburg Transportation & Transit Commission on March 14th to hear Metro's proposals, and hoped to get final approval. Staff had gone before that group once before, as well as the Committee of the Whole. Middleton had held two formal meetings attended by Metro staff. Kamp invited members to call staff if they had questions about the proposals. Beck complimented Colin Conn on his hard work preparing the detailed proposal.

The motion passed by voice vote/other.

**G. 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.

H. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS

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

Poulson noted that Alder Maniaci was not seeking re-election and would be leaving the Commission. He thanked her for her contributions to the Commission, and wished her well in the future. Maniaci invited everyone to join her for a party on April 18th at Brocach.

Poulson also announced that Citizen Member Ken Streit would be leaving the Commission, though he would continue to serve until someone was appointed to take his place. Poulson said how much he appreciated Streit's efforts on the Commission, esp. for being such an excellent Chair of the taxi appeals hearings, showing empathy, maintaining good process, and guiding the group to good decisions. He wished Streit all the best.

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

ADJOURNMENT

**A motion was made by Golden, seconded by Tolmie, to Adjourn at 6:36 PM.
The motion passed by voice vote/other.**