



City of Madison

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

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

Wednesday, February 12, 2014

5:00 PM

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

A. CALL TO ORDER/ROLL CALL

The meeting was called to order at 5:01 PM.

Present: 10 -

Sue Ellingson; Chris Schmidt; Anita Weier; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini; Ann E. Kovich; Kenneth Golden; Kate D. Lloyd and Amanda F. White

Excused: 1 -

David E. Tolmie

Please note: Bergamini and White arrived at 5:03 PM, after the Minutes were approved.

B. APPROVAL OF MINUTES

A motion was made by Schmidt, seconded by Weier, to Approve the Minutes. The motion passed by the following vote:

Ayes: 6 -

Chris Schmidt; Anita Weier; Wayne Bigelow; Ann E. Kovich; Kenneth Golden and Kate D. Lloyd

Abstentions: 1 -

Sue Ellingson

Excused: 2 -

David E. Tolmie and Margaret Bergamini

Non Voting: 2 -

Gary L. Poulson and Amanda F. White

C. PUBLIC APPEARANCES

Fred Kropp, Community Sales Leader for Holiday Retirement, representing The Jefferson, 9401 Old Sauk Road, Middleton, 53562, appeared before the Commission. He asked that an exemption be applied to the Jefferson, which was located at the very end of Madison city limits, just inside the Town of Middleton, to allow the Paratransit system to come and pick up/drop off at their address. He noted that Metro Paratransit served Waterside Street, very near to the Jefferson (see the dot just below Old Sauk Road to the west of of Waterside on the attached map). He hoped his appearance would start the conversation to see if this were possible. Their facility had wheelchair-bound residents. Some potential residents, who would have liked to move there, had

decided not to, because they currently used Paratransit. The Jefferson was a polling place for the City of Madison, which he hoped would help bring Paratransit out to the location as well. Poulson said they would consider this, and speak to Metro about a possible future agenda item. Kropp would be contacted when this happened.

[33121](#)

Public Appearances: Fred Kropp Hand-out - TPC 02.12.14

D. DISCLOSURES AND RECUSALS - None.

E. TRANSIT AND PARKING QUARTERLY REPORTS

E.1. [33040](#)

Parking: January 2014 Activity Report, Year-End Revenue-Expenses and Occupancy Reports - TPC 02.12.14

Parking Operations Manager Tom Woznick highlighted the following year-end items on the January 2014 Activity Report.

- Occupancies had been good, and YTD revenues were up \$836K (7+%). Since expense items might show up as late as March, YTD expenses were likely to increase by 5% in post-audit reports.
- YTD operating income was expected to increase by ~10% (~\$385K) over the previous year.
- YTD capital costs were \$1.5+M, mainly garage repairs/remediation and \$400+K Brayton Lot.
- Plans/specs were being prepared for 2014 repairs to go out to bid, for general garage repairs and for replacement (LED) lighting at State St Cap.
- Multi-space meters: New modems that used more reliable 3G technology had been ordered from Verizon. AT&T said they would no longer support the original modems with 2G technology, and a decision had to be made.
- Very close to completion, the Financial Sustainability report would likely be presented in March.
- Variable pricing: Staff had received a request from Alder Verveer to transition some meters on the 300 block W. Mifflin to longer-term meters. The one to two-hour meters weren't serving that block very well. Parking was doing a 90-day test, changing eight meters to 10-hour limits @ the \$1.00/hr rate of the "Park and Walk" program.
- Staff had also identified 15-20 block faces that had very low occupancy rates and would send inquiries to downtown alders in these areas (Zellers, Verveer, Rummel) to check if they wanted to include them in this effort. These spaces were not being used much; and it served no purpose to have metered parking no one used. After increasing the time limit and reducing the rate, staff would check to see what happened to occupancy.
- Block 100 Office & Retail Group had asked for a long-term five-year use agreement for 25-60 spaces at State St Cap, to start in late spring. The resolution would be coming to the TPC in March. A current agreement with the Edgewater at State St Cap would be ending once their garage was completed, leaving no agreements there; so this new request could be accommodated.

Woznick responded to questions.

- (Bergamini) Re: announcing the meter changes on 300 block W. Mifflin: Notices had been put on the Parking website and Central BID website. Staff at the nearby Senior Center were those who initially contacted the City/Ald. Verveer about the unutilized meters and having to plug the meters every hour.

The test was being conducted on just eight of eighteen meters; no outreach had been done specifically to neighbors at this point.

- (Ellingson) Re: the possibility of variable pricing for seldom-used meters on Monroe Street: Staff was focusing on meters with 0-20% occupancy first; and would be looking at a second group of meters with 20-50% occupancy. Some meters in that area might fit into this second group; staff could look into this as a potential next phase.

Golden commented.

- Glad this was happening, he felt future discussions were needed. He suspected even lower prices could produce a revenue increase thru higher utilization (though they'd want to also discuss the value of encouraging more parking).
- It might be helpful to install signs on the streets identifying the long-term parking meters.
- If meters near the Stadium along the long block of Monroe Street were made 10-hour vs. 3-hour, it might take pressure off neighborhood parking there, as well as improve revenues.
- He liked that the effort was area-specific.

Kovich/Bigelow made a motion to receive the report. The motion passed by voice vote/other.

E.2. [33036](#)

Metro: Year-End Performance Indicators-Fixed & Paratransit, Feedback and Hybrid Reports - TPC 02.12.14

Metro General Manager Chuck Kamp pointed out the following.

- Fixed route: Throughout 2013, ridership numbers had been fairly even with 2012 because of cuts to Campus service in late 2012 . But 2013 ended with an increase of 148,522 rides (1%), driven largely by December's number. December 2012 had two snow days, while December 2013 had one extra week day.
- Accidents: Most accidents were in the non-chargeable category, with smaller increases in chargeable/preventable. Referring to the TMI claims history (hand-out attached), the 379 total claims for 2013 was lower than the average of the past ten years.
- Being early in the year, a lot of money for 2013 was still in reserves and the amount paid out was low. Staff would keep everyone posted, but expected the amount to be paid out would end up at or below \$400K, the average for the past ten years. So though accidents were up, many were minor.
- Road calls: These had been up throughout 2013, though numbers in the second half of 2013 were close to the second half of 2012. Most of the increase happened in the first half of 2013. Staff had taken steps, inc. paying attention to repeat road calls, which was effective in reducing them. With new vehicles, this number should improve.
- Route Productivity: Ridership was up 1% system-wide; and without UW routes, it was up 2.7%. Since service changes last Fall, Route 2, with additional PM service, had a sizeable increase; as did Route 10, to deal with University Avenue overcrowding. Some routes like Routes 9,14, and 15 were down. But over time, they expected to see this as a net positive impact.
- Route Performance showed the average weekday ridership for Dec 2013 was 49,874 vs. 45,615 in Dec 2012, showing how the two snow days and extra weekday beefed up this year's number.
- Monthly Ridership - Dec 2013: Ridership was up 15.7% system-wide.
- Paratransit: Ridership was fairly even throughout the year, ending up just 1K

rides over 2012, pretty flat.

- Factors cited earlier for accidents applied to paratransit as well, along with the added factor that they had more new drivers in paratransit than in fixed route.
- Paratransit Performance Indicators: No-shows were higher because now late cancels were included in these numbers. The split among the number of trips between Metro Direct and other providers was shown, along with the %'s for on-time performance, all of which remained within the transit industry standard of 90-95%.
- Customer Feedback: Report totals for 2010-2013 showed a notably high total for 2013 of 4,249.
- Under Planning, total inputs = 594, up from 272 in 2012, due to the major service changes in 2013 and feedback received at the TPC's public hearing and written comments (~300).
- Under Fixed Route, total inputs went up from 2,128 to 2,564. Largest increase of 389 found under #7, Customer passed up. The main reason for this was overcrowding. With videos, they could look to see if this was the case; and if so, the driver was not assigned that complaint (i.e., not the driver's responsibility). If the driver was found to be responsible, they would be subject to counseling and discipline, etc. Under #91, compliments were up from 207 to 271.
- Prompt Response Report: Metro's standard for this was to respond to 90% of requests within 10 business days. In 2013, they responded at a rate of 96.79%. December was a little slower, because with the snow, they got busier and the response rate slowed down a bit, but stayed above 90%.
- Hybrid stats: Hybrids continued to get better fuel economy. Cost/mile on the older ones were a little higher now than Gilligs from that era, primarily because 2 of 5 older hybrids were on Campus, with higher stop-and-go mileage, which was harder on the buses.
- MPD Service Incident Analysis (hand-out attached): The chart showed why Metro was appreciative of the additional funding from the Council allowing police presence, esp. at the South and West Transfer Points, which continued to be priorities. But they also had scattered police presence at the other TP's as well.
- The 4-M Group (Metro, MPD, MMSD and the Mayor's Office) continued to meet regularly, getting to know new School District staff and working with them on security projects. Staff would keep members informed of any changes in policy.
- Metro had an Exclusion policy, when someone was disruptive on the bus, that was very hard to administer. They were looking at the Library and Parks, and was considering bringing back an Exclusion policy that would be easier to administer.
- Improvement in 2013 incident numbers vs. 2012 could be attributed to increased police presence. They also had new hi-res video cameras at the TP's that could tilt and turn, which also helped solve issues for supervisors and the Police Dept. But the #1 reason for improvement was police presence.

Kovich/Golden made a motion to receive the report. The motion passed by voice vote/other.

F. NEW BUSINESS ITEMS

- F.1. [33018](#) Selecting JDS Development, LLC to develop Judge Doyle Square and

authorizing the Judge Doyle Square Staff Team under the direction of the Mayor to enter into negotiations with JDS Development, LLC for a final development agreement to undertake the Judge Doyle Square development and to report back to the Common Council no later than August 15, 2014.

Poulson invited registrants to speak.

Representing CA\$H (Citizens Against Subsidized Hotels), former Alder Andy Olsen, Hegg Avenue, 53716, opposed the resolution and commented as follows.

- City resources should be focused on public investments, civic spaces, public needs and public facilities.
- They asked that the group vote no on the proposal, which was a very bad deal for the Madison residents.
- They urged the group not to rush to reach a decision. This was the largest expenditures in City history, and the most important decision they'd ever be likely to make.
- The resolution had some nice language about efficiency in the use of public dollars and about restraining costs, but there was no cap on the costs for the project.
- In reviewing info about convention hotels and failed convention hotels across the country, he discovered a Politifact article about public subsidies for a convention hotel in Portland, where costs went up \$100 million in closed negotiations. (See Olsen Hand-outs attached.)
- He also referred to the C.H. Johnson Consulting report (attached), which said Madison had the highest number of hotel rooms of cities surveyed, among competitors in this market.
- They urged the group to ask hard questions and ask for more transparency. Projections and discussions made things look very rosy; they didn't really look at the down side. If this went through, the citizens would be left holding the bag.

Fred Schwartz and Brian Smalkoski of Kimley-Horn, 122 W. Washington, 53703, registered in support and were available for questions.

A 40-year Madison resident, Thomas Krajewski, Jerome Street, 53716, spoke in opposition.

- While having no special affinity for the blocks being called Judge Doyle Square, they were obviously of significant value, being in the heart of one of the nation's most beloved cities.
- Per an appraisal done in 2008, the back half of Block 88 was worth \$7.4M. With the growth of the city, he thought it could be worth twice that, even without MMB, which was a magnificent building.
- We should not give these away, esp. not wrapped in \$60M.
- Taxpayers were being told they must do this, because more hotel rooms were needed for Monona Terrace convention go-ers, so the subsidy to Monona Terrace could be reduced.
- There were two things wrong with that: There were a good number of hotels and vacant hotel rooms in downtown Madison, and that number was growing. Madison would soon have 50% more hotel rooms than it had two years ago.
- Some would say they were too far away from Monona Terrace. If that were a problem (which he doubted), then rather than spending \$60M and losing some very valuable public land, why not take \$3M and pay for a taxi service to hotels for convention go-ers.
- Also, a new hotel would not fill Monona Terrace. Rather than eliminating the

subsidy to Monona Terrace, we will end up subsidizing Monona Terrace more and also subsidizing another hotel besides the Hilton.

- We should also look around to understand what convention and conference centers compete with Monona Terrace.
- With the internet, the market for conventions and conference centers was not what it once was, and it was unlikely to ever return to its glory years.
- Before approving negotiations to build a new hotel, he urged that an inventory be done of hotels, convention and conference centers that would compete with these facilities.
- He thanked the group for their time and service.

District 15 Alder David Ahrens made the following remarks.

- The resolution was not simply a license or permission to negotiate a contract or agreement with this developer. Some might say just pass the resolution and let the negotiations begin.
- However, this resolution provided some terms for this negotiation, which were rather broadly written and contained some assumptions that needed to be addressed.
- A key provision was #3 at the end of the resolution, which required the development to be affordable and make efficient use of resources.
- It also asked negotiators to carefully analyze the TIF investment, and focus on public benefits for Block 88. However, there was no cap or limit to the city investment that could be made.
- This contrasted with the next line in the instruction for Block 105, which contained a caution against significant investment beyond parking for this new development. In other words, there could be significant public investment in parking-related costs for the new development, and did not focus here on the Gov East structure.
- The key questions before the Commission were:
 - * Do you endorse significant public investment for private parking as well as the hotel and potential office and residential development? The November 2013 staff analysis gave some guidance to the problem. It estimated the Parking Utility's contributions to the development project as between \$12M and \$19M. On page 95, it read that the Utility was unlikely to be able to make these investments without help replacing its reserves.
 - * How will the Utility replace those reserves? through revised State legislation allowing TIF for parking utilities (which might or might not happen)? What we would have then would be public investment in this private structure but being routed through this utility. Alternately, a more straightforward approach would simply be big increases in rates, or postponement of planned reconstructions.
- The vote on this resolution did not only concern the financial viability of the Parking Utility. An affirmative vote would mean agreement that the City should invest in this unnecessary and risky development.
- The resolution added the caveat re: Block 105 (Gov East) that the investment should not be significant.
- In the face of a 17% vacancy rate for offices downtown, why should the City invest in additional office space? Would the City be engaged in financing new apartments just as we passed the cusp of the largest increase in apartment growth in the City's history?
- An affirmative vote would mean agreement that the only limitation on the City's negotiating position was that the City carefully analyze the TIF investment, and also focus on the public benefit of the investment. One would hope so.

- The ad hoc committee struggled with attempting to articulate the public benefits of this largest investment in the City's history. What were the public benefits?
- Since the hotel project succeeded the train station that was followed by the public market, there had been major changes in the hotel market. As mentioned by a previous speaker, we would have a 50% increase in hotel rooms in the next year and a half: We had the 115 Hilton Express opening on Monona Terrace, the Edgewater opening with 225 rooms, a 200-room hotel opened for the Hampton Inn, and the Pahl Tire site had been purchased for a 100-room hotel. Also, in November, the UW Fluno Center opened its 100-room hotel for the public. That was even before we got to this 300-room proposal.
- After adding this late-comer, the City-financed hotel, we will have nearly doubled the number of rooms downtown in two years.
- What was the public benefit of this high-risk investment of no social import? Will it be a few hundred part-time jobs with the lowest wages in the private sector? There would be a few hundred construction jobs, but the vast majority of those employees lived outside the city.
- With the exception of the Inn on the Park where the parking was free, other downtown hotels charged about \$10/day, a bargain by any means. Maybe this hotel would be required to charge the actual rate?
- Reviewing the resolution line by line raised more questions than answers. One reason was that there was little of substance in it. It could be characterized as a "wish list": It should have great design, public benefits, unlock potential value, no harm to existing hotels, etc.
- The problem was the wish list was written on blank check with no limit, that they wanted the Commission to sign. Ahrens urged the group to reject the resolution.

Golden had process questions.

- He was anxiously awaiting the much-anticipated parking analysis. The Utility had three facilities that had reached the end of their useful life, didn't have the money to rebuild them, and needed a strategy going forward. How could the TPC commit now to the Parking part of this proposal, without that context?
- Secondly, did the resolution address the fact that the Utility needed to replace 500+ spaces at Gov East (with the final number dependent on market demand and what the parking analysis would say)? The proposal seemed to go way beyond that.
- Without having read the many JDS documents, his sense was that the Commission's role here was to say if the Utility's interests were adequately addressed by the proposal; and not to take a position on Judge Doyle Square.
- He wondered what the Commission was supposed to be doing.

Poulson said the options for a motion were varied: To approve, to refer to a later meeting, to refer to Lead with/without recommendations and comments. He suggested someone walk them through the proposal. The group could then make a motion and have a discussion.

Woznick answered questions.

- The proposal included enough spaces for Gov East to address the Utility's needs. Staff had recommended all along that 520-600 spaces were needed. They anticipated small growth (15%) related to retail uses, for a total of 560-600 spaces.
- As for the cost of replacement with JDS vs. without, that would depend on negotiations, but the amounts were close to what staff had estimated for

probable costs, if things were done in the way envisioned by staff.

Kovich said she supported the resolution as drafted and planned to make a motion in support when appropriate. Before doing so, she described her experience on the Judge Doyle Square (JDS) committee.

- She had worked on the committee for over a year, and spent countless hours researching and listening.
- It was a difficult process. Two very qualified developers responded to the RFP and provided excellent responses.
- She thought that what they were being asked to do was to recommend that the City move forward to enter into negotiations with a developer, that they were not being asked to approve a development project.
- There would be ample opportunity to look at development projects and details as they came forward.
- She felt this was an exceptional opportunity for them to move forward with a development for the central business district.
- Not everybody agreed regarding a hotel, but she felt an additional room block was critical to the success and continued growth of Monona Terrace. Experts (HVS) talked to them about the latent demand, and info in the thousands of pages, supported what they had in front of them.
- The JDS Committee felt it was important to provide guidelines for the negotiation process, addressing what they felt were the critical issues. But they also felt it was important to leave flexibility, because they were just at the beginning phases of entering into a negotiation. They couldn't yet see what the end would be.
- She had supported JDS Development's proposal because of the creativity of the design, the flexibility, the parking plan and the equity injection and commitment they brought.
- Looking at the nine items in the final "resolved" section, item #3 said the development must be affordable and efficient, and the other two points supported that. And there were several points that addressed the parking concerns, about which the Committee had had much discussion. They wanted to make sure they were adequately supplying and replacing the parking that was needed, while making sure it was affordable for Madisonians.

Woznick responded to other questions.

- He thought they'd find that items in the Sustainability Report were important, critical elements in the resolution; i.e., to provide the Utility with the flexibility to replace Gov East as part of this development, while maintaining their capital improvement program to continue on and (re)develop and maintain their structures in the manner they'd like moving forward.
- He appreciated member concerns about not having seen the Study. But staff had seen it, and as an integral part of the JDS Staff Team, staff concerns were very much addressed in this resolution.
- In his emails with Alder Weier (attached), when he said he believed this project would not endanger the Utility's ability to maintain its facilities in the central business district, he was referring to their entire program, inc. State St Lake, all their lots, on-street parking, and structured facilities, which were of the greatest concern because of their average age.
- The JDS Committee and Staff Team were very appreciative of Kovich's service on the Committee, and of the input from Commissioners, inc. Poulson, Golden and the Alders, who had come to meetings. The Committee and Staff Team valued their input and insights about how the project would impact the Utility and their program of providing public parking to citizens and the way

they had been able to do it historically. He thanked everyone.

- Woznick then identified people who were present and available to answer questions: Dave Schmiedicke (Finance), George Austin (Project Manager), Jeff Edge (Consultant Engineer from JSD Professional Services), Fred Schwartz and Brian Smalkoski (Kimley-Horn), leads on the project design for parking and structural engineering, as part of the JDS Development Team.

Kovich/Schmidt made a motion to move the resolution forward as proposed. Kovich added that everything she said earlier was why she supported it. Not only had she studied it from her own personal point of view, but every time she spoke at the Committee, she thought carefully about how she felt and how she could represent the Transit and Parking Commission while she was there. Poulson said Commissioners appreciated that.

Golden said he would not offer a substitute, though he wanted to; and went on to describe his dilemma. There were three items in the final "Resolved" section of the resolution, #4, 5, and 6, that related to their mission and role and how they interacted with this project. He fully agreed with each of these items 100%, and he was confident in them. To Kovich he said that he really appreciated the amount of work she put in, and had a high level of confidence in her ability to sort through this and to represent them effectively. He thanked Woznick and said he trusted his judgment on these things, and was willing to close his eyes and say fine.

Noting that he had strongly supported the first Monona Terrace hotel, and respecting people's concerns and the debate about public financing for projects like this, Golden said his problem was that if they were to take a vote on the efficacy of the project, he really didn't have enough info to do that. What he preferred doing would be to create a substitute motion that said the TPC supported #4, 5, and 6 in the resolution, and believed that the Parking element of this proposal was sufficiently addressed; if all other things were fine with others, that they were fine with this part of it. He felt this would be a more meaningful statement and a better reflection of their mission. He wasn't implying lack of support or support for the proposal, because he didn't know enough to do that. If they didn't have a substitute, he'd have a hard time figuring out what to vote. If he ended up abstaining, he would want it known that he strongly supported #4, 5, and 6.

Weier said in her email correspondence with Woznick (attached), it was unclear how many spaces would be needed to serve the hotel and/or other land uses. She added that she really respected the work of the JDS Committee, but she remembered watching them struggle at their last meeting to come up with a public benefit, which was really sad. She also recalled from way back that two of the major reasons that Monona Terrace was rejected as a convention center was 1) Wisconsin weather, and 2) lack of airline connections. This spoke to the need for a hotel. The City and its residents had many needs, and another hotel downtown was not one of them.

Echoing comments about the quality and dedication of Kovich's work on this Committee and having observed the Committee over the past year, Bergamini thought they had been diligent and thoughtful in the process, which she appreciated. She knew they had kept concerns about the Parking Utility and their fiduciary responsibility in mind. She also appreciated the work of Woznick and Parking staff.

In general, Bergamini felt that the Parking Utility had always been exemplary in terms of its transparency in its operations, its excellent documentation, and thoughtful management and reporting to the TPC. She had absolutely no reason to doubt Woznick's judgment. But as a TPC member, one of her primary responsibilities was to consider the financial viability and sustainability of the Utility's long-range operations. To exercise that responsibility, she needed to read the report herself.

Bergamini said she could either vote against the motion as it stood, or she could make a substitute to postpone the decision to their next meeting. Bergamini, seconded by Bigelow, made a substitute motion to refer the resolution to the next meeting.

Schmidt appreciated Bergamini's comments about not having enough information. But they had started this ball rolling with their decision in this Body, that they were going to suggest to the Council and Mayor at the time, that they would want Gov East to include development of another project. Their goals were to maintain the parking supply, both during the construction process and after, and to allow for a little bit of growth. They were encouraging it be buried, because it seemed at the time, that this would be a better way to go financially. (Time had proven that this might not be correct.)

Schmidt didn't know what they would gain from waiting a month for the report. They knew they had to replace the garages on a certain timeline, this garage sooner than later, in fact they should have started it five years ago, and they waited because they wanted to get a project associated with it. They weren't making any decisions about money now, what the ultimate cost would be. They could make a recommendation about that in a motion, but that was still to be determined as to how much it would cost out of the Utility's coffers.

Schmidt said his recollection of the debate over the past five years was that they could go with the cheapest option for Gov East, and they would still have a problem when they hit garage 3 or 4. These things were very expensive, and would get more expensive as time went on. They might find that they'd have to give one up or end up with some development project that would let them rebuild and still maintain their fiduciary solvency. Schmidt said he didn't think they'd gain much by waiting, and was thinking about making Golden's motion.

Poulson commented that as Chair he didn't vote exc. in a tie; but he would probably vote no on the motion to refer. He thought Schmidt's points were well-made, and would echo them.

Bigelow said he wasn't around when previous discussions had gone on. But if Golden had made the motion, he would have seconded it. He didn't want to vote on the hotel or on the TIF; that was up to the Council as far as he was concerned. He felt his responsibility was the Parking Utility. He was confident enough in what Woznick had said and he knew it would be affirmed when they got the Sustainability Study that he would be correct in this. He was happy to support the Parking components, but he would rather not vote on a hotel or on the TIF, as a whole for the project.

A vote was taken on the motion to refer the item to the next meeting. By voice vote/other, members unanimously voted no. The motion failed.

A substitute motion was made by Golden, seconded by Ellingson, to Return to Lead, the Board of Estimates, with the following comments and recommendations.

- 1) The Commission praised the work of the Judge Doyle Square Committee.
- 2) The Commission appreciated Ann Kovich's representation of the Parking Utility on that Committee.
- 3) The Commission appreciated the quality of all the staff work that went into this.
- 4) The Commission fully endorsed Items 4, 5, and 6 in the "Resolved" clauses of the resolution, as successfully representing the needs of the Parking Utility and its downtown customers.
- 5) The Commission recommended that the Mayor be authorized to enter into negotiations on this element of the project.

As to why they would do this before having the report, Golden said that if he was comfortable going ahead with any facility before they knew the whole picture, this was the one. Gov East was their most popular facility, which he predicted would eventually be overused, that occupancies would return to 90% there, once the downtown vacancy rate went down. Woznick had done a good job in predicting a little more might be needed, and because a negotiation was going on, and because #4, 5 and 6 might make it a little more costly (because of screening), he was comfortable going ahead with this facility. He wouldn't be ready to act on garage 2, without a financial plan for the Utility. But whatever that plan would be, Gov East would be built at the very least as big as it was. It was desperately needed. It was old and they were running out of time. He didn't want to spend another \$2 million filling potholes in the garage. Golden felt that this was the way to go; it would take them out of the need of taking a position on the hotel for which they didn't have enough info to make an informed decision.

Initially, Golden did not include "this element of" in his wording of item 5) in the motion. Bergamini pointed out that (without these words) it sounded like the Commission was weighing in on the shape of the development and weighing in on the uses. Kovich said that they were just asking that they enter negotiations, that they just start the process; there was a long way to go. Lloyd agreed with Bergamini that it sounded like they were endorsing the project. Golden then added the words, "this element of" (as shown), which referred to the Parking element.

The motion passed by voice vote/other.

F.2. [32910](#)

Amending Section 11.06(7)(j) of the Madison General Ordinances to prohibit alcohol consumption while operating a pedal-cab or as a passenger of a pedal-cab.

Representing Capitol Pedaler, retired MPD Lieutenant and registrant Sherrie Strand, Topaz Court, DeForest 53532, spoke in opposition to the resolution, and answered questions.

- A new State law allowed up to 36 oz. of beer to be brought on quadricycles
- By describing how they operated, Capitol Pedaler hoped to be allowed to bring alcohol on their bike.
- Capitol Pedaler had been operating for three seasons. Many rides but not all had been pub crawls, where riders consumed alcohol.
- The company had run accident-free and complaint-free that entire time.

- The company had mature drivers: herself, a 50+ year old teacher, and the two owners, retired police officers Linda Besser and Sandy Theune.
- All the drivers had experience managing people and removing a rider if needed, due to inappropriate behavior.
- Each rider read and signed waivers, outlining behavior that was prohibited and could be cause for removal.
- The company had always worked cooperatively with City government, and had complied with all rules and regulations.
- They had developed good working relationships with the Greater Madison Convention & Visitors Bureau and Dane Buy Local.
- They had formed partnerships with local businesses, and had enhanced tourism and exposure to the State Street and Capitol Square businesses.
- The original concept of the quadricycle was developed in Europe, where bikes looked and were used like rolling bars.
- The Capitol Pedaler however had always tried not to emphasize the alcohol or drinking part, but rather emphasized the good time and social gathering.
- Another way that they didn't emphasize alcohol/drinking was thru their name, Capitol Pedaler (vs. Pedal Pub, Pedal Tavern, etc.)
- Milwaukee was the only other place in the state that had a pedal-cab company, which would allow alcohol. They had done so in the past before learning it was illegal in the state at that time.
- Their concern was that if they weren't allowed to serve alcohol on their bike, they would lose business to Milwaukee, thus losing tourism and related benefits.
- State law did not specify what sort of container the beer should be carried in. Capitol Pedaler would likely use cans for litter and safety reasons.
- They would be willing to have a policy in Madison of just 2 cans (vs. the 3 cans allowed by State law).
- Their cycles always had a driver and a "first mate", who monitored behavior and what was going on. They would regulate the number of cans consumed.
- They hadn't ever had to remove riders.
- They wouldn't object to saying that no driver shall consume alcohol on the pedal cab. Their policy now was that no employee, inc. the first mate, could do so.
- They didn't offer water currently, but very often, patrons brought coolers of soda and water.
- The vehicle traveled at a walking pace. Their 2-mile route was in the University area, State Street and around the Square, taking about two hours.

Weier made a motion to approve the resolution, prohibiting alcohol on pedal cabs. The motion failed for lack of a second.

District 4 Alder Mike Verveer appreciated the Commission's work and motion on the (previous) JDS resolution. Regarding this item, he suggested they refer the item. Though initially TPC was the only referral, two secondary referrals had been added on the Council floor: Alcohol License Review Committee, and the Downtown Coordinating Committee. TPC remained the Lead; but the two other bodies hadn't yet had a chance to put the item on their agendas and make recommendations.

Verveer had worked with Capitol Pedaler since their inception, and during their work with Traffic Engineering and the Attorney's Office. It was his intention to propose a substitute to the Mayor's approach, which would allow the new statute to operate but with specific further limitations beyond those codified in

the MGO. Some ideas already mentioned as well as those stemming from discussions with Strand's colleagues, would perhaps provide more comfort to policymakers, to allow this experiment to happen in downtown Madison.

When asked if his measure would allow the route to go beyond the downtown, Verveer said the current ordinances prescribed a strict route allowed by the City Traffic Engineer (i.e., the 2-mile route described earlier). But if there was interest, he might limit the prescribed routes even further. In terms of how routes would be added and approved, Verveer hadn't started looking into this, but he would consider continuing as they had for establishing current routes; but he might consider limiting the actual geographic area to certain downtown streets where beer could be consumed on board.

Weier said she had had a great ride on the Pedaler during the Ride the Drive on the North Side. It seemed like a family-oriented experience, esp. with kids aboard, and she didn't think alcohol would fit in with that, or that it would work everywhere. Golden said he would not support the proposal, unless non-alcoholic beverages were offered also.

A motion was made by Schmidt, seconded by Kovich, to Refer the item to a future meeting, until Verveer drafted his substitute and the other committees had acted on it. The motion passed by voice vote/other.

F.3. [32752](#)

Creating Section 11.06(3)(j), renumbering current Sections 11.06(3)(j) through (y) to Sections 11.06(3)(k) through (z), respectively, and amending Sections 11.06(4)(a) & (b), 11.06(5)(a), 11.06(6)(b)4., 11.06(7)(i)1., 11.06(7)(j), (8)(b), (10)(e), Sec. 12.792 and Sec. 1.08(3)(a) of the Madison General Ordinances to permit low-speed vehicles to be licensed and used as public passenger vehicles.

Representing Madtown Hopper LLC, registrant Amir Morning, Breckenridge Court, Fitchburg 53713, spoke in support of the resolution. (Please see the attached Madtown flyers.)

- Madtown Hopper would provide free, on-call transportation within the downtown, charging no fares, but accepting tips.
- They would use Gem e6, 6-person fully electric vehicles, which travelled at 25 mph, and were legal on any streets with posted speeds of 35 mph or less.
- The vehicles would be used for advertising, with 3-way signs on top and ads on the box in the back (as shown on page 2 of the attachment).
- They would try to provide service during all seasons, unless the weather were below 20 (~9 months), adding doors as needed.
- They were not planning to provide 24/7 service. They would operate mostly in the evening and after bar time, from 10 PM to 4 AM, Friday and Saturday, and possibly Thursday; with some daytime service for Kohl Center and Stadium events.

Bergamini asked why their drivers should be exempted from the sensitivity/disability training program required of regular cab drivers. Also representing Madtown Hopper, registrant Alex Rabb, Langdon Street, 53703, said language for the resolution was drawn from pedal cab and taxi cab ordinances to make a hybrid of the two. They were in favor of criminal background checks and insurance for the drivers of their vehicles.

Revenue was expected to come primarily from ads. But operating a

demand-response service, Bergamini wondered why they shouldn't be licensed like regular taxi cabs. Asst. City Attorney Adriana Peguero said that she drafted the resolution, working with TE's Keith Pollock. They felt Madtown Hopper was most similar to pedal cabs, because they had only a few vehicles and would not operate city-wide or 24/7. Since their vehicles were not accessible, they were exempted from disability training. Their service seemed more akin to what pedal cabs offered.

Morning said their map showed the area within which they would operate. Being on-call, they would pick people up from wherever they were and give them a ride to residences within the downtown area; staying in the downtown area. Peguero said as proposed, the service would not work on fixed routes, but it would be limited to a specific downtown area (not E. Washington, which TE thought could be unsafe), on streets of 35 mph or less and less busy areas.

Morning said they were hoping to cruise State Street to see if anyone needed a safe ride home. By using fully electric cars, they had no gas expense. They would provide free rides for everybody, which was preferable to waiting 45+ minutes for a cab and paying \$20. Rabb said the electric vehicles offered a fun experience, esp. during warmer weather.

Golden noted that the old Women's Transit started out doing one thing and ended up doing other things, morphing from a service that predominantly served UW students to one that predominantly served low-income women. He cautioned about the law of unintended consequences. With operating at night, Morning didn't think they'd have many riders out shopping. White liked the idea and found it interesting. She wondered what would happen if they became widely popular. Morning said they were planning to start out with two vehicles, and hoped to expand. Madison would likely need five vehicles.

Bergamini said she would vote no, not necessarily because she was opposed to it, but because she was concerned about the larger ramifications for transportation industry in Madison. She would request a future agenda item to discuss the issue of services like Uber and Lift, essentially cab services that said they weren't cab services. Lots of liability issues needed to be discussed. In terms of regulating the transportation industry in the city, their charge was to make sure the public had the transportation it needed. She wanted a better proposal to come back, because there were gaps. Cabs were required to operate 24 hours/day, because otherwise operations could cherry-pick, which wouldn't be fair to companies that obeyed regulations to operate 24 hours/day, losing money during slow periods and hoping to make it up during busy periods. What would be the impact of operations like this, giving away rides for free? She was also concerned about liability issues both for their drivers and passengers.

A motion was made by Bigelow, seconded by Golden, to **RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER**. The motion passed by the following vote:

Ayes: 7 -

Sue Ellingson; Chris Schmidt; Anita Weier; Wayne Bigelow; Ann E. Kovich; Kenneth Golden and Kate D. Lloyd

Noes: 1 -

Margaret Bergamini

Excused: 1 -
David E. Tolmie

Non Voting: 2 -
Gary L. Poulson and Amanda F. White

F.4. [32670](#)

Accepting the Interim Report: "Demographic Change and the City of Madison: Findings of the Common Council Legislative Agenda Work Group on Demographic Change and Recommendations for Action" and approving a plan for implementing recommendations therein.

Common Council Legislative Analyst Heather Allen presented a PowerPoint and Memorandum (attached) and discussed the "Interim Findings and Recommendations of the Demographic Change Work Group, 2014" (attached).

- **The Work Group hoped that the Commission could help answer the questions: "What are the implications of these recommendations for the way we live, work, play, and get around Madison?" and "How can they ensure the recommendations are well-targeted, and are complementary to other ongoing related work that is happening in the city?"**
- **They hoped to gather feedback on the Report to bring back to CCOC, to review any amendments from committees and then present the Report for adoption.**
- **In August 2012, the Council voted on a Legislative Agenda, hoping to start to tackle issues proactively that didn't normally come before the Council, inc. such broad-ranging issues as demographic change, shrinking revenues for the City, climate change, and eight others; topics that didn't ever go to a committee for a decision, but were big concepts they wrestled with and didn't proactively plan for.**
- **The Demographic Change Work Group was one of two work groups formed in February 2013.**
- **Work Group goals: Maximize the quality of life for all city residents by planning for demographic shifts, help attract and retain residents, and improve meeting the needs of our population successfully.**
- **Preliminary research showed that communities that were preparing for these changes were most likely to be successful communities in the future.**
- **A Lewis and Burd-Sharps article (in Business Insider) argued that finding ways to minimize income disparities and avoiding detrimental income and opportunity gaps could help protect and stabilize a community.**
- **They found that over the next two decades, the number of older adults would grow 3x as fast as the population as a whole; that the rising generation of majority/minority Americans would seek an inclusive, diverse civic life opting for social solidarity rather than divisiveness; and that the best cities to live in twenty years from now would be those which invested in and made room for everyone living in them, because the wealth of cities were its people.**
- **Four areas of inquiry: Connecting Youth, Improving Access, Attracting Young Families, Improving Quality of Life for Seniors.**
- **Regarding Youth: One in seven Americans today aged 16-24 were not in school and were not working; rates were higher for African-Americans and Latinos. The number of disconnected youth grew by 800K between 2007 and 2010. One of their priorities was to figure how they could target a solution towards this vulnerable population.**
- **Regarding Access: They had two ideas, to increase the economic stability for vulnerable families; and to tailor their own decision-making so that people who were not traditionally heard in public decision-making processes would be more engaged and have a stronger voice.**

- **Regarding Young Families:** This was a perennial concern, and a Council priority. They wanted young people to settle here and raise their families.
- **Regarding Seniors:** Projections were that 21% of Dane County's population would be over the age of 65 in 2035, a doubling of current numbers. Seniors were a growing cohort of taxpayers. It was important to keep them active, vital, contributing to society, and engaged, so they didn't become isolated.
- **Methodology:** Met with experts, discussed, conducted lots of research; met eight times and held planning meetings; evaluated tools and models from other cities; spent two months selecting policies and winnowing them down to the three recommendations shown, that were chosen based on the opportunity to move the lever a little by providing some support, and based on need, where they saw priorities.

Allen outlined what the Work Group learned.

- In 2000, 27% of MMSD students were economically disadvantaged; that number had doubled to 49% in 2012. Across the nation, one in five public schools was considered high poverty in 2011 vs. one in eight in 2000. Poverty was defined as students who qualified for free or reduced lunch.
- Academic Pediatric Assn. found the consequences of childhood poverty can lead to unproductive adult lives, and trap people in intergenerational poverty. Children in poverty had poor educational outcomes, poor academic achievement, lower rates of graduation, and were more likely to be poor as adults.
- A map of Dane County (Slide 14) showed the small areas where a family making 80% of the area median income, could live affordably in Madison; 80% of the area median income was ~\$45K/year. This showed how challenging it was to meet basic needs in Dane County for many families.
- With diversity on the rise in the city and county, we needed to remember that diversity had benefits and think about how we could utilize our diversity.
- The fastest growing industries in Madison were research-oriented and software publishing, with trends in low-income jobs in food service and personal care occupations, and limited growth in the middle. Families sustaining middle-income jobs were not growing fast enough, contributing to the economic and employment inequities in Madison.
- (Center on Wis. Strategy) Three groups were hit hardest by unemployment and underemployment: African-Americans, those with less than high school education, and those aged 16-24.
- (Robert Reich) Inequality made people angry, which could find a home in oppressed groups. People could become angry at government, become disenfranchised and become more unwilling to be full participants in their own communities.
- (Race Equity Report) In Dane County, the poverty rate for African-Americans was 54% vs. 8.7% for whites.
- Wis. standardized test scores showed 86% of African-American third-graders were not proficient in reading, which had tremendous implications for their future academic success.
- Barriers to opportunity were identified and mapped (Slide 20): Education level, # of children present (in the Block Group), access to vehicles, income level, employment, English proficiency, ratio of rent to income, % of single-parent households. The map identified areas where households exceeded average County levels on six or more of those measures. Significant were the pockets identified and how dramatically they were laid out, which indicated a geographical component. Zoning, transportation, housing affordability were issues; it was a complicated story.

- The 2009 Dane County Youth Assessment found that 31% of high school students who wanted a job, were unable to find one; a 6% increase since the 2005 assessment.
- Every year, 600K seniors stopped driving, and as their transportation options dwindled, they risked becoming isolated and foregoing basic needs.
- At the same time, some faced increased mobility challenges. There were interesting trends among senior advocacy groups like AARP and smart growth communities to develop policies for cities/counties about how to meet the needs of seniors who had limited movement options but had special needs.
- One recommendation (from report "Maturing America") was for cities to address housing to help seniors modify their existing homes or move to another residence that was more accessible, more affordable, and more appropriate in size to accommodate their changing needs. Additionally, cities could use land use plans, zoning ordinances and building codes to promote development of a range of housing options that met the needs of an aging population.
- Such developments should be close to transportation links or walkable distances from daily needs like medical services or shopping.
- Chattanooga was focused on seniors and was tailoring themselves to serve seniors. It had popped up in Forbes, Money, U.S. News and Retirement Lifestyles, as a success story of a Rustbelt city that focused on wheelchair accessibility, green spaces, recreation, and a transportation structure that really catered to seniors. Their city was doing better as a result of that investment.

The Work Group developed a list of tools and economic policies to address some of these concerns, which fell in three broad categories: Reduce expenses, increase access to work, help families grow assets.

For Recommendation #1 (re: senior housing), one challenge to affordable housing was that often it was affordable because it was isolated and that land was easier to develop. It could be complicated both geographically, logistically, and financially to develop a major housing project at a transportation hub or a walkable location. However, the Group felt that the City would touch on several major goals of the City if it were to implement such a project: To help seniors in Madison to live independently, maintaining and improving their health and well-being, and reducing isolation, and creating a more walkable, transit-oriented community overall.

Recommendation #2 (re: livability assessment) was built off some of the walkability and transit equity studies they reviewed; and recognized that some pockets of the city were doing quite differently than others. It deserved a closer look to see which neighborhoods needed which services. The recommendation tried to do a lot of things all at the same time. It also attempted to engage more participation from non-traditional decision-making participants. Community budget conversations were getting more buy-in as they reached new audiences, most recently through an online voting system.

But what if the Council and the Mayor put some money behind livability assessments in each district? Money that the citizens could choose how to spend in their district on their needs for a more livable community. New people would be brought to the table, if investments were to be made. With this, they were trying to increase public participation, gather data by working with people on the ground, and address equity.

For Recommendation #3 (re: reconnecting youth), the Group proposed three broad approaches: To support the existing Madison Employment plan, which focused on an internship portal and partnership with existing community providers of internships and job opportunities; to encourage more businesses to partner with us; and to double-down on all the intern programs within the City to make them more robust, to build a network of Madison interns, and provide access to opportunities, learning and resume-building.

The Work Group wanted to hear from committees whether the action steps in the Report were appropriate, who they should be talking to in the community, how they should refine those steps, and which partners were missing and should be added.

With regard to the memo addressed to the CCOC (attached), Allen said they were creating a process, being the first time this had been done. She said that if the TPC wanted to amend the Report, their recommendations would be added to the memo, along with those of other committees, to be brought back to the CCOC. The CCOC would then vote on which committee recommendations to include in the Report. The amended/final Report would then be presented to Council. The Work Group hoped each committee would tell them in a formal way what should be changed in the Report to make it successful and to meet each committee's goals.

Members made the following comments and recommendations.

- Bigelow: He was not surprised by where the geographical pockets (of barriers) were (shown on Slide 20). These were areas where Section 8 housing was located. Zoning had probably helped in the past to create some of these areas. Now that the zoning was there, they were not likely to get rid of it.
- Golden: With 21% of the future population being seniors, one of the assessments should be to find naturally occurring areas where seniors concentrate, such as the Hilldale area and others. Rather than steering people to areas, this would help identify where certain targeted services might have the most benefit.
- Golden: The TDP's 5-year plan contained an initiative related to bus stop spacing, intended to speed up service. But if changes were made in an area where seniors lived, they might create greater distance to the stops. They might like to inform that study to avoid doing this in areas with lots of seniors/disabled; in fact, we might want to increase the number of stops in such areas.
- Golden: Some years ago, the Paratransit program had service routes. Borrowed from Sweden, the concept was to run small buses on side streets, in areas where people with disabilities and seniors with mobility challenges lived, charging a lower fare. People would be able to get around their neighborhoods to doctor's appointments, etc. With Hilldale as an example, perhaps such service routes should be considered again. The program didn't work at that time, but perhaps it could be done differently now.
- Golden: The population cohort for people who provide home care was too small to take care of the number of seniors/disabled who required home care. This would probably result in an increase in the pay for care providers, to attract people into that type of work; which could create some job opportunities, albeit with a lower wage level now, that might turn into a higher wage level. That would be a double socio-utility model to explore for some of the young people who were having difficulty.

- Golden: Regarding the need for transit for people who worked 2nd and 3rd shifts, the YWCA Transit program should be part of their focus there, since they provided transit at times and to places that regular transit didn't.
- Golden: Though very supportive of transit-oriented housing for seniors, while on the Plan Commission, he saw project after project that put seniors on the edge of town outside of transit routes, which he voted against (unpopular as that was). Perhaps, the Plan Commission should be informed that seniors should be located where they had access to transit.
- Golden: Regarding the Zoning Code, in the old Code, he had established a permitted use in single-family neighborhoods for adult family homes and other forms of supportive housing that would be contrary to the family definitions in the single-family code, that essentially allowed people with disabilities to live together in numbers that would not otherwise be legal, but that would make the community accessible for seniors/disabled.
- Golden: If we wanted to make the community more mobile for youth, perhaps we should have youth fare reductions, or some form of subsidized fare support to youth.
- Golden: Regarding Recommendation #2, there were hundreds of better ways to organize the assessments than by alder district; such as census tract, neighborhoods, corridor, etc. Alder districts were put together to equalize population; some had three neighborhoods, some had thirteen, and it didn't really make sense to do it this way, even though the Alders would want this.
- Golden: They may not want to do the assessments in just one way, particularly if they were looking at areas with multiple jurisdictions. For example, they may want to include the Town of Madison in this, even though it wasn't part of the City yet.
- Weier: In doing assessments by alder district, they would certainly end up focusing on neighborhoods within the districts that might have problems or needs. Alders were certainly familiar with the areas too, which would be helpful.
- Ellingson: For Recommendation #1, she wished the Group had focused on transportation and not housing. Housing for seniors was not the important issue here: It was housing for people who didn't have enough money. If it was about being affordable, that should be the focus, not the senior part. She understood the point of the recommendation, but she didn't agree with it. She didn't think rich seniors would need senior housing; but even rich seniors would need transportation. If Recommendation #1 were really about seniors, then it should be about transportation and how we can address the many transportation needs that seniors were going to have.
- Ellingson: She didn't see the difference between livability assessments and neighborhood indicators. The Report should talk about that more, what we did already, how the assessments were different, and what we would do with them.
- Ellingson: Recommendation #3 was great, and we should go for it.
- Ellingson: The greatest threat to the city that wasn't pursued, was perhaps the most important one: to attract and keep young families. Esp. if we weren't to become a city of rich and poor, which so many cities were these days, that issue was real trouble for us.
- White: She appreciated Ellingson's comments about needing affordable housing in general, and transportation focused on seniors. However, she did find the rise in the senior population eye-opening, and thought perhaps seniors had needs that other age groups didn't have. When it came to housing, whether that was a senior housing project or whether it was an affordable housing project that had senior components to it, this group had special needs that we should consider.

- White: Early childhood education was a huge focus of all levels of government; and was a big gap she was seeing. For children of color and children of poverty (and for all children), early childhood education was a huge milestone for their development. They were finding that children in low-income areas had poor early childhood education, if any at all. She would like to see something in the Report that addressed that.
- White: The city was missing a component for keeping young people and families, downtown especially. Daycare downtown was next to impossible to get. People were getting on waiting lists before they were pregnant. Her 18-month old son was on a waiting list with 69 children. This wasn't solely a low-income issue: If we wanted to attract and keep young families, we needed quality daycare and early childhood education.
- Weier: The Work Group tried not to do what other groups were already doing. For example, the City already had an Early Childhood Education and Care Committee. And there were efforts between the City and the School District to help with out-of-school time. The Work Group didn't want to focus on things that were already being emphasized.
- Weier: There were a lot of poor seniors in the city. When going door to door, she found many seniors who were terrified of losing their houses.
- Kovich: Related to housing and transportation issues, was the idea of helping seniors to transform their homes so they could stay in their homes; because so often houses weren't built with that in mind. Many seniors wanted to stay in their homes and liked their neighbors, which brought them back to the transportation issues discussed earlier, that the sort of transportation they needed was available to get them where they needed to go, either in their neighborhood or in the city.
- Kovich: Along with internships for youth in the city, mentoring was a great way to help young people move forward. That didn't mean a person had to hire them, but that people within the city in different professions could volunteer their time directly. Though shown as an Action Step, it should be brought forward and included in their recommendation, because mentoring was such a positive way to accomplish their goals.
- Bigelow: He agreed with Ellingson that it was about income, whether or not a person was poor, and not so much about being a senior. He lived downtown in a building of 180 units; 80 of which had residents over the age of 60. Nearby was Capitol Lakes, a major development taking up a city block with three different levels of living within it, all senior. Also nearby was a four-story building of condos, almost all senior. The issue wasn't whether seniors had a place to go if they had the money; the issue was whether they had the money to afford a place that was designed so they could utilize it if they had medical problems.
- Bigelow: He was interested in knowing where the senior complexes in Madison were located. Those located in the middle of nowhere were there usually because zoning allowed large multi-family complexes in these areas. Half of those he knew about had private transportation to take residents where they needed to go, to shop or see a doctor. He wondered where the distribution was and where the Group's target was, because he hadn't heard anything about income and seniors in the analysis. We had a general sense of where the more well-off parts of the city were vs. others, but it would be interesting to see if that bore out for seniors as well.
- Bergamini: Regarding seniors and income and affordable housing, what we were seeing and what we could expect to see more intensely was a class split. For some people, adverse incidents or health problems would throw them from one group into the other.

- Bergamini: Already what we saw were developments like the one represented earlier in Public Appearances and others throughout the County, where senior complexes were located on the edge of the City. This was so, not only because zoning allowed it, but also because the land was cheaper because they were building in corn fields (essentially sprawl development). And only after the fact, did they come and say they wanted Paratransit. What the developers and the residents did not anticipate was the expense of providing Paratransit.
- Bergamini: Members of the Transit Commission fully understood that expense, which led her to the following question: When the Work Group suggested creating zones for senior housing, were they actually suggesting zoning changes?
- Bergamini: If they were making specific recommendations for affordable housing options, they had a project like this, Union Corners, which was languishing and going through several permutations. This would be a good location for aging populations. She was not familiar enough with the new Zoning Code to know if changes were needed in the Code to permit this.
- Bergamini: She would recommend being pro-active. Until the financial resources were available to build out the transit system, the building of multi-family, senior-oriented housing should not be permitted in areas that we could not serve with transit.
- Bergamini: On LRTPC, she had a policy of not voting for plans that involved building in areas where transit was needed, but where Metro didn't serve. She didn't think we should build neighborhoods without transit any more than we should build in neighborhoods without sewer and water. Especially when it comes to elderly houses. This had been a contentious issue on the west side along Old Sauk Road, and was an issue a lot of communities were facing.
- Golden: Though the City had roles to play, the County (with Child Protective Services and with aging and long-term care programs), had historically been the lead in the areas the Report covered, and some interaction with the County was appropriate.
- Golden: The Report needed to watch itself in terms of steering people to places. It was one thing to have a naturally occurring retirement community, or to have Catholic Social Services develop a complex for senior housing. But if we started to as a matter of policy to say that certain kind of people should live in a certain place, we might run into problems with the Fair Housing Amendments Act.
- Golden: With regard to private transportation that occurred around senior projects, and his idea about service routes, these might not have to be just public service routes. Perhaps the public routes could be in an area where the income was appropriate. But private services could also be coordinated; not only private services like those connected to where people lived (Oakwood, Capitol Lakes buses), but also food providers (Metcalf's) or medical providers could perhaps have shuttle service. So his idea regarding services routes could be qualified to include both public and private.

Allen responded to comments and questions as follows.

- Recommendation #1 was meant to target seniors who were low-income or on the lower income spectrum, and to recognize that seniors needed transportation as much as, if not more than others. It also pointed up that senior housing has been fairly isolated; and had been moved to places off the City tax rolls. These people became isolated and separated from their communities.
- So the idea was to build destinations that were walkable and exciting and

safe, and that would accommodate low-income seniors.

- This was an interim report, not the final report. The Group hadn't even reached all their areas of inquiry yet; there was so much content. Before they lost the items they had decided on, they wanted to present them, and get community feedback going forward.
- The Group was very interested in the issue of keeping young families in the city; and they had had a presentation about neighborhood indicators.
- She had left out the data about seniors and income, but the Group had taken a close look at this. There was the sense that seniors were pretty well off compared to other demographic groups. Numbers showed that poverty was slightly lower for seniors in Wisconsin than other age groups.
- However, poverty numbers were based on old measures that did not factor in the wild increases in health care costs and living expenses that seniors experienced. There were other measures for senior poverty; for example, having \$250K in expenses even if the person had several government programs including Medicare.
- She could provide a lot of data about costs of being a senior, but there were poor seniors, and they were a growing group.
- Re: Bergamini's question about zones for senior housing, the Group was suggesting working in concert with the relevant committees (esp. Housing Strategy and the Plan Commission), to ask experts to identify where there was a need, where there were appropriate locations, (just as they were identifying possibilities for single-occupancy housing); to identify where seniors were living and where they could live and have longer, more vital experiences in the community.
- The Group wasn't far enough along to know if they would need zoning changes. They needed to have the housing, transportation and aging experts in the City identify possible locations, and then determine whether zoning accommodated them.

Poulson and Kovich thanked Allen for all her work on this. If members had other comments, Poulson said they could pass them on to Allen. Golden/Ellingson made a motion to accept the Report, and to forward to the Lead all the comments made, as expressed in the Minutes.

Without objection, the Commission took a short recess.

Please note: A Roll Call is shown here to reflect that Kovich and White excused themselves at this point in the meeting.

- Present:** 8 -
Sue Ellingson; Chris Schmidt; Anita Weier; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini; Kenneth Golden and Kate D. Lloyd
- Excused:** 3 -
David E. Tolmie; Ann E. Kovich and Amanda F. White

F.5. [32635](#)

Adopting the *University Avenue Corridor Plan* and the goals, recommendations, and implementation steps contained therein as a supplement to the City's *Comprehensive Plan*.

A motion was made by Schmidt, seconded by Lloyd, to Refer to the March meeting of the TRANSIT AND PARKING COMMISSION. The motion passed by voice vote/other. John Schlaefer, representing the Regent Street Neighborhood Association, registered in support and was intending to speak. Ellingson apologized to Schlaefer and Jule Stroick of Planning, for keeping them waiting.

- F.6. [33022](#) Metro: Johnson/Gorham Bus Stop Consolidation proposal - TPC 03.12.14
- Kamp suggested that this item be referred to the March meeting. Metro Planning and Scheduling Manager Drew Beck pointed out the updated map handed out to members (See attached Pg 2 Map-Revised.) The intent of the proposed plan was to keep buses on time, by spacing bus stops in the corridor to every other block rather than every block. Also, stops would be placed on the far side of intersections, for easier stopping/merging. Kamp noted that Metro had gotten support for the idea at the annual neighborhood meeting, and had met with the neighborhood president and Alder to review the logic, and was pleased with the overall support. This idea was part of the approved TDP. A motion was made by Ellingson, seconded by Weier, to Refer to the March meeting of the TRANSIT AND PARKING COMMISSION. The motion passed by voice vote/other.**
- F.7. [32554](#) Authorizing the Transit General Manager to file an application for a Section 5339 Bus and Bus Facilities public transit capital grant with U.S. Department of Transportation and authorizing the Mayor and the City Clerk to execute the associated grant agreement with USDOT and the associated 13 (c) agreement with Teamsters Local No. 695.
- Poulson suggested that without objection, they take action on Items F.7. through F.11. together, since they were all grants that the Commission approved on an annual basis. A motion was made by Bigelow, seconded by Schmidt, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**
- F.8. [32579](#) 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 2014.
- A motion was made by Bigelow, seconded by Schmidt, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**
- F.9. [32580](#) 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 2014.
- A motion was made by Bigelow, seconded by Schmidt, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**
- F.10. [32581](#) 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 2014.
- A motion was made by Bigelow, seconded by Schmidt, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**

- F.11. [32615](#) Authorizing the Mayor and the City Clerk to enter into an agreement with Dane County to provide \$19,300 in assistance to Metro Transit for transit information services, promotion efforts and operations for calendar year 2014, and \$5,000 to the Madison Area Transportation Planning Board (a Metropolitan Planning Organization) to support the County Specialized Transportation coordination activities for the calendar year 2014.

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

G. INFORMATIONAL PRESENTATIONS

- G.1. [33023](#) Metro: Update on Wisconsin Carry, Inc. - TPC 02.12.14

Kamp said a motion to dismiss and to schedule a conference for late March had been filed (attached). Asst. City Attorney John Strange would make himself available for a detailed briefing in a closed session if they wished. Bergamini requested this.

**H. REPORTS OF OTHER COMMITTEES - for information only
(Most recent meeting minutes electronically 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.

I. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS

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

Poulson said that a second meeting might be scheduled in late March, if they could get quorum. He asked members to hang on to materials for items that had been referred.

- I.2. Commission member items for future agendas

Bergamini asked that they plan a discussion of the taxi cab ordinances and the rise of the new-style cabs such as Uber and Lift.

ADJOURNMENT

A motion was made by Ellingson, seconded by Schmidt, to Adjourn at 8:05 PM. The motion passed by voice vote/other.