



City of Madison

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

Friday, June 8, 2012

1:00 PM

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

1. CALL TO ORDER / ROLL CALL

Staff: Chuck Kamp, Ann Schroeder, Tim Sobota, Drew Beck

Guests: Mike Cechvala

The meeting was called to order at 1:00 PM.

Present: 8 -

Rick Rose; Steve Arnold; Bruce K. Sylvester; Mark M. Opitz; Darwin Ward;
Margaret Bergamini; Kenneth Golden and Mick Howen

Excused: 6 -

Susan M. Schmitz; Rindert Kiemel, Jr.; Ahnaray Bizjak; Bill Burns; Shawn
Stauske and Jacquelyn M. Dahlke

2. APPROVAL OF MINUTES

Arnold moved approval of the minutes; Golden seconded. The minutes were approved by voice vote/other.

3. PUBLIC COMMENT

There was no public comment.

4. DISCLOSURES AND RECUSALS

Arnold announced that he is representing the interests of the City of Fitchburg.

5. [26607](#)

Update on Contract Guidelines and Next Steps

The contract guidelines were approved at the Transit and Parking Commission (TPC) meeting. They have now been forwarded to the City Attorney's office. Carolyn Hogg will now update the boilerplate contract language and then work on differences between municipalities. It may take a little time due to other procurements, but we hope to have new partner contracts for 2013 implementation. Staff will keep you up to date.

6. [26589](#)

MA Waiver Customer Locations

Attachments: [MA Waiver Trips.pdf](#)

This came up as part of a question as a possible alternative funding source for paratransit trips. We have a fairly well established funding and expense distribution methodology for fixed route. Shorewood Hills asked whether their charge for paratransit reflects just one resident. It does, but there is more than one resident ride shown in Metro's data. Sobota said paratransit revenues are assigned based on residence location recorded in Trapeze. Every trip, whether to or from Shorewood Hills, is being attributed to Shorewood Hills based on residence. Forty percent of our paratransit riders use MA Waiver as a payment method.

Golden said in the example of a veteran who lives in Madison and goes to the VA Hospital in Shorewood Hills and back who pays for that trip. Trips are attributed based on origin. Golden said the contract with Shorewood Hills was prompted by a headline saying Metro wasn't serving the VA Hospital. He said he's not necessarily advocating a change, but Madison is still paying for some of these trips.

Fixed route mileage is used to cover any unallocated paratransit revenues. We share the revenues based on methodology and not by origin or destination if they are not attributed. Members asked staff to present a basic explanation of paratransit expense and revenue allocation at the next meeting.

Golden said because of the pass through funding, it doesn't matter where the customer is from. It is to everyone's interest to get the federal revenue for MA Waiver trips. Golden felt like it was fair to treat the rest as overhead.

Arnold said he's been working on the new service he would like to see in Fitchburg. He is very aware of the ¾ mile rule for paratransit service. How is this figured? It is by origin and destination by trip. Golden added that people from out of town are eligible if they are visiting and staying within ¾ mile of the fixed route (not commuter) area.

Sobota said the numbers seem to bear out that there are many people taking trips in Shorewood Hills (i.e. VA Hospital) and not just one Shorewood Hills resident taking trips.

7. [26590](#)

Meeting Location

The idea of providing a parking pass to those having trouble finding parking to attend these meeting was brought up at the last meeting. Staff checked into this, and parking passes are not available for daytime meetings. Golden said that an exception could be made if a resolution is passed. Several committee members gave ideas of where to park. We'll keep the current location. If it becomes an on-going problem, we'll revisit the issue.

8. [26591](#)

Statement of Interests Form

Arnold was concerned that he had to sign this form that says the member will act in the best interest of the City of Madison. He said he is acting in the best interest of his municipality, Fitchburg. Members not appointed by the City might not have to sign these forms. We are waiting for confirmation from the City Attorney's office.

9. [26593](#) Shorewood Hills and Monona Ridership

Attachments: [Shorewood Hills and Monona Ridership Data.pdf](#)
[SH commuting.pdf](#)

It is included in Shorewood Hills' long range to join Metro as a full partner. We reminded them that their use of Metro is the highest of any municipality after the City of Madison. We continue to work with Shorewood Hills on this. They are open to some sort of modification of the current contract. That is a placeholder for current funding, but we'd like to get it to someplace more equitable. Karl Franz has an open invitation as a visitor to this group.

Monona is not paying for any service. Our goal is to change that. We do operate some bus service in Monona historically. There are stops near South Towne and WPS. Shorewood Hills had a meeting with Metro about a month ago to talk about working towards being a full partner. Perhaps there could be a gradual move from partial to full partner over 3 – 5 years. With Monona we've been back and forth. They've asked for open door service on Broadway to some of the newer healthcare clinics. We've offered an incremental partnership. They haven't been open to that. We'll see where this goes.

Arnold had a meeting in May with Robin Schmidt, Monona's Mayor and a new alder who is on their transit commission. They said they feel they've been asked to pay \$240,000 to open doors on existing routes where they go through Monona. Arnold explained his understanding of the CSOS funding system. He presented the theory that someone who knows the system around the county along with someone who knows their needs should try to work out a proposal that provides them with some new service for a smaller amount of money. Then they could float that package. The key is they want to keep their lift service, but stop running their express. However, they want the replacement to be express service. So regular service to the East Transfer Point would not be satisfactory to them. He has started a project to look at stops in Monona and help develop a plan. Partners want to make a system that is the best for everyone, and the most equitable for everyone. Right now the biggest obstacles to that are Shorewood Hills and Monona. He feels the meeting was a good conversation and hopes to build on that.

10. [26608](#) Transit Development Plan and Bus Size Study Updates - Mike Cechvala, Transportation Planning Board (MPO)

Cechvala said the Transit Development Plan (TDP) is a 5-year transit planning study, the one currently being worked on is for the period 2013 - 2017. It is a framework for investment in the transit system. They hope to publish it by the end of this year. They have had two meetings so far. The first focused on data analysis such as boardings by intersection and boarding productivity by route by time of day. This compares routes to each other rather than just comparing a route to itself the previous month. They are moving toward getting a draft of the transit planning guidelines. This is performance based measures for planning the system. Some of the system issues to be addressed are fixed route service improvements, overcrowding, over productivity, under productivity, bus stop spacing – especially in the core area – and tying together some of the different transit related studies and projects. The TDP is an umbrella for the other plans. They will be meeting approximately monthly.

Bergamini asked an estimate of when bus size study is going to be done since we're going into procurement. Cechvala said the bus size study is currently working its way through the council/boards/committees. A draft request for proposals (RFP) is being organized for expected release in August. They hope to have a consultant on board in October and have the study finalized by the end of 2013. That study is looking both at smaller buses for some of the peripheral services and also looking at bigger buses for more crowded areas of the central system where there are often extra buses to accommodate loads. The Transportation Planning Board (MPO) is leading the study with support from Metro. A steering committee is being developed. The first meeting of that committee will probably be in July

Kamp said that in the final report of the Long-Range Metro Transit Planning Ad Hoc Committee from 2008, this bus size study was recommended. We appreciate the MPO for taking the lead since we have a bias against smaller buses. Funding is 80% state and 20% local (in-kind salary).

11. [26594](#)

Ridership

Attachments: [Route Productivity Mar12.pdf](#)

Total ridership was up in March ridership. Productivity was down slightly. If you take out the route 80s ridership is still up and productivity is slightly up. Ward asked if we could split the 81/82 on this chart. Beck said it is possible.

Bergamini said she doesn't recall seeing productivity this high without the campus routes. Arnold asked if splitting routes 44 and 48 is new. We started doing that at the beginning of the year. He said in part it is nice for some of the work he is doing. People have to be careful in looking at separated routes that are really interdependent. There needs to be more criteria for keeping a route than just productivity.

12. [08290](#)

Reports of Member Communities/Institutions

TPC (Golden) – He gave a report of the Capitol Area Regional Planning Commission (CARPC). There was no official action but a lot of communication. The attorney for the Dane County Towns Association passed a resolution calling for dissolution of CARPC. One consequence for transit is that there is a rumor the county has looked at grant that contains the bus rapid transit study and believes they would be an appropriate administrator of that grant. The Mayor supports the continuation of CARPC. The lobbyist for the Small Cities Association said there is some dissatisfaction with CARPC but support that there should be such a body. It is a difficult budget situation.

MMSD (Howen) – No report.

UW (Ward) – The TPC next week will vote on changes to campus routes. If passed, those will go into effect August 26th. Construction and detours are also impacting service. August 13th they start distributing passes for next year. They are in the middle of a study about future planning of service and also accessibility.

Arnold said in the past UW had talked about funding the transportation deficit by asking unlimited ride pass holders to pay a little for their passes. Ward said part of the solution this year was to increase parking charges and cutting some service. Paying something for for passes might come up again in the future.

UW (Bergamini) – There has been a reduction of funding from campus, and a freeze of funding from students. They will distribute bus passes August 27th. Ridership keeps growing. It is up about 7% for the academic year. Students have decided to discontinue one of the late night ridership services – the late night cab service.

Town of Madison (Rose) – No report.

Fitchburg (Arnold) – They are getting a lot more bus pads installed this year. He is working on his proposal for new Fitchburg bus service. He gave a presentation about it to the Madison Area Bus Advocates and the Optimists Club. They liked it. He is looking for other bodies to show it to. It's a 20 – 25 minute presentation. He is trying to get it to the council and into a referendum. This is for 10,000 more hours of service between the West Transfer Point and the South Transfer Point for a cost of \$500,000 a year.

Verona (Sylvester) – No report

Middleton (Opitz) – No word yet on their TIGER grant application. Here is an adjacent development to Transfer Point in Middleton that is causing a space problem for buses. This highlights the fact that the location is not a good location long term for the Middleton Transfer Point. They are hoping to tie in a new location with the TIGER grant project. There is a lot of growth to the north, and they need to respond to this growth where there isn't transit service in the next few years.

MPO (Cechvala) – The BRT study is moving along. They have a signed an agreement with a consultant and are feeding them data. They will be having their first meeting in September.

Golden said some of the big Highway projects will be discussed by the Department of Transportation at next few MPO meetings - Verona Road, Stoughton Road and the Beltline study (origin and destination study of the west beltline).

Route 11 and 25 changes also going to the TPC next week.

13. ADJOURNMENT

Rose moved to adjourn; Opitz seconded. The meeting was adjourned.