



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, July 10, 2013

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 5:02 PM. Members and staff introduced themselves to Kate Lloyd, new First Alternate.

Present: 9 -

Sue Ellingson; Chris Schmidt; Anita Weier; David E. Tolmie; Gary L. Poulson; Margaret Bergamini; Ann E. Kovich; Kenneth Golden and Kate D. Lloyd

Please note: There are two vacancies on the Commission, in the positions of Member and Second Alternate. Schmidt arrived at 5:16 PM, at the start of Item G.1.

B. APPROVAL OF MINUTES

A motion was made by Kovich, seconded by Tolmie, to Approve the Minutes of the June 12, 2013 meeting. The motion passed by voice vote/other.

C. PUBLIC APPEARANCES - None.

D. DISCLOSURES AND RECUSALS - None.

E. ORGANIZATIONAL MEETING

E.1. [30781](#) Election of Chair and Vice-Chair - TPC 07.10.13

Golden/Kovich nominated Gary Poulson for Chair. Hearing no other nominations, Golden/Weier made a motion to close nominations and cast a unanimous ballot for Poulson. The motion passed by voice vote/other.

Golden/Tolmie nominated Margaret Bergamini for Vice-Chair. Hearing no other nominations, Golden/Weier made a motion to close nominations and cast a unanimous ballot for Bergamini. The motion passed by voice vote/other.

E.2. [30782](#) Re-affirmation/changes to TPC Rules and Procedures - TPC 07.10.13

Bergamini/Kovich made a motion to reaffirm the current Rules and Procedures. The motion passed by voice vote/other.

- E.3. [30783](#) Appointments to other committees, if any - TPC 07.10.13

Poulson mentioned the current vacancies on ADATS, PCPWD and State Street Design; the work of State Street Design was likely to be completed by the end of the year. He invited members to contact him if they were interested in joining any of these committees. When asked, Poulson said that by ordinance, PCPWD reported to the TPC, and that was not likely to change any time soon.

F. TRANSIT AND PARKING MONTHLY REPORTS

- F.1. [30784](#) Parking: June 2013 Activity Report, and May Revenue/Expense and Occupancy Reports - TPC 07.10.13

Parking Operations Manager Tom Woznick answered questions.

- The Utility had over \$22 million in reserves.
- Multi-space meters: Recent developments were positive. Software upgrades would be received in about two months. Measures that were being taken would increase the reliability of the system, and would allow staff to test the system, to compare failure rates on AT&T vs. Verizon networks. Since implementing the meters in 2010, the system had utilized the AT&T network with 2G technology. Better technology was available. They would not only look at reliability, but also at how the customers would use the system. Staff would keep the group updated.

Tolmie/Ellingson made a motion to receive the reports. The motion passed by voice vote/other.

- F.2. [30795](#) Metro: YTD Fixed & Paratransit Performance Indicators, Financial, Performance Measures & Ridership-Revenue Reports - TPC 07.10.13

Metro Transit General Manager Chuck Kamp and members discussed the reports.

- Increase in Paratransit no-shows: Staff would look into it, but it seemed no-shows were being defined differently this year (i.e., a cancellation within an hour of an appointment was now included in no-shows). Staff worked on managing this area. It had been stable at 2% for many years.
- Fixed route revenue hours were down but revenue passengers were up. The main reason for this was the 10% cut in Campus service last fall. Those routes had been very productive. Though the underlying growth in ridership continued, the cut was more harmful than helpful. Though Metro would have preferred to avoid the service cut, it was driven by financial considerations at the UW. They had worked with the UW to make the change, but it probably wouldn't be described as being more efficient.

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

G. NEW BUSINESS ITEMS

- G.1. [30377](#) Adopting the Hoyt Park Area Joint Neighborhood Plan and the goals, recommendations, and implementation steps contained therein as a supplement to the City's Comprehensive Plan.

Neighborhood Planner Jule Stroik provided some background and highlighted some transportation items in the Plan.

- Typically, plans looked ahead 10-15 years, and contained issues identified as priorities by the residents of the neighborhood, as well as strategies and recommendations for dealing with them.
- This planning process was initiated by the neighborhoods themselves.
Boundaries of the Plan area: University Avenue, Franklin Avenue, Mineral Point Road, (just west of) Hilldale Mall.
- Several different neighborhood associations were involved, who applied and received a City grant to do the Plan. Vandewalle Consultants and City Planning staff formed a team to work on the Plan.
- Neighbors felt well served by transit on University Avenue, the Speedway corridor, and an internal route from Farley along Bluff to Midvale.
- However, neighbors highly desired that north/south bus service between University Avenue (Hilldale) and Sequoia Library be provided, as it once was. To get to/from Sequoia now, riders had to travel to the WTP.
- They recognized that ridership and cost might not make this service feasible right now, but wanted it considered sometime in the future.
- The Westmorland/Midvale Plan had previously recommended this as well.
- Because of accessibility issues (no pad and sidewalks), the Plan called for removing the bus stop on the north side of Schmitt Place on University Av. Other stops were discussed as well during the planning process, that should be improved with reconstruction of the roadways in the future. But the Plan was silent on the exact locations of those.
- The Plan asked that the City to develop strategies to reduce commuter parking around Lucia Crest Park, which had major employment and educational facilities nearby. The commuter parking made it difficult to do snowplowing, trash pick-up, etc. Perhaps parking could be prohibited one day/week, in order to deal with this. Per alder comments, they would follow up with Streets about this strategy.
- Perhaps a Park and Ride nearby, or Bus Rapid Transit would alleviate the pressure from this commuter parking on the streets.
- The northwest area of the neighborhood was a priority for the neighborhood.

Metro Transit Planner Tim Sobota spoke to the group about the issues identified in his memo to the Commission (attached).

- Page 5 could be edited to say that the area was served by bus service seven days/week.
- The Plan singled out the Schmitt Place bus stop for removal. Early in the planning process, Metro had identified other bus stops in the neighborhood that needed upgrading also (Speedway/Hillcrest, Blackhawk/Bluff). Metro preferred to have the ability to continue to look at all of these stops; to work with Engineering and Traffic Engineering to make them more accessible, and as part of a potential protocol for bus stop spacing.
- Re: north/south service along Midvale, people could use existing routes to travel between Hilldale/Sequoia by transferring at the WTP. The question became one of priorities: Did we dedicate service hours to an overlapping corridor, or did we put that service hour in a new neighborhood or on a route that was overcrowded? Metro wasn't so much suggesting that the idea be removed from the Plan, as they wanted to make people aware of the existing service.

Commissioners and staff had the following comments and questions.

- (Ellingson) In her experience with commuter parking in her district, the Streets Department had been open to creating No Parking zones for the purposes of street sweeping (in the summer) and snowplowing (in the winter).

- (Schmidt) The Street Sweeping Program could shut down parking for a day. Streets was amenable to that. This would probably be implemented on Bluff, separate from the Plan.
- Both alders supported Park and Rides to help with this issue.
- (Sobota) If Shorewood and Madison didn't see a way to install a sidewalk/curb ramp at Schmitt Place, and if it wasn't part of a transition plan to make it more ped accessible just to be able to cross the street, then it became a location for Metro to evaluate whether they wanted a stop, which encouraged a ped crossing to an area that wasn't accessible (vs. stops at Ridge and Shorewood which had good ped crossings).
- (Schmidt) For the purposes of the Plan recommendation, the TPC could say the Schmitt bus stop was one that needed improvement, and it was a low priority stop. Rather than dictate its removal, let the process deal with it.
- (Kovich) With all the other stops being reviewed, rather than being limited to one stop, Metro should continue to use their ongoing process for evaluating all the bus stops in the area for accessibility .
- (Kamp) Whether in the Plan or simply understood, Metro would continue to follow its process to identify improvements and logical changes that could be made, which wouldn't cause a problem with being inconsistent with the Plan.
- (Schmidt) The purpose of the Plan was to provide recommendations for future action and to work with the structure that they had; which was why he was focusing on changing the red mark (on page 62) to something else.
- (Golden) Part of the TDP for the next five years was an initiative to consolidate and remove stops, and changes should be done in that context.
- (Golden) The north/south route to Sequoia was not in the TDP, so apparently staff didn't feel it had that level of merit. Everyone was geared towards transit service from the center of town, out. He recalled that when working on a plan for Allied, Vandewalle had proposed a route on Midvale, from University Av all the way to Epic, inc. some of Nesbitt Road development that occurred. Apart from this particular idea and Plan, at some point Metro might want to give some attention to the idea of cross-town buses.
- (Golden-pages 18 & 19) He liked the Plan's recommendation re: bus stops and building access, essentially that stores be built on the street (rather than away from the street), to allow Metro customers to get to stores without walking a few hundred yards thru a parking lot. However the first bullet under "Traffic Impact" implied they didn't want any more traffic on single-family streets. Whereas with any re-development, there were modest traffic increases. It might be more realistic to include language that allowed for modest traffic increases if in-fill occurred, which would not impair the uses and enjoyment of people's property.
- (Golden-pages 22 & 23) Because the planning area included one of the best transit corridors in the City, tolerating some higher density here would be an appropriate transit recommendation. Using area F as an example, the minimum height might be higher than two stories. Advocating the benefits of higher density land use along the corridor was as much a TPC issue as it was a Plan Commission issue. Without being too specific, he would ask the Plan Commission to look at where in-fill could be made (possibly areas F and G), in terms of mixed housing and transit-oriented development. He thought the Plan could tolerate a little bit higher density along the corridor without despoiling the neighborhood.
- (Schmidt) The language on traffic impacts was comfort language, because this was being done anyway. Re: the lining on University Avenue, there had been debate at Steering Committee; the initial recommendation was for higher density, but this got dialed back a bit. If the TPC were to make a

recommendation, he would talk about maximums (rather than minimums), to make sure they weren't too low.

- (Bergamini) The neighborhood could say what it wanted in its own Plan. It was good that the Plan mapped and highlighted a number of stops. But she'd rather that the Plan did not micro-manage where staff did/did not put bus stops because staff was better acquainted with the various rules/regulations and technical requirements for those stops. So she had no problem with Metro staff's objection to the Plan's singling out of one stop. The Plan could (instead) say something about placement of sidewalks, since the neighborhood had so many places where sidewalks stopped/started.

- (Bergamini) She had trouble with Metro staff's remarks about north/south service. While bus connectivity existed, traveling by bus took 28 minutes, as did walking. By bike, it took seven minutes; by car, it took five minutes. This was not comparable service. Cab companies did lots of business along Midvale corridor because of the lack of a direct connection. Were the resources available, this would be a good place to do a straight run. If it also went out to Allied, it would open up an area to economic opportunities for people all along that route, with major retail on both ends. The City needed to develop its Title VI plan. By leaving this neighborhood recommendation as it was, the TPC would be saying that it heard the neighborhood's concern. It didn't mean that resources would be allocated to it, or that it would go to the top of the list. The TPC needed to hear this, and the Plan was the appropriate place to say it.

- (Schmidt) As the Alder for the area, this north/south service recommendation was also made in another neighborhood plan. It was a perennial request. Metro supported this idea as well (with the RTA having been the best shot for it). The recommendation should be left as it was.

Bergamini wondered about the process, and how the Commissions recommendations would be incorporated. Poulson said that each committee could recommend approval with comments/changes/amendments, which the Plan Commission (Lead) would talk out. Golden added that typically committees approved neighborhood plans because they belonged to the neighborhood. The plans eventually were integrated into the City's Comprehensive Plan. This Plan wasn't heavy on Metro or Parking elements. The TPC could make comments that staff would summarize for the Plan Commission, who would decide which to incorporate.

Schmidt/Golden made a motion to recommend approval of the Plan, with the following recommendations:

- Per Metro staff comments, make the editorial change on page 5, to say the area had regular bus service on weekends and holidays, as well as on weekdays.
- On the map on page 62, change the Schmitt Place bus stop to "orange" rather than "red", i.e., to improve it rather than remove it.
- Look at the allowable maximum density on University Avenue corridor as it relates to supporting transit.

The motion passed by voice vote/other.

G.2. [30785](#)

Metro: Summary of the 2012 Metro Transit System Audit, presented by Jodi Dobson, Baker Tilly - TPC 07.10.13

Metro Auditor Jodi Dobson presented the results of the 2012 Metro Audit, using the Auditor's Communication to the Commission, the Management Discussion and Analysis with Financials, and the Audit Presentation handed

out at the meeting. (Please see these documents attached.) Dobson, Kamp and Finance Manager Wayne Block also answered questions.

- The auditors gave the unmodified opinion that Metro's Financial Statements were a fair presentation of their financial results – the highest level of assurance.
- Pages 3-16 of the Management Discussion were the plain English version of the results.
- In terms of compliance with federal and state funding agreements, Metro was materially compliant. They found two instances of delays in filing reports; but Metro followed up with the agencies, and put into place processes to ensure deadlines would be met in the future. Neither delay had an impact.
- Certification of the National Transit Database (NTD) report for 2012 was nearly complete, with no issues. The NTD consultants asked very detailed questions, which had necessitated (six) revisions to the report. Some questions related to mileage and paratransit, which involved collecting data from the contractors. All the data given the NTD was reconciled with the Monthly Reports. Metro's 2011 numbers were posted at the ntd.gov website.
- (Bergamini) The Unlimited Ride Pass agreements were based on average ridership levels, so it was important that the figures be certified.
- Re: an Accts. Receivable issue caused by staff turnover, staff had put into place a procedure to address this. Ideally billings should be done monthly; but at the least, services provided in one month should be billed no later than the end of the following month.
- The auditors performed analytics of expenses to determine the validity of interagency charges. Most of the interagency charges were determined at a budgetary level. For most agencies, there was no billing process or justification process for charges; except for the Attorney's Office, which billed for hours spent on Metro items; and Streets, which billed for snow removal at bus stops. (Golden) Some of these charges were set up when State aids were a percentage of the budget. Now that it was fixed, perhaps this could be reviewed.
- Metro did not manage its own debt portfolio. They requested funding from general obligation debt from the City when they made capital asset purchases. Back in 2010-11, when interest rates declined dramatically, the bonds were called in early. The small cost of calling them in early vs. the savings in reduced interest made this very worthwhile. The bump in interest expense between 2011 and 2012 reflected the increase in debt Metro acquired.
- Page 5 of the Auditor's Communication, dealing with GASB No. 65 said that debt issuance costs previously amortized would now be expensed. From a cash flow perspective, this would have no impact, because these costs had to be paid all upfront. This was non-operating or "below-the-line" expense, so it was not really funded through grants (where the timing of spreading them out made a difference in how they were reimbursed). This was more of a reporting change, which shouldn't be significant. So much of Metro's capital was funded through grants that it minimized the debt.
- Ridership had a major impact on Metro's finances, and had been growing since 2000. Changes in Campus service caused a slight decrease in 2012, but other routes continued to increase.
- Revenue sources for Metro were consistent with other transit agencies. One slight difference was due to the size of Metro; it got a little less state and federal revenue than smaller agencies in the state, and so picked up more from local sources.
- Passenger fares and "other" (ads, etc.) were 26% of total revenue vs. 21% in 2008. The State subsidy was an operating grant from WisDOT. Revenues from

UW came in as passenger fares (unlimited ride pass) and as local subsidies (partnership agreement). City of Madison's subsidy was 17% for 2012 vs. 19% in 2008. Dane County and other local subsidies had been consistent at 13% over that period. State and federal subsidies had been 44% in 2012 vs. 47% in 2008. These decreases were being made up in passenger fares and other.

- For Expenses, spending was consistent over time. Notably, total expenses in 2012 was 1% lower than 2011. Over the five-year period, there was less than a 5% increase in total expenses, and management and the TPC should be commended for this fiscal responsibility.
- Employee compensation and benefits was 73% in 2012 vs. 71% in 2008. This was consistent with most transit agencies where this item was the largest piece of the operating budget. This item was all allocated to Transit, and included WC, FICA, retirement, health insurance.
- Fuels, tires, materials, etc. decreased a little over the period: 12% in 2012 vs. 13% in 2008. Improvements in the facilities had contributed to a reduction in utility costs.
- The auditors had no "red flags" to report.
- Along with providing the annual audit summary, Dobson noted that she was available as a resource throughout the year.

Re: Management's comment about many studies pointing to infrastructure investment needs with so little money available, Kamp said it was exciting to be in a community where this was happening even though it could be challenging. This was a good problem to have.

Having set a goal of \$2 million for the Contingency Reserve, Kamp noted the balance increased in a healthy way by \$586K, from \$198K in 2011 to \$784K in 2012. This was just the City of Madison's funding and did not include any of the partners' shares. Kamp talked about how the contingency fund was used and why it might fluctuate. Fuel was a huge variable, which was why \$770K had been taken out in 2010. Typically, staff alerted the Commission as soon as they could see a need to draw from the fund. Bergamini added that decisions made by partners or changes in state aid, which were beyond the control of Metro, the TPC or the City, could also require the use of the Contingency Reserve.

Poulson thanked Dobson for her presentation. Dobson thanked Kamp, Block and staff for their help with the audit. Kovich/Golden made a motion to receive the report. The motion passed by voice vote/other.

G.3. [30789](#)

Metro: Proposed change to VA Disabled Fare - TPC 07.10.13

Noting that Items G.3. and G.4. were related, Poulson invited Registrant Dan Connery of the Dane County Veterans Service Office, to speak.

- The Vets Ride with Pride (VRP) program had started on 2/22/13. It had been very successful: Through May, 5,412 rides had been provided.
- \$30K had been donated by an anonymous donor, to which the County added \$8,250.
- Currently, \$15K of the \$30K still had to be secured. To date, the program had funds of \$23,350.
- VRP offered rides to veterans who had been adjudicated by the VA to have a disability rating of 0% or more. Disabilities could involve a knee, back or mental health condition. The program had been opened up to vets in receipt of a non-service connected disability pension from the VA because this group

often were low-income.

- Their goal was to continue to help as many veterans as possible. In order to survive, the program would need to get additional donations from the City/County.
- VRP used the Commute Card at a cost of \$1.25/swipe. He supported changing that to \$1.00/swipe, as reflected in Leg. File 30344 (Item G.4.). The people in their program were either senior or disabled, and the \$1.00 rate would be in line with other senior/disabled fares.
- Having spent \$6,675 through May for 5,412 rides, if the rate had been \$1.00, the program would have saved \$1,350. Over a year, they would save \$7,650 which could provide an additional 7,650 rides.
- Along with changing the rate, he hoped people would consider crediting back the difference for rides that had already been paid, which would amount to \$1,353.
- Their work with Metro had gone smoothly. Metro staff had worked with VRP to look at ways to further stretch dollars.

Kamp said that if the resolution (in G.4.) were approved, Metro would provide the Commission with a revised fare tariff in August to reflect the change to the fare for the Commute Card for groups dealing exclusively with senior/disabled. As mentioned, staff was looking at ways to save help these customers save money. They had determined that some of these customers were using the passes regularly enough, that they would save money using the monthly Senior/Disabled pass. Staff would continue to look for avenues that might make more sense. In the meantime, this was being requested.

Kamp introduced John Strange of the City Attorney's Office. Two issues came up, connected to this proposed change. First, as Metro's General Manager, Kamp could not change the fare tariff himself; the Commission had to do this. Second, a public hearing was always required when a fare was going up. Since this change called for a fare reduction, it seemed the TPC had the option of not scheduling a hearing. He wanted to review both these questions with the Attorney's Office. Strange verified that Metro's interpretations of these issues were correct.

Strange added that the situation involved an agreement that was generated after a resolution had been passed at the Council that set the rate at \$1.25. It was a one-year agreement that renewed itself; and in the second year, the fare would be what the TPC sets it at. If the Commission chose to set the fare at a \$1.00, that would be applied to the agreement. If people wanted to credit back some portion of the fares already collected, the cleanest, most procedurally proper way would probably be to introduce a resolution at the Council, essentially to amend the original agreement, since we would be renegotiating the original contract. Then the agreement could be changed accordingly.

Poulson clarified that the TPC could hold a public hearing, but wouldn't have to if this was the consensus of the group, since this involved a fare reduction. Metro would have to bring back the tariff change of a \$1.00, to the August meeting. As far as a credit-back, Strange said a resolution such as he described would need to be introduced at the Council; the Commission couldn't do this. Kamp said he had discussed this idea of a credit with Ellingson, the sponsor of the current resolution, and they agreed on moving forward with the current resolution, but felt the retro should come from some place else. After some further discussion, Poulson said a resolution to amend

the original agreement and provide a credit-back could be done apart from the TPC, though members could weigh in. Kovich said she supported the idea.

When asked, Kamp said the original plan was for mainline bus service only. They had discussed paratransit and felt that if paratransit rides were provided, given the nature of the Vets Office, an agency fare would be paid. In the resolution, there was a reference to paratransit only because it was part of the Commute Card program. The focus of this item was on regular bus rides, and in this particular agreement, they were not dealing with paratransit. Connery added that they had agreed they would leave this open until later; they first wanted to get the fixed route rides up and running because this was where the lion's share of the need was.

Connery said that the program had issued 105 passes total so far. Dane County had 30,000 veterans, approx. 4,100 of whom had service-connected disabilities. Probably several hundred more were pension recipients. Not all these people were regular users of Metro. When they initiated the program, the number of people who would use the program was unknown. The people using the program thus far were very happy. Passes were issued out of their office, and the program had worked very well.

Poulson said the Commission would deal with Item G.3. in August.

[Please note: A Roll Call is shown here to reflect that Weier left the meeting at 6:40 PM, before votes were taken on Items G.4. and G.5.]

Present: 8 -

Sue Ellingson; Chris Schmidt; David E. Tolmie; Gary L. Poulson; Margaret Bergamini; Ann E. Kovich; Kenneth Golden and Kate D. Lloyd

Excused: 1 -

Anita Weier

G.4. [30344](#)

Authorizing the Metro Transit General Manager to enter into agreements with businesses and organizations with fewer than 1,000 participants, all of whom meet Metro Transit's eligibility criteria for senior or disabled fares, who are in the Metro Transit Service area interested in providing a pass program to their employees, students or other affiliated individuals to take fixed route and ADA paratransit rides on Metro Transit. The per ride rate for this specialized Commute Card pass will be equal to the per ride rate of Metro Transit's other fare media available to seniors and people with disabilities who meet the criteria and listed in the current Fare Tariff for fixed route and ADA Paratransit rides.

Schmidt wondered if staff needed direction about the credit-back idea (discussed in G.3.). Some members expressed support for the idea and some didn't. Kamp said the process would be to draft a resolution and find a sponsor, which would come back to the Commission. Schmidt didn't think there was a need to rush, because the pay-back would be retroactive anyway. There would be time for it to come to the TPC.

Connery apologized to staff and explained that announcements/events got ahead of them, and they had to jump in to get the program up and running quickly. When setting up the agreement, Connery wasn't aware that the Commute Card rate of \$1.25 was different than the \$1.00 fare for a Senior/Disabled person. If he had known, he would have brought it up at that time. It might have delayed the contract, but then they wouldn't be going through this retroactively. Though a contract was a contract, and despite his

error, he believed the fair thing to do was to offer the S/D rate to anyone, vets or not, who was disabled and was receiving the Card (per the resolution). Poulson noted that the TPC was informed of the agreement, but the actual resolution was not referred to the TPC, where someone might have caught this.

A motion was made by Ellingson, seconded by Kovich, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. [Please note: Weier left the meeting at this point.]

Bergamini was confused by the legislation, and wondered if the intention of it was to open up the Commute Card program to groups other than the Dane County Vets Services. Kamp responded that if other organizations with high percentages of senior/disabled, indicated they wanted a program similar to the Vets Support Office, for consistency's sake, Kamp felt that Metro needed to be able to also work with those groups through the Commute Card program offering a \$1.00 for senior/disabled, so they enjoyed the same benefit and it was not just offered to one organization.

Bergamini said this complicated things for her, and opened up many unknowns. She could think of several volunteer organizations that would qualify. She didn't know what the nature of the market was. Though this was aimed at fixed route service, she didn't know how this would impact things; some of the folks on fixed route would end up on paratransit, which was an expensive proposition. And for paratransit under other contracts, people were paying the full paratransit fare. That wasn't mentioned, and she was uncomfortable with how vague the resolution was, and what the potential market would be here.

A vote was taken. The motion passed by the following vote:

Ayes: 6 -

Sue Ellingson; Chris Schmidt; David E. Tolmie; Ann E. Kovich; Kenneth Golden and Kate D. Lloyd

Noes: 1 -

Margaret Bergamini

Excused: 1 -

Anita Weier

Non Voting: 1 -

Gary L. Poulson

G.5. [30758](#)

Authorizing the Mayor and the City Clerk to amend the 2011 Free Rides Sponsorship Agreement between the City and MillerCoors, LLC in order to accept a financial donation from MillerCoors and add an additional free ride event date of August 31, 2013 from 3:00 PM to end of service.

Kamp said that Metro was approached by the Mayor's Office. Miller, who sponsored New Year's Eve, was also looking at sponsoring a program in August. Metro Marketing and Customer Service Manager Mick Rusch had met with Miller recently. Miller had indicated that for the last two years, they were not getting as much bang for their buck with New Year's Eve program; ridership was going down not only in Madison, but elsewhere also.

So Miller was looking at other events to sponsor. They had talked about doing

summer events in the past, and this year, they decided to try to do Saturday, August 31st, when an 11 AM UW football game and Taste of Madison would occur. Miller proposed paying Metro a set amount of money to provide free service from 3 PM to the end of the regular day. There would be lot of people downtown, and they wanted to encourage everyone to ride the bus and they would pay for the rides.

Similar to how it was done for New Year's Eve, Kamp said they had calculated how many rides would be taken during that time, and what the passenger revenues would be for that, and that was what Miller was agreeing to sponsor. Rusch said Miller still planned to do New Year's Eve, though they would probably scale it back a little. Bergamini wished them luck figuring out what the number would be, since this would be the first Saturday that students were back in town, plus the game and TOM. Kamp mentioned Dean Brassers's joke that there was a reason why BOE was called the Board of "Estimates".

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

**H. 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
Bus Size Steering Committee

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 thanked members for their faith in his leadership for another year. He asked members to check over the TPC roster to see if everything was correct. He also noted that Amanda White was off the Commission. The City Attorney had the opinion that even a temporary removal from the City (with no end date) was cause to leave the Commission.

I.2. Commission member items for future agendas

Golden said he was working with Kamp and Poulson on a possible presentation about a program that was affected by a recent federal funding changes, which affected a YWCA program. Since it would be coming out of the transit pot, he thought it would be good to know something about the program, if it came to that. But it was too early to say.

Bergamini had recently read some info from the FTA about some compliance issues for all agencies around the country, related to having to set out some standards and practices for examining the impact of everything from bus stop location changes, to service and route changes, to assess whether there was a disparate impact on protected classes and low-income people. She hoped to get a report from Metro as to where they were at, in terms of compliance. There was some very specific things that the TPC was supposed to be doing outside of its normal process. They needed to revisit their practices for making route/schedule changes.

ADJOURNMENT

A motion was made by Lloyd, seconded by Ellingson, to Adjourn at 6:46 PM. The motion passed by voice vote/other.