



# City of Madison

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

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Tuesday, July 8, 2008

5:00 PM

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

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### A. CALL TO ORDER/ROLL CALL

The meeting was called to order at 5:05 PM.

Present: 8 -

Brian L. Solomon; Robbie Webber; Carl D. Durocher; Amanda F. White;  
Gary Poulson; Duane F. Hinz; Sharon L. McCabe and Kenneth M. Streit

Excused: 2 -

Jed Sanborn and Kevin L. Hoag

PLEASE NOTE: Solomon arrived at 5:33 PM, during discussion of Item E.1.

### B. APPROVAL OF MINUTES

A motion was made by Streit, seconded by McCabe, to Approve the Minutes of the June 10, 2008 meeting. The motion passed by voice vote/other.

### C. PUBLIC APPEARANCES

Doug May of City Channel appeared to inform the Commission about the changes to the location of City Channel on Charter Cable. [Please note: Electronic or hard copy of a memo from Brad Clark to the Commission about this issue is available by contacting Anne Benishek-Clark, Recording Secretary, 267-8751.]

Instead of being located on Charter Channel 12, starting in August, City Channel would be located on Channel 994 in the digital tier of Charter service. As a result, subscribers would need either a Charter digital converter box or a (digital-ready) TV with a QAM tuner. May said that info about the number of subscribers affected by this change was no longer public knowledge; but Charter claimed that it had at least 50% penetration in the digital tier. Judging by the number of calls City Channel had received, he thought a lot of people would be negatively affected by this change and would have to get a digital converter (free for first 6 months, but \$5/month after that). He noted that any company that applies for a state franchise would have to carry the government channels, but that satellite companies had no such requirement (because they don't use City rights of way.) May said that people would continue discussing what rights and recourse the City might have legally. Because this was a City-wide issue, Durocher didn't see a need for the Commission to put the item on a future agenda.

**D. TRANSIT AND PARKING REPORTS**

- D.1. [11148](#) Parking: May 2008 Revenue and June Activity Report - TPC 07.08.08

**A motion was made by Poulson, seconded by Hinz, to receive the report. The motion passed by voice vote/other.**

- D.2. [11159](#) Metro YTD Performance Indicator Reports - TPC 07.08.08

**A motion was made by Hinz, seconded by White, to receive the report. The motion passed by voice vote/other.**

- D.3. [11155](#) Metro Paratransit Program - Progress Report - TPC 07.08.08

**Crystal Martin, Metro Paratransit Program Manager, presented the annual Metro Transit Program Progress Report. She said that 2007 was a stable year, with paratransit ridership up 3.4%. She further noted:**

- There was no change in carriers.
- There was a small increase (from 2006) in complaints, which were seasonal – higher in the winter, when the system was stressed.
- The Triennial Review had gone well.
- Improvements to the software system were continuing – related to creating regular schedules for standing rides, and to capturing trips as they come in and working them into standing schedules.

**Martin answered member questions regarding cancellations, no-shows and on-time performance. Regarding the steady growth of cancellations over recent years, she said Metro encouraged people to schedule standing rides. When these standing rides changed in any way, they were marked as a “cancellation” rather than just a change. This policy drove the cancellation numbers, esp. as people became more mobile within the system. With total cancellation rates around 16-19%, 8% were on the same day of service. The schedule was tightened the night before service; and same-day cancellations, esp. for appointments early in the day, presented the biggest challenge in terms of scheduling. Metro could charge for cancellations made within 30 minutes of an appointment, but didn’t. The YTD number of cancellations for 2008 was up, due to the February snows. With the standard for no-shows for a “good” system at 3%, Metro’s rate for no-shows hovered around 2.3%. The (local) definition of “on-time” meant arriving for a pick-up within 20 minutes after a scheduled time; and arriving early was viewed simply as early. Durocher added that it put undue pressure on riders to terminate an activity when rides arrived early; and that bad weather contributed to cancellations (i.e., December 2007).**

**Kamp thanked Martin for her report, which contained helpful data for consumers and to the Commission. He also mentioned that Metro would be facing a big challenge in 2010-11 because Dane County would be passing through less MA (federal) waiver funding (up to \$2 million less), due to the new Family Care Model being implemented throughout the state. Because this represented a big, long-range issue, one of Metro’s goals was to serve riders and keep paratransit trends steady.**

**E. UNFINISHED BUSINESS ITEMS**

**E.1. [11150](#)**

Parking: Joint Parking Utility & University Position Statement on removal of public on-street parking due to UW projects - TPC 07.08.08

Gordon Graham, of UW-Madison Transportation Services, spoke to the group about the meeting between the UW (Alan Fish, Gordon Graham, Lance Lunsway, Rob Kennedy) and the Parking Utility (David Dryer, Bill Knobloch, Bill Putnam), in which an agreement had been hammered out, as reflected in the "Joint Parking Utility and University Position Statement" handed out to members.

Graham said that the two main issues addressed by the agreement were parking capacity and Parking Utility revenue. Public parking capacity would be increased at the new Gordon Commons and Union South structures, starting in January/February 2009. There was also potential to add more public parking at the new Southeast Ramp at Frances-Dayton. The UW will ensure there would be adequate parking capacity and adequate loading and drop-off locations. Regarding revenue, the UW's intention was to increase City revenue by driving business into its Campus ramp. The UW would increase their Campus meter rates from \$1.00 to \$1.25/hour, the same rate as that of the City's Campus ramp; and would move Pyle Center parking from the Helen C. White and Memorial Union locations to the City's ramp. The UW also encouraged the City to change some of their maximum parking meter time limits to improve utilization by students. The principles that the UW hoped to follow: to replace and administer City parking meters with nearby parking on University property; and to help increase City ramp utilization, and thereby increase revenue without adding cost.

Graham noted that meters on Murray Street (East Campus Mall) would soon be removed, along with those already removed on Orchard Street meters for the new Wisconsin Institute of Discovery. In January 2009, Johnson Street meters would be removed for start of construction of the new Union South. With 14 meters on Orchard and six meters on Johnson being removed, Webber wondered when this capacity would be replaced. Graham said it would be 18 months (during construction). Graham thought the parking meters at the new Union South would be 3-hour meters, but that the UW would take suggestions from the Parking Utility as to these time limits. Webber wondered where the new drop-off area would be located on Dayton, esp. with regard to existing bike lanes. Graham said the UW was working with City Planning to determine where that staging area might be, but it was not yet defined. Webber hoped there would be some sort of pullout, so as not to block traffic on the street.

Webber went on to express concerns about assumptions being made as to where adequate substitute parking would be relocated, to replace the meters on Orchard and Johnson Streets. For example, the City's meters had been serving people who needed to go to the north side of University Avenue; and relocated parking at Union South would be considerably less convenient in terms of time and effort, with people crossing two busy streets – Johnson and University. Also, businesses had often said that on-street parking was very important because people could spot it easily. She was concerned that the UW was taking away visible parking and replacing it with "invisible" parking.

Webber was also concerned that people who had used the Murray Street

meters would not necessarily go to the City's Campus ramp instead, and wondered where the lost revenue from these meters would come from. Graham said that the strategies that had been developed were aimed at the entire Campus area rather than at each group of meters. While easier on the east Campus, Webber thought it hard to find public parking from the central Campus all the way to the west Campus. Graham hoped this issue would be addressed by the UW commitment to provide better signage for public parking.

Graham responded to questions. Regarding the list of possible alternate meter locations (on page 4 of the Statement), "no objection" meant that the UW had no immediate objection to a specific proposal, but would like to study it more. There would be no parking at WID. The 47 meters at Grainger would go up to \$1.25/hour. The (\$5) half-day and (\$8) day fees at Fluno were designed to encourage people who wanted to park for less time, to use the City's Campus ramp; and there was some talk of raising parking fees there as well.

Bill Knobloch commented that the strategies outlined in the Joint Statement did respond to Parking's suggestion that any group requesting meter removal should replace that parking on a nearby parcel, albeit, in this case, with an 18-month lag. The strategies also reflected an attempt to comply with Parking's recommendation (in its May 2nd Staff Report to the TPC) that lost revenue could be replaced with increased meters, increased occupancy, or increased rates to parkers.

Knobloch noted the UW pledge to provide new parking at Gordon Commons, Union South, and adding levels at a TAJ ramp; and its pledge to replace loading zones on Orchard Street with new loading areas, as well as to provide drop-off points for taxis and people with disabilities. The UW had also pledged to increase meter rates to \$1.25, an item that would require further discussion and equalization when Parking raised its rates next June. Knobloch appreciated the UW's pledge to cooperate on broader transportation goals and had already seen this in the past year working with Graham and Fish. He also noted the UW's pledge to work with the City to place more meters on streets that didn't have them, citing the example of the space on Langdon Street where an intercity bus stop is now located but could possibly be moved to a less congested, safer location.

Knobloch felt that most of the City's provisions had been met, but couldn't predict if the loss of revenue would be made up. He said he would like to report back in a year about how the proposed strategies worked out in terms of such things as revenue, the placement of new City meters and occupancy rates at the Campus ramp. He was anxious to see the Murray Street meters removed soon for safety reasons, and observed that the Orchard Street meters had already been removed. With demand still high at the Johnson Street meters, he hoped they could stay in place as long as possible. Finally, he agreed that some Campus meters needed to be increased to 3-hour meters.

Durocher noted that Alan Fish, UW Associate Vice-Chancellor of Facilities Planning and Management, had joined the table.

Webber reiterated her concerns about providing visible short-term parking, esp. in the area north of University Avenue, with something on Charter or Orchard being useful. She mentioned comments she'd heard from businesses

regarding the need for visible, on-street parking, and remarked that people saw ramps as longer-term, requiring more effort to drive in/out and walk to/from their destinations, esp. when trying to do a quick errand. Knobloch agreed that convenient street parking was always the first choice of customers. He added that Parking staff had pretty quickly identified the ten potential spots for new meters, some of which Traffic Engineering would have to analyze for safety and efficacy. He felt that Mills (near Johnson) might be appropriate, esp. in view of the way construction vehicles were now using space there.

In response to a question from Streit, Fish said that the UW planned parking accommodations completely in advance for conferences and organized events, and pre-assigned parking for attendees. While these situations were being managed fairly well, he saw a need to better address the issue of short-term, impulse parkers, by adding meter capacity wherever possible and by providing better signage to identify where meters were located. He mentioned that the bottom floor of the TAJ garage (Lot 46) was all metered parking, and that the new Gordon Commons would have 200 meters, directly accessible to the street.

Fish concluded by saying that the UW and the Parking Utility needed to keep coordinating their plans long term; both were in the same business, dealing with permanent parking issues and short-term visitor parking issues, and running their business without taxpayer support. He noted how the discrepancy in short-term rates between UW and City parking had contributed to reduced occupancy at the City's Campus ramp. He felt the plan contained in the Joint Statement addressed service and the City's revenue issues, and agreed with Knobloch that the City should audit the plan.

In response to questions, Knobloch said that he expected most relocations of City parking on Campus would be completed by the summer of 2009. He felt that the TE and Parking could help the UW with some problems they had encountered when trying to place parking signage. In recognition of the importance of street parking (esp. to businesses), Knobloch restated his recommendation that the TPC adopt a policy to require any entity to come before the TPC when such entity proposed to remove three or more City meters. He suggested a motion to say:

- The Murray Street meters would be removed as soon as possible;
- The Johnson Street meters would be removed when construction activity required it;
- When any entity wanted to remove three or more meters, such a request would come before the TPC; and
- Parking would report to the TPC in a year about how the strategies contained in the plan had worked and which goals had been accomplished (i.e. was occupancy increased, were meters increased, were revenue goals met?).

Poulson suggested an addition to the motion that the UW share with Parking what they were seeing as far as parking was concerned over the year period, and that both parties cooperate on broader transportation goals and coordinate their plans.

A motion was made by Streit, seconded by Webber, to Accept the Joint Position Statement, with the amendment (to add Knobloch's suggestion) to do

a one-year audit, and to propose that the UW and Parking explore other ways to cooperate. He went on to make a second motion, to exclude from the first motion Knobloch's proposal to create a policy about the removal of three or more meters, which would apply to all entities (rather than to the UW alone).

When clarifying with the Recording Secretary, Streit agreed that the motion included Knobloch's and Poulson's suggestions, but excluded the proposal regarding a policy for removal of three meters or more.

Poulson complimented Parking and the UW for their efforts in working things out, which would not only benefit the immediate situation, but which would promote a sense of cooperation between the UW and Parking. As a member of the Parking Strategic Plan Committee (PSP), it was clear that both groups were in the same business and needed to work together.

Hinz said he wanted to reword part of what he heard the Secretary say about the City cooperating with the UW, to say instead that the UW and Parking Utility would work cooperatively to provide public parking.

In response to a question from Hinz, Knobloch said he planned to use the Joint Statement as the basis for his status report in one year whether or not the Commission approved the Statement. Graham said everyone hoped that the Joint Statement would be a guideline for resolving issues in the future; that groups would look at issues from a strategic point of view rather than responding to a crisis. He referred to page 5 of the Statement, in which the PSP modeled how to use a parking strategic plan to resolve issues such as parking on Murray Street.

Responding to White, Streit said his motion included accepting the Joint Position Statement, to use as a policy guideline; and approved the specific actions previously suggested and cited.

Solomon commended the two groups for their hard work, and wondered if the motion needed to say more about replacement revenue items vis à vis the meters being removed. Graham replied that the intention by design – to move revenue from on-street meters into ramps, and to change maximum hourly times on remaining City meters to increase their revenue – were offsets, meant to resolve revenue issues at least hypothetically. Knobloch said that the ten locations (identified in the Statement) proposed for new City meters would be part of the mix of strategies for replacing lost revenue. When asked, Knobloch stated that he couldn't say that adopting the Statement and the strategies contained therein would be "sufficient" to replace all lost revenue. He preferred to say that it was "possible," and that the one-year report would serve to show how the strategies had worked.

Durocher confirmed with representatives from the UW that they were satisfied with the motion as presented. The motion passed by voice vote/other.

Durocher commented that this had been a noteworthy effort in the history of the relationship between the Parking Utility and the University. He was happy to be moving forward with this and that everyone was recognizing their common goals with regard to parking.

When asked, Streit said that he preferred not to immediately take action on his second motion re: establishing a policy that required proposals from any entity to remove three or more meters be brought before the Commission. Instead he suggested that Parking staff draft a separate recommendation about this for a future agenda, which would allow other interested parties to appear and speak on the item.

- E.2. [11153](#) TPC Resolution No. 19-15, memorializing 5/13/08 approval of Special Event Fare increase - TPC 07.08.08

A motion was made by Hinz, seconded by Poulson, to approve the TPC resolution memorializing the 5/13/08 action of the Commission, which increased Metro's Special Event Fare from \$4 to \$5. The motion passed by voice vote/other. Kamp noted that the bus service provided at Rhythm and Booms by Kobussen Buses had gone well.

F. NEW BUSINESS ITEMS

- F.1. [10892](#) Authorizing the Mayor and the City Clerk to execute a lease for Metro Transit administrative office space at 1245 E. Washington Avenue.

Kamp reported that an internal committee led by Ann Gullickson and assisted by Joe Stepnik of the Real Estate Office had been reviewing Metro's office space needs for the Operations and Maintenance units (consisting of 28 staff), who had been trying to function in overcrowded quarters (at Metro's main facility at 1101 E. Washington and at the Johnson Building located at 1049 E. Washington). Funding to lease larger quarters had been included in the 2008 budget.

Staff was recommending the lease of space at 1245 E. Washington, which would improve operations functionally by housing all administrative functions in one place, and which would improve accessibility for customers, visitors and employees. The rental was competitive with other options in the area. In response to questions, Kamp said the current lease at the Johnson Building ran out in October, and the 2009 cost for the new space would be \$150K.

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

- F.2. [11095](#) Authorizing the Mayor and City Clerk to enter into an agreement with Madison Area Technical College (MATC) for provision of free access by MATC students to Metro Transit fixed route and ADA paratransit services, with reimbursement for student trips during the contract period.

Registrant Sarah Hart McGinnis, 622 Frederick Lane, 53711, representing MATC Students appeared before the group to support the revisions in the contract as proposed. They had made a change in the way they offered the passes. Previously the summer/spring pass was combined, which allowed students not attending during the summer to continue to use the pass during the summer and increased ridership numbers. But now they were offering a separate summer pass only for students attending MATC during the summer. She noted that the Students pay the money; MATC doesn't levy dollars but merely acts as the fiscal agent to facilitate the process.

Kamp added that Metro had enjoyed a constructive relationship with MATC, looked forward to moving ahead with the 2-year agreement for 2008-2009, and recommended approval. When asked, Kamp said that the rates in the agreement were the same as those for the UW. He also clarified that the lowest that maximums could eventually go in any of the agreements would be 8% (not 0% as mentioned at the last meeting.) The maximum in the MATC agreement was higher than 8%, but because of some of the changes going on, both parties were comfortable with the new maximum.

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

F.3. [11154](#)

31-Day Disabled/Senior Pass: Staff and ADATS recommendation to make the pilot into a permanent program - TPC 07.08.08

Crystal Martin of Metro reported that there had been discussions at the ADA Transit Subcommittee regarding a fixed route bus pass for seniors and for people with disabilities. Metro currently offered a half-price 75¢ bus fare for seniors and for people with disabilities, and Metro was asked to pilot a 31-day bus pass that would also be offered at half fare, to encourage seniors and people with disabilities to maximize their use of fixed routes. The pass was made available at some outlets where higher numbers of Senior Quick-Tix and reduced fare media were sold. Metro had set a benchmark of selling 500, but in fact, over 2,000 were sold. Having more than reached their goal, Metro was bringing the proposal before the TPC to make the pass permanent before the pilot year ended, in order to consider the pass in the next round of bulk purchasing of ticket stock.

Ann Gullickson of Metro remarked that staff initially wondered if there was enough of a market to warrant creating the fare medium. The benchmark of 500 was based on how many people were buying the 10-ride tickets, which would be Metro's more regular riders. If at least 25% of them would shift to purchase the new pass, that would be considered significant and would make it worthwhile to create a new fare medium, print/stock it, and deal with it at ticket outlets. With the sale of over 2,000, clearly there was a market. And though a relatively small niche compared to some other ridership markets, Metro thought it could offer the pass as a convenience to folks who had that fare category available to them and who were regular riders. Martin added that Metro had monitored the sales to see if there were agency or bulk purchases, and found these to be individual sales. Gullickson also noted that there had been no inappropriate shifting either. People had to be 65 to be considered a senior. The highest cash sales were at the outlet located at Metro's Administrative Offices.

A motion was made by Webber, seconded by Hinz, to make the 31-day Senior/Disabled Pass a permanent part of Metro's Fare Tariff.. The motion passed by voice vote/other.

F.4. [11168](#)

Metro: Update on Swiss Colony Park & Ride Lot - TPC 07.08.08

Kamp said that this was not an action item, but merely an update. Some time ago, efforts were begun to lease space at the ETP from Swiss Colony for a Park & Ride lot. These efforts had continued through one construction season after



another, during which time costs had gone up and delays had occurred. Kamp felt it was time to inform the Commission of his position on the situation.

Kamp recounted that prior to this construction season, in March, a letter of intent was sent from the City Attorney's Office to the parent company of Swiss Colony in New York, to set a date certain for making a lease arrangement. The Attorney's letter indicated a deadline of 60 days; and Swiss Colony representatives signed the letter on April 17th. It was now several weeks past the deadline. The letter indicated that if the deadline were not met that Metro would look towards ending discussions with Swiss Colony. Kamp was planning to bring a recommendation upon which the Commission could take formal action at a future meeting.

Having discussed the situation at length with Joe Stepnik and Carolyn Hogg, Kamp felt that Metro had used a lot of their time and yet had nothing to show for it. In response to questions, Kamp said that there had been no complaints about people using the Swiss Colony parking lot as an informal Park & Ride. Members remarked that de facto Park & Rides had sprung up at other Transfer Points as well. And although some neighbors were not altogether happy that bus riders were using their streets for this purpose, this was probably a better alternative to bulldozing and putting up a parking structure.

## REPORTS

### [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  
Long-Range Metro Transit Planning Ad Hoc Committee  
Ad Hoc Committee to Develop Parking Strategic Plan

**No action was needed on these reports.**

## H. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS

### H.1. General announcements by Chair

Durocher asked for volunteers to serve on the Taxi Cab Permit Appeals Committee, being formed in response to a permit denial that was being appealed. Solomon, Streit and Durocher agreed to serve. One more non-alder was needed.

### H.2. Commission member items for future agendas

## ADJOURNMENT