



# City of Madison

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

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Thursday, November 8, 2012

12:00 PM

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

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### 1. CALL TO ORDER / ROLL CALL

Also present: Bruce Sylvester

Staff: Crystal Martin, Mick Rusch, Wayne Block, Ann Schroeder, Chuck Kamp,  
Mike Cechvala

The meeting was called to order at 12:02.

Present: 8 -

Ken Golden; Susan M. Schmitz; Steve Arnold; Ahnaray Bizjak; Mark M.  
Opitz; Margaret Bergamini; Mick Howen and Jacquelyn M. Dahlke

Excused: 4 -

Rick Rose; Rindert Kiemel, Jr.; Bill Burns and Shawn Stauske

### 2. APPROVAL OF MINUTES

A motion was made by Golden, seconded by Arnold, to approve the minutes.  
The motion passed by voice vote/other.

### 3. PUBLIC COMMENT

There was no public comment.

### 4. DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

### 5. [28199](#) Budget Update - Wayne Block

**Attachments:** [9-2012 financial performance \(2\).pdf](#)  
[September 2012 ride revenue.pdf](#)

Block said the executive budget includes an amendment to move Owl Creek  
service to June. There are some issues with that so we have been in

communication with some members of the Board of Estimates (BOE) and the Common Council (CC). Arnold asked if they are implementation or budget issues. Block said it's an issue of interdependent service. Some of the other route changes will compensate for a loss caused by the Owl Creek service, but that wouldn't happen for a few months if they were implemented at different times. Kamp said the Routes 11 and 12 would no longer go to the West Transfer Point (WTP), so people transferring there going east would not have 15 minute transfer opportunities. Starting in September with the other changes, we have 15 minute service on the Route 2. BOE had an amendment to rescind the fare increase; it was not approved. The partner share of net deficit information included the fare increase but not the service changes in September (or June) because those were not part of our submitted budget. They were a supplemental request. Golden clarified that the Transit and Parking Commission (TPC) sets the fare to meet the budget approved by BOE. If they could find revenue elsewhere, they could change the fare increase. Kamp said that is correct. Staff just needs to meet those revenue projections; the TPC makes the other decisions.

Block said there was also a budget amendment to upgrade four buses from diesel to hybrid buses. They anticipate covering the full cost to upgrade four. Golden asked how many years it would take to overcome the increased cost (with things like fuel savings) to upgrade the full fleet to hybrid. Block said it is hard to determine at this point. It currently looks like it is less expensive to maintain hybrids, but we haven't had the experience of a battery failure or something like that. Using just fuel savings, it would take 20 some years. If we started paying more like \$5/gallon for fuel, it would be more toward the expected life of the bus. The \$200,000 difference in cost would be hard to recover.

Kamp said through September, ridership is slightly down driven by campus routes. Excluding campus routes, ridership is up. Cash, ticket and unlimited ride pass revenues are up. Total cash and ticket ridership is up. Ward said she believed the decrease in campus ridership was not only due to service reduction but also due to a decrease in service with not going up the hill. Kamp said also September had more weekend days. October will be a truer picture. Block pointed out that the March lost ridership not being counted have not been added to reports. He's not sure when it will be added. Our information technology unit is working on it.

Savings on diesel will continue to build. Hiring drivers will cause overtime savings and more expenditures in salaries. Overall passenger revenues are down due to stockpiling of paratransit tickets when we switched to agencies fares.

6. [28200](#)

Bus Rapid Transit Update - Mike Cechvala

Cechvala said there was a committee meeting recently to finalize routing and discuss running way assumptions for corridors. There have been a few minor changes to the map. They looked at placement and spacing of various stops. For the north line, they got rid of the First Street loop and are now just showing the Yahara River bridge. They can go back to another plan if this doesn't work out. The Yahara River Bridge would be new or a widening of existing

Milwaukee Street bridge that is now a bike path. The airport was cut. The Department of Transportation is able to accommodate a connection from Anderson to East Washington, so the route probably won't go down Stoughton Road. They are also removing travel on Old Middleton Road and treat that as a back pocket route if necessary.

Running way characteristics will vary. The north line on Sherman Avenue will probably be mixed traffic. We're proposing bus only lanes on East Washington Avenue in the parking and bike lanes up to about First Street. That could be peak only or just around the stations for buses pulling out. For the most part, the rest of it will be mixed traffic. On the south corridor, there will be mixed traffic on Park to Regent or further. South of West Washington or so we'll have either fixed guideway (median busway ) or corridor (lower cost) options with bus lanes in the curb lane all the way on Park. There is still space for a bike lane. Curb lanes would be shared bus and bike. There will be mixed traffic on Fish Hatchery Road. South of Greenway Cross will use existing bus lanes or fixed guideways. There will be just one station to begin with, but that could be expanded later. Arnold clarified that mixed bus/bike lanes will be for regular bus and BRT.

For the west line, we looked at Old University and the hospital loop. We decided to take those out and just study Campus Drive due to travel times and other service available. The University corridor option would be mixed traffic on University between Farley and Midvale. There is also an option for fixed guideway. However, that would require property acquisition and road widening. Sheboygan Avenue will be mixed traffic. Whitney Way will be a combination of curb and busway. Mineral Point road will either use existing bus lanes or be mixed. This line will go to High Point (at the theater) and turn around.

The estimated completion time for the study is Spring 2013. The city's Master Transportation Plan will include this as a major element. Kamp's sense is that there is interest in the study. Some choices are being listed and may not have a high probability of success, but we should start out bold. That's true to our long range plan of working toward reducing our travel time, not by 5% or 10% but more than that. Golden said we looked at where lines should go and travel time, but we haven't really looked at branding. Cleveland really looked at branding their BRT service. The message is that we're doing a good job with regular bus service, but BRT is something different. He's concerned that there hasn't been a discussion of a BRT brand, the places that we need big buses (not BRT) like Epic, and doesn't think land use along the north corridor justifies BRT. Perhaps there we are just talking about enhancing regular bus service. Maybe we want to put it under the umbrella of BRT for funding purposes, but we don't want to dilute the system so it doesn't look as attractive. It's better to have a smaller system that is successful.

Cechvala said the next step is looking at stations and stop layouts, but they will also get to branding. If you have ideas for color themes, names, let us know. Golden said the focus in Cleveland was the center lane stops. We're not being bold enough with that; we're being too cautious. Park Street, East Washington and University – Whitney Way should be a center lane. It's better for neighborhood people; the center lane doesn't mess with their driveways.

Bergamini said a lot of the same points came up at the Long Range

Transportation Planning meeting. The difference between express service and BRT needs to be clear. She was curious about University between Farley and Segoe; it seems wide right now. Where is there an issue with land acquisition? Cechvala said if we put it in the existing street, we'd have to take out a lane or keep three lanes each way and buy land. West of Midvale we can squeeze it in there. East of Midvale we have double left turn lanes. Capacity-wise, we'd like to show something that doesn't blow up the traffic. Either we go to two lanes each way or expand the road. Bergamini said what about removing the bike lane off University totally. Cechvala said that is a possibility, but that might not be enough space. The bike lane is 5' or 6'; a bus lane is 12'. Ward said we don't want to pit alternative modes against each other. The State of Wisconsin has a complete streets law that says you have to have bike lanes and sidewalks unless you absolutely can't. It would be hard to say you can't when they already exist. We're looking at options.

Arnold said branding is something the consultant could work on without a lot of input. It seems like they would be drawing on experience from other BRT systems. Regarding the University Avenue situation, it would be a road diet – traffic will disappear or take other routes. However, you can't always count on that in Madison because of the layouts with lakes. Any time you need more than two lanes in any direction, you have a planning failure.

Kamp said we will continue to do periodic updates on this study.

7. [28201](#)

Paratransit Issues - Crystal Martin

Martin said in terms of Family Care in Dane County, it's still out there. The state has filed for a new extension of CIP waivers for the current funding stream. It's for two years rather than the usual 5 years. We may be looking at Family Care in 2015 or perhaps there will be an application for another extension. MA Waiver funding is \$2.9 million which is about 167,000 one way trips. We get compensated for 40% of the cost of the trip rather than just the fare. That is \$15 versus \$3 or \$4. The rest is contributed locally from Madison – about \$1.9 million. The county doesn't know what will happen if Family Care is implemented here, so that is up in the air. The types of trips under this program are generally supported employment work trips. So going out to contract for service might be more economical for them. We've run some scenarios looking at this and about 80% of our MA Waiver trips are done by contractors, so if we were to lose the revenue and trips, we would lose that portion of our contracted service. So it mitigates that in terms of cost. If we have 20% of the trips in house, the potential hole is not \$3 million but more like \$350,000. Since that planning in 2010 the Medicaid statewide brokerage has been implemented. We addressed concerns of brokerage wanting to buy fare media rather than help pay the price of the ride by implementing agency fares. The ADA states we can charge more than double the adult fare if it's for a social service agency. We established an agency fare in our fare tariff. The brokerage hasn't used that, but Care Wisconsin, Dane County and others have purchased agency fare tickets. So, we're been setting ourselves up with incremental changes so that if the funding goes away but we still have the trips, the agency fare can help mitigate this loss in funding.

Kamp asked for an update on some of the reasons behind the decision to audit

LogistiCare. Martin said state representatives, including Penny Bernard Shaber, requested a letter of support to the Joint Legislative Audit Committee to request an audit of Logisticare. Fifty-one bipartisan legislators signed on. They have not set their agenda yet for the next session, but it seems based on the amount of support that something might happen. Senator Erpenbach called for an informational hearing because of concerns when the brokerage had been set up in other areas. The brokerage started September 1st and the implementation was very rocky. It was a good hearing with lots of community speakers, including small business/transportation owners, and Disability Rights Wisconsin. Some concerns that were expressed include:

- When someone complains about service, the ombudsman is a Logisticare employee
- They weren't providing trips to pharmacy – those are required
- Capacity issues – staffing for phones, vehicles, drivers

The gist of the hearing was that people who are supposed to receive service are not getting rides or experiencing long rides. Providers were saying they weren't getting any rides. LogistiCare was there, and the issues that were brought up for complaint were borne out by how the LogistiCare representative was answering questions. Complaints are starting to even out – either people are getting tired of complaining, finding other methods of transportation or things are getting better.

8. [28227](#)

Update on ID Card Enforcement/Pass Efforts - Mick Rusch

Kamp said we've heard from pass partners that there are more frequent incidents of fraudulent use. Rusch said he's emailed all partners about this enforcement program. We're starting this next Monday. Drivers will be asking people for the ID associated with their pass. Metro will publicize this enforcement effort so riders are aware to have their ID ready.

Bergamini asked other partners if they linked the number on the pass to the ID number. Howen links it to the student. Madison College does link student ID and pass number and keeps records. Ward said they do for UW staff. Dahlke said Madison College will do one replacement pass. If someone comes in for a third pass (confiscated for no ID), they'll have to look into that. Some people will immediately report in, and we can reinforce that they need to keep ID available. But if someone comes in and we question them and find it wasn't their pass or some other fraudulent use, they may be sent to the conduct process.

Arnold asked if Metro would have video. We would if there was a specific incident, otherwise it's too much video to keep. We will learn a lot with this process and hope to do it on a more regular basis so it's not a surprise to people. Kamp has been asking people on his buses. Two-thirds have ID and 90% say it's a good thing; they know the pass says they must have ID. While Rusch was talking to a reporter about this project, the reporter checked Craig's List and found four passes listed.

Golden asked if it's an ordinance violation to fraudulently use a pass. Bergamini said it is. She has talked to the campus and Madison police. They

weren't enthusiastic about enforcement. Golden said you could post the ordinance in the shelters, on buses and that threat of enforcement might give the program more weight. Bergamini said it is on the back of each pass.

Ward said the way her bosses would like to see this handled is to have the ID be the bus pass. Then the point is moot. Kamp said that is a long term goal we all want to get to. Bergamini said you're going out to bid soon for fareboxes. All UW IDs have RFID chips. Madison College doesn't anymore because of the cost and there was no use for it. Kamp said we're looking at the potential for chip stickers that can be applied to IDs or other media and have that as a transition to smart card usage. Golden suggested something on a smart phone. Howen said you'll be collecting a lot of passes. You'll have a lot that will have to be deactivated. We'll need replacement passes.

Ward wondered if we can track how many were confiscated due to fraud or other reasons. Rusch said we will log everything. Madison College said they would know from their own records. Kamp said as Metro sends information to partners, please let us know what you can determine is fraud. Give us lessons learned to improve the process.

Arnold said the suggestion about making fraudulent use an ordinance violation would be particularly effective at the South Transfer Point where we often have a police presence. So the driver could just point out to the officer who we took the pass from. Ward said we just don't want to get charged for inappropriate rides but we aren't interested in prosecution. Dahlke said they have their own the student conduct process. Bergamini said a small student business distributes and replaces student passes. They are concerned about dealing with angry customers. She would like to keep their services.

Cechvala asked about drivers and confrontations. Kamp said drivers have been told to avoid confrontation. When confiscating passes, the driver will issue a day pass. They will not be doing this for city employees; the city does not consistently issue IDs.

9. [28202](#) Ridership

Attachments: [Route Productivity Sep12.pdf](#)

This was discussed earlier in the meeting.

10. [08290](#) Reports of Member Communities/Institutions

Middleton – Opitz said Metro is working on improvements to bus service. They are supporting the transit budget at the current level.

TPC - Golden – The Transit and Parking Commission (TPC) had a public hearing about a potential fare increase. Themes were some concern about passes that affect low income riders, seniors and people with disabilities. There was particular concern about a sharp increase in senior pass prices and also some concern about the youth pass increase. There was an idea to try to

mitigate some of those specific increases if the fare increase does get approved. Arnold raised some concern about the process by which the fare increase was announced and the lack of participation by partners other than Madison. The good news is that Mayor Soglin agreed to meet with Arnold, Opitz, Kamp, Golden and Anne Monks to have a discussion about that. Golden suggested that the TPC have a representative from the CSOS on the TPC. That suggestion was well received by the Mayor.

UW – Ward said they are working on the ID check implementation. They should get emails to all employee pass holders today with warning. The preliminary findings on the campus bus and accessibility study will be presented at 12:00 and 5:00 PM on Tuesday and 12:00 and 6:00 PM on Wednesday at various locations around campus. The study wraps up in February. Yesterday they posted bus shelters for sale at UW SWAP. She emailed a link to CSOS members.

Verona – Sylvester said he had no news from Verona except that this will be his last CSOS meeting. He took a job near Chicago. Bill Burns will be filing in until a replacement is hired.

Fitchburg - Arnold said when he got their budget, he also found out about the potential fare increase. They have to present budget amendments in advance. He has an amendment in to change the total budget to cover a revised estimate of costs if the fare increase doesn't pass and also to cover issues if service changes are taken out and the hourly rate goes up. He did argue against a fare increase due to governance issues. We should not be setting a budget in November that is effective January, yet by the time we get it together for any needed service changes its June or December. We should work out service changes in the first part of the year and involve the Council and Mayor for agreement, and then at budget time they just fund what everybody has agreed to. Then service changes can be implemented in January. He also argued that transit should not be cut. All city departments are not the same and should not all be asked to cut five percent. He's calling on the Mayor and the Council to invest in transit.

UW ASM - Bergamini – She is hoping the campus transit study provides a lot of good information as well as a good result on the ID check plan. She does not want to lose her bus pass outlet group.

Madison College – Dahlke said they are working on a transportation demand management plan. She is glad they are talking about transportation, and not only the students. She is attempting to make the point that more parking is not the answer for the future and trying to focus on the cost of different uses. It is exciting. They have been working with UW to get information for this plan. Arnold recommended the book *The High Cost of Free Parking* – Donald Shoup as a good resource. Others concurred.

MPO – Cechvala said the bus size study consultant chosen was Nelson\Nygaard. There is a TDP meeting tomorrow.

TPC - Schmitz had nothing additional to report.

## 11. ADJOURNMENT

**The meeting adjourned at 1:30 PM.**