



# City of Madison

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

**PLEASE NOTE: This meeting can be viewed in a live webcast of Madison City Channel at  
[www.madisoncitychannel.com](http://www.madisoncitychannel.com).**

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Wednesday, August 10, 2011

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 5:03 PM.

Present: 7 -

Ald. Bridget R. Maniaci; Chris Schmidt; David E. Tolmie; Amanda F. White; Susan M. Schmitz; Kenneth M. Streit and Margaret Bergamini

Excused: 2 -

Ald. Lisa Subeck and Gary L. Poulson

Please note: Schmitz arrived at 5:10, at the start of the Parking report. Maniaci arrived at 5:18 PM, at the end of the Parking report. Also, the Commission currently has two vacancies.

### B. APPROVAL OF MINUTES

A motion was made by Schmidt, seconded by Tolmie, to Approve the Minutes of the July 13, 2011 meeting. The motion passed by voice vote/other.

### C. PUBLIC APPEARANCES

[23576](#)

Statement of Susan Devos at 08.10.11 TPC meeting, regarding Metro Transit Emergency Backup System during winter emergencies.

On behalf of Madison Area Bus Advocates, Registrant Susan DeVos, 610 N. Midvale, 53705, asked that the issue of a Metro winter emergency backup plan be placed on a future agenda. (Please see the attached document for the entire statement.)

- Metro shuts down totally when severe winter weather hits. But since people rely on Metro and since main arterials are usually cleared, Metro should run at least a skeletal level of service, similar to weekend/holiday service.
- Essential medical workers needed to report to work, regardless of the weather. In recent closures, many were seen walking.
- Madison was an economic center, the state capital, county seat, and a major center for statewide emergency operations.
- A skeletal system could follow snow plow priority routes, avoid hills and stopping on them, limit stops, and post signs to ID emergency stops.
- Buses with transmissions suited to slick conditions might be purchased; buses could be equipped with chains; smaller buses could be tried to see if they performed better.

D. DISCLOSURES AND RECUSALS - None.

E. TRANSIT AND PARKING QUARTERLY REPORTS

- E.1. [23501](#) Parking: July 2011 Activity, June Revenue/Expense and Occupancy Reports - TPC 08.10.11

Parking Operations Manager Bill Knobloch highlighted the following items in the Parking reports:

- Of the 74 new monthly spaces at Brayton Lot, 68 were rented out.
- City staff had met with Kimley-Horn and ULI/Marcus regarding Blocks 88-105. Parking sent out its Owners Rep RFQ, to hire consultant who will represent Parking in the planning process; should have someone on board by the end of September.
- Multi-space meters have had 204K transactions since opening; 25 meters on the street, ready to turn on; a third meter had been installed at Buckeye Lot.
- Video cameras were now in four facilities: Overture, Buckeye, Lake and State St Cap; would hopefully discourage gate crashers.
- The partnership with Art Fair at Turner Lot generated \$2,600+ in incremental revenue and made artists happy; Parking would do this again next year.
- Cap Times Shawn Doherty's article asked if extra Parking revenues from the protests could be used to pay for Police time. This idea could apply to almost any special event, and just because an event generated parkers didn't mean that Parking should share its revenue. Parking had to pay its own expenses, esp. to rebuild its aging ramps; and in fact \$453K of Parking's revenue went to the Police Department every year, with \$1 million being paid to various City agencies overall.
- YTD revenue was up 5.23% over 2010; by year end, this was expected to be 3 - 3.5%.
- Actual revenues were 4.77% more than projected. Buckeye revenues were \$27K over budget, due to the new multi-space machines there (providing better compliance and downtown experience as well.)
- Average Weekday occupancy was up at cashiered facilities (exc. Campus), notably Cap Sq North. Because of "shifting" after the rate increases last year, Cap Sq North occupancy was 86%; almost too high, but a good thing.

- E.2. [23502](#) Metro: YTD Performance Indicators, and Rider-Revenue-Fare Type, Financial, Customer Feedback & Hybrid Reports - TPC 08.10.11

Metro Transit Services Manager Ann Gullickson commented on the Metro reports as follows.

- Re: Vehicle Accidents, the numbers were even with last year – a positive trend. Each accident was evaluated; and significantly, 50% of 2011 accidents were determined to be "non-chargeable" (Ex. slips/falls while bus was stopped, buses getting struck).
- Re: Route Productivity, total ridership was up 7.4%; even without UW routes, it was up 5.7%.
- Among the routes with the highest % increases in ridership were UW Routes 84 (up 28%) and 81-82 (up 36%), and 51-SW Madison (up 20%).
- Metro would be looking at the routes with poor performance, such as Routes 36-eastern City View Loop (down 39%), and 52-Fitchburg (down 34%), examining fare categories and changes with employers in these areas.
- Among % Changes by fare categories, Commuter passes had seen the biggest % increase in revenue and rides (502% in June). The program had started out slowly but had added larger employers recently and gained

momentum. It was a big success due to the efforts of Mick Rusch and Peg Anthony in Marketing. Metro would provide an update on this program soon.

Finance Manager Wayne Block discussed the Financial Performance Report.

- Re: the drop in reserves (from +\$103,000 in May to -\$12,883 now): High fuel costs were responsible for the drop in reserves. Contributions to reserves depended on how they budgeted: Fuel was budgeted at \$2.37/gallon, but actual costs in 2011 had ranged from below \$3.00 to \$3.16. Fuel in June was \$95+K more than budgeted, a trend that was likely to continue (with roughly \$1 difference between budgeted and actual fuel costs/gallon, and a use of 100,00 gallons/month).
- Passenger revenue was up 8.4% YTD through June; and for the month of June '11 vs. '10, the increase was 18.2%.
- Salaries/wages were \$142K under budget.
- Natural gas was \$65K under budget; even though usage was higher (perhaps due to cooler weather), natural gas had cost less in 2011 (64¢/therm vs. 73¢/therm in 2010).
- Costs for Paratransit providers were under budget (\$95K) and less than 2010 (\$82K); the number of rides had gone up, but the cost per ride had come down, from an average of \$20.47/ride to \$19.62.
- Under Building & Grounds supplies, Metro had spent \$50K for schedules holders that had not been budgeted for. The \$50K was shown as a gross amount on this expense line; however, 80% of this was paid by federal funding, as reflected among Revenues under "Federal grant funding for capital maintenance".
- Building & Grounds had been very busy in 2011; Metro was looking at these costs to see if they might level off in 2012.

Staff and members discussed reports and answered questions.

- Re: the increase for UW late night circulators, rider data depended on how drivers counted, which varied. Because these routes stopped running in June, it would be useful to look at these month by month.
- Re: salaries/wages being under budget, there were fewer hours of OT in 2011 vs. 2010; but due to normal pay increases and lots more retirements and payouts in 2011, salaries/wages had increased \$210K over 2010.
- The price of diesel fuel was very volatile and on sort of slide down right now. The City (inc. Metro, Fleet Services and the Comptroller's Office) was looking at this and whether to lock into a contract at this time.
- Metro's rent at E. Washington offices covered maintenance. Metro paid only for improvements to the offices, which had been minor. Metro was about two and a half years through an eight-year lease.
- Re: costs/mile for hybrids, depreciation was not included in the CPM (only costs after purchase). If depreciation were included, CPM would be higher. Hybrids cost 40% more (i.e., \$200K more) upfront vs. regular buses. Perhaps at some point, showing depreciation (just the cost to the City) would be useful.
- Before purchasing the hybrids, Metro looked at life-cycle costs/savings (i.e., capital costs and savings for fuel and maintenance). They found that gas would need to be \$4.50/gallon over the 15-year life of the bus, to offset the cost and break even.
- With this not likely, staff had anticipated that they would need to spend \$4-5K/yr more per bus. The hybrids were originally purchased because they were "green", not necessarily for cost savings. The newest (16) hybrids were showing savings because they were paid 100% by federal funding (at no cost to the City).

**F. NEW BUSINESS ITEMS**

**F.1. [23070](#)** Authorizing the Transit General Manager to enter into agreements with qualified human service agencies to purchase social service agency fare media for agency trips for their ADA complementary paratransit eligible clients at the Agency Fare Rate established in the Metro Fare Tariff.

**Metro Paratransit Program Manager Crystal Martin discussed the resolution.**

- Metro had been adapting to the new transportation environment in the state, inc. the state-wide Medicaid transportation brokerage.
- The resolution authorized Metro to contract with human services agencies funded to provide transportation, to allow the agencies to buy agency fare tickets for paratransit clients at the Agency Fare Rate that had been established in the 2010 Metro Fare Tariff.
- Previously negotiated through service agreements, the proposal would now allow Metro to efficiently contract for paratransit services with these agencies (inc. the new state broker) with the convenience of using tickets.
- Agencies would now be able to purchase tickets at the agency rate, as opposed to calling in those rides directly to Metro.
- Metro wanted to have a standardized format for agreements with these agencies.
- Individual service agreements could take up to a year to negotiate and to figure out how funding mechanisms worked.
- The new broker had a limited negotiating timeline of one month. In order for Metro to be part of the solution, Metro extended an offer to them to do Agency Fares using paratransit tickets, as an upfront solution so that people in the community could be served.
- Metro now wanted to adopt that as a formal way to use the Agency Fares in the Fare Tariff.
- Other agencies in the community had an interest in this efficient way to sign on to an agency fare agreement.
- In response to the environment, Metro was requesting formal adoption of the resolution to allow agencies to use paratransit tickets for the Agency Fare rate.
- Individuals could still purchase paratransit fare media for the rate shown in the Fare Tariff (currently \$3-4/ride).

**Martin answered questions.**

- Metro had extended the agreement to Logisticare on a temporary basis (pending Commission approval of the resolution).
- Metro fleet was not being used for rides being brokered by Logisticare, nor was Metro contracting out of Logisticare to subcontractors. Logisticare had not taken Metro up on its offer to help with this while developing its network, in order for Metro to be part of the solution (as least through the startup of the project). It was important to make sure people in the community had the opportunity to be served.

**A motion was made by Ald. Maniaci, seconded by Schmitz, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.**

**F.2. [23503](#)** Metro: Disabled Vet Bus Pass - Dr. John Hofer, Chair of the Dane County Veterans Service Commission - TPC 08.10.11

**White noted that Paul C. Washington Sr., 522 East Bluff, 53704, representing Disabled American Veterans DAV #2, had registered in support of providing**

free bus service to disabled vets. [Please note: Streit left at 5:55 PM, during this discussion.] Dr. John Hofer, Chair of the Dane County Veterans Service Commission, updated members on programs elsewhere and answered questions.

- As indicated by a flyer displayed on Green Bay buses, Green Bay Metro's program offered free service to disabled vets who showed their Dept. of Veterans Affairs ID, which identified them as a service-connected disabled vet.
- Superior-Duluth planned to continue their program, which they estimated to cost \$1,000/year.
- Green Bay didn't track costs for their program, but indicated that it didn't amount to much and was good public service.
- Service was offered only for fixed routes, not paratransit.
- A recent article in the "New York Times" said the unemployment rate for young vets (18-24 years, Afghanistan and Iraq vets) was 27% vs. 17% for non-vets.
- The definition for "disabled" would follow federal guidelines, which rated a veteran's level of disability and which could range from 0% for a slight hearing loss, to 100% for the loss of both legs.
- These vets were issued an ID that indicated they had a service-connected disability, which could be used to verify their eligibility for free bus service.

Crystal Martin said she thought it possible to offer discounts for fixed routes and not offer them for paratransit service. Bergamini mentioned that UW unlimited passes could be used for paratransit service; and she had understood that paratransit couldn't be excluded. Martin said that the issue of using low-income passes for paratransit hadn't come up; but it would be good to review whether a program could offer free/discounted service for fixed routes and not offer it for paratransit as well.

When asked what he was hoping for, Hofer said he would like support and action on the proposal. Members and staff discussed what was needed to follow up. Metro Marketing & Customer Service Manager Mick Rusch said Metro would need some ridership estimates to help predict cost. They hadn't been able to set up a date yet to discuss the details. Schmidt and Maniaci said they could get something started legislatively. Maniaci asked that the item be placed on a future meeting agenda. Noting that it took several months (and a committee) to set up the low-income pass program, White suggested that Metro at least update the Commission on its progress within a month or two.

Hofer said it would be hard to estimate how many vets would use such a program, but he thought it would be very low (which was probably why Green Bay didn't even track it). Though it was possible to determine the number of disabled vets in Dane County, he thought many of them drove. Duluth/Superior had about 400 riders/year, at a cost of \$1,000. Maniaci thought it would be useful if Hofer could gather some info from the VA and perhaps do some surveys to see who would use the program; facts and figures would help the Commission in its consideration of the proposal.

Hofer said that Green Bay and Superior/Duluth used only the ID card, not a separate bus pass. Schmitz said she hoped the numbers worked out, because she thought this was something the city should do.

Bergamini wondered if either of the two other transit systems had a VA hospital in their community, because she thought the presence of one in

Madison could make a difference. Because of the specialty services it offered, the VA Hospital here was very busy. It drew a lot of people from all over the country; while local numbers could probably be estimated, it would be harder to pin down the number of visitors that might use such a program. Hofer, who worked with patients at the VA Hospital, said that most visitors didn't stay long and didn't ask about transportation. He said he would try to gather some data. But if they weren't enough, he might suggest that a pilot program be conducted to determine riders and cost. White thanked Hofer for his presentation, and said the Commission would look for an update from Metro soon.

**G. 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)

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

**H. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS**

H.1. General announcements by Chair - None.

H.2. Commission member items for future agendas

**With a lot of talk about a transportation plan in the budget process, Maniaci asked that a discussion item about this be put on one of the fall agendas. White said she would talk to Poulson about this.**

**ADJOURNMENT**

**A motion was made by Schmitz, seconded by Schmidt, to Adjourn at 6:08 PM. The motion passed by voice vote/other.**