



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, November 9, 2011

5:00 PM

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

A. CALL TO ORDER/ROLL CALL

The meeting was called to order at 5:03 PM.

Present: 7 -

Ald. Bridget R. Maniaci; Chris Schmidt; Amanda F. White; Gary L. Poulson; Margaret Bergamini; Kenneth M. Streit and Kenneth Golden

Excused: 3 -

Ald. Lisa Subeck; David E. Tolmie and Susan M. Schmitz

Please note: The Second Alternate position remains vacant. Schmidt arrived at 5:05, and Maniaci arrived at 5:13, during Agenda Item E.1.

B. APPROVAL OF MINUTES

A motion was made by Golden, seconded by Bergamini, to Approve the Minutes of the October 12, 2011 meeting. The motion passed by voice vote/other.

C. PUBLIC APPEARANCES - None.

D. DISCLOSURES AND RECUSALS - None.

E. TRANSIT AND PARKING QUARTERLY REPORTS

E.1. [24406](#)

Parking: October 2011 Activity, September Revenue/Expense and Occupancy Reports - TPC 11.09.11

Parking Operations Manager Bill Knobloch announced that he would be retiring in 2012, with a tentative retirement date of June 1st. HR's recruitment timeline called for posting his job in January, interviewing in February, notifying in March, and double-filling the position in April and May. The two-month double-fill would require a resolution. Knobloch remarked how much he had enjoyed working with the Commission. But in reaching the age of 65, he was ready to retire. [Please note: Schmidt arrived at this point in the meeting.] Knobloch then offered to loan out the book, "The High Cost of Free Parking", by Donald Shoup, which provided valuable insights into current parking issues.

Knobloch mentioned the latitude he had been given to negotiate leases and monthly permits with businesses who wanted big blocks of parking, through which Parking was able to better utilize its space (for example, a valeted event

at the Concourse). He was now negotiating a lease with a company for some spaces at Overture, which, with low occupancy, would be a good location for this. However, the Comptroller of the company had asked if they would be subject to the TDM policy. Knobeloch wondered if this should be required at facility like Overture with only a 50% occupancy at peak; or if a standard could be set – possibly 80-90% occupancy – for which a TDM plan would be required. Then whether or not to waive a TDM at facilities with occupancy below that threshold (i.e., 80%), could be at the discretion of the Utility or Commission. That way Parking would be on even footing with all the other parking providers in the City, who would otherwise take this customer away from Parking. Knobeloch wanted to know if this was the type of item the Commission wanted him to negotiate.

Bergamini remarked that the formal rules for TDM seemed rather unclear and so much of the TDM programming had been ad hoc, as reflected by the ongoing discussions at other groups like LRTPC. She felt no discomfort about Parking negotiating arrangements like these, esp. for a facility which was not competing for other demand. Knobeloch said he would not even consider this sort of arrangement at a facility like Cap Sq North, with high occupancy.

Golden said that the TDM policies were developed years ago when Parking had bonds and seemed to be making money; and when the iceberg (of urgent capital requirements) appeared off in the distance. With the business environment being very different now, he felt it important to be flexible and nimble, and to look at ways of making money. He wasn't greedy, nor was he interested in making parking expensive in order to improve transit ridership. But the current capital requirements of the Utility were excessive. When a facility was being underutilized, it made sense to give the Parking Manager some flexibility in order to get more parkers into that facility and pull in some revenue. The Commission could set up a threshold % for occupancy. If a particular user wasn't happy about a TDM, perhaps it could be waived, but at the same time educating the user about it. Poulson agreed that waiving a TDM didn't preclude offering info about its benefits and showing what others were doing. Golden felt this was a good idea that should be pursued. [Please note: Maniaci arrived at this point in the meeting.]

Knobeloch said that the next step would be to present the Commission with the lease, which would not contain a TDM requirement in it. He just wanted to make sure it would be okay to do this, before bringing the lease to the group. Supporting what the two Commissioners had said, Poulson said Knobeloch could proceed with negotiating this lease at the Overture garage.

Knobeloch then commented on the Quarterly Reports.

- MMB/GE: Several meetings had been held; three top-notch consulting groups were involved – Kimley-Horn, Carl Walker & Assoc. and Parking's new Owner's Rep, Walker Parking Consultants (WPC). WPC was providing invaluable assistance to the Utility at these meetings. The new (and first) below-grade facility would be the largest the Utility had ever built, in terms of money and size.
- Multi-space meters: Installation of the meters progressed at about one per day per city block, and were nearly caught up with deliveries; 22 more were en route. One of those would replace the two meter rows inside State St Cap (along Johnson), which would be observed for how it worked inside a facility. Being inside, a transmitter may be needed. UW had installed three

pay-and-display meters out at Picnic Point with the same vendor.

- Revenues/Occupancy YTD: Revenues went up \$218K (2.4%) vs. 2010. Occupancies improved or stayed the same, with Cap Sq N the most improved. Revenues were 3% over budget (prob. underguessed a little).
- New 24/7 (Premium) permits: Would prob. start selling these in January. A new hang tag permit had to be created, so permitted parkers would not be towed away after 48 hours. Though relatively high-priced, they were likely to be marketable; prices would depend on what the market would bear. Having never done this before, the Utility was trying to get at a different market.
- Operating expenses thru Sept: \$107K (1.9%) higher than 2010.
- Bottom line: Operating income was \$110K (3%) more than 2010, but this did not include capital expenditures.
- Capital expenses: The Utility had just one pocketbook – its own. Because all its capital and operating expenses were paid from its own revenues, there was no reason for the Utility to have two separate budgets (operating and capital). Items were shown in the capital budget because of their size.
- For example, remediation fell into the capital budget, but should really be listed as "maintenance" in the operating budget. A General Fund agency would borrow this money through the City's General Fund; i.e., it was not the agency's money, it was another pool of money that was separate from their General Fund money. So it made sense for them to have a separate capital budget.
- Capital expenses YTD were \$2.023 million, for remediation projects and the purchase of Brayton Lot. Like 2009 (when it paid off its debt), it was likely that the Utility would spend more money in 2011 than it took in.

When asked about placing remediation in the operating budget and its variability over the past ten years, Knobeloch said the cost for major remediation of rapidly aging structures was rising steadily and steeply (without variability). At this stage, remediation lasted 5-6 years, not 10 years (like typical capital items). Bergamini noted that these old facilities were being pushed past their useful lives, making them ever costlier to maintain. In pushing Gov East back, everything else was pushed behind as well. Knobeloch agreed and said that Parking would be doing a study of Gov East, because it appeared that, with \$2 million of deferred maintenance there, if replacement was delayed much longer, part of that money (in reserves) would have to be spent.

Golden suggested that perhaps Parking could create a line in its operating budget called "major maintenance"; and could show in the revenue budget the amount needed from reserves in order to cover the shortfall in income vs. costs. People would easily see if the situation was not sustainable. Replacement cement was not like a major improvement or an equipment purchase that could be depreciated over 40 years. Knobeloch agreed.

Knobeloch continued with the reports.

- Budget: BOE approved two budget amendments. Proposed by the Union, the first amendment called for a feasibility study for using in-house resources for security vs. a private contractor. Knobeloch thought this a good idea, not only for security, but any other outside contract as well. If money could be saved by doing things in-house, so much the better. Poulson asked that an alder might amend the first amendment to add the TPC to those receiving findings.
- The second amendment called for \$50K for various types of signage at parking facilities. Originally, staff was thinking about developing a prototype to show real-time vacancies for each garage at each garage. The Union also

suggested that there be some simple signage to let parkers know when a cashier was available. Parking was currently testing to show occupancies at all machined facilities on Parking's website. Pretty soon, this information would be available on the website for people with smartphones.

- Remediation projects: Costs were going from \$709K in 2011 to \$931K in 2012, which was a large portion of Parking's \$11 million budget. Golden asked staff to prepare a report of remediation costs over the past 10 years, and reiterated that this item should be part of the operating budget. Knobeloch thought the entire capital budget could be eliminated and combined with the operating budget. Parking used their own reserves for capital improvements; and when they borrowed money, the debt service was part of the operating budget.

- Comparison of Actual to Budget: With 75% of the year gone, Parking had reached 78% of its projected revenues. Expense %'s could be disregarded for the present, because many were year-end loaded (including personnel items like sick leave pay-out, accruals, etc.)

- Interest on investments: Parking had about \$16 million in reserves, and they never knew what to predict for interest. They consulted the Comptroller; but the estimate was a little high because interest rates remained very low. And since the reserves amounted to a lot of money, any bit of difference in the estimated interest rate made a big difference in the actual amount. When they built GE, they would use about half of their reserves and borrow the rest.

- Revenues for 2011 vs. 2010: Up \$218K, or 2.4%.

- Revenues Budget vs. Actual: Overbudget in revenues by 3.84%.

- YTD Revenues 2011 vs. 2010 by facility: Cap Sq North had taken off, going from \$619.8K to \$709.6K (up 14.49%); State St Cap went from \$1.18 million to \$1.10 million (down 6.24%), due to MATC's Shuttle, which had taken customers away.

- Occupancies for 2011 vs. 2010: Metered lots were doing worse. Lot 88 went from 79% to 65%. Brayton Lot went from 87% to 73%, due to opening the new permitted area; however the total revenue for the gated and permitted areas together was a lot more. Wingra Lot had 7% occupancy, which was awful and not sustainable. The %'s for Buckeye Lot were not reflective; the 2010 percentage of 56% was based on a once/month survey, while the 2011 percentage of 40% was based on actual data from the multi-space meters.

- Golden wondered if spaces in the Wingra Lot couldn't be leased to the UW, possibly the Athletic Department. Maniaci said that many UW parkers had other options in the area (unenforced 2-hour parking, new Ramp 17, etc.) Bergamini thought staff could contact Patrick Kass at UW Transportation Services, esp. re: special event parking (summer orientation, conferences, construction projects, etc.)

- Parking continued to hear from developers who thought Wingra Lot had a lot of potential, but nothing ever came of this.

- Revenue/Space/Day: Buckeye Lot showed the highest revenue of \$12.51, which was great. However, by comparison, a private lot in Chicago earned \$50/space/day. Land was a little more expensive in Chicago, but construction costs were not that different between Madison and Chicago. There lay the problem.

White mentioned that she and Poulson were members of the Advisory Committee for the redevelopment of Judge Doyle Square. She heard much talk about the cost of the parking and the desire for 1,400 spaces in the new facility, but it wasn't clear who was going to pay for all the additional space. Obviously there was going to be huge cost implications for the project; and looking at

50% occupancy at two other parking structures, White wanted members to consider where the extra money would come from, to pay for this very expensive underground parking. She encouraged members to become familiar with the issue and hoped the TPC would get involved sooner rather than later. [Please note: White left at this point in the meeting, at 5:50 PM.]

Streit/Golden made a motion to receive the report. The motion passed by voice vote/other.

E.2. [24407](#)

Metro: YTD Performance Indicator and Financial Reports, and Rider-Revenue-Fare Type, Customer Feedback and Hybrid Reports - TPC 11.09.11

Metro Transit General Manager Chuck Kamp made the following comments.

- September ridership was up 185,617, or 14.5%; YTD ridership was up 841,553, or 8.5%.
- In terms of routes and fare types, the increases were fairly standard, across-the-board increases. Notably however, ridership for four of the five routes serving the VA Hospital (a Commute Card customer) was up more than the system-wide average.
- As to whether the steady increase in ridership represented a trend away from cars to public transit, the long-range sense that gas prices were not coming back down as well as the troubled economy and recession, likely contributed to different spending patterns and long-term decisions that played to the strengths of transit and were a factor in long-term transportation changes that encouraged transit. People were not giving up their cars, but they were looking at ways to save money in their transportation budget.
- With the receipt of new buses, Metro would be increasing the total number of buses in service from 204 to 209, to help manage overcrowding related to the ridership increase.
- Accidents: With a record low in 2010, chargeable accidents were up a little in 2011; preventable accidents were down a little. A Safety and Security Team reviewed this data and patterns twice/month, and would select topics for refresher training based on these trends. Also driver trainers had put together videos related to certain trouble areas that were being shown in the hallways.
- Road calls were up 45 for the year due to winter weather issues earlier in the year, but had come down for the last few months; and inspections were right on schedule.
- Productivity was up 7.6%. Besides the routes serving the VA Hospital, Routes 2, 28, 9, 38 were all above the system-wide average, as were all the Route 80's, which were up 17.8%. Though having some variations, increases were fairly consistent across the board.
- Partners looked at these numbers too when preparing their 2012 budgets. So far, no municipality had indicated cuts in service, though this was still in play for a few. More info would be available after the next CSOS meeting.
- YTD paratransit ridership was more stable, down about 1%. No drastic change in paratransit accident data.
- YTD paratransit costs were being controlled; cost/trip had increased from \$28.25 to just \$29.73.
- Due to increased ridership on fixed routes, YTD cost/trip dropped from \$3.06 to \$2.91.
- Complaints for Abby Vans were a little high, as a result of being new provider and because of some transition issues with Logisticare.
- At 91-95%, on-time performance was good for all providers.
- Financials: Expenses were \$75K overbudget, but this would be reduced when reimbursement of \$64K came in for transportation provided during the

spring protests.

- Due to rider increases, passenger revenues were overbudget \$204.9K and up over 2010 YTD by \$695.6K, which would help counter an overrun in fuel costs, which were \$444.7K overbudget and up over 2010 by \$706.9K.
- With diesel fuel currently at \$3.33/gal, Metro projected being \$400K overbudget by the end of the year; but passenger revenue and savings in parts and personnel items would help offset this. (Previously, they were expecting to be \$1 million overbudget due to diesel costs.)
- Fixed Route Passenger Revenue: Unlimited Ride Pass was up particularly, \$4.3 million YTD vs. \$3.6 million in 2010.
- Fixed Route Rides: Unlimited Ride Passes and Route 80's were driving ridership increase.
- Passenger Revenue % Change: Notable were UW ASM, MATC (which should say 15%), City of Madison and Commuter.
- Customer Feedback: Total compliments, complaints and suggestions were up 350 in 2011 vs. 2010. With no service changes in 2010, there were no Public Hearing Comments; but in 2011, there were 63 Public Hearing Comments, from Route 18 and 50 changes. Paratransit went from 365 to 500; driven a bit by a new provider, but more by the impact of the state-wide broker, Logisticare, on non-emergency medical rides, which the new provider was trying to tap into. Also, fixed route totals had increased by 134. The Safety and Security Team looked at videos in response to complaints. Happily, compliments were higher than previous years.
- Hybrid/Diesel Comparison: In terms of fuel economy (mpg), the newer hybrids were doing the best; and all the hybrids (2007 & 2010) were doing better than the non-hybrid Gilligs. Regarding the 3¢ difference in cost per mile between the older Gilligs (2006) and hybrids (2007), two of the five hybrids served the Campus, which were "harder" miles. The newer hybrids were getting an average of 5.56 mpg, far above the Gilligs – significant in view of the high cost of fuel.

Kamp and Financial Manager Wayne Block answered questions.

- Fitchburg City Council was looking at a budget amendment to possibly reduce funding to Route 52; Metro would know more after CSOS.
- Re: road calls and make/model/age issues, one example was some trouble with the touch bar on the rear door of the newer Gilligs. Having found a solution, road calls for that issue were dropping off. Things came up occasionally that had to be worked through.
- Having put together the budget in July, staff anticipated that 2012 would be on a par with the previous 12 months between July 2010 through June 2011, and applied a very small % increase on those numbers. Having budgeted conservatively, if the increase %'s continue as they have, potentially ridership could end up substantially higher than they budgeted for.
- In terms of making adjustments to the budget now, having been through 10 months of the year, it was possible ridership would help with the budget next year. There had been budget amendment for fuel. Though \$3.07/gal had been budgeted for diesel fuel in 2012, just that week, fuel was costing \$3.33/gal. Though \$3.07/gal was probably a good guess, it really was an "estimate". In the last six weeks, diesel fuel had ranged from \$2.85 to \$3.33/gal.
- Other than the adjustment for health insurance and diesel that had already been made, Metro was in good shape for its 2012 budget and did not have any recommended changes to it.
- Some of the increased revenues for UW ASM passes was due to 2011 being the first year of a new contract; plus there was a 8.6% increase in UW ASM

ridership. Bergamini had predicted an increase of 4% for academic year 2010-11, and was surprised by the size of the increase. Some possible reasons were: more students had picked up passes, and an increase in part-time students. Except for two years, the UW ASM program had gone up every year.

- Mileage and labor costs showed higher numbers among the newer Gilligs and hybrids because there were more of them. Out of 209 buses, 19 were hybrids. The newest buses were non-hybrids, all purchased through stimulus funding. At \$550-\$600K, hybrids cost \$200-230K more than non-hybrids at \$350-\$380K.

Schmidt/Maniaci made a motion to receive the report. The motion passed by voice vote/other.

F. NEW BUSINESS ITEMS

- F.1. [24372](#) Amending Section 12.145(1)(e) of the Madison General Ordinances to clarify that the operator of a vehicle parking at a multi-space meter need only display a receipt if required by the directions on the multi-space meter.

Knobeloch explained that when the ordinance was written, it looked as though Parking would be installing pay-and-display rather than the pay-by-space multi-space meters we now have. The amendment just clarifies that a parker need only display a receipt on their dash if the meter tells them to do so, should the Utility at some point also have pay-and-display meters.

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

- F.2. [24408](#) Parking: Financial Sustainability of the Utility - TPC 11.09.11

Knobeloch said that the biggest challenge faced by the Utility was to create a sustainable system, whereby the Utility could continue to finance itself from its own revenues and not do something else. This was a big project to look at. Long-term projections showed the Utility was fast-approaching a brick wall after it replaced its second ramp (with three or four more to go). Knobeloch wanted a consultant to look at everything, what Parking does and how they do it, to see if the consultant concurred with these projections or not. Staff considered a hundred things in looking at cash flow and many of them were variable, and if one thing was off (like what interest rates would be in 20 years), a consultant who worked with these issues all across the country, could tell them. Knobeloch wanted the consultant to investigate whether Parking was heading for a brick wall, or if it was doing just fine. For twenty years, revenues had increased by 3% and costs had increased by 3%. This had worked fine until capital costs had to be considered, at which point it would be hard to keep up.

Golden made the following suggestions, including some for making more money.

- He had had some success with "Guidance Groups", and thought it might be a good idea to form a Guidance Group for the consultant, to help ground the process in Madison culture. The Group could be composed of staff, commissioners, and/or alders, with an emphasis on TPC members and staff, but which could also include members/staff from BOE and Plan Commission.

- Add on to Cap Square North (and Overture), with residential/offices/more parking. If offices were put on top, funds might be secured since Parking owned the land.
- Money should be made from whatever was built on top of Gov East (for air rights).
- Install more parking meters on Regent Street between W. Washington and Monroe Street.
- Install meters on E. Washington from the Square to the Yahara as E. Wash. was developed.
- Extend the time limit on street meters on underutilized meters, to garner long-term parkers, perhaps at a reduced cost.
- Extend the evening time limit on meters, which would encourage turn-over, esp. in the entertainment districts.
- Raise rates for special events. Example: When attending events at the Kohl Center, street meters were free; but money could be collected.
- Currently, those with disability hang tags could park free. Perhaps they could be allowed to park all day (vs. having a time limit), but then be required to pay.
- Employ flexible rates for underutilized meters (such as 1400 block Monroe, where longer hours and lower rates might attract parkers).

Poulson noted that Knobloch was looking for suggestions for the scope of services to be performed by a consultant. These ideas for revenue enhancements could be given to a consultant. When asked, Knobloch said he wanted the consultant's work completed in 90 days from the agreement signing date, which wouldn't be difficult for someone with a lot of expertise. He thought the cost would be \$10-20K.

Bergamini wondered if Walker Parking Consultants, Parking's owner's rep for MMB/GE, would be interested, since they would already be familiar with many of the key issues. Though he had not spoken to any consultants about this study, Knobloch hoped all three consultants now working on MMB/GE would bid.

Bergamini remarked the number of spaces being planned for the new Gov East and where the revenues would flow, was critical to the Utility's future. Knobloch noted that some current Gov East long-term customers were getting skiddish, had already been asking if they would need to find other parking. He had told them the project would be done in phases, and parking would be available in the area completed after the first phase. Given the levels of utilization, Bergamini thought an outside consultant would want to look at whether we had more spots than we needed: Were the TDM projects working, were our population growth projections (from 1990-2000) off enough that we could reduce spots in some areas of the city? Knobloch said that someone had just inquired whether the Utility ought to sell one of its ramps, to reduce its excess capacity.

Poulson suggested that the motion be fashioned to say that Knobloch could go forward with the process of getting a consultant, with the ideas contained in his memo for scope of work (attached) and in the comments made at the meeting. With Knobloch's agreement, Golden asked that his idea for forming a Guidance Group be added to such a motion.

Golden made the motion as proposed by Poulson, with the addition that the TPC recommend that the Mayor's Office be requested to create a Guidance

Group, composed of members/staff of TPC, and perhaps members/staff of BOE/Finance, and members/staff of Planning Department, at the Mayor's discretion; but that there be a Guidance Group at least with the TPC in a position to exercise guidance, with the others being optional, for the Mayor to consider.

Bergamini mentioned that transit systems sometimes used peer reviews, and wondered if perhaps someone from the Parking Association should be brought in, or would if that perspective would naturally be incorporated into a consultant's report. Knobeloch thought that, for financial matters, the consultants would have enough experience to know what to look for, esp. if given direction. Though a peer review could be done inexpensively, it would be a separate effort and it couldn't be done in 90 days.

Knobeloch asked for clarification: Since the money for hiring a consultant was already in Parking's budget, he wondered if he might assume that the TPC wanted him to go ahead and write up an RFP (with the help of the Facility Management group, Jim Whitney and Jeanne Hoffman), and release it. Golden incorporated this (approval to prepare and release an RFP) into the motion. The motion passed by voice vote/other.

- F.3. [24310](#) Authorizing the Mayor and the City Clerk to enter into an agreement with Dane County for the purpose of providing the Transit Utility with State 85.21 funding given to Dane County for the provision of accessible transportation for eligible persons within Metro Transit's service area in the calendar year 2011.

Kamp recommended approval of this agreement, which was part of a long-standing arrangement between Dane County and Metro Transit to coordinate funding and services. A motion was made by Golden, seconded by Streit, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

- F.4. [24311](#) Authorizing the Mayor and the City Clerk to enter into an agreement with Dane County Human Services to provide Volunteer Escort Services for the City of Madison for the calendar year 2011.

Kamp said that, like the previous item, this agreement allowed Dane County and Metro Transit to share State 85.20 funding and coordinate services for Volunteer Escort Services, which provided trips to elderly/disabled for medical appointments, grocery, library, family visits, all done by volunteer drivers. It was a successful program, and Kamp recommended approval. A motion was made by Streit, seconded by Ald. Maniaci, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

- F.5. [24314](#) Authorizing the Mayor and the City Clerk to enter into an agreement with Dane County to provide Group Access Service for the City of Madison for the calendar year 2011.

Kamp recommended approval of this agreement between Dane County and Metro Transit to share funding and coordinate service for Group Access Service, which provided weekly services to take mostly seniors to adult day care, nutrition and grocery shopping. A motion was made by Golden, seconded by Bergamini, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

- F.6. [24409](#) Metro: Commute Card Program Update - TPC 11.09.11

Peg Anthony of Metro's Marketing Department updated members on the Commute Card Program.

- A big part of the increase between 2010 and 2011 was the VA Hospital, which was building a new parking structure over the past year. There were 540 VAH riders in the past month alone; but these numbers would likely drop off in January after the new structure was completed. Metro was hoping that many of these employees would stay with the program, because the VA was picking up the cost and it was saving them money.
- Overall, the Program had 121K rides YTD.
- The Program seemed well-suited to moderate riders.
- It was cost-prohibitive for high-frequency riders, or for riders who had to transfer, at \$1.15/transfer. If a business had employees who had to transfer, they were not participating in the Program because they didn't want to administer two different items: They didn't want to offer the Commute Card and the 10-ride cards or the 31-day passes at the same time. It was too cumbersome, and they wanted something simple that everyone could take part in.
- This seemed to be the only flaw in the Program, that they were not getting the people who had to transfer or the really high-end users.
- Larger businesses were harder to sign up, because they had more administrative processes, more payroll issues.
- The charts for Top 10 Organizations, esp. "Average Rides", showed that the moderate rider not the high-end user participated in the Program.
- People in the Program were loving it: They loved the fact that they had an annual card, and could keep it in their wallet and use it like a credit card when they needed it.
- Dane County started their Unlimited Ride Pass Program in July, and that seemed to be working well for them.

Bergamini asked if the Average Rides info could be broken out by month, which might be a useful metric. Golden wondered if info about the Commute Card Program could be relayed to the Planning Department, where it might be shared as part of the TDM process to make businesses aware of this option.

Metro's Marketing Manager Mick Rusch said that Anthony had promoted the Program mainly through cold-calling and prospecting, and had contacted nearly all the businesses in town at least once. Anthony added that she had reached out to the Chamber of Commerce to help disseminate information. The challenge was in the outlying areas, where the Program wasn't as attractive because of the transfer issue. Anthony also noted that they could reach out to the employee and they could reach out to the employer, but the two groups didn't always see eye to eye on it. For example, HR might be hesitant to take part in the Program because they didn't see equity among all employees because not all employees could take advantage of it.

Golden talked about issues around the Trader Joe's development on Monroe Street and neighborhood concerns about overflow parking: Having this Program available to the business and their many employees right at that time, would have been a good fit both for all parties concerned. He felt that utilizing Planning and the TDM process to educate businesses about the Program, when they were looking for options, could be very effective (vs. cold-calling). Anthony agreed that this would be an easier way in, and had in fact received a call from someone working on the Edgewater project, for that exact reason. Kamp said Metro would reinforce this idea with Brad Murphy in Planning.

Schmidt noted that when LRTPC had discussed TDM's over the past year, this had been one of the suggestions. Though he wasn't sure how formalized it was to alert business developments about the Program, Eric Sundquist of Plan Commission had brought this up as appropriate.

Bergamini mentioned a requirement for certain PUD's that, as tenants came in, they join a TDA association. Eric Sundquist was the person to talk to, with expertise on the issue. There had also been some discussion about incorporating this into the zoning code (related to the issue of the number of parking spots per sq feet, etc.), so some of this was already happening. Rusch and Anthony said they welcomed any suggestions and leads that people had to offer.

Turning to the resolution wording, Kamp said that the word "participant" in the original resolution was meant to refer to "employees, students, members, volunteers, and other affiliated individuals". In a couple of instances (inc. the VA), Metro had gone ahead and been flexible, where they had fewer participants though their number of employees had been more. Metro wanted to have Commission approval to have that sort of flexibility with the Program. Golden/Bergamini made a motion to give approval. The motion passed by voice vote/other.

**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 (Verbal announcements, for information only)

Maniaci invited members to the public meeting regarding the 2012 Reconstruction of Johnson Street, which was to be held Thursday, November 10th, 6-8 PM at the Presbyterian church on E. Gorham Street.

H.2. Commission member items for future agendas - None.

ADJOURNMENT

A motion was made by Schmidt, seconded by Ald. Maniaci, to Adjourn at 6:55 PM. The motion passed by voice vote/other.