



City of Madison
Meeting Minutes - Final
TRANSIT AND PARKING
COMMISSION

City of Madison
Madison, WI 53703
www.cityofmadison.com

Tuesday, May 9, 2006

5:00 PM

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

A. CALL TO ORDER

Durocher called the meeting to order at 5:07PM.

Present: Ald. Noel T. Radomski, Ald. Jed Sanborn, Carl D. Durocher, Amanda F. White, Diane L. Paoni, Tim Wong, Sharon L. McCabe, Kevin L. Hoag, Kenneth M. Streit and Duane F. Hinz

Excused: Ald. Kenneth Golden

Kenneth Streit arrived at 5:09PM.

Amanda White arrived at 5:10PM after the vote for TPC Chair.

Alder Radomski arrived at 5:17PM and Alder Sanborn arrived at 5:20PM, after the vote for TPC Vice-Chair.

B. ORGANIZATIONAL MEETING

B.1. Election of Chair and Vice-Chair

Durocher asked for nominations for the position of TPC Chair. Wong nominated Durocher, and McCabe seconded the motion.

Durocher asked three times for further nominations. None were made. Wong moved to close nominations for Chair. McCabe seconded. The motion to close nominations passed unanimously.

The motion to name Durocher Chair of the Transit and Parking Commission passed unanimously.

(Amanda White arrived at 5:10PM.)

Durocher asked for nominations for the position of Vice-Chair. Hoag nominated Tim Wong, and Paoni seconded.

Streit moved to close nominations. Wong seconded the motion. The motion passed unanimously.

The motion to name Wong Vice-Chair of the Transit and Parking Commission passed unanimously.

B.2. [03628](#)

Approval of Rules and Procedures, including regular meeting date/time (Current version attached)

Durocher proposed two changes to TPC Rules and Procedures. He suggested that Section II, Subsection K, "Voting" be amended as follows: "At any meeting

when a quorum is present, a majority of members present is required to pass a motion.” He cited an example of a meeting where the Commission had a quorum but with only a small number of members present. When a vote was taken with only three or four ayes, a question was raised whether the motion required five ayes to pass. Durocher discussed this with the City Attorney’s office, which suggested adding this clarifying language to the Rules and Procedures. With this change, when there are only five members present, three members could pass a motion.

Durocher also proposed a change to Section I, Subsection B, “Officers” as follows: “If a Chair or Vice-Chair relinquishes his/her seat on the Commission before his/her one-year term as Chair or Vice-Chair expires, the Commission shall elect an interim Chair or Vice-Chair to fulfill the term until the next annual organizational meeting. The election shall be noticed on the agenda of the meeting at which the election will be held.”

Hinz suggested that instead of saying “If a Chair or Vice-Chair relinquishes his/her seat on the Commission,” the language should say, “If the seat of Chair or Vice-Chair becomes vacant....”

Wong suggested that the language could specify, “The election shall be noticed on the next agenda prepared for the next regular meeting.”

(Alder Radomski arrived at 5:18PM.)

Streit felt that references to the timing of the election should not be included in the new language.

Streit moved, and Hoag seconded, that the Rules and Procedures should be revised to include the new language proposed by Durocher for Section II, Subsection K related to quorums and voting; and for Section I, Subsection B related to filling vacancies of Commission Chair and Vice-Chair, incorporating the specific recommendations made by Hinz.

(Alder Sanborn arrived at 5:20PM.)

The motion passed unanimously.

McCabe moved to keep the meeting date on the second Tuesday of every month at 5PM. Sanborn seconded the motion. The motion passed unanimously.

B.3. Appointments to Subcommittees

Durocher made the following appointments to subcommittees of the Transit and Parking Commission. (Please note that some Commission members currently serve on these subcommittees by virtue of Mayoral appointment and/or other affiliations, with terms determined by those appointments or affiliations.)

ADA Transit Subcommittee: Carl Durocher was reappointed.

Contracted Service Oversight Subcommittee: Carl Durocher was newly appointed to fill the vacancy left by Chris Carlsen. (Alder Jed Sanborn currently serves on this subcommittee.)

Parking Council for People with Disabilities: Because Carl Durocher moved to CSOS, this council now has a vacancy. (Duane Hinz currently serves on the council.)

Long-Range Transportation Planning Commission: (Tim Wong and Amanda White currently serve on this commission.)

Mid-State Street Parking and Mixed Use Facility Evaluation Team: (Kevin Hoag and Kenneth Streit had previously served on this subcommittee. The TPC Recording Secretary has learned since the meeting, that this subcommittee dissolved in November 2004.)

State Street Design Project Oversight Committee: Kenneth Streit was reappointed.

Joint Southeast Campus Area Committee: (Kevin Hoag currently serves on this committee.)

C. APPROVAL OF MINUTES -- 4.11.06

Wong made a motion to approve the Minutes. McCabe seconded the motion. The motion passed unanimously.

D. PUBLIC COMMENT - None.

E. TRANSIT AND PARKING REPORTS

E.1. [03618](#) Parking March 2006 Revenue Report

Durocher noted that the Parking Report included quarterly information, which members might like to consider when preparing for the Parking Retreat. Bill Knobeloch then reported that there had been a slight softness in demand. He also noted that overall occupancy numbers for off-street and on-street parking for 2005 and 2006 are now contained in the report. In response to a question, Knobeloch said that revenue at the Overture Ramp seems to have slid from hourly parking over to monthly leases. He went on to say that weakness in demand in the area has contributed to a drop in usage at the State Street/Capitol ramp. He added that although people perceive that there is a lack of parking around the Capitol, in reality, lots of peak-hour parking is available at the Overture Ramp and the State Street/Capitol Ramp. It was agreed that construction on State Street is probably contributing to soft demand in the area. In response to a different inquiry, Knobeloch said that the enforcement rate (tickets issued for expired meters) had gone up a little; vacant meters had remained about the same; and the compliance rate (i.e., the rate at which people put money in meters) had remained at 82%, which is pretty good. he pointed out that Capt. Cam McLay of the Madison Police Department would be doing a survey on compliance rates as part of his 2006 enforcement measurements.

Streit made a motion to accept the report. McCabe seconded the motion. The motion passed unanimously.

Durocher suggested that the Agenda Item F.5. be taken up out of order, and the meeting proceeded to that item.

E.2. [03620](#) Metro YTD Performance Indicator Reports to TPC 5.9.06

Debo pointed out the update on Revenues by various fare types, and started her summary of the Financial Report for the quarter, about which she expressed concern. She said that three cost centers concerned her most: 1) Overtime pay, which was affected by nine retirements in December, and a shortage of drivers during the first quarter; 2) Natural gas costs, which were \$84K over budget due to high heating fuel costs; and, 3) Diesel gas costs, a big item that will be going out for bid again in June (along with the rest of the City), and will hopefully nail down a better fuel price for the year.

Debo then responded to questions. She said that the retirements were not a surprise, although typically many retirements occur in early January (due to extra retirement advantages), rather than in December. Also, Metro recruits for new drivers continuously, but the first quarter was unusual in that they weren't able to hire as many they needed from the recruitment classes. Advertising revenue is down (to 25% of budget) because Metro's ad contractor, the Meara Corporation, went out of business without advance notice. However, Metro is handling the advertising directly, with the help of a consultant, and they expect a substantial revenue increase from advertising during the rest of the year. Debo went on to say that revenues from unlimited ride passes should also go up substantially by the end of the year.

With regard to other income-generating ideas, Debo said that the TPC had never approved fully-wrapped advertising on buses, though Metro has wrapped the backs of buses for a number of years. Vending machines produce only a small amount of money. Debo said that she had worked with the City Attorney's office in drafting a charter ordinance change which would address issues related to state law that would allow advertising at all the shelters and transfer points. The proposed ordinance had been held at the Mayor's office for the past four months. Some people are concerned that the proposal would be controversial, and some alders want all the details worked out for ads around Capitol Square and State Street before introducing the ordinance resolution. She said the Mayor has indicated an interest in having the issue addressed at the new ad hoc long-range transit planning committee, where the business community could be involved in promoting the advertising. Metro has had an RFP ready to go for 5-6 months, but that this can't move forward until the Common Council approves the charter ordinance change.

In response to a request by Alder Sanborn, Debo said she would have staff gather information comparing bus advertising revenues of peer systems with Metro and develop projections for advertising revenues for the year. Alder Sanborn recommended showing the advertising revenue as a percentage of passenger or operating revenues.

Debo concluded by pointing out that YTD March ridership was up 8.3%, and that the chart related to Verona was showing a very good trend.

McCabe made a motion to accept the report. Radomski seconded the motion. The motion passed unanimously.

F. NEW BUSINESS ITEMS

- F.1. [03496](#) Authorizing the Mayor and City Clerk to enter into an agreement with Madison Area Technical College (MATC) for the continuation of provision of MATC-paid access by its students to Metro Transit fixed route and ADA paratransit services, with reimbursement to the transit utility for student trips for the period August 20, 2006 through August 18, 2007.

A motion was made by Streit, seconded by McCabe, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER

Debo noted that this represents an extension of a longstanding agreement. Debo said that the rate of \$.88, is the rate established in Metro's Fare Tariff and is the rate that was established by TPC for this current round of contracts. Debo reported that the three institutions with pending unlimited pass agreements, are now choosing to pay for actual rides taken on a quarterly basis, rather than setting ride minimums/maximums for each contract term, and paying the difference at the end of a contract. This was an option Ms. Debo offered UW, MATC, and Edgewood College in this round of negotiations. With the maturity of the contracts, the organizations felt they could live with the uncertainty of not knowing what their "maximum" trips might be. Tim Wong asked why MATC's contract doesn't cover employees. Ms. Debo indicated that the contractor determines whether employees will be covered and MATC doesn't choose to include employees in their pass program. The motion passed by acclamation.

- F.2. [03497](#) Authorizing the Mayor and City Clerk to enter into an agreement with Edgewood College for the continuation of provision of Edgewood College-paid access by its students and employees to Metro Transit fixed route and ADA paratransit services, with reimbursement to the transit utility for student and employee trips for the period August 28, 2006 through May 18, 2007.

A motion was made by McCabe, seconded by Wong, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER

Durocher pointed out that Edgewood makes their passes available to both students and employees. The motion passed by acclamation.

- F.3. [03502](#) Authorizing the Mayor and City Clerk to enter into agreement with Atlas Bus Sales for the purchase of up to sixteen (16) cutaway design transit coaches at an estimated cost of \$794,217.

A motion was made by Streit, seconded by McCabe, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER

Having seen a presentation about the new paratransit buses at the ADATS meeting, Durocher informed members that the buses are quite similar in design to the Glavals that Metro now has. "Cut-away" style means that the manufacturer cuts off the front end of a bus from one company, which includes its engine and drive train; and then fits it to the back end of a bus from another company, which contains fittings for paratransit transportation, such as wheelchair lifts and tie-downs. Debo added that Metro would take delivery of eight of the buses this year and eight next year to replace the Glavals. In response to questions, Debo said that the best they could expect paratransit buses to last would be 7 years and that is why they appear in Metro's operating budget. We don't seek bonded debt for the local share of equipment that lasts less than 10 years. However federal funding will cover 80% of the cost. Our transit buses last 12-16 years. Debo also said that, unfortunately, there's a limited choice of paratransit buses on the market, without much in the way of improved fuel efficiency. Debo went on to say that the cost for the buses would be coming in well below budget, which had been set at \$1.28 million. With the cost of each bus at \$50K, the total cost for all 16 buses would actually be about \$800K. That will help our operating budget considerably this year. The motion passed by acclamation.

Please note:

Roll Call is reported here to show that Wong was present for all discussion related to Agenda Item F.4., but was excused from the meeting for a short time when the final voice vote was taken on Item F.4.

Present: Ald. Noel T. Radomski, Ald. Jed Sanborn, Carl D. Durocher, Amanda F. White, Diane L. Paoni, Sharon L. McCabe, Kevin L. Hoag, Kenneth M. Streit and Duane F. Hinz

Excused: Ald. Kenneth Golden and Tim Wong

F.4. [03552](#)

SUBSTITUTE - Authorizing the Mayor and City Clerk to enter into agreement with Gillig Corporation for the purchase of five (5) hybrid diesel-electric coaches at an estimated cost of \$2,500,000, and authorizing the Transit General Manager to accept the assignment of coaches from CityBus of Greater Lafayette.

RECOMMEND to add new language as shown in the final paragraph.

A motion was made by Hoag, seconded by Ald. Radomski, to RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER RECOMMEND to add new language as shown in the final paragraph of the substitute.

Debo provided some background on this purchase. Four years ago when Metro began looking at purchasing new buses, a committee composed of TPC and BOE members was formed to work with staff to investigate the possibility of purchasing hybrid diesel-electric buses. After looking at pilot programs around the U.S., the committee determined that the technology wasn't yet quite what they'd hoped, and it was decided to defer purchase of hybrids for a while. So Metro went out to bid for the delivery of 45 standard diesel buses.

Now, Metro is in a position to purchase new buses again and there is renewed interest in purchasing some hybrids. When Metro went through the capital budget process last year, they built in funding from local borrowing (20% of the cost of purchasing the hybrids) and set aside funding from federal grants (80% of the cost) for the purchase of five hybrid diesel-electrics. This technology has been well-tested now and has a proven track record. Transit systems have started placing big orders for hybrids and Metro has been watching for opportunities to piggyback onto these orders. In its search, Metro found that buses being purchased by CityBus of Greater Lafayette have features we are interested in, including the power system we prefer. Piggybacking on the purchase will not only offer the opportunity to get a better price, but it will also speed up delivery, so that Metro could take possession of the buses in 11 months (rather than 18 months). Debo added that the attractive design of the hybrids combined with an exciting color scheme should make them stand out to people. White noted that the hybrids offered a great advertising revenue opportunity, especially with the possibility of business sponsorships. Debo indicated she agreed and has been formulating some plans in this regard.

Responding to questions, Debo stated that manufacturers like Gillig are encouraging transit systems going out to bid to offer opportunities for purchasing options like the one between CityBus and Metro. While noting that the estimated price of each hybrid is \$500K, Debo said she expected the final price to be lower once the final details of the order are settled. Standard coaches cost about \$300K. The hybrids will have a lifetime similar to standard diesels of 12 to 16 years. However they will use 25% less diesel fuel than a standard diesel, and the cost of engine repair, brakes, and other equipment are expected to be substantially less during the lifetime of the buses. The resulting savings in the operating budget should cover the local share (20%) of the investment; but the remainder (80%) of the purchase cost - beyond the cost of a standard bus - is not expected to be recovered. Debo added that the hybrids should create good will in the community and they are very environmentally friendly. When asked why more hybrids were not being purchased, Debo replied that Metro doesn't have the money to do so, and the City's capital budget committee had approved purchase of only five.

Alder Sanborn said that he would propose an amendment to the resolution to require Metro to track such things as fuel consumption, maintenance costs, etc. for these buses; and to track 5 of the new standard diesel buses as well, to make a comparison between the two.

Hoag spoke to his motion. He said that because of his background and

experience on the UW campus in the area of hybrid vehicles, he is very excited and supportive of the purchase. He said that the purchase probably couldn't be justified strictly on a fiscal basis. The technology for hybrid vehicles has matured to the point where a lot of cities are getting into the idea, and it would be appropriate to gather data as to how well these hybrids perform. However, some of the benefits that probably can't be measured include additional marketing opportunities, getting more people to ride the bus because of the hybrids, and generally stirring up excitement in the community. Hoag said he would like to see some specific effort put into PR strategies, to "make a splash" with the hybrids. He went on to point out how the hybrids should address the ongoing conflict on State Street between buses and sidewalk businesses. These hybrids will be able to shut off the diesel smell and noise on State Street, which will enhance the ambience at sidewalk cafes and shops along the route. When hybrid engines run, they run more efficiently, and when their engines are turned off, they produce no emissions. They are quieter. Noting the Mayor's support of the Kyoto Agreement and Madison's reputation for being a progressive, environmental city, Hoag concluded by saying how the hybrids will promote these ideas.

Alder Sanborn then offered a friendly amendment to the resolution as follows: "Let it also be resolved that Madison Metro staff shall track fuel usage, miles, and maintenance costs (including batteries) for the hybrid buses and for five comparably aged standard diesel buses." (Please note: This was added as the final paragraph of the resolution.)

In further discussion, members talked about potential health benefits, advertising revenue, and surveys to see if hybrids attract more riders. Most hoped that data collected about the hybrids would help justify the additional purchase price of hybrids, especially in light of ongoing budget constraints and cost-saving measures like route restructure.

Wong left the meeting briefly at 6:50PM.

Alder Sanborn concluded the discussion by saying that he was excited about the purchase, and he hoped the data would show that the hybrids do save money, which would help to make them more popular and improving the likelihood of buying more. The final vote was taken to recommend the resolution, with the additional language suggested by Alder Sanborn.
The motion passed by acclamation.

Please note:

Agenda Item F.5. was taken out of order, and followed Item E.1. in actual time. Roll call is reported here to show that Wong was present during the discussion and the vote on F.5.

Present: Ald. Noel T. Radomski, Ald. Jed Sanborn, Carl D. Durocher, Amanda F. White, Diane L. Paoni, Tim Wong, Sharon L. McCabe, Kevin L. Hoag, Kenneth M. Streit and Duane F. Hinz

Excused: Ald. Kenneth Golden

- F.5. [03498](#) Authorizing the Mayor and the City Clerk to enter into an agreement with Dane County for purpose of providing funding for Medicaid Common Carrier Transportation services for Metro Transit's provision of accessible transportation for persons eligible for funding and their use of Metro services

within its service area.

A motion was made by McCabe, seconded by Ald. Radomski, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER

Durocher explained why he wanted to take the item out of order. He said that the issue involved the intricacies of health care financing, which is part of the cash stream to Metro's paratransit. He wanted to discuss the item while Nora Cashin from County Specialized Transportation was available as a resource to answer questions if necessary.

Durocher then explained that people who are Medicaid eligible, and who need transportation to medical appointments, may have that trip paid for through their Medicaid card. Right now, Metro is paid \$2.00 for each of these (paratransit) trips. However, on average, it costs Metro \$25.00 per ride. If the TPC would approve this agreement between Dane County and the City, Metro may be able to collect the full cost of providing such rides. The County would designate Metro a "common carrier," allowing Metro to be reimbursed through Medicaid. Metro doesn't yet know who all of the eligible riders might be, but would start to identify these riders (especially riders who have recurrent medical appointments, such as kidney dialysis). The ADATS Subcommittee fully supports staff pursuing this.

In response to a question, Debo and Cashin explained that Metro is presently participating in a Medicaid waiver program, which reimburses Metro for roughly 60% of the cost of rides to employment or supported worksites, among other things, for people eligible for MAWaiver funding. The "MAWaiver" money comes out of a different funding source than the Medicaid Common Carrier funding for transportation to medical appointments being discussed in this resolution.

The proposed agreement entails an entirely new program and revenue stream, tied to Medicaid-eligible riders who are going to medical appointments that are Medicaid covered. In the past, people just scheduled their paratransit rides to these appointments and paid their \$2.00 -- which would be all that Metro got. But these particular rides are considered a Medicaid-eligible expense, and Cashin and others have long been working on ways to capture this state revenue for these rides, which they are now able to do. Medicaid will pay the entire \$25.00, and riders who are Medicaid-eligible will not pay a fare.

Debo noted that this would be a pilot program that would start out with reimbursements for paratransit rides, but could go to fixed route rides as well. She added this memorandum of agreement could eventually become a full-blown contract between Dane County and Metro. Cashin explained that Metro hadn't previously been involved in the program, because it didn't have a data collection mechanism to gather the data required by the State. Debo noted that the pilot program would begin immediately after the Common council approves the resolution.

Durocher concluded the discussion by saying that the program would reimburse for people who are already Metro-Plus eligible, who have an MA card, and who are using it to go to medical appointment. Metro will put together lists identifying the people and trips that meet all of these criteria.

The motion passed by acclamation.

At this point, the meeting proceeded to Agenda Item E.2.

G. OLD BUSINESS ITEMS

After completing Agenda Item F.4., Durocher suggested that the meeting proceed to G.2. out of agenda order, in order to accommodate people waiting to speak to that item.

Hoag and Paoni left the meeting at 6:55PM.

Present: Ald. Noel T. Radomski, Ald. Jed Sanborn, Carl D. Durocher, Amanda F. White, Tim Wong, Sharon L. McCabe, Kenneth M. Streit and Duane F. Hinz

Excused: Ald. Kenneth Golden, Diane L. Paoni and Kevin L. Hoag

G.1. Finalize plans for the Parking Retreat scheduled for Tuesday, May 30, 2006.

Durocher and Knobloch discussed plans for the Parking Retreat. To avoid getting locked into an agenda, the retreat will probably start out with a discussion about what members would like to get out of the retreat. Durocher expressed the hope that people would look at "big picture" items, such as marketing and transportation modalities. He stated that rather than including others in this planning who may have their own agendas, he preferred to allow TPC to set its own course. He felt the timing for the retreat was good, with the TPC having just held its organizational meeting.

G.2. [03199](#)

SECOND SUBSTITUTE - Amending Sections 12.031(1) and (3), 12.761(2) and (3), 12.762, 12.138(3)(f), (5), (6), (7), (8)(a), 10(b) and (c), and 3.51(3), (9) and (10) to change references to "Parking Manager" or "Director of Transportation" to "City Traffic Engineer and Parking Manager", amending Section 12.132(522) and repealing Section 12.137(240) to accommodate new parking meter zones, amending Sections 12.142 and 12.1425 to implement rate increases for meter hoods and to update the meter hood procedure; amending Section 12.145 to clarify the expired meter parking violation, increase parking meter rates, and create a new violation of No Street Vending from a Parking Meter, amending Sections 1.08(3)(a) and 1.08(4) of the Madison General Ordinances to make an editorial correction, create a new bail deposit and authorize enforcement of the new violation, amending Sections 12.144, 12.146 and 12.147 to change references to "coins" to "payment", amending Section 12.1495 to update street locations listed in that parking meter zone, repealing Section 12.150 to eliminate obsolete language, amending Sections 12.1505, 12.151 and 12.1515 to add 25 minute parking to certain meter zones, amending various Subsections of Section 12.1515 to update street locations listed in that parking meter zone, creating Sections 12.1516, 12.1517 and 12.1518 to establish three new combination parking meter zones, and amending Section 12.152 to add new Section 12.1516, 12.1517 and 12.1518 to the list of applicable penalties.

RECOMMEND RETAINING CURRENT METER ENFORCEMENT HOURS, AND INCREASING HOURLY METER RATES FROM \$1.00 TO \$1.25 DURING CURRENT HOURS

A motion was made by Ald. Radomski, seconded by McCabe, to RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER RECOMMEND RETAINING CURRENT METER ENFORCEMENT HOURS, AND INCREASING HOURLY METER RATES FROM \$1.00 TO \$1.25 DURING CURRENT HOURS.

Durocher introduced members of the public who registered to speak, as follows.

Scott Thornton, current resident of Jenifer Street and former downtown resident of Mansion Hill, opposed the new meter enforcement hours; and supported Alder Verveer's amendment to retain current meter enforcement hours, and increase hourly meter rates to \$1.25. Thornton emphasized how important metered parking is to downtown residents, who cannot easily find parking at night. He felt that 8AM is a good time to start enforcement for residents, because it gives them enough time to get up and plug the meter or move their cars. He noted that not all downtown residents live in condos with parking available, and many people rely entirely on street parking. He added that business would probably be hurt by the new enforcement hours also, because people will probably wait to come downtown later.

Rosemary Lee stated that she didn't own car, but that she has lived downtown for 38 years. She said that she was a big supporter of downtown business, which was why she opposed the new enforcement hours of 7AM to 7PM. She had talked to small business and restaurants owners, who are certain that people who drive through the Isthmus to and from work, will not stop if they cannot have free parking after 6PM. She noted that restaurants and their pre-Overture customers would be adversely affected. She also felt the new hours would hurt downtown residents with cars who do not have parking available. She wondered if there wouldn't be additional costs involved in enforcing the new hours as well. But most of all, she expressed concern that the City should do all it can to support its downtown businesses, especially with the Condo movement, the new Overture Center and the Madison Museum of Contemporary Art attracting more people downtown.

Wong returned to the meeting at 7PM.

Mary Carbine, Executive Director of Madison's Central Business Improvement District, which represents the businesses and property owners on State Street and the Capitol Square. She said that the organization's Board passed a resolution opposing the new extended enforcement hours, which would have a negative effect on downtown businesses many of whom rely on customers to come after 6PM. Also, this change would add to the perception that it's inconvenient to come and park downtown. She said her group also sympathized with downtown residents who would have to move their cars by 7AM rather than 8AM. She said that the Board understood the need for additional revenue, and would not oppose an alternate measure to increase hourly meter rates to \$1.25 per hour during current hours. Carbine concluded by saying that the Board's priorities for parking are quantity and convenience, as well as marketing parking so that people can find it easily; and the Board stands ready to assist the City in this regard.

Durocher noted that the next registrant, Susan Schmitz of Downtown Madison, Inc., did not wish to speak, but had registered her support for Alder Verveer's substitute, which would retain current meter enforcement hours and increase

hourly meter rates to \$1.25. Durocher noted that Mary Lang Sollinger had indicated that she did not wish to speak, but had likewise registered in opposition to extended meter enforcement hours of 7AM to 7PM.

Durocher then announced that Alder Verveer of the 4th Aldermanic District had registered to speak, in support of the proposal, but with an amendment. Alder Verveer began by explaining that he had asked that the proposal be referred back to the Commission from the Common Council because of public testimony around the issue. As a result of testimony, both he and Alder Golden felt that the issue should come back to the Commission.

Alder Verveer stated that the proposal to extend on-street parking meter enforcement hours from 7AM to 7PM was at issue. He recalled how the Commission had decided at its December meeting, to extend enforcement hours and to increase hourly meter rates from \$1.00 to \$1.10, rather than to \$1.25. He explained that his substitute would retain current on-street meter enforcement hours of 8AM to 6PM. But, he went on to explain, in the spirit of a revenue neutral compromise and accepting fully staff's opinion that additional revenue is needed to replace Government-East ramp and to possibly build a mid-State Street ramp, he (though not hugely enthusiastic about it) proposed increasing hourly on-street meter rates from \$1.00 to \$1.25.

He expressed surprise at how much concern people articulated since the issue of extended enforcement hours came up. He pointed out the votes by the Board of the Central Business Improvement District and of the Downtown Coordinating Committee to oppose the proposal because they felt extended enforcement hours especially at the end of the day, would have a chilling effect on downtown business. He had also heard from a lot of folks who said the extended hours would be a big deal to them, and they wouldn't come downtown as much. But most people said that they could live with an increase in hourly rates. Alder Verveer felt that the compromise might be palatable to staff and to Commission members, considering its revenue-neutral aspect. He further noted how expired meter tickets had been raised to \$20 (from \$10) and that these longer enforcement hours would have been a double-whammy for downtown residents.

After some clarification about language in his amendment, Verveer responded to questions. He said that while business folks were not hugely enthusiastic about raising hourly rates as a compromise, they could live with the increases if there will be more ramps built and more parking available as a result of the additional revenues. He added that there seems to be a widespread belief that hours of enforcement means more to people than extra hourly costs.

Hinz commented that the general purpose of parking meters has been to provide turnover, to maintain open spaces and convenience for people who are looking for parking. As a result, if businesses don't need such turnover, he could support Verveer's amendment. He suggested that maybe in the future, hours could be extended in certain areas where businesses need turnover.

In response to a question about potential long-term losses in revenue, Knobloch said that Alder Verveer's amendment represented a financial "wash" at this point in time. He added that the hourly increase at meters will likely produce a short-term reduction in demand, though in the long run, the additional \$.15/hour probably won't have a big impact. In terms of future parking projects and the need for additional revenues, he stated that there would need to be five more

increases over the next ten years, and the Commission will continue to face the choice of extending hours or increasing rates. He said that while he wasn't concerned about the impact of increased hourly rates in Alder Verveer's current proposal, he was concerned about future increases.

Streit talked about his experience with meters in other cities where meters were enforced from 8AM to 9PM, because this encouraged turnover. He said that businesses wouldn't have it any other way because these hours discourage people from "camping out" in spaces. He said that while we might speculate that day parkers won't be bothered by the proposed hourly increase, he felt that day parkers would simply see this as a \$.50 increase for 2 hours of parking. He added that he doesn't come downtown at night because he has had difficulty finding any after 6:30PM. People had already taken the spots and were camping out. From these perspectives, a case could be made against the amendment.

Knobeloch noted that Milwaukee enforces meters from 8AM to 9PM; and the UW had different enforcement times for meters in different locations with some meters enforced until 10PM. He pointed out that on-street meters are a minority of parking available (1,200 spaces), which are usually all taken by 6:30PM. By contrast, there are 4000 spaces available at ramps and lots, which are enforced 24 hours a day.

In response to a question about the possibility of extending enforcement hours in the future to raise needed revenue, Carbine said that her group would like to see the perception about downtown parking changed. They would like to see efforts to improve marketing to help folks find parking more easily; and to install new devices (to allow people to swipe cards rather than plug quarters), which would help make downtown parking more attractive and convenient.

McCabe concluded discussion by saying that she would like to minimize the perception that parking downtown is inconvenient, and if Alder Verveer's amendment reflects what people would prefer, she supports it.

The motion passed by acclamation.

The meeting then proceeded to Agenda Item G.1., followed by Agenda Item G.3. through to the end of the agenda.

G.3. [03625](#)

Metro Status Report: West/South Route Restructure

Debo noted that there were updates at their places with further input from recent Listening Sessions. She said that the Commission would receive further updates before the May 22nd hearing. She noted that Metro typically implements changes when school begins, in this case, on August 27, 2006. She added that approximately \$500K would be saved through the efficiencies contained in the proposal. Pamphlets outlining the restructure have been going out to the community through the mail and through Rider Alerts.

Wong moved to accept the report. White seconded the motion. The motion passed unanimously.

G.4. [03630](#)

Transit Updates: future West Towne Mall bus stop; Capitol Square bus stop boardings/alightings; update on surveys conducted in Madison neighborhoods,

Cross Plains, Oregon/Stoughton

Debo reviewed the lay-out of the new bus stop at West Towne Mall, which she felt could serve as a model for other transit systems. She pointed out diagrams showing what the Mall will be providing: the boarding area including the shelter, bench, lighting; and the "walk area" for pedestrians so that passengers won't have to dodge vehicles in the parking lot. The route through the Mall will allow buses to be in and out of the Mall very quickly. The new bus stop and its amenities will be ready by fall.

Debo discussed the information about boardings and alightings on Capitol Square. She said that this data supported staff recommendations as to where four new shelters are most needed. She noted that there is a possibility for a fifth new shelter in front of Walgreen's, because TIF money might be found for this. She posed the question that the Commission needs to answer: Should there be four or five new shelters and two or three old ones; or should there just be new shelters at the major stops? She said that some people have argued that having only four (or five) new shelters would better enhance other improvements that are being made around the Square. In response to questions, Debo said that the new shelters would cost around \$70K, and would be similar in appearance to new shelter on State Street.

Durocher and Debo recommended that the commission discuss this further at their June meeting, and to add an item to the agenda to do so.

Debo pointed out the information that had been distributed to members about the surveys of the four Madison neighborhoods not currently served by Metro (Blackhawk, High Point, Cross Country, Siggelkow). Metro reviewed the survey data when it came in to assess whether any immediate changes could be made without significant cost in the fall when other changes were proposed, but none popped out of the survey data. She said that a proposal could be included in Metro's supplemental budget to address an area or areas where there were most indications of interest.

Durocher invited a member of the public, Margaret Bergamini of ASM-UW student government, to speak to this item. Bergamini asked how many surveys were mailed out; and of those, how many people responded? She noted that without this information, it would be very hard to analyze the data. Debo agreed and said that this information would be included in future reports.

Debo said that members would find survey summaries for Cross Plains and Oregon/Stoughton at their places.

McCabe moved to accept the Transit updates. Wong seconded the motion. The motion passed unanimously.

G.5. [03632](#)

Transit: 2006 Strategic Annual Plan with updates from Planning Retreat

Debo pointed out that the updates in the plan from Retreat discussions had been printed in bold. She said she wanted to emphasize the importance of commissioners specific involvement in the items listed at the end of the 2006 Strategic Annual Plan as they, as policy-makers, are in a position to obtain those goals.

Wong moved to adopt the Strategic Annual Plan. McCabe seconded the motion. The motion passed unanimously.

H. REPORTS OF OTHER COMMISSIONS/COMMITTEES/AD HOC GROUPS (for information only)

Wong moved to accept all the reports for Agenda Items H.1. through H.7. McCabe seconded the motion. The motion passed unanimously.

- H.1. ADA Transit Subcommittee (Draft minutes not finalized)
- H.2. Contracted Service Oversight Subcommittee (No April meeting)
- H.3. Parking Council for People with Disabilities (March meeting minutes attached)
- H.4. Long-Range Transportation Planning Commission (March & April meeting minutes attached)
- H.5. Mid-State Street Parking & Mixed Use Facility Evaluation Team
- H.6. State Street Design Project Oversight Committee
- H.7. Joint Southeast Campus Area Committee

I. GENERAL DISCUSSION ITEMS

I.1. General announcements by Chair:

a. The TPC will hold a public hearing on Metro Transit Bus Route Restructure on Monday, May 22, 2006, starting at 5:30PM in the Parks Department Conference Room, Suite 120 of the Madison Municipal Building. An information (Q&A) session will be held in advance of the Public Hearing at 4:30pm.

b. The TPC will hold its Parking Retreat on Tuesday, May 30, 2006, from 5:00PM to 9:30PM at Room K, Monona Terrace Convention Center.

I.2. Commission member items for future agendas

None.

ADJOURNMENT

The meeting adjourned at 8:18PM.