



**City of Madison**  
**Meeting Minutes - Approved**  
**TRANSIT AND PARKING COMMISSION**

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

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Thursday, November 8, 2007

5:00 PM

215 Martin Luther King, Jr. Blvd.  
Room 100, Transportation Conference Room  
Madison Municipal Building

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**A. CALL TO ORDER / ROLL CALL**

The meeting was called to order at 5:01 PM.

**Present:** 9 -

Robbie Webber; Jed Sanborn; Carl D. Durocher; Amanda F. White; Gary Poulson; Sharon L. McCabe; Kevin L. Hoag; Kenneth M. Streit and Duane F. Hinz

**Absent:** 2 -

Brian L. Solomon and Tim Wong

Wong arrived at 5:08 PM, and Solomon arrived at 5:20 PM, after the Minutes were approved.

**B. APPROVAL OF MINUTES - 10/11/07 Meeting**

A motion was made by Poulson, seconded by Streit, to Approve the Minutes. The motion passed by voice vote/other.

**C. PUBLIC COMMENT - None.**

**D. TRANSIT AND PARKING REPORTS**

**D.1. [07910](#)** Parking: September 2007 Revenue & October Activity Report - TPC 11.8.07

Knobeloch noted the following items:

- Revenues: 7.7% increase over 2006 due to rate increases, and 3.8% over budget.
- Average weekday occupancy -- September 2006 vs. September 2007: Cap Sq North 52% vs. 55%; Overture 57% vs. 46%; Gov East 86% vs. 92% (too busy) State St Campus 74% vs. 78%; State St Cap 73% vs. 75%; Brayton Lot 94% for both years; Off street YTD 67% vs. 64% (down a little); On-street YTD 65% for both years.
- Buckeye Lot: averaged 66% (35 parkers) vs. 52% (28 parkers)
- Waiting list (i.e., latent demand) 11/1/06 vs. 11/1/07: Cap Sq North 36 vs. 110; Gov East 62 vs. 152; Overture 0 vs. 19; State St Cap 19 vs. 33; Total (excluding duplicate names) 100 vs. 234.

[Wong arrived at this point in the meeting, at 5:08 PM.]

- Revenues -- actual vs. budget: Total revenue about 3.8% over budget; with Gov East 17% (\$140 K) over budget, due to higher rates; Cap Sq meters 39% over budget; Monroe Street 82.5% over budget; Meter hoods 40% over budget.

- Revenues -- YTD 2006 vs. 2007: RP3 permits \$86K vs. \$80.7K (dropped from 4,096 permits to 3,846); GE up 15%; Brayton up 12%, State St Cap meters up 35%, Cap Square meters up 31%; Meter hoods up 114%.
- Average weekday occupancy -- September 2006 vs. September 2007: Brayton 94% for both years; Buckeye 70% vs. 72% (about even), Cap Sq North 52% vs. 55%; Gov East 86% vs. 92%; Overture 57% vs. 46%; State St Campus 74% vs. 78%; State St Cap 73% vs. 75%; Except for Overture, ramps are doing well.

[Solomon arrived at this point in meeting, at 5:20 PM.]

Looking at occupancy for July-Aug-Sept 2006 vs. 2007: On-street meters 60%, 62%, 60% vs. 65%, 70%, 67%; City lots 82%, 91%, 88% vs. 83%, 85%, 90%; Ramps 66%, 66%, 77% vs. 63%, 66%, 78%; Total for streets, lots and ramps 65%, 67%, 74% vs. 64%, 68%, 76%.

In response to questions, Knobeloch said he thought more people were coming downtown; men's basketball and hockey at Kohl Center affected campus ramps; occupancies hadn't changed much since rate increases, since other private parking places were charging more. He said that if expenses/revenues stayed the same, Parking would be able to put Gov East underground and have something else built above.

Durocher noted that for strictly informational reports, no action was needed. By motion of Poulson/Sanborn, members thanked Knobeloch for report. The motion carried, with Wong abstaining.

A Roll Call is reported here to reflect that Wong and Solomon arrived during the presentation of Agenda Item D.1., and were present for the remainder of the Agenda.

Present: 11 -

Brian L. Solomon; Robbie Webber; Jed Sanborn; Carl D. Durocher; Amanda F. White; Gary Poulson; Tim Wong; Sharon L. McCabe; Kevin L. Hoag; Kenneth M. Streit and Duane F. Hinz

D.2. [07944](#)

Metro YTD Performance Indicator Reports - TPC 11.08.07

Kamp highlighted the following items:

- Fixed route performance indicators -- YTD September 2006 vs. September 2007: Operating cost/revenue hour went up from \$97.58 to \$100.11, but operating cost/passenger trip dropped from \$3.11 to 3.01; trips/revenue hour (productivity) increased from 31.42 to 33.27; scheduled maintenance was on track; complaints were up, but so were compliments and suggestions.
- Operating statistics -- YTD September 2006 vs. September 2007: Ridership up 421K rides; services levels were comparable; road calls were up a bit.
- Ridership comparisons through September: Seven of past nine months were ahead of previous years.
- Route performance: Total ridership up 6% system wide; new Fitchburg route, Route 52, started out quite strong with 17.82 passengers/revenue hour; Middleton numbers were very strong; UW Routes 80 and 85 though down a little, were still very strong; UW Routes 81 and 82 nighttime circulators were up 44%; without UW routes, ridership was up 3.5%.
- (New report) Weekday route productivity after 8PM (Jan-Aug): 314,743 in 2006 vs. 349,976 in 2007.

- Paratransit performance indicators: YTD Ridership was up; operating cost/trip was down (from \$28.03 in 2006 to \$27.66 in 2007); no shows were in the same percentages as last year (2%); on-time performance was in 90-95% range (within federal standards).
- Operating statistics -- YTD September 2006 vs. September 2007: Ridership was up 9,027 rides in 2007.
- Passenger accidents in 2007 were weather-related.
- Ridership comparisons through September: Four of past nine months were ahead of previous years.

Ann Gullickson of Metro talked about the Customer Feedback Report for Jan-June, 2004 through 2007. Noting that the highest number of compliments was reported in 2007, she said that a fair number of the types of complaints on fixed routes were things that could be controlled, and gave a quick summary of what Metro was doing to address these "controllable" situations. She mentioned that Metro was working to restructure its supervisory staff, so there would be three "Senior" Supervisors reporting to the Operations Unit Manager, with the other Supervisors and 300 drivers organized into three groups each assigned to one of the Senior Supervisors. The hope was to create more efficient lines of communication. In response to a question, Gullickson said there would be more people to handle frontline issues, and union stewards would have access to a broader group of people (rather than the Unit Manager only).

Members and staff discussed specific types of complaints, and what they might represent in terms of who made them and why. People expressed concern about the increased number in 2007 of complaints about a running red light, and said they had observed more instances of this as well. Staff said that it's possible to track issues like this back to specific drivers, with whom they are discussed. Kamp noted that this particular complaint might indicate that some schedules are too tight, and perhaps a service change is needed, which wouldn't necessarily make things more efficient but which would address the issue. He also said that Metro was conducting refresher training, which focused on problem driving patterns.

Durocher commented that he regretted not having looked at this information sooner because it was a really good starting point for making improvements; and could be taken to the Systems Improvement Subcommittee of the Long-Range Metro Transit Planning Committee.

Turning to the Metro Financial Performance Report, Kamp said the figures looked favorable for Metro to end the year with a surplus (due in part to the fixed price on diesel fuel). Andrew Probst from Metro's Finance Unit noted that there was \$400K reimbursement included in the federal assistance total shown in the report.

Responding to questions and comments, Kamp said that Metro would follow up last month's report on the hybrids with future reports on a quarterly basis. He also said that he would look into concerns that there were not enough stanchions for shorter people to hold onto on the UW hybrids (specially designed with peripheral seating). On a positive note, he had heard lots of compliments that the hybrids were noticeably quieter. Regarding the expected surplus, Kamp said that Metro was talking to the Comptroller about the possibility of using some of it to build the contingency fund back up. He also discussed the unusual market for diesel fuel; the pros/cons of locking into a year's contracts vs. buying load to

load. He said Metro was working with Fleet Services and Purchasing on this.

By motion of Streit/Poulson, members thanked Kamp for his report. The motion carried.

**E. OLD BUSINESS ITEMS - None.**

**F. NEW BUSINESS ITEMS**

**F.1. [07827](#)**

Authorizing the City Traffic Engineer and Parking Manager (or designee) to enter into "Coupon Agreements" and other agreements with individuals, businesses and organizations to allow alternative payment methods for parking in City Parking Facilities.

**Knobeloch explained that the proposed resolution was the result of a Common Council resolution, which now required department/division heads to go through the Council when making contracts. Previously, the Parking Manager could sign these coupon agreements without going through the Council. The proposal would (once again) allow Knobeloch, the Parking Operations Manager, or David Dryer, the City Traffic Engineer, enter into these agreements without going through the Council.**

**Under coupon agreements, individuals, businesses, and organizations pay the existing parking rates (set by the TPC), plus 10%; and when rates change for other customers, they likewise change for customers with agreements. The coupons are either for the full cost of parking or a specific dollar amount. Parking records the use of all coupons, and invoices the party with the agreement for each vehicle that parks with one of their coupons, plus an administrative fee. All of the Criteria must be met, or the agreement must come back to TPC for approval. Coupons have no cash value; the term of the agreements can be no more than four years (due to bond covenants); and either party can terminate the agreement at any time.**

**Knobeloch concluded by saying that the proposed resolution would help expedite the coupon agreement process. Last year, it took five months to get one agreement through, and customers can't wait that long for a simple parking coupon agreement. The resolution would stop such 5-month delays, and authorize Knobeloch or Dryer to sign the agreements.**

**In response to questions, Knobeloch said that coupon users don't "take spaces away" from other users, since they pay the same rates (even event prices) as everyone else, plus 10%. He said that the purchaser/sponsor is billed after the fact for what is used; and the user of the coupon is first-come, first served. Hinz remarked that usually the parker would have parked at a certain location anyway, even without a coupon; coupons don't affect the general public. Knobeloch said that redemption rates were lower than total number of coupons distributed, usually 30-40%.**

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

- F.2. [07846](#) Authorizing the Mayor and City Clerk to enter into an agreement with Dane County to amend the 2007 contract for the purpose of providing the City with MA Waiver Community Integration Program (CIP), to offset approximately 60% of the cost of eligible paratransit trips provided by Metro Transit in calendar year 2007.

**Durocher commented that the MA waiver agreements with Dane County were ongoing; the resolutions acknowledged that many paratransit riders receive services from County; and the reimbursements from the County (under these agreements) contributed heavily to Metro's budget.**

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

- F.3. [07847](#) Authorizing the Mayor and the City Clerk to enter into an agreement with Dane County for the following purposes in the calendar year 2008: (1) providing the Transit Utility with MA waiver Community Integration Program (CIP) funding and State 85.21 funding by Dane County for the provision of paratransit services; (2) providing Dane County with State 85.20 funding by the Transit Utility for the County's provision of accessible transportation for persons unable to use the Transit Utility's paratransit services within its service area.

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

**REPORTS OF OTHER COMMITTEES -- for information only  
(Most recent meeting minutes attached, if available)**

- G. [07828](#) ADA Transit Subcommittee  
Contracted Service Oversight Subcommittee  
Parking Council for People with Disabilities  
Long-Range Transportation Planning Commission  
State Street Design Project Oversight Committee  
Joint Southeast Campus Area Committee  
Long-Range Metro Transit Planning Ad Hoc Committee  
Ad Hoc Committee to Develop Parking Strategic Plan

**There were no questions or comments.**

**H. GENERAL DISCUSSION ITEMS**

**H.1. General announcements by Chair**

**Noting that there continued to be a vacancy on the Parking Council for People with Disabilities, Durocher once again asked that if anyone wanted to serve, to contact him.**

**H.2. Commission members items for future agendas**

Wong requested that the Commission discuss the idea of having a fare-free day on buses once a month. He felt such a day would need to occur on the same day every month, so people could plan ahead. Kamp and White said that the Marketing Subcommittee (of the Long-Range Metro Transit Planning Committee) was looking at this idea, and they would come back with a brief update from the Subcommittee for the next meeting. It was agreed that this discussion item would be put on the December agenda.

**ADJOURNMENT**

Sanborn/McCabe moved to adjourn at 6:50 PM.