



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.**

Tuesday, March 9, 2010

5:00 PM

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

A. CALL TO ORDER/ROLL CALL

The meeting was called to order at 5:00 PM.

Present: 9 -

Chris Schmidt; Jed Sanborn; David E. Tolmie; Amanda F. White; Gary L. Poulson; Duane F. Hinz; Susan M. Schmitz; Kenneth M. Streit and Margaret Bergamini

Absent: 1 -

Brian L. Solomon

Excused: 1 -

Sharon L. McCabe

Bergamini arrived at 5:04 PM.

B. APPROVAL OF MINUTES

A motion was made by Schmidt, seconded by White, to Approve the Minutes of the February 9, 2010 meeting. The motion passed by voice vote/other.

C. PUBLIC APPEARANCES - None.

D. TRANSIT AND PARKING MONTHLY REPORTS

D.1. [17709](#)

Parking: January 2010 Revenue and February Activity Report - TPC 03.09.10.

There were no questions related to the regular reports. However, noting some favorable press on the matter, Parking Operations Manager Bill Knobloch talked about the new Metric pay-by-space multi-space meters that were being installed:

- Six responses to the RFP were received, five presentations were made to the selection panel, inc. Parking Enforcement; Metric was chosen.
- An international operation (US, UK and Germany), Metric had been manufacturing meters/receipt printers for 30 years.
- The first group of 15 meters were being installed in 14 locations (per map attached), with two AC-powered meters at Buckeye Lot and 13 solar-powered placed elsewhere; this AC/solar ratio would be reflected throughout the entire system.
- Very miserly with power, the meters would work on a 10-watt solar panel.
- The new meters would not allow people to pay for space in tow-away zones

during peak hours, and could be programmed to prevent payments/parking in certain spaces for other special purposes as well.

- Metric had sent a large crew to help install the meters/software and train people.
- Tweaks were still needed to resolve a couple of problems with credit card acceptance and fully securing the server. However, even if a credit card didn't work at one machine, people could pay for their space at a neighboring machine; all the machines "knew" everything about the whole system and recognized all the different space numbers.
- After the bugs were resolved and the machines were tested, a press conference would be held.

When asked, Knobeloch discussed the graphic showing an estimate of revenue lost to free Dis/Vet parking in the City in 2009.

- Staff had assembled the data in response to an inquiry from "The Isthmus".
- It showed that if Dis/Vet parkers paid the going rate at their meters in the same ratio as other parkers, the additional revenue would amount to roughly \$800K.
- The report simply compared paying nothing to paying full street rates; it didn't look at revenue loss by comparing free parking to what Dis/Vet parkers might pay for less costly parking options (such as monthly permits).

Hinz said that a couple of years ago, the Parking Council for People with Disabilities had passed a resolution to look into changing state law, which required free parking for people displaying disabled hang tags/license plates. Other cities besides Madison alone would need to be involved to change the law, and a few other cities had been contacted. The Council was still working on these efforts. Bergamini suggested that the Council contact the UW. Hinz also mentioned that a group, which met at the Hill Farms State Office Building to talk about parking for the disabled, had discussed this particular issue.

Hinz/Schmitz made a motion to receive the report. The motion passed by voice vote/other.

D.2. [17710](#)

Metro YTD Performance Indicator Reports - TPC 03.09.10.

There were no questions regarding the report. However, Transit General Manager Chuck Kamp told members that the report was short this month because Metro was in the process of changing its data collection for fixed route ridership, from providing collective ridership for interlined routes to reporting specific ridership for each route.

White/Tolmie made a motion to receive the report. The motion passed by voice vote/other.

E. NEW BUSINESS ITEMS

E.1. [17711](#)

Parking: Proposed changes to monthly parking permit administrative rules - TPC 03.09.10.

Knobeloch pointed out the current rules for permit parking (as shown in his March 3, 2010 memo to the Commission, attached), and made the following remarks:

- Some businesses had gotten around the current five-pass limit/business, by

buying additional individual passes.

- Eighty percent of the 500 current permit holders were either businesses or non-residents; fewer residents bought permits because they lived in the city, and didn't need a permit or used other transportation.
- It was hard to sell permits at Overture (where sales were needed) because of its early 6 PM exit time (vs. 10 PM at all other ramps); people weren't done with their work or errands.
- Current rules restricted Knobeloch's ability to quickly respond to special requests from businesses which sometimes needed speedy decisions.
- Last summer, when the MPD needed a limited number of spaces for a limited time, Parking managed to get approval from the TPC and CC, but just in the nick of time.
- Parking had issued only four 24/7 passes, but was on the brink of selling many more, which would help condo owners especially.
- With the downturn in the economy, Parking's occupancy rates were lower.
- With fewer tenants in their buildings and poor utilization of their parking facilities, private garages were offering more monthly parking, which was easier and less expensive to provide than hourly parking.
- Some privates had started offering PM and weekend parking at rates lower than Parking's, beginning earlier in the day, which might eventually induce people to move their cars.

Knobeloch then reviewed the proposed changes to the administrative rules shown in his memo, and made these comments:

- Any individual or business could buy any number of monthly passes, up to 44; 45+ spaces would constitute a lease.
- Per the City Attorney's Office, the number of monthly passes would not impact bond covenants.
- Gov East now had 22 vacancies, all of which a single business or individual could purchase, under the new rules.
- Wilson Lot had a waiting list of 27, Cap Sq North had 32, while Overture had 12.
- Knobeloch had just received a request from a business for 31 passes at Overture at the full price of \$124/space. If the proposed changes were approved, Parking would first offer spaces to those on the waiting list, and would then offer them to the business requesting 31 passes for their employees, many of whom would be first-time parkers.
- Parking would develop rates for 24/7 premium passes at all the facilities (exc. Cap Sq North, which already had one), and come to TPC for approval of them.
- A 6 PM exit time at Overture was originally set up to ensure that the ramp would be virtually empty for nighttime events; and certainly some spaces would be occupied on event nights if the exit time were changed to 10 PM. However, the facility would be more fully utilized overall.
- While the number of events at the Overture and downtown had remained about the same, the number of parkers during these events had gone down and it wasn't clear why (possibly people were using other types of transportation or competitors' facilities).
- Because of this trend, the impact of changing the exit time would be negligible for event parkers, but would likely be welcomed by permit parkers, who might like to stay later.
- While not interested in negotiating price, staff would like the ability to negotiate other terms such as starting date and ending date (Ex., the urgent request from the MPD last summer), without first getting TPC/CC approval.
- Staff would like to work with zoning and other agencies to change the

ordinances in order to make some garages available for non-parking events; for example, the Madison Scouts recently wanted to rent part of Cap Sq North on a weekend for their "World's Largest Garage Sale".

Knobeloch concluded by asking the Commission to approve the six proposed administrative rule changes for parking garages, as shown on Page 2 of his March 3, 2010 memo.

Knobeloch answered questions:

- Leases were billed (with a 10% fee) by invoice; monthly passes assigned to a business were automatically charged each month to a credit card (with no fee); both arrangements involved a signed agreement.
- With monthly passes, either party could get out of the agreement in 30 days.
- As a result, staff would be able to evaluate/respond quickly to potential conflicts between event and monthly parking at Overture.
- It was unlikely that permit parking would be suspended during events.
- Like Cap Sq North, any new 24/7 premium passes would be set up on a monthly basis.
- The premium pass (@ \$202) that had previously been approved for Cap Sq North, had not yet been implemented because the new ZEAG equipment/software was still being set up.
- Creation of and rates for new 24/7 passes at any of the facilities would have to be approved by the TPC.
- Both regular monthly passes (with 10 PM exit times) and 24/7 passes (if approved by TPC) could be offered at any of the ramps.
- The 10 PM exit time for monthly pass holders had been in place for years; and though gates were not dropped at 10 PM to enforce the time limit, pass holders who stayed past 10 PM could be given notices to remind them of the limit.

Initially, Hinz/Schmitz made a motion to have Parking staff prepare specific rate proposals to implement the rule changes; but after some further information from Knobeloch, the motion was withdrawn. Knobeloch talked about the individual items on the list of proposed changes, which were administrative and non-rate related; and concluded by requesting that the Commission approve the proposals as presented.

Hinz/Schmitz made a motion to approve the request made by the Parking Operations Manager in his March 3, 2010 memo, under the heading, "Proposed Parking Garage Administrative Rule Changes to Improve Operations" (i.e., Items 1-6). Schmitz thought the rule changes would be a great help to the public because they would allow the Utility to respond more quickly and flexibly to customers. The motion passed by voice vote/other.

E.2. [17712](#)

Update on the progress of the RTA - Bill Schaefer, MPO - TPC 03.09.10.

Bill Schaefer of the Madison Metropolitan Planning Organization (MPO) presented an update on the Transit Development Plan (TDP), specifically work on transit service scenarios for the RTA, as follows:

- The TDP is a strategic plan that serves as a transit service improvement and budgeting guide, which is prepared in collaboration with Metro, about every five years.
- When it became apparent last summer that the creation of a Dane County regional transit authority was likely, the scope of the TDP effort was expanded

to include some service and financial scenarios for consideration by the RTA.

- The advisory committee (which included Poulson as the rep for the TPC) was expanded to include staff representatives from surrounding communities that have limited or no Metro service.
- In developing an outline of some conceptual service scenarios, the group came up with three scenarios, which were being fleshed out by staff.
- The first scenario looked at bus service improvements that added local service and limited-stop express service.
- It also looked at demand-response service improvements that included paratransit, and for peripheral areas where fixed route service might not be appropriate, shared-ride taxi service (such as the publicly subsidized services in Sun Prairie and Stoughton), and hybrid models (such as the service in Monona, which operated on a general route but also picked up individual riders).
- The second scenario would add some bus rapid transit service.
- The third scenario looked at rail service, which could be the adopted 2020 recommendation or some variation on that.
- Staff efforts had mainly focused on bus service improvements, the foundation for the other improvements, and had not yet begun working on the rail scenario.
- Metro staff had taken more of the lead on bus service improvements within areas that already have service.
- MPO staff had taken more of the lead on service for suburban communities.
- Dane County staff had taken the lead on improvements to specialized transportation services that Dane County Human Services Department administered.

Schaefer said he would return to give a more detailed presentation as staff got further along with the first scenario. By expanding, the advisory committee had begun receiving good feedback from the reps of such groups as the transit commissions of Fitchburg and Sun Prairie, and would welcome feedback from TPC members as well. Schaefer invited members to sign up to receive electronic materials of the TDP advisory committee.

Schaefer concluded by saying that the group's purpose was to provide this info to the new RTA Board to help them develop a plan for transit service improvements that could be taken to the voters in a referendum. A schedule for this was yet to be determined; the Board had just met for the first time. Beyond this, the committee's work would be valuable for a TDP, in determining service needs and setting priorities for Metro even within typical financial circumstances.

Schaefer answered questions, as follows:

- Work on the scenarios included capital/operating cost estimates for the various alternatives (Ex. expansion of the bus garage or additional bus purchases).
- The level of detail in cost estimates for the longer-term BRT and rail options would be more limited; they would not re-do the New Start's process and Transport 2020's work as part of this.
- The most detail would be provided for bus service improvements.

Bergamini was concerned about overlap among the various transit groups when it came to figuring out costs, especially related to the more immediate expansion of bus service, perhaps the weakest link in the info and yet what the

Commission most closely needed to evaluate. She wanted info from all the groups synthesized so that the Commission would have as good an estimate of operating cost as possible, as Madison Metro went forward with its planning.

Schaefer said that the info would be synthesized, but the level of detail would be less than that provided when Metro made route changes. The scenarios being prepared for the RTA and the referendum were more conceptual, an initial step to show voters what service improvements might be possible if additional funding were available and what some of the trade-offs might be. If the referendum passed, much more detail and planning would be done before implementing any service improvements.

Poulson said the TDP could be the basis for the efforts of the RTA in crafting a referendum and presenting a plan. A member of the new RTA Board, Schmitz said that at its first meeting, officers were elected as follows: Dick Wagner, Chair, Mark Opitz, Vice-Chair, and Schmitz, Secretary. The Board also decided a referendum would be held, but no date was set.

Registrant and former TPC Chair Carl Durocher, 1441 Williamson Street, 53703, made the following remarks based on some questions he had heard out in the community about the RTA and its impact, particularly related to jobs and transportation options:

- The TPC was not created by the RTA and could not be disbanded by it. The Commission existed under City ordinances which charged the group with oversight of Transit and Parking Utilities. Regardless of what happened to the buses, a transit utility would still exist. Some reorganization of the commission/committee might be needed. The TPC had not been replaced.
- The only way the Commission would no longer have oversight over transit would be if the City no longer operated transit. For the RTA to take over or buy Metro, a transaction/sale of that size required a buyer with money and a willing seller, neither of which now existed. It was hard to say how things would look after a referendum.
- At this point on the road to expanded public transportation, nothing had seriously changed in terms of people's job security or what was happening with options for public transit.

E.3. [17713](#)

Metro: Possible relocation of two Capitol Square bus shelters - TPC 03.09.10.

Kamp noted that there had originally been a proposal to relocate two shelters on the Square, on Main between MLK Blvd. and King, and on Pinckney between King and E. Washington. The proposal had evolved to the possibility of moving only the shelter on Pinckney, as outlined in the info materials. Though he had heard the proposal might be withdrawn, Kamp wanted to members to be aware of it should things move forward. Schmitz informed everyone that in fact the proposal had been withdrawn but that the official letter from ULI apparently had not yet reached all the parties involved. As a result, this was a non-issue, which needed no discussion.

E.4. [17714](#)

Metro: Progress Report regarding implementation of recommendations in the Long-Range Metro Transit Planning Report.

Referring to the LRMTTP Committee Recommendation Updates distributed to members, Kamp invited Marketing Manager Mick Rusch to talk about Items 1 and 2 on the report related to customer service and marketing, as follows:

- New phone technology and recording software had been implemented at the call center.
- A 50/50 staff position for customer service/marketing had been converted to 100% customer service, and someone was hired who had a professional customer service management certification.
- This new supervisor had updated standard operating procedures; provided re-training to all the CS reps and outlined new expectations; and reviewed five calls/day/representative.
- The new phone system allowed more people to be put on hold, so customers no longer got a busy signal when they called; and recorded messages (Ex. about snow days/delays, etc.) could automatically address certain common inquiries, so that customers with other concerns could get through to the reps.
- Metro had hired a new marketing person (Peg Anthony) to oversee Metro's Commute Card Program, who was reaching out and promoting the program to small businesses.
- After only 1½ months, about 38 businesses had signed up, generating 1,000 rides in February; the program was going well and Metro expected this to continue.
- If businesses were not interested in Commute Cards, other products and services were offered, like 31-day Unlimited Ride Passes or informational presentations about Metro.
- All these marketing efforts were proving successful.

Poulson and other members were pleased with how the LRMTTP recommendations were being addressed and how well these CS and marketing efforts were going.

In terms of addressing specific LRMTTP recommendations, Kamp highlighted the following items:

- #3 - Service changes made last August were service additions not made at the expense of existing services.
- #3 - The return of Route 10 was an example of an improvement to off-peak core services, while Route 59 improved weekend service to the periphery.
- #5 - Partnerships with businesses were being better explored (via the new marketing efforts described earlier); some organizations were even promoting the Commute Cards on their websites.
- #6 - Metro was developing a TDP that focused on RTA service and funding.
- #7 - Metro had worked with the Teamsters to develop an AWOP policy; and was continuing with work on other employee cost-control efforts related to FMLA and overtime.
- #8 - Due to work on the TDP for the RTA, study of bus size and types was being deferred (to a mid-term timeline).
- #10 - Among ongoing efforts to improve bus/stop amenities, all buses now had trash receptacles.
- #18 - Metro was working with Google and the City Attorney's Office on an agreement, to provide more accessible scheduling and real-time info on its website; also, all EPIC riders would now get customized updates on buses serving them, esp. during bad weather.
- #22 - Serious work had already started on express bus service, as part of the TDP/RTA plan.
- #30 - Of some concern, Intelligent Transit systems and staffing were not adequate, but money requested in the 2010 budget to conduct a study of emerging IT needs and resources was not approved.
- #34 - BRT was part of the discussions in preparing the TDP/RTA plan.

#37 - While efforts to create a Park and Ride at the ETP were dropped, efforts to expand the Park and Ride at the NTP had started.

#39 - The budget included site analysis funding and 4-5 options were being reviewed: to expand the current E. Washington location, to move to a completely new location or to create a satellite facility, or a mix of these scenarios. Info re: site options was being prepared for the RTA, to consider how to fund a replacement bus garage. The current facility was built to house 170 buses, but now housed 200 + 20 paratransit; if 20 more buses were added, they would not fit in the current facility.

After White thanked Metro staff for the updates, staff responded to questions:

- Metro had had enough info to ask for additional IT staff in recent budgets, but had been rejected.
- Perhaps a study with an arms-length analysis and with customer feedback re: IT needs (about using cell phones, etc.) would better demonstrate the need.
- The current 2.5 FTE's was not adequate staffing to seriously upgrade finance, operations, fare box and maintenance systems.
- Maybe rather than buying an entirely new fare box system, Metro could use the money to buy refabricated boxes, and wait a few years until the RTA was fully up and running; at which point, if adequate staffing was available, such improvements as smart card technology could be considered.
- Metro planned to conduct a pilot on Route 2, to provide schedules at various stops, using weather-proof display cases for 11x17 sheets that could be updated as needed.
- While awaiting larger ITS and BRT developments, Metro was meeting regularly with TE and having general discussions about traffic control improvements (such as signalization) to help the bus system run more efficiently, but Metro had not yet presented specific proposals for review.

Please note: Streit left the meeting at 6:25 PM, before action was taken on Items E.5 and E.6.

E.5. [17543](#)

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 persons within Metro Transit's service area in the calendar year 2010.

Kamp commented that though Items E.5 and E.6. were routine annual requests, which required a high level of staff effort and coordination between the City and Dane County that was anything but routine.

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

E.6. [17544](#)

Authorizing the Mayor and City Clerk to enter into an agreement with Dane County Human Services to provide Retired Senior Volunteer Driver Escort Services for the City of Madison for the calendar year 2010.

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

**F. 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
Ad Hoc Committee to Develop Parking Strategic Plan
Low Income Bus Pass Program Committee
Madison Area Transportation Planning Board (MPO)

No action was needed on these items.

G. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS

G.1. General announcements by Chair (Verbal announcements, for information only)

Poulson thanked White for chairing the previous meeting. He also distributed copies of a letter he had received from Badger Cab, which raised some questions about a paratransit bidding process. Poulson wanted members to have the information should the issue come before the group in the future.

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

Staff noted that Keith Pollock in TE was working on a presentation related to bus stops and non-Metro buses, which could be ready by the April meeting.

ADJOURNMENT

A motion was made by White, seconded by Bergamini, to Adjourn at 6:30 PM. The motion passed by voice vote/other.