



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Amended ADA TRANSIT SUBCOMMITTEE TO THE TRANSIT AND PARKING COMM

Monday, November 23, 2009

5:10 PM 215 Martin Luther King, Jr. Blvd., Room 303 (Municipal Building)

1. CALL TO ORDER / ROLL CALL

Also present: Jeanne Brunette-Tregoning

Staff: Crystal Martin, Ann Gullickson, Ann Schroeder, Scott Mau, Mick Rusch

Guests: Keith Pollack, Karl Schulte

Ms. Brunette-Tregoning asked if anyone needed to leave early in case something required a vote or if there were agenda items that needed to be moved. She needed to leave at 6:30 PM at which time Vice-Chair Bill Tangney would take over. Lauren Anderson from the Badger Herald was present. Introductions were made including Scott Mau, Metro Customer Service Supervisor, Mick Rush, Metro Marketing and Customer Service Manager, Keith Pollock, from Madison Traffic Engineering who oversees taxi service and Karl Schulte, General Manager of Union Cab.

Present: 5 -

Chris Schmidt; William J. Tangney; Susan M. De Vos; Mary E. Jacobs and Ida W. Nathan

Absent: 2 -

Michael A. Huckaby and Kenneth M. Streit

2. APPROVAL OF MINUTES

Alder Schmidt moved approval; Ms. De Vos seconded and asked that a few misspellings of Ken Streit's name be corrected. The motion passed by voice vote/other.

3. PUBLIC COMMENT

There was no public comment.

4. [16667](#)

Locally Sponsored Sensitivity Training - Keith Pollock

- a. ADA Personnel Training Requirements
- b. Opportunity to comment and insights based on experiences

Attachments: [ADA 37.173 Training Requirements.pdf](#)

Ms. Martin said for contracted service Metro does require sensitivity training. That is regulated through the taxi licensing function. Mr. Pollock said the course is mandated by federal regulation and city ordinance. The teacher they had suddenly quit, so they were scrambling to find a replacement. Mr. Schulte had taken a class at UW-Milwaukee, and he will be providing the training for the first few months. The first class went very well. For the long term, they met with all the taxi companies and decided to develop a pool of qualified trainers. The class is offered monthly, so the instructors will rotate. The Department of Civil Rights might also be a trainer in the pool or the next regular trainer. They are still meeting to work it all out.

Ms. De Vos asked Mr. Pollock why he was talking to the Subcommittee. She was concerned that Mr. Pollock was not asking the committee questions. Ms. Martin explained that this is the opportunity to give feedback.

Ms. Nathan asked what the training includes. Mr. Schulte said the basics of what the Americans with Disabilities Act (ADA), disabilities and hidden disabilities, and what a person might need when taking transit. They can't know what equipment each company will have, but they try in the short 4 hour training to find what people need. A driver has three months to get the training or they lose their permit. So they were glad to be able to get training together quickly while looking for a more permanent solution.

Ms. Nathan asked what "hidden disability" means. Mr. Schulte said a driver doesn't always need to know everything about a person's disability, but some things might come into play to provide good transit service for someone who doesn't appear to have a disability. Mr. Tangney said he was a driver trainer at a cab company, so he would like to offer to go through the training and make suggestions if he sees little gaps.

Ms. De Vos said there is a host of issues for mainline as well. "Hidden disability" can mean different things. Many people don't give up their seats, even when someone has a white cane. Can the driver say something or be trained how to deal with that situation? Mr. Schulte said the driver could make sure everybody is aware of the situation. He isn't sure of Metro's policy. The taxi licensing training is for people driving smaller equipment. Ms. Brunette-Tregoning said it's interesting – if someone is visually impaired, they might not want that drawn to everyone's attention, so it's a sensitivity issue as to whether or not to say anything. Ms. De Vos said mainline and paratransit services are two very different issues. Perhaps today the issue is paratransit service, and we could discuss mainline at some future time.

Ms. Martin asked about feedback received so far about the class and modifications they are looking at. The first class was just last week with 13 drivers. They don't have a lot of feedback yet. The group can meet and change the curriculum as they get feedback. Advice from this group would be very welcome. Feedback from the drivers and trainers will be on-going. Previously, the training was static and the drivers didn't give feedback to the trainer after class. This group and other consumers are also welcome to provide feedback. Mr. Tangney said perhaps a follow up questionnaire a month after training would be helpful – what things did drivers wish had been included, what things did they have questions about, etc.

They want trainers at each company so they don't encounter a problem if one trainer is sick or unavailable. Also, they'd like to customize training to the Madison area. They'd also like feedback from consumers. Ms. De Vos said she works for the University of Wisconsin (UW) and during the summer there was a physical therapy course. Perhaps it would be mutually beneficial for the trainers and physical therapists to have contact. They need information this training could provide. She could provide the name of the instructor. Mr. Tangney said there is an annual award named after Jeff Erlanger. His mother used to be a professor of physical therapy at the UW. She is extremely knowledgeable and might be a good resource.

Ms. Brunette-Tregoning said we decided that we wanted a number of speakers to the Subcommittee this year. She thanked Mr. Pollack and Mr. Schulte for attending.

5. [16668](#)

Metro Call Center - Scott Mau

Mr. Rusch, Transit Marketing and Customer Service Manager, said Mr. Mau was hired in April of this year. He is a full time Customer Service Supervisor. The person in that position used to be the supervisor and also work part time on marketing. Metro's call volume is increasing, so we needed to devote a position full time to supervision. Mr. Mau's background is in customer service call centers. Metro has 40 second average hold time for calls and 85% of calls go through to the Customer Service Center. With Internet protocol (IP) phones, there is now recording software so Mr. Mau can address complaints and monitor calls. Mr. Rusch, Ms. Jennifer Bacon and Mr. Mau stagger their hours so a supervisor is present during different shifts. Customer Service Representatives (CSRs) went through re-training recently to become familiar with new procedures and Mr. Mau's expectations. They now answer the phone with a specified greeting, including their name, and they get graded on six criteria per call. They get coached on improving the handling of calls based on monitorings..

Mr. Mau is a certified customer service manager. He is amazed at the amount of information CSRs need to process mainline and paratransit calls. He monitors five calls per CSR per day. It's a good random sampling. Changes Mr. Mau has made are things common to most call centers which make the calls go more smoothly and diffuse some potentially problematic situations. Last month was the first month that for every monitored call, each CSR hit all the benchmarks and got 100%. Metro wants to improve the IP phone system in the future and get an interactive voice response (IVR) system. It would alleviate some of the call volume. The Customer Service Center gets 21,000 per month. These are all inbound calls and does not include any outgoing calls CSRs need to make. There are about 120 to 130 calls per day. Metro employs 6 full time CSRs and 5 part time CSRs. The recording feature is instrumental in the Customer Service unit. For example, if a person books a 12:30 ride and the CSR, working at a rapid pace, accidentally enters 2:30, they can look that up when the consumer and get a ride for the person right away.

Ms. De Vos asked if there were some way for a customer to input the ride right into an online form and alleviate the need for a telephone call. Mr. Rusch said

there is some ride booking ability with the IVR system. Ms. Martin said the upgrade that we recently had for IP phones allows us to record calls, but we don't have the recorded interactive menu. Metro has money in its budget for expanded IVR capabilities. Then the Subcommittee will have Mr. Mau and Mr. Rusch come back and talk about updates. We could have a recorded system that might allow a person to choose from a list of frequently scheduled rides. Also, bus stop departures can be given by entering the bus stop number and then CSRs would be free to take more calls for ride booking. Mr. Tangney asked how close Metro is to allowing customers to book their rides from home by computer. Ms. Martin said it's much more likely that people will be able to book by phone without interacting with a CSR. A lot of seniors prefer to do things by phone. More people are becoming familiar with computers. Young people are communicating almost exclusively by computer, text, etc. So different groups have different levels of comfort in different communication modes. We need to be conversant in all those modes to serve all our customers well. Mr. Mau said that recording software and IVR aren't taking the place of CSRs or supervisors; they are just additional tools that we can use.

Ms. Nathan said she had two recent experiences. At 1:20 (after the 20 minute window) she called Metro and asked about how late the driver would be. After a wait, the CSR said there wouldn't be a van for another 25 minutes. Ms. Nathan doesn't think the person really knew. In New York, the paratransit system called the consumer when the ride was going to be very late. That made a difference because if it was bad weather, the person could wait inside. Ms. Nathan asked the driver who dropped her off if he would be her return ride home. He said yes. Prior to pick up, she was offered a ride home by someone else. She called right away to cancel the ride. When she left, the van was there. She went over to tell the driver she had already cancelled the ride. She wondered if it was too little time (40 minutes) to cancel or if there is no communication to the drivers on weekends. She called the after hours cancellation number. Mr. Mau asked who the provider was. Ms. Martin said it was not Metro because we don't have directly operated paratransit service on weekends. Ms. Martin said on weekends after 4:30, CSRs are not there. We can't push that information through to the contractors in enough time to cancel the driver, but if the person has called the appropriate amount of time before the ride, then the customer won't get a no show. Ms. Nathan wanted to know why there couldn't be some link to save the resource of that van by getting the cancellation notice. Ms. Martin said our cancellation rate is about 17%. Out of those, 11% cancel at least the day before or earlier. There are still 8% that don't happen until the day of service – that could mean either that morning or 5 minutes before the ride. Back in the day of 400 – 500 rides, we could move the communication along more quickly. Our volume is now much more, but our resources are very much the same. We hope that some of the new technology we will be getting will help this.

Ms. Nathan asked why the computer is double booking rides. Her 1:00 PM ride was 45 minutes late because the driver was assigned two rides at 1:00 PM. If there are two rides at similar times and similar proximity, they use the 20-minute window to book both of those rides. Ms. De Vos said from Ms. Martin's point of view it makes sense, but from a consumer's perspective it is disrespectful.

Mr. Tangney said that in order to have enough drivers on the road to pick up

everyone when they want, it might make that ride cost \$50 more. Ms. De Vos said if they told her to make the ride 30 minutes later, she would do it if they would just tell her. Mr. Tangney said it is difficult on both ends, and he wishes we could have respect for each other. Ms. Nathan asked again if there is going to be a wait, could the person be called. It would create a lot of goodwill to call the consumer and explain a delay rather than leaving them to wait and worry. Mr. Mau said with current staffing levels, and 21,000 calls last month, it would be very improbable to have staff make out-going calls. They would also have to monitor the schedule to see what is late. Staffing just will not allow for it.

Mr. Tangney suggested having a map of the Alliant Energy Center and number pick up and drop off points to avoid problems of not being able to get to the right place. Also, check with the Center because sometimes they close entrances. Ms. Brunette-Tregoning said a map is an excellent suggestion. She will tell the person on the phone where she wants to be picked up or dropped off at Hilldale. Sometimes, however, the rider can't be proactive. She also wants to share that calling into customer service has increased in a positive way 1000%. Also, she would appreciate when she calls or emails in compliments, that the drivers get that information passed on. Badger doesn't relay compliments to their drivers. She asked if Metro could encourage Badger to pass on compliments. Regarding Ms. Nathan, customers could have Badger's direct number to call since they do most of the weekend service. Ms. Nathan said it would be handy to have an email address for each provider in case you want to compliment the driver. Ms. Brunette-Tregoning said it's good for management to know, so she calls Metro directly.

6. [16276](#)

Snow Removal

- a. Snow Removal Ordinance
- b. Metro Plus Eligibility - Winter Weather Policy

Attachments: [MGO 10 28 - Snow Removal from Sidewalks 09 09.pdf](#)
[TPC # 30 Metro Plus Winter Weather Eligibility- .pdf](#)

Mr. Tangney said it is a problem for paratransit users, for people who are blind or use a wheelchair to have curb cuts not plowed. When it's really bad they might pull into the intersection and partially block traffic. He doesn't know how many accidents/injuries occur due to this, but he wishes things could be taken care of better. Also, he wishes people would take more responsibility to shovel by their homes and that we could do a better job with volunteers. It's also a problem with the medians in the middle of big roads. Some plows also have a mechanism to hold the snow while going past a driveway or curb cut or crosswalk so they don't plow that in. That would save so much. They have these in Edgar, Wisconsin.

Ms. De Vos said she would like to see the ordinance amended to make people responsible for not just curb cuts and sidewalks but also for any concrete pad. It's a public health issue. ADATS could recommend to the Transit and Parking Commission to recommend to Council that property owners would be responsible. There would be no further onus on the city. It's property owners' responsibility to clear between the sidewalk and the street.

Ms. Nathan said she doesn't see compliance or enforcement with what the ordinance requires now. During the winter she is walking on icy sidewalks.

People don't care because they aren't going to get a ticket. Ms. De Vos said people have to report it in order to get enforcement, and people take notice after they get a couple of tickets. Ms. De Vos wanted to take action. Alder Schmidt said even if we draft something now, we'd have to discuss it at another meeting. It's unfortunate the issue is coming up this late, but even if it came up in October, it wouldn't get to Council until January or so. Ms. Gullickson asked about process. Alder Schmidt said we could talk about what we want to see, talk with the City Attorney's office and bring it back to the Subcommittee.

Mr. Tangney moved to table this issue until the next meeting due to time constraints. Mr. Tangney moved that the Subcommittee recommend Ms. Martin and Alder Schmidt put together language for the City Attorney's office. The motion was seconded by Ms. Jacobs. Ms. Martin said she would also contact Ms. De Vos to get her input. The motion passed by voice vote/other.

7. [16669](#) Pending List - Update

Attachments: [Pending List 10.19.09.pdf](#)

Mr. Rusch said Metro doesn't have voice recognition software yet. We would need to in order to track paratransit vs. fixed route calls. Metro would like Subcommittee feedback but Customer Service was thinking about having callers press 1 for paratransit, 2 for fixed route, etc. Then Metro could get statistics about how long we spend on each type of call as well as other useful statistics. The Subcommittee already discussed snow removal. Ann Gullickson will address sensitivity training for fixed route service at a later meeting.

8. [10785](#) Reports

- a. Transit & Parking Commission
- b. Commission on People with Disabilities
- c. Contracted Service Oversight Subcommittee
- d. Dane County Specialized Transportation Committee
- e. Other Community Meetings

a. Transit & Parking Commission – It was a relatively short agenda. There will be a public hearing for the agency fare. That will be voted on at the December 15th TPC meeting. Alder Schmidt suspects it will pass based on the discussion. They also reaffirmed the City's commitment to the Complete Streets concept and forwarded that on to Council. Also, there was an agreement for Badger Coaches to contribute upkeep to the Dutch Mill Park and Ride. A lot of committees were invited last week to a Long Range Transportation Planning Commission meeting about Highway 151/Verona Road. No one showed up except LRTPC members.

b. Commission on People with Disabilities – Mr. Tangney said the meeting was devoted to emergency management disaster planning. It is county wide and very comprehensive. They are developing a plan to get people with disabilities out of their homes and have a secure computer system with

information in order to be able to know addresses and what kind of help they need in order to get them out for a fire, flood, natural disaster, etc. It would allow people to get the equipment they need at the evacuation center.

c. Contracted Services Oversight Subcommittee – No report.

d. Dane County Specialized Transportation Committee – Ms. Martin said they talked about the budget, the need to meet in December to pass the 85.21 budget for next year, and also about flu planning.

e. Other Community Meetings – None.

f. Report from the Chair – The next meeting date is 12/21. We have some items, but might have a quorum problem, so Ms. Martin asked about member availability. People were available, so the meeting will stand. Ms. Martin said Ms. Brunette-Tregoning wanted to make sure to thank all guests for attending the meeting.

g. Staff Report – Ms. Martin said it's been very busy. She is working on a Long-Term Assignment request for proposals (RFP). There will be a regular contractor services RFP next summer, and re-certification next year as well. A number of big projects are coming up.

Ms. Nathan asked about the situation with having peak fares repealed. Ms. Martin said that it has not come back up on the agenda for the TPC yet.

9. [08706](#) Other Transit Related Announcements

There were no other announcements.

10. ADJOURNMENT

Alder Schmidt moved to adjourn; Ms. Jacobs seconded. The meeting adjourned at 6:38 PM.

[16670](#) Attachment: Performance Indicators September 2009

Attachments: [Para Indicators Sept09.pdf](#)