



City of Madison

City of Madison
Madison, WI 53703
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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 10, 2009

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: 6 -

Margaret Bergamini; Jed Sanborn; Carl D. DuRocher; Gary L. Poulson;
Duane F. Hinz and Kenneth M. Streit

Excused: 4 -

Brian L. Solomon; Robbie Webber; Amanda F. White and Sharon L.
McCabe

Please note: There is currently one vacancy on the Commission.

B. APPROVAL OF MINUTES

A motion was made by Poulson, seconded by Streit, to Approve the Minutes of
the February 10, 2009 meeting. The motion passed by voice vote/other.

C. PUBLIC APPEARANCES - None.

D. TRANSIT AND PARKING MONTHLY REPORTS

D.1. [13865](#) Parking: January 2009 Revenue Report and February Activity Report - TPC 03.10.09

When asked, Knobloch noted that though January revenues were better than
expected, the trend towards lower than expected revenues was continuing.
This was a national phenomenon and not something unique to Madison. If
anything, we were being impacted less than other cities in our peer group.

A motion was made by Hinz, seconded by Poulson, to receive the report. The
motion passed by voice vote/other.

D.2. [13866](#) Metro YTD Performance Indicator Reports - TPC 03.10.09

A motion was made by Bergamini, seconded by Hinz, to receive the report.
The motion passed by voice vote/other.

E. NEW BUSINESS ITEMS

- E.1. [13666](#) Authorizing the Mayor and the City Clerk to enter into a contract with Trapeze Software Group, Inc., to provide software maintenance and support, and authorizing the Designee of the Comptroller to enter into future contracts through 2011.

Ann Gullickson of Metro said that Trapeze software was integrated with their Siemens systems and fare boxes; and was used for scheduling, trip planning, and provided real time information to customers on Metro's website. The resolution reflected an annual agreement for software maintenance that started in the late 1990's, when Trapeze was selected through a competitive process. Training was provided as part of the agreement. It would be hard to replace the services provided by Trapeze with in-house staff. Gullickson noted that Metro was also working with Google to set up Google Transit for trip planning.

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

- E.2. [13815](#) Stating that the policy of the City of Madison is to encourage or, where appropriate, require that incremental changes to the built environment, as well major new policies and public works projects, shall in the aggregate cause vehicle miles traveled per capita to decrease by 25 percent, as compared with a 2005 baseline, by 2020 and that this goal shall be incorporated into the City's Comprehensive Plan.

Members thought that, before considering this proposal, it would helpful to have some of the sponsors and City staff (from Planning) available to answer questions about the proposal, including who/how standards would be set.

A motion was made by Poulson, seconded by Hinz, to Refer the item to the next meeting of the TRANSIT AND PARKING COMMISSION. The motion passed by voice vote/other.

F. UNFINISHED BUSINESS ITEMS

- F.1. [13188](#) Discussion regarding formation of a subcommittee to look at creating a fare/discounted tickets/passes for low-income individuals or non-profit organizations - referred from TPC 01.13.09 to TPC 02.10.09

Ray Harmon of the Mayor's Office appeared before the group. He said that the first phase of the Mayor's Low-Income Fare Initiative, which had recently been adopted by the Council, would soon be implemented, with 600 low-income passes/month being made available at three distribution centers (the Job Center, Metro and the Treasurer's Office at City Hall). Using data from this experience, a committee would be formed to study the sustainability of setting up a permanent low-income pass program.

Harmon suggested that the Commission might combine its proposed subcommittee with the Mayor's ad hoc committee to study the issue. He said that Chuck Kamp, Lisa Subeck and Steven Schooler would soon be meeting to discuss this; and he invited suggestions from members regarding their ideas for the committee. Ann Gullickson from Metro added that the new discounted 31-day passes would be available to people who qualified for Quest, starting on the new fare implementation date -- April 5th. Once the monthly allotment

of passes was gone, more would not be available until the following month.

Members offered these comments and suggestions:

- * The study committee needed to identify an appropriate funding source for the program; Metro was not a social service agency.
- * A permanent pass program needed to be sustainable.
- * Such a program needed to be administered by an outside agency (other than Metro), esp. since JARC money was available to non-profits, which could help support the program financially.
- * The committee should include representatives from United Way, St. Vincent de Paul, and at least one or two TPC members.

A motion was made by Poulson, seconded by Sanborn, to indicate that the Transit and Parking Commission supported the Mayor's initiative passed by the Common Council, and would like to see it get off the ground, taking into account the comments and suggestions made by members. The motion carried by voice vote/other.

Harmon inquired if there were any TPC members that would like to be named to the committee. Streit expressed interest, but Durocher told Harmon he would hesitate to formally name anyone immediately because other members might be interested (including those not at the meeting). He said he would get back to the Mayor's Office about this.

F.2. [13867](#)

Metro: Proposed Bus Pilot Project to reduce bus stops and improve service - TPC 03.10.09

Ann Gullickson of Metro discussed the Metro memo to the TPC about Metro's revised proposal for a trial project involving bus stop placement. (See the March 4, 2009 memo attached.) Metro had reviewed suggestions made at the TPC's February meeting, had met with bus advocates and Alder Rummel, and was staying in contact with Alder Konkel. Two ideas emerged regarding the timing and number of routes involved: to start the trial in the fall (possibly October or November, 2009), and to test just two routes (Routes 28 and 38). Trial data would be collected and evaluated, and a report would be prepared for the TPC. More information would be provided sometime this summer before beginning the trial.

Durocher commended Metro staff for listening so well to feedback from various quarters and for responding with such a prudent approach. A motion was made by Bergamini, seconded by Hinz, to accept the informational report presented by Gullickson. The motion passed by voice vote/other.

Please note: Following Item F.2., members addressed Agenda Items H. and I. ahead of Agenda Item G., the Public Hearing, which was scheduled to start at a later time.

After completing review of Items H. and I., Sanborn/Poulson moved to table Agenda Item G. until 6:00 PM, the scheduled start time of the Public Hearing. Poulson/Streit moved to recess until 6:00 PM.

The meeting reconvened at 6:00 PM, at which time, Streit/Hinz moved to take Agenda Item G. off the table.

G. 6:00 PM -- PUBLIC HEARING: To hear public comment on proposed 2009 parking rate modifications

G.1. [13852](#) Public Hearing on proposed 2009 parking rate modifications -- TPC 03.10.09

Bill Knobloch of Parking talked about the process involved in developing the current rate proposals, which included Plan A, reflecting staff's original proposal, and Plan B, which incorporated member suggestions from the February meeting. (See attached "Parking Utility - Rate Increase Proposal for 2009".) Besides considering feedback from the previous Commission meeting, staff had met with various stakeholder groups and individuals, had sent out notices about the public hearing and the rate proposal to the newspapers and monthly parkers, and had distributed 4,000 notices to parkers at the ramps.

The business model of the Parking Utility was that the Utility paid all of the cost of its operations and capital improvements, including such big-ticket items as the purchase of multi-space meters and the replacement of ramps. The biggest challenge was: What do we do with our aging parking structures? Parking had the borrowing power and reserves to start the planning for the replacement of Gov East; plus, cash flow for the Utility indicated that planned rate increases occur every three years. Gov East at 51 years old, SSC Lake Street at 45 years old, and State Street Cap at 46 years old would all have to be replaced over the coming years. The Utility needed to get ready to do these projects.

Knobloch said that the proposal made percentage increases for monthly parkers higher than those for hourly parkers; and monthly increases were higher at the most popular ramps/lots, which were often full, indicating the need to change demand around. Referring to suggestions that Gov East simply be repaired rather than replaced, Knobloch said that the Utility was constantly in the process of repairing its structures; at Gov East alone, the current cost of outstanding repairs was \$1 million+. Also, increases were needed to cover the cost of replacing some structures because bond covenants would not allow the Utility to drain its reserves. Knobloch said that either the Utility would have to replace these older facilities or it would have to close them. He added that the City was talking to the Marcus-Hilton, with which Parking hoped to partner to add parking behind MMB before Gov East was replaced.

Durocher opened the Public Hearing and invited registrants to speak, as follows:

Jim Hess, Director of the Monona Terrace Community and Convention Center, supported the rate increases necessary to replace Gov East. The Convention Center relied heavily on Gov East (esp. 8AM-5PM, Monday-Friday), which provided parking nearby and identifiable to out-of-town visitors. The State, which operated the Terrace parking, leased 200 spaces to the State. Hess feared that if nothing were done, the ramp might have to close. He concluded by saying that it would be critical to have parking behind MMB during Gov East construction, as evidenced by the chaos created when repairs were made to Gov East each summer.

Larry Lichte, 123 W. Main Street, 53703, appeared in support of a specific proposal to retain current on-street parking rates at 30 underutilized meters

located south of the Square in a four-block area on W. Main, S. Hamilton, and Fairchild Streets. [An electronic or hard copy of Lichte's complete statement and the associated map is available by contacting Anne Benishek-Clark at 267-8751.] As a business owner and landlord for several businesses on W. Main, Lichte thought the 25¢ increase would have a negative impact on these businesses. Lichte said that the meters currently had 50% occupancy, and by retaining lower rates, occupancy would increase and create additional revenue similar to what the proposed increase would generate. Also, there were other areas of the city with variable rates. Lichte felt that this was a unique area that should be treated differently.

Mary Carbine appeared, representing Madison's Central Business Improvement District, 615 E. Washington Avenue, 53703. [See the March 5, 2009 memo from BID to the TPC attached in "Email from public".] BID had concerns about the impact of the increase in the Special Event rate on regular non-event parkers and business customers, esp. without better customer service to accommodate them and guide them to other options. BID recommended keeping the Special Event rate at \$4.00 and keeping the meter enforcement hours the same, and preferred raising the Evening/Weekend Max to \$4.00 or \$5.00. Also, BID favored keeping current meter rates in underutilized areas and supported the revised staff proposal for meter hood rates. When asked, Carbine said the BID Board, representing broad sectors and locations, had approved variable on-street meter rates.

Jim Pugh, 537 Shady Wood Way, 53714, appeared on behalf of his wife, who was a monthly parker at the Doty/Gov East ramp and opposed the increase to monthly rates there. His wife felt that a 33% increase from \$135 to \$180/month would counterbalance modest state wage increases and create a burden on state employees who parked at GE. Pugh noted that increases system-wide averaged out at 13%, and suggested that this 13% be spread out more evenly across the system. Noting hourly rates at the Hilton were \$2.00, he also suggested raising hourly rates at GE higher than shown in the proposal. Lastly, he suggested setting aside a section of GE for visitors to Monona Terrace, and assigning a higher daily rate for these spaces.

Sandra Torkildson appeared, representing the Greater State Street Business Association. [See the March 5, 2009 letter from GSSBA President John Hutchinson to the TPC attached in "Email from public".] For shorter-term parkers, a \$5 Special Event fee created a much higher per hour fee than regular hourly rates, and deterred customers from coming downtown. A high SE fee created a bad sense about downtown because it made the cost of parking downtown unpredictable. GSSBA encouraged retail businesses to stay open at night to help create a stronger mix of businesses downtown. A higher SE fee made it hard for these small business owners to compete with outlying districts where parking was low cost or free. GSSBA wanted to create a climate for people to come downtown all the time, not just for special events. Torkildson noted that many special events occurred when many retail customers would like to shop downtown: after work, or during the holidays. GSSBA favored a small increase in hourly rates for meters and ramps, rather than an increase to the Special Event rate.

Oyounne Dharamsey, 5940 Forest Lane, Fitchburg, 53711, spoke on behalf of her husband and his fellow carpooler (Gerald Livings, 5940 Forest Lane and Joe Ordaz, Sentinel Pass, both of Fitchburg), who are state employees and

monthly parkers at Gov East. With the monthly rate increasing to \$180, Joe would have to drop out, and her husband would have to pay the full amount alone, equal to two full days of pay. Buses took too many transfers and time. Businesses around the ramp would suffer also. She felt the burden should be spread around more; it was not fair to GE customers that other parkers were not facing similar increases.

Diane Doughman, owner of Mimosa Books and Gifts on State Street, spoke to the group. She said that her business was located in the mid-State Street section without a ramp, and her customers were limited to surface meters. Her average customer spent \$20, the cost of a parking ticket. She opposed anything that deterred customers. While nearly half of State Street businesses were restaurants, she felt that people didn't come to State Street just to eat; they were drawn to unique places like hers. In this shaky economy, anything could tip the balance (towards success/failure) for businesses on State Street. Doughman supported BID's position; and thought that the cost of parking and difficulty finding parking would deter retail shoppers, which would ultimately harm State Street overall.

Ed Linville, 408 E. Wilson, 53703, appeared to talk about the effect on him of increased parking rates at the Wilson Street Lot. Customers here have generally felt that the rates were very reasonable. However, because he offered parking to his employees as part of their benefit package, his cost for monthly parking would increase from roughly \$7,000+ to \$10,000+. He noted that daytime business users paid for the site; but then at night, parking was free. Linville wondered if charging for parking at night might not spread out the cost more evenly.

Durocher read the written statement submitted by DMI President Susan Schmitz. [An electronic or hard copy of Schmitz's complete statement is available by contacting Anne Benishek-Clark at 267-8751.] Among other things, Schmitz wrote: Parking in downtown Madison needs to be a positive experience so that our downtown customers continue to frequent our central city. Downtown customers are aware that parking is not free but they do not want it be a hassle. We encourage you to listen carefully to what Mary Carbine and BID/GSSBA have to say about the current proposals.

Having heard/read statements from all registrants, Durocher closed the Public Hearing.

G.2. [13864](#)

TPC Discussion and Action on proposed 2009 parking rate modifications - TPC 03.10.09

Bill Knobloch and JoAnne Easland of the Parking Utility responded to member questions about the parking rate proposal, as follows:

- * If the Evening/Weekend Max was raised to \$5, it would generate roughly \$190K in potential revenues; and if the Special Event fee remained the same at \$4, it would reduce potential revenues by roughly \$130K, with a net increase of \$60K in potential revenues.
- * The proposed hourly rates around the Campus would be more in sync with UW rates.
- * The UW charged \$15 and the Alliant Center charged \$5 for Special Event parking; the Alliant Center had a 5,800+ capacity vs. 5,500 for the Parking Utility.
- * An alternative for downtown businesses with customers affected by Special

Event parking would be to offer coupons to their customers for free or reduced parking (for their next trip downtown); businesses got charged when the coupon was used.

* Parking needed to market the fact that the Special Event ticket was an "exit" ticket, good until 7 AM.

* At State Street Cap, there were 19 two-hour meters for short-term parkers, which were enforced 24/7.

* While variable (later) enforcement times on street meters might create more turn-over in certain areas impacted by special event fees, it would be hard for customers to know where to expect this; most meters would be enforced until 6 PM, but some might be enforced until 10 PM.

* Extending hours of street meter enforcement to 10 PM would be costly to Parking: By state law, only MPD could ticket/tow cars at street meters. Presently, Parking pays MPD \$500K to enforce street meters until 6 PM.

* Revenue from City parking tickets went to the General Fund and was not retained by the Parking Utility for its operations; by contrast, revenue collected from parking tickets at the UW was kept by its Transportation operations.

* Because of bond covenants, Parking could lease only 10% of its spaces system-wide; but this cap didn't apply to number of spaces allocated to monthly parkers.

* The new rate for monthly parkers at Gov East was very good esp. when compared to the cost of hourly rates at certain heavily utilized ramps/lots (using an average for monthly parkers of 19 days, 8-1/2 hours/day).

* Proposed hourly rates at premium locations like Brayton Lot (\$1.35/hour) and Gov East (\$1.40) would encourage more turn-over for short-term parkers.

* The disadvantage to increasing the number of monthly spaces at ramps would be the loss of revenue from hourly parkers.

* As part of its benefits, the State offered parking costs pre-tax to its employees; the City did not.

Knobeloch distributed a map of City ramps around the Square, which showed walking times from the underutilized ramps -- Overture and Cap Square -- to Gov East, Brayton Lot, State Street Cap and each other. [An electronic or hard copy of this map is available by contacting Anne Benishek-Clark at 267-8751.] With a walking time of 5.5 minutes from CSN to GE, parkers could park at 80¢/hour at Cap Square North for far less than the monthly or hourly rate at Gov East.

When asked, Knobeloch said staff had no strong preference between either its Plan A proposal (raising the Evening/Weekend Max to \$4 and the Special Event fee to \$5), or a variation on this, raising the Evening/Weekend Max to \$5 and keeping the Special Event fee at \$4. Functionally, it would be easier to collect \$5 (even) for Special Event fees, which would speed up customer entry (vs. making \$1 change), but otherwise staff would find either option acceptable.

A motion was made by Streit, seconded by Poulson, to approve Plan A with the following changes: Keep the Special Event rate at \$4.00, and increase the Evening/Weekend Max to \$5.00; additionally, raise the Gov East hourly rate to \$1.50.

Streit explained that he thought a higher hourly rate at Gov East might redistribute hourly parkers to other locations. Knobeloch expressed concern that this rate would be the same as the new on-street meter rate, and people might think it better to park on the street and risk getting a ticket. He talked

about the advantage of maintaining a differential between (lower) hourly rates for Gov East and on-street meters.

Hinz talked about how specific parking rates for on-street meters had to be listed in the ordinance, and wondered if it would be possible to change the ordinances to create an on-street maximum instead, which would allow Parking to adjust rates in variable locations, in order to reach the goal of always having on-street parking available. Knobloch didn't think it would be a good idea to create "islands" of on-street parking rates. He noted that there was 54% occupancy system-wide, and a slightly lower occupancy of 50% (at certain locations like W. Main) was nothing special. If we were to have some on-street rates at \$1.25 and ramp hourly rates at \$1.40, we would cease to have an incremental difference. Knobloch did however talk about the possibility of changing the language in the ordinances to allow on-street rates to change without requiring an ordinance change each time this happened.

Sanborn offered a friendly amendment to the motion to keep the hourly rate at Gov East at \$1.40, as originally proposed in Plan A. Members accepted the amendment, and a vote was taken. The motion passed unanimously by voice vote/other.

**H. 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
Long-Range Metro Transit Planning Ad Hoc Committee
Ad Hoc Committee to Develop Parking Strategic Plan

No action was needed on this item.

I. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS

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

Durocher announced that Bergamini had agreed to serve as the TPC representative on the Joint Southeast Campus Area Committee.

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

ADJOURNMENT

A motion was made by Bergamini, seconded by Streit, to Adjourn at 7:56 PM. The motion passed by voice vote/other.