



City of Madison

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Meeting Minutes - Amended TRANSIT AND PARKING COMMISSION

Tuesday, January 15, 2008

5:00 PM

Room LL110, Madison Municipal Building
215 Martin Luther King, Jr. Blvd.
(After 6 PM, use Doty St. entrance.)

The Minutes have been amended to show that, as Chair, Durocher was non-voting on Items G.1. (Leg. File 08169) and G.8. (Leg. File 08438), and did not vote aye on them as previously reported.

PLEASE NOTE: Items are reported in Agenda order.

A. CALL TO ORDER/ROLL CALL

The meeting was called to order at 5 PM.

Present: 6 -

Robbie Webber; Carl D. Durocher; Amanda F. White; Gary Poulson;
Kenneth M. Streit and Duane F. Hinz

Absent: 3 -

Jed Sanborn; Tim Wong and Kevin L. Hoag

Excused: 2 -

Brian L. Solomon and Sharon L. McCabe

Staff present: Chuck Kamp, Ann Gullickson and Mick Rusch of Madison Metro Transit; Bill Knobloch, Parking Utility; Keith Pollock, Traffic Engineering; Archie Nicolette, Planning Department.

B. APPROVAL OF MINUTES

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

A Roll Call is reported here to reflect that Wong and Hoag arrived at 5:07 PM, after the Minutes were approved.

Present: 8 -

Robbie Webber; Carl D. Durocher; Amanda F. White; Gary Poulson; Tim
Wong; Kevin L. Hoag; Kenneth M. Streit and Duane F. Hinz

Absent: 1 -

Jed Sanborn

Excused: 2 -

Brian L. Solomon and Sharon L. McCabe

C. PUBLIC APPEARANCES

Melanie Foxcroft, 2138 Lakeland Avenue, 53704, appeared to ask that the Commission to better resolve what actions it takes to notify the public what

happens to old tickets when one type of ticket is exchanged for another type. She reported a bad experience with a Metro bus driver when she tried to use an old Metro ticket (pink) with no expiration date. The driver wouldn't accept the ticket as valid fare, even though other drivers had previously done so without incident. The situation between Foxcroft and the driver escalated. When Foxcroft later contacted Metro about how these old tickets are handled, the response she was given seemed arbitrary. Foxcroft asked that the Commission get a report from Metro about its policy regarding the use of old tickets when fares change, in order to review and discuss the policy at a future meeting.

[PLEASE NOTE: At this point, the meeting moved to Item G.3. to allow Alder Satya Rhodes-Conway to speak on the item before leaving for a different meeting.]

A Roll Call is reported here to reflect that Webber left the meeting at this point, after Item C. and the appearance of Alder Rhodes-Conway on Item G.3., and before Item D.1.

Present: 7 -

Carl D. Durocher; Amanda F. White; Gary Poulson; Tim Wong; Kevin L. Hoag; Kenneth M. Streit and Duane F. Hinz

Absent: 1 -

Jed Sanborn

Excused: 3 -

Brian L. Solomon; Robbie Webber and Sharon L. McCabe

D. TRANSIT AND PARKING REPORTS

D.1. [08758](#)

Parking: November 2007 Revenue and December Activity Report - TPC 01.15.08

Knobeloch discussed the report, noting that there were no new trends: as before, revenues were up because of rate increases mid-year (2006). Parking had made three PSA's with Channel 12, which had been given to the Media to promote the downtown.

Knobeloch highlighted the following:

- Page A-Revenues (Budget vs. Actual): Among cashiered ramps, Gov East and Brayton Lot were up, showing that people will pay for convenience. Buckeye Lot were down 9%; meters on Square were up 28%; meters on Monroe Street were up 82%.
- Page B-YTD Revenues (2006 vs. 2007): Sales for RP3 permits were down significantly; perhaps because of lax enforcement, or because many residents of newer downtown developments don't qualify for RP 3 permits. There could be fewer cars also, but this wasn't reflected on the streets. For cashiered revenue, Gov East was up and Overture was down; for off-street meters, Brayton and Evergreen were in high demand; for on-street meters, Monroe Area was way up. Total YTD revenues were up 6% over 2006.
- Average weekday occupancy (2006 vs. 2007) on Page C: Brayton remained the same; Buckeye "increase" reflected an anomaly, with revenue still going down there; Gov East went from 81% to 88%; Overture needed to be improved.
- Page D, vacancies (2006 vs. 2007): little change in on-street rates; but overall, vacancy rates were creeping up, probably showing a slight weakening in demand.
- Pages E-1 and E-2 (Sept. thru Nov., 2006 vs. 2007): Total occupancy rates were

almost identical, with some variations at different locations.

A motion was made by Streit, seconded by Hinz, to receive the report. The motion passed by voice vote/other, with Wong abstaining.

D.2. [08759](#)

Metro YTD Performance Indicator Reports - TPC 01.15.08

Kamp discussed Fixed Route Indicators (Nov. 2006 vs. Nov. 2007), as follows:

- Operating cost/passenger trip had dropped, from \$2.96 to \$2.89, which was encouraging.
- Trips/revenue hour continued to increase, from 32.79 to 34.54, with 2007 on target to exceed Madison Measures goal of 33.8 trips/revenue hour.
- Inspections were on track; and as previously noted, while complaints were up, training and reorganization were under way to address this; the group would be updated on this.

Regarding Fixed Route Performance, '06 vs. '07 statistics under "Service Supplied" were comparable. Total ridership had increased by 36,593 for November, and 644,246 YTD; and it was anticipated ridership would exceed Madison Measures target of 12.2 million through December by 200K. While vehicle accidents were down, preventable accidents were up and were being addressed by training. Maintenance was on track. Looking at historical comparisons, ridership numbers for nine of 11 months were the highest on record (exc. Jan. and Apr.); in good shape for ridership to increase.

Looking at route productivity, UW Route 80 continued to be the highest, although in November, it crossed over to a slight decrease from 2006, due to the introduction of Route 85; Metro was talking to UW about load issues there. Productivity was up 5.4% and ridership was up 5.9% from last year. New Route 52 in Fitchburg was climbing out of "x" category; was serving new retail areas, and performing well.

In response to a question about marketing activities that targeted underutilized routes, Kamp said that Metro regularly reviewed the routes in the "x" category, to see what could be done to make them more productive. For example, Metro was working with contacts at American Center to see what could be done to improve Route 25. Streit felt that when looking at productivity, various characteristics and functions of the different routes should be considered. He speculated that virtually all riders of the highly productive UW routes were riding the bus rather than walking (and cars were not a widely available option); unlike riders of the (longer) less productive Middleton routes, where bus use was actually getting cars off the roads and saving resources. The productivity of a certain route did not necessarily speak to such priorities as reducing the demand for cars. Kamp agreed, saying that the report served multiple uses. For example, Metro looked at the report to see how it corresponded with what they were hearing from customers; i.e., Route 80 buses were sometimes passing up riders because they were so full, which was consistent with the numbers, and which was why the UW was asking Metro to look at using articulated buses.

Wong expressed interest in seeing ridership numbers during the several years before the early 1980's, when ridership dropped. Kamp thought that some sort of ridership information would be available from that time, and would look into it. Kamp concluded Fixed Route reports by noting that the Route Performance sheet showed the same productivity data as the Route Productivity sheet, but was

presented in route number order, grouping associated routes together for comparison purposes.

Kamp highlighted the following Paratransit items (2006 vs. 2007):

- Ridership: Earlier in 2007, ridership had shown increases of 6-8%; these stats had moderated and were now at 4% YTD.
- No-shows: Up about 1% for the year, not a huge amount; still, managing no-shows remained a challenge.
- Accidents: Passenger accidents were up YTD – mostly minor; vehicle accidents were down.
- History: As ridership had moderated, only one month out of six in the second half had exceeded other years, with five out of 11 the highest on record.
- 2007 ridership would end in the “ballpark” of 2005’s; i.e., 282K rides.

Turning to the Financials, Kamp said that Metro planned to end the year with a modest surplus, largely driven by the ridership and passenger revenue increases. YTD, unlimited ride passes were \$427K over budget; total revenues were \$579K over budget. MA waiver funds (passed through Dane County) were down significantly, but were offset by other revenue increases.

Among expense items, “Fuel, oils, & lubricants” were under budget by \$75K, with fuel at a budgeted level of \$2.41/gallon on a fixed price contract. The 2008 fuel contract hadn’t been awarded yet, because of trying to wait for a typical fall/early winter month when prices would begin to dip, which hadn’t happened. A cost of \$2.48/gallon was budgeted for 2008. However, if a contract were awarded now, the cost would be \$2.80 to \$3.00/gallon – an issue that looms large for 2008. Kamp concluded by saying that Metro planned to end the year with a small surplus, which would be added to the contingency fund to help with an anticipated shortfall in 2008.

In answer to a question, Ann Gullickson of Metro explained that the Group Access Program was provided by Dane County as a service to groups of elderly who needed recurring rides on a weekly basis (for shopping, daycare, nutrition purposes). The program did not use Metro fleet. It was more cost-effective to help the County provide the service, so Metro participated financially but not operationally.

Kamp said he would have a 4th quarter report on the new hybrids in February. Streit wondered why Metro’s “Miles per Road Call” (maintenance) was 50% better than its peers. Kamp said that Metro’s program emphasized preventive maintenance. Other systems typically sacrificed these monies during financial struggles, which Kamp felt wasn’t a good long-term strategy. It was also helpful to replace 15 buses per year, like Metro did.

A motion was made by Streit, seconded by Poulson, to receive the report. The motion passed by voice vote/other, with Wong abstaining.

[PLEASE NOTE: At this point, the meeting moved to Item F.2.]

E. 6:00 PM -- PUBLIC HEARING

E.1. PUBLIC HEARING ON LEGISLATIVE FILE #08211: To hear comments on Badger Bus Taxicab License Application

Durocher noted that Metro Plus asked its subcontractors to meet one of two requirements, in order to submit a proposal to provide services: either to obtain a taxicab operators license, or to comply with specific prescribed criteria. Previously, Badger Bus had met the contract requirement by complying with specific criteria; but now they were applying for a taxicab license, in order to meet the alternate requirement.

Keith Pollock of Traffic Engineering discussed his investigation of Badger Bus, pursuant to their license application. He pointed out the good reference Badger Bus had received from by Crystal Martin at Metro, which was reflected by the other references, including those from the Monona Grove and Madison Schools. The company's financial reports and audit seemed in order. As a result, Pollock recommended approval of the license application.

John Meyer of Badger Bus came to table to answer questions. When asked, Meyer said that Badger was not applying for the new license in order to get into the on-demand taxicab service; they were applying simply to fulfill a contract requirement. In answer to another question, Knobloch said that taxi permits do not travel with a company when it's sold; new owners would have to apply for a new permit. Durocher further clarified that a specialized cab permit like this, did not require 24-hour citywide on-demand accessible service, but would allow its holder to do so if it so chose. Currently, only Union Cab had (two) vehicles available to provide this sort of specialized service, which had its own requirements and rates. Granting this type of permit to Badger did not (potentially) put the company into competition with taxi companies like Madison Taxi, for example.

Poulson/Hinz made a motion to close the hearing. The motion passed by voice vote/other.

- E.2. [08211](#) Relating to 2007-2008 Badger Bus Lines, Inc. Taxicab Operator License Application.

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

[PLEASE NOTE: At this point, the meeting moved to Item F.2.]

F. UNFINISHED BUSINESS ITEMS

- F.1. [08383](#) Parking: Multi-space Meter Review and Recommendations - TPC 1.15.08

Registrant Susan Schmitz of DMI said that she had worked with Parking for years on this, conducting research and gathering data about multi-space meters in other cities, and was very excited that plans for these meters were moving forward. The trials had gone extremely well; feedback from customers and retailers was terrific. Research had shown that spaces on street were very valuable; worth 50K to nearby businesses. People loved those spaces, and were willing to pay for their convenience. With multi-space meters, people were likely to max out the time on the meter (adding to revenues); and it would be easier to raise rates on these meters, even adjusting rates for different times of day. Schmitz hoped the TPC would approve staff's recommendations.

Knobeloch reviewed the report and staff recommendations. He said that discussion about multi-space meters began because Parking needed to replace the current single-space meters, which were 10 years old. Two types of multi-space meters were considered and piloted: Pay & Display (PD), and Pay-By-Space (PBS). PD meters produced a receipt (with time paid and expiration time) to be displayed inside car; the receipt required more power; allowed people to park anywhere in a one-block area; was harder to enforce in snow; worked less well with bikes. PBS meters didn't require a receipt because spaces were numbered, making them easier to use and enforce; used much less energy and no paper; old single-meter poles (with sleeve and cap) could readily be used for bikes. Staff was recommending purchase of the Pay-By-Space meters. A total of 25K transactions were made during the course of the trials, providing plenty of data upon which to make an informed decision.

Knobeloch noted both types of multi-space machines cost more than current meters, for purchase, installation, and operating costs (such as ongoing wireless, bank processing and card fees.) To break even with the new machines would require 20 cents more/hour. As a result, he was recommending that the TPC approve raising rates by just this amount (to \$1.45/hour) for the new machines only, as they were phased in throughout the city over the next 3-4 years. Phasing would allow people to get used to the machines; and eventually parkers would find it easier to use cards than cash. Parking planned to buy about 100 to 125 machines at a cost of \$1 million, which would replace 1,000 current meters. Parking would need to go back to the Council to change its budget (even though Parking would be paying for the machines exclusively out of its own money).

Knobeloch talked about phasing in the meters: Phase 1 would start in the downtown where there is high turnover and good occupancy, and Phase 2 would work out towards the periphery. High-density diagonal streets would be phased in first; then highest occupancy locations; lastly and maybe never at all, 50-cent areas such as Monroe and Shenk-Atwood (low-use areas, where single-pole meters don't pay for themselves anyway, and with proper enforcement, would probably need no meters at all.)

He went on to say that both types of machines offered the option of a solar panel to recharge the batteries used to run the machines. Also, while the rechargeable batteries used with solar panels lasted 3-4 years, they could not be put in the landfill. Pre-charged batteries lasted six months, but were "green" and could be put in the landfill. He mentioned that Milwaukee had hot-wired all of their new PBS machines, but this required the installation of lots of conduit, which made things a lot more expensive. Knobeloch clarified that at this point, staff was recommending PBS machines in general, not the purchase of a particular brand of machine. He said that such a decision would come later, during the RFP purchasing process, at which time, specific information about energy use and environmental options would be provided for evaluation.

A motion was made by Streit, seconded by Hoag, to accept staff recommendations. The motion passed by voice vote/other.

[PLEASE NOTE: At this point, the meeting moved to Item E., Public Hearing.]

F.2. [02731](#)

Authorizing the Mayor and City Clerk to execute an Engineering Services Contract between the City of Madison and Thornton-Tomasetti Group, Inc. for the design and construction administration of the Mid-State Street Parking Ramp.

Knobeloch noted this old item was being brought to the Commission to close out the contract with Thornton-Tomasetti. He said that it was evident to everyone now that demand for State Street parking did not require a new ramp. He thought it better that the resolution die at the Council level, and suggested that the Commission send the item back to the Council with the recommendation to place it on file.

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

- F.3.** [08384](#) TPC Resolution No. 35, memorializing 10/11/07 TPC approval of Metro Transit Public Subsidy Formulas

Kamp said that this document merely reflected the formulas already approved at the October meeting. Durocher added that adopting the resolution was a formality to memorialize the previous action.

After asking that a typo be corrected, a motion was made by Poulson, seconded by Hinz, to adopt the TPC resolution. The motion passed by voice vote/other.

A Roll Call is reported here to reflect that Webber returned to the meeting at 6:30 PM, during the staff presentation on Item G.1.

Present: 8 -
Robbie Webber; Carl D. Durocher; Amanda F. White; Gary Poulson; Tim Wong; Kevin L. Hoag; Kenneth M. Streit and Duane F. Hinz

Absent: 1 -
Jed Sanborn

Excused: 2 -
Brian L. Solomon and Sharon L. McCabe

G. NEW BUSINESS ITEMS

- G.1.** [08169](#) Adopting the Southwest Neighborhood Plan and recommendations contained therein as a supplement to the City's adopted Comprehensive Plan. Ald. Districts 1, 19, & 20.

Archie Nicolette of Planning identified the boundaries for the plan: Mineral Point, Raymond Road, Whitney Way, and McKenna Boulevard. The Planning Department worked with 18 people on the neighborhood steering committee to develop the Plan, which was largely a grass roots effort. The group concentrated mostly on residential areas and improving safety. The top six priorities of the Plan were: 1) Expand community policing; 2) Expand the Meadowood Library to provide for youth/elderly; 3) Promote ownership and rehab programs in targeted areas; 4) Increase programming for youth/adults/seniors to create more job opportunities and a stronger base in the neighborhood; 5) Develop communication mechanisms between property owners, neighborhood association and Police Department; and 6) Purchase an ambulance for Fire Station #7. All of these items had crime prevention at their base, esp. to keep the youth occupied. With a very active steering committee, there was never a problem with attendance at meetings.

Registrant Lisa Subeck, 818 S. Gammon, #4, Madison 53719, appeared before the

group to discuss the three transportation components of the Plan. 1) Focusing on ways to connect residents of this mostly residential neighborhood to jobs outside of the neighborhood, the Plan called for express bus service between the neighborhood and downtown. Except for peak hours, current service to downtown involved long waits at the West Transfer Point and took more than an hour. Financially challenged families in neighborhood, who didn't have cars and heavily relied on buses, were suffering the most, esp. those trying to get to/from jobs. With more efficient bus service, these people could get around more quickly and easily to make better use of their day; and "choice" riders would be more likely to ride the bus as well.

2) The Plan called for transit improvements: At the West Transfer Point, to add a Park & Ride to make it more convenient for "choice" riders, and to add some amenities to make it more comfortable and attractive; also, to place bench shelters at Prairie and Hammersley to better serve the many families who wait there in all kinds of weather.

3) The Plan discussed the possibility of creating a vehicle underpass under Beltline, at Grand Canyon and Forward Drive (where a ped/bike underpass is already located), for buses and cars. Most employment opportunities are north of Beltline, and this would help folks who travel this direction. (This idea received mixed feelings from some neighbors, who were concerned about traffic impacts.)

Subeck and Nicolette responded to questions about what action the Commission was expected to take. They said that most of the referrals had responded to the Plan with recommendations related to their portion of the plan. However, the Commission was being asked to approve the Plan in its entirety, to eventually be included in the City's Comprehensive Plan. A 5- to 10-year process, specific proposals for implementation would later be developed and brought individually to the TPC and other committees for consideration.

Some members expressed concern that the top six priorities didn't include anything about transit, and that the Plan didn't more strongly address public transportation issues as they related to the priorities. Subeck and Nicolette said that these priorities were not meant to discount other needs. Those developing the Plan were very aware of transit problems facing the neighborhood, and would welcome the Commission's recommendations in this regard. They also talked about outreach efforts made by the neighborhood steering committee to solicit input from diverse segments of the neighborhood, including middle-income and low-income residents, homeowners and apartment-dwellers, the youth and the elderly, through door-to-door surveys, info booths at malls, and more. Subeck felt that the group had done a good job of getting a lot of different folks involved in developing the Plan.

Kamp noted that the Ad Hoc Metro Transit Planning Subcommittee was looking at express buses, enhancements to Park & Rides, and bus stop amenities. A draft report was being prepared, and listening sessions would be held in March/April to solicit public comment. He asked everyone to put the word out about this.

Webber/Streit moved to approve the Plan. Webber welcomed recommendations from members to strengthen transportation components of the Plan, but didn't think it appropriate to question the process. Streit asked Metro to look at the Plan's priorities, in terms of improving public safety and delivery of services.

Hoag offered a friendly amendment to add stronger language requesting the addition of express bus and neighborhood shuttle service. Reiterating concerns he expressed earlier, Hinz thought that the Commission ought to respect the neighborhood's process in developing the Plan, and it wasn't appropriate for Commission to start amending it to strengthen certain elements of the Plan. He felt that the TPC had other mechanisms to accomplish what was being suggested. In response, Webber said that other commissions had already made recommendations for the Plan. She felt that in making its recommendations, the Commission was not arguing against the Plan, but was identifying what it thought important for achieving the goals of the Plan.

A substitute motion was made by Webber, seconded by Wong, to Return to Lead with the Following Recommendation(s) to the PLAN COMMISSION: The motion to recommend approval of the Plan was made with the understanding that there was consensus on the Transit and Parking Commission that express bus service or other highly improved bus service was extremely important for the success of the Neighborhood Plan in general.

The substitute motion passed by the following vote:

Absent: 1 -

Jed Sanborn

Excused: 2 -

Brian L. Solomon and Sharon L. McCabe

Ayes: 6 -

Robbie Webber; Amanda F. White; Gary Poulson; Kevin L. Hoag; Kenneth M. Streit and Duane F. Hinz

Noes: 1 -

Tim Wong

Non Voting: 1 -

Carl D. Durocher

G.2. [08760](#)

Parking Strategic Plan goal validation - TPC 01.15.08

Susan Schmitz of DMI and Chair of the Parking Strategic Plan Committee had registered in support of the goals.

Knobeloch described the Parking Strategic Plan Committee: four TPC members belonged; the group had met frequently and was highly motivated; and had created five goals for the Plan. The next step would be to create strategies to reach these goals.

In discussing the goals, Hinz pointed out the Goal #3 promoting economic development, which was the first time the Parking Utility was being used as a tool for this purpose. He also noted that the goals were speaking to the Plan itself, but that more specific goals and strategies would need to be developed within these. Having expected the Plan to establish goals for the Parking Utility and for parking downtown, Webber thought the goals fairly broad. She was concerned about defining certain terms used in the goals (and questioned what "reliable and good use of land" meant in Goal #4, for example.) She suggested a sixth (broad) goal, as follows: The Plan will facilitate integration of parking with other transportation options. She felt it critical to think about multi-modal

transportation, esp. in the downtown, where parking would provide a place to put one type of transportation and then parkers could use another type of transportation for the rest of their journey (for the day or weekend). Parking had not always been integrated well into other modes of transportation.

In response, Poulson pointed out a memo from Gordon Graham that had been distributed, which described some of the thoughts behind the goals (inc. multi-modal transportation); and said that the PSP was hoping the Commission would make additions and suggestions. Hinz said that he had foreseen the PSP adding such a goal, and approved of the addition. He emphasized that the PSP had deliberately kept the goals broad, in order to check in with the TPC to see if they were generally headed in the right direction before getting into specifics.

White agreed with Webber, and further wanted the Parking Utility to encourage people to drive less, while still staying financially sound. She wondered whether the PSP's vision was to increase or to maintain the current amount of parking downtown. Hinz said that the subject had come up, with reference to the UW putting on cap on their parking. But he felt that the PSP hadn't talked enough about parking and transportation yet, to take a position on this and were still looking at all of the options. Streit pointed out Goal #5, encouraging "multipurpose" parking spaces. Before looking at the issue of increasing/maintaining parking, the PSP first needed to figure out how a single space can serve a variety of users; for example, how to manage existing daytime space so it would be available for out-of-town convention visitors to keep Madison attractive and competitive with other convention centers in the region. Knobloch also mentioned ideas for making parking more mixed use, such as creating night parking permits for folks who live in apartments (Ex. at Trader Joe's, where spaces are vacant at night); or creating a year-round market in a facility to be built at the Brayton Lot location.

A motion was made by Hoag, seconded by Webber, to validate the goals, including the sixth one proposed by Webber. The motion passed by voice vote/other, with Wong abstaining.

G.3. [08761](#)

Parking: Snow Emergency and Premium Monthly rate modifications-TPC
01.15.08

Following Item C., Alder Satya Rhodes-Conway appeared before the Commission to express support for expanding the nighttime hours of "no fee" parking at City ramps during snow emergencies. With 30 inches of snow in December, people were searching for a way to help people on the Isthmus and near east side get their cars off the streets, so that plows could work more efficiently to clear the streets curb to curb (vs. "outside of car to outside of car").

Three alders and several constituents got together to propose extending the times that "no fee" parking would be available from 9:00 PM to 7:00 AM (rather than from 1:00 AM to 7:00 AM, as it was now). Rhodes-Conway thought that while the current policy was well intentioned, the current start-time of 1:00 AM was too late for folks to move their cars into a ramp and then walk home, especially since buses don't run at that time. She felt that moving the time up would increase the use of the ramps during snow emergencies, and that anything we could do to get cars off the streets would help the situation, particularly downtown. She thanked staff and the Commission for considering this proposal, and she hoped the Commission would approve the earlier start time of 9:00 PM.

[PLEASE NOTE: At this point, the meeting returned to Item D.1. The meeting returned to this item later, following Item G.2., and continued with the following discussion.]

Knobeloch said that the proposal to increase hours for “no fee” parking at the ramps during snow emergencies (on a one-year trial basis) involved a rate modification, and thus needed TPC approval. By way of background, he said that a team of alders and managers had discussed the idea. The expanded hours would increase maintenance costs to Parking (due to added snow, ice and salt in the ramps), which Parking would have to absorb. He thought that parking fees collected around the current, shorter no-fee hours had helped provide incremental revenue for such maintenance. Moving the start time to 7:00 PM would conflict with special events (esp. at Overture), and would greatly diminish this incremental revenue. Moving the start time to 9:00 PM would have less impact on this revenue, but it was uncertain as to just how much. However, he thought it useful to hold the one-year trial, since a rate increase was planned for 2009, and results of this change could be reviewed then.

Webber/Wong made a motion to approve the staff recommendation to set a new start time of 9:00 PM (rather than 1:00 AM) for “no fee” parking hours in ramps during snow emergencies, to run to the current end time of 7:00 AM. The motion passed by voice vote/other.

Knobeloch talked about staff recommendations for creating premium monthly passes at ramps. He said that ramps, which had nighttime occupancies of 20-40%, could be better utilized with monthly premium passes, to be used by people who work late or by condo owners. Condo owners often receive only one parking space, and have to pay for second spaces. Owners charge what it costs to build each stall (\$20-50K /stall, which gets rolled into mortgages and amounts to \$300-350/month.) Nothing comparable to Parking’s monthly ramp passes for businesses/non-residents was currently available to downtown residents. The proposed premium monthly passes would offer 24-7 occupancy like other private entities. Knobeloch proposed making 25 passes/spaces available at Overture initially, to pilot the program; which could then be increased to 50 passes at each ramp, depending on the results of the pilot.

Members expressed concern about the possibility of having fewer spaces available during special events, especially when two or more events fell on the same night (say at the Kohl Center and at Overture), and ramps appeared full. Members wanted data showing occupancies and the frequency of full ramps during special events. They were also concerned that the new rates might be too cheap, vis a vis lost fees from special event parking. Hoag could not support the proposal, which put City facilities (serving the public) into competition with private entities, and which might turn away event parkers and supported condo owners, in order to get better overnight usage. In response to a question, Knobeloch said Parking currently oversold monthly permits by 20%, since not all people used their spaces at the same time. He also noted that capacity at ramps ranged from 500 to 1,060 spaces; 25 (then 50) of which would be made available for permits – a very small percentage.

White moved to refer the item to next meeting, so that Parking could provide info about average number of nighttime events/month, and the frequency when

ramps are full at night, to see how much revenue the \$4 special event fee produces vs. the amount of revenue that would be produced by the new permits. Perhaps the more consistent revenues from new permits would exceed revenues from special event fees for those spaces. Knobloch pointed out that while special event parkers might not park at their preferred ramp, there were always spaces available at other cheaper ramps nearby. He also said that staff thought the permit fees might be too high for folks to be interested (esp. at Overture); but the trial would reveal if convenience would trump cost. Webber seconded White's motion.

Hinz commented that while he thought it worthwhile to receive more info, he reflected on the concerns raised earlier; that there were two elements to the Parking Utility, to stay in the black and to provide service. One was almost as important as the other. Hoag spoke in opposition to the referral, saying it spent resources to go in a direction we shouldn't be going.

Hoag/Webber made a substitute motion to place the proposal on file. Webber noted that (per the Parking Utility website) there were ten dates over the coming month when there would be two events happening within an hour of each other. White reiterated her desire to have more information showing occupancy and potential revenues from permits vs. current revenues from special event fees, before making a decision. The substitute motion failed, by the following vote: Hoag voted aye; all other members voted no.

Streit asked that the question be called on the original motion to refer the item to the February meeting. After Durocher called the question, the motion to refer the item and to obtain additional information from Parking, passed by voice vote/other, with Hoag voting no.

G.4. Metro: Discussion of proposed Monthly Free Fare Day

White/Poulson moved to defer this item to the February agenda. Durocher said more information from the Ad Hoc Metro Transit Planning Subcommittee would be available by then to enhance discussion. The motion to defer this item to February passed by voice vote/other, with Wong voting no.

G.5. [08762](#)

Revised Metro Drug and Alcohol Abuse Policy - TPC 01.15.08

Kamp said that the policy was updated in the federal Triennial Review and involved minor changes, which needed TPC approval. Ann Gullickson of Metro said that changes fell into three categories, based on specific recommendations made by reviewer for changes he wanted to see in a revised plan:

- 1) Remove specifics in the previous plan re: testing rate, federally mandated screening and cut-off limits; and replace with wording that said that testing would be conducted in conformance with federal regulations; so as these regulations changed, the policy would remain current.
- 2) Change all references to "employees" in general, to say "safety-sensitive employees" – to clearly show that the policy applied to safety-sensitive employees only, not to all Metro employees (such as clericals, marketing, etc. who were not in safety-sensitive functions).
- 3) Correct an outdated item in the policy that didn't correspond with current federal regulations: to remove one event – that is, when a driver is issued a citation – from its list of events requiring a post-accident drug and alcohol test.

A motion was made by White, seconded by Streit, to approve the revised policy. The motion passed by voice vote/other.

G.6. [08323](#)

Authorizing the Mayor and the City Clerk to execute agreements with the City of Middleton, the Town of Madison, the City of Fitchburg, the Board of Regents of the University of Wisconsin-Madison (for both campus and Kohl Center service), Madison Area Technical College, Madison Metropolitan School District and the City of Verona for provision of transit service benefiting these partner municipalities, institutions and organizations starting January 1, 2008 and continuing until written notice of termination or amendment by either party.

Kamp said this allowed Metro to execute contracts using the public subsidy formulas approved previously.

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

G.7. [08385](#)

Metro: Verona Service Continuation

Kamp said that he wanted the Commission to be aware of this letter of understanding between Verona and Metro, which had been recommended by the City Attorney to ensure that there would be no service interruption because of changing funding arrangements for Verona.

A motion was made by Wong, seconded by Poulson, to approve the service continuation under the terms described in the letter . The motion passed by voice vote/other.

G.8. [08438](#)

Authorizing the Mayor and City Clerk to amend the city's agreement with Adams Outdoor Advertising to add five vehicles to the total number of buses that are authorized to participate in the two year full-wrap pilot project.

Webber said that with the Council having already approved this item in the City Budget, Commission approval at this point would be "pro forma". Having voted against this at the Council, she would continue to vote against it for the following reasons. She did not want to see full wraps added to additional buses before completing the 2-year pilot; there had been considerable negative feedback already; and the resolution would change the pilot that everyone had agreed to, which was controversial to begin with. Kamp said that Metro was instructed to reduce their need for tax levy dollars by 3%, and one way Metro could do this without service cuts or fare increases was to request that the pilot project be amended to add five buses to the pilot, from 15 to 20 buses (out of 200). Also, the added revenues had become more critical in anticipation of much larger fuel costs in 2008.

Hoag said that he could support the resolution because with five more buses, more data would be collected from the pilot. Noting that it was unclear what would happen if the TPC voted against the resolution after the Council had already approved it in the budget, Durocher said that the TPC would hold a public hearing within the next few months, to receive feedback from the public midway through the pilot. Though in favor of the resolution, White wondered why the proposal didn't come to the TPC first. Webber said that the budget process begins in September and budget items get referred only to BOE; noting that the proposal could have come to TPC before that time. She said that the issue was debated hotly at the Council where eight voted to ax the additional

wraps, and 12 voted to keep them in the budget.

Expressing support for the proposal, Streit wondered if Adams could project at what point would so many buses be wrapped that price/demand would go down, and nothing more would be gained. Kamp said Adams had projected that each wrap could bring in a max of \$36K/year, with Metro receiving 40%, or \$14,400. Adams conservatively estimated that the additional wraps could mean additional revenues of approximately \$50K/year to Metro, since only 10-14 buses would be fully/partially wrapped at any given time. Kamp introduced Mick Rusch, the new Acting Manager of Marketing and Customer Services at Metro.

A motion was made by Poulson, seconded by Hoag, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by the following vote:

Absent: 1 -

Jed Sanborn

Excused: 2 -

Sharon L. McCabe and Brian L. Solomon

Ayes: 6 -

Amanda F. White; Gary Poulson; Tim Wong; Kevin L. Hoag; Kenneth M. Streit and Duane F. Hinz

Noes: 1 -

Robbie Webber

Non Voting: 1 -

Carl D. Durocher

G.9. [08548](#)

SUBSTITUTE - Authorizing the Mayor and City Clerk to enter into a five-year contract with the Gillig Corporation for the manufacture and delivery of up to seventy-five (75) coaches and spare parts. The estimated cost of the first order of buses is \$6,921,000, and amending the 2008 Metro Transit Capital budget to transfer \$477,200 from Transit System Upgrades and the Bus Vacuum System to support the purchase of the Transit coaches.

Kamp said that most of the new buses were not hybrid because diesel buses were cheaper. Twenty-two buses would be added in the first year; followed by two more years of diesel. But in the fourth and fifth years, Metro would look at purchasing hybrids again. Metro would like to collect more data about hybrids to use when forming partnerships to fund them.

A motion was made by Poulson, seconded by Webber, to RECOMMEND TO COUNCIL TO ADOPT (15 VOTES REQUIRED) - REPORT OF OFFICER. The motion passed by voice vote/other.

G.10 [08549](#)

Authorizing the Mayor and City Clerk to enter into an agreement with the University of Wisconsin - Madison for the continuation of provision of access by its employees to Metro Transit fixed route and ADA paratransit services, with reimbursement to the transit utility for rides by UW and UW Hospital employees and members of affiliate groups as designated by UW Transportation Services for academic years 2007-08, 2008-09, 2009-10, 2010-11 and 2011-12.

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

- G.11. [08555](#) Authorizing the Mayor and City Clerk to enter into an agreement with Dane County to provide \$19,300 in assistance to Metro Transit for transit information services, promotion efforts and operations for calendar year 2008, and \$12,900 to the Madison Area Transportation Planning Board (a Metropolitan Planning Organization) to support the County Specialized Transportation coordination activities for the calendar year 2008.

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

- G.12. [08386](#) Metro: Triennial Review Follow-up

A motion was made by Wong, seconded by Hoag, to defer Items G.12 and G.13 to the February meeting. The motion passed by voice vote/other.

- G.13. [08388](#) Metro: 2007 WisDOT Cost Efficiency Report

Please see motion at previous item.

**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

I. GENERAL DISCUSSION ITEMS

- I.1. General announcements by Chair
I.2. Commission member items for future agendas

Wong reiterated the citizen request from Item C., to review and discuss at the February meeting Metro's policy about what happens to old tickets when fare changes occur.

Poulson requested that Metro prepare a staff report for some spring meeting, which showed the criteria and the review process for improving amenities at bus stops (i.e., benches and shelters).

ADJOURNMENT

A motion was made by Webber, seconded by Wong, to Adjourn at 8:30 PM. The motion passed by voice vote/other.