



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://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](http://www.madisoncitychannel.com).*

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Wednesday, September 11, 2013

5:00 PM

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

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### A. CALL TO ORDER/ROLL CALL

Present: 7 -

Sue Ellingson; Chris Schmidt; Anita Weier; David E. Tolmie; Gary L. Poulson; Kenneth Golden and Kate D. Lloyd

Excused: 2 -

Margaret Bergamini and Ann E. Kovich

Please note: Lloyd arrived at 5:02 PM, during Item E.1. Also, there are two vacancies on the Commission, in the positions of Member and Second Alternate. Poulson thanked Bergamini for chairing in August.

### B. APPROVAL OF MINUTES

A motion was made by Schmidt, seconded by Tolmie, to Approve the Minutes of the August 14, 2013 meeting. The motion passed by voice vote/other.

### C. PUBLIC APPEARANCES - None.

### D. DISCLOSURES AND RECUSALS - None.

### E. TRANSIT AND PARKING MONTHLY REPORTS

#### E.1. [31485](#)

Parking: August 2013 Activity Report, July Revenue/Expense/Occupancy Reports - TPC 09.11.13

Parking Operations Manager Tom Woznick responded to Golden about the use of market pricing strategies, for street meters as well as garages.

- An email from former Alder Maniaci referenced a report about cities that adjusted prices for different parking locations (sometimes even for a day), based on market demand.
- In San Francisco for example, SF Park looked at data and adjusted pricing for a given month on a block face by block face level, in order to increase or decrease demand.
- More studies would be coming out about how well this concept was working in various cities, with success based in part on such factors as consistency with the customer base.
- The Sustainability report would a good starting point for developing a strategic plan to include ideas like this.
- The new multi-space system now provided valuable data that could show

trends of occupancies.

- Some of cities cited in the report had sensors that could provide exact data of use over time, inc. when a vehicle was parked and when it was not.
- Our climate was not amenable to subterranean sensors. With no sensors, our data showed only parking sessions that were paid for; it did not show the duration of time actually used for each session. However, the data we currently had would still be very useful.

Golden remarked that he had long supported the idea of creating long-term parking at low occupancy street meters at a reduced price. He wondered if staff could look into a single-level strategy, to permanently price meters further away from popular destinations at lower rates, while pricing meters in high demand locations at higher rates; not only to spread the parking around and generate revenues, but also to have vacancies on streets in popular areas. He also asked that the report from Maniaci be made available to members, as well as other literature about market pricing.

Woznick said he hoped to bring more detailed data from our own meters early next year, when they could discuss this approach further using actual data. He also explained that our meters could only provide the number of parked sessions in a period of time. Without sensors, we couldn't know the exact times when a space was actually occupied. Because of this, it might be argued that our data did not reflect true occupancy. Golden/Schmidt made a motion to receive the report. The motion carried by voice vote/other.

E.2. [31488](#)

Metro: YTD Fixed and Paratransit Performance Indicator Reports - TPC 09.11.13

Tolmie/Weier made a motion to receive the reports. The motion passed by voice vote/other.

F. NEW BUSINESS ITEMS

F.1. [31382](#)

Amending Sections 11.06(7)(j)5. and 11.06(9)(m) of the Madison General Ordinances to allow pedal-cab drivers to have a valid out-of-state driver's license, and accept gratuities as payment.

Traffic Engineering Transportation Operations Analyst Keith Pollock commented that the resolution addressed a couple of items that popped up after the initial ordinance changes reduced licensing fees and required insurance for pedal cabs. The new proposal would allow pedal cab drivers to operate for gratuities, which was not currently included among the rate options. It also allowed drivers to have an out-of-state driver's license rather than requiring a Wisconsin license, as long as they met all the other requirements. Alder Verveer supported these changes.

Pollock answered questions. Taxi drivers were required to have Wisconsin driver's licenses. Even though ped-cabs were not motor vehicles, they had to have a motor vehicle license. Every pedal cab license application had to be approved by the Common Council, as did taxi companies. The recent ordinance changes allowed the Traffic Engineer to issue a provisional license, so operators could get on the road more quickly. Apart from one or two, most pedal cabs operated for gratuities.

As to why operators wanted the option of accepting tips or gratuities,

Registrant Max Pretasky, Pedal Fast Pedicab license applicant for Item F.2., responded. Pretasky said this was better for both parties. Set rates might not work for someone who didn't want to go so far. The two parties could sort of reason together. Also, this option could provide a cheap ride for someone who didn't have a lot of money.

Golden thought this should be called a "negotiated rate", rather than a gratuity or tip. If there were standard rates for specified distances, then the rate for going a different distance could be more/less. Pretasky said this was true, and added that he did keep track of his profits and taxes.

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

**F.2.     [31191](#)**

Relating to Pedal Fast Pedicab application for a Pedal Cab operator license.

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

**F.3.     [31247](#)**

Amending Section 3.14(4)(k)2. of the Madison General Ordinances to eliminate the Disabled Parking Enforcement Assistance Council.

Woznick noted that DPEAC had existed as a subcommittee of the Parking Council for People with Disabilities for many years. DPEAC had recently become a committee rarely functioning as it had in the past. Originally its members were supposed to report abuse of Dis/Vet parking, with DPEAC serving as a community liaison to Parking Enforcement staff.

Now, with a full time Parking Enforcement staff in the City, DPEAC's function was no longer needed. Moreover, DPEAC members were no longer submitting reports to the Police Department. The MPD PEO's were actively performing their duties, and any citizen could call the MPD non-emergency number to report abuse. From the Police Department's and City's perspective, there was no longer a need to maintain this council.

Aside from the resolution and DPEAC, Poulson talked about the Parking Council for People with Disabilities (DPEAC's parent body), which was a subcommittee of the TPC. For over a year, he had been unsuccessful in finding a TPC rep to serve on the Council. When the Transportation Commission existed, the Council was not a part of it. There seemed little to connect the TPC to the Council, apart from the fact that the TPC could refer something to the Council if it wanted. He wondered if maybe the Council would consider moving to quarterly meetings, because there wasn't much there to do.

A motion was made by Ellingson, seconded by Golden, to **RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER**. The motion passed by voice vote/other. Poulson mentioned a typo (in paragraph 2.d.) that he had passed along to staff, for correction.

**F.4.     [31012](#)**

Authorizing Metro Transit to refund 25 cents per ride to the Dane County Veterans Service Office for their disabled veterans pass program from the program inception through when they began paying \$1.00 per ride.

Metro Transit Service Manager Ann Gullickson noted that the Commission had already acted to reduce the rate for disabled vets from \$1.25 to \$1.00. Now the Veterans Services Office was asking to get a refund for the months when they were paying \$1.25. A motion was made by Weier, seconded by Tolmie, to **RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER**. The motion passed by voice vote/other.

**F.5.     [31170](#)**

Authorizing the Mayor and the City Clerk to enter into an agreement with Dane County for the provision of access by employees to Metro Transit fixed route and ADA paratransit services, with reimbursement by Dane County to the transit utility for rides taken by Dane County employees for the term April 1, 2013 through March 31, 2014 with four one-year automatic renewals from April 1, 2014 - March 31, 2015, April 1, 2015 - March 31, 2016, April 1, 2016 - March 31, 2107 and April 1, 2017 - March 31, 2018, unless amended or terminated.

Gullickson said that this agreement would add another unlimited ride pass partner. Some of Dane County major employment centers had very good bus service. Job Service was a block away from the NTP, County Human Services was located along several northside routes, and CCB was just off the Square, where many routes came. Metro was very glad to have Dane County as a partner, and to have their employees take advantage of the program. This pass agreement with Dane County was new. A motion was made by Golden, seconded by Ellingson, to **RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER**. The motion passed by voice vote/other.

**G.       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  
Madison Area Transportation Planning Board (MPO)  
Judge Doyle Square Committee  
Bus Size Steering Committee

**No action was needed on these items.**

**H.       ANNOUNCEMENTS AND FUTURE AGENDA ITEMS**

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

Poulson urged members to sign up for the Wisconsin Transportation Conference (flyer enclosed), which would cover topics relevant to the City and the Commission.

Poulson also mentioned an idea he and Chuck Kamp had been discussing, to hold an open forum for bus customers, to talk about what they liked/didn't like about their route. The Commission often heard these sorts of comments in the context of fare/route hearings; but holding a separate forum might help get out ahead of some issues. It could create good will and give customers a chance to come before the TPC. Not being a public hearing, comments would be

limited to three minutes. Members suggested that such a forum could be held at the transfer points; and that it would be interesting to hear from drivers also.

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

Golden wondered if Mike Cechvala at the MPO had been working with Metro on bus stop removal. Gullickson said a plan would be presented to the TPC shortly, regarding changes next summer due to construction on Johnson Street, which would be the first quarter of piloting such changes.

Golden mentioned that the MPO was holding a hearing at 7 PM that night regarding the Transportation Improvement Plan, if members were interested.

**ADJOURNMENT**

A motion was made by Schmidt, seconded by Tolmie, to Adjourn at 5:30 PM. The motion passed by voice vote/other.