



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved CONTRACTED SERVICE OVERSIGHT SUBCOMMITTEE

Thursday, March 14, 2013

12:00 PM

215 Martin Luther King, Jr. Blvd.
Room LL-110 (Madison Municipal Building)

1. CALL TO ORDER / ROLL CALL

Staff: Mike Cechvala, Ann Schroeder, Chuck Kamp, Drew Beck, Wayne Block

The meeting was called to order at 12:04.

Present: 8 -

Ken Golden; Susan M. Schmitz; Rick Rose; Steve Arnold; Ahnray Bizjak;
Bill Burns; Mark M. Opitz and Darwin Ward

Excused: 5 -

Rindert Kiemel, Jr.; Adam Sayre; Margaret Bergamini; Mick Howen and
Jacquelyn M. Dahlke

2. APPROVAL OF MINUTES

Opitz moved approval; Golden seconded. The motion passed by voice
vote/other.

3. PUBLIC COMMENT

There was no public comment.

4. DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

5. [29402](#)

Update on 2012 Partner Distribution and System Financial Performance -
Wayne Block

Attachments: [Unaudited 2012 subsidy calculation at 3-8-12.pdf](#)
[Unaudited 12-2012 financial performance 3-8-13.pdf](#)

Block said there have already been a couple of minor changes to the document
that was distributed. As we get closer to the audit, things come to the surface
that have to be recorded. The year ended up pretty favorably. Every partner

except Shorewood Hills overpaid. We're in a situation again where we could apply the overpayment to the contingency. Block will be sending out partner statements. Many partners will receive a check because they will have reached their 15% contingency limit. Golden said he wasn't clear about contingency. Block explained that every year each partner pays 4% of their local share.

Next month Metro will have the annual audit by Baker Tilley and the financial will become final. There have been some substantial changes because there are things that are unknown at the end of the year, and we get more information in the first quarter of the following year. We ended up having \$550,000 more revenue than expenditures so that gets added to Metro's contingency reserve (separate from the partner contingency.) Since the beginning of the year, our contingency reserve has gone up to \$750,000.

Kamp said overtime was up last year, but salary and wages were under by more than the over run in overtime. We had a record number of retirements in late 2011 and 2012. We had between 30 – 40 new drivers start over the year. We're still having a higher than average number of vacancies, but overtime is going down. We ended the year under on fuel and oil due to a locked in price contract. So far this year we're saving between \$50,000 and \$75,000 a month due to this contract.

Golden wanted to highlight that 26.3% of the local share is coming from sources other than the City of Madison. That is very significant. The Transit Development Plan (TDP) is still a little bit fluid, so a governance section should be included in lieu of a regional transit authority (RTA). There should be some representation of communities other than Madison on the Transit and Parking Commission (TPC). The Mayor was sympathetic to that idea.

Arnold asked that the term "appropriations" be used in place of "subsidy" wherever it occurs in Metro documents about partner share.

Ward asked if state aid for transit is decreasing. Kamp said the proposal is that funding remain flat but more disturbing is that there is a proposal to have transit funding come from the general fund which would mean more competition for the funding.

6. [29403](#)

Update on Transit Development Plan (TDP) - Mike Cechvala

Attachments: [TDP Proposed Changes with Amend.pdf](#)
[TDP Draft Section 4.pdf](#)

Cechvala said the TDP is a five year plan 2013 - 2017 and has oversight from surrounding communities. One of the major tasks is that we took a 3 week block of farebox data in October 2011 and did some analysis. We looked at the time of day route block characteristics as well as weekday vs. weekend. That helped produce an updated version of the red dot map. Section 4 of the plan includes the main recommendations. Some of the recommendations include:

1) Service planning guidelines – route productivity, how routes should be designed – directness, frequency, etc.

2) Stop consolidation program – urban corridors that have a number of stops

that could have a significant impact on service efficiency such as Jenifer, Monroe and corridors with high usage that haven't been changed in some time. We need to find a balance between access to the system and fast, reliable service. Could some stops be closed or shifted to have more distance between them?

3) Shelters at stops based on ridership data.

4) Storage and maintenance facility. Expand existing, open a second facility, close current and open one or more other facilities.

5) Bus Rapid Transit (BRT) – We are not anticipating that BRT will be online in the 5 year scope, but still recommend moving forward with planning.

6) Long range, higher impact service planning recommendations are prioritized based on immediate need.

7) Express/commuter system planning map – This went through several iterations with other planning processes.

8) Funding – operating and capital – We've had steady increases in terms of service hours, but ridership is growing faster. State funding has flattened or declined. The plan doesn't present any solutions, but raises the issue as a concern.

Arnold thanked the committee for the work and leadership. He thinks it's a good document, although he doesn't agree with it 100%. One item has to do with rebranding. He asked that Metro take a serious look at rebranding to do a major overhaul of the Metro image.

Kamp said this next goes to the Common Council. He anticipates it will be approved. This gives Metro a plan to work from during the next 5 years and beyond as we find funding or implement things that don't require funding. There will be periodic updates to the TPC. Some things require approval, some things don't.

Golden wondered if early in the budget processes for this committee, they could introduce this five year plan and their place in it and have that factored into their planning for service and budgeting. Also, Kamp could take information from partners to meetings with the Mayor. If there is consideration of a fare increase, perhaps involve partners. The TDP is always a good document and staff does use it, but the document sort of disappears in the four years between approval and the new one. He suggests making the TDP more of a living document. Schmitz agreed. Kamp said we will update CSOS when we update TPC periodically on the progress.

Golden said there was discussion at the TPC about whether we should have the money before we make these recommendations. The group agreed that it's necessary to have the vision to attract the money. Bizjak said the planning document can guide a budgeting process. Arnold said he thinks locals should develop options at the first part of the year and present/discuss those. They are making a start at that with their council. When people ask him what this committee does, he says communities hire Metro to provide service and this committee makes sure the process is fair. He really feels like if we want to talk

about more operational issues, then we need partner representation at TPC.

Golden said when this committee was created, the idea was also that this group would advise the TPC. Either sending a specific report to the TPC about issues, or all TPC subcommittees minutes are sent to the TPC whether or not they read them. Also Golden and Schmitz try to represent this group at the TPC, and staff can highlight something that happens at this meeting. Schmitz said what Golden talked about and what we discussed last night at the TPC is getting us ready for the RTA that we will have someday. Golden said his idea is that the RTA would grow out of this committee. In the past, there was concern that there would be a large learning curve for communities other than those running it. But now, for example, people on this committee now have a lot of knowledge, and a couple of people from this committee were on the RTA Board when it existed.

Arnold said we all know we need an RTA to make regional decisions and to raise money. We should just pilot it and do it. Madison should readjust the TPC so it starts to function like an RTA board, this group should take on the role of working out the contract. Then when we can demonstrate we can work out routes and things in a regional way, we focus on the revenue source. We should push ahead. It is in the hands of the Mayor and alders, but many of them want an RTA.

Kamp said Golden has talked to the Mayor. When we update the TPC, we will also update the CSOS. As people think of other things staff can help with, we can put them on the agenda. Golden said Kamp and Gary Poulson look at the TPC agenda. They can see how that agenda and this agenda relate to the TDP. Highlight those things so that becomes the context. Like "following the guidance of the TDP on X page" for agendas and meetings.

Kamp said another way things can be integrated is to invite members having changes to the public hearing next month on April 10th.

7. [29404](#)

Draft CSOS Contract Status

Attachments: [Partner contract attachment A.pdf](#)

Kamp said the Attachment A document was given to the City Attorney's office. Our Assistant City Attorney who has been working on this, Carolyn Hogg, is retiring. We will now be working with Assistant City Attorney John Strange. We'll keep this on the burner although we are working on many things.

Ward said I thought we were adding to the contract language that the contingency was optional for partners and that there would be interest paid to those who participate. Block said it is not optional, but we will add that interest will be paid. Arnold said that he thought that because the educational institutions' budget year is different, the contingency fund is not as necessary. Ward said that it wasn't the timing of the budget; they didn't want to pay into a contingency fund. But if we have to, we want interest. She said she could not speak for the Associated Students of Madison.

Kamp told partners if they see additional items they have questions or

concerns about to contact Metro. Arnold clarified that partners should share the language with various governing bodies so when the final contract comes along, there are no surprises.

8. [29405](#)

Update on Ridership

Attachments: [Route Productivity Jan2013.pdf](#)
[12-2012 ride revenue.pdf](#)
[Rides by route fare type 12-31-12.pdf](#)

Ridership is up 7.8% for January increases more without the campus routes. There was one more weekday and one less weekend day this January, so it could really be less. But it is a strong start. We expect February to be the same due to so many overcrowding complaints. Also the weather might have prompted people who would otherwise walk or bike to ride.

Bizjak requested an additional column on the ridership report to show the current monthly numbers in addition to the YTD. Monthly data is a nice way to look at trends. Arnold suggested removing the X column for space and having a solid line to show which routes are below the percentage. Ward reiterated her request that the 81 and 82 be separate lines. Staff will work on these requests.

Golden wondered if an analysis early in the year of the number of passengers/service capacity ratio would be a good way of asking for additional resources. Bizjak said it would also help inform where to implement service first because that corridor would need more capacity. Kamp said he'd work with Cechvala and start reporting on that. The city is going through a performance indicator review. We've been asked how we show overcrowding. Cechvala said you can do a load diagram and you see the load go up as people get on and see it go down as people get off. One problem is we don't know the starting load because of the transfer points, and we don't know where people get off. The data is what is limiting us.

Arnold asked if we currently collect data on people or stops passed up due to overcrowding. Beck said on an informal basis by driver call in. But it is not super accurate like how many people are passed up. Ward asked if that information is consolidated. Drew said it is available in a daily report but we use it ad hoc. Arnold said it should be reviewed so that drivers who are reporting are using the same definitions. Think about how it could be captured electronically; there might be a way to get better data on this. Kamp said we went from 10 to 40 to 80 or 90 extra trips a day over time. We haven't established a record keeping system. We should look at a way of keeping that data. Arnold asked how many times do we need to put out an extra bus but we don't have one to put out? That's another aspect to capacity.

The fixed route rider/revenue shows all ridership categories. Revenues are up even though ridership is down. The ridership drop was driven by campus, and we don't collect fares on that. We were flat on cash ridership. Most unlimited ride pass partners and others want to know what is going on with their ridership. The riders by fare category and route report allows people to see where their pass is being used. Also, it can answer questions like the one from MMSD. They want to know why they don't get full credit for EZ rider pass

rides. This report shows that those passes are used on Middleton and other routes, and those partners get the credit when that happens. Block said data from that report is used to calculate the revenue for each partner.

Golden asked if there is a comparable report by pass program for paratransit. That would be a report of interest. Each pass partner gets that information, but Kamp said that is another report we can work on for CSOS

9. [08290](#)

Reports of Member Communities/Institutions

Burns (Verona) – Adam Sayre has taken over the position Bruce Sylvester left. They are orking with Epic and having community meetings about service changes. Epic is thinking about doing a major campus expansion. They are talking about a 4th and 5th campus and increasing from 6,000 to 8,000 employees. They are expected to start with the Plan Commission in April. They hope to break ground later this year if possible. They are also doing a traffic impact analysis. Utilization of Routes 55 and 75 has been very popular and growing. We expect that to continue. Transit is an important part of Epic's growth. They are looking at a downtown corridor and traffic study.

Opitz (Middleton) – They have a committee that has been reviewing bus service changes and are favorable to changes being proposed. They are discussing routing some buses through Greenway Station. Some Middleton service affects Fitchburg services. An advantage to a regional approach is things wouldn't have to be so interdependent.

Rose (Town of Madison) – There is not much to report. No Fitchburg changes will affect Town of Madison routes. Beck said a little bit of Route 40.

Golden (TPC) – He attended a meeting regarding the University Avenue Corridor Study. The consultant mentioned BRT and a little about transit, but he was concerned that there wasn't more focus. They are talking about University Avenue from Breeze Terrace to Segoe Road. Also he has identified two bus stops on Monroe Street that can be eliminated and will share that with the neighborhood association. Perhaps those stops can be a pilot. When emphasizing transit oriented development, there are some destinations where you might want a bus stop whether it is close to another stop or not. The annual dissolution of the regional plan commission has started again.

Schmitz (TPC) – Nothing to report.

Chechvala (MPO) – BRT is moving along. There will be a public information meeting on April 15th at the Senior Center. Consultants are wrapping up the study with four recommended corridors. The Bus Size Study consultants did some data collection last week. They were not able to get enough people for ride checks, so they will have to come back. They are looking at the week of April 8th to do more of that.

Bizjak and Arnold (FB) – Things are ramping up. In February they had a neighborhood meeting to get feedback about bus service issues. They are also working on a budget cut they have to absorb. Metro and Bizjak presented at the Committee of the Whole. Alders learned a little bit about how budget affects transit planning and transit riders. As a result they came up with a

proposal to do service differently with some savings ideas rather than cutting that service. Arnold is trying to get them to commit now to what they will fund in November. They also have to deal with some of the Madison service proposals because they touch Fitchburg service. In about a week their council will be meeting about it and then they can go to TPC with decisions.

Bizjak added that tonight they want to get Transit and Transportation Committee (TTC) input and see what level of support they have on the Madison changes. They want people to understand what that means to Fitchburg from a budgetary standpoint. They are then holding their own public hearing for these changes. They need to do public outreach to a new neighborhood that will be getting service as well as some education for people who don't want buses. They want a public hearing at the next TTC meeting which is after the TPC meeting. Kamp said TPC won't make a decision on service changes until May so that timeline is fine. Arnold said the TPC, TCC and Fitchburg Council have to approve changes. It doesn't matter who meets first, but we'll have to go back and get the modified proposal approved by whichever one if they don't approve it.

Bizjak asked how controversial staff thinks these changes will be. Beck said the big ones will be swapping the 40 for the 41 in the Arbor Hills neighborhood and the change for Chalet. That meets the Fitchburg budget needs. Fitchburg wants support from Madison for a shelter. Kamp said we will work with you between shelters available for sale by partners and our own list of partners. We'll prioritize working on that.

Ward (UW) – They just did a consultant study on campus bus and accessible transportation. They are reviewing the recommendations and coming up with an implementation plan for that. They are in the middle of their annual budget process. As of right now they are not anticipating changes to bus service for fall, but transportation and Associated Students of Madison (ASM) budgets are not finalized. ASM is putting a no change budget forward. They just finished rebidding the contract for new style bus shelters. They will have the old shelters for sale.

Kamp mentioned he Golden and others will be meeting with Karl Frantz to discuss the bus service situation with Shorewood Hills.

10. ADJOURNMENT

Opitz moved to adjourn; Rose seconded. The meeting adjourned at 1:40 PM.