



# 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  
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Wednesday, April 9, 2014

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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Please note: Items are reported in Agenda order.

### A. CALL TO ORDER/ROLL CALL

The meeting was called to order at 5:01 PM.

Present: 8 -

Anita Weier; David E. Tolmie; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini; Ann E. Kovich; Kenneth Golden and Amanda F. White

Excused: 2 -

Chris Schmidt and Kate D. Lloyd

Please note: There is one vacancy on the Commission in the position of Alder.

### B. APPROVAL OF MINUTES

A motion was made by Bergamini, seconded by Weier, to Approve the Minutes of the March 12, 2014 meeting. The motion passed by voice vote/other.

### C. PUBLIC APPEARANCES

ADA Transit Subcommittee Member Susan De Vos addressed the Commission about two issues for future discussion (complete statement attached):

- First, Metro should have a standing policy to utilize its survey capability more often to elicit feedback, which would be beneficial overall, but esp. to people with mobility issues who have web access.
- Virtually nothing had been done after ADATS had recommended that a web survey be done re: elimination of some Johnson Street bus stops, so people with mobility issues who might not be able to attend neighborhood meetings could provide feedback.
- Second, the TPC needed to more actively find a TPC member to serve on ADATS, or just acknowledge that it no longer found the subcommittee useful and abolish it.
- ADATS had started as the Paratransit Oversight Subcommittee, and had evolved to deal with both mainline and Paratransit issues. Without a TPC rep at ADATS, critical info was not getting relayed.

[33715](#)

Public Appearances: Written Statement of Susan De Vos - TPC 04.09.14

Please note: At this point in the meeting, Mayor Soglin presented his comments on City regulation of taxi cabs, which are reported under Item I.6.

**D. DISCLOSURES AND RECUSALS - None.**

**E. TRANSIT AND PARKING MONTHLY REPORTS**

- E.1. [33623](#) Parking: March 2014 Activity Report, and Revenue-Occupancy Reports - TPC 04.09.14

Parking Operations Manager Tom Woznick answered questions about the pilot for meters with low occupancy.

- The rates and times of the single-space meters in the pilot areas would be converted: Those on Monroe to \$1.20/hr, those in other areas to \$1.00/hr.
- All would be unrestricted for the amount of time customers could pay for parking.
- Use of meters on Langdon had increased over time, after they were changed to unrestricted time and a lower rate. The change there had served its purpose, and staff expected the current changes to do likewise.
- On football days, meters on Monroe were signed "No parking" to maintain traffic flow.
- Staff would monitor on-street parking and Evergreen Lot (inc. after hours), and compare these results to current data.
- The process would be ongoing, and everyone would participate to determine the best course of action.
- The goal was to utilize the spaces by determining the best price point, perhaps even 25¢/hr.

Members offered the following comments.

- Perhaps the new rates in Evergreen Lot (\$1.00/hr-day and 50¢/hr-night) were still too high. Parkers might still go looking for spots in the neighborhood.
- They might make more if they charged less because more meters might be used more often. This could be true for the 10-hour meters also.
- Staff might want to look at the meters on the 200 block of Wisconsin Avenue and the 1000 block of E. Dayton (with traffic around Bethel on Sundays).

Golden asked that staff take steps to dispose of Wingra Lot, as recommended by the Commission some time ago. Woznick said he would check into that. Bigelow/Kovich made a motion to receive the reports. The motion passed by voice vote/other.

- E.2. [33624](#) Metro: YTD Performance Indicator and Financial Reports, and Rider-Revenue-Fare Type Reports - TPC 04.09.14

Kovich/White made a motion to receive the reports. The motion passed by voice vote/other.

**F. INFORMATIONAL PRESENTATIONS AND DISCUSSION ITEMS**

- F.1. [33626](#) Parking: Informational Report on visitor parking permits in residential parking areas - TPC 04.09.14

Registrant Tom Hirsch, N. Allen Street, 53726, spoke in support of amending the RP 3 program to allow visitor permit capability.

- Generally supportive of RP 3, he had lived for many years in this RP 3 neighborhood that had primarily single-family dwellings in a reasonably dense

living pattern and limited off-street parking; where residents lived with parking restrictions and battled for parking with students at West High.

- A lack of visitor permits was really a problem for him and his neighbors. People couldn't visit them without facing parking challenges.
- His wife and he each had permits, and one off-street space, which was sometimes used by a visitor while they parked car out on the street. But this wasn't always possible, esp. in the winter.
- He found himself in a different predicament now: When he went to babysit his grandchildren in the Vilas area in Zone 10, he only had a permit for Zone 14, and would get nabbed because he had no privileges in Zone 10. And inversely, his son's car was at risk for violations at his home in Zone 14.
- He felt there was something wrong with this system. Having read the staff report, he recognized the situation was not simple. But having lived so long in an area without visitor privileges, he thought it was time to bring the issue to the TPC for their consideration.

Woznick and Parking Engineer Bill Putnam discussed the report about RP 3 visitor permits(attached) and answered questions.

- The RP 3 program was designed to benefit residents in areas impacted by commuter parking; and it had been held to that, because as soon as it was opened up, residents were negatively impacted.
- Other communities offered visitor and/or commuter permits (some expensively and some inexpensively).
- The question was who they wanted to benefit; how to reduce automobile usage by commuters and still give residents a reasonable chance of parking near their homes, esp. in older neighborhoods that didn't have a lot of off-street parking.

Poulson remarked that this might be an issue requiring more member review, because of its impact on service providers as well as visitors. Golden mentioned the (irony of) involvement of District 10 alders including himself in developing the program. He thought the report had laid out the minefield well. Rather than a subcommittee, he suggested that staff develop some ideas to create a visitor program, as follows:

- 1) Split the city into areas that a) had too many cars for the number of spaces, and b) had enough spaces for the number of permits, with staff determining that %. In certain downtown neighborhoods, visitor permits wouldn't work because there were already too many people and too few spaces.
- 2) In areas with any surplus, try to craft a visitor program that could address the known minefield. Wherever an issue might sabotage this, prepare a way or two to deal with it, and present all the ideas to members.
- 3) Perhaps create two permits: one for zones with higher parking availability and one for zones with lower availability. If more staff would be needed, estimate this cost and allocate those costs to the area that might be eligible for such a program. Show how much that would increase the permit cost for those areas.

Golden said staff could stop there, and let residents of the affected neighborhoods decide if they thought the extra cost was reasonable, perhaps by working with the alders in these areas. He invited other commissioners to contact staff if they had some additional ideas. Staff could then bring back a broad outline of such a program to some future meeting. Poulson thanked staff for the information.

**G. UNFINISHED BUSINESS ITEMS**

- G.1. [32910](#)** ALTERNATE Amending Section 11.06(2)(c), creating Sec. 11.06(3)(e), renumbering Secs. 11.06(3)(e) through (z) to Secs. 11.06(3)(f) through (aa), amending Secs. 11.06(4)(a), (b), (5)(a), (7)(a),(b),(c) and (d)4., creating Sec. 11.06(7)(k), renumbering Secs. 11.06(7)(k) through (m) to Secs. 11.06(7)(l) through (n) and amending Sec. 11.06(8)(b) of the Madison General Ordinances to permit passengers on a commercial quadricycle to carry on and consume fermented malt beverages.

Poulson called registrants to speak.

Rosemary Lee, W. Wilson, 53703, registered/spoke in opposition to Version 1 of the resolution, and disclaimed any connection to the owners of Capitol Pedaler.

- She was disappointed to hear the Mayor say that a quadricycle was not compatible with beer. A quadricycle could not be compared to one person on one bicycle.
- Beer on commercial quadricycles would be a tourist attraction.
- The owners and employees were very responsible former MPD officers. They would be good at assessing people and capable of handling any issues that might arise when people were using the quadricycle.
- People would rent the vehicle for celebrations of all kinds; and tourists would rent it for a very unique experience while enjoying what Madison had to offer.
- Drinking beer on the quadricycle would be a fun, pleasurable activity. People needed to get over the idea that beer was nasty, because it wasn't.
- With the good track record the Pedaler already had, we should let them try this idea. If they found it wasn't working, they would stop it without anyone telling them to do so.
- As for children, they were allowed in any bar in the city when accompanied by their parents. This would be a much nicer venue for them.

Owner of Capitol Pedaler and former City employee, Linda Besser, McFarland, WI, spoke in favor of Version 2-Alternate.

- This would be the Pedaler's fourth season. Members of the Greater Madison Visitor & Convention Bureau, they had been compared to the "San Francisco trolley" for Madison.
- A newly enacted State law allowed commercial quadricycles to have 36 oz. of beer per passenger onboard, BYOB.
- Operating in and around Madison, they had asked Alder Verveer to help them so they would be able to do this in the city.
- Eight people were needed to operate the cycle, which was all pedal-powered. People need to be functional to complete their 2-hour, 2-mile ride.
- They stopped at taverns, restaurants and stores along the way.
- In developing a new ordinance, they asked the BYOB be limited to two cans of beer or 24-oz., to help maintain the alcohol content of people onboard.
- As law enforcement people, they knew that people could generally drink one beer/hour and still drive and maneuver a car. So it was likely riders could at least pedal the bike with one beer an hour.
- If riders stopped to have more, the signed waiver and behavior rules should help control their behavior. It was important to them as operators that people see riders having fun without being obnoxious.
- Their BYOB limit came from feedback. Insurance would cost three times the

current rate. They weren't just jumping into this.

- Madison was their biggest market. People wanted to come into the city to celebrate special occasions together. The Pedaler was definitely a tourist attraction.
- They collected all the trash, inc. what might fall off, and cleaned the bike after each ride.

Fourth District Alder Mike Verveer spoke in support of his Alternate.

- The Alternate, which had been reviewed and approved by the ALRC and DCC, would take advantage of the new State statute allowing malt beverages on commercial quadricycles.
- The current Alternate (dated 4/9/14) had been refined to incorporate input from the two Secondaries. Of the sixteen items shown under special rules on page 5 of the Alternate, many came from the State statute passed in January, while others were limitations being proposed for the first time in Madison; and a few came from the original ped-cab ordinance that he sponsored a few years ago.
- Many of these rules went above and beyond what was in the State statute. The Alternate allowed 2 servings (vs. 3 servings of beer allowed by State); and required a second employee and absolute sobriety. Also, in addition to being licensed as taxi drivers, employees would need to be licensed as bartenders and go thru bartender training.
- The proposal would increase licensing fees for commercial quadricycles. With the privilege of being able to consume adult beverages should come additional fees to the City.
- In the four years Capitol Pedaler had operated, he had received nothing but compliments about the amenity they provided to the community, and no complaints. With a known commodity, a good track record, ex-MPD police as operators, he had no concerns about this limited beer consumption on board. He urged support of the Alternate.
- The 10:30 PM end time came from State statute.
- For taxi and for bartending licenses, the operators were subject to two background checks.

A motion was made by Kovich, seconded by Tolmie, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER, Version 2-Alternate (draft dated 4/9/14).

Discussion followed.

- (Weier) Bar hopping and drinking in between could lead to intoxication. She herself had enjoyed riding on the Pedaler, which had carried children at the time. The proposal did address the issue of underage riders.
- (Bergamini) While having no issue with the substance of the proposal, she initially expressed concern about receiving the latest draft Alternate at the meeting, which didn't give her (or the public) enough time to consider the merits of the proposal before they took a vote. Later in the meeting after hearing more, she felt more comfortable moving forward.
- (Kovich) Two employees, who wouldn't be drinking, would be in charge. A lot had gone into the Alternate, which had codified what Commissioners had discussed at their earlier meeting. She was comfortable moving forward.
- ACA Adriana Peguero confirmed that a licensed provider could decline to serve someone on the basis they were intoxicated. This was part of the company's policy also.
- (White) She wasn't normally supportive of beer and bikes. But because the

vehicle moved so slowly and in low traffic areas, and because the number of beers had been changed from 3 (which seemed excessive) to 2, she was supportive of the Alternate on the table.

Verveer said that the proposal would next go to the Council on 4/29, where the public could weigh in. He thought Bergamini raised a good point, and discussed the history of his Alternate. The first draft, which contained the bulk of the Alternate and had been approved by the two Secondaries, had been available since 3/18. The second draft now before the TPC incorporated a handful of additional safeguards that had been recommended by DCC and shown in the legislative history for a couple weeks.

Verveer and Peguero identified the items added to the second draft.

- The 10:30 PM end time was added. This was in the State statute but had been missed in the first draft.
- For consistency, the title of "Director of Transportation" was changed to "City Traffic Engineer".
- The requirement for an operator's (bartender's) license was added, as recommended by DCC.
- A DCC recommendation to designate the vehicle as a "licensed premise" was not added, because Madison ordinances defined this as an establishment that could sell alcohol (which would not be the case here).
- DCC had suggested language for a "licensed premise" because of concerns about having under-agers on the cycle while beer was being consumed. However, the Alternate addressed this issue in the rule that said beer could only be consumed if everyone was of drinking age or if a parent/guardian was present.

A vote was taken, and the motion passed by voice vote/other.

**H. 6:00 PM - PUBLIC HEARING: To hear public comment on proposed targeted Metro Transit service changes, effective the last week of August 2014.**

**H.1. [33627](#)**

Public Hearing on proposed targeted Metro Transit service changes: Routes 8, 14, 15, 19, 26, 36, 44, 48, 50, 59, 70, 71, 72, 73, 74, 78 - TPC 04.09.14

Poulson said that after a staff presentation, registrants would be heard. He also noted that action would not be taken on the proposal until the May meeting, per TPC Rules.

Metro Transit Planning and Scheduling Manager Drew Beck summarized the changes. (See documents attached.)

- Route 8: Would link up with the Route 78 (a Saturday route for Middleton) to provide a faster ride to the Downtown and Campus area on Saturdays. To streamline Route 8, it would run on Campus Drive vs. Old University Avenue; and Capital Avenue/Old Middleton Road would lose service to keep the bus on time.
- Routes 14, 15 and 19: The routes would remain the same, but their weeknight evening schedules would change in order coordinate the schedules a little better (precipitated by changes to Route 70).
  - \* Route 14 would leave 3 minutes later from the Square (46 after the hour vs. 43 after), and the last outbound at 10:46 vs. 10:53 PM.
  - \* Route 15 would leave the Square at 5 after the hour vs. 3 after, with the last

trip at 10:05 vs. 10:03 PM.

- \* Route 19 would leave the Square at 26 after the hour vs. 10 after, with the last trip at 10:26 vs. 10:45 PM (a bit earlier). In the current schedule, there was an hour and 35-minute gap between the 9:10 and the 10:45 trips. Now the trips would be every hour.

- Routes 26 and 36: The routes would remain the same, but evening service would be provided on Route 26, beginning at 6 PM.

- \* Route 26 now ran only during middle of the day (with two trips on the Route 25 from American Family Center towards Madison in the peak hours of the afternoon).

- \* With the change, Route 26 trips would run from East Towne on the hour. They would be able to do this by taking one trip out of Route 36, which currently ran every half hour in the evening, and would now run every hour.

- \* Route 26 would run on the hour, and Route 36 would run on the half-hour.

- \* This would address the many requests for evening service from/to Herzing and American Family, and still be cost neutral.

- Routes 44 and 48: Would be expanded to provide service to the Swan Creek neighborhood and to development along Fish Hatchery and Swan Creek, with AM service from Swan Creek into Madison up to Campus; in the afternoon, it would run from Campus to Swan Creek.

- \* With not much ridership there, service to the Nobel Drive loop at the south end would be eliminated to save time and expand service.

- \* Originally, they were proposing to eliminate the Gilson-Olin loop also to save time. But they had received a lot of feedback, esp. from vets at Romnes who used this route to get to the VA Hospital. They had come up with an alternative that would allow them to keep a bus on Olin and Gilson.

- Route 50: Now ran hourly during midday and evening. The proposal would bump it up to half-hour frequencies.

- \* This very productive loop route transported 45 passenger/hour, on par with the busiest core routes.

- \* The change would get rid of a shared bus issue between Fitchburg, Madison and Middleton. Anytime something was changed in one area, it caused changes in the other areas as well. By using this bus on Route 50, Fitchburg and Middleton would be held harmless.

- Route 59: A significant change, the route would be reconfigured to provide direct service from WTP and from Allied/Dunns-Marsh down to Orchard Point Shopping Center, with Super Target and Hy-Vee offering good employment as well as shopping opportunities.

- \* Dunns Marsh Neighborhood Council had given their full approval.

- \* One issue would be the removal of service on Crescent west of Red Arrow and a little stretch of Allied Drive; but bus stops would be added at the corners of Allied and Lovell, and at Crescent and Red Arrow to reduce walking distances that might be lengthened a bit by this change.

- Route 70: For many years, they had had a problem keeping this route on schedule; so they streamlined it a bit within Middleton to make it easier for drivers to stay on schedule and make the route more reliable.

- Route 71 and 72: Would provide more direct service west of Parmenter Street to Downtown Madison; and improve the speed of the reverse commute in the AM to areas west of Parmenter.

- \* Route 74 would disappear, with Route 72 expanded to cover most of Route 74, which would provide a one-seat ride from Downtown Madison to big business parks out in Middleton with no transfers.

- \* The Middleton Transfer Point (by UW Health and Costco) would no longer be served. It was taking a few minutes to get buses in/out there.

\* Instead they would coordinate transfers (the Route 73 and other Middleton routes) at the Greenway Station Shopping Center, a good place to anchor these routes, and provide a nice place for drivers to take breaks and for riders to spend time.

- Route 73: Currently a long route for the time it was given, Route 73 would be streamlined to get from West Transfer Point to Old Sauk business park area and back in an hour and make it more reliable;.

Metro Transit Schedule Planner Colin Conn described the proposed Middleton changes further.

- Route 70: Now traveled from Downtown out to Southridge & Q, out to Parmenter, down Branch and other streets, and eventually up to MTP, where theoretically it met other routes; and then returned by the same circuitous route.

- The proposal would take outbound in AM to Donna and use new streets, Franklin, Park and Park Lawn, up to Discovery and down a stretch of Deming Way with a lot of businesses, employment and ridership, where it would meet up with Route 73; hopefully making it a one-seat ride.

- The Route 73 lay-over point would be John Q. Hammons and Greenway, where the Route 70 would also lay over. Riders wouldn't have to cross Greenway and could cross JQH instead. If they could interline them, they would.

- Inbound, Route 70 would serve Branch, Donna Southridge/Q back to the Downtown.

- Route 70 would operate like a loop, dropping commuters off in the commercial area in the AM, reversing the loop and picking them up and getting them home in the afternoon.

- The goal was to get the cycle for Route 70 down, from 120 minutes to 105 minutes, giving drivers a chance to go to the bathroom, and to coordinate transfers.

- Route 71: Would replace half of the Route 74, to provide a fast one-seat ride from Downtown to Parmenter, Discovery, down John Q Hammons, Deming and Gialamas, where it turns back into a Route 71 commuter trip.

- Route 72: Would be a one-seat ride outbound in the AM, out thru the Route 74 loop and turn into Route 73 to WTP; which would then turn back on itself and turn into Route 72 at Discovery. It was an attempt to coordinate service from WTP to business district, and the Downtown to the business district, with as many one-seat rides as possible.

- Route 73: Now, the route was a "push-pull" service using the same streets in both directions and was too long. The proposal would make it into a loop that went up to John Q. Hammons to meet Route 70, and then would come down the other side of the loop. Route 15 also looped thru this area in peak hours. This would provide a good distribution of service in that zone (with some negative aspects to how 73 would function).

- Route 8 and 78: Along with Route 8 being pulled off Old University and Capital, it would travel out to do Route 78 Middleton loop, not serving some streets in Middleton, ending up at John Q. Hammons and returning inbound.

- \* This would get the route under a 120-minute cycle time, so it could be served with two buses.

- \* What was good about it was that the Route 8 could operate with or without the Route 70 tacked onto the back of it. So if Middleton wanted to expand or retract service on the weekends, they could do that.

- \* Also, instead of the Route 78 going to the WTP, it would just go straight Downtown. They had had a lot of requests for this change.

Metro staff responded to member questions.

- Routes 26 and 36: Service would not be added here; it would just be split between the two routes at night, providing hourly service to American Pkwy/Herzing on the hour, and to City View on the half-hour.
- The Gilson/Olin loop would not be dropped as shown in the (initial) proposal. Staff would bring an alternative back to the TPC in May, to show how they would address the time issue that prompted the initial proposal, which had grown out of requests to make the travel time of the Route 44 from Fitchburg to Downtown faster. The plan now was to maintain the loop, with a better solution to the time issue.

Poulson proceeded to the public hearing and statements from registrants. (Registration slips and written statements available upon request.)

T J Mertz, Gilson Street, 53715, registered in opposition to the elimination of the Gilson/Olin loop (which wasn't going to happen).

Yvonne Schwinge, S. Franklin Street, 53703, registered neither in support/opposition, and spoke as follows (complete statement attached).

- Liked the linking of the Route 78 and 8, but was concerned about the transfer and wait involved in eliminating the connection between Middleton and the WTP. Caution should be used when making such changes, which could greatly impact transit-dependent riders, esp. on weekends.
- Supported the increased frequencies on Routes 50 and 59, but felt that certain routes, like the 2 and 6, were still experiencing too much overcrowding and delays.
- If more service could not be provided on these routes year-round, perhaps more could be provided for special events, when she had heard first-time riders say they would have chosen different transportation had they known how the ride would be.
- More details about proposed service changes should be made available when notification first became public, or a date given when the info would be available.

Melvin Hinton, W. Olin Avenue, 53715, registered in opposition to the elimination of the Gilson/Olin loop; and thanked Metro for dropping that change.

Carlie Forsythe, W. Main Street, 53703, registered in opposition, and commented as follows. As a reverse commuter, she traveled from Downtown to Middleton and back for work, and had concerns about changes to Routes 72 and 74. Creating one-seat routes was a good idea, but she wondered if riders would be able to get between Downtown and Middleton without taking an inordinate amount of time.

Conn said the Route 72 would serve the northwest quadrant of the Middleton commercial business park in Airport Road area. This ride would not significantly change, though timing would be a little different on the reverse commute. The proposal would eliminate service on Nursery-Deming from Airport Road; but would provide improved service to the Pinehurst-Greenview area, traveling from Airport Road down N. Pleasant View, ending up at Greenway Station. Conn said he would provide more detailed info to Forsythe after the meeting.

Middleton Transit Coordinator Mark Opitz, registered in support of the proposed changes, and commented as follows.

- Middleton had worked with Metro on the service changes being proposed.
- Middleton supported the de-coupling of the Middleton-Fitchburg Route 50, which would provide a way for both cities to develop their own modules to better respond to requests for changes.
- Regarding the issue of the so-called Middleton Transfer Point near Costco, he supported the shift to Greenway Center, which provided better amenities for drivers to take a break, and was probably a better location.
- It was good that most buses would be interlined and provide one-seat rides, which would improve efficiency and reliability for their service.
- Another good change would be restoring the direct link between the condos and apartments at Greenway Center on the west side with Downtown Madison, with the new Route 71.

With reference to the previous speaker, Opitz said that Shannon Mayerl at Top Promotions, had contacted them.

- Top was located on Greenview Drive, on the far west side of the Middleton business park just off of Hwy 14. This presented a problem, because the most direct route to the transit service would be to walk along Hwy 14, which wasn't safe.
- While Route 72 served the business park, it didn't provide direct service to Greenview and Pinehurst corridors. And there wasn't sidewalk there yet, but even if there was, it would still be an unreasonably long walk.
- In thinking about options, perhaps they could have alternating routes, with one route serving the east side and one route serving the west side of the park. It would be hard to develop a loop, because the whole route was a loop.
- Top hired a number of blind and visually impaired individuals, and they were trying to increase that number to 21 by end of 2016. People who were able to drive were picking up these passengers, as a way to extend the transit trip.
- The proposed service change wouldn't address the concern of Top Promotions, who had sent an email that was forwarded to Metro as part of the hearing.

Opitz hoped that in the future, Middleton could have a more direct route to the West Transfer Point. Saturday service would no longer be serving the WTP.

- He was an advocate for the connection to the WTP because it provided hourly service to Middleton. But he completely supported and understood why it was being linked with the Route 8, which made a lot of sense.
- But that had been the most direct link to the WTP from Middleton. Monday through Friday, riders had to go west to Route 73, or find their own transfer along University Avenue. Whereas on Saturdays, they had had the option to go directly to WTP to better access the rest of the Metro system.
- But he understood they had to take baby steps here, with limited buses and funds; and that was a longer-term idea.

Opitz concluded by saying they supported the changes, he had enjoyed working with Metro staff, and maybe there would be a way to adjust Route 72 to serve both the west and east sides of the business park.

Ann Schomisch, University Avenue, 53562, registered neither in support/opposition, and commented as follows:

- Liked the more efficient combined Routes 78 and 8 to/from Downtown. It

looked like it would be easy to transfer to the Route 2 to get the WTP.

- Did not like the loss of Mendota Street service. Though some didn't like it, she preferred the alternating on/off Mendota. She lived at University and Maple; the new service on the Middleton end seemed to make a big "C", and she would be on the losing end of it either way. She wondered if that could be made more efficient.
- The Route 70 had the same problem going the opposite direction (to Downtown at night). With service lost at Branch and Franklin, the change created a big service gap, unless a person rode it all the way around, which would take 40 minutes.
- The shift from MTP to Greenway Station was good; more efficient.
- Working at both University Station and at Excelsior-Deming, she commuted the opposite way from most people and would be curious to see how the Route 73 ended up.
- She didn't see help to address overcrowding on the Routes 71 and 72.
- For the most part the changes looked beneficial.

Cathy Casper, Red Arrow Trail, 53711, registered in opposition to Routes 19, 78, 59, and commented as follows.

- Had seen the flyer on only two buses, which was bad since riders needed the hearing info. Notification was a continuing problem for Metro.
- Route 50 going to a half hour was wonderful. Many people took that bus to get to Woodman's because it was affordable.
- Unfortunately, Route 19 going to 26 after the hour meant that people would have to wait another half hour to get home at night. They might not attend events Downtown because of this, esp. in the winter when it wasn't pleasant waiting for a bus.
- Route 59 was paid fully by Fitchburg, and ran on Saturdays and Sundays. People used it to get to the WTP, because Metro took service away from the bottom half of Allied, Crescent and Red Arrow Trail.
- They could get to the WTP on the hour, which they could not do on the 59, unless they could walk down to Verona Road Frontage Road, which was now under construction. Many people on Crescent were elderly. If her elderly neighbor was unable to get out on the hour and if she had to go to the WTP, she would have to sit and wait there for the next bus, which was very unpleasant on weekends.
- Right now, Route 59 went from WTP via Beltline to Verona Road to Red Arrow and 4700 block of Crescent and 2300-2400 blocks of Allied to Lovell Lane, then to Chalet Gardens and Williamsburg Way. That stop would be eliminated, which was silly because it was at the PDQ, with hundreds of apartments across the street. Then it traveled King James to Target and Hy-Vee. There riders got on the bus and traveled back the exact same way to the WTP.
- The proposed change would take the 59 Whitney Way to Target, back to Seminole, to part of Crescent with no stops: silly. Then to the 2100-2200 blocks of Allied, and then to Target: dumb and dumber. Basically, service was being eliminated for people on Crescent Road, the 2300-2400 blocks of Allied, and Lovell Lane.
- The housing density for Allied was from 4500 Crescent to Lovell, not on the 2100-2200 blocks of Allied. Obviously, nobody checked to see what went on in the 2100-2200 block of Allied: The parking lots were filled with SUV's and lots of cars. In her building, eight of the sixteen apartments had no cars, which was also true for many of the people on Crescent.
- It would be faster to go to the Hilldale Target and the Westgate Hy-Vee, which

was half-hour service vs. hourly.

- More importantly, no survey was done of employees at the Target and Hy-Vee in Orchard Ridge and Fitchburg re: where they lived and whether they needed the bus to get home.
- Fitchburg was not going to pay for it. If Madison screwed it up, they could pay.

Jiehanie Gunasena, Mifflin Street, 53703, registered neither in support/opposition, and had questions.

- She chose to ride the bus. She hoped that rather than more cars, public transportation would be able to support everyone; that Metro's changes would add service rather than cut it. Unfortunately, she didn't know if that was how it would be this year.
- Currently, she rode the Route 74, and got off at Deming and Forsythia. With the new changes on the Route 72, she would be getting off at Airport and Deming.
- She was concerned whether there would be service to that area during the day, not just during the rush hour. She used the current mid-day service to get back Downtown for appointments, etc. Also, with the new schedule, the latest she could get to work was 8 AM, and the earliest she could leave work was 4:15 PM, and precluded her leaving work early on some days, as she could now.
- She wondered if there would be any afternoon service or a couple more routes operating during rush hour.

Poulson suggested that Gunasena discuss this with Conn separately, and let the Commission know if there were still problems.

Mary Rice, Munn Road, 53713, registered in opposition to the elimination of the Gilson/Olin loop; and thanked Metro for not eliminating it.

Carl Schroedl, Spaight Street, 53703, registered neither in support/opposition, and commented as follows. A reverse commuter to Middleton on the Route 74, he was concerned that though the proposed changes didn't completely remove service to the places he needed to get to, they complicated it and increased the amount of trip time for him. He didn't have a car and couldn't afford one. It made him cast doubt on the future, and whether he would have to start saving up for a car. Conn suggested Schroedl send an email to Metro, providing the details of his commute.

Michael Fienen, Clemons Avenue, 53704, registered neither in support/opposition, and commented. He worked at the same location as Schroedl and bused to the Square to catch the Route 74.

- It was disappointing to have a reduction in service on a route that stopped right at his office (he didn't really mind the walk). There were only four options to get from the Square to his office, and he didn't have a regular work schedule. It was difficult to have this limited further. Having his workday end right at 5 PM was a challenge.
- He understood budgets were constrained, but he just wanted to say that he would ride the bus more often, if there were a little bit more flexibility.
- Also, he hadn't been able to piece together a new itinerary, but it seemed his travel time would increase. Right now, it took him three times as long to take the bus as to drive; and two times to take the bus as to bicycle. If this got to be 4-5x, it would be hard for him to make that choice.
- That said, he very much supported public transportation.

Andrew Leaf, Jenifer Street, 53704, registered neither in support/opposition, and commented as follows. He worked at the same location as Schroedl and Fienen, and bused to the Square to take the Route 74.

- With the overcrowded Beltline, he preferred taking the bus where he could do things rather than wasting time in a car
- There seemed to be some options with the proposed changes that might work out, but there didn't appear to be as many connections to the near east side (esp. to to the Route 38 and 3), as there were now. At various times, the trip times would increase quite a bit.
- Currently, he could get to work in 55 minutes; with the changes this would likely be substantially over an hour.
- Also with an irregular work schedule, there would now be only one time in AM and one time in the PM he could get to work.

Having no more registrants, Poulson closed the hearing. Kamp noted that Fitchburg had held a public hearing on this, and had endorsed the changes related to Fitchburg. Route 50 service changes would have a financial impact on the City, so a budget resolution would be sent to BOE and the TPC in May.

Kamp, Beck and Conn answered member questions.

- The changes were as consistent with the TDP as they could be, in terms of adding service and simplifying routes. The Route 50 was an example of added service and of simplifying. It would travel in the same loop, instead of reversing every trip as it did now. The counterclockwise movement of the Route 50 would allow people leaving Woodman's with groceries to go directly home. They wished they could simplify further but that would require more resources than they currently had.
- Regarding concerns raised about Route 74, staff would work with Opitz and look into this more. They thought they had done the Route 74 pretty cleanly, converting it to the Routes 71 or 72, and increasing the number of trips going out to Middleton that could viably provide a one-seat ride going west. They did lose the two mid-day trips.
- The shared bus was a bigger deal than people realized: The bus was shared between Route 52 in Fitchburg, Route 73 in Madison, and Route 70 going Downtown. It was hideously complicated, but when that bus was taken out of rotation, everything else had to shrink to fit into those new parameters, keeping everything separate, but still connected.
- The two trips were squeezed out, because they lost the "fifth" bus out there. In looking at the ridership on it, there was like one person on each trip, which wasn't worth the investment of 22 minutes of trip time. So they felt that this was a fair trade. While they didn't like eliminating the mid-day ride home, doing so made things fit together, keeping buses in a cycle time and allowing drivers to have time to go to the bathroom. There were trade-offs.
- They weren't reducing service. The Route 50 changes were substantial, they were needed and they were totally justified. With everything else, there were trade-offs. Take the Gilson/Olin loop: They thought they could improve service in Fitchburg and the Route 13 would still serve Olin. One comment was to push the 13 to the UW Hospital, which was a great idea. But it was always a question of money. They were always trying to squeeze the whole balloon without having something pop out.
- They would look at the Route 74, and see if they could tweak it without increasing costs. There were some early trips to Middleton in the AM that could maybe be traded for later trips, depending on how many riders were involved.

The issue of increased travel times might have to do with transfers at the Square.

- Changes were usually selected and made in response to people's complaints.

[Please note: Kovich left at 7:05 PM, at this point in the meeting.]

- In terms of route performance, it was useful to look at the numbers for related routes. For example, changes made to University Avenue routes last year to shift people to Route 10, involved Routes 10, 14, 15, 56, 57, 71 and 72. We wanted ridership to decline on some of the overcrowded routes and go to Route 10. Looking at totals for all these routes, ridership on University Avenue went up over 4%. But we didn't always have the luxury of money; and there were trade-offs.

- Fitchburg paid for Route 59 all day on Saturday and Sunday. With 6.2 passengers/hour, productivity needed to be improved. Also, Metro worked with the Neighborhood Resource Teams for Allied, Balsam-Russett, Raymond Road areas. Because Hy-Vee was positive about employing people in these communities, they wanted to keep a solid service going there. The current route used the Beltline; there were no stops on the Beltline. By traveling from WTP to Target-HyVee to Allied and back, ridership could easily double on that route. This was the impetus for the change.

Members made the following comments.

- The hard work of staff was greatly appreciated.
- At some future meeting, to better understand the process, it would be good for Commissioners to hear how system change recommendations were decided upon, as to which routes to change and how this would impact riders and the public.
- It was fascinating to learn how many riders reverse commuted from near east side to Middleton. Perhaps (like we did at Epic) it would be useful to survey employees at certain businesses that could be identified as having a culture of bus riding. Along with businesses in Middleton, this could be done at places like Target and Hy-Vee in Fitchburg as well, to determine if the schedules fit their needs, etc. More than surveying current riders, we needed to be looking at potential riders. Even though this could be difficult, we needed to continue to try to stay in touch with potential as well as current customers.
- Route 70's: Some of these routes were changed in August, 2013. Looking at February route performance, four of five routes we were tweaking had declining ridership between 2013 and 2014. Though the changes may be needed, we lost ridership due to changes and it took time to build it back up, which was concerning.
- We were redistributing service on routes that had twenty riders an hour. Maybe it would be helpful to talk to do some quick and dirty surveying by talking to managers of some of these businesses, to find out when employees shifts begin and end. This too was pertinent to a discussion about the process used to develop recommendations.

Kamp said that at the May meeting staff would bring back their responses to the questions raised, the alternative to eliminating the Gilson/Olin loop, and all their recommendations.

Please note: A Roll Call is shown here to reflect that Kovich excused herself from the meeting at 7:05 PM toward the end of Item H.1.

Present: 7 -

Anita Weier; David E. Tolmie; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini; Kenneth Golden and Amanda F. White

Excused: 3 -

Chris Schmidt; Ann E. Kovich and Kate D. Lloyd

## I. NEW BUSINESS ITEMS

Please note: Without objection, the meeting proceeded to Agenda Item I.4. at this point in the meeting, before returning to Item I.1. and the remainder of the agenda.

### I.1. [33537](#)

Amending the 2014 adopted Parking Utility capital budget to provide additional expenditure authority, mainly for electrical system replacement and storm sewer upgrades at State Street Capitol garage, and for other system repairs.

A motion was made by Bigelow, seconded by Weier, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

### I.2. [33629](#)

Metro: Proposed Changes to Metro's Leased Space Policy - 2014  
TPC 04.09.14

Kamp noted that Metro was early into their second year of in-house advertising. Essentially, they wanted to continue most of what they were now doing, despite some challenges, which they were working thru.

Metro Marketing and Customer Service Manager Mick Rusch talked about the current ad program and leased space policy.

- Having had a lot of conversation about full wrap buses and visibility, since Metro took over the program, staff had been working with their vendor to find different materials. The perforated wrap had helped, but they still received a few comments about the wraps.
- The current policy had a limit of 20 fully wrapped buses. They had never gotten close to that, and had five now. Staff wanted to keep the number at 20, just to have the option for additional revenue if it came their way. Recently, one client had talked about the possibility of buying five full wraps next year.
- Staff didn't really focus their sales on the full wraps, because they were expensive (\$6K just to install them), and clients had to have a lot of money to even think about them. Staff preferred to promote the smaller ads to get more out on the buses.
- Staff had discussed the current content policy with the City Attorney's Office, and had kicked around the idea of having a "non-public forum", which would eliminate opinion-based advertising.
- It would get complicated if they went in this direction: Ads could be banned for such groups as Amnesty International, Deer Park Buddhist Center, CareNet Pregnancy, Community Shares of Wisconsin, and perhaps even City of Madison Ride-Share program, because its opinion was to share the ride.
- The point of these examples was that it would get murky if they started eliminating ads. Each ad would have to be discussed to see if it could be allowed.
- Therefore, with just one controversial ad in the past year, staff recommended the ad content policy not be changed.

ACA John Strange discussed the information he had shared with Metro.

- His office had emphasized with Metro that with their current policy, which

was considered an open forum, they could not turn down ads like the PETA ad.

- Even if an ad raised concern in the community or among alders, as an open forum, they had to allow it.
- If the City got sued on an ad like that, they wouldn't be able to defend it very well, because the current policy was wide open. We had allowed all kinds of speech in bus ads.
- Metro had also been informed of other options, such as closing the public forum and making it a non-public forum. But that would require looking at all the other ads. They wouldn't be able to pick and choose which opinion ads to run; they'd have to handle them the same across the board.
- The CA's concern was not so much which way they went, as it was that everybody knew the options.
- If they decided to go with the open forum, and if something happened in the future, there'd be nothing to complain about, because that was what was chosen.
- His recommendation: If they chose to continue as an open forum, after they got thru the pilot period, they should get the issue in front of the Council to sign off on it, so that Metro wasn't in the position of having to defend the policy to people who called to complain.
- If there was controversy, the decision would have been made by the Council and we would move on.

Golden remarked that all ads were opinions. Take a McDonalds' ad: A segment of the community thought they were killing people with heart disease. He said he would rather Metro got the cash than a billboard company. Strange said he would not call McD's an opinion ad, but would identify it as commercial (vs. non-commercial) speech. Golden said regardless, he didn't think the Commission should touch this issue. He had heard a radio report about a community putting ads on fire vehicles and ambulances, and suggested Rusch might want to explore some of these other creative ways to advertise.

Weier said she would just as soon avoid issue ads, esp. with the small amount of revenue involved. Why get into another mess? She also didn't like full wraps; riders should be able to see.

Rusch went on to talk about the free advertising policy and PSA's.

- It was hard to administer, because they got lots of requests, and it was difficult to decide who to say yes/no to.
- Presently, if someone asked for a PSA and hadn't purchased it anywhere else, then Metro would consider it.
- But being hard to track, it was kind of an honor program.
- Plus, there was always the potential that an opinion ad would get on for free.
- Strange had recommended and Rusch agreed that they stop doing free ads and just get paid for them. If they would ever have to go out in public to defend an ad, it shouldn't be for a free ad.
- Most free ads were displayed on the inside of the bus, but they currently had one tail ad on the back of a bus.

Strange said the current policy defined who was eligible for a free ad based on whether they were a 501(c)(3). This was a broad swath of people these days, which was why he suggested either to make this definition more clear or to take away the free aspect of it. Rusch added that all non-profits were offered a 20% discount right now; plus various specials were offered throughout the year. Their rates were pretty reasonable; lower than in the past. When asked

about trades, staff noted that the leased space policy applied only to exterior/interior bus ads (vs. those that might be found in the Ride Guide, on fare cards, etc.)

Strange explained that tobacco ads could be prohibited because of federal regulations that said tobacco ads could be excluded without running afoul of First Amendment issues. But alcohol ads could not be prohibited because that was commercial speech, which they offered. As for 501(c)(3)'s and who the policy could potentially apply to, they had discussed other PETA-type groups that might want to run ads. They had also discussed the possibility of election ads. One area of speech was election speech. It would be interesting to see what would happen. He didn't think they could exclude such an ad under current policy.

Strange said that in a non-public forum, in order to try to close the forum, they would need to specifically list what would not be accepted. Since by circumstance we hadn't run any election ads in the past and with a policy saying no election ads, if an election group wanted to run an ad and we said no, we could probably defend that in the courts. Our track record with issue ads was not quite so good now because of the PETA ad. We had no prohibition against it. Under current policy, the only ads we would not run were those that were obscene, libelous, fraudulent, or tobacco.

Having just completed their first year, Kamp said it was Metro's intent to come back annually, and would do so again next spring. Rusch said these were proposed changes at this point. They would take Strange's suggestions and put everything together to run past the Commission. The three key elements of the proposal were: To continue the option of twenty full wraps, to keep the content policy the same, and to begin charging for PSA ads. Kamp said that during the budget process they had been asked to bring this to the Commission. The only change to current policy they were requesting was to eliminate free PSA ads.

After further discussion, Kamp and Rusch said they would put the changes into a more final form and come back to the May meeting. Weier said she would like to propose some changes. Bergamini wanted to know which organizations would be affected by the change to PSA policy. Rusch said the "Poetry on Buses" program was a marketing promotion, and would not be affected. Other City agencies were already charged for ads, using a special rate.

Golden remarked that everybody seemed to have an opinion about these issues, and short of doing a press release or holding a public hearing, he hoped that members wouldn't later get slammed for taking action on it with hardly anyone else in Madison knowing it had been on their agenda. Rusch said staff would do some outreach on that. Poulson said it would probably make sense to delay action.

Weier said that she would like them to be able to refuse election ads, and wondered if that were possible. Strange said that if they wanted to start refusing stuff, then they would have start refusing all the stuff. If they tried to be in the middle, where they let in opinion ads like PETA, didn't let in election ads, and let in McDonalds, they would lose the ability to defend that policy in court.

As he had explained to Metro, Strange said they could try to craft a policy like the one being discussed. But it became harder and harder to defend, if they didn't clearly delineate commercial from non-commercial speech; and state that they were not going to run non-commercial speech, that the reason for the program was to raise revenue for the transit agency through commercial advertising: It was not a forum for speech. Weier felt they should have some principles about what they accepted.

Poulson asked Rusch to put together a final draft to bring back to the group, at which time members could either affirm the policy or propose amendments if they wished. Tolmie/Bigelow made a motion to refer the item to the next meeting. The motion passed by voice vote/other.

**Please note: A Roll Call is shown here to reflect that White excused herself from the meeting at 7:55 PM, before the vote on Item I.2., I.3., I.5. and I.6.**

**Present:** 6 -

Anita Weier; David E. Tolmie; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini and Kenneth Golden

**Excused:** 4 -

Chris Schmidt; Ann E. Kovich; Kate D. Lloyd and Amanda F. White

**I.3.      [33484](#)**

Authorizing the Mayor and City Clerk to enter into an agreement with Dane County for the following purposes in the calendar year 2014: (1) providing the Transit Utility with MA Waiver Community Integration Program (CIP) funding; (2) providing Dane County with State 85.20 funding by the Transit Utility for the County's provision of accessible transportation for persons unable to use the Transit Utility's paratransit services within its service area.

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

**I.4.      [33293](#)**

Authorizing the Mayor and City Clerk to enter into an agreement with RNL Design to provide architectural space programming, master site planning, and conceptual schematic design services for Nakoosa Trail Fleet Services Master Plan Study in the amount of \$422,846 and amending the 2014 Metro Transit adopted capital budget to authorize its portion of project expenditures.

**[Please note: This item followed Agenda Item H.1. out of agenda order.]** Kamp said that the City had had a Long-Range Facilities Planning Committee working for a couple years. The Naskoosa property was purchased for Fleet Services; but Police, Fire, Streets, Library, Monona Terrace and Metro, and other departments had been involved due to needs in their areas as well. Though the property was purchased by Fleet Services and not by Metro, it was a parcel that could potentially address Metro's critical space needs. They were in a garage with a 160-bus design that currently had 214 buses in it, which was why Metro was ready to put money on the table for RNL to develop a couple of scenarios for them.

City Architect Jim Whitney presented information about the proposed Nakoosa Trail Master Plan Study (Early Conceptual Options attached).

- As the Engineering Project Manager, he had been working Fleet Services Superintendent Bill VandenBrook and staff to hire RNL Design, which

specialized in maintenance facilities throughout the nation. They were the final candidate scored and chosen by the selection team, who was now seeking support for the resolution allowing the Study to move forward.

- He had worked with City Real Estate Staff to see if the Cubs Foods site selected on Nakoosa Trail would conceptually fit and work appropriately for a Fleet Services facility. (See map, photo, and drawings attached).
- The Study would help develop a short-term plan and a long-term plan.
- In the short term, they were planning to leave the existing Cubs Foods building in place; and to immediately construct a new building that would combine Fleet Services (now on First Street), Fire maintenance/vehicle repair operations (now on East Washington), and the Radio Shop (now at Sayle Street).
- Along with siting and designing the new building, RNL could explore the possibility of leasing part of the existing Cubs building in the short term to the State Fleet Services, now located on Park Street where their lease expired in 2015.
- Concepts A and B (attached) showed two possible short-term scenarios, with entrances off Nakoosa and shared parking. The hill along Commercial created a natural barrier and would help visually shield parked cars in the "bowl" and perhaps preclude the need for screened fencing.
- For the long term (in 5-10 years), Concepts A1 and B1 (attached) showed scenarios with the (new) Fleet/Fire/Radio facility, and with the Cubs building being torn down and replaced with a satellite bus facility for Metro, to relieve overcrowding at E. Washington facility.
- RNL would talk to staff in the different departments to identify space requirements and to come up with some design options for the City to choose from.

Kamp mentioned that having gone from 208 to 214 buses, Metro had needed some extra space, and had been parking several of their old buses on the site over past months until they could dispose of them. He also noted that RNL had done the Metro garage study in 2005, and had experience in fleet, transit and public works – the kinds of varied experiences they were seeking.

Kamp, Whitney and VandenBrook answered questions.

- Metro's current footprint covered 10 acres; and the Nakoosa site covered 15 acres. It was estimated that Metro would use 160,000 square feet of the 15 acres.
- Metro would be locating a satellite facility there, for 40-80 buses maximum. Under Space Needs in Concept A, the square footage 361K and 272 K shown for Bus Barn 150 and 135 respectively, came from the 2005 study, which entailed space for the E. Washington and a satellite facility.
- In plotting space needs inside the scenarios, 10% had been allowed for the detention ponds, 131K sq ft or more than an acre total, which left under 14 acres for facilities and parking.
- These numbers were likely to change over the course of the Study. Until RNL did their analysis, it would be hard to determine how many net acres Metro would use in the new location.
- It wasn't known at this point what would happen to the current Fleet site. A study would probably be done to determine whether it would be reused, repurposed, etc.
- They were looking into a joint venture with the State to move their car fleet now at a leased space on Park, to the Cub site.

Golden identified three areas of concern.

- In trying to compare the 10 acres Metro currently had for 160 buses and how much space they would use in the new location for the satellite, he raised a concern that in general we seemed to consume more space in modern times than we did in earlier times. Even as Transit and Parking member, he preferred not to waste land, and felt that a lot of land had been wasted in the past couple decades, installing things that weren't necessary (like extra parking at Police stations).
- Along those lines, he wanted to get a comparison of current parking use vs. parking being planned for the new site.
- Lastly, he wanted either RNL or Traffic Engineering to provide info as to whether the street system in this area could handle 80 buses going in/out.

Bergamini hoped that RNL had some expertise in groundwater management, surface water run-off, permeable pavement, green building techniques. Over the past couple decades, wetlands in this area had been filled; the area had benzene contamination. They were doing a lot of retention ponds in the area that could perhaps be restored. She didn't want to end up with a disposable building that would not meet our needs in ten years much less thirty.

A motion was made by Bergamini, seconded by Weier, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other. [Please note: Following this action, the meeting returned to Item I.1. and the remainder of the agenda.]

I.5. [33628](#)

Metro: Resolution No. TPC-42, regarding Title VI Program Report - TPC 04.09.14

Kamp referred to the statement on Page 3 of the Report (attached), "Title VI Notice to the Public", that was posted on every bus and prohibited discrimination based on race, color or national origin. The Federal Transit Administration had more detailed guidelines on how that was measured, related to service changes and fares. With the Route 18 service changes and fare changes made in 2013, in principle, they were moving in the direction that the FTA wanted them to. Staff was asking to move forward with the updated Plan to the FTA; and wanted members to know that when they next did a boarding/alighting survey, they would be collecting a lot more detailed data on which route people rode and where, and which fares were used and when, to address future service and fare changes. But for now, staff believed this met the federal requirements. Bigelow/Golden made a motion to approve the plan and adopt the resolution. The motion carried by voice vote/other.

I.6. [33699](#)

Authorizing the Chair to form a subcommittee to review taxi cab procedures and ride-share services - TPC 04.09.14

Please note: Mayor Soglin discussed City regulation of taxi cabs after Agenda Item C. (Please see his complete statement attached.)

- He hoped that people would look at this as being a major question of equity.
- Citing examples locally and nationally, the Mayor said a major function of government was to bring equity to the market place and to ensure the health and safety of the public.
- Besides making sure that service was available to all, it was critical to ensure that companies who served the disadvantaged were not put in an unfair competitive position. Several cities like Madison had regulations for taxis to protect both the public and those companies committed to equitable service.

- Beyond the issue of 24/7 service, the purpose for regulations was to ensure public accommodations, to serve every person and neighborhood); to ensure a full complement of service; to assure passengers that the driver and vehicle were adequately insured; to ensure that every driver was properly vetted through a licensed business.
  - Uber and Lyft had refused to meet these standards and respect Madison ordinances; and have instead muscled their way into our market.
  - Contrary to a recent WSJ comment, Uber and Lyft do not always provide good nighttime service in cities where they operate.
  - Due to changes in state law re: cable/internet, the digital divide continued to grow, and low-income households (overwhelmingly African-American, Asian, Latino) were not able to access the internet.
  - Uber and Lyft were not able to provide equal transportation to people with disabilities (per ADA and EO ordinances), which further disenfranchised the disability community.
  - This issue will test our commitment to racial and social equity, vs. deregulation in the name of free enterprise that would leave vulnerable communities with reduced levels of service.
  - He asked that people consider more than the romantic notion that this was new and entrepreneurial, therefore by definition it was good.
  - This was more than a question about taxis and licensing. It was about the relationship with citizens in the community, access and equity.
- When asked about Item G.1., the Mayor felt as an experienced bicyclist that something wasn't compatible about using feet to drive a cycle while consuming beer.

Please note: The following discussion and action occurred later in the meeting, following Item I.5.

Poulson called registrants to speak. Paul Bittorf, Business Manager for Union Cab, said they had been interested for quite a while in having the City tax ordinances looked at. If members did decide to form a subcommittee, he wanted to offer their assistance to help shape new ordinances. Obviously, there were a lot of questions out there. Poulson thanked Bittorf and said that if a committee was formed, they would be in touch.

Christina Ballard, Fordem Avenue, 53704, dittoed what the Mayor said. Ballard represented Cab Drivers for Madison Safety, which was a collaborative effort of drivers from all the companies that had been around for a few years. Though trying to keep things calm, there was growing concern that the issues with Uber/Lyft were not being addressed. She really hoped they would take this up.

Poulson said he originally didn't put this on the agenda because he was aware of legislation being prepared that might be available in a month or so, and he thought he would delay action in order to have the subcommittee look at everything revolving around this topic. But he was convinced that it could be started sooner. Hopefully, the motion would indicate that the subcommittee would review current licensing requirements as they existed, and also in light of the information and commentary received the previous month concerning shared ride apps, and that it would also review any proposed legislation on taxi cab licensing. And secondly, the motion would include a request to the City Traffic Engineer to provide staff, specifically the person who handled taxi licensing. Golden made the motion as suggested, with the addition that the City Attorney's Office also be available when needed. Poulson liked Golden's

addition. Weier seconded the motion. The motion passed by voice vote/other.

**J. REPORTS OF OTHER COMMITTEES - for information only**  
**(Most recent meeting minutes electronically 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)

No action was needed on this item.

**K. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS**

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

Poulson said that he had selected three people for the subcommittee. Any member of the TPC could be invited to sit in on their meetings. The subcommittee would report back periodically; that would be up to the Chair. He had asked Wayne Bigelow, Anita Weier and Amanda White to serve on the subcommittee, with Bigelow serving as Chair.

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

Bergamini wanted to get a report at the next meeting on how the City Police were enforcing the current taxi ordinances.

**ADJOURNMENT**

A motion was made by Tolmie, seconded by Bigelow, to Adjourn at 8:03 PM. The motion passed by voice vote/other.