



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, May 14, 2014

5:00 PM

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

A. CALL TO ORDER/ROLL CALL

The meeting was called to order at 5:00 PM.

Present: 10 -

Lucas Dailey; Chris Schmidt; Anita Weier; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini; Ann E. Kovich; Kenneth Golden; Kate D. Lloyd and Amanda F. White

Excused: 1 -

David E. Tolmie

Please note: Dailey arrived at 5:10 PM, during Item E.1.

B. APPROVAL OF MINUTES

A motion was made by Bergamini, seconded by Bigelow, to Approve the Minutes of the April 9, 2014 meeting. The motion passed by voice vote/other.

C. PUBLIC APPEARANCES - None.

D. DISCLOSURES AND RECUSALS - None.

E. TRANSIT AND PARKING QUARTERLY REPORTS

E.1. [34085](#)

Parking: April 2014 Activity Report, March Revenue-Expense and Occupancy Reports - TPC 05.14.14

Parking Operations Manager Tom Woznick highlighted items in the report and answered questions.

- YTD Revenues were up 1%, with increases of 46% for Monthly Parking and Long-term Agreements, and 4% for On-Street Meters.
- Peak Average Occupancies were trending similar to previous reports with Overture already significantly busier this year than previous years.
- YTD expenses showed a higher % increase, but biannual/annual numbers were more reflective because they moderated the impact of spikes in purchases.
- YTD capital costs were \$85K, with more to come in the summer. An RFP had been issued to replace Parking Enforcement handheld ticket writers
- Repair on facilities would begin in June, and a bid for LED lighting in SS Cap would be out soon.

- 81K transactions were made on multi-space meters in April, with 61% paid by credit card. This % was staying at 60+% now and was likely to increase.
- The color advertising screen on the new Elite LS initially would be a static display with info about pay-by-cell or a map of the Downtown; but would provide the flexibility to display changing messages and advertising potentially.
- Walker Project Manager Phil Baron would be available at the June meeting to answer member questions about the Walker portion of the Sustainability Report.
- Pie charts were now being used in the reports, and in the future would be used to highlight certain parts of core categories and competencies laid out on more graphical form to make them easier to understand.
- Re: \$1 parking at meters on the south side of Monroe Street on football Saturdays: These meters were currently pole meters. But even with multi-space meters and the possibility of variable pricing at a higher rate, the issue would be how to communicate a higher price in advance so that there wouldn't be a negative impact from it. Staff was interested in this idea and would discuss it.
- Re: variable pricing at a lower rate at the meters on Monroe Street and other 10-hour meters during periods of low demand, in order to increase revenues: The Utility was conducting tests to see what would happen to revenues/occupancy using a certain rate (now \$1) over 3-month periods. Staff would be reporting this info back to the TPC on a quarterly basis, at which point members could make suggestions about pricing. But starting too low with the test pricing probably wouldn't be a good idea.
- Re: low utilization and capacities at SS Cap and SS Campus: Those garages served differing needs at differing times, and were capacity-type garages that were needed during capacity-type events, like Farmer's Market, Taste of Madison, UW events. Capacity wasn't needed at Cap Sq North, Gov East or Overture, because they served a core, weekday commuting district. Occupancy data was one element to consider, but the way different facilities served the entire comprehensive system for the City of Madison was another.

Golden/Kovich made a motion to receive the report. The motion passed by voice vote/other.

E.2. [34049](#)

Metro: YTD Performance Indicators, Financial and Rider-Revenue-Fare Type Reports, and Hybrid Statistics - TPC 05.14.14

Metro Transit General Manager Chuck Kamp pointed out key items in the report and answered questions.

- Fixed Route: 1st quarter ridership was up 3%. Vehicle accidents were down overall. Road calls/maintenance were up due to algae in the diesel tanks; and engine/coolant issues were higher than normal due to winter weather. These numbers would likely moderate over the year.
- Route Productivity: The slight drop in productivity overall and on specific routes was a product of efforts to ease overcrowding. Some of the service added in 2013 was to thin out some of the buses and help with on-time performance.
- One example: Route 2 ridership was up, but productivity was down because service had been added during busiest times of day (Cap Sq to WTP), easing overcrowding.
- Now an all-day and evening route, Route 10 showed a large increase in ridership and productivity due to added capacity along University Av and Sheboygan Av. At the same time, productivity for Routes 14, 15, 56, 57 had

- dropped a bit which had helped with on-time performance and overcrowding.
- Route 31 to Owl Creek was averaging 8+ riders/hour, about what had been projected.
 - With new service going to Grandview Commons, Route 33 ridership and productivity had increased substantially, with 21+ rides/hour.
 - March ridership was high vs. 2013 because spring break fell in March 2013.
 - Paratransit: YTD ridership was up slightly. The slight increase in vehicle accidents would likely moderate over the year. Road calls were due to the same issues as those on fixed route.
 - The % of service provided by each paratransit service provider had remained much the same as last year.
 - Despite weather problems, complaints/1000 passenger trips was down, all across the different providers.
 - On-time performance was within industry standards (90%+).
 - Financials: A stronger increase in revenues than in ridership had helped keep revenues above budget and 2013; and had helped offset expenses connected to expensing out obsolete parts for older high-floor buses.
 - Expenses for fuel and oil were up, mainly because they had been floating fuel earlier in the year, with some loads at 20¢ over what had been budgeted (\$3/gal). They were now locked in at \$3.06/gal, and would likely end up over budget by year-end. But with prices still rising, the locked price would serve everyone well, inc. partners, because they would have some control over potential fluctuations.
 - Notably, the Reserve balance at \$2.667 million had hit the target set by the Long-Range Metro Planning Committee in 2008; which would give them room to deal with diesel prices, etc.
 - Ridership/Revenue % change: Up 5.7%, passenger revenue was higher than the increase of 3% in ridership. Some of the drop in ridership in unlimited ride pass categories had to do with more stringent enforcement of showing ID's; which would create a more sustainable situation for partners who were paying for those rides.
 - The 300% jump in Easy Rider revenue in January reflected when the Schools paid for the passes. Ridership on the other hand varied from month to month.
 - Hybrid stats continued to show cost/ride was lower and fuel economy was higher for hybrids than the diesels, helping to control diesel costs as well.
 - Driver-reported incidents were up, esp. in the areas of Disruptive Behavior & Fare Disputes, because of tighter enforcement of checking ID's, inc. MMSD passes.
 - When a driver finds a rider has no ID to back up their pass, s/he has the discretion to let the rider stay and ride with a day pass, and then staff followed up with the school. Unless it was an extreme case where a supervisor had to get involved because of chronic abuse, Metro wanted to encourage students to get to/from school, and rarely denied a ride.

Weier/Kovich made a motion to receive the report. The motion passed by voice vote/other.

F. INFORMATIONAL PRESENTATIONS AND DISCUSSION ITEMS

- F.1. [34053](#) Update on Chicago BRT, presented by MPO Transportation Planner Mike Cechvala
- MPO Transportation Planner Mike Cechvala discussed his tour of Chicago Transit Authority's BRT system. (See photos attached).

- The CTA had three projects in operation and planning: Jeffery Jump BRT opened in 2012. A Loop BRT was under construction now and would be opening in 2015. The Ashland BRT was in planning now and would open in 2017.
- Starting at the north end, the Jump traveled through downtown Chicago in mixed traffic hitting normal bus stops; expressed down Lake Shore Drive to the south side, and skip-stopped along Jeffery Blvd, hitting major arterials about every half mile.
- The section with signal priority and bus lanes on the north end of Jeffery (after it got off Lake Shore): Some lanes had previously been parking lanes off-peak and general purpose lanes during peak periods, when the lanes were converted to bus/bike/right turns.
- Features of the Jump: Branded vehicles and stations, limited stops, direct routing, 15-minute service or better frequency esp. during peak periods, some traffic signal priority and bus lanes. Some local underlay service was provided also.
- It had no offboard fare collection but a smart card system had been implemented recently.
- Funded with \$10 million of 5309 federal money and some local money, the Jump had been a relatively low-cost project.
- The CTA already had an express bus service in the corridor with high ridership. They simply shored up the facilities, branded it and set up some signal priority, and created a nicer route.
- The route had 11,000 boardings/day; annual ridership went up 5% between 2012-13.
- Each stop had a station marker; shelters were nice but not elaborate; platforms were paved the entire width, with a blue stripe along the curb (like rail stations).
- The photo of the 60-ft. articulated bus showed how buses were wrapped with Jump branding in blue/white.
- Another photo showed a bus-only pocket that helped buses turn and by-pass traffic congestion.
- Info materials set the route apart from other buses; showed how frequently buses ran throughout the day.
- The Loop BRT would cut a pathway through downtown Chicago; with one branded route and other local routes in the same pathway; would create a transit connection for two major rail stations west of the Chicago River (Ogilvie and Union stations), and help bring people east into the Loop; will include a transit center near Union Station; was being funded by air quality grants and TIF funding.
- The Ashland BRT would be a major project, a north-south route just west of Chicago. The current Route 9 on Ashland did 25K rides/day, which was extremely high.
- The project would remove one travel lane in each direction, and most left turns on Ashland, which had proven a bit controversial. Dedicated bus-only facilities would run down the median of Ashland; bus speeds were expected to increase by 83%. Off-board fare collection was being considered.

Cechvala answered questions and members commented.

- The Jump route was about five miles long; which would be comparable to having some stops in Madison before running straight out to Verona or Sun Prairie.
- The Ashland design looked a lot like Euclid Avenue in Cleveland; built with stations in the middle that share both sides, off-board fare collection,

- distinctive lanes, level boarding – like a train on rubber tires, very zappy.
- Traffic signal priority on the south end of Jeffery had helped the Jump with travel times. Downtown Chicago was a different (fixed time) environment, where it would be uncommon to do signal priority (also true for Seattle).
 - The Jump had dedicated lanes in a small section of the route only (peak period and direction), and used Lake Shore Drive for a major portion of the route. Somewhat like an "express" bus, the Jump was a low-impact corridor BRT with such BRT elements as express stops, direct routing, frequent service, branding.
 - The BRT Report for Metro was very cautious about doing projects like the one planned for Ashland. A large % of the proposed BRT system would be corridor running on the edge, with two stations vs. one in the middle.
 - Branding issues became more problematic; the service would be more like a zappy bus vs. a train on rubber tires in the middle.
 - More aggressive approaches to BRT were more costly, and were more likely to mess up the traffic system.
 - The Jump schedule before/after implementation was comparable; the frequency now was better than every 10 minutes, and the local was 10-15 throughout the day also.
 - Cechvala was surprised by how busy the Jump was: At 3 PM, an outbound bus was packed front to back.

F.2. [34087](#)

Staff Report on Parking Utility Financial Sustainability Report - TPC
05.14.14

Poulson called registrants to the table.

Anne Monks of the Mayor's Office, registered/spoke in support of the Financial Sustainability Report.

- The purpose of the Report was to understand the financial position of the Utility and to get info about how other city parking systems worked.
- The purpose was not to develop policy recommendations.
- Madison was a unique city with a unique parking system, and the policy decisions had to be made here.
- If the Walker report had worked off the way things happened in other cities, they would have produced recommendations, which wouldn't fit Madison.
- Instead of taking that direction, staff wanted the financial viability of the Utility to be assessed to see where that was at; after which we would decide how to proceed.
- The Staff Report made it easier to understand the financial situation and would provide a good base to help make decisions about ramps, revenue options, operating efficiencies, and improved customer service.
- The Mayor has asked staff to look at the Lake Street ramp as a possible location for a future intercity bus terminal on the first floor of a reconstructed ramp, which preliminary engineering showed could fit into this configuration.
- The Mayor was committed to no lay-offs among Parking Utility staff (in terms of operating efficiencies).
- The Mayor would be consulting with Council President Chris Schmidt, the TPC and other stakeholders about the best process for moving forward, and would be interested in the discussion held today.

Former TPC member Susan Schmitz, representing Downtown Madison, Inc., presented a DMI resolution (attached), requesting that the City create a Parking Task Force, composed of public and private stakeholders, as a recommendation of the Sustainable Transportation Master Plan.

- DMI had an active Transportation and Parking Committee that worked hard on and cared about these issues.
- DMI thought the Sustainability Report was interesting and provided good info. But DMI wanted to see something that could move the City forward immediately and for the next 10 to 25 years.
- Though DMI would like to be part of such a task force, the proposed group would not be a DMI task force. There were many issues that needed to be addressed. They hoped the process would not be top-down, and that stakeholders and downtown property owners would be brought in. But there were parking challenges outside of the downtown as well, in such areas as Districts 5 and 11.
- DMI was asking that the TPC take a look at the resolution, and do whatever they wished with it.

Poulson mentioned that if members had questions related to the longer Walker Report, they could email the questions to Woznick or Poulson, to be addressed by Phil Baron of Walker Parking at the June meeting.

Parking Operations Manager Tom Woznick discussed the Staff Report and Executive Summary (attached).

- Cover page: Provided a visual perspective of the entire system with examples of different Parking programs that served the Utility's mission to provide safe, convenient, affordable parking to City citizens and visitors, consistent with City transportation policies.
- Inside cover page: Acknowledged the Advisory Team and Parking staff members who contributed to the report. Woznick thanked those present for their help in preparing the Staff Report.
- Page 2, Staff Conclusions: Current financial conditions would allow above-grade replacement of (most urgent) Gov East and State St-Lake. Below-grade replacement was not feasible, since this would drop reserves below the minimum threshold.
- Without additional revenues or increased efficiencies, the Utility could not fund investments in development areas (ID'd in adopted plans) outside of the current core downtown area.
- Better deployment of technology and staff could improve customer service and solidify the financial position of the Utility.
- The I-Pass program for the Illinois tollways was a good example of using technology to deliver customer service and serve transportation needs. Parking too was an integral part of the transportation system, and ideas that enhance the customer experience need to be considered here as well.
- Background: Showed the status of five critical issues identified by the 2006 Parking Strategic Plan Committee (inc. replacement of Gov East); and listed the concerns behind the move to do a sustainability study, to objectively ID economic and operational strengths and weaknesses.
- Purpose: To help in the development of plan for financial stability for the next 20 years.
- Page 3, Strategies: Pages 4-6 of the Walker Executive Summary identified 26 items as potential options to improve the long-term position of the Utility. Two strategies had already been budgeted/implemented: Increase payment options and implement variable pricing strategies.
- The Staff Report listed five strategies in Walker Report to consider: Staff reductions thru attrition and workplace efficiencies; market-rate event pricing; responding to requests for adding meters; extending on-street payment/enforcement hours; (a more complicated strategy) implementing a

pricing strategy to achieve desired revenue growth.

- Strategies for garage replacements: Pursue TIF options; sell air rights; build above-grade; build only what the Utility could afford.
- Page 5, History of the Utility: Created in 1947, the Utility was the first municipally-operated system in the US. In 2013, it paid \$1.5M to General Fund, inc. \$1.3M in PILOT and \$238 for meter occupancy fees.
- Pages 4 and 5-6 (Graph 1), Paid Parking 1947-2014: The Parking system had served the needs of the City over 40 years of prodigious growth, with parking spaces evolving from low-density surface lots to higher density garages for increased land-use efficiency, with little change to the total number of parking spaces.
- Noteworthy was how the Utility had been able to maintain itself as an enterprise fund, serving the City's needs with very small increases in supply since the early 70's when Cap Sq North was completed. Most businesses wouldn't even venture to serve all these needs without adding supply. Much credit was due everyone in the Utility throughout its history.
- Pages 7-8 (Map 1), Core Map of the System: Showed garages, lots, on-street paid spaces, and metered and zoned parking restriction info – a view of the entire system.
- Pages 9-10, Core Components: On-street metered parking = 1,400 metered spaces = 20% of total spaces, 30% net operating income in 2012. Seven off-street lots = 473 spaces, most of which was Brayton Lot. Garages = 66% of total spaces, 72% of gross revenue in 2012 and historically.
- Garage Operations & Remediation: Showed how each garage was set up in a longer term strategy for replacement if we took our system out to 35 years, and how it much it would cost for each one to operate for an additional 20 years.
- Pages 11-12 (Graph 2), Garage Occupancies 2007-2013: Walker provided much detail specific to revenues/expenses for 2012, and this graph added to that by looking at the recent 7-year period. The Utility strove to equalize demand, by limiting occupancy to 90% or less to maintain availability.
- Gov East was a good example: With 90+% occupancy in 2007-8, they could as a system see this was undesirable in terms of providing availability. Changing rates there drove occupancy to a maximum average of about 80%.
- Flexibility to create availability was a core component of the system and a really positive component of a public parking system.
- Garage revenues: Comprised over 70% of total revenues; and varied due to many factors, primary of which were availability, affordability and convenience.
- The objective for determining rates was to equalize system-wide occupancies, while balancing the need for financial sustainability.
- In correlating occupancy levels and revenues, it was important to consider the capacity of each facility as a critical part of its revenue potential.
- For example, State St Cap and State St Campus had the lowest occupancies, but generated the highest revenues (\$1.8M and \$3.0M).
- Location played a significant role in demand, as seen by Gov East, the system's smallest facility with highest occupancy, which generated significant revenues due to its location.
- Pages 13-14 (Graph 3), Average Hourly Occupancies 2013: Weekday demand was driven by workday commuters, meeting the needs of a dense employment district. Weekend demand was driven by visitors, meeting the needs of a thriving retail/entertainment district. These elements were critical to the city's vitality and complements its vision.
- Page 15, Mission, Objectives and Strategies, as shown.
- Page 16, Utility Programs and who they served: RP3 Program served residents, issuing 7,500 permits/year. On-street parking restrictions, metered

spaces, and surface lots served businesses. Meter hoods and 'no parking' signs served community needs during special events, construction and moving-related parking. Hangtags and contractor permits served construction and repair-related parking needs.

- Value of the Utility to the City: The Utility provided \$1.5M/year to the General Fund, and to MPD.
- The Utility was publicly owned, locally controlled and accountable to the City and the public, allowing the City to balance transportation modes in a comprehensive manner and to balance revenue needs with community needs. Where parking is privately owned, the goal is to maximize revenue, favoring rates for all-day parkers, which runs contrary to policies that seek to maximize mass transit and encourage parking turnover to serve businesses.
- The Utility helped ensure access to businesses, services, facilities and special events, which drove the economy and defined the City's character.
- All funds received by the Utility stayed in the community; profits are not taken by a private entity.
- Pages 17, 18 and 19, Financial Position: Graph 4 showed how each of the three core components of the system served both gross operating and net operating revenue over 13 years since 1999; and how each served the system in differing valuable ways.
- Table 1 showed Revenue & Expenses by category also since 1999. Over this time period, the average net revenue was 1.3M/year, which was not likely to go very far, once garages were replaced using Utility revenue bonds because debt would likely absorb a large part of this revenue on a yearly basis.
- Graph 5 laid out a short-term budget and capital improvement program for the Utility and to address the Utility's two highest priority projects, which showed how this could play out with estimated reserves at \$22M.
- If Gov East were replaced above-grade as proposed in the JDS development, with 600 spaces @ \$30K/stall = \$18M total, that would leave reserves at \$4.5M in 2016. Reserves would need to be increased in order to facilitate replacement of State St-Lake in 2019-2020; with 547 spaces @ \$35,250/stall = \$19.2M total, that would leave reserves at just over the minimum.
- The bottom graph provided a reality for budgeting purposes. As much as we might like to do below-grade parking, it would not work and would not serve the system because the Utility would not be able to finance revenue bonds since it wouldn't have the revenues to do so.

Woznick answered questions and members commented.

- (White/TW) Re: the two under-utilized garages with the highest revenues, many factors contributed to this. Pages 13-14 showed how the garages worked and met different needs.
- During the week, CSN, GE and OC averaged 80% occupancy; while the %'s at State St Cap and Campus might not seem as favorable.
- But in fact they were serving a need. On the weekends, State St Cap and Campus played a much bigger role both for revenue and occupancy of the system.
- The size of each garage had to be considered when looking at occupancy %'s: OC had 620 spaces, GE had 516, CSN had 620, State St Cap had 859, and State St Campus had 1,066. Looking solely at an occupancy % didn't give the entire picture of how a garage served the entire system.
- State St Cap and Campus were typically half full during the weekdays, and had much higher occupancy rates on the weekends and during events.
- Capacity made a big difference in %'s. State St Campus would need 850 parkers to be at 80%, which might not even be desirable.

- The question was how all these elements would be married in plans moving forward, to get the best product. Probably shared parking and other variables would play a part.
- The Walker Report estimated the price per stall to be \$20K for above-grade, and \$40K for below-grade parking. Staff projections were based similarly off those numbers.
- The \$40K was based on having above-ground retail at Gov East, which the City wanted. The TPC and staff could work together to determine if that would be paid thru the Utility or by other funds.
- The total cost for 600 spaces at Gov East would be \$18M.
- (Schmidt) When the Commissioners had previously discussed undergrounding at Gov East, a key piece of that was selling the air rights, which would be a positive offset to the cost. But the Staff Report didn't include this in the calculations.
- (TW) Selling air rights was among the options mentioned in the Staff Report (along with selling more monthly parking). However, no information was available to determine what air rights would be sold for, what a developer would be asked to pay. Without this knowledge, it would be hard for staff to budget for that in this format.
- Acknowledging this concern, staff looked forward to working with members on the issue.
- (Bergamini) Re: the revenue stream and occupancy rates at State Street-Campus, pre-1998 this ramp was at 80-90+% occupancy with lines of parkers between 9:40 and 11 AM. As pointed out, our transportation systems were interdependent. The difference between those days and now was the UW bus pass program.
- And moving forward, two important building projects would affect parking there: With completion of the remodel of Memorial Union, arts events would once again be held there; and the building of the new Music school would soon begin.
- Over the years, a concern of the arts community and the UW has been the availability of nighttime and weekend parking for special events.
- This context needed to be kept in mind when thinking about future demand and planning for reconstruction.
- (Kovich) This was a fascinating report and an excellent summary, filled with great information. But it was really a starting point. It was an opportunity to look at our options, to value the goals for this system which was public not private, but yet to take advantage of public/private partnerships.
- In looking at what was feasible and what Parking could/could not afford, such partnerships could offer interesting opportunities.
- (TW) This was definitely a starting point. Staff hoped members would embrace the challenge with them.
- In terms of the pulse of ongoing requests, developments had come to the Utility over the past couple years asking for parking. Block 100 would shortly be using 50-60 stalls at State St-Cap. Though it hadn't yet come to pass, staff had received two requests for up to 100 stalls at State St-Campus. Were this to happen, the dynamic for occupancy at the garages would immediately change, and add to what they do and how they provide services and revenue.
- (Poulson/TW) The second Staff Conclusion (on page 2) about additional structured parking outside of the downtown area referred to public parking.
- (Golden) The Staff Report was excellent. He agreed with the Mayor's Office about not looking at lay-offs. Modernization was a good approach and while that might lead to opportunities for staff reductions, these should be done by attrition.

- He agreed with every recommendations on page 3. Though air rights might still be a dream, it was one they should continue to have.
- Some mission creep was happening. People needed to bear in mind that the Utility was involved in paid parking. He was concerned that while the residential permit program was operated by the Utility, that was because no one else was around to operate it. Though created by the City, permit parking was initiated by petition of the residents who lived on the block. It was supposed to be self-sustaining, with the permit fees paying for the cost of the permits. It was not a Utility program even though Utility staff administered it.
- Regent Street had no street meters on Regent, but Monroe Street did. That was because Regent businesses didn't want them; but those on Monroe did, in order to create turnover in the choice spots in front of stores. The purpose of meters was not to raise revenue. Similar to photo radar used to ticket drivers who ran red lights, when used to raise revenue, it created public outcry to eliminate it. Everyone needed to remember this when talking about street meters.
- In looking at the mix of RP 3 and meters, he recalled being told by Duane Hinz that meters should not be placed in front of people's houses. If they were to go there, they would not only be changing the Utility's financial model but they would also be broadening the mission of the Utility, and he wasn't sure they wanted to do that.
- They might rebuild the facilities at the same size as now, with maybe 5-10% more. The Walker Exec. Summary said the Utility might be able to rebuild two facilities, but might not be able to sustain a third without more revenue.
- Maybe they'd have the revenue, but they had a duty to make sure that what they were investing in would be the best use of those funds. If they didn't have enough money, they might have to make a decision as to where to invest; perhaps to say that maintaining spaces was important because it valued the property near it, or on the other hand, to say maybe we should cut 100 spaces. But to say they should replicate the system they had now, might be as bad as replicating the collection equipment they had now. Along with talking about modernization, we needed to talk about modern thinking.
- The DMI proposal for a parking task force, was a good one. If they could get their stakeholders to make the recommendations that they would otherwise make, they wouldn't oppose them. It would be good to get representative stakeholders into the process, so they would be an informed constituency if the recommendations contained anything controversial. This should not be a top-down process, with the TPC telling others what they were going to do.
- The Mission Statement was too thin. For years, the Utility was in denial about providing parking to all-day commuters; and had actually charged longer-term parkers with a surcharge. They had to recognize that the Utility had different customer groups.
- For example, they were providing more and more monthly parking. The Utility didn't have designated spaces for monthly parkers. Instead we filled the ramps to 110% because we knew that all those spaces didn't need to be immediately available; vs. the Dane County or Monona Terrace facilities, where reserved spaces were often empty, and they were losing revenue. They needed to coordinate with these entities.
- Likewise, the UW had 13K parking spaces, and we needed to navigate them because they were critical, esp. to Lake-Frances.
- Office vacancies downtown were 17%. Traffic volume along screen lines had dropped for the first time ever. Monroe Street had gone from 22K to 16K. The NY Times reported that traffic volume was being used as an economic indicator. Utilization was very different than it was before the recession hit.

Economic conditions needed to be factored in. If parking downtown were priced too high, we could chase people to other parts of the community.

- This was a good point in time to "forward think", looking at capital demand over next ten years. Different ways of financing might include paying a higher interest rate, but then having the flexibility to do whatever we wanted.

Previously rejected by Finance, a new and different business model for the Utility might result in a different answer now. With hundreds of millions of dollars involved, now would be a good time to ask those questions.

- The Commission and staff needed to work with the Mayor's Office to decide on some process moving forward, who should be included, etc.

- (Bergamini) The Study was done at the request of members about three years ago, not as a policy document but specifically to look at the financial health of the Utility, knowing it was a public utility, knowing they had responsibility to run it prudently, and knowing many things in the context of the city would be changing; not simply with regard to project/programs alluded to, but with regard to such things as the rewrite of the zoning codes which would also impact parking.

- They wanted an outside opinion of the Utility's financial health and long-term prospects, which naturally led into policy and development issues and all sorts of contingencies that members might influence but not control. She hoped that when they discussed the Report and raised their questions with the consultant, that they would put first things first: To look at the money and focus on the info they had, and not go off about air rights, etc. Not that those issues weren't important, but the job of this Report was not to spend too much time speculating on those kinds of issues; but rather to say what was now, and what they could prudently predict for the future.

[Please note: Lloyd left at this point in the meeting, at 6:45 PM.]

- (Kovich) The word "vision" reminded her how much she enjoyed stepping back from numbers and doing strategic planning and thinking about possibilities, thinking about the public/private partnership. The DMI proposal was a great idea. Of course the financial condition today was important; they had to have enough money to rebuild the ramps. But if they didn't think about other opportunities, they were limiting themselves. She felt it was important to think about both. Developing a vision statement and considering the possibilities was something they needed to do.

- Re: modernization, the Utility had had amazing results with new technologies, which were key to the potential possibilities.

- (TW) As for next steps, he hoped policymakers from the TPC, the Mayor's Office, labor rep's and other groups would look at which items should be addressed and in what priority: Where do we go, how do we grow revenues and/or maintain or reduce expenses. Staff wanted everyone's input because they wouldn't want anything undesirable to happen; they preferred to go down the road together.

- (Schmidt) In thinking about the next step, he would be pleased to initiate a resolution to accept the Report, which could be used as a vehicle to define how to proceed.

- (Bigelow) The Report focused on the two ramps that needed to be rebuilt, and some major issues needed to be discussed directly related to the two ramps: above/below ground, air rights, intercity bus station. With so much work involved on just the two ramps, he hoped the resolution would focus on them rather than go further afield.

Poulson thanked Woznick for the Report.

Please note: A Roll Call is shown here to reflect that Lloyd excused herself from the meeting during Item F.2.

Present: 9 -

Lucas Dailey; Chris Schmidt; Anita Weier; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini; Ann E. Kovich; Kenneth Golden and Amanda F. White

Excused: 2 -

David E. Tolmie and Kate D. Lloyd

F.3. [34051](#)

ADATS Subcommittee recommendation regarding Paratransit service to The Jefferson - TPC 05.14.14

Kamp discussed the ADATS recommendation to extend paratransit service to The Jefferson.

- Like any recommended change, staff would look at this request in terms of funding availability, and in terms of staff and TPC assessment of overall service priorities as well as previous documents that ID'd priorities like the TDP, for which this wasn't one of the top priorities.
- If the TPC wanted to give this some emphasis, staff would look at it. They might come back with a recommendation to say not at this time. This was unlikely to jump up to a top priority, since it wasn't one now.

Staff and members wondered where The Jefferson was situated exactly. Located along Old Sauk Road, some thought it might be inside the City of Madison, since a polling place was located there. It was later determined that the Assessor's Office listed the address of the facility on its rolls. During discussion, it was noted that "islands" of other municipalities dotted the area. If the facility was located outside Madison in a city that contracted with Metro, it would be up to them. State law said that cities in Wisconsin (like Madison) were not required to provide paratransit service to other municipalities, even if the area served fell within 3/4's of a mile of a route.

Golden felt that if the TDP did not identify the location as a high priority, they shouldn't raise hopes that it would happen. Weier mentioned the Council's demographics task force that was looking at recommendations to meet the future needs of the city, which predicted a boom in senior citizens. One of the task force's preliminary recommendations was that we make a point of connecting transit with senior living developments, which were often on the edge of things. Bergamini recalled that this was a controversial development specifically because of its being located on the outskirts of the municipal service area. It was important to look at the city's demographics. We would have a lot of people aging in Madison, who would want to do it in different ways and places, and we would need to plan for it. This was all the more reason not to make a policy specifically for one development.

Kamp said that their garage and federal funding for buses was such, that they looked at 1's and 2's very carefully. Right now, in the queue of possible service changes next year: With Planning Commission approval, the UW had committed funds to provide service to the UW Hospital in spring of 2015, which would take an extra bus out of their peak hour requirements. They were also meeting again with Verona and Epic, and were considering other needs in the city as well. They would look at this, but would not want to falsely raise expectations. Poulson asked Metro to bring back a staff report.

F.4. [34055](#)

Update from TPC Subcommittee to Review Taxi Regulations & Shared-Ride Services - TPC 05.14.14

Registrant Greg Brown, E. Washington Avenue, 53704, made the following comments, in hopes that they would resonate later when the group made their decisions.

- He worked for a local cooperately-owned business/cab company, which he had chosen because it was a co-op. He had moved to Madison because of its vibrant local economy and diverse local community.
 - Now venture capitalists from China and the Middle East who supported Lyft and Google who supported Uber from San Francisco wanted to mine the wealth from our community. They weren't about the "sharing economy" as they claimed. Instead, they would take the money out of the community and invest it elsewhere.
 - If they didn't support the Resnick bid for Mayor, they would give that money to someone else. Finances were not an issue for them.
 - He asked members to stand in solidarity for Madison and against these companies.
 - It was not enough to say we cared about the widening racial disparity in this city. We needed to look at every decision made as a committee or as alders, to determine if the decision would make the problem worse or better.
 - There were many people not at the meeting, who were depending on them to do the right thing; not to sell out the people who because of systemic racism in the city didn't have a place at the table, who couldn't afford/drive cars. They depended on 24-hour transportation, no surge pricing to get to dialysis, no red-lining of poor and minority neighborhoods, as well as accessible taxis.
 - The tale of two Madisons was right before them, the tale of rich and the poor: Those who lived in expensive new apartments while others were being priced out of their neighborhoods.
 - The rich would always be able to take care of themselves; they didn't need to be protected. He urged the group to look out for the rest of the people to stand firm to allow folks to make a living wage as they served the entire community.
 - As a cab driver and supervisor, he and the local companies were here to help, to coordinate with the City to provide local services to the community.
- In his written statement, Brown stated: Shared ride services are taxi cab companies and should be regulated as such. Please be mindful that the economic divide in Madison is growing exponentially. Take this opportunity to act.

Wayne Bigelow, Chair of the TPC Taxi Subcommittee, reported that the Subcommittee had reviewed background information and discussed next steps. TE Analyst Keith Pollock had some concerns about certain definitions in the current ordinances and how they related to Lyft/Uber, which they would be looking at. They would also be exploring the 7-8 key issues associated with Lyft/Uber, one or two of which they would discuss at each meeting in order to prepare some recommendations to bring back to the TPC. They hoped to be done by the end of the summer, though other cities had taken years to cover this.

Subcommittee Member Amanda White added that the key issues they would be discussing were brought up by community members. Also they would be holding a public hearing at their next meeting to make sure cab companies and others could share their thoughts. In response to questions, Bigelow said that because the group was ad hoc, they didn't have a regular meeting schedule, but were planning to meet about every three weeks. Staff would check into

how the meeting notices were being posted on the City website. Schmidt mentioned the Resnick ordinance, which could be sent to the Subcommittee to discuss. White said this had been part of their initial discussion as well.

G. NEW BUSINESS ITEMS

G.1. [33892](#)

Related to the approval of Madtown Hopper LLC's application for one low-speed vehicle service license and two low-speed vehicle permits.

TE Operations Analyst Keith Pollock and Madtown Hopper Owner Amir Morning joined the table. Poulson noted that Morning had registered in support of the resolution. Pollock remarked as follows.

- The ordinance had been changed back in February, to allow low-speed vehicles to operate.
- The six-seater vehicle was electric with a regulator that allowed it to run up to 25 mph only. Road speeds on the Isthmus went up to 35 mph. The service could not operate before 6 PM on weekdays.
- As a motorized vehicle, it would have follow all the rules of the road that any motorized vehicle would have to.
- The insurance agent was prepared to write a policy for \$1 million per occurrence, same as the reg's for taxi cabs in the city.
- Having passed the background check, MPD was prepared to issue a driver's permit.
- Traffic Engineering recommended approval of the license.

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

G.2. [34066](#)

Metro: Action on proposed 2014 service changes on Routes 8, 15, 19, 26, 36, 44, 48, 49, 50, 59, 70, 71, 72, 73, 74, 78.

Poulson called registrants to the table.

Alta Groves Jewell, Old Middleton Road, 53705, spoke in opposition.

- Since her return 12 years ago, she had spoken before the group many times. The way she had chosen where to live when she retired here, was to find a place where there would be public transportation. As an epileptic, having public transportation had been critical to her all her life. Having never driven, she relied 100% on public transit systems.
- She had served as a citizen member on the WMATA Board in Washington, DC, so she was familiar with transit issues.
- Every year since her return, service on Old Middleton Road had been seriously compromised. First Route 8 was going to be eliminated altogether, then it was put back for weekdays only.
- Then the following year, the turn up to the University and the Hospital was cut out. The only bus that went there from the west side was Route 2.
- This was a huge change, since like many people, she looked for health systems in the area that was served by public transit.
- Then the Route 8 came back the following year, but only on weekends, with the rush-hour bus being the Route 15.
- The current proposal now would take the Route 8 off on weekends, which was the only bus that ran in the Old Middleton Road area. This cut would compromise her ever being able to attend the Farmer's Market, the Overture

Center, functions on Campus, anything coming into the city.

- Now she would have to take taxis, which became prohibitive when they had to be used for everything. Over the past year, she was using taxis more because the Route 15 was running less frequently.
- She urged that the Route 70's and the 8 be left alone. Everytime a bus was put in Middleton, it was like saying to the Madison residents who paid taxes along the routes; that they were more concerned with the residents who chose to live and pay taxes in a different jurisdiction.
- Everytime there was an increase in Middleton service, there was a decrease in service on the west side of Madison.
- Also, eliminating Route 15 service on Sheboygan Avenue (to save 3 minutes), effectively eliminated a transfer point for people wanting to go to Research Park, Spine Clinic or UW Hospitals, unless they went all the way downtown and back. It took away Red Cross and DOT, which may seem so close but yet were so far for someone 75.
- She urged the group to reconsider changes to the Route 8, or perhaps put it aside and think about it for another year.

Kathryn Kleckner, Old Middleton Road, 53705, registered in opposition to Route 8 changes and wrote: Please do not take bus service away from the No. 8 route loop that goes on Old Middleton Road to the Capitol and back to University Avenue.

John Wendt, Old Middleton Road, 53705, spoke in opposition to reduced service in the area.

- He and his wife had bought a house in 1976 near a (Route G) bus stop that ran all day long.
- Over the years, service had been deteriorating with no weekend service and diminishing daily service.
- Perhaps he should have bought a house out on Q and Century, since Middleton was getting better service than he was on Old Middleton Road in town. He had bought a house in town, and now the service was spreading out around him.
- At one time, his family had only one car because they could commute easily for work. Now that they were aging, they might not even be able to drive.
- These city services were disappearing, and he hoped the trend reversed.
- In the short term, he hoped the group would not eliminate the Route 8 bus that they relied on.

Kamp discussed the proposed changes.

- The first speaker had contacted Metro staff earlier in the week about the Route 8. At a Staff Service Development Committee meeting the day before, they discussed potential alternatives for the Route 8, and found themselves coming back to the original recommendation.
- The recommendation was in the TDP that was approved last year. And staff thought there were some benefits to the Route 8-78 combination.
- Other than the 8-78, staff hadn't heard any concerns about the other proposals in the packet before them.
- Staff felt rather than recommending an alternative, the TPC could consider leaving the Routes 8 and 78 unchanged completely and revisit it in 2015.

Metro Transit Planning and Scheduling Manager Drew Beck talked about the reasons behind the proposed changes to the Route 8 and 78.

- Putting the Middleton Loop at the west end of the Route 8, would require

speeding up the 8 itself, in order to make the complete trip to/from Middleton in two hours.

- To do that the Route 8 had to be streamlined, and the two places this could be done were Old Middleton Road and Old University Avenue.
- The change was based more on timing than directly on ridership levels.
- The TDP suggested this design to help passengers who were trying to get to the Farmer's Market and the hospital from Middleton, to speed up the trip to the downtown and Campus areas. Now these riders had to travel the Route 78 to the WTP to get the Route 2 to do this.
- The Old Middleton Road area was served by the Route 15 on weekdays, and the Route 8 on weekends/holidays. Under the proposal, the Route 8 weekend/holiday service would be eliminated. Distance to the closest bus stops would be 3/10th's of a mile (to University Avenue).
- The proposed Route 8 (on page 3) would be the Route 8 throughout Madison and Middleton, inc. where the current 78 ran.

When asked about waiting to study this change some more, Kamp said it was an alternative. One reason that the TDP was a helpful long-range plan to follow was that it set priorities, which could be reviewed with the Commission ahead of time, and discussed with residents of Madison and Middleton. They felt the 8-78 change did really make sense. But they always knew that when a change was made, some people might not be positively impacted. If the Commission was uncomfortable with making the change now, they could wait until 2015 and see if staff could come up with some alternative.

Dailey asked about route planning strategies, guiding principles; whether the analysis included such things as walking distances from stops, and what percentage by area and population were covered; and how much weight was put on having the minimum level of service for the greatest number of users in an area. Kamp said standards were contained in the TDP, on trying to have service within a 1/4 mile, except for periphery areas where the residential and the job density didn't justify bus service. So the distance in these areas could be longer than those in the core area. Dailey said he would be curious to see how some of these numbers changed with specific proposals. In terms of Route 8 and the choice between Old Middleton and University, that level of detail was contained in staff recommendations used to prepare the TDP, which could be made available.

Weier/Bigelow made a motion to approve all the proposed service changes except for those related to the Routes 8 and 78. When asked, staff said that any other proposals for 8 and 78 would likely be included in August 2015 changes, rather than mid-year. Because this was a collaborative project with Middleton, Bergamini wondered if there would be any unintended consequences of excepting the 8 and 78. Staff said that these two routes stood alone, and the other Middleton changes would not be affected. The motion carried by voice vote/other.

G.3. [33506](#)

Amending the Metro Transit 2014 Operating Budget to allow for the increase of service frequency on Route 50 during the last third of 2014.

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

G.4. [33682](#)

Authorizing the Transit General Manager to file an application for a Section

5337 State of Good Repair Formula public transit capital grant with U.S. Department of Transportation and authorizing the Mayor and the City Clerk to execute the associated grant agreement with USDOT and the associated 13 (c) agreement with Teamsters Local No. 695.

Without objection, Items G.4. through G.6. were grouped together. A motion was made by Schmidt, seconded by Golden, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

- G.5.** [33683](#) Authorizing the Transit General Manager to file an application for a Section 5339 Bus and Bus Facilities Formula public transit capital grant with U.S. Department of Transportation and authorizing the Mayor and the City Clerk to execute the associated grant agreement with USDOT and the associated 13 (c) agreement with Teamsters Local No. 695.

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

- G.6.** [33684](#) Authorizing the Transit General Manager to file an application for a Section 5339 Bus and Bus Facilities public transit capital grant with U.S. Department of Transportation and authorizing the Mayor and the City Clerk to execute the associated grant agreement with USDOT and the associated 13 (c) agreement with Teamsters Local No. 695.

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

**H. 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)
TPC Subcommittee to Review Taxi Regulations & Shared-Ride Services

No action was needed on this item.

I. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS

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

Poulson welcomed Alder Dailey and said they would do introductions at the June meeting.

Poulson noted that ADATS had not had a TPC rep on it for quite some time, and asked if anyone would be interested in serving. Directing his comment particularly to the alders, Poulson said he had been wondering if ADATS was

created in a different era of specialized transportation and that transportation for people with disabilities was all part of transportation; and maybe the Subcommittee could be eliminated, and three of its members could be added to the TPC. This might be a method going forward. He would be happy to discuss the idea with anyone who was interested.

I.2. Commission member items for future agendas

Golden wanted to make a request of Traffic Engineering to provide an analysis of the possibility and efficacy of removing the center turn lane on Dayton Street, and instead creating left turn lanes at the appropriate intersections, and using the areas that would be created for increased metered parking. TE could figure out where and how much that could be, to take a look at what that might look like, and to discuss why this was a good idea or not. Having had this discussion with TE before, he was being more challenging of staff. Many visitors who were not used to being in the city traveled in this area. A majority of the time, if he was heading east on Dayton, and someone was turning on Lake or Frances, they were turning from the far right lane, not from the center lane, meaning that the center lane wasn't working. We put in a twiddle there, with bike lanes on either side, two travel lanes, and a turn lane. Being a half block from the Kohl Center, this would be a prime area for parking. They were looking at Parking revenue, and he didn't want to wait to make recommendations a year from now. As member of the Commission, he was making this request as a sidebar. Poulson said he would work with the Recording Secretary, who was taking notes, to forward this to David Dryer.

ADJOURNMENT

A motion was made by Dailey, seconded by Bigelow, to Adjourn at 7:39 PM. The motion passed by voice vote/other.