



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
www.madisoncitychannel.com.*

Wednesday, October 8, 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 5:04 PM.

Present: 7 - Lucas Dailey; Chris Schmidt; Anita Weier; David E. Tolmie; Gary L. Poulson; Margaret Bergamini and Kenneth Golden

Excused: 3 - Wayne Bigelow; Ann E. Kovich and Kate D. Lloyd

Please note: The Commission has one vacancy in the position of Second Alternate. Also, Dailey arrived at 5:16 PM, during Item F.1.

B. APPROVAL OF MINUTES

A motion was made by Schmidt, seconded by Weier, to Approve the Minutes of the September 9, 2014 meeting. The motion passed by voice vote/other.

C. PUBLIC APPEARANCES - None.

D. DISCLOSURES AND RECUSALS - None.

E. TRANSIT AND PARKING MONTHLY REPORTS

E.1. [35715](#)

Parking: September 2014 Activity Report, August Revenue-Expense Reports - TPC 10.08.14

Parking Operations Manager Tom Woznick discussed the pay-by-cell/phone pilot.

- A press release to announce expansion of the Pilot would be issued Wednesday, October 15th, followed by a 1 PM press conference at King Street on Thursday, October 16th. [Note: The press conference was later postponed due to pending technical issues.]

- Pay-by-cell was already in place at all on-street multi-space meters (700+) and had full functionality. But the press release was intended to inform customers of the Pilot expansion and features that would provide added convenience to pay by cell or app. The software was not available at single-space coin meters.

- The app offered additional features (shown in the report). New signage was also being installed to promote the app and the ability of customers to pay by app or phone.

- QR codes would be placed on top the space markers, which would take

parkers to the payment option for that space. Customers would need to be signed up for an account, but once they were, the program was intuitive and easy to use.

Schmidt/Tolmie made a motion to receive the report. The motion passed by voice vote/other.

E.2. [35717](#)

Metro: YTD Paratransit Performance Indicators, Financial & Rider-Rev-Fare Type Repts - TPC 10.08.14

Metro Transit General Manager Chuck Kamp said they were still having data issues with the new fare boxes, but the Fixed Route info for July and August would probably be available with the Quarterly Reports in November.

Schmidt/Bergamini made a motion to receive the report. The motion passed by voice vote/other.

F. INFORMATIONAL PRESENTATIONS AND DISCUSSION ITEMS

F.1. [35707](#)

Overview of TIGER grant awarded to the City for the UrbanFootprint TOD Station Area Planning Initiative, presented by Planning Director Katherine Cornwell - TPC 10.08.14

Planning Director Katherine Cornwell provided information about the federal TIGER (Transportation Investments Generating Economic Recovery) grant awarded to the City.

- This was a planning grant that would bring a tool to Madison called The Urban Footprint, which had been used across California for regional growth planning.
- The tool was GIS-based with open-source technology. It looked at a variety of variables: Land-use and transportation performance; as well as health, fiscal, and environmental impacts.
- It worked as a municipal pro forma tool, so that when a developer came in, the developer and the City would know what the performance of their project would look like, how development scenarios would meet objectives of City, sometimes financial and sometimes health-qualitative.
- The first step of the process would be to get the tool up and running in Madison. Partnering with CARPC, both CARPC and Planning staff would be trained in using the tool. Being open-source, it could then be shared throughout the region.
- The second part of the process would be to test development scenarios in three parts of the planned BRT system, which were spread out geographically: West Towne/Westgate/Odana Road, South Madison, East Towne Mall. The three areas were chosen because they gave sufficient opportunity to test the tool; each had land area available to study.
- The handout contained a description and fact sheet from the federal government prepared for TIGER recipients. It also contained the general timeline that was submitted as part of the grant application, which showed how the project would roll out, and how it related to other Madison initiatives.
- The last page had an example of how the Urban Footprint had been used in Honolulu, analyzing a proposal there for TOD light rail . They applied the Urban Footprint tool and provided three different development scenarios and the relative impacts of each scenario, which helped them get over a hump by projecting and showing all the benefits associated with the project.
- Planning intended to use the Footprint in a similar way, to help them make

good decisions, and to plan with an understanding of how it would affect our bottom line as a City, both financially and in terms of quality of life.

- Staff at the MPO had been part of this process.

Golden commented as follows.

- The MPO was also doing an update to the Metropolitan Transit Plan that should be added to the list of plans to coordinate with.
- While the Regional Planning Commission lacked funds to do its part of the Comprehensive Plan for Dane County, there was a fortunate budget situation where the RPC found they had \$60K of one-time funds. The RPC Exec. Committee would be discussing the possibility of taking an Envision Utah approach, and doing some surveying work which could feed into whatever plan that wanted to use it. Planning might want to contact Steve Steinhoff and Kamran Mesbah; this would be an interesting bridge to use.

[Please note: Dailey arrived at this point in the meeting.]

- With completion of the HUD grant, RPC's capabilities to do future development planning have been severely constrained (due to staff cuts). If as mentioned Planning wanted to share with the region, there was a protocol for doing that. Many municipalities in the region had done scenario building and were familiar with that format. Again, it would be good to work with RPC staff about this.
- The distance between what City policy and planning apparatus was saying about the way we want to grow (in its Transportation Plan, for example), and how its citizens were reacting to development projects esp. in the inner ring of neighborhoods, was getting very far apart. If everytime a TOD was proposed, people opposed it, what did that say about the efficacy of our plans? Though a rhetorical question, we were reaching a point where we would have to do something about that.

Weier was a little upset because the North Corridor was not part of this project, and wondered if the North Corridor would eventually benefit from this.

Cornwell said that it would, and explained that they had been limited by the number of sites they could reasonably select for study. But that did not mean that this would be the extent of any study that would happen as a result of bringing this tool and deploying it here. The idea was that the tool would be available for the full system planning, for these and other station areas that may emerge as part of the BRT system deployment.

F.2. [35709](#)

Parking: 2015 Operating Budget - TPC 10.08.14

Woznick discussed the Budget Highlights for Parking, and answered questions.

- Item 1, Capital Assets: \$100K for signage included replacing A-Frames with LED signage, to direct customers to certain lanes in a garage, starting at Overture garage; \$78K for radios as City converted from analog to digital over the next couple years; \$141K to replace five vehicles that were past their useful life.
- Items 2-5: PILOT @ \$1.4 million, Meter Occupancy fees @ \$241.8K, Inter-D payments @ \$2.846 million (in preparation for replacement of GE and State St Campus-Lake).
- General revenues anticipated a mid-year rate increase in 2015, with which the TPC would be involved. The Utility had done rate increases every three years since 2006.
- Re: the order of installation of the new signage, Overture Center would be

first (with LED fixtures arriving in next few weeks), then Cap Sq North, then State St Cap, and with any remaining funds, State St Campus-Frances. Appropriate signage would be installed in GE and Lake when they were replaced.

- Re: the assessed value of Brayton and Wingra Lots and whether they might offer operating budget savings and capital budget revenue: The supply of parking at the Wingra Lot (20 spaces) would be needed during the Monroe Street reconstruction in 2016-17, since they would be losing all the on-street parking in that corridor.

F.3. [35710](#)

Metro: 2015 Operating Budget - TPC 10.08.14

Kamp and Finance Manager Wayne Block discussed the Budget Highlights for Metro, and answered questions.

- Item 5: State operating assistance would increase by 4% in 2015, or \$668K (vs. 0% increase in 2014).
- Item 2: New service would begin in spring to UWH-East, for which the Hospital was providing funding. Staff was working on that proposal and communicating with UWH-East staff.
- Item 3: This reflected the annualized amount of the service changes approved in 2014, inc. expanded Route 50.
- Item 4: Because they did not receive the Ladders grant for YWCA vans (for the JobRide program), Metro was looking at a combination of STP funding through the MPO and City funding to fund the purchase of the vans, to be reimbursed by the YWCA.
- Item 6: The capital and operating budgets both contained funds to provide Wi-Fi services on all 214 buses to be implemented in the spring. The budget included an amount of revenue that could be captured by a nickel increase in the unlimited ride pass category.
- Supplemental requests (on the last page): These included some funding to lease a vacant facility near MATC that could hold 15-20 buses; and based on customer feedback, to relieve overcrowding and timing issues in weekend service on Routes 2 and 7. Both of these did not get into the budget. For the WiFi, the amount was reduced, because they would be generating some revenues to pay for operating side of that.

Regarding stories in previous years about OT and how strategies to optimize salaries and OT pay were now playing out, Kamp said that in the past two years, the biggest challenges had been in Maintenance. They had added more buses, but had not added more Maintenance positions. With unusually high departures/retirements in Maintenance along with the fact that new employees require more training, it might make sense to have more positions there. This had helped on the drivers' side, by providing more flexibility. Since the top pay last year was in the Mechanics positions, maybe in 2016 budget they would ask for more positions to provide for more flexibility in this area. They would keep members informed about the situation in quarterly financial reports and in future budgets.

In terms of the State's biennial budget, Metro was assured of the 4% increase in the State's assistance for calendar year 2015. When asked if marketing studies had been done re: need to add WiFi to buses (now that smartphones had data), Kamp said that Metro had been urged by the Mayor and Alders to do this. Newsletters for city and inter-city bus systems have been emphasizing amenities, and at the top of that list had been Wi-Fi. Though it might not have

been their top priority, they were urged to do it and it was in the budget. The partial funding was due to an April 1st start date.

G. UNFINISHED BUSINESS ITEMS

- G.1. [35342](#)** Adopting the 2014 Leased Advertising Space Policy prepared by Metro Transit.
- Kamp said that BOE had approved the Policy, which reflected the changes recommended by the TPC. Marketing and Customer Service Manager Mick Rusch said the unclear language in the Implementation and Appeal Process sections had been changed to say he was staff person in charge of advertising. If people didn't like M&CS Manager's decision, they could appeal to the General Manager (Kamp); and if they didn't like the GM's decision, they could appeal to the TPC. This was the only change made since the Policy was last before the Commission. A motion was made by Bergamini, seconded by Tolmie, to **RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER**. The motion passed by voice vote/other.

H. NEW BUSINESS ITEMS

- H.1. [35565](#)** Authorizing the Mayor and the City Clerk to enter into an agreement with Meriter Health Services, Inc. for the provision of passes to its employees and volunteers for Metro Transit fixed route and ADA paratransit services, with reimbursement to the transit utility for employee and volunteer trips for the period December 1, 2014 through November 30, 2015 with one automatic renewal for the period December 1, 2015 through November 30, 2016.

Kamp said a one-year agreement with a one-year option was the format that worked for Meriter and others with similar agreements. For the first year, the agreed-upon fare tariff would be \$1.15/ride. Then in the second year, if all parties wanted to continue the agreement, the rate would reflect what the fare tariff said at that time. This allowed flexibility, so if the TPC would change the tariff, the Partner knew upfront that there could be a different rate in the second year. For now, the rate would be \$1.15 guaranteed for the first year, and whatever the prevailing rate was for the second year. A motion was made by Schmidt, seconded by Weier, to **RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER**. The motion passed by the following vote:

Ayes: 5 - Lucas Dailey; Chris Schmidt; Anita Weier; David E. Tolmie and Kenneth Golden

Abstentions: 1 - Margaret Bergamini

Excused: 3 - Wayne Bigelow; Ann E. Kovich and Kate D. Lloyd

Non Voting: 1 - Gary L. Poulson

- H.2. [35705](#)** Proposed 2015 TPC Meeting Schedule - TPC 10.08.14

Staff informed members that due to remodeling at the Municipal Building, the TPC meeting location for next year would be Room 302 at the Central Library (except for March, when the location would be Room 201, CCB). Poulson said that he was also thinking of holding a couple of meetings outside of the

Downtown area, perhaps at Warner Park and at the Sequoya Branch Library. Golden/Dailey made a motion to approve the 2015 Meeting Schedule. The motions passed by voice vote/other.

**I. REPORTS OF OTHER COMMITTEES - for information only; no action required.
(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

J. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS

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

Poulson mentioned that nominations were being taken for the Jeff Erlanger Civility in Public Discourse award, per the memo that had been distributed to members. The deadline for nominations was October 31st.

J.2. Commission member items for future agendas

Golden discussed four items he had previously brought up.

- Referring to his remarks in the September Minutes, Golden passed along a news article to Kamp about Detroit with a paragraph about the role of transit there.
- Regarding an issue he raised previously about Dayton Street, he thought the three-lane arrangement didn't work around the Kohl Center and the Lake-Frances area. With so many visitors there making left turns from the right lane anyway, maybe it would be better to recover some additional parking spaces on those blocks. He had asked Kamp to follow up with City Traffic Engineer David Dryer to look into this.
- He had previously proposed that the composition of TPC be changed to add a member of CSOS, which would require an ordinance change. The Mayor had told Poulson he would propose this. Golden felt they needed to move ahead. Poulson suggested Golden work with the alders at the table.
- Re: discussion of the Parking Budget, he knew of a lot of planning studies of what to do with Brayton Lot. With all the construction along E. Washington, the Utility had a prime piece of real estate two blocks off the Square. He wondered if Parking were so short of funds to rebuild its facilities, what would the Utility get from someone who wanted to develop it? Perhaps additional City tax collections could justify some form of capital assistance for facilities if the Utility were able to secure a response to an RFP. This was not an issue for the short term, but he wanted it on the list, to communicate to Real Estate that at least one Commissioner was interested.

Poulson suggested they might put an item on the agenda calling for a review of pending items. Even if nothing was being done, the issues would be on a list

and somebody would need to reflect and respond to issues that had been raised by Commissioners. Items had been falling through the cracks, and for whatever part he had played, Poulson apologized. He would follow up. Perhaps by locking it into the agenda, it would be on paper and somebody would have to deal with it at some point.

As a point of information, Bergamini noted that the Joint Southeast Campus Committee had met recently. She wanted people to know that the UW was redoing its Master Plan this year, inc. its Transportation Master Plan. She noticed that an onboard survey was being planned as part of the the BRT study. She wasn't sure if the UW Transportation Services would be doing an onboard survey, but they usually did a biennial survey. Perhaps they might want to coordinate efforts.

ADJOURNMENT

A motion was made by Schmidt, seconded by Tolmie, to Adjourn at 5:46 PM. The motion passed by voice vote/other.