



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 13, 2015

5:00 PM

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

Please note: Items are reported in Agenda order.

A. CALL TO ORDER/ROLL CALL

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

Present: 8 - David Ahrens; Chris Schmidt; Rebecca Kemble; David E. Tolmie; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini and Ann E. Kovich

Excused: 2 - Kenneth Golden and Kate D. Lloyd

Please note: There is one vacancy on the Commission, in the position of Second Alternate. Also, Schmidt arrived at 5:31 PM, during Item E.2.

B. APPROVAL OF MINUTES

A motion was made by Kovich, seconded by Bergamini, to Approve the Minutes of the April 8, 2015 meeting. The motion passed by voice vote/other.

C. PUBLIC APPEARANCES

[38445](#)

Student Letters to TPC requesting more service to Owl Creek - May 2015

Though no members of the public appeared in person to speak before the Commission, letters sent to the TPC from LaFollette students requesting more service to the Owl Creek neighborhood, have been attached here to be made part of the public record.

D. DISCLOSURES AND RECUSALS

Kemble disclosed that she was a worker/owner at Union Cab Cooperative. Union Cab was not among the taxi applications on the agenda, so she didn't feel that she needed to recuse herself, but she did need to disclose this.

E. TRANSIT AND PARKING QUARTERLY REPORTS

E.1. [38313](#)

Parking: April 2015 Activity Report, March Revenue/Expense/Occupancy Reports - TPC 05.13.15

Asst. Parking Utility Manager Scott Lee commented as follows.

- Judge Doyle Square RFPs: A decision was made by the City to fast-track one of the proposals, that of JDS Development. A major anchor tenant in the JDS

proposal had a tight timeline. A select committee was reviewing the proposal; and should it not work from either parties perspective, by the end of June, the other alternatives would be re-evaluated.

- Historically, the TPC had approved Parking rate increases every three years, with the next increase occurring in 2015. Being new to his job, Lee was not ready to make a recommendation, but would probably come back later in the year to do so.

Lee answered questions.

- (Bergamini) The Parking Utility was not directly involved in the negotiations with JDS, but was part of a staff team who met regularly to discuss the different elements of the proposal and to provide feedback about them. The Utility was heavily involved; and was looking closely at the JDS proposal since parking was a big component of it. Staff had been relaying their questions to the the negotiating group, which would be going to BOE in June. Staff had been collectively working behind the scenes, along with the formal group working with the developer.

- (Bergamini) Compared to 600 spaces planned by the Parking Utility, the number of parking spaces proposed in the JDS Development plan was 1400-1500 spaces total. The TPC would be looking for TDM plans when the proposal came back to them.

- (Kovich) Staff would bring any proposals for Judge Doyle Square back to the Commission, and would welcome contact from individual members with their input in the meantime. Staff had closely reviewed the JDS Development proposal currently being considered, and had been submitting comments and concerns about the phasing and size of the project, which would be costly.

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

E.2. [38314](#)

Metro: YTD Fixed and Paratransit Performance Indicators and Reports, Customer Feedback and Hybrid Stats - TPC 05.13.15

Metro Transit General Manager Chuck Kamp introduced Metro staff (Planning and Scheduling Manager Drew Beck, Finance Manager Wayne Block, and Paratransit Program Manager Crystal Martin), and asked them to join him in discussing the reports. Kamp also encouraged the new alders to feel free to contact these key senior managers whenever they had questions.

- Fixed Route YTD: Overall ridership was down, -2.0% for the first quarter. Rides were up 8,000 in March, so it wasn't clear if this reflected a trend of slightly decreasing ridership. The significant drop in gas prices could be having an impact, in combination with some impact from overcrowding on buses. It was too early to say.

- Vehicle/Passenger Accidents YTD: Chargeable vehicle accidents were up one; preventables were down one; making this area even with last year. Non-chargeable vehicle accidents were up three; but (happily) passenger accidents were down by 18.

- Road Calls were up 46. Two major factors: More sensitive engine control buttons on the newest buses (to meet EPA requirements); and gelling fuel and fuel filters over the winter, which should moderate in warmer weather.

- Trips using Lifts (Kovich/Beck): The data was questionable. Old buses used to have high floors, which required an actual lift. Now the newer buses had low floors, with ramps. As a result, the data wasn't really comparable anymore. Also, lifts were sometimes deployed for reasons other than boarding

- passengers (for grocery carts, strollers, etc.)
- Bergamini: Also, some drivers knelt their buses more frequently than others. Though it would be good to track how many people with assistive devices used mainline buses, who might otherwise use paratransit service, it wasn't clear that could be done systematically.
 - (Kamp) Metro did not currently have a method to do this, and based on member suggestions that the info might be misleading, this statistic would be dropped from future reports.
 - Route Productivity: For the long-standing highest Route 80, ridership was down -1.7%, but still had 100+ per hour. This route relied on drivers hitting a button to count riders because fareboxes were not used. Ridership on Route 75 to Epic was up 28% with productivity up 8%. Ridership on Route 55 from WTP out to Epic was also up. So as Epic continued to add employees, the trend for Epic buses did not reflect the overall trend of a slight drop in ridership.
 - Paratransit: Ridership YTD was up 5.5%. Items in the safety and maintenance areas were very even with last year.
 - No-Shows were up (Martin): DDS (Developmentally Disabled Service) Trips - MA Waiver trips - were up 12% YTD, which was unprecedented. This was driving the 5.5% ridership increase overall. Without these MA waiver trips, paratransit ridership was actually decreasing.
 - Last summer, Metro discontinued its long-term assignment program with one of its providers, and brought out those rides back in-house. Instead of those riders calling Badger Bus directly, these high-utilitization customers were now calling Metro to book a ride, and also calling Metro to cancel rides. Before this cancellation data was not tracked; only rides performed were counted. Now they were capturing cancellations and no-shows. The program wasn't ended until the end of August, so they would be running ahead all this year; and the YTD data would not be truly comparable.
 - With the shift to in-house service for the high-use MA Waiver riders, the cancellation/no-show rates had risen. Staff would be watching this closely to see what, if anything, might be done to address the issue operationally.
 - D2D meant "door-to-door" service, vs. curb-to-curb. Their base service level for complementary paratransit was curb-to-curb service. D2D service was tracked because it went above/beyond ADA requirements. It had gone up 50+ %.
 - Below ADA Certifications, were new numbers related to in-house assessments, which had started at the end of last June. So starting this summer, they could show month-to-month comparisons.
 - (Kamp) Very positive were the on-time performance %'s for Metro Direct and contracted paratransit providers, which were above the industry standard of 90%.
 - Customer Feedback: Total inputs YTD were about even with last year. As usual, Fixed Route had the most responses at 582, about 60 fewer than last year. The Prompt Response report showed what percentage of complaints were responded to, within 10 days. Their goal was 90%; the YTD total was 89.57%, just short of that. This was expected to improve over the year.
 - Hybrid stats: The hybrids got better fuel economy. Typically, they also had better cost per mile, but one of the 2007 buses had had major engine repairs. So the CPM for 2007s was a little more costly at this point, but this reflected "law of small numbers" rather than overall trend. There were 14 hybrids in the 2010 listing, and five in the 2007 group.
 - Financial Perf. Report: This was the first report using Munis data. The delay was partly due to learning a new system, and partly due to the complication of

the system. Tentatively, the numbers showed Metro in favorable condition after the first quarter, adding about \$242K to contingency reserves, to bring it up to \$5.2 million.

- (Block) He didn't have a lot of confidence in the numbers shown. Munis was a difficult and cumbersome system to learn and use; and they had had severe staff shortages since converting to Munis. It had been a struggle to get it working, to get bills paid and invoices sent out (basic things). It had not been possible to scrutinize the numbers at the level he had in the old system.
- For example, he had been trying to figure out why the cash system was down \$260K; that didn't seem reasonable to him. But he just had not had the ability to delve into it thoroughly enough to see if there was really a significant drop in pass sales, or if it was just some sort of anomaly in the way it was recorded, for which they would find a correction. He hoped for the latter.
- Performance Measures/Peer Analysis (Kamp): The report looked at fixed and paratransit stats, and then combined them at the bottom to compare them to the last Wisconsin DOT efficiency comparison with their peers across the U.S. for 2013. The peer numbers were two years old, while the combined number for Metro reflected the first quarter of 2015.
- Within the six WisDOT standards, Metro did better in 5 out of 6; and in some cases, it did much better. The one exception was Expense/revenue hour, where Metro was at \$100.54, vs. peers in 2013 at \$97.57. Notably, cost/passenger was over a \$1 less than peers, which along with the next two items (productivity and # of passengers carried per population), all reflected Metro's strong ridership. [Please note: Schmidt arrived at this point in the meeting.]

Ahrens requested that Metro's Fixed Route Perform. Indicators, the Financials and the Audits for 2005-2014 be sent to him in Excel format. Beck mentioned the letters sent by LaFollette students requesting more service to Owl Creek. Staff suggested these could be attached to Item C. Public Appearances, to make them a matter of record. Tolmie/Kovich made a motion to receive the report. The motion passed by voice vote/other. Ahrens inquired about a Journal-Sentinel article regarding a State audit of MA waiver and the issue of cancellations/no shows by providers. Martin said that Metro had in the past been a provider of non-emergency medical transportation (as a separate program from the Medicaid waiver program that they still participated in). After further discussion, Martin said Metro did not have an official arrangement with the broker for non-emergency medical transportation, but could address the issues raised in the article at a future meeting.

F. NEW BUSINESS ITEMS

- F.1. [38231](#) Relating to 2015-2017 Taxicab Operators' License Renewals, pursuant to Section 11.06, Madison General Ordinances.
- Transportation Operations Analyst Keith Pollock discussed the 2015-2017 Taxicab License Renewals for five companies, and briefly touched on Items F.2., F.3. and F.4 related licensing of others types of public passenger vehicles.
- The City now licensed four categories of public passenger vehicles: taxis, pedal cabs, low-speed vehicles and commercial quadricycles.
 - The five companies renewing their taxi licenses were Affiliated Carriage Systems aka Madison Taxi, Badger Cab, Green Cab, and two specialized transportations companies, Badger Bus, and Transit Solutions. Union Cab was still working on their renewal application.

- Traffic Engineering investigated such items as complaints, insurance, their list of vehicles (to match plates to VIN #'s).
- The big issue in the industry was TNCs. Shortly after the City created its own TNC ordinance (requiring TNCs to operate 24-7, to license their drivers, to have proper levels of insurance), the State preempted the City's authority, and TNCs were now licensed by the State, not the City.
- After its investigation, TE was recommending that all the cab company's licenses be renewed.
- Union Cab had until the end of June to renew their license. They had been contacted by TE and the Clerk's Office. Kemble reported that Union was finishing up a couple of items and would be submitting their application shortly. She also suggested an edit to change the effective date from 2013 to 2015.

Noting that Badger Bus and Transit Solutions were among the applicants, presumably in order to qualify as subcontractors to Metro, Bergamini asked about Abby Vans. Pollock said Abby was licensed directly by the State as a Medicaid provider; and therefore wasn't required to be licensed by the City. Pollock added that Capitol Pedaler was now Trolley Pub, with new owners. As a result, the license could not be transferred, and their item (F.4., Leg. File 38234) was a new license rather than a renewal.

A motion was made by Bigelow, seconded by Kovich, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER, Items F.1. through F.4. The motion passed by voice vote/other.

F.2. [38232](#) Relating to 2015-2017 Pedal-Cab License Renewals.

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

F.3. [38233](#) Relating to the renewal of Madtown Hopper LLC's 2015-2017 license to operate a low-speed vehicle service and its request for low-speed vehicle permits.

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

F.4. [38234](#) Relating to 2015-2017 Commercial Quadricycle Licensure of Capitol Pedicycle dba Trolley Pub.

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

F.5. [37651](#) Authorizing the Mayor and the City Clerk to enter into agreements with Abby Vans, Inc., Badger Bus Lines, Inc., Badger Cab Company, Inc., and Transit Solutions, Inc. for the purpose of providing Complementary Paratransit Services to Metro Transit for a term of three (3) years from July 1, 2015 through June 30, 2018 with two one-year options to renew exercisable by the City for July 1, 2018 - June 30, 2019 and July 1, 2019 - June 30, 2020 that may be executed by the Metro Transit General Manager.

Martin discussed the resolution.

- Metro currently had four fleets providing Complementary Paratransit services: Metro Direct, Abby Vans, Badger Bus, Transit Solutions. This resolution proposed adding Badger Cab.
- Through the RFP process, they had received proposals from nine companies, with ten price proposals. It was unusual to have so many price proposals. This gave them an opportunity to shop and evaluate the proposers.
- One company was a national company, while the rest were local or Wisconsin companies.
- The current contractors had performed well, and submitted quality proposals, along with Badger Cab.
- The technical proposals were evaluated first; after which the price proposals were factored in separately.
- Re: the previous question about Abby Vans not applying for a City license. There were two ways to qualify through the RFP process, either through the City or through the SMV (specialized medical vehicles) process with the State. That had been in some disarray in recent years due to the brokerage, but ADATS had worked out how to patch up some of those holes, which also helped create a broader pool of proposers. Abby was meeting standard.

Based on evaluations of a selection panel, staff was recommending contracts with the four companies be approved. Poulson asked for an edit to the word "required" at the start of the Body. A motion was made by Kovich, seconded by Schmidt, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

F.6. [37937](#)

Authorizing the Mayor and the City Clerk to enter into an agreement with Bridgestone Americas Tire Operations, LLC for provision of leasing tires to Metro Transit for a five-year period beginning on July 1, 2015.

After hearing no questions, Bigelow/Tolmie made a motion to approve Items F.6. through F.8. all together. A motion was made by Bigelow, seconded by Tolmie, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

F.7. [37949](#)

Authorizing the Mayor and the City Clerk to enter into an agreement with MillerCoors, LLC to accept a financial donation of \$15,000 to help cover the costs of free ride events on UW Homecoming Saturday, October 17, 2015 and New Year's Eve, December 31, 2015. This agreement includes an indemnification clause.

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

F.8. [38032](#)

Authorizing the Transit General Manager to file an application for a Surface Transportation Program (STP) capital grant with U.S. Department of Transportation and authorizing the Mayor and the City Clerk to execute the associated grant agreement with USDOT, the associated 13 (c) agreement with Teamsters Local No. 695 and associated subrecipient agreements with the YWCA Inc.

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

vote/other.

G. 6:00 PM -- PUBLIC HEARING: To hear public comment on proposed service changes to Routes 6, 10, 11, 12, 25 and 59, to go into effect August 2015.

G.1. [38316](#) Public Hearing on proposed service changes - TPC 05.13.15

[Please note: The Public Hearing followed Item J.1.] Poulson explained that Metro would present their proposed changes, members could ask follow-up questions, and then registrants would be invited to speak. Following the public comment, clarifying questions could be asked. Per TPC rules, action on the service changes would be taken at the June meeting. Kamp introduced Transit Marketing and Customer Service Manager Mick Rusch, and pointed out the written feedback that Metro had received to date (attached). Kamp also introduced Transit Schedule Planner Colin Conn.

Conn described the proposed service changes (in the attached booklet).

- **Route 10 (page 2):** From North-Milwaukee, it went west all the way out to Sheboygan/Eau Claire; made a loop out University Avenue to Old Middleton, and came inbound on Sheboygan. They had a request for service to University Row, where a UW Clinic and a couple hundred dwelling units were located; some employees used the bus to travel between the UW Hospital and the Clinic. During peak periods, this area was served by Routes 71 and 72; but off-peaks, this would be a good place to lay the bus over for drivers to take a rest/break. Sheboygan Avenue was a good place to have push-pull service instead of the loop they had currently.
- **Because the schedule for the route was wrapped fairly tight, they looked at the Division-Rutledge-Spaight loop.** The route traveled the loop 14 times westbound and 13 times eastbound during the middle of the day; and on average about 17 passengers were transported across the 27 trips. Though not heavy rider levels, bear in mind, it was served during off-peak periods.
- **In looking at the schedule, it was apparent there were some significant advantages to trimming out the loop.** Route 10 filled in, in between the Routes 38 and 28, and supplemented Route 2. By taking out the loop, they were better able to time buses through the Johnson-Gorham corridor, going westbound on Gorham. They could simply line up the Routes 2 and 10 every 15 minutes. On the Jenifer Street side, they were able to line up the Routes 3, 4 and 10 every 10 minutes.
- **At Gorham-Bassett westbound, they were able to better time the Route 10 ahead of the 2, where instead of being 10 minutes ahead of Route 2, Route 10 would be 6-7 minutes ahead, which would help shift passengers from Route 2 to the 10, which was needed.** The average load on the Route 2 was in the 60s, while the average load on the Route 10 was in the 30s.
- **They also made a change to number of buses serving the UW Hospital.** There were no changes to the Broom-Bassett area; had good ridership going back to 1990's, and they wouldn't want to tamper with it.
- **Route 6 (page 11):** When working on Route 26, they sent the trainers out to look at how Route 6 went in/out of East Towne. They found the way the Route 6 came down off the Portage-Hayes loop, coming down along E. Washington to Zeier and East Towne Blvd., was time-consuming and set them up for more turning movements, put them up on crowded streets, and delayed the overall movement of the bus.
- **Similarly where the bus went outbound on E. Washington and turned up into**

the Portage-Hayes loop, left on Continental, right on Dwight (which was speed-bumped), they were making three turning movements instead of one. They suggested instead to turn left onto Independence Lane (mirroring the inbound path).

- Coming back into East Towne, instead of taking East Towne Blvd., the bus would make a straight shot on E. Washington (from Frontage-Zeier). Even though they had no signal at Independence Lane turning into East Towne, there were enough breaks in the traffic, the turn was easy to negotiate, and it saved time. Also the McDonald's right there offered a more convenient place to have a rest/break.
- The timing of the schedule for Route 6 would remain the same.
- (Page 9) With the Route 25 proposed for elimination, a trip would be added to Route 6 AM schedule. Currently, the 6:45 AM trip from WTP to Square eastbound became the Route 25. Years ago, the Route 6-Route 25 trip to American Family was envisioned as "free". In as sense it was; but it also created a hole in the schedule, where the Route should have 15-minute service but didn't. This wasn't a problem 10-15 years ago, when ridership was lighter. But now it had become something of a problem.
- The proposal would allow Route 6 to gain a small bit of recovery at the Square; and they picked up another trip going east out to East Towne where it became a trip on Route 10.
- When asked if they were "saving a bus" by making this change, in reality, they were not. But in a sense they were. Looking at this in two ways: If they were trying to add this trip on Route 25, they would be "losing" a bus/a trip because they would be pulling another bus out of the garage. Also, the trip on Route 25 that looped around and came back as the Route 10 now left North-Milwaukee at 8:08 AM. Right now the bus was frequently late. In the new schedule, it would leave North-Milwaukee at 8:05, so the bus would have less time to get there. When scheduling buses in a corridor like Gorham Street to be 3-5 minutes apart, a bus being 6-7 minutes late caused a big problem. So, the current set-up didn't take a bus out of the garage that they didn't have; but it did complicate things.
- Route 11 (page 7): People in the Midvale-Tokay-Mineral Point area had been asking to get to the UW Hospital, about three miles away. This was a ride they should be able to complete. Metro had done a bad job of it going back to the P line in the 90's that came from the far west end of Mineral Point and went to the Hospital, serving Mineral Point and Speedway. Then the UW started paying for Route 53 service that ran between a park and ride lot located on Science Drive and the Hospital. The UW eventually discontinued that service.
- Then Metro replaced that service with Route 11. They stretched Route 12 that came from the Dutch Mill Park and Ride and shot it out to the WTP, and brought it in as an 11.
- In the proposal, they brought Route 12 out Old University Avenue down Highland, past West High at bell times, to lay over across from Forest Hills Cemetery. It would start inbound service going south on Toepfer Avenue to Tokay, then north through the neighborhood.
- They had wanted to use Presidential Lane, which would have gotten them very close to the bus stop at Racine. But when they sent the trainers out, they thought Presidential too narrow. They then opted for Berwyn, essentially losing the stop at Racine-Presidential (which was mentioned repeatedly in the Feedback). If there was opposition to the use of Berwyn, they had been prepared to drop back to Segoe.
- The plan was not working the way they thought it would; they were receiving

a lot more negative feedback than expected.

- The interesting thing was that even after pulling the Route 14 off of Sheboygan Avenue a couple years ago when they implemented the Route 10, ridership on the Route 14 had actually not declined. The route still had overloaded buses, even after taking it off one of the busiest streets in the system.
- This redesign of the system west of Highland could be phased to essentially provide 20-10 service (not a half hour or 15 minutes), which would pull passengers off the Route 14. They had wanted to take the bus all the way down Bluff Street, but the buses couldn't handle the turning movements, so instead opted for Blackhawk north of Bluff, where the turning movements were a little problematic, but would work.
- Then the feedback started coming in. One suggestion: Traveling south on Segoe, they might turn right onto Mineral Point and go west to Whitney Way, and south on Whitney Way to WTP-Tokay; then inbound on Tokay. However, that would add over a mile and three minutes, and recoveries were just too tight.
- The proposal was a significant change for Routes 11-12. Though it got people from in the neighborhood up to the Hospital, it had generated a lot of ill will. Also, they would be losing a stop that they didn't want to lose to begin with.
- Route 12 (page 8): The Waunona Loop would be eliminated. The Loop did produce a few passengers, but it consumed two minutes of schedule time. So anybody boarding at the Dutch Mill Park and Ride, who should be getting a fast ride downtown, was dragged through the Loop. The counts for the Loop were not significant; but they had received some negative feedback on this. Service would be left on Hoboken to reduce walk-out distances. In serving the Loop, the bus was running two minutes late on John Nolen-Rimrock and the Square. So, the extra two minutes would be consumed by the schedule, and essentially keep everything on time.
- Route 59 (page 12): This proposal was approved by the Fitchburg Transportation and Transit Commission. They would be using a couple of new streets; and would get push-pull service.
- Coming from the WTP, it would serve Target, Hy-Vee, Star Cinemas at the south end; and then go up through Allied Drive and Belmar Hills. Then coming back south, it would use the new streets and go west to Star Cinemas and Hy-Vee, which meant people from Allied could get to these locations and the WTP, with connectivity throughout the entire route. It was a nice change and only affected the schedule by about two minutes, which this route could absorb. It ran Saturday and Sunday, all day with hourly service.

Registrants were called to speak.

Susan De Vos, N. Midvale Blvd., 53705, spoke in opposition to the proposed changes to Route 11. (Complete written statement attached.) The plan would take away the stop at the WTP, harming co-riders who transferred there. The proposed change was not communicated well to UW or riders. The data she had received regarding the number of transfers made to the Route 11 at the WTP was confusing; and the reasons for making this change did not seem based on good info. Metro argued for eliminating stops on Jenifer Street in order for buses to reach the transfer points on time; and just increased runs on Route 50 so people could transfer. What good was that if there was no bus to transfer to?

Lori Whitney, Melody Lane, 53704, confirmed: The proposed change to Route 6 would eliminate the stretch between Continental Lane and Dwight Drive; and would instead go all the way down E. Washington and turn at the Crowne Plaza; and there would be a stop at the McDonald's. Otherwise the rest of the route and the times would remain the same.

Peter Gascoyne, Fox Avenue, 53711, spoke in opposition to the elimination of Route 25.

- He greatly appreciated the level of bus service the city had. But he wanted to disabuse everyone that Option 26 offered a realistic alternative to the Route 25.
- Option 26 would extend the difficulty and the length of the commute from downtown to American Center. Riders would have to take a circuitous path around MATC or Hayes and Portage, to catch the Route 26 at the other end.
- Plus the transfer at the rush hour would add 15-30 minutes to the commute in each direction. Currently, the ride from American Family to the corner of E. Washington-E. Johnson took 17 minutes. With the proposed change, it would take 45 minutes. Currently, the commute from AmFam to the Square took 29 minutes. With the change, it would take 62 minutes. This included a 15-minute wait at East Towne, which in the winter would not be pleasant.
- This change was not an inconvenience; it was a game-changer. Quite a few other people used this express bus. Speaking for himself, he would have to look at some other way of getting out there.
- Also striking was the fact that 6,000 people worked at the American Center; and he found it extraordinary that a bus service of this quality would offer service to that area.
- Given that a hospital with 300-400 employees was opening there, he had hoped that there would be two express buses going to the area. Perhaps one could leave the Square at 6:15 and arrive at the hospital at 6:45 AM; and then turn around and come right back to the Square at 7:15 and go right back out to the American Center, and then perhaps become the Route 10 (as it did now).
- Having lived in San Francisco, where he used their many express buses as much as possible, he hoped more express buses could be added.
- He urged the Commission not to eliminate the one Route 25 bus they now had.

Alex Wagner, W. Main Street, 53703, submitted the following comments: Proposed changes to Route 11 look OK at this point; would like to know about any amendments/changes that might be considered. Poulson noted that the Commission would be taking action on the proposed changes at their June meeting, and staff would contact him if any changes were made.

Ameer Khalek, W. Dayton Street, 53703, spoke in opposition to the elimination of Route 25, the express bus from downtown to the American Family business complex.

- He lived downtown and took the 7:10 AM Route 6 that went to the Square where it became the Route 25 and went straight to American Family where he worked. This was nine miles, and took about 20 minutes by car. On the bus it took him between 30-40 minutes. He left work around 4:35 PM and got back downtown around 5:15.
- If he took any other route, inc. the route past MATC, it could take as much as an hour twenty minutes, more than three times the length of a car ride. It really wouldn't be feasible for him or anyone else to take the bus.
- Now with the hospital, he had hoped for a second express bus, but at the

very least, he didn't want the one bus they now had to be eliminated. He had been using Metro since he arrived in Madison in 2012, and had been urging his friends to do it. It would be frustrating if he had to start using a car.

- When he worked late and couldn't take that bus, he used Uber because he wanted to get home for dinner and didn't want to spend more than an hour to get home.
- About 15 other riders rode back/forth with him. He planned his work schedule around the one bus. Some riders were not AmFam employees, but traveled to other businesses in the area.

Douglas Henderson, Waunona Way, 53713, spoke in opposition to the elimination of the Waunona Way Loop. The commuter bus Route 12 stopped near his house, which was quite convenient. He usually took the 7 AM bus, esp in fall and winter. He also took his bike on the bike path in the spring and summer. When he lived in Fitchburg, where he had no bus service, he had to use his car. He had noticed a decrease in riders in the AM (from 4-6 riders at his stop to only a couple); but new people were moving into the neighborhood, and people from the west (Esther Beach, Woodley Lane) used his bus stop. For him, a two-minute, 60-yard walk would become an eight-minute, 600-yard walk to the PDQ, which would be unpleasant in the winter and rain. The extra two minutes and delays in the schedule were due more to the traffic on Broadway than to traveling the Loop. He urged that the Loop be retained.

David Toland, Lakeland Avenue, 53704, submitted the following comments: Disappointed that the Route 10 service was being discontinued to Spaight, Rutledge, Division Streets. Any chance to decrease to once an hour into UW campus, instead of discontinuing? If only service is from Route 3, can you shift Willy Street/Rutledge so Route 3 goes past Division/Rutledge at 9:50-10:00 AM?

With no further comments, the public hearing was closed. With reference to comments about fluctuations in ridership at certain stops, Bergamini asked Rusch about a direct mail piece that used to be sent to new residents moving into a neighborhood, near bus routes. Rusch said that as they moved away from paper to electronic communications, they had stopped doing this. Mailings were pretty expensive. Metro did send newsletters out to neighborhood associations, and used the email sites for the associations. But staff would look into the direct mail idea again.

H. INFORMATIONAL PRESENTATIONS AND DISCUSSION ITEMS

- H.1. [38317](#) Metro: TIGER Grant application for satellite bus garage at Nakoosa Trail - TPC 05.13.15

[Please note: This item (and subsequent Items H.2. I., and J.1.) followed directly after the motion on Items F.6. through F.8.] Kamp noted the fast turn-around time required on the TIGER grant applications.

- Metro was in mid-process to apply for a supplemental bus facility at Nakoosa Trail, the old Cub Foods site.
- The property had been purchased by the facility primarily for City Fleet and Fire Maintenance. But given the acreage, there was enough room to look at other City needs, inc. a satellite bus facility.
- Metro had worked with the selected design company, RNL, to look at an Option H and an Option I (attached) previously presented to the TPC. They were currently looking at Option I to be the version they submit to USDOT.

- The Common Council adopted a change to the CIP to allow the project to receive 50% local funding, rather than asking for 80% federal funding, making the request more competitive.
- \$600 million was available for projects across the country. Metro was applying for \$35 million, of which \$17.5 million would be in federal funding.
- The grant application was due June 5th. Metro was working to meet that deadline, and would provide updates in the future.

H.2. [38318](#)

Metro: Shorewood Hills funding for bus service - TPC 05.13.15

Kamp commented as follows.

- Over a period of time, TPC members Schmidt, Poulson and Golden had worked to encourage the Village of Shorewood Hills to participate.
- Half of the services along University Avenue were in the City, half were in Shorewood Hills. Staff calculated foot-by-foot what was in the Village and what was in the City, to determine what their share would be. It was in the range of \$150-200K.
- Metro had recently gone through a very deliberate and complex process to review that methodology with all of their partners, Fitchburg, Middleton, Town of Madison, UW and others.
- Shorewood Hills came to one or two of the meetings. They were not pleased with the distribution of funding or that methodology. But it was what was agreed upon by the participating members. So Metro didn't feel they could change the methodology for one partner; and did not get any sense the other partners were comfortable with their (other) proposed methodology.
- However, after that moment of frustration, the Village agreed they should be paying more of their fair share. They had been paying about \$10K/year for Paratransit only. And this year, they would be contributing \$25K.
- This was progress and they hoped to see more. Staff was encouraged that the relationship was improving.
- Kamp thanked the Commissioners who had helped Metro with this.
- When asked, Kamp said Maple Bluff did not participate. They were a few communities on their list of potential participants with smaller segments of service, inc. Maple Bluff, Monona and a few more. Metro had met with these others. Shorewood Hills had the largest number, but Metro would be focusing their efforts on the others as well.

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)

J. **ANNOUNCEMENTS AND FUTURE AGENDA ITEMS**

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

As mentioned earlier, Poulson hoped to get some feedback on the JDS proposal in June, to get a sense of the Parking element. He encouraged the new members to meet with Kamp and staff at Metro, and also with Scott Lee at Parking. Four TPC members had expressed interest in serving on the the Subcommittee on Parking. Poulson had contacted a fifth member, but had not yet heard back. The Mayor's Office could appoint two citizen members, and had not yet done so. As far as committee appointments in general, they were done over the course of months; and the Mayor's Office relied heavily on recommendations from the chairs of the various committees. [Please note: Being 6 PM, the meeting turned to the Public Hearing.]

J.2. Commission member items for future agendas

Following the Public Hearing, Poulson asked for any suggestions for future agenda items. He suggested that Metro send out the Long-Range Plan to new members, whom he again welcomed to the Commission.

ADJOURNMENT

A motion was made by Kemble, seconded by Kovich, to Adjourn at 6:48 PM. The motion passed by voice vote/other.