



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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Tuesday, April 14, 2009

5:00 PM

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

A. CALL TO ORDER / ROLL CALL

Present: 8 -

Robbie Webber; Carl D. DuRocher; Amanda F. White; Gary L. Poulson;
Duane F. Hinz; Sharon L. McCabe; Kenneth M. Streit and Margaret
Bergamini

Absent: 1 -

Brian L. Solomon

Excused: 1 -

Jed Sanborn

B. APPROVAL OF MINUTES

A motion was made by Poulson, seconded by Bergamini, to Approve the Minutes. The motion passed by voice vote/other.

C. PUBLIC APPEARANCES

Susan DeVos 610 N Midvale Blvd – DeVos asked the TPC to think about the fact that Badger Bus Depot is probably going to be gone soon and the need to have a multi-modal depot downtown that would accommodate both bus and rail. We need to think about the bus rider as well as the companies and how both can benefit from some other arrangement than exists now. It's a long-range transportation issue and something to discuss. In response to a question about whether this were a private or public sector responsibility, DeVos said Badger has all the right in the world to do what's best for them. As the City, we need to look at long-range transportation. Those things could be in conflict. She hopes they aren't. This is something to discuss on a future agenda. Knobloch said Traffic Engineering (TE) regulates bus stops. When intercity buses want to have a stop, they send a letter asking permission. There is a TE file that has all the stops. TE can approve or not approve a stop, and that goes through Pedestrian/Bicycle/Motor Vehicle Commission. That could come through the TPC also. This issue could be put on either or both agendas. The Long Range Transportation Planning Commission has also requested further information from City staff on this issue. It also impacts parking around the Union. No intercity bus company pays to pick up in front of the Union.

Dave Knuti (Madison Peak Oil Group) 615 West main St. #301 – He has been working with DeVos on the transportation depot issue. It comes down in some ways to a parking issue. If the depot closes, the intercity buses would be

dependent on the Union to sell tickets and the space in front of the Union for parking. It's already very crowded. He doesn't think the Union is able to accommodate that. If the depot closes, it could be a chaotic situation where buses pile in at the Union or stop all over town. There needs to be availability especially for people without computers or people with disabilities. The state keeps talking about a subsidized bus service expanding to the south and north. There is no room for that. The Union site is not good for inter-modal transfers. The future of a rational transportation system hangs on having a site in the same area. By removing it, the City puts itself that much further back. A solution is to condemn the station and have the City own it. Establish sufficient fees for Van Galder et al. to come into the station. The companies have been riding free for a long time. We should look at total ridership. What happens when gas goes back up to \$4 /gallon as it most certainly will.

D. TRANSIT AND PARKING MONTHLY REPORTS

- D.1. [14336](#) Parking: February 2009 Revenue Report and March Activity Report

Hinz moved to receive the report; Webber seconded. The motion passed by voice vote/other.

- D.2. [14338](#) Metro YTD Performance Indicator Reports

Since the last meeting, Metro has implemented a new fare schedule. Kamp said overall that had gone smoothly. Metro has honored existing 10-ride and 31-day tickets. There is also a stopgap low-income fare. That has been an orderly process. Those passes are being sold at 3 outlets, and stock hasn't run out, as had been a concern. There is a reporting mechanism and Metro will put together a summary for the TPC and others. Poulson moved to receive the report; White seconded. The motion passed by voice vote/other.

E. NEW BUSINESS ITEMS

- E.1. [13810](#) Relating to 2009-2011 Taxicab "Paratransit" Licensing.

Keith Pollock explained this is a biennial process. Each cab operator submits an application. The City does an extensive investigation including considering what the ordinances say, safety records, customer service considerations and police accident reports. If there were any drug and/or alcohol related accidents that would make the City consider not approving an application. There was none of that this year. The City looks at other demographic and business information and submits responses to questions. There are six current license holders, and representatives from each attended the meeting to answer questions. The license holders are Union Cab, Madison Taxi, Badger Cab, Transit Solutions, First Transit and Badger Bus.

- Badger Cab charges to go from zone to zone rather than by meter time. Drivers lease their cabs nightly.
- Union is a cooperative; they have the most cabs in Madison. They have raised concerns about non-paying customers. The police don't consider this a high priority. Union is interested in changing the city ordinances to give them more discretion about who they let in their cabs. Perhaps the City Attorney's

Office can work with the police to look at the ordinance. Union has 24/7 accessible cab service.

- **Madison Taxi is a meter taxi service. One issue that came up is that more people are taking the bus to Minneapolis and the bus comes in around 2:00 AM. Madison Taxi had been charging a flat rate from Dutch Mill Park and Ride to Campus. There was a complaint that they should not do that because they are a meter company. It was easily resolved when Madison Taxi said from now on they will keep the meter running.**

- **First Transit (formerly Laidlaw) – They are a specialized taxi operation. People who are elderly or who have disabilities are their largest customer base. They largely have taxi permits because it is required by Metro in order to have a paratransit contract. The same is true of Transit Solutions and Badger Bus. They are not on-demand taxi services.**

Looking at complaints and responses, safety issues, and responses to questions, Pollock said in good faith he can recommend that these companies receive their renewals as requested. Poulson pointed out that there was a typo resulting in a number mismatch in the resolution for Transit Solutions.

Karl Schulte, Union Cab of Madison Cooperative, 2458 Pennsylvania answered some questions. In 2004, Union bought three wheelchair accessible minivans with its own money. They have replaced one since then. This year they got a New Freedom Grant which will expand the fleet with two vehicles. They will need to find a self-financing way to replace the other three. They are concerned about the economy. They can keep their fleet busy during peak times, but that is diminishing. Also, they currently are able to provide on-demand service, but the economy will affect that as well.

Poulson moved approval with the following correction to the first “whereas” clause – list 28 flat rate and 1 airport permit for Transit Solutions; in the next “whereas” clause, list a total of 29 permits. Seconded by Hinz. The motion passed by voice vote/other. DuRocher said Keith might be in the best place to coordinate discussion of a review of the ordinance about, for lack of a better phrase, “denial of service”. It hasn’t been modified in 10 years. Perhaps it could be a future agenda item, or a subcommittee of the TPC. It would not be a short process. The potential to deny service opens the potential for abuse. Pollock said the City is taking a serious look at it. If there were some policy, it would not be arbitrary by driver; it would be a strict policy.

E.2. [14165](#)

Amending Secs. 12.142(3) and 12.145(1)(d) of the Madison General Ordinances to increase on-street parking meter rates and rates for meter hoods.

Knobeloch said there was one addition from what was approved at the last meeting. It allows for pre-payment to be required for meter or stall hood requests for a period of six (6) months or more. This came about because there is a developer who has not paid their outstanding large bill. Because it is a travel lane, the City can’t just pull the meter hoods like in another situation. It’s often too late to withhold a permit when payment isn’t made because a job is done or near done. There was some discussion about why six months was chosen as opposed to one or two months. Six months was chosen because that amount of time would usually involve multiple permits and a larger sum of money. Remedies available now when someone doesn’t pay is going to small claims court or withholding permits. The unpaid debt could also end up on the

tax rolls. McCabe moved to approve the resolution; White seconded. The motion carried by voice vote/other.

E.3. [14313](#)

Hybrid Bus Performance Report

Ann Gullickson, Metro Transit Service manager, said that maintenance costs for hybrid buses has been comparable to that of diesel buses, but there will be an additional expense of battery replacement on the hybrids. There is not a lot of industry experience with this. The manufacturer said systems should expect to replace the battery during the life of the bus, possibly during year eight. The expense would be about \$45,000. Metro would not expect to have to replace the battery more than once. No transit system in the country has had hybrids in service long enough to have had to replace the battery pack. Some new technology is being tested, so Metro will benefit from that in future purchases but will not retrofit existing models.

Emissions information provided to members showed that the technology reduces particulate matter up to 97%. Gullickson said she suspects that comparison was to diesel fuel at the time and not necessarily the ultra-low sulfur diesel fuel being used today. White said she would be very interested in seeing the comparison with ultra low sulfur. Gullickson said she liked the report because it is a reminder to people that it was never Metro's intention to say hybrids would be cheaper. They are a cost effective strategy to meet City goals of sustainability. Some money has to be spent toward that goal, but the savings Metro gets in fuel comes close to helping break even with increased capital/local cost of purchasing a hybrid bus.

All Metro drivers can drive hybrids. There is no different certification. As with any new model of bus, there is a very quick orientation to any differences.

E.4. [13917](#)

SUBSTITUTE - Authorizing the Transit General Manager to file an application for Urbanized area Capital Assistance formula, public transit Stimulus ARRA (American Recovery & Reinvestment Act) 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.

Kamp addressed both items E.4. and E.5. They are Metro's requests to execute federal grants that will provide stimulus funding to purchase 18 hybrid buses, 4 paratransit low floors buses, upgrade transfer point cameras to those that can scan and scope and have wireless connections to the nearest police stations, and add additional electronic real time signs at shelters, including at the Square and on State Street. Metro also included a request from the City of Stoughton, which is part of the Metropolitan Planning Organization (MPO), for an accessible van. The amount that was going to be spent on electronic signs was modified to include money for the van. When Metro executes the federal grants, this will have met the timeline required to get the stimulus funding. The MPO and Board of Estimates have approved these resolutions. After the TPC takes action, it will go back to the Common Council and Metro will start executing the grants. Metro can modify the current 5-year procurement with Gillig to incorporate the hybrid buses.

The Metro Operating Budget has \$100,000 targeted for security at transfer points. This does not offset that. Metro is working with the police department on that project. Metro will continue to look for stimulus funding for

information technology projects, energy efficient changes to the garage, signage and security if they are available. The Wisconsin Urban and Rural Transit Association (WURTA) is always working with the Wisconsin Department of Transportation (WisDOT) to advocate for more funding. Poulson pointed out that for E.4., the budget page had a typo showing the total cost of the electronic signage as \$30,500 and the FTA share as \$35,500. That will be changed to reflect that both should be \$30,500.

Poulson moved approval of the two resolutions with the noted typo corrected; seconded by Webber. The motion passed by voice vote/other.

E.5. [13918](#)

Authorizing the Transit General Manager to file an application for a Fixed Guideway Infrastructure Investment formula public transit Stimulus ARRA (American Recovery and Reinvestment Act) 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.

See E.4.

E.6. [14314](#)

Metro Transit Performance Audit Update

Owen O'Neil from Abrams-Cherwony said his firm is hired by WisDOT to do management performance audits every five years for Wisconsin transit agencies. Overall they found that Metro is a very efficient, effective organization. The 65 recommendations made are designed to improve on already sound procedures. There were several areas of the Metro audit he wanted to highlight.

- Peer Analysis - Metro has two peers groups: population and service level. Metro is unique because there is no other city similar in population with a similar service level. Metro's funding is year to year rather than a dedicated funding source. Both TPC members and staff interviewed said this is not sustainable. Among its peer group, Madison is the only municipally run system rather than a Regional Transit Authority (RTA).

- Policy and Decision Making – This is a look at the governance structure. The one recommendation here is that the budget should be submitted to the TPC at the same time it is submitted to the City. That way, the TPC can hold hearings and make any necessary recommendations during the budget process regarding fare changes prior to the Common Council voting on the budget. The audit also recommends that Madison continues to pursue an RTA, as it has recommended to other Wisconsin systems.

- Absence without pay and Family Medical Leave Act (AWOP and FMLA) – Metro is 14% below peers in revenue hours per operations employee. The audit looked at employee absenteeism and found that Metro employees are using FMLA at a lower rate than other transit agencies, but other agency employees don't have access to AWOP. In the new contract, there is progressive discipline for each instance of AWOP, so this problem is being addressed.

- Information Management Plan (IMP) – The auditors recommend doing an information management plan. Transit agencies have capital money for intelligent transportation systems (ITS) projects but then don't have operating funds to support them. Data can go unused or underused. An IMP would look

at staffing, data items that will be looked at and stored, etc.

- **Long and Intermediate Term Planning - The MPO does some, as do other committees like the Ad Hoc committee, and the City. But the Ad Hoc report was never formally adopted as the transit vision for the City.**
- **Staffing – General administration employee numbers at Metro are 13% below peers as a total of all employees. Also, planning and IT are understaffed to address certain needs.**
- **Succession Planning - This is especially critical for the scheduling function. This is something that you see in every transit agency. The head scheduler is someone in his or her late 50s or early 60s and scheduling is a tough job, detail oriented, an art and a science. It has a long learning curve and there is no one behind them who knows how to do it. An agency needs something set up 4 to 5 years in advance of the scheduler retiring.**

Next, the report will be finalized and submitted to WisDOT. In five years, the auditors will look to see if the recommendations were implemented. If not, why not. For past audits, most recommendations were implemented. When they weren't, there were logical reasons. Metro implemented the recommendation in a different way or the situation changed and it was no longer needed.

Webber moved to accept the final report as presented and outlined; Bergamini seconded. The motion passed by voice vote/other.

F. UNFINISHED BUSINESS ITEMS

- F.1. [12413](#) SUBSTITUTE - Amending Section 12.1335 of the Madison General Ordinances to strike alternate side parking regulations from November 15 through March 15 and subsection (2) "snow emergency zone"; amending Sec. 12.1335(4) of the Madison General Ordinances to create alternate side parking regulations during a declared snow emergency; repealing Secs. 12.1335(4)(c) and 12.1335(6) of the Madison General Ordinances and amending Sec. 1.08(3)(a) of the Madison General Ordinances to eliminate the bail deposit for Alternate Side Parking from November 15-March 15.

Webber said City staff is opposed to this. She still personally feels requiring alternate side parking when there is no snow or threat of snow and moving cars every day for no reason is a silly idea and not environmentally or customer service friendly. Still, she felt there was little chance of it passing, so she was not going to push it forward. This came up partly because TPC said they'd like to see some relief when fines were doubled for not moving a car during a snow emergency. Alders and commission members said they wanted relief for when there isn't snow.

Poulson moved to recommend placing this on file; seconded by Hinz.

The group discussed expanding the time when the 48 hour parking was allowed or expanding the area of the city where cars don't have to be moved. Many people said that one area of the City is exempted because of the limited parking there, but others areas could benefit from this as well. There are costs to the City for plowing if people don't move their cars when it snows. However, there are also environmental costs to drive around for five minutes every day to move your car or people who decide to drive every day because

they will have to move their car any way. That produces costs in idling, traffic congestion, etc. There was general support for the idea, but a feeling that this needed to be brought up in a different version.

The motion to place on file passed.

Absent: 1 -

Brian L. Solomon

Excused: 1 -

Jed Sanborn

Ayes: 6 -

Amanda F. White; Gary L. Poulson; Duane F. Hinz; Sharon L. McCabe; Margaret Bergamini and Carl D. DuRocher

Noes: 2 -

Robbie Webber and Kenneth M. Streit

F.2. [13815](#)

Stating that the policy of the City of Madison is to encourage or, where appropriate, require that incremental changes to the built environment, as well major new policies and public works projects, shall in the aggregate cause vehicle miles traveled per capita to decrease by 25 percent, as compared with a 2005 baseline, by 2020 and that this goal shall be incorporated into the City's Comprehensive Plan.

Webber explained that everything that is included in the recommendations is already in the Comprehensive Plan (CP). This is just putting numeric goals to things already in the CP. If you have a policy but no goal, then it's too easy to ignore it. When we have new developments, we want a goal to shoot for. This adds that goal. There are already mechanisms that collect data.

Other members expressed concern that either this was too broad or too limited. For example, the model used does not take into account type of travel or if it's a Prius or Hummer. It doesn't show trips of people driving through the City starting at Sun Prairie. Perhaps this goal wouldn't jibe with public works goals such as possibly adding parking spots when the Government East ramp is upgraded. It could be argued under this resolution that increased parking would encourage people to drive. There was also concern that the first "be it resolved" clause used the word "required." There was a question about who would decide what was appropriate and what was required. Webber continued to emphasize that any possible reduction measures would be a discussion and that these policies already existed, minus the numerical goals, in the Comprehensive Plan.

The group discussed the fact that perhaps the goals would be met with no further action on the City's part if gas prices go up. There was a question of the relationship between the re-writing of the zoning ordinance and the Comprehensive Plan. Perhaps this resolution is not the right vehicle to make reduction of vehicle miles traveled work. Maybe requiring consideration of things like walkability and mass transit in the zoning ordinance would be the right way to move this forward. There was concern about approving neighborhoods that have the infrastructure to accommodate bikes, pedestrians and buses without the funding to support that.

Webber moved adoption of the resolution with the changes recommended by LRTPC; seconded by White.

Those in favor of the resolution said this is just one of many tools we need in our toolbox to reach our goals. Although others were in favor of the overall objective, they were concerned this was not the way to succeed, that it would be in conflict with other City policies and projects, that the goal of 25% was arbitrary and that the word "required" was troubling.

Poulson moved that the resolution be amended on page four to read "THEREFORE, BE IT RESOLVED THAT it shall be the policy of the city of Madison to encourage or, where appropriate, require that incremental changes to the built environment, as well [as] major new policies and public works projects, [ADDED: excluding projects by the parking utility,] shall in the aggregate cause vehicle miles traveled per capita to decrease by 25 percent, as compared with a 2005 baseline...." McCabe seconded the amendment.

Poulson spoke to his amendment by saying he was concerned about the upcoming Government East ramp project in relationship to this resolution. The City doesn't need a lot of new parking but we have to deal with the ramps we have. A good case could be made for increasing the number of stalls. We don't know the practical impact of this.

Others argued that perhaps the need for more stalls could be taken care of by the private sector or that it is not even appropriate for the City to provide more stalls. Any move to make reductions should be a discussion. No one entity, such as the parking utility, should be excused from that discussion.

Voting on the amendment: Ayes – Poulson and McCabe. Noes – Webber, White, Hinz, Streit, Bergamini. The amendment failed.

Back to the discussion on the main motion, the group continued to have concerns about how the goals would be implemented. Those in favor continued to stress that this would only give numerical goals to policies already in place. Hinz said if it the numbers were truly only a goal, one sentence would suffice: "We're setting a goal of reducing vehicle miles traveled by X year by 25%." He felt the current resolution did a lot more than that. Overall, the members felt the goal was good but were not comfortable with how the resolution said we'd reach the goals. There were also those who were concerned with what the resolution didn't say. For example, how would we meet this goal without more mass transit? Webber said maybe this would encourage mass transit.

The motion failed.

- Absent:** 1 -
Brian L. Solomon
- Excused:** 1 -
Jed Sanborn
- Ayes:** 2 -
Robbie Webber and Amanda F. White
- Noes:** 6 -
Gary L. Poulson; Duane F. Hinz; Sharon L. McCabe; Kenneth M. Streit;
Margaret Bergamini and Carl D. DuRocher

Kamp said there are two regional transit authority (RTA) bills before the legislature. One in the Governor's budget, and one from the Special Committee on Regional Transportation Authority. The full Joint Legislative Council Committee approved that bill in March. In the Long Range Metro Transit Planning Ad Hoc Committee final report, one recommendation was for RTA enabling legislation that would be Dane countywide, MPO area wide and allow 2 or 3 or other municipalities to form an RTA. The Joint Legislative Council version allows all three. The Governor's version might be the most likely to get passed.

G. REPORTS OF OTHER COMMITTEES - for information only
(Most recent meeting minutes 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
Ad Hoc Committee to Develop Parking Strategic Plan

No action was needed on this item.

H. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS

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

Solomon and DuRocher are both interested in being the TPC representative on Low-Income Pass Committee. If others are interested, they should let the Chair know.

H.2. Commission member items for future agendas

A discussion about a depot for inter-city bus transportation will be on a future agenda. Kamp said staff's goal is that at the May TPC meeting, there will be notification of a public hearing in June on service expansions.

Poulson thanked Alder Webber for her service on the Common Council and on the Transit and Parking Commission. Kamp said in 28 years of working in transit, as he thinks of intelligent, intense and civility in discourse, he has been impressed working with Webber and thanked her for her service to Metro. Other members joined in with their thanks to Webber.

ADJOURNMENT

Webber moved adjournment; McCabe seconded. The motion passed by voice vote/other and the meeting adjourned at 7:55 PM.

[14345](#)

Informational enclosures (for Transit and Parking Commission members)