



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## 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](http://www.madisoncitychannel.com).**

---

Tuesday, September 8, 2009

5:00 PM

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

---

Please note: Items are reported in Agenda order.

### A. CALL TO ORDER/ROLL CALL

With a quorum present, the meeting was called to order at 5:12 PM.

Present: 6 -

Chris Schmidt; Gary L. Poulson; Duane F. Hinz; Susan M. Schmitz;  
Kenneth M. Streit and Sharon L. McCabe

Excused: 5 -

Brian L. Solomon; Jed Sanborn; David E. Tolmie; Amanda F. White and  
Margaret Bergamini

Please note: McCabe arrived at 5:26 PM, after the Minutes were approved and  
consideration of Agenda Item E.1. had begun.

### B. APPROVAL OF MINUTES

A motion was made by Streit, seconded by Hinz, to Approve the Minutes of the  
August 11, 2009 meeting. The motion passed by voice vote/other.

### C. PUBLIC APPEARANCES - None.

In order to accomodate guest speakers, the meeting proceeded to Agenda Item  
E.1.

### D. TRANSIT AND PARKING MONTHLY REPORTS

D.1. [15880](#) Parking: July 2008 Revenue and August Activity Reports - TPC 09.08.09

Please note: This item followed Agenda Item E.2.

Knobeloch said that while monthly parking at Gov East was not at full capacity,  
it was very nearly so at the other ramps. Staff would review its assumption of  
"100% occupancy" after the typically slower summer months ended and the  
weather turned (affecting transportation choices). Hinz/McCabe made a  
motion to receive the Reports. The motion passed by voice vote/other.

D.2. [15877](#) Metro YTD Performance Indicator Reports & MPA Report for IT - TPC 09.08.09

Kamp pointed out two items at the end of the reports:

- The MOU in effect with MATC: Metro was continuing negotiations to secure a final unlimited pass agreement. Students were using their passes operating under a fare consistent with the Council-approved fare tariff.
- The Metro report to the Council about an intercity bus terminal: Metro had been working with Greyhound to help find an alternative location; and was negotiating with Badger Bus on a permanent arrangement at Dutch Mill similar to Van Galder's, using an MOU in the meantime.

Dave Eveland, Metro IT Systems Coordinator, talked about the MPA's recommendations for Information Technology, as follows:

- Metro IT had 2.5 FTE's. Though quite small, IT received invaluable support from the City's IT department, as well as from Metro's I-Team, rep's from each unit who met biweekly to coordinate IT efforts.
- The MPA was replete with IT recommendations for other units, with which IT was very involved: for Buildings & Grounds to computerize their records, for Paratransit to improve its scheduling software, etc.
- For IT specifically, the MPA recommended that a plan be developed to use or replace Metro's APC (Automatic Passenger Counting) technology. Forty buses had infrared devices to count passenger boardings and alightings -- valuable information for planners. Based on observations, IT didn't have much faith in the accuracy of the APC's. The MPA suggested that IT reexamine this position, and a group had been formed to look at how to use the APC's or find an alternative way to count passengers.
- The Audit also called for IT to develop a plan to replace the fare collection equipment that was about 20 years old. Magnetic swipe readers were added five years ago, which brought this technology up to state-of-the art. But the bins and coin vaults needed to be replaced. A staff team had been formed to look at all available technology, inc. cash-less systems with smart cards or magnetic encoding, and the policy implications of each.
- The Audit further suggested that IT develop a more formal documentation process. IT presently documented what they did, but due to their heavy workload, it wasn't the full documentation IT would like. IT hoped to develop a system that would allow anyone proficient in these areas to come in and easily pick up where they were.
- Lastly, the Audit called for a detailed staffing level review to address the rapidly increasing number of projects that Metro IT supports. As part of a supplemental request in the 2010 Operations Budget, Metro asked for a full review of IT systems, projects and staffing levels.

Kamp added that the LRMTPC Plan had also included a recommendation re: IT staffing. And in its summary to the Mayor's Office, the MPA pointed out that, for its size, Metro's general and administrative overhead costs were 24% lower than its peers, which was not necessarily a good thing. The volume of data that was being collected (by a 1,000 hi-tech cameras, 200 fare box systems, APC's, etc.) was phenomenal. Kamp felt that Metro's top priority was to conduct a management information study to look at how to manage this data properly, both for internal and external customers (partners).

Hinz/McCabe made a motion to receive the reports. The motion passed by voice vote/other.

## E. NEW BUSINESS ITEMS

- E.1. [15282](#) Adopting the Northport-Warner Park-Sherman Neighborhood Plan as a supplement

to the City of Madison Comprehensive Plan.

**Linda Horvath of Planning provided some background:**

- **With reps from northside neighborhood associations, the Northside Business Association, the Northside Planning Council, the 23-member steering committee began the planning process in 2007.**
- **The group held 37 public meetings and four large-scale open-house events and worked with the Northside Planning Council, utilizing its newsletter to get info about the planning process to every household; resulting in good participation.**
- **The Plan area included 12 neighborhood associations as well as some neighborhoods nearby; some CDBG funding helped fund the process.**
- **The area was largely residential, with beautiful parks and open spaces, including Warner Park, Cherokee Marsh, and shoreline along Lake Mendota.**
- **The area was diverse demographically and ethnically, creating a vibrant community.**

**Paul Van Rooy, member of the Northport-Warner-Sherman Steering Committee, highlighted the following Transportation recommendations in the Plan:**

- **Northport, Packers and Sherman Avenue were the three major traffic carriers through the area. The Plan proposed improving pedestrian crossings along these key arterials to make them safer.**
- **It recommended moving a couple of bus stops on Northport: to relocate the stop at Kennedy Road/Northport further east, and to relocate another to position it near the Warner Park entrance.**
- **The Northside TownCenter was looking at higher density traffic-oriented development, inc. promoting the Center as a Metro Park and Ride (already being used informally).**
- **The Airport Gateway was a potential location for a passenger rail connection between the airport and downtown Madison that would benefit from the transit and multi-modal connections to surrounding neighborhoods, and would be good for the North side.**
- **The Northport Oscar Mayer area was looking at increased density and traffic-oriented development as well; and in the long-term, considering possible relocation of the North Transfer Point over to Sherman Avenue.**
- **As part of making the Sherman Avenue corridor more of a "main street" commercial area, the Plan called for improved amenities for bus stops, with benches and aesthetically pleasing shelters.**

**During further discussion, staff and Van Rooy made the following comments:**

- **Neighbors had heavily attended hearings last year to express their transit needs (esp. re: Route 22).**
- **Based on feedback during planning process, neighbors seemed satisfied with bus service in the area, which was served by several Metro routes; Routes 2 and 22 were among Metro's top five in terms of productivity.**
- **The Plan focused on bus stops being better aligned with pedestrian crossings, and on improving amenities at bus stops, including perhaps personalizing bus shelters to identify a neighborhood.**
- **Metro staff had been involved and helpful in the planning process.**
- **People had hoped that the Sherman Flyer Bike Path could follow along the rail corridor, but because of issues with the rail line, a proposed alternative would locate a bike path connecting Commercial to Roth, possibly with a new street connection there.**
- **Recommendations from the Platinum Bike Committee had been helpful.**
- **The area needed more off-street, dedicated bike paths.**

- Bike routes were planned for Sherman and Northport, and eventually Packers; some people had concerns about locating bike routes on these busy streets.
- The Plan proposed several new street connections to provide safe, alternate routes for bicyclists and pedestrians.
- The proposal to relocate the transfer point was based on potential development in the area nearby (rather than complaints about the current location).

Registrant Jim Carrier, 2301 Monterey Drive, 53704, area resident and Board Member of the River Food Pantry, expressed support for most of the Plan but opposed the proposal to create another parking lot at Warner Park off of Trailsway because it violated the intent of the Park's master plan; posed a safety hazard to the many children living in apartments on Trailsway; would remain empty most of the year (except during Mallards season); and would not mitigate run-off into Lake Mendota. Carrier said that the carbon footprint of the Park was already huge, and that this portion of the Plan should be removed.

Members thanked Carrier for his comments and noted that Warner Park fell under the purview of the Parks Department (governed by the Board of Park Commissioners) rather than the TPC. Poulson remarked that the area had some daunting issues with pedestrian safety (esp. along Sherman), which hopefully the Plan would help to address.

A motion was made by Streit, seconded by McCabe, to Return to Lead with the Recommendation for Approval to the PLAN COMMISSION. The motion passed by voice vote/other.

The meeting proceeded to Agenda Item E.2.

**E.2.**     [15878](#)

ADATS recommendation to update Metro fare tariff to include an "agency fare" - TPC 09.08.09

Crystal Martin, Metro's Paratransit Program Manager and staff to ADATS, made the following remarks about the ADATS referral to the TPC:

- Metro had had a long-standing arrangement with Dane County for Medicaid and human service ADA transportation funding to provide quality paratransit service locally.
- However, the fare tariff did not contain a formal mechanism identifying that.
- With the State taking over coordination of these funds, it wasn't clear that it would share the same interests.
- In order to provide a tool for engaging with the State and to maintain funding for these services, an "agency fare" in the fare tariff was needed.
- The ADA allowed a higher fare for "agency trips", and made it possible to negotiate with entities upfront, then to track paratransit services and bill the entities later (without collecting fares directly from the clients).
- These services currently brought in \$3 million/year (out of an \$8 million budget).

Kamp noted that by defining an "agency fare", the creators of the ADA seemed to anticipate that responsibility for providing paratransit services might be dumped on transit systems at the normal "paratransit fare", amounting to only twice the regular bus fare (vs. the full cost of the service). Also, in view of how the broker system has worked in other states, savings to the state seemed to come from shifting funding from the states to local transit systems. A tool like

the "agency fare" was needed when negotiating with a broker to ensure that our interests were well-represented.

Kamp said that a hearing would be needed, probably in October or November, after which Metro would develop a specific recommendation. Martin outlined some possible effects of the changes at the state level on paratransit funding:

- Coordination of funding could go to an entity like Family Care, where instead of paying for the actual cost of the service for each individual, a capitated rate could be used. A certain amount would be paid based on the total number of clients served; some clients might use more than the allocated amount, while others might use less.
- Private entities contracted by states to act as brokers were often pressured to reduce costs.
- In some cases, restrictions were increased on who was eligible for funded transportation, with ineligible riders paying out of pocket or looking elsewhere for help.
- In urban areas, the use of fixed routes was maximized.
- Metro's paratransit costs were on a per ride basis and the expense was greater.

Some of these changes would put an untenable burden on Paratransit, making it difficult to negotiate to provide services for vulnerable people with a highly reduced amount of money for the services.

Metro staff asked that the hearing be held at the November 5th meeting, to allow time to learn when the State's broker system would start, to consult with the City Attorney's office, and to contact groups affected by the changes to attend the hearing. In terms of the impact on Metro's 2010 budget, staff said they would work to develop an agency fare that was fare neutral, and had budgeted conservatively in anticipation of these events.

Streit/Schmidt made a motion to hold a hearing on the proposal to create an agency fare at the November 5th meeting of the Commission. The motion passed by voice vote/other.

The meeting then moved to Agenda Item D.1. and D.2, followed by Agenda Items F. and G. Schmidt left at 5:50 PM, at this point in the meeting.

**F. 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  
Low Income Bus Pass Program Committee

No action was needed on these items.

**G. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS**

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

**Poulson said that all committee vacancies had been filled with the exception of the second TPC/citizen position on PCPWD. He also asked members to alert Benishek-Clark of any changes/additions to their information on the Commission roster.**

- G.2. Commission member items for future agendas - None.

**ADJOURNMENT**

**A motion was made by McCabe, seconded by Schmitz, to Adjourn at 6:04 PM. The motion passed by voice vote/other.**