



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved CONTRACTED SERVICE OVERSIGHT SUBCOMMITTEE

Thursday, January 14, 2010

12:00 PM

215 Martin Luther King, Jr. Blvd.
Room LL110(Madison Municipal Building)

1. CALL TO ORDER / ROLL CALL

Staff: Chuck Kamp, Wayne Block, Ann Schroeder

Guests: Dar Ward, Bill Schaefer

The meeting was called to order at 12:02 PM.

- Present:** 6 -
Jed Sanborn; Rick Rose; Ahnaray Bizjak; Bruce K. Sylvester; Mark M. Opitz and Susan M. Schmitz
- Absent:** 2 -
Mick Howen and Jacquelyn M. Dahlke
- Excused:** 3 -
Rindert Kiemel, Jr.; Rob Kennedy and Margaret Bergamini

2. APPROVAL OF MINUTES

Sylvester moved to approve the minutes; Bizjak seconded. The motion passed by voice vote/other.

3. PUBLIC COMMENT

There was no public comment.

4. [15890](#) Update on RTA

Kamp said Transit Development Program (TDP) process is underway, which many think will be the RTA planning body. The next meeting is in February. The Mayor and County Executive have been having meetings regarding rail, paratransit, etc., where there are overlaps in service as well as gaps. Schaefer is involved from the Transit Planning Board (MPO) and other members from CSOS are also on the RTA Board. Opitz is the appointee from Middleton. Tom Wilson is the appointee for towns/villages representation. He works for the Town of Westport. Schmitz is also on the board. The first meeting of the RTA board will likely be in early February. The only outstanding appointment is the Governor's. The appointee from Fitchburg has a campaign background. She

was active in Portland, OR getting some routes arranged for their light rail. Their transit authority is an elected body; she was campaign manager for the person who got elected head of the board. Other RTA Board members include Steve Hinikier, Executive Director of 1,000 Friends of Wisconsin and Dick Wagner, who has been on Transport 2020 for years.

5. [17013](#)

Route Productivity - October 2009

Attachments: [Route Productivity Oct09.pdf](#)

Kamp said ridership is up 1.9% in 2009 over 2008. Productivity is up 3/10%. If you take out the route 80s, ridership and productivity are down. Highest productivity is at the top of the chart. Sylvester asked what accounts for the substantial increase in UW ridership and productivity. He would expect that to be pretty stable over time rather than 18%/19% increases. Ward said because ridership is free, drivers push buttons to count it and there is some margin of error. It could also have to do with outside influences such as weather.

Bizjak said Fitchburg routes have been in the "X" area since service started. She wondered if they need to be concerned about Route 52. She would expect it of Rt. 59 because that is new. Kamp explained that the "X" area is any route under 60% of the system average. That is a parameter developed or reaffirmed at the last TDP, not only for Metro but also for other transit systems. These are routes that should be changed, eliminated or if they are climbing, just watched. Bizjak said this has not been climbing, but it is at the top of the "X" list. Kamp said she can continue to feel free to call staff about this, and our planning staff always have ideas to make improvements. Let us know if we can make it more accessible. Kamp noted that Metro recently selected Drew Beck as our new Planning & Scheduling Manager.

Bizjak asked who to contact if she wants information about highest hours of use or boardings/alightings by time of day in order to adjust the schedule. Kamp said to start by contacting Beck. Sylvester said that route has the second highest negative % change. Potts said even back in the summer it had a fairly large drop. It was out of the "X" area but went back in. Ward suggested ridership could have peaked during high gas prices. The numbers are year to date, so it is difficult to see trends. Potts said he hoped numbers would get better as more businesses open in the area.

Kamp said nationally transit systems our size have been down 3 – 5% - gas prices and recession are cited as the two main reasons. Peripheral routes are more subject to changes due to gas prices than core routes. Also, with unemployment fewer people are riding the bus to work. Sanborn asked Kamp if he has a theory about why Metro is weathering the downturn better than other systems. Kamp said Metr ridership per capita is much more comparable to larger cities. We don't follow the trends for systems our size. A few reasons are the unlimited ride pass programs, UW, geography, a more transit riding culture for city our size. We rank #20 out of all the largest 100 transit systems for bus ridership. More than San Diego, Miami and the Twin Cities, we exceed ridership as a bus only community. Sanborn said that might not explain why as a year-to-year situation we would see change. Has Metro ever checked if a really cold, snowy winter influences ridership? Kamp said in November it goes

up because people who might normally ride bike get on the bus. In December it goes down due to UW being closed. We see a little drop if weather is extreme snow and cold.

Block said we could get data broken down by route by month by fare category or whatever information people want. Bizjak said time of day is ridership information that is difficult to get. Kamp said we have funding in the 2010 capital budget for automatic passenger counters (APCs). Planning staff has been uncomfortable with 10 or 15% error rate for APCs. However, our auditor said that data is still valuable because it provides more data than we can gather now. Kamp explained that we want to provide more data, but past attempts to add more staff to the information technology area have been unsuccessful.

6. [08290](#)

Reports of Member Communities/Institutions

- a. Ward (UW) – Nothing to report.
- b. Sylvester (Verona) – He asked when the 5th quarter bill will be available. Block said he could give an estimate in the next few weeks. The audited one would not be available until March. Block will provide estimates in February. Verona has a policy that as redevelopment occurs on the Verona Avenue bus route, they will try to influence businesses to set up a bus shelter if their property is adjacent to a bus stop. They will possibly buy shelters from UW. They have to see what the plan commission approves.
- c. Bizjak (Fitchburg) – They are working on a mapping in the city of different bus stops and their amenities – concrete pads and shelters. They will share this with streets crew to add for snow removal. They are also looking at the potential of writing an ordinance about bus stop snow removal, whether it will be the responsibility of property owners or the city. They are making a lot of progress on their draft transit plan. It will go to TCC and council.
- d. Potts (Fitchburg) – They have a TID to redesign transit stops and shelters – one idea is to try to standardize all shelters in Fitchburg and brand them as Fitchburg’s and perhaps have logos for individual neighborhoods as well.
- e. Schaefer (MPO) – They will be hiring a new transportation planning manager since the previous one retired.
- f. Sanborn (Madison) – Kamp said the RTA is a big focus.
- g. Opitz (Middleton) – They are waiting to hear the results of their TIGER grant for a parking structure at Highways 12/14. There is a \$1.5 billion pot of money and \$50 billion worth of requests. There will be a second round for grants requests.

Block passed out community share estimates. One reason 2010 is lower than 2009 is that 10% of stimulus money can be used as operating funds and Metro awarded a fuel contract with a lower price than in 2009. The 2009 projection was adjusted in August. This will give communities some idea if their 5th quarter bill will be a credit or an invoice.

7. ADJOURNMENT

The meeting adjourned at 12:47 PM.