



**Combined Increasing Ridership and System
Improvement Subcommittees to the Long
Range Metro Transit Planning Ad Hoc
Committee**

Monday, November 19, 2007

5:00 PM

1101 E. Washington Ave, Metro Transit,
Training Room, Second Floor

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Ann Schroeder 267-4967, TTY 866-704-2316

In attendance: Chuck Kamp, Tim Sobota, Carl DuRocher, Mark Opitz, Amanda White and Richard Wilberg.

1. **CALL TO ORDER - The meeting was called to order at 5:03 PM by Chair Richard Wilberg.**
2. **PUBLIC COMMENT – There was no public comment.**
3. **FURTHER DISCUSSION ON RECOMMENDED PROJECTS - The next order of business was continued discussion on the projects recommended at the previous meeting. Richard Wilburg noted that Bus Rapid Transit (BRT) was not specifically assigned to any of the subcommittee members for a written paragraph of review. BRT was identified in the table listing Public Feedback comments (Table 1), but had not been carried over to table scoring the public comments (Table 2). Discussion of the subcommittee concluded that review of BRT should be incorporated into the paragraph outlining Express Service (item 3). It was suggested that the document created by the Madison Area Bus Advocates (MABA) on the topic of BRT be used to inform this paragraph review.**

The subcommittee also recommended attaching specific time horizons to the categories used in the scoring of the public comments (Table 2). Items identified as short-term priorities are meant to occur in the next year or two. Mid-term would be a period 3-5 years from present, and long-term would be anytime beyond five years.

4. **PARAGRAPH DESCRIPTIONS OF PROJECTS FOR FINAL REPORT - The subcommittee members then verbally presented the information contained in the paragraph descriptions of the project priorities. Richard Wilberg stated the goal of the subcommittee should be to approve the paragraph outlines of the projects so they could be forwarded to the full committee. Amanda White outlined the opportunities for partnerships with business, the ride pass programs and fare card options. Mark Opitz raised a question about additional governmental bodies that might be included in pass**

programs (i.e. City of Middleton, Madison Metropolitan School District). There was also subcommittee discussion on the overall benefit of pass programs, if they were revenue positive for Metro Transit or did they ever begin to impose a financial burden (due to overloads on particular routes, etc.) Chuck Kamp stated that his observation is that pass programs currently are a benefit to Metro Transit, both in using available capacity already on the street – as well as generally fostering higher ridership in the community. Carl DuRocher outlined his review of amenities at stops and on buses, and schedule issues. Chuck Kamp noted some overlap between discussion of schedule issues and the item related to express bus service – in particular as it related to shortening the current trip length when going between the existing Metro Transfer Points. Richard Wilberg presented his review of express service, which is part identified a need to distinguish between passenger comments related to empty buses traveling along existing trips, as opposed to “not in service” buses traveling to or from the garage. Tim Sobota presented project outlines on bus signage of both sides of bus stop signs, and schedule displays at more bus stops. Amanda White felt that schedule display holders could be an additional item for partnerships with business, or the community, such that these items could be adopted by private parties to help defray the costs (similar to bench or shelter amenities at bus stops).

Richard Wilberg then sought a motion, brought by Carl DuRocher and seconded by Amanda White, to adopt the language of the paragraph descriptions of the projects and forward this information to the full committee. Carl DuRocher requested to reformat his information into a narrative format, and the information being prepared by Alderperson Satya Rhodes-Conway would also be incorporated. The discussion of express service completed by Richard Wilberg would also be expanded by Metro staff to include information drawn from the BRT report created by MABA.

5. OTHER BUSINESS - Amanda White outlined for the subcommittee various recommendations she had received from Susan De Vos. Richard Wilberg recommended that these items be referred to Metro staff for review.

The meeting adjourned at 6:20 PM.