

Long-Range Metro Transit Planning Ad Hoc Committee Recommendation Updates

SHORT-TERM RECOMMENDATION UPDATES

#1 - Provide a Positive Customer Experience

Metro's entire facility was updated with an Internet Protocol (IP) phone system in October of 2008. Capacity to receive calls has increased from only 5 people being able to be on hold to approximately 50. We no longer have complaints about a busy signal or not being able to get through to an operator. The system itself electronically processes calls faster allowing them to work through the system faster to the operator. During extremely busy times, there is an option to record a message that callers hear before speaking with an operator. For example on a snow day, simply saying "buses are operating today and running approximately 10 minutes behind schedule" helps serve customer needs without even speaking with an operator.

There was a staff upgrade in April 2009 by converting a vacant 50% marketing/50% customer service specialist position to a position dedicated 100% to oversight of the customer service center. A candidate with a heavy customer service/call center supervisory background along with a professional certification in customer service management was hired. With the new staff person on board, Metro's customer service standard operating procedure was updated. Customer service staff were retrained with heavy emphasis on improving the level of service to each individual customer.

Metro's new Quality Management phone software was also implemented around the same time. The new system records and logs every phone call made to the call center. This allows a supervisor to review calls and coach customer service reps in areas that could be improved as well as praise staff on a job well done. Standard operating procedure is now for this supervisory position to review 5 calls per customer service representative per day. Calls are reviewed with the customer service representative on an individual basis. Calls are scored on a pre-determined criteria/set of expectations as defined in the new customer service standard operator procedure.

Calls are scored on: a representative giving an initial greeting; personally identifying themselves; offering to provide assistance; actively listening to the call; and providing the caller with the information requested. If it is a paratransit call, the CSC representative is also scored on whether or not he/she has read the details of the ride back to the caller.

Additional technology to record screen shots of customer service workstations is being purchased in 2010. This new technology will help better train customer service staff as well as research difficulties or questions in paratransit ride booking.

Customer service hours have been expanded by 1 hour on Sundays and holidays to now being available 11:30 AM – 4:30 PM. On Saturdays, we have added additional staff to help during busy times.

However, we are now working current staff the maximum amount of hours available per their classification. Full timers are working their allotted 40 hours. PT staff work the

allowable 30 hours per week. We would need to expand the budget and add positions to sustain an additional range of coverage past 6 PM.

#2 - Ride Pass Program

Metro recruited and hired a new position in marketing to oversee Metro's Commute Card Program, an unlimited ride pass program for small business. This staff person has been conducting active outreach to small businesses, non-profit groups, neighborhood associations, and smaller higher education and technical schools. More than 35 businesses were signed up in the first two months of the program.

Meriter joined in our unlimited ride pass program for larger organizations to provide service access for their employees. Other organizations that contract with Metro for this service for employees, volunteers and/or students include St. Mary's Hospital, the University of Wisconsin, Edgewood College and Madison College (MATC).

3 - Service Improvements

In response to customer feedback and ongoing scheduling issues, a variety of route and schedule improvements and enhancements went into effect on August 23, 2009. Highlights include:

- **The return of Route 10**, which provides more direct midday service between isthmus neighborhoods and the UW campus, as well as offering cross-isthmus routing between the Johnson Street, Gorham Street and Jenifer Street areas. In addition, the route is designed to alleviate overloads on Routes 2, 3, 4 and 9 during the middle of the day when commuter routes 28 and 38 are not running.
- **Start up of Route 59**, which adds service to Jamestown and Orchard Pointe areas in Fitchburg (including Super Target and Star Cinema) on weekends and holidays.
- **Expansion of the route 34 schedule** to provide fast, direct service between the East Transfer Point and MATC-Truax campus during a.m. and p.m. peaks (route formerly operated middays only). Travel times between east and south Madison neighborhoods and MATC are reduced by up to 30 minutes.
- **Integration of overload extra trips into the published schedule**, along with schedule adjustments for certain routes to better distribute passenger loads among buses in busy corridors. These schedule enhancements are tailored to the UW fall and spring semesters, and are targeted at corridors with high ridership and chronic overcrowding. This includes additional route 9 trips during a.m. and p.m. peaks to augment service on routes 2 and 28, which were experiencing overcrowding.
- **Earlier weekday trip on Route 20:** A 6:00 a.m. departure from the North Transfer Point was added to provide better access to morning flights at the Dane County Regional Airport, as well as connecting to the MATC campus and Route 6 service to East Towne Mall.
- **Route 7 schedule adjustments** to improve on time performance and connectivity at the East and West Transfer Points.

- **Bus added to the Route 18 rotation during the p.m. peak** to improve connectivity at the South and West Transfer Points and reduce customer wait times.

Metro staff constantly monitors loading conditions through both direct observation and notification via customer complaints. Additional buses are quickly placed into service on segments where overloads are occurring.

As part of the Transit Development Plan (TDP) update process Metro staff, in conjunction with staff from the MPO and surrounding communities, is identifying new services and improvements to the existing system that could be implemented as part of the Regional Transit Authority. These new services and improvements fall into three basic categories:

1. Bus Service Improvements (Fixed Route and Demand-Response)

Improvements and enhancements might include:

- Increased headways and service span on existing routes
- Extensions of fixed route service into new areas that are not currently served
- Addition of limited-stop, express bus service from the transfer points to and through the downtown/UW campus area
- Addition of limited-stop commuter bus service from outlying cities and villages (service would extend to or in many cases through the downtown/UW campus area)
- Addition of midday bus service from outlying cities and villages
- Demand responsive service (for instance, accessible shared-ride taxi service) to areas within the RTA boundary not served by fixed-route service

2. Bus Service Improvements Outlined in 1. Above PLUS Implementation of Bus Rapid Transit (BRT) Service in One or More Corridors.

Potential corridors for BRT service include: E. Washington Avenue; Packers Avenue (STH 113); Mineral Point Road; Fish Hatchery Road/Park Street; South (UP) Rail Corridor; and Former Southwest Rail Corridor.

4 - Fare Card Options

Although these are listed as short term, staff recommends these be considered mid-term or long-term, as the last 2 bullet points highlight. A copy of the fare tariff is provided with this report as Addendum A.

#5 - Partnerships with Business

The new marketing staff person has been thoroughly exploring opportunities to partner with businesses through the new Commute Card program. We have been marketing the use of the card as a way to enhance employee morale, promote cleaner air practices, and address parking issues. The Commute Card is also used as a “foot in the door” tool for outreach to these businesses. If the program is not of use for a business, then offers

are made to facilitate 31-day pass sales as well as set up trip planning visits by customer service staff.

The following businesses are partnering with Metro in promoting the Commute Card program to their business memberships:

- Office of Business Resources
- Greater Madison Chamber of Commerce
- Madison Environmental Group / EnAct
- Downtown Madison Inc, Madison's Central Business Improvement District,
- Greater Williamson Street Business Association
- Community Shares of Wisconsin
- Sustain Dane
- Dane Buy Local
- Dane County Clean Air Coalition
- Community Car
- Northside Business Association
- Fitchburg Chamber of Commerce

• **Increased sales outlets** –Working with drivers and operations staff to identify locations that are convenient for Metro riders. Marketing staff follow up on new outlet suggestions.

• **Angel System or Rider “Buddy” system** – This type of service is offered to all customers, but usually utilized by seniors and those with disabilities. For personalized ride training, customers should call 608-266-4466 for an appointment.

• **Airport Service – Partner with the County, Airport, UW, Convention and Visitors Bureau and downtown hotels** - Metro information is provided at the airport. The Commute Card staff person plans to work with the Greater Madison Convention & Visitor Bureau and area hotels to promote bulk purchases of convention passes to visiting groups.

• **Marketing** – Metro worked with Henry Vilas Zoo and provided advertising in the Ride Guide and system map in exchange for Metro bus stop and service information on the zoo map.

• **Schedules at various businesses** – We provide Ride Guides/maps on a regular basis to:

- MATC
- Edgewood
- Wisconsin English as a Second Language Institute
- Madison libraries
- Madison DOT
- Hilldale
- Fitchburg Town Hall
- UW Hospital
- various apartment complexes
- Stark Co. Realtors

- Youth Action Hudson Inc.
- Goodman Center
- Attic Correctional Services
- Project Pros
- South Madison Coalition of the Elderly
- Middleton Cross Plains Area School District
- Wisconsin Youth Company
- Wisconsin Management Company
- Wisconsin Department of Health Services.

Many businesses also focus on environmentally friendly business practices and encourage employees to utilize electronic or telephone information.

Metro's web traffic and distribution of electronic information is at an all-time high. According to a story on Channel3000.com, Metro's route and schedules were the 6th most Googled information in Madison.

#6 – Regional Transit Authority

An RTA State Legislative Study Committee was formed in late 2008 to draft statewide RTA enabling legislation for the full Legislature to consider. The Metro Transit General Manager was a member of this committee. The draft allowed any multi-jurisdictional area in the state where local leaders were in agreement to form an RTA to do so, requiring agreement on governance structure, service area, taxing structure (up to a ½ state sales tax), and by-laws through identical resolutions approved by each participating local entity.

For political reasons, this bill was introduced after several related bills were discussed during the 2009-2011 State Budget process. The Legislative Council bill (Senate Bill 205) was taken up in a hearing of the Senate Transportation Committee in February 2010. In June 2009, however, the Governor signed RTA legislation in the budget bill for three areas of the state, including the Madison area. The bill specifies governance structure (nine member Board), service area (MPO urban planning boundary) maximum sales tax rate (1/2 cents), but he vetoed the requirement for a referendum that was contained in the Joint Finance Committee Budget Bill. However, local leaders have committed to a referendum before any taxes are authorized in the Madison area RTA.

In November 2009, the Dane County Board approved the formation of the RTA Board for the purposes of overseeing an RTA plan to take to the voters in a referendum, hopefully in 2010. By February 2010, all nine members of the Board had been appointed, and the first meeting is scheduled for March 2010.

Metro Transit has a Transit Development Plan being worked on now, and the focus of that has become to develop an RTA service and funding plan for the MPO Board and the RTA Board to consider. The City and County have been meeting to develop broad parameters to consider in the RTA plan.

#7 - Employee Cost Controls

In the most recent Labor Agreement, the City was successful in negotiating disciplinary provisions for excessive absenteeism. The new provisions went into effect January 1, 2009.

8 - Bus Size and Type

With the establishment of Regional Transit Authority (RTA) in Dane County, the focus of the 2008 Transit Development Planning Process has been the development of a 'bus plan' for the RTA Board to consider when establishing its program of services for the referendum. The study of bus size and type has been delayed.

#9 - Bus Stop Signs

Metro staff, in conjunction with Traffic Engineering, is in the planning phase of a pilot bus stop signage project, funded as an amendment to the 2010 City operating budget. This budgeted project would address the existing placement of nearside bus stop sign plaques a distance away from where passengers actually board the bus (at the corner). While the project was intended to help clarify the parking zone restrictions for such nearside bus stops, it will also benefit passengers by relocating the bus stop sign plaque to the corner where boarding actually takes place. Another potential aspect of the project would be rotating the sign face to be perpendicular to the sidewalk (90 degree angle), enhancing visibility of the sign for pedestrians walking towards it. While the project would require removal of the "Board Bus at Corner" plaques currently on the rear side of these sign poles, the discussion among Metro staff was to incorporate the adhesive sticker proposal for implementation on the rear side of these newly installed nearside bus stop signs being placed at corners.

10 - Bus Amenities and Bus Stop Amenities

Metro staff continues to encourage installation/replacement of both sidewalks and concrete passenger boarding pads whenever they are invited by public works agencies to comment on upcoming construction projects. Metro staff also coordinates with City of Madison public works staff to incorporate new concrete boarding pads with street and sidewalk maintenance projects. In addition, Metro staff makes recommendations to the Plan Commission and Common Council related to redevelopment projects adjacent to existing bus stop locations - to encourage boarding pads and, when applicable, benches or shelters as conditions of approval. Recent examples include portions of Watts Road, which gained both concrete boarding pads as well as an accessible curb ramp to assist passengers crossing the street at the bus stop.

All bus stops have schedule information available in electronic format at mymetrobus.com (i.e. download and print or view using mobile device.) Staff is working on the purchase of several 11 x 17 display cases to be mounted on poles at select bus stop locations (without shelters) along Route 2 on a pilot program basis.

A system for trash receptacles has been implemented. First as a pilot program on a handful of buses and now on all buses.

Metro has also experimented with bike racks that hold three bikes rather than two. Racks holding three bikes extended too far from the bus and dipped too far into the

street causing damage to the racks. Since that time, we have moved back to the two slot bike racks.

#11 - Proactively Approach the Media

This has been a work in progress. We proactively pitch the “green” idea whenever possible. We have worked with Madison Gas & Electric to provide information on their “green” channel. In the past few years, media has been extremely responsive in helping announce route changes, detours, and delays.

Metro’s response to the H1N1 virus was another good proactive news venture. Channel 3 worked with staff to get out Metro’s proactive steps in combating the flu. We’ve been featuring that news story on our website under “flu efforts”.

Media has also helped disseminate “back to school” information in the fall.

All media have been extremely helpful in advanced planning for inclement weather announcements.

#12 - Annual Marketing Research

An onboard survey was conducted in 2008. (Included here as Addendum B). Metro will budget for and plan to do a targeted market research survey in 2011. Staff is gathering information and working with other transit systems to see what they are doing.

13 - Image

Metro has created promotion calendars and utilized archived pictures more fully in all advertising efforts to portray a bright, clean, positive image of Metro. We will continue these efforts through the year.

We plan to work with Adams Outdoor Advertising and Madison Mallards to become part of game day promotions at Mallard games.

14 - Within-City Advocacy

In December 2008 and in December 2009, authorization was provided to spend extra dollars for contractors to expedite the snow removal at bus stops based on unusually large snow storms in those months. Metro’s snow removal budget in 2010 was increased from \$39,000 in 2009 to \$50,000 to expedite the clearing of snow around bus stops, although a supplemental request by Metro was submitted to increase the dollar amount to \$100,000 for 2010, which did not get approved. Actual expenditures in 2008 and 2009 for snow removal at bus stops were \$190,000 and \$176,000 respectively!

#15 - External Advocacy

Through the Mayor’s office, efforts have been made to support an RTA bill during the 2009-11 State Biennial Budget process, including attendance at a Joint Finance Committee Meeting until 2:00 in the morning. The Mayor also appointed the General Manager to be on a Special Legislative Study Committee to draft Statewide RTA legislation, which is now SB 205, working its way through the Legislature. And finally, the Governor signed a bill on June 29, 2009 on the lawn of the Governor’s Mansion with the

Mayor present allowing the formation of RTA's in only 3 areas of the state, including the Madison area.

Also, the City's federal lobbyist has been used to help seek and receive federal earmarks through our Congressional delegation. This includes \$2,000,000 in discretionary bus funding that Madison received in 2008, \$150,000 in proposed FY 2010 funding that is pending approval, and an earmark request of \$2,000,000 for FY 2011, the two latter amounts to be used for the site analysis/preliminary engineering and design for the replacement/upgrade of Metro's current bus garage.

16 - Transportation Demand Management

Funding for service changes in the 2009 budget in the amount of \$150,000 was approved in the fall of 2008, and Metro staff was directed to develop the specifics of the proposed changes to be implemented in the summer. Feedback was provided by the Madison Area Bus Advocates (MABA), and a public hearing was held in the spring of 2009, which did not include any proposed demand response taxi-zones due to a) a lack of feedback for such a concept from the public or MABA, and b) limited funding to work with given the needs for other transit improvements. The service improvements were implemented in August 2009, including a new Route 10 on the Isthmus, a new Route 59 in Fitchburg and Madison on weekends, and schedule improvements on over a dozen other existing routes.

17 - "Secret Rider" Program

The Transit General Manager has set up a program on an informal basis by employing the help of Transit and Parking Commission (TPC) members, bus advocates, downtown business leaders, , and representatives from other organizations. Individuals report in to the GM on the ride experience, driver behavior, safety, cleanliness, etc. They answer the basic question "How was your ride?"

We have received a great deal of constructive feedback focusing on both positives and areas in need of improvement or behavior not up to par. Metro's feedback form is also featured on the front of Metro's website and recorded into Metro's feedback database for review by appropriate supervisory staff.

MID-TERM RECOMMENDATION UPDATES - (2010-2012)

#18 - Schedule – Ease of Reading and Accessibility

The City Attorney's office has worked diligently with Google to iron out remaining issues, and an agreement is expected soon. The "customer notification" recommendation has been partially implemented, with customized updates for the University of Wisconsin, Epic, MMSD, MATC, and the American Center for service update information tailored to the route(s) that serve these customers.

Metro is working on retooling copy in early pages of the Ride Guide. So far, a section has been added pointing people to online video demonstrations and instructions. We recently completed online videos demonstrating "How to Ride" and "How to Read Your

System Map and Schedule". Videos are available at mymetrobus.com under "video library" as well as "how to ride".

Metro's Transit Tracker program is now available to all riders with internet-enabled phones. Typing mymetrobus.com/mobile gives you access to text estimates of Transit Tracker as well as an abridged version of Metro's official detour list.

Metro has worked with City IT to improve upon its Rider Alert email technology. Metro Rider Alert emails are now available in specific groups including detours, winter weather, MATC, UW Campus, American Center, Epic Campus, and Supplemental School service. Specific text message alerts are also available to these targeted groups.

A website redesign is in progress. The goal of the redesign is to make our website more user friendly.

A new interactive voice response (IVR) system is scheduled to for implementation in 2010-2011. The goal of IVR is to allow customers to enter their bus stop ID, and departures from that stop will be read automatically. This service will be available 24 hours a day/7 days a week.

We also have been encouraging using the mobile version of the Transit Tracker, where riders can bookmark their favorite stops on their interenet-enabled phones for real-time arrival estimates.

21 - Federal Funding

Through the Wisconsin Urban and Rural Transit Association, an effort to support a national campaign to restore transit operating assistance is underway. This is designed to include a provision in a federal jobs bill to put transit operating assistance back into the budget in order to create jobs and help people get to and from jobs. The national group is called "The Alliance for Transit Operating Assistance."

22 - Express Bus Service

As part of the RTA effort (see #6), Metro has developed a preliminary list of express bus services in the core and periphery areas. This list is being considered by the MPO's Transit Development Plan Steering Committee at the present time, as part of the RTA plan to be put before voters in an upcoming referendum.

23 - Schedules At More Bus Stops

Metro is working to post more schedules at non-shelter stops along Route 2 in the fall of 2010.

#26 - Advertising

We have been exploring the potential of various revenue generating advertising modes to present to the TPC.

Adams Outdoor Advertising has been selling advertising in the Ride Guide, on the System Map, and on our transfer stock. We sold a one-year deal to Covance. This deal was recently renewed for another year.

Metro has not conducted a cost/benefits analysis of full wrap vs. partial wraps due to this falling under the business operations of Adams Outdoor Advertising, who currently is under contract to sell bus advertising.

Anecdotally, they have stated the partial wraps seem to be a more attractive option to their clients due to 1) the high cost of production for a full wrap and 2) unfavorable media attention at beginning of program. Most popular ad products are partial wraps and king sized direct application ads.

#27 - Outreach staff person

Metro has hired a full-time outreach person who is overseeing the "commute card" program. She is focusing on small businesses, outreach to neighborhood groups, and attending local networking events. She is also working with Visitor's Bureau to promote Metro's Convention Pass to visiting organizations.

28 - Paratransit Service

In January 2010, the Transit and Parking Commission formally added a new element of the paratransit fare tariff, that would allow Metro to charge human service agencies a higher fare if Medical Assistance funding is dropped for covering the costs of trips taken by clients of those agencies.

Also, part of the RTA effort (see #6), the Family Care issue has been raised. Draft financial tables are being produced with different 30-year scenarios include funding replacement for anticipated losses in Medical Assistance funding.

29 - Direct Mail/New Customer Promotion Pilot Program

Metro is using new planning maps showing heavy and light boarding areas throughout the city. We will research the zip codes of these areas to possibly focus a direct mail project as our budget allows.

The planning unit has cautioned us that due to overcrowding and capacity issues in several areas of the city and on several routes, we should be careful which neighborhood we identify on which to focus this project.

30 - Intelligent Transit Systems

A related recommendation was included in the Management Performance Audit presented to the Transit and Parking Commission in 2009, which called for a full assessment of Metro's management information uses, needs, required documentation, and related support functions, calling for a study of this for the purposes of determining whether resources are sufficient to do this. Supplemental funding for studying this was requested in the 2010 budget, but was not approved.

LONG-TERM RECOMMENDATION UPDATES - (2013 AND BEYOND)

34 - Bus Rapid Transit

A BRT seminar was hosted by the City of Madison/Metro on October 1, 2009 at the Warner Park Community Center, with transit staff from Eugene, OR and Kansas City, MO, as well as staff from the National BRT Institute and the Federal Transit Administration. Highlights of the seminar can be found at: <http://www.cityofmadison.com/metro/BRT/BRT.html>. Metro Staff plans to include a conceptual overview of the BRT as part of the proposed service expansion elements considered by the RTA Board in 2010.

#37 - Park and Ride Lots

After a two year effort to secure an agreement with Swiss Colony to lease part of the lot at the East Transfer Point, the effort was dropped due to their lack of interest, and the funding was requested to be transferred to pursue a project to expand the existing park and ride lot at the North Transfer Point. Funding was approved for this in the 2010 budget, and discussions have started with Kraft/Oscar Mayer for that purpose.

#39 - Facilities

The short term fix to ease space concerns by leasing space at 1245 E. Washington Avenue for all finance, marketing, planning, IT, and administrative staff was accomplished in October 2008, thereby allowing more room for operations and maintenance staff at 1101 E. Washington.

The 2010 budget also includes an approval to perform a site analysis of the existing vs. alternative sites for one or two smaller facilities. Scopes of work for similar work at other transit systems are being collected to help prepare an RFP to accomplish this analysis.

#40 – Re-brand Metro

We are awaiting a decision on the RTA. If Metro becomes part of an RTA, we will budget for and utilize a marketing firm to rebrand Metro.

Addendum A – Fare Tariff

METRO TRANSIT FARE TARIFF

EFFECTIVE January 1, 2010

SERVICE CATEGORY: Metro Fixed Route Service

Adult Fares (18-64):

Cash Fare	\$2.00
10-Ride Card	\$15.00 for 10 rides
31-Day Pass	\$55.00
Low Income 31-Day Pass	\$27.50
One Day Pass	\$4.50
Transfer Fee	Free

NOTES:

1. The 31-Day Pass will entitle the person to whom it is issued an unlimited number of rides during the 31-day period for after initial activation.
2. The Low Income 31-Day Pass is a pilot program. A Quest Card is required for purchase.
3. The One Day Pass allows unlimited rides on any calendar day.
4. All transfers are valid for two (2) hours from the time of boarding.
5. On Saturdays, Sundays, and holidays, up to two (2) adults and four (4) children may ride for one cash fare of \$6.00 for an unlimited number of trips on that day.

Youth Fares (5-17):

Cash Fare	\$1.25
10-ride Card	\$10.00 for 10 rides
EZ Rider Pass	\$150.00
Summer Youth Pass	\$30.00
Day Tripper (Group) Pass	\$42.00
Transfer Fee	Free

NOTES:

1. All children under the age of 5, when accompanied by an adult, ride free.
2. In order to be eligible to ride for the youth fare, a valid and current middle or high school identification card must be presented. Elementary school students are exempt from the identification requirement. Those high school students over the age of 17, enrolled in school, and possessing a valid and current identification card may ride for the youth fare. If identification is not presented, the adult fare applies.
3. The EZ-Rider Pass will be good during all days and hours of Metro operation during a Madison Metropolitan School District semester (including Saturdays, Sundays, holidays, and weekday non-school days). Passes are available only at Metro Transit, Metro-by-Mail, on the web at mymetrobus.com and at MMSD schools.
4. The Summer Youth Pass is good on all days from the end of a Madison Metropolitan School District year in June until the start of a Madison Metropolitan School District year in August.
5. The Day Tripper Pass is good for a round trip to accommodate a class up to approximately 30 students. This pass requires at least a 5-day advance notice and a chaperone to student ratio of 1:10 and is sold only at Metro Transit.
6. All transfers are valid for two hours from the time of boarding.

Senior (65+)/Disabled Fares:

31-Day Pass	\$27.50
Cash Fare	\$1.00
10-Ride Card	\$10.00 for 10 rides
Transfer Fee	Free

NOTES:

1. In order to be eligible to ride for the senior and disabled fare, valid identification must be presented. The Medicare card is an acceptable form of identification for seniors. Without identification, the adult fare applies.
2. All transfers are valid for two (2) hours from the time of boarding.

SERVICE CATEGORY: Paratransit Service

All Passengers:

Cash Fare	\$3.00/\$4.00
Convenience Tickets	\$15.00 for booklet of 15 tickets, to be used in increments of \$1.
Transfer Fee	Free

Agency Fare ³	Previous year's audited cost per ride adjusted to reflect current year variables in service expenses.
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NOTES:

1. Fares vary based on peak (\$4.00 or 4 tickets) or non-peak (\$3.00 or 3 tickets) times. Peak hours are defined as rides booked for pick up between 7 AM and 9 AM and 2 PM and 4 PM weekdays.
2. Paratransit Convenience Tickets are sold Metro Transit, through Metro-by-Mail, on the web at mymetrobus.com and at a limited number of outlets.
3. An agency is defined as an organization that serves persons who qualify for human service or transportation-related programs or services due to disability, income, or advanced age consistent with President's Executive Order on Human Service Transportation Coordination (February 24, 2004).

Addendum B – 2008 On-Board Survey

Metro Transit On-Board Survey of Passengers

(February – April 2008)



Purposes for the Survey

- Support transit route and operations planning
- Improve understanding of public transit customers and receive feedback on service
- Provide data to improve the transit component of the MPO regional transportation model being used for the Transport 2020 Alternatives Analysis Study

Survey Form

- Long form used for Metro mainline routes
 - Survey design generally consistent with previous surveys
 - Questions about origin/destination, access/egress, boarding/alighting stops, and routes used were revised to meet FTA requirements

- Short form used for UW Campus routes (80, 81, 82, 85)

- School routes not surveyed

Sampling Plan

- Sampling plan developed based upon route ridership data to achieve confidence level of 90% (+/- 5%) (except for small number of low ridership routes)
 - 6,700 surveys collected on mainline routes and 4,500 on UW routes
 - Survey retrieval rate was 30-40%

Sampling Plan (continued)

- Survey of mainline routes conducted during the weekday a.m. peak (6-9 a.m.) and midday (9 a.m.-2 p.m.) periods
 - This time period accounts for 60% of ridership; night-time ridership is around 11%
 - Previous surveys conducted throughout the entire service period, making comparisons of some data difficult

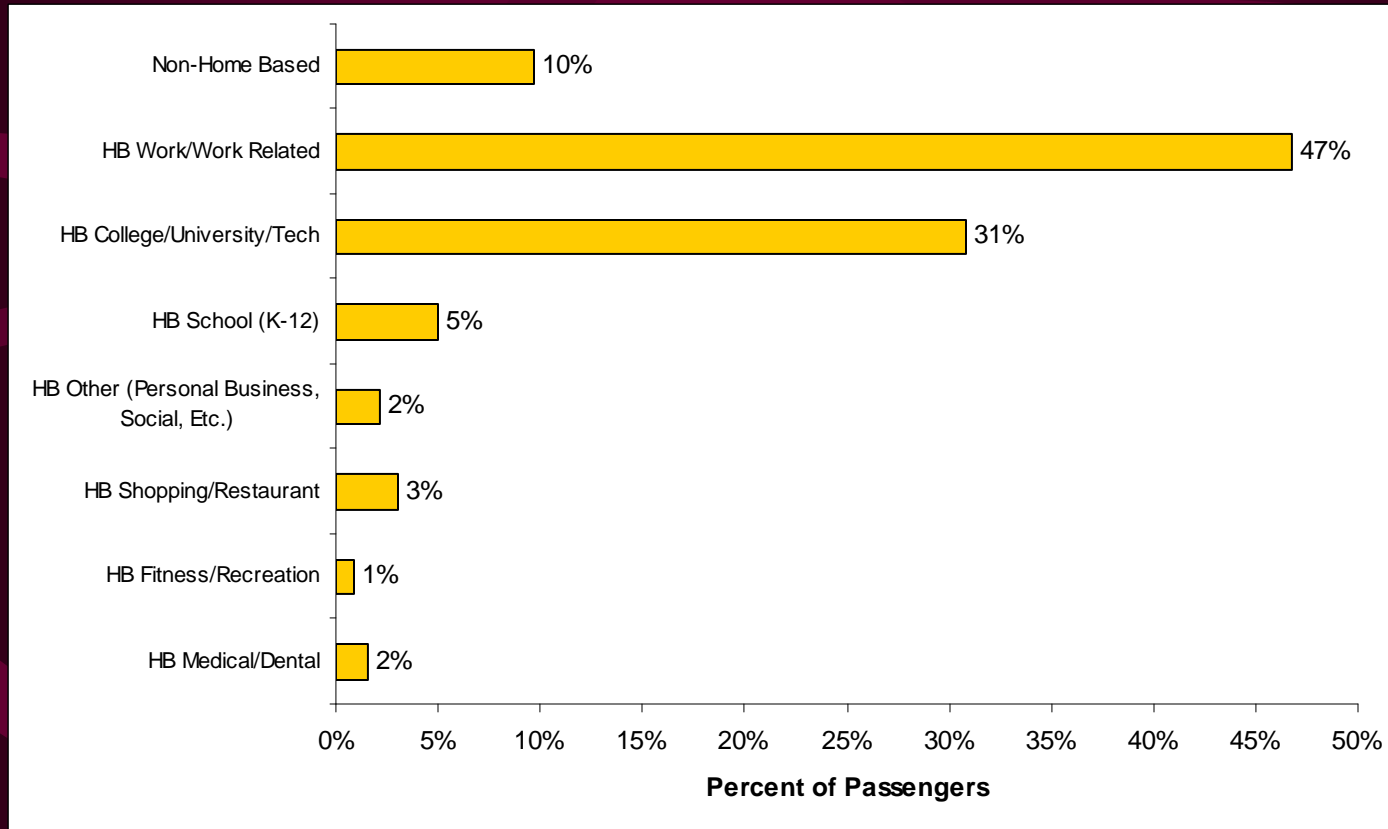
Survey Data Retrieval

Consultants did an excellent job in maximizing data recovery and in geo-coding the origin/destination information

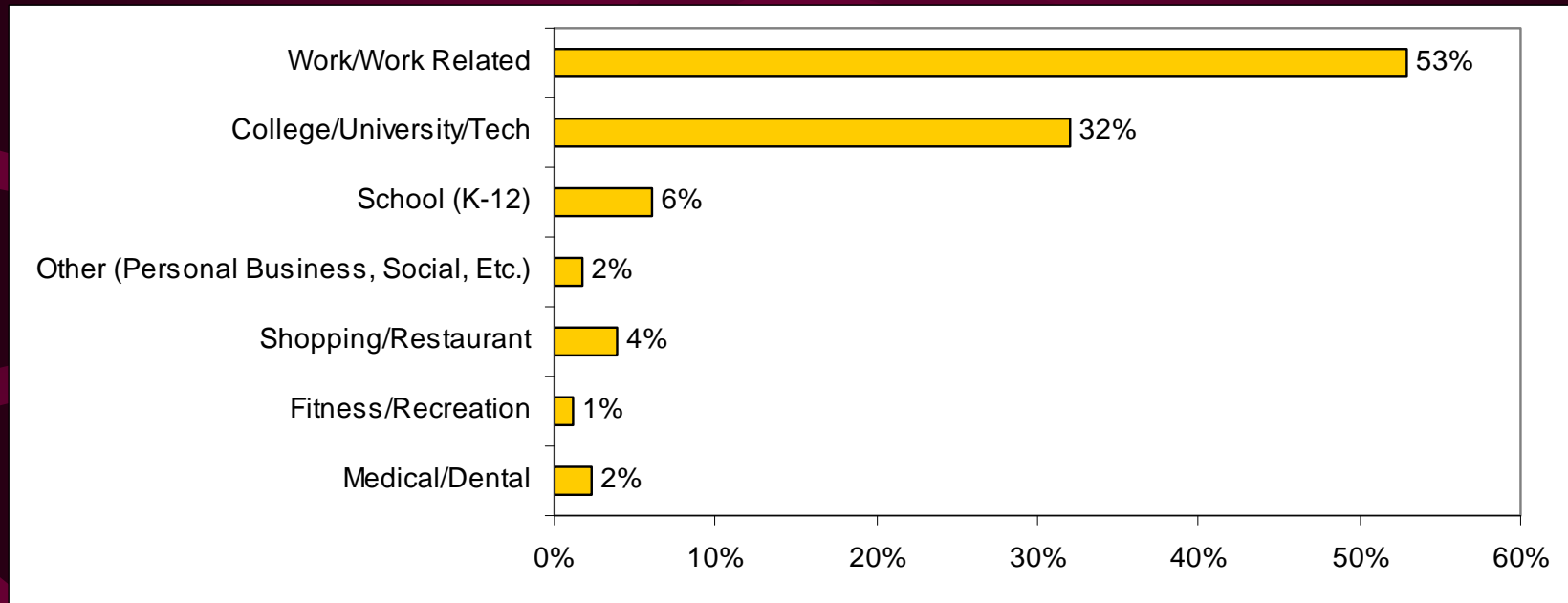
- 55% of records geo-coded through address, street names, place names, and bus-stop data
- Additional 15% were able to be geo-coded through imputation techniques
- Some problems with addresses being geo-coded to the wrong side of the street

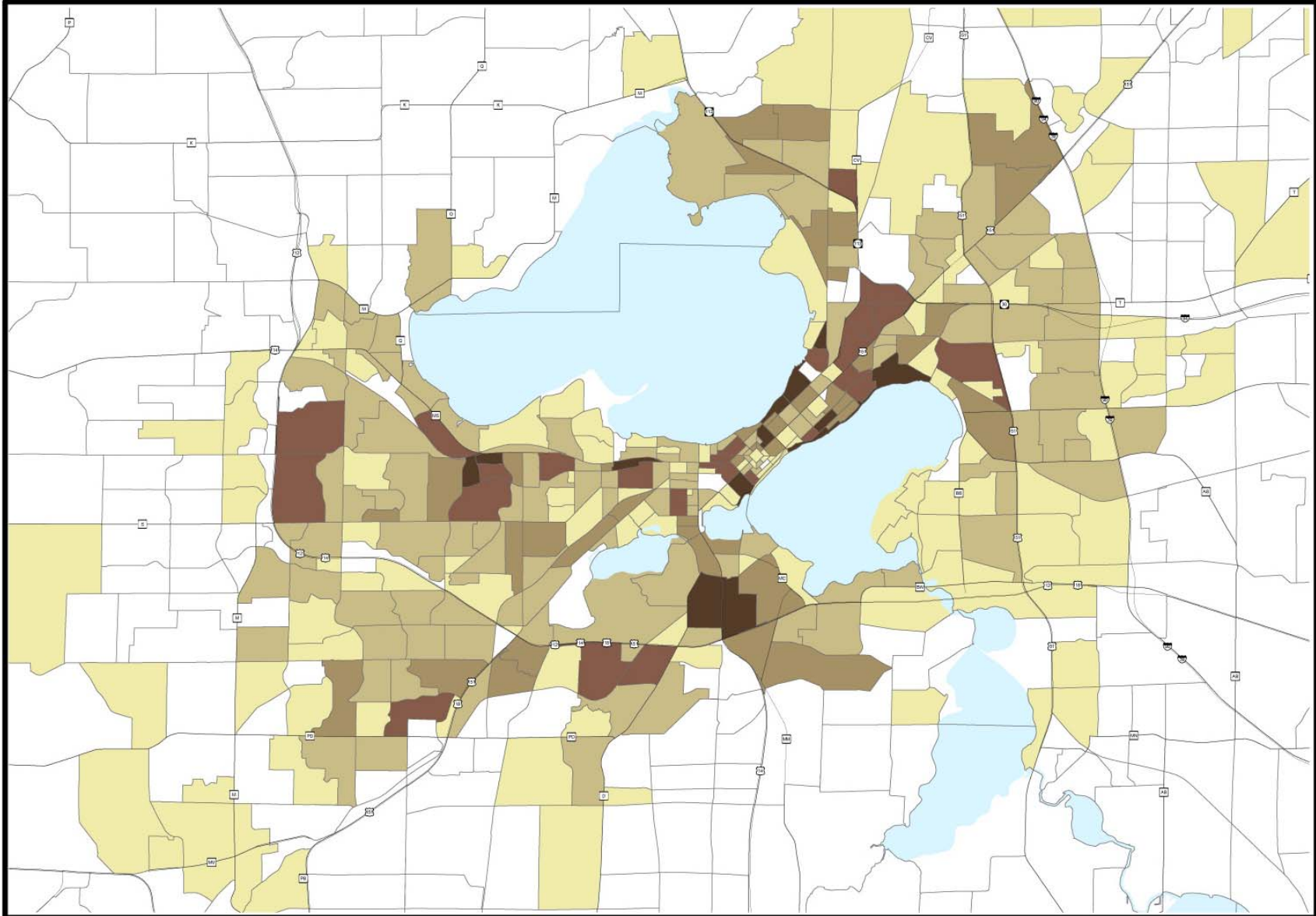
Survey Results and Analysis

Trip Purpose (Home-Based and Non-HB Trips) Distribution of Metro Mainline Passengers



Trip Purpose Distribution of Metro Mainline Passengers





**Home Trips (Destination and Origin)
on Metro Transit Mainline Routes
by TAZ**

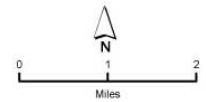
Source: Metro Transit On Board Survey, 2008

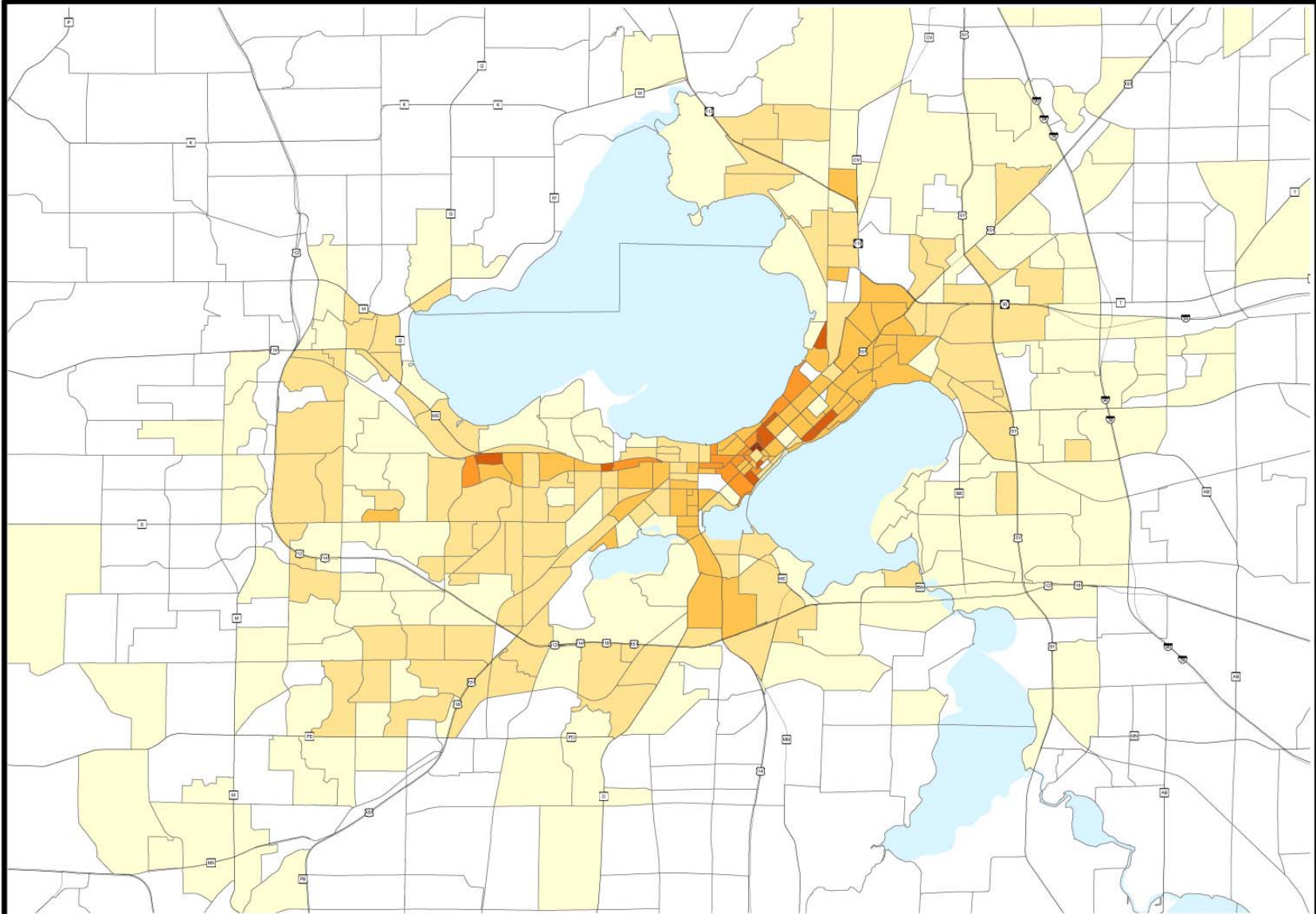
Total Trips



Prepared by staff to the:
Madison Area
T.P.B.
Transportation Planning Board
A Metropolitan Planning Organization (MPO)

Rev: 12/12/08

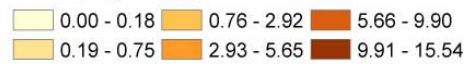




**Home Trip Concentrations (Destination and Origin)
on Metro Transit Mainline Routes
by TAZ**

Source: Metro Transit On Board Survey, 2008

Total Trips (per acre)

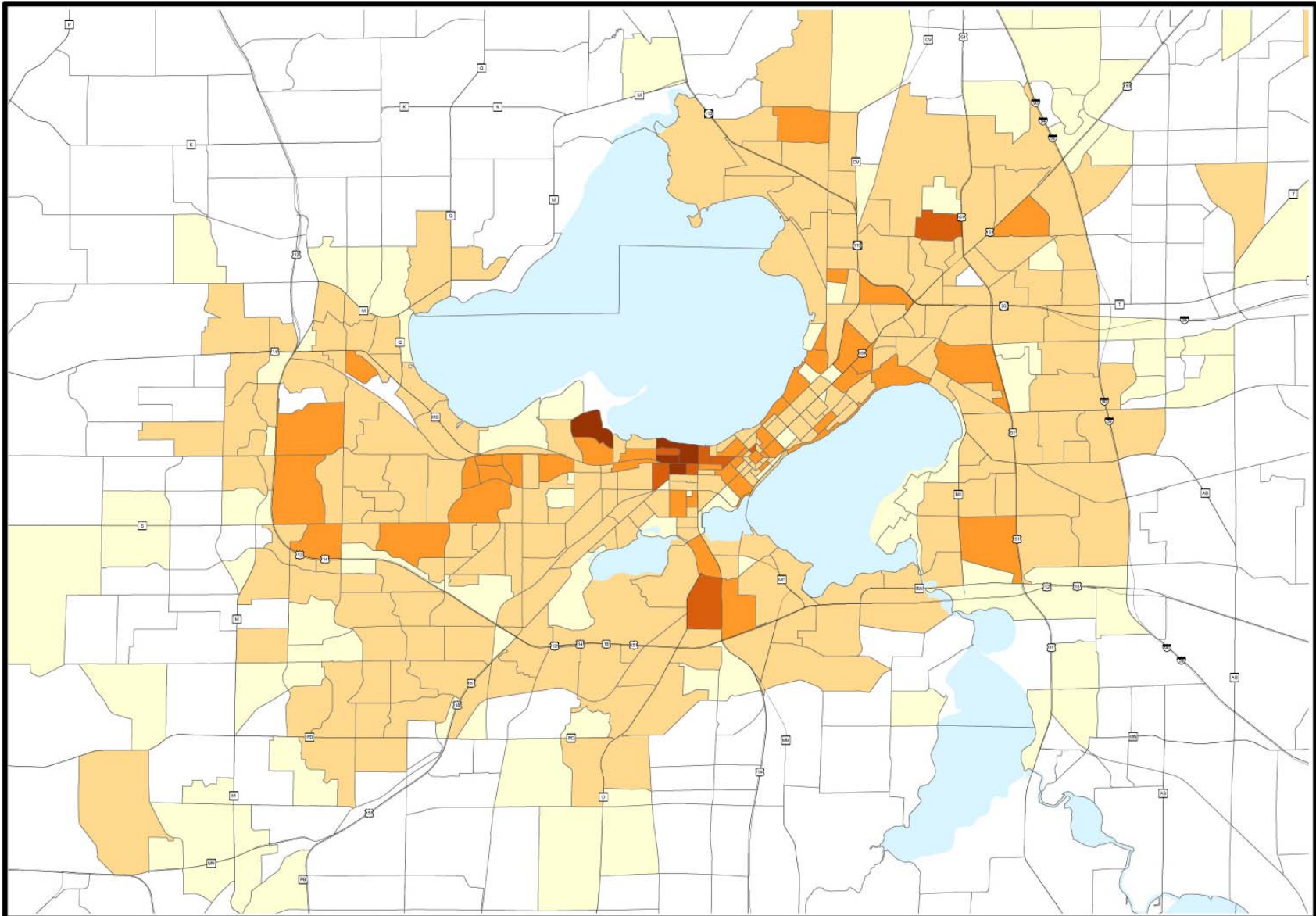


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 A Metropolitan Planning Organization (MPO)

Rev: 12/12/08





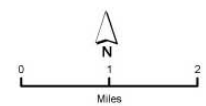
**Total Trips (Destination and Origin)
on Metro Transit Mainline Routes
by TAZ.**

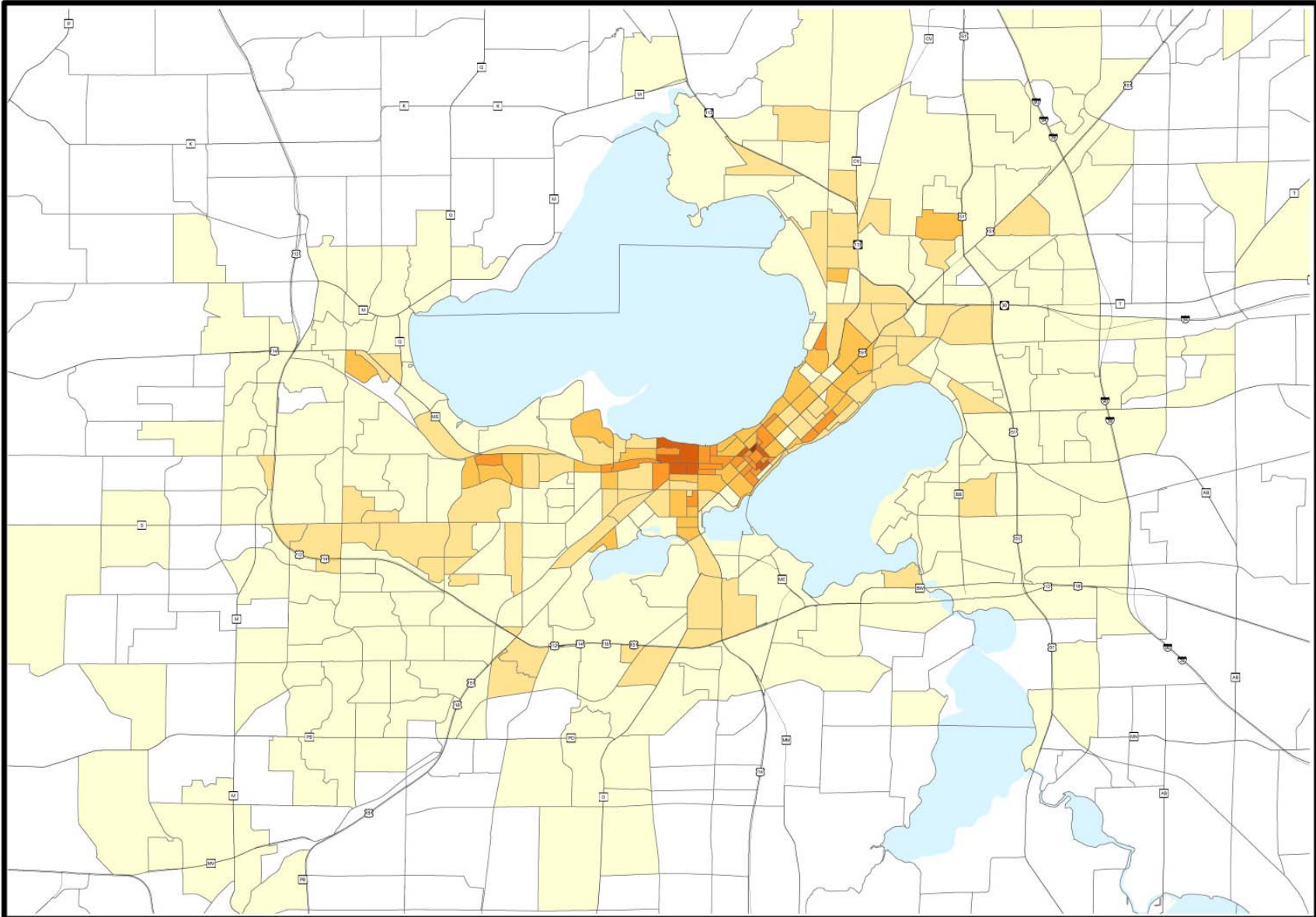
Source: Metro Transit On Board Survey, 2008

Total Trips



Prepared by staff to the:
T.P.B.
Transportation Planning Board
Alameda Corridor Transportation Authority
Rev: 12/12/08

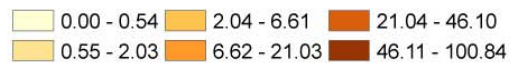




**Total Trip Concentrations (Destination and Origin)
on Metro Transit Mainline Routes
by TAZ**

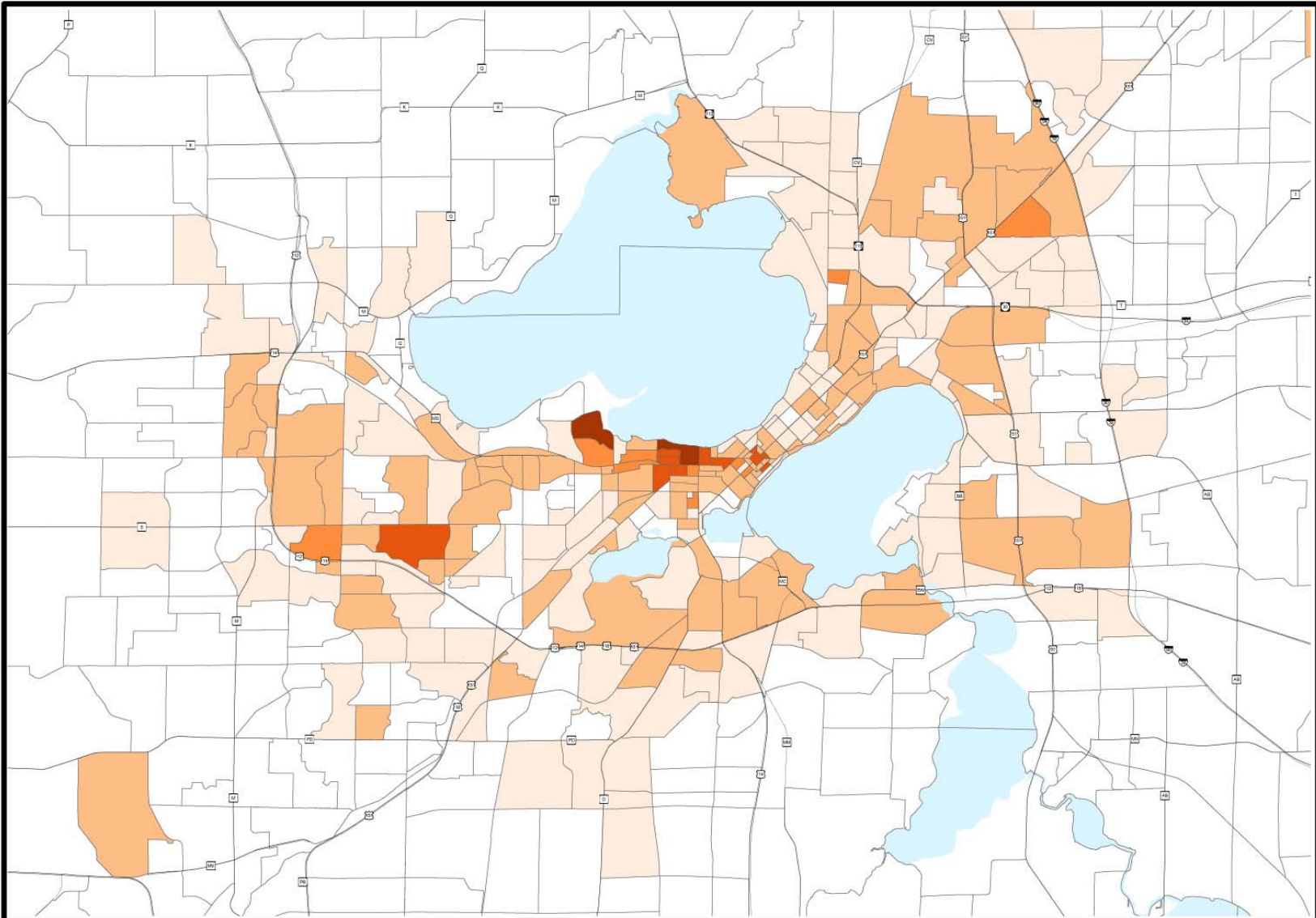
Source: Metro Transit On Board Survey, 2008

Total Trips (per acre)



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 Transportation Planning Board
 A Metropolitan Planning Organization (MPO)
 Rev. 12/12/08





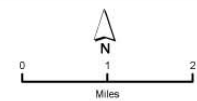
**Work/Work Related Trips (Destination and Origin)
on Metro Transit Mainline Routes
by TAZ**

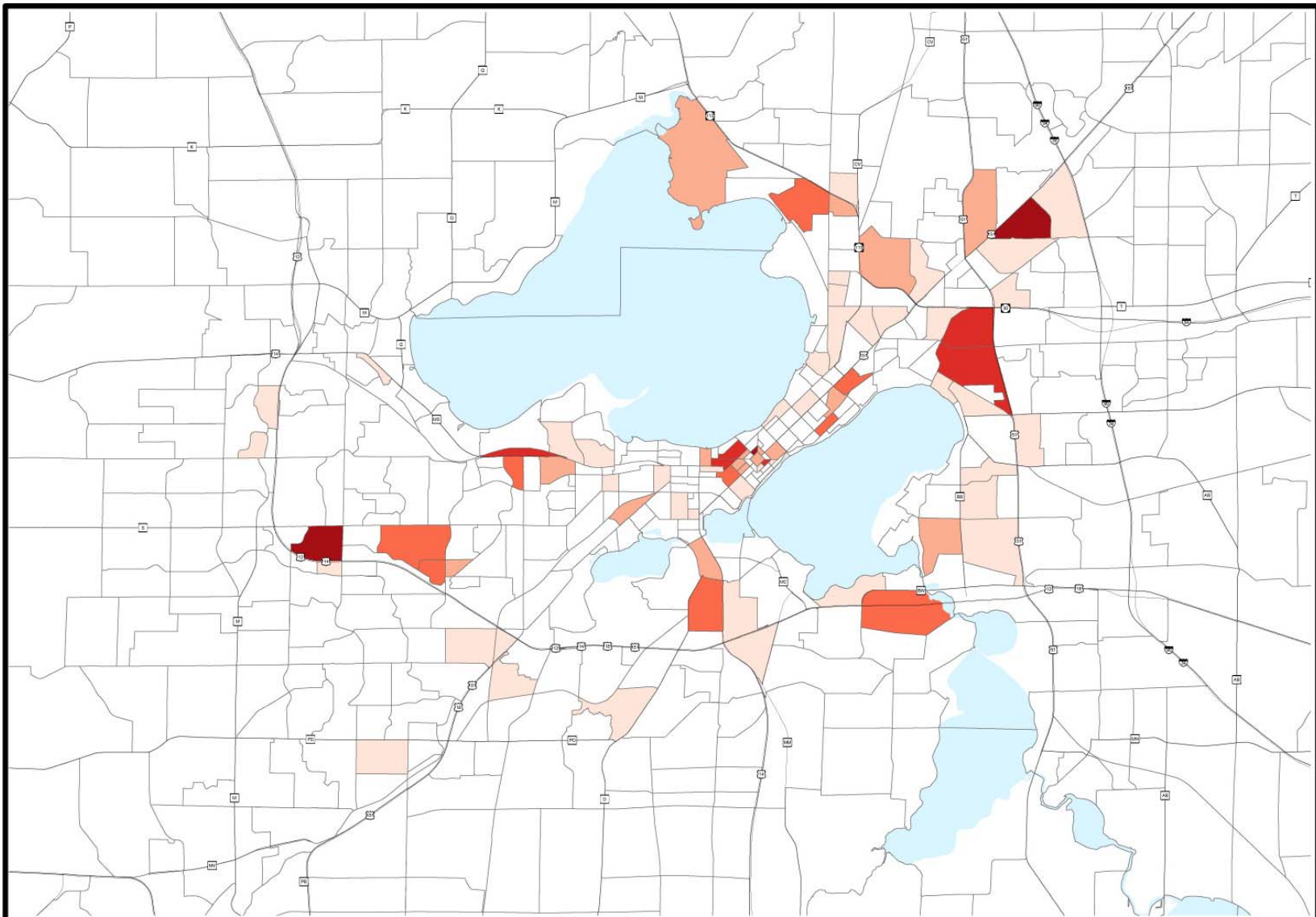
Source: Metro Transit On Board Survey, 2008

Total Trips



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Transportation Planning Board
(Metropolitan Planning Organization #001)
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**Store/Shopping/Restaurant Trips (Destination and Origin)
on Metro Transit Mainline Routes
by TAZ**

Source: Metro Transit On Board Survey, 2008

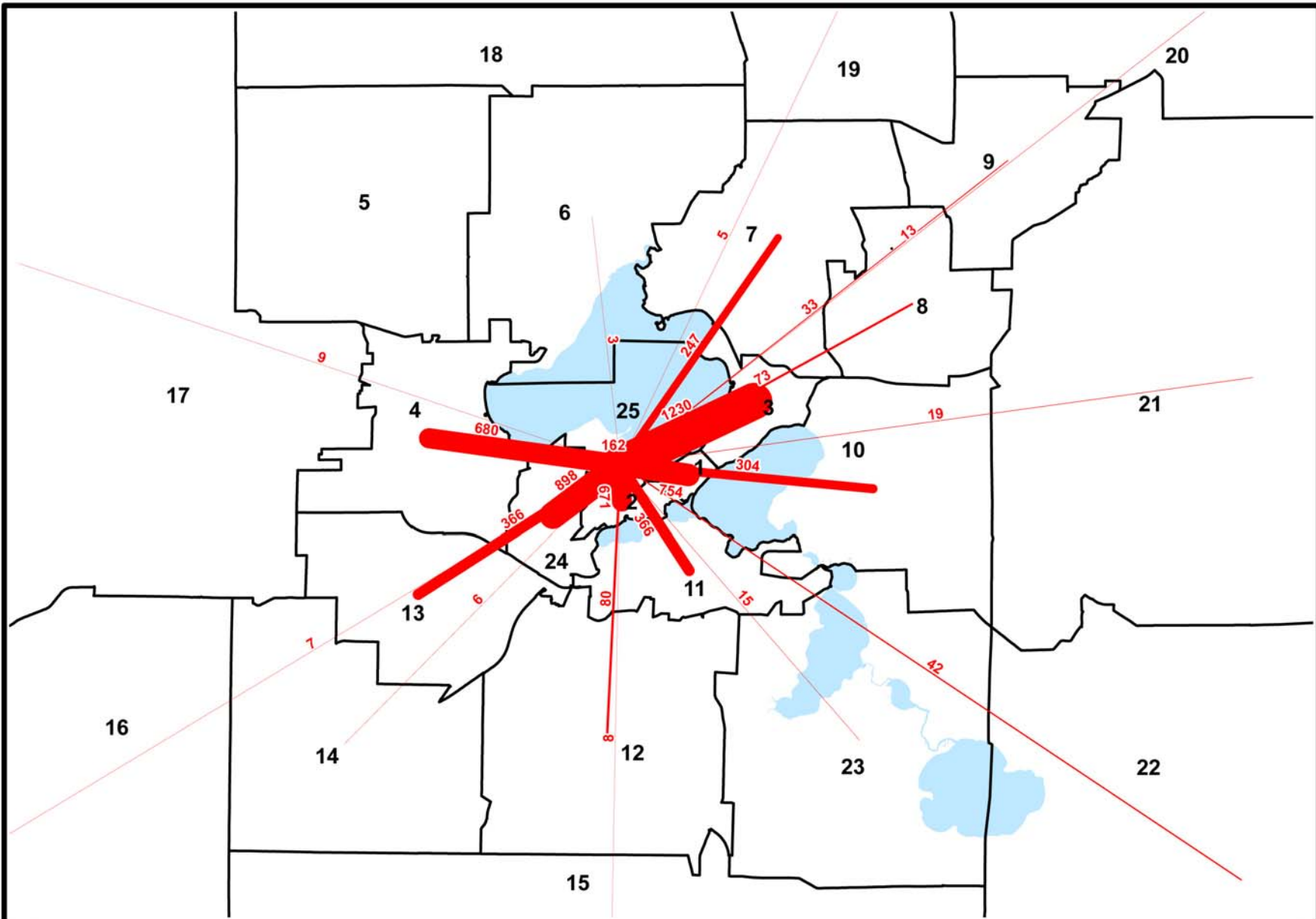
Total Trips



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Madison Area
T.P.B.
Transportation Planning Board
Allegheny Planning Organization (APO)

Rev: 12/12/08





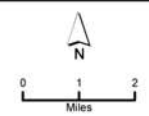
**Destination and Origin Trips on
Metro Transit Mainline Routes
by Super District**

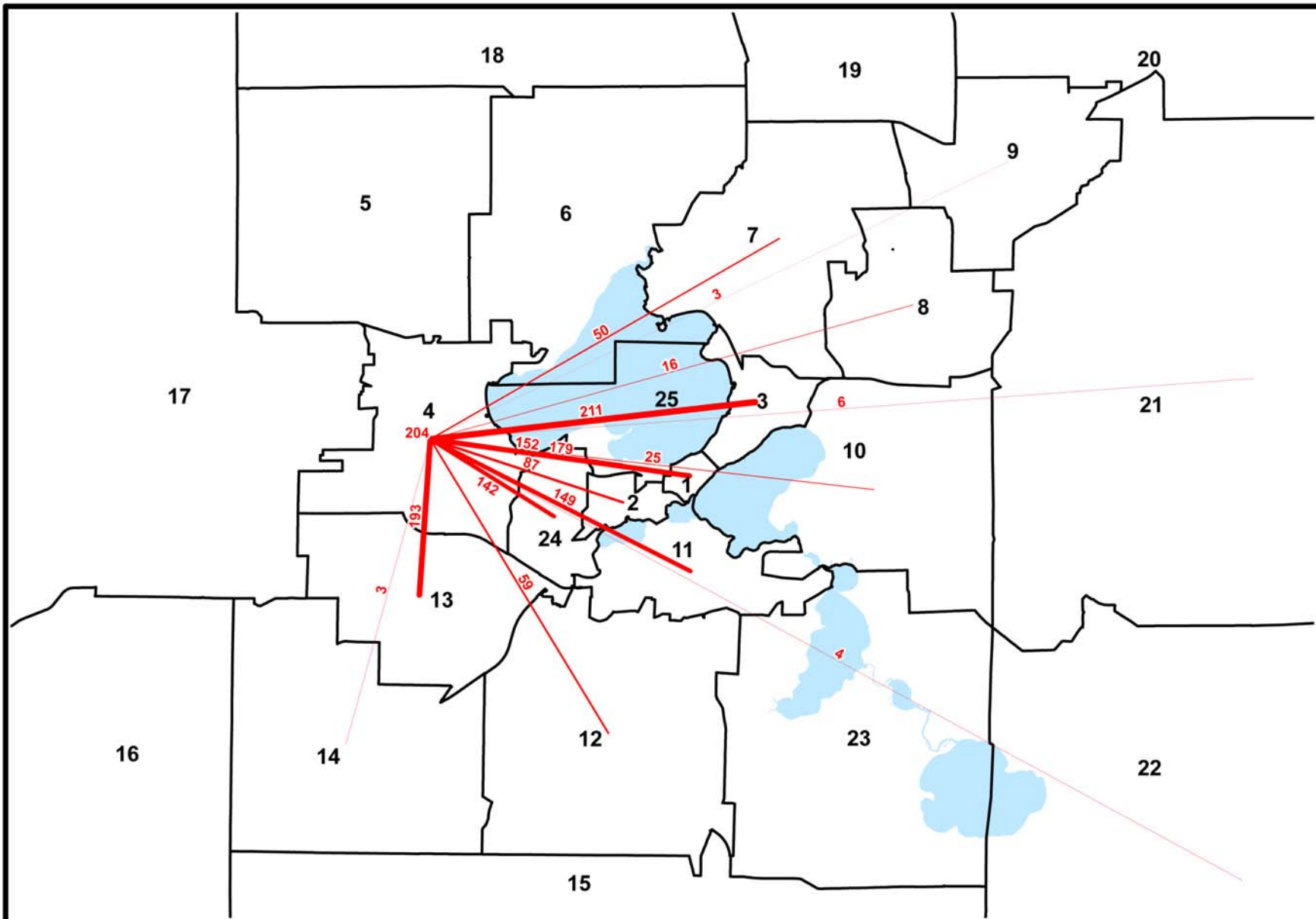
Source: Metro Transit On Board Survey, 2008.

Trips to Super District 25



Prepared by staff to the:





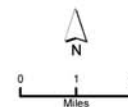
Destination and Origin Trips on Metro Transit Mainline Routes by Super District

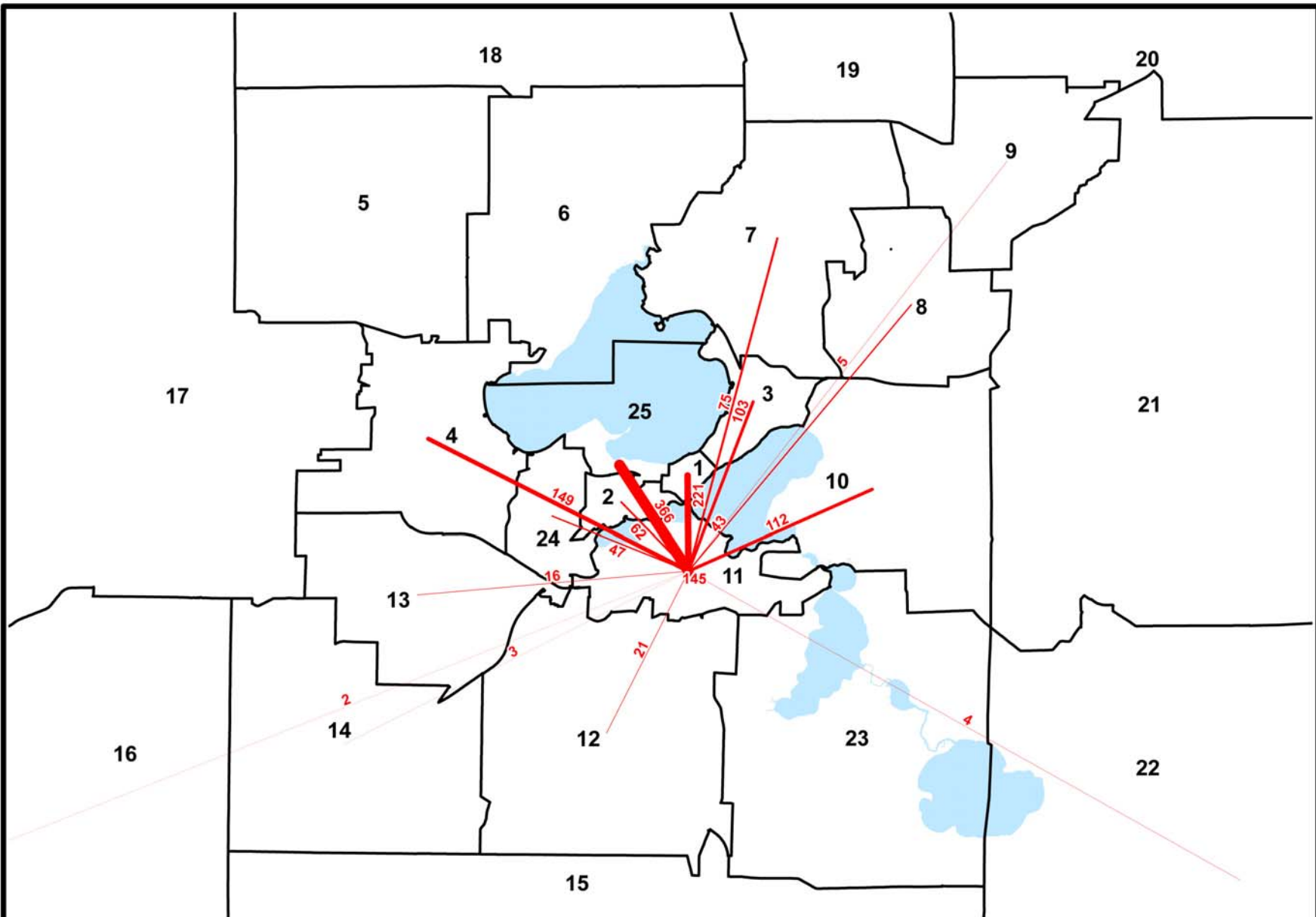
Source: Metro Transit On Board Survey, 2008.

Trips to Super District 4



Prepared by staff to the:
 Metro Area
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 Transportation Planning Board
 A Metropolitan Planning Organization (MPO)





**Destination and Origin Trips on
Metro Transit Mainline Routes
by Super District**

Source: Metro Transit On Board Survey, 2008.

Trips from Super District 11



Prepared by staff to the:



Trip Purpose for Metro Mainline Passengers and Vehicle Availability

Trip Purpose	Vehicle Available for Trip	
	Yes	No
Non-Home Based	38%	62%
HB Work/Work Related	56%	44%
HB College/University/Tech	61%	39%
School (K-12)	28%	72%
HB Other (Personal Business, Social, Etc.)	23%	77%
HB Shopping/Restaurant	18%	82%
HB Fitness/Recreation	32%	68%
HB Medical/Dental	28%	72%
All Trips	52%	48%

Metro Mainline Route Category Used and Vehicle Availability for Trip

Route Category	Vehicle Available for Trip	
	Yes	No
Core	43%	57%
Commuter	62%	38%
Peripheral	30%	70%
Connector	25%	75%
Circulator	61%	39%

Access Mode to Bus Stop by Metro Mainline Passengers

Access Mode	Percent	
	All Trips	Trips from Home
Walked/Rode in wheelchair	91.9%	91.5%
Rode Bicycle	0.7%	0.5%
Drove (Total)	7.4%	8.0%
To park-and-ride lot	2.9%	3.3%
Parked car on street	2.6%	2.9%
Received ride to bus stop	1.9%	1.8%

Distance Walked to/from Bus Stop By Metro Mainline Passengers

Distance	Percent
0 to 2 blocks	75%
3 to 4 blocks	19%
More than 4 blocks	6%

Transferring Before/After Current Bus by Metro Mainline Passengers

Transferred	Percent
No	80%
Yes	20%

Of those that reported transferring,
74% had 1 transfer, 26% had 2+ transfers

Typical Number of Times Same ONE-WAY Bus Trip As That Surveyed Taken Per Week by Metro Mainline Bus Passengers

Frequency	Percent
Less than once a week	9%
1-3 trips a week	20%
4-5 trips a week	39%
5 or more trips a week	32%

Length of Time Using Metro Transit by Mainline Passengers

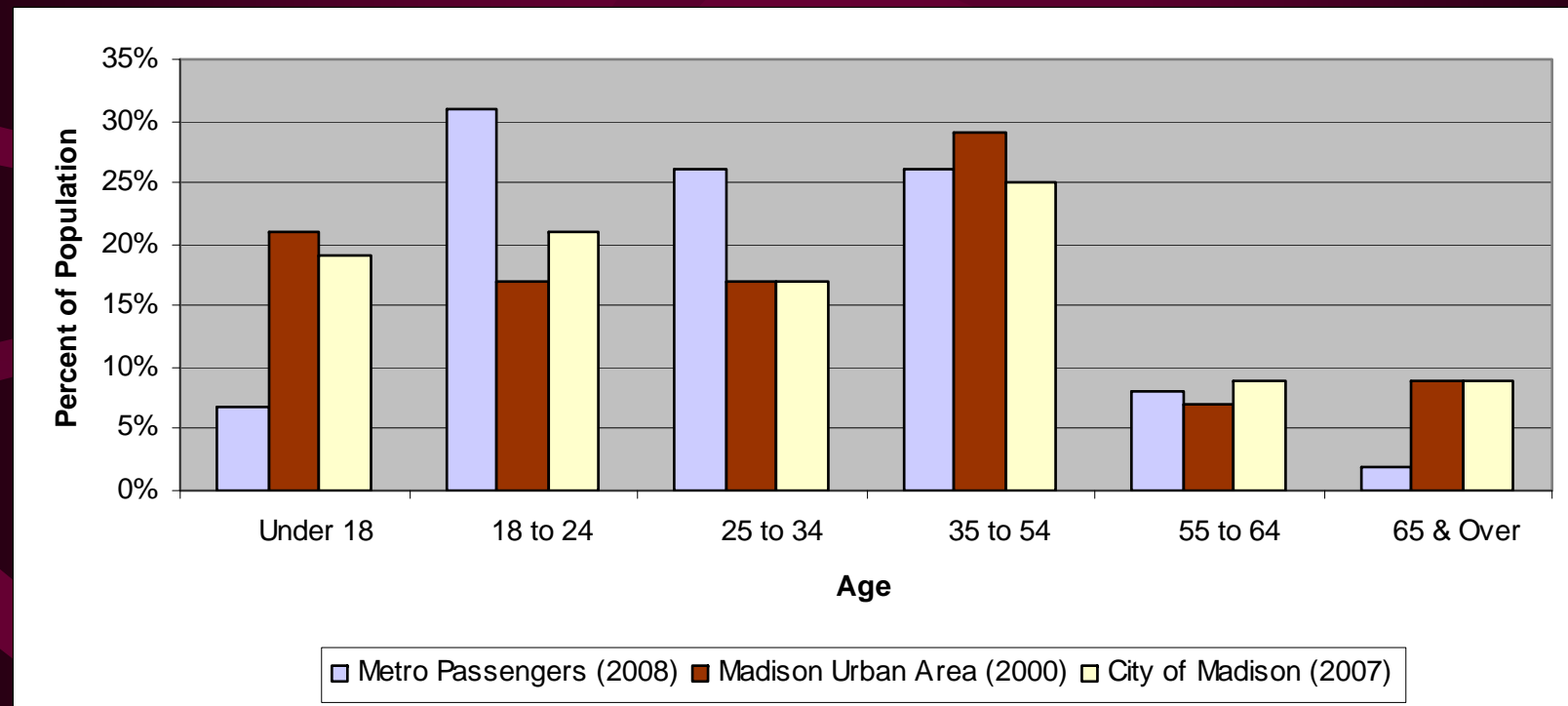
Length of Time	Percent
Less than 6 months	12%
6 months to 2 years	30%
3 years to 5 years	24%
More than 5 years	34%

Method of Fare Payment of Metro Mainline Passengers

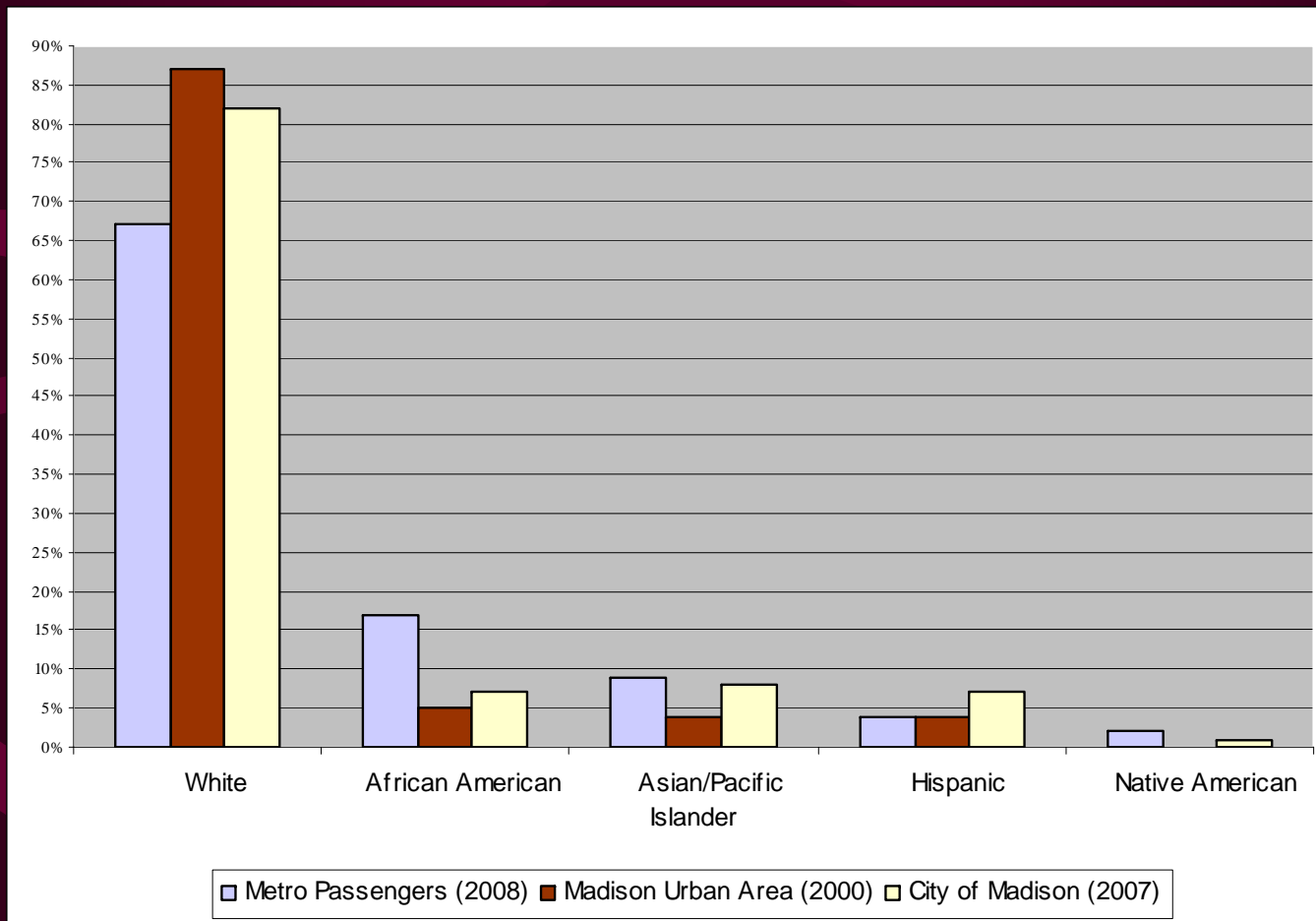
Fare Type	Percent
Cash	13%
10-Ride Card	13%
Unlimited Ride Pass/Monthly Pass	74%

Note: Metro farebox data indicates that around 50% of passengers use an unlimited ride pass.

Comparison of Age Profile of Metro Mainline Passengers and Area Population



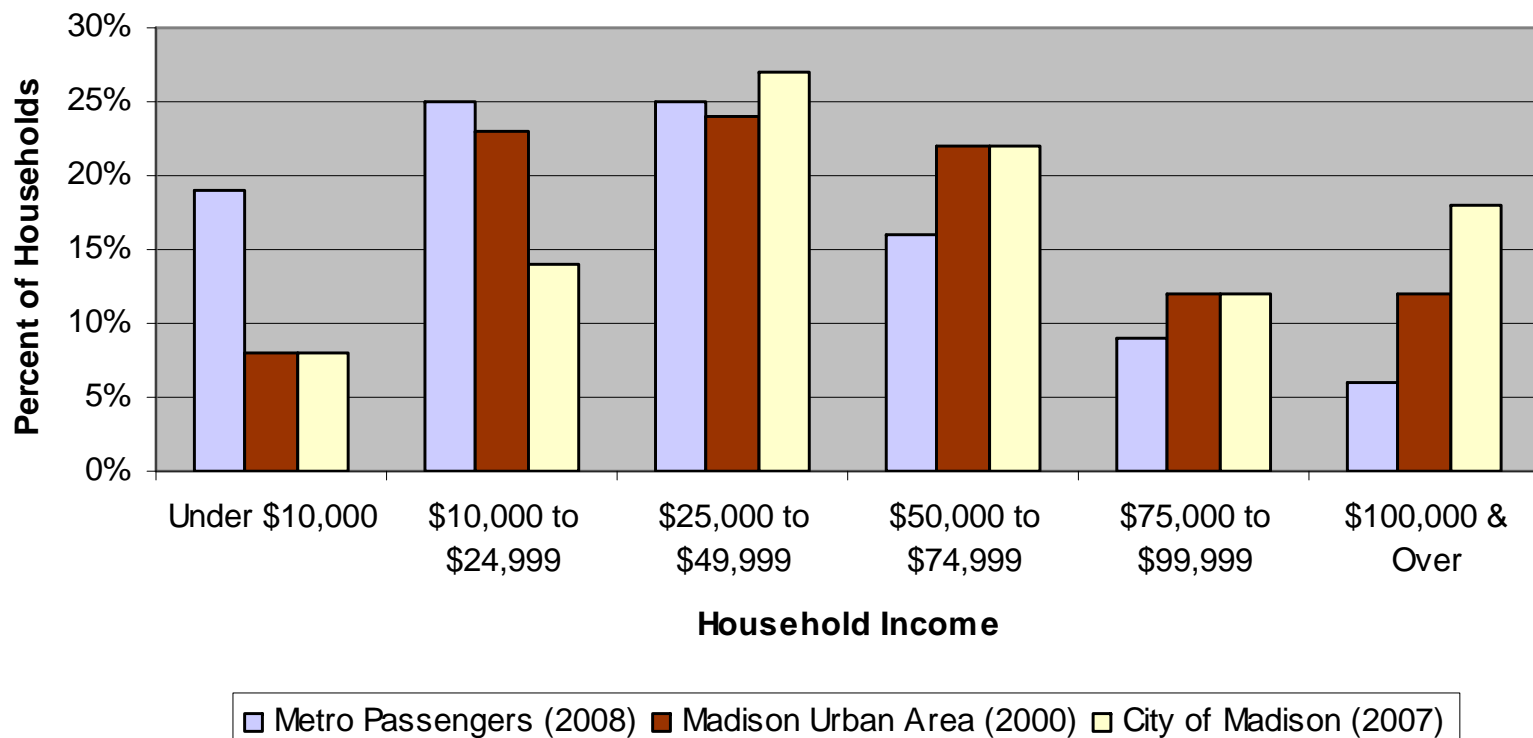
Comparison of Race/Ethnicity Profile of Metro Mainline Passengers and Area Population



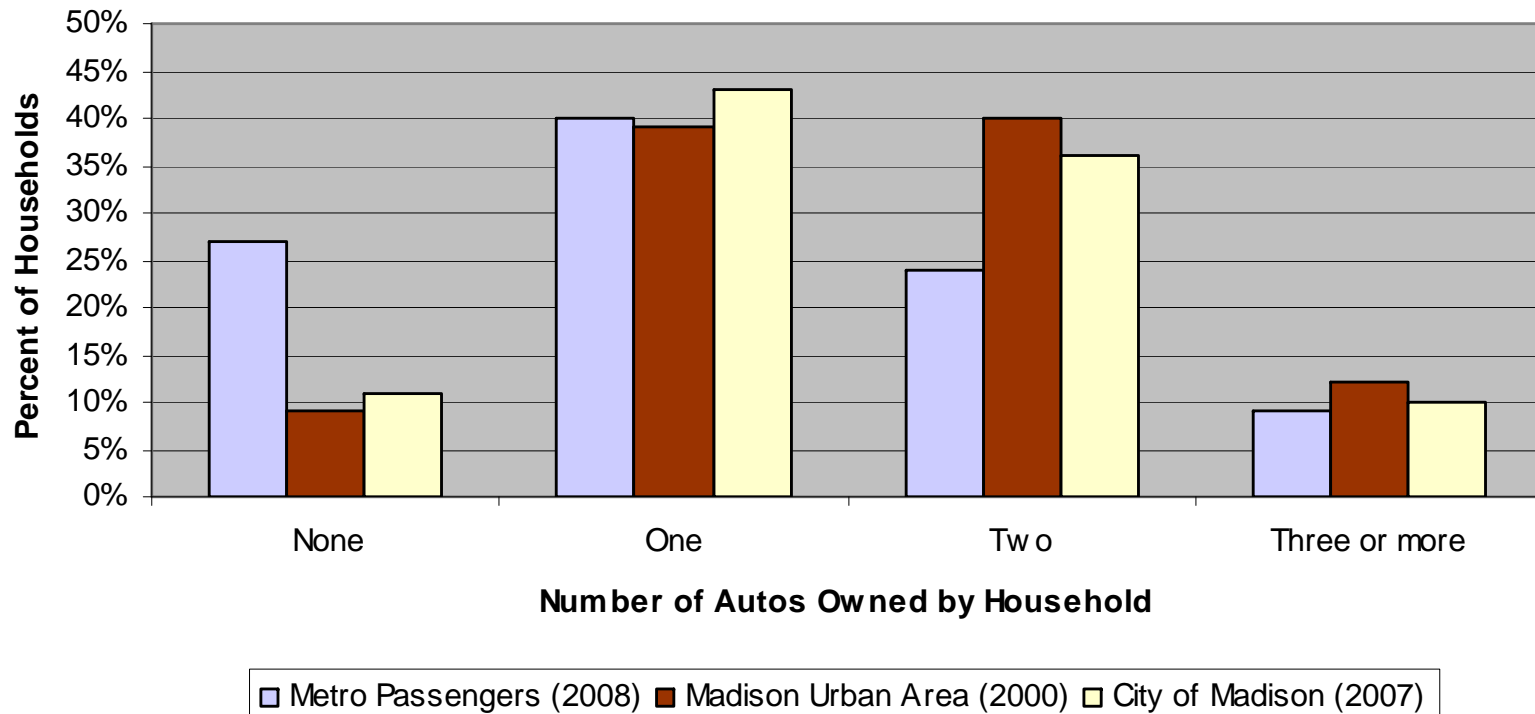
Comparison of Race/Ethnicity Profile of Metro Mainline Passengers and Area Population

Race/Ethnicity	Vehicle Available for Trip	
	Yes	No
White	56%	44%
African/American	26%	74%
Asian/Pacific Islander	45%	55%
Native American	47%	53%
Hispanic	42%	58%
All Persons	51%	49%

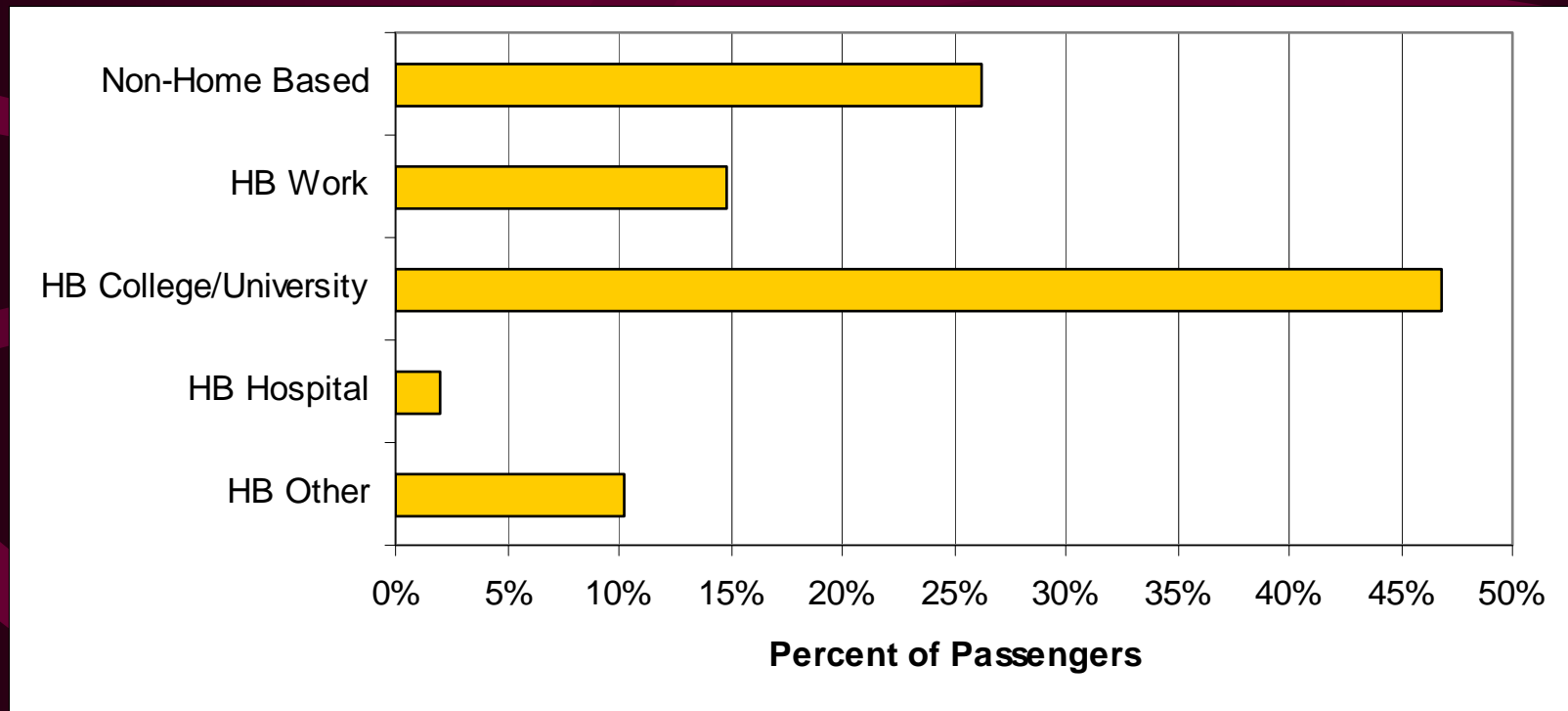
Comparison of Household Income Distribution of Metro Mainline Passengers and Area Population



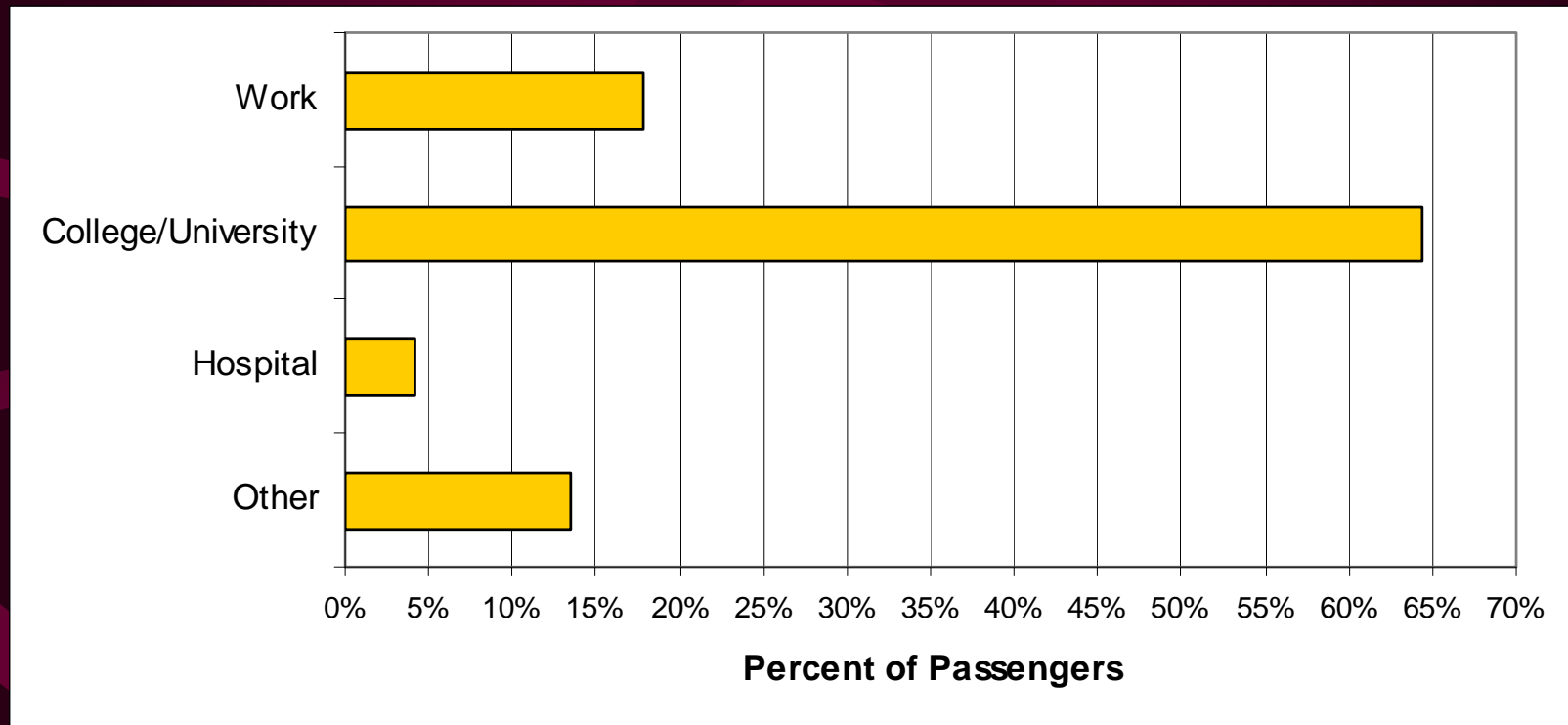
Comparison of Household Auto Ownership of Metro Mainline Passengers and the Area Population

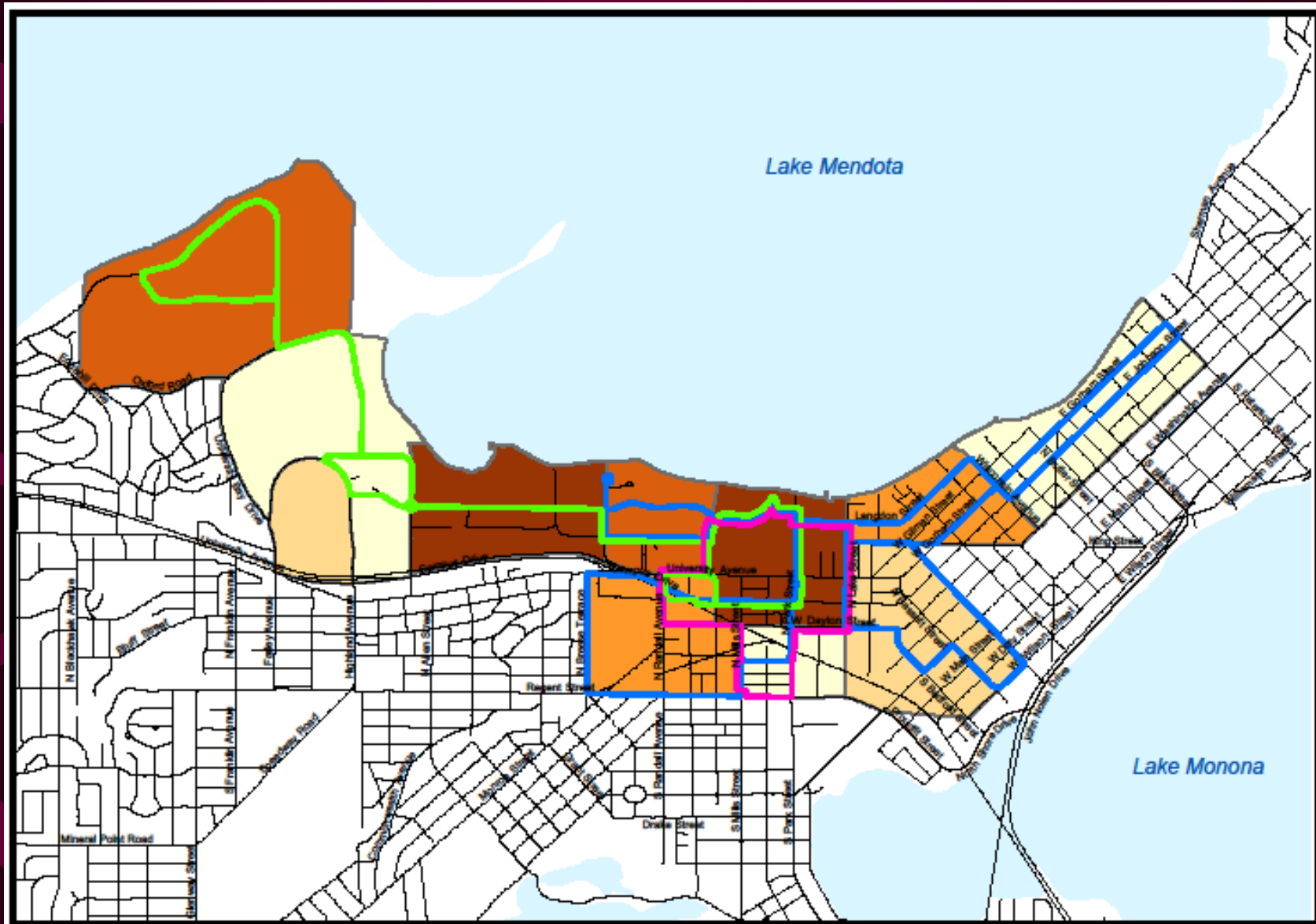


Trip Purpose (Home-Based and Non-HB) Distribution for UW Campus Route Passengers



Trip Purpose Distribution of UW Campus Route Passengers






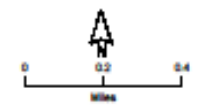
**Total Trips (Destination and Origin)
on Metro Transit UW Campus Routes**

Source: Metro Transit On Board Survey, 2008

Total Trips		
222 - 400	601 - 800	1001 - 2181
401 - 600	801 - 1000	

- East-West Circulator Routes (80,84)
- South Campus Circulator (85)
- Evening SAFERide Routes (81,82)

Prepared by staff in the

 Rev: 12/12/08



Metro Performance Ratings

Level of Service

Performance Measure	Mainline Routes	UW Campus Routes
Convenience of Routes	2.9	2.0
Time waiting for bus	2.7	2.3
Travel time on bus	2.9	2.0

Almost 30% of mainline riders rated convenience of routes as very good (4). Numbers were slightly lower for travel time (25%) and wait time (21%).

Nearly 40% rated their experience as good (3) for all three categories

Metro Performance Ratings (continued)

Quality of Service

Performance Measure	Mainline Routes	UW Campus Routes
Cleanliness of bus	2.8	1.9
Driver courtesy	3.2	1.8
Crowding on bus	2.5	2.5

Metro Performance Ratings (continued)

Over 75% of mainline riders rated their perception of safety on the bus and at a bus stop as a very good or good. Average ratings were 3.3 and 3.1 respectively.

Around 80% of mainline riders rated their overall satisfaction as a very good or good. Less than 3% gave a poor rating. Average rating was 3.

1991-2008 Trends

Passenger Characteristics

- Male/Female ratio has increased from 42%/58% in 1991 to 49%/51% in 2008
- Greater percentage of passengers now with higher incomes
- Percentage of passengers with no auto available in household has dropped from 43% in 1991 to 27% in 2008
- Percentage of passengers who had vehicle available for their trip has increased from 41% in 1991 to 47% in 2008

1991-2008 Trends

Trip Characteristics

- Percentage of HB College/University trips has increased from 21% to 31% in 1991 to 31% in 2008, and HB Work trips increased from 45% to 51%
- Percentage of passengers who drove to access bus (park-n-ride, kiss-n-ride) has increased from 3.2% to 7.4%
- Walk distances to bus stop have increased somewhat