

Greater Madison MPO

Section 5310 (Enhanced Mobility of Seniors & Individuals with Disabilities) Program Descriptions of Projects Applying for 2026 Funding and Funding Recommendations

Subrecipient:	Madison Metro
Project:	Paratransit Eligibility & Mobility Coordinator [Mobility Management Project] (Traditional)
Requested FTA Amount:	\$156,640
Recommended FTA Amount:	\$156,640

Metro's Mobility Management Project consists of the continued funding of the Paratransit program including the Paratransit Eligibility & Mobility Coordinators (PE/MC). The activities include: paratransit application processing and conduct In-Person Assessments (IPA) to determine ADA paratransit eligibility; provide Transit Orientation (TO) to paratransit applicants and others interested in using fixed route services; refer candidates for Travel Training (TT) to Dane County's mobility training program and monitor results, and; identify Confirmed Accessible Stops (CAS) at frequent paratransit destinations.

Typical activities of the PE/MC also include: maintain and update client physical and electronic files; document and process visitor eligibility for visitors to Madison and assist with Metro documentation for visitors to other communities; update knowledge on community and transportation resources; continue to work toward completion of Mobility Manager certification; provide information and assistance by phone, email, mail and during eligibility assessments, and; assist with research, resolution and documentation regarding customer feedback.

Staff recommends that this project be fully funded.

Subrecipient:	Dane County Department of Human Services
Project:	One-Call Center, Mobility Training, and Bus Buddy Program [Mobility Management Project] (Traditional)
Requested FTA Amount:	\$158,000
Recommended FTA Amount:	\$158,000

The Dane County Mobility Management Project consists of the Dane County Transportation Call Center (CC) and the RSVP Bus Buddy travel training program (BB). The CC is a transportation resource center staffed by a Mobility Manager. It is a single point-of-entry to transportation information in Dane County and provides information on all modes of available transportation including public transit, human services programs, vehicle acquisition and repair loans, ride sharing and other programs. Personalized services include identification of transportation availability; options counseling; introduction and referral to public transit; individual and group ride services, assessment and eligibility determination to authorize rides for specialized transportation and related programs; enrollment in travel training programs and follow up assistance in maintaining mobility. The service is free and open to everyone. BB is available to train passengers how to use Metro Transit. Bus Buddy program participants receive accompanied training to familiarize them with mainline transit. Both individualized and group BB training is available. Training is provided by volunteers.

Staff recommends that this project be fully funded.

Subrecipient:	NewBridge Madison
Project:	Driver Salaries and Benefits, and Other Costs [Operating] (Non-Traditional)
Requested FTA Amount:	\$44,831
Recommended FTA Amount:	\$44,831

The purpose of this project is to provide free transportation, using our accessible 14 passenger bus to NewBridge Madison programs for low-income older adults in the Madison Metropolitan area. Our agency provides services for 4,500 older adults, aged 60+, in Madison and the surrounding area. 85% are low-income and depend upon regular access to transportation. Recent surveys of older adults, conducted by Madison and Dane County, identified lack of transportation as one of the top unmet needs. A desire for more activities was also one of the top needs identified, especially among Black and Hispanic individuals.

Many older adults suffer from chronic health issues, lack of exercise and social isolation. Those with physical limitations, cognitive issues and lower incomes can't use or afford the local transit system. Due to a significant budget cut in 2025, the number of activities provided by NewBridge has been significantly reduced. We now provide 12+ weekly activities for Black and Hispanic older adults to engage them in the community. Attendance

ranges from 8-60 participants. The cost to provide rides for participants living in rural communities from other transportation companies is very expensive. NewBridge received \$37,000 from other funders to provide transportation in 2025 and will spend that by the end of August. This project provides funding to cover staff costs, gas, insurance and other related expenses. Having a bus helps stretch our limited funding farther, is more efficient and allows us to transport more older adults to the weekly activities they desperately need.

Staff recommends that this project be fully funded.