

# Metro Transit

# Title VI Program

## 2017 – 2019 REPORT

**Metro Transit – Madison, WI**

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**Customer Service:** 608-266-4466  
**Administration:** 608-266-4904

1245 E. Washington Ave. Suite 201  
Madison, WI 53703

[mymetrobus.com](http://mymetrobus.com)  
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## Introduction

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Title VI of the Civil Rights Act of 1964 requires that “no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subject to discrimination under any program or activity receiving federal financial assistance.”

Pursuant to the Federal Transit administration (FTA) publication C 4702.1A, this document is the Metro Transit Title VI Program to be submitted to the Madison Transportation Commission on October 28, 2020 for approval.



## General Requirements

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Metro Transit posts its Title VI notices in the following locations:

- Signage inside all vehicles in English, Spanish and Hmong
- Ride Guide in English and Spanish (Hmong by request)
- Every page of the website in English and Spanish at *mymetrobus.com*
- Table display at the Administration Office reception window



## Title VI Complaint Procedures

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Metro has information regarding its Title VI complaint procedures posted on the same signage outlining its general Title VI information. This information is available on:

- Signage inside all vehicles in English, Spanish and Hmong [*Appendix A*]
- Ride Guide in English, Spanish and Hmong [*Appendix A*]
- Every page of website in English and Spanish at *mymetrobus.com*
- Table display at reception window

All complaints to Metro Transit are recorded into a feedback database. This includes all phone calls and emails to its customer service center. Customer can file complaints by calling (608) 266-4466 or filling out an online form on Metro's website form at *mymetrobus.com/feedback*.

A Metro general operations supervisor as well as Metro's customer service manager review entries into this database daily and flag/follow up on any feedback that involves the appearance of a violation of this policy.

The City of Madison also further assures that every effort will be made to ensure nondiscrimination in all of its federally funded program activities.

Complaints regarding discrimination experienced with Metro Transit can also be filed with the City of Madison Department of Civil Rights at (608) 266-4910 or *dcr@cityofmadison.com*.

A copy of Metro Transit's Title VI Complaint form can be found in [*Appendix A*]. This same information is available on all Metro website pages, including the homepage. A link to Title VI/ Civil rights information is located in the footer (at the bottom of every page).



## Title VI Investigations, Complaints & Lawsuits

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In the previous three years, there were seven complaints filed with the Equal Rights Division (ERD) of the State of Wisconsin. The cases are summarized below.

### 2017

There were two complaints filed in 2017:

1. Respondent left employment prior to investigatory interview and investigation was not completed.
  2. Complaint was dismissed.
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### 2018

There were two complaints filed in 2018:

1. Complaint was dismissed.
  2. Complaint was dismissed.
- 

### 2019

There were three complaints filed in 2019:

1. Complaint was dismissed.
2. Small claims case/ complaint that settled for a nominal amount. After investigation and lawsuit was complete, the Metro Operator was found to have discriminated against a passengers based on race and/or disability. Incident occurred June 9, 2019.
3. Portion of complaint was dismissed, while other portion is still pending.



# Public Participation Plan

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## INTRODUCTION

The following Public Participation Plan reflects Metro Transit's long withstanding goal of providing the public with timely, diverse and continuous engagement opportunities to be involved in Metro's planning and decision processes.

## GOAL

Through the means of effective and diverse communication, Metro wants to achieve continuous, meaningful and equitable public participation, ensuring that decisions affecting service, fares and policies truly reflect community wishes and needs.

## EFFECTIVE STRATEGIES

1. Engage a variety of socioeconomic, ethnic, and cultural perspectives, including minority, low income and Limited English Proficiency (LEP) populations.
2. Provide materials and comment opportunities that meet the cultural and language preference of all individuals and communities within our 72 plus square mile service area.
3. Work with elected representatives, community-based organizations, and diverse media outlets to help build awareness and encourage participation.
4. Provide comment opportunities and feedback on multiple platforms, at various times and locations to ensure all voices are being heard and considered equally.
5. Review census data and future Metro survey data annually to properly distinguish areas of low income, LEP and minority populations in an evolving population. Additionally, analyze census/survey data in accordance with Metro service maps and schedules.
6. Place marketing and public information materials at variety of convenient and easily accessible locations, such as at appropriate bus stops, on Metro and City of Madison website, targeted media, mailed newsletters, social media, etc...
7. Utilize new Bilingual Transit Marketing Specialist position to actively engage and better inform the growing Hispanic/Latinx and Spanish-speaking community in the greater Madison area.



## **PUBLIC ENGAGEMENT OVERSIGHT COMMITTEES**

As previously stated, Metro is dedicated to providing the public with timely, diverse and continuous engagement opportunities to be involved in Metro's planning and decision processes.

Metro understands that in order to create a fully comprehensive and successful public involvement process, Metro must adhere to, abide by, and/or consider all rules, regulations, suggestions and comments brought forth by oversight committees. All committees listed and explained below share the same goal: to ensure equal and fair public participation among all served populations, including ADA, LEP, minority and low-income populations.

### **City of Madison Transit and Parking Commission - dissolved 6/2018**

The Transit and Parking Commission made recommendations to the Council regarding policies on all transit and parking matters and was the official body which shall constitute a public utility within the meaning of Sec.66.066 & 66.068, and a transit comm. within the meaning of Sec. 66.943, State Stats., and functioned as a parking utility for the operation of the parking utility system for the city, a transit utility for the operation of the transit system for the city, and a utility capable of issuing revenue bonds for Council approval.

The Transit and Parking Commission was Metro Transit's governing body. Any and all changes made within Metro's service, administration, or otherwise, are first discussed and/or approved at the monthly meetings. Commission members that provide these checks and balances are made up of both Common Council and Citizen Members.

All public hearings and public input sessions were held in front of the Transit and Parking Commission. This commission dissolved in June 2018.

### **ADA Transit Subcommittee - dissolved 6/2018**

The ADA Transit Subcommittee was an advisory committee to the Transit and Parking Commission. The subcommittee was responsible for monitoring Metro Transit's compliance of the American's Disabilities Act. The ADA subcommittee regularly assesses the provision of the ADA complementary paratransit and fixed route services to persons with disabilities in the Metro Transit service area, maximizing transportation options for everyone. Additionally, the subcommittee identified issues and recommends policies to the Transit and Parking Commission. This committee dissolved in June 2018.



### **Contracted Services Oversight Subcommittee - dissolved 6/2018**

This subcommittee exists to consider policy matters relating to contracted for transportation service, including but not limited to service standards, performance targets, route additions, extensions or contractions, changes in schedules, fare structures, hours of service, equipment, marketing and advertising programs, and any other policy matters pertaining to the operation of contracted for transportation services, and may receive, consider, and/or make recommendations to the Transit and Parking Commission regarding requests for changes to these items. The subcommittee shall consider such additional matters and perform tasks as are referred to it by the Transit and Parking Commission or staff.

### **City of Madison Transportation Commission – established 7/2018**

The Transportation Commission shall decide the transportation issues listed below in a manner that is consistent with the transportation policies and plans adopted by the Common Council: (a) Transit. 1. Transit service standards; 2. Transit fares; 3. Transit route additions, extensions or contractions; 4. Transit changes in schedules and hours of service; 5. Rules necessary to ensure safety for bus passengers; 6. Regional transit contracts (services and pass programs); 7. Bus routes and stops; 8. Charter service, taxis, limousines, courtesy cars, hotel buses, jitney services hire-and-drive service, ride-sharing, car-sharing, transportation network companies, subscription bus service, park and ride facilities, and any other issues pertaining to the operation of the City's transit and services; 9. Transit for people with disabilities; and 10. Other items referred by the Common Council, Transportation Policy and Planning Board, or Director of Transportation.

(b) Parking. 1. Off-street parking rates; 2. Provide recommendations to the Common Council regarding on-street parking rates. 3. Rules necessary to ensure safe and proper operation of parking facilities; 4. Revenue collection technology and systems; and 5. Other items referred by the Common Council, Transportation Policy and Planning Board, or Director of Transportation.

(c) Pedestrian, Bicycle, and Motor Vehicle. 1. Pedestrian and bicycle safety, enforcement, and facility maintenance programs; 2. School crossings; 3. Safety programs and projects; 4. Traffic signals; 5. Crossing guard assignments; 6. Traffic calming; 7. Provide recommendations to the Board of Public Works regarding right-of-way use and geometric design on arterial and collector street projects; 8. Development Review; and 9. Other items referred by the Common Council, Transportation Policy and Planning Board, or Director of Transportation.



### **City of Madison Transportation Policy & Planning Board – established 7/2018**

The purpose of the Transportation Policy & Planning Board is to consider and address transportation policy and planning issues pertaining to each element of the city's



transportation system, including bicycles; bus, freight and automobile traffic; parking; pedestrians; street, curb and right-of-way use; transit; and other transportation elements as may be identified by the Common Council by ordinance or resolution.

### **Neighborhood Resource Teams (NRT)**

Neighborhood Resource Teams (NRT) are an innovative City-wide effort to improve the delivery of services and connect City government agencies, including Metro Transit, directly to Madison neighborhoods.

NRTs keep Metro informed about major trends and issues as they develop within neighborhoods, which enables Metro to better coordinate and adapt our services to meet the needs of each specific area, including those with LEP, low income and minority populations. Metro works closely with the City of Madison's Neighborhood Resource Coordinator to ensure all voices are being heard and addressed equally.

Metro is currently a part of eight Neighborhood Resource Teams that meet regularly at destinations within the designated neighborhood. Teams are comprised of City agency representatives, citizens, coordinators and neighborhood leaders.

## **COMMUNICATION FORMATS & TECHNIQUES**

### **Public Hearings/ Meetings**

Metro strives to post notice of a public hearing (30) calendar days prior to the hearing. Notice will be in the form of bus flyers on all fixed-route buses, online and on digital screens at high volume stops and transfer points.

Transportation Commission meetings are available and open for public participation. Regularly scheduled meetings are held on Wednesdays at 5 p.m. in the Madison Municipal Building or another centrally located government building that meets accessibility needs, while public hearings are typically scheduled to start at 6 p.m. in order to be more convenient for the general public to attend and participate.

All notices encourage those that cannot attend to fill out a feedback form, write a letter, send an email, or call Metro.

### **Polls/ Surveys**

Depending on the subject matter, Metro encourages feedback in the form of polls and surveys from all members of the community, as we understand that our decisions often affect more than just those who ride. Surveys are disseminated online, on all fixed-route vehicles, in-person (at stops, transfer points and on-vehicle) and are sent via postal mail to those living near the affected area.



In 2019, Metro conducted mini-touch point surveys, or intercepts, regarding our future Bus Rapid Transit service and whether or not it should operate and serve stops on our Capitol Square. The decision was highly politicized and business-driven. To ensure low income and minority voices were being heard, Metro staff went out to the Capitol Square area and asked riders questions regarding how they use the service, and if providing direct transportation to the Capitol was important to them.

### **News Releases**

News Releases are written and distributed by a City of Madison electronic dissemination system to local media outlets including those with predominately minority audiences. Per Metro's policy, news releases regarding public hearings must be released (14) calendar days prior to the hearing. All news releases are translated and posted in Spanish. Other alternative language and formats are available upon request.

### **Rider Update Emails**

More than 3,000 riders are subscribed to our General Rider Updates e-newsletter. This is a weekly newsletter containing service updates/announcements, public hearing/ meeting announcements (links in English, Spanish and Hmong), Metro news, rider reminders, detours, etc. The e-newsletter is available to anyone that signs up online.

Riders can also subscribe to more tailored newsletter groups to receive targeted updates, including Aviso al Pasajero (general service updates in Spanish), Employment Alerts, Paratransit ADA Alerts, Supplemental School Service Alerts, specific route alerts and more.

### **Text Alerts**

More than 2,900 riders are subscribed to our General Rider Alert text messaging service. Metro sends out text reminders and updates containing service updates, employment opportunities, public hearing/meeting announcements, weather and detour updates, etc...The text messaging service is available to anyone that signs up online through the City of Madison.

Riders can also subscribe to more tailored text groups to receive targeted updates, including Aviso al Pasajero (general service updates in Spanish), Employment Alerts, Paratransit ADA Alerts, Supplemental School Service Alerts, and more.



### **Social Media**

Metro Transit has an active English Twitter account (@mymetrobus) with around 4,000 followers that participate in various conversations regarding service updates, live delays, public announcements/meetings, detour/weather updates, etc. Metro also has a Spanish Twitter account (@mymetrobus\_es), which has 62 followers. Although a much smaller audience, Metro continues to post exclusively in Spanish to engage and inform the Latinx and Spanish-speaking communities.

Metro Transit's Facebook page (/mymetrobus) has 1,025 likes and 1,115 followers. Staff post at least four times a week with Metro updates, along with other City of Madison updates including information on civil rights, employment, voting, citywide events, etc...

The Metro Instagram account has 364 active followers that receive periodic updates. Metro plans to focus on growing its Instagram following over the next three years.

Metro also encourages all of its social media followers to fill out feedback forms when tweeting/posting about complaints, compliments or suggestions. A Bilingual (English/Spanish) Metro marketing specialist is responsible for checking account activity hourly to monitor public perceptions, opinions and feedback. Staff also have an open, active dialogue with customers over social media, if needed.

### **Digital Displays**

Large digital displays are located at each transfer point and major bus stop on the Capitol Square. Metro staff are currently working on expanding displays to other popular boarding locations, including stops near the Dane County Airport and Madison College. Displays show real-time bus arrival times, as well as important rider messages, like information on public hearings, reduced service announcements or detours.

### **Printed Newsletters**

Metro produces two Paratransit ADA newsletters per year. Newsletters are sent via postal mail and go to all ADA paratransit riders. If paratransit individuals have marked LEP status on their application, we provide the newsletter in their preferred language or alternative format. All past newsletters are available online as well.

### **Website**

In 2019, Metro and the City of Madison Information Technology Department completed a full redesign of Metro's website. The top three goals of the redesign were (1) Increased accessibility, (2) complete Spanish translation and (3) a user-friendly design. The new website can be navigated fully in Spanish, and/or each webpage has



a Spanish translation option available. The website is also completely screen-reader friendly and has a responsive design, meaning the design changes based upon the user's device (i.e. mobile-friendly versions).

Metro's online feedback form is available at *mymetrobus.com/feedback* or in the drop-down menu on the homepage. Supervisors and staff are required to sort and respond to all complaints, compliments and suggestions on a daily basis. In the past year, the online feedback form was visited around 4,100 times.

The homepage also features the latest news and highlights. All public participation opportunities are posted in the "Rider Updates" section at least (30) calendar days prior to the event, as previously stated.

On average, Metro's website receives roughly 5,300 visits daily. Visitors can access the Civil Rights/ Title VI information on all every page throughout the site in both English and Spanish. The Civil Rights/ Title VI English page receives around 217 views annually.

### **Interior and Exterior Bus Advertising**

All fixed-route buses include Civil Rights/ Title VI Notice to the Public interior cards in English, Spanish and Hmong. Metro also posts important updates and notices on bus exterior advertising.

Civil Rights/ Title VI Notices are at the Metro Administration Office reception window where customers can purchase tickets, retrieve lost and found, or receive any customer service needed.

### **Bus Flyers**

Bus flyers regarding important fare, service and policy announcements are posted in the interior of the bus in English and Spanish. Riders are encouraged to take a copy with them. Per Metro's policy, flyers regarding public participation opportunities will be installed on all fixed-route and paratransit vehicles at least (10) days prior to the event.

### **Bus Stop**

Flyers are posted at stops that are affected by a (or proposed to be) service or policy update - i.e. important detours, service reductions, stop eliminations, etc.

### **Targeted Mailings**

Targeted mailings are sent for location-based feedback/communication. If affected locations are in a predominantly minority area, mailings may be provided in alternate languages or methods.



### Other Media Outlets

Metro utilizes print, radio and online paid advertisements including those with predominately minority audiences (La Movida Radio, Hmong Village News, etc). Per Metro policy, paid advertisements will appear in local media approximately (7) calendar days prior to a public input event.

### **PUBLIC PARTICIPATION AND ENGAGEMENT FOR MAJOR SERVICE CHANGE**

As a standard practice, Metro holds public hearings for all fixed route and paratransit service and policy changes, even those not considered as having a major impact.

Public hearings were held for such issues as paratransit service changing due to the expansion of Family Care and IRIS, expanding fixed-route commuter service to a neighboring community, and proposed service changes that affected ADA, LEP, minority and low-income populations.

Metro promoted each of these hearings as described earlier in this report including posting flyers on buses, legal notices and paid ads in local newspapers, targeted mailings, posting on Metro's website, series of text and email alerts as well as posts on social media. Information was also relayed to Neighborhood Resource Teams, and City of Madison alders for dissemination at the neighborhood level. Resources were available in multiple language formats including Spanish, Hmong, Mandarin and Braille.

Customers are encouraged in these notices to provide their input at the public hearing, online, in writing via mail or email, or over the phone to Metro's customer service center. Staff and the Madison Transportation Commission reviewed all comments.

After the participation and engagement processes were completed, Metro staff reviewed feedback and on occasion removed proposals from consideration based on negative comments or found disproportionate burdens.

### **EVALUATION AND UPDATE OF PUBLIC PARTICIPATION PLAN**

Metro Transit monitors and tracks all participation methods, as well as, continuously evaluates the ever-evolving population, and makes plan adjustments as necessary. Metro continues to search for new, effective communication techniques and formats to increase public awareness, accessibility and equality in all planning and decision processes.



No updates have been made since the last plan of 2017. However, this public participation plan is subject to minor changes from time to time. Updates will be made public and are subject to comment and critique.

### **DISSEMINATION OF PUBLIC PARTICIPATION PLAN**

When changes are made draft versions will be posted on its website at [mymetrobus.com](http://mymetrobus.com) for public comment. Printed versions will be made available at the Metro Administration Office or can be mailed to individual customers upon request. Customers can request a printed version by calling (608) 266-4466 or emailing [mymetrobus@cityofmadison.com](mailto:mymetrobus@cityofmadison.com).

Notices to the public that the plan will be available for review will be posted online at [mymetrobus.com](http://mymetrobus.com), on bus flyers, through email and text alerts, social media and posters at Metro's reception window. Notices will include information on how to leave feedback including use of Metro's online feedback form or how to submit by phone to Metro's customer service center or in writing by email or mail to Metro's administrative offices.



# Language Assistance Plan

## PURPOSE

The purpose of this Language Assistance Plan is to meet Federal Transit Administration’s (FTA) requirements to comply with Title VI of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color, or national origin.

Metro Transit has developed this plan to help identify reasonable steps to provide language assistance to people with Limited English Proficiency (LEP) who are seeking meaningful access to any or all of Metro’s services, benefits, information, programs, et cetera. An LEP person is defined as a person who does not speak English as their primary language and who has limited ability to read, speak, write or understand English.

## FOUR FACTOR ANALYSIS

In order to develop a comprehensive and effective Language Assistance Plan, Metro completed a full assessment of the Four Factor Analysis provided by the US Department of Transportation:

*Factor 1: The number or proportion of LEP persons eligible in the Metro Transit service area who may be served or likely to encounter a Metro program, activity, or service.*

According to 2008-2012 census data, approximately 12.9% of Madison’s population could be considered LEP in the Metro Transit service area and would be likely to encounter a Metro program, activity or service (most recent data available; next update for these estimates will follow the 2020 Census).

### Language breakdown estimates for the Madison urban area:

|               |                    |         |                           |
|---------------|--------------------|---------|---------------------------|
| Only English: | 328,790 of 377,468 | (87.1%) |                           |
| Spanish:      | 21,188             | (5.6%)  | 42% less than "very good" |
| Chinese:      | 4,899              | (1.3%)  | 51% less than "very good" |
| Hmong:        | 2,849              | (0.75%) | 35% less than "very good" |
| Korean:       | 1,799              | (0.5%)  | 58% less than "very good" |
| French:       | 1,791              | (0.5%)  | 12% less than "very good" |
| German:       | 1,752              | (0.5%)  | 15% less than "very good" |
| Hindi:        | 1,061              | (0.3%)  | 21% less than "very good" |
| Russian:      | 856                | (0.2%)  | 29% less than "very good" |
| Laotian:      | 824                | (0.2%)  | 46% less than "very good" |
| Arabic:       | 595                | (0.2%)  | 22% less than "very good" |
| Vietnamese:   | 553                | (0.2%)  | 55% less than "very good" |



*Factor 2: The frequency with which LEP persons came in contact with our transit programs, activities, or services.*

#### **Call Center Requests for Interpretation**

Metro Transit rarely receives data that indicates which LEP persons come in contact with its transit service. Metro indicates in its Ride Guide, online and other materials that interpreter services are available for all calls to its Customer Service call center. Metro receives nearly 17,000 calls monthly to its call center. On average, less than 12 calls annually requested interpreter services.

Metro strives to hire Spanish-speaking customer service reps. We have one call center representative now on staff, and since the last Title VI report, have promoted a Spanish-speaking call center representative to a marketing staff position which focuses on website and documents translation. These employees occasionally assist LEP individuals via phone calls, emails and in-person customer service assistance at our Administration Office reception desk. Metro does not track those interactions.

#### **Printed Document Translation Requests**

Translated printed information is available through the mail upon request to Metro's call center. Less than 10 requests were made to Metro's call center in 2019. Metro's paratransit biannual newsletter is also translated into Spanish and mailed to approximately 20 riders that have indicated LEP status on their application materials. The newsletter is also sent in Braille to 24 paratransit riders.

Metro has not had any request for interpreter services at any of its public meetings. Metro does have resources in place, including our Spanish-speaking marketing person on staff, that if a request was made, an interpreter could be provided. It is Metro's policy to translate and furnish any of its informational material upon request.

Metro's full website, online trip planning and bus tracking data are also available in Google Maps, which is available in multiple language formats.

*Factor 3: The nature and importance of programs, activities, or service provided to the LEP population.*



Metro provides service to residential neighborhoods, major employment centers, schools, universities, parks, and shopping venues.



Staff fully understand the importance of transit serving the LEP population so that individuals have the ability to use transit service to get to jobs, schools, stores, universities, as well as have access to after-hour school activities and other recreational activities. This importance is always top of mind when designing and implementing any potential major service or fare change policy, especially those that might have a direct effect on an LEP population.

As mentioned earlier, Metro staff sit on many Neighborhood Resource Teams (NRT) throughout the Madison area. A driving force of the NRTs is to ensure equal access to programs, activities and services in all communities. Metro often works with LEP community organizations, like Centro Hispano and Hmong Madison in conjunction with the NRTs to make sure there is equitable access for LEP communities.

*Factor 4: The resources available to our transit system and the overall cost to provide language assistance.*

Metro has appropriate vendors in place to provide language assistance upon request. Due to low volume of requests and robust City of Madison alternative language services, the cost to provide has not been an issue.

## **LANGUAGE ASSISTANCE MEASURES & TACTICS**

Metro Transit currently offers a number of language assistance services including:

### **Oral Translations**

- LEP customers who call the Customer Service call center have direct access to Spanish-speaking staff on-site and full interpreter services.
- Metro's website is completely screen-reader friendly.
- Metro Transit and the City of Madison provide free interpreter service for all public hearings and meetings upon request. All hearing and meeting announcements contain the following statement: "If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please contact Metro Transit at (608) 266-4904 at least three business days prior to the meeting."
- As a City of Madison agency, Metro Transit has full access to the City of Madison's Civil Rights Department LEP resources and guideline documents, which includes, but is not limited to:



- Document Interpreter/ Translations services (including Braille)
- Interpreter/ Translations services for events, meetings, etc. (including American Sign Language)
- Front Desk Communication Document – includes commonly used phrases in 21 different languages and a step-by-step instructional guide
- On the Phone Communication Document - includes commonly used phrases in 21 different languages and a step-by-step instructional guide
- Printable PDF Language Chart (“I speak” cards)

Resources are available upon request at the City of Madison Civil Rights Office, Metro Transit Administrative Office, or online on the City’s Intranet.

#### Written Translations

- Materials important for accessing and using Metro’s services are translated into Spanish. This includes important service fliers (i.e. changes in fare items or service), public hearing announcements and Ride Guide information. Translated materials are available online and by request. Some materials, such as supplemental school service information, is also translated into Hmong.
- Full website can be viewed in Spanish.
- Metro’s Title VI/Civil Rights Notice to Public and other policy information is available in Spanish and Hmong on our website as well as posted inside buses.
- Google Map trip planning information is available on Metro’s website in the following languages: Spanish, Chinese (simplified), Korean, French, Russian, German, Hindi, Laotian, Arabic, and Vietnamese.
- Metro continues to expand its amount of written materials available in Spanish with its bilingual marketing person.

#### Public Outreach

Metro will translate and furnish any informational material upon request. A notice of this policy is available on Page 1 of the Ride Guide), on the inside of all of our buses and online.

Metro customer service staff are also trained to identify the need for additional translated materials.



### **Metro Staff Training**

Staff that are most likely to come in contact with LEP persons. Metro's language assistance information is reviewed on an annual basis with Metro's customer service representatives and front office staff. Policies and procedures reviewed include:

- Title VI process and policy
- LEP plan
- Metro Title VI responsibilities
- Language assistance services offered
- Resources, guidelines & documents available

Staff are also trained on these subjects during New Employee Orientation, Customer Service Training and Driver Training.

### **MONITORING, EVALUATING AND UPDATING THE PLAN**

Metro Transit will review the Language Assistance Plan, Public Participation Plan and related Title VI documents annually. As new census data is released, Metro Transit staff will assess the current policies, methods and communication techniques to ensure meaningful access to benefits, services, information and other important programs/activities for LEP individuals.

Assessment will include:

- An evaluation of effectiveness (i.e. reviewing public comments/critiques, reviewing number of requests for language assistance materials, webpage hits, etc.)
- Sufficiency of staff training
- Detailed evaluation of updated LEP population data and how it affects the Four Factor Analysis
- Reviewing current sources of assistance (language assistance vendors, budget allotment, etc.)
- New opportunities for LEP communication

This language proficiency plan is subject to minor changes from time to time. Updates will be made public and are subject to comment and critique.



## DISSEMINATION OF THE LANGUAGE PROFICIENCY PLAN

This Language Assistance Plan will be available online at [mymetrobus.com](http://mymetrobus.com), along with all other Title VI documents.

This plan will also be available upon request in desired language to any person(s) requesting the document via phone, in-person, postal mail, e-mail or feedback request.

## CONTACT INFORMATION

Questions, comments and requests can be filled out online at [mymetrobus.com/feedback](http://mymetrobus.com/feedback) or sent to:

Name: Mick Rusch  
Title: Marketing and Customer Service Manager  
Address: 1245 E. Washington Ave. Suite 201, Madison, WI 53703  
Telephone: 608-266-4466  
E-mail: [mrusch@cityofmadison.com](mailto:mrusch@cityofmadison.com)



## Committee Membership

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There are two non-elected committees with membership chosen by the City of Madison.

The **TRANSPORTATION COMMISSION** is our governing body. The current membership is self-identified as:

|                 |   |
|-----------------|---|
| White females:  | 3 |
| White males:    | 5 |
| No information: | 2 |

The **TRANSPORTATION PLANNING AND POLICY BOARD** is makes transportation policy decisions within the City. The current membership is:

|                        |   |
|------------------------|---|
| White females:         | 1 |
| White males:           | 5 |
| Hispanic-Latino males: | 1 |
| Asian males:           | 1 |
| No information:        | 2 |

In order to encourage the participation of people of color on commissions,

- Committee applications from minority residents receive a high priority for consideration
- The Mayor and Mayor's staff encourage Common Council members, City managers, City staff and others in the community to recommend City residents for appointment and recommendations of minority residents are most strongly encouraged.
- During the process of developing recommendations for appointments, the Mayor's staff searches community organizations boards, neighborhood leaders, organization memberships, and all available sources for potential minority committee members.
- The City of Madison's home page includes a link to information about city committees and how to apply for appointment.



The city of Madison website also contains the following language encouraging people of color to apply:

*Committees, commissions, and boards play a significant role in helping city staff, the Common Council and the Mayor in making decisions that affect the lives of Madison residents. The City of Madison values broad participation in these bodies and highly encourages people of color, persons with disabilities and members of other traditionally underrepresented groups to apply. Committee positions are open to City of Madison residents.*



## **Monitoring Program for Subrecipients**

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In order to ensure subrecipients are complying with Title VI requirements, during periodic site visits, Metro requests a copy of their Title VI plan. Plans are reviewed by Metro's Planning and Scheduling Manager and Marketing and Customer Services Manager for approval. If any deficiencies are found, the subrecipient is asked to make updates or changes before approval.

### **List of Subrecipients**

- Dane County (5310 Mobility Management)
- Community Living Connections, LLC (5310 Vehicle purchase)
- Options Community Living (5310 Vehicle purchase)
- City of Sun Prairie (5310 Vehicle purchase)
- Young Women's Christian Association (YWCA) (STP-5307 Vehicle purchase)
- City of Stoughton (5310 Vehicle purchase)
- Colonial Club (5310 Vehicle purchase)



## **Equity Analysis for Facility Site/ Location**

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In September 2019, Metro Transit and the City of Madison Transportation Department completed an in-depth equity analysis during the project planning and evaluating stage of determining site/location of a satellite bus facility. The analysis identified the preferred site (Oscar Mayer) and four other alternative locations for review.

The analysis provides in-depth evaluations for the desired sites, including neighborhood demographic/ census tract measures, investigations into potential adverse impact causing effects (i.e. effects on employment, traffic congestion, environmental/ air quality, system, opportunity, etc.)

The analysis also summarizes the several public participation events, including but not limited to, neighborhood meetings, Walk and Talk events, and key interviews with local community partners including the nearby Job Center, Planning Councils and an Employment Training Association.

The full equity analysis for facility construction can be found in [Appendix A]





## Service Standards

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Transit's service area, for the purposes of the Transit Development Plan, is defined as

*“The geographic area within ¼-mile of a bus stop with regularly scheduled transit service throughout most of the day.”*

These service standards are met by most Metro bus stops. Additional areas are covered by peak-only service, shared-ride taxi, and specialized demand-response transportation. The service area for all routes is roughly 72 square miles. In 2019, the service area population was estimated at 249,056 persons.

### ON-TIME PERFORMANCE AND RELIABILITY

Metro has an ongoing program of on-time performance monitoring, with detail available down to the route and time of day level. On-time performance evaluation has become part of the standardized reporting for both Metro staff and for the Transportation Commission.

Since the last Title VI update, Metro has consolidated a number of bus stops around the system in order to reduce the total number of bus stops. This follows Recommendation/Standard 10 found in the TDP and is meant to improve on-time performance. Given that much of Metro's current system is timed-transfer based and routes are heavily interlined, on time performance is critical [see Appendix A].

### SERVICE AVAILABILITY

Transit service frequency is the most basic measure of level of service for transit because it determines how long people have to wait for the bus and, in some cases, if the trip can be made by bus. All routes should have a minimum frequency of one bus per hour when they are operating. Headways of more than 60 minutes represent an extremely low level of service, and fixed routes that cannot support this standard should be consolidated with other routes or deleted and replaced with flexible routes or other alternative service delivery methods. Peak morning and evening service should have a minimum frequency 30 minutes. Routes should generally have a consistent frequency throughout each time period where practical. The time periods are defined below:



**Table 1**  
**Standard Time Periods**

| Time Period     | Description  |
|-----------------|--|
| Mid-day         | Monday through Friday, 9:30 AM to 3:30 PM                              |
| Peak Period     | Monday through Friday, 6:30 AM to 9:30 AM and 3:30 PM to 6:30 PM       |
| Evening         | Monday through Friday, 6:30 PM to End of Service                       |
| Weekend/Holiday | Saturdays, Sunday, and holidays Beginning of Service to End of service |

Although frequency should be determined by demand, Table 2 lists the general ranges of frequencies for the different route categories and the 15-minute network.

The 15-Minute Network is the group of corridors in the transit system that have consistent 15-minute or better service throughout the morning and afternoon peak periods and mid-day on weekdays in both directions. This service standard allows transit riders to use the system without a schedule, which is attractive for occasional transit users making a variety of transit trips. The 15-minute headways may be provided by one route or a group of two or three routes, but the service must not contain any service gaps that are 20 minutes or longer.

The current 15-minute network primarily consists of the central transit corridor (University Avenue and Johnson Street, State Street, and the Capitol Square), University Avenue from Highland Avenue to Breeze Terrace, Johnson Street and Gorham Street as far out as Baldwin Street, Jenifer Street as far out as Baldwin Street, and Route 80. Consistent 15-minute service is also available from the West Transfer Point and Hill Farms to central Madison. The 15-minute service network should be maintained, expanded, and promoted when opportunities arise.



**Table 2**  
**General Frequency Guidelines for Each Route Category**

| Route Category           | Headway (minutes) |         |                 |
|--------------------------|-------------------|---------|-----------------|
|                          | Peak              | Mid-day | Evening/Weekend |
| <b>Core Routes</b>       | 15 - 30           | 15 - 30 | 30              |
| <b>Peripheral</b>        | 30                | 30 - 60 | 60              |
| <b>Commuter</b>          | 15 - 30           | None    | None            |
| <b>Circulator</b>        | 10 - 20           | 10 - 20 | 15 - 30         |
| <b>15-Minute Network</b> | 7.5 - 10          | 10 - 15 | 15 - 30         |

In general, no transit corridors should have headways that are less than five minutes because the service would normally be better utilized to improve frequency in other parts of the system. Corridors with many overlapping routes resulting in excessively short headways may be consolidated to improve system efficiency. Headways less than five minutes are likely unavoidable through the Madison central business district (CBD) during peak periods. However, these core areas have the highest level of ridership in the system, and the routes often require “extra” buses to handle overloads, so very high frequencies are generally warranted. An optimal solution would be the use of articulated, 60-foot buses to provide more capacity, but Metro’s current garage and storage facility are not capable of accommodating these larger buses.



**Table 3**

**Productivity Standards and Frequency Change Prompts**

| Average Productivity*    |                    |           |                                 |
|--------------------------|--------------------|-----------|---------------------------------|
| Route Category           | Increase Frequency | No Change | Reduce Frequency or Restructure |
| <b>Core Routes</b>       | More than 50       | 25 – 50   | Less than 25                    |
| <b>Peripheral Routes</b> | More than 50       | 25 – 50   | Less than 25                    |
| <b>Commuter Routes</b>   | More than 50       | 25 – 50   | Less than 25                    |
| <b>Circulator Routes</b> | More than 80       | 40 - 80   | Less than 40                    |

*\*Boardings per revenue service hour, weekdays in March or October including AM peak, mid-day, and PM peak.*

It should be noted that the prompts displayed above are guidelines only; equity considerations may well take precedence over productivity measures.

**Vehicle Loads**

Route design, frequency, and scheduling are intended to minimize overcrowding, which can result in pass-ups, lateness, excessive standing, inability to accommodate wheelchairs and strollers, and safety concerns. Metro’s current fleet of 40-foot buses accommodates 35-38 seated passengers and room for additional standees. The peak loads on all trips should not exceed 55 to 60 riders at the maximum point. To the extent possible, standing loads for more than 15 minutes should be avoided.

**Service Span**

The hours of service operation should match the ridership demand generated by the land activities and the route function. Service periods should also accommodate the travel needs of persons who depend on the transit system as their primary means of transportation to the extent possible. The system as a whole should have a consistent span so that riders can count on routes operating until a predictable, standard time. The span of commuter service may be tailored to the specific employment centers that they serve. Table 4 shows the desirable service span for each route category. This goal shows longer service spans than Metro’s existing service provides, including the extension of weekday service to 1:00 AM and the extension of



Saturday/Sunday/Holiday service to midnight to serve the needs of second shift workers and others that need to travel late at night.

**Table 4**  
**Desirable Service Span**

| <b>Route Category</b>    | <b>Weekday</b>                 | <b>Weekend/Holiday</b> |
|--------------------------|--------------------------------|------------------------|
| <b>Core Routes</b>       | 5:30 AM – 1:00 AM              | 7:00 AM – 12:00 AM     |
| <b>Peripheral Routes</b> | 5:30 AM – 1:00 AM              | 7:00 AM – 12:00 AM     |
| <b>Commuter Routes</b>   | 6:30 – 9:30 AM, 3:30 – 6:30 PM | None                   |
| <b>Circulator Routes</b> | Varies                         | Varies                 |

**Service Change Prioritization**

Service changes generally consist of adding service, removing service, or changing service in response to budgeting needs, changes in ridership patterns, or other needs. The prioritization of these needs is outlined below in Table 5.



**Table 5**  
**Service Change Prioritization**

| #  | Goal  | Example  |
|----|---|--|
| 1  | Bring existing service into compliance with minimum service standards                         | Adjust the frequency and span to meet the minimum service level for the route category or corridor |
| 2  | Improve travel times  | Reduce walking distance, wait time, or in vehicle travel time                                      |
| 3  | Improve transit reliability   | Reduce late buses or missed connections  |
| 4  | Improve usability of the system   | Make the system simpler to use or reduce transfers   |
| 5  | Reduce overcrowding   | Shift resources from underutilized service to overcrowded service                                  |
| 6  | Increase service coverage   | Add new service to outlying communities or peripheral residential areas                            |
| 7  | Increase accessibility to employment, school, shopping, and services                          | Add new peak period reverse-direction service  |
| 8  | Improve cost effectiveness  | Implement no-cost or cost-saving improvements  |
| 9  | Improve mobility in areas with concentrations of low-income and transit dependent populations | Improve service in underserved peripheral neighborhoods with low auto ownership                    |
| 10 | Reduce congestion on high traffic volume roadways   | Increase transit use on congested corridors identified in the Congestion Management Plan           |



## Service Quality/ Policies

### BUS STOP CONSIDERATIONS

Metro Transit operates 64 fixed routes within a service area of 72 square miles, serving over 2,100 bus stops. To improve passenger comfort and system navigability, Metro Transit invests in transit amenities at our bus stops. Metro has more than 230 shelters. In addition, there are approximately 20 privately provided shelters where Metro maintains maps and schedule displays. Each bus stop is unique, and Metro Transit’s Bus Stop Guidelines help determine how Metro invests in each location.

Bus stop spacing involves a trade-off between area coverage with convenient pedestrian access to transit and the speed/reliability of the transit service. Bus stops placed excessively close together may result in a higher number of starts and stops that increase travel time. Bus stops that are spread too far apart may increase the walking distance or reduce the ¼-mile coverage area of the transit system.

The central Madison corridors consist of a variety of higher speed urban arterials (East Washington Avenue, Park Street, and University Avenue) and lower speed streets (Jenifer Street, Johnson/Gorham streets, Mills Street, and Monroe Street). Madison’s geography is relatively free of bridges, open space, steep topography, and other features that would necessitate more closely or widely spaced stops that would influence this analysis.

**Table 6**  
**Bus Stop Spacing Guidelines**

| Route Category           | Bus Stop Spacing Guidelines   |
|--------------------------|---|
| <b>Core Routes</b>       | 3/16 to 1/4 mile (330-440 yards), no stops should be less than 1/8 mile (220 yards).  |
| <b>Peripheral Routes</b> | 3/16 to 1/4 mile (330-440 yards), no stops should be less than 1/8 mile (220 yards). Flexible routes may have <b>flag stop</b> service where passengers may request a stop anywhere along the line. |
| <b>Commuter Routes</b>   | 3/16 to 1/4 mile (330-440 yards), no stops should be less than 1/8 mile (220 yards). Limited stop service should be 1/2 to one mile and express service may have no stops.                          |
| <b>Circulator Routes</b> | 3/16 to 1/4 mile (330-440 yards), no stops should be less than 1/8 mile (220 yards).  |



In general, the higher speed roadways in central Madison have a longer average stop spacing (0.14 to 0.18 miles) than do lower speed roadways (0.10 to 0.12 miles). Exceptions occur at Linden Drive and Observatory Drive – the routing for part of Route 80 – where stops are 0.15 miles apart, on average. The peripheral corridors, which

are mostly higher speed roadways, generally have a longer average stop spacing (0.14 to 0.20 miles) than the central corridors. Unsurprisingly, central Madison corridors generally have a higher average number of boardings per stop: 16 to 90 average boardings per weekday (excluding the Madison CBD and UW Campus) compared to 12 to 27 on peripheral corridors.

Bus stops should be sited so that they meet bus stop spacing goals while also maximizing the utility for transit passengers. The considerations in Table 6, along with judgment, should be used to site bus stops.

**Table 7**  
**Bus Stop Spacing Analysis**

| Corridor                      | From       | To             | Avg Weekday Boarding Per Stop | Total Distance (miles) | Number of Stops | Average Spacing (miles) |
|-------------------------------|------------|----------------|-------------------------------|------------------------|-----------------|-------------------------|
| <b>Central Madison</b>        |            |                |                               |                        |                 |                         |
| University / Johnson          | Randall    | State          | 425                           | 1.99                   | 16              | 0.12                    |
| Linden / Observatory          | Charter    | University Bay | 316                           | 2.63                   | 18              | 0.15                    |
| E Washington Ave (Isthmus)    | Webster    | Milwaukee      | 37                            | 4.73                   | 27              | 0.18                    |
| Johnson / Gorham              | Cap Sq     | First          | 67                            | 3.47                   | 28              | 0.12                    |
| Jenifer St                    | Baldwin    | Blount         | 27                            | 1.49                   | 15              | 0.10                    |
| Park St                       | University | Wingra         | 78                            | 2.58                   | 18              | 0.14                    |
| Mills St                      | University | Erin           | 33                            | 1.74                   | 15              | 0.12                    |
| Monroe St                     | Breese     | Glenway        | 16                            | 3.04                   | 25              | 0.12                    |
| University Ave                | Breese     | Segoe          | 90                            | 2.98                   | 21              | 0.14                    |
| <b>Peripheral Madison</b>     |            |                |                               |                        |                 |                         |
| Mineral Point Rd              | Gammon     | Toepfer        | 12                            | 5.99                   | 30              | 0.20                    |
| Allied / Red Arrow            | Thurston   | Thurston       | 18                            | 2.50                   | 18              | 0.14                    |
| Raymond Rd                    | Whitney    | McKenna        | 16                            | 1.99                   | 12              | 0.17                    |
| Northport Dr                  | Packers    | Kennedy        | 23                            | 3.05                   | 16              | 0.19                    |
| E Washington Ave (East Towne) | Milwaukee  | Eagan          | 27                            | 5.33                   | 27              | 0.20                    |
| Thompson Dr                   | Swanton    | Lien           | 10                            | 2.73                   | 18              | 0.15                    |





**Table 8**  
**Factors for Locating Bus Stops**

| Consideration           | Discussion  |
|-------------------------|---|
| <b>Ridership</b>        | Bus stops should be located where transit ridership is the highest relative to adjacent stops. High ridership areas do not necessarily need more bus stops than lower ridership areas.  |
| <b>Attractions</b>      | Bus stops should be located close to ridership generating attractions, such as schools, retail and employment centers, and apartment buildings, to the extent practical.  |
| <b>Street Crossings</b> | Bus stops should be located where transit riders have access to the safe and convenient street crossings, to the extent practical. Facilities that support safe and efficient street crossings are traffic signals, marked crosswalks, and bicycle/pedestrian overpasses. |
| <b>Operations</b>       | Bus stops should be located where bus operators can easily enter and exit the stop with minimal delay and without excessive negative impacts on other traffic.  |
| <b>Other</b>            | Other factors may be used to determine the best placement for bus stops, including future land use plans, amenities for waiting passengers, lighting, bicycle parking, and community input.   |

**Table 9**  
**Bus Stop Amenity Recommended Criteria (TDP)**

| Amenity  | Daily Boardings |
|----------|-----------------|
| Sign     | All bus stops   |
| Platform | All bus stops   |
| Bench    | 15 or more      |
| Schedule | 15 or more      |
| Shelter  | 30 or more      |

**Boarding Platforms**

Many Metro bus stops are equipped with a concrete boarding platform or other hard, flat surface and are wheelchair-accessible. Some stops throughout the system have turf or other materials and are not wheelchair accessible. Metro has a goal of having ADA-accessible boarding areas for all bus stops. Upgrading of stops to ADA standards is done annually through the city’s ongoing curb & sidewalk maintenance program. The Madison Common Council has funded a five year program of bringing all stops up to ADA standards. Substantial progress has been made since the program began in 2018.



### Shelters and Benches

Of Metro's over 2,100 bus stops, 235 have shelters. Six different general shelter designs can be found at bus stops. The number of shelters in service has remained constant since the previous update. Shelter descriptions are as follows:

- 8 – The four Metro Transit bus transfer stations each have two passenger shelter units, installed subsequent to their original opening date.
- 88 – The standard Metro design that was installed in the late 1970s and early 1980s was a standard black bus shelter with a domed roof. General wear and tear is visible on many of these shelters. Metro received a \$200,000 federal 2011 State of Good Repair grant to improve bus shelters, which it plans to use in conjunction with local funding to rehabilitate many of these shelters and add lighting.
- 31 – Modern Metro shelters were installed on East Washington Avenue and in other locations throughout the City of Madison.
- 18 – Older silver shelters were installed by the University of Wisconsin (UW) primarily in the campus area with a similar design to the black Metro standard design from the 1970s.
- 47 – The UW has replaced many of the older silver bus shelters on campus with new black shelters with a unique design. This design features the UW Madison insignia, and the UW plans to replace the remaining older silver shelters as funding allows.
- 13 – When the State Street Mall was constructed in the 1970s, it included the construction of brick bus shelters on State Street and the Capitol Square. These structures were replaced with modern, unique glass and steel shelters during the rehabilitation of State Street in the mid-2000s.
- 10 – Three of the municipalities bordering the City of Madison, that contract for Metro Transit service, have acquired and maintain passenger waiting shelters at bus stops that fall under their jurisdiction (Fitchburg, Middleton and Verona). The design of these shelters varies.
- 20 – The City of Madison has encouraged private developers to install and maintain passenger shelter units at bus stops adjacent their property, as part of redevelopment projects. The design of these shelters varies.



Most shelters contain built-in benches, transit system maps, and printed bus arrival times. Three shelters on the Capitol Square (Main and Carroll, Mifflin and Pinckney,

and Pinckney and Main) have electronic message boards that display real-time bus arrival times. Metro generally installs shelters at high-ridership stops or stops that function as informal transfer points where riders may have a longer wait. Other shelters are placed based on a variety of factors by request.

## **BUS STOP AMENITIES**

### **Methodology**

In determining amenities at bus stops, Metro's planning staff takes multiple factors into consideration. The location of the stop is of particular importance. Bus stops are located in the public right-of-way (ROW). In some cases, where limited ROW is available, bus stops may be located partially or fully on private property with owner permission. In other instances, limited ROW and a fully built-up urban environment leave little room for amenities even at highly used bus stops.

In addition to assessing available ROW at stops before placing amenities, planning staff will consider adjacent property use, stop ridership, access to popular destinations, proximity to other stops and existing infrastructure.

Another consideration is accessibility. In any bus stop improvement project, all investments will be made ADA accessible. Sites with connecting sidewalks, curb ramps and concrete pads will be prioritized for investment above sites without existing ADA infrastructure. On an ongoing basis, Metro Transit is partnering with the communities where we provide transit service to invest in basic accessible infrastructure near stops to make further improvements.

### **Bus Stop Pads**

If there is not a shelter at the stop, the minimum size of concrete pads is 5'6" minimum width parallel to the street and 8' length from curb back to/including sidewalk.

### **Shelters**

Shelter sizes can vary, but the typical dimensions are 6' x 11'. Required infrastructure includes a 5' x 8' concrete boarding area, an 8' x 13' concrete pad for shelter installation, and a minimum of 2' to 3' of unobstructed pedestrian throughway depending on shelter orientation. All shelters are equipped with benches, a system map, and a schedule of the arrival times for all routes serving that stop.



### **Benches**

Bench types and sizes vary, but the typical required infrastructure includes a 5' x 8' concrete boarding area, a 9' x 3' concrete pad for bench installation, and a minimum of 3' of unobstructed pedestrian throughway.

### **Trash Bins**

Trash bins are provided on an as needed basis at bus stops.

### **Lighting**

Metro bus shelters continue to be upgraded to add solar lighting.

### **Schedules**

Schedules of the arrival times of all buses serving the bus stop are installed at heavily used bus stops.

### **Live Arrival Digital Displays**

Electronic signs displaying real time arrival information are installed at the four transfer points and the seven high capacity bus stops on the Capitol Square.

## **PARK-AND-RIDE LOTS**

Metro currently provides service to three officially designated park-and-ride lots. One is the North Transfer Point, one was added in the suburban partner community of Sun Prairie in 2019, and the other is a state owned facility called the Dutch Mill Park-and-Ride. It is located in southeast Madison near the intersection of USH 51 (Stoughton Road) and USH 12/18 (the Beltline Highway). The Dutch Mill Park-and-Ride is also used by intercity bus service.

Unofficial commuter parking and transit use is known to occur, increasing the strain on parking resources in some Madison neighborhoods. Metro continues to explore additional park-and-ride lot locations. Besides Metro buses, park-and-ride lots serve other programs that encourage higher-occupancy vehicles, most notably by providing convenient transfer points for carpools and vanpools. The Dutch Mill Park-and-Ride, in particular, is heavily used by car/vanpool users and by various intercity bus riders. Van Galder Bus Company and other intercity bus company users pay Metro for part of the maintenance costs for the lot.



There is also a state owned park-and-ride lot within the American Center on Madison's Northeast side near USH 151. It is served all day, every day by circulator Route 26, which is funded by the University of Wisconsin Hospital. Another state owned park & ride lot exists near the intersection of Verona Avenue and Old CTH PB in Verona. During 2018, pedestrian amenities were added to improve access to nearby bus stops for Routes 55 and 75.

### **TRANSFER POINTS**

Metro has four major transfer points. Almost all routes that serve transfer points terminate and lay over there. The transfer points are located on the east, north, south, and west sides of Madison and are named based on their locations (e.g., East Transfer Point).

The four original transfer points were located in sites intended to achieve uniform route lengths and cycle times between them necessary for the timed-transfer system, to minimize the travel time to central Madison without introducing excessive new circuitous routing, to minimize bus volumes and impacts on residential streets, and to provide high levels of transit service to activity centers such as shopping malls.

Amenities at each transfer point include a covered canopy, wind-screens, benches, real-time electronic bus schedule information, lighting, security cameras, and other security measures.

The Capitol Square does not have a timed transfer associated with it, although many core routes that serve it arrive and depart at about the same time. Additionally, the East Towne stop serves as an informal transfer point for Routes 6, 20, 26, 30, and 36.

### **VEHICLE ASSIGNMENT**

Metro's fixed-route fleet is uniform; composed entirely of standard 40-foot, ADA-compliant, low floor, ramp-equipped coaches. Vehicle assignments are based on block length; the longest blocks in terms of daily mileage and/or service hours will be assigned the newest buses. The peak-period commuter routes and supplemental school day routes will generally be assigned the oldest buses in the fleet. As a result of this assignment method, newer buses will be distributed throughout the service area throughout the day on the core and peripheral routes. The oldest buses are on the street only during the a.m. and p.m. peak periods, primarily for commuter routes.



## **PRINTED MAPS, SCHEDULES AND SIGNS**

Metro's printed materials are given to local business and organizations across our service area as requested. Every year, Metro's Marketing team coordinates with various organizations to provide printed materials to:

- Universities such as, Madison College, The University of Madison-Wisconsin, Edgewood College, Wisconsin English as a Second Language Institute
- Madison Public Libraries
- Madison DOT
- Local shopping centers such as, Hilldale Mall, West and East Towne Malls, Metro sales outlets
- City of Fitchburg Town Hall
- Hospitals such as, Meriter, UW-Hospital, SSM Health- St. Mary's
- Various apartment complexes and property management companies
- The Goodman Community Center
- Attic Correctional Services
- South Madison Coalition of the Elderly
- Various State of Wisconsin Departments

Due to the increasing use of electronic schedule information, Metro has decreased the number of printed maps and schedules ordered. However, we will continue to offer these to our customers who do not use electronic versions of our schedule information.

## **DIGITAL DISPLAYS**

Real-time arrival electronic signs are located at stops where there are a high number of routes and buses intersecting, such as the Capitol Square and the four transfer points. There are two TV displays at each transfer point, and seven total signs at shelters on the Capitol Square.



## Demographic Ridership and Travel Patterns

A comprehensive, on-board ridership survey was conducted in 2016. The onboard survey focused upon Metro Transit Routes 1 through 75, not including the University of Wisconsin campus routes.

An equity analysis was conducted on the data collected from the roughly 5,900 usable survey responses. The results from the analysis, along with updated demographics vs. service level maps can be found in [*Appendix B*].



## Major Service Change Policy

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Metro Transit's Major Service Change Policy in compliance with applicable federal requirements (Title VI of the Civil Rights Act 1964, 49 CFR Section 21 and FTA Circular 4702.1B). The Federal Transit Administration (FTA) requires that recipients of FTA funding prepare and submit service equity analyses for proposed major service changes. The purpose of this policy is to establish a threshold that defines a major service change and a recipient's definition of an adverse effect caused by a major service change.

Currently, Metro Transit will consider any service changes that qualify for a public hearing as "major" and in need of analysis under Title VI. Service changes that require a public hearing are currently defined as:

- The establishment of new bus routes
- A substantial geographical alteration on a given route of more than 25% of its route miles
- The elimination of any bus service
- A major modification which causes a 25% or greater change in the number of daily service hours provided

All major service changes will be subject to an equity analysis which includes an analysis of adverse effects. An adverse effect is defined as a geographical or temporal reduction in service which includes but is not limited to: elimination of a route, rerouting an existing route and a decrease in frequency. Metro Transit shall consider the degree of adverse effects, and analyze those effects, when planning major service changes.

Metro is in the process of developing an even more rigorous equity analysis to be employed for service changes as described above.





## Disparate Impact Policy/ Disproportionate Burden Policy

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Metro Transit has established this Disparate Impact/Disproportionate Burden Policy in compliance with applicable federal requirements (Title VI of the Civil Rights Act 1964, 49 CFR Section 21 and FTA Circular 4702.1B).

### Service Changes:

The FTA Circular 4702.1B, requires that recipients of Federal Transit Administration funding prepare and submit service equity analyses for proposed major service changes (defined in Metro Transit's Major Service Change Policy).

The purpose of this policy is to establish a threshold which identifies when the adverse effects of a major service change (defined in Metro Transit's Major Service Change Policy) are borne disproportionately by minority populations.

The Disparate Impact threshold is described as follows for Metro Transit: Should the burden of any major service change require a minority population/ridership (33% threshold) to bear adverse effects greater or less than 2% than those borne by the non-minority population/ridership, that impact will be considered a disparate impact.

### Minority Population Definitions:

Minority Ridership identified as part of 2016 On-Board Survey for Metro Transit's Fixed Route System:

- Black/ African American
- American Indian/ Alaska Native
- Asian
- Hawaiian Native/ Pacific Islander
- Other
- Two or more races
- Hispanic, Latino or Spanish Origin

*\*Based on Census Data %*

Should a proposed major service change result in a disparate impact, Metro Transit will consider modifying the proposed change to avoid, minimize or mitigate the disparate impact of the change. If Metro Transit finds potential disparate impacts and then modifies the proposed changes in order to avoid, minimize, or mitigate potential disparate impacts, Metro Transit will reanalyze the proposed changes in order to



determine whether the modifications actually removed the potential disparate impacts of the changes.

Metro Transit may find that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the transit provider's legitimate program goals.



## **Results of Service Equity Analyses Conducted Since June 2017**

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Metro Transit has not initiated any changes to the routes or schedules that meet the adopted threshold for a full equity analysis since 2017.



## Public Participatory Procedures for All Proposed Fare Changes

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All staff recommendations for fare increases will be presented to the Transportation Commission (TC). A public hearing will be held about the proposed changes if so requested by anyone with a significant economic, social or environmental interest in said changes. The hearing shall be held in a facility accessible to persons with disabilities.

A detailed legal notice will be published in the City's official paper. This notice will inform the public of the proposed change(s) and the scheduled date, time, and location of the public hearing. The notice will also indicate the location of building's accessible entrance and will state that if someone needs an interpreter, materials in alternate formats or other accommodations to access this hearing, they should contact Metro Transit at (608) 266-4904 at least ten (10) days prior to the hearing date so that proper arrangements can be made in a timely fashion. Efforts will be made to publish the public hearing notice approximately thirty (30) calendar days prior to the hearing.

A news release will be distributed to all local media via the City of Madison's electronic news release dissemination system. In addition, approximately (14) calendar days prior to the public hearing, staff will distribute news release using all available information distribution systems and processes available including but not limited to Metro Transit's website, text and email subscription lists, social media postings, and any other future information dissemination systems that Metro may utilize. Staff will maintain a list of all outreach efforts.

Flyers will be installed on all Metro Transit vehicles approximately ten (10) calendar days prior to the public hearing. Paid advertisements will appear in the City's official paper approximately seven (7) calendar days prior to the public hearing.

The TC will consider the views of all who comment on proposed fare increases or service reductions prior to its voting on the adoption of staff's recommendations. If deemed appropriate, the TC will modify the proposed changes prior to adoption. If a public hearing is held regarding a reduction in service, and if it is the consensus of the public that fares should be increased in order to avoid a reduction in service, and if the TC decides to adopt a fare increase instead of a reduction in service, a second public hearing need not be conducted in order to gather public comments on the fare increase.

However, if the public does not comment on or is not in consensus as to whether fares should be increased in order to avoid a service reduction, yet the TC decides that it



would prefer fare increases to staff's proposed service reductions, a second public hearing would be held in order to gather public comments on said changes to staff's recommendations.

The TC will submit a report on the approved changes to the Common Council which can request that the TC reconsider its vote.

The TC meetings are open to the public and, therefore, noticed according to the State of Wisconsin's Open Meeting Law.



# Fare Equity Policy

## PURPOSE

The FTA Circular 4702.1B, requires that recipients of Federal Transit Administration funding prepare and submit fare equity analyses for all proposed fare changes. The purpose of this policy is to establish a threshold which identifies when the adverse effects of a fare change are borne disproportionately by minority populations and low-income populations.

For purposes of this policy, low income population is defined as any readily identifiable group of households who are at or below 150% of the Department of Health and Human Services Poverty Guidelines.

| Persons in Household | 48 Contiguous States and D.C. Poverty Guidelines (Annual) |          |          |          |          |           |           |           |
|----------------------|---|----------|----------|----------|----------|-----------|-----------|-----------|
|                      | 100%  | 133%     | 138%     | 150%     | 200%     | 250%      | 300%      | 400%      |
| 1                    | \$12,760  | \$16,971 | \$17,609 | \$19,140 | \$25,520 | \$31,900  | \$38,280  | \$51,040  |
| 2                    | \$17,240  | \$22,929 | \$23,791 | \$25,860 | \$34,480 | \$43,100  | \$51,720  | \$68,960  |
| 3                    | \$21,720  | \$28,888 | \$29,974 | \$32,580 | \$43,440 | \$54,300  | \$65,160  | \$86,880  |
| 4                    | \$26,200  | \$34,846 | \$36,156 | \$39,300 | \$52,400 | \$65,500  | \$78,600  | \$104,800 |
| 5                    | \$30,680  | \$40,804 | \$42,338 | \$46,020 | \$61,360 | \$76,700  | \$92,040  | \$122,720 |
| 6                    | \$35,160  | \$46,763 | \$48,521 | \$52,740 | \$70,320 | \$87,900  | \$105,480 | \$140,640 |
| 7                    | \$39,640  | \$52,721 | \$54,703 | \$59,460 | \$79,280 | \$99,100  | \$118,920 | \$158,560 |
| 8                    | \$44,120  | \$58,680 | \$60,886 | \$66,180 | \$88,240 | \$110,300 | \$132,360 | \$176,480 |

Add \$4,480 for each person over 8

## Basis for Policy Standards

Periodically, Metro Transit will make adjustments to transit fares in order to generate revenues to help sustain transit service operations. Federal law requires Metro Transit to prepare and submit fare equity analyses for all potential transit fare adjustments, as outlined in Federal Transit Administration (FTA) Circular 4702.1B.

## MINORITY DISPARATE IMPACT AND LOW-INCOME DISPROPORTIONATE BURDEN POLICIES

To eliminate confusion and address concerns brought up during the course of its last fare increase process, Metro has updated its disparate impact and low income disproportionate burden fare equity policies in 2017. For clarity, Metro is using the



term “equity sensitive fares” to represent both fares utilized by minority and low income riders.

#### Equity Sensitive Fare Policy:

1. Equity sensitive fares will not increase any higher than the lowest percentage increase of any non-equity sensitive fare type.
2. If the lowest percent increase to a non-equity fare is 0%, then no equity sensitive fares would increase.
3. All efforts will go to ensuring that increases to equity sensitive fares will be kept to minimum amounts.

*Example: A fare increase is proposed for several non-equity sensitive fare types. Percentage increases range from 5% - 15%. If additional revenue is needed, an increase to an equity sensitive fare would not be more than 5%.*

If any part of the policy is unachievable or causes administrative burden, Metro staff will offer a full explanation to the Transit and Parking Commission as to the reasons of extraordinary measures that necessitate a fare increase to equity sensitive items. When this occurs, staff will utilize its public outreach plan procedures to present this proposal to the public. The public will be asked for comments and suggestions on how a fare increase should be structured in order to reach the assigned budget amount.

Related to this policy, Metro continues to offer its Low-Income Pass program which allows low-income riders to purchase 31-day passes at a 50% discounted rate. Riders need to self-certify that their household income is at or below 150% of the national poverty level.

#### Identifying Equity Sensitive Fares

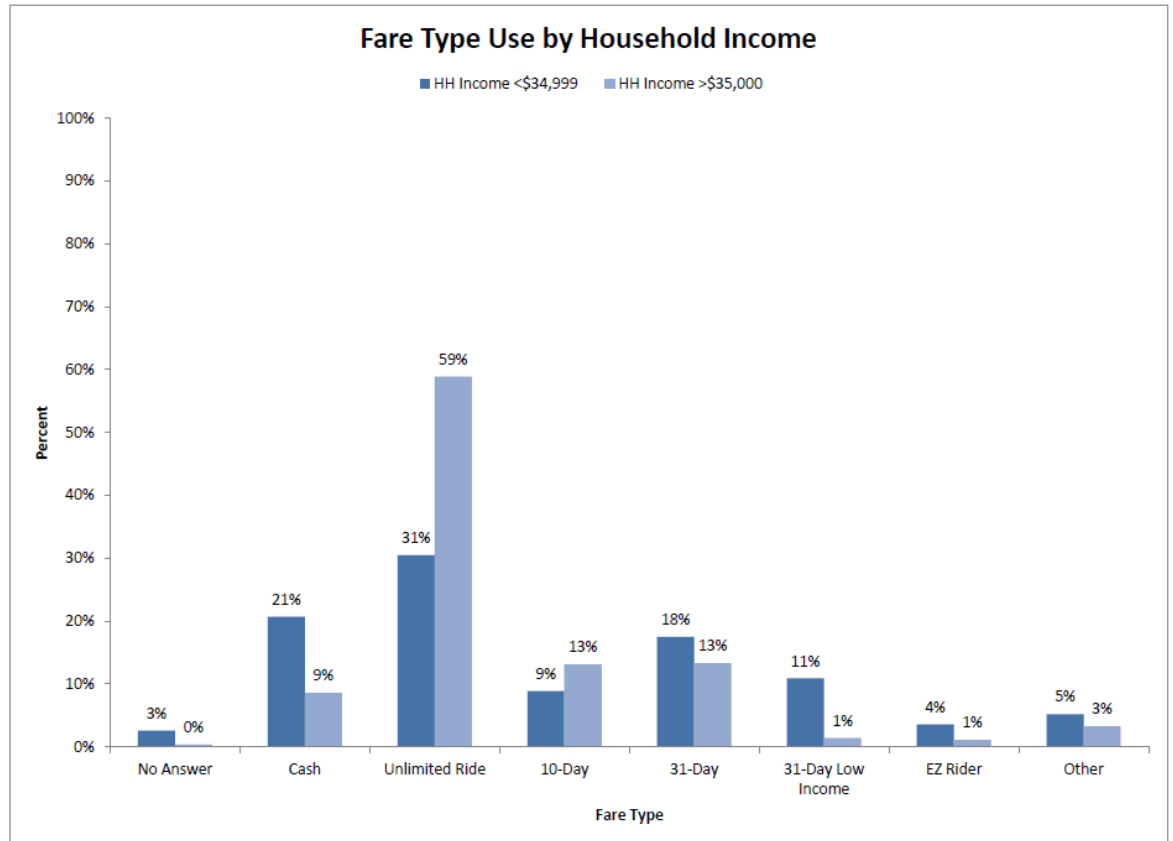
The following definition is used to determine equity sensitive fares.

**Low income Use Fare:** Low income ridership using a certain fare is 5% higher than ridership of non-low income riders.

**Minority Use Fare:** Minority ridership using a certain fare is 5% higher than ridership of non-minority riders.

For simplicity’s sake, Metro considers both definitions to be considered “equity sensitive fares” as explained above. Metro conducted an onboard survey in 2015 that collected data related to fare type, racial identity, and income level.





Metro Transit On-Board Survey 2015 # of Respondents with Income <\$34,999: 6,315 # of Respondents with Income >\$35,000: 10,642 University Students not included in analysis.

**Fare Use by Income**

As explained above, Metro uses 150% of the Department of Health and Human Services Poverty Guidelines as definition to determine whether a rider is low income. For a household of one that was \$17,655. The lowest two salary categories tabulated in the onboard survey were “less than \$15,000” and less than “\$35,000. Staff used “less than \$35,000” data to determine low income use fares.

Based on Metro’s definition of low-income use fare (low income ridership using a certain fare is 5% higher than ridership of non-low income riders), the following items are considered low income use fares:

**Cash**

- Low Income Use: 21%
- Non-Low Income Use: 9%





**Low-Income 31-Day Passes**

Low Income Use: 11%  
Non-Low Income Use: 1%

**Senior/ Disabled 31-Day Passes**

Data was not gathered on specific use of the 31-day senior/disabled pass. Since this specific data was not available, staff considered senior/disabled 31-day passes to also be used by low income riders.

**31-Day Passes\***

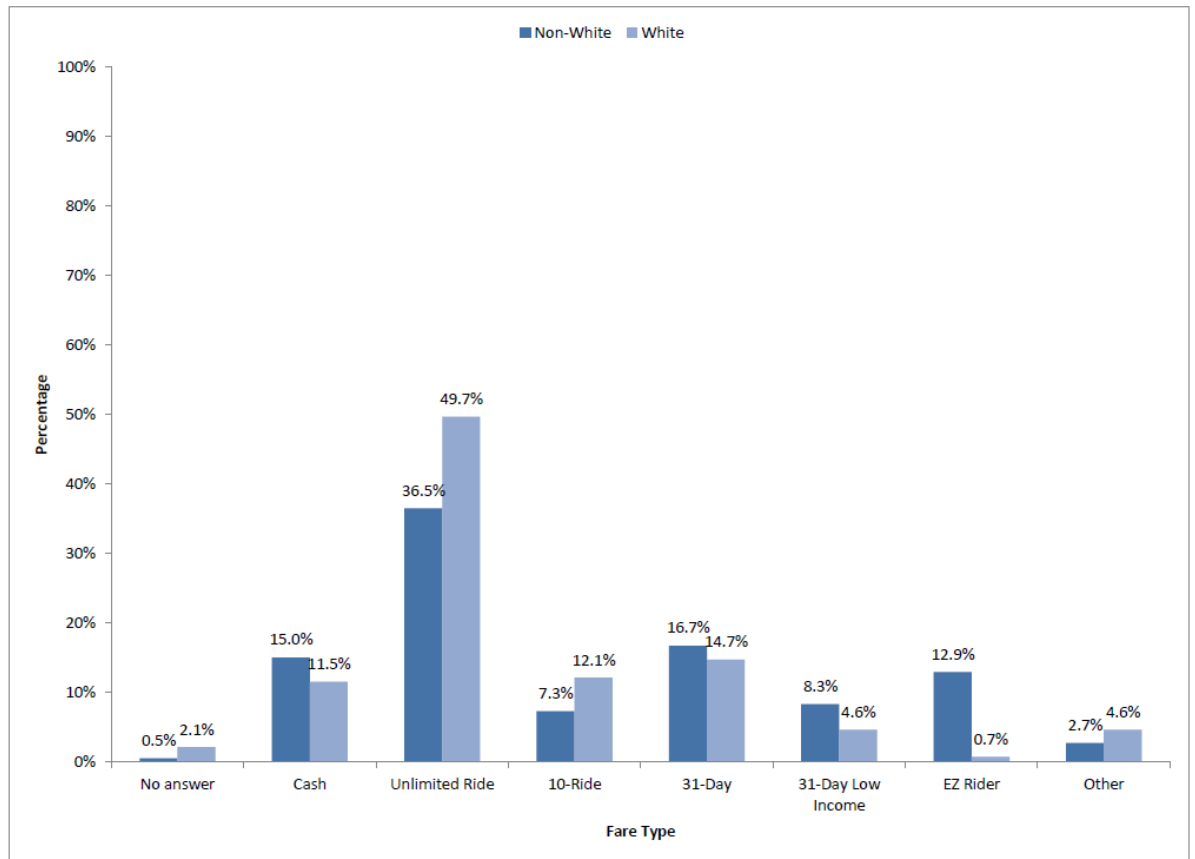
Low Income Use: 18%  
Non-Low Income Use: 13%

*\*Staff did not have perfect data that fully showed the use of 31-day passes by income level. Metro also has a 31-day senior/disabled pass that was not accounted for in the data. Since this specific data was not available, staff consider both the 31-day pass and senior/disabled 31-day passes to potentially be used by low income riders.*



### Fare Use by Race

Based on Metro’s definition of minority use fare (minority ridership using a certain fare is 5% higher than ridership of non-minority riders), the following are considered minority use fares:



Metro Transit On-Board Survey 2015 Non-White Respondents: 5,934 White Respondents: 15,600 University students not included in analysis.

### Youth Passes/ EZ Rider

Minorities: 12.9%  
 Non-Minorities: 1%

### Note on University Student Data:

Data collected from University students is not used in Metro’s determination of equity sensitive fares due to majority of college students utilizing unlimited ride passes.

Due to bulk purchase discounts, these unlimited ride passes are Metro’s cheapest adult fare. Bulk purchase discounts are not given to the general public. Metro



concluded that only fares available to the general public should be consider in the equity sensitive fare determination.

Metro's onboard data was collected in collaboration with the Madison Area Transportation Planning Board (MPO). MPO staff have excluded university students from their household income charts and have cautioned Metro staff in using this data for its fare analysis. The MPO found that asking students to provide household income numbers is challenging for many reasons. For the consistency of data, students would need to report income of roommates as household income. Many students might not know this number or be willing to share. Other students may have included their parents' income or reported their income as low, but are actually financially supported by relatives.



## **Results of Fare Equity Analyses Conducted Since June 2017**

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Metro did not make changes to the fare structure in the 2017-2019 timeframe.



## Public Engagement Process for Setting Previous Five Policies

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Metro Transit will post draft electronic versions of any changes to these plans on its website at [mymetrobus.com](http://mymetrobus.com) for public comment. Printed versions will also be mailed to individual customers upon official request to Metro's customer service center. Customers can request a printed version of the plan by calling (608) 266-4466 or emailing [mymetrobus@cityofmadison.com](mailto:mymetrobus@cityofmadison.com).

Notices to the public that the plan is available for review will be posted online at [mymetrobus.com](http://mymetrobus.com), on bus flyers, through email and text alerts, via Twitter and Facebook, an announcement recording to Metro's call center, and on a poster at Metro's reception window. Notices will include information on how to leave feedback including use of Metro's online feedback form, written comments that can be mailed or emailed to Metro's administration office, or via phone call to Metro's customer service center.

Once the public has had a chance to comment, Metro will submit an updated version to the Madison Transportation Commission for approval, where the public will have an additional chance to make a comment.



## **Service and Fare Equity for Any New Fixed Guideway Capital Projects**

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There have been no new fixed guideway capital projects since Metro's last Title VI submission in 2017.



## APPENDIX A

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A-1: Title VI Interior cards/ announcement in Ride Guide

A-2: Metro Transit Title VI Complaint Form

A-3: TC Board minutes – October Approval for Title VI Policy Updates. (This will be added upon approval.)

A-4: TDP recommendation for bus stop consolidation

A-5: Oscar Mayer Location Equity Analysis



## **APPENDIX B – Demographic & Service Profile Maps and Charts**

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- B-1: Minority Populations and Transit Service Area [map]
- B-2: Low Income Populations and Transit Service Area [map]
- B-3: Limited English Populations and Transit Service Area [map]
- B-4: Minority Populations and Transit Amenities [map]





[APPENDIX – Title VI announcement/ interior card in all buses]

## Título VI de la Ley de Derechos Civiles

La ciudad de Madison y Metro Transit afirman que ninguna persona será excluida de su participación por motivos de raza, color o nacionalidad, no se le negarán beneficios, y no será sujeta a ninguna forma de discriminación en ningún programa o actividad.

Para obtener más información o para presentar una demanda, comuníquese con los siguientes:

**Departamento de Derechos Civiles**  
(608) 266-4910  
dcr@cityofmadison.com

**Metro Transit**  
(608) 266-4904  
mymetrobus@cityofmadison.com

## Neeg Cov Cai/ Tsab Cai Title VI

Lub Nroog Madison thiab Metro Transit xyuas tias kom tsis pub ib tug neeg twg raug calis raws nws haiv neeg, xim nqajj tawv, los sis teb chaws yug twg li hauv txoj kev koom rau, kev raug txwv hauv tej kev pab, los sis kev ua tsis ncaj ncees rau hauv ib txoj kev pab cuam los sis dej num twg.

Yog xav paub ntáv los sis xav teev ib daim ntawv tsis txaus siab, hu rau:

**Tuam Tsev Xyuas Txog Neeg Cov Cai**  
(608) 266-4910  
dcr@cityofmadison.com

**Metro Transit**  
(608) 266-4904  
mymetrobus@cityofmadison.com

## Civil Rights & Title VI

The City of Madison and Metro Transit assure that no person shall on the grounds of race, color, or national origin be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity.

For more information or to file a complaint, contact:

**Metro Transit**  
(608) 266-4904  
mymetrobus@cityofmadison.com

**Department of Civil Rights**  
(608) 266-4910  
dcr@cityofmadison.com





## Title VI Complaint Form

The City of Madison and Metro Transit assure that no person shall on the grounds of race, color, or national origin, as provided by Title VI of the Civil Rights Act of 1964, and the Civil Rights Restoration Act of 1987 (P.L. 100-259) be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity.

Furthermore, Madison General Ordinance (M.G.O.) Sec. 39.02(8) mandates the execution of this operational requirement. The City of Madison and Metro Transit further assure every effort will be made to ensure nondiscrimination in all of its federally funded program activities.

Any person(s) or organization(s) believing they have been a victim of discrimination based on race, color, or national origin may file a complaint with Metro Transit or with the City of Madison Department of Civil Rights.

### COMPLAINTS CAN BE FILED BY CALLING:

Metro's customer service center at (608) 266-4466 or the City of Madison Department of Civil Rights at (608) 266-4910.

### COMPLAINTS CAN BE EMAILED:

Please email Metro Transit at [mymetrobus@cityofmadison.com](mailto:mymetrobus@cityofmadison.com) or the City of Madison Department of Civil Rights at [dcr@cityofmadison.com](mailto:dcr@cityofmadison.com).

### YOU CAN ALSO COMPLETE THE COMPLAINT FORM BELOW. MAIL COMPLETED FORMS TO:

Metro Transit, Attn: Title VI Complaint, 1245 E. Washington Ave., Madison, WI 53703.

Your Name: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Date of Incident: \_\_\_\_\_

Person(s) discriminated against (if other than complainant). List all names: \_\_\_\_\_

\_\_\_\_\_

Which of the following best describes the reason the alleged discrimination took place? Please check your answer:

- Race
- Color
- National Origin (Limited English Proficiency)



*In addition to the monthly route productivity reports, consider publishing more detailed performance reports. These reports would separate time of day (peak, mid-day, weekend), segment diametrical routes, and combine paired one-way routes. Update the stop-level ridership information as needed. Track and report on-time performance for fixed-route transit service system-wide and by route, as practical and appropriate.*

7. Optimize transit schedules to reduce overcrowding and bus clumping while enhancing connections at the transfer points and in other places.
8. Develop and improve transfers outside the transfer point system where routes intersect or have common routing.

*Coordinate schedules and provide facilities at bus stops as appropriate.*

9. Explore the feasibility of point-deviation and other alternative service delivery methods in low density areas or at low use times as a cost effective way to extend service to new communities.

### **Transit Facilities Development**

10. Adopt a bus stop consolidation program to remove or relocate excessive bus stops in central Madison, particularly on the Jenifer Street, Johnson Street, Gorham Street, and Monroe Street corridors.

*This project is needed to bring these corridors into compliance with the Transit Planning Guidelines of spacing bus stops, in general, between 3/16- and 1/4-mile (990 to 1,320 feet) apart. The stop consolidation program should include substantial public outreach and sufficient data collection and analysis to identify the appropriate bus stops for removal or relocation.*

11. Develop a comprehensive bus stop inventory to identify and track facilities such as boarding platforms, benches, shelters, schedule information, and signage, along with information on pedestrian access and significant nearby land uses. Use the inventory, boarding information, and socioeconomic data to help prioritize facility improvements.

*This information would be used to assess the facility needs throughout the system. Existing databases track the location and presence of a shelter. This should be expanded to include the shelter type, presence of a bench, platform surface, sidewalk needs, ridership information, signage information, presence of schedule information, and other variables.*

12. Add boarding platforms, shelters, benches, and other passenger facilities as appropriate given the usage characteristics at bus stops.



*A bus rapid transit operated by Community Transit in Snohomish County, WA.*

# City of Madison

MADISON DEPARTMENT



OF TRANSPORTATION

## Oscar Mayer Equity Analysis

September 10, 2019

## Contents

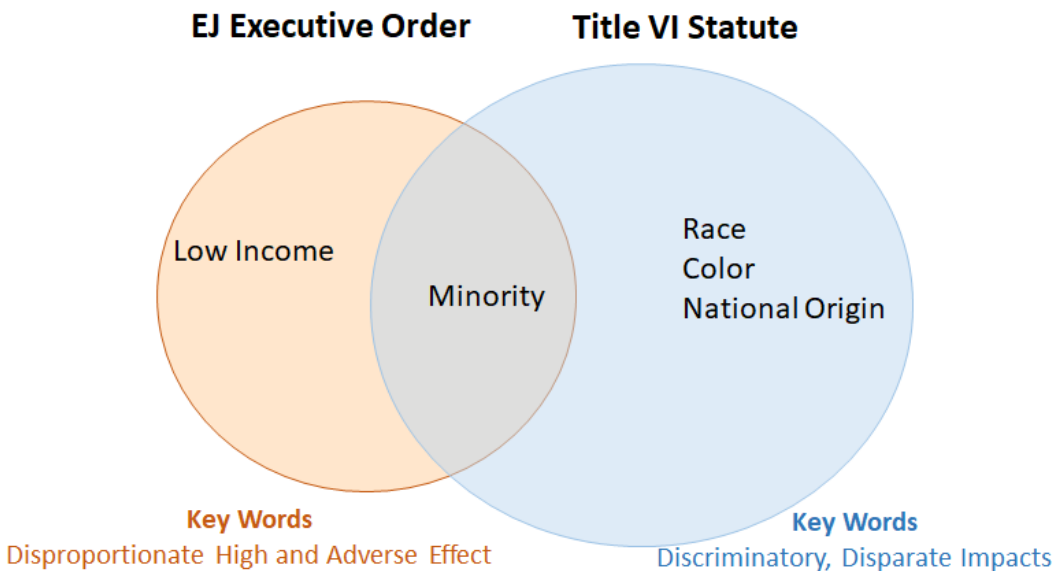
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**1.0 Environmental Justice and Title VI**

Executive Order 12898 populations (EO 12898), commonly called the Executive Order on Environmental Justice, focuses on low-income and minority populations. The EO 12898 states that “each federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and low-income populations. It is FTA’s policy to make environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and/or low income populations. This includes incorporating environmental justice and non-discrimination principles into transportation planning and decision making processes as well as project-specific environmental reviews.”<sup>1</sup>

The Executive Order on Environmental Justice addresses disproportionately high and adverse effects on minority populations and low-income populations. Executive Order 12898 emphasizes that Federal agencies should use existing laws and programs to achieve EJ, including Title VI of the Civil Rights Act of 1964 (Title VI). Title VI prohibits the discrimination by recipients of Federal financial assistance on the basis of race, color, and national origin, including matters related to language access for limited English proficient (LEP) persons. Neutral policies or practices that result in discriminatory effects or disparate impacts violate DOT’s Title VI regulations.

The following graphic illustrates the overlap between Environmental Justice and Title VI.



**Other Protected Classes:** Age, Sex, Disability, Limited English Proficiency

In 2012 FTA published circular FTA C 4702.1B, “Title VI Requirements and Guidelines for Federal Administration Recipients.” FTA 4703.1 provides further guidance on this issue.

The key concepts of Environmental Justice includes

<sup>1</sup> FTA Circular 4703.1

- A minority population is defined as any readily identifiable group of minority persons, and FHWA's policy is to include the elderly or disabled, who live in geographic proximity to the project area.
- Low-income population means any readily identifiable group of low-income persons (having a household income at or below the United States Department of Health and Human Services poverty guidelines) who live in geographic proximity to the project area.

A disproportionately high and adverse effect means:

- An adverse effect that is largely borne by a minority population and/or low-income population.
- An adverse effect that will be suffered by the minority population and/or low-income population and is appreciably more severe or greater in magnitude than the adverse effect that will be suffered by the nonminority population and/or non-low-income population.

The three principal elements of Environmental Justice are as follows:

- Avoid, minimize, or mitigate disproportionately high and adverse effects on minority and low-income populations.
- Ensure full and fair participation by all potentially affected communities in the transportation decision making process.
- Prevent the denial of, reduction in, or delay in the receipt of benefits by minority and low-income populations.

## **2.0 Description of Potential Action**

Metro Transit is evaluating locations to construct a satellite bus facility to address critical bus storage shortages. Portions of their current bus storage facility are over 100 years old, the facility is storing 30 percent more buses than it was designed for. Metro bus service is at capacity and Metro cannot respond to requests for additional peak period service because they do not have the rolling stock to respond to those needs – a consequence of the limitations of the current bus storage facility.

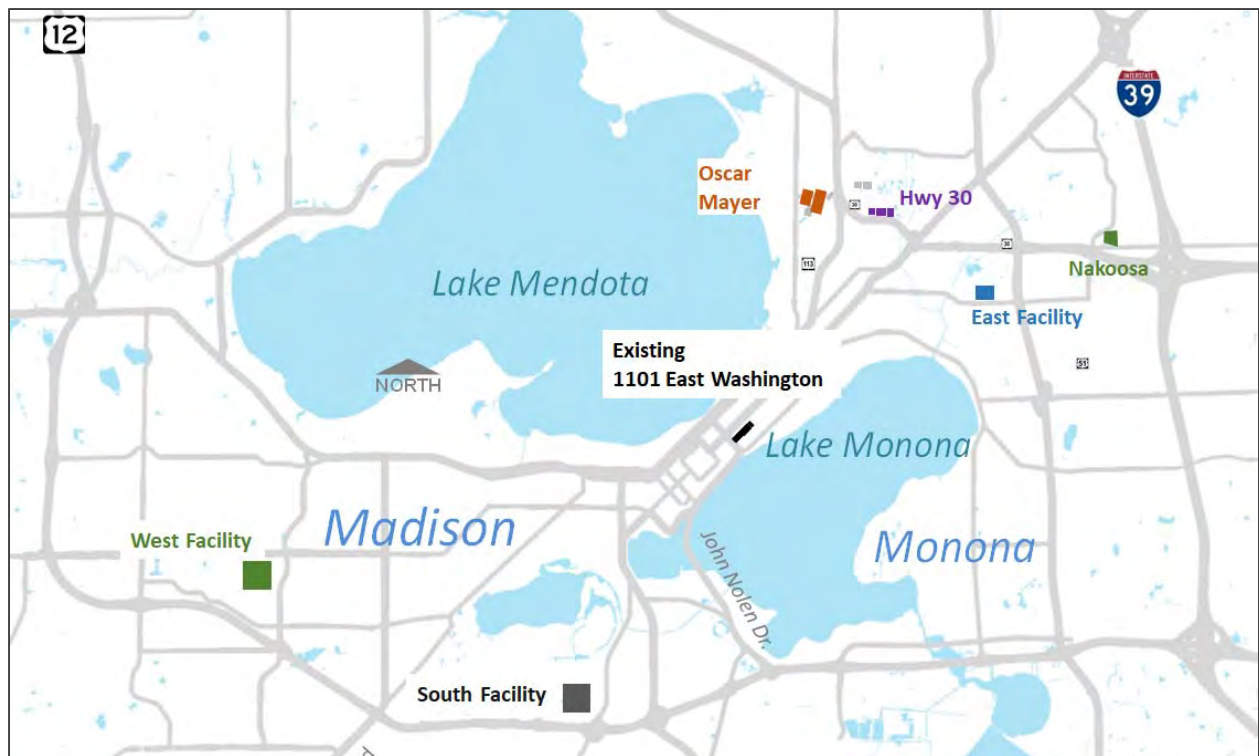
Obtaining more bus storage is a recommendation in many recent transportation plans.

- Madison's Comprehensive Plan, Imagine Madison, Land Use and Transportation Strategy 1a calls for building a new bus storage and maintenance facility to support an expanded bus fleet.
- Madison Area Transportation Planning Board's 2013 to 2017 Transit Development Plan Recommendation 17 calls for increasing the capacity of the existing bus garage or constructing a new facility.
- Madison Area Transportation Planning Boards 2050 Regional Transportation Plan, Transit Recommendation 1 calls for expanding bus storage.

Proposals and site-specific studies have been performed over the past 14 years to address components of this problem. Some of the recommendations from these reports are currently being implemented (improvements to the 1101 East Washington Ave facility), while others have been dismissed because of high infrastructure costs (Nakoosa satellite facility and expansion at the existing facility).



Several sites have been identified as being potential hosts for a satellite bus facility. Figure 2.0-1 roughly illustrates the location of the potential satellite locations. Exhibits 1 and 2 provide a better understanding of the locations in reference to Metro’s operating routes and Madison’s future land use.



**Figure 2.0-1 Satellite Facility Locations**

The following paragraphs summarize alternative sites.

- **Highway 30 Site –Satellite Site** – Madison enlisted the services of Mead & Hunt and Kueny Architects LLC to prepare a generic site design and cost estimate for programming purposes to evaluate the cost effectiveness of constructing a new facility versus purchasing and repurposing an already constructed facility. The generic site is referred to being located near Highway 30 and Packers Avenue, a location relatively efficient for Metro operations since it is within a quarter mile of the North Transfer Point . However, the generic site design and cost estimate could apply to facilities at other locations. A likely location would be north of Highway 30. Since MG&E has recently purchased the vacant parcel closest to Packers Ave, a satellite facility would probably need to occupy the Pick n Save grocery store site, or the adjacent storage unit site.



**Figure 2.0-2 Possible Highway 30 Locations**

The generic site design and cost estimate would be broken into three phases. This site option would probably require the purchase and possible razing of either the existing Pick n Save grocery store (6.6 acres), or the recently repurposed Shopko store which currently houses storage units (12.4 acres). Other vacant parcels in the area have recently been purchased and will be used for other purposes. The phasing of a site could occur in three phases. They include:

- Phase 1 – Site and utility work, 15 articulated buses, 40 regular buses, 1 wash/service island, and 6 maintenance bays.
- Phase 2 – Office support space, 10 articulated buses, 120 regular buses, 1 wash/service island, and 12 maintenance bays.
- Phase 3 – Additional office support space, 5 articulated buses, 85 regular buses, and 10 maintenance bays.

- The former Kraft/Oscar Mayer site near Highway 30 and Packers Avenue – The site is now owned by Reich Brothers Holdings and the City has the opportunity to purchase Buildings 43 and 50 with 15 acres on the north side of the site. The site is directly east of Metro’s North Transfer Point and associated park and ride lot. This site would be suitable for a satellite facility to supplement a larger facility. Additional buildings could make it suitable to host more of



**Figure 2.0-3 Location of the Oscar Mayer site**

Metro’s operations. A rail crossing exists on the site that could be used to access the North Transfer Point. The following are the characteristics of the site:

- Building 43 – 30 regular buses, or a combination of articulated buses and regular buses, and a bus wash.
- Buildings 50 and 50A – 40 regular buses, or a combination of articulated buses and regular buses as well as, 9 rapid repair lanes, 4 regular maintenance bays, and 1 bus wash lane.

- The former Cub Foods site on Nakoosa Trail – This site of 15 acres was purchased by the City for municipal fleet use, and part of the site (about 5.75 acres) could be available for a Metro facilities site. This alternative site would have the following features.
  - 20 standard buses
  - 36 articulated buses
  - 2 wash/service islands
  - 9 service bays
  - Area – the portion of the site available is about 5.75 acres, which is sufficient for a satellite facility but would not allow Metro to relocate all buses and services from the 1101 East Washington Ave facility.

The topography of the Nakoosa site increases construction cost. Also, Metro use of this site would prevent fleet or other City services from expanding in the future.

- East and/or West Locations – It has been suggested that Metro might operate more efficiently if there were two sites serving the City, one on the west side and one on the east side. This alternative site assumes one east and one west site near the transfer points. If it was near the East Transfer Point, a likely location would be the south portion of the former Swiss Colony Warehouse. Previous overtures by city staff did not indicate that the parcel was for sale, however recent inquiries by developers indicate that it may be changing hands. For the West Transfer Point, it is likely the satellite facility would be located in either West Gate Mall, or the

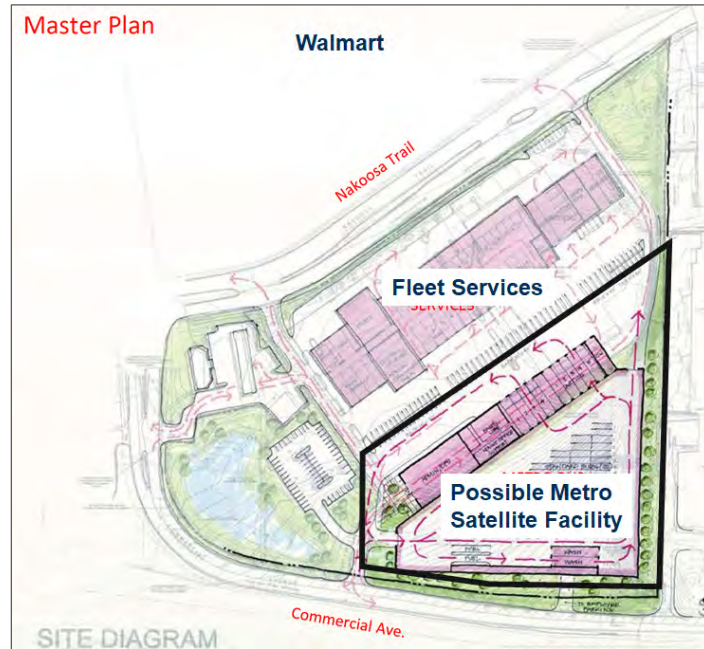


Figure 2.0-4 Nakoosa Trail Site Plan

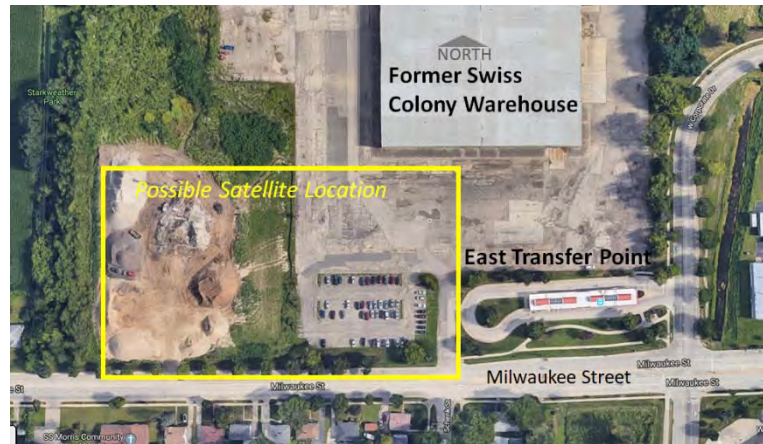


Figure 2.0-5 East Transfer Point Location

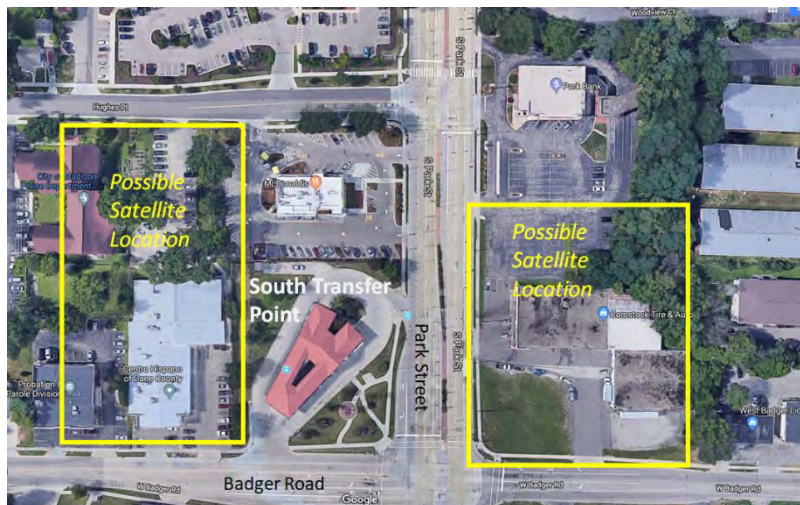


Figure 2.0-6 West Transfer Point Location

shopping mall directly to the south. These parcels are in transition and may change ownership soon. It should be noted that a Metro satellite would be inconsistent with the zoning and planned land use in this area.

For the purposes of this analysis, each site was assumed to have the following features:

- o 120 standard buses
- o 20 to 25 articulated buses
- o 1 wash/service island
- o 14 service bays
- o Office support space.
- South Location – The Metro Facilities Analysis did not specifically look at a south satellite location, but instead assumed it would have the same financial metrics as a west or east satellite location. If a satellite facility was selected near the South Transfer Point, it could be located west or east of the transfer point. Neither of these parcels is currently available. It could also be located about 0.7 miles to the north in a former Thorstad Chevrolet dealership. In past years the city had also inquired about that parcel, but it is currently being used.



**Figure 2.0-7 South Transfer Point Locations**

The following Table 2.0-1 provides an updated net present value analysis that was performed for the sites in February of 2019. Aside from the primary facility at 1101 East Washington Ave, Oscar Mayer has the lowest net present value per bus while keeping the capital investment in a feasible range.

| Facility Type   | Primary        | Satellite      | Satellite        | Satellite   | Satellite | Satellite    |
|---|----------------|----------------|------------------|-------------|-----------|--------------|
| Alternative Site  | 1101 East Wash | Hwy 30 Phase 1 | Hwy 30 Phase 1&2 | Oscar Mayer | Nakoosa   | East or West |
| Number of buses   | 215            | 55             | 185              | 70          | 56        | 140 each     |
| Total CIP (2019-2024)   | \$57.1M        | \$70.3M        | \$138.6M         | \$39M+      | \$49.9M   | \$100.2M     |
| CIP cost per bus  | \$266K         | \$1,277K       | \$749K           | \$559K      | \$890K    | \$716K       |
| 7% Nominal Discount Rate  |                |                |                  |             |           |              |
| NPV of costs 7%   | \$46M*         | \$52M          | \$104M           | \$38M*      | \$37M     | \$75M        |
| NPV cost per bus 7%   | \$215k*        | \$952k         | \$564k           | \$546k*     | \$655k    | \$540k       |
| Other   |                |                |                  |             |           |              |
| Added Annual Deadhead Op Cost   | \$0M           | \$0M           | +\$1.1M          | \$0         | \$0M      | +\$0.9M      |
| *Includes \$60M rehabilitation in 2045 + Portion of Oscar Mayer Cost borne by FTA Small Starts<br>CIP = Capital Improvement Program NPV = Net Present Value of costs for facility life until 2050 |                |                |                  |             |           |              |

**Table 2.0-1 Revised Net Present Value Analysis Summary**

### 3.0 Demographics of Satellite Locations

Exhibits 3 through 9 show the locations of the sites being considered along a dot representation of protected classes of people. They include:

- Exhibit 3 Low Income Households (ACS 2016 POVERTY STATUS IN THE PAST 12 MONTHS BY HOUSEHOLD TYPE)
- Exhibit 4 Persons of Color (ACS 2016 Race)
- Exhibit 5 Black or African American (ACS 2016 Race)
- Exhibit 6 Asian American (ACS 2016 Race)
- Exhibit 7 Hispanic or Latino Population (ACS 2016 Race)
- Exhibit 8 Disabled Population (ACS 2016)
- Exhibit 9 Elderly (over 65) (ACS 2016)

Generally, the Oscar Mayer, Highway 30, Nakoosa, East, and West locations do not have population directly adjacent to the sites because they generally lie within either an employment or industrial zoned district. The South location, adjacent to the South Transfer Point, is proximate to residential areas and therefore closer to people.

Table 3.0-1 shows the racial composition of residents living in the block group of each of the potential satellite locations, as obtained from the ACS 2017 estimates. The racial demographic for each satellite location is roughly comparable to that of Madison as a whole, except for the South and East locations. The East location has fewer persons of color (minorities) than the City of Madison, while the South location has more persons of color.

American Community Survey 2017 Five Year Estimates Table B02001

|                  | Total Population | White Alone | Black or African American Alone | American Indian or Alaskan Native Alone | Asian Alone | Native Hawaiian and Pacific Islander Alone | Some Other Race Alone | Two or More Races | More Races, including Some Other Race |
|------------------|------------------|-------------|---------------------------------|---|-------------|--|-----------------------|-------------------|---------------------------------------|
| West Location    | 1308             | 1061 81%    | 53 4%                           | 9 1%                                    | 77 6%       | 0 0%                                       | 0 0%                  | 108 8%            | 9 1%                                  |
| South Location   | 2623             | 1002 38%    | 708 27%                         | 41 2%                                   | 90 3%       | 0 0%                                       | 613 23%               | 169 6%            | 104 4%                                |
| Oscar Mayer      | 1495             | 1210 81%    | 253 17%                         | 10 1%                                   | 0 0%        | 0 0%                                       | 13 1%                 | 9 1%              | 0 0%                                  |
| Highway 30       | 1099             | 782 71%     | 88 8%                           | 52 5%                                   | 91 8%       | 0 0%                                       | 71 6%                 | 15 1%             | 0 0%                                  |
| Nakoosa          | 2248             | 1741 77%    | 412 18%                         | 0 0%                                    | 25 1%       | 0 0%                                       | 48 2%                 | 22 1%             | 0 0%                                  |
| East Location    | 958              | 920 96%     | 0 0%                            | 7 1%                                    | 31 3%       | 0 0%                                       | 0 0%                  | 0 0%              | 0 0%                                  |
| Madison, City of | 248,856          | 196,174 79% | 16,273 7%                       | 947 0%                                  | 21,836 9%   | 120 0%                                     | 4,802 2%              | 8,704 3%          | 1,113 0%                              |

**Table 3.0-1 Racial Composition of Potential Satellite Locations**

The U.S. Census defines Hispanic or Latino to refer to "a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race" and states that Hispanics or Latinos can be of any race, any ancestry, and any ethnicity. Table 3.0-2 shows the Hispanic and Latino composition of the populations adjacent to the satellite locations, categorized by race. Generally all sites are comparable to the City of Madison Latino composition, with the exception of the South and Highway 30 sites, which both have substantially more Hispanic or Latino population than Madison as a whole.

American Community Survey, 2016 Five Year Estimates, Table B03002

|                  | Total Population | Hispanic or Latino | Hispanic or Latino, White Alone | Hispanic or Latino, Black or African American Alone | Hispanic or Latino, American Indian or Alaska Native Alone | Hispanic or Latino, Asian Alone | Hispanic or Latino, Hawaiian or Pacific Islander Alone | Hispanic or Latino, Some Other Race Alone | Hispanic or Latino, Two or More Races | Hispanic or Latino, Including Some Other Race |
|------------------|------------------|--------------------|---------------------------------|---|--|---------------------------------|--|---|---------------------------------------|---|
| West Location    | 1,284            | 54 4%              | 44 3%                           | 0 0%  | 0 0%   | 0 0%                            | 0 0%   | 0 0%                                      | 10 1%                                 | 10 1%   |
| South Location   | 2,267            | 763 34%            | 64 3%                           | 0 0%  | 0 0%   | 0 0%                            | 0 0%   | 601 27%                                   | 98 4%                                 | 82 4%   |
| Oscar Mayer      | 1,439            | 13 1%              | 0 0%                            | 0 0%  | 0 0%   | 0 0%                            | 0 0%   | 13 1%                                     | 0 0%                                  | 0 0%  |
| Highway 30       | 1,011            | 274 27%            | 159 16%                         | 0 0%  | 46 5%  | 0 0%                            | 0 0%   | 69 7%                                     | 0 0%                                  | 0 0%  |
| Nakoosa          | 2,401            | 77 3%              | 47 2%                           | 0 0%  | 0 0%   | 0 0%                            | 0 0%   | 30 1%                                     | 0 0%                                  | 0 0%  |
| East Location    | 1,056            | 54 5%              | 54 5%                           | 0 0%  | 0 0%   | 0 0%                            | 0 0%   | 0 0%                                      | 0 0%                                  | 0 0%  |
| Madison, City of | 248,856          | 16,110 6%          | 9664 4%                         | 416 0%  | 179 0%   | 129 0%                          | 0 0%   | 4321 2%                                   | 1401 1%                               | 811 0%  |

**Table 3.0-2 Hispanic or Latino Composition of Potential Satellite Locations**

Poverty thresholds are the income dollar amounts used by the U.S. Census as a statistical measure to determine a household’s poverty status. They are issued each year in September and are the basis for determining the national poverty rate. Poverty thresholds vary according to the size of the household and the ages of the members, and they do not vary from state to state, and they are updated annually for inflation. Note that the Federal Government’s definition of poverty is different than the US Census, however widespread data using the Federal definition is not available. Therefore the US Census’s data on poverty serves as a surrogate for analysis. Table 3.0-3 illustrates the number of people in poverty within the census tracts (as opposed to block groups) for each of the satellite locations.

Most locations have fewer residents in poverty than the Madison average, with the exception of the Highway 30 and South locations, which are slightly greater.

American Community Survey, 2017 Five Year Estimates Table S

|                  | Total Population for Det of Poverty Status | Total in Poverty | Percentage in Poverty |
|------------------|--|------------------|-----------------------|
| West Location    | 1,666                                      | 200              | 12%                   |
| South Location   | 5,242                                      | 1,254            | 24%                   |
| Oscar Mayer      | 4,462                                      | 553              | 12%                   |
| Highway 30       | 1,948                                      | 450              | 23%                   |
| Nakoosa          | 5,562                                      | 531              | 10%                   |
| East Location    | 3,267                                      | 254              | 8%                    |
| Madison, City of | 237,559                                    | 43,568           | 18%                   |

**Table 3.0-3 People in Poverty**

**4.0 Impact Causing Effects**

**A. System Effects**

Overall, obtaining a satellite facility is expected to benefit all city residents, including persons of color and low income families. Obtaining more bus storage gives Metro Transit the capability to add buses and provide additional service. With a satellite facility, it is likely that Metro will add Bus Rapid Transit, as well as increase frequency on peripheral routes. Without a satellite facility providing bus storage, Metro is unable to expand service or frequency.

**B. Traffic Effects Common to All Locations**

Between 50 and 100 buses would be stored at the various satellite locations. It is anticipated that bus departures in the morning pullout starting at 5 am would be between 40 to 70 buses per hour in this 1.5 hour timeframe, depending on the location and storage available. The morning pull in after peak service could range from 30 to 40 buses per hour. This range of 30 to 40 buses per hour also holds true for the afternoon pullout and pull in for the afternoon peak service.

### C. Direct Impacts and Opportunity Costs

Effects to each specific area include direct impacts, eg relocations, property acquisitions, and opportunity costs. Opportunity costs are the loss of potential benefits from other alternatives when one alternative is chosen. Table 4.0-1 summarizes both the direct impacts and the opportunity costs.

### D. Employment Effects

Initially, the satellite facility would host between 20 to 50 jobs, with the majority being bus drivers, and the remainder being mechanics and other support personnel. Depending on the size of the building, the ultimate employment could rise to 100 or more jobs.

## 5.0 Screening

The Oscar Mayer Satellite was selected as the site to pursue for satellite operations for reasons cited in the Metro Facilities Analysis. Reasons given in the for this selection include:

- The property is available and being marketed.
- It is zoned appropriately for a Metro satellite facility.
- The property has the lowest capital expenditure and corresponding debt service.
- Oscar Mayer has the lowest net present value of costs.
- The location would not increase operating (deadhead) costs.
- Oscar Mayer has the lowest housing cost per bus.
- Preserves the ability to relocate more of Metro's operations from the 1101 East Washington Ave facility.

Table 4.01 indicates that the south and Highway 30 locations have the highest percentages of minority and low income populations respectively. The table also indicates that only East Transfer Point and the Oscar Mayer sites would not have relocation impacts. The other satellite locations, including the south location, have greater opportunity costs which would impact the adjacent neighborhoods to a greater degree. Of the two sites with lower relocation and opportunity costs, only the Oscar Mayer site is actively being marketed.

Oscar Mayer has the lowest number of minorities living in the census block group of the sites being evaluated, and is about in the middle of those evaluated for households in poverty. While the Oscar Mayer census block group does not have a higher number of minorities or low income individuals, there are several social services in the vicinity. The Dane County job center lies just 0.1 miles west of the North Transfer Point. Additionally, Dane County Health Services Neighborhood Intervention Team lies directly adjacent to the job center and is also served by the North Transfer Point.

## 6.0 Community Input

### A. Sherman Neighborhood Meeting – March 4, 2019

City staff presented the potential of the City purchasing the north portion of Oscar Mayer and using it for satellite bus facility at the Sherman Neighborhood Associations annual meeting on March 4, 2019. From 40 to 50 residents were at the meeting, with ethnicity generally reflecting the demographics of the neighborhood. Concerns raised by the neighborhood included the possible increase in traffic and noise associated with it. They also raised the desire to have Oscar Mayer Way (a partial local roadway) fully extend through the site. They attendees supported the possibility of using the rail corridor for a shared

**Table 4.0-1 Direct Impacts and Opportunity Costs**

|  | <b>East Location (Transfer Point)</b>  | <b>Oscar Mayer</b>  | <b>Highway 30</b>  |
|--|--|---|--|
| Description  | A satellite facility at this location would probably be constructed in the former Swiss Colony parcel.   | A satellite facility at this location would occupy the north 15 acres of the 53 acre former Oscar Mayer Plant. The satellite would use Buildings 43 and 50.   | The vacant property north of Highway 30 has recently been purchased by MG&E. Therefore, a satellite facility in this location would have to occupy other uses in the area – either the existing Pick n Save or the former Shopko building currently being used for storage units.  |
| Percentage of Block Group persons of Color           | 4 percent  | 19 percent  | 29 percent   |
| Percentage of Census Tract in Poverty                | 8 percent  | 12 percent  | 23 percent   |
| Planned Land Use                                     | The planned land use for this parcel is regional mixed commercial. A Metro bus facility at this location would not be consistent with the planned use. Zoned IL – Industrial Limited District. A Metro facility would be consistent with the zoning. | The planned land use for this parcel is industrial. A Metro bus facility at this location would not be consistent with the planned use. Zoned IG – Industrial General. A Metro bus facility would be consistent with this zoning. | The planned land use is employment. A Metro bus facility at this location <b>would</b> be consistent with this land use. Zoned PD – Planned Development District.  |
| Relocations  | Locating a satellite facility at this location probably would not require relocations of businesses or residents.  | Locating a satellite facility at this location would not require relocations of businesses or residents.  | Locating a satellite facility at this location would require the relocation of at least one business, either the grocery store or the storage unit facility.   |
| Amount of property to acquire                        | 10 to 15 acres   | 15 acres  | 15 acres   |
| Property Available?                                  | City staff discussions with the owner indicated it was not available, although recent development proposals have indicated that it is for sale.  | The parcel is being actively marketed for warehousing, so it is available for city purchase.  | Property in this area is not currently for sale.   |
| Opportunity cost of property use by Metro.           | The current special area plan calls for regional mixed use with the potential to have a large grocery store (Woodmans) in this location.   | If Metro does not occupy these buildings, it is likely a warehousing firm or distributor will occupy the buildings instead. Light or heavy industrial would also be allowed uses.   | If Metro occupies the location occupied by the grocery store, this relocation would represent a loss to the adjacent community. If Metro occupies the land occupied by the storage unit facility, it does remove a facility used by the Madison community, but may not represent as much of a loss as the loss of a grocery store. |
| Closest residential property to potential Metro Bldg | 200 to 300 feet  | 500 to 600 feet   | 500 to 600 feet  |

|  | <b>Nakoosa Trail Location</b>   | <b>South Location (Transfer Point)</b>  | <b>West Location (Transfer Point)</b>  |
|--|---|---|--|
| Description                                | A satellite facility at this location would probably be constructed in a portion of the parcel that is not occupied by Madison’s Fleet Services   | This option would involve placing a satellite facility near the South Transfer Point. This is a difficult location in that areas to the north include commercial establishments, and the area to the south includes the newly constructed Madison College. Parcels south of the Beltline exist, but there is no convenient access to them.  | This option would involve placing a satellite facility somewhere in the West Gate area.  |
| Percentage of Block Group persons of Color | 23 percent  | 62 percent  | 19 percent   |
| Percentage of Census Tract in Poverty      | 10 percent  | 24 percent  | 12 percent   |
| Planned Land Use                           | The planned land use for this parcel is industrial. It is zoned IL – Industrial Limited. A Metro bus facility at this location would be consistent with the planned use and zoning.                       | The planned land use for the areas near the South Transfer Point is community mixed use. It is zoned CC –Commercial Center District. A Metro facility would not be consistent with this planned use or zoning.  | The planned land use for areas near the West Transfer Point are regional mixed use, or employment. It is zoned CC – Commercial Center District or SE – Suburban Employment. A Metro facility would not be consistent with this planned land use or zoning. |
| Relocations                                | Locating a satellite facility at this location probably would not require relocations of businesses or residents.   | Locating a satellite near the South Transfer Point probably would have major relocation impacts. Relocations could involve a fast food establishment, a community advocacy organization, and or residential properties. If the satellite were located about 0.75 miles to the north on Park Street, relocations could be greatly reduced. Yet currently there are other planning focuses for this area. | Locating a Metro Facility near the West Transfer Point would require purchase of several existing commercial buildings. Some of these buildings are currently vacant, however it is likely some relocations would be required.                             |
| Amount of property to acquire              | 5.75 acres  |   |  |
| Property Available?                        | Since the City of Madison owns this parcel, it is available for use. Yet, because it is only 5 acres, there is no room for further expansion in the future.   | No, none of the parcels that would be needed for a satellite facility near the South Transfer Point are on the market.  | Yes, a portion of the parcel in the southeast quadrant is for sale. However, approvals for Metro bus facility in a commercial district are unlikely.   |
| Opportunity cost of property use by Metro. | If Metro uses this portion of the parcel, it would be unavailable for future use by Madison Fleet Services. It is unlikely that other private entities or services would occupy this portion of the site. | It would be difficult for Metro to build a satellite facility in this location without having a substantial disruptive impact to the adjacent neighborhood by eliminating stores, services, or residences.  | A Metro bus facility in this area likely would be in place of commercial properties.   |
| Closest residential property               | 1100 to 1300 feet   | 200 to 300 feet   | 1000 feet or more  |



**Table 6.0-1 Service Provider Interviews**

|  | <b>Dane County Health Services Neighborhood Intervention Team</b>   | <b>North Side Planning Council</b>  | <b>Dane County Job Center</b>  | <b>Forward Services Corp &amp; Employment and Training Association</b>   |
|--|---|---|--|--|
| What percentage of your constituents would you estimate use transit?                                   | The clientele served by the DCHS Neighborhood Intervention Team are youth and families participating in the juvenile justice program. For the children, it is estimated that about 75% use transit and about 50% of the family members. Staff from the Team also spend a good deal of time providing rides for the clientele. | A high percentage of people are the north side use transit. The North Side Planning Council serves low-income families, who are dependent on the transit system.  | The Dane County Job Center has 18 programs designed to help people find jobs, as well as obtain training. The Job Center also gives out about 100 bus passes per month, so transit access is very important to the clientele.                        | Approximately 50% of our W-2 and FSET caseloads are using transit<br>About 10-25% of our Dislocated Workers (laid-off), 90% of the Out of School Youth & 80-90% of the Adults we serve.  |
| How many of them do you think use the North Transfer Point?  | Most of the kids and families that ride Metro Transit use the North Transfer Point. There are many direct routes serving that location.   | Many north side residents use the North Transfer Point, as there are many direct routes serving that location.  | Most of the people using the Job Center services go through the North Transfer Point. In addition, there is a fair amount of elderly and low-income housing located on the north side.   | Not aware of this figure but safe to say that a significant portion of the 50% above are using North Transfer Point.<br>If they are using the bus, 100% use the North Transfer Point   |
| How do you feel using a portion of the Oscar Mayer site as a satellite facility could affect the area? |   | Oscar Mayer should be another employment area, as it has a great location and would help provide north side residents access to jobs.   | It is hopeful that this initiative would have a positive impact on the area, as redevelopment would be much-needed and could lead to additional investment in the area.  |  |
| - Who would be most affected?  | The clientele are kids and their families, and they would be most affected by the initiative.   | The residents of the Sherman Neighborhood Association would be affected, as they are adjacent to the Oscar Mayer development area. The Association is not pleased that they were not consulted prior to this initiative moving forward.   | The clientele that use the Job Center services would be most affected.   | Local community and working folks<br>Variety of program participants at the Dane JC  |
| - What do you think the “positives” or benefits could be?  | This initiative could be part of a broader redevelopment of the area, which could improve conditions there. The area is currently rather isolated and boxed-in by heavy traffic streets.  | Better bus access could be a result, which would be helpful. Better access for families needing child care would be helpful. Having to deal with child care is often a deterrent to getting and keeping a job (particularly with poor levels of transit available to low-income people). Any redevelopment of that location should include amenities (like child care and other supportive services) that directly benefit the residents of the area. | As noted above, this area is largely vacant now so any additional investment would have a positive impact. Certainly, more employment is needed in this area.  | Better and more transportation options   |
| - What do you think the “negatives” or impacts could be?   | The Team is concerned about youth hanging around at the North Transfer Point, increasing the potential for loitering and fighting.  | Additional traffic could be generated by the initiative, which could make the pedestrian environment worse.   | More traffic coming in and out of the site could have a negative impact. The pedestrian system is not very good at the moment. Crossing Packers Avenue is especially difficult (it acts as a major barrier). Better pedestrian crossings would help. | Increased overall traffic volume, but the positive outweighs the negative  |
| How would the City operating a bus garage compare with another warehousing user?                       | Both possible uses would likely generate additional noise and traffic, although it is not that big of a deal. Much of the traffic would probably be heading east towards Packers Ave.   | They would both be similar, in terms of impact and ability to provide additional jobs. A better vision for this area would be transit-oriented development, with retail and employment uses.  | The City could potentially help a different kind of redevelopment occur, not just more warehousing. The kind of development now happening along East Washington would be a good improvement.   | Should be fine if red tape (layers of bureaucracy) and politics aren't a factor<br>We think the increased jobs and more routes and parking options would be great for the area - love the idea   |
| Are there any measures that the City could take that could meet the transportation needs of the area?  | Better bus service would be helpful, especially during evenings and weekends. The area should be made safer, with good lighting and security measures. Additional traffic should be routed toward Packers Ave.  | The City should provide better bus frequency to this area. Evening service is especially difficult, particularly given the fact that many jobs are in the evening. Having the bus system operate with less transfers would also be desirable.   | The City could certainly make improvements to pedestrian safety and connectivity in the area, especially for those using transit and not driving.  | Continue exploring options for any and all transportation venues<br>Maybe explore a way to connect to Sun Prairie and more options for American Parkway as many temp or staffing agencies are there. Many JC participants struggle to get out there. |

use path. Also, if Metro purchased the property, those attending wanted Metro to participate in the special area plan for the Oscar Mayer site.

**B. Oscar Mayer Special Area Plan**

The Oscar Mayer Special Area Plan is the second phase of the City's effort to reuse and redevelop Oscar Mayer and surrounding sites that may change in the future. It will build off the vision and redevelopment objectives created in the Strategic Assessment (phase 1), which focus on economic development, equity, leveraging transit, sustainability and redevelopment character. The special area plan will establish detailed, site-specific guidance for future development addressing land use, building scale and design, new streets and paths, and public open spaces.

The Oscar Mayer Special Area Plan kicked off on June 19, with a Walk and Talk event at Oscar Mayer. The walking tour had about 50 people attend. Key discussion items during the tour included:



**Figure 6.0-1 Oscar Mayer Walk and Talk Tour**

- Difficulty or absences of connections to and through the Oscar Mayer site.
- The possibility of Metro Transit’s use of the north 15 acres as a satellite garage.
- Leveraging transit and the presence of the adjacent North Transfer Point, along with the possibility of bringing Bus Rapid Transit to the area.
- The vacant Hartmeyer properties (to the west) and what could done with those properties.
- Traffic related questions, including:
  - The Intersection of Commercial and Oscar Rd (Packers service road ). Attendees wondered if the intersection will need shifting to allow greater spacing between it and Packers Ave.
  - One additional full access intersection with Packers Ave at Coolidge that would access the Oscar site which should take some of the burden off this intersection is desired.
  - The desire for a future intersection on Sherman near the rail crossing, giving an additional access point to the Hartmeyer property and Oscar Mayer?

**C. Service Provider Interviews**

As mentioned, while the block groups by Oscar Mayer do not have a higher percentage of minority or low income populations and communities, there are several service providers in the area that help these communities. The staff team interviewed several service providers with a standard set of questions. The service providers contacted include:

- **DCHS – Neighborhood Intervention Team**  
The Neighborhood Intervention Team and Program (N.I.P.) is a unit of the Children, Youth, and Families Division of the Dane County Department of Human Services. It offers innovative Community Supervision Services and Early Intervention Services to boys and girls ages 10-17

who are delinquent or at risk for delinquency. N.I.P. programming is based on the principles of the Balanced and Restorative Justice Model. Programming seeks to redirect youth by simultaneously holding youth accountable for their behaviors, building youth competencies, and protecting the community.

- Northside Planning Council

The Northside Planning Council is a nonprofit community development organization. It has the goal of advancing racial and economic equity, with focus areas that include small business incubation, food security, regional food system coordination, vocational training, commercial district revitalization, community journalism, grassroots leadership development, and community organizing.

- Dane County Job Center

The Dane County Job Center is associated with the Wisconsin Department of Workforce Development. They help link workers with jobs. They also help with training, including career planning, skills and education.

- Forward Service Corp. & the Employment & Training Association Inc. (Combined Answers)

Forward Service Corporation is a non-profit employment and training organization that works with the Dane County Job Center. They help low-income Wisconsin adults and youth begin their careers. The corporation currently offer programs in 46 Wisconsin counties to provide training, education, career guidance, and supportive services.

The Employment and Training Association (EATA) operates various federal, state, and county funded training programs funded by the U.S. Department of Labor, U.S. Department of Agriculture, the Department of Human Services as well as through county and city tax levy dollars. EATA provides employment and training services throughout South Central Wisconsin.

After being briefed on the possibility of Metro Transit purchasing the north portion of the Oscar Mayer site and using two of its buildings for bus storage, the service providers were asked the following questions:

1. What percentage of your constituents would you estimate use transit?
2. How many of them do you think use the North Transfer Point?
3. How do you feel using a portion of the Oscar Mayer site as a satellite facility could affect the area?
  - a. Who would be most affected?
  - b. What do you think the “positives” or benefits could be?
  - c. What do you think the “negatives” or impacts could be?
4. How would the City operating a bus garage compare with another warehousing user?
5. Are there any measures that the City could take that could meet the transportation needs of the area?

Their answers are summarized in Table 6.0-1.

## 7.0 Impact Comparison – Oscar Mayer Site

The Oscar Mayer site is being actively marketed for warehousing. Its proximity to the airport and Highway 30 may make it particularly suited as a distribution facility. If Metro transit purchases the site, the satellite facility would take the place of another industrial use, and probably the use would be warehousing. The following paragraphs provide a brief comparison of the impacts associated with Metro using Oscar versus another warehousing facility.

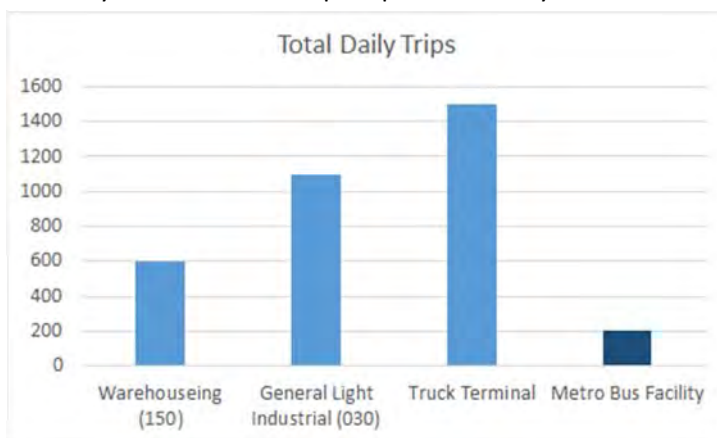
### A. Trip Generation

One of the most common concerns raised regarding the possible satellite use is the added traffic to streets. As recently as three years ago, Oscar Mayer was a fully functioning meat processing plant receiving deliveries and shipping product.

If Metro used the site as a satellite, most of the buses leaving the facility are expected to leave between 5:00 and 5:30 A.M. This is well before the A.M. peak hour that begins around the 7:00 A.M. hour. This also results in many of the employees at the facility arriving prior to this time. The return trips to the facility are staggered throughout the day as routes terminate. Most of the routes terminate after the peak commuting times have been completed for the day. Given existing roadway facilities adequately served the existing site use with very little delay, it is anticipated that impacts to traffic and parking will be negligible.

If summed, it is anticipated that Metro’s use of the Oscar Mayer facility could add up to 200 vehicles per day to these roadways. If purchased, expansion of the park n ride lot at the North Transfer Point could also add up to 200 vehicles per day to these roadways. These added trips represent a very small addition to area arterials are not anticipated to have an effect on traffic operations.

Figure 7.0-1 compare Metro’s trip generation to that of a warehouse, general light industrial use, or truck terminal using the Institute of Traffic Engineers trip generation manual (8<sup>th</sup> edition). The figures show that a different use is likely to generate anywhere from 3 to 7 times more traffic than the Metro satellite facility.



**Figure 7.0-1 Metro Trip Generation Comparison**

### B. Site Impacts

Initially both Metro and another warehouse user would have relatively few site impacts. Metro is planning on adding more doors to Building 50. If either use were to reconstruct the parking lot, the site would be subject to new stormwater requirements and would likely require a detention/infiltration basin.

### C. Air Quality

There are two categories of emissions. There are the pollutants that are regulated by the National Ambient Air Quality Standards, and there are greenhouse emissions. If diesel motor carriers are used

for both use types, the pollutant level would be relatively proportional to the traffic generated by the use. Warehousing, light industrial, and a truck terminal would all have higher emission levels.

Metro is exploring the conversion of its fleet to electric buses, and one of the factors for the selection of Oscar Mayer is its high level of electrical distribution capacity. The proposed Bus Rapid Transit buses are planned to be electric and would use Building 43. Building 50 would have electric buses as the fleet is slowly converted over 15 years.

It should be noted that Metro Transit is committed to carbon neutral transportation, yet the electric bus technology needs to mature to fully meet Metro's needs.

## **8.0 Environmental Justice and Title VI**

The selection of the Oscar Mayer as a satellite facility does not cause disproportionate and adverse effects on minority and low income populations because:

- The area surrounding Oscar Mayer does not have a higher concentration of minority or low income populations.
- The selection of another satellite location, particularly the south location, would require both relocations and would have greater impact on adjacent neighborhoods.
- The continued use of Buildings 43 and 50 at Oscar Mayer for warehousing does not represent a disproportionate and adverse impact.

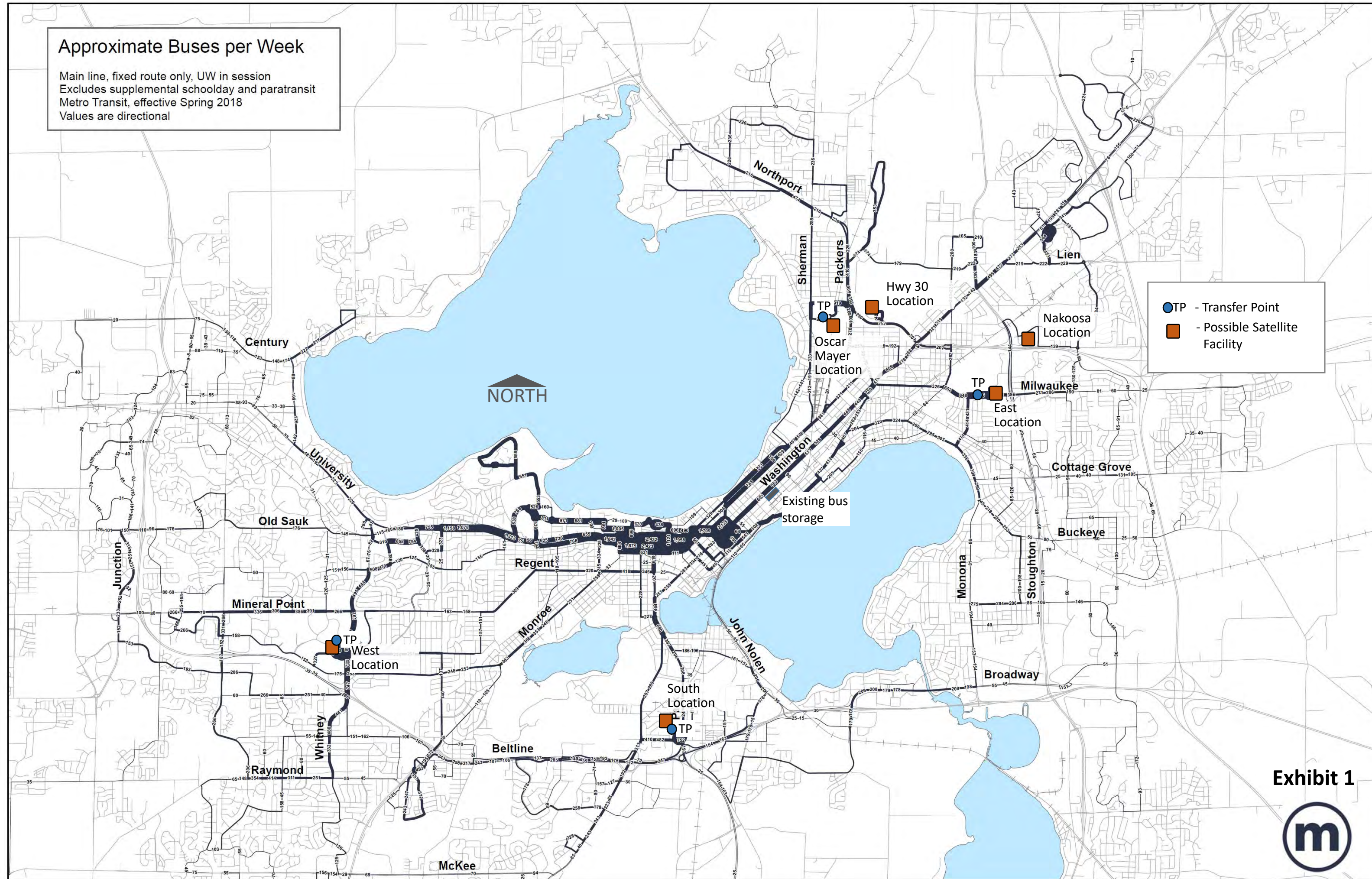
The selection of the Oscar Mayer facility also does not represent a disparate allocation of impacts because the impacts are relatively modest and they affect all populations proportionately.

Metro Transit can continue to work with neighborhoods to address concerns regarding the use of Oscar Mayer for a satellite facility. Key concerns include:

- Improving transit service to the North Transfer Point.
- Minimizing traffic impacts.
- Extending Oscar Mayer way through the north portion of the site.

**Approximate Buses per Week**

Main line, fixed route only, UW in session  
 Excludes supplemental schoolday and paratransit  
 Metro Transit, effective Spring 2018  
 Values are directional



● TP - Transfer Point  
 ■ - Possible Satellite Facility



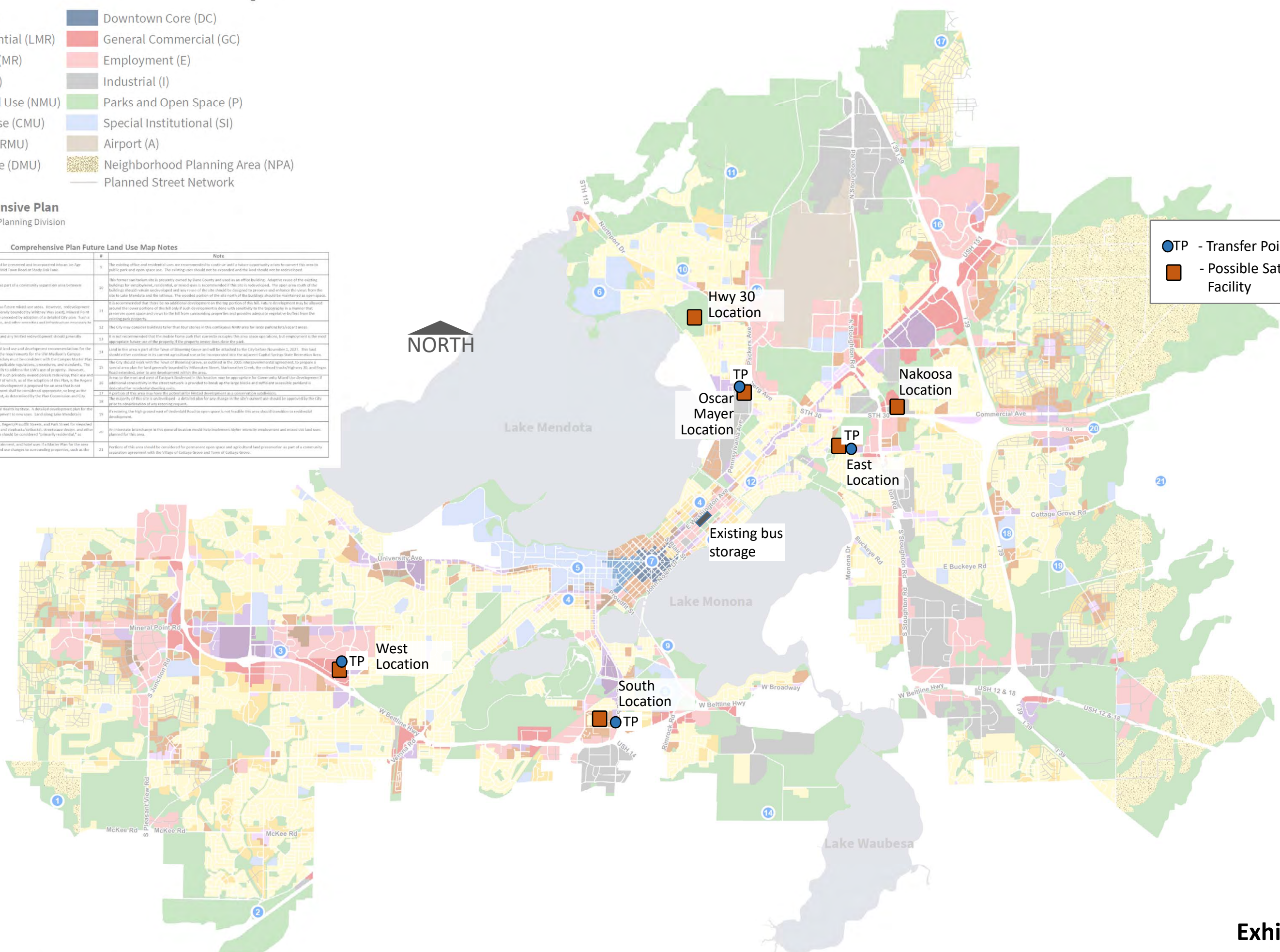
# Generalized Future Land Use Map

- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential (MR)
- High Residential (HR)
- Neighborhood Mixed Use (NMU)
- Community Mixed Use (CMU)
- Regional Mixed Use (RMU)
- Downtown Mixed Use (DMU)
- Downtown Core (DC)
- General Commercial (GC)
- Employment (E)
- Industrial (I)
- Parks and Open Space (P)
- Special Institutional (SI)
- Airport (A)
- Neighborhood Planning Area (NPA)
- Planned Street Network

# Map Note

**City of Madison Comprehensive Plan**  
Data Source: City of Madison DPCED, Planning Division

| # | Note  | #  | Note   |
|---|---|----|--|
| 1 | There are significant natural glacial features along this corridor which should be preserved and incorporated into an Ice Age National Scenic Trail connection between University Ridge Golf Course and Mill Tower Road at Study Oak Lane.  | 9  | The existing office and residential uses are recommended to continue until a future opportunity arises to convert this area to public park and open space use. The existing uses should not be expanded and the land should not be redeveloped.  |
| 2 | While this parcel would ideally be retained as open space and/or farmland as part of a community separation area between Verona and Madison, it may be developed as an employment use.  | 10 | This former sanatorium site is presently owned by Dane County and used as an office building. Adaptive reuse of the existing building for residential, commercial, or mixed use is recommended if the site is redeveloped. The open area south of the building should remain undeveloped and any reuse of the site should be designed to preserve and enhance the view from the site to Lake Mendota and the isthmus. The wooded portion of the site north of the building should be maintained as open space. |
| 3 | West Towne Mall, the Orlena Road corridor, and Heritage Hall are shown as future mixed-use areas. However, redevelopment that includes substantial residential components within the area that is generally bounded by Whitney Way (east), Mineral Point Road (north), High Point Road (west) and Schroeder Road (south) should be preceded by adoption of a detailed City plan. Such a plan should address community improvements, more parks and open space, and other amenities and infrastructure necessary to support residential development.   | 11 | It is recommended that there be no additional development on the top portion of this hill. Future development may be allowed around the lower portions of the hill only if such development is done with sensitivity to the topography in a manner that preserves open space and views to the hill from surrounding properties and provides adequate vegetative buffers from the existing park property.   |
| 4 | The "house lot" residential character of this LMR area should be retained, and any limited redevelopment should generally maintain the current single-family/house lot development rhythm.  | 12 | The City may consider buildings taller than four stories in this contiguous NMU area for larger parking lots/vacant areas.   |
| 5 | The University of Wisconsin-Madison Campus Master Plan provides detailed land use and development recommendations for the UW-Madison. That document was approved by the City in 2007 as part of the requirements for the UW-Madison Campus Institutional Zoning. All UW-Madison development within the campus boundary must be consistent with the Campus Master Plan unless an exception or alteration is approved by the City, consistent with applicable regulations, procedures, and standards. The Comprehensive Plan is designed for the UW-Madison campus primarily to address the City's use of property. However, there are some privately owned properties within the designated area. If such privately owned parcels redevelop, their use and design should be consistent with adopted city area plans. The most relevant of which, as of the adoption of this Plan, is the Regent Street South Campus Neighborhood Plan. In the near future where private redevelopment is proposed for an area that is not covered by a sub-area plan, multi-family residential and mixed-use development should be considered appropriate, so long as the scale, massing, and design of the building fits with the surrounding context, as determined by the Plan Commission and City Council. | 13 | It is not recommended that the mobile home park that currently occupies the area cease operations, but employment is the most appropriate future use of the property if the property owner does close the park.  |
| 6 | This property is currently the site of the State of Wisconsin Menota Mental Health Institute. A detailed development plan for the property should be prepared and adopted by the City prior to any redevelopment to new uses. Land along Lake Mendota is recommended for public park and open space.  | 14 | Land in this area is part of the Town of Blooming Grove and will be attached to the City before November 2, 2027. This land should either continue in its current agricultural use or be reconverted into the adjacent Capital Springs State Recreation Area.  |
| 7 | Refer to the Downtown Plan for the area bounded by the Lake, Main Street, Regent Street, and Park Street for vacated preservation, mix of land uses, building design standards (including height and setbacks), streetcar design, and other land use and design elements. Note that residential uses shown in this area should be considered "intensity residential" as defined in the Downtown Plan.   | 15 | The City should work with the Town of Blooming Grove, as outlined in the 2005 intergovernmental agreement, to prepare a special area plan for land generally bounded by Milwaukee Street, Markweather Creek, the railroad tracks/highway 30, and Regent Street, prior to any development within the area.  |
| 8 | The Mill Tower Energy Center is shown as a future mixed-use area. However, redevelopment that includes substantial residential components within the area that is generally bounded by Whitney Way (east), Mineral Point Road (north), High Point Road (west) and Schroeder Road (south) should be preceded by adoption of a detailed City plan. Such a plan should address community improvements, more parks and open space, and other amenities and infrastructure necessary to support residential development.   | 16 | Given to the east and west of Empire Boulevard in this location may be appropriate for Community Mixed Use development if additional connectivity in the street network is provided to break up the large blocks and sufficient accessible parking is provided for residential parking needs.  |
| 9 | Portions of this area should be considered for permanent open space and agricultural land preservation as part of a community separation agreement with the Village of Cottage Grove and Town of Cottage Grove.   | 17 | A portion of this area may have the potential for limited development as a conservation subdivision.   |
|   |   | 18 | The majority of this site is undeveloped - a detailed plan for any change in the site's current use should be approved by the City prior to consideration of any redevelopment.  |
|   |   | 19 | If rezoning the high ground east of Underhill Road to open space is not feasible this area should transition to residential development.   |
|   |   | 20 | An Interstate Interchange in this general location would help implement higher density employment and mixed-use land uses planned for this area.   |
|   |   | 21 | Portions of this area should be considered for permanent open space and agricultural land preservation as part of a community separation agreement with the Village of Cottage Grove and Town of Cottage Grove.  |



● TP - Transfer Point  
 - Possible Satellite Facility

NORTH

Please see Strategy #2 of the Culture and Character Element for maps of the City's historic districts.

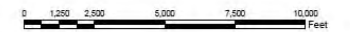
Adopted August 7, 2018

# Low Income Households

## City of Madison Area Dane County, Wisconsin

### Low Income Households

- Low Income Households  
1 Dot = 5 Households
- TP - Transfer Point
- - Possible Satellite Facility



1:24,845

1 inch = 2,070 feet

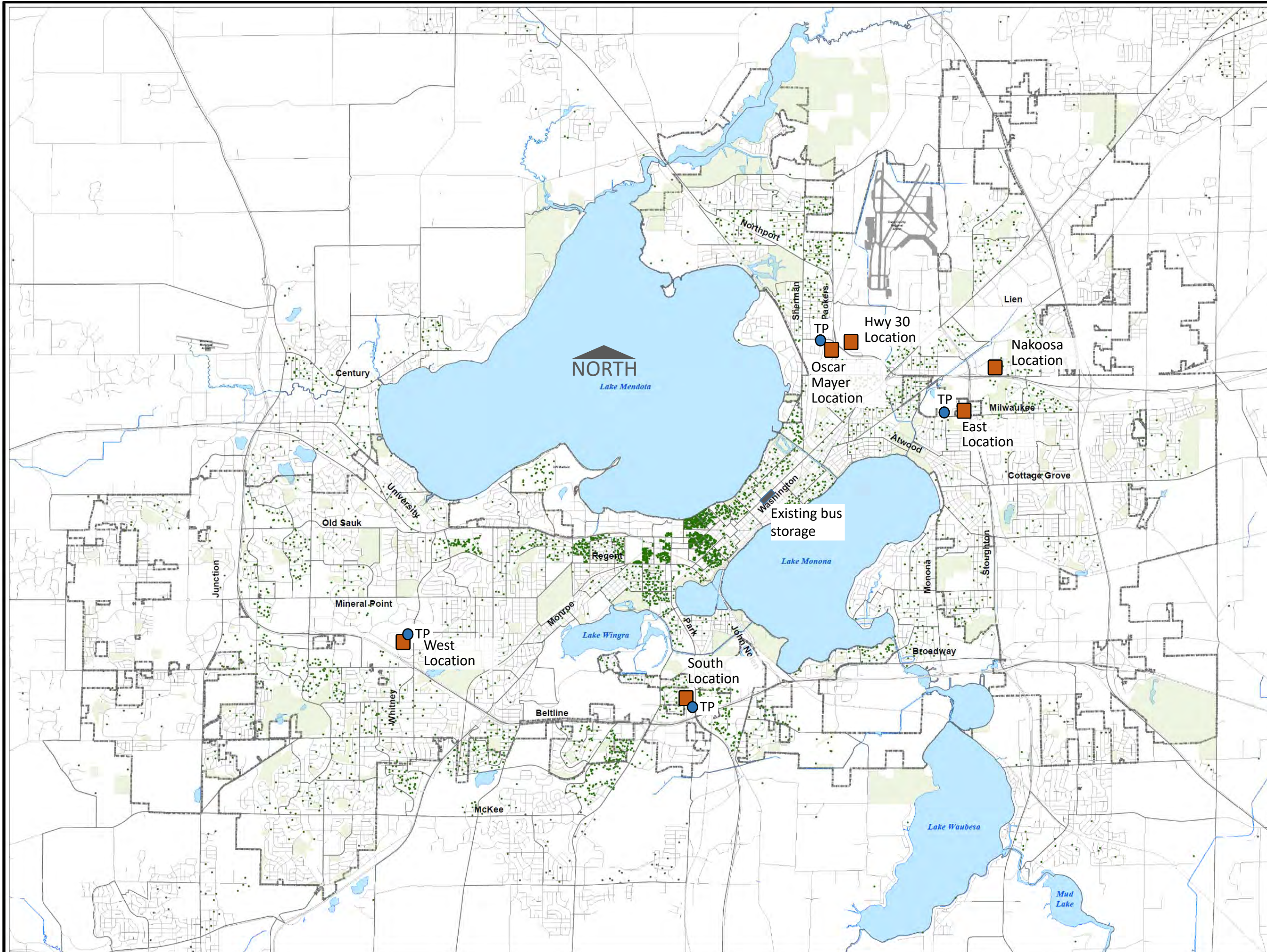
Date: 8/22/2019



## Exhibit 3

A multivariate mapping technique using dot density mapping is used to show both population density and minority concentrations.  
One dot equals five households with income below the poverty line, 2014 American Community Survey 1-Year Estimates.  
Source of data table: ACC\_2016\_5YR\_BG\_55\_WISCONSIN.gov/IG\_METADATA\_2016  
Field: POVERTY STATUS IN THE PAST 12 MONTHS BY HOUSEHOLD TYPE BY AGE OF HOUSEHOLDER: Income in the past 12 months below poverty level: Households--(Estimate)  
The dots are placed randomly within each census block but are restricted to areas of residential land use. This restriction results in a map that gives a more accurate portrayal of where population exists on the ground versus the traditional choropleth map.

Source info:  
Street Base: 2012 (DCLU)  
Hydrography: 2010, 13402 (DCLU)  
Population and Pop: 2010 Census (U.S. Bureau of the Census)





# Persons of Color

City of Madison Area  
Dane County, Wisconsin

- Persons of Color**
- Persons of Color  
1 Dot = 5 Households
  - TP - Transfer Point
  - - Possible Satellite Facility



1:24,845  
1 inch = 2,070 feet  
Date: 8/22/2019



## Exhibit 4

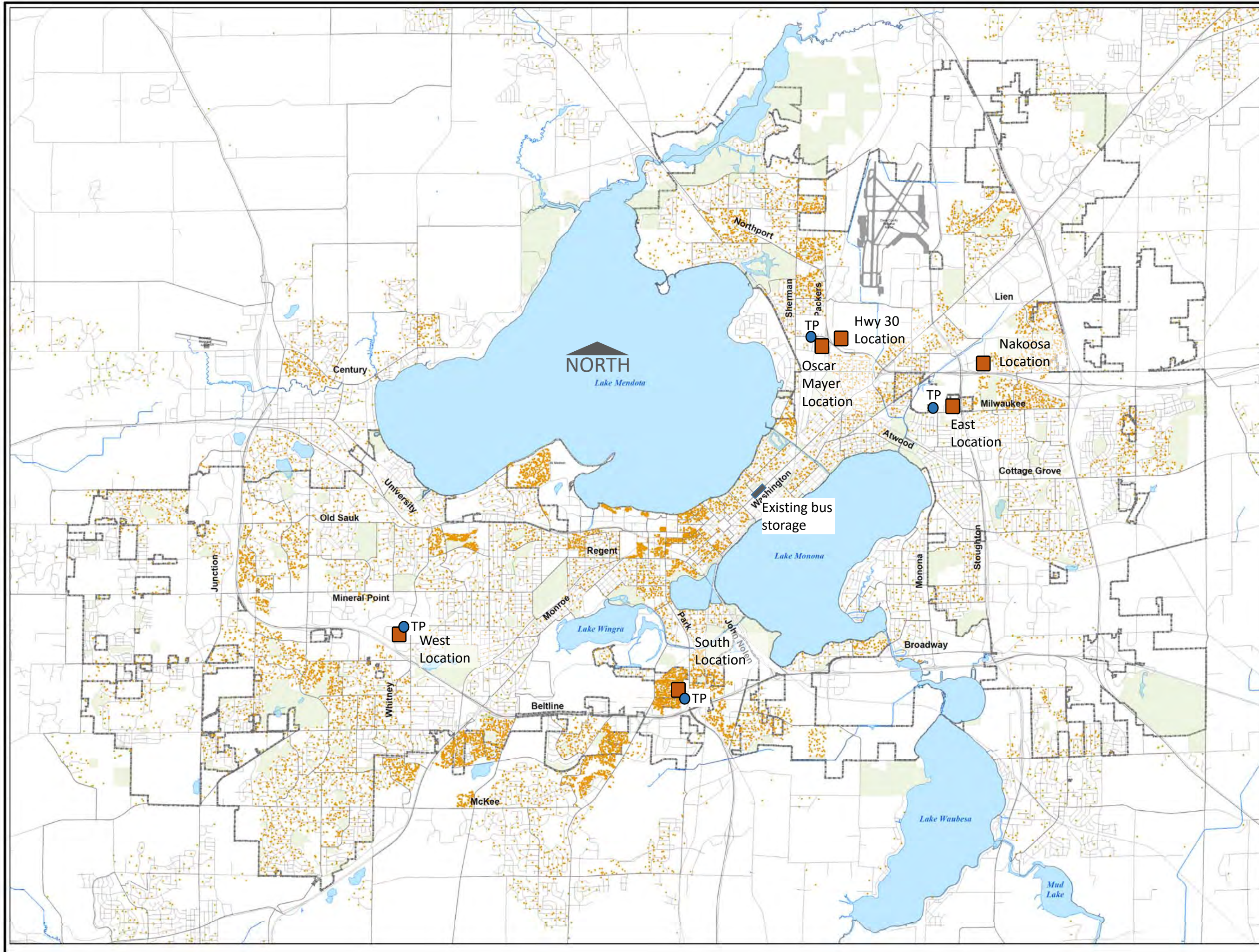
A map to j is used

Source of data table:  
ACS\_2016\_5YR\_BG\_50\_WISCONSIN.gdb/BG\_METADATA\_2016

Fields:  
RACE: Black or African American alone: Total population--(Estimate)  
RACE: American Indian and Alaska Native alone: Total population--(Estimate)  
RACE: Asian alone: Total population--(Estimate)  
RACE: Native Hawaiian and Other Pacific Islander alone: Total population--(Estimate)  
RACE: Some other race alone: Total population--(Estimate)  
RACE: Two or more races alone: Total population--(Estimate)

The dots are placed randomly within each census block but are restricted to areas of residential land use. The restriction results in a map that gives a more accurate portrayal of where population exists on the ground versus the traditional choropleth map.

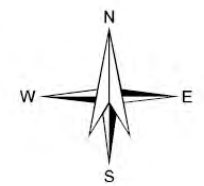
Source info:  
Street Data: 2012 (ESRI)  
Hydrography: 2010, 1:2400 (ESRI)  
Population and Race: 2010 Census (U.S. Bureau of the Census)



# Black or African American Population

City of Madison Area  
Dane County, Wisconsin

- 1 Dot = 5 Households
- Black or African Americans
- TP - Transfer Point
- - Possible Satellite Facility



1:24,845  
1 inch = 2,070 feet

Date: 8/8/2019

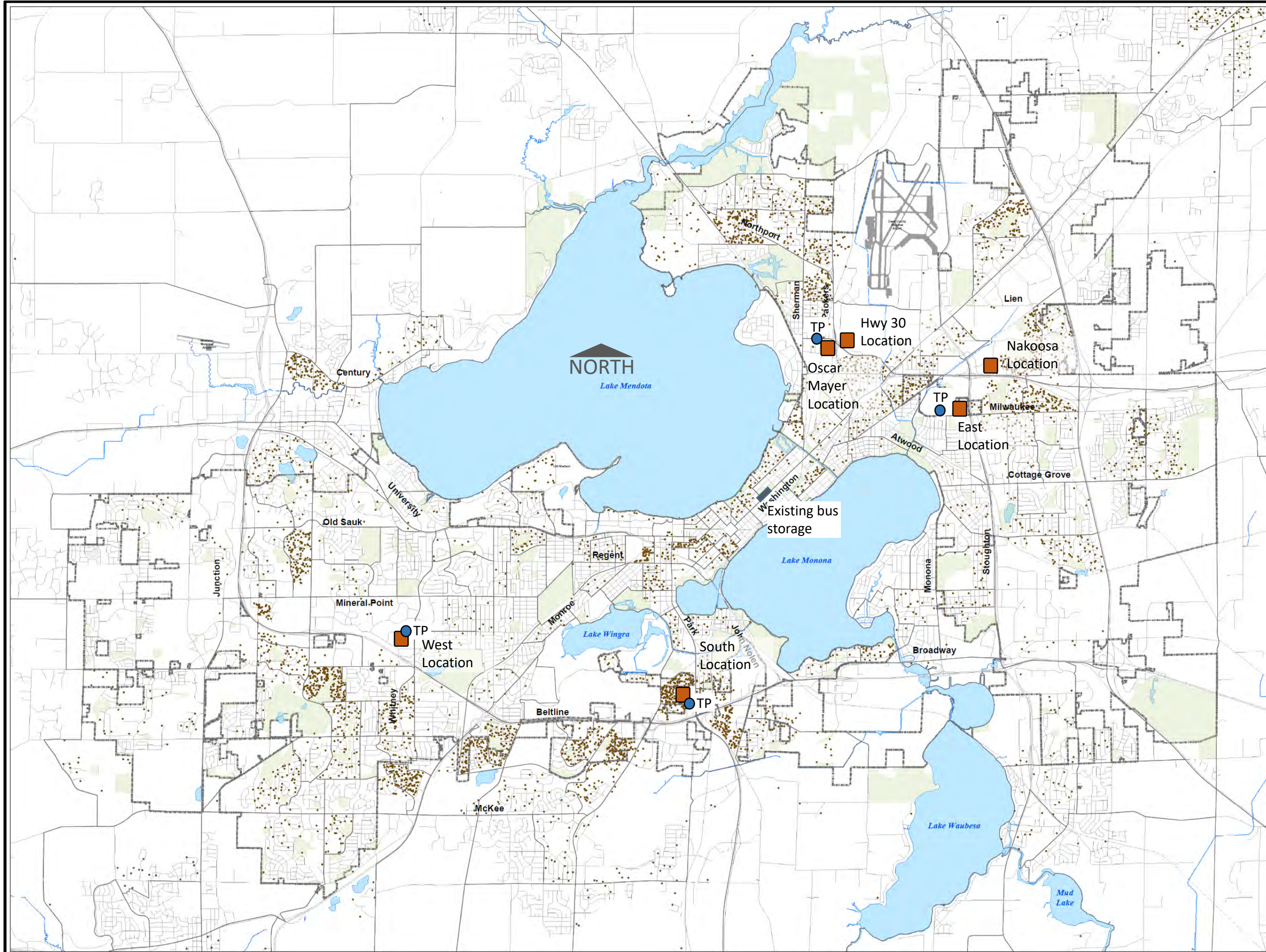


## Exhibit 5

Line dot equals five people.  
2010 American Community Survey 1-Year Estimates  
Source of data table:  
ACS\_2010\_5YR\_BG\_55\_WISCONSIN.qsb/BG\_METADATA\_2010  
Fields:  
RACE: Black or African American alone: Total population--(Estimate)  
RACE: American Indian and Alaska Native alone: Total population--(Estimate)  
RACE: Asian alone: Total population--(Estimate)  
RACE: Native Hawaiian and Other Pacific Islander alone: Total population--(Estimate)  
RACE: Some other race alone: Total population--(Estimate)  
RACE: Two or more races alone: Total population--(Estimate)

The dots are placed randomly within each census block but are restricted to areas of residential land use. This restriction results in a map that gives a more accurate portrayal of where population exists on the ground versus the traditional choropleth map.

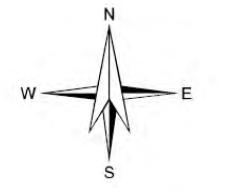
Source info:  
Street Base: 2010 (DCLD)  
Hydrography: 2010, 1:2400 (DCLD)  
Population and Race: 2010 Census (U.S. Bureau of the Census)



# Asian American Population

City of Madison Area  
Dane County, Wisconsin

- 1 Dot = 5 Households
- Asian Americans
- TP - Transfer Point
- - Possible Satellite Facility



1:24,845  
1 inch = 2,070 feet  
Date: 8/9/2019



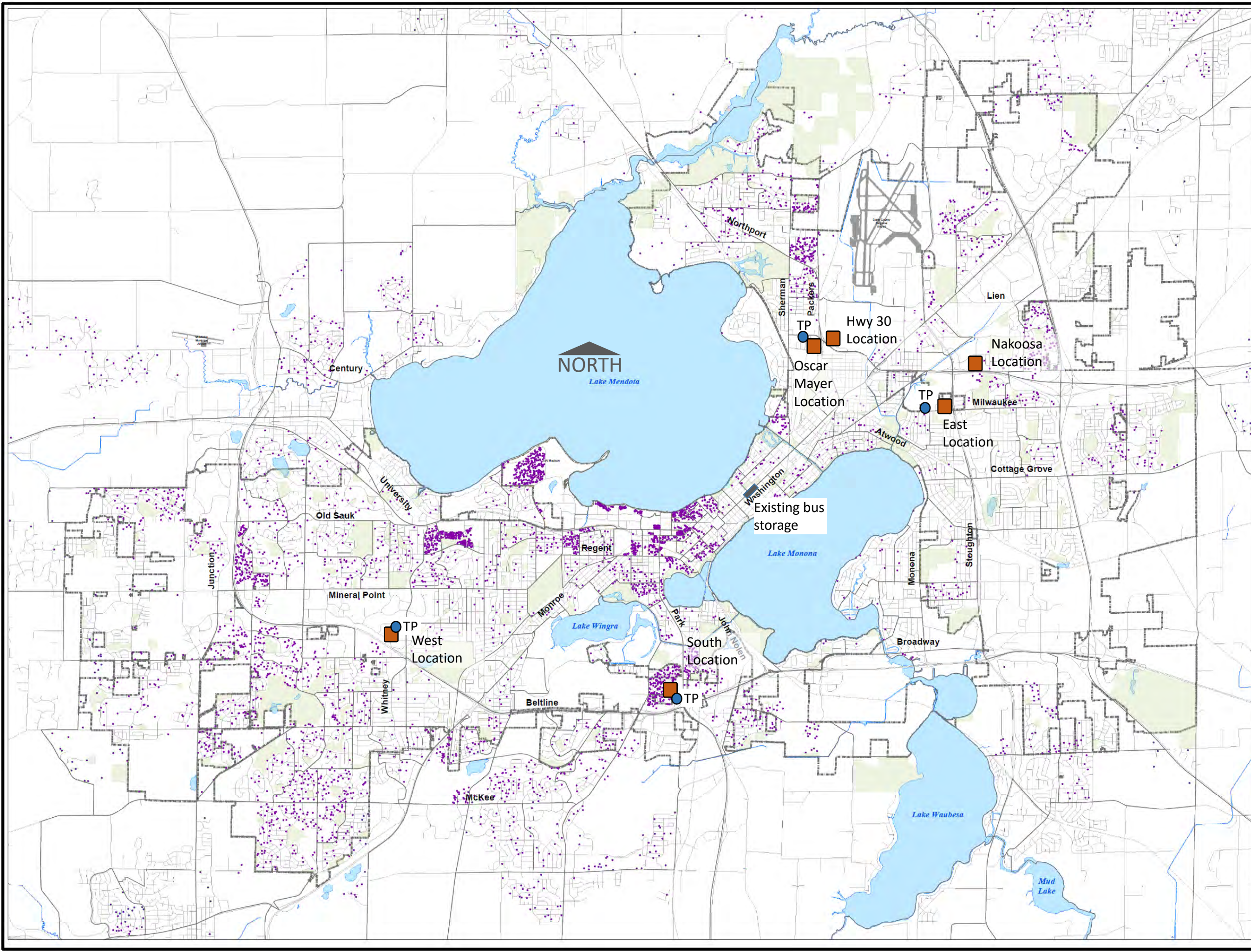
## Exhibit 6

Source of data table:  
ACS 2016\_6YR\_BG\_66\_WISCONSIN.gdb/BIG\_METADATA\_2016

Fields:  
 RACE: Black or African American alone: Total population--(Estimate)  
 RACE: American Indian and Alaska Native alone: Total population--(Estimate)  
 RACE: Asian alone: Total population--(Estimate)  
 RACE: Native Hawaiian and Other Pacific Islander alone: Total population--(Estimate)  
 RACE: Some other race alone: Total population--(Estimate)  
 RACE: Two or more races alone: Total population--(Estimate)

The dots are placed randomly within each census block but are restricted to areas of residential land use. This restriction results in a map that gives a more accurate portrayal of where population exists on the ground versus the traditional choropleth map.

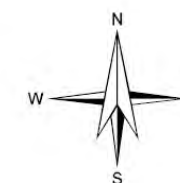
Source Info:  
 Street Base: 2012 (DCLJ)  
 Hydrography: 2010, 2005 (DCLJ)  
 Population and Race: 2010 Census (U.S. Bureau of the Census)



# Hispanic or Latino Population

City of Madison Area  
Dane County, Wisconsin

- 1 Dot = 5 Households
- Hispanic or Latinos
- TP - Transfer Point
- - Possible Satellite Facility



1:24,845

1 inch = 2,070 feet

Date: 8/9/2019



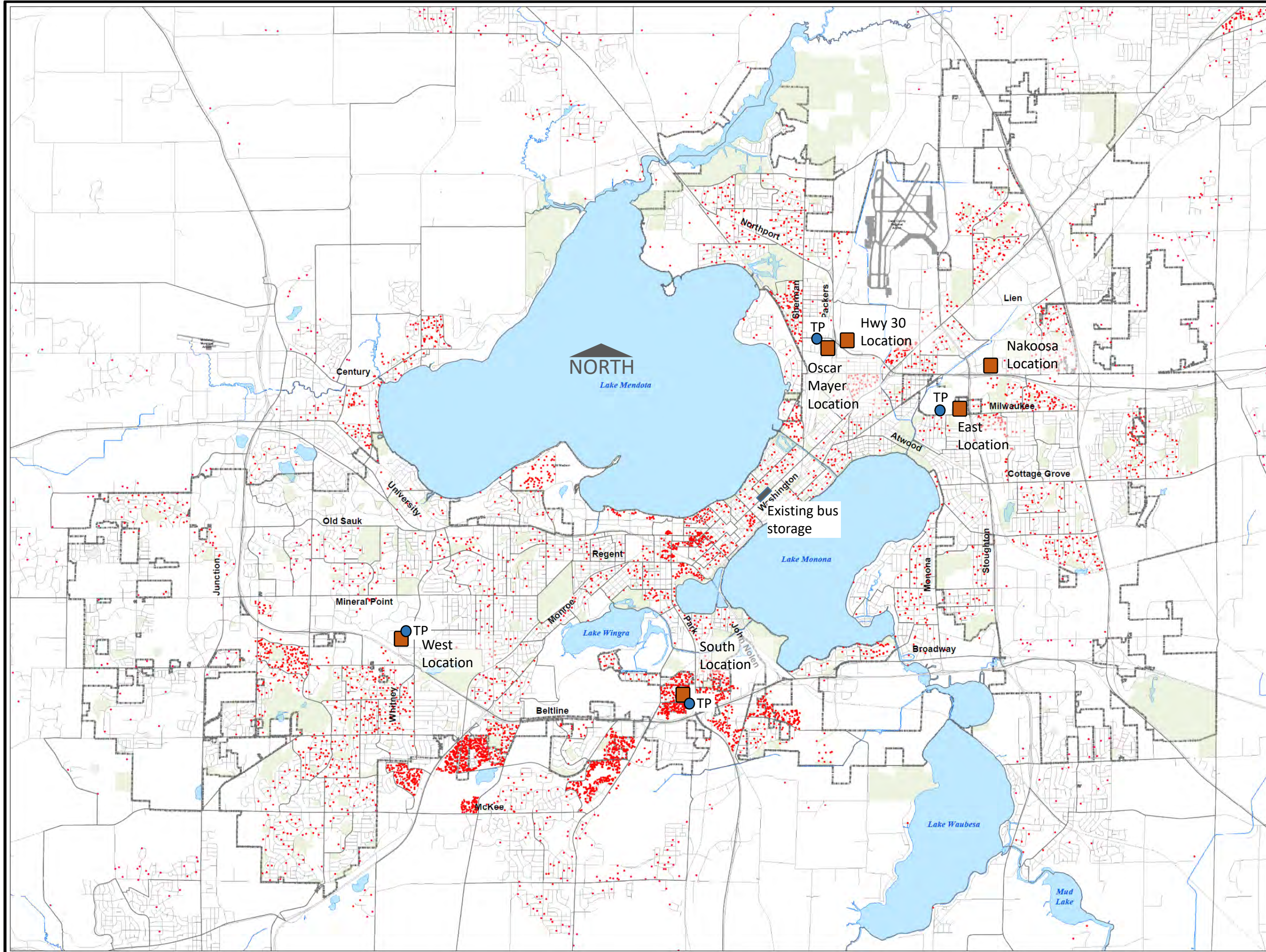
## Exhibit 7

2016 American Community Survey 1-Year Estimates  
Source of data table:  
ACS\_2016\_5YR\_BG\_55\_WISCONSIN.gdb/BG\_METADATA\_2016

Fields:  
RACE: Black or African American alone: Total population—(Estimate)  
RACE: American Indian and Alaska Native alone: Total population—(Estimate)  
RACE: Asian alone: Total population—(Estimate)  
RACE: Native Hawaiian and Other Pacific Islander alone: Total population—(Estimate)  
RACE: Some other race alone: Total population—(Estimate)  
RACE: Two or more races alone: Total population—(Estimate)

The dots are placed randomly within each census block but are restricted to areas of residential land use. This restriction results in a map that gives a more accurate portrayal of where population exists on the ground versus the traditional choropleth map.

Source info:  
Street Base: 2012 (DCLU)  
Hydrography: 2010, 1:2400 (DCLU)  
Population and Race: 2010 Census (U.S. Bureau of the Census)



# Disabled Population

City of Madison Area  
Dane County, Wisconsin

1 Dot = 5 Households

- Disabled
- TP - Transfer Point
- - Possible Satellite Facility



0 1,250 2,500 5,000 7,500 10,000 Feet

1:24,845

1 inch = 2,070 feet

Date: 8/12/2019



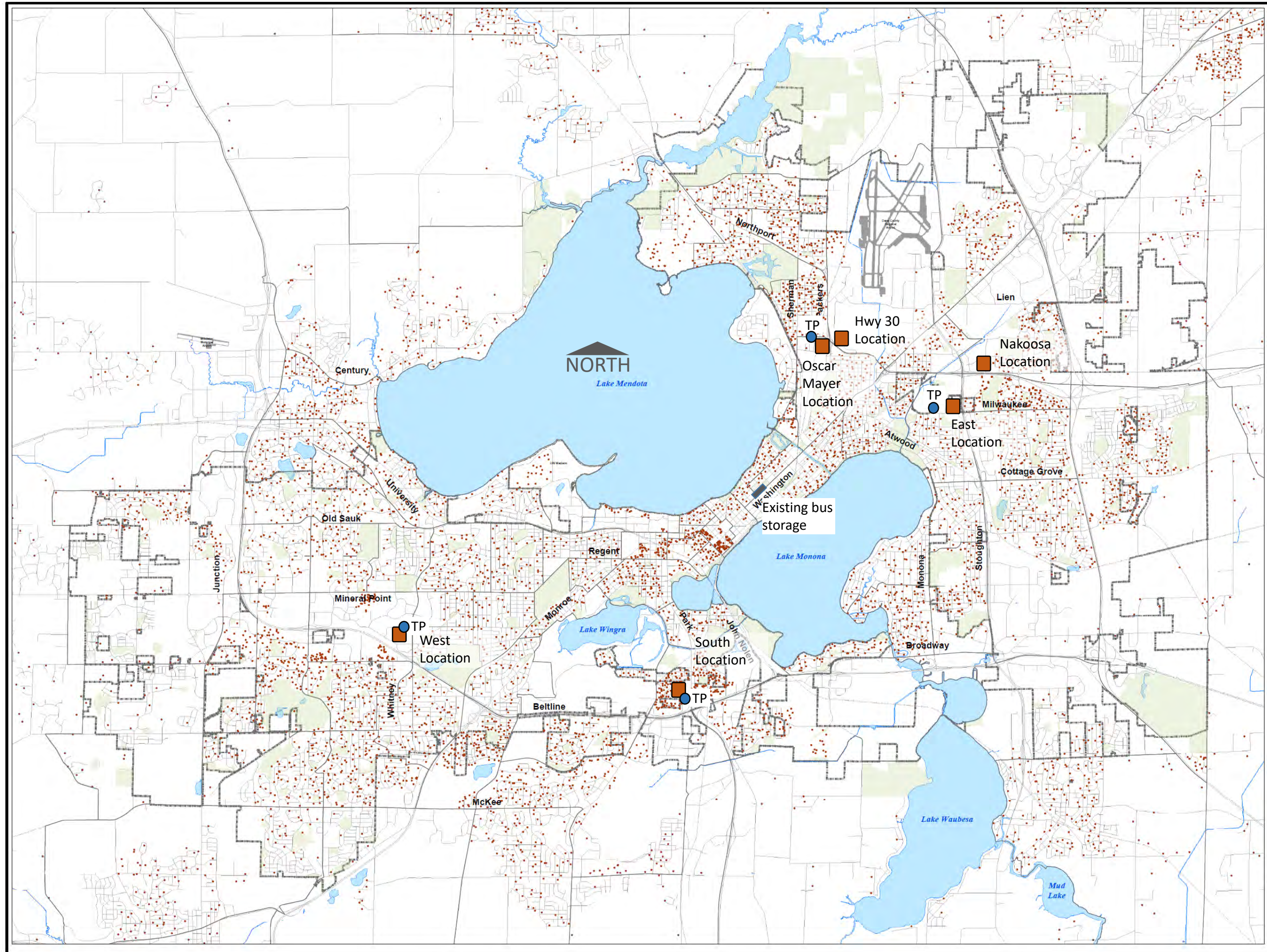
## Exhibit 8

Source of data table:  
ACS\_2016\_5YR\_BG\_55\_WISCONSIN.gdb/METADATA\_2016

Fields:  
 RACE: Black or African American alone: Total population--(Estimate)  
 RACE: American Indian and Alaska Native alone: Total population--(Estimate)  
 RACE: Asian alone: Total population--(Estimate)  
 RACE: Native Hawaiian and Other Pacific Islander alone: Total population--(Estimate)  
 RACE: Some other race alone: Total population--(Estimate)  
 RACE: Two or more races alone: Total population--(Estimate)

The dots are placed randomly within each census block but are restricted to areas of residential land use. This restriction results in a map that gives a more accurate portrayal of where population exists on the ground versus the traditional choropleth map.

Source info:  
 Street Base: 2012 (DCLD)  
 Hydrography: 2010, 1:2400 (DCLD)  
 Population and Race: 2010 Census (U.S. Bureau of the Census)

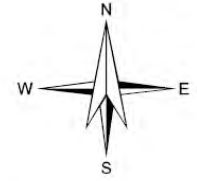


# Elderly-Over 65 Population

City of Madison Area  
Dane County, Wisconsin

1 Dot = 5 Households

- Elderly-Over 65
- TP - Transfer Point
- - Possible Satellite Facility



0 1,250 2,500 5,000 7,500 10,000 Feet

1:24,845  
1 inch = 2,070 feet  
Date: 8/9/2019



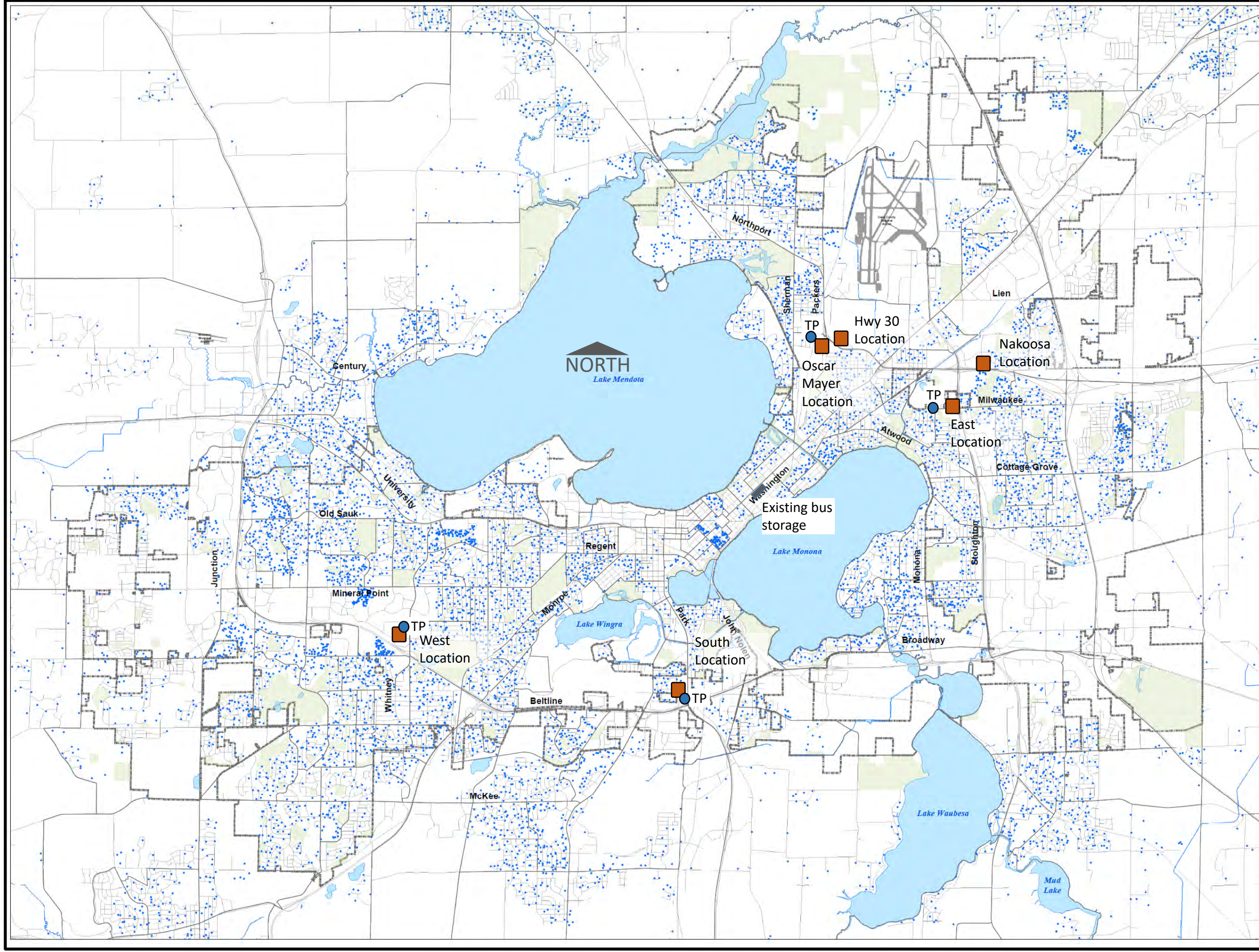
## Exhibit 9

Source of data table:  
ACS\_2010\_5YR\_BG\_65\_WISCONSIN.gdb/BG\_METADATA\_2010

Fields:  
RACE: Black or African American alone: Total population--(Estimate)  
RACE: American Indian and Alaska Native alone: Total population--(Estimate)  
RACE: Asian alone: Total population--(Estimate)  
RACE: Native Hawaiian and Other Pacific Islander alone: Total population--(Estimate)  
RACE: Some other race alone: Total population--(Estimate)  
RACE: Two or more races alone: Total population--(Estimate)

The dots are placed randomly within each census block but are restricted to areas of residential land use. This restriction results in a map that gives a more accurate portrayal of where population exists on the ground versus the traditional choropleth map.

Source Info:  
Street Base: 2012 (DCLJ)  
Hydrography: 2010 (DCLJ)  
Population and Race: 2010 Census (U.S. Bureau of the Census)



**2010 Census Block Groups served by  
Metro Transit, City of Madison (WI)  
Effective Date: August 2019**

**Minority Populations  
and Transit Service Area**

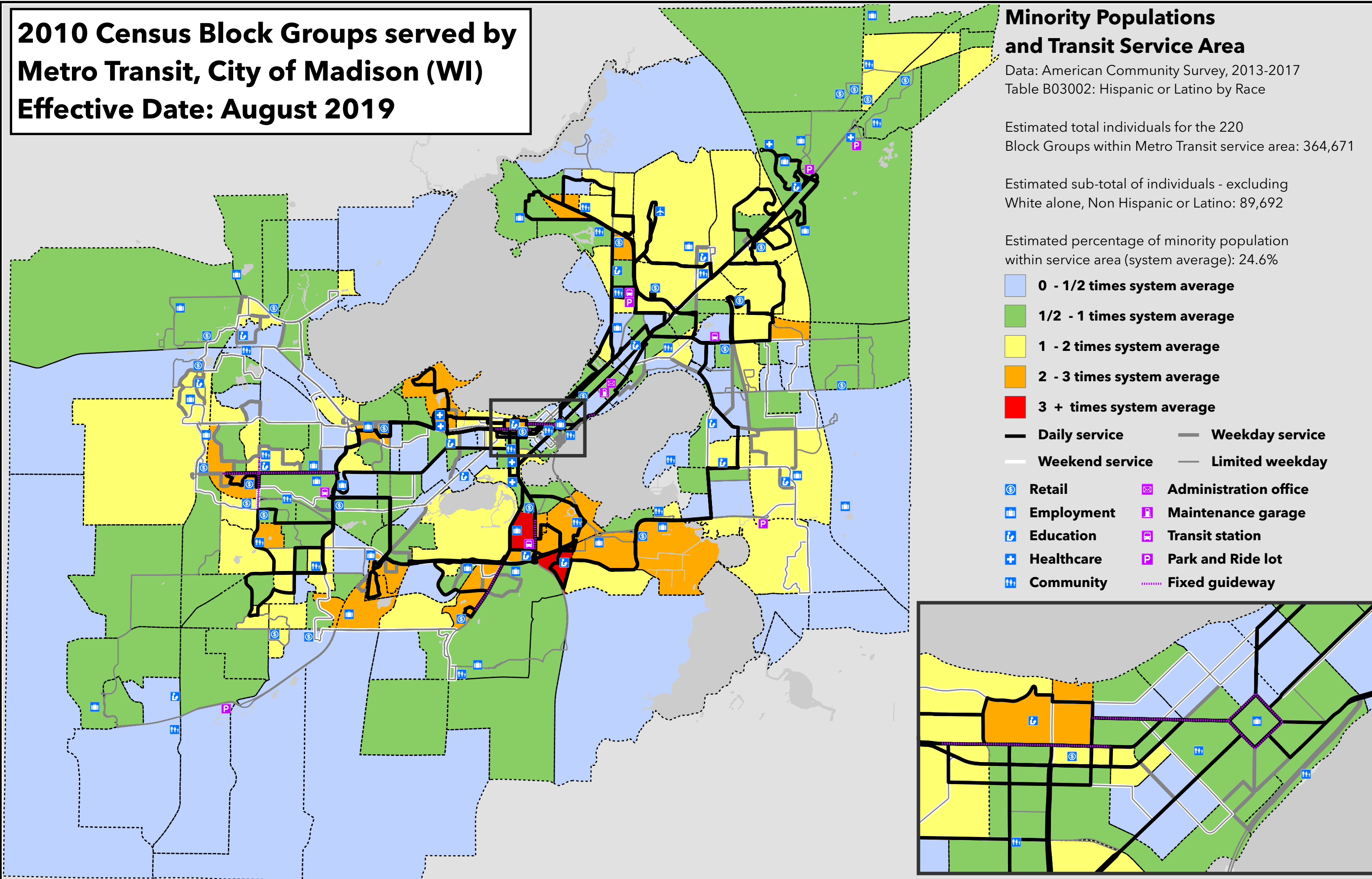
Data: American Community Survey, 2013-2017  
Table B03002: Hispanic or Latino by Race

Estimated total individuals for the 220  
Block Groups within Metro Transit service area: 364,671

Estimated sub-total of individuals - excluding  
White alone, Non Hispanic or Latino: 89,692

Estimated percentage of minority population  
within service area (system average): 24.6%

- 0 - 1/2 times system average**
- 1/2 - 1 times system average**
- 1 - 2 times system average**
- 2 - 3 times system average**
- 3 + times system average**
- Daily service**
- Weekday service**
- Weekend service**
- Limited weekday**
- Retail**
- Administration office**
- Employment**
- Maintenance garage**
- Education**
- Transit station**
- Healthcare**
- Park and Ride lot**
- Community**
- Fixed guideway**



**2010 Census Block Groups served by  
Metro Transit, City of Madison (WI)  
Effective Date: August 2019**

**Low Income Populations  
and Transit Service Area**

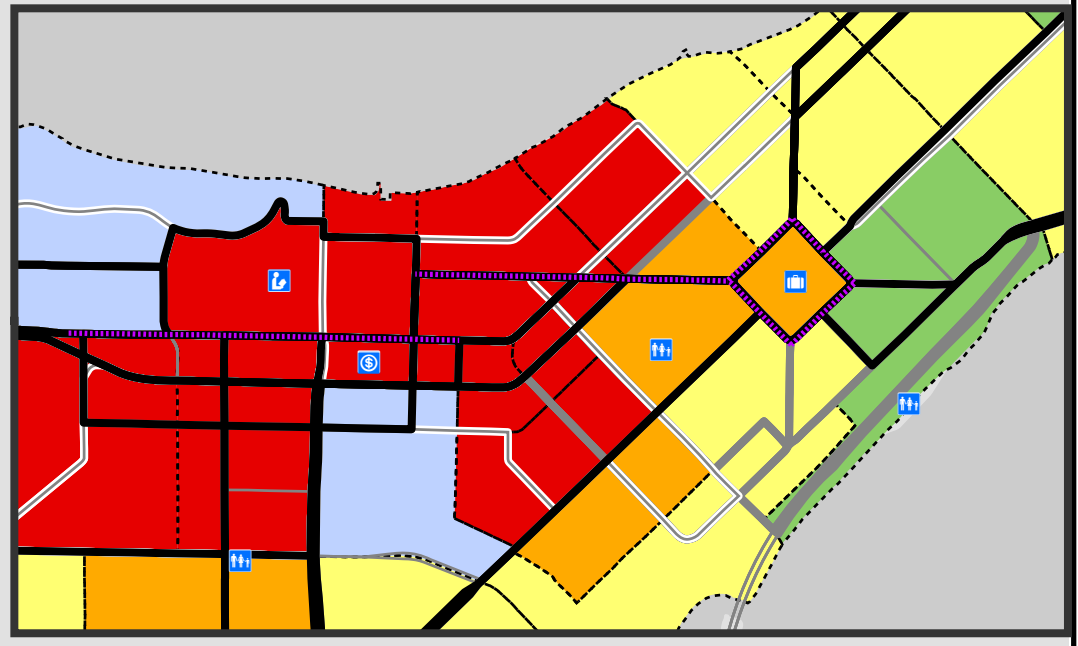
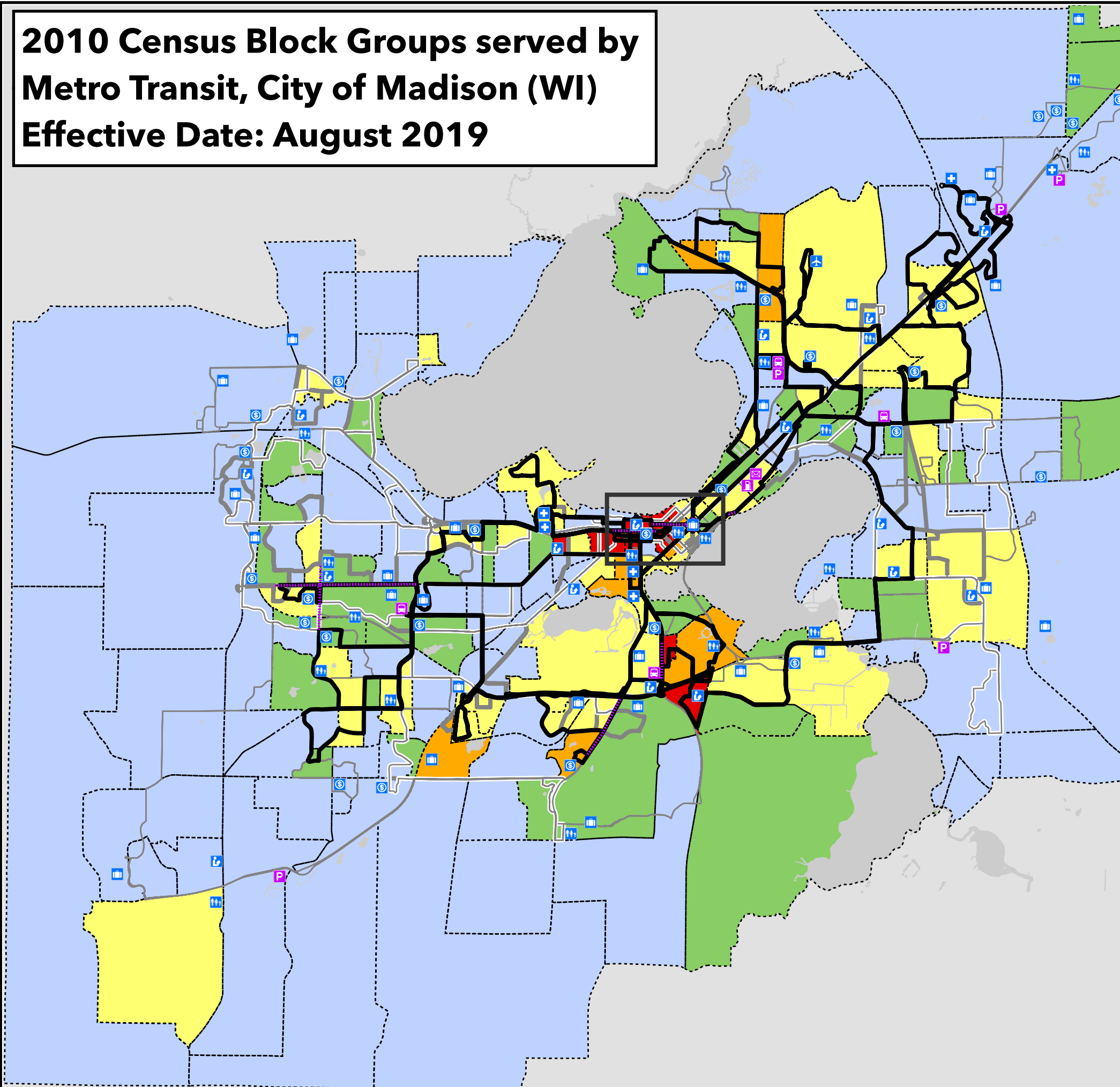
Data: American Community Survey, 2013-2017  
Table B17021: Poverty Status of individuals in past year

Estimated total individuals with income for the 220  
Block Groups within Metro Transit service area: 352,829

Estimated sub-total of individuals in poverty status  
in past year: 54,300

Estimated percentage of low income population  
within service area (system average): 15.4%

- 0 - 1/2 times system average**
- 1/2 - 1 times system average**
- 1 - 2 times system average**
- 2 - 3 times system average**
- 3 + times system average**
- Daily service**
- Weekday service**
- Weekend service**
- Limited weekday**
- Retail**
- Administration office**
- Employment**
- Maintenance garage**
- Education**
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- Healthcare**
- Park and Ride lot**
- Community**
- Fixed guideway**





**2010 Census Block Groups served by  
Metro Transit, City of Madison (WI)  
Effective Date: August 2019**

**Limited English Households  
and Transit Service Area**

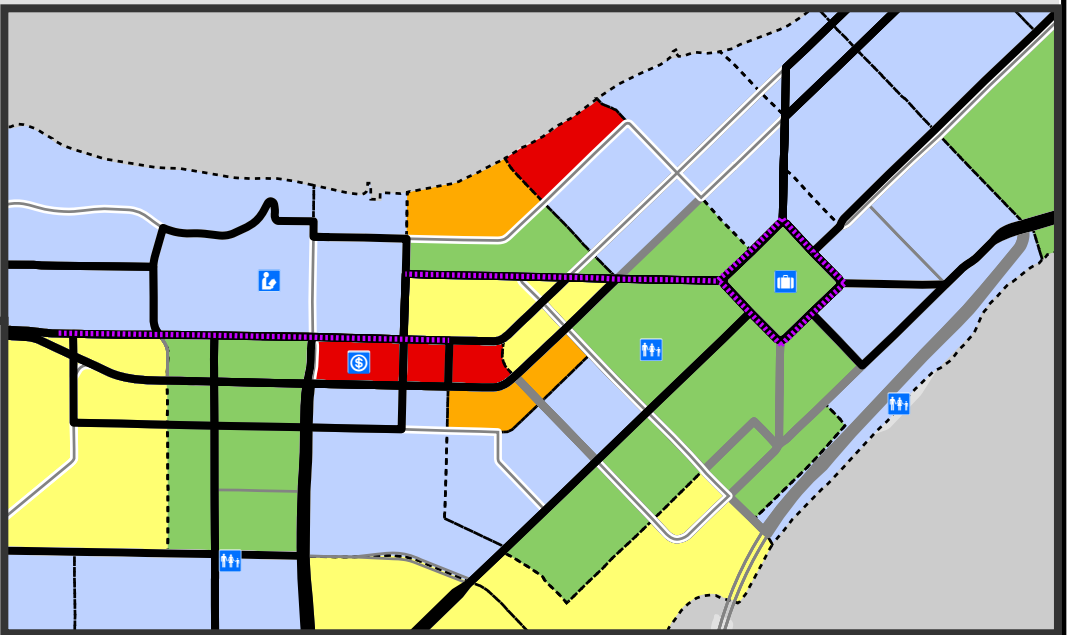
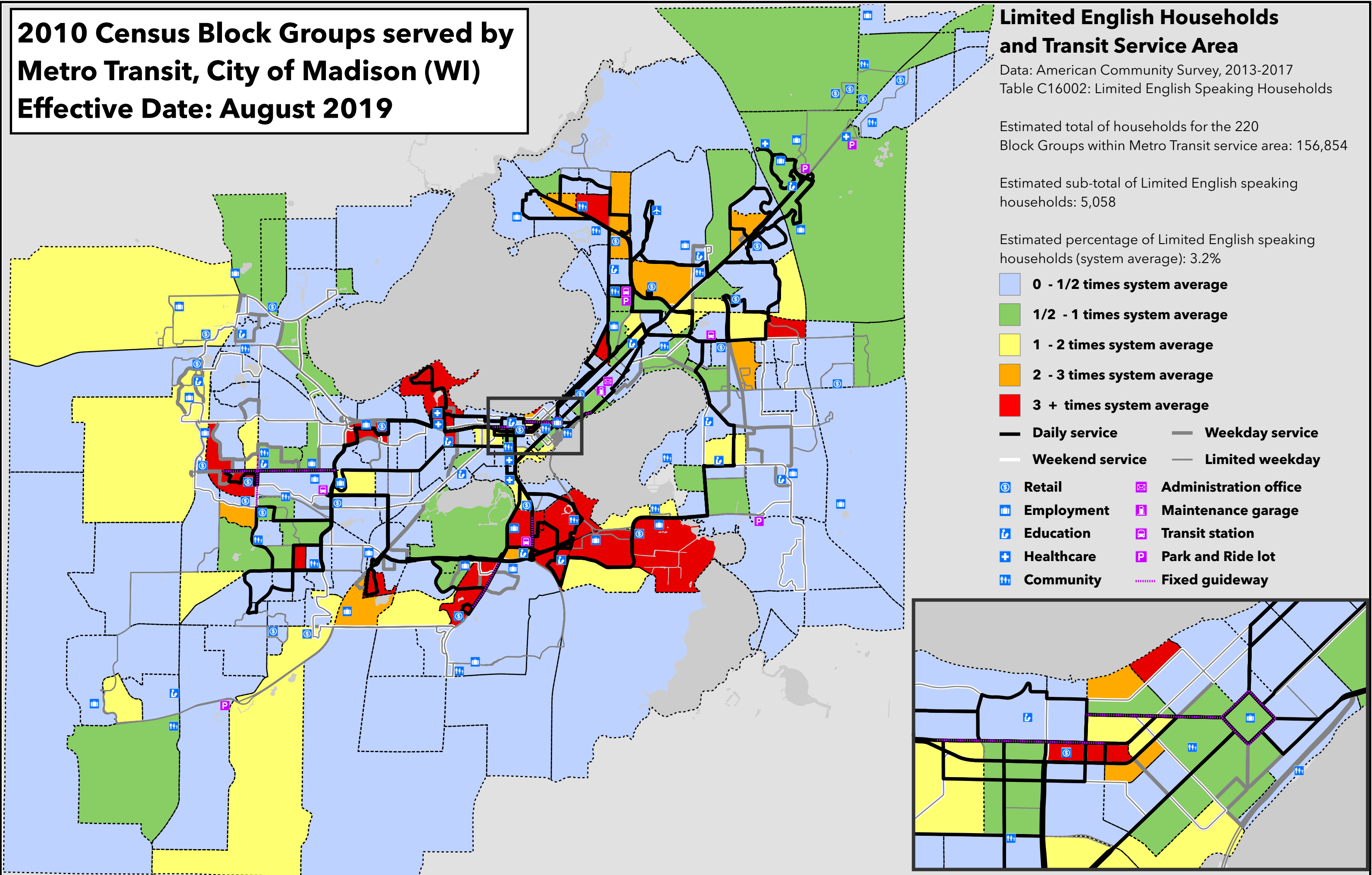
Data: American Community Survey, 2013-2017  
Table C16002: Limited English Speaking Households

Estimated total of households for the 220  
Block Groups within Metro Transit service area: 156,854

Estimated sub-total of Limited English speaking  
households: 5,058

Estimated percentage of Limited English speaking  
households (system average): 3.2%

- 0 - 1/2 times system average**
- 1/2 - 1 times system average**
- 1 - 2 times system average**
- 2 - 3 times system average**
- 3 + times system average**
- Daily service**
- Weekday service**
- Weekend service**
- Limited weekday**
- Retail**
- Administration office**
- Employment**
- Maintenance garage**
- Education**
- Transit station**
- Healthcare**
- Park and Ride lot**
- Community**
- Fixed guideway**



**2010 Census Block Groups served by  
Metro Transit, City of Madison (WI)  
Effective Date: August 2019**

**Minority Populations  
and Transit Amenities**

Data: American Community Survey, 2013-2017  
Table B03002: Hispanic or Latino by Race

Estimated total individuals for the 220  
Block Groups within Metro Transit service area: 364,671

Estimated sub-total of individuals - excluding  
White alone, Non Hispanic or Latino: 89,692

Estimated percentage of minority population  
within service area (system average): 24.6%

- 0 - 1/2 times system average**
- 1/2 - 1 times system average**
- 1 - 2 times system average**
- 2 - 3 times system average**
- 3 + times system average**
- Daily service**
- Weekday service**
- Weekend service**
- Limited weekday**
- Shelter with real time & printed information**
- Shelter with printed information**
- Stop with printed information**

