

Metro Transit Title VI Program

JUNE 2017

Metro Transit – Madison, WI

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

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Introduction

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 Transit and Parking Commission on June 14, 2017 for approval.



General Requirements

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

- Signage inside all vehicles in English, Spanish and Hmong
- Page 2 of its Ride Guide
- Homepage of website: *mymetrobus.com*
- Table display at reception window
- Listed at the bottom of Metro's weekly email newsletter



Title VI Complaint Procedures

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
- Page 2 of its Ride Guide [*Appendix A-1*]
- Homepage of website: *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-2*]. This same information is available on Metro's website. There is a Title VI/ Civil rights link in the top right corner of the main page at *mymetrobus.com*.



Title VI Investigations, Complaints & Lawsuits

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

Complainant: Name Redacted

Allegation: Complaint was filed with the State of Wisconsin Equal Rights Division alleging discrimination on the basis of race regarding ridership on the City of Madison's Metro buses

Resolution: The investigator dismissed the complaint and complainant has not appealed that Order.

Complainant: Name Redacted

Allegation: A claim was filed with the State of Wisconsin Equal Rights Division alleging the City violated the State's Public Accommodations law because a bus driver removed complainant from the bus in which he was riding because of his behavior.

Resolution: The Equal Rights Division dismissed the Complaint. Complainant filed an appeal of that dismissal and a probable cause hearing to determine whether he is entitled to a hearing on the merits was held on May 10, 2016. The Administrative Law Judge's found enough evidence to warrant a hearing on the merits and that will be scheduled in the future. The proposed remedy does not include monetary damages other than a penalty which is minimal. The City intends to rigorously defend this matter.

A complaint was filed in 2017 with the City of Madison of Civil Rights Office, but was then subsequently dropped by the complainant.



Public Participation Plan

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 equal public participation, ensuring that decisions impacting 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 LEP populations.
2. Provide materials and comment opportunities that meet the cultural and language preference of all individuals and communities within our 72 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...

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's Transit and Parking Commission

The Transit and Parking Commission makes recommendations to the Council regarding policies on all transit and parking matters and shall be 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 shall function 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 is 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 are also held in front of the Transit and Parking Commission. This allows Commission members to hear public opinion prior to approving any major service, fare or policy changes.

Neighborhood Resource Teams (NRT)

Neighborhood Resource Teams (NRT) are an innovative Citywide 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.

ADA Transit Subcommittee

The ADA Transit Subcommittee is an advisory committee to the Transit and Parking Commission. The subcommittee is 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 identifies issues and recommends policies to the Transit and Parking Commission.

The body has an affirmative duty to seek public input and consultation with persons with disabilities and their representatives in the Metro Transit service area. This may include but is not limited to people with vision impairments or blindness; people who do not speak; people who do not understand spoken language, social service agencies that serve people with disabilities, including residential and vocational support providers, organizations and other coalitions of self-advocates; transit travel trainers, paratransit drivers, Dane County specialized transportation oversight staff and committees.

Contracted Services Oversight Subcommittee

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.

COMMUNICATION FORMATS & TECHNIQUES

Public Hearings/ Meetings

In accordance the State of Wisconsin's Open Meeting Law (Wis. Stat. § 19.84(3)), 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 and online.

Meetings are available and open for public participation. For simplicities sake, the meetings are held every second Wednesday of the month at 5:00 PM in the Madison Municipal Building or another centrally located government building that meets accessibility needs and convenience.

All notices encourage those that cannot attend to fill out a feedback form, send an email to 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 impact more than just those who ride. Surveys are disseminated online, on all fixed-route vehicles, and are sent via postal mail to those living near the affected area.

In 2015, Metro conducted an onboard survey to help better understand the demographics and travel patterns of its users. The survey also looked to identify trips that are difficult to make due to excessive transferring and out-of-direction travel. The goal of the survey was also to ensure Metro is able to continue to provide equitable service to all area residents.

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, new 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 Alert Emails

More than 3,200 riders are subscribed to our General Rider Alert 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, etc... The e-newsletter is available to anyone that signs up online at mymetrobus.com/alerts.

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

At the bottom of every newsletter is a reminder of Metro's accessible services and Title VI information.

Text Alerts

More than 2,700 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 3,400 followers that participate in various conversations regarding service updates, live delays, public announcements/meetings, detour/weather updates, etc. In 2015, Metro also set up a Spanish Twitter account (@mymetrobus_es). This account is exclusively Spanish with about 42 followers. Although a much smaller following, Metro continues to engage with the Spanish-speaking population by tweeting news of upcoming public hearings, detours or service/fare changes that may impact a certain population.

Metro also encourages all Twitter followers to fill out feedback forms when tweeting about complaints, compliments or suggestions. A Metro staff person regularly checks account activity to monitor public perceptions, opinions and feedback.

Last year, Metro also started a Metro Transit Facebook and Instagram account to engage a new population of customers and riders.

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.

After an evaluation of our current public participation techniques, Metro realized that we need to do more to reach low income populations that may not have access to a smart phone or computer. To address this, Metro is currently working on a printed fixed-route newsletter to send out on a monthly, or an “as needed” basis.

Website

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 has been visited around 4,000 times.

The homepage also features the latest news and highlights. All public participation opportunities are posted in the “New and Noteworthy” 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 and Spanish information on its homepage. The Civil Rights/ Title VI Web page receives around 200 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 (see below for example).

Civil Rights/ Title VI Notices are now also placed on all Paratransit vehicles and at our 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. Riders are encouraged to take a copy with them. Translated flyers are available upon request; however, Metro has been recently practicing printing the text in Spanish as well. 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 may or will be affected by a service or policy update (i.e. important detours, service reductions, stop eliminations, etc.).

Targeted Mailings

Targeted mailings are sent for location-based feedback/communication.

Media Outlets

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.



Metro held several public hearings since the last Title VI report in 2014. As a standard practice, Metro holds public hearings for all service changes, even those not considered as major. Since 2014, a mixture of major and minor service changes is proposed in August of each year.

Public hearings were also held for such issues as related to removing a shelter in the busy downtown area as well as service additions to newly constructed medical facilities as well as underserved low income and minority neighborhoods.

Metro promoted each of these hearings as described earlier in this report including posting flyers on buses and at its reception window (in English, Spanish and Hmong), legal notices, and paid ads in local newspapers, 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.

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. All comments were reviewed by Metro staff and the Madison Transit and Parking Commission.

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

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.

Metro Transit has hired a new bilingual outreach specialist in its marketing and customer services unit that is a fluent Spanish speaker. This staff person will be used to help further improve Metro's communications outreach efforts to both Spanish-speaking communities as well as other LEP populations within Madison.



No updates have been made since 2014. 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 for public comment. Printed versions will be made available at Madison library locations or mailed to individual customers upon request to Metro's customer service center. Customers can request a printed version by calling (608) 266-4466 or emailing mymetrobus@cityofmadison.com.

Notices to the public that the plan will be available for review will be posted online at 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 serve 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.

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 LEP persons coming in contact with its transit service. Metro indicates in its Ride Guide (updated and printed at least four times a year) 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. And on average, less than 12 calls annually requested interpreter services.

In addition, since 2014, there have also been a handful of calls where Metro staff referred calls to Metro Spanish-speaking staff. The exact number of those calls is not tracked.

Printed Document Translation Requests

Translated printed information is available through the mail upon request to Metro's call center. Less than 20 requests were made to Metro's call center in 2016. 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.

Website Translation Requests

Metro's trip planning feature and other "how to ride" information is translated into Spanish and available on its agency web site. Information includes translated trip plan links through Google Maps, as well as instructional "how to ride" videos. In 2016, there were approximately 567 unique page-views of Metro's online information. This calculates to less than one percent of Metro's annual unique views.

Metro has not had any request for interpreter services at any of its public meetings. Metro does have resources in place, including a 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 online trip planning and bus tracking data is also available in Google Maps which is available in Spanish.



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 kept 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 has hired a Spanish-speaking staff person in its marketing unit. This person will be focusing on community outreach with a focus on the Spanish-speaking community in Madison. The goal of this position is to bring more information out into the LEP community on a more grass-roots level to raise awareness of how to use the transit system to access these programs and activities.

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, the cost to provide this service has not been an issue. In addition, Metro is part of the City of Madison government and is able to reach out and utilize its resources as well to provide language assistance.

Metro's new Spanish-speaking staff person in marketing will also help increase the amount of materials available in Spanish. This staff person will also be in charge of language assistance to all populations in Madison, not just those that speak Spanish. This person will help Metro increasingly improve in this area.



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 interpreter services.
- Metro has videos readily accessible online in English and Spanish, including “How to Ride” and “Traveling during Cold Weather.”
- 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, et cetera (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 readily available online on the City’s Intranet.

Written Translations

- Materials important for accessing and using Metro’s services are mostly 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.
- Metro has some Spanish information available on its website including information related to accessible services, planning trips on Google Maps, and Paratransit service, and contact information.



- 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, Vietnamese.
- Metro continues to expand its amount of written materials available in Spanish with its bilingual marketing person. This person helps identify whether or what type of need there is for materials to be translated into other languages. Once identified, this staff person utilizes translation services to create documents and distribute.

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 via a link on the homepage.

Metro customer service staff are also trained to identify the need for additional translated materials and to pass that on to marketing staff to get these created.

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, 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 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 Address: mrusch@cityofmadison.com



Committee Membership

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

The **TRANSIT AND PARKING COMMISSION (TPC)** is our governing body. The current membership is:

White females:	4
White males:	6
Black male:	1

The **ADA TRANSIT SUBCOMMITTEE (ADATS)** is a subcommittee of the TPC focusing on transit issues as they affect people with disabilities. The current membership is:

White females:	3
White male:	1
Black male:	1
Multi-Racial:	1
Vacancies:	3

In order to encourage the participation of minorities on the TPC,

- The City's Civil Rights Director participates in the Mayor's review and decisions on committee appointments
- 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

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)
- City of Sun Prairie (5310 Vehicle purchase)
- Young Women's Christian Association (YWCA) (STP-5307 Vehicle purchase)
- City of Stoughton (5307 ARRA/5309/5310 Vehicle purchase)
- Colonial Club (5310 Vehicle purchase)

Metro started a Subrecipient monitoring program in 2016, in which the City of Stoughton was monitored. Full Title VI plan can be found in [*Appendix A-3*].



Equity Analysis for Facility Construction

Metro Transit has not constructed a facility during the covered period and therefore has no equity analysis.



Service Standards

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. The 2010 population within the service area was approximately 235,100 persons. This includes 85% of the City of Madison's population, 70% of the City of Middleton's population and 51% of the population of Fitchburg.

ON-TIME PERFORMANCE AND RELIABILITY

Reliability and on-time performance metrics have begun to be collected and analyzed since the last report. Metro now 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 TPC Commission policy board.

The on-time performance of Route 18, which serves several equity-sensitive areas, has significantly improved over the past two years as a result of changes to the routing and also the completion of a highway interchange project. Reliability of connections at the South and West transfer points has greatly improved, and customer complaints have been reduced.

The weekend Route 7 is a combination of Route 3 (West Transfer Point to East Transfer Point) and Route 6 via Tokay (West Transfer Point to Capitol Square). In contrast to Route 3, with a 60-minute scheduled travel time from the East Transfer Point to the West Transfer Point, Route 7 has a 45-minute scheduled travel time, combined with a more streamlined routing. However, the more direct routing is often not sufficient to reduce the scheduled travel time by 15 minutes, and connections are often missed. The schedule was changed so that Route 7 now leaves the East and West Transfer Points three minutes before the normal pulses (:57/:27 at the West Transfer Point and :12/:42 at the East Transfer Point). This change has reduced the number of missed connections, but it is an irregularity and problems remain, particularly during summer Saturdays with congestion in central Madison and when unpredictable delays occur. Metro has proposed a service enhancement that would



alleviate the issues with route 7, as well as providing more weekend service along a rapidly developing corridor. However, the improvements are expensive and the spending request has not been approved as part of the annual operating budget. Metro staff will continue to advocate for the much-needed service enhancement.

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
Core Routes	15 - 30	15 – 30	30
Peripheral	30	30 - 60	60
Commuter	15 - 30	None	None
Circulator	10 – 20	10 - 20	15 - 30
15-Minute Network	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
Core Routes	More than 50	25 – 50	Less than 25
Peripheral Routes	More than 50	25 – 50	Less than 25
Commuter Routes	More than 50	25 – 50	Less than 25
Circulator Routes	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

Route Category	Weekday	Weekend/Holiday
Core Routes	5:30 AM – 1:00 AM	7:00 AM – 12:00 AM
Peripheral Routes	5:30 AM – 1:00 AM	7:00 AM – 12:00 AM
Commuter Routes	6:30 – 9:30 AM, 3:30 – 6:30 PM	None
Circulator Routes	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 63 fixed routes with 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
Core Routes	3/16 to 1/4 mile (330-440 yards), no stops should be less than 1/8 mile (220 yards).
Peripheral Routes	3/16 to 1/4 mile (330-440 yards), no stops should be less than 1/8 mile (220 yards). Flexible routes may have flag stop service where passengers may request a stop anywhere along the line.
Commuter Routes	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.
Circulator Routes	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)
Central Madison						
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
Peripheral Madison						
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
Ridership	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.
Attractions	Bus stops should be located close to ridership generating attractions, such as schools, retail and employment centers, and apartment buildings, to the extent practical.
Street Crossings	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.
Operations	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.
Other	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.



Shelters and Benches

Of Metro's 2,103 bus stops, 235 have shelters. About six different shelter designs can be found at bus stops. The number of shelters in service in 2017 and their 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 are being 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.

Real Time Signs

Electronic signs displaying real time arrival information are installed at the four transfer points and major bus stops in the service area.

PARK-AND-RIDE LOTS

Metro currently provides service to three officially designated park-and-ride lots. Two are located on the north side: one at the North Transfer Point and one within the Northside Town Center parking lot. The third, a state owned facility called the Dutch Mill Park-and-Ride, 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 and was expanded in 2012 due to capacity problems.

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. However, it is currently only served by reverse-peak (AM outbound and PM inbound) service. Another state owned park & ride lot exists near the intersection of Verona Avenue and Old CTH PB in Verona, but it lacks acceptable access to nearby bus stops for routes 55 and 75.

TRANSFER POINTS

Metro has four major transfer points which were opened in July 1998 to help implement Metro's route restructuring that decentralized the system. 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. In 2010, a second exit was added to the South Transfer Point along with other improvements to the Badger Road/Park Street intersection to improve the on-time performance of Route 18. No major changes or renovations to other transfer points have been completed since the facilities were opened in 1998.



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

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

In the last few years, smart phone apps, including Bus Radar and Mobile UW, have come into greater use. 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.



ELECTRONIC SIGNS

Metro currently has two types of electronic signs: four line signs and two line signs. A total of 12 signs are currently deployed. Electronic signs are distributed to places where there are a high number of routes and buses intersecting, such as the capitol square and the transfer points. There is one sign at each transfer point, and five total signs at shelters on the capital square.

Additional signs are distributed where there is higher ridership or a concentration of potential new riders such as the airport, which has one sign, and Madison College, where signs were recently installed in their two new buildings.



Demographic Ridership and Travel Patterns

A comprehensive, on-board ridership survey was conducted in the spring of 2015, primarily in February and March. The onboard survey focused upon Metro Transit Routes 1 through 75. It did not include UW circulator routes (which would be difficult to survey given the short trips), supplemental school day service (whose riders' demographics and trip patterns are already well understood), and paratransit service.

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

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.



Disparate Impact Policy/ Disproportionate Burden Policy

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 2014

Since the 2014 Title VI report, Metro Transit has not undertaken any large-scale route or schedule changes. However, targeted changes have occurred each year to address service deficiencies or to simplify routes and schedules. The changes with equity implications are highlighted below.

PROPOSED SERVICE CHANGES – AUGUST 2016

In August of 2016, operating budget amendments were approved by the city council to allow expansion of service on two equity-sensitive routes:

- *Route 17* provides a quick connection between the north and east transfer points. The route links equity-sensitive neighborhoods on the north side with shopping and employment opportunities on the east side. Until August of 2016, the route had operated only on weekdays. With the additional local operating investment, the service was extended to weekends and holidays as well.
- *Route 31* connects a geographically isolated and equity-sensitive neighborhood on Madison's southeast side with the rest of the system at the East Transfer Point. It also provides primary service from the neighborhood to and from the middle and high schools in that district. In August of 2016, the span of service was increased at night to 10:30 p.m. Previously, service had ended at 6:30 p.m. The longer span increased employment opportunities for evening jobs, as well as improving access for evening events at the schools and public library along the route.

PROPOSED SERVICE CHANGES – AUGUST 2017

On April 12, 2017, a public hearing was held to discuss proposed updates to Metro routes that would go into effect in August. The following proposals were considered major service changes as according to Metro's policies:

- *Routes 2 & 28*: Route shifted to better serve Madison's job center. This shift removed service from a city block that had only two stops with low boardings at each. These stops, however, were near a facility providing homeless services.



- *Route 55:* Service shifted dramatically from one side of Verona to the other to better serve employee housing areas of a large employment center.
- *Route 59:* Weekend service was eliminated in the Dunn's Marsh Neighborhood, an area where there is a high concentration of low income and people of color populations, to provide direct service between Metro's West Transfer Point and the Fitchburg Public Library and a new business center.

Equity Analysis Conducted and Presented to the TPC

Metro staff presented its equity analysis and continued rationale for making proposed changes to the commission. Details included the following:

- *Routes 2/28:* Service has shifted slightly away from a men's day shelter on Roth St., however staff believe improved access to the Dane County Job Center outweighs impact of moving outbound service off of Roth St. Walking distance from this shelter to a new stop increased by 0.1 mile.
- *Route 35:* Service realigned to operate "reverse commute" to an employment area not currently receiving bus service. No segments of the existing route will be missed, however travel times for certain trips may be increased.
- *Route 59:* This proposed change disrupts direct service between the Dunn's Marsh neighborhood, which has a concentration of low income and people of color populations, and a large shopping and employment center. Service is still available from this neighborhood to this shopping/employment center, but the trip would be approximately 15 minutes longer and involve a transfer.

As a result, this might have appeared to be a service change that has a disparate impact on the people of color and low income riders in this neighborhood. However, staff still proposed this change, because this route experiences very low ridership and is one of Metro's least productive routes. It is also not heavily used by riders from this neighborhood to the shopping center.

Metro staff continued to present this proposal with the goal of improving ridership and increasing productivity on this low-functioning route.

- *Route 55:* New routing directly serves concentrations of commuters. Areas where route was removed is still being served by other routes.



Metro promoted this public hearing in ways described earlier including flyers on buses, posted at its reception window, and a series of texts, emails and posts on social media in the months leading to the public hearing.

The following board approval minutes can be found in the Appendices:

- Transit and Parking Commission Notes from April/May 2017 regarding 2017 Proposed Service Changes and Equity Discussion [*Appendix A-4*]



Public Participatory Procedures for All Proposed Fare Changes

All staff recommendations for fare increases will be presented to the Transit and Parking Commission (TPC). 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 Web site, its text message subscription lists, 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 and Metro+Plus 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 TPC 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 TPC 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 TPC 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 TPC 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 TPC will submit a report on the approved changes to the Common Council which can request that the TPC reconsider its vote.

The TPC 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 FAMILY/HOUSEHOLD	POVERTY GUIDELINE
1	\$11,770
2	\$15,930
3	\$20,090
4	\$24,250
5	\$28,410
6	\$32,570
7	\$36,730
8	\$40,890
For families/households with more than 8 persons, add \$4,160 for each additional person.	

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.

Previous Fare Equity Policies and Issues:

In 2014, Metro established Minority Disparate Impact and Low-Income Disproportionate Burden Policies.

Those policies were as follows:

A. MINORITY DISPARATE IMPACT POLICY – FARE EQUITY ANALYSIS



If a planned transit fare adjustment results in more than a 5% increase to a fare type that has been identified as being used by a minority population as compared to the lowest proposed percentage increase of a non-minority fare type, then it will be considered a minority disparate impact.

Example: If the lowest increase of a non-minority fare item is 10%, then Metro staff will strive to ensure that no non-minority fare type is raised by no more than 15%.

If an adjustment is considered to have a disparate impact, staff will look at alternative adjustments to minimize or eliminate it entirely. In the example above, pricing would be adjusted to ensure all minority fare types would be increased by no more than 15%.

B. LOW-INCOME DISPROPORTIONATE BURDEN POLICY – FARE EQUITY ANALYSIS

If a planned transit fare adjustment results in more than a 5% increase to a fare type that has been identified as being used by a low income population, as compared to the lowest proposed percentage increase of a fare type that is considered non-low-income, then the resulting effect will be considered a low-income disproportionate burden.

Example: If the lowest increase of a non-low income fare item is 10%, then Metro staff will strive to ensure that any low-income fare type is raised by no more than 15%.

If an adjustment is considered to cause a disparate impact, staff will look at alternative adjustments to minimize or eliminate it entirely. In the example above, pricing would be adjusted to ensure all low-income fare types would be increased by no more than 15%.

2016 PROPOSED FARE INCREASE

The above policies were put to practice in 2016 when a fare increase was included in the City of Madison's 2016 executive budget.

These policies were discussed at a public hearing held on Wednesday, May 11 in front of the Madison Transit and Parking Commission. During the course of the public hearing process, commission members and members of the public found the policy to be confusing. As written staff members also had trouble explaining its current wording.



Commission members also debated the wording “as compared to the lowest proposed percentage increase of a fare type that is considered non-minority/ low-income.” Some non-minority/low-income fare types did not increase as part of the proposed fare increase. Points were made that these items had no increase, or a 0% increase, and therefore should have been used as the lowest comparison point of the analysis. For purposes of the formula, Metro staff had used fare types that had increased by 1% or more as the lowest comparison point. This debate occupied a large portion of the fare increase discussion. As a result, Metro staff pledged to update its policies in future years to be more clear and easily understood.

UPDATED: 2017 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. For clarity, Metro is using the term “equity sensitive fares” to represent both fares utilized by minority and low income riders.

Metro’s 2017 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.

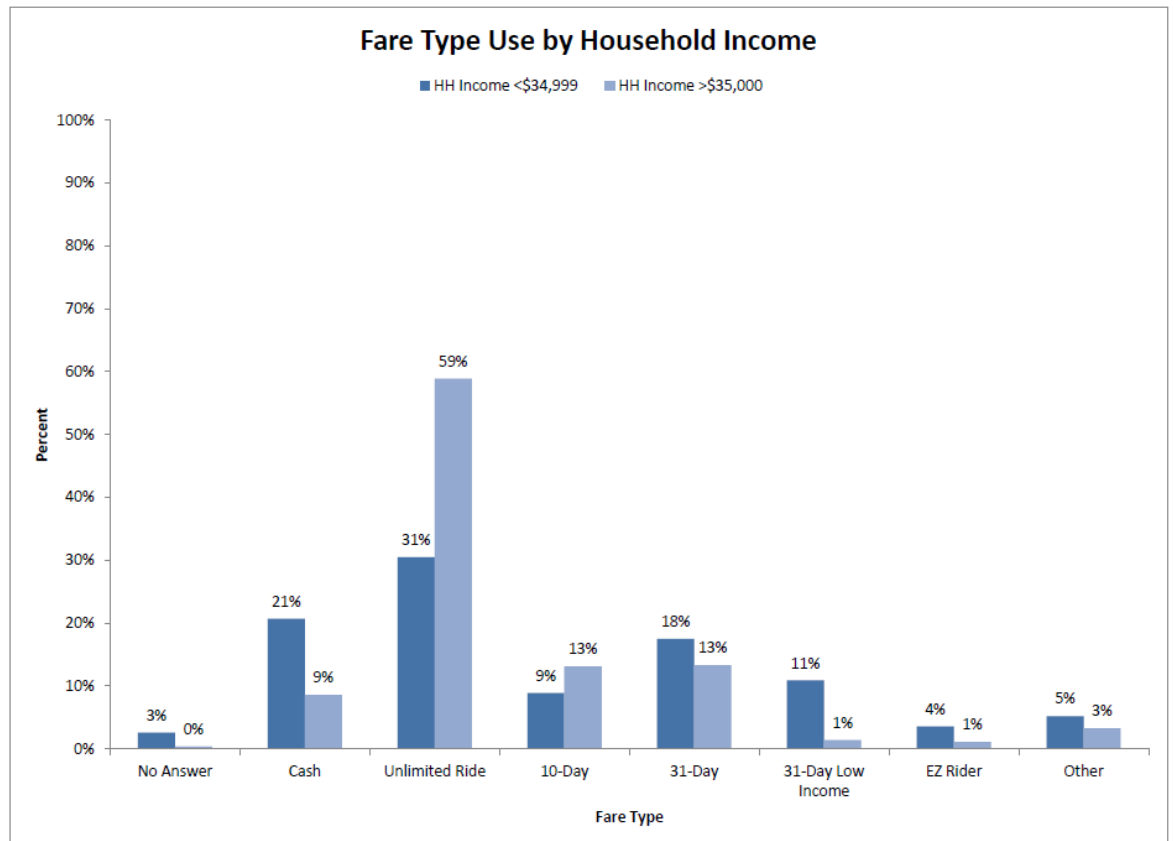
Identifying Equity Sensitive Fares

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 salary 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%

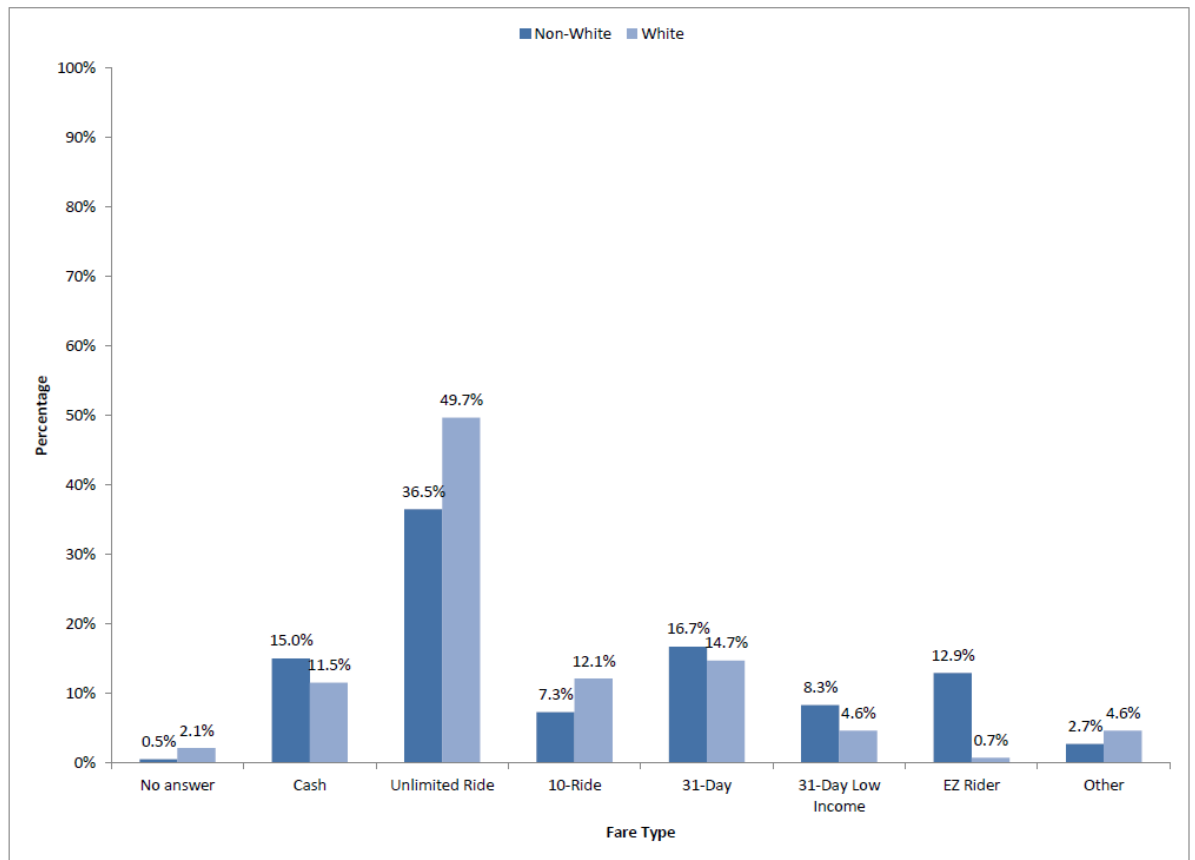
** Staff did not have perfect data that fully showed the use of 31-day passes by income level. Metro also has a 31-day senior/disabled pass that was not accounted for in the data. Since this specific data was not available, staff consider both the 31-day pass and senior/disabled 31-day passes to potentially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



However, staff is also aware that several area charitable organizations purchase these passes and distribute these to low income riders. If not given these passes for free, these riders may ultimately choose to use a different fare type.

Being as how complete data on the use of this fare type is not available, staff will give this particular pass great consideration when considering fare changes, but might not necessarily hold this pass to its definition of an equity sensitive fare.

More specific data related to the specific use of 31-day passes, 31-day senior-disabled passes, and who ultimately purchases these passes will need to be gathered in future onboard surveys in order to make a final determination on whether these passes are considered equity sensitive as according to this policy.



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

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:



EZ Rider Passes

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 2014

Since Metro's previous Title VI plan submitted in 2014, staff conducted equity analyses on the following proposed fare changes.

PROPOSED FARE INCREASES – MAY 2016

In May of 2016, Metro held a public hearing to discuss proposed increases to several fare items.

This was proposed as a result of fare increase being included in the City of Madison's 2016 executive budget. The fare increase was intended to:

- Fund a leased bus storage facility for short-term space needs.
- Expand service on a handful of routes including to a neighborhood with a high concentration of low income riders and people of color.
- Fund additional bus cleaners to improve Metro's overall riding experience.

Public Participation Process

Metro heavily promoted this public hearing encouraging public comment. Information was posted online in English, Spanish and Hmong. A series of social media posts in English, Spanish and Hmong as well as text alerts in English and Spanish were utilized. Email alerts to general information Metro subscribers as well as university campus groups were sent. Flyers were distributed at local events and Madison area libraries. Emails were sent to Neighborhood associations, and flyers were posted on all buses. Paid advertising was placed on Madison's Spanish radio station. Print display advertising was also placed in several City of Madison, college campuses, and surrounding community publications including the Wisconsin State Journal, Madison College Clarion, Verona newspaper, Daily Cardinal, Badger Herald, and Voz Latina Newspaper. Online ads placed in Fitchburg Star and on channel3000.com. Information was included in several weekly rider alert email newsletters.

Equity Analysis Conducted and presented to Transit and Parking Commission

Using Metro's 2011 Minority Disparate Impact Policy and Low-Income Disproportionate Burden Policy, staff determined the following were used by low income riders and people of color:

- Cash
- 31-day pass
- 31-day senior/disabled pass



- Low Income pass
- EZ Rider pass

After the public hearing, the Transit and Parking Commission made comments on how Metro's equity sensitive policy seemed to be unclear and difficult to understand. There was also a debate on the policy's wording regarding "more than a 5% percent increase as compared to the lowest percentage increase of (another fare type)". Whether a zero percent increase to fare items also became a debate on which items should be considered equity sensitive according to Metro's formula.

Metro's general manager asked commissioners for input on alternate scenarios of increases to make the intended revenue target.

At a future meeting, Metro staff brought back 3 alternative fare increase scenarios that provided different mixes of increases to individual fare types. Commission members chose a "middle of the road" increase. This middle of the road option entailed no increase to cash fares, a 50 cent increase to its low income pass, and percentage increases that were more equally distributed amongst all Metro fare items.

Metro staff also pledged to update its Equity Fare Policy to be more easily understood for any future proposed fare increases.

The following board approval minutes can be found in the Appendices:

- Transit and Parking Commission Notes from May 2016 regarding the Proposed Fare Increases and Equity Discussion [*Appendix A-5*]



Public Engagement Process for Setting Previous Five Policies

Metro Transit will post draft electronic versions of any changes to these plans on its website at 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.

Notices to the public that the plan is available for review will be posted online at mymetrobus.com, on bus flyers, through email and text alerts, via Twitter, 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 Transit and Parking Commission for approval, where the public will have an additional chance to make a comment.

The following board approval minutes can be found in the Appendices:

- Transit and Parking Commission Notes from June 2017 approving the updated Title VI Policies [*Appendix A-6*]



Service and Fare Equity for Any New Fixed Guideway Capital Projects

There have been no new fixed guideway capital projects since Metro's last Title VI submission in 2014.



APPENDIX A

- A-1: Title VI Announcement in Ride Guide
- A-2: Metro Transit Title VI Complaint Form
- A-3: Subrecipient Monitoring Program – City of Stoughton Title VI
- A-4: TPC Board minutes – May 2016 Proposed Fare Increase and Equity Analysis
- A-5: TPC Board minutes – April/May 2016 Proposed Service Updates and Equity Analysis
- A-6: TPC Board minutes – June 2017 Approval for Title VI Policy Updates



APPENDIX B – Demographic & Service Profile Maps and Charts

- 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]
- B-5: 2015 Metro Transit On-Board Survey – Equity Analysis Graphs



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Administrative Office

Hours: 7:30 a.m. until 5:30 p.m.—Weekdays

1245 E. Washington Ave.

- Purchase Passes & 10-Ride Cards
- Pick up Lost & Found items

Customer Service Center

Phone: (608) 266-4466

Hours:

6:15 a.m. until 6:00 p.m.—Weekdays

8:00 a.m. until 4:30 p.m.—Weekends/Holidays

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, 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. 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.

For more information or to file a complaint, contact:

Metro Transit

(608) 266-4466 mymetrobus@cityofmadison.com

Department of Civil Rights

(608) 266-4910 dcr@cityofmadison.com

Important Phone Numbers

Customer Service Center	(608) 266-4466
	Fax 267-8778
Lost & Found	266-6524
Administrative Office	266-4904
	Fax 267-8778
Rideshare, Etc.	266-RIDE
	266-7433
Paratransit after hours cancellation	267-1107
<i>Note: Interpreter service is available for all calls to the Customer Service Center & Administrative Office.</i>	



Accessible Services

Fixed-Route

Metro provides accessible fixed-route service on **all routes listed in this Ride Guide**. Service animals are allowed on Metro buses to assist people with disabilities. Metro's schedules, brochures and flyers are available at mymetrobus.com and in accessible formats, such as Braille and large print. To request information in accessible formats, call 266-4466. ADA eligible riders may travel with a personal care attendant at no additional charge. ADA eligibility card must be presented when boarding.

Paratransit Service

Metro provides paratransit transportation for passengers unable to use fixed-route buses in accordance with the Americans with Disabilities Act. You must be a registered paratransit rider to use this service. Paratransit rides must be scheduled by 4:30 p.m. the day before the ride. To schedule a ride or for more information on paratransit services, call 266-4466.

Derechos Civiles/Título VI

Metro Transit garantiza que ninguna persona será excluida de participar en los beneficios cualquier programa o actividad, ni le serán negados estos beneficios, ni será sujeta de otra manera a discriminación bajo cualquier programa o actividad, basada en su raza, color u origen nacional, según lo estipulado en Civil Rights Act of 1964, y Civil Rights Restoration Act de 1987 (P.L. 100-259).

Toda persona que considere que ha sido víctima de discriminación basada en raza, color u origen nacional podrá presentar una queja ante Metro Transit o ante el Departamento de Acción Afirmativa de la ciudad de Madison.

Departamento de Acción Afirmativa de la ciudad de Madison

(608) 266-4910 dcr@cityofmadison.com

Txoj Cai Ncaj Ncees

Metro Transit xyuas tias kom tsis pub ib tug neeg twg raug ciav cais raws nws hom neeg, xim nqaij tawv, los yog tebhaws yug, raws li tau kev tiv thaiv hauv Tsab Cai Title VI ntawm Civil Rights Act xyoo 1964, thiab txoj cai Civil Rights Restoration Act xyoo 1987 (P.L. 100-259) los ntawm ib txoj kev koom rau, lossis raug txwv tej kev pab uas muaj no, los yog raug kev ua tsis ncaj ncees rau hauv ib lub txheej xwm los yog kev ua dej num twg.

Ib tug neeg twg ua ntseeg tias nws tau raug ciav cais tsis ncaj ncees vim yog nws hom neeg, xim nqaij tawv, los yog tebhaws yug muaj cai ua daim ntawv tsis txaus siab mus rau Metro Transit lossis mus rau lub Nroog Madison Hauv Paus Saib Kev Cai Ncaj Ncees (Affirmative Action Department).

Nroog Madison Hauv Paus Saib Kev Cai Ncaj Ncees Affirmative Action

(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 or the City of Madison Department of Civil Rights at 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)



Metro Transit

Madison, Wisconsin

Please describe the alleged discrimination incident. Provide the names and title of all Metro Transit employees involved if available. Explain what happened and whom you believe was responsible. Please use the back of this form if additional space is required.

Have you filed a complaint with any other federal, state, or local agencies? Yes No

If so, list agency/agencies and contact information below:

Contact Name: _____	Contact Name: _____
Agency: _____	Agency: _____
Street Address: _____	Street Address: _____
City, Zip, State: _____	City, Zip, State: _____
Phone: _____	Phone: _____

I affirm that I have read the above charge and that is true to the best of my knowledge, information & belief.

Signature: _____ Date: _____

Print or Type Name of Complainant: _____

Office Use Only:

Date Received:	Received By:
----------------	--------------

City of Stoughton Title VI Program

Plan Statement

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving Federal financial assistance. Specifically, Title VI provides that "no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance" (42 U.S.C. Section 2000d).

The City of Stoughton is committed to ensuring that no person is excluded from participation in, or denied the benefits of its transit services on the basis of race, color, or national origin, as protected by Title VI in Federal Transit Administration (FTA) Circular 4702.1.B. This plan was developed to guide the City of Stoughton in its administration and management of Title VI-related activities.

City of Stoughton

The City of Stoughton provides a shared-ride service. This is a curb to curb service, not a fixed route. Service is demand responsive. Advance reservations are allowed. Our shared-ride taxi service is available to the general public.

Title VI Coordinator Contact information

Laurie Sullivan
City of Stoughton
381 E Main Street
Stoughton, WI 53589
608-873-6677

Title VI Policy Information Employee Education

Title VI information is disseminated to all City of Stoughton third-party transit contracted employees via the Employee Education Form (Attachment A-1). This form reminds employees of their Title VI responsibilities in their daily work and duties. City of Stoughton will determine how frequently the Employee Education Form should be reviewed with these employees.

All employees involved with the transit service, shall be provided a copy of the Title VI Plan and are required to sign the Acknowledgement of Receipt. (Attachment A-2).

Record Keeping

The City of Stoughton maintains permanent records, which include, but are not limited to, signed acknowledgements of receipt from the employees indicating the receipt of the of City of Stoughton Title VI Plan, copies of Title VI complaints or lawsuits and related documentation, and records of correspondence to and from complainants, and Title VI investigations.

The Title VI Assurance/Certification form is submitted with grant application materials to WisDOT on an annual basis for each grant program in which it participates. This form is used to specify whether Title VI complaints have been filed.

Title VI Public Notification

Title VI policy (Attachment B) is publicly displayed at City Hall, in shared-ride vehicles and on the City of Stoughton website. <http://www.ci.stoughton.wi.us/>

Title VI Complaint Procedure

An individual may email to request a complaint lsullivan@ci.stoughton.wi.us, may visit the website to find the form <http://www.ci.stoughton.wi.us/>, or may write the address below.

[How to file a Title VI Complaint?](#)

The complainant may file a signed, written complaint up to one hundred and eighty 180 days from the date of the alleged discrimination. The Title VI Complaint Form (Attachment C) may be used to submit the complaint information. The complaint may be filed in writing with City of Stoughton at the following address:

City of Stoughton
Laurie Sullivan
381 E. Main St
Stoughton, WI 53589

What happens to the complaint after it is submitted?

All complaints alleging discrimination based on race, color or national origin in a service provided by City of Stoughton Shared-Ride Taxi will be directly addressed by the City of Stoughton. City of Stoughton shall also provide appropriate assistance to complainants. Additionally, City of Stoughton shall make every effort to address all complaints in an expeditious and thorough manner.

A letter of acknowledging receipt of complaint will be mailed within seven days (Attachment C-1). Please note that in responding to any requests for additional information, a complainant's failure to provide the requested information may result in the administrative closure of the complaint.

City of Stoughton will notify WisDOT-Transit Section of the complaint at:
WisDOT-Transit Section, Chief
4802 Sheboygan Avenue, Room 951 Madison, WI 53707

How will the complainant be notified of the outcome of the complaint?

Every effort will be made to respond to Title VI complaints within 60 working days of receipt of such complaints, if not sooner. City of Stoughton will send a final written response letter (Attachment C-2/C-3) to the complainant.

In the letter notifying complainant that the complaint is substantiated (Attachment C-2), it is explained that efforts are underway to correct deficiencies and if needed they would be called upon in the even that there is a hearing.

In the letter notifying complainant that the complaint is not substantiated (Attachment C-3), the complainant is also advised of his or her right to: 1) appeal within seven calendar days of receipt of the final written decision and/or 2) file a complaint externally with the Federal Transit Administration.

Federal Transit Administration, Region V Attention: Title VI Program Coordinator 200 West Adams Street, Suite 320 Chicago, IL 60606

Investigations/Complaints/Lawsuits

The City of Stoughton has had no complaints to date on file. There have been no investigations or lawsuits conducted.

Public Involvement

All City of Stoughton Council meetings are open to the public and televised.

When considering a change to the transit service and/or fares there will be a notice posted in the newspaper, on the city website under the Taxi section, and on the city cable television channel in adequate advance to solicit the publics' input. The city's website offers a standing location with the contact information for any concerns, suggestions, or questions.

Language Assistance Plan

U.S. Census Bureau American Fact Finder Data

	Population City of Stoughton: 12,077	% of Population
Speak only English	11,728	97.1102%

Spanish or Spanish Creole:		
Speak English less than "very well"	42	.003478%
Other Indo-European :		
Speak English less than "very well"	44	.003644%
Asian and Pacific Island:		
Speak English less than "very well"	17	.001408%

As depicted in the above chart, the most section of individuals that speak a language other than English is the Other Indo-European. 44 or .003644% of that population speaks English less than very well. That amount is well below the required threshold set by Safe Harbor that states 5% or 1,000 individuals to in-act translation services. At this current time the City of Stoughton does not feel that it is necessary to offer translation services. This is something that is always under review however; we will check with the fact finder information routinely and be in contact with our provider and if the need arises this will be re-assessed.

A large population of our ridership is comprised of handicap and elderly citizens. Typically, these citizens are not able to provide for their own transportation; therefore the shared-ride taxi service is of great benefit to these individuals. The City of West Bend understands that these individuals and all individuals in the city rely on our service to get to essential destination such as work, doctors' appointments, school, and shopping.

Again, the need for LEP assistance in other languages will be constantly reviewed. We currently do not have a budget for outreach at the current time, however if the need changes and requires a more in-depth LEP plan we will look into creating a budget for this.

Non-Elected Committees

The City of Stoughton does not have any transit-related planning committees or advisory boards.

Land Acquisition

The City of Stoughton had no projects that required land acquisition.

###



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Approved TRANSIT AND PARKING COMMISSION

PLEASE NOTE: This meeting can be viewed in a live webcast of Madison City Channel at
www.madisoncitychannel.com.

Wednesday, May 11, 2016

5:00 PM

Monona Terrace
1 John Nolen Drive
(Wilson St. & MLK Blvd.)
Level 4, Rooms MNQR

Please note: Items are reported in Agenda order.

A. CALL TO ORDER/ROLL CALL

The meeting was called to order at 5:00 PM. Poulson welcomed Alder Zellers.

Present: 9 - David Ahrens; Ledell Zellers; Rebecca Kemble; Wayne Bigelow; Gary L. Poulson; Margaret Bergamini; Ann E. Kovich; Kenneth Golden and Kate D. Lloyd

Excused: 1 - David E. Tolmie

Please note: There is one vacancy on the Commission, in the position of Second Alternate. Please note also that Lloyd arrived at 5:02 PM and Kemble arrived at 5:04 PM, after the Minutes were approved.

B. APPROVAL OF MINUTES

A motion was made by Bergamini, seconded by Bigelow, to Approve the Minutes of the April 13, 2016 meeting. The motion passed by voice vote/other.

Ayes: 7 - David Ahrens; Rebecca Kemble; Wayne Bigelow; Margaret Bergamini; Ann E. Kovich; Kenneth Golden and Kate D. Lloyd

Abstentions: 1 - Ledell Zellers

Excused: 1 - David E. Tolmie

Non Voting: 1 - Gary L. Poulson

C. PUBLIC APPEARANCES - None.

D. DISCLOSURES AND RECUSALS

Bergamini recused herself from Item H. related to the fare changes, due to an employment conflict of interest. The meeting proceeded to Agenda Item G.1.

E. TRANSIT AND PARKING QUARTERLY REPORTS

- E.1. [42771](#) Parking: May 2016 Activity Report, March Revenue-Expense Reports - TPC
05.11.16

[Please note: This item followed Agenda Item G.1.] Asst. Parking Utility Manager Sabrina Tolley mentioned that the Parking Analyst had retired. She would be preparing the regular reports for the interim, and invited members to make requests for info they might want. Golden asked for occupancy data for street meters and their general location; because underutilized meters could potentially become a Park and Walk lot with longer-term 10-hr meters. Tolley responded to questions.

- The 20 new multi-space meters would be the last to replace single-space coin meters. The remaining 550 single-space coin meters could possibly be replaced with single-space smart meters.
- Re: Judge Doyle Square, the negotiating team was working on terms of an agreement with Beitler. Updates on JDS would be included in the regular reports.
- The +/- shown for revenues on page 6 was meant to show the change 2016 vs. 2015.

Kovich/Bigelow made a motion to receive the report. The motion passed by voice vote/other.

E.2. [42827](#)

Metro: YTD Performance Indicators, Financial Report, Rider-Revenue-Fare Type Comparisons, and Hybrid Stats - TPC 05.11.16

Metro Transit General Manager Chuck Kamp highlighted items in the Summary.

- YTD ridership: Through 1st Quarter, it was down 9.6% vs. 2015, probably due to gas prices, mild winter and overcrowding. Campus routes were down the most. With milder weather and higher density housing downtown/Campus, riders may have chosen to walk/bike. Also, Spring break fell in March this year. Ridership through February was down 6%, closer to the trend expected for the year.
- 1st Quarter Financials: Per approved Operating budget, the Contingency Fund would be reduced by ~\$1M for a number of items, inc. service increases and delay in the fare increase. Expenses/revenues remained pretty balanced.
- Key projects: Among these were a lease on Pennsylvania Avenue for the Buildings/Grounds unit, and the TIGER grant.
- An analysis of four underground diesel tanks had found some issues: No leaks were found, but corrosion at the top of the tanks required that their protective liners be replaced. The tanks were 30 years old, and no longer under warranty. The liners would extend their life 10-15 years.

Kovich/Zellers made a motion to receive the report. The motion passed by voice vote/other.

F. NEW BUSINESS ITEMS

F.1. [42448](#)

Authorizing the Mayor and City Clerk to enter into a contract on behalf of the City with JSD Professional Services, Inc. to provide consulting engineering services for maintenance of City of Madison Parking Utility structures and other facilities.

Tolley said the current contract with JSD would be ending, and the resolution would authorize a new 3-yr contract starting June 1st. JSD prepared annual condition reports of Parking structures, and oversaw public works construction and contracts. \$900K was in the 2016 budget to cover this. It was yet to be determined who would be overseeing the Judge Doyle Square project, which

was not included in this contract. A motion was made by Bigelow, seconded by Kovich, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

- F.2. [42687](#) SUBSTITUTE Amending the 2016 adopted Parking Utility Capital budget and Aauthorizing a contract with Electronic Data Collection Corporation (EDC) for the purchase and maintenance of a Parking Enforcement Management System. ~~and amending the 2016 adopted Parking Utility-Capital budget and 2016 adopted Police Department Operating budget~~

Tolley said the MPD had gone back out for RFPs for enforcement system/equipment for onstreet meters, and found this vendor. The final cost was \$420,600. The \$300K in Parking's original 2012 budget had rolled over each year, and they now needed to amend their budget to cover the additional \$120,600. A motion was made by Kovich, seconded by Bigelow, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

- F.3. [42336](#) A resolution directing staff from Planning, Transit, Traffic Engineering and Engineering to study potential options for the future use and design of the 200 Block of Martin Luther King Jr. Blvd including possible closure of the street to motorized vehicles.

Kamp noted that bus routes traveled through this block. Staff would be involved in the study, esp. to review what alternatives Metro might have. The detour to Hamilton/Doty used during Farmers' Market was no ideal. They were looking at the possibility of continuing to allow buses on the block, as was done on State Street. Both Transit and Parking staff would be involved and would keep everyone apprised. A motion was made by Lloyd, seconded by Bergamini, to Return to Lead with the Recommendation for Approval to the BOARD OF PUBLIC WORKS. The motion passed by voice vote/other. [Please note: The meeting proceeded to Item G.2.]

G. UNFINISHED BUSINESS ITEMS

- G.1. [41691](#) Metro: Jenifer Street Construction Plans and related Bus Stop and Detour Information - TPC 02.10.16 & 03.09.16

Metro Transit General Manager Chuck Kamp referred to the nearside diagram that had been sent (attached), shown with the other improvements on Jenifer Street, which included a bulb at the corner that moved the stop back a number of feet. The bulb would improve the line of sight for pedestrians and bicyclists, who were trying to enter the intersection. Currently, the curb for the bus stop ran in a straight line to the corner.

Poulson called registrants forward.

1) John Olson, 1600 Calico Ct., Sun Prairie, 53590, co-owner of the church property (Capital City Sanctuary) at Jenifer and Ingersoll, spoke in favor of keeping the stops as they were: As a driving instructor and having been born/raised on Jenifer, the main goal was safety. In his experience, vehicles needed to make a secondary stop because speed on Jenifer was an issue. Moving the buses back would improve the line of sight. Also, by keeping the stops as they were, other problems wouldn't be increased, for residents and for senior/disabled church-goers, who needed the parking for easier access.

2) Gayle Gold, 1044 Jenifer Street, 53703, spoke in opposition to the relocation of the bus stops: Referring to her diagram (attached), the current westbound nearside stop impacted one driveway. A farside stop would impact dense housing/vehicles and multiple driveways. Jenifer was a main commuter bike route. Residents would have a harder time seeing them around the buses. Plus, the road would be two feet narrower. The concerns expressed by Scott Thornton in his letter (attached), would be multiplied by 15 (residents affected by a farside stop). She would need help backing out of her driveway.

3) Jeff Waldman, 1050 Jenifer Street, 53703, spoke in opposition to the relocation of the bus stops: A farside stops would be dangerous. It was hard to see around cars now, much less to see around buses which were taller. Jenifer would be narrower. He hoped the detour would show that Willy Street was where the buses belonged, on a commercial street; rather than to disturb the peace and quiet of those living on Jenifer Street, a residential street. He hoped the TPC would vote in support of him and his neighbors.

4) Joyce Cullen, 1054 Jenifer Street, 53703, spoke in favor of keeping the stops as they were: Having a farside stop in front of her house would decrease its value. She had bought her house a year ago with the understanding that a bus stop would not be in front of it. A bus stopped two feet from their front door would interfere with their environment. She and her husband had moved here because they thought it could be their home. They wanted to raise a family, and for safety concerns, she didn't want children around a bus stop. It was a terrible idea to stop buses in front of multiple driveways. She was concerned about safety, but why fix a problem that didn't exist in this spot?

5) Donna Davis, member representing Capital City Sanctuary, 1103 Jenifer Street, 53703, spoke in opposition to the relocation of the bus stops: She wanted to retain the parking spaces needed by senior/elderly church-goers and young families. They had concerns about health issues as well.

6) Scott Thornton, 1104 Jenifer Street, 53703, spoke in opposition to the new nearside design for the stop in front of his house, which would push the buses back, so they would sit across his driveway. While he felt a bus stop was an asset to the neighborhood, this stop was not just a bus stop: It was a transfer point for shift changes and relief buses. With the bump-out, buses would not be able to pull up, eliminating access to his property as required by municipal code. Also, as a safety issue, when he couldn't get into his driveway, he held up traffic in both directions. Right now, when buses pulled up, he had room to get in/out of his driveway; and the bus did not block the crosswalk. With the bump out, there would not be room.

District 6 Alder Marsha Rummel joined the table: The bulb-outs along the street were a way to narrow the street and provide more pedestrian safety. Perhaps they could put the bulb-out in front of the church instead, to address Thornton's concerns. She was rooting for Williamson to be become the permanent route.

Joined by Metro Planning and Scheduling Manager Drew Beck, staff and members talked about the new nearside configuration.

- The bulb-out was placed at the bus stop to provide a better line of sight for pedestrians crossing from the north side to the south side of Jenifer.

- It helped to address some of staff's safety concerns.
- Moving it across the street wouldn't address the pedestrian issue.
- The bulb-out at Ingersoll was smaller/shorter than others on Jenifer.
- It was staff's understanding that with the bulb-out, buses would block Thornton's driveway.
- A signal, ped light or stop sign would have to satisfy warrants (traffic/ped volumes) for installation. Criteria hadn't been met so far. The Alder could ask for a new review to see.

Bergamini/Bigelow made a motion that the TPC recommend to Metro and City Engineering that the bus stops on Jenifer Street be retained on the nearside of the intersections at Ingersoll. Bergamini didn't want to micro-manage and wanted to leave it to Traffic Engineering and Metro to figure out the safest way to fit two buses and make it as safe as possible for pedestrians; and staff should determine the size of the bump-out. The debate had centered on whether stops should nearside or farside. Metro probably still preferred farside, and she respectfully disagreed in this particular instance at this set of stops.

Golden asked whether staff or the Commission had the authority to make a decision. Kamp said that staff usually decided where to locate bus stops. But occasionally, the reality was that staff review didn't agree with issues that were raised. A year ago, the TPC had voted to keep the stops on every block, but to have staff decide on near or farside. Now with this intersection, staff was hearing otherwise. All the other stops were being moved to farside. Kamp couldn't provide a legal answer, but the pragmatic one was that if the Commission told staff that they wanted to make a decision on their bus stops, staff would bring it to them for action.

A vote was taken and the motion passed, as follows: 7 Ayes-Bergamini, Golden, Zellers, Kemble, Ahrens, Bigelow, and Kovich. 1 No: Lloyd. Non-voting: Poulson. [Please note: The meeting proceeded to Agenda Item E.1.]

- G.2. [42828](#) Resolution No. TPC 16-11, memorializing adoption of the Parking Rate Schedule effective 06.01.16 - TPC 05.11.16

[Please note: This item followed Item F.3.] Kovich/Golden made a motion to approve the TPC resolution. The motion passed by voice vote/other.

- G.3. **Metro: Action on proposed services changes effective August 2016.**

Kamp said that staff continued to recommend the service changes brought before the Commission in April. They had received a handful of comments regarding the (combination) Route 5/13. Beck joined Kamp to answer questions. The Fitchburg Transportation and Transit Commission had agreed with the changes affecting their routes. Regarding Routes 18/19 and walking distances at Allied Drive, things would be improved. Bergamini/Golden made a motion to approve the route changes. The motion passed by voice vote/other.

- [42425](#) Metro: Public Hearing and subsequent documents regarding proposed Metro service changes, effective in August, 2016 - TPC 04.13.16 & 05.11.16

H. 6:00 PM - PUBLIC HEARING: To hear public comment on certain proposed fare changes to go into effect in Fall 2016.

[42829](#)

Metro: Public hearing on proposed targeted fare changes - TPC 05.11.16

Poulson called the hearing to order at 6:00 PM. Metro's Customer Service Manager Mick Rusch and Finance Manager Wayne Block joined Kamp to discuss the proposed fare changes.

- Survey data was used to comply with local and federal requirements on equity considerations.
- The fare proposal was reviewed according to the recently implemented Fare Equity Policy. (Please see the PowerPoint attached to Leg. File 42829.) The wording of the Policy was taken from other transit agencies.
- The lowest % increase among non-equity fares was for the Youth 10-Ride card = 12%. Therefore, equity sensitive fares could not increase by more than 17% (+5%). The highest increase among equity sensitive fares was 16.4%, within these parameters.
- The adopted Operating budget required Metro to utilize ~\$1M in its Contingency Fund to balance its budget in 2016. In order not to continue this practice, and to offset \$500K of \$1M, Metro proposed the fare increase.
- The fare increase would help pay for some of the supplemental requests included in the Operating budget: the route changes, two additional bus cleaners, the lease for the Middleton bus garage, and a change in insurance coverage that raised the cost substantially.
- With a fare increase taking effect in Fall, these costs impacted the 2016 budget by \$500K. In 2017, these costs would be covered by the fare increase.

Members and staff discussed the proposal and related issues.

- (Kamp) Re: Family Care changes in Dane County: Following a presentation by Dane County staff, a staff study group was formed. The \$3.8M/yr in federal Medicaid Waiver funding that the County passed through to Metro may be diverted to other causes by 2017-18. Staff would develop recommendations to bring to the TPC.
- (Golden) The pass-through \$ paid for 58% of paratransit trips and the City paid for 42%. The City was currently paying the State share of the Medicaid costs. While the anticipated changes would be a hit, the City would be paying for less service, which could result in a windfall of \$3M for Metro. He wondered why then a \$500K/yr fare increase was needed at this point.
- (Kamp) It was too soon to tell if this would be the outcome. There were counties where the paratransit trips did not follow the money, and the transit systems were required to provide those services to individuals eligible for paratransit service. It could turn out that those trips wouldn't be diverted to other providers, and the funding wouldn't come to Metro, which would result in just the opposite, where Metro was hit with a multi-million dollar extra expense. It wasn't clear yet, which was why staff was studying the situation.
- (Golden) Crystal Martin was involved in placing a provision in regulations that would insulate paratransit systems statewide from any kind of service agency diversion, to use Metro to provide the services they were providing. They didn't have enough info now, and he was not trying to make decisions/recommendations. But he wanted it on the record that there was as much chance of a windfall as there was of an additional expense. He hoped the staff report would be timely enough to be part of their decision-making.
- (Golden) The methodology didn't seem fair if it didn't take into account the number of years between fare increases. (Ex: Youth 10-Ride at 12% was last

increased in 2009. 12% divided by 7 years = 1.7%.)

- (Kamp) The Policy addressed the % in the year the fare increase was made. Changes to this might be brought back in the future.
- (Kovich) The lowest % increase of a non-equity sensitive fare would seem to be zero. If we were choosing to not increase certain fares, then that was a comparative point.
- (Kamp) To cover the \$9M costs for Paratransit, some funding came from MA Waiver and some came from the City. Potentially a regulation could be used to avoid having the costs of those trips shifted to Metro, the Agency Fare. Metro had found it challenging to enforce agencies to use an Agency Fare, if individuals came in one at a time, or if they came in in groups to avoid the agency fare. It would be hard to guarantee that Metro wouldn't incur that cost.
- (Kamp) Re: Metro's obligation to provide Paratransit: Under ADA, a certification process assessed an individual's ability to ride the bus for some or all of their trips. If the person qualified for Paratransit for some or all of their trips, whether MA Waiver eligible or not, they were eligible to use the community's ADA Paratransit services. Their preliminary conclusion was that there would be individuals still riding even though they had at one time been MA Waiver-eligible clients.

Poulson called registrants to the table.

1) Robert Lewin, W. Washington Avenue, 53703, spoke in opposition to the fare increases: A downtown resident with many routes at his disposal, he owned a car but used a 10-Ride pass to ride the bus a lot. He hoped the Commission would find ways not to increase rates. Ridership was vital to the city, and any time the price went up, it impacted the ability of somebody to ride the bus. Increases made bus use less attractive.

2) Melanie Foxcroft, Lakeland Avenue, 53704, spoke in opposition to the fare increases: Between the last fare increase in 2009 and now, inflation had risen 11%. The cumulative rate of increase for many of the fare categories far exceeded that. The cumulative rates of increases made between 03.01.09 and the proposed increase on 09.01.16 ranged from 16.7% to 33.3% to 45.8%. (See % Increase chart prepared by Yvonne Schwinge, attached.) Meanwhile private developers were receiving millions in public money for parking, which undermined the demand for more non-auto infrastructure. Perhaps developers should pay development fees for locating downtown; and parkers should pay for themselves. Transportation equity was important, since many people rode the bus. Was it more equitable to raise bus fares or to charge parkers the market rate downtown? Perhaps Metro could tap into its large Contingency Fund. Or the benefit of low fuel costs could be passed on to consumers. Regarding equity, how many in Owl Creek would be able to afford to ride the bus if their fares were increased?

3) Yvonne Schwinge, S. Franklin Street, 53703, spoke in opposition to the fare increases, esp. to the 31-day pass: Past fare increases should be considered when deciding the %, not just the current fare. Using data received from Metro, she developed a chart showing the cumulative rates of increases from rates in effect on 03.01.09 forward. (See her complete statement and % Increase chart attached.) The increase to the equity sensitive 31-day pass was not in line with the other fare types. Data gathered from the on-board survey did not include weekend ridership, but it was being used to inform decisions about passes used on weekends. If an increase were made to the 31-day pass, additional

weekend service should be added.

4) Nancy (no last name/address) wrote comments in opposition to the fare increases, read by Poulson: How did you figure the raises? The 31-day \$9 not fair. I want to know complete rationale.

5) Thea Bach, Danbury Street, 53711, member of Dunn's Marsh Neighborhood Council, spoke in opposition to the fare increases, esp. to the 31-day pass: The Dunn's Marsh-Allied Drive neighborhood had nothing they could get to on foot: No doctor/dentist, dry cleaner, grocery store. A transit-dependent rider with a modest income, she had to take the bus to go everywhere, and planned her life around the Route 18. She took three buses to get to Central Colony where she worked. She left at Noon, and got home at 11 PM. With no side vision, she planned her life around Metro. The current \$58 for the pass was already a burden for her. The rate increase would be taking grocery money from one of her neighbors. For the poor and disabled people in her neighborhood, the bus was everybody's car. She asked that the 31-day pass not be increased. It would hurt her.

6) Tim Wong, Jackson Street, 53704, former TPC member, spoke in opposition to the fare increases: Interestingly, he was removed from the TPC by a previous mayor, after he opposed the last increase. Fare increases were always a bad idea. Studies showed they led to lower ridership. Along with "captive" riders, Madison had many "choice" riders, who be lost if fares were raised. Why an increase when ridership was up, gas prices were low, and more people were driving? The City subsidized motor vehicles/driving, and needed to support transit, to create some balance. Run buses later at night. With 11% inflation since 2009, the proposed fares would be above inflation.

7) Lori Hobbs, Union Street, 53704, spoke in opposition to the increases, esp. to the 31-day Senior/Disabled pass: A long-time rider, she felt that some seniors and disabled couldn't afford the pass. If increases were made, service should run on weekends and later into the night; riders couldn't get to their destinations when buses quit early. She objected to violations of the stroller policy; often seniors/disabled like herself were forced to stand. She also objected to smoking/drinking at bus stops.

8) An unidentified person wrote comments in opposition to the fare increases, read by Poulson: Fare increase of almost \$10 for Adult 31-day pass was excessive. Clean buses were important but a \$5 increase would be adequate.

9) David Hobbs, Union Street, 53704, spoke in opposition to the increase to the 31-day Senior/Disabled pass: He used the pass to go everywhere. More night and weekend service was needed, along with service to such places as the Plaza movie theater and the Humane Society.

10) John Newman, Algoma Street, 53704, spoke in opposition to the increase to the 31-day pass: He wondered why the non-equity fares were increased by 12%, but the equity sensitive fares were increased by 16%. It would seem that equity sensitive fares should be increased at a lower rate, because people depended on them. After his car broke down, he began to ride the bus everyday to work. Even with his car being fixed, he would be interested in continuing to ride the bus, but with the ~\$10 increase to his pass, he probably

wouldn't. Weekend service wasn't getting more convenient with the increase.

11) Michael Goodman, Maple Wood Lane, 53704, spoke in opposition to the fare increases, esp. to the 31-day Senior/Disabled pass: Why were passes being increased, and not the Cash fares? He didn't get a pension, and as a Senior, any increase would be significant financially. Also, these increases came against a backdrop of declining quality of service, such as drivers taking the wrong route, missed stops, bus design (space dedicated to wheelchairs, limited bus straps).

Poulson closed the public hearing and noted that the TPC would probably take action on the fares at its June 8th meeting.

- Related to Schwinge's chart, members asked staff for fare increase data since 2000, with annualized %'s, to see how fast/slow fares had changed.
- Golden asked for the following info related to MA Waiver trips: 1) % of all Paratransit rides that were Waiver rides; 2) the raw number of Waiver rides/year; 3) the average cost being used for a Waiver ride (the actual cost being billed); 4) the amount of federal dollars being reimbursed per ride and for the Waiver total; and 5) Madison's share per Waiver ride and Waiver total for just the Waiver rides.
- Kovich reiterated: When looking at equity sensitive fares and thinking about the lowest % of increase, they needed to consider that fares with no increase were the lowest.

Kamp invited members to send (Wayne Block or Anne Benishek-Clark) any scenarios they might have, to look at their impact on revenues.

I. INFORMATIONAL PRESENTATIONS AND DISCUSSION ITEMS

- I.1. [42846](#) Metro: Update about lease at 2422 Pennsylvania Avenue - TPC 05.11.16

Kamp noted that Metro was housing 200 buses at a facility designed for 160. The Long-Range Facilities Committee had identified the Pennsylvania site for the Building and Grounds unit, which would move in 1-2 months, freeing up some space at the existing Ingersoll garage.

- I.2. Metro: Update on TIGER grant application - TPC 05.11.16

Kamp submitted their second effort to secure a TIGER grant that was due 4/29.

- They were continuing to look at the Nakoosa site for a satellite bus garage for 50-70 buses, depending on the number of 40-ft. or 60-ft. articulated buses.
- Staff had worked with Vandewalle to make their points more effectively on some of the equity and economic development limitations they had because they couldn't expand during peak hours.
- They were requesting \$17.5M in federal funding, and hoped to hear by Fall.
- A link of the whole report was sent out, and members were encouraged to call if they had questions.

J. REPORTS OF OTHER COMMITTEES - for information only; no action required. (Most recent meeting minutes electronically attached, if available)

- [07828](#) ADA Transit Subcommittee

Contracted Service Oversight Subcommittee
Parking Council for People with Disabilities
Long Range Transportation Planning Committee
Joint Southeast Campus Area Committee
Madison Area Transportation Planning Board (MPO)
TPC Subcommittee (to review issues outlined in Leg. File 37359)
Ad Hoc Transportation Ordinance Review Committee

I. ANNOUNCEMENTS AND FUTURE AGENDA ITEMS

I.1. General announcements by Chair (Verbal announcements, for information only)

Poulson noted that the annual organizational meeting (inc. elections and review of Rules and Procedures) would be held in July.

I.2. Commission member items for future agendas

Golden noted that TPC members populated other committees advisory to TPC, and it would be valuable to periodically hear from members what these committees were doing. Benishek-Clark suggested that Reports of Other Committees would be an appropriate place for short verbal summaries to occur.

Golden also asked for a review of the Fare Equity Policy, and how the percentages were being implemented.

ADJOURNMENT

A motion was made by Zellers, seconded by Kovich, to Adjourn at 7:05 PM. The motion passed by voice vote/other.

**2010 Census Block Groups served by
Metro Transit, City of Madison (WI)
Effective Date: March 2017**

**Minority Populations
and Transit Service Area**

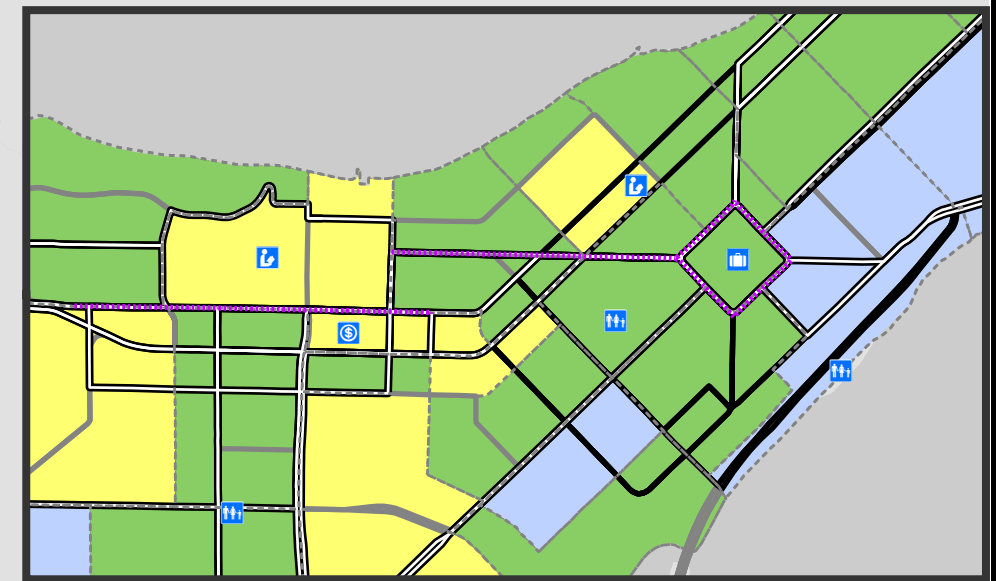
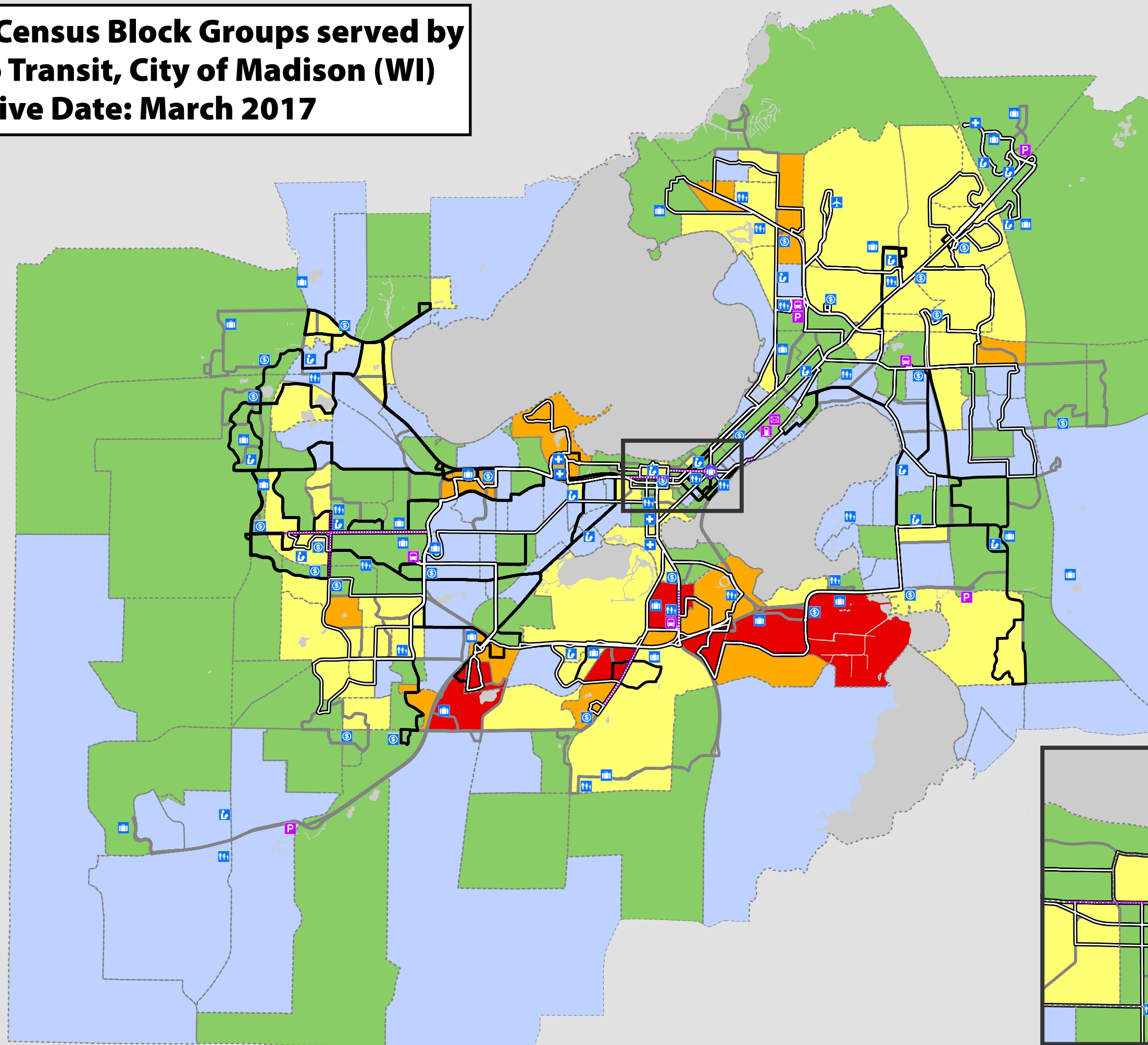
Data: American Community Survey, 2011-2015
Table B03002: Hispanic or Latino by Race

Estimated total count of individuals for the 212 Census
Block Groups within Metro Transit service area: 335,326

Estimated sub-total count of individuals - excluding
White alone, Non Hispanic or Latino: 81,313

Estimated percentage of minority population
within service area (system average): 24.2%

- 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
- Additional weekday service
- Limited service only
- S Retail
- E Employment
- L Education
- + Healthcare
- T Community
- A Administration office
- M Maintenance garage
- T Transit station
- P Park and Ride lot
- Fixed guideway



**2010 Census Block Groups served by
Metro Transit, City of Madison (WI)
Effective Date: March 2017**

**Low Income Populations
and Transit Service Area**

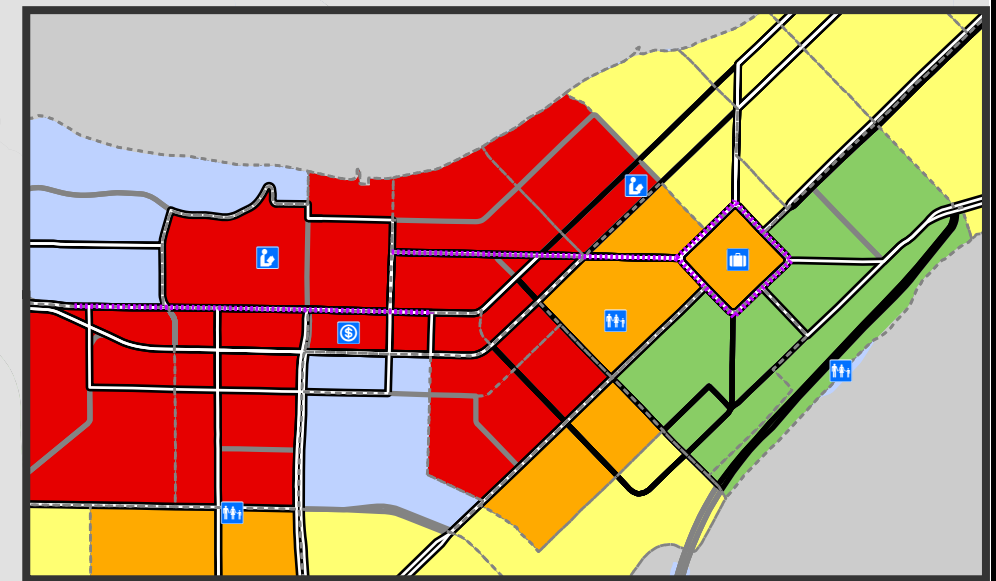
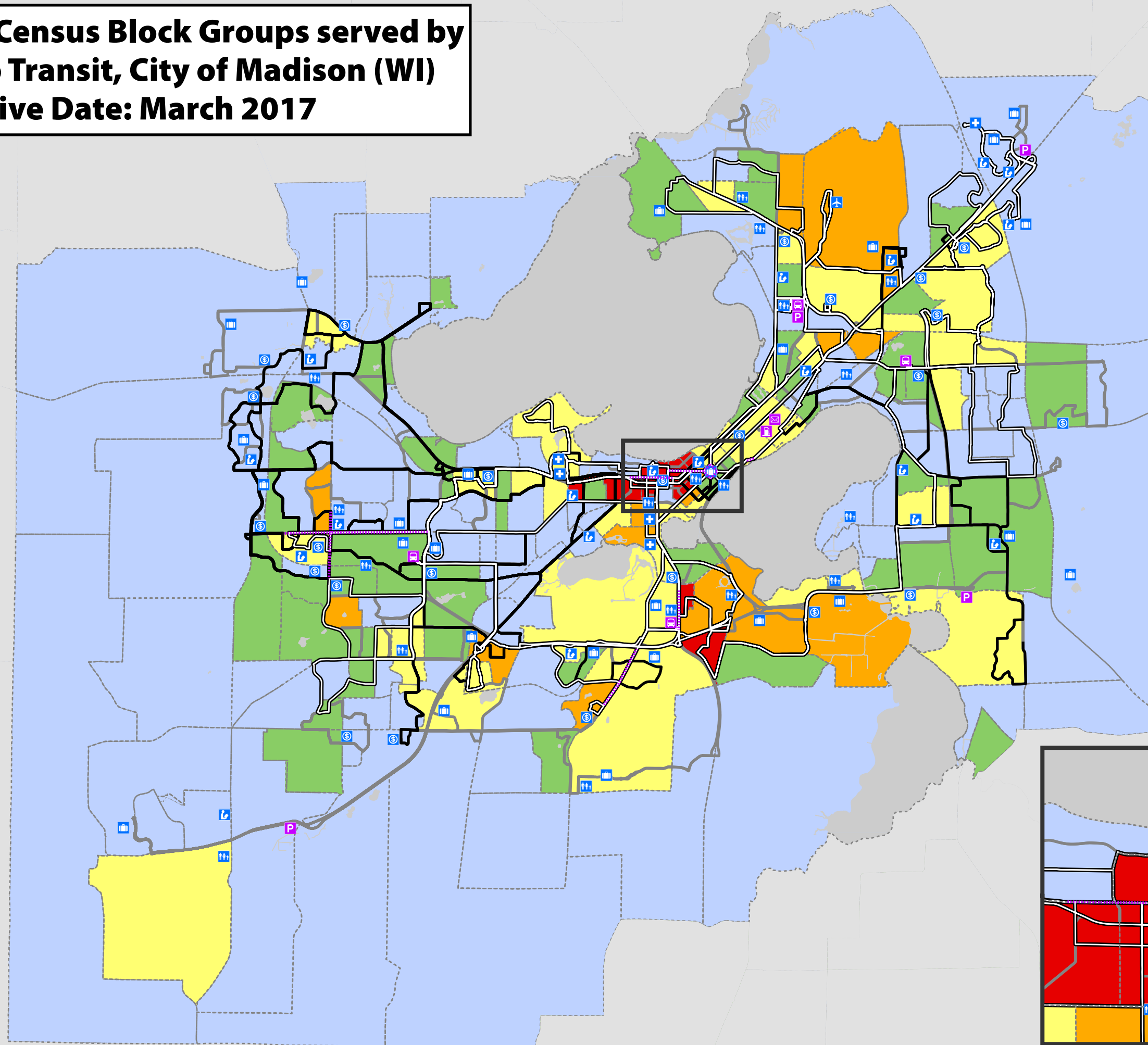
Data: American Community Survey, 2011-2015
Table B17021: Poverty Status of individuals in past 12 months

Estimated total count of individuals with income for the 212
Census Block Groups within Metro Transit service area: 323,729

Estimated sub-total count of individuals in poverty status
in past 12 months: 53,277

Estimated percentage of low income population
within service area (system average): 16.5%

- 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
- Additional weekday service
- Limited service only
- Ⓢ Retail
- Ⓜ Employment
- Ⓛ Education
- + Healthcare
- Ⓜ Community
- Ⓜ Administration office
- Ⓜ Maintenance garage
- Ⓜ Transit station
- P Park and Ride lot
- Fixed guideway



**2010 Census Block Groups served by
Metro Transit, City of Madison (WI)
Effective Date: March 2017**

**Limited English Populations
and Transit Service Area**

Data: American Community Survey, 2011-2015
Table B16002: Household Language

Estimated total count of households for the 212 Census
Block Groups within Metro Transit service area: 143,971

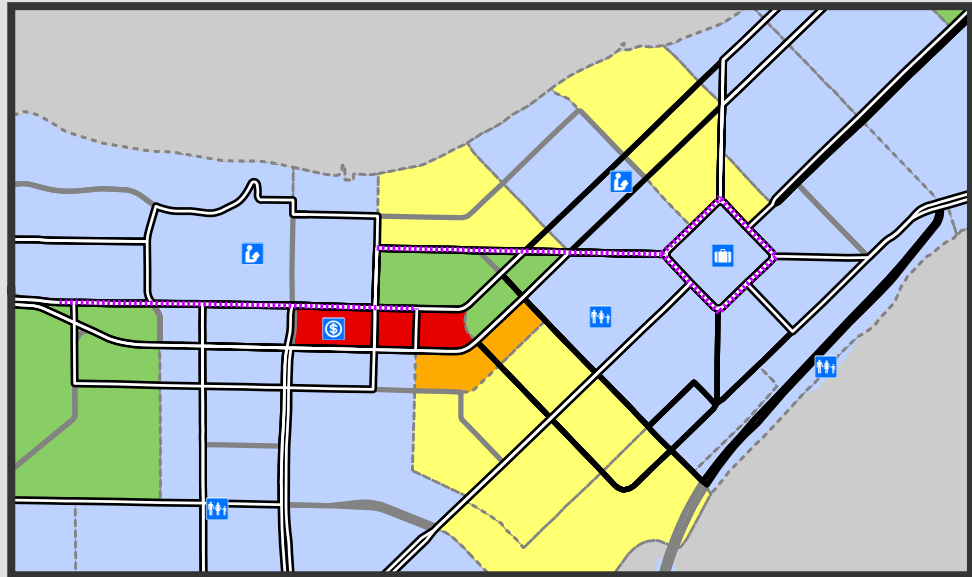
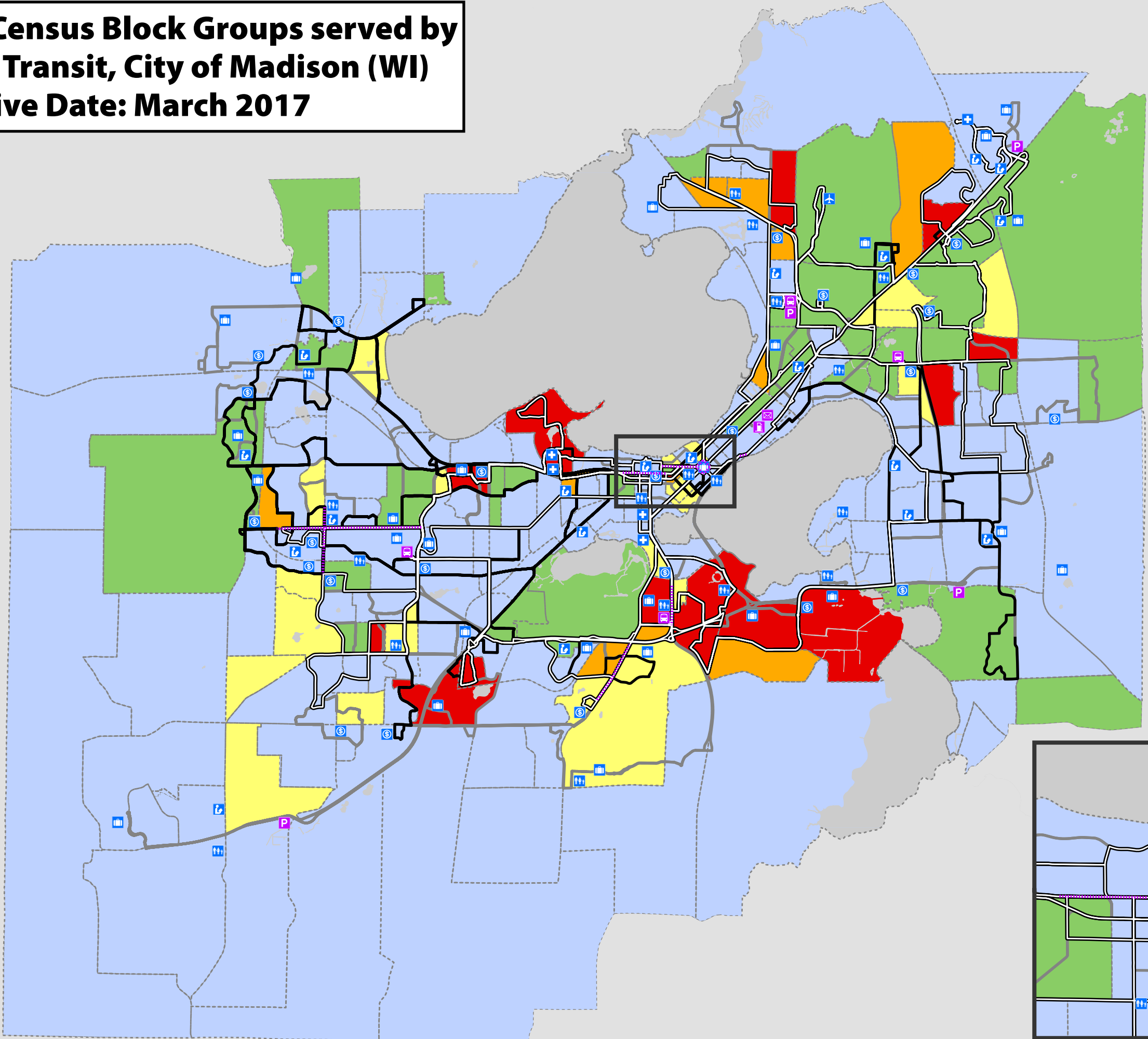
Estimated sub-total count of households where no one
over 14 speaks English at all or "very well": 4,830

Estimated percentage of Limited English population
within service area (system average): 3.4%

- 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
- Additional weekday service
- Limited service only

- | | |
|---|--|
| 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: March 2017**

**Minority Populations
and Transit Amenities**

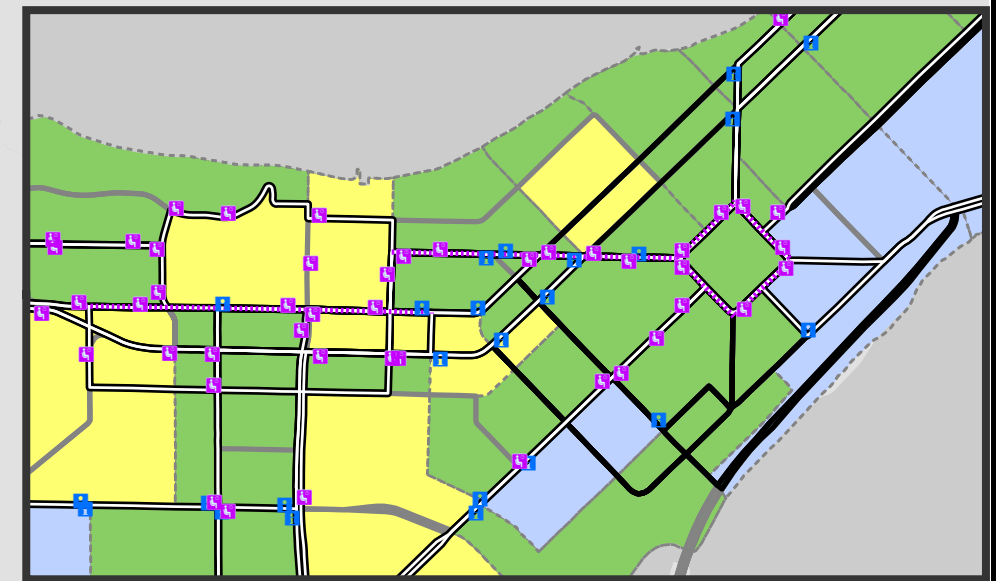
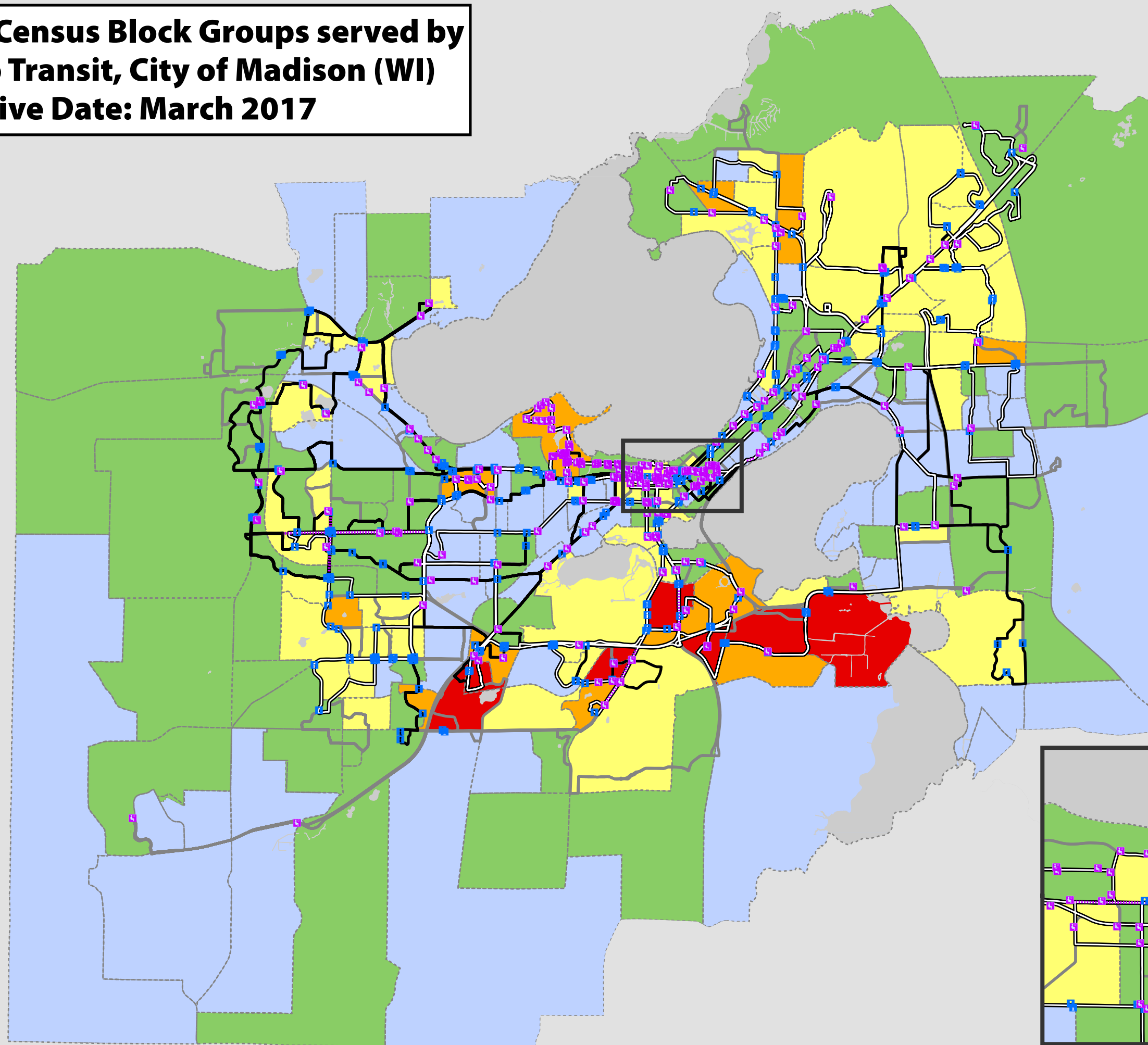
Data: American Community Survey, 2011-2015
Table B03002: Hispanic or Latino by Race

Estimated total count of individuals for the 212 Census
Block Groups within Metro Transit service area: 335,326

Estimated sub-total count of individuals - excluding
White alone, Non Hispanic or Latino: 81,313

Estimated percentage of minority population
within service area (system average): 24.2%

- 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
- Additional weekday service
- Limited service only
- Information display
- Shelter with information display



Metro On-Board Survey Equity Analysis Summary

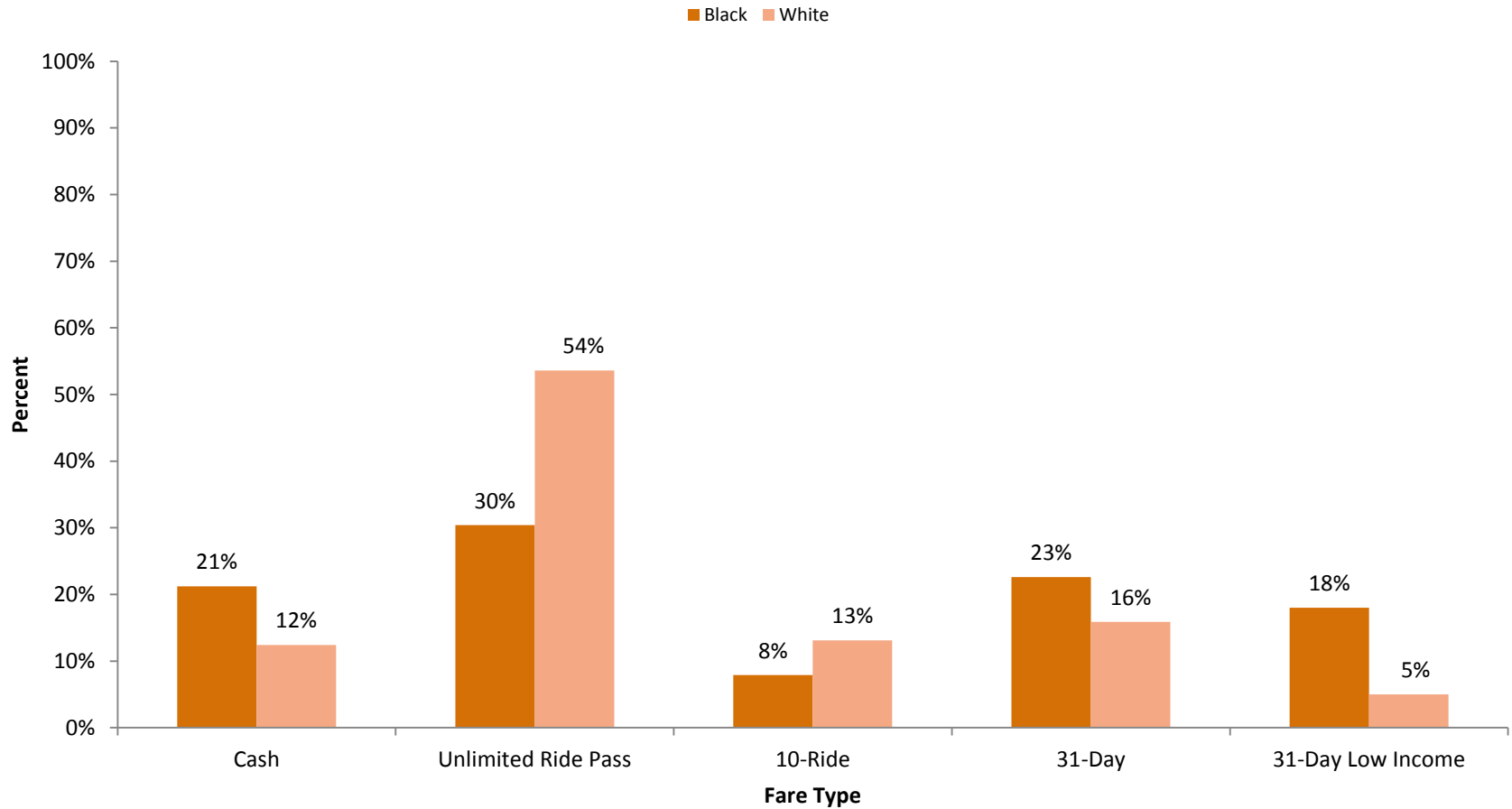
February 12, 2016



Kate Christopherson
Metro Transit

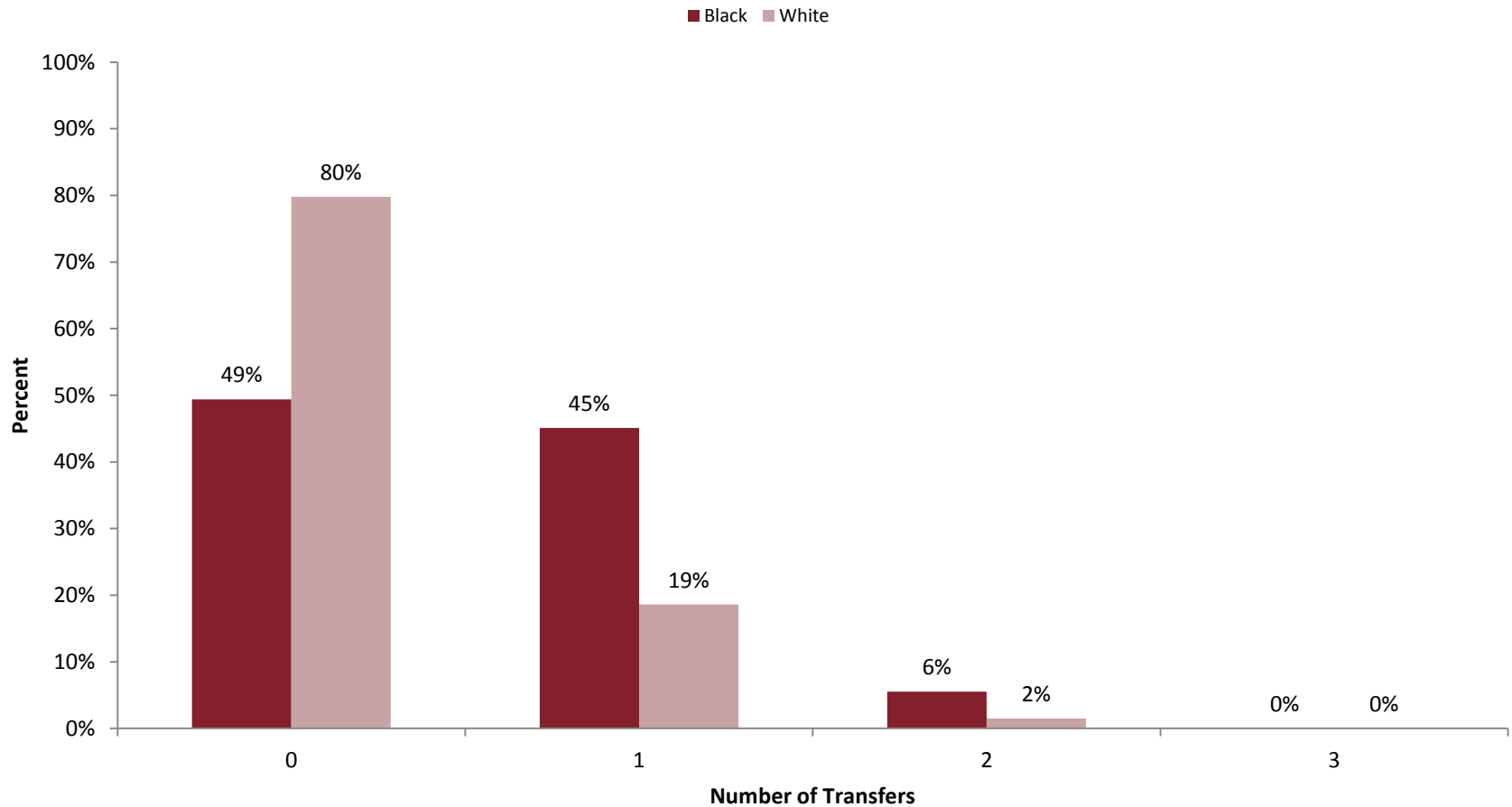
Fare Use by Race

- Unlimited ride pass was the most popular fare type for both groups.
 - Blacks used 31 Day, 31 Day Low Income, and cash more than Whites.



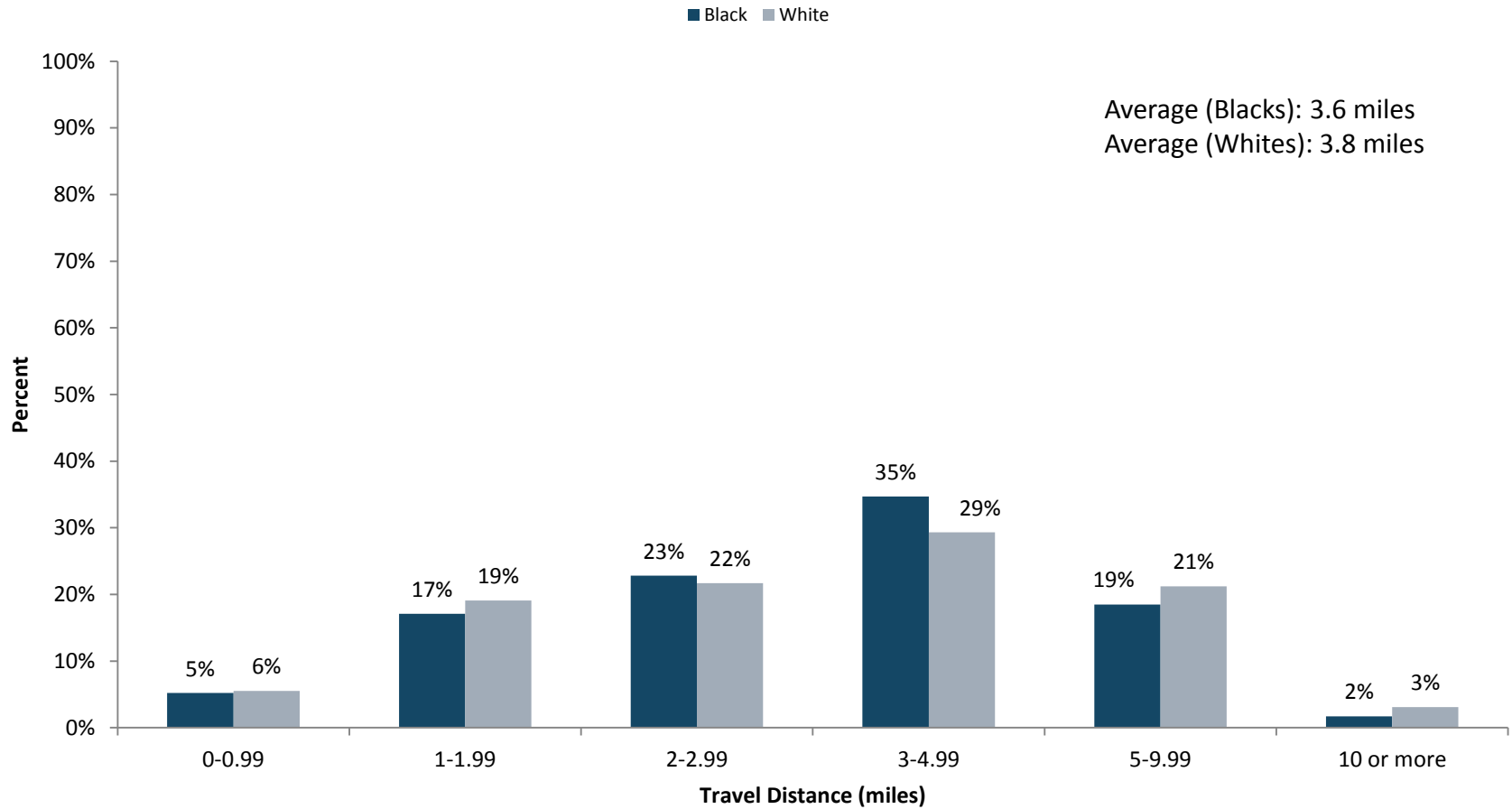
Transfer Rates by Race

- Blacks transferred 2.5x more than Whites.
 - However, 94% of Blacks and 99% of Whites completed their trips with one or no transfer.



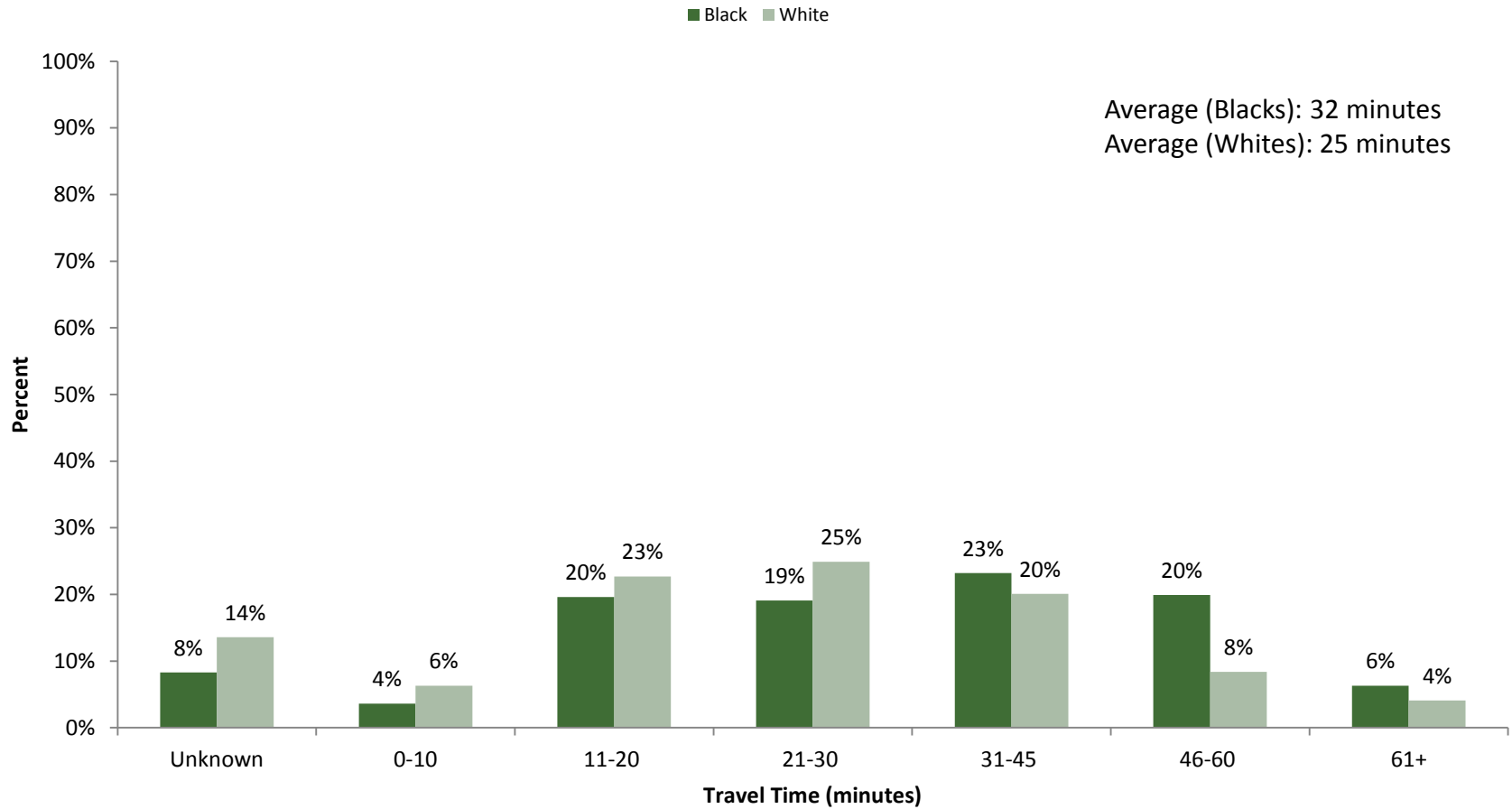
Travel Distance by Race

- On average, Blacks and Whites travelled similar distances on the bus.



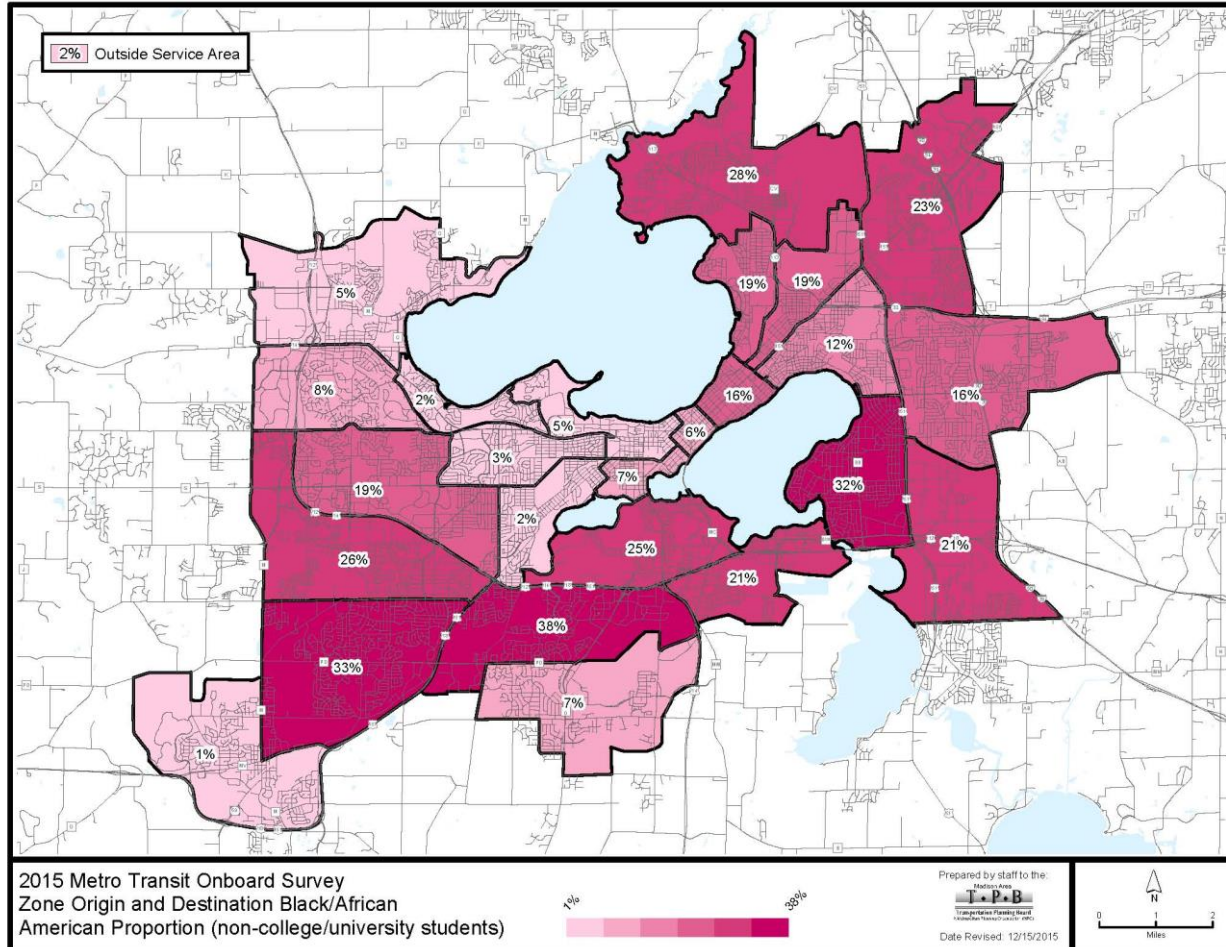
Travel Time by Race

- Blacks spent 25% more time traveling despite traveling similar distances as Whites.



Route Choice by Race

- High Concentrations of Black Riders: Routes 18, 20, 40, 22, and 16
- High Concentrations of White Riders: Routes 38, 37, 44, 12, and 3



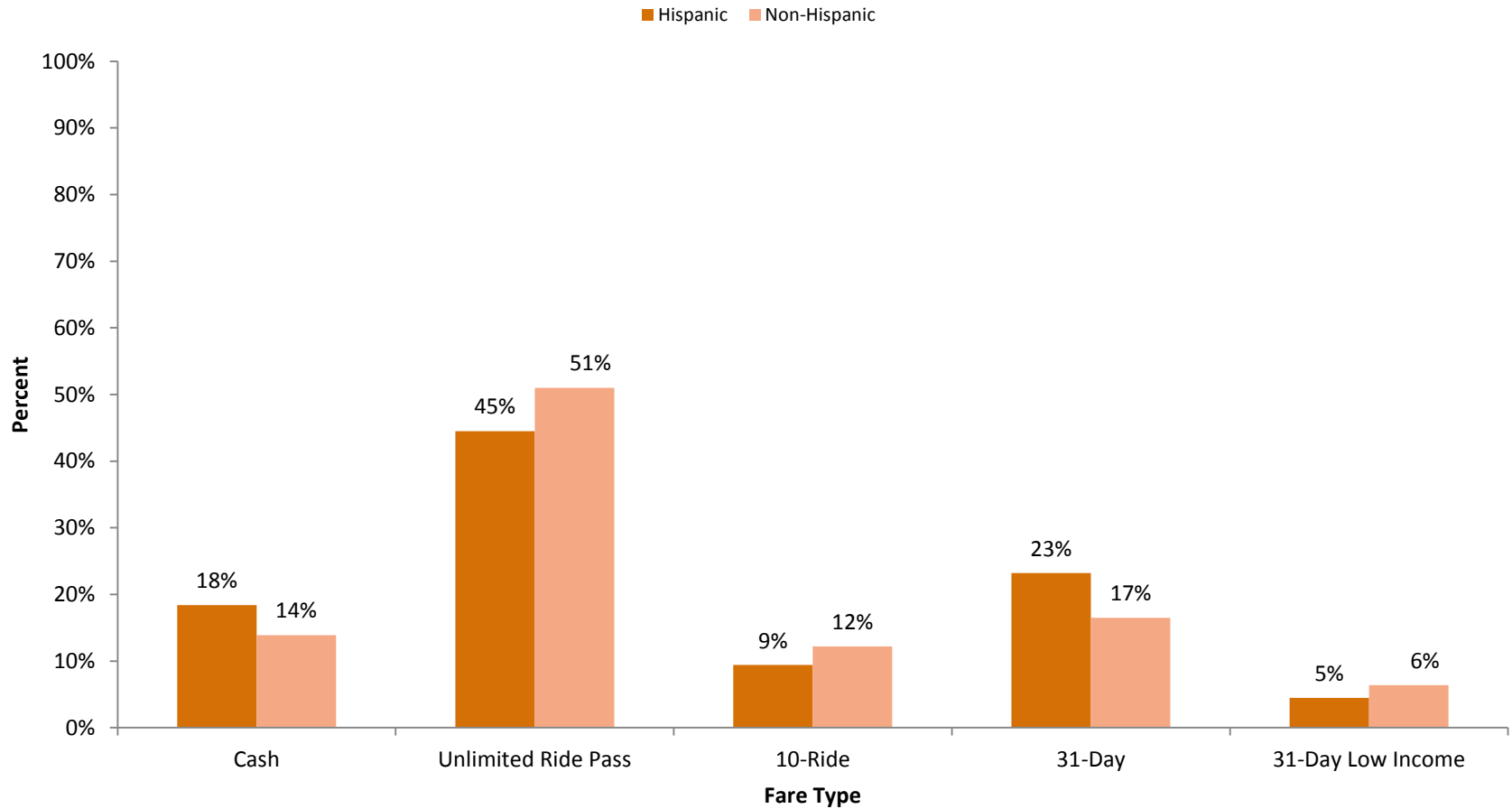
Author: plpg

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Date Printed: 12/15/2015

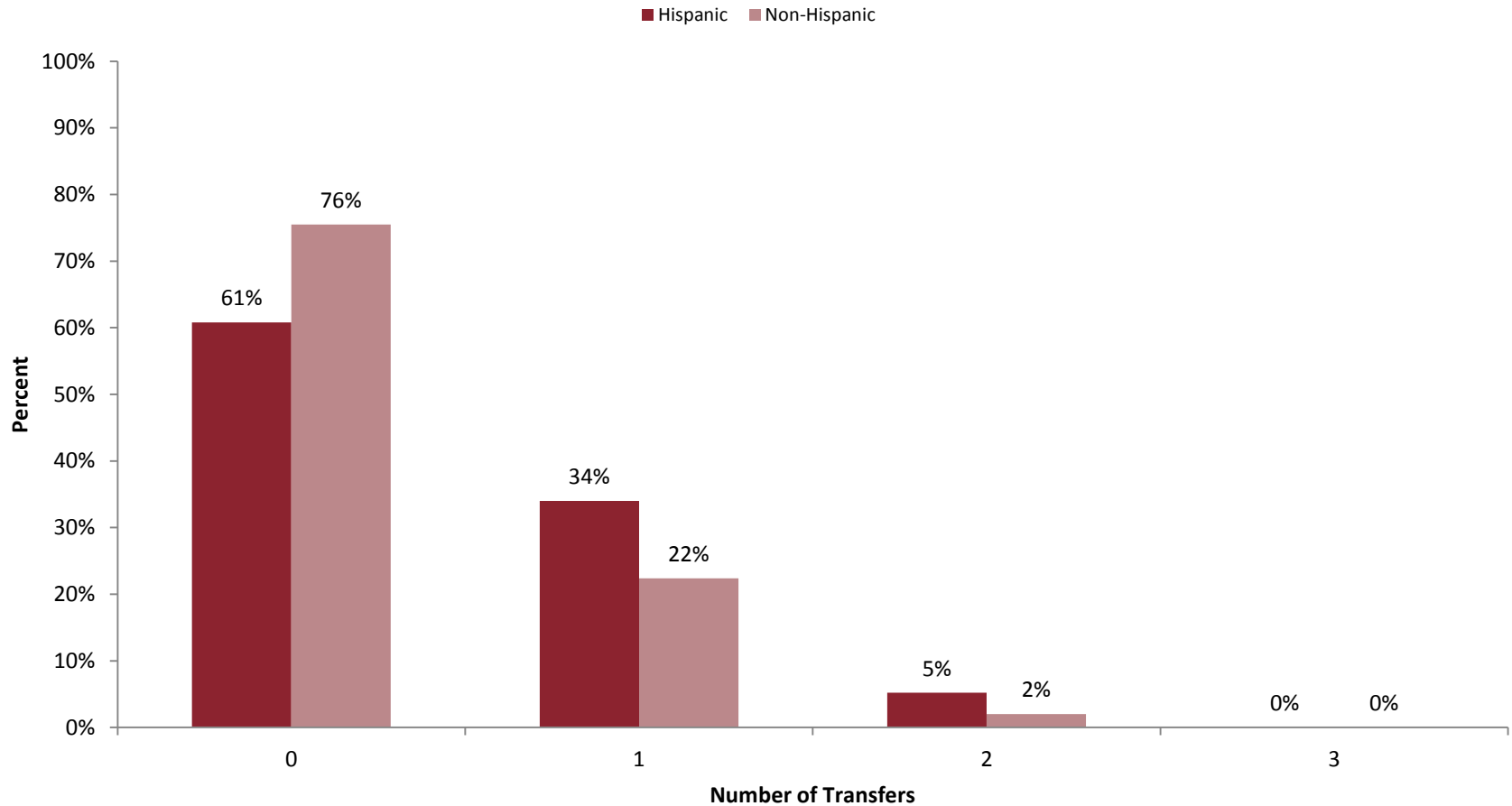
Fare Use by Hispanic Ethnicity

- Again, the unlimited ride pass was the most popular fare type for both groups.
 - Hispanics used the 31 Day pass and cash more than Non-Hispanics.



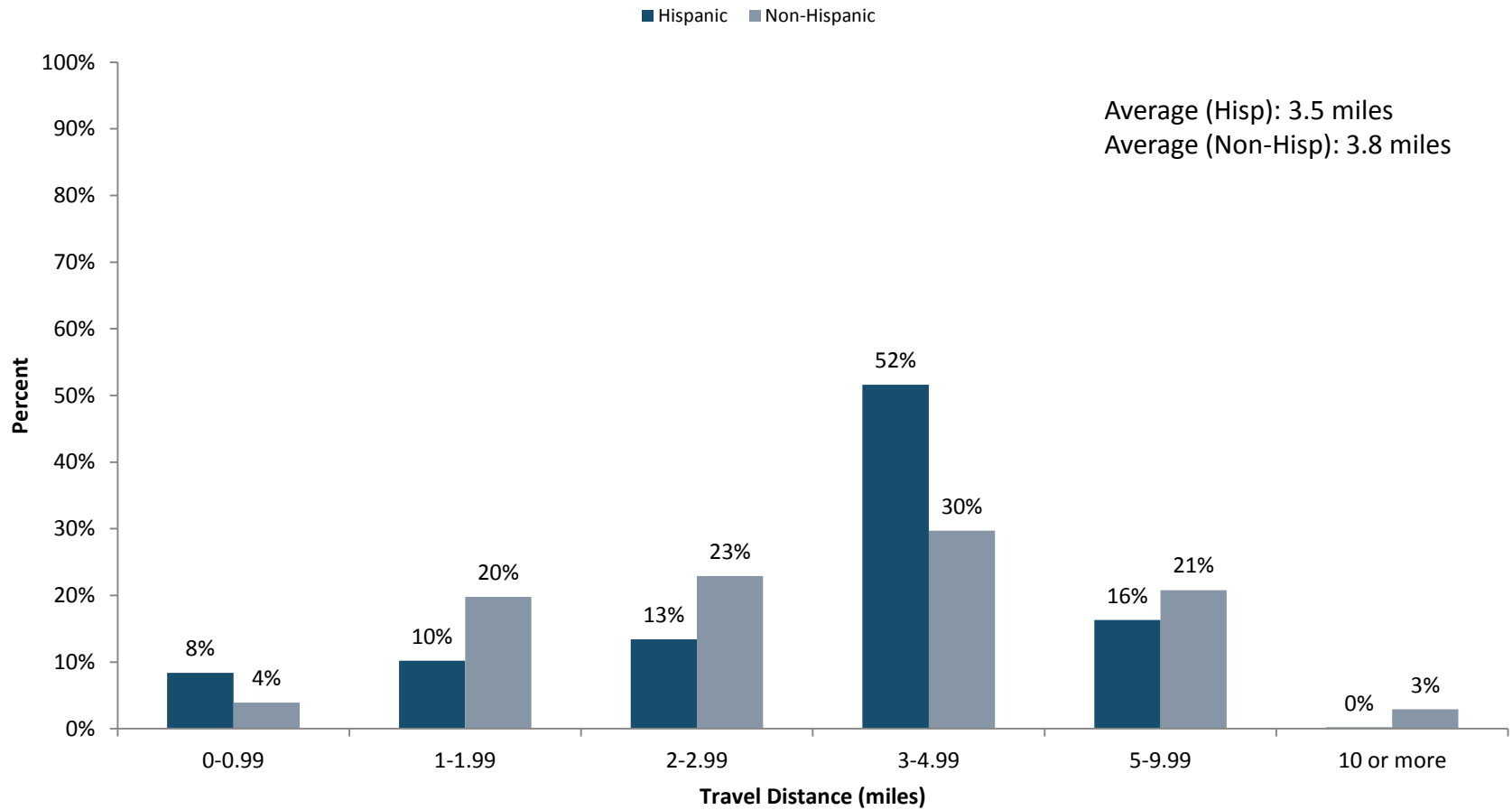
Transfer Rates by Hispanic Ethnicity

- 40% of Hispanics transferred while only 25% of Non-Hispanics did.
 - However, 95% of Hispanics and 98% of Non-Hispanics completed their trips with one or no transfer.



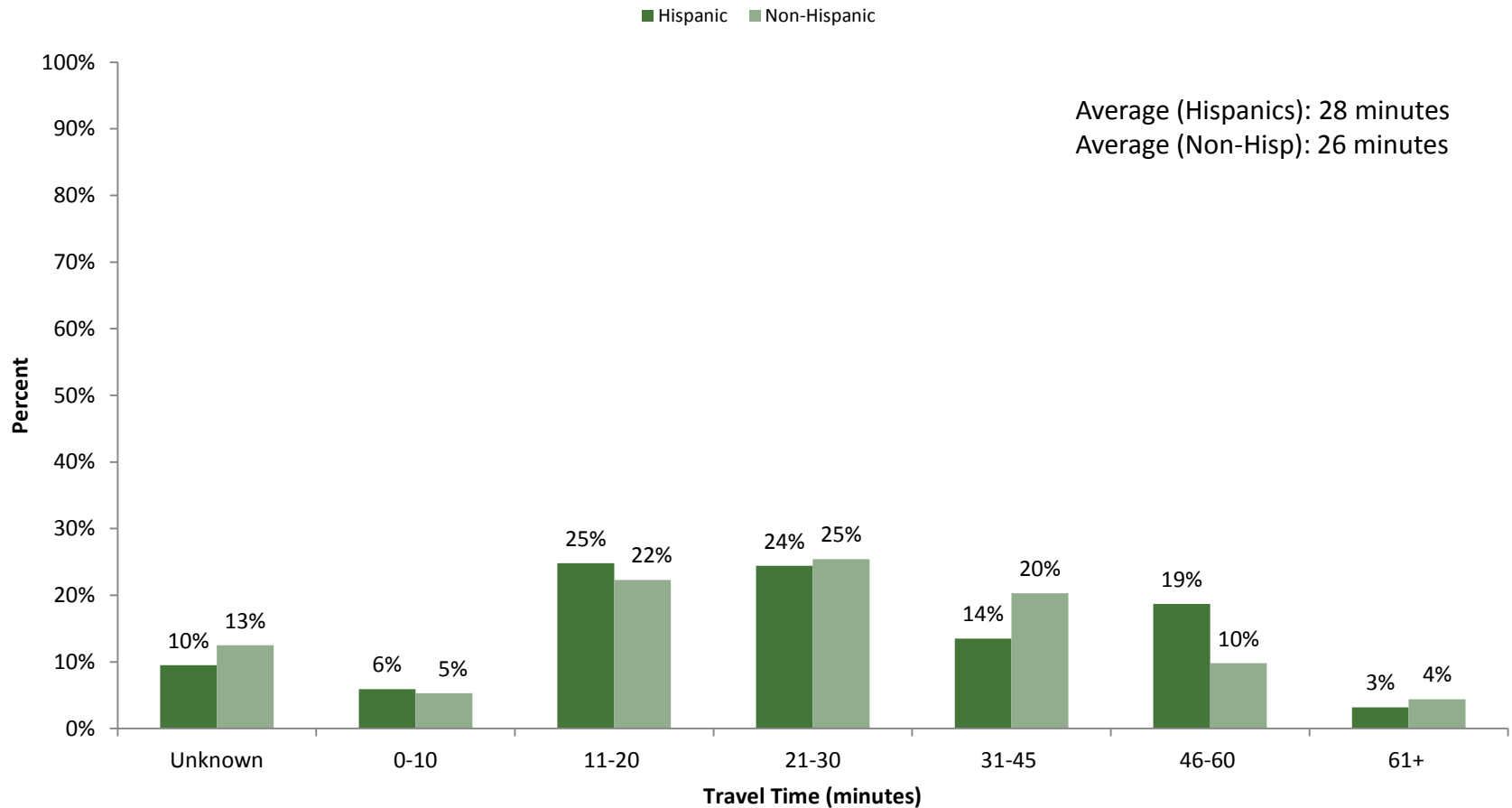
Travel Distance by Hispanic Ethnicity

- Hispanics and Non-Hispanics traveled similar distances.



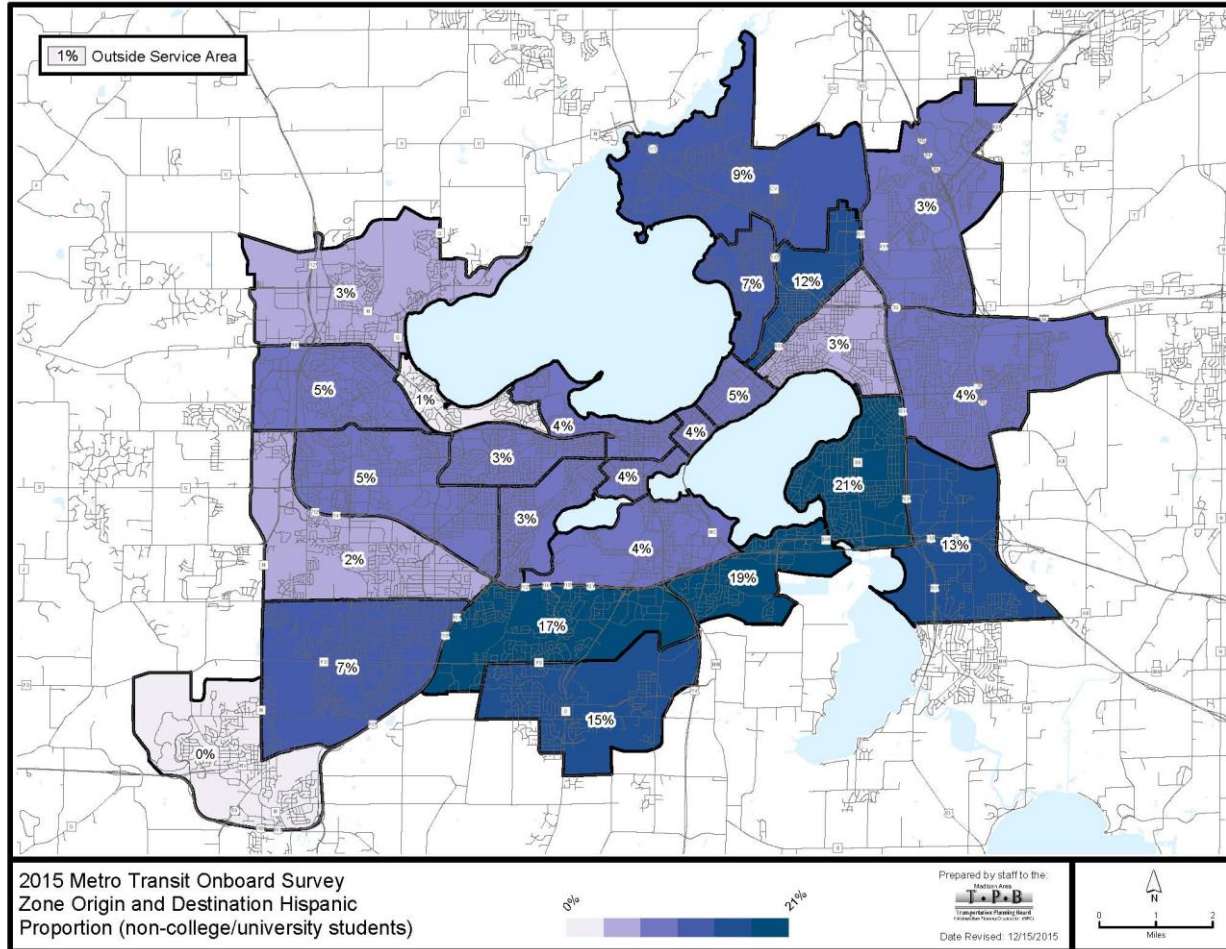
Travel Time by Hispanic Ethnicity

- Hispanics spent 9% more time traveling than Non-Hispanics despite similar travel distances.



Route Choice by Hispanic Ethnicity

- High Concentration of Hispanic Riders: Routes 40, 27, 16, 22, and 18
- High Concentration of Non-Hispanic Riders: Routes 12, 30, 37, 11, and 7



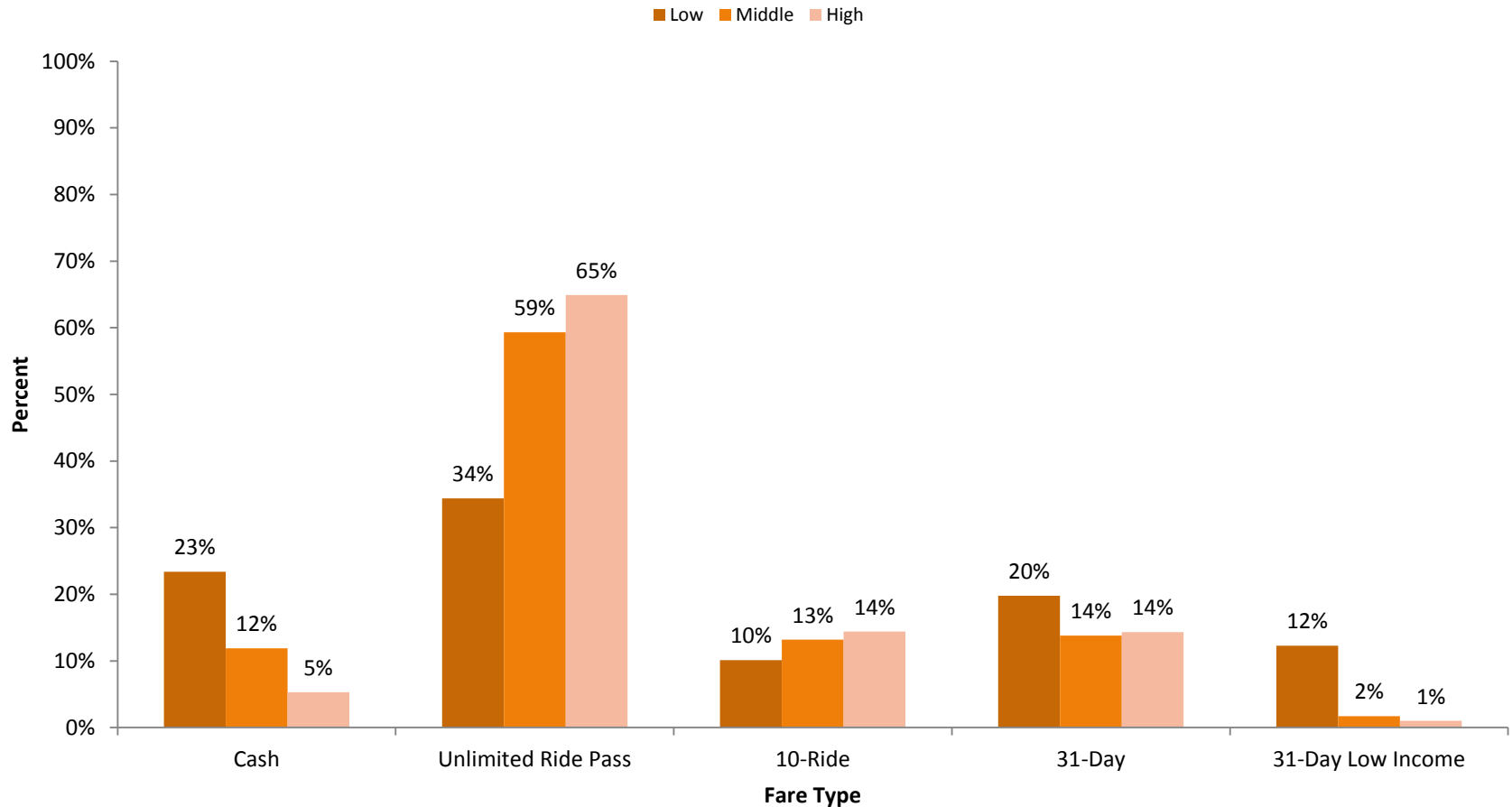
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Date Printed: 12/15/2015

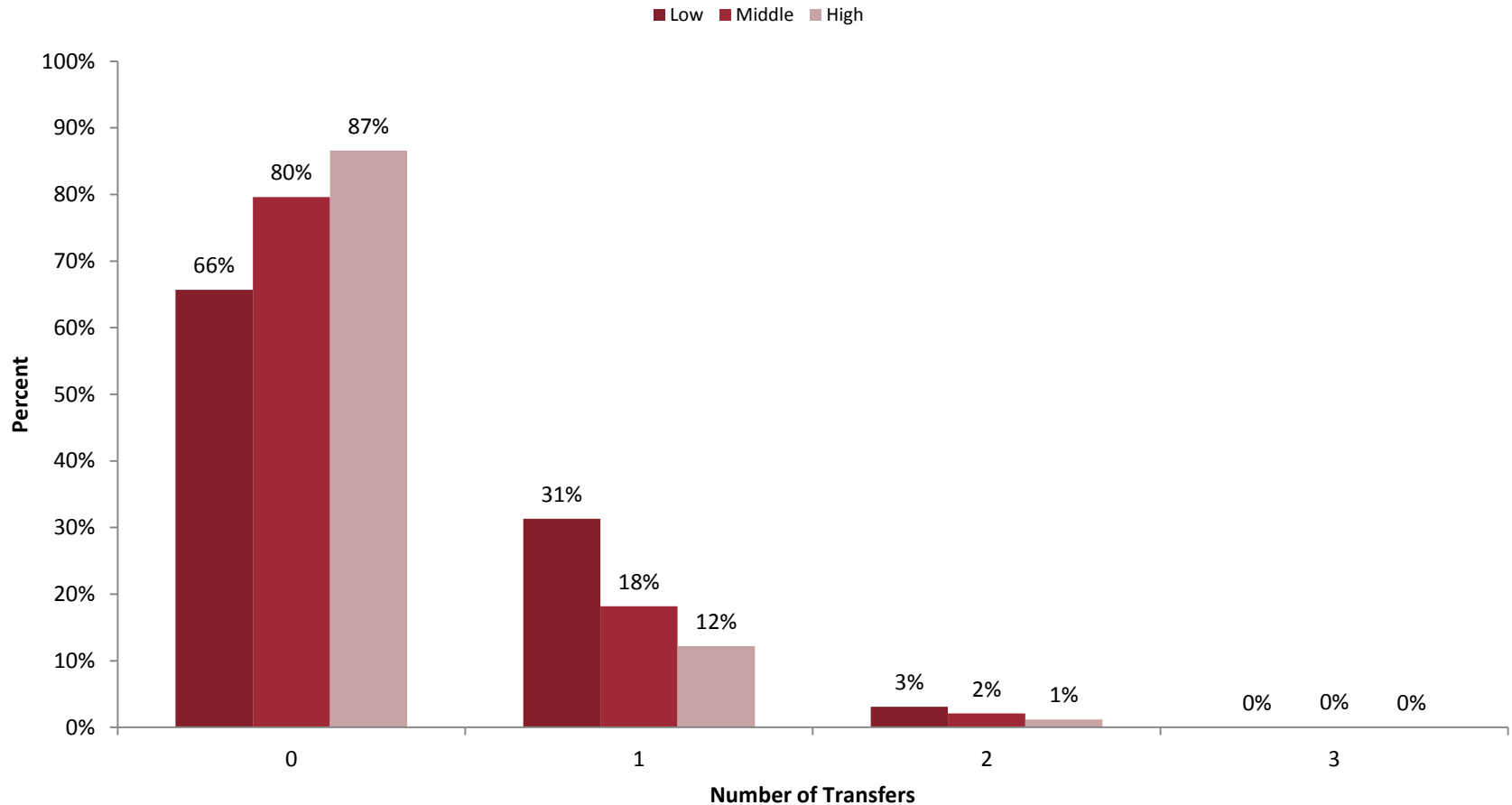
Fare Type by Income

- Again, the unlimited ride pass was the most common fare type.
 - Low income riders used 31 Day, 31 Day Low Income, and cash more than middle and high income riders.



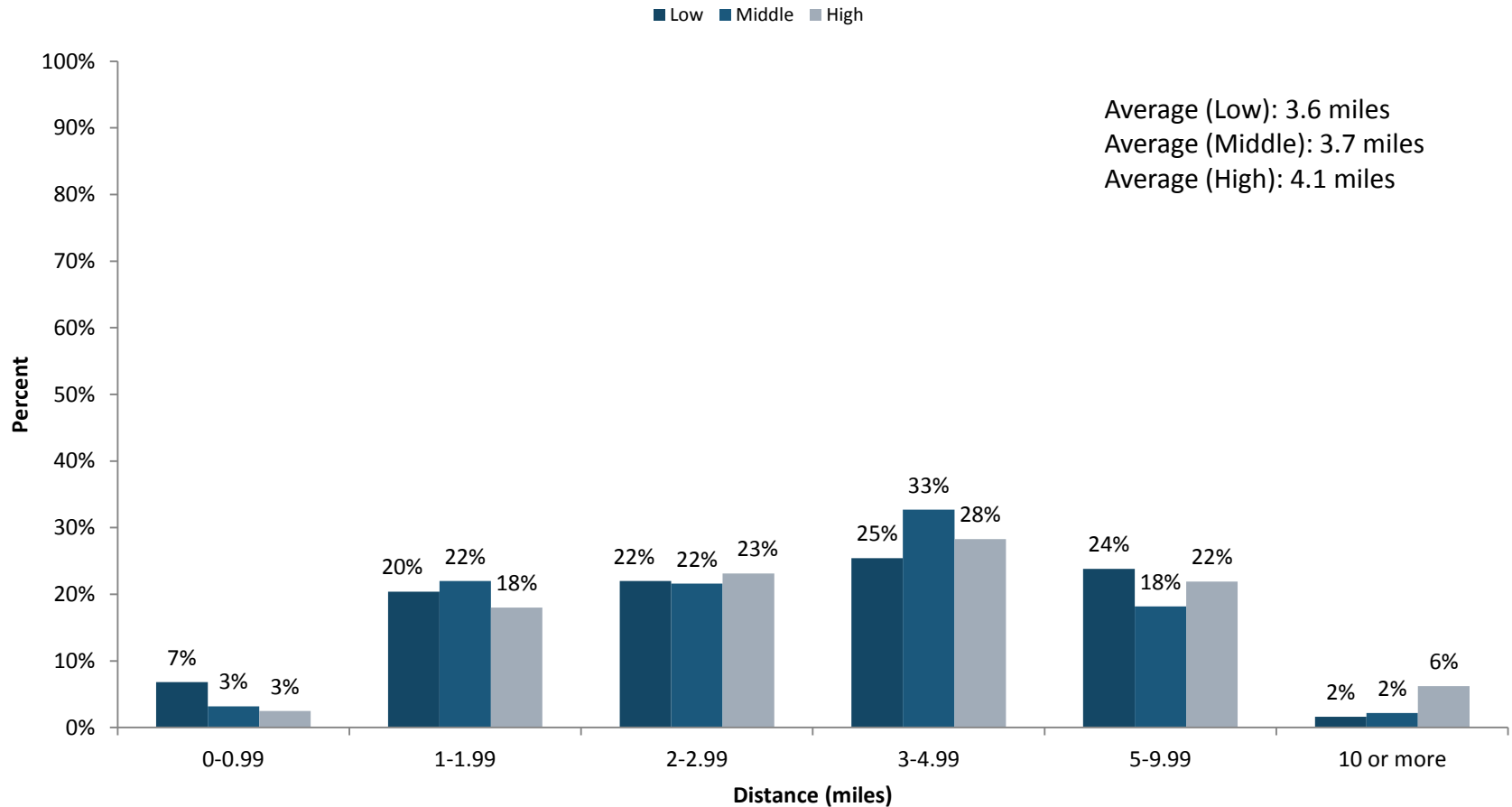
Transfer Rates by Income

- 1/3 of low income riders transferred compared to 1/5 of middle income riders and 1/10 of high income riders.
 - In other words, low income riders transfer 2.5x as often as high income riders.
 - 97% of low income, 98% of middle income, and 99% of high income riders completed their trips with one or no transfer.



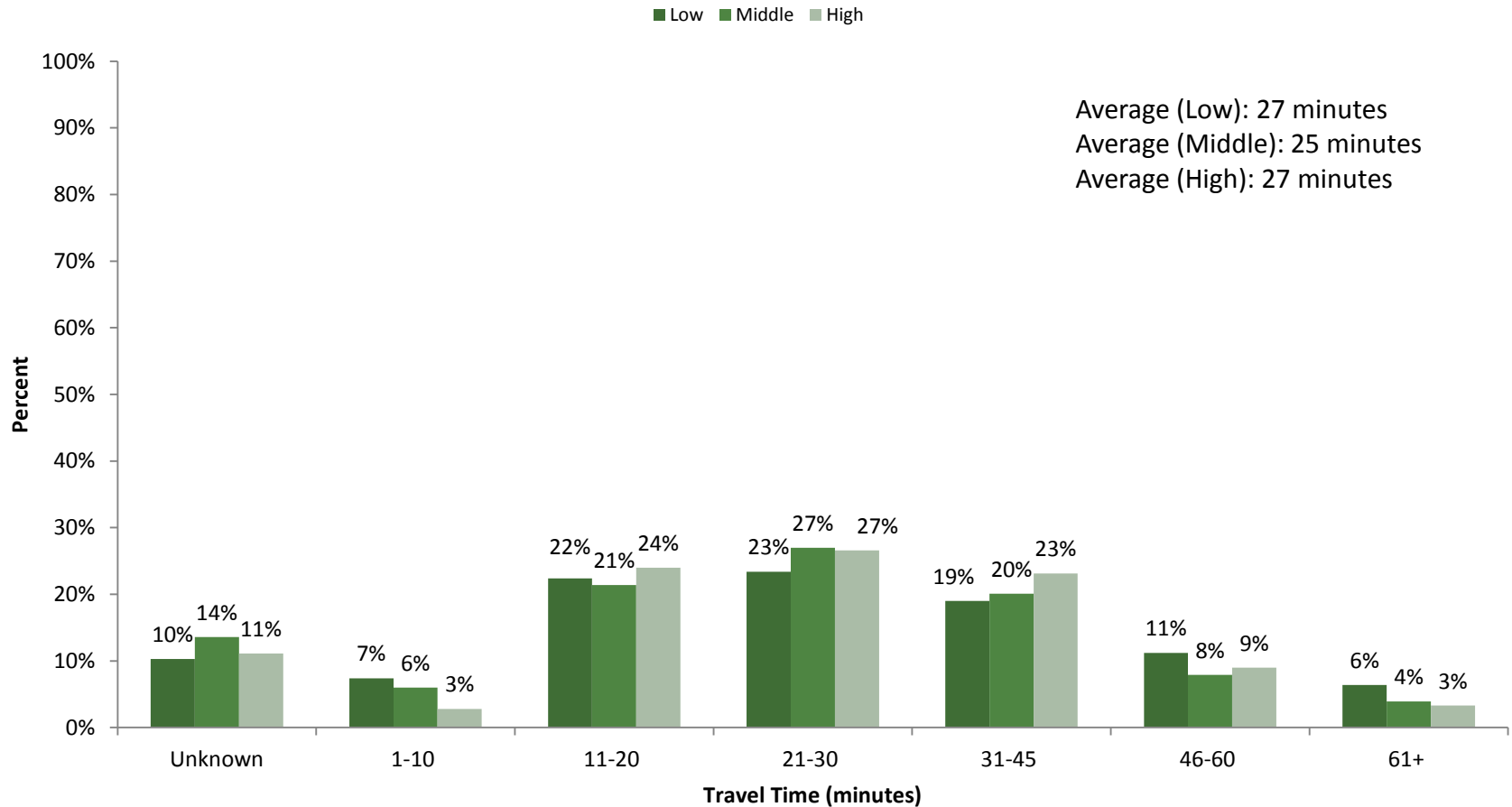
Travel Distance by Income

- High income riders traveled the farthest and middle and low income traveled similar distances.



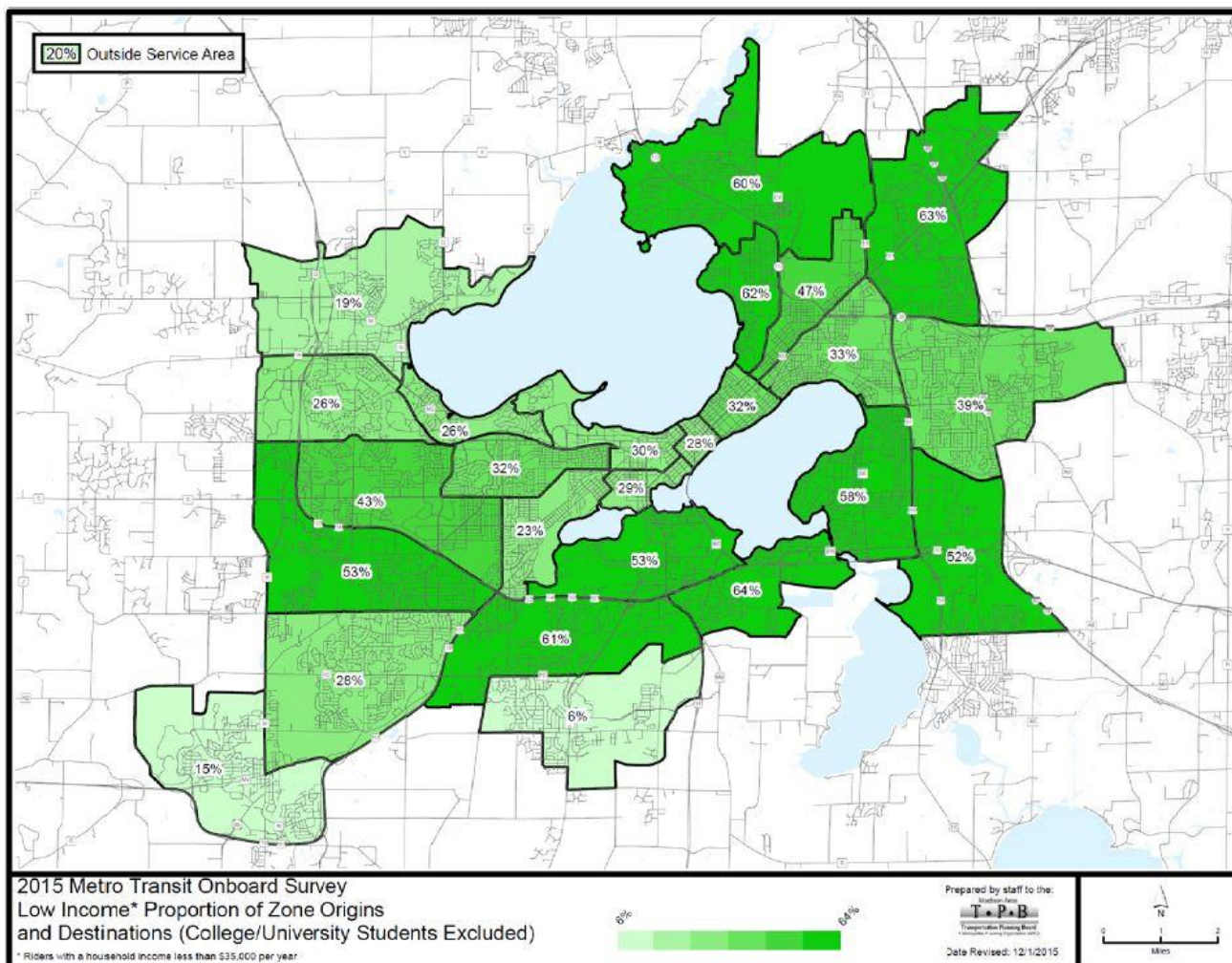
Travel Time by Income

- All incomes had similar travel times.
 - Higher percentage of low income riders traveled more than 46 minutes.



Route Choice by Income

- High Concentrations of Low Income Riders: Routes 40, 37, 20, 16, and 18
- High Concentrations of High Income Riders: Routes 70, 12, 75, 58, and 15



Conclusions

- Black, Hispanic, and low income riders are more likely to transfer and have longer trips for shorter distances than White, Non-Hispanic, and high income riders.
- Possible actions
 - BRT
 - Route changes
 - Offer more low income passes and fill sales outlet gaps around the region