

Metro Transit



Title VI Program
June 2014

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 adopted by the Transit and Parking Commission (TPC) at their March 2014 meeting. See excerpt from meeting minutes below:


General Requirements

Title VI Notice to the Public

Notice is posted:

- On board interior cards
- Ride Guide
- Website

Interior cards in English, Hmong and Spanish

Civil Rights/Title VI		
<p>Metro Transit assures 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.</p> <p>Any person 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 Affirmative Action Department.</p>		
<p>Metro Transit (608) 266-4466</p>		<p>City of Madison Affirmative Action Department (608) 266-4910</p>

Txoj Cai Ncaj Ncees	Derechos Civiles/Título VI
<p><i>Metro Transit xyuas tias kom tsis pub ib tug neeg twg raug ciav cais raws nws hom neeg, xim nqaij tawv, los yog tebcaws 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.</i></p> <p><i>Ib tug neeg twg uas ntseeg tias nws tau raug ciav cais tsis ncaj ncees vim yog nws hom neeg, xim nqaij tawv, los yog tebcaws 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).</i></p> <p><i>Metro Transit: (608) 266-4466 mymetrobus@cityofmadison.com Nroog Madison Hauv Paus Saib Kev Cai Ncaj Ncees Affirmative Action (608) 266-4910 dcr@cityofmadison.com</i></p>	<p><i>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).</i></p> <p><i>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 Afirmitiva de la ciudad de Madison.</i></p> <p><i>Metro Transit: (608) 266-4466 mymetrobus@cityofmadison.com Departamento de Acción Afirmitiva de la ciudad de Madison (608) 266-4910 dcr@cityofmadison.com</i></p> 

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Administrative Office

Hours: 7:30AM until 5PM—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 AM until 6:00 PM—Weekdays

8:00 AM until 4:30 PM—Saturdays

9:00 AM until 4:30 PM—Sundays & Holidays

Civil Rights/Title VI

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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 Affirmative Action Department.

Metro Transit

(608) 266-4466 mymetrobus@cityofmadison.com

City of Madison Affirmative Action Department

(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 PM 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 tebcaws 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, los-sis 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.

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Nroog Madison Hauv Paus Saib Kev Cai Ncaj Ncees Affirmative Action
(608) 266-4910 dcr@cityofmadison.com

Metro Transit: (608) 266-4466 mymetrobus@cityofmadison.com

Website – link on home page

City of MADISON

Home | Accounts | Services | Agencies | Data | Contact | Search

Metro METRO TRANSIT

HOME | PLAN YOUR TRIP | ROUTES & SCHEDULES | BUS STOP DEPARTURES | DETOURS | FARE OPTIONS | HOW TO RIDE | PARATRANSIT | ABOUT US | CONTACT US

NEW AND NOTEWORTHY

Public Input Meeting Scheduled

WHAT SERVICE IMPROVEMENTS DO YOU WANT TO SEE?

Give your thoughts to Metro staff and Madison Transit and Parking Commission members.

1 2 3 4 5

QUICK LINKS

NEW ROUTE 31 - Service to Owl Creek, Marsh Rd. and Surrounding Neighborhoods

ROUTE 33 UPDATES - Service Expansion - Peak-Hour Service to Grandview Commons and Sprecher East neighborhoods

CHECK YOUR TRIP - Improved Service Coordination at South Transfer Point

GOOGLE TRANSIT PLANNER

Start

End

Depart Arrive

Date 09/27/2013 Time 4:10 PM

Get Directions

Public Input Meeting

Información En Español

Civil Rights / Title VI

Metro Oversight Committees

Accessible Services

SERVICE ON HOLIDAYS

Thanksgiving Day (11/28)

Day After Thanksgiving (11/29)

Website - Information page

Metro METRO TRANSIT

HOME | PLAN YOUR TRIP | ROUTES & SCHEDULES | BUS STOP DEPARTURES | DETOURS | FARE OPTIONS | HOW TO RIDE | PARATRANSIT

CIVIL RIGHTS/TITLE VI

(Read in [Spanish](#) or [Hmong](#))

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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 by contacting Metro Transit or the City of Madison Department of Civil Rights.

[Metro Transit](#)
(608) 266-4904
mymetrobus@cityofmadison.com

[Department of Civil Rights](#)
(608) 266-4910
dcr@cityofmadison.com

Or print and mail the complaint form below to:

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

• [Print Complaint Form](#) (PDF)

Title VI Complaint Procedures

CIVIL RIGHTS/TITLE VI Complaint Procedure

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mymetrobus@cityofmadison.com

[Department of Civil Rights](#)

(608) 266-4910

dcr@cityofmadison.com

Or print and mail the complaint form below to:

Metro Transit

Attn: Title VI Complaint

1245 E. Washington Ave.

Madison, WI 53703



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.

Title VI Investigations, Complaints and Lawsuits

In the previous three years, there was one complaint filed with the Equal Rights Division (ERD) of the State of Wisconsin. The case

Complainant: Name Redacted

Allegation: Giving preferential treatment to some classes of persons because of race (not waiting for the person to board the bus if they are not at the bus stop; not stopping to pick a person up if they are at a cross walk and not at a bus stop).

Resolution: Investigated by the ERD and dismissed. No probable cause to believe discrimination occurred. Complainant has appealed and there will be a hearing on the issue of probable cause.

Public Participation Plan

INTRODUCTION

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

In light of major fare and service changes implemented in 2013, Metro has updated its Public Participation Plan. The updated plan emphasizes transparency and expands on previously enforced public participation plans. Updates were made to ensure equal participation and involvement to all populations, including LEP, low income, ADA and minority populations within our 72 square mile service area.

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 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 (see page 22).

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, Tariq Saqqaf 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 compromised 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 asses 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 Service 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. In order to remain consistent, the meetings are generally held every second Wednesday of the month at 5:00 PM in the Madison Municipal Building, which is centrally located in downtown Madison.

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

Polls/ Surveys

Metro surveys are available online or on every fixed-route bus.

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. News Releases can be translated into another language upon request.

Rider Alerts

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, and items of interest. The e-newsletter is available to anyone who signs up online.

Riders can also subscribe to more tailored newsletter groups to receive targeted updates:

- Detour Alerts – 1160 subscribers
- Weather Alerts – 2600 subscribers
- Supplemental School Alerts – 260 subscribers
- Paratransit (ADA) Alerts – 190 subscribers
- Madison College Service Alerts – 180 subscribers
- University of Wisconsin Service Alerts – 880 subscribers
- American Center Alerts - 80 subscribers
- Epic Systems Campus Alerts – 170 subscribers

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

Text Alerts

More than 2,500 riders are subscribed to our General Rider Alert text messaging service. Metro sends out text reminders and updates containing service updates/announcements, public hearing/meeting announcements, and weather/detour updates. The text messaging service is available to anyone who signs up online.

Riders can also subscribe to more tailored text groups to receive specific updates:

- Detour Alerts – 1600 subscribers
- Weather Alerts – 4450 subscribers
- Supplemental School Alerts – 300 subscribers
- Paratransit (ADA) Alerts – 250 subscribers
- Madison College Service Alerts – 400 subscribers
- University of Wisconsin Service Alerts – 1280 subscribers
- American Center Alerts - 100 subscribers
- Epic Systems Campus Alerts – 400 subscribers

Social Media

Metro Transit is fairly active on its Twitter account (@mymetrobus), with around 2,200 followers who participate in various conversations regarding service updates, live delays, public announcements/meetings, detour/weather updates, etc.

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.

Additionally, Metro has experimented with holding a Tweet Chats, or public input sessions via Twitter. For an hour, users can tweet at Metro to have their comments considered and questions answered by Metro Transit management. Tweet Chats are held in accompaniment with public input sessions held in front of the Transit and Parking Commission.

Newsletters

Metro produces two Paratransit newsletters per year. Newsletters are sent via postal mail and go to all ADA paratransit eligible customers. If paratransit customers have marked LEP status on their application, we provide the newsletter in their preferred language. 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 who may not have access to a smart phone or computer. To combat 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 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 approximately 3,300 times.

The homepage also features the latest news and highlights. All public participation opportunities are posted in the "New and Noteworthy" section at least thirty (30) calendar days prior to the event.

On average, Metro's website receives 3,500 visits daily. Visitors can access the Civil Rights/ Title VI information and Spanish information on our homepage (See page 5). The Civil Rights/ Title VI Web page receives approximately 200 views annually; the Spanish page, 550.

Interior 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 interior advertising (see page 3 for example).

Interior 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. Per Metro's policy, flyers regarding public participation opportunities will be installed on all fixed-route and paratransit vehicles at least ten (10) days prior to the event.

Bus Stop

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

Targeted Mailings

Targeted mailings 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 seven (7) calendar days prior to a public input event.

PUBLIC PARTICIPATION & ENGAGEMENT PROCESS FOR MAJOR SERVICE CHANGE

In 2012, Metro was seeking additional funding to help deal with overcrowded buses and provide service to a low income neighborhood in Madison that had very little access to transit service.

A public hearing was held in November 2012 presenting a list of increases to all Metro fare items, including a twenty-five (25) cent increase to its cash fare. Metro promoted this public hearing in the ways described earlier in this report including posting flyers on buses and reception window (in English, Spanish and Hmong), legal notices and paid ads in local newspapers, posting on website, series of tweets, emails and text alerts. This issue was also relayed by Metro staff to Neighborhood Resource Teams and all City of Madison alders for dissemination at the neighborhood level.

Customers were 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 participation and engagement process was completed, it was determined that the proposed fare increase would cause too much difficulty to Metro's low income customers. As a result, it was decided NOT to move forward with this full-scale fare increase. Instead, it was decided that cost increases would only be applied to a handful of Metro fare items including the 31-day pass and the 31-day senior/disabled pass. Metro's cash fare and the cost of its low income pass were not raised.

In 2013, a public hearing was held to discuss utilizing the revenue from this fare increase to provide service to Owl Creek, a Madison low income neighborhood that had very little access to transit service. In addition, several other changes were proposed to improve and fix service problems throughout the system.

One of these service problems included the inability of Metro's Route 18, which provides service through many low income neighborhoods, to stay on schedule and maintain connections with other routes at Metro's South Transfer Point. To slightly shorten the route, it was proposed to eliminate service on a neighborhood loop.

A second participation and engagement process was implemented to discuss all service change scenarios.

Metro promoted this public hearing in the ways described earlier in this report including posting flyers on buses and reception window (in English, Spanish and Hmong), notices on bus stop stops in affected neighborhoods, legal notices and paid ads in local newspapers, posting on website, series of tweets, emails and text alerts. This issue was also relayed by Metro staff to Neighborhood Resource Teams and all City of Madison alders for dissemination at the neighborhood level.

Customers were 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 process was completed, it was determined that Metro would indeed provide service to the Owl Creek neighborhood. However, it was also decided that the service change to Metro's Route 18, removing service on a neighborhood loop, was not acceptable and posed too much hardship to these residents. As a result, the neighborhoods made the choice that buses would NOT make pulsed transfers during certain times of the day as a trade off for maintaining service on this neighborhood loop.

This series of public hearings, participation and engagement efforts is an overall example of how Metro handles all major fare and service changes.

DISSEMINATION OF PUBLIC PARTICIPATION PLAN

Metro Transit posted a draft electronic version of this plan on its website at mymetrobus.com for public comment. Printed versions were 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 of the plan by calling (608) 266-4466 or emailing mymetrobus@cityofmadison.com.

Notices to the public that the plan is available for review were 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 included 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.

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.

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.

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:

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

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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 20,000+ calls monthly to its call center. And on average, less than 12 calls annually request interpreter services.

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 2013. Metro's paratransit bi-annual 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 around 30 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 2013, there were approximately 550 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 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.

###

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.

###

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.

###

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 Right’s 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 at the City’s Intranet “Employeeenet.”

Written Translations

- Materials important for accessing and using Metro's services are translated into both Spanish and Hmong. This includes important service fliers (I.e. changes in fare items or service), public hearing announcements and Ride Guide. Translated materials are available online and by request.
- Link to information in Spanish featured on our Home page. – Spanish information features accessible services, Google Trip planner, Paratransit service and contact information.
- Title VI/Civil Rights Notice to Public translated in Spanish and Hmong on website and interior cards inside buses.
- Google Trip planning information is available on Metro's website in the following languages: Chinese (simplified), Korean, French, Russian, German, Hindi, Laotian, Arabic, Vietnamese.

Public Outreach

Metro will translate and furnish any informational material upon request. Notices are available on Page 1 of the Ride Guide, on the inside of all of our buses, and online via link on the homepage.

METRO STAFF TRAINING

Staff that are most likely to come in contact with LEP persons are reviewed annually on the following:

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

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

MONITORING, EVALUATING AND UPDATING 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 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 THE LANGUAGE PROFICIENCY PLAN

This Language Assistance Plan is available online at mymetrobus.com, along with all other Title VI documents.

This plan is 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

Transit and Parking Commission (TPC)

The TPC shall make recommendations to the Common 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 and 66.068 and a transit commission 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.

White male	5
White female	6

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 an appointment.

Monitoring Program for Subrecipients

Metro Transit believed we had no subrecipients. During our recent Triennial Review in February 2014, we found that the City of Stoughton is considered our subrecipient because we helped them buy accessible vans. Because of the source of the grant money for that project, they are exempt from drug testing. However, we are in the process of developing a monitoring plan for other FTA requirements such as vehicle maintenance review.

In addition, we are in discussions with the YWCA about a potential grant for which they would be our subrecipients. Because of the understanding we gained during our Triennial Review, we are carefully discussing the monitoring needs of that project before we go forward to make sure that we would be able to fulfill those as required.

Equity Analysis

Metro Transit has not constructed any facilities since the last Title VI Program update.

Service Standards

Metro Transit's service area, for the purposes of the Transit Development Plan, is defined as the geographic area within 1/4-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. The service area for all routes is 72 square miles. The population within the service area is approximately 253,075 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 are not readily available for the Metro Transit system. However, observations by Metro staff, as well as complaints from bus operators and passengers, have been used to identify needs for improvements in the system.

Route 18 experienced regular on-time performance problems and missed connections between the South Transfer Point and West Transfer Point, particularly the "via Coho" version of the route. To alleviate some of these problems, Route 18 via Coho was rerouted from Reetz Road and Hammersley Road to Raymond Road and Whitney Way with limited stops. A more complete solution would route both versions of Route 18 via the Beltline Highway with corresponding changes to Route 40; however, this change would require an investment in service hours.

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

Headway (minutes)			
Route Category	Peak	Mid-day	Evening/Weekend
Core Routes	15 - 30	15 - 30	30
Peripheral Routes	30	30 - 60	60
Commuter Routes	15 - 30	None	None
Circulator Routes	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.

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.

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	Saturday/Sunday/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

While the above goals are kept in mind any time Metro makes services changes, available resources, needs of the community, public feedback and consultation with partner municipalities and public officials also factor into service change decisions.

Service Quality/Policies

Bus Stop Spacing

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 (Jennifer 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.

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

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 8, along with judgment, should be used to site bus stops.

Metro Transit is currently piloting a bus stop consolidation project in the Johnson/Gorham corridor in order to improve on-time performance during the spring/summer of 2014.

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

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.



Bus stop with boarding platform



Bus stop without boarding platform

Metro Transit recently received federal grant money, part of which is to be used for Accessible Bus Stop and Path of Travel Supports. We have hired a Paratransit Eligibility & Mobility Specialist who can make recommendations for bus stops that need greater accessibility.

Shelters and Benches

Of Metro's 2,036 bus stops, 193 have shelters (not including the four major transfer points). About six different shelter designs can be found at bus stops. The number of shelters in service in 2012 and their descriptions are as follows:

- 94 – 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.
- 23 – Modern Metro shelters were installed on East Washington Avenue and in other locations throughout the City of Madison.
- 24 – 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.
- 21 – 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.
- 14 – 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.

- 17 – The Metro system includes various other types of shelters, which were installed during land development projects. The design of these shelters varies.

Stops that receive shelters and other amenities in partner municipalities are chosen by and paid for by that municipality.

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

Introduction

Metro Transit operates 62 fixed routes with a service area of 72 square miles, serving over 2,000 bus stops. To improve passenger comfort and system navigability, Metro Transit invests in transit amenities at our bus stops. Metro has more than 125 shelters. Each bus stop is unique, and Metro Transit's Bus Stop Guidelines help determine how Metro invests in each location.

Locations of shelters in jurisdictions other than the City of Madison are determined by that municipality.

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.

Procedures for Responding to Requests for Bus Shelters

1. Shelter Request

Shelter requests are generated from staff, customer service center, public meetings, phone calls, letters, alders, and neighborhood associations.

- Requests that come in will be forwarded to the Planning Unit
- We will respond to each request, and keep a log of requests
- When shelters are available, requests will be evaluated

2. Evaluation

Staff Review

- Physical characteristics of site
- Boarding counts
- Proximity of other shelters
- Special circumstances
 - Report to Transit General Manager, Alder, TPC

External Review

- Alder
- Neighborhood Group
- Property Owner

3. Placement

- Inspect and measure site
- Right of Way – check with Engineering
- Funding for the pads – work with Engineering, change order on sidewalk contract
- Signage – Sign Shop needs to remove bus stop sign, re-install after pad is laid
- Installation – Utility crew
 - Building and Grounds Foreman will take the lead in these activities

4. Removal of Shelter

Excessive and recurring instances of vandalism

- Broken panel
- Rock through roof
- Graffiti
 - Building & Grounds gathers data, makes report to the Transit Planning & Scheduling Manager for recommendation
 - Post letter in shelter, signed by Alder – “This shelter is in danger of being removed because of vandalism. One more occasion will result in removal.”
 - Copy of letter to Neighborhood Association, request notice in newsletter

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 Van Galder and other 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. Planned facility improvements will make transit service available to the lot. According to Metro's 2008 On-Board Survey, 3% of Metro passengers used a park-and-ride lot to access the bus while another 3% reported parking on the street to access the bus. The addition of more facilities and express-type service could significantly increase the number of park and-ride passengers.

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. A fifth minor transfer point was added in the City of Middleton in 2007 as part of the service restructuring in that community. 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 Middleton Transfer Point, however, is similar to a standard bus stop. The two major routes that serve it – routes 70 and 73 – are often interlined, and through trips are accommodated without changing buses. 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 Signs, Maps and Schedules

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

- Madison College
- Edgewood
- Wisconsin English as a Second Language Institute
- Madison libraries

- Madison DOT
- Hilldale
- Fitchburg Town Hall
- UW Hospital
- various apartment complexes
- Stark Co. Realtors
- Youth Action Hudson Inc.
- Goodman Center
- Attic Correctional Services
- Project Pros
- South Madison Coalition of the Elderly
- Middleton Cross Plains Area School District
- Wisconsin Youth Company
- Wisconsin Management Company
- Wisconsin Department of Health Services.

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

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

In the last few years, smart phone apps, including Bus Radar and Mobile UW, have come into greater use and QR codes have been added to many bus stop schedules for real time information. 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.

Waste Receptacles

Waste receptacles have been installed on every bus.

Demographic and Service Profile Maps and Charts

2010 Census Block Groups served by Metro Transit, City of Madison (WI) Effective Date: August 2013

Minority Populations and Transit Service Area

Data: American Community Survey, 2008-2012
Table B03002: Hispanic or Latino by Race

Estimated total count of individuals for the 212 Census
Block Groups within Metro Transit service area: 322,401

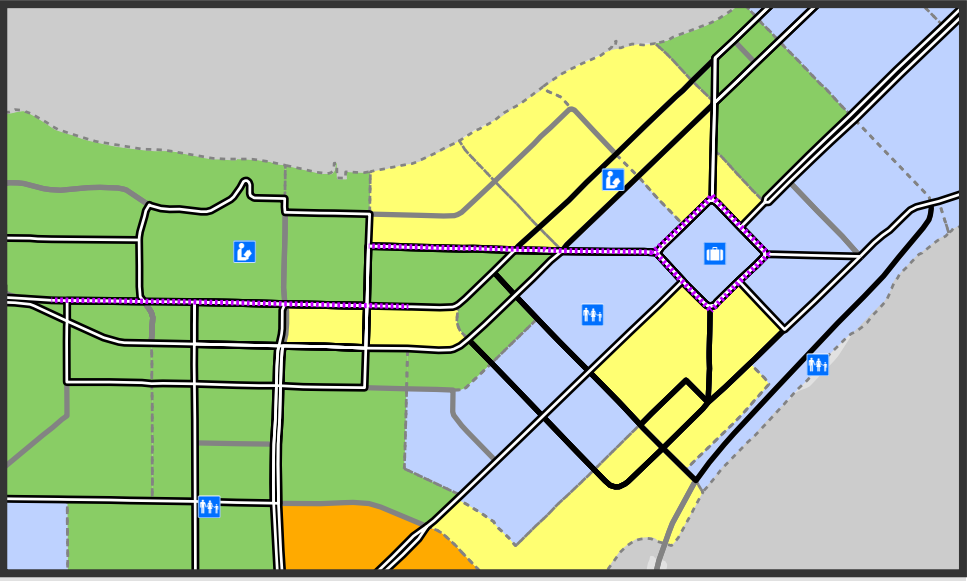
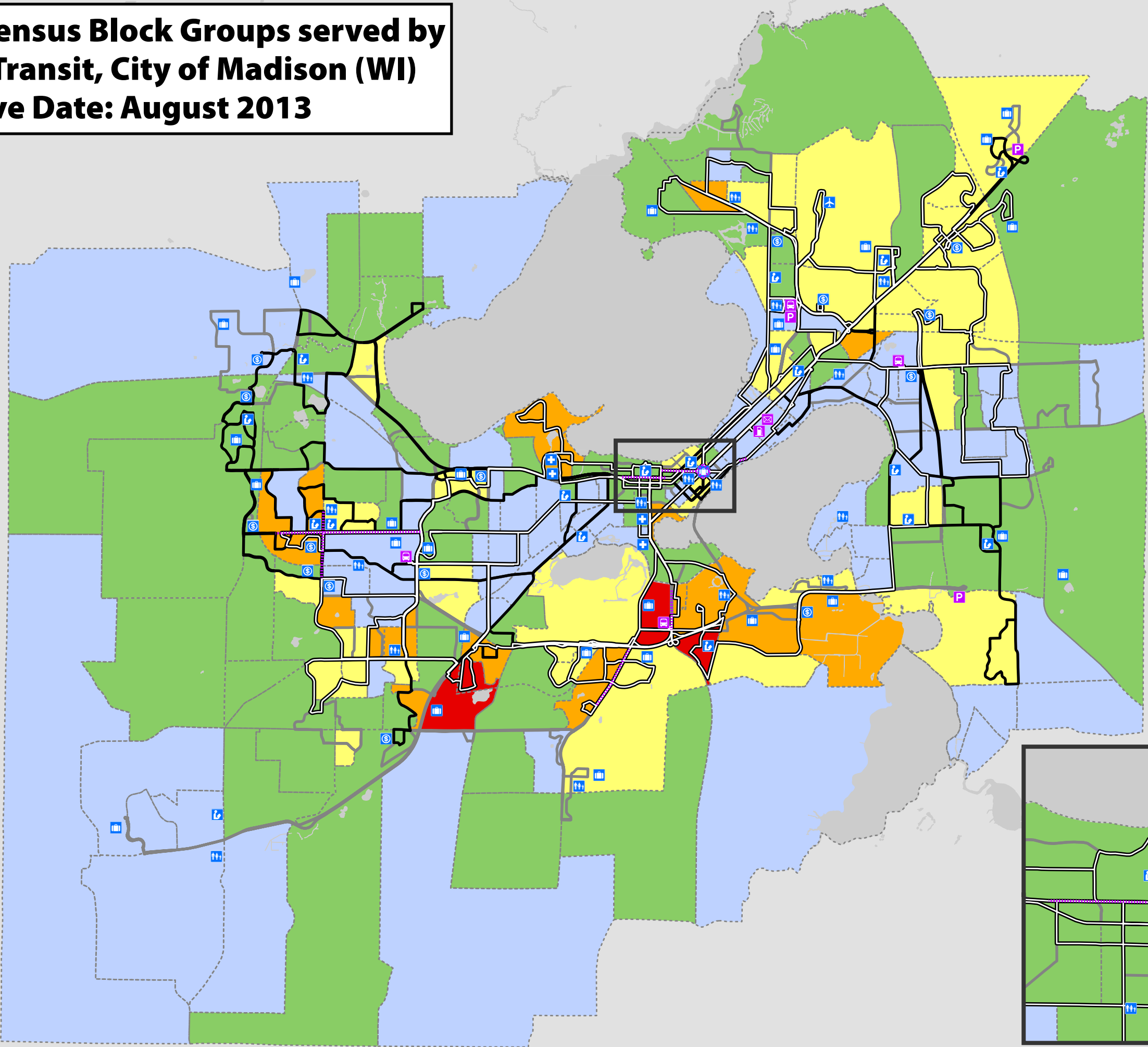
Estimated sub-total count of individuals - excluding
White alone, Non Hispanic or Latino: 75,040

Estimated percentage of minority population
within service area (system average): 23.3%

- 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: August 2013

Low Income Populations and Transit Service Area

Data: American Community Survey, 2008-2012
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: 310,554

Estimated sub-total count of individuals in poverty status
in past 12 months: 49,040

Estimated percentage of low income population within
service area (system average): 15.8%

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

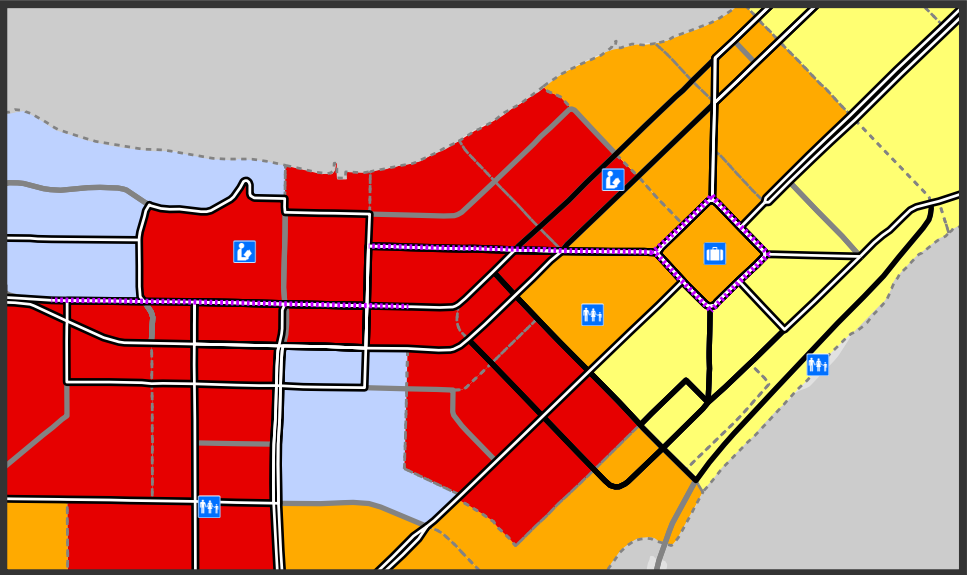
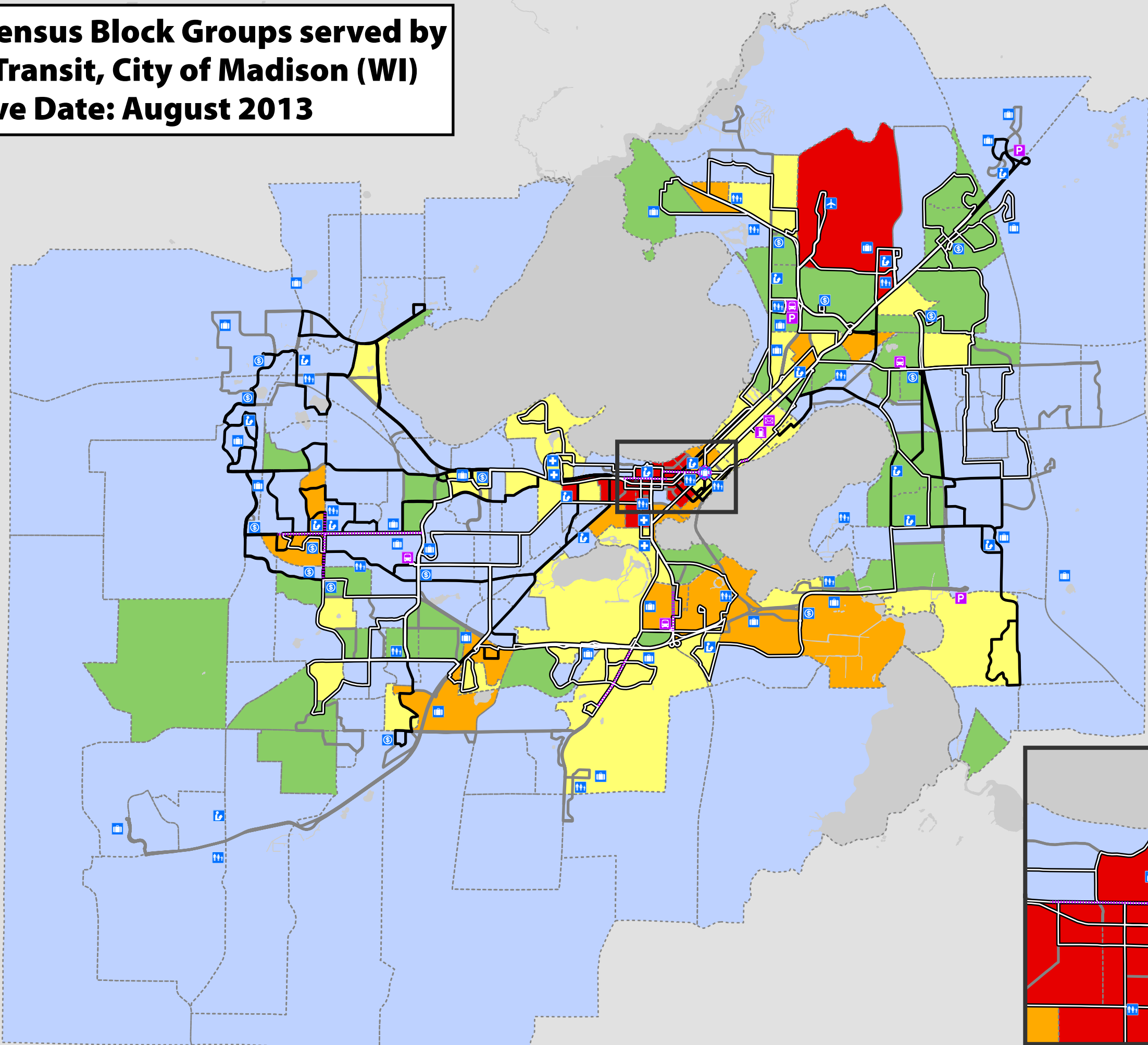
Administration office

Maintenance garage

Transit station

Park and Ride lot

Fixed guideway



2010 Census Block Groups served by Metro Transit, City of Madison (WI) Effective Date: August 2013

Limited English Populations and Transit Service Area

Data: American Community Survey, 2008-2012
Table B16002: Household Language

Estimated total count of households for the 212
Census Block Groups within Metro Transit service area: 139,151

Estimated sub-total count of households where no one over
14 speaks English at all or "very well": 4,756

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

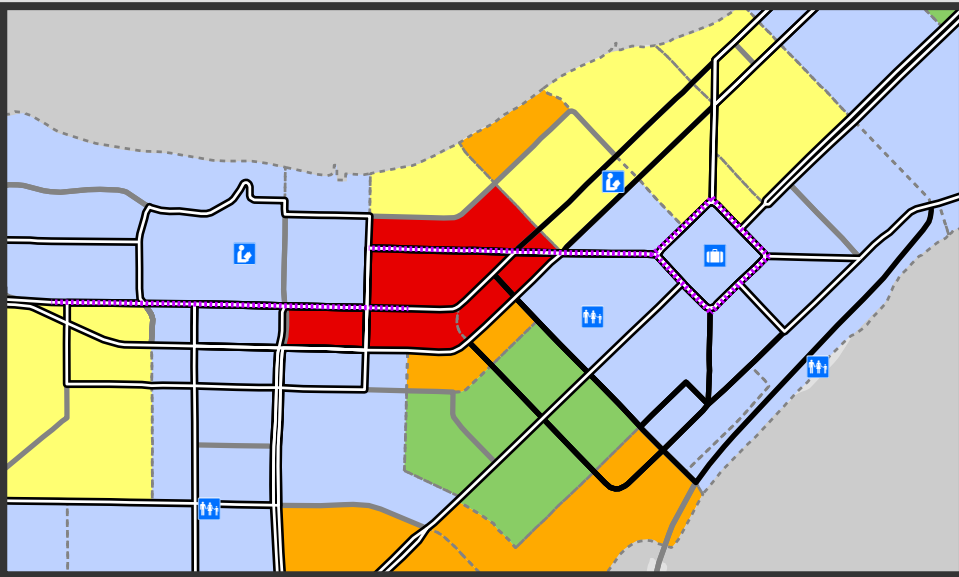
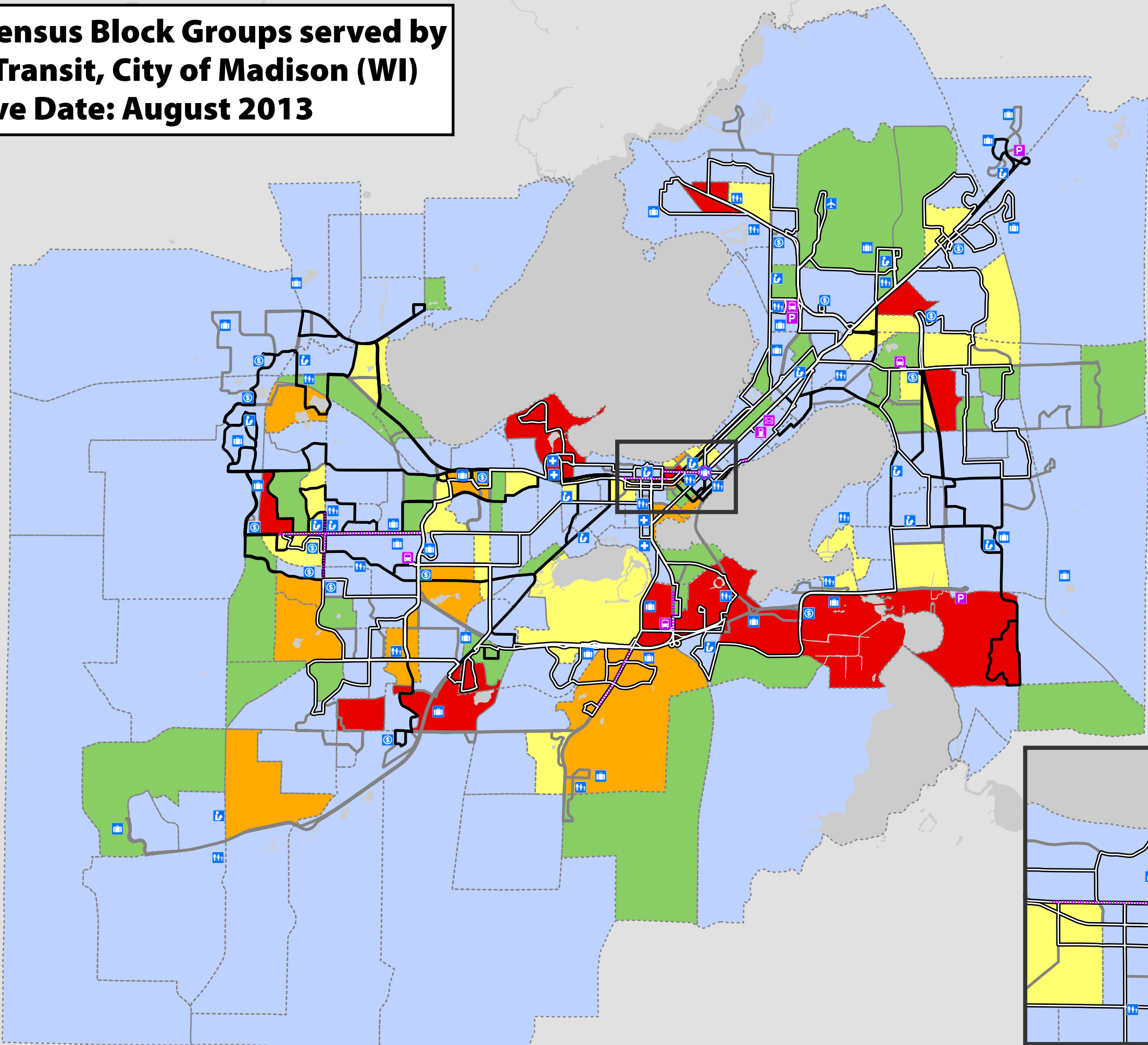
Transit station

Healthcare

Park and Ride lot

Community

Fixed guideway



**2010 Census Block Groups served by
Metro Transit, City of Madison (WI)
Effective Date: August 2013**

**Minority Populations
and Transit Amenities**

Data: American Community Survey, 2008-2012
Table B03002: Hispanic or Latino by Race

Estimated total count of individuals for the 212 Census
Block Groups within Metro Transit service area: 322,401

Estimated sub-total count of individuals - excluding
White alone, Non Hispanic or Latino: 75,040

Estimated percentage of minority population
within service area (system average): 23.3%

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

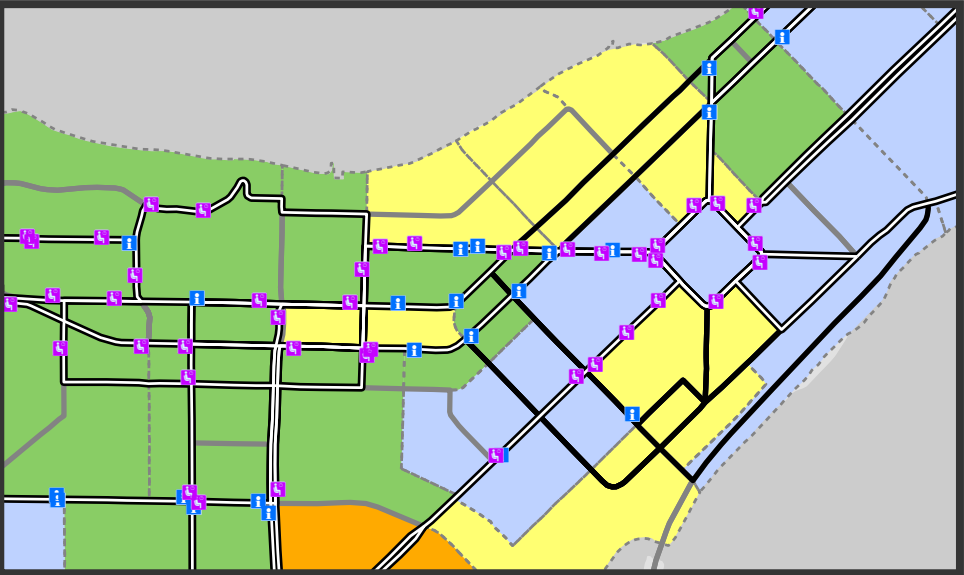
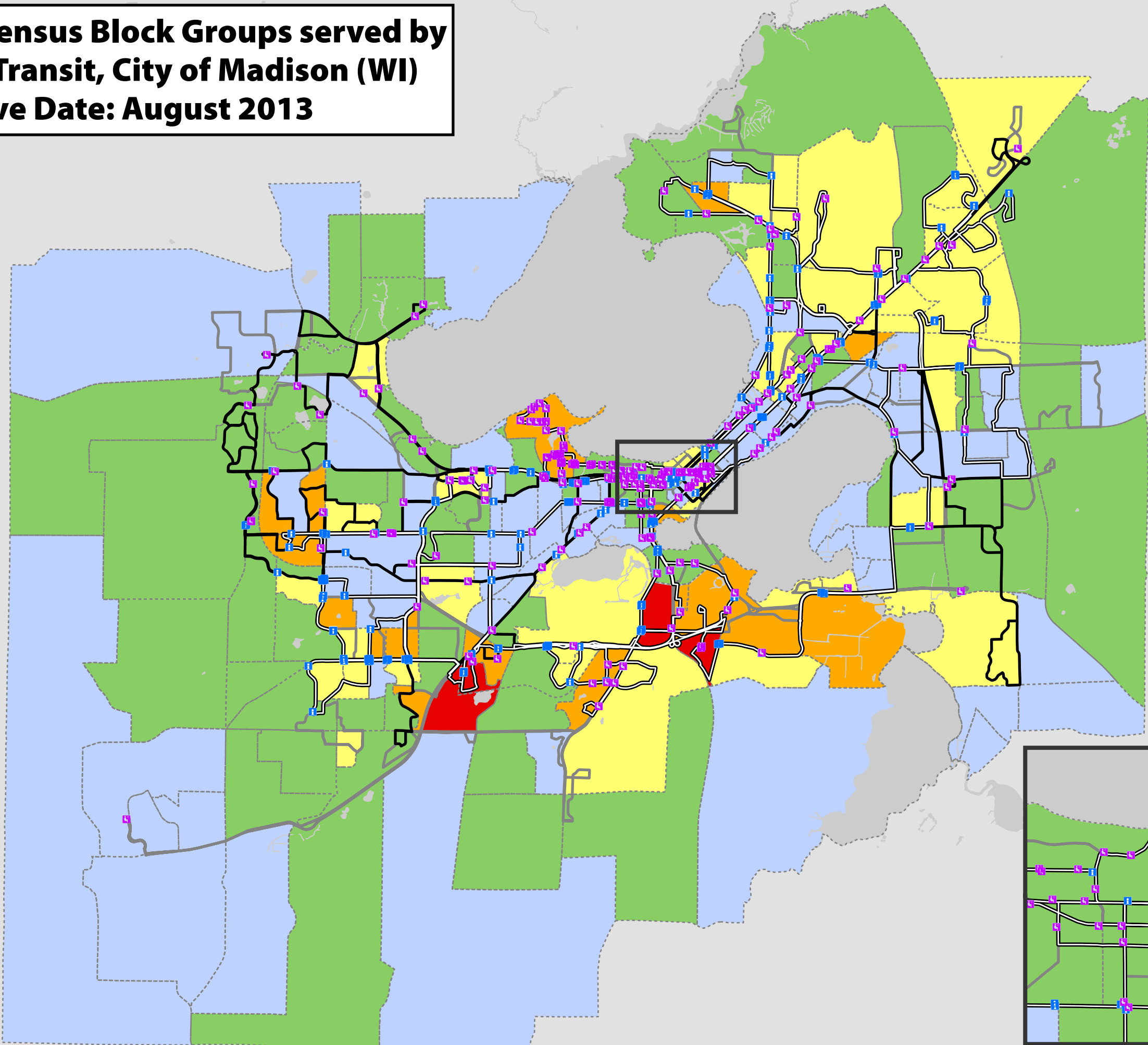
Daily service

Additional weekday service

Limited service only

Information display

Shelter with information display



Demographic Ridership and Travel Patterns (collected by surveys)

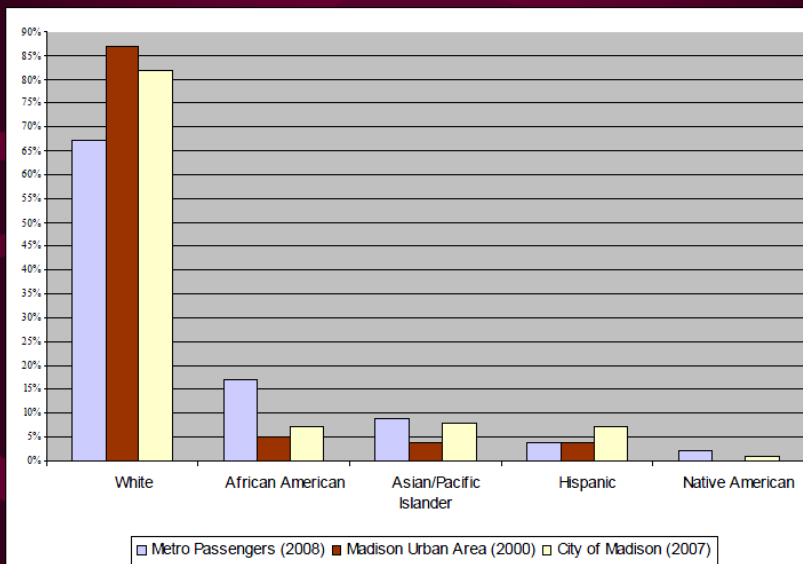
The last ridership survey we were able to conduct was in 2008. It collected some demographic information/travel patterns information that is shown below. We are currently working with other city agencies and the Federal Transit Administration in order to secure funding for an updated survey with which we hope to gather a wider view of our demographic ridership information.

2008 Survey Information

Our most recent survey was done February – April 2008. There were two versions of the survey – a longer form used with customers on non-University routes and a short form used on University routes. No surveys were done on supplemental school routes. We got a return on our survey of 30 – 40%. Surveys were done during the AM peak (6:00 – 9:00 AM) and midday (9:00 AM – 2:00 PM). These times include 60% of our ridership.

Demographic Information – Race/Ethnicity

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



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

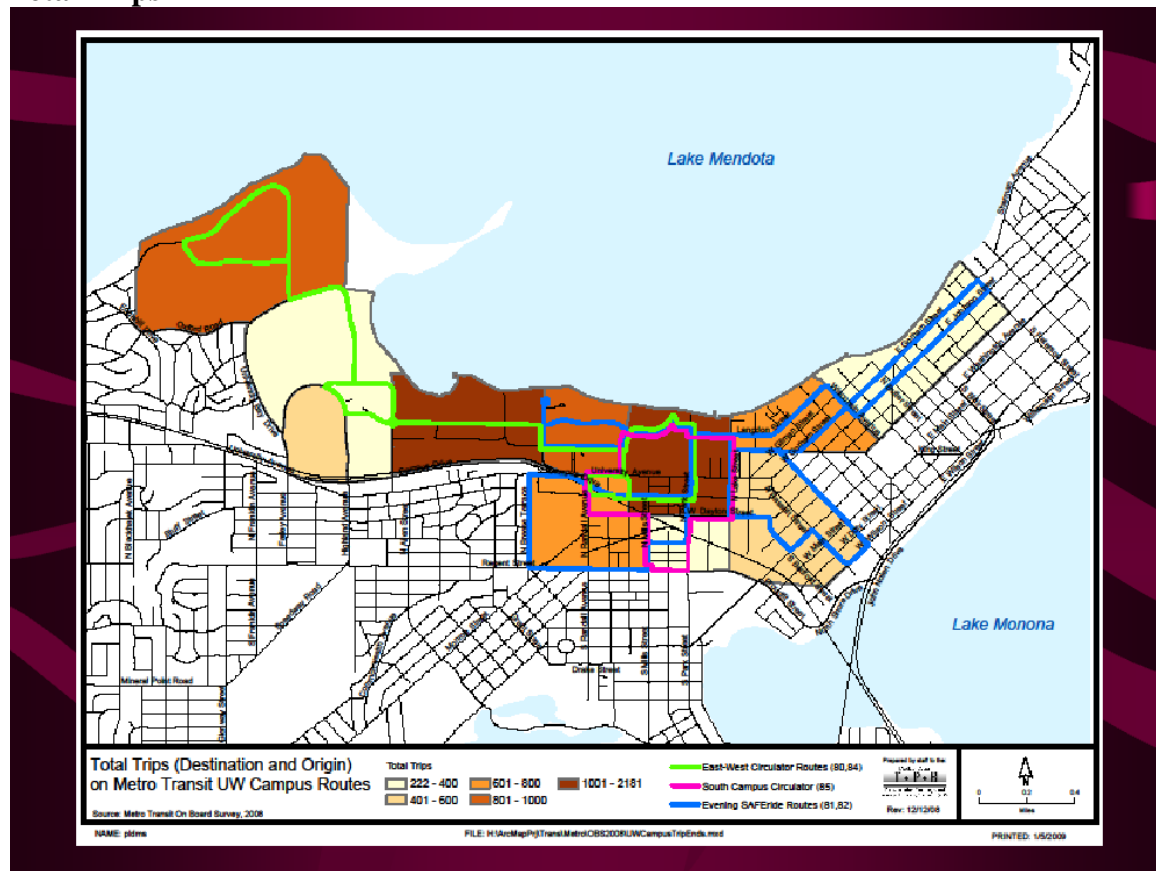
Race/Ethnicity	Vehicle Available for Trip	
	Yes	No
White	56%	44%
African/American	26%	74%
Asian/Pacific Islander	45%	55%
Native American	47%	53%
Hispanic	42%	58%
All Persons	51%	49%

Passenger Income Levels

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



Total Trips



Monitoring Program

Table 10 on the following page is a comparison of minority and non-minority area routes using criteria such as service span, headways, weekend service availability, stop amenities and percent of trips with potential overcrowding. The last category talks about high loading, which could point to overcrowding. However, we don't currently have passenger alighting information by location.

	Estimated Population within 1/4 mile			Weekday Span		Weekday Headways [or Trips]					Weekend Service [*Sat]			Stop Amenities						Percentage of total trips with high loading						
Route	Total	Minority	Percent	Start	End	AM	Day	PM	Eve	Late	Start	End	HW	Total	Pads	Displays	Shelters	Peak	Total	Offpeak	Total	Saturday	Total			
1	36,385	7,138	19.6%	9:35a	3:11p		60							38	34	89%	25	66%	16	42%		12				
2	62,630	13,148	21.0%	5:12a	12:13a	15	30	15	30	30	7:00a	10:50p	30	133	114	86%	89	67%	89	67%	11.4%	44	62.5%	56	68.8%	64
3	56,585	8,561	15.1%	5:36a	11:56p	30	30	30	30	30				154	115	75%	49	32%	49	32%		26	28.3%	46		
4	55,037	14,091	25.6%	5:20a	12:37a	30	30	30	60	60	7:00a	10:50p	60	116	103	89%	50	43%	50	43%	3.8%	26	54.1%	37	9.1%	33
5	44,076	12,107	27.5%	5:23a	12:03a	30	30	30	60	60	7:30a	10:49p	60	101	75	74%	42	42%	42	42%		27	8.1%	37		33
6	78,274	14,935	19.1%	5:06a	12:16a	15	30	15	30	30	6:57a	11:25p	60	216	157	73%	68	31%	68	31%	18.4%	49	43.1%	51	35.3%	34
7	64,677	10,204	15.8%								6:57a	11:12p	30	184	150	82%	61	33%	61	33%					4.5%	66
8	49,922	9,629	19.3%								7:41a	10:36p	60	84	57	68%	48	57%	48	57%						31
10	64,033	11,591	18.1%	6:56a	9:52p	8	15	8	60					149	114	77%	73	49%	73	49%		68	9.2%	65		
11	46,571	10,461	22.5%	5:56a	6:09p	30		30						121	93	77%	58	48%	58	48%		12		2		
12	40,231	9,089	22.6%	6:00a	6:30p	30		30						86	67	78%	42	49%	42	49%		10		2		
13	26,278	8,949	34.1%	5:40a	11:50p	30	60	30	60	60	7:30a	10:22p	60	55	38	69%	21	38%	21	38%		24		26		32
14	68,715	13,681	19.9%	5:44a	11:24p	30	60	30	60	60				150	96	64%	53	35%	53	35%		26	4.0%	25		
15	78,515	16,370	20.8%	5:30a	10:50p	15	60	15	60	60				222	150	68%	63	28%	63	28%		33	7.4%	27		
16	22,195	8,705	39.2%	5:37a	11:40p	30	60	30	60	60	7:00a	11:20p	60	84	48	57%	16	19%	16	19%		26	7.7%	26		35
17	8,369	1,703	20.3%	6:30a	9:56p	30	30	30	60					20	14	70%	3	15%	3	15%		23		35		
18	28,892	11,292	39.1%	5:27a	12:23a	30	30	40	30	30	7:30a	10:55p	30	93	64	69%	19	20%	19	20%		24		47		64
19	48,757	11,323	23.2%	5:33a	11:20p	30	60	30	60	90				129	77	60%	40	31%	40	31%		22		21		
20	9,379	2,545	27.1%	6:00a	10:55p	30	30	30	30	30	8:00a	10:25p	30	75	58	77%	11	15%	11	15%		22		43		59
21	14,458	3,670	25.4%	5:41a	12:13a	15	30	15	60	60	8:00a	10:25p	60	39	22	56%	8	21%	8	21%		20	5.3%	19		16
22	15,490	3,756	24.2%	4:55a	12:13a	15	30	15	30	60	7:30a	10:55p	60	37	33	89%	14	38%	14	38%		23	4.5%	22		17
25	17,478	4,250	24.3%	7:18a	5:15p	[2]		[2]						57	35	61%	19	33%	19	33%		4				
26	3,323	878	26.4%	9:34a	3:51p		60							14	8	57%	1	7%	1	7%				7		
27	47,527	9,483	20.0%	6:15a	6:08p	30		30						118	93	79%	49	42%	49	42%		13		1		
28	37,598	7,237	19.2%	5:20a	6:54p	15		15						109	88	81%	63	58%	63	58%	3.3%	30	50.0%	6		
29	26,361	5,953	22.6%	6:47a	5:20p	[2]		[2]						90	49	54%	34	38%	34	38%		3		1		
30	12,138	3,845	31.7%	5:54a	11:10p	30	30	30	30	30	7:45a	10:08p	30	49	25	51%	10	20%	10	20%		25		44		60
31	14,942	2,560	17.1%	6:37a	7:15p	60		60			9:37a	7:07p	60	68	21	31%	11	16%	11	16%		11		3		19
32	16,519	3,116	18.9%	9:15a	10:40p		60		60	60	8:15a	10:40p	60	95	34	36%	10	11%	10	11%		1		9		16
33	18,376	3,130	17.0%	5:12a	6:54p	30		30						96	26	27%	8	8%	8	8%		13		2		
34	8,965	2,560	28.6%	7:15a	5:40p	60	60	60						29	14	48%	4	14%	4	14%		5		6		
35	16,465	2,705	16.4%	5:08a	6:56p	30		30						106	36	34%	9	8%	9	8%		13		3		
36	1,776	364	20.5%	6:34a	10:48p	30	60	30	30	30	8:40a	10:58p	60	21	9	43%	2	10%	2	10%		10		16		16
37	56,249	8,916	15.9%	6:41a	6:21p	15		15						124	102	82%	58	47%	58	47%		26		5		
38	52,487	8,527	16.2%	5:11a	7:10p	15		15						190	111	58%	52	27%	52	27%		35	16.7%	6		
39	9,120	958	10.5%	6:45a	6:12p	60	60	60						36	13	36%	2	6%	2	6%		5		7		
40	14,437	7,534	52.2%	5:30a	11:55p	30	30	30	60	60	7:30a	10:55p	60	63	42	67%	17	27%	17	27%		14		18		17
44	33,283	12,011	36.1%	6:15a	6:15p	30		30						103	57	55%	37	36%	37	36%		11		3		
47	48,008	14,826	30.9%	6:14a	6:53p	30		30						117	93	79%	58	50%	58	50%		19		3		
48	35,259	12,409	35.2%	6:30a	5:54p	30		30						59	36	61%	25	42%	25	42%		8				
50	21,295	6,773	31.8%	6:00a	12:14a	30	60	30	60	60	8:00a	10:25p	60	68	38	56%	19	28%	19	28%		12	7.1%	14	6.3%	16
51	20,285	4,949	24.4%	9:30a	11:50p		60		60	60	7:30a	10:55p	60	41	24	59%	10	24%	10	24%		3		11		17
52	4,493	2,133	47.5%	5:58a	10:26p	30	60	30	60	60				19	8	42%	1	5%	1	5%		19		22		
55	11,253	818	7.3%	6:30a	6:50p	30		30						16	10	63%	3	19%	3	19%		14				
56	82,315	16,545	20.1%	5:48a	6:30p	30		30						162	97	60%	60	37%	60	37%		17		3		
57	78,588	15,812	20.1%	5:42a	6:35p	30		30						147	99	67%	60	41%	60	41%		18	25.0%	4		
58	59,952	13,587	22.7%	5:45a	6:08p	30		30						125	77	62%	41	33%	41	33%		13		4		
59	10,012	5,156	51.5%								7:30a	10:46p	60	39	15	38%	2	5%	2	5%						32
63	11,343	2,839	25.0%								7:31a	10:48p	60	44	32	73%	11	25%	11	25%					3.0%	33
67	12,690	3,812	30.0%	6:15a	11:45p	15	30	15	30	30	8:00a	10:25p	60	28	24	86%	10	36%	10	36%		23	12.5%	24	43.8%	16
68	21,291	5,288	24.8%								8:00a	10:23p	60	71	50	70%	9	13%	9	13%						32
70	54,156	10,858	20.0%	5:04a	11:27p	[3]	60		60	60				138	67	49%	47	34%	47	34%		9		20		
71	46,706	9,719	20.8%	6:35a	6:18p	30		30						87	56	64%	41	47%	41	47%		9		2		
72	51,971	10,352	19.9%	6:12a	6:37p	30		30						116	60	52%	45	39%	45	39%		16		3		
73	14,150	3,247	22.9%	5:46a	11:46p	30	60	30	60	60				88	46	52%	11	13%	11	13%		25		24		
74	44,521	9,213	20.7%	6:21a	5:58p	30	[2]	30						72	37	51%	27	38%	27	38%		10		4		
75	34,141	8,219	24.1%	6:10a	7:04p	45		30						37	28	76%	17	46%	17	46%		10				
78	21,086	4,189	19.9%								7:00a	10:50p	60*	104	33	32%	14	13%	14	13%						33
80	23,076	5,548	24.0%	6:10a	2:59a	7	6	7	20	50	7:45a	1:29a	50	61	57	93%	48	79%	48	79%	20.5%	78	33.3%	162	39.1%	46
80R	23,076	5,548	24.0%	6:15a	12:44a	12	12	12	50	50	7:45a	11:54p	50	61	57	93%	48	79%	48	79%						
81	20,400	4,111	20.2%	6:37p	3:07a				30	30	6:37p	2:07a	30	36	23	64%	10	28%	10	28%		1		29		36
82	31,771	6,695	21.1%	6:36p	3:19a				30	30	6:36p	2:06a	30	35	32	91%	15	43%	15	43%				15	16.7%	18
84	5,796	2,141	36.9%	4:40p	6:54p			30						15	14	93%	13	87%	13	87%	50.0%	4		1		

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
- 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/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

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:

Census - $\text{Minority Population} / \text{Total Population} = \% \text{ Minority Population}$

Minority Populations were identified as:

- Black or African American
- American Indian and Alaska Native
- Asian
- Native Hawaiian and Other Pacific Islander
- Some other race
- Two or more Races
- Hispanic or Latino (of any race)

Ridership - $\text{Minority Ridership} / \text{Total Ridership} = \% \text{ Minority Ridership}$

Minority Ridership identified as part of 2008 Origin Destination Survey for Metro Transit's Fixed Route System. 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.

Fare Changes: 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 identify when the adverse effects of a fare change are borne disproportionately by low income or minority populations.

Fare/ Equity Policy

Purpose of the Policy

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 identify when the adverse effects of a fare change are borne disproportionately by low income or minority populations.

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, effective October 1, 2012.

Policy

The following is Metro Transit's policy for determining if a fare adjustment will result in a minority disparate impact or low-income disproportionate burden.

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%.

Metro uses the 2013 poverty guideline in determining which households/riders are considered to be low income.

Table 11

The 2013 Poverty Guidelines for the 48 Contiguous States and the District of Columbia calculated at 150%	
Persons in family	Poverty guideline
1	\$17,235
2	23,265
3	29,295
4	35,325
5	41,355
6	47,385
7	53,415
8	59,445
For families with more than 8 persons, add \$6,030 for each additional person.	

How will Metro staff determine if a fare increase causes a minority disparate impact or low income disproportionate burden?

Metro Transit conducted an On-Board Survey in 2008. Questions were asked about fare type, racial identity, and income level. Information gathered is limited with the only fare question being asked was whether a respondent had paid with cash, a pass, or a 10-ride ticket. Below are summary tables showing the results from the survey.

Table 12: Percentage of Fare Usage by Income Level

Income	Fare type		
	Cash	Pass	10-ride
1. Under \$9,999	16%	74%	9%
2. \$10,000 - \$24,999	14%	77%	9%
3. \$25,000 - \$49,999	12%	75%	13%
4. \$50,000 - \$74,999	10%	74%	16%
5. \$75,000 - \$99,999	7%	76%	17%
6. \$100,000 and more	9%	70%	21%
	11%	74%	14%

Table 13: Percentage of Fare Usage by Racial Identity

Racial Identity	Fare type		
	Cash	Pass	10-ride
1. African/American	14%	62%	24%
2. Native American	8%	65%	27%
3. White	5%	76%	19%
4. Hispanic	7%	83%	11%
5. Asian/Pacific Islander	3%	86%	12%

In order to provide a more complete and detailed analysis, Metro will need to conduct a new and much more in-depth customer survey which will include questions about fare payment use across income and racial categories.

Staff hope to use Transport 2020 to secure funding to administer this survey and gather detailed data on which riders are using each fare type.

Determining a Disparate Impact

Once this new data has been collected, staff will need to establish whether a particular fare category should be considered as “minority use” or “non-minority use”.

Staff will use the following definition to determine these categories.

If a fare category has a 5% greater minority than non-minority ridership staff will consider it to be a “minority use” fare type.

Sample data below demonstrates how Metro proposes to identify this “minority use” fare type.

Count	Ethnicity				
Fare Type	Minority	Non-Minority	Total Riders	Percentage Minority	Percentage Non-Minority
Cash	10,000	5,000	15,000	66	33.3
Youth Cash	8,000	3,000	11,000	73	27
Disabled/Senior Cash	6,000	2,000	8,000	75	25
Child (under 5)	100	50	150	66	33.3
31 Day Pass	20,000	8,000	28,000	28.6	71.42
31 Day Senior/Disabled Pass	4,000	6,000	10,000	40	60
31 Day Pass Low Income	2,000	2,200	4,200	47.6	52.538
One-Day Pass	1,000	1,500	2,500	40	60
EZ Rider Youth Pass	3,000	2,000	5,000	60	40
Summer Youth Pass	500	200	700	71.4	28.6
Day Tripper Pass	3,000	1,000	4,000	75	25
Adult 10-ride card	13,000	15,000	28,000	46.4	53.5
Youth 10-ride card	15,000	10,000	25,000	60	40
Senior/Disabled 10-ride card	500	200	700	71.4	28.6

Fare types shaded yellow indicate that minority ridership is 5% or more higher than non-minority ridership for that fare type. These fare types will be designated as “minority use” fare types.

Once staff have designated “minority use” fare categories, we will then compare the percentage increase of “minority use fares” versus “non-minority use fares”.

If a “minority use fare” increases more than 5%, compared to the lowest percentage increase of “non-minority fare”, then it will be considered a disparate impact.

Sample data below demonstrates how Metro proposes to identify a minority use fare that increases more than 5% compared to the lowest percentage increase of a non-minority fare.

Proposed Fare Increase	Ethnicity			
Fare Type	Current	Proposed	Percentage Increase	Disparate Impact?
Cash	2.00	2.50	25	yes
Youth Cash	1.25	1.75	40	yes
Disabled/Senior Cash	1.00	1.25	25	yes
Child (under 5)	free	free	0	
31 Day Pass	58.00	60.00	3.4	
31 Day Senior/Disabled Pass	29.00	35.00	20.7	
<i>31 Day Pass Low Income</i>	<i>27.50</i>	<i>30.00</i>	9	
One-Day Pass	4.50	5.00	11.1	
EZ Rider Youth Pass	150.00	175.00	16.6	yes
Summer Youth Pass	30.00	40.00	33.3	yes
Day Tripper Pass	42.00	50.00	19	yes
Adult 10-ride card	15.00	18.00	20	
Youth 10-ride card	10.00	12.00	20	yes
Senior/Disabled 10-ride card	10.00	13.00	30	yes

Yellow shaded fare types are considered “minority fares”.
White shades are “non-minority fares”.

Established Threshold of Lowest Percentage Increase of a Non-Minority Fare

The sample proposal above shows that the 31 Day Low Income Pass increased 9%, the lowest percentage increase of all non-minority fares.

If a proposed fare increase results in more than a 5% increase in a minority fare type as compared to this 9% lowest percentage increase of the non-minority fare type (14% or higher), then Metro will consider this a disparate impact on minority fare users.

If a disparate impact is identified, staff will adjust the fare increase so that all minority fares are within 5% of the lowest percentage increase of non-minority fares.

Sample data below provides an example of how Metro would adjust its fare increase proposal so that all minority fare types would increase no more than 5% as compared to the lowest percentage increase of a non-minority fare type.

Proposed Fare Increase	Pricing			
Fare Type	Current	Proposed	Percentage Increase	Disparate Impact?
Cash	2.00	2.25	12.5	no
Youth Cash	1.25	1.35	8	no
Disabled/Senior Cash	1.00	1.15	15	no
Child (under 5)	free	free	0	
31 Day Pass	58.00	63.50	9.4	
31 Day Senior/Disabled Pass	29.00	35.00	20.7	
<i>31 Day Pass Low Income</i>	<i>27.50</i>	<i>30.00</i>	<i>9</i>	
One-Day Pass	4.50	5.00	11.1	
EZ Rider Youth Pass	150.00	175.00	13.3	no
Summer Youth Pass	30.00	34.00	13.3	no
Day Tripper Pass	42.00	47.00	11.9	no
Adult 10-ride card	15.00	18.00	20	
Youth 10-ride card	10.00	11.00	10	no
Senior/Disabled 10-ride card	10.00	11.00	10	no

Yellow shaded fare types are considered “minority fares”.
White shades are “non-minority fares”.

If an adjustment to eliminate any potential disparate impacts can’t be made, Metro staff will bring their findings to the Madison Transit and Parking Commission for its review.

Determining a Disproportionate Burden

Once new data has been collected, staff will need to establish whether a particular fare category should be considered “low income use” or “non-low-income use”.

If a fare category has ridership identified as low income that is 5% or more greater than those identified as non-low income staff will consider it to be a “low income use” fare type.

Sample data below demonstrates how Metro proposes to identify this “low income use” fare type.

Metro Sample Income Status by Fare Type

Count	Income Status				
Fare Type	Low Income	Not low income	Total Riders	Percentage Low Income	Percentage Not Low Income
Cash	12,000	3,000	15,000	80	20
Youth Cash	5,000	8,000	13,000	38.5	61.5
Disabled/Senior Cash	4,000	4,000	8,000	50	50
Child (under 5)	100	50	150		
31 Day Pass	10,000	18,000	28,000	35.7	64.3
31 Day Senior/Disabled Pass	5,000	5,000	10,000	50	50
31 Day Pass Low Income	4,200	0	4,200	100	0
One-Day Pass	1,500	1,000	2,500	60	40
EZ Rider Youth Pass	1,000	4,000	5,000	20	80
Summer Youth Pass	100	600	700	14.2	85.7
Day Tripper Pass	1,000	3,000	4,000	25	75
Adult 10-ride card	10,000	18,000	28,000	35.7	64.3
Youth 10-ride card	18,000	7,000	25,000	72	28
Senior/Disabled 10-ride card	600	100	700	85.7	14.3

Fare types shaded in light blue indicate that low income ridership is 5% or more higher than non-low income ridership for that fare type. Blue shaded fare types meet this threshold. These fare types will be designated as “low income use” fare types.

Once staff have designated “low income use” fares, they will then use adjusted pricing as determined above by its disparate impact analysis and compare the percentage increase of “low income use fares” versus “not low income use fares”.

If a “low income use” fare increases more than 5%, compared to the lowest percentage increase of “not low income” fare, then it will be considered a disproportionate burden.

Sample data below demonstrates how Metro proposes to identify a low income use fare that increases more than 5% of the lowest percentage increase of a non-low income fare.

Proposed Fare Increase	Pricing			
Fare Type	Current	Proposed	Percentage Increase	Disparate Impact?
Cash	2.00	2.25	12.5	no
Youth Cash	1.25	1.35	8	
Disabled/Senior Cash	1.00	1.15	15	
Child (under 5)	free	free	0	
31 Day Pass	58.00	63.50	9.4	
31 Day Senior/Disabled Pass	29.00	35.00	20.7	
31 Day Pass Low Income	27.50	30.00	9	no
One-Day Pass	4.50	5.00	11.1	no
EZ Rider Youth Pass	150.00	175.00	13.3	
Summer Youth Pass	30.00	34.00	13.3	
Day Tripper Pass	42.00	47.00	11.9	
Adult 10-ride card	15.00	18.00	20	
Youth 10-ride card	10.00	11.00	10	no
Senior/Disabled 10-ride card	10.00	11.00	10	no

Blue shaded fare types are considered “low income fares”.
White shades are “non-low income fares”.

Established Threshold of Lowest Percentage Increase of a Non-Low Income Fare Type

The sample proposal above shows that the youth cash fare increased 8%, the lowest percentage increase of all non-low income fares.

If a proposed increase results in a 5% larger increase in low income use fares as compared to this 8% lowest percentage increase of non-minority fares (13% increase or higher), then Metro will consider this a disproportionate burden on low income riders.

Sample data above indicates none of the low income fares increased by more than 13%, and as a result, none are considered to place a disproportionate burden on low income riders.

If increases were identified that did cause a disproportionate burden, staff would adjust the fare increase so that all low income fares would not exceed an increase of 5% as compared to the lowest percentage increase of a non-low income fare.

If an adjustment to eliminate any potential disproportionate burdens can’t be made, Metro staff will bring their findings to the Madison Transit and Parking Commission for its review.

Fare Equity Analyses Conducted Since June 2011

As discussed earlier in the Fare Equity Analysis Policy section, Metro Transit does not currently have statistics that would allow an in-depth analysis of fare usage by income level or race.

However, during discussion about a fare increase that took place in January 2013, knowledge of our ridership and community was used in determining to have a targeted fare increase rather than an increase across the board.

Pass fare types including 31-day passes, 31-day Senior/Disabled passes and Commute Card fares were increased while cash fares and low income passes remained the same. Paratransit fares were changed to \$3.25 per ride for any ride; previously there had been a differential for rides during the peak.

With the grant money we hope to obtain, we will be conducting a survey which will give us more information that will allow us to do a more in-depth analysis in the future of fare type useage by race and income.

In 2009, Metro proposed an increase to fares and through the public participation process, staff came to realize there is a huge need in Madison for a low income fare. Fare increases were implemented, but at the same time, a Low Income Pass program was created that allowed for a set amount of Metro's 31 day passes to be sold at half price to riders that self-certified that they were at 150% of the national poverty level.

As this program continued, it was further determined that the set amount of passes offered at half price was not enough to meet the need of Madison's low income population. As a result, in 2013 the program was expanded allowing 50% more passes to be available at the low income rate. In order to provide more even distribution of the passes, half the passes are made available to the public on the first weekday of the month. The other half of the passes are made available on the 15th of the month or the first weekday following.

Once staff have obtained user data for each fare type, it will be possible to analyze the impact of rate changes on each passenger category, and allow a comparative analysis of the rate change across ridership groups to determine any disparate impacts or disproportionate burden.

If this analysis demonstrates that the fare increase causes more than a 5% increase to fare items used by low-income or minority passengers as compared to non-minority or non-low-income passengers, then staff will present their findings to its oversight body the Madison Transit and Parking Commission (TPC) and describe any mitigating conditions. Staff will then follow the final decision made by the TPC.

Following is the section of the Transit and Parking Commission meeting minutes from December 123, 2012 where the commission discussed and approved the targeted fare changes staff proposed.

attached), detailed the potential upgrades and extensions to existing service in the Madison area. These concepts were a sort of wish list of the MPO and Metro staff, which had costs associated with them and reflected what might be considered in the next five years and might make sense to do. This portion was not something that had typically been prepared as part of the TDP, but arose out of the discussion around the fare increase, which called for improvements to the Route 2, Route 18 and Owl Creek.

Cechvala described a few of the future service changes (shown on "Pages 1-8").

- Routes 2 and 3 (Pg 1): Currently these routes split and caused confusion for riders; would be restructured so the main routes would go the same way all the time.
- Routes 6 and 20 (Pg 1-2): Would restructure routes on the northeast side, by streamlining the Route 6 to get out to MATC and East Towne as fast as possible, and having the Route 20 pick up some of the loops and service area that was now served by the Route 6; and could form the basis of a BRT route.
- Establish an express stop pattern along University Avenue and E. Washington (Pg 3); for faster, more regional routes like the 70 series, Route 15 to the west, the Routes 14, 15, 27, 29 on E. Washington, which would benefit by being sped up. Establishing distinct express and local patterns would also help make routes easier to understand.
- Route 2 (Pg 3): Increase frequency of service.
- Extending service to Owl Creek and City View, and some other peripheral areas of the city.

Re: express service, Golden asked whether data were available about how far people were going on the bus, to inform the discussion of express vs. local service; if for example, we saw only 2% of the riders going 3 miles on average, was express service needed? Cechvala said that though we had data about boardings, they didn't really know (with transfers, etc.) where people were getting off. Metro had gotten feedback that service needed to be sped up. Data showed that the West and North Transfers Points were busy; they knew of people making long trips who wanted to be sped up. Golden wondered if there were enough of them to warrant express service.

Transit Schedule Planner Colin Conn said there was a compelling need, and discussed a few routes relative to this issue.

- Route 38, loading along Tompkins, took an hour to get to UW Hospital.
- It took riders in the Southwest neighborhoods 20 minutes to get to the transfer point. These seemed to beg the need.
- Speeding up a trip by 3-4 minutes could reduce travel time by 10%, and create a positive impact.
- It was useful to develop an express design with an underlay of local service.

Cechvala said the final report would be on their website, and would made available to the group. Poulson said that the work done by Cechvala and Metro staff on the Plan was much appreciated.

F.4. 28577

Proposed Metro fare increases: Discussion and action - TPC 12.12.12

Attachments: [Impact on 2013 Budget w/ fare inc vs no fare inc.pdf](#)

Schmidt made a motion to reaffirm the current fare structure, which was

seconded by Subeck. Schmidt said that since they were going to go into discussion, for procedural reasons, he preferred to have a motion on the floor.

Later in the discussion, Golden asked staff what they thought it would take to reach \$65K to have the system running the way they'd like, if the Commission were to tinker with fares. Golden said that once they had this info, they would need to weigh the political cost, before taking a vote; and would like to hear from the Alders about this. He did not want it to seem that the Commission was disrespecting the Council's decision.

Having anticipated this question, Kamp said staff had run some numbers and found that the following adjustments would help reach about \$65K.

- Raise the 31-day Adult Pass from \$55 to \$58 (still deeply discounted).
- Raise the Senior/Disabled Pass from \$27.50 to \$29 (still half the other pass, but adding some to revenues).
- Raise the Commute Card from \$1.15 to \$1.25.

Staff would also ask for one revenue-neutral Paratransit fare; i.e., \$3.25, as shown on the attachment, "Impact of Fare Increase Proposal".

Kamp said these were not the only possibilities; but these would still provide deep discounts and didn't touch any of the cash fares (student, senior, regular).

Following further discussion, Golden made a motion to amend the main motion, seconded by Schmidt, to adopt the \$65K proposal that Kamp outlined.

Poulson reiterated that the motion to amend was to implement the three pass increases (and the single rate for Paratransit), to be implemented on 2/1/13 (later determined to be Sunday, 2/3/13, due to the dates falling on a weekend).

A Roll Call vote was taken on Golden's amendment, as follows: Ayes - Streit, Schmitz, Golden, Schmidt. Noes - Kovich, Bergamini, Subeck, White. Poulson voted aye to break the tie. The amendment passed 5 to 4.

A Roll Call vote was taken on the main motion as amended, as follows: Ayes - Streit, Schmitz, Golden, Schmidt. Noes - Kovich, Bergamini, Subeck, White. Poulson voted aye to break the tie. The amendment passed 5 to 4.

Poulson asked Metro staff to prepare a report about the Commission's action and what they did with the fare proposal that had been presented at the hearing, to be forwarded to the Common Council.

Chair Poulson noted that Item F.4. had been included on the agenda because fares can be set by the Transit and Parking Commission. They could also be appealed to the Common Council and overturned. Discussion had centered not only on the fare increase, but also some of the discrepancies among different types of passes, and how these might be adjusted. He suggested the group start with questions, and then if it strayed into discussion, a motion could be

made.

Poulson asked Metro staff (Kamp and Block) if they could talk about the ramifications of the budget decision: whether Metro would be able to meet its budget, and some of the service improvements Metro hoped to accomplish. Kamp summarized: The fare increase was rescinded in the final vote on the budget. \$150K was approved for additional service with a focus on Owl Creek, but with some understanding that if this could fund some other service, Metro would work through the Commission. Metro had updated its budget to reflect no fare increase and notified all of its partners since they had their budgets to move forward; not that the Commission couldn't change this, but finalizing the budget was part of the mechanics of this time of year. Block had a program to help look at different scenarios and how they would impact the budget.

Golden said that he had talked to the Chair about having this item on the agenda. After having had a hearing, he thought it was important for the Commission to close the loop (with discussion/action), even if the Commission decided to do nothing about fares. There had been three service changes that had been discussed as part of the fare discussion: expansion into Owl Creek, at the request of the neighborhood; and two other changes that were more Metro-driven, to fix things that weren't working well. While not wanting to do anything to disrespect the Council's decision not to increase cash fares, Golden observed that during the fare discussion, they learned of one "broken" fare, the Senior/Disabled pass; which had played out differently than originally expected and which the group might want to remedy.

It seemed to Golden that the Commission could have a productive discussion around these issues. His particular questions were: Was the \$150K enough for Owl Creek, and would it be better to have "x" amount more? What would it cost to do the minimal version of the two fixes proposed by Metro staff? Did Metro have a different proposal, given the strong feedback that the Sr/Dis adjustment was too severe? Having asked those questions, it was clear they didn't have the revenues to address them. The question then became, was there anything on the fare tariff that might be minor adjustments? For example, looking at the deep discount between the tickets and the \$2 cash fare, what would happen if that tickets were kicked up 5¢, which would still be in the range of what the deep discount program recommends? Did the group want to raise enough revenue to do the fixes? Or, did the group want to do nothing; and perhaps Metro could steal some resources from some other routes (with lower productivity) to fix the problems? Doing nothing would be an acceptable outcome. But since the Commission was the group that oversaw service and fares (with appeal to the Council), he thought it was important to at least have a discussion.

White asked Kamp if \$150K was enough to provide service to Owl Creek, and what such service would be. Kamp said the \$150K was more than enough. He went on to say that the original proposal called for modifying Routes 11 and 12 (for Owl Creek), and included other changes to service between South and West transfer points and to University Avenue corridor to relieve overcrowding. Since making their original proposal for Routes 11 and 12, and following meetings with the Neighborhood Resource Team, staff had clearly heard that it would be a problem for Owl Creek students getting to/from LaFollette/Sennett to have to make a transfer. As a result, staff developed a stand-alone route that would travel from the East Transfer Point past

LaFollette/Sennett to Owl Creek (which was a little more expensive than modifications to Routes 11 and 12). The \$150K would cover this stand-alone route, and would provide some extra money for some other improvements that staff had started to work on, since the budget was approved.

Kamp said an overarching issue was the constraint on buses: They really had to limit their expansion on services, which was driven as much by buses as it was by dollars. By adding four more buses at peak, they were flirting with that limit. The original 2013 budget proposal would have involved four more peak-hour buses. Right now, expansion to Owl Creek involved 1-2 more peak-hour buses. And since the budget was approved, Epic had approached Metro asking for more service because the Route 75 was overcrowded, which would add another peak-hour bus. The question was what to do with the flexibility, both with the money and the fourth bus.

In response to another question from White, Kamp described how the Senior/Disabled pass had evolved. As a pilot, they had estimated what ridership would be; and in the first year, the ridership was close to their estimate. Now they were estimating 600K for Sr/Dis rides in 2013, which just 3-4 years ago was half that. There had been a significant shift from Adult 31-day, which used to be over 1 million rides, to 900K rides now. In the context of the original fare proposal and as part of the 5% target in the Mayor's budget, they had proposed an increase to the Sr/Dis pass by a larger % because there were more rides from it and they lost more revenues than they had originally anticipated. The proposed increase still reflected a \$22 discount vs. the proposed 31-Day pass. Per the Council's budget decision, the Sr/Dis fare remained \$27.50.

White asked if staff would recommend any changes to fares. Kamp said that if there were to be a fare change, they would look at having a single fare for Paratransit. Staff probably wouldn't ask for this, if that were the only change to be made. But if other changes were to be made, they would want to include this; which could be revenue-neutral and would eliminate the complication of having two separate fares. When asked if staff was otherwise comfortable with fares as they were for 2013, Kamp said yes.

Schmidt made a motion to reaffirm the current fare structure, which was seconded by Subeck. Schmidt said that since they were going to go into discussion, for procedural reasons, he preferred to have a motion on the floor.

Subeck said she supported the motion she seconded. Thinking of the possibilities, part of her was tempted to support an increase. But being in tough financial times and having heard from bus users, she felt they could meet the goals they set out to meet without a fare increase because of the additional money budgeted by the Council. She was comfortable keeping fares where they were at, for now. Some day, a fare increase would be inevitable; but she had rather they figure out what they hoped to accomplish before they even considered a fare increase. She preferred not to come up with something piecemeal; but rather to think in terms of a long-term strategic plan that may/may not involve fare increases or may involve other funding sources. She wanted to have those kinds of goals before considering an increase.

Conn addressed the group. He said he was more or less responsible for loading on buses. The comment about doing nothing, though understandable,

was not really applicable. He couldn't do nothing. When he received reports of a bus regularly passing up passengers over a period of a couple of weeks, he assigned an "Extra" bus to that route. And that Extra bus still cost money. While it made the people on that bus happy, because now they had a place to stand, this did nothing to improve the general health of the system. They had consistent overloads on Route 2. They regularly cycled Extra buses on the route. Ridership was still going up on Route 2, even though they lost passengers when the VA Hospital built its new parking ramp. So they were still attracting passengers to the route, and they were fixing the problems. But if they could invest some more money, they could make a significant improvement to the route, with 15-minute service to the west side all day long that would attract more casual ridership and add more ridership to the system in general.

Conn said that was how he looked at things. What was the point? They had put on a million passengers over the past year. But that wasn't free; it came with a price. There was an expense to the passengers, who ended up with a longer trip and a more crowded bus. If they were not making consistent improvements to the system where they were needed, this prevented the system from growing and improving. Without a fare increase, they didn't have the pieces to work with. As a result, they had to start looking at the dot map (showing boardings), and looking at where the dots were the smallest and figuring out how to reapply that service. There was a penalty to not increasing the fare. A sort of "back door" expense was still there, without necessarily making a significant improvement to the quality of service.

Poulson asked staff what the dollar amount would be to go from passable service to an improved Route 2. Kamp said that in the original budget, they had \$218K in service improvements (to address the overcrowding issues, provide better service between the South and West TP's, and expand into Owl Creek.) That was the target amount to fit within four buses. That was a \$68K more than what the Council approved.

Golden asked staff what they thought it would take to reach \$68K to have the system running the way they'd like, if the Commission were to tinker with fares. Golden said that once they had this info, they would need to weigh the political cost, before taking a vote; and would like to hear from the Alders about this. He did not want it to seem that the Commission was disrespecting the Council's decision.

Having anticipated this question, Kamp said staff had run some numbers and found that the following adjustments would help reach about \$65K.

- Raise the 31-day Adult Pass from \$55 to \$58 (still deeply discounted).
- Raise the Senior/Disabled Pass from \$27.50 to \$29 (still half the other pass, but adding some to revenues).
- Raise the Commute Card from \$1.15 to \$1.25.

Staff would also ask for one revenue-neutral Paratransit fare; i.e., \$3.25, as shown on the attachment, "Impact of Fare Increase Proposal".

Kamp said these were not the only possibilities; but these would still provide deep discounts and didn't touch any of the cash fares (student, senior, regular). The Epic changes would not add to these revenues, because another entity would be paying for that.

Bergamini said that it was never easy to raise fares and tweak service; there really was never a good time to do it. While she respected the Mayor's prerogative to put out the first draft of the budget and ask his managers to provide suggestions/wish lists, she was no more comfortable with that than with waiting for a financial crisis and having to change routes and make cuts. When they made changes, she preferred it to be as deliberative a process as possible. They had just reviewed a document from Cechvala that was a 5-year plan, with much more specific recommendations than she would have expected in a 5-year transportation plan. She had no doubt that tweaks could be made here and there that wouldn't get them to actual service improvements. But what she felt looming was the specter of the State budget and what would happen to transit aid; she didn't imagine it would be good.

Bergamini said she would hate to see them make changes now, and then six months from now, have to come back and make another set of changes. She felt members should be anticipating that changes would be forced by the State budget; and therefore, they should be looking at efficiencies, partnerships, lengthening distances between stops, etc. They should be anticipating they would need to tighten things up as if the system wasn't already tight.

White thought that Bergamini made a good point about the State budget, and wondered if there were any operational costs involved in making the changes outlined. Kamp said that for all practical purposes, like four years ago, Metro wouldn't show a cost for implementing the changes; it would be part of staff's regular duties. Though understanding the value of relieving overcrowding, White felt that the amount of money (to be gained) was rather small, compared to all the different people who would be upset by the changes (the riders affected, the Common Council). She didn't feel comfortable making changes at this time.

Golden made a motion to amend the main motion, to adopt the fare adjustments that Kamp had outlined (above), to reach \$65K. Schmidt seconded Golden's motion.

Though he rarely disagreed with Bergamini, Golden felt there was no way to know what would happen in the future, the magnitude of it; whether it could be of such a magnitude that it would lead to a transformational change or whether it would amount to a rounding error. He was concerned however, with not offending the Council, if the Commission were to adopt this. He also wanted to respect staff's thoughts about the benefits of making improvements. What a wonderful problem to be facing: overcrowding. Having this issue out in front of them, if they were to vote the amendment down, they might want to at least look at how they might adjust other less significant service and where to go to fix it.

Having been a regular bus rider before retirement, Golden felt that the changes could be defined as a fare adjustment, reflecting a few minor changes to a couple of fares. The main "headline" fares were not being touched; which would respect the Council's intent. Even if the Commission voted the amendment down, it was important to have it out on the table, to show they considered it; and show that they needed to consider ways (other than more money) to make the fixes.

Block pointed out that the \$65K was predicated on making the fare adjustments on 1/1/13. This effective date was probably beyond their capabilities at this (late) date; and the further out in the year the changes went into effect, the more this would reduce the amount.

During budget discussions, Schmidt said he and others tried to make sure that the Council left some leeway for the Commission to address these issues, because focusing only on Owl Creek was perhaps inadvisable, given the sorts of situations that had been described with Routes 2 and 18. Adjustments had already been made to Route 18 in the past year; and he didn't want to tell Metro not to worry about it. As important as Owl Creek was, it was on the table because it had been brought to them; but they had other needs to address as well. Schmidt felt it wouldn't be a shock to his colleagues on the Council if the Commission were to make some small adjustments like those proposed; because he had raised just such a possibility during discussion. The Senior fare had been pointed to, because of the size of the proposed change, that there was a problem with that fare. He didn't think the Council would be particularly upset, though he couldn't say for sure whether they would disagree. But the magnitude of the change was not so great, that he would be especially concerned about it. Schmidt felt the Council had left some leeway for the Commission to deal with it.

Subeck said she didn't the Council would be shocked or offended; though she didn't think that they wanted to necessarily see this. By adding General Fund money to Metro, the Council had sent a message that they were doing everything they could to avoid a fare increase. She didn't know if the Council would be really upset if the Commission were to make small adjustments; probably not. But their intent was really to avoid a fare increase. As sympathetic as she was to the problem with Route 2, she felt there were other options available. In talking about individual routes, they were starting with the hand they were dealt; but they were missing all the other priorities that could perhaps be bigger or smaller. They tended to be reactionary in some ways. This was not to say that staff didn't do amazing work with limited resources.

Subeck felt that given the Mayor's guidelines, staff had come up with what would make that work, which was what they should have done. But she didn't feel this addressed the broad, longer-term planning priorities that they should be addressing, where they should be focusing. Maybe there were other adjustments that could help, some other ways to produce cost-savings as well (as outlined in the TDP earlier). Maybe they should look at those, if it was urgent to relieve crowding on the Route 2. Every time they approached these issues, she felt it was so haphazard (perhaps because she wasn't involved in it every day); but she really wanted the group to speak to a plan, to make decisions based on a plan, not based on the crisis of the day. In general, Subeck felt the will of the Council was to make no fare increase; but she didn't think it would be devastated if the Commission made some small adjustments.

Bergamini said that Golden had persuaded her; and wondered what adjustments would be needed if things couldn't be implemented until March or even June of 2013.

With regard to Subeck's comments, Conn said that when Metro proposed changes in response to crises, they always had an eye down the road; how things would be impacted if for example, service were expanded east out

beyond the Interstate to City View, or to expand out into the Southwest side. Because this was a system with interdependency between routes, they always had to keep this in mind. When staff didn't get what they requested, they simply worked with what they had. It wasn't as haphazard as it might sometimes appear.

The ideas hadn't sounded haphazard to her, but Kovich felt that, from what she had heard and read, they should be very deliberate in what they chose to do and how they chose to go about it, in order to give careful consideration to all the impacts, including what could be a negative impact on ridership and growth if they didn't do something to fix those routes, and there continued to be issues and more crisis-type management. If they could ask for a plan that was perhaps more long-term and more deliberate, they would have a more mapped-out rationale for whatever decision they would make.

Golden asked that if the body agreed, his amendment be modified so that implementation be done at the earliest possible time (in relation to when the fares would begin and the revenues would start accruing), so they didn't spend more than they got in. He further noted that he was on the MPO and advisory committees that worked with Cechvala on the TDP, and when he was a Planning Commissioner, he recalled they always laid out transit routes in neighborhood plans where there was not yet development. In other words, a lot of advanced planning went into these efforts. But as good as these plans were, they didn't always get it right every time. In this case, it wasn't that people didn't get it right, it was that they were overwhelmed with business and needed to do something about it. If the Commission decided to vote the amendment down, they could later look at the dot map and decide which routes to cannibalize; that was a viable option. But if instead the Commission were to do something to fix this, it was not part of their planning role; it was part of their oversight role and in recognition of the fact that they wanted the system to work the way it was supposed to.

Poulson asked staff when the changes could be implemented, if the amendment were to pass. Kamp thought Metro could shoot for February implementation, announcing the changes through flyers, the website etc., with the Ride Guide being updated by March. (Staff later clarified that with February 1st falling just before a weekend, the changes would be implemented on Sunday, February 3rd.) With implementation in February vs. January, the estimated annual revenues of \$65K would be reduced by 1/12th.

Not necessarily disagreeing, Kovich said she wanted to make sure that the rationalization and justification was spelled out and presented to them in such a way that it would appear to be a logical decision, which could be communicated to the Council and anyone else, as to why they were making these changes: i.e., because of the positive impact, that fixes were needed because of ridership increases, and that this was exactly the right fix. And this would provide adequate money to do that. Rather than simply discussing the ideas at the table, and if this was something to which they should be giving careful consideration, she felt it would be better to come to them in a more mapped out proposal.

When asked Kamp said there were 80-90 partners in the Commute Card Program. Rusch said that the contracts renewed every year, and he wasn't sure they cited a specific rate or if they generally cited "the current rate"; and

perhaps the new rate wouldn't be implemented until January 2014. Bergamini noted that this uncertainty spoke directly to Kovich's point about doing this in a deliberate fashion. The Program had been enormously successful, and Bergamini thought they needed to be deliberate.

Subeck pointed out that the increase on the Commute Card represented a 8.7% increase – a fairly substantial increase in the cost of something they wanted to continue to market. For the 31-day Adult and the Senior/Disabled cards, it would be 5.4% increase. In the current economy, that's pretty big; esp. if people had many of their other costs going up that much. This was not what people were expecting right now. In some ways, by picking out a couple of fares to increase, the percentages were bigger than they would have been if the increases had been spread across the board.

Poulson reiterated that the motion before the group was to implement the three pass increases (and the single rate for Paratransit), to be implemented on 2/1/13 (later determined to be 2/3/13).

Poulson said that while he appreciated Kovich's comments, he felt these routes really needed their attention, and this was a way to do it. He said he wouldn't vote, unless there was a 4-4 tie.

Schmidt said the Council tried hard to find the money to do these extra adjustments, on the night they made their decision. His sense of the Council was that while they might feel some discomfort, they wouldn't feel that the Commission had not been deliberate. They were not talking about sweeping changes. He was comfortable with the proposal; but if it didn't go forward, they should not drop the ball, but should figure out something else to do.

Block added that whenever they prepared Budget Supplementals, which these changes were originally, the City asked that the numbers be annualized, to show the impact on the following year's budget (2014). The fare increase would take effect Feb. 1st, and the service changes were originally scheduled to take place Sept. 1st. The gap between the funding being discussed, and the increase in cost to provide the additional service would be larger once they went into the following year.

A Roll Call vote was taken on Golden's amendment, as follows: Ayes - Streit, Schmitz, Golden, Schmidt. Noes - Kovich, Bergamini, Subeck, White. Poulson voted aye to break the tie. The amendment passed 5 to 4.

A Roll Call vote was taken on the main motion as amended, as follows: Ayes - Streit, Schmitz, Golden, Schmidt. Noes - Kovich, Bergamini, Subeck, White. Poulson voted aye to break the tie. The amendment passed 5 to 4.

Golden suggested that as a courtesy, a report be sent to the Council, with a narrative as to why they made the fixes they did and why it was important.

Subeck said she wasn't sure they could do what they had just done. She thought they could, that it was probably legal, but it made her very uncomfortable. She believed that the public thought this was a done deal, when the Council voted on this. She was uncomfortable with the fact that they had voted on some very specific fare increases. Though they had held a public hearing prior to the Council taking this up, the public wasn't really informed

that the Commission might be raising fares at this meeting.

Poulson said that he attempted to open the public hearing by saying that the TPC could act on this; and that the Council was the appellate body if anyone would want to appeal any kind of decision the Commission would make. A lot of people probably did not know the intricacies of the Commission's authority vis a vis the Common Council, as was likely true for other bodies as well. Subeck said when the Council made its decision, the newspapers had reported there would be no fare increase. She hoped people would think about what they had just done; and she wished she had brought it up sooner, but it hadn't dawned on her. She felt they had done this without the public really knowing or having input into it.

Streit asked that the media release not describe their decision to raise the additional \$65K as simply due to buses being crowded and riders not being able to sit down. It was because buses were having to go past people, who missed their bus altogether; and because buses were running so late that people were missing their transfers. Not to downplay Owl Creek, but his guess that this fix would have more impact on more people than the number of new riders they would get out of Owl Creek. He understood the need to embrace Owl Creek. But he also understood the dilemmas created by picking up everyone, which then caused delays in the schedule and people missing their transfers. The issue needed to be framed so that people understood it wasn't just a question of a slight bit of overcrowding; rather it was the issue of a totally missed bus. Conn noted that two or three years ago, they were adding 40 Extra buses a day to pick up extra riders; last year that number had climbed to 103 Extra buses. Streit wanted them to emphasize the huge impacts it made when buses passed up riders.

Kovich reiterated that she didn't necessarily disagree with the thought process behind the decision, but she wished they could have had the info that they were gathering now in front of them when they made their decision.

Subeck called a point of order. She wondered if she could change her vote at this point. What she hoped to do was to cast a vote on the prevailing side, so that she could call for reconsideration at the next meeting, so the public could have some notice. She wondered if it would be legal for her to change her vote.

Golden said he objected to the line of reasoning Subeck was taking. This had been a legally noticed meeting, and they had held a public hearing. The Council took some actions, and the Council made the newspaper; while the Commission did not. That was not the Commissions' problem. They had put verbiage on the agenda that said that the Commission might take action. They had done their due diligence. It was not appropriate to suggest that the Commission was sneaking in a fare increase. The public was not aware of most of what the Commission did, even though it had impacts on the public. He said he was perfectly prepared for his amendment to go down 8-0 when he started; they had had a very good discussion; various members probably disagreed with various other members, and that was fine. He thought they needed to move on. From a parliamentary standpoint, someone from the prevailing side would have to make the motion to reconsider. But in general, you win some, you lose some.

Subeck said she didn't think that anyone tried to sneak anything past the

public, but it was something they had done unintentionally. She didn't want anyone to feel insulted.

Poulson said that as Chair, he ruled that Subeck could not change her vote just to be on the prevailing side. But someone on the prevailing side could move reconsideration.

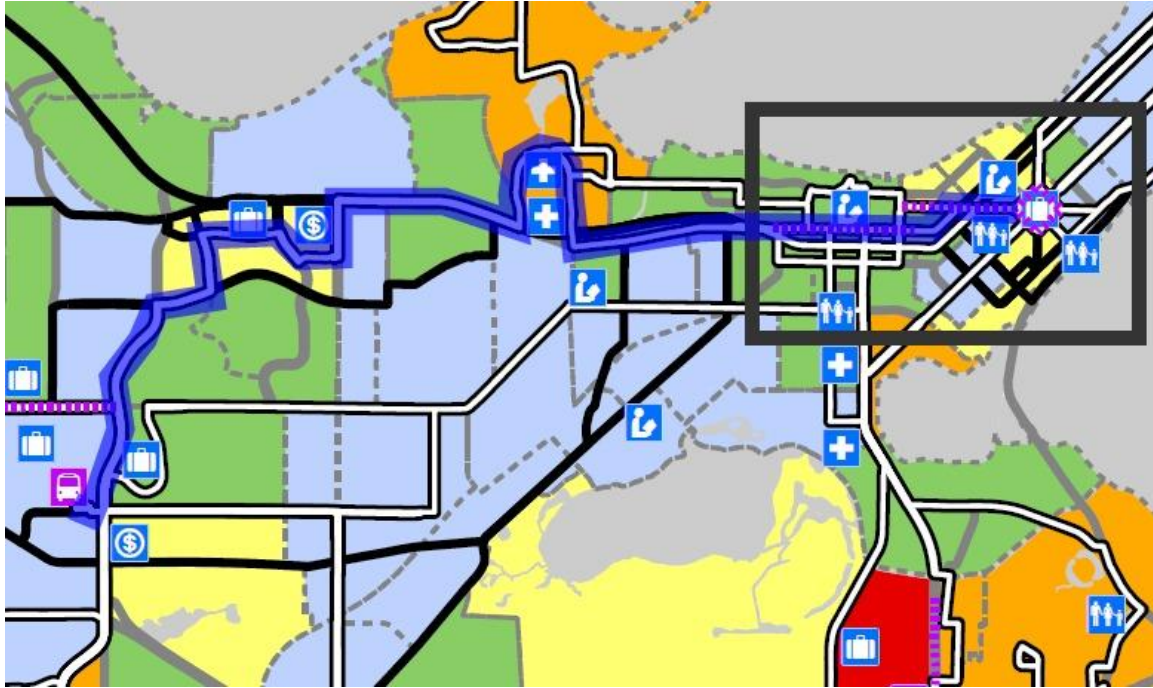
Having previously been through a fairly ugly battle about fare increases, Bergamini hoped that no one would move to reconsider. The body made its decision; it was properly noticed. Perhaps they would have shouted it a bit louder from the rooftops, but what was done was done, and she didn't want them getting torn up in fancy parliamentary maneuvers that would stretch out over months and push the timeline back. Even though she voted against it, the decision was made and the fares should go up.

Poulson asked Metro staff to prepare a report about the Commission's action, and what it did with the fare proposal that had been presented at the hearing. This would be forwarded to the Common Council as a courtesy. Kamp said they would review this report with the Poulson before sending it to the Council.

August 2013 Fixed Route Service Changes

Significant route and schedule changes were implemented in late August of 2013. The changes were designed to extend transit service into previously unserved areas, and to reduce overcrowding and pass-ups in busy corridors. These changes went through the properly noticed public hearing process conducted by Metro's policy board.

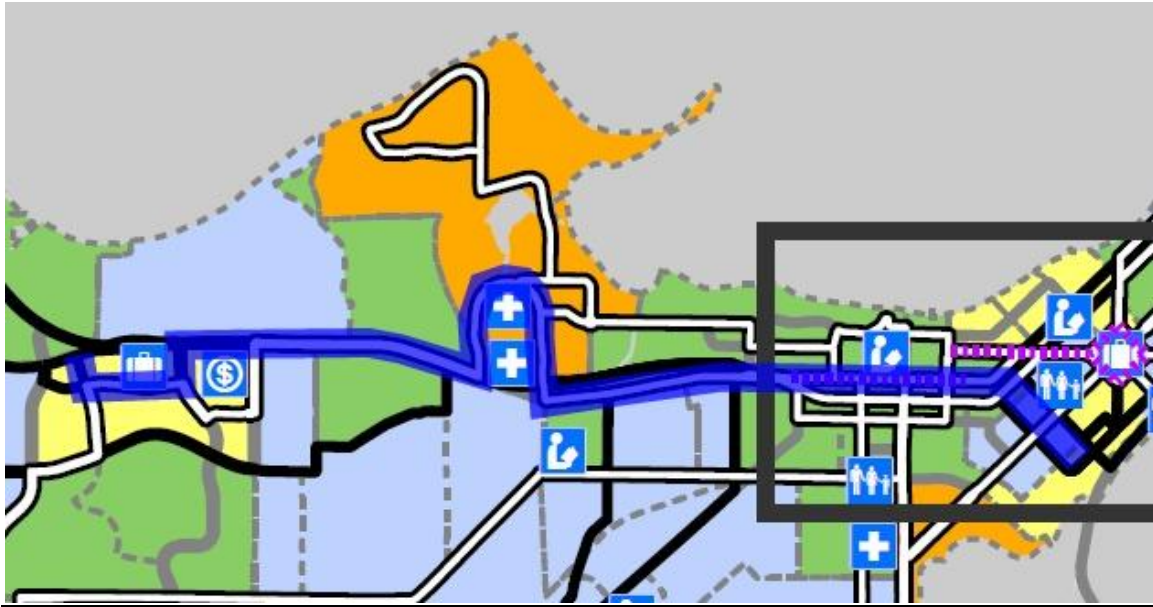
Route 2



The blue highlighted corridor is where frequency on route 2 was increased during the a.m. and p.m. peaks.

This core route links the North and West Transfer Points. For many years, extra buses have been added along the west half of the route (shown above) during peak periods to provide more capacity for dealing with chronic overcrowding along the busiest corridor in the system. In August 2013, two additional buses were added to the a.m. and p.m. peak rotation of the west end of the route to improve frequencies from 30 minutes to 15 minutes. These improved frequencies are now part of the published schedule, which allows customers to see and use the “in between” trips; thereby redistributing loading. The additional frequency serves a census block group that has 2-3 times the system average of minority residents (shaded orange in the map above). It also serves areas that have 1-2 times the system average of minority and low income residents (shaded yellow).

Route 10

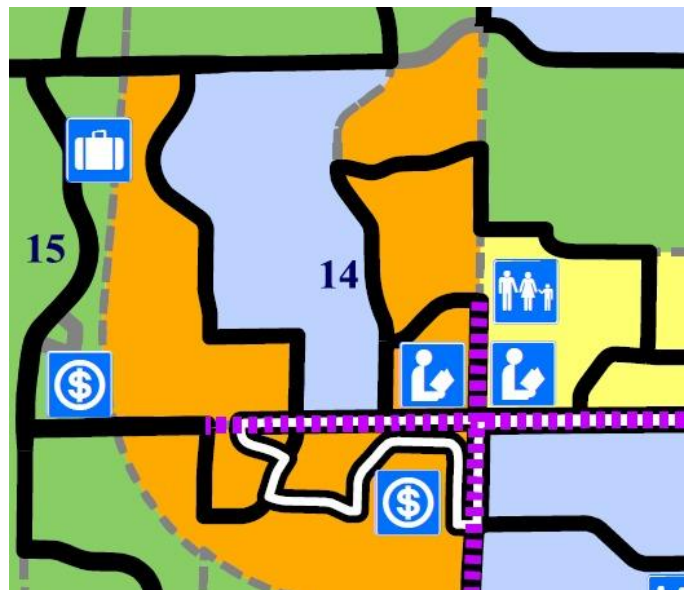


Blue shaded corridor shows Route 10 frequent service zone to prevent overcrowding on other routes.

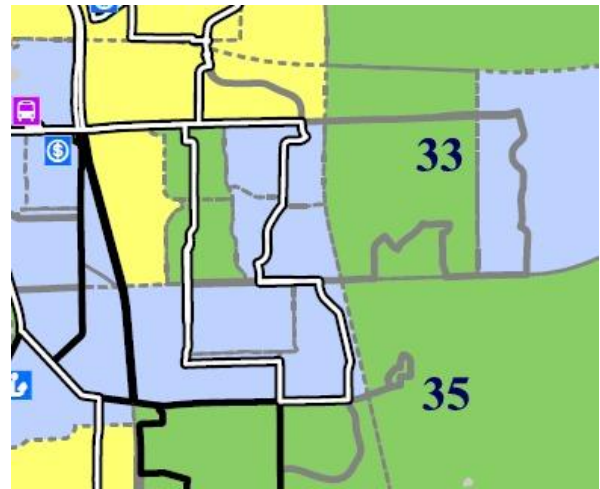
This route functions as a circulator between neighborhoods with large numbers of students and the University of Wisconsin campus. The route was expanded westward to provide additional capacity along the same busy corridor described above for route 2. With frequent headways, this route helps to redistribute boardings more equally and prevent overcrowding on other routes operating within the corridor. The additional frequency serves a census block group that has 2-3 times the system average of minority residents (shaded orange in the map above). It also serves areas that have 1-2 times the system average of minority and low income residents (shaded yellow).

Routes 14, 15, 33, and 35

On the far west side, routes 14 and 15 serve areas with 2-3 times the system average of minority residents, as shown above. The orange shaded area just east of the “14” on the map also has 2-3 times the system average of low income residents. Further in towards the campus and downtown, routes 14 and 15 were streamlined to reduce travel times. The capacity increases available from routes 2 and 10 (described above) facilitated the streamlining.

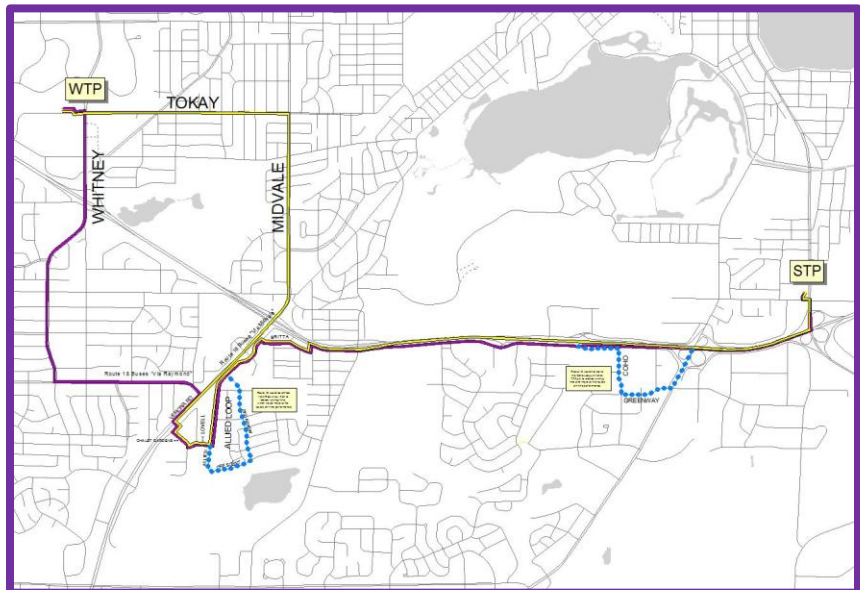


On the east side, route 33 was expanded to cover a large, previously unserved neighborhood in the far east side of the service area. Route 35 serves neighborhoods formerly served by the east end of route 15. These routes are commuter routes and only operate during peak periods.



Route 18

This connector route operates between the South and West Transfer Points, traveling through several block groups with higher than average percentages of low income and minority residents. Since its inception in 1998, the route has suffered from a tight schedule because of the distance that needs to be covered. As ridership has increased over the years, the schedule has become increasingly unreliable.

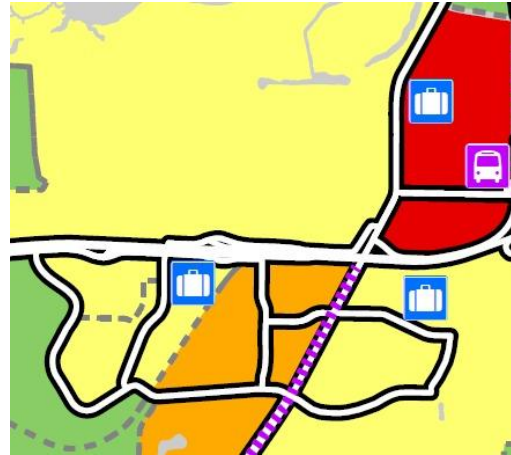


Based on the published schedule, customer expectation is that buses would make their connections at the transfer point on time. In reality, trips on the route were arriving late between 20% - 30% of the time and connections were being missed. Drivers felt pressured to make the connections and were tempted to speed, resulting in significant safety concerns.

Going into the public hearing phase of the 2013 service changes, three updates were proposed to reduce running time and improve schedule reliability of the route:

1. Remove the route from the streets of Crescent Rd and Red Arrow Trl, and have all trips operate via Allied Drive and Chalet Gardens Drive. This would reduce travel time by 1-2 minutes in each direction. However, in response to public input, the decision was made to leave the route on these streets. Allied Drive and Chalet Gardens Drive both have concentrations of low income and minority populations/

2. Remove route from the “Coho loop” on weekdays before 7 p.m. This loop adds 2 minutes in each direction. To compensate, route 40 was modified to give direct, reliable access from the neighborhood to routes operating from the South Transfer Point on weekdays—including route 18. The trade off was longer trip times, but much more reliable connections. The Coho area has concentrations of low income and minority residents.



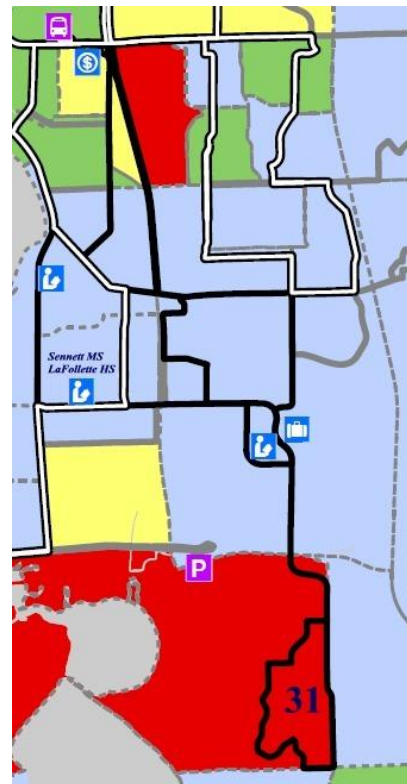
3. “Unhook” the route’s schedule from the pulse times at the transfer points during the p.m. peak period (4p – 6p). By displaying 30 minute trip times, the published schedule created false expectations for customers, because the real world running time for these trips was closer to 40 minutes. Metro changed the published times to reflect reality. The result was one fewer trip in each during the p.m. peak, but a much more reliable schedule.

After the public hearing process, the second and third options for route 18 were approved and implemented. Although schedule frequency decreased in the afternoon peak and some travel times were increased, the result of these changes was a much safer and more reliable route.

Route 31

This route was designed to provide push-pull service between an isolated, low income & minority neighborhood, the middle and high schools attended by the students from the neighborhood, and a large grocery store near Metro’s East Transfer Point. The neighborhood is also home to residents with 2-3 times the system average of limited English proficiency (LEP).

For several years, there had been lobbying by residents for transit service, and it was identified in the city’s Neighborhood Resource Team process as a location in need of better city services. Students at the public schools along the route were not able to attend activities that occurred before or after regular bell times. Funding was authorized through a supplemental budget request by the City Council to operate route 31, which addressed these issues.



Following is the section of the Transit and Parking Commission minutes from the meeting on May 29, 2013 where service changes were discussed and approved.

G. UNFINISHED BUSINESS ITEMS

- G.1. 30042** Metro: Deliberations and action on proposed service changes slated for August 2013 - TPC 05.29.13

Attachments: [Detailed booklet proposed service changes & related paratransit map-TPC 05.29.13.pdf](#)
[Proposed changes-Cost Estimates 2013 - TPC 05.29.13.pdf](#)
[Service Changes-Proposed hrs vs current hrs TPC 05.29.13.pdf](#)
[Route 18 Scheduled Times at Transfer Points TPC 05.29.13.pdf](#)
[Rt 18 Realignment of Service in Allied Loop TPC 05.29.13.pdf](#)
[2013 Owl Creek Proposal4 TPC 05.29.13.pdf](#)
[Feedback on Aug 2013 changes TPC 05.29.13.pdf](#)
[Fitchburg Res 37-13 documents TPC 05.29.13.pdf](#)
[Fitchburg R-37-13 summary-final version.pdf](#)
[EB and WB Sheboygan Ave trips TPC 05.29.13.pdf](#)
[Additional comments re service changes since 5.8.13.pdf](#)

Poulson invited registrants to speak first, followed by updates from Metro.

Registrant Debbie Lynn Aldrich, N. Segoe Road, 53705 spoke in opposition to eliminating Routes 14/15 service to Sheboygan Avenue, and to eliminating certain bus stops on Middleton Routes 70, 71, 72, 74. A lot of students and senior citizens used the Route 14/15 service. She herself had often used the Segoe-University Middleton bus stop the previous winter. Eliminating these stops would make them few and far between, and make it rough in the winter especially.

Registrant James Aldrich, N. Segoe Road, 53705, spoke in opposition to taking Routes 14/15 off Sheboygan Avenue. A lot of people in the nursing homes on Segoe Road (Independent Living/Segoe Gardens) took the bus. Without this service, these people would have trouble getting to concerts, downtown, and around the city. And it was hard for the disabled to get over to University Avenue. With the current Routes 2, 14 and 15, if a handicapped person missed one of these, s/he could catch another and still get downtown. Regent Street, where the proposed Route 14/15 would travel, was too far away.

District 10 Alder Maurice Cheeks supported Plan B for the Route 18.

- He recognized that the City was struggling to keep up with increased ridership, and ideally, the City would add more buses, but wasn't in a position to do so right now.
- The proposed Route 18 would simplify service by removing the stops along Red Arrow Trail and Crescent Road. But, many of the neighbors in the area relied on Route 18 for work, school and grocery shopping. They would have to

go twice as far for their stops.

- In response to the feedback at the Hearing on the proposed Route 18 changes, Metro staff responded with an alternate proposal, Plan B (attached).
- Plan B would not remove service from Crescent/Red Arrow, and would alter the timing from 30 minutes to 40 minutes, between 4 and 6 PM.
- Naturally, the community would prefer to receive more reliable service without any changes to the Route, but a 10-minute adjustment to the service was better than reducing the stops.
- Plan B was developed by Metro, and supported by the Mayor of Fitchburg and himself. The neighbors were encouraged that Plan B existed, and would like the Commission to support it. He urged members to amend the proposal to support Plan B, and maintain service through the Allied-Dunn's neighborhood.

Kamp and Metro staff, Drew Beck and Mick Rusch, discussed the Sheboygan Avenue and Route 18 issues, and provided a summary of what all the changes would cost.

- With reference to the summary document, "Madison Costs for 2013 Improvements" (attached), the Council approved \$150K in the 2013 budget, and the TPC added \$60K through targeted fare changes, for a total of \$210K. The current proposals totaled \$213K.
- In Metro's current budget, they played with about 80 hours for extra buses. In the proposal, they would still have 50 hours of extra trips, for a total of 1337 service hours on an average weekday.
- The map (attached) of the Paratransit boundaries showed that new service to the Owl Creek area would make it eligible for paratransit service on weekends. This would be the only change (extension) to the Paratransit boundary. On weekdays, the Route would operate only in the AM and PM peaks, and therefore would not be eligible for paratransit. This would be a fairly minor impact.
- The chart of "Weekday Hours Comparison" (attached) showed the +/- change in daily hours between current and proposed service.
- Route 2 would have a 21-hour increase per day. The frequencies would go from 30 minutes to 15 minutes, doubling the frequency in the AM and PM peaks, which would be expanded slightly, running to 10:30 AM and starting up at 2:30 PM.
- Routes 9 and 10: Sort of circulator between Johnson/Gorham corridor, Jennifer Street corridor, and the UW Campus, these would be pulled west all the way to Sheboygan Avenue. They would fill in the gaps left by the Routes 14/15; and would have 15-minute frequency to/from Sheboygan Avenue to Campus and east. It hadn't been fully explained earlier that the 9/10 would be pulled out to Sheboygan to fill in.
- In the AM, a lot of 9/10 trips were going to start out empty on Sheboygan and head towards Campus with lots of seats and standing room, vs. a 14/15 coming through already full of neighbors from further west. The span of service for 9/10 would encompass the AM peak, midday, PM peak, and run well into the evening (to 9:30 PM). It would essentially be an all-day route, which would ramp up during the peaks and midday.
- Service to UWH would run opposite the commute to the Campus; taking people from the east to the Hospital in the AM, and go on to Sheboygan Avenue, where it would start out more or less empty and come back in to Campus. Route 2 would have more frequency to the Hospital, so Route 10 could come back to Campus on Campus Drive and provide a quicker commute.
- Referring to the bar graph Hand-out showing Westbound/Eastbound trips to/from Sheboygan Avenue in hourly increments (attached), more scheduled

service was being added to Sheboygan Avenue, as follows:

EASTBOUND

- * 5-6 AM: Stayed the same.
- * 6-7 AM: Two fewer trips at 6 AM. (Had few comments on this.)
- * 7-8 AM: Would have more trips, with Rt. 10 starting out empty on Sheboygan, providing extra capacity and helping with overcrowding.
- * All remaining hours until 8 PM: Would have more trips, with the Route 10 playing a key role.
- * 8-10 PM: Stayed the same.
- * 10-11 PM: One less trip.
- * 11P-12A: Stayed the same.
- * Extras would hopefully be used less in the AM, but 50 hours would still be available to lend flexibility if needed.

WESTBOUND

[from UW Campus = University & Frances; with more frequency on Route 2 from the Square]

- * 5-6 AM: Stayed the same.
- * 6-7 AM: Two fewer trips (based on ridership data).
- * All remaining hours until 8 PM: Would have more trips.
- * 8-10 PM: Stayed the same.
- * 10-11 PM: One less trip.
- * 11P-12A: Stayed the same.
- * Extras would hopefully be used less in the PM, but 50 hours would still be available to lend flexibility if needed.
- Route 10 would have scheduled 8-minute frequencies during the rush hours, to spread out the loads. If buses were overcrowded, riders could wait a few minutes and get the next one.
- The use of Extras was dynamic, based on need at various locations at any given time.
- Returning to "Weekday Hours Comparison", Route 28 would gain 4.5 hours/day. New Route 31 would have 8 hours/day, with the Routes 34 and 39 losing 2 hours each. Route 31 would now serve a lot of the area on the current Route 39, in the Ag Drive area.
- Routes 34 and 39 would share a bus during the peak; the Rt. 34 would be down a bus, but it now would be timed to coincide with the class times at MATC.
- The net increase in service hours/day would be 67 hours.
- Route 18 (info attached): The problem with the current route was that it had too far to go between STP and WTP, and not enough to do it. There were safety issues involved. Passengers were yelling at the drivers to make the transfers and the buses were coming in a few minutes late disgorging people who were running across the transfer point to catch their bus.
- Plan B would unhook the Route 18 from the two transfer points at 4-6 PM during the PM peak, when problems were at their worst with traffic and loads.
- Instead of 25-30 minutes between the TP's, there would be 40 minutes, which would make the trip do-able pretty much all the time.
- The down side would be that riders would be missing transfers. This would not be an issue at the WTP where a few buses would be present at arrival times, but the STP would be empty at the off-ticks. This may be an issue; they weren't sure how Police would feel about this. There was a lot of walk-in/walk-out traffic here.
- Plan B gave up the false hope that buses would make it to the TP's in time for riders to make their transfers.
- With Plan A, the idea was to shorten segments of the route. The "Red Dot

Map" (attached) showed the predominance of ridership on Allied vs. the Crescent/Red Arrow loop. Plan A would operate all the time on Allied-Chalet Gardens area. Currently, half the buses did this, and half the buses went down Crescent/Red Arrow.

- Route 19 would still travel Crescent/Red Arrow, but wouldn't go out the WTP, but would still go downtown.
- With Plan A, there would be less confusion about which Route 18 was coming through each time. Route 19 would still be on Crescent/Red Arrow. On weekends, Route 59 was there too.
- Per the Allied Loop Map (attached), a big issue for the Route 18's would be coming up next year, when Verona Road construction began. Route 18's doing the "Via Midvale" towards Allied, made a left turn (just south of 12/18) from Verona Road onto the Frontage Road. Next year, this area would be narrowed and there would be fewer through-lanes, trying to handle all of the traffic as well as some sort of ramp system to get up on the Beltline.
- The effort here would be to maximize the flow inbound on Verona Road, which would shorten the turn phase of the signal for buses trying to make the left turn. A big stack of traffic (traveling south) was liable to happen at the left turn. The same thing would happen as buses were coming out from the Frontage Road.
- Staff was thinking that the only way to mitigate the problem would be to have buses travel further down to the turn into Chalet Gardens. And once the reconstruction was complete, there would be a "jug handle" pattern with a traffic circle, which would add a minute or two to travel time.
- Part of the reconstruction involved work on the Britta/Frontage Road between Seminole and Allied, which would be starting this July, adding another layer of complexity.
- For the next 2-3 years during the entire project, they would be juggling "vias" and detours. Because of the delays and detours, this might be an argument for keeping the Route 18 on Allied all the time, so people weren't wondering which "via" was coming when.
- Currently, the "Raymond Via" traveled along Allied and Chalet Gardens; and the "Midvale Via" used the turn at the Frontage Road (just south of 12/18) and travel along Allied and Crescent/Red Arrow.
- The Owl Creek Route 31 schedule (attached) would operate on weekdays in the AM-PM peaks, supplementing service from the neighborhood to the schools by adding to the choices students would have to get to school earlier or stay later after school. A group of LaFollette students from the neighborhood said they were ecstatic about the new route. On weekends, it ran throughout the day, but started later at 9:37 AM and ran to 7 PM, which allowed them to get to/from school but also to the ETP and the rest of the system, and opened up possibilities for weekend employment.

Kamp explained that the reason staff respectfully recommended Plan A had to do with the Verona Road construction, and the extra time it took to travel Crescent/Red Arrow and 20-30% of transfers not being made, and drivers expressing frustration about not being able to help customers get to the TP's. Kamp clarified that Fitchburg and Alder Cheeks supported Plan B as shown.

Bergamini/Golden made a motion to approve the service changes recommended by staff, except for Route 18, for which they moved to approve Plan B.

Members discussed the proposals, and staff answered questions.

- (Bergamini) Route 18 Plan didn't just involve Madison territory, but also crossed over into Fitchburg, the City of Fitchburg approved Plan B. If they were to approve Plan A, a plan their partner didn't want, they would likely have to go into negotiations with Fitchburg. While she understood staff's concerns, having observed how road construction worked, all of this would probably be fiction and she didn't want to spend time arguing about it.
- (Golden) Why not have two different route numbers for the two Route 18 "vias", since they seemed to cover different routes west of Allied?
- (Beck) People had come to terms with Rt. 18 being a varied route and knew it very well the way it was. The rationale originally was that they were both connectors between STP and WTP, and served the same function. Changing the numbers would mean changes to all the bus stops, all the programming that went into buses, which would be a monumental effort.
- (Rusch) When riders used Google Trip Planner, it spit out all the info. They were using fewer and fewer Ride Guides. After 10-12 years, there would be chaos explaining the change.
- (Schmidt) While he understood concerns, he was not a fan of Plan B, and staff perspective was more persuasive to him. He wasn't worried about Fitchburg in the sense that they were looking for some savings and they found them. And now, they would still get the same service level with Plan B? For some of their constituents, he could see why they would prefer Plan B, but people should remember they also wanted to cut \$4,000, which didn't seem to nearly pay for what they were getting or were willing to give up. Route 18 had been a problem. They needed more buses. Route 18 was probably the highest priority. He was afraid Plan B would damage the route.
- (Poulson) Though unlikely to vote, the reason he broke the tie on the vote for selective fare increases, was not just because of Owl Creek, but because of the situations with Route 2 and Route 18. Route 18 was a real problem, which wasn't going to go away. As a former alder of that neighborhood, all the service he (and all subsequent alders) could get there was very important to them. But the fact that people were missing their transfers was critical. We needed to hang on to existing customers, by not having a bus pass them up in January, or by ensuring they could make their transfers to maybe get to a job on time. Because of the issue of transfers, he supported Plan A, reluctantly, because he would love to have service on both roads.
- (Bergamini) People liked Plan B because it kept service and stops in locations where they wanted them, even if it meant cutting a trip. No one was thrilled about messing up the timing for transfers, but buses weren't making 20-30% of the transfers now. And as soon as construction began, everything would go out the window.
- (Schmidt) He didn't disagree, but was concerned about the transfer issue. And it was frustrating that they had gone to so much effort to improve Route 18, and now they would be cutting out a run. Route 18 should be a priority. For the Council moving forward with enhancements, that part of town and the Route 18 in particular needed their attention.
- (Beck) With Plan B, the longer loop would continue all day long every day of the week, with no time savings. He was particularly concerned about continuing the turn at the Frontage Road.
- (Kamp/Beck) With Plan B, the South Transfer Point would have more problems with transfers (than the WTP); people would have to wait 10-20 minutes between 4:30 and 5:30 PM. The West Transfer Point had more buses at the Plan B arrival times: Routes 67, Route 2.
- (Kamp) Fitchburg cut their budget, but they preferred to cut Routes 44, 47 and some individual trip cuts, vs. changing Route 18. Staff recommended that

if they were cutting money and needed to save money, they should change Route 18. But staff understood clearly that Fitchburg disagreed with them.

- (Bergamini) She expressed frustration with the process. They had originally voted on fares to deal with overcrowding on Route 2 and give service to Owl Creek. What they were given was a proposal to 15 other routes as well, which in some cases seemed not to have much to do with Rts. 2 and 31. In the opening section of the first draft, the Overview said that their scheduling and map and needed a thorough overhaul. The proposal was a lot different than the product she expected, based on what the Council and the Commission had approved. It had not been easy to explain or understand. If the Commission needed to take a look at everything, staff needed to tell them that, not as a parenthetical as it almost was in draft 1. What they had felt like piecemeal change and tweaking, which she empowered staff to do. She wanted the Commission to deal with major service changes. The direction the Commission had given was to fix the western end of Route 2, and to develop the Route 31. She would vote in favor of the service changes, but she was not happy with the process.

- (Golden) He disagreed, and had a different view of what was going on. When the Council acted, they provided some extra money to do some specific things, esp. Owl Creek. However, periodically, they looked at how the system was performing, and beyond the budget, made adjustments if they found problems. This was a fairly typical package of adjustments that needed to be made. The TDP had many pages of suggested enhancements to move to a better system. With the current proposal, they would now be serving Grandview Commons, and he was happy about that. Also, the information was the best he had ever received. Also, being attentive to the elected official for the area, he was supporting Plan B. He knew it was a trade-off, and they were doing the best they could with the resources they had. They needed to convey the message that they needed another bus.

- (Schmidt) The construction on Verona Road was likely to force them to add another bus. Though space wasn't now available, they needed more rolling stock.

- (Bergamini) They also needed DOT to be cooperative about adaptations during construction, to time the lights to facilitate bus movements.

Alder Cheeks reiterated his support of Plan B. He appreciated that staff had taken the time to prepare Plan B. As they approached construction season, it was hard to predict if either plan would be very successful. He understood that staff felt Plan A would have a greater likelihood of success. The issue they faced was that the current route was not reliable. It was also a tragedy that the current Route 18 only served Crescent/Red Arrow half of the time in the first place. It should be serving the community all of the time. By his estimation and in agreement with Fitchburg and the neighborhood, the community was more concerned with maintaining inadequate service than with trying to maintain the schedule they were accustomed to. While he respected staff's confidence in Plan A, the community was speaking loudly that they wanted to receive service in a particular way and wasn't interested in being told what was potentially better, if more inconvenient. The more inconvenient outweighed the potentially better, for the community. In a community where public transportation was essential for most people to get around the city at all, he thought it important for the Commission consider that seriously.

A vote was taken on the motion. The motion passed by voice vote/other.

Public Engagement Process for Setting Previous 5 Policies

Metro Transit posted draft electronic versions of these plans on its website at mymetrobus.com for public comment. Printed versions were made available at Madison library locations or 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 mymetrobus@cityofmadison.com.

Notices to the public that the plan was available for review were 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 included 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 had a chance to comment, Metro submitted an updated version to the Madison Transit and Parking Commission for approval, where the public had an additional chance to comment.

Service and Fare Equity for Any New Fixed Guideway Capital Projects

Metro Transit has not had any fixed guideway capital projects since our last Title VI program update.