

Coordinated Public Transit-Human Services Transportation Plan For Dane County 2019-2023



Madison Area
T • P • B
Transportation Planning Board
A Metropolitan Planning Organization

June 2019



Dane County

Coordinated Public Transit-Human Services Transportation Plan

June 2019

Prepared by staff of MATPB
121 S. Pinckney Street, Suite 400
Madison, WI 53703

**With Assistance from Staff of the Dane County Department of Human Services and
Staff of Madison Metro Transit**

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William Schaefer
Planning Manager

Bill Holloway
Transportation Planner

Ben Lyman
Transportation Planner

Colleen Hoesly
Transportation Planner

David Kanning
Transportation Planner

Dan Seidensticker
GIS Specialist



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Introduction and Background

What is Coordinated Transportation Planning?

Transportation is an important part of our daily lives- it connects people to places, such as school, work, the store, and social activities. For individuals with mobility limitations due to age or disability transportation can be a major barrier to accessing employment, health care, quality nutrition, social interaction and more. Specialized transportation services allow these individuals the independence to remain in a community setting rather than isolated in expensive institutional care facilities.

The Dane County Coordinated Public Transit-Human Services Plan (Coordinated Plan) is a comprehensive approach for providing transportation that identifies the mobility needs of older adults, individuals with disabilities, and other transportation-disadvantaged individuals living in Dane County. The Coordinated Plan identifies strategies for meeting these needs and prioritizes implementation and funding. Transportation coordination is a process where human service agencies, transportation providers, consumer groups, and public officials work together to develop and improve services to transportation-disadvantaged individuals.

The City of Madison and Dane County – the two primary providers of public transit and specialized transportation services in Dane County – have pursued both formal and informal coordination efforts over the years to enhance transportation service efficiency and increase the mobility of county residents. This Coordinated Plan builds on the successes of this relationship.

The Survival Coalition of Wisconsin Disability Organizations conducted a survey in 2018 of 500 people with disabilities and older adults. Respondents reported that current transportation services often limit community participation, ability to find or keep a job, and living options.

72% of respondents said they have trouble finding transportation at least 30% of the time

45% said they can't get where they need to go 50% of the time

70% said they would not be able to get where they need to go if their usual mode of transportation, destination, or schedule changed

55% said that transportation services don't go where they need to go
59% said that transportation is not available at the times they need it



Coordinated Plan Requirements

The SAFETEA-LU federal transportation bill (2005) required that projects funded under the Section 5310, 5316, and 5317 grant programs be “derived from a locally developed, coordinated public transit – human services transportation plan”. Although the subsequent MAP-21 (2012) transportation bill eliminated two of those programs, it carried the requirement forward for Section 5310, which remains as part of the current FAST-Act (2015).

The coordinated plan is required to be “developed through a process that includes representatives of public, private, and non-profit transportation and human services providers and participation by members of the public.”

The Federal Transit Administration (FTA) released guidance (FTA C 9045.1) for the coordination plan and process in May 2007. The guidance requires that coordinated plans include:

- An assessment of available services,
- An assessment of transportation needs,
- Strategies, activities, and/or projects to address identified gaps between current services and needs and to improve efficiencies in service delivery, and
- Priorities for implementation based upon available resources, time, and feasibility.

Plan Development Process

The planning process was led by the Madison Area Transportation Planning Board- the Metropolitan Planning Organization (MPO) for the Madison area- with assistance from Dane County Department of Human Services (DCDHS) and City of Madison (Metro Transit) staff.

The public outreach process for developing the coordinated plan included two stakeholder coordination meetings on July 19th, 2018 and June 4th, 2019. Over 200 individuals from various human service organizations, advocacy groups, municipal agencies, health care facilities, boards and commissions, public transit providers, and employers were invited to participate in these meetings and provide comment.

The first meeting included a review of the 2013 Public Transit – Human Services Transportation Plan, a review of existing public transit services, an overview of federal and state grant programs, and an identification of unmet service needs and strategies to improve them. The second meeting included a review of the draft 2019 Coordinated Plan document and proposed revisions to the Section 5310 project selection criteria.

In addition, the plan was discussed by the Dane County Specialized Transportation Commission, MPO Citizens Advisory Committee, and MPO Policy Board.

Meeting materials, meeting minutes, and the stakeholder invitation list can be found in Appendix A.

Plan Adoption

The draft 2019-2023 Coordinated Plan was available for public comment from May 13th 2019 – June 14th 2019. The notice for the public comment period can be found in Appendix B.

The Coordinated Plan was adopted by the MATPB Policy Board on June 19th, 2019 and by the Dane County Specialized Transportation Commission on June 20th, 2019. The resolutions adopting the Coordinated Plan can be found in Appendix C.

Plan Principles

The following principles lay the foundation for guiding the development of Dane County's accessible public transit network to meet existing and emerging needs. These principles, developed for the original coordinated plan adopted in 2007, have been reaffirmed as supportive of the broader goals of self-empowerment and integration into the community. These principles are consistent with contemporary special education and employment models for people with disabilities, and have led to innovative training and support services.



Independence

- Promote and maintain the independence of older adults, people with disabilities, and others with limited resources, by encouraging and supporting the use of transportation options that foster independence;
- Provide training and resources to allow transit-dependent people the greatest possible access to the community.

Accessibility

- Eliminate geographical inequity in availability of transportation options;
- Provide access to transportation services throughout Dane County that are open to seniors and people with disabilities and not limited to a specific group of clients or customers;
- Connect communities and their residents to transportation services that are integrated and open to the general public.

Efficiency

- Develop cost effective solutions and avoid duplication of service provision;
- Seek out cost-sharing opportunities and partnerships to extend the usefulness of transportation resources;
- Evaluate services based on productivity and measures of cost effectiveness that exemplify good stewardship of public resources.

Resourcefulness

- Use a mix of resources (human, monetary, equipment, contractual) to create and sustain services that meet different transportation needs;
- Apply innovative thinking and cultivate community relationships to address issues.

Related Plans

Regional Transportation Plan 2050 (2017)

The Regional Transportation Plan 2050 (RTP) is the MPO's current long range transportation plan (RTP). It is an integrated, multimodal system plan that provides the overall framework for transportation planning and investment decision making in the region. It identifies transportation projects and strategies or actions to be implemented out to the year 2050. The RTP ensures that transportation projects are coordinated between the various levels of government (local, state, and federal).

2019-2023 Transportation Improvement Program (2018)

The Transportation Improvement Program (TIP), which the MPO updates annually, is a coordinated listing of short-range transportation improvement projects anticipated to be undertaken in the next five-year period. The TIP is the mechanism by which the long-range RTP is implemented, and represents the transportation improvement priorities of the region.

Projects within the MPO's Planning Area must be included in the TIP in order to be eligible to receive federal funding assistance; including Sec. 5307 and Sec. 5310 funded projects. The list is multi-modal; in addition to streets/roadways, it includes transit, pedestrian, bicycle, parking, and rideshare/transportation demand management projects.

2013-2017 Transit Development Plan (2013)

The Transit Development Plan (TDP) for the Madison Urban Area is a short- to medium range strategic plan intended to identify transit needs and proposed improvements and studies over a five-year planning horizon. MATPB is responsible for developing and maintaining the TDP. MATPB works in close cooperation with Metro Transit and other transit providers, funding partners, and jurisdictions in the Madison area to develop the plan. An update of this plan is currently under development.

Program Management and Recipient Coordination Plan (2014)

The Program Management and Recipient Coordination Plan for the Madison Urbanized Area's Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program (Program Management Plan) is designed to identify the policies and procedures for administering the Section 5310 program in the Madison Urbanized Area. These policies and procedures are based on program requirements issued by FTA.

Bus Stop Amenities Study (2018)

Having the correct amenities at a bus stop is critically important. A 2018 University of Utah study of the Impact of Bus Stop Improvements found statistically significant increases in overall stop-level ridership as well as reduced paratransit demand at improved stops. The MPO completed the Bus Stop Amenities Study which contains recommendations for additional stop amenities and offers guidance on design for new transit stops. Further, the study evaluates existing stops based on the newly established guidelines, identifying areas where amenities should be added or relocated.

Madison Area and Dane County Socioeconomic Characteristics

Wisconsin has lagged behind national population growth trends; however, Dane County and the City of Madison have deviated from Wisconsin's trend and are projected to continue to do so in the future, with population growth continuing at a moderate rate. Dane County added nearly 100,000 new residents between 2000 and 2017, with 40% of those new residents in Madison alone. This growth accounted for nearly ¼ of the state's growth over that time frame. The City of Madison historically comprised over 50% of the county's total population; however, this trend has slowly been decreasing, as surrounding suburban communities continue to grow.

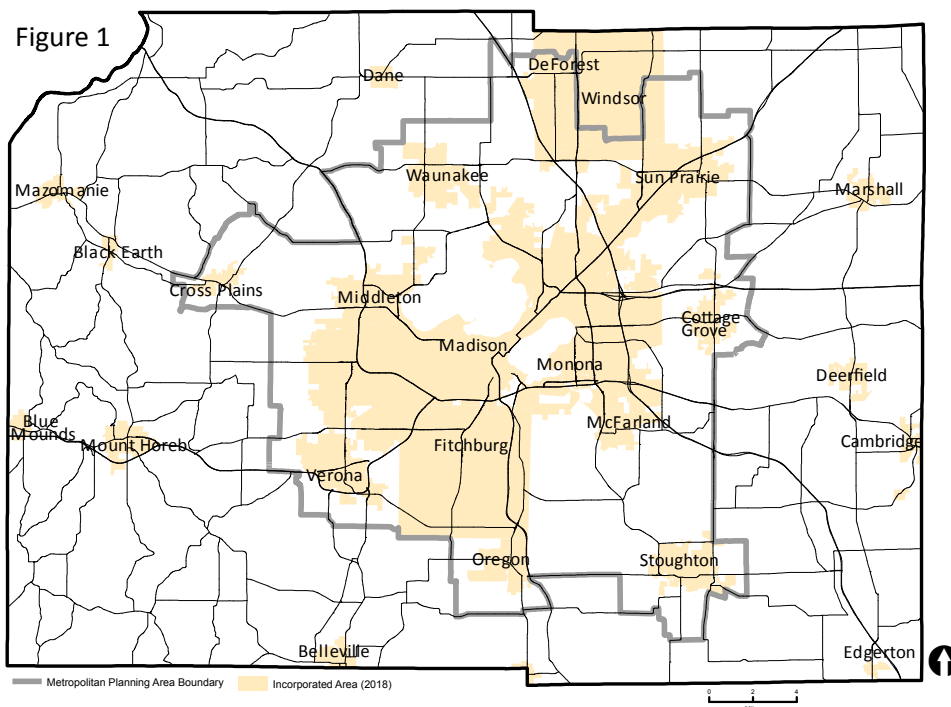
The U.S. Census Bureau defines urbanized areas as densely developed territory encompassing residential, commercial, and other non-residential urban land uses with over 50,000 people. Funding and eligibility for various federal transportation programs as well as many other federal programs are based on these boundaries. Figure 1 shows the boundaries of the Madison Urban Area, which includes the cities of Madison, Fitchburg, Middleton, Verona, Sun Prairie, Stoughton, and Monona; villages of Maple Bluff, Shorewood Hills, McFarland, Cottage Grove, DeForest, Cross Plains, Waunakee, and portions of Windsor; and several towns. Along with the City of Madison, the cities of Fitchburg, Middleton, Sun Prairie, Stoughton, and Verona, and the Village of Waunakee all have an estimated 2010 population of 10,000 or greater.

Figure 2

Municipality	2010 Census	2017 Estimate	% Change
City			
Fitchburg	25,260	27,936	10.59%
Madison	233,209	250,073	7.23%
Middleton	17,442	20,151	15.53%
Monona	7,533	7,827	3.90%
Stoughton	12,611	12,834	1.77%
Sun Prairie	29,364	32,933	12.15%
Verona	10,619	12,303	15.86%
Village			
Cottage Grove	6,192	6,650	7.40%
Cross Plains	3,538	3,926	10.97%
DeForest	8,936	9,920	11.01%
Maple Bluff	1,313	1,302	- 0.84%
McFarland	7,808	8,200	5.02%
Oregon	9,231	9,917	7.43%
Shorewood Hills	1,565	2,332	49.01%
Waunakee	12,097	13,535	11.89%
Windsor	6,345	7,430	17.10%
Towns within Urban Area	54,022	55,597	2.92%
Remainder of Dane County	40,988	41,921	2.28%
Dane County Total	488,073	524,787	7.52%

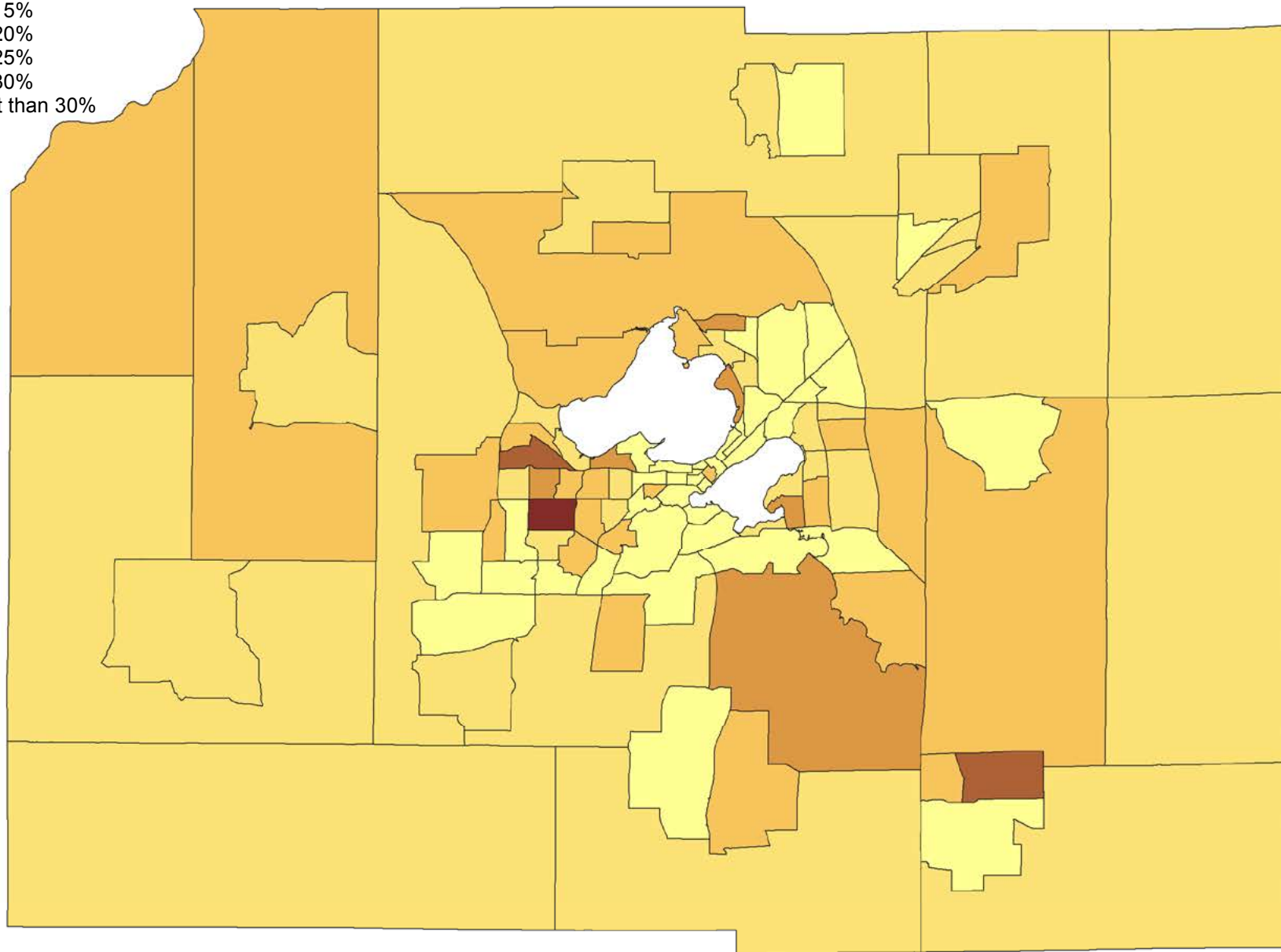
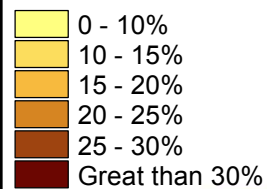
Source: 2010 US Census Bureau, 2017 Estimate from WI Dept. of Administration

Figure 1



The total 2010 Madison Urbanized Area population was 401,661, with an additional 86,412 people residing in the non-urbanized or rural areas of the county (Figure 2). The largest municipalities in Dane County outside the Madison Urban Area include the villages of Oregon, Mt. Horeb, Marshall, and Deerfield and the towns of Oregon and Springdale.

Figure 3

Percent of Total Population

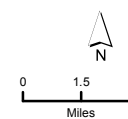
Source: U.S. Census Bureau, 2012-2016 ACS.

**2016 Population, People 65 years and over
by 2010 Census Tract
Dane County, Wisconsin**

Prepared by staff to the:



Date Revised: 7/5/2018



Seniors, People with Disabilities, and Low-Income Individuals

The primary focus of this Coordinated Public Transit – Human Services Transportation Plan is improving the access to employment, medical and social services, shopping, and other destinations for seniors, people with disabilities, and those with limited resources. Therefore, in order to plan and coordinate transportation services to meet the needs of this target population one must know the size of these populations and where they reside.

Seniors

Much like the rest of the state, Dane County has a large elderly population that is projected to grow in the future. The percentage of Dane county's population aged 65 and older is expected to double from 10% to 20% between 2010 and 2040. This growth is partially due to the aging of the Baby Boomers generation as well as advances in medicine that have increased life expectancies. The growth of this population cohort comes at a time in which aging in place – living in one's own home and community, independently regardless of age, income, and ability – has become not only an expected consideration but a norm. According to 2016 estimates, in Dane County there were 61,555 (12% of the total county population) people aged 65 and over as shown in Figure 4, an increase of 23% from the 2010 population; and 25,365 (5% of the total population) aged 75 and over, an increase of 7% from the 2010 population.

Figure 4- Dane County Population Increase, Ages 60+

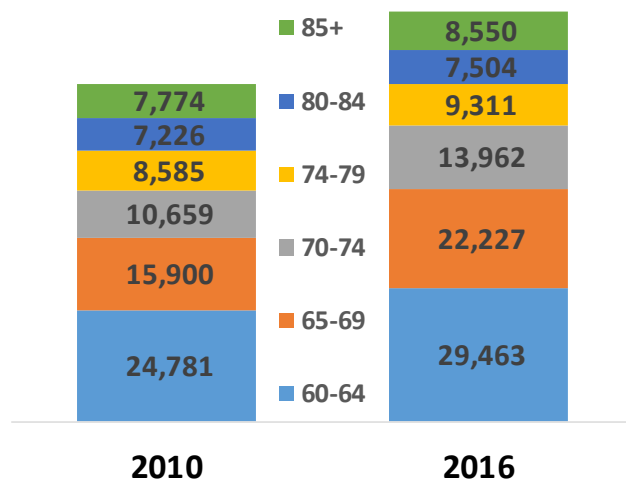


Figure 3 on the previous page shows the spacial distribution of people aged 65 and over by census tract.

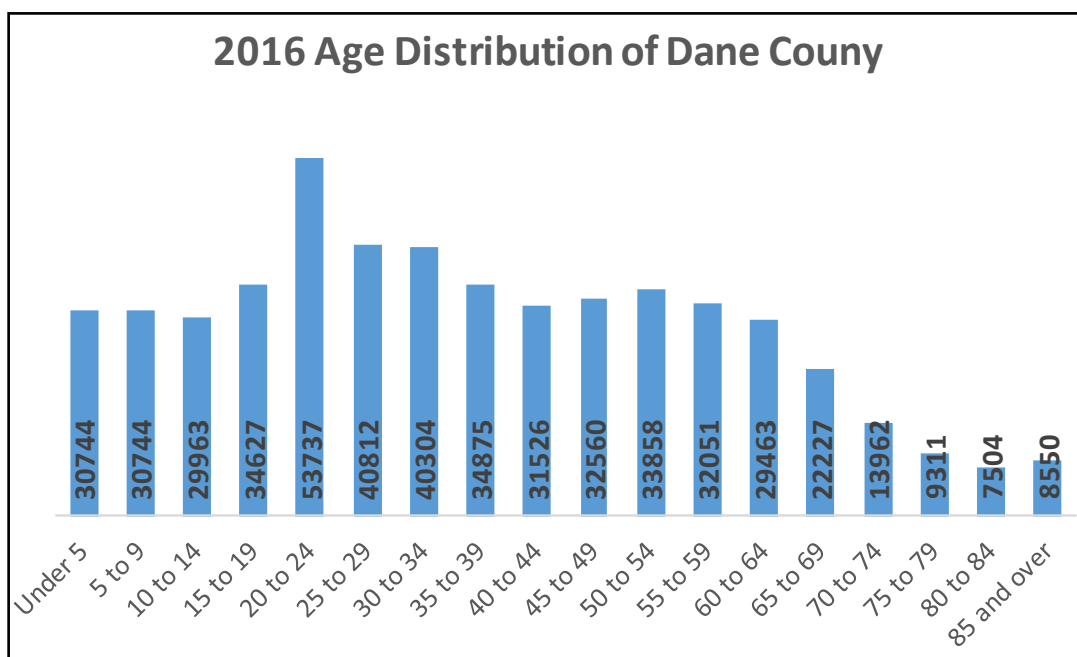


Figure 5

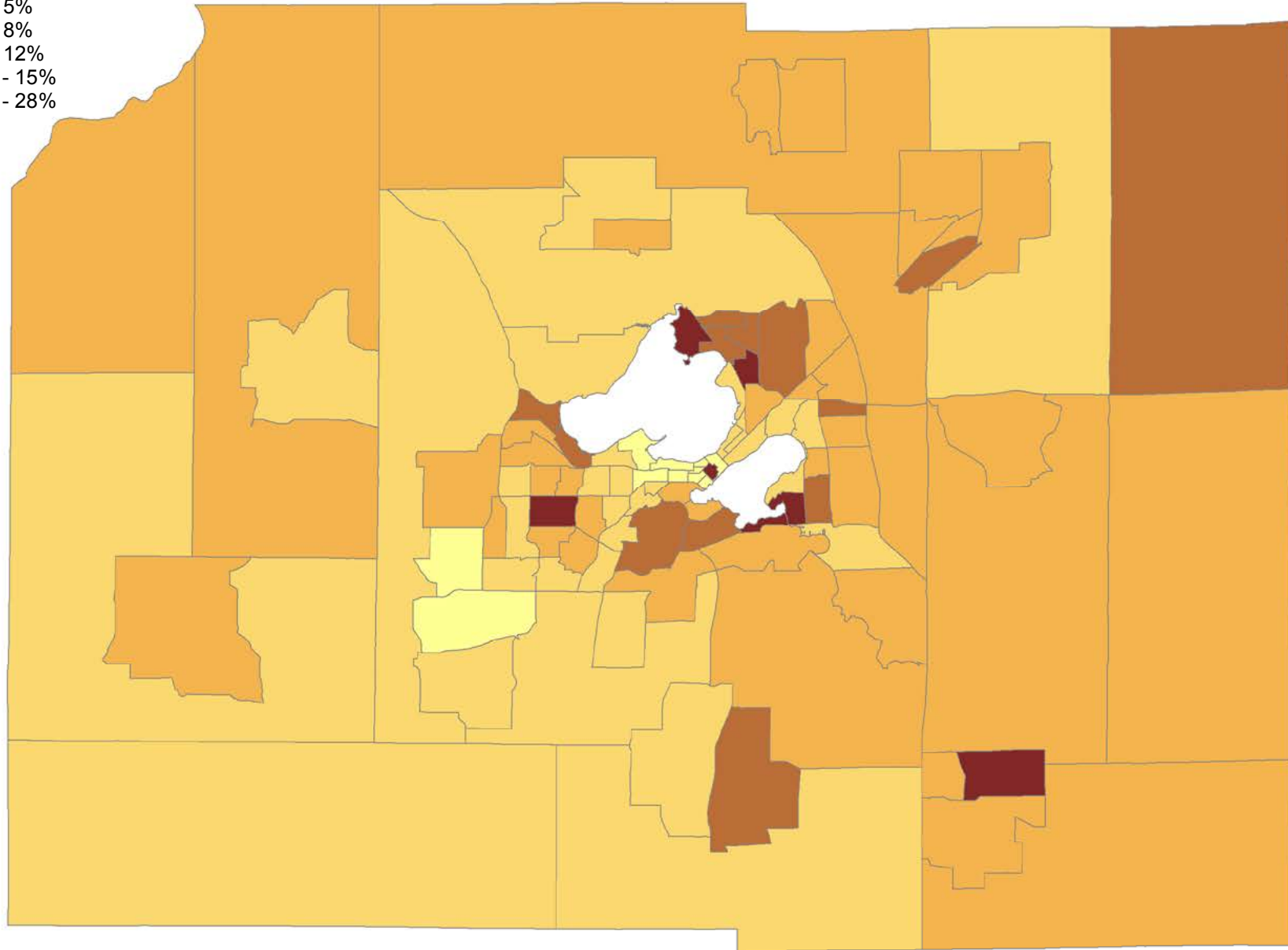
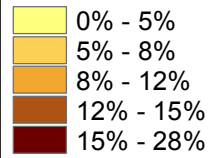
Percent of Total Population

Figure 6

Source: U.S. Census Bureau, 2012-2016 ACS.

**2016 Persons with a Disability
by 2010 Census Tract
Dane County, Wisconsin**

Prepared by staff to the:



Date Revised: 5/23/2018



People with Disabilities

The American Community Survey considers a person to have a disability if he or she is deaf or has serious difficulty hearing; blind or has serious difficulty seeing, even when wearing glasses; has difficulty remembering, concentrating, or making decisions because of a physical, mental, or emotional problem; has serious difficulty walking or climbing stairs; has difficulty bathing or dressing; or has difficulty doing errands because of a physical, mental, or emotional problem. As shown in Figure 7, close to 9% of the County's population has a disability, and rises to 29% of the County's population of people aged 65 or older.

Figure 7 Dane County Population with a Disability

	Estimate	Percentage
Total population	512,893	100%
Total civilian non-institutionalized population with a disability	45,139	9%
Population Under 18 years with a disability	3,835	4%
With a hearing difficulty	84	0%
With a vision difficulty	126	0%
With a cognitive difficulty	2,915	4%
With an ambulatory difficulty	353	1%
With a self-care difficulty	767	1%
Population 18 to 64 years with a disability	23,672	7%
With a hearing difficulty	4,826	1%
With a vision difficulty	3,077	1%
With a cognitive difficulty	10,620	3%
With an ambulatory difficulty	9,527	3%
With a self-care difficulty	3,992	1%
With an independent living difficulty	8,252	2%
Population 65 years and over with a disability	17,632	29%
With a hearing difficulty	7,478	13%
With a vision difficulty	2,785	5%
With a cognitive difficulty	3,976	7%
With an ambulatory difficulty	10,279	17%
With a self-care difficulty	3,376	6%
With an independent living difficulty	7,258	12%

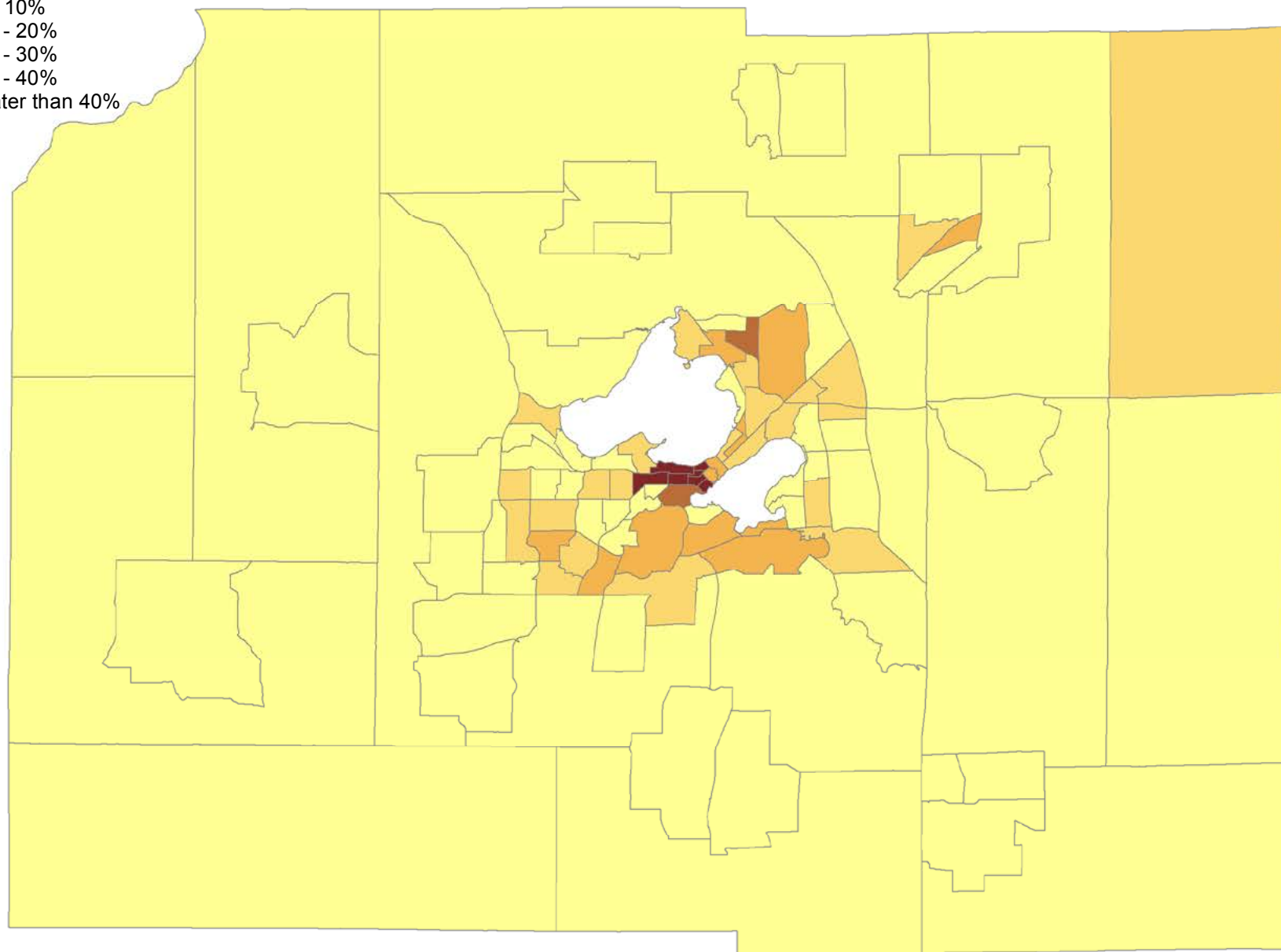
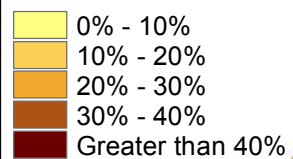
Source: 2012-2016 ACS 5-Year Estimates, Table S1810

Family Care and IRIS Enrollment

Family Care and IRIS are both Medicaid programs that provide long-term care services and supports to frail elders and people with disabilities in Wisconsin. As of February 2019, there were a total of 3,941 individuals receiving long-term care services: 1,878 individuals with intellectual or developmental disabilities, 1,226 frail elders¹, and 837 individuals with physical disabilities.

¹ "Frail elder" means an individual who is 65 years of age or older and has a physical disability or irreversible dementia that restricts the individual's ability to perform normal daily tasks or that threatens the capacity of the individual to live independently.

Figure 8

Percent of Total Population

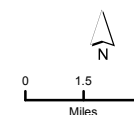
Source: U.S. Census Bureau, 2012-2016 ACS.

**2016 Income in the past 12 months below poverty level
 by 2010 Census Tract
 Dane County, Wisconsin**

Prepared by staff to the:



Date Revised: 5/23/2018



Low-Income Individuals

Access to quality, affordable transportation is a major problem for low-income families and a barrier to sustainable employment. Close to 13% of people in Dane County have incomes that place them below the federal poverty level. The federal poverty level varies by family size and the ages of people in those families; in 2016 it was \$18,480 per year for a family of four including two children. As illustrated in Figure 8, people earning less than the poverty level are generally concentrated in the central and Isthmus area of Madison; however, it should be taken in to consideration that many of these people are university students.

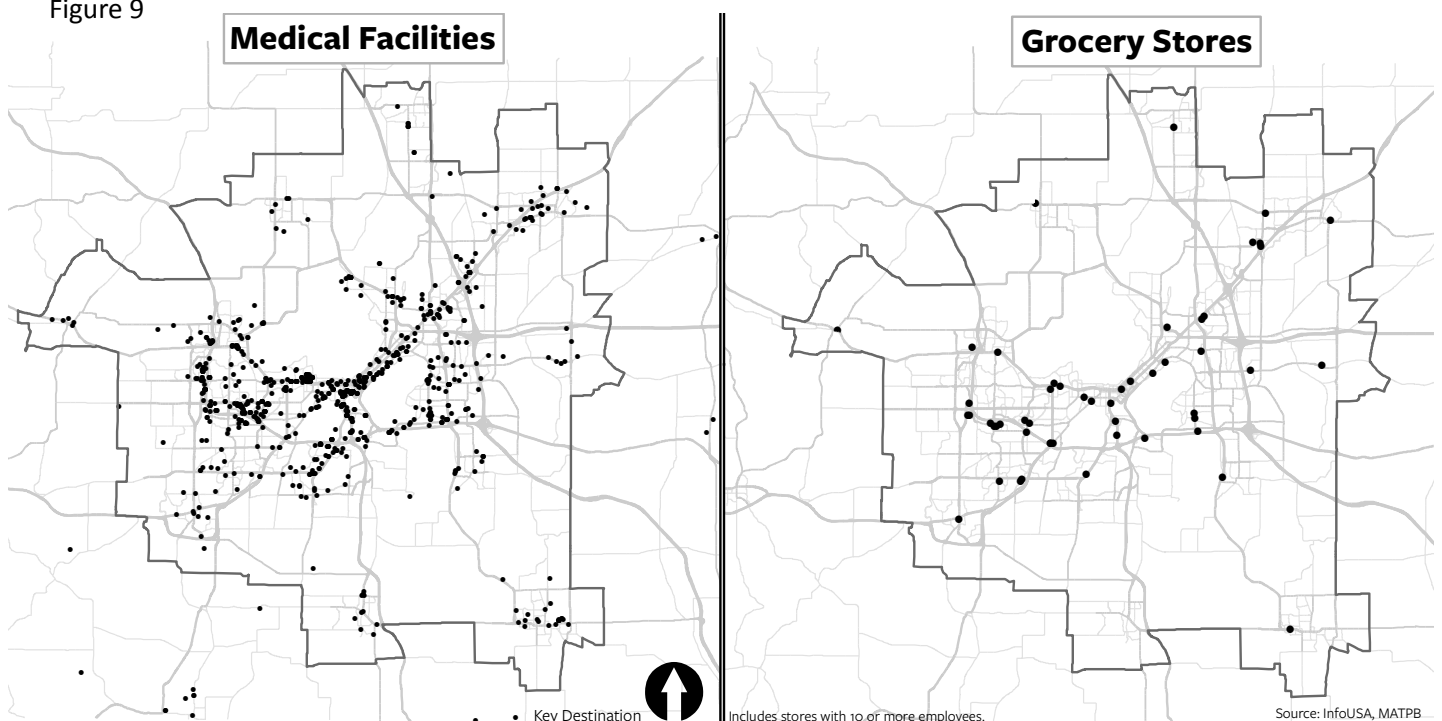
Employment Centers and Major Employers

Keeping track of key destinations and primary employment centers is vital to planning and coordinating transportation services for seniors, people with disabilities, and people with low incomes. Figure 9 shows the location of medical facilities and grocery stores in the Dane County region.

Figure 10 shows the concentrations of 2016 employment centers within Dane County. With few exceptions, the vast majority of jobs are within the Madison Urban Area. The University of Wisconsin-Madison, situated just west of the State Capitol, employs over 24,000 faculty and staff. Large employment centers can also be found along East Washington Avenue and the Beltline Highway, which includes the University Research Park in west Madison. Epic's campus in west Verona employs more than 9,000 people.

Government and university workers account for a large share of the employment in the downtown and UW campus area. Many lower-wage jobs are located in the employment centers in peripheral Madison and in suburban communities like Sun Prairie, Waunakee, DeForest, and Verona that have limited or no public transportation options. These include retail work, production work, food preparation, and some jobs in the health care field such as nursing aides and attendants. Some employment areas, such as Verona and west Middleton, have limited peak period commuter service designed only to support first shift commuting, while many lower-wage jobs do not fit within that schedule.

Figure 9



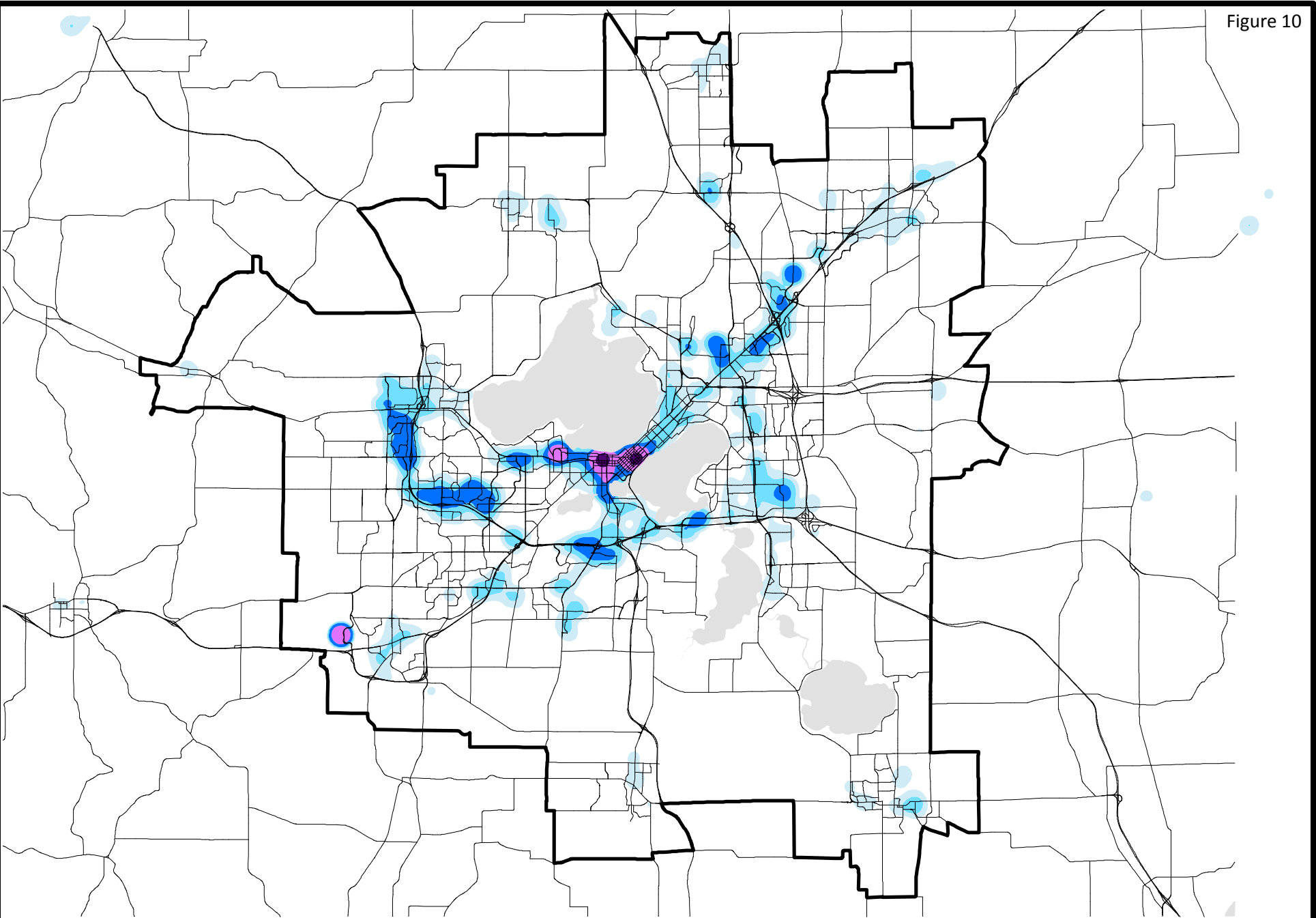


Figure 10

2016 Employment Density
Madison Metropolitan Area

Jobs per Acre

0 to 2.0

2.1 to 5.0

5.1 to 10.0

10.1 to 25

25.1 to 75.0

75.1 or Greater

Metropolitan Planning Area Boundary

Arterial or Collector Roadway

Prepared by staff to the:

Madison Area

T.P.B.

Transportation Planning Board

A Metropolitan Planning Organization (MPO)

Date: 10/19/2018

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Public Transportation Services in Dane County

The City of Madison (Metro Transit), other local units of government, Dane County, and private transportation providers have developed a range of public transit and specialized transportation services to meet the needs of both the general public and specific population groups that have special needs and/or are unable to drive.

Dane County is served by several public transit systems that are open to the general public, as well as specialized transportation systems that are designed to meet the needs of seniors, low-income people, and people with disabilities. A detailed directory of these services can be found in Appendix D.

Public Transit Providers in Dane County

Metro Transit Fixed-Route

Metro Transit (Metro) is the primary transit provider in the Madison urban area. Metro is a City of Madison utility and operates within the oversight of the Mayor, the Common Council, the Transportation Policy and Planning Board, and the Transportation Commission. In regards to transit, the Transportation Commission is responsible for setting service standards, transit fares, route and schedule changes, and paratransit for people with disabilities. Other municipalities and entities like the University of Wisconsin Madison (UW) and the Madison Metropolitan School District (MMSD) contracts with Metro for service.



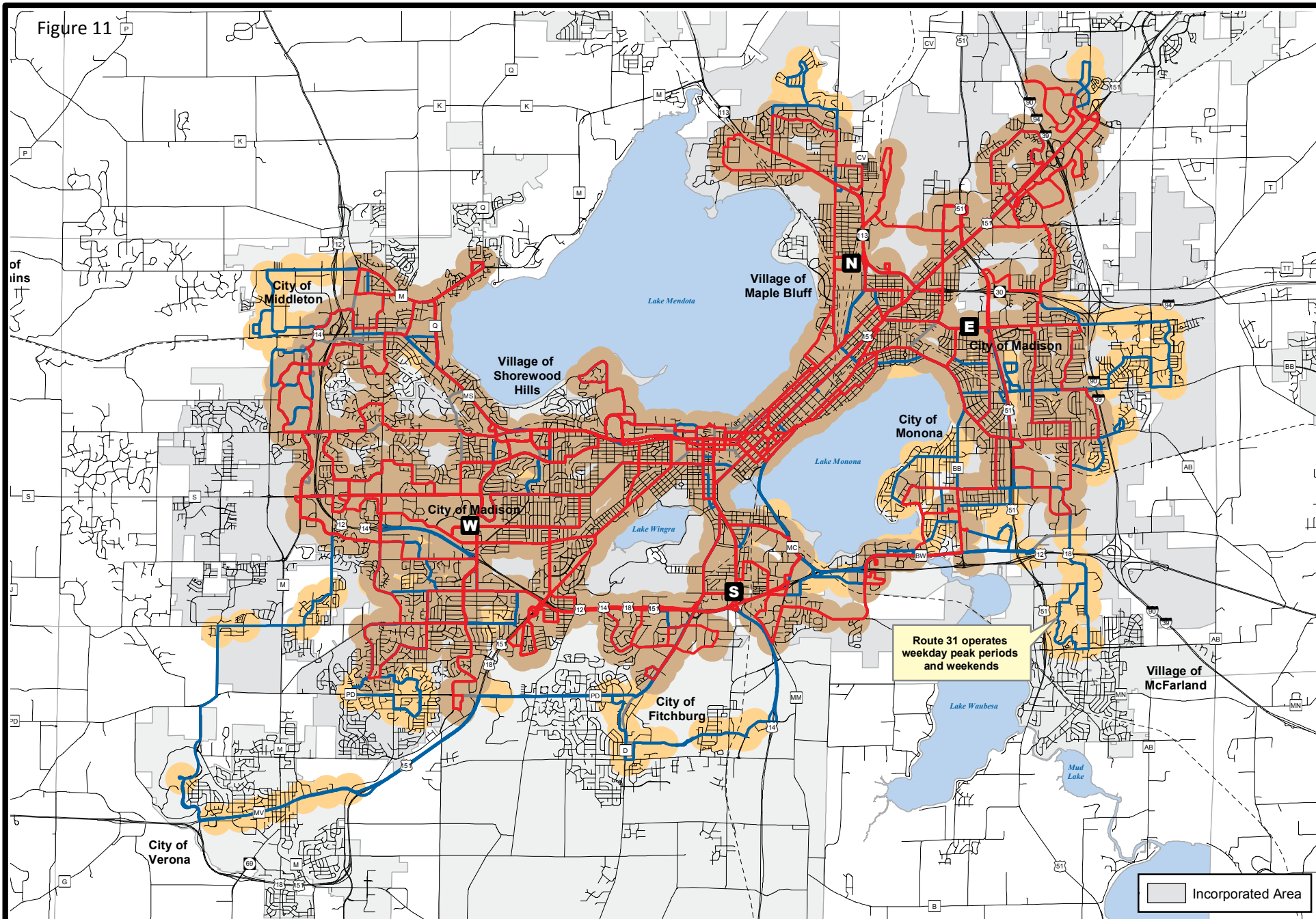
Metro Transit provides regularly scheduled fixed-route transit service within the cities of Madison, Middleton, and Fitchburg, as well as the Village of Shorewood Hills, the Town of Madison, and the UW campus. In addition, commuter service is extended to the City of Verona and additional paratransit service is provided in the Village of Shorewood Hills.

Metro provides Supplementary School Service within the MMSD boundaries. The service facilitates transportation to school for middle school and high school students without forcing excessive transfers or overcrowding the regular fixed route system, and is also open to the general public. Beginning in the fall of 2019 this service will gradually be phased out and will be discontinued by 2022.

Metro has an active fixed route fleet of 215 standard-length 40-foot buses. All buses are wheelchair accessible, equipped with low-floors and ramps. Throughout the day, about 175 fixed route buses are in service during peak commute times: 58 in the mid day, 40 in the evening, and 30 on weekends.

Metro's hours of operation are generally from about 6 am to midnight on weekdays, 7 am to 11 pm on weekends, and 7 am to 7 pm on holidays, with some later circulator service in the central UW campus area. Routes generally operate with 30- to 60-minute headways (the time between scheduled buses), in addition to select overlapping routes in central Madison combining for 15-minute or better effective headways on weekdays. Base fares are \$2.00, youth fares are \$1.25, disabled/senior citizen (65+) fares are \$1.00, and 31-day passes as well as 10-ride cards are available. UW campus circulator routes (80, 81, 82, 84) do not charge fares and many institutions offer unlimited ride passes to students and employees.

Figure 11




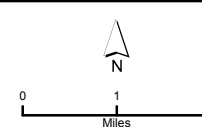
**Service Areas
Metro Transit and
Monona Systems, 8/2018**

Source: GTFS data (Metro Transit)

- Weekday Peak and Off-Peak Service Area*
 - Weekday Peak Service Area Only*
 - Transfer Point
- *1/4 mile buffer of bus stops

- Service Generally Throughout the Day
- Service Peak Periods Only
- Service Limited / Weekends Only

Prepared by staff to the:

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Metro's fixed-route service area (within ¼ mile of a transit route) is 72 square miles, encompassing a population of 248,051 – 61% of the Madison Urbanized Area population and 51% of Dane County's population. Figure 11 illustrates Metro's service area, including the additional service area provided by Monona Transit. Significant population areas in the Madison Urbanized Area that are currently unserved by all-day transit service include Middleton, far southwest Madison and Verona, Fitchburg, McFarland, Cottage Grove, Sun Prairie, Stoughton, DeForest, and Waunakee, and the Sprecher and Grandview Commons neighborhoods east of I-39/90/94. Expanding Metro's service is currently limited primarily by the lack of storage space for buses and the lack of a regional funding mechanism.

Metro ridership peaked in 2014, then experienced a decline between 2015 and 2017. 2018 saw the first increase since 2014, with Metro providing 13.2 million unlinked passenger trips (trips taken on a bus including transfers) during 406,410 hours of revenue service.

Figure 12

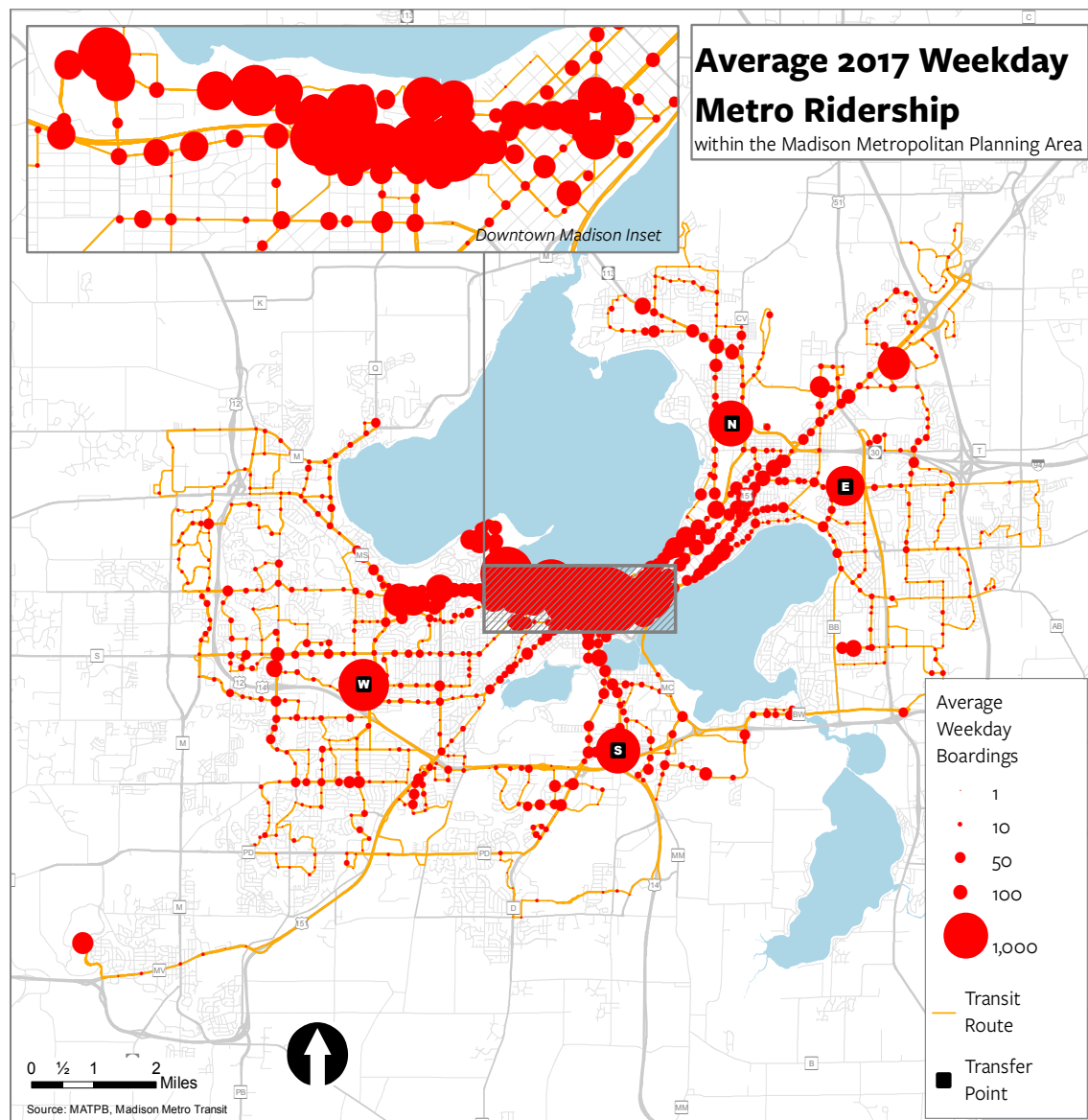
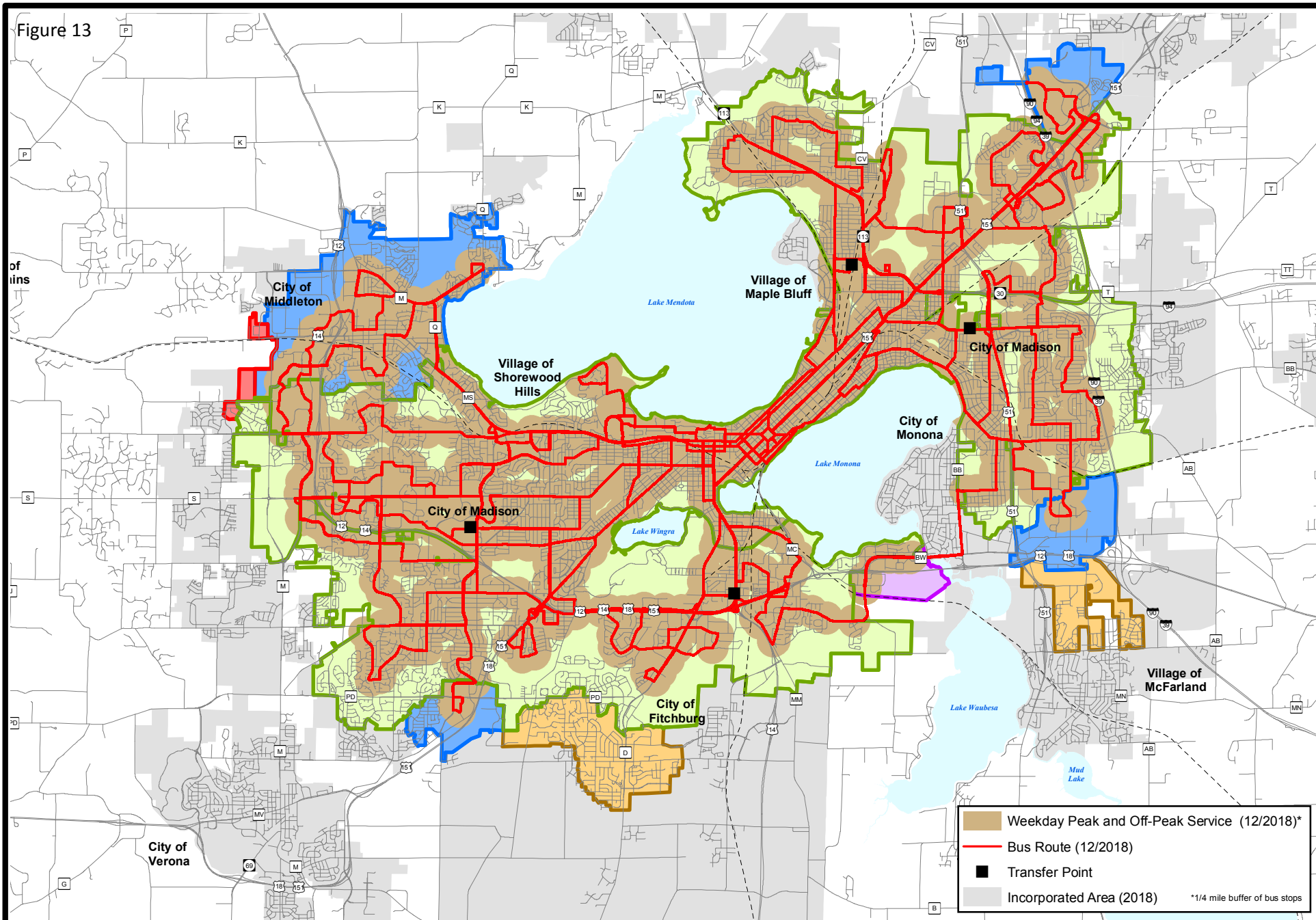


Figure 13



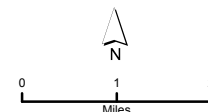
Service Area Metro Transit System

Source: Metro Transit.

Paratransit Boundary (8/2017)

- Limited Weekday: Check specific route schedule each day
- Limited Non-weekday: Check specific route schedule each day
- Full Service: Check general operating schedule every day
- Limited Service: Check specific route schedule each day
- Limited Area: Full Service, but no trips entirely within Monona

Prepared by staff to the:



Metro Paratransit

Metro operates paratransit service on a demand-responsive, advance-reservation basis for people who are unable to use Metro's regular fixed-route service, as required by the American's with Disabilities Act (ADA) of 1990. Subscription service is available to those who make regularly scheduled trips and need a standing arrangement for transportation. For all other trips, users are able to book their ride up to 7 days in advance, but must request their ride no later than by 4:30 pm the day before. Service is provided curb-to-curb, or door-to-door upon request. Excessive no-shows can result in the suspension of service for the passenger.

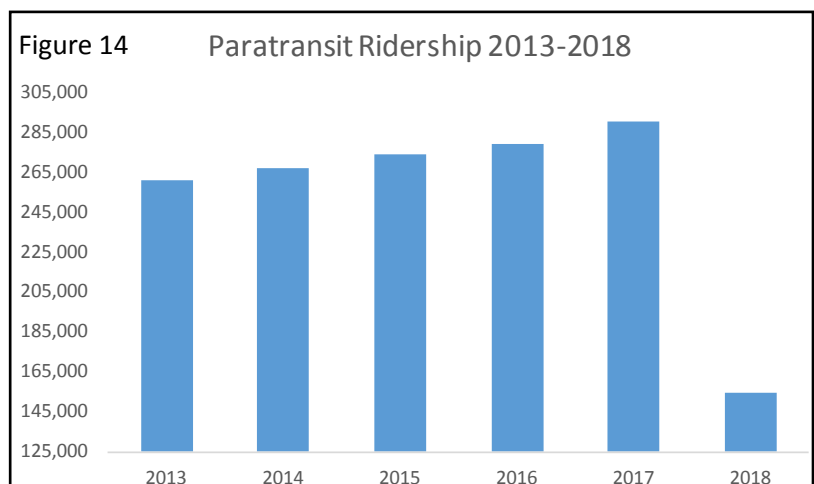
Paratransit users must apply to Metro and be certified as eligible to receive the service in accordance with ADA guidelines and its implementation regulations. Metro uses in-person assessments to determine eligibility for its paratransit service. All assessments are conducted by a trained Paratransit professional. The assessment consists of a physical, and/or cognitive, and/or sensory evaluation of the applicant's functional abilities, which include but are not limited to: gait and balance, step climbing ability, bus route and landmark identification, short term memory, and attention span. In-person assessments also aid in assisting riders with travel training and route orientation.

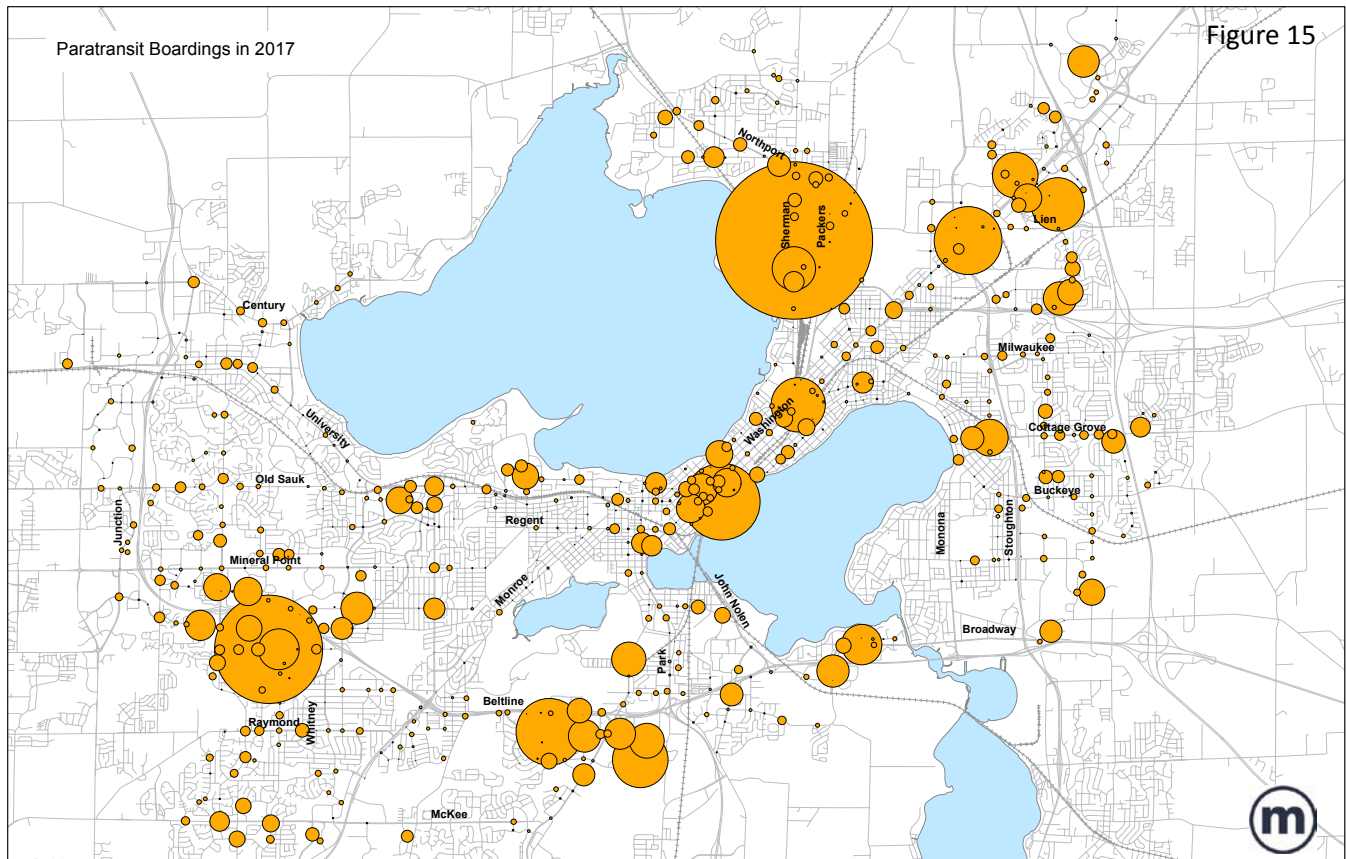
Metro paratransit service is provided within three-quarters of a mile of regular fixed-route service, excluding peak-only commuter routes, and it is provided only during the same hours that the regular fixed-routes operate. However, service is limited to the area within the boundaries of the communities that contract with Metro for service with the exception of the Village of Shorewood Hills where Metro has a contract to provide paratransit service. Figure 13 shows Metro's current weekday paratransit service area.

Paratransit fares are \$3.25. A rider's personal care attendant can accompany them at no cost. Transit agencies are permitted to charge agency fares to human service organizations (agencies) purchasing transit services on behalf of their clients. The agency fare is established from the previous year's audited cost per ride and adjusted to reflect the current year's variables in service expenses. Metro's current agency fare is \$33.75.

Paratransit service is provided by contracted service providers, including Abby Vans, Badger Bus, and Transit Solutions. Metro ceased directly operating paratransit service in August of 2018. Paratransit service operates from 5:30 am to 11:30 pm on weekdays, 7:00 am to 11:30 pm on Saturdays, and 7:00 am to 10:30 pm on Sundays. Figure 15 on the next page shows frequent destinations include central Madison and the UW campus, major hospitals, shopping and employment centers like East Towne and West Towne Malls, and others.

As seen from Figure 14, from 2013-2017 Metro saw steady annual increases in paratransit ridership. In May of 2018 Family Care was fully implemented in Dane County, which resulted in a 47% decrease of ridership over the previous year as rides were shifted away from the Metro Paratransit system.





Monona Transit

Since 1988 the City of Monona has contracted for its own transit service. The city provides a peak-only commuter service called Monona Express and a flexible weekday mid-day only route called Monona Lift. The City of Monona currently contracts with First Transit for both services. The cash fare for both services is \$3.00 for adults and \$1.50 for seniors, people with disabilities, and students. Discounted fare options are available for regular riders. Transfers are accepted from Metro Transit with an additional fare of \$0.50, but Metro does not accept transfers from Monona Transit.



Monona Express operates in a one-way loop around Lake Monona (counterclockwise in the morning, clockwise in the afternoon) with four morning and four afternoon trips. It is a fixed route serving residential areas in Monona and employment areas in Madison: the Capitol Square, UW campus, UW Hospital, the Meriter and St Mary's hospital area, and others. Riders are allowed to travel within Monona and between Monona and Madison, but not within Madison. Annual ridership for Monona Express was 11,352 in 2017. Ridership has been slowly growing in recent years, however still only amounts to just a fraction of the total ridership during early 1990s when it exceeded 40,000. This is due to fare increases, lack of connection to Metro Transit, and changing demographics and employment locations of residents.

Monona Lift is designed to meet the needs of seniors and people with disabilities, but it is also available to the general public. The route operates in four one-way clockwise loops through Madison similar to Monona Express's afternoon service and two loops within Monona. The service operates as a point deviation system with scheduled stops along the route. Senior riders and people with disabilities may prearrange to be picked up and/or dropped within ½ mile of the route. Annual ridership for Monona Lift was 5,626 in 2017, and has been slowly declining in recent years.

For more information on Metro Transit and other public transit services, see the Transit Development Plan for the Madison Urban Area.

Stoughton Public Transit

The City of Stoughton contracts with Running Inc. to provide subsidized shared-ride taxi service with a fleet of 4 vehicles. Hours of service are 6:00 a.m. to 6:00 p.m. Monday through Thursday, 6:00 a.m. to 7:00 p.m. on Friday and Saturday, and 8:00 a.m. to 4:00 p.m. on Sundays. Service is provided within Stoughton city limits and up to 3-miles outside of city limits, as long as either the origin or destination is within city limits. The one-way fare is a fixed rate within city limits of \$4.50 for adults and \$3.50 for seniors and people with disabilities. Beyond city limits, an extra fee of \$1.00 per mile is charged. The service is wheelchair-accessible. Approximately 30,000 one-way trips were provided in 2017.



Sun Prairie Shared-Ride Taxi

The City of Sun Prairie contracts with Running Inc. for subsidized shared-ride taxi service, and also provides a shuttle service to the East Towne Mall in Madison, where riders can then access the Metro fixed-route service. Hours of service are 6:00 a.m. to 11:00 p.m. Monday through Thursday, 6:00 a.m. to 2:45 a.m. Friday and Saturday, and 7:00 a.m. to 8:00 p.m. on Sundays. The one-way fare is a fixed rate within city limits of \$3.00 for adults and \$2.00 for seniors and people with disabilities, with other fare categories. Beyond city limits, an extra fee of \$1.75 per mile is charged. The service is wheelchair-accessible and is incorporated into the shuttle service. Passengers returning to Sun Prairie on the shuttle may stay on board and receive service to their final destination for a taxi fare. About 74,700 annual passenger trips are made on the Sun Prairie Shuttle and Taxi system.



Public Transit in Neighboring Counties

Several shared-ride taxi and specialized transportation systems operate in small communities surrounding Dane County. Each county has an Aging and Disability Resource Center (ADRC) which provides transportation services to eligible participants.

Two fixed-route public transit systems exist in counties bordering Dane County. Janesville Transit System (JTS) and Beloit Transit System (BTS) provide fixed-route bus and paratransit service in those communities. In addition, the Innovation Express route (by JTS) provides several daily trips between Beloit, Janesville, Milton, and Whitewater. Connections to Madison can be made on Van Galder Bus with a transfer in Janesville.

Specialized Transportation Services in Dane County

The Adult Community Services Division of the Dane County Department of Human Services (DCDHS) administers transportation resources and services that enable seniors, persons with disabilities, veterans, workers, refugees, low income families and others to access their communities and needed services. Over 18 diversified transportation programs help Dane County residents get to where they need to go. DCDHS contracts with private service providers. Dane County transportation operates within the oversight of the Dane County Specialized Transportation Commission (DCSTC).

Metro Transit and Dane County coordinate funding as some of their services overlap. Dane County shares the State of Wisconsin Section 85.21 funds it receives with Metro Transit to support its paratransit service. Metro Transit, in turn, shares its State of Wisconsin Section 85.20 funds with Dane County to support GAS and RSVP since those programs relieve pressure on paratransit needs.

Below are descriptions of the different programs that DCDHS administers and supports.

Transportation Call Center

Dane County operates a One-Stop Shop Transportation Call Center staffed by a Mobility Manager. The Call Center coordinates and provides detailed transportation options, referrals to programs or providers, eligibility determination, ride authorizations and other services to Dane County residents. Information of all available transportation resources is provided. The Call Center helps riders easily connect with the correct transportation services. The Dane County Call Center is the only Transportation Resource Center in the region. In 2018 the Call Center handled 6,419 calls and authorized 48,034 rides.

Travel Training

Persons unfamiliar with Metro Transit routes, shared-ride taxi transit programs or county-funded group ride programs are assigned a Volunteer Bus Buddy for route familiarization and other support while learning to use these services. The Bus Buddy program offers trip excursions where groups of seniors and persons with disabilities receive fixed bus route training while participating in a fun community outing. A training program using occupational therapy aids is available to individuals requiring additional help/training to use mainline bus. Paratransit eligible riders who receive travel training and switch to fixed route use has shown to achieve substantial cost savings for Metro Transit and increased mobility for the individual.

Group Access Service (GAS)

GAS provides regularly scheduled weekday routed group trips for seniors (age 60 and older) and people with disabilities who live in their own home or apartment and reside within the Madison, Monona, and Middleton areas. The service is neighborhood-based, connecting residential areas to nearby community/senior centers, nutrition sites, grocery/general shopping, farmer's markets, pharmacies, and libraries. Medical trips are not provided. Door-to-door service is provided as well as assistance with packages. Wheelchair accessible vehicles are available. The one-way fare is \$0.50 for nutrition trips, \$1.00 for in-town shopping trips, and \$1.50 for out-of-town shopping trips. Rides are arranged between senior organization staff, nutrition site staff, seniors directly and transportation providers. GAS provided 19,796 one-way passenger trips in 2018.

Rural Senior Group Transportation Service (RSG)

RSG provides regularly scheduled weekday routed group trips for seniors (age 60 and older) and persons with disabilities who live in their own home or apartment and reside outside the GAS service area. Service is provided within ten geographic areas of the county, as shown on Figure 16. RSG is modeled after the GAS transportation program, but it is organized differently in each area based on a local determination of needs.

Rides are provided to community/senior centers, nutrition sites, grocery/general shopping, farmer's markets, pharmacies, and libraries. Medical trips are not provided. Door-to-door service is provided as well as assistance with packages. Wheelchair accessible vehicles are available. The one-way fare is \$0.50 for nutrition trips, \$1.00 for in-town shopping trips, and \$1.50 for out-of-town shopping trips. Rides are arranged by senior organizations, seniors directly and transportation providers. RSG provided 29,659 one-way passenger trips in 2018.

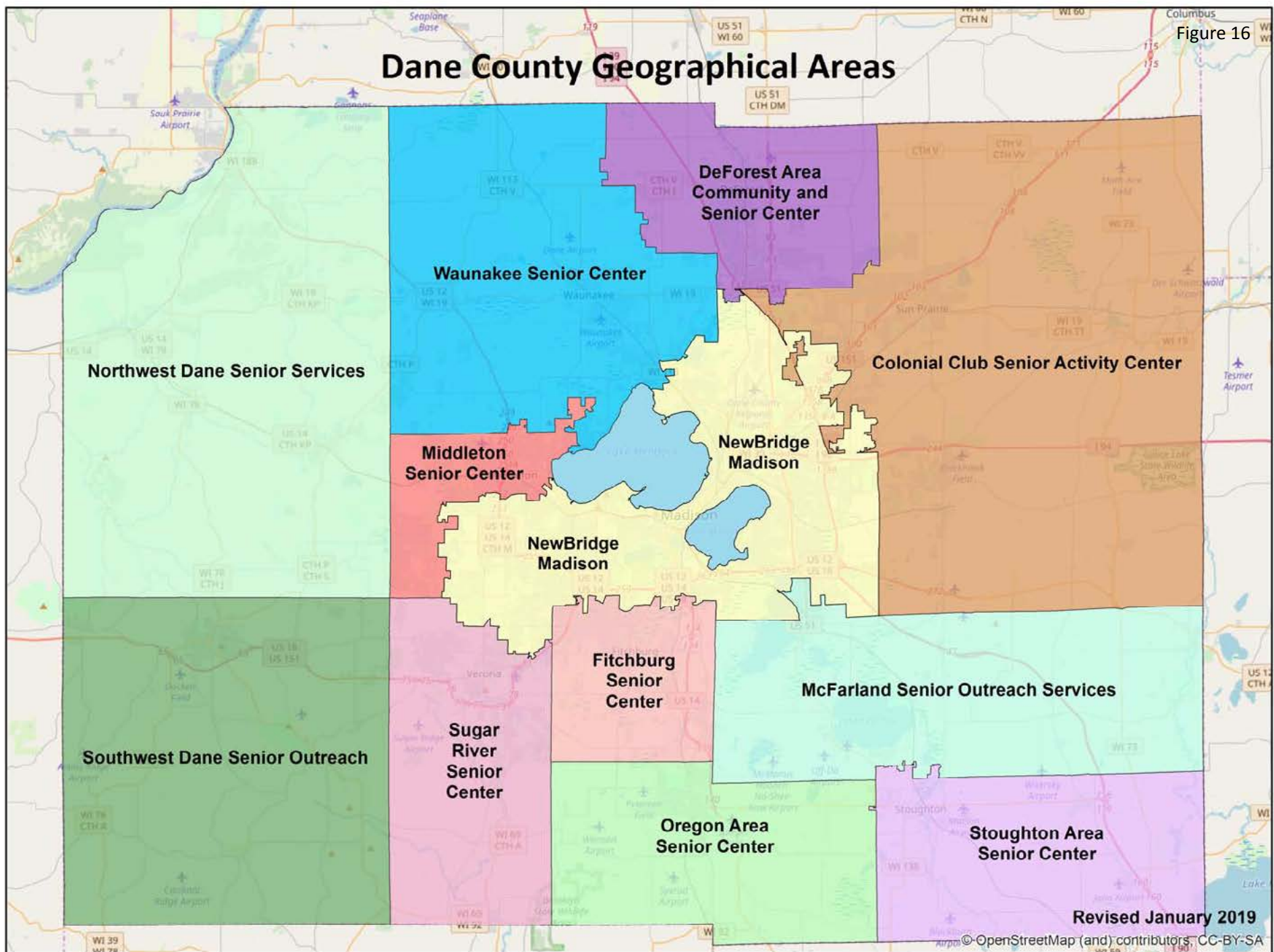
Both GAS and RSG are expanding transportation to food pantries and selected social activities. Ridership for these two programs is expected to grow.

Rural Access for Transportation Service (RU)

RU provides transportation to rural seniors and persons with disabilities who live in their own homes or apartments to services which enhance their ability to remain independent and in their own homes. Service is individualized, door-to-door, demand-response, and wheelchair accessible vehicles are available. Eligibility is determined by DCDHS. Rides are approved through the Dane County Transportation Call Center. Funding for this program is limited, and only rides which are not covered by other funding or ride programs are eligible.

Older Adult Transportation Assistance Program (OATAP)

The Older Adult Transportation Assistance Program (OATAP) provides specialized transportation services to seniors (age 60 and older) who live in their own home or apartment to appointments and services that enhance their ability to remain independent. The service is door-to-door and the passenger fare is based on the individual's ability to pay. Wheel chair accessible vehicles are available. Eligibility is determined by DCDHS. Rides are approved through the Dane County Transportation Call Center. Funding for this program is limited, and only rides which are not covered by other funding or ride programs are eligible.



Supplemental Medical Transportation Assistance Program (SMTAP)

SMTAP provides assistance with transportation costs not covered by Medical Assistance to people with medical treatments that are frequent or of long duration, or that are distant from the patient's home. The service is door-to-door and the passenger fare is based on the individual's ability to pay. Wheel chair accessible vehicles are available. Eligibility is determined by DCDHS. Rides are approved through the Dane County Transportation Call Center. Funding is limited, and only rides which are not covered by other funding or ride programs are eligible.

Retired Senior And Volunteer Driver Program (RSVP) / Veterans Helping Veterans Program (Vets Helping Vets)

RSVP provides individual rides to medical appointments for adults aged 60 and over and for people with disabilities. In addition, RSVP volunteers deliver meals to homebound people. The Vets Helping Vets program provides veterans, regardless of age or discharge status, and their family members with rides to needed appointments and services. The RSVP/Vets Helping Vets service is door-through-door and drivers will escort the passengers in getting to the correct location within the clinic or hospital. Volunteer drivers provide the rides in their own vehicles and are reimbursed at a rate of \$0.51 per mile. Rides must be arranged prior to the day a ride is needed. There is no fare, but donations are sought to offset the cost of service.

RSVP/Vets Helping Vets service is an integral part of the transportation services provided to seniors within Dane County. In rural areas RSVP/Vets Helping Vets are often the only modes of transportation available for individualized rides to needed appointments. In the Madison area, seniors who are not eligible for Metro fixed-route or paratransit service benefit from the program. Approximately 105,450 trips were provided in 2018 by RSVP and Vets Helping Vet drivers.

Other Veteran Transportation

DryHootch provides veterans with rides to needed appointments and services, regardless of their age, discharge or disability status. The service has scheduled stops with accessible vehicles, but individuals may receive door-to-door service based on need. The service area is Dane County and surrounding communities. One-way fares for routed services are \$1.00 and door-to-door rides are based on the individual's ability to pay. Rides are scheduled through the Madison Dryhooch office. Dane County also distributes free Metro annual bus passes to qualified veterans through the "Vets Ride with Pride" program.

Employment Transportation: Rideline and Employment Transportation Assistance

Rideline provides limited demand-responsive transportation service for work, volunteering and education or training. Door-to-door service is provided on wheelchair-accessible vehicles. Transportation through the Rideline program is generally authorized for a limited time. The Employment Transportation Assistance (ETA) program is a transit-based fare assistance program for unemployed and low income persons to job search and receive rides to and from work in the Metro Transit service area. Eligible riders are limited to one monthly bus pass to job search and one pass to get to and from work.

Eligibility is determined by DCDHS. Rideline and ETA transportation are approved through the Dane County Transportation Call Center. Funding for these programs is limited, and only rides which are not covered by other funding or ride programs are eligible.

YW Transit

The YWCA operates the YW Transit program, which includes a personalized transportation service called JobRide. JobRide transports low-income individuals who do not have access to other services like fixed-route bus or paratransit to work and employment-related activities. Rides must be approved and scheduled in advance. In 2017, JobRide provided 31,347 one-way trips. In addition, YW Transit has a sexual assault prevention program that provides safe rides for potential victims of sexual assault and furnishes some community transportation on a contracted basis.



Dane County Vehicle Loan/Vehicle Repair Loan Program

Rural low-income workers who live or work outside of public transit service areas may be eligible to receive zero-interest loans and family financial planning courses. Recipients are required to ride-share where possible. This is a revolving loan fund. Loan applications are approved by the Southwest Community Action Work-N-Wheels program.

Other Providers and Services

Private Taxi Services

There are five private taxi service providers in the Madison area and Dane County. Union Cab, Badger Cab, Green Cab, and Madison Taxi primarily operate in the Madison area. Van Go Taxi, based in Waunakee, provides taxi service throughout Dane County and surrounding areas. Union Cab and Van Go Taxi have wheelchair-accessible vehicles available. Badger Cab and Green Cab offer shared-ride service at a lower cost.

In addition to the private taxi service providers, private Transportation Network Companies, such as Uber and Lyft, provide service within the county.

Private Specialized Transportation

Several private specialized transportation providers operate within Dane County and may provide contracted services for area human services agencies. These private providers include:

- Abby Vans
- Badger Bus Lines
- Brown Cab
- Capitol Express Transportation
- Care Van Service
- Curtis Ambulance
- Home 2 Care Transportation
- Independent Living Inc.
- Mad City Mobility
- Near 4 U
- N Motion Medical Transport
- Quality Transit
- Transit Solutions
- Van Go Taxi
- We Care Transportation

State-wide Non-Emergency Medical Transportation (NEMT)

The Wisconsin Department of Health Services provides non-emergency medical transportation to covered services for certain Wisconsin Medicaid and BadgerCare Plus members who have no other way to get a ride to a covered service. This service is a state-wide program. Presently, MTM, Inc. is the manager of these trips. NEMT is available 24 hours per day, every day of the year, but patients must schedule their rides at least two days in advance. Rides are provided with a combination of specialized medical vehicles (typically cutaway vans) as well as ambulances and public common carrier vehicles (buses, paratransit, and taxis).

Non-Profit Organizations

There are many non-profit organizations within Dane County that provide transportation services, including community centers, residential care facilities, faith-based organizations, and vocational organizations. These services are typically limited to a specific client or member base.

The Aging and Disability Resource Center (ADRC) of Dane County helps older adults and people with disabilities, along with their families and caregivers connect with the resources, including referrals to the Dane County Transportation Call Center, services they need to live as safely and independently as possible.

Rideshare, Etc.

The Rideshare, Etc program, operated by the Madison Area Transportation Planning Board, matches commuters with each other to form carpools and vanpools. The Rideshare, Etc coordinator also advises individuals who need to make trips by assisting them with transit planning or referring them to The Dane County Transportation Call Center or other services.

Intercity Bus, Air, and Rail Services

Six highway coach companies (Van Galder Bus, Badger Bus, Greyhound, Megabus, Lamers Bus Lines, and Jefferson Lines) provide intercity bus service to and from Madison. Van Galder Bus Co. provides fifteen daily trips between Madison and Chicago (downtown, O'Hare airport, and Midway airport) with stops in Janesville, Beloit, and Rockford. Badger Bus provides eight daily trips between Madison and Milwaukee. Greyhound provides a route between Chicago, Milwaukee, Madison, Eau Claire, and the Twin Cities, with connections to international destinations. Megabus, with service in selected regions in the U.S., operates express buses between Chicago, Madison, and the Twin Cities. Lamers Bus Lines operates daily service from Madison to Dubuque, Wausau, and Green Bay. Jefferson Lines operates daily service between Milwaukee, Madison, La Crosse, and the Twin Cities. Limited additional seasonal intercity bus service is available, including direct service to Whitewater, on Fridays and Sundays when colleges and universities are in session.

Dane County Regional Airport (DCRA) serves several airlines and many destinations around the U.S., including Chicago, Minneapolis / St Paul, Denver, Atlanta, Dallas, New York, and others. Ground transportation to and from DCRA is provided by taxi and Metro Transit, with Route 20 operating between the North Transfer Point and East Towne Mall every 30 to 60 minutes.

While Madison has no passenger rail service, Amtrak provides thruway ticketing where passengers can purchase one ticket through Amtrak that includes a bus trip to Chicago on Van Galder Bus.



Assessment of Transportation Gaps and Needs

Through coordination with Dane County Human Services (DCDHS), Madison Metro, and area human services and transportation providers, the following list of transportation gaps and needs was compiled. Many of the identified gaps and needs have carried over from the previous coordinated plans; however, stakeholders also identified new and emerging needs. The gaps that were identified have been broadly classified into six categories: financial; coordination, education and outreach; service; vehicles; infrastructure; and technology.

Financial Needs

Funding for Service Providers

The lack of sufficient funding for public transportation is the root of many of the transportation gaps and needs experienced in Dane County and elsewhere around the United States. Less than 20% of federal transportation funds are allocated to public transit; to access those funds, operators must come up with at least 20% local match for capital expenses and 35% local match for operation expenses.

At the state level, in 2011 the Wisconsin Legislature reduced transit operating assistance by 10% and repealed regional transit authorities (RTAs), which would have allowed a local half-cent sales tax to fund mass transit. The County Elderly and Disabled Transportation Assistance program (85.21) provides counties with financial assistance to provide transportation services to seniors and individuals with disabilities. As the aging population continues to increase, maintaining or increasing the 85.21 funding levels will be vital to continue to meet the needs of the seniors and people with disabilities in Dane County.

Affordability for Users

There are many DCDHS programs that provide affordable and accessible transportation options, as described in the previous chapter. Increased awareness of these programs can help extend the reach of these cost effective transportation options to more eligible participants.

Providing fare assistance for people to use existing public transit, specialized transit, taxi, or other services is an additional cost-effective way to provide transportation for low-income people. Fares for taxi services – even publicly subsidized shared-ride services – can be particularly difficult for low-income people to afford. Additionally, providing paratransit eligible clients who also ride fixed-route buses with a free transit pass to encourage fixed-route use has shown potential to achieve substantial cost savings for Metro Transit and increased mobility for the individual.

The costs of vehicle ownership, transit fares, or other transportation costs may limit access to jobs, medical care, and other services for low-income individuals. There is a need for financial assistance to low-income people to purchase or repair vehicles for employment transportation in areas or situations where public transit service, specialized transportation, and ride sharing are not practical – primarily in rural areas. Driver's license fees, insurance, and vehicle registration have also been identified as barriers for low-income people to access transportation.

Coordination, Education and Outreach Needs

Mobility Management

Navigating complex transportation programs and eligibility requirements can be a major barrier to accessing transportation services. Transportation services are often fragmented due to restrictive eligibility requirements, which may result in duplicative or underutilized services, service gaps, and rising costs. Some individuals are not fully aware of the wide variety of programs and their eligibility requirements.

Dane County offers mobility management services to people to help them navigate the various public transit, paratransit, and specialized transportation systems that may be available to them, coordinated through the Dane County Transportation Call Center. Continued funding is needed to maintain the Dane County Transportation Call Center. Improved information on specialized transportation services would help new and occasional users utilize the programs.

Dane County and Metro Transit work closely together to ensure that changes in eligibility do not result in unexpected eligibility gaps for riders; however, with the implementation of Family Care in Dane County in 2018, transportation brokerages are increasingly contracting with other transportation providers rather than with Metro Transit which makes this coordination between programs much more challenging.

Medical transportation to hospitals and medical centers is difficult for people who cannot make the trip by themselves. Improved coordination has the potential to significantly reduce duplication and provide enhanced service. Dialysis and cancer treatment trips are particularly difficult to coordinate, given the frequent nature and duration of the treatment visits. Incentives are needed for dialysis centers to coordinate schedules for patients who live close to each other. Additionally, local coordination of Non-Emergency Medical Transportation (NEMT) has not been possible since the commencement of the state-wide NEMT transportation broker.

The Madison Area Transportation Planning Board employs a full-time Transportation Demand Management and Rideshare Etc. Program Coordinator who works with individuals and large employers in Dane County to promote and coordinate ridesharing, van/carpooling, transit, and other transportation alternatives for employees. However, additional resources are needed to encourage more employers to assist employees with transportation to work and provide incentives for them to do so. The need is particularly great in areas outside Metro's transit service area. For some low-wage workers, carpooling with fellow employees may be the most effective way to get to work. There continues to be a need for improved coordination of job training and transportation, and other employment transportation with public transit.

Rider Education

Navigating the Metro bus system can be a challenge, particularly for trips which involve a transfer, for new riders who are used to driving themselves, and for people with mental health, cognitive, or developmental disabilities. Training is needed, particularly for seniors, people with disabilities, and those who do not speak English well, who could use the fixed-route bus system with some coaching and encouragement. In many cases, removing this barrier improves people's mobility and independence while reducing Metro's cost by reducing reliance on paratransit. Mobility training and fixed-route

orientation may include individual or group guidance sessions, in-person meetings, and/or traveling with the person until they feel comfortable making the trip on their own. Although many users can become comfortable using fixed-route transit after a single training session, some users may need ongoing mobility training and transfer supervision. An example of transfer supervision would be deploying a staff member to a Metro Transit transfer point at key times when people with disabilities are known to travel. The staff would assist individuals as needed and watch for problems such as people boarding the wrong bus.

Metro Transit distributes a full-size color system map and Ride Guide (with timetables and other information) aboard its buses and at selected locations. Trip planning is also available using Google Maps and other real-time electronic data sources. These materials need to be consistently improved upon for ease of use. Large-print materials are needed for individuals with impaired vision.

Outreach

Being home to the state capitol and a major university, there are a large number of human services agencies and organizations within the Madison area. This makes coordination key to effective service delivery and the minimization of duplication; however, outside the coordinated planning process- which occurs every five years- there is currently no other mechanism to convene a more frequent meeting of providers and facilitate coordination. The coordinated planning process benefits from a broad range of stakeholders. Historically stakeholders from the medical, educational, and residential care facilities have been largely absent from the coordinated planning process in Dane County.

Data showing how the various public transit and specialized transportation systems operate, and how people use the system is limited. Cooperative and ongoing sharing of data could help with identifying service gaps and opportunities for collaboration.

Land use planning plays a critical factor in where new facilities, including senior housing, medical facilities, shopping centers and new employment opportunities are located. There is a continued need for public transit and specialized transportation providers to collaborate with planning commissions to help ensure that new development can be served by public transportation options.

Service Needs

Coverage Area

Fixed-route bus service offers transit-dependent riders the greatest range of mobility options, often at the most affordable price. The urban portion of the Madison area is well served by fixed route bus service; however, the more suburban Dane County communities either have limited or no bus service, including Cottage Grove, DeForest, Fitchburg, McFarland, northern Middleton, Waunakee, Sun Prairie, and the far southwest side of Madison. Regional connections to Stoughton, Oregon, Belleville, and Mt. Horeb, as well as surrounding counties are needed. Better integration of transfers and connections between systems is also needed. In smaller communities, publicly subsidized accessible shared-ride taxi service is often the most efficient form of public transportation. Sun Prairie and Stoughton currently offer the only publicly-subsidized shared-ride taxi systems in Dane County. Other growing communities such as Verona and Waunakee could also use the approach to provide transit service within their communities and to neighboring suburban communities.

Transit-dependent individuals who are not within the Metro fixed-route bus service area, or those with mobility or cognitive impairments which limit access to fixed-route bus service must rely on specialized transportation options. Metro Paratransit provides paratransit service for individuals with disabilities within $\frac{3}{4}$ miles of a Metro fixed-route corridor, who cannot use the fixed-route service, under the Americans with Disabilities Act (ADA) requirements.

Additional specialized transportation trips are needed for areas that are outside Metro's service area, particularly in the rural portions of Dane County and the peripheral or suburban areas listed above. Dane County's group ride programs (GAS and RSG) are an effective way to meet the basic day-to-day needs of seniors and people with disabilities. Additional shopping and nutrition trips would improve options for seniors and people with disabilities, however service area boundaries currently limit the destinations that can be served.

Service Hours

For those living within the Metro service area, many residential and employment areas have only limited service or peak-period-only commuter service, and they lack off-peak, weekend, and paratransit service. The public shared-ride taxi services in Stoughton and Sun Prairie also have limited late night hours. The lack of night service makes access to 2nd and 3rd shift employment opportunities difficult.

Travel Times

Excessive travel time may make certain trips impracticable. For those using the fixed-route bus system, a mid-day, weekend, or evening commute across Madison may require multiple transfers and take over an hour. For riders with a physical or cognitive impairment, a specialized transportation trip of excessive duration may present additional complications and result in barriers to transportation.

Scheduling

Metro Paratransit service, and other accessible specialized transportation services, and NEMT rides require at least one-day advanced reservation. There is a need for flexible, short-notice rides, especially for medical appointments.

Often passengers are given a window of time for when pickup will occur, and the driver will only wait a set amount of time for the passenger to arrive at the vehicle. For those with mobility challenges, the wait time may not be long enough for them to make it out to the vehicle, resulting in a missed ride.

Reliability

Reliability is one of the most important factors for those relying on public and specialized transportation, and is one of the top complaints that Metro Paratransit receives. The failure of a ride to show up or a canceled trip can result in the rider missing important appointments that are often difficult to reschedule. For those depending on public transportation to get to work, any disruption in the schedule may result in the employee not getting to work on time and limit their employment opportunities.

Other Service Needs

The implementation of Family Care in Dane County in 2018 has resulted in a variety of new and emerging transportation challenges for service providers, transportation providers, and enrolled participants. Many providers have reported that enrollees in Family Care have experienced a reduction in transportation service level, particularly for social and work-related trips. As the implementation of Family Care progresses, additional service needs may emerge.

A service gap exists for residents of residential care facilities. Eligibility requirements for many DCDHS transportation programs preclude serving those who do not live in their own home or apartment; while some residential facilities are equipped with vehicles to provide trips for their residents, many are not, leaving those residents with limited transportation options which often require relying on family or costly private transportation services.

Vehicle Needs

Light-duty transit vehicles typically last about five to seven years, necessitating routine vehicle procurements to maintain the existing level of service. Where the service population is increasing, expanding the fleet may also be necessary in maintaining the existing level of service. Hybrid diesel-electric and alternative-fueled vehicles should be prioritized to help achieve sustainability goals.

The limited number of wheelchair-accessible vehicles can result in long waits at certain peak times, leading to capacity and service reliability challenges. Private taxi service can help fill the service gap for short-notice same day service, however Union Cab is the only wheelchair-accessible on-demand taxi service in the area; other cab companies only serve ambulatory passengers. Funding is needed to purchase new accessible vehicles.

One major challenge facing transportation providers currently is a shortage of drivers. In many instances vehicles may be available to provide service, however there are not enough drivers to operate them, particularly during peak demand periods. There is also a need for more driver training on how to operate the accessible vehicles and how to provide service to people with a mobility impairment.

The cost of owning, insuring, and maintaining a vehicle is a barrier for many non-profit organizations and agencies. Additionally, often times these vehicles may only be operated during limited time periods, with extended periods with the vehicle not in use. Solutions to increase the availability of vehicles by pooling vehicles and resources may open new opportunities for seniors and people with disabilities.

Infrastructure Needs

Amenities

Infrastructure around bus stops can be a key determinate whether an individual with mobility challenges can access the fixed-route bus system or must find other alternatives. A 2018 study by the University of Utah found that bus stops with the appropriate amenities increases overall stop-level ridership as well as reduced paratransit demand for those locations. Approximately 35% of existing Metro stops are not compliant with the Americans with Disabilities Act (ADA) guidelines for bus boarding and alighting areas, which takes in to account boarding surface structure and dimensions, sidewalk connectivity, and slope.

Metro Transit and the City of Madison are in the process of systematically upgrading bus stops to include concrete boarding platforms. The availability and quality of sidewalks can have a profound impact on the accessibility of a bus stop. The installation and maintenance of sidewalks is the responsibility of the municipality. While much of Madison has sidewalks on one or both sides of the road, sidewalks are more limited in the periphery of the city and surrounding communities. Benches are an important amenity for seniors in particular to rest while waiting for the bus, and new benches and shelters may make it possible for some riders to transition from paratransit to fixed-route. Clearly signed stops can give riders the confidence needed to navigate the system. For individuals with visual impairments, large-sized print, detectable warning materials and audible crosswalk signals and bus announcements are required to safely navigate the fixed-route system.

Facilities

Madison Metro's bus garage is at full capacity, which limits any expansion of Metro service and creates the need for a new satellite facility.

With the closing of the Badger Bus Depot on Bedford Street in 2009, a new intermodal terminal is needed in central Madison. Besides centralizing intercity bus services, the terminal may serve regional transit riders using the new and expanded services described above.

Technology Needs

In many cases, technology represents an opportunity rather than an existing gap or need. Evolving technologies may result in more reliable and efficient service opportunities, streamlined coordination and enhanced user experience. Real-time arrival information is available on computers and smart phones for Metro Transit fixed-route buses, but not for Metro Paratransit or other specialized transportation services. Adding this service would be an asset to riders when their vehicle is running late – a situation which results in the highest number of complaints for paratransit. Fare collection and other technology improvements like online trip planning are also needed. Improved dispatching technology has proved to reduce costs while maintaining or improving service. Technology is also an asset to mobility management. Call centers and volunteer driver programs collect and organize data to efficiently dispatch riders and complete mandatory data for funding reports.

One challenge that technology introduces is a learning curve for adoption. Training is needed to help providers and riders learn how to use different software applications. The wide range of software applications available can also lead to integration challenges between systems. Additionally, seniors, people with disabilities, and low-income individuals may lack access to the internet, making it important to maintain traditional methods of communication and coordination.

Strategies to Address Needs

Priority Strategies to Address Needs

The following strategies and projects in Table 1 have been identified in order to address the recognized transportation and coordination gaps and needs in Dane County. Many of these strategies have been carried over from previous coordinated plans and are of an ongoing nature.

Table 1 Strategies to Address Financial Needs	
Funding for Service Providers	Pursue additional funding strategies to support increased service needs
	Establish a regional transit authority with a dedicated funding source
Affordability for Users	Continue to provide financial assistance for low-income families, veterans, homeless individuals, and paratransit eligible clients who also ride fixed-route buses
	Continue to support employee transportation assistance programs
	Continue to provide financial assistance for low-income individuals to purchase or repair a vehicle for employment transportation where public transportation is not available to meet need
Strategies to Address Coordination, Education, and Outreach Needs	
Mobility Management	Continue to support the Dane County One-Call Center
	Continue to support Metro Paratransit in-person assessments
Rider Education	Continue to support travel and mobility training programs
Outreach	Improve information on available resources
	Convene regular meetings to discuss coordination needs
	Seek greater stakeholder involvement in the coordination process, particularly from education and healthcare providers and residential care facilities
Strategies to Address Service Needs	
Service	Expand public transit service area, hours, and frequency
	New regional fixed-route bus service
	Develop Bus Rapid Transit (BRT) service
	Additional scheduled group transportation service
	Continue and increase transportation to work options
	Continue to provide mileage reimbursement for RSVP drivers
	Expand and increase shared-ride taxi services
Strategies for Addressing Vehicle Needs	
Vehicles	Replace vehicles as necessary
	Add accessible vehicles for eligible shared-ride taxi systems
	Add accessible vehicles for eligible non-profits without duplicating existing transportation services in Dane County
	Investigate feasibility of creating a vehicle pool to allow a greater availability of affordable, accessible vehicles for non-profit organizations and agencies
	Investigate feasibility of creating county-wide driver training opportunities

Continued on next page

Table 1 Strategies to Address Infrastructure Needs	
Amenities	Improve amenities at bus stops, including concrete boarding platforms, shelters, benches, and audible signals where needed
	Improve pedestrian access to bus stops
	Implement Metro Transit Bus Stop Amenities Study
Facilities	Add a satellite bus storage facility
Strategies to Address Technology Needs	
Technology	Develop real-time information for specialized transportation services
	Maintain or add software and applications to assist with scheduling, routing, dispatching, mandatory data collection, and similar tasks.

General Priorities

The coordinated planning process has established two priority tiers for implementing strategies and projects identified in Table 1. Tier 1 represents the highest priority level for implementation.

Tier 1- Maintain existing level of service of viable programs or operations

Tier 1 supports existing transportation services and projects that:

- Have shown to be effective in meeting transportation needs of seniors, people with disabilities, and those with limited income
- Continue to demonstrate effective transportation operations within the county's coordinated network

Tier 2a- Accommodate increasing demand for services within existing programs and operations

Tier 2a supports existing and new services and projects that:

- Require capital and operating assistance to meet growing demand for the service(s) within present boundaries
- Are able to improve efficiency and functionality by building on existing infrastructure
- Allow for growth, but do not automatically extend new service without a careful evaluation of transportation needs across populations and jurisdictions

Tier 2b- Respond to emerging community needs, opportunities, and create new partnerships

Tier 2b supports projects that:

- Are under development and bring new resources
- Address identified transportation needs and gaps and/or focus on an underserved group of individuals
- Improve the efficiency and effectiveness of the overall system
- Provide an added benefit to the transportation services network and riders
- Are innovative in their approach in reaching out to new riders or geographic areas

Potential Sources of Funding

Below are the federal funding programs (Table 2) and state funding programs (Table 3) that provide financial assistance for public transportation services which may be used to achieve the strategies listed in Table 1. In addition to federal and state transportation funding programs there are also various human-services funding programs and non-profit grants that may also be applicable.

Table 2 Federal Transit Administration Funding Programs				
Funding Program	Target Demographic	Eligible Applicants	Eligible Expenses	Description
Federal Formula Grant Program for Urbanized Areas (Section 5307)	Public in urbanized areas (50,000+)	Local public bodies	Capital and Operating	A federally-funded grant program that assists transit systems in urban areas (population over 50,000) with operating expenditures.
Capital Investment Grants (Section 5309)	Public	Local public bodies with Urban Public Transit Systems	Capital and Operating	FTA's primary grant program for funding major transit capital investments, including heavy rail, commuter rail, light rail, streetcars, and bus rapid transit.
Enhanced Mobility of Elderly and Individuals with Disabilities (Section 5310)	Seniors and people with disabilities	Private non-profits, local units of government and operators of public transit	Capital and Operating	This program utilizes federal 5310 funds to aid with vehicle purchase projects that improve the mobility of seniors and individuals with disabilities. The cost of the vehicle is split 80/20 with locals paying 20 percent. Mobility management projects are also eligible. Eligible applicants include private non-profits, local units of government and operators of public transit.
Federal Formula Grant Program for Rural Areas (Section 5311)	Public in non-urbanized areas	Local public bodies	Capital and Operating	Supports capital and operating expenses for public transit services that are scheduled for and operated in non-urbanized areas (population under 50,000).
State of Good Repair Grant (Section 5337)	Public	Local public bodies	Capital	The State of Good Repair Grants Program (49 U.S.C. 5337) provides capital assistance for maintenance, replacement, and rehabilitation projects of high-intensity fixed guideway and bus systems to help transit agencies maintain assets in a state of good repair.
Bus and Bus Facilities Program (Section 5339)	Public	Local public bodies	Capital	A federally-funded formula and discretionary capital grant program providing capital funding to public transit systems to replace, rehabilitate, and purchase buses and related equipment and to construct bus-related facilities.

Table 3 State of Wisconsin Funding Programs				
Funding Program	Target Demographic	Eligible Applicants	Eligible Expenses	Description
State Urban Mass Transit Operating Assistance (85.20)	Public in areas with a population of at least 2,500	Local public bodies	Operating	Assists transit systems with operating costs. Eligible applicants include municipalities with populations greater than 2,500 including counties, municipalities and towns – along with transit or transportation commissions or authorities. Eligible public transit services include bus, shared-ride taxicab, rail or other conveyance either publicly or privately owned.
Paratransit Aids Program 85.205	People with disabilities	Local public bodies	Operating	Allocated to fixed route bus systems via formula based on budget and service, implemented to partially offset a reduction in the 85.20 program.
County Elderly and Disabled Transportation Assistance (85.21)	Seniors and people with disabilities	Counties	Capital and Operating	The County Elderly and Disabled Transportation Assistance program provides counties with financial assistance to provide transportation services to seniors and individuals with disabilities.
Disabled Transportation Capital Assistance Program (85.22)	Seniors and people with disabilities	Private non-profits, local units of government and operators of public transit	Capital	Combined with federal 5310 funding.
Wisconsin Employment Transportation Assistance Program (WETAP)	Low-income workers	Private non-profits, local units of government	Capital and Operating	Improving transportation services can improve the economic outcomes among workers throughout the state of Wisconsin. An effort to connect low-income workers with jobs through enhanced local transportation services, WETAP integrates local, state and federal funding into a single program and award process administered by WisDOT.

Appendix


Appendix A- Public Involvement Process

To Be Added Later

Appendix B- Notice of Availability for Public Comment

Posted to MATPB Website May 14th, 2019

HOME	ABOUT THE MPO	TRANSPORTATION PLANNING	MEETINGS & COMMITTEES	MAPS & GIS	TRENDS	TDM / RIDESHARE
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A Metropolitan Planning Organization (MPO)

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WELCOME TO THE MADISON AREA TRANSPORTATION PLANNING BOARD

The Madison Area Transportation Planning Board is the federally designated Metropolitan Planning Organization (MPO) for the Madison Urban Area. As the MPO, it is the policy body responsible for cooperative, comprehensive regional transportation planning and decision making for the Madison Metropolitan Planning Area.

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[Public Hearing Notice Regarding Major Amendment to 2019-2023 TIP](#)

[Draft 2019-2023 Coordinated Public Transit-Human Services Transportation Plan Available for Public Comment.](#)

March 2019

[Report of Joint CARPC-MPO Work Group](#)

December 2018

[Low-Stress Bicycle Network Report Released](#)

[Madison East-West BRT Study Underway](#)

November 2018

[2017 Performance Measures Report](#)

[2019-2023 Transportation Improvement Program \(TIP\)](#)

[2019 Unified Planning Work Program \(UPWP\)](#)

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Coordinated Public Transit – Human Services Transportation Plan

The [2013 Coordinated Public Transit – Human Services Transportation Plan for Dane County](#) serves as the locally developed coordinated plan for projects funded under the Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program. It was developed through a process that included representatives of public, private, and non-profit transportation and human services providers and participation by members of the public.

[MATPB has released the draft 2019-2023 Coordinated Public Transit-Human Services Transportation Plan for Dane County.](#) A public meeting will be held June 4th, 2019 from 9:30 AM -12:00 PM, at the Madison Water Utility, Olin Conference Room A-B, 119 East Olin Ave, Madison WI 53713, to review the draft plan. Comments can be made on the draft plan now through June 14th by emailing [Colleen Hoesly](#) or calling 608-243-0458.

For coordinated public transit – human services transportation plans in other Wisconsin counties, [click here](#).

Email Notice and Meeting Invitation Sent out May 21, 2019

The Madison Area Transportation Planning Board (MATPB) is seeking your input on the recently released [Draft 2019-2023 Coordinated Public Transit- Human Services Transportation Plan for Dane County](#) ([Click Here to View Document](#)).



Public Participation and Local Coordination Meeting
2019-2023 Draft Coordinated Public Transit-Human Services Transportation Plan for Dane County
Tuesday, June 4, 2019 9:30 AM to 12:00 PM
Madison Water Utility
Olin Conference Room A & B
119 East Olin Ave, Madison WI 53713
Note: Parking available along Expo Way

The purpose of the Coordinated Public Transit- Human Services Transportation Plan for Dane County (Coordinated Plan) is to identify the transportation needs of individuals with disabilities, older adults, and people with low incomes; to provide strategies for meeting these needs; and to prioritize transportation services for funding and implementation. The Coordinated Plan is a requirement for use of federal Section 5310 (Enhanced Mobility of Seniors and Individuals with Disabilities) program funding. MATPB currently receives around \$300,000 in federal funding annually for grants to government agencies, non profit organizations, and shared ride taxi operators for projects to serve the special needs of transit dependent populations beyond the traditional public transportation services and ADA complementary paratransit services. To be eligible for funding under the Section 5310 program, projects must meet needs identified in the Coordinated Plan. In addition to updating the Coordinated Plan, the MATPB will also be updating the criteria used to evaluate project applications for Section 5310 program funding.

Please join us on June 4th for a review of the draft Coordinated Plan. There will also be an opportunity to network and collaborate with representatives from transportation providers, human services partners, advocacy organizations, and other stakeholders in Dane County focused on meeting the transportation needs of individuals with disabilities, older adults, and people with low incomes. Members from the public are encouraged to attend. A preliminary meeting agenda is attached. Please feel free to contact me prior to the meeting if you have any specific topics you would like to have discussed during Item 4- Discussion and Coordination Updates from Public Transit, Human Services Providers, and Other Stakeholders. Please share this information and attached flyer with anyone who may be interested. RSVP's are encouraged.

Comments on the Draft Coordinated Plan should be sent to Colleen Hoesly (choesly@cityofmadison.com) by June 14th.

Additional information on the coordinated plan and Section 5310 funding program can be viewed at <http://www.madisonareampo.org/planning/SpecializedTransportation.cfm>

For more information on the meeting and accessible accommodations contact Colleen Hoesly at 608-243-0458 or by email to choesly@cityofmadison.com

Social Media Notice Posted May 21, 2019

**Madison Area Transportation Planning Board**
Published by Staff Matpb [?] · May 21 at 4:47 PM · 🌐

MATPB has released the draft 2019-2023 Coordinated Public Transit-Human Services Transportation Plan for Dane County (link below). A public meeting is scheduled for June 4th, 2019 from 9:30 AM - 12 PM at the Madison Water Utility, 119 East Olin Ave, to review the draft plan. Comments can be made on the draft plan now through June 14th by emailing Colleen Hoesly at choesly@cityofmadison.com or by calling 608-243-0458.

http://www.madisonareampo.org/.../2019_Coordinated_Plan_Draft...



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Appendix C- Resolution Adopting 2019-2023 Dane County Coordinated Public-Transit Human Services Transportation Plan

Resolution TPB No. 155

Adopting the 2019 Coordinated Public Transit – Human Services Transportation Plan for Dane County

WHEREAS, the Coordinated Public Transit – Human Services Transportation Plan for Dane County (Coordinated Plan) is a strategic plan to identify service needs, coordination issues, and implementation strategies related to public transit systems, paratransit, shared-ride taxi services, and specialized transportation services throughout Dane County; and

WHEREAS, projects funded with federal Section 5310 Transportation for Elderly Persons and Persons with Disabilities program grants must be identified or meet specific needs identified in the Coordinated Plan; and

WHEREAS, the Coordinated Plan is generally updated every five years by the Madison Area Transportation Planning Board – a Metropolitan Planning Organization (MPO) in cooperation with Metro Transit, Dane County Department of Human Services, and other providers of transit and specialized transportation services and human services; and

WHEREAS, the *2019 Coordinated Public Transit – Human Services Transportation Plan for Dane County* has been developed by MATPB in cooperation with Metro Transit, Dane County, and other providers of transit and specialized transportation, within the framework of MATPB's existing *2013-2017 Transit Development Plan for the Madison Urban Area* and the *Regional Transportation Plan 2050 for the Madison Metropolitan Area*; and

WHEREAS, the Coordinated Plan was developed through a process that included participation by seniors, individuals with disabilities, representatives of public, private, and nonprofit transportation and human services providers, and other members of the public, meeting federal requirements in 49 United State Code (U.S.C.), Section 5310 and associated regulations and guidance; and

WHEREAS, the Coordinated Plan includes: (1) an assessment of available services; (2) an assessment of transportation needs for individuals with disabilities, older adults, and people with low incomes; (3) strategies, activities, and projects to address the identified gaps between current services and needs; and (4) priorities for implementation; meeting the requirements of FTA Circular 9070.1F:

NOW, THEREFORE BE IT RESOLVED that the Madison Area Transportation Planning Board – An MPO adopts the *2019 Coordinated Public Transit – Human Services Transportation Plan for Dane County*, dated May 2019, which incorporates the changes to the draft Coordinated Plan in the Changes/Corrections sheet dated June 12, 2019 as a framework to guide transit and specialized transportation service improvements and coordination strategies and to serve as a basis for prioritizing projects for funding under the Section 5310 program, other applicable federal transit programs, and other available state and local funding.

June 19, 2019
Date Adopted

Mark Opitz
Mark Opitz, Chair,
Madison Area Transportation Planning Board

Appendix D- Directory of Transportation

Services in Dane County

Fixed-Route Bus and Paratransit

Name	General Service Area	Operation	Eligibility	Description	Funding Sources	Contractors	Fleet Size	# Accessible Vehicles
Metro Transit Fixed-Route (City of Madison)	Madison, Fitchburg, and Middleton	5:00a-1:00a M-F* 6a-11:30p Sa* 7a-11:30p Su* 7a-7p holidays*	Public	Fixed-route transit service with supplementary peak-period commuter service	Fares, 5307, 5339, WI 85.20, Municipal	None	215	215
Metro Paratransit of Madison)	(City Madison, Fitchburg, and Middleton	5:00a-1:00a M-F* 6a-11:30p Sa* 7a-11:30p Su* 7a-7p holidays*	People with disabilities	Curb-to-Curb accessible paratransit service	Fares, 5307, WI 85.20, Federal/State Medical Assistance, Local	Abby Vans, Badger Bus, Transit Solutions	All service provided by contractor vehicles	
Monona Transit	Monona and Madison	Express: 5:50a-9a; 3:20p-7p M-F Lift: 8:30a-3:15p M-F	Public, elderly/disabled for deviation	Fixed-route peak-period commuter service and mid-day point-deviation scheduled service	Fares, WI 85.20, Local	First Transit	3	3

Shared Ride Service

Name	General Service Area	Hours of Operation	Eligibility	Description	Funding Sources	Contractors	Fleet Size	# Accessible Vehicles
Sun Prairie Transit	Sun Prairie and surrounding area (3 mile radius)	6a-11p M-Th 6a-2:45a F-Sa 6a-8p Su	Public	Shared-ride taxi service subsidized by the City of Sun Prairie	Fares, 5307, 5310, Municipal	Running, Inc.	13	7
Stoughton Transit	Stoughton and surrounding area (3 mile radius)	6a-6p M-TH 6a-7p F-Sa 8a-4p Su	Public	Shared-ride taxi service subsidized by the City of Stoughton	Fares, WI 85.20, Municipal, 5311, 5310	Running, Inc.	5	2

Taxi Service

Name	General Service Area	Hours of Operation	Eligibility	Description	Funding Sources	Contractors	Fleet Size	# Accessible Vehicles
Union Cab	Dane County and Southern Wisconsin	24 hours, year round	Public	Reserved taxi service	Fares	None	64	12
Badger Cab	100 mile radius of Madison, Chicago airports	24 hours, year round	Public	Shared-ride taxi service	Fares	None	30	0
Green Cab	Madison, Fitchburg, Middleton, Monona, and surrounding area	24 hours, year round	Public	Shared-ride and reserved taxi service	Fares	None	40	0
Madison Taxi	Dane and surrounding counties	24 hours, year round	Public	Reserved taxi service (accessible service is not available)	Fares	None		
Van Go Taxi	Dane and surrounding counties	Open 6 AM - 10 PM; available 24 hours with notice; year round	Public	Reserved taxi service	Fares	None	25	21

Intercity Transit

Name	General Service Area	Hours of Operation	Eligibility	Description	Funding Sources
Van Galder Bus	Madison, Janesville, Rockford (IL), South Beloit (IL), and Chicago (IL)	24 hours, year round	Public	14 daily trips to Janesville, S. Beloit, Rockford, and Chicago	Fares
Badger Bus	Madison and Milwaukee	4:30a-11:30p	Public	Eight daily trips to Milwaukee	Fares
Greyhound	International	24 hours, year round	Public	Daily service to Chicago, Milwaukee, Minneapolis, and beyond	Fares
Megabus/Coach USA	Regional	24 hours, year round	Public	Multiple daily trips to Chicago and Minneapolis	Fares