

1. Agenda

Documents: [TTC_20150507_AG.PDF](#)

2. Complete Packet

Documents: [TTC_20150507_PK.PDF](#)



City of Fitchburg
5520 Lacy Road
Fitchburg, WI 53711-5318
Phone: (608) 270-4200 Fax (608) 270-4275
www.city.fitchburg.wi.us

Please note meeting location is the Conference Room

**AGENDA
TRANSPORTATION AND TRANSIT COMMISSION
THURSDAY, MAY 7, 2015
6:30 P.M.**

NOTICE IS HEREBY GIVEN that the Transportation and Transit Commission will meet at 6:30 P.M. on Thursday, May 7, 2015 in the **Conference Room** at **Fitchburg City Hall**, 5520 Lacy Road, to consider and act on the following:

(Note: Full coverage of this meeting is available through FACTv and Streaming Video, accessible on the city web site at <http://www.fitchburgwi.gov/677/Government-Channel>)

- 1. Call to Order**
- 2. Public Appearances – Non Agenda Items**
- 3. Approval of January 21, 2015 Minutes**
- 4. Report of the Transportation Project Engineer**
- 5. Review and Discuss Route 59 modification to use Sprocket and Spoke Drive**
- 6. Review and Discuss Implementation Report for Intra-City Transit Study**
- 7. Announcements**
 - a. Next meeting will be a joint meeting of the Board of Public Works and TTC scheduled for Monday, May 18, 2015. The meeting will include a presentation of the McKee Road – Phase 2 corridor study.
 - b. Next regularly scheduled TTC meeting will be Thursday, June 11, 2015
- 8. Adjournment**

Note: It is possible that members of and possibly a quorum of members of other government bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate e needs of disabled individuals through appropriate aids and services. .For additional information or to request this service, contact Fitchburg City Hall, 5520 Lacy Road, Fitchburg WI 53711, (608) 270-4200



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**DRAFT MINUTES
TRANSPORTATION AND TRANSIT COMMISSION
WEDNESDAY, JANUARY 21, 2015**

Transportation and Transit Commission Members Present: Kim Lobdell, Steve Arnold, Rich Tate, Michael Gernetzke, Tony McGrath, and Troy Klein.

Members Absent: Dick Collins – excused

Others Present: Ahnaray Bizjak – Transportation Project Engineer, Tom Hovel – Planning and Zoning Administrator, Shawn Pfaff – Mayor, Joe Kapper – SRF Consulting Group, Tom Lynch – Strand Associates

1. **Call to Order** – The meeting of the TTC was called to order by the committee chairperson Kim Lobdell at 6:32 p.m.
2. **Public Appearances – Non Agenda Items** – None
3. **Approval of Minutes:**
 - a. **April 10, 2014** – Motion by Michael Gernetzke, second by Tony McGrath, to **approve** the April 10, 2014 minutes. *Motion carried.*
 - b. **June 12, 2014** – Motion by Gernetzke, second by McGrath, to **approve** the June 12, 2014 minutes. Troy Klein provided a correction to Agenda Item 5, 4th bullet, that the motion was to table the item, not reject it. *Motion carried with correction.*
4. **Report of the Transportation Project Engineer** – Ahna Bizjak provided a report on the contracts that are being prepared by Public Works; Concrete Sidewalk replacements, Resurfacing, and Chip Seal. Steve Arnold asked about the potential to include the construction of Latitude 43 Street in the Resurfacing contract as an alternate bid item. Bizjak responded that there is not a funding source available for that portion of work and stated that the only work that is being included is the construction of Novation Parkway out to Rimrock Road.

Bizjak also reported that the Parks Department was working on a date for the grand opening of the Dawley Bike Hub. Bizjak stated that they were looking at a date in May to coincide with Bike Month. Arnold reported that Bike Week in Wisconsin is actually being shifted to June in an attempt for nicer weather. Bizjak stated that she could look at that as an option as well for the grand opening.
5. **6:45 P.M. – Review and Discuss Intra-City of Fitchburg Transit Study**, Presentation by Joe Kapper of SRF Consulting Group, Inc.

Mayor Shawn Pfaff said a few words; touching on the importance of improving the intra-city transit services within Fitchburg and looking at how best to connect people to those city services.

Joe Kapper provided a 45-minute presentation on the work that had been completed thus far. He touched on the demand that exists in Fitchburg and provided an overview of 3 primary transit service options; fixed route service, flexible fixed route service, and shared-ride taxi services.

After the formal presentation, TTC members provided some thoughts and comments on the information.

Arnold commented that one objective of improved fixed route service is the improved and expanded ADA service. He asked whether 2-hr headways would qualify for complementary paratransit service. Kapper responded that he would look into whether a fixed route with 2-hr headways would qualify for the complementary paratransit service.

Kapper stated that any flexible fixed route should be located at least $\frac{3}{4}$ mile outside of a fixed route corridor to maximize the paratransit coverage that could be provided through both service options.

Dorothy Krause, Fitchburg Alder – District 1, commented that she would like to see transit service for access from transit-dependent areas to schools that are located outside of Fitchburg. She referenced things like access to schools for conferences, concerts, and other events that are held outside of normal school hours.

Arnold asked for the analysis to take into consideration the fact that Madison is ~ 1-1/2 years away from BRT operating on Fish Hatchery Road. He commented that we need to make sure that the implementation takes this into account.

Arnold also commented that transit services to the east (east of Fish Hatchery Road) are needed. He agrees that more transit is needed along the McKee Road and Fish Hatchery Road corridors, but stated that we need to expand service to the eastern neighborhoods including Swan Creek, Uptown, and Southdale Neighborhood.

Tony McGrath commented that he believes that there are opportunities for volunteer programs to meet the transportation needs of many residents for access to the library. He commented that it could be as simple as a van, a driver, and a cell phone which could be called to request a ride to/from the library.

McGrath also commented that Metro Transit is very good at providing linear, dense service within the urban areas. He stated that the buses downtown are always packed and the service is very efficient. However, it becomes less efficient the further away one gets from the isthmus. He commented that we should be open to a combination of services where the linear dense use areas are covered by Metro Transit, while smaller scale equipment (offering lower operating costs) could be used in the more suburban areas.

Kim Lobdell thanked Kapper for the presentation and complimented him on the information that he shared with the commission.

Bizjak commented that the final results and implementation strategies of the study would be presented to the Committee of the Whole at the February 25 meeting. She invited TTC members to attend that meeting if available.

6. 7:45 P.M. – Review and Discuss Beltline PEL Study, Presentation by Tom Lynch – Strand Associates

Tom Lynch provided a presentation on the Madison Beltline Planning and Environment Linkages (PEL) Study that WisDOT is currently working on. This study is being done to address motor vehicle congestion on the Beltline, the number of crashes that occur, regional traffic patterns, bicycle and pedestrian accommodations, and transit needs within the Beltline corridor. The Beltline PEL Goal statement is as follows:

Improve multimodal travel and safety along and across the Madison Beltline corridor in a way that supports economic development, acknowledges community plans, contributes positively to the area's quality of life, and limits adverse environmental and social effects to the extent practical.

The beltline traffic study determined that the majority of beltline traffic is local; with ~ 55% exiting within 4 interchanges or less. This study has evaluated many options for relieving Beltline traffic including a North reliever option, South reliever option, beltline expansion, and isthmus corridor improvements. All of these improvements have a relatively negligible impact on the Beltline traffic volumes, and in some cases, increase traffic volumes.

The beltline study has also evaluated what would happen to beltline traffic volumes if there were significant changes in mode-shift preference (increased biking and walking), improved transit service related to frequency, duration, and coverage area, and more compact, dense, urban development as “infill” development. None of these strategies, alone, fix the problem. However, many of them meet the objectives and goal of this study. Lynch commented that the end result will likely consist of a collection of recommendations which, together, meet the objectives and goals of the study. This collection of recommendations would then be moved forward into the Environmental Impact Statement (EIS) for further analysis and evaluation.

7. 8:45 P.M. – General Discussion of 2015 goals and initiatives for TTC

Bizjak commented that there are 2 studies that need to be updated; the 2010-2014 Transit Plan and the 2008 Bicycle and Pedestrian Plan. However, she commented that there are no funds in the budget to hire a consultant to complete either of these updates. The updates could be done at a staff level. However, that would be dependent on the availability for staff to work on them. She stated that the Public Works Department is still working through the adjustments of having a new DPW and is still getting caught up on projects.

Lobdell commented that this commission hasn't met for several months. She questioned whether things were just slow or if there just weren't any resolutions or ordinances that needed to be referred to TTC. Bizjak responded that she always requests pertinent resolutions and ordinances to be referred to TTC and that the Public Works Department has been busy with implementing the projects as opposed to planning for them. Arnold stated that he felt that both commissions he sits on; TTC and RCC are being targeted and that many of the council members would like to see less input from these commissions.

Arnold continued by providing some work plan ideas for this commission. He suggested that the Lacy Road Reconstruction project should be referred to TTC for input on the cross-section and design for the road. He also mentioned 3 other policy-type projects that he felt this commission should be involved with. The first one related to a decision that was made to take out the rail lines at the Lacy Road crossing. He commented that the decision was left up to the Board of Public Works but should also have been sent to TTC for their recommendation. A second item is the functional classification of the roadways in the City. Arnold commented that TTC should be involved in making those

decisions. The third item is related to the Bicycle Friendly Community applications that the Active Living Work Group is working on with various communities in the area. Arnold commented that he would like TTC to review the Fitchburg application.

8. Announcements

- a. Next TTC meeting scheduled for March 12, 2015

9. Adjournment – Meeting adjourned at 9:08 p.m.



Memo

5520 Lacy Road
 Fitchburg, WI 53711
 (608) 270-4260
 Fax: (608) 270-4275

To:	Transportation and Transit Commission
From:	Ahna Bizjak, P.E. – Transportation Project Engineer
Date:	March 27, 2015
Subject:	Route 59 Service Options

In January, Metro Transit staff presented a revised alignment for the Route 59, weekend-only service that operates on the NW side of the City. The revised alignment would utilize the newly constructed streets; Sprocket and Spoke Drive.

The route currently uses Verona Road to access McKee Road from Williamsburg Way, creating a no-service zone along Verona Road. The revised alignment would bring passengers from Belmar/Chalet Gardens down to McKee Road at a location that would facilitate direct access to the movie theater and convenience store located on McKee Road near Commerce Park Drive.

It should be noted that staff has received multiple complaints from a resident who lives on Crescent Road regarding the new Route 59 service. The complaints are related to the bus stop being located near their home and the bus operating on Crescent Road at all. Metro has been informed of these complaints and staff has communicated the concerns and is actively monitoring the ridership of Route 59 since the route modifications were implemented in August.

Attached are the year-to-date route performance reports for 2013 and 2014. These identify the ridership and passengers per hour for each route that Metro operates. You'll note that 2014 shows a slight increase in passengers/hour for Route 59. However, it's unknown whether this increase can be attributed to the August service modifications. The January 2015 ridership report has also been provided and suggests a reduction in ridership (again, unknown as to why).

Knowing the complaints from the resident on Crescent Road, Metro has identified several options for the Route 59 service, including changing the direction of travel for the route to be counter-clockwise. This would mean Route 59 would operate east from Verona Road along McKee, left at Spoke to Sprocket, right on Verona Frontage Road, cross Williamsburg, right at Chalet Gardens, left Allied, right Red Arrow, left Crescent, right Sentinel, right Seminole, etc. However, this change would necessitate the elimination of the Executive/Marketplace loop and stop to avoid a left-turn maneuver onto McKee Road from the uncontrolled intersection of Marketplace Drive.

Staff would like to discuss these options with TTC members to get direction on how best to proceed with any of these potential changes to the Route 59 service.

At the March TTC meeting, there was informal discussion of the Route 59 scenarios and a few questions posed as to the current operations of the route. Provided below is additional information/responses from Tim Sobota with Metro Transit on the Route 59 ridership.

Here were the questions that were raised and forwarded to Metro for response.

1. Are we getting ridership with the new stops at Raymond Road?
2. Are we getting ridership along/from Allied Drive?
3. Are patrons using it to reach the SuperTarget/Orchard Pointe area or would they rather have more direct service to the WTP (which was lost from Belmar with the realignment)?
4. Is Route 59 being included with the on-board survey that Metro is conducting?
5. Do we have boarding data by stop for Route 59 since the August implementation?

Tim Sobota's response:

I can summarize the following ridership data, for one particular date earlier this month (Sunday, March 8th) - when three of the four buses that were operating Route 59 trips happened to all be equipped with automated passenger counters (fourth bus was not).

While the APC equipment data is somewhat "unwashed" as far as accuracy, the data as it stands (for these three buses) indicated the following for this date:

95 boardings and 143 alightings - total
34 boardings and 83 alightings - at West Transfer Point
22 boardings and 24 alightings - "Jamestown" corridor
21 boardings and 17 alightings - "Allied" corridor
18 boardings and 19 alightings - "McKee" corridor

Related to your specific questions, I would offer this analysis:

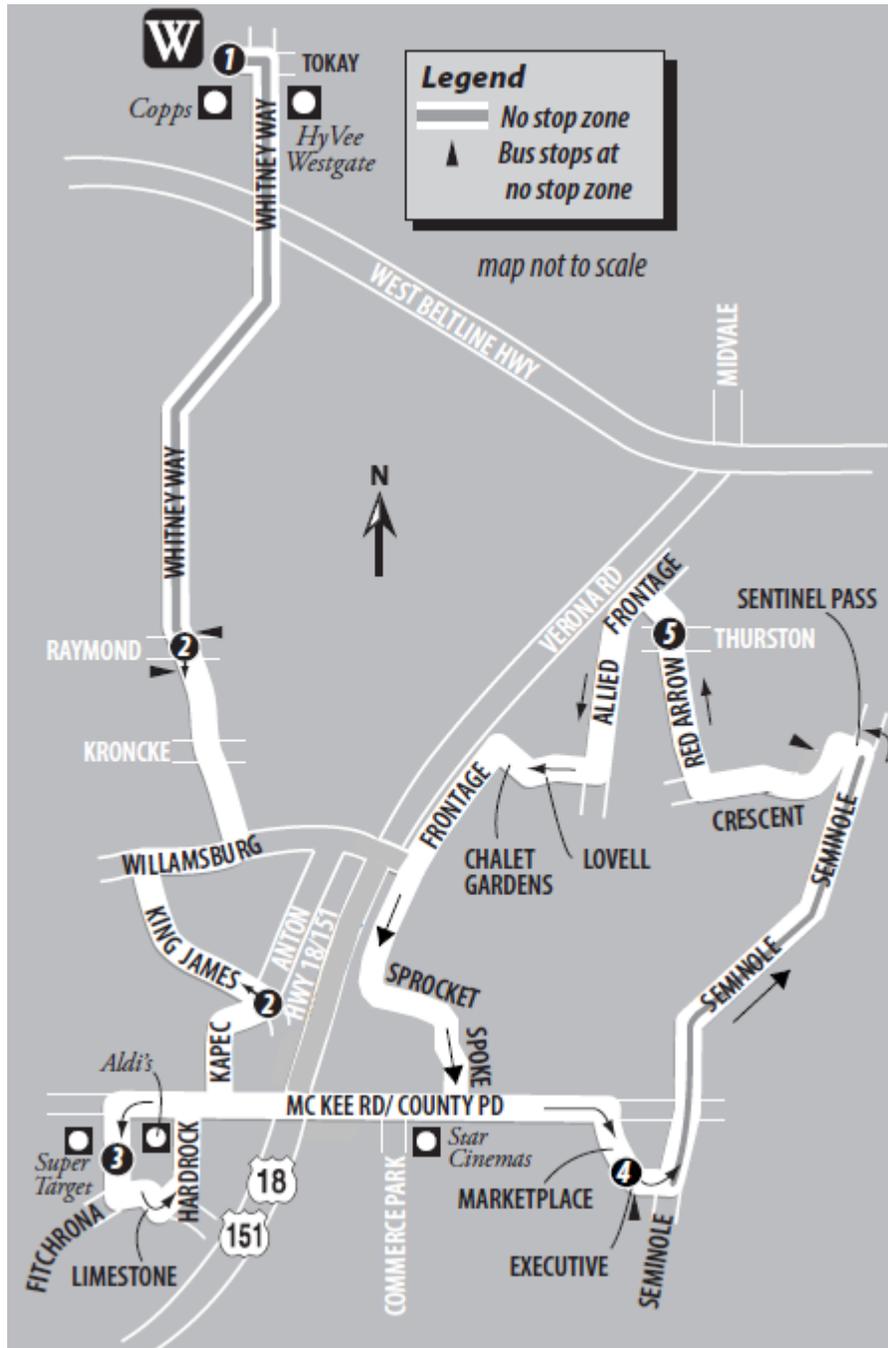
1. APC data did suggest 3 boardings and 1 alighting at Whitney and Raymond stop (these would be part of "Jamestown" corridor count).
2. Ridership in "Allied" corridor (NE quadrant of route... Allied/Dunns Marsh stops) is roughly 1/3 of non-transfer point activity. This is also the "end" portion of the current service alignment (i.e. longest travel time to/from West Transfer Point).
3. APC equipment itself does not yield linked travel (origin and destination of passenger), only that an entry or exit occurred.
4. The on-board survey is only being conducted on weekdays - so no direct Route 59 information will be collected.
5. APC data for Route 59 trips only exists where an APC vehicle happened to be assigned to that trip on a given day. There are 20 newer buses with this equipment, and newer buses typically get used most often amongst the 40 or so vehicles needed on a weekend. I think this means, for Route 59 using four buses over the course of a day, that each Route 59 bus has a 50% chance of getting APC equipment on a given day... and all four buses getting APCs on the same day would be 6.25% probability (March 8th with 3 of 4 APC buses having been a 12.5% success).

Beyond the "Allied" corridor stops representing about 1/3 of passenger activity outside the West Transfer Point, the stops in the "Jamestown" corridor (NW quadrant of route) similarly captured 1/3 of non-transfer point activity... as "front" portion of route alignment (shortest travel time to/from WTP). Finally, the "McKee" corridor stops (Southern half of route) fill out the final third of passenger activity.

I would tend to expect that Route 59 ridership in the "Allied" corridor was more likely to be connected to either the "McKee" or "Jamestown" portions of the route, as opposed to the West Transfer Point - to the extent that the hourly Route 18 trips via Midvale (and Red Arrow) would provide a much quicker connection to/from the West Transfer Point.

ROUTE 59

- No bus stops changed.
- Minor schedule adjustments. Time point #4 moved from Crescent and Sentinel Pass to Executive and Market Pl.
- Buses will use Spoke and Sprocket to provide direct service to and from the Allied Drive/Dunn’s Marsh neighborhoods and Star Cinema.



ROUTE PERFORMANCE, Year to Date - December 2013

ROUTE	RIDERSHIP			Passengers/rev. hour	
	2012	2013	% change	2012	2013
1 CAP SQUARE - UW	25,066	27,123	8.2%	25.81	27.49
2 WTP-NTP (revised August 25, 2013)	1,387,306	1,453,218	4.8%	51.42	51.18
3 WTP-ETP	599,932	624,731	4.1%	35.25	36.14
4 NTP-STP	779,308	776,415	-0.4%	41.55	41.21
5 ETP-STP	522,308	511,791	-2.0%	36.73	35.86
6 EAST TOWNE-WTP	1,207,722	1,198,317	-0.8%	36.23	35.62
7 WTP-ETP (Weekends & Holidays Only)	155,799	161,925	3.9%	26.09	27.87
8 CAP SQUARE-SPRING HARBOR (Weekends & Holidays Only)	41,012	43,144	5.2%	23.76	25.68
9 ETP - UW CAMPUS (ended operating on August 24, 2013)	207,144	144,152	-30.4%	41.08	43.66
10 SCHENK/ATWOOD - UW CAMPUS (began August 24, 2009 & revised August 25, 2013)	90,486	335,863	271.2%	22.88	38.23
11 WTP-DUTCH MILL-CAP SQUARE	92,944	93,915	1.0%	31.58	31.78
12 WTP-DUTCH MILL-CAP SQUARE	50,732	53,217	4.9%	22.32	22.85
13 STP-CAP SQUARE	153,116	155,824	1.8%	19.79	20.01
14 RICHMOND HILL-WEXFORD RIDGE/JUNCTION RIDGE (revised August 25, 2013)	408,768	377,891	-7.6%	30.21	28.81
15 RICHMOND HILL-WEXFORD RIDGE/JUNCTION RIDGE (revised August 25, 2013)	543,803	505,219	-7.1%	34.53	31.16
16 STP - ETP	430,029	398,838	-7.3%	35.19	32.21
17 ETP-NTP	133,757	132,440	-1.0%	36.05	34.45
18 STP-WTP (revised August 25, 2013)	471,919	461,064	-2.3%	36.55	35.50
19 RED ARROW TR-CAP SQUARE	159,590	167,909	5.2%	21.92	22.64
20 NTP-EAST TOWNE	168,587	175,229	3.9%	15.77	16.04
21 LAKEVIEW LOOP	172,135	177,708	3.2%	27.96	29.30
22 MENDOTA LOOP	251,032	251,449	0.2%	37.71	38.26
25 AMERICAN CENTER COMMUTER (revised August 25, 2013)	12,073	10,833	-10.3%	16.66	16.04
26 AMERICAN CENTER LOOP (Began Oct. 5, 2008)	3,608	4,099	13.6%	6.56	7.32
27 NTP - UW CAMPUS COMMUTER	49,800	55,093	10.6%	27.10	29.52
28 NTP-WTP COMMUTER (revised August 25, 2013)	391,824	403,609	3.0%	60.94	60.62
29 SHERMAN COMMUTER ("School day" trip discontinued October 4, 2008)	21,520	22,255	3.4%	27.35	24.14
30 ETP-EAST TOWNE	261,814	278,474	6.4%	32.47	34.38
31 MARSH RD - ETP (began August 25, 2013)	-	7,545	NA	NA	7.87
32 ACEWOOD-THOMPSON LOOP	46,095	46,399	0.7%	21.70	21.32
33 SPRECHER/THOMPSON - ETP (revised August 25, 2013)	4,154	20,827	401.4%	6.98	15.87
34 ETP-MATC (peak service on 34 began Aug 24, 2009 & revised Aug 25, 2013)	32,198	27,067	-15.9%	17.71	16.50
35 RICHMOND HILLS/ACEWOOD - ETP (began August 25, 2013)	-	15,192	NA	NA	17.32
36 CITY VIEW LOOP (Began Oct. 5, 2008; formerly part of Route 6)	31,809	35,142	10.5%	10.90	12.04
37 PFLAUM RD-SHEBOYGAN AVE COMMUTER (revised Oct. '08 & Aug '09)	78,749	79,554	1.0%	16.70	17.43
38 PFLAUM RD-SHEBOYGAN AVE COMMUTER (revised Oct. '08, Aug '09, & Aug 25, 2013)	315,150	339,044	7.6%	36.72	38.07
39 ETP - DAIRY DRIVE (revised August 25, 2013)	27,972	23,763	-15.0%	13.53	12.64
40 STP - ARBOR HILLS LOOP (revised August 25, 2013)	186,385	187,320	0.5%	37.69	37.45
44 STP-UW CAMPUS & FITCHBURG COMMUTER RTES	90,760	94,024	3.6%	33.84	34.87
47 ARBOR HILLS COMMUTER	81,985	84,282	2.8%	25.48	26.42
48 STP-UW CAMPUS & FITCHBURG COMMUTER RTES	12,542	13,581	8.3%	11.34	12.10
50 WTP-SCHROEDER-RAYMOND LOOP	192,774	192,096	-0.4%	45.77	45.00
51 WTP-MUIR FIELD LOOP	86,919	90,903	4.6%	33.03	33.48
52 WTP-FITCHBURG	38,464	38,462	0.0%	13.90	13.94
55 VERONA - WTP COMMUTER (revised Mar 11, 2013)	48,722	38,789	-20.4%	34.69	24.43
56 PILGRIM-REETZ COMMUTER & MUIR FIELD COMMUTER	133,184	124,387	-6.6%	30.02	27.31
57 PILGRIM-REETZ COMMUTER & MUIR FIELD COMMUTER	130,754	123,406	-5.6%	36.47	33.59
58 GREENTREE COMMUTER	74,053	82,880	11.9%	24.99	27.73
59 FITCHBURG - WTP (weekend & holiday route, began August 23, 2009)	12,454	10,946	-12.1%	7.23	6.53
63 WTP-PRAIRIE TWN CTR (Weekends & Holidays only)	43,221	42,846	-0.9%	28.54	29.08
67 WTP-WEST TOWNE	322,967	313,669	-2.9%	49.62	47.18
68 WTP-PRAIRIE TWN CTR (Weekends & Holidays only)	11,346	9,973	-12.1%	6.45	5.83
70 MIDDLETON-CAPITOL SQUARE	161,636	168,490	4.2%	24.60	25.08
71 MIDDLETON-CAPITOL SQUARE VIA MARSHALL PARK COMMUTER (revised Aug 25, 2013)	98,157	92,970	-5.3%	51.20	46.81
72 MIDDLETON-CAPITOL SQUARE VIA BRANCH COMMUTER (revised August 25, 2013)	149,397	147,994	-0.9%	39.14	38.27
73 WTP-OLD SAUK TRAILS	148,443	144,004	-3.0%	20.73	20.18
74 MIDDLETON LOOP	25,734	30,170	17.2%	14.00	16.23
75 VERONA-CAPITOL SQUARE COMMUTER (began Mar 26, 2012; revised Mar 11 & Dec 2, 2013)	25,336	53,964	113.0%	22.40	32.11
78 MIDDLETON-WTP (Began Oct. 5, 2008; Saturdays only)	10,998	11,182	1.7%	11.64	12.50
80 UW CAMPUS (service revised August 26, 2012)	1,737,917	1,773,918	2.1%	89.67	83.18
81-82 UW LATE NITE CIRCULATORS	174,279	102,957	-40.9%	40.90	31.61
84 EAGLE HEIGHTS EXPRESS (began operating August 25, 2008)	34,603	45,110	30.4%	61.55	79.84
85 UW CAMPUS-PARK ST CIRCULATOR (ended operating on August 25, 2012)	158,385	-	-100.0%	59.22	NA
E, L, M, W SUPPLEMENTARY SCHOOL SERVICE	1,071,128	1,125,884	5.1%	68.26	69.65
UNKNOWN ROUTE & ROAD BUS *	410	251	-38.8%	NA	NA
SYSTEM TOTAL	14,592,214	14,740,736	1.0%	38.15	37.69
TOTAL WITHOUT CAMPUS CIRCULATORS (Routes 80-85)	12,487,030	12,818,751	2.7%	35.12	35.03

* Unknown Route refers to ridership data that isn't assigned to a route by the farebox (generally seen when farebox goes into "fallback mode"). Road buses are put into service to do portions of routes because of vehicle breakdowns, late regular buses, or overloads.

Average weekday ridership December 2012: 45,615*

Average weekday ridership December 2013: 49,874

*No service on December 20-21, 2012 due to blizzard

ROUTE PERFORMANCE, Year to Date - December 2014

ROUTE	RIDERSHIP			Passengers/rev. hour	
	2013	2014	% change	2013	2014
1 CAP SQUARE - UW	27,123	28,433	4.8%	27.49	28.31
2 WTP-NTP (revised August 25, 2013)	1,453,218	1,479,550	1.8%	51.18	48.06
3 WTP-ETP	624,731	605,304	-3.1%	36.14	35.08
4 NTP-STP	776,415	810,934	4.4%	41.21	43.21
5 ETP-STP	511,791	515,097	0.6%	35.86	36.44
6 EAST TOWNE-WTP	1,198,317	1,206,653	0.7%	35.62	36.10
7 WTP-ETP (Weekends & Holidays Only)	161,925	175,681	8.5%	27.87	30.25
8 CAP SQUARE-SPRING HARBOR (Weekends & Holidays Only)	43,144	47,888	11.0%	25.68	28.50
9 ETP - UW CAMPUS (ended operating on August 24, 2013)	144,152	-	-100.0%	43.66	NA
10 SCHENK/ATWOOD - UW CAMPUS (began August 24, 2009 & revised August 25, 2013)	335,863	753,702	124.4%	38.23	42.58
11 WTP-DUTCH MILL-CAP SQUARE	93,915	84,914	-9.6%	31.78	29.36
12 WTP-DUTCH MILL-CAP SQUARE	53,217	52,277	-1.8%	22.85	22.10
13 STP-CAP SQUARE	155,824	158,003	1.4%	20.01	20.35
14 RICHMOND HILL-WEXFORD RIDGE/JUNCTION RIDGE (revised August 25, 2013)	377,891	305,684	-19.1%	28.81	25.65
15 RICHMOND HILL-WEXFORD RIDGE/JUNCTION RIDGE (revised August 25, 2013)	505,219	425,007	-15.9%	31.16	25.65
16 STP - ETP	398,838	335,282	-15.9%	32.21	26.74
17 ETP-NTP	132,440	122,570	-7.5%	34.45	31.30
18 STP-WTP (revised August 25, 2013)	461,064	400,034	-13.2%	35.50	30.78
19 RED ARROW TR-CAP SQUARE	167,909	158,562	-5.6%	22.64	21.20
20 NTP-EAST TOWNE	175,229	217,265	24.0%	16.04	19.28
21 LAKEVIEW LOOP	177,708	180,515	1.6%	29.30	31.15
22 MENDOTA LOOP	251,449	251,168	-0.1%	38.26	39.38
25 AMERICAN CENTER COMMUTER (revised August 25, 2013)	10,833	9,962	-8.0%	16.04	17.33
26 AMERICAN CENTER LOOP (Began Oct. 5, 2008)	4,099	5,097	24.4%	7.32	7.19
27 NTP - UW CAMPUS COMMUTER	55,093	54,234	-1.6%	29.52	29.09
28 NTP-WTP COMMUTER (revised August 25, 2013)	403,609	382,686	-5.2%	60.62	55.57
29 SHERMAN COMMUTER ("School day" trip discontinued October 4, 2008)	22,255	21,640	-2.8%	24.14	21.04
30 ETP-EAST TOWNE	278,474	251,177	-9.8%	34.38	30.52
31 MARSH RD - ETP (began August 25, 2013)	7,545	22,584	199.3%	7.87	8.35
32 ACEWOOD-THOMPSON LOOP	46,399	43,156	-7.0%	21.32	18.93
33 SPRECHER/THOMPSON - ETP (revised August 25, 2013)	20,827	48,109	131.0%	15.87	18.60
34 ETP-MATC (peak service on 34 began Aug 24, 2009 & revised Aug 25, 2013)	27,067	23,320	-13.8%	16.50	18.39
35 RICHMOND HILLS/ACEWOOD - ETP (began August 25, 2013)	15,192	40,139	164.2%	17.32	15.84
36 CITY VIEW LOOP (Began Oct. 5, 2008; formerly part of Route 6)	35,142	36,504	3.9%	12.04	13.16
37 PFLAUM RD-SHEBOYGAN AVE COMMUTER (revised Oct. '08 & Aug '09)	79,554	68,393	-14.0%	17.43	16.58
38 PFLAUM RD-SHEBOYGAN AVE COMMUTER (revised Oct. '08, Aug '09, & Aug 25, 2013)	339,044	351,321	3.6%	38.07	37.90
39 ETP - DAIRY DRIVE (revised August 25, 2013)	23,763	24,544	3.3%	12.64	16.76
40 STP - ARBOR HILLS LOOP (revised August 25, 2013)	187,320	212,708	13.6%	37.45	42.11
44 STP-UW CAMPUS COMMUTER RTE (revised August 24, 2014)	94,024	93,785	-0.3%	34.87	39.88
47 ARBOR HILLS COMMUTER	84,282	82,681	-1.9%	26.42	27.17
48 STP-UW CAMPUS COMMUTER RTE (revised August 24, 2014)	13,581	12,649	-6.9%	12.10	14.24
49 HATCHERY HILL-LACY LOOP COMMUTER RTE (began August 24, 2014)	-	5,587	NA	NA	10.17
50 WTP-SCHROEDER-RAYMOND LOOP (revised August 24, 2014)	192,096	219,376	14.2%	45.00	45.86
51 WTP-MUIR FIELD LOOP	90,903	91,499	0.7%	33.48	32.17
52 WTP-FITCHBURG	38,462	46,105	19.9%	13.94	17.38
55 VERONA- WTP COMMUTER (revised Mar 11, 2013)	38,789	38,342	-1.2%	24.43	22.96
56 PILGRIM-REETZ COMMUTER & MUIR FIELD COMMUTER	124,387	106,539	-14.3%	27.31	22.86
57 PILGRIM-REETZ COMMUTER & MUIR FIELD COMMUTER	123,406	111,574	-9.6%	33.59	29.63
58 GREENTREE COMMUTER	82,880	82,300	-0.7%	27.73	27.71
59 FITCHBURG - WTP (weekend & holiday route, began August 23, 2009)	10,946	12,283	12.2%	6.53	7.38
63 WTP-PRAIRIE TWN CTR (Weekends & Holidays only)	42,846	38,328	-10.5%	29.08	26.01
67 WTP-WEST TOWNE	313,669	312,517	-0.4%	47.18	45.90
68 WTP-PRAIRIE TWN CTR (Weekends & Holidays only)	9,973	10,030	0.6%	5.83	5.86
70 MIDDLETON-CAPITOL SQUARE (revised August 24, 2014)	168,490	157,547	-6.5%	25.08	23.58
71 MIDDLETON-CAPITOL SQUARE VIA ALLEN COMMUTER (revised Aug 25, '13 & Aug 24, '14)	92,970	90,898	-2.2%	46.81	35.12
72 MIDDLETON-CAPITOL SQUARE VIA BRANCH COMMUTER (revised Aug 25, '13 & Aug 24, '14)	147,994	140,064	-5.4%	38.27	33.22
73 WTP-OLD SAUK TRAILS (revised August 24, 2014)	144,004	130,724	-9.2%	20.18	19.66
74 MIDDLETON LOOP (ended operating on August 23, 2014)	30,170	20,949	-30.6%	16.23	17.55
75 VERONA-CAPITOL SQR COMMUTER (began Mar 26, '12; rev Mar 11, Dec 2, '13 & Jul 28, '14)	53,964	80,172	48.6%	32.11	35.13
78 MIDDLETON-WTP (Began Oct. 5, 2008; Saturdays only)	11,182	11,089	-0.8%	12.50	12.39
80 UW CAMPUS (service revised August 26, 2012)	1,773,918	2,170,091	22.3%	83.18	101.76
81-82 UW LATE NITE CIRCULATORS	102,957	108,105	5.0%	31.61	32.37
84 EAGLE HEIGHTS EXPRESS (began operating August 25, 2008)	45,110	30,624	-32.1%	79.84	54.23
E, L, M, W SUPPLEMENTARY SCHOOL SERVICE	1,125,884	1,109,995	-1.4%	69.65	68.50
UNKNOWN ROUTE & ROAD BUS *	251	3	NA	NA	NA
SYSTEM TOTAL	14,740,736	15,223,961	3.3%	37.69	37.72
TOTAL WITHOUT CAMPUS CIRCULATORS (Routes 80-84)	12,818,751	12,915,141	0.8%	35.03	34.13

* Unknown Route refers to ridership data that isn't assigned to a route by the farebox (generally seen when farebox goes into "fallback mode"). Road buses are put into service to do portions of routes because of vehicle breakdowns, late regular buses, or overloads.

Average weekday ridership December 2013: 49,874

Average weekday ridership December 2014: 48,481

MONTHLY RIDERSHIP - January 2015

ROUTE	MONTHLY RIDERSHIP			YTD RIDERSHIP		
	2014	2015	% change	2014	2015	% change
1 CAP SQUARE - UW	2,255	2,002	-11.2%	2,255	2,002	-11.2%
2 WTP-NTP (revised August 25, 2013)	124,916	118,429	-5.2%	124,916	118,429	-5.2%
3 WTP-ETP	51,894	46,491	-10.4%	51,894	46,491	-10.4%
4 NTP-STP	62,741	64,532	2.9%	62,741	64,532	2.9%
5 ETP-STP	41,059	41,206	0.4%	41,059	41,206	0.4%
6 EAST TOWNE-WTP	97,822	93,150	-4.8%	97,822	93,150	-4.8%
7 WTP-ETP (Weekends & Holidays Only)	14,545	16,169	11.2%	14,545	16,169	11.2%
8 CAP SQUARE-SPRING HARBOR (Weekends & Holidays Only)	3,860	4,224	9.4%	3,860	4,224	9.4%
10 SCHENK/ATWOOD - UW CAMPUS (began August 24, 2009 & revised August 25, 2013)	57,931	57,079	-1.5%	57,931	57,079	-1.5%
11 WTP-DUTCH MILL-CAP SQUARE	7,688	7,589	-1.3%	7,688	7,589	-1.3%
12 WTP-DUTCH MILL-CAP SQUARE	4,317	4,111	-4.8%	4,317	4,111	-4.8%
13 STP-CAP SQUARE	12,419	12,323	-0.8%	12,419	12,323	-0.8%
14 RICHMOND HILL-WEXFORD RIDGE/JUNCTION RIDGE (revised August 25, 2013)	24,335	23,753	-2.4%	24,335	23,753	-2.4%
15 RICHMOND HILL-WEXFORD RIDGE/JUNCTION RIDGE (revised August 25, 2013)	32,353	32,980	1.9%	32,353	32,980	1.9%
16 STP - ETP	26,221	27,616	5.3%	26,221	27,616	5.3%
17 ETP-NTP	10,100	7,696	-23.8%	10,100	7,696	-23.8%
18 STP-WTP (revised August 25, 2013)	32,915	30,690	-6.8%	32,915	30,690	-6.8%
19 RED ARROW TR-CAP SQUARE	14,746	12,781	-13.3%	14,746	12,781	-13.3%
20 NTP-EAST TOWNE	13,061	18,725	43.4%	13,061	18,725	43.4%
21 LAKEVIEW LOOP	14,020	14,168	1.1%	14,020	14,168	1.1%
22 MENDOTA LOOP	18,030	21,562	19.6%	18,030	21,562	19.6%
25 AMERICAN CENTER COMMUTER (revised August 25, 2013)	816	687	-15.8%	816	687	-15.8%
26 AMERICAN CENTER LOOP (Began Oct. 5, 2008)	275	490	78.2%	275	490	78.2%
27 NTP - UW CAMPUS COMMUTER	4,922	4,695	-4.6%	4,922	4,695	-4.6%
28 NTP-WTP COMMUTER (revised August 25, 2013)	33,436	31,103	-7.0%	33,436	31,103	-7.0%
29 SHERMAN COMMUTER ("School day" trip discontinued October 4, 2008)	1,855	1,769	-4.6%	1,855	1,769	-4.6%
30 ETP-EAST TOWNE	19,291	18,333	-5.0%	19,291	18,333	-5.0%
31 MARSH RD - ETP (began August 25, 2013)	1,668	2,025	21.4%	1,668	2,025	21.4%
32 ACEWOOD-THOMPSON LOOP	3,582	3,307	-7.7%	3,582	3,307	-7.7%
33 SPRECHER/THOMPSON - ETP (revised August 25, 2013)	3,795	3,445	-9.2%	3,795	3,445	-9.2%
34 ETP-MATC (peak service on 34 began Aug 24, 2009 & revised Aug 25, 2013)	1,622	1,652	1.8%	1,622	1,652	1.8%
35 RICHMOND HILLS/ACEWOOD - ETP (began August 25, 2013)	3,340	2,595	-22.3%	3,340	2,595	-22.3%
36 CITY VIEW LOOP (Began Oct. 5, 2008; formerly part of Route 6)	2,966	2,520	-15.0%	2,966	2,520	-15.0%
37 PFLAUM RD-SHEBOYGAN AVE COMMUTER (revised Oct. '08 & Aug '09)	5,135	5,007	-2.5%	5,135	5,007	-2.5%
38 PFLAUM RD-SHEBOYGAN AVE COMMUTER (revised Oct. '08, Aug '09, & Aug 25, 2013)	30,557	29,921	-2.1%	30,557	29,921	-2.1%
39 ETP - DAIRY DRIVE (revised August 25, 2013)	1,400	2,241	60.1%	1,400	2,241	60.1%
40 STP - ARBOR HILLS LOOP (revised August 25, 2013)	16,055	16,886	5.2%	16,055	16,886	5.2%
44 STP-UW CAMPUS & FITCHBURG COMMUTER RTES	8,795	7,450	-15.3%	8,795	7,450	-15.3%
47 ARBOR HILLS COMMUTER	6,885	6,342	-7.9%	6,885	6,342	-7.9%
48 STP-UW CAMPUS & FITCHBURG COMMUTER RTES	1,171	697	-40.5%	1,171	697	-40.5%
49 HATCHERY HILL-LACY LOOP COMMUTER RTE (began August 24, 2014)		1,197			1,197	NA
50 WTP-SCHROEDER-RAYMOND LOOP	15,635	20,958	34.0%	15,635	20,958	34.0%
51 WTP-MUIR FIELD LOOP	8,132	7,142	-12.2%	8,132	7,142	-12.2%
52 WTP-FITCHBURG	3,596	3,464	-3.7%	3,596	3,464	-3.7%
55 VERONA - WTP COMMUTER (revised Mar 11, 2013)	3,623	3,229	-10.9%	3,623	3,229	-10.9%
56 PILGRIM-REETZ COMMUTER & MUIR FIELD COMMUTER	8,323	8,608	3.4%	8,323	8,608	3.4%
57 PILGRIM-REETZ COMMUTER & MUIR FIELD COMMUTER	8,732	8,015	-8.2%	8,732	8,015	-8.2%
58 GREENTREE COMMUTER	7,336	6,634	-9.6%	7,336	6,634	-9.6%
59 FITCHBURG - WTP (weekend & holiday route, began August 23, 2009)	1,117	963	-13.8%	1,117	963	-13.8%
63 WTP-PRAIRIE TWN CTR (Weekends & Holidays only)	2,846	3,232	13.6%	2,846	3,232	13.6%
67 WTP-WEST TOWNE	22,622	23,354	3.2%	22,622	23,354	3.2%
68 WTP-PRAIRIE TWN CTR (Weekends & Holidays only)	784	737	-6.0%	784	737	-6.0%
70 MIDDLETON-CAPITOL SQUARE	11,295	11,788	4.4%	11,295	11,788	4.4%
71 MIDDLETON-CAPITOL SQUARE VIA MARSHALL PARK COMMUTER (revised Aug 25, 2013)	6,722	8,780	30.6%	6,722	8,780	30.6%
72 MIDDLETON-CAPITOL SQUARE VIA BRANCH COMMUTER (revised August 25, 2013)	11,312	11,491	1.6%	11,312	11,491	1.6%
73 WTP-OLD SAUK TRAILS	9,978	9,535	-4.4%	9,978	9,535	-4.4%
74 MIDDLETON LOOP (ended operating on August 23, 2014)	2,603		-100.0%	2,603		-100.0%
75 VERONA-CAPITOL SQUARE COMMUTER (began Mar 26, 2012; revised Mar 11 & Dec 2, 2013)	6,028	7,302	21.1%	6,028	7,302	21.1%
78 MIDDLETON-WTP (Began Oct. 5, 2008; Saturdays only)	954	1,165	22.1%	954	1,165	22.1%
80 UW CAMPUS (service revised August 26, 2012)	177,091	146,195	-17.4%	177,091	146,195	-17.4%
81 UW LATE NIGHT CIRCULATOR	1,988	2,685	35.1%	1,988	2,685	35.1%
82 UW LATE NITE CIRCULATOR	2,667	3,102	16.3%	2,667	3,102	16.3%
84 EAGLE HEIGHTS EXPRESS (began operating August 25, 2008)	3,043	2,665	-12.4%	3,043	2,665	-12.4%
E, L, M, W SUPPLEMENTARY SCHOOL SERVICE	95,474	113,191	18.6%	95,474	113,191	18.6%
UNKNOWN ROUTE & ROAD BUS			NA			NA
SYSTEM TOTAL	1,226,695	1,203,873	-1.9%	1,226,695	1,203,873	-1.9%
TOTAL WITHOUT CAMPUS CIRCULATORS (Routes 80-84)	1,041,906	1,049,226	0.7%	1,041,906	1,049,226	0.7%

*No supplemental school service on January 6, 7, & 28, 2014 due to weather.

*No UW-Madison classes held before noon on January 28, 2014.

Route 59 Alignment Options
March 2015

Option A - Simple realignment of southbound service to Spoke, no stop eliminations.

Option B1 - Realignment from Option A; elimination of Market/Executive loop and bus stop. New limited stop zone between Star Cinema and Crescent at Sentinel (~1.6 miles)

Option B2 - Realignment from Option A; elimination of Crescent at Sentinel bus stop. New limited stop zone between Executive/Market and Red Arrow at Crescent (~1.7 miles)

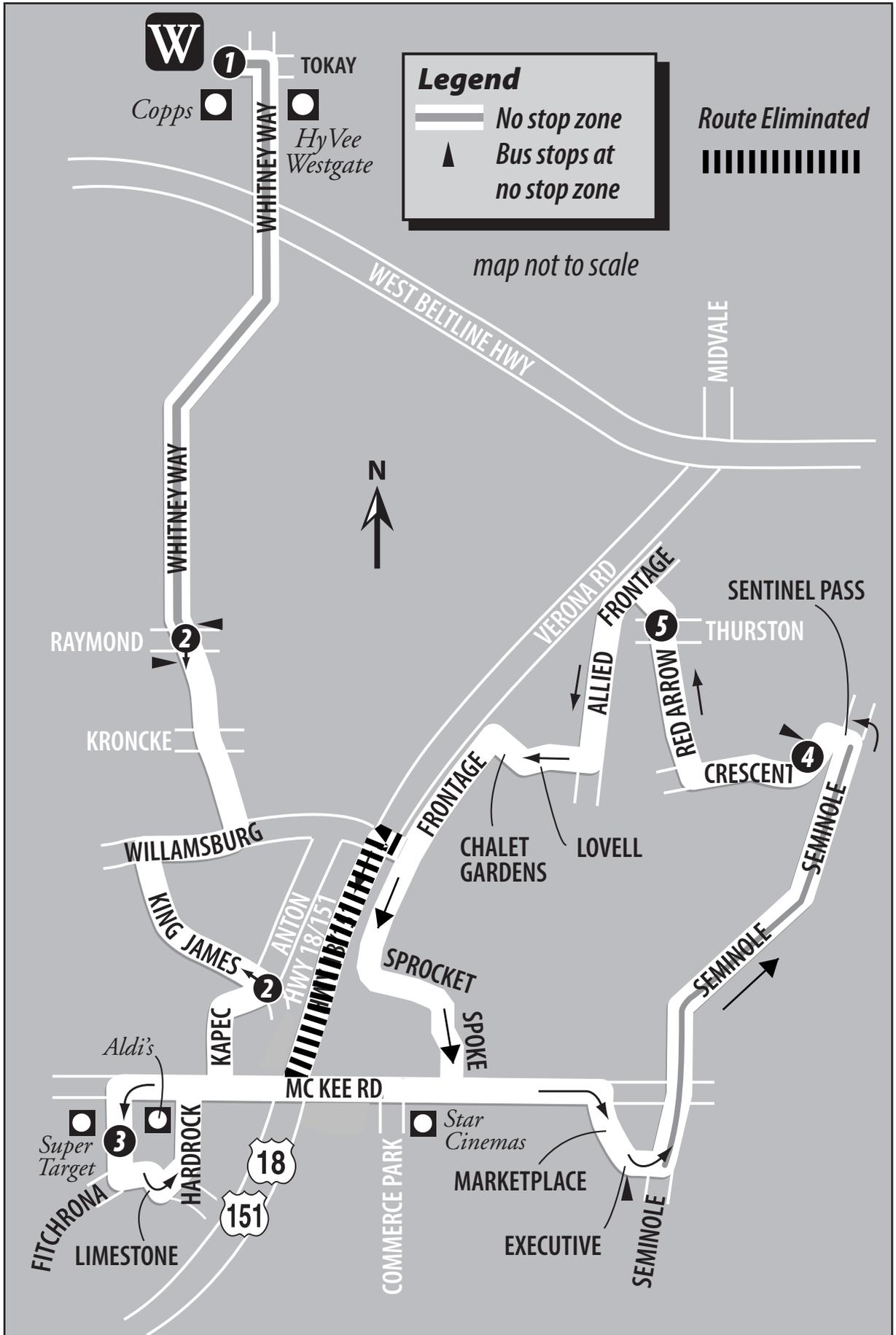
Option B - Combination of Options B1 & B2 above; elimination of both Market/Executive loop and bus stop - as well as Crescent at Sentinel bus stop. New limited stop zone between Star Cinema and Red Arrow at Crescent (~2.1 miles)

Option C - Realignment of northbound service to Spoke, and reversing entire loop direction back to westbound on McKee at Seminole; alternate stop across street at Crescent and Sentinel, nearby stop on north side of McKee west of Seminole (elimination of Executive/Market bus stop)

Option D - Realignment of north- and southbound service to Spoke, continued northbound from Williamsburg to Atticus via Verona Road, then southbound via Red Arrow and Crescent to Lovell and Chalet Gardens; elimination of Executive/Market loop and bus stop, Seminole/Sentinel service and bus stop, and service to bus stops on Allied between Lovell and Red Arrow (in City of Madison).

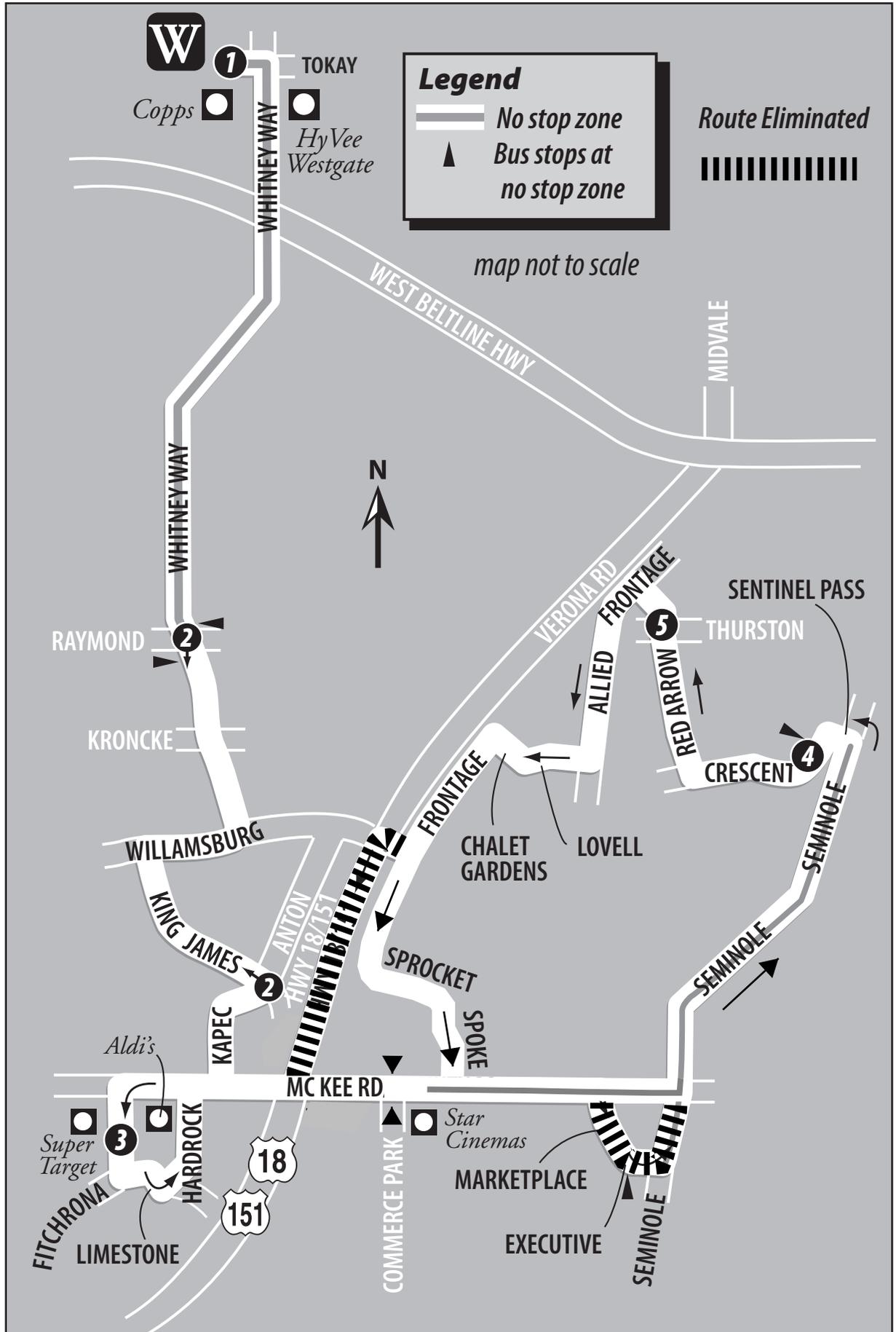
Route 59: A - Realign to southbound Spoke

SATURDAY
SUNDAY
HOLIDAY



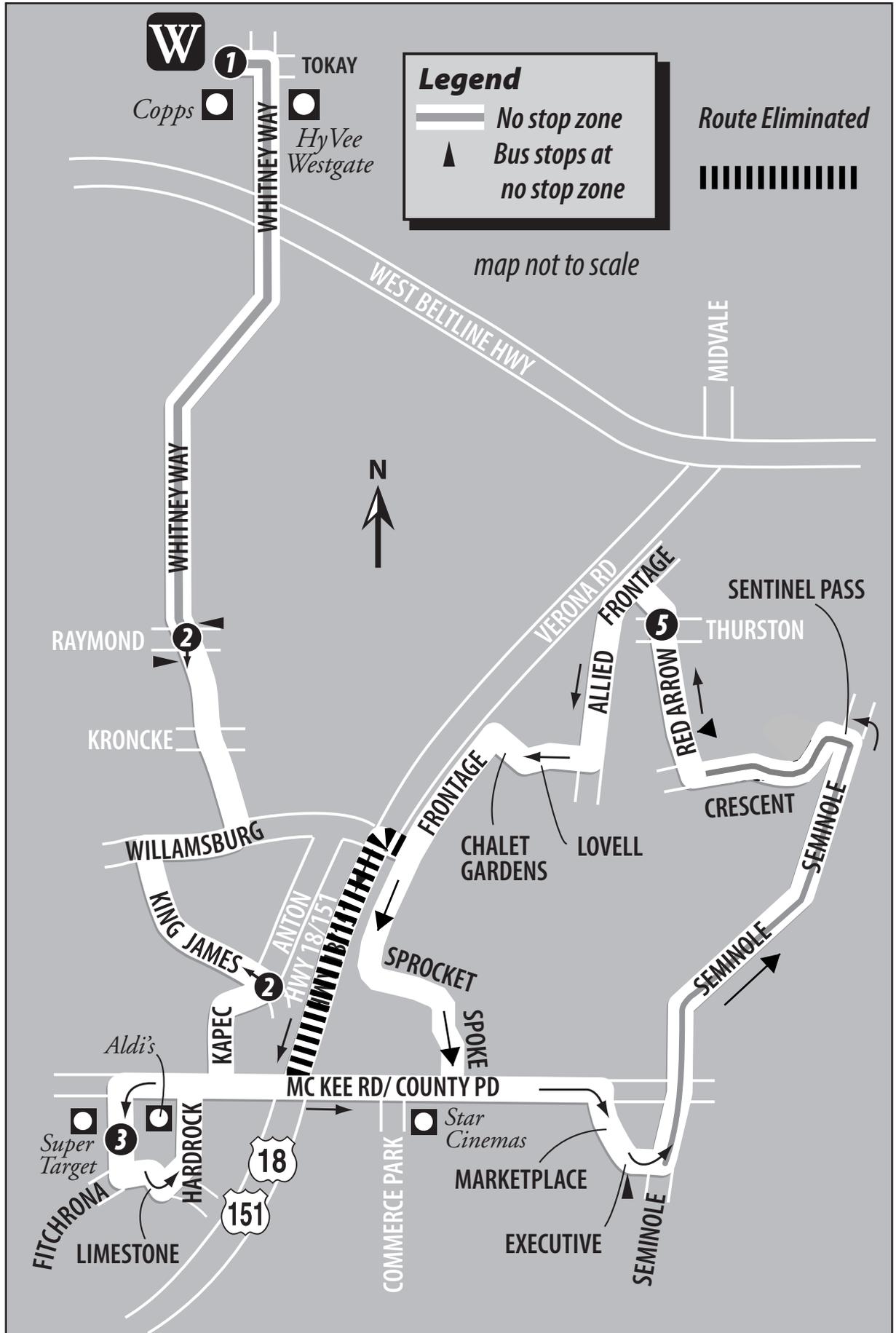
Route 59: B1 - Realign to SB Spoke; drop Executive route/stop

SATURDAY
SUNDAY
HOLIDAY



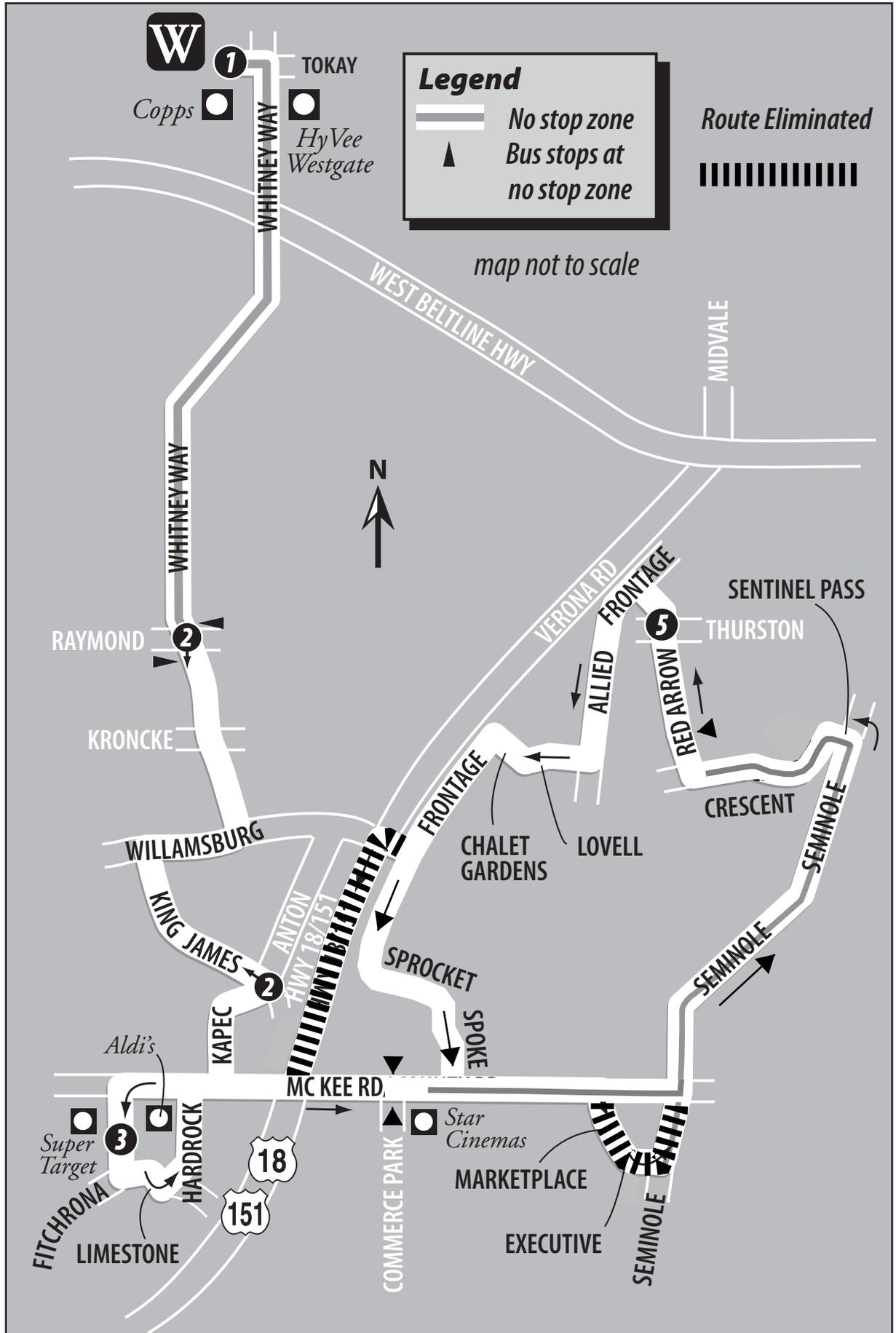
Route 59: B2 - Realign to SB Spoke; drop Sentinel stop

SATURDAY
SUNDAY
HOLIDAY



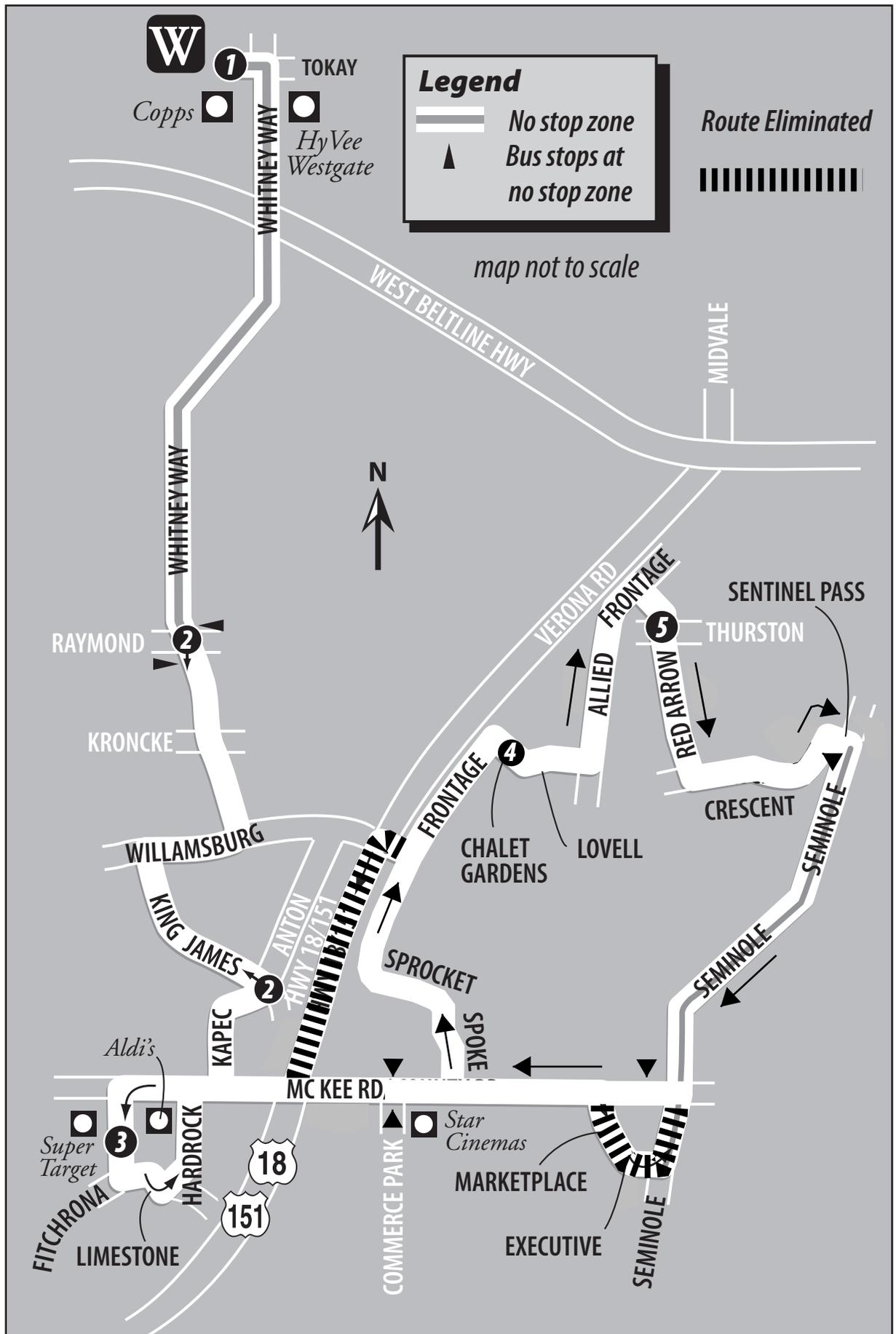
Route 59: B - Realing to SB Spoke; drop Executive & Sentinel

SATURDAY
SUNDAY
HOLIDAY



Route 59: C - Realign to Spoke and reverse loop; drop Executive

SATURDAY
SUNDAY
HOLIDAY



Fitchburg Transit Feasibility Study

Transit System Implementation

DRAFT

City of Fitchburg



February 10, 2015

SRF No. 8679

Project Review

Project activities to-date have included an assessment of transit needs and demand in the City of Fitchburg, a definition of the project purpose, and a presentation of various transit options. On preliminary evaluation, three transit options were ranked the highest based on their consistency with regional policy, cost effectiveness, ridership potential, and administrative requirements (See Table 1). The most favorable options include:

Near-Term Transit Options

- Intracity oriented flexible bus, operated via City of Fitchburg contractor
- Intracity oriented shared-ride-taxi, operated via City of Fitchburg contractor

Long-Term Transit Option

- Regionally oriented fixed-route bus, operated via intergovernmental agreement

The options were also evaluated based on the market served. Each of the three options meets a different set of needs. The fixed-route intracity option had a combination of high cost and low geographic coverage and was therefore screened out through this category.

Table 1: Evaluation Summary

MODE, OPERATOR, ORIENTATION	Regional Policy	Cost	Frequency and Ridership	Administration	Markets Served
Fixed Route, Metro, Regional	●	□	●	●	●
Fixed Route, Metro, Intracity	○	□	○	●	□
Fixed Route, Private Contractor, Regional	●	○	●	□	●
Fixed Route, Private Contractor, Intracity	○	○	○	□	□
Flexible Bus, Metro or County, Regional	●	□	□	○	●
Flexible Bus, Metro or County, Intracity	●	□	□	○	●
Flexible Bus, Private Contractor, Regional	●	○	●	□	●
Flexible Bus, Private Contractor, Intracity	●	●	●	□	●
Shared-Ride-Taxi, Private Contractor, Intracity	●	●	□	●	○

● = high score ○ = medium score □ = low score

Summary of Most Promising Options

The evaluation of alternatives for the transit feasibility study identifies two transportation options. While each option serves the purpose of filling in gaps in transit service within Fitchburg, their respective target markets and ridership outcomes differ. A positive outcome is that the three options can be deployed consecutively. If a flexible bus is cost prohibitive at this time, a shared-ride-taxi service is a suitable incremental investment. Both modes can establish a customer base for a fixed route service. Establishing a cross-town fixed route service under current finance and policy conditions will require significant investment from the City of Fitchburg and the availability of vehicles and storage from Madison Metro.

Shared-Ride-Taxi – Lowest Overall Cost, Serving People Who Rely on Transit

Definition

Shared-ride-taxi or “demand response” service is defined by FTA as any non-fixed route system of transporting individuals that requires advanced scheduling by the customer, including services provided by public entities, nonprofits, and private providers. Service is provided curb-to-curb and there are no formalized schedules. In Wisconsin, these services are provided by taxi companies or rural transportation providers. The vehicles do not operate over a fixed route or on a fixed schedule except, perhaps, on a temporary basis to satisfy a special need. The vehicle may be dispatched to pick up several passengers at different pick-up points before taking them to their respective destinations and may even be interrupted en route to these destinations to pick up other passengers.

Vehicles

Fitchburg has both urban and rural characteristics, and it is assumed that the fleet for a shared-ride-taxi system would consist of primarily eight passenger mini-buses. The buses could also be supplemented with taxi sedans or accessible minivans during times of peak demand, or to provide a trip that is difficult to coordinate as a shared ride. An example of a mini-bus is shown in Figure 1, and an accessible minivan is shown in Figure 2.

Figure 1: Washington County, WI Shared-Ride-Taxi Vehicle



Figure 2: Door County, WI Door2Door Rides Vehicle



Fares and Service Area

- Fare is a flat rate comparable to Madison Metro fare for service within a primary service area, with a per-mile or zone rate for trips that have origins or destinations outside of this area.
- A sample map showing an example of a shared-ride-taxi service area is shown in Figure 3. This service area could be easily modified to include any destinations that are outside of the Urban Service Area.

Key Advantages

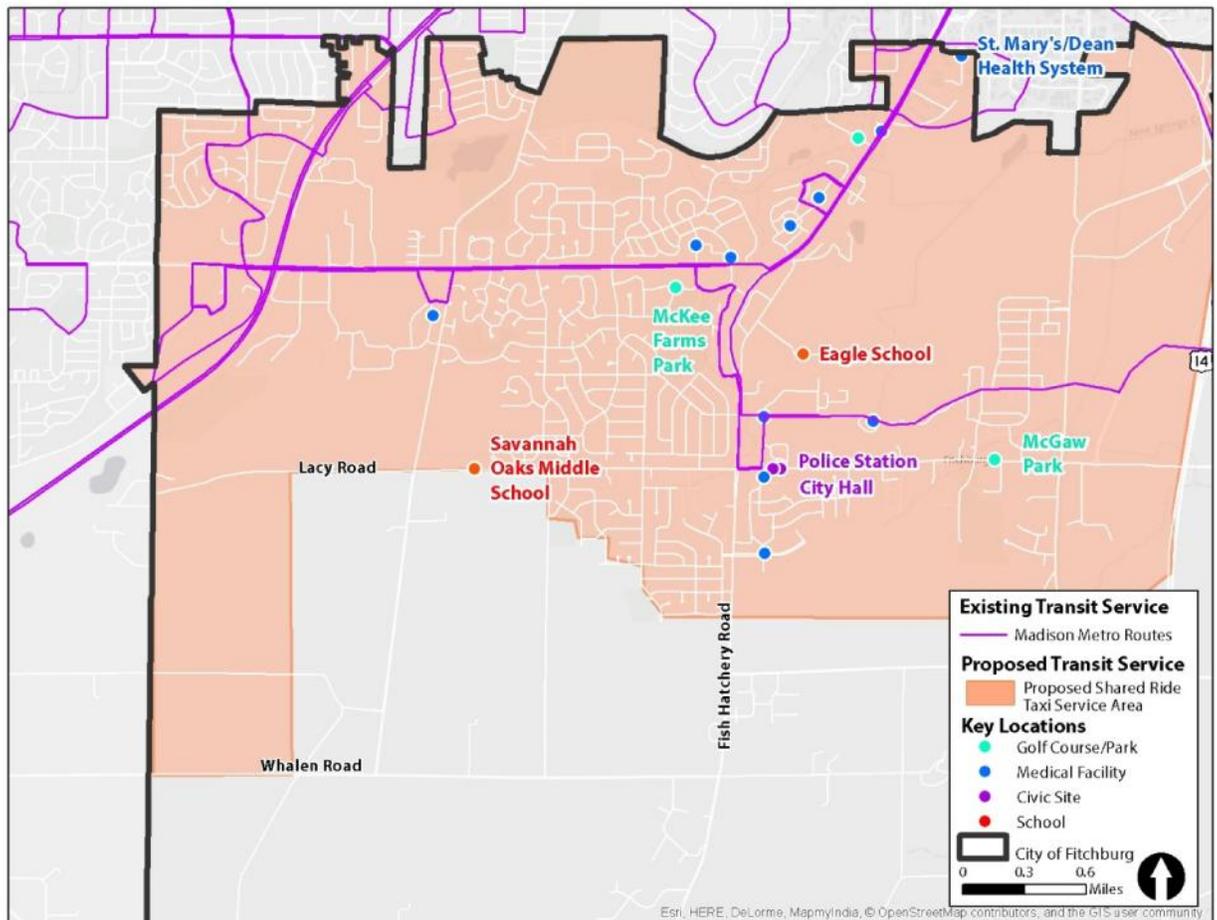
- Lowest overall cost compared to flexible and fixed route bus.

- Ability to cover a broad geographic areas, specifically provide curb-to-curb service in areas that are difficult to serve bus.
- Develops a customer base and point of data collection for future transit service.
- Lowest staff administration efforts, easiest to implement

Key Disadvantages

- Capacity constrained, smaller vehicles and low passengers per hour
- Typically does not attract “choice rider,” caters primarily to people who rely on transit needing to travel outside of the Madison Metro service area.
- Most challenging to coordinate with Madison Metro service
- User must always initiate pickup

Figure 3: Example Shared-Ride-Taxi Service Area



Flexible Bus – Balanced Approach, Building a Base of Transit Customers

Definition

A flexible bus – commonly referred to as “flex-route” or “deviated fixed-route” – is a transit mode that operates as a hybrid of a fixed-route bus and a demand response service. There are several scheduled time points strategically placed along a travel corridor, and the vehicle will operate curb-to-curb service within a set geographic area. If the geographic area exists as a ¾ mile or greater buffer, it is deemed to be equivalent to ADA complementary paratransit. Rides are dispatched as they are for paratransit service, and still have conventional bus stops and shelters corresponding to the time points.

Vehicles

A flexible bus service will use medium-duty vehicles that are larger than what is offered by a shared-ride-taxi system. These are typically cutaway chassis vehicles with a minimum capacity of 10 seated and two wheelchair positions. An example of a flexible bus vehicle is shown in Figure 4.

Figure 4: Metro Hopper Bus, San Joaquin County, CA



Figure 5: Capital Area Transit Authority Low-Floor Paratransit Vehicle, Lansing, MI



Examples

Flexible bus service is used in many suburban and rural areas nationwide. Examples of flexible bus routes currently in operation include:

- Roanoke, VA Area – Mountain Express route connecting the communities of Covington and Clifton Forge
- Minnesota Valley Transit Authority (Apple Valley, MN and Rosemount, MN) – Route 420 Flex-Route
- San Joaquin County, CA – “Hopper” Deviated Fixed-Route Service
- Fond du Lac Band of Lake Superior Chippewa– Cloquet, MN(rural and suburban Duluth, MN)
- University of Wisconsin – Madison ADA services
- Appleton, WI – Valley Connector Service
- Door County, WI – Door2Door Rides

A flexible bus service provides customers with the reliability of a fixed route service, with the flexibility of route deviations that can reach areas too challenging or costly to serve with a heavy-duty bus. Additionally, a flexible bus serves in place of ADA complementary paratransit. Often, flexible bus routes are deployed as a way to manage the growing costs and inefficiencies of ADA paratransit service. They also offer the ability to test new destinations and provide workforce transportation.

Fares and Service Area

- Fare is a flat rate comparable to Madison Metro fare for service within a primary service area. Transfers should be made available to Madison Metro fixed route service.
- An example of a flexible bus service area that has an approximate one-hour full east-to-west travel time is shown in Figure 6. This is a $\frac{3}{4}$ mile buffer from the stop locations. The service area boundaries and management plan need to be coordinated with Madison Metro and other regional providers so that service is not duplicative.
- Examples of existing route maps for other flexible bus systems are shown in Figures 7, 8, and 9.

Key Advantages

- Lower cost per rider than shared-ride-taxi
- Offers more flexibility than a fixed-route bus service
- Can serve low-density development
- Transfers to Madison Metro transit are feasible
- Schedules and stops provide a visible service

Key Disadvantages

- Service product is new to region and will require marketing and outreach to be successful
- Limited regional connections due to the need for multiple transfers
- City and contractor resources devoted to administration
- Potential long-term commitment to providing demand response service to outlying areas

Figure 6: Example of a Flexible Bus Service Area in Fitchburg, WI

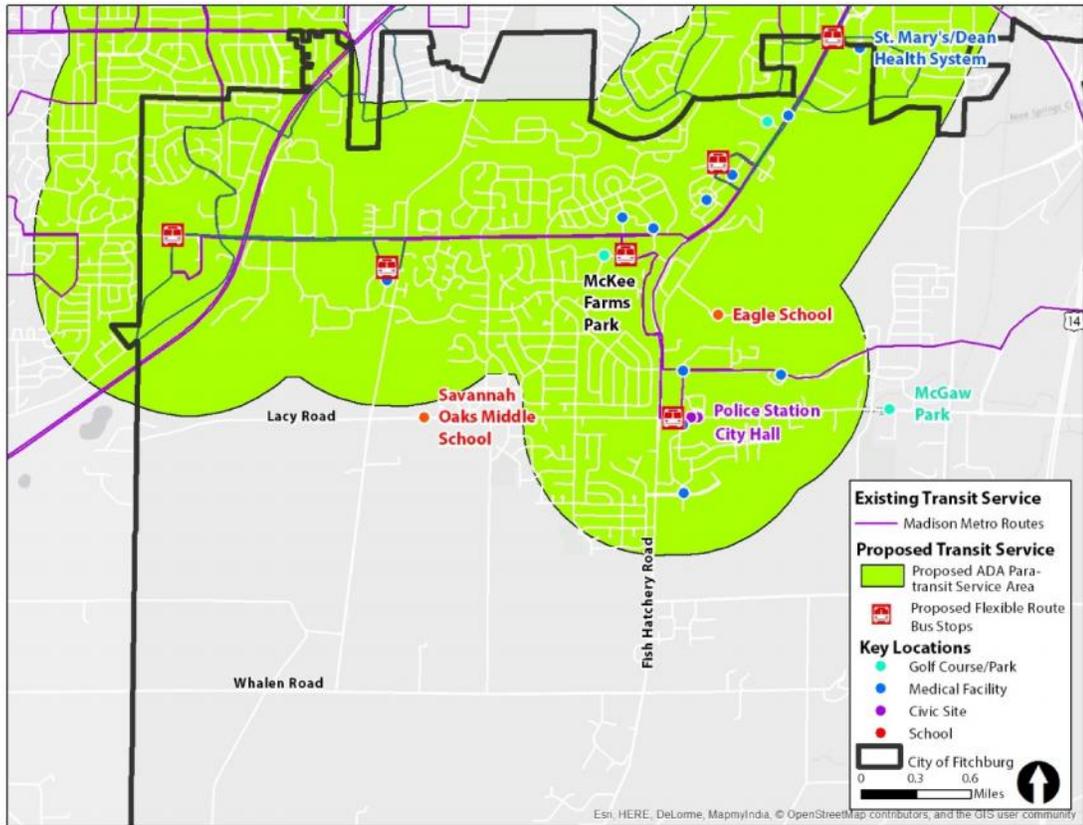


Figure 7: Mountain Express Transit Route Map, Roanoke, VA Region

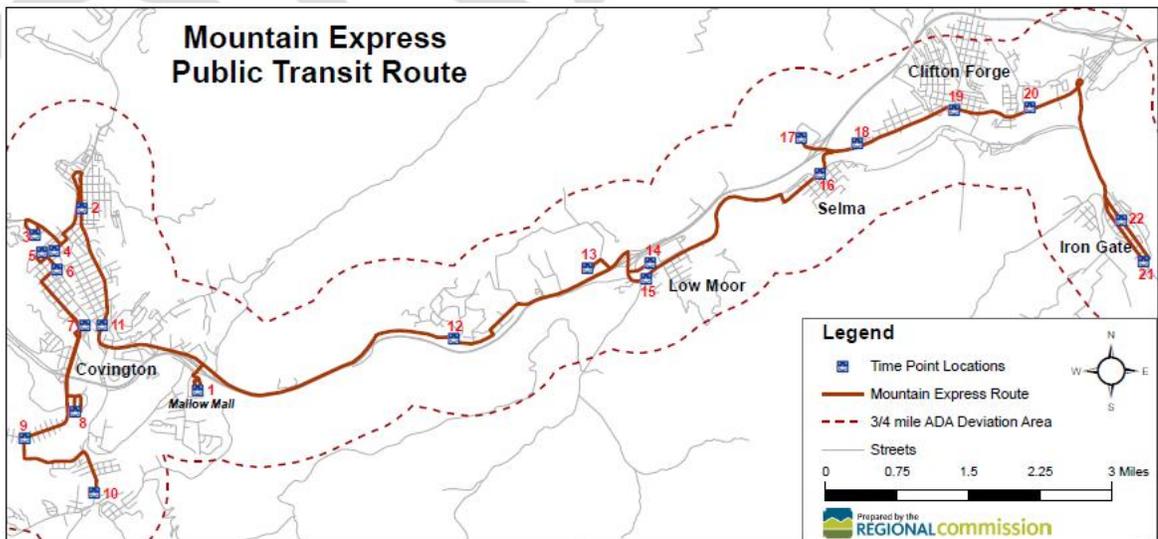
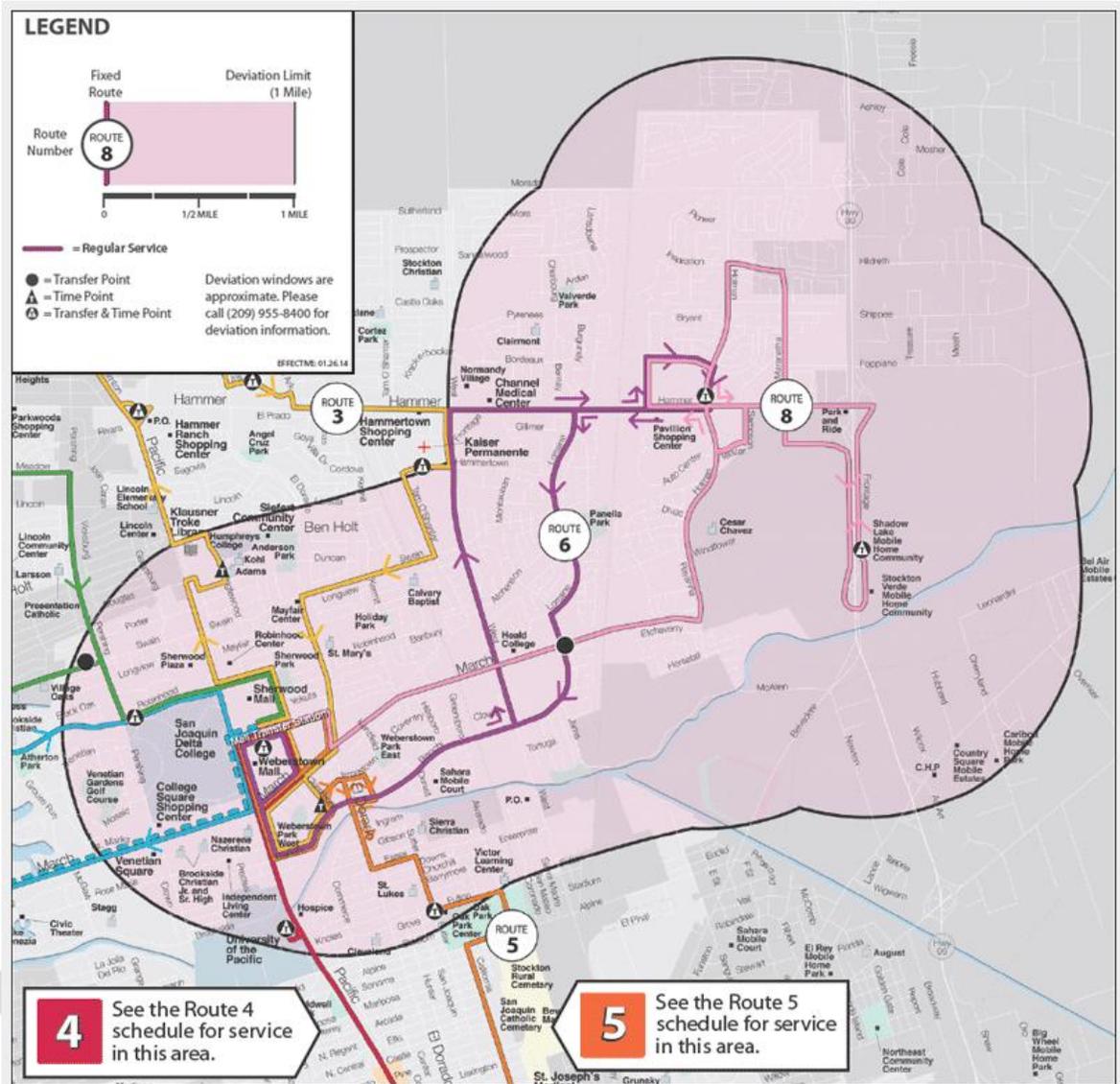


Figure 8: Metro Hopper (Stockton, CA) Route 8 Map



Fixed Route Transit: A Long Term Option

Definition

For a connection to regional destinations beyond the City of Fitchburg that draws the broadest base of ridership, fixed route service operated by Madison Metro is most appropriate. Fixed route service is provided on a repetitive, scheduled basis along a specific route with vehicles stopping to pick up and deliver passengers to specific locations; each fixed route trip serves the same origins and destinations. Establishing a flexible bus service can serve as a method of data collection and a way to establish a base of ridership for Madison Metro service that operates within Fitchburg. This is an appropriate long term solution, when stable funding for the service becomes available.

Complementary Services

Private transportation services are components of the greater transportation network in Fitchburg, Madison, and Dane County. These can supplement any public transit service. However, public transit is at the core of any larger coordinated system. Private transportation companies often partner with transit providers through vouchers or guaranteed-ride-home programs.

Transportation Technology Platforms and Private Taxi Services

New technological platforms for transportation have become common in many cities, the most notable of which are Uber and Lyft. These are platforms in which private vehicle owners and livery companies provide point-to-point transportation. Passengers request a ride via a smartphone app, which is also used to track vehicles and pay fares. Taxi companies have developed similar platforms where passengers can hail rides using mobile devices, such as Curb (formerly Taxi Magic) and iHAIL. Gradually these services are becoming an integral part of the private transportation network, and for some trip purposes supplement taxi and public transit. For basic services, fares are comparable to metered taxi fares (considerably higher than public transit), and greater for livery vehicle or shared van services. Additionally, there are no regulations for accessibility and the use of these services requires a credit card. Fares also vary based on a proprietary algorithm that balances supply and demand known as surge pricing.

For the above reasons vehicles that use Uber and Lyft are not considered public transit modes. However, many of its elements can be deployed in a public transit setting. Demand responses modes (flexible bus, shared-ride-taxi, etc.) can be dispatched using smartphones or online using existing software packages. Also, vehicles can be tracked in real-time using automatic vehicle locators. In addition to purchasing software packages, transit agencies have partnered with colleges and universities to develop transit apps as a part of student projects at a considerably reduced cost. It would be recommended to further explore incorporating these customer interfaces into a public transit project.

Volunteer Driver Services

Volunteer drivers provide rides using their own private vehicles, or a vehicle that is owned by a public or private entity. Rides are typically coordinated by human service agencies. The most common trip purpose for a volunteer driver ride is a medical appointment. Volunteer driver programs offer linkages for seniors or people living in remote areas to specialized medical care, social service agencies, or other destinations as specified by the coordinating agency. Drivers are typically reimbursed on a mileage basis as per federal IRS rates, and passengers may contribute a donation. Volunteer drivers can fill in service gaps that exist due to long distances or span in service (weekends, evenings, etc.).

Marketing, Promotion, Outreach

Work to date has been completed in the City of Fitchburg Transit Plan, and by the project steering committee to identify a target customer base for this service. Part of the project implementation will be to deploy an aggressive marketing and outreach strategy to ensure awareness of the new service and its success.

Marketing and Outreach Partners

- Madison Metro Transit
- City of Fitchburg Senior Center
- City of Fitchburg Library
- Dane County Human Services – Transportation and Mobility Management
- Local neighborhood associations
- Medical clinics
- School districts
- Assisted living/adult day centers
- Business community
- Schools, churches, other community institutions

Marketing Materials and Tasks

- Travel training program
- Advertisements
 - Vehicle branding
 - Radio and web advertisements
 - Direct mail
- Bus stops and signs
- Paper brochures and schedules

Marketing roles will be shared responsibility among city staff to design a scope of marketing tasks, and the selected contractor will deliver on these marketing tasks.

Implementation

Before the service commences there are several critical next steps that local partners need to undertake. On the following page, Table 2 summarizes these tasks and identifies the appropriate roles and responsibilities.

Next Steps

Table 2: Implementation Next Steps

Task	Definition	Lead Agency
Step 1: Submit Letter of Intent to WisDOT and Madison Area MPO for State Transit Operating Assistance	A letter of intent must be submitted to the Wisconsin Department of Transportation to signify that a municipality is interested in applying for Chapter 85.20 transit operating assistance. This letter must be submitted at least two state fiscal years prior to grant submittal. If the City of Fitchburg does not elect to be the grantee and is instead a grant subrecipient of an existing transit agency (e.g. City of Madison, City of Verona) then this step is not necessary.	City of Fitchburg or designated recipient
Step 2: Finalize transit service area	The City of Fitchburg will work with the Madison Area MPO to determine a service boundary that will not be duplicative of existing transit services and appropriately fill in geographic gaps. These will be refinements of the base concept provided by the transit feasibility study consultant.	City of Fitchburg, Madison MPO
Step 3: Secure local share of operating funds	After a preferred mode is selected, local share of operating funds must be secured.	City of Fitchburg, and/or partner agency
Step 4: Apply for State Aid	Complete grant application	City of Fitchburg or designated recipient
Step 5: Draft request for proposals, develop marketing Plan	WisDOT has numerous boiler-plate RFP's available that the City of Fitchburg can use as a basis for developing a RFP. The consultant team will also attach example RFP boilerplates as an appendix to the final report. Since this is a new project in Fitchburg it may be advisable to hold a pre-proposal meeting with potential vendors to introduce the service concept, facilitate questions and answers, and refine details of the RFP.	City of Fitchburg, WisDOT Transit Section
Step 6: Award and negotiate contract with transit provider	RFP's should be evaluated by a group of professionals with industry expertise, and the contract will be awarded based on the committee selection.	City of Fitchburg, Madison Metro

Draft Cost and Ridership Estimates

Table 3: Operating Cost Estimates

Option	Weekday Service (6:00a.m. to 6:00p.m.)	Weeknight Service (6:00p.m. - 10:00p.m.)	Saturday Service (10:00a.m. - 2:00p.m.)
Shared-Ride-Taxi Total Annual Operating Expenses	\$320,000 - \$360,000	\$70,000 - \$80,000	\$15,000 - \$17,000
Flexible Bus Total Annual Operating Expenses	\$405,000 - \$585,000	\$135,000 - \$195,000	\$18,000 - \$28,000
State Share	51 percent	51 percent	51 percent
Local Share	34 percent	39 percent	39 percent
Fare and Other Revenue	15 percent	10 percent	10 percent

Shared-Ride-Taxi Weekday Ridership Estimates (Third year)

- 36,000 – 60,000 annual passenger trips

Flexible Bus Ridership Estimates (Third Year)

- 60,000 – 80,000 annual passenger trips