

1. Agenda

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2. Complete Packet

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**AGENDA  
TRANSPORTATION AND TRANSIT COMMISSION  
WEDNESDAY, JANUARY 21, 2015  
6:30 P.M.**

**NOTICE IS HEREBY GIVEN** that the Transportation and Transit Commission will meet at 6:30 P.M. on Wednesday, January 21, 2015 in the Meeting 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 Minutes:**
  - a. April 10, 2014**
  - b. June 12, 2014**
- 4. Report of the Transportation Project Engineer**
- 5. 6:45 P.M. – Review and Discuss Intra-City of Fitchburg Transit Study**, Presentation by Joe Kapper and Joe Kern of SRF Consulting Group, Inc.
- 6. 7:45 P.M. – Review and Discuss Beltline PEL Study**, Presentation by Robert Knorr – WisDOT and Tom Lynch – Strand Associates
- 7. 8:45 P.M. – General Discussion of 2015 goals and initiatives for TTC**
- 8. Announcements**
  - a. Next TTC meeting scheduled for March 12, 2015
- 9. 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 the 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*

# Fitchburg Transit Feasibility Study

## Overview and Comparison of Transit Concepts

*DRAFT*

**City of Fitchburg**



January 15, 2015

SRF No. 8679

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## **Fitchburg Transit Mode Definitions**

Three different approaches to meeting transit needs in Fitchburg are presented for evaluation. All are considered public transit, meaning that each is fully accessible to people with disabilities, open to the general public, and has a set schedule and fare structure; however, each has different implications in terms of ridership and cost. While each mode could realistically be deployed in Fitchburg, they will be presented in the context of several screening criteria that will allow local officials to identify a preferred strategy and set of near-term outcomes.

### **Fixed Route Transit**

In the Madison Region, fixed route public transit services are operated by the City of Madison (d/b/a Madison Metro Transit), and the City of Monona. 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. Fitchburg does not operate a municipal transit system on its own, so it would make the most sense to coordinate with an existing regional provider or contract with a private transportation company for transit services. Preliminary cost and ridership estimates are based on the assumption of hourly service operating from 6:00a.m. to 10:00p.m. For the transit feasibility study, two governance and operating models are presented:

#### **Option #1: Intergovernmental Agreement**

In this option, the new Fitchburg route will be operated by Madison Metro Transit (Metro) under an intergovernmental agreement with the City of Madison. The service product would be a traditional Metro bus with accompanying ADA complementary paratransit.

#### **Option #2: Contracted Service**

In this option, the new Fitchburg route will be operated by a private contractor. The City of Fitchburg will be the contract manager, and the fiscal agent for state and federal funds. ADA complementary paratransit would be provided in a coordinated manner among Metro providers and the selected contractor based on geographic area.

### **Flexible Bus**

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  $\frac{3}{4}$  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. For preliminary ridership and cost estimates this service is assumed to operate from 6:00a.m to 10:00p.m. and connect Metro's South and West Transfer Points. Approximately three vehicles would be required to operate hourly headways.

### **Option #1: Intergovernmental Agreement**

In this option, the flexible route would be operated under the scope of one of Metro or Dane County's existing paratransit service contracts, and the City of Fitchburg would enter an agreement with one of these agencies for purchased transportation.

### **Option #2: Contracted Service**

In this option, the new Fitchburg flexible bus will be operated by a private contractor. The City of Fitchburg will be the contract manager, and the fiscal agent for state and federal funds.

### **Shared-Ride-Taxi**

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.

Under this option, the City of Fitchburg would contract with a private or nonprofit agency to provide the service. The City of Fitchburg will be the contract manager, and the fiscal agent for state and federal funds.

### **Private Transportation Technological Platforms**

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.

## Service Design Assumptions

### Fixed Route Transit Service

Fixed route service can operate with a focus on regional connections or a focus on service within Fitchburg. Regional service will operate as specified in the Transit Development Plan and connect the Metro South and West Transfer Points. Intracity service will concentrate on serving those portions of Fitchburg's urban service area that lack access to public transit, with timed transfers to Madison Metro Transit's all-day fixed routes in Fitchburg (e.g., Route 52 and Route 40). For comparison, service levels will be at an hourly frequency from 6:00a.m. to 10:00p.m. on weekdays.

Fixed route performance characteristics:

- Metro Transit operating cost:  
\$95 per revenue hour - \$113 per revenue hour, annualized to roughly \$730,000 to \$830,000.
- Contracted cost per hour: \$80/revenue hour
- Local share of operating expenses is approximately 30 percent
- Minimum fleet requirement of two buses
- Includes ADA complementary paratransit
- Metro Transit service requires 40 ft. heavy duty transit vehicles, contracted service requires large cutaway chassis vehicles
- 10-15 passengers per hour

### Flexible Bus Service

Flexible bus service can operate with a focus on regional connections or a focus on service within Fitchburg. Regional service will cover a geographic area similar to that of a regional

fixed route, connecting to Madison Metro Transit Transfer Points. Scheduled time points will be located near the following locations:

- McKee Road and Fitchrona Road (Super Target Area)
- McKee Road at Seminole Highway
- McKee Farms Park Area
- Fitchburg Community Library
- Hatchery Hill Area
- Northern Portion of Fish Hatchery Road

Intracity service will serve similar areas within Fitchburg, but not continue with routing into Madison. All service will include timed transfers to Madison Metro Transit's all-day fixed routes in Fitchburg (ex., Route 52 and Route 40). For comparison, service levels will be at an hourly frequency from 6:00a.m. to 10:00p.m. on weekdays.

Flexible bus performance characteristics:

- Operating cost falls within the range of \$45 to \$95 per revenue hour depending on the contractor. Smaller human service transit providers are on the low end of this scale, whereas Madison Metro's in house paratransit service is on the highest end. Annualized costs are roughly \$550,000 to \$1,140,000.
- Local share of operating expenses is approximately 30 percent
- Offers service that is equivalent to ADA minimums.
- Vehicles are medium duty cutaway chassis buses
- Minimum fleet requirement of three vehicles (due to longer travel times and more indirect routing compared to fixed route service)
- 5-7 passengers per hour

### **Shared Ride Taxi Service**

Shared Ride Taxi service will be limited to the urban service area of Fitchburg, however it is the only transit mode with potential to serve rural portions of the community. Service is assumed to run from 6:00a.m. to 10:00 p.m. and can link with fixed route transit on demand.

- Operating cost is approximately \$35 per revenue hour, annualized to roughly \$420,000

- Local share of operating expenses is approximately 30 percent
- Offers service that is equivalent to ADA minimums.
- Vehicles are medium duty cutaway mini-buses (8 passenger), supplemented by minivans or sedans.
- Minimum fleet requirement of three vehicles (due to geographic coverage)
- 3-5 passengers per hour

## Regional Plan Citations

All of the above mentioned transit modes are consistent with strategies and recommendations in the 2013-2017 Transit Development Plan (TDP) for the Madison Urban Area and the 2013 Coordinated Public Transit -Human Services Transportation Plan for Dane County.

## TDP Recommendations

Under the category of Transit Planning and Service Development, the TDP recommends to extend service to transit supportive areas that are currently unserved by transit, particularly low income neighborhoods, and also introduce new commuter express service. Additionally, the TDP recommends exploring the feasibility of point-deviation (flexible bus) and other alternative service delivery methods in low density areas or at low use times in a cost effective manner to extend service to new communities. Adding a new peripheral route to that serves Fitchburg and connects the West Transfer Point and South Transfer Point is listed in the TDP as a medium-term transit improvement.

## Coordinated Plan Recommendations

The following items are identified as needs in the 2013 Coordinated Public Transit -Human Services Transportation Plan for Dane County, and support the development of the transit modes being considered in this study:

- Expanded/new regional fixed-route bus service to reach new markets
- Regional schedule coordination and coordination of fare collection systems
- Additional accessible and shared-ride-taxi service to offer public transit in smaller communities.



# City of Fitchburg – Transit Feasibility Study: Draft Transit Concepts 1/13/15

Transit Mode		Screening Criteria				
		Consistency with Regional Policy	Operating and Capital Cost	Frequency and Estimated Ridership	Administration	Markets Served
<b>Fixed Route Bus</b> <ul style="list-style-type: none"> <li>- Most formal route and fare structure</li> <li>- Signed stops and shelters placed at ¼ mile distance</li> <li>- Minimum of hourly frequency</li> <li>- ADA complimentary paratransit service</li> <li>- Can connect two Madison Metro Transfer Points (regional), or run a shorter route (intracity) connecting to Madison Metro Routes or a single transfer point.</li> </ul>	Option #1: Intergovernmental agreement with City of Madison for Madison Metro Transit service.	<ul style="list-style-type: none"> <li>• Is the transit service project specifically identified the 2013-2017 Transit Development Plan for the Madison Urban Area? Is the service consistent with recommendations for Madison’s “peripheral” areas?</li> <li>• Is the transit service project consistent with strategies in local comprehensive plans, long-range transportation plans, Dane County coordinated transportation plan, etc.?</li> <li>• How will state, federal, and local funding be invested in the service project?</li> </ul>	<ul style="list-style-type: none"> <li>• Local administrative costs</li> <li>• Total operating cost</li> <li>• Total capital cost</li> <li>• Local share of operating cost (exclusive of fare revenue)</li> <li>• Local share of capital cost</li> </ul>	<ul style="list-style-type: none"> <li>• Frequency</li> <li>• Estimated annual ridership in third year of operation (first year ridership assumed to be about 50-60% of this)</li> <li>• Service productivity and cost effectiveness</li> </ul>	<ul style="list-style-type: none"> <li>• Contract structure (vehicle ownership, operating contract, type of agreement)</li> <li>• Grant applications</li> <li>• Applicable state/federal reporting and requirements</li> <li>• Marketing</li> <li>• City of Fitchburg oversight (customer service, contract administration, reporting, financial management)</li> </ul>	<ul style="list-style-type: none"> <li>• How do ridership estimates correspond to target markets, and estimated demand?</li> <li>• Geographic coverage of service</li> </ul>
	Option #2: Fixed route bus service that is privately contracted under direct oversight of the City of Fitchburg					
<b>Flexible Bus Service</b> <ul style="list-style-type: none"> <li>- Hybrid of demand response and fixed-route service</li> <li>- Curb-to-curb service in a designated zone</li> <li>- Scheduled time points at key Fitchburg destinations and Metro transfer points.</li> <li>- Can connect two Madison Metro Transfer Points (regional), or run a shorter route (intracity) connecting to Madison Metro Routes or a single transfer point.</li> </ul>	Option #1: Intergovernmental agreement with the City of Madison for Madison Metro Paratransit Service					
<b>Shared-Ride-Taxi Service</b> <ul style="list-style-type: none"> <li>- Dial-a-ride zone in Fitchburg that includes residential areas and key community destinations</li> <li>- Differs from specialized services in that it is open to general public</li> <li>- Serves a zone of Fitchburg with transit supportive densities outside of Madison Metro service area.</li> </ul>	Option #2: Service is privately contracted under direct oversight of the City of Fitchburg					
	Service is privately contracted under direct oversight of the City of Fitchburg					

# Concept Evaluation

● = Comparatively high rating    ◉ = Moderate rating    □ = Comparatively low rating

## Consistency with Regional Policy

### Measures:

- Specific Inclusion in Transit Development Plan
- Consistent with Policies in the Dane County Coordinated Transit Plan, and Fitchburg Transit Plan.
- Ability to leverage local, state, and federal funding

MODE, OPERATOR, ORIENTATION	RATING	NOTES
Fixed Route, Metro, Regional	●	Service is mentioned in all plans. WisDOT funding Tier A2 or Tier B.
Fixed Route, Metro, Intracity	◉	Service is not a project listed in Madison TDP. WisDOT funding Tier A2 or Tier B.
Fixed Route, Private Contractor, Regional	●	Service is mentioned in all plans. WisDOT funding Tier B.
Fixed Route, Private Contractor, Intracity	◉	Service is not a project listed in Madison TDP. WisDOT funding Tier B.
Flexible Bus, Metro or County, Regional	●	Service is not mentioned in TDP, but is consistent with specific strategies listed in local and county plans. WisDOT funding Tier A2 or Tier B.
Flexible Bus, Metro or County, Intracity	●	Service is not mentioned in TDP, but is consistent with specific strategies listed in local and county plans. WisDOT funding Tier A2 or Tier B.
Flexible Bus, Private Contractor, Regional	●	Service is not mentioned in TDP, but is consistent with specific strategies listed in local and county plans. WisDOT funding Tier B.
Flexible Bus, Private Contractor, Intracity	●	Service is not mentioned in TDP, but is consistent with specific strategies listed in local and county plans. WisDOT funding Tier B.
Shared-Ride-Taxi, Private Contractor, Intracity	●	Service is not mentioned in TDP, but is consistent with specific strategies listed in local and county plans. WisDOT funding Tier B.

## Operating and Capital Cost

### Measures:

- Total Operating and Capital Cost
- Local Share of Capital Cost

MODE, OPERATOR, ORIENTATION	RATING	NOTES
Fixed Route, Metro, Regional	<input type="checkbox"/>	Highest overall operating cost and capital cost, highest revenue potential
Fixed Route, Metro, Intracity	<input type="checkbox"/>	Similar per hour cost to regional route, but with less revenue potential.
Fixed Route, Private Contractor, Regional	<input checked="" type="checkbox"/>	Cost savings though contracted operations and lower capital costs.
Fixed Route, Private Contractor, Intracity	<input checked="" type="checkbox"/>	Cost savings though contracted operations and lower capital costs.
Flexible Bus, Metro or County, Regional	<input type="checkbox"/>	Potentially high per hour rate depending on operator.
Flexible Bus, Metro or County, Intracity	<input type="checkbox"/>	Potentially high per hour rate depending on operator.
Flexible Bus, Private Contractor, Regional	<input checked="" type="checkbox"/>	Greater mileage increases fleet requirement and overall cost.
Flexible Bus, Private Contractor, Intracity	<input checked="" type="checkbox"/>	Overall capital and operating costs will be similar to
Shared-Ride-Taxi, Private Contractor, Intracity	<input checked="" type="checkbox"/>	Lowest overall costs.

# Frequency and Estimated Ridership

## Measures:

- Frequency
- Estimated annual ridership in third year of operation
- Service productivity and cost effectiveness

MODE, OPERATOR, ORIENTATION	RATING	NOTES
Fixed Route, Metro, Regional	●	Hourly frequency corresponding to timed transfers and route mileage. Greatest potential for overall ridership.
Fixed Route, Metro, Intracity	◉	Hourly frequency corresponding to connections with Madison Metro Transit routes. Similar productivity to Option #1, but lower ridership due to reduced connectivity.
Fixed Route, Private Contractor, Regional	●	Hourly frequency corresponding to timed transfers and route mileage. Greatest potential for overall ridership (somewhat more capacity constrained due to smaller fleet).
Fixed Route, Private Contractor, Intracity	◉	Hourly frequency with possible greater frequency during peak period. Similar productivity to Option #1, but lower ridership due to reduced connectivity.
Flexible Bus, Metro or County, Regional	□	Hourly frequency corresponding to timed transfers and route mileage. Potentially high contractor rates reduce cost effectiveness
Flexible Bus, Metro or County, Intracity	□	Hourly frequency with possible greater frequency during peak period. Potentially high contractor rates reduce cost effectiveness.
Flexible Bus, Private Contractor, Regional	●	Hourly frequency corresponding to timed transfers and route mileage.
Flexible Bus, Private Contractor, Intracity	●	Hourly frequency with possible greater frequency during peak period.
Shared-Ride-Taxi, Private Contractor, Intracity	□	Greatest cost per rider, lowest overall ridership.

## Administration

### Measures:

- Contract Structure
- Responsibility for grant management and reporting
- Oversight requirements
- Marketing and customer service requirements

MODE, OPERATOR, ORIENTATION	RATING	NOTES
Fixed Route, Metro, Regional	●	Intergovernmental agreement with the City of Madison to provide fixed route service, delegated authority to Madison Metro Transit for oversight.
Fixed Route, Metro, Intracity	●	Intergovernmental agreement with the City of Madison to provide fixed route service, delegated authority to Madison Metro Transit for oversight.
Fixed Route, Private Contractor, Regional	□	City of Fitchburg manages contract with a private provider and oversees service project, including grant management and reporting. Contractor assumes some customer service and marketing responsibilities.
Fixed Route, Private Contractor, Intracity	□	City of Fitchburg manages contract with a private provider and oversees service project, including grant management and reporting. Contractor assumes some customer service and marketing responsibilities.
Flexible Bus, Metro or County, Regional	⊙	Administration is a shared effort between municipal partner and contractor.
Flexible Bus, Metro or County, Intracity	⊙	Administration is a shared effort between municipal partner and contractor.
Flexible Bus, Private Contractor, Regional	□	City of Fitchburg has most active role in service design and administration.
Flexible Bus, Private Contractor, Intracity	□	City of Fitchburg has most active role in service design and administration.
Shared-Ride-Taxi, Private Contractor, Intracity	⊙	City of Fitchburg has an active role in administration, however the contract design is the most simple to arrange, and peer technical assistance is available.

## Markets Served

### Measures:

- Potential to meet demand
- How ridership corresponds to market segments
- Geographic coverage
- This measure largely depends on the target market for the service, and the project purpose.

MODE, OPERATOR, ORIENTATION	RATING	NOTES
Fixed Route, Metro, Regional	●	Fixed route transit that serves Madison Metro transfer points covers the broadest geographic area and has the greatest potential for connecting ridership.
Fixed Route, Metro, Intracity	□	Need for multiple transfers, cost, and lack of geographic coverage reduce the desirability of this option.
Fixed Route, Private Contractor, Regional	●	Fixed route transit that serves Madison Metro transfer points covers the broadest geographic area and has the greatest potential for connecting ridership.
Fixed Route, Private Contractor, Intracity	□	Need for multiple transfers, cost, and lack of geographic coverage reduce the desirability of this option.
Flexible Bus, Metro or County, Regional	●	Serves intracity market efficiently, while maximizing connections to Madison Metro routes.
Flexible Bus, Metro or County, Intracity	●	Serves intracity market efficiently, while maximizing connections to Madison Metro routes.
Flexible Bus, Private Contractor, Regional	●	Serves intracity market efficiently, while maximizing connections to Madison Metro routes.
Flexible Bus, Private Contractor, Intracity	●	Good option for serving intracity market that is not covered by Madison Metro fixed route.
Shared-Ride-Taxi, Private Contractor, Intracity	○	Serves a specific market of people who rely on transit.

## 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	●	●	□	●	◉

In this preliminary comparison, there are two transportation modes that seem most appropriate when considering the potential ridership and target market for service. For connections to a regional market and the highest ridership potential the fixed route modes that make connections to the West and/or South Transfer Points are the best performing options. However, if the project goal is to fill in geographic gaps within Fitchburg, where those who rely on transit have many mobility challenges the contracted flexible bus options have the greatest balance of cost effectiveness, ridership potential, and administrative requirements. Additionally, a flexible service like this can develop a future market for more robust fixed-route service.