

Publicly Subsidized Shared Ride Taxi Service Concept for RTA Transit Service Improvement Scenario A

Service Area

Service would be available for areas not served by fixed-route service. If an area had peak, but no off-peak service, taxi service would be available during the off-peak, but not peak period. The actual service area could be: (a) the entire RTA jurisdictional area; (b) areas within the jurisdictional area that meet a population density threshold; or (c) areas within a certain distance of fixed-routes. The service area could also be a combination of areas meeting (b) or (c).

As an example, paratransit service is required to be provided within 3/4s of a mile of routes (except commuter only routes) and is available during the same days/times that the fixed-route is running. If this definition of the taxi service area were chosen, service would be provided even at times that the fixed-route was not running.

Service could be provided based upon a zone system. The attached map shows one potential concept of the zones, which is based on a desired maximum trip distance of three (3) miles. Service would be available within the zone or to the nearest taxi/bus connection point. The attached map shows some potential connection points. Additional connection points would be added in the outer communities for the peak period when service was available in those communities. During off-peak periods, service would be provided to a bus connection point. An alternative concept to the bus connection points, at least in some cases, would be to provide only intra-zonal taxi service that could provide feeder service to limited van/small bus service to the Madison area (e.g., 2-3 midday trips).

In addition to or instead of zone based service, service might be provided simply within a 3-mile radius. If so, service might also be provided within a larger 5-mile radius with an extra charge for each mile or fraction thereof over 3 miles (e.g., extra \$1.75-\$2.25 per mile). [Note: The average trip length in 2008 for Sun Prairie's shared-ride taxi system was 2.76 miles. For Stoughton's system, it was 2.36 miles.]

Service Accessibility and Fares

Service with accessible vehicles would be available

A premium fare would be charged similar to the current fares for the Sun Prairie and Stoughton taxi services (e.g., \$3.50/\$2.25 E/D).

Service Hours

Service hours would be set based upon demand, but would probably cover at least the same span as the nearest peripheral area bus service. An issue for consideration is

whether taxi service would be provided to areas with bus service outside the service span of the bus service (e.g., after midnight). [Note: The City of Sun Prairie's taxi system currently operates until 3 a.m. on Saturday nights.]

Additional Issues

1. Could/should such taxi service and required paratransit service be provided using same vehicles where possible?
2. Equity issues for peripheral areas with bus service vs. taxi service would need to be carefully considered.
3. Cost issues would also need to be considered as with fixed-route service. Demand response service is expensive to provide. [Note: The deficit per passenger for the Stoughton and Sun Prairie taxi systems was \$5.00+ in 2008 while the deficit per passenger on Metro's fixed-route system was \$2.24.

Information and General Service Recommendations for Satellite Communities For RTA Transit Service Scenario A

City of Sun Prairie

Existing shared-ride taxi service operates seven days a week (6 a.m. to 9:30 p.m. M-F, to 3 a.m. Sat., and 7 a.m. to 8 p.m. Sun.) and holidays. Corner service with reduced fare for students uses vans. Also have midday shuttle service to East Towne with three round trips per day. Small buses used for this service.

Total annual ridership in 2008 was 92,800 with about 7,500 to 9,000 per month during the school year and significantly less during the summer. Shuttle service ridership in 2008 was 1,850 or an average of 150+ per month. The corner service (to school) ridership was 8,170, which constituted about 20% of the youth ridership. Systemwide, the average number of passengers per hour was 3.85. The average trip distance was 2.76 miles.

Breakdown by fare category in 2008 was 34% Adult, 26% Senior/Disabled, 40% Student. Fares increasing in 2010 to \$3.50 Adult, \$2.50 E/D and Student, \$1.75 Corner Service. Out of City mileage is \$2.25/mile or portion thereof.

Transit survey was conducted in 2005. It was mailed to 12,800 households and had a 7.6% response rate. The survey asked whether persons would support and use express commuter service to the North Transfer Point with limited stops in the City of Sun Prairie. 55% were interested and 34% opposed. Desired destinations were downtown Madison (47%), UW Campus/MATC (18%), and Other (35%). Most important factors in deciding to use bus were direct service and service frequency. Travel time was not listed separately.

Major employers include:

- General Casualty Insurance Co.
- Wisconsin Cheeseman
- Goodyear Tire & Rubber Co.
- Royle Printing
- Famous Footwear Distribution Center
- L.A. Darling Co.
- Super Target Store
- Pick'N'Save Grocery Store
- Pan-O-Gold Baking Co.
- Sentry Foods
- Wal-Mart
- Flambeau Micro (Physicians' Equip., Supplies)
- Wis. Public Power System Inc.

Other potential major transit trip generators include:

- High School and middle schools
- UW Health and other medical and dental clinics
- Willows Nursing & Rehab Center
- Sun Prairie Health Care Center
- Colonial Club Senior Center
- YMCA (2)

- Other community service agencies

[Note: Bill Burns is putting together some statistics on frequent pick-up and destination locations from taxi system data.]

Service Recommendations:

Madison area service – Two peak hour express commuter routes with PNR locations with at least one route providing “reverse commute” service to the business park and possibly other large employers. One midday route to East Towne.

Intra-city service – one local circulator route operating in the Main Street corridor, but also serving the Northeast side. This could possibly be operated as a flexible route similar to the City of Monona Lift service. This could address the desire of the senior population to maintain curb-to-curb service. Taxi service would still be provided to areas not served by the circulator route and at times when the route isn’t operating.

Issue: How to integrate the school service into the new bus service, if possible.

City of Stoughton

Existing shared-ride taxi service operates seven days (6 a.m. to 6 p.m. M-F, 6:30 a.m. to 5:30 Sat., 8 a.m. to 12:00 p.m. Sun.). Evening service offered 6-8 years ago for a few months, but there wasn’t sufficient demand to continue. In addition to in-city service, service to destinations outside city is provided for a set fare (e.g., \$9.00 one-way to Oregon). The taxi company uses four vehicles, two of which are accessible.

Breakdown by fare category in 2008 was 22% Adult, 78% Senior/Disabled. Fare is \$3.50 Adult, \$2.25 E/D for in-city trips.

36,800 passengers trips provided in 2008. The average number of passengers per hour was 5.1. The average trip distance was 2.36 miles.

Major transit trip generators include:

- Stoughton Hospital and medical/dental clinics (Dean, UW)
- Walmart and Pick-n-Save grocery store
- Banks
- MARC
- Senior housing and assisted living developments.

Large employers include:

- Stoughton Trailers
- Fleetguard Nelson Industries
- Stoughton Hospital
- Skaalen Sunset Home
- Uniroyal Engineering Products
- UW Lab

Currently, very small percent of taxi trips are commute trips.

Transit interest survey was conducted in 2006 for Stoughton, Oregon, and Evansville with 2,040 respondents, including 374 from Stoughton. 88% of Stoughton residents said they would ride to work or school. Primary destinations were downtown Madison (37%), UW-Madison (21%), MATC/Truax (9%), and Other (33%). 56% said they would drive to PNR lot and 44% said they

would walk to the bus. Factors most important in deciding to use the bus were travel time, emergency ride home, and cost.

Service Recommendations:

Madison area service – PNR-oriented commuter service with perhaps limited number of midday trips; PNR lot in the commercial area along USH 51 – STH 138 on the west side.

Intra-city service – Continued taxi service or possibly flexible route service operating in the Main St. corridor with a loop in the middle using Page St., Roby Rd., and Lincoln Ave.

City of Verona

Existing weekday peak period Metro service (Route 55) between Epic Systems and West Transfer Point that serves Verona Ave. corridor. Three a.m. and three p.m. trips with 30-minute headways. Total 2008 ridership on Route 55 was over 30,000. As of Sept. 2009, the number of passengers per hour was 25 vs. 20 in 2008.

Major employers besides Epic Systems are mostly manufacturers and include:

- J.P. Cullen & Sons Construction
- Carnes Co.
- Cleary Building Corp.
- Engineering Industries Inc.
- Minitube of America Physicians Equip.
- Coating Place Inc.
- Park Printing House

Others are:

- Badger Prairie Health Care Center
- Latitude Corp.
- Four Winds Manor Nursing Home
- Miller & Sons Super Market
- High School
- Farm 'N' Fleet

Other potential transit trip generators:

- UW Health Clinic
- First Choice Dental Clinic, Associated Dentists, and 1st Choice Dentists
- Walgreens
- Independent Bank and Amcore Bank
- Holiday Inn Express
- Hometown Pharmacy
- Willow Pointe Assisted Living
- Orchid Residential Care Home
- Prairie Oaks Retirement Community
- Rehabilitation Services

Service Recommendations:

Madison area service – Add one additional commuter route using the CTH M corridor and possibly routed to provide “reverse commute” service to the industrial area off S. Nine Mound Rd.

Intra-city service – Add shared-ride taxi service

Village of Waunakee/Town of Westport

No existing public transit service

Major Waunakee employers are mostly manufacturers and include:

- Techline USA
- Uniek Inc.
- Suttle-Straus
- Nord Gear Corp.
- Scientific Protein Labs
- Quality Machining

Others include:

- Manor Health Care and Retirement Center
- Piggly Wiggly Grocery Store
- High School
- Westshire development in Westport

Service Recommendations:

Madison area service – Provide two commuter routes with one utilizing the CTH Q corridor traveling via Middleton (with a PNR at the shopping center) and the other using Woodland Dr./Mary Lake Rd. and traveling via Madison's north side (with a PNR at the Westport Town Hall). The route to/from Madison's north side could use STH 113 on outbound a.m./inbound p.m. trips, providing "reverse commute" service to Waunakee's Business Park.

Intra-village/town service – Add shared-ride taxi service

Village of Cottage Grove

No existing public transit service

Major employers and potential transit generators include

- Hydrite Chemical Co.
- Cenex Heating & Cooling
- Piggly Wiggly Grocery Store
- Other businesses on W. Cottage Grove Rd.

Service Recommendations:

Madison area service – Commuter service using CTH N and Cottage Grove Rd. (CTH BB) with PNR at strip mall or Stop-N-Go on Cottage Grove Rd. as well at CTH N and CTH TT.

Intra-village service – Add shared-ride taxi service