

Affordable Housing, Equity, and Transportation

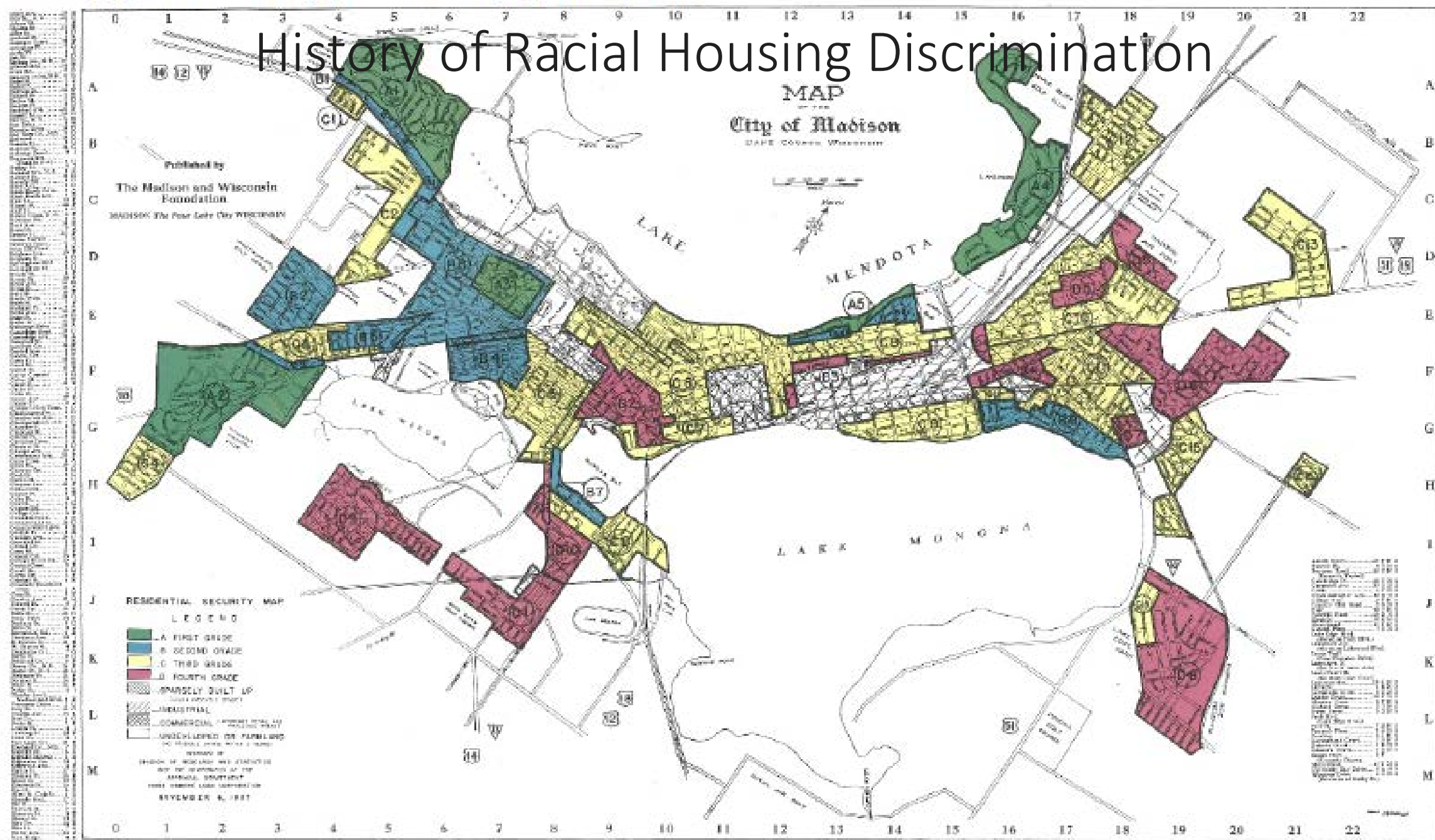


October 10, 2019

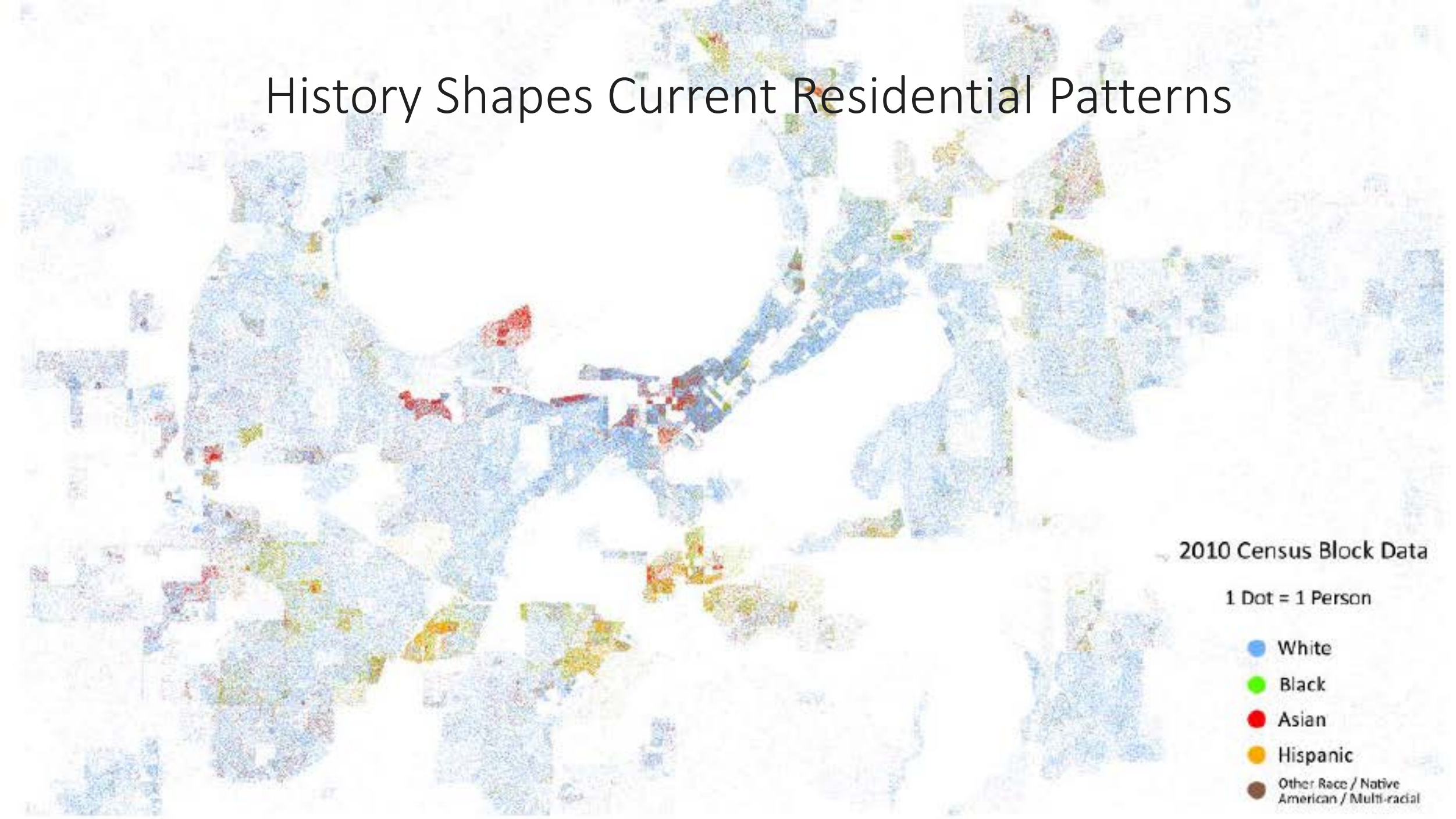
History of Racial Housing Discrimination

“If a neighborhood is to remain stable, it is necessary that properties shall continue to be occupied by the same racial and social classes. Changes in social or racial occupancy contribute to neighborhood instability and the decline of value levels.” – Federal Housing Authority policy 1930s

Figure 2: 1937 HOLC Map for the City of Madison



History Shapes Current Residential Patterns

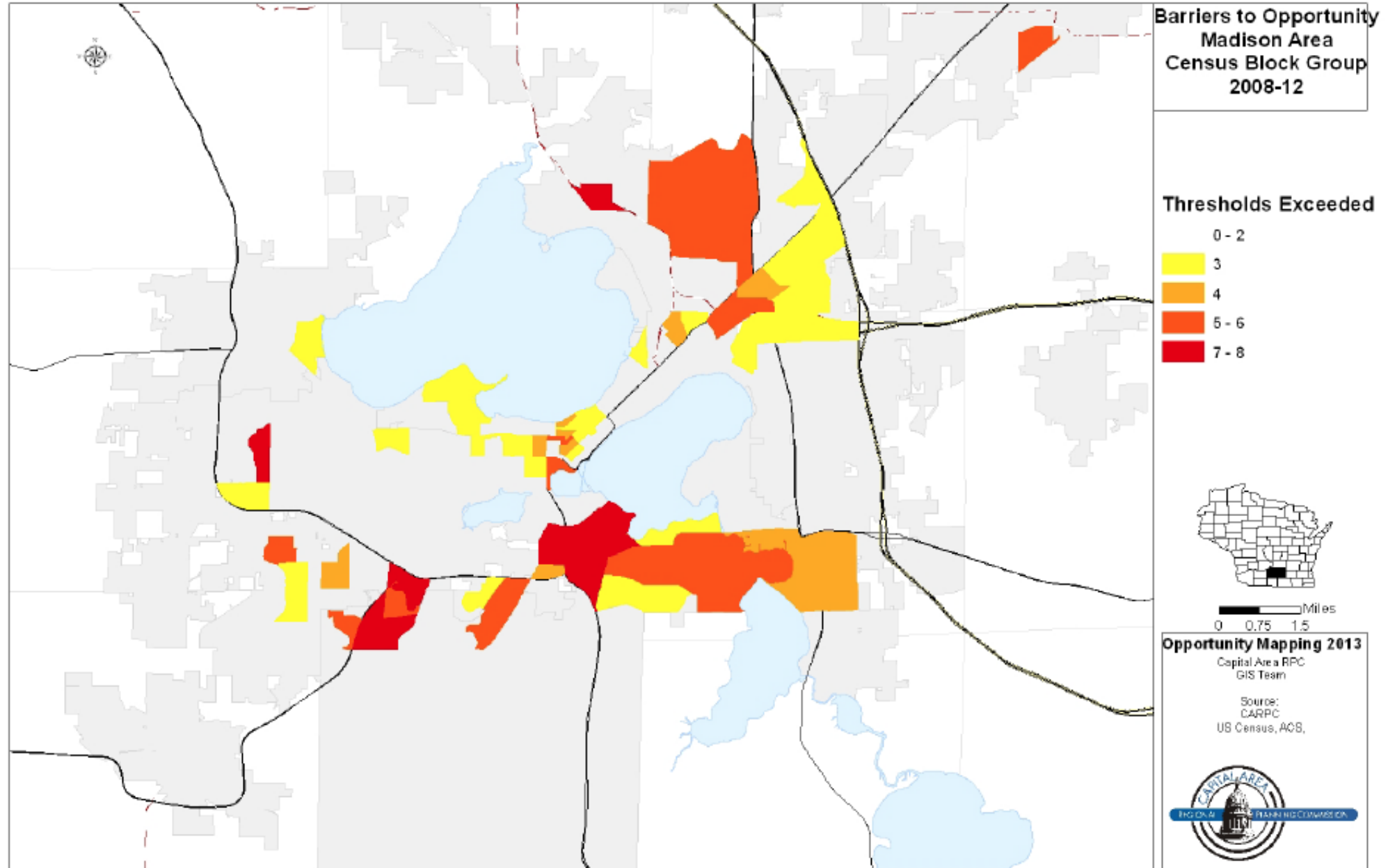


Concentrated Barriers to Opportunity*

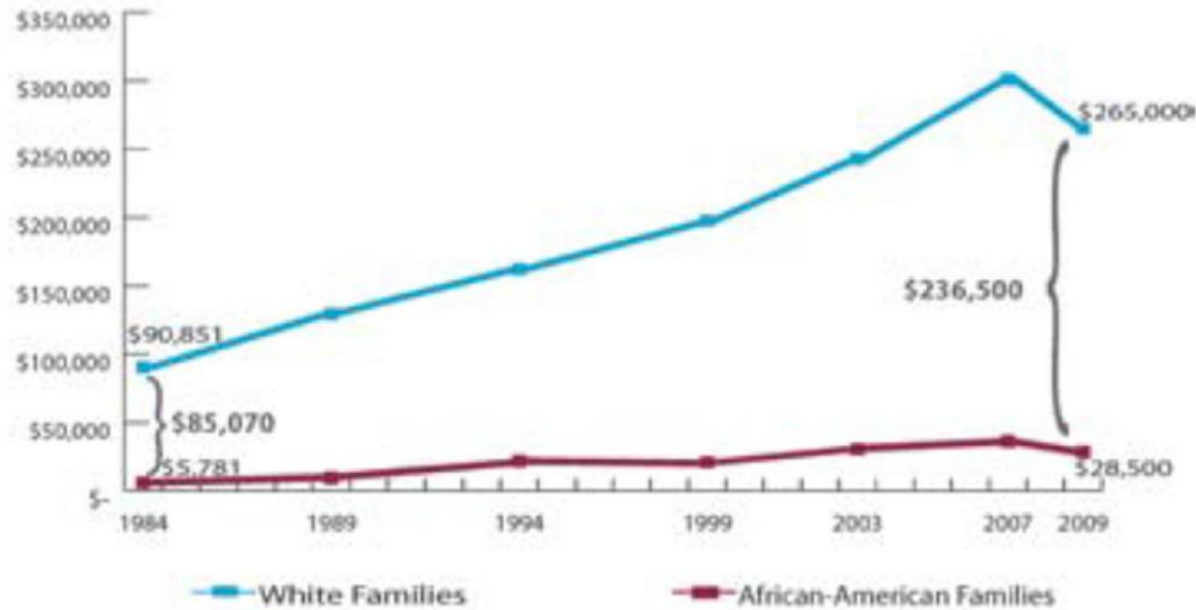
Characteristic	Variable	Block Group Average	Threshold
1. Segregation	% Non-White Persons	18%	33%
2. Poverty	% Persons below Poverty	13%	30%
3. Language barriers	% Limited English Proficiency	2%	5%
4. Mobility limitations	% Household with no Vehicle	8%	20%
5. Single-parent	% Single-Parent Households	13%	25%
6. Housing cost burden	% Households Paying More than 50% of Income for Rent	21%	40%
7. Education barriers	% Adults with less than High School Degree	6%	12%
8. Youth concentrations	% Children under 18 Years	21%	29%
9. Unemployment	% Unemployed	6%	10%
10. Food Stamps	% Households Receiving Food Stamps	8%	16%

* Measured at the block group

Concentrated Barriers to Opportunity



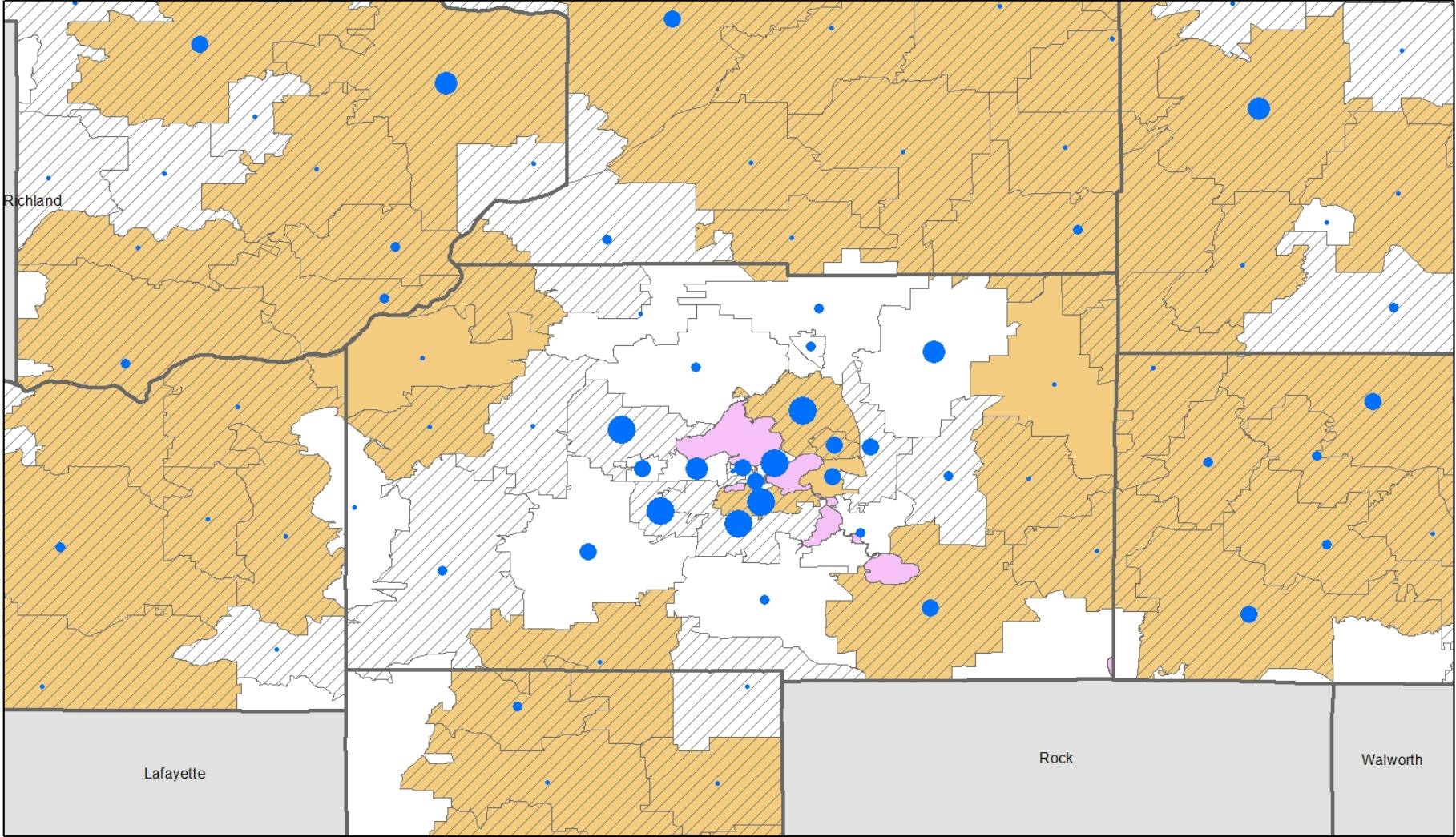
History Accounts for Much of Wealth Gap



Number of years of homeownership was the largest predictor of the racial wealth gap, larger than any other factor, including income, unemployment, education and inheritance.

Source: Shapiro, T., Meschede, T., & Osoro S, *The Roots of the Widening Racial Wealth Gap: Explaining the Black-White Economic Divide*, Institute on Assets and Social Policy, Research and Policy Brief, February 2013

Housing Affordable to Workforce and Job Centers



Jobs

- < 500
- 500 - 1,500
- 1,500 - 3,000
- 3,000 - 5,000
- > 5,000

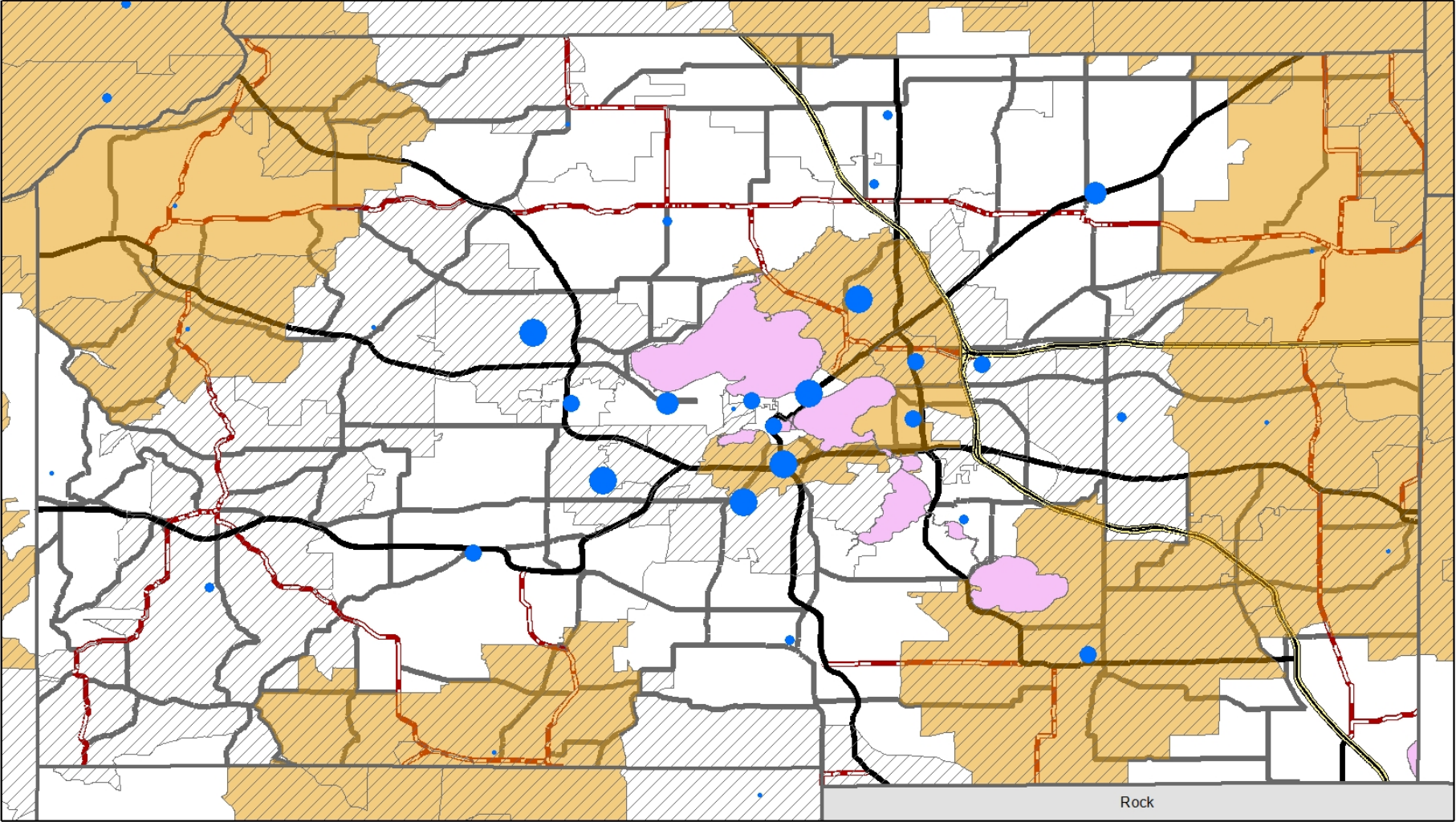
/// Affordable to Rent

■ Affordable to Buy

0 5 10 20 Miles

N

Housing Affordable to Workforce and Job Centers



Jobs

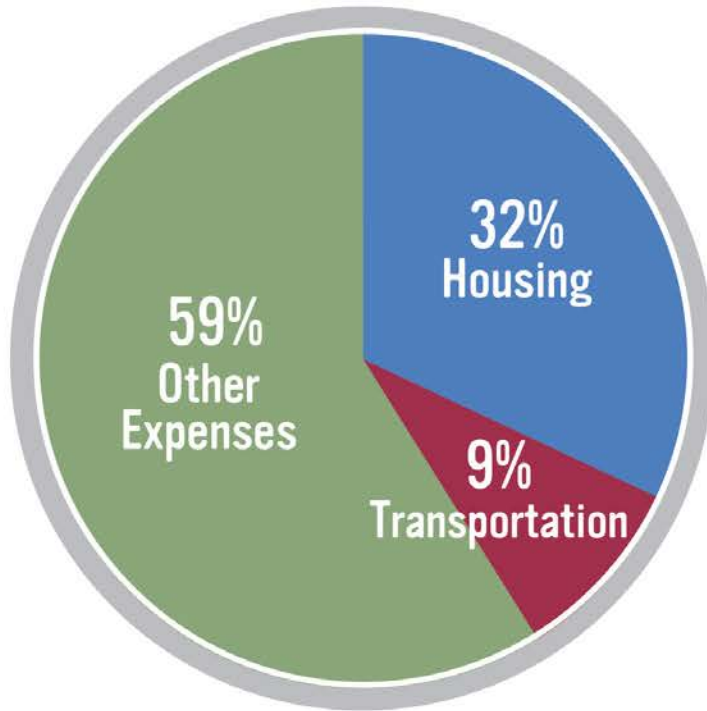
- < 500
- 500 - 1,500
- 1,500 - 3,000
- 3,000 - 5,000
- > 5,000

- /// Affordable to Rent
- Affordable to Buy

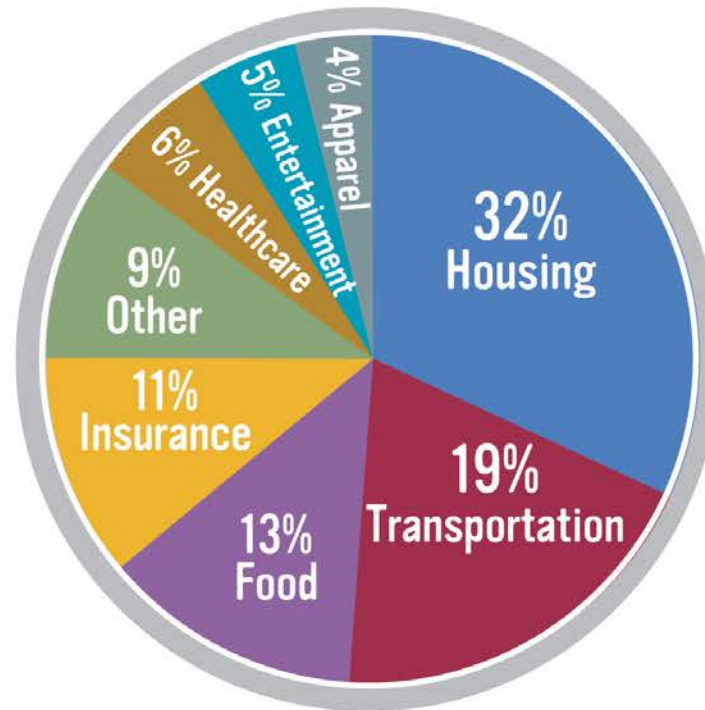
0 4.5 9 18 Miles



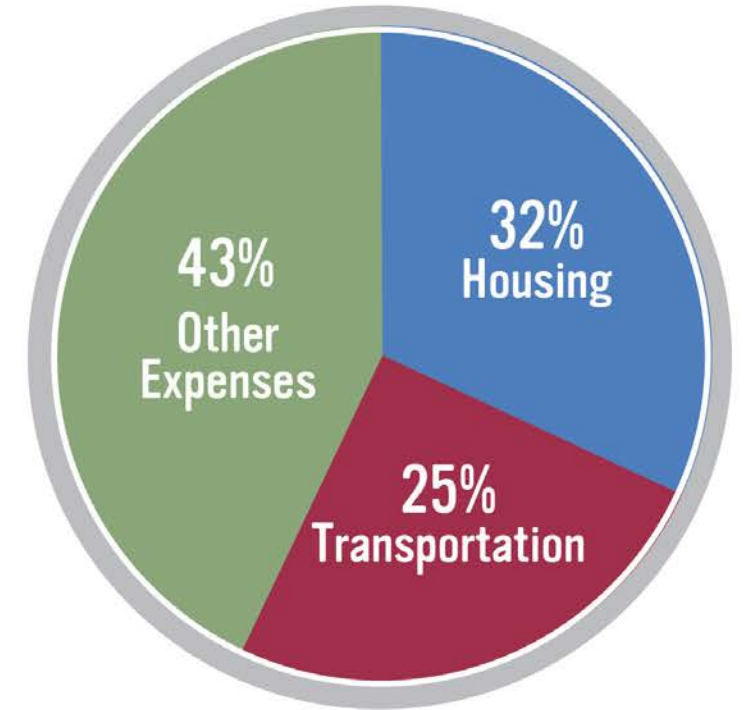
TRANSIT RICH NEIGHBORHOOD



AVERAGE AMERICAN FAMILY



AUTO DEPENDENT EXURBS



Source: Center for TOD + Transportation Affordability Index, 2004 Bureau of Labor Statistics

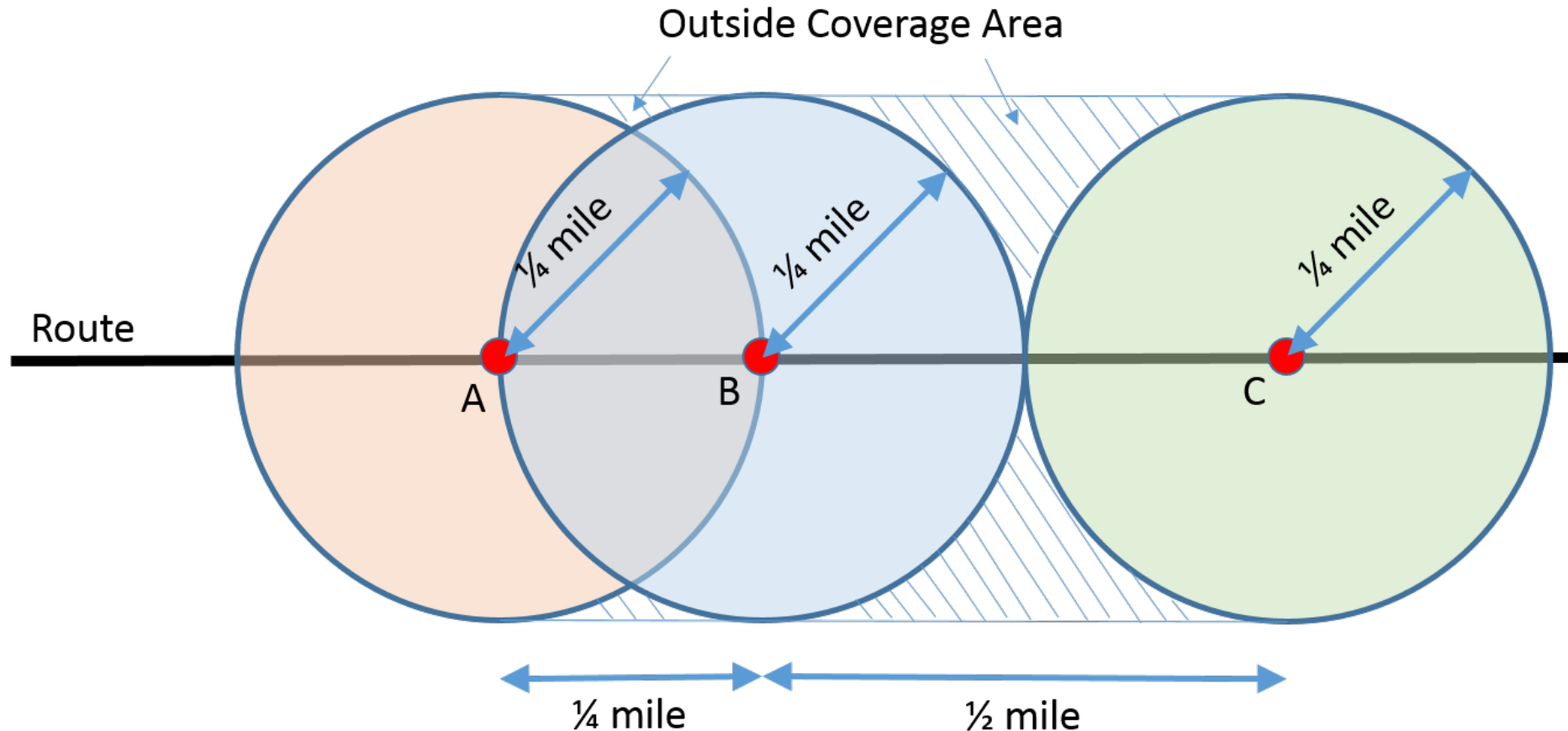
“Transportation costs consume an average of 9 percent of the household budget for high-income families, but **for very-low-income families transportation costs can consume 55 percent of the budget or more.**”

All Trips Begin and End as Pedestrians

- Street network/connectivity provides more route options for all modes of transportation
- Sidewalk network provides safe, low-stress walking and wheelchair-accessible route
- Separated paths provide safe, low-stress routes for bicyclists, pedestrians, skateboarders, etc.

Bus Stop Spacing and Walksheds

0.25 Mile walking distance (idealized)

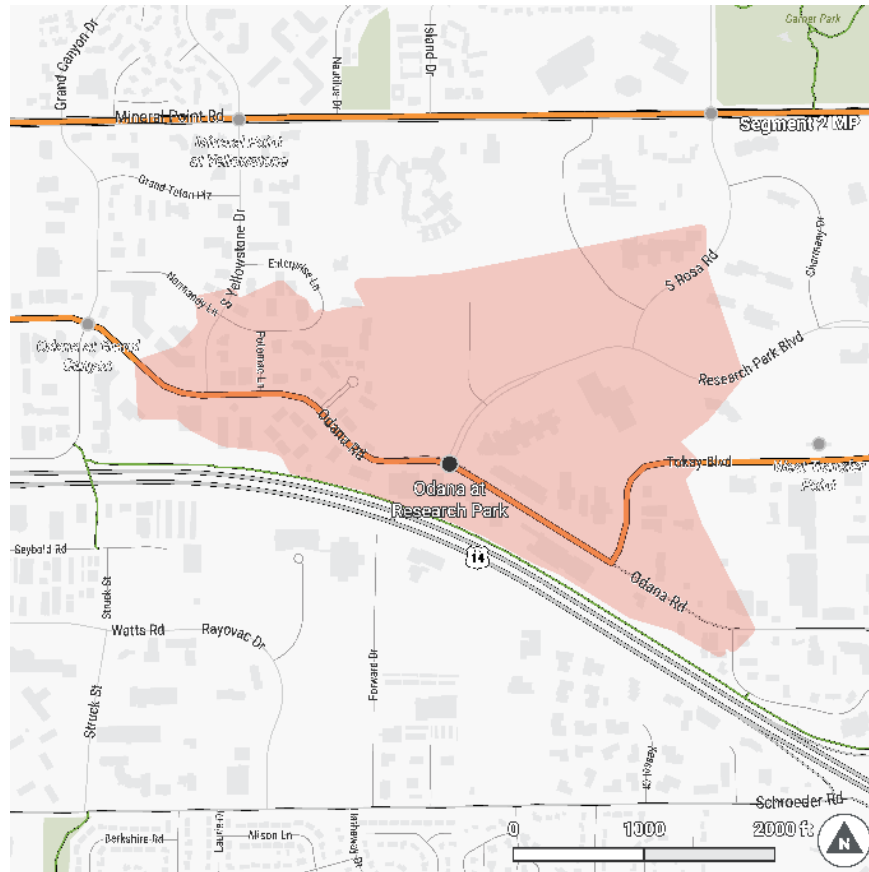


Bus Stop Spacing and Walksheds

0.5 mile walking distance (for Bus Rapid Transit)

Odana/Research Park Walk Shed

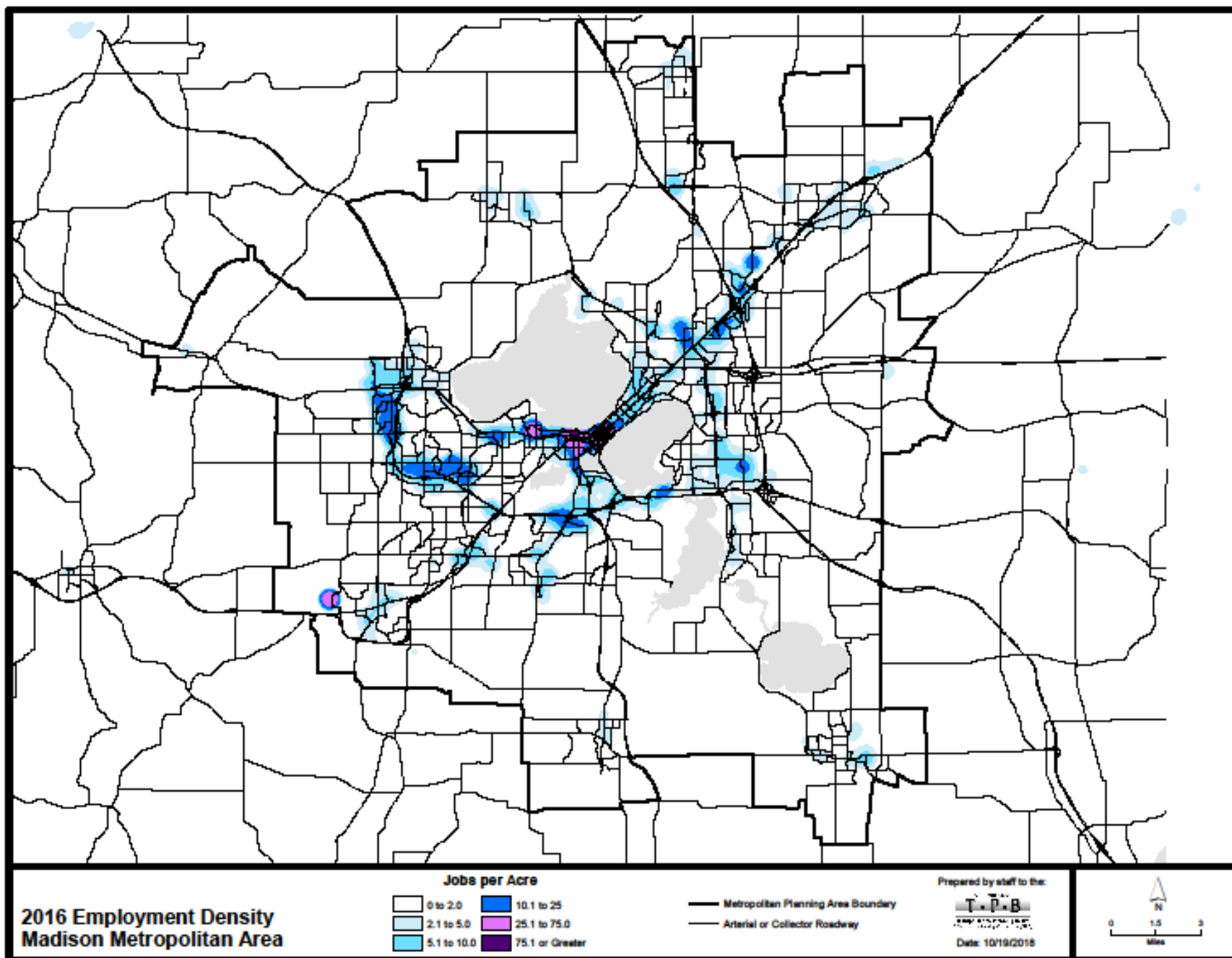
The half-mile walk shed around the Odana / Research Park station demonstrates how the Beltline and a curvilinear street pattern limit the station area access.



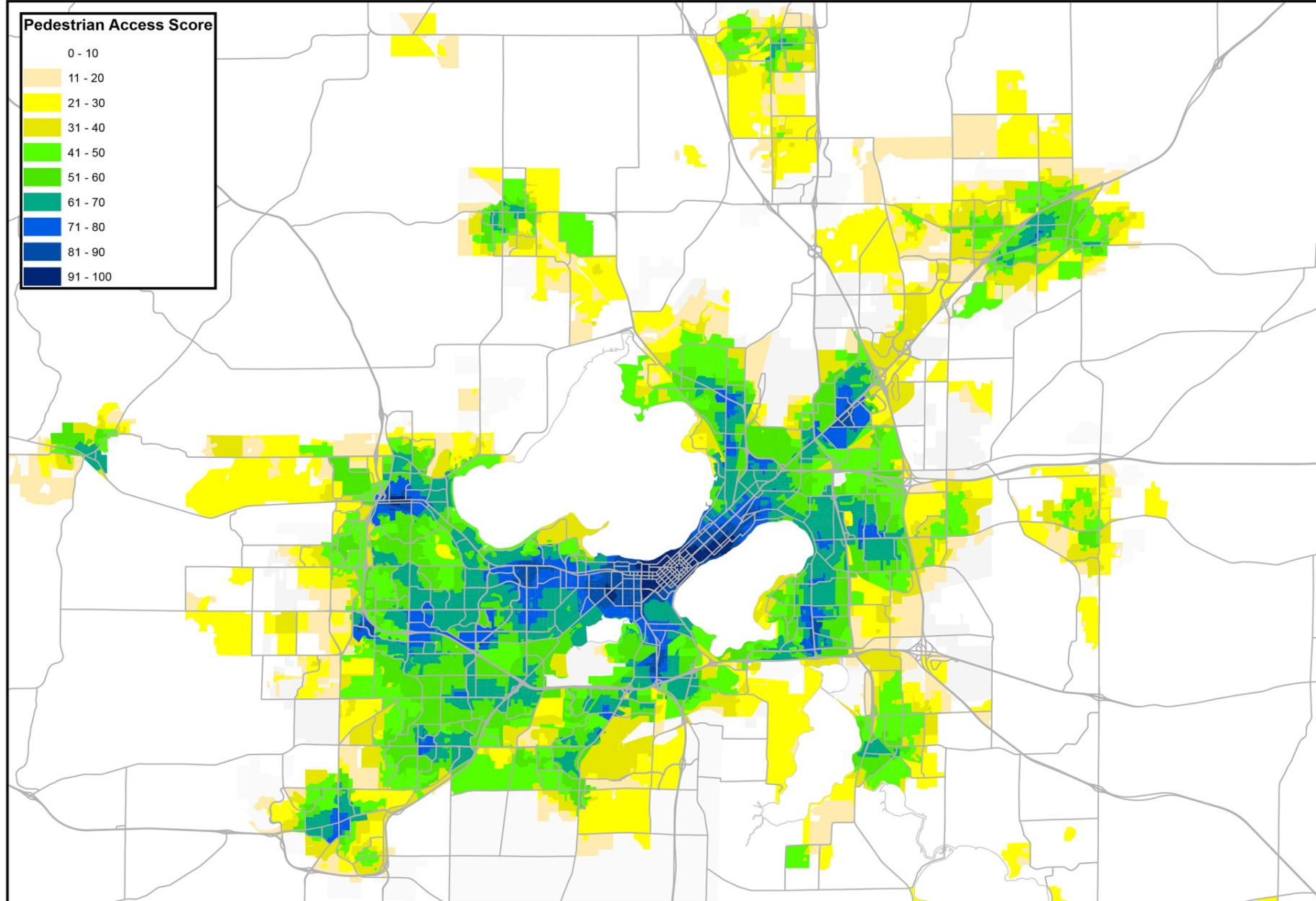
East Washington/Marquette Walk Shed

The half-mile walk shed around the East Washington / Marquette station encompasses most areas within a half-mile of the station due to the well-connected street network.



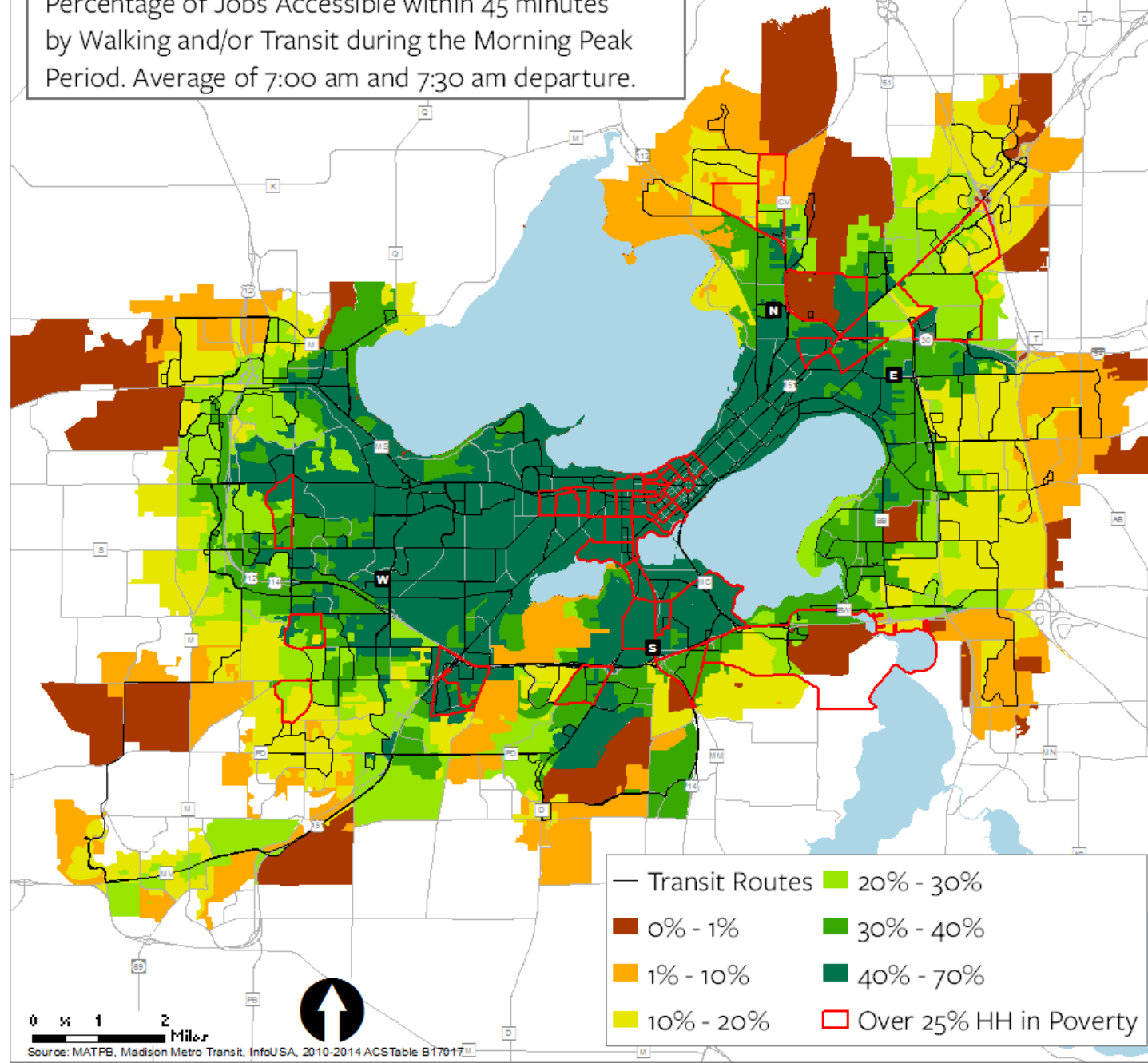


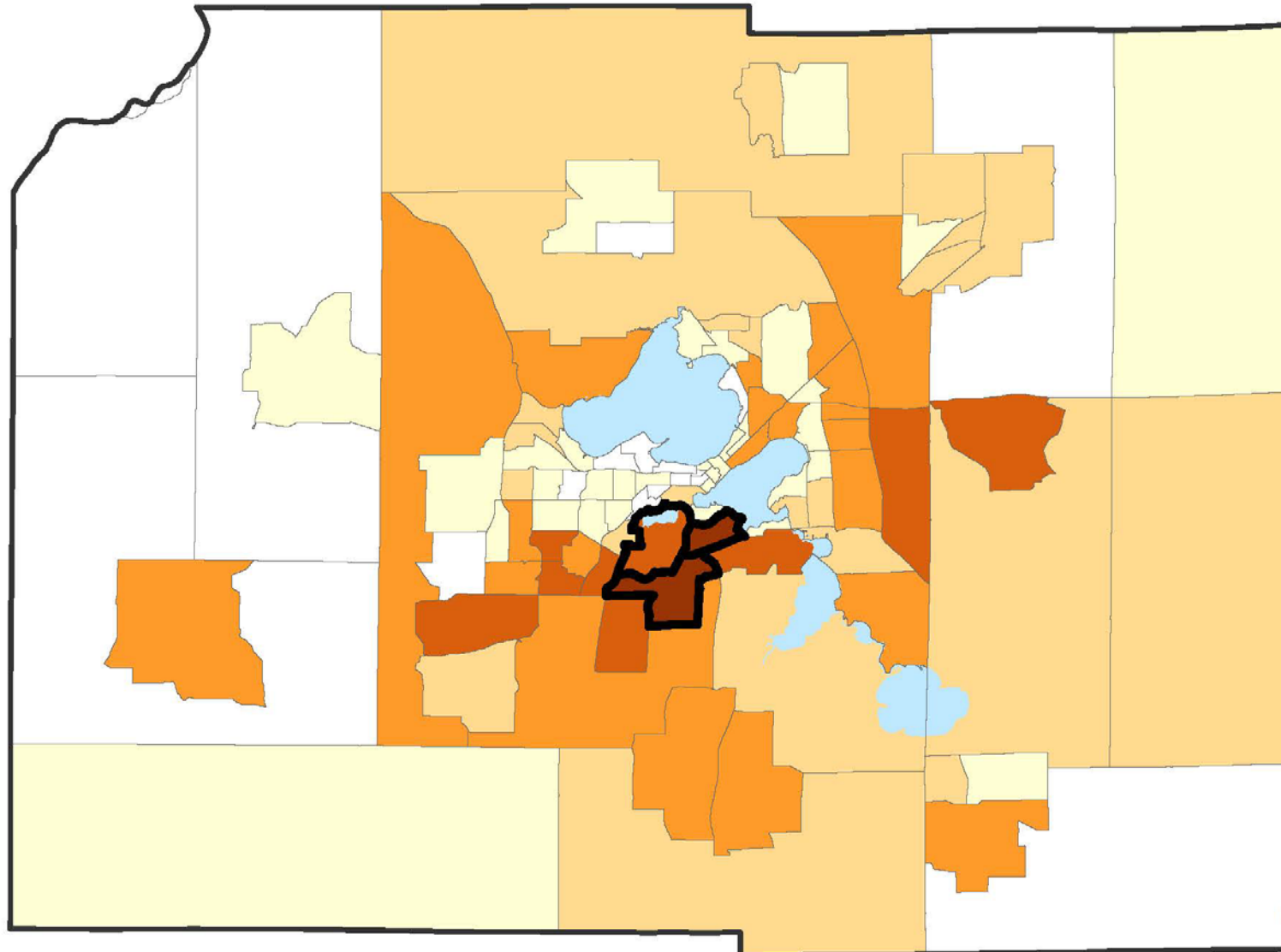
Pedestrian Accessibility



45 Minute Job Accessibility

Percentage of Jobs Accessible within 45 minutes
by Walking and/or Transit during the Morning Peak
Period. Average of 7:00 am and 7:30 am departure.

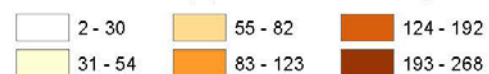




Source: LODES, U.S. Census Bureau, 2017.

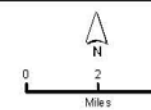
**Where Workers Live with Jobs
Earning \$3,333/month or Less.
Dane County, Wisconsin**

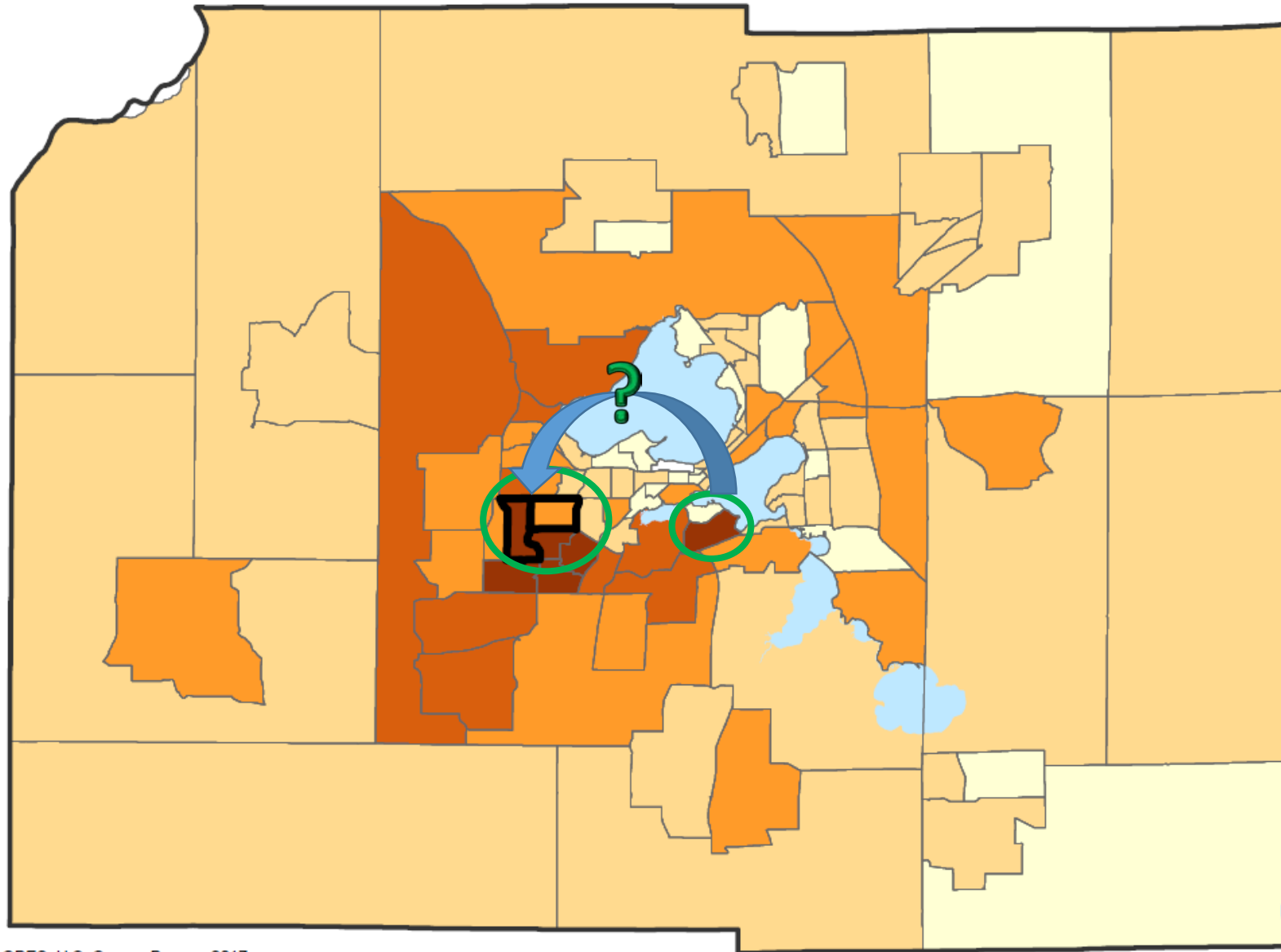
Number of Jobs (by 2010 Census Tract)



Census Tract Workplace

Prepared by staff to the:






Source: LODES, U.S. Census Bureau, 2017.

**Where Workers Live with Jobs
Earning \$3,333/month or Less.
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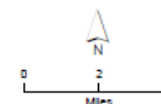
Number of Jobs (by 2010 Census Tract)



 Census Tract Workplace

Prepared by staff to the:

Transportation Planning Board
A Metropolitan Planning Organization (MPO)

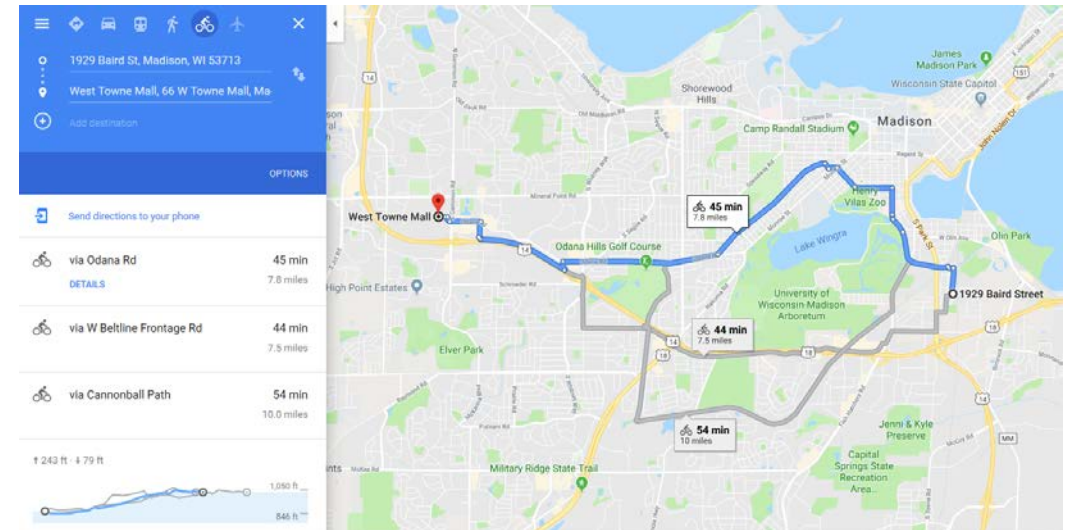
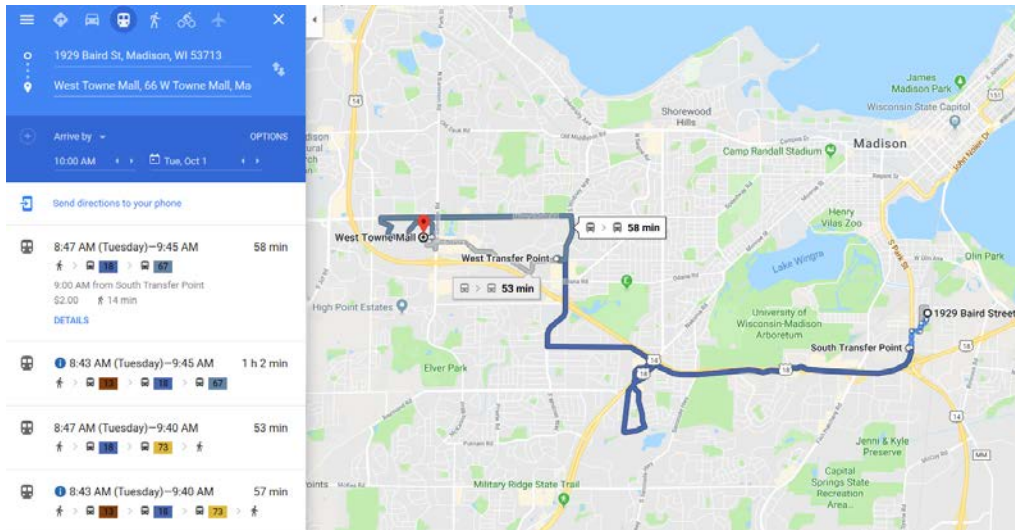
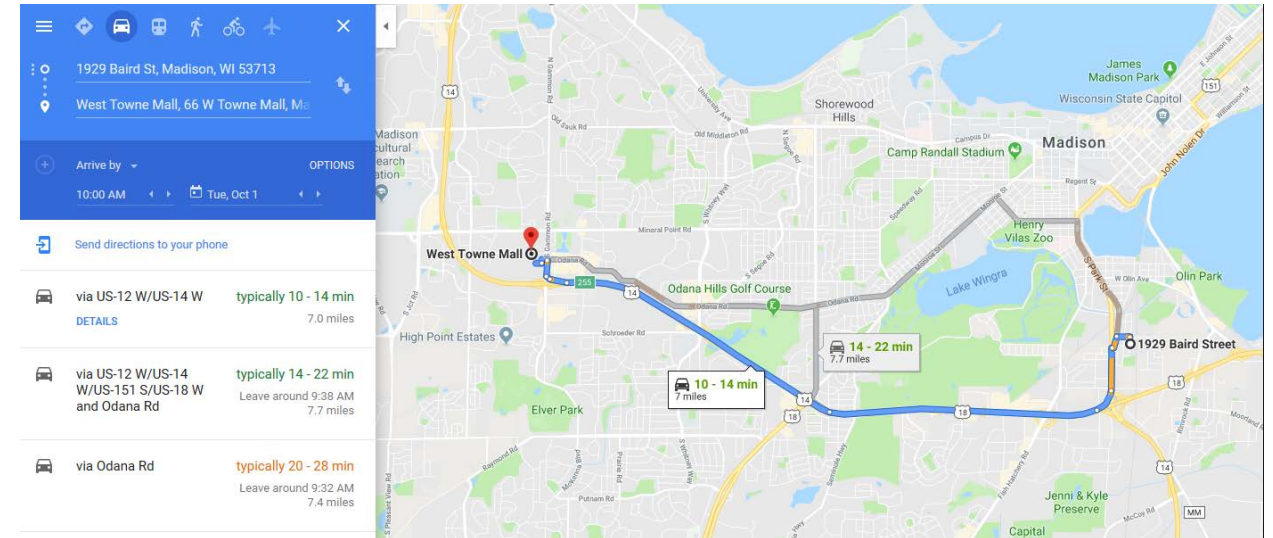


What does all this mean in real life?

From 1929 Baird St. (randomly selected point in subject Census Tract) to West Towne Mall (employment center):

To arrive by 10:00 AM (weekdays):

- 10-28 minutes by automobile
- 53-62 minutes by transit with up to two transfers (1.9-6.2 times longer than by automobile)
- 44-54 minutes by bike (1.6-5.4 times longer than by automobile)



Transportation Solutions to Connect Affordable Housing & Jobs

- Expand transit service area and hours of operation (MetroForward>>)
- Reduce cross-town transit ride times (Bus Rapid Transit/MetroForward>>)
- Improve bicycle and pedestrian network connections
- Improve streetscape to improve walkability
- Microtransit/demand responsive transit
- Employer-sponsored/supported vanpools & carpools
- Shared Mobility Services (Bcycle, ZipCar, Zerology*)
- Transportation Network Companies (Uber, Lyft*)
- Employment Transportation Services (YW Job Ride)
- Rideshare, Etc.

*No endorsement of these companies is intended or implied; all currently operate in the Madison, WI area and are local examples of these types of services.

Complete Streets



Context-sensitive street design

- Safe and attractive routes for pedestrians and bicyclists
- Transit accommodation as appropriate
- Not every street needs a bike lane or transit stops
- Amenities improve experience:
 - Visually engaging
 - Human scale
 - Trees
 - Benches
 - Planters
 - Safe crossings
 - Lighting

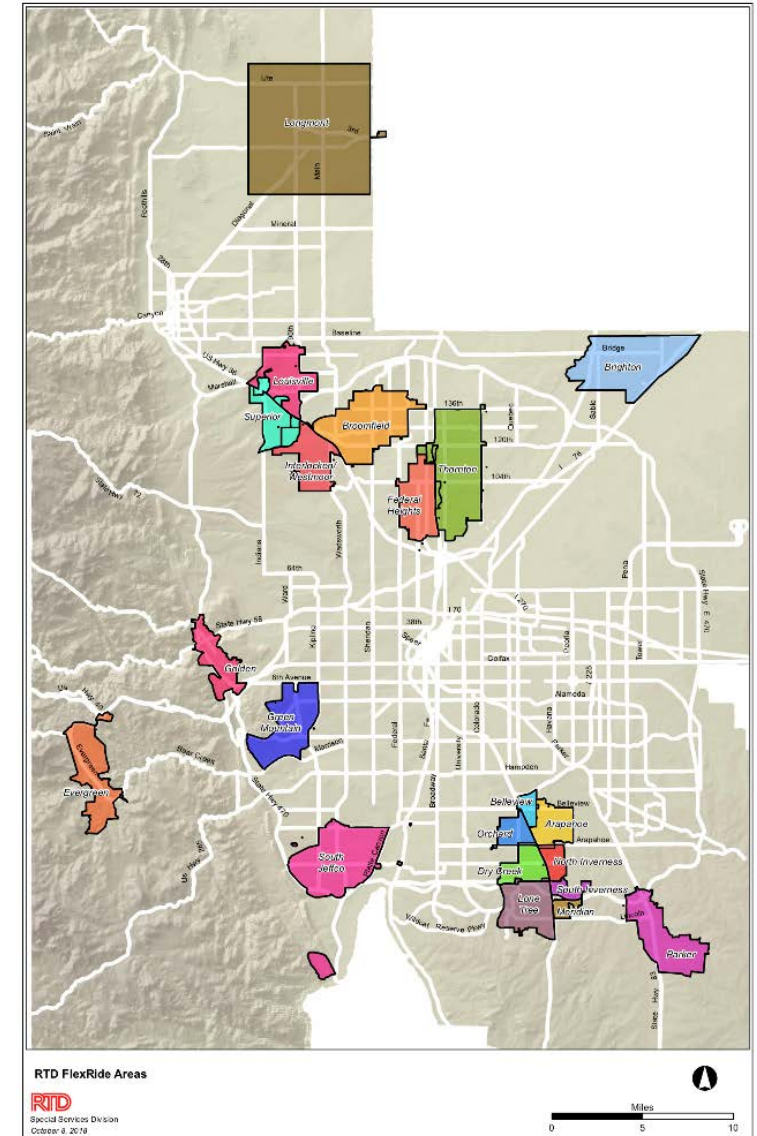


Complete Streets Flickr, Driftless Region Bicycle Coalition
driftlessbicycle.org/completestreets/?p=160

Demand-Response Micro-Transit

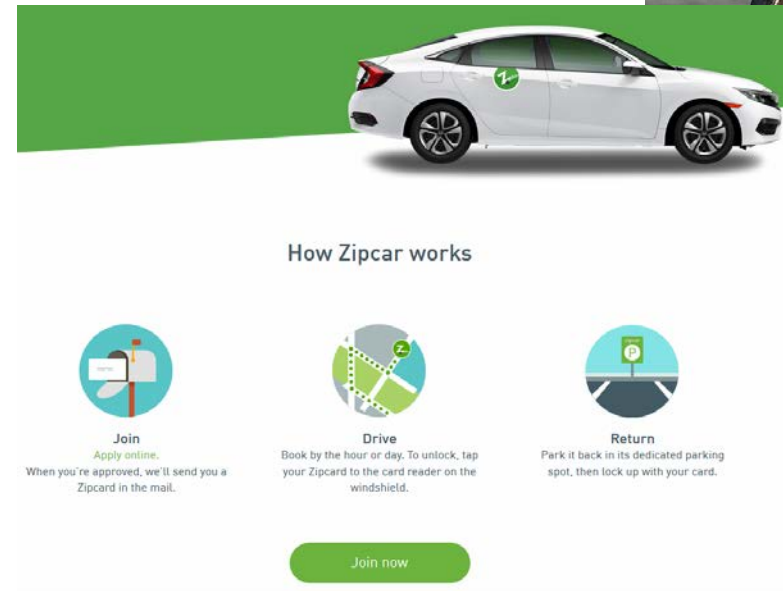
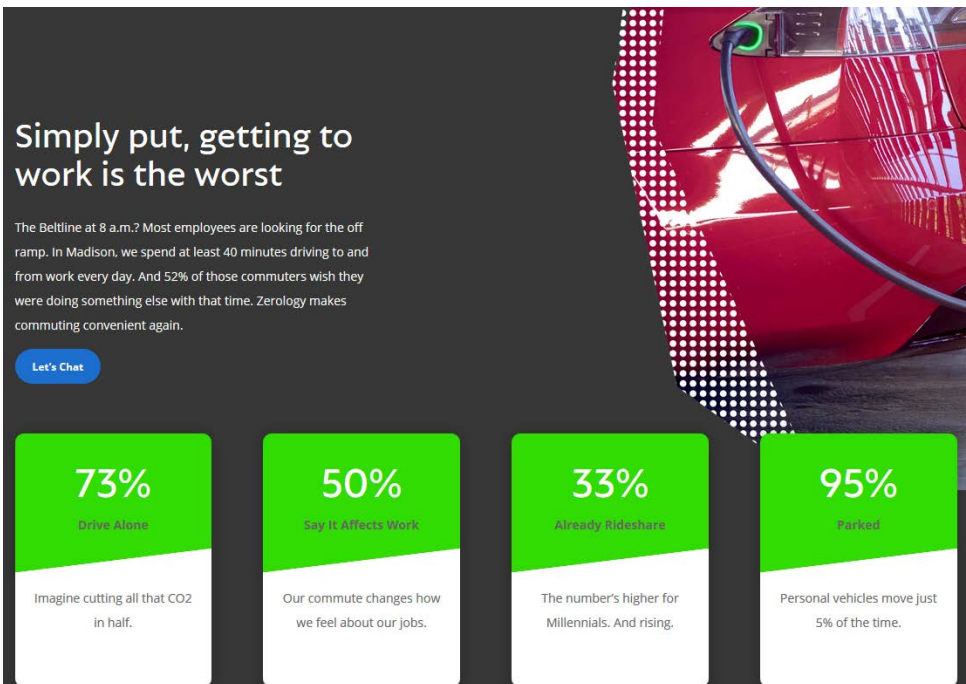
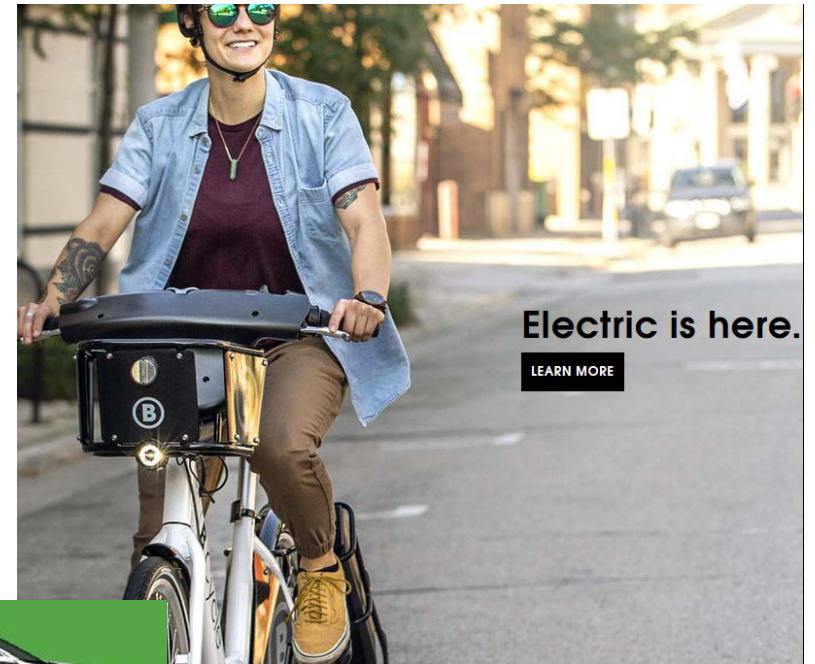
Denver Regional Transportation District (RTD) FlexRide:

- Set stops with ability to adjust route on demand
- First mile/last mile service & community circulation
- One or two vehicles per zone
- Zones range from 1.14 to 30 square miles (median of 7.5 square miles)



Mobility in the Sharing Economy

- Bikes sharing (BCycle*)
- Car sharing (ZipCar*)
- Scooters sharing (no local provider currently)
- Employer Vanpool (DOA, Zerology*)



*No endorsement of these companies is intended or implied; all currently operate in the Madison, WI area and are local examples of these types of services.



Reinvent Your Trip

RideshareEtc.org

BUS, CARPOOL, BIKE



- Carpool matching
- Vanpool matching
- Bike Partners
- Transit
- Park & Rides
- Guaranteed Ride Home
 - Six vouchers annually for cab rides up to \$75 each
 - All non-SOV commuters in Dane County are eligible

Commute Match

☐ Carpool ☐ Vanpool ☐ Transit

☐ Bike Partner ☐ Park & Ride

Search Distances (mi)

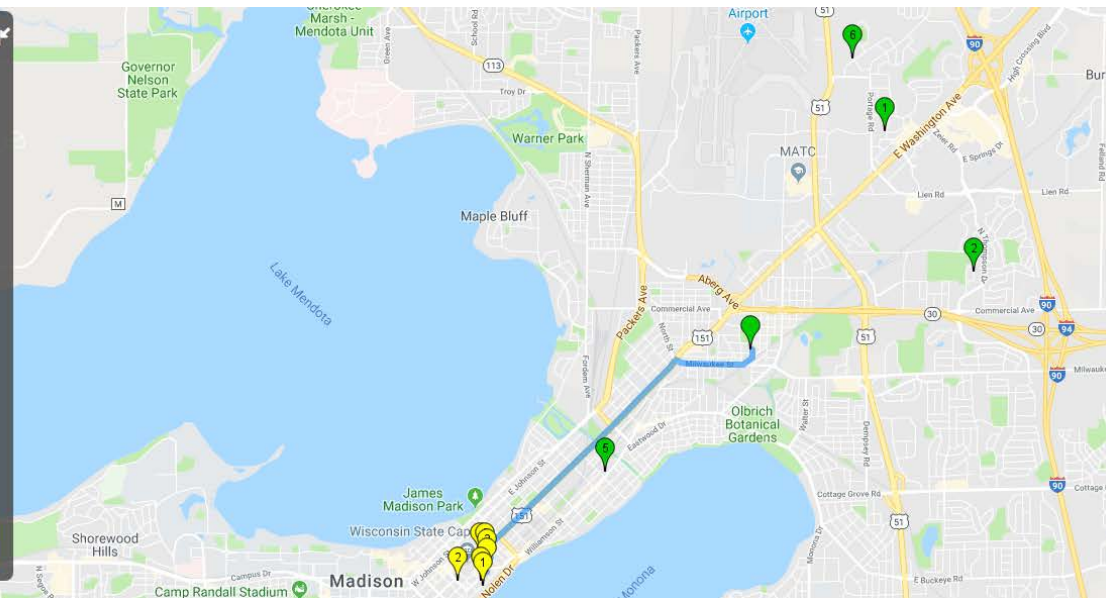
Orig 1 Dest 1 Route 0.5

☐ Match along my route

Time Flexibility (min) 60

My destination ☐ 121 S Pinckney St, Suite 400, Madison, WI 53703

Search within ☐ Park & Ride ☐ Entire database ☐ Madison Area Transportation Planning Board



Bill Schaefer, Director/Planning Manager
Madison Area Transportation Planning Board
wschaefer@cityofmadison.com



Steve Steinhoff, Deputy Director, and Director for
Community and Regional Development Planning
Capital Area Regional Planning Commission
steves@capitalarearpc.org



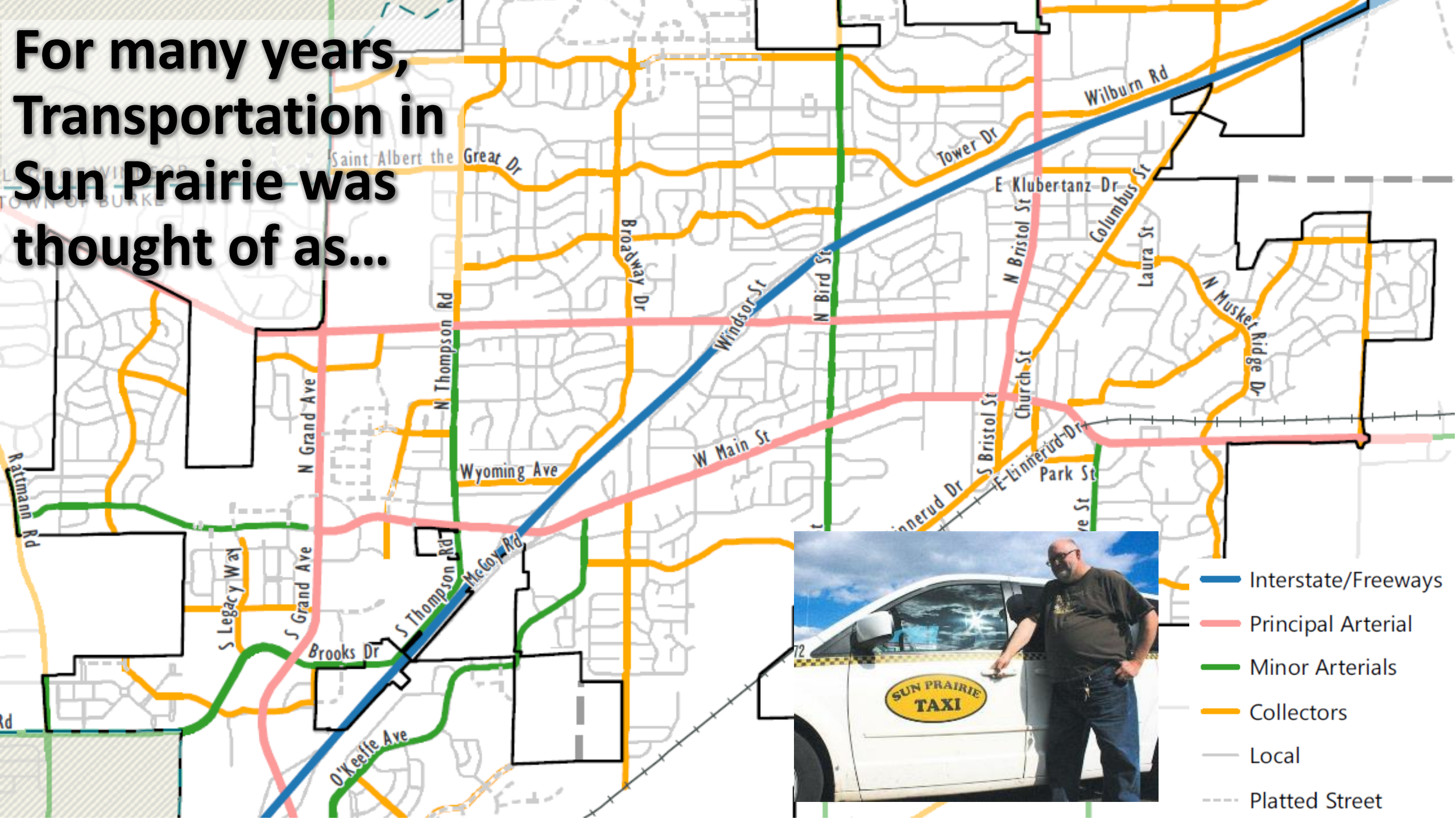


Expansion of Transit Service to Sun Prairie

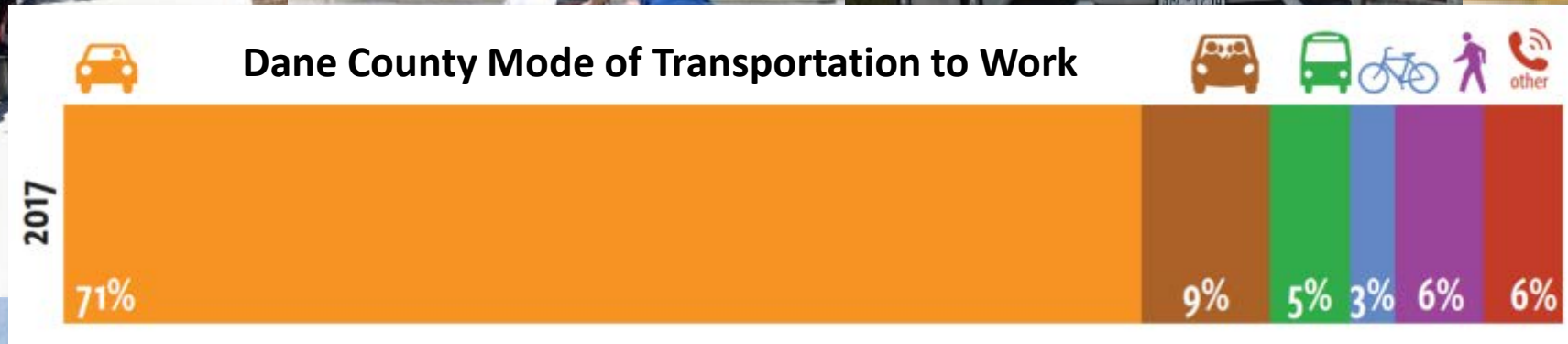
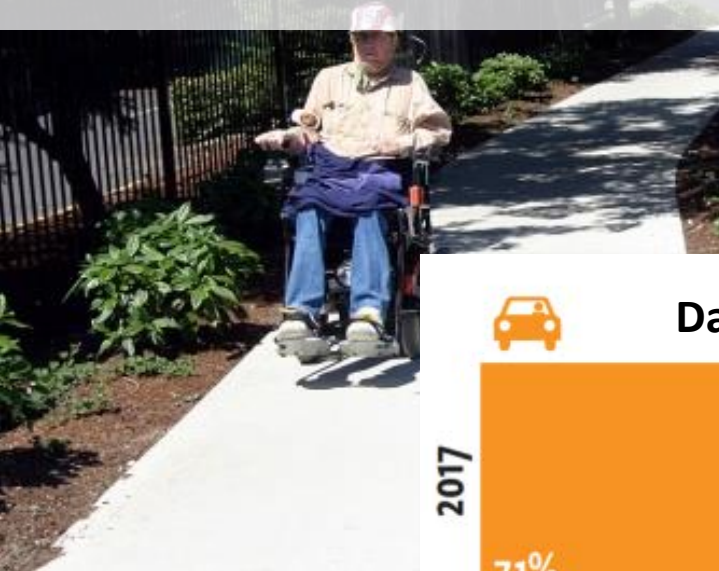
Philip Gritzmacher, Jr., AICP
Planner

October 10, 2019

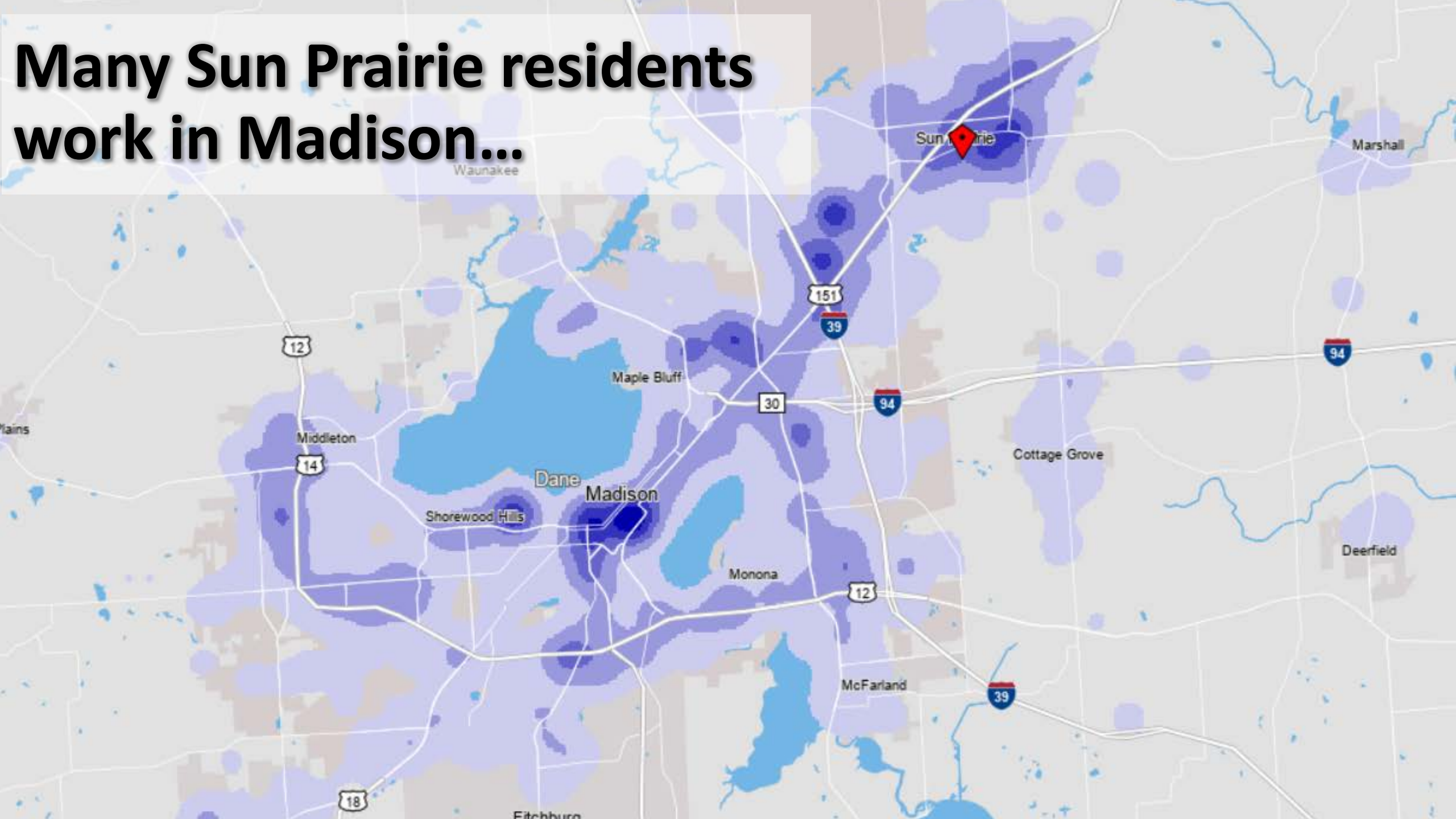
For many years,
Transportation in
Sun Prairie was
thought of as...



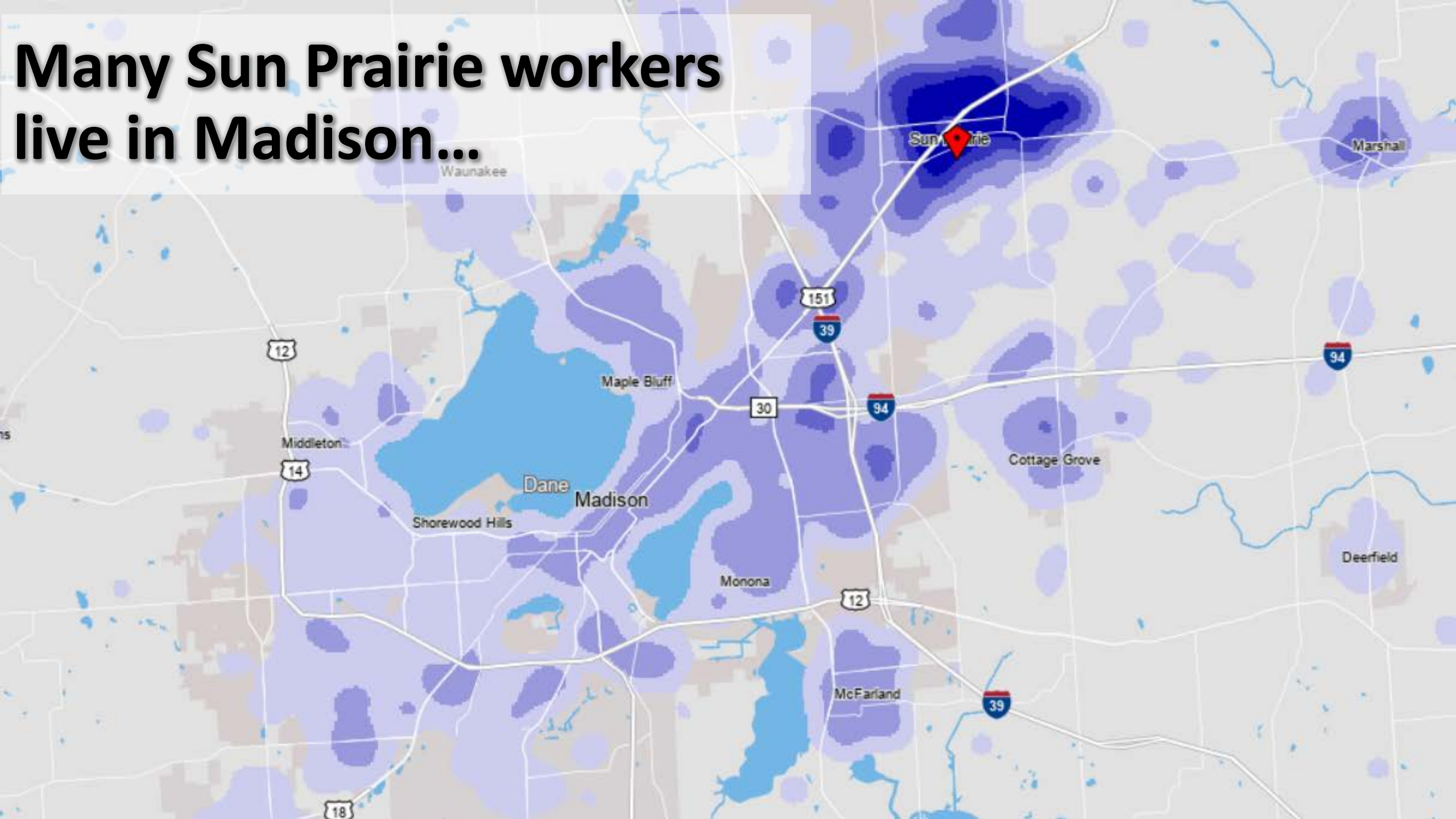
But in reality, people take many modes and want or need options.



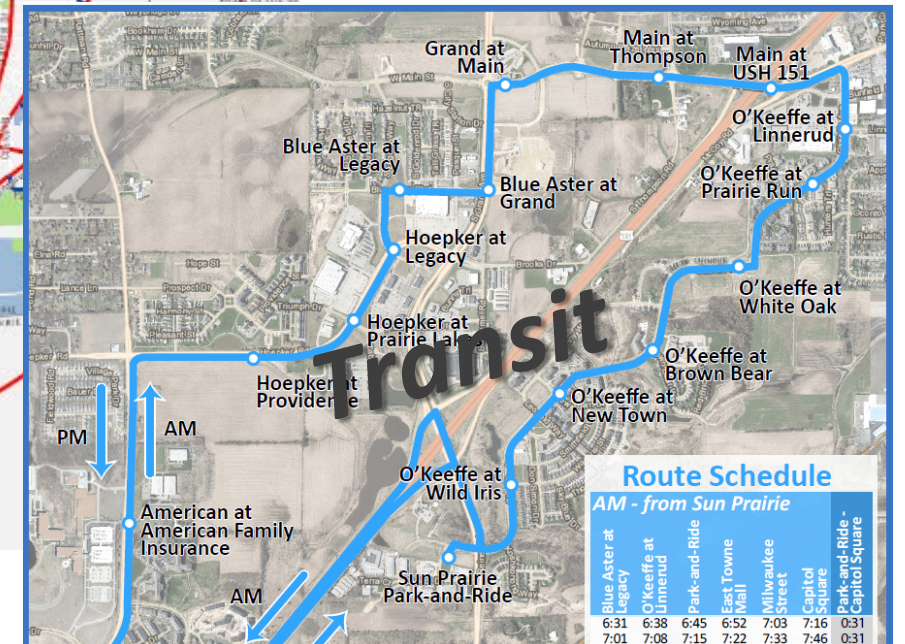
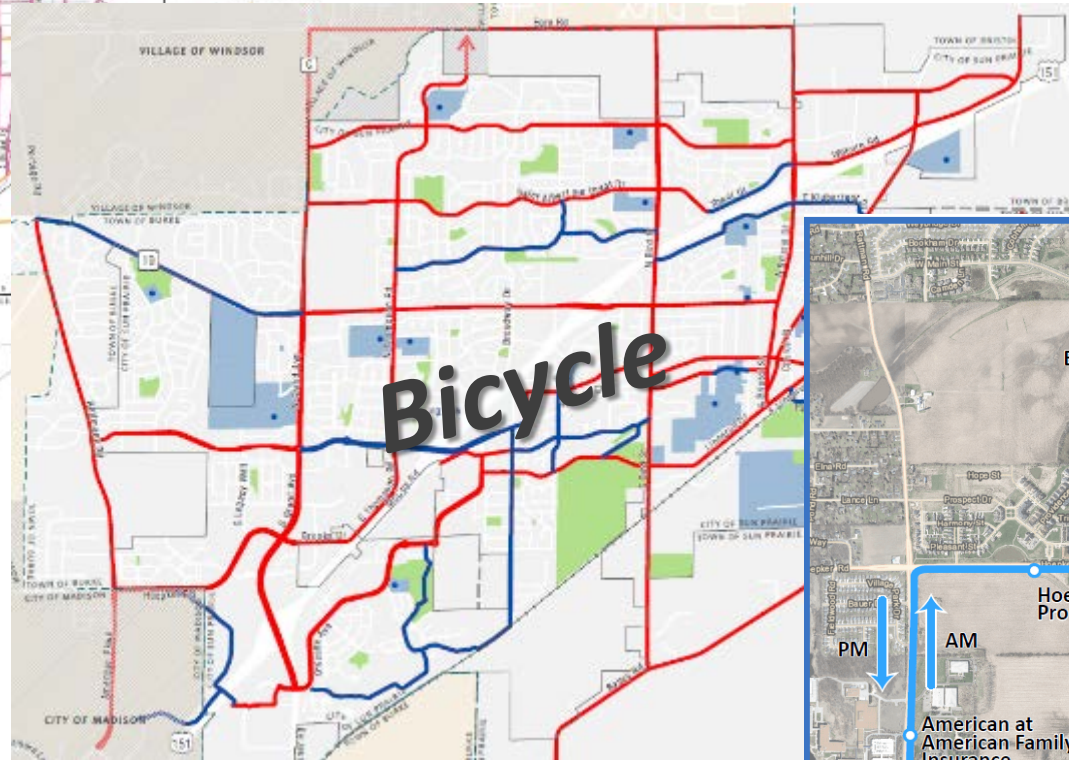
Many Sun Prairie residents work in Madison...



**Many Sun Prairie workers
live in Madison...**



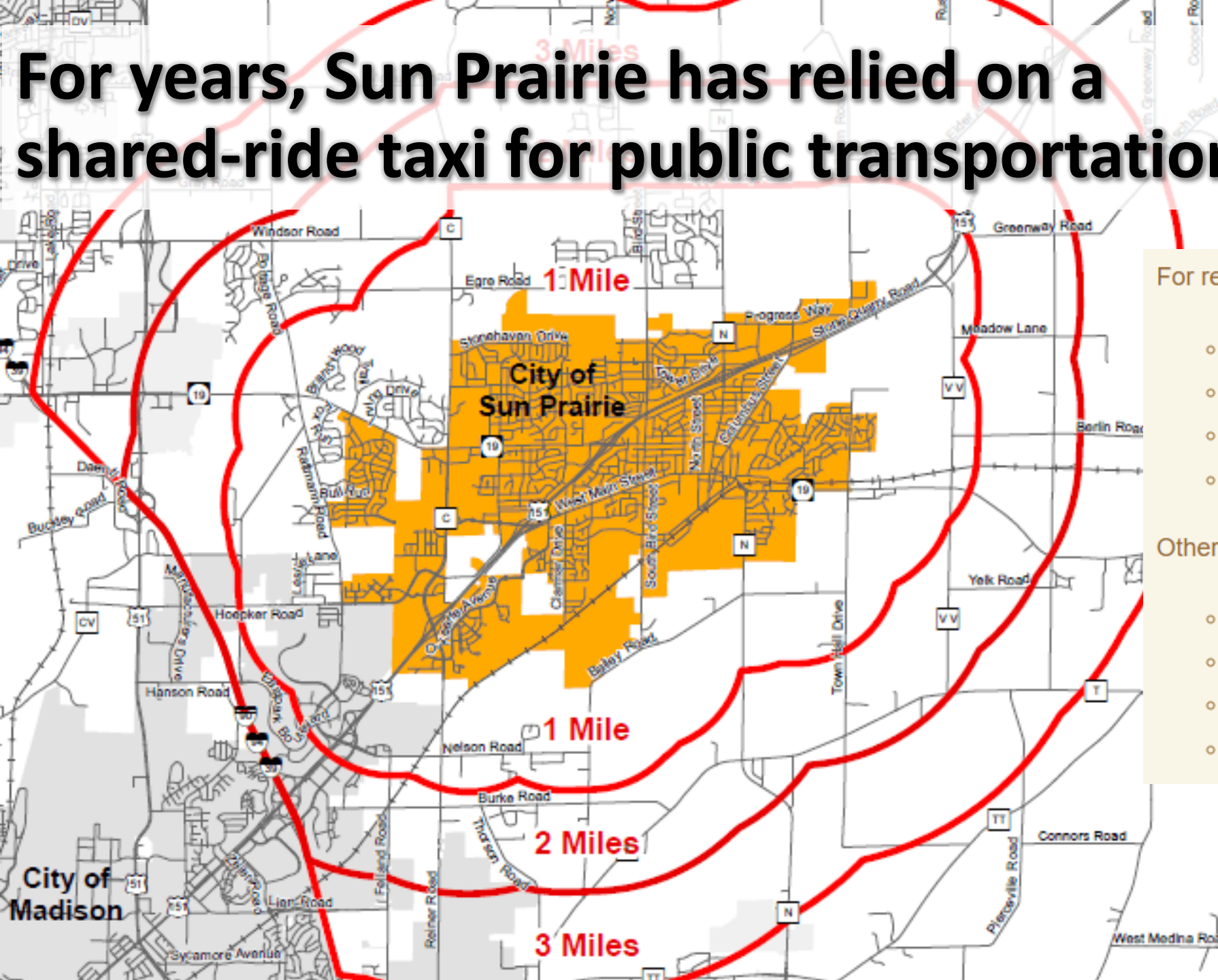
...so Sun Prairie is planning a multimodal transportation network with regional connectivity.



What was the process of bringing fixed-route transit to Sun Prairie?



For years, Sun Prairie has relied on a shared-ride taxi for public transportation.



For regular one-way trips within the City:

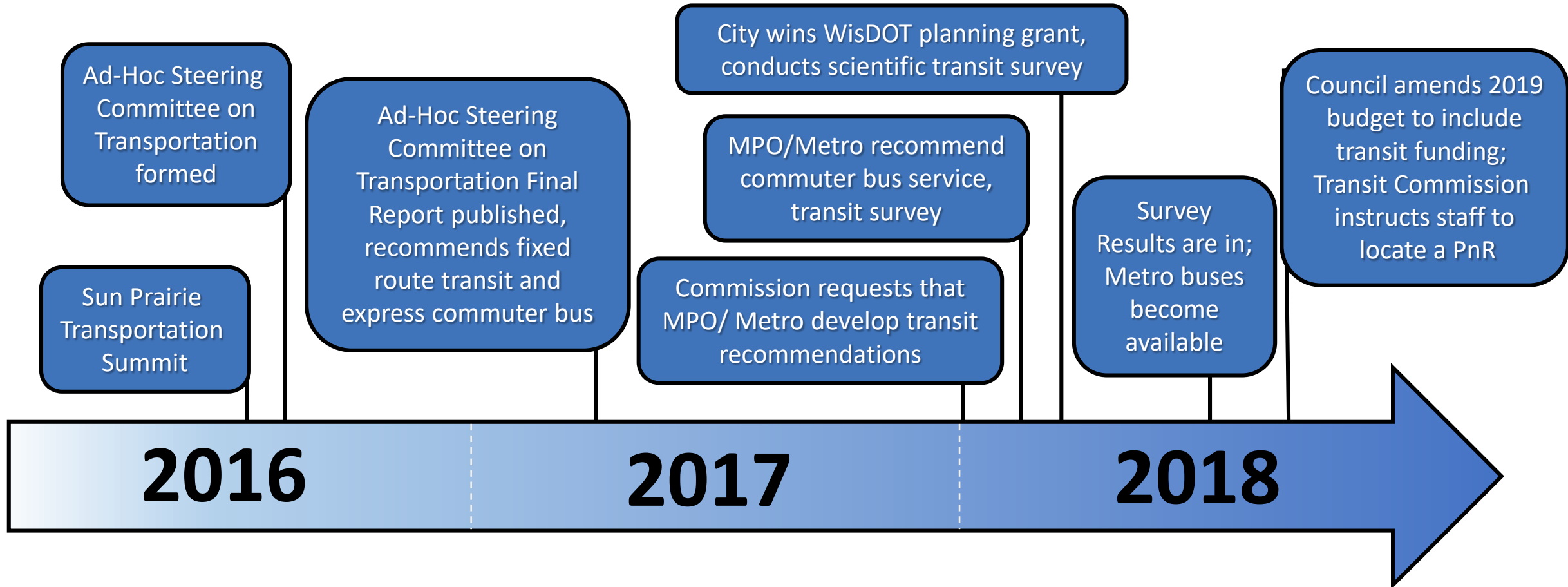
- | | |
|-------------------|----------------|
| ◦ Senior/Disabled | \$4 |
| ◦ Regular Adult | \$4 |
| ◦ Youth under 6 | Free (up to 3) |
| ◦ Youth 6-17 | \$4 |

Other Fees:

- | | |
|-----------------------|-------------------|
| ◦ 12:00am - 3:00am | \$5 |
| ◦ Wait Time Fee | \$0.50 per minute |
| ◦ Outside city limits | \$2.25/mile |
| ◦ East Towne Mall* | \$5 each way |



Sun Prairie laid the groundwork for Transit for years...



In 2019, a ton had to be done to implement the service....



Sun Prairie Express Commuter Bus Implementation

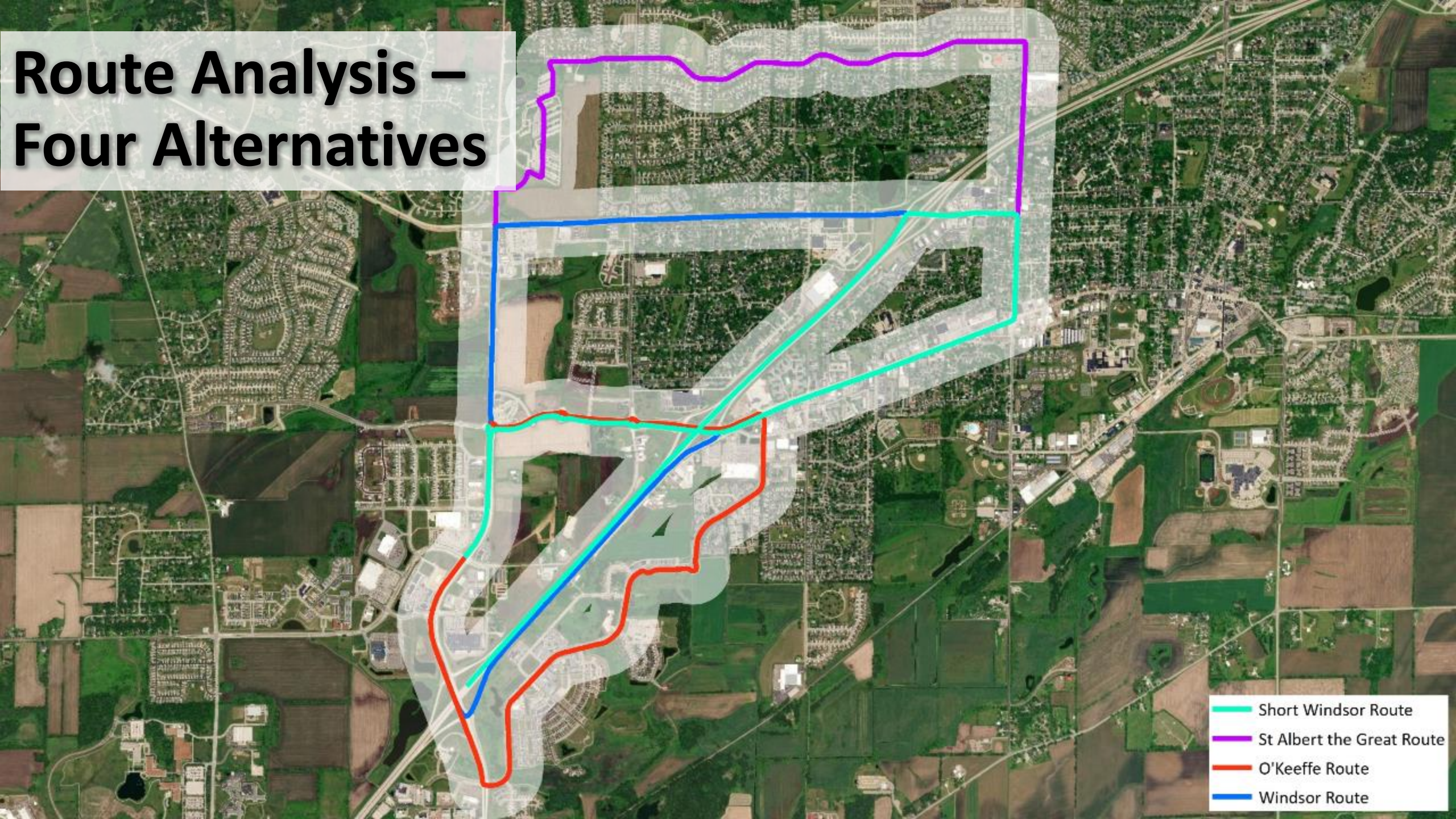
Period Highlight: 19 Plan Duration Actual Start % Complete Actual (beyond plan) % Complete (beyond plan)

ACTIVITY	PLAN START	PLAN DURATION	ACTUAL START	ACTUAL DURATION	PERCENT COMPLETE	February	March	April	May	June	July	August	September
						1 2 3 4	5 6 7 8	9 10 11 12	13 14 15 16 17	18 19 20 21	22 23 24 25 26	27 28 29 30	31 32 33 34
Initial route planning	1	2	1	7	100%	■	■						
Park and ride identification	1	2	1	7	100%	■	■						
Identification of bus stops	1	5	1	8	100%	■	■						
Development of Memorandum of Understanding (MOU) w/Metro for Service	2	4	2	5	100%	■	■						
Council Decision on Park and Ride	5	1	5	3	100%		■						
Public Involvement Meeting - Route and Stops	6	1	6	1	100%		■						
Gain CDA Approval for land acquisition	6	1	6	1	100%		■						
Solicit bids for park and ride design firm	7	4	7	1	100%		■	■					
Public Involvement Meeting - Routes and Stops	8	1	8	1	100%		■						
MOU and Route Approval at City Council	10	1	9	1	100%			■					
Select consultant to build PnR	10	1	9	1	100%			■					
Development of Parking Ordinance for Bus Stop	10	4	19	6	100%			■		■	■		
Metro Public Hearing on Route	11	1	11	1	100%			■					
Development of a preferred alternative for park and ride design*	11	4	11	10	100%			■	■	■			
MOU for Stop Signage between Public Works and Metro Transit	11	4	14	0	100%			■	■				
Creation of marketing materials for new transit service	13	8	19	9	100%				■	■	■		
Advertisement of new service using new marketing materials	17	10	20	11	100%					■	■	■	
Construction of a park and ride*	19	10	23	11	75%					■	■	■	■
Placement of bus stop signage and poles	28	1	26	3	100%						■	■	
Service Begins	29	1	29	1	100%							■	
Determination of efficiencies between commuter bus and shared-ride taxi	30	5	40	12	25%								■
Drafting of a budget initiative for bus stop amenities**	31	4	26	1	100%								■

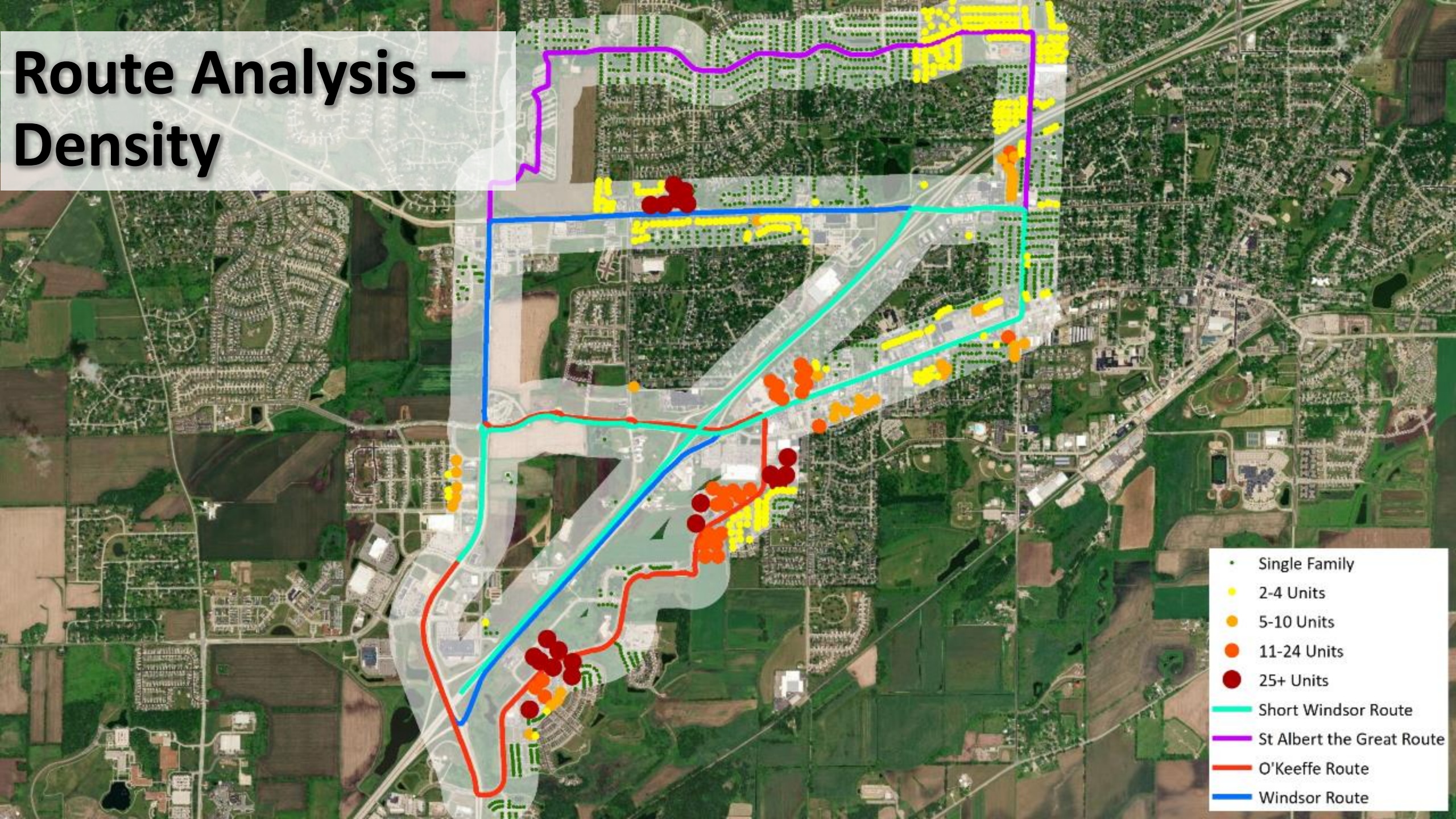
*Based on Approval of PnR, otherwise identify and implement temporary solution

**Amenities to be determined by demand and usage

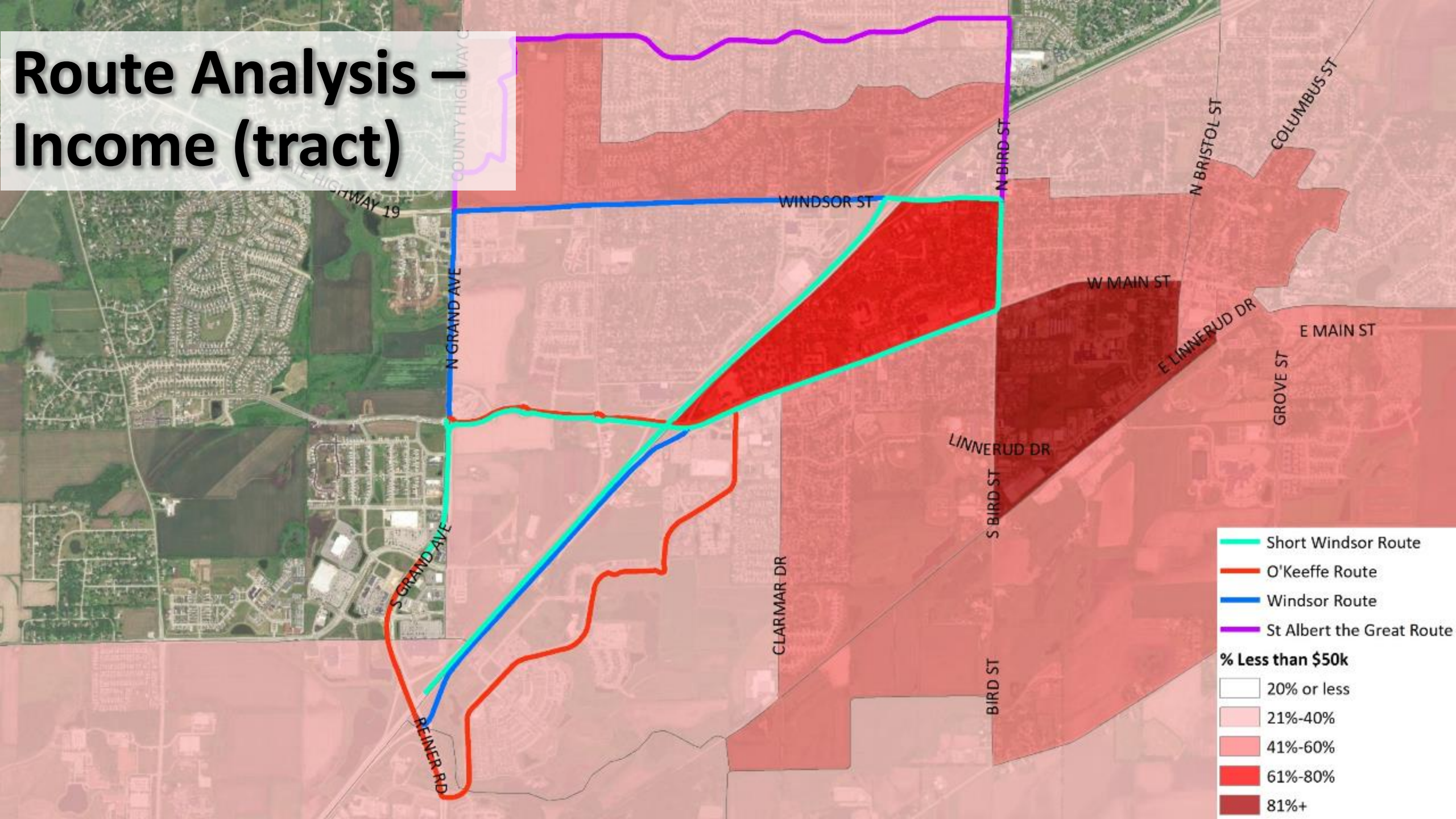
Route Analysis – Four Alternatives



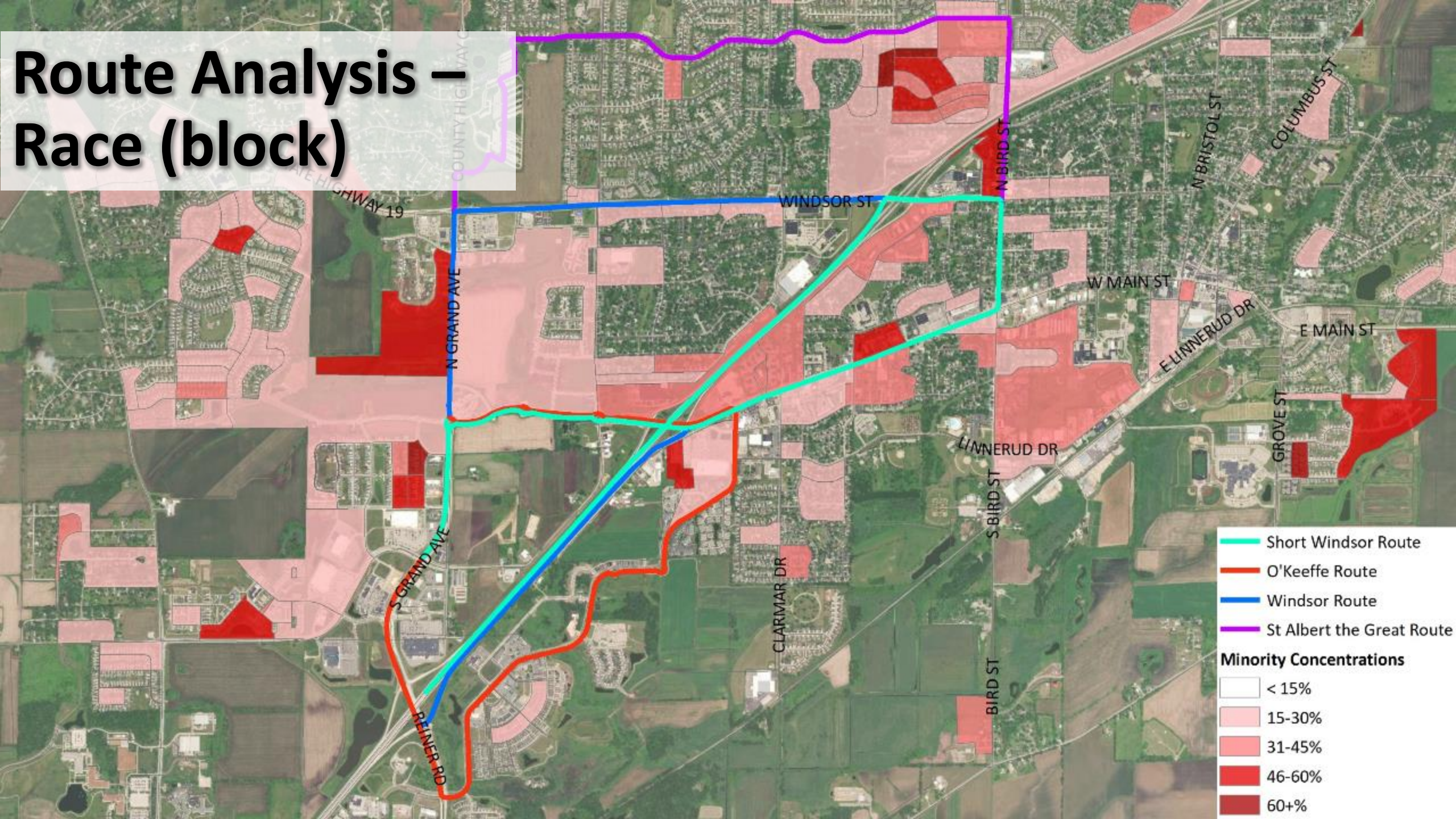
Route Analysis – Density



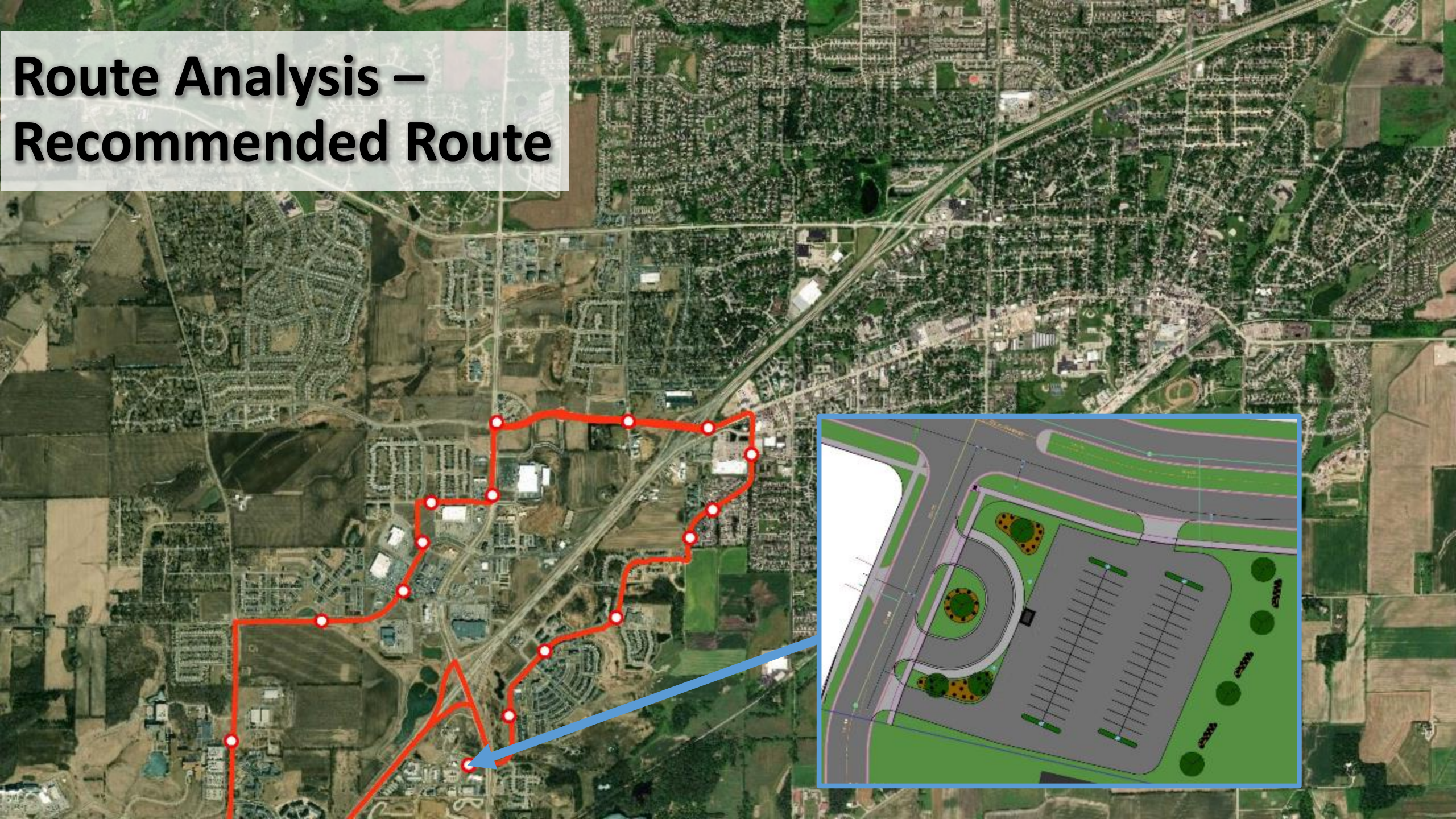
Route Analysis – Income (tract)



Route Analysis – Race (block)



Route Analysis – Recommended Route



March 2019 – Public Information Meeting



Top Issues:

- Equity concerns
- Crime
- Not needed in neighborhood
- Noise of buses
- Garbage
- Stop location

**Route modified
after PIM and
approved by
Council.**

Summer 2019 – Council OK's funding for PnR Lot after final design completed



08/20/2019 16:02:19

Summer 2019 – Marketing



EXPRESS SERVICE TO MADISON!

Starting Monday, August 26, the City of Sun Prairie and Metro Transit will offer express commuter service between a new park-and-ride on Cremer Dr. at O'Keefe Dr. and downtown Madison.

Stops will also be available on Grand Ave., West Main St., O'Keefe Ave. and Reiner Rd.



ROUTE 23

Weekday a.m.

Sun Prairie // Capitol Square

From Route	Blue Aster & Legacy	O'Keefe & Linnerud	Sun Prairie Park & Ride	American Parkway & Eastpark	East Wash & Eagan	East Wash & Milwaukee	Mifflin & Pinckney	To Route
	①	②	③	④	⑤	⑥	⑦	
19	6:26	6:33	6:40	—	6:47	6:54	7:04	19
23	6:54	7:01	7:08	—	7:15	7:23	7:35	—
23	7:24	7:31	7:38	—	7:46	7:55	8:07	—
23	7:54	8:01	8:08	—	8:15	8:24	8:35	—

Weekday a.m.

Capitol Square // Sun Prairie

From Route	Mifflin & Pinckney	East Wash & Milwaukee	East Wash & Eagan	American Parkway & Eastpark	Sun Prairie Park & Ride	O'Keefe & Linnerud	Blue Aster & Legacy	To Route
	⑦	⑥	⑤	④	③	②	①	
19	6:16	6:27	6:34	6:39	—	—	6:45	23
19	6:46	6:58	7:05	7:10	—	—	7:16	23
19	7:16	7:28	7:36	7:42	—	—	7:48	23

ROUTE 23

Weekday p.m.

Sun Prairie // Capitol Square

From Route	Blue Aster & Legacy	O'Keefe & Linnerud	Sun Prairie Park & Ride	American Parkway & Eastpark	East Wash & Eagan	East Wash & Milwaukee	Mifflin & Pinckney	To Route
	①	②	③	④	⑤	⑥	⑦	
23	4:40	—	—	4:47	4:51	4:59	5:10	23
23	5:10	—	—	5:17	5:21	5:30	5:42	72
23	5:51	—	—	5:58	6:02	6:11	6:22	—

Weekday p.m.

Capitol Square // Sun Prairie

From Route	Mifflin & Pinckney	East Wash & Milwaukee	East Wash & Eagan	American Parkway & Eastpark	Sun Prairie Park & Ride	O'Keefe & Linnerud	Blue Aster & Legacy	To Route
	⑦	⑥	⑤	④	③	②	①	
19	3:50	4:03	4:11	—	4:17	4:24	4:31	23
—	4:20	4:35	4:43	—	4:49	4:56	5:03	23
72	4:55	5:12	5:21	—	5:27	5:34	5:41	23
23	5:25	5:40	5:48	—	5:54	6:01	6:08	—

For a map and complete information, visit: mymetrobus.com/sunprairie

August 26, 2019 – Service Begins



August 2019 – Ribbon Cutting



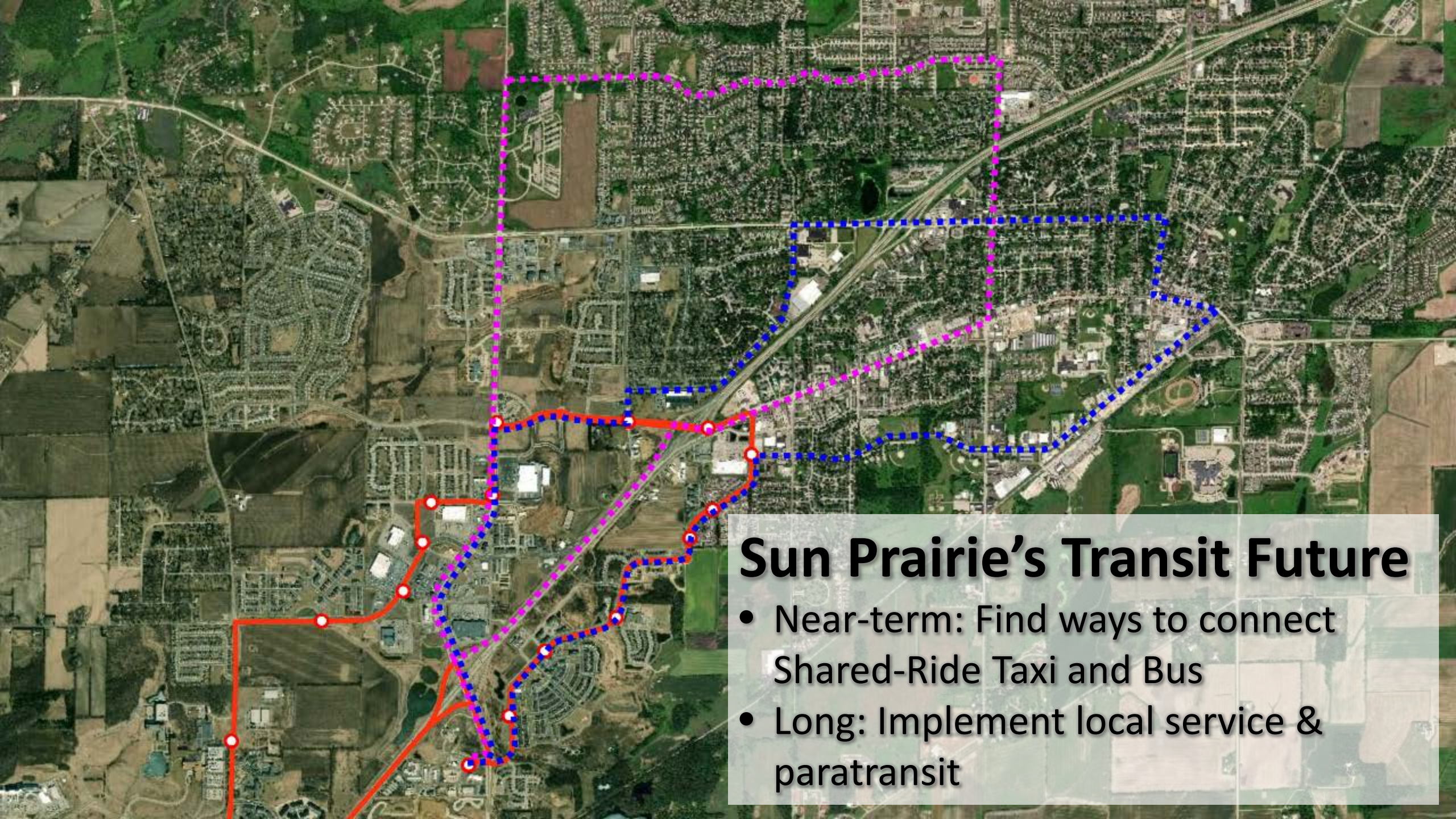
Fall 2019 – Finishing Touches



Ridership & Initial Feedback



- PnR Lot at 35-45% capacity most days
- About 100 riders per day
- Employers in Sun Prairie have said employees are taking bus to work
- Many riders have thanked City/Metro and suggested improvements



Sun Prairie's Transit Future

- Near-term: Find ways to connect Shared-Ride Taxi and Bus
- Long: Implement local service & paratransit

Questions?



Philip Gritzmacher, Jr., AICP
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