

## AGENDA

**MASS TRANSIT COMMISSION  
WEDNESDAY, JANUARY 18, 2023  
MONONA CITY HALL  
5211 SCHLUTER ROAD  
6:00 P.M.**

Remote Teleconference Meeting via ZOOM

### NOTICE OF ELECTRONIC MEETING

Due to the COVID-19 pandemic, this meeting will be conducted via electronic videoconferencing/teleconferencing. As such, it is likely that some or all members of, and a possible quorum, may be in attendance via electronic means and not physically present. In accordance with Wisconsin law, the meeting will remain open to the public. The public may still attend in person at the location stated in this agenda. However, the public is also able to attend via electronic means. Directions to do so are listed at the bottom of this agenda. Upon reasonable notice, the needs of disabled individuals will be accommodated through auxiliary aids or services. For additional information or to request this service, contact Alene Houser at 608-222-2525.

1. Call To Order
2. Roll Call
3. Appearances
4. Unfinished Business
  - A. Ridership Report
  - B. Review and Approval of the Transit Survey
  - C. Marketing Plan for the Survey
5. New Business
  - D. Discuss Potential Committee Contributions or Suggestions to the City's Ongoing and Expanding DEI Initiatives
6. Adjournment

### DIRECTIONS TO ATTEND MEETING ELECTRONICALLY

You may attend via videoconference at <https://us02web.zoom.us/j/89156645517> or by downloading the free Zoom program to your computer at <https://zoom.us/download>. At the date and time of the meeting log on through the Zoom program and enter Meeting ID: 891 5664 5517.

You may attend via telephone conference by calling the following phone number:

PHONE NUMBER: 1-312-626-6799 / MEETING ID: 891 5664 5517, FOLLOWED BY #

Please mute your phone when not speaking to ensure best possible audio quality.

## PUBLIC APPEARANCE BY ZOOM

Persons interested in publicly appearing before the Finance & Personnel Committee via computer or phone on the Zoom application are asked to submit an [Appearance Before a City Committee form](#) so that we can accommodate all online and phone requests to speak. Please submit your form as soon as possible. Requests will be accepted before and during the meeting until the Appearances section is closed. Requests submitted after the Appearances section is closed will not be able to speak. Link to form:

<https://www.mymonona.com/FormCenter/Committee-Application-11/Appearance-Before-a-Committee-Citizen-Co-82>

## WRITTEN COMMENTS

You can send written comments on agenda items to [mhoutakker@ci.monona.wi.us](mailto:mhoutakker@ci.monona.wi.us).

**NOTE:** Upon reasonable notice, the City of Monona will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Marc Houtakker at (608) 222-2525 (not a TDD telephone number), FAX: (608) 222-9225, or through the City Police Department TDD telephone number 441-0399.

The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business.

It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. Any governmental body at the above stated meeting will take no action other than the governmental body specifically referred to above in this notice.

MH

Ridership Report  
Monona Express

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Variance	2022 Days	Rides Per day
Jan	789	871	988	844	983	1,136	1,053	1,260	135	373	238	21	18
Feb	799	841	921	949	968	1,105	1,183	1,246	145	418	273	19	22
Mar	791	883	921	1,055	1,090	1,163	1,100	654	154	561	407	23	24
Apr	767	918	830	882	909	1,157	1,121	40	248	434	186	21	21
May	731	757	689	719	955	966	1,019	17	238	261	23	21	12
Jun	635	644	694	770	905	780	909	44	278	240	(38)	22	11
Jul	628	604	662	597	794	940	921	69	382	234	(148)	20	12
Aug	643	556	626	746	983	1,016	955	48	429	214	(215)	23	9
Sep	606	795	771	843	856	993	1,104	110	477	364	(113)	21	17
Oct	686	866	752	885	971	1,116	1,232	141	480	469	(11)	21	22
Nov	687	814	712	892	1,036	1,002	1,174	105	486	482	(4)	21	23
Dec	707	847	717	865	902	795	958	114	411	408	(3)	20	20
	8,469	9,396	9,283	10,047	11,352	12,169	12,729	3,848	3,863	4,458	595	253	18

Monona Lift

	2013 Riders	2014 Riders	2015 Riders	2016 Riders	2017 Riders	2018 Riders	2019 Riders	2020 Riders	2021 Riders	2022 Riders	Variance	2022 Days	Rides Per day
Jan	535	439	457	419	468	438	367	565	299	445	146	21	21
Feb	497	437	476	501	466	382	414	481	337	453	116	19	24
Mar	561	436	575	489	559	473	475	408	402	480	78	23	21
Apr	552	533	482	408	428	455	548	253	404	514	110	21	24
May	576	526	430	478	498	471	529	281	393	462	69	21	22
Jun	498	542	463	530	470	486	450	306	437	505	68	22	23
Jul	577	513	479	408	404	457	551	299	437	425	(12)	20	21
Aug	580	489	484	529	458	534	480	333	445	517	72	23	22
Sep	513	518	535	523	477	484	489	299	479	511	32	21	24
Oct	599	521	557	565	479	562	610	329	538	517	(21)	21	25
Nov	438	406	467	503	455	503	472	284	503	523	20	21	25
Dec	489	489	478	497	464	448	504	365	508	461	(47)	20	23
	6,415	5,849	5,883	5,850	5,626	5,693	5,889	4,203	5,182	5,813	631	253	20
	23.19												
Total	14,884	15,245	15,166	15,897	16,978	17,862	18,618	8,051	9,045	10,271	1,226	253	38



## Monona Bus Transit Survey

### General Information

The Transit Commission of the City of Monona is conducting this survey to better understand the bus transit needs and wishes of *all* who reside or work in Monona, or own a business in Monona, **regardless of who operates the service.** *If you do not reside, work in, or own a business in Monona, please do not take this survey.*

Your feedback is very important to us. Please be assured that your responses will be reflected anonymously and collectively in analysis or reports. Your street block is collected by the Commission *only* so we can advance our understanding of where transit needs or wants are coming from more generally. Please just give us your best thinking based on the knowledge you have. If you don't have an answer, the survey will allow you to skip to the next question.

The survey should take no more than 15 minutes to complete. Your responses are automatically saved each time you click the "Next" button. Should you be pulled away for any reason prior to completion, you can return to it by clicking on the same link (or entering the same URL) from the same computer. Thank you again for your help.

PLEASE COMPLETE NO LATER THAN \_\_\_\_\_

### **Demographic Information**

1. Street/block of person/business completing this survey (e.g. 4500 block of Winnequah):

2. Please tell us your age:

- 12-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

3. Please indicate your affiliation with the City of Monona (check all that apply):

- I reside in Monona
- I own or manage a business in Monona
- I work in Monona

**Views on Bus Transit**

4. National research reveals that public transit plays a crucial role in helping to solve critical congestion, ecological, and economic equality issues. The same research has shown that individuals **choose to use bus transportation** for the following reasons. Please tell us how important each reason is to you.

	<b>High Importance</b>	<b>Medium Importance</b>	<b>Low Importance</b>	<b>Don't know/Not important</b>
<b>Personal necessity:</b> lack of other reliable means of motorized transit to get them where they need/want to go				
<b>Mobility:</b> a temporary or permanent condition that makes it difficult or impossible to travel by other means				
<b>Transit ease:</b> a preference to leave the driving to someone else, providing time to chill, read or do other things				
<b>Affordability:</b> bus fares are less expensive than driving and parking, and/or bus pass is subsidized by employer, municipality, or another source)				

<b>Environmental impact:</b> value that that having fewer cars on the road is better for the planet				
<b>Comradery:</b> value connecting with others in transit/the shared experience				

5. Do you, anyone in your household, or your employees currently use any local bus to transit anywhere in the Madison metro area? (Please check all that apply.)

- Yes, I/we use Monona Express
- Yes, I/we use Monona Lift
- Yes, I/we use Madison Metro
- Yes, I/we use Madison Paratransit
- Yes, I/we use other bus services (e.g. Badger Bus, a bus provided by my senior living provider)
- No
- I don't know

6. How many people in your household or business (including you) currently use local buses?

- None
- 1
- 2
- 3
- 4
- Other

7. If you, anyone in your household, or employees **have no interest or need to ride a bus, regardless of who, how, when or where that service operates**, please tell us why. *You will then be directed to question #17 to continue and share any other comments about Monona's bus transit.* (Please check all that apply.)

- Lack of confidence in the bus schedule, that the bus will arrive on time
- Bus drivers are rude or unhelpful

- The bus is uncomfortable
- Preference or need for a personal vehicle
- Preference to ride privately with family, friends or colleagues
- Preference or need for shared or contracted rides such as a taxi, Uber, Lyft
- Concern about safety or comfort while walking to or standing at a bus stop
- Concern over the cleanliness of the bus
- Concern about the bus operating safely
- Other

8. If you, anyone in your household, or your employees do use any local bus service, please tell us where you go. (Check all that apply.)

- Anywhere I need to go; I rely on the bus
- Work
- Shopping
- School
- Medical or other important appointments
- Social events (e.g. Senior Center, sporting or cultural events, dining, visiting friends)
- Other

9. About how often do you, your household members, or your employees currently ride the local buses? (Select the one that best represents your, or your cohorts' riding habits.)

- Daily
- A couple of times/week
- A few times/month
- Once a month
- A few times a year

10. Please tell us *what would make it much more likely or more likely for you, members of your household, or your employees to ride the bus or ride it more often.*

	<b>Much more likely</b>	<b>More likely</b>	<b>Neither more nor less likely</b>	<b>Less likely</b>	<b>Much less likely</b>
A bus stop is closer to my home or business					
The bus routes went closer to my destinations					
The bus stop is sheltered from the elements					
The bus runs more frequently during the day					
The bus runs on weekends					
The bus runs later in the evening					
The bus runs earlier in the evening					
The bus route is shorter/faster, because there are fewer stops					
The bus route is shorter/faster because there is no need to transfer					
The bus is less expensive					

11. If you, members of your household, or your employees are much more likely or more likely to ride the bus if it is closer to your home, business or destination, please tell us **how close a bus stop needs to be** for you, your household, or your employees. (Check one.)

- Needs to be door to door (for individuals with mobility issues)
- A few blocks or less
- Less than one quarter of a mile
- Less than a half a mile
- Less than one mile
- More than a mile

12. If you, members of your household, or your employees are much more likely or more likely to ride the bus if it is **available more frequently**, please tell us how frequently you'd like a bus to run. (Check one.)

- Once every half hour
- Once every hour
- Once every couple of hours
- On demand (for individuals needing door to door)
- Other



13. If you, members of your household, or your employees are much more likely or more likely to ride the bus if it is **available certain days**, please tell us which days you'd like a bus to run. (Check those that apply.)

- Monday – Friday
- Weekends
- On demand (for individuals needing door to door)
- Other

14. If you, members of your household, or your employees are much more likely or more likely to ride the bus if it is **available certain hours**, please tell us when you, your household, or your employees most often need the bus. (Check no more than 4.)

- Before 7 AM
- 7 AM to 9 AM
- 9 AM to 11 AM
- 11 AM to 1 PM
- 1 PM to 3 PM
- 3 PM to 5 PM
- 5 PM to 7 PM
- 7 PM to 9 PM
- After 9 PM
- On demand (for individuals needing door to door)
- Other

15. If you, members of your household, or your employees are likely or much more likely to ride the bus if typical bus **routes are faster/shorter**, please tell us about how long a route works for you. (Check all that apply.)

- 1 hour
- 45 minutes
- 30 minutes
- 15 minutes
- Other

16. If you, members of your household, or your employees are much more likely or likely to ride the bus **based on affordability**, please tell us the maximum you are comfortable paying one way. (Check one.)

- \$2.00 - \$3.00
- \$3.01 - \$4.00
- \$4.01 - \$5.00
- \$5.01 - \$6.00
- Other

17. Please briefly share other thoughts that may be helpful to factor into our efforts to improve *bus service for all* in Monona.

**You are done! The City of Monona Transit Commission thanks you!**

Transit Commission Survey Campaign and Marketing Channels					
Draft Work Plan					
1.15.2023					
Media		Responsible Party		Deadline	Notes
Survey	Final draft complete				
	Commit survey to SM				
	Beta Testing				
Postcard to every household & Biz	Copy/Design				
	Confirm mailing list				
	Print				
	Mailing				
	Expected delivery				
WVMO PSA's	Copy				
	Recording				
	Run dates				
Notice at Library & Senior Center	Copy				
	Posting Dates				
Posting in Senior Center newsletter	Copy				
	Production Date				
	Distribution				
Hard copies at Library, Senior Center, City Hall	Signage				
	Distribution				
Notice in City E-News	Copy				
	Production Date				
	Posting Date				

Mayor Low-Down on WVMO	Copy					
	Recording					
	Run dates					
Notice/posts on City Web	Copy					
	Post date					
Notice/posts on <i>all</i> City FB pages (departments have varying degrees of reach with their social media and this should be an “all hands” issue)	Copy					
	Distribution to Depts.					
	Run dates					
Article in Community Herald	Issue Dates					
Presentation/Announcement/Posting at MESBA	Copy					
	Distribution					
<b>Other:</b>						
Tally/summary of feedback received to date						