** All present are expected to conduct themselves in accordance with the City's Core Values **

OFFICIAL NOTICE AND AGENDA

of a meeting of a City Board, Commission, Department, Committee, Agency, Corporation, Quasi-Municipal Corporation or sub-unit thereof.

Meeting of the:	**TRANSIT COMMISSION**
Date/Time:	Thursday, February 20, 2014 @1:00 p.m.
Location:	Metro Ride Offices, 420 Plumer Street, Wausau
Members:	Sherri Abitz(c), Keene Winters, Robert Mielke, Keith Draheim, Daniel Guild, George Peterson, Joan Joss, Txanj Hue Yang

AGENDA ITEMS FOR CONSIDERATION (All items listed may be acted upon)

1. Roll Call
2. Public Comment on Matters Appearing on the Agenda
3. Approval of Minutes – November 21, 2013
4. Transit Commission Meeting Location
5. 2013 Ridership Report
6. Asset Control Policy
7. United Way Life Report – Unmet Transportation Needs
8. Regional Community Transportation Coalition
9. The Future of Transit Services in Rothschild/Schofield/Weston
10. Transit Director's Report
    - Fox Cities RTA Bill
    - WURTA Fly-In, Washington, D.C. – March 8-12, 2014
11. Adjourn

THIS NOTICE FAXED TO THE WAUSAU DAILY HERALD AND CITY PAGES:
Date: 02/14/2014 TIME: 4:09 PM BY: Greg Seubert, Transit Director

Meeting facilities are accessible to the disabled. Please note that upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For information or to request this service, contact the City Clerk at 715-261-6620.

420 Plumer Street
Wausau, WI 54403
Phone: 715-842-9287
Fax: 715-842-1541
http://metroride@ci.wausau.wi.us

MEMO

To: Transit Commission Members

From: Greg Seubert, Transit Director

Subject: Background Information

Date: February 14, 2014

The purpose of this memo is to provide background information for select agenda items in advance of the meeting. If you have any questions regarding the agenda or if you are unable to attend the meeting, please contact me.

Transit Commission Meeting Location

Title III of the Americans with Disabilities Act (ADA) requires that Metro Ride provide accommodations for persons with disabilities, so as to enable equal access to facilities and services. Although our bus and paratransit services are accessible, our maintenance and operations building is not, because our restrooms do not meet ADA accessibility standards.

It has long been my understanding that making existing facilities accessible is only required when it can be accomplished without much difficulty or expense, or if you remodel. Since we have not remodeled our restrooms, I assumed that making them ADA accessible was not required. What I did not know, is that pathways and supporting amenities for areas being remodeled must be made ADA accessible as part of the project. So, when a half-wall was constructed in our front office last summer for security purposes, we should have also made the restroom(s) in the office ADA accessible at that time.

Since this discovery, we have completed an ADA assessment of our entire building and we will prepare cost estimates for our next capital improvement plan. In the meantime, I think it would be wise to consider ways to reduce public access to our building, so as to reduce the likelihood of an ADA complaint. To that end, I suggest that you consider conducting future transit commission meetings elsewhere.

Asset Control Policy

Every three years, the Federal Transit Administration (FTA) conducts a program audit to assess our compliance with their many requirements. The Triennial Review covers 18 program areas and it includes both a desk review and site visit. Documentation for the desk review was submitted last September and the site visit was conducted by an FTA contractor last week. I am pleased to report that there were no significant findings, just two minor issues that must be addressed. We have to develop of a written asset control policy and update our asset inventory records. The enclosed policy has been

tentatively accepted by our reviewer, pending your approval. A revised drug/alcohol testing policy will be presented for your consideration at a future meeting.

United Way Life Report – Unmet Transportation Needs

The Life Report has always contained a transportation section. The content was largely a description of existing transportation modes with accompanying graphs and tables. It seemed to serve as a promotion of services available, rather than an assessment unmet need. I was a participant on the transportation subcommittee for this report and I was pleased with the substantive discussion relating to existing public transportation needs and the impact of demographics on future needs. It became apparent that public transportation would emerge as something of growing importance, but I didn't know how that would be portrayed in the final report. I am pleased with the final product. Enclosed for your information are the main sections in which public transportation is discussed.

Regional Community Transportation Coalition

NAOMI is conducting a planning initiative intended to broaden the coalition in support of public transportation. They have invited agencies/groups/individuals such as Neighbor's Place, Women's Community, United Way, AARP, Aging and Disability Resource Center, etc. County board member Ken Day has facilitated two meetings so far and I attended both at their invitation. They have discussed the possibility of conducting a forum to engage invited guests in a discussion about unmet transportation needs in the community. A good starting point for that discussion may be the Life Report.

The Future of Transit Services in Rothschild/Schofield/Weston

The Village of Weston will have fulfilled its referendum obligations and may choose to discontinue the provision of public transportation services after December 31, 2014. Daniel Guild has suggested that we begin discussing possible options. He asked that I prepare a sample route and cost scenario that would reduce miles and cost for Weston. That information is enclosed. It is not a proposal at this point, but rather a demonstration of the financial relationship between the municipalities paying for the route.

TRANSIT COMMISSION MINUTES

Date and Time:	The Transit Commission met on Thursday, November 21, 2013, at 1:00 P.M. at the Metro Ride Office, 420 Plumer Street, in Wausau
Members Present:	Sherry Abitz, Keith Draheim, George Peterson, Daniel Guild, Keene Winters, Robert Mielke and Joan Joss
Members Excused:	Txang Hue Yang
Also Present:	Greg Seubert, Mary Foss

In accordance with Chapter 19, Wisconsin Statutes, notice of this meeting was posted and sent to the Wausau Daily Herald in the proper manner. The meeting was called to order by Chairperson Abitz after noting a quorum was present.

Approval of Minutes
Mielke moved to approve the minutes of the September 26, 2013 meeting. Guild seconded. The motion carried.

Public Comment on Matters Appearing on the Agenda
Peckham asked for an update on bike racks. He said he hasn't seen any bikes on the racks. Bus operator Tracy Pagryzinski stated that every route encounters at least one bike every day.

Financial Report/Budget
Seubert presented a year-to-date financial statement. He explained that expenses are fully allocated between bus service and paratransit service in his annual operating budget. However, the allocation not occurring on the City's financial statements. This disparity creates an overstatement of bus expenses and an understatement of paratransit expenses on the year-to-date financial statement. It also makes it difficult to compare year-to-date expenses to budgeted expenses. Seubert stated that he manual adjusts expenses each month in order to prepare paratransit reports, but is uncomfortable with the fact that monthly financial statements do not match those reports. Seubert said that financial statements will be reconciled at year-end. Moving forward, Seubert would like to automate the allocation of personnel expenses and perform some monthly adjustments with Metro Ride staff. He has had some discussion in that regard with the finance department.

Revenues are lagging, but they should catch up in fall when school resumes and ridership increases. Expenses are under budget overall, but tire expense is over budget. Seubert stated that in recent years capital funds were used to acquire spare tires with each new bus. By using capital funds, rather than operating funds, tire expenses were somewhat understated. Seubert said he may not have taken that into account when he prepared the 2013 budget. Excess tire expenses should be offset by lower parts expense. Seubert indicated that paratransit revenues and expenses are under budget because ridership is lower than anticipated.

Seubert noted that his 2014 budget was prepared with the assumption that Route K would be continued. He announced that all 3 municipalities have now confirmed their intent to continue the route next year. Some minor budget adjustments were made since the transit commission last met, largely relating to health insurance expenses. However, the amounts paid by each municipality changed only slightly. Transit services and fares will remain unchanged.

No action was taken.

Wheels-to-Work Program
Seubert stated that funding for the Wheels-to-Work program has traditionally come from a section of the Federal Transportation Act dedicated to job access programs. The State of Wisconsin had a similar funding program for that same purpose. When Congress reauthorized the Federal Transportation Act in 2011, they streamlined the various programs and access to jobs programs will now draw funds from transit operating assistance (Section 5307). Since the City of Wausau is the only designated recipient for 5307 funds in the Wausau urban area, the Wheels-to-Work program can only apply for them as part of the City's State and Federal transit operating assistance applications.

The Wisconsin Department of Transportation (WisDOT) has indicated that fewer funds are available now that programs are combined. WisDOT is not certain how this will impact overall transit funding, but it may mean fewer funds available for transit services. Seubert wanted the Transit Commission to be aware that Mayor Tipple has agreed to include the Wheels-to-Work program in the City's grant application.

Winter stated that he has concerns about parking issues in the downtown and suggest that increased support for transit may reduce the need for additional parking ramps. He suggested that transportation needs be considered more comprehensively so that programs are complementary to one another and not competitive. Abitz suggested that the Chamber of Commerce provide assistance by working with the businesses community to promote transit services. Seubert said a more comprehensive look at transportation needs is a great idea, but it would have to occur after the 2014 grant application has been submitted. The grant is due by December 30th.

Seubert stated that he has met with representatives from the Wheels-to-Work program. They indicated that the program is not designed to take away transit riders. It is designed to augment transit services by serving locations where transit service is limited or unavailable.

Mielke noted that his brother is involved in the Wheels-to-Work program, and in order to avoid a conflict of interest, he would abstain from voting in this agenda item.

Winter suggested that the program consider whether people applying for a car could take the bus instead. Becky Zoromski, who represents the Wheels-to-Work program, said that people who apply for a vehicle are placed on a waiting list, because there aren't enough vehicles to go around. While on the waiting list, there will be several options for getting back and forth to work or school, including a shuttle van, cab vouchers or bus vouchers. Options will vary depending on where they live. The program would take care of the cost of those options in the interim. They currently have clients on an 8 month waiting list.

Seubert stated that the new funding arrangement will present some challenges for the Wheels-to-Work program. State and Federal funds have historically covered 100% of program costs, but only about 55% of cost will now be covered. Additionally, actual funding levels will not be known until after the first quarter of 2014, yet the program will begin incurring costs starting January 1.

Seubert stated that the City of Wausau will be required to ensure that the Wheels-to-Work program complies with Federal and State requirements that come with the funding. He and his staff will be responsible for overseeing the program in that regard.

No action was taken.

Transit Funding Proposal

Seubert stated that three of our State elected officials appeared at the NAOMI transit forum and all indicated they did not support the funding proposal. Seubert noted that an RTA proposal, specific to the Fox Cities, has been introduced in the legislature. Winters suggested that other people be made aware of our funding proposal. Seubert said that he is chairman of the Wisconsin Urban and Rural Transit Association (WURTA) and has introduced the proposal to the WURTA executive and legislative committees. They thought it was interesting and may serve as a fallback if RTA proposals fail. Seubert thinks that the only way to gain momentum for the proposal locally is to get the business community involved. He suggested that transportation gaps identified in the soon to be released United Way LIFE Report may cause the business community to become more involved.

Transit Director's Report

Seubert stated that we will begin a recruitment to fill two vacant part-time bus operator positions now that the continuance of Route K has been confirmed. The vacancies have caused us to pay overtime.

Seubert state that he is in the process of designing and printing bus route maps that will include Route K. Information for Route K is currently provided in the form of a separate map insert. A Hmong language version of the rider's guide will also be developed. Joss asked about a Hispanic language version. Seubert stated that analysis of census data indicates that the Hispanic speaking population is insufficient to warrant a Hispanic version.

Seubert stated that in February the FTA will visit to perform their Triennial Review. They will evaluate our compliance with 23 program areas. We have already provided them with materials for their desk review. Between

now and then we will be reviewing and possibly updating written procedures. Some changes may require Transit Commission approval.

Seubert stated that he doesn't anticipate a meeting in December unless something comes up. The next regular meeting date would be Thursday, January 16, 2014.

Kathy Zoern, representing NAOMI, circulated a letter that seeks support of the Fox Cities RTA Bill. She requested that members consider preparing a similar letter.

Abitz asked if there would be any upcoming changes in passenger fares. Seubert said that no changes are planned for 2014.

Guild said that in January, Weston would like to share with the Transit Commission their plans regarding the conclusion of their transit referendum obligation, which will occur at the end of 2014.

Seubert stated that he will be developing 2014 transit service contracts for Rothschild, Schofield and Weston in the coming weeks.

Mielke moved to adjourn the meeting. Winters seconded. The motion carried.

Respectfully submitted,

Sherry Abitz, Chairperson

mf

PASSENGER SUMMARY (fixed route bus)
2013

Fare Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Adult Cash	3,488	3,389	3,446	3,482	3,019	2,487	2,800	2,853	2,809	3,263	2,913	3,429	37,378
Adult Token	3,250	3,637	3,686	3,346	3,055	2,557	2,780	3,244	2,450	2,787	2,408	2,425	35,625
Adult Pass	5,708	5,981	6,708	7,383	7,432	6,018	5,817	6,435	5,801	7,106	6,113	4,739	75,241
Student Cash	1,133	832	989	934	907	1,089	575	530	957	1,160	1,128	1,044	11,278
Metro Ride Tickets	1,238	1,170	1,411	1,174	1,247	1,556	1,311	1,480	961	1,357	1,108	1,102	15,115
Sch. Dist. Tickets	13,430	14,502	11,337	15,028	14,317	2,269	0	4	14,674	15,715	13,201	11,093	125,570
Student Pass	12,556	13,269	11,105	14,760	14,960	1,156	1,036	443	12,094	13,383	12,160	9,177	116,099
E/H Cash	820	846	878	1,069	1,126	1,075	1,131	1,163	1,140	1,137	961	886	12,232
E/H Pass	10,205	9,797	11,262	12,348	12,095	10,158	11,186	11,150	10,708	12,086	11,331	10,251	132,577
N. V. Workshop	1,440	1,280	1,280	1,440	1,360	1,280	1,440	1,360	1,280	1,520	1,200	1,280	16,160
Hospital	221	201	266	234	180	150	203	207	200	240	239	223	2,564
Shopping Tripper	320	290	242	294	358	280	334	276	244	296	242	310	3,486
Misc. Tripper	0	0	0	0	0	0	0	0	0	0	0	0	0
TI Revenue Psgrs	53,489	54,904	52,368	61,198	59,698	29,795	28,279	28,869	53,074	59,754	52,762	45,649	579,839
Non-Revenue Psgrs	320	290	242	294	358	280	334	276	244	296	242	310	3,486
Transfers Received	8,624	8,895	8,371	9,251	8,182	4,785	4,168	4,890	8,094	9,067	7,597	6,975	88,899
Total Passengers	62,433	64,089	60,981	70,743	68,238	34,860	32,781	34,035	61,412	69,117	60,601	52,934	672,224
Service Days	22	20	21	22	22	20	22	22	20	23	20	21	255
Avg Daily Psgrs	2,838	3,204	2,904	3,216	3,102	1,743	1,490	1,547	3,071	3,005	3,030	2,521	

RIDERSHIP & REVENUE SUMMARY (fixed route bus)

	Revenue Passengers Carried						Passenger Revenue			
	2012	2013	+/-	% Change	Avg. 10 Yr.	Avg. 5 Yr.	2012	2013	+/-	% Change
January	57,093	53,489	-3,604	-6.31%	65,941	63,657	$45,867.58	$42,354.52	-$3,513.06	-7.66%
February	56,323	54,904	-1,419	-2.52%	65,028	65,378	$44,721.38	$42,661.35	-$2,060.03	-4.61%
March	53,519	52,368	-1,151	-2.15%	65,568	64,126	$42,778.83	$41,945.74	-$833.09	-1.95%
April	52,835	61,198	8,363	15.83%	64,033	64,308	$42,197.98	$45,271.82	$3,073.84	7.28%
May	54,412	59,698	5,286	9.71%	63,526	61,452	$41,741.62	$43,983.98	$2,242.36	5.37%
June	25,442	29,795	4,353	17.11%	38,017	35,745	$23,310.80	$26,873.49	$3,562.69	15.28%
July	22,756	28,279	5,523	24.27%	31,212	30,548	$21,993.28	$24,706.49	$2,713.21	12.34%
August	24,605	28,869	4,264	17.33%	32,264	31,616	$17,625.07	$25,034.76	$7,409.69	42.04%
September	45,743	53,074	7,331	16.03%	62,543	61,571	$42,805.80	$40,661.68	-$2,144.12	-5.01%
October	57,411	59,754	2,343	4.08%	66,208	64,560	$43,528.06	$43,388.04	-$140.02	-0.32%
November	52,502	52,762	260	0.50%	63,422	61,207	$41,971.15	$41,094.85	-$876.30	-2.09%
December	43,123	45,649	2,526	5.86%	59,536	58,563	$37,821.41	$38,730.93	$909.52	2.40%
Total	545,764	579,839	34,075	6.24%	677,298	662,730	$446,362.96	$456,707.65	$10,344.69	2.32%

Route K Riders
Year-to-Date
2013

Fare Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Adult Cash	121	113	145	142	164	142	161	166	147	162	156	159	1,778
Adult Token	146	91	95	83	101	130	92	110	85	64	70	51	1,118
Adult Pass	155	207	183	205	230	257	260	265	171	264	220	139	2,556
Hospital Psgrs	1	0	0	2	0	3	0	0	0	0	6	0	12
Student Cash	8	19	21	7	12	16	13	5	7	5	19	17	149
Metro Ride Tickets	0	0	0	0	1	17	34	84	2	4	12	2	156
Sch. Dist. Tickets	6	17	4	3	2	0	0	0	1	0	23	5	61
Student Pass	26	52	29	17	60	30	65	70	33	34	22	22	460
E/H Cash	49	25	30	55	67	68	86	88	65	48	40	34	655
E/H Pass	287	252	322	369	450	320	368	393	321	443	388	389	4,302
Saturday Boardings	0	0	0	0	0	0	0	0	0	0	0	0	0
Saturday Alightings	0	0	0	0	0	0	0	0	0	0	0	0	0
TI Revenue Psgrs	799	776	829	883	1,087	983	1,079	1,181	832	1,024	956	818	11,247
Transfers Received	191	207	285	271	272	251	241	341	274	241	205	204	2,983
Total Passengers	990	983	1,114	1,154	1,359	1,234	1,320	1,522	1,106	1,265	1,161	1,022	14,230
Service Days	22	20	21	22	22	20	22	22	20	23	20	21	255
Average Daily Riders	45.0	49.2	53.0	52.5	61.8	61.7	60.0	69.2	55.3	55.0	58.1	48.7	55.8

Metro Ride Paratransit
Annual Totals 2013

Deadhead Miles	12,913.00		Scheduled Trips	3,764			Operating Days	255	
Revenue Miles	11,316.00								
Total Miles	24,229.00	Correct	Wheelchair	1,658			Education	8	
			Ambulatory	1,730			Employment	41	
Deadhead Hours	1,423.02		Tl Cert. Riders	3,388			Medical	2,422	
Revenue Hours	832.89						Nutrition	1	
Service Hours	2,255.91	Correct	No-Show	113	3.00%		Social	916	
			Cancel	267	7.09%		Total	3,388	Correct
Other Hours	478.20		Missed	0	0.00%				
Pay Hours	2,734.11			380			Fares	$7,624.50	
Deadhead Speed	9.07		PCA	546			Current Fare	$2.25	
Revenue Speed	13.59		Companians	10					
Total Speed	10.74		Tl Other Psgrs	556	Correct		Late Trips	2	
							On Time Perform.	99.94%	
			Total Riders	3,944	Correct				
Projected Year-End							Avg Daily Rides	13.29	
Deadhead Miles	14,086.91								
Revenue Miles	12,344.73								
Total Miles	26,431.64								
Deadhead Hours	1,552.39								
Revenue Hours	908.61								
Service Hours	2,460.99								
Other Hours	521.67								
Pay Hours	2,982.67								

M:\GS Data Files\GS Data Files\ExcelData\Paratransit\Paratransit 2013\Annual Summary 2013, 02/13/2014

DRAFT

City Of Wausau/Metro Ride
Asset Control Policy
For FTA Funded Assets

Approved: _____

Purpose and Scope

The purpose of this policy is to ensure continuing control of federally funded capital assets. This policy applies to assets purchased by the City of Wausau/Metro Ride, which are funded in full or in part by the Federal Transit Administration (FTA); were purchased at cost exceeding $5,000; and have a useful life exceeding one year.

Responsibility

The Transit Director shall be responsible for establishing and maintaining procedures to document and monitor the use, location and condition of FTA funded assets. Procedures shall encompass the complete asset life-cycle, from acquisition to disposal. The Transit Director shall modify procedures as is necessary to comply with FTA requirements.

Metro Ride unit managers shall be responsible for care and proper use of assets in their respective areas. They shall communicate to the Transit Director any material changes to asset use, condition or useful life.

General Policy

(a) Asset identification – each asset shall be issued a unique identification number. A tag bearing the identification number shall be affixed to the asset when practicable.

(b) Documentation – a log of assets shall be maintained on file. It shall include the following information (at a minimum): asset description; asset type; federal grant number; asset identification number, vested tile, purchase date, purchase cost; federal interest (%); asset location; use and condition; useful life; disposition action and date of last physical inventory.

(c) Monitoring – a physical inventory shall be conducted at least every two years to verify and update the asset log.

(d) Verification – A current log of capital assets shall be maintained on file, along with sufficient documentation to verify physical inventory completion and reconciliation.

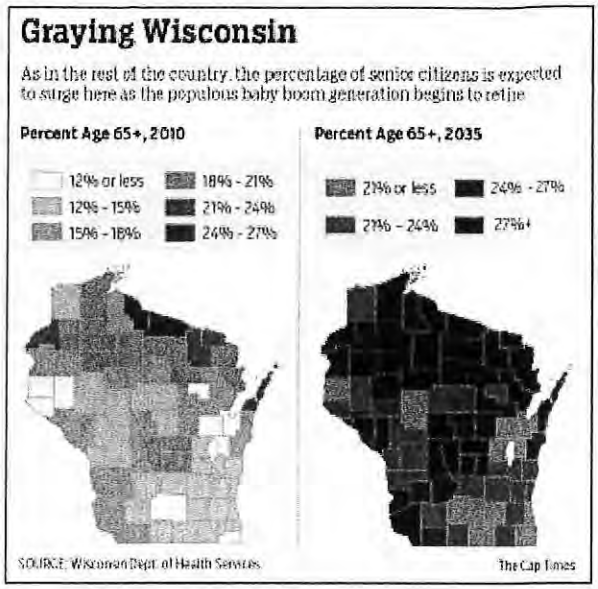
UNITED WAY LIFE REPORT
SECTIONS REFERRING TO TRANSIT

Demographic Highlights

re-urbanization as high-density living offers greater professional and social variety while accommodating a car-free lifestyle.

Aging Population Trends

According to the National Institute on Aging, the number of people over 65 in the U.S. is projected to double over a 25-year span, reaching nearly 72 million by 2030 and making up roughly 20% of the U.S. population. As Baby Boomers age and life expectancy continues to increase, the general population is, in a sense, aging too. This shift is clear in Wisconsin. While all but six of Wisconsin's 72 counties had less than 20% of their population over the age of 65 in 2010, only ten counties are predicted to maintain such low percentages through the year 2035. In Marathon County, people over 65 could make up almost a quarter of the population by 2035—a significant increase from current percentages (12 – 15%).



This shift will come with a need for increased services. Healthcare spending alone is projected to increase by 25%, but other basic needs will also be impacted. According to AARP, the rate of food insecurity for adults over 50 has been on the rise since 2006. In 2009, 15.6 million faced the threat of hunger. Moreover, as Wisconsin adopts policy initiatives designed to keep aging seniors in their homes, communities will need infrastructure improvements. People will rely more heavily on public transportation to move both services into these homes and these people around the community. *

Communities that understand the implications of these impending generational shifts and reimagine their communities with these lifestyle changes in mind will be most likely to avoid negative consequences and costs that such changes could otherwise create.

A Multicultural Community

While 2010 Census data—at 8.7% non-white residents, up from 6.2% just ten years ago—seems to indicate that a culture change is just beginning in Marathon County, a closer look at our school-age population suggests that this shift has already taken place. It is younger people and families who are most transient as the aging population is much less likely to have the capacity to move or to face the conditions that encourage relocation. Similarly, it is our homogenous aging population that is disguising the shift to our own demographics. At 20%, Marathon County as a whole has already enrolled more than twice the number of students of color in its schools than the at-large population—Wausau, at 30%, more than three times. Like nationwide trends, it is expanding diversity—with Hispanic and multiracial populations growing most quickly—that is responsible for Marathon County's recent population growth.

Creating an inclusive and welcoming community that actively seeks out diversity could positively impact efforts to maintain the vibrancy that has made Marathon County a thriving community by encouraging new growth. It is more than just being attractive to growing minority populations. A study completed by the business school at the University of Connecticut listed "Social Capital"—defined as "[making] the city a more welcoming place by embracing diversity"—as the first want of the young professional demographic. Communities that recognize the positive opportunity at the heart of this change are more likely to foster an atmosphere attractive to future generations of Americans.

Given this shift, we encourage readers to view the indicators included in this report not just in terms of the people who have populated this region historically, but in terms of the people we have welcomed recently and hope to welcome in the future.

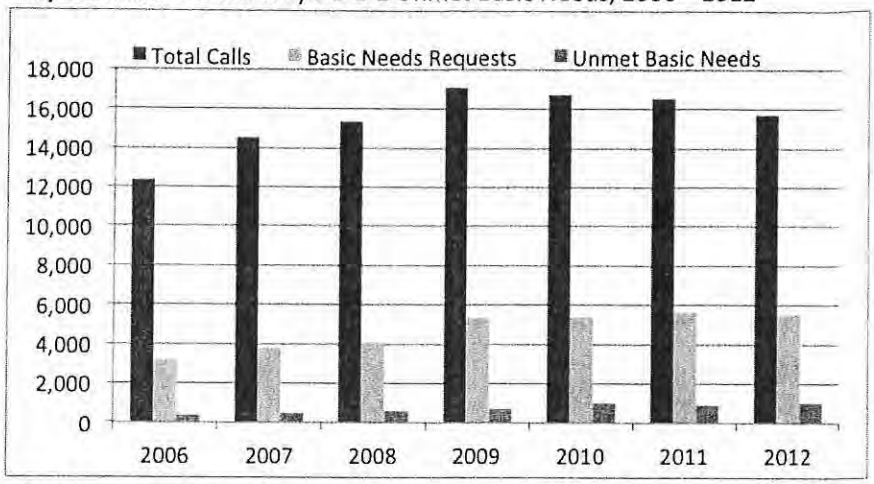
INDICATOR 6 Unmet Basic Needs

DATA HIGHLIGHTS

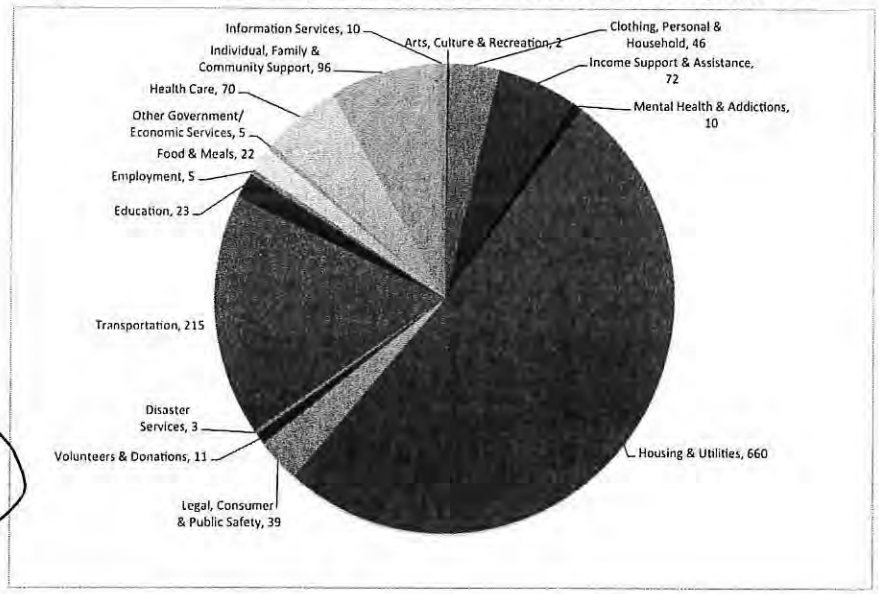
BASIC NEEDS are those items essential to sustaining life, such as housing, utilities, transportation, food, material resources (i.e. clothing and personal and household items), and other miscellaneous expense assistance related to meeting basic needs.

- In 2012, United Way's 2-1-1 served 15,705 Marathon County callers with a total of 18,155 needs. 8% of callers—up from 6% in 2011 and an average of 5% over prior years—had needs for which the community's resources were insufficient.
- 84% of needs requests in 2012 fell into the "basic needs" category.
- Requests for basic needs help have almost doubled between 2006 and 2012 and unmet needs requests have almost tripled.
- At 51% of 2012 requests, housing and utilities assistance was the most prevalent area of need, remaining unmet 25% of the time.
- Transportation needs emerged as the fastest growing area of need in 2012, remaining unmet 26% of the time.

Key Measure: United Way's 2-1-1 Unmet Basic Needs, 2006—2012



Key Measure: United Way's 2-1-1 Unmet Basic Needs by Category, 2012



SOURCES

- **United Way of Marathon County**
  United Way's 2-1-1
  www.unitedwaymc.org/211.htm
  2012 Marathon County Caller Unmet Needs
  www.unitedwaymc.org/PDFs/211/2012MarCoUnmetNeeds.pdf

COMMUNITY PERSPECTIVES

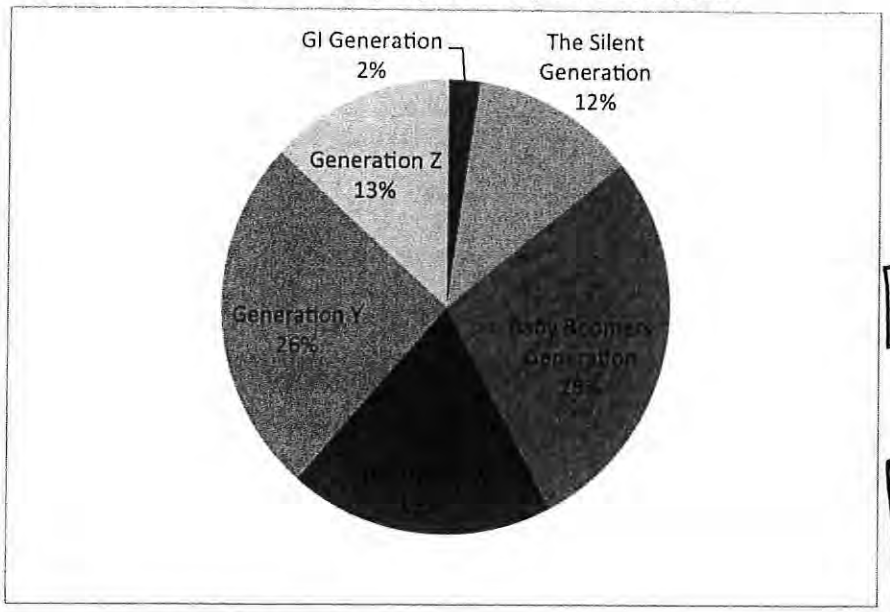
The unmet basic needs identified above reflect the needs of United Way's 2-1-1 callers whose basic needs went unmet because no local agencies or programs were available or equipped to respond to their needs. The unmet-basic-needs data points to gaps in services, informing the United Way and the community at large in hopes of better responding to those needs.

Past LIFE Reports noted a significant increase in requests for basic needs assistance since 2006. While 2012 continued the downward trend of total calls since 2009, it maintained similar basic needs requests and saw the proportion of unmet needs rise an additional two percentage points for 2011, now almost doubling traditional averages.

United Way's 2-1-1 has experienced not only an increase in the number of calls, but also in the level and urgency of the needs of the callers. The struggling economy continues to affect local working families, job seekers, and special needs populations. In Marathon County, the gaps in service are increasing and existing systems are overwhelmed by requests for assistance in meeting needs.

Demographic Impact on Transportation INDICATOR 7

Key Measure: Marathon County Population by Generation, 2010



DATA HIGHLIGHTS

Generation Birth Years	
GI Generation	1912 - 1926
The Silent Generation	1927 – 1945
Baby Boomers	1946 – 1964
Generation X	1965 – 1983
Generation Y	1984 – 2002
Generation Z	2003 – Present

- State budget cuts have reduced funding of public transit by 10%.
- About 80% of seniors live in areas that are car-dependent.
- As life expectancy increases, the difference between life expectancy and driving expectancy increases. Seniors are estimated to be dependent on others or public transit for transportation for a period of 7 to 10 years.
- In Wisconsin metropolitan areas, 50% to 90% of seniors have poor access to transportation.
- In a 2013 study by New Urban Land Institute, 52% of Baby Boomers, half of Generation Y, and 45% of Generation X respondents indicated that they place a high priority on public transportation options.
- Over 25% of Generation Y does not have a driver's license.

COMMUNITY PERSPECTIVES

For the first time since the advent of the automobile, travel is on the decline. Thought to be a function of the declining economy, people are making fewer discretionary trips and living closer to service centers. However, vehicle travel is declining more than any other means and is expected to continue declining after the economy recovers.

Compared with recent generations, Generation Y is more likely to choose not to drive, wanting alternative transportation options instead as part of their choice to re-urbanize. This generation prefers bicycle, pedestrian, and public transit. Generation Z is waiting even longer than previous generations to drive. Concurrently, more members of the G.I. and Silent Generations are "aging in place." These generations face limited access to transportation for medical, nutritional, shopping, and social needs. As life expectancy is increasing, the years of transportation dependency are increasing as well. For aging Baby Boomers, who currently travel more than any other generation, this poses additional challenges. 83% live outside of the urban centers where public transportation is usually more accessible.

A transportation system includes the infrastructure, the vehicles, the technologies, the transported people and goods, the environment that affects and is affected by transportation, and the policies that govern transportation. Past transportation policies were established to build infrastructure to facilitate the fast transport of people and goods over long distances. However, the existing transportation system and policies no longer meet our needs and wants. To meet the needs of these changing generations, policy will need to shift from infrastructure construction and repair to planning for multiple transportation modes, transportation-related technology, increased demand for public transit, and changing land-use patterns.

SOURCES

- **American Association of Retired Persons (AARP)**
  Public Policy Institute
  www.aarp.org/research/ppi/
- **Urban Land Institute**
  www.uli.org/
- **Wisconsin Department of Health Services**
  www.dhs.wisconsin.gov/
- **Wisconsin Department of Transportation**
  www.dot.state.wi.us

INDICATOR 8 Variety of Transportation Choices

DATA HIGHLIGHTS

Personal Vehicle

- The average household has 2.4 vehicles.
- 4.5 % of households have no vehicles.
- There are 3,365 miles of roads in the county
  - * 274 miles of state highway
  - * 614 miles of county roadway
  - * 2,477 miles of local streets

Bike & Pedestrian

- 100 miles of newly signed bike routes are in the Wausau metro area.
- The Cities of Wausau, Schofield, and Mosinee and the Villages of Rothschild and Weston have ordinances regarding sidewalks.
- All federal and state funded road projects must have bicycle and pedestrian accommodations.

Public Transit

- Marathon County has 8 fixed routes and 10 school (express) routes.
- Metro Ride has 630,000 annual riders and 12,025 annual paratransit and human-services riders.

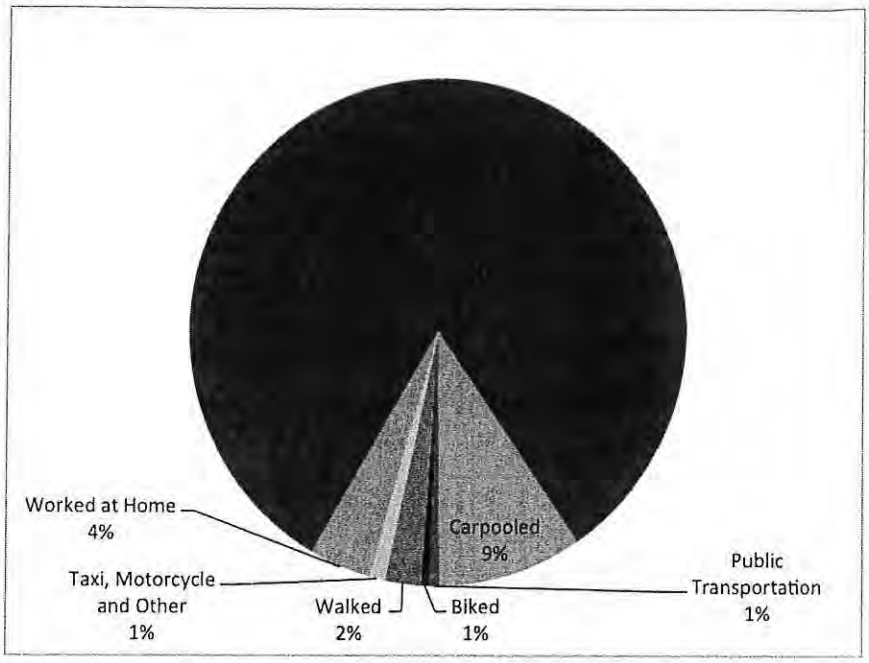
Air

- CWA has 10 flights per day with 20-25,000 passengers per month.

SOURCES

- **American Public Transit Association**
  www.apta.com/Pages/default.aspx
- **Central Wisconsin Airport**
  www.fly-cwa.org/
- **City of Wausau**
  MetroRide Transit System
  www.ci.wausau.wi.us/Departments/MetroRide.aspx
- **U.S. Census Bureau**
  www.census.gov/

Key Measure: Choice of Transportation to Work in Marathon County, 2006—2010



COMMUNITY PERSPECTIVES

An adequate variety of transportation choices is key to the functioning of a desirable community. As demographic and environmental factors challenge traditional transportation norms, residents are increasingly expecting their communities to provide transportation alternatives to the roadways that carry personal vehicles. An attractive community considers public transportation routes as well as foot- and bike-traffic paths and lanes in hopes of providing its residents options that fit their needs and lifestyle choices. For those who can't or choose not to drive, a variety of transportation choices is essential to their daily functioning.

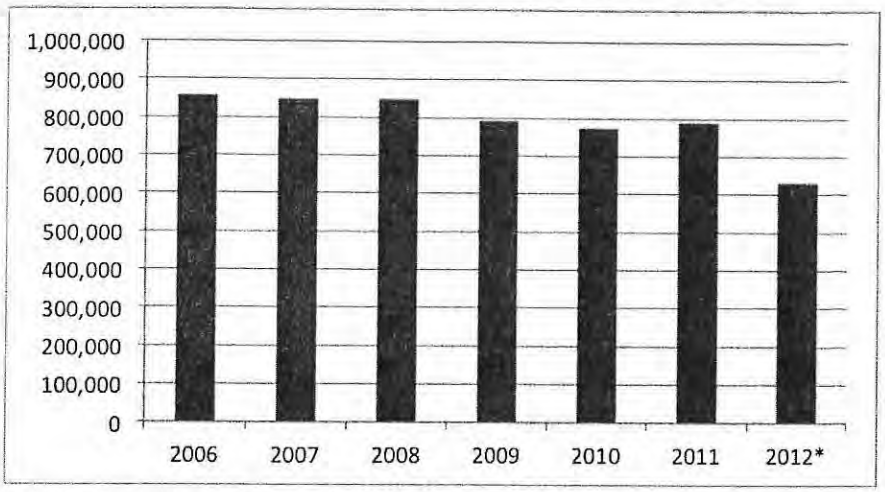
Even for drivers, these increased options provide benefits. Everyone is a pedestrian at some time during the day, as people walk to and from other modes of transportation to their final destinations. Sidewalks and bike paths provide added safety for pedestrians and cyclists as well as recreational opportunities that improve public health and increase economic value.

A well-maintained, established roadway infrastructure is still the backbone to all transportation in Marathon County, providing not only for personal and commercial vehicle traffic, but giving access as well to bike lanes, sidewalks, and transit routes. However, the state of Wisconsin is now encouraging more comprehensive road planning that considers multiple uses and factors sidewalks and bike lanes in the design.

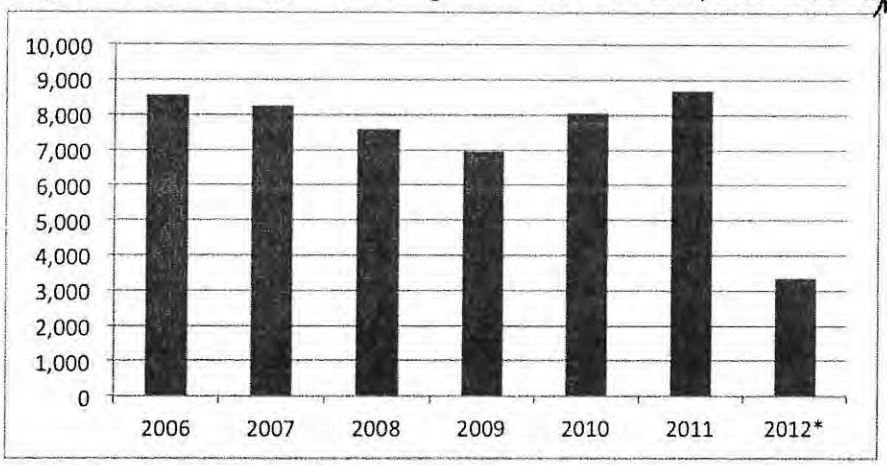
The City of Wausau recently added 100 miles of newly signed bikes routes across the metro area. Still, a vast majority (82%) of Marathon County residents choose to drive alone when making their daily commute to and from work. As awareness of and access to transportation options increases, residents will likely take advantage of the economic, health, and environmental benefits of these alternatives.

Access to Transportation INDICATOR 9

Key Measure: Total Rides Taken on Metro Ride Buses, 2006—2012



Key Measure: Total Rides Taken Using Metro Ride Paratransit, 2006—2012



* 2012 drops in totals are the result of decreases in funding.

DATA HIGHLIGHTS

- The Elderly and Disabled Transportation Program serves persons over 60 and disabled persons without income thresholds. Riders must be traveling for medical, employment, or nutritional reasons. The program served 6,800 riders in 2012.
- The Metro Ride is an ADA compliant public transportation system with 8 fixed routes, covering an area that encompasses the homes of 38% of Marathon County's residents. This program had 631,360 fixed route riders and 3,370 Paratransit riders in 2012.
- Significant decreases in funds led to a 20% decrease in Metro Bus riders and a 61% decrease in Paratransit riders from 2011 to 2012.
- For Marathon County residents, transportation was the fastest growing category of need with 17% of 2-1-1 calls. High gas prices, bus fares, and taxi fares were common causes, and there were not enough social programs to meet the needs.

COMMUNITY PERSPECTIVES

When people don't drive or are dependent on others for transportation, the potential exists to become immobile, homebound, and socially isolated. Public transportation, therefore, is an essential service for a healthy community. Adequate public transit has many benefits including the promotion of social interaction, improved access to healthcare, encouragement of active lifestyles, reductions in air and noise pollution, and decreases in infrastructure development and maintenance costs.

While travel in Marathon County is conducted primarily by either personal or commercial vehicle, there are limited alternatives; however, transit services have been significantly diminished and are unlikely to expand, given the current budget environment, without an alternative source of local funds. Such cuts are evident in the significant decreases in services provided in 2012 and in the growing 2-1-1 needs requests related to transportation.

Public transit is poorly positioned to meet the increasing transportation demands predicted by demographic trends . Moreover, beyond the Wausau metro area, living independently in one's home may lead to isolation particularly for individuals in rural areas who plan to age in their homes unless transit services are expanded.

SOURCES

- **City of Wausau**
  Metro Ride Transit System
  www.ci.wausau.wi.us/Departments/MetroRide.aspx
- **United Way of Marathon County**
  United Way's 2-1-1
  www.unitedwaymc.org/211.htm
- **North Central Healthcare**
  www.norcen.org/

420 Plumer Street
Wausau, WI 54403
Phone: 715-842-9287
TDD 715-843-6827
Fax: 715-842-1541
http://metroride@ci.wausau.wi.us

MEMO

To: Transit Commission

From: Greg Seubert, Transit Director

Subject: Route Scenario with Reduced Mileage in Weston

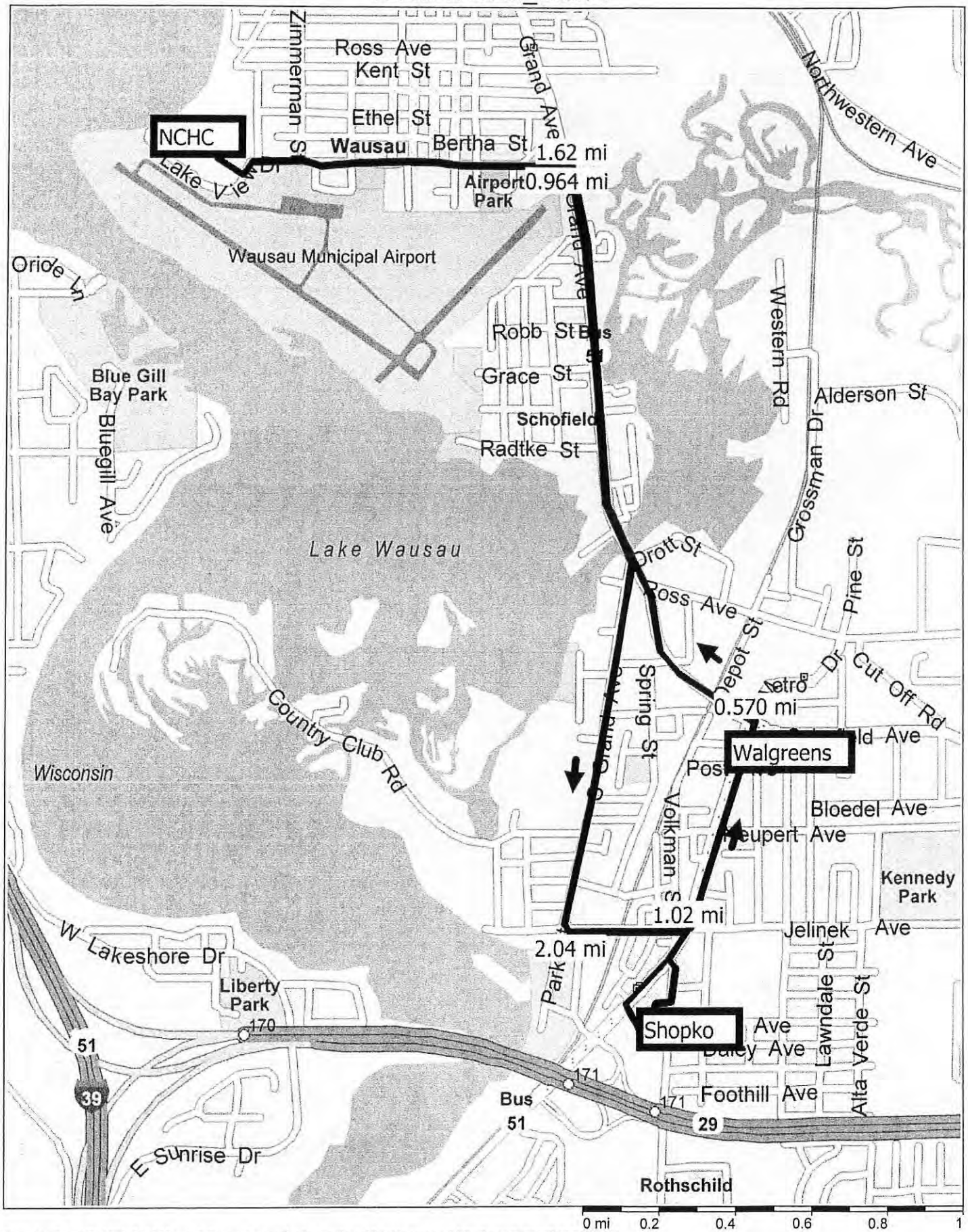
Date: February 13, 2014

I was asked recently to consider a route scenario in which mileage and related cost would be reduced for the Village of Weston. The attached sample route and cost information is what I came up with.

The reduced bus service coverage would also reduce paratransit services, which would be limited to areas within ¾ of mile from the sample route. The route is about half the length of the current Route K, so it can be operated at twice the current frequency.

Please note that the cost information does not reflect 2015 costs. I took merely took my 2014 budget, removed the current Route K mileage and plugged in the new mileage for the sample route. I then plugged in varying numbers of round trips per day to generate cost allocation estimates for each municipality. The intent of the service and cost scenario exhibit is to show the relationship between the municipalities. The sample schedule is provided to demonstrate route timing.

Route K 2015_Draft 1



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Service and Cost Scenarios

2014 Budget - Route K - 7 Hourly Trips	Wausau	Schofield	Rothschild	Weston	Total
Local Share Operating Expense	$811,488.30	$19,683.35	$5,930.95	$30,878.03	$867,980.63
Capital Cost	$432,028.94	$10,479.24	$3,157.59	$16,439.18	$462,104.95
Total	$1,243,517.24	$30,162.59	$9,088.54	$47,317.21	$1,330,085.58
% of Total	93.49%	2.27%	0.68%	3.56%	100.00%

2015 - No Service in R/S/W	Wausau	Schofield	Rothschild	Weston	Total
Local Share Operating Expense	$854,096.31	$0.00	$0.00	$0.00	$854,096.31
Capital Cost	$462,104.94	$0.00	$0.00	$0.00	$462,104.94
Total	$1,316,201.25	$0.00	$0.00	$0.00	$1,316,201.25
% of Total	100.00%	0.00%	0.00%	0.00%	100.00%

2015 - New Route - 6 trips/day	Wausau	Schofield	Rothschild	Weston	Total
Local Share Operating Expense	$846,644.27	$12,148.56	$3,452.05	$1,891.99	$864,136.87
Capital Cost	$452,750.62	$6,496.55	$1,846.01	$1,011.76	$462,104.94
Total	$1,299,394.89	$18,645.11	$5,298.06	$2,903.75	$1,326,241.81
% of Total	97.98%	1.41%	0.40%	0.22%	100.00%

2015 - New Route - 8 trips/day	Wausau	Schofield	Rothschild	Weston	Total
Local Share Operating Expense	$844,285.42	$16,110.84	$4,577.94	$2,509.07	$867,483.27
Capital Cost	$449,747.54	$8,582.18	$2,438.65	$1,336.57	$462,104.94
Total	$1,294,032.96	$24,693.02	$7,016.60	$3,845.63	$1,329,588.21
% of Total	97.33%	1.86%	0.53%	0.29%	100.00%

2015 - New Route - 10 trips/day	Wausau	Schofield	Rothschild	Weston	Total
Local Share Operating Expense	$841,986.95	$20,031.50	$5,692.01	$3,119.66	$870,830.13
Capital Cost	$446,799.34	$10,629.69	$3,020.46	$1,655.44	$462,104.94
Total	$1,288,786.29	$30,661.20	$8,712.47	$4,775.10	$1,332,935.07
% of Total	96.69%	2.30%	0.65%	0.36%	100.00%

2015 - New Route - 12 trips/day	Wausau	Schofield	Rothschild	Weston	Total
Local Share Operating Expense	$839,746.77	$23,911.68	$6,794.58	$3,723.95	$874,176.98
Capital Cost	$443,904.54	$12,640.12	$3,591.73	$1,968.54	$462,104.94
Total	$1,283,651.32	$36,551.80	$10,386.30	$5,692.49	$1,336,281.92
% of Total	96.06%	2.74%	0.78%	0.43%	100.00%

2015 - New Route - 24 trips/day	Wausau	Schofield	Rothschild	Weston	Total
Local Share Operating Expense	$827,445.55	$46,400.81	$13,184.93	$7,226.36	$894,257.65
Capital Cost	$427,579.99	$23,977.48	$6,813.27	$3,734.20	$462,104.94
Total	$1,255,025.55	$70,378.29	$19,998.20	$10,960.55	$1,356,362.59
% of Total	92.53%	5.19%	1.47%	0.81%	100.00%

Sample Schedule
Route K - From NCHC to Shopko

Route K	
Health Care Center	Shopko Rothschild
6:45 AM	7:00 AM
7:15 AM	7:30 AM
7:45 AM	8:00 AM
8:15 AM	to garage
11:45 AM	12:00 PM
12:15 PM	12:30 PM
12:45 PM	1:00 PM
1:15 PM	to garage
3:45 PM	4:00 PM
4:15 PM	4:30 PM
4:45 PM	5:00 PM
5:15 PM	5:30 PM
5:45 PM	to garage

Start	End	Total
6:20 AM	8:30 AM	2:10
11:20 AM	1:30 PM	2:10
3:20 PM	6:00 PM	2:40
Total		7:00

Mileage Distribution - From NCHC

	Wausau	Schofield	Rothschild	Weston	Total	MPH
Outbound	1.00	2.04	0.67	0.00	3.71	
Inbound	1.00	1.62	0.37	0.57	3.56	
	2.00	3.66	1.04	0.57	7.27	14.54
Miles/Day	20.00	36.60	10.40	5.70	72.70	
Miles/Year	5,100.00	9,333.00	2,652.00	1,453.50	18,538.50	

Trips/day	10
Annual Service Days	255

JOURNAL INTERACTIVE

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Our View | Transportation

Legislature should allow creation of regional transit authorities

Feb. 13, 2014

When Assembly Speaker Robin Vos co-sponsored a bill in 2011 that killed regional transit authorities, he told us the RTAs at the time were put together badly and he'd like to repeal them and start over with an honest policy debate.

Well, his bill repealed them, but that policy debate has never happened, nor has Vos ever seriously sought such a debate.

In fact, he remains steadfastly opposed to such entities, as demonstrated by his opposition to a bill passed Tuesday by the state Senate with bipartisan support. Makes you wonder what he has against cooperative measures to share costs and the idea that local governments do have some idea of what's best on a local and regional level.

Done right, regional transit authorities can provide service efficiency at a cost spread over a wider base. They also can provide a welcome alternative to moving people around a region.

On a 25-7 vote, senators approved allowing voters to create a regional transit authority with taxing power in the Fox Valley. The measure is a pet project of Senate President Mike Ellis (R-Neenah), who says the plan is a potential model for the rest of the state, balancing the need to fund buses with the ability of the public to weigh in on whether to raise the sales tax in their area.

Backers see passing the bill as critical because the Fox Valley is slated to lose about $2 million in annual federal funding at the end of 2015, according to a Journal Sentinel article. Having a healthy bus system will ensure people can get to work, they

contend. The bill requires local voters to approve creating the transit authority, which would have the power to levy a sales tax of up to 0.5%.

"What fairer way is there? It's democracy in action," Sen. Dave Hansen (D-Green Bay) said of the referendum requirement.

That's right. So what does Vos have against democracy in action and improving transportation options if that's what citizens vote to do?

Vos told the Journal Sentinel that he consistently has opposed local transit authorities and preferred to find a statewide solution to problems funding public transportation and road building and maintenance.

"I do not want to create a patchwork around the state where differing communities put local sales taxes in place," Vos said.

But Ellis got the better in that argument: He said if Vos feels that way, he should draft a bill similar to the one for the Fox Valley that would cover all communities.

"I thought Republicans believed in grass-roots politics," Ellis said.

Apparently, for some, only when it suits them.

Regional transit authorities can provide a great value for commuters and taxpayers. They also can be an effective economic development tool. Vos' stubborn and knee-jerk opposition to them makes no sense. Not only should the Legislature allow the creation of a Fox Valley RTA; it should provide for such bodies across the state.

Find this article at:
http://www.jsonline.com/news/opinion/legislature-should-allow-creation-of-regional-transit-authorities-b99204326z1-245461821.html

☐ Check the box to include the list of links referenced in the article.

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