

REPORT TO CITY COUNCIL

Approved by:

Marcela Zuniga
Marcela Zuniga, Grants Administrator
Arnoldo Rodriguez
Arnoldo Rodriguez, City Manager

Council Meeting of: March 15, 2023

Agenda Number: E-3

SUBJECT:

Informational item on the progress of the Madera Transit Plan – Fixed Route System Revision

RECOMMENDATION:

Information item on the revision of the City's Transit (Madera Metro) Fixed Route System. No action is being requested; however, this item will be presented to Council once documents are finalized.

SUMMARY:

During the April 21, 2021, Council meeting, WSP USA, Inc. (Consultant) was awarded the service agreement valued at \$100,000 for developing the Madera Transit Plan – Service Assessment (MTP). The MTP was funded through the CalTrans – Sustainable Community Transportation Planning Grant to evaluate the City's transit system and devise operational and policy changes to improve transit services. Goals included, but were not limited to:

- Improving connectivity with other modes of transportation
- Enhancing systems to advance multi-modal transportation within the region
- Improving efficiency and headways times through service evaluation, and
- Redesign and restructuring the City's three fixed routes

Phase One of the project concluded with the following deliverables:

- Madera Metro Service Design Guidelines
- Madera Transit Plan

Council adopted the Service Design Guidelines and the Madera Transit Plan on September 21, 2022.

On July 20, 2022, the Consultant was awarded the Phase Two Agreement – “Outreach and Implementation.” Phase Two focused on redesigning and restructuring the Transit System through Public Outreach. Phase Two was initially scheduled to conclude on April 30, 2023. still, as the plan evolved, it became increasingly apparent that the Implementation component of the project would require more planning than initially assumed.

On March 1, 2023, Council adopted Amendment No.1 to the Phase 2 Agreement referenced as “Network Implementation.” Amendment No. 1 to the Agreement aims to develop implementation strategies for Madera Metro’s newly designed fixed route system. The current Agreement will sunset on July 30, 2023.

DISCUSSION:

The Madera Transit Plan – Services Assessment (MTP) was designed to contribute to the 2014 Regional Transportation Plan (RTP) goals and the regional 2017 Active Transportation Plan (ATP)., The City lacked the necessary information to effectively plan and invest capital dollars into the City’s transit system. The MTP resulted in two Phases to capture the complete design and detail of the Plan.

Table one summarizes the phases of the Madera Transit Plan and the associated Agreement costs:

Table 1: Madera Transit Plan Summary			
	<i>Description</i>	<i>Date of Completion</i>	<i>Cost[^]</i>
Phase 1*	Research and development of guidelines and principles, standardizing practices to enhance the City Transit System, and recommendations for redesigning and restructuring the City’s Transit System.	July 2022	\$100,000
Phase 2	Implement the redesign and restructure through public outreach, community engagement, and Madera Metro’s newly designed fixed route system.	April 2023	\$87,391
Phase 2 – Amendment No. 1	Network Implementation	Underway	\$41,858
Overall Project Cost			\$229,250
[^] Rounded to the nearest dollar			
*Current Agreement will sunset on July 31, 2023			

The Madera Transit Plan - Services Assessment was part of Phase One of the Service Agreement and included:

- Facilitation of community forums and committee meetings
- Compilation of survey results of community needs and transit deficiencies
- Facilitation of stakeholder interviews and presentations
- Cataloging, mapping, and inspecting all fixed route bus stops (including bike paths/lane accessibility)
- Confirmation of headways on all fixed routes
- Evaluation of current fixed routes deficiencies
- Recommendations for the redesign and restructuring of all fixed routes

Phase Two of the Service Agreement targeted Outreach and Implementation. Community feedback on the proposed route schedules was solicited through multiple modes of outreach. The Outreach component was completed between September 2022 through November 2022 at the following venues:

- Madera County District Fair
- Booth at the Park/Old Timer's Day Parade
- Madera Community College
- Pan-American Center Presentation
- Pomegranate Festival
- Madera Metro Transit Buses (On-Board Surveys)
- Community forum at Madera County Transportation Commissions Conference Room
- Community forum at City Hall Council of Chambers

The Network Implementation component of Phase Two focuses on strategies and the development of resources to notify the community of the proposed changes to the Madera Metro Transit System.

The Network Implementation component includes finalizing changes to Madera Metro's route schedules. Feedback on the proposed routes has been provided by:

- City Council
- City Employees
- County Employees
- Transit Advisory Board Members
- ADA – Advisory Council Members
- Community Stakeholders (Madera Unified School District, Madera Community College, Madera County Social Service/Health Department)

- Community Residents
- WSP USA. INC

MTP goals addressed in the proposed plan include:

- Removal of excessive turns to improve On-Time Performance
- Identification of new transfer points to improve connectivity
- Increase service with the inclusion of service provided to North and Southeast Madera
- Access to key destinations across the City
- Addition of a fourth route; Blue Line

The City's existing Fixed Route System consists of 103 stops. Changes to the existing routes include:

- Removal of 46 stops
- Addition of 64 stops

The proposed changes resulted in an increase of 18 bus stops. Therefore, the total number of proposed bus stops is scheduled to be 121.

FINANCIAL IMPACT:

Transit expenses and personnel time is expended through Local Transportation Funds and other Transit-related grants, which are Federal, State, and Local Funds. The total length of the agreement with WSP USA, Inc was funded through State Funds (Caltrans Planning Grant and State Transit Assistance Funds)

ALTERNATIVES:

As an alternative, Council may:

1. Provide staff with recommendations for the proposed route changes.
2. Reject the proposed routes and direct staff and the consultant for additional revisions.
3. Request additional information from staff.

ATTACHMENTS:

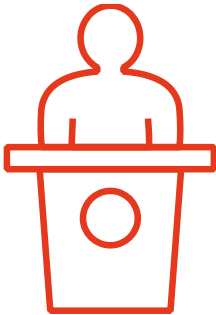
4. Attachment A – WSP USA, Inc. Presentation

Madera Transit Plan

Revised Route Proposals

March 15th, 2023

Introductions



Project Team	
City of Madera	David Huff Marcela Zuniga
WSP	Lauren Tsoi Erik Bird Arturo Jacobo
VRPA	Georgiena Vivian Dena Graham

Today's Agenda

1. Project Recap
2. MTP Development Process
3. Revised Route Proposals
4. Walmart Access Update
5. Next Steps



Project Recap

MTP Goals

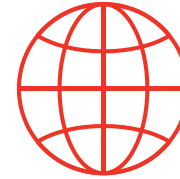
**Remove
Excessive Turns**



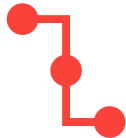
**Provide Access to
Key Destinations**



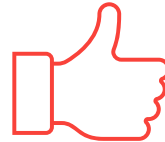
**Serve New Areas
of the City**



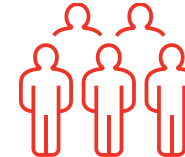
**Create Better
Transfer Points**



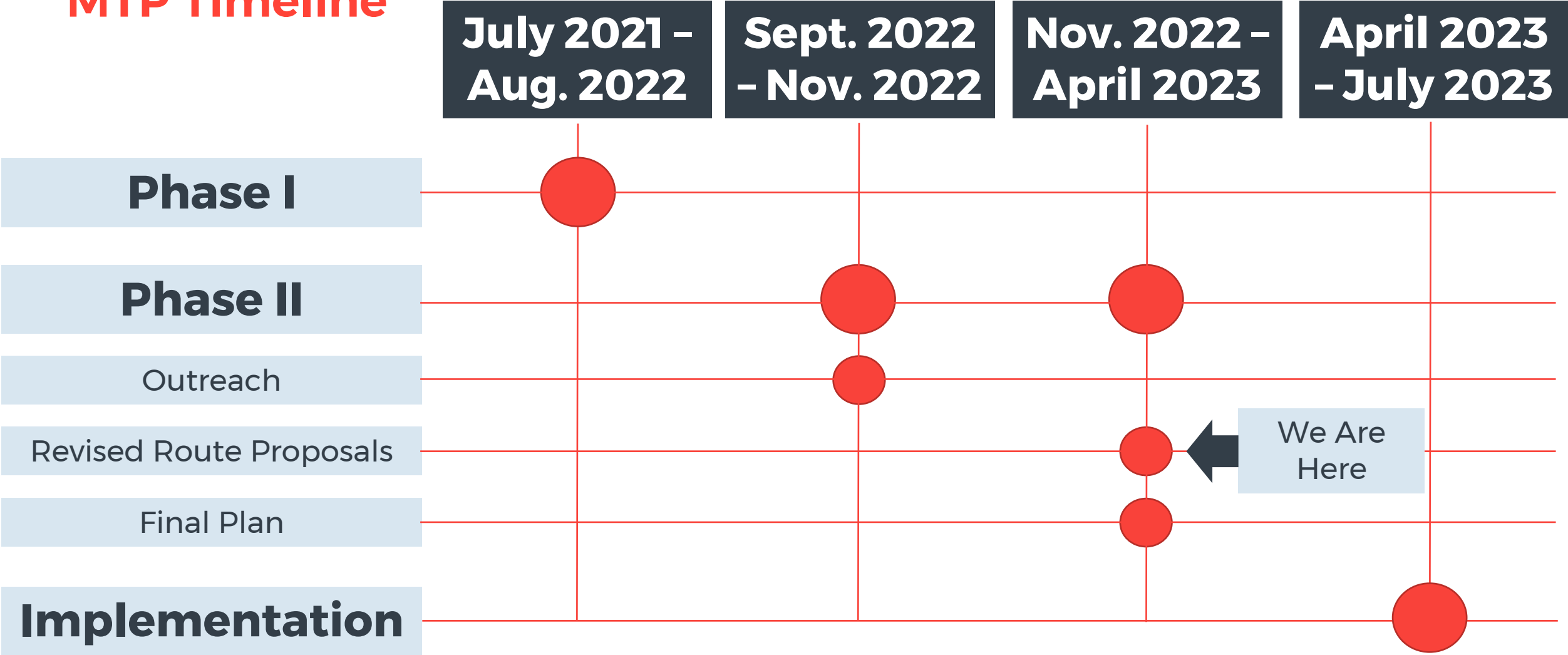
**Make the System
Easier to Use**



**Increase
Ridership**



MTP Timeline



Community Engagement

- Six pop-up events
 - *Informal opportunities for the project team to solicit input in places where residents would already be*
 - *Included onboard survey on Route 1*
- Two community forums
 - *Offered in person and virtual (via Facebook Live) attendance options*
 - *Presented routes and provided project flyers, comment cards, survey (physical and online versions), and large display boards showing the proposed routes*

Community Forum 2
(10/27/2022)



Pomegranate Festival
(11/5/2022)



Onboard Survey –
Route 1 (11/9/2022)



Pan-American Center
Presentation (10/24/2022)



Community Engagement

- 8 events held
- 300 flyers distributed
- 133 community forum attendees
 - 4 *in person*, 3 *via Facebook Live*, 126 *viewers after posting*
- 72 surveys completed
- 17 comment cards completed

Majority of survey respondents don't use Madera Metro services

Medical and school trips most common among survey respondents

More stops requested in the southeast part of the city

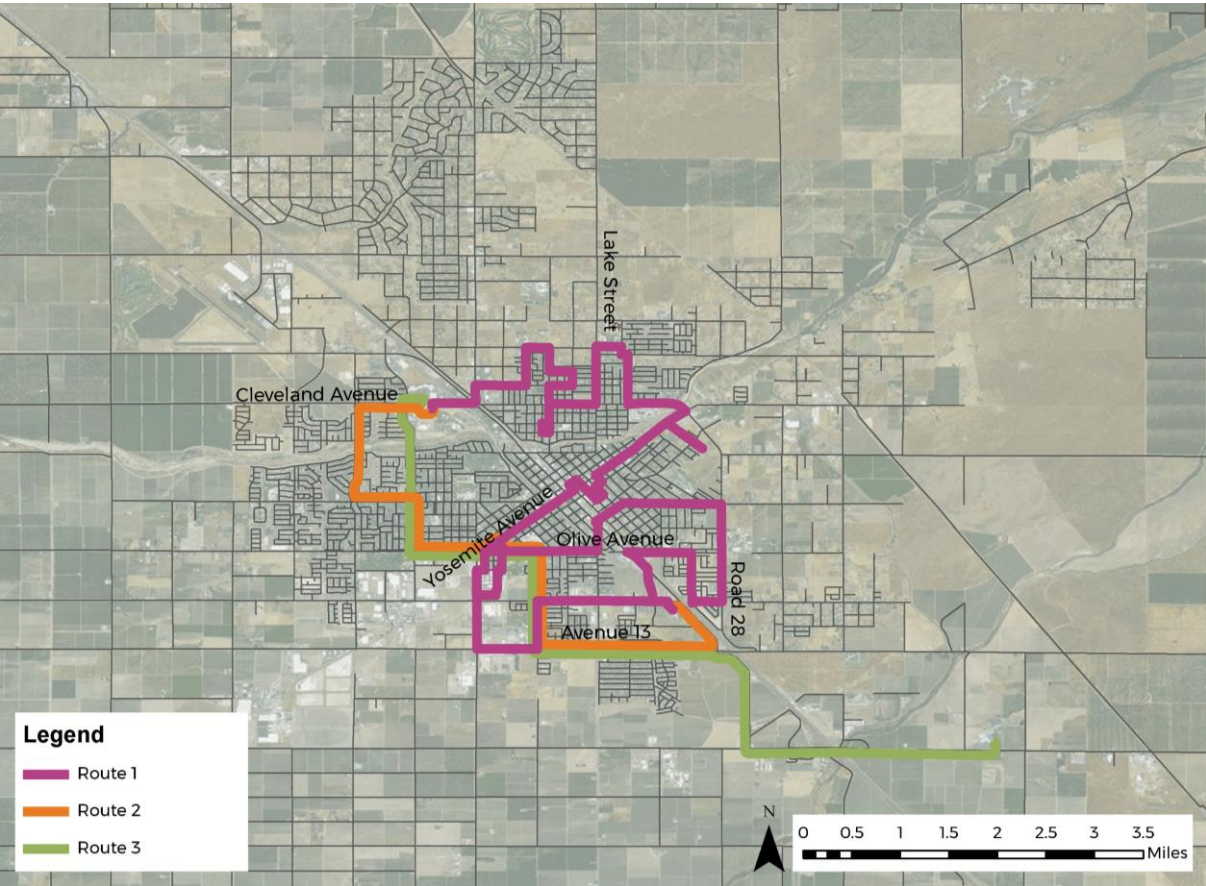
Majority of survey respondents agree with proposed routes

Riders want service extended to new areas of the city

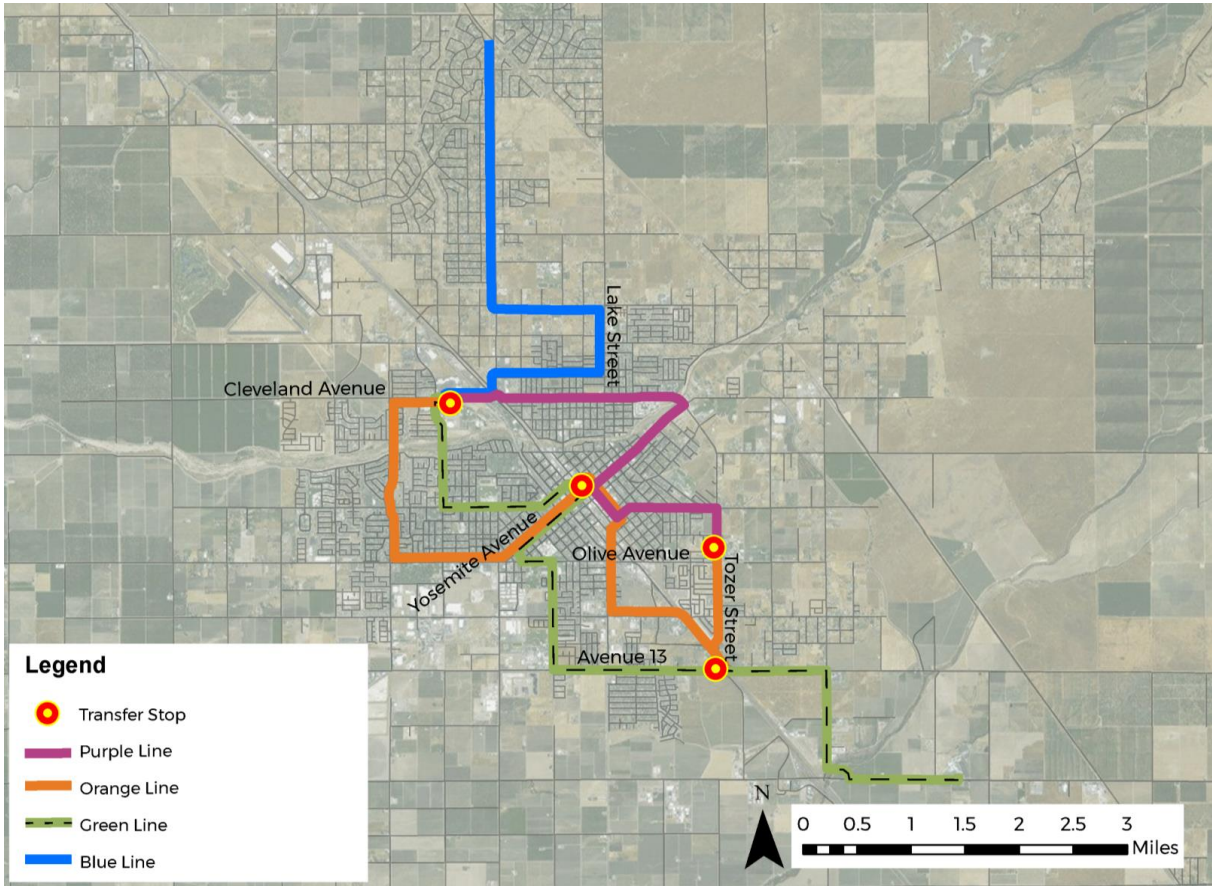
Revised Route Proposals

System Map Comparison

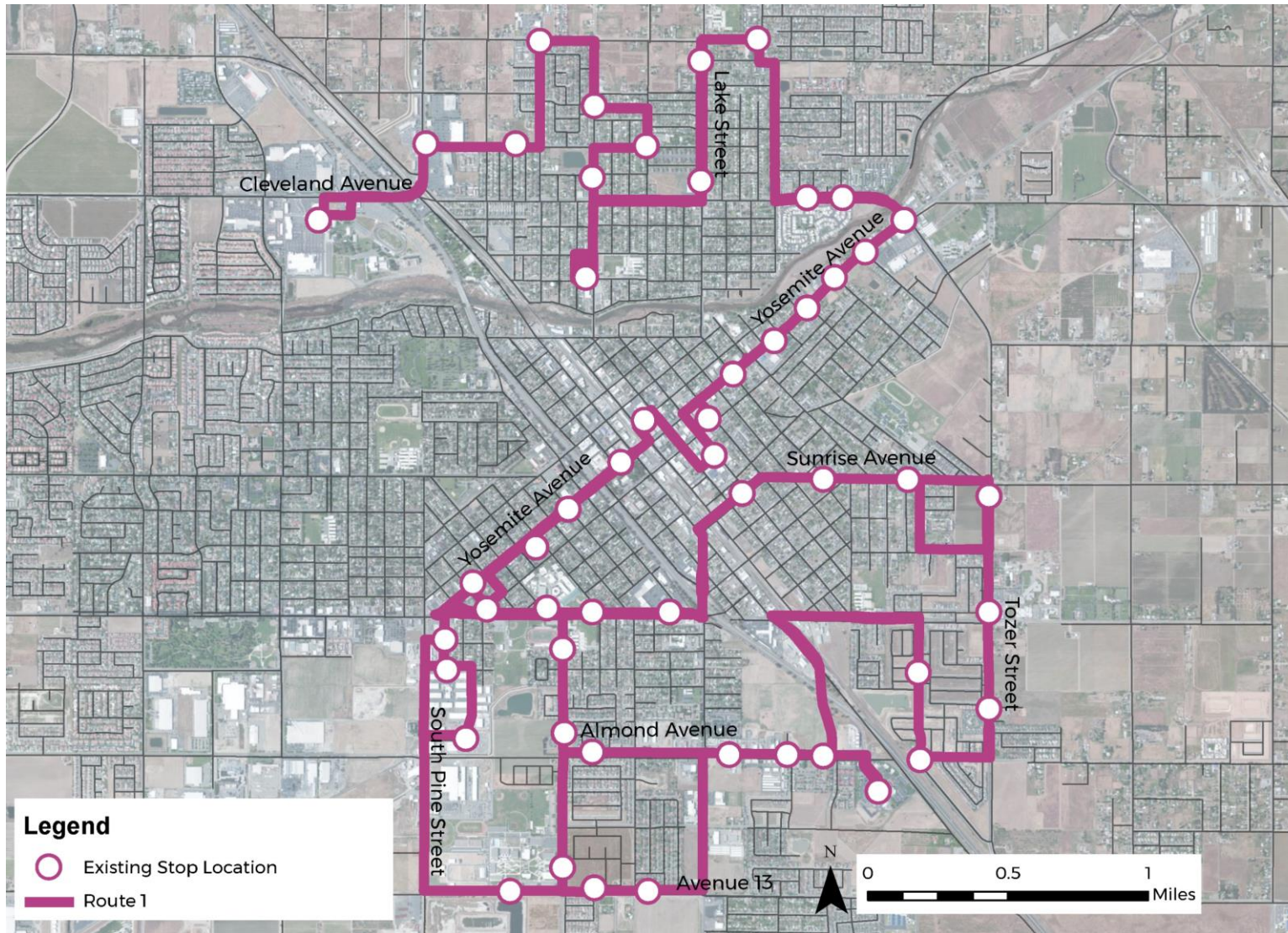
Existing



Proposed

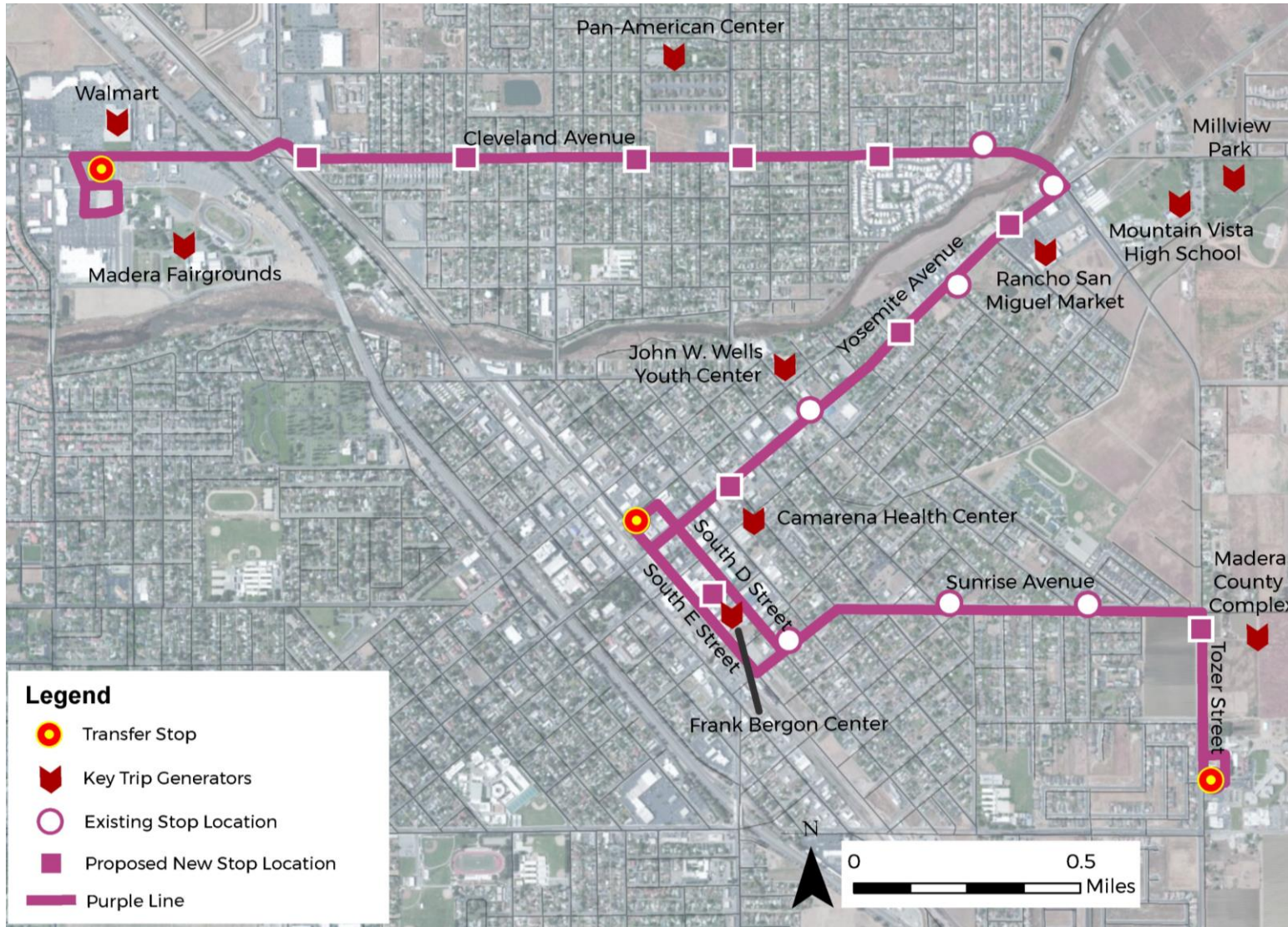


Existing Route 1



- Total stops (both directions): 79*
 - **Some stops are shared with other routes*
- Scheduled run time (roundtrip): approximately 105 minutes

Proposed Purple Line



Note: The map shows both directions of the route so not all individual stops are shown

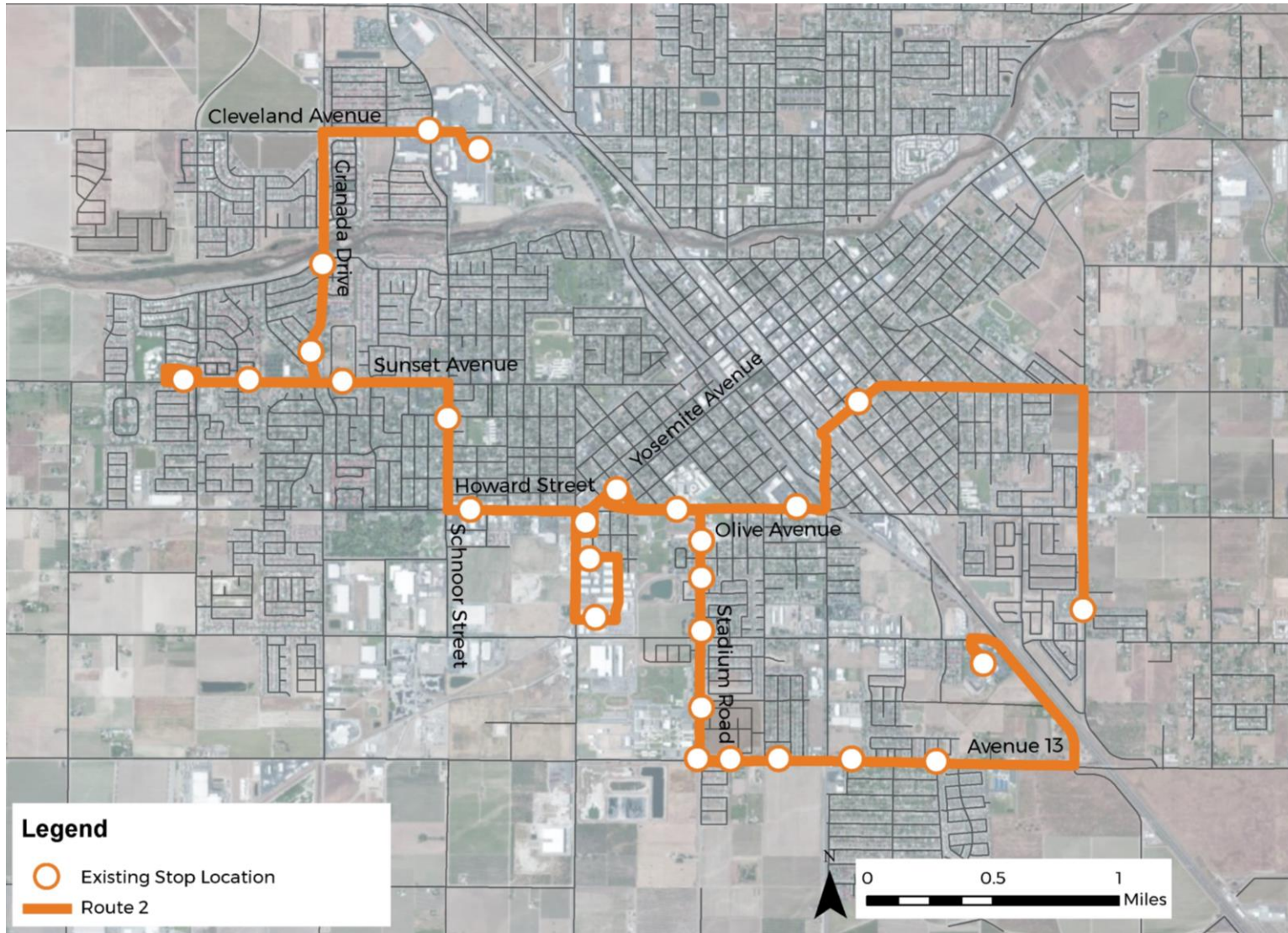
— Route changes

- *Shorter route length ensures better service for the east side of the city*
- *Fewer turns means the bus will show up on time*
- *Keeping the route along Cleveland Avenue will serve apartment complexes in that area*

— Stop changes

- *Adding 14 stops, keeping 23 stops**
 - **Some stops are shared with other routes*
- *Stops added due to new routing along Cleveland Avenue and to ensure stop pairs along Yosemite Avenue*

Existing Route 2



- Total stops (both directions): 41*
 - **Some stops are shared with other routes*
- Scheduled run time (roundtrip): approximately 60 minutes

Proposed Orange Line



Note: The map shows both directions of the route so not all individual stops are shown

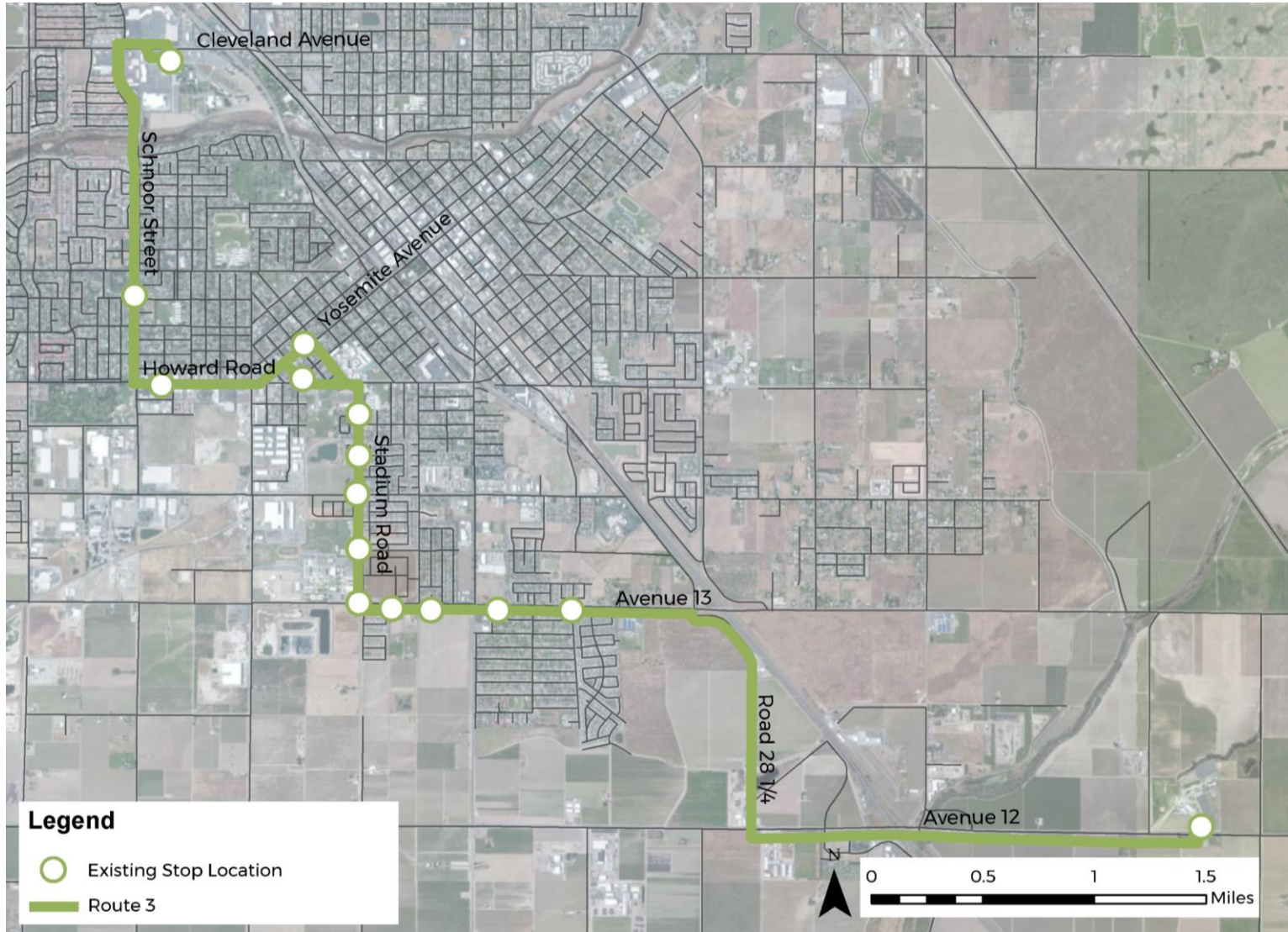
— Route changes

- *Realignment along Yosemite Avenue provides service to the Intermodal Station Transfer Stop*
- *Extension of route will serve SE portion of the city*
- *Fewer turns will ensure buses show up on time*

— Stop changes

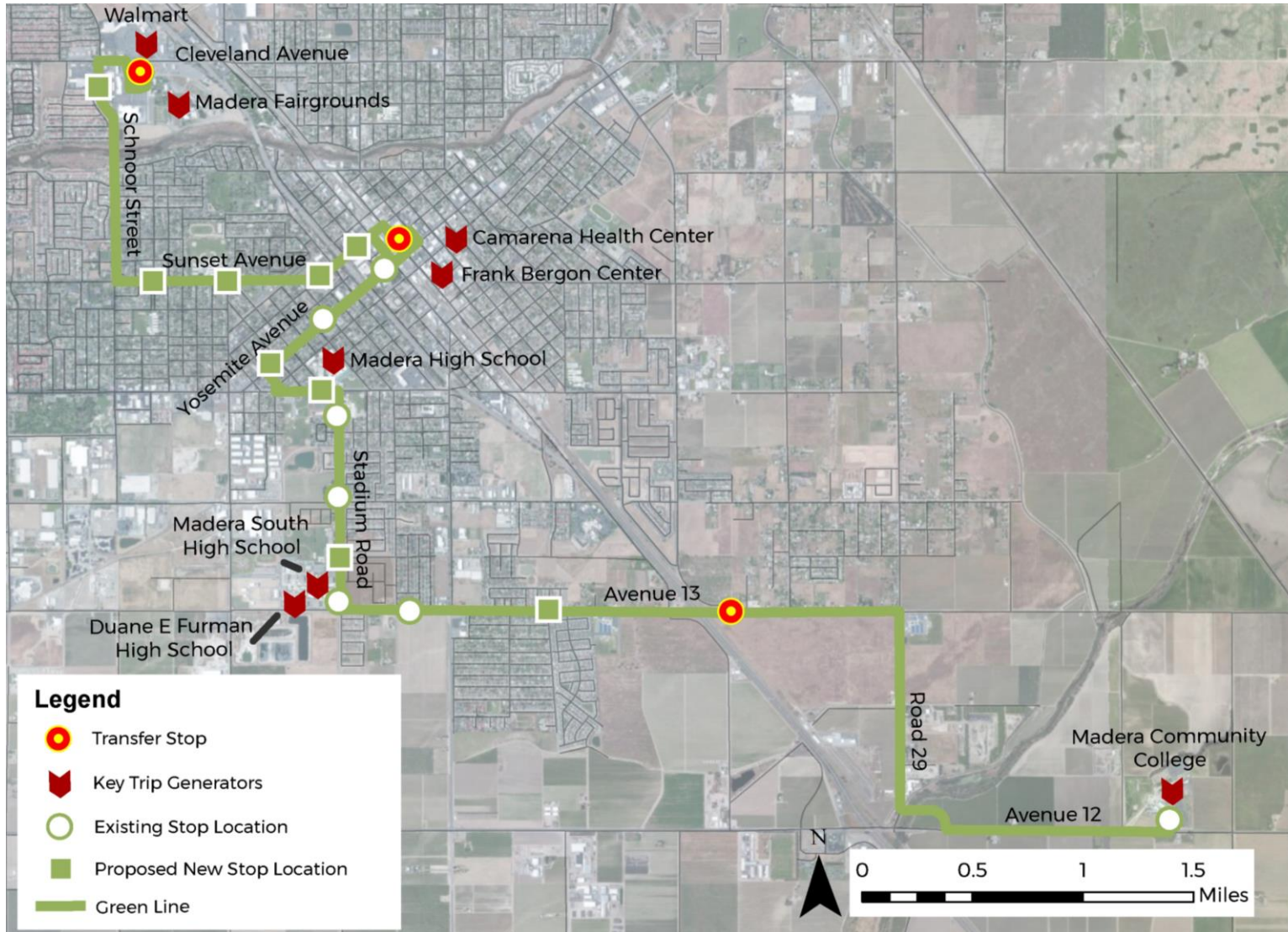
- *Adding 19 stops, keeping 22 stops**
 - **Some stops are shared with other routes*
- *Stops added due to new routing along South Madera Avenue and SE portion of the city*

Existing Route 3



- Total stops (both directions): 20*
 - **Some stops are shared with other routes*
- Scheduled run time (roundtrip): approximately 60 minutes

Proposed Green Line



Note: The map shows both directions of the route so not all individual stops are shown

— Route changes

- *Realignment along Yosemite Avenue provides service to the Intermodal Station Transfer Stop*
- *Keeping route along Avenue 13 ensures quick service to MCC*
- *Riders can access SE portion of the city via transfer to the Orange Line*

— Stop changes

- *Adding 16 stops, keeping 19 stops**
 - **Some stops are shared with other routes*
- *Stops added due to new routing along Sunset Avenue and Avenue 13*

Proposed Blue Line



Note: The map shows both directions of the route so not all individual stops are shown

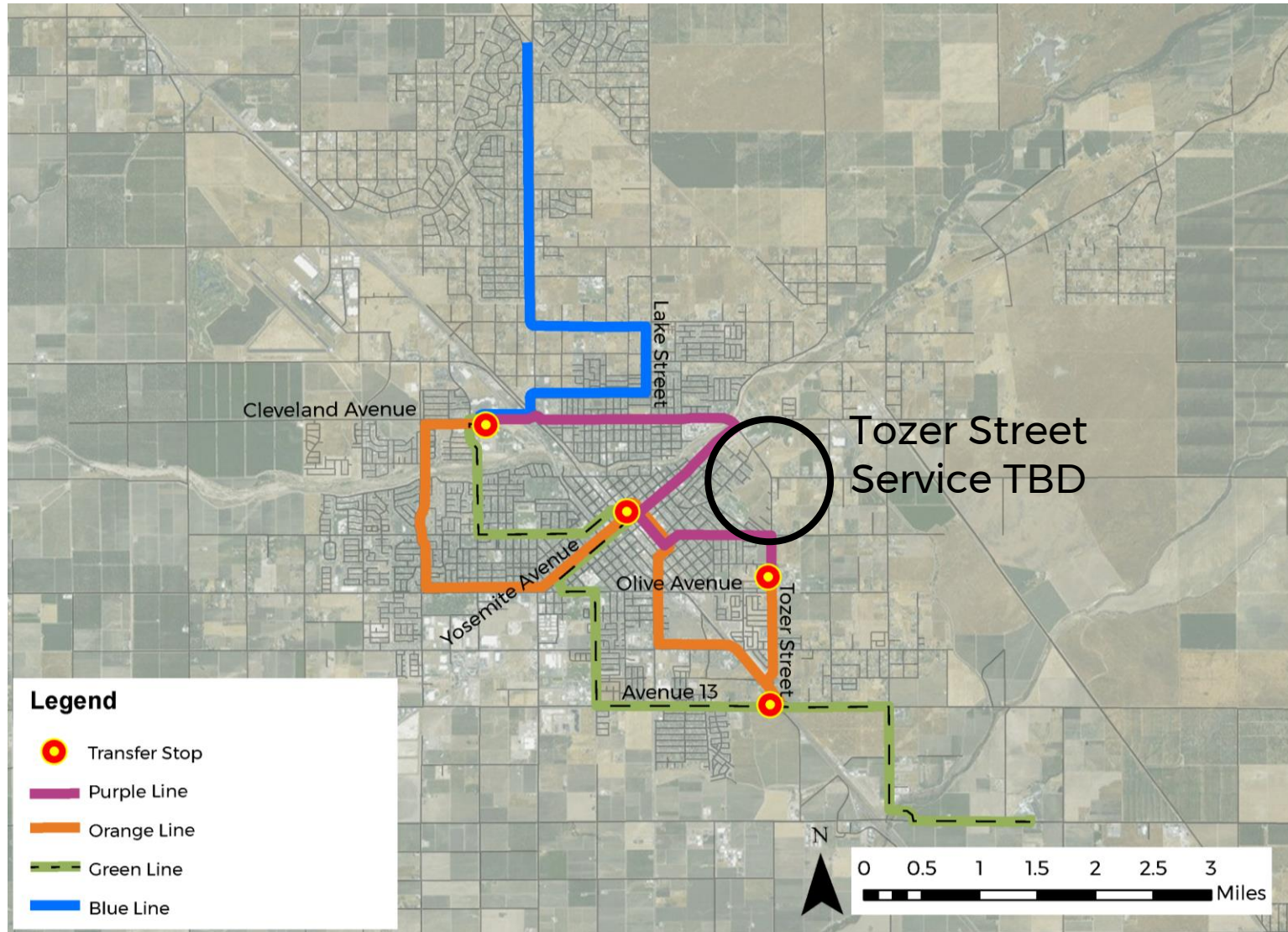
— Route changes

- *New route will provide service to northern portion of the city*
- *Access will be provided to Pan-American Park, Matilda Torres High School, and the Amtrak Station*
- *Service will also be provided to new housing developing on Ellis Street*

— Stop changes

- *Adding 12 stops, keeping 6 stops**
 - **Some stops are shared with other routes*
- *Stops added due to new routing Ellis Street and Road 26*

Summary of Changes



— Route changes

- *Routes straightened with fewer turns to ensure buses show up on time*
- *New transfer points allow riders to access more of the city*
- *New service provided to north and SE portions of the city*
- *Service along Tozer Street will be determined*

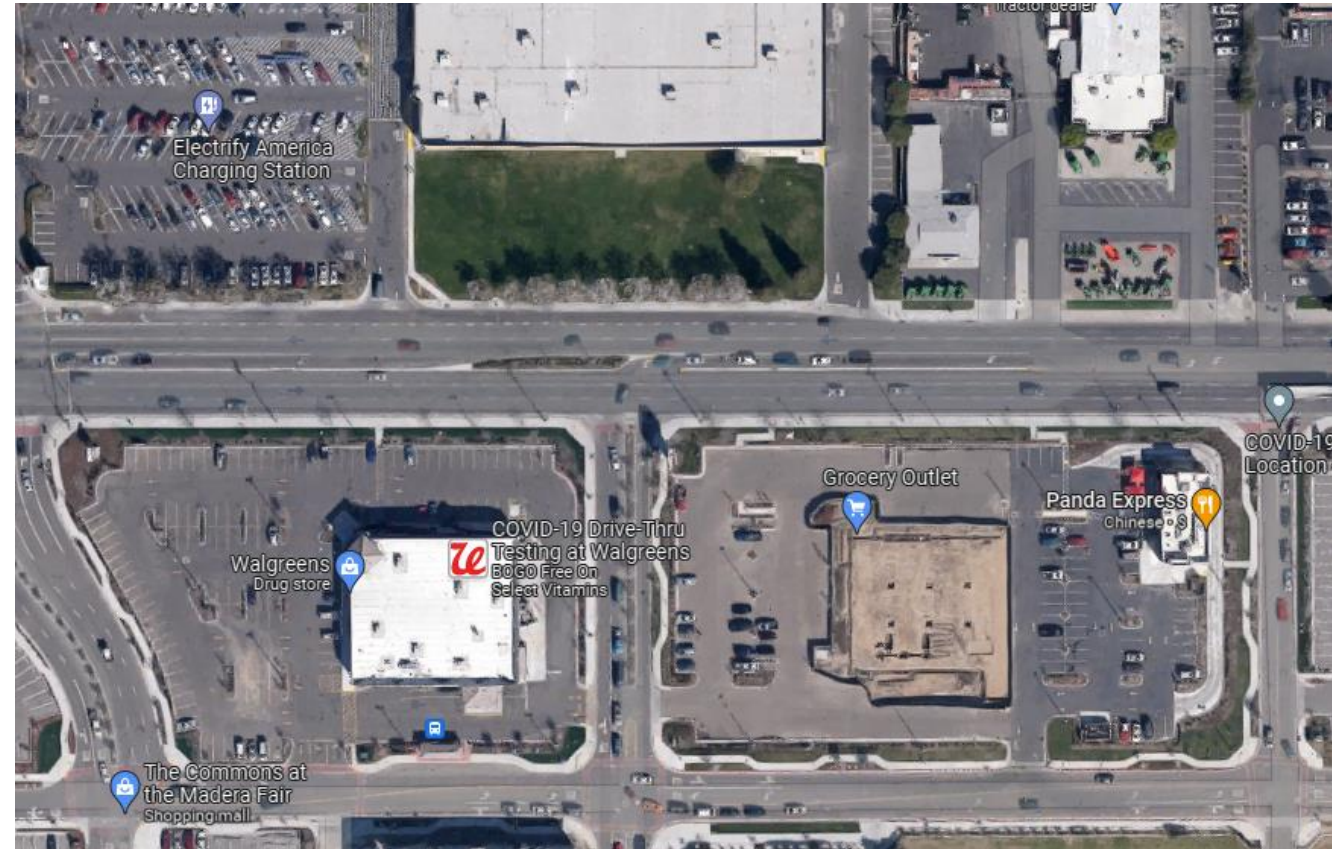
— Stop changes

- *Total existing stops: 103 (removing 46 and keeping 57)*
- *Total proposed stops: 114 (adding 57 and keeping 57)*

Walmart Access Update

Walmart Access Update

- City staff and WSP have developed two alternatives for a bus terminal in this location and one in the first row of parking west of the Walmart drive-way
- City has shared the proposed concepts with Walmart and are waiting for a response
- Walmart access is a long-term solution that is independent of and will not affect the near-term implementation of the MTP



Next Steps

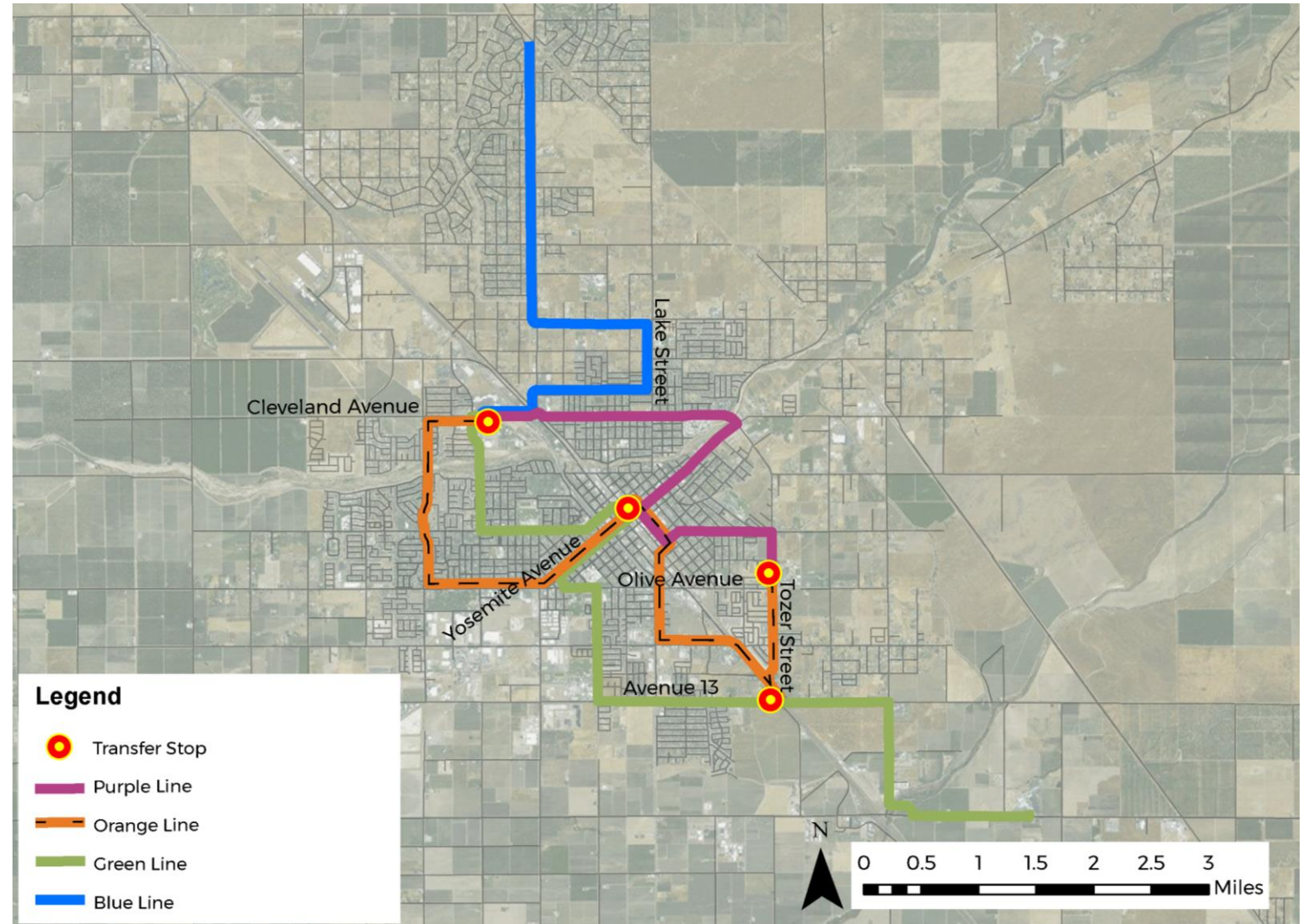
Next Steps

1. Share updated route proposals
 - *City Council*
 - *City staff (City Manager/Planner/Engineer)*
 - *TAB*
 - *MV*
2. Finalize routes based on feedback
3. Complete Final Plan
 - *Present to Council for approval in April*
4. Implementation
 - *Anticipated date of new service July*



Implementation

- Goal is to successfully transition to the four new routes and educate/notify the public as much as possible of the changes
- WSP tasks will include:
 - *Create new route maps and brochure*
 - *Develop new route schedules*



Questions and Wrap-Up



Project Contact:

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Madera

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