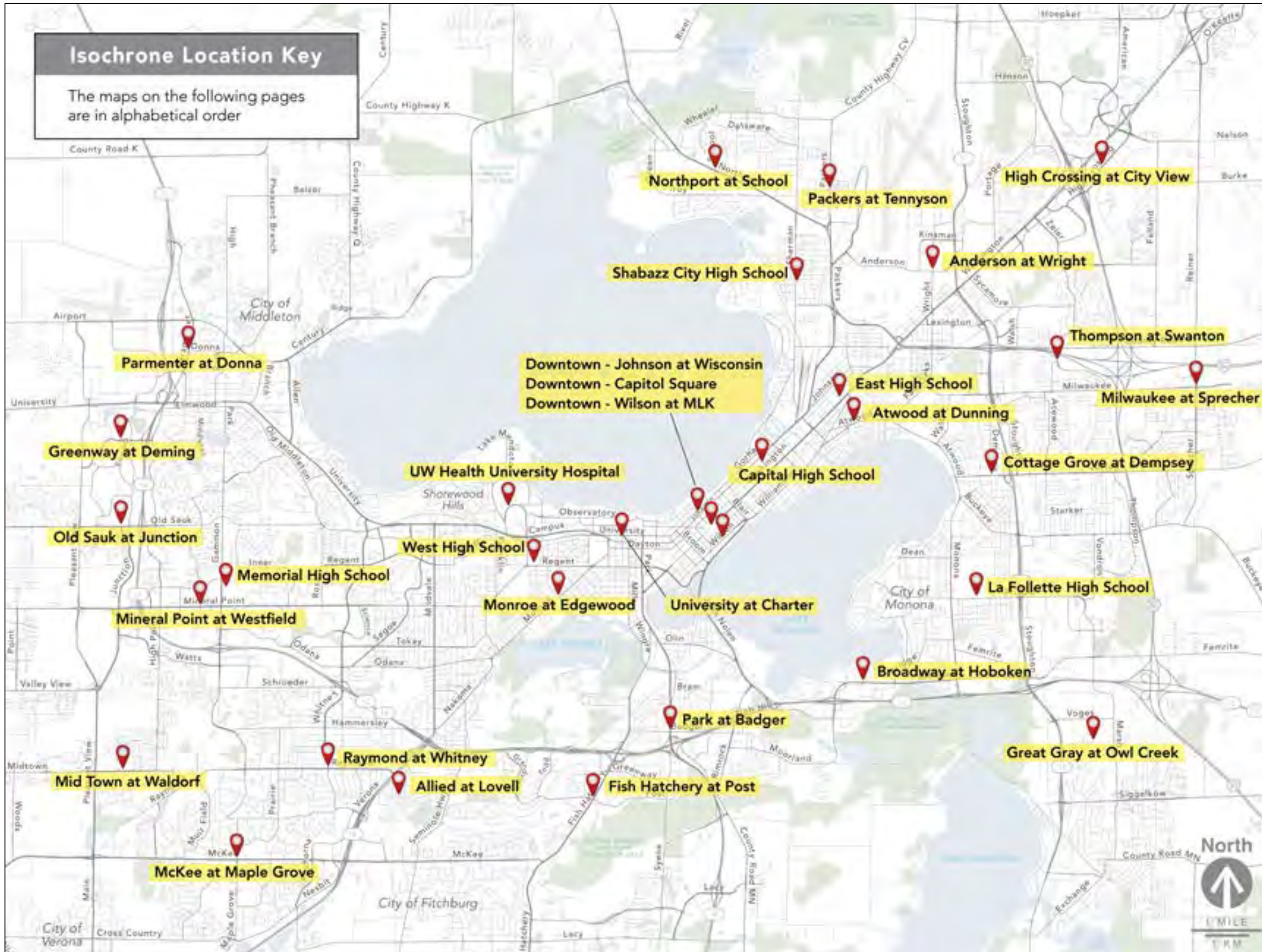


Appendix A: Travel Time Maps



How far can I travel in **45 minutes** from

* Compared with the Metro Network as of February 2020

Allied at Lovell

on weekdays at noon using:

Ridership Network?



	Change	% Change
Residents Accessible	+43,400	+124.5%
Jobs Accessible	+28,100	+132.0%

Coverage Network?



	Change	% Change
Residents Accessible	+15,600	+44.5%
Jobs Accessible	+13,000	+61.5%



How far can I travel in **45 minutes** from

* Compared with the Metro Network as of February 2020

Anderson at Wright

on weekdays at noon using:

Ridership Network?



	Change	% Change
Residents Accessible	+41,000	+135.5%
Jobs Accessible	+40,500	+145.5%

Coverage Network?



	Change	% Change
Residents Accessible	+35,400	+117.0%
Jobs Accessible	+39,300	+141.0%



How far can I travel in **45 minutes** from

* Compared with the Metro Network as of February 2020

Atwood at Dunning

on weekdays at noon using:

Ridership Network?



	Change	% Change
Residents Accessible	+41,800	+57.0%
Jobs Accessible	+37,700	+70.5%

Coverage Network?



	Change	% Change
Residents Accessible	+5,100	+7.0%
Jobs Accessible	+12,900	+24.0%



How far can I travel in **45 minutes** from
 Broadway at Hoboken
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+10,900	+41.0%
Jobs Accessible	+11,500	+66.5%

Coverage Network?



	Change	% Change
Residents Accessible	+3,600	+13.5%
Jobs Accessible	+5,700	+33.0%

How far can I travel in **45 minutes** from

* Compared with the Metro Network as of February 2020

Capital High School

on weekdays at noon using:

Ridership Network?



	Change	% Change
Residents Accessible	+35,300	+45.5%
Jobs Accessible	+28,500	+38.5%

Coverage Network?



	Change	% Change
Residents Accessible	+4,300	+5.5%
Jobs Accessible	+13,300	+18.0%



How far can I travel in **45 minutes** from
 Cottage Grove at Dempsey
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+83,900	+323.0%
Jobs Accessible	+55,000	+334.5%

Coverage Network?



	Change	% Change
Residents Accessible	+19,600	+75.5%
Jobs Accessible	+8,800	+53.5%



How far can I travel in **45 minutes** from
 Downtown - Capitol Square
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+31,500	+32.0%
Jobs Accessible	+19,500	+21.0%

Coverage Network?



	Change	% Change
Residents Accessible	+8,300	+8.5%
Jobs Accessible	+11,000	+11.5%

How far can I travel in **45 minutes** from **Downtown - Johnson at Wisconsin** on weekdays at noon using: **Ridership Network?** * Compared with the Metro Network as of February 2020

Ridership Network?



	Change	% Change
Residents Accessible	+29,200	+29.5%
Jobs Accessible	+15,700	+16.5%



Coverage Network?



	Change	% Change
Residents Accessible	+7,400	+7.5%
Jobs Accessible	+4,400	+4.5%

How far can I travel in **45 minutes** from
 Downtown - Wilson at MLK
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+32,300	+36.5%
Jobs Accessible	+22,800	+26.5%

Coverage Network?



	Change	% Change
Residents Accessible	+6,600	+7.5%
Jobs Accessible	+14,200	+16.5%

How far can I travel in **45 minutes** from
East High School
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+36,400	+55.5%
Jobs Accessible	+42,500	+84.5%

Coverage Network?



	Change	% Change
Residents Accessible	+15,200	+23.0%
Jobs Accessible	+34,400	+68.5%

How far can I travel in **45 minutes** from

* Compared with the Metro Network as of February 2020

Fish Hatchery at Post

on weekdays at noon using:

Ridership Network?



	Change	% Change
Residents Accessible	+58,600	+337.5%
Jobs Accessible	+60,800	+393.5%

Coverage Network?



	Change	% Change
Residents Accessible	+13,700	+79.0%
Jobs Accessible	+11,800	+76.0%



How far can I travel in **45 minutes** from
 Great Gray at Owl Creek
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	-800	-18.0%
Jobs Accessible	-3,900	-57.5%

Coverage Network?



	Change	% Change
Residents Accessible	+400	+10.0%
Jobs Accessible	-2,200	-32.0%



How far can I travel in **45 minutes** from
Greenway at Deming
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+21,500	+178.0%
Jobs Accessible	+11,400	+47.5%

Coverage Network?



	Change	% Change
Residents Accessible	+9,900	+82.0%
Jobs Accessible	+9,700	+40.5%

How far can I travel in **45 minutes** from
 High Crossing at City View
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+16,000	+237.5%
Jobs Accessible	+13,100	+87.0%

Coverage Network?



	Change	% Change
Residents Accessible	+16,000	+237.5%
Jobs Accessible	+13,000	+86.5%

How far can I travel in **45 minutes** from
 La Follette High School
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



Coverage Network?



	Change	% Change
Residents Accessible	+9,300	+26.0%
Jobs Accessible	+4,000	+16.5%



	Change	% Change
Residents Accessible	-2,500	-7.0%
Jobs Accessible	-1,100	-4.5%

How far can I travel in **45 minutes** from

* Compared with the Metro Network as of February 2020

McKee at Maple Grove

on weekdays at noon using:

Ridership Network?



	Change	% Change
Residents Accessible	+25,300	+108.0%
Jobs Accessible	+12,300	+291.0%

Coverage Network?



	Change	% Change
Residents Accessible	+8,000	+34.5%
Jobs Accessible	+5,400	+128.5%



How far can I travel in **45 minutes** from Memorial High School on weekdays at noon using: **Ridership Network?**

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+36,500	+148.0%
Jobs Accessible	+23,600	+95.0%

Coverage Network?



	Change	% Change
Residents Accessible	+11,400	+46.0%
Jobs Accessible	+9,800	+39.5%

How far can I travel in **45 minutes** from

* Compared with the Metro Network as of February 2020

Mid Town at Waldorf

on weekdays at noon using:

Ridership Network?



	Change	% Change
Residents Accessible	+0	0.0%
Jobs Accessible	+0	0.0%

Coverage Network?



	Change	% Change
Residents Accessible	+4,200	+36.5%
Jobs Accessible	+700	+84.5%



How far can I travel in **45 minutes** from Milwaukee at Sprecher on weekdays at noon using: **Ridership Network?**

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+27,500	+287.5%
Jobs Accessible	+8,700	+1 705.5%

Coverage Network?



	Change	% Change
Residents Accessible	+3,500	+37.0%
Jobs Accessible	+1,000	+186.5%



How far can I travel in **45 minutes** from Mineral Point at Westfield on weekdays at noon using: **Ridership Network?**

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+62,700	+235.0%
Jobs Accessible	+42,000	+147.5%

Coverage Network?



	Change	% Change
Residents Accessible	+26,400	+99.0%
Jobs Accessible	+21,500	+76.0%



How far can I travel in **45 minutes** from

* Compared with the Metro Network as of February 2020

Monroe at Edgewood

on weekdays at noon using:

Ridership Network?



	Change	% Change
Residents Accessible	+25,600	+36.0%
Jobs Accessible	+20,200	+25.0%

Coverage Network?



	Change	% Change
Residents Accessible	+5,900	+8.5%
Jobs Accessible	-2,400	-3.0%



How far can I travel in **45 minutes** from

* Compared with the Metro Network as of February 2020

Northport at School

on weekdays at noon using:

Ridership Network?



	Change	% Change
Residents Accessible	+24,800	+77.5%
Jobs Accessible	+26,700	+211.0%

Coverage Network?



	Change	% Change
Residents Accessible	+3,800	+12.0%
Jobs Accessible	+3,700	+29.0%



How far can I travel in **45 minutes** from
 Old Sauk at Junction
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+29,700	+140.0%
Jobs Accessible	+22,800	+103.0%

Coverage Network?



	Change	% Change
Residents Accessible	+2,300	+10.5%
Jobs Accessible	+8,300	+37.5%



How far can I travel in **45 minutes** from
Packers at Tennyson
on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	-800	-2.0%
Jobs Accessible	-1,800	-10.5%

Coverage Network?



	Change	% Change
Residents Accessible	-17,200	-48.5%
Jobs Accessible	-8,700	-52.5%

How far can I travel in **45 minutes** from
Park at Badger
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+25,400	+34.5%
Jobs Accessible	+15,300	+19.0%

Coverage Network?



	Change	% Change
Residents Accessible	+16,200	+22.0%
Jobs Accessible	+11,000	+13.5%



How far can I travel in **45 minutes** from
 Parmenter at Donna
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+21,200	+142.5%
Jobs Accessible	+25,200	+179.0%

Coverage Network?



	Change	% Change
Residents Accessible	+21,800	+147.0%
Jobs Accessible	+25,800	+183.0%

How far can I travel in **45 minutes** from
 Raymond at Whitney
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+50,600	+141.5%
Jobs Accessible	+33,400	+156.5%

Coverage Network?



	Change	% Change
Residents Accessible	+18,100	+50.5%
Jobs Accessible	+7,900	+37.0%

How far can I travel in **45 minutes** from
 Shabazz City High School
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+30,000	+61.5%
Jobs Accessible	+22,100	+71.5%

Coverage Network?



	Change	% Change
Residents Accessible	+7,400	+15.0%
Jobs Accessible	+9,900	+32.5%

How far can I travel in **45 minutes** from
 Thompson at Swanton
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+10,800	+44.5%
Jobs Accessible	+3,600	+24.5%

Coverage Network?



	Change	% Change
Residents Accessible	-2,800	-11.5%
Jobs Accessible	-1,400	-9.5%

How far can I travel in **45 minutes** from University at Charter on weekdays at noon using: **Ridership Network?**

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+27,400	+26.5%
Jobs Accessible	+23,000	+23.5%

Coverage Network?



	Change	% Change
Residents Accessible	+12,900	+12.5%
Jobs Accessible	+13,500	+13.5%



How far can I travel in **45 minutes** from
 UW Health University Hospital
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+28,900	+37.5%
Jobs Accessible	+20,300	+24.0%

Coverage Network?



	Change	% Change
Residents Accessible	+10,700	+14.0%
Jobs Accessible	+8,200	+10.0%

How far can I travel in **45 minutes** from
West High School
 on weekdays at noon using:
Ridership Network?

* Compared with the Metro Network as of February 2020



	Change	% Change
Residents Accessible	+6,600	+8.0%
Jobs Accessible	+7,300	+8.5%

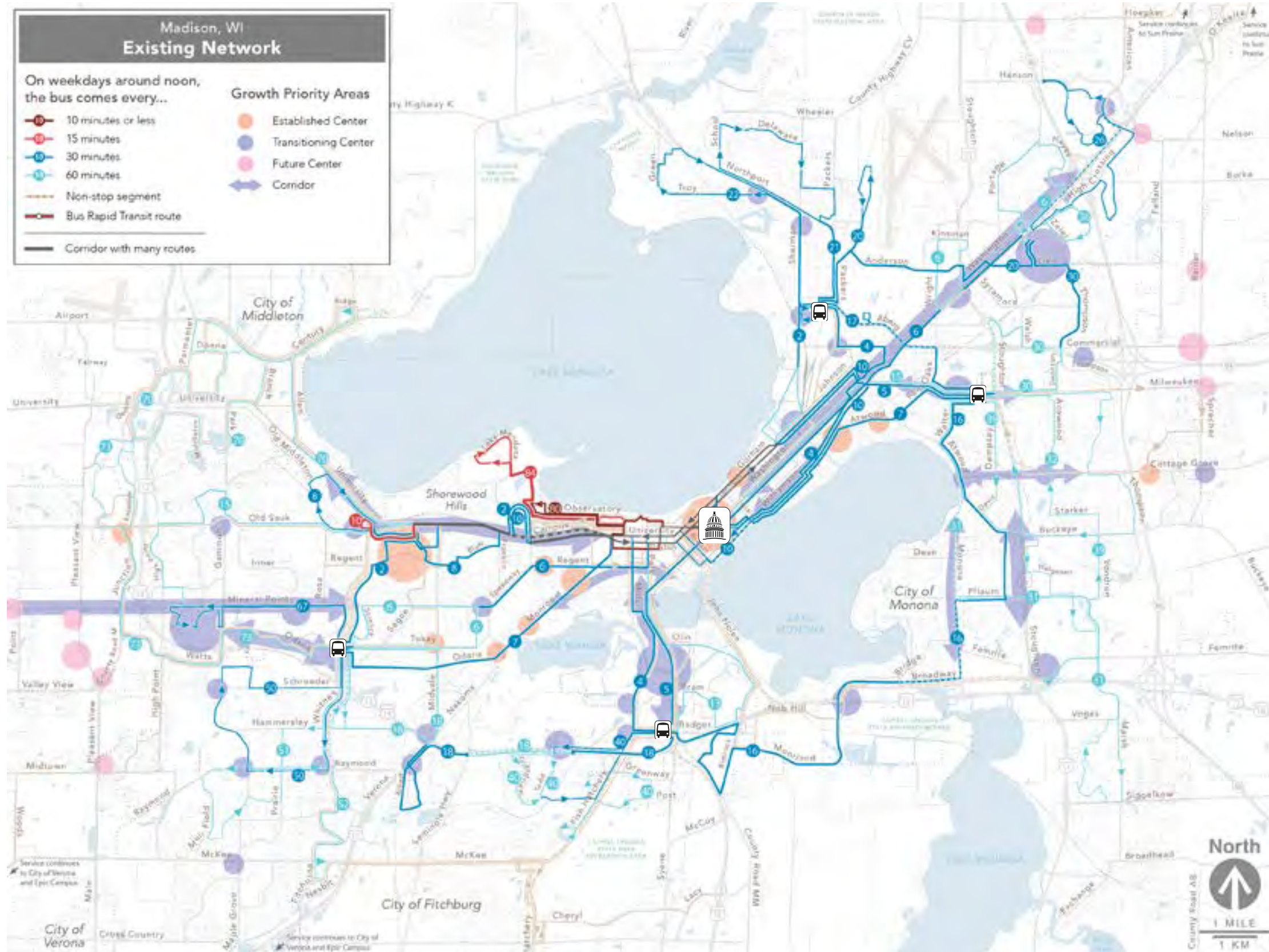
Coverage Network?



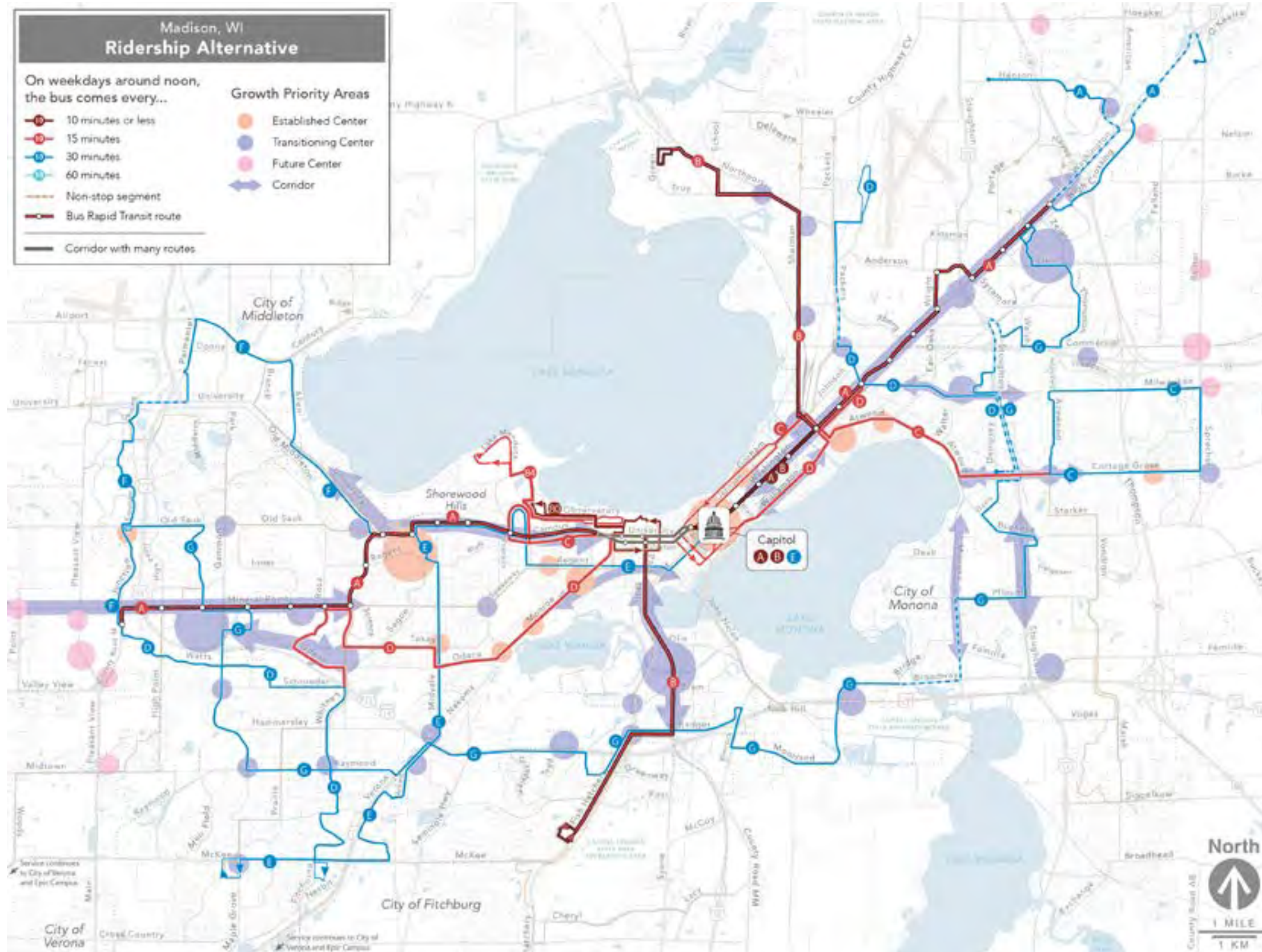
	Change	% Change
Residents Accessible	-7,800	-9.5%
Jobs Accessible	-17,900	-21.0%

Appendix B: Ridership and Coverage Alternatives over Growth Priority Areas

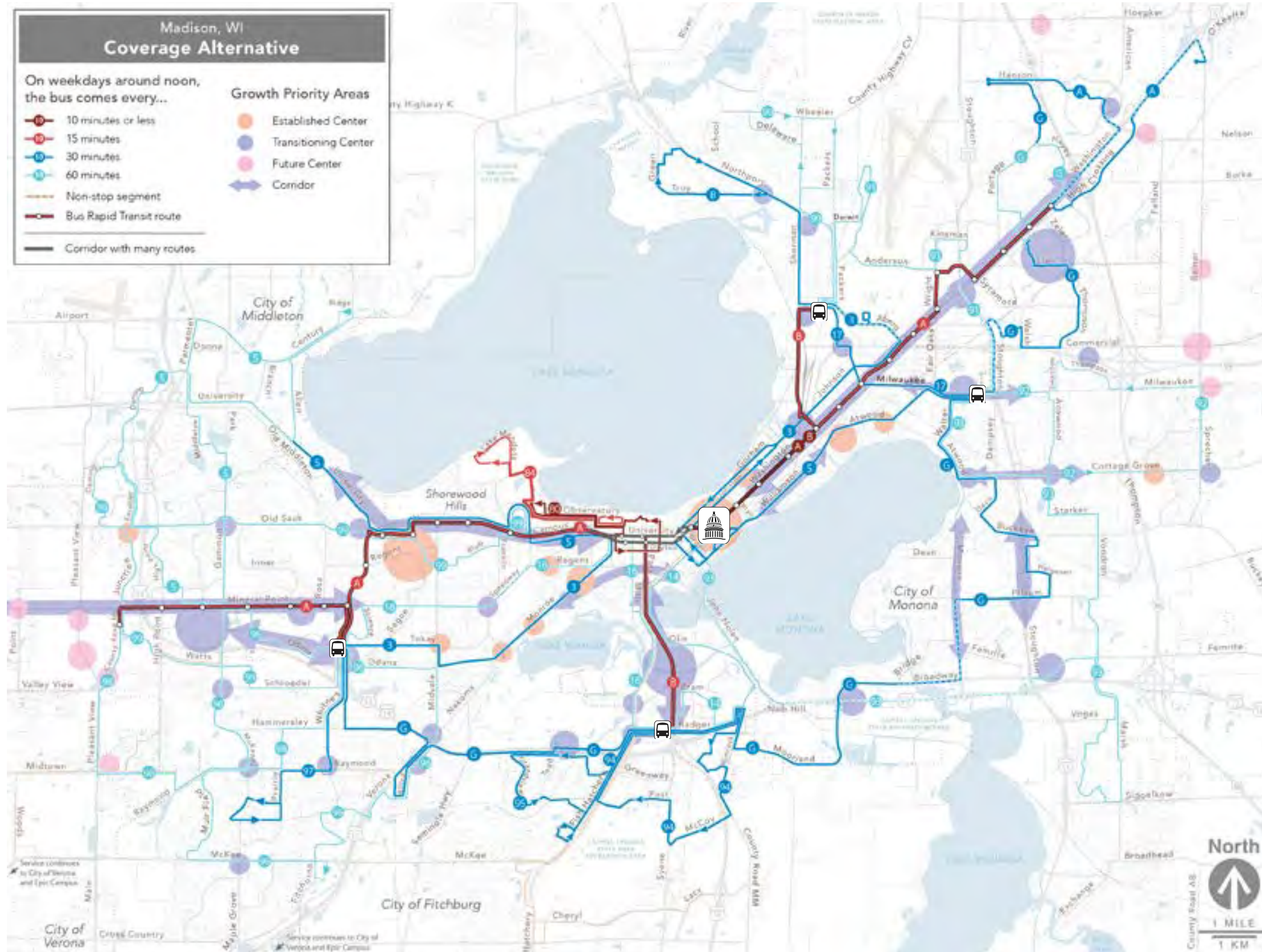
Growth Priority Areas and Existing Network



Growth Priority Areas and Ridership Alternative



Growth Priority Areas and Coverage Alternative



Appendix C: Phase 1 Community Engagement Report



Network Redesign

PHASE 1 COMMUNITY ENGAGEMENT REPORT

January 2021 – June 2021

Prepared For:

Metro Transit
1245 E Washington Avenue
Madison, WI 53703

Prepared by:

Urban Assets, LLC
807 E Johnson Street
Madison, WI 53703

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Appendix A: Survey Results

Appendix B: Tabling & Intercept Interviews

Appendix C: Public Meeting Notes

PUBLIC ENGAGEMENT OVERVIEW

In November 2020, Metro Transit hired Jarrett Walker + Associates to analyze and ultimately redesign the existing route system to better meet the needs of Madison area residents and businesses. Urban Assets was brought on to lead community engagement efforts for the project.

A public transit system must reflect the priorities of the people and community it serves. To help ensure the community's priorities and concerns were better understood by the project team, the first phase of a robust community engagement process was conducted from January through June 2021. Phase 1 engaged the community around big picture trade-offs regarding transit and sought public input pertaining to values and priorities.

The purpose of this document is to summarize the input received from multiple sources, and what this input teaches us about Madisonians' desires, concerns, and overarching goals for the new transit network.

Sources of Phase 1 Input

In this phase of outreach, Metro Transit's engagement team utilized multiple sources of public input to inform transit network design development:

- **A public survey distributed through a variety of online and in-person efforts from March 2 to June 25, 2021.** The public survey was offered in English and Spanish; it received a total of 2,872 responses.
- **Small group meetings conducted both virtually and in-person May-June 2021.** A total of six (6) small group meetings were held with a diversity of community stakeholder organizations.
- **Tabling at community events and Intercept interviews conducted April through June 2021.** A total of four (4) events were attended, in addition to three (3) intercept interviewing sessions at various locations throughout the city.
- **A transit choices public information meeting held virtually on March 3, 2021.** A total of 173 community members were in attendance.

Phase 1 Outreach Tools

Public engagement opportunities and project information are widely promoted through the following channels:

- Project website (www.mymetrobus.com/redesign)
- Informational flyers (digital and print)
- Promotional materials at Metro Transit bus stations, local organizations, and businesses
- Social media (City of Madison, Metro Transit, Urban Assets)
- Press releases

PUBLIC ENGAGEMENT RESULTS

The Metro Transit Network Redesign planning process experienced a high level of public interest and engagement throughout the first phase of the project. Several themes have emerged from input gathered to date, through the project website, survey, public meeting, small group meetings, and tabling and interviews.

Overarching Takeaways

The themes, described below, are consistent across the engagement tools and participant groups. They demonstrate a broad base of support for the goals and direction of the project, and will inform the development of route network alternatives:

1. **Simplify service** – wayfinding improvements, signage, maps/screens with real-time updates, and accessibility enhancements are essential to the usability of the transit system.
2. **A ridership network with some coverage**, especially serving lower-income riders in isolated neighborhoods.
3. **Higher frequency and reduced travel times** – direct routes, changes to transfer point configuration and use, express buses with limited stops, off-board payment.
4. Expressed desire and need for **improved early morning, evening, and weekend service**.
5. **Accommodations for people with disabilities**, in addition to other pedestrian amenities (i.e., place bus stops at flatter segment of the block instead of on a hill).
6. **Increased transit availability for outlying areas or surrounding cities** – far North and far South, Sun Prairie, Middleton, Fitchburg, and Monona.
7. **Consistency in routing** – less detour routes, better timing for connections, less holiday schedules and alternating routes.
8. Focus on **needs and access for historically disadvantaged communities** – People of Color, persons with disabilities, lower-income, and aging population.
9. **Direct routes to prominent destinations**, such as employment hubs, service centers, grocery, medical facilities, airport, bus terminals, and schools.
10. **Seamless route network connections to East-West Bus Rapid Transit (BRT) system**, especially north and south routes.



Network Redesign

Phase 1 Community Engagement Report

Transit Choices Survey Results

TRANSIT CHOICES SURVEY RESULTS

An online survey was administered regarding key trade-offs, values, and priorities for transit. For heightened inclusivity and accessibility, the public survey was offered in English and Spanish, and available online or in physical print format. The survey was promoted through the project website, social media, direct communication, and by bringing physical copies to community events for individuals, particularly from underrepresented backgrounds, to complete onsite.

Survey duration: March 2 – June 25, 2021

Total respondents (English and Spanish): 2,870 responses

Ridership vs. Coverage

The Trade-Off

Transit service that maximizes **ridership** usually entails more frequent service on major streets, in the densest areas, connecting many people and jobs, and more focus on prominent destinations (e.g., universities, hospitals, shopping malls, etc.). This means most people are near frequent service, but some people are not near any service.

Service that maximize **coverage** comes in the form of spreading service out to outlying areas and isolated Neighborhoods and providing service to new development and population growth areas at the edges of the city. Everyone has access to at least *some* service, but the bus does not come very often.

Metro Transit can pursue high ridership and extensive coverage within the same budget, but not with the same dollar. The more it does of one, the less it can do of the other. Metro Transit's existing network is about 50% ridership, and 50% coverage network. We asked survey respondents whether that percentage breakdown should shift, and if so, what they believe the ideal mixture should be.

What We Heard

Data below helps illustrate survey participants' thoughts regarding the existing transit system and their level of desire to modify the current system.

We should look for ways to change the system to make it more useful to most people, even if some people prefer the system the way it is.	Respondents						
	All	Frequent Transit Riders*	Lower-Income**	People of Color***	Seniors (65+)	18 - 34 Years	Persons with Disabilities
Strongly agree	47%	45%	48%	54%	42%	52%	53%
Agree	42%	43%	41%	29%	42%	40%	31%
Neutral	8%	8%	8%	10%	11%	6%	9%
Disagree	2%	2%	2%	3%	3%	1%	3%
Strongly disagree	1%	1%	1%	3%	1%	0%	3%
Sample size (n)	2,825	1,644	381	236	286	898	220

Table 1. Desired level of change to existing system.

* Often" and "everyday" riders (pre-pandemic)

** Less than \$35,000 per year

*** Black, Indigenous, and other People of Color

The vast majority of survey respondents are interested in changing the current transit system to make it more useful to most people. **89% percent of all respondents agree that changes should be made to the system.** Similarly, at least 80% of respondents belonging to each historically underrepresented group identified also agree that changes should be made to the existing transit system, as shown in [Table 1](#).

Coverage VS. Ridership	Respondents						
	All	Frequent Transit* Riders	Lower-Income**	People of Color***	Seniors (65+)	18 - 34 Years	Persons with Disabilities
Design all service for ridership	8%	6%	9%	8%	10%	6%	9%
Design most service for ridership, but offer some coverage	57%	58%	48%	49%	57%	59%	44%
Design half our service for each goal	21%	21%	23%	22%	18%	22%	22%
Design most service for coverage, but offer some ridership	11%	11%	14%	14%	10%	11%	15%
Design all service for coverage	3%	3%	5%	6%	4%	2%	10%
Sample size (n)	2,767	1,654	382	234	288	907	222

Table 2. Ridership vs. Coverage

* Often" and "everyday" riders (pre-pandemic)
 ** Less than \$35,000 per year
 *** Black, Indigenous, and other People of Color

Consistent with the community consensus to change the system, 57% of respondents would specifically like to see the system shift toward more of a ridership network with some coverage. This notion was also the highest ranked type of system desired among historically underrepresented or disadvantaged groups, as shown in [Table 2](#) above.

What objectives should transit adhere to?	Respondents						
	All	Frequent Transit* Riders	Lower-Income**	People of Color***	Seniors (65+)	18 - 34 Years	Persons with Disabilities
Reduce pollution and greenhouse gas emissions	17%	45%	48%	38%	40%	50%	35%
Support denser and more walkable development	11%	35%	36%	32%	30%	43%	29%
A better economy without more traffic congestion	5%	24%	16%	22%	27%	22%	20%
Maximize access to jobs and opportunities	17%	57%	49%	58%	56%	51%	55%
Expanded mobility for low-income people in isolated neighborhoods	18%	63%	67%	58%	64%	63%	65%
Basic access to everyone who needs it, wherever they are	29%	61%	64%	61%	61%	60%	64%
Services to new development at the edges of the region	3%	12%	14%	20%	11%	11%	24%
Sample size (n)	2,764	1,606	364	236	268	898	205

Table 3. Objectives of the redesigned transit network. (n) = % of people that ranked the particular objective among the top-3.

* Often" and "everyday" riders (pre-pandemic)
 ** Less than \$35,000 per year
 *** Black, Indigenous, and other People of Color

Contrary to the expressed desire to shift toward a mostly ridership network with some coverage, survey data from a different question, shown in [Table 3](#) above, suggests a strong consensus among all survey respondents for prioritizing (1) basic access to everyone who needs it, wherever they are, (2) fostering expanded mobility for low-income people in isolated neighborhoods, and (3) maximizing access to jobs.

This particular response data is interesting, as it suggests the desire for more of a coverage network among all respondents, including frequent transit riders, lower-income individuals, people of color, persons with disabilities, seniors, and young adults.

Existing Ridership

Pre-Pandemic Ridership Numbers	Respondents					
	All	Lower-Income*	People of Color**	Seniors (65+)	18 - 34 Years	Persons with Disabilities
Never	8%	9%	12%	18%	11%	12%
Rarely: Less than once per week	57%	12%	12%	27%	11%	13%
Occasionally: 1 day per week	21%	11%	12%	15%	9%	12%
Often: 2 to 4 days per week	11%	26%	19%	21%	22%	21%
Almost every day: 5 to 7 days per week	3%	40%	43%	18%	45%	42%
Sample size (n)	2,655	378	236	288	895	221

Table 4. Pre-pandemic ridership.

* Less than \$35,000 per year

** Black, Indigenous, and other People of Color

Early 2021 Ridership Numbers	Respondents					
	All	Lower-Income*	People of Color**	Seniors (65+)	18 - 34 Years	Persons with Disabilities
Never	65%	41%	44%	69%	57%	54%
Rarely: Less than once per week	13%	18%	19%	17%	14%	17%
Occasionally: 1 day per week	6%	11%	8%	7%	8%	7%
Often: 2 to 4 days per week	8%	17%	13%	3%	12%	9%
Almost every day: 5 to 7 days per week	7%	13%	15%	3%	9%	13%
Sample size (n)	2,670	383	236	289	907	223

Table 5. Early 2021 ridership.

* Less than \$35,000 per year

** Black, Indigenous, and other People of Color

Survey respondents were asked about their level of ridership, or simply put, how often they use Metro Transit service pre-pandemic and during the pandemic in early 2021. Data generated from this question can be compared using [Table 4](#) and [Table 5](#).

- Data indicates that **35% of respondents used transit at least one day per week pre-pandemic**, in comparison to **only 21% of respondents using transit at that same rate in early 2021**.
- Data also indicates that **92% of respondents used transit to some extent pre-pandemic**, while **only 35% of respondents used Metro Transit service at all in early 2021**.
- The **number of occasional riders (less than once per week) dropped from 21% to 6%**, pre-pandemic to early 2021. However, **there was a jump (3% to 7%) of everyday riders**.
- **40% of lower-income individuals used transit service every day**, in contrast with **only 13% of lower-income individuals using transit in early 2021**.
- **45% of young adults (18-34 years old) indicated using Metro Transit service almost every day**, in comparison to **only 9% of these individuals using transit in early 2021**. This precipitous reduction may be attributed to the induction of virtual schooling and work.
- **54% of seniors were at least occasional transit users pre-pandemic**, whereas **only 13% of seniors used transit at least occasionally in early 2021**.

Transit Goals and Priorities

Survey participants were asked open-ended questions about (1) existing barriers or problems Metro Transit should address to make service more useful and (2) concerns, desires, and opportunities Metro Transit should keep in mind as it redesigns the network. These open-ended responses were categorized based on the prospective goals of the new transit system:

The network redesign must balance a number of important goals:

- Simplified service
- Higher frequencies
- Reduced travel times
- Improved access to jobs and services
- Better service for historically underserved and disadvantaged communities
- Compliment future Bus Rapid Transit

Input Topic Distribution

Chart 1 below illustrates the popularity of topics addressed by survey respondents in conjunction with the above important prospective goals for the redesign network. All comments derive directly from responses to open-ended Transit Choices Survey questions.

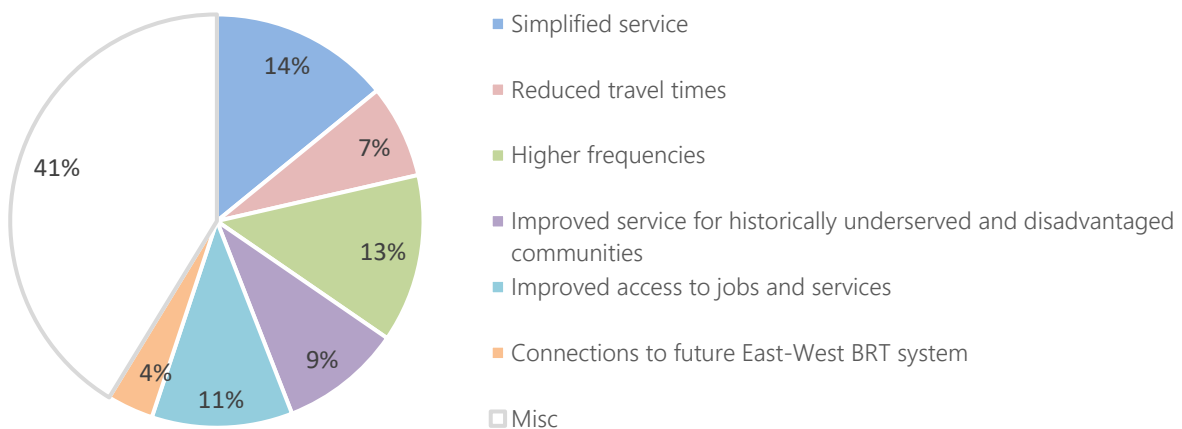
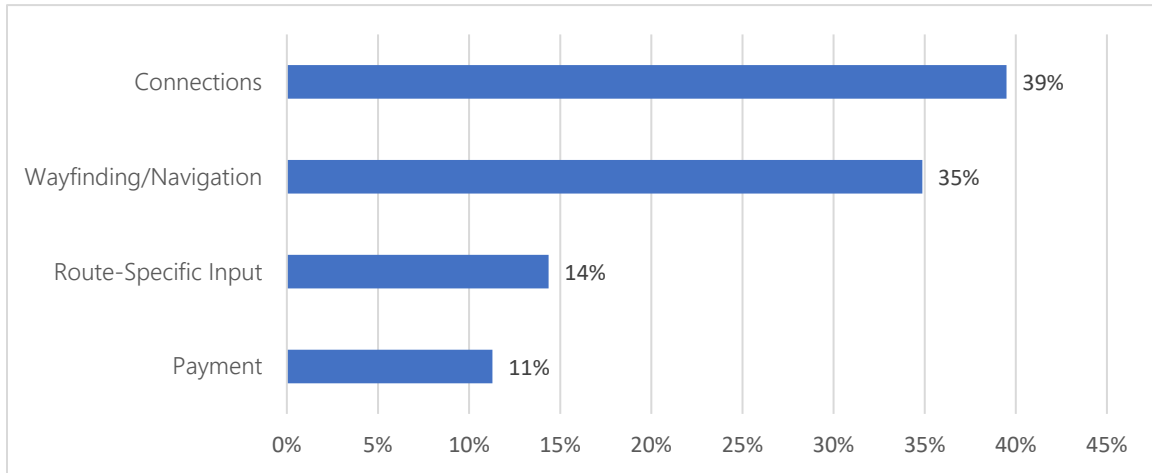


Chart 1. Input topic distribution.

Simplified Service

Simplified service pertains to ease of use of the existing transit system. Shown below are the most common topics related to more simplified service in which respondents provided input on, including: connections, payment, wayfinding and navigation, and route-specific comment derived directly from survey responses.



Connections

- The transfer points do not work well for commuters – allow you to run fewer buses, but often times are the final destination, requiring you to walk long distances to your actual destination
- Inconsistent timing of transfers and connections pose issues – discouraging for riders
- Direct routes are key to usability of the system – reduce the need to transfer
- Buses that change numbers at transfer points make the system needlessly complex.
- better signage, an app showing the routes and explaining transfers, etc.

Payment

- Simplified payment – app, off-board payments, electronic, all forms of payment a must
- Shift away from magnetic strip cards, as they can easily be damaged

Wayfinding

- Ensure consistent signage for schedules/maps so that those with less internet access can still use the transit system effectively
- A visual map/screen showing real time buses, a smart function to allow riders to enter an address and a displayed route/tones/connections with walk-time would encourage ridership and aid accessibility
- Complexity of current system makes it difficult to plan a trip
- Buses that change numbers at transfer points make the system needlessly complex.

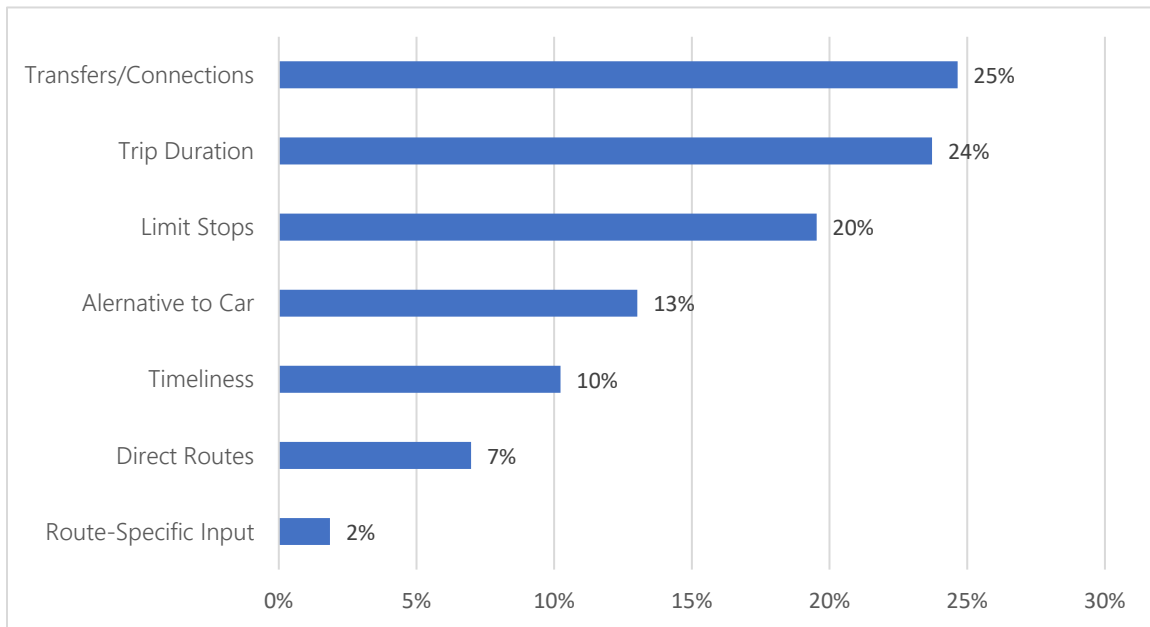
Route-specific input

- 10 is confusing
- 29, 2 weekend vs weekday confusing

- 3, 4, 7 should break up their times
- More city loop routes like the 80

Reduced Travel Times

Reduced travel times relate to reduction in amount of time a typical bus trip takes. Shown below are the most common topics pertaining to reduced travel times respondents provided specific input on.



Direct Routes

- Maximize direct routes – minimize time, on main roads
- More direct fast lines on main corridors, instead of lines taking many detours through every neighborhood
- When a transfer is not required, travel time is fine, but if one has to transfer buses, the wait at the bus stop or transfer stop can significantly increase the total trip time

Timeliness

- Too late – miss connections, too early – miss bus entirely
- Difficult to rely on the bus to get to work – often minutes late or early, causing a missed ride or connection

Trip Time

- Takes long to get across town – need more frequent routes - should be able to catch a bus multiple times per hour; expanded hours
- Trip times are fast along isthmus, but very difficult/time consuming to get north to south
- Transfer points require 60-90 minutes to get to most prominent locations in Madison

Alternative to cars

- Bus takes too long or inconvenient, easier to drive car instead – must be competitive with driving
- Need for dedicated bus lanes and traffic signal priority to reduce trip times

Limited Stops

- Consider limited stops for more routes to decrease travel times
- Stops are often too frequent – people are willing to walk a few blocks to make busses stop less and run faster
- More direct “express” routes to outlying communities

Transfers

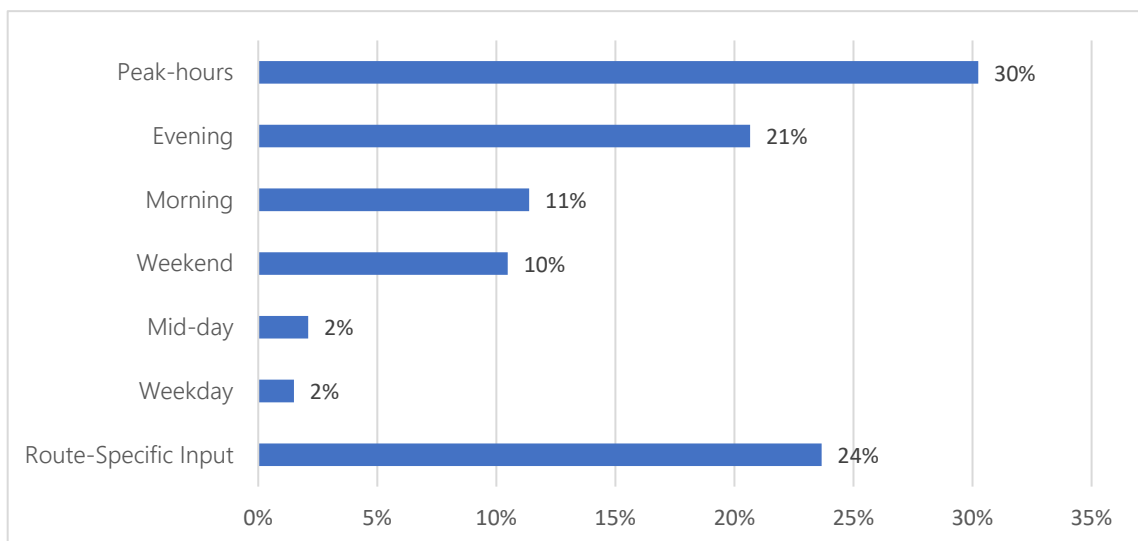
- Eliminate transfer points
- Transfers are complicated for many people and increase travel time significantly
- Reducing emissions should be the goal – limiting transfers will reduce travel time and help the environment

Routes-Specific Input

- 11 must run later
- 6 after bar close
- 73 takes a long time to get downtown
- Timeliness of 50 & 7

Higher Frequencies

Higher frequencies relate to the bus coming more often (i.e., every 30 minutes instead of every 60 minutes). The popularity of comments are ranked by time of day and day of week.



Weekend

- More frequency, especially late night
- People still work on the weekend

Weekday

- Later service on weekdays
- Mid-day service improvements

Morning

- Need service to start earlier in the morning for those who work first-shift
- Service for people who do not work "traditional jobs"
- Morning service consistent with peak-hour service

Night

- Weeknight service ends too soon – need for a rudimentary weeknight service until 12 am
- More late-night service would increase ridership
- Ability to catch bus to ride a bus to downtown or other entertainment districts, but the service does not run late enough to return home
- Offer Metro Transit service at night to discourage and prevent drinking and driving

Peak Hours

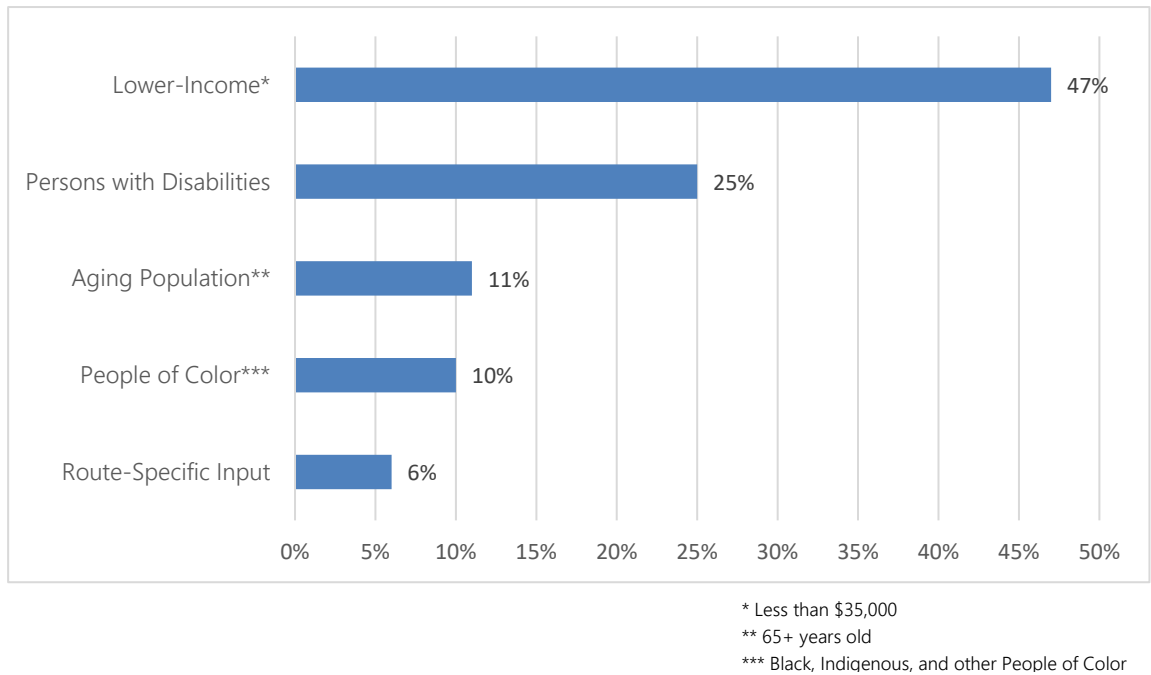
- Buses are crowded during peak hours – need for additional buses during those times

Route-Specific Input

- Frequency: 70(s)!!, 30, 2, 10, 15, 4, 44, 13, 12, 27
- Bring back: 38!!, 29!!, 28, 71, 56, 14, 19, 57
- Stagger 3, 6, 7 to improve frequency

Improved Service for Historically Underserved and Disadvantaged Communities

Input received regarding improved service for historically underserved and disadvantaged communities are ranked below based on popularity of comment topic, including comments pertaining to specific improvements for lower-income residents, those who battle permanent disabilities, people of color, and our aging population.



Lower-Income

- Coverage for lower-income residents and people of color who are the most likely to use transit and provide more service to south and north Madison
- Increased service to low income and historically isolated neighborhoods
- Buses should start earlier in the morning as many low-income jobs (like housekeeping and warehouse) start early in the morning – need to get there on time

People of Color

- Focus on racial equity – targeted access
- Focus on access to destinations and neighborhoods frequented by people of color

Disabilities

- More stringent protections for disabled riders and greater empowerment for drivers to insist on implementing those protections
- Higher inclusivity for disabled riders – non-isolated seating, allowing wheelchairs to be set before taking off, etc.
- Many bus stops need to be better located – not on hills, busy intersections, etc.

Aging population

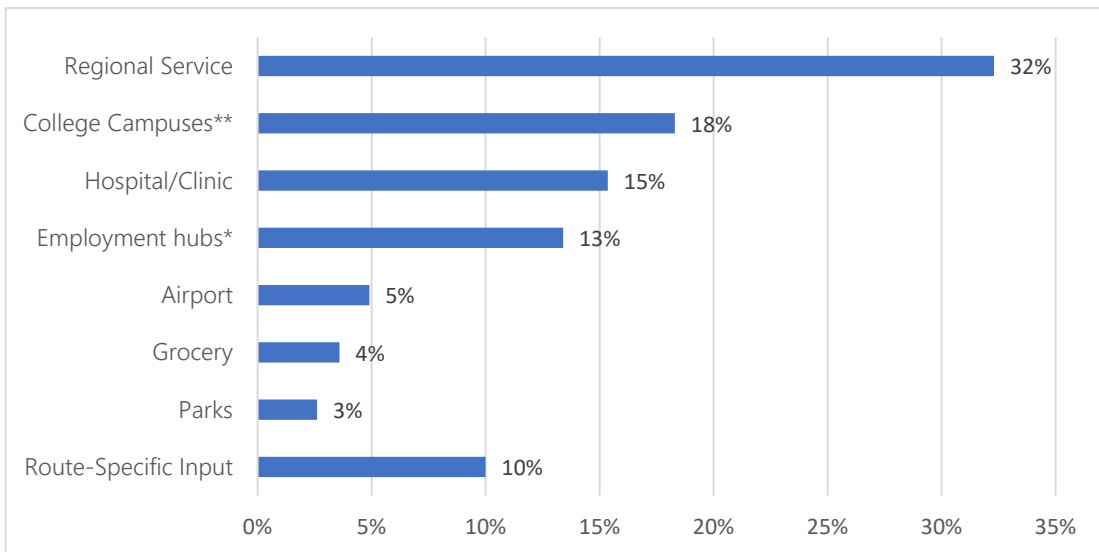
- Focus on mobility needs – seating, snow and ice, stairs

Route-Specific Input

- Eastside – 3, 38
- Enjoyed quick service – 29, B, JX

Improved Access to Jobs and Services

Input received regarding improved service and access to jobs and services throughout the region are illustrated below ranked by popularity of comment topic, including comments related to UW campus, hospitals and medical facilities, employment hubs, Dane County Airport, parks, grocery stores.



* Represent "clusters" of business activity

** UW, Edgewood, Madison College

Jobs and Services

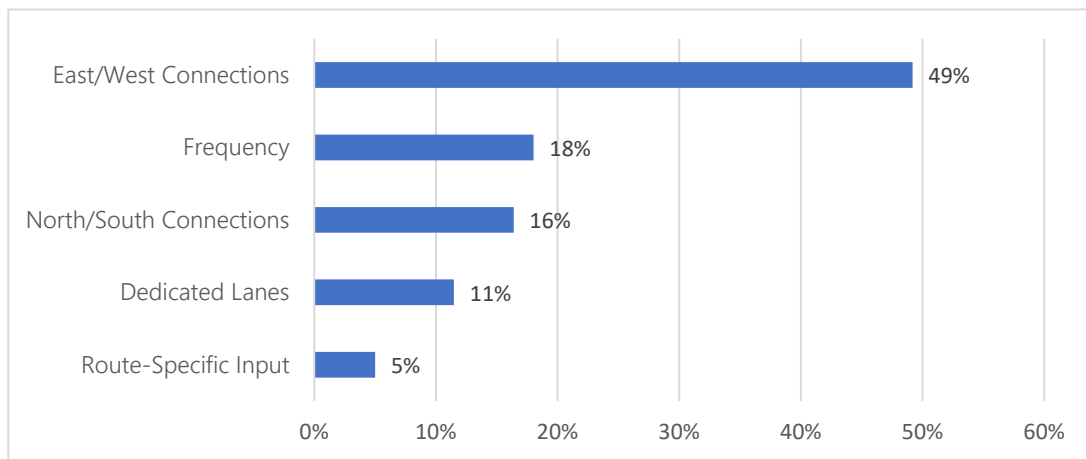
- Service to airport
- Access to less pricey fresh food/grocery in general
- Consider common shift start/end times – UW Health and other large employers
- Prioritize access to health care clinics and connections to/from low-income neighborhoods
- More frequent access to campus and from campus back to neighborhoods at all times of day
- Make it easier to make unscheduled trips without waiting around for a long time
- Service to campus/downtown from all parts of the city should be prioritized
- Access to all parks by bus especially from denser areas of the city

Route-Specific Input

- 5 min delay on route 11 for Hospital worker shift
- Shift timing of 2 and 4 connections
- Keep 73/63 to get to Target and Walmart
- Return of 71
- Return 56/57 to get to UW

Connection to Future East-West BRT

Metro Transit and the City of Madison are planning a new BRT system called Metro Rapid. This Metro Transit Network Redesign will complement the future East-West BRT route by connecting residents to services, jobs, and entertainment rapidly. The most common topics commented on include: East-West and North-South connections, frequency and “rapidness”, dedicated bus lanes.



East/West Connections

- More east-west transit availability
- Ensure route network, especially north and south routes, seamlessly connect to East-West rapid transit

North/South Connections

- A north/south BRT line with a connection to the airport is needed
- The North-South corridor has poor coverage and extremely long rides in comparison to the East-West corridor
- Lack of North-South route availability can be considered an equity issue

Frequency

- BRT & more frequent/fast connections cannot just focus on more dense/affluent areas for whom bus ridership is convenient
- Encouraged by the east-west BRT's ability to provide high-frequency service

Bus Lanes

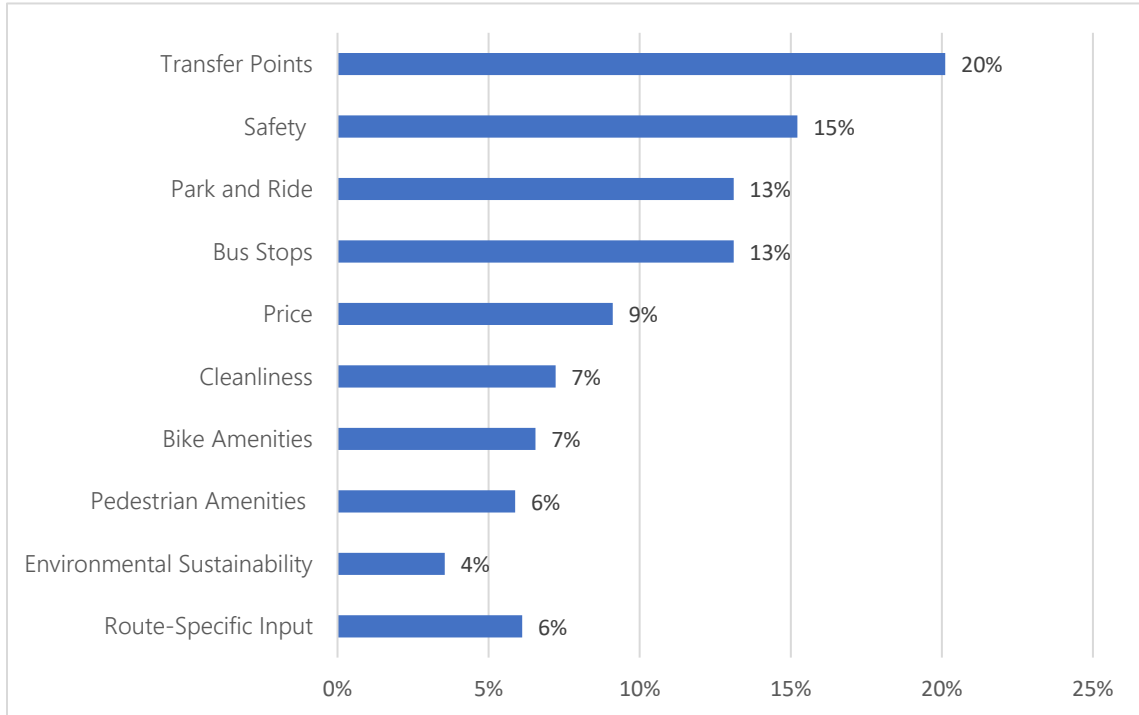
- Metro Transit regular buses should be able to use dedicated BRT lanes once they are implemented

Route-Specific Input

- Make limited stop buses actually limited stop (ex: 57)
- Walking further is fine, less stops is good – does that with the 23

Miscellaneous Input

While the majority of comments received through the Choices Survey were related to the goals of the redesigned transit network, there were other common topics respondents provided input on, including physical improvements to existing transfer points and bus stops, park and ride, pedestrian and bicycle amenities, safety and cleanliness, costs, and environmental concerns.



Bike Amenities

- More/easier bike racks on buses
- Bike lanes and safety
- Place stops next to bike rental locations

Pedestrian

- Safety and crossing difficulties
- Hard to access transfer points as a pedestrian

Park and Ride

- Park & ride locations are needed to help encourage those who need to drive part of their commute, but would like to utilize transit
- Park and ride facilities, such as a parking garage, combined with routes access going to major employer zones

Safety

- Imperative to ensure that all passengers, including women and other vulnerable groups, can have a safe waiting and riding experience, especially at night
- Safety improvements to make the system safer, especially at some of the transfer points

Cleanliness

- Routine cleaning of interior of buses is needed
- Peak-hour buses get dirty and filled with bacteria due to capacity of buses – health (aesthetic & sanitation) are of the utmost importance

Transfer Points

- Must increase safety of transfer points
- Create parking at the transfer points to encourage park-and-ride type of community
- Transfer points should provide more comfort to those who are waiting and/or connecting to other services – heated/cooled glass domes/waiting areas

Bus Stop Improvements

- Need for covers at some bus stops to heat area – very hard to commute via public transportation during Madison winters
- Bus shelters/stops are often snowbound in the winter
- Bus shelters and seating at more stops, especially for elderly and others who need it
- Safety improvements – pedestrian lighting, snow removal, etc.

Price

- Cost reduction/elimination especially for low-income individuals

Environmental Concerns

- All electric buses
- Promote metro in order to reduce pollution/emissions

Routes

- Return: 15, 28, 38, 47, 29, 19
- Frequency: 70/72, 71, 56/57, 28, 80, 15, 3, 2, 11
- Long route: 3
- Confusing: 10

Demographics

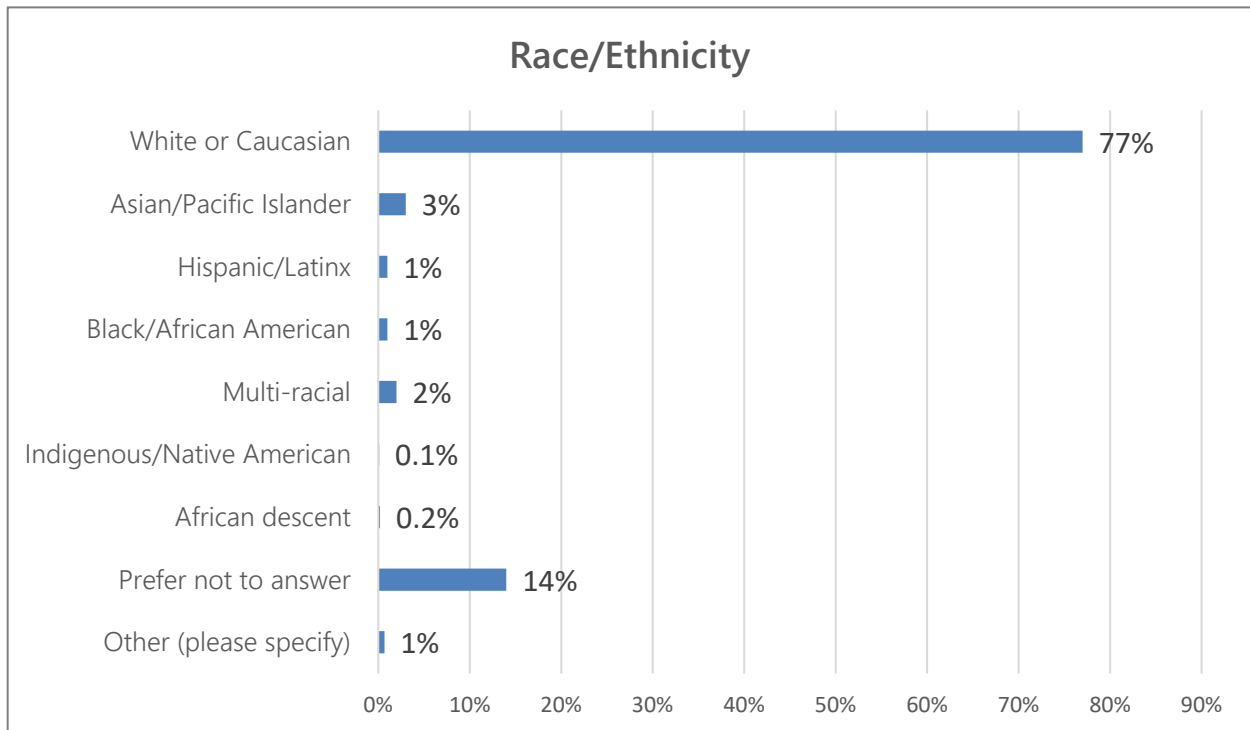
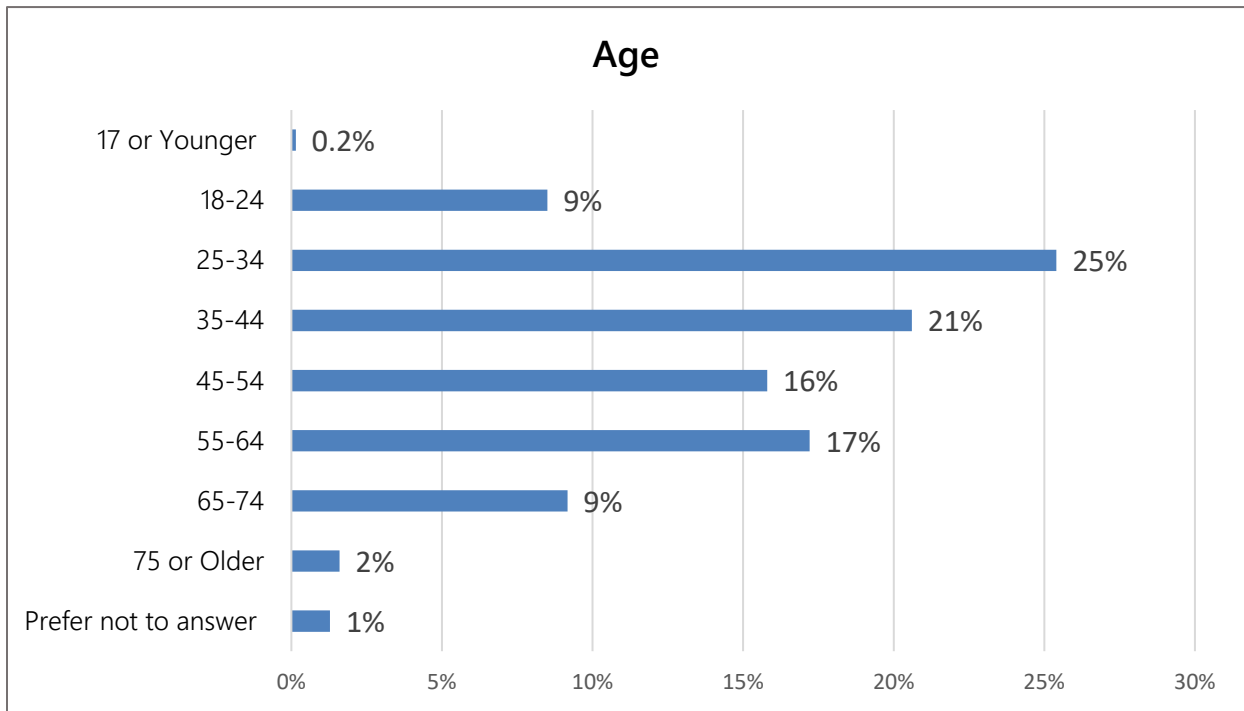
Total Responses	%	Number (<i>n</i>)
English version respondents	99.6%	2,859
Spanish version respondents	0.4%	11

Age	%	Number (<i>n</i>)
17 years old or younger	0.15%	4
18-24 years old	9%	228
25-64 years old	80%	2,113
65 years old or older	11%	290

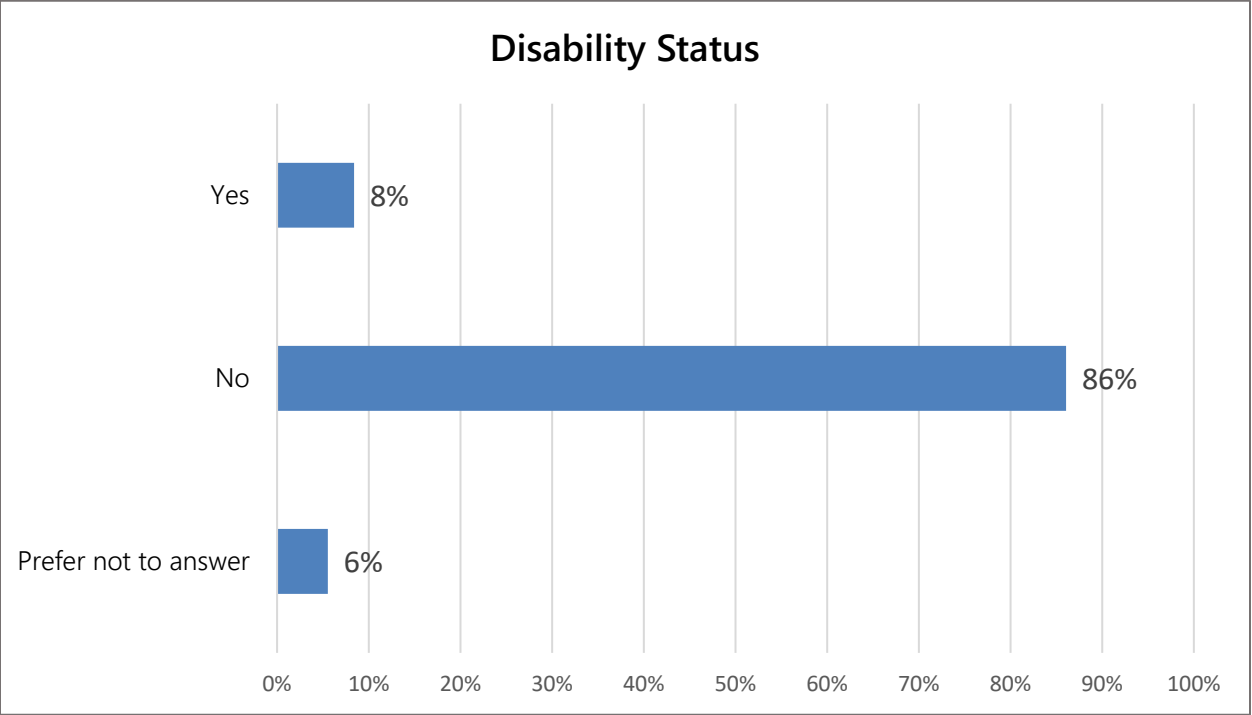
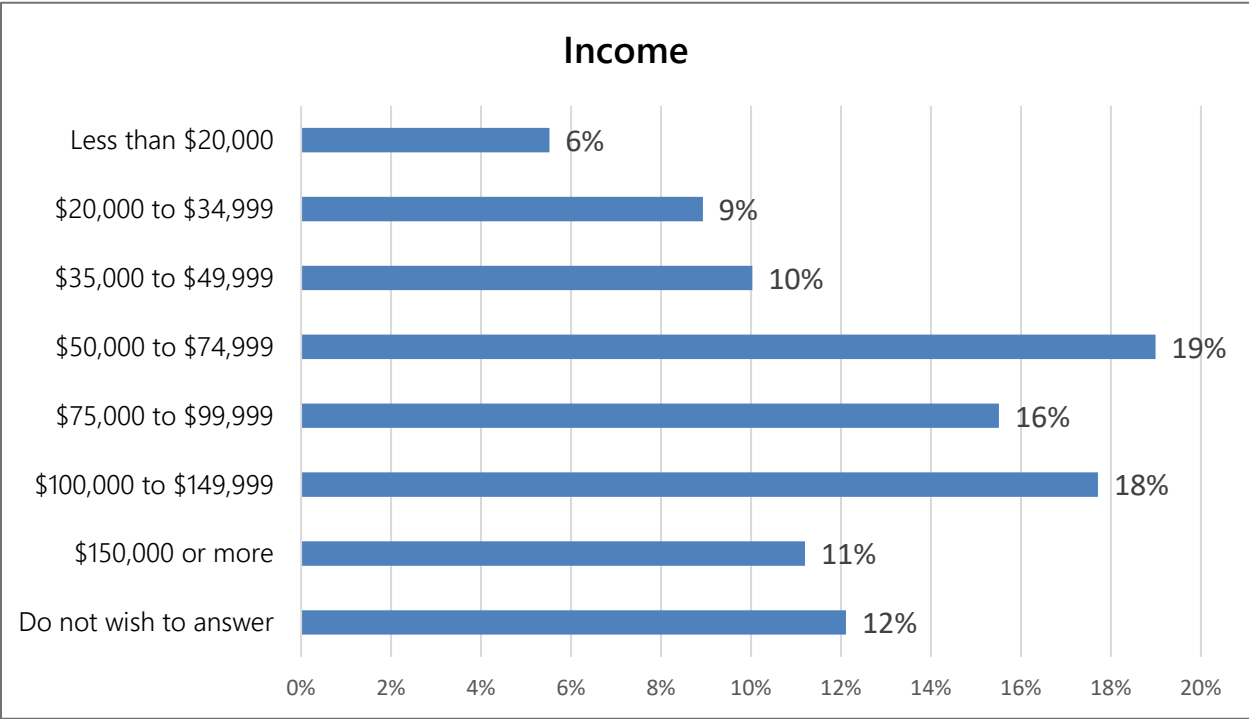
Race/Ethnicity	%	Number (<i>n</i>)
White/Caucasian	77%	2,218
People of color	8%	236
Prefer not to answer	15%	416

Disability Status	%	Number (<i>n</i>)
Persons with disabilities	8%	224
Prefer not to say	6%	356

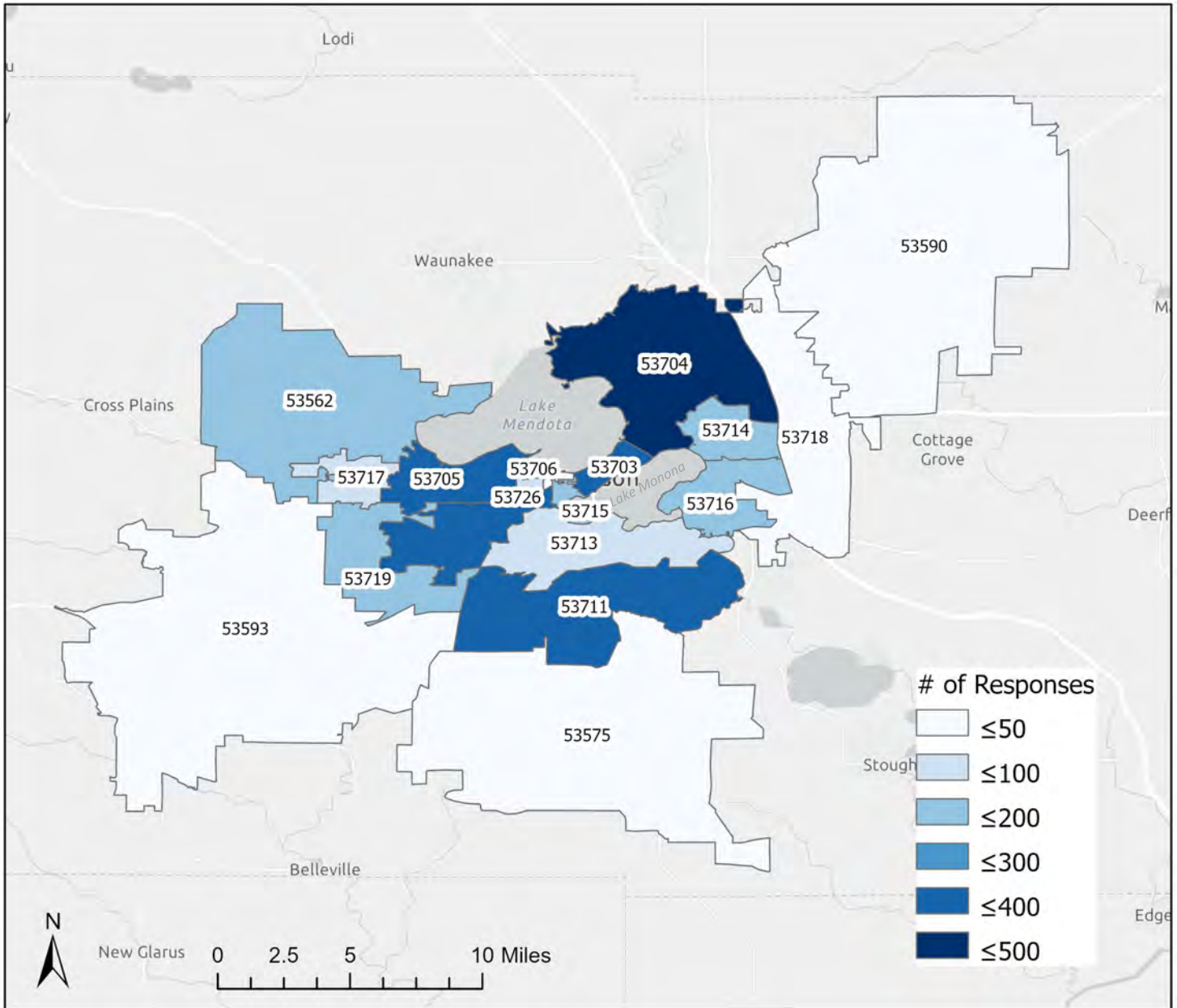
Location of Respondents
Responses from <u>78</u> different ZIP codes
<u>2,512</u> respondents from 17 different ZIP codes, remaining <u>318</u> from 61 different ZIP codes



Racial minority respondents account for ~8% of all survey respondents



ZIP Code Distribution of Respondents



	ZIP Code	# of Responses		ZIP Code	# of Responses
1	53704	485	10	53717	75
2	53711	379	11	53713	66
3	53703	367	12	53726	61
4	53705	327	13	53718	50
5	53719	142	14	53593	41
6	53714	121	15	53590	38
7	53715	118	16	53706	14
8	53562	113	17	53575	12
9	53716	103			

ZIP Code Map Notes (Top-17):

- Largest number of respondents live in 53704 (North)
- Significant number of responses from respondents in outlying communities/cities (Fitchburg, Middleton, Monona, and Sun Prairie)
- Surprisingly low response rate from 53726 (Near-West)
- Low response rate for 53713 (South) compared to 53704 (North), however, South Madison has significantly less residents (23,097 people) compared to North (46,090)



Phase 1 Community Engagement Report

Small Group Meetings Results

Small Group Meetings

The engagement team coordinated and facilitated virtual community-focused small group meetings to provide an informal, comfortable space for participants to discuss their desires, concerns, and aspirations for the future redesigned transit network. The small group meetings help ensure community stakeholders had the opportunity to provide input used to inform a transit network design that better meets the needs of Madison area residents and businesses and promotes sustainable growth throughout the Madison area.

Small group meetings were held with the following organizations (6):

- Madison Area Bus Advocates
- Specialized Transportation Commission
- UW Hospital
- Bayview Community (via Greater Madison MPO)
- Latino Academy (via Greater Madison MPO)
- Sun Prairie Neighborhood Navigators (via Greater Madison MPO)

Key Takeaways

- Earlier, later service
- More frequency
- Early buses (drivers leaving time points early)
- Better facilities and Wi-Fi
- Better accommodations for people with disabilities
- Consistency and simplicity (i.e., no constant rerouting, especially on capitol square)
- Improved regional transit
- Pedestrian amenities are a must

Common Input Themes

UW Hospital

- Many employees do not use metro transit service (Only ~25% using “show of hands”) due to buses not running early or late enough – worse because we are all given a
- Accommodations for people, especially kids with disabilities need improvement
- bus drivers do not stick to schedule (there early or late), causing missed transfers and connections
- Travel times are discouraging
- Many live outside the City of Madison – improved regional transit is essential
- Both coverage and ridership are important (~50%/50%)
- Clinics are important destinations to be able to get to, as patients are often sent from UW to other clinics for outpatient care, pharmacy, etc.
- A more concerted development of Park and Ride locations, connected to BRT and other City bus lines.
- Employers are unable to hire or put on PM shift because they are unable to get to work

Madison Area Bus Advocates

- Most use metro transit service every day to get to work, however, it is difficult to use to get to places such as grocery stores, library, etc.
- The network is too focused on peak hour commute patterns
- Lack of a real circulator service that can get riders to places within their own neighborhood – easier to just go downtown than try to figure out how to get to other destinations in city
- Need more local connectivity without having to go back and forth to a transfer point
- Maximize the welfare of bus riders – have the bus run all 7 days and all 24 hours and not just throw everything into commute hour, peak hour – better consistency in routing

Specialized Transportation Commission

- Facing a decrease in Employment rides due to: temporary JobRide Program closure
- Decrease in medical rides due to doctor visits and outpatient surgeries postponed
- Bus route and capacity restrictions are discouraging
- Better access to programs: meals to homes, food pantry deliveries to homes, Goodman Center supplies to homes, Individual grocery shopping and delivery to homes, etc.
- Group Rides to Adult Day centers and Specialized Transportation to work is needed
- Need encouragement and accessibility for senior riders

Bayview Community (via Greater Madison MPO)

- Cars are still the primary mode of transportation because of the convenience and flexibility.
- Many residents stopped using the bus because of safety reasons, poor ventilation
- Must have better ventilation on the bus
- difficult to carry a lot of groceries – possible if buses come more frequently
- Consider a small bus that could come to take elderly to run errands – safer and easier to use
- Need for better access to workplaces and employment hubs
- The bus takes a long time and lacks reliable timing with transfers
- Ensure wheelchairs, scooters and other accessibility equipment can fit on the bus
- \$65 monthly pass is high and income levels for the discount is very low, poverty level – there needs to be a different threshold for low-income families to get a discount, same as the free school lunch threshold would be good
- Overwhelming to transfer on the south side if you want to take the bus to Woodman's, for instance
- Bus is often hard with too many transfers and unreliable timing.
- the metro system has too many stops – limit stops
- Would like to use car less and bus more if the cost of a monthly pass was less expensive

Latino Academy of Workforce Development (via Greater Madison MPO)

- The majority of the community members do not know how to use public transportation – need programs that could help people learn how to use public transportation
- There is a lack of frequency with the bus
- It is important to be able to take the bus to the doctor, to school, etc.
- It is hard to comprehend the bus schedule
- Transit availability in surrounding towns, such as Sun Prairie

- Public transportation is not much available at night and during the weekends. Our community does not work from 9 am to 5 pm. Our community works from 4 am to 1 pm, 1 pm to 8 pm, 8 pm to 3 am and there is no public transportation to meet those different schedules.
- Public transportation in this city only serves the needs of office workers who work from 9 am to 5 pm
- Madison has created a public transportation system that only benefits those who already have a comfortable source of income.

Sun Prairie Neighborhood Navigators (via Greater Madison MPO)

- Better transit options and accessibility for elderly individuals, especially women
- transit is of limited use for trips within Sun Prairie.
- All-day local bus service is needed in Sun Prairie. One participant stated that she “would like to be a part of the community” and go to farmers markets and other events, and make trips to Madison, but cannot due to transportation-imposed limitations/limited bus service.
- All participants reiterated the need for local all-day bus service, one stated that she would buy a bus pass if there was adequate service available.

Route-Specific Input (from all small group meetings)

- 70, 72, and 78 routes to west transfer point is the best thing daily – simplified service is nice
- A more direct #10 should go down East Johnson
- #13 is a great route but needs more frequency
- 8, 72, 10 should go to the UW center toward Middleton, especially in the winter and after 9 pm
- #2 that serves the hospital in the PM. This is great for West/North riders, but if you live East as others do at the hospital, all connecting routes on the square East/South leave 2 or 3 minutes before the #2 gets to the square leaving riders to wait 30-60 minutes for a next bus at 10pm.
- Environmental Services staff (UW hospital) are still having difficulties with no bus service for route 2 or 50 at 11:30pm when they get off
- Earlier AM bus routes during the week and on weekends to UH/AFCH – we have staff who start at 5:00am and 5:30am, so taking the bus is not an option to get to work on time.
- Bus service to the UW call center on Excelsior Drive have had some staff resign because they could not get transportation to this site.
- #10 Bus route at 11:30 from Winnebago St. to UW Hospital is a busy route averaging 7-18 riders per day – make sure it remains or else transport to work will be hard.



Phase 1 Community Engagement Report

Public Meeting 1 Results

Public Meeting #1: Transit Choices

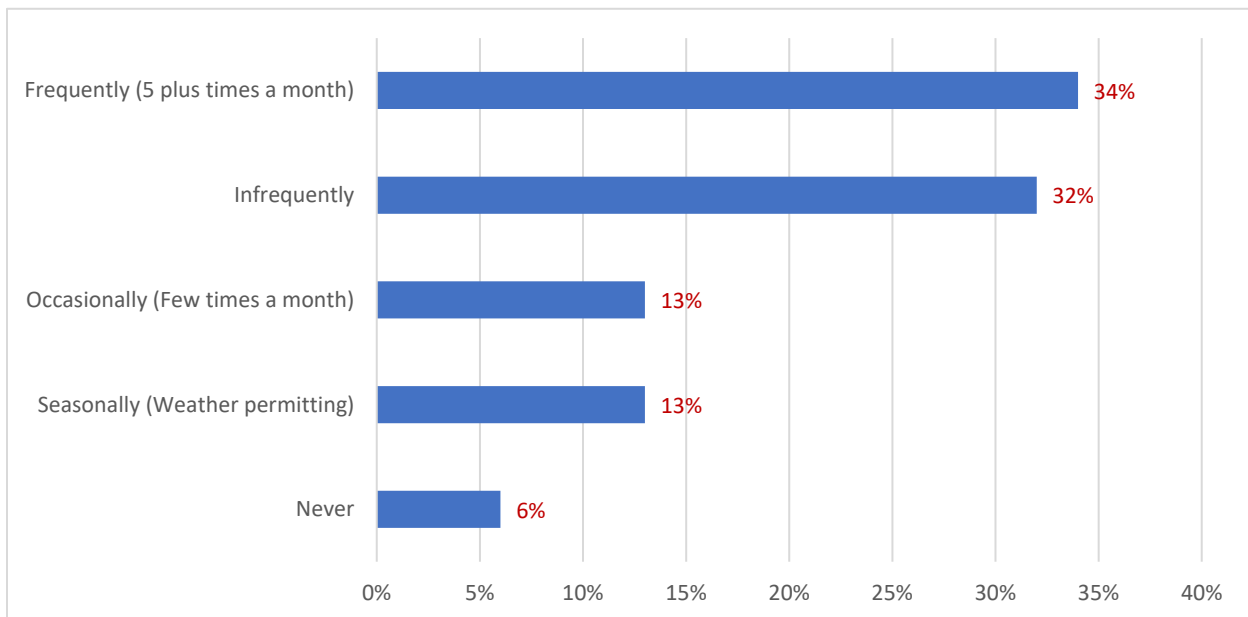
The meeting began with interactive live polling of meeting participants, directly followed by an introduction from Mayor Satya Rhodes-Conway, and a presentation from City staff and the consultant team to share information about the project background, goals and objectives, planning process, and anticipated trade-offs and potential choices for the redesigned network. Participants were offered the opportunity to provide any input or have their questions and concerns addressed by City Staff and the consultant team with the assurance that input will be used to inform transit network design.

Key Takeaways

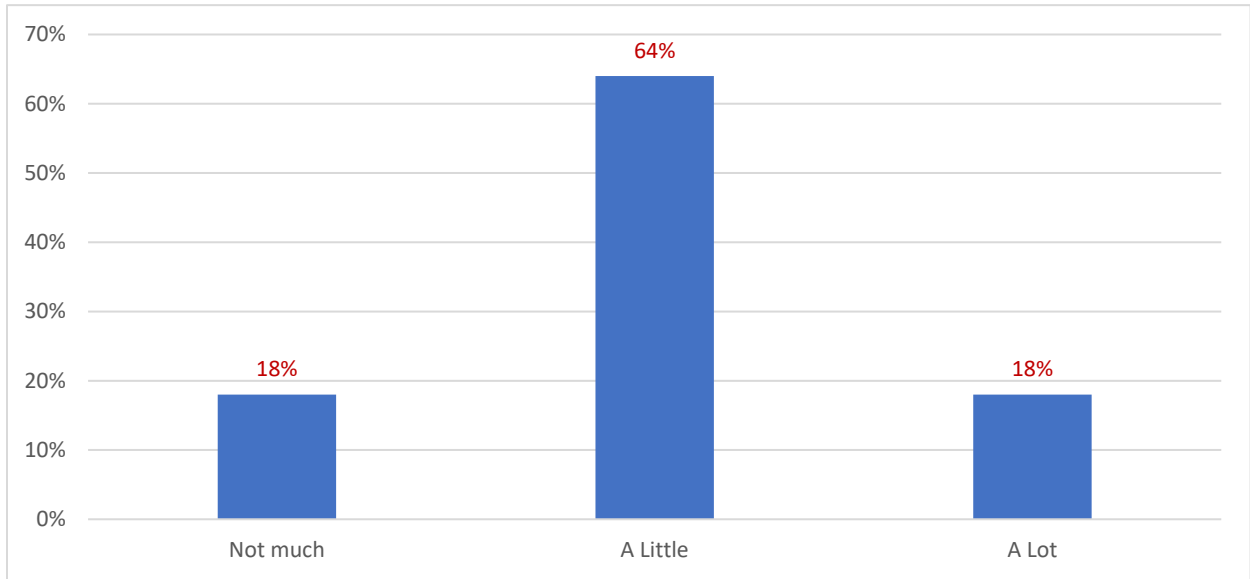
- Most participants indicated using Metro Transit service at least a few times per month
- Majority of meeting participants desire a “half coverage, half ridership” network and believe we require 25-50% more service
- Service for everyone regardless of where they are, while supporting dense walkable development was the most common type of network desired by meeting participants
- Concerns about regional transportation accommodations (commuting from surrounding cities into Madison)
- Electric buses, solar panels, and other sustainability upgrades to combat environmental impacts
- Incentivize dense transit-friendly development along major corridors
- Longer service hours, especially on weekends and evenings

Live Polling Results

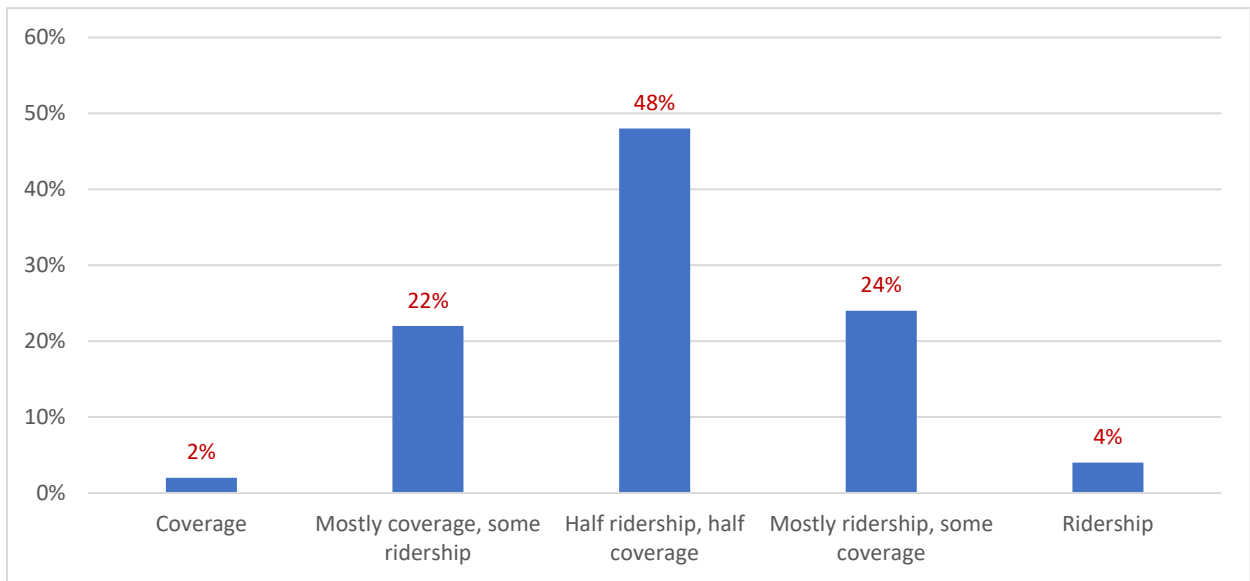
How often do you use Metro Transit service?



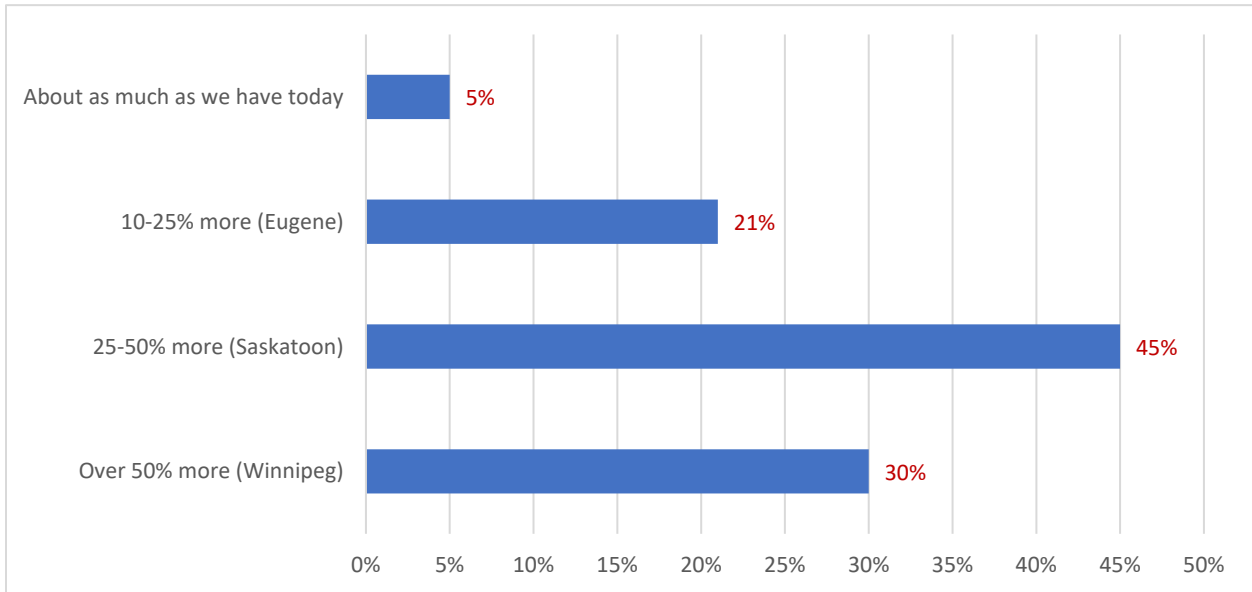
How much do you know about the Madison Metro Network Redesign?



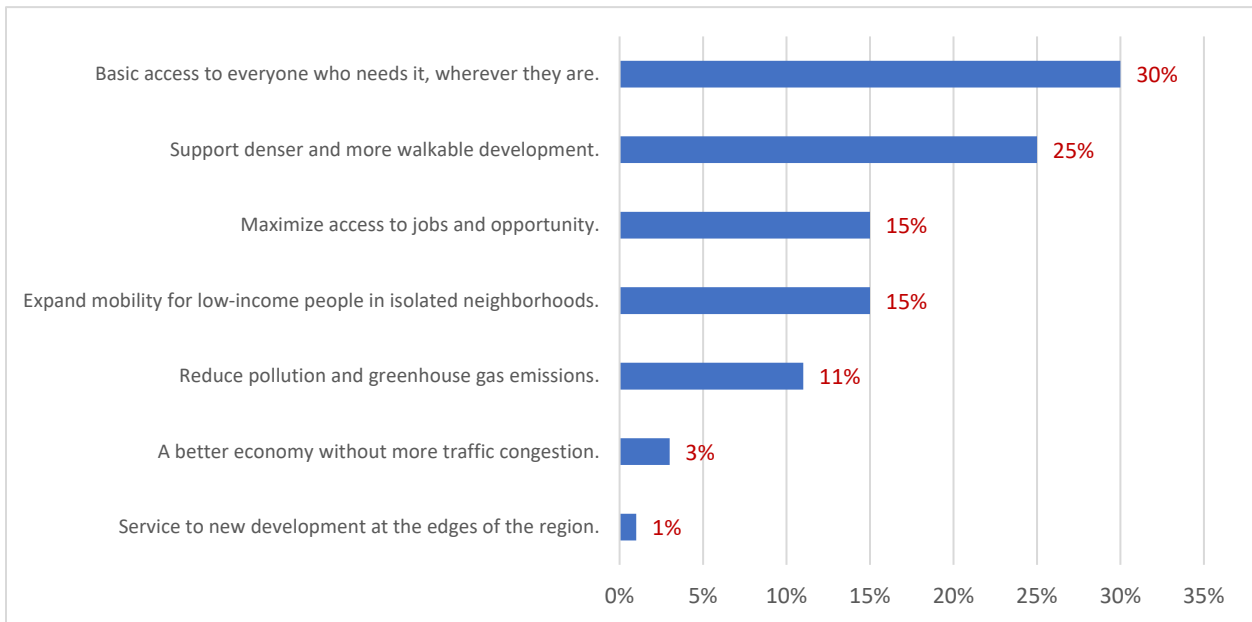
When you think about the ridership-coverage tradeoff, what do you think the overall priority should be?



In your opinion, how much transit service does Madison need?



Public transit can do many things for the community. Which of these things do you think are most important?





Network Redesign

Phase 1 Community Engagement Report

Event Tabling & Intercept Interviews Results

Event Tabling and Intercept Interviews

The engagement team conducted on-site interviews at prominent locations throughout the city by “intercepting” community members present in the space. Intercept interviews were conducted at different times of the day and days of the week to ensure a variety of individuals were engaged. In addition, the team set up a table at multiple community events to engage individuals.

Intercept interviewing sessions (5):

- Luna’s Groceries
- North Transfer Point
- East Transfer Point (2)
- UW Memorial Union

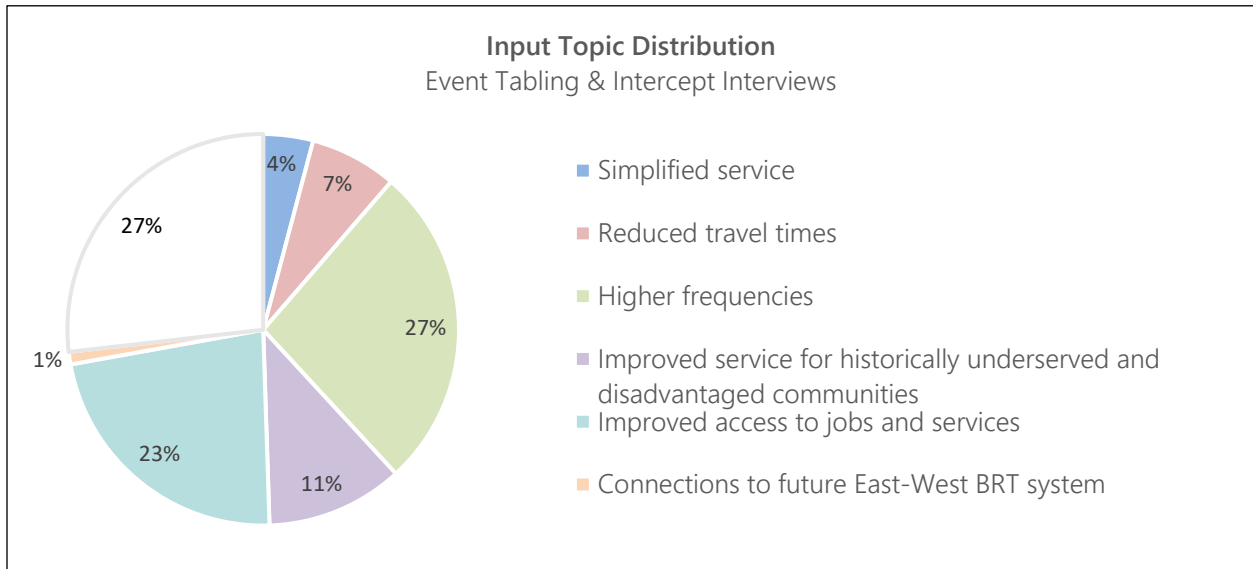
Community events attended (4):

- Wash and Tune-Up Event (Madison Bikes) – Brittingham Park
- Summer Concert Series – Olbrich Gardens
- Juneteenth Celebration – Penn Park
- Food pantry – Catholic Multicultural Center

Key Takeaways

- Higher frequency
- Need for better wayfinding improvements – apps, signage, map simplicity, and consistency in timeliness
- Implement more frequent routes, limited stops, and less transfers
- Improved weekend, night, and early morning service
- Ridership over coverage
- Improved accessibility and safety at bus stops and transfer points
- Payment enhancements – off-board payment kiosks, online/app payments, reduced fare for certain disadvantaged groups
- Regional transit improvements and better service options for regional commuters

Input Topic Distribution



Input Received by Topic

Simplified service

- Busses making sure to change route signs and cause to miss
- Busses pulling into different spots in transfer stations is bad
- Consistency in timeliness is key
- Would like to have maps and schedules at all bus stops and on the buses

Reduced travel times

- Buses should leave on time
- Faster service and more service going North and South
- Less stops from one destination to another
- Cannot spend an hour on the bus getting from point A to point B
- Punctual at pickups, causes lots of anxiety
- Have express busses

Higher frequencies

- #34 toward MATC was taken away and I want it back
- Busses leaving on time and not late, route 30 runs very late and miss connections, buses running more frequently would help
- I prefer ridership over coverage
- Need higher frequency on weekends especially late hours
- Route 28 should come back after covid
- Those working near the capitol need more frequent service
- More frequent service in Middleton, more than just the 78
- Need buses like the 70 to go to Middleton on weekends

- Mid-day hours should be increased for running errands on weekdays
- Earlier service
- Frequency of 32 and 71 should be every half hour not just every hour
- Wants service to McFarland and Fitchburg, the 57 is not frequent enough
- More buses on East Washington Avenue (the 6)
- Buses should run every thirty minutes on weekends
- Would like service earlier in the day on weekends
- Need more frequency
- Bus routes should run every day, none should run every other day
- More frequent on the weekend
- More frequent busses outside of the normal work hours
- Busses come more frequently on UW campus
- Have busses come more frequently and have more stops around Madison
- Peak is good but rest is hard
- Frequency is good
- Have busses come more frequently than they currently are
- More peak service
- Have busses come every 30 minutes to downtown

Improved service for historically underserved and disadvantaged communities

- Free bus passes for seniors
- More accommodations for senior citizens
- Easier for people who cannot read as well
- Put a bus stop near the temporary homeless shelter near Magnuson Hotel
- Keep bus stops on the southside of Madison, especially near the senior center
- The bus is a main mode of transportation for seniors
- Coverage is good for people with disabilities
- Have bus stops at senior centers
- Focus more on ridership, but make sure to go into communities of color and other underrepresented communities
- If busses were more accessible, then more people would ride
- Prioritize covering more communities

Improved access to jobs and services

- Route 16/31 needed for work
- Liked the 34 for getting from the East Transfer Point to MATC – need a bus that runs that route, now he has to make a connection from the 5 to the 6 and does not like it
- Need more bus stops on Monona Drive
- Would like to have a bus go out to the Woodman's in Sun Prairie – that hub would be a good place for a stop
- More buses to Monona and Fitchburg
- Would like a bus to travel to Walmart on Nakoosa (30 route)
- Better for commuting
- Make Bus route faster to get to the airport
- Route from Madison to Monona

- Route from Madison to Sun Prairie
- Route from Madison to Costco
- More frequent routes to the airport
- Add more stops in Middleton
- Have bus stops near schools and Colleges
- More routes to other cities
- More regional transit
- More stops on the south side
- More routes in Sun Prairie
- Have bus stops at High Schools and Middle Schools
- Have busses go to the airport
- Have busses go to Princeton club west
- More service to main streets in Madison

Connections to future East-West BRT system

- Crossing town takes too long and is too complicated

Miscellaneous Input

- Drivers / workers need to be nicer to riders
- Drivers are rude to riders
- Wifi on buses would be nice
- East side routes are important
- If a bus is taking a detour the Metro system should inform riders and let them know where the closest place they can be picked up is instead – don't pass them up
- More coverage overall
- Enforce masks
- Bus drivers should allow passengers to sit down before the bus leaves
- Benches at bus stops
- Add seatbelts on busses
- Air conditioning on busses
- Safer State Street stops
- Lights in all the bus stops
- Heated and Sheltered bus stops for the winter
- Have bus stops near access points for bike paths
- Recover the seats
- Keep busses off of State Street
- Provide services in as many places as possible
- Integrate community needs to safety
- Hard to wait for the bus during winter
- Add park and rides
- Have commuter busses
- Bring back the trolley
- Have bus stops on State Street
- More coverage overall
- Important to provide service in places that need it

Route-Specific Input

- Route #16 needs work to be more functional
- #31 needs to be more on time
- Liked the #34 for getting from the East Transfer Point to MATC – need a bus that runs that route, now we have to make a connection from the #5 to the #6 and it is much harder
- #34 toward MATC was taken away and I want it back
- Would like a bus to travel to Walmart on Nakoosa Trail like old #30 route
- #28 should come back post-covid
- #78 and #70 to Middleton is essential, especially on weekends
- Frequency of #32 and #71 should be every half hour not just every hour