



Transit Network Redesign

Middleton

March 21, 2022

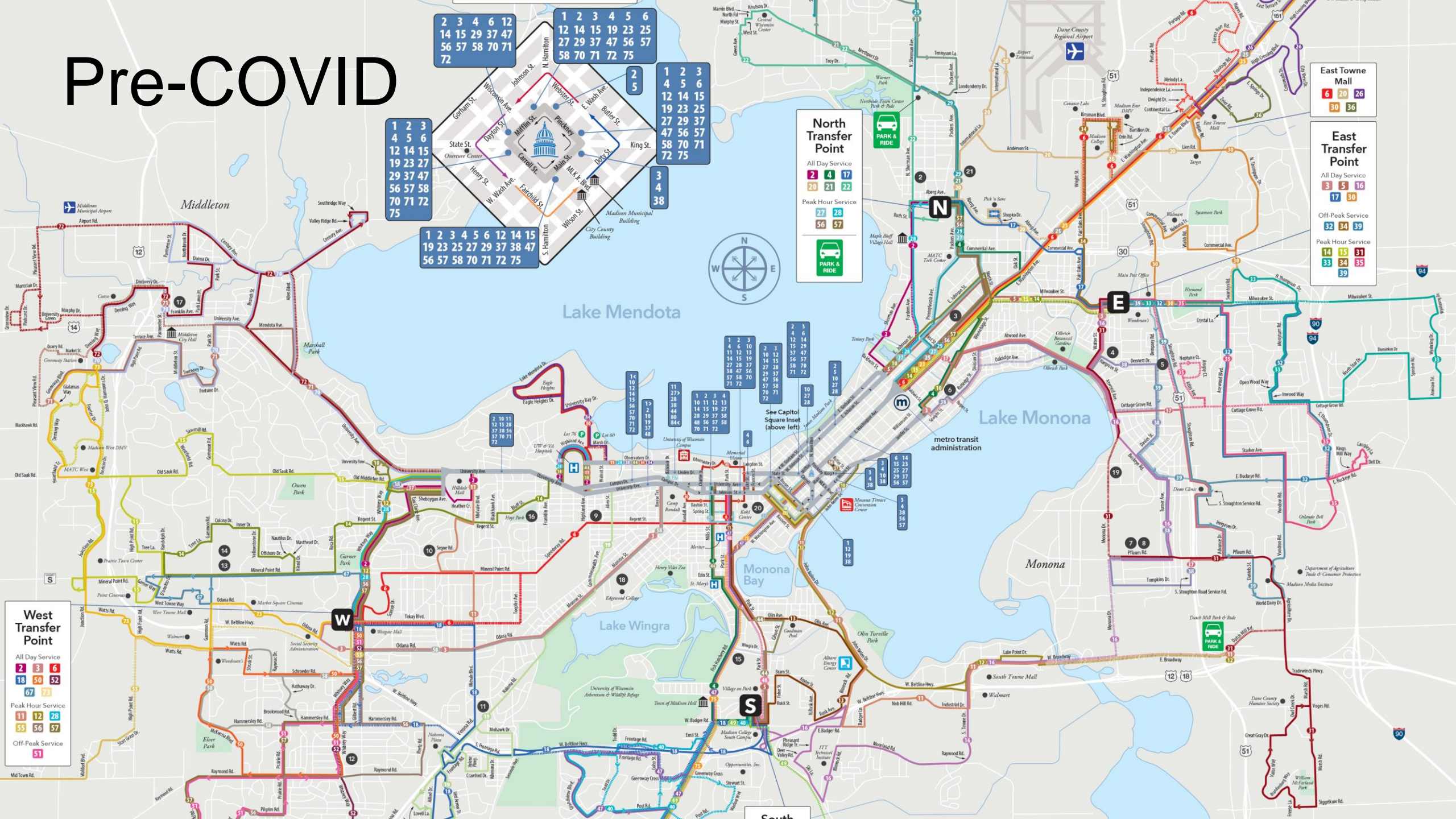
Transit Network Redesign

- The Metro Transit Network Redesign will design a route system that will better meet the needs of Madison area residents and businesses.



- www.MyMetroBus.com/Redesign

Pre-COVID



2	3	4	6	12
14	15	29	37	47
56	57	58	70	71
72				

1	2	3	4	5	6
12	14	15	19	23	25
27	29	37	47	56	57
58	70	71	72	75	

1	2	3
4	5	6
12	14	15
19	23	27
29	37	47
56	57	58
70	71	72
75		

1	2	3
4	5	6
12	14	15
19	23	25
27	29	37
47	56	57
58	70	71
72	75	

1	2	3	4	5	6	12	14	15						
19	23	25	27	29	37	38	47	56	57	58	70	71	72	75

3	4	38
---	---	----

North Transfer Point
All Day Service
2 4 17
20 21 22
Peak Hour Service
27 28
56 57
PARK & RIDE

6	20	26
30	36	

East Transfer Point
All Day Service
3 5 16
17 30
Off-Peak Service
32 34 39
Peak Hour Service
14 15 31
33 34 35
39

West Transfer Point
All Day Service
2 3 6
18 50 52
67 72
Peak Hour Service
11 12 28
55 56 57
Off-Peak Service
51



South

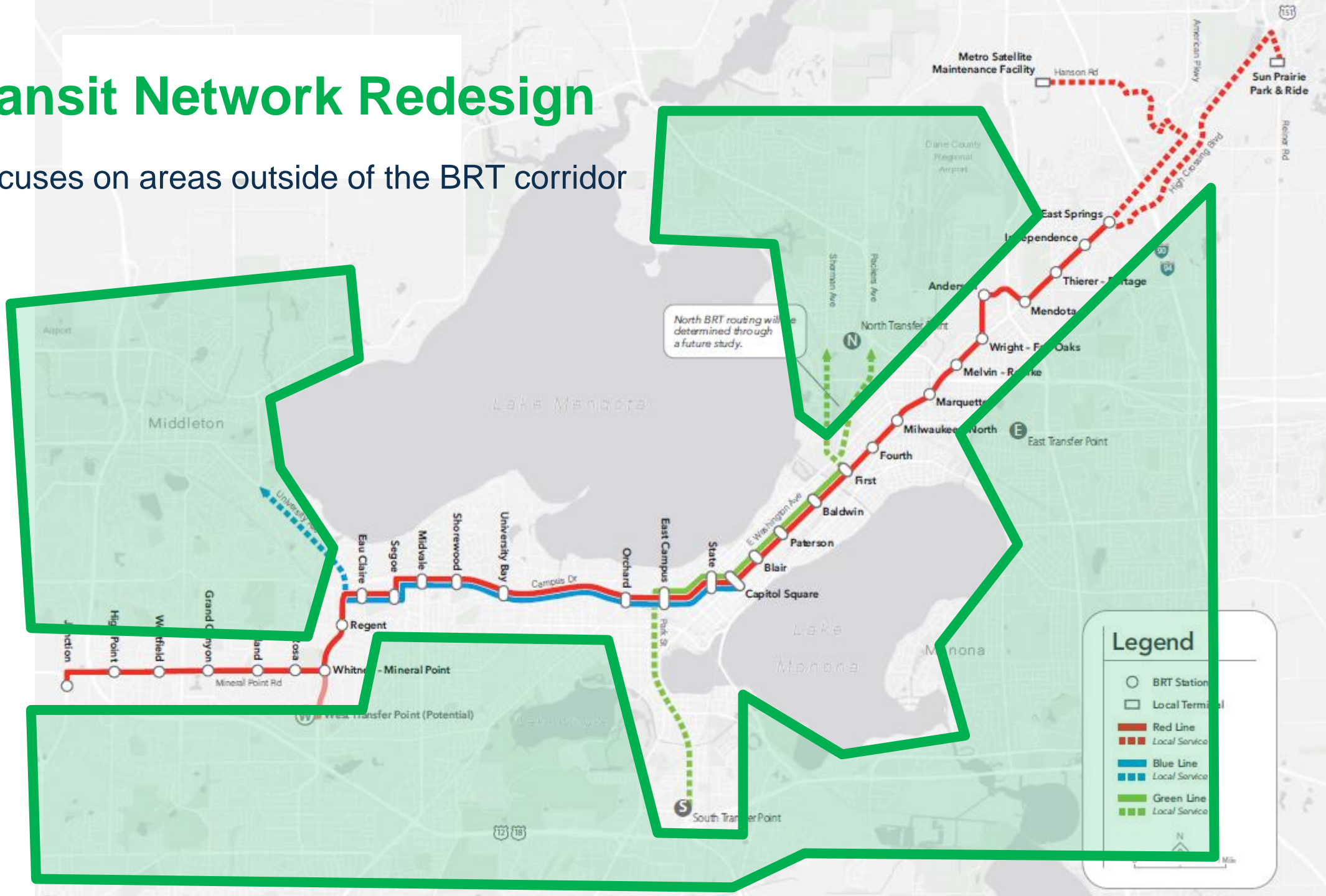
Why now?

- Address long-standing issues and discrepancies
- Recover from COVID-19 in a way that reflects future needs
- Compliments BRT and brings some of those benefits to more neighborhoods



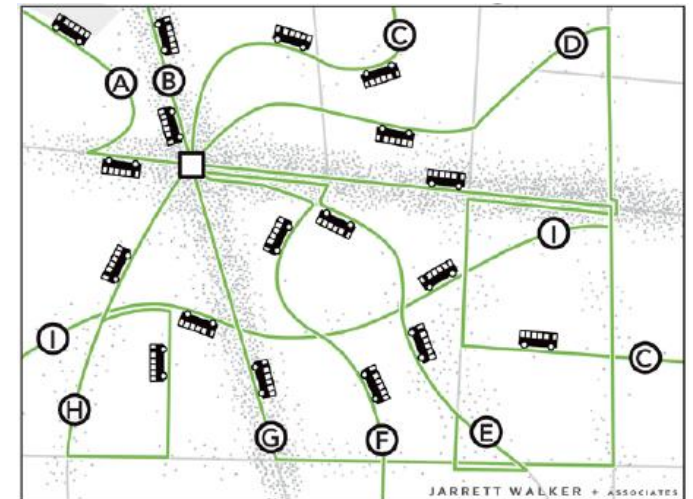
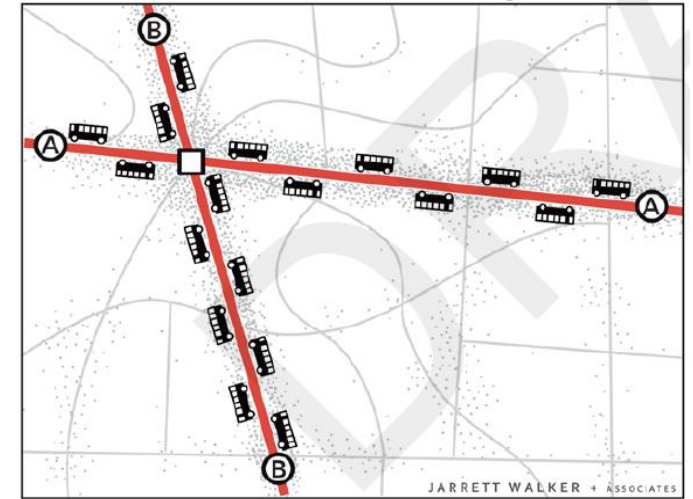
Transit Network Redesign

Focuses on areas outside of the BRT corridor



Basic Goals for Public Transportation

- **Ridership** concentrates transit service onto fewer routes with more frequent service, ultimately increasing ridership
- **Coverage** extends transit service to as many people as possible regardless of frequency











Policy Direction

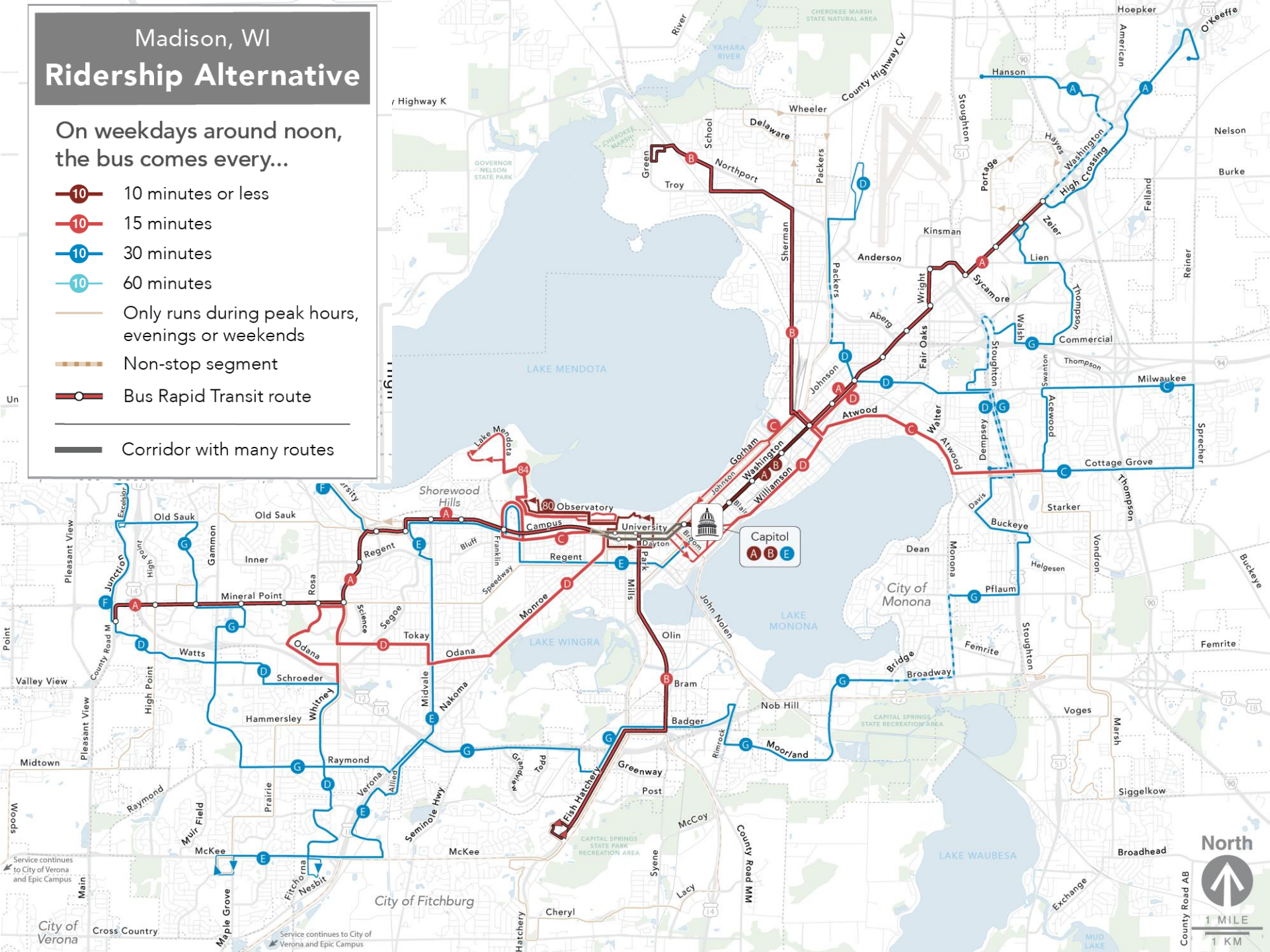
1. Ridership, definitely. Minor corrections only.
2. Ridership, mostly. Some lower frequencies to reach a few more places.
3. Coverage, mostly. Just a little less coverage to so we can get a few higher frequencies.
4. Coverage, definitely. Minor corrections only.

Ridership Alternative

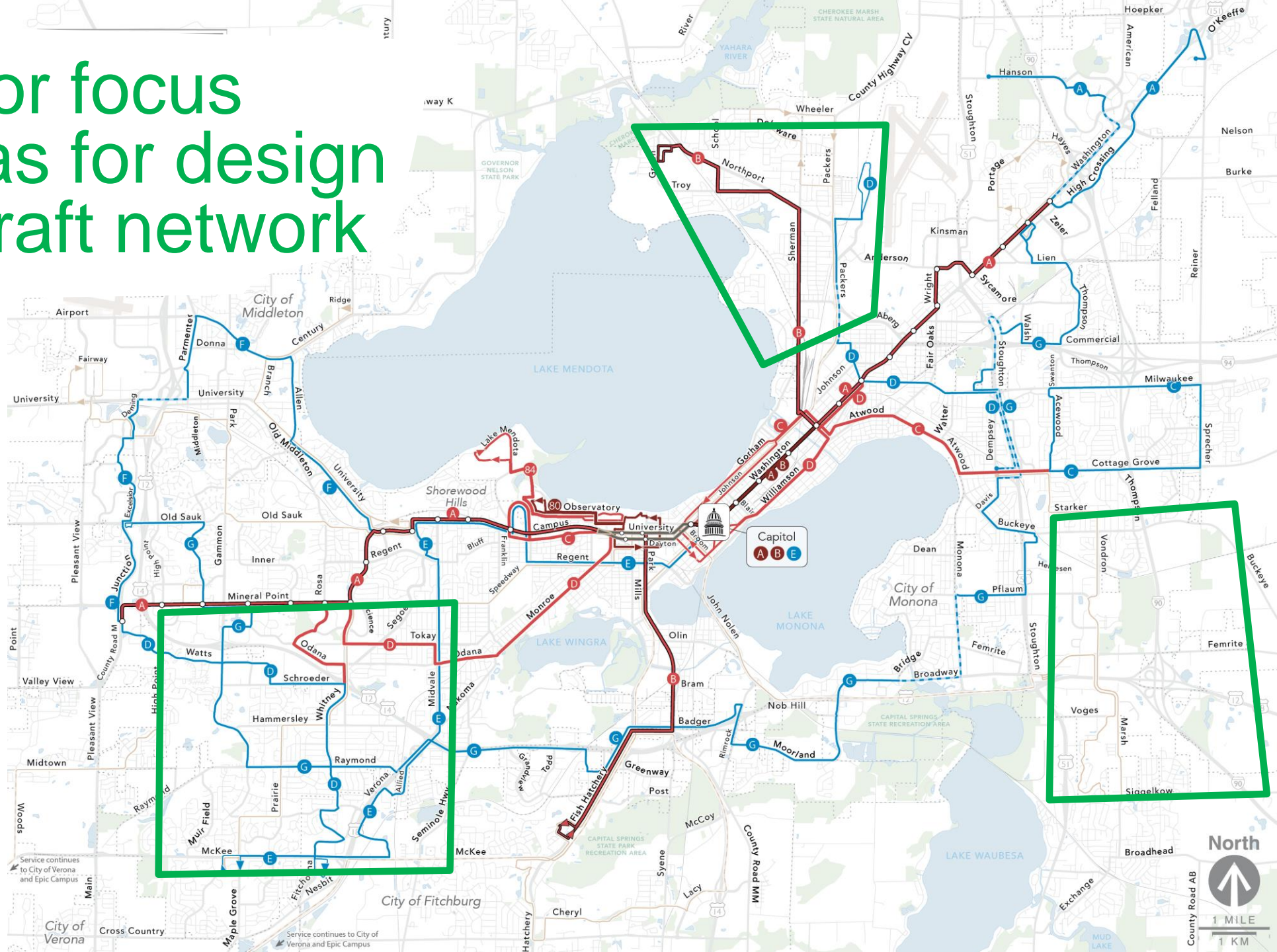
Madison, WI Ridership Alternative

On weekdays around noon, the bus comes every...

-  10 minutes or less
-  15 minutes
-  30 minutes
-  60 minutes
-  Only runs during peak hours, evenings or weekends
-  Non-stop segment
-  Bus Rapid Transit route
-  Corridor with many routes



Major focus areas for design of draft network

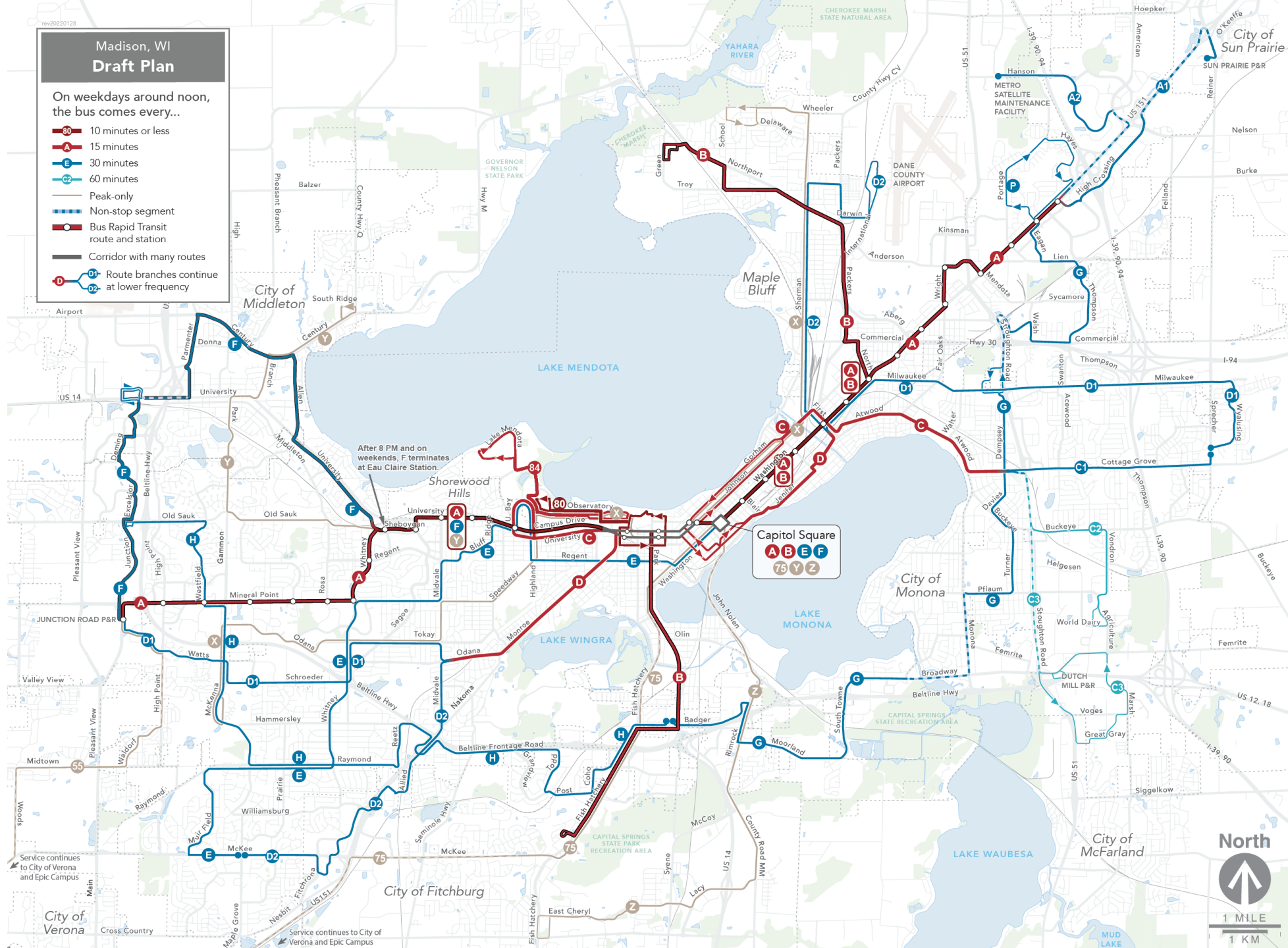


Draft Plan

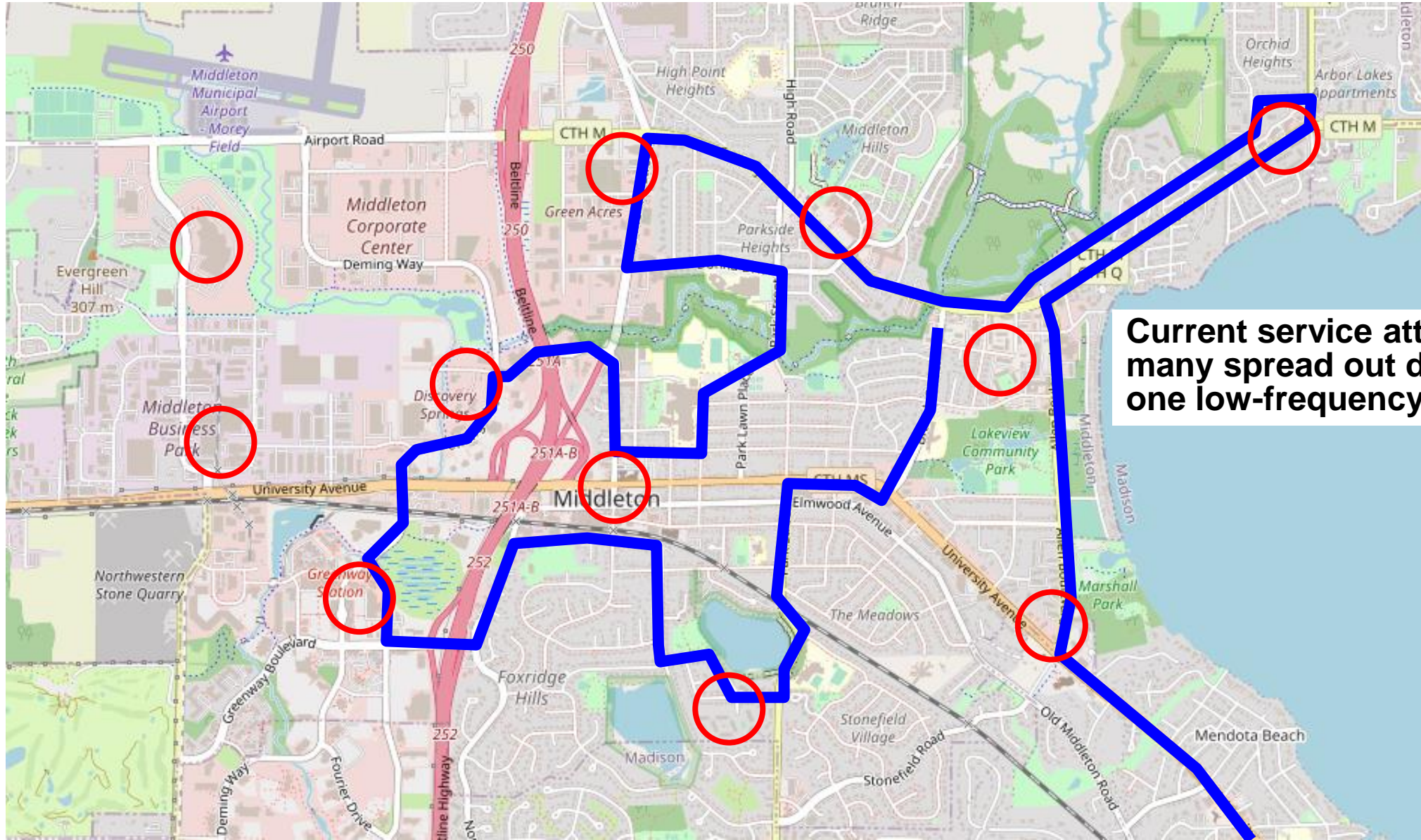
Madison, WI
Draft Plan

On weekdays around noon,
the bus comes every...

- 10 minutes or less
- 15 minutes
- 30 minutes
- 60 minutes
- Peak-only
- Non-stop segment
- Bus Rapid Transit route and station
- Corridor with many routes
- Route branches continue at lower frequency



Transit Needs in Middleton

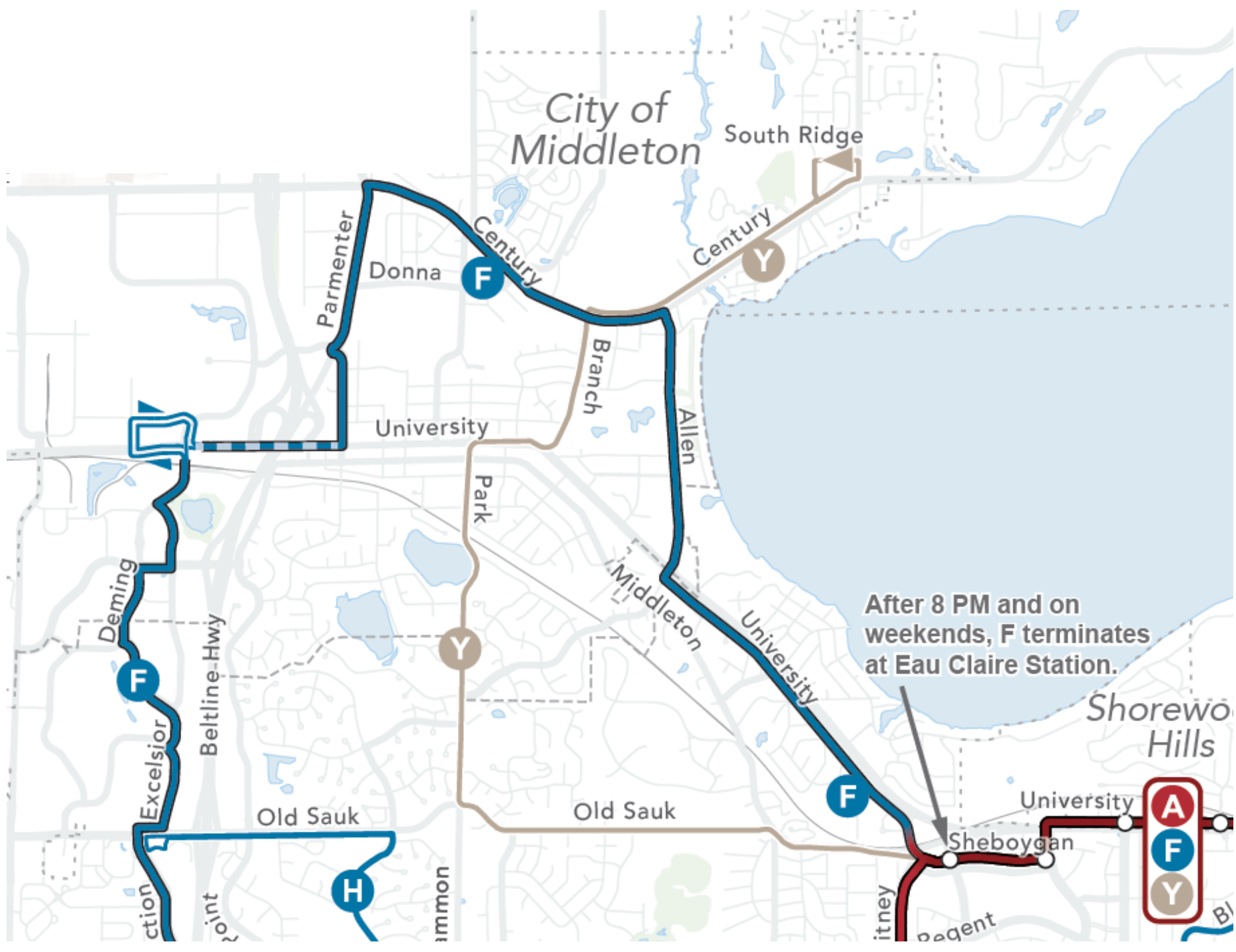


Current service attempts to serve many spread out destinations with one low-frequency, circuitous route

Ridership in Middleton



Draft Plan



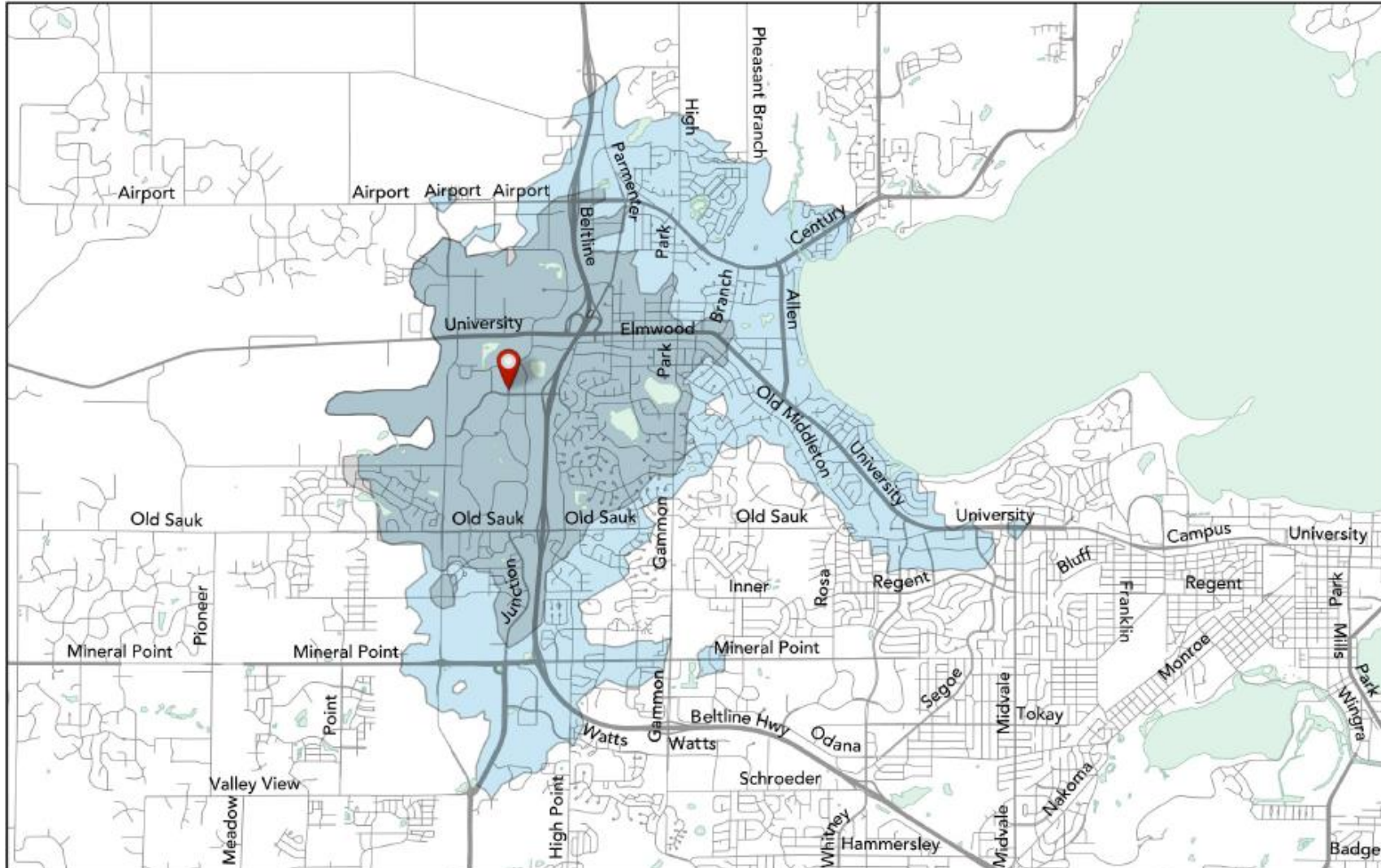
How far can I travel in **45 minutes** from

* Compared with the Metro Network as of Spring 2020

Greenway at Deming

on weekdays at noon using:

the Draft Plan Network?

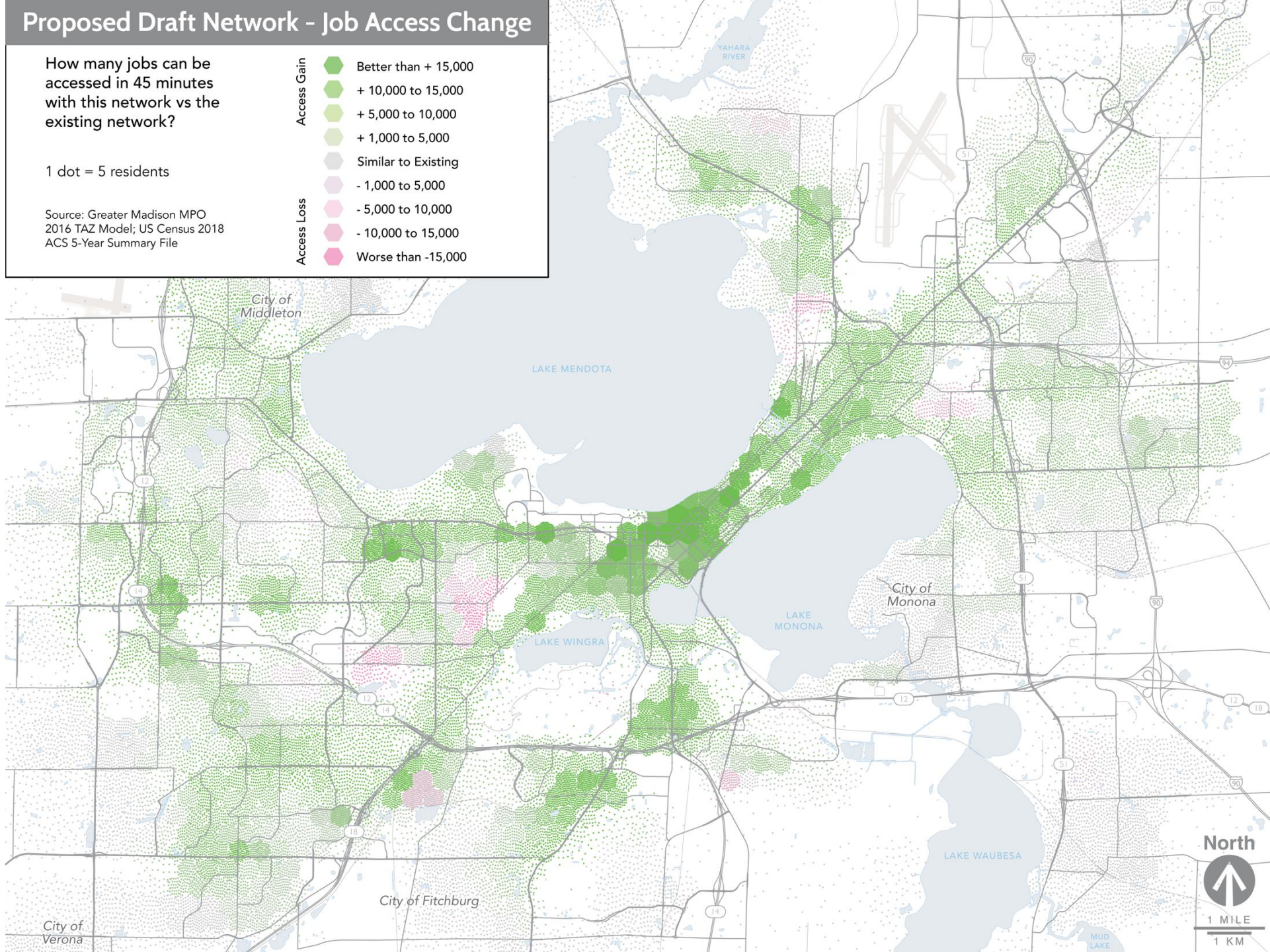


Proposed Draft Network - Job Access Change

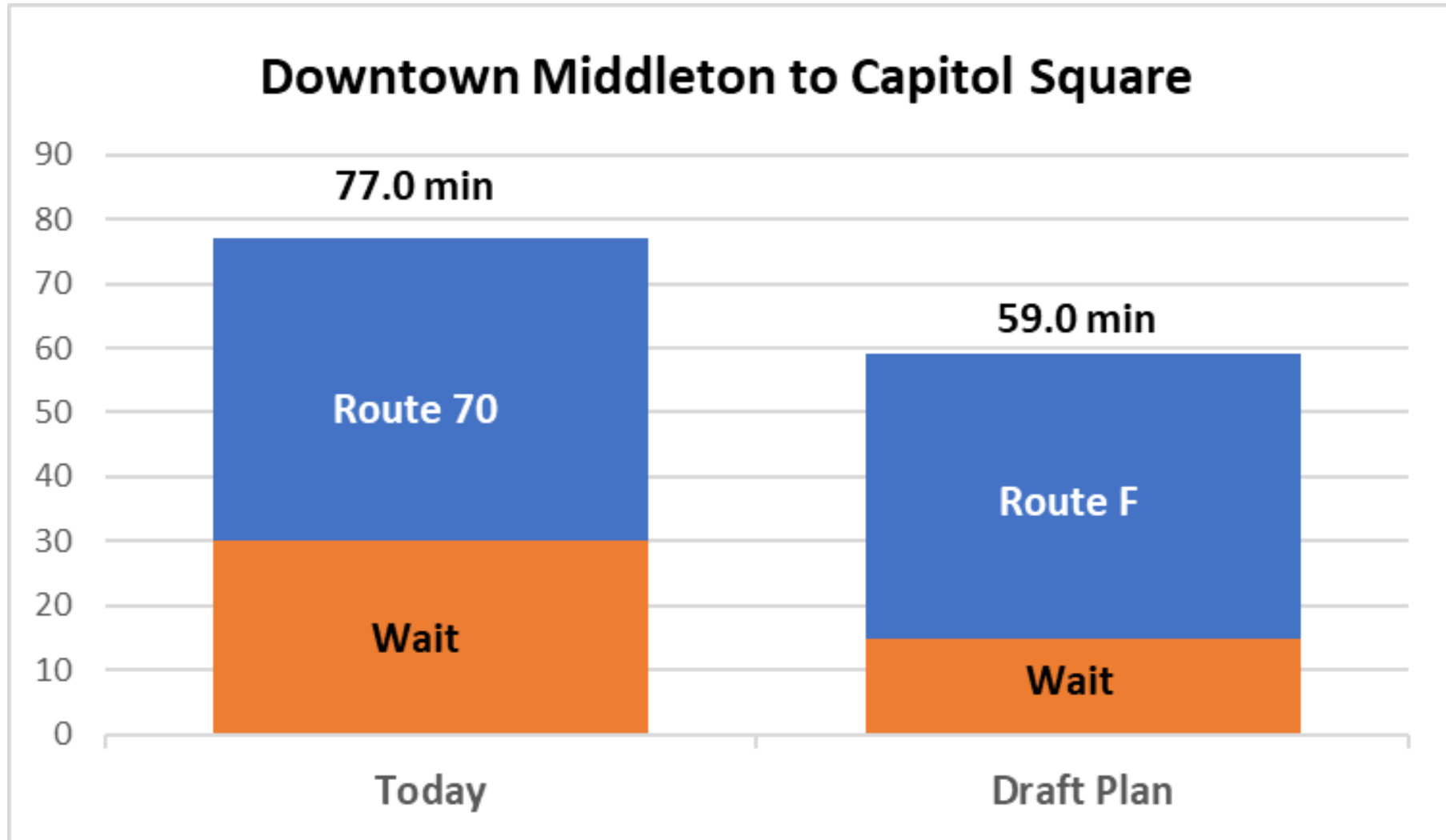
How many jobs can be accessed in 45 minutes with this network vs the existing network?

1 dot = 5 residents

Source: Greater Madison MPO
2016 TAZ Model; US Census 2018
ACS 5-Year Summary File



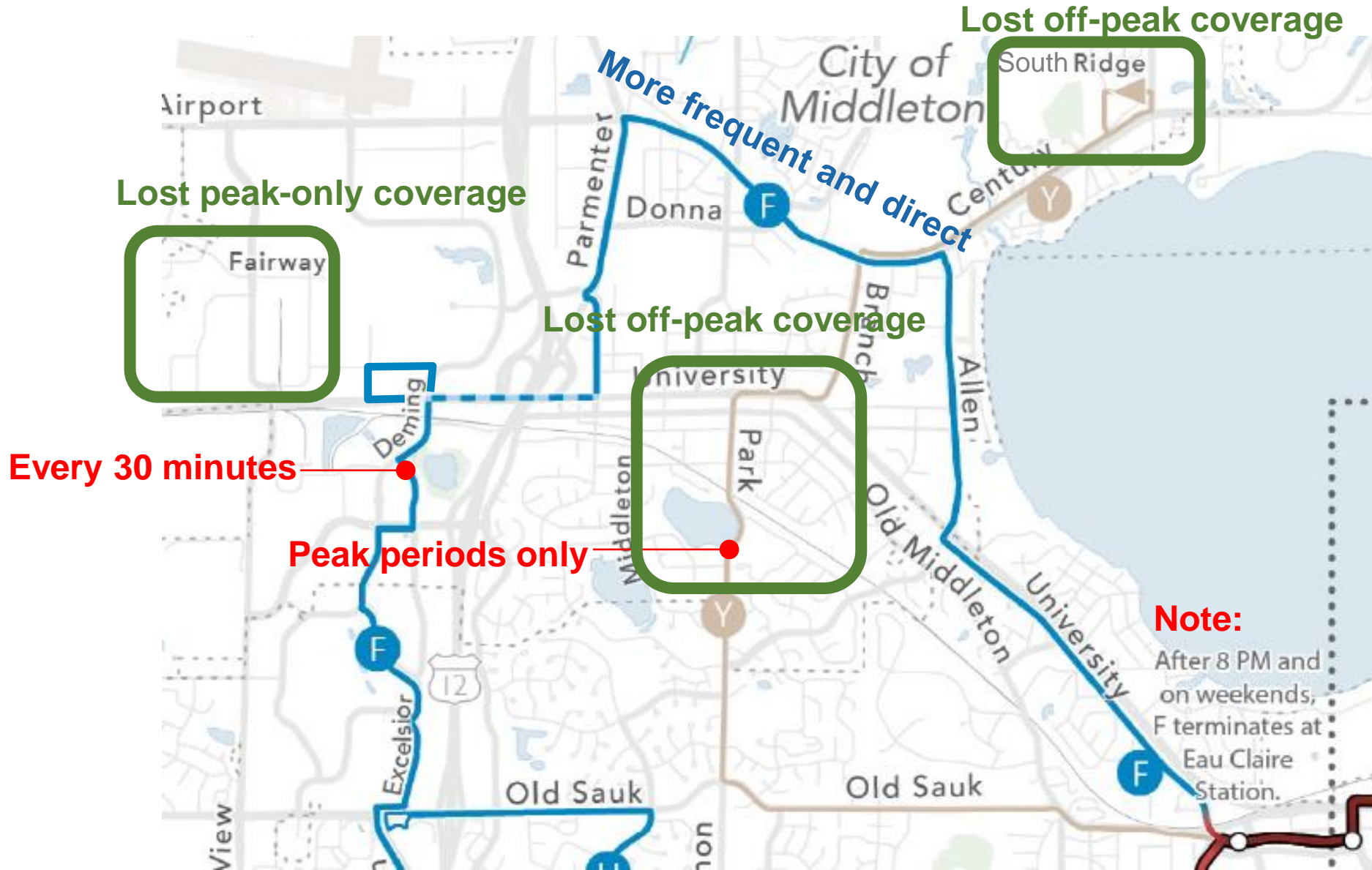
Estimated Travel Times



Key Take-Aways

- Bus routes will be longer, straighter, and more frequent
- Transfer points will be eliminated, eliminating unnecessary delays and indirection
- The system overall will be far simpler, more logical, and easier to use.

Key Take-Aways



Amendment Process

- Metro will lay out plausible amendments to the draft plan.
- City of Madison and City of Middleton Policy Makers will decide which ones to include

Next Steps

- Please fill out survey – [MyMetroBus.com/Redesign](https://www.mymetrobus.com/Redesign)
- Plan with amendments adopted summer 2022
- New network implemented in summer 2023



Transit Network Redesign

Middleton

www.MyMetroBus.com/Redesign

MetroRedesign@cityofmadison.com