



Transit Network Redesign

North Side Public Meeting
March 10, 2022

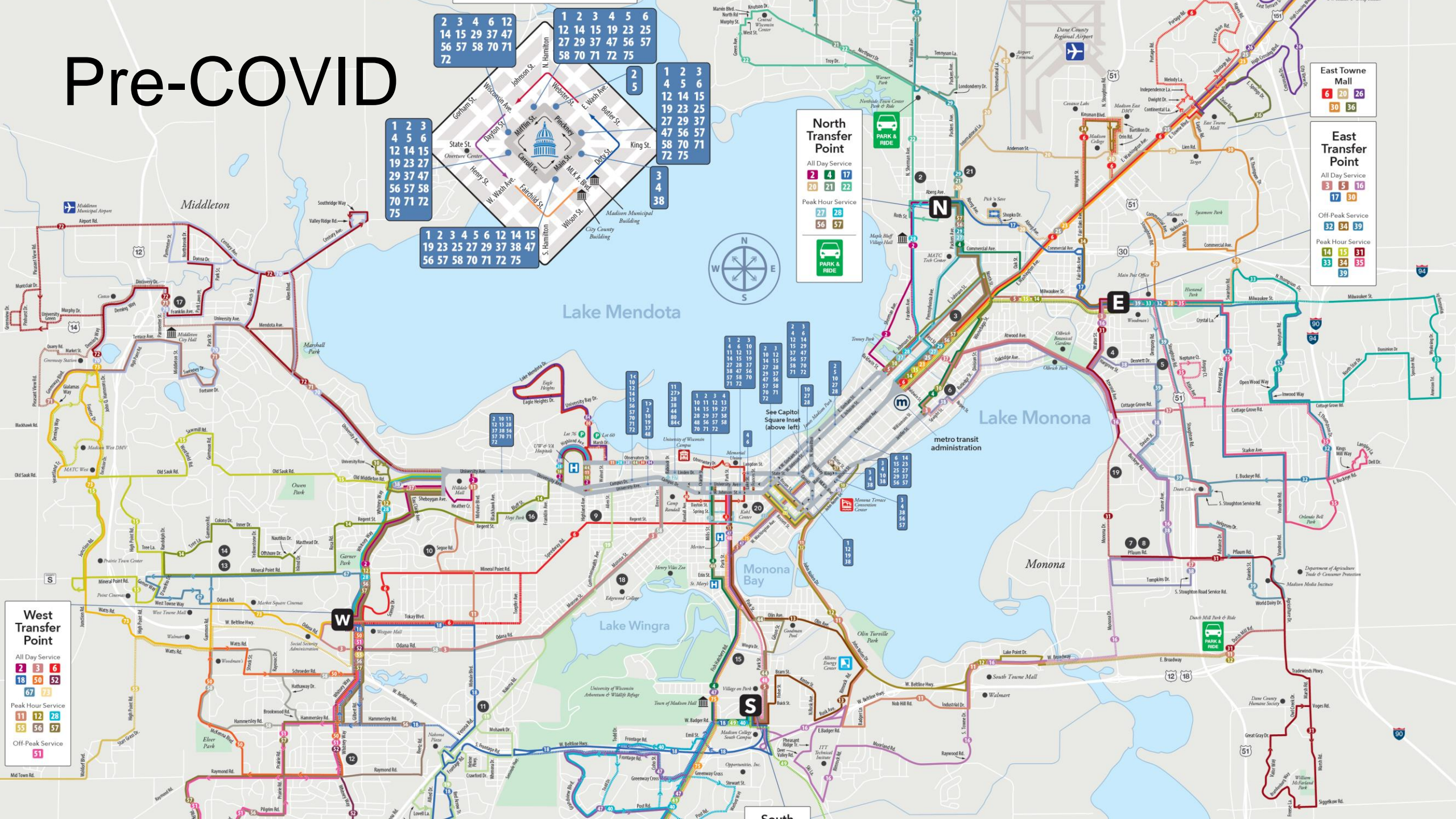
Transit Network Redesign

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

East Towne Mall
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

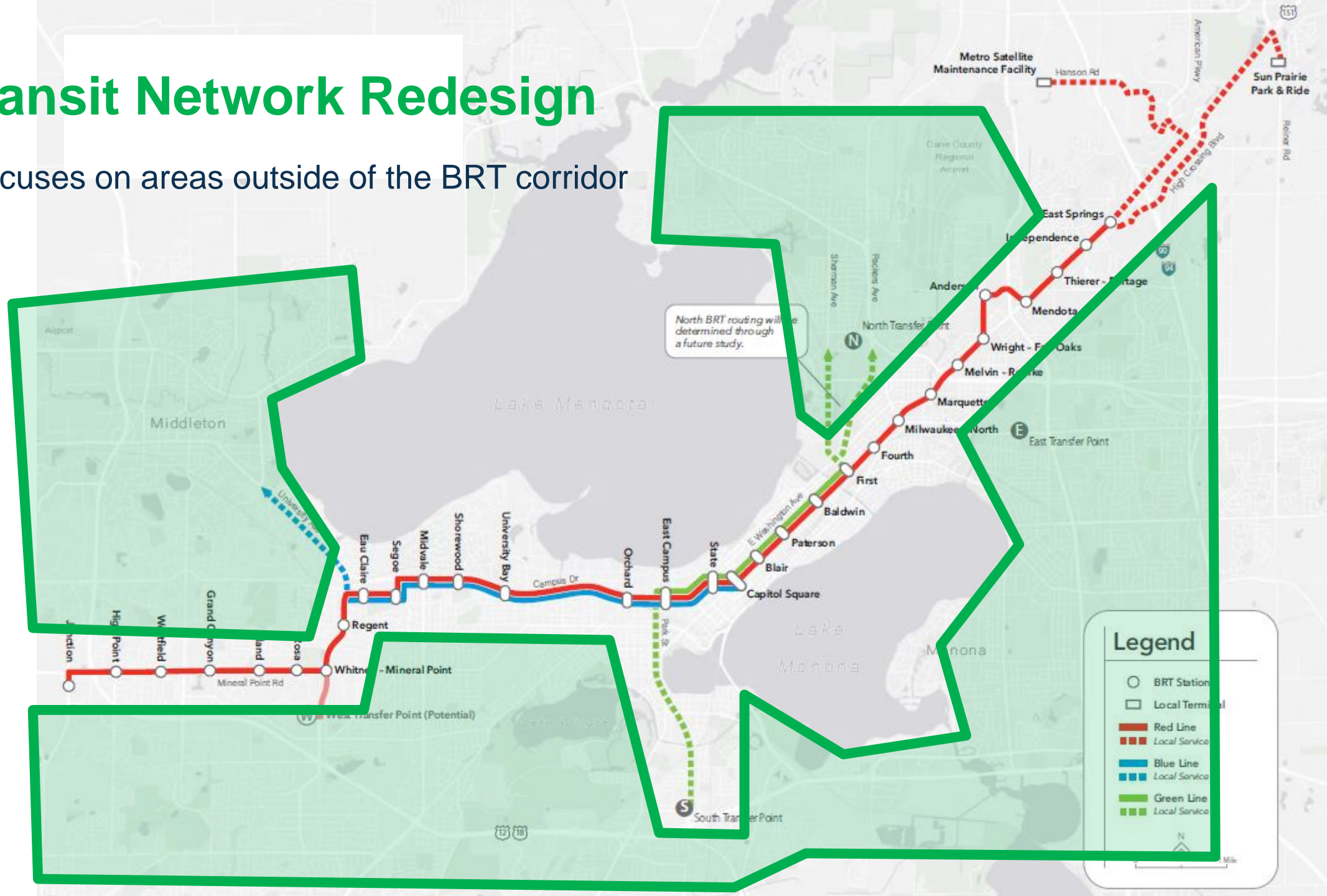
Why now?

- 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



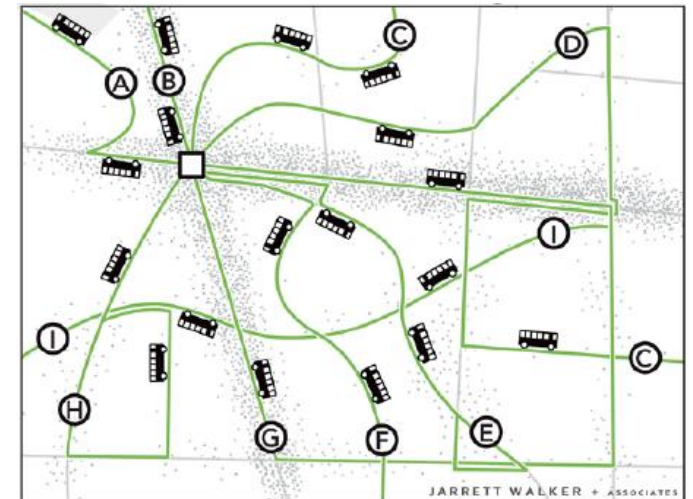
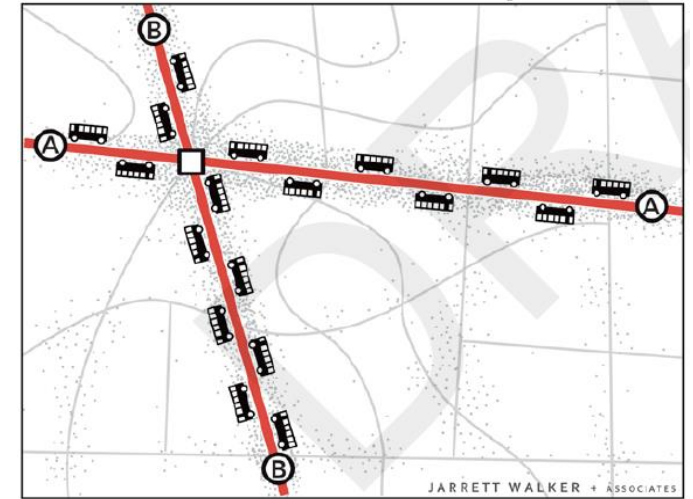
Transit Network Redesign

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

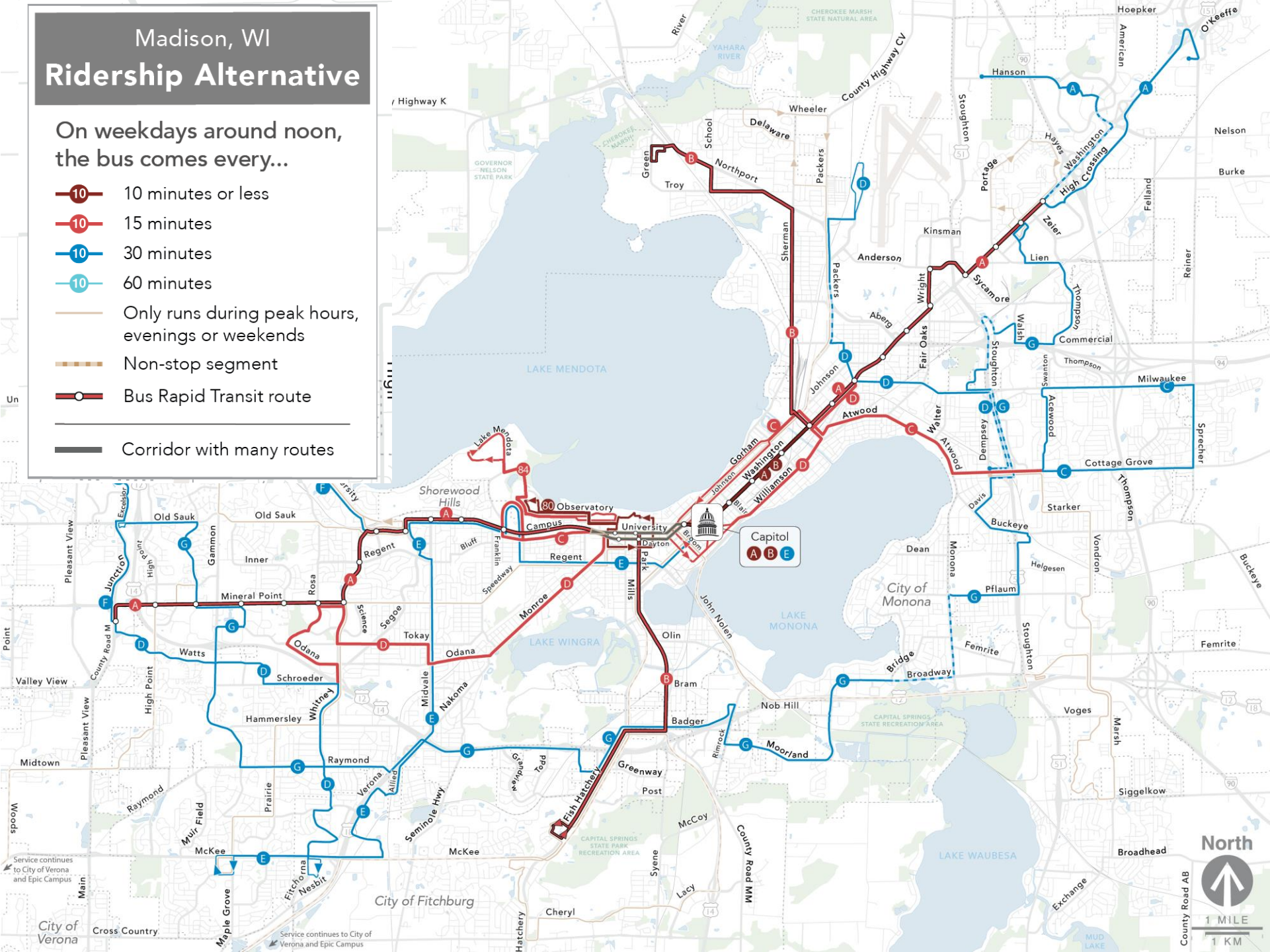
1. Ridership, definitely. Minor corrections only.
2. Ridership, mostly. Some lower frequencies to reach a few more places.
3. Coverage, mostly. Just a little less coverage to so we can get a few higher frequencies.
4. Coverage, definitely. Minor corrections only.

Ridership Alternative

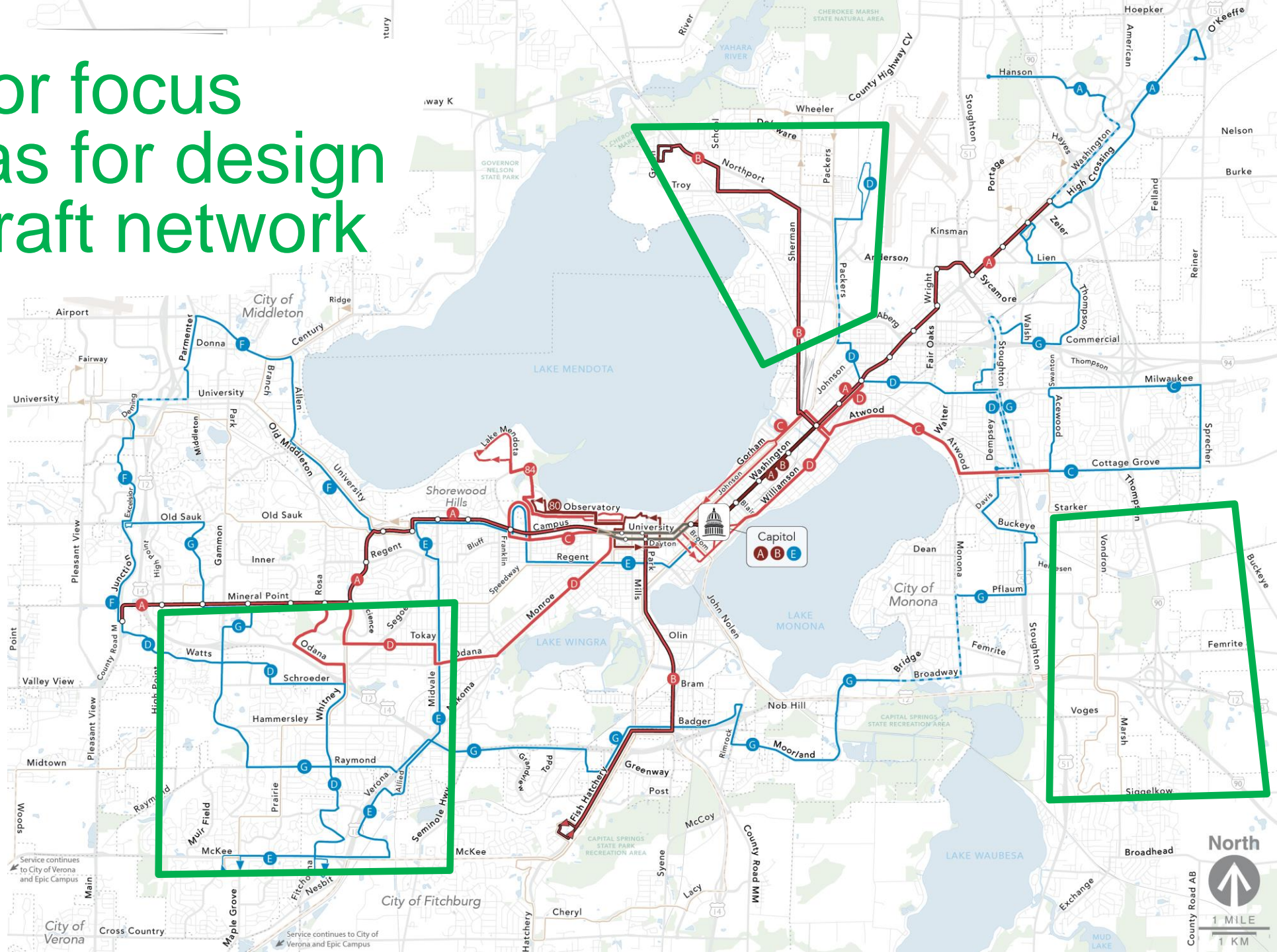
Madison, WI Ridership Alternative

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

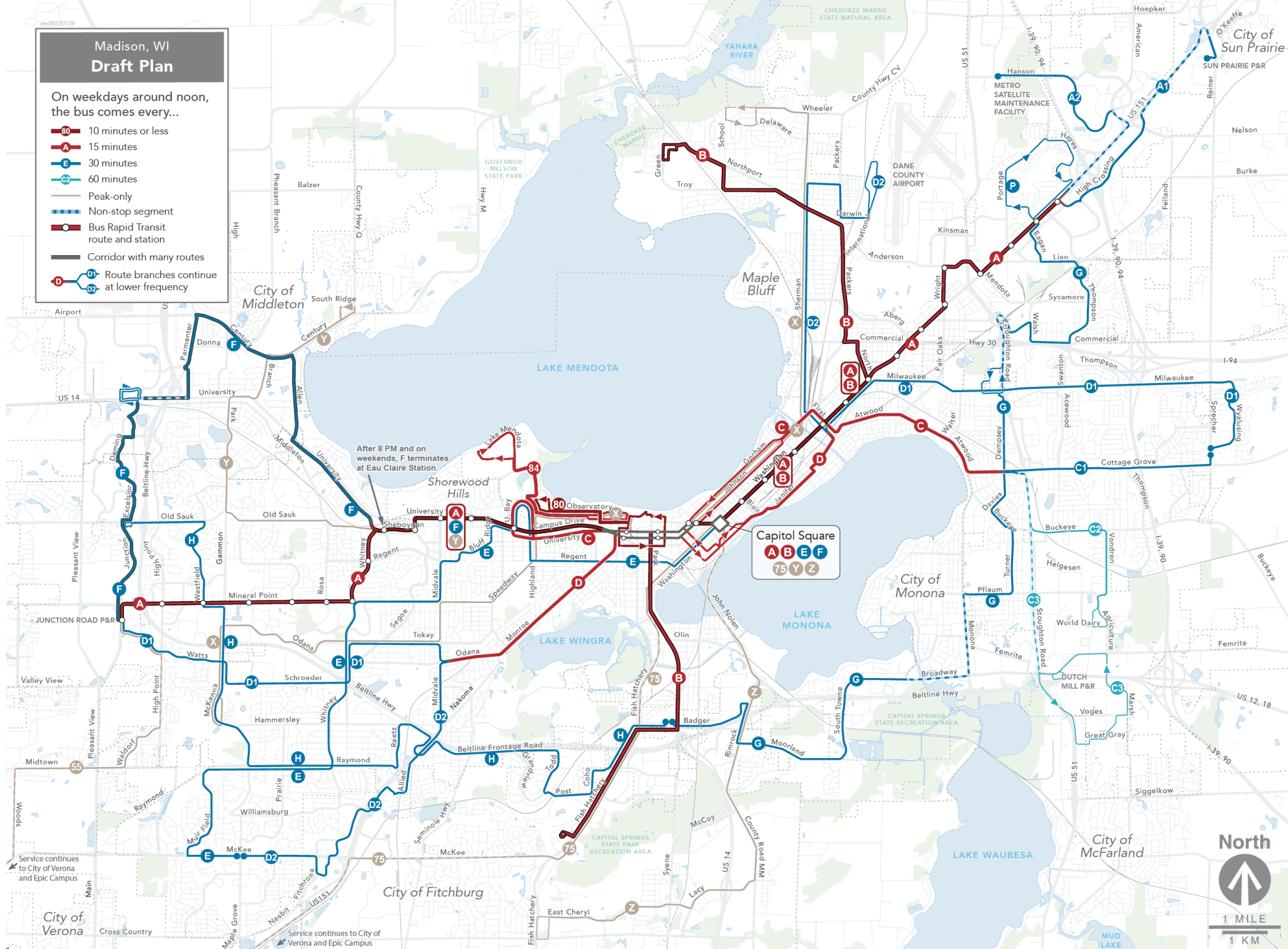


Draft Plan

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



After 8 PM and on weekends, F terminates at Eau Claire Station.

Service continues to City of Verona and Epic Campus

Service continues to City of Verona and Epic Campus

Service continues to City of Verona and Epic Campus

Service continues to City of Verona and Epic Campus

Service continues to City of Verona and Epic Campus

Low-Income Areas Mostly Concentrated Along Northport



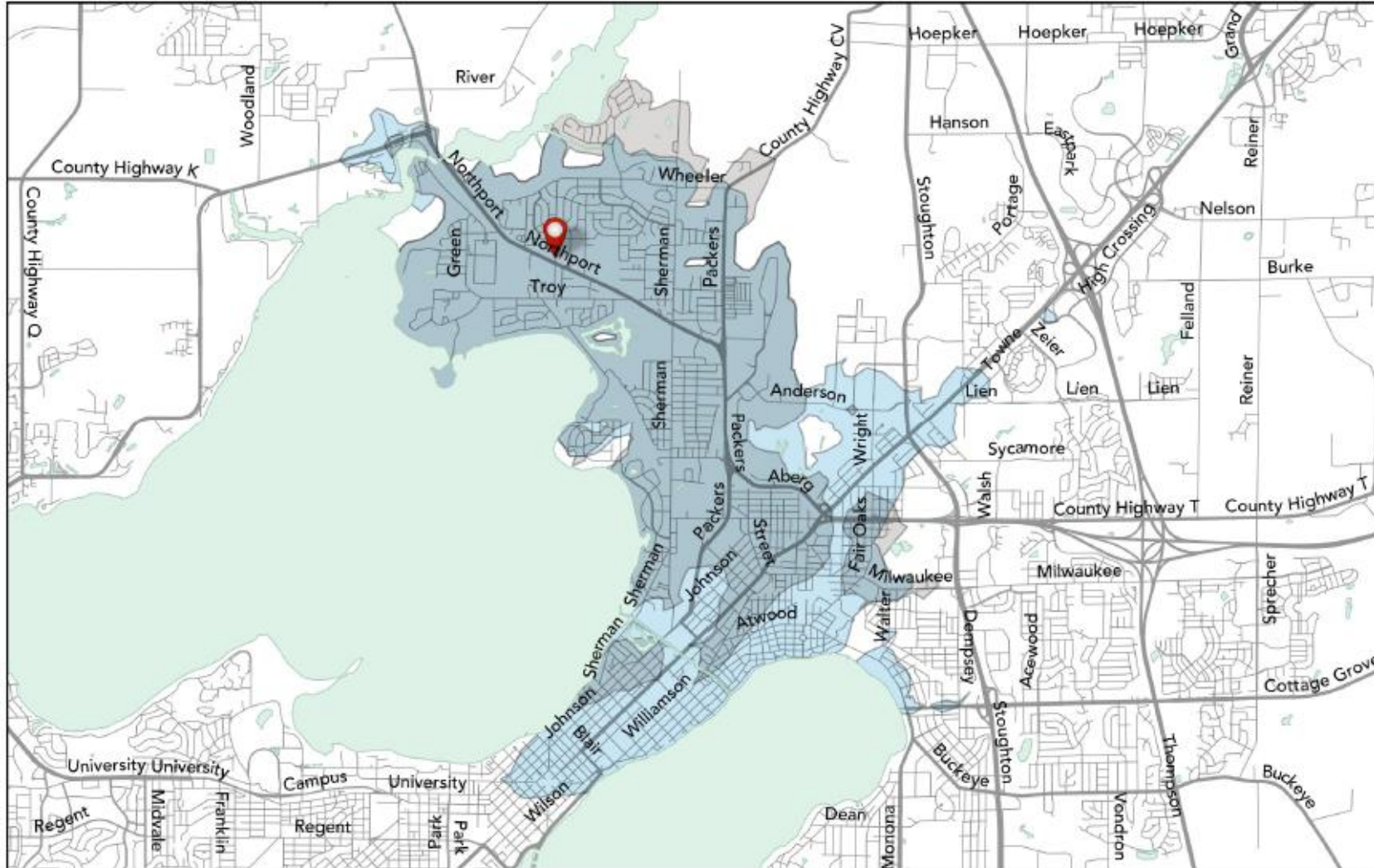
How far can I travel in **45 minutes** from

* Compared with the Metro Network as of Spring 2020

Northport at School

on weekdays at noon using:

the Draft Plan Network?



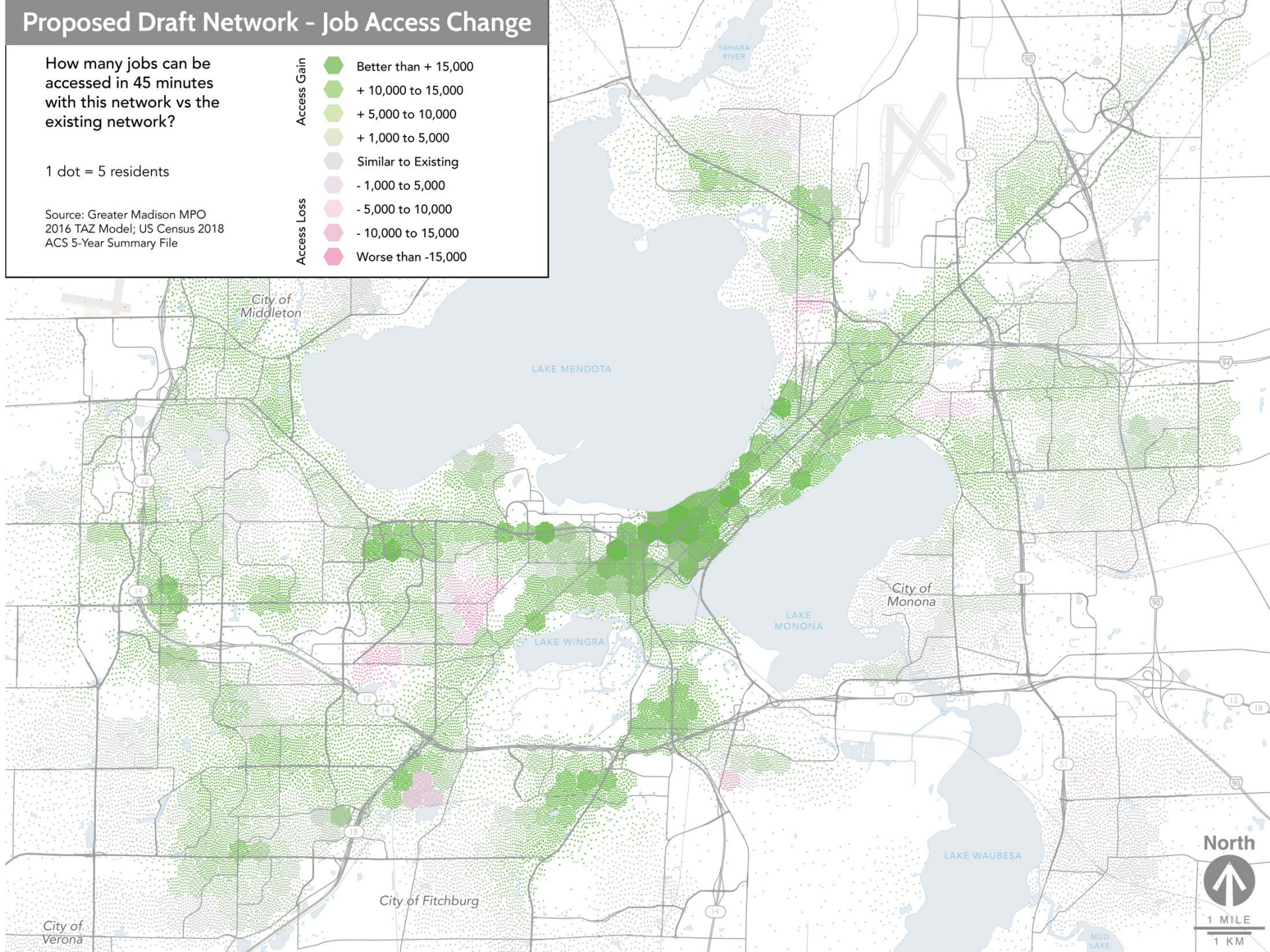
Proposed Draft Network - Job Access Change

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

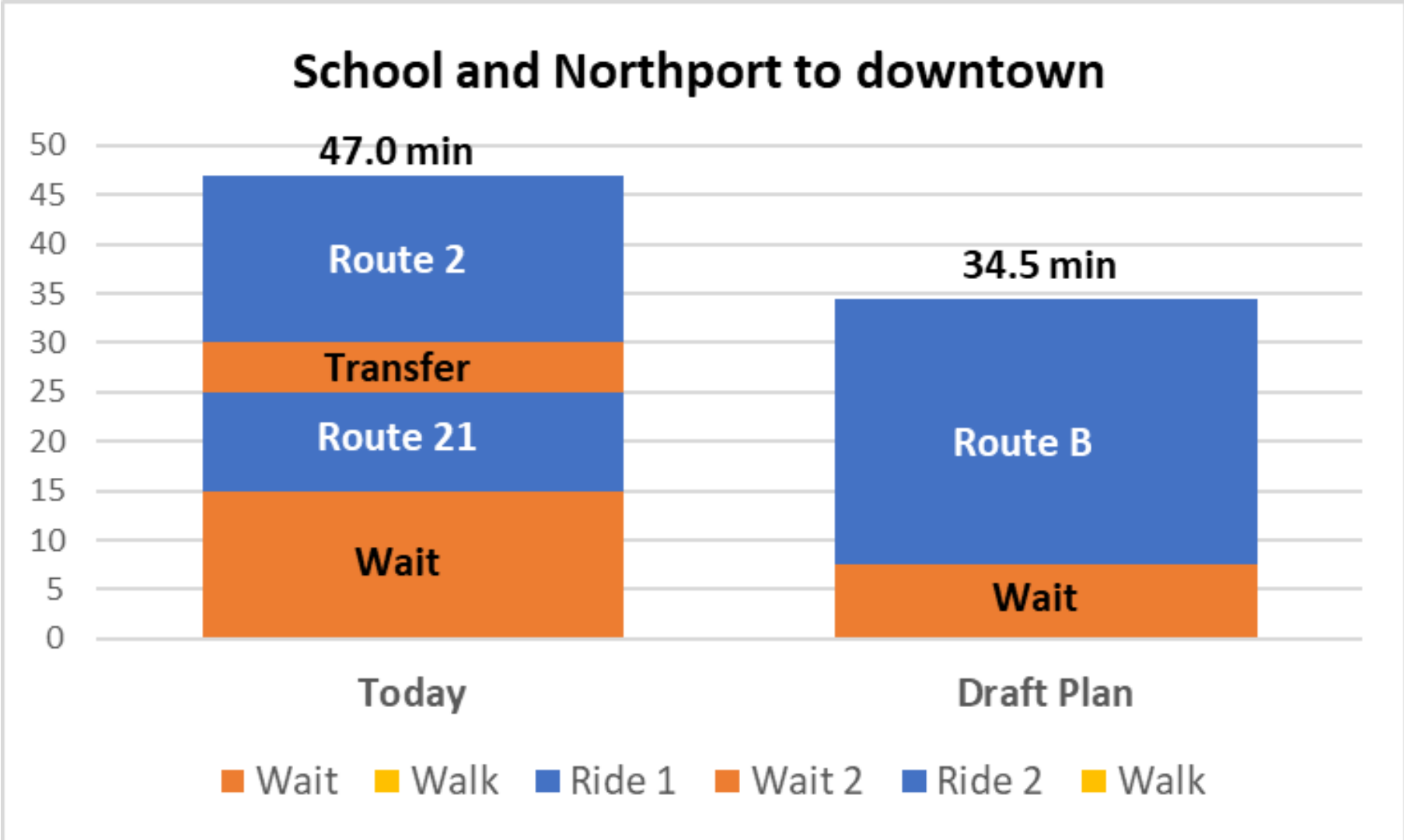
1 dot = 5 residents

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

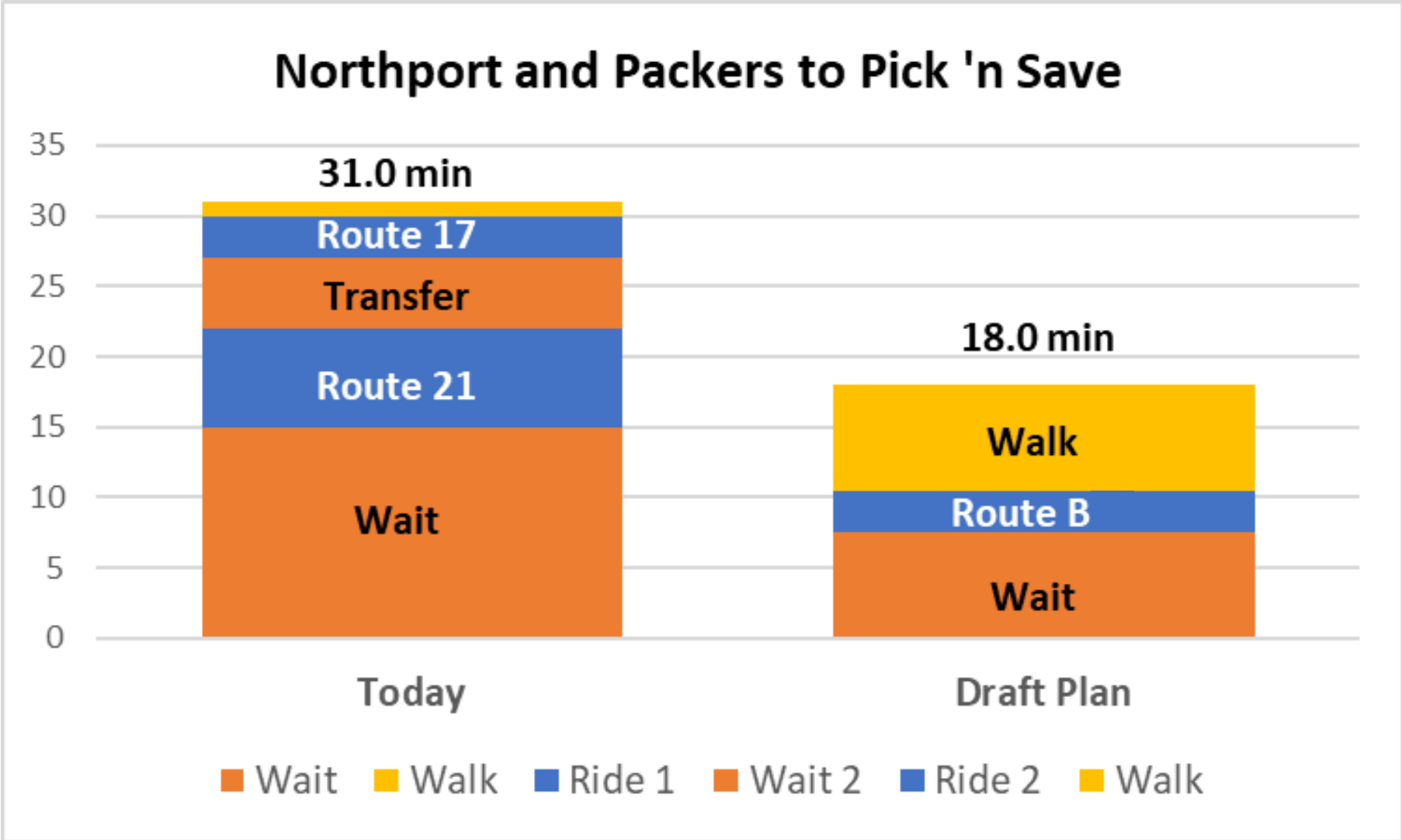
- | | | |
|-------------|--|----------------------|
| Access Gain | | Better than + 15,000 |
| | | + 10,000 to 15,000 |
| | | + 5,000 to 10,000 |
| | | + 1,000 to 5,000 |
| | | Similar to Existing |
| Access Loss | | - 1,000 to 5,000 |
| | | - 5,000 to 10,000 |
| | | - 10,000 to 15,000 |
| | | Worse than -15,000 |



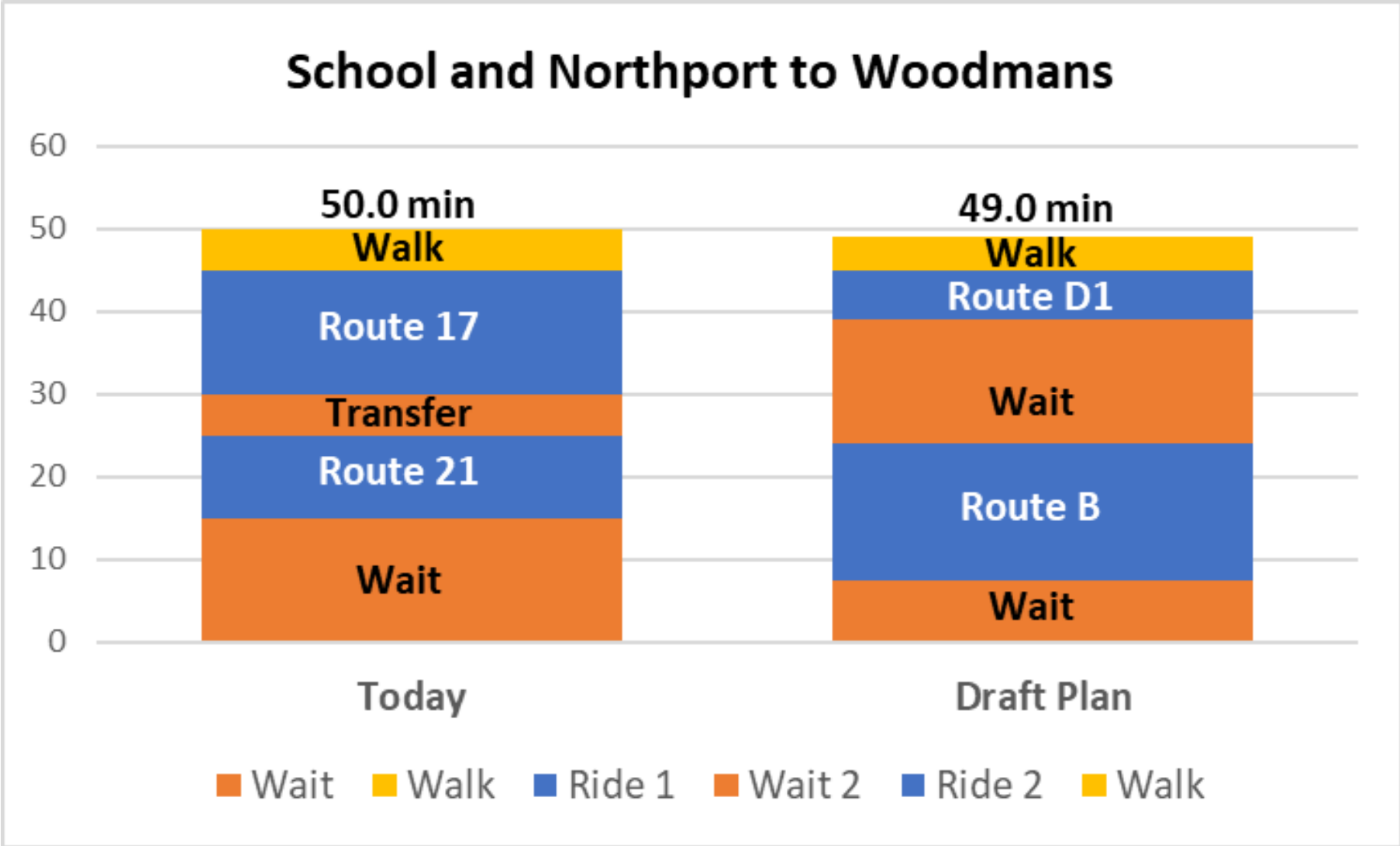
Estimated Travel Times



Estimated Travel Times



Estimated Travel Times



Amendment Process

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

What we have heard – North side

- Bus service should not use school Road
 - Amendment 1 would remove BRT from School Road
- Service should be maintained to Troy Gardens, Mendota Mental Health
 - Amendment 1 would serve these destinations
- All-day service needed near Wheeler / Delaware
 - Amendment 2 provides all-day service

What we have heard – North side

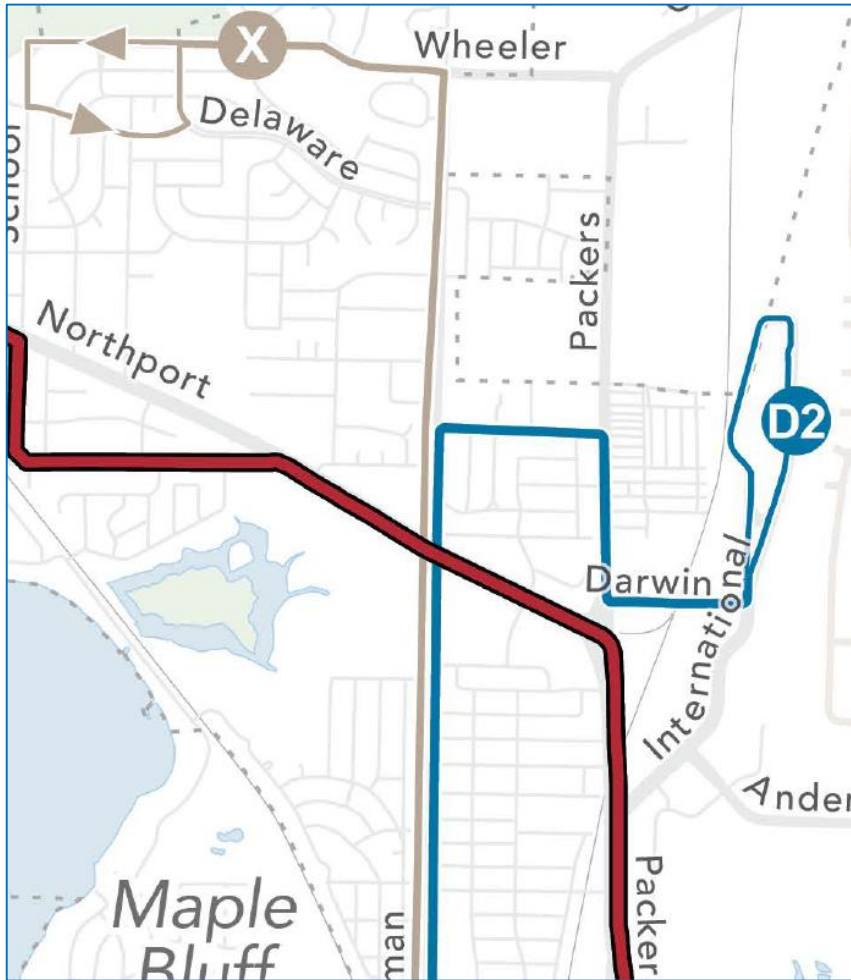
- **Bus service needed to Pick 'n Save**
 - New sidewalk in existing easement between Packers / Aberg and Shopko Drive will have a similar distance to comparable grocery stores
- **Bus service needed to Woodman's**
 - Transfers between Routes B or D2, and D1 towards Woodman's, will be comparable to transferring between existing Routes 21 or 22, and 17.
- **Service needed near Oak and Commercial**
 - These areas will be within a short walk of very frequent and direct BRT service on East Washington Avenue

What we have heard – North side

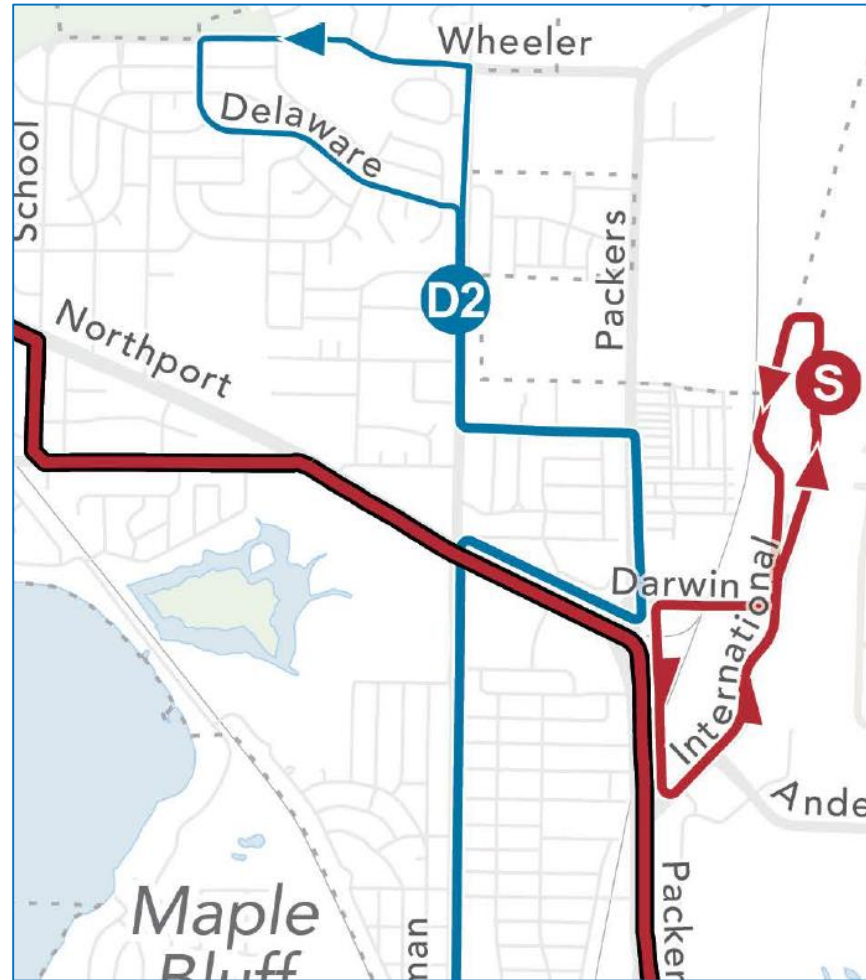
- Travel to Madison College, other east side destinations
 - Transfers between Routes B or D2, and A will be comparable to transfers between Routes 21 or 22, and 20, but will be more frequent.
- Park and Ride needed
 - Metro's first priority is service to people who rely on transit, so we have not designed the system around the existing park and ride. However we will look for park and ride solutions as we develop plans for the north-south BRT line.

Amendment 2

From:



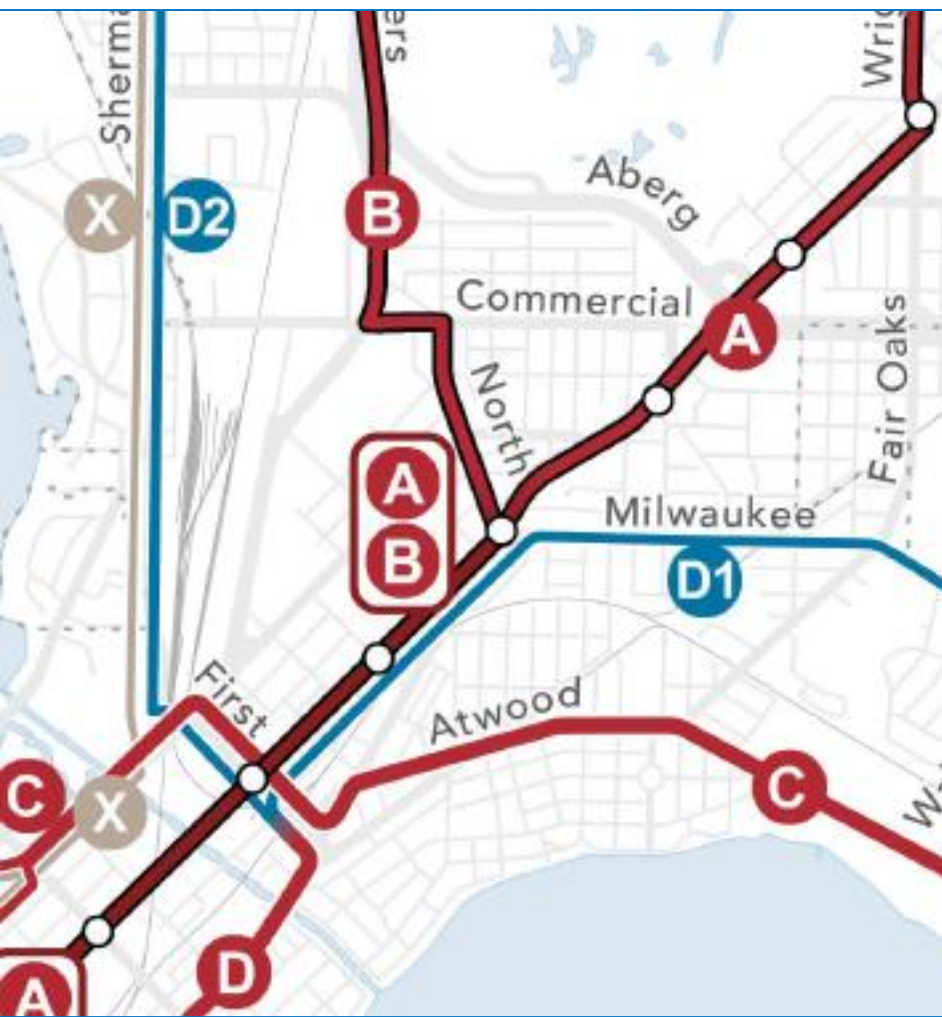
To:



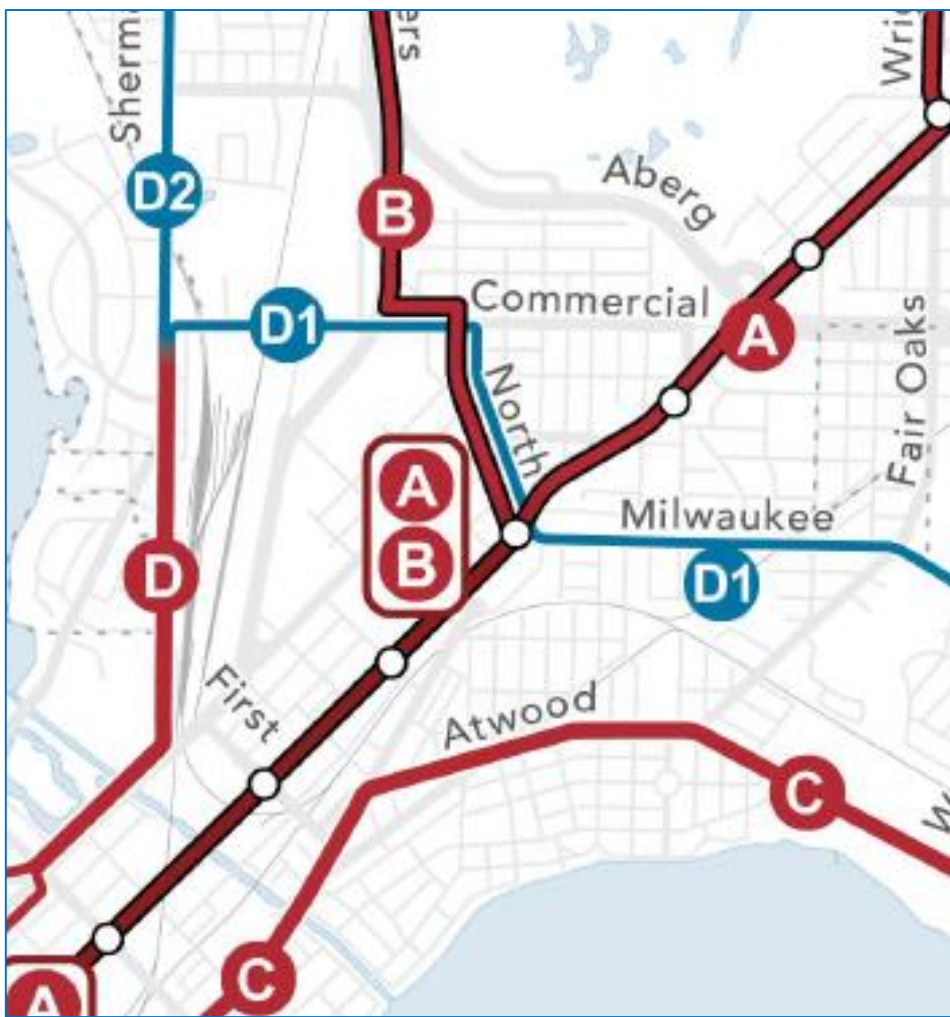
- Cost add: +\$420,000
- All day service to Wheeler Rd
- Frequent shuttle connection to Airport
- Staff Recommends

Amendment 3a

From:



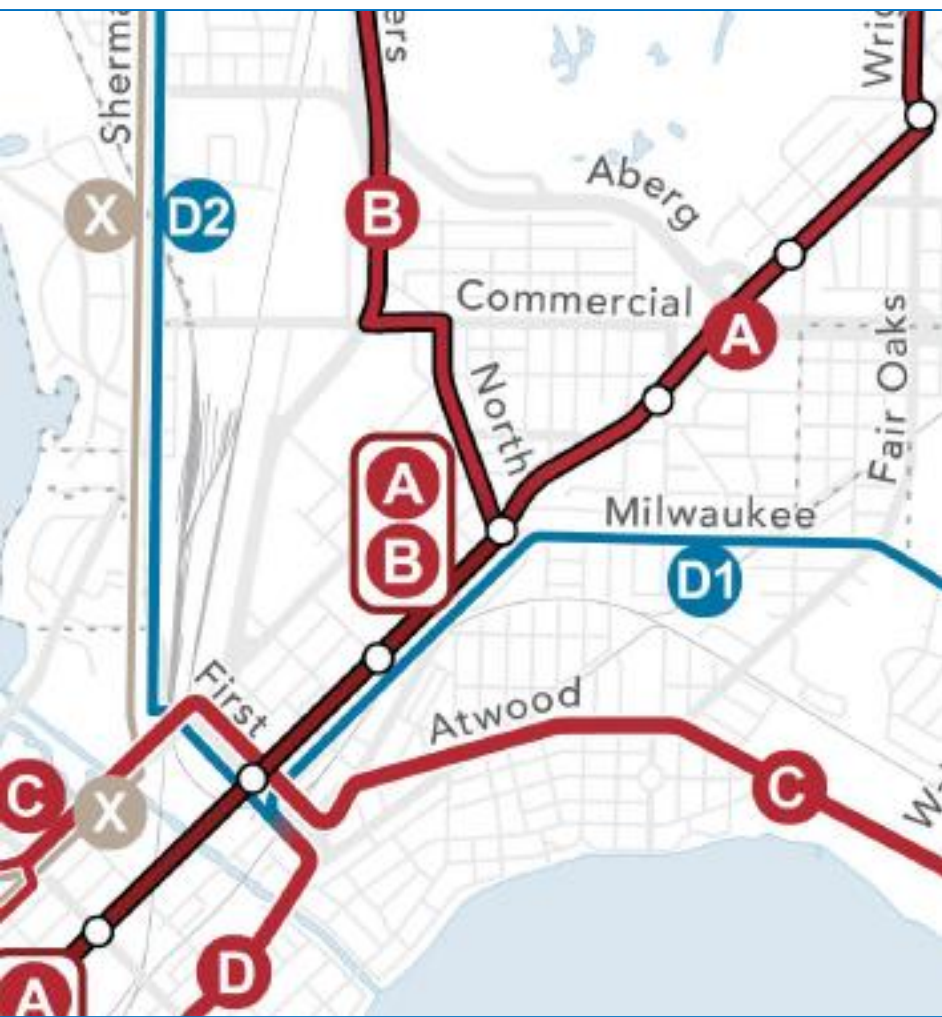
To:



- Cost **savings**: \$240,000
- No crossover at First St
- Some East to North transfers more difficult
- Faster trips into downtown for North side
- Frequent service on portion of Sherman
- Slower trip to downtown from Milwaukee St
- Avoids infrastructure needs and transfers at busy East Washington and First St intersection
- Staff recommends

Amendment 3b

From:



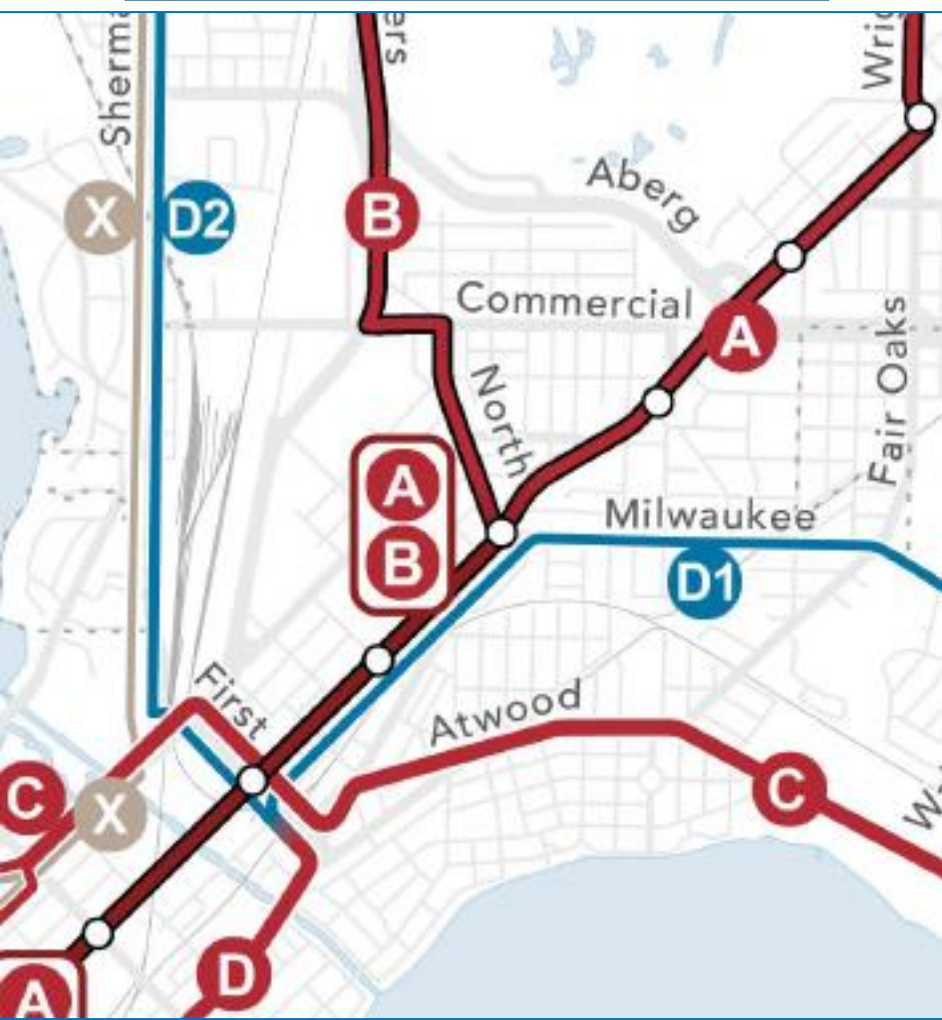
To:



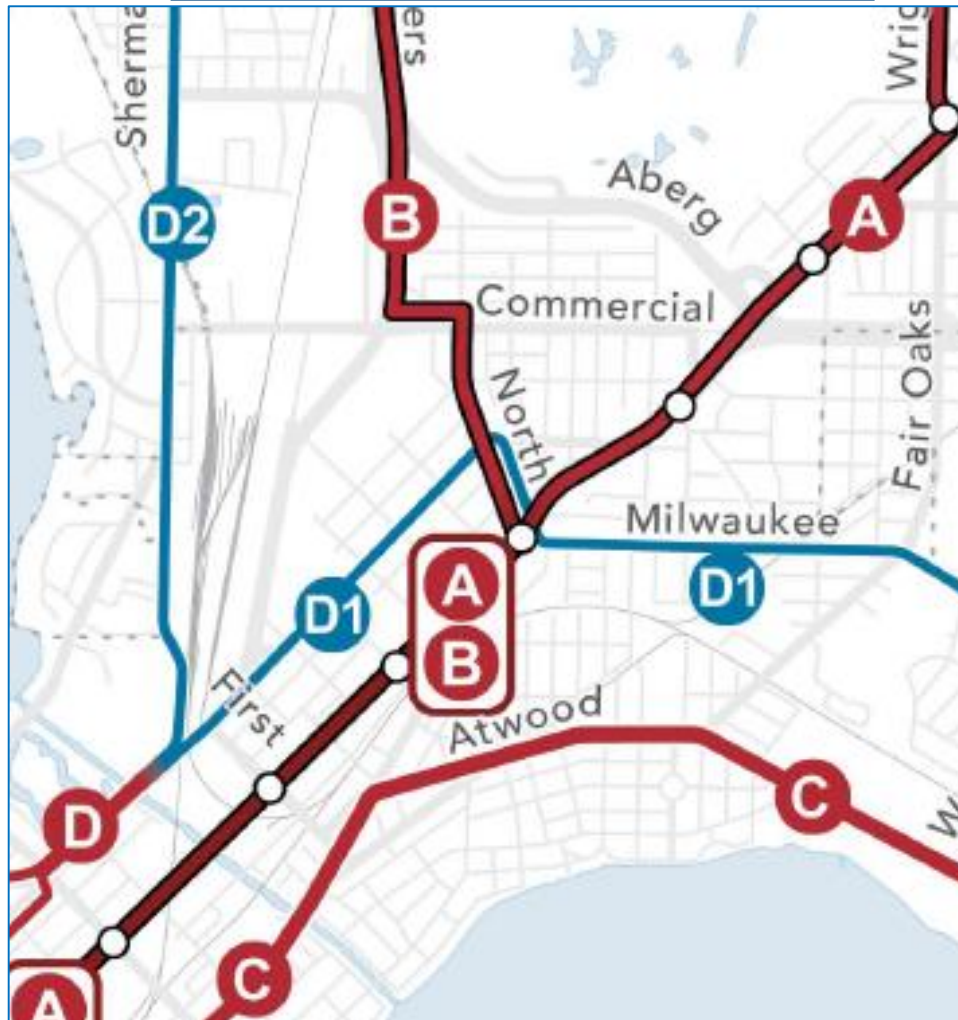
- Cost add: \$80,000
- No crossover at First St
- Some East to North transfers more difficult
- Faster trips into downtown for North side
- Frequent service on portion of Sherman
- Slower trip to downtown from Milwaukee St
- Service to Aberg Ave
- Avoids infrastructure needs and transfers at busy East Washington and First St intersection
- Staff does not recommend

Amendment 3c

From:

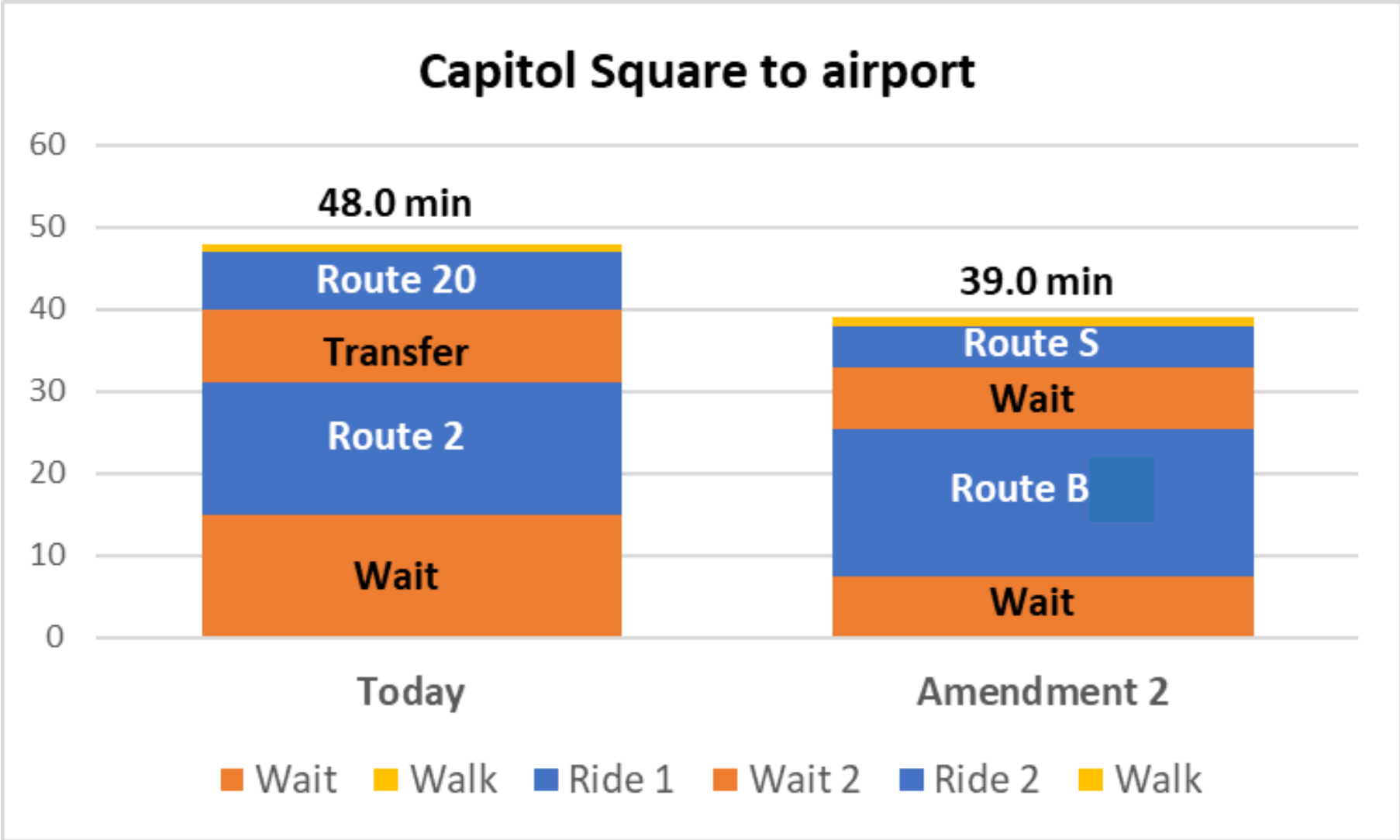


To:



- Cost **savings**: \$360,000
- No crossover at First St
- Some East to North transfers more difficult
- Faster trips into downtown for North side
- Faster trips into downtown from Milwaukee St
- Less capacity on Sherman
- Avoids infrastructure needs and transfers at busy East Washington and First St intersection
- Staff does not recommend

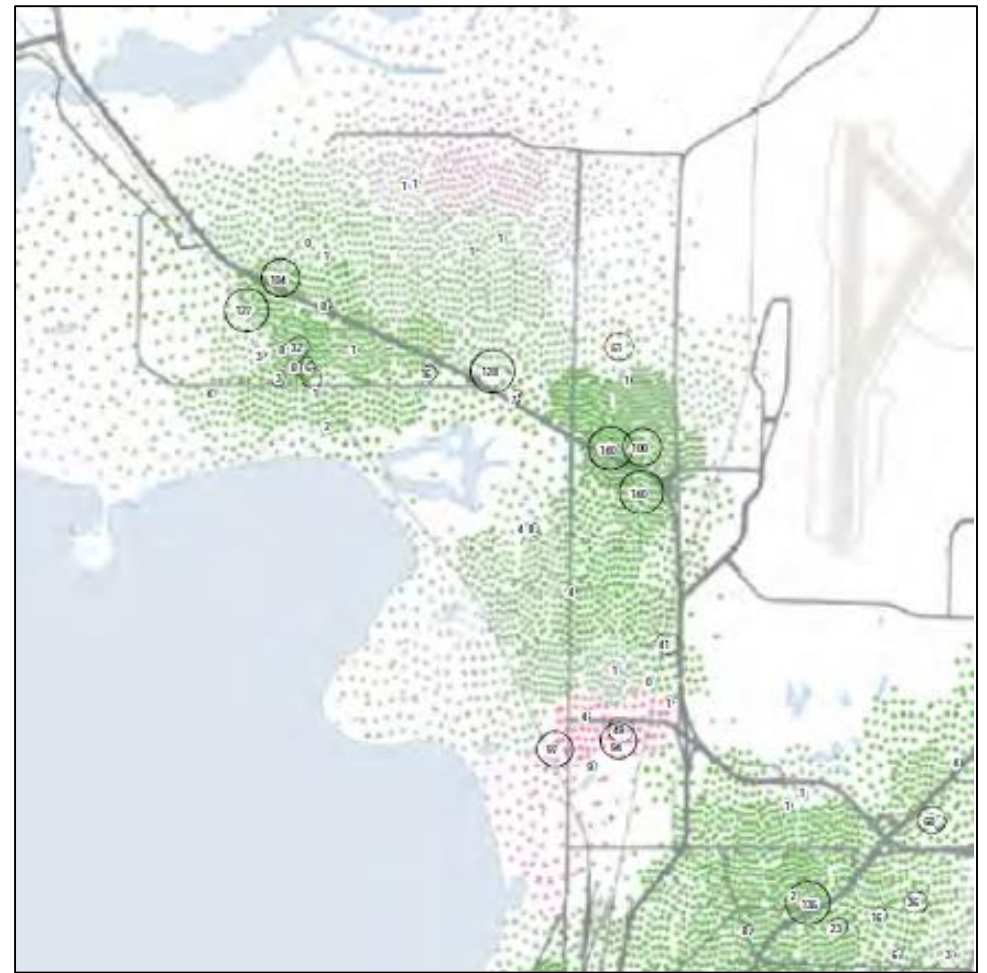
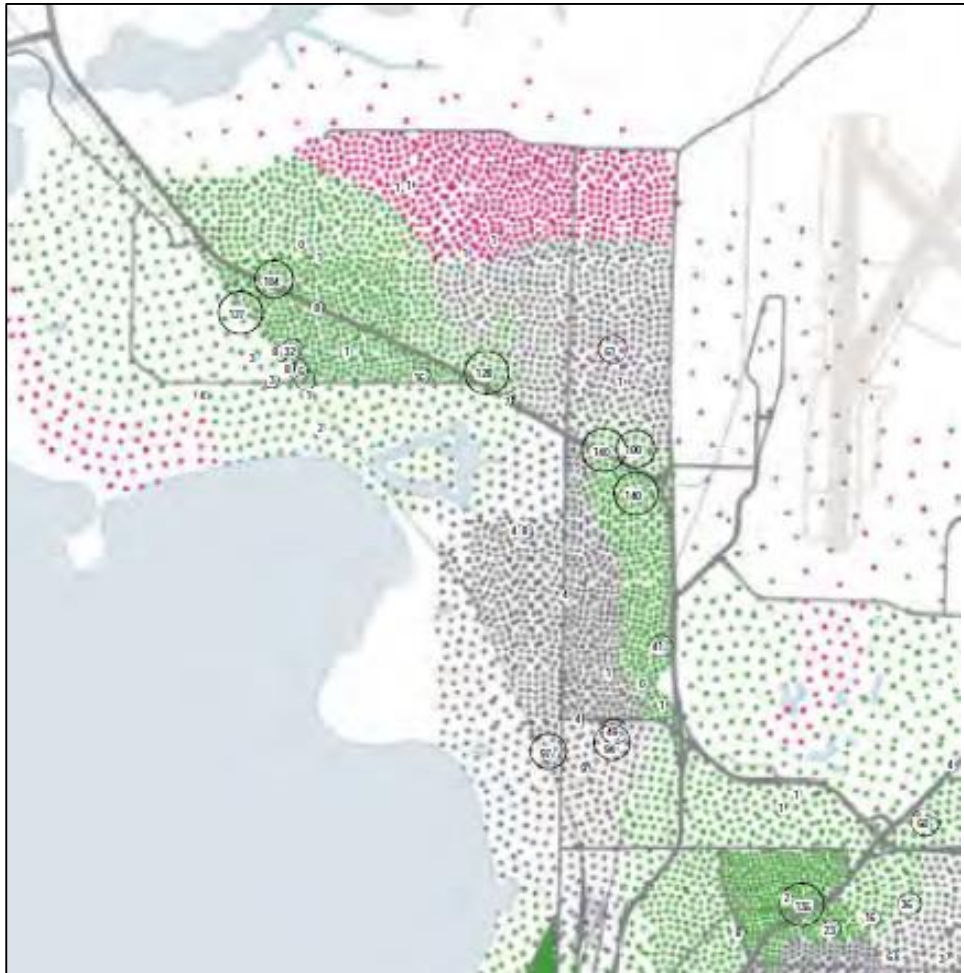
Estimated Travel Times



Pick 'n Save and Shopko

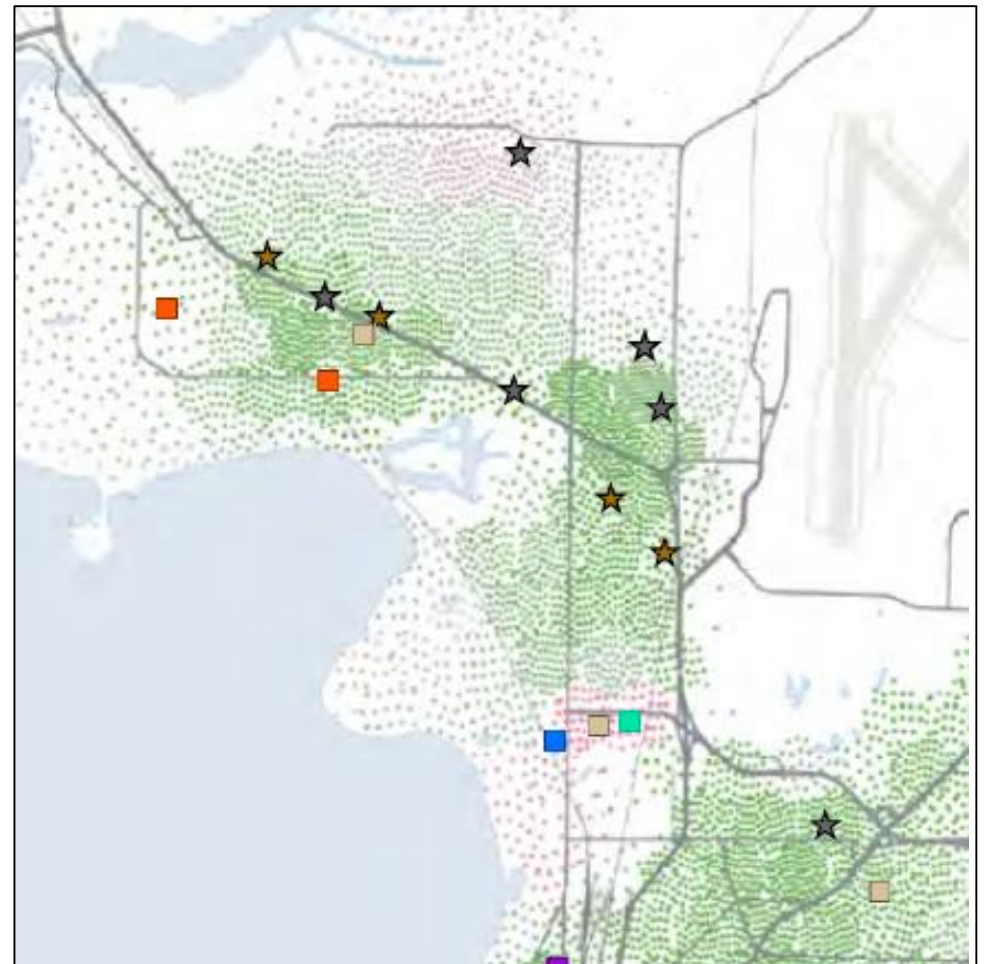
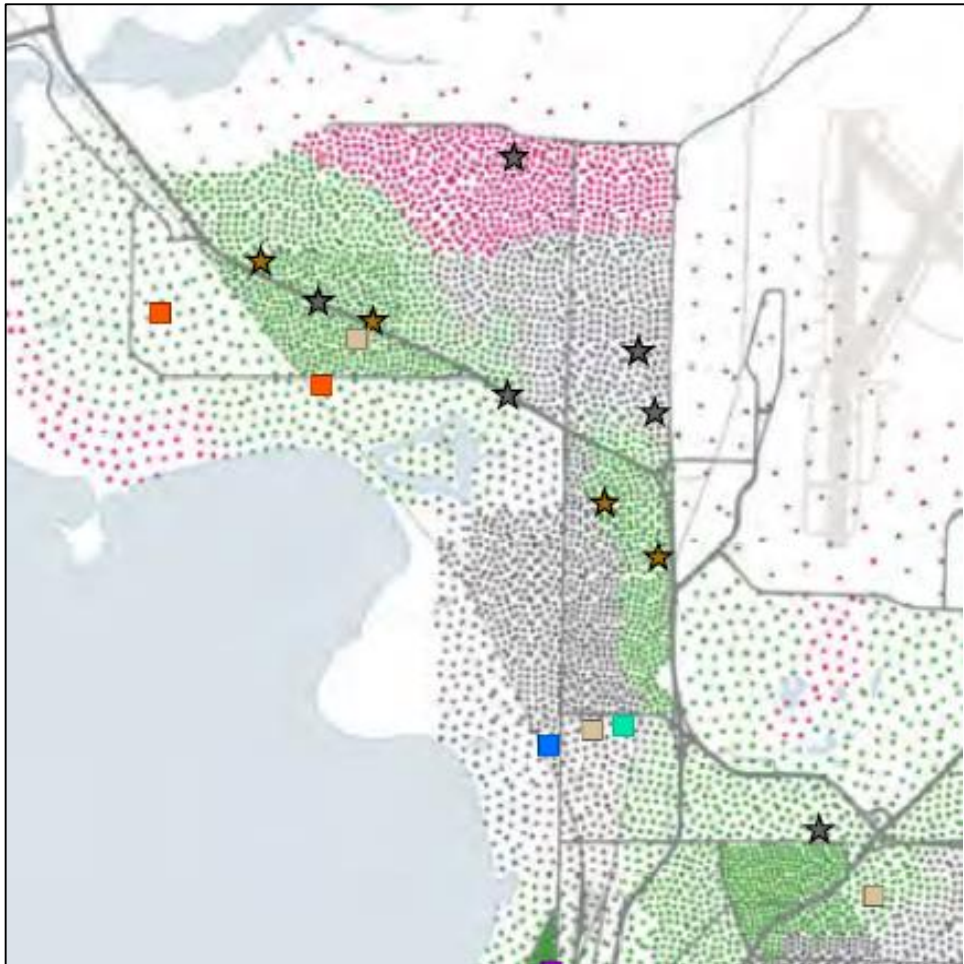


Draft Plan with Affordable Housing



Maps available at [MyMetroBus.com/Redesign](https://www.mymetrobus.com/Redesign)

Draft Plan with Transit Reliant Households



Maps available at MyMetroBus.com/Redesign

Next Steps

- Please fill out survey – MyMetroBus.com/Redesign
- Plan with amendments adopted summer 2022
- New network implemented in summer 2023



Transit Network Redesign

North Side Public Meeting

www.MyMetroBus.com/Redesign

MetroRedesign@cityofmadison.com