



Transit Network Redesign

Draft Plan Amendments

May 19, 2022

Submit Questions from Home

- Click the speech bubble at the bottom of your screen
- Text: (608) 640-0451
- Email: mymetrobus@cityofmadison.com



Meeting

- This meeting is being broadcasted and recorded.
- The recording will be available on our website.

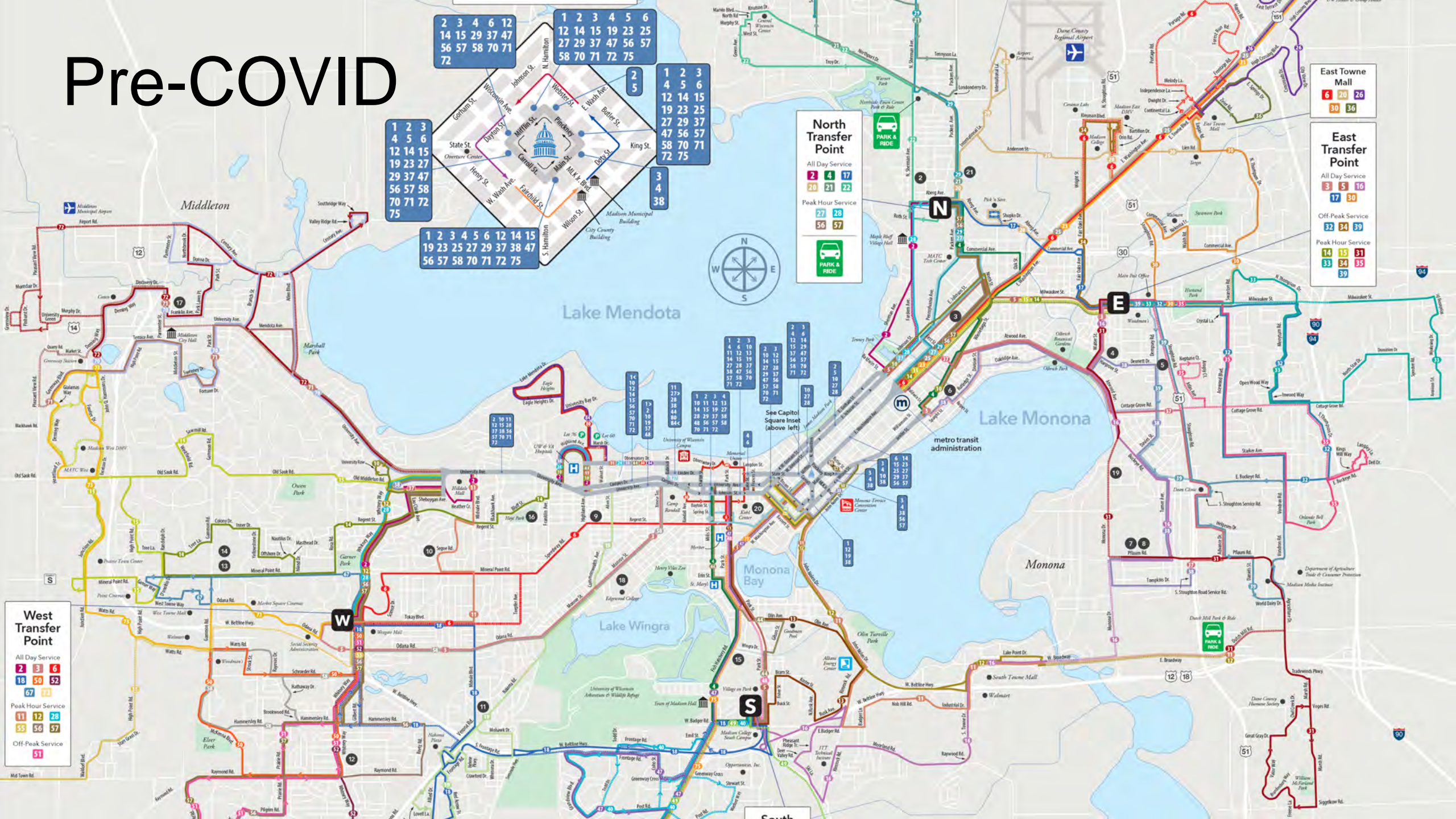
Transit Network Redesign

- 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

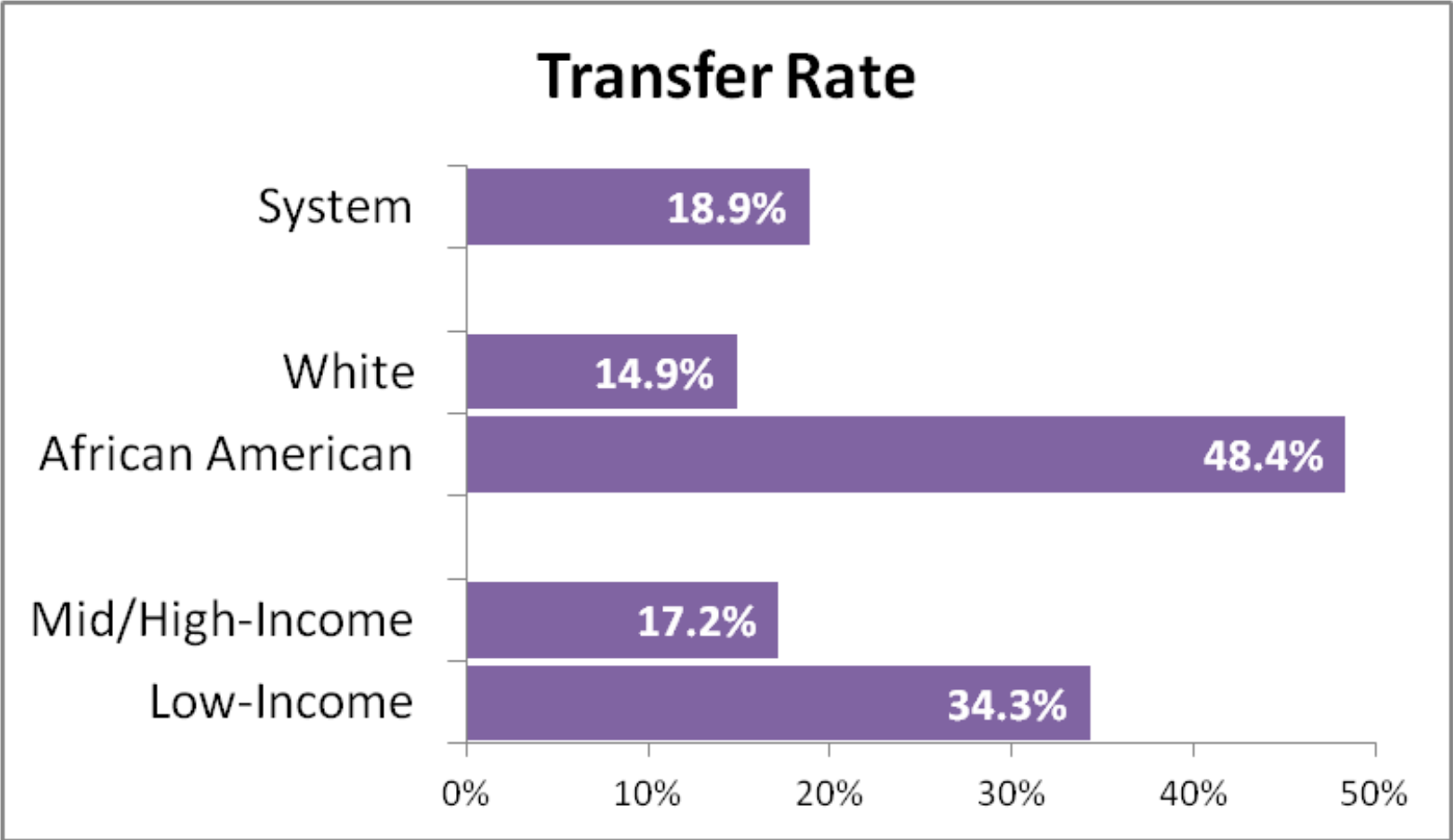


Why now?

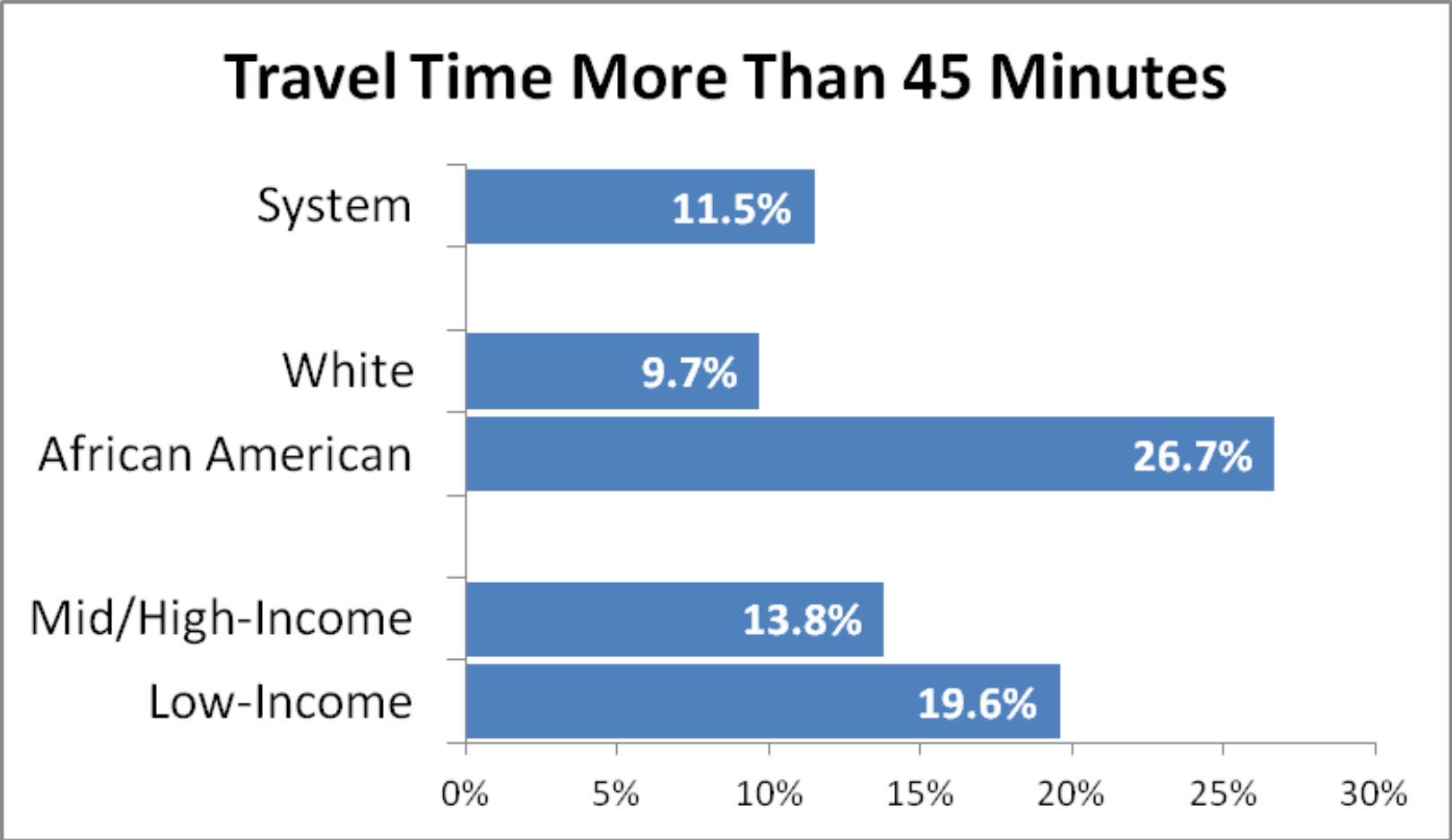
- Address long-standing issues and discrepancies
- Recover from COVID-19 in a way that reflects future needs
- Compliments BRT and brings some of those benefits to more neighborhoods



With the current transit system, African Americans have to transfer 3 times more frequently than white riders

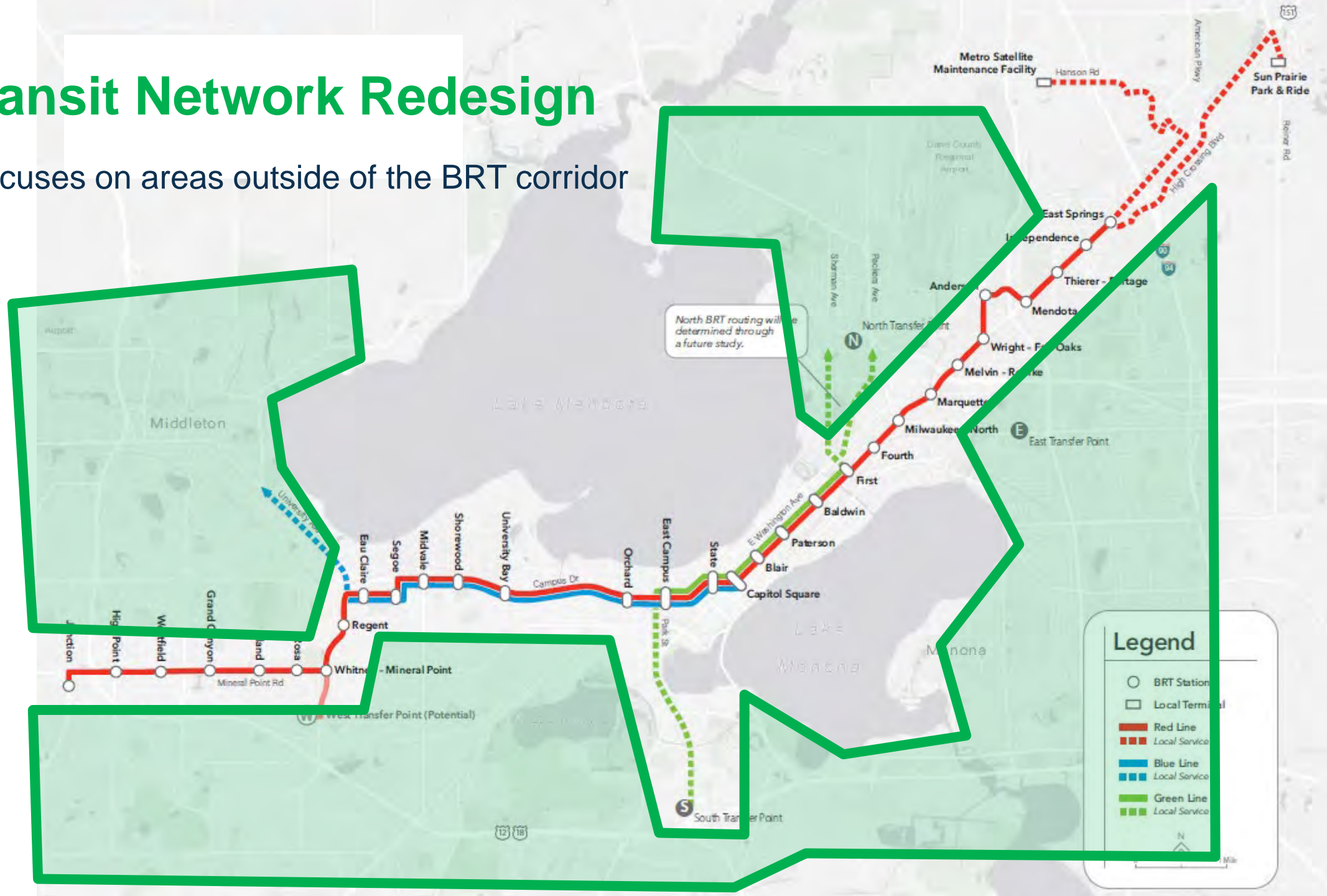


With the current transit system, African Americans experience trips longer than 45 minutes 3 times more frequently than white riders



Transit Network Redesign

Focuses on areas outside of the BRT corridor

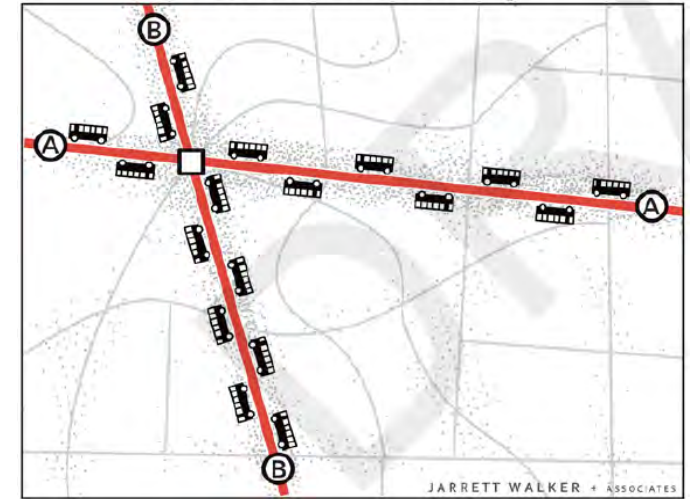


Planning Steps

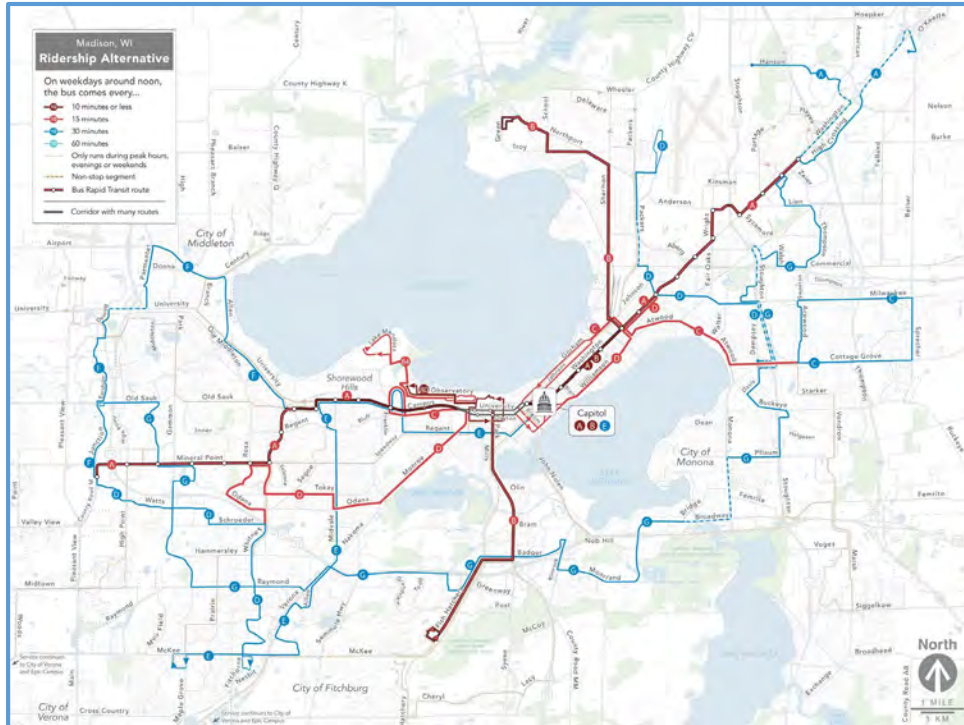
- Phase 1 - Existing Conditions and Choices
- Phase 2 - Alternatives
- Phase 3 - Draft Plan
- **Phase 4 - Final Plan**

Basic Goals for Public Transportation

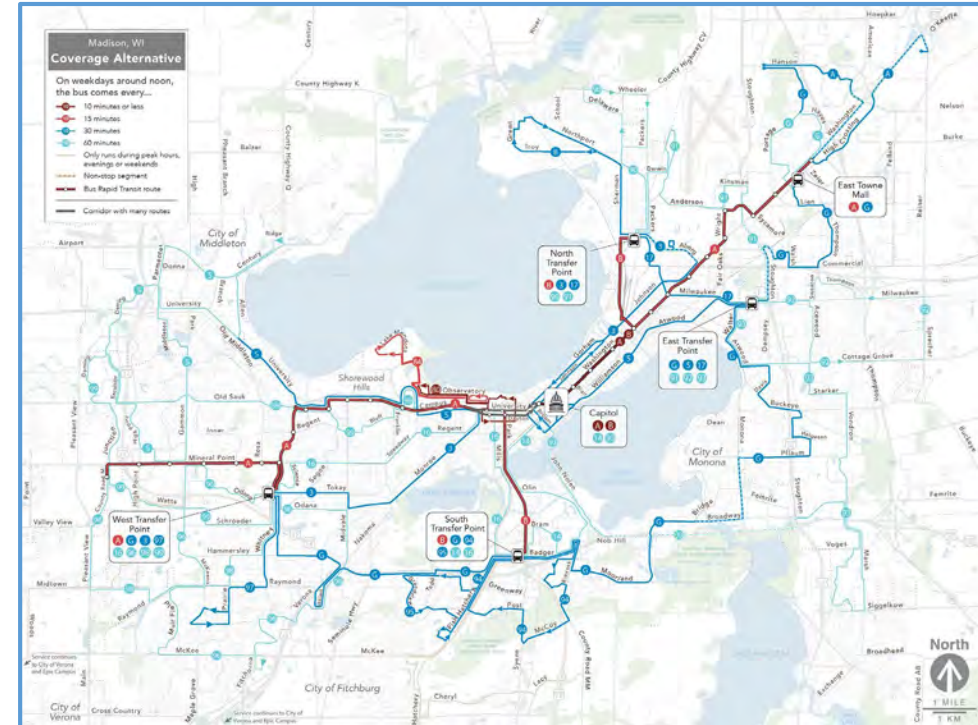
- **Ridership** concentrates transit service onto fewer routes with more frequent service, ultimately increasing ridership
- **Coverage** extends transit service to as many people as possible regardless of frequency



Alternatives



Ridership Alternative



Coverage Alternative

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.

Amendment Process

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

Key Take-Aways

- Bus routes will be designed to 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.

Public Input

- Staff held more than 50 community outreach meetings.
- We've received more than 3,100 survey responses and feedback emails.

Public Input Themes

- Support for more of a coverage model vs. ridership.
- People have to walk farther, especially in winter.
- Service doesn't go into neighborhoods.
- Feel like inequitable to low-income riders, people of color, and those with disabilities.

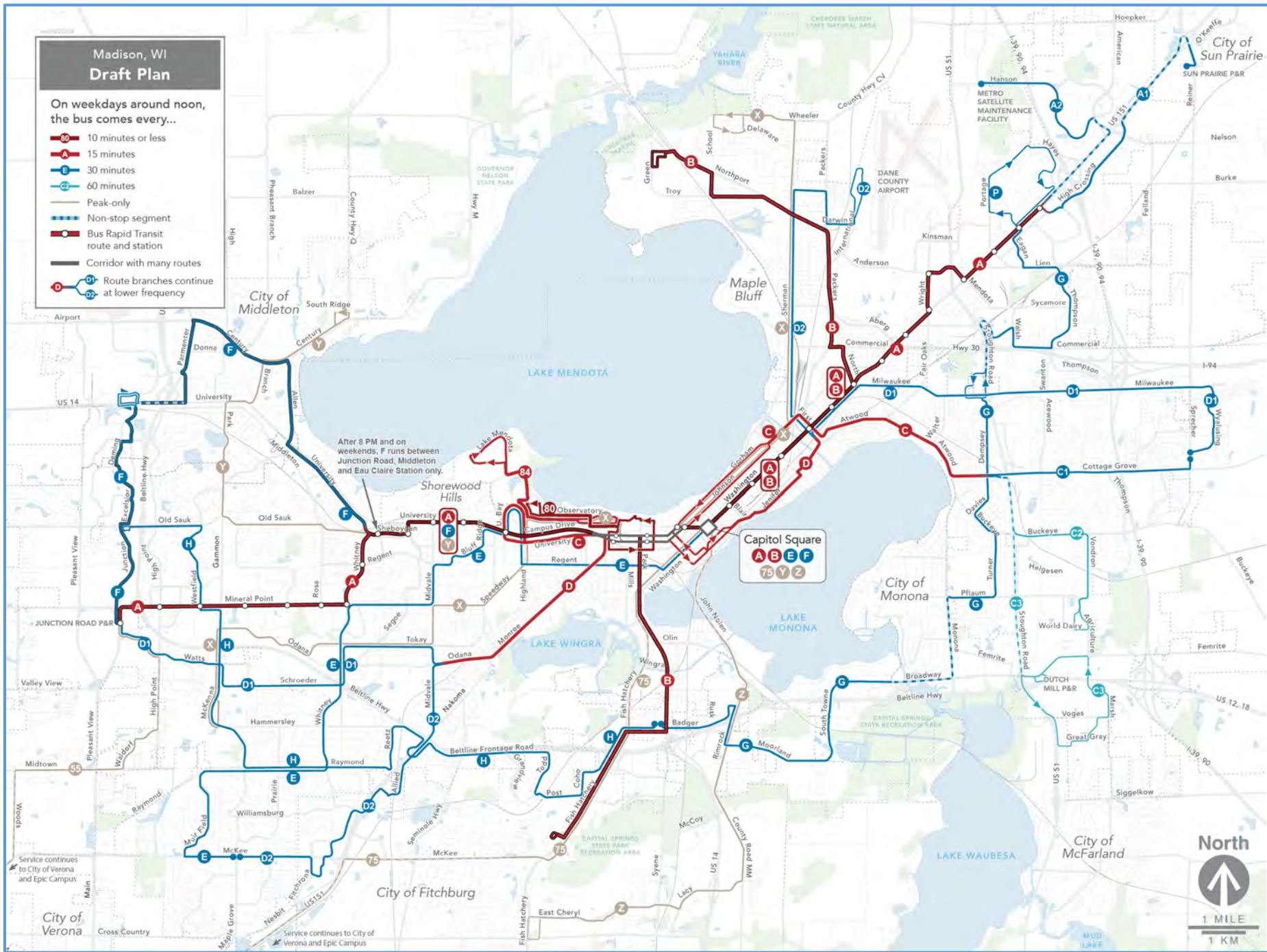
Specific Areas of Concern

- Reduced all-day coverage north side (Route 21)
- Service to Pick 'N Save on Aberg Ave. (Route 17)
- Direct service from Old Sauk to downtown (Route 15)
- Allied Dr. and Nakoma Rd. neighborhoods (Route 19)
- Olin, Bay Creek, Bram, Capitol View, Burr Oaks, Fish Hatchery (Routes 13 and 4)
- Service on Buckeye east of I-39/90 (Route 35)
- Others

Approval and Implementation Process

- Draft plan with amendments adopted by TPPB and Common Council.
- Title VI service equity analysis and adjustments identified, if any.
- Schedules and bus stop changes approved by Transportation Commission.
- Service change in June, 2023.

Draft Plan Map



This is the draft network plan without amendments.

Proposed Draft Network - Job Access Change

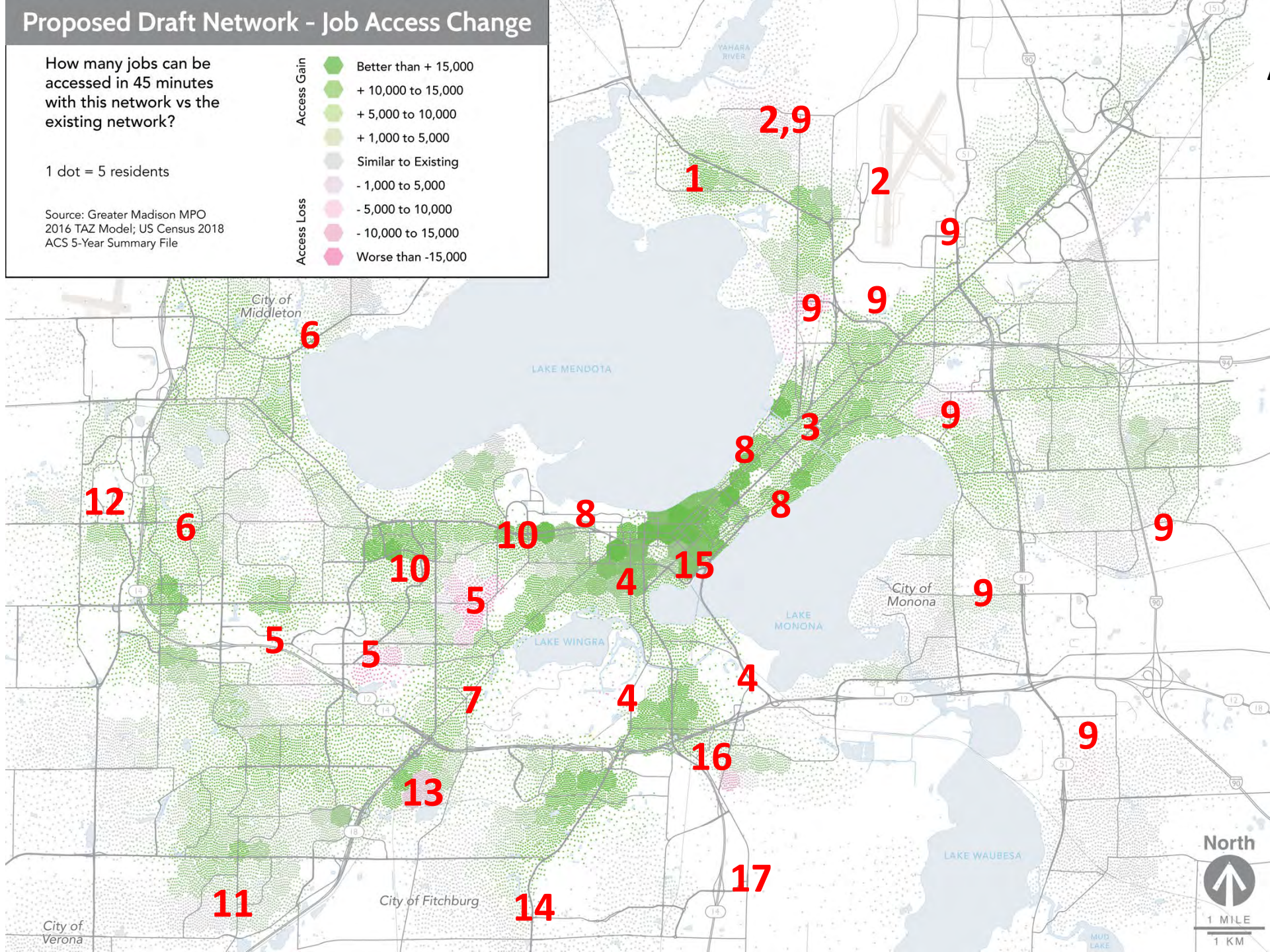
How many jobs can be accessed in 45 minutes with this network vs the existing network?

1 dot = 5 residents

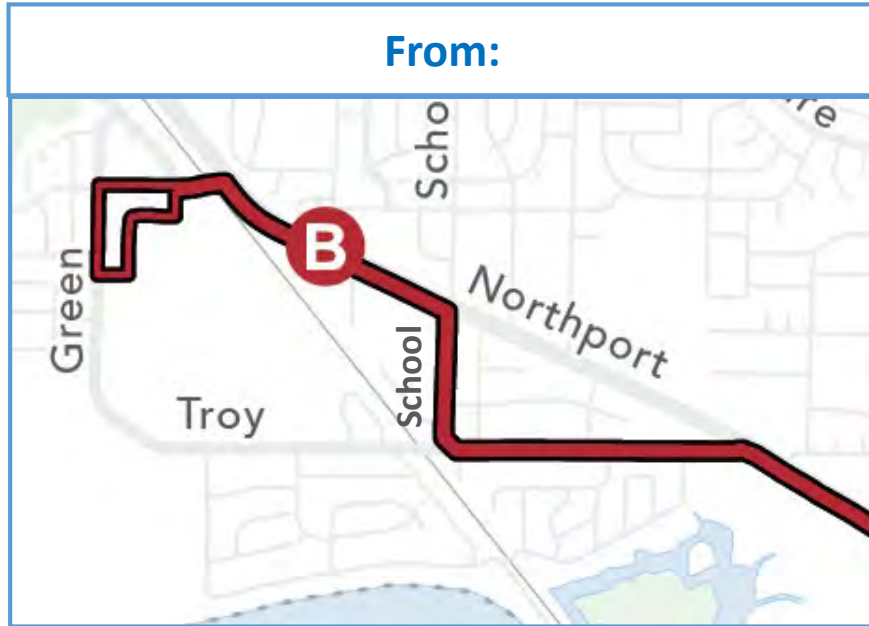
Source: Greater Madison MPO
2016 TAZ Model; US Census 2018
ACS 5-Year Summary File



Amendment Reference



Amendment 1 – Northport / Troy Converted to one-way loop

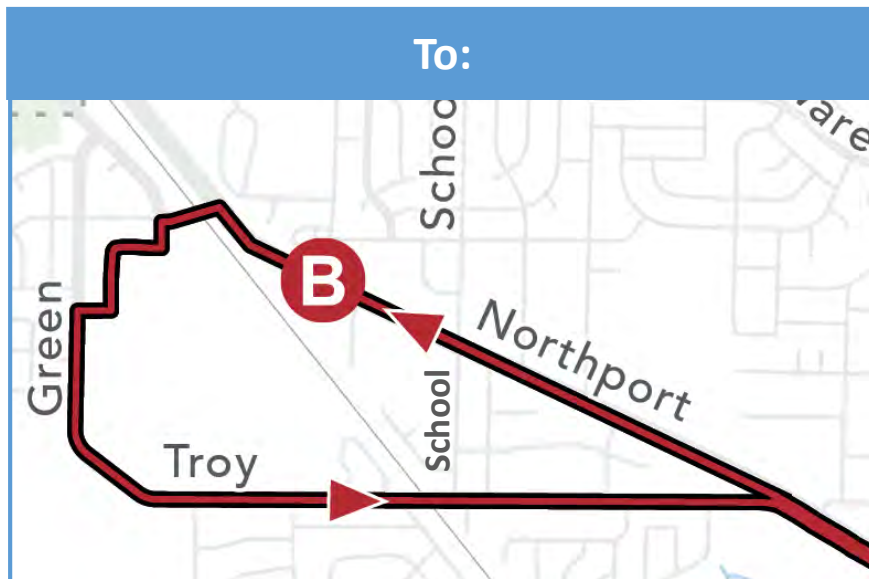


Cost added: \$0

This amendment converts the proposed two-way service to a one-way loop similar to existing Route 22. The change removes bus service from School Road as requested by the alder and neighborhood while providing service closer to Troy Gardens and Mendota Mental Health Institute.

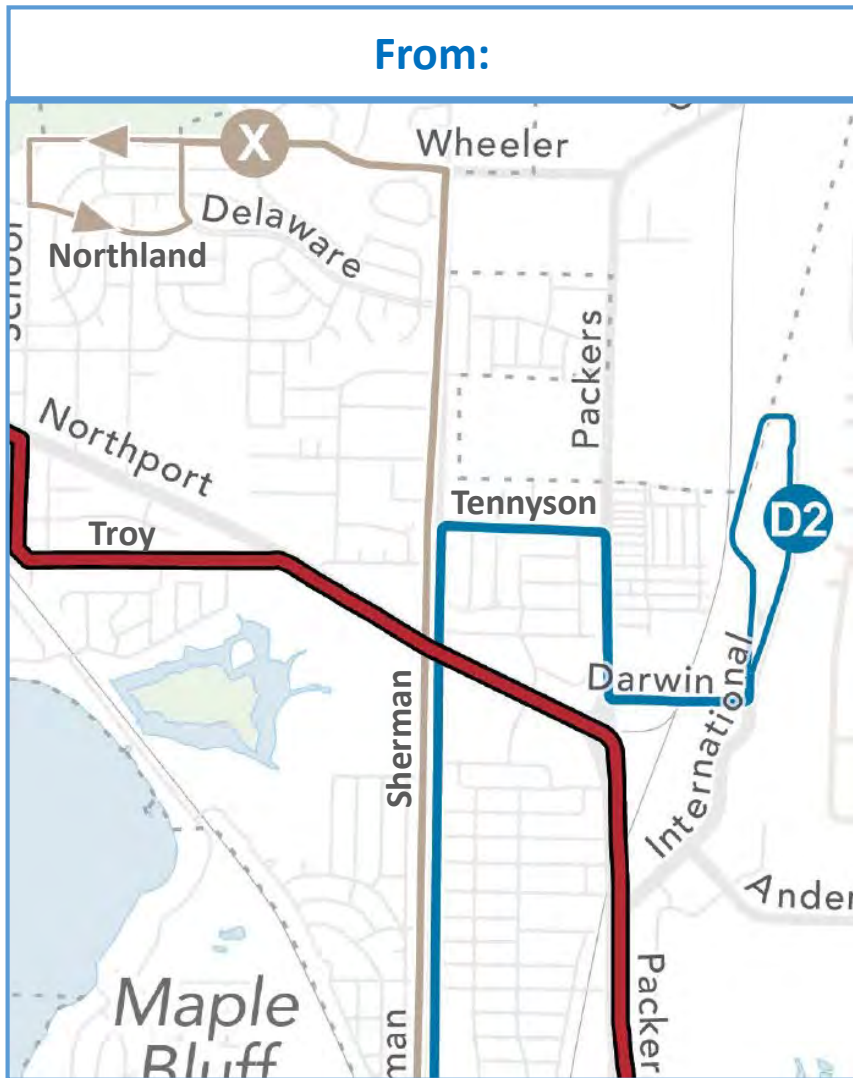
The direction of the one-way loop could be either clockwise or counter-clockwise.

Staff recommends.

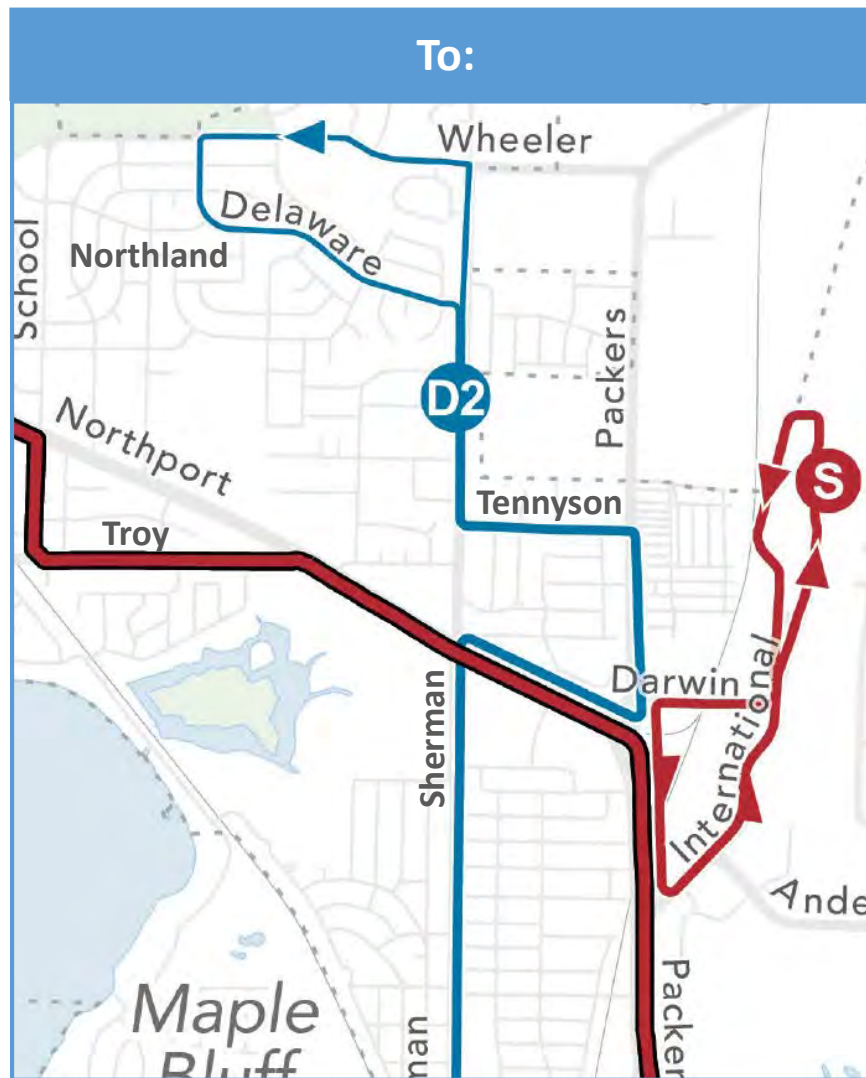


Amendment 2 – Route D2 to Wheeler and a new Airport Shuttle

From:



To:



Cost added: \$420 K

This amendment redirects Route D2 to the neighborhood north of Northport in place of Route X with a new shuttle route to the airport. It provides all-day service north of Northport direct to downtown in place of peak-period only service.

Staff does not recommend. See amendment 9 for all-day service north of Northport.

Amendment 3C – No First Street Crossover, Route D1 via East Johnson Street

From:



To:



Cost reduced: Up to \$360K

This amendment removes the First Street crossover of Routes C and D. It would make some transfers between Routes A, B, C, and D more difficult, but would make trips towards downtown faster and more direct. It would eliminate several problem turns, intersections, and railroad crossings.

With the shorter distance, it will likely be possible to remove a bus and save \$360K per year, but not if Route D is extended as shown in Amendments 11A or 11B.

Other route options for Route D1 (Amendments 3A and 3B) have been removed from consideration.

Staff recommends.

Amendment 4B – Route O to Randall, John Nolen, and Rusk



Cost added: \$680 K

This amendment adds a route in south Madison to address several needs for service not addressed in the draft plan. Several options were investigated close to downtown. The recommended route is via Randall Avenue with direct service to Henry Vilas Zoo. This route will require a modification of the traffic circle at Randall and Vilas. The route will operate on Mills until the changes to the traffic circle are made. The route would operate every 30 to 60 minutes throughout the day.

Option 4B uses a one-way loop via Olin, John Nolen, Badger, Rusk, Bram, and Gilson. It serves Romnes Apartments, Goodman Pool, Alliant, and Rusk/Bram, but not Fish Hatchery.

Option 4A was a similar option that has been removed from consideration.

Amendment 4C – Route O to Randall and John Nolen



Cost added: \$680 K

This amendment adds a route in south Madison to address several needs for service not addressed in the draft plan. Several options were investigated close to downtown. The recommended route is via Randall Avenue with direct service to Henry Vilas Zoo. This route will require a modification of the traffic circle at Randall and Vilas. The route will operate on Mills until the changes to the traffic circle are made. The route would operate every 30 to 60 minutes throughout the day.

Option 4C uses a two-way path via Olin and John Nolen. It provides the most direct and useful service to Romnes Apartments, Goodman Pool, and Alliant, but does not serve Rusk/Bram or Fish Hatchery.

Amendment 4D – Route O to Randall, John Nolen, and Fish Hatchery

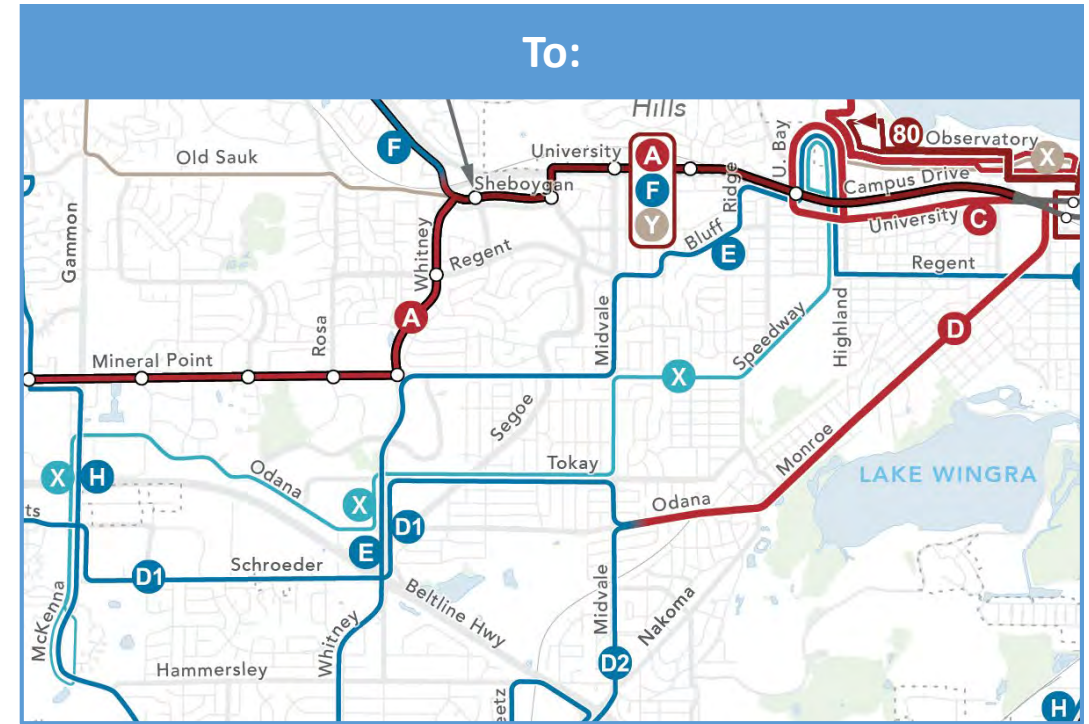
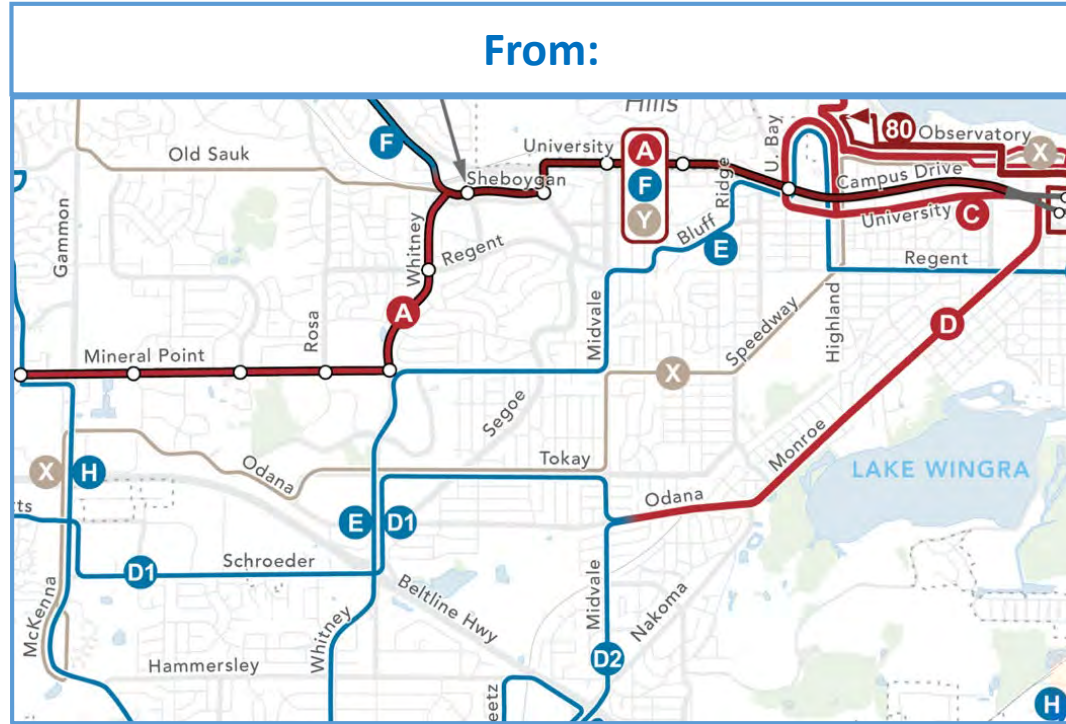


Cost added: \$680 K

This amendment adds a route in south Madison to address several needs for service not addressed in the draft plan. Several options were investigated close to downtown. The recommended route is via Randall Avenue with direct service to Henry Vilas Zoo. This route will require a modification of the traffic circle at Randall and Vilas. The route will operate on Mills until the changes to the traffic circle are made. The route would operate every 30 to 60 minutes throughout the day.

Option 4D uses a one-way loop via Olin, John Nolen, Badger, and Fish Hatchery. It serves Romnes Apartments, Goodman Pool, Alliant, and Fish Hatchery, but not Rusk/Bram.

Amendment 5 – Route X Improved to an All Day Route West of the UW Campus



Cost added: \$520 K

This amendment converts Route X in west Madison from a peak period only route to an all-day route. Outside commute times it would run once an hour and either end at the UW Hospital or continue east towards the UW campus and South Madison. The route is shifted from Tokay to Odana immediately west of Whitney. See Amendments 2, 4, 8, and 9 for potential changes to Route X on the north side and Route O.

This change provides all-day service to Odana Road and the Westmorland neighborhood.

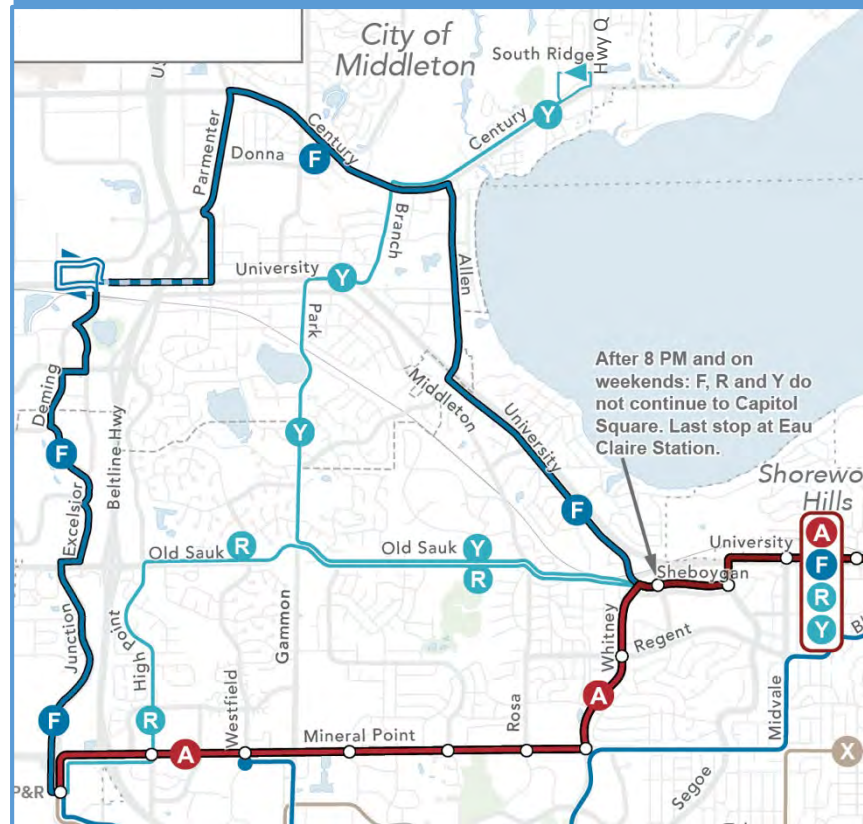
Staff recommends.

Amendment 6A – Route R on Old Sauk Road and All Day Route Y

From:



To:

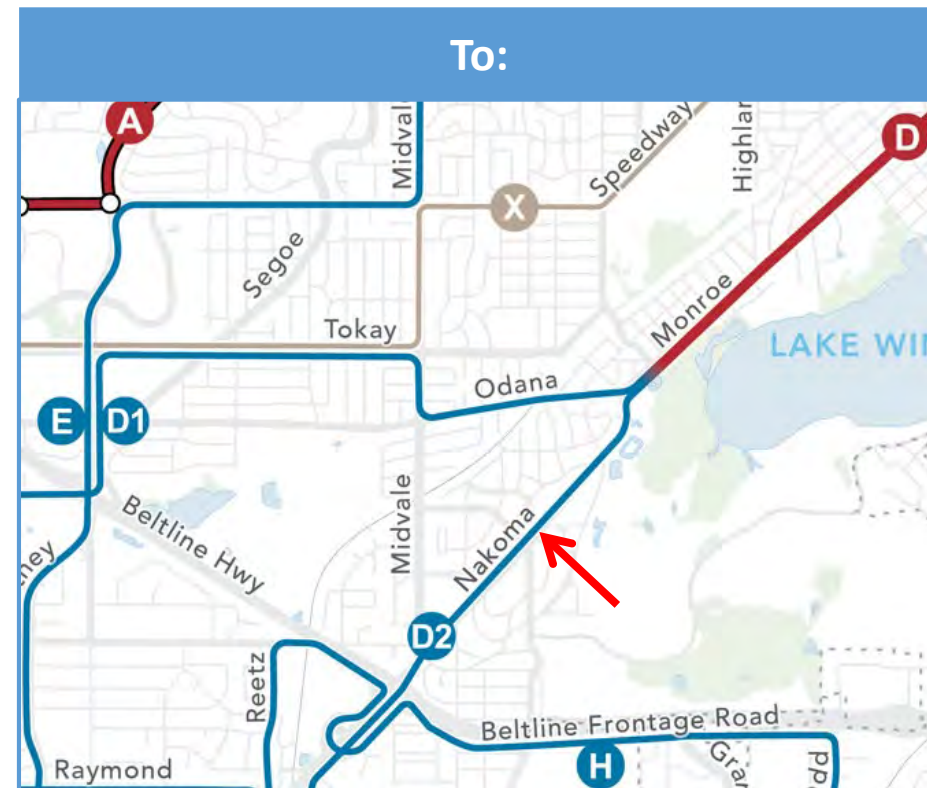
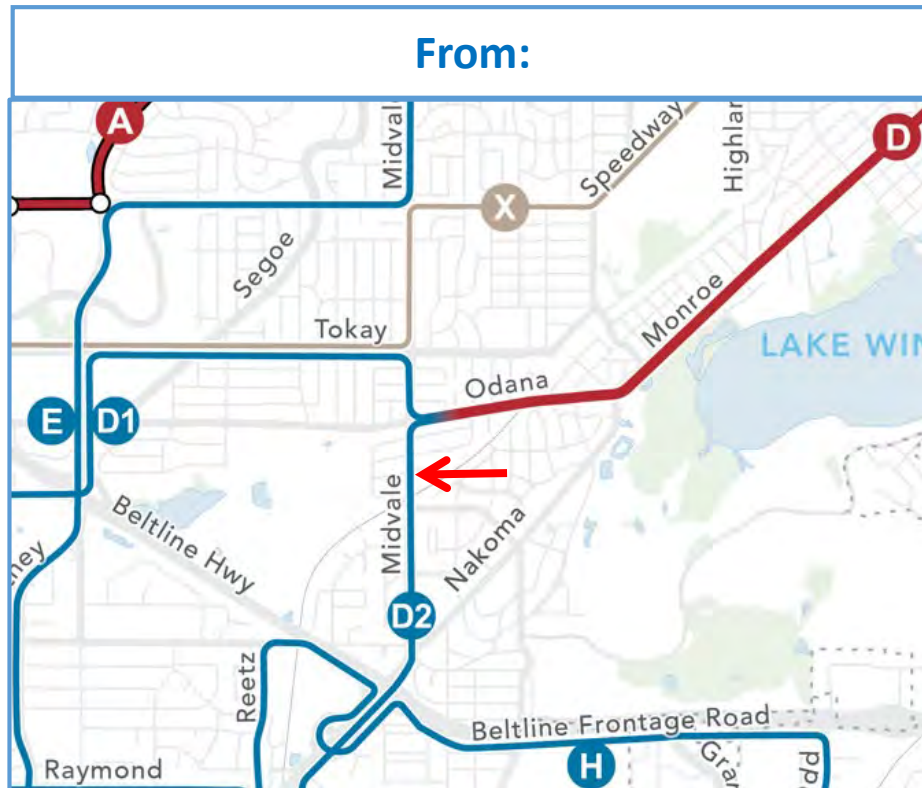


Cost added: \$870 K

This amendment shortens Route H and replaces Old Sauk Road service with Route R. Route R would operate directly along Old Sauk Road to downtown similar to Route 15 and would operate hourly at all times. Route Y would also operate once an hour all day. On evenings and weekends, Routes R and Y would end at Eau Claire station similar to Route F where riders would transfer to continue towards downtown. Funding for some of Route Y would be provided by Middleton. This amendment provides all-day service to Park Street and South Ridge in Middleton. Option 6B has been removed from consideration.

Staff recommends contingent on support from the City of Middleton.

Amendment 7 – Route D2 Moved to Nakoma



Cost added: \$0

This amendment moves Route D2 from Odana and Midvale to Nakoma. It removes service from Midvale between Odana and Nakoma and reduces frequency on Odana east of Midvale.

This change replaces part of the service area that was covered by Route 19 before the COVID pandemic.

Staff recommends.

Amendment 8 – Isthmus Commuter Service to the UW Campus, Routes V and W



Cost added: Included in peak service reserve (\$800 K)

This amendment adds a new peak period commuter on each side of the isthmus. Route V would serve Jenifer Street and Route W would serve Johnson and Gorham Streets. The purpose of the routes is to provide enough capacity as well as to give riders direct access to the interior of the UW Campus. In addition, Route W would provide peak period service on Sherman Avenue to Sherman Terrace Apartments. Route X is assumed to be removed in Amendment 8 (See Amendments 2, 5, and 9 for other possible changes to Route X). This service is presumed to be part of the operating cost reserve held for rush hour capacity.

Staff recommends.

Amendment 9 – Route L – North Side, Pick ‘N Save, Kinsman, Woodman’s, LaFollette, Owl Creek, and Kings Mill



Cost added: \$1,040 K

This amendment introduces new Route L on the east and north sides of Madison serving Wheeler Road, Dryden Drive, the Aberg Avenue Pick ‘N Save, Kinsman, Woodman’s, Walter Street, LaFollette High School, and Owl Creek. On the north side it replaces Route X (See Amendments 2, 5, and 8 for other possible changes to Route X). It also replaces two branches of Route C: Routes C2 and C3. Route C2 is then used to provide service east of I-39/90 on Buckeye Road to Kings Mill Way. Route L would run every 60 to 75 minutes throughout the day.

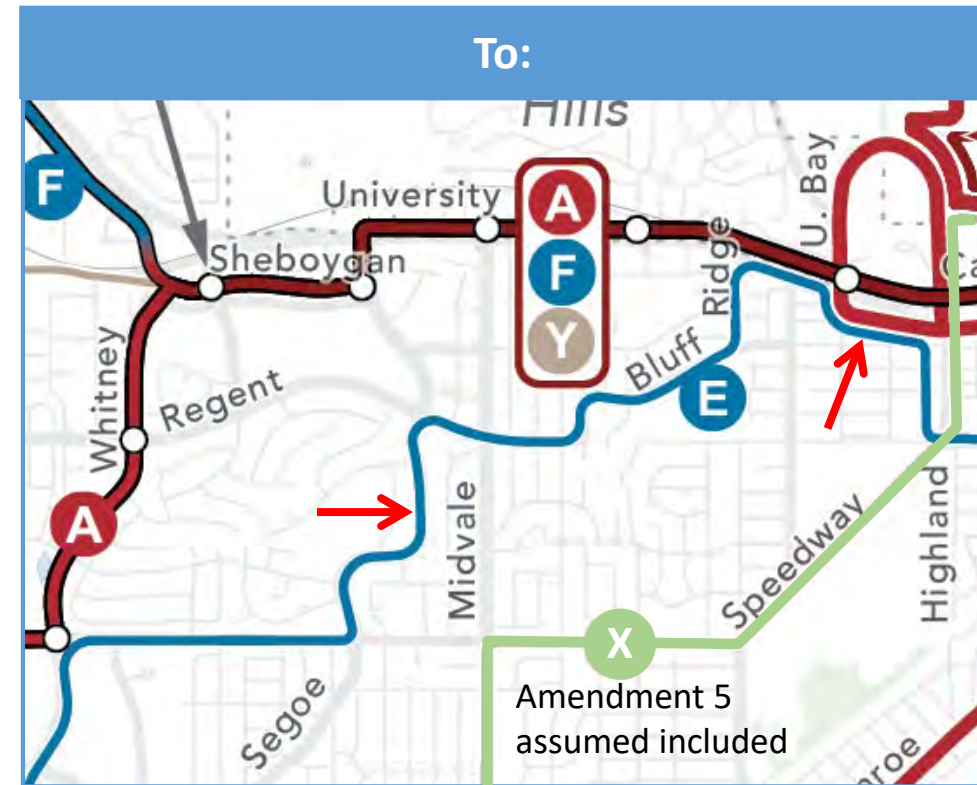
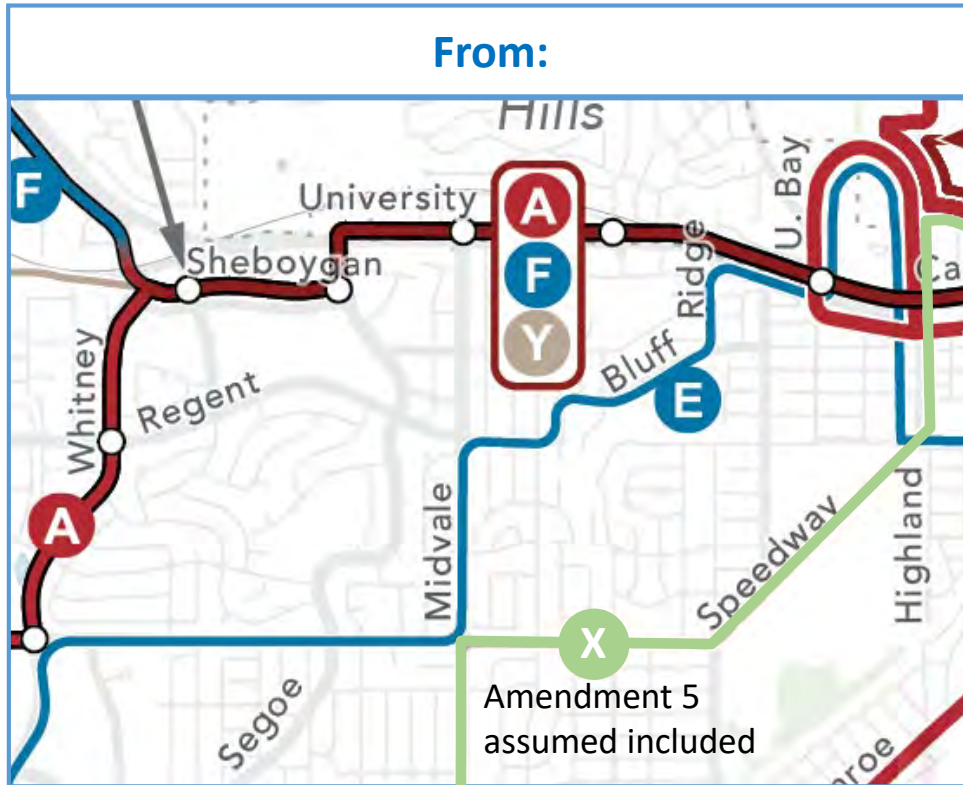
This change is intended to address several concerns expressed in these neighborhood, including all-day service north of Northport, service to Dryden Terrace Apartments, direct service to the Aberg Avenue Pick ‘N Save, service to the Eastmorland neighborhood, direct service between LaFollette High School and Owl Creek, and service to Kings Mill Way.

Service lost with Amendment 9 is direct service between downtown and several neighborhoods as well as the Dutch Mill Park and Ride.

This change is supported by the Owl Creek Neighborhood Resource Team.

Staff recommends.

Amendment 10 – Route E Moved Away from the UW Hospital and from Midvale to Segoe



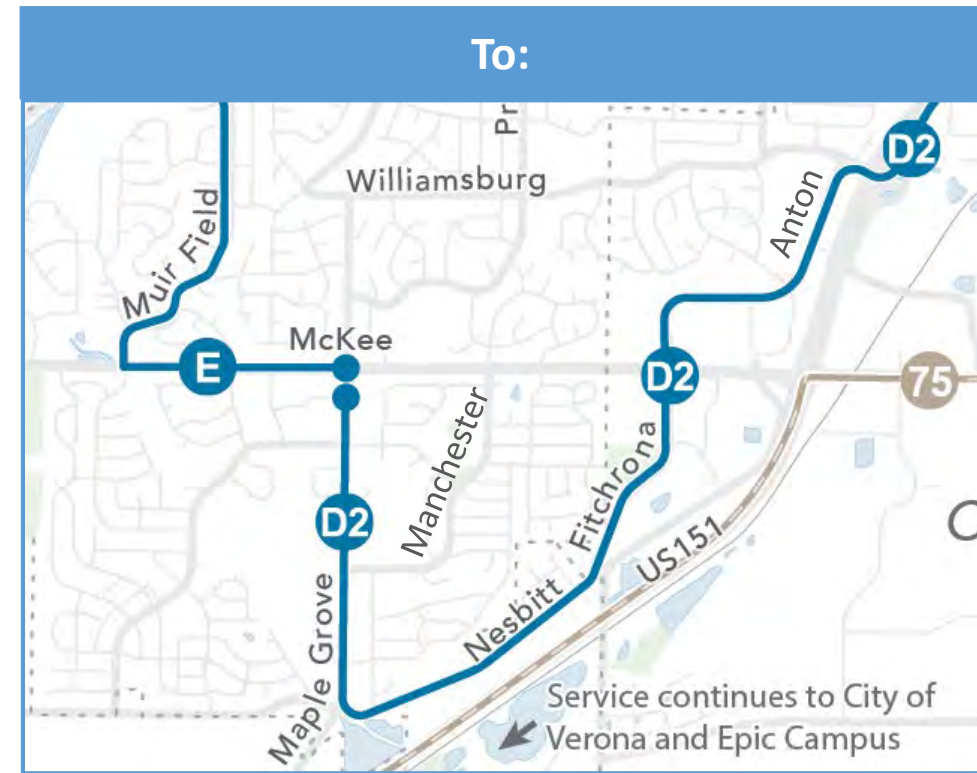
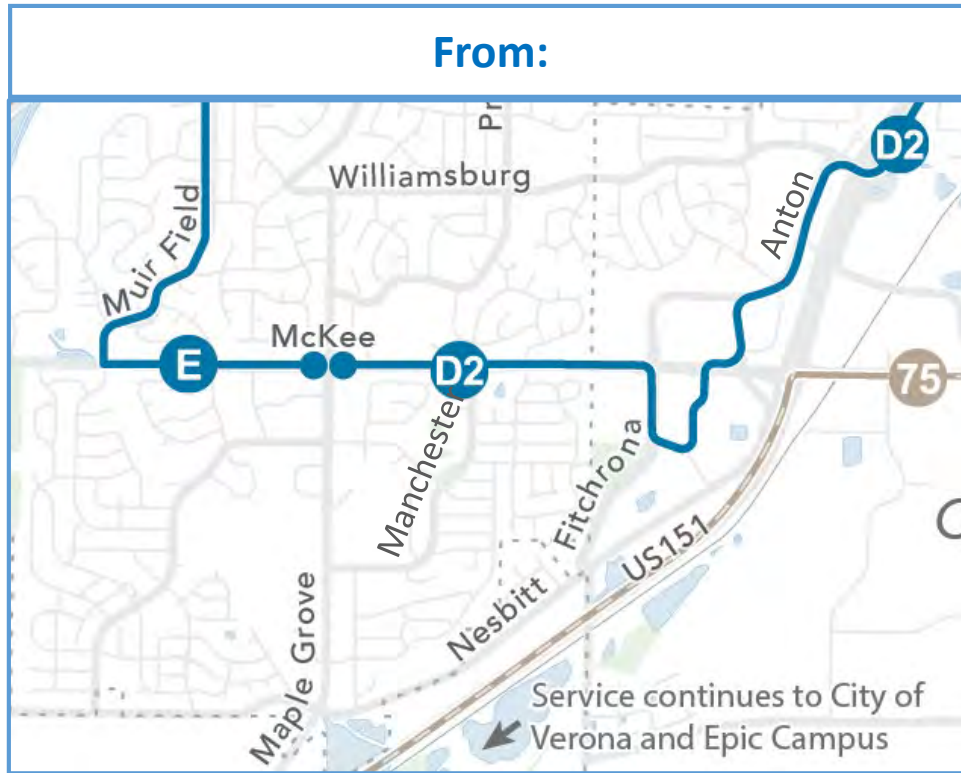
Cost added: \$0

This amendment moves Route E from the UW Hospital loop (University Bay Drive and Highland Avenue) to University Avenue. The amendment also moves Route E from Midvale to Segoe. This change is only possible if Amendment 5 is also adopted, improving Route X to an all-day route.

This change takes advantage of all-day service on Route X to make Route E faster and more direct while also providing service at the corner of Regent and Segoe.

Staff recommends contingent on adoption of Amendment 5.

Amendment 11A – Route D2 Moved from McKee to Fitchrona, Nesbitt, and Maple Grove



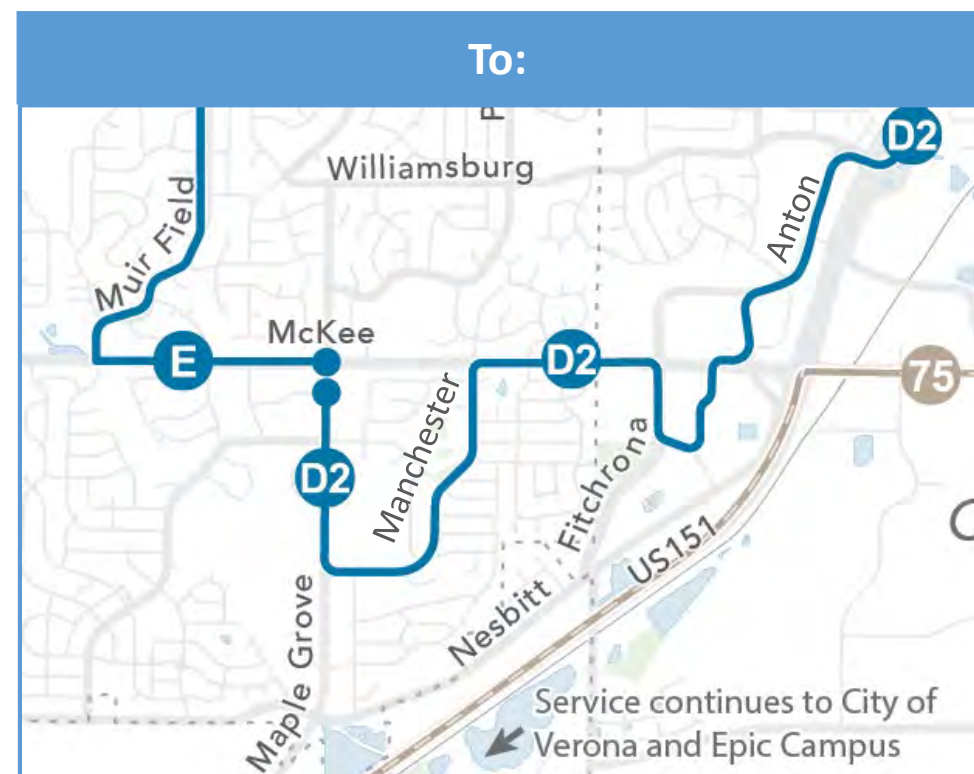
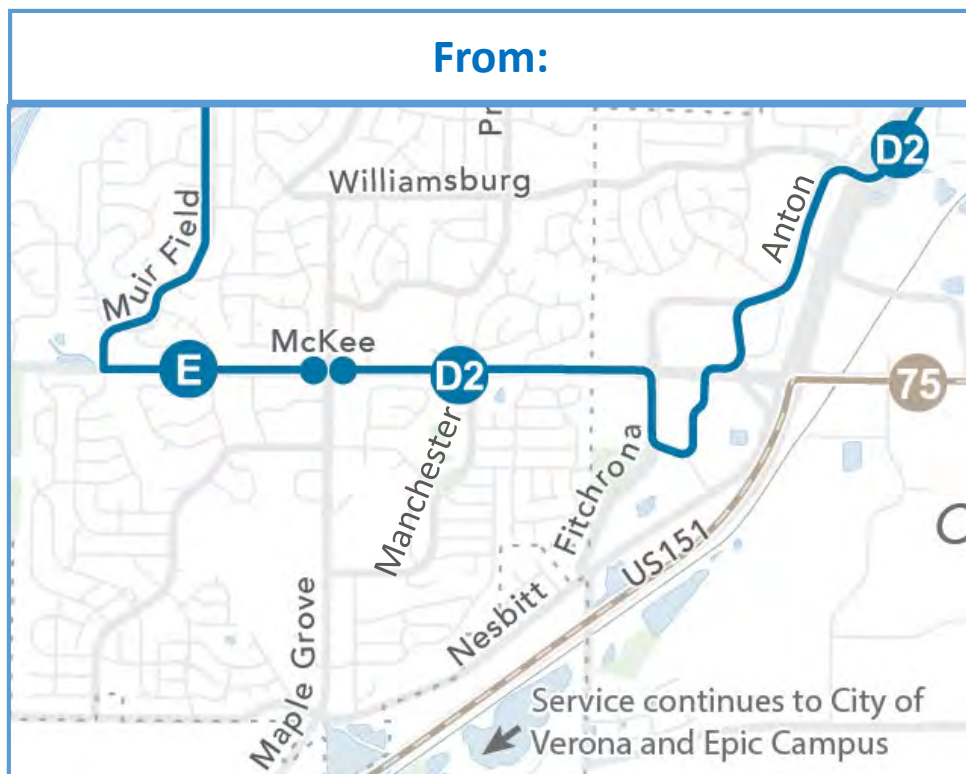
Cost added: Up to \$360K

This amendment moves Route D2 farther south to provide service along Maple Grove Road between Nesbitt and McKee. This change provides new transit service to new development in this area.

If Amendment 3C (removal of the First Street crossover) is included, then this added distance will negate the \$360K savings from that amendment.

Staff recommends.

Amendment 11B – Route D2 Moved from McKee to Manchester and Maple Grove



Cost added: Up to \$360K

This amendment moves Route D2 farther south to provide service along Maple Grove and Manchester. This change provides new transit service to new development in this area.

If Amendment 3C (removal of the First Street crossover) is included, then this added distance will negate the \$360K savings from that amendment.

Staff does not recommend, see Amendment 11A.

Amendment 12 – Route F Moved from the East Branch of Excelsior to the West Branch



Cost added: \$0

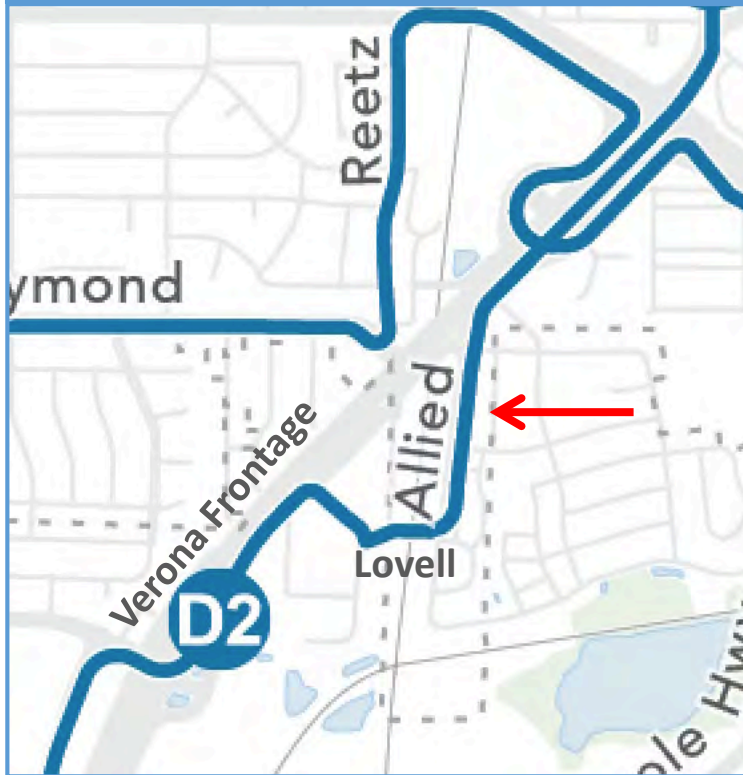
This amendment moves Route F closer to the Madison West Department of Motor Vehicles office at 8417 Excelsior Drive.

With this change it will reduce the walking distance to the DMV from about 1,600 feet to nearly nothing. It makes the route slightly longer but does not increase operating costs.

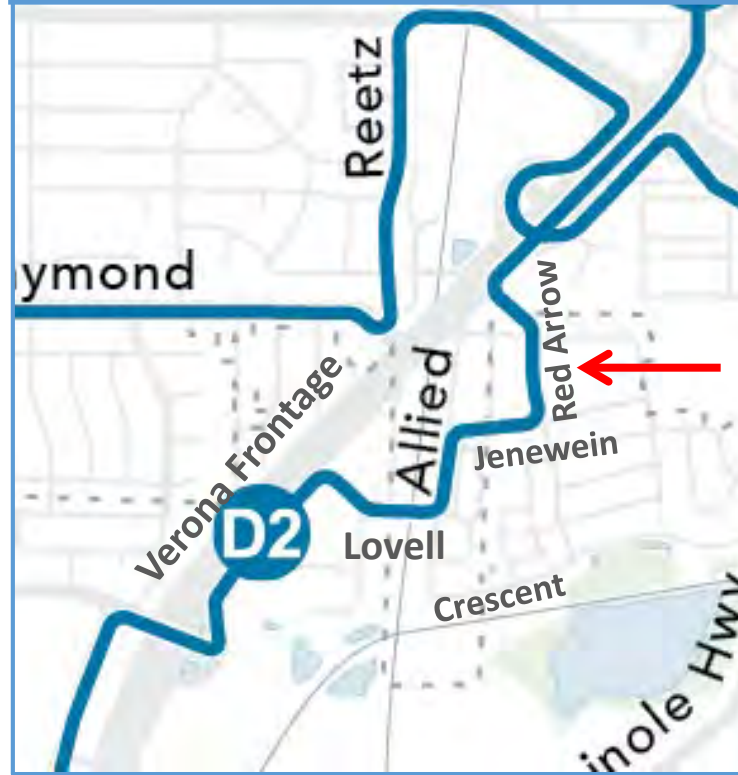
Staff recommends.

Amendment 13 – Route D2 Moved from Allied to Red Arrow and Jenewein

From:



To:



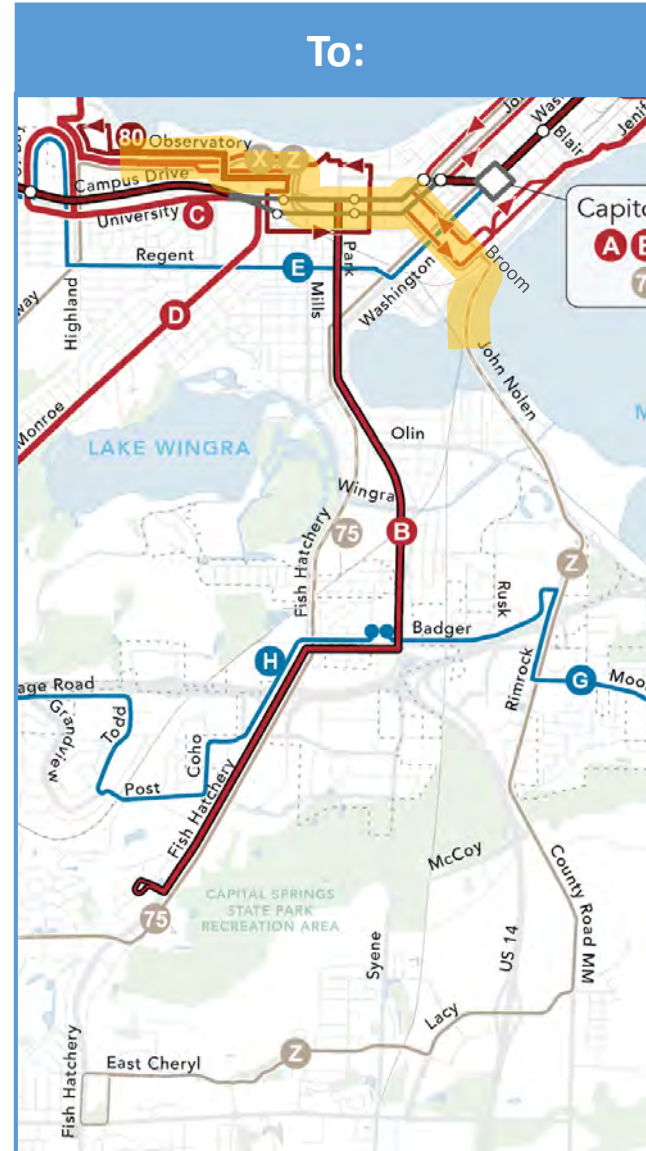
Cost added: \$0 (small cost shift to Fitchburg)

This amendment moves Route D2 closer to several neighborhoods on Red Arrow in Fitchburg. It makes the route slightly longer but still more direct than current service in the area and does not increase the overall cost of the service.

This change addresses some negative impacts to people living near Red Arrow and Crescent that were observed with the draft plan.

Staff recommends contingent on support from the City of Fitchburg.

Amendment 15 – Route Z Moved from Capitol Square to Broom/Bassett and UW Campus



Cost added: \$130K (\$110 K Madison, \$20 K Madison)

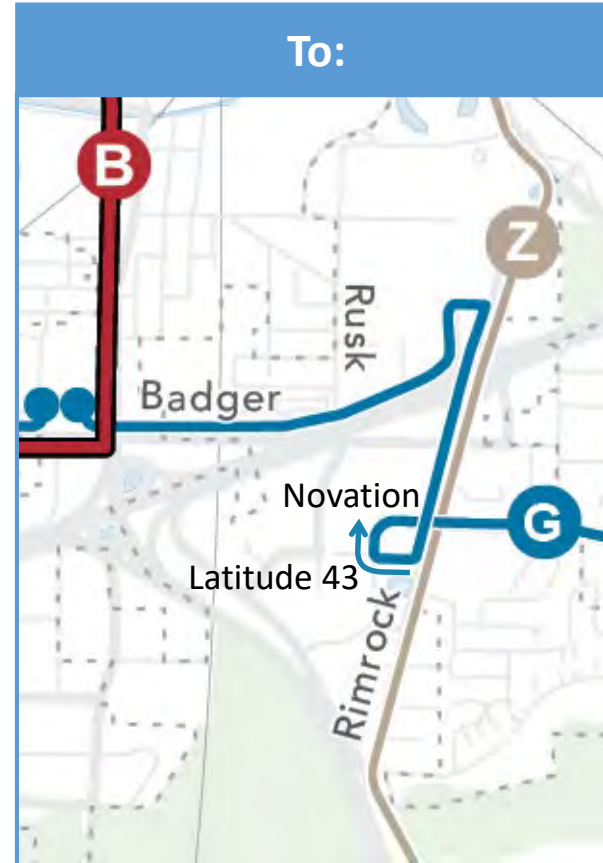
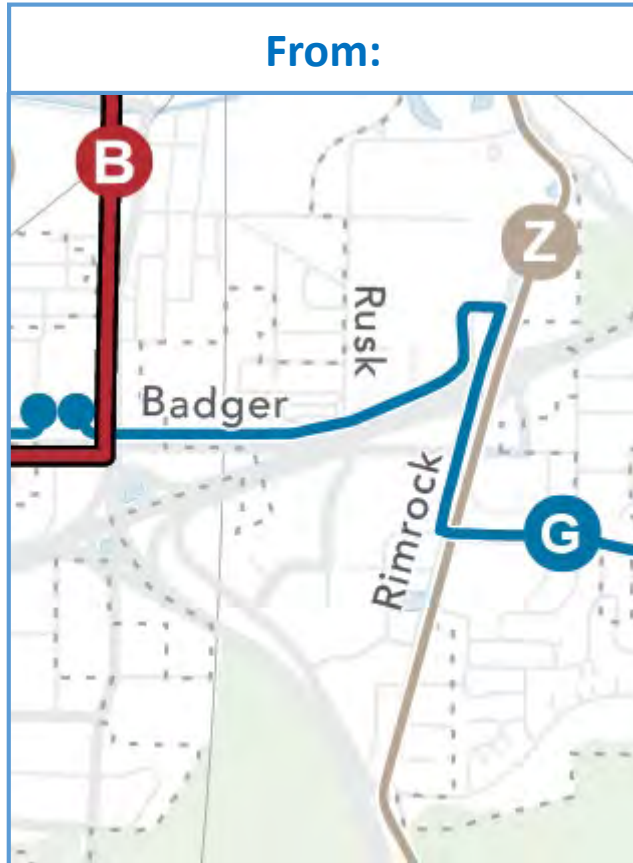
Route Z is moved to provide more direct service to the UW campus. Although it no longer serves the Capitol Square, those destinations would be a few blocks from Broom and Bassett Streets.

The change would also provide additional capacity on Broom Street and Observatory Drive where Metro regularly experiences overloads.

This amendment was recommended by the City of Fitchburg Transportation and Transit Commission on May 12, 2022.

Staff recommends contingent on support from the City of Fitchburg.

Amendment 16A – Route G Loop via Latitude 43 and Novation Parkway



Cost added: \$0 (small cost shift to Fitchburg)

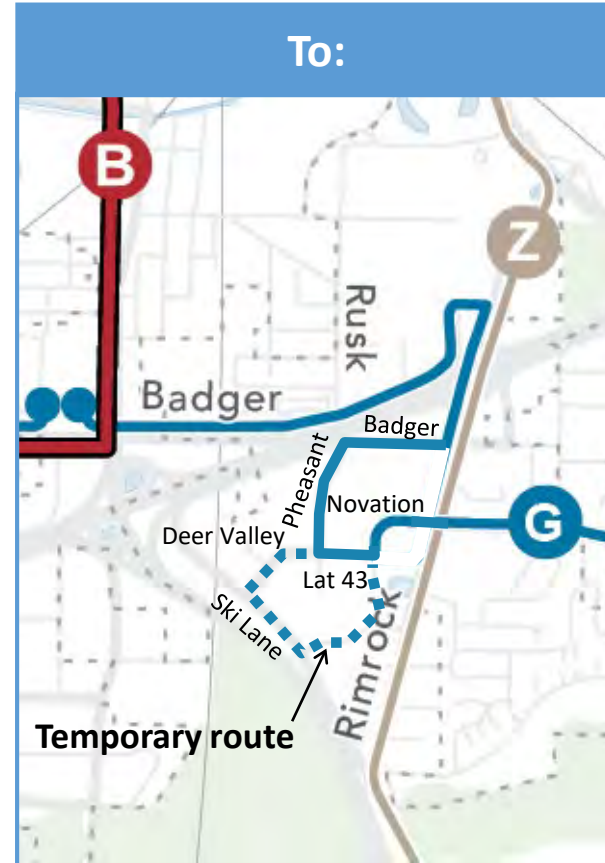
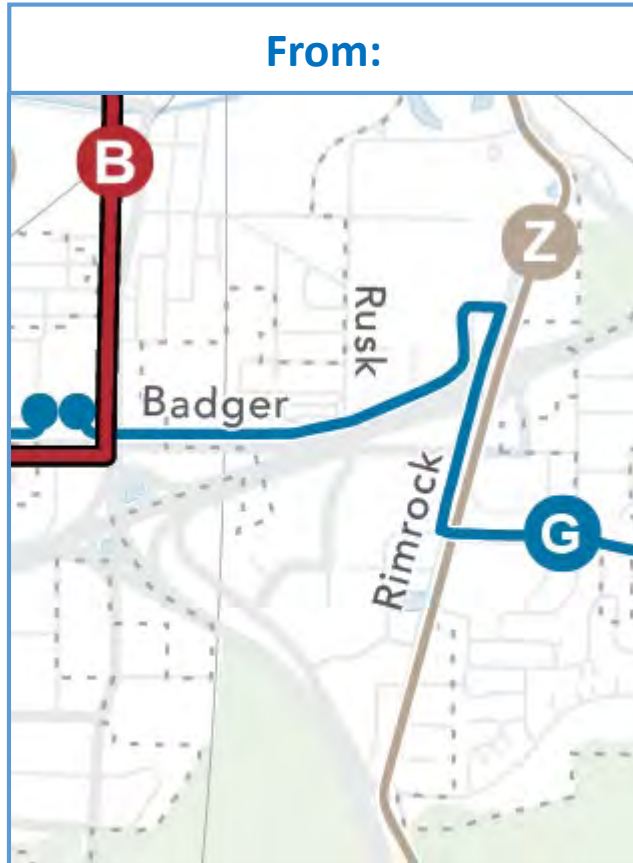
Route G is changed to add a small loop west of Rimrock via Latitude 43 and Novation Parkway. The route would go clockwise in both directions. The longer term intention is to reroute Route G via Badger, Pheasant Ridge, Latitude 43, and Novation Parkway once the Latitude 43 connection is made.

This change provides a bus stop that is two blocks closer to the Southdale neighborhood compared with the draft plan route and does not require a crossing of Rimrock Road. Residents would walk from Deer Valley to Latitude 43 using an existing sidewalk connection.

This amendment was recommended by the City of Fitchburg Transportation and Transit Commission on May 12, 2022.

Staff recommends contingent on support from the City of Fitchburg.

Amendment 16B – Route G Loop via Badger, Pheasant Ridge, and Novation Parkway



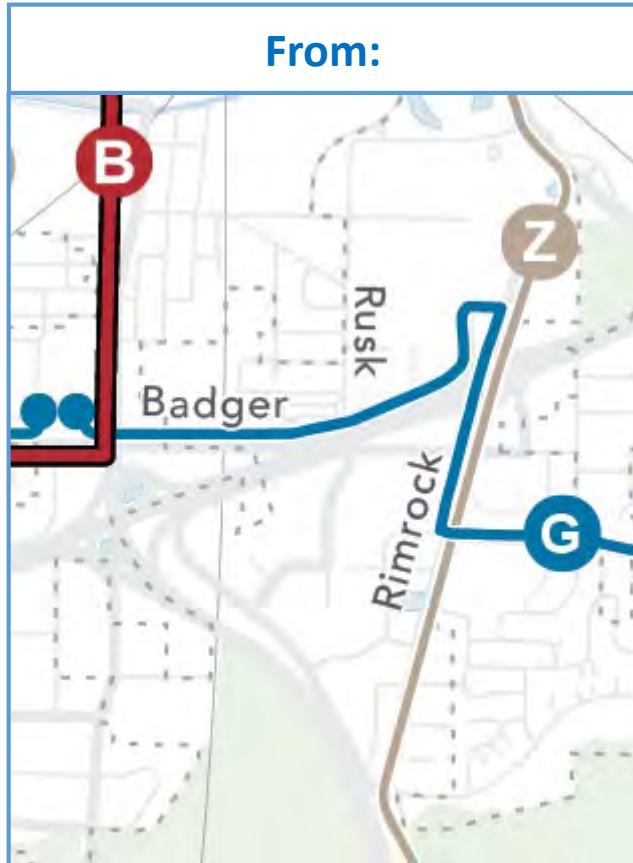
Cost added: \$0 (cost shift to Fitchburg)

Route G is changed to add a larger two-way loop west of Rimrock via Badger, Pheasant Ridge, and Novation Parkway in both directions. This alignment is dependent on the street connection between Deer Valley and Latitude 43 being completed. In the near term, the route could be accommodated with a temporary detour via Deer Valley and Ski Lane.

This change provides a bus stop in the Southdale neighborhood at Pheasant Ridge and Deer Valley.

This amendment was not supported by the City of Fitchburg Transportation and Transit Commission on May 12, 2022, therefore staff does not recommend.

Amendment 17B – Route Z Moved to Ski Lane and Pheasant Ridge



Cost added: \$0 (small cost shift to Fitchburg)

Route Z is moved west of Rimrock to Ski Lane, Deer Valley, Pheasant Ridge, and Badger.

This would provide service within the Southdale neighborhood to downtown Madison and to the Fitchburg Civic Campus during peak periods only.

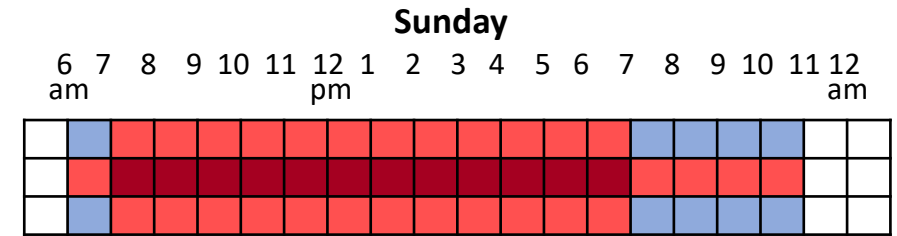
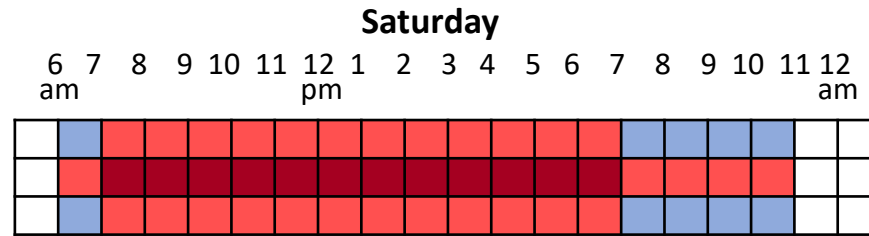
Also see Amendments 16A and 16B that relate to this area.

This amendment was not supported by the City of Fitchburg Transportation and Transit Commission on May 12, 2022, therefore staff does not recommend.

Amendment 30A – Frequent BRT Service Eliminated on Sundays

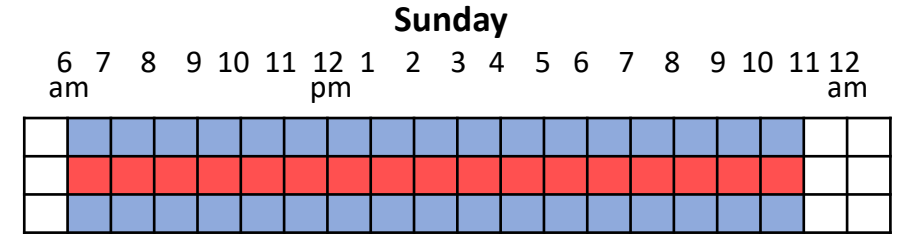
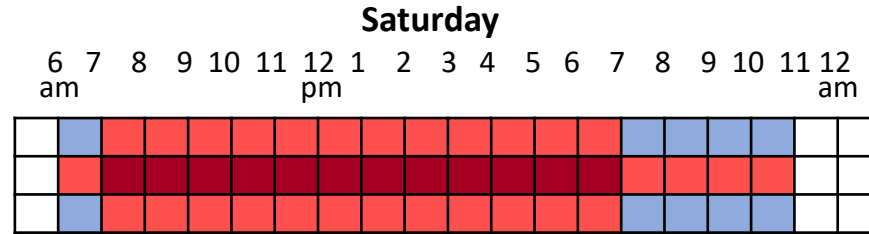
From:

Route A
A+B Combined
Route B



To:

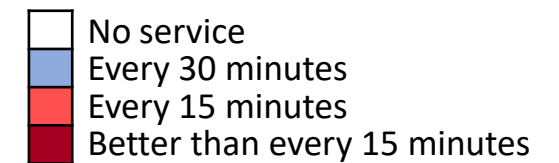
Route A
A+B Combined
Route B



Cost reduced: \$700K (\$670K Madison, \$30K Fitchburg)

Service on BRT Routes A and B is reduced to every 30 minutes on Sundays.

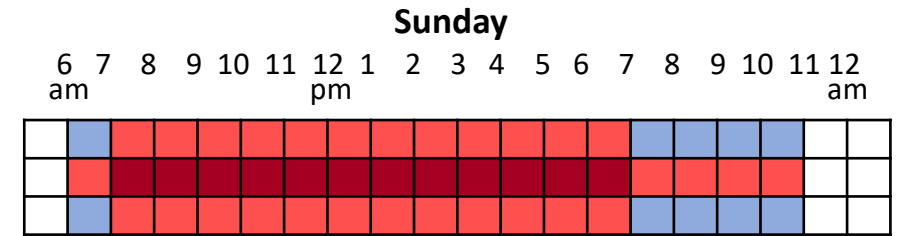
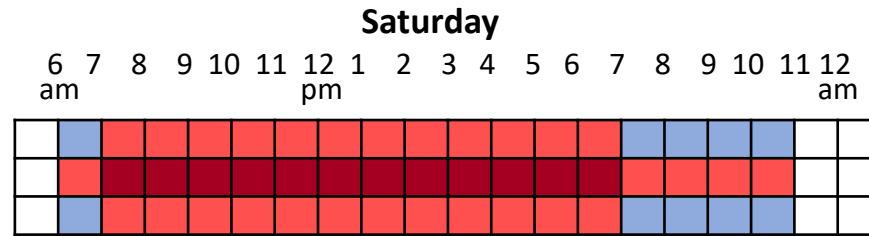
Staff recommends.



Amendment 30B – Frequent BRT Service Eliminated on Saturdays and Sundays

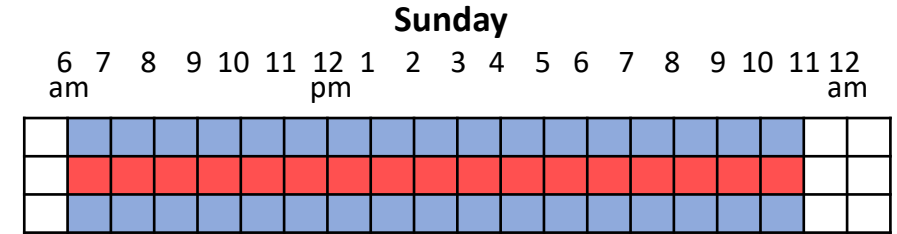
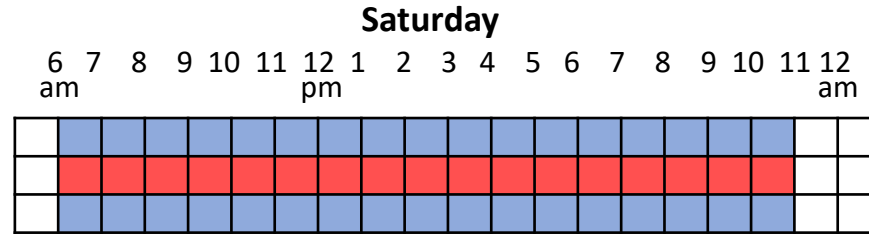
From:

Route A
A+B Combined
Route B



To:

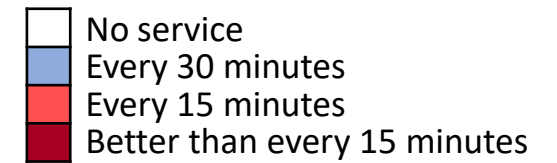
Route A
A+B Combined
Route B



Cost reduced: \$1,400K (\$1,340K Madison, \$60K Fitchburg)

Service on BRT Routes A and B is reduced to every 30 minutes on Sundays.

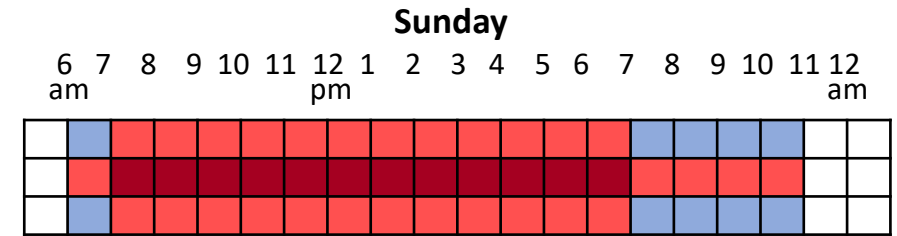
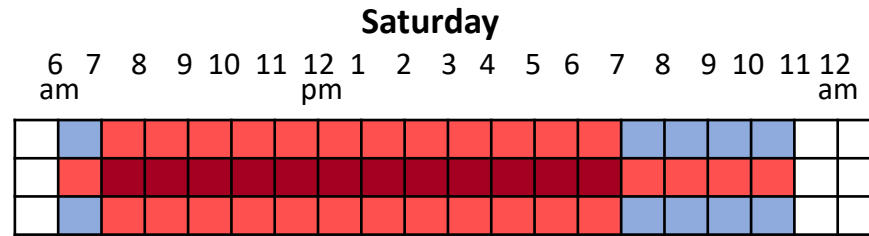
Staff does not recommend, see Amendment 30A.



Amendment 30C – Frequent BRT Service Reduced on Saturdays, Eliminated on Sundays

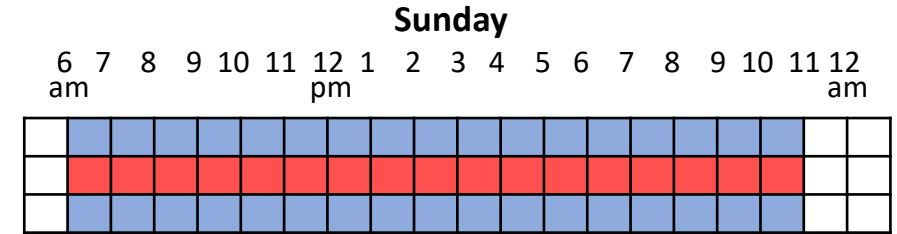
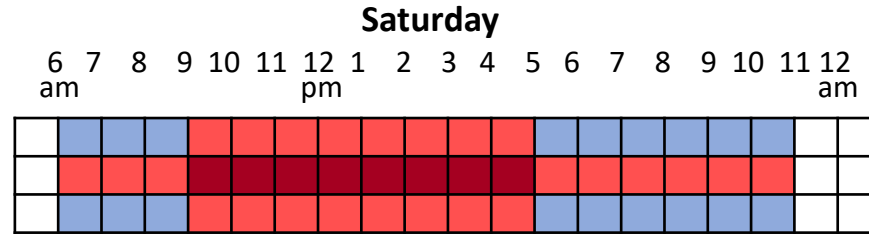
From:

Route A
A+B Combined
Route B



To:

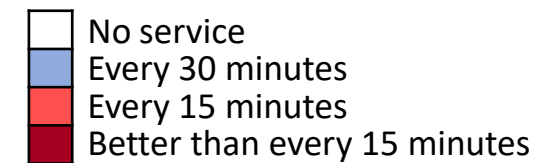
Route A
A+B Combined
Route B



Cost reduced: \$950K (\$910K Madison, \$40K Fitchburg)

Service on BRT Routes A and B is reduced to every 30 minutes on Sundays.

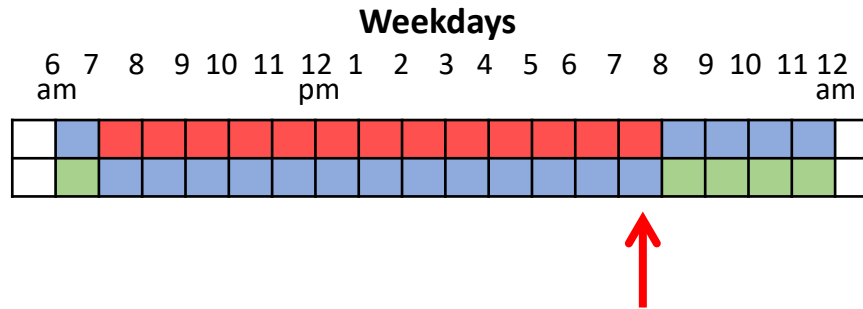
Staff does not recommend, see Amendment 30A.



Amendment 31 – Evening Service Begins at 7 pm rather than 8 pm

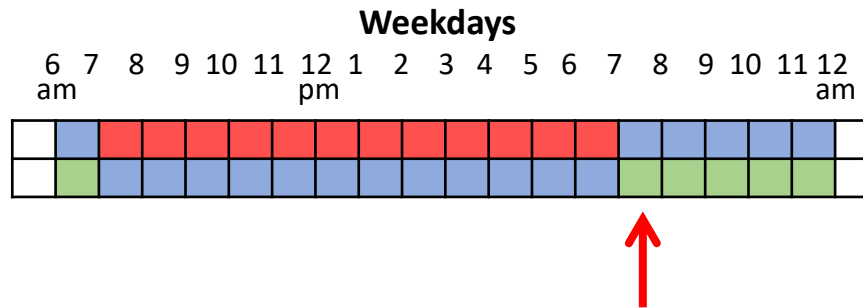
From:

Frequent routes
Most other routes



To:

Frequent routes
Most other routes



Cost reduced: \$600K

Frequency on most routes drops from daytime levels to evening levels one hour earlier.

Staff recommends.

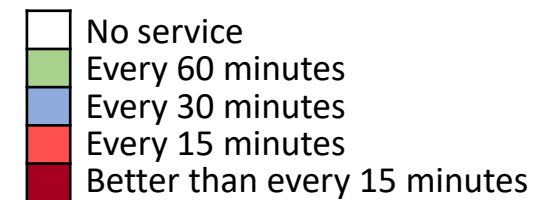


Table 1: Amendment Cost Summary - Staff Recommended Amendments

Amendment	Cost	Madison Cost	Other Cost	Description	Notes
1	---	---	---	Troy - Northport loop on the north end of Route B	Addresses service to Troy Gardens and Mendota Mental Health
3C	-\$360 K	-\$360 K	---	Removal of C and D crossover at First Street	Faster and more direct service through the isthmus
4D	+\$680 K	+\$680 K	---	South side route via Olin and Fish Hatchery	Service to Olin, John Nolen, and Fish Hatchery, but not Rusk/Bram
5	+\$520 K	+\$520 K	---	Route X improved to hourly off peak	Service to Westmorland and Odana
6A	+\$870 K	+\$680 K	+\$190 K	Route R to Old Sauk and High Point; Route Y all day	All day service to Park Street and South Ridge in Middleton
7	---	---	---	Route D2 moved from Midvale to Nakoma	Replaces part of the Route 19 service area
8	+\$800 K	---	---	Isthmus commuter service to the UW	Costs are considered part of the peak period capacity reserve, peak service to Sherman Terrace
9	+\$1,040 K	+\$1,040 K	---	Route L between east and north Madison	Delaware, Dryden Terrace, Aberg Pick 'N Save, Kinsman, Walter, LaFollette, Owl Creek
10	---	---	---	Route E moved from Midvale to Segoe and away from UW Hospital	Faster service to downtown and service to Regent and Segoe
11A	+\$360 K	+\$360 K	---	Route D2 extended south of McKee Road along Maple Grove	Service to far southwest side
12	---	---	---	Route F moved to west branch of Excelsior	Service to West DMV
13	---	-\$50 K	+\$50 K	Route D2 moved from Allied to Red Arrow and Jenewein	Service to Red Arrow, cost shift from Madison to Fitchburg
15	+\$130 K	+\$110 K	+\$20 K	Route Z moved from Capitol Square to UW campus	Direct service from Fitchburg to UW campus
16A	---	-\$50 K	+\$50 K	Route G loop via Latitude 43 and Novation Parkway added	Closer service to Southdale neighborhood, cost shift from Madison to Fitchburg
17A	---	-\$20 K	+\$20 K	Route Z loop via Radicchio Drive added	Service to new development, cost shift from Madison to Fitchburg
30A	-\$700 K	-\$670 K	-\$30 K	BRT Sunday headways changed from every 15 to every 30 minutes	
31	-\$600 K	-\$600 K	---	Daytime to evening service level shift moved from 8 pm to 7 pm	Affects several routes
Unspent reserve	---	-\$580 K	---	Funds left unspent in the draft plan	
Total		+\$1,060 K			

Table 2: Amendment Cost Summary – Other Possible Amendments and Budget Changes

Amendment	Cost	Madison Cost	Other Cost	Description	Notes
2	+ \$420 K	+ \$420 K	---	Route D2 moved from airport to Wheeler, new airport shuttle	Alternative to Amendment 9 on the north side, but no direct service to Aberg Pick 'N Save
4B	+ \$680 K	+ \$680 K	---	South side route via Olin and Rusk/Bram	Service to Olin, John Nolen, and Rusk/Bram, but not Fish Hatchery
4C	+ \$680 K	+ \$680 K	---	South side route via Olin and John Nolen	Service to Olin, John Nolen but not Rusk/Bram or Fish Hatchery
11B	---	---	---	Route D2 extended south of McKee Road along Manchester	Service to far southwest side
14	+ \$650 K	+ \$40 K	+ \$610 K	Route B extended to Fitchburg Civic Center	Extends BRT service farther into Fitchburg
16B	---	- \$200 K	+ \$200 K	Route G moved to Badger, Pheasant Ridge, and Novation	Larger Route G loop into Southdale neighborhood, cost shift from Madison to Fitchburg
17B	---	- \$25 K	+ \$25 K	Route Z moved to Ski Lane and Pheasant Ridge	Peak period service through Southdale neighborhood, cost shift from Madison to Fitchburg
30B	- \$1,400 K	- \$1,340 K	- \$60 K	BRT Weekend headways changed from every 15 to every 30 minutes	
30C	- \$950 K	- \$910 K	- \$40 K	BRT 15 minute weekend service on Saturdays 9 am to 5 pm only	
Monona joins	---	- \$250 K	+ \$250 K	New Route C3 added to serve Monona	Would use service hours otherwise not needed in Route C
Private contributions	---	- \$250 K	+ \$250 K	Potential new funding from private or other sources	



Transit Network Redesign

Draft Plan Amendments

www.MyMetroBus.com/Redesign

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