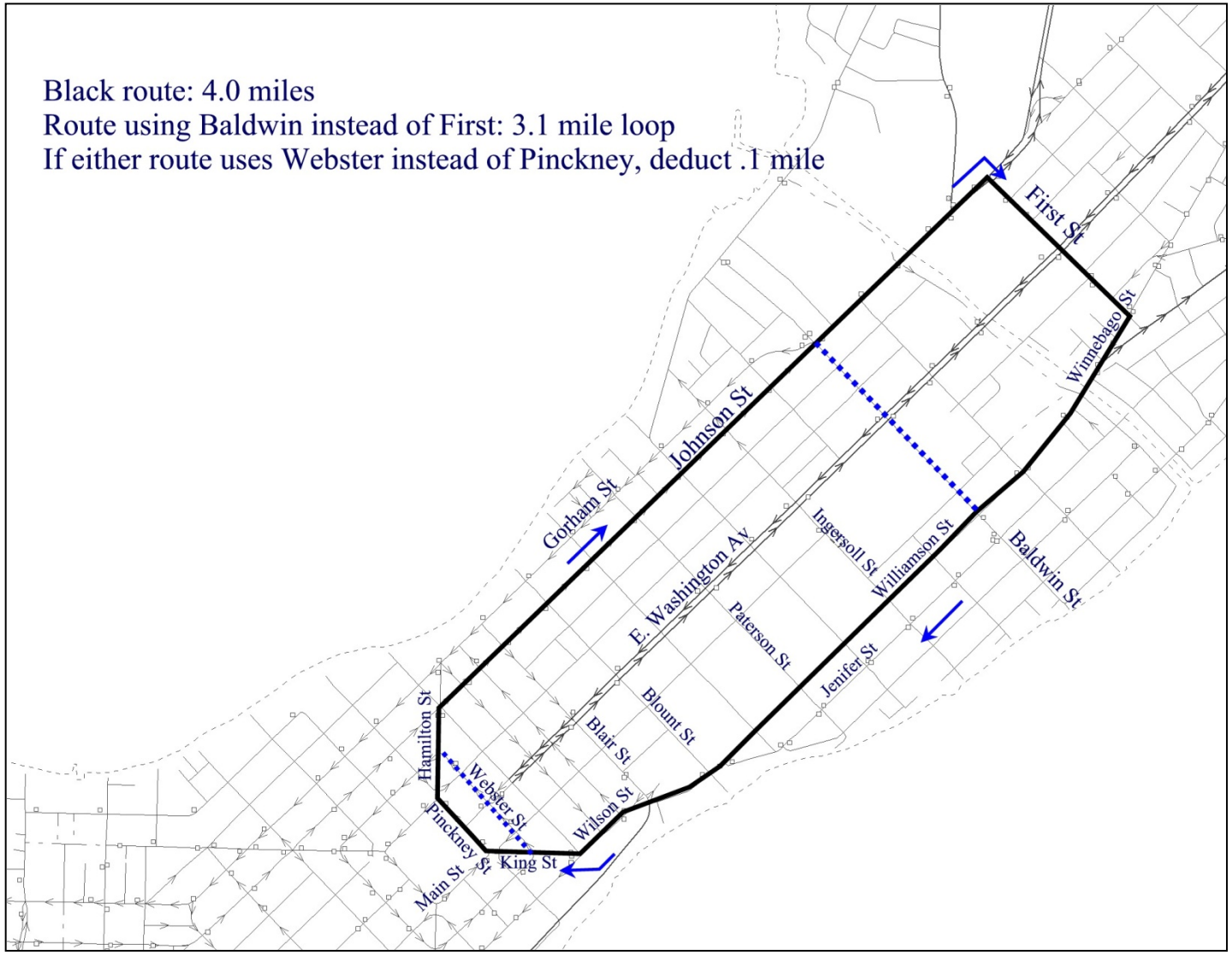
Potential East Side Isthmus Circulator Route



The full route, shown with a solid black line in the map above, has a round trip time of approximately 23 minutes. Scheduling the route for a 30 minute cycle would give consistent, “clock face” times that would be easy for passengers to remember. There would also be enough reserve in the schedule to provide recovery time in case of delays.

If the route was shortened to operate only as far east as Baldwin St (dotted blue line), the round trip time would drop to 20 minutes. ***See next page for cost estimates.***

Estimated Annualized Operating Cost for East Side Shuttle

Comparison of operating UW fall & spring semesters vs. full year
(route would operate Thursday, Friday and Saturday nights)

		1 Bus (30 min long route 20 minute short route)		**2 Buses (15 minute frequency long route)**	
	# of days	*Hours/Yr*	*Cost/Yr **	*Hours/Yr*	*Cost/Yr **
UW Fall & Spring Semesters only	103	824	$ 46,144	1648	$ 92,288
Year around	154	1232	$ 68,992	2464	$ 137,984

* Operating Cost estimated using $56/hour.

In the chart above, a comparison is made between operating the shuttle only during the UW's fall and spring semesters, vs. operating it throughout the year. It was assumed that the same schedule would be operated Thursday, Friday, and Saturday nights. Also, Cost estimates are shown for operating one bus (left columns) or two buses (right columns). Estimated costs range from $46,100 for one bus operating only during the UW's fall & spring semesters, to $138,000 for two buses operating year around.

	Business Name	Street #	Street name	Unit	Zip	Phone #	Type of Business *
	* All Business Open till 10:00 PM or later on Th, Fri, & Sat unless otherwise noted						
1	The Old Fashioned	23	N. Pickney St.	# 1	53703	310-4545	Restaurant & Bar
2	Harvest	21	N. Pickney St.		53703	255-6075	Restaurant
3	Blue Marlin	101	N. Hamilton St.		53703	255-2255	Restaurant
4	Madison Children's Museum	100	N. Hamilton St.		53703	256-6455	Special Events
5	Pinkus McBride Market	301	N. Hamilton St.		53703	284-8000	Corner Store
6	Forequarter	708 1/4	E. Johnson St.		53703	609-4717	Restaurant & Bar
7	Self Serve Laundry	701	E. Johnson St.		53703	249-0589	Laundromat (open Th & Fri till 11 PM, Sat till 9:00 PM)
8	Caribou Tavern	703	E. Johnson St.		53703	257-5993	Bar
9	Mad Town Pizza	912	E. Johnson St.		53703	250-3333	Restaurant
10	Johnson Public House	908	E. Johnson St.		53703	347-0483	Coffee Shop (hours till 8 PM on Thursdays)
11	China Wok	1724	Fordem Ave		53704	240-9888	Restaurant
12	Subway (Store 10151)	1860	E. Washington Ave		53704	246-9090	Restaurant (open till 9 PM)
13	Pizza Pit	1860	E. Washington Ave		53704	246-7733	Restaurant
14	The Green Own Café	1970	Atwood Ave		53704	285-5290	Restaurant (open till 9 PM)
15	Alchemy	1980	Atwood Ave		53704	204-7644	Restaurant & Bar
16	Tex Tubbs Taco Palace	2009	Atwood Ave		53704	242-1800	Restaurant & Bar
17	Monty's Blue Plate Diner	2089	Atwood Ave		53704	244-8505	Restaurant
18	Wong's Garden	2044	Atwood Ave		53704	244-7869	Restaurant
19	Chocolaterian	2004	Atwood Ave		53704	249-1156	Restaurant & Bakery (Th 9:00, Fri 9:30, Sat 10:30)
20	Barrymore Theatre	2090	Atwood Ave		53704	241-8864	Music and Entertainment Venue
21	Lao Laan Xang	2098	Atwood Ave		53704	819-0140	Restaurant (Th 9:00, Fri & Sat 10:00)
22	Mickey's Tavern	1524	Williamson St		53703	251-9964	Restaurant and Bar
23	Ha Long Bay	1353	Williamson St		53703	255-2868	Restaurant (Open till 9:30)
24	Crystal Corner Bar	1302	Williamson St		53703	256-2953	Bar
25	Willy Street Coop	1221	Williamson St		53703	251-6776	Grocery Cooperative (Open till 9:30)
26	The Weary Traveler	1201	Williamson St		53703	442-6207	Restaurant and Bar
27	Jamerica	1236	Williamson St		53703	251-6234	Restaurant (open till 9:00)
28	Jolly Bobs	1210	Williamson St		53703	251-3902	Restaurant and Bar
29	Lao Lan Xang	1146	Willamson St		53703	280-0104	Restaurant (Th 9:30, Fri & Sat 10:00)
30	Mother Fools Coffeehouse	1101	Williamson St		53703	259-1030	Coffee shop and music venue
31	The Roman Candle	1054	Williamson St		53703	258-2000	Restaurant
32	El Rincon Tico	1133	Williamson St		53703	852-8326	Restaurant - may be closed for business
33	Bahn Thai	944	Williamson St	#4	53703	256-0202	Restaurant
34	Burrito Drive	310	S. Brearly St		53703	260-8586	Restaurant
35	Umami Ramen & Dumpling I	923	Williamson St		53703	819-6319	Restaurant
36	A Pig in a Fur Coat	940	Williamson St		53703	316-3300	Restaurant
37	Plan B	924	Williamson St		53703	257-5262	Music Venue and Dance Club
38	Willy Street Pub and Grill	852	Williamson St		53703	256-8211	Bar
39	Eldorado Grill	744	Williamson St	#2	53703	280-9378	Restaurant and Bar (Open Th 9:00 and Fri & Sat 10:00 PM)

40	Bon Appetit Café	805	Williamson St		53703	283-4266	Restaurant (open till 9:00)
41	Sardine	617	Williamson Street		53703	441-1600	Restaurant and Bar
42	Bandung Indoneisan Restaur	600	Williamson Street		53703	255-6910	Restaurant (open Th till 8:30, Fri & Sat till 9:30)
43	Wah Kee Noodles	600	Williamson Street		53703	255-5580	Restaurant (open Th till 9:30, Fri & Sat till 10:00 PM)
44	Up North Saloon	150	S. Blair St		53703	250-1730	Bar
45	Essen Haus	514	E. Wilson St		53703	255-4674	Restaurant and Bar
46	Come Back In	508	E. Wilson St		53703	258-8619	Restaurant and Bar
47	Cardinal	418	E. Wilson St		53703	257-2473	Bar/Music Venue/Dance Club
48	Café Cortadito	418	E. Wilson St		53703	NA	Take Out Food - Business not yet open
49	Plaka Taverna	410	E. Wilson St		53703	251-4455	Restaurant and Bar (open till 9PM)
50	The Bayou	117	S. Butler St		53703	294-9404	Restaurant and Bar
51	Tempest Oyster Bar	120	E. Wilson St		53703	258-1443	Restaurant and Bar
52	Osteria Papavero	128	E. Wilson St		53703	255-8376	Restaurant and Bar
53	Restaurant Muramoto	225	King St		53703	259-1040	Restaurant and Bar
54	Natt Spil	211	King St		53703	258-8787	Restaurant and Bar and Music Venue
55	Great Dane	123	E. Doty St		53703	284-0000	Restaurant and Bar and Music Venue
56	Madison's	119	King St		53703	229-0900	Restaurant and Bar
57	Majestic Theatre	115	King St		53703	255-0901	Music Venue and Dance Club
58	Opus Lounge	116	King St	#1	53703	441-6787	Bar
59	Woof's	114	King St		53703	204-6222	Bar
60	Red Sushi Grill	106	King St		53703	294-1234	Restaurant
61	Tipsy Cow	102	King St		53703	287-1455	Bar and Restaurant
62	Maduro	117	E. Main St		53703	294-9371	Cigar Bar
63	The Rigby	119	E. Main St		53703	442-1112	Bar & Restaurant & Music Venue
64	Francisco's Cantina	121	E. Main St		53703	294-1100	Restaurant & Bar
65	Argus	123	E. Main St		53703	256-4141	Bar & Restaurant
66	Johnny Delmonicos	130	S. Pinckney St		53703	257-8325	Restaurant & Bar
67	Merchant	121	S. Pinckney St		53703	259-9799	Bar and Restaurant
68	Graze	1	S. Pinckney St		53703	251-2700	Restaurant and Bar
69	L'Etoile	1	S. Pinckney St		53703	251-0500	Restaurant
70	Square Wine Co.	5	N. Pinckney St		53703	819-6191	Wine Bar (Open till 9:00 on Fridays Th & Sat till 8:00 PM)

Other businesses near E. Washington Avenue (within 3 - 4 blocks of the proposed route)

	Business Name	Street #	Street name	Unit	Zip	Phone #	Type of Business
71	Baldwin Street Grille	1304	East Washington Ave		53703	442-8400	Bar and Restaurant
72	Avenue Bar	1128	East Washington Ave		53703	257-6877	Bar and Restaurant
73	Old Sugar Distillery	931	East Main St		53703	260-0812	Bar
74	High Noon Saloon	701	East Washington Ave		53703	268-1122	Bar and Music Venue
75	The Brass Ring	701	East Washington A	#104	53703	256-9359	Bar and Restaurant
76	The Brink Lounge	701	East Washington A	#105	53703	661-8599	Bar and Music Venue
77	Bellini Italian Restaurant	401	East Washington Ave		53703	250-0097	Restaurant (Open Th till 9:00 PM, Fri & Sat till 10:00 PM)