



2023 ANNUAL REPORT

2023 Highlight ●●●●● Metro Transit's Redesign

Metro Transit launched the bus system network redesign in June 2023, which restored service hours to pre-COVID levels. As the region outgrew Metro's long-standing transfer point system, the entire service network was redesigned from the ground up. This marks the most significant overhaul of the route network since the adoption of the transfer point system in 1998.

The updated service enhances access to employment, reduces travel times, makes the system easier to navigate and will align routes with Metro's upcoming bus rapid transit system, set to launch in 2024.

REDESIGN GOALS

Reduce travel
times and
congestion.

Build the
transportation
backbone of a
vibrant regional
economy.

Speed up
workforce
transportation.



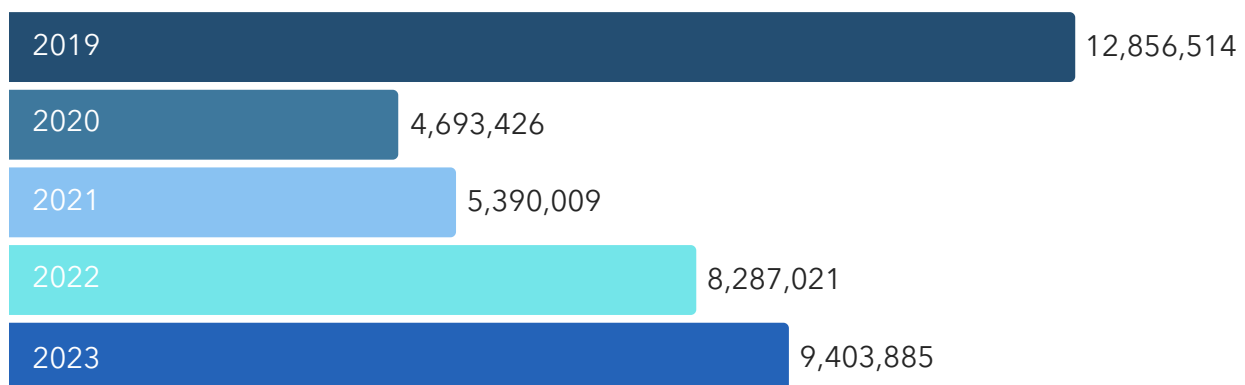


Ridership

In 2023, Metro Transit continued to see overall ridership gains with 9,403,885 passenger rides. System ridership continues steep growth, with a 13.5% increase in unlinked passenger trips in 2023.

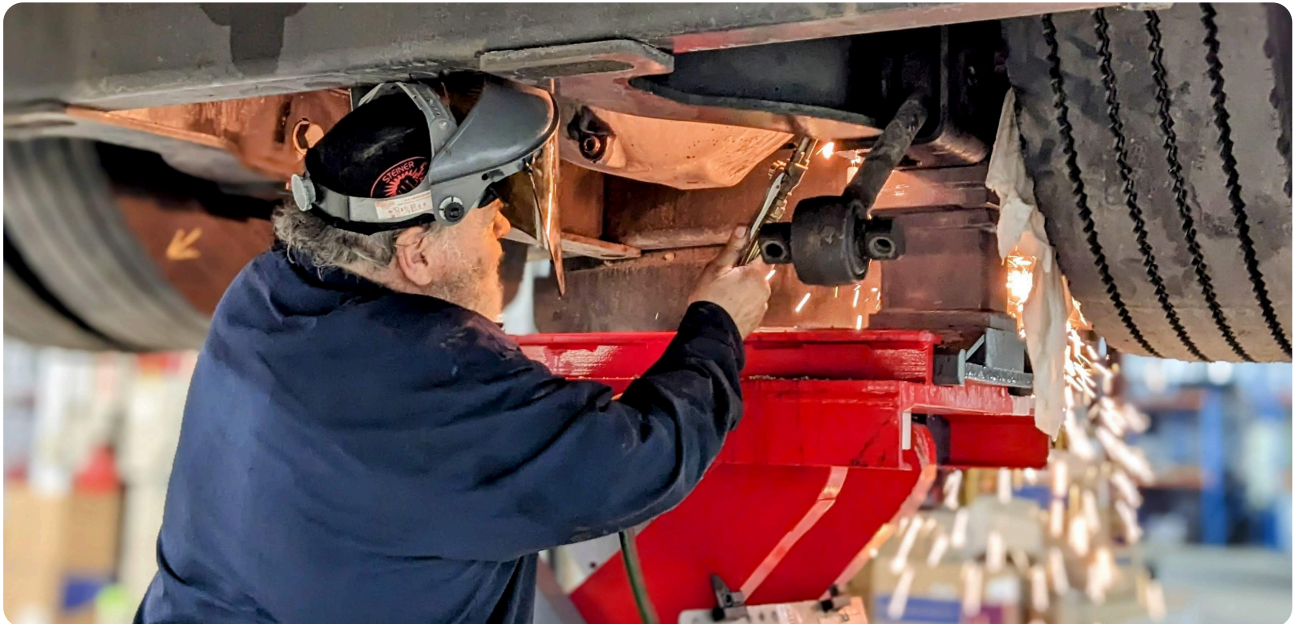
However, preliminary evidence shows a significant reduction in transfers, so the increase in linked passenger trips is likely even higher.

Despite the challenges experienced nationwide in hiring bus drivers, Metro has made some adjustments to its recruiting processes and finally reach full staffing levels for bus operators at the end of 2023.



Redesign & Capital Projects

With the redesign, approximately 66% of those with low incomes are now within walking distance of 15-minute bus service compared to 32% using the old system. Nearly 41% of people of color now also have access to this 15-minute service compared to 15% using previous routes.



Metro is continuing to undertake a capital improvement project at its primary maintenance and bus storage facility on East Washington Avenue.

The combination of limited bus storage space, outdated infrastructure, and poor ventilation has created unsafe working conditions and inefficient, substandard amenities that needed to be addressed.

The first part of the third phase of remodeling began in the summer of 2021 and was completed in 2023.

This included ten additional maintenance bays/lifts, new driver break room, training space, parts room, restrooms, boilers and water heaters, including new HVAC and lighting in remodeled areas.

The Future: Bus Rapid Transit

What is Bus Rapid Transit?

Bus Rapid Transit (BRT) is a high-frequency, faster, and more dependable bus service that uses larger vehicles to carry more passengers. Key features of BRT include all-day frequent service, direct routes with limited stops, and infrastructure designed to speed up travel—such as dedicated bus lanes, priority traffic signals at intersections, off-board fare payment at stations, and spacious buses for higher capacity.

Why do we need BRT?

By 2050, Madison expects to add 85,000 new jobs, welcome 100,000 new residents, and see nearly 800,000 additional daily trips for work, school, and recreation. Integrating Bus Rapid Transit (BRT) into the Metro Transit system will ease overcrowding on buses, enhance travel times across the city, and streamline the overall system—making public transit more convenient and efficient as demand continues to grow.



Coming in 2024

Metro plans to launch Rapid Route A, its first ever-bus rapid transit route. This new BRT route runs 15 miles east to west through Madison's busiest travel corridor including the downtown and university campus areas. The system features special traffic signals to help buses get through intersections faster using dedicated bus lanes. A second BRT route that will run north to south through the community is also in development.

To support BRT planning, Metro is acquiring a second satellite site on the far-east side of the city for bus storage and maintenance. The facility will include a large bus storage area along with a fully equipped bus wash and maintenance facility. The location will also include training and conference space, a dispatch office and full administration area. A ground breaking is expected to take place in early 2024.

Future Technology

To improve boarding efficiency on both local bus routes and the upcoming BRT system, Metro is rolling out new fare technology in 2024. This upgrade will include smart cards, online customer accounts, and options for riders to pay using smartphones or credit cards.

Metro's fare system hasn't seen a major update in over 20 years. These improvements aim to simplify the bus-riding experience and increase accessibility for low-income riders through a fare capping system.



Smartcards significantly reduce boarding times compared to cash or paper tickets, improving schedule adherence and reducing vehicle dwell time.

Riders can easily reload cards online, at kiosks, or via mobile apps.

Smartcards generate detailed data on passenger travel patterns, helping agencies make data-driven decisions on route planning and scheduling.

Enables real-time monitoring of fare system performance and system usage.

Service Snapshot

Fixed-Route Partners

City of Madison
City of Middleton
City of Fitchburg
City of Verona
City of Sun Prairie
Epic
Madison College
Madison Metropolitan School District
University of Wisconsin
Village of Shorewood Hills

Service Area

130 square miles
Population: 363,017
Source: NTD database

Annual Operating Budget

\$68,023,312
Source: City of Madison 2023 Adopted Budget

Budgeted Number of Employees:

Administration: 56
Operations: 317
Maintenance: 119
Total FTE's: 486

Transit Service

32,717 passenger trips on average weekday
196 fixed route buses
1 transfer points*
201 shelters*
1,368 bus stops*
379,142 annual fixed route revenue hours
4,690,340 annual fixed route revenue miles
Source: NTD Database
**Post-redesign*

Ridership

9,403,885

Performance Measures

Measures	Paratransit Service	Fixed Route Service
Operating Expenses per Vehicle Revenue Mile	\$9.81	\$12.24
Operating Expenses per Vehicle Revenue Hour	\$108.68	\$151.39
Operating Expenses per Passenger Mile	\$8.53	\$1.75
Operating Expenses per Passenger Trip	\$41.40	\$6.10
Trips per Vehicle Revenue Mile	0.20	2.00
Trips per Vehicle Revenue Hour	2.60	24.80

Oversight Committees

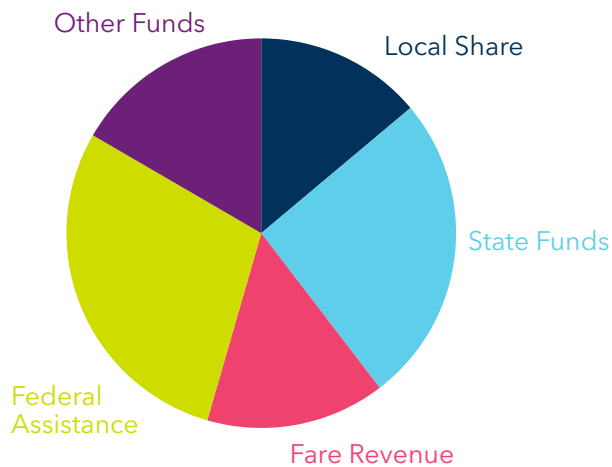
Fixed-Route Partners
Mayor Satya Rhodes-Conway

Transportation Commission
Ann Kovich - Chair

Transportation Planning & Policy Board
Christopher McCahill - Chair

Revenue

Local Share	\$9,620,524
State Funds	\$17,806,296
Fare Revenue	\$10,303,826
Federal Assistance	\$20,025,150
Other Funds	\$11,512,535



Expenses

Salaries, Wages & Benefits	\$49,212,352
Materials & Supplies	\$5,810,009
Purchased Transportation	\$3,918,087
Other Operating Expenses:	\$3,043,316
Total Expenses	\$61,983,764

