

2004 Metro Transit Annual Report



Dear Friend of Metro,

This year, as last, we faced significant funding hurdles related to development of the 2005 budget. Nevertheless, it was a very productive year for Metro, as you will see in this report. I would like to thank Transit and Parking Commission (TPC) members for their many hours devoted to policy guidance and assistance during the budget deliberations. Many thanks also to Mayor Cieslewicz for his strong support of Metro in the city budget process and in many other ways. Finally, I would like to thank Metro staff for their constant hard work as they continue to take the system onward and upward for the benefit of our transit patrons throughout the metropolitan service area. Staff and I look forward to continued success in 2005 and beyond. This report is organized by goals established by the TPC in Metro's 2004 Strategic Plan.

Sincerely yours,

Catherine S. Debo

Metro Transit General Manager

Goal...Increase Ridership

Metro's ridership continued to increase in 2004 to the highest level in 17 years. For the first time since 1999, Metro was able to increase the number of annual service hours provided in our metropolitan area. We currently provide route service to within 1/4 of a mile of 97% of our service area population, and 91% of its housing units. With approval of the TPC, Metro introduced a number of service improvements including:

Service extension to:

- * Richmond Hill neighborhood - east of Interstate 90/94.
- * Businesses along the East Frontage Road of Highway 51 in the vicinity of Madison Area Technical College, including the Community Action Coalition and State Motor Vehicle licensing facility.
- * Hoffman Street in the vicinity of Covance Labs.
- * New Dean Clinic on Buckeye Road east of Highway 51.
- * Pleasant View/Fairway Industrial area in Middleton.

Route service improvements on weekdays:

- * Direct non-transfer midday service from East Transfer Point (ETP) to the UW Campus.
- * Fast and frequent service between ETP and North Transfer Point (NTP).
- * Faster and more frequent service to the Airport.
- * More commuter service on Routes 14, 15, and 38.
- * Expanded service to the World Dairy Center.
- * Better bus phasing through the Jennifer Street corridor by offsetting the bus departure "pulse" at ETP, such that Metro now provides 7 minute headways during peak hours, and 15 minute headways during the rest of the day and evening.

Our 2004 service planning focused on design of future improvements:

- * West-side transit service in Madison and Middleton, with anticipated implementation in 2006.
- * New commuter service taking employees to the new Epic Systems facility in Verona, and bringing Verona residents into the greater Madison service area. As a result of numerous discussions with Verona and Epic officials and an extensive survey of Epic employees during 2004, service design was approved and is scheduled to begin in August 2005.
- * Service extension to Sun Prairie, where we held a number of discussions and developed a survey for Sun Prairie residents with a view to potential service start in the fall of 2006.
- * Development of a new Park & Ride lot at the ETP.
- * Discussions with UW concerning transit improvements to incorporate in the University's Master Plan, as well as the possibility of a future UW Park & Ride ramp at West Transfer Point.

Our marketing efforts included:

- * Direct marketing to the Dean Clinic, Copps/Shopko, the Airport, and both West Towne and East Towne Malls.
- * Outreach to the Spanish-speaking community at the Hispanic Resource Fair, and by translating into Spanish Metro forms, applications, instructions, service schedule info; and a Spanish version of our website.
- * Training sessions were provided for people with disabilities through the Wisconsin Academy of Graduate Service Dogs (WAGS), the Madison Refugee Center, and by expanding our program with Madison area Senior Centers and Retirement Communities.
- * Teaming up with local Fannie Mae mortgage lenders and other area businesses to offer "Smart Commute" incentives to people who purchase homes near bus routes.
- * Participation in many events, including Taste of the Orient, Friday Night Flicks, and Clean Air Action Day.
- * Promoting special event shuttles including Bucky Bus to Badger games, ESPN Great Outdoor Games, Art Fair on the Square, Rhythm & BOOMS, etc.
- * Successfully acquiring the continued generous support of Miller Brewing Company for funding free, extended New Years Eve service.
- * Continued participation with the Madison Environmental Group by serving on the EnAct Board and supporting their transit Environmental Action Team outreach efforts



WAGS Training

I just wanted to pass on how glad I am to have service on Groveland & Tompkins. It's really nice not to have to walk up to Pflaum. Thanks!



Smart Commute™ News Conference

Thank you very much for all the new trip planning info! The on-line trip planning form is FANTASTIC!



