



Transit Network Redesign

South Side Public Meeting
March 17, 2022

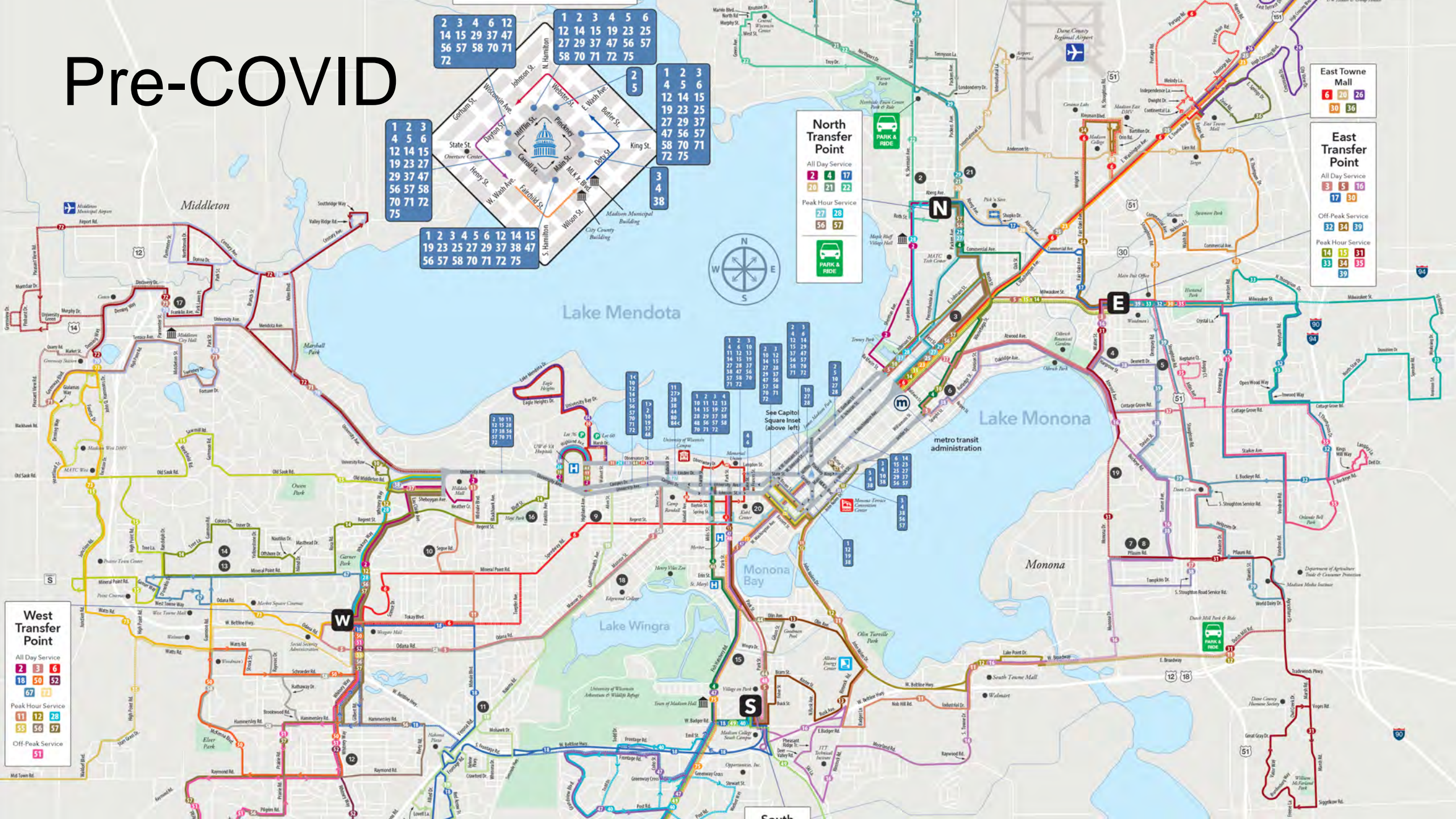
Transit Network Redesign

- 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



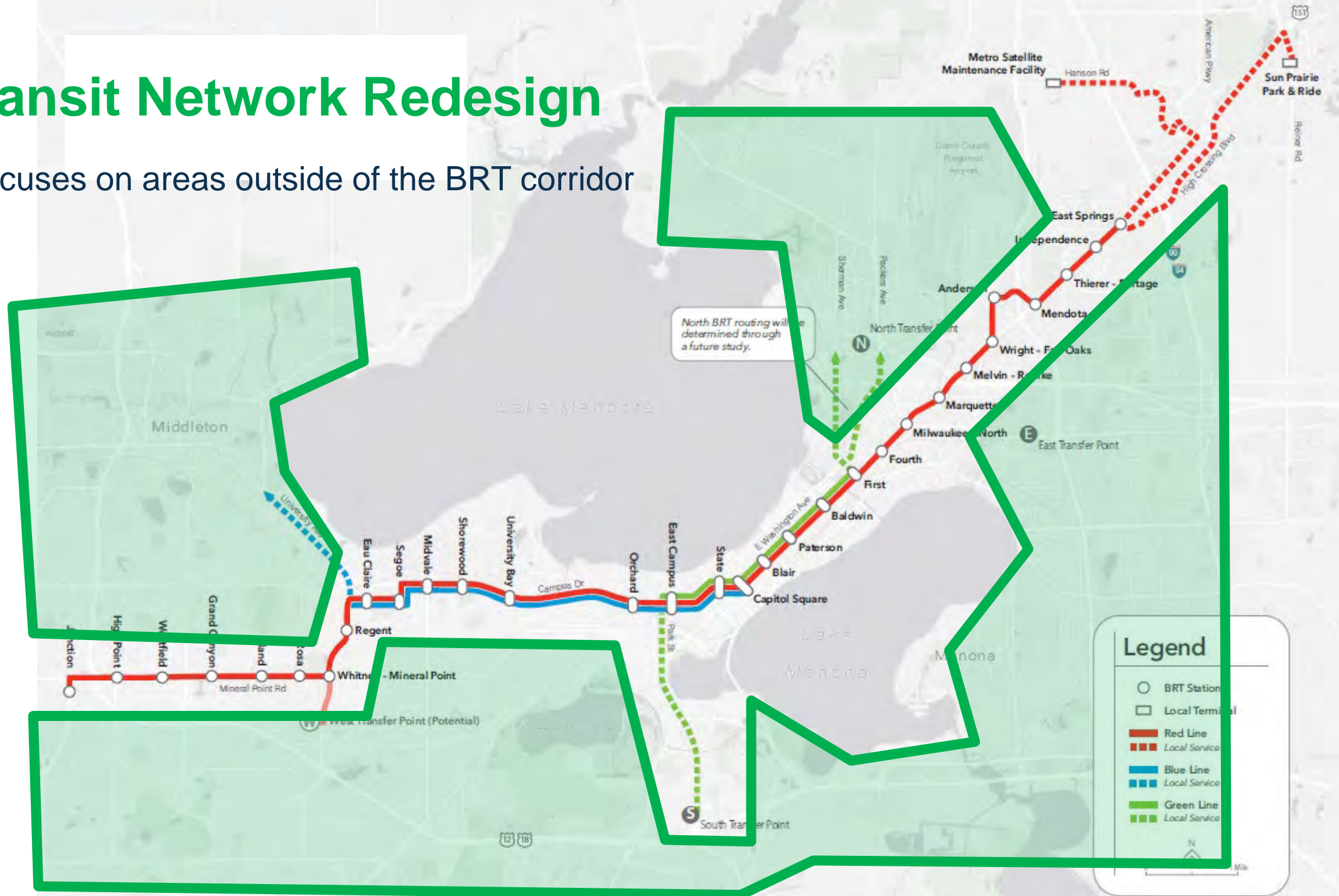
Why now?

- 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



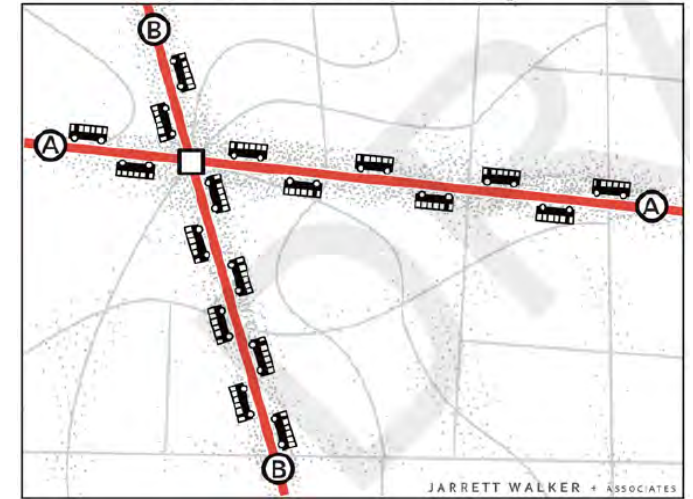
Transit Network Redesign

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

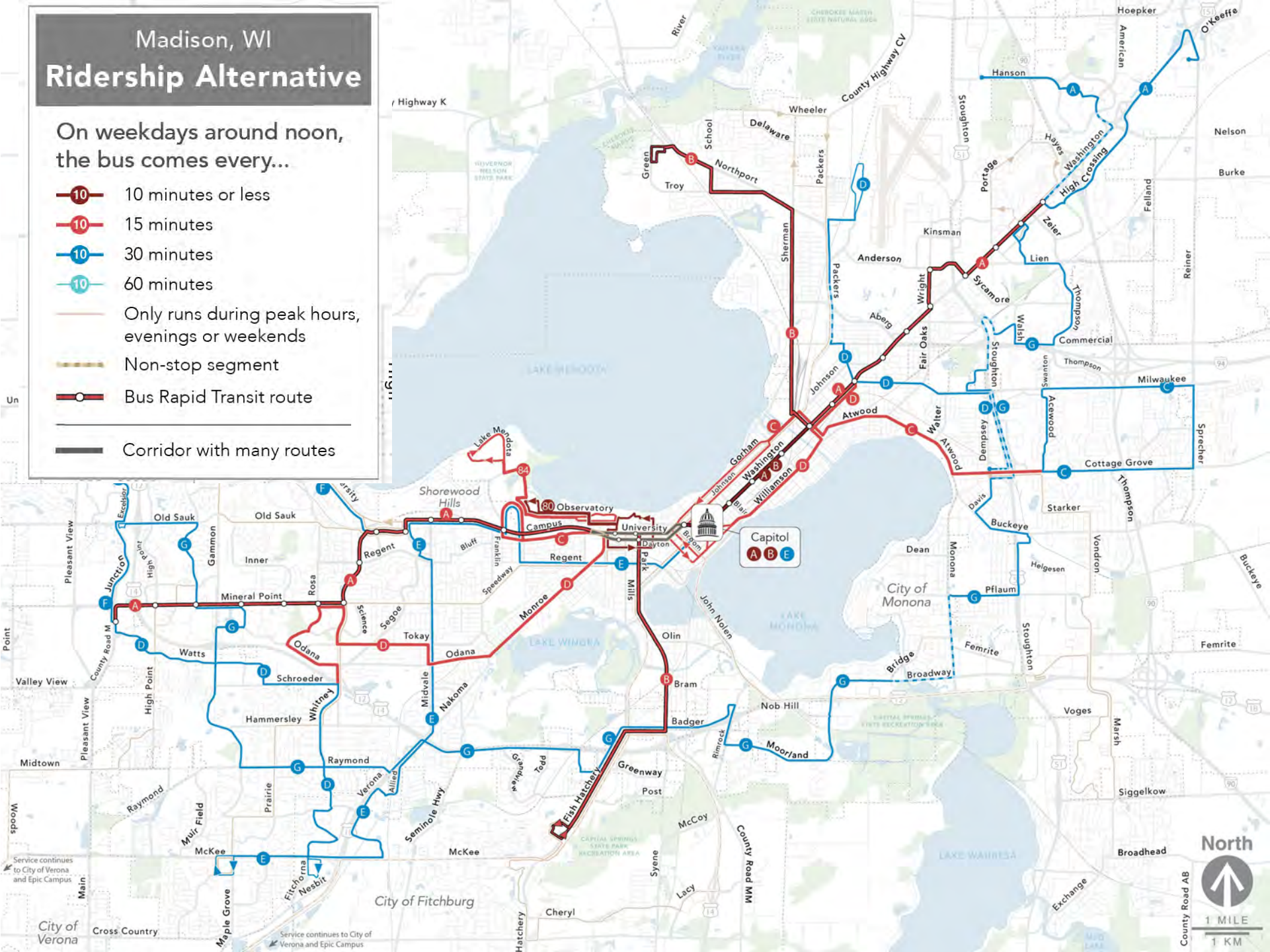
1. Ridership, definitely. Minor corrections only.
2. Ridership, mostly. Some lower frequencies to reach a few more places.
3. Coverage, mostly. Just a little less coverage to so we can get a few higher frequencies.
4. Coverage, definitely. Minor corrections only.

Ridership Alternative

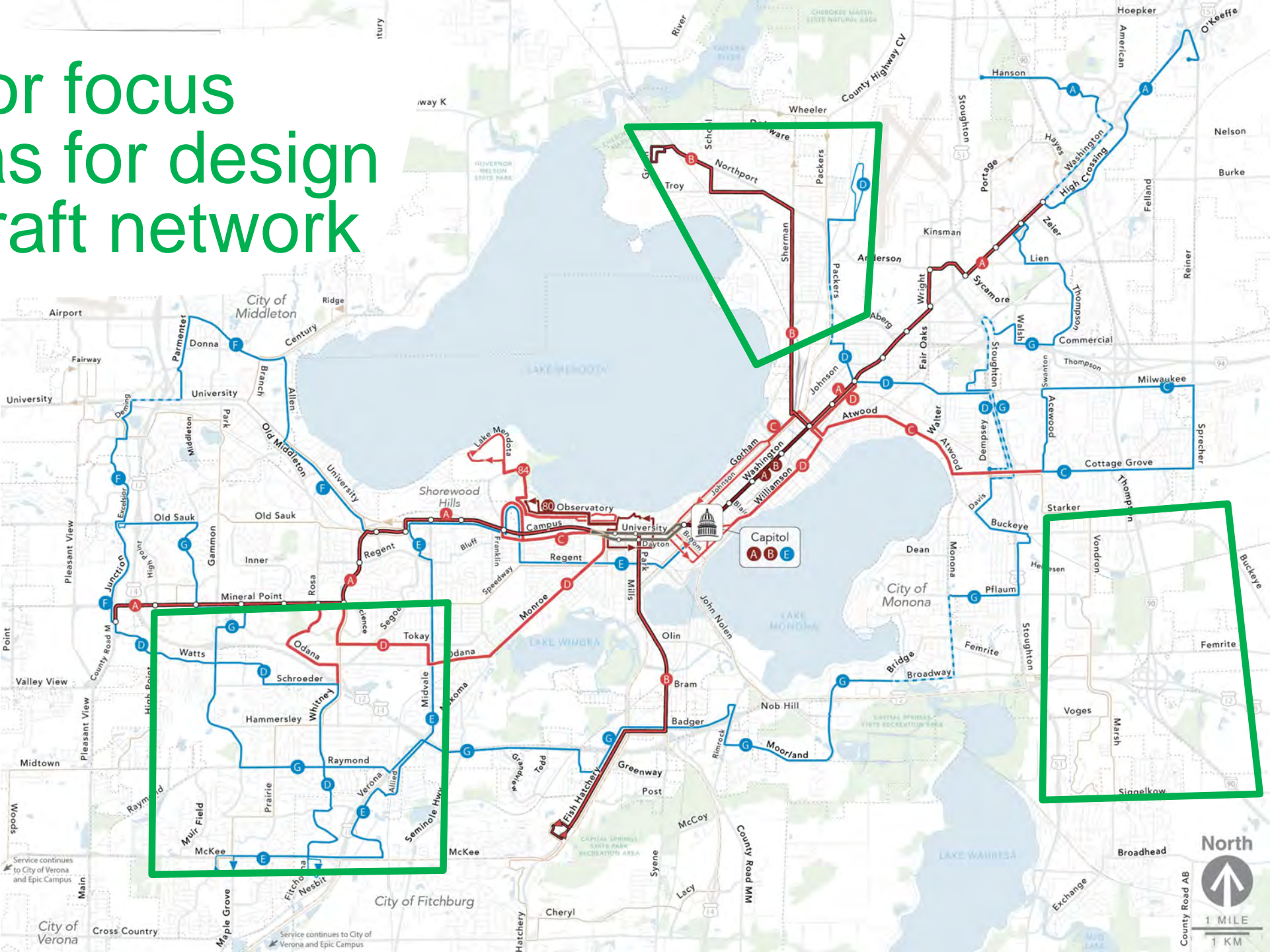
Madison, WI Ridership Alternative

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

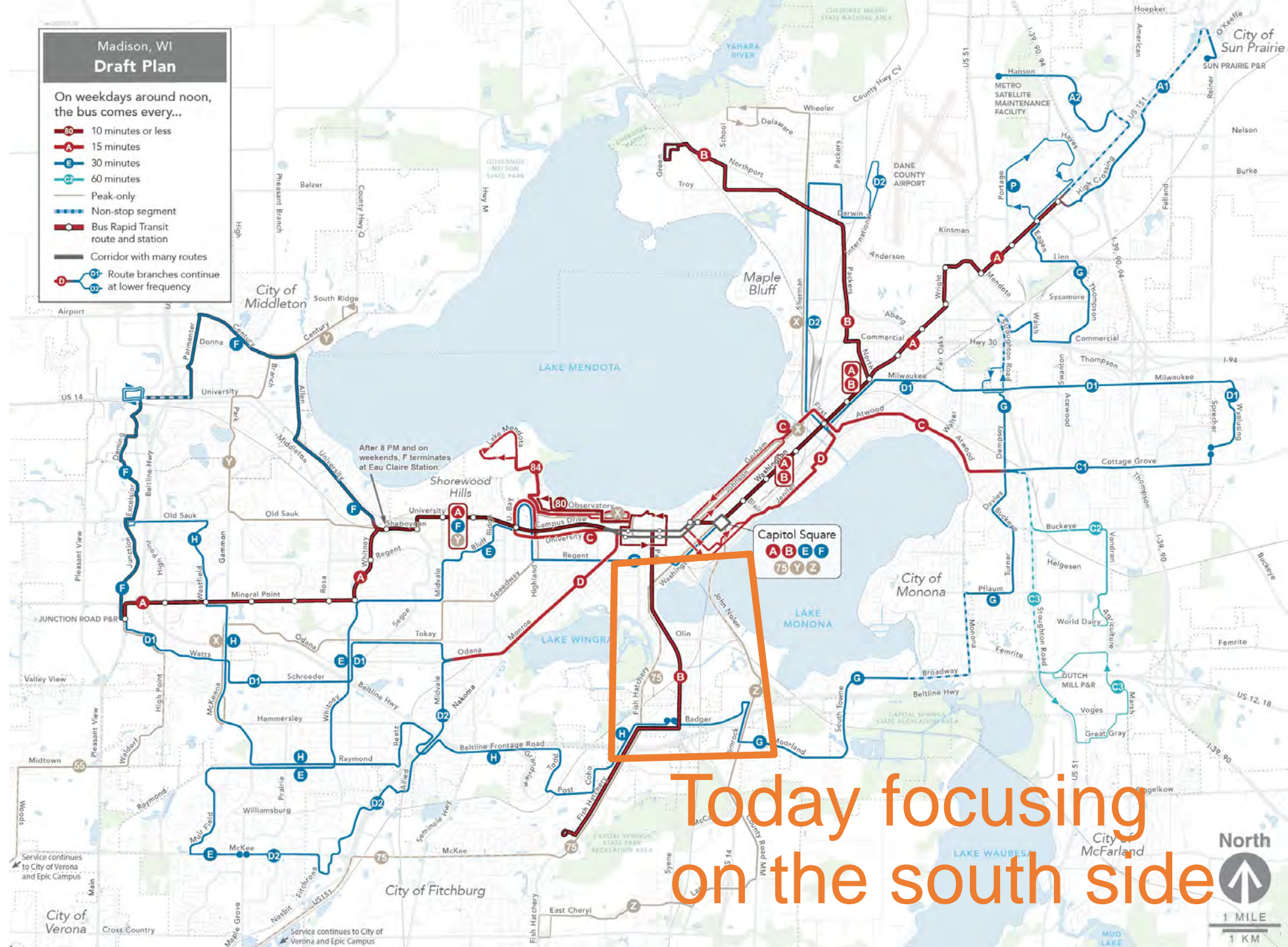


Draft Plan

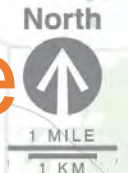
**Madison, WI
Draft Plan**

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



Today focusing on the south side



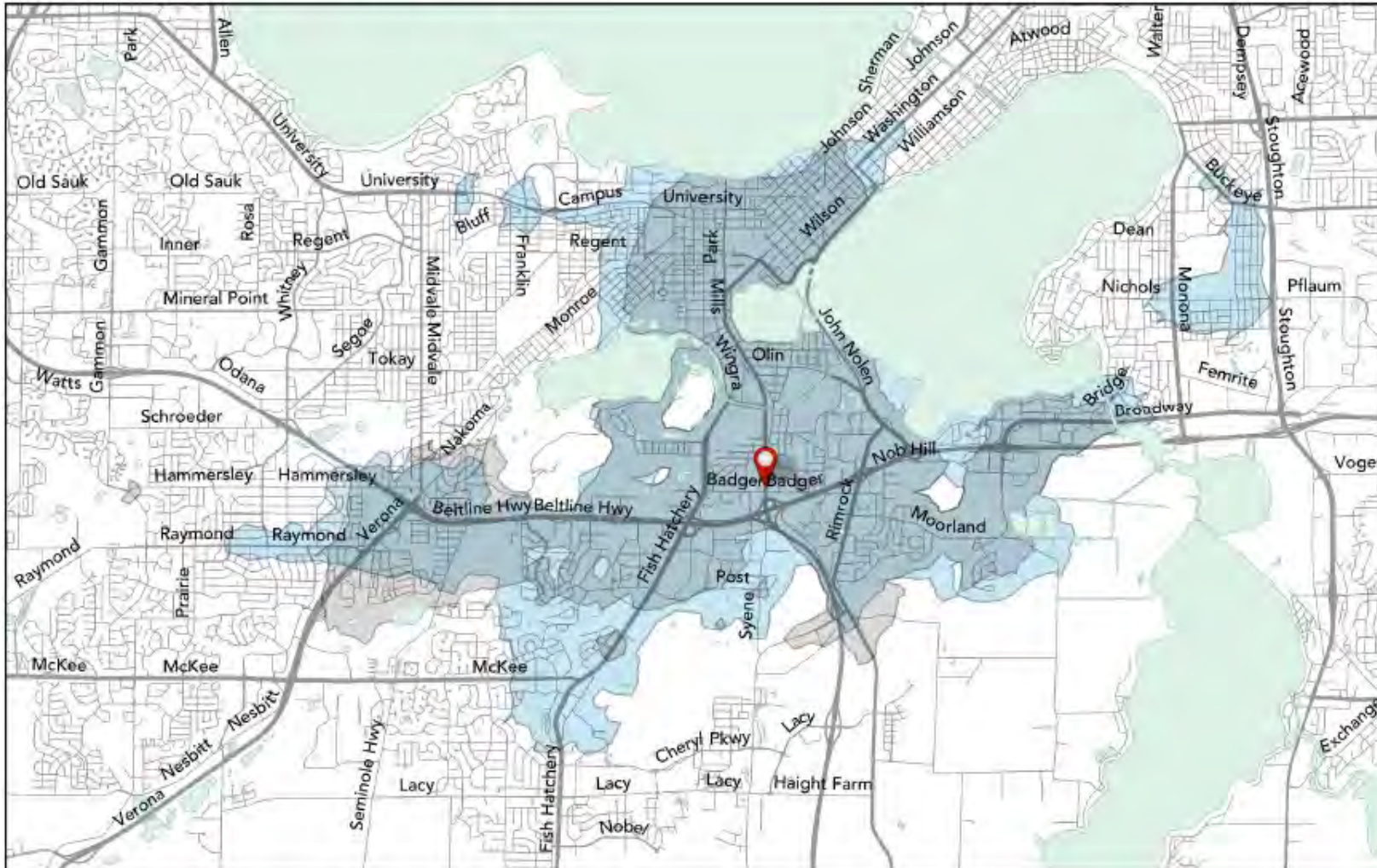
How far can I travel in **45 minutes** from

* Compared with the Metro Network as of Spring 2020

Park at Badger

on weekdays at noon using:

the Draft Plan Network?

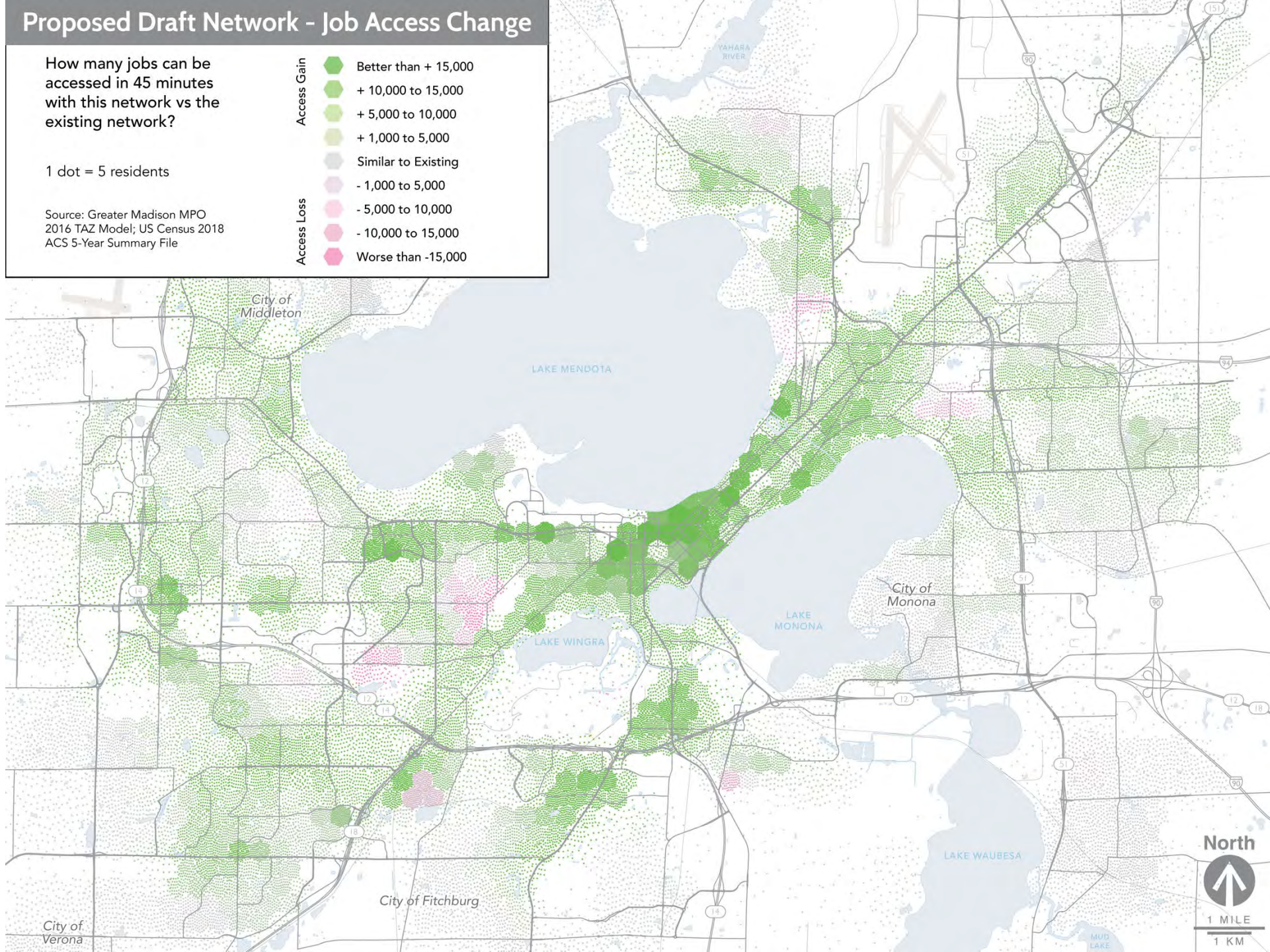


Proposed Draft Network - Job Access Change

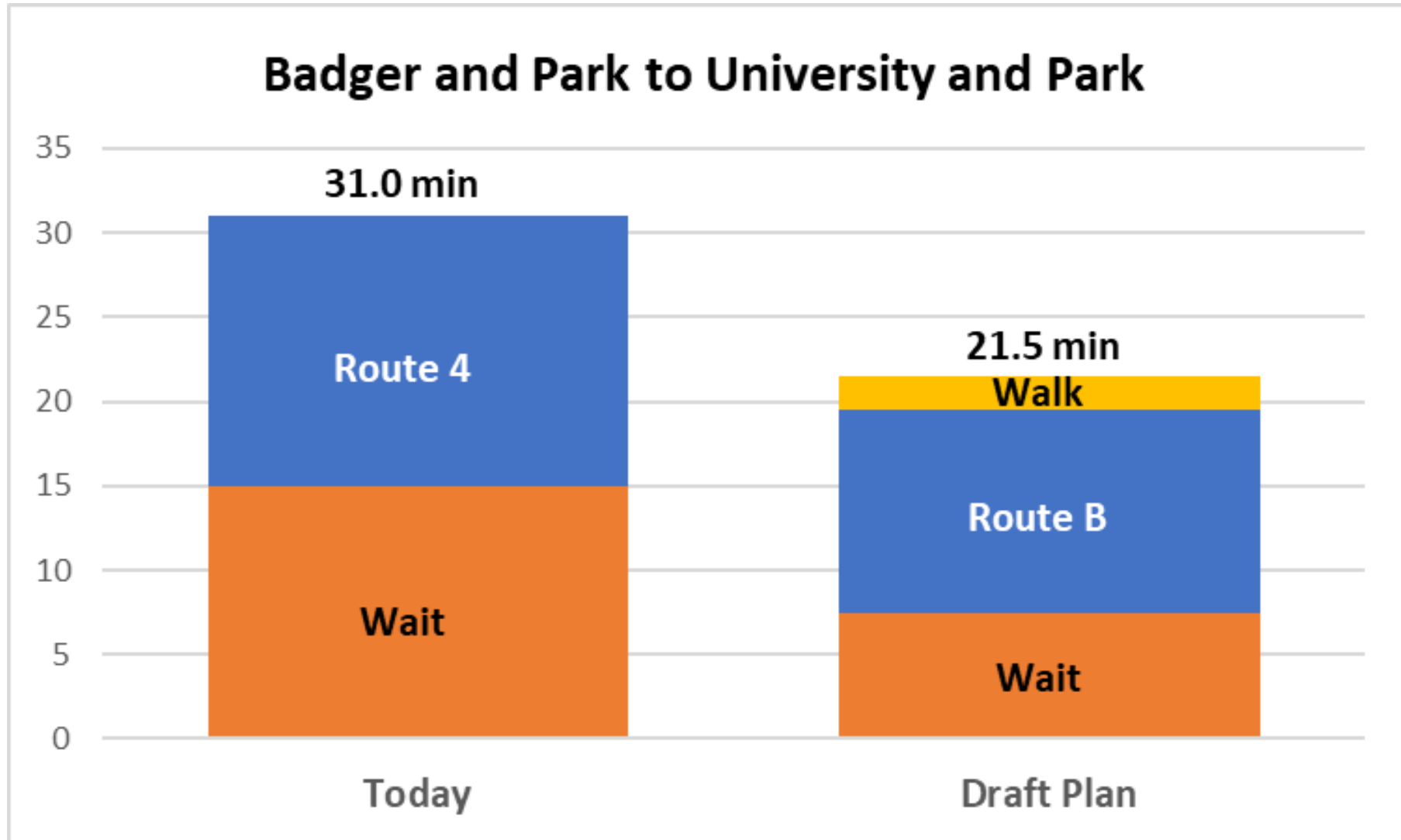
How many jobs can be accessed in 45 minutes with this network vs the existing network?

1 dot = 5 residents

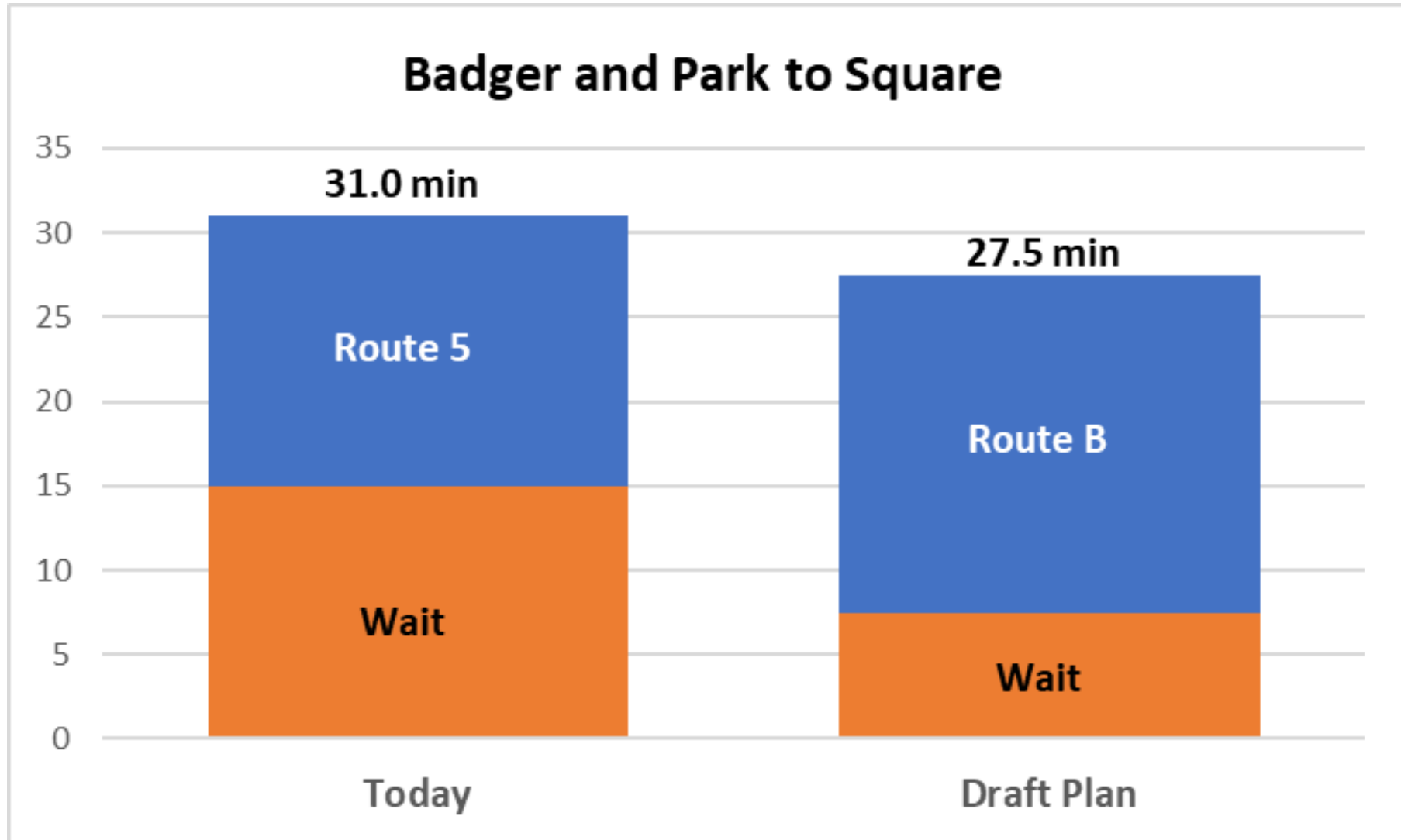
Source: Greater Madison MPO
2016 TAZ Model; US Census 2018
ACS 5-Year Summary File



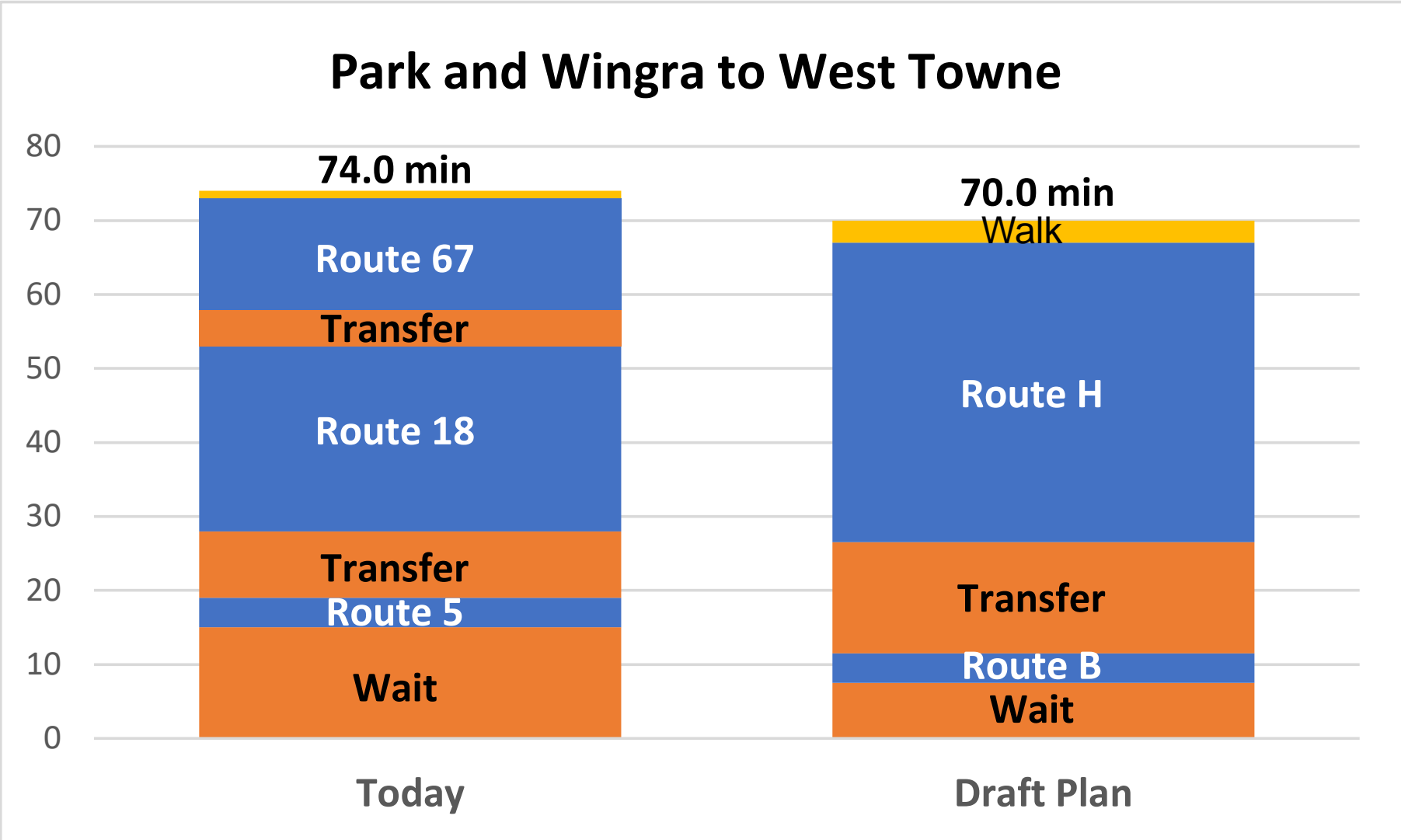
Estimated Travel Times



Estimated Travel Times



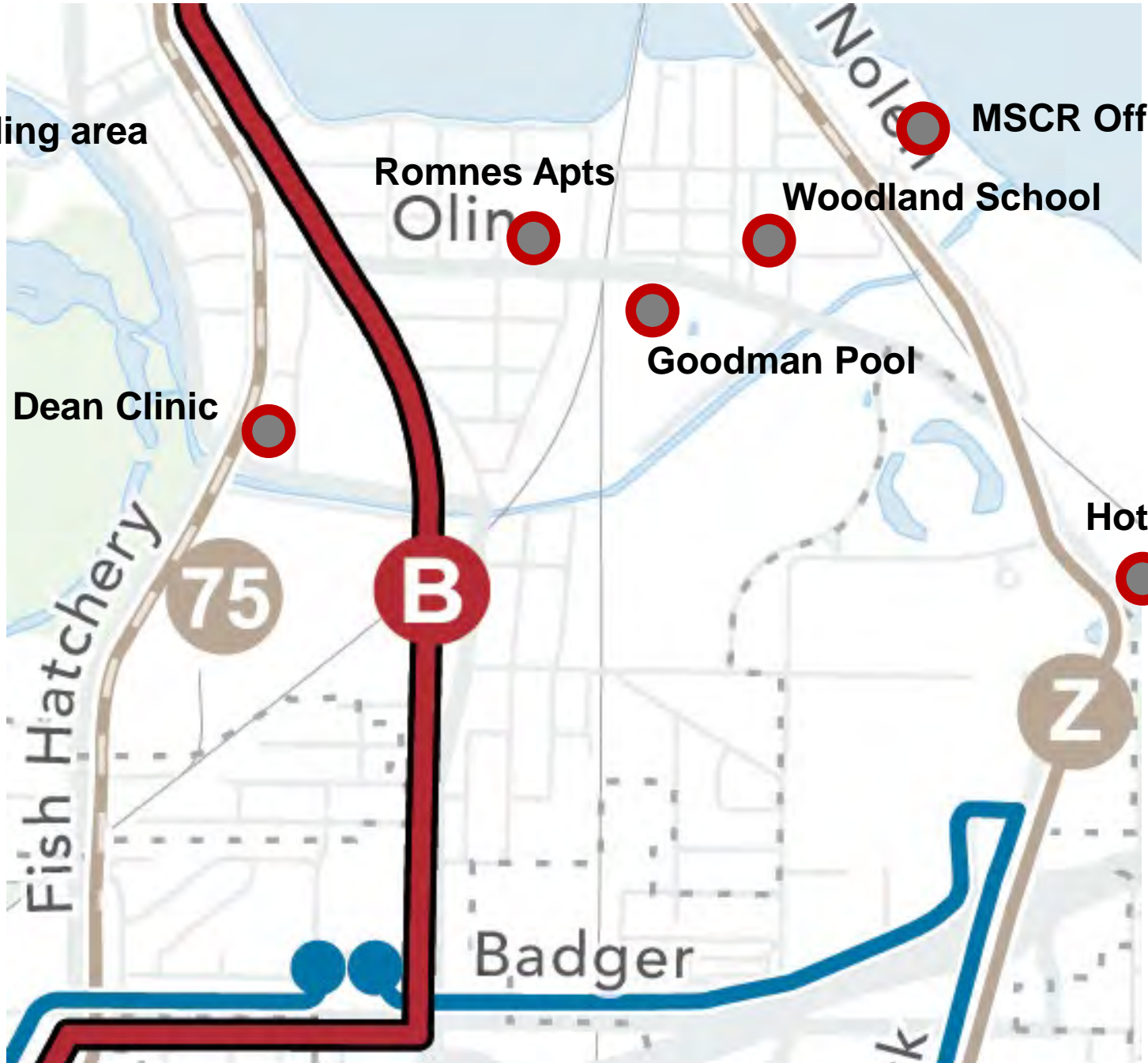
Estimated Travel Times



Other routes could be available

Draft Plan

 Zoo and surrounding area



 MSCR Office

Romnes Apts

Woodland School

 Goodman Pool

Dean Clinic

Hotels and other jobs

Destinations we would like to serve with all-day service

Amendment Process

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

Amendment 4A

Name: Route O south side Loop **to Capitol Square**

Net Cost:

- **+\$680,000** added annual operating cost

Description:

- Service about every 30 minutes throughout the day

Coverage Considerations:

- This amendment would add back all-day service on most of Mills, Olin, Rusk, and Bram, similar to Route 13.
- Added coverage to Dean Clinic, Romnes Apartments, and other destinations.

Service Quality:

- Route O would come more often than Route 13, but most of the areas it serves uniquely would be on a one-way loop.



Amendment 4B

Name: Route O south side Loop **to Mills & University**

Net Cost:

- **+\$680,000** added annual operating cost

Description:

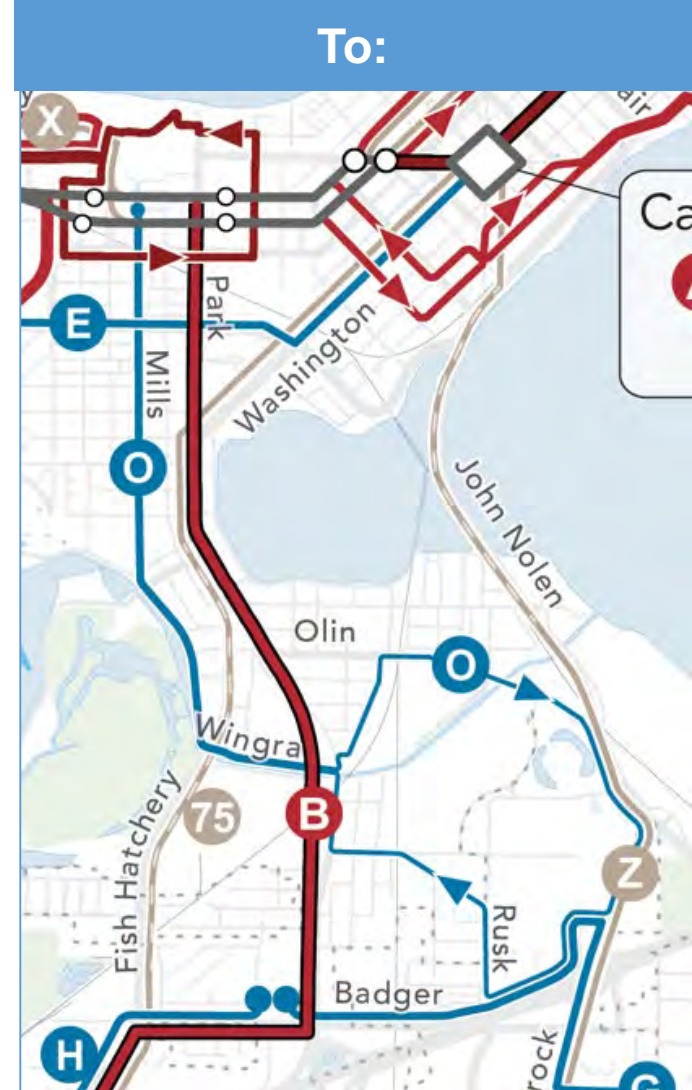
- Service about every 30 minutes throughout the day

Coverage Considerations:

- This amendment would add back all-day service on most of Mills, Olin, Rusk, and Bram, similar to Route 13.
- Added coverage to Dean Clinic, Romnes Apartments, and other destinations.

Service Quality:

- Route O would come more often than Route 13, but most of the areas it serves uniquely would be on a one-way loop.



Amendment 4C

Name: Route O south side **One-Way Only Loop to UW and Capitol Square**

Net Cost:

- **+\$680,000** added annual operating cost

Description:

- Service about every 30 minutes throughout the day

Coverage Considerations:

- This amendment would add back all-day service on most of Mills and Olin similar to Route 13, but would not add service to Rusk, and Bram.
- Added coverage to Romnes Apartments and other destinations, but not Dean Clinic.

Service Quality:

- Route O would come more often than Route 13, but most of the areas it serves uniquely would be on a one-way loop.



Next Steps

- Please fill out survey – [MyMetroBus.com/Redesign](https://www.mymetrobus.com/Redesign)
- Plan with amendments adopted summer 2022
- New network implemented in summer 2023



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MetroRedesign@cityofmadison.com