APPENDIX D

Status of 2013-2017 Recommendations

Transit Planning and Service Development

1. **Adopt the Transit Service Planning Guidelines and Performance Standards in Appendix A and use as a guide for annual service adjustments.**

   [Complete; Adopt the revised Guidelines and Standards in Appendix A of this RTP and use as a guide for future service adjustments]

2. **Continue Metro Transit staff involvement in City of Madison land use planning and development review processes to promote transit-supportive development in areas where transit service is envisioned in the future. Offer and encourage other communities to involve Metro staff in their planning and review processes.**

   [Continuing]

3. **MPO staff should work with Capital Area Regional Planning Commission (CARPC) staff to integrate transit service planning considerations into the Future Urban Development Analysis plans being developed in cooperation with local communities and into Urban Service Area amendment reviews.**

   [Complete; CARPC and MPO may stop submitting comments on Urban Service Area amendments in 2023, but will continue to provide these comments during local Comprehensive Plan Updates]

4. **Improve the utility of existing transit service by increasing the directness and frequency of routes where appropriate.**

   [Complete; the Transit Network Redesign achieves this]

5. **Extend service to transit supportive areas that are currently unserved by transit, particularly low income neighborhoods, and also introduce new commuter express service.**

   [Continuing; the Transit Network Redesign achieves this, but as development and redevelopment occur further service extensions will be warranted]

6. **Improve transit service performance monitoring by maintaining area-specific ridership information and adding on-time performance as part of the monitoring program.**

   In addition to the monthly route productivity reports, consider publishing more detailed performance reports. These reports would separate time of day (peak, mid-day, weekend), segment diametrical routes, and combine paired one-way routes. Update the stop-level ridership information as needed. Track and report on-time performance for fixed-route transit service system-wide and by route, as practical and appropriate.

   [Continuing; ridership (boarding) is tracked at the stop level, and the MPO includes on-time performance in its Performance Measures Report]

7. **Optimize transit schedules to reduce overcrowding and bus clumping while enhancing connections at the transfer points and in other places.**

   [Continuing; the Transit Network Redesign achieves this, and eliminates the transfer point system]

8. **Develop and improve transfers outside the transfer point system where routes intersect or have common routing.**

   Coordinate schedules and provide facilities at bus stops as appropriate.

   [Continuing; the Transit Network Redesign achieves this, although refinement of schedules and development of additional facilities may be warranted based on rider behavior after implementation of the Transit Network Redesign]

9. **Explore the feasibility of point-deviation and other alternative service delivery methods in low density areas or at low use times as a cost effective way to extend service to new communities.**

   [Complete/In Progress; the feasibility of point-deviation and other alternative service delivery methods is explored in Chapter 5 of this TDP]

Transit Facilities Development

10. **Adopt a bus stop consolidation program to remove or relocate excessive bus stops in central Madison, particularly on the Jenifer Street, Johnson Street, Gorham Street, and Monroe Street corridors.**

    This project is needed to bring these corridors into compliance with the Transit Planning Guidelines of spacing bus stops, in general, between 3/16- and 1/4-mile (990 to 1,320 feet) apart. The stop consolidation program should include substantial public outreach and sufficient data collection and analysis to identify the appropriate bus stops for removal or relocation.

    [Continuing; the implementation of the Transit Network Redesign resulted in the closing of many bus stops as routes were re-aligned, but some corridors continue to have excessively close stops which should be consolidated if community support can be earned]

11. **Develop a comprehensive bus stop inventory to identify and track facilities such as boarding platforms, benches, shelters, schedule information, and signage, along with information on pedestrian access and significant nearby land uses. Use the inventory, boarding information, and socioeconomic data to help prioritize facility improvements.**

    This information would be used to assess the facility needs throughout the system. Existing databases track the location and presence of a shelter. This should be expanded to include the shelter type, presence of a bench, platform surface, sidewalk needs, ridership information, signage information, presence of schedule information, and other variables.

    [No progress; the bus stop inventory currently tracks the stop position (farside, nearside, other), jurisdiction in which stops are located, and location. A separate spreadsheet is used to track shelters]

12. **Add boarding platforms, shelters, benches, and other passenger facilities as appropriate given the usage characteristics at bus stops.**

    [Continuing]

13. **Coordinate with the City of Madison Engineering Department, City of Madison Traffic Engineering Division, and other local jurisdictions to implement pedestrian facility improvements and transit-supportive roadway changes. These include bus lanes, in-lane bus stops, relocation of near-side bus stops to far-side, and traffic signal and other operational changes to reduce unnecessary delay for buses and to improve safety.**

    [Continuing]

14. **Work with the City of Madison Planning Depart¬-ment, University of Wisconsin-Madison, and others to locate a site for a new inter-city bus terminal.**

    The new bus terminal should be in a location that is easily serviceable by transit without adding new routes or introducing splits and deviations.

    [In Progress; the State Street Campus Garage Mixed-Use Project, which includes the new inter-city bus terminal, is in process under construction]

15. **Work towards making all bus stops ADA compliant.**

    Install concrete boarding platforms and work with other City of Madison departments and local jurisdictions to complete the sidewalk network along transit routes, including crosswalk improvements.

    [Continuing; Metro expects all stops to have level concrete boarding platforms by the end of 2024]

16. **Double-sign, relocate, or close near-side bus stops to improve the operating environment and reduce confusion.**

    Double-signing, or installing stand-alone "No Parking" signs in conjunction with the bus stop sign, allows the bus stop sign to be relocated to the boarding platform and may reduce illegal parking. Relocating or closing near-side bus stops has several benefits, including reduced conflict with right-turning traffic and crossing pedestrians.

    [In Progress; all new bus stops resulting from the Transit Network Redesign will be appropriately

placed, the few legacy stops that remain and are not appropriately placed will be relocated as opportunity and funding allow, pending public/political support]

Medium to Long Range Transit Planning

17. **Increase the capacity of the bus garage and/or construct a new facility.**

    Increasing bus garage capacity is necessary for the expansion of the transit system envisioned by this Transit Development Plan. The current garage is located in a prime Transit Oriented Development redevelopment area, making an eventual sale and complete move a distinct possibility. This is likely to occur in more time than the five years covered in this plan. A planning effort is underway that may recommend 1. expanding the existing facility at 1101 East Washington Avenue, 2. adding a second permanent or temporary facility to operate with the existing facility, or 3. replacing the existing facility with one or more new facilities. Locations of new facilities should be chosen in east, south and/or west Madison to reduce deadheading. Pursue short-term solutions to facilitate day-to-day operations and expand the fleet to accommodate new service. Develop site analysis criteria to prioritize expansion concepts.

    [Complete; the S. Ingersoll St. (formerly E. Washington Ave) facility is in the final stages of a multi-year renovation, and the new Hanson Rd. facility adds needed capacity for storage and maintenance of articulated buses]

18. **Develop concepts for bus rapid transit (BRT) and plan for its implementation in the next five to ten years pending the outcome of the Transit Corridor Study (BRT Study). See Figure 44 illustrating a potential BRT system.**

    The Transit Corridor Study, expected to be completed in early 2013, will likely recommend four corridors for bus rapid transit development: University Avenue to West Towne Mall, Park Street to Fitchburg, East Washington Avenue to East Towne Mall, and Sherman Avenue to north Madison. Potential future extensions (e.g., to the new UW Research Park, Middleton, and east Madison) will also be identified.

    [In progress; the East-West BRT corridor is under construction in 2023-24, with buses following both the BRT East-West and (presumed) North-South routes and schedules beginning in June of 2023 and full BRT operation in the East-West corridor beginning in fall 2024]

19. **Expand the capacity of the park-and-ride lot at the North Transfer Point and construct additional formal park-and-ride lots near transfer points and at other locations where opportunities arise.**

    Plan for new owned or leased park-and-ride lots and provide new commuter service to existing under-utilized park-and-ride lots such as Lot 13-02 in east Verona and 13-04 in the American Center. New park park-and-ride lots should be located in areas that can easily be served by existing routes.

    [Continuing; the North Transfer Point (and all transfer points) was eliminated with the Transit Network Redesign, but a new park-and-ride lot is being constructed at the west terminus of East-West BRT at Junction Rd. See discussion of park-and-ride lots in Chapter 5 of this TDP]

Metro Paratransit Service

20. **Continue to coordinate with other specialized transportation service providers to provide the best service for passengers while eliminating duplicative service.**

    [Continuing]

21. **Continue mobility training programs and incentives and investigate other innovative ways to encour¬age the migration of passengers from paratransit to fixed-route service.**

    [Continuing]

22. **Continue to work with paratransit riders, employers, staff, and service agencies to efficiently schedule trips and combine rides when practical.**

    [Continuing]

Metro Fleet

23. **If feasible and recommended by the Bus Size Study, diversify the fleet with 30-foot and 60-foot articulated buses.**

The Bus Size Study is expected to be completed in 2013. It may recommend diversifying the fixed-route bus fleet with smaller and larger buses to match the demand. This change could reduce Metro's costs by reducing fuel consumption and reducing the number of extra bus trips. Larger buses may reduce the number of standees and pass-ups on busy routes. Smaller buses may also improve Metro's image by having fewer empty seats on some peripheral routes.

[In Progress; the Bus Size Study found that there was no operational or financial benefit of using smaller 30-foot buses, and that this would likely increase maintenance costs, although there could be a benefit to Metro's image by using smaller vehicles in areas with low ridership. Metro will begin to operate 60-foot buses in 2024 on the East-West and North-South BRT alignments as well as on UW Campus routes]

24. **Reduce emissions by purchasing alternative-fueled vehicles and reducing unnecessary idling.**

    Hybrid-diesel buses have been shown to reduce fuel and maintenance costs. Other fuel options, such as compressed natural gas, should be explored.

    [In progress. Metro began operating its first battery-electric buses in 2022, the same year that it purchased its last order of diesel buses. All future bus purchases are planned to be battery-electric vehicles]

25. **Replace the current fare boxes with modern units.**

    The existing fare boxes have reached or exceeded their life expectancy. New fare boxes are expected to reduce Metro's maintenance costs and to increase its fare revenue due to fewer instances of fare boxes being out of order. Replacement fare boxes should include the ability to deploy contactless smart cards that have greater flexibility in storing monetary credit, purchased rides, passes, and transfers. New technology also could allow riders to pay fares with smart phones.

    [In progress; all fare boxes will be replaced with modern units in 2024]

Passenger Information and Marketing

26. **Improve the System Map and Ride Guide to optimize their legibility and accuracy.**

    Consider innovative mapping strategies like assigning colors, line types, or line weights based on the route classification and identifying a "Frequent Transit Network" consisting of transit corridors with consistent 15-minute or better service throughout the weekday.

    [Complete; the System Map and Ride Guide were entirely revised in 2023 for the Transit Network Redesign]

27. **Metro should undertake a comprehensive system re-branding and way-finding marketing campaign. Preferably, Metro should hire an outside marketing firm to facilitate and complete this branding effort.**

    [Complete/In Progress; Metro began to use its new brand in 2019, and improved way-finding marketing efforts were directed at educating riders prior to the initiation of the Transit Network Redesign in June 2023]

28. **Add static schedule information to unsheltered bus stops that receive moderate to heavy use, and electronic real-time arrival displays to very heavy-use bus stops.**

    [Continuing; the MPO's Bus Stop Amenities Study set guidelines for schedule information based on stop boardings, which are discussed and revised in Appendix A of this TDP]

29. **Maintain, support, improve, and expand online transit tracking and trip planning data and services such as Metro Transit Tracker, Transit app, Google Maps, BusRadar, and Mobile UW .**

    [Continuing; as technology advances, Metro's ability to provide this information to riders increases, and real-time transit tracking and trip planning options continue to expand]

Funding, Fares, and Transportation Demand Management

30. **Collaborate and negotiate with transit partners to ensure that the transit system is funded equitably. Work collaboratively with communities within and around the service area to coordinate Metro Tran-**

sit's service with other transit systems and/or work to recruit them as transit partners.

[Complete; Metro Service Partner contracts were renegotiated in 2021 and 2022 to be based on transparent and equitable methodology]

31. **Maintain a fare structure that is equitable, affordable, and capable of maintaining adequate service levels.**

    [Continuing]

32. **Continue efforts to maximize public and private funding sources.**

    Examples include retail, advertising, the incorporation of transit facilities as part of new developments or impact fee/special assessment programs for roadway improvements, and the private sponsorship of bus shelters or new service to employers.

    [Continuing]

33. **Continue efforts to reach regional agreement on a new finance and governance structure, such as a representative regional transit authority, for regional transit service.**

    [No Progress; State law prohibits regional transit authorities]

34. **Continue to support and expand the unlimited ride pass programs and Commute Card program, and coordinate with other alternative transportation promotion efforts by Metro, the Greater Madison MPO, and other agencies and organizations.**

    [Continuing]