



# Transit Network Redesign

**Southdale Neighborhood Public Transit Meeting**  
**May 11, 2022**

# Key Project Staff

- Mike Cechvala, Project Manager
- Andrew McFadden, City of Fitchburg
- Daniel Villegas, Metro Transit Spanish bilingual rep. /  
representante bilingüe

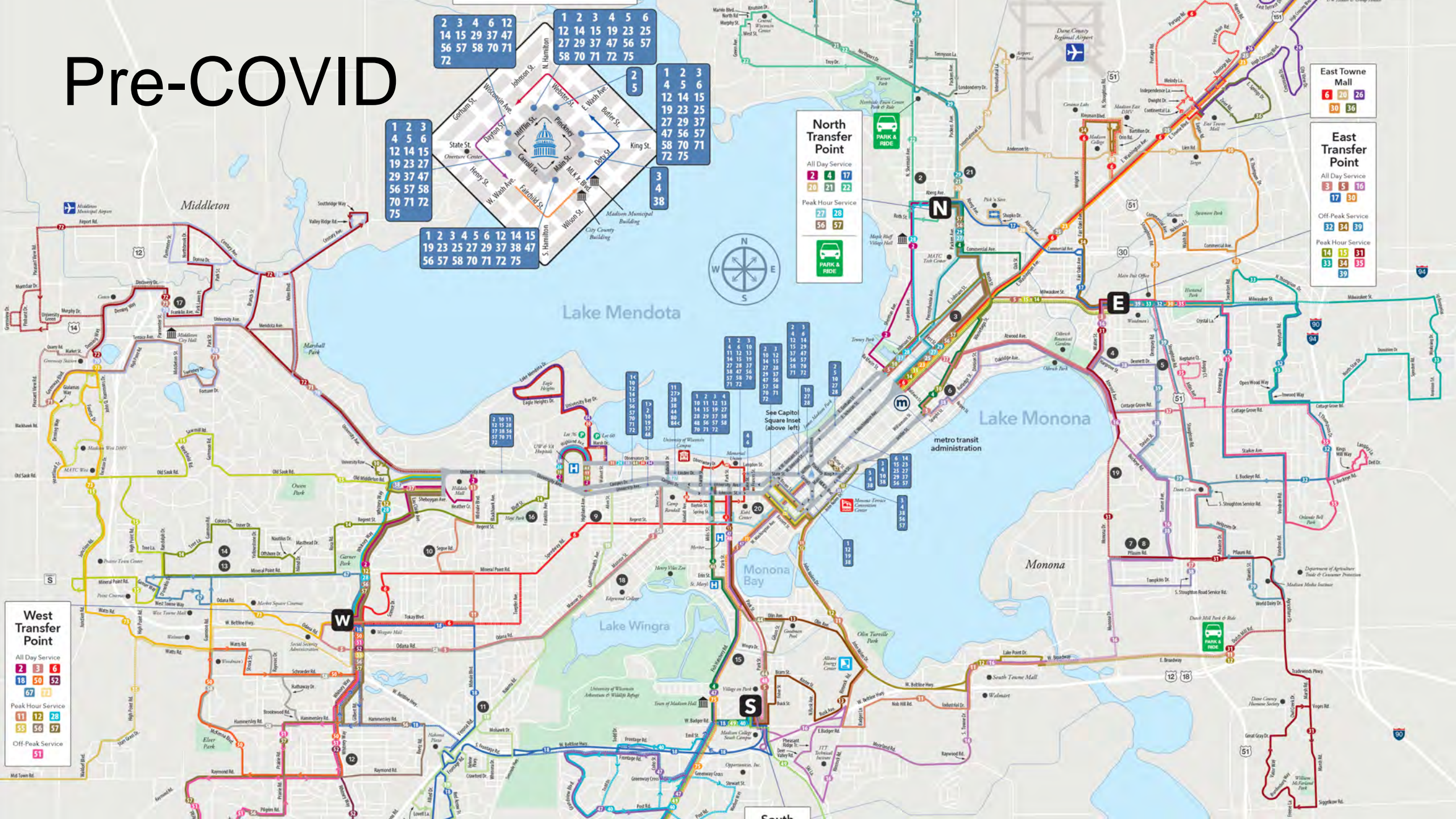
# Transit Network Redesign

- 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](http://www.MyMetroBus.com/Redesign)

# Pre-COVID



2	3	4	6	12
14	15	29	37	47
56	57	58	70	71
72				

1	2	3	4	5	6
12	14	15	19	23	25
27	29	37	47	56	57
58	70	71	72	75	

1	2	3
4	5	6
12	14	15
19	23	25
27	29	37
47	56	57
58	70	71
72	75	

1	2	3
4	5	6
12	14	15
19	23	27
29	37	47
56	57	58
70	71	72
75		

1	2	3	4	5	6	12	14	15
19	23	25	27	29	37	38	47	
56	57	58	70	71	72	75		

**North Transfer Point**  
All Day Service  
2 4 17  
20 21 22

Peak Hour Service  
27 28  
56 57

**PARK & RIDE**

**East Towne Mall**  
All Day Service  
6 20 26  
30 36

**East Transfer Point**  
All Day Service  
3 5 16  
17 30

Off-Peak Service  
32 34 39

Peak Hour Service  
14 15 31  
33 34 35  
39

**West Transfer Point**  
All Day Service  
2 3 6  
18 30 52  
67 72

Peak Hour Service  
11 12 28  
55 56 57

Off-Peak Service  
51

South

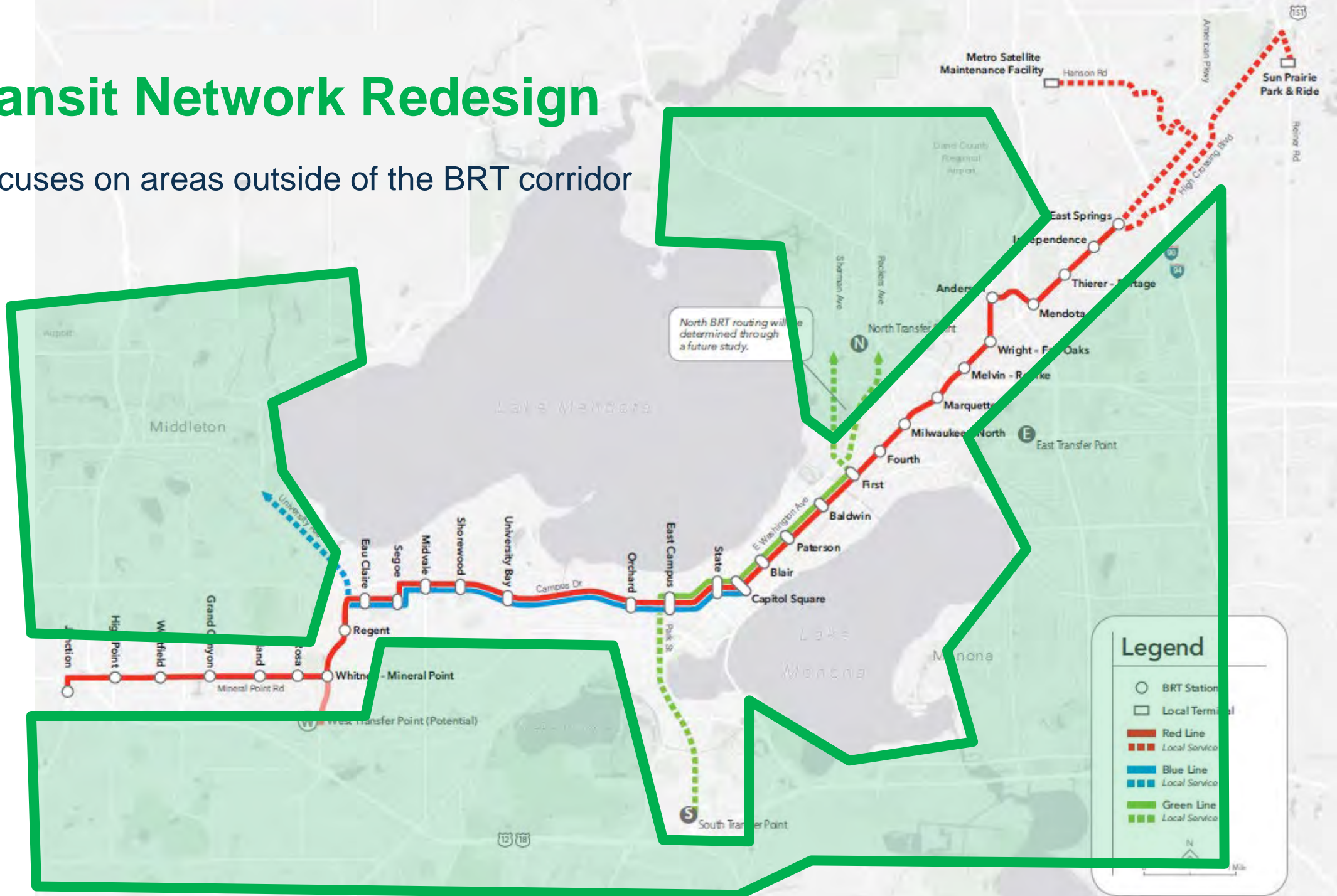
# Why now?

- 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



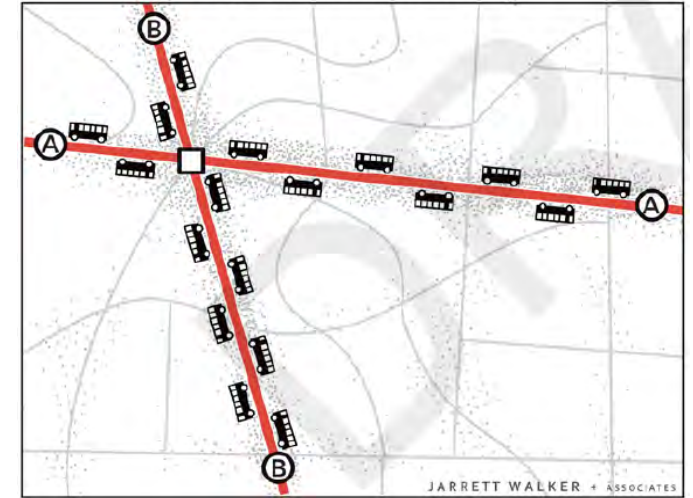
# Transit Network Redesign

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.

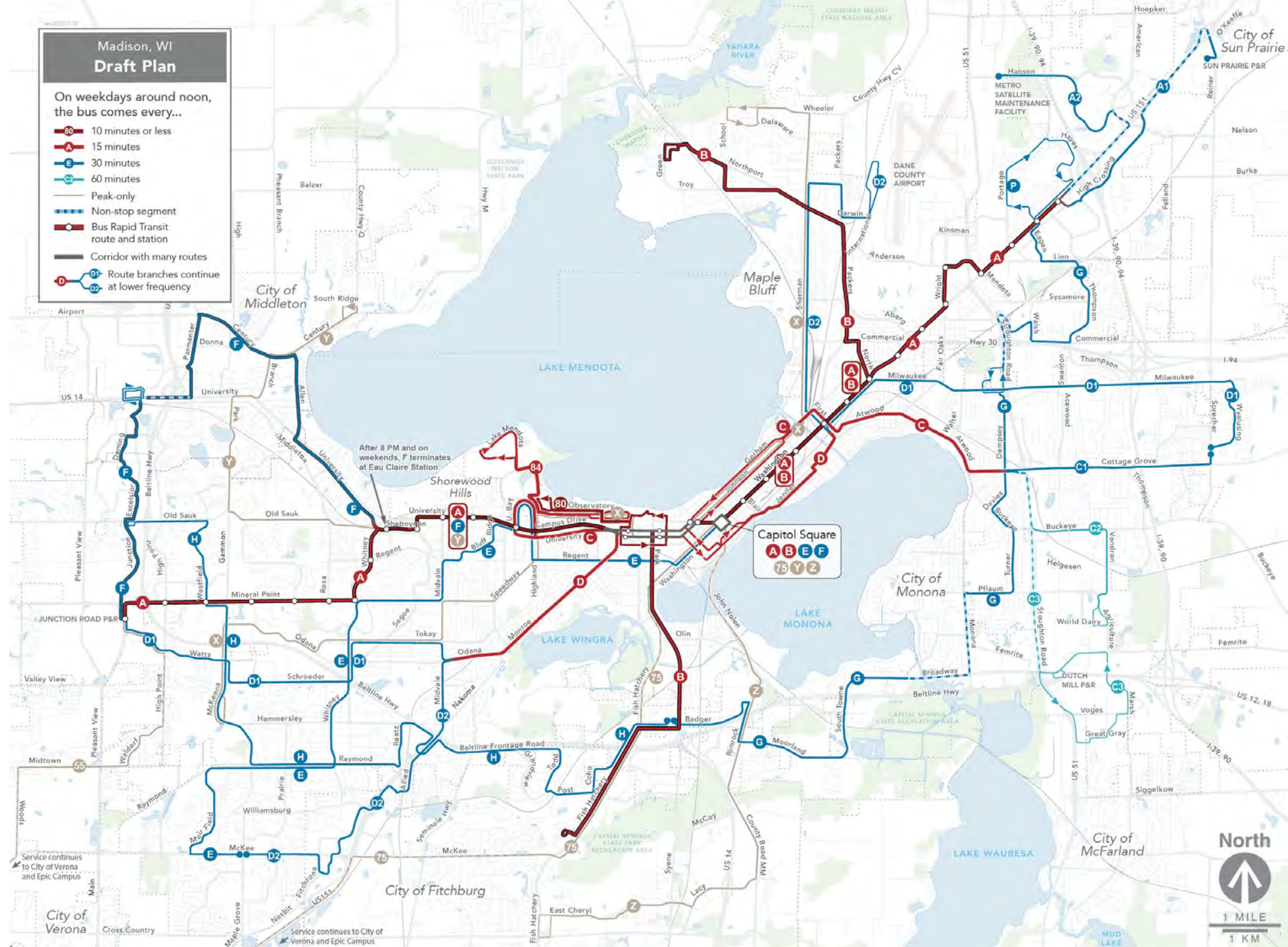


# Draft Plan

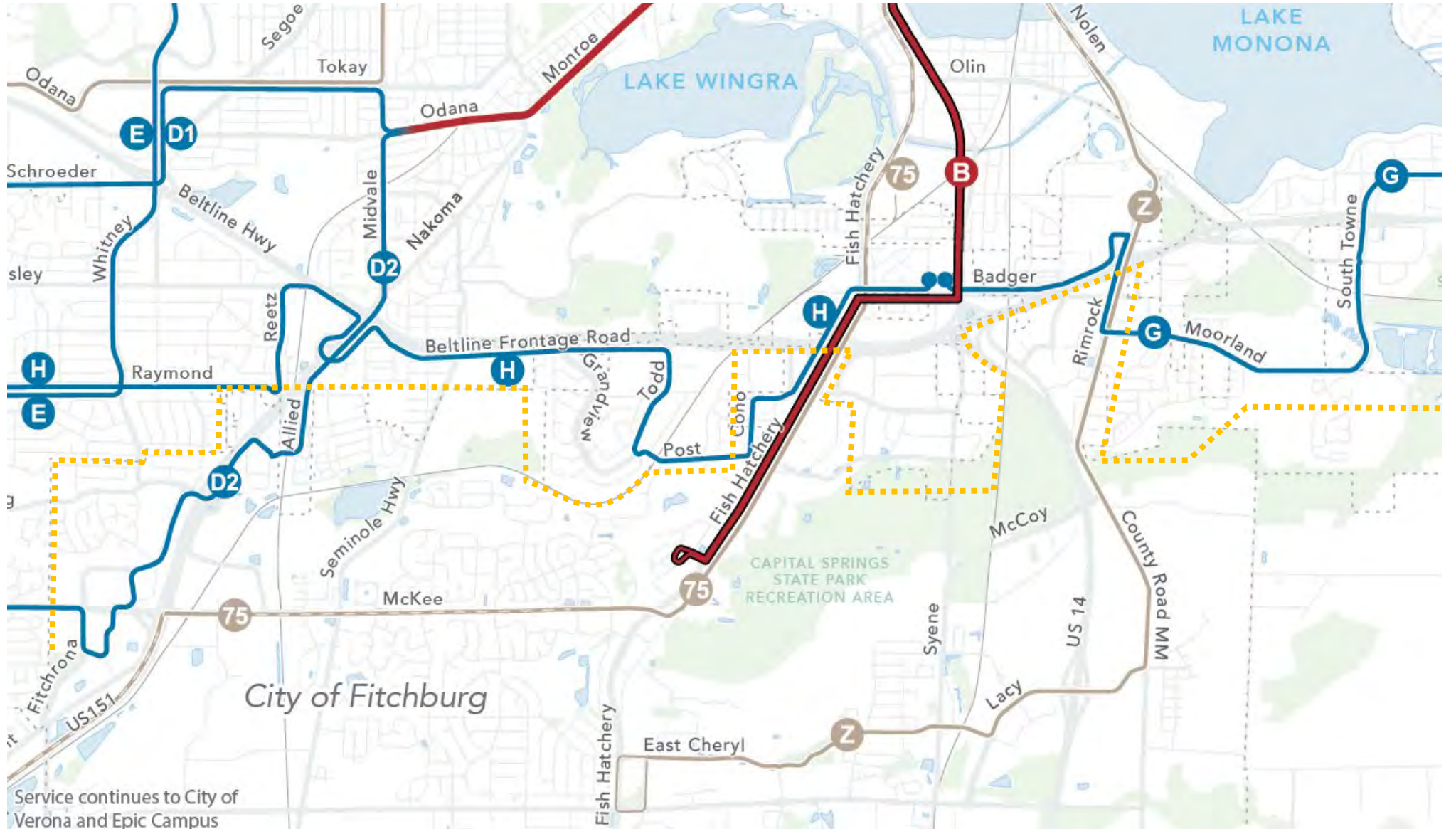
**Madison, WI  
Draft Plan**

On weekdays around noon, the bus comes every...

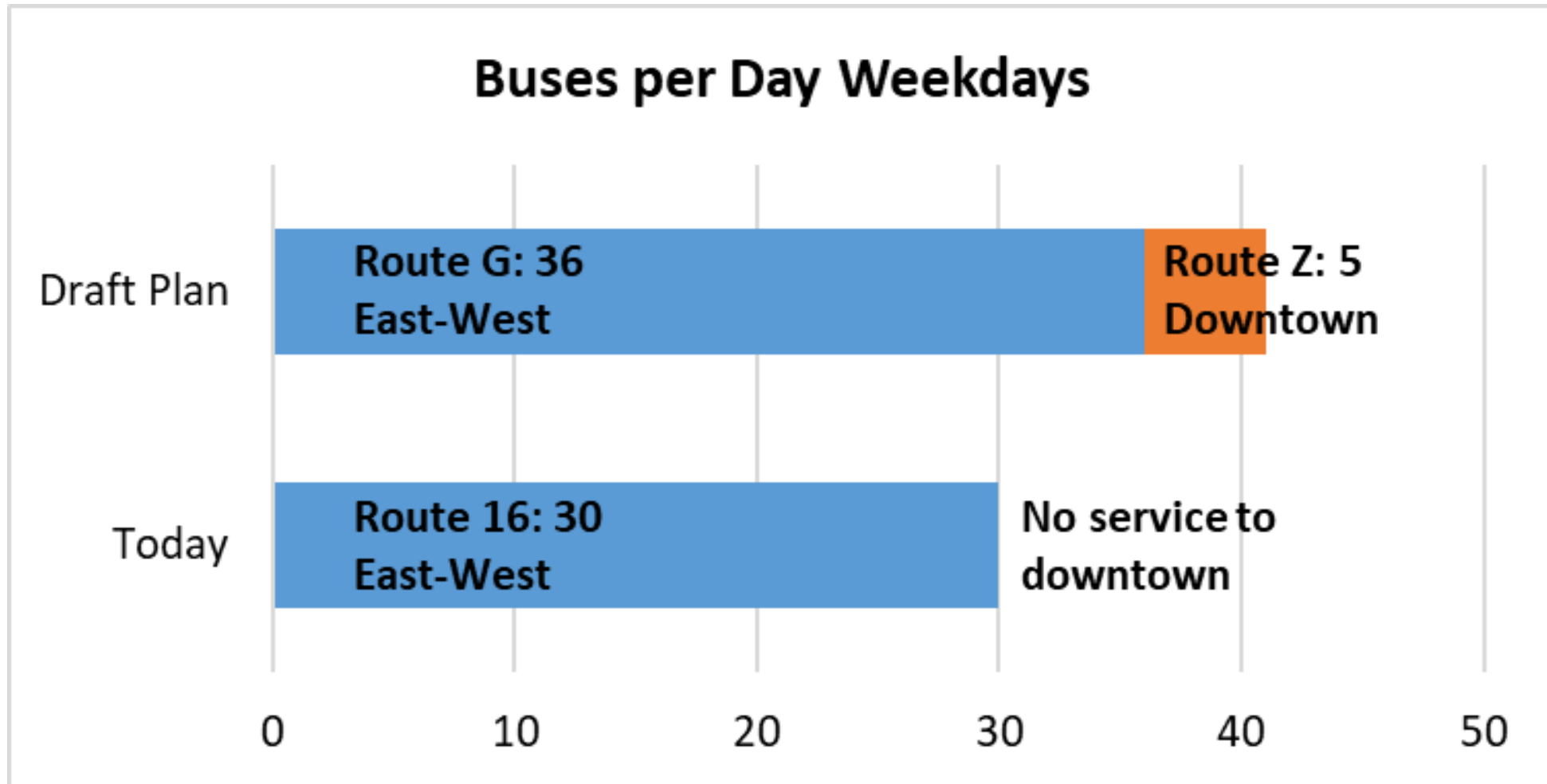
- 10 minutes or less
- 15 minutes
- 30 minutes
- 60 minutes
- Peak-only
- Non-stop segment
- Bus Rapid Transit route and station
- Corridor with many routes
- Route branches continue at lower frequency



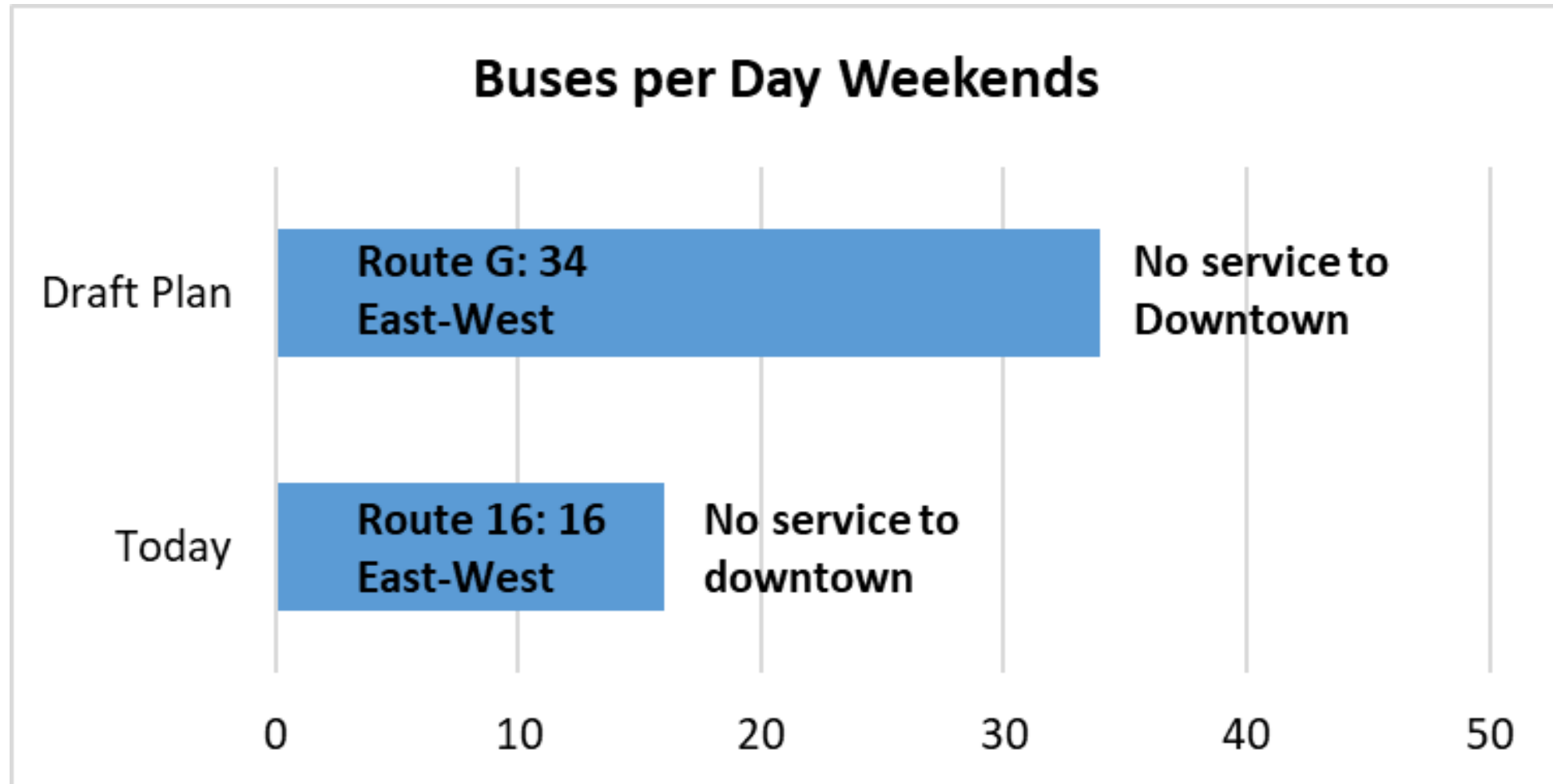
# Draft Plan



# Southdale Area Service Levels



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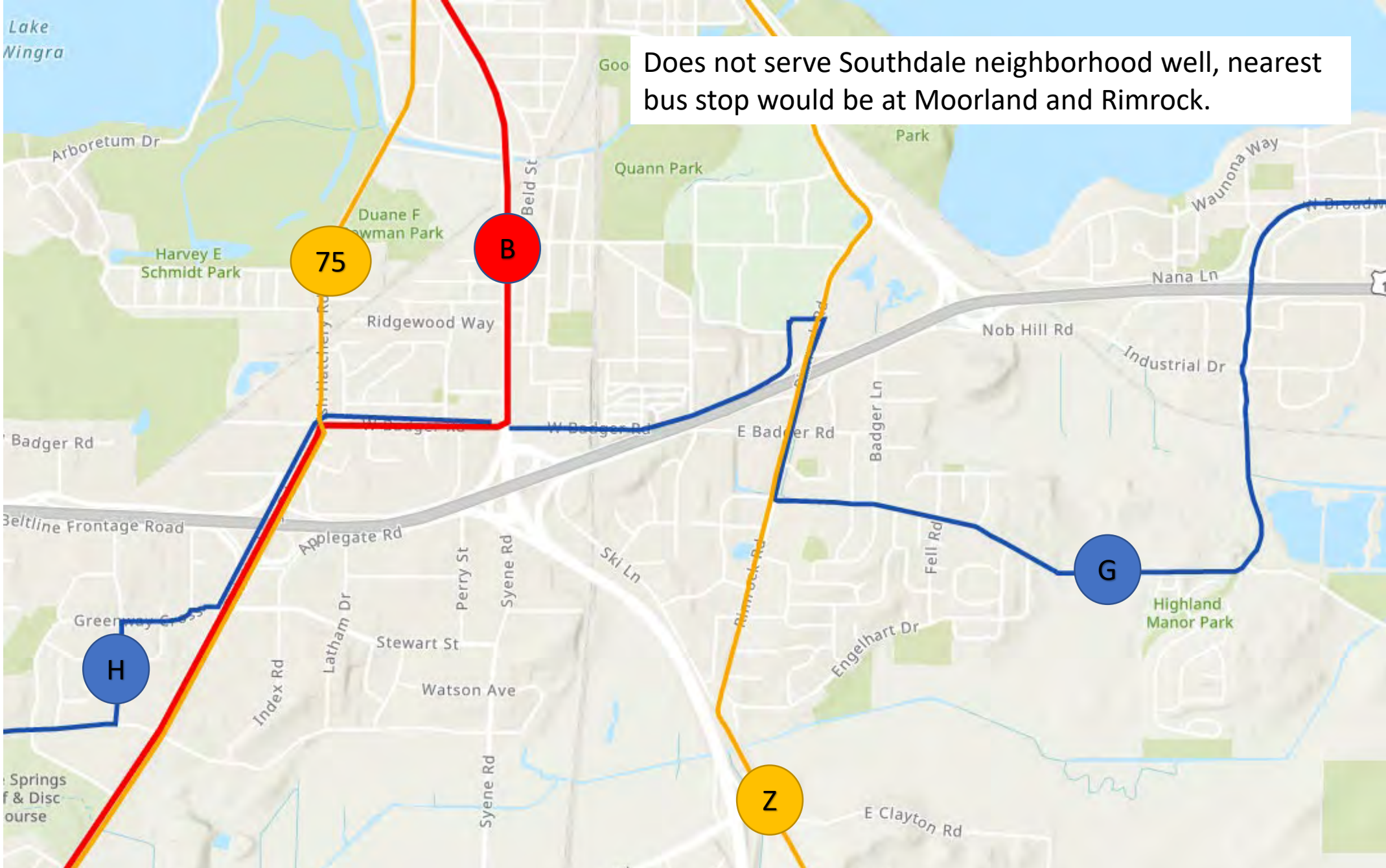


# Amendment Process

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

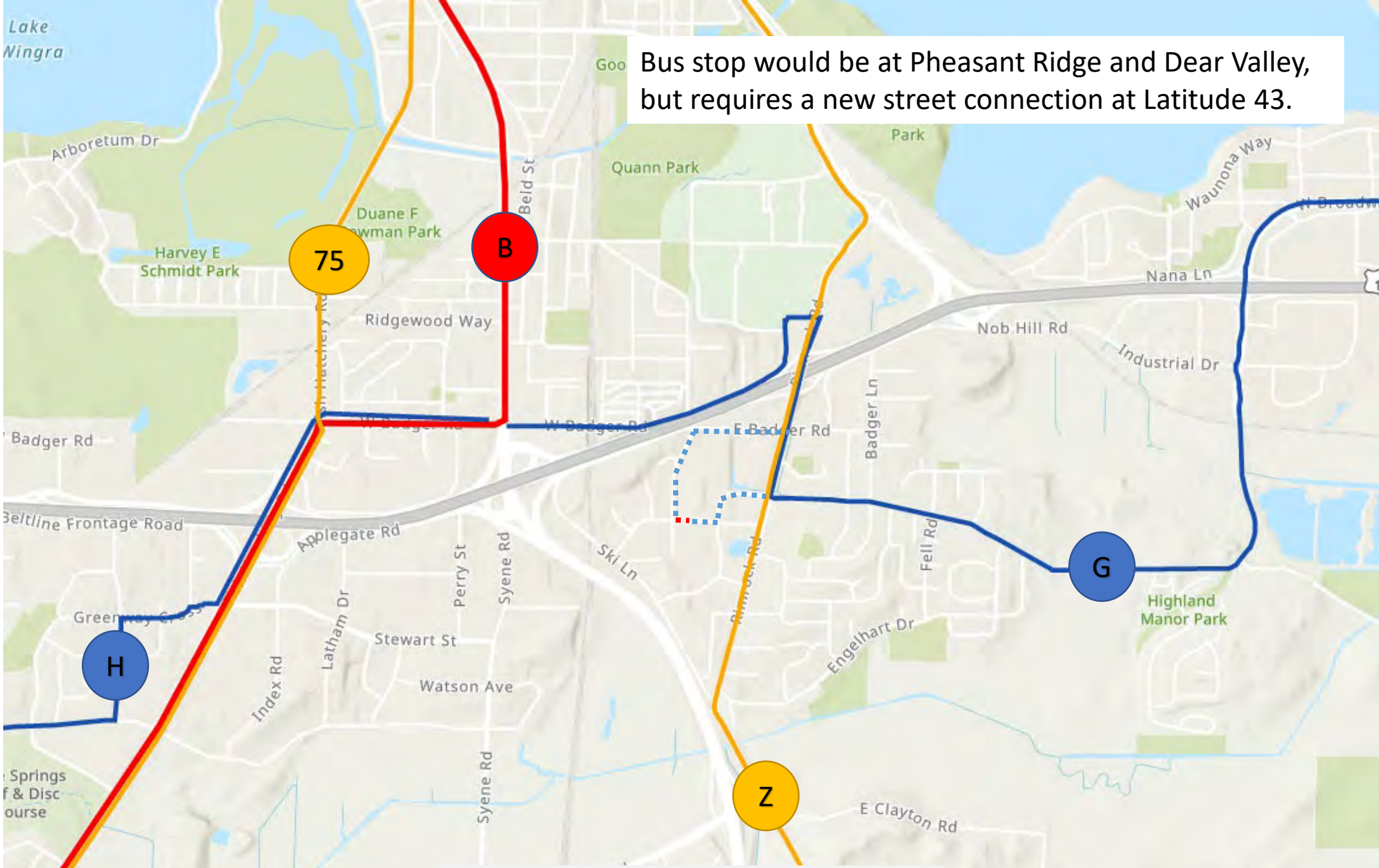
Does not serve Southdale neighborhood well, nearest bus stop would be at Moorland and Rimrock.



Draft Plan Map



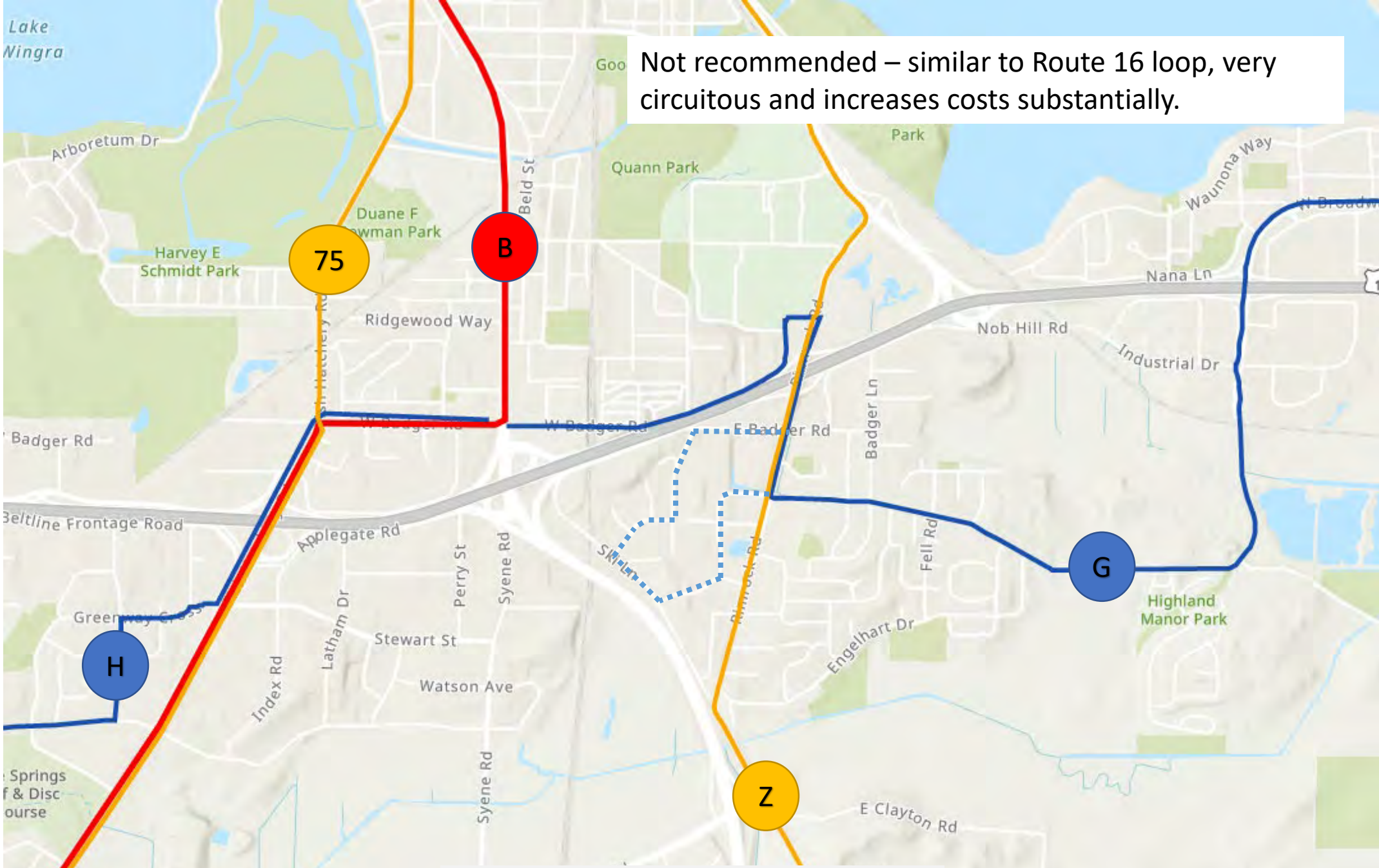
Bus stop would be at Pheasant Ridge and Dear Valley, but requires a new street connection at Latitude 43.



Alternative 2. Larger G loop

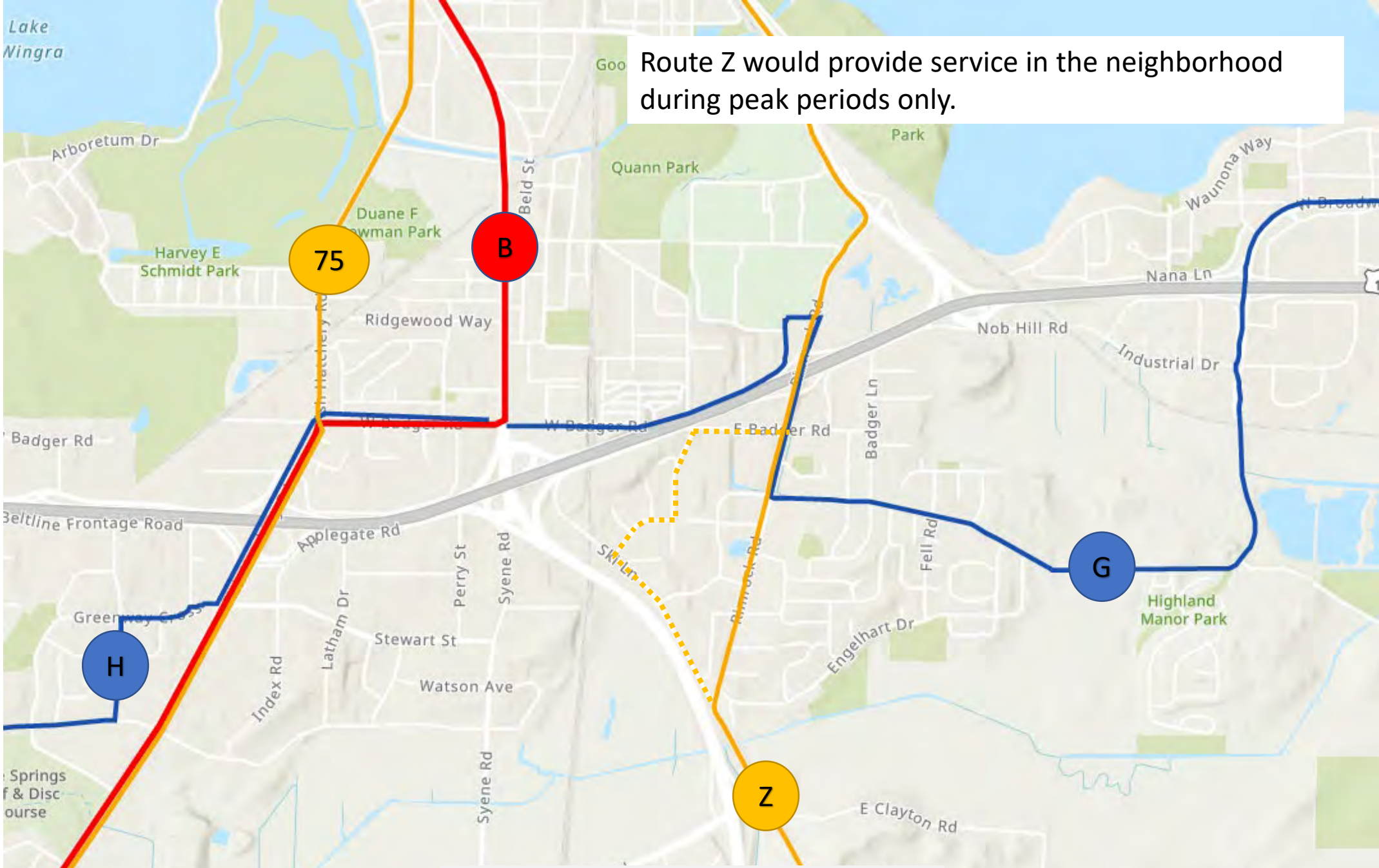


Not recommended – similar to Route 16 loop, very circuitous and increases costs substantially.



Alternative 3. Full G loop

Route Z would provide service in the neighborhood during peak periods only.



Alternative 4. Z Deviation

# Key Take-Aways

- Bus routes will be longer, straighter, and more frequent.
- Transfer points will be eliminated, eliminating unnecessary delays and indirection.
- The system overall will be far simpler, more logical, and easier to use.

# Schoolday Service and Paratransit

- No changes are planned to Supplemental Schoolday Service, but routes may be adjusted based on the outcome of the Redesign Plan.
- No changes to Paratransit are planned, but some areas will now be eligible for Paratransit.

# Next Steps

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- Plan with amendments adopted summer 2022
- New network implemented in summer 2023



# Transit Network Redesign

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**[MetroRedesign@cityofmadison.com](mailto:MetroRedesign@cityofmadison.com)**

**608-266-4466, contacte Daniel para preguntas en español**