

# METROFORWARD

Investing in fast, reliable and accessible transportation for the Madison metropolitan region.

## Still the Right Time to Invest in Transit

More than any other time, Metro Transit has recently demonstrated its vital importance to the community by providing continued, uninterrupted essential service to jobs, medical appointments, pharmacies, grocery stores and more during the outbreak of Covid-19.

As people begin to return to schools, employment centers, and public life, Metro will be instrumental in improving workforce transportation, reducing congestion and serving as the backbone of a new vibrant regional economy.

With federal and state funding remaining flat over the past 20 years, Metro has struggled with an aging infrastructure, lack of modern clean-air vehicles, and a route network that is no longer able to serve the region's needs.



## The Region is Ready Again to Move FORWARD>>

**The Madison region continues to grow rapidly.** It has consistently ranked in top tiers for being a dynamic, safe place to live—attracting talent, businesses and new residents. Growth is evident in many ways from the booming housing development to the changing downtown skyline.

If growth resumes at its previous pace, by the year 2050, we expect 85,000 new jobs and 100,000 new residents in Dane County. This translates into

800,000 new road trips to work, school and play. Without action, the resulting gridlock will more than double travel times for everyone on the road.

If single-occupancy automobiles made up all of these additional trips, it would require adding two or more lanes to our main Isthmus roadways and doubling parking in the downtown area. Parking costs alone would be expected to equal more than \$250 million.



## So what do we do? Invest in what works.

Prior to the outbreak of Covid-19 and despite funding challenges, Metro provided 57,000 rides per weekday and 13 million rides per year across our region, which includes Madison, Middleton, Fitchburg, Verona, Sun Prairie, the Village of Shorewood Hills and the Town of Madison.

During Covid-19, Metro also provided continuous dependable transportation to healthcare workers and other essential employees.

To support our regional growth, recruit and retain strong business and talent, protect our environment, and ensure a great quality of life for all residents, we must invest in this success.

## A Four-Tier Approach to Improve Access and Reduce Travel Time



### #1 Expand Accessibility and Service

Metro Transit staff are working on a complete network redesign to create a new system of bus routes that better serves the needs of all Madison area residents and businesses.

The network redesign process will reconfigure all of Madison's bus routes to make them run faster, more frequently, and overall make them easier to use.

Before the onset of Covid-19, Metro's service was mainly oriented towards peak hour routes with limited service during middays, evenings and weekends. The redesign will improve access and provide transit equity to those that live in low income neighborhoods and communities of color with more service to periphery areas of the city during more times and days of the week.



### #2 Modernize Metro Facilities to Serve Our Growing Region

Metro is in the process of major renovations of its current main facility on E. Washington Ave. Repairs and upgrades include infrastructure to support to all-electric vehicles as well as needed safety improvements to keep Metro's central maintenance hub running smoothly and efficiently.

Metro is also finalizing the purchase of a second maintenance and storage facility on the east side of Madison. This new facility will provide enough capacity to grow Metro's current service as well as house the additional larger vehicles needed to implement its future Bus Rapid Transit (BRT) system.



### #3 Focus on Sustainability

Climate change is an urgent reality. In response, the City has set a municipal goal of using 100 percent renewable energy sources and becoming carbon neutral by the year 2030. Metro Transit accounts for a significant portion of all the carbon City vehicles emit. To clean our air and protect our planet, Metro is currently testing the use of three all-electric buses and plans to start converting a large portion of its fleet to electric vehicles in the coming years.



### #4 Implement Bus Rapid Transit

The City of Madison is working to implement a Bus Rapid Transit (BRT) system as part of an effort to improve its existing transit system and reduce travel times across the region.

A bus rapid transit system utilizes dedicated lanes, modern platforms, pre-paid ticketing stations, larger buses and other improvements. Similar to light rail, but without the added expense of building rail infrastructure, these improvements are expected to overall improve the riding experience and reduce the time it takes to get to a destination by up to 25 percent.

Bus rapid transit will complement Metro's current service with riders able to hop on a BRT line every 15 minutes. More than 80,000 residents and almost 120,000 jobs are within a 10-minute walk of the planned rapid transit routes.

Construction is expected to begin in 2023 with a targeted start date of Fall 2024.