

Metro Transit Proposed **August** 2021 Service Changes

This service change document has been revised in response to comments and input received at and leading up to the February 10, 2021 public hearing.

Metro Transit staff recommend the following service changes.

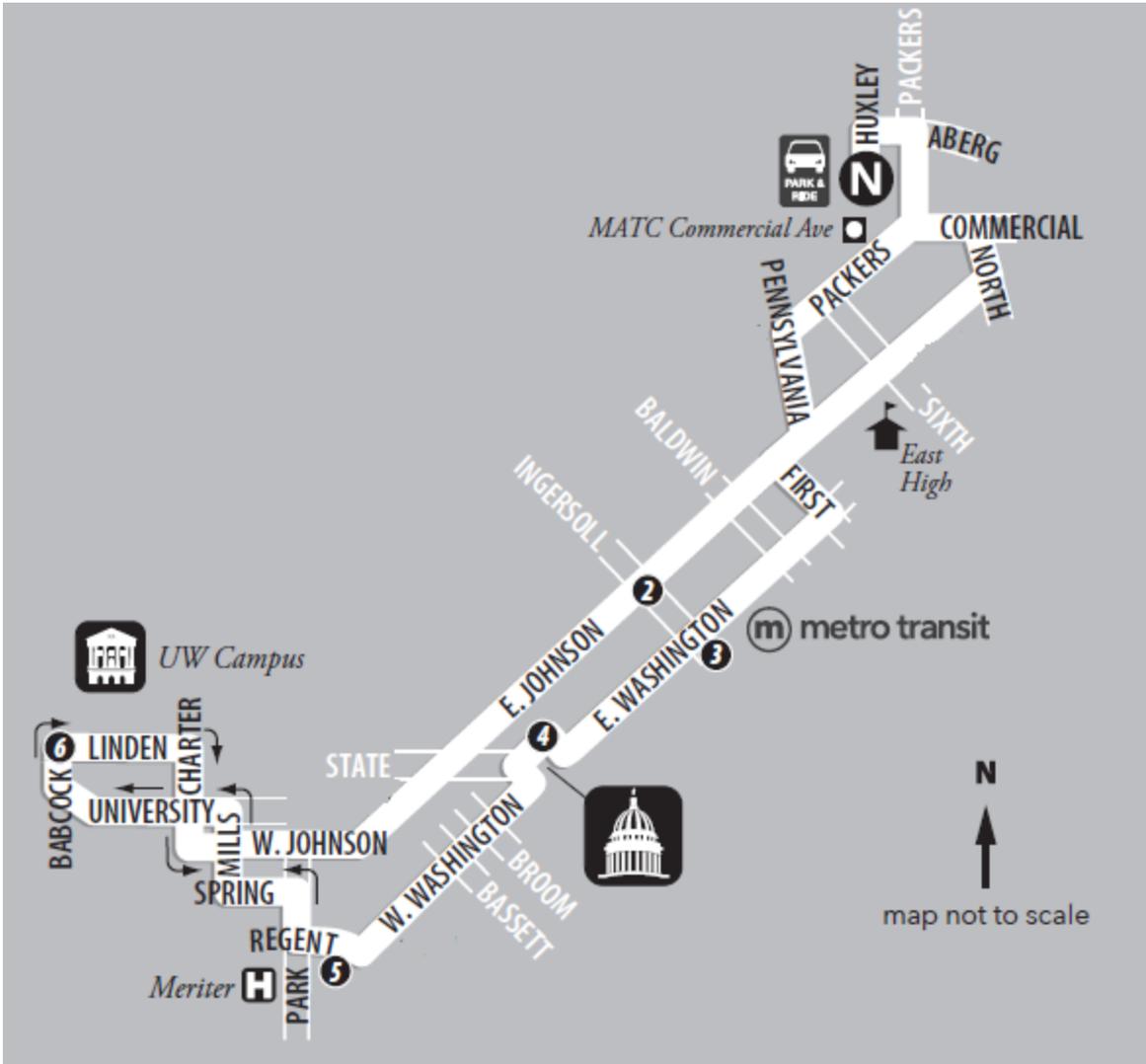


FOR MORE INFORMATION

Drew Beck, Planning & Scheduling Manager
Metro Transit
mymetrobus@cityofmadison.com

Route 27 Deleted

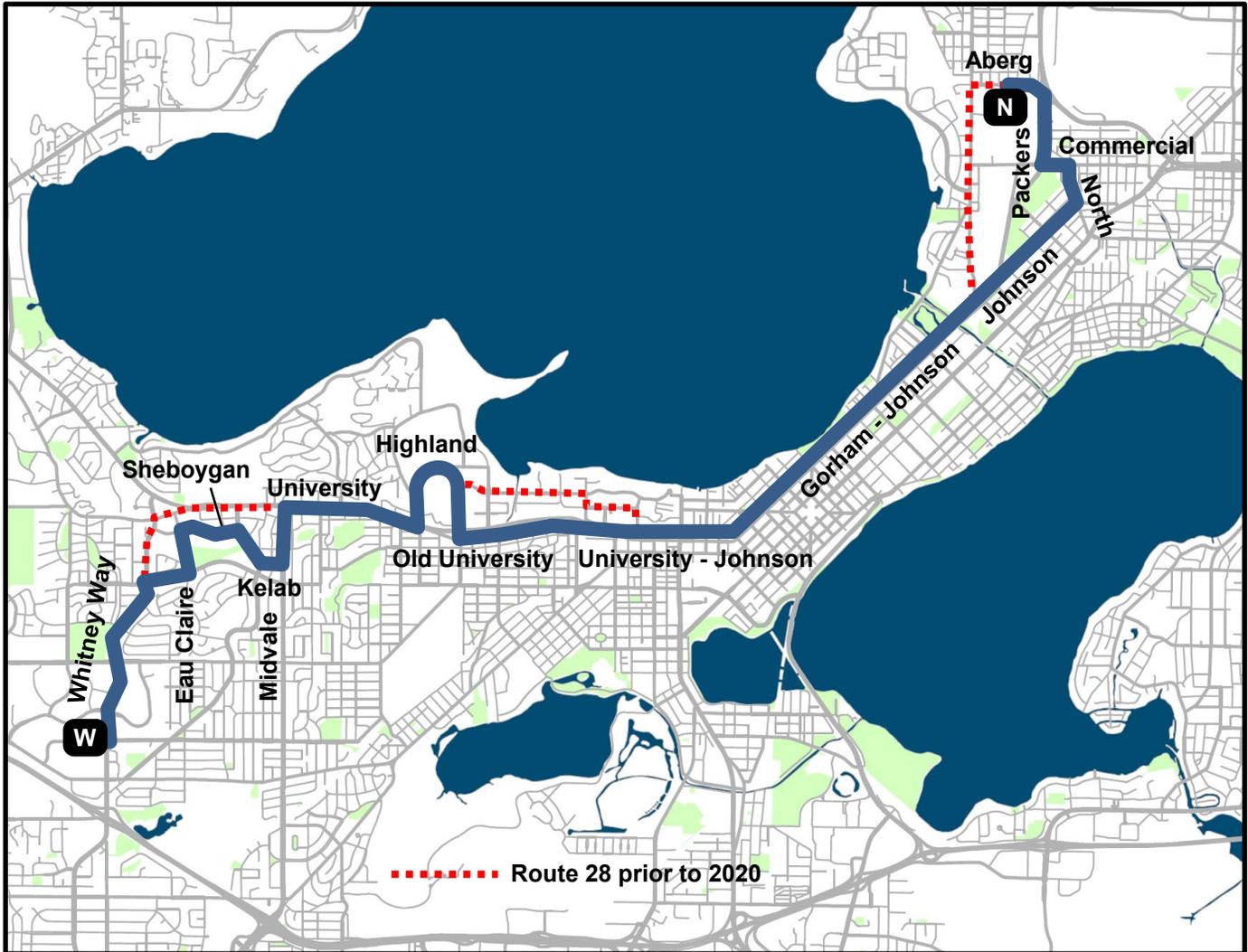
Route 27 is proposed for deletion. This change frees up buses used to restore the full version of Route 38 to Pflaum Road during peak periods. ~~for more productive service on Route 38, which is proposed to be reinstated.~~



Route 28 Modified and Operated Weekdays

Route 28 is proposed to be restored between the North Transfer Point and West Transfer Point with a modified service pattern that will serve the Eken Park neighborhood, previously served by Route 10. The route will also be shifted from Observatory Drive and Old Middleton Road to Old University Avenue and Sheboygan Avenue, following the same pattern as Route 2. Route 28 will operate between about 6 AM and 6:30 PM.

This change is a reallocation of the Route 10 service hours and will use a simpler pattern that is easier to use and better compliment Route 38.



Route 38 Weekday Peak Period and Off Peak Service

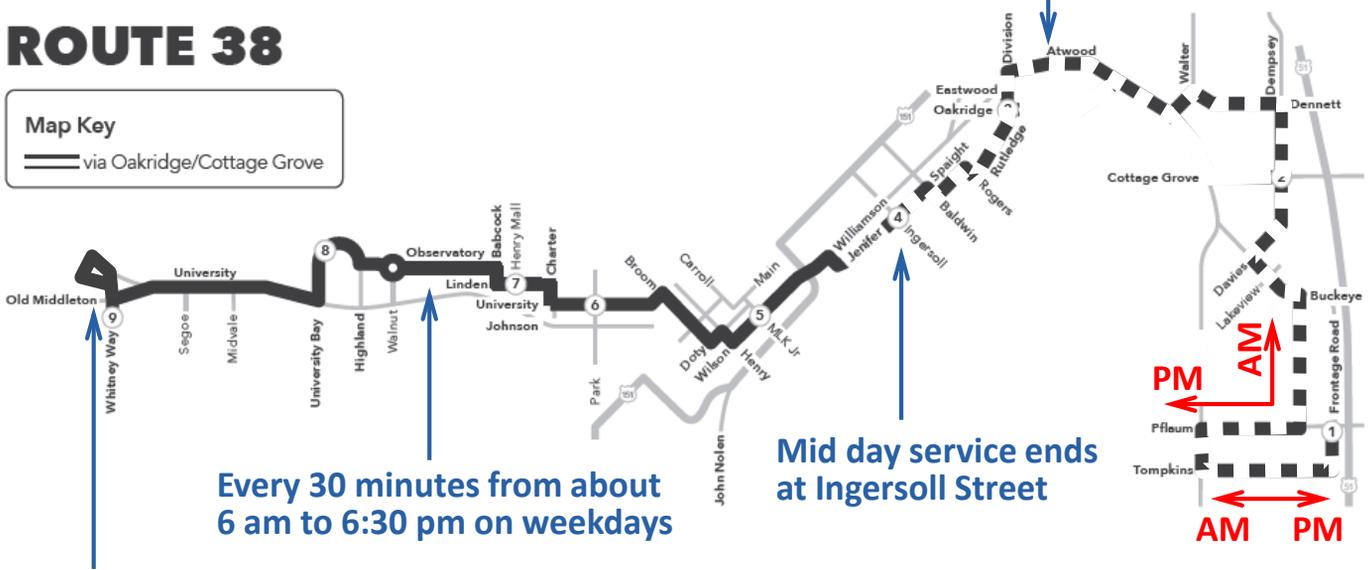
Route 38 was suspended during the Coronavirus reductions and replaced with Route 10, which provided service over most of Route 38. Route 38 is proposed to be reintroduced with peak period as well as new mid day limited service.

The peak period reintroduction of Route 38 is intended to provide more competitive travel times between the far east side and downtown with no transfers and less out-of-direction travel. The proposed mid day service is intended to replace the service and frequency currently provided by Route 10 – it will not travel east of Ingersoll Street.

Buses will and will always travel via Atwood and via Main Street. Buses will travel in both directions, but the eastern terminal will contain a short one-way directional loop so that buses can efficiently turn around. On the west end, buses will terminate at University Row.

ROUTE 38

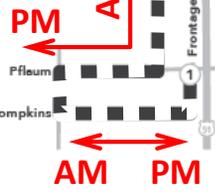
Map Key
 via Oakridge/Cottage Grove



Every 30 minutes weekdays peak periods only

Every 30 minutes from about 6 am to 6:30 pm on weekdays

Mid day service ends at Ingersoll Street



Western Terminal at University Row

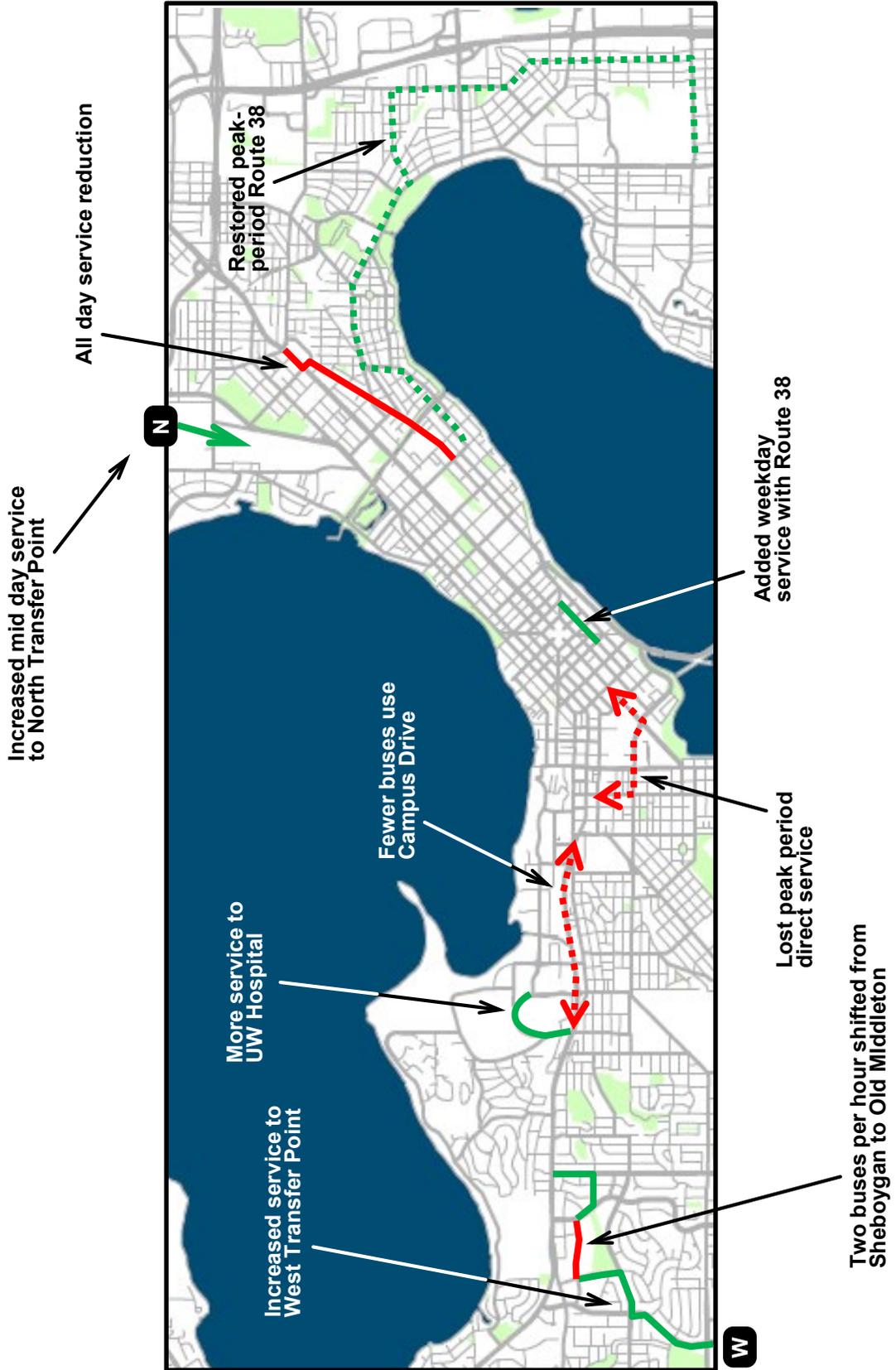
Summary (Routes 2, 10, 27, 28, 38)

This proposal shifts resources between Routes 2, 10, 27, 28, and 38. Metro’s goals in this service change proposal is to respond to complaints about discontinued service on Routes 28 and 38 while maintaining capacity on key corridors using available resources. There are positive, neutral, and negative trade-offs in this proposal, which can be summarized below.

Area	Affect
University Avenue	Four Route 10 buses per hour are converted into two Route 28 and two Route 38 buses. More riders will have to go around the University Bay loop as fewer buses will use Campus Drive, but service to the UW hospital will increase.
North Isthmus	Two Route 10 buses per hour are converted to Route 28 buses. More riders will have to go around the Capitol Square as no direct service via Gorham and Johnson Street will be provided. No service will be provided on Johnson and Gorham between State and Hamilton except late night Route 81.
South Isthmus	Two Route 10 buses per hour are converted to Route 38. Service on Williamson and Winnebago will be reduced.
Eken Park	Route 27 will be deleted but riders will still have direct access to downtown via Route 5 and the UW campus via Route 28, which replaces Route 10.
North Transfer Point	Route 27 converted to Route 28 – faster service to UW but lost direct service to Park and Regent. Peak period total service will remain about the same, but service will be increased during the mid day.
East Madison	New peak-period Route 38 service will eliminate transfers to downtown for riders east of Fair Oaks Avenue.
Operational Considerations	This plan adds one bus into service weekdays for about 12 hours and the addition of two operators.

Summary (Routes 2, 10, 27, 28, 38)

The areas that will gain and lose substantial service are summarized below.



Route 81 Permanently Shifted to Blair Street

The Route 81 routing approved in 2020 travels east to Franklin Street where it turns around. However, it has been detoured to Blair Street. This proposal permanently shifts service to Blair Street, extending the route one block. The bus stop site on Blair Street can be more easily upgraded with an accessible concrete boarding platform than the site on Franklin Street.

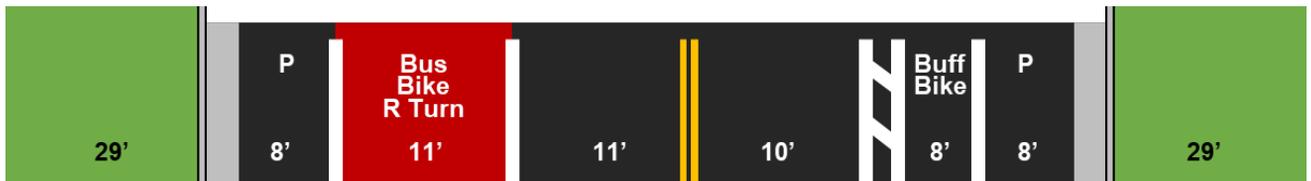


West Washington Avenue (Routes 8, 12, 15, 70, and 72)

The City of Madison intends to construct a bus lane in one direction on West Washington Avenue in one direction. The project will follow a resurfacing project and will be from Bedford Street to Henry Street. Upon completion, several routes would shift in order to make use of the new facility. Regional and commuter routes would be shifted from State Street to Broom and Bassett Street.

This change has several benefits. It relieves capacity constraints on State Street that can eventually be used to add Bus Rapid Transit service. It reduces the bus volumes on State Street, providing a better outdoor dining experience for struggling restaurants and other businesses. Finally, it provides Metro with a better detour route when State Street is closed to buses.

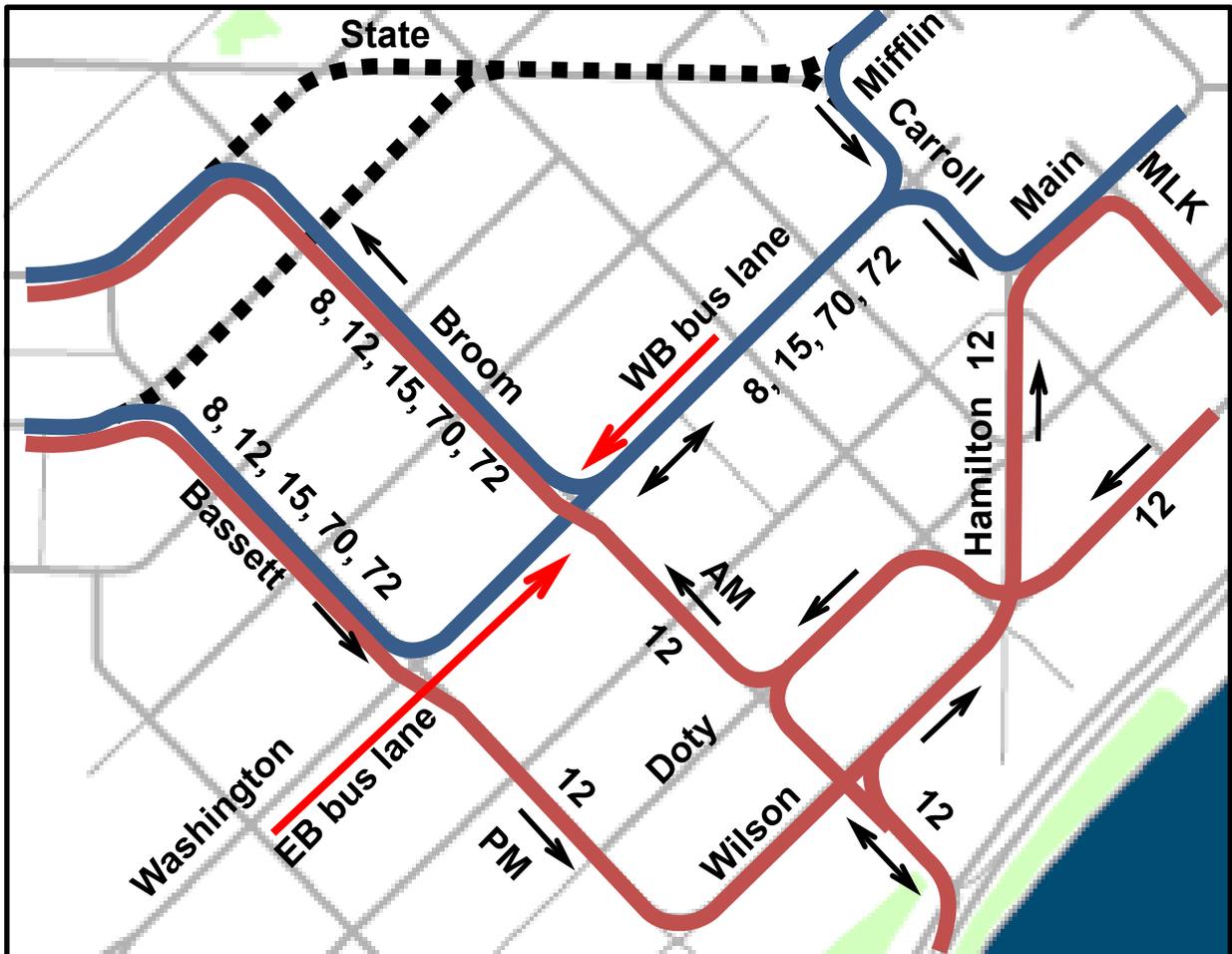
Several bus stop changes will accompany this change. The bus stop pair at Henry Street will be closed to conform with Metro's bus stop spacing guidelines. The northbound bus stop on Broom Street at West Washington will be moved from near side to far side so that West Washington Avenue routes can serve it.



West Washington Avenue (Routes 8, 12, 15, 70, and 72)

A summary of proposed route changes to use the new West Washington Avenue bus lane is shown below.

Route	Summary
5 and 75	Already use West Washington Avenue
8, 15, 70, and 72	Rerouted from State Street to Broom Street and West Washington
12	Rerouted to Broom / Bassett and Wilson Street
14, 29, 37, 47, 56, 57, 58, 71	These routes are currently suspended. If they return to service, they would likely be routed via Broom / Bassett and West Washington



Unaffected routes are not shown.

Schedule Adjustments

Route 6 – Last Westbound Trip Departing East Towne Mall

Weekdays and Weekends

Metro proposes shifting the last Rt. 6 trip departure five minutes later to 10:45 pm, allowing Rt. 26 passengers the opportunity to transfer to Rt. 6 towards the Square.

Additionally, Metro suggests having the Rt. 6 trip operate inbound via Hayes—instead of direct to East Washington

There would be one missed transfer created on the Square (onto the 11:03 pm departure of Route 5, towards South Transfer Point).

- Stop 9759 would be missed (East Towne at Egan), due to shift to Hayes Rd.
- Stops 9163 thru 9588 would be added on the Hayes/Portage loop.

Proposed Schedule Details for Last Route 6 Trip

	East Towne Mall	Forest Run & Anniversary	Melody & Independence	Wright & Madison College	E Washington & Johnson	E Washington & Ingersoll	Mifflin & Pinckney
CURRENT #6	10:40 PM	—	—	—	10:51 PM	10:56 PM	11:01 PM
PROPOSED #6	10:45 PM	10:49 PM	10:55 PM	—	11:04 PM	11:09 PM	11:14 PM