

# TDP Scope, Process, & Timeline

(v.2/13/2020)

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The Madison Area Transportation Planning Board (MPO) is updating the Transit Development Plan (TDP) for Madison Urban Area, working in cooperation with City of Madison Transportation/Metro Transit (Metro) and other service providers. The TDP is a five-year strategic plan designed to identify the near-term future direction of the transit system. It is intended to guide the planning activities, service and facility improvements, and budgets of Metro and other transit providers. The TDP is adopted by the MPO and City of Madison. The current TDP is at this link: [http://www.madisonareampo.org/planning/documents/TDP\\_Final\\_Web.pdf](http://www.madisonareampo.org/planning/documents/TDP_Final_Web.pdf). The TDP will be developed in parallel with the Metro Route Restructure Study scheduled to commence in June 2020.

## 1. Scope

- **Route Performance and Planning Guidelines:** The Route Restructure Study (RRS) will result in the development of multiple service scenarios. The plan is to work with Metro to develop new route performance and planning guidelines as part of the TDP following the selection of an RSS scenario for implementation.
- **Fixed Route Service Improvements:** Existing and near-term transit travel demand analysis will be done to support both the RRS and TDP (since RSS will assume no net increase in service hours). This will include review of origin/destination (O/D) data by time of day and home and work location data from the MPO's current subscription to Streetlight Data. It will also include obtaining and mapping recent and likely near-term development. Based on this information and current service and ridership, areas or corridors in need of service or improved service will be identified. If data can be obtained on passenger loading, that will be considered as well.

Development in peripheral areas and existing travel patterns between peripheral areas are growing demand for services which bypass existing transfer-point-oriented routes. Providing peripheral service would support low-income/EJ population journey-to-work patterns which already exist but are not served effectively (or at all) by Metro. The TDP will investigate the potential for such service targeting low income/EJ population residence and frequent destination areas based on Streetlight Data.

MPO staff will support Sun Prairie effort to look at potential for new intra-community bus service to supplement and in some cases replace the current shared ride taxi service. Analysis of potential demand for new suburban commuter express service will be done and recommended routes updated.

Other service planning issues to be addressed include: (1) potential alternative service models for certain areas or at certain times of the day; and (2) first/last mile connections to the bus system.

- **On-Time Performance (OTP):** OTP, congestion, and possibly bus speed data will be reviewed and reported on in order to identify particular corridors, turning movements, and other infrastructure and operational impediments to routes operating on time. OTP will not be reviewed on a route-by-route basis given the likelihood of significant route changes to come out of the RRS. Some route level analysis could be done to support the RSS, if deemed useful.
- **Fleet/Facilities:** Update bus procurement schedule following RSS, including issue of whether different sized buses makes sense. Address policy/plans regarding electric buses and related infrastructure. Address fare collection, incorporating findings of off-board fare payment study. Identify P&R lot opportunities/needs beyond the ones to be added for BRT. Incorporate ITS needs. Make policy recommendation regarding traffic calming on bus routes. Possible ADA access to bus stops analysis using MPO's new pedestrian facility network.
- **Other:** Other issues for which policies might be identified or recommendations made include: (1) service partner funding calculations; (2) customer information (ride guide, system map, etc.); and (3) marketing.

## 2. Process

- The TDP and RRS will utilize the same public involvement and outreach process, maximizing the efficiency of staff and consultant time spent on public involvement. This process will likely include a modified form of the RESJI process, relying on the involvement of low-income, minority, and geographic-area focus groups, with input and involvement by the Department of Civil Rights.
- Primary Steering Committee composed of staff from Transportation Dept., Metro, MPO, and possibly board representatives of the Transportation Planning & Policy Board and MPO.
- Stakeholder groups will be involved on an as-needed basis, generally early in the process to document goals and priorities and later in the process to provide feedback on recommendations. Stakeholder groups may be involved through focus group meetings and/or through individualized meetings. Stakeholder groups include but are not limited to:
  - Metro Service Partners (Contracted Service Partners) (will utilize existing informal group);
  - Outer area communities not currently served by Metro;
  - Communities served by their own transit systems (Stoughton, Sun Prairie, and Monona); and
  - Madison Area Bus Advocates

## 3. Timeline (parallels Route Restructure Study Schedule)

- **June 2020:** Begin collaboration with Route Restructure Study consultant
- **Late 2020:** Public engagement
- **2021:** Project complete
- **August 2022:** Initial Service Changes
- **August 2024:** BRT Service Changes