



Metro Transit – August Service Changes

SERVICE EQUITY ANALYSIS RESULTS

Metro's Title VI policy calls for an equity analysis for any major service change, which focuses on any adverse effects to people of color or low income riders.

A major service change is defined as:

- The establishment of new bus routes
- A substantial geographical alteration on a given route of more than 25% of its route miles
- A major modification which causes a 25% or greater change in the number of daily service hours provided

An adverse effect is defined as a geographical or temporal reduction in service which includes but is not limited to:

- elimination of a route
- re-routing an existing route
- decrease in frequency

The following four proposed changes went through the equity analysis process for being more than a 25% alternation of its total route miles. Results of the analyses are below:

[Routes 2/28](#)

Service shifted slightly away from a men's day shelter on Roth St. Staff believe improved access to the Dane County Job Center outweighs impact of moving outbound service off of Roth. Walking distance increased by 0.1 mile.

[Route 35](#)

Realignment to serve "reverse commute" to an employment area not currently served. No segments of the existing route will be missed, though travel times for certain trips may be increased.

[Route 59](#)

This proposed change disrupts direct service between the Dunn's Marsh neighborhood, which has a concentration of low income and people of color populations, and the Fitchburg Target/Hyvee shopping and employment center. Service is still available from this neighborhood to this shopping/employment center, but the trip would be approximately 15 minutes longer and involve a transfer.

As a result, this may appear to be a service change that has a disparate impact on the people of color and low income riders in this neighborhood. However, staff is still proposing this change, because this route experiences very low ridership and is one of Metro's least productive routes (6.4 passengers per service hour vs. 35.4 passengers per service hour for the system as a whole). It is also not heavily used by riders from this neighborhood to the Target/Hyvee shopping center, with an average of 48 boardings on an average weekday (see page 3 for boarding maps).

This new service has been requested by the City of Fitchburg and provides direct service to the Fitchburg



Metro Transit

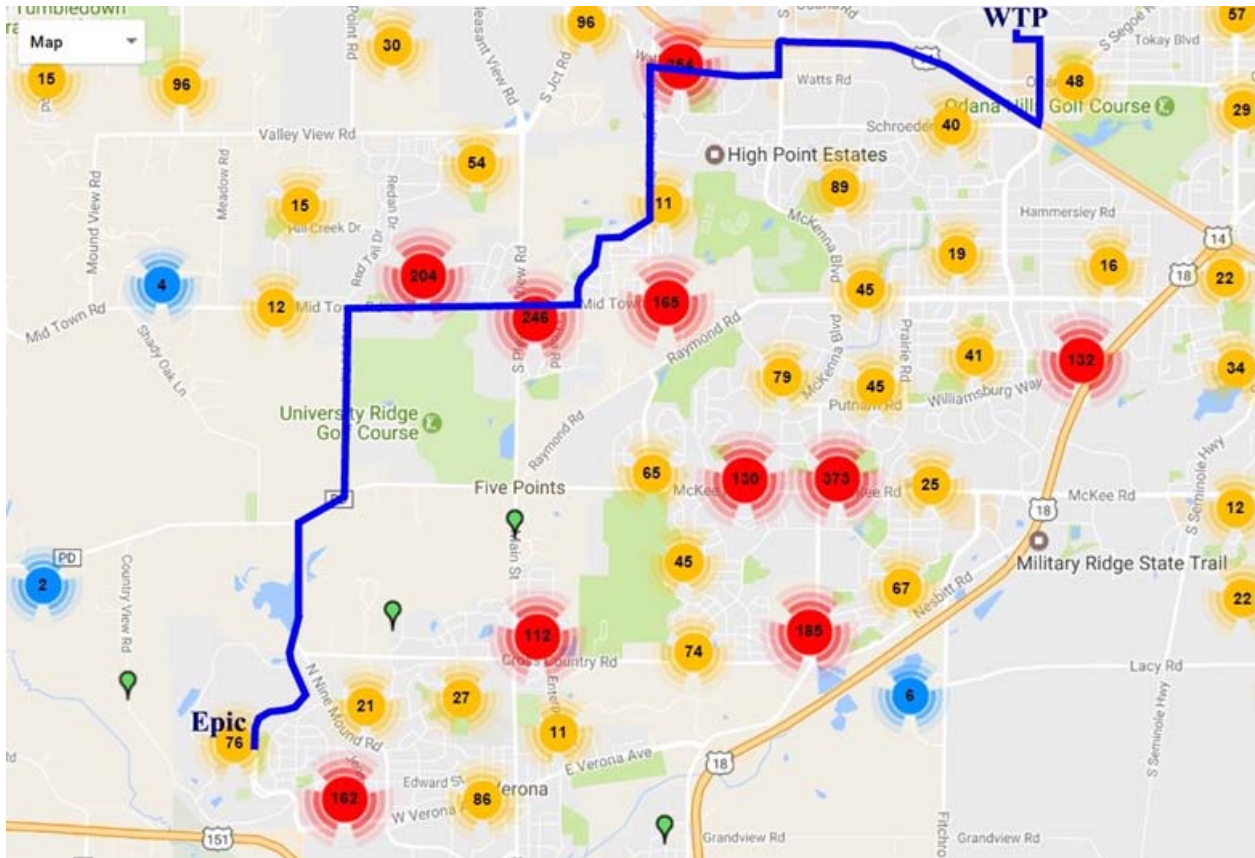
Madison, WI

Community Center and public library. It has been reviewed by the Fitchburg Transportation and Transit Commission, with a decision expected on April 13, 2017.

Metro staff is presenting this proposal with the goal of improving ridership and increasing its productivity on this low-functioning route.

Route 55

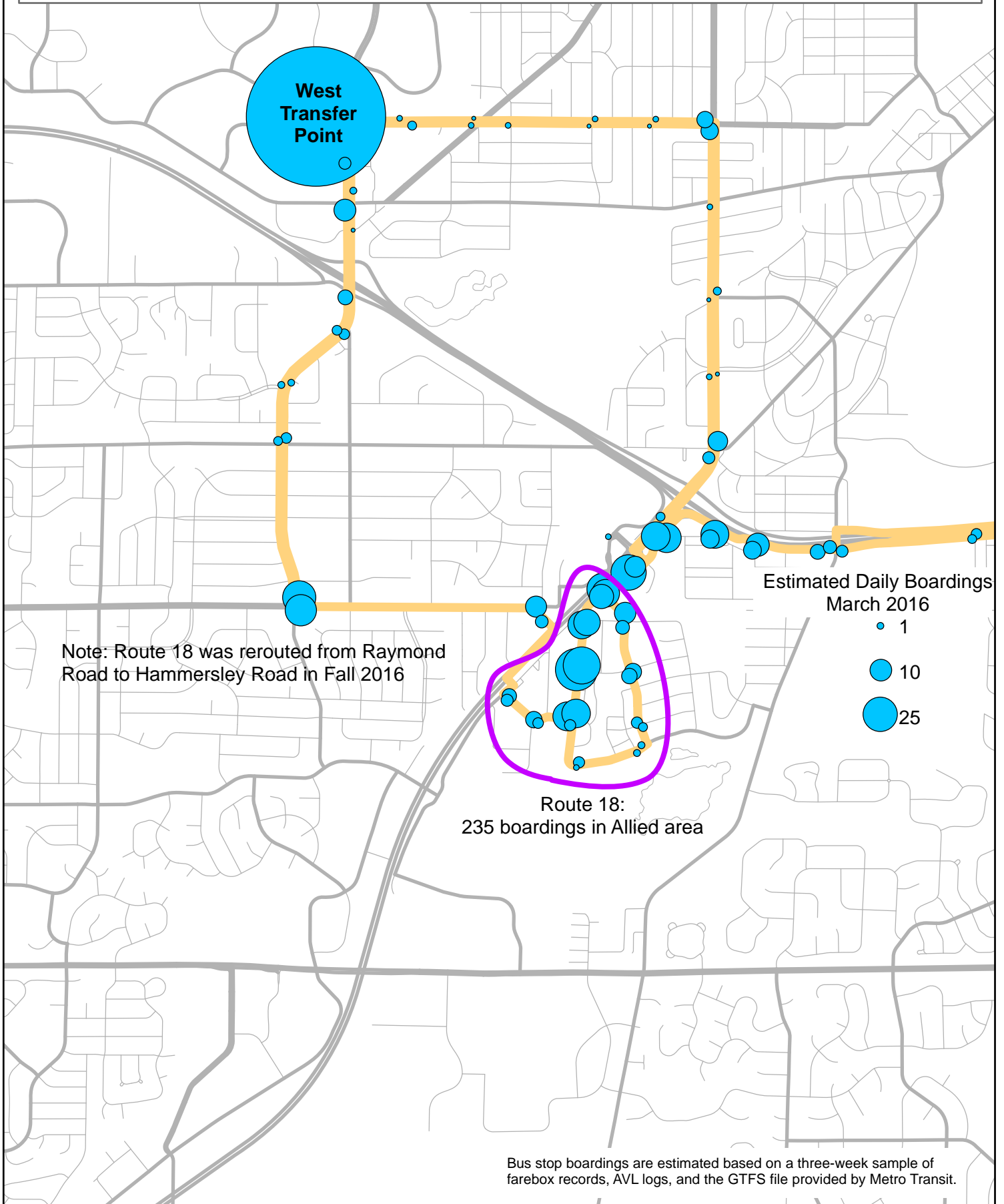
Realigned to improve on time performance and increase transfer reliability. New routing will directly serve concentrations of Epic employees (see map below). Access to the City of Verona will be maintained by interlining bus between Routes 55 and 75.



(map showing where Epic employees reside on the west-side of Madison/ Verona area)

Estimated Weekend Boardings, March 2016

Route 18



Estimated Weekend Boardings, March 2016

Route 59

