



Metro Transit Updates

Madison & Dane County

Madison and Dane County's population and traffic congestion have grown significantly. In the past decade, the number of daily commuters driving to Madison from outlying municipalities and neighboring counties has increased.

- By 2050, Dane County is projected to garner another 100,000 residents and 85,000 jobs, 45,000 of which are anticipated to reside in the Madison area.
- **This increase will add 800,000 trips to Madison's already congested streets each day - with modeling indicating that congestion will double by 2050.**



Metro Transit's Evolution

In 2023 and 2024, Metro Transit introduced several new initiatives designed **to help the City of Madison prepare for this influx of thousands of new jobs and residents** by 2050.

- Facility Upgrades (Ingersol)
- Bus Rapid Transit
- New Maintenance Facility (Hanson Rd.)
- Electric Buses

These initiatives were designed to meet the rising demand for transit, while enhancing the rider experience.



Redesigned Service

In **June 2023**, as preparation for the launch of Bus Rapid Transit, Metro completed a **comprehensive redesign**. The new service was designed to enhance access to jobs, improve connections to high-density housing and employment, and simply the user experience.

In **Sept 2024**, Metro's first **Bus Rapid Transit** route was launched (Route A). This runs 15 miles east to west through Madison's busiest travel corridor including the downtown area and campus.

- **Electric Buses**
- **New Park and Ride**
- **New Fare System**



60-Foot Electric Buses

- 62 buses - one third of the fleet
- Fast Charging System
- 50% more capacity than standard buses



Get Your Fast Fare Card

Metro has installed a new fare system that will make riding the bus faster, easier, and more convenient.



- Adult fare is \$2.00
- Fare capping
- Load at sales outlets or set up online account
- Sign up for half price fare (seniors, those with disabilities, low income, youth)

Fast Fare Card can be obtained through the mail:
emailmymetrobus@cityofmadison.com

Coming in April 2025:
Credit Cards

Initial Challenges

New Fleet

Door issues

New Service

Training & Practice

Drivers & Riders

Technical Challenges

Signal Priority



BRT Feedback

What our customers are saying about their experiences:

BRT is GREAT! The rollout with Metro guides at each station really helped a lot. Plus, the stations are very nice; great to have a place to sit. Well done!

The BRT is a whole new level of awesome. The fact that it comes every 15 minutes and starts early enough to get downtown to get to work on time is the best. My kids love riding and not have to deal with traffic!

The new articulated buses are great. They feel like they fit more people, the bikes and payment don't slow us down as much, and it's so easy to bring my bike on the bus. I can't wait for more dedicated lanes!

BRT Feedback

What our customers are saying about their experiences:

The frequency and the fast boarding with fast fare is great. I don't have to look at a schedule when I'm travelling through the corridor anymore. I just know it's coming!

The multiple door boarding is so convenient and quick. I also really appreciate the live arrival signs. Takes the anxiety out of it. Easy, clear to understand.

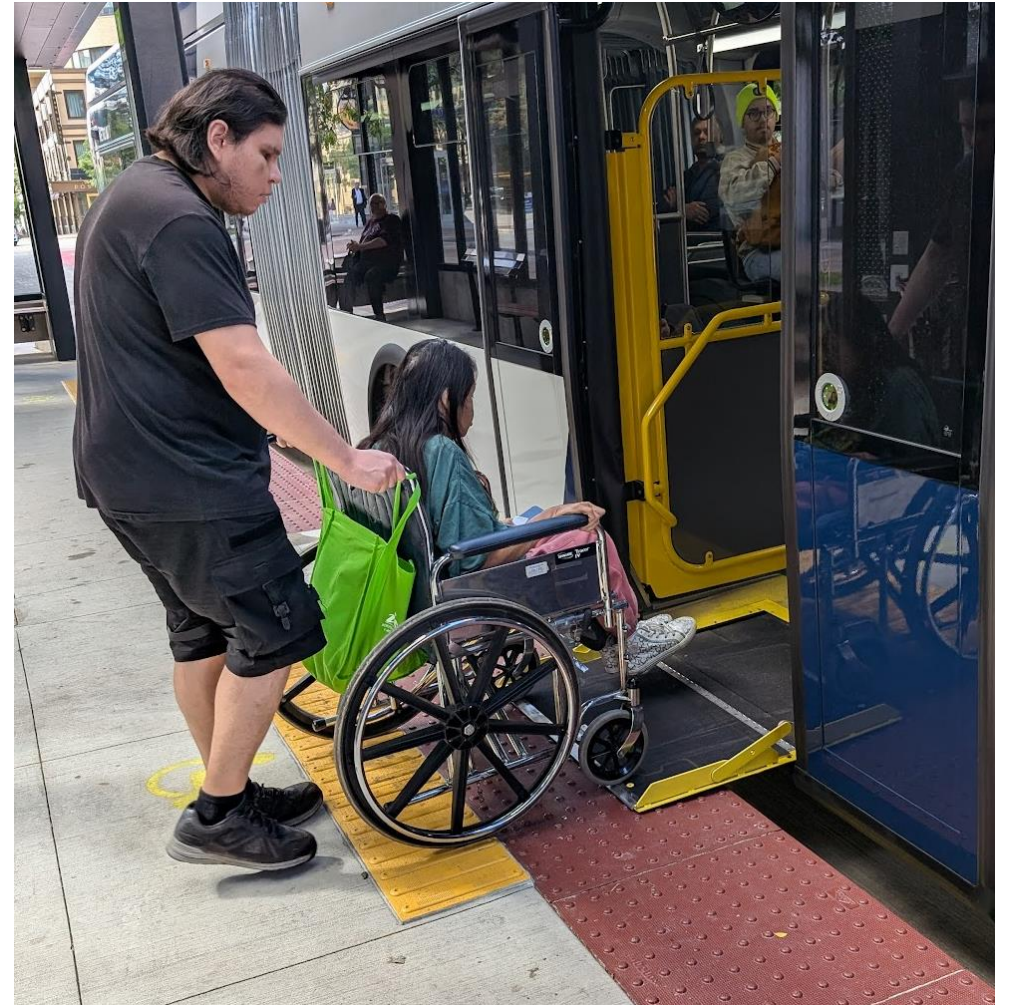
And this is coming from someone that rarely ever took the bus!

The efficiency of boarding and increased frequency has made riding much easier.

Thank you for providing Madison with the BRT and the Fast Fare. It took a long time to get here, but my life is easier!

Results

- BRT routes up 18% YoY in Nov/Dec
- System up 10% overall
- Trends even better in January



2025 Focus Areas

- Staffing and Training
- Process Documentation
- TSP
- Fare Evasion



Additional Metro Service

Starting March 3, Metro will serve Monona.

Route 38 will provide weekday trips into Monona from 7am through 7pm serving numerous key locations.

Paratransit service will also be available to those that live within 3/4 miles of new Route 38 bus stops.

Bus will travel on the following streets in Monona:

- Atwood Ave.
- Monona Dr.
- Winnequah
- Nichols
- Pleasant Hill
- Owen Rd.
- Monona Dr.
- Broadway
- Edna Taylor
- Ending at Dutch Mill Park and Ride





Thank You
for your time!