

## Summary of Proposed Route and Schedule Changes for August 2015

### Routes 6 and 25

- Route 25 trips incorporated into route 6 schedule to fill in “gaps” (route 25 proposed to be eliminated as route 26 will begin providing similar service in May 2015)
- Change in routing near East Towne (Dwight Dr & Independence Ln) to gain schedule time, permit safer turning movements, and give drivers a break location

### Route 10

- West end of route expanded to serve UW Health-Digestive Clinic. East end of route modified to allow for this expansion.
- Low ridership service along Division St and Rutledge St eliminated.
- Schedule adjusted to more evenly balance passenger loading among routes 2 & 28 along the Johnson/Gorham corridor; will reduce the number of overload “extra” buses.
- “Gray bar trips” added to the schedule, which will only operate when UW classes are in session.

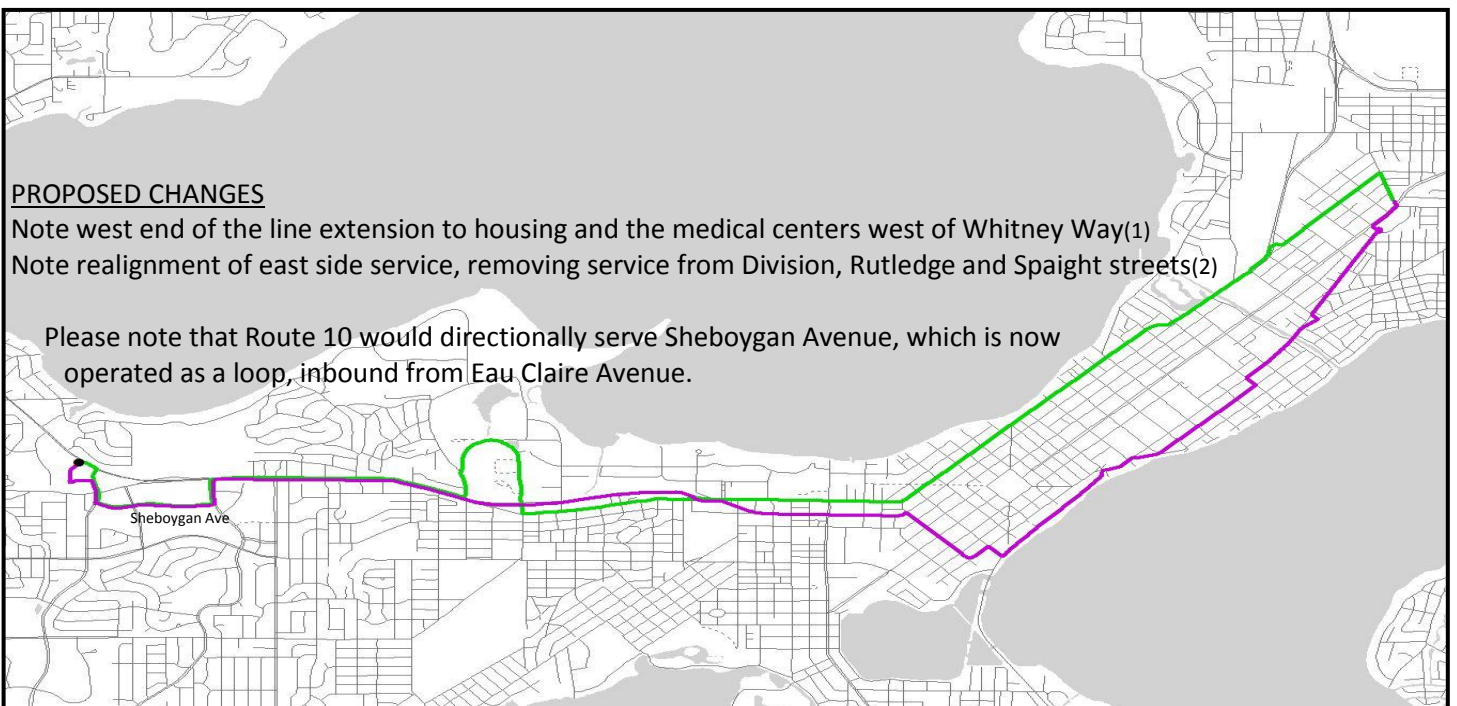
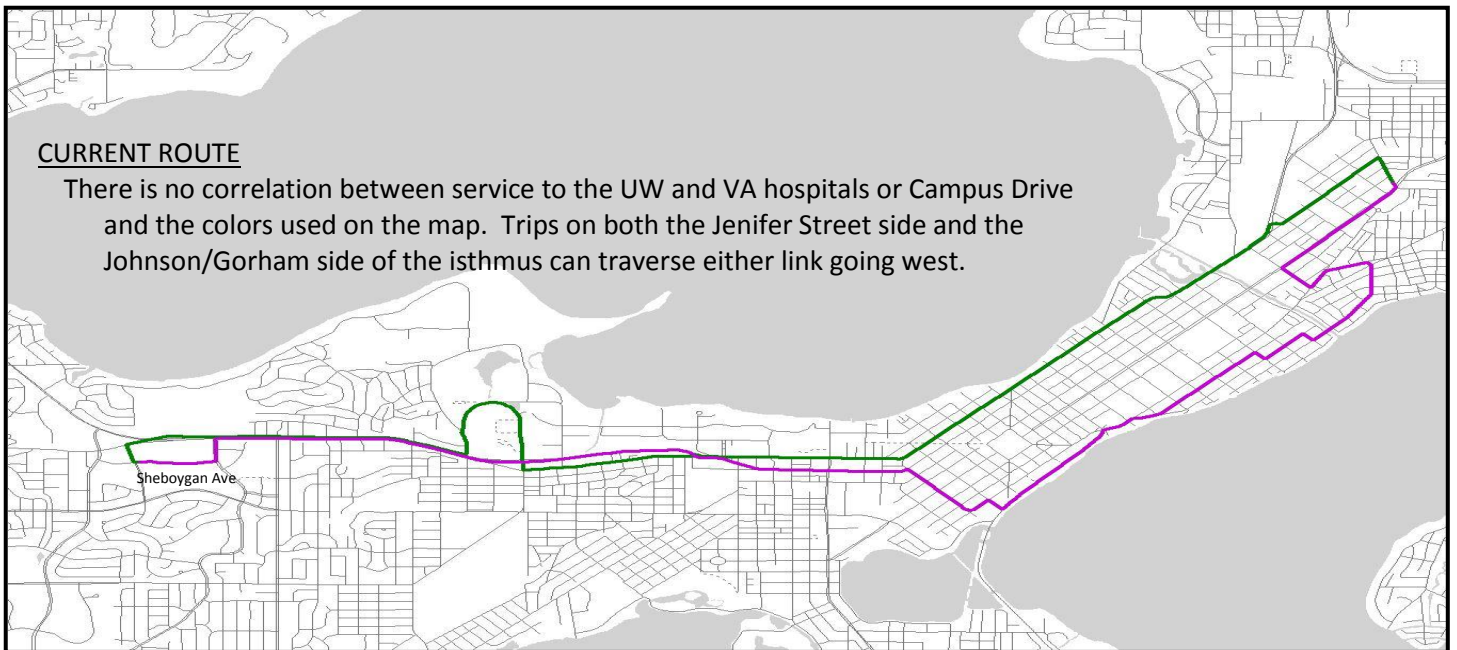
### Routes 11 & 12

- Elimination of unproductive section of route on Waunona Way to gain time in the schedule
- Significantly revised routing on west side to facilitate commutes between Toepfer Ave neighborhood and the UW & VA Hospitals
- To reduce redundancy, route will no longer serve West Transfer Point (parallel service on other routes available)
- Service on new streets – Blackhawk Ave north of Bluff St, Berwyn Dr, and Wedgewood Way (a.m. only).

Detailed descriptions of these proposed changes follow.

## ROUTE 10

The original design of Route 10 (route and schedule) was intended to alleviate overload problems routes were facing in the University Avenue corridor, specifically between Eau Claire Avenue and Broom Street. East of Broom Street the route was, essentially, replacing existing service. The route has performed as intended. Now, with two years of experience in place, it is appropriate to make adjustments and use the route to solve some issues east of Broom Street, particularly in the Johnson/Gorham corridor. To that end, a trip level review of loading for routes 2, 10, 15, 28, 37, 38, 56, 57, 70, 71 and 72 was undertaken to identify problem loads so that Route 10's new schedule could be tweaked to eliminate as many loading issues as possible, particularly on routes 2 and 28. This effort resulted in some significant changes to the route and schedule. Below are maps of the current route and our proposal.



(1) This change is proposed in response to staff requests from the UW Hospital and the Digestive Health Center located on University Row (located northwest of Whitney Way and Old Middleton Road). Route 70 is the only midday route that serves the clinic, and it runs hourly. Staff can be assigned to work at either location with need to move back and forth, hence the request for service. Beyond that, the location gives drivers a place to use a restroom at the west end of the route. (During peak periods, University Row is adequately served by routes 71 and 72.)

(2) Realigning service on the east end of the route is proposed for several reasons. First, during midday it's a lightly ridden segment of the route (see chart below) for an area which otherwise produces robust commuter ridership. The neighborhood will continue to be served by Route 3. Secondly, we are proposing to trade service in this area for extension to University Row, and lastly, the change enables better timing of the trips through both corridors (Johnson-Gorham and Jenifer St). This is important because eastbound trips on one side of the isthmus become westbound on the other so, schedule wise, it's hard to line up the service in both corridors. And timing westbound trips on Jenifer Street is critical to how Route 10 coordinates with Route 2 west of Broom St. Nearly all Jenifer Street trips serve the UW-VA Hospital complex, and the new timing has these trips running just 5-6 minutes in front of trips on Route 2. This shift in timing will have a significant impact on Route 2's loading, which continues to be high. Additionally, Jenifer Street will have clean 10 minute, westbound midday service between routes 3, 4 and 10.

On/At	Stop ID	Direction	Board	Alight	Avg/Day
ATWOOD & RUSK	1961	Eastbound	21	3	0.600
ATWOOD & RUSK	1712	Westbound	1	9	0.250
DIVISION & OAKRIDGE	1995	Eastbound	0	3	0.075
DIVISION & OAKRIDGE	1784	Westbound	23	1	0.600
ROGERS & RUTLEDGE	1260	Eastbound	0	4	0.100
RUTLEDGE & WALTON	1256	Westbound	8	1	0.225
RUTLEDGE & RUSSELL	1305	Eastbound	0	1	0.025
RUTLEDGE & RUSSELL	1542	Westbound	2	0	0.050
RUTLEDGE & S THORTON	1236	Westbound	0	5	0.125
RUTLEDGE & RIVERSIDE	1143	Eastbound	0	1	0.025
		Totals	55	28	2.075

The above chart reflects a 40 day survey taken in November and December of 2014 and reflects the number of passengers boarding and alighting at each of the stops that would be affected by this proposal. The total, **2.075**, reflects the average number of "per day uses" in the entire loop. It's worth noting that 27 Route 10 trips serve the neighborhood (midday), in addition to 13 trips on Route 3.

New to Route 10's schedule will be the use of "gray bar" trips, which only operate when UW classes are in session. There are 15 such trips, which show how important this route has become to our core service area.

Another improvement will be an increase in the number of Route 10 trips that run just ahead of Route 28 trips during the afternoon rush hour. Route 28 currently has an extra bus assigned to 8 of its 16 eastbound trips—which includes every trip between 3:30 p.m. and 5:45 p.m. Realigning Route 10 so that more PM eastbound trips serve the UW Hospital and "Old" University Avenue should have a significant impact on both Route 28 and eastbound Route 2. The new schedule also increases the number of trips (going later into the evening) that serve the hospital complex and Johnson Street (essentially supplementing service on routes 2 and 28).

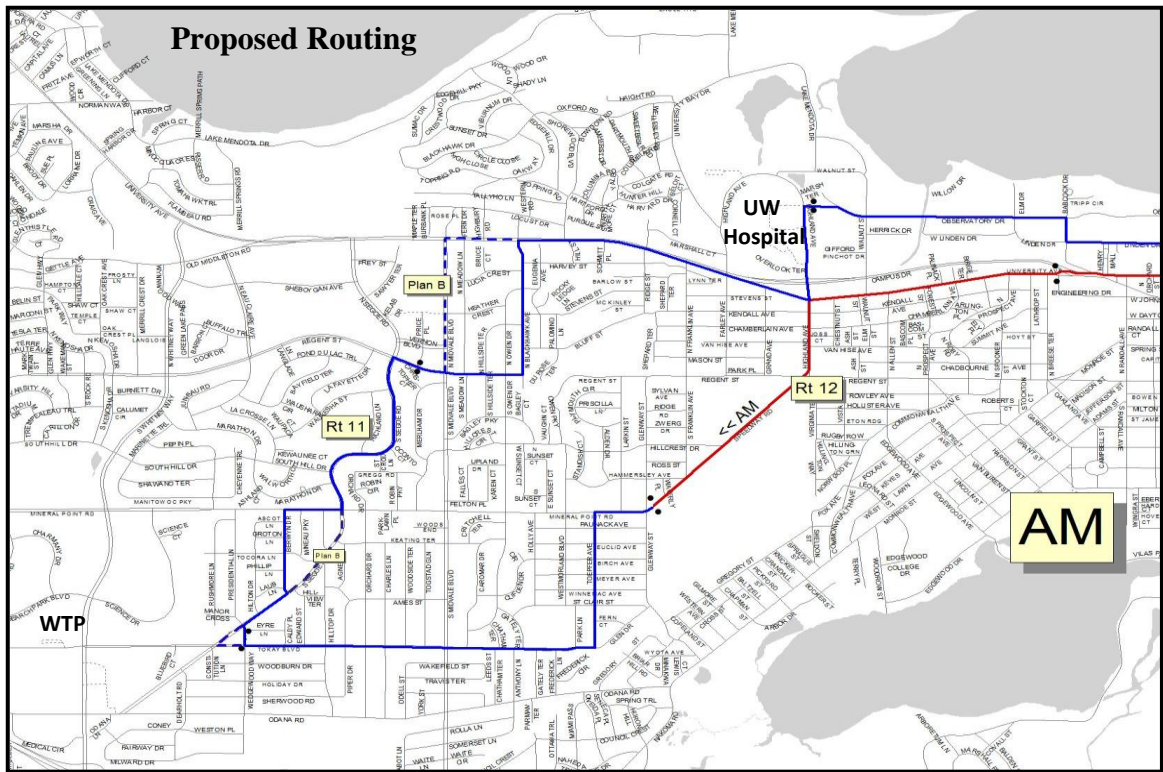
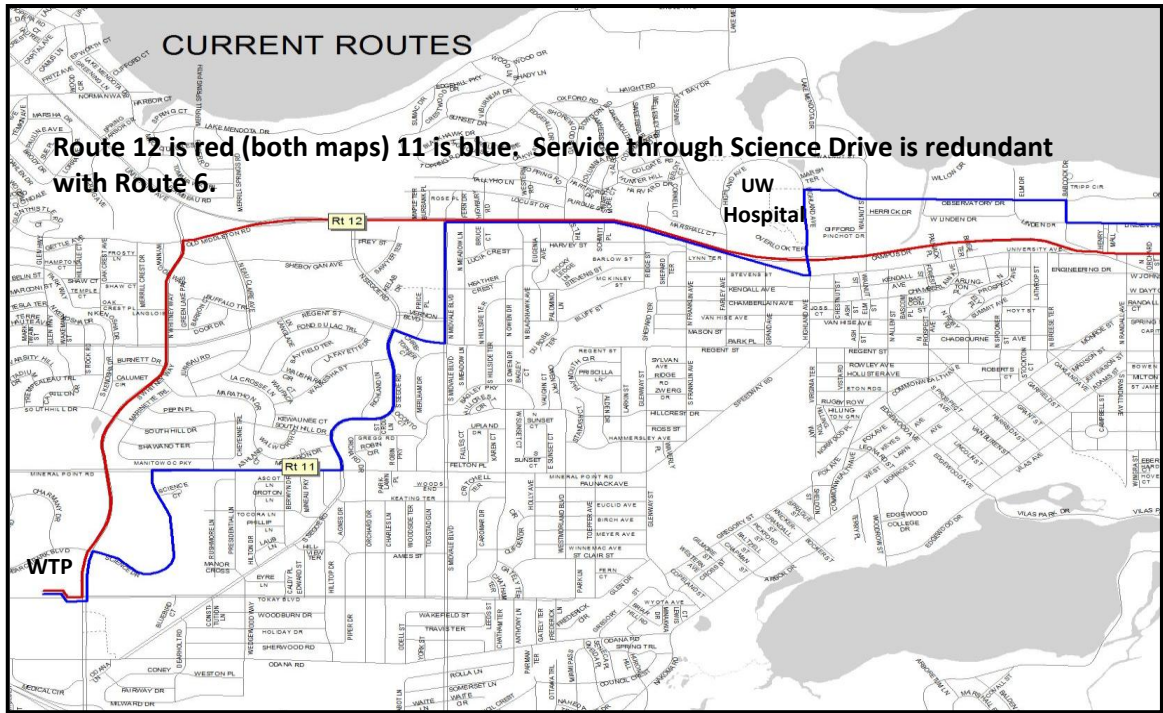
In order to help eastbound service on Route 28 without adding peak hour buses, the route's headway had to shift from eight to ten minutes. Close evaluation of loading on routes 2, 10, 15, 56, 57, 71 and 72 identified potential trouble spots on certain trips. However, a change this significant affects the entire dynamic of the westbound afternoon rush hour schedule, which can make new problems hard to predict. If loading problems occur, we will apply extra buses as



needed. Clearly, with this system's insatiable appetite for new passengers, extra buses will always be a useful service component.

### ROUTES 11 & 12

When peak hour improvements were applied to Route 2 in 2013, certain redundancies were created between Routes 2 and 11. Most notably, both routes were departing the West Transfer Point (WTP) at the same time during the morning rush hour and have roughly the same alignment. Planning staff saw this as an opportunity to respond to a long standing request for service from the near west side to and from the UW-VA hospital complex without adding costs or using more peak hour buses. The maps below display current and proposed service alignment.

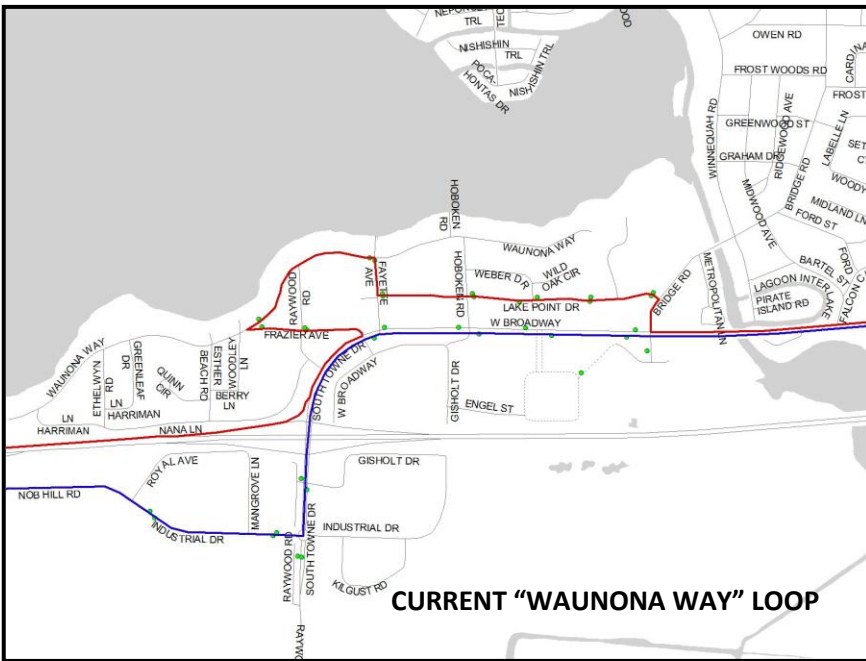


Most notable is the fact that neither route will serve the WTP, but a one seat ride will be created to and from Toepfer Avenue and the hospitals during both peaks. Staff also proposes the use of “new” streets, including Berwyn Dr. and Blackhawk Ave. north of Bluff St. Alternatives to those streets would have buses using Segoe Road and Midvale Blvd (the latter is the current route), depending on neighborhood reaction to use of the proposed streets.

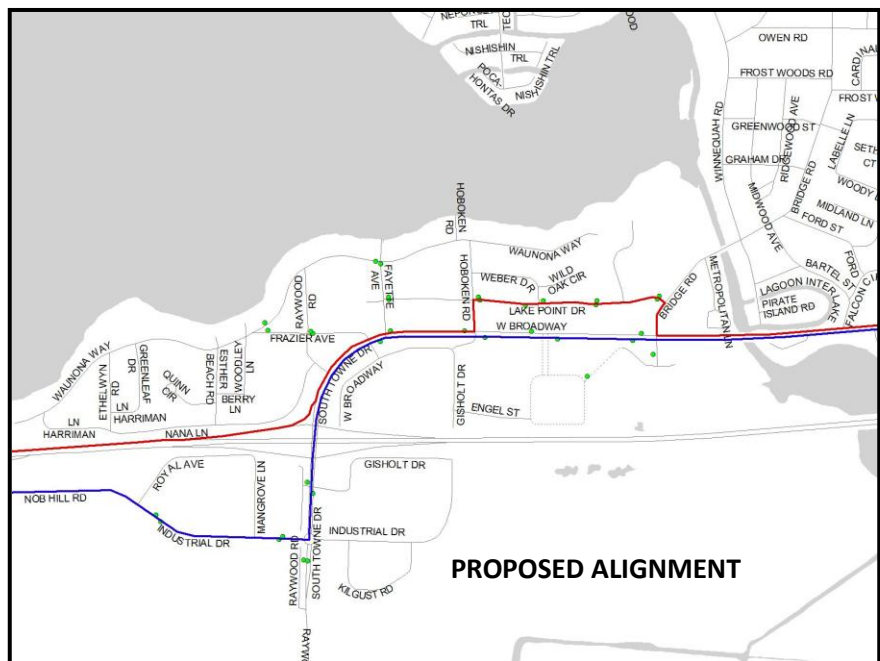
One great benefit is the route would pick up several well used Route 14 stops on Regent Street. Even after shifting Route 14 off of Sheboygan Avenue in 2013, the route continues to have loading issues during peak periods. AM, eastbound buses will roughly split service with trips on Route 14, creating an approximate 15 minute headway on shared streets during the morning rush hour, while helping dilute Route 14 loads in the afternoon.

**ROUTE 12**

Staff proposes the elimination of the “Waunona Way” loop north of West Broadway and west of Lake Point Drive. This loop consumes about 2 minutes of schedule time, which would be reallocated into the current schedule. Boardings tend to be very light in this loop. The area will continue to be served by Supplemental School Day Service. The maps below display how the changes will affect the route.



**Red = Route 12**  
**Blue = Route 11**  
**Green Dots are bus stops**



## ROUTES 6 & 25

Service on Route 25 is proposed to be eliminated as it is redundant to the expansion of Route 26. Since the route was created, a “bus” was taken from Route 6 and used to provide the service to the American Family Business Park and the far northeast side. The original intent was that no additional buses would be needed to provide the service but that was never the reality as reallocating the bus both forced another peak hour bus onto the streets (both rush hours) and left holes in the Route 6 schedule, both morning and afternoon. Being able to restore the trip lost to Route 25 allows us to schedule these trips through the Madison College Truax Campus, which is the largest trip generator east of the Capitol Square short of East Towne Mall. The schedules below show how service on Route 6 would be improved.

### CURRENT SCHEDULE (PM)

Load	From	Ar/L ETM	ForR Anni	Meld Inde	MATC Trua	EWas Johs	EWas Inge	MIFL PINK	Univ Park	Toep Toka	MinP Midv	Ar/L WestT	To
27	4:00	----	----	----	----	----	4:02	4:07	4:17	----	4:32	4:40	67
63	06	3:48	----	----	3:59	4:05	4:12	4:18	4:30	4:47	----	4:55	67
39	4:30	----	----	----	----	----	4:32	4:37	4:47	----	5:02	5:10	67
71	30	4:07	4:12	4:19	4:30	4:36	4:43	4:49	5:00	5:16	----	5:25	67
33	25	-- (Bus originates as Route 25) --					5:11	5:22	----	5:36	5:44	67	
63	30	4:39	4:44	4:51	5:02	5:08	5:15	5:21	5:31	5:46	----	5:55	67
49	30	5:08	----	----	5:19	5:25	5:32	5:38	5:48	----	6:02	6:10	67
41	36	5:19	5:24	5:31	----	5:40	5:46	5:52	6:02	6:17	----	6:25	67

Note that the highlighted trip (that continues from Route 25) has a significantly lower average load, which tends to force users to use an earlier or later trip on the route, exaggerating those loads. Also note the arrival time at the West Transfer Point, where just one minute is allotted before the bus continues as Route 67 to West Towne Mall and back. We typically allot five minutes at the transfer point, and this tight turn-around creates many issues for drivers and passengers who miss connections at the transfer point. Having the trip originate as Route 25 forces this timing issue because the bus must hit certain times in the American Family Business Park when people get off work. We cannot simply start the bus earlier. The reality of the situation is that drivers are compelled to drive at higher speeds to “make the schedule,” which happens in this business, but it’s a condition that should be avoided.

### PROPOSED SCHEDULE

Load	From	Ar/L ETM	ForR Anni	Meld Inde	MATC Trua	EWas Johs	EWas Inge	MIFL PINK	Univ Park	Toep Toka	MinP Midv	Ar/L WestT	To
27	4:00	----	----	----	----	----	4:02	4:07	4:17	----	4:32	4:40	67
63	06	3:48	----	----	3:59	4:05	4:12	4:18	4:30	4:47	----	4:55	67
39	4:30	----	----	----	----	----	4:32	4:37	4:47	----	5:02	5:10	67
71	30	4:07	4:12	4:19	4:30	4:36	4:43	4:49	5:00	5:16	----	5:25	67
33	06	4:37	----	----	4:48	4:54	5:01	5:07	5:18	----	5:32	5:40	67
63	30	4:39	4:44	4:51	5:02	5:08	5:15	5:21	5:31	5:46	----	5:55	67
49	30	5:08	----	----	5:19	5:25	5:32	5:38	5:48	----	6:02	6:10	67
41	36	5:19	5:24	5:31	----	5:40	5:46	5:52	6:02	6:17	----	6:25	67

Not having this trip interline from Route 25 allows the application of appropriate running times all the way across town and a much more timely arrival at the WTP.



## ROUTE 6--PORTAGE/HAYES LOOP PROPOSED INGRESS ROUTE CHANGES TO EAST TOWNE MALL

In response to suggestions from drivers, outbound routing to East Towne Mall on trips that serve the Portage/Hayes loop is being proposed to essentially match inbound service. This change should reduce driving time by about a minute as it will eliminate two turning movements by shifting service from Dwight Drive to East Washington Avenue. Another turning movement would be eliminated by moving the route off of Zeier Rd and East Towne Blvd and instead use East Washington Avenue to Independence Lane. Driver-Trainers prefer the proposed route noting it's faster and, with the elimination of turning movements and streets that are (at times) clogged with vehicles, safer for drivers to navigate.

***Inbound service (not changed) follows the green route trace, outbound service follows the red trace.***

