



## City of MADISON ACTION ITEM DETAIL – July 31, 2024

**ACTION TITLE:** Metro Title VI Service Equity Analysis and Service to Monona Implementation

**PRESENTER:** Metro Transit, Sean Hedgpeth

**CONTACT FOR QUESTIONS:** Sean Hedgpeth

**ACTION SUMMARY:** Accept the Metro Service Equity Analysis (conducted for transit service changes implemented on ALL Metro routes since the June 2023 Redesign); and approve the implementation of the new Route 38 service to Monona in March of 2025.

### **BACKGROUND:**

#### **Service Equity Analysis**

In June 2023, Metro implemented its long-planned Transit Network Redesign. In the following months after implementation, Metro collected ridership data and received feedback which resulted in several modifications to improve on-time performance and to reduce crowding. In addition, other planned service increases were implemented that were unrelated to the June 2023 Redesign:

- Peak transit service was modified to meet demand, including extra service on University Ave and portions of the Route 28/38 corridors
- Route 28 and 38 were extended to University Row to meet demand
- Additional full length and partial Route 75 trips were added as part of a new service buy from Epic Systems in Verona
- Routes R and C were linked together (or interlined) nights and weekends to increase service to University Ave and to improve night and weekend connections to the West Side, Middleton, and UW Hospital
- Lastly, Route 38 is planned to have an hourly extension to Dutch Mill Park and Ride via Monona, as part of the City of Monona's entrance into the Metro system

As part of our Federal Title VI requirements, Service Equity Analyses need to be conducted after a Major Service Change as identified by Metro's Title VI policy. The attached document is intended to cover the annual changes *SINCE* the last Service Equity Analysis that was conducted was for the Transit Network Redesign in June 2023.

#### **Route 38 Service to Monona**

The City of Monona has been working with Metro Transit for the last two years to design a route that would provide its residents the most amount of access to civic amenities such as the pool, library, City Hall, and Winnequah Park.



By extending the existing Route 38, there is also a slight service enhancement for Madison residents on Monona Dr.

An extension of Route 38 has been thoroughly reviewed and discussed within the City of Monona and approved by their Transportation Commission. An agreement is in place to begin service in March of 2025.

**DESCRIPTION:** Refer to separate attached document for the full description of the changes.

**EQUITY GOAL IMPACTS:** A detailed Service Equity Analysis has been performed and is attached for reference. No adverse impacts to minorities or burdens to low-income populations resulted from these service changes.