

Equity Analysis

Proposed Service Updates – August 2019

Title VI Policy – Major Service Changes

As according to Metro's Title VI policy, Metro must conduct an equity analysis for proposed major service changes. Major service changes are defined as:

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

An equity analysis of proposed major changes is aimed at identifying adverse effects on people of color as well as low-income individuals. An adverse effect is defined as a geographical or temporal reduction in service which includes but is not limited to: elimination of a route, rerouting an existing route and a decrease in frequency.

As according to the policy, staff must consider the degree of these adverse effects and analyze how they relate to proposed major service changes.

Proposed Change: New Route 23

Route 23 to Sun Prairie is new commuter service that is contracted by the City of Sun Prairie.

Justification: This new service provides Madison residents access to employment opportunities in the Prairie Lakes commercial district. No disparate impacts have been identified.

Proposed Changes: Restructured Route 31, Elimination of Routes 34 & 39

Staff propose eliminating Routes 34 and 39 to provide all day service to a restructured Route 31.

Pros: This proposed change adds midday weekday service to the Owl Creek neighborhood. Owl Creek is a neighborhood with mostly low income residents, and currently only receives peak and evening service. This change provides full transit access to the neighborhood every day of the year.

This change will also give Owl Creek neighborhood residents direct access to the new Pinney branch library and the east side YMCA.

Cons: The elimination of Routes 34 and 39 will require longer walks to stops (up to 1/3 mile) for passengers boarding on Buckeye Rd., Vondron Rd., and World Dairy. Sennett/LaFollette students traveling to Oak Creek will see a 30-minute increase in travel time and need to make a transfer at the East Transfer Point. Madison College students traveling from the East Transfer Point will also see a 20-minute increase in travel time, which will also include a transfer.



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Justification: Routes 34 and 39 are low ridership routes. Metro's supplemental school service will continue to serve Sennett/LaFollette students. Madison College students will also continue to be served, though their trips will be longer and less convenient.

Without additional funding available, staff recommend this proposal to divert resources from underperforming routes to a low-income neighborhood that continues to be underserved by mass transit.