

**TRANSIT AND PARKING COMMISSION
COVER SHEET**

AGENDA ITEM Transit - Related Items/Exec. Sec. Report	MEETING DATE March 14, 2006
ITEM TRANSIT TOPICS: Status Report: West/South-side Route Restructure plans	
ID Number E.2	Council report back due date: NA
OTHER REFERRALS AND ACTIONS TAKEN TO DATE: NA	
<p>STAFF DISCUSSION OF ITEM:</p> <p>Dear TPC members: As indicated at the past several meetings, we are preparing for a public hearing in a May for service changes planned for implementation at the beginning of September. Each month we've reviewed changes planned in services. Last month Colin made a presentation focused on weekday service changes. This month he will spend about a half an hour reviewing proposed weekend service changes.</p> <p>A general description of both weekday and weekend service changes is found in the attached "<u>Route Change Descriptions</u>" document. As noted in that document, "the purpose of these changes is to modify the route system to obtain efficiencies where there is duplication and to implement improvements within budgetary limits to further stimulate ridership." In regard to "budgetary limits" in 2007, we are planning to cover the budget shortfall through savings earned from the west/south route restructure and through increased passenger revenues which are coming from increased ridership.</p> <p>We won't know if there will be supplemental requests for expansion of the service area in Madison until results of our four surveys are analyzed from Blackhawk, High Point-Raymond, Cross Country, and Marsh Siggelkow neighborhoods.</p> <p>As noted in the "Route Change Descriptions" document, we have a quite a few listening sessions planned to date for presentation of the proposals – in order to "tweek" proposals if necessary before the public hearing in May. Others are also being arranged. We will shortly put together booklets for distribution at locations around the community and on the website for public review. As soon as they are done, we will put notices on buses and in the media. A "Summary from Listening Sessions" is attached and will be updated to include feedback from other Sessions as they are held - for review at future TPC meetings between now and the public hearing.</p> <p><u>The following are some improvements we have identified to date in the proposed route changes:</u></p> <ul style="list-style-type: none"> (a) Significant improvement in service design for Middleton. (b) New connecting service between STP and ETP; (c) Introduction of direct connection from WTP into west campus, using Route 11. (d) Introduction of direct connection from STP into campus, using Route 44 (replacing segments of current Route 27); (e) Introduction of New South Campus Loop connecting new dorms and offices to other campus areas (paid for by UW); (f) A higher level of service at Sheboygan Avenue – where overloads tend to occur; (g) More service on Olin Avenue on weekends. (h) Added service on Fish Hatchery. (i) More consistent service on West Washington Avenue. (j) Substantial simplification of Route identification and patterns: <ul style="list-style-type: none"> (1) Route 6: By ending Route 6 at WTP, and designating a new Route 67 for connection between WTP and West Towne Mall, we obtain a significant reduction in the use of "vias" and use 	

Route numbering instead.

- (2) Route 5: by splitting two “vias” into two routes with separate ID #s (5 and 13).
- (3) Routes 40 and 47: by consolidating service on Grandview rather than splitting it between Grandview and Todd Drive for greater consistency of service in the Arbor Hills area and having one route (40) oriented to the South Transfer Point (40) and one route (47) oriented to Fish Hatchery Road.
- (4) Routes 8 and 15: By discontinuing Route 8 on the far west side and expanding Route 15 to operate all day (rather than commuter hours only) on weekdays, we obtain greater consistency of service in that service area.
- (5) Routes 21 and 27: With re-introduction of Route 21 all day long and discontinuation of Route 27 north of the north transfer point, we obtain greater consistency of service on the Northside.
- (6) Routes 41,42,43, 16: With discontinuation of Routes 41, 42, and 43 and replacing that service with Route 16 (as augmented by Routes 11/12), we will provide a simpler, more consistent pattern of service on the southside.

The following are some potential negatives associated with service changes:

- (a) reduction of service in the evening on Old University and to UW Hospital
- (b) elimination of service to Kennedy/Havey
- (c) reduction of service to Dempsey north of Cottage Grove
- (d) no service on Todd Drive
- (e) no weekday connection between Old Sauk business Park and West Transfer Point
- (f) removal of service on Monona Drive north of Pflaum Rd.
- (g) reduction of service frequency between West Transfer Point and West Towne Mall (15 min. to 30 min. frequency)
- (h) reduction of service frequency to Target in Prairie Towne Center (15 min. to 30 min. frequency)
- (i) less weekend service on Monroe Street (30 min. to hourly)
- (j) reduction of first trip in am on most Sunday routes.

FISCAL IMPLICATIONS: Service changes will produce savings, which when combined with additional revenues coming from ridership growth, are planned as a resolution to anticipated 2007 budget shortfall.

MATERIALS PRESENTED WITH ITEM: Attachments: Route Change Descriptions and Summary from Listening Sessions.

STAFF RECOMMENDATION/RATIONALE: As indicated above.

PREPARED BY: CSDebo

SIGNED

DATE: 3/9/06

Route-by-route Changes in Proposed Route Restructure

3/9/2006

draft

Prologue

For the past two years, Metro Transit (Metro) has been working on a route restructure proposal affecting primarily the west and south-sides. Two years ago (January, 2004) an East/North-side restructure change went into effect after a prior year of study. The purpose of these changes is to modify the route system to obtain efficiencies where there is duplication and to implement improvements within budgetary limits to further stimulate ridership.

The following Listening Sessions have been scheduled to date – to provide further opportunities to ask questions and provide input into service design:

<u>Date</u>	<u>Location</u>	<u>Time</u>
February 15	LaFollette Library (LMC- Latino Parents Group)	6:30pm
February 23	Prairie Hills Neighborhood Assoc. – MPD West Precinct	7:00pm
March 7	Wexford Village Homeowners - TDSBldg, (JunctionRd) 1 st Fl	7:00pm
March 8	Greenbush Neighborhood Assoc. - 29 S. Mills	6:15pm
March 8	Dudgeon Monroe N.A. – Dudgeon Ctr – Library in back	8:00pm
March 14	Allied Neighborhood Assoc.	9:00 <u>am</u>
March 21	Burr Oaks/Bay Creek/Brams Addition – Harambee Center	6:30pm
March 22	Regent Neighborhood Assoc. – West High School Library	7:00pm
March 26	Westmoreland N.A. Midvale Lutheran Church – Tokay & Midvale	1:00pm
March 27	UW Grainger Hall, Room 1100	6:00pm
March 28	Midvale Heights N.A. - Sequoya Library Midvale Plaza	6:45pm
March 29	Broadway/Lakepoint – Lakepoint Community Center (Lkpt & Hoboken)	6:00pm
March 29 or 30	Districts 15/16 - LaFollette High School Library	6:30pm
April 5	Greystone N.A. - Alica Ashman Library 733 N. High Point Rd.	7:00pm
April 6	Arbor Hills – Zimbrick Community Room 1601 W. Beltline Hwy	TBD

The following descriptions are general in nature. Specific route maps and schedules will be provided at designated locations in the community and on Metro’s website (www.mymetrobus.com). See specific route schedules and map diagrams for further information. If you have questions or comments on the proposed changes, please contact Metro Customer service at 266-4466 or Metro’s website address: www.mymetrobus.com/... Your comments will be helpful in making further adjustments, if necessary to our service proposals.

PROPOSED WEEKDAY (M-F) SERVICE CHANGES

Route 1: Route 1 is being changed and would be routed from Broom on University to Randall, and return via Johnson/Bassett to Capitol Square. This Route is augmented by Route 19 in the Broom/Bassett area. See both maps and schedules.

Route 2: No changes.

Route 3: No changes.

Route 4: No changes in routing. Schedule would have a reduction in frequency in the evening. See detailed schedule info.

Route 5: A number of changes would be implemented:

- Southside routing would be split into two route numbers: Route 5 and **Route 13**.
- Route 5 would continue to operate between South Transfer Point and East Transfer Point via Bram/Beld. Routing would travel via West Washington Avenue between Park and Capitol Square, and no longer serve UW campus or State Street.
- The **New Route 13** would provide service along Olin Avenue/Badger Road and the “Ardmore Dr. and Koster Street via” between Capitol Square and South Transfer Point.
- Reduction in frequency in the evening on the East-side and north of West Washington Avenue on Park Street.

Route 6: A number of changes would be implemented, see detailed route and schedule info:

- Routing west of the West Transfer Point would be discontinued. See **New Route 67 and 73**.
- Route 6 service between the far east-side and the West Transfer Point would remain the same.
- New Route 67 would operate between West Transfer Point and West Towne Mall via Mineral Point at half-hour headways.
- New Route 73 would operate between West Transfer Point and the **New North-West Transfer Point** in Middleton via Odana, Watts, Junction (Prairie Towne Center), Old Sauk Trails Office Park, Greenway, Terrace, Fortune and Maple, but would no longer serve West Towne Mall.
- Service to Highpoint would be provided by **Route 15**.

Route 8: Route 8 service would be discontinued on weekdays and replaced by other route services indicated below. See detailed route and schedule information.

- For replacement service between Capitol Square and Regent, see Routes 5, 27, and 47.
- For replacement service to the medical clinics along Regent, see **Routes 5,13, 27 and 47**.
- For replacement service along Old University, see **Routes 9 and 37**.
- For replacement service via Bluff and Regent, see **Route 14**.
- For replacement service on University in the vicinity of Capitol and Norman, see new **Route 71**.
- For replacement service on Old Middleton in the vicinity of Rosa, see new **Route 15**.
- For replacement service on Old Sauk and areas west of the Beltline, see **Routes 15 and 73**.
- For service on West Washington Ave, see **Routes 5 and 47**.

Route 9: Routing would change on the west end and through UW Campus.

- Route would extend to UW Hospital and Waisman Center via Old University, but no longer serve Babcock, Linden, or Charter.
- Schedule at East Transfer Point would shift to departures on the hour and half-hour, no longer meeting route pulses at :15 and :45 minutes past the hour.

New Route 11: This Route replaces segments of current **Route 12** outbound from Capitol Square to Dutch Mill Park & Ride, and segments of **Route 65** on the westside.

- Service between Capitol Square and Dutch Mill would replace current Route 12 trips that travel via South Towne and WPS, but would operate via John Nolen, Rimrock, Nob Hill – Industrial and Broadway. See detailed route and schedule information.
- From West Transfer Point, service would operate via Mineral Point, the Segoe-Regent Loop, Speedway, Highland, through UW campus along Observatory and Linden to Charter and Capitol Square.

Route 12: A number of changes would be implemented. See detailed route and schedule info.

- Morning service outbound from Capitol Square and Dutch Mill Park & Ride would be provided by *New Route 11* and operate along John Nolan drive/Rimrock Ave. (rather than along Olin Avenue) and on Broadway Avenue (rather than in the WPS campus).
- Morning service from Dutch Mill Park & Ride in-bound, would operate along Lake Point Drive, Waunona, and John Nolan Avenue to Capitol Square, no longer serving Olin or South Park. Routing would extend from Capitol Square to West Transfer Point via University and Whitney.
- Evening service from Capitol Square toward Dutch Mill Park & Ride will operate along John Nolan Ave., Waunona, and Lake Point Drive.
- Evening service from Dutch Mill to Capitol Square will be provided by *New Route 11* on Broadway Avenue (rather than in the WPS campus), and along Rimrock Avenue/John Nolan Drive.

New Route 13: Routing would operate between Capitol Square and South Transfer Point via Olin Avenue and the Ardmore loop.

Route 14: Routing would change on the west-side. See detailed route and schedule info.

Route would start and end on Tree Lane at Gammon, no longer serving Randolph or the West Towne Mall area south of Mineral Point. See **Route 15** for service to Randolph and the area of West Towne Mall south of Mineral Point.

Route 15: Routing would change on the west-side. See detailed route and schedule info.

- Service between West Towne Way and Capitol Square would expand to middays and evenings.
- Revised Old Sauk Trails Office Park loop would no longer serve High Point north of Old Sauk or Greenway Station area – see *New Route 73*.

New Route 16: Service would connect the South Transfer Point and East Transfer Point southerly around Lake Monona in order to provide quicker and more direct service all day long between south and east Madison. See detailed route and schedule info.

- On the East side, routing would operate via Walter, Atwood, Cottage Grove, Turner and Pflaum to Monona Drive, eliminating **Route 31** service.
- On the South side, routing would operate via Broadway, South Towne Blvd, Moorland, and the Southdale loop, eliminating **41, 42, and 43**.

Route 17: No change.

Route 18: A number of changes would be implemented. See detailed route and schedule info.

- Routing on trips “via Midvale” would operate along Tokay to the West Transfer Point.
- Routing on trips “via Reetz” would operate along Allied between Lovell and the Verona Frontage Road; and no longer serve Crescent or Red Arrow. Service would be provided along the full length of the South Beltline Frontage Road and serve the Coho/Greenway area before going via Fish Hatchery/Badger Road to the South Transfer Point. See **Route 40** for service to the North Beltline Frontage Road area.

Route 19: A number of changes would be implemented. See detailed route and schedule info.

- Routing between Capitol Square and UW campus would use Broom/Bassett and Wilson; and no longer serve State Street.
- Routing between Williamsburg and Mohawk-Whenona loop during peak hours would operate via Lovell, Crescent and Red Arrow; and no longer serve Allied between Lovell and Red Arrow.
- Routing via the Mohawk-Whenona loop would operate in one direction – the primary commute direction in the morning and evening.
- Reverse commute trips would operate directly between Nakoma and Allied via Verona Road.

Route 20: No changes.

Route 21: A number of changes would be implemented. See detailed route and schedule info.

- Service will be expanded to operate all day long, replacing all **Route 27** service north of North Transfer Point.
- Buses will be routed along School Street between Northport and Northland, and no longer serve Kennedy and Havey.

Route 22: No change.

Route 24: During peak periods, service would not serve Tennyson or the Londonderry/Dryden area. Instead the route would serve Packers, Wheeler, and North Sherman Avenue. No change midday or evening.

Route 25: No change.

Route 27: A number of changes would be implemented. See detailed route and schedule info.

- Route north of North Transfer Point would be eliminated and replaced by revised Route 21.
- Route 27 between South Transfer Point and UW campus would be replaced by **New Route 44** operating via Mills to Babcock and Linden. Route 27 would then start on campus and proceed to Capitol Square and the North Transfer Point. Same route in reverse direction.

Route 28: No change.

Route 29: No change.

Route 30: No change.

Route 31: Route 31 Service would be discontinued. See **New Route 16** route and schedule info.

Route 32: No change.

Route 33: See detailed schedule info for some changes.

Route 34: No change.

- Route 37:** A number of changes would be implemented. See detailed route and schedule info.
- During peak morning hours, service would extend to Sheboygan, operate via Old University and State Street to Capitol Square, no longer serving Bassett. Service would continue to extend to Pflaum and DeanClinic.
 - Routing would operate from Capitol Square via State Street and Old University Avenue to UW Hospital during the afternoon peak period, no longer serving Broom or Linden.

Route 38: Minor route change in vicinity of UW Hospital.

Route 39: Midday trips between East Transfer Point and Dean Clinic would travel outbound via Dempsey to Buckeye. No change during peak periods.

- Route 40:** A number of changes would be implemented. See detailed route and schedule info.
- Routing would operate on Grandview rather than on Todd Drive for both North Frontage Road and Greenway Cross “vias”.
 - Service would expand to operate all day long.
 - Route 47 trips between South Transfer Point and Arbor Hills would be eliminated.

Route 41: service discontinued. See Route map and schedules for *New Route 16*.

Route 42: service discontinued. See Route map and schedules for *New Route 16*.

Route 43: service discontinued. See Route map and schedules for *New Route 16*.

New Route 44: Routing would operate during peak periods between South Transfer Point and UW Campus via Park Street, Erin, Mills to Babcock and Linden. Buses would interline with Route 27 at Babcock and Linden, and go via Charter, Mills, Park, Regent, and West Washington Ave. to Capitol Square, and beyond to North Transfer Point.

- Route 47:** A number of changes would be implemented. See detailed route and schedule info.
- Routing would be discontinued between South Transfer Point and Arbor Hills. See Route 40 replacing that connection.
 - Route would operate between Capitol Square and Arbor Hills via Fish Hatchery Road and Greenway/Coho area.

Route 48: No change.

Route 50: No change.

Route 51: Revised loop route will operate outbound along Whitney to Raymond Road to Prairie, then continue to Pilgrim, McKenna and Muir Field back to the West Transfer Point.

Route 53: *Changes will be made per request of UW which funds the service.*

Route 55: No change.

Route 56: All routing will be limited stop via Campus Drive rather than Old University.

Route 57: All routing will be limited stop via Campus Drive rather than Old University.

Route 58: See schedule for minor adjustments.

Route 60: Route 60 service would be discontinued. A number of *new* route services numbered in the 70s would replace existing service within Middleton, between Middleton and Capitol Square, and between Middleton and West Transfer Point. See detailed Route and Schedule information.

Route 61: Route 61 service would be discontinued and replaced by *New Route 71* between Capitol Square and the *New Northwest Transfer Point* and some segments beyond. See Route 71 routes and schedules as well as other Routes numbered in the 70s.

Route 62: Route 62 service would be discontinued and replaced by *New Route 73* and other routes and other routes numbered in the 70s in Middleton. See detailed routes and schedules.

Route 65: service discontinued. See revised **Routes 11, 14, and 37.**

Route 67: This is a new route connecting West Transfer Point with West Towne Mall. See detailed route and schedule info.

Routes 71,72,73, 74: A number of changes would be implemented with connections to a North-West Transfer Point in Middleton on Allen Blvd.

Routes 80, 81, and 82: UW Campus service - No changes.

Route 86: Service between Memorial Union, Charter, South Union and new University facilities on North Park, via Dayton, Mills and Regent.

PROPOSED WEEKEND SERVICE CHANGES:

Review detailed Route and Schedule info for Saturday and for Sunday service.

Route 2: no changes.

Route 3: Route 3 service would be discontinued. See new Route 7 route and schedule info.

Route 4: would operate hourly. Service would travel westbound via King Street rather than West Wilson and Martin Luther King.

Route 5: would operate hourly in the same routing path proposed for weekdays (see above).

Route 6: A number of changes would be implemented, see detailed route and schedule info for weekends:

- Routing west of the West Transfer Point would be discontinued. See *New Routes 63/67/68.*
- On weekends, Route 6 would operate “via Mineral Point” only. See *New Route 7* - for service “via Tokay” to/from West Transfer Point.
- *New Route 63* would operate between West Transfer Point and Prairie Towne Center via Odana, West Towne Mall, Watts and Junction.

- **New Route 67** would operate between West Transfer Point and West Towne Mall via Mineral Point.
- **New Route 68** would operate between West Transfer Point and Prairie Towne Center via Whitney, University, Capitol Avenue, Old Middleton and Old Sauk to High Point or Excelsior and Junction.

New Route 7: Service would connect the West Transfer Point and East Transfer Point every half-hour using the Jenifer Street corridor, similar to weekday Route 3. See detailed route and schedule info:

- On the East-side, route would operate along Fair Oaks; and no longer serve Walter Street.
- Service would also operate along King Street in both directions; and no longer serve Martin Luther King Jr. Blvd.
- On the west-side, service between the West Transfer Point and Capitol Square would alternate hourly along two “vias” – using either Odana/Monroe or Tokay/Toepfer/Regent.

Route 8: A number of changes would be implemented, see detailed route and schedule info for weekends:

- Service would operate from Capitol Square via State and Johnson as far west as Capital Avenue, via Bluff and Old Middleton.
- Service west of Old Middleton and Capital Avenue to Old Sauk Road and Prairie Towne Center would become **New Route 68**.

Route 13: would operate hourly in the same routing path for weekdays (see above).

Route 16: would operate hourly in the same routing path for weekdays (see above).

Route 17: would operate hourly in the same routing path for weekdays.

Route 18: A number of changes would be implemented, see detailed route and schedule info for weekends:

- Service would operate hourly between the West Transfer Point and South Transfer Point via Reetz (see weekday description above).
- Service via Tokay and Midvale to Allied would operate as a loop from the West Transfer Point once an hour.
- Connections between the Allied Neighborhood and the West Transfer Point would remain at half-hour frequencies, while the service between the West Transfer Point and South Transfer Point via the Allied Neighborhood would decrease to hourly frequencies.

Route 20: would operate every half hour in the same manner as current weekday Route 20 service.

Route 21: would operate hourly in the same manner proposed for weekdays (see above).

Route 22: no change.

Route 30: would operate every half hour in the same manner as current weekday Route 30 service.

Route 31: Service would be discontinued. See **New Route 16** route and schedule info for weekend service.

Route 32: service would begin and end at a quarter of and after the hour at East Transfer Point as on weekdays.

- Route 40:** A number of changes would be implemented, see detailed route and schedule info for weekends:
- As on weekdays, routing would operate on Grandview rather than on Todd Drive. All trips would operate via the North Frontage Road.
 - See Route 18 for service in the Greenway/Coho area and along the South Frontage Road.

Route 43: Service would be discontinued. See **New Route 16** route and schedule info for weekend service.

Route 50: No change.

Route 51: Revised loop route will operate outbound along Whitney to Raymond Road to Prairie, then continue to Pilgrim, McKenna and Muir Field back to the West Transfer Point.

Route 63: This is a new route connecting the West Transfer Point with Prairie Towne Center that would operate similar to Route 73 on weekdays, using Odana and Watts to Junction – but would serve West Towne Mall and Prairie Towne Center. See detailed route and schedule info.

Route 67: This is a new route connecting West Transfer Point with West Towne Mall that would operate along the same routing path as on weekdays. See detailed route and schedule info.

Route 68: This is a new route connecting the West Transfer Point with Prairie Towne Center that would operate along Whitney Way, University, Capitol Avenue, Old Middleton Road, to Old Sauk, and then alternate service to Excelsior/Junction or High Point/Randolph to Prairie Towne Center. See detailed route and schedule info.

Summary of Listening Sessions (3/9/2006)

Weds. February 15, 2006: LaFollette High School Public Meeting with Latino Parent Group

Metro made a presentation of new Route 16 to a Latino Parent Group at LaFollette High School on February 15, 2006. Tim Sobota, Sharon Persich, and Mauricio Comacho (bilingual Metro operator) were on-hand to make the presentation and answer questions. Metro's presentation was given in English with simultaneous translation into Spanish. There were no questions initially. Staff asked if anyone in attendance used the bus (0), and if anyone lived in South Madison (1). Bert Zipperer provided more information about events leading to funding of the route and credited instrumental staff of LaFollette High School. Following his remarks, someone asked if anyone could use the route, suggesting there was some confusion about whether the route was just for LaFollette. Staff clarified that the route is for the general public and pointed out other destination possibilities. The presentation lasted 30 minutes.

Sharon Persich
Metro Transit Planning & Scheduling Mgr.

Thurs. February 23, 2006: Prairie Hills Neighborhood Association

Catherine Debo and Colin Conn made a general presentation concerning Metro transit services, specific transit services offered in the Prairie Hills area, and proposed changes in route services planned for implementation in the fall of 2006. They also showed areas in the High Point-Raymond vicinity where surveys are currently being conducted to determine interest in expansion of service to those areas. One gentleman indicated that he regularly rides Routes 56 and 58 and asked if there would be changes there. Colin indicated that the only changes planned were to speed up route 56 by using Campus Drive on certain trips rather than using Old University. Two people who said they owned rental apartment properties in the areas being surveyed indicated interest in expansion of service in those areas, specifically in the Mid Town Road area, because they have trouble attracting tenants who would be interested in using transit services. People attending the meeting thanked the Metro representatives for the presentation.

Catherine Debo
Metro Transit General Manager

Tues. March 7, 2006: Wexford Village Neighborhood Association

Catherine Debo and Colin Conn made a general presentation concerning Metro transit services, specific transit services offered in the Wexford Village area, and then answered questions by people about specific route impacts. Colin compared a map of existing services with those proposed, showing clear improvements in consistency and simplicity of service. People interested in the Old Sauk/Sawmill area appeared to be pleased with the expansion of service on Route 15 to all-day service on weekdays. On weekends, people in the Old Sauk/Sawmill area would have direct connections to West Transfer Point, West Towne Mall, and Target, but would have to transfer at West Transfer Point to go downtown. One gentleman asked about service from the Tree Lane area to Edgewood College. He takes Route 58 and 3 for that purpose. Colin indicated that there would be no change in those services on weekdays, other than minor schedule adjustments. People in the Tree Lane area going to West Towne Mall or West Transfer Point would board Route 67 on Mineral Point Road (without need to cross Mineral Point) to go to those destinations. Route 67 would operate every half hour on weekdays. Colin also spoke about direct service by Route 14 from the Tree Lane area to UW/downtown.