



Network Redesign

Metro Transit Network Redesign

Alternatives Outreach Results & Draft Plan Direction

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WALKER
+ ASSOCIATES

Let's think about transit

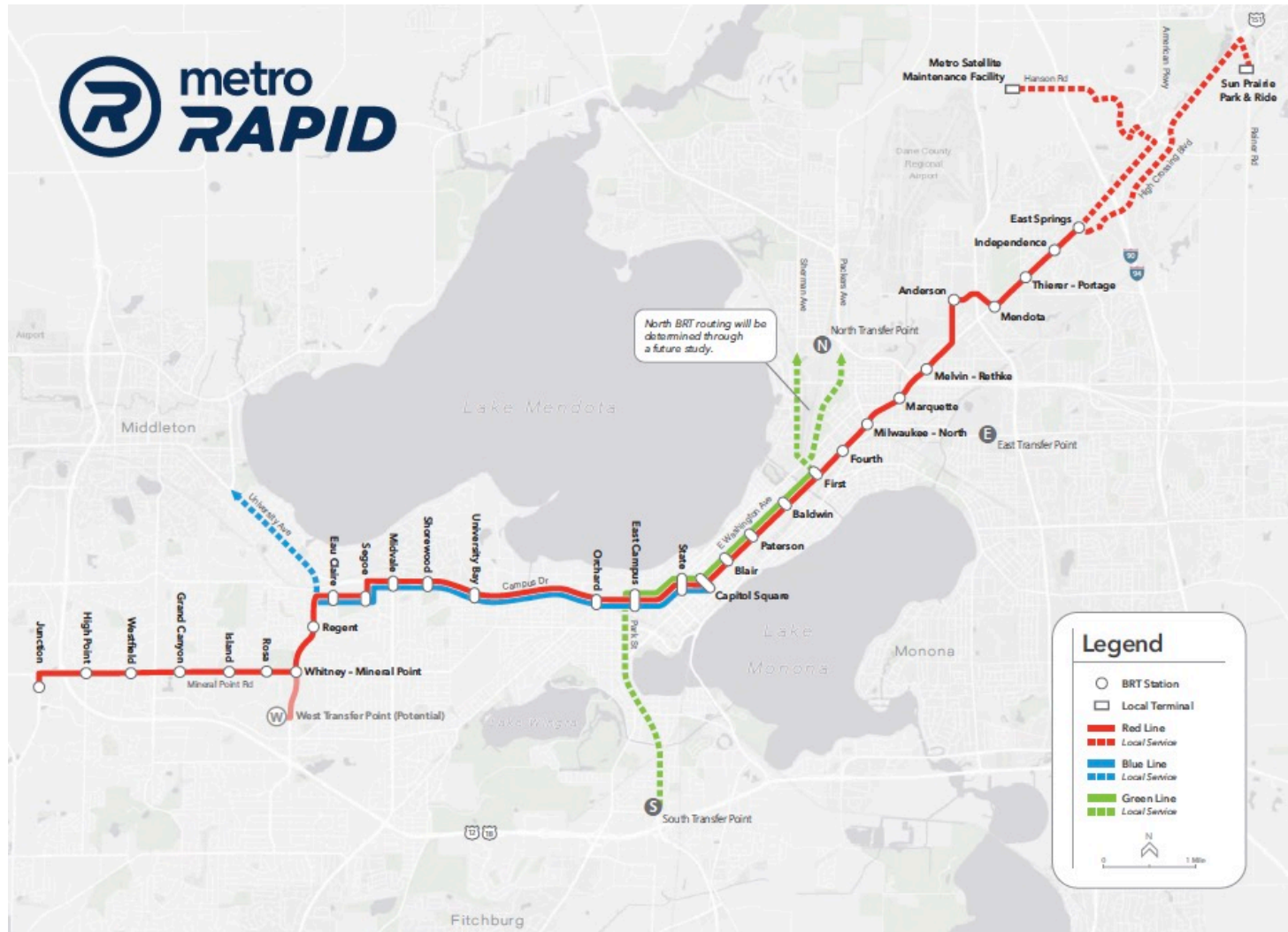
Daniel Costantino
Christopher Yuen

Why are we here today?

- We are re-envisioning where and how often the bus operates in Madison.
- This requires dealing with a trade-off between service that is:
 - **Frequent** and **direct** enough to be useful to many people => to get maximum **ridership**.
 - **Available within a short walk** of as many people and places as possible => to get maximum **coverage**.
- Metro and consultant staff have prepared contrasting alternatives to illustrate this trade-off to the public. **This presentation is a preview** of those alternatives.

Network Alternatives

The BRT is central to any network redesign concept.



There's only so much money to go around.

- Important consequences
 - To match available operating funds, service levels will return to what they were in 2019.
 - Any decision to run more service in one location than in 2019, is a decision to run less service in some other location.
 - A substantial part of the network's existing resources will go to operating BRT.








Both alternatives are realistic.

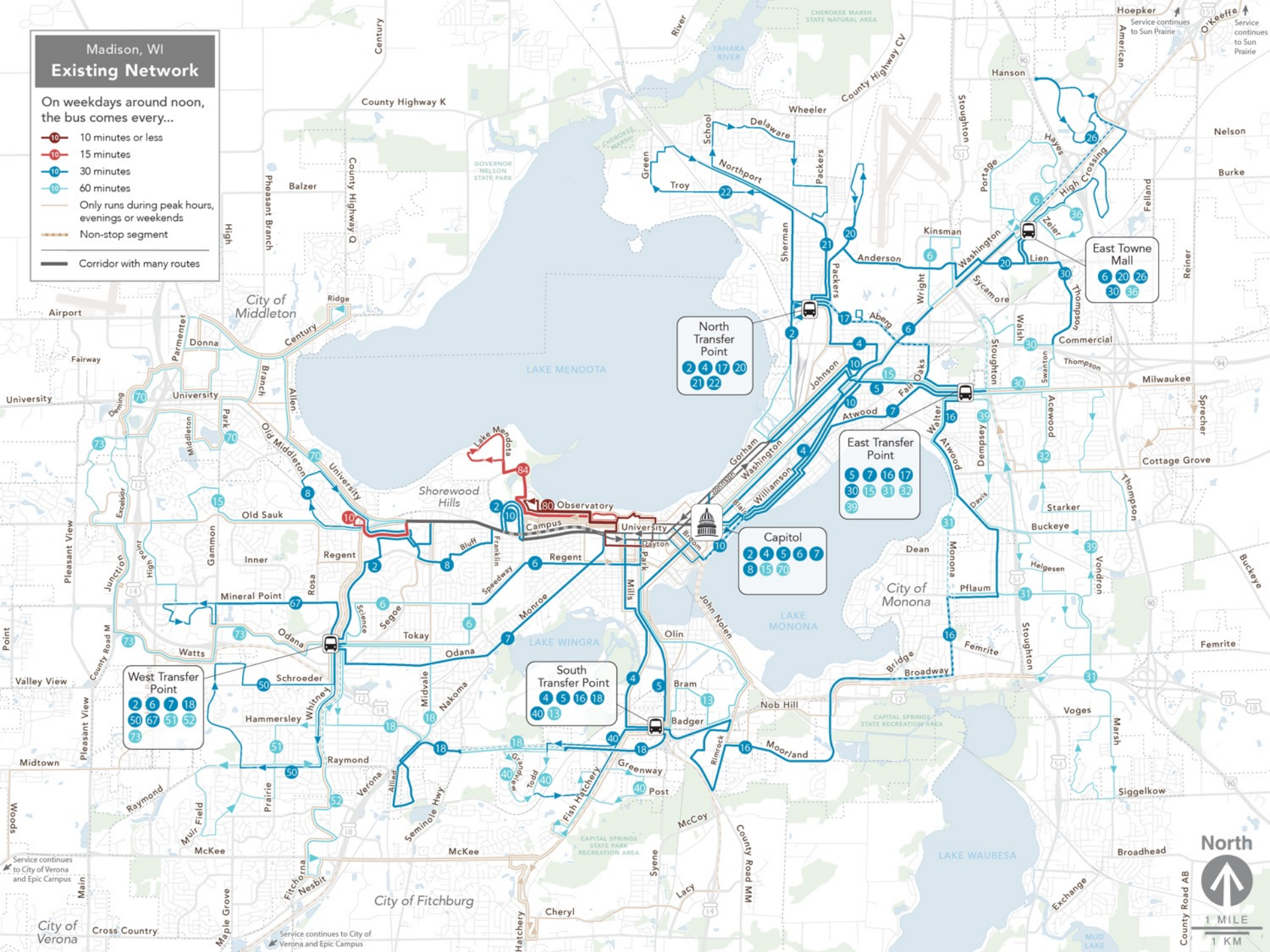
Neither is a recommendation

- These alternatives are intended to show the extremes of what might be possible in Madison.
- But both are likely to generate strong reactions in people who think differently.
- The point of this phase of outreach was to find out which alternative is closest to what the public might accept, and the ways it will have to change to become a Draft Network Plan.

Madison, WI Existing Network

On weekdays around noon,
the bus comes every...

-  10 minutes or less
-  15 minutes
-  30 minutes
-  60 minutes
-  Only runs during peak hours, evenings or weekends
-  Non-stop segment
-  Corridor with many routes



North



1 MILE

1 KM

County Road AB

City of Verona

Service continues to City of Verona and Epic Campus

Midtown

Valley View

University

Airport

City of Middleton

Century

County Road AB

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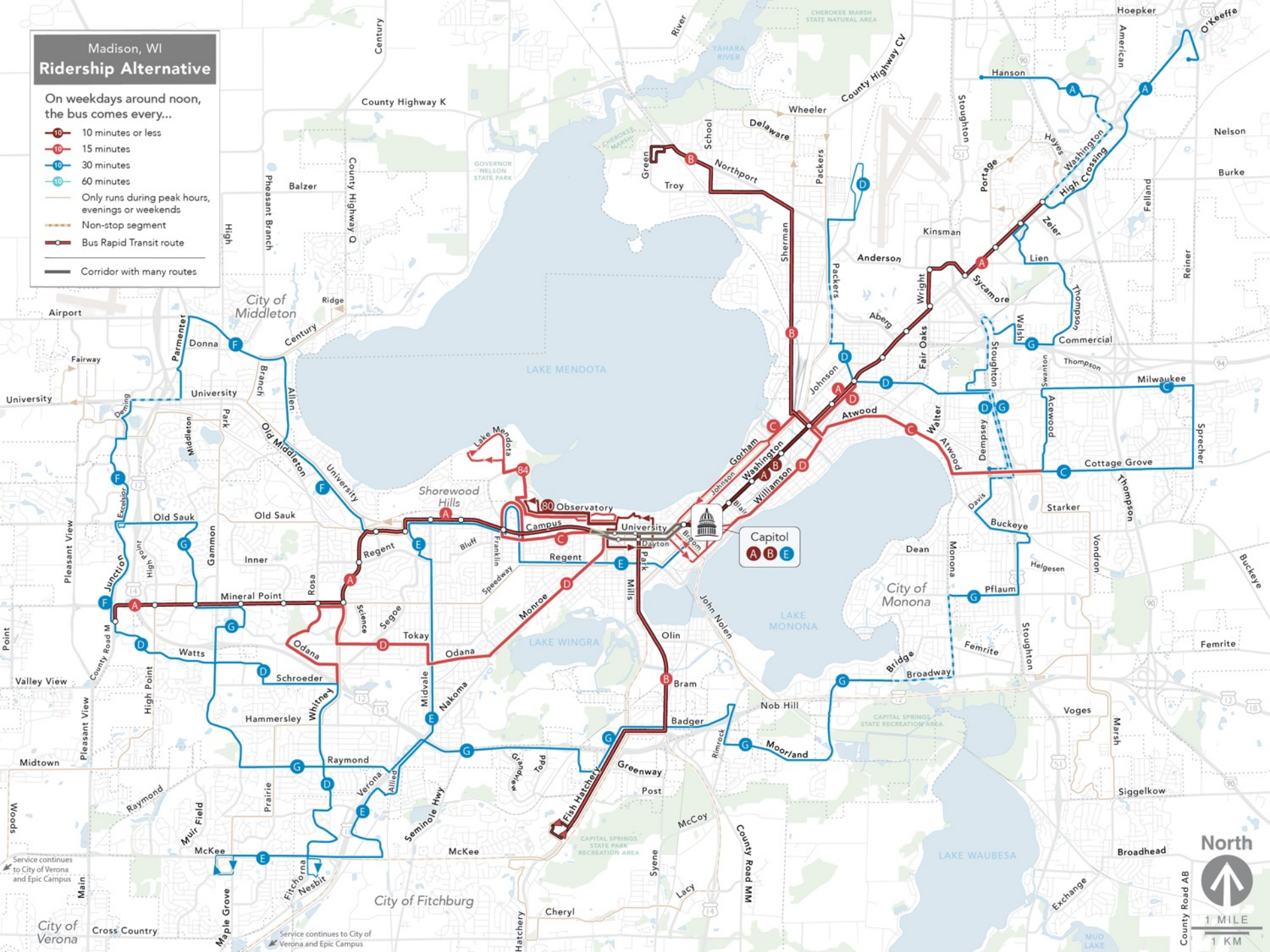
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Madison, WI Ridership Alternative

On weekdays around noon,
the bus comes every...

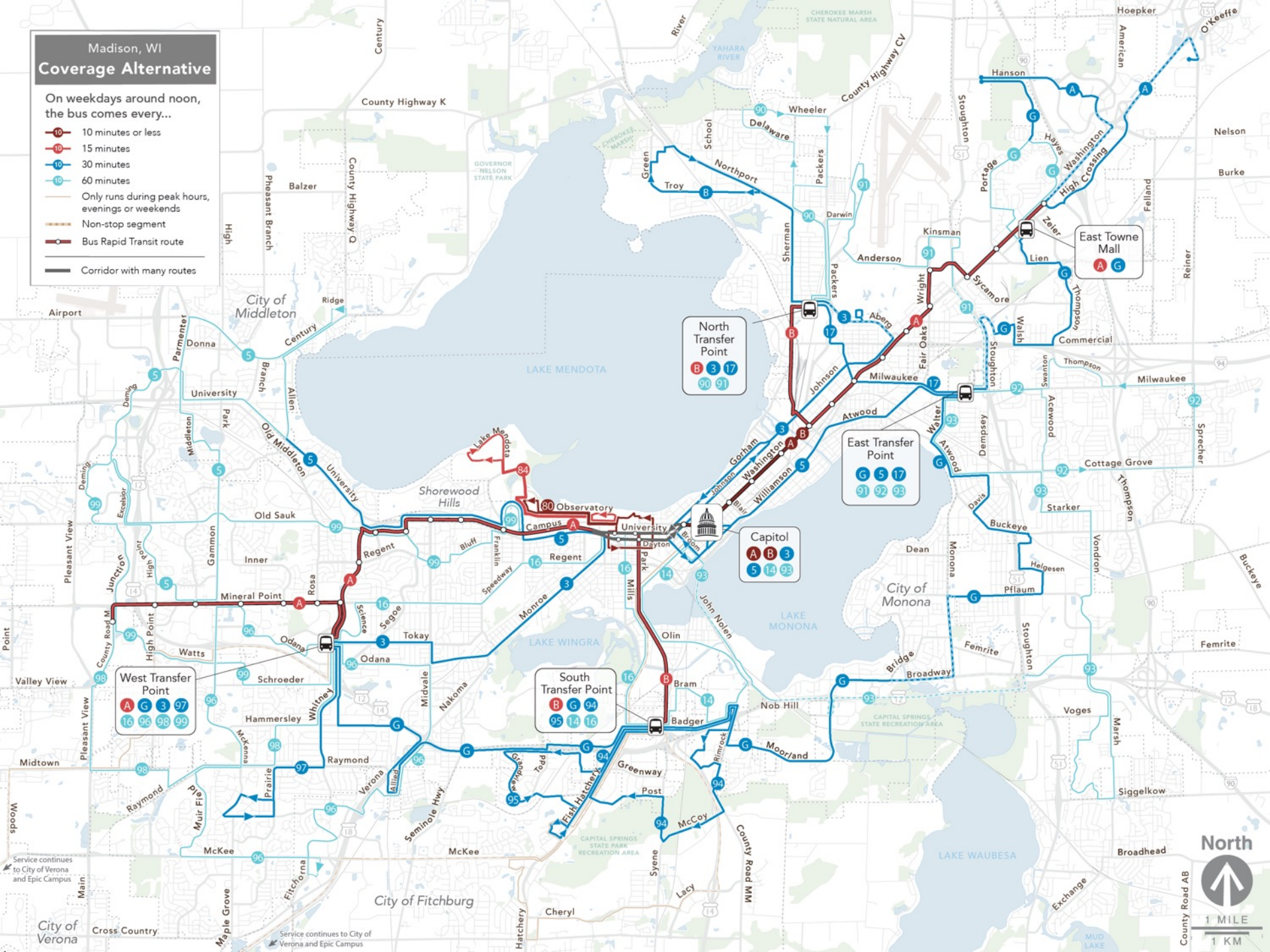
-  10 minutes or less
-  15 minutes
-  30 minutes
-  60 minutes
-  Only runs during peak hours, evenings or weekends
-  Non-stop segment
-  Bus Rapid Transit route
-  Corridor with many routes



Madison, WI Coverage Alternative

On weekdays around noon,
the bus comes every...

- 10 minutes or less
- 15 minutes
- 30 minutes
- 60 minutes
- Only runs during peak hours, evenings or weekends
- Non-stop segment
- Bus Rapid Transit route
- Corridor with many routes



City of Verona

City of Fitchburg

City of Monona

City of Middleton

East Towne Mall
A G

North Transfer Point
B 3 17
90 91

East Transfer Point
G 5 17
91 92 93

Capitol
A B 3
5 14 93

South Transfer Point
B G 94
95 14 16

West Transfer Point
A G 3 97
16 96 98 99

Service continues to City of Verona and Epic Campus

Service continues to City of Verona and Epic Campus

Summary

- In **existing service**
 - 79% of Madison residents live within ¼-mile walk of a bus stop with all-day service.
 - The average Madison resident can access about 24,000 jobs within 45 minutes by transit

Summary

- In the **Ridership** Alternative:
 - **67%** of Madison residents would live **within ¼-mile walk** of a bus stop with all-day service.
 - The average Madison resident could access **+112% more jobs within 45 minutes by transit** compared to today. (~50,000)
- In the **Coverage** Alternative:
 - **81%** of Madison residents would live **within ¼-mile walk** of a bus stop with all-day service.
 - The average Madison resident could access **+38% more jobs within 45 minutes by transit** compared to today. (~33,000)

Summary

- **Equity.** In both alternatives, people of color and people with low incomes benefit at similar rates to the population in general.
 - In % terms, people with low incomes benefit relatively less in the access measure because many are students with low income in central areas of Madison, where access is already highest.
 - the **Ridership** Alternative would more than double the jobs that People of Color can reach (+120%)
 - the **Coverage** Alternative would only modestly increase the number of jobs People of Color can reach (+28%)

Summary

- **Known unresolved needs.** Because service would remain at 2019 levels:
 - Neither alternative significantly expands where the bus goes.
 - Evening and weekend service would remain about 40% less than in the midday on weekdays.

Key Questions for the Public

- Which alternative is closer to what the community wants?
- What's missing or wrong about each alternative?
- Should the Draft Plan shift resources to the evenings and weekends, even if that means less service and lower frequencies on weekdays?

How We Heard from the Public

- Comments received by e-mail at MetroRedesign@cityofmadison.com (~20)
- Focus Groups and meetings with interested groups (~5)
- Online survey => **3,088 respondents**
 - Respondents from all age, income, race groups, distributed throughout Madison.
 - We reviewed both overall feedback, and how that feedback breaks down for specific demographic groups who may have a higher stake in transit outcomes.

Survey responses by sub-group

- **Frequent transit users**, pre-COVID. ***N* = 1,498.**
- **Young adults**, ages 18 to 35. ***N* = 819**
- **People of color***. ***N* = 295**
- **People with low incomes***. ***N* = 294**
- **Seniors**, ages 65 and over. ***N* = 192**
- **People with disabilities**. ***N* = 191**

The public appears to like the Ridership Alternative more than the Coverage alternative

Question: "The XX Alternative would be better for me and my family:"

- **Ridership** : 61% agree -- 25% disagree
- **Coverage**: 37% agree -- 41% disagree

All demographic groups we studied like the Ridership alternative better for themselves

Question: “The XX Alternative would be better for me and my family:”

- Strongest supporters of Ridership were aged **18 to 35**, or had **lower incomes**: ~70% agree -- 20% disagree
- Least enthusiastic supporters of Ridership are aged **65 and over**, and **disabled**: ~50% agree -- 35% disagree
- Most respondents who identified as **people of color** support the Ridership alternative (62% agree) in this question.
 - But POC were also the group most likely to support the Coverage alternative in this question (47% agree)

Support for the Ridership Alternative is slightly weaker when people consider the whole city – but still stronger than support for Coverage

Question: “The XX Alternative would be better for the Madison area:”

- **Ridership** : 53% agree -- 34% disagree
- **Coverage**: 41% agree -- 27% disagree

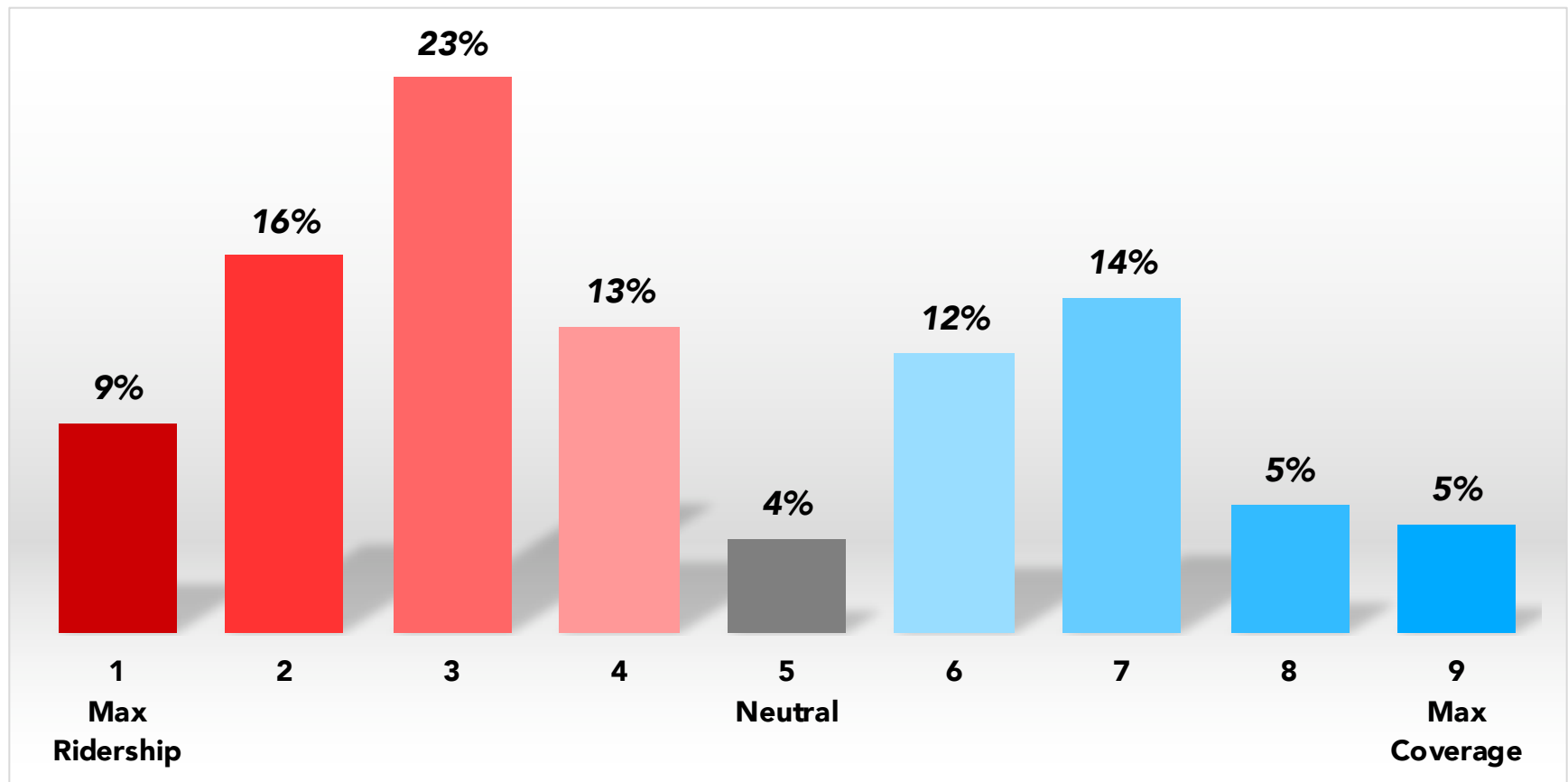
Support for the Ridership Alternative is slightly weaker when people consider the whole city

Question: "The XX Alternative would be better for the Madison area:"

- A narrow majority of **disabled** respondents think Coverage is better for Madison as whole: 50% agree -- 23% disagree
- **People of color** are almost equally likely to support the Ridership or Coverage alternative for Madison as whole: ~55% agree in both cases.
- **Seniors** are least likely to support either the Ridership (~45% agree) or Coverage alternative (~39% agree)

Overall, respondents lean toward the Ridership alternative, but not all the way

Question: "Choose a position on the slider below to indicate which alternative you prefer, or if you would prefer an option somewhere in between."



Respondents not in favor of reducing weekday service to increase weekend and evening service

Question: “[Should] Metro [...] shift more resources to the evenings and weekends, even if that means less service and lower frequencies on weekdays?”

- **Yes:** 19%
- **No:** 47%
- **Not sure:** 34%

Recurring topics in Open-Ended Comments

- Overall, more support for the Ridership Alternative than Coverage with emphasis on:
 - Increasing access during nights and weekends.
 - “a little bit of both alternatives” present in the final plan
 - Increase ridership while doing the best to not contribute to inequitable transit access.
 - Loss of routes in the alternatives will cause some frequent riders to have to change their mode of transportation to car instead of bus.
- Also, interest in:
 - Increasing service during nights and weekends for people who do not work the typical 9-5.
 - Increasing overall frequency in the bus routes.
 - More parking options near bus stops/transfer points. These would be used by out-of-town commuters who would still like to take public transit and decrease the use of cars within the city.

Question for the Board

In designing the Draft Plan, what general direction should the project team lean in?

- 1. Ridership, definitely.** Minor corrections only.
- 2. Ridership, mostly.** Some lower frequencies to reach a few more places.
- 3. Coverage, mostly.** Just a little less coverage to so we can get a few higher frequencies.
- 4. Coverage, definitely.** Minor corrections only.

Follow-up Discussion

Any other specific questions or concerns that Board members would like to have addressed in the Draft Plan?

What happens next?

Phase 1 (Fall 2020 – Winter 2021)

Nov – Feb 2020
Analyze Service, Demand, and Needs

March 2021
Choices Report

Mar-Apr 2021
What should our priorities be?

Phase 2 (Spring – Summer 2021)

Apr – Jul 2021
Alternatives to Illustrate Trade-offs

August 2021
Alternatives Report

Aug – Sep 2021
Which alternative is closer to what we want?

Phase 3 (Fall 2021)

Oct – Dec 2021
Draft Plan

January 2022
Draft Plan Report

Jan-Feb 2022
Did we get the plan right?

Mar-Apr 2022
Recommended Plan

Spring 2022
Final Plan Report

We appreciate your time and participation
today and going forward.

Thank you!