



## **Service Level Increase Effective Sunday, August 23**

Due to budget constraints and staffing limitations, Metro is not able to return to the same level of service that was provided earlier in the year.

However, as businesses and college campuses make plans to open in the fall, Metro must increase its service level to accommodate as many riders as possible while still planning for reduced capacity limits to remain in effect. To minimize the number of people that potentially could be passed up at bus stops, Metro proposes to increase current service as outlined below.

Metro's proposed plan focuses on increasing service to low-income riders and people of color. Capacity is also being added in the downtown area and core sections of the system, with buses running more frequently to allow people more options to travel during rush hour times.

Draft schedules and updated Google Map trip planning data are expected to be available early August. Schedules are proposed to go into effect on Sunday, August 23.

## **Public Hearing Later This Year**

Due to the tight timeline and overall uncertainty of the pandemic, it will not be possible to hold a public hearing before making these changes.

A public hearing will be scheduled sometime late this year for riders to give input on the increases put into place. Depending on budget abilities and the current effects of Covid-19 at that time, route adjustments based on public comments may be made in early 2021.

## **Give Feedback**

Riders can give feedback at any time on this proposal or after the increase is put into place by calling (608) 266-4466, emailing [mymetrobus@cityofmadison.com](mailto:mymetrobus@cityofmadison.com) or filling out an online form at [mymetrobus.com/feedback](http://mymetrobus.com/feedback).



## Proposed Service Chart

| Route | Service Type     | Service Details   |
|-------|------------------|---|
| 2     | Weekday, Weekend | Half hour service all day, every day – trips alternating via Sherman and Fordem   |
| 4     | Weekday, Weekend | Half hour service until 6:30 p.m. on weekdays. Hourly in evenings and on weekends   |
| 5     | Weekday, Weekend | Half hour service until 6:30 p.m. on weekdays. Hourly in evenings and on weekends   |
| 6     | Weekday, Weekend | Half hour service all day, every day – trips alternating via Hayes or Madison College, and Mineral Point or Tokay   |
| 7     | Weekday, Weekend | Half hour service all day, every day – all trips via Monroe (no trips via Tokay – see Route 6)  |
| 8     | Weekday, Weekend | Half hour service until 6:30 p.m. on weekdays. Hourly in evenings and on weekends   |
| 10    | Weekday          | Fifteen minute service until 6:30 p.m. on weekdays – trips alternating every half hour via Jenifer or Johnson, and UW Hospital or Campus Drive  |
| 11    | Weekday          | Hourly during peak periods  |
| 12    | Weekday          | Hourly during peak periods  |
| 13    | Weekday, Weekend | Hourly service all day, every day   |
| 15    | Weekday          | All day service on weekdays – trips only operate between Randolph and East Transfer Point via High Point and via Old Middleton (no stops via Junction or Sheboygan). Half hour service during peak periods. Hourly midday and evenings. |
| 16    | Weekday, Weekend | Half hour service until 6:30 p.m. on weekdays. Hourly in evenings and on weekends   |
| 17    | Weekday, Weekend | Half hour service all day, every day  |
| 18    | Weekday, Weekend | Half hour service all day, every day – trips alternating hourly via Midvale or Hammersley, and hourly via Coho evenings and weekends only (see Route 40 during weekdays)  |
| 20    | Weekday, Weekend | Half hour service all day, every day – all trips via Airport (no stops via Shopko – see Routes 6 or 17)   |
| 21    | Weekday, Weekend | Half hour service until 6:30 p.m. on weekdays. Hourly in evenings and on weekends   |
| 22    | Weekday, Weekend | Half hour service until 6:30 p.m. on weekdays. Hourly in evenings and on weekends   |
| 23    | Weekday          | Regular weekday commuter schedule   |
| 26    | Weekday, Weekend | Half hour service all day, every day  |
| 27    | Weekday          | Half hour service during peak periods   |
| 30    | Weekday, Weekend | Half hour service all day, every day – trips alternating hourly via Nakoosa or Swanton  |
| 31    | Weekday, Weekend | Hourly service all day, every day – all trips operate via Dutch Mill  |
| 32    | Weekday, Weekend | Hourly service all day, every day – all trips operate clockwise   |
| 33    | Weekday          | Altered routing now serves Sprecher Rd. instead of Wyalusing. All routes run clockwise. Half hour service during peak periods   |



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| Route   | Service Type                | Service Details  |
|---------|-----------------------------|--|
| 36      | Weekday, Weekend            | Hourly service all day, every day  |
| 39      | Weekday                     | Hourly service from 6 a.m. to 6:30 p.m. – all trips via Dempsey  |
| 40      | Weekday, Weekend            | Half hour service until 6:30 p.m. on weekdays – trips alternating hourly via Grandview or Greenway. Hourly in evenings and on weekends, via Grandview only |
| 44      | Weekday                     | Regular weekday commuter schedule  |
| 48      | Weekday                     | Regular weekday commuter schedule  |
| 49      | Weekday                     | Regular weekday commuter schedule  |
| 50      | Weekday, Weekend            | Half hour service all day on weekdays. Hourly on weekends  |
| 51      | Weekday, Weekend            | Hourly service all day, every day  |
| 52      | Weekday                     | Hourly service all day on weekdays only (see Route 59 during weekends)   |
| 55      | Weekday                     | Regular weekday commuter schedule  |
| 59      | Weekend only                | Hourly service all day on weekends only (see Routes 49, 52 or 75 during weekdays)  |
| 63      | Weekend only                | Hourly service weekends only (see Routes 55, 67 or 73 on weekdays)   |
| 67      | Weekday, Weekend            | Half hour service all day, every day   |
| 68      | Weekend only                | Hourly service weekends only (see Routes 2, 15 or 73 on weekdays)  |
| 70      | Weekday                     | Hourly service all day on weekdays only <i>*pending Middleton Common Council approval</i>  |
| 72      | Weekday                     | Regular weekday commuter schedule <i>*pending Middleton Common Council approval</i>  |
| 73      | Weekday                     | Hourly service weekdays only <i>*pending Middleton Common Council approval</i>   |
| 75      | Weekday                     | Regular weekday commuter schedules   |
| 78      | Weekend                     | Hourly service weekends only <i>*pending Middleton Common Council approval</i>   |
|         | <b>UW Campus Service</b>    |  |
| 80 - 84 | Standard and Recess Service | Service Changes to <b>UW Campus Routes 80, 81, 82, 84</b> will be implemented Sunday, August 23.   |



## Suspended Routes

The following routes are proposed to remain suspended and not return in August. See chart below for details.

| Continue to be Suspended | Alternative Route                    |
|--------------------------|--------------------------------------|
| 1                        | Routes 2, 5 or 10                    |
| 3                        | Routes 7, 16 or 31                   |
| 14                       | Routes 2, 5, 6, 8, 10 15 or 67       |
| 19                       | Routes 5, 6, 7, 10 or 18             |
| 25                       | Routes 6 or 23                       |
| 28                       | Route 2,10, 27, 44 or 80             |
| 29                       | Routes 2, 6, 21 or 22                |
| 34                       | Routes 6 or 20                       |
| 35                       | Routes 32 or 33                      |
| 37                       | Routes 2, 6, 7, 10, 16, 31 or 48     |
| 38                       | Routes 2, 7, 16, 27, 31, 44 or 80    |
| 47                       | Routes 4, 5, 40 or 49                |
| 56                       | Routes 2, 6, 8, 10, 15, 18, 50 or 51 |
| 57                       | Routes 2, 6, 8, 10, 15, 18, 50 or 51 |
| 58                       | Routes 7, 50 or 51                   |
| 71                       | Routes 2, 8 10, or 15                |



## Initial Equity Review

Metro’s proposed plan focuses on increasing service to low-income riders and people of color. Capacity is also being added in the downtown area and core sections of the system, with buses running more frequently to allow people more options to travel during rush hour times for those returning to work and college campuses.

With the effects of Covid-19 on work travel still not known, a number of peak-hour routes remain suspended at this time.

Service changes have been overlaid with maps of people of color and maps of low income populations, as shown in the attached documents.

Two areas of equity concern were identified - Tree Ln. on the West Side and Thompson Rdn on the east side. Thompson Rd. typically saw very few boardings (less than 10 per day) pre-COVID and is within a relatively easy walk (1/3 of a mile) of Swanton Rd. or Milwaukee St., where service remains. Tree Ln. is similar, but is a bit further (1/2 mile) from service on Mineral Point Rd. In both cases, it appears that people are already walking a bit to get better service further away.

| Route | Service Type     | Details   |
|-------|------------------|---|
| 2     | Weekday, Weekend | (No service change)   |
| 4     | Weekday, Weekend | On weekdays, enhanced frequency and capacity for the North and South Transfer Points. More frequent service to neighborhoods with more families with low incomes along Fish Hatchery Rd and Badger Rd, as well as the public health facility at the Villager Mall and Madison College south campus. |
| 5     | Weekday, Weekend | On weekdays, enhanced frequency and capacity for the East and South Transfer Points. More frequent service to neighborhoods with more affordable housing along Park St, as well as the public health facility in the Villager Mall and Madison College south campus.                                |
| 6     | Weekday, Weekend | More consistent and direct service to employment centers and neighborhoods with more families with low incomes in the Truax neighborhood (previously no weekend service via route 6).   |
| 7     | Weekday, Weekend | (No service change)   |
| 8     | Weekday, Weekend | On weekdays, enhanced frequency along University Ave corridor.  |
| 10    | Weekday          | Additional capacity along the more central parts of busy corridors will free up capacity on core routes such as 2, 4, 5, and 7.   |
| 11    | Weekday          | Weekday direct peak hour service between the near west side, UW Hospital, UW Campus and employments areas south of the Beltline.  |
| 12    | Weekday          | Direct peak hour service between the Bridge/Lakepoint neighborhood, downtown, UW Campus, and the West Transfer Point.   |



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|    |                  |   |
|----|------------------|---|
| 13 | Weekday, Weekend | (No service change)   |
| 15 | Weekday          | More direct service between neighborhoods with more affordable housing north of Mineral Point Rd and UW campus/downtown.  |
| 16 | Weekday, Weekend | On weekdays, enhanced frequency to neighborhoods with more families with low incomes including Bridge/Lakepoint and Southdale; more frequent connections to the South and East Transfer Points, as well as Sennett Middle and Lafollette High School. |
| 17 | Weekday, Weekend | (No service change)   |
| 18 | Weekday, Weekend | (No service change)   |
| 20 | Weekday, Weekend | More consistent service to the Truax neighborhood.  |
| 21 | Weekday, Weekend | On weekdays, doubled frequency and capacity to the neighborhoods along and north of Northport Drive (including Londonderry Dr).   |
| 22 | Weekday, Weekend | On weekdays, doubled frequency and capacity to the neighborhoods along and south of Northport Drive (including Troy Dr).  |
| 23 | Weekday          | (No service change)   |
| 26 | Weekday, Weekend | (No service change)   |
| 27 | Weekday          | Enhanced frequency and capacity between North Transfer Point, downtown, and UW Campus.  |
| 30 | Weekday, Weekend | (No service change)   |
| 31 | Weekday, Weekend | On weekdays, added midday service to the Owl Creek neighborhood.  |
| 32 | Weekday, Weekend | Improved consistency  |
| 33 | Weekday          | New peak service to more affordable housing along Milwaukee St east of the interstate.  |
| 36 | Weekday, Weekend | (No service change)   |
| 39 | Weekday          | Service to employment areas south of Pflaum Rd; also direct service to Dean Clinic on Buckeye Rd.   |
| 40 | Weekday, Weekend | On weekdays, enhanced frequency for neighborhoods with more families with low incomes in the Leopold area (Greenway, Coho).   |
| 44 | Weekday          | (No service change)   |
| 48 | Weekday          | (No service change)   |
| 49 | Weekday          | (No service change)   |
| 50 | Weekday, Weekend | On weekdays, enhanced frequency for Park Edge/Park Ridge neighborhoods and Woodman's West.  |
| 51 | Weekday, Weekend | (No service change)   |
| 52 | Weekday          | Continued service to Jamestown neighborhood and employment opportunities  |
| 55 | Weekday          | (No service change)   |
| 59 | Weekend only     | (No service change)   |
| 63 | Weekend only     | (No service change)   |

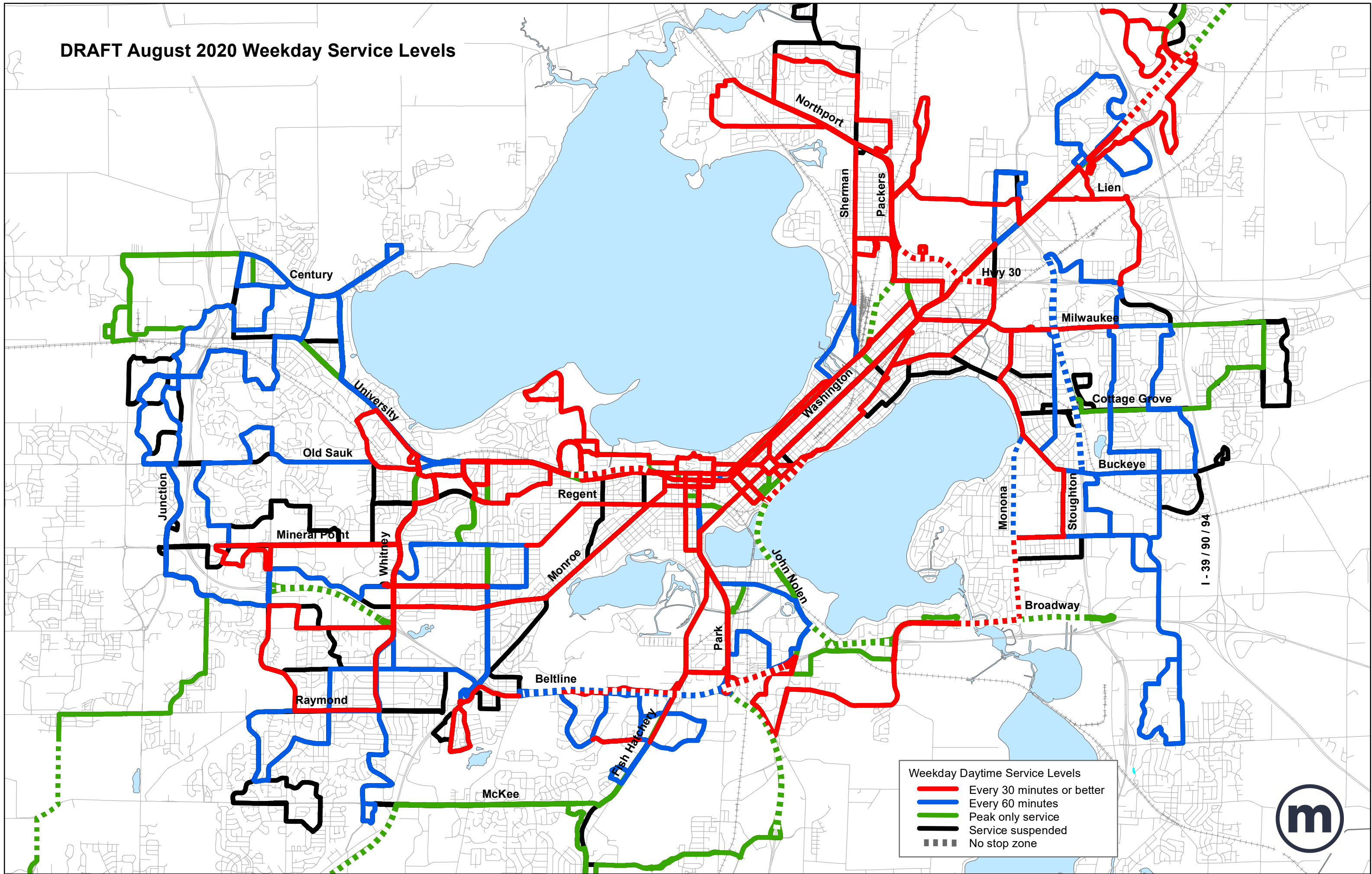


|                  |                             |   |
|------------------|-----------------------------|---|
| 67               | Weekday, Weekend            | (No service change)   |
| 68               | Weekend only                | (No service change)   |
| 70, 72, 73, & 78 | Weekday                     | <i>*changes pending Middleton Common Council approval</i>     |
| 75               | Weekday                     | (No service change)   |
|                  | <b>UW Campus Service</b>    |   |
| 80 - 84          | Standard and Recess Service | Additional capacity on the UW Campus, more reliable schedule. |

## Review of Suspended Routes

| Route Suspended | Details   |
|-----------------|---|
| 1               | Primarily service to "Old" University Avenue, low ridership   |
| 3               | Would not have time transfers with other routes at the WTP.   |
| 14              | Direct service between Wexford Ridge, UW Madison and downtown. Route 67 will continue to provide half hour frequencies (along Mineral Point); while Route 8 will provide half hour frequencies (between Sheboygan and Square, via Bluff). Route 15 will operate every 30-60 minutes between Square and East Transfer Point. |
| 19              | Direct service between Allied Dr, UW Madison and downtown. Route 18 will continue to provide half hour frequencies in both directions.  |
| 25              | Weekday commuter route serving American Family. Low ridership.  |
| 28              | Commuter service between NTP park & ride lot and UW Campus  |
| 29              | Low ridership commuter service from the northside.  |
| 34              | Direct service between the East Transfer Point and Madison College Truax campus.  |
| 35              | Weekday commuter service  |
| 37              | Weekday commuter service  |
| 38              | Weekday commuter service  |
| 47              | Weekday commuter service  |
| 56              | Weekday commuter service  |
| 57              | Weekday commuter service  |
| 58              | Weekday commuter service  |
| 71              | Weekday commuter service  |

# DRAFT August 2020 Weekday Service Levels



**Weekday Daytime Service Levels**

- Every 30 minutes or better
- Every 60 minutes
- Peak only service
- Service suspended
- No stop zone



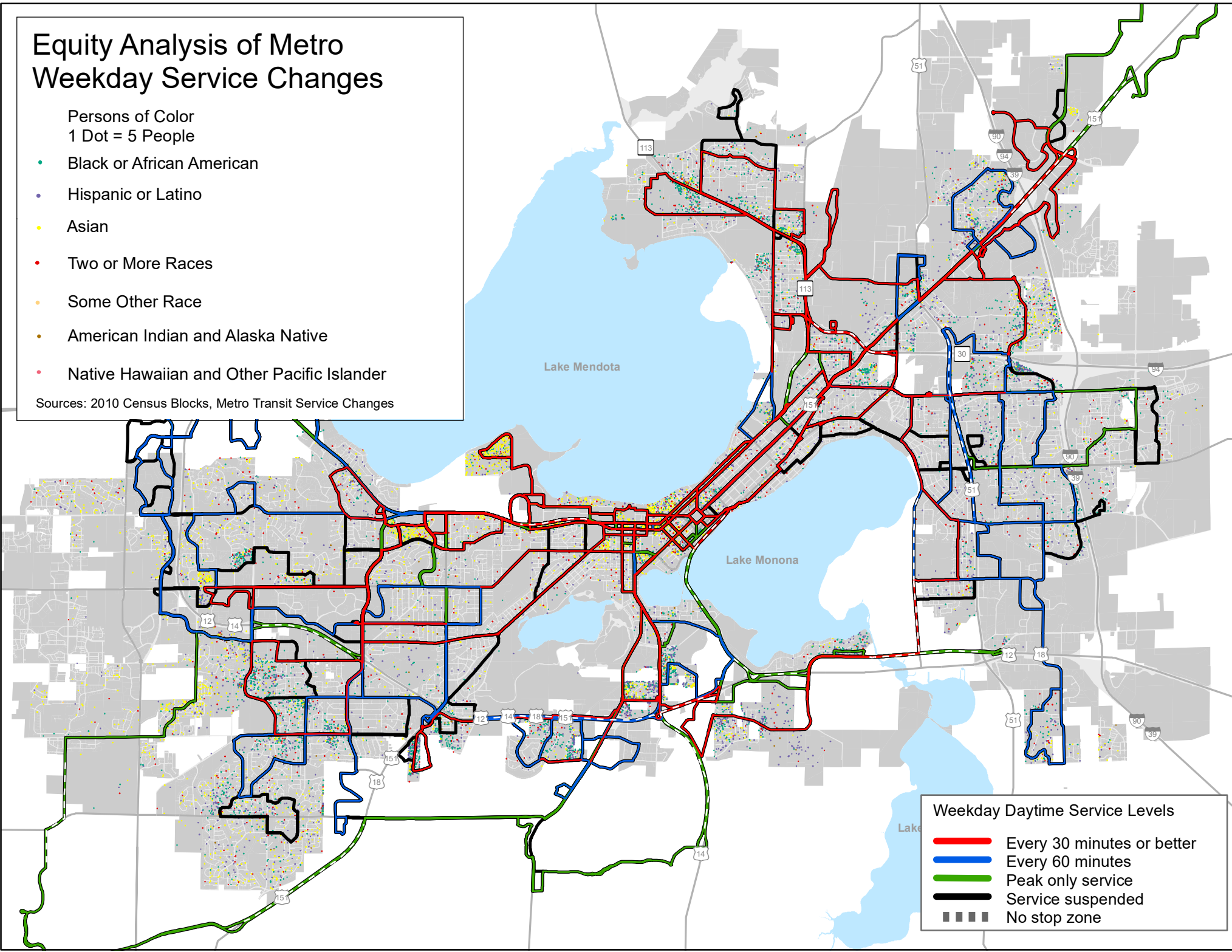


# Equity Analysis of Metro Weekday Service Changes

Persons of Color  
1 Dot = 5 People

- Black or African American
- Hispanic or Latino
- Asian
- Two or More Races
- Some Other Race
- American Indian and Alaska Native
- Native Hawaiian and Other Pacific Islander

Sources: 2010 Census Blocks, Metro Transit Service Changes

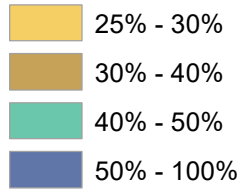


**Weekday Daytime Service Levels**

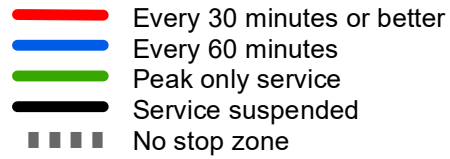
- Every 30 minutes or better
- Every 60 minutes
- Peak only service
- Service suspended
- ▣▣▣▣ No stop zone

# Equity Analysis of Metro Weekday Service Changes

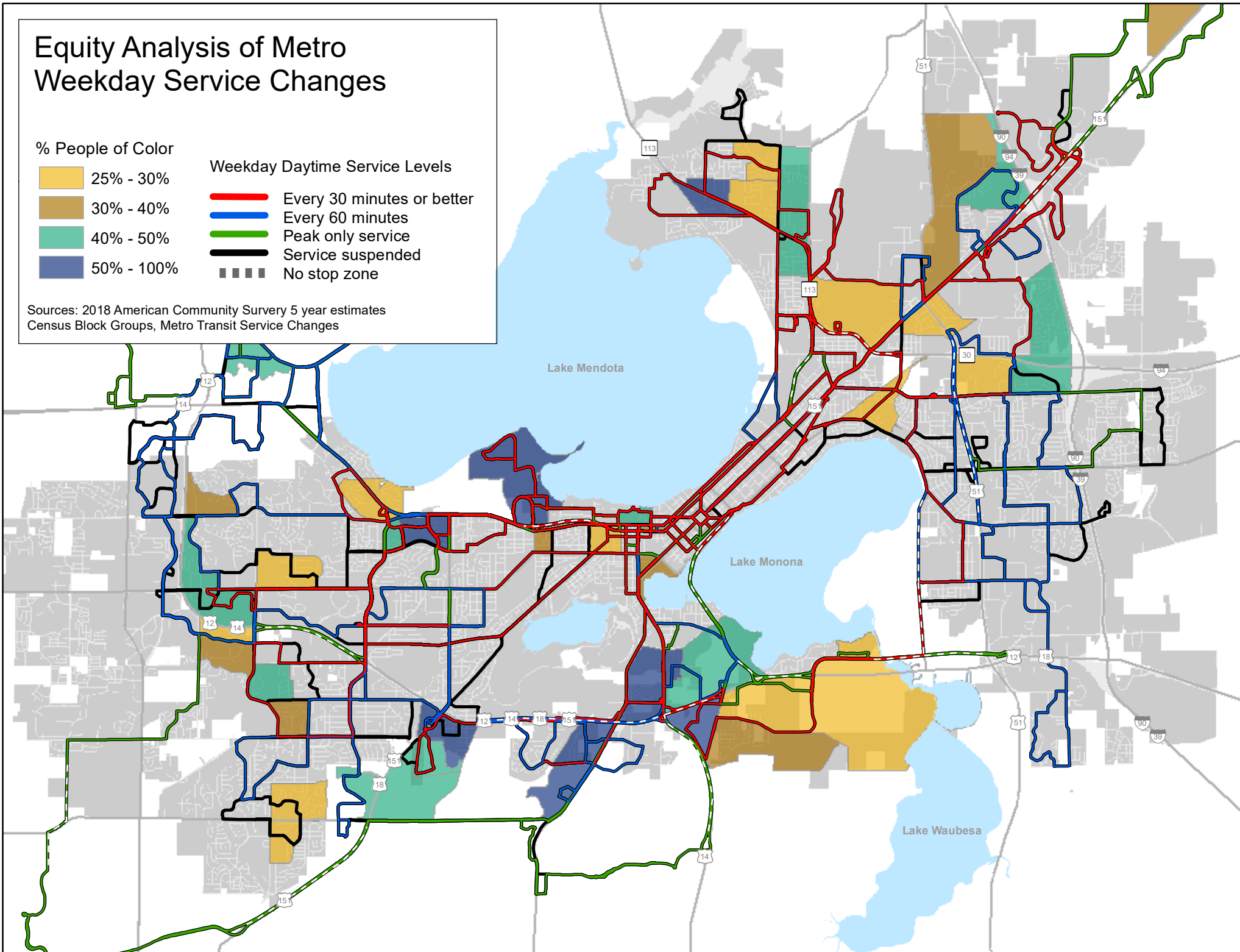
## % People of Color



## Weekday Daytime Service Levels



Sources: 2018 American Community Survey 5 year estimates  
Census Block Groups, Metro Transit Service Changes



# Equity Analysis of Metro Weekday Service Changes

% Below Poverty Line

0% - 15%

16% - 40%

41% - 100%

Weekday Daytime Service Levels

Every 30 minutes or better

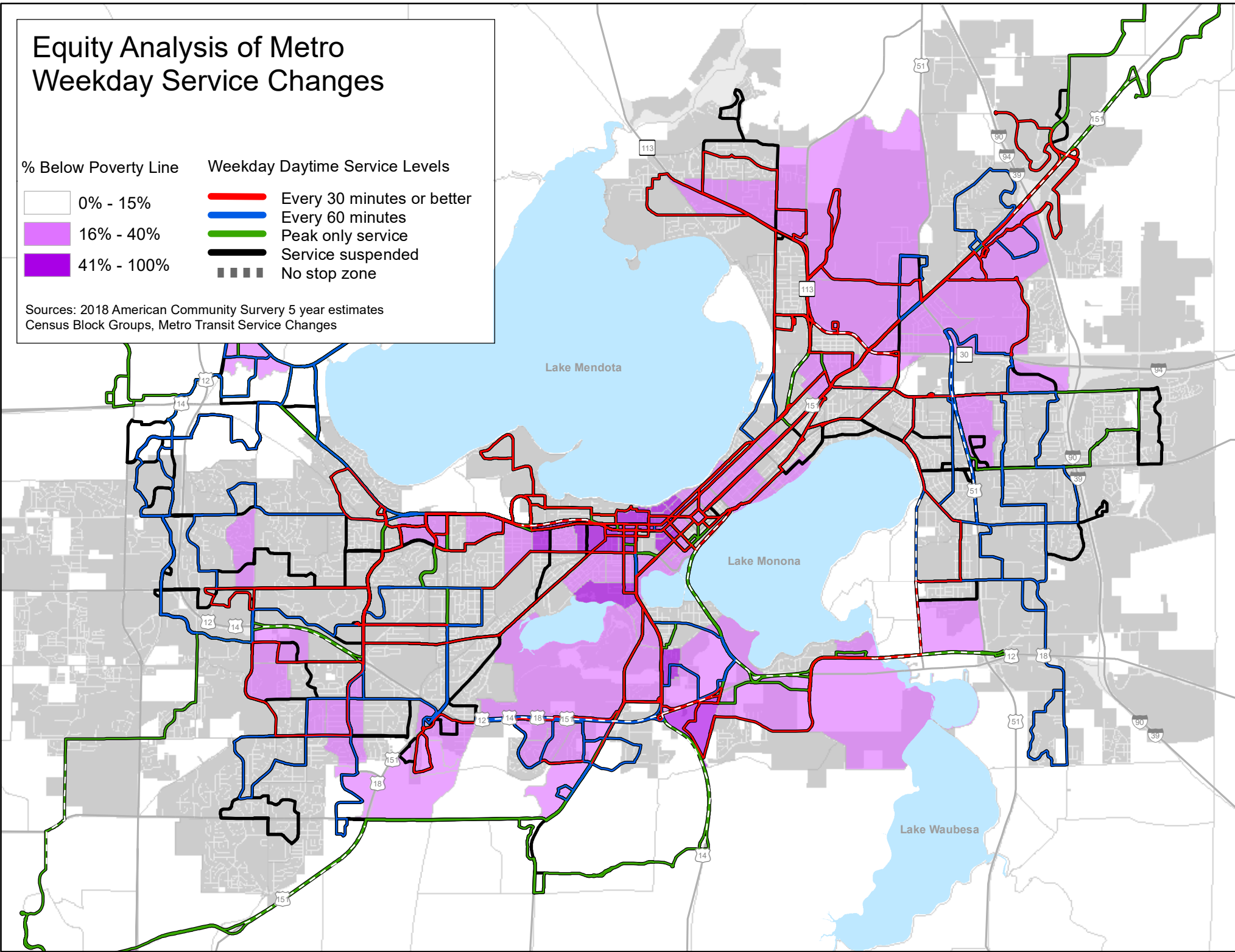
Every 60 minutes

Peak only service

Service suspended

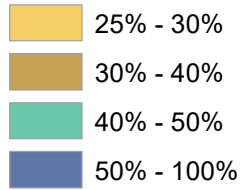
No stop zone

Sources: 2018 American Community Survey 5 year estimates  
Census Block Groups, Metro Transit Service Changes

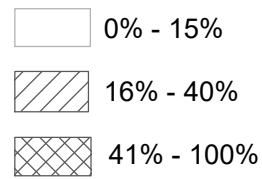


# Equity Analysis of Metro Weekday Service Changes

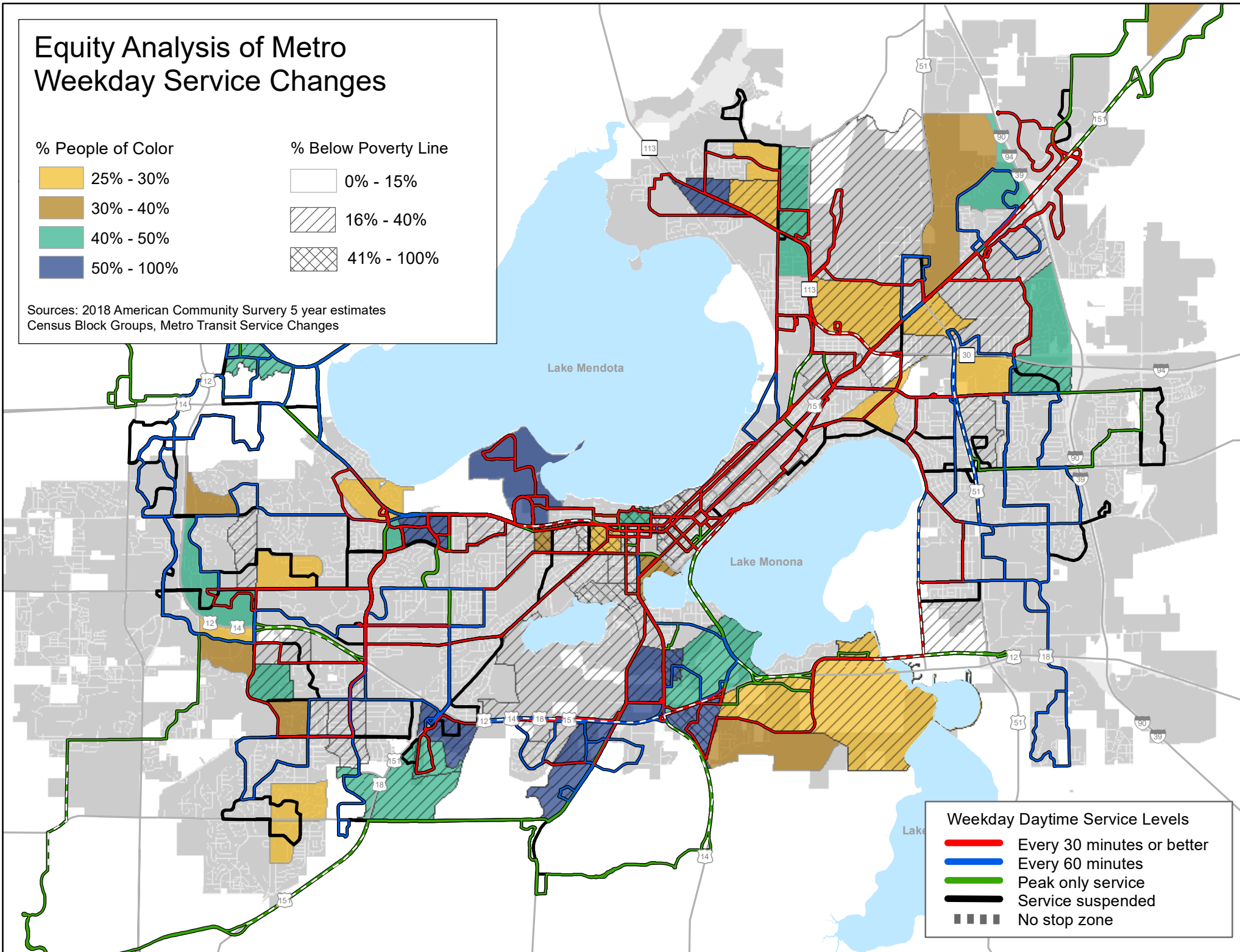
## % People of Color



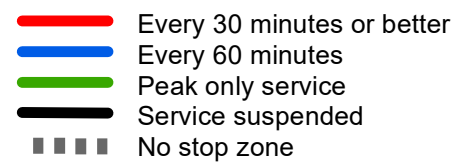
## % Below Poverty Line



Sources: 2018 American Community Survey 5 year estimates  
Census Block Groups, Metro Transit Service Changes

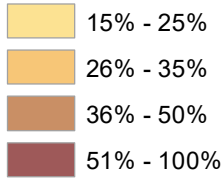


## Weekday Daytime Service Levels

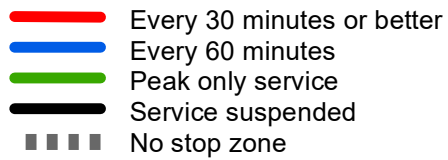


# Equity Analysis of Metro Weekday Service Changes

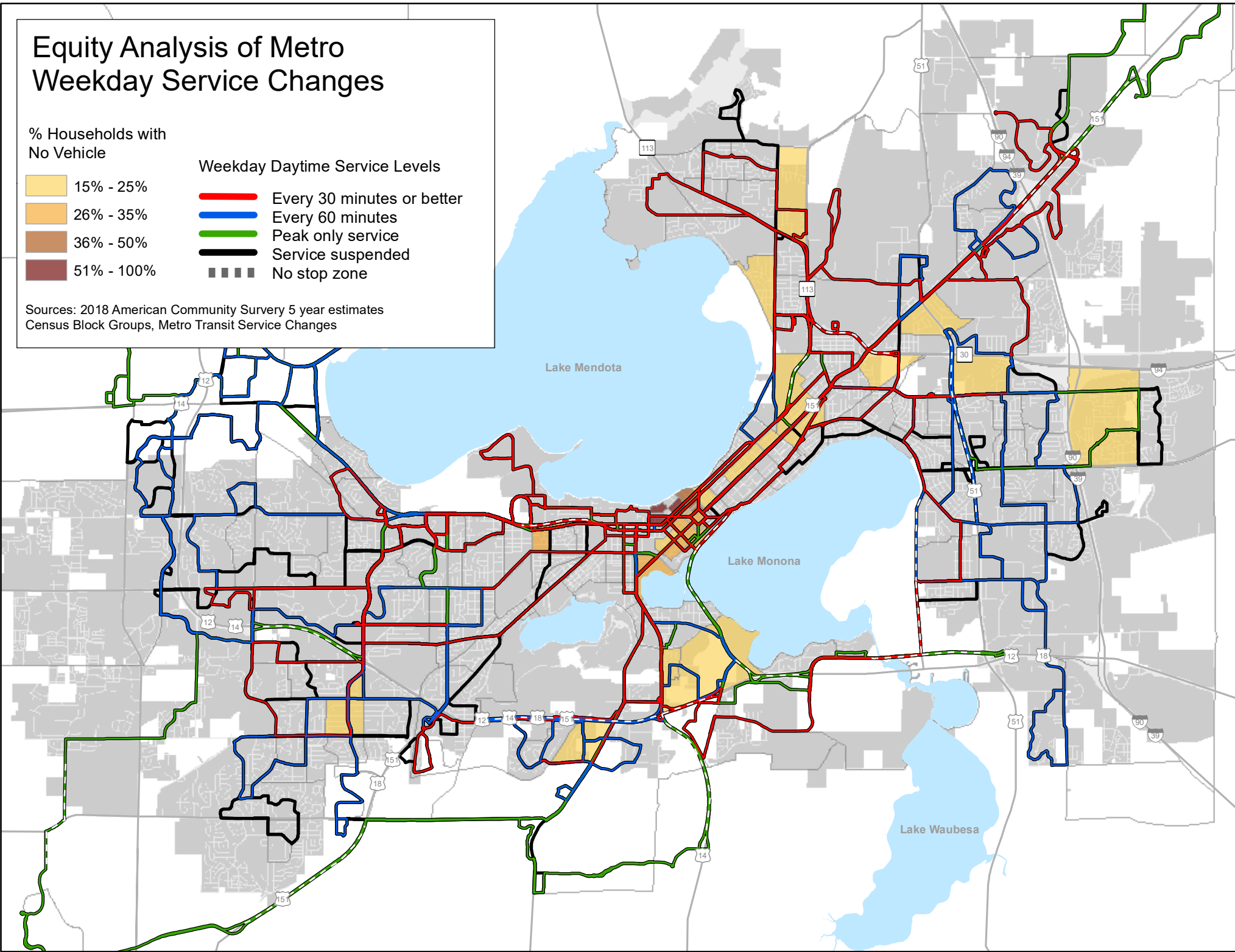
% Households with No Vehicle



Weekday Daytime Service Levels



Sources: 2018 American Community Survey 5 year estimates  
Census Block Groups, Metro Transit Service Changes



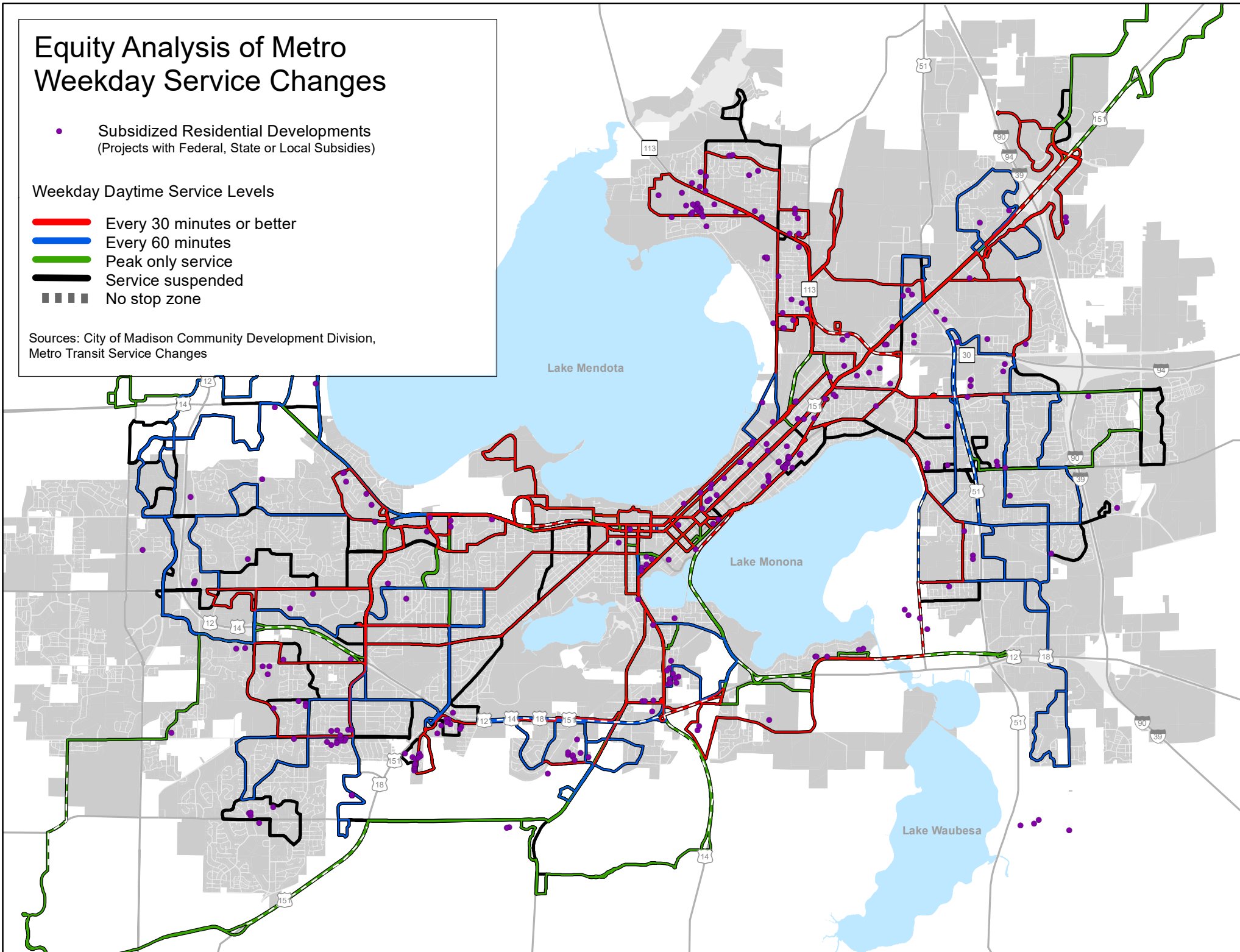
# Equity Analysis of Metro Weekday Service Changes

- Subsidized Residential Developments (Projects with Federal, State or Local Subsidies)

## Weekday Daytime Service Levels

- Every 30 minutes or better
- Every 60 minutes
- Peak only service
- Service suspended
- ■ ■ ■ No stop zone

Sources: City of Madison Community Development Division, Metro Transit Service Changes





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# Customer Feedback on COVID-19 Service

*Feedback received from Mid-March through July 17, 2020*

Total amount of feedback for each route:

Route 11 – 1

Route 12 – 1

Route 14 – 2

Route 15 – 1

Route 19 – 2

Route 29 – 1

Route 35 – 3

Route 38 – 2

Route 39 – 1

Route 58 – 1

Route 71 – 2

**TOTAL: 17**

## Received in March

Route 19:

1. Passenger needs to use rte 19 and rte 19 is not running next week, so she just wants to suggest that it stays in service.

Route 35:

1. I request that you consider reinstating Route 35 service as it serves a large number of residents that live east of Buckeye and Thompson ( that provides a stop ) available to people living in the vast number of condos and apartment complexes in the Kings Way and Cotton Trail area.
2. Route #35 not operating during the COVID-19 situation has hindered my transportation to work.



#### Route 58:

1. I work downtown and would ride the 58 to work. Please consider bringing it back!

#### Route 71:

1. A lot of riders use Bus # 71... for the bus stop of Discovery and Deming Way.... Will Bus # 72 pick up Bus # 71 stops. Riders need Bus # 71 to commute to work.... Please accommodate our passage to work. Thank you.

## **Received in April**

#### Route 11:

1. I work at the Department of Revenue and would ride the Route 11 before COVID-19. If we all go back to working in the office, we won't have an easy commute to work without the Route 11. Please consider bringing it back.

#### Route 14:

1. I am an essential worker and I would be losing money if I can't work the hours my employer needs me to work. Speaking of the fact that we are running on a Saturday Schedule and he works Monday thru Friday and usually rides the Route #14 home, but he can't now because the #14 don't operate on Saturday.

## **Received in May**

#### Route 19:

1. Since the buses have started on modified schedules, I have not been able to take a campus bus to connect to the bus route that goes past my job. I am a graphic designer for the newspaper. It would be nice to have the option again, as walking 20 minutes to get to my 2nd bus is hard on my body.

#### Route 38:

1. I used to take the 38 near the Pinney library but now have to walk farther to get a different bus by Walgreens. It was really convenient to just take one bus to work but now have to take two different buses and transfer. Please bring back the 38!





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## Received in June

### Route 38:

1. I and other riders work near the CCB and would regularly take the Route 38. We would love it if it came back into service! Maybe having it come a few times in the morning and then afternoons for workers would be very helpful.

### Route 71:

1. Passenger is upset that the 72 stops running from 830a-250p, going from the capital to middleton. He understands there is the 78 but he doesn't want to have to transfer. He is also upset that metro is still operating on a Saturday schedule and wants to resume regular weekday schedules ASAP. He thinks that the 78 should be supplemented by the 71 instead of the 72.

## Received in July

### Route 12:

1. I would really like to see route 12 come available again. The Mayor said buses should be used for getting to work and essential trips only. This is a commuter bus running during typical work commuter hours with many riders working downtown. Since parking started being enforced again, I have had to start paying for parking which is an expense I didn't have before. Please, consider adding this route back asap so I and other riders of the 12 don't have to fill up other routes just to get to work. Regular riders would need notification if this route is activated again.

### Route 14:

1. Along those lines, I'm wondering when Route 14 might make a comeback. I rely on it to commute to work (UW-Madison campus) and home to my apartment on Yellowstone Drive. I cannot afford downtown parking or a vehicle in any capacity. Route 14 is my only way to work. I moved to this apartment specifically to use the route.

### Route 15:

1. Hi there! I just went through metro's Return to Normal Service Plan and it seems like bus 15 is planning on resuming service but not servicing the Junction Rd area. Can you please reconsider this decision? On Junction Rd (especially the Junction & City Center West stop) there are multiple huge apartment complexes with people either attending UW or working for UW Hospital (as I often see on the bus). When UW reopens in September it would be really inconvenient if people living on Junction Rd have to walk for at least 15 minutes to the nearest bus 15 stop (which most likely will be Old Sauk & High Point) in order to get to downtown for work. Thank you!



Route 29:

1. Please mark me down as a person who would like route # 29 to continue along Wheeler road. I work at the UW and do not have another way to get to work. Thank you.

Route 35:

1. When will the 35 start to run again it's closer to my job I've been taking the 32 I have to walk across the interstate long walk to dell street when I have a bad leg

Route 39:

1. I support the continuation of this route, even if only weekdays & non-peak hours.