

CITY OF MADISON TRANSPORTATION PLANNING AND POLICY BOARD

ACTION ITEM DETAIL – OCTOBER 4, 2021

ACTION TITLE: Transit Network Redesign Alternatives Balance

PRESENTER: Transportation – Mike Cechvala, Jarrett Walker and Associates – Daniel Costantino

ACTION SUMMARY

Direction to staff on whether the new transit network should serve the ridership goal, the coverage goal, or somewhere in between.

BACKGROUND

The Transit Network Redesign will design a new route structure to better serve the Madison area’s residents, businesses, and visitors. The project is necessary because the BRT system will replace most of the bus service in those corridors, and cascading changes will affect most other routes. The project is also an opportunity to extend the benefits of better access and lower travel times to areas unserved by BRT. The project is nearing the end of Phase 2 – Alternatives, and staff need guidance on what to prioritize as they design the new network.

DESCRIPTION

Jarrett Walker and Associates will present two conceptual transit networks at extreme ends of the spectrum – a ridership-based map with fewer routes and higher frequencies, and a coverage-based map with more routes and lower frequencies. They will also present a summary on public outreach to date. The Transportation Policy and Planning Board will be asked to choose from four possible strategies to develop the new network. Staff recommendation is #2 based on public input received to date.

1. Ridership, definitely, just make corrections based on qualitative input
2. Ridership, mostly, some lower frequencies so we can go a few more places
3. Coverage, mostly, just little bit less of it so we can get some higher frequencies
4. Coverage, definitely, just make corrections based on qualitative input

EQUITY GOAL IMPACTS

Both the coverage and ridership strategies affect equity. The ridership map reduces travel times for most people, particularly low-income people and people of color living in peripheral Madison. However, there are some people who would lose service altogether. The coverage map has fewer travel time benefits, but expands service slightly to some areas that are currently unserved. Staff have heard from several people that travel times are extremely important and believe that the recommendation above will improve equity overall. Staff will also ask for direction on how to add coverage to the ridership map – to maximize the service to people and jobs overall, or to prioritize low-income people and people of color.

FISCAL & PROCUREMENT DETAILS

This action is not expected to impact the budget. The transit network redesign is intended to work with Metro’s available resources, regardless of the coverage-ridership decision.