

notice of public hearing

Wednesday, November 28, 6 p.m.

City County Building
210 Martin Luther King Jr. Blvd.
Room 354

Proposed March Service Updates:

On Wednesday, November 28, Metro Transit and the City of Madison Transportation Commission will hold a public hearing at 6 p.m. to discuss potential updates to Metro Routes 37 and 38 proposed to go into effect in March of 2019.

Draft maps and additional detailed information on this proposal are available at mymetrobus.com/publichearing.

Interested persons are encouraged to attend the public hearing to give feedback. Consideration will be given to views and comments expressed at the public hearing as well as to all written comments received.

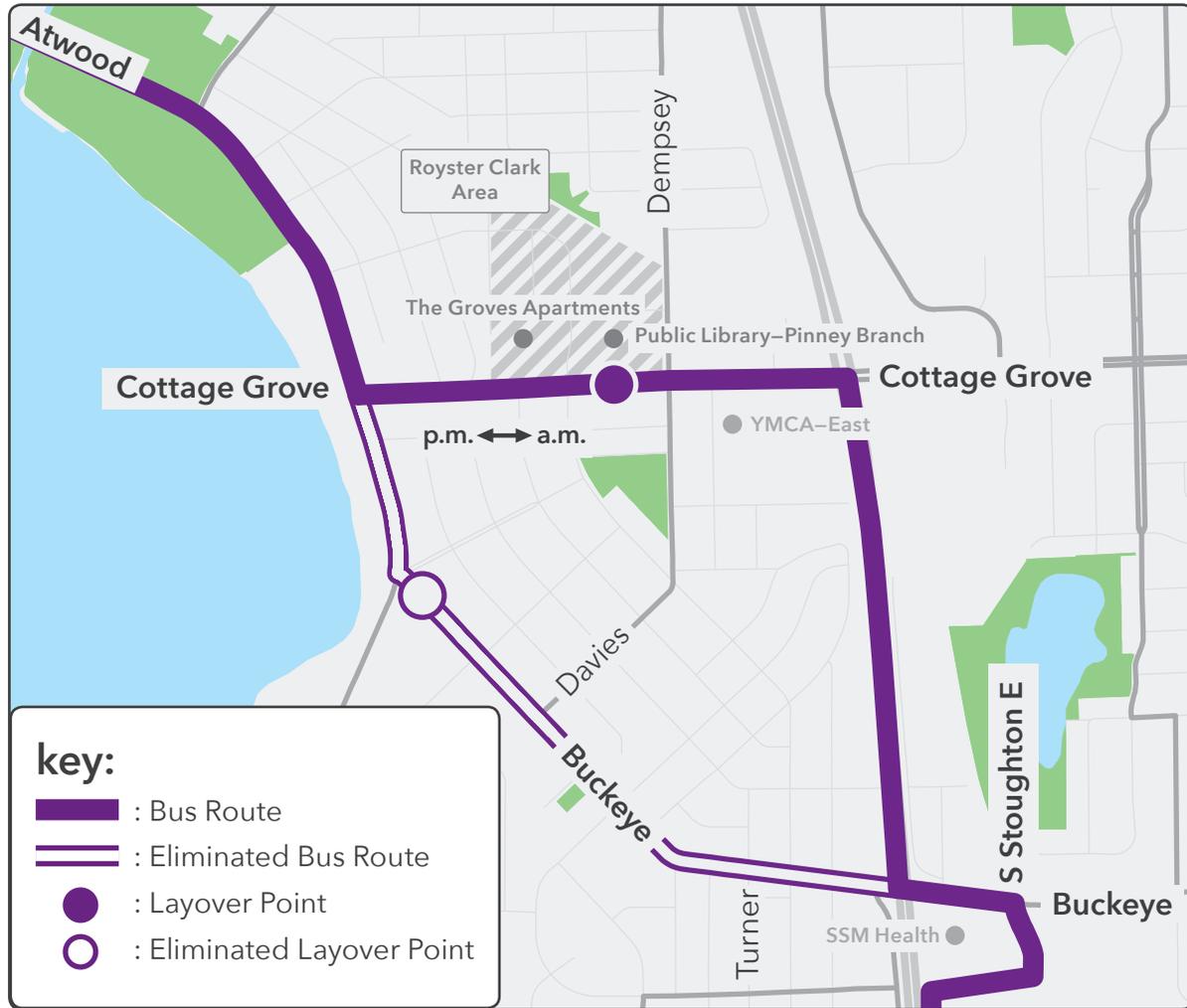
Comments can be submitted at mymetrobus.com/feedback. Written comments can also be sent to: Metro Transit Public Hearing Comments, 1245 E. Washington Ave., Suite 201, Madison WI 53703 or emailed to mymetrobus@cityofmadison.com.

The City County Building is accessible to people who use mobility aids and is equipped with assistive listening devices.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please contact Metro Transit at (608) 266.4904 at least three business days prior to the meeting.

Route 37 Proposed Routing Changes

Proposed shift from Buckeye Rd. to Cottage Grove Rd.



Impacts

Route 37 stops along Buckeye Rd. between Monona Dr. and Hwy. 51 closed.
(Route 16 continues to serve stops between Monona Dr. and Turner Ave.)

Route 37 service added to along Cottage Grove Rd. (Now only weekday Route 38 trips).

Reasons

Buckeye Rd. construction will eliminate dedicated parking areas at current layover stops on Buckeye Rd./Monona Dr.

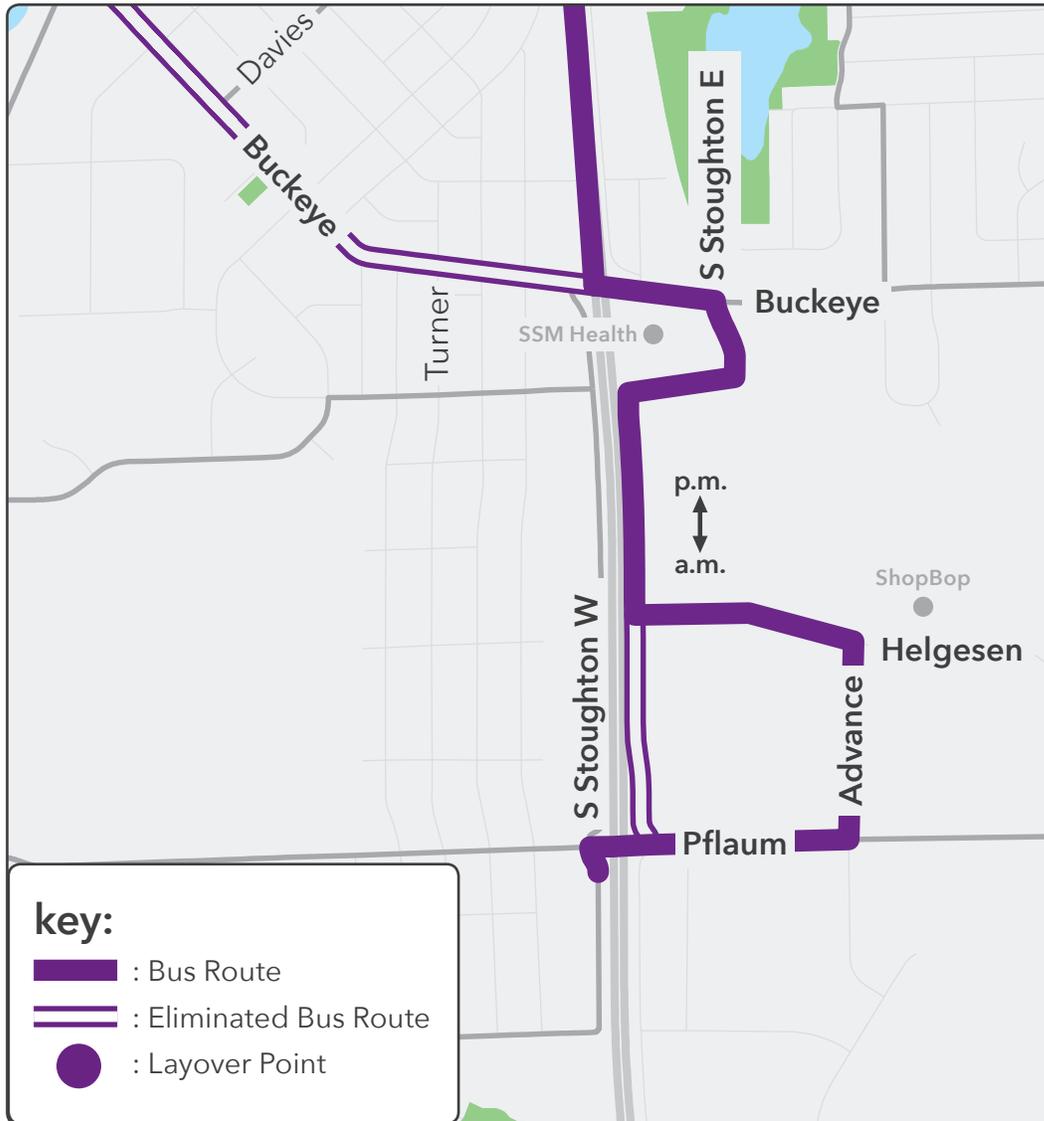
Change will utilize dedicated curbside bus stop pullout area at Cottage Grove/Dempsey Rd. which can be used for layover stop.

Shifts service from low-ridership residential area to mixed-use, higher-density corridor.

Shifts service to anticipated future demand locations including Royster-Clark area and new Pinney Library Building.

Route 37 Proposed Routing Changes Continued

Service shift from Stoughton Frontage Rd. to Advance Rd. between Helgesen Dr. and Pflaum Rd.



Impacts

Service added along Helgesen Dr., Advance Rd. and Pflaum Rd. (Now only served by Route 39).

Reasons

Adds service to expanding employment area including new ShopBop call center as well as manufacturing and commercial employment sites.

Removes two unsafe stop locations that back up against Stoughton Rd. Hwy.

Budget Impacts

None expected.

Equity Analysis Summary:

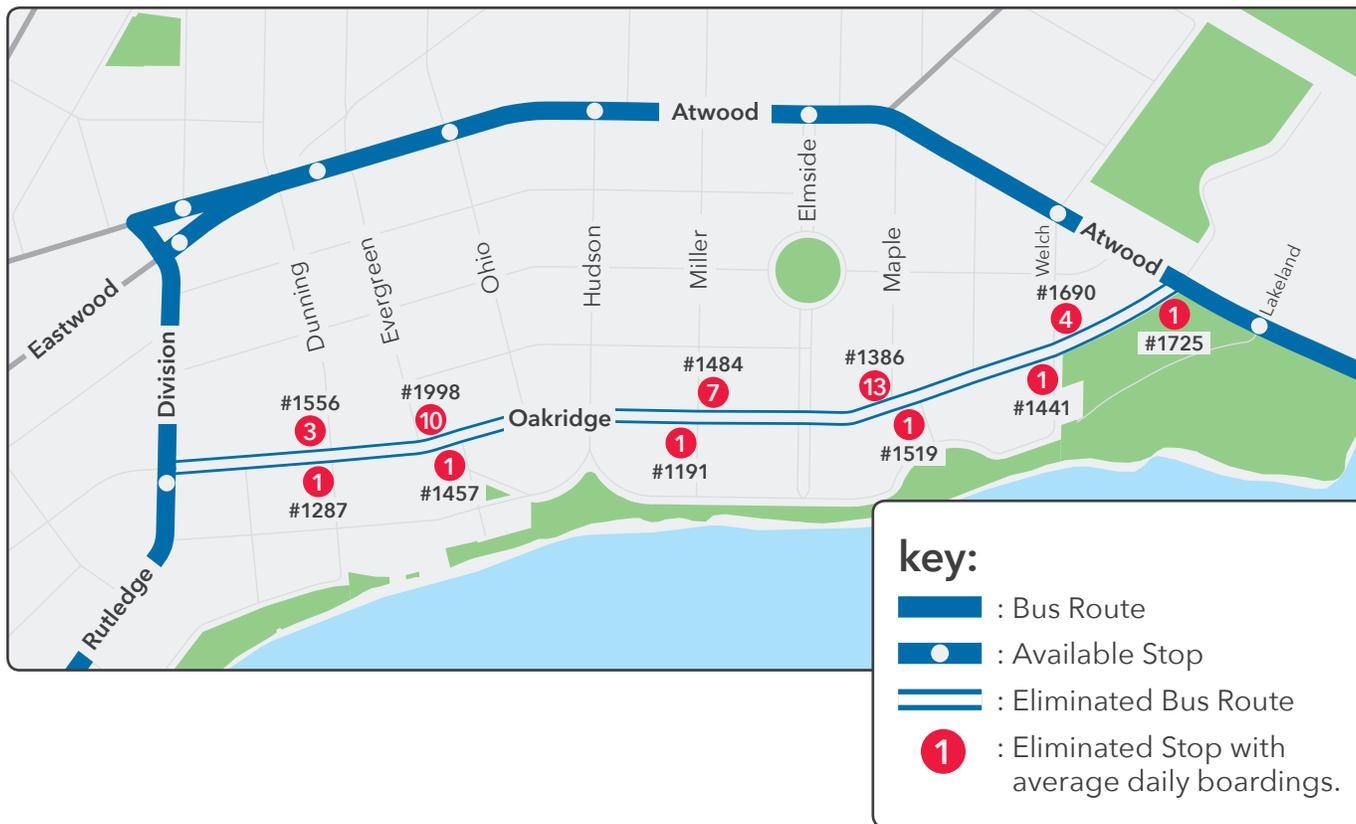
Based on census data, does not create disparate burden on people of color or low income residents.

Route 37 Proposed Stop Changes



Route 38 Proposed Routing Changes

Proposed service removal from Oakridge Ave. between Division St. and Atwood Ave



Impacts

Bus service along Oakridge (between Division St. and Atwood Ave.) will be eliminated. **Approximately 43 boardings across 11 stops affected.**

Route 38 service to stops on Atwood Ave. (north of Oakridge) would be increased.

Service increase to Maple Ridge Complex, Madison Kipp, St. Bernards Campus, Cornerstone Complex, 2223 Atwood Complex, Asana Complex, Goodman Center.

Reasons

Via Oakridge service travels through residential area that has less development and low ridership. Proposal shifts service to higher density and ridership area, which with additional mixed-use projects in the works, has the potential for even higher ridership.

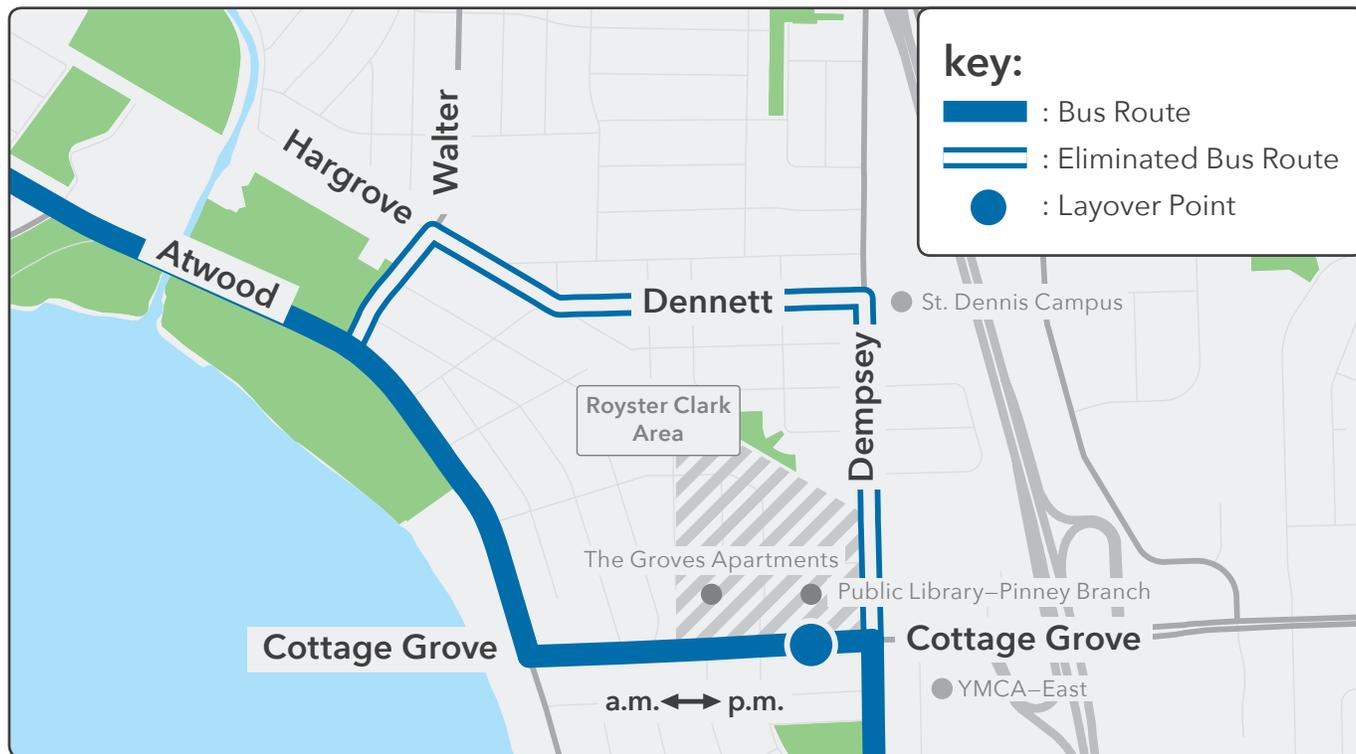
Metro's Transit Development Plan (TDP) recommends against routes that alternate trips between two different areas due to this being confusing and reduces service frequency in each corridor.

The TDP also specifically recommended eliminate the "via Oakridge" via as a mid-term goal.

In addition, speed humps and narrowness of street cause operational issues that can delay service.

Route 38 Proposed Routing Changes

Proposed removal of service from segments of Walter, Hargrove St., Dennett Dr. and Dempsey Rd.



Impacts

Service eliminated from Walter St., Hargrove St., Dennett Dr. and segment of Dempsey Rd.

Route 38 service to stops along Atwood Ave. (south of Walter St.) and Cottage Grove Rd. (west of Dempsey Rd.) would be increased.

Service eliminated to St. Dennis Campus.

Service increased to Royster Clark Area.

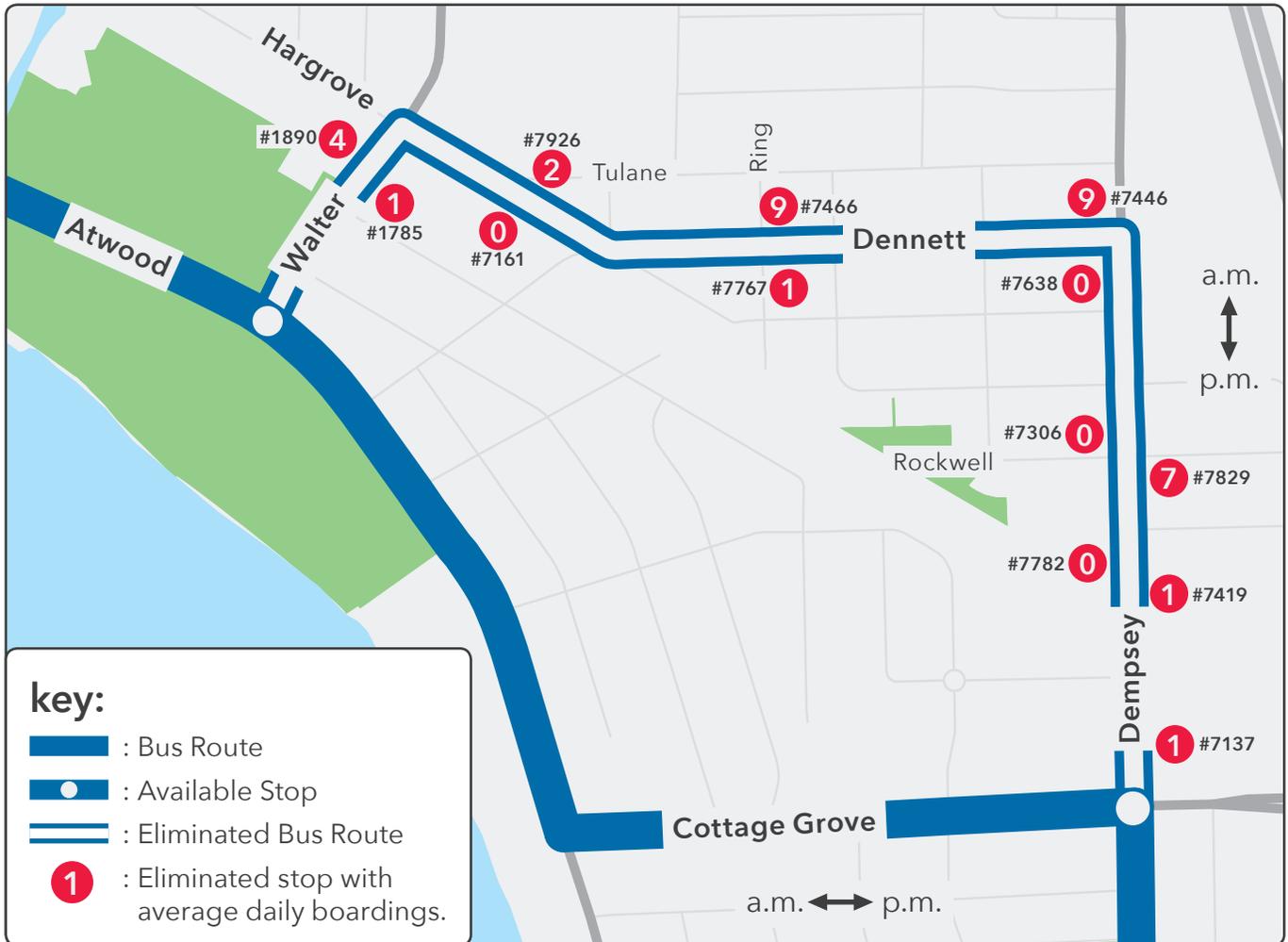
Reasons

Via Dennett service travels through area that has less development and low ridership. Proposal shifts service to higher density and ridership area, which with additional mixed-use projects in the works, has the potential for even higher ridership.

Metro's Transit Development Plan also recommends against routes that alternate trips between two different areas due to this being confusing and reduces service frequency in each corridor.

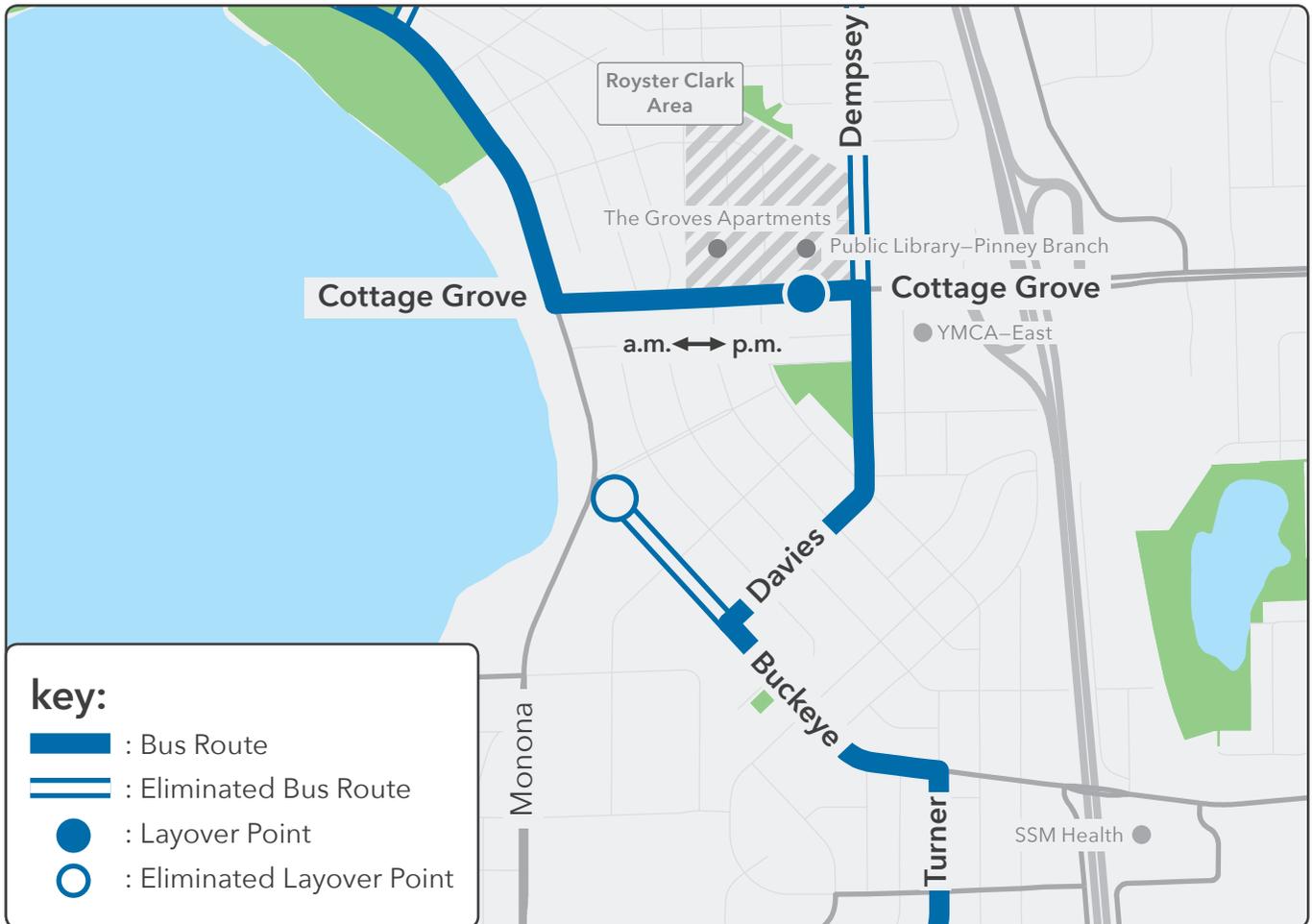
Route 38 Proposed Stop Changes

Proposed removal of service from segments of Walter, Hargrove St., Dennett Dr. and Dempsey Rd.



Route 38 Proposed Routing Changes

Proposed removal of service from segments of Dempsey Rd., Davies and Buckeye Rd.



Impacts

Route 38 stops closed or service reduced.
(Route 16 still available between Monona Dr. and Turner Ave.)

Reasons

Buckeye road construction will eliminate dedicated parking areas at current layover stops at Buckeye Rd./Monona Dr.

Changes will utilize dedicated curbside bus stop pullout area at Cottage Grove/Dempsey Rd. which can be used for layover stop.

Shifts service from low-ridership residential area to mixed-use, higher-density corridor.

Route 38 Proposed Stop Changes

Proposed removal of service from segments of Dempsey Rd., Davies and Buckeye Rd.

