

MEMORANDUM

To: Yang Tao, Ph.D., P.E.
City of Madison

From: Tracy Shandor, P.E., PTOE
Brian Smalkoski, P.E., AICP, PTP, PTOE
Kimley-Horn

Date: March 23, 2018

Subject: Madison Yards Development – Transportation Demand Management Plan
Madison, Wisconsin

Kimley-Horn and Associates, Inc. (Kimley-Horn) was retained by SG Hill Farms, LLC, to develop a Transportation Demand Management Plan (TDMP) for the Madison Yards development located in the southwest quadrant of the University Avenue/Segoe Road intersection in Madison, Wisconsin. The Madison Yards redevelopment site is bounded by University Avenue and Old Middleton Road to the north, Segoe Rd to the east, Sheboygan Avenue to the south, and the new State Office Building to the west. The development plan for the site includes removing the existing Department of Transportation building and constructing a new mixed-use development including residential, hotel, retail, and office land uses.

The development of a TDMP for the site was requested by City of Madison staff and was included as a recommendation in the *Traffic Impact Evaluation* report completed for the site by Kimley-Horn in December of 2017. The recommendations in the TDMP are intended to reduce single occupancy vehicle trips to/from the site. This memorandum documents bicycle, pedestrian, and transit connections currently available to the area and how users of the site will access those connections. It includes recommendations for transportation demand management strategies that the developer team plans to implement on the site, including providing bike parking, B-cycle stations, and kiosks with information for transit and bicycles. In addition, the memorandum includes recommendations for transportation demand management strategies that should be considered by future designers and tenants of each of the proposed block groups within the Madison Yards development. The developer team will designate a TDM coordinator within the ownership entity for the private streets, central green, and infrastructure (currently, Lot 6) that will oversee TDM activities for Madison Yards. In addition, the developer is committed to providing the TDMP to all future designers and tenants.

Existing Multimodal Connections

The development site currently has access to bicycle share and public transit options near the site. There are also nearby bicycle and pedestrian trails, which are accessible from the site. The General Development Plan (GDP) zoning submittal figures attached (**GDP Figures 3, 4, 5, and 11**) display the existing bicycle/pedestrian paths, existing and planned B-cycle stations, existing Metro Transit routes

and bus stop locations, and the proposed pedestrian and bicycle circulation during the development site.

PEDESTRIAN

The redevelopment site is located in a walkable urban environment. As shown in **GDP Figure 3**, there is a dense network of sidewalks in the study area, and sidewalks are present on all of the study roadways surrounding the site. Crossing locations surrounding the site are currently provided at the intersections of University Avenue & Segoe Road, Segoe Road & Frey Street, Segoe Road & Sheboygan Avenue, Sheboygan Avenue & Eau Claire Avenue, and Eau Claire Avenue & Old Middleton Road. Additionally, a midblock crossing is currently present on the south side of the site along Sheboygan Avenue just east of the driveway to the Park Tower Apartments. The pedestrian infrastructure in the neighborhood has the potential to encourage walk trips to and from the site.

As shown in **GDP Figure 11**, the proposed development is planned to be laid out in blocks with interconnecting roadways between the blocks. Sidewalks and pedestrian crosswalks will be provided on the new roads internal to the site, providing adequate pedestrian accessibility within and to/from the site.

BICYCLE

The site is well-situated to promote bicycling as a viable mode of transportation. Existing bicycle paths near the site are shown in **GDP Figure 4**. In addition to these paths, the roadway network surrounding the site is accommodating to cyclists. University Avenue, Old Middleton Road, and Whitney Way have shoulder bicycle lanes in each direction near the site. Segoe Road, Sheboygan Avenue, Eau Claire Avenue, and Midvale Boulevard have wide shoulders for bicycle traffic and on-street parking. As shown in **GDP Figure 4**, three B-cycle stations are located within a ½ mile radius of the site and two B-cycle stations are currently proposed within the Madison Yards development.

The low-speed internal roadways of the development will provide a comfort level for cyclists traveling to/from origins destinations within the site on bike.

TRANSIT

Transit service in the project area is a strong asset, as Metro Transit has multiple routes that serve the development site area. As shown in **GDP Figure 5** (which was modified from the GDP version to show additional information for the purposes of this document), the following transit routes have bus stop locations immediately adjacent to the development site: 2, 8, 10, 12, 15, 28, 37, 38, 56, 57, 70, 71, 72. With the exception of Route 8, which provides weekend service only, all routes provide weekday service. Based on ridership data provide by Madison Metro, 4 of the 12 routes that provide weekday service near within the Madison Yards development currently have estimated average peak loads during the rush hour that exceed the bus capacity of 32 people per bus. Descriptions for each route are provided below and detailed information is provided in **Table 1**.

Proximate Transit Routes

Route 2 is a local route serving Sheboygan Ave, University Ave, UW Hospital, UW Campus, State St, Capitol Square, and Johnson-Gorham areas. The route includes weekday peak service at 15-minute intervals between 6-9:30am and 3-7:30pm, otherwise arriving at 30-minute intervals during all



daytime routes (including weekends and holidays) and hour intervals after 9pm. At least one of the weekday average peak loads estimated for this route during the rush hour exceed the bus capacity at stops 2175 and 2376.

Route 8 is a local route between Capitol Square and Spring Harbor, serving State St, UW Campus, University Ave, Sheboygan Ave, and Old Middleton Rd areas. Service is limited to weekends and holidays, arriving once an hour between 7am-10pm.

Route 10 is a local route between Union Corners and Sheboygan Avenue, including stops at East HS, Jenifer St, Johnson-Gorham, Broom-Bassett, UW Campus, University Ave, UW Hospital, and Sheboygan Ave. This route does not include weekend or holiday service, and does not run at times when UW is not in session. Hourly service occurs between E. Washington and E. Gorham between 7am-3:15pm. Increased service occurs near campus between 7:30am-9pm, with buses arriving approximately every 10 minutes during peak hours and every 30 minutes during non-peak hours.

Route 12 is a local route between Dutch Mill Park & Ride and Capitol Square operating only during weekday peak hours (6:00am - 9:00am and 3:00pm - 6:00pm). It serves Lake Point Drive, Alliant Energy Center, Capitol Square, State St, UW Campus, and University Ave areas.

Route 15 is a local route between Junction Ridge and Capitol Square including stops at areas such as Prairie Towne Center, High Point Rd, Old Sauk Trails Office Park, Greenway Station, Old Middleton Rd, Sheboygan Ave, University Ave, UW Campus, State St, Capitol Square, East Washington Ave, Metro Administration Facility, East HS, and Milwaukee St. Weekday service arrives approximately every 30 minutes between 5:30am and 10:45pm. This route does not include weekday or holiday service. At least one of the weekday average peak loads estimated for this route during the rush hour exceed the bus capacity at stops 2370 and 2513.

Route 28 is a local route connecting Johnson-Gorham, UW Campus, Observatory Drive, UW Hospital, and University Ave areas. Service occurs during weekday peak hours and runs approximately every 15 minutes between 5:30- 9:30am and between 2:30-6:30pm.

Route 37 is a local route with service only during weekday peak hours and only in the peak direction between Sheboygan Ave and Pflaum Rd, serving University Ave, UW Campus, State St, Capitol Square, E Washington Ave, Metro Administration Building, Atwood Ave, Buckeye Rd, and Dean Clinic East. On weekday service days, the route operates in the Pflaum Road direction approximately every 15 minutes between 6:45-10am and in the Sheboygan Avenue direction between 3:30-6pm.

Route 38 is a local route travelling between Pflaum Rd and UW Campus/Sheboygan Ave. It includes stops at LaFollette HS, Turner Ave, Atwood Ave/Oakridge Ave, Jenifer St, Wilson St, Broom-Bassett, UW Campus, Observatory Dr, UW Hospital, and University Ave areas. Service is exclusive to peak hours and in the peak direction only. The route arrives every 15 minutes between 5:30-9:30am in the morning in the Sheboygan Avenue direction and from 2:45-6:45pm in the evening in the Pflaum Road direction.

Route 56 is a local route serving East Pass, McKenna Blvd, Reetz Rd, Whitney Way, Sheboygan Ave, UW Campus, State St, Capitol Square, E Washington Ave, Metro Administration Facility, East



HS, and Commercial Ave. It has limited stop service between the West Transfer Point and UW Campus. Service occurs only during morning and evening peak hours, approximately every 30 minutes between 6-8am and between 4-6pm.

Route 57 is a local route serving East Pass, Muir Field Rd, Piping Rock Rd, Whitney Way, Sheboygan Ave, UW Campus, State St, Capitol Square, E Washington Ave, Metro Administration Facility, East HS, and Commercial Ave, with limited stop service between West Transfer Point and UW Campus. Service is limited to peak hours, occurring approximately every 30 minutes between 6-8:30am and between 4-6:30pm. At least one of the weekday average peak loads estimated for this route during the rush hour exceed the bus capacity at stop 2175.

Route 70 is a local route between Middleton and Capitol Square, including stops at State St, UW Campus, University Ave, Spring Harbor, Marshall Park, Century Ave, Donna Dr, Branch St-Terrace Ave-Discovery Springs, and Greenway Station. Service is available on weekdays, arriving every 30 minutes between 5am-11:30pm.

Route 71 is a local route between Middleton and Capitol Square serving State St, UW Campus, University Ave, Spring Harbor, Marshall Park-Terrace Ave/Parameter St-Discovery Springs, and Greenway Station areas, with limited service between Whitney Way and the UW Campus. Service is limited to peak hours and occurs approximately every 30 minutes between 6:30-8:30am and between 4-5:30pm.

Route 72 is also a local route between Middleton and Capitol Square. It serves State St, UW Campus, University Ave, Spring Harbor, Marshall Park-Terrace Ave/Parameter St-Discovery Springs, and Greenway Station areas. It has limited service between Whitney Way and the UW Campus. Service occurs during peak hours only and arrives at approximately 30-minute intervals between 6:15-8:30am and between 4-5:30pm. At least one of the weekday average peak loads estimated for this route during the rush hour exceed the bus capacity at stop 2370.

TDMP Strategies

The following sections describe the recommended transportation demand management strategies for the proposed Madison Yards development.

SITE WIDE / GLOBAL

The following items are committed to be provided within the site:

- Kiosks with transit and bicycle information throughout the site.
- Well-defined bus stops on Sheboygan Avenue and Segoe Road.
- At least one Madison B-cycle station within the site.
- Dedicated areas for bike parking within the site.
- Dedicated parking stalls for a car sharing program (e.g. Car2Go, HOURCAR, Zipcar) within the site.



- A comprehensive parking enforcement strategy will be implemented to enforce posted parking restrictions and prevent daily employees from parking in short-term retail/commercial spaces.

TDM COORDINATOR

The ownership entity for the private streets, central green, and infrastructure (currently, Lot 6) will designate a coordinator to manage TDM activities for the entire Madison Yards development. Each land use / major tenant will be assessed fees to fund the TDM coordinator and program as well as to maintain common development items, including bus shelters, B-cycle station, parking enforcement, storm water, and private law enforcement for the development. The TDM coordinator will have the following responsibilities:

- Serve as the liaison to the Madison Traffic Engineering and Planning Departments regarding the TDMP including provide Madison staff with updated contact information if the coordinator were to change.
- Collect and report performance metrics to the City on an annual basis (metrics are defined in the *Performance Metrics* section of this document).
- Provide the TDMP to all future designers of each block group and tenants within the Madison Yards development.
- Provide support to the TDM Liaison(s) for each land use within the various block groups to assist future property managers with implementing the TDM strategies identified for each use.
- Encourage the State of Wisconsin to designate a TDM Liaison to increase state employee and visitor use of alternative transportation.
- Work with entities to organize a bulk purchase program for transit passes.

RESIDENTIAL USES

The TDM coordinator will encourage and assist future property managers of residential buildings to do the following:

- Designate a TDM Liaison(s) for each land use within the various block groups to coordinate the various TDM strategies that require ongoing attention. The responsibilities of the TDM Liaison(s) / TMA may include, but are not limited to, upkeep of transit information kiosk and other communications, completion and distribution of welcome packets, facilitating resource sharing of TDM strategies among future tenants, and fulfilling requests for annual guest transit passes or transit cards.
- Separate the cost of residential parking from residential leases, and do not require residents with no cars to rent a parking stall as part of their lease.
- Provide car share options within the site to facilitate travel for individuals that do not have access to a car.

- Promote biking as a mode of transportation to and from residents by providing bicycle amenities, including short-term bicycle spaces for the residents, guests, and employees, long-term covered, secured bicycle parking for residents, and a bicycle air/repair station.
- Provide residents the option of subscribing to broadband (fiber or wireless) internet access. Where relevant, provide information and promote telecommuting to residents and employees.
- Maintain information on transportation alternatives available to residents, guests, and employees through a variety of mediums, including print and online media.
- Develop and maintain a policy that provides for truck and service deliveries outside of peak traffic periods. This does not include FedEx/UPS-type deliveries.
- Develop and implement an incentive program in order to actively encourage residents, guests, and employees to use alternative modes of transportation.
- Provide orientation packets to residents, guests, and employees detailing ways to reduce vehicle travel, including information on nearby transit and bicycle/pedestrian facilities and amenities. Orientation packets may include the following:
 - Transit passes or a pre-loaded transit card. These passes will promote trial or guest use of the local transit system. Upon request from a resident, four additional passes or equivalent transit card credit will be provided to residents on an annual basis for guest use.
 - Information on Wisconsin's Rideshare Program, RIDESHARE, etc. To encourage and match commuter carpools and vanpools since the work destination is a commonality.
 - Information on the Guaranteed Ride Home program provided through RIDESHARE, etc. The program offers a backup / emergency ride home from work to employees who regularly travel to work via carpool, vanpool, mass transit, or bicycle for up to six times per year.
 - Information on car sharing programs (e.g. Car2Go, HOURCAR, Zipcar). Note the location of the designated parking spaces for these vehicles near the site, as well as shared car parking instructions.
- Commit to hosting up to two (2) sessions per year where Madison Metro, shared bike, and shared car providers can come to the site to conduct a commuter fair and educate residents and employees on commuting options.

RETAIL / COMMERCIAL USES

The TDM coordinator will encourage and assist future business owners and employers to do the following:

- Designate a TDM Liaison(s) for each land use within the various block groups to coordinate the various TDM strategies that require ongoing attention. The responsibilities of the TDM Liaison(s) may include, but are not limited to, upkeep of transit information kiosk and other communications, completion and distribution of welcome packets, and facilitating resource sharing of TDM strategies among future tenants.

- Post information on the business website about how to arrive to the retail / commercial via transit.
- Promote biking as a mode of transportation to and from retail / commercial uses by providing bicycle amenities, including bicycle spaces for employees and customers and a bicycle air / repair station.
- Provide information to the public on available car share options within the site to facilitate travel for individuals that do not drive to work or have access to a car.
- Provide preferential parking for designated rideshare users (carpool or vanpool).
- Work with the TDM Coordinator to evaluate the possibility of providing transit subsidies to employees to reduce the cost of transit by offering prepaid or discounted transit passes to employees who agree to commute primarily by transit. Cost sharing can be done in various ways, including employer subsidized, transit agency subsidized, shared cost partnerships or variations of each. Federal tax law allows employees to receive a transit subsidy (to an IRS maximum) without incurring tax liability for the benefit, and Wisconsin offers employers tax credit for offering commuting options.
- Maintain information on transportation alternatives available to customers and employees through a variety of mediums, including print and online media.
- Develop and maintain a policy that encourages truck and service deliveries outside of peak traffic periods. This does not include FedEx/UPS-type deliveries.
- Provide information and promote telecommuting to employees.
- Provide orientation packets to employees detailing ways to reduce vehicle travel, including information on nearby transit and bicycle/pedestrian facilities and amenities. Orientation packets can include the following:
 - Transit passes or a pre-loaded transit card. These passes will promote trial or guest use of the local transit system.
 - Information on Wisconsin's Rideshare Program, RIDESHARE, etc. To encourage and match commuter carpools and vanpools since the work destination is a commonality.
 - Information on the Guaranteed Ride Home program provided through RIDESHARE, etc. The program offers a backup / emergency ride home from work to employees who regularly travel to work via carpool, vanpool, mass transit, or bicycle for up to six times per year.
 - Information on car sharing programs (e.g. Car2Go, HOURCAR, Zipcar). Note the location of the designated parking spaces for these vehicles near the site, as well as shared car parking instructions.
- Commit to hosting up to two (2) sessions per year where Madison Metro, shared bike, and shared car providers can come to the site to conduct a commuter fair and educate employees on commuting options.



OFFICE / MEDICAL OFFICE USES

The TDM coordinator will encourage and assist future office and medical employers to do the following:

- Designate a TDM Liaison(s) for each land use within the various block groups to coordinate the various TDM strategies that require ongoing attention. The responsibilities of the TDM Liaison(s) may include, but are not limited to, upkeep of transit information kiosk and other communications, completion and distribution of welcome packets, and facilitating resource sharing of TDM strategies among future tenants.
- Post information on the business website about how to arrive to the office / medical office via transit.
- Promote biking as a mode of transportation to and from the office / medical office by providing bicycle amenities, including bicycle spaces for employees / visitors and a bicycle air / repair station.
- Provide on-site showers and personal locker facilities for employees.
- Provide car share options within the site to facilitate travel for individuals that do not drive to work or have access to a car.
- Provide preferential parking for designated rideshare users (carpool or vanpool).
- Work with the TDM Coordinator to evaluate the possibility of providing transit subsidies to employees to reduce the cost of transit by offering prepaid or discounted transit passes to employees who agree to commute primarily by transit. Cost sharing can be done in various ways, including employer subsidized, transit agency subsidized, shared cost partnerships or variations of each. Federal tax law allows employees to receive a transit subsidy (to an IRS maximum) without incurring tax liability for the benefit, and Wisconsin offers employers tax credit for offering commuting options.
- Maintain information on transportation alternatives available to visitors and employees through a variety of mediums, including an electronic kiosk in a building common space. The kiosk may include an on-screen trip planning application, as well as provide real-time information to transit, bicycle / pedestrian, bicycle rental, and other multimodal resources.
- Provide lobby amenities including, umbrellas, rain jackets, and other items available to facilitate midday walking trips during inclement weather.
- Develop and maintain a policy that encourages truck and service deliveries outside of peak traffic periods. This does not include FedEx/UPS-type deliveries.
- Provide orientation packets to employees detailing ways to reduce vehicle travel, including information on nearby transit and bicycle/pedestrian facilities and amenities. Orientation packets can include the following:
 - Transit passes or a pre-loaded transit card. These passes will promote trial or guest use of the local transit system.

- Information on Wisconsin's Rideshare Program, RIDESHARE, etc. To encourage and match commuter carpools and vanpools since the work destination is a commonality.
- Information on the Guaranteed Ride Home program provided through RIDESHARE, etc. The program offers a backup / emergency ride home from work to employees who regularly travel to work via carpool, vanpool, mass transit, or bicycle for up to six times per year.
- Information on car sharing programs (e.g. Car2Go, HOURCAR, Zipcar). Note the location of the designated parking spaces for these vehicles near the site, as well as shared car parking instructions.
- Consider alternate work arrangements for employees including:
 - *Telecommuting*: Arrangement for employees to work at remote locations one or more days per week rather than commuting to the work site. Technology plays an important role in telecommuting, since many employees will need to maintain a virtual connection with the worksite in order to access necessary information and/or people.
 - *Flexible Work Hours*: Employees are allowed to choose their clock-in/clock-out times. Core hours may be required to maintain a certain amount of the work-day for scheduling face-to-face interactions, collaborations, and meetings without conflicting with flexible start and end times.
 - *Staggered Work Hours*: Good for large facilities where work schedules are regular, causing long arrival and departure lines. Individual groups may be assigned to fixed arrival/departure, typically over a one- to three-hour period.
 - *Compressed Work Week*: Employees are allowed to work fewer days per week or over a two-week period by increasing the number of hours worked per day. Common schedules:
 - 9/80 (employees work 9 hours per day for a two-week period and get the 10th day off)
 - 10/80 (employees work 10 hours per day for one-week and get the 5th day off)
- Commit to hosting up to two (2) sessions per year where Madison Metro, shared bike, and shared car providers can come to the site to conduct a commuter fair and educate employees on commuting options.

Performance Metrics

The following transportation demand metrics will be made available when requested by City of Madison staff.

- Current contact information for each TDM Liaison
- Summary of TDM strategies that occurred within the previous calendar year within the development
- List of on-going strategies currently being implemented within the development
- Number of attendees that attended commuter fairs held within the development
- Number of employers offering prepaid or discounted transit passes
- Summary of mode share survey results for Madison Yards



TDM Resources

The following transportation demand management resources are available for multimodal transportation options and transportation demand within the City of Madison.

- **Madison Metro Transit:** <http://www.cityofmadison.com/metro/>
- **Madison B-cycle:** <https://madison.bcycle.com/>
- **RIDESHARE, etc.:** <https://www.rideshareetc.org/rp2/Home/Home>
- **City of Madison Transportation Demand Management Objectives and Policies:**
https://www.cityofmadison.com/dpced/planning/transportationmasterplan/documents/System2_TDM.pdf
- **Madison Area MPO Rideshare Information for Employers:**
<http://www.madisonareampo.org/rideshare/foremployers.cfm>
- **Wisconsin DOT Commuter Benefit Program Information for Employers:**
<http://wisconsindot.gov/Pages/travel/road/rideshare/employer.aspx>

Attachments

The following attachments are included to supplement this memorandum:

- A. Table 1: Detailed Transit Service Near Madison Yards
- B. GDP Figure 3 - Circulation Diagram – Pedestrian
- C. GDP Figure 4 - Circulation Diagram – Bicycle
- D. Modified GDP Figure 5 - Circulation Diagram – Public Transit
- E. GDP Figure 11 - Internal Pedestrian & Bicycle Circulation

Table 1: Detailed Transit Service Near Madison Yards

Route ¹	Stops Near Madison Yards ¹	Direction of Travel	Service Description	Weekday AM Peak (6am – 9:30am)		Weekday PM Peak (3pm – 7:30pm)	
				Number of Buses Departing Each Stop	First – Last Departure Time ² / Approximate Service Headway	Number of Buses Departing Each Stop	First – Last Departure Time ² / Approximate Service Headway
2	2175, 2101, and 2395	North Transfer Point (eastbound along Sheboygan Avenue)	All day on every service day	14	6:07am – 9:23am / 15-minute	22	3:07pm – 7:22pm / 15-minute
	2184, 2100, and 2376	West Transfer Point (westbound along Sheboygan Avenue)		6	6:42am – 9:14am / 30-minute	19	3:01pm – 7:21pm / 15-minute
8	2175, 2101, and 2395	Capitol Square (eastbound along Sheboygan Avenue)	All day on weekends and holidays	No Weekday Service			
	2184, 2100, and 2376	Spring Harbor (westbound along Sheboygan Avenue)					
10	2175, 2101, 2395, and 2923	Union Corners (eastbound along Sheboygan Avenue)	Weekday service 7:00am – 6:00pm	15	7:11am – 9:22am / 5-minute to 18-minute	19	3:15pm – 7:05pm / 9-minute to 30-minute
	2846, 2184, 2100, and 2376	University Row (westbound along Sheboygan Avenue)	Weekday service 7:00am – 10:00pm	5	8:04am – 9:20am / 5-minute to 30-minute	22 ³	3:02pm – 7:10pm / 4-minute to 30-minute
12	2513 and 2923	Dutch Mill (eastbound along University Avenue)	Weekday service 3:00pm – 6:00pm	No Service		4	4:21pm – 5:50pm / ~30-minute

Route ¹	Stops Near Madison Yards ¹	Direction of Travel	Service Description	Weekday AM Peak (6am – 9:30am)		Weekday PM Peak (3pm – 7:30pm)	
				Number of Buses Departing Each Stop	First – Last Departure Time ² / Approximate Service Headway	Number of Buses Departing Each Stop	First – Last Departure Time ² / Approximate Service Headway
	2370 and 2902	West Transfer Point (westbound along University Avenue)	Weekday service 6:00am – 9:00am	4	6:33am – 7:59am / ~30-minute	No Service	
15	2175, 2101, and 2395	East Transfer Point (eastbound along Sheboygan Avenue)	All day service on every weekday (limited service in certain areas beyond the site)	6	6:26am – 8:54am / 15- to 60-minute	8	3:14pm – 7:06pm / 30- to 60-minute
	2513	East Transfer Point (eastbound along Old Middleton Road/University Avenue)		9	7:17am – 9:19am / 15-minute	No Service	
	2923	East Transfer Point (eastbound along Old Middleton Road/University Avenue)		15	6:27am – 9:20am / 5- to 15-minute	8	3:16pm – 7:06pm / 30-minute
	2846, 2184, 2100, and 2376	Junction Ridge (westbound along Sheboygan Avenue)		7	6:12am – 09:08am / 30-minute	3	6:08pm – 7:26pm / 30- to 60-minute
	2370 and 2902	Junction Ridge (westbound along Old Middleton Road/University Avenue)		No Service		10	3:07pm – 5:51pm / 10- to 25-minute
28	2513 and 2923	North Transfer Point (eastbound along University Avenue)	Weekday service 2:00pm – 6:00pm	No Service		8	4:29pm – 6:16pm / 15-minute
	2370 and 2902	West Transfer Point (westbound along University Avenue)	Weekday service 5:00am – 9:00am	8	6:31am – 9:07am / 15- to 45- minute	No Service	
37	2175, 2101,	Pflaum Road (eastbound along Sheboygan Avenue)	Weekday service 7:00am – 10:00am	2	6:42am – 7:10am / ~30-minute	No Service	



Route ¹	Stops Near Madison Yards ¹	Direction of Travel	Service Description	Weekday AM Peak (6am – 9:30am)		Weekday PM Peak (3pm – 7:30pm)	
				Number of Buses Departing Each Stop	First – Last Departure Time ² / Approximate Service Headway	Number of Buses Departing Each Stop	First – Last Departure Time ² / Approximate Service Headway
	2395, and 2923						
38	2370 and 2902	Sheboygan Avenue (westbound along University Avenue/Old Middleton Road)	Weekday service 5:00am – 9:00am	8	6:01am to 7:59am / ~15-minute	No Service	
56	2175 and 2101	North Transfer Point (eastbound along Sheboygan Avenue)	Weekday service 6:00am – 9:00am	7	6:18am – 9:18am / 30-minute	No Service	
	2100 and 2376	McKee Road (westbound o along Sheboygan Avenue)	Weekday service 3:00pm – 6:00pm	No Service		6	3:26pm – 5:57pm / 30-minute
57	2175 and 2101	North Transfer Point (eastbound along Sheboygan Avenue)	Weekday service 6:00am – 9:00am	5	7:04am – 9:03am / 30-minute	No Service	
	2100 and 2376	McKee Road (westbound along Sheboygan Avenue)	Weekday service 3:00pm – 6:00pm	No Service		5	3:41pm – 5:42pm / 30-minute
70	2923	Capitol Square (eastbound along University Avenue)	Weekday service 5:00am – 6:00am (extended), 9:00am – 3:00pm, and 6:00pm – 11:00pm	1	6:30am	2	3:39am and 6:38pm
	2370	Middleton (westbound along University Avenue)		1	9:27am	1	6:51pm

Route ¹	Stops Near Madison Yards ¹	Direction of Travel	Service Description	Weekday AM Peak (6am – 9:30am)		Weekday PM Peak (3pm – 7:30pm)	
				Number of Buses Departing Each Stop	First – Last Departure Time ² / Approximate Service Headway	Number of Buses Departing Each Stop	First – Last Departure Time ² / Approximate Service Headway
71	2923	Capitol Square (eastbound along university Avenue)	Weekday service 3:00pm – 6:00pm	5	7:00am - 8:57am / 30-minute	4	4:16pm - 5:46pm / 30-minute
	2370	Middleton (westbound along University Avenue)	Weekday service 6:00am – 9:00am	4	6:35am - 8:05am / 30-minute	6	3:27pm - 5:59pm / 30-minute
72	2923	Capitol Square (eastbound along university Avenue)	Weekday service 6:00am – 9:00am	6	6:45am - 9:12am / 30-minute	4	4:28pm - 5:58pm / 30-minute
	2370	Middleton (westbound along university Avenue)	Weekday service 3:00pm – 6:00pm	4	6:55am - 8:21am / 30-minute	7	3:10pm - 6:12pm / 30-minute

1 - Routes and Stop locations are shown on attached GDP Figure 5

2 - Within the vicinity of the Madison Yards development, departure time for the first stop and last stop in the direction of travel.

3 - Bus does not stop at each bus stop during every trip. Some of the bus stops have as low as 12 bus departures during the PM peak.

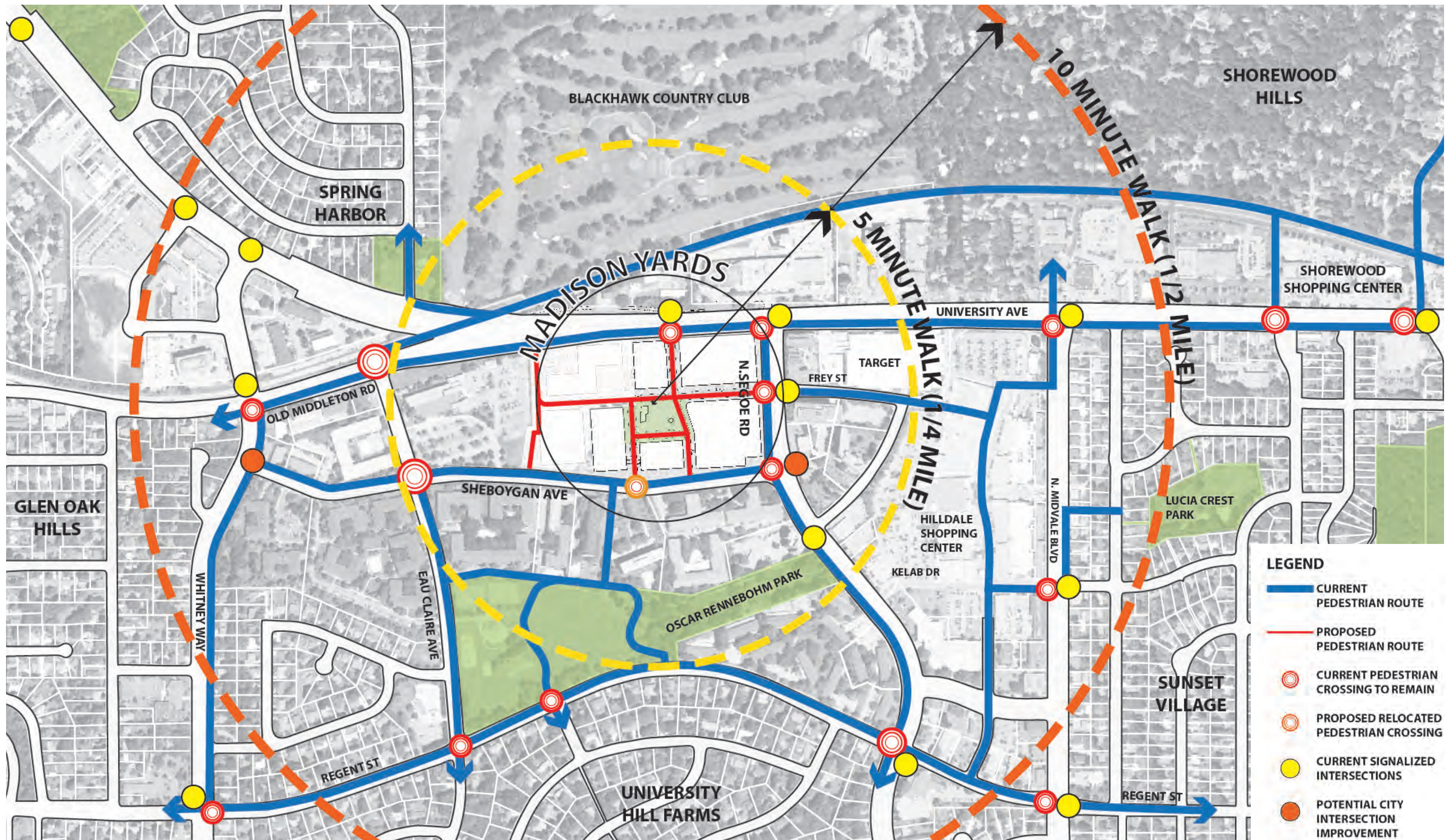


FIGURE 3 - CIRCULATION DIAGRAM - PEDESTRIAN

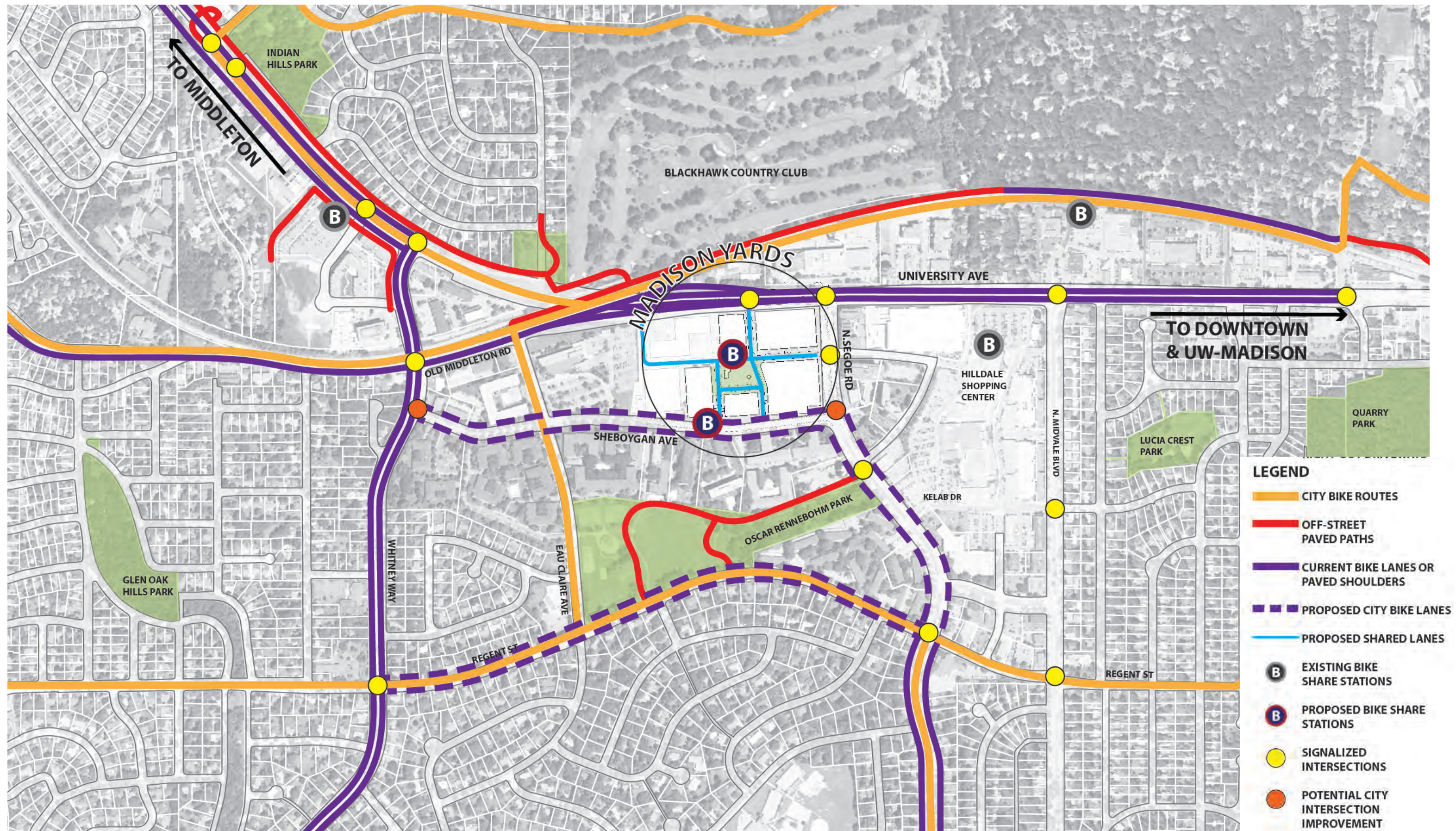
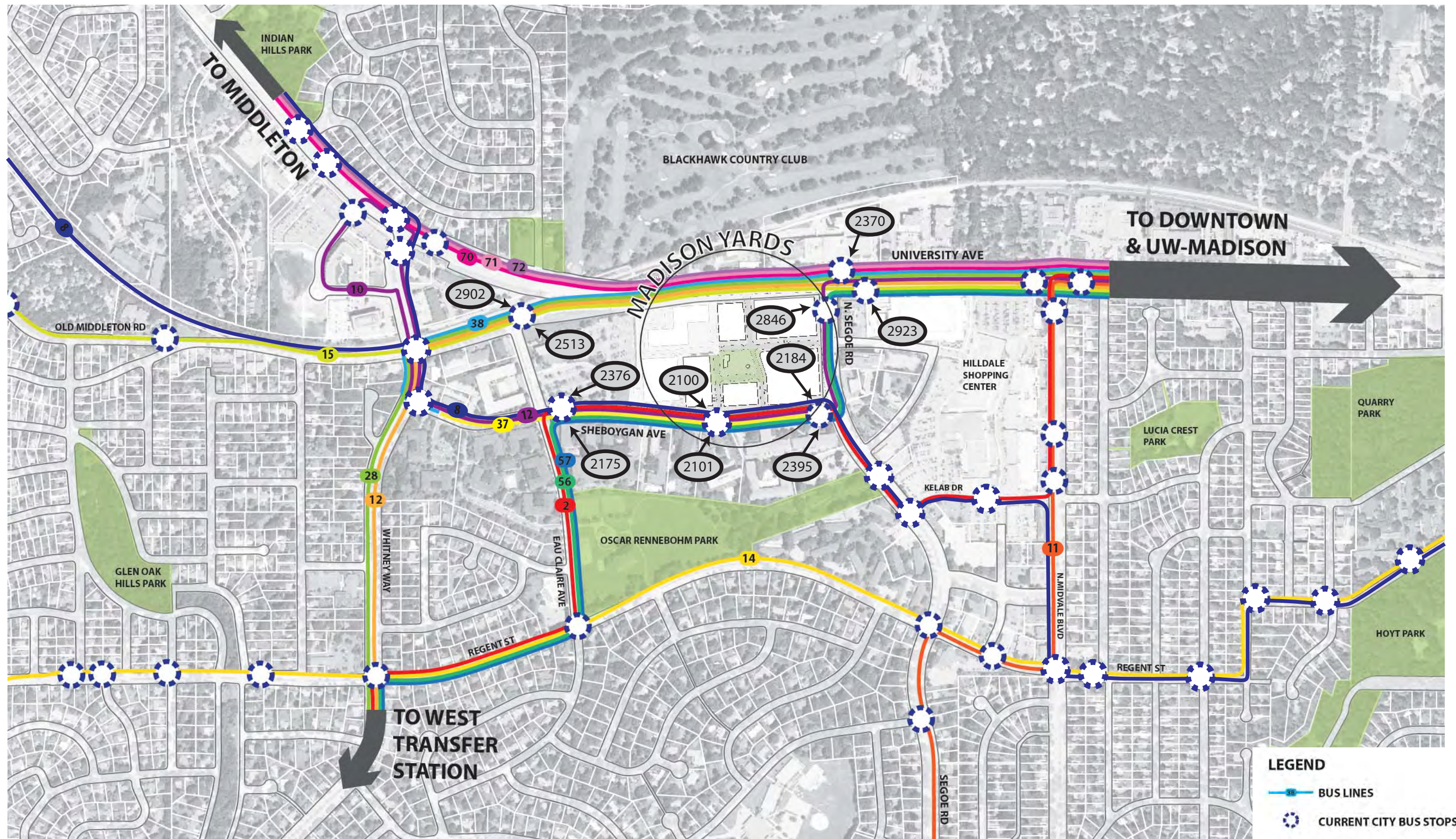


FIGURE 4 - CIRCULATION DIAGRAM - BICYCLE



MODIFIED FIGURE 5 - CIRCULATION DIAGRAM - PUBLIC TRANSIT

