

**The following is an annual report to the TPC and Common Council from Catherine Debo, Metro Transit General Manager.**

## **Metro Progress Report to Madison Common Council and Transit and Parking Commission regarding the Status of 2004-2008 Transit Development Program Recommendations**

In 2004, a Transit Development Program (TDP) for the Madison Urban Area was adopted by the City of Madison Common Council (July 20, 2004) and by the Madison Area Metropolitan Planning Organization (August 4, 2004). The following is a status report on its recommendations as they relate to **Metro Transit**:

### **I. Fixed Route Service Improvements**

- **Evaluate route services on Madison's West side and in the City of Middleton to improve service and extend routes to developing areas.**

**Evaluate improvements to and restructuring of South side service to improve travel times and off-peak and weekend service frequency.**

Metro's West and South-side Study was completed in the spring of 2006. After substantial outreach for public input on initial plans at over 30 Neighborhood Planning Associations and other meetings, service changes were implemented August 27, 2006. Improvements included in those changes include:

#### **West-side changes:**

- Introduction of a direct connection from WTP into west campus via **Route 11**.
- In Middleton – expansion of service between Madison and Middleton and introduction of “Transfer Opportunities” at several locations for intra-Middleton service.
- Faster, more direct service on **Routes 14 and 15** to downtown.
- Higher level of service on Sheboygan Avenue during peak hours when overloads tend to occur.
- Higher frequency of service along the full length of West Washington Avenue.
- Higher frequency of service between WTP and the Old Sauk Business Park during off-peak hours and all day on weekends.

#### **South-side changes:**

- **Route 47** has been modified to provide faster, more direct commuter service downtown to/from the Arbor Hills Area and a higher frequency of service on Fish Hatchery Road during peak hours. .
  - **Route 16** is a significant new route introduction offering a direct connection between the South and East Transfer Points, and provides a simpler, more consistent pattern of service in the South Madison area.
  - Introduction of a direct connection from STP into campus, using new **Route 44**.
  - Simplification of routing patterns for **Routes 47, 40, 5**, and new **Route 13**.
  - Faster, more direct service between ETP and STP through the Isthmus on **Route 5**.
  - Faster, more direct commuter service between Dutch Mill Park & Ride and downtown/UW campus.
  - Higher frequency of service on Olin Avenue evenings and weekends.
  - Higher frequency of service in the Bram/Beld area.
- **Work with UW to continue to improve service to campus the addition of more routes that penetrate the central campus area, provide for a better transfer connection to the campus bus route, and meet capacity needs on the campus route.**

**Add more limited-stop commuter service to the downtown/UW campus area as opportunities arise.**

As part of the route re-structure that went into effect on August 27, 2006, the following service improvements were introduced:

- Introduction of new campus circulator for south campus - **Route 85**.
- Introduction of a direct connection from WTP into west campus via **Route 11**.
- Introduction of a direct connection from STP into campus, using new **Route 44**.

- **Improve service to The American Center.**

Additional service was introduced in 2005 through a contract with The American Center for service funding, in the same fashion that commuter service was first introduced to that Business Park in 2002. Future service expansion extensions may be possible through this same means.

- **Work with City of Fitchburg to extend commuter service to Fitchburg Center and the new Technology Campus, and explore extension of off-peak service to the commercial areas along McKee Rd.**

Commuter service extension to Fitchburg Center and the new Technology Campus was introduced August 27, 2006.

- **Extend commuter service to developing residential neighborhoods and suburban communities when feasible.**

Commuter service to Verona was implemented in 2005. Additional service to Middleton and Fitchburg was recently introduced on August 27, 2006. Discussions are on-going with Cross Plains, Oregon, Stoughton and Evansville for potential commuter service extensions in 2008. Extensive past discussions have also been held with Sun Prairie and preliminary discussions have been held with McFarland. Both of those communities are also considering service extensions for 2008/9. Metro's 2007 budget includes a supplemental budget request for commuter service extension to the Highpoint/Raymond area in Madison – based on positive survey results from a survey conducted in the spring of 2006, in connection with the West-side Study.

## **II. Metro Transfer Point System (Overall Service/Operations)**

- **Evaluate the feasibility of adding additional Transfer Point(s) into route system.**

Effective August 27, 2006 Metro introduced "Transfer Opportunity" markers at selected locations throughout the system where three or more routes intersect, flagging the locations on maps and in the Ride Guide. While many people who are long-time users have known how to negotiate the system by transferring at those and other bus stops, this "flagging" of the opportunities will help casual users learn to maximize use of the system.

Metro pursued discussions with Middleton concerning the possibility of a "Northeast Transfer Point" this year, but after discussions City of Middleton officials settled on flagging "Transfer Opportunity" locations for the present. Future opportunities may develop for a formal Transfer Point in that area in the future.

On the southeast side, Metro has made arrangements with the State to incorporate more transit amenities in their plans to expand the Dutch Mill Park & Ride, specifically two new shelters and a bus pull-off area to accommodate more Metro buses, Metro has maintained this Park & Ride for many years, and these new accommodations will enhance the potential use of the Dutch Mill Park & Ride as a future Transfer Point. This location would make an excellent point of departure for peripheral routes to newly developing areas on the southeast side of Madison, McFarland, and Stoughton.

Additionally, Metro has begun preliminary discussions with City Real Estate about opportunities to lease space for Park & Ride purposes at the Harrabee Center, located in close proximity to the South Transfer Point.

- **Continue efforts to improve the phasing of buses, where feasible, in transit corridors approaching and running through the downtown/UW Campus area.**

Several improvements in phasing were introduced in system changes that became effective August 27, 2006:

- Weekend service at the ETP went to the same "offset pulse" design that had been introduced on weekdays two years ago. This design provides for significant improvements in phasing of routes 3&4 and 2&5 in the Johnson Street and Jenifer Street corridors all day long and in the evening on weekends.
- Weekday phasing of routes 3,19, and 58 in the Monroe Street corridor was improved.
- Changes in Routes 27, 21, and 24 on the Northside has improved phasing of buses in some neighborhoods.

- **Continue to identify opportunities for improving bus travel times through scheduling, interlining of routes, increasing route directness, traffic signal prioritization, and other strategies.**

A number of system changes were introduced on August 27, 2006 to improve bus travel times and directness of service:

- Faster, more direct service on **Routes 14 and 15** to downtown from the westside.
- **Route 47** has been modified to provide faster, more direct commuter service downtown to/from the Arbor Hills Area.

- **Route 16** is a significant new route introduction offering a direct connection between the South and East Transfer Points.
- Introduction of a direct connection from STP into west campus, using new **Route 44**.
- Faster, more direct service between ETP and STP through the Isthmus on **Route 5**.
- Faster, more direct commuter service between Dutch Mill Park & Ride and downtown/UW campus on new **Route 11**.
- **Evaluate the feasibility of implementing alternative types of service (flex route, point deviation, demand responsive) in lower density areas during off-peak hours and on weekends and holidays.**  
Staff has reviewed these possibilities and found them to be:
  - no less expensive and potentially more expensive than current fixed route services;
  - incompatible with through-routing (interlining) needs of system design;
  - problematic from the standpoint of peak fleet-size needs and federal restrictions on spare ratio.

However, if as the transit system expands and opportunities arise for coordination with shared-ride taxi services (e.g. in Sun Prairie and in Stoughton), this may be an opportunity to effectively accomplish the purpose in those areas.

### III. Transit Corridors

- **Continue mapping potential future bus routes, and promote transit-supportive land use and site designs in these corridors.**  
Metro Staff has worked very closely with City of Madison land use planning and development review processes, providing recommendations for transit-supportive land use and design and passenger amenities. Staff has obtained excellent information from Middleton and Fitchburg concerning development plans and those communities are starting to build in transit-supportive land use and design in their development/re-development plans.
- **Identify opportunities to utilize transit priority treatments and measures in order to increase bus travel speeds through major transit corridors.**
- **Conduct pilot study to test a transit signal priority system in one corridor**

Metro staff has met with Traffic Engineering staff to determine the feasibility of implementing a transit signal priority system along a corridor, a route, or in general throughout the service area. Staff from Metro and Traffic Engineering agree that Metro has the technology in on-board buses (AVL computers) that could easily be adapted to trigger changes in the City's recently updated signal system – at sites where Traffic Pre-Emption software already exists for the Fire Department. A future Metro capital budget could include hard/software which could be incorporated in the Siemens' computers on-board buses. Specified traffic signals could be adjusted to accommodate Metro bus prioritization upon agreement of the parties.

After discussions, it was determined that the best system would be for buses to be given a relatively small measure of priority at specified signals when buses are running late. On-board bus computers have the present capability of communicating "late" buses to a traffic signal. The traffic signal would very slightly adjust the green to last a little longer to accommodate an approaching late bus.

Metro staff has internally discussed potential corridors and routes, without coming to conclusion of what they would ultimately like to recommend. Since Staff has been "flat out" in working on the West and South-side study, they have not had an opportunity to revisit this issue for awhile. One question they raised was the cost/benefit of such a program – which they will need to address in the future.

### IV. Metro Paratransit Service

- **Continue efforts to improve the efficiency of service through development of scheduling templates, reducing no shows, vendor and labor contracts, use of advanced technology, and other means.**

In 2005 Metro introduced innovative changes in RFPs for contracting, including a pilot "Long Term Assignment Program" which has since been continued this year. RFPs for the pilot and for the regular program have made bids far more competitive. Staff has been successful in attracting additional bidders to the competition - which is making a difference in overall costs.

The "Long-Term Assignment Program" provides plenty of incentive, as well as opportunity, for the contractor to increase efficiency in scheduling trips for that program by "templating" a substantial number of ADA paratransit client trips. See reference to use of technology in bullet below.

- **Utilize intelligent transportation systems (ITS) technologies to continue to improve monitoring of on-time performance of Metro service.**

Metro staff currently use the AVL/GPS system to closely monitor paratransit service directly provided by Metro and Staff uses the AVL system to tighten scheduling for Metro directly-provided service. The AVL system provides global vehicle positioning and real-time performance data for dispatchers to monitor. As drivers and dispatchers become more familiar with the capabilities of the system, additional efficiency and service benefits are anticipated.

Additionally, an Internet data portal has been developed and implemented for Paratransit Service Contractors (who provide 70% of service) to report their trip performance back to Metro. The information is directly transferred to Metro's Trapeze database to create on-time performance reports for contracted service that are identical to the reports generated for Metro directly-provided paratransit service. This information will allow Metro to create baseline stats for on-time performance by contractors as well.

- **Continue to work with Dane County Human Services staff and service agencies to spread out client trips to address peak period capacity issues and improve service efficiency.**

Staff worked with Dane County in the design of Metro's "Long-Term Assignment Program" to help address the problem of spreading out client trips in such a way that service could be provided in a more efficient, less expensive manner.

- **Focus more time on educating ADA eligible riders on how to use fixed-route bus service.**

Metro's Marketing and Customer Service Unit and Paratransit Staff work with senior centers, retirement communities, nursing homes and community service agencies to promote fixed route services. Metro staff has also worked with Easter Seals to "Train-the-Trainers" who work with specific paratransit riders to learn to use the fixed route system. The ADA Transit Subcommittee is actively soliciting input from community agencies.

- **Expand staffing time for fixed-route dispatch radio system in the evening and use that person to handle incoming calls for paratransit to evaluate service change requests and provide confirmation if the change is feasible.**

Operations Supervisor schedules were extended in 2005, with introduction of Metro's AVL system, to provide Dispatch /radio/AVL/telephone coverage from 4am to later in the evening (12:30am) in order to monitor and address paratransit as well as fixed route needs.

- **Establish standards that apply to the paratransit program as a whole, including performance thresholds for schedule adherence and road call rate.**

Metro currently uses its AVL system to closely monitor schedule adherence for paratransit service directly provided by Metro. Additionally, an Internet data portal has been developed and implemented for Paratransit Service Contractors to report their schedule adherence back to Metro. The information is directly transferred to Metro's Trapeze database to create on-time performance reports for contracted service that are identical to the reports generated for Metro directly-provided paratransit service. Once the data can be evaluated and compared to standards established by ADATS (formerly ADAPPOS), reports can be generated on these indicators.

- **Explore options for reducing paratransit costs.**

As mentioned above, in 2005 Metro introduced innovative changes in RFPs for contracting, including a pilot "Long Term Assignment Program" which has since been continued this year. The "Long-Term Assignment" program has provided the means and incentive to Contractors for "templating" of a substantial number of ADA paratransit client trips, which is producing cost savings to Metro. RFPs for the pilot and for the regular program have made bids far more competitive. Staff has been successful in attracting additional bidders to the competition - which is making a difference in overall costs.

Metro's AVL system is helping staff tighten scheduling for Metro directly-provided paratransit service. The AVL system provides global vehicle positioning and real-time performance data for dispatchers to monitor. As drivers and dispatchers become more familiar with the capabilities of the system, additional efficiency and service benefits are anticipated.

Also mentioned above, Metro's Marketing and Customer Service Unit is actively working with seniors and community service agencies to promote use of fixed route services by seniors and the disabled public. Fixed Route services cost per trip (\$3/trip) are substantially lower than the cost of Paratransit service (\$25/trip). The ADA Transit Subcommittee recently updated its duties to include outreach. In the recent past, Metro has worked with Easter Seals to "Train-the-Trainers" who work with specific paratransit riders to learn to use the fixed route system.

## **V. Area Specialized Transportation**

- **DCHS, Metro, and MPO staff should continue efforts to improve coordination and avoid duplication of Metro paratransit and county specialized transportation services.**

Metro Staff works closely with DCHS staff, MPO staff, and County Transportation Committee members to identify duplication of service areas. And since Metro is in the unfortunate position of providing service for clients whose transportation service from County programs is no longer available due to under-funding, Metro staff works closely with the County in helping them identify means of continuing to provide specialized human service transportation services through identification of savings from non-duplication and through additional funding sources.

## **VI. Facilities, Vehicles & Intermodal Connections**

- **Develop Park & Ride lots at bus transfer points and other locations (e.g. shopping centers) where opportunities arise.**

In 2004, Metro introduced its first Park & Ride lot at a Transfer Point – to the North Transfer Point. Within a week, the lot filled up every weekday and has been a tremendous success – tapping an entirely new passenger market. Efforts are being made by Metro Marketing to promote the lot's use on weekends – for downtown events park & riding.

In the summer of 2006, Common Council approved the lease of space at the East Transfer Point for a Park & Ride to be built by Swiss Colony for Metro's use. This lot had been planned for over two years and is expected to open late in 2006.

Initial discussions have begun about the possibility of leasing space near the South Transfer Point on the city-owned Harrambee property.

In the past, the Sherman Plaza Park & Ride lot was set up through a Conditional Use application in the development of the property. This is a well-utilized lot by transit patrons and this methodology seems promising for applications in the future.

Metro currently maintains the state-owned Dutch Mill Park & Ride lot and provides connecting commuter service there. The State plans to expand the lot and Metro has requested additional passenger amenities (two new shelters) and bus pull-off location for two to three buses. This is an excellent location for use as a Transfer Point (less formal than the others) for the South-East area of Madison as well as points beyond (McFarland and Stoughton).

- **Develop a comprehensive Metro bus stop inventory to assist in prioritizing bus stop improvements.**

Metro began this inventory process in the summer of 2005 and expands info in the inventory as stafftime allows.

- **Identify opportunities to incorporate transit amenities as part of street and sidewalk (re)construction projects.**

Metro Staff has actively incorporated transit amenities in the plan review process as well as part of street and sidewalk (re)construction projects for a number of years. Examples in 2005:

Provision by developers of boarding pads, shelters, and benches has been made through City of Madison Planning approval in 2005, including Northport Commons, Family Center on Fordem Avenue, Home Savings on E. Washington Avenue, US Bank on University Avenue, Monroe Commons, Hilldale Phases I and II, Troy Gardens housing, Miller project, UW residence hall on Dayton Street, Avalon Village re-development, Church project on Flad Avenue, Kennedy Point on Winnebago, and West Towne Mall; Provision by WisDOT of new shelters in connection with the East Washington Avenue construction project for each new segment of the project.

- **Work with City of Madison planning and real estate staff to explore long-term strategies to facilitate the acquisition of land necessary to improve transit access.**

In the past, easy access from the west to Jenifer Street was obtained through collaboration with City Planning and Traffic Engineering, as was (of course) the State Street Transitway. Future examples might include transitway development in the Pioneer neighborhood.

- **Continue efforts to reduce emissions from buses through use of cleaner fuels and pollution control technologies. Consider purchase of alternative fuel vehicles as part of future order.**

Metro began purchasing Ultra Low Sulfur Diesel Fuel in August, 2005 – a full year in advance of federal requirement. Additionally, Metro included the purchase of five state-of-the-art hybrid diesel-electric buses in its 2006 Capital Budget – which was approved by Common Council in the fall of 2005. The five buses have been ordered through a piggy-backing opportunity for Gillig buses in a Lafayette Indiana order and are expected for delivery in the summer of 2007.

- **Provide Metro bus schedule information to intercity bus companies and explore potential transfer sites with them to better coordinate intercity and local bus services.**

In 2003, Metro developed a contractual arrangement with Van Galder bus such that Van Galder helps to defray the cost to Metro of maintaining the Dutch Mill Park & Ride lot (\$24,000 annually), as Van Galder uses the lot as a spring board for service to Chicago/O’Hare Airport. To date this is the extent of coordination with intercity bus services.

## **VII. Funding and Fares/Transportation Demand Management (TDM)**

- **Continue efforts to maximize public and private funding sources.**

- Metro has been successful in obtaining adequate funding from Madison and partnering communities/institutions in the past three years to maintain, and in some areas expand service levels.
- Metro worked with WURTA (Wisconsin Urban and Rural Transportation Association) in the Legislature and with the Governor to obtain a 2% increase in State operating assistance for 2006 and 2007.
- Substantial additional revenues have come through Unlimited Ride Pass Agreements – related to increased ridership and rate increases. The benefits of New Unlimited Ride Pass Agreements were introduced to City of Madison and St. Mary’s Hospital employees.
- The American Center contracted with Metro to expand service to that Business Park area.
- Opportunities for additional advertising revenues became available recently through Common Council approval of amended Metro policy to allow the use of full wraps on buses.
- Metro pursued, with City Attorney assistance, a Charter Ordinance change which would allow the use of advertising in bus shelters. The related Resolution is currently on hold while sponsors seek additional support.
- Fare increases in 2005 brought substantial new revenues to Metro.

- **Continue marketing efforts for the Commuter Choice program.**

This pre-tax payroll deduction program continues to be promoted in Metro Ride Guides, on-board buses on car-cards, and in local media advertising. Twenty-eight employers, including the State, promote the use of transit through this program.

- **Continue to look for opportunities to expand Unlimited Ride Pass Programs to additional large or large institutions of employers.**

Metro had originally focused its Unlimited Ride Pass Programs on student institutions: UW/ASM, MATC, and Edgewood College. In 2002, Metro negotiated its first Employee Unlimited Ride Pass Agreement – with UW. Edgewood College’s program was expanded to include employees in 2004. In 2005 the City of Madison and St. Mary’s Hospital entered into Unlimited Ride Pass Agreements. In 2006, Metro has begun discussions with the Madison Environmental Group for development of a potential Association of small employers in the City of Madison for an Unlimited Ride Pass Agreement. Metro has also begun discussions with DOA for such an Agreement for State employees.

- **Pursue acquisition of high tech “smart card” fare collection equipment for integration into new Metro ITS technology.**

Metro introduced its new “smart card” fare collection system in July, 2005. All non-cash fares are now on smart cards such that they can be recorded accurately for billing and data collection purposes. Metro is the only transit system in the country to use this technology for all non-cash fare media types. The introduction of this technology was “smooth as silk” to passengers. Institutions have high confidence in the data and related billings for user trips. Availability of the new “smart card” technology made it possible for Metro to expand its Unlimited Ride Pass Program to two new contracting parties: City of Madison and St. Mary’s Hospital, and to engage in discussions with other parties (State and Madison Environmental Group) for potential future Unlimited Ride Pass Agreements.

## **VIII. Marketing/Customer Service & Information**

- **Continue targeted marketing efforts.**
- **Continue to increase convenient access to maps and Metro route schedule information.**
- **Continue efforts to make the Metro route system easier for the public to understand and use. Ensure that user friendliness is considered in route service planning.**

- Route changes made August 27, 2006 were very much focused on simplifying Metro’s route and schedule structure such that the general public could more easily access and use the service. Specific changes included:
  - Route 5 - no more “vias”;
  - Route 6 – Substantial simplification at the West Transfer Point by introduction of Routes 67 and 73 on weekdays (to replace “vias) and Routes 63, 67, and 68 on weekends;
  - Routes 47 and 40 – consistent route pattern and schedules on the south-side;
  - Introduction of Route 16 on the south side to replace inconsistent patterns of routing and schedules of discontinued Routes 41,42, and 43;
  - Replacement of Route 27 on the north side with Route 21 – for more consistent routing and schedules.
  - Replacement of Route 8 by Route 15 on weekdays on the far west side in order to obtain greater consistency of service;
  - Identical routing and service schedules for Saturday, Sunday, and Holiday service, with the sole difference being start-time on Sundays and end-time on Holidays;

Additionally, Metro began promoting “Transfer Opportunity” locations in its route and schedule information as well as on maps to enhance the systems’ ease of use by the public.

- Metro Staff continue targeting marketing efforts to areas and employers/institutions where new service is provided. Examples in 2005 included the City of Verona, employees of Epic Systems, employees of The American Center, employees of the City of Madison, employees of St. Mary’s Hospital, and to members of Network 222/Madison Environmental Group, as well as on-going marketing for Bucky Bus and Rhythm & BOOMS shuttles, Art Fair on the Square, Kohl Center events, and Miller Free Rides on New Years Eve.
- Metro continues to focus media campaigns on contemporary issues. Examples in 2005 include:
  - “Metro Transit Riders Come from *All Walks of Life*” a brochure to show state legislators and others the diversity of Metro riders and trip purposes;
  - “Feeling Pinched at the Pump” campaign on bus exterior ads, on radio and TV – to encourage non-riders to switch to transit because of high fuel prices;
  - “Wherever Life Takes You” print and TV spots to encourage riders to use public transportation for all aspects of their life;
  - “Riding the Bus with my Sister” campaign - piggybacking on the book and TV movie of the same name;
  - an educational campaign in print, on radio and TV, through streaming on-line video, and through “Show and Tell” presentations at Transfer Points and other locations to teach bus patrons how to use new fare collection equipment;
  - on-going promotions of Summer Youth passes, Commuter Choice pre-tax pass program, and the EZ Rider youth semester pass.
- Metro continues a high level of outreach to community groups. Examples in 2005 included the Hispanic Resource Fair, Verona Lights Out Celebration, Warner Park Community Center Neighborhood Day, Allied Drive Community Meeting, The World’s Largest Brat Fest, UW Alternative Transportation Day, Bike to Work Week Celebration, Clean Air Action Days, and with students at LaFollette High School to create materials in Spanish for students in their outreach efforts.

- Metro continues to update its Website and use of the Website continues to grow astronomically. An example: for the most recent service change Metro had heavily advertised the changes effective August 27, 2006 well in advance, specifically indicating availability of the New Ride Guide on its Website. As a result - Metro received 45,000 “hits” for the new Ride Guide information in advance of the service change! This high level of Website use saves Metro considerable dollars in printings of the Ride Guide, however Ride guide use has increased due to ridership growth.
- Metro began putting maps and site-specific schedules in its shelters in 2002. When service changes occur, new maps and schedules are posted in the shelters. Additionally a very broad campaign of replacing faded bus stop signs has been conducted since 2002, in tandem with service changes. Between 2002 and through to the most recent change in 2006, Metro updated over 90% of its bus sign stock and plans to complete that effort by the end of 2006.

## **IX. Transit Service from Communities Outside Metro’s Current Service Area**

- **Metro and MPO Staff should work with area communities to explore the feasibility of commuter service in the Madison area.**
  - Metro introduced additional service to The American Center in 2005 through a contract with The American Center for initial funding, in the same fashion that commuter service to the area was initially introduced in 2002. Future service expansion extensions may be possible through this same means.
  - Metro expanded service in Middleton and in Fitchburg to be able to provide reverse commute service to new area business parks and institutions on August 27, 2006.
  - Commuter service to Verona was implemented in 2005.
  - Discussions are on-going with Cross Plains, Oregon, Stoughton, Evansville, and Sun-Prairie for potential commuter service extensions in 2008. Metro set up a meeting with WisDOT in the spring of 2006 to assure the availability of state funding for these services planned for implementation in 2008.
  - Metro’s 2007 budget includes a supplemental budget request for commuter service extension to the Highpoint/ Raymond area – based on positive survey results from a survey conducted in the spring of 2006 (in connection with the West-side Study).

## **X. Service Coordination and Planning**

- **MPO and Metro Staff should explore opportunities to coordinate other area transit services (e.g. shared-ride taxi service in Sun Prairie) with Metro service.**

Metro’s service discussions with Sun Prairie have incorporated use of the shared ride service to connect residents to Park & Ride lots in Sun Prairie where bus service would be provided.

Metro Marketing staff continues to participate actively in Rideshare program planning and marketing efforts, and maintains the Rideshare Program transit service database.

- **Continue Metro staff involvement in City of Madison land use planning and development review processes. Encourage other area communities to involve Metro staff in their processes to ensure transit-supportive land use and design.**

Metro Staff has worked very closely with City of Madison land use planning and development review processes, providing recommendations for transit-supportive land use and design and passenger amenities. Staff has obtained excellent information from Middleton and Fitchburg concerning developments and those communities are starting to build in transit-supportive land use and design in their development/re-development plans.

- **Use ITS data for route scheduling, service and bus stop amenity planning. Update fixed-route service standards to incorporate additional data to become available with its ITS.**

Metro staff used ITS data extensive in route and schedule planning for service changes effective August 27, 2006. A very comprehensive listing of bus stop amenities has been developed in connection with boarding/alighting data to the bus stop level to chart a course for Metro in prioritizing location of passenger amenities in the future.



Metro's trips per route standard updates automatically with each monthly iteration of ridership by route. Other standards will be modified as and when time allows.

- **Metro Transit and City of Madison planning staff should identify opportunities for promoting transit-supportive development around and near existing and future bus Transfer Points and Park & Ride facilities.**

Metro and planning staff are aware of the strong desirability of transit-supportive development in the areas of Transfer Points and discuss opportunities as they become known.

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**Note:** The following are recommendations of the Transportation Development Program that relate to activities which the MPO, Transport 2020, the County, and other parties are recommended to perform:

- **Transit Corridors:** Re-evaluate the best corridor(s) for start-up high capacity transit service and consider flexible technologies that allow use of non-rail corridors as part of Phase 2 of the Transport 2020 Study.
- **Transportation Demand Management:** Increase City of Madison/MPO staff resources and funding for incentives and support services for the MPO Rideshare Etc. program and other TDM efforts.
- **Transit Service Outside Metro's Current Service Area:** MPO Staff and Dane County Specialized Transportation Manager should assist area communities in setting up their local shared-ride taxi service.
- **Service Coordination and Planning:** MPO Staff should work with the City of Monona to evaluate possible improvements in the City's off-peak service, integrating it with Metro service to improve both service and efficiency.
- **Service Coordination and Planning:** Seek regional agreement on a new financing and governance structure for area-wide transit service that will allow implementation of TDP and Transport 2020 study recommendations.
- **Service Coordination and Planning:** Carefully consider how any new high capacity transit service implemented in the East-West Corridor would be coordinated with a restructured local route system.
- **Area Specialized Transportation:** DCHS and MPO Staff should conduct an analysis of the county's Rural Senior Group Ride service to address service coordination, equity, and effectiveness.