
**TRANSIT AND PARKING COMMISSION
COVER SHEET**

AGENDA ITEM Transit - Related Items/Exec. Sec. Report	MEETING DATE March 14, 2006
ITEM TRANSIT Updates: Status Reports	
ID Number F. 1	Council report back due date: NA
OTHER REFERRALS AND ACTIONS TAKEN TO DATE: NA	
STAFF DISCUSSION OF ITEM: (a) Annual Reports were sent out in the mail in advance of the meeting. Please bring to meeting. (b) Service Change updates: see attached memo with information. (c) Neighborhood surveys: see updated summary with return rate info.	
FISCAL IMPLICATIONS: NA	
MATERIALS PRESENTED WITH ITEM: Attachments: Service change updates ("Tweeks"), updated Neighborhood survey summary.	
STAFF RECOMMENDATION/RATIONALE: As indicated above.	
PREPARED BY: CSDebo	SIGNED DATE: 6/7/06

Post Public Hearing Service Adjustments

Route 06

Late evening, weekend, eastbound trips expanded/modified to include MATC and or the Portage/Hayes Loop in response to customer concerns/comments.

Route 11

PM, westbound trips rerouted from East Broadway to directly serve WPS ring road in response to customer concerns/comments.

Route 15

Early morning, westside garage pullout trips redirected to expand/improve service to Junction Road area. Early evening, westside garage pull-in trips redirected to expand/improve service to Junction Road area.

Route 18

Saturday morning garage pullout redirected from West Transfer Point to serve Allied Drive loop, better match current service in response to customer concerns/comments.

Route 19

Running time adjustments to several, eastbound early morning trips.

Route 30

7:15 a.m. trip to East Towne Mall added to correct blocking error.

Route 40

Service design modified during some peak hour trips to facilitate changes to Route 48 at the request of the City of Fitchburg.

Route 48

Service design modified at the request of the City of Fitchburg.

Route 70, 71, 72

Two early morning trips shifted from routes 71 and 72 to Route 70, which combines the service areas of both routes 71 and 72. This done in response concerns expressed at the Middleton Public Comment session and at the request of Middleton staff to reduce overall costs. These adjustments maintained service area coverage.

NEIGHBORHOOD SURVEY RESPONSES

Survey Responses	Neighborhoods			
	Blackhawk	High Point/ Raymond	Cross Country	Marsh Rd.
Surveys Mailed	856	1,681	1,380	357
Surveys Returned	38	96	59	25
Rate of Return	4%	6%	4%	7%
Q.1. Do You Currently Ride Metro?				
Yes	8	36	13	6
No	38	59	44	19
If Yes, how?				
Drive and park near a bus stop	5	17	6	1
Drive to a formal park and ride	2	2	1	3
Take special event shuttles		2	1	1
Use for downtown/campus circulation	4	10	4	
Walk to stop	1	4	3	
Other		2	4	1
Q.2. Would you ride Metro or ride more often if service were provided closer to your home?				
Yes	18	59	22	13
Maybe	12	23	16	5
No	6	10	18	5
Comments	Attachment A			
Q.3. What is your primary destination?				
Downtown Madison	14	26	10	8
UW Campus	9	29	21	4
Other	8	28	10	7
Other Destinations	Attachment B			
Q.4. When would you go to primary destination?				
Monday	15	42	23	7
Tuesday	15	44	23	8
Wednesday	15	42	24	10
Thursday	15	45	23	9
Friday	18	43	20	10
Saturday	7	12	7	7
Sunday	1	6	2	5
Q.5. What is your desired arrival time?				
Before 5 am	1			
5:00-5:59a		1		
6:00-6:59a		6	1	2
7:00-7:59a	8	18	9	4
8:00-8:59a	4	28	19	5
9a-Noon	10	20	8	5
Noon-3p	1	1	1	
3:00-6:00p	1			
6:00-9:00p	3		1	
9:00-Midnight				1

Q.6. What is your desired departure time?

Midnight -5 am	2	3	1	1
5:00-9:00a		3	2	
9:00a-Noon				
Noon-2:59p	7	4	4	1
3:00-3:59p	3	5	4	2
4:00-4:59p	6	14	6	3
5:00-5:59p	4	26	14	4
6:00-6:59p	2	11	4	3
7:00-9:00p	1	3	1	
9:00p-Midnight	4	4	1	3

Q.7. How often would you take the bus?

4-5 days a week	13	41	20	9
2-3 days a week	5	23	8	4
once a week	2	6	3	2
Only occasionally	10	14	9	5

Q.8. Which factors are important in your decision to use transit service *

Emergency Ride Home Program	3.03	3.18	3.02	2.9
Discount Fares	2.82	3.19	3.31	3.2
Frequency of Service	1.79	1.78	2.07	1.95
Travel Time	1.9	1.86	1.79	1.8

* Rating given as a weighted average of responses.

Q.10. Comments (Attachment C)