

Some Reasons for Considering Bus Stop Reductions/Relocations

- Ridership has increased 58% between 1998 and 2012, leading to:
 - More overcrowding
 - Longer boarding and alighting times at bus stops
 - More late buses and missed transfer connections

- A recurring customer feedback item is, “the bus ride takes too long to get where I need to go.”

- Metro’s current 5-year *Transit Development Plan* (TDP), prepared and adopted by the Metropolitan Planning Organization, recommends a bus stop consolidation program be explored for several central Madison corridors. The benefits of consolidating stops would be faster service, improved reliability, and reductions in fuel use, emissions, and maintenance costs.

- Current stop spacing on Johnson and Gorham Streets is approximately 1/8th of a mile. The general, industry-wide guideline for corridors with frequent bus service is between 3/16th- and 1/4-mile. The existing spacing dates back to the streetcar days of the early 20th century.

- Stops placed beyond an intersection, rather than before it, tend to reduce the time buses spend accessing the stop, as well as minimize traffic congestion.