



Increasing Access & Use of Public Transit

Mick Rush, Connor Mounford, & AJ Liedl

Increasing Access

Metro Launched Several New Initiatives



Complete Route Redesign ('23)

- Frequent service focused on high density employment centers and residential areas



Launch of Bus Rapid Transit Route ('24)



New Maintenance Facility



Larger All-Electric Vehicles

Increasing Access

Redesigned Service

In **June 2023**, as preparation for the launch of Bus Rapid Transit (BRT), Metro completed a **comprehensive redesign**. The new service was designed to enhance access to jobs, improve connections to high-density housing and employment, and simplify the user experience.

In **September 2024**, Metro's first Bus Rapid Transit (BRT) route was launched (Route A). This runs 15 miles east to west through Madison's busiest travel corridor including the downtown area and campus.

- **Electric Buses**
- **New Park & Ride**
- **New Fare System**



Increasing Access Electric Bus

60-Foot Electric Buses

- (62) one third of the fleet
- 50% more capacity than standard buses
- Transport almost 100 people at a time
- Additional bike racks inside the bus



Increasing Access

Bike Racks

Located Inside Bus

- Enter and exit from rear doors
- Easy strap securement



Increasing Access

Fast Fare

New Fare System

- Make riding the bus faster, easier, and more convenient
- Adult fare is \$2.00
- Multiple-ride discounts Included
- Set up online account or mobile app
- Sales outlets and vending machines
- Half price fare (youth, seniors, those with disabilities, and those with low incomes)



Increasing Access Credit Cards

Contactless Payment

- Make riding the bus faster, easier, and more convenient
- Accepting Mastercard, Visa or Samsung, Apple, and Google virtual wallets
- Single-ride \$2.00 adult fare
- Works just like a Fast Fare Card and includes multiple-ride discounts



Increasing Access

Low Income Program Expansion

- Previously limited to 450 passes month
 - First come first served
- With new technology, expanded to all those that meet criteria and register for reduced fare



Increasing Access Awareness & Marketing

Social Media Campaigns Partnerships

- Madison College
- UW-Madison
- Edgewood University



Increasing Access

Events & Outreach

Learn & Ride

- Metro accessibility features
- Navigating routes and service
- How to ride the bus

Badgers on the Bus

- UW Student bus pass activation
- How to ride the bus



Use of Public Transit

Metro Has Experienced Great Success



New Fare System



Expanded Service



Increased Ridership

Use of Public Transit

Expanded Service

New Service to Monona

- March 2025

Expanded Service in Verona

- August 2025



Use of Public Transit

BRT Impacts

Contactless Payment

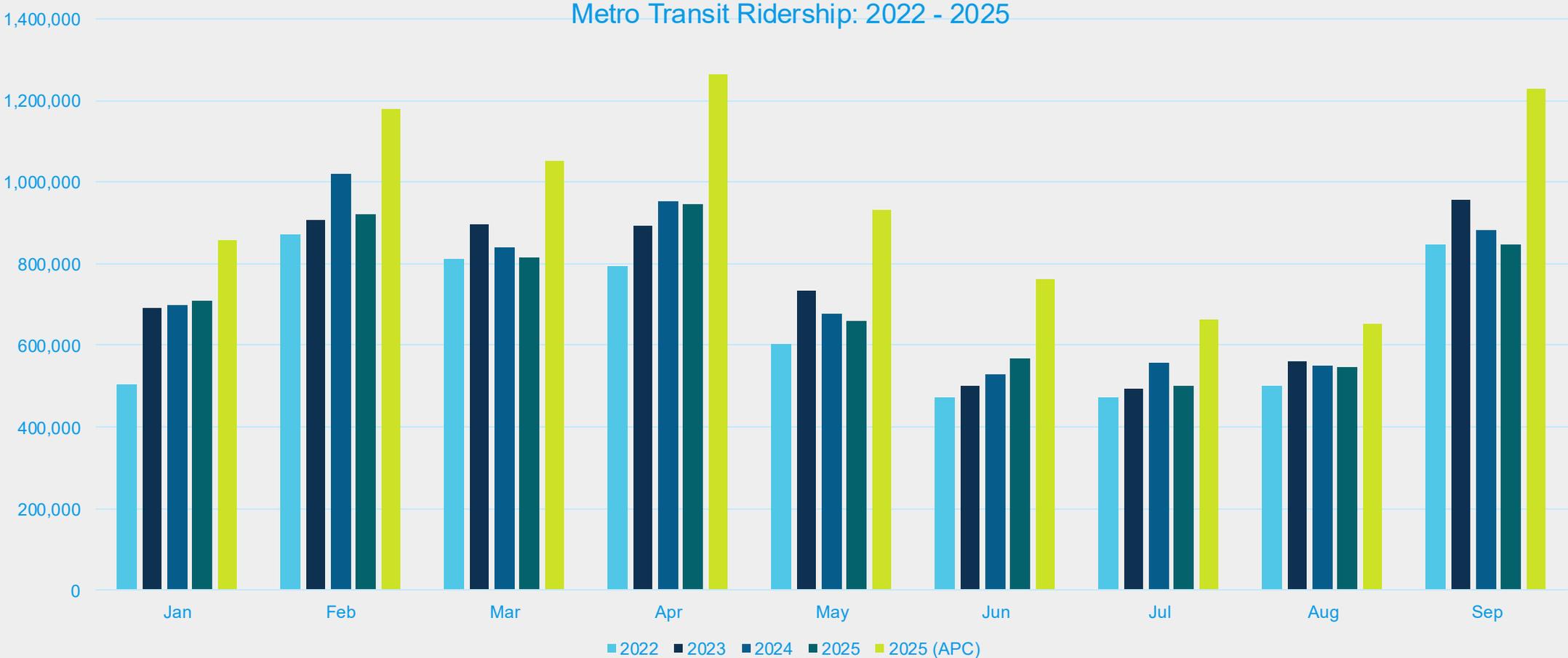
- ~15% growth in ridership since launch
- 43% increase in ridership compared to pre-BRT service
- ~11,500 Average Daily Riders (Tues - Thurs)
- Orchard Station averages nearly 1,500 boardings a day (Tues-Thurs)

* Estimates based on preliminary APC data

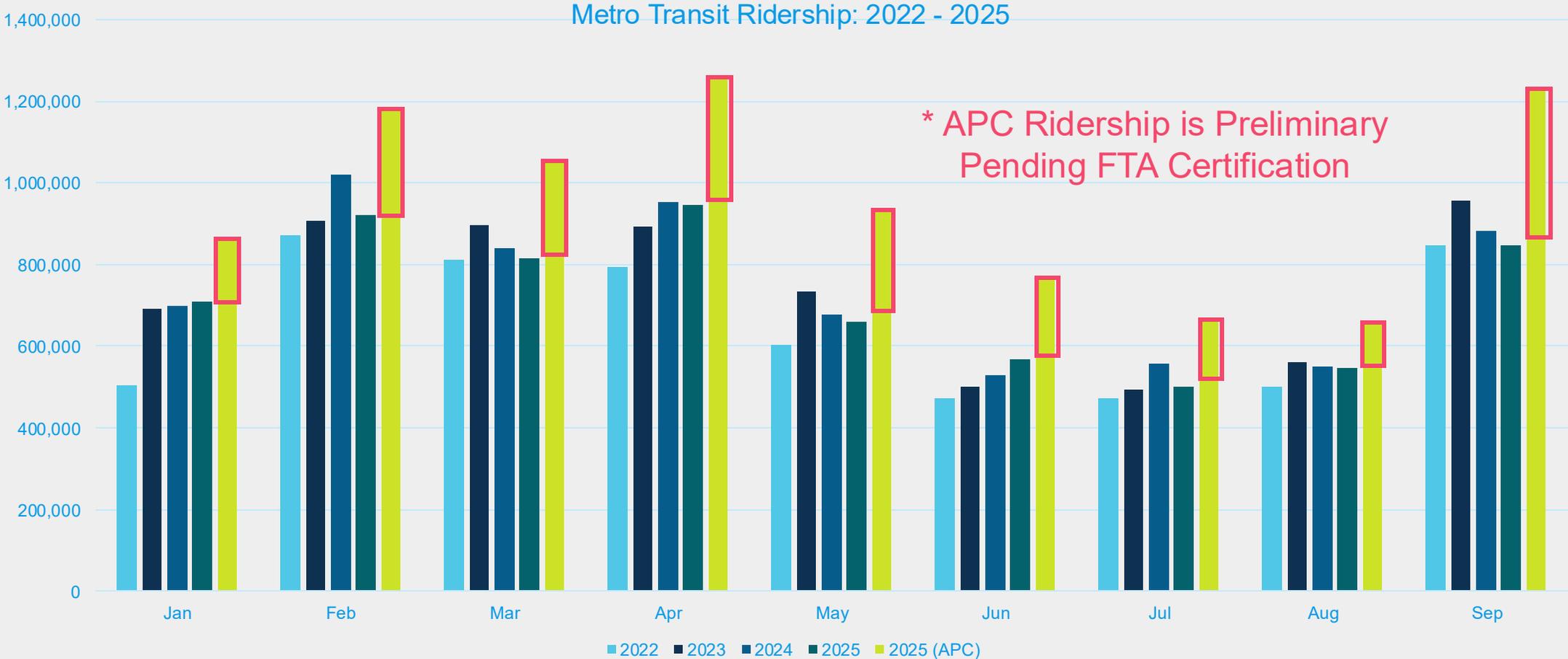


Photo credit: HNTB Website

Metro Ridership Growth



Metro Ridership Growth



Thank You
For Your Time!

