

revised proposal for march service updates

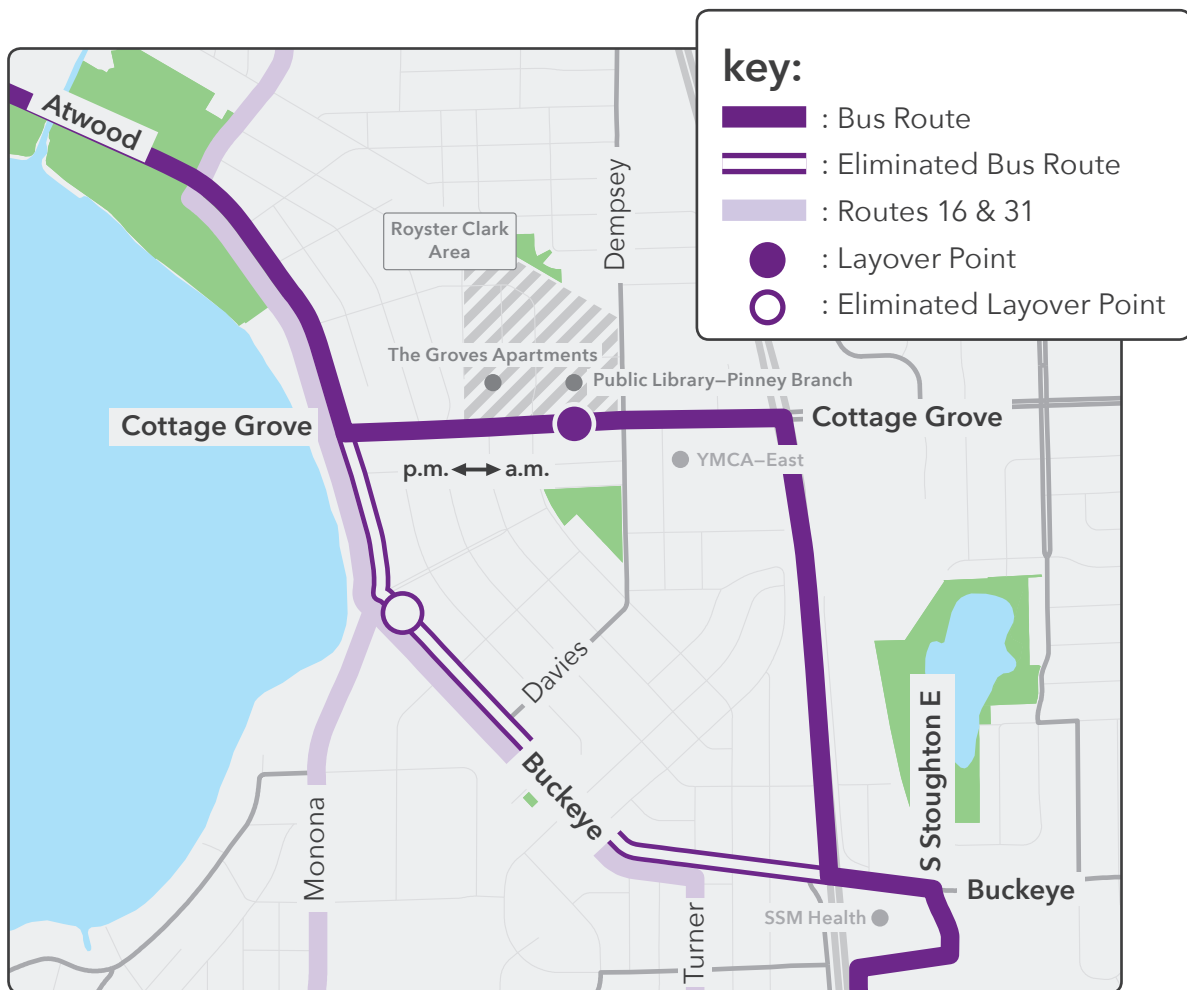
Affects Routes 37 & 38

CONTINUE TO PROPOSE

Route 37 Proposed Routing Changes

Proposed shift from Buckeye Rd. to Cottage Grove Rd.

- No feedback was received on this change
- Route 16 continues to serve Buckeye Rd. between Monona Dr. and Turner Ave.
- Route 31 continues to serve stops on Monona Dr. at Cottage Grove Rd. and Buckeye Rd.



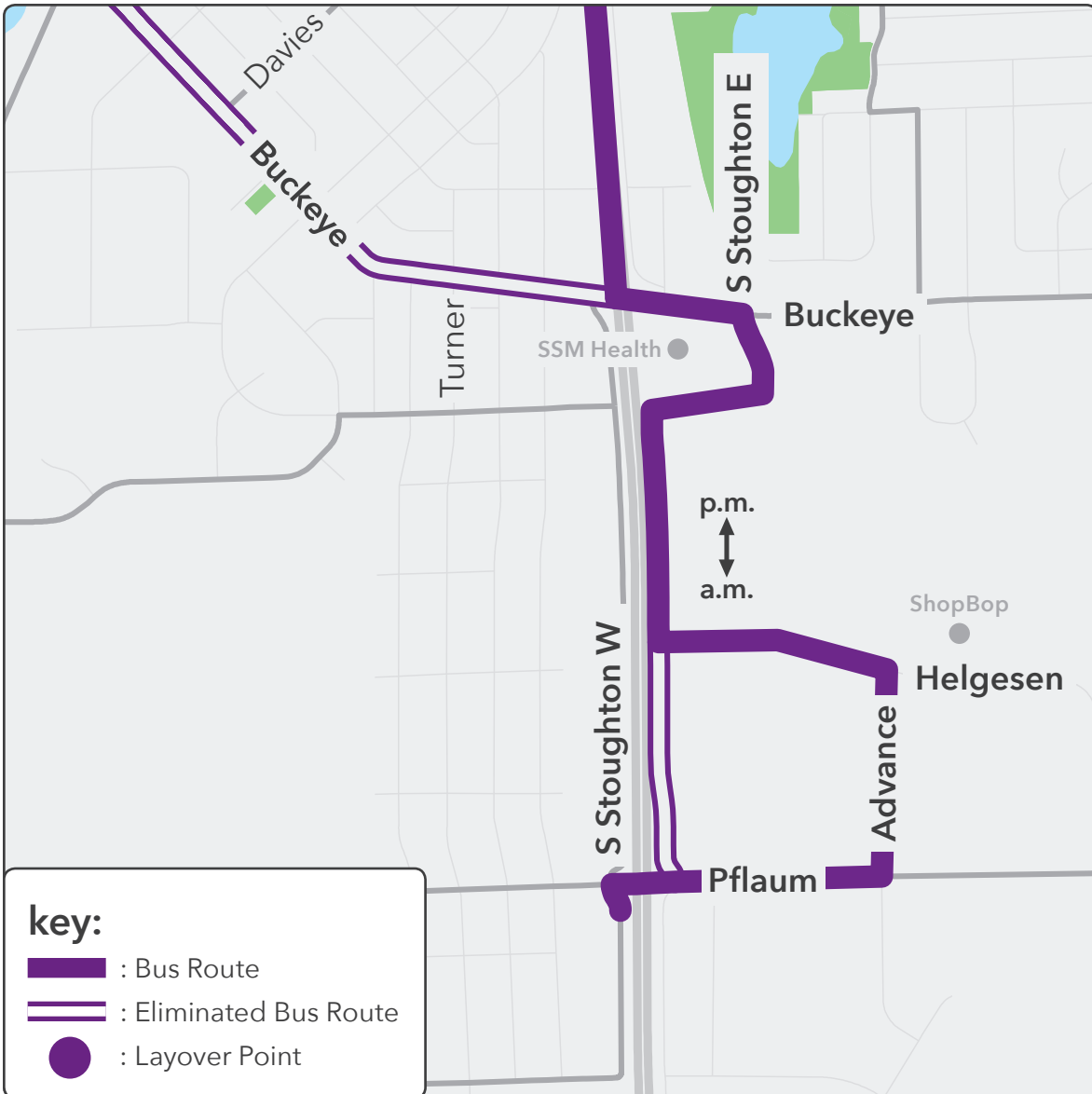
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CONTINUE TO PROPOSE

Route 37 Proposed Routing Changes Continued

Proposed shift from Stoughton Frontage Rd. to Advance Rd.

- No feedback was received on this change.
- Eliminates unsafe boarding and alighting locations on S. Stoughton Frontage Rd.
- Serves major employers near Advance Rd.

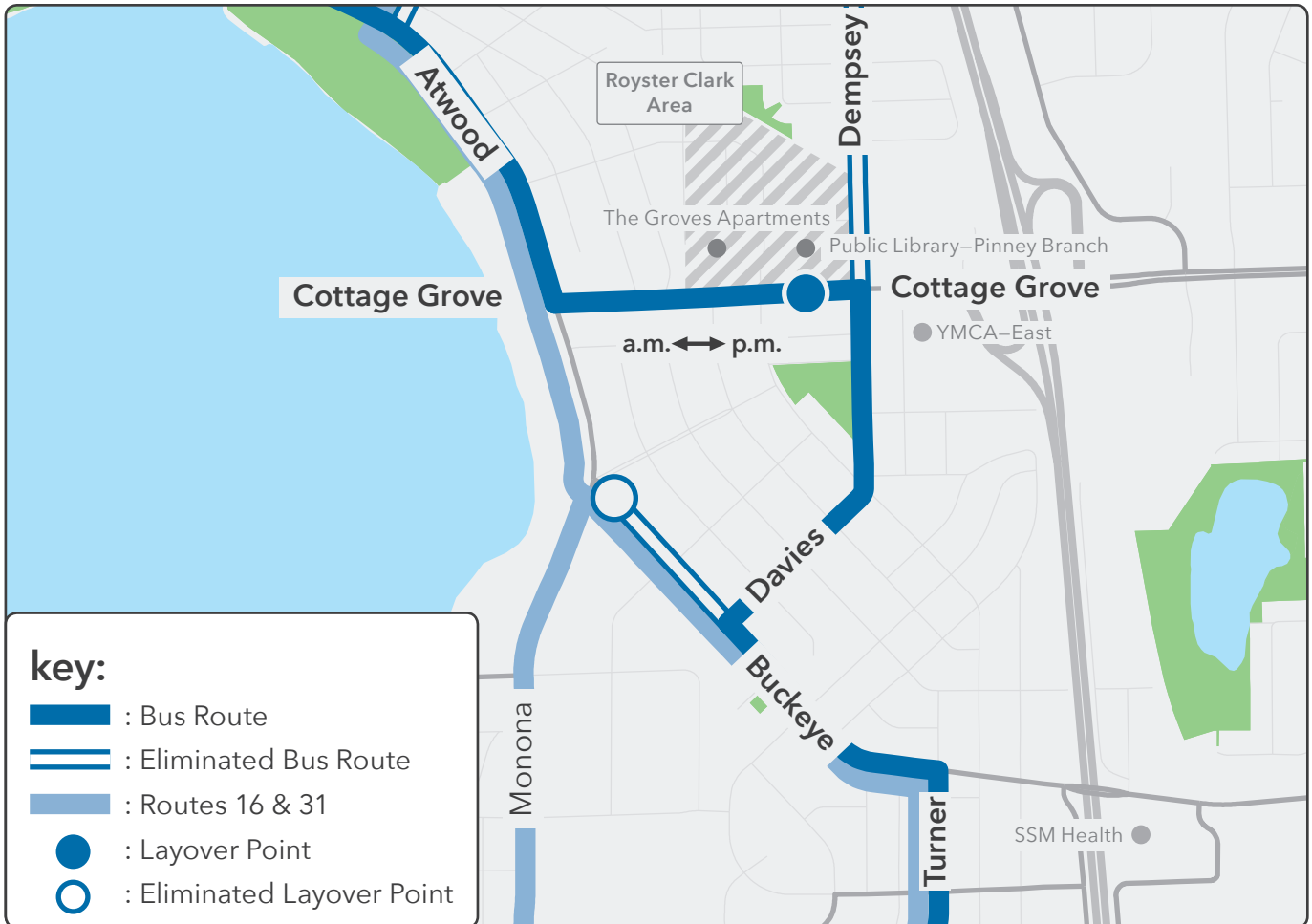


CONTINUE TO PROPOSE

Route 38 Proposed Routing Changes

Proposed removal of service from segments of Dempsey Rd., Davies and Buckeye Rd.

- Received 18 negative feedback comments before the November 28th public hearing.
- Route 16 continues to serve Buckeye Rd. between Monona Dr. and Turner Ave.
- Route 31 continues to serve stops on Monona Dr. at Cottage Grove Rd. and Buckeye Rd.

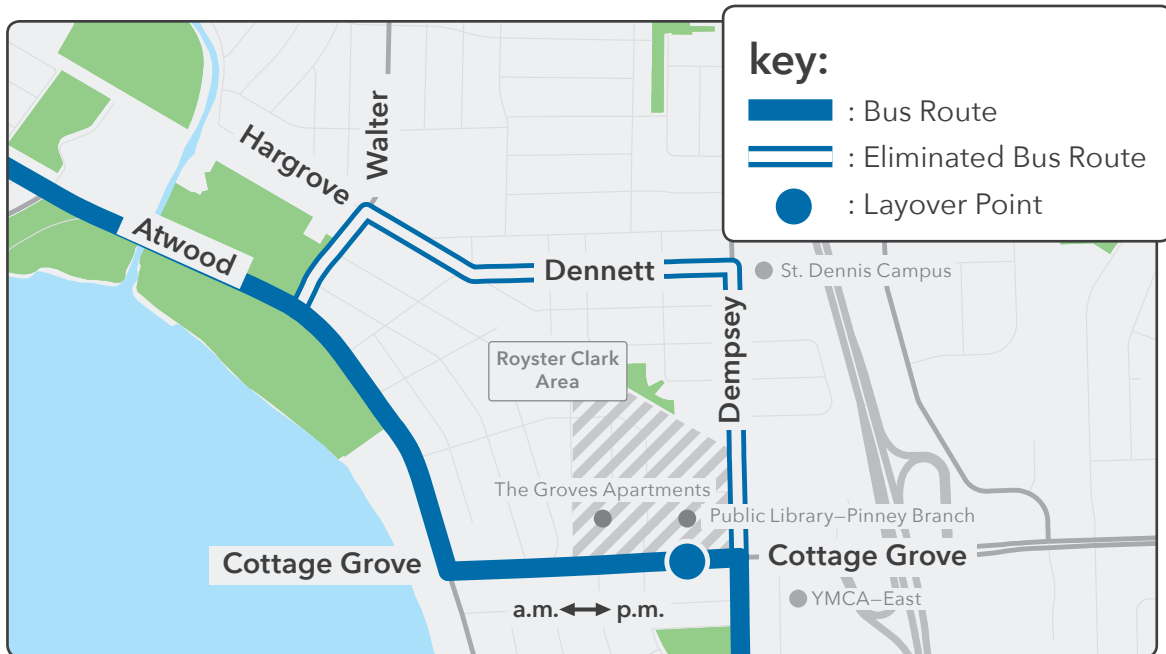


PROPOSAL WITHDRAWN

Route 38 Proposed Routing Changes

Proposed removal of service from segments of Walter, Hargrove St., Dennett Dr. and Dempsey Rd.

- Due to amount of negative feedback received and the large impact on the neighborhood.
- Service removed impacted 632 dwelling units by exceeding the ¼ mile typical walking distance to transit rule.¹



Additional Notes:

- Proposal may be enhanced and have less of a neighborhood impact as the Milwaukee St. Special Area Plan unfolds.
- In addition, staff have been researching the planning policies and network designs of international transit consultant Jarrett Walker and continue to recommend changes that reinforce frequency in high-density corridors. The trade-off between planning for bus frequency versus service coverage is specifically addressed in his book *Human Transit* (Island Press, 2011).

A transit agency pursuing only a ridership goal would focus service on the streets where there are large numbers of people, where walking to transit stops is easy, and where the straight routes feel direct and fast to customers. Because service is concentrated into fewer routes, frequency is high and a bus is always coming soon. If the town were pursuing only a coverage goal, on the other hand, the transit agency would spread out services so that every street had a bus route, as in the network at below. Spreading it out sounds great, but it also means spreading it thin. As a result, all routes would be infrequent, even those on the main roads. Infrequent service isn't very useful, so not many people would ride. Ridership and coverage goals are both laudable, but they lead us in opposite directions. Within a fixed budget, if a transit agency wants to do more of one, it must do less of the other.

- In a post on Walker's site humantransit.org, associate Christopher Yuen notes if an agency geared its services towards coverage versus frequency spreads its resources are spread thin. This results in infrequent service that isn't useful and not many people would ride.²

1. *Pedestrian Safety Guide for Transit Agencies - Typical Walking Distance to Transit*. U.S. Department of Transportation Federal Highway Administration. fhwa.dot.gov

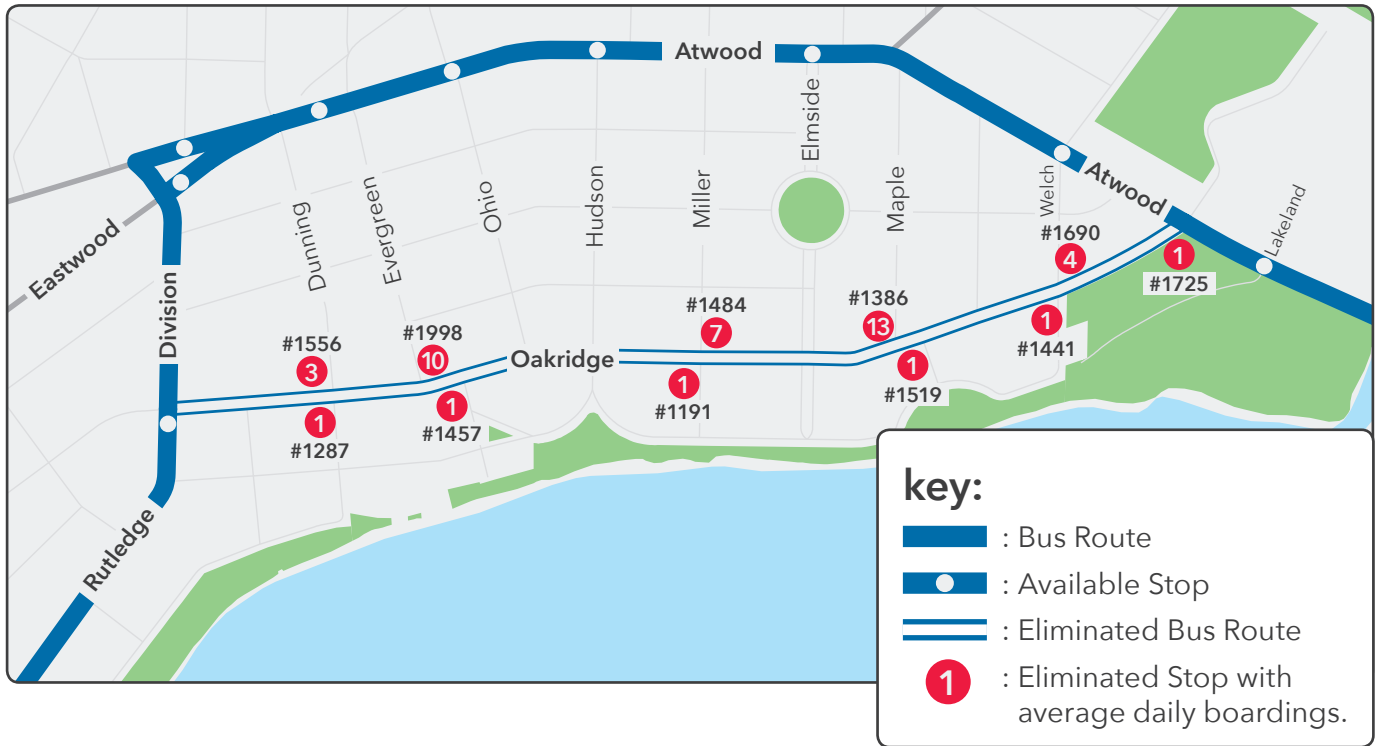
2. Christopher Yuen, "Basics: The Ridership - Coverage Tradeoff," humantransit.org, (February 26, 2018)

PROPOSAL POSTPONED

Route 38 Proposed Routing Changes

Proposed removal of service from Oakridge Ave.

- Due to large amount of negative feedback received.
- Staff believe additional data is needed to further study service in this area.



Additional Notes:

- This service is specifically mentioned in the adopted 2013–2017 Transit Development Plan for the Madison Urban Area, and staff continue to recommend changes that reinforce frequency in high-density corridors (See Jarret Walker notes on page 4).
- In addition, narrow streets and speed bumps such as are found in this corridor slow down buses and can create unsafe driving conditions. Staff will collect additional data and study this area in more depth including:
 - Bus accidents and slow-down information
 - Bus adherence
 - Ridership during summer and winter months to better understand seasonal patterns
 - Possibilities of removing parking during commute times
 - Possibilities of reducing or limiting service during low-ridership times
- City of Madison Transportation Director Tom Lynch has expressed interest in describing how routing/placement, stop spacing and other related traffic engineering decisions impact bus speed and efficiency at future Transportation Commission meetings.
- Staff will also mail a survey to the current and potential newly expanded service area to gauge transit interest.