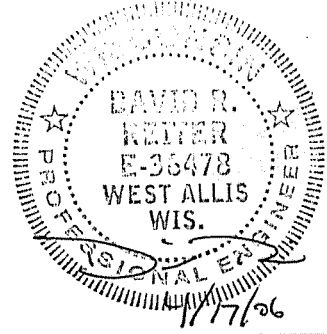


BUS STOP DETAIL



DATE: 04-04-06

SCALE: NONE

PLAN NO.: CE-P26

National Survey & Engineering

Telephone 262-781-1000
Facsimile 262-781-8468

18745 W. Bluemound Road
Suite 200
Brookfield, WI 53005-6838
www.nseae.com



OTYEDALNARGE

NSE PROJECT NO.: 3050639

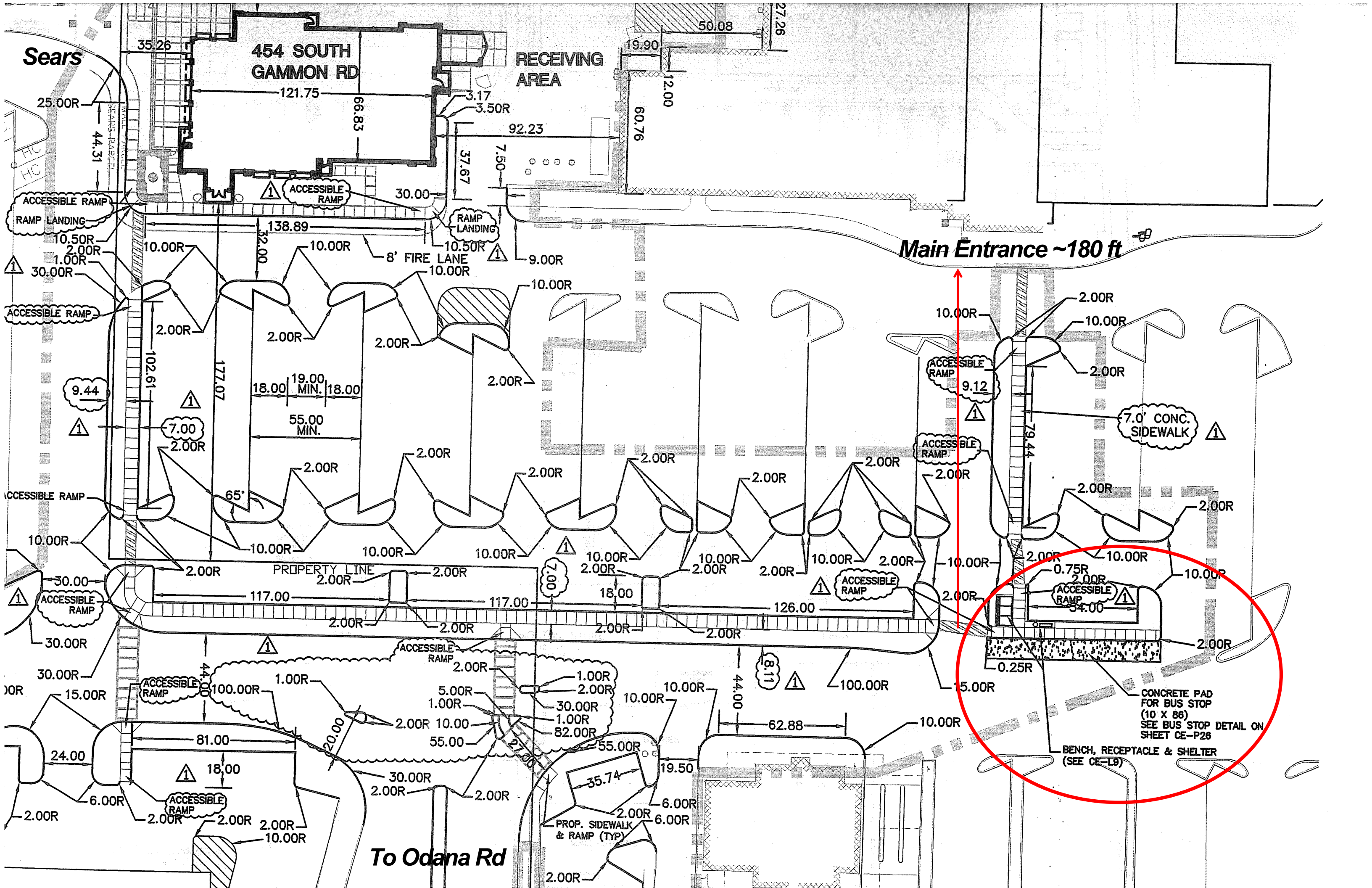
Sears

454 SOUTH GAMMON RD

RECEIVING AREA

Main Entrance ~180 ft

To Odana Rd



Bus Stops listed in order as you drive around the Square, assuming you entered the Square at East Washington Avenue

Bus Stop No.	Location	Commonly Referred to As	2/21/06 - 2/24/06		Routes serving Stop
			Boardings	Alightings	
1495	NB Pinckney, nearside of Mifflin	YWCA	38	15	2,5,27
1100	WB Mifflin, farside of Pinckney	Manchesters	856	631	2,3,4,5,6,8,12,14,15,19,25,27,29,47,56,57,58,60,61,65
1310	WB Mifflin, nearside of Carroll	Veterans Museum	381	241	2,3,4,5,6,12,14,15,19,29,47,56,57,58,60,61,65
1324	SB Carroll, farside of Mifflin	Historical Society	35	13	8,27
1101	EB Main, farside of Carroll	Anchor Bank	1,401	1,520	1,2,3,4,5,6,8,12,14,15,19,25,27,29,37,38,47,56,57,58,60,61,65
1823	EB Main, nearside of Pinckney	Walgreens	112	55	3,4,37,38,56,57
1787	NB Pinckney, farside of Main	Glass Bank	438	288	2,3,4,5,6,8,12,14,15,19,25,27,29,47,56,57,58,60,61,65

Bus Stops Ranked as to Passenger Activity (Boardings/Alightings)

Bus Stop No.	Location	Commonly Referred to As	2/21/06 - 2/24/06		Routes serving Stop
			Boardings	Alightings	
1101	EB Main, farside of Carroll	Anchor Bank	1,401	1,520	1,2,3,4,5,6,8,12,14,15,19,25,27,29,37,38,47,56,57,58,60,61,65
1100	WB Mifflin, farside of Pinckney	Manchesters	856	631	2,3,4,5,6,8,12,14,15,19,25,27,29,47,56,57,58,60,61,65
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NEIGHBORHOOD SURVEY RESPONSES (COUNTS as of 4/3/2006)

Survey Responses	Neighborhoods			
	Blackhawk	High Point/ Raymond	Cross Country	Marsh Rd.
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)

ATTACHMENT A: QUESTION 2 -- I WOULD NOT RIDE THE BUS BECAUSE ...

Blackhawk Neighborhood

Expanding service would be a negligent use of funds, where buses often have only 1 or 2 riders.

I have two small children under age of 4 and am a stay-at-home mom.

I'd rather drive.

My career is in sales, therefore my "office" is in the trunk of my car.

When my son goes to middle school and high school, he'll be riding Metro

I would take the bus if the bus stop closer to my house. (Knee problems.)

High Point/Raymond Neighborhood

The main issue is not that there isn't a stop close by, but that there isn't a direct route to where I need to go.

Handicapped

I have 2 young kids and it would be difficult to transport them on a bus.

I have a car and usually have to do several errands and I have a small baby.

I'd like to ride my bike instead. It's usually faster.

It is faster to drive and you stop service too early. Last time I rode I was stuck downtown and had to call a cab.

My work schedule varies. I work late weekends, holidays, regardless of weather.

Takes too long to get downtown. Need car after work.

There is no direct route to Capital Building

We need to drive due to the places we travel each day (out of town most days).

Cross Country Neighborhood

My problem is not distance, but time. Can't get to work in less than 40 minutes.

Buses do not run often enough to be convenient. Too many transfers. I can drive to my destination faster.

Have a car.

I am employed in outside sales and need independent mobility.

I drive or walk

I have 2 young children and we are new to the area. The bus already goes right by our house so we plan to use the bus in the summer for recreational purposes.

I have a car and I work from home.

like the convenience of having my own car

My job requires me to drive to multiple sites each day.

Need flexibility

Not convenient to my life style.

Prefer to drive.

We have a child that rides in a car seat.

Marsh Road Neighborhood

Please build a transit station in Liberty Place near Twin Oaks soon. Madison's South East side near McFarland.

I only live 3.5 miles from work and I bike in most of the time weather permitting.

I would have too many transfers to get to work.

own a car and work out of town

Own car, work is close and on beltline.

We have 2 vehicles and are retired. Earlier in my life, I used the bus to and from work on East side Madison.

Attachment B: Primary Destinations -- Other

Blackhawk Neighborhood

Dept. of Revenue - Rimrock Road
Excelsior Dr.
Greenway Station/West Towne Mall
Madison West High School
Meriter Hospital - Park St.
Mineral Point and Gammon Rd.
Mineral Point and Rosa Rd.
UW Hospital

High Point/Raymond Neighborhood

Park and University
Watts and Gammon
on the Square
zoo, Raymond Rd., WestTowne Mall
Monroe St.
1241 John Q Hammons Dr.
2135 Rimrock Rd.
6400 Schroeder Rd./Gammon
Deming Way
East Side
Edgewood and Captiol area, West side and West Town
High Point
Highpoint & Midtown Rd.
Hill Farms area - University Ave and Segoe Rd.
Jefferson Middle School and Memorial High School
medical
Midtwon Rd. and High Point
Mineral Point Rd. & Westfield
Mineral Point Rd. and Midvale Blvd.
Odana Rd. and Grand Canyon Dr.
old Sauk/Gammon
Old Sauk/Greenway Business Park
Old Sauk/Greenway Business Park
Park and Regent
Sauk Trails Park
South Fish Hatchery and Lacy Rd.
Twinleaf and Highpoint towards Raymond Rd.
UW Hospital
Verona
Verona Rd. and Williamsburg Way, Deming Way and Ex
Watts/High Pt., W. Transfer Point, Pflaum/Advance
West Towne Area

Cross Country Neighborhood

Johnson Creek Mall, Milwaukee, Chicago, Rockford
Middleton
Princeton Club West
1701 McKenna Rd.
200 N. 1st St.
East Pass and Cross Country Roads
Edgewood College
Frontage Rd. and Beltline/Sergenians area
Greenway Blvd., Middleton
Memorial High School
Monona Dr. near beltline
N. Whitney Way & Old Middleton Rd
West Town Mall

Marsh Road Neighborhood

Dane County Airport
South side, East mall or South Towne
UW Hospital
5001 Monona Dr.
5520 Research Park Dr.
Atwood Ave. and Division St.
Hwy. 51 and Siggelkow Rd.
Mendota Mental Health Institute
Oregon, Wisconsin

Attachment C: Comments

BlackHawk Neighborhood

Both my spouse and I are interested in taking Metro. If the travel time to the Capitol is 1/2 hour and if it reliably takes us to work and home during the morning and afternoon. Frequency is not too critical for us.

I'd be more likely to ride if schedules were posted at the bus stop. It is done in Europe and works well. Otherwise, it is too much trouble to figure out.

I'd be more likely to ride if schedules were posted at the bus stop. It is done in Europe and works well. Otherwise, it is too much trouble to figure out.

I'd use Metro if service was offered closer to where I live.

Longer service later at night on weekends to downtown. Bus available to 1 AM.

Regarding my address, I have a Middleton postal address, but actually live in Madison and pay Madison taxes.

There are many people in this neighborhood who work at UW Hospital.

There might be a route there, but the maps didn't tell me what the dotted line route was. Less likely to ride in bad weather.

Why can't there be an express bus on the beltline to various businesses located near frontage roads?

Highpoint/Raymond Neighborhood

#6 bus runs only once per hour during most of the times I ride; still the most discouraging factor to ride or drive.

How about an express bus from Target or West Towne to the Square?

I don't see any buses on Midtown Rd. The Raymond Rd. intersection is too far to walk, especially in the winter.

I don't use the bus from home because service hours are too meager. Late bus home from UW campus is 6 PM. That makes us have to stay much later.

I have to ride to West Towne Mall every day to catch my bus. I would really appreciate service in our neighborhood.

I hope to see service soon.

I live in a growing area with homes and apartments. This would be a great area for commuters. High Point Rd. area.

I think it would be great to have metro service in our neighborhood. As I work downtown, parking is so expensive. I would use it a lot if conveniently located.

I took the bus to work 5 days a week for many years. Since we moved to Valley Ride, I can't take the bus anymore.

I will appreciate if you start bus or if any bus can pass near by Highpoint and Velvet Lead Dr. that will travel directly to Advance/Pflaum Rd. via Beltline.

I would consider using Metro to Dean West, West Towne and the Overture Center if there was service in our area.

I would seriously use the bus more if it would be closer to home. I would even pay an extra fare if required.

I would very much like to have service extended to this location. Thank you.

I'd like to see a stop closer to home with a more direct route to campus. Wireless internet would be so nice if there were folding lap tables on some seats.

I'd ride the bus if the nearest stop was within 10 minutes walking from my house.

I'd use the bus on snowy days if it came by more often.

If possible, provide bus service between Midtown and County M on weekends and Sunday.

If service was convenient, sufficiently close pick-up and drop-off, I would probably take ride at least 2 times a week.

I'm discouraged at the lack of parking at the west transfer point. My car has been vandalized at the west transfer point. I also like a greeting, especially in the morning to help start the day.

It would be great to have service in this rapidly expanding area. Thanks.

It would be nice to have bus service in our neighborhood. I want to directly to work. No transfer point stops.

More often buses, service during weekends, faster service between points. If the Metro has more regular services, faster and service during weekends, I will ride it very, very, more often. Right now, it takes me more than 2 hours to get from my house to destination.

Need a bus stop near Louis Lowry on S. High Point. Present bus stop at S. High Point & Watts is far from my house.

No service in my area. Fridays, Saturdays and Sundays would be great. Also weekdays for commuters to lower traffic volume.

Our neighborhood doesn't have any Metro service. I have to walk all the way to Watts Rd. to catch the bus and it's very hard during

Service here would be extremely helpful. Thanks for asking.

There are 200 apartment units nearing completion across the street. Another 200 opened last fall. More are planned.

Use smaller metro bus and have more buses. Add tv to all metro buses to watch national news.

Valley Ridge Madison, West. Desirable to have a direct bus to downtown.

Cross Country Neighborhood

A 45 minute ride is too much of a delay; an express route would encourage more usage.

Closest stop is 1.5 miles away. The furthest I will walk to a stop is 2 blocks because I have a heavy work bag to carry.

Due to frequent changes in my schedule, using Metro would be practical only if service were provided throughout the day at 30-45 minute intervals...or better.

I am concerned about safety on buses and at transfer points. Also, the entire schedule book is cumbersome.

I would only use Metro if the travel times were comparable to driving. I can't spend one hour each way. Any chance for a rail system?

I would use the service if it was used to campus and downtown stops. Or if it connected other buses to shuttle you to big events in Madison, i.e Badger games, Rhythm & booms, etc.

If I had a job downtown, I would especially be interested in bus service. Closest bus stop is Muirfield and PD.

If the 57 bus crossed PD and continued to East Pass (instead of going down PD), it would be much closer to many potential riders while only adding 1-2 minutes.

I'm so glad to see this under consideration. Very concerned about possibility of missing bus and having to wait a full hour for next one, and because we are so far from downtown. Would prefer an express service that decreases travel time.

In December lost boots/shoes on afternoon bus - called within the hour but no sign in or help from lost and found. Very discouraging.

It would be extremely beneficial if the 57 had more running times, not just peak hours.

There are 2 bus routes near my home. I don't use because I walk to bus stop, then to Transfer Point, then to campus, then walk to office is over 1 hour commute both ways. If bus went to campus, would be faster.

We need public transportation in this area, especially weekdays.

Weekdays if I don't need my vehicle for work, I walk approximately 1 mile to closest bus stop at East Pass and Maple Grove. No buses during weekends.

With increased home expansion in Madison's southwest side, I would like to see additional stops down East Pass or to see routes 56 and 57 travel down Country Gove to East Pass.

Would use bus since it's pretty close to my house, but there's no system on Monona Dr. I'm at 5900 Monona Dr.

Marsh Road Neighborhood

A bus line in this area would be great.

I would love to ride the bus but current park and ride (off of Hwy. 51) times do not work for me, especially from UWHosp to Park and Ride.

It would be great if there was a morning/evening route that picked up on Sigglekow and dropped at the Park and Ride for the 12 Route.

Madison really, really, really needs "MetroTRAINS" services all over Dane County if it wants its people to be employed here or it will die.

We are both retired and schedule varies.

With the largest Habitat for Humanity Neighborhood right down the street, I'm sure there would be ridership. Would be nice to leave the bike at home in bad weather.