

TPC  
06.13.12  
HAND-OUT

## MANIACI MOTION

Move that the Transit and Parking Commission recommends the following service changes to the UW Campus bus routes for the 2012-2013 academic year service contract with UW Transportation Services:

**(1) Combine routes 80 & 85 to operate in a 7-bus rotation and operating on Dayton street, as presented by Metro staff, to reduce annual service hours and savings of 1639 hours; and**

**(2) Adopt a 3-bus rotation for the revised Route 80/85 Summer Recess service, as presented by Metro staff, and described in (1), that has a 17 minute frequency and a annual savings and reduction of 1219 hours service; and**

**(3) Adopt a reduced Route 81 schedule that starts service as of September 1, 2012, for a savings of 31.74 hours, and a shift in nightly service starting from 6:36pm to 8:06pm, for an annual savings of 330 hours; for a total annual service reduction of 251.74 hours to the 81 Route.**

### Maniaci Motion

- (1) 1,639.00 hours
- (2) 1,219.00 hours
- (3) 361.74 hours

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**Total      3,219.74 hours**

### (3) Calculations:

**Part 1** Start bus @ 8:06pm and save 1.5 hours over 220 service days = 330 hours of cuts

**Part 2** Start service as of Sept. 1 and eliminate 4 days of August service before the semester begins for 2012:

Weekday service: 7.63 hours x 3 days = 22.89 hours

Weekend service: 8.85 hours x 1 days = 8.85 hours

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Sept Start savings = 31.74 hours

330 + 31.74 = **361.74 hours of savings for part 3**

# UW Campus Routes 80, 84 & 85 – Standard & Recess Service Calendar

**AUGUST 2011**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**SEPTEMBER 2011**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

**OCTOBER 2011**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**NOVEMBER 2011**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

**DECEMBER 2011**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**JANUARY 2012**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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22	23	24	25	26	27	28
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**FEBRUARY 2012**

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12	13	14	15	16	17	18
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**MARCH 2012**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**APRIL 2012**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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**MAY 2012**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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20	21	22	23	24	25	26
27	28	29	30	31		

**JUNE 2012**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**JULY 2012**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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22	23	24	25	26	27	28
29	30	31				

Standard Service   
  Recess Service   
  No Service Refer to Primary Routes 2, 3, 4, 6, 7, 8 and 13.

# UW Routes 81 and 82 – Late Night Service Calendar

**AUGUST 2011**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**SEPTEMBER 2011**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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18	19	20	21	22	23	24
25	26	27	28	29	30	

**OCTOBER 2011**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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30	31					

**NOVEMBER 2011**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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④ Remove pre-Sept. Service

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**DECEMBER 2011**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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18	19	20	21	22	23	24
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**JANUARY 2012**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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29	30	31				

**FEBRUARY 2012**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29				

**MARCH 2012**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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18	19	20	21	22	23	24
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**APRIL 2012**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**MAY 2012**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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27	28	29	30	31		

**JUNE 2012**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**JULY 2012**

Sun	Mon	Tue	Wed	Thur	Fri	Sat
1	2	3	4	5	6	7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Service Provided   
  No Service

②③

①⑧

Total Service Days : 220  
Annually  
(w/ no leap year)



## 2012-2013 Academic Calendar

August 2012						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

December 2012						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

April 2013						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

September 2012						
Su	Mo	Tu	We	Th	Fr	Sa
						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

January 2013						
Su	Mo	Tu	We	Th	Fr	Sa
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

May 2013						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

October 2012						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February 2013						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

June 2013						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
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November 2012						
Su	Mo	Tu	We	Th	Fr	Sa
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

March 2013						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Notes						

*Classes Start Sept 4th*

## Academic Calendar

Select Semester

Go

**Academic Calendar for 2012 Fall**[Previous Semester](#)[Next Semester](#)

Faculty contract year begin	Aug 27 (M)
Advising available	Aug 27 (M)
Labor Day	Sep 3 (M)
Instruction begins	Sep 4 (T)
Thanksgiving recess	Nov 22-25 (R-N)
Last class day	Dec 14 (F)
Study day	Dec 15 (S)
Exams begin	Dec 16 (N)
Commencement	Dec 16 (N)
Exams end	Dec 22 (S)
Official graduation date	Dec 23 (N)
Last day grades in	Dec 28 (F)
MWF days	43
TR days	29

### RELIGIOUS OBSERVANCES POLICY

In accordance with regent and faculty policy, faculty are asked not to schedule mandatory exercises on days when religious observances may cause substantial numbers of students to be absent from the university. Some religions mark observances over multiple days, which may begin at sunset on the day preceding the holiday. A listing, though not exhaustive, of religious holidays is available at [www.interfaithcalendar.org](http://www.interfaithcalendar.org). Any student with a conflict between an academic requirement and any religious observance must be given an alternative for meeting the academic requirement. A student's claim of a religious conflict, which may include travel time, should be accepted at face value.

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## Academic Calendar

Select Semester

Go

Academic Calendar for 2013 Spring

[Previous Semester](#)[Next Semester](#)

Advising available	Jan 14 (M)
Martin Luther King Jr. Day	Jan 21 (M)
Instruction begins	Jan 22 (T)
Spring recess	Mar 23-31 (S-N)
Classes resume	Apr 1 (M)
Last class day	May 10 (F)
Study day	May 11 (S)
Exams begin	May 12 (N)
Commencement weekend	May 17-19 (F-N)
Exams end	May 18 (S)
Official graduation date	May 19 (N)
Last day grades in	May 24 (F)
Faculty contract year end	May 26 (N)
MWF days	44
TR days	30

### RELIGIOUS OBSERVANCES POLICY

In accordance with regent and faculty policy, faculty are asked not to schedule mandatory exercises on days when religious observances may cause substantial numbers of students to be absent from the university. Some religions mark observances over multiple days, which may begin at sunset on the day preceding the holiday. A listing, though not exhaustive, of religious holidays is available at [www.interfaithcalendar.org](http://www.interfaithcalendar.org). Any student with a conflict between an academic requirement and any religious observance must be given an alternative for meeting the academic requirement. A student's claim of a religious conflict, which may include travel time, should be accepted at face value.

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City of Madison - Transit and Parking Commission  
 May 9<sup>th</sup>, 2012  
 Proposal for UW Campus Bus Service Changes

**INTRODUCTION**

Transportation Services (TS) is currently working to eliminate a \$1 million structural deficit. TS receives no state aid and must look to both increase revenues and decrease costs. As an example, annual base lot permits will increase \$45 next year. Estimated cost of UW campus bus service for July 2011 through June 2012 is \$1,776,986. UW Housing, Associated Students of Madison (ASM), and TS contribute to the program. ASM was made aware that TS was reducing its contribution. The decision to reduce service was agreed upon by the University Administration and Student Government. Bus service will be reduced by 10% (3,200 hours) starting this fall.

**CURRENT CAMPUS BUS SERVICE**

- 2.5 million rides/year
- No fare charged upon boarding

DAYTIME

- 80 – M-Su, 6am – 3am, Standard & Recess (7 min wait times)
- 84 – M-F, 4:40pm-7pm, Standard & Recess (30 min wait times)
- 85 – M-F, 7am – 6pm, Standard & Recess (10 min wait times)

NIGHT TIME

- 81 – M-Su, 6:30pm – 3am, Standard (15 min wait times)
- 82 – M-Su, 6:30pm – 3am, Standard (30 min wait times)

**SUMMARY DATA**

Campus Bus Service Hours - Academic Year 2011-12

ROUTE	STANDARD	RECESS	Rte Total
80 - UW Campus Route	14,661	4,645	19,306
81 - Late Night Observatory - Johnson	3,529	-	3,529
82 - Late Night Breese - Broom	1,878	-	1,878
84 - Eagle Heights Express	439	257	696
85 - South Campus Circulator	3,639	989	4,627
<i>total</i>	24,146	5,891	30,037

*Estimate 89% of rides taken during standard service*

*DRAFT JUNE 2007*

**2005 LONG RANGE TRANSPORTATION PLAN  
AND  
TRANSPORTATION DEMAND MANAGEMENT PLAN  
UNIVERSITY OF WISCONSIN-MADISON**

**I. THE PLANNING PROCESS AND PURPOSE OF THE PLAN**

This Long Range Transportation Plan (LRTP) has been developed in coordination with and as an element of the 2005 Campus Master Plan of the University of Wisconsin-Madison. It both responds to and helps shape the overall development plan for the campus over the next 20 years and beyond. Unlike most municipal or regional plans, this transportation plan does not call for any new roadway capacity or additional parking. It does include plans for intersection improvements—mostly to help pedestrian movement—and road realignments to boost connectivity. Parking will remain capped at its current level of approximately 13,000 spaces and virtually all of the specific improvements and program changes called for in this plan are strategies designed to make travel without a private motor vehicle safer and more convenient. For that reason, this long range plan is also the University's Transportation Demand Management (TDM) Plan.

The University has long demonstrated its commitment to TDM and has created TDM plans for specific building projects, notably the Kohl Center and Camp Randall. In 2006 the United States Environmental Protection Agency recognized the University of Wisconsin-Madison with an award for being a Best Employer for Commuters. However, it has never had a formal and comprehensive transportation demand management plan for the University as a whole. This plan will act as a guide to the University's own goals for improving an already stellar TDM program, and respond to a new City of Madison ordinance requiring TDM plans in association with major developments. Although previous physical master plans have had transportation elements, the University has never had a comprehensive and genuine long range transportation plan. Importantly, this plan fulfills University of Wisconsin Regent requirements (Section 80-5) adopted 7/11/1980 regarding campus transportation planning.



## **2. Individual Preferences and Circumstances Affecting How We Get to Campus**

Although it would appear at first glance that someone's preferred mode of transportation is determined entirely by his or her residential location, there is more to it than that. Over time, the University has worked on its own, and often with other nearby agencies, to make it possible for persons who were previously outside the reach of alternative transportation options to choose a TDM strategy. This success has been achieved largely by discovering what would make it possible and desirable for people who live relatively far from campus to choose an alternative to driving. In December 2004, in an effort to go about this more systematically, the University conducted a survey of the preferences and travel behavior of a stratified random sample of University faculty, staff, hospital staff, and students. Care was taken to ensure that samples of persons residing out of Madison in smaller communities were large enough to support statistically significant interpretations.

Survey questions were designed to identify not only current travel patterns, but also the reasons behind them. For each mode, respondents were asked whether they use that regularly to travel to and from campus and then around the campus once there. If they did not regularly use a given mode, they were then asked to select from a number of improvements and choose any that would make them likely to use that mode on a regular basis. Each question included a free response section in addition to the item "no improvement would make me use this mode." The results of this survey are integrated into the separate sections below addressing individual modes and transportation strategies. (For a detailed report of this survey, refer to Appendix A, Transportation Survey Report)

## **3. Specific Programs and Modes of Transportation**

University Transportation Services coordinates a range of TDM programs as well as parking and employs a TDM coordinator who manages these programs and is available to work with individuals to provide information and assistance on alternative modes. This includes identification of bus routes, bike routes and walking paths. It can also include recommendations or assistance in outfitting a bike or accompaniment along the first journey to work via an alternate mode. Specific transportation programs and facilities available to faculty, staff, and students are described below.

*a. Transit to and from Campus*

The growth in transit service to the campus is a mirror of the evolution of transit in the City of Madison as a whole. Starting in the early 1900s, the campus was served by steel-wheel trolley service. By 1921, streetcars ran in both directions on double track from the Capitol Square down State Street to Park Street (through today's State Street Mall) turning onto University Avenue from Park Street and then down Breese Terrace to Regent Street. A spur from University Avenue also carried riders up and down Mills Street almost to the Arboretum. While trolleys dominated City streets through the campus during the 1920s, soon after that they were replaced by rubber-tire transit—buses.

Overall, the campus community is very well-served by the current Madison Metro bus system. Metro has been active in extending service to more areas of the City, including the periphery via a network of four transfer points. Eight separate bus routes traverse the northern campus providing commuter service to the hospitals and the traditional academic core. Moreover, the dedicated, westbound bus lane on University Avenue serves more than a dozen routes and provides a tremendous amount of bus capacity through the heart of the campus. The Metro system served about 55,000 passengers across the metropolitan area on a typical weekday in 2003.

For the most part, Madison Metro's service district is concentrated in the City of Madison. Service to and from Middleton and Monona does exist but is sparse. Service to the outlying community of Verona has recently begun and is planned for Sun Prairie. Despite some signs of interest, no plans exist for other communities such as Fitchburg, Waunakee, McFarland, and Stoughton. Park-and-ride service is provided by Madison Metro at its North and East Transfer Points. In addition, the University maintains a permitted off-campus park-and-ride lot at the University Research Park. This lot is reserved for University employees and is offered at a significantly reduced rate. The University did, for a time, contract with the city to provide express bus service (#53) between the lot and the campus. However, the relatively low number of users did not justify the high cost of the service and the route was discontinued (regular bus service replaced the express bus service). The University continues to seek out new ways to make Park and Ride express bus service feasible.

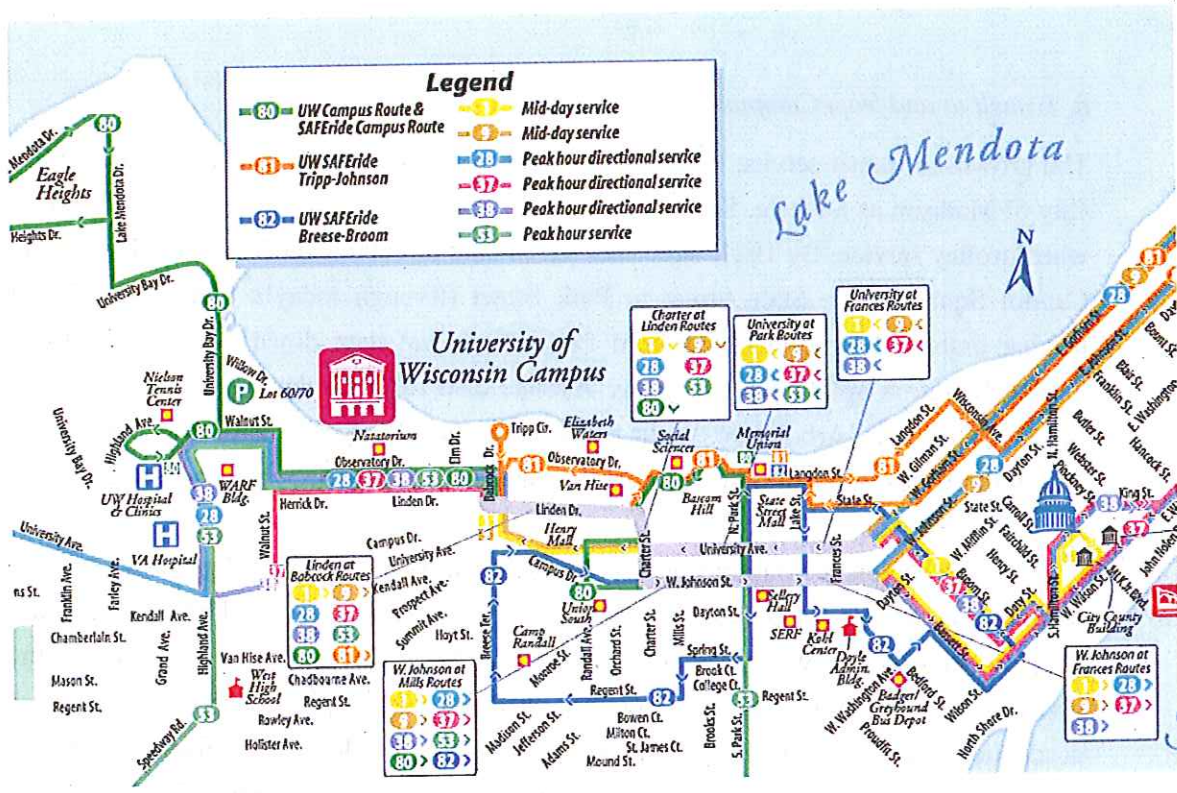


Fig. 6. Madison Metro Bus Routes Penetrating the UW-Madison Campus in 2005.

The best indicator of the adequacy of the current commuter bus system is that over 85% of students live within a quarter mile (five-minute walk) of a transit route, while over 55% of University employees and 47% of hospital employees live close to a transit line. Of these, 99% of students, 96% of faculty/staff, and 94% of hospital employees have a one-seat (no transfer) ride to the University in the peak hour.

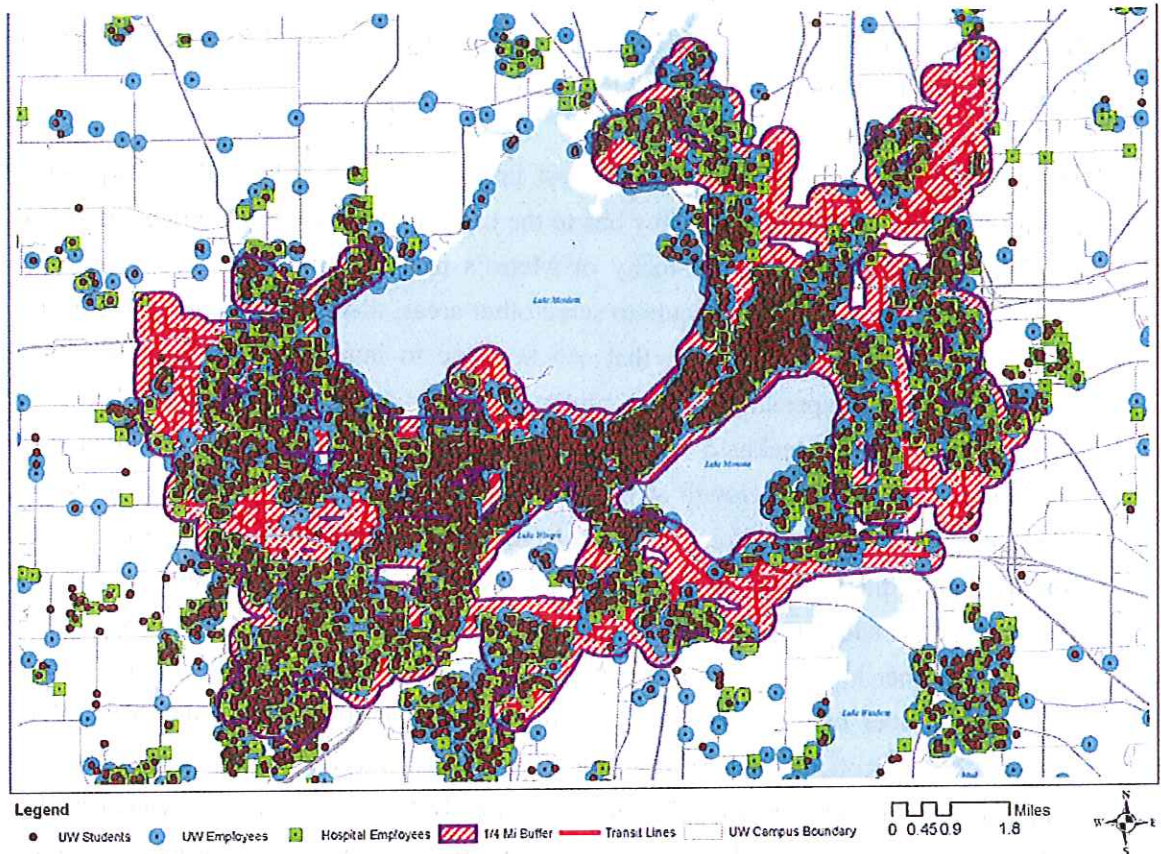


Fig. 7. Madison Metro Bus Routes in Relation to UW-Madison Residential Locations.

The result of providing free access to this relatively comprehensive system of bus service is that 10% of faculty and staff ride the bus regularly, a number that increases to 16% when many bicycle riders switch to the bus in winter or in otherwise inclement weather. Thirteen percent of students, meanwhile, ride the bus in good weather, a number that increases to 23% when the weather is not as conducive to bicycling. This relatively strong statistic is also partly a function of the free bus student pass instituted in 1996 and then extended to faculty and staff in 2003. Everyone on campus may now obtain a free pass from UW Transportation Services that will allow him or her to take any bus within the larger Metro route system at any time for a period of one year. The cost of the pass is covered by Transportation Services in the case of employees and by the Associated Students of Madison by means of a small, segregated student fee in the case of students. The consequence of this pass is that student bus ridership increased from 13% in 1987 to 21% in 1999 during bad weather, mostly at the expense of bicycling.

Despite this strong record of ridership, an analysis of survey results reveals significant problems with the current commuter bus service:

1) Transit Travel Times: The first and most important problem from the viewpoint of faculty and staff is that travel time by bus to the campus is not typically competitive with a private automobile. Although many of Metro's routes serve the campus, they also sometimes divert from a direct route to serve other areas, thereby increasing travel times. Moreover, there is only so much that can be done to improve travel times for local service bus routes, especially as these routes get longer to address the growth in service areas. An increasing weakness with many local service routes in the metro area is an inevitable function of the growth of the metropolitan area and the congestion of its road network. Today it simply takes longer to drive to the campus from many parts of Dane County than it did a decade ago. In turn, bus service in regular traffic using standard all-vehicle lanes is subject to the same congestion delays as private motor vehicles. Travel times are further increased for buses as a route becomes longer because the increase in the sheer number of bus stops increases the total dwell time. All of this also affects Madison Metro's otherwise very welcome new, planned service (2006) from Verona and Sun Prairie. This new service will not travel directly to downtown employment centers but instead connect at a peripheral transfer point to an existing local service route to the campus and downtown area. Although much better than nothing, this kind of service has a limited appeal for University employees and other commuters and will probably not attract a majority of those who might be interested in a faster form of bus service.

Beyond a certain point, travel speed improvements capable of attracting a maximum number of campus commuters out of their cars can only be achieved via an express bus service that is not now generally available in any of the metropolitan area's commuter-sheds. This service comes in two types: a traditional bus that picks up passengers in a neighborhood or community which then travels directly to its destination without any more stops—in this case the campus and downtown area; and a "premium" bus (akin to a tour bus) that operates between a limited set of stops, usually one or two pick-up points and a similar number of drop-off points at the destination. To date, Madison Metro has generally not operated express buses of any type with the exception of Route 53, a campus dedicated and financed bus that picked up riders at a park-and-ride lot at University Research Park on Madison's west side. The Route 53 service was

discontinued because of low use and high cost. Regular bus service replaced the express bus service. The University would like to continue to pursue Park and Ride express bus service, but must find more cost-effective ways to implement this option. Partnerships amongst entities may make the service feasible in the future.

2) **Extent of Transit Service:** About a quarter of employees surveyed indicated a willingness to ride the bus if there were more convenient locations, free parking at park-and-rides, and express buses from peripheral locations. For example, among those with identifiable addresses, although almost 2,000 University Hospital employees live in Madison, over 1,400 live in other communities largely without transit service. Counting students, faculty, and all staff including hospital employees, almost 1,400 members of the campus live in Fitchburg, 300 in Stoughton, 300 in Oregon, and almost 300 in McFarland. As noted elsewhere, these outlying communities are growing at a much faster rate than Madison and they include a growing segment of the campus community. (See Appendix B, Residential Location of University Faculty, Staff, and Students by Municipality.) Unfortunately, although Madison Metro is initiating service from Verona and Sun Prairie to its peripheral transfer points (2006), most outlying communities do not have transit service to Madison and the limited service that is planned will not be express service directly to the downtown and campus area. Among the biggest gaps in services is the absence of any park-and-ride facility or transit service from the west in Middleton near US Highways 12 and 14—that is, from the commutershed for many employees who live in Madison’s western and northwestern suburbs and municipalities. Another commutershed not directly served includes US Highway 151/Verona Road.

Of particular interest within the metropolitan area itself is the case of Middleton. Many University employees in that Metropolitan Madison area community have not been well-served by transit, particularly on the north and western edges of the city. Although most of the routes currently serving Middleton also serve the University, they are often circuitous in their routing, resulting in long travel times. As this plan goes to press, Madison Metro has announced its plan to expand service and add routes in Middleton. The University strongly supports this decision and would point out that the potential market for campus employee bus riders is twice as large there as in any other neighboring community. The University also is committed to working with Madison Metro to find ways to increase the transit service attractiveness with minimal expansion in service

hours. For example, a short extension of the Route 60 north along highway Q would bring 150 faculty, staff and students within walking distance of a transit stop. Additionally, routes with large loops could be realigned such that the travel time for university affiliates is minimized.

3) Park-and-Ride Transit Service: According to survey results, park-and-ride service has the single biggest potential for an increase in market share of the transportation alternatives currently available to the University. Seventeen percent of all faculty and staff who do not normally take the bus (nearly 15 percent of the total population) would consider doing so from a park-and-ride along their normal route to work. Park-and-ride service is also the best available way to respond to the growing number of those who do not want to leave their cars entirely or otherwise convert to a regular transit mode of travel by living where it is available.

4) Frequency of Transit Service: The second most common concern of surveyed faculty, staff, and students was that bus service frequencies were not high enough. While a few routes operate every 15 minutes during the peak hour, most travel on 30-minute headways with many dropping to 60-minute headways off-peak. Finally, all groups indicated a strong desire for extended service hours.

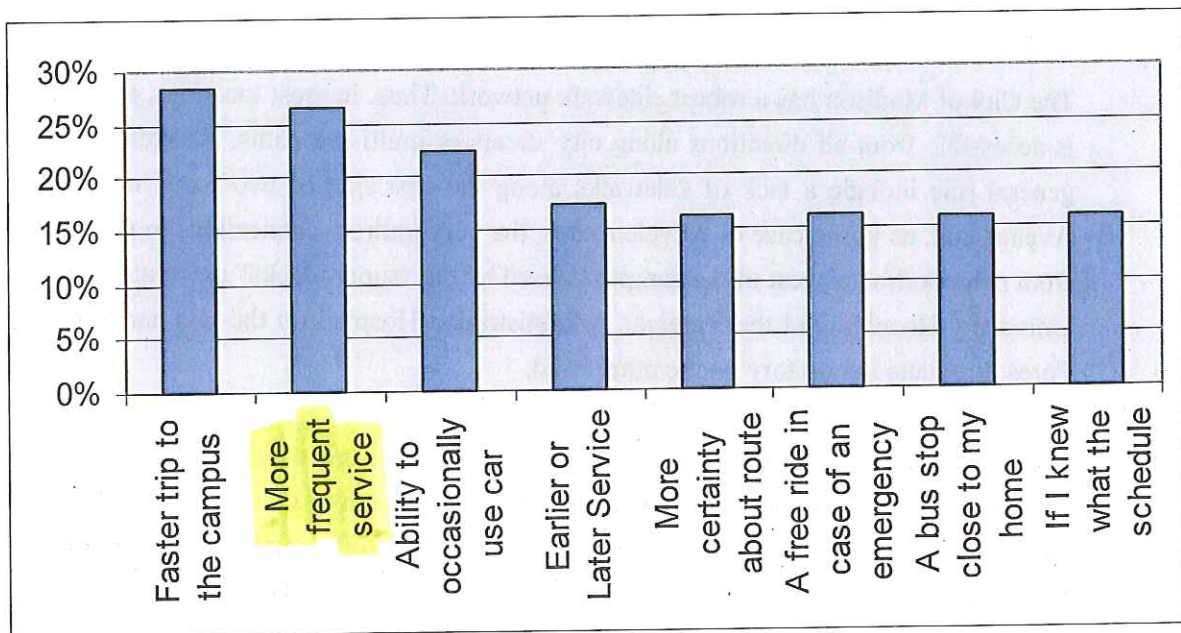


Fig. 8. Most Frequently Suggested Transit Improvements from UW-Madison Travel Survey December, 2004.

5) Better Education, about Existing Service and Amenities: Students, in particular, indicated that they needed more information about Metro's route structure and timetable. Depending upon the question, this was their second or third most pressing need. Survey results for faculty and staff, meanwhile, also indicated that they need more education about existing transportation options and programs. Many of the respondents requested improvements that already exist. Faculty and staff often reported that the ability to occasionally use their car is critical, even though this option already exists via the availability of hourly, half-day and daily parking permits. Also important, particularly to hospital employees, was the ability to receive a ride home or elsewhere in case of an emergency. Again, this program is already available to all faculty and staff who do not regularly drive their car to campus.

*b. Van and Carpool Programs*

The University actively promotes carpool and vanpool programs. In addition to access to TDM programs, vanpool participants are automatically granted a parking permit for their first choice parking lot. Carpools are encouraged by access to the Dane County Ride



#### *d. Pedestrian Facilities and Routes*

The City of Madison has a robust sidewalk network. Thus, in most locations, the campus is accessible from all directions along city streets or multi-use paths. Exceptions to this general rule include a lack of sidewalks along the east side of two parts of Highland Avenue and, as in the case of bicycle routes, the very indirect connections to the campus from neighborhoods west of the campus caused by the “super blocks” associated with the University Hospital and the Veterans Administration Hospital on the one hand, and the Forest Products Laboratory on the other hand.

The other problem besetting pedestrians accessing the campus is the relatively bleak streetscape along certain streets. Closely related to the campus concern for quality open space and landscape, the lack of street trees, terraces, and other amenities along much of University Avenue, West Johnson Street, Charter Street, Highland Avenue, and other major roadway entrances to the campus leaves the pedestrian in a hard and uninviting environment. Moreover, in some cases, including on University Avenue, the absence of street trees creates a lack of “verticality” along the street and encourages faster vehicular speeds, creating dangerous conditions for the pedestrians that must cross those streets. In other respects, this harsh streetscape decreases a pedestrian’s feeling of safety, an important if intangible factor in an individual’s decision to walk somewhere. A similar issue is the lack of “pedestrian scale” on some parts of campus, especially to the west, near Campus Drive and its interchanges.

Pedestrians on campus do benefit from the Lightway Walking Paths and Emergency Phones. The lightway is a network of well-lighted sidewalks and paths for pedestrians. Many sidewalks are adjacent to campus buildings that are heavily used at night. The University encourages walking along lightway paths when walking around the campus at night. Lightway routes are marked with reflected lightway logs affixed to light poles. Over 60 emergency telephones are located throughout the campus. All phones, with the exception of those in Memorial Library and the Chemistry Building, have a blue light above them and are labeled “911-Emergency.”

Finally, as it is for bicyclists, the biggest impediment to increased access to the University by foot is distance. Most individuals will elect not to walk if the distance

exceeds two miles. As noted earlier, because of evolving housing supply and price dynamics, more and more employees now live further away where affordable housing can be found.

#### *e. SAFE Nighttime Services*

Safe Arrival for Everyone (SAFE) stands alone as one of the nation's premiere, integrated, and multimodal approaches to late night campus transportation and safety. Three programs operate under the SAFE Nighttime Services umbrella: SAFERide Bus service, SAFERide Cab service and SAFEwalk Escort service. All three of the services are intended for use when individuals find themselves in an unsafe situation or location and are unable to find an alternative safe way to their desired destination. Each service is designed to meet a specific university community need and to supplement the other two services.

The mission of the SAFE Nighttime Services is to improve personal safety by means of providing safe travel options, to encourage people to plan ahead and make sound decisions when traveling at night, to empower the community to enjoy campus to its fullest without fear of being a victim, and to provide a dependable presence on and around the University of Wisconsin – Madison campus for all students, faculty, staff, and guests. SAFE's guiding principle is that there is safety in numbers and danger in solitude. Using SAFE Nighttime Services does not guarantee that one will not be the victim of crime, but it will reduce one's risk of becoming a victim.

Designing the SAFE Nighttime Services to operate on a systemic level instead of an individual service/mode level has allowed for better management, better planning, and synergistic gains that would not be possible with a non-system approach. All three of SAFE's programs are administered and coordinated by the University's Transportation Services Department. Funds for these programs come from Transportation Services revenues (parking fines, meters, special events parking, etc.) and from the Associated Students of Madison (ASM). Employee training and support comes from the UW Police, the Dean of Students office, The Office of Human Resources and Development, University Health Services, the Rape Crisis Center, as well as other University units and

departments.

- 1) SAFERide Bus: The first SAFE service to be developed was the SAFERide Bus, which was launched in October 1991 as an extension of the forty-year-old campus bus system. One of most recent precursors to SAFERide Bus, called the Badger Run, was a three route system with lines extending east, south and west of campus into the heavily student populated areas surrounding campus. The Badger Run was abandoned due to low ridership and high expenses.

After a review of the Badger Run, the SAFERide Bus service was introduced in August 1992. Improvements included better focus of service to campus housing, academic and recreation areas, extended hours of operation, and improved marketing. Additional system refinements, ease of use, as well as education and marketing efforts have and continue to contribute to the success of the program. It has always been and remains the backbone of the triad, transporting the bulk of total SAFE Nighttime Services users.

Presently, SAFERide Bus offers free rides on Madison Metro routes 80, 81, and 82 (formerly the 'L' and 'LN' Metro routes) to all university students, faculty, staff and guests from 6:30 p.m. to 1:45 a.m. Sunday – Thursday nights and from 6:30 p.m. to 3:00 a.m. on Friday and Saturday nights.

SAFERide Bus runs in three circular routes providing service from the Memorial Union to Eagle Heights, from the Lakeshore residence halls to Langdon, Johnson, and Gorham Streets, and from Regent Street and Breese Terrace to Bedford, Bassett and Broom Streets. With an increase in high-capacity student housing complexes in the downtown area, student housing patterns have changed and have begun to move closer in towards the campus than in previous years. Changes in the SAFERide Bus routes are being explored to better serve growing housing areas and to circumvent less populated areas.

- 2) SAFERide Cab: Begun in the fall of 1992, SAFERide Cab grew out of a need to provide

a rapid response, non-fixed route, door to door nighttime transportation service. While the SAFERide Bus service would continue to be the backbone of SAFE Nighttime Services, the SAFERide Cab program would compensate for some of the SAFERide Bus' shortcomings:

- SAFERide Bus offers limited flexibility in pick-up/drop-off locations,
- It requires lone travelers to wait at bus stops in dark, semi-isolated areas,
- It cannot give service in urgent situations as patrons must wait for a bus (up to 30 minutes)
- Some bus routes may end service too early at night.

Increased restrictions have been periodically necessary to maintain the integrity of the SAFERide Cab program as a genuine safety service and to keep the easily-burgeoning costs for it under control. Currently, the maximum number of SAFERides that can be given a night is approximately 120 and typically, most weekend nights SAFERide is running at capacity. This is due to a number of factors, including the amount of time the computer program takes to verify and record information (1-2 minutes per call), the number of people that can get through on a four-line phone system, and the number of cabs that Union Cab (the largest vendor in Madison) has available. Thursday, Friday, Saturday nights, the phone lines are busy from 10:30 p.m. – 3:00 a.m. with many people never receiving service. Improvements and refinements to the SAFE Database and as well as to the phone system, which will allow us to serve more patrons faster, are upcoming goals for the SAFERide Cab Program. Currently, the service runs nightly between the hours of 10:30 p.m. and 3:00 a.m. with service hour extended to 6:00 a.m. during final exam periods.

3) SAFEwalk Escort: Developed out of a Dean of Students task force with the financial and administrative support of Transportation Services, the Office of the Dean of Students (DOS), University Housing, and the University of Wisconsin Police Department (UWPD) (formerly the University Police & Security (UW P&S)), SAFEwalk began service, on a pilot program basis, in October 1993. The concept of a walking escort service was not unprecedented at UW-Madison, but SAFEwalk marked a different approach to the walking escort concept. Previous attempts at walking escort services consisted of ad hoc organizations using volunteers with little or no University support.

SAFEwalk was developed out of a partnership between the students and administration, drawing upon the expertise and resources of several departments and units throughout the University.

SAFEwalk Escorts are paid employees of the University of Wisconsin; they receive practical training from the UWPD and are supervised by the SAFE Program Coordinator within Transportation Services. The scope of the initial pilot was limited to one escort team and one dispatcher service a three block area of campus. Initial response to the service was modest due partly to the lack of marketing, the restrictions on service area and hours, and the existence of free SAFERide Cab rides.

There are a number of challenges relating to the SAFEwalk Escort program that have existed since its inception. Coming into existence after and acting as a restrictor on the wildly popular SAFERide Cab service, SAFEwalk has received undue criticism and has been the most difficult SAFE service to sell to the University Community. Many feel as though they are being short-changed by getting offered a SAFEwalk instead of a SAFERide Cab as SAFEwalk is an 'active program' whereas the SAFERide Cab and SAFERide Bus are more 'passive programs', which require less involvement on the part of the user. SAFEwalk typically sees heavy increases in its usage when a highly-publicized on or near campus assault or robbery occurs. With the on-going image and staffing improvements that have recently gone into effect, one of the major goals for the SAFE programs is to position SAFEwalk alongside SAFERide Cab and SAFERide Bus as an understood, valued, and purposeful program

Since the student SAFEwalkers and SAFERide Dispatchers (who are tenured SAFEwalk Escorts) are the only University representatives of the three programs (the other representatives being the cab and bus drivers), the SAFEwalk program sits at the center of the success of the SAFE Nighttime Services. SAFEwalk serves as the primary vessel to promote and educate the University community on SAFE's three services. Recognizing the central role SAFEwalk plays to the correct utilization and success of the three programs, improvements have been made to the program to makes it more user-friendly, more visually attractive, and more understood, which include:

- New promotional materials (signage, give-aways, etc.)
- Stylish clothing,
- Highly publicized hiring campaigns to attract a wide range of highly-qualified students,
- Increased practical training sessions for SAFEwalk staff.

After observing the three services in operation for some time, it was concluded that each service was meeting a niche need within the university community. SAFERide Bus meets the bulk of the transportation needs of the students, especially those living in on-campus housing. It fails, however, to meet the transportation needs of individuals in certain circumstances, especially those with short trips or those traveling north or south. Bus routes are not extensive enough to serve all off-campus student housing areas either. SAFERide Cab is very adept in meeting the transportation needs of those living off-campus, providing fast, flexible, door to door service. It is very inefficient, however, for on-campus transportation, as the 'per-ride' cost is very high and cannot carry the numbers that the SAFERide Bus is able to on a nightly basis. SAFEwalk is able to meet the short distance transportation needs of those on or very near to campus—trips that could be walked faster than riding the bus and in some cases taking a cab.

#### *f. Parking Facilities for Commuters and Visitors*

The campus has kept records of the parking infrastructure on campus since the creation of the Transportation Services Department in 1924. Since that time, campus parking spaces have grown from 750 spaces to approximately 13,000 permit spaces in 2005. Despite this substantial growth, the University of Wisconsin – Madison has the lowest faculty and staff ration to the number of parking stalls of any public agency in the state, the lowest rate of any Big Ten university, and one of the lowest ratios of spaces per member of the campus community of any university in the entire country at 0.22 spaces per person. Part of the reason for this parking efficiency is that only a very small number (approximately 300) of permits are awarded to students, and then only in cases of disability or significant need. Importantly, the University's strong parking management policies form the backbone for its exceptional TDM record. Moreover, this same management has allowed the campus to avoid the struggles over more and "closer" parking that now dominate