
**TRANSIT AND PARKING COMMISSION
COVER SHEET**

AGENDA ITEM Transit - Related Items/Exec. Sec. Report	MEETING DATE May 9, 2006
ITEM TRANSIT TOPICS: Route Restructure	
ID Number G. 3	Council report back due date: NA
OTHER REFERRALS AND ACTIONS TAKEN TO DATE: NA	
STAFF DISCUSSION OF ITEM: Dear Members: Attached is: (1) Summary of Listening Sessions – updated with Sessions since our last meeting - starting on page 16.	
FISCAL IMPLICATIONS: NA	
MATERIALS PRESENTED WITH ITEM: See above.	
STAFF RECOMMENDATION/RATIONALE: Update information only.	
PREPARED BY: CSDebo	SIGNED DATE: 5/3/06

Summary of Listening Sessions (5/3/2006)

Weds. February 15, 2006: LaFollette High School Public Meeting with Latino Parent Group

Metro made a presentation of new Route 16 to a Latino Parent Group at LaFollette High School on February 15, 2006. Tim Sobota, Sharon Persich, and Mauricio Comacho (bilingual Metro operator) were on-hand to make the presentation and answer questions. Metro's presentation was given in English with simultaneous translation into Spanish. There were no questions initially. Staff asked if anyone in attendance used the bus (0), and if anyone lived in South Madison (1). Bert Zipperer provided more information about events leading to funding of the route and credited instrumental staff of LaFollette High School. Following his remarks, someone asked if anyone could use the route, suggesting there was some confusion about whether the route was just for LaFollette. Staff clarified that the route is for the general public and pointed out other destination possibilities. The presentation lasted 30 minutes.

Sharon Persich
Metro Transit Planning & Scheduling Mgr.

Thurs. February 23, 2006: Prairie Hills Neighborhood Association

Catherine Debo and Colin Conn made a general presentation concerning Metro transit services, specific transit services offered in the Prairie Hills area, and proposed changes in route services planned for implementation in the fall of 2006. They also showed areas in the High Point-Raymond vicinity where surveys are currently being conducted to determine interest in expansion of service to those areas. One gentleman indicated that he regularly rides Routes 56 and 58 and asked if there would be changes there. Colin indicated that the only changes planned were to speed up route 56 by using Campus Drive on certain trips rather than using Old University. Two people who said they owned rental apartment properties in the areas being surveyed indicated interest in expansion of service in those areas, specifically in the Mid Town Road area, because they have trouble attracting tenants who would be interested in using transit services. People attending the meeting thanked the Metro representatives for the presentation.

Catherine Debo
Metro Transit General Manager

Tues. March 7, 2006: Wexford Village Neighborhood Association

Catherine Debo and Colin Conn made a general presentation concerning Metro transit services, specific transit services offered in the Wexford Village area, and then answered questions by people about specific route impacts. Colin compared a map of existing services with those proposed, showing clear improvements in consistency and simplicity of service. People interested in the Old Sauk/Sawmill area appeared to be pleased with the expansion of service on Route 15 to all-day service on weekdays. On weekends, people in the Old Sauk/Sawmill area would have direct connections to West Transfer Point, West Towne Mall, and Target, but would have to transfer at West Transfer Point to go downtown. One gentleman asked about service from the Tree Lane area to Edgewood College. He takes Route 58 and 3 for that purpose. Colin indicated that there would be no change in those services on weekdays, other than minor schedule adjustments. People in the Tree Lane area going to West Towne Mall or West Transfer Point would board Route 67 on Mineral Point Road (without need to cross Mineral Point) to go to those destinations. Route 67 would operate every half hour on weekdays. Colin also spoke about direct service by Route 14 from the Tree Lane area to UW/downtown.

Catherine Debo
Metro Transit General Manager

Weds. March 8, 2006: Greenbush Neighborhood Association

Sharon Persich and Colin Conn presented weekday and weekend service proposals to a group of approximately 15 residents. The neighborhood stands to gain significant service improvements from revisions to current Route 27 (proposed Route 44) that would provide service to the west campus as far as Babcock and Linden, and from a new south campus circulator. Staff also reviewed changes in Route 5 affecting Olin Avenue (new Route 13) that will provide continuous service on West Washington Avenue abutting the neighborhood.

Reaction was positive. Comments/questions included:

- Route 8 to Hilldale--One member of the group indicated using Route 8 to Hilldale from Mills and University. Staff pointed out that she would be able to use Route 2, which has already been re-routed into Hilldale on all trips.
- Left-turn signal from Park onto Erin--The neighborhood has had a standing request for a left-turn signal from Park onto Erin and asked for Metro's support to accomplish this.
- Route 44 South to West Campus—It was questioned whether this route could go even further west, with one member indicating a need to reach University Station. Staff indicated that the route had just enough schedule time at current service levels for the proposed pattern.
- South to East Link--Someone suggested linking Route 12 at Dutch Mill to Routes 39 to establish a east side connection. Staff presented Route 16, which was very positively received.

Sharon Persich
Metro Transit Planning & Scheduling Mgr.

Weds. March 8, 2006: Dudgeon/Monroe Neighborhood Association

Sharon Persich and Colin Conn presented weekday and weekend service proposals at a meeting of the neighborhood association board on March 8, 2006. The primary service change in this neighborhood is a reduction in weekend service frequency on Monroe Street. Weekday changes are minor and involve some phasing adjustments during peak times. Staff also reviewed changes on Route 6 to the west and along Regent Street.

Questions tended to focus on funding issues in response to the weekend service reduction on Monroe Street. Staff provided a brief overview of the history of transit funding and the trend in recent years of static or declining funds relative to increasing costs, resulting in an ongoing need to pursue operating efficiencies. Someone questioned the potential to save operating costs with smaller buses. Staff discussed the operational and economic disadvantages of using smaller vehicles while noting their benefit from a public perception standpoint. In response to a question about what the neighborhood might do to show support for transit, staff suggested making such statements at public hearings. Someone also suggested that Metro write regular articles for publication in the neighborhood newsletter.

Sharon Persich
Metro Transit Planning & Scheduling Mgr.

Tues. March 14, 2006: Allied Stakeholder Meeting

Colin Conn and Sharon Persich attended this meeting on March 14, 2006. Key points about the proposals for Allied Drive in the presentation included:

- Route 19 would operate via Bassett/Broom/West Washington to the Square instead of State St.
- Route 19 would be scheduled to achieve separation with Route 3 on Monroe St.
- Route 19-Allied loop during peak hours would not operate on Allied between Lovell and Frontage to reduce “loopiness” and duplication of service (nearest stops are within a two block walk). Service in the loop would also be “commuterized” for direct service inbound in the morning and outbound in the afternoon. Outbound a.m. and inbound p.m. service would operate on Verona Rd. This more efficient routing would be similar to how other loops operate in the system.
- Route 18 on weekends would be hourly in both directions.
- On weekdays and weekends, Route 18 will not operate on Crescent/Red Arrow Trail.
- Allied area would continue to get half-hour service on weekends. Two options are being considered: 1) operating Route 19 which would give direct service to downtown; or 2) operating a Route 18 loop from the West Transfer Point that would also serve Tokay and the Sequoya library. Funds for operating half-hourly service on weekends in Allied would be pursued through a state grant (JARC).

There was a lengthy discussion on the proposals. Key points made by members of the group were:

- A request for ridership counts at stops on the section of Allied that would not be served during peak hours.
- Regarding a Route 18/WTP loop via Tokay on weekends, direct service to the Sequoya library is not necessarily a positive because it assumes residents “feel comfortable” going to that library.
- A desire for direct service from Allied to the Job Center. Discussion clarified that W-2 residents are required to attend classes at the Job Center daily and it takes well over an hour one-way. The possibility of using grant funds for a service that would start at the West Transfer Point, follow the beltline to South Transfer Point, and then go direct to Job Center was suggested. Names of Job Center staff were provided.
- A need for direct service to the Department of Corrections on Raywood (staff indicated this would be available on new Route 16).
- A desire for more public meetings on the proposals in the neighborhood in addition to the March 24th Community Meal Meeting already scheduled.
- More direct cross-town service.
- Longer span to accommodate 2nd and 3rd shift employment. (In response to information that many Katrina victims work at Sitel, staff indicated that Route 73 would provide 30-minute weekday/60-minute weekend service to Sauk Trail Business Park).
- A feeling that low-income persons are not considered in Metro plans.

Sharon Persich
Metro Transit Planning & Scheduling Mgr.

Mon. March 20, 2006: Sauk Creek Neighborhood Association

Catherine Debo and Colin Conn made a general presentation concerning Metro transit services, specific transit services offered in the Sauk Creek area, and then answered questions by people about specific route impacts.

Colin compared a map of existing services with those proposed, showing improvements in consistency and simplicity of service. People in the Sauk Creek area expressed support for the expansion of service on Route 15 to all-day service on weekdays. Route 15 will be more direct and faster as well.

Colin explained how Route 14 would replace segments of the current Route 65 in the Westfield area, providing peak hour service on weekdays to downtown.

He explained how Route 73 and Route 67 would work from West Towne Mall.

On weekends, people in the Sauk Creek Neighborhood would have direct connections via new Route 68 to West Transfer Point, West Towne Mall, and Target, but would have to transfer at West Transfer Point to go downtown.

There was a question about whether there would be service to Greenway Station on weekends. Colin said no, not at this time.

In response to a question about service on Highpoint Road, Colin indicated that Highpoint Road between Old Sauk Road and Mineral Point Road would receive much less service on weekends. People could walk north to Old Sauk to catch Route 68 or south to Mineral Point Road to catch either the 68 or the 67.

Concerns were voiced about service on weekends to Tree Lane. Colin indicated that currently there is no direct service to Tree Lane on weekends, but the design of Route 67 makes it safer to use as people would be able to board on the north side of Mineral Point Road because of the route's short loop west of Gammon Road.

The Chairman of the committee expressed his sense of the meeting that people were supportive of the proposed changes.

Catherine Debo
Metro Transit General Manager

Tues. March 21, 2006: Burr Oaks/Bay Creek/Brams Neighborhood Association

Colin Conn and Sharon Persich attended this meeting at the Harambee Center on March 21, 2006. Key points about the proposals for these areas included:

- Route 13 will replace Route 5 on Olin Avenue and provide 30 minute peak/60-minute off-peak service on weekdays, and 60-minute service on weekends. The route will use Park and Johnson to the Square instead of lower State St.
- Route 4 remains unchanged.
- Route 5 will operate on Park Street and use West Washington to the Square (instead of lower State St.), giving regular service to West Washington Avenue. The route will be faster to the East Transfer Point (45 minutes).
- Route 12 will operate on John Nolen to the Square (instead of Olin/Park St.), and then from the Square it will be express to the West Transfer Point. The route will replace Route 41 on Waunona Way.

- Route 11, a counterpart to Route 12, will replace Route 65 and provide service on campus, then outbound via John Nolen, Nob Hill Rd., Broadway to Dutch Mill.
- Route 16 will replace Routes 31, 41, 42, and 43 and provide 30-minute peak/60-minute off-peak service weekdays and 60-minute service on weekends between the South Transfer Point and the East Transfer Point.
- Route 18 will serve the south Frontage Road and Coho loop.
- Route 40 will serve the north Frontage Road and operate on Grandview instead of Todd Drive.
- Route 44 will replace Route 27 to the campus and provide service to the west campus as far as Linden and Babcock. From Linden, Route 44 becomes Route 27 to the North Transfer Point.
- Route 47 will only operate via Fish Hatchery; Route 5 on Park Street.

Questions/requests/comments included:

- A request to restore Route 44 (current Route 27) to Fisher Street.
- Questions about why route names were changing for 27 (to 44) and 5 (to 13 on Olin). Staff explained the confusion that could arise.
- A request to operate Route 16 on Lakepoint Drive (staff explained that the route does not have enough time, and that tradeoffs also had to be made on the east side in order to ensure a 45 minute schedule).
- A request for later a.m. peak trips on Route 44 (staff indicated that the last trip is now 9:15 am)..
- Questions were asked about security at the South Transfer Point and on school dodgers.
- A suggestion to implement Route 16 a week early to facilitate student orientation at LaFollette.
- Questions about use of smaller buses (staff explained the additional operating costs of this).

Sharon Persich
Metro Transit Planning & Scheduling Mgr.

Weds. March 22, 2006: Regent Neighborhood Association

Catherine Debo gave a general presentation about Metro and the purpose of tonight's presentation.

Colin showed maps of services currently provided in the Regent Association area and talked about routes which go through the neighborhood which would see some changes, including:

- Route 19 - which will see some routing changes downtown and at Allied;
- Route 6 - which will be renumbered and see some revised routing beyond the West Transfer Point on weekdays and weekends;
- New Route 7 which will replace Route 6 weekend service on Tokay/Toepfer/Regent and operate hourly on Regent (providing same level of weekend service as at present) as far as Randall rather than turning on Breeze Terrace on weekends;
- New Route 7 will also operate hourly on weekends along Monroe Street and Odana to the West Transfer Point, replacing Route 3 which currently operates in that area every half hour on weekends.
- New Route 11 will replace the segments of current Route 65 on weekdays in the area of Segoe/Regent/Midvale, start at the West Transfer Point and go onto campus before going downtown.

Members of the audience asked questions about some routes and service areas:

- What will happen to service on Old University Avenue?
Routes 14 and 15 will operate on Campus Drive in order to speed-up those routes. Midday, Routes 9 and 19 will offer fairly frequent service along “old” University Avenue. Additionally Route 37 will serve the area during the morning rush with 15 minute service. In the afternoon rush hour Route 37 will still be providing the necessary frequency on University Avenue between Park and Walnut. On weekends, “old” University Ave. will be served by Routes 2 and 8. Bus phasing is an issue, diluting the benefit of having 2 routes serving the corridor, but we are comfortable relying on the half-hour service levels provided by Route 2 on weekends.
- What will replace Route 61 to Greenway Station?
Route services to and in Middleton will be re-numbered in the 70s. Commuter service to Greenway Station from University Ave. will be more direct and faster. Midday service will increase from 90 minute to 60 minute headways.
- Will there be weekend service to Middleton?
Not yet. Middleton is funding the expansion of weekday service and hopes to be able to fund weekend service sometime in the not-too-distant future.
- When will the South Campus loop service start?
Not sure. Possibly as early as July. Possibly in the fall with the rest of service changes.
- How will people get to Cub Foods/Kohls if Route 6 is cut west of the West Transfer Point.
People will take Route 67.
- What will replace Route 3 on weekends?
Route 7 is proposed to operate hourly via Monroe/Odana and hourly via Tokay.
- Will there be reduced service on “old” University at night?
Yes, only Routes 2 and 19 will operate on “old” University.

The Chair thanked the presenters as did members of the audience.

Catherine Debo
Metro Transit General Manager

Friday March 24, 2006: Allied Community/Dunn’s Marsh

Catherine Debo introduced the topic by giving some general information about Metro and gave the purpose of the meeting. Colin Conn focused his presentation on Routes 18, 19, and changes in Route 6 west of the West Transfer Point.

Weekdays

- Route 19- service would not operate on Allied Drive north of Lovell Lane to eliminate service redundancy created by the current route. Nearest stops are within a one or two block walk. Service would also be “commuterized” for direct service inbound in the morning and outbound in the afternoon, while eliminating “reverse commute” service to and from the Allied loop as well as from the Crawford/Whenona loop. Outbound a.m. and inbound p.m. service would use Verona Road, bypassing these loops. This more efficient routing would be similar to how other loops operate in many routes of the system. Currently morning service operates in this manner, but the routing principle would also be

applied to afternoon service, acknowledging the fact that afternoon reverse commute service on Route 19 garners very few riders from this area, which is also served by Route 18.

- The Route 18 “via Midvale” would operate on Tokay rather than Odana for two reasons:
 - left-hand turns from Whitney Way onto Odana Road are very time-consuming as buses often take two signal cycles to make the turn. Because Route 18 tends to run late, the purpose is to speed up the service for timely transfer connections at West Transfer Point.
 - The change is also proposed in response to requests from residents in the Allied loop for service to a library, which this change would facilitate as the Sequoyah Library is near bus stops at the corner of Tokay and Midvale boulevards.
- The Route 18 “via Reetz” would operate along Allied Drive between Lovell Ln. and the Verona Frontage Road; and no longer serve Crescent Rd. or Red Arrow Trail. This change streamlines service in this area (helping buses maintain schedule) and is seen as a trade-off for changes proposed for Route 19 changes detailed above.
- The Route 6 will run between West Transfer Point and the far east-side. Segments of the current Route 6 west of the West Transfer Point are being re-numbered for the sake of simplifying route identification.
 - On Weekdays service from West Transfer Point to West Towne Mall, Cub Foods, etc. will be provided by a new Route 67 which loops through the Mall using Mineral Point Road to D’onofrio and West Towne Way and back to WTP again via Mineral Point Road, every half hour on weekdays.
 - On Weekdays, Route 73 is proposed to operate every half hour during peak periods (hourly off-peak) from the WTP serving Watts and Junction Roads, past Target to the Old Sauk Business Park, and then returns to West Transfer Point. Most trips would interline and become Route 70 trips at the intersection of Deming Way and Gialamis Drive, extending the route to Greenway Blvd. and the City of Middleton and points east. This route would not go into West Towne Mall or into the Target Store on Junction Road, but would serve nearby bus stops.

Weekends

- Allied area would continue to get half-hour service on weekends from Route 18.
 - The “via Midvale” would be a short loop route in the Allied Neighborhood connecting to West Transfer Point only using Tokay Blvd and run hourly, opposite the “via Reetz”.
 - The “via Reetz” would operate along the same route as at present hourly – connecting the Allied Neighborhood to both the West and South Transfer Point.
- Route 6, west of the West Transfer Point, would be replaced, as on weekdays by Route 67 which would loop through West Towne Mall every hour using the same route described above. This route would be offset in departures from West Transfer Point by **Route 68** which would go into West Towne Mall, and then on to Watts Road, Junction, terminating at Prairie Towne Center, where it would become **Route 75** serving the Old Sauk Business Park from Excelsior Drive. From there, the bus would use Old Sauk Road, Old Middleton Road, Capitol Avenue, University Avenue, and Whitney Way back to West Transfer Point.

In a question and comment session, one woman expressed strong concern about Route 18 “via Reetz” on weekdays not operating on Crescent or Red Arrow. One woman expressed support for Route 19 operating on Crescent and Red Arrow.

Catherine Debo
Metro Transit General Manager

Sunday March 26, 2006: Westmoreland Neighborhood Association

Catherine Debo and Colin attended meeting. After a general introduction and remarks by Ms. Debo, Mr. Conn reviewed changes in the Westmoreland neighborhood concentrating on Routes 6, 67, 73, 11, 58, 3, 19, and on weekends 7 and 68 as follows:

- The Route 6 “via Mineral Point” will continue to run between West Transfer Point and East Towne Mall on the far east-side. Segments of the current Route 6 west of the West Transfer Point are being re-numbered for the sake of simplifying route identification.
 - On Weekdays service from West Transfer Point to West Towne Mall, Cub Foods, etc. will be provided by a new Route 67 which loops through the Mall and back to the WTP every half hour.
 - On Weekdays, Route 73 operates every half hour from WTP on Watts Road to Junction, past Target to the Old Sauk Business Park, Greenway Station and then returns to West Transfer Point.
- The Route 11 will replace segments of current Route 65 and run from West Transfer Point on Mineral Point Road, do the Segoe-Regent area, , Speedway Blvd, and then use Highland Avenue to University and Walnut, go through UW campus along Observatory and Linden Drives, Charter St., continuing to the Capitol Square; and replace Route 12 traveling via John Nolen Drive, Rimrock Rd., Nob Hill Road, Industrial Drive and Broadway to the Dutch Mill parking lot.
- Routes 58 and 3 will be phased as at present, but schedules will obtain improved on-time performance. Route 19 will be modified at the Allied Drive end of the route and downtown as buses use Broom St./Bassett and Wilson St. between Capital Square and UW campus.
- Route 67 and 68: Route 6, west of the West Transfer Point, would be replaced, as on weekdays by Route 67 which would loop through West Towne Mall every hour. This route would be offset in departures from West Transfer Point by **Route 68** which would go to West Towne Mall, and then to Watts Road, Junction, Prairie Towne Center, connecting with **Route 75** to do the Excelsior loop in the Old Sauk Business Park, University, Capitol Avenue, back to West Transfer Point.
- Route 7 on weekends, replaces Route 3 service:
 - Route 7 would provide half-hour service along Jenifer St. as is currently provided by Route 3, however, would not serve Walter Street and Atwood Avenue between Walter St. and Fair Oaks Avenue. Walter Street will be served by Route 16 on weekends. Route 7 would also use King Street to and from the Square rather than Martin Luther King Jr. Blvd. These changes are proposed as a way of reducing travel time between the East and West Transfer Points.
 - Service on the west-side would have two vias – using either University Ave. / Monroe St/ Odana or regent St./Tokay Blvd./Toepfer Avenue to West Transfer Point and back to the Capitol Square.

Comments and questions were as follows:

- One person said internal announcements should be a little sooner. Another said they were just the way they should be.
- There were a lot of questions about Route 7 on weekends and why it operated the way it did.
- One person asked about football weekends. Mr. Conn indicated that they could add additional buses on football Saturdays along the Monroe St. “via” of Route 7.

- One person said that service on weekends at present doesn't run as late as he would like. Mr. Conn indicated that this was a budget issue. For every hour added to the system on weekend routes it costs an additional 20 hours of service systemwide. Ms. Debo pointed out that Route 2 and Route 7 would operate every half hour into the evening on Saturdays– something new to the system.
- One person asked about what service there would be on Walter Street. Colin indicated that new Route 16 would operate seven days a week on Walter Street. Route 3 on weekdays would continue to operate on Walter Street. Route 16 will replace Route 31.

When other items on the Westmoreland agenda had to be covered, the Metro reps moved to another room to continue answering questions one-on-one for people who still had questions.

Catherine Debo
Metro Transit General Manager

Sunday, March 26, 2006: Junction Ridge Neighborhood Association

Catherine Debo and Colin attended meeting. After a general introduction and remarks by Ms. Debo, Mr. Conn reviewed changes in the Junction Ridge neighborhood concentrating on Routes 15,73, and 67 on weekdays and Routes 67 and 68 on weekends.

Weekdays

- Route 15 service would expand from peak hours only to all day long on weekdays, including evenings. This route would be a primary route serving the Junction Road area and offer an alternative to taking the new Route 73 to West Transfer Point to the Capitol Square.
- New Route 73 is the other primary route for the area, operating all day long on weekdays from Middleton to Prairie Towne Center, Watts Road, and West Transfer Point.

Weekends

- Route 67 would connect West Transfer Point and loop through West Towne Mall hourly, alternating with Route 68 service to WestTowne Mall such that half-hour headways are maintained from WTP.
- Route 68 will connect West Transfer Point, Watts Road, Junction Road/Prairie Towne Center, and interline with Route 75 in the Old Sauk Business Park, continue on University Avenue, Capitol Avenue, and then go to the West Towne Mall. These routes will operate in this loop fashion in both directions.

As the Neighborhood meeting had other agenda items, the Metro reps met with people interested in further information in a separate area of the Casa Bianca meeting place. In questions/comments section of the meeting:

- Several residents noted that they would like more direct service from Junction Road to the UW campus. Right now, they have to go through WTP which takes an hour. Colin pointed out that Route 73 will not pull into Target or West Towne Mall and thus would be faster than current Route 6 service. Ms. Debo pointed out that Route 15 offers another option as well and may be the fastest way to get to the University. Colin indicated that as he has it presently scheduled, the Route 15 driver would have a break near West Towne, however, before proceeding up to University Avenue. Colin agreed to look at the possibilities here to address that issue.
- One resident pointed out that eventually there will be another UW Research Park in the Pioneer Neighborhood and felt that would call for a more direct route.

- One woman asked if Routes 56 or 57, which are limited stop commuter services, could stop at Midvale and University rather than Segoe and University. Colin said that could be possible.
- One woman asked that Metro plan to provide late night service when there are football games – and going to the Junction area as well.
- One woman asked that “Monona Terrace” and “Hilldale Mall” be added as known destinations to the Trip Planner.

Catherine Debo
Metro Transit General Manager

Monday, March 27, 2006: UW – Grainger Hall

Colin Conn and Sharon Persich attended this meeting on March 27, 2006. Key points about the proposals for these areas included:

- Route 1 will alternate with Route 19 through the Broom/Bassett neighborhood to provide a full schedule of service. The route will follow University/Randall/Johnson (service is removed from Linden).
- Route 9 is extended along University to Old University and will serve the hospital and Waisman Center. Service is removed from Babcock/Linden.
- Route 11 will replace parts of Route 65. Operating between the Dutch Mill Park and Ride and the West Transfer Point, it will provide eastbound a.m. service and westbound p.m. service on Linden, Observatory and Walnut.
- Route 12 will follow John Nolen to the Square. Route 13 will replace Route 12 on Olin Avenue.
- Route 19 will alternative with Route 1 to provide a full schedule of service in the Broom/Bassett neighborhood.
- Route 27 will operate from the North Transfer Point on its same path, but extend into campus to do the Babcock/Linden loop. At this point it will become Route 44 to the South Transfer Point.
- Route 44 will operate between the South Transfer Point and the Babcock/Linden loop. The route is scheduled on the off-pulse to help balance loads on Mills Street to campus on Route 4.
- Route 5 will become a faster route (45 minutes) between the South and East transfer points.
- Route 16 will provide new service between the South and East Transfer Points and replace Routes 31, 41, 42, and 43.
- Route 85 is a new route to serve the dorms at Park and Regent.
- Route 53 will no longer serve the park and ride lot at the Villager Mall.

Questions/requests/comments included:

- One person felt the Segoe/Regent loop on Route 11 is “worthless” because it creates indirectness of service and is a low-density area compared areas further west on Mineral Point Road. However, other comments pointed to inconveniences as a result of removing the loop from Route 6 some years ago e.g. it provided more direct service from Monroe/Regent to Hilldale. Staff explained that by removing the loop from Route 6, and there were complaints, Metro was able to better balance the route’s schedule.

- A question was asked about the connection from the Monroe Street area to the Lake Edge Shopping Center on Monona Drive. Staff indicated that there would be a two-block walk from Buckeye and Davies.
- Another person indicated they have longer walk to church on Monona Drive.
- In response to revisions to Route 3 on the west side, it was noted that Monroe will have hourly weekend service and Olbrich Gardens will not be served. Staff noted that Olbrich has much higher passenger volumes on weekends than Monroe Street.
- Staff clarified confusion about Route 6 to West Towne—Route 6 will become Route 67 via Mineral Point and enter the mall while Route 73 will follow Odana Road to Gammon, not enter the mall but continue to Watts and Junction roads. Both are Route 6 interlines that don't require a transfer.
- Someone noted that inbound passenger volumes on Route 6 from East Towne are often overloaded.
- Problems with bus exiting at the South Transfer Point were noted.

Sharon Persich
Metro Transit Planning & Scheduling Mgr.

Tuesday, March 28, 2006: Midvale Heights Neighborhood Association

Catherine Debo and Tim Sobota attended the meeting. After a general introduction and remarks by Ms. Debo, Mr. Sobota reviewed proposed route changes in the Midvale Heights Neighborhood (where he lives), concentrating first on weekends on Routes 6, 7, and 18, 73 and 67 where there would be changes as follows:

- Route 6 “via Mineral Point”: Routing east of the West Transfer Point to City View Drive would remain the same as current Route name, pattern, and frequency of service.
- Route 6 “via Tokay” would be discontinued and provided by Route 7.
- Route 7 “via Tokay”: Routing east of the West Transfer Point would remain the same as current Route 6 “via Tokay” in pattern and frequency of service to Capitol Square. The route would continue to the East Transfer Point via Jenifer St. but would use Fair Oaks rather than Atwood/Walter to go to Milwaukee Street.
- Route 7 “via Odana (and Monroe)”: This replaces Route 3 on weekends, but from the West Transfer Point would change in pattern, frequency. Frequency would change from half hour service during the day and hourly service in evenings to hourly service all day long. There would be routing changes at the West Transfer Point, around Camp Randall and Capitol Square, and near East Transfer Point.
- Route 18: Service in the Allied neighborhood would be modified. Tim gave a full description of changes. He highlighted the fact that the “via Midvale” Route 18 will use Tokay Boulevard instead of Odana in order to provide good connections to the Sequoya Library and to cut down on time-consuming turns at the Odana/Midvale intersection.
- Route 67: This service replaces Route 6 from West Transfer Point to West Towne Mall/Cub Foods and would operate on Mineral Point Road.
- Route 63: This service replaces Route 6 on Odana, Watts Rd and Prairie Towne Center.

Tim pointed out that weekday routing on Routes 3, 6, and 58 are unchanged, with only minor schedule adjustments possible. Route 18 would undergo similar changes as outlined during discussion of weekends. Routes 67 and 73 would provide service west of the West Transfer Point – Route 67 as on weekends, and route 73 on Odana, Watts Rd. and Prairie Towne Center. Route 11 would start at the West Transfer Point and replace current Route 65 service along Mineral Point Road, but proceed after the Tokay/Midvale loop to campus before going downtown.

In a question and answer session:

- Tim responded to a question about Route 19 routing in the Mohawk/Whenona area, where service would be provided in-bound through the neighborhood to downtown in the morning. In the afternoon routing would return residents to the neighborhood. However in the morning (before noon), service would operate on Nakoma outbound, and after Noon on Nakoma inbound.
- Responding to a question about service to Bluff Street, Tim indicated that on weekdays Route 14 would replace Route 8 service, connecting the neighborhood to the West Towne area on the west, going through Capital Square, and continuing East to the East Transfer Point and beyond. On the weekends, Route 8 would continue to provide service on Bluff Street.
- One person indicated that current Routes 60 and 61 on University Avenue tend to “bunch” together and are over-crowded. Tim and Ms. Debo indicated that new routes 71 and 72, replacing those routes, would be phased at 15 minute headways during peak hours. Route 70 would operate hourly at off-peak times, rather than on the current 90 minute headway.
- Another person asked how Routes 67 and 73 would operate. Tim described those route services.
- One woman said that service on the North Frontage Road of the Beltline was limited and that it is hard to get to the clinic there. Tim and Ms. Debo indicated that service to the North Frontage Road would be improved because that service would be consistently provided by Route 40 out of the South Transfer Point. It will be a short trip to the Clinic, and a longer one back because of the loop nature of Route 40. Alternatively, the clinic can be accessed by walking from Route 4 on Fish Hatchery Road.
- One man asked about the best way to get from Greenway Station from the east-side. Tim gave the man his business card as he did not have the schedules available to give him the best route. There are several possibilities – 15 to the far west-side with potential transfer in the Old Sauk Business Park, another is a transfer from 15 at the Square to Route 71.
- One woman indicated that she takes Route 3 at Edgewood College on weekdays to the West Transfer Point to go to Sheboygan Avenue. She just misses the connection to Route 28 and asked if it would be possible to hold the Route 28 two more minutes for that purpose. Sometimes she’s able to make the connection, sometimes not. Ms. Debo said she’d pass the word along to the Scheduler Mr. Conn. Tim suggested reviewing on-street transfers between Routes 3 or 58 to Routes 56 or 57 at the corner of Odana Road and Whitney Way.
- One man indicated that he is aware that the weekend level of service in the evening on Odana would remain the same, but wished it could be increased to half-hour headways.
- One person indicated a wish to see service to the Airport on weekends.

Catherine Debo
Metro Transit General Manager

Tuesday, March 28, 2006: Broadway-Lakepoint and Waunona Way Neighborhood Associations

Colin Conn and Sharon Persich attended this meeting on March 28, 2006. Key points about the proposals for these areas included:

- Route 16 will connect the South and East Transfer Points, operating along Broadway (instead of Lakepoint) to Bridge Road, closed door between Monona Drive and Pflaum Road, serve LaFollette then follow Turner north to the East Transfer Point. The route replaces Routes 31, 41, 42 and 43. It will operate every 30 minutes peak/60 minutes offpeak/60 minutes weekends and holidays.
- Routes 11 and 12 will serve Lakepoint Drive and Waunona Way during commute times. They will follow John Nolen to the Square and provide service all the way to the West Transfer Point.
- Route 13 will provide regular service on Olin Avenue and a quick connection from the South Transfer Point to the new pool.

Questions/requests/comments included:

- Linda Hoskins, who was acting as director of the meeting (and who is also Executive Director of the NAACP) strongly registered her objections to operating Route 16 on Broadway. Her first concern is safety for kids (Broadway has too much fast-moving traffic). The Neighborhood Center (located a block from the proposed bus stop at Broadway at Hoboken), is also used for after-school day-care/ "safe-haven" program.
- Another woman talked about the incongruity of operating Routes 11 and 12 on Lakepoint, which carry passengers who are not from the area and going to other places, and not operating Route 16, which is replacing local service, on Lakepoint.
- Staff clarified that school dodgers would continue to operate on Lakepoint. Various alternative routings were discussed with the objective of keeping the route on a 45-minute schedule between Transfer Points, while continuing to serve the neighborhood and the employees of WPS. The neighborhood association director felt that people shouldn't have to compromise. Staff pointed out advantages of the route connecting South and East Transfer Point, and other tradeoffs to allow the 45-minute connections: not operating through the WPS campus, not operating on Dempsey between Cottage Grove and Milwaukee, etc.

Sharon Persich
Metro Transit Planning & Scheduling Mgr.

Wednesday, March 29, 2006: Districts 15/16 Meeting at LaFollette H.S. Library

Colin Conn and Sharon Persich attended this meeting on March 29, 2006. Staff made a full presentation of the proposed changes. Alders Compton and Palm attended the meeting. Key points about how the proposals affect these areas:

- Route 16 will connect the East and South Transfer Points and replace Route 31. Service will not operate on Dempsey between Cottage Grove and Milwaukee Street or on Monona Drive between Pflaum and Buckeye. Route 39 will provide service on this stretch of Dempsey outbound.
- Route 5 from South Transfer Point to East Transfer Point will be 45 minutes via Park St. and West Washington (Route 13 will replace Route 5 on Olin and the Square, providing regular service at all times).
- Route 9 from the East Transfer Point to UW will be extended along University Ave. to the hospital.

- Routes 11 and 12 will provide directional service from Dutch Mill to the West Transfer Point via the Square. Route 12 will provide westbound a.m., eastbound p.m. service; Route 11 will provide eastbound a.m. and westbound p.m. service.
- Route 38 has been changed on campus to operate north on Highland, south on Walnut. Service is also extended to Sheboygan Avenue. In the morning, trips between Tompkins and Cottage Grove between start of service and roughly 7 a.m. will be every 30 minutes instead of 15 minutes.
- Route 37 will operate on Johnson Street instead of Broom for faster service and better timing on the route.

Questions/requests/comments:

- Someone questioned whether service would still be provided to a halfway house on Monona Drive. Staff indicated that Route 16 would be a 2-block walk.
- In response to a question about schedule changes on Route 15, staff indicated that a shift in times of about 5 minutes could be anticipated.

Sharon Persich
Metro Transit Planning & Scheduling Mgr.

Saturday, April 1, 2006: Allied Neighborhood Association

Catherine Debo and Tim Sobota attended the meeting. Ms. Debo noted that this was the third meeting Metro had held in the Allied Neighborhood. After a general introduction and remarks by Ms. Debo, Mr. Sobota reviewed proposed route changes in the Allied Neighborhood.

- Route 18 Weekend Service in the Allied neighborhood would be modified. Tim gave a full description of changes.
 - The “via Reetz” Route 18 would operate on Allied between Lovell/ Chalet Gardens (where it currently does not operate) instead of on Crescent/Red Arrow Trail (where it currently operates) – in order to keep the route service timely within the half hour allotted between STP and WTP. Currently the route has a problem keeping on time and thereby people are missing connections.
 - There would be a “via Midvale” loop which would use Tokay Boulevard instead of Odana in order to provide good connections to the Sequoya Library. Mr. Sobota noted that he had attended a number of meetings with Allied stakeholders and residents where connecting service to a Library had been requested. Ms. Debo indicated that the Sequoya Library is the largest branch on the west-side and that it is soon to be expanded. One woman indicated that residents may not feel comfortable at the Sequoya Library. Alder Golden indicated that if residents don’t feel comfortable there they should meet with the Barb Dimick, Director of the Library to make sure that they feel welcome at the Sequoya Library.
 - Allied area would continue to get half-hour service on weekends between Allied and WTP through the “via Reetz” and “via Midvale” loop route. However, direct service to STP would be limited to hourly using the “via Reetz”.

There was quite a bit of discussion about the proposed “via Reetz” part of Route 18. Several people indicated they felt it would be a problem for people walking from Red Arrow Trail.

Mr. Sobota reviewed proposed route changes in the Allied Neighborhood on weekdays:

Route 19:

- Route 19 would operate via Bassett/Broom/West Wilson to the Square instead of State St.
- Route 19-Allied loop during peak hours would not operate on Allied between Lovell and Frontage to reduce “loopiness” and duplication of service (nearest stops are within a two block walk).
- Service in the loop would also be “commuterized” for direct service inbound in the morning and outbound in the afternoon. Outbound a.m. and inbound p.m. service would operate on Verona Rd. This more efficient routing would be similar to how other loops operate in the system.

There were no comments about Route 19.

Route 18:

- On weekdays, the “via Reetz” would operate the same way it does on weekends.
- On weekdays, the “via Midvale” would operate the same way it does at present – connecting the STP with WTP, however operating on Tokay Blvd. rather than on Odana (as it would on weekends). This would provide direct service to the Sequoya Library on every trip. It would also save time-consuming turns onto Odana which often cause the service to run late and miss connections at WTP.

In general discussion:

- There was a question about service to Raywood. Ms. Debo indicated there would be service there on the new Route 16 from STP, leaving every half-hour on the peak, and hourly off-peak. Mr. Sobota showed a transparency showing the route. This route will offer much faster service from Allied to the east-side than presently available.
- A staff member from the City’s Office of Community Services indicated that there had been a discussion about a possible direct service from Allied to the Job Center. Ms. Debo indicated that Metro staff is doing research in that regard and verified with her that the service being requested was one trip in the morning, one midday, and one in the afternoon coordinated with training sessions – providing fast service from WTP to STP to NTP. The staff member said yes. Ms. Debo said that they had had some discussions and planned further discussions with the Job Center and other related services in this regard.

Ms. Debo said that the good news was that she felt they would have a good opportunity to obtain a 50% JARC grant if the service could be shown to be productive. The bad news was that they would have to find the 50% local share match through reduction of service in the system. They were talking with parties associated with the Job Center about this issue. She also mentioned the potential for re-constituted WTA service for transportation of individuals in the event the demand was low. Mr. Golden indicated that he thought funding would not be a problem.

- One person indicated that Metro does not provide good service to 2nd shift people because it does not operate late in the evening. Ms. Debo acknowledged that this was the case. They have limitations in their budget.

Catherine Debo
Metro Transit General Manager

Wednesday, April 5, 2006: Greystone Neighborhood Association

Colin Conn and Sharon Persich attended this meeting. The Greystone Neighborhood lies west of Pleasant Valley Road and is not currently served by Metro and is not proposed for service in current plan. Staff is evaluating data from a survey of the greater Blackhawk neighborhood area to identify potential demand for service in that area, although a problem exists in that most members of the audience said they had not received a survey*. Staff indicated they would look into this. Staff also noted that while budget constraints place limits on expansion, some expansion is considered in the annual service development process based on survey information and requests for service received from customer feedback and alder representatives.

A presentation was given of the changes that are proposed on the west side. Staff indicated that route 15 could serve this neighborhood but would require adding a bus. Several members of the neighborhood audience are current riders and park to access Metro service. Questions about how proposed changes affect their current riding arrangements were addressed.

Following Metro's presentation, Alder Skidmore spoke and expressed his appreciation for Metro's efforts to meet with neighborhood associations.

Sharon Persich
Metro Transit Planning & Scheduling Mgr.

* Staff checked, all residents of area were mailed a survey.

Thursday, April 6, 2006: Arbor Hills Neighborhood Association

Colin Conn and Sharon Persich attended this meeting at the Zimbrick Community Center on April 6, 2006. Staff summarized the service changes affecting this neighborhood.

- Route 40 will shift from Todd Drive to Grandview.
- Route 18 via Reetz will serve the Coho loop, which will reduce travel time to the South Transfer Point by 10-12 minutes. This change is tied to proposed changes in Allied Drive that would shift Route 18 from Red Arrow to Allied Drive. Route 18 via Reetz will also serve Todd Drive at the Beltline.
- From the South Transfer Point, Route 44 will serve the west campus as far as the hospital (new revision) and operate on a 15/45 schedule. Route 5 will be faster to the Square via West Washington Ave. Route 16 will provide faster service to the east side. Route 13 will provide regular service on Olin.
- Staff also summarized service changes on the far west side.

Questions included:

- Someone asked about service from Olin to UW Hospital. Staff indicated that Route 13 would provide more regular service on Olin and go to Park and University, where on weekdays there is service every 2-3 minutes westbound to the hospital on Routes 2, 28, 38 and 80. However, on the weekend, this person will not have an early enough trip on Route 13 for her shift.
- It was suggested there might be resistance to adding service on Grandview throughout the day. An alternative was presented that would turn the bus around on Todd to return via Coho to the South Transfer Point.
- Someone asked about paratransit service in Fitchburg. Staff explained that Fitchburg is interested in an extension on Route 48 to Lacy Road, but that this is commuter service and does not include paratransit service.

- A question was raised about the safety of Metro service through neighborhoods with kids. Staff explained the training regimen for drivers and Metro's very good safety record.
- The safety of the South Transfer Point was also questioned. Staff indicated that cameras will be installed.
- Someone talked about the difficulty traveling through transfer points during early evening times and having to wait 30 minutes for bus. Staff explained the transition from 30 to 60 minute service that occurs on some routes at that time, which can cause this to happen. Staff suggested riding a loop bus instead waiting in the transfer point.
- The idea of having emergency phones located at transfer points was suggested*.

Sharon Persich
Metro Transit Planning & Scheduling Mgr.

Note: * there is a pay telephone located at transfer points. No "emergency phone" per se.

Thursday, April 13, 2006: Northside Planning Council

Sharon Persich and Colin Conn attended this meeting at the Northport Learning Center, 1740 Northport Drive. Four residents attended Metro's presentation sponsored by the Northside Planning Council. Changes affecting the north side include:

- Route 2 from the North Transfer Point to the West Transfer Point will serve Hilldale.
- Route 20 on weekends will alternative between Shopko/Copps and MATC and interline with Route 30.
- On weekdays, a new 6:30 a.m. trip is being added.
- Route 21 will replace Route 27 during peak hours and will be removed from Kennedy and Havey in order to fit within a 30 minute cycle. Route 22, which provides a high level of neighborhood service (15 peak/30 off-peak), also serves the stop at Kennedy and Northport.
- Route 24 will be extended to Wheeler and will not serve Londonderry during peak hours.
- Route 27 from the North Transfer Point is being revised to serve campus and return to the North Transfer Point instead of continuing to the South Transfer Point.

One person expressed initial opposition to removing Route 21 from Kennedy-Havey and made some inflammatory remarks about racist motivations. Once staff explained the rationale for the change, he seemed more accepting. He is also dependent on Metro and travels throughout the city and was very interested in descriptions of other changes. He did note that service from the north side to the far west side on weekends is abysmal (he attends a church in Middleton). Another person, also dependent on Metro, rides to East Towne, the south side and the southwest side. Her trip to East Towne and the southwest side will not change, though she noted that Route 6 to East Town is confusing. Her trip to the south side, which currently takes one hour and 40 minutes, will be reduced to an hour or less on Route 16.

Sharon Persich
Metro Transit Planning & Scheduling Mgr.

Thursday, April 13, 2006: Schenk – Atwood/Starkweather

Catherine Debo and Tim Sobota attended this meeting. Ms. Debo reviewed the process the Westside and Southside Study has taken for the past two years. The objectives of the Study were to identify opportunities to reduce the complexity of the transit system services by use of more consistent and easily identifiable routing patterns and schedules to help current transit patrons and prospective transit users among the general public to understand and use the system; to enhance transfer opportunities at formal and informal transfer points in the system; to reduce travel time for commuters and implement more direct routing, examples – South to East Transfer Point, STP and WTP to UW campus, etc.; and to improve operating efficiencies to help control costs.

To begin the study, staff reviewed feedback for the past five years, reviewed the objectives of the Strategic Annual Plan, incorporated the STP to ETP direct connection requested in the 2006 budget process, reviewed GPS/AVL boarding and alighting data throughout the process, worked with partners – particularly Middleton, UW, Fitchburg throughout the planning process, utilized staff creativity in route design, and incorporated budget objectives in the process.

First staff focused on weekdays – as has been the case for many years. Then, staff focused on weekends – which for many years had not been changed. As a result, weekend services were becoming more and more dissimilar from weekday services. With the changes this time in weekday service – particularly with introduction of Route 16 connecting STP and ETP, it was important to tackle weekend service. Staff was quite satisfied with what they had identified for weekday improvements. But were not quite as enthusiastic about the results of the weekend elements of proposals. Additional funding for improved frequency would substantially help that situation.

Although the focus of the study was the West and South sides, because the whole system is interrelated, by necessity the East and North-sides were impacted by changes as well.

Finally, there has been a public input process for the review of proposals at approximately 24 meetings, many like this one – in the context of Neighborhood Association meetings. The purpose of these meetings is to get some feedback for the potential “tweaking” of service change recommendations before Public Hearing and implementation. Ms. Debo pointed out some large group meetings scheduled for Madison at the end of April and beginning of May – in the handout she’d distributed before Public Hearings in Middleton and Madison.

Ms. Debo pointed out some elements in “Improvements” and “Negatives” in the handout. Then she reviewed a specific piece she and Tim had developed focusing on the impact to this particular neighborhood:

Weekdays

- **Route 38:** an 8:13am trip would be added, arriving at Oakridge & Miller at 8:28am and passing UW Hospital at 9:02am.
- **Route 5:** would arrive/depart at ETP at a quarter of and a quarter after the hour.
- **Route 9:** would arrive/depart ETP on the hour and the half-hour.
- **Route 4:** earlier start of hourly evening service:
 - From NTP to Capitol Square: 5:30pm vs. 8pm.
 - From Capitol Square to NTP: 6:00pm vs. 8:30pm.
- **Route 5:** earlier start of hourly evening service:
 - From ETP to Capitol Square: 6:15pm vs. 8:30pm.
 - From Capitol Square: 6:45pm vs. 10:00pm.

Saturdays, Sundays, and Holidays

- **Route 3:** would become “Route 7”.
- **Route 7:** would operate on half-hour headways all day long – adding evening service to the area after 5pm on Saturdays and Sundays and doubling service on holidays.
(Note: Route 3 currently operates hourly after 5pm on Saturdays and Sundays. Route 3 currently operates hourly all day on holidays).
- **Route 4:** would operate hourly all day long. Impacts:
 - With introduction of the “off-set pulse” at ETP, part of the Schenk-Atwood area would benefit from improved phasing of buses, as follows: Currently there is a 60-minute gap between buses on Winnebago Street between Baldwin and Atwood Avenue. The gap would be shorter – 10 to 50 minutes inbound (to Capitol Square) with the proposed changes, and 27-33 minutes outbound (from Capitol Square) – on weekends and holidays.
 - On Winnebago Street between Atwood and E. Washington Avenue, service would be reduced to hourly headways between 9:12am and 5:12pm on Saturday (from 30 minute headways). On Sundays and Holidays, service would not change (i.e. hourly headways would remain).
 - No bus stops on Route 7 at Olbrich Gardens or elsewhere along Atwood between Walter and Fair Oaks. With introduction of the “offset pulse” on weekends at ETP (as is currently provided on weekdays) – a 45 minute travel time across town is needed to make connections at both the East Transfer Point and West Transfer Point. So “Route 7” will be a streamlined version of the current Route 3 on the east-side, but will run every 30 minutes all weekend long. The route would run on Milwaukee to Fair Oaks to Atwood Avenue rather than on Milwaukee to Walter to Atwood Avenue. New bus stops would be located at the intersection of Fair Oaks at Atwood.

Questions/Comments:

- **Olbrich Gardens comments**

A number of people expressed the hope that the Walter to Atwood routing on Route 7 could be restored, including a Park Commissioner who attended the meeting. The Park Commission has been promoting the use of transit because of limited parking at Olbrich and this is not consistent with that objective.

- **Route 7 service split between Rutledge and Atwood**

Currently Route 3 service (to become Route 7 on weekends and holidays) has two “vias” – one on Rutledge and one on Atwood. The suggestion was to combine the “vias” into one routing pattern on weekends in order to double the frequency of service on Atwood Ave. (from hourly to every 30 minutes). This suggestion was broadly supported – by at least four people from Rutledge Street as well as people who usually board the bus on Atwood Avenue. As a result of the discussion, it was agreed that a revised service proposal would show all service on Atwood Avenue on weekends and holidays. Those present wondered if there would be a time savings as a result of putting the “Rutledge via” on Atwood – which could possibly make it possible to have the Route 7 follow the Walter/Atwood (rather than Walter/Fair Oaks) routing path. Metro staff indicated that they didn’t know the answer to that but would discuss the possibility with the Scheduler.

The group of residents was so “gung-ho” on the concept of focusing service on Atwood rather than diluting service on “vias” that they also discussed the possibility of doing the same thing on weekdays with **Route 3** and with **Route 38**. However since that would have a fairly great impact on quite a few people who are commuters, it was agreed that Metro would conduct a survey later on that would assess the views of the residents in that regard before making any recommendations. This was not discussed in the context of changes this fall, but rather at some later date.

- **Route 38:**
Although there are no changes in proposals related to Route 38 in the Schenk-Atwood area, there was discussion about getting rid of “vias” and combining them on Atwood Avenue (see above discussion) and possibly also widening the span (am and pm) of service in the future.
- **Use of symbol “X” and explaining it to passengers**
Some people asked why Metro uses an “X” to denote “extras” on routes rather than just increasing headways. Staff explained that extras are put on as an inexpensive way to focus extra personnel and vehicles at particularly high ridership times, much related to weather, whereas increasing headways substantially increases cost whether or not ridership calls for extra personnel/buses. Attendees encouraged explaining the symbol “X” (example 38X) in the Ride Guide for people who might not understand its meaning.
- **Route 10** Some people indicated that they missed the old Route 10 provided in the past during off-peak hours to the Schenk-Atwood area.
- **Expansion outward/transit budget:** Tim Wong (TPC member) expressed concern that expansion to outlying areas might be done at the expense of service in the Isthmus. Ms. Debo indicated that service to outlying communities is actually a revenue source to Metro, as outlying communities cover part of Metro’s overhead expense. There was a question as to whether extended service to Richmond Hill in January 2004 took service away from the Isthmus. Ms. Debo said no, that Route 15 was re-routed in the same area of Richmond Hill to be able to accommodate the extension area within the same time – there was no increase in cost in that extension. There was a comment that expansion to the suburbs within Madison proper would however reduce service to the Isthmus. Ms. Debo said that she had submitted supplemental budgets for City expansion areas but they had not been approved and extensions had not been made. To the question about what will happen to the funding of Metro bus service if or when Streetcar or Commuter Rail service, or both, are implemented, Ms. Debo said that the residents of this neighborhood and of the city at-large, as well as staff need to be vigilant in this regard. Metro provides 50,000 trips *per day* during the school year, while at one point a commuter rail service being discussed was supposed to provide 1000 or so additional trips per day, but was very expensive. She said that bus service would likely remain the main service in the area and needed more funding for service improvement. She hoped vigilance by Metro patrons and an RTA would provide adequate revenue to Metro.
- **Winter vs. summer service:** one person suggested a difference between winter and summer service levels as a means of increasing frequency during the school year.

Catherine Debo
Metro Transit General Manager

Thursday, April 18, 2006: South Joining Forces for Families Meeting

Sharon Persich and Colin Conn attended this meeting was held at the Joining Forces for Families office on Badger Road. Human service providers in attendance were from Dane County Mental Health Center, Public Health Department, Children Services, Boys and Girls Club, Police Department and School of social work. Colin Conn summarized south side changes.

- Route 13 will replace Route 5 via Olin and provide more regular 30/60/60 service (peak/offpeak/weekends).

- Route 5 will always operate via Park Street and provide regular service on West Washington and operate between the South to East transfer points in 45-minutes, connecting with pulses at the East Transfer Point.
- Route 16 will replace 31, 41, 42, and 43 and connect the south and east sides in faster time.
- Route 18 has been shortened to stay on time, with the “via Reetz” serving Coho and the south frontage road, and “via Midvale” operating on the beltline to Allied, Midvale and Tokay.
- Route 40 will shift from Todd to Grandview and operate all day every 30 minutes until approximately 6:00 pm when it will shift to 60 minutes.
- Route 44 will replace Route 27 and provide westbound service on University Avenue to UW Hospital to and from the South Transfer Point.

Regarding the proposals, one person expressed a need for more service south of PD.

Sharon Persich brought up the issue identified in Allied, and in south Madison, for more accessibility to the Job Center. Persich explained that she has been exploring ways to quantify this need but has not had much luck. She indicated she has had discussions with Job Service staff, who suggested the possibility of doing an intake survey but then backed off the idea on the basis that an economic support worker will be installed in Allied this June, which they feel will reduce much of the need for travel. She and Catherine Debo met with Jim Erlenborn from the Employment and Training Association, a transportation vendor for the Job Center, who indicated that his agency had operated a transportation service from Allied to the Job Center with little or no ridership. Leslie McAllister from the city’s Office of Community Services spoke about the difference in perspectives between staff who work in the “system” and those who advocate for persons who “fall through the cracks.” She further explained that the Job Center does not serve all people who need/receive public benefits, plus there are people who lose eligibility for W-2 programs for various reasons. Persich indicated she is willing to be involved in trying to define the transportation need identified in Allied and south Madison meetings, but qualified her role as dependent on those who work in the social services area to get at the numbers. In terms of next steps, Ryan Estrella from Joining Forces for Families offered to discuss approaches with the Dane County Human Services Director.

Sharon Persich
Metro Transit Planning & Scheduling Mgr.

Thursday, April 20, 2006: Spring Harbor Neighborhood Association

Catherine Debo and Colin Conn attended this association meeting at Spring Harbor Middle School. Ms. Debo thanked the Association for the opportunity to make the presentation and introduced the topic, saying that Metro had conducted a West and Southside study for the past two years, with the objectives of:

- Reducing the complexity of transit system services in order to help prospective transit users among the general public to better understand and use the system. Current transit patrons also have some difficulty understanding the complexity of service on the west and south sides, and although change is never pleasant, it will be like using a new software program – it will take about a week to get used to the changes and after that patrons would begin to see the benefits of the new program. We have a responsibility to the general public to provide a service that is easily understandable and accessible. This is expected to be a stimulus to greater ridership.
- To enhance transfer opportunities in formal and informal transfer points in the system through route design and identification of key informal “transfer opportunity” bus stops. They will see annotations on maps, route diagrams, and in schedules to help them navigate the formal and informal transfer opportunities offered in the system;

- To reduce travel time for commuters and implement more direct routing (e.g. South to East Transfer Points, STP and WTP to UW campus, etc.). This area will see some of the benefits of more direct routing; and
- To improve operating efficiencies to help control costs. This last objective is important. Each year operating costs go up, but revenue sources do not keep up. Finding ways to eliminate redundancies in service through route design is a means of overcoming this problem. This will complete the process begun a few years ago with the East Side Study.

Ms. Debo said that Metro staff had reviewed customer input for the past five years, had made extensive use of boarding and alighting data from its new on-board bus GPS/AVL computers, had worked with funding partners – Middleton, UW, and Fitchburg, had tapped staff creativity in route re-design, and had used the process of vetting proposals through Neighborhood Association and other meetings to develop and then “tweak” proposals, before going to public hearing in May. Ms. Debo mentioned some of the improvements and negatives that had been identified and listed in the first few pages of the 70+ page booklets that had been handed out to members for their review during the discussion. She indicated that what is identified as an efficiency for many people may have a negative impact on some and that the purpose of making detailed map diagrams and schedules available here and on Metro’s website, was to provide people an opportunity to see what the specific impact might be on them. She handed the program over to Colin Conn to address the specific route and schedule changes in the neighborhood.

Mr. Conn indicated that Route 8 would be discontinued on weekdays. Other routes that serve the area will be improved. On University Avenue, Routes 71 and 72 will provide service on 15 minute headways during peak hours and Route 70 will provide hourly service off-peak – an improvement over current Routes 60 and 61. On Sauk Road and the section of Old Middleton Road, between the intersection of Old Sauk and Old Middleton with University Avenue, Route 15 will be provided all day long, instead of during peak hours only. However the portion of Old Middleton Road between Capital Avenue and the intersection with Old Sauk will only be served directly on weekends. The new Route design is an efficiency in the sense that current Route 8 rarely runs on time and tends to meander quite a bit. However people who live on the segment of Old Middleton Road will need to walk to catch buses on University Avenue or to bus stops near the intersection of Old Sauk at Old Middleton Road.

On weekends and holidays, Route 8 service will operate hourly as at present. Additionally, a new Route 68 will connect the University Ave./Capital Ave., Old Middleton Road, and Old Sauk Road areas to the West Transfer Point (when east/south-bound), and to Prairie Towne Center (when west-bound). These are new connections from the area that do not currently exist.

In a question and answer session, a number of general questions were asked as follows:

- Why does Metro not use small buses during off – peak hours? Mr. Conn indicated that from a service planning and driver dispatch point of view, there is significant labor cost associated with swapping buses which is not an efficient use of labor. Labor costs represent the majority of costs associated with providing service. Keeping inventories for two fleets is also costly. Ms. Debo pointed out that garaging two fleets is not feasible in Metro’s limited facilities. [Additionally, federal restrictions on capital funding disallow having the larger spare ratio resulting from use of two fleets.]
- Why does Metro operate on State Street? Mr. Conn indicated that State Street is a fixed transit guideway which brings Metro valuable grant funding for its use. It is also a direct and relatively fast way to access Capitol Square.
- Why do Metro buses idle on Capitol Square? Mr. Conn indicated that they have a lot of trouble re-starting engines, because they are hot when turned off. He has done his best to minimize idle time on the Square over the past few years, and has continued to minimize Square time in his new schedules. Some “downtime” is necessary somewhere along the route because drivers do need breaks at locations where

they can go to the bathroom, etc. They are not robots. He has tried to push “downtime” out to the ends of the line as much as possible. Some time is necessary on the Square when it is the end of the line for certain routes – as a means of building in spare time for catch-up and keeping departures on time.

Ms. Debo pointed out the pages in their booklets where the Route services were described which serve the area. She asked how many people in the audience used the public transit system. Many people raised their hands. As there were no further questions about the route service, she indicated that they were welcome to attend the Public information meetings coming up if they had further questions upon review of the detailed info they’d been given, or they could call Metro for more information.

People expressed their thanks for Metro coming to their Association meeting.

Catherine Debo
Metro Transit General Manager

Tuesday, April 25, 2006: Public Information Session in Room 300 MMB

Metro Staff Colin Conn, Tim Sobota, Sharon Persich, and Catherine Debo staffed this meeting. This meeting was lightly attended by the public. Staff set up the room such that Colin had one corner table to answer questions about service on the West-side, Tim had one corner table to answer questions about service on the South-side, and Catherine and Sharon had one table to answer questions about North and East-side changes.

Brief notes from staff indicated that people asked questions or gave comments as follows:

- two Middleton residents indicated they liked present service and that their commute time would be increased in the proposed route pattern for Routes 71 and 72.
- one person indicated that she wished we were planning to introduce Route 17 service between North and East Transfer Points on weekends - as is available on weekdays. Staff indicated that they hoped introduction of such service would be possible in the future as well, but that budget circumstance made that unlikely at this time.
- one person asked that Traffic and Engineering be advised that it is important to have a marked crosswalk and appropriate signage on Aberg Avenue near the North Transfer Point so that transit passengers could safely cross the street. Staff indicated that a study had been conducted to see if the intersection warranted a pedestrian-activated signal, and Traffic Engineering had not deemed the data sufficient for the purpose. They recommended that it would be helpful to Metro for her to make her contact Traffic Engineering to express her concern. She also noted that there are no sidewalks to the Warner Park meeting facility along Northport Rd. and that because she is disabled it is very difficult for her to get there.
- one person asked about how Route 15 on the west-side would operate.
- one person inquired about best route to take from downtown/State St. to WPS campus on Broadway. Answer – Route 11 during peaks. Otherwise – go to STP and transfer to Route 16.
- one person wanted to travel from Hill Farms/Sheboygan to WPS campus. There are several possibilities: (1) board Route 11 at Segoe and Regent, this route goes via downtown to WPS. (2) take any route downtown and transfer to the 11 at Cap. Square. (3) go to WTP, take the 18 – transfer at STP to the 16.
- Can weekend Route 8 go into Hilldale? No, time limitations make it necessary to board/get off near Sheboygan and Segoe – with short walk to Hilldale, or board/get off at Midvale and Regent.
- Can Route 15 go into Hilldale? No, cycle time restriction and express nature of route (i.e. fast trip from far west to downtown w/o deviation along local streets is important. However person will be able to board/get off at Sheboygan and Segoe or on University Ave. at Hilldale.

- One person travels from University at Ridge/Marshall Ct. to campus. How will they be able to make the trip? Answer – Options include Routes 71/72 during peaks and 70 off-peak, Route 15 via Campus Drive, and Route 11 on peaks via Observatory. Routes 2 and 37 will operate via old University Ave.
- How will one travel from Regent/Park to WPS campus? Answer – take Route 5 from W. Washington Ave. to STP and transfer to the 16, or Route 4 from Mills St. to STP, transfer to the 16.

Following half an hour of one-on-one Q&A session, Colin Conn gave a thorough review of route design changes in the system. Following the session, Ms. Debo indicated that for television viewers – they would be able to obtain a full copy of map and schedule details on Metro’s website – mymetrobus.com and through the mail by calling Metro Customer Service at 266-4466.

Catherine Debo
 Metro Transit General Manager

Monday, May 1, 2006: Public Information Session in Room 300 MMB

Colin Conn and Sharon Persich attended this meeting. Each answered questions of individuals during a Q&A session. Colin Conn then gave a full presentation of service changes. During the Question and Answer period, the following were questions and comments:

- A Route 19 rider wanted the 2:45pm trip from Capitol Square restored. Colin indicated that it was roughly duplicated by Route 3 service and so was eliminated as a cost-saving measure.
- A complaint was made about the reduction in reverse commute service on Route 58 by a person who rides from Monroe Street to Kessel Court off of Schroeder Rd. Her alternatives include riding the outbound 3 and transferring to Route 18, 50, 56, or 57 either at the corner of Odana and Whitney or at the WTP. Reverse commute service had been reduced as a cost saving measure.
- A person did not like the fact that Route 5 would no longer serve lower State Street but understood and appreciated the logic for the change.
- A person wanted to see all Route 2 buses on weekends serve Fordem Ave. as opposed to having Route 2 provide both a Fordem and a Sherman “via”, as he felt that shifting the route would better serve he and his wife and the apartment complexes on Fordem.
- A person requested that the span of new Route 44 (from STP to the University/Hospital) be expanded to later in the evening (6:30/7:00pm).

Colin Conn
 Metro Transit Scheduler