



Transit Network Redesign

Implementation

City of Madison Common Council

December 6, 2022

Why do the Transit Network Redesign

- Address long-standing issues and discrepancies
- Recover from COVID-19 in a way that reflects future needs
- Compliments BRT and brings some of those benefits to more neighborhoods

Planning Steps

- Phase 1 - Existing Conditions and Choices
- Phase 2 - Alternatives
- Phase 3 - Draft Plan
 - Plan adjusted based on community feedback
- Phase 4 - Final Plan adopted by Council June 7, 2022
- **Implementation in June 2023**



Sept 2020

Mar 2021

Nov 2021

Feb 2022

June 2022

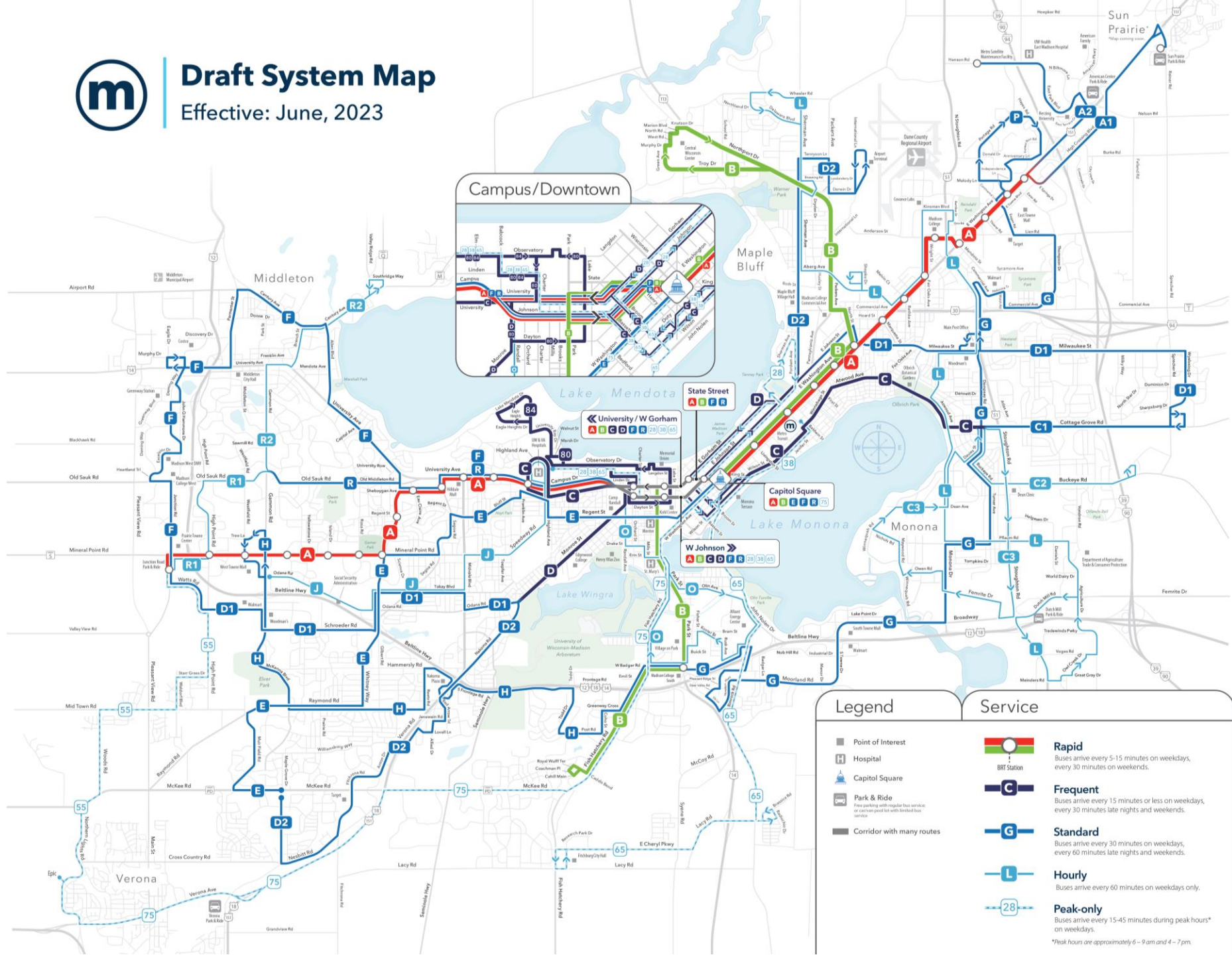
Interim Implementation Steps

- Route names updated
- Draft system map
- Minor route changes
- Draft route start and end times
- Draft bus stop locations
- Title VI results



Draft System Map

Effective: June, 2023



Campus/Downtown

University / W Gorham
A B C D E F R 28 38 45

Capitol Square
A B C D E F R 28 38 45

W Johnson
A B C D E F R 28 38 45

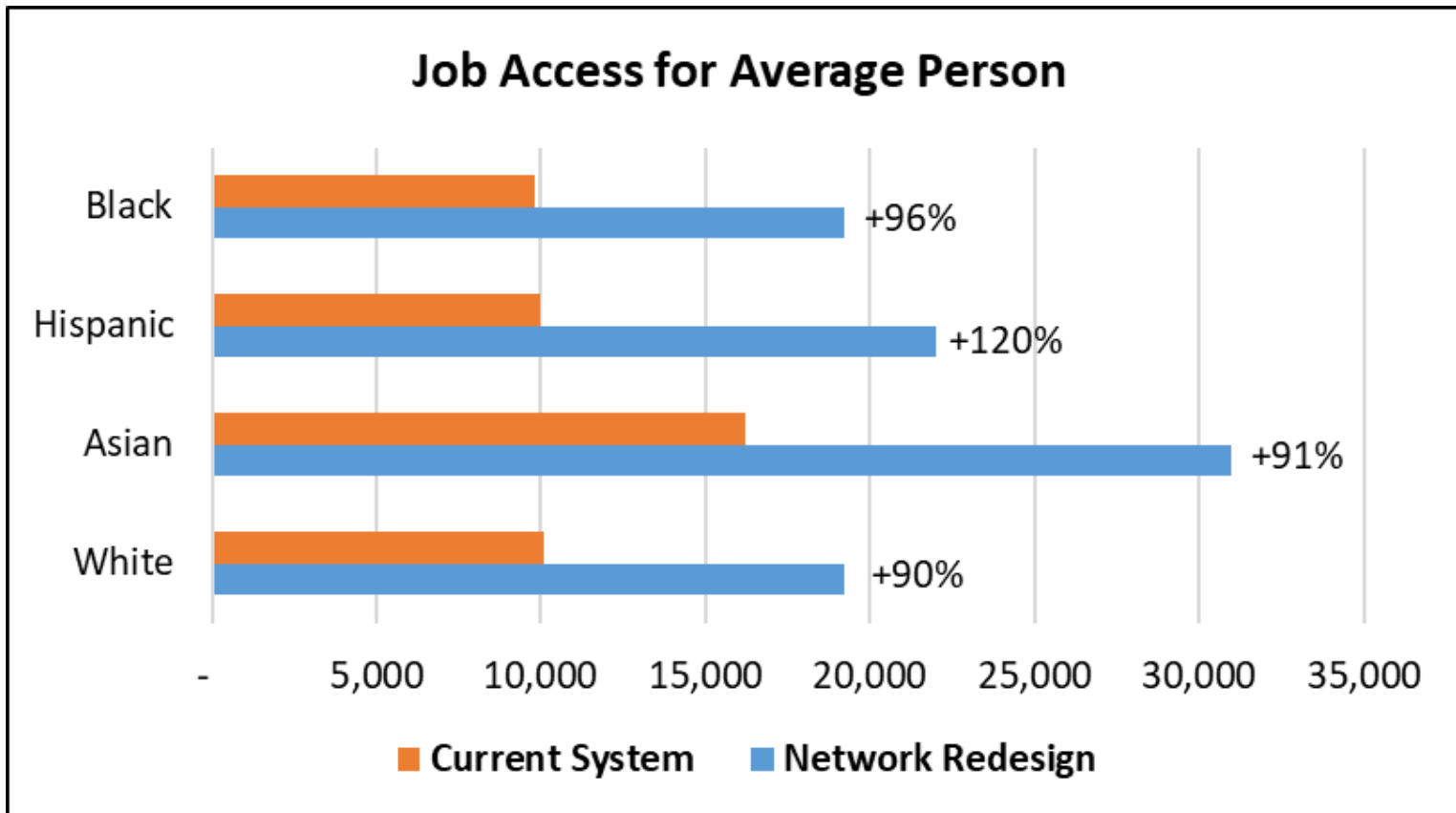
| Legend | Service |
|--|---|
| Point of Interest | Rapid Buses arrive every 5-15 minutes on weekdays, every 30 minutes on weekends. |
| Hospital | BRT Station |
| Capitol Square | Frequent Buses arrive every 15 minutes or less on weekdays, every 30 minutes late nights and weekends. |
| Park & Ride <small>Free parking with regular bus service or carpool pool lot with limited bus service</small> | Standard Buses arrive every 30 minutes on weekdays, every 60 minutes late nights and weekends. |
| Corridor with many routes | Hourly Buses arrive every 60 minutes on weekdays only. |
| | Peak-only Buses arrive every 15-45 minutes during peak hours* on weekdays. <small>*Peak hours are approximately 6 – 9 am and 4 – 7 pm.</small> |

Title VI Results

- Title VI of the Civil Rights Act of 1964 prohibits Metro Transit from discriminating on the basis of race, color, and national origin
- Required “Service Equity Analysis” for major service changes
- Consistent with City goals and practices

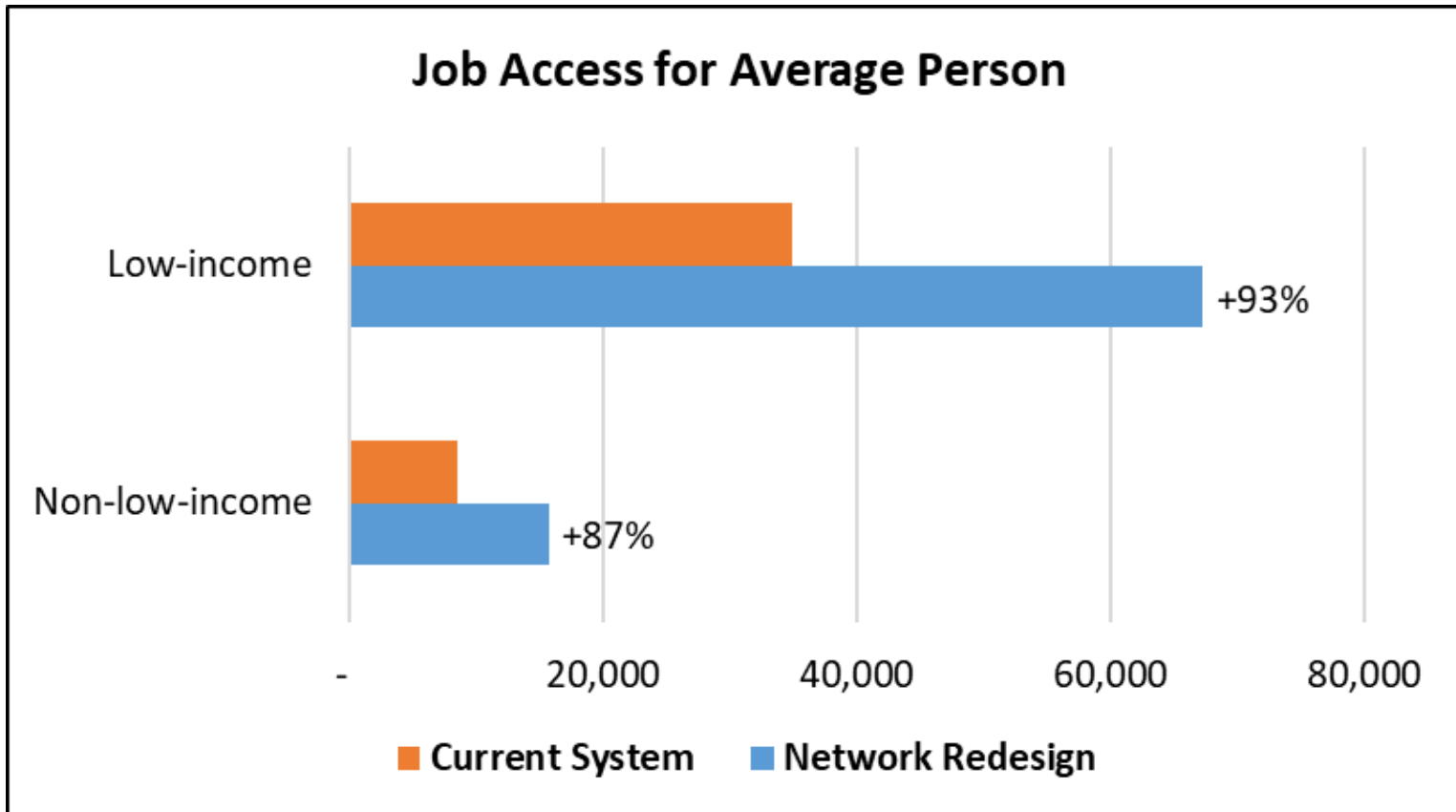
What we learned from Title VI

- These benefits reach people of color in the Madison area as much as, or more, than white people



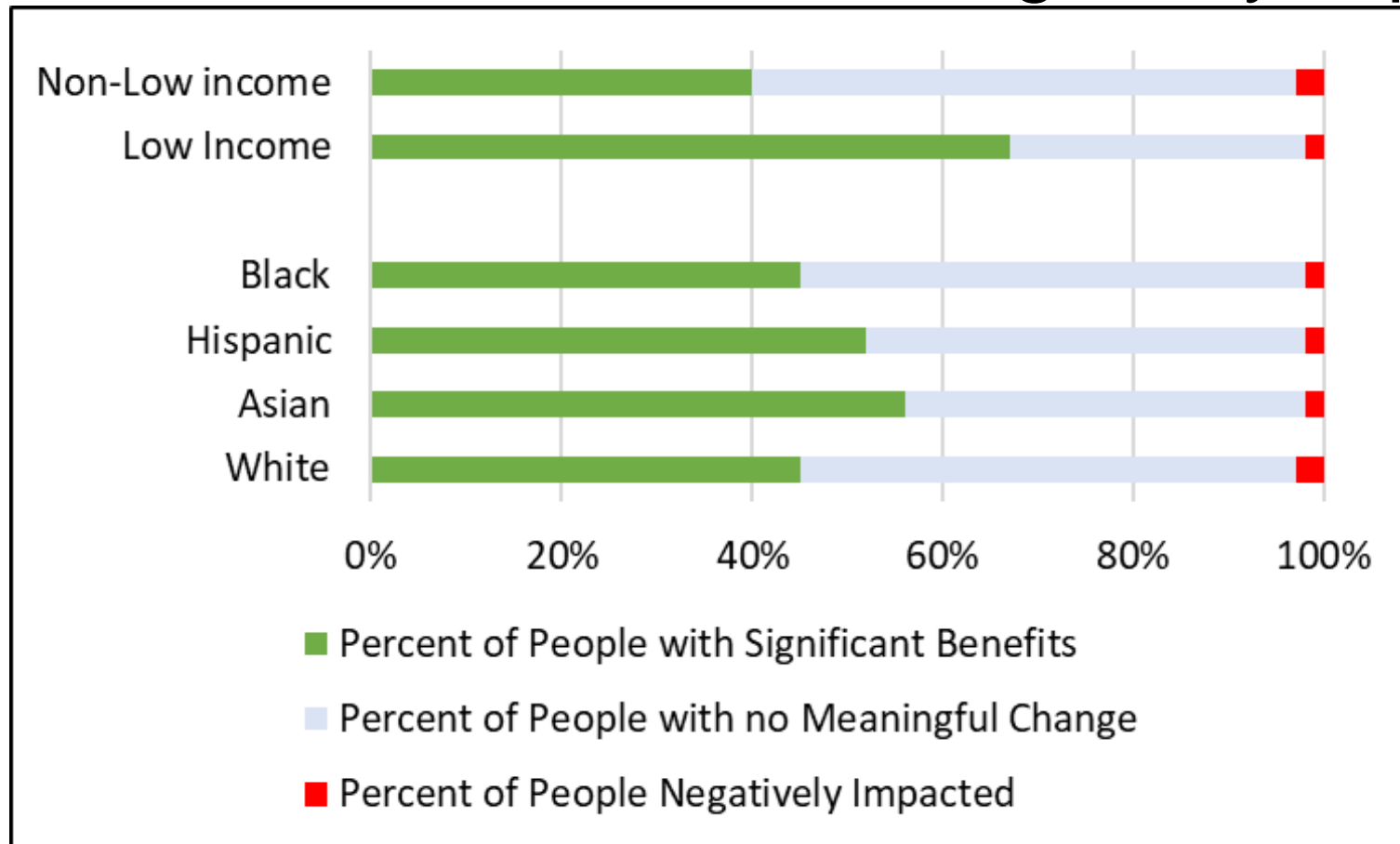
What we learned from Title VI

- These benefits reach low-income in the Madison area as much as, or more, than non-low-income people



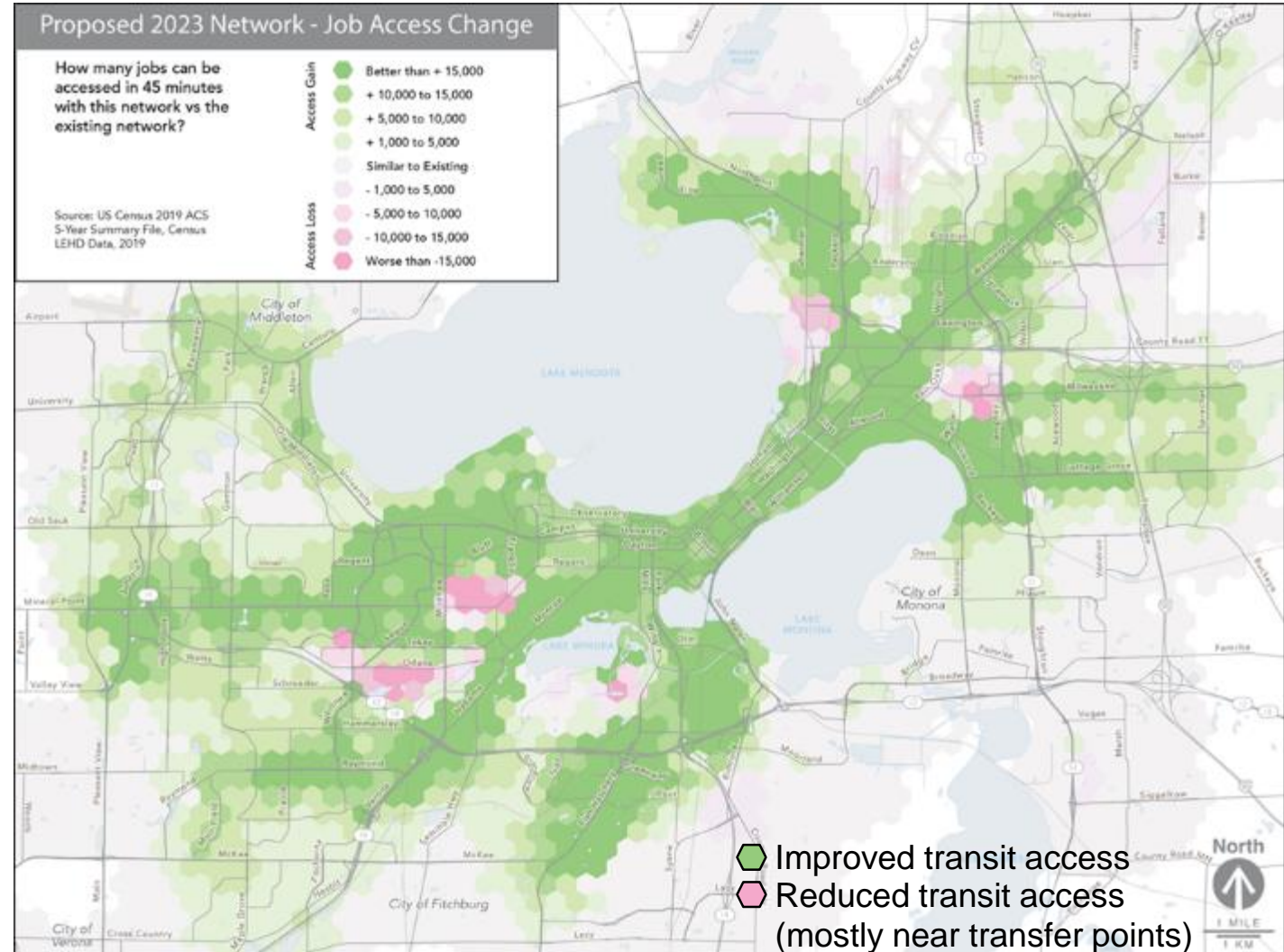
What we learned from Title VI

- The number of people in each demographic group who benefit far exceed those who are negatively impacted



What we learned from Title VI

- Looking geographically, low-income and historically marginalized neighborhoods are not outliers. They benefit as well.



What we heard from the public hearing

- Skepticism about results, request for further analysis by other consultants
- Thoughts about whether low-income students in the downtown area should not be counted in the Title VI analysis.
- Concern for longer walks and reduced service on the south side.
- Concern for people with disabilities.

Next Steps

Schedule Development

Final complete schedules are expected in early 2023.

Facilities Development

Bus stop and other changes will be made to support the Transit Network Redesign.

New Outreach Positions

Metro has started hiring outreach coordinators to provide trip planning and travel training for community agencies and organizations.

Community Ride Guide Personnel

Extra staff will be hired to be at busy stops and transfer areas as new service comes online.

Conclusion

- The current transit network was put in place in 1998. It focused heavily on commuting downtown during rush hour, and resulted in very long travel times, particularly in peripheral neighborhoods.
- The title VI analysis confirmed benefits for all demographic groups, but especially communities of color and low income areas.
- Metro staff recommend implementing the Transit Network Redesign to address these issues and improve transit service for most people.



Transit Network Redesign

Implementation

City of Madison Common Council

www.MyMetroBus.com/Redesign

MetroRedesign@cityofmadison.com