

Metro Transit Network Design Study

Draft Scope of Work January 30, 2020

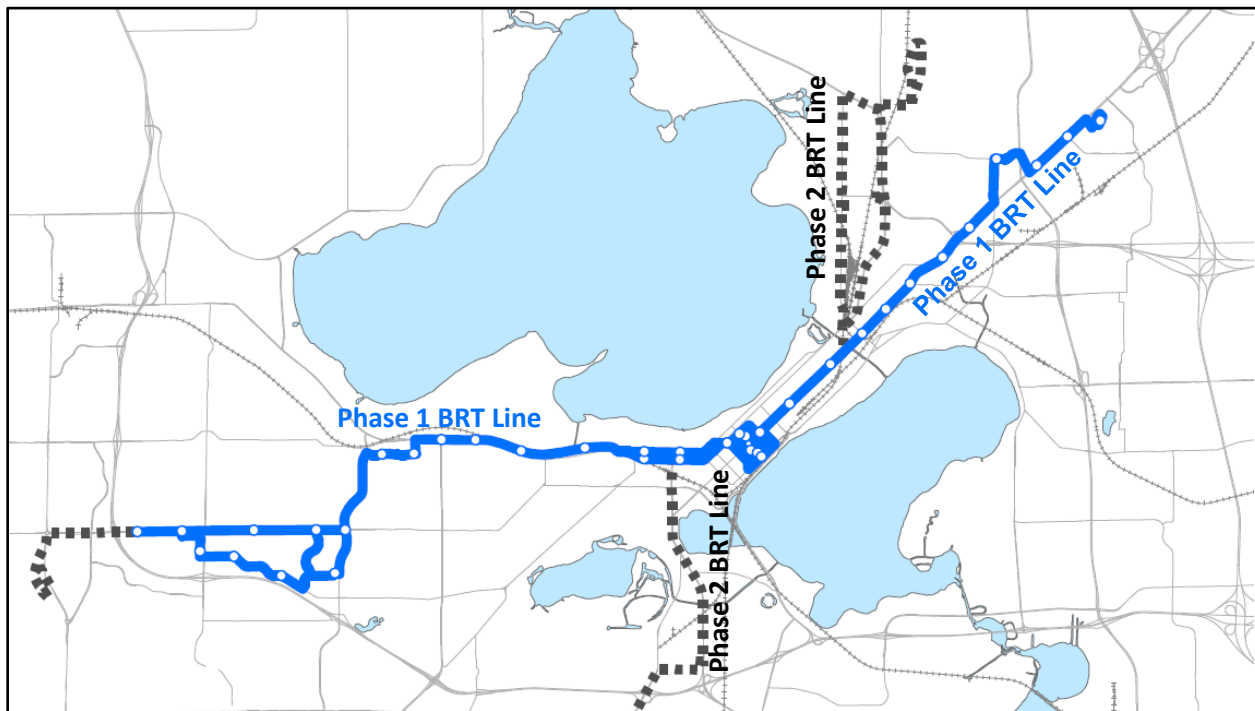
Indicates text added/changed
after February TPPB meeting

Project Summary

The selected consultant will guide the city through the process of evaluating its transit system and recommending changes. This work will consist of transit system planning, data analysis, and outreach and communication with policy-makers, the public, and staff.

The city is planning to implement its first bus rapid transit (BRT) line, with revenue service starting as early as 2024. Information regarding the Phase 1 line can be found at www.madisonbrt.com. The planned Phase 2 is a second north-south line to be completed soon after. The City of Madison has budgeted for a full transit system review and potential restructuring of its routes.

This project will evaluate the utility of the transfer point system and potentially recommend alternatives.



The goals of the project will be defined in the early stages of the project; however, the overall objective is increase mobility for people, increase ridership, reduce travel times, and make the system easier to use. Draft project goals developed for the purpose of this RFP, are shown below.

- Reduce system-wide vehicle miles traveled and improve transit's mode share
- Simplify service by reducing the number of overlapping routes
- Concentrate service onto high-demand arterial corridors with frequent service
- Improve service for underserved and disadvantaged people, for example by shortening travel times and reducing the number of transfers
- Streamline service to reduce travel times and improve frequency
- Complement east-west BRT – reduce duplication and maximize connections, and set the stage for north-south BRT
- Reduce the peak-to-base ratio, improving mid-day service and reducing the number of buses required.
- Provide better late-night and weekend service.

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1. Project Management and Administration

This task covers internal meetings, scheduling, billing, and other project management needs.

2. Community Engagement

The Consultant shall develop and perform a community engagement program that:

- Educates policy makers on the fundamentals of transit system development and incorporate direction from them particularly on establishing priorities and choosing a recommended alternative.
- Gathers feedback from policy makers on service priorities.
- Engages the community and transit riders to obtain feedback and provide information on alternatives.
- Provides information and a framework for policy makers to make a decision.

Special efforts and methods are encouraged to reach underserved communities. The Consultant shall make site arrangements for engagement activities and provide materials and presentations necessary for the engagement activity. Community engagement is intended to be a continuous effort throughout the project. It is anticipated that this effort will be most active when developing alternatives and recommendations.

3. Data Assemblage and Analysis

The Consultant shall assemble existing data provided by the CITY and analyze the current state of the system for boardings, ridership, transfers, and revenue. Information provided by the City will include:

- Route and schedule data
- 2015 On-board survey
- Estimated boardings by bus stop
- Ridership and revenue hours by route
- On-time performance data
- Metro Title VI Plan
- [Existing and planned land uses](#)
- [Trip origin and destination data](#)
- [Existing and emerging plans and policies that relate to parking, transportation demand management, and transportation](#)

Collection of additional data not provided by the City shall be considered “Extra Services”. The analysis shall provide defining characteristics of the current system, including strengths and weaknesses.

4. Developing Alternatives

The Consultant shall develop three transit system alternatives with an option to develop a fourth alternative if authorized by the City. The alternatives should assume the planned east-west BRT line is in place. Parameters for the alternatives include:

- The system alternatives should be revenue neutral, absent extra operating expenses incurred from BRT.
- The system alternatives should focus on the existing service area. The Consultant may suggest changes to the service area prior to alternative development if there are clear advantages.
- The system alternatives should focus on Routes 1 through 78.
- The alternatives should provide a reasonable range of emphasis, from frequency to coverage.
- The alternatives should be developed to the level of detail necessary to make service change decisions.

The Consultant may suggest refinements to the BRT Phase 1 and 2 routing. The Consultant shall provide a framework for alternative implementation that recognizes system changes may occur prior to BRT implementation.

5. Alternatives Evaluation

The Consultant shall evaluate the system alternatives in reference to the existing system. At a minimum the evaluation shall include the following:

- Emphasis of the proposed alternative with regards to coverage and frequency
- Users expected to benefit and be impacted from the proposed alternative
- Effects of the proposed alternative on underserved neighborhoods and communities of color
- Anticipated ridership effects of the proposed alternative
- Infrastructure costs

6. Documentation

The Consultant shall prepare and submit a report that documents:

- Existing system needs
- System alternatives
- Evaluation
- Public engagement
- Recommendation and/or selected alternative
- Implementation framework

The Consultant shall prepare a brochure that summarizes the analysis and the recommendation and/or selected alternative. The Consultant shall prepare a slide presentation that summarizes the analysis and the recommendation.