

ROUNDY'S SUPERMARKETS, INC.

PICK 'N SAVE · METRO MARKET · MARIANO'S

PO Box 473
Milwaukee, WI 53201

414-231-5000

February 15, 2022

Re: Metro Transit Bus Service

VIA ELECTRONIC MAIL

Thomas Lynch, Director, Department of Transportation, City of Madison

Transportation Policy & Planning Board Members:

Badrinath Lankella, Baltazar De Anda Santana, Barbara Harrington-McKinney, Carolyn A. McAndrews, Christopher T. McCahill, Grant Foster, Keith Furman, Margaret Bergamini, Randy Udell, Thomas L. Wilson

Director Lynch and Members of the Transportation Policy & Planning Board:

I am writing you today to express our concerns regarding the draft plan for the Madison Metro Network Redesign.

According to the draft plan, the current Metro Transit bus route #17 would no longer provide service to our Madison East Pick 'n Save store off Aberg (2502 Shopko Drive). If this were to occur it would create a severe hardship for our store associates and customers who use Metro Transit bus route #17 to access our store.

As a company, we have been serving the Madison community for several years. Roundy's operates 14 stores under the banner names Pick 'n Save and Metro Market in the Madison Metropolitan area. Five of these 14 stores are located within the City of Madison. Many of our associates who work at our City of Madison store locations rely on Metro Transit bus service to get to work each day:

- Approximately 25% of our store associates at our Pick 'n Save Aberg location use Metro Transit bus route #17 as their source of transportation to and from work.
- Also, we estimate about 20% of our Pick 'n Save Aberg customers rely on Metro Transit bus route #17 for their grocery shopping needs.

Many of these associates have no other means of transportation to arrive at work. We are proud of our associates and the many sacrifices they have made to help keep Wisconsinites fed throughout the course of the COVID-19 pandemic. One of the more noteworthy challenges the pandemic has generated is labor availability. Trying to balance the surge in customer demand, both in-store and on-line, with an optimal labor force has been a significant challenge. If route eliminations were to occur to Metro Transit bus route #17, it would impair our Pick 'n Save Aberg work force at a time when the public needs our presence more than ever.



Our ask of the Transportation Policy and Planning Board is to objectively consider the negative effect the elimination of Metro Transit bus service will have on our Pick 'n Save Aberg store.

We are committed to providing Full, Fresh and Friendly in-store and e-commerce service for our City of Madison customers by maintaining open, clean, and safe stores. However, it will be a greater challenge to do so if we suffer a loss of labor due to the absence of bus service to our Pick 'n Save Aberg store location.

We would greatly appreciate your support in keeping Metro Transit bus service available to our Pick 'n Save Aberg associates and customers.

Respectfully,

James J. Hyland

James J. Hyland
Vice President Communications & Public Affairs
Roundy's Division
The Kroger Co.

CC: Syed Abbas District 12 Alder
Mary Bottari, Chief of Staff, Mayor Rhodes-Conway