

Overview of Interim Report  
Long Range Metro Transit Planning  
Ad Hoc Committee

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Public informational meetings:  
August 6, 8, 9, 14

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Committee Membership

- Transit users
- Business community representatives
- Liaisons from key City committees
  - Transit & Parking Commission
  - ADA Transit Subcommittee
  - Contracted Services Oversight Subcommittee
- University of Wisconsin representative

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Committee Mission Statement

- To explore options to secure the long term financial stability of the Metro Transit system, including but not limited to:
  - expansion into new markets, both geographically and demographically,
  - intensification of service
  - new technologies
  - marketing
  - partnerships
- to provide guidance on priorities for the Metro Transit system

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## What Metro Transit does well

- Higher level of service than most comparably sized metro areas
- Ridership is at 20-year high and increasing
- Above average cost effectiveness vs. peers
- Strong political support for Metro system



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## Committee approach; focus areas

- Monthly committee meetings since January
- Over 20 subcommittee meetings:
  - Funding
  - Service Improvements
  - Increasing Ridership
  - Cost Management
  - Marketing

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## Funding Subcommittee: Key findings to date

- Costs increasing (especially fuel)
- State assistance not keeping pace with inflation
- Madison transit budget up 35% in four years
- Contingency fund was \$2.5 million in 2002; now only \$130,000.
- Service expansion in one community = diluted State funds = increased costs for jurisdictions with no service expansion
- Metro area lacks authority to create RTA

Funding structure unsustainable!

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### Funding Subcommittee: Additional study

- Capital funding for equipment replacement
- RTA
- Bus rapid transit



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### System Improvements Subcommittee: Initial Recommendations

- Explore making schedule information available at each bus stop.
- Make the trip planner feature on the Metro Website more user-friendly.
- Expand the availability of real time schedule information at major stops on cell phones/PDAs and online.
- Explore the feasibility of a bus rapid transit system for the Madison area.

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### System Improvements Subcommittee: Additional study

- Service Hours – explore expanded hours on nights and weekends
- Express routes
- Frequency of service
- Route Priorities
- Density of bus stops
- Fare card options
- Ride guide & schedule enhancements



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### Increasing Ridership Subcommittee: Initial Recommendations

- Expand Unlimited Ride Pass Program
- Implement additional Park & Ride lots
- Build more Public/Private Partnerships:
  - To create or expand service to employment centers
  - For limited-stop shuttles
  - For bus runs at bar closing time
  - To link shared-ride taxi service and Metro

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### Increasing Ridership: Additional study

- Provide passenger amenities
  - Wireless service
  - Trash/recycling receptacles
  - Services at or near transfer points
  - Shelters and/or benches at more stops

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### Cost Management Subcommittee: Initial recommendations

- Employee issues (e.g., use of leave time)
- Equipment (e.g., articulated buses)
- Facilities (e.g., location of operations)

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### Marketing Subcommittee: Progress to date

- Developing Recommendation Matrix
- Creation of Business Advisory Committee
- Analyze effectiveness of current marketing spending
- Increase marketing budget (which is lowest among peer systems)

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### Marketing Subcommittee: Additional study

- Analyze current marketing spending
- Identify ways to stretch marketing dollars
- Review Metro's customer service plan
- Expanded opportunities for advertising
- Partnerships with cultural organizations

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### Committee's Next Steps

- Review input from public informational meetings
- Investigate additional ideas
- Propose initial initiatives for 2008 budget
- Prepare second draft of report
- Hold public hearings in late fall
- Finalize and present report
- Target completion date: End of 2007

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Public comments are welcome!

- E-mail: [aschroeder@cityofmadison.com](mailto:aschroeder@cityofmadison.com)
- Feedback survey: [www.mymetrobus.com](http://www.mymetrobus.com)
- U.S. Mail: Metro Transit  
Ann Schroeder  
1101 E. Washington Ave.  
Madison, WI 53703
- At committee meetings: Refer to website schedule

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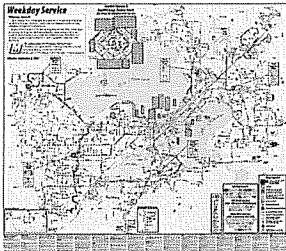
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Metro System Map – Effective 9/2/07

None



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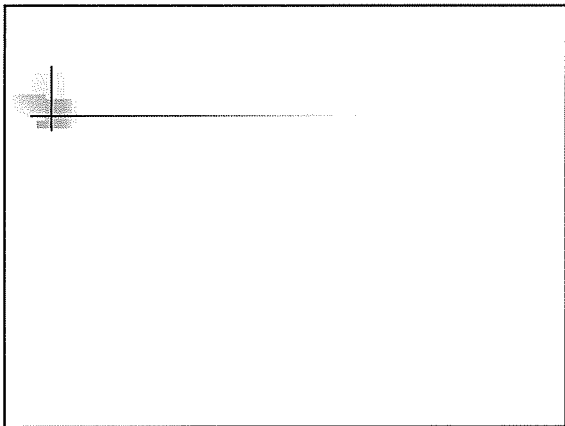
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## RTA Issues

- Establish service level standards to ensure comparable services between RTA partners.
- Address concerns on the impact of separating Metro service planning from part of the metropolitan planning process.
- Attend to competing interests between the central metropolitan district and its outlying areas.
- Attend to competing interests between modes of transit and ensure cross-mode compatibility.
- Show the benefit of an RTA to areas of the county not served by the same levels of public transportation services as metropolitan areas of the county.
- Adopt principals/values as part of governing resolutions that provide protection to all parties in regards to representation and services.
- Clarify the relationship and responsibilities between the Metropolitan Planning Organization, Capital Area Regional Planning Commission, and RTA.
- Clarify the role of non-municipal entities.

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