

**PROPOSED SERVICE PLAN
BENEFITS AND REDUCTIONS
SUMMER 2008**

BENEFITS

- System-wide on-time performance improvements;
- Major refocusing of service in the isthmus;
- A return of Isthmus circulator service during peak and midday hours (similar to old Routes 10 and 11) that connects across the East Isthmus and to the UW campus, while bypassing the Capitol Square;
- Increased midday service on Jenifer St and quicker peak hour service between Jenifer St and the UW campus area;
- Increased midday service on East Washington Avenue, along Old University Avenue, and in the Broom/Bassett areas;
- Increased midday service on Route 21;
- Increased evening service east of East Towne in City View;
- At the Dane County airport, increased midday service, added weekend and holiday service, and quicker travel times to and from the North Transfer Point;
- Service expansion all day to Cortland Commons/Watts Road, mid-days to the American Center and during peak periods to the Sprecher neighborhood;
- Improved phasing of trips along the Sheboygan and Old University Ave., Jenifer St. and Johnson/Gorham corridors;
- Added peak hour service between the East Transfer Point and MATC.

REDUCTIONS DUE TO ROUTE REALIGNMENTS

- Peak frequency reduction around the Dean Clinic at Buckeye Road and the World Dairy Center area;
- Peak frequency reduction in Richmond Hill from 15 to 30 minutes;
- Elimination of Route 14 peak hour service on Colony, Inner Drive and Yellowstone;
- Elimination of Route 15 service on High Point between Tree Lane and Old Sauk Road, and in the Deming loop north of Old Sauk and Junction;
- Elimination of Route 17 after 6 p.m. on weekdays, replaced by hourly service on Route 20 via Shopko/Copps and East Towne. Connections between

Shopko/Copps and other routes operating once an hour at the North Transfer Point may involve a 30-minute wait.

- Route 20 service to the airport on weekends will result in hourly service to Shopko/Copps. Connections with other routes at the North Transfer Point may involve a 30-minute wait.
- Elimination of Route 24. Added frequency on Route 21 will replace portions of Route 24 during middays, but evening service will be reduced to hourly. Connections to other hourly trips at the North Transfer Point may involve a 30-minute wait;
- Frequency reduction from 30 to 60 minutes on Route 22 after 6:30 p.m. Connections to other hourly trips at the North Transfer Point may involve a 30-minute wait;
- Elimination of Route 38 on Cottage Grove between Dempsey and Monona Drive, and along Oakridge Avenue;
- Elimination of service on Division and Rutledge after 6:30 p.m.;
- Peak frequency reduction on Atwood between Division and Cottage Grove Road/Monona Drive;
- Elimination of Routes 6 and 20 along Lien and Eagan south of East Towne Boulevard;
- Elimination of Route 20 trips north of Anderson between Wright and Stoughton Rd/Hwy 51 (Kinsman and Bartillon).

REDUCTIONS TO ADDRESS ON-TIME PERFORMANCE

- Route 13 would operate as a one-way loop south of Olin Avenue. This will eliminate direct service between southern portions of the route (i.e. from John Nolen towards South Transfer in the AM, from South Transfer Point towards John Nolen in the PM). This option assumes no major budget reductions in the Town of Madison (see section on potential Town changes);
- Route 18 during the afternoon peak would operate on a 40-minute schedule, which could create transfer waits at the South and/or West Transfer Points;
- Route 28 would be removed from Sheboygan Avenue, following University Avenue and Whitney Way to and from the West Transfer Point;
- Route 44 will be removed from Fisher and Buick and follow Park St. inbound and outbound.
- Some reverse commute trips on Routes 56 and 57 would be eliminated (from West Transfer Point towards McKee Road in AM peak, from McKee Road towards West Transfer Point in PM peak);

- Route 80 trips would use the new section of Observatory Drive, once built between Walnut and Highland, and would no longer serve old University Avenue between Walnut and Highland.