

Equity Considerations

-BRT

-Transit Network Redesign

TPPB 2021-11-15

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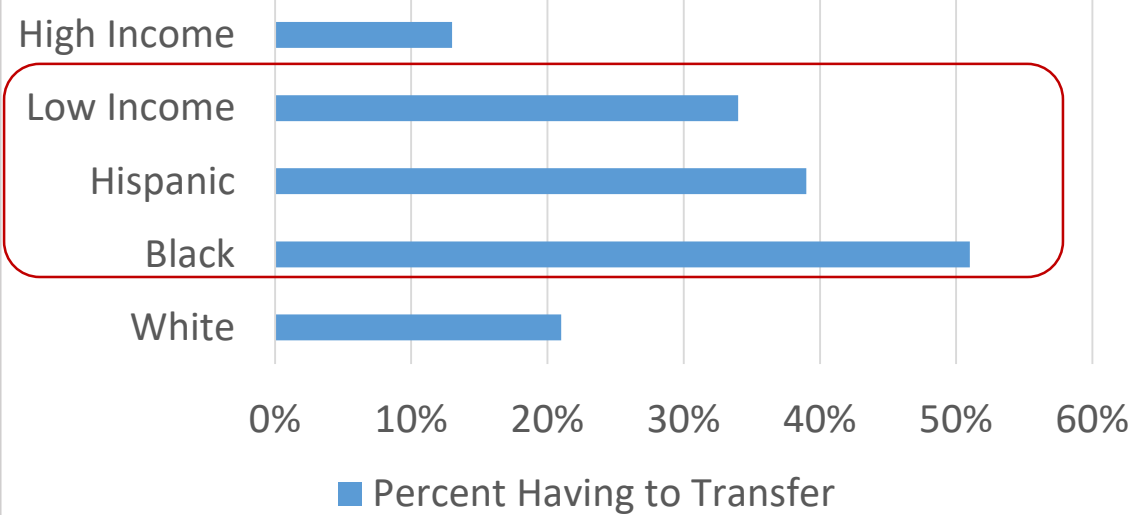
Existing Metro Network

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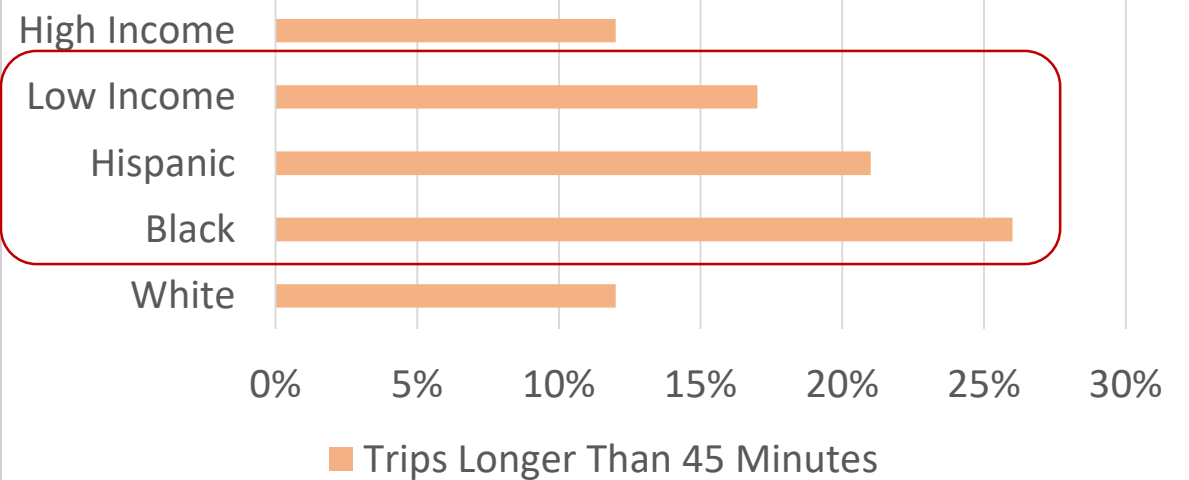


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Transfer Rates



Trip Duration



The limitations of the network fall hardest on outlying low-income areas...

There are two kinds of poverty that are most prevalent in Madison:

- **Students in poverty.** Because it's hard to work and outlying full-time, college and university students often have low incomes. But statistically, most students will go on to lead mid- to high-income lives. Reflecting the broader situation, they tend to be mostly White, with a substantial Asian minority.
- **Generational poverty.** People born in low-income or low-wealth households are more likely to experience low incomes for much of their lives. Although people of all races and ethnicities experience generational poverty, it is statistically more prevalent among Black and Latino people, as well as certain Asian groups such as the Hmong.

Students in poverty tend to live in areas well served by transit. They are heavily concentrated within 2 miles of the University of Wisconsin.

In contrast, **people who experience generational poverty are much more likely to live outside central Madison**, such as on the South and North Side, pockets of the northeast, and in areas south of the Beltline. **They are concentrated in the areas where transit provides the least access to the city.**

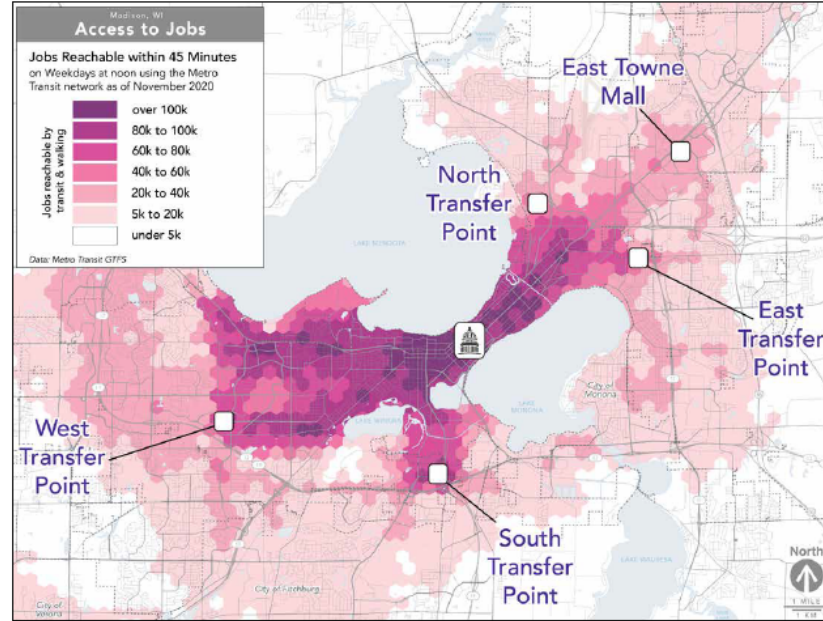


Figure 52: (Top Left) Map of jobs accessible in 45 minutes or less by transit and walking, on a weekday at noon.

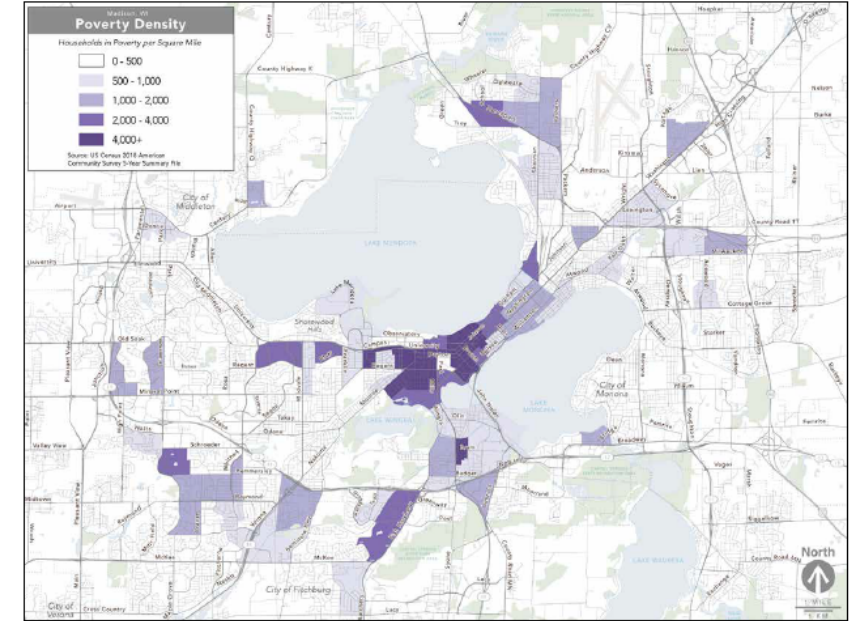


Figure 53: (Top Right) Map of density of people in poverty in different parts of Madison.

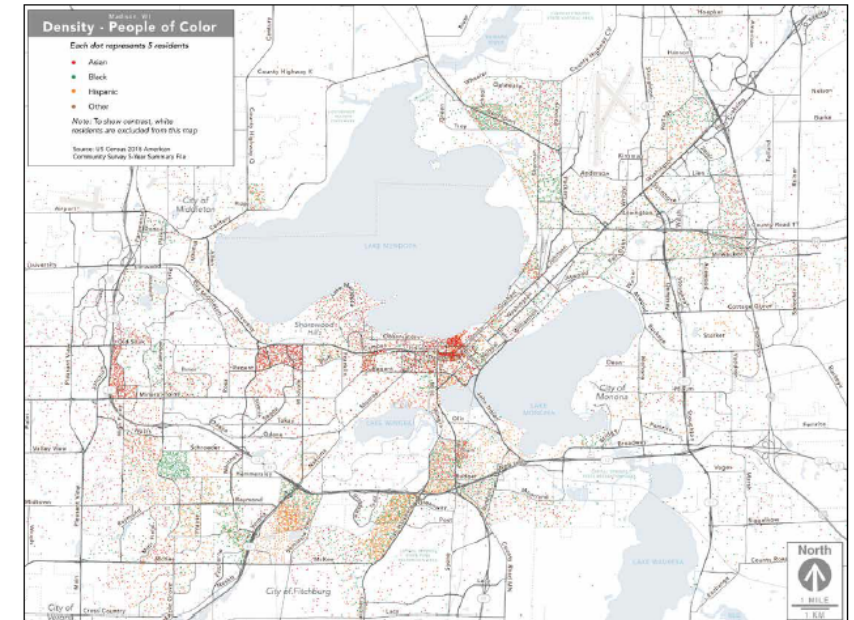


Figure 54: (Bottom Right) Map showing density of people of color in different parts of Madison.

BRT vs. Network Redesign

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Separate Efforts

BRT

Local routes being converted to BRT

Network Redesign

Routes could:

- Stay the same
- Ridership network
- Coverage network
- Blend

2013-present

2021 to 2023

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BRT

Public Engagement

Local
routes
being
converted
to BRT

2013-present

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Phase 1 BRT Engagement

MADISON EAST-WEST
BUS RAPID TRANSIT PLANNING STUDY



Public Engagement Final Summary Report
November 8, 2019

Prepared for:
City of Madison Department of Transportation

Prepared by:
Urban Assets, LLC

5,071
RESPONSES TO
SURVEYS 1 & 2

262
LISTSERV
SIGN-UPS ON
WEBSITE

2,030
PROJECT
LISTSERV
CONTACTS

15
SMALL GROUP
MEETINGS

5
PUBLIC
MEETINGS

9
MOBILE
ENGAGEMENT
STATIONS

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BRT Mobile Engagement Stations

- » January 24, 2019: Warner Park Community Center
- » January 27, 2019: Mount Zion Baptist Church, after Sunday service
- » February 6, 2019: Mount Zion Baptist Church, after evening bible study
- » June 5, 2019: Centro Hispano Mercadito
- » June 8, 2019: Dane County Farmers Market
- » June 12, 2019: East and West Transfer Points
- » June 15, 2019: Elver Park Farmers Market
- » October 10, 2019: UW-Madison



248 total interactions
50 intercept interviews
38 surveys taken
29 listserv sign-ups

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BRT Intercept Surveys

December 2019. 55 surveys, 25 of those were identified as “persons of color”.

- Transfers – The number of riders transferring was more numerous than anticipated, tending towards persons of color, low income, and the elderly.
- Location of transfers – The location of transfers (e.g. different alighting and boarding locations) was a concern, particularly for those with mobility concerns who strongly opposed having transfers be one block away.
- In regards to the Outer Loop for transfers, there were greater concerns expressed by those with mobility concerns as the Outer Loops is hillier and harder to walk on.



BRT Intercept Surveys

- Shelters – Shelters with walls were important to most of those interviewed. Since the interviews were conducted in the winter, having a wind block was a commonly expressed desire. Some wished that the walls would meet the ground.
- Detours – Most respondents did not feel the detours were much of a problem. Some had missed a bus because of a detour, but they considered it an infrequent event (e.g. once every couple of years.)



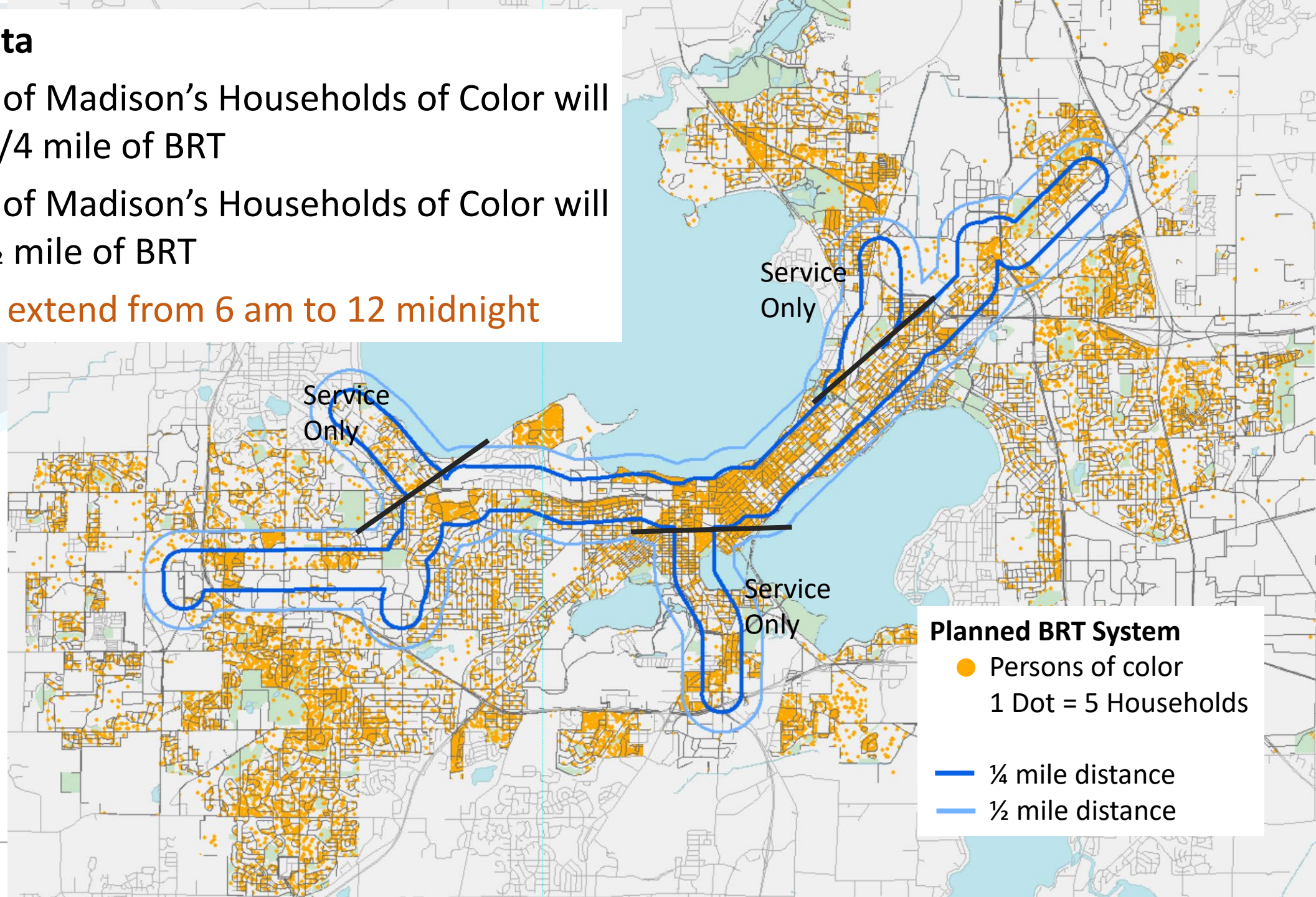
BRT Intercept Surveys

- Safety – Safety was not a large concern for men who were interviewed. Conversely, for women it was a very high concern. Factors that made women feel safe included lighting and the amount of pedestrian traffic. Motor vehicle traffic contributed less to the feeling of safety. One woman expressed safety concerns on the outer loop, corresponding to problems that are occurring on the top of State Street.



2020 Census Data

- About 30% of Madison's Households of Color will be within 1/4 mile of BRT
- About 40% of Madison's Households of Color will be within 1/2 mile of BRT
- Service will extend from 6 am to 12 midnight



Planned BRT System

- Persons of color
1 Dot = 5 Households
- 1/4 mile distance
- 1/2 mile distance

Separate Efforts

Local routes being converted to BRT

Network Redesign

Routes could:

- Stay the same
- Ridership network
- Coverage network
- Blend

2021 to 2023

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Transit Network Redesign Public Engagement

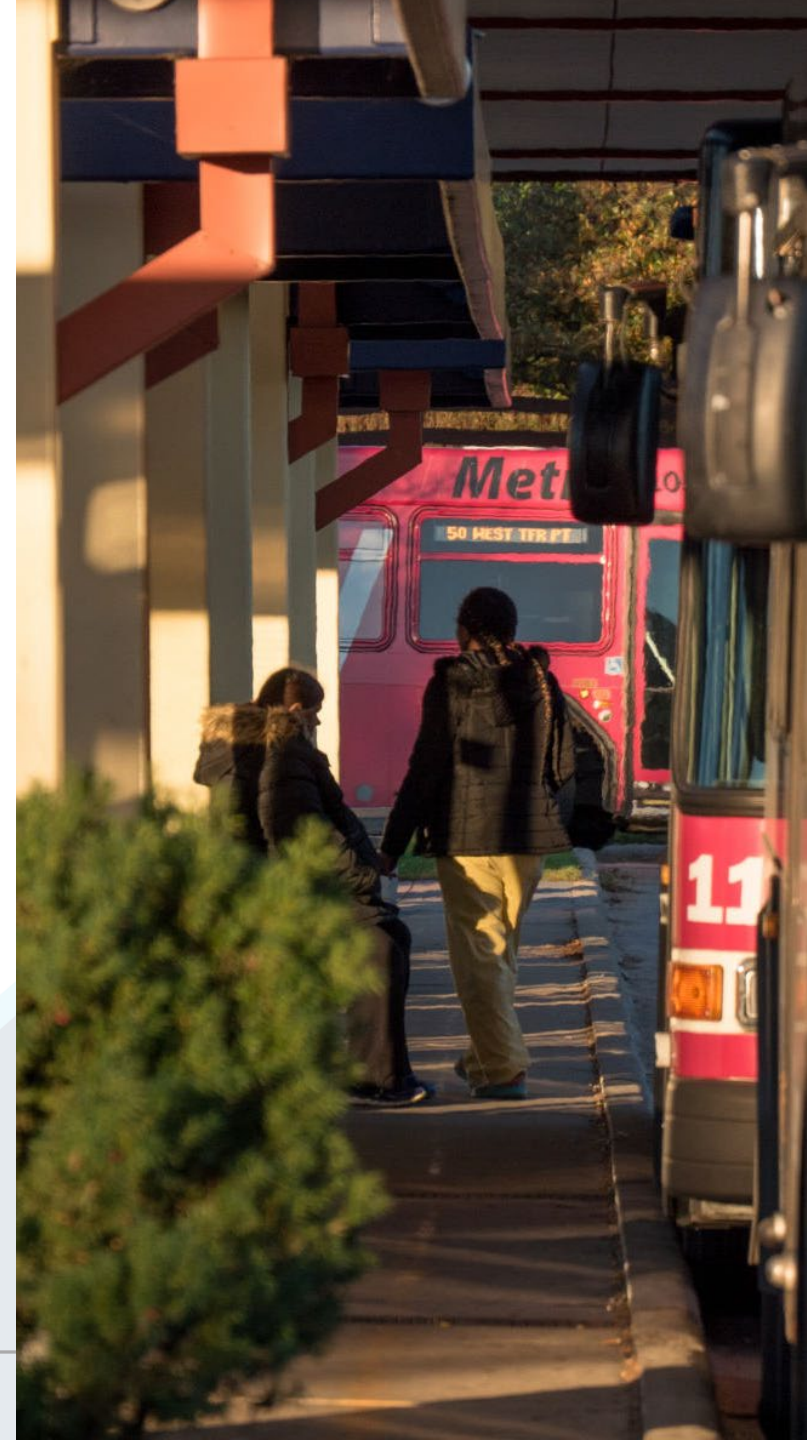
Phase I – Choices Activities

1. Public survey (English & Spanish) distributed through a variety of online and in-person efforts from March 2 to June 25, 2021. Over 2,800 responses received and analyzed
2. Small group meetings |
 1. Madison Area Bus Advocates
 2. Specialized Transportation Commission
 3. UW Hospital
 4. Bayview Community
 5. Latino Academy
 6. Sun Prairie Neighborhood Navigators
3. Tabling and intercept interviews at community events and a variety of locations
 1. Wash and Tune-Up Event (Madison Bikes) – Brittingham Park
 2. Summer Concert Series – Olbrich Gardens
 3. Juneteenth Celebration – Penn Park
 4. Food pantry – Catholic Multicultural Center
 5. Luna's Groceries
 6. North Transfer Point
 7. East Transfer Point (2)
 8. UW Memorial Union
4. Transit choices public information meeting held virtually on March 3, 2021.

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Transit Network Redesign Public Engagement

Phase II – Alternatives Activities

1. Public survey (English & Spanish) distributed through a variety of online and in-person efforts from August 1 to September 15, 2021. Over 3,000 responses received and analyzed.
2. Small group meetings:
 1. Catholic Multicultural Center
 2. Badger Rock
 3. UW Hospital
 4. Madison Area Bus Advocates
 5. ASM UW Student Transportation Committee
 6. Access to Independence
 7. DMI Transportation Committee
 8. Northside Neighbors
 9. Crawford Marlborough Nakoma Neighborhood Association
 - a. Focus group
 - b. Annual meeting
 10. Joint City/UW Planning Committee
3. Tabling and intercept interviews at community events and a variety of locations:
 1. All Transfer Points
 2. Olbrich Gardens Summer Concert Series
 3. Foward FC - Breese Stevens
 4. Neighborhood Resource Teams Lift Leopold Event (2)
 5. Capitol Square
4. Transit alternatives public information meeting held virtually on September 23rd, 2021



Ridership Alternative



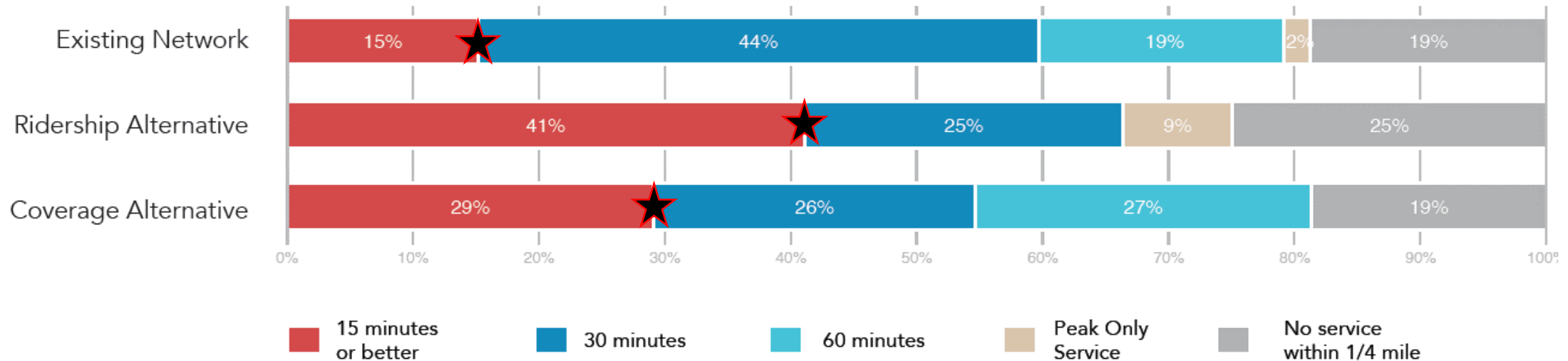
Coverage Alternative



Where should Metro Transit be, on this spectrum?

More people of color will be near frequency transit with the two alternatives being investigated

People of Color near Transit



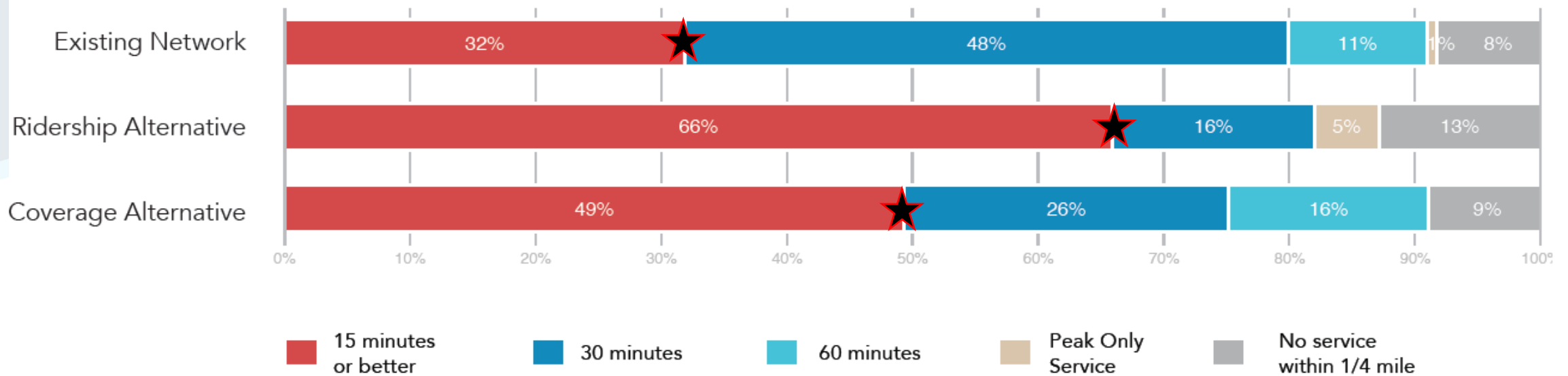
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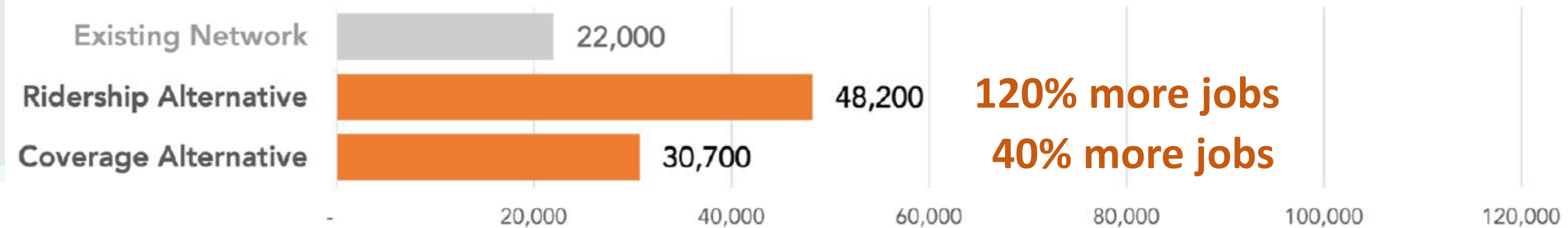
More people with **low income** will be near high frequency transit with the two alternatives being investigated

People with Low Incomes near Transit



People of color will have access to significantly more jobs with both networks being considered

Jobs Reachable within 45 minutes by the Median Person of Color



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People of Color (1 dot per person)

Ridership Alternative provides much better job access for people of color

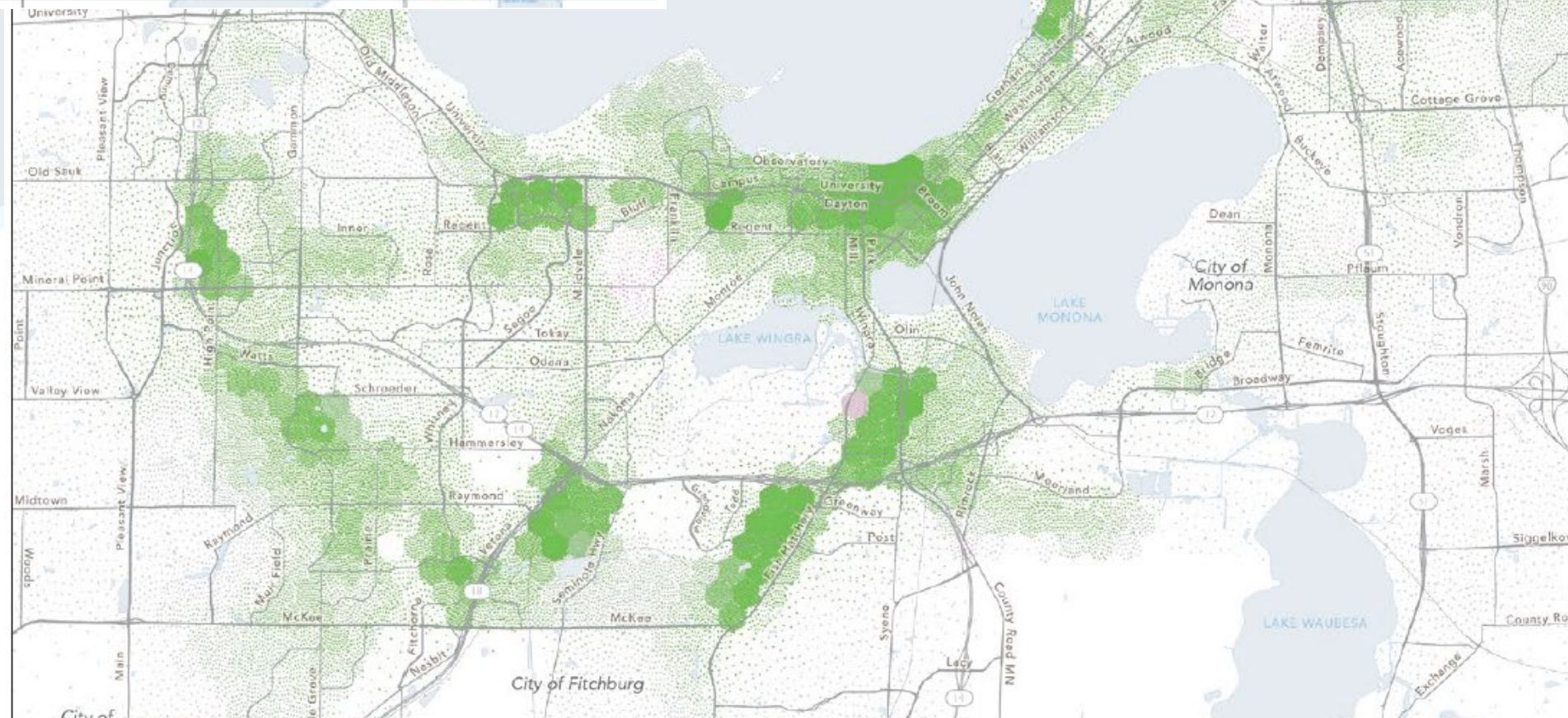
How many more jobs can the average person reach?

(median change)

All Residents: +112%

People of Color: +120%

People with Low Incomes: +28%



Job Access Change

How many jobs can be accessed in 45 minutes with this network compared with the existing network?



Source: Greater Madison MPO 2016 TAZ Model

Coverage Alternative provides better job access for people of color

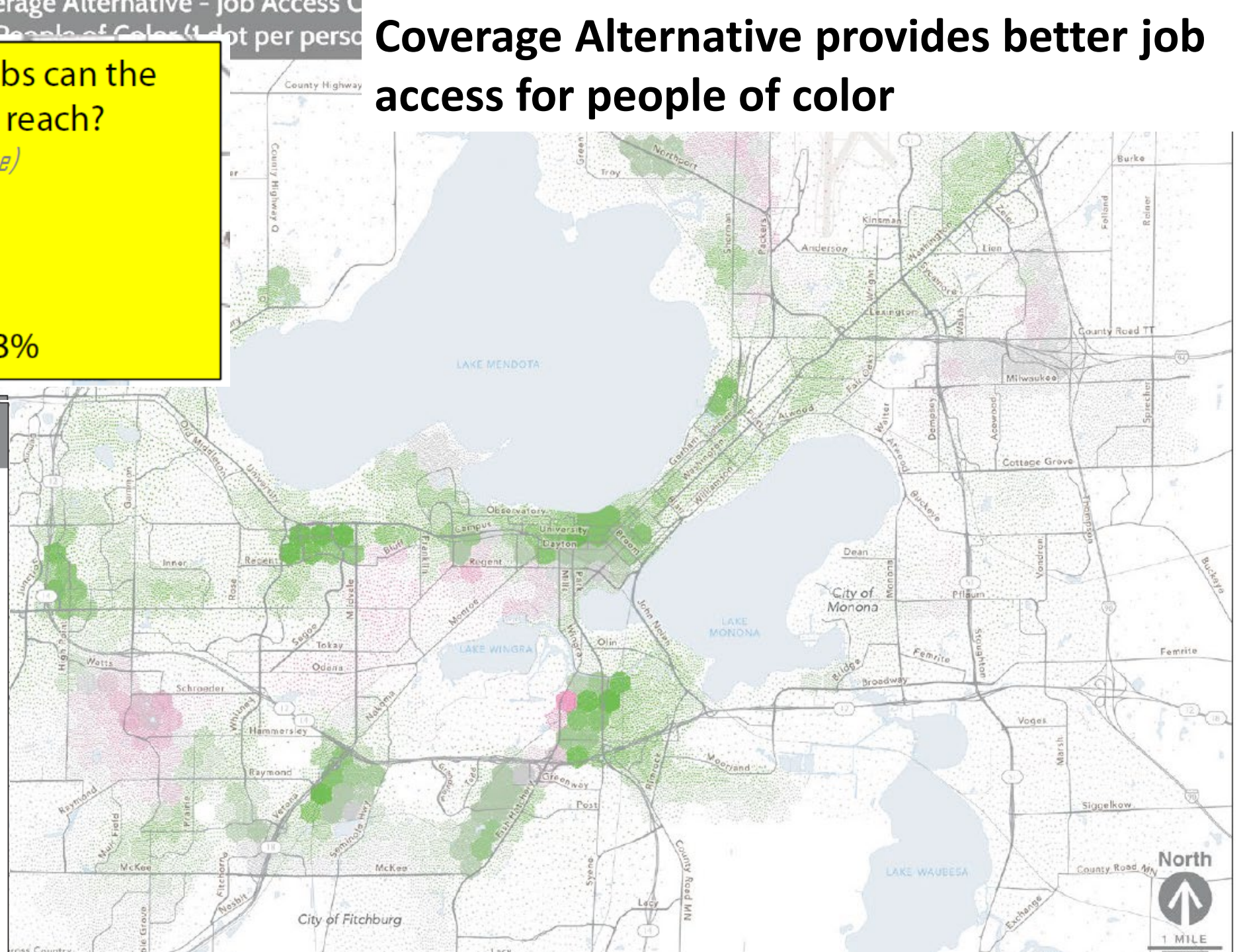
How many more jobs can the average person reach?
(median change)

All Residents: +38%
People of Color: +40%
People with Low Incomes: +8%

Job Access Change

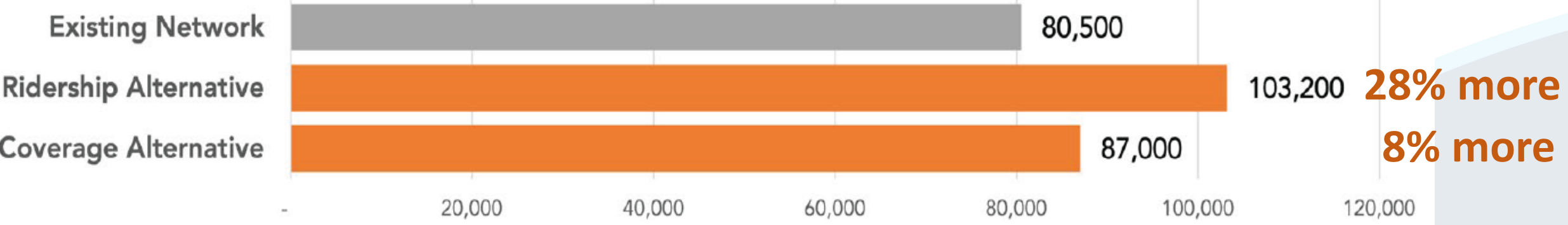
How many jobs can be accessed in 45 minutes with this network compared with the existing network?

- Access Gain**
- Better than + 15,000
 - + 10,000 to 15,000
 - + 5,000 to 10,000
 - + 1,000 to 5,000
 - Similar to Existing
- Access Loss**
- - 1,000 to 5,000
 - - 5,000 to 10,000
 - - 10,000 to 15,000
 - Worse than -15,000



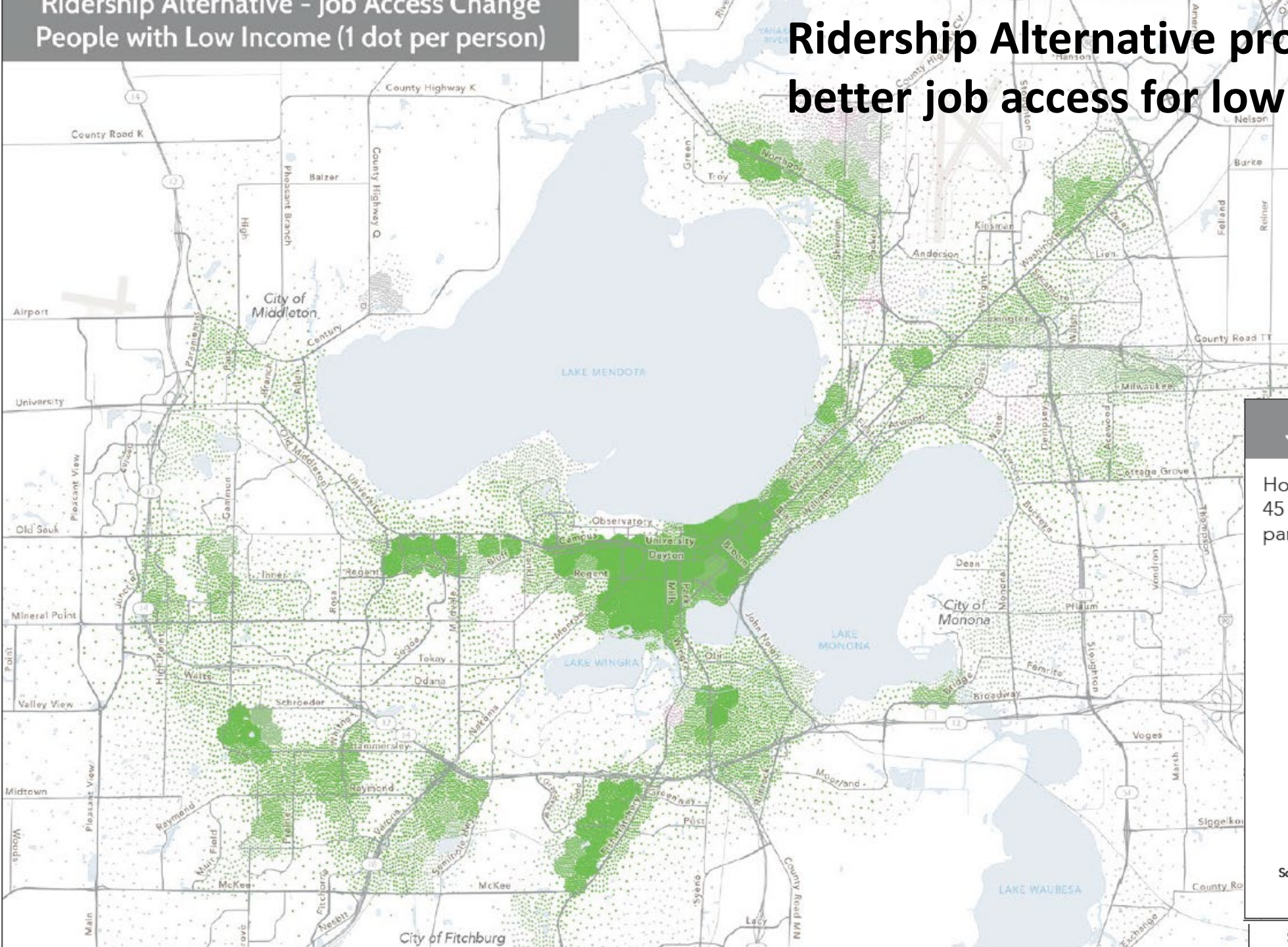
People of low income will have access to more jobs with both networks being considered

Jobs Reachable within 45 minutes by the Median Person with Low Income



Ridership Alternative - Job Access Change
People with Low Income (1 dot per person)

Ridership Alternative provides much better job access for low income



Job Access Change

How many jobs can be accessed in 45 minutes with this network compared with the existing network?

Access Gain	Access Loss
Better than + 15,000	- 1,000 to 5,000
+ 10,000 to 15,000	- 5,000 to 10,000
+ 5,000 to 10,000	- 10,000 to 15,000
+ 1,000 to 5,000	Worse than -15,000
Similar to Existing	

Source: Greater Madison MPO 2016 TAZ Model;
US Census 2018 ACS 5-Year Summary File

Coverage Alternative generally provides better job access for low income

Job Access Change

How many jobs can be accessed in 45 minutes with this network compared with the existing network?

Access Gain		Better than + 15,000
		+ 10,000 to 15,000
		+ 5,000 to 10,000
		+ 1,000 to 5,000
		Similar to Existing
Access Loss		- 1,000 to 5,000
		- 5,000 to 10,000
		- 10,000 to 15,000
		Worse than -15,000

Source: Greater Madison MPO 2016 TAZ Model; US Census 2018 ACS 5-Year Summary File

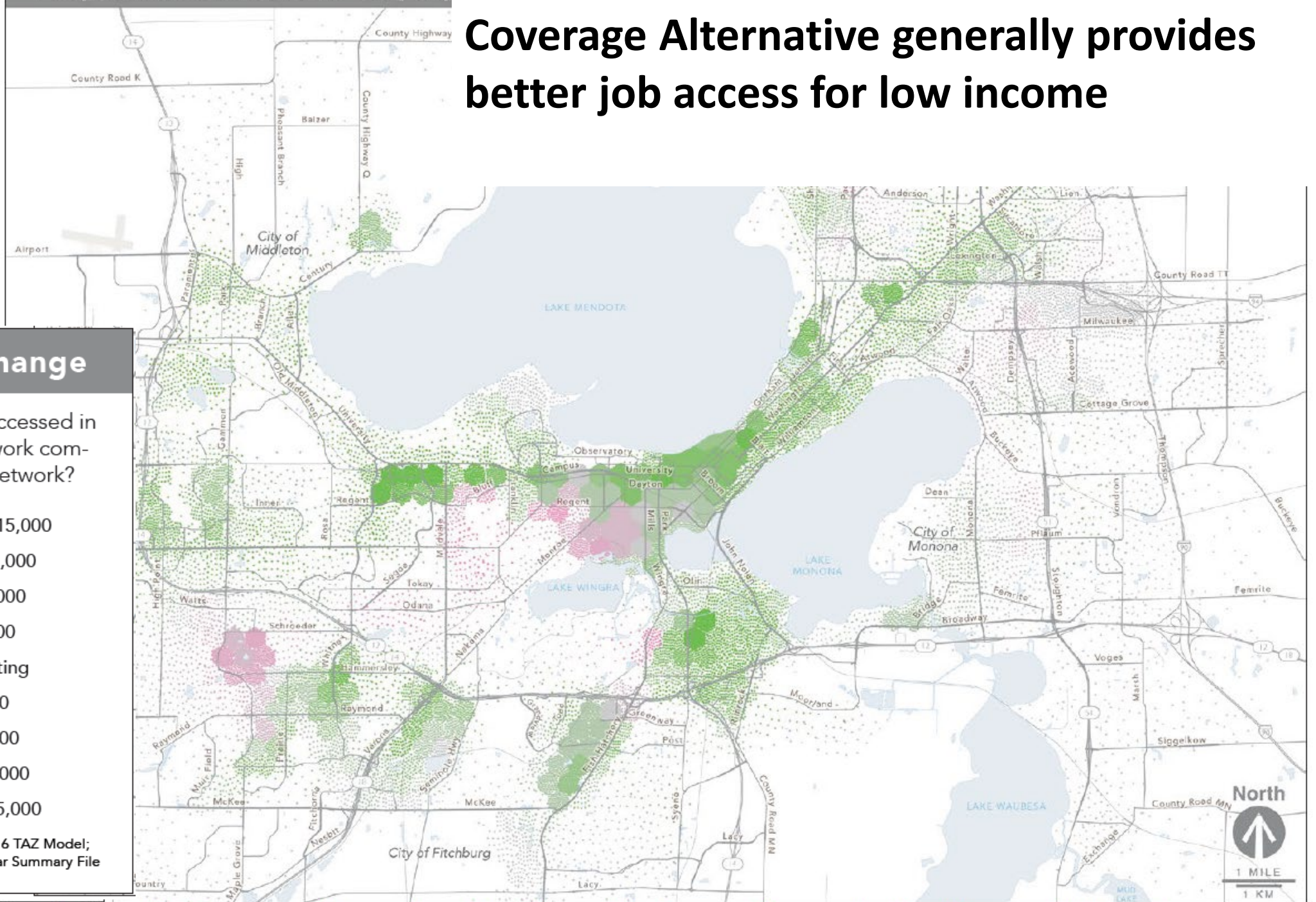


Figure 37: Coverage Alternative 45-minute Job Access Change by Residents with Low Income

BRT Routing Process

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Downtown Routing Process

2019

PIM 2

5/14/2019
Senior Center
Alt 1, 2

PIM 3

8/29/2019
Senior Center
Alt 1, 2, 3

PIM 4

9/26/2019
MATC
Alt 1, 2, 3

PIM 5

10/29/2019
MATC
Alt 1, 1A, 2, 3

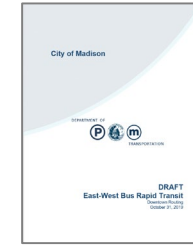
10/31/2019
Report 1
Released

TPPB

11/4/2019
MMB
Alt 1, 1A, 2, 3

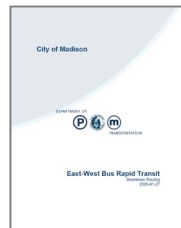
TPPB

12/2/2019
MMB
Alt 1, 1A, 1B, 1C, 2, 3, 3A



2020

1/27/2020
Report 2
Released



TPPB

2/3/2020
MMB
Alt 1, 1A, 3A
Dismiss 2, 3
Rec Alt 1

CC

2/25/2020
CCB
Introduction

DRC

2/27/2020
CCB
Rec 1

DCC

3/19/2020
CCB
Rec 1 & explore

TPPB

3/30/2020
Virtual
Rec 1

CC

3/31/2020
Virtual
Rec 1

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Downtown Routing Process – LPA Revision

2020

March

June

August

TPPB

TPPB

PIM 1

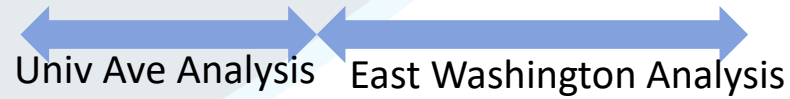
PIM 2

8/31/2020
Virtual
Introduce
Center
Running

10/19/2020
Virtual
Center Running
Left Tn Restrict
Mendota St
West & East
Terminal

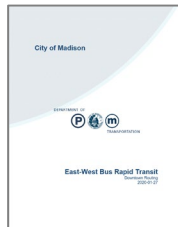
10/22/2020
Virtual
Center Running
Left Tn Restrict
Mendota St
West & East
Terminal

10/28/2020
Virtual
Mendota St



2020

10/31/2020
Running Way
Report Released



PIM 3
11/16/2020
Virtual
East
Washington
Mendota
East Terminal

CC
12/1/2020
Virtual
Revised LPA

PIM 4
12/3/2020
Virtual
Mineral Pt
West Terminal

BPW
3/19/2020
Virtual
Revised LPA

PIM 5
12/17/2020
Whitney Way

TPPB
1/04/2021
Virtual
Revised LPA

CC
1/5/2025
Virtual
Revised LPA

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