

April 9 Public Hearing – Summary of Feedback

Routes 8/78 – connection

- Comment: In favor of connection to allow for direct service between UW & Middleton, but concerned about eliminating connection to WTP – increased waiting times?
- Comment: Likes 78/8 combo and thinks it will be more efficient

Response: Transfers with route 2 on Sheboygan Ave will be ~12-13 minutes, in both directions. The transfer to eastbound route 2 (towards UW Hospital) will be ~5 minutes.

Route 19

- Comment: Schedule changes make longer wait times

Response: More consistent times leaving Capitol Square, also reduces gap between the last two trips from 1h 35m down to one hour.

Routes 26/36

- TPC Comment: Redistribution of service w/routes that have low ridership – Would resources be better spent elsewhere?

Response: No additional service, splitting existing schedule between routes 26 & 36 to add evening service to the American Center area (including Herzing College). Both loops will have hour frequency after 6 p.m.

Route 44 – Gilson St. Loop

- TPC Comment: In favor of keeping service on Gilson St. – many “thank you’s” from citizens

Route 50

- Comment: Supports increased frequency to Route 50 evenings
- Comment: In favor of ½ hour service

Route 59

- Comment: Against taking service off Crescent – maybe elderly people that cannot walk to Verona Rd. Believes that eliminating the stop by PDQ isn’t smart. And in summary, does not like the entire route design or schedule.

Response: No other negative comments.

Communication from Ahna Ray Bizjak, Transportation Project Engineer at City of Fitchburg, on next page.

From: Ahnaray Bizjak [mailto:Ahnaray.Bizjak@fitchburgwi.gov]
Sent: Monday, April 28, 2014 8:18 AM
Subject: RE: Route Change Approval

TTC recommended approval of Resolution R-34-14 (6-0 vote) with an amendment to reflect a revised route alignment for the Route 44/48 service proposal. Metro Transit has also proposed renaming Route 44/48 to Route 49. Attached is the amended resolution and a map to illustrate the revised alignment for Route 49.

The reason for the change was to allow the Olin Avenue loop to remain on the Route 44 service in Madison and to speed up the Route 49 service in Fitchburg by operating on USH 14.

The Route 59 proposal was recommended for approval with no changes from the public hearing.

70's – Middleton Service

- Comment: concerned the proposed 74 schedule isn't flexible for reverse commuters with irregular work hours.
- Comment: proposed 74 schedule makes limits options for timely connections & trip times increase. He currently rides: 38 – cap square – 74 – middleton.
- TPC members agree that we need to look into how proposed changes affect reverse commutes.
- Middleton Comment: Against losing mid-day service to Deming/Airport area – schedule doesn't match up with an 8-hour work day. (Was going to discuss w/ Colin)
- Speaker from Middleton explained 'Top Promotions' concerns of the bus not reaching the far west side of the business park.
- Comment: Worried about losing service at Branch and Franklin – but she likes the Middleton Transfer Point moving to Greenway. Also notes that 71/72 overcrowding hasn't been addressed properly.
- TPC Comment: more changes to the 70's too soon? Referencing 2013 August service changes
- Comment: Concerned about reverse commuters from Cap Square to Middleton - one ride seats will take longer.
- Comment: Reverse commuter – concerned proposal complicates routes and schedules– longer ride time.

Staff has revised Middleton proposals in response to feedback from the public hearing. New proposal for route 72 will have service to Top Promotions. Travel times on reverse commute routes will remain very similar to current schedules, although transfers from other routes may be affected. Passengers bound for the northwest side of the Middleton Business Park will see a more direct trip via route 72. Overcrowding is an issue on many routes; we try to solve issues via "extras" but are out of buses during the peaks. Route 10 should be taking some of the shorter passenger trips off of routes 71 and 72. Revised proposals have been approved by Middleton staff.

The message on the next page is from Mark Opitz, Assistant Planning Director for the City of Middleton.

-----Original Message-----

From: Mark Opitz [mailto:mopitz@ci.middleton.wi.us]
Sent: Wednesday, April 23, 2014 4:39 PM
Subject: RE: Alternate Middleton service proposal

I am delighted with the changes Metro staff are proposing in response to the public input you've received. In particular, I appreciate that you have found a way to provide direct service to Top Promotions (via Route 72) and much closer service to the businesses on the Quarry/Research loop (via Route 71). I am highly confident that these changes will be well received by these and other businesses. The small downside to these changes, as you noted, is that there will no longer be service through the Fairway / Parview intersection, but businesses in that area will still essentially be within a 5-minute walk of Route 72, which is an acceptable distance.

I also support the trip shift from Route 70 to Route 72.
Thanks again for your work to improve service on the bus routes serving Middleton.

General Comments

- Comment: Believes there may be more pressing issues than the ones were addressing with this service change – I.e. Routes 2 & 6 weekends.
- Comment: Plan ahead for special events and possibly provide extra buses if we can.
- Comment: Online notification should provide detailed booklet right away – or at least give a timeline so they know when to check back.
- Comment: Not enough notification – only saw flyers on 2 buses (?)
- TPC Comment: Piggy back from Kathy's comment on surveying/ working with employers in our service area – help current decisions and possibly bring new riders in.
- TPC Comment: For future meeting – discuss how Metro decides which routes merit changes each year.

Responses:

- **Crowding and overloads are significant issues for routes 2 and 6 on weekends. Increased service could have significant budgetary impacts.**
- **Metro does have extra buses scheduled for UW football games.**
- **Metro will strive to have the public hearing materials posted in a more timely fashion**
- **Promotion Effort Summary: 10,000 flyers were installed on buses (4/2). Information was also published as a legal notice (3/8, 3/10 and 3/14); posted at mymetrobus.com starting 3/14; Rider Alert emails sent to subscribers on 3/19, 3/28, 4/3; 4/8; approximately 9 tweets sent starting 3/17; information posted in Spanish and Hmong posted online on 3/27; paid ads ran in Wisconsin State Journal (4/3 and 4/6), Madison Times (4/3), La Comunidad (3/27), Southern Exposure (3/28), distributed to Neighborhood Resource Team list serves on 3/28 including Latino Support Network and Communities United; news release sent on 4/3; text alert reminder on 4/8.**