

2211 Fordem Avenue Madison, WI 53704

Metro Transit

Attn: Justin Stuehenberg, General Manager

Hello Justin,

I am writing on behalf of the employees and management of Sheridan, WI about the suggested change of the bus routes.

Sheridan WI (formerly Webcrafters, Inc.) has been an employer in the Madison area for over 150 years. Many of our employees have and continue to use the bus system to get to and from work daily. We also employ 20-30 temporary workers that utilize the bus system as well.

The changes that are suggested to the D2 bus line that runs down Fordem and Sherman Avenue would severely impact the ability of many of our 200 employees to get to work. Our operations run on a 24/7 basis and the flexibility of the bus lines schedule is crucial to our employees getting to work.

From the management perspective-hiring will be more difficult-as being on a bus line has been a huge asset for new hires. There are many people who do not have a car by choice or by affordability and they need to have jobs on bus lines. If the bus line is moved- the walking distance would most likely not be attainable by employees due to weather, time constraints, and safety.

These changes will have a direct impact on not only Fordem Avenue but the many other businesses on Sherman Ave. There are 2 or 3 shopping malls right on Sherman. Many people that live on the north side rely on the bus to not only get to work but to get to other businesses as well.

Please reconsider the changes put forth. There are people who count on the bus line to survive.

Regards

Kristi Ziegler
VP of Operations

mix Light

www.sheridan.com Ideas. Delivered.

The Northside Business Association finds the draft plan and route map of the Metro Network Transit Redesign to be quite negative in its impact to the Northside community, its businesses and services, and our customers and employees.

We believe this plan is short sighted in meeting the needs of our community. Access to affordable grocery stores is a must. A jewel of the Northside, Troy Gardens, will be impacted as will other major businesses such as Pick 'N Save, Mendota Mental Health and many more. Let's not forget Madison's own Madison Mallards Baseball Club, who employ many part-time people from all around the city.

Many of the citizens of the Northside are low to moderate income households. Our residents use the bus service to access the grocery stores. Services to Pick 'N Save off of Aberg will be eliminated and the route to Woodman's on Milwaukee Street seems less direct.

Many of our residents ride the bus to go to work. The businesses on the Northside are struggling, like other parts of the city, to obtain employees and to retain them. Having a convenient bus route is part of that answer.

Troy Gardens offers small farmers a place to grow their crops. Additionally, it provides numerous classes and community services not found in other parts of the city.

The Northside transfer point is used quite heavily. Many commuters drive to the Northside, park and take the bus downtown. These people are coming from communities located in other parts of Dane County. What needs to be considered is that these people shop and use Northside businesses while they are in town because they are parking at the transfer point.

When analyzing ridership, one has to question how the data points accrued during the pandemic. This was a unique 2-year period and the data from this period must be used with caution when planning long term.

It's time to rethink this approach. Let's have more transparent, real and in-person meetings available about this topic.



Please provide any comments or concerns you have about the proposed changes to Madison Metro's Service and bus routes on the Northside.

The information will be shared with Metro staff and transit planners.

Name (optional): Byett M.

Neighborhood where you live and common destinations traveled to via Madison Metro:

- Porkeley oaks

- Often travel to DICK'n Save, Malmart, Moodmans

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Concerns about any route changes proposed in the Madison Metro Redesign Draft Plan:				

the change in location on Nortside busstop having to wak to it. Auso cutting out In I can't walk long distance.

Call David Meyer at 608-249-3665 or email dma@chorus.net with questions and to share comments.



754 Williamson Street Madison, WI 53703 www.sierraclub.org/wisconsin/four-lakes

To: Madison Metro Redesign, MetroRedesign@cityofmadison.com

Mayor Satya Rhodes-Conway, mayor@cityofmadison.com

From: Sierra Club Four Lakes Group

Contacts: Executive Committee Members

Liz Wessel, <u>lizard59sc@yahoo.com</u>
Don Ferber, <u>d_ferber@sbcglobal.net</u>

RE: Comments on Proposed Redesign of the Madison Metro System

These comments are prepared on behalf of the Sierra Club Four Lakes Group. The Four Lakes Group covers nine south central Wisconsin counties with Dane County in the middle. We have nearly 7300 members & supporters across Dane County.

As a system that broadly impacts communities across our region and has an impact on how, locally, we will address climate change, these comments may not be the only comments we submit as we find out more about the proposed system and listen to and read the comments of other individuals and organizations.

SYSTEM WIDE

Meeting the needs of limited income populations and people of color

We recommend that the analysis of how well the proposed system serves low income and people of color be redone. Based on the presentation and the report, it is apparent that the downtown student population is distorting the conclusions made in the presentation about how well the redesign would serve these populations. We are concerned that the bias of including a large number of low income students may not create a functional system for those that need it most outside of the downtown and campus, such as on the north or south sides.

Comments made by a north side resident made it clear that service in their area, especially for residents with disabilities, may not be as functional as other areas where low income populations reside. We need to be confident we are meeting the needs of these peripheral populations, and if needed, adjust the routes to ensure a good level of access to jobs, grocery stores, medical centers and schools for these populations with high transit needs.

Again, we request redoing the Proposed Network Analysis for low income populations & communities of color focusing on those at the periphery without the downtown student population. The downtown population will clearly be well served by the redesign.

Meeting the needs of differently-abled populations

Transit can be transformative for those who cannot drive. There should be greater clarity and analysis of how well the proposed system serves the differently-abled populations. A separate

map could be included showing how the existing retirement and disability communities and housing facilities will be served in order to provide some clarity.

In addition, Madison Metro should be looking ahead to new development proposals on the urban center periphery that will create housing explicitly for these populations. The map could include some of these major developments that are in the process of being developed or are currently proposed.

In addition, for people with limited mobility who might be further from transit stops with the redesign, to what extent will other options, such as paratransit or even taxis, be provided or expanded to fully serve their needs, or serve as a link to Metro?

Ridership Projections

Overall, the draft plan's emphasis on simpler routes that remain the same through the weekends, and focus on more frequent and rapid access to jobs and other locations seems to be a positive step, but it would be interesting to see if changes in ridership projections can be made based on the draft plan, perhaps even by groups of people and areas.

Park & Ride Lots - https://www.cityofmadison.com/metro/how-to-ride/park-ride-lots
For transparency and clarity, add any known park and ride lots that will be a part of the system to the Key Transfer Locations map (page 22).

Will the City continue to serve the existing park and ride lots? For example, if there is no longer a North Transfer Point, where will a northside Park & Ride be located? The current park & ride lot lies between routes B & D2.

As the system does not extend very far south, does it make sense to add some additional park and ride space on a frequent service line in the south of Madison west, central and east. The Dutch Mill park and ride is often overflowing with cars. And it makes sense to have a south side park and ride near the terminus of BRT route B to encourage ridership.

Seamless Connections with Regional/Intercity Buses

In order to encourage the seamless connection with regional buses, it would be useful if there was at least one map showing where these connections occur, and to which regional bus lines. The information could be added to the Key Transfer Locations map (page 22) or be a separate map. These bus lines include:

- Badger Bus
- Greyhound
- Jefferson Lines
- Lamers Bus Lines
- Megabus
- Van Galder/Coach USA

If the 200 block of Lake St will continue to be used as the downtown intercity bus stop, it should be equipped with a better shelter (larger) with electronic & physical connection information to the Madison Metro System.

For routes like the Badger Bus to Milwaukee, Madison Metro should work with Badger Bus to find a sheltered stop on the east side that is integral to and provides seamless connection between services, perhaps at an enhanced BRT station. The current location of the east side stop is at East Washington & East Johnson which is beyond (east of) a major intersection for the proposed redesigned Metro System at the junction of East Washington, North St and Milwaukee St.

Access to Jobs and Grocery Stores

We appreciate the analysis and attention paid to access of grocery stores in different parts of the community. We need to also make sure, as some of the stores are located at busy intersections, that there is great pedestrian access (without stairs) for people to be able to haul groceries safely to the bus stop.

We were appreciative to see the emphasis on connection to major employers in the report. One of the clear asks in the 2018 *Arrive Together: Transportation Access and Equity in Wisconsin* report co-authored by the Sierra Club, was to make sure that transit systems analyze a system's connection to the area's largest employers.

Access to other important services

As we get into the finer analysis of the proposed system, we need to consider the main health clinics and hospitals as well as schools particularly high schools that rely on City service, and our public lands and parks, as access to nature and parks is important to people's health, as well as they should have access to parks that they pay taxes for.

In our analysis of Dane County park access, we found the following regarding the redesign:

- Access to Mendota County Park remains the same.
- Access to Cherokee Marsh and the Ice Age Junction is somewhat improved with closer proximity, but still some distance away, and only during peak hours for Cherokee.
- Access to Lake View Hill park is somewhat reduced.
- Access to the Jenny and Kyle Preserve which explicitly serves youth and people with disabilities has been removed. The disconnect of this important park should be reconsidered.
- Access to Tenney Park Lock and Dam has also been removed with no direct service.

Route Simplification

The simplification in route names is a benefit, as complicated routes, routes with alternating patterns throughout the day, and changes in route schedules from weekdays to weekends make the transit system difficult for new or occasional riders to navigate.

ROUTE SPECIFIC

Current Route 31/Proposed Route C3

At the time of its creation, Route 31 was hailed as a positive example of transit expansions that are better serving lower income neighborhoods in Madison: "One of the main requests from that neighborhood was that they really wanted transit service." It provides much-needed connection to areas of recreation and access to job hubs, including Two Men and a Truck movers. (quote from Arrive Together Report, 2018, page 43).

In the proposed redesign, this route is replaced by Route C3 which will run on a 60 minute basis. It does not extend as far south (to Siggelkow) as the current route 31. We suggest finding a way to connect the new proposed route C3 with the G route which provides 30 min service west from the southeast corner of Madison. This would enable westward travel towards the B Route and other south Madison destinations including the Alliant Center. Here are some ideas:

- Run the C3 over on Broadway to Monona, adding a stop for the G route; and then run it nonstop north to Cottage Grove.
- Stopping at Pflaum & Stoughton Rd. Adding a pedestrian and bike bridge. The
 connection at Turner is about a 5 min walk. This would also open up access to
 LaFollette, Edna Taylor Conservation Park, Farm & Fleet and other businesses and
 services along the Frontage Rd.

Note that Stoughton Rd was identified as a significant barrier to pedestrian and bicycle travel both across and along the corridor in a DOT needs assessment for this corridor. The redesign should prioritize the creation of safer pedestrian and bike access and connectivity with the Metro System.

Route D2 to the airport.

As proposed the service on this route would be reduced when non peak (early morning, evenings and weekends). While the pandemic left the airport deserted with airlines dramatically downsizing if not eliminating service, service is returning to the airport and rebounding quickly, and expected to grow further. We support a regular service on the 30 min frequency throughout the day/evening for the following reasons:

- The Madison Metro System needs to be the core of a multimodal transportation system that links the various modes of transportation in Madison and the core of Dane County.
- The current airport flight schedule is loaded towards the morning and evening flight
 arrivals. There are many flights that arrive after 7 or 8 PM as airlines store equipment in
 Madison for the following day's morning flights. This practice creates a ground
 transportation demand well into evening hours as well as early morning hours both for
 workers and travelers.
- The evening arrival experience can be very frustrating as buses are infrequent. Taxis are
 no longer stationed at the airport and operate like other online services (Lyft & Uber).
 Waiting for over 45 minutes is not uncommon. And these transportation services are
 expensive relative to a bus.
- The airport serves both as a job center and as a transportation center with travelers coming into our "system" as well as exiting. The numbers:
- Bureau of Transportation statistics for 2021 for MSN Dane County Regional Airport (DCRA) (12 months ending in November) arrival and departure passengers (enplaned revenue passengers):
 - 654,000 arrivals
 - 653,000 departures
- DCRA plays a crucial role in the everyday economic and social life of Dane County.
 Nearly 6,500 workers are employed in the county as a direct result of airport operations and facilities use, ranking the airport as the third-largest full-time employer in Dane County.

(https://www.msnairport.com/about/news/economic_impact#:~:text=DCRA%20plays%20a%20crucial%20role,time%20employer%20in%20Dane%20County.)

There is an \$85 million expansion planned to accommodate more flights and airlines.
 https://madison.com/wsj/news/local/govt-and-politics/dane-county-regional-airports-85m-expansion-to-pave-way-for-more-flights-passengers/article_ea4c45aa-6c42-5d86-b00b-14eb2cbfcf66.html

With the airport expansion on the way, with the corresponding planned increases to traffic and jobs, Madison Metro needs to deliver sufficient service to accommodate the expansion, and to make the shift away from parking and to public transit.

INFRASTRUCTURE

Real time schedules

The system needs to have real time schedules available not just online via a smartphone, but at stops as is currently done on the Capitol Square. The BRT stations are being planned to have visual digital signals showing the approaching buses to a stop.

Visual information should not be just for BRT stations. We should add this technology to more places in the system. However, it might make sense to wait a year or two to make sure that the approved routes stand the test of real use before adding this type of signage to a stop.

Enhancements for the visually impaired (assistive technology??)

Is the system including BRT compatible with assistive technology such as the Moovit service? Or is there another technology system that will be used?

https://www.smartcitiesdive.com/news/moovit-wawalk-public-transit-accessibility-visually-im/611 346/

Intel-backed Mobility as a Service company Moovit has real-time transit and direction data for more than 3,400 cities across 112 countries. Their partnership with WeWALK will integrate that data into technology-enhanced white canes for tactile or verbal directions. The cane can announce route options and offer step-by-step directions, including details about where a user should stand to board, and offer information on how crowded buses are as they arrive.

There needs to be more than digital and visual signage for the visually impaired as public transit is a necessity for quality of life in a community such as Madison.

Pedestrian infrastructure for safe access to the system

In sections of the system like Washington Ave and Stoughton Rd where there are multiple lanes and a higher level of speed and unfortunately a history of pedestrian accidents and deaths, we need to include the appropriate pedestrian infrastructure.

This access also needs to be designed to accommodate those that rely on bikes, wheelchairs, strollers and other wheeled devices as part of their daily transportation.

Street level directional signs to stops

It would be helpful for some to have signs indicating where the metro stop is located, particularly where there are changes to routes or elimination of service.

Regional/Intercity Bus Shelter - Intermodal Connections

If the city is not going to build a regional bus depot, then at a minimum it needs to build a regional bus shelter at a suitable location ideally on a very close to the frequent service provided

by BRT or other main service lines. They should provide adequate coverage for more people and their luggage and include real time transfer information between the Madison Metro system and the intercity system, as well as intercity arrivals and departures.

For example, airports with regional bus service have columns with posted schedules, web sites, and often phone numbers for regional bus services available.

Again, having the Madison Metro system provide the foundation for a multimodal transportation system within the urban core as well as connections to regional transportation is a key issue and important to the success of both.

Respectfully submitted on march 7th, 2022.



Please provide any comments or concerns you have about the proposed changes to Madison Metro's Service and bus routes on the Northside.

The information will be shared with Metro staff and transit planners.

Name (optional): Multiple residents at Packer

Neighborhood where you live and common destinations traveled to via Madison Metro:

Packer Townhouses, North transfer point, Pick N Save, work, MATC

Concerns about any route changes proposed in the Madison Metro Redesign Draft Plan:

- I am a single mother with two small children. I use the bus daily for trips back and forth to day care, grocery shopping at Pick N Save, and work. Discontinuing #17 and the North transfer point will be a burden on my life. I need these bus routes in order to take care of my children.
- Discontinuing services at Mendota Mental Health will affect a lot of people's jobs. We need our
 jobs. Also, the walking distance to the need bus stop is not safe. It is very dark in that area.
- A lot of us Packer Residents use the North transfer point in order to get to our jobs on different sides of town. Changing that will impact our jobs greatly. We struggle enough!
- Discontinuing the bus stop at Pick N Save will hurt people that work there and shop there. Us Northsiders frequently shop at Pick N Save because that is a close store. Willy's Coop is too expensive and doesn't have the variety we need. Elderly people, young people and mothers all need access to Pick N Save.
- As a MATC student discontinuing #20 will impact my schooling. I need to get back and forth to school and I use this bus stop daily!

Call David Meyer at 608-249-3665 or email dma@chorus.net with questions and to share comments.

PACKER APARTMENT CORPORATION

1927 Northport Drive Madison, Wisconsin 53704 (608) 249-0160 Fax: (608) 249-0177 TDD: (608) 249-0314



Dear Metro Bus Management,

After viewing the proposed changes to bus routes and hearing residents concerns, the bus changes will greatly impact the Northside residents in a negative way. We have a lot of elderly people, young mothers, teens and workers that use these routes daily. Longer walks will impact elderly and disabled people. Fewer buses along N. Sherman, Northport and Troy will hurt the people that need to get to work, medical visits, and/or the grocery store. These bus routes need to stay in place, so that people can live their lives. Longer walks and fewer bus stops affect everyone especially those who have a job and need to get to work on time. Without a job, how can people provide for their families?

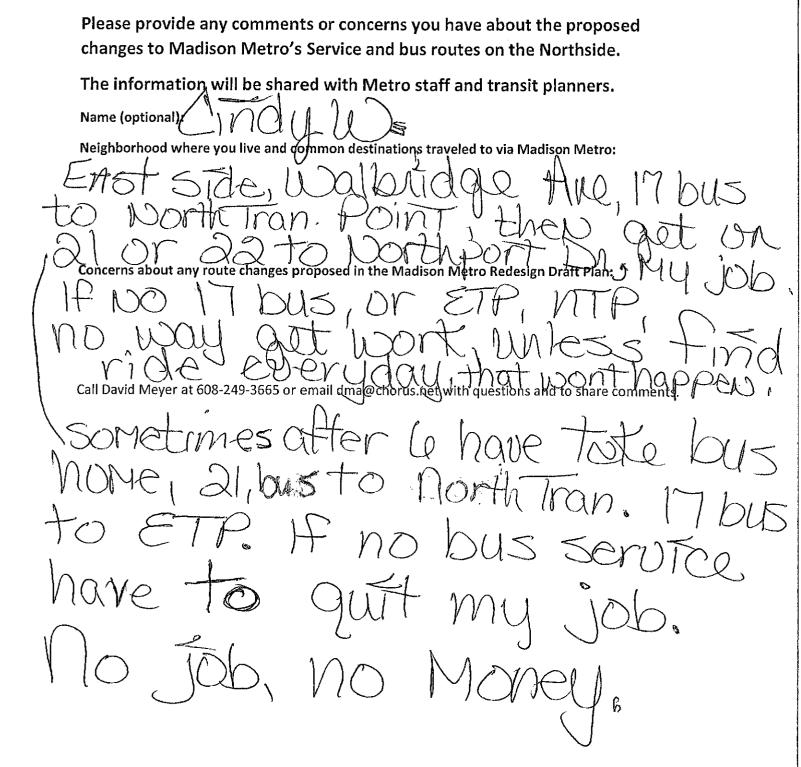
Discontinuing the bus service at Pick N Save will affect most lives on the Northside. Yes, we have Willy Coop but the store is extremely expensive. Mothers and elderly usually catch the bus to go to Pick N Save to do their grocery shopping. People who work there would be affected because they would not have a way getting back and forth to work. We already struggle with food access so stopping this route would affect many households and families. Closing the North transfer station will also affect people negatively. People use that station daily in order to get to work on different sides of town. Stopping the service on Anderson will affect those who attend MATC. Ending the bus stop along Troy drive will affect the workers at Mendota Mental Health.

With all that being said, the changes to the routes will affect people/families in a bad way. People are already struggling to make ends meet and people have different barriers they struggle with, so please reconsider these changes. If you have any questions or comments, please contact me at atasha@packerapts.com.

Thank you,

Atasha Pinnell

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Thank you! Northside Better Bus Service Coalition

Please provide any comments or concerns you have about the proposed changes to Madison Metro's Service and bus routes on the Northside.					
The information will be shared with Metro staff and transit planners.					

Name (optional): From Talisha

Neighborhood where you live and common destinations traveled to via Madison Metro:

My mom has epilepsy and has never driven in her life! These are the bus routes that get her home.

Concerns about any route changes proposed in the Madison Metro Redesign Draft Plan:

Call David Meyer at 608-249-3665 or email dma@chorus.net with questions and to share comments.

Thank you! Northside Better Bus Service Coalition



Please provide any comments or concerns you have about the proposed changes to Madison Metro's Service and bus routes on the Northside.

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Name (optional): Angelica Contreras.

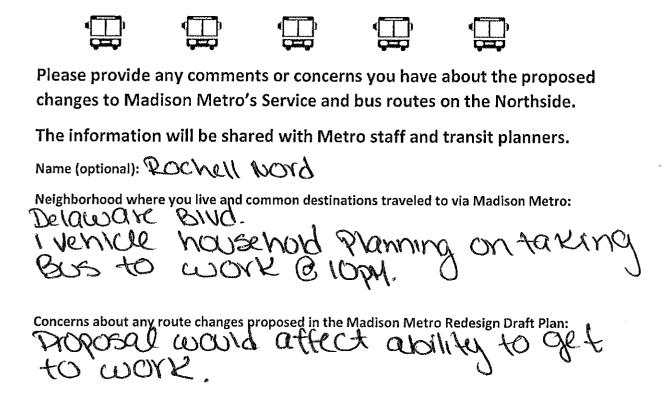
Neighborhood where you live and common destinations traveled to via Madison Metro:

I take the 21 to and from to go to work at Gompers Elementary. I've seen other School District staff riding this route as well. There are several Blackhawk students that also wait at the Delaware and Esch stop. We are in the middle of nowhere and far from the main roads.

Concerns about any route changes proposed in the Madison Metro Redesign Draft Plan:

Call David Meyer at 608-249-3665 or email dma@chorus.net with questions and to share comments.

Thank you! Northside Better Bus Service Coalition



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Name (optional): Sourcy

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Call David Meyer at 608-249-3665 or email dma@chorus.net with questions and to share comments.

The information will be shared with Metro staff and transit planners. Name (optional): にい して
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Call David Meyer at 608-249-3665 or email dma@chorus.net with questions and to share comments.

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Name (optional): From Teresa Baymon

Neighborhood where you live and common destinations traveled to via Madison Metro:

These route are extremely important and they help many people on the north and eastside of madison get around. I used the 21 and 22 to get to middle school and high school. If you remove the transfer points, how can I get to East Wash? How can I get to another side of town for that matter? This is GENTRIFICATION! Elimination of transportation to schools, grocery stores, and the NorthEast clinic.

Concerns about any route changes proposed in the Madison Metro Redesign Draft Plan:

Call David Meyer at 608-249-3665 or email dma@chorus.net with questions and to share comments.



Please provide any comments or concerns you have about the proposed changes to Madison Metro's Service and bus routes on the Northside.

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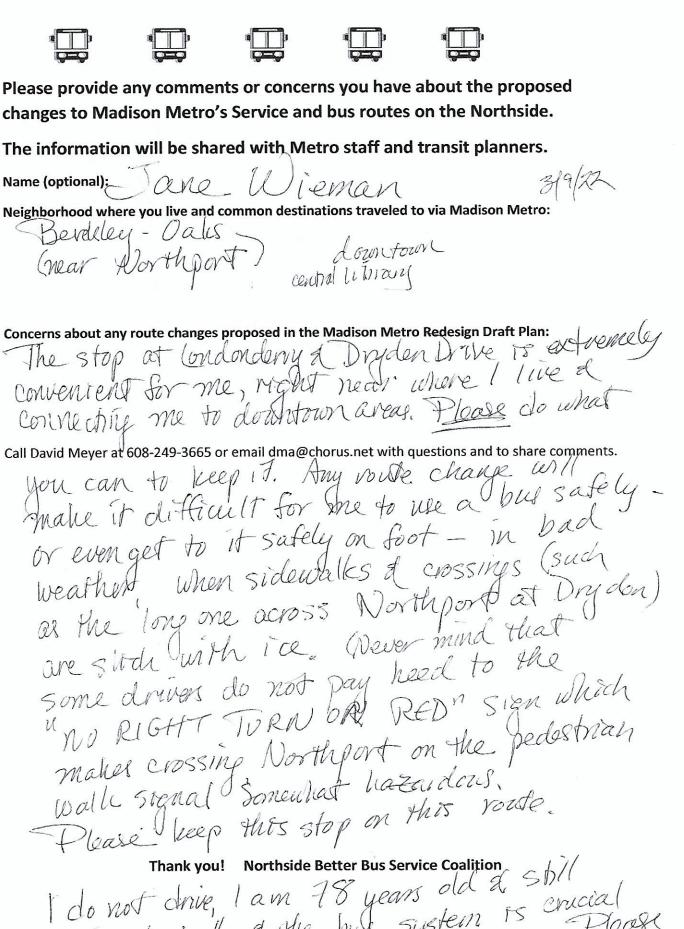
Name (optional): Melanie Curran Wells

Neighborhood where you live and common destinations traveled to via Madison Metro:

We live ON Delaware and my son and his friends use the 21 to get EVERYWHERE. We would be really disappointed if this were eliminated. Also what would this mean for kids riding the metro bus from Delaware to East HS??

Concerns about any route changes proposed in the Madison Metro Redesign Draft Plan:

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Please provide any comments or concerns you have about the proposed changes to Madison Metro's Service and bus routes on the Northside.

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Name (optional): JEROME Holliday

Neighborhood where you live and common destinations traveled to via Madison Metro:

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Concerns about any route changes proposed in the Madison Metro Redesign Draft Plan:

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Going to pay bills, and Church services.

Call David Meyer at 608-249-3665 or email dma@chorus.net with questions and to share comments.

(EACH SIGNATURE REPRESENTS 1,000 PEOPLE)

PETITION

City of Madison
Office Of The Mayor

PLEASE DO NOT DISMANTLE OUR PRESENT BUS SYSTEM 2022

PLEASE DO NOT DISMANTLE OUR PRESENT BUS SYSTEM				
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petition my metrobus, com Redesign

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754 Williamson Street Madison, WI 53703 www.sierraclub.org/wisconsin/four-lakes

To: Madison Metro Redesign, MetroRedesign@cityofmadison.com

Mayor Satya Rhodes-Conway, mayor@cityofmadison.com

From: Sierra Club Four Lakes Group

Contacts: Executive Committee Members

Liz Wessel, <u>lizard59sc@yahoo.com</u>
Don Ferber, <u>d_ferber@sbcglobal.net</u>

RE: Comments on Proposed Redesign of the Madison Metro System

These comments are prepared on behalf of the Sierra Club Four Lakes Group. The Four Lakes Group covers nine south central Wisconsin counties with Dane County in the middle. We have nearly 7300 members & supporters across Dane County.

As a system that broadly impacts communities across our region and has an impact on how, locally, we will address climate change, these comments may not be the only comments we submit as we find out more about the proposed system and listen to and read the comments of other individuals and organizations.

SYSTEM WIDE

Meeting the needs of limited income populations and people of color

We recommend that the analysis of how well the proposed system serves low income and people of color be redone. Based on the presentation and the report, it is apparent that the downtown student population is distorting the conclusions made in the presentation about how well the redesign would serve these populations. We are concerned that the bias of including a large number of low income students may not create a functional system for those that need it most outside of the downtown and campus, such as on the north or south sides.

Comments made by a north side resident made it clear that service in their area, especially for residents with disabilities, may not be as functional as other areas where low income populations reside. We need to be confident we are meeting the needs of these peripheral populations, and if needed, adjust the routes to ensure a good level of access to jobs, grocery stores, medical centers and schools for these populations with high transit needs.

Again, we request redoing the Proposed Network Analysis for low income populations & communities of color focusing on those at the periphery without the downtown student population. The downtown population will clearly be well served by the redesign.

Meeting the needs of differently-abled populations

Transit can be transformative for those who cannot drive. There should be greater clarity and analysis of how well the proposed system serves the differently-abled populations. A separate

map could be included showing how the existing retirement and disability communities and housing facilities will be served in order to provide some clarity.

In addition, Madison Metro should be looking ahead to new development proposals on the urban center periphery that will create housing explicitly for these populations. The map could include some of these major developments that are in the process of being developed or are currently proposed.

In addition, for people with limited mobility who might be further from transit stops with the redesign, to what extent will other options, such as paratransit or even taxis, be provided or expanded to fully serve their needs, or serve as a link to Metro?

Ridership Projections

Overall, the draft plan's emphasis on simpler routes that remain the same through the weekends, and focus on more frequent and rapid access to jobs and other locations seems to be a positive step, but it would be interesting to see if changes in ridership projections can be made based on the draft plan, perhaps even by groups of people and areas.

Park & Ride Lots - https://www.cityofmadison.com/metro/how-to-ride/park-ride-lots
For transparency and clarity, add any known park and ride lots that will be a part of the system to the Key Transfer Locations map (page 22).

Will the City continue to serve the existing park and ride lots? For example, if there is no longer a North Transfer Point, where will a northside Park & Ride be located? The current park & ride lot lies between routes B & D2.

As the system does not extend very far south, does it make sense to add some additional park and ride space on a frequent service line in the south of Madison west, central and east. The Dutch Mill park and ride is often overflowing with cars. And it makes sense to have a south side park and ride near the terminus of BRT route B to encourage ridership.

Seamless Connections with Regional/Intercity Buses

In order to encourage the seamless connection with regional buses, it would be useful if there was at least one map showing where these connections occur, and to which regional bus lines. The information could be added to the Key Transfer Locations map (page 22) or be a separate map. These bus lines include:

- Badger Bus
- Greyhound
- Jefferson Lines
- Lamers Bus Lines
- Megabus
- Van Galder/Coach USA

If the 200 block of Lake St will continue to be used as the downtown intercity bus stop, it should be equipped with a better shelter (larger) with electronic & physical connection information to the Madison Metro System.

For routes like the Badger Bus to Milwaukee, Madison Metro should work with Badger Bus to find a sheltered stop on the east side that is integral to and provides seamless connection between services, perhaps at an enhanced BRT station. The current location of the east side stop is at East Washington & East Johnson which is beyond (east of) a major intersection for the proposed redesigned Metro System at the junction of East Washington, North St and Milwaukee St.

Access to Jobs and Grocery Stores

We appreciate the analysis and attention paid to access of grocery stores in different parts of the community. We need to also make sure, as some of the stores are located at busy intersections, that there is great pedestrian access (without stairs) for people to be able to haul groceries safely to the bus stop.

We were appreciative to see the emphasis on connection to major employers in the report. One of the clear asks in the 2018 *Arrive Together: Transportation Access and Equity in Wisconsin* report co-authored by the Sierra Club, was to make sure that transit systems analyze a system's connection to the area's largest employers.

Access to other important services

As we get into the finer analysis of the proposed system, we need to consider the main health clinics and hospitals as well as schools particularly high schools that rely on City service, and our public lands and parks, as access to nature and parks is important to people's health, as well as they should have access to parks that they pay taxes for.

In our analysis of Dane County park access, we found the following regarding the redesign:

- Access to Mendota County Park remains the same.
- Access to Cherokee Marsh and the Ice Age Junction is somewhat improved with closer proximity, but still some distance away, and only during peak hours for Cherokee.
- Access to Lake View Hill park is somewhat reduced.
- Access to the Jenny and Kyle Preserve which explicitly serves youth and people with disabilities has been removed. The disconnect of this important park should be reconsidered.
- Access to Tenney Park Lock and Dam has also been removed with no direct service.

Route Simplification

The simplification in route names is a benefit, as complicated routes, routes with alternating patterns throughout the day, and changes in route schedules from weekdays to weekends make the transit system difficult for new or occasional riders to navigate.

ROUTE SPECIFIC

Current Route 31/Proposed Route C3

At the time of its creation, Route 31 was hailed as a positive example of transit expansions that are better serving lower income neighborhoods in Madison: "One of the main requests from that neighborhood was that they really wanted transit service." It provides much-needed connection to areas of recreation and access to job hubs, including Two Men and a Truck movers. (quote from Arrive Together Report, 2018, page 43).

In the proposed redesign, this route is replaced by Route C3 which will run on a 60 minute basis. It does not extend as far south (to Siggelkow) as the current route 31. We suggest finding a way to connect the new proposed route C3 with the G route which provides 30 min service west from the southeast corner of Madison. This would enable westward travel towards the B Route and other south Madison destinations including the Alliant Center. Here are some ideas:

- Run the C3 over on Broadway to Monona, adding a stop for the G route; and then run it nonstop north to Cottage Grove.
- Stopping at Pflaum & Stoughton Rd. Adding a pedestrian and bike bridge. The
 connection at Turner is about a 5 min walk. This would also open up access to
 LaFollette, Edna Taylor Conservation Park, Farm & Fleet and other businesses and
 services along the Frontage Rd.

Note that Stoughton Rd was identified as a significant barrier to pedestrian and bicycle travel both across and along the corridor in a DOT needs assessment for this corridor. The redesign should prioritize the creation of safer pedestrian and bike access and connectivity with the Metro System.

Route D2 to the airport.

As proposed the service on this route would be reduced when non peak (early morning, evenings and weekends). While the pandemic left the airport deserted with airlines dramatically downsizing if not eliminating service, service is returning to the airport and rebounding quickly, and expected to grow further. We support a regular service on the 30 min frequency throughout the day/evening for the following reasons:

- The Madison Metro System needs to be the core of a multimodal transportation system that links the various modes of transportation in Madison and the core of Dane County.
- The current airport flight schedule is loaded towards the morning and evening flight
 arrivals. There are many flights that arrive after 7 or 8 PM as airlines store equipment in
 Madison for the following day's morning flights. This practice creates a ground
 transportation demand well into evening hours as well as early morning hours both for
 workers and travelers.
- The evening arrival experience can be very frustrating as buses are infrequent. Taxis are
 no longer stationed at the airport and operate like other online services (Lyft & Uber).
 Waiting for over 45 minutes is not uncommon. And these transportation services are
 expensive relative to a bus.
- The airport serves both as a job center and as a transportation center with travelers coming into our "system" as well as exiting. The numbers:
- Bureau of Transportation statistics for 2021 for MSN Dane County Regional Airport (DCRA) (12 months ending in November) arrival and departure passengers (enplaned revenue passengers):
 - 654,000 arrivals
 - 653,000 departures
- DCRA plays a crucial role in the everyday economic and social life of Dane County.
 Nearly 6,500 workers are employed in the county as a direct result of airport operations and facilities use, ranking the airport as the third-largest full-time employer in Dane County.

(https://www.msnairport.com/about/news/economic_impact#:~:text=DCRA%20plays%20a%20crucial%20role,time%20employer%20in%20Dane%20County.)

There is an \$85 million expansion planned to accommodate more flights and airlines.
 https://madison.com/wsj/news/local/govt-and-politics/dane-county-regional-airports-85m-expansion-to-pave-way-for-more-flights-passengers/article_ea4c45aa-6c42-5d86-b00b-14eb2cbfcf66.html

With the airport expansion on the way, with the corresponding planned increases to traffic and jobs, Madison Metro needs to deliver sufficient service to accommodate the expansion, and to make the shift away from parking and to public transit.

INFRASTRUCTURE

Real time schedules

The system needs to have real time schedules available not just online via a smartphone, but at stops as is currently done on the Capitol Square. The BRT stations are being planned to have visual digital signals showing the approaching buses to a stop.

Visual information should not be just for BRT stations. We should add this technology to more places in the system. However, it might make sense to wait a year or two to make sure that the approved routes stand the test of real use before adding this type of signage to a stop.

Enhancements for the visually impaired (assistive technology??)

Is the system including BRT compatible with assistive technology such as the Moovit service? Or is there another technology system that will be used?

https://www.smartcitiesdive.com/news/moovit-wawalk-public-transit-accessibility-visually-im/611 346/

Intel-backed Mobility as a Service company Moovit has real-time transit and direction data for more than 3,400 cities across 112 countries. Their partnership with WeWALK will integrate that data into technology-enhanced white canes for tactile or verbal directions. The cane can announce route options and offer step-by-step directions, including details about where a user should stand to board, and offer information on how crowded buses are as they arrive.

There needs to be more than digital and visual signage for the visually impaired as public transit is a necessity for quality of life in a community such as Madison.

Pedestrian infrastructure for safe access to the system

In sections of the system like Washington Ave and Stoughton Rd where there are multiple lanes and a higher level of speed and unfortunately a history of pedestrian accidents and deaths, we need to include the appropriate pedestrian infrastructure.

This access also needs to be designed to accommodate those that rely on bikes, wheelchairs, strollers and other wheeled devices as part of their daily transportation.

Street level directional signs to stops

It would be helpful for some to have signs indicating where the metro stop is located, particularly where there are changes to routes or elimination of service.

Regional/Intercity Bus Shelter - Intermodal Connections

If the city is not going to build a regional bus depot, then at a minimum it needs to build a regional bus shelter at a suitable location ideally on a very close to the frequent service provided

by BRT or other main service lines. They should provide adequate coverage for more people and their luggage and include real time transfer information between the Madison Metro system and the intercity system, as well as intercity arrivals and departures.

For example, airports with regional bus service have columns with posted schedules, web sites, and often phone numbers for regional bus services available.

Again, having the Madison Metro system provide the foundation for a multimodal transportation system within the urban core as well as connections to regional transportation is a key issue and important to the success of both.

Respectfully submitted on march 7th, 2022.

To: Transportation Policy and Planning Board

From: South Madison Neighbors

Re: Impacts of the elimination of service provided by Bus Routes #13 and #4 on South Madison

Date: April 5, 2022

After reviewing the latest draft plan, dated March 5, 2022, and meeting with city transit planners, the undersigned residents of South Madison (representing Bay Creek, Bram's Addition, Burr Oaks, Greenbush, and Capitol View) wish to express our concerns about the proposed discontinuation of the service provided by Bus Route 13 and 4, which currently run through our neighborhoods.

AREA SERVED BY ROUTE 13

Currently, Route 13 forms a backwards "C" in South Madison and serves the moderate to low-income residential communities of the south portion of the Bay Creek, Bram's Addition and Capitol View Neighborhoods. Route 13 goes as far east as Rimrock Road and John Nolen Drive, as far south as West Badger Road, and as far west as South Park Street. The route also bisects Bay Creek along Olin Avenue; Capitol View along N. Rusk Avenue and Koster Street; and Bram's Addition along Bram Street, Fisher Street, and Buick Street. Part of the Capitol View neighborhood contains an area where WI DOT data shows a large portion of non-drivers.

The furthest reaches of Bay Creek's residential area are approximately ¾ of a mile from South Park Street, necessitating a walk of up to 20 minutes or more each way. Portions of Capitol View would be 2/3 of a mile from the closest bus stop on South Park Street. The walkability of the area is variable due to the rise along Olin Avenue and Beld Street to Park Street and the absence of sidewalks along a portion of N. Rusk Avenue. Capitol View residents wishing to ride the newly proposed "G" route would need to walk to West Badger Road via N. Rusk Avenue, a 700-foot portion of which does not have sidewalk and crests a steep hill. There is no firm commitment from the city to install the missing sidewalk. Additionally, access to the proposed new bus service heading south on South Park Street will require residents of these neighborhoods to cross South Park Street with its heavy and rapidly dangerous traffic flow to ride the new "B" bus on South Park Street.

AREA SERVED BY ROUTE 4

Currently the southern portion of Route 4 bisects Burr Oaks along West Badger Road and then travels north along its western periphery on Fish Hatchery Road until it meets South Park Street at Parr Street. It then travels north on South Park Street to Erin Street, to Mills Street, and then to the UW.

The furthest reaches of Burr Oaks along Fish Hatchery are approximately ½ mile from South Park Street, necessitating a walk of up to 15 minutes each way. The non-grid-like and winding nature of many of the residential streets in this neighborhood, such as Sequoia Trail and Fish Hatchery Lane, will make for longer walks from the interior residential streets. Access to the proposed new bus service heading north will require some Burr Oaks residents to cross South Park Street.

FACILITIES SERVING THE COMMUNITY WITHIN EASY WALKING DISTANCE OF TRANSIT SERVICES PROVIDED BY ROUTES 13 & 4

The neighborhoods served by Routes 13 & 4 include significant numbers of low-income residents, including senior citizens and persons with disabilities, as well as are the following public services, facilities, and affordable accommodations:

- Madison CDA's Romnes Apartments, Journey Mental Health Center, Goodman Park/Pool, and Family Services (Olin Avenue);
- Park Village Apartments, Ridge Apartments, the Catholic Multicultural Center with its food pantry/free meal (Beld Street);
- Bram Hill Apartments (Bram Street)
- Boys & Girls Club (Fisher Street);
- Neighborhood House (S. Mills Street);
- St. Mark's Church with its food pantry and Friday noon meal service (Spruce Street);
- Madison Mobile Home Park (south of Honeysuckle and West of Rusk);
- Low-income housing complexes on Baird and Fisher streets, and naturally occurring affordable housing units scattered throughout;
- Centro Hispano and Burr Oaks Senior Apartments (West Badger);
- Sunshine Family Daycare (Catalpa Road);
- St. Vincent de Paul Food Pantry, Shenandoah Apartments, Wright Middle School, SSM Health's new clinic (Fish Hatchery);
- Goodman Library, Urban League, Access Community Health (South Park)
- The Arboretum (N. Wingra Drive); and
- Vilas Park and Zoo (Drake Street).

We believe that, while eliminating Routes 13 and 4 may not prove an inconvenience to those who have easy pedestrian or cycle access to Park Street—many seniors, people who have physical disabilities, and individuals who are of low-income, rely on bus service through the South Side neighborhoods for meeting their daily living needs and will experience the absence of bus coverage throughout South Madison as a life-changing and insurmountable burden. We feel the system redesign will create a hardship for the following groups of people.

PEOPLE OF LIMITED PHYSICAL ABILITY/THOSE WHO HAVE A DISABILITY/THE ELDERLY

The South Side has a large population of residents who experience health disparities due to race, age, or income. For citizens with limited physical/cognitive ability, the long walk to South Park Street to catch a bus will prove to be an impediment to accessing public transportation. Summer heat will make the walk exhausting and dangerous while winter temperatures and street conditions may make the route impassable and dangerous.

PEOPLE OF LOW-INCOME

South Madison enjoys a considerable amount of naturally-occurring affordable housing, much of which is located in Bram's Addition, Burr Oaks, and Capitol View. Many people of low-income who live here rely on public transit to get to work, to childcare, to doctors' appointments, and to purchase affordable food. For many low-income residents and people of color who live and work in South Madison, the elimination of Routes 13 and 4 will decrease their ease of access to work, childcare, shopping, doctors, etc. and increase their reliance on other more costly forms of transportation.

FAMILIES AND YOUNG CHILDREN

South Madison also has a large number of families. For young people arriving at Goodman Park or Family Services on Olin Avenue, and Vilas Park or Zoo on Drake via public transit, and perhaps eventually the Alliant Energy Center, the walk to and from Park Street may prove an impediment to getting to the pool, parks, or zoo in the heat of summer, or to the ice-skating and hockey ponds in the cold of winter. This will create inequitable access to utilizing free and affordable community recreation spots intentionally designed to remove barriers and increase access to all families in Madison.

AT ODDS WITH THE SOUTH MADISON PLAN

In addition, the elimination of Route 13 is at odds with elements of the South Madison Plan. The recently completed South Madison Plan Update included a height map for South Madison as well as a proposed revised land use for the Olin Triangle. Both presume full-time public transit to the area. Conceptual plans for the east end of Olin Avenue and the areas surrounding the AEC also have presumed the availability of full-time public transit as a standing amenity that will serve the residents of the proposed new housing to lessen dependence on cars. For reference, the Olin Triangle will be 0.8 mile from the nearest full-time bus stop on South Park. We are additionally concerned about the impact of the elimination of public transit along Olin Avenue on development plans for South Madison and the impacts of additional car traffic in areas where bus routes have been eliminated. The city appears to be working at cross purposes to itself, weighing the merits of development proposals based on their proximity to public transit—even proposing changes to the land use map—when plans for eliminating access to adjacent bus service are underway.

THE NEED FOR MORE PARATRANSIT

Finally the new system redesign would seem to create the need for more paratransit, required by law for those with disabilities, who are a protected class. We are concerned that without additional funding to provide additional paratransit service, people will not have access to this needed service. We are also concerned that there will be individuals who do not fit into one of the three categories to be eligible for paratransit, who may still be disadvantaged because of the redesign—i.e. people who can no longer walk the distance to and from a bus stop. It should be noted that paratransit service must be scheduled at least a day in advance.

IN CONCLUSION

The transit system redesign is just the first step toward a regional transit system planned for realization by 2050. Certainly, bus service running up and down Madison's major arteries presents advantages; but, as laid out in the draft plans, the cost of achieving this goal is the elimination of some essential local bus service.

We feel that Madison should be looking at ways of preserving local bus service to the neighborhoods of South Madison currently served by Routes 4 and 13, routes on which transit-dependent residents rely. For example, might it be possible to retain much of the service provided by Routes 13 and 4, by running service through Capitol View, Bram's Addition, and Bay Creek to Park Street and then through the Greenbush and Vilas Neighborhoods to the UW. Thanks for your time and attention to our perspectives.

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