

CITY OF MADISON ACTION ITEM DETAIL – JULY 12, 2023

ACTION TITLE: Direction to Staff to Implement the Network Redesign Refinements

PRESENTER: Metro Transit, Sean Hedgpeth

CONTACT FOR

QUESTIONS: Sean Hedgpeth, shedgpeth@cityofmadison.com

ACTION SUMMARY

Approve additional implementation details of the Network Redesign, as approved by the Common Council June 7, 2022 and direct staff to move forward with the next steps of implementation.

BACKGROUND

In June 2022, the City of Madison Common Council adopted the Network Redesign plan. The Transportation Commission held a meeting on November 9, 2022 where staff presented information and members of the public had an opportunity to comment. On December 6, 2022 Common Council approved the direction to implement the Network Redesign on June 11, 2023. As part of this approval, city staff said that limited adjustments would be made to the redesign based on operational and customer feedback for Metro's August seasonal service change after the June implementation. The following action items are in response to that statement.

DESCRIPTION

The Network Redesign was implemented on June 11th. The roll-out can be considered a success, as we have been receiving about the same number of calls as before the redesign and the reception from our operators Local 695 Teamsters has been overwhelmingly positive. This transition was greatly assisted by Metro Rideguides, who were comprised of bus drivers, Metro staff, and City hired hourly positions who connected with riders in the field.

Feedback has largely focused on connections to the UW Hospital and staff has responded with adjusted service. In addition, additional shortline service that was approved initially as part of the equity analysis is now being implemented. The action items that are presented to the commission include:

- Restoration of former Route 38 service to Sheboygan and Eau Claire, with additional seasonal frequency already approved as part of the initial commission and council approval
- Additional short trips on Route C to the UW Hospital to cover early shifts in response to rider feedback
- 2 additional Route 80 service buses paid for by the University of Wisconsin, associated schedule refinements
- Additional weekday midday Route E service that was originally supposed to be shortline service but staff found operationally that serving the whole route was cost neutral. This creates a 30m headway before 7pm
- Shortline Route O to Park/Erin. This was part of the original plan that was already approved
- Minor schedule adjustments for on-time performance and better connections for Routes A, B, F, and R

EQUITY GOAL IMPACTS

N/A as none of the changes qualify for our Major Service Change Title VI policy which require an equity analysis.

FISCAL DETAILS

In line with the 2023 budget, being paid for with some efficiencies identified across the system and/or additional partner contributions

PROCUREMENT DETAILS

N/A