

Request to Study Metro Transit Route Performance on Williamson Street

Metro has received a formal request from Alder Rummel to study route performance on Williamson Street. The purpose of this study is to determine the feasibility of permanently shifting bus routes to Williamson Street following the Jenifer Street construction project.

Metro staff propose to do the following:

Conduct Operational Analysis

As part of this analysis, Metro Planning staff will:

- Complete a route-by-route on-time performance comparison report for buses operating on Williamson Street vs. Jenifer Street.
- Conduct discussions with operations staff to review issues associated with detour.
- Formally review proposal with Traffic Engineering to examine bus stop placement, parking restrictions, and traffic flow impacts.
- Develop an official staff recommendation based on observations and data collection from summer and early fall.

Public Outreach Campaign

Staff also proposes to conduct a public outreach campaign aimed at gathering feedback from Metro Transit riders, Williamson Street business owners, and residents on both Jenifer and Williamson Streets.

Outreach would include a direct mail piece to residents and business owners seeking feedback via contacting Metro's customer service center, filling out a paper or online survey, or speaking at a public hearing.

Official Public Hearing

Staff will present results of its operational analysis and public outreach campaign as part of an official public hearing process in front of the Madison Transit and Parking Commission (TPC). Staff will look to the TPC for a final decision on this proposal.

Timeline for scheduling a public hearing in front of the Madison Transit and Parking Commission:

- Wednesday, August 10 Metro staff request public hearing
- Wednesday, September 14 Official public hearing
- Wednesday, October 19 TPC final decision

Important Notes:

- Operational data will be continuously gathered and reviewed throughout the process.
- Fall data needs to be collected. Traffic on Williamson Street is lighter during the summer months than during the fall when the UW-Madison and MMSD are in session.
- If routing is permanently moved to Williamson Street, Metro staff propose moving two bus stops.
 - Westbound Patterson stop (proposed to make nearside stop adjacent to new apartment building).
 - Westbound Blount stop (proposed to move closer to the traffic signal).