



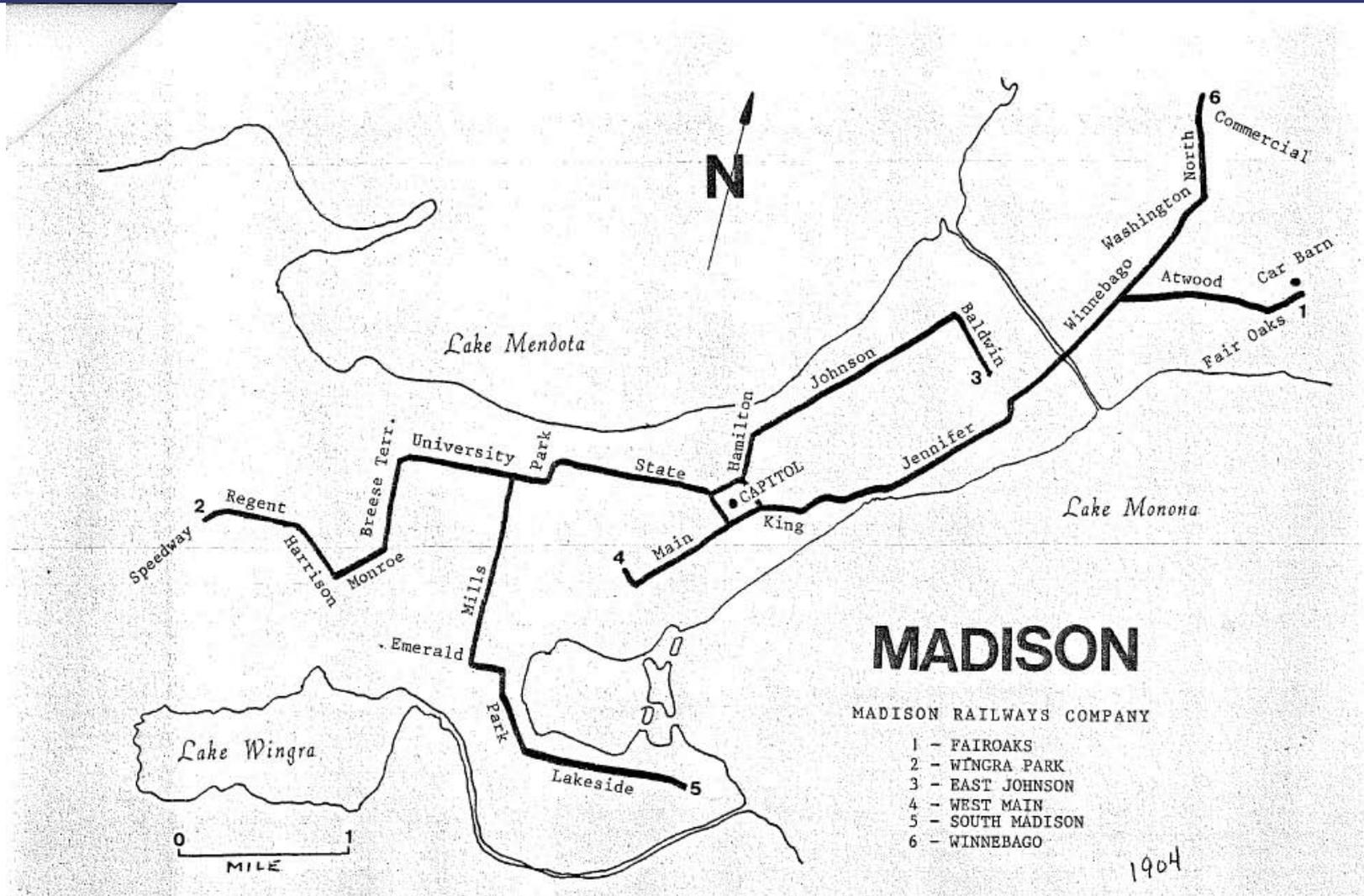
TRANSIT SERVICE IN THE WILMAR NEIGHBORHOOD

METRO TRANSIT | SEPTEMBER 26, 2016



Metro Service & the WilMar Neighborhood

TROLLEY SERVICE MAP – CIRCA 1904





Reconstruction of Jenifer Street – Summer 2016

DETOUR PLANNING & EQUITY TOOLS

Reconstruction Detour Planning

SPRING/ SUMMER 2016

JENIFER ST. DETOUR PLANNING:

- Needed buses to stay on time (too congestion on Williamson St?)
- Original proposal for detour was E. Washington Ave
 - Existing stops and passenger amenities
- Feedback from neighborhood: increased walking distance & safety concerns
- Directed to look at Williamson St. as option
- Parking removal for bus stops & left turns into Willy St Coop

Equity: Detour off Jenifer Street

WILLIAMSON ST vs. EAST WASHINGTON AVE

GOAL:

Allow for continued levels of service efficiency without causing disproportionate impacts or negative unintended consequences on communities of color or low-income communities.

STATISTICS:

People with low incomes and people of color are more than twice as likely to require a transfer to complete their trip.

Equity: Detour off Jenifer Street

WILLIAMSON ST vs. EAST WASHINGTON AVE

DATA GATHERED:

- On-time performance for Routes 3, 4 and 7
- Rider demographics
- Distribution data related to low income and residents of color
- Police calls for transfer points and railroad corridor
- Ride times broken down demographically
- Current speeds/ travel times from Williamson between Baldwin and Livingston
- Potential travel time on Williamson St.
- Potential Williamson St. modifications
- Statistics related to actual crime rates and comparison reports from TPC hearings

Equity: Detour off Jenifer Street

WILLIAMSON ST vs. EAST WASHINGTON AVE

UNAVAILABLE/ MISSING DATA:

- Direct input from riders outside Jenifer Street corridor impacted by potential detours
- Route 3, 4 and 7 riders needing transfers
- Identification and survey of social service providers along peripheral that connect to 3, 4 and 7



Equity: Detour off Jenifer Street

WILLIAMSON ST vs. EAST WASHINGTON AVE

WHO BENEFITS? WHO IS BURDENED?

- Transit dependent riders
- Riders usually boarding on Jenifer St.
- Businesses and residents on Williamson St.



Metro Transit Data & Traffic Statistics

ON-TIME PERFORMANCE, ESTIMATED BOARDINGS & SAFETY MEASURES

Metro Transit Data Analysis

JENIFER & WILLIAMSON - ONTIME PERFORMANCE

ONTIME PERFORMANCE MEASURES

- Preliminary data from July and August, but UW and MMSD not in session
- Collecting more data now, will have more complete data for TPC meeting



Estimated Weekday Boardings

METRO'S 'RED-DOT' MAP – UPDATED MARCH 2015



Metro Transit Data Analysis

JENIFER & WILLIAMSON - SAFETY EVALUATION

PROACTIVE APPROACH TO ACCIDENT PREVENTION

- Hazard identification, risk assessment and mitigation

DATA COLLECTION

- Approved Metro Transit planning guidelines
- Federal guidelines, TCRPs
- Street observations
- Public input
- Bus Operator input

REPORT

Metro Transit Data Analysis

WEEKDAY TURNING MOVEMENT COUNT

WEEKDAY NUMBER OF TURNS

Jenifer vs. Williamson Street Routing

	RIGHT TURNS	LEFT TURNS
JENIFER STREET	265	284
WILLIAMSON STREET	31	41

Metro Transit Data Analysis

JENIFER & WILLIAMSON - SAFETY EVALUATION



EXAMPLE

Line of sight issue for pedestrians crossing Jenifer St. at Ingersoll St. where there is no traffic light to control pedestrian movement



Public Feedback and Next Steps

SURVEY RESULTS AND UPCOMING MEETINGS

Public Feedback Summary

SURVEY RESULTS

SATISFACTION OF CURRENT DETOUR TO WILLIAMSON ST.

Answer Choices	Responses
Very satisfied	21.83% 186
Extremely dissatisfied	23.12% 197
Satisfied	26.76% 228
Dissatisfied	28.29% 241
Total	852

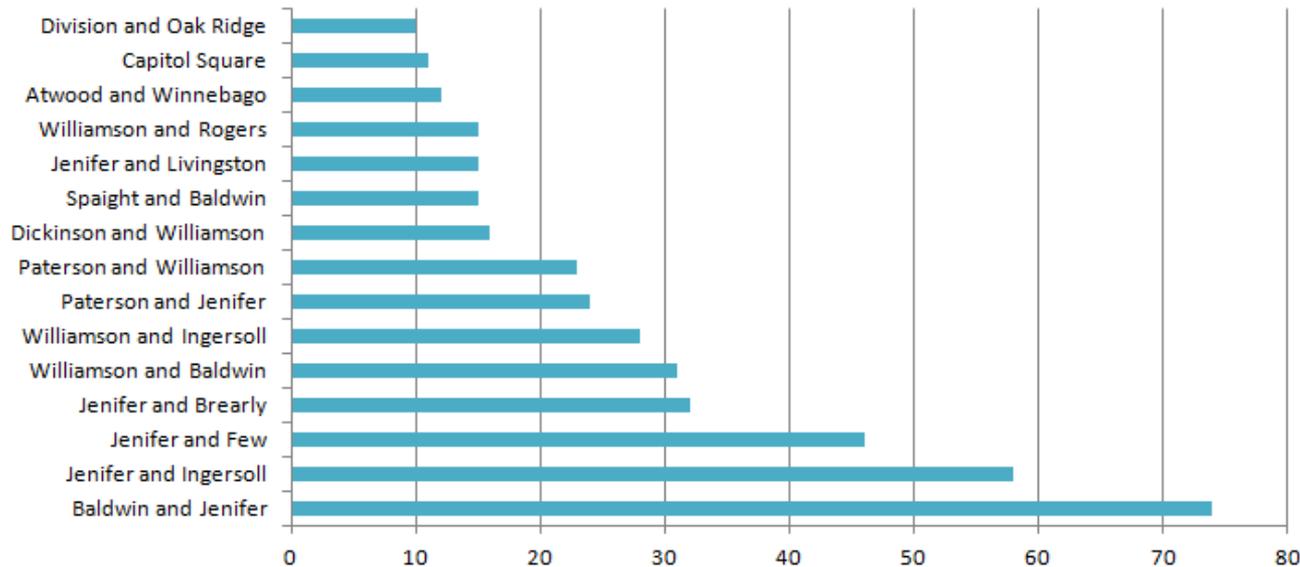
MOST APPEALING TRANSIT SERVICE IN NEIGHBORHOOD

Answer Choices	Responses
Option1: Buses return to service on Jenifer St. after the construction project ends. Stops will be available at every block.	19.13% 163
Option 3: Buses continue to use Williamson St. after the construction project ends. Stops will be available every other block at signalized intersections.	29.93% 255
Option 2: Buses return to service on Jenifer St. after the construction project ends. Stops will be available every other block.	50.94% 434
Total	852

Public Feedback Summary

SURVEY RESULTS

BOARDING DATA

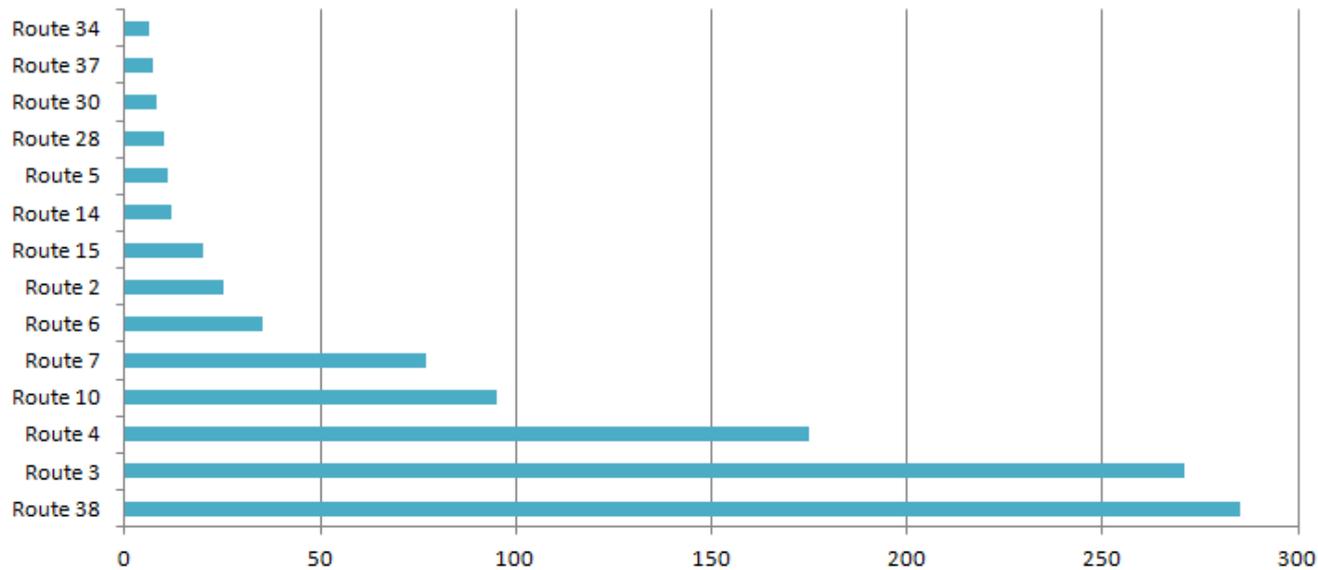


Most of the respondents who use Metro board at the Baldwin or Ingersoll stops on Jenifer/ Williamson. Majority also reported disembarking the bus at the Capitol Square or UW Campus.

Public Feedback Summary

SURVEY RESULTS

ROUTE DATA



88% of respondents regular trips do not require a transfer.

Public Feedback Summary

SURVEY RESULTS

RIDER, RESIDENT, BUSINESS OWNER, *OTHER?

Answer Choices	Responses	
Business owner	4.81%	41
Metro rider	68.08%	580
Neighborhood resident	61.50%	524
Other	14.20%	121

Total Respondents: 852

* Majority of 'other' responses were commuters

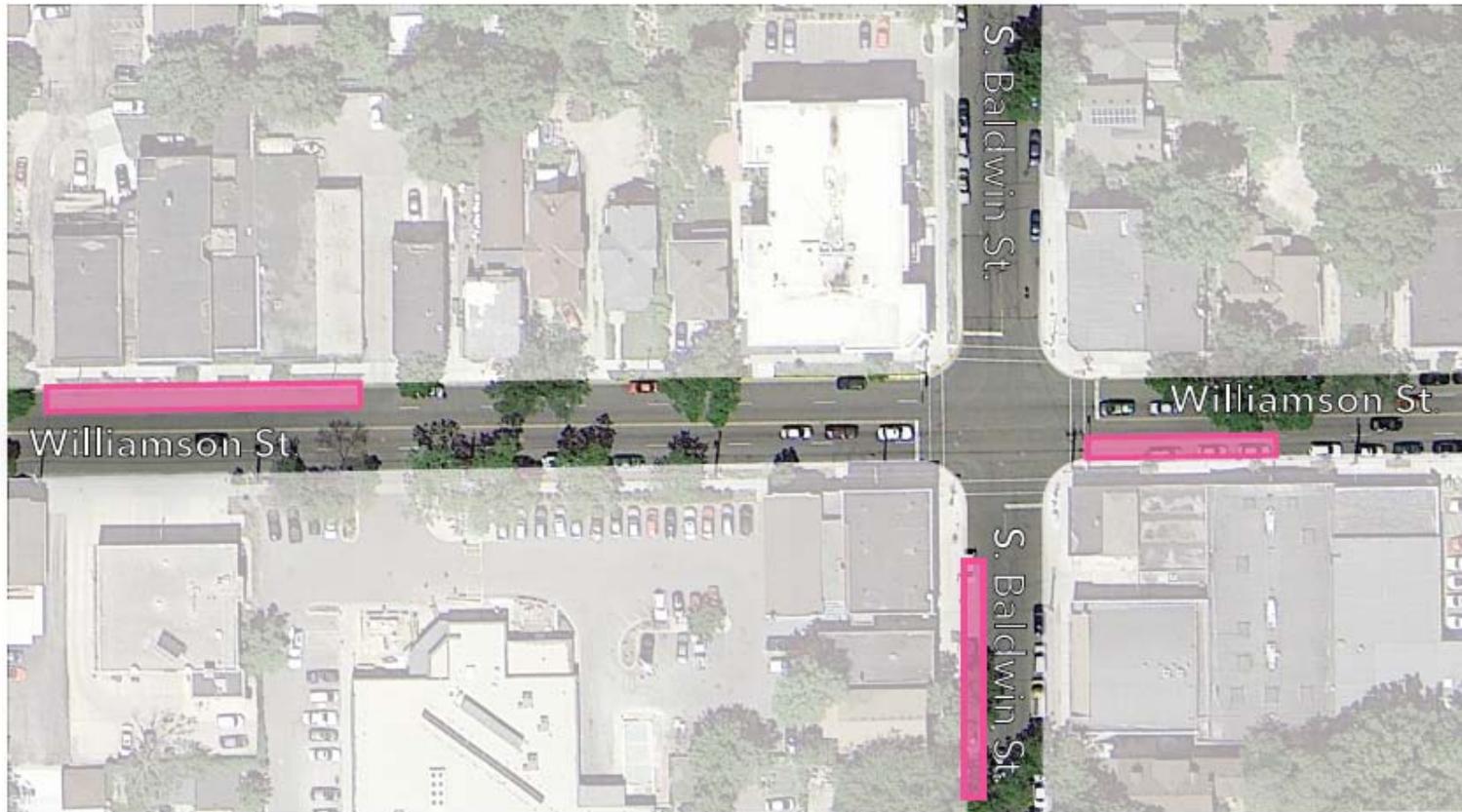
SUMMARY OF ADDITIONAL COMMENTS:

- Williamson St. is too narrow and too congested for bus service
- Eliminating residential stops on Jenifer St. has been a plus – buses to use busier roads
- Pedestrian and bike safety concerns on both Williamson and Jenifer
- Buses being on Williamson St. eliminates too much parking for residents and businesses particularly on 1200 block

Public Feedback Summary

NEW 1200 BLOCK STOP CONFIGURATION FOR DETOUR

Williamson St. & S. Baldwin St.



Public Feedback Summary

TPC MEETING AND STUDY ANALYSIS

NEXT STEPS:

- Metro staff will continue to collect data to present to the City of Madison Transit and Parking Commission (TPC)
- The reconfiguration of stops on Williamson at Baldwin will take effect Wednesday, September 28
- Stay updated – mymetrobus.com/survey

MARK YOUR CALENDARS:

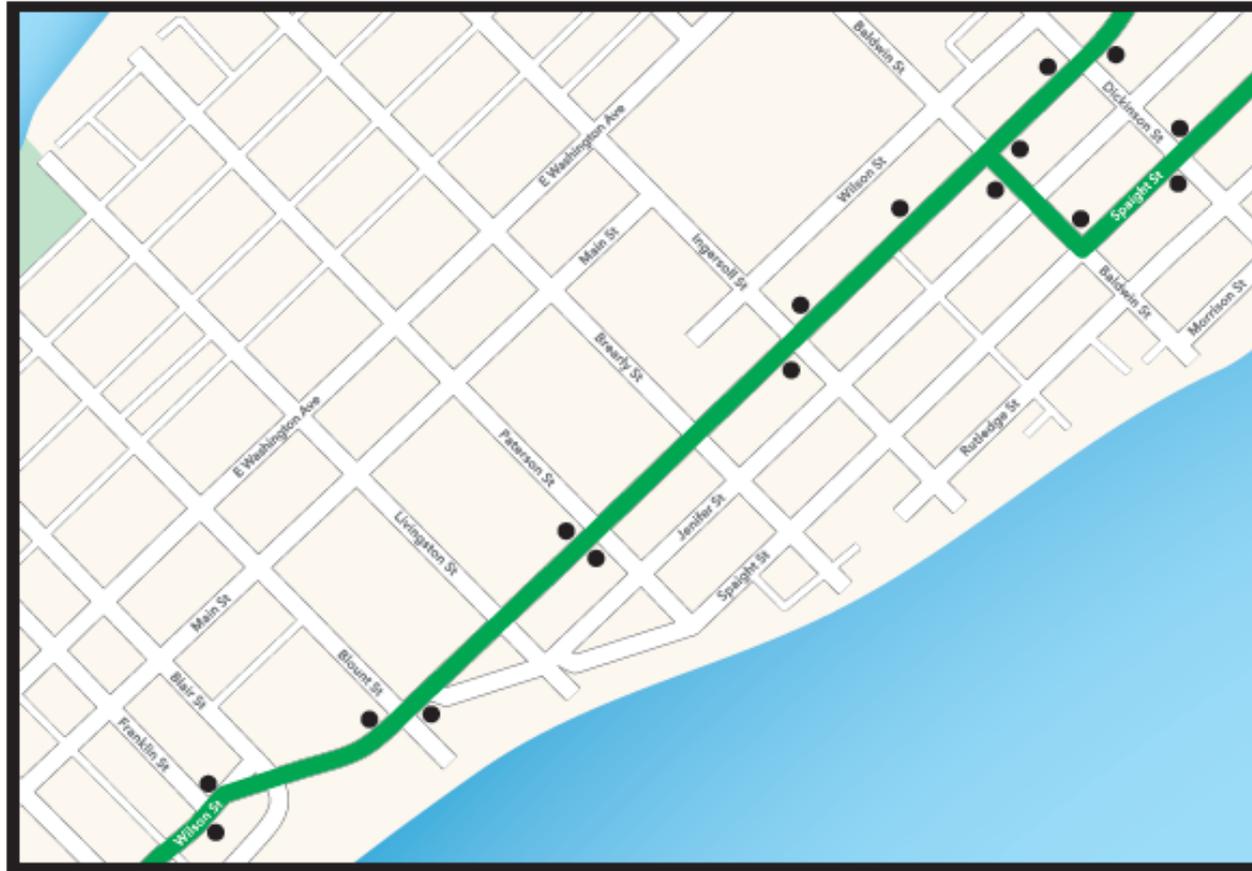
Transit and Parking Commission Meeting (TPC)

Wednesday, October 19

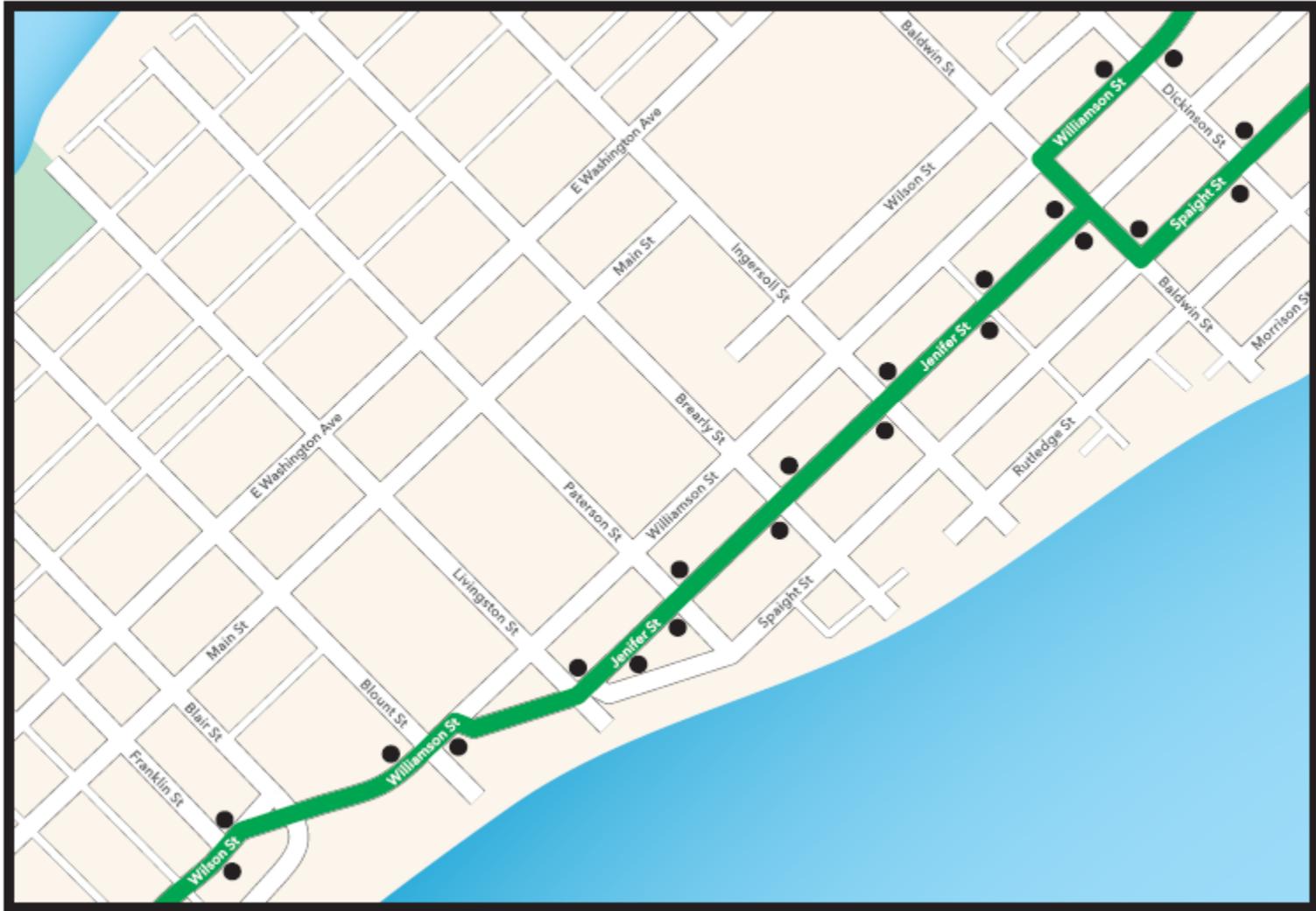
5:00p - Madison Senior Center – Ground Floor
330 W. Mifflin St.



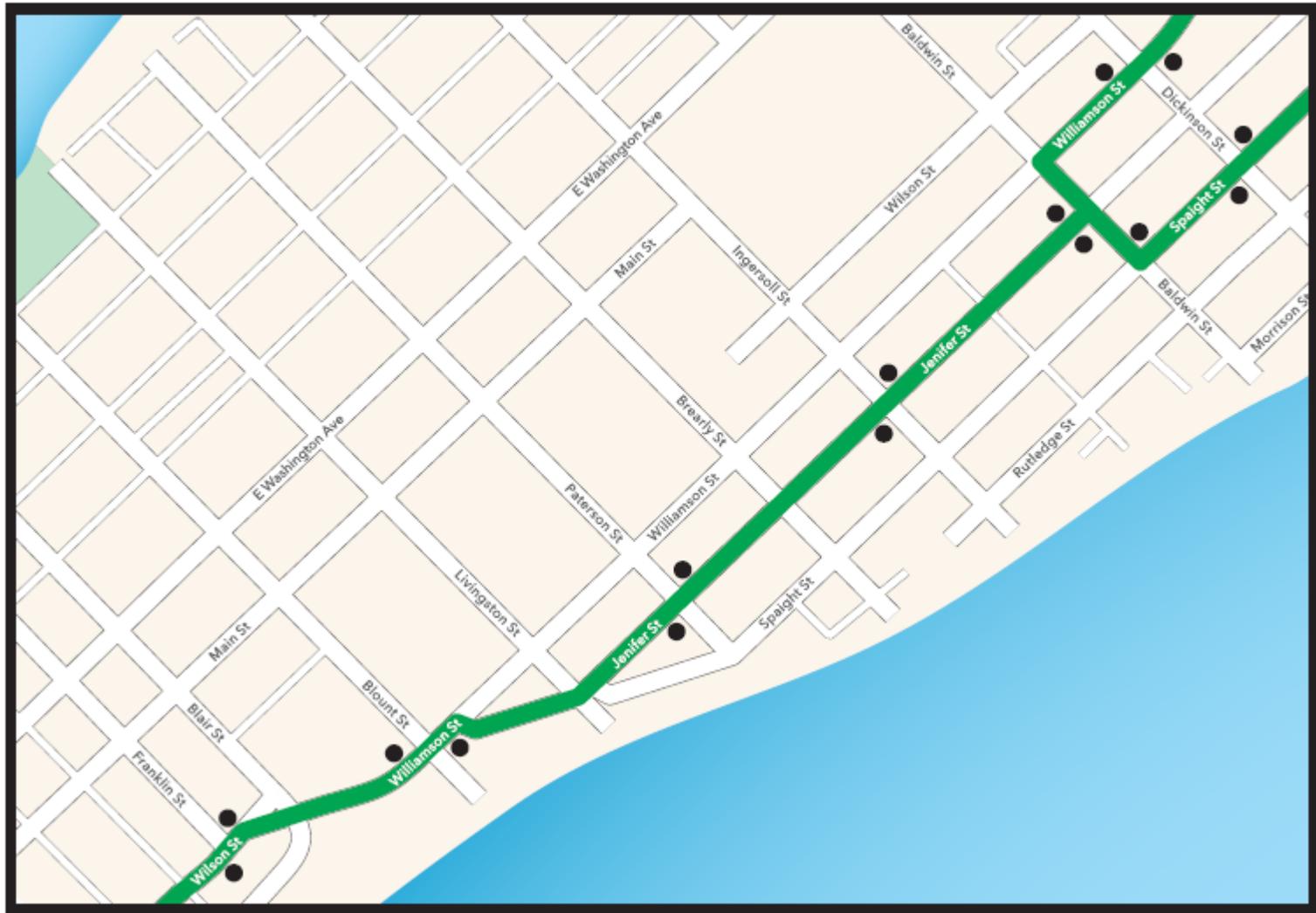
OPTION 1: METRO SERVICE ON WILLIAMSON ST.



Jenifer St. – Stops Every Block



Jenifer St. – Stops Every Other Block



Public Feedback Summary

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