

Route 31/34/39 Restructure

Restructuring Goals:

1. Serve major destinations, such as libraries, schools, and health facilities

- For this combination of routes, the new Pinney Branch library (Opens Summer 2020), YMCA, Sennet/La Follette schools, and Dutch Mill Park and Ride all are major destinations

2. Maintain or improve service coverage

- Most areas in east Madison within ¼ mile, but Owl Creek area is not served mid-days
- One-seat ride (no transfer) exists between Sennett/La Follette and Owl Creek
- Direct connection exists between East Transfer Point and Madison College

3. Improve service frequency and span

- Metro's goal of at least every 30 minutes peak periods, hourly other times
- Route 31 has hourly peak-period service and no weekday mid-day service
- Routes 34 and 39 have hourly peak-period and mid-day service and no evening or weekend service

4. Do not increase operating costs

- Expanding service with increased operating budget is not desirable because Metro has other major unmet needs such as expanding weekend service on Routes 6 and 3/7
- Metro does not have the ability to expand during peak periods due to a lack of buses

Alternatives:

1. Maintain current service

This would maintain current service routing and frequency for Routes 31, 34, and 39. The following table illustrates the frequency.

	Route 31	Route 34	Route 39
Weekday peak periods	Hourly	Hourly	Hourly
Weekday mid-day	No service	Hourly	Hourly
Weekday evenings	Hourly	No service	No service
Weekends and holidays	Hourly	No service	No service

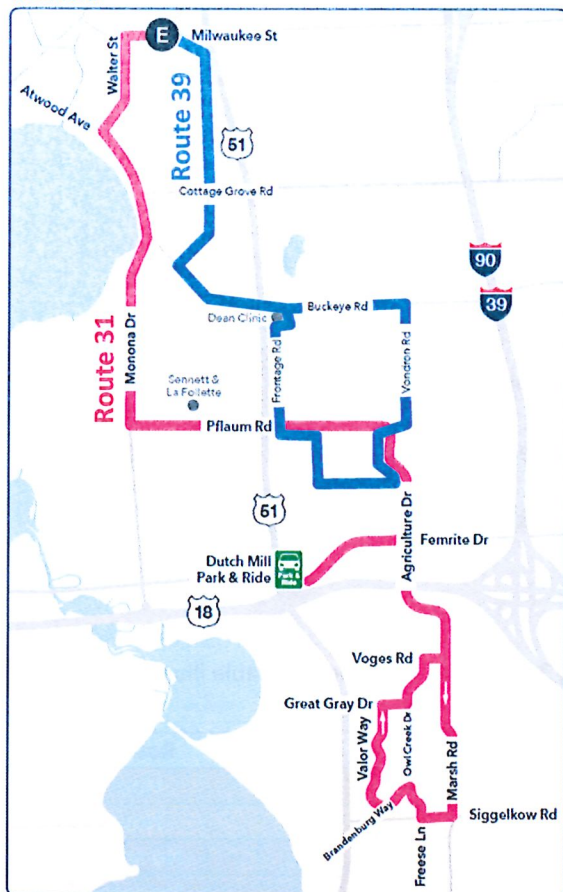
2. Restructure Routes 31, 34, and 39 into a new, revised Route 31

The restructuring would eliminate routes 34 and 39, and use those service hours to increase the frequency and span of Route 31.

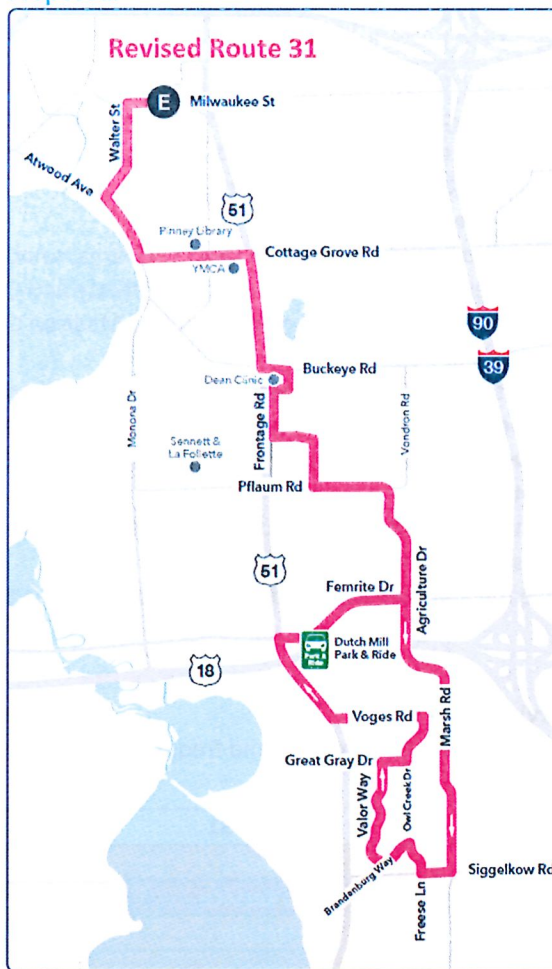
	Revised Route 31	Route 34	Route 39
Weekday peak periods	Every 30 minutes	Not applicable	Not applicable Most of Route 39's service are is covered by revised Route 31
Weekday mid-day	Hourly		
Weekday evenings	Hourly		
Weekends and holidays	Hourly		

The following graphic illustrates the change in routing and frequency for Route 31 and 34.

Current:



Proposed:



The three routes combined have 2 buses peak period and 1 bus all other times, which can provide 30-minute peak period service and hourly off-peak service at all other times with no total change in service hours

Evaluation

1. Current Service

A. Serve major destinations

- No service is provided to the new Pinney Library or YMCA, and Dutch Mill Park and Ride will continue to not be served most of the time during weekdays.

B. Maintain or improve service coverage

- Direct service from the East Transfer Point to Madison college will be retained once per hour
- Direct service between Sennett / La Follette and Owl Creek will be retained once per hour
- Owl Creek will continue to lack mid-day service

C. Improve service frequency and span

- Routes 31, 34, and 39 retain substandard frequency and span

D. Do not increase operating costs

- No changes in operating cost

2. Proposed Service

A. Serve major destinations

- East side residents will have access to direct, consistent, predictable service to the new library and YMCA as well as Dean Clinic, Dutch Mill Park and Ride, and other destinations

B. Maintain or improve service coverage

- Owl creek residents will have increased service during peak periods and continued service throughout the day
- Students at Sennett and La Follette will no longer have the one-seat rides to and from Owl Creek (which they currently have during peak periods, weekends, and evenings), which was a factor in establishing Route 31. If they are unable to use the Supplemental Schoolday Service which is scheduled around school start and end times, their travel times will increase from 16 minutes via Route 31 to 37 minutes via Route 16 and revised Route 31 with a transfer at the East Transfer Point. However, they will be able to make this trip every 30 minutes during peak periods and once an hour during the middle of the day (which is unavailable now), evenings, and weekends.
- Madison College commuters will lose direct access to the East Transfer Point; their trips will include an extra transfer and travel times will increase from 7 minutes via Route 34 to 29 minutes via Routes 17 and 20. However, because Route 34 is hourly, some of the connections at the East Transfer Point are currently not able to take advantage of the 7-minute travel time on Route 34.

C. Improve service frequency and span

- No changes in operating cost

D. Do not increase operating costs

- No changes in operating cost

Goal	Current Routing	Restructured 31
Serve the new Pinney Library and YMCA on Cottage Grove Road	Very poor service – no access	Consistent all-day service
Connect East Transfer Point to Madison College	Once per hour direct	Must transfer, potentially double-transfer trips
Connect Sennett/La Follette to Owl Creek	Once per hour direct, except mid-day	Must transfer, service available all day
Serve Owl Creek neighborhood	Hourly except mid-day weekdays	Hourly, 30-minute peak periods
Serve Route 39 area (Dean clinic, World Dairy, Buckeye Road)	Hourly weekday peaks and mid-day	Most areas see service increase, Buckeye Rd must use Route 32
Serve Dutch Mill Park and Ride (Service to Chicago and Minneapolis/St Paul)	Weekday evenings and weekends only	Consistent all-day service
Do not increase operating costs	No increase	No increase

Other Notes and Base Conditions:

1. It is not possible to revise Route 31 to serve the new library and serve the one-seat ride between Owl Creek and Sennett/La Follette, the route would be too circuitous and would not be able to make its cycle time of one hour, needed to make transfers with other routes.
2. We have a sub option which trades the 30-minute peak service on Route 31 for continued service on Routes 34 and 39, but it is highly confusing and inefficient. It would retain hourly service on Route 34 but would not serve the Sennett/La Follette one-seat ride and would have two buses following each other in the World Dairy area.
3. We need to have a decision in May in order to implement a change in August. Technically we have four opportunities per year to make service changes, but we only make big changes like this in August.
4. During Metro's bus stop level boarding estimate survey period in 2018, Route 31 had an average of 153 boardings per weekday. Of those, about 50 boarded at the East Transfer Point, 14 boarded eastbound near Sennett/La Follette, 46 boarded in Owl Creek, and the remaining 43 boarded elsewhere along the route. 129 people boarded Route 34; 45 at either the East Transfer Point, 49 at Madison College, and the remaining 35 elsewhere along the route. 176 boarded Route 39; 70 at the East Transfer Point, 32 at Dean Clinic, 41 in the World Dairy area, and the remaining 33 elsewhere along the route.
5. Metro's bus stop level boarding estimates indicate that there are about 13 boardings per day in the Owl Creek neighborhood on Route 31 on Saturdays between 10:15 am and 4:05 pm, when there is currently no service during weekdays, indicating that there is unmet demand for service in the mid-day.

