

Metro Transit Network Design Study

Draft Scope of Work

February 3, 2020

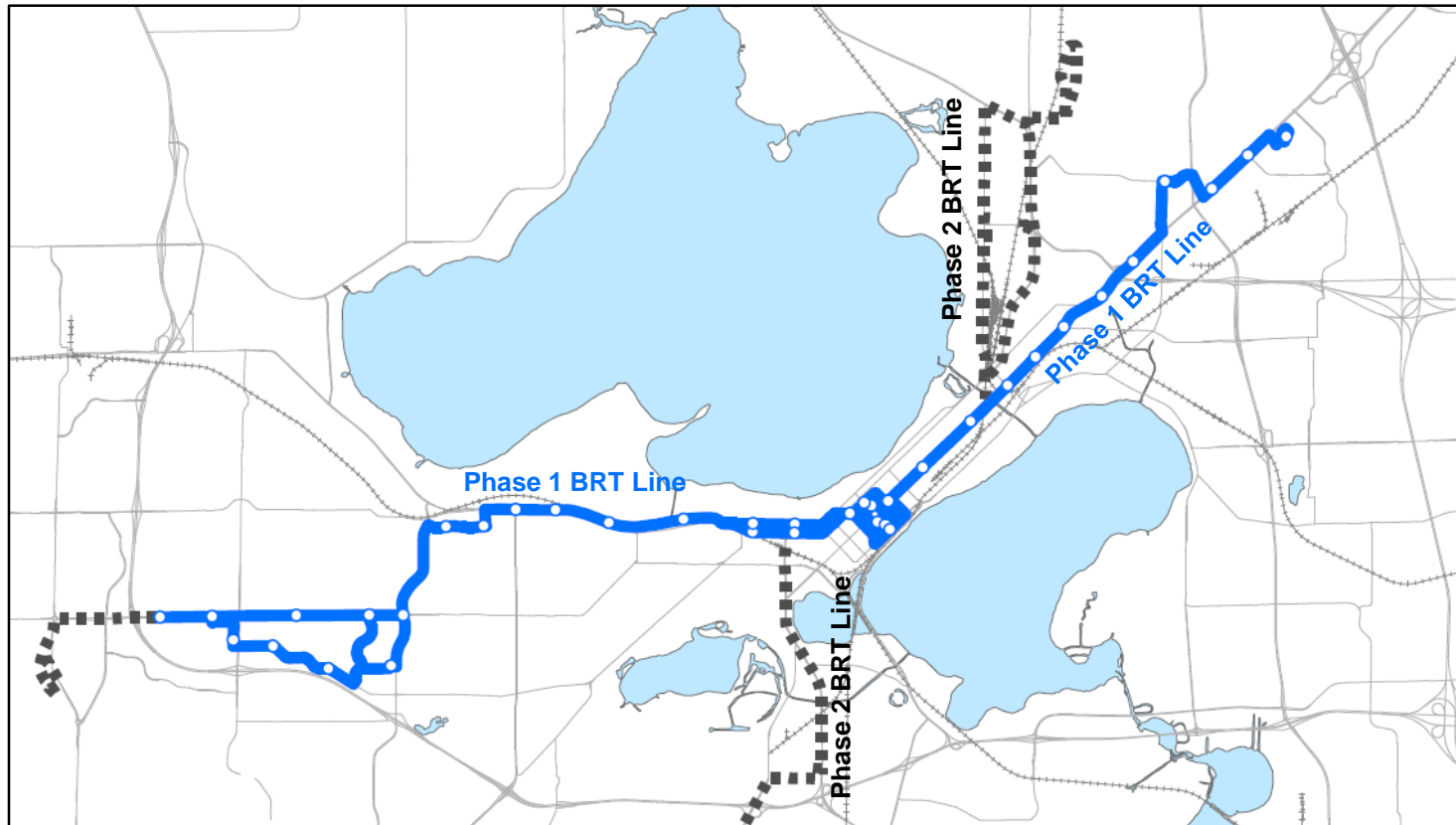
MADISON DEPARTMENT



OF TRANSPORTATION

Project Background

- This project will evaluate the utility of the existing transit system, create and evaluate alternatives, and recommend changes
- Assume Phase 1 of BRT is in place and planning is underway for Phase 2



DRAFT Potential Project Goals

- Simplify service by reducing the number of overlapping routes
- Concentrate service onto high-demand arterial corridors with frequent service
- Reduce the number of transfers for underserved and disadvantaged people
- Streamline service to reduce travel times and improve frequency
- Complement east-west BRT – reduce duplication and maximize connections, and set the stage for north-south BRT
- Reduce the peak-to-base ratio, improving mid-day service and reducing the number of buses required.
- Provide better late-night and weekend service.

1 Project Management

- Update project schedule
- Organize conference calls
- Invoicing

2 Community Engagement

- Educate policy makers on transit system development
- Gather feedback from policy makers on goals and priorities
- Engage the community and transit riders to obtain feedback and provide information
- Special efforts and methods are encouraged to reach underserved communities

3 Data Assemblage and Analysis

- Assemble existing data and analyze the current state of the system

4 Develop System Alternatives

- 3-4 alternatives
- Transit system alternatives should be revenue neutral except for an increase for BRT operating costs
- Alternatives focus on main-line fixed-route service only
 - Excludes school day service, paratransit
- Provide a range of emphasis from frequency to coverage
 - Focusing service hours on high-use corridors to improve frequency improves ridership
 - Focusing service hours on maximizing coverage eliminates gaps in the service area
- Develop alternatives to a level of detail necessary to make decisions

5 Alternatives Evaluation

- Evaluate alternatives based on:
 - Emphasis of the proposed alternative regarding coverage and frequency
 - Users expected to benefit from the proposed alternative
 - Users expected to be impacted from the proposed alternative
 - Effects of the proposed alternative on underserved neighborhoods and communities of color
 - Anticipated ridership effects of the proposed alternative
 - Infrastructure costs
 - Comments from the public outreach process

6 Documentation

- Prepare and submit a report that documents:
 - Existing system needs
 - System alternatives
 - Evaluation
 - Public engagement
 - Recommendation and/or selected alternative
 - Implementation framework

RFP Schedule

Intro to CC (title only)	January 21
Transp. Policy and Planning Bd.	February 3
Finance	February 10
Transportation Committee	February 12
CC Authorization	February 25
RFP issued	March 2
Proposals due	April 10
Contract signed	June

Project Schedule

Start work	June 2020
Public engagement	Late 2020
Project complete	2021
Initial service changes	August 2022
BRT service changes	August 2024