

2025-2029 Transit Development Plan

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Madison MPO

January 8, 2025

Three -Party Cooperative Agreement between: Wisconsin Department of Transportation (WisDOT), Metro, & MPO

- MPO leads Transit Development Plan (TDP)
- Requires the TDP to include:
 - Transit system policies (Chapter 3, page 56).
 - An assessment of service demands (Chapters 4 and 5).
 - Planned service improvements (Chapter 5).
 - Transit fares (Chapter 3, page 43 and Chapter 5, page 86).
 - Transit system capital facility needs (Chapter 5, page 82).



Additional Considerations

- Transit Network Redesign impacts.
- Bus Rapid Transit.
- Equity.
- COVID-19 repercussions.
- First- and last-mile connections.
- Emerging trends and technologies.

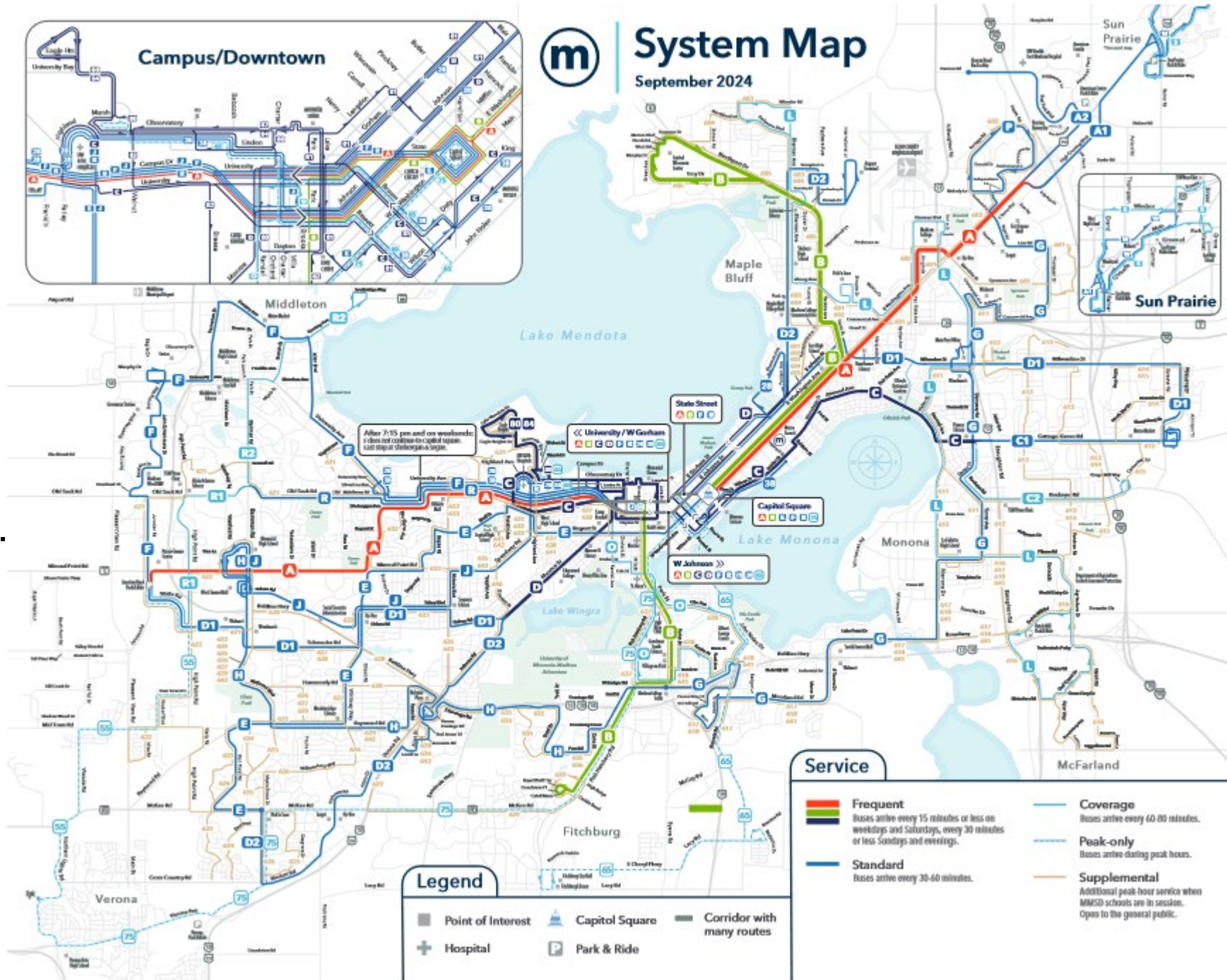


TDP Goals (Unchanged from 2013 -2017):

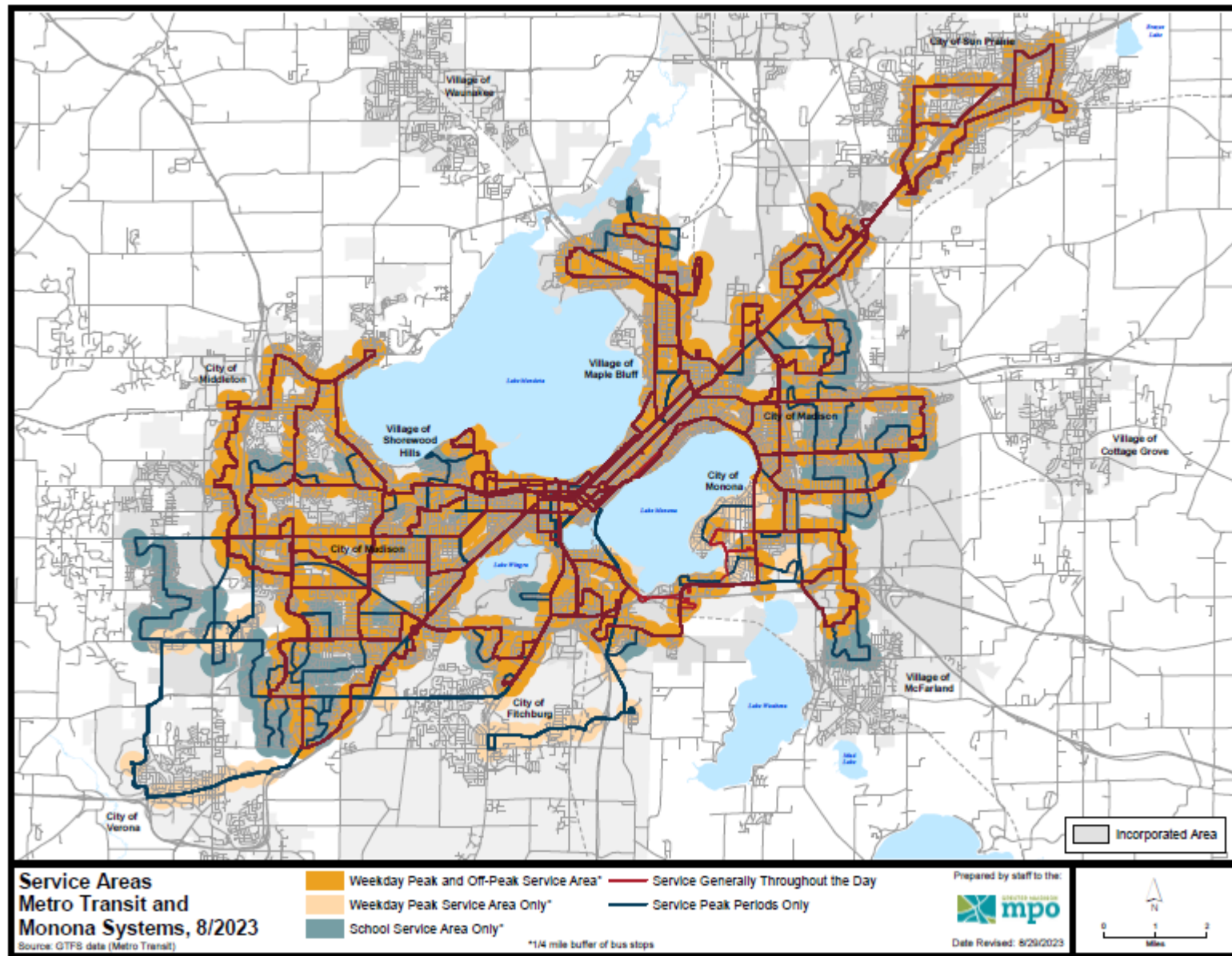
1. Meet people's daily mobility needs.
2. Increase transit ridership to manage congestion in constrained travel corridors.
3. Increase transit's mode share to achieve sustainability goals and reduce climate change.
4. Provide cost efficient and effective transit service.
5. Provide reliable transit service that is convenient, comfortable, and affordable.
6. Provide for the safety and security of transit passengers, operators, and facilities.
7. Maximize connections to other transportation modes, including intercity rail and bus lines.
8. Provide transportation that is accessible to all.
9. Support land use development that maximizes the safety and efficiency of the transportation system.

Metro Transit Network

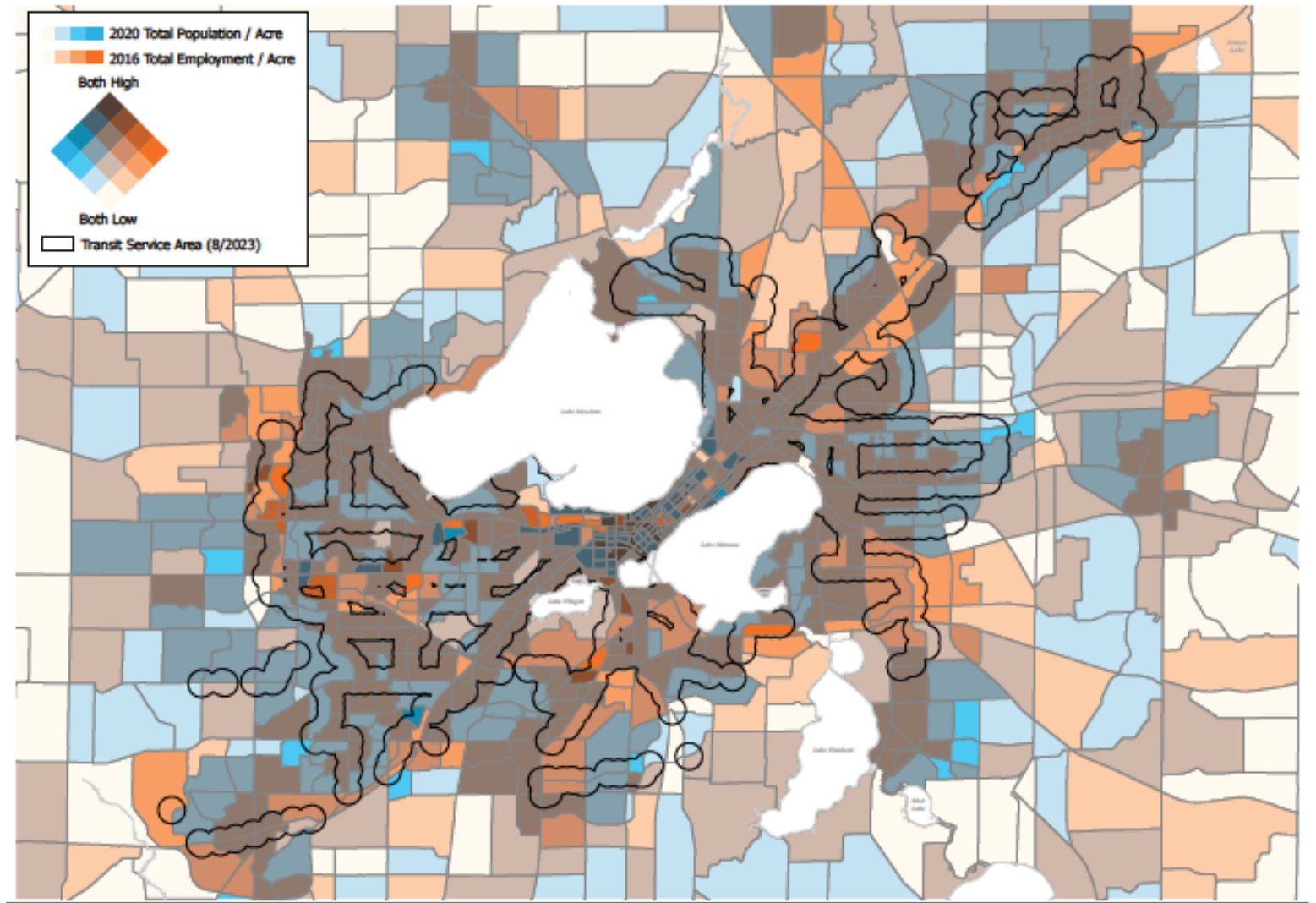
- New stops on new routes.
- Dedicated bus lanes.
- Increased service frequency.
- Transit Signal Priority (TSP).
- New local Sun Prairie service.
- Potential for future Monona and Cottage Grove routes.
- Routes farther from one another than in pre -2023 network.



Metro and Monona Transit Service Areas (2023)



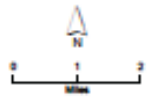
2016 Employment and 2020 Population with Transit Service Area



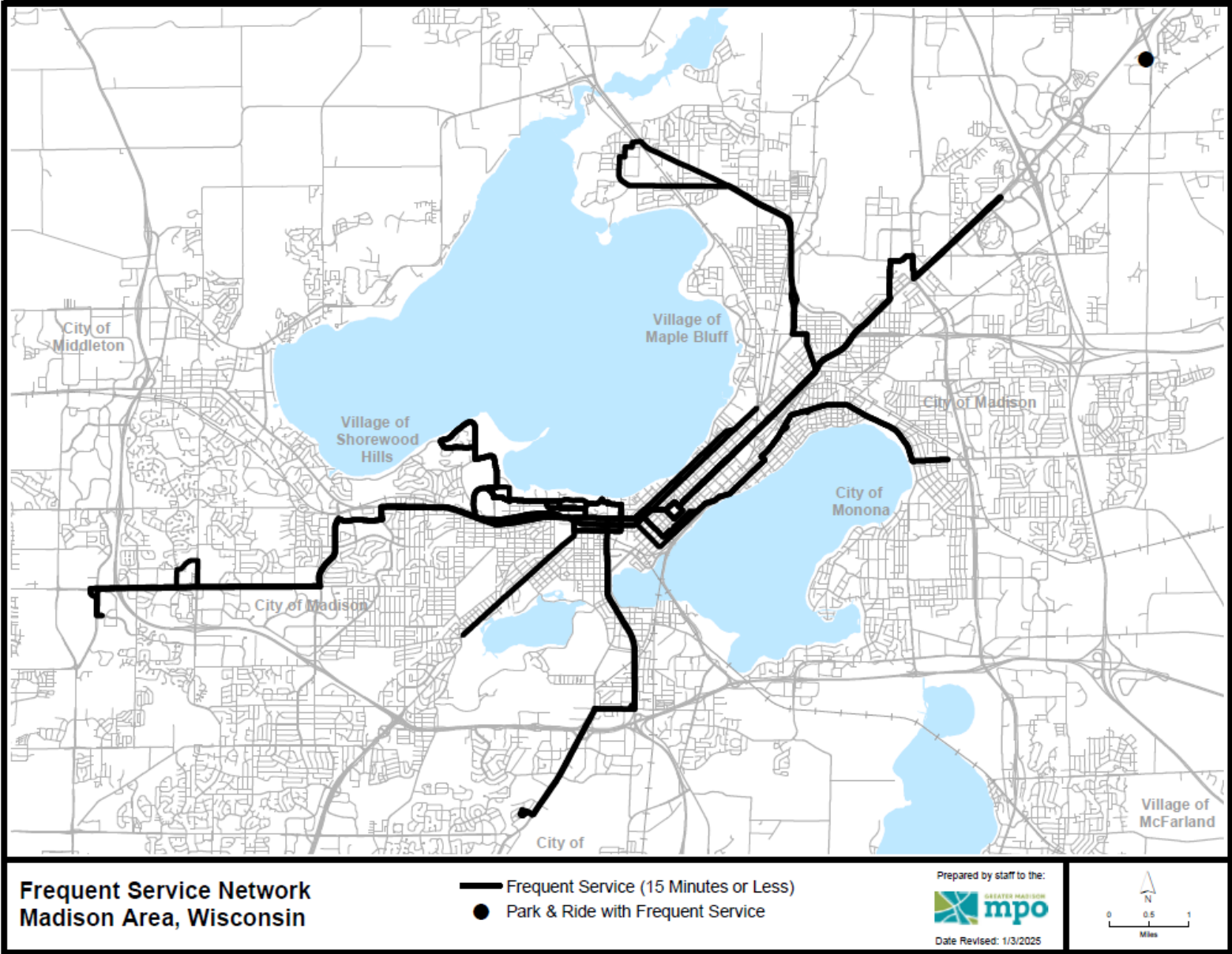
2016 Employment / 2020 Population
by Traffic Analysis Zone
Madison Area, Wisconsin

Prepared by staff to the:

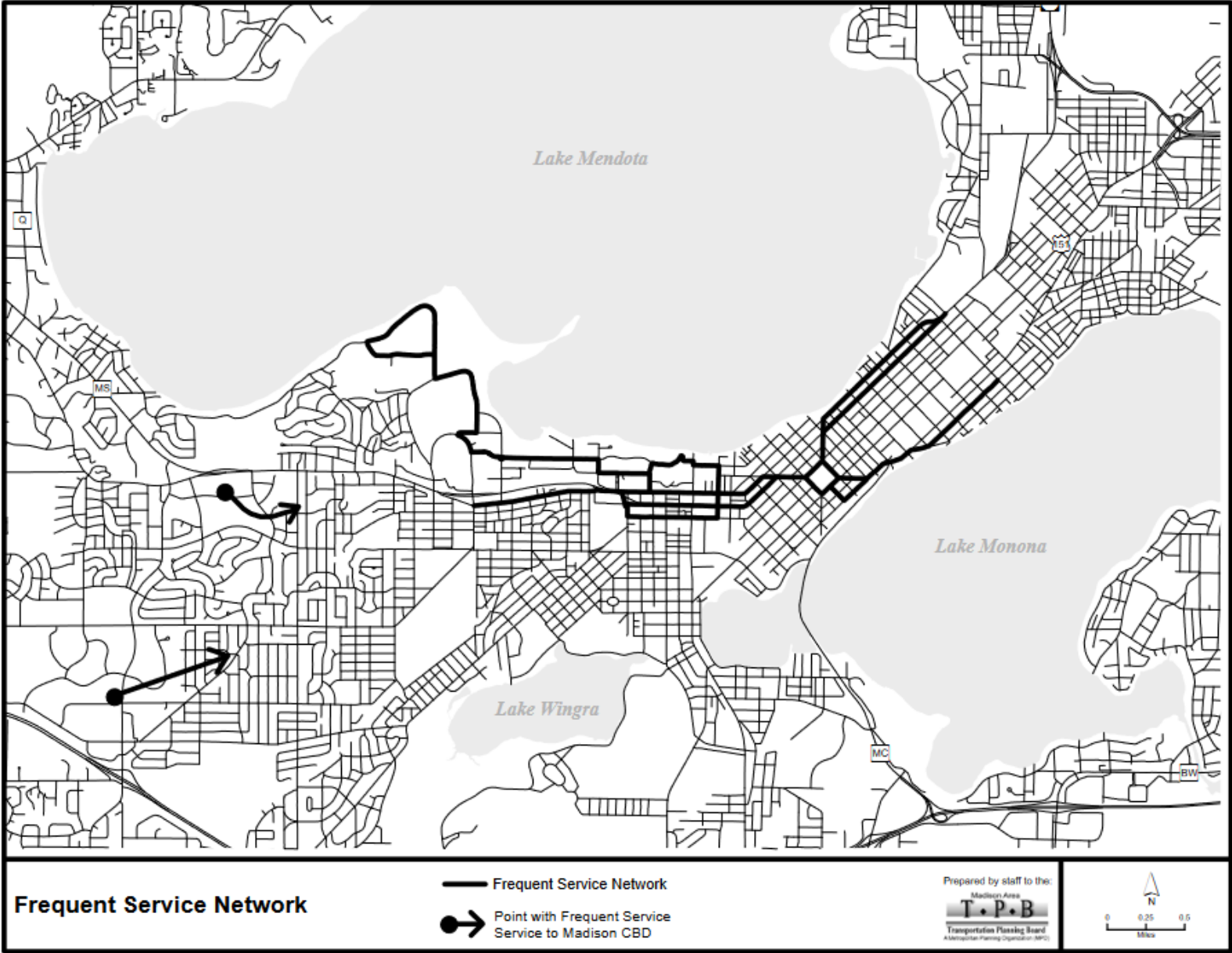
Date Revised: 9/27/2023



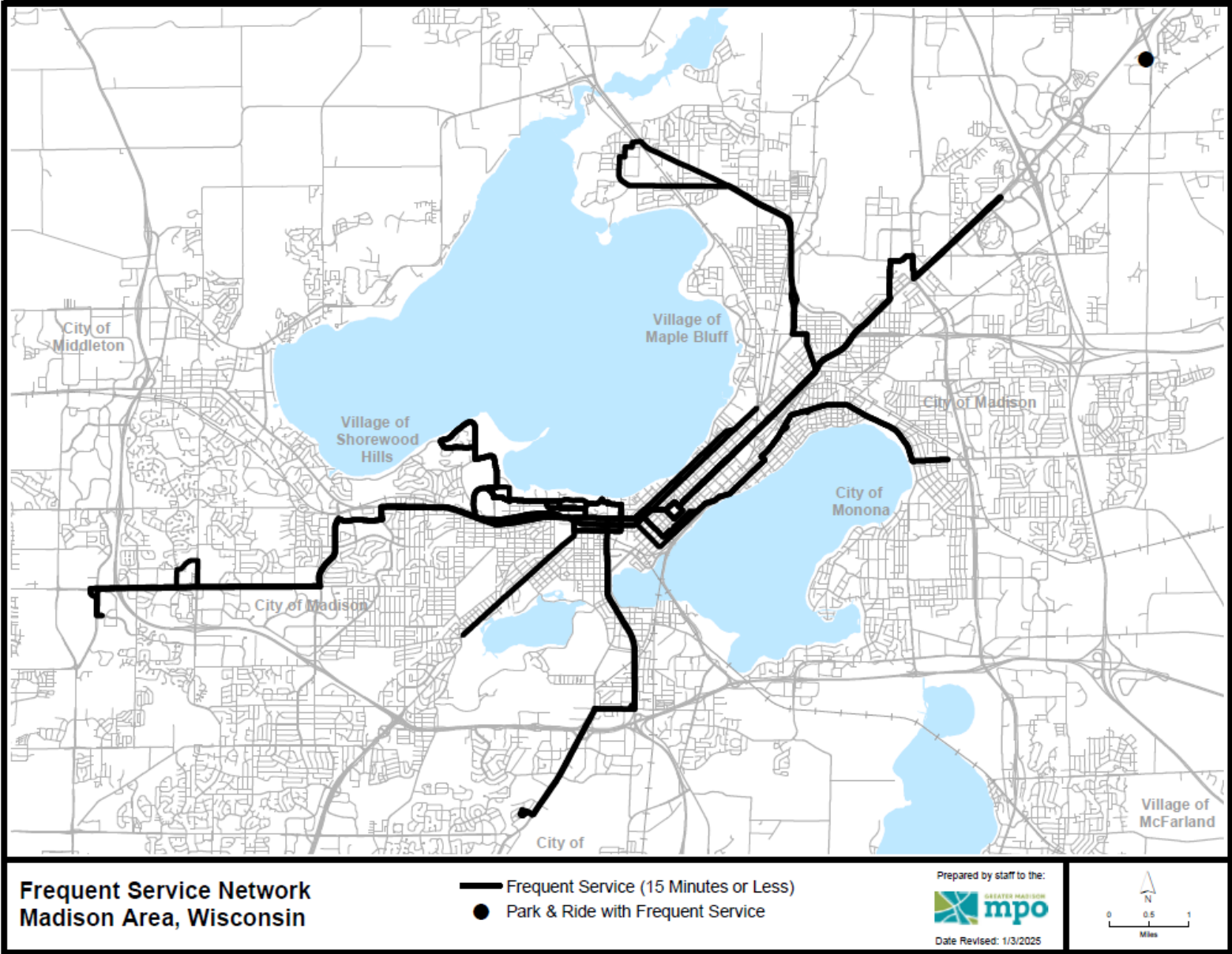
Metro's Frequent Service Network (2023)



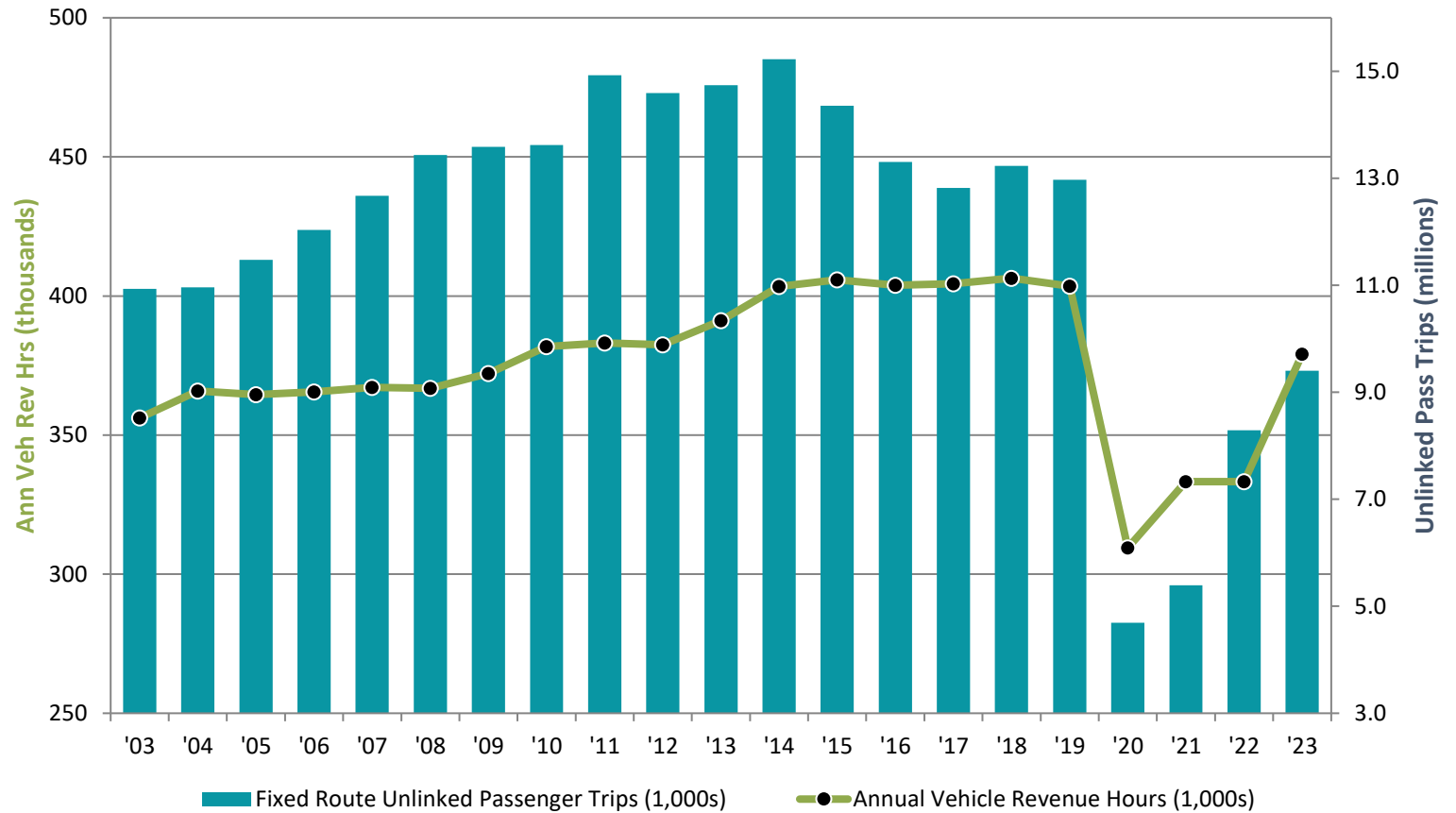
Metro's Frequent Service Network (2013)



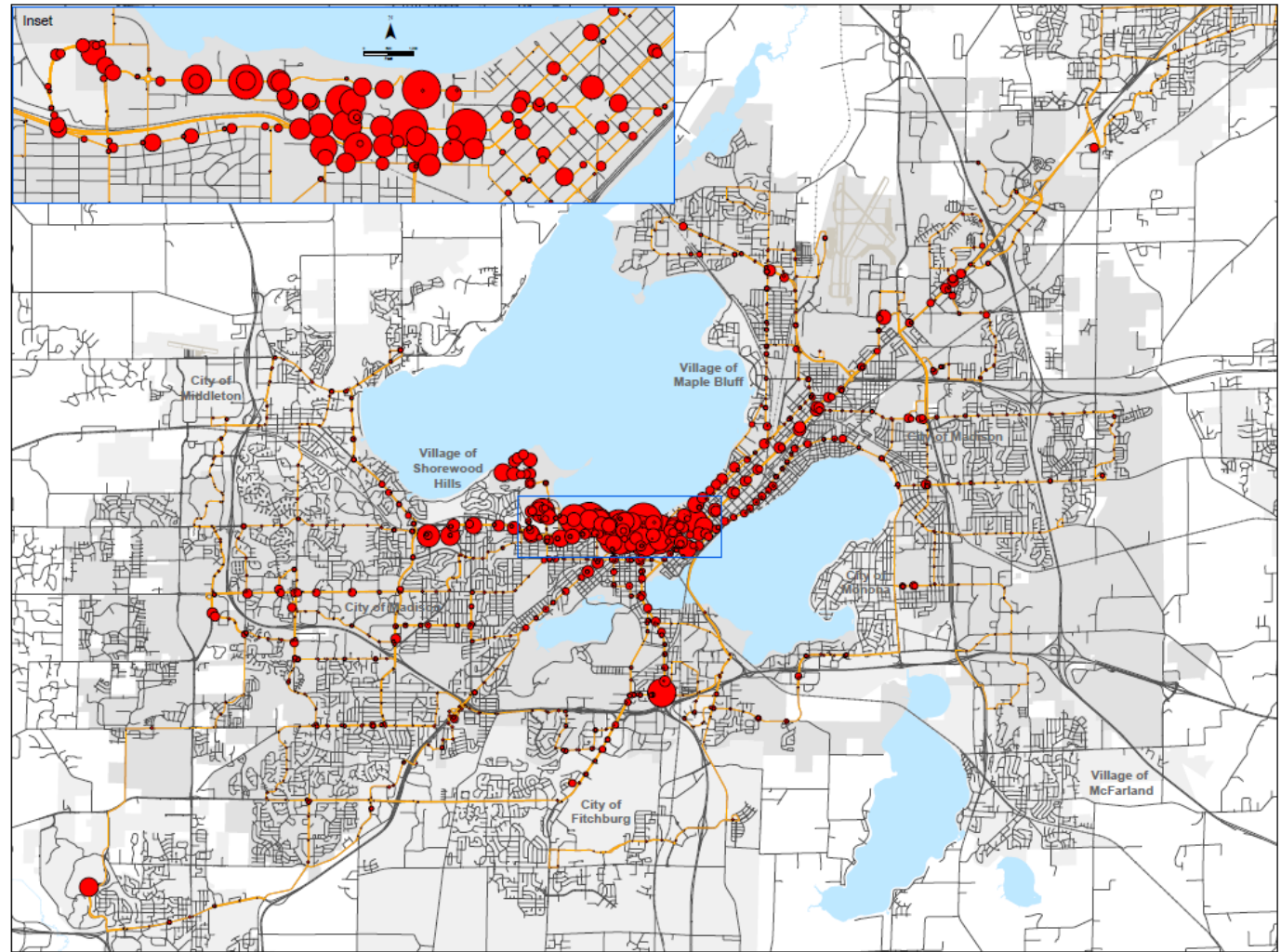
Metro's Frequent Service Network (2023)



Metro Transit Fixed Route Service Annual Vehicle Revenue Hours and Ridership 2003 - 2023



Metro Weekday Estimated Boardings by Bus Stop - February 2024



**Metro Transit Weekday
Estimated Boardings
by Bus Stop
February, 2024**
Madison Area
Dane County, Wisconsin

Average Weekday Boardings
shown as proportional circles*

Estimated Boardings by Bus Stop

- 100
- 200
- 300
- 400
- 500
- 600
- 700
- 800
- 900
- 1,000

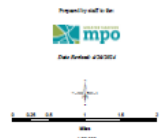
— Metro Transit Route

Daily bus stop boardings were estimated using a 15-day sample of weekday farebox records and AVL logs, and the OTIS file from Metro Transit.

Routes/stop estimates exclude supplemental school/day routes and paratransit service.

Caution should be exercised when attempting to compare data from individual stops; ridership data should be considered in the context of the system as a whole.

Bus stops were assigned to each boarding event given the estimated location of the bus at the time of the farebox transaction.



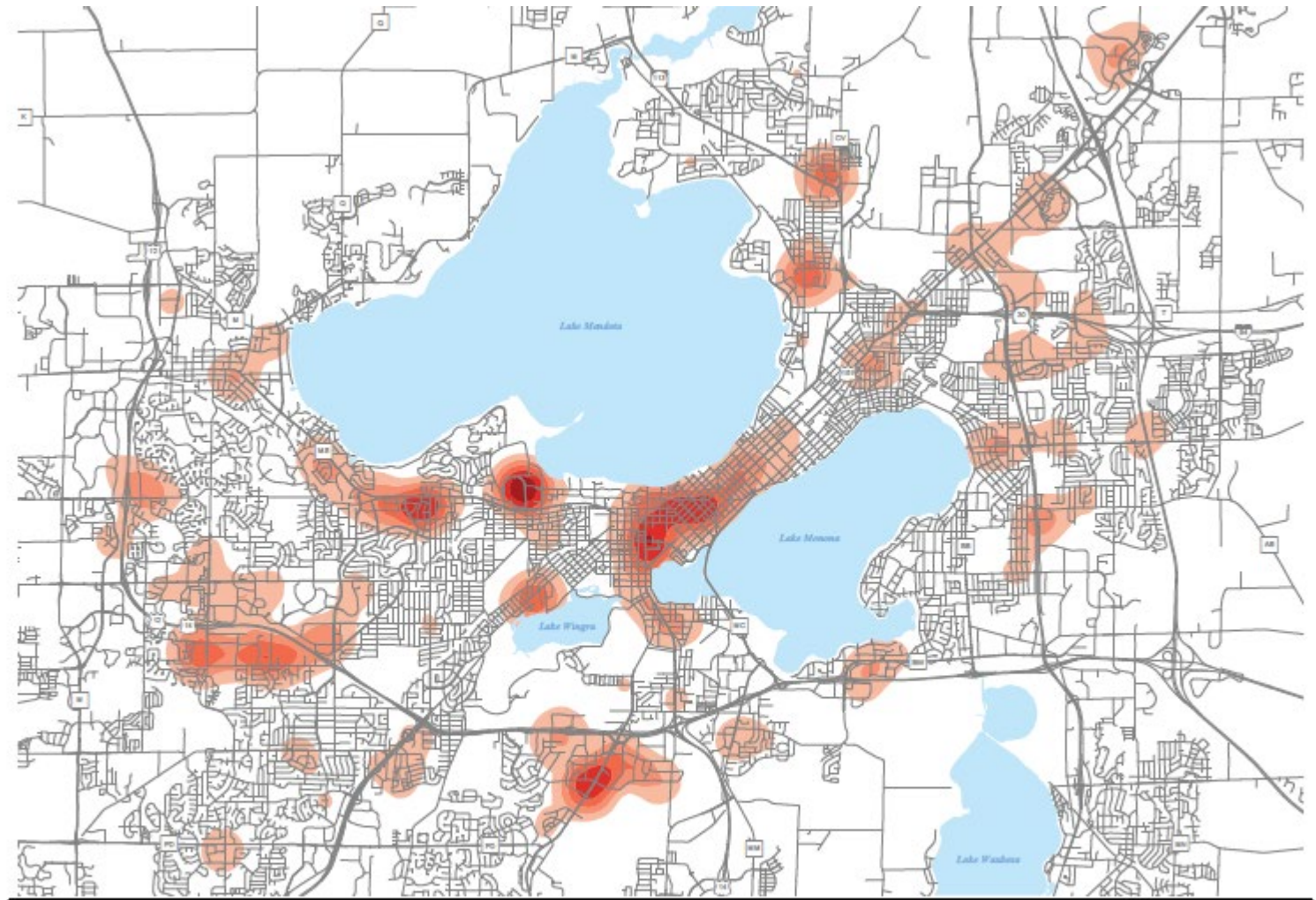
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Metro Paratransit Service Hotspots

(25 or more trips between 6/12/23 and 12/31/23)

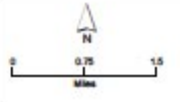


Metro Paratransit Service
Ridership Density - Origins and Destinations*
Madison Area, Wisconsin



*25 or more total stops,
6/12/23 to 12/31/23

Prepared by staff to the:

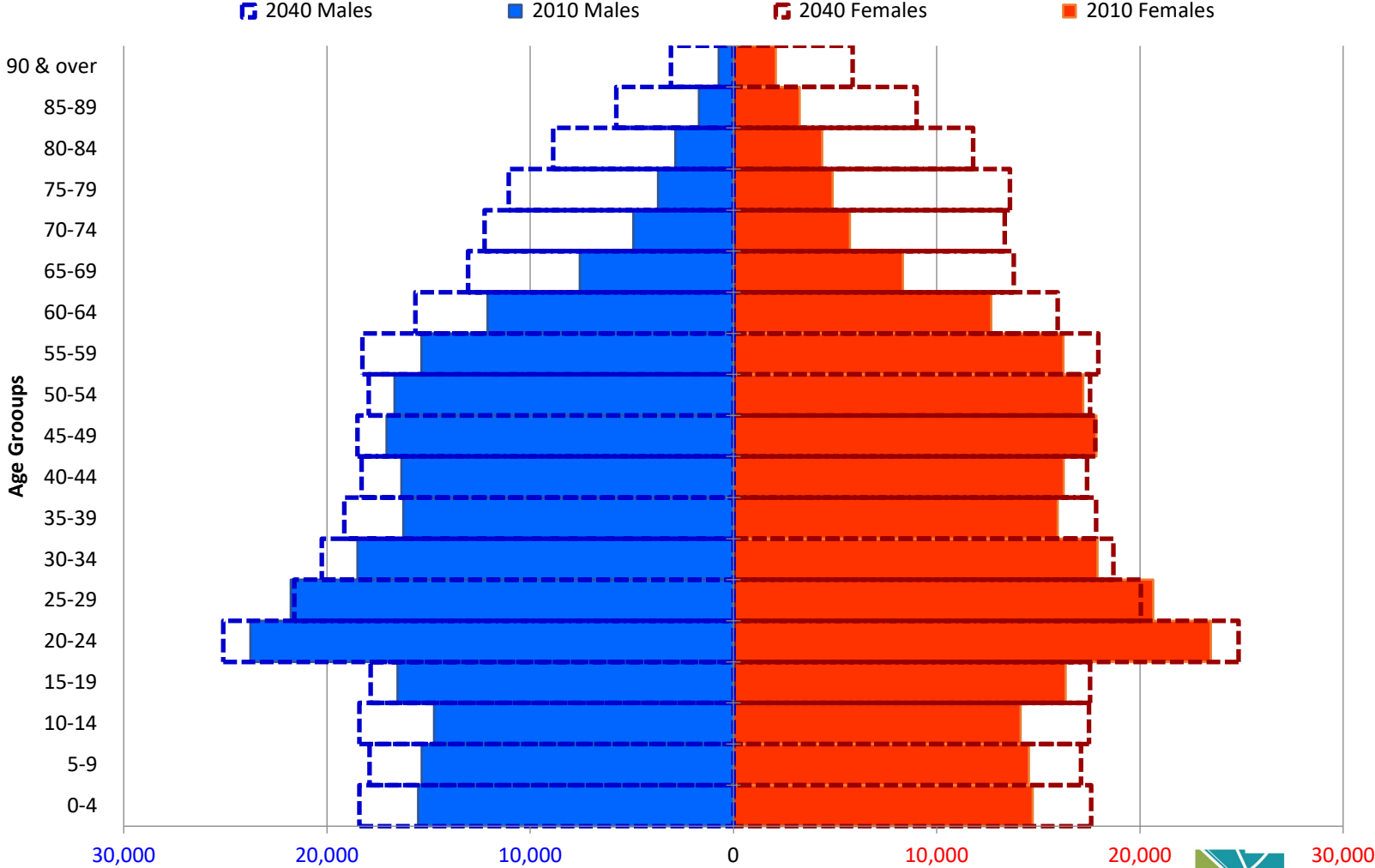





Dane County's Aging Population



Dane County Age-Sex Pyramid, 2010 and 2040 Population Projections



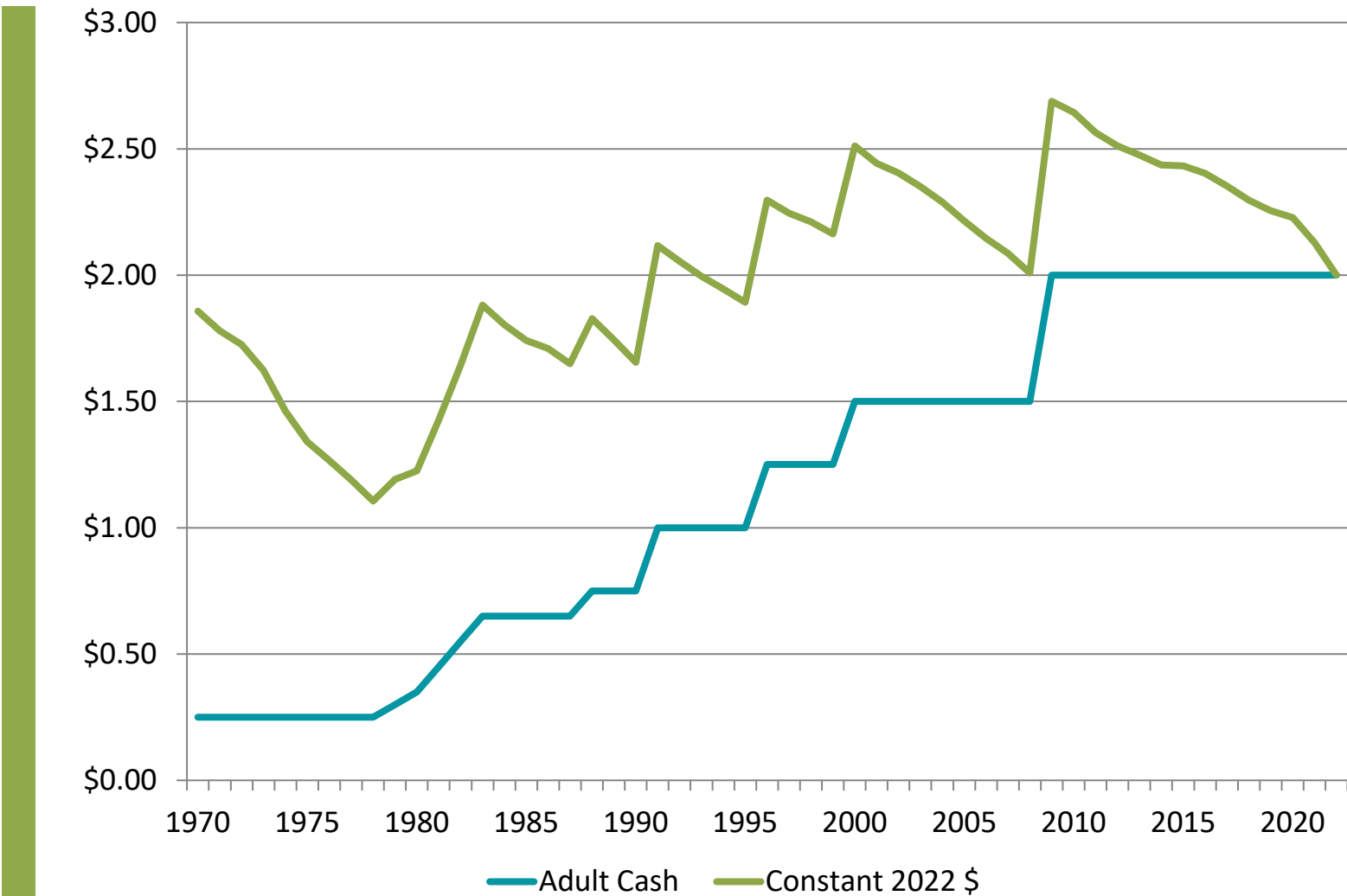
**Drawing of
South
Whitney at
Tokay
northbound,
routes D, E,
and J.
(Stop 2549)**

Image credit: Rachel Litchman,
used with
permission





Metro Historical Cash Fares adjusted for inflation



Actual and Projected Ridership 2012

-2018 (NAS)

Description	Average Values			Ridership Effect	
	2012	2018	% Diff	Absolute	% Diff
Vehicle Revenue Miles	4822860	5032180	4.3%	288330	1.90%
Average Fare (2018\$)	0.91	0.97	6.2%	-268570	-1.80%
Network Restructure	-	-	-	-	0%
Major Maintenance Event	-	-	-	-	0%
Population + Employment	908510	1023550	12.7%	375120	2.50%
Share of Population and Employment in Transit					
Supportive Density	0.25	0.25	-2.5%	-36750	-0.20%
Average Gas Price (2018\$)	3.93	2.72	-30.9%	-629310	-4.20%
Median Per Capita Income (2018\$)	33390	38810	16.2%	-149210	-1%
% of Households with 0 Vehicles	8	7	-4.1%	-10770	-0.10%
% Working at Home	4	5.5	37.5%	-163030	-1.10%
Years Since Ride-hail Start	-	4	4	-1852950	-12.30%
Bike Share	1	1	-	-	0.00%
Electric Scooters	-	-	-	-	0.00%
New Reporters				-	0
Total Modeled Ridership					-15.90%
Total Observed Ridership					-9.30%
Unexplained Change					6.50%

Metro Fleet and Unlinked Passenger Trips 2000 - 2023 and Projected to 2030

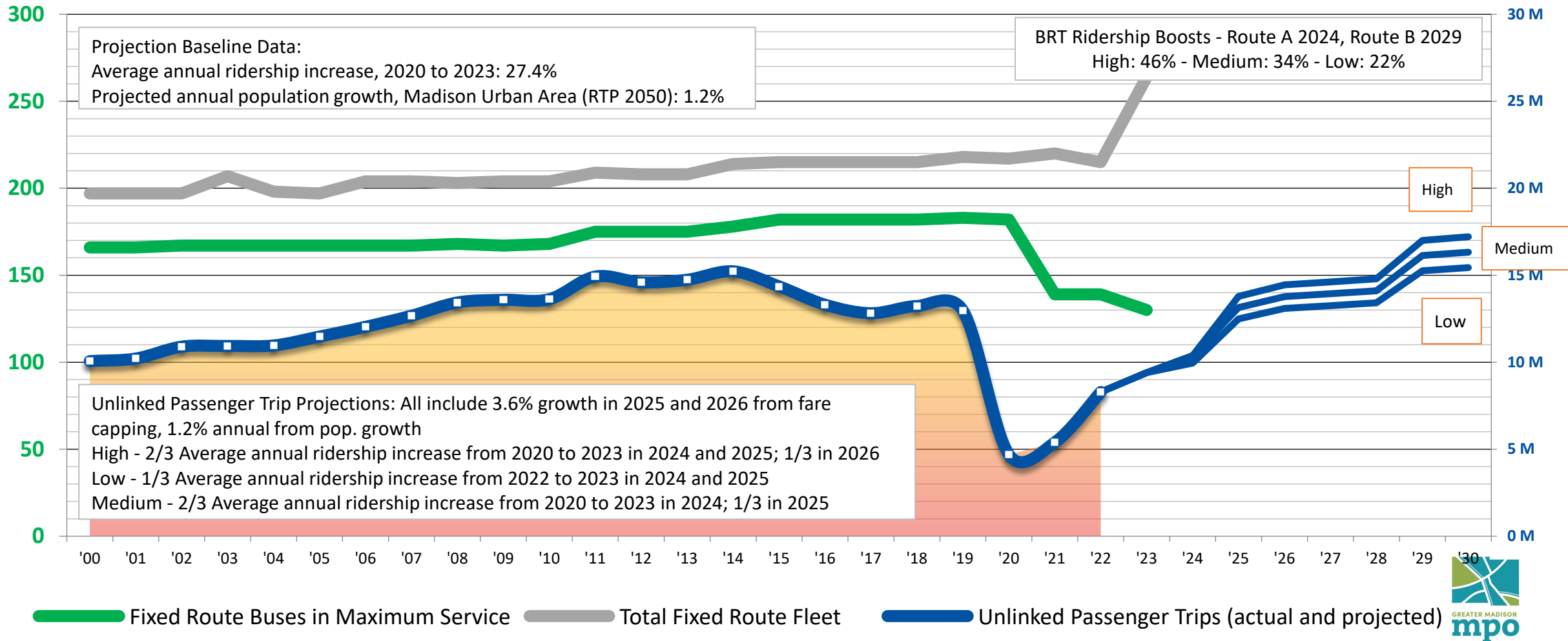
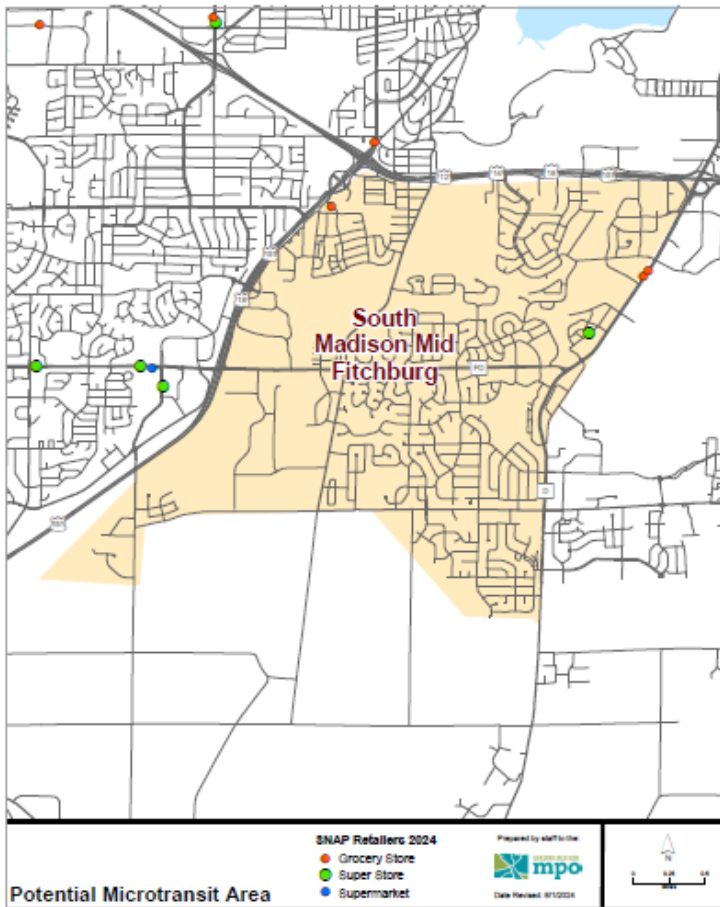


Figure 45: South Madison Mid Fitchburg

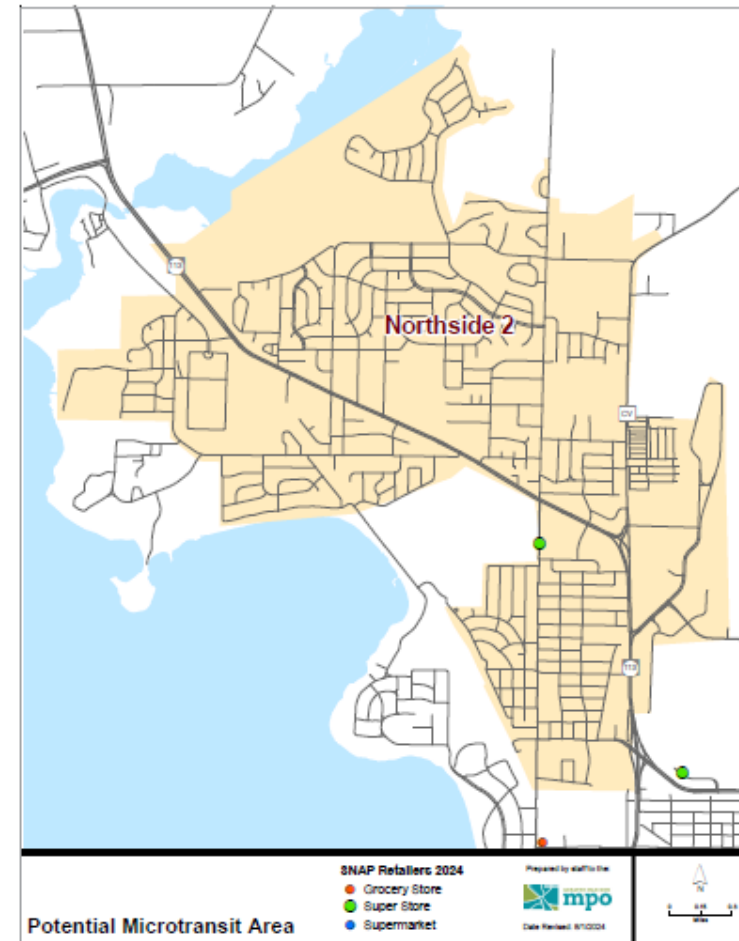


South Madison Mid Fitchburg -

Est. 206 Rides/Week

Est. \$38.06 Operating Cost/Ride

Figure 46: Northside 2



Northside 2

Est. 200 Rides/Week

Est. \$39.20 Operating Cost/Ride

Outreach & Community Engagement



Wisconsin Hmong Association
Focus Group

- Five focus Groups:
 - Latino Academy of Workforce Development (Spanish)
 - Vera Court (English and Spanish)
 - Madison Area Chinese Community Organization (Chinese)
 - Wisconsin Hmong Association (Hmong)
 - Access to Independence (ASL)
- Survey for Persons with Disabilities
- Survey for General Public

- Also consider Connect Greater Madison 2050 Regional Transportation Plan feedback



Takeaways

Routes and BRT stops being farther apart makes access difficult for people with limited mobility, physical disabilities, cognitive disabilities, low vision, etc. This will become a larger problem as the area population ages.

Transfers are more difficult without timed transfers at transfer points.

- But -

Many riders did not feel safe at transfer points.

Preliminary data from the April 2024 On-Board Survey indicate that fewer riders are transferring than during the 2015 On-Board Survey.

Takeaways

Ridership is expected to continue to increase and is likely to reach and sustain pre-pandemic levels in 2025.

North-South BRT will likely boost ridership again in 2029.

Factors that affect ridership the most are largely within the control of policy makers and system leadership (Internal).

External factors such as land use, density, and parking polices are also within the control of policy makers.



Thank You!

Ben Lyman, Transportation Planner

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