

# Transportation Data and Trends

## *Public Transit*

**Madison Metro.** Madison Metro provides regularly scheduled fixed-route transit service and demand-responsive (i.e., no set routes or schedules) paratransit service for persons with disabilities within the City of Madison, Town of Madison, City of Middleton, a portion of the City of Fitchburg, and the University of Wisconsin-Madison (UW) campus. Paratransit service only is provided in the Village of Shorewood Hills. Madison Metro also operates special supplemental school routes within the Madison Metropolitan School District boundaries, designed primarily to transport students in grades 6-12 who do not have access to regular fixed-routes.

### Fixed-Route Service

Madison Metro utilizes a transfer point system with timed transfers at four transfer points. The system is designed to serve the growing peripheral employment/activity centers. Most routes continue to be oriented to serve the downtown and UW campus areas where over 3/4s of riders are destined, particularly during weekday peak hours. The transfer point system currently includes 35 weekday peak-period, 24 weekday off-peak, and 17 weekend regular mainline routes. In addition, Madison Metro operates a UW campus circulator route, two evening routes between UW campus and off-campus student housing areas, and 37 supplemental school service routes.



The 2000 population within Madison Metro's 60-square mile service area was 234,000. Only a few small areas in the Cities of Madison and Middleton are outside the weekday service area. Maps on pages 5-7 show the weekday peak, weekday off-peak, and weekend service area. The weekday peak service area includes the service area of the City of Monona's separate downtown commuter route.

Madison Metro has an average weekday fixed-route ridership of around 38,000 when school is in session and 25,000 during the summer. The supplemental school routes boost the average weekday total for the system to around 44,000 during the school year. According to the last on-board survey conducted in 2000, over 80% of weekday transit trips are for work or school purposes.

Total fixed-route ridership was 10.9 million in 2002, a 6.7% increase compared to 2001. This was Metro's highest ridership since 1986. Among the major factors driving the large ridership increase in 2002 were: (a) making the UW campus routes free; (b) expansion of the UW pass program to staff/faculty and UW Hospital & Clinics employees; and (c) service improvements implemented in August. Since 1990, the overall ridership trend has been positive, increasing 20.4% from 1990 to 2002.

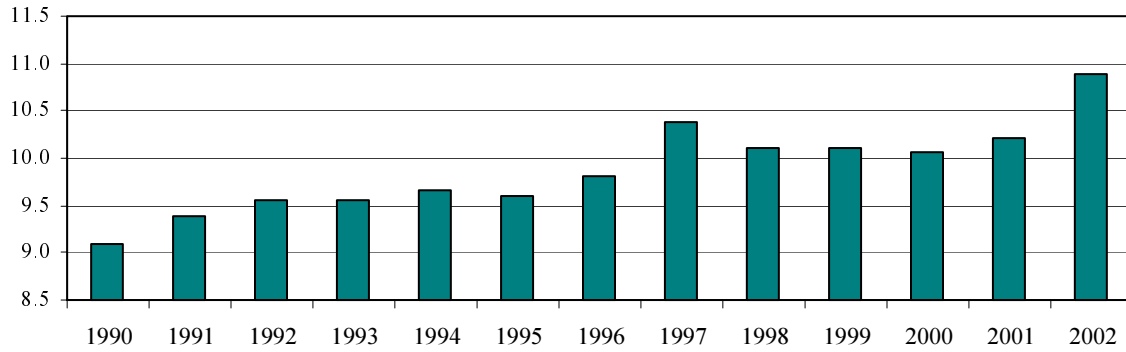
The overall number of fixed-route service hours increased at only a very modest rate from 1990 to 1997. In August 1998, the number of scheduled weekday service hours increased 32% with the implementation of the transfer point system and associated service expansion. Scheduled weekend hours increased 20%. The number of service hours increased again in 1999 with additional service improvements. From 2000 to 2002, service hours were reduced for budgetary reasons and due to implementation of service efficiencies. However, 2002 scheduled weekday and weekend service hours still represented 18% and 10% increases, respectively, compared to 1997 prior to implementation of the transfer point system.

The chart on page 2 shows the annual total number of passengers, annual total number of revenue service hours, and number of passengers per service hour for Metro's fixed-route system from 1990 to 2002.

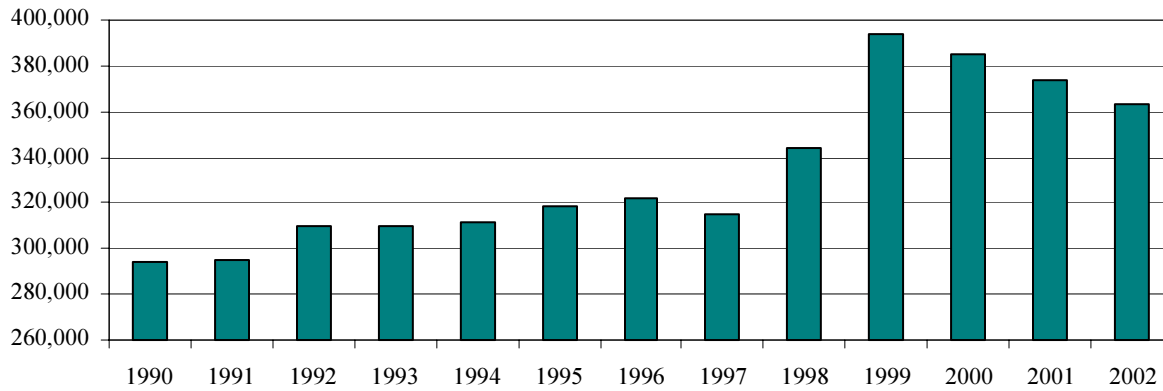
### Metro Fixed-Route Bus Fleet

Madison Metro had an active fixed-route fleet of 207 buses as of 2003, with 167 or 81% of these wheelchair accessible. All of Metro's regular bus routes and the UW campus routes were wheelchair accessible as of August 2002. As of May 2003, a total of 167 buses were required to provide weekday afternoon peak-hour service during the school year. This included 120 buses needed for Metro's regular routes, plus an additional 47 buses for the supplemental school service. The average age of the Metro bus fleet was 7.3 years. Metro's current acquisition schedule calls for the purchase of around 15 buses per year for the next several years.

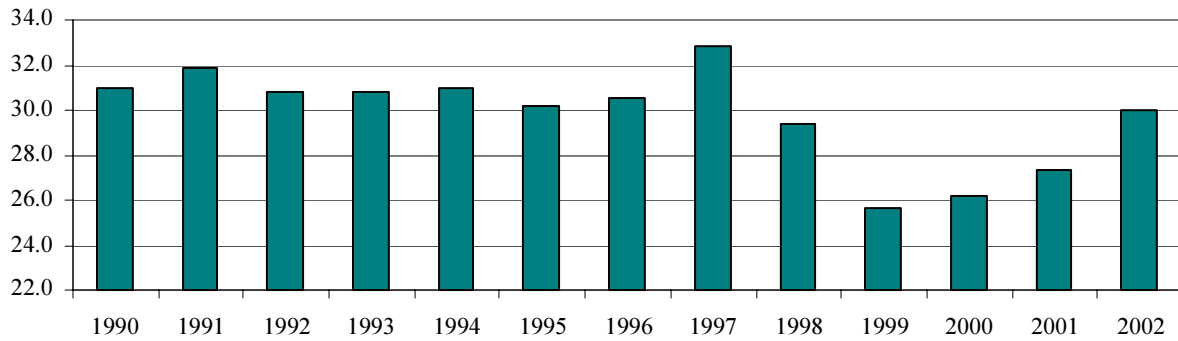
**Total Passengers  
for the Madison Metro Fixed-Route System: 1990 - 2002**



**Revenue Vehicle Hours  
for the Madison Metro Fixed-Route System: 1990-2002**



**Total Passengers per Revenue Vehicle Hour  
for the Madison Metro Fixed-Route System: 1990-2002**



Source: Metro National Transit Database Reports

## Metro Paratransit Service

Metro operates paratransit service on a demand responsive, advance reservation basis for persons who are unable to use Metro's regular fixed-route service. Paratransit service is provided within three-fourths (3/4s) of a mile on each side of regular fixed-routes. Depending upon the rider's needs, service is provided on either a "curb-to-curb" or "door-to-door" basis. For door-to-door service, the driver assists the passenger from the first door encountered at the building to/from the vehicle.

Subscription service is available to those persons who make regularly scheduled trips and need a standing arrangement for transportation. For all other trips, users are required to request their ride via phone or in writing by 4:30 p.m. one-day ahead of the requested pick-up time.

Metro provides directly operated paratransit service from 6 a.m. to 6 p.m. Monday through Friday. For late night and weekend paratransit service and other service that Metro does not have the capacity to handle, Metro subcontracts with private providers.

Metro currently schedules around 1,000 paratransit trips on an average weekday (not including Badger Cab rides?). The number of monthly rides coordinated is around 19,000. Following a period of rapid growth during the early 1990s, paratransit ridership has stabilized since 1996. In 2002, total Metro paratransit ridership was 226,700, which included 64,800 passenger trips on Metro+Plus buses and another 161,900 trips provided by contracted providers. Over 1,500 different persons used the paratransit system.



**Other Public Transit and Specialized Transportation Services.** The City of Monona has contracted with a private provider since 1988 to operate a weekday, peak-period commuter route to downtown Madison and the UW campus. The City also contracts for the provision of flexible route elderly/disabled service within  $\frac{3}{4}$  mile of the city's regular route and along two other small loops through the city. The Cities of Sun Prairie and Stoughton and the Village of Marshall contract with private providers for shared-ride taxi service. Shared-ride taxi service is similar to the familiar taxicab service, however passengers with different origins and/or destinations may be transported simultaneously. Shared-ride taxi systems operate with scheduled service hours and days of operation. Service is provided to the general public with uniform fares.

The Dane County Department of Human Services (DCHS) Adult Community Services Division contracts with private providers for provision of several group trip and demand-responsive services for the elderly, persons with physical or developmental disabilities, and low-income persons. In both the Madison area and the rest of the county, regularly scheduled group trips for the elderly and persons with disabilities are provided to nutrition sites, shopping areas, libraries, adult day care centers, and senior center activities. Annually, around 25,000 one-way passenger trips are provided in the Madison area and another 42,000 one-way trips are provided in the rest of the county. Group ride service is also provided for adults with disabilities attending work or day programs in Madison, Stoughton, and Mt. Horeb. In addition, limited demand-responsive service is provided to persons with disabilities and low-income persons living outside the Metro service area for education, job or training-related, medical, and other approved trip purposes.

The Retired Senior Volunteer Driver Escort Program (RSVP) provides individual and small group rides for the elderly throughout the county when other options are not available. Rides are provided using volunteer drivers in private automobiles. Medical trips are the first priority for the program, which is funded by DCHS, using a variety of federal, state, and local funds, and donations. The RSVP provided over 14,000 trips in 2002.

**Private Taxis.** There are three private taxi operations serving the Madison area—Union Cab, Badger Cab, and Madison Taxi. Union Cab and Madison Taxi are metered cab operations, while Badger Cab is a zoned cab operation, providing shared ride service. These three taxi companies provided 1.04 million passenger trips, serving 1.54 million passengers in 2002. A significant share of Badger Cab trips were subcontracted Metro paratransit trips. The table below shows taxi service utilization in 1991 and 2002.

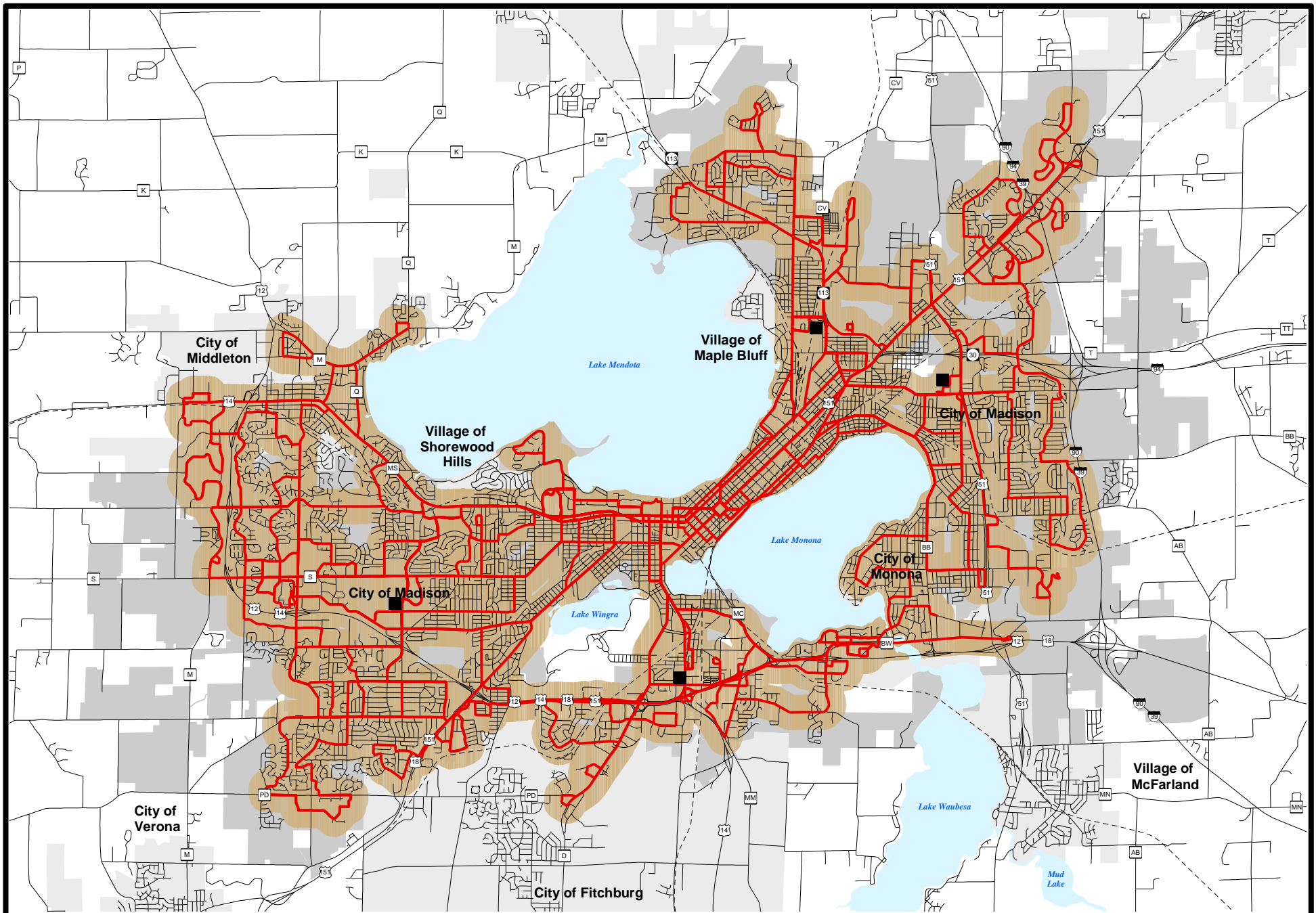
**Private Taxi Service Utilization in the Madison Area: 1991 & 2002**

Cab Company	1991			2002			1991 to 2002		
	Miles	Passengers	Passenger Trips	Miles	Passengers	Passenger Trips	% Change		
							Miles	Passengers	Pass. Trips
Union Cab <sup>1</sup>	2,512,564	409,732	284,635	2,485,413	438,106	306,180	-1.1	6.9	7.6
Badger Cab <sup>2</sup>	2,706,974	843,479	562,317	3,005,027	747,972	498,648	11.0	-11.3	-11.3
Madison Taxi <sup>1</sup>	1,128,332	198,189	148,647	2,233,876	351,410	240,080	98.0	77.3	61.5
<b>Total</b>	<b>6,347,870</b>	<b>1,451,400</b>	<b>995,599</b>	<b>7,724,316</b>	<b>1,537,488</b>	<b>1,044,908</b>	<b>21.7</b>	<b>5.9</b>	<b>5.0</b>





<sup>1</sup> Metered cab operation.

<sup>2</sup> Zone cab operation, providing a shared ride service.

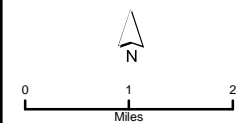
Source: City of Madison Traffic Engineering Division from Taxi Service Surveys



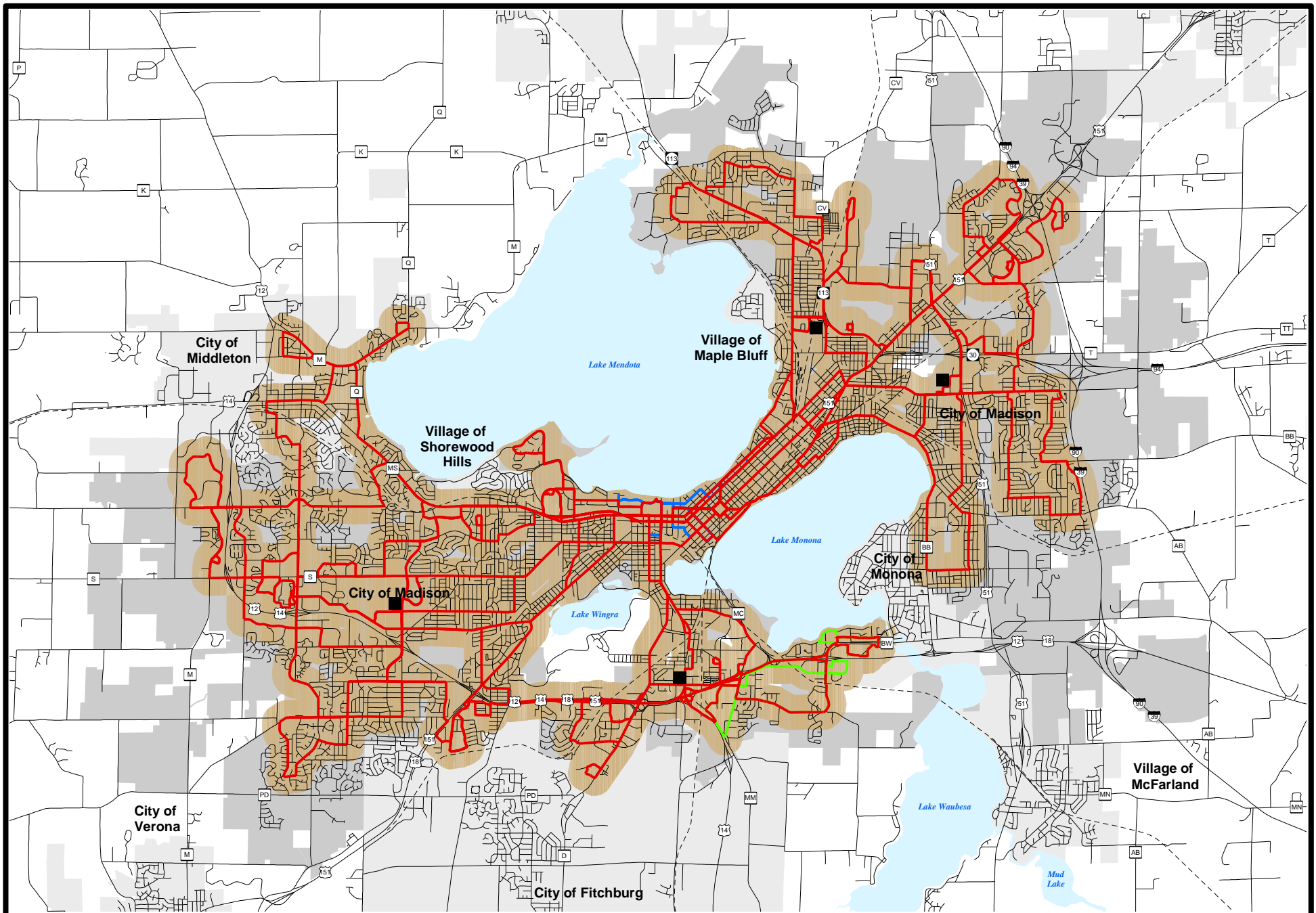
# Weekday Peak Service Madison Metro and Monona Transit Systems

-  Bus Route
-  Service Area, 1/4 Mile
-  Transfer Point
-  Incorporated Area (2002)

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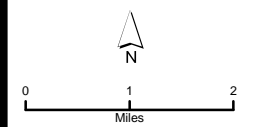


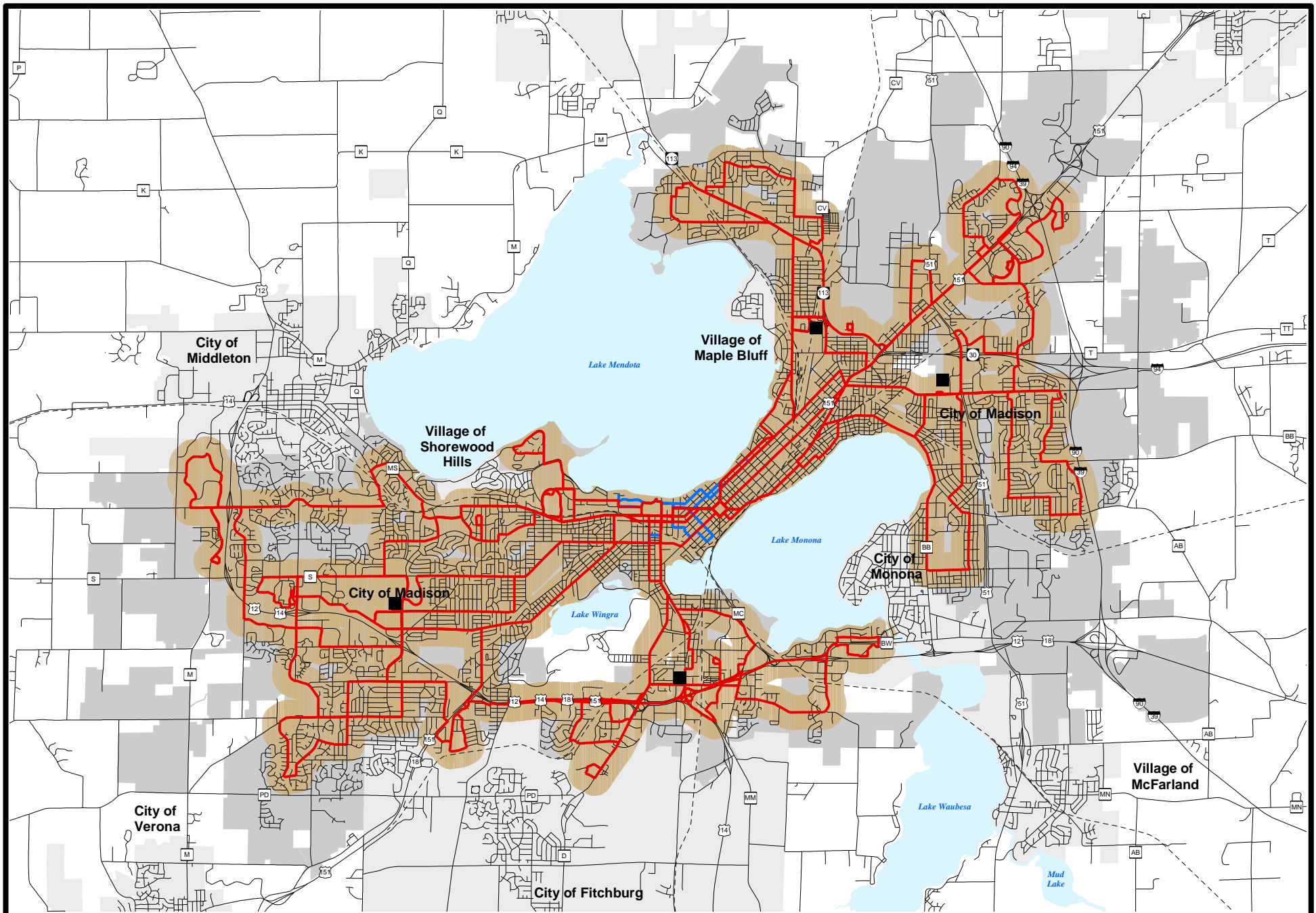


**Weekday Off-Peak Service  
Madison Metro and Monona Transit Systems**

- Bus Route
- Bus Route (evening only)
- Bus Route (midday only)
- Transfer Point
- Service Area, 1/4 Mile
- Incorporated Area (2002)

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**Weekend  
Madison Metro and Monona Transit Systems**

- Bus Route
- Bus Route (evening only)
- Transfer Point
- Service Area, 1/4 Mile
- Incorporated Area (2002)

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