PROPOSED CAMPUS BUS CHANGES
WHY?

- Reduce crowding
- Improve accessible access
- Manage costs and minimize cost increases while assuring efficient use of resources
- Confirm correct locations served, frequency, time span of service, and volume of service (number of buses)
PROCESS

• Consultant studies in 2012, 2015, 2018
• Student and Eagle Heights resident preference/behavior survey 2019
• Boarding/exiting data analysis Feb 2019
• Discussions with Metro, Housing and ASM-Student Transportation Board Spring 2019
• Campus Forums Fall 2019 to collect feedback on refined proposals
CAUSES AND CONDITIONS

• Excess capacity is going to Eagle Heights while central campus does not have enough capacity

• Crowding on central campus primarily occurs 8:30am-4:30pm
  (not 10am-3pm as previously thought)

• Loop times may need to be adjusted to allow for recovery time

• Off-campus student housing patterns have changed since the late night bus routes were originally designed many years ago

• Weekend ridership is higher than previously thought
PROPOSED CHANGES

1. Change service mid-day
2. Add weekend service
3. Adjust late night routes (Routes 81 & 82) and service span
1. CHANGE SERVICE MID-DAY

Current conditions
- Middle of day 7 total buses
- 4 travel to Eagle Heights, 3 do not
- Mid-day service to Eagle Heights via Route 80

Proposed changes
- Middle of the day 9 total buses
- 2 travel to Eagle Heights, 7 do not
- Mid-day service to Eagle Heights via Route 84
INCREASE NUMBER OF BUSES TO CENTRAL CAMPUS

- Increase total number of buses on campus to **nine** with **seven** on central campus running the “short” Route 80 loop
- Recovery time will be added to schedules to keep buses running on time
- Buses arrive every 6 minutes
- Will likely rename the short loop Route 80 bus (new Route 83) to reduce confusion
- Pros
  - Improve spacing and schedule reliability
  - Increases capacity in central campus
- Cons
  - Cost increase
  - Impacts for Eagle Heights residents
EAGLE HEIGHTS VIA ROUTE 84 ONLY MID-DAY

- Two buses
- Arrivals to Eagle Heights every 15 minutes
- Boardings and exits allowed in both directions (adds 3 stops east bound)

Pros
- Arrival times more reliable
- More buses available to central campus

Cons
- Slightly longer wait in Eagle Heights
- Customers will have to transfer to another route or walk to get to southeast campus from Charter St.
- Customers will have to walk a block to get to the hospital from the closest stop.
STRAW POLL!

Reduce confusion by renaming one route as the 83:

- Route 80 Long Route
  - Serves Eagle Heights and central campus
  - Operates in mornings, evenings, weekends, and during recess (winter and summer)
- Route 80 Short Route
  - Only serves central campus
  - Only operates in standard service M-F 8:30am-4:30pm

Which route makes sense to rename?
## 2. ADD WEEKEND SERVICE

<table>
<thead>
<tr>
<th>Current conditions</th>
<th>Proposed changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sat/Sun noon -8pm one bus runs Route 80</td>
<td>• Sat/Sun noon -8pm two buses run Route 80</td>
</tr>
</tbody>
</table>
REDUCE WAITING TIME NOON TO 8PM ON WEEKENDS

• Add one bus to Route 80 noon to 8pm on standard service Saturdays and Sundays
• Arrivals every 25 minutes (formerly every 50 minutes)
• Pros
  • Capacity will increase
  • Buses will come more often
• Cons
  • Cost increase
### 3. ADJUST LATE NIGHT ROUTES (ROUTE 81 & 82) AND SERVICE SPAN

<table>
<thead>
<tr>
<th>Current conditions</th>
<th>Proposed changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Route 81 and 82 start service at 6pm</td>
<td>• Route 81 and 82 start service at 9pm</td>
</tr>
<tr>
<td>• Route 81 serves to Ingersoll St on east</td>
<td>• Route 81 serves to Franklin St on east</td>
</tr>
<tr>
<td>• Route 82 serves to Breese Terrace on west</td>
<td>• Route 82 serves to Walnut St on west</td>
</tr>
</tbody>
</table>
BEGIN LATE NIGHT ROUTES 81 AND 82 SERVICE AT 9PM INSTEAD OF 6PM

• Route 81 and 82 will begin service at 9pm
• Travel before 9pm would be by regular Metro city routes and Route 80
• May keep extra Route 80 bus running slightly later to help with loads from Lakeshore Dorms
• Pros
  • Reduces duplication of service with other Metro routes
  • Provides a cost savings (about $84,000) to apply to service at other times of day
• Cons
  • Eliminates two specific routes service 6-9pm
  • Some trips may take longer or require more walking
BEGIN LATE NIGHT ROUTES 81 AND 82 SERVICE AT 9PM INSTEAD OF 6PM
BEGIN LATE NIGHT ROUTES 81 AND 82 SERVICE AT 9PM INSTEAD OF 6PM

<table>
<thead>
<tr>
<th>Memorial Union to Destination</th>
<th>Current Campus Route and Time</th>
<th>Alternate Metro Route and Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paisan’s</td>
<td>Route 82, 15 minutes</td>
<td>Route 6, 15 minutes</td>
</tr>
<tr>
<td>WORT</td>
<td>Route 82, 11 minutes</td>
<td>Route 10, 14 minutes</td>
</tr>
<tr>
<td>Burnie’s Rock Shop</td>
<td>Route 81, 8 minutes</td>
<td>Route 2, 18 minutes</td>
</tr>
<tr>
<td></td>
<td>Route 6, 20 minutes</td>
<td></td>
</tr>
<tr>
<td>HotelRED</td>
<td>Route 82, 10 minutes</td>
<td>Route 6, 13 minutes</td>
</tr>
<tr>
<td>21 N Park St</td>
<td>Route 82, 7 minutes</td>
<td>Route 6, 10 minutes</td>
</tr>
</tbody>
</table>

Some trips also require more walking.
MODIFY SERVICE AREA FOR LATE NIGHT ROUTES 81 AND 82

• Cost neutral change
• Pros
  • Serve current areas of highest student residence
  • Reduce duplication of service with Metro routes
  • Eliminate long distance travel off campus
  • May be able to improve Route 81 service to 20 minutes
• Cons
  • Some people to east of campus will
    • Have to take Metro mainline routes 6pm-midnight
    • Lose service between midnight and 3am
OLD 81/82 SERVICE AREA

NEW 81/82 SERVICE AREA
NEW FULL LATE NIGHT SERVICE AREA
TIMELINE

SEPTEMBER 2019
- Campus forums

SEPT-DEC 2019
- Adjustments made to proposals based on forum feedback and funding discussions
- Funding agreements developed

SPRING 2020
- Metro holds required city public meetings and develops new schedules and maps

LATE AUGUST 2020
- Implement service changes

SUMMER 2020
- Study recess service for possible future changes
FEEDBACK

• Today at forum
  • Via question/answer
  • Via collected written comment forms
• Later
  • Via campus or usps mail to Transportation Services
  • Via email to campusbus@fpm.wisc.edu
  • Via feedback form at transportation.wisc.edu
THANK YOU