

Appendix B: Phase 2 Community Engagement Report



METRO NETWORK TRANSIT REDESIGN

Community Engagement Report - Phase II

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PUBLIC ENGAGEMENT OVERVIEW

In November 2020, Metro Transit hired Jarrett Walker + Associates to analyze and ultimately redesign the existing route system to better meet the needs of Madison-area residents and businesses. Urban Assets was brought on to lead community engagement efforts for the project.

June 2021 saw the completion of Phase One of this project, with Phase Two launching in August to explore two competing alternatives for a proposed network redesign- ridership vs coverage. This phase, building upon Phase One, engaged the community on big picture trade-offs regarding transit and sought public input pertaining to values and priorities. Phase Two presented two competing types of network alternatives:

- **Ridership** - maximizes frequency and the number of riders the network will draw. Ridership will cover less geographic area but will be more frequent and get people to their destination quicker.
- **Coverage** - maximizes the number of people with access to bus service. More people will have access to service but service will be less frequent and travel times will be longer.

This document summarizes public input, from multiple sources and through a variety of engagements, on the two competing alternatives. The input will inform the draft transit network plan (Phase III) regarding the community's preferred alternative, tradeoffs, and priority improvements.

Sources

- Public survey
- Focus groups
- Tabling and intercept interviews

Two Outreach Tools

- Project website (www.mymetrobus.com/redesign)
- Informational flyers (digital and print)
- Promotional materials at Metro Transit bus stations, local organizations, and businesses
- Social media (City of Madison, Metro Transit, Urban Assets)
- Press releases

Public Engagement Results

Phase Two of the Metro Transit Network Redesign planning process continued to experience a high level of public interest and engagement.

Several themes have emerged from input gathered through the project website, survey, public meetings, small group meetings, and tabling and interviews. Our goal was to inform and explore with the public which alternative they preferred as they weighed the tradeoffs.

Overall Takeaways and Themes

- Most survey respondents felt the Ridership Alternative was “better for their neighborhood and family” than the Coverage Alternative.
- Most survey respondents felt the Ridership Alternative was better for the City of Madison than the Coverage Alternative, but the margin was smaller, and a sizable percentage did not feel strongly either way.
- Patterns in the survey held across demographics.
- Make sure basic access is available to anyone who needs it.
- Community engagement themes show a general preference for the Ridership Alternative.
- With the preference, there were still concerns about coverage in underserved areas and bus stop distance for people with disabilities or mobility issues.
- Concerns about how either alternative will integrate with the BRT system.
- Concerns about how complicated it is to plan one’s trip.

Transit Network Alternatives Survey Results

An online survey was designed and administered to gauge people's preference between the two network alternatives: Ridership vs Coverage. For heightened inclusivity and accessibility, the public survey was offered in English and Spanish, and available online or in physical print format. The survey was promoted through the project website, social media, direct communication, project flyers (Spanish and English) posed throughout the community, and by bringing physical copies to community events for individuals to complete onsite, particularly from underrepresented backgrounds.

Survey duration: Two months

Total respondents (English and Spanish): 3,093

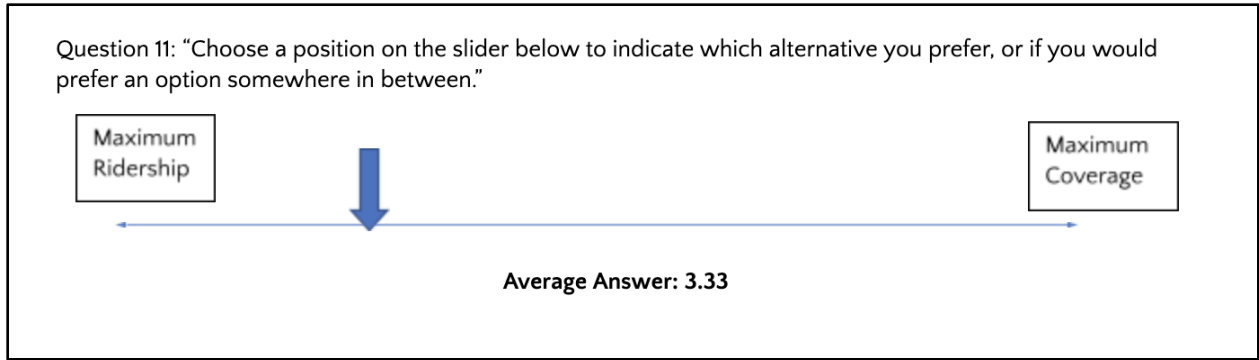
Comparing Transit Network Alternatives (Ridership vs Coverage)

Echoing the first survey, people wanted the broad goals of the Metro system to be as accessible as possible, suggesting a preference for a coverage-focused network. But when asked specifically about Ridership or Coverage, at the family, neighborhood, and city level, people showed a preference for a transit network prioritizing Ridership.

What We See

The data below helps illustrate people’s preference when asked about public transit in general, and when thinking about public transit within the context of the City of Madison at the individual/family, neighborhood, and city levels.

In the Metro Alternatives Community Survey, Question 11 below, respondents were asked to indicate on a sliding scale their strength of preference between the two alternatives: Ridership vs. Coverage.



Survey Question 11, Alternative Preference Scale. Number of Respondents = 2,154

This spectrum illuminates a through-line from this round of engagement: the preference for the Ridership Alternative when directly paired with the Coverage Alternative when people are asked to choose between them.

Respondents were asked about what goals are important to them regarding public transit. Respondents held reducing greenhouse gas emissions (GHG) as their highest priority, with basic access to everyone who needs it coming in behind. But when exploring priority demographics and frequent riders, basic access to everyone who needs it clearly stands out.

| What goals around public transit are most important to you? Public transit can be designed to serve many different policy goals, but it cannot always focus on all of them at the same time. Which of the following things do you think are most important? | Respondents | | | | | | |
|---|-------------|--------------------------|----------------|--------------|---------------|---------------|---------------------------|
| | All | Frequent Transit* Riders | Lower-Income** | BIPOC** * | Seniors (65+) | 18 - 35 Years | Persons with disabilities |
| Reduce pollution and greenhouse gas emissions | 23% | 20% | 21% | 19% | 21% | 21% | 15% |
| Support denser and more walkable development | 15% | 14% | 13% | 16% | 11% | 17% | 10% |
| A better economy without more traffic congestion | 7% | 6% | 2% | 4% | 9% | 5% | 7% |
| Maximize access to jobs and opportunities | 16% | 19% | 13% | 13% | 17% | 13% | 17% |
| Expanded mobility for low-income people in isolated neighborhoods | 11% | 10% | 14% | 13% | 11% | 13% | 16% |
| Basic access to everyone who needs it, wherever they are | 18% | 29% | 36% | 33% | 31% | 29% | 31% |
| Services to new development at the edges of the region | 3% | 3% | 3% | 5% | 2% | 4% | 5% |

Table One: Public Transit Important Goals. Number of Respondents = 2,894

*Four or more times/week

**Less than \$35,000/year

***Black, Indigenous, and other People of Color

As in the Phase One survey, when transit objectives are considered at the macro level, community input indicates a desire for a coverage network; the clear priorities for goals of public transit are:

1. Basic access to everyone who needs it.

2. Reducing pollution and GHG.
3. Maximizing access to jobs and opportunities.

Notably, BIPOC and 18-35 demographics carry higher prioritization for networks that support denser and walkable developments.

Table Two below, shows the beginning stages of a trend where people view Ridership vs Coverage through the lens of themselves/family, neighborhood, and the city as a whole. As we can see, there is a clear majority, when specifically asked, who see the Ridership Alternative as better for them and their family.

| Please tell us whether you agree or disagree with the following statement: The Ridership Alternative is better for me and my family. | Respondents | | | | | | |
|--|-------------|--------------------------|----------------|--------------|---------------|---------------|---------------------------|
| | All | Frequent Transit* Riders | Lower-Income** | BIPOC** * | Seniors (65+) | 18 - 35 Years | Persons with disabilities |
| Strongly agree | 31% | 33% | 37% | 34% | 27% | 38% | 23% |
| Somewhat Agree | 30% | 27% | 31% | 28% | 28% | 31% | 29% |
| Neither agree nor disagree | 14% | 13% | 14% | 14% | 16% | 12% | 14% |
| Somewhat Disagree | 14% | 14% | 10% | 13% | 16% | 12% | 17% |
| Strongly disagree | 11% | 13% | 8% | 11% | 14% | 8% | 17% |

Table Two: Ridership Alternative for My Family. Number of Respondents = 2,483

*Four or more times/week

**Less than \$35,000/year

***Black, Indigenous, and other People of Color

Tables Three and Four below, continue to demonstrate a preference for the Ridership Alternative. This preference is stronger when people think about their neighborhood rather than the entire city. This preference does weaken when people think about Madison, as a whole, with *somewhat agree* and *neither agree nor disagree* being the most common answers across demographics.

The preference for the Ridership Alternative is highlighted when directly compared to the same questions about the Coverage Alternative.

| The Ridership Alternative is better for my neighborhood. | Respondents | | | | | | |
|--|-------------|--------------------------|----------------|--------------|---------------|---------------|---------------------------|
| | All | Frequent Transit* Riders | Lower-Income** | BIPOC** * | Seniors (65+) | 18 - 35 Years | Persons with disabilities |
| Strongly agree | 26% | 26% | 33% | 28% | 23% | 31% | 23% |
| Somewhat Agree | 28% | 26% | 28% | 27% | 25% | 30% | 25% |
| Neither agree nor disagree | 19% | 19% | 18% | 18% | 23% | 16% | 19% |
| Somewhat Disagree | 15% | 15% | 13% | 16% | 17% | 13% | 19% |
| Strongly disagree | 12% | 14% | 8% | 11% | 13% | 9% | 14% |

Table Three: Ridership Alternative for My Neighborhood. Number of Respondents = 2,478

*Four or more times/week

**Less than \$35,000/year

***Black, Indigenous, and other People of Color

| The Ridership Alternative is better for the Madison Area. | Respondents | | | | | | |
|---|-------------|--------------------------|----------------|--------------|---------------|---------------|---------------------------|
| | All | Frequent Transit* Riders | Lower-Income** | BIPOC** * | Seniors (65+) | 18 - 35 Years | Persons with disabilities |
| Strongly agree | 18% | 18% | 19% | 25% | 16% | 20% | 15% |
| Somewhat Agree | 35% | 33% | 35% | 31% | 29% | 38% | 33% |
| Neither agree nor disagree | 28% | 27% | 28% | 24% | 34% | 24% | 24% |
| Somewhat Disagree | 13% | 14% | 11% | 14% | 14% | 13% | 18% |
| Strongly disagree | 6% | 8% | 6% | 6% | 7% | 5% | 11% |

Table Four: Ridership Alternative for Madison. Number of Respondents = 2,478

* Four or more times/week

** Less than \$35,000/year

*** Black, Indigenous, and other People of Color

As we can see in Table Five below, when compared to the Ridership Alternative, the preference indicating the Coverage Alternative is better for themselves and their families is not as cohesive. Noticeably, Seniors and BIPOC populations are the most uniform in believing it to be better for themselves and their families. But across the board, when directly compared with the Ridership Alternative, the preference for the Coverage Alternative is not as strong as it is for the Ridership Alternative within these key populations.

| The Coverage Alternative is better for me and my family. | Respondents | | | | | | |
|--|-------------|--------------------------|----------------|--------------|---------------|---------------|---------------------------|
| | All | Frequent Transit* Riders | Lower-Income** | BIPOC** * | Seniors (65+) | 18 - 35 Years | Persons with disabilities |
| Strongly agree | 15% | 16% | 19% | 22% | 23% | 15% | 24% |
| Somewhat Agree | 22% | 22% | 24% | 25% | 18% | 22% | 19% |
| Neither agree nor disagree | 22% | 20% | 18% | 20% | 24% | 18% | 20% |
| Somewhat Disagree | 25% | 25% | 26% | 18% | 18% | 27% | 19% |
| Strongly disagree | 16% | 17% | 12% | 15% | 16% | 17% | 19% |

Table Five: Coverage Alternative and My Family. Number of Respondents = 2,373

* Four or more times/week

** Less than \$35,000/year

*** Black, Indigenous, and other People of Color

When looking at the Coverage Alternative in Table Six, and considering what survey respondents feel is better for their neighborhood, sentiment in agreement continues to appear weaker than the Ridership Alternative. Opinions are less cohesive and more dispersed when people think about the Coverage Alternative.

| The Coverage Alternative is better for my neighborhood. | Respondents | | | | | | |
|---|-------------|--------------------------|----------------|----------|---------------|---------------|---------------------------|
| | All | Frequent Transit* Riders | Lower-Income** | BIPOC*** | Seniors (65+) | 18 - 35 Years | Persons with disabilities |
| Strongly agree | 15% | 17% | 20% | 24% | 19% | 17% | 22% |
| Somewhat Agree | 22% | 22% | 19% | 24% | 20% | 20% | 21% |
| Neither agree nor disagree | 25% | 25% | 26% | 22% | 25% | 25% | 21% |
| Somewhat Disagree | 24% | 23% | 24% | 18% | 23% | 26% | 21% |
| Strongly disagree | 13% | 14% | 12% | 12% | 13% | 13% | 15% |

Table Six: Coverage Alternative and My Neighborhood. Number of Respondents = 2,380 * Four or more times/week
 ** Less than \$35,000/year
 *** Black, Indigenous, and other People of Color

The trend of weaker sentiment for the Coverage Alternative continues when people apply it to the Madison area, with many, across the board, holding neutral sentiment. With that said, BIPOC populations and people with disabilities seem to see the Coverage Alternative and Ridership Alternative on about equal levels as “better for the Madison Area.” See Table 7 below.

| The Coverage Alternative is better for the Madison Area. | Respondents | | | | | | |
|--|-------------|--------------------------|----------------|----------|---------------|---------------|---------------------------|
| | All | Frequent Transit* Riders | Lower-Income** | BIPOC*** | Seniors (65+) | 18 - 35 Years | Persons with disabilities |
| Strongly agree | 14% | 15% | 16% | 25% | 15% | 15% | 21% |
| Somewhat Agree | 27% | 26% | 30% | 29% | 24% | 29% | 29% |
| Neither agree nor disagree | 33% | 33% | 33% | 25% | 37% | 30% | 27% |
| Somewhat Disagree | 19% | 19% | 17% | 14% | 18% | 19% | 14% |
| Strongly disagree | 8% | 7% | 5% | 8% | 7% | 7% | 9% |

Table Seven: Coverage Alternative and Madison. Number of Respondents = 2,384 * Four or more times/week
 ** Less than \$35,000/year
 *** Black, Indigenous, and other People of Color

Next, we asked if people wanted to see expanded coverage on nights and weekends, with a trade-off of seeing less coverage during weekdays.

Table Eight: Coverage on Evenings and Weekends. Number of Respondents = 2,387 * Four or more times/week
 ** Less than \$35,000/year
 *** Black, Indigenous, and other People of Color

| With the existing network there is about 40% less service during weekends than during weekdays at noon. Do you believe Metro Transit should shift more resources to the evenings and weekends, even if that means less service and lower frequencies on weekdays? | Respondents | | | | | | |
|---|-------------|--------------------------|----------------|--------------|---------------|---------------|---------------------------|
| | All | Frequent Transit* Riders | Lower-Income** | BIPOC** * | Seniors (65+) | 18 - 35 Years | Persons with disabilities |
| Yes | 19% | 18% | 26% | 22% | 18% | 23% | 27% |
| No | 47% | 49% | 45% | 45% | 54% | 46% | 42% |
| Not Sure | 34% | 33% | 29% | 33% | 28% | 31% | 31% |

Respondents here, across demographics, do not want the trade-off of more evening and weekend service if it means taking away the frequency of service on weekdays. With another large amount unsure, it seems safe to say a plurality do not want the trade-off, or do not have a strong opinion.

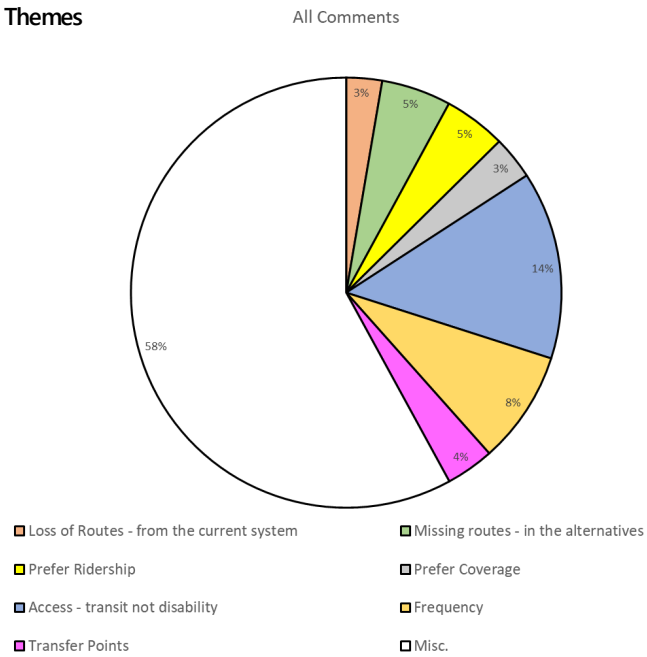
Open Ended Survey Questions

Questions Six, Ten, and Thirteen asked respondents to share any additional thoughts on the Ridership Alternative, Coverage Alternative, and Survey, respectively. The comments from each of these questions were combined and analyzed to identify patterns of input to be taken into consideration.

A total of 1,806 comments were tagged and analyzed and a few notable themes emerged, some of which correlated with input from other survey responses as well as from other sources of input (small group meetings etc.):

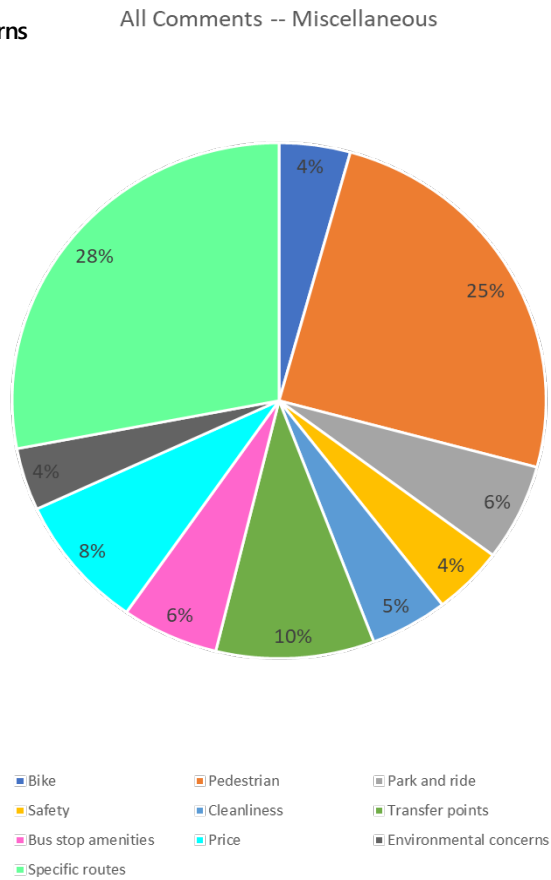
- While people still voiced a preference for the Ridership Alternative, access to those who need to take Metro continued to be a common response as something people would like to see addressed.
- When thinking about what they want to make sure to have access to, the most common themes were regional services (26%), campus (23%), and jobs (17%). Access to specific routes and the hospital came in behind those, both sitting at 11% of respondents.
- The west side of Madison and the south side of Madison continue to see access to Metro as a need. Comments within the small-group engagements surrounding how the redesign connects with the BRT show this as an area to focus on in network design, as well as communication to the community.
- The loss of specific routes under any redesign people rely upon is causing anxiety. They are having a hard time seeing how the new routes will be able to maintain access to where they are trying to go. Being able to envision new routes, and how they could maintain access, is an important question point for the city to address.
- Notably, a large majority continue to hold a negative view of transfer points.

Chart 1: Open-Ended Question Themes



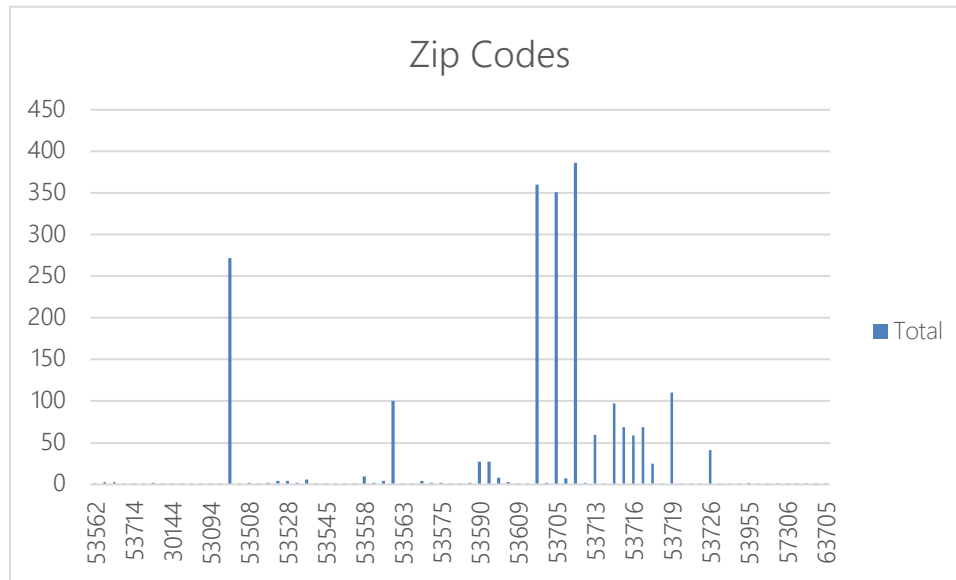
Since most comments fell into the miscellaneous category, those comments were further broken down to determine any patterns.

Chart 2: Miscellaneous Topic Patterns



The loss of routes was a focus of many comments as well as the pedestrian experience and amenities.

Survey Respondent Demographics



| On average, how often did you use Metro Transit service before the Coronavirus pandemic? | Respondents | | | | | | |
|--|-------------|--------------------------|----------------|--------------|---------------|---------------|---------------------------|
| | All | Frequent Transit* Riders | Lower-Income** | BIPOC** * | Seniors (65+) | 18 - 35 Years | Persons with disabilities |
| Never | 9% | 0% | 7% | 9% | 10% | 11% | 10% |
| Occasionally | 23% | 0% | 23% | 21% | 39% | 23% | 19% |
| Frequently | 67% | 100% | 70% | 70% | 51% | 66% | 72% |

Table 9: Frequency of Metro Use Before Pandemic. Respondents: 2,232

| Age | % | Number (n) |
|----------------------|-----|------------|
| 17 or younger | 1% | 28 |
| 18 - 24 | 9% | 201 |
| 25 - 34 | 27% | 618 |
| 35 - 44 | 22% | 499 |
| 45 - 54 | 18% | 405 |
| 55 - 64 | 13% | 291 |
| 65 - 74 | 7% | 159 |
| 75 or older | 1% | 33 |
| Prefer not to answer | 2% | 37 |

Table 10: Survey Demographics - Age. Respondents: 2,271

| Race/Ethnicity | % | Number (n) |
|----------------|---|------------|
|----------------|---|------------|

| | | |
|------------------------|-----|------|
| Asian/Pacific Islander | 5% | 119 |
| Hispanic/Latinx | 3% | 66 |
| Black/African American | 2% | 44 |
| White or Caucasian | 80% | 1779 |
| Multi-racial | 3% | 65 |
| Prefer not to answer | 7% | 145 |

Table 11: Survey Demographics - Race. Respondents: 2,231

| Income | % | Number (n) |
|------------------------|-----|------------|
| Less than \$20,000 | 4% | 98 |
| \$20,000 to \$50,000 | 20% | 440 |
| \$50,000 to \$74,999 | 18% | 401 |
| \$75,000 to \$99,999 | 15% | 339 |
| \$100,000 to \$149,999 | 20% | 437 |
| \$150,000 or more | 11% | 246 |
| Prefer not to answer | 12% | 258 |

Table 12: Survey Demographics – Income. Respondents: 2,219

| Disability Status | % | Number (n) |
|----------------------|-----|------------|
| Yes | 9% | 191 |
| No | 85% | 1918 |
| Prefer not to answer | 6% | 139 |

Table 13: Survey Demographics – Disability Status. Respondents: 2,248

Public Information Meeting

Approximately 40 members of the public participated in the public meeting held virtually on September 23rd, 2021. Jarrett Walker + Associates presented the two alternatives, Ridership and Coverage, and then opened the meeting up to questions and concerns. Questions fell into the following categories:

- Impact of the Ridership alternative on ride-time and coverage.
- City plans and the impact on bus stop locations.
- Accessibility for the elderly and people with disabilities for both Ridership and Coverage.
- How to decrease cars on the road.
- Community outreach process and results.
- Evening service.
- Impact of growth on alternative calculations.

The meeting can be viewed [here](#).

Small Group Meetings, Tabling, Survey Promotion

The engagement team coordinated and facilitated virtual community-focused small group meetings to provide an informal, comfortable space for participants to discuss the alternatives, pros, cons, and trade-offs. Other engagement efforts were about presenting information and encouraging people to take the survey. The small group meetings, information meetings, and tabling helped ensure community stakeholders and community members had the opportunity to provide input on which alternative they viewed as better for their families, community, and the City of Madison.

Small-group meetings were held with the following groups/organizations:

- ASM UW Student Transportation Committee
- Access to Independence
- Madison Area Bus Advocates
- DMI Transportation Committee
- Northside Neighbors
- Crawford Marlborough Nakoma Neighborhood Association (focus group)
- LaFollette Senior Leadership Class (3 sessions)

Key takeaways from the small group meetings included:

- Frequency is important.
- Reduced wait time.
- Leaning towards the Ridership Alternative.
- Information on how the Ridership Alternative will integrate with BRT.
- Connection and access to surrounding areas is important.
- Accessibility to bus stops is important for the elderly and disabled; making them further away is a common fear.
- Dislike of transfer points.
- Target “neglected” areas, like Allied Drive, Marlborough, Nakoma, Arbor Hills, and Monroe Street.
- Better ride planning tools.

In addition to the virtual small group meetings, the engagement team presented the alternatives and promoted the survey at community meetings, events, and locations throughout the city:

- UW Hospital Staff Stand Up Meetings
- Catholic Multicultural Center Weekly Dinner and Food Bank
- Badger Rock Neighborhood Center Food Bank
- State Street
- Capitol Square
- Memorial Union
- Library Mall
- Crawford Marlborough Nakoma Neighborhood Association Annual Meeting
- Joint City/UW Planning Committee
- South Transfer Point

- North Transfer Point
- West Transfer Point
- East Transfer Point

ASM UW Student Transportation Committee Takeaways

- Rate of access for students to resources outside of downtown and campus.
- Impact of reducing the ability to reach jobs outside of campus and DT for students.
- Wanting to hear from the city on preferences of alternatives.
- Accessibility questions for ridership alternative
 - Longer-walks to service.
- Impact on non-DT folks getting DT.
- Impact on off-peak hours.
- Impact on sustainability, cars on road, congestion.
- What peak vs non-peak will look like with alternatives.
- Wanting info on where to access more info/take survey, make comments, etc.

Access to Independence Takeaways

- Concerns about the distance of bus stops for people in wheelchairs, or in general, people with disabilities.
- The benefits of a less confusing and more frequent bus system will be helpful- especially for those with cognitive disabilities.
- The importance of frequency.
- The positive impact of BRT.
- Transfer Points feel unsafe and difficult to understand.

Madison Area Bus Advocates (MABA) Takeaways

- Making sure there is adequate lighting and shelters at stops.
- Wanting to better understand the goal of the redesign.
- Worry about the impact on fringe areas.
- Curiosity if a third alternative is possible.
- People lean towards Ridership vs Coverage.
- Wanting more analysis on how this will reduce cars on-road or vehicles per-household.
- More information on how it will integrate operationally for riders with the BRT,
- Some perceive these alternatives are a reduction of service and are not adequate replacements for the current service. They feel that overall, the percentage of Madison residents included is less in both alternatives than the current routes.
- Questions and concerns about service to outlying areas that lack it e.g, the north side of the lake near Waunakee and Deforest and how Hwy. 12 traffic needs transit alternative in Middleton.
- People are asking for clarification on how resources for the current bus system will be used for operating BRT.
- Questions and concerns about cost.

DMI Transportation Committee Takeaways

- Having to plan your trip is a negative for choice riders.
- Bus service to major employment areas, particularly far west side business parks, is important to meet TDMP requirements.

Northside Neighbors Takeaways

- Need to accelerate BRT on the north side.
- Better public outreach.
- Better, more direct service to the north side in general – Ridership.
- Ridership map should include Delaware Blvd.

Crawford, Marlborough, Nakoma Neighborhood Association (focus group) Takeaways

- Wanting Route 19 back.
- Proposed Route E is too circuitous.
- Comments about feeling like Allied, Dungeon Monroe, Marlborough, Nakoma, and Arbor Hills hoods seem forgotten.
- Avoid duplicative routes.
- Loved the idea of distributing transfers throughout the city and eliminating transfer points!
- Longer walks to bus stops may be difficult for seniors and people living with disabilities.
- Many comments about concerns in Nakoma and Seminole bus stop distance.
- Love the idea of a card/account-based fare system!
- Seminole Hwy. & Nakoma Rd. has no service on either scenario- both are major arteries.
- Route E is very different from Route 19 and makes the average walk to a stop longer and across busier traffic.
- Questions about how much of an increase during weekends and evenings there will be to get downtown vs present.
- Please increase accessible service and reduce the need to wait for a bus on the Beltline frontage road.
- A feeling that better coverage and shorter walk distance with a bit less frequent service are preferable to longer walks to more frequent service.
- How many people in the neighborhood now are still working remotely? There may be a perception that folks in Nakoma are still working remotely (and hence not needing to commute as much downtown), etc.
- A recommendation is that consideration be given to Seminole and Nakoma Roads to Monroe as a major artery.
- If major employers are requiring employees back, where parking is expensive and limited, buses need to serve.
- Concern about living within four miles of campus/hospital/downtown- “not having easy access is unacceptable.”
- Preference to a closer location than a more frequent service.

LaFollette Senior Leadership Classes

We met with three separate classes of LaFollette High-School seniors totaling 41 participants and asked the following questions:

1. What is most important to you regarding Madison Metro’s service?

2. What do you like about each alternative?
3. What would you change?

There were two big takeaways from the first question- **What is most important to you with regards to Madison Metro's service?**

- Making sure the bus system is accessible to those who want (Accessibility).
- Getting to your destination in a timely manner (Frequency).

Answers were grouped into five main categories, frequency, accessibility, coverage, transfer points, and misc. The two, clearly, most populated comment groups were in Accessibility (39.2%) and Frequency (19.51%). Underneath each group, important themes arose.

- Accessibility: Within accessibility, common comments were around making sure people who need it have access to Madison Metro, access to jobs through Madison Metro, and making it easier for those who are lower-income or disabled to take the bus.
- Frequency: Within this most people wanted to make sure their bus trip and the trips of others were as quick as possible and not have to wait a long time for the bus at a bus stop.

The second question focused on the ridership alternative- **What do you like about the alternatives?**

The biggest takeaways from this question were various aspects of frequency and efficiency. Most of the comments could be divided up into wait time (12.82%), frequency (23.08%), and Miscellaneous (33%). Within all of these, important themes arose

- Routes running more frequently.
- Being able to get to where people need to go quickly.
- General efficiency in wait and travel time.
- Being able to move more people across the city.

While there were some slight distinctions, be it seen through access, frequency, or something else, the efficiency of the ridership alternative was common among a large majority.

Some interesting themes stood out from the last question- **What would you change?**

Outside of various comments that would fall under miscellaneous (38.24%), more people would not change anything (26.47%) about the ridership alternative. Some of the miscellaneous categorized comments should be noted including a handful focused on wanting to expand access to neighboring towns within the Madison area. Though State preemption makes it difficult for regional planning, it continues to be a noble idea to pursue.