

2010-2014
City of Fitchburg Transit Plan
April 13, 2010



Adopted May 25, 2010 by Resolution R-36-10

Department of Public Works
City of Fitchburg
5520 Lacy Road
Fitchburg, Wisconsin 53711

Introduction

The City of Fitchburg has a strong interest in providing a choice to all residents of Fitchburg as to how they travel within, throughout, and beyond the City of Fitchburg. This includes biking, walking, driving, or using public transportation. This interest is exemplified by the signing of the U.S. Conference of Mayors Climate Protection Agreement and the overall vision of the City of Fitchburg Comprehensive Plan to promote sustainable and regenerative growth. Investing in public transportation provides an opportunity to reduce fuel consumption (with a reduction in single-occupancy vehicles), thereby reducing the carbon-footprint of the City.

There are several advantages for preparing a transit plan for the City of Fitchburg. The first advantage is to develop a vision for the level of transit service that should be provided in Fitchburg. The second advantage is to allow the City to be better prepared for implementing improvements to the system. Changes to the contracted bus transit service can be a lengthy process including time for staff planning, public input, and route implementation. The third advantage is that a plan allows the City to be better prepared during the development of its Capital Improvement Plan (CIP) and budget. By having a vision and a plan for recommended transit improvements, the CIP and budget can be prepared with the appropriate funding to accommodate those service improvements. Lastly, new legislation has authorized the creation of the Dane County Regional Transit Authority (RTA), which will include all municipal jurisdictions that are located within the boundary of the existing Madison Area Metropolitan Planning Organization. An adopted Transit Plan will be a useful tool to the newly-formed RTA Board when they begin to consider the local and regional transit needs of the Dane County area.

This transit plan is prepared in three sections. Section 1 focuses on the existing conditions of the transit service in Fitchburg. This includes a brief overview of the existing bus transit routes, the existing land use, planned growth throughout the City, and the results of the December 2008 Transit Survey. Section 2 identifies the transit-related goals, objectives, and policies that are included in the City of Fitchburg Comprehensive Plan. These policies provide the backbone for many of the recommended improvements. Section 3 outlines the general transit goals of this plan, the specific improvements that are recommended over the next five years, and some mid and long term recommendations that reach beyond this 5-year time frame. These recommendations are based on filling in the gaps where transit service is not readily available, addressing the trends noted from the 2008 survey, and planning for the future transit improvements that will be necessary to accommodate the planned growth areas as they develop.

Section 1 – Existing Conditions

Existing Transit Service

The City of Fitchburg contracts with Madison Metro Transit to provide bus transit service in select areas of the City. Map 1, Madison Metro Fitchburg Bus Service Map, illustrates the various routes that operate through Fitchburg along with the frequency of service that is associated with each route. As identified on the map, the areas served with the highest level of transit service include (from east to west):

- Properties located along/near Rimrock Road,
- Hasz subdivision (Greenway Cross, Coho Street)
- Hatchery Hill subdivision,
- Belmar subdivision,
- Jamestown subdivision, and
- The NW part of the Orchard Pointe subdivision (SuperTarget).

These areas, which are served with the highest level of transit service, are focused on transit service into Madison. This makes sense considering the commuting patterns that are present in Fitchburg. But there is a lack of transit service to connect areas within and throughout Fitchburg. For example, a resident of Jamestown has to travel through 2 transfer points (West Transfer Point and South Transfer Point), and would experience a one-hour trip, one-way, to get to City Hall. Additionally, this scenario is limited to peak-hour service only. This means that the residents of Jamestown would only be able to get to City Hall between the hours of 6-9 am and 3-6 pm.

Generally speaking, the transit service that operates on or south of McKee Road is very limited with service being provided only on weekends or peak hour only on weekdays. There is also a lack of east-west transit service available through the city.

Land Use

Land use is one of many factors used to determine when, where, and how frequently transit services should be provided to various parts of the city. Maps 2 and 3 illustrate the existing and future land use, as identified in the City of Fitchburg Comprehensive Plan. Map 4 provides a combined map to illustrate the existing transit routes with the Future Land Use mapping. It also identifies the locations of high-density residential areas and the top employers within Fitchburg.

Map 4 also indentifies a ¼-mile radius buffer around the existing bus stops that include all-day, every-day transit service as well as a ¾ mile paratransit boundary. A ¼-mile is considered a reasonable walking distance to access the transit service. The ¼ mile buffer does not take into account the walking path of those trying to reach the bus stop, so the boundary likely includes a larger area than what the actual ¼ mile walking distance would represent.

Planned Growth

Planned growth is another factor to consider when looking at improvements to the transit system. Map 5, Future Urban Growth Area Neighborhoods, illustrates the long-term growth boundary that the City has adopted for any further development in the City. The majority of the future development areas stretches along the eastern rail corridor within the City, but also with southern extensions of both the Fitchburg Commerce Park and Fitchburg Technology Campus. The intent for this future growth is to focus on the conservation of resources, the protection and even enhancement of natural resources, and promoting sustainable development. These concepts are further elaborated by the introduction statement of the Goals, Objectives, and Policies of the Land Use element which states the following:

- The land use challenge for Fitchburg will be to maintain the coexistence of the urban and rural areas, to create attractive highly intensive transit oriented neighborhoods and to improve the quality of older areas through maintenance and redevelopment while maintaining the natural resources and high quality farmland that represents the history of the City.

It will be important for the City to plan for high-quality transit service to serve these future neighborhoods that are projected to include high density development.

2008 Transit Survey

In December 2008, the City of Fitchburg conducted a city-wide transit survey to determine the transit needs and wants of Fitchburg residents, businesses, and employees. A report was prepared to summarize the results of the survey and is included as Appendix 1 to this plan.

Overall, 71% of the total respondents were supportive of the city continuing to provide transit services to residents. Many of these people do not currently use the bus, but indicated that they would use it if the service was made available and/or more convenient to use. The overwhelming majority of respondents, approximately 50%, identified downtown Madison or UW Campus as their primary destination. The next highest category, ~ 24%, identified locations within the City of Fitchburg.

Some of the most useful information from the survey can be gathered from the specific comments that people provided. The majority of the comments can be grouped into 5 categories including:

- Specific route comments (39 comments),
- Travel time on the bus (16 comments),
- Transferring buses and/or transfer points (12 comments),
- Rail/train transit service (10 comments),
- Comments from those who do not support bus transit or any expansions thereof (10 comments).

The most frequently requested corridor for added service was McKee Road. The existing land use along McKee Road does not lend itself to effective transit service. However, service on McKee Road would provide an east-west transit corridor to connect the west side of the City to the “civic center” (City Hall, Municipal Court, Community Center, Senior Center, future library) and destinations located on or near the McKee Road corridor.

Besides requests for specific routes, the two most prevalent comments were related to travel time on the bus and safety concerns for using the bus. More specifically, people commented that the bus takes too much time compared to driving their own vehicle. Several individuals commented that they have investigated the option of taking the bus to work but decided against it because it took too much time (60+ minutes one-way) and would require at least one transfer.

All 12 comments regarding transferring buses suggested concerns with safety at the South Transfer Point (STP). All of the comments requested direct/express service to the downtown area to avoid going through that transfer point. Several folks indicated that they don't use the bus at all because they don't feel safe having to get off the bus or wait at the STP.

If the City wants to attract more riders to the transit service that is provided in Fitchburg, it will be necessary to improve travel time on the bus to be more competitive with the automobile. It will also be necessary to address the safety concerns that are present, or perhaps perceived, at the existing transfer locations.

Section 2 – City of Fitchburg Comprehensive Plan

To further guide the development of a 5-year transit plan, it is important to consider and comply with the transit-related goals, objectives, and policies that are included in the City of Fitchburg Comprehensive Plan. Outlined below are the transit-related goals, objectives, and policies that are included in the Transportation Element of the City of Fitchburg Comprehensive Plan.

Goals, Objectives, and Policies of the Transportation Element

Goal 1: Develop and maintain a coordinated land use and transportation system

Objective 1: Develop and maintain a coordinated land use and transportation system.

- Policy 2: Encourage Transit Oriented Developments (TOD's) that include a train station and intermodal transfer points as the prominent feature of town centers with high-density, high-quality development within a 10 minute walk circle surrounding the train station and all qualities of a Traditional Neighborhood Design as described in Policy 1 (above).

Goal 2: Provide a safe and efficient transportation system that allows for the convenient movement of people and goods

Objective 3: Maximize the use of the existing transportation investments.

- Policy 4: Encourage developers to develop in ways to reduce single occupancy vehicle trips (transit, bike parking, showers, etc.)
- Policy 5: Encourage freight and passenger use of the Fitchburg-Oregon rail line to maximize the rail upgrades and investments of the line.

Goal 3: Develop and maintain a multi-modal transportation system that reduces automobile dependency and increases transportation choice

Objective 4: Promote an efficient and reliable transit system that offers convenient alternatives to private vehicle travel.

- Policy 1: Continue to work with Madison Metro Transit (Metro), or its successor, to develop more efficient bus service and increase ridership.
- Policy 2: Where demand exists, improve existing bus stop conditions with the addition of amenities such as bus shelters, trash receptacles, sidewalks, and accessible concrete bus pads.
- Policy 3: Annually develop a 5-yr transit improvement plan that designates and maps potential future bus routes and transfer points.
- Policy 4: Preserve, where feasible, rail corridors in Fitchburg, in coordination with neighboring communities, for future transportation needs including rail.
- Policy 5: To coordinate potential rail with existing and future transit routes.
- Policy 6: Support the development of a regional transit authority to plan and implement opportunities for regional transit service.
- Policy 7: Identify and promote paratransit services to meet the needs of the elderly and persons with disabilities.
- Policy 8: Provide transportation options which will be available to the seniors of the City in the most cost effective manner.
- Policy 9: Examine dedicated bus ways if rail-based options are not fully feasible.

Objective 6: To initiate passenger rail-based service along the Fitchburg-Oregon rail line.

- Policy 1: Promote and support the Transport 2020 initiative and the extension of a start-up system to provide commuter rail service to the City of Fitchburg along the Fitchburg-Oregon rail line.
- Policy 2: Adopt and implement transit-oriented developments to support rail-based passenger transit along the Fitchburg-Oregon rail corridor.
- Policy 3: Coordinate transit stops within a reasonable distance to maximize the convenience of the service.

Section 3 – Recommended Transit Improvements

This section provides (1) an overview of the general goals of this transit plan, (2) a list of specific recommendations for the next five years, and (3) a broader vision for transit service in Fitchburg including mid-term and long-term transit recommendations.

Map 6, Future Transit Service Map, illustrates transit recommendations in all of these time frames; specific, mid, and long-term. Map 6 is conceptual and is not intended to illustrate specific roads or directions of service for the proposed route concepts. It is intended to illustrate where and how transit service would function, city-wide, in Fitchburg.

General Transit Goals for 2010-2014

The recommendations in this transit plan are primarily based on the following general goals:

- Reduce single-occupancy vehicle miles traveled (VMT) within and through Fitchburg.
- Provide multiple transportation options.

- Provide mobility to those who don't drive.
- Improve intra-City-of-Fitchburg transit service.
- Provide strong connections between the transit system and other modes, including bicyclists, pedestrians, and motorists.

These general goals support Goal 3, Objective 4 of the Comprehensive Plan's Transportation Element:

Goal 3: Develop and maintain a multi-modal transportation system that reduces automobile dependency and increases transportation choice

Objective 4: Promote an efficient and reliable transit system that offers convenient alternatives to private vehicle travel.

To reduce single-occupancy VMT in Fitchburg, the City needs to ensure that the transit service that is provided is convenient, comfortable, direct, and safe. To make the transit service more convenient, the City should recognize the various modes that are used to access the transit system. Depending on their situation, some transit users will walk to the nearest bus stop, some will ride bikes, and others will drive to the nearest bus stop or transit connection point. Each of these users should be accommodated by the transit system, as illustrated by these examples. To accommodate bicyclists, new transit vehicles should be equipped with bike racks or allow bikes to be on-board with the passengers. Additionally, the City should encourage the development of bus and bike or rail and bike lots that would allow someone to store their bike at the bus or rail station and complete their trip by biking to their final destination. For pedestrians, the City should implement the recommendations of its 2008 Bicycle and Pedestrian Plan and complete a continuous pedestrian transportation network that includes transit stops. For motorists, the City should consider on- or off-street parking needs at bus stops or transit connection points.

To encourage more people to use the transit system, and thus reduce VMT, the City should work to improve directness of existing routes to make them more attractive to choice riders. More direct routes reduce travel time for all transit users, making transit more competitive with the automobile.

To the extent possible, the City should make transit service available in new neighborhoods at the time of first occupation. Lifestyle decisions are made when selecting the location and features of a home or when looking for work. Some people are making a decision for where they live or work based on the availability of transit to meet some, or all, of their transportation needs.

The complexity with that goal, however, is that the cost of transit service in new neighborhoods combined with low initial utilization makes early service cost-prohibitive. There is no guaranty that people will use the provided transit service, or how quickly the new neighborhood will become occupied to take advantage of that transit service. However, Fitchburg should market plans for future transit service and should provide transit service as early as possible to these new neighborhoods to facilitate a lifestyle that will utilize transit as an integral transportation option.

Specific Transit Recommendations for 2010-2014

The following specific transit improvements are recommended over the next five years. They fall into three basic categories: route improvements, policy development by staff, and on-going transit coordination and planning. In each category, the recommendations are listed in order of priority.

Route Improvements

1. Add a Fitchburg Multi-Modal Connection Point (MCP) in Hatchery Hill to:
 - improve directness of service and reduce travel time to the campus/isthmus area,
 - allow for the future expansion of transit service further south into Fitchburg, and
 - allow for the future expansion of peripheral routes in Fitchburg to connect residential areas to the MCP.
2. Serve the civic center along the Fish Hatchery Road corridor, and connecting with the rest of the Metro Transit System, to meet the needs of the users within the civic center at the time of the opening of the library (currently projected to be June 2011) or as soon thereafter as possible.
3. Develop an east-west bus route to connect the east and west sides of the city to the existing transit service along the Fish Hatchery Road corridor.

Policy Development by Staff

1. Develop a snow-removal ordinance specific to bus stops.
2. Develop criteria to determine and prioritize bus stop amenities (concrete boarding pad, sidewalks, shelter, trash receptacle, etc.).
3. Develop minimum standards, or criteria, for the multi-modal connection points in Fitchburg (concrete boarding pad, shelter, sidewalks, bike racks, parking, security measures, etc.)
4. Establish a framework or design standards for transit route efficiency to be incorporated into new neighborhood designs.

On-going Transit Coordination and Planning

1. Coordinate with the Dane County Regional Transit Authority (RTA) to ensure consistency in local and regional transit planning efforts.
2. Encourage the City of Madison to improve security at the South and West Transfer Points
3. Coordinate transit service to the four new neighborhoods that are planned to include traditional neighborhood design, transit-oriented development, and transit-ready densities (in order of probable development: Southdale, Green Tech Village, McGaw, Northeast Neighborhood).
 - Designate transit corridors/routes to serve those neighborhoods.
 - Utilize the railroad corridor for high quality, high capacity transit services (rail or bus rapid transit, BRT).
 - Consider the placement of park and ride, or park and bike, lots within these neighborhoods to be integrated with the proposed transit service.

Mid Term Transit Recommendations

1. Complete a feasibility study of the Fitchburg-Oregon rail line, in cooperation with neighboring communities, for the potential of establishing high capacity transit and the integration of this corridor with regional transit plans (e.g., Transport 2020).
2. Investigate a flexible, convenient, demand-responsive, shared-ride taxi program for destinations within Fitchburg (Star Cinema, McKee Farms Park, Farmer's Market, civic center, etc.) to:
 - Reduce VMT,
 - Expand the service area in Fitchburg,
 - Provide a new transportation option for residents, and
 - Improve transportation options for the elderly, disabled, and youth riders.
3. Study/evaluate a premium, express transit service (e.g., BRT) on Fish Hatchery Road.
4. Develop park and ride lots in Fitchburg that are served by express bus service. The appropriate location for park and ride lots should be further evaluated.
 - A potential site within the urban service district has been identified at the weigh station located on USH 18/151.
 - Park and ride lots should also be located south of the urban service area to capture commuters who would otherwise drive single occupancy vehicles (SOV's) through Fitchburg, yet not impact the ridership of future neighborhood feeder bus routes. Example locations: CTH B at east edge of the City, CTH D at south edge of the City, Whalen Rd east of Verona Rd in the Town of Verona.
 - Park and ride, or park and bike, lots should also be considered in new developments and neighborhoods that are planned to include high levels of transit service.
5. Expand bus service to ensure that bus stops are located within a quarter-mile walk of areas of high employment (e.g., Hatchery Hill). Provide runs to meet the shift times or working hours of the employees.
6. Expand bus service to ensure that bus stops are located within a quarter-mile walk of all units in high density residential parcels.

Long Term Transit Recommendations

1. Develop Multi-modal Connection Points (MCP) in the northwest, northcentral, and east parts of Fitchburg that would operate direct transit service to downtown Madison and the UW campus as well as peripheral routes to the adjacent neighborhoods. Transit would also operate between the MCP locations to connect residents to all parts of the city. The location of the MCPs should be equidistant from each other and should be located to accommodate 30 minute headways between each other and 15 minute headways for residential service to the connection point. The MCPs along the rail corridor should be located to provide convenient bicycle and pedestrian access to the future commuter rail service.
2. Invest in commuter rail along the eastern rail line. Develop MCPs in McGaw, Greentech Village, Southdale, Greenfield, and Southeast neighborhoods and encourage the development of an MCP in the Village of Oregon. Alternately,

BRT may be utilized in the interim and may be operated within this corridor or on an alternate parallel route utilizing the street network.

Conclusion

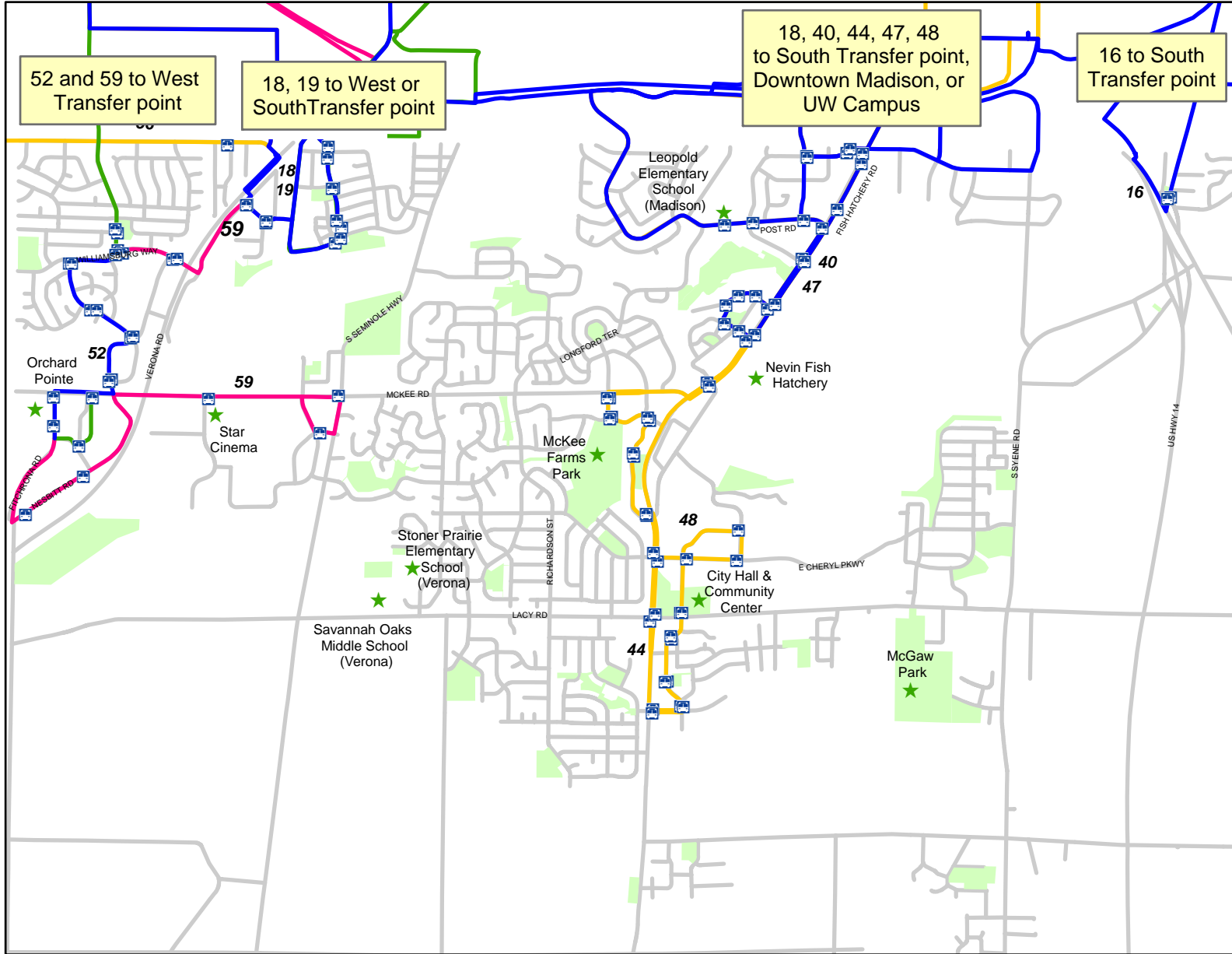
The implementation of this plan, and associated annual updates, will create a strong public transportation system. It is a key component towards implementing the Transportation Element of the City's Comprehensive Plan and a key element towards fulfilling the objectives of the U.S. Conference of Mayors Climate Protection Agreement. A strong public transportation system will promote sustainable and regenerative growth and provide an opportunity to reduce fuel consumption; thereby reducing the carbon-footprint of the City. By developing a vision for transit service in Fitchburg, the City will be better prepared to prioritize and implement transit service improvements. Along with the Bicycle and Pedestrian Plan and plans for the street and road network, future updates to Fitchburg's transit system will insure that residents and visitors will have safe, efficient, and cost-effective transportation options that meet their changing needs.

Maps

- Map 1 – Madison Metro Fitchburg Bus Service Map
- Map 2 – 2007 Existing Land Use Map
- Map 3 – Future Land Use Map
- Map 4 – Existing Transit Service with Land Use
- Map 5 – Future Urban Growth Area Neighborhoods
- Map 6 – Future Transit Service Map

Map 1 MADISON METRO FITCHBURG BUS SERVICE MAP

EFFECTIVE AUGUST 23, 2009



Frequency, Service Days

- All Day, Everyday
- All Day, Weekday
- Peak Only, Weekday
- All Day, Weekend

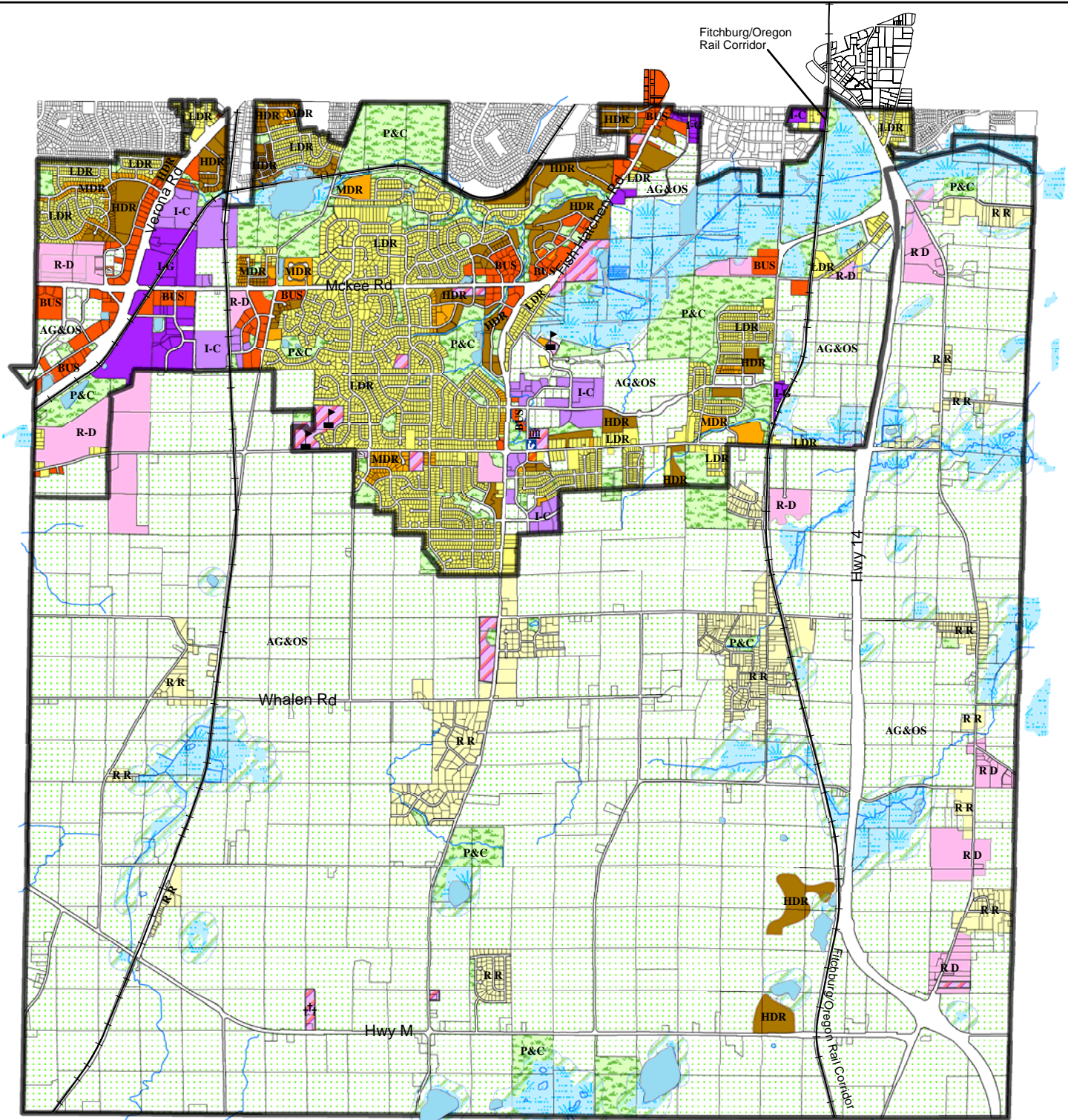
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- FITCHBURG PARKS AND RECREATION AREAS
- ROADS
- BUS STOPS
- 47** ROUTE



Map 2

2007 EXISTING LAND USE MAP



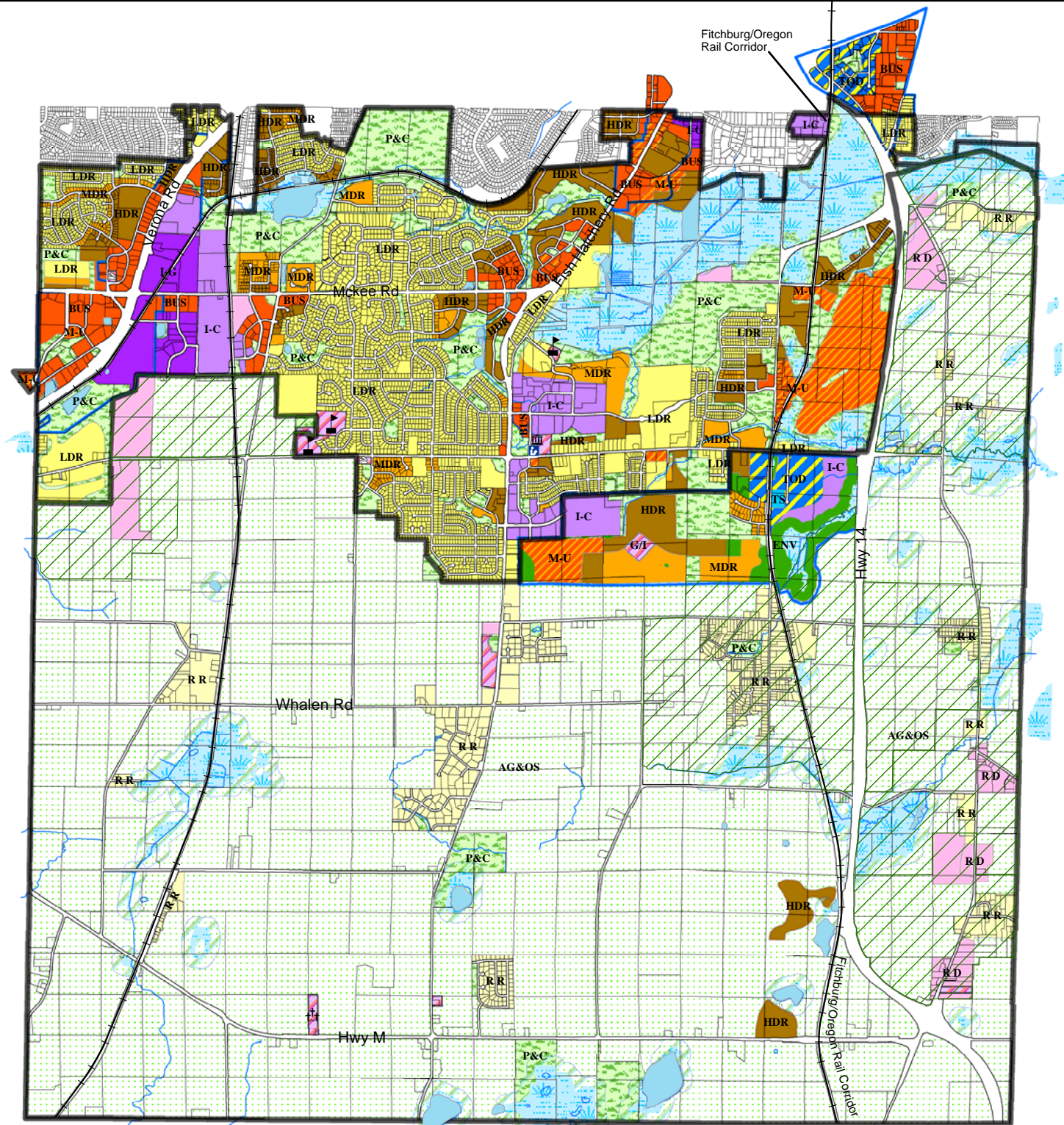
P&C - PARK & CONSERVANCY	I-G - INDUSTRIAL-GENERAL	PARCELS	FIRE STATION
R-R - RURAL RESIDENTIAL	I-C - INDUSTRIAL-COMMERCIAL	STREAMS	LIBRARY
LDR - LOW DENSITY RESIDENTIAL	BUS - BUSINESS	CITY HALL	CEMETERY
MDR - MEDIUM DENSITY RESIDENTIAL	R-D - RURAL DEVELOPMENT	SCHOOL	
HDR - HIGH DENSITY RESIDENTIAL	AG&OS - AGRICULTURE & OPEN SPACE		
M-U - MIXED-USE	OPEN WATER		
G / I - GOVERNMENT / INSTITUTIONAL	WETLANDS W/ 300 FT BUFFER		

PREPARED BY: PLANNING/ZONING
 SOURCE: PLANNING/ZONING
 REVISED: 1/2010



Map 3

FUTURE LAND USE PLAN MAP

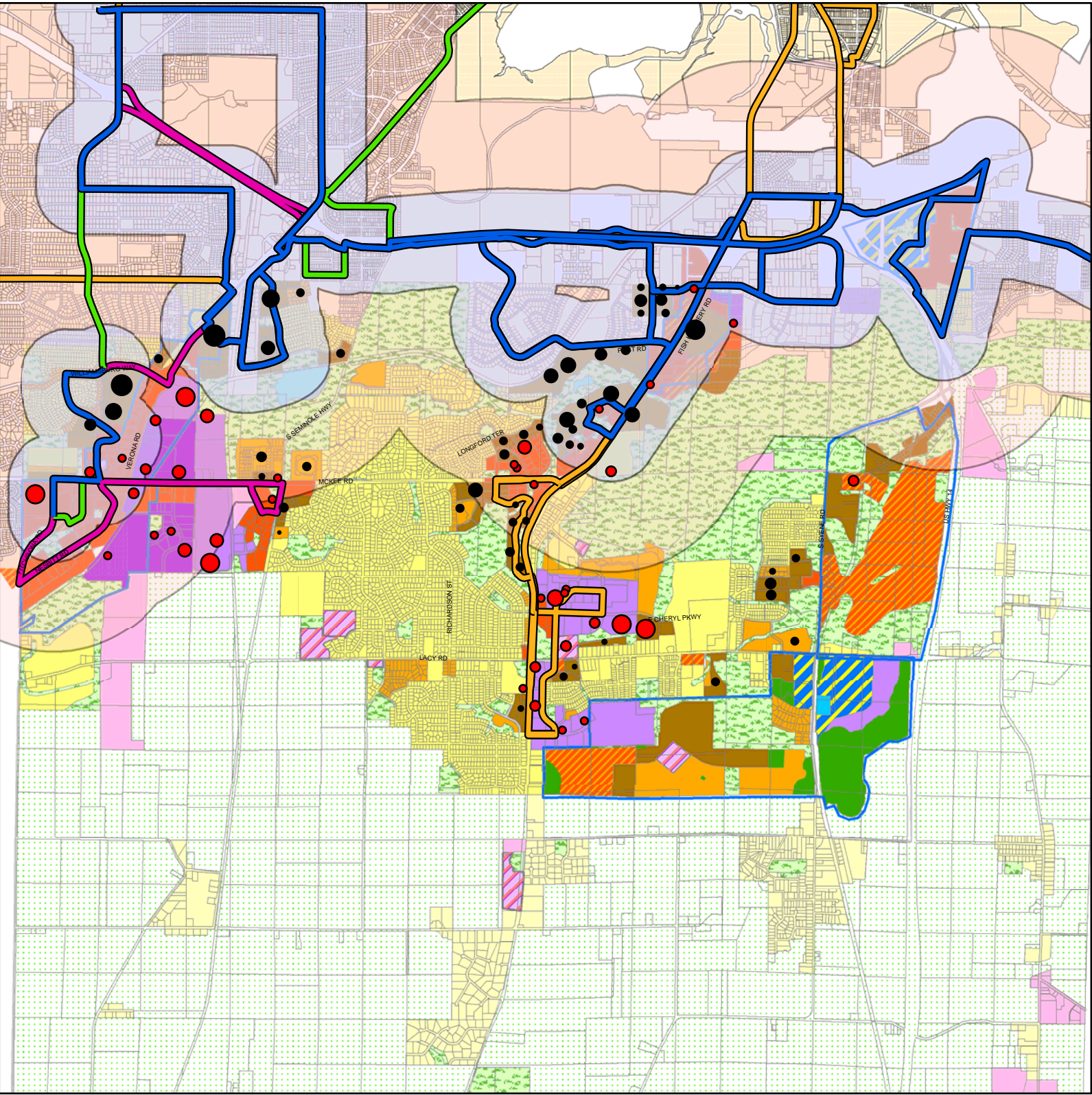


P&C - PARK & CONSERVANCY	ENV - ENVIRONMENTAL	PARCELS	FIRE STATION	CITY HALL
R-R - RURAL RESIDENTIAL	TS - TRANSIT STATION	OPEN WATER	CEMETERY	SCHOOL
LDR - LOW DENSITY RESIDENTIAL	I-G - INDUSTRIAL-GENERAL	STREAMS	LIBRARY	
MDR - MEDIUM DENSITY RESIDENTIAL	I-C - INDUSTRIAL-COMMERCIAL	WETLANDS W/ 300 FT BUFFER		
HDR - HIGH DENSITY RESIDENTIAL	BUS - BUSINESS	AG&OS - AGRICULTURE & OPEN SPACE		
M-U - MIXED-USE	R-D - RURAL DEVELOPMENT	TOD - TRANSIT ORIENTED DEVELOPMENT		
G / I - GOVERNMENT / INSTITUTIONAL	COMPLETED STUDY AREAS	POTENTIAL NEIGHBORHOODS		









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 PLANNING/ZONING
 SOURCE:
 PLANNING/ZONING
 REVISED: 1/2010









Map 4

Existing Transit Service with Land Use



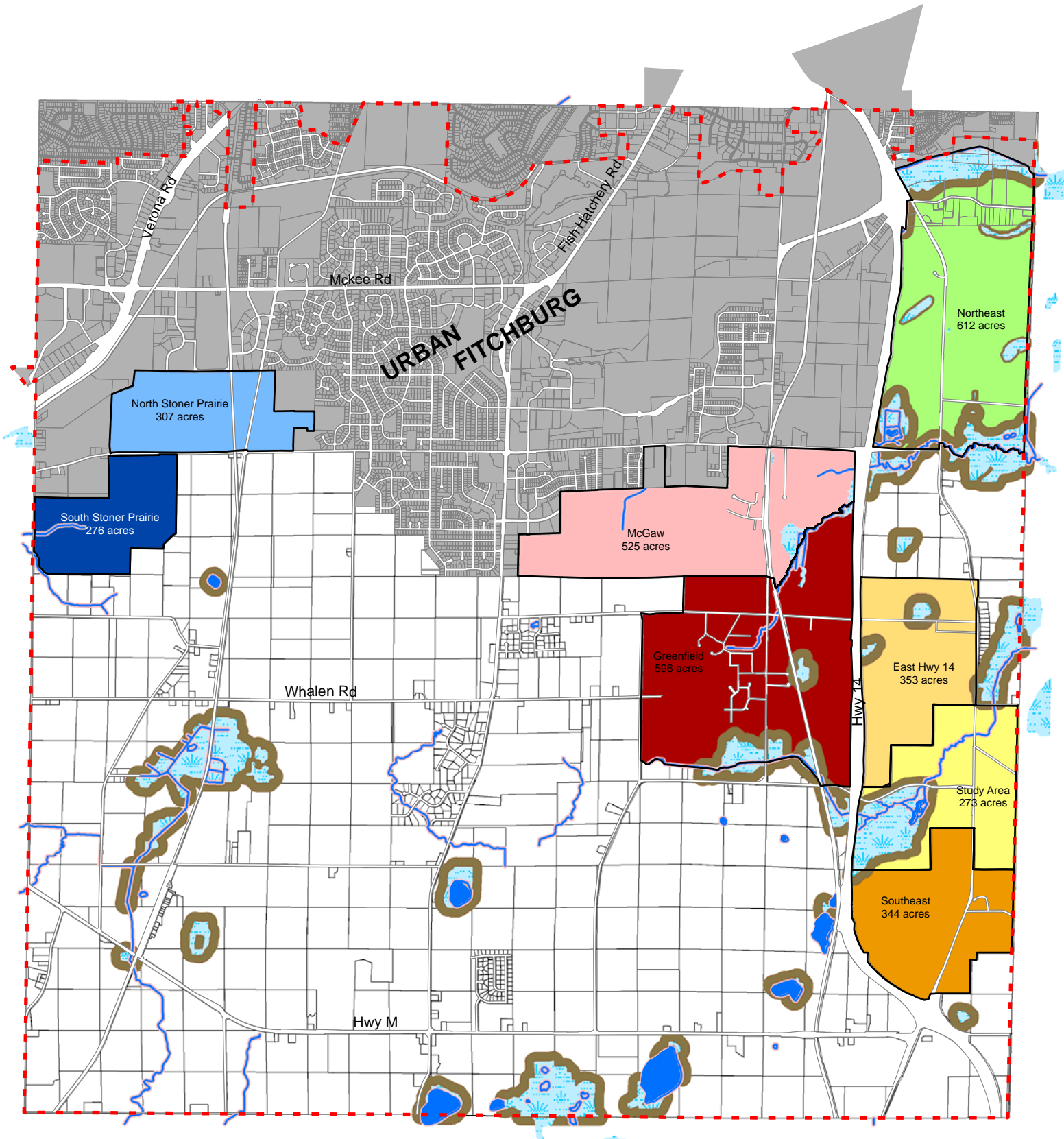
Legend








Bus Route Frequency	 1/4-mile Buffer All day, Everyday service
 All Day, Everyday	 3/4-mile Paratransit service
 All Day, Weekday	 Streets
 Peak Only, Weekday	 Parcels
 All Day, Weekend	 City of Madison

# Residential Units	# Employees
 10	 22 - 100
 25	 101 - 200
 50	 201 - 300
 75	 301 - 400
 100	 401 - 600

This map shows the land uses that are identified on the Future Land Use Plan Map (Map 3)

Map 5 FUTURE URBAN GROWTH AREA NEIGHBORHOODS



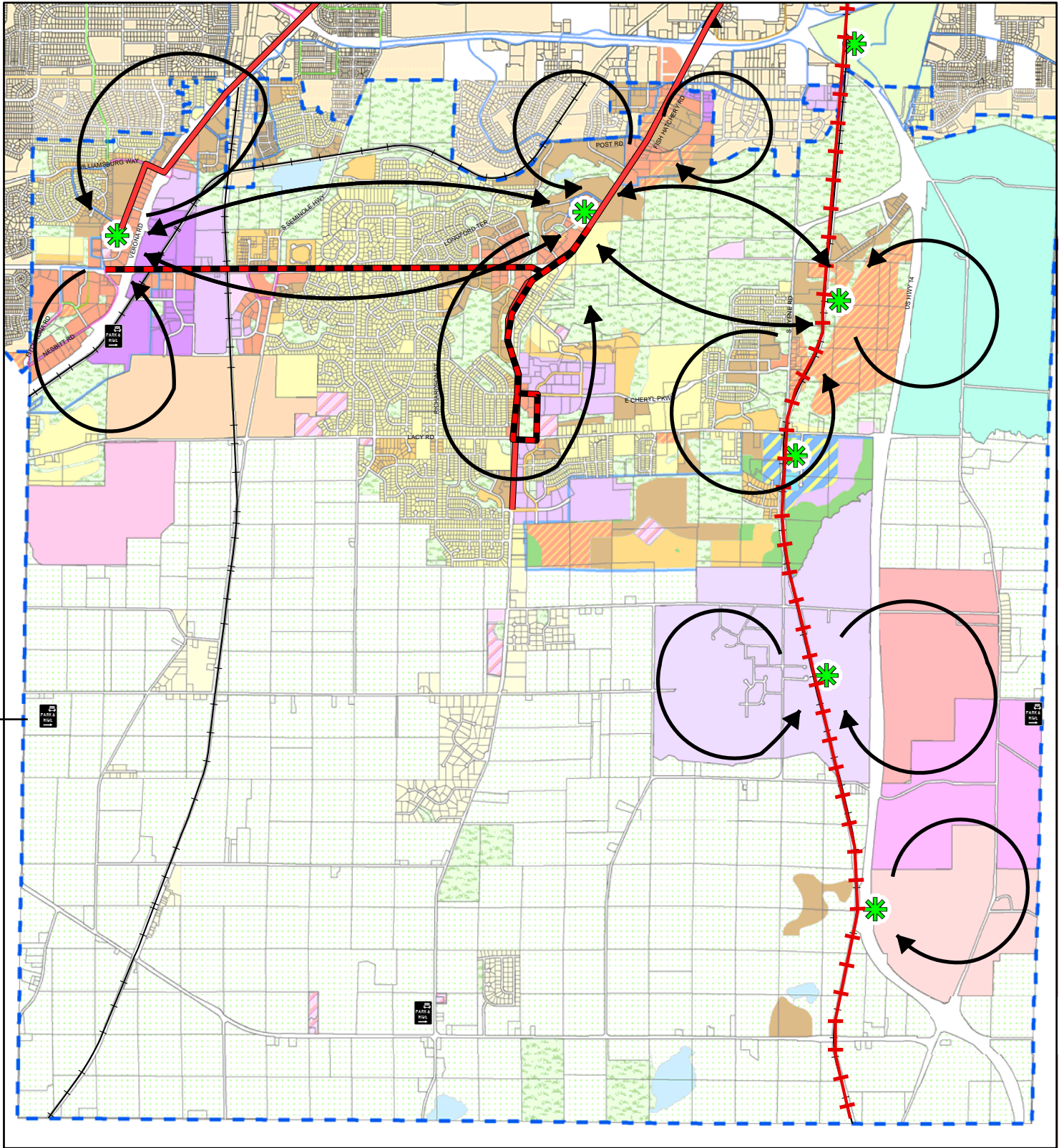
-  Wetlands
-  Streams
-  City Boundary
-  Wetland Buffer - 300'
-  Open Water
-  Parks
-  Water Buffer - 75'

Prepared by: Planning/Zoning
 Source: Planning/Zoning &
 Dane County LIO
 Revised: 2/2008



* Acreage is exclusive of mapped natural resources, buffers and parcels less than 5 acres.

Map 6 Future Transit Service Map



Legend

- - - Fitchburg City Limits
- - - Prop. Bus Service
- Prop. Express Transit
- + - + - Prop. Commuter Rail
- ✱ Proposed Multi-modal Connection Point
- PARK AND RIDE Potential Park and Rides
- ↻ Proposed Route Concepts



Prepared by:
City of Fitchburg
Public Works Department
February 23, 2010

This map shows the land uses that are identified on the Future Land Use Plan Map (Map 3) and the Future Urban Growth Areas (Map 5)

Appendix 1

December 2008

Bus Transit Survey Report

City of Fitchburg
December 2008
Bus Transit Survey Report



August 2009

DEPARTMENT OF PUBLIC WORKS

CITY OF FITCHBURG

5520 LACY ROAD

FITCHBURG, WISCONSIN 53711

Introduction

Transportation plays a major role in our lives, which is why the Transportation and Transit Commission (TTC) was interested in exploring ways to offer residents a choice in how they travel throughout the city. One of these choices is public transportation. Public transportation provides reliable transportation for the daily job commute and for residents of all ages and income levels. It also supports a reduction in fuel consumption and greenhouse gas emissions. For these reasons, TTC wanted to find ways to improve the public transportation services that are offered in Fitchburg. To do this, the City of Fitchburg conducted a city-wide transit survey in November and December of 2008. The goal of the survey was to determine the best way for Fitchburg to improve and/or expand the transit services that are offered.

The survey was included as an insert in the Winter 2008 Fitchburg Update, titled the “Special Transportation Issue” (Appendix A). The quarterly Update is sent to every household within the City with an estimated quantity of 12,300 for this publication. The update was mailed on November 7, 2008. The deadline for submitting a survey was December 19, 2008.

Besides being included in the 2008 Winter Update, the survey was available on-line on the City’s website. It was also sent, via e-mail, to the Chamber of Commerce Business e-mail listserve. Several marketing efforts were undertaken to publicize and encourage residents to complete the survey. The Winter Update included a special announcement on the front cover and an article was included to further advertise the survey opportunity. A notice was included in the Fitchburg Star as well as on the local FACT channel. A link to the survey was available on the Madison Metro Transit website as well as on the home page of the City of Fitchburg website.

Results

General Response Data

A total of 373 surveys were submitted. The majority of respondents (76%) do not already use the existing bus service that is offered by the City. Of those 76%, approximately 62% indicated that they would be interested in using bus service. Overall, 71% of the total respondents are either using or are interested in using bus service (Chart 1). Map 1 provides an overview of where people responded from. The response rate was relatively uniform throughout the residential areas within the urban district boundary. There were no readily identifiable “hot spots” or “dead spots” to note throughout the City.

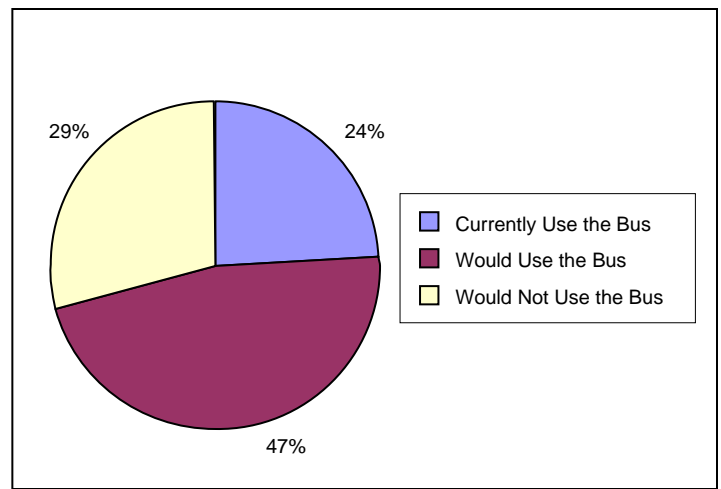


Chart 1: How many would use the bus?

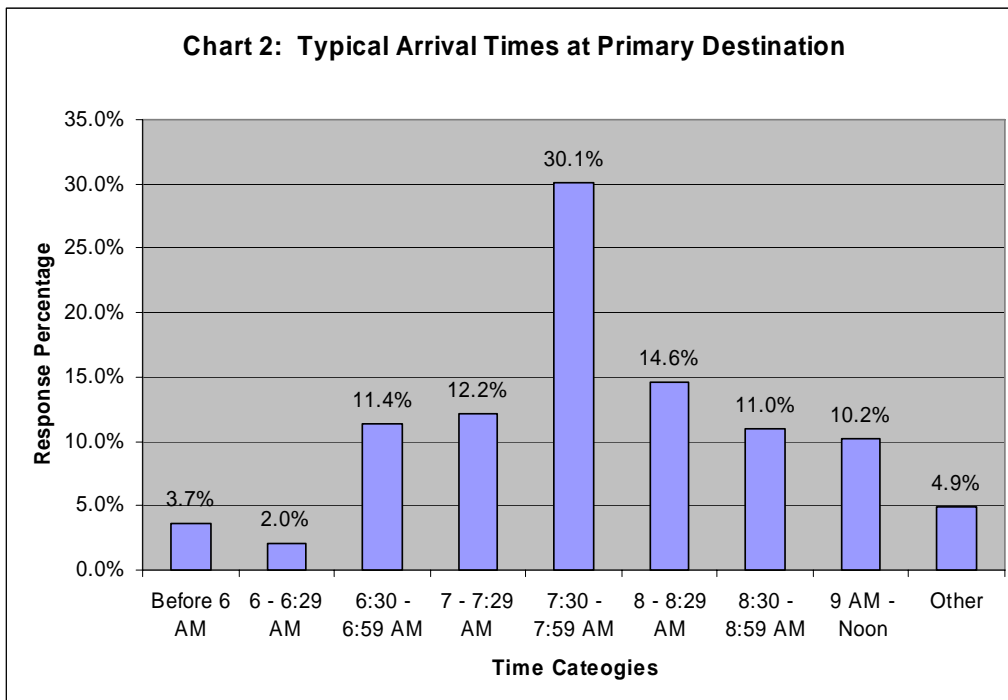
Destinations

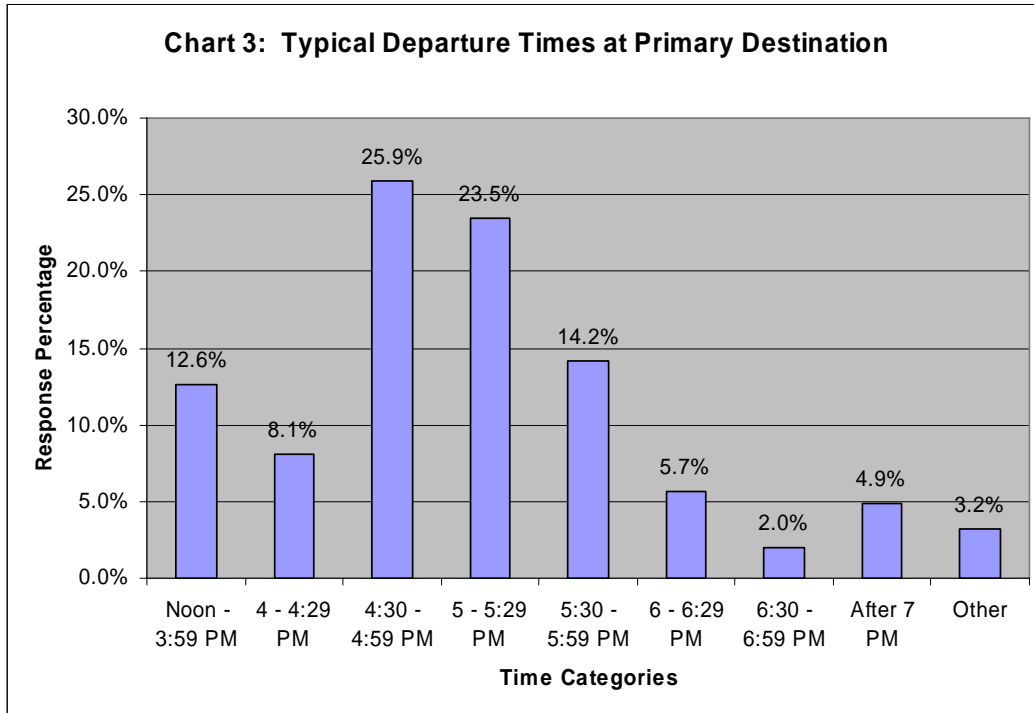
Approximately 50% of the total respondents identified downtown Madison or UW Campus as their primary destination. The next highest category, ~ 24%, identified locations within the City of Fitchburg as their primary destination. Maps 2 and 3 illustrate the origin and destination results for locations outside the City limits. These maps provide a good visual on the overall destination trends from the survey results. Map 4 identifies where people would like to travel within Fitchburg. Many of these responses came from people who live outside of Fitchburg including the cities of Madison, McFarland, Sauk City, Prairie du Sac, and Verona.

Level of Service

The survey asked respondents to identify which days of the week, the number of days each week, and the typical arrival and departure times that they would prefer for service to their preferred destination. The overwhelming response, ~ 97%, was to provide weekday service with ~ 50% requesting service for 4 or 5 days a week. Map 5 identifies the days of the week that were requested by the various respondents who live within the City of Fitchburg; Map 6 identifies the frequency of use (number of days each week); and Maps 7 and 8 identify the preferred arrival and departure times.

The arrival and departure times (Charts 2 and 3) follow the expectation of standard work hours with the greatest percentage (30%) requesting AM service to reach their preferred destination between the hours of 7:30 and 7:59 AM and to leave their primary destination between the hours of 4:30 and 5:29 PM (~50%). However, 10% of the respondents suggested the need for service to reach their primary destination between the hours of 9 AM and noon and 13% to leave their primary destination between the hours of noon and 4 PM. This information suggests that peak hour service would serve the greatest percentage of those who responded to this survey but would still lack in providing service to a relatively large group of potential users.





Comments

Some of the most useful information can be found in the specific comments that people provide on the survey. A total of 132 comments were provided by the 373 respondents. The majority of these comments can primarily be grouped into 5 categories including:

- Specific route comments (39 comments),
- Travel time on the bus (16 comments),
- Transferring buses and/or transfer points (12 comments),
- Rail/train transit service (10 comments),
- Comments from those who do not support bus transit or any expansions thereof (10 comments).

These comments have been summarized into tables based on those 5 categories and are included as an Appendix in this report.

Specific Route Comments

The primary corridors that were suggested for bus service include:

- McKee Road – 9 requests
- Fish Hatchery Road – 5 requests – more frequency on Route 44/48
- Access to City Hall/Farmer’s Market – 4 requests
- Syene Road (bus service to Swan Creek) – 4 requests
- Lacy Road – 3 requests
- Seminole Highway – 3 requests
- Osmundsen Road – 2 requests

Travel Time Comments

The majority of comments in this category suggested that taking the bus takes too much time compared to driving their own vehicle. Several individuals commented that they have investigated the option of taking the bus to work but decided against it because it took too much time (60+ minutes) and would require at least one transfer.

Transferring Buses and/or Transfer Points

All 12 comments that were provided in this category suggest concerns with safety at the South Transfer Point. All of the comments requested direct/express service to the downtown area to avoid going through that transfer point. Several folks indicated that they don't use the bus at all because they don't feel safe having to get off the bus or wait at the South Transfer Point.

Rail/Train transit service

Of the 10 comments that were provided, 9 were supportive of investigating commuter rail into the downtown Madison/campus area.

Comments from those who do not support bus transit expansion

Of the 10 comments, 7 suggest that there is no need to provide bus transit services at all. The remaining 3 comments were related to not using the existing transit service because of safety reasons or the bus not providing service to their primary destination.

Maps

Map 1	Response Map
Map 2	Destination Map
Map 3	Destination Map
Map 4	Fitchburg Destination Map
Map 5	Days of Travel Map
Map 6	Frequency of Use Map
Map 7	Arrival Times Map
Map 8	Departure Times Map



Map 1

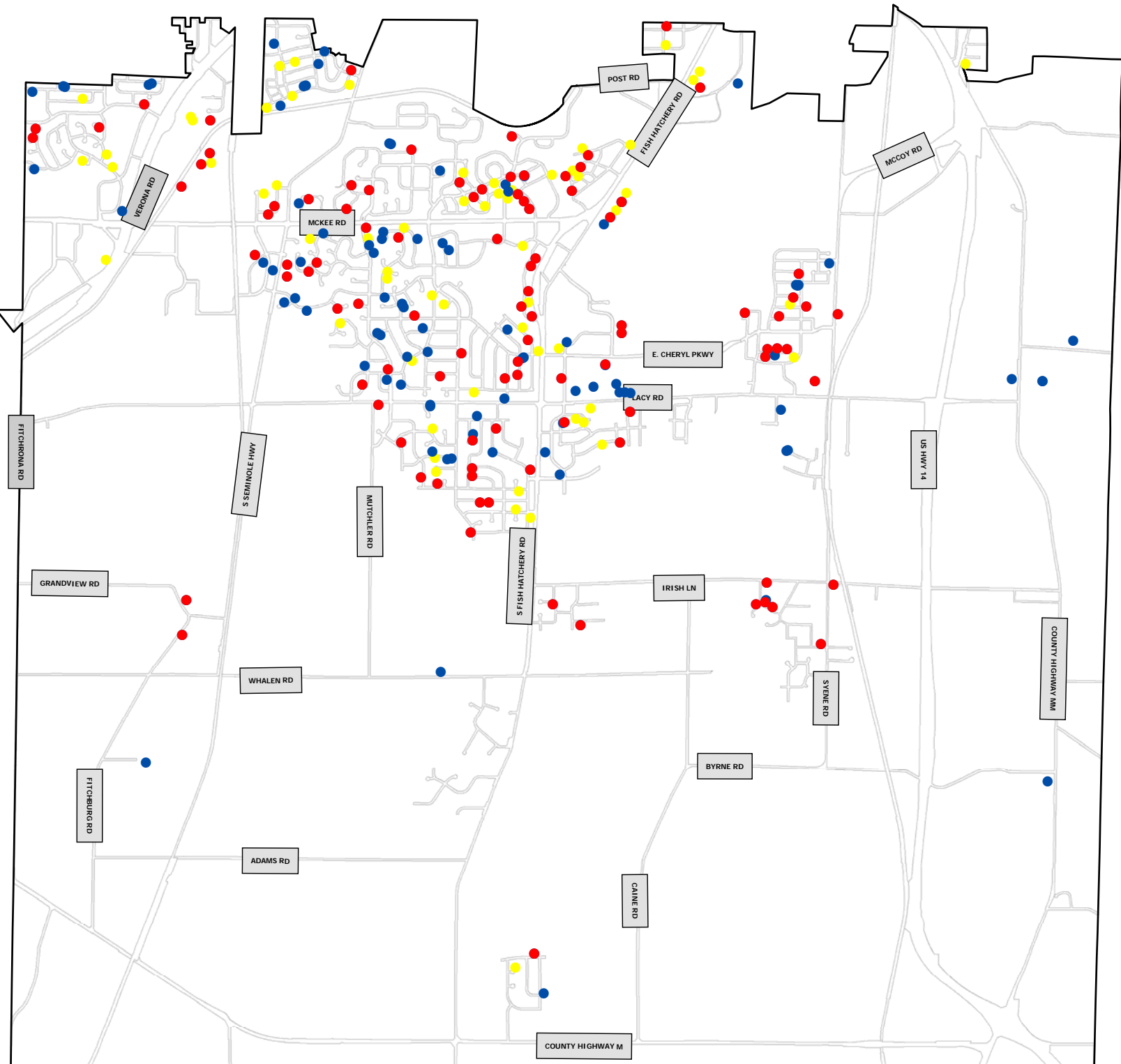
Response Map

December 2008 Transit Survey Results

Legend

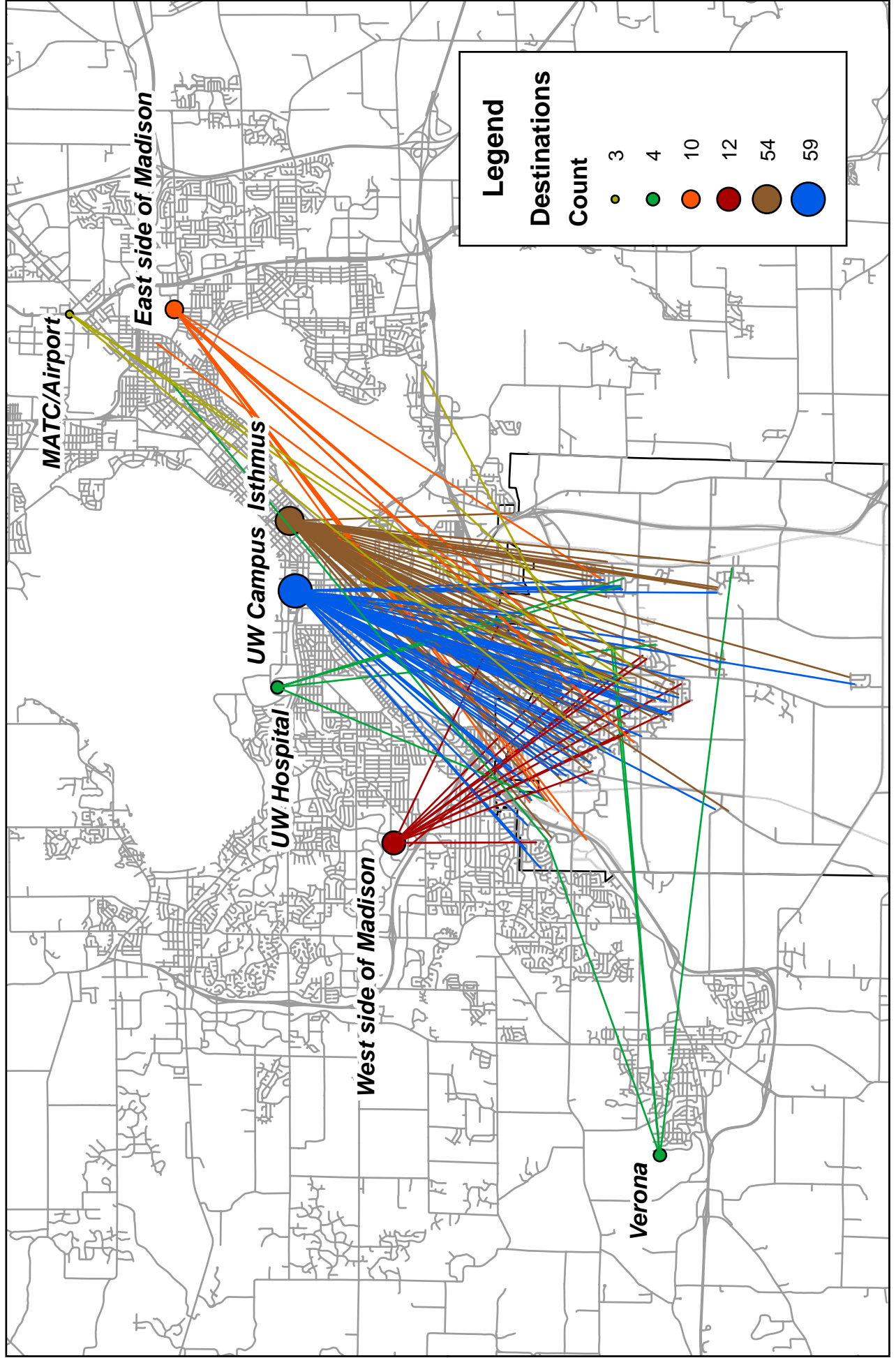
Do you use Bus Service?

- Yes
- No
- I would use Bus Service



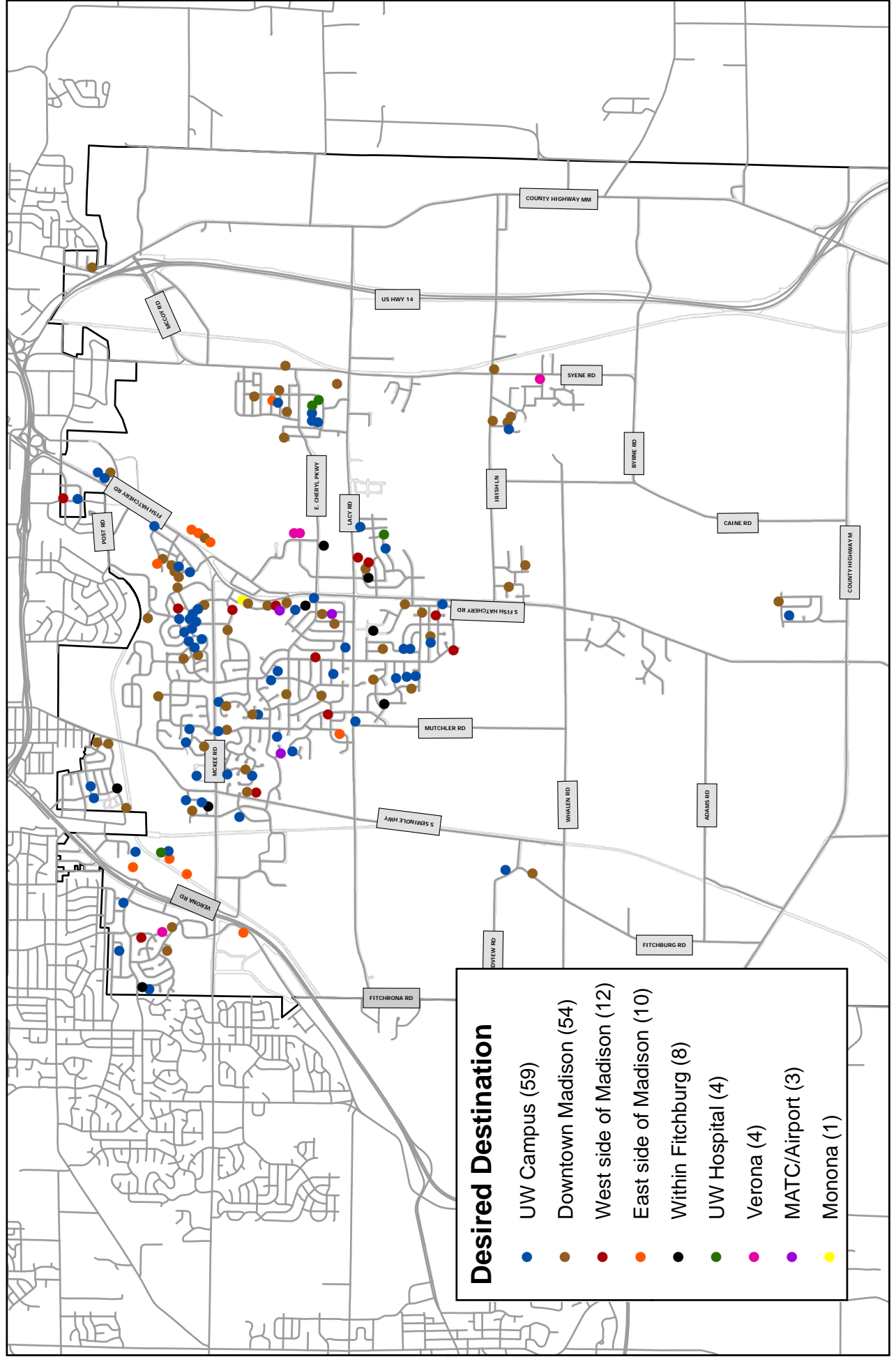


Map 2 Preferred Destinations December 2008 Transit Survey Results





Map 3 Fitchburg Transit Survey Results Origin/Destination Map

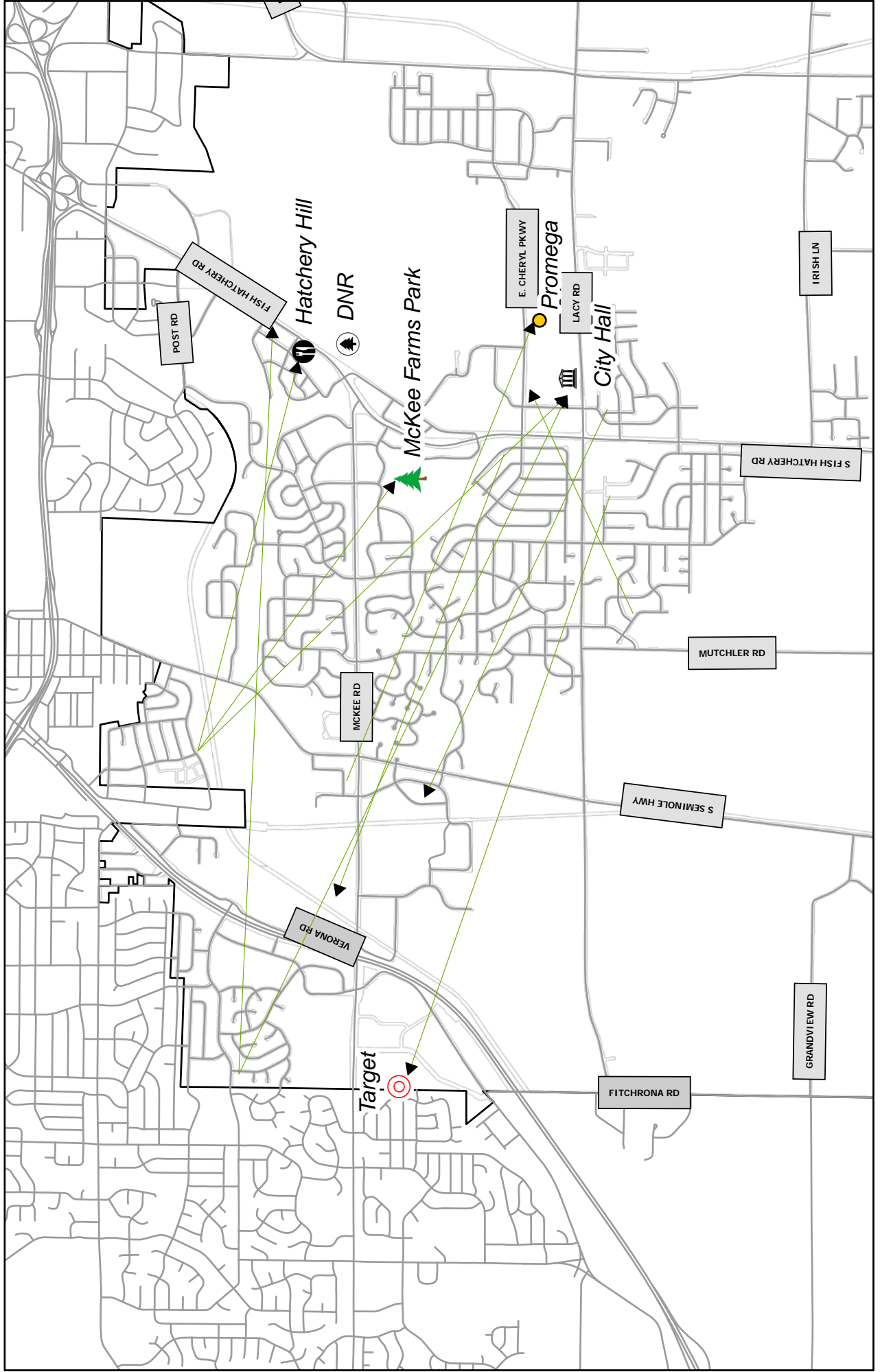


Desired Destination

- UW Campus (59)
- Downtown Madison (54)
- West side of Madison (12)
- East side of Madison (10)
- Within Fitchburg (8)
- UW Hospital (4)
- Verona (4)
- MATC/Airport (3)
- Monona (1)



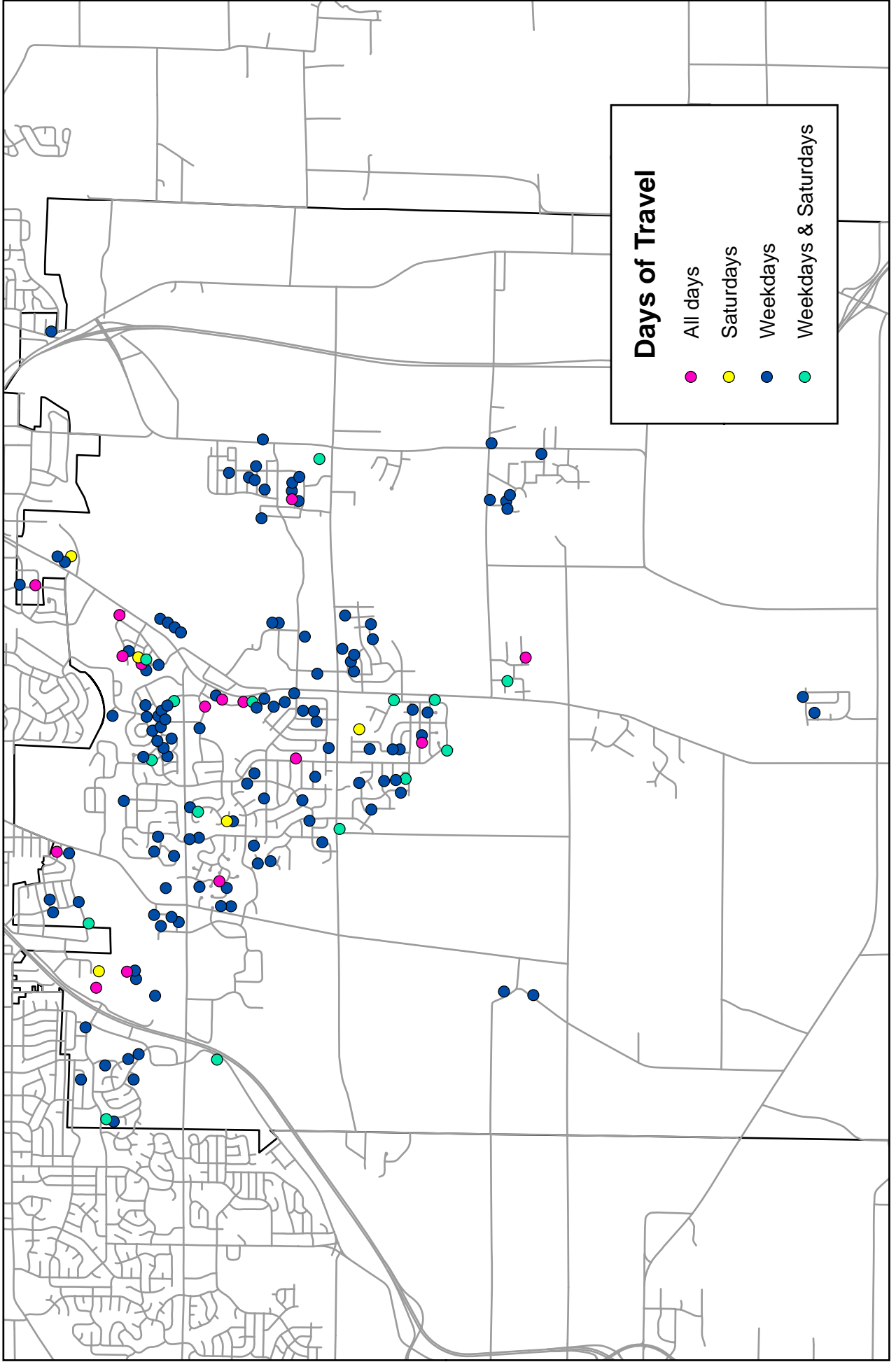
Map 4 Fitchburg Transit Survey Results Origins & Destinations Within Fitchburg





MAP 5

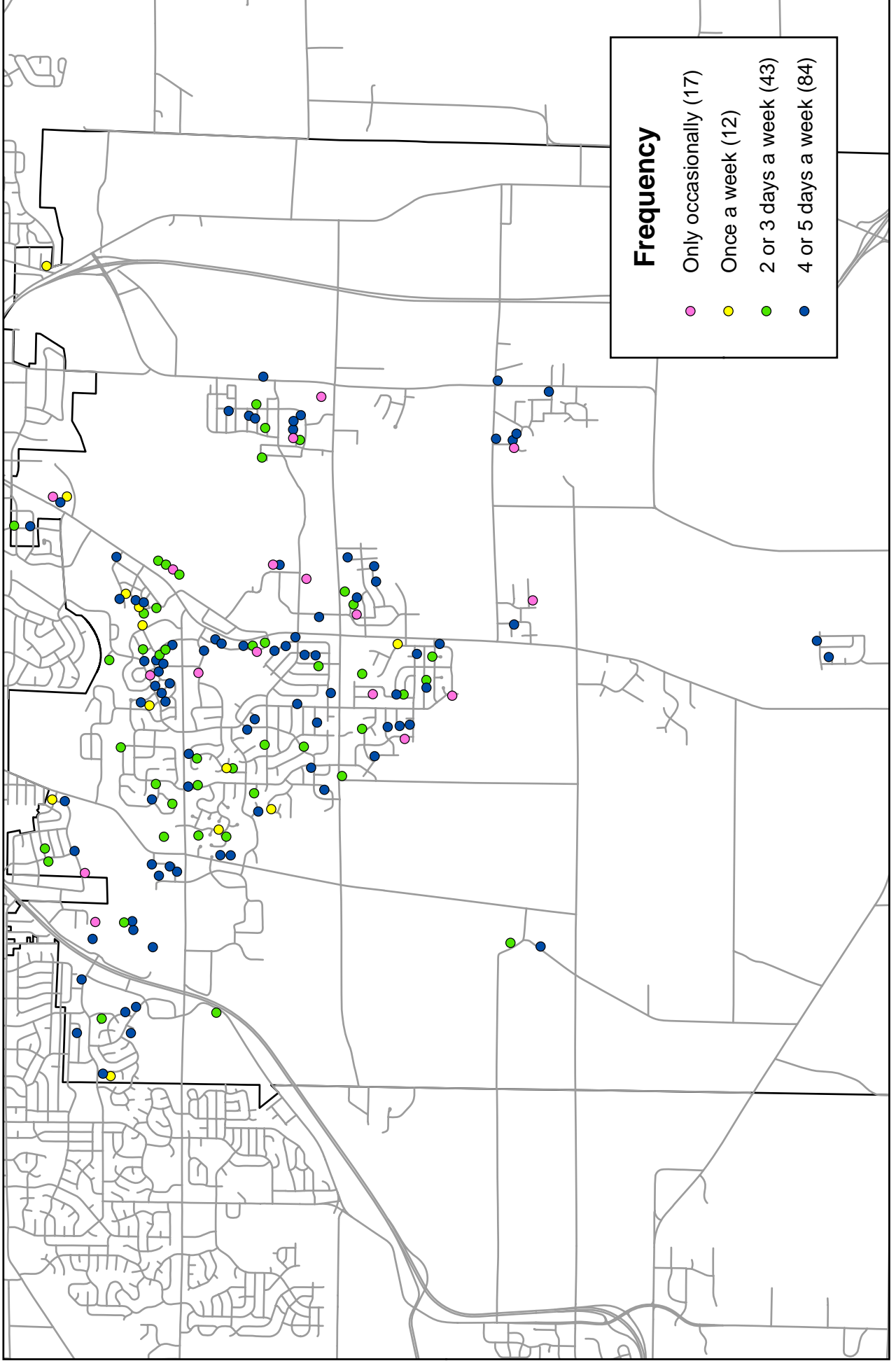
Typical Days of Travel to Primary Destination December 2008 Transit Survey Results





MAP 6

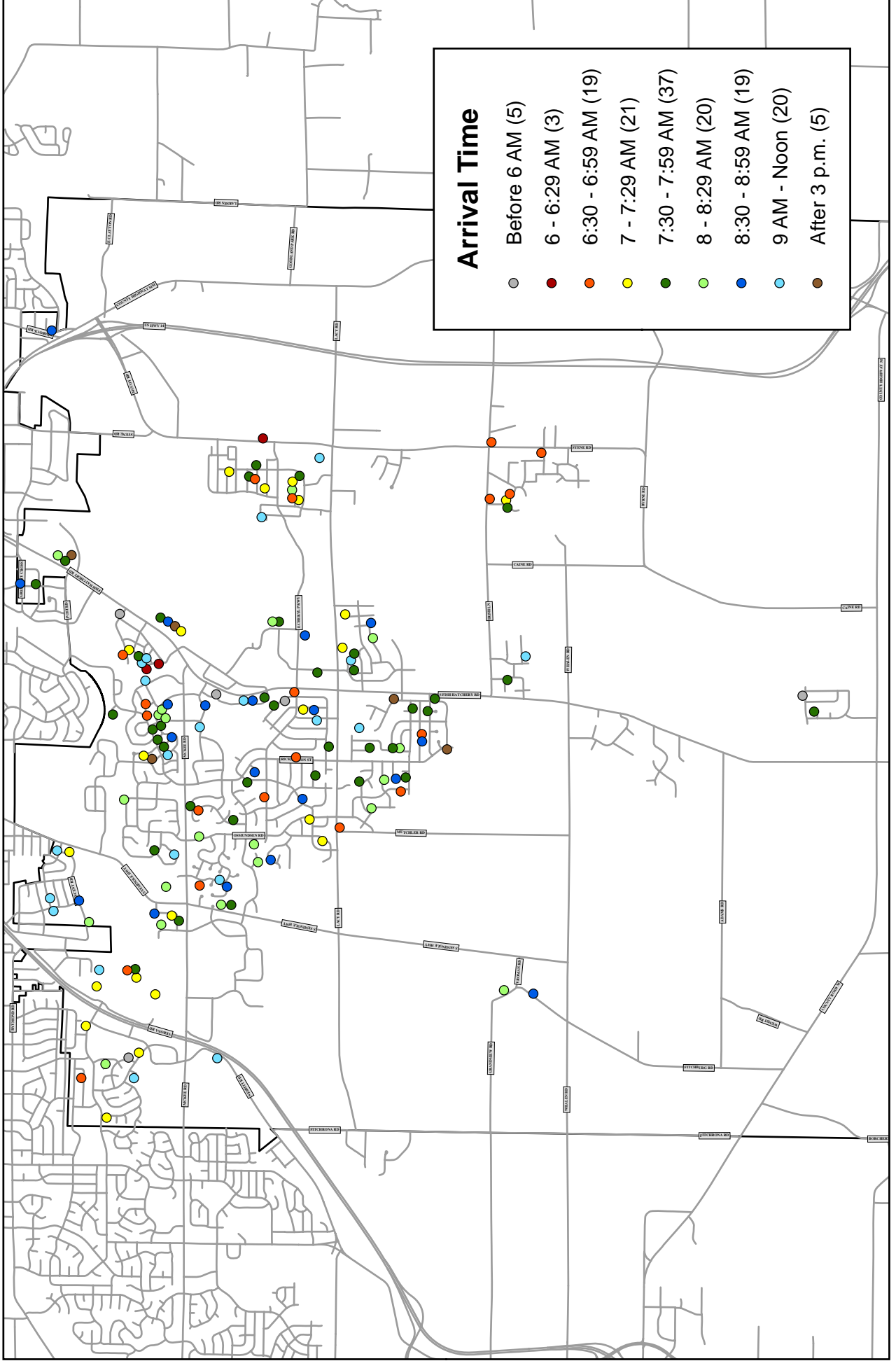
Frequency of Bus Use December 2008 Transit Survey Results





MAP 7

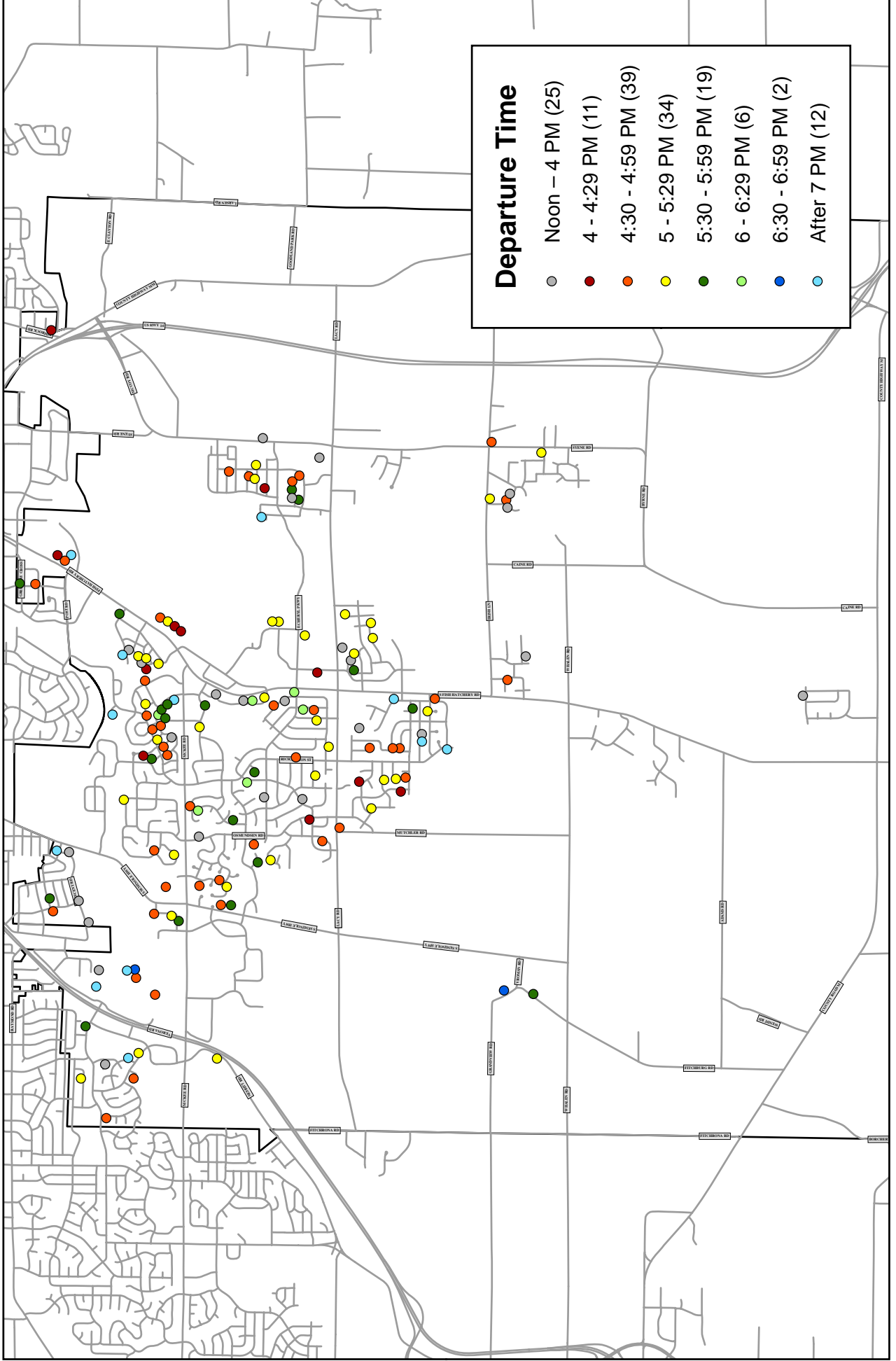
Arrival Times at Primary Destination December 2008 Transit Survey Results





MAP 8

Departure Times from Primary Destination December 2008 Transit Survey Results



Appendix 1

Trends in Comments

Specific Routing Comments
December 2008 Transit Survey Results

Use the Bus?	Destination	Other Transit	Additional Comments
Seminole Hwy			
1 No	Within Fitchburg - 5500 E. Cheryl Pkwy	Flexible Fixed Route	Thanks for conducting a survey. 1. Please can service be extended to the area near the fire station on Lacy Rd/Osmundsen routing to E Cheryl Pkwy. Also can Seminole Hwy S be considered? 2. Can direct services be considered which would eliminate the need for only going through Transfer Points to get to the west side & Middleton - South Transfer Point is unsafe, and going thru T Points takes too long.
2 Yes	UW Campus	Flexible Fixed Route	We would love to have access to a bus route either down Seminole or McKee-preferably both.
3 Yes	UW Campus	Express Bus Route	The closest bus stop to my home is just over a mile away on Chapel Valley Hill road. I really do wish there was another stop somewhere along the stretch of PD. There really is nothing available in the PD-Seminole Highway area. A route that hit this area would be greatly appreciated!
McKee Road			
1 No	Downtown Madison (Isthmus)	Flexible Fixed Route	The survey did not address my primary concerns of access to City Hall and the McKee corridor for Northern residents.
2 Yes	UW Campus	Flexible Fixed Route	We would love to have access to a bus route either down Seminole or McKee-preferably both.
3 Yes	UW Campus		Expand service on McKee Rd or also do a loop down either Richardson or Osmundsen to Lacy
4 Yes	West side of Madison		From Lacy and Fish area bus stop to west transfer point. use McKee rd to Verona Rd with some stops
5 Yes	West side of Madison	Express Bus Route	Interested in any service from McKee. Would prefer straight direct service on one main street (McKee, Whitney) rather than 3 routes on side streets in suburbs making you change buses several times.
6 Yes	UW Campus	Express Bus Route	The closest bus stop to my home is just over a mile away on Chapel Valley Hill road. I really do wish there was another stop somewhere along the stretch of PD. There really is nothing available in the PD-Seminole Highway area. A route that hit this area would be greatly appreciated!
7 No	From West Madison to Fitchburg	Express Bus Route	The biggest desire that I have is a bus that goes down the length of McKee Rd. I live at one end and work at the other but would currently need to take a 1.5 hour trip to go to work.
8 No	UW Campus	Express Bus Route	Would appreciate an east-west route along McKee Rd. - I would use my car a lot less for local errands. Would be best if it went between Fish Hatchery and Orchard Pointe (target).
9 Yes	Within Fitchburg - Quality Inn		a route that travels down McKee

Specific Routing Comments
December 2008 Transit Survey Results

Use the Bus?	Destination	Other Transit	Additional Comments
City Hall/Research Park			
1 Yes	Within Fitchburg - 2800 S. Fish Hatchery Rd	Flexible Fixed Route	It would be great to have more service from downtown to the Cheryl Parkway research park area. There is only one route that continues south past Copp's on S Fish Hatchery that is peak hours.
2 No	Downtown Madison (Isthmus)	Flexible Fixed Route	The survey did not address my primary concerns of access to City Hall and the McKee corridor for Northern residents. Thanks for conducting a survey. 1. Please can service be extended to the area near the fire station on Lacy Rd/Osmundsen routing to E Cheryl Pkwy. Also can Seminole Hwy S be considered? 2. Can direct services be considered which would eliminate the need for only going through Transfer Points to get to the west side & Middleton - South Transfer Point is unsafe, and going thru T Points takes too long.
3 No	Within Fitchburg - 5500 E. Cheryl Pkwy	Flexible Fixed Route	
4 Yes	Within Fitchburg - Quality Inn		There needs to be a more frequent bus route into Fitchburg farther than Cahill Main
Osmundsen Road			
1 No	Within Fitchburg - 5500 E. Cheryl Pkwy	Flexible Fixed Route	Thanks for conducting a survey. 1. Please can service be extended to the area near the fire station on Lacy Rd/Osmundsen routing to E Cheryl Pkwy. Also can Seminole Hwy S be considered? 2. Can direct services be considered which would eliminate the need for only going through Transfer Points to get to the west side & Middleton - South Transfer Point is unsafe, and going thru T Points takes too long.
2 Yes	UW Campus		Expand service on McKee Rd or also do a loop down either Richardson or Osmundsen to Lacy
Route 44 / 48			
1 Yes	UW Campus	Express Bus Route	It would be nice to have the 44 offered more frequently. Also, it's frustrating to sit at the south transfer point for a significant part of the evening route. Perhaps cutting out this delay could offer an additional route or more express service
2 No	Promega	Express Bus Route	I will not use the bus if I have to use or transfer at the south transfer hub. It wastes my time and removes the benefit of the bus. If there were an express bus between the UW campus / hospital and the technology campuses in Fitchburg, I would use it frequently not just for commuting but for attending seminars at the UW and meeting collaborators.
3 Yes	UW Campus	Express Bus Route	I am mainly interested in expanding the existing routes (primarily the 44) to run more often and longer into the evening.
4 Yes	UW Campus	Express Bus Route	1 more late bus for route 44 after 6 p.m. please!
5 Yes	Downtown Madison (Isthmus)	Express Bus Route	I live near Fitchburg City Hall and travel at times that are not necessarily during rush hour, so I would like to see routes 44 and 48 provide all-day service.

Specific Routing Comments
December 2008 Transit Survey Results

Use the Bus?	Destination	Other Transit	Additional Comments
Swan Creek/Syene			
1 No	West side of Madison		It's not practical to take the bus until it comes to other end of Cheryl (by Syene) If I have to drive tot he stop might as well drive to work.
2 Yes	Uw Hospital	Express Bus Route	I would like bus service in the Swan Creek Neighborhood going to UW Hospital--with a6:30 departure and early evening departure I live in the swan creek neighborhood. Would be nice if the bus service would travel or have a stop on E. Cheryl Parkway in Swan Creek Neighborhood. Would like express bus routes, that stop at St. Mary, Meriter, Uw Campus and then UW Hospital. Most shifts start at 7am, no bus available to get you to UW Hospital by 7am, on the days I have early meetings, I am forced to drive on those days. As well as if I have a later meeting until 8pm and some work 12 hour hospital shifts so get off at 7:30pm, there is no bus service that late as well.
3 Yes	UW Hospital	Express Bus Route	
4 No	Downtown Madison (Isthmus)	Express Bus Route	The bus needs to visit Swan Creek. It could travel from City Hall down Lacy Road and return on E. Cheryl Parkway. Currently, Swan Creek does not have access to bus transportation. It could be an express bus to downtown through Fitchburg in the am and pm. Thanks.
Hatchery Hill Transfer Point			
1 Yes	UW Campus	Express Bus Route	I think a transfer point at Hatchery Hill would be a good idea
2 Yes	UW Campus	Express Bus Route	Fitchburg transfer point is a great idea! (Hatchery Hill suggestion good.)
Others			
1 No	UW Campus	Park & Ride lot	I like the idea of the bus to the farmer's market
2 No			I would consider bus service only if it would run on Hwy MM to Madison, downtown or east and west
3 Yes	Badger Prairie/Madison Kipp/Verona		Bus to go to Verona and but to east transfer point
4 No	UW Campus	Express Bus Route	Would like a bus stop closer to my home-maybe at the corner of Lacy & Mica
5 Yes	West side of Madison		Bus from Mickelson to Hilldale where I work.
6 No	Within Fitchburg - 5225 Verona Rd		How about a bus route that travels from Bellline/Fish Hatchery to PD/M and back? Would hit all the major businesses.
7 No	Within Fitchburg - work	Express Bus Route	I live in Evansville and I know several people from my community that work in my general area and would benefit from an express shuttle service from our community to Fitchburg.
8 No	West side of Madison	Express Bus Route	I'd like to see a shuttle or a loop PD - Fish Hatchery Rd - Regent/Monroe/Mickale-Verona Rd & back to PD. Currently it takes 90 min & 3 buses for me to travel only 6 miles from my home in Madison to my job in Fitchburg. Biking is not an option with the snow cover.

Specific Routing Comments
December 2008 Transit Survey Results

Use the Bus?	Destination	Other Transit	Additional Comments
9 Yes	Downtown Madison (Isthmus)	Express Bus Route	I would love to be able to take the bus from Sun Prairie, my Home, to 3911 Fish Hatchery Road in Fitchburg (my work at DNR). Thank you. John G. Condron
10 No	Downtown Madison (Isthmus)	Express Bus Route	My husband works near the airport. Could we get a more direct ride to this area? bus service at night so I can have students over and have them take the bus home around 10PM. I also work nights so I want to be able to take the bus home at 10PM from campus. We need to weave bus routes through Brynland Sub division. Many people can not afford to pay for downtown parking and want to take the bus but can not walk to the bus stop and home at night. PLEASE change routes, increase hours of service to the evening and weekends. My daughters need to go to campus on weekends but they can not without a car. Save the environment. Increase the bus service in Brynland and other Fitchburg neighborhoods. Buses could pick up on Richardson Street and would serve the entire neighborhood including Oak Hills, the new sub division. Call me at 271 1103 to discuss this, please or 890 0876 during the day. My neighbor can no longer afford to drive and park her car and the bus is very difficult bc the stop is so far away. THANK YOU. Andrea Arenas, PHD
11 No	UW Campus		
12 No	UW Campus		Express bus service to St. Mary's, Meriter, UW Campus and UW Hospital and expand the bus service times for route 44/48 to be able to arrive at UW Hospital prior to 7am and depart from UW Hospital later than 7:30pm.
13 No	UW Hospital & Clinics	Express Bus Route	Express bus service to St. Mary's, Meriter. UW Campus and UW Hospital and expand the bus service times for route 44/48 to be able to arrive at UW Hospital prior to 7am and depart from UW Hospital later than 7:30pm.
14 No	East side of Madison	Express Bus Route	Many Fitchburg residents work at Alliant and AmFam on the far northeast side. An express "flyer" to and from the AmFam Center would be well-used. Now, there is no easy route or less than 1 hour of rides and transfers to get to the AmFam/Alliant center.
15 No	Downtown Madison (Isthmus)	Express Bus Route	I work at Eagle School and have found it extremely difficult to get from my home on the east side of Madison to here by bus. Normally, I bike here but in the winter time that is not a good option, so I'd be interested in a bus alternative.
16 Yes	south side		I don't live that far away from my job at the fish hatchery yet it is exceedingly difficult to get bus service. I work odd hours and there is very little service mid day. Buses are not self sustaining. They must be subsidized. The gov should allow us to use highway funds on public transit if it takes cars off the roads.

Travel Time Comments
December 2008 Transit Survey Results

Use Bus?	Destination	Other Transit	Additional Comments
1 No		Flexible Fixed Route	I checked out using the Metro to get to work, but per their Web site, it would take my 70 minutes. I can drive it in 10 minutes. Taking the bus is not a good use of an hour!
2 Yes	Within Fitchburg - DNR Fish Hatchery	Flexible Fixed Route	Taking the bus to work is easy, but going home requires a lot more time and a transfer.
3 No		Express inner-city option	I live about 10 miles from my job, and considered taking the bus to work, but I'd have to transfer and at least once and the whole thing would take 2 hours. I'm not willing to spend even 6 hours a week on the bus.
4 Yes	UW Campus	Express Bus Route	It would be nice to have the 44 offered more frequently. Also, it's frustrating to sit at the south transfer point for a significant part of the evening route. Perhaps cutting out this delay could offer an additional route or more express service
5 Yes	Downtown Madison (Isthmus)	Express Bus Route	It currently takes 2 transfers and 1 hour to get to UW Hospital. I can get there faster on my bike but weather makes it difficult in winter.
6 No	Middleton to Fitchburg and back	Express Bus Route	I live in Middleton, but work on the northern edge of Fitchburg (on Verona Road). I've explored the possibility of taking the bus to work, but it would require 3 transfers and an hour to complete my normal 20 minute commute. If they time and transfers could be shortened, I would seriously consider using the bus frequently to get to/from work.
7 No	West side of Madison	Express Bus Route	I'd like to see a shuttle or a loop PD - Fish Hatchery Rd - Regent/Monroe/Midvale-Verona Rd & back to PD. Currently, it takes 90 min & 3 buses for me to travel only 6 miles from my home in Madison to my job in Fitchburg. Biking is not an option with the snow cover.
8 Yes	East side of Madison	Express Bus Route	I commute "into" Fitchburg during the day, and back to Madison in the evening. I commute through a combination of riding the bus and riding my bike, and the current options are generally good. The only improvement I could suggest is faster bus service - it currently takes me a little more than an hour to get between home and work.
9 No	Within Fitchburg - DNR Fish Hatchery	Express Bus Route	Madison buses now need 1 full hour each way for me to travel 4 miles to work in Fitchburg - that is too long!!! so I need a comparably priced, but faster option so I can avoid driving myself to work every day. Thanks
10 Yes	UW Campus	Express Bus Route	The current bus service through Madison Metro is sufficient for me. The only drawback is that it takes 50 minutes to get home. Express bus service would improve that.
11 No	Within Fitchburg - from East end of PD to Fish Hatchery		Service is good to the center of Madison, but getting from one point on the outside of the city to another often requires long rides and stops at multiple transfer points. For example, my ride to work (a 10-15 minute drive) would be over an hour on the bus, even though I live near several bus lines.
12 Yes	East side of Madison	Express Bus Route	Although I selected an Express Bus Service option, I do not wish to imply that this is to replace what is currently available with Metro. There are some times when my work schedule varies and in those days, using the Metro option works as a back up. However, it currently takes me an hour to commute via the bus. Creating a more direct route during peak hours from the downtown area would greatly reduce my commute and make public transportation a more viable option for me. I bike to work March through October, from my home on the near west side of Madison to my office in Fitchburg. I love the bike path! But I need better transit options for November through February. I would take the bus if there were routes that took 45 minutes or less and involved no or at most 1 transfer. Otherwise, I drive. I would prefer to take a bus rather than drive. Thanks for considering my input.
13 No	3911 Fish Hatchery Rd, Fitchburg	Express Bus Route	
14 No	East side of Madison	Train	New bus routes with transfer points now takes too long for me to use the bus. old way was better.
15 Yes	Downtown Madison (Isthmus)		I can't use the bus very frequently now because the closest stop is fairly far away and that route is not direct to long destination. downtown. It's much faster for me to park my car and walk.
16 Yes	UW Campus	Express Bus Route	I am so grateful that Fitchburg has bus service to the UW campus! I just wish I could get there faster.

Transfer Comments
December 2008 Transit Survey Results

Use Bus?	Destination	Other Transit	Additional Comments
1 Yes	Downtown Madison (Isthmus)	Park & Ride lot	I would like bus service that includes a safe place for me to leave my car and service that does NOT include a transfer at the south transfer point-square transfer is okay
2 No	Within Fitchburg - Promega	Flexible Fixed Route	I do not currently take the bus to work because I don't feel safe at the south transfer point Thanks for conducting a survey. 1. Please can service be extended to the area near the fire station on Lacy Rd/Osmundsen routing to E Cheryl Pkwy. Also can Seminole Hwy S be considered? 2. Can direct services be considered which would eliminate the need for only going through Transfer Points to get to the west side & Middleton - South Transfer Point is unsafe, and going thru T Points takes too long.
3 No	Within Fitchburg - 5500 E. Cheryl Pkwy	Flexible Fixed Route	
4 Yes	Downtown Madison (Isthmus)	Park & Ride lot	Thank you for asking! Since the south transfer point is sketchy, I often go out of my way to avoid. overall, I am very impressed with the metro system and am willing to ride at \$2/ride
5 No	Downtown Madison (Isthmus)		1. I am not willing to pay more in taxes for this service 2. I am not interested in a layover at an unsafe transit station to change buses on Madison south side 3. My work schedule is erratic starts as early as 6am; stay as late as 3:30pm. transit doesnt work so well for people like me.
6 No	UW Campus		I would only consider bus service if it was DIRECT. McKee Rd-Fish Hatchery-Park St. (My destination would be Park and Regent. I would never consider take the bus and having to go to the southside transfer station. Too much time, too inconvenient. awful area!
7 Yes	Downtown Madison (Isthmus)	Express Bus Route	Security at South Transfer Point is a concern. Direct routes from Fitchburg to downtown could help ridership
8 Yes	West side of Madison	Express Route, more frequent service to city hall and/or hospice	I have become more & more uncomfortable with have to transfer at the south transfer point. It seems like a dangerous place. I usually am there early morning and evenings, always after dark. This is the main reason I don't use the bus more.
9 No	Promega	Express Bus Route	I will not use the bus if I have to use or transfer at the south transfer hub; it wastes my time and removes the benefit of the bus. If there were an express bus between the UW campus / hospital and the technology campuses in Fitchburg, I would use it frequently not just for commuting but for attending seminars at the UW and meeting collaborators.
10 No	UW Campus	Express Bus Route	I tried routes 48 & 44 and I was concerned for my personal safety in the Burr-Oak neighborhood. Express route to/from UW with NO stops at S. transfer point is needed. Fitchburg would have more riders to downtown and UW campus if the routes did not all go through the South Transfer Point. There needs to be an express bus to and from these destinations that does not go through the transfer point, which is loud, dangerous and most commuters do NOT use the transfer point from Fitchburg. There are plenty of routes through Fitchburg that riders can access the transfer point if necessary. Make the express service easy to access from
11 Yes	UW Campus	Express Bus Route	
12 Yes	UW Campus	Express Bus Route	It would be a more pleasant and safer ride if we didn't have to worry about stopping at the South Transfer Point when travelling between Madison and Fitchburg.

Rail/Train Service Comments
December 2008 Transit Survey Results

Use Bus?	Destination	Other Transit	Additional Comments
1 No	East side of Madison	Park & Ride lot	Please also consider light rail to connect with Madison. Also, I am interested in being able to park on the east side of Madison and be able to access bus service to Fitchburg from there.
2 No	UW Campus	RAIL	I would like to see Fitchburg get moving on the railroad service into the city of madison. I would be nice to see a stop around the Lacy/Syene rd area to board the train as well as the Fitchburg/Oregon city line area. I would be heading to the uw campus area and to downtown madison. If you could get me to the Kohl center (or Camp Randall) and State Street, I would take the train instead of driving and parking.
3 Yes	and from the East side back to Fitchburg	Express Bus Route	Trains seem to carry the most "freight" with the least fuel. Having to walk up to six blocks would not be a problem, so don't expect door to door service, as long as the bus/train ran frequently, more often than every 20-30 minutes. I can ride the 6 bus and catch the 48 on Park St. but have 20-30 minute waits for the 48, which makes it not practical in terms of time spent commuting. Again, this is for a ride out to Fitchburg in the morning, and home to east side at night.
4 No	Downtown Madison (Isthmus)	Commuter rail with park n ride lot	
5 No	Fitchburg	Train	
6 No	Mount Horeb to Fitchburg	Train service from Madison to communities in the West	
7 No	Within Fitchburg - Pinnacle and Restaurants	Light rail	
8 Yes	UW Campus	Rail in addition to fixed route service	
9 No	East side of Madison	Train	New bus routes with transit points now takes too long for me to use the bus. old way was better.
10 No		Flexible Fixed Route	forget trains-they are too costly and no flexibility

Do Not Support Bus Transit Expansion
December 2008 Transit Survey Results

	Other Transit	Additional Comments
1		Fitchburg has too many apartments. Don't allow any more apartments and you'll eliminate the need for more public transit not to mention the crime and overcrowding of schools associated with apartments
2		As an older person I do not feel safe using the bus in this neighborhood especially afterdark.
3		Currently we just wouldn't use the bus as it wouldnt take us where we need to go, i.e. I stay at home and my husband works third shift.
4		what a waste of tax payers money. I see the buses running around with 1 or 2 people or no people at all on them. Stop paying the City of Madison for this.
5	Taxi	We are very disappointed with the noise from PD & Chapel Valley traffic. A bus route would increase the noise levels. NO THANKS!
6		I think the current bus service is fine and works for most people. I just happen to live south of fitchburg so the bus does not work for me. Other than a park and ride lot I think the other options in regard to public transportation would be too expensive.
7		I don't think the City need provide transportation to private citizens.
8		no public transit services needed
9		I don't feel an expansion is necessary.
10		1. I am not willing to pay more in taxes for this service 2. I am not interested in a layover at an unsafe transit station to change buses on Madison south side 3. My work schedule is erratic starts as early as 6am; stay as late as 3:30pm. transit doesnt work so well for people like me.