

Sun Prairie Metro Bus Routes

Dane County Specialized Transportation Commission

March 22, 2023

Current Conditions of Sun Prairie Transportation

Shared-Ride Taxi

- Main form of public transportation in Sun Prairie
- Operating by Running, Inc.
- Serves Sun Prairie, and as west as I-90 (plus service to East Towne Mall)
- Affected by labor shortages

Metro Transit Express Route

- Route 23 run 6x a day M-F
- Connects the Capital to AmFam Campus, Prairie Lakes, Sun Prairie Park and Ride
- Serves primarily as a commuter express route

Survey Collection & Sample

- 3,334 residents invited to participate, 20% responded
 - 653 residents
- There are 23,449 adults in Sun Prairie
- Sample size is statistically significant, and QC'd



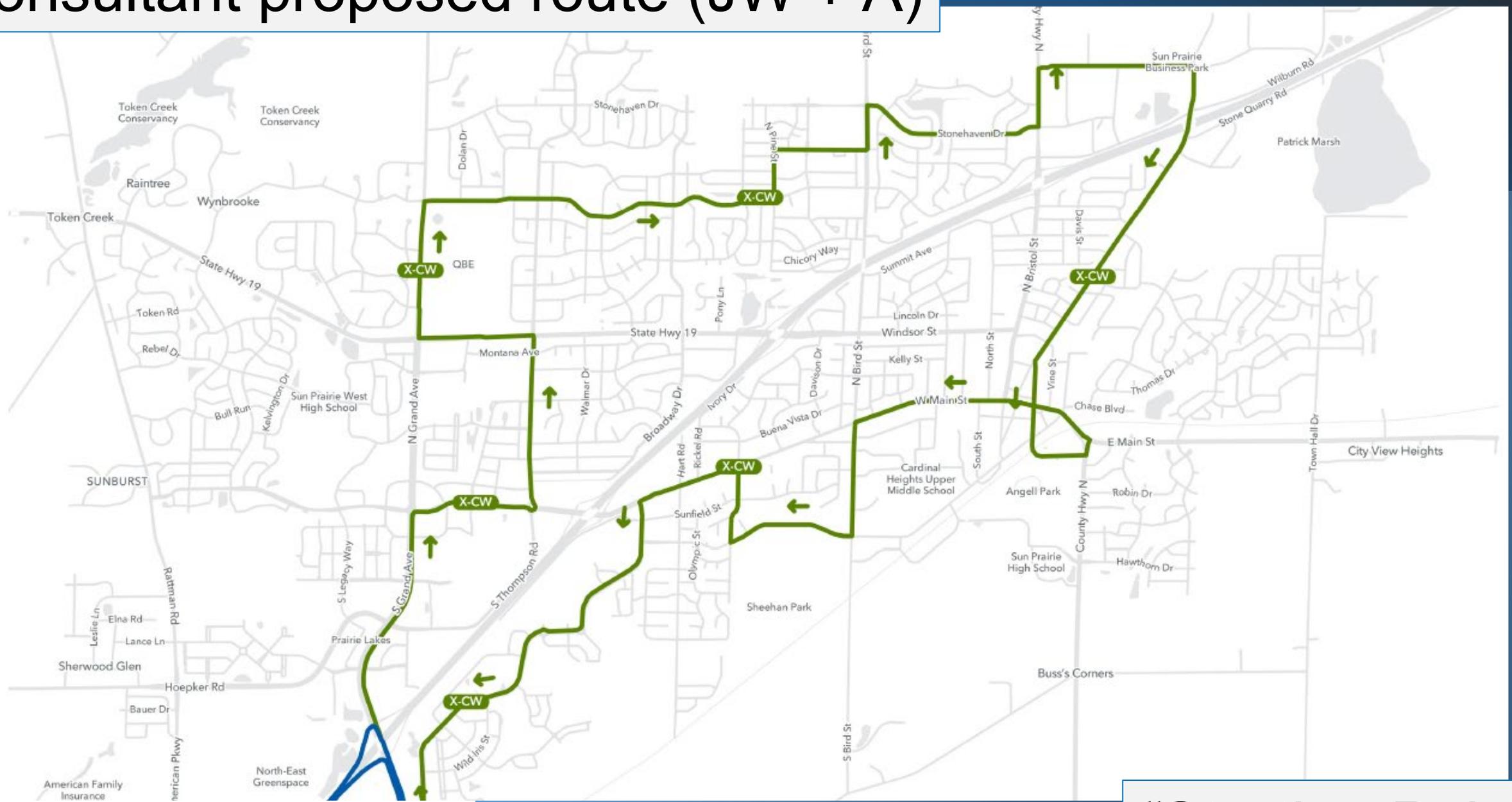
Key takeaways from Survey Results

- Areas most desired for Transit
 - By far the biggest: Access to Madison
 - Most interest is south of I-151
- Areas less desired for Transit:
 - NW Sun Prairie, and the Business Park
- General population is very supportive of local service
- Most hesitation about a switch from SRT to Metro Transit expressed from Seniors



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Consultant proposed route (JW + A)



“Starting Point”

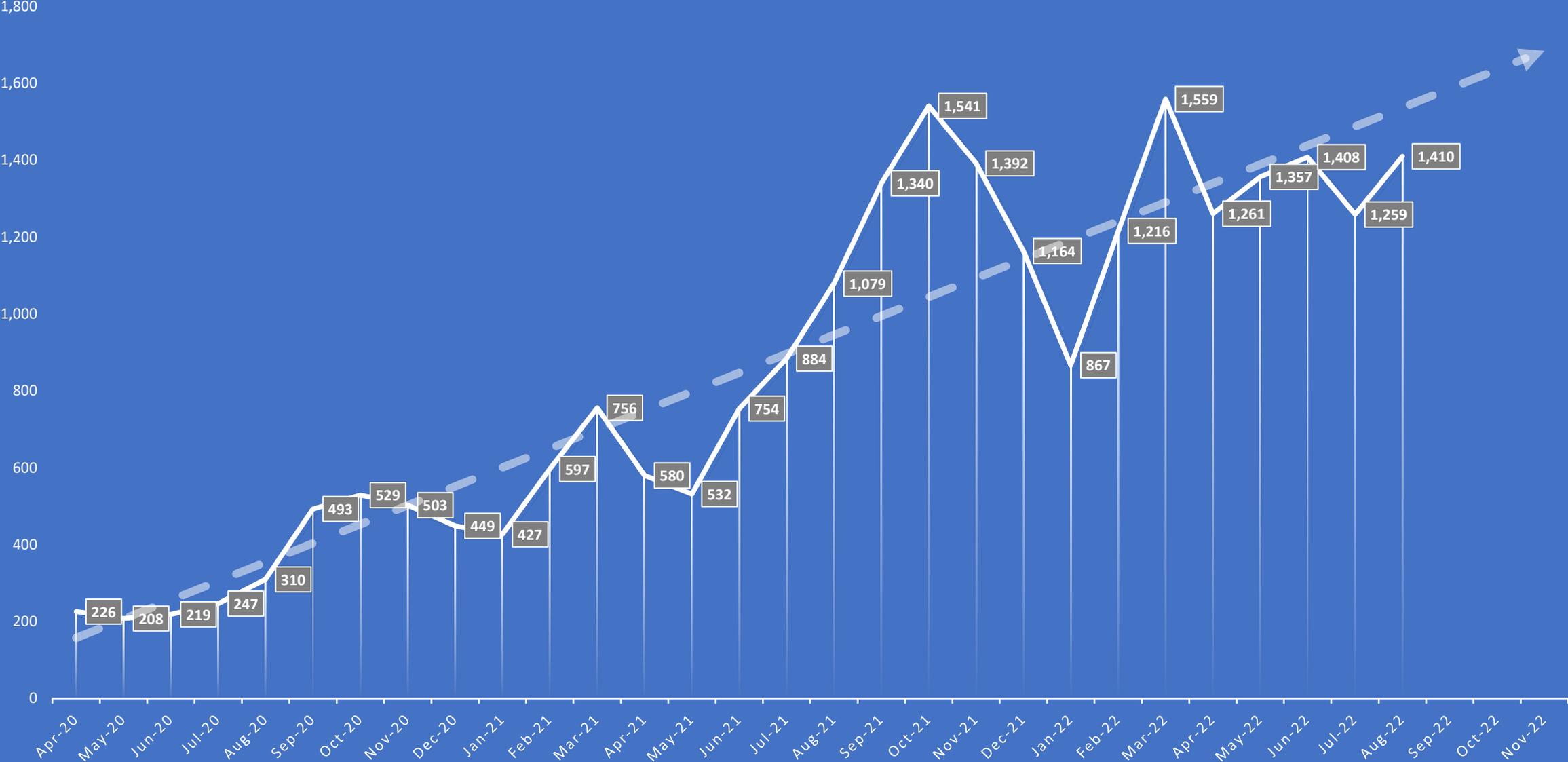
Key Takeaways from Engagement

- “Loop” style route is appropriate
 - Important destinations served: Woodmans. The Element/Sunshine Club. Dean Clinic. Downtown Sun Prairie. Park and Ride connection.
 - Two, 1-hr loops providing half-hour service is intuitive and popular
 - Lower fares are attractive
 - Pros, upon clarification
 - This route is part of greater BRT/Madison Metro network
 - Paratransit – the more knowledge of it, the more favorable an option it becomes
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- Route is overall quite good, but some key adjustments are needed
 - Consistency with themes as were expressed in Survey.
 - Destinations missed:
 - Windsor Street (esp. Schiller and Emerald/Ivory)
 - Sun Prairie west of Grand Avenue
 - More direct access to Colonial Club, other senior living
 - Primary concerns:
 - 1) Transition for Seniors
 - 2) Serving current shared-ride taxi base

Serving the needs of SRT riders AND Current Route 23 Riders

- Route as presented in July addressed some issues, but still has logistical deficiencies that need to be ironed out:
- Ridership
 - Very much catered to existing SRT base, but Route 23 ridership was left somewhat in the lurch.
 - Route 23 ridership is going through a significant increase
- Connecting to the BRT: How buses will operate in Sun Prairie traffic is still unknown
 - Timing of route as presented in July is tight enough where bus could miss connecting with the BRT during rush hour

ROUTE 23

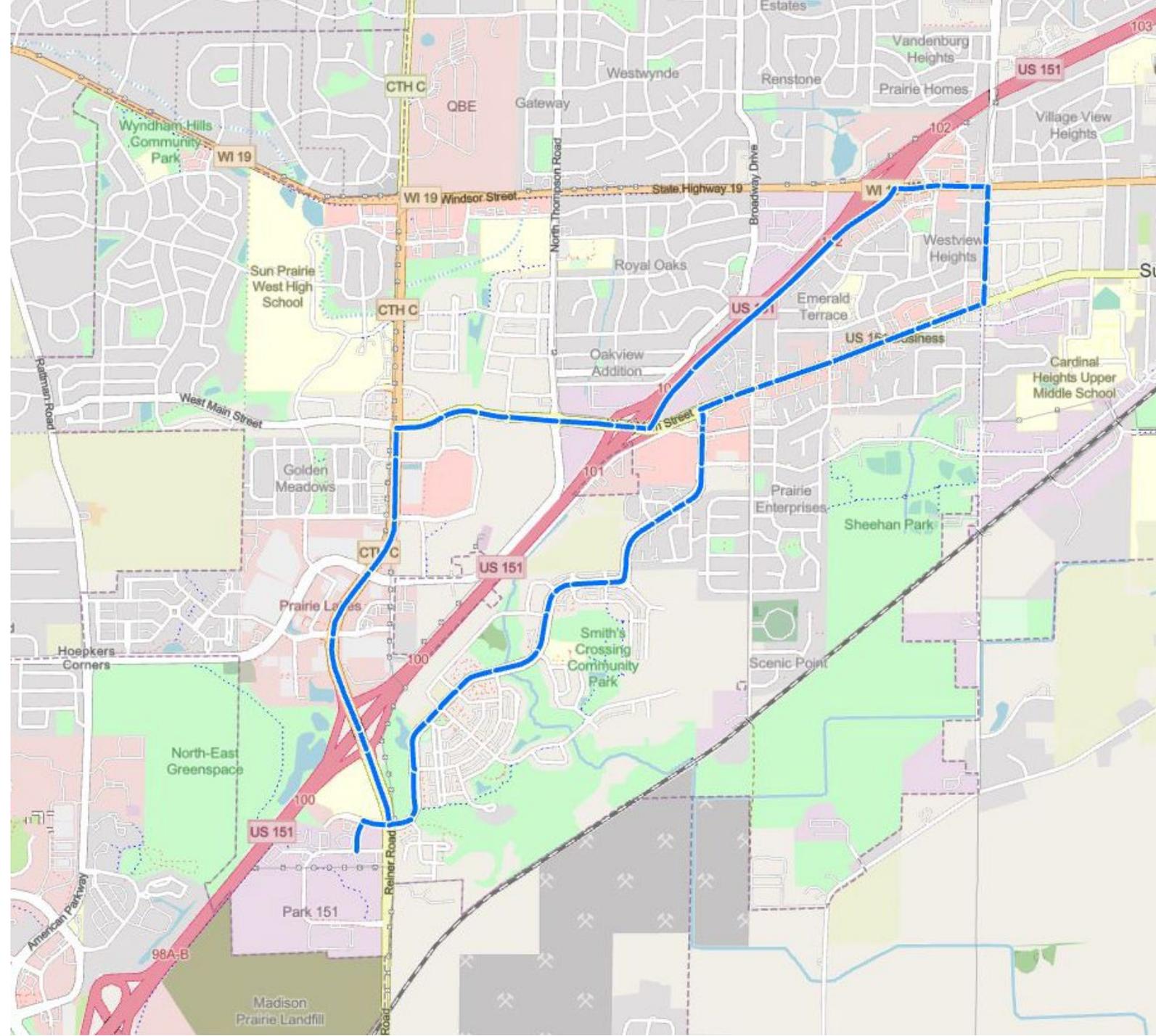


Two-Route Concept: Ridership AND Coverage

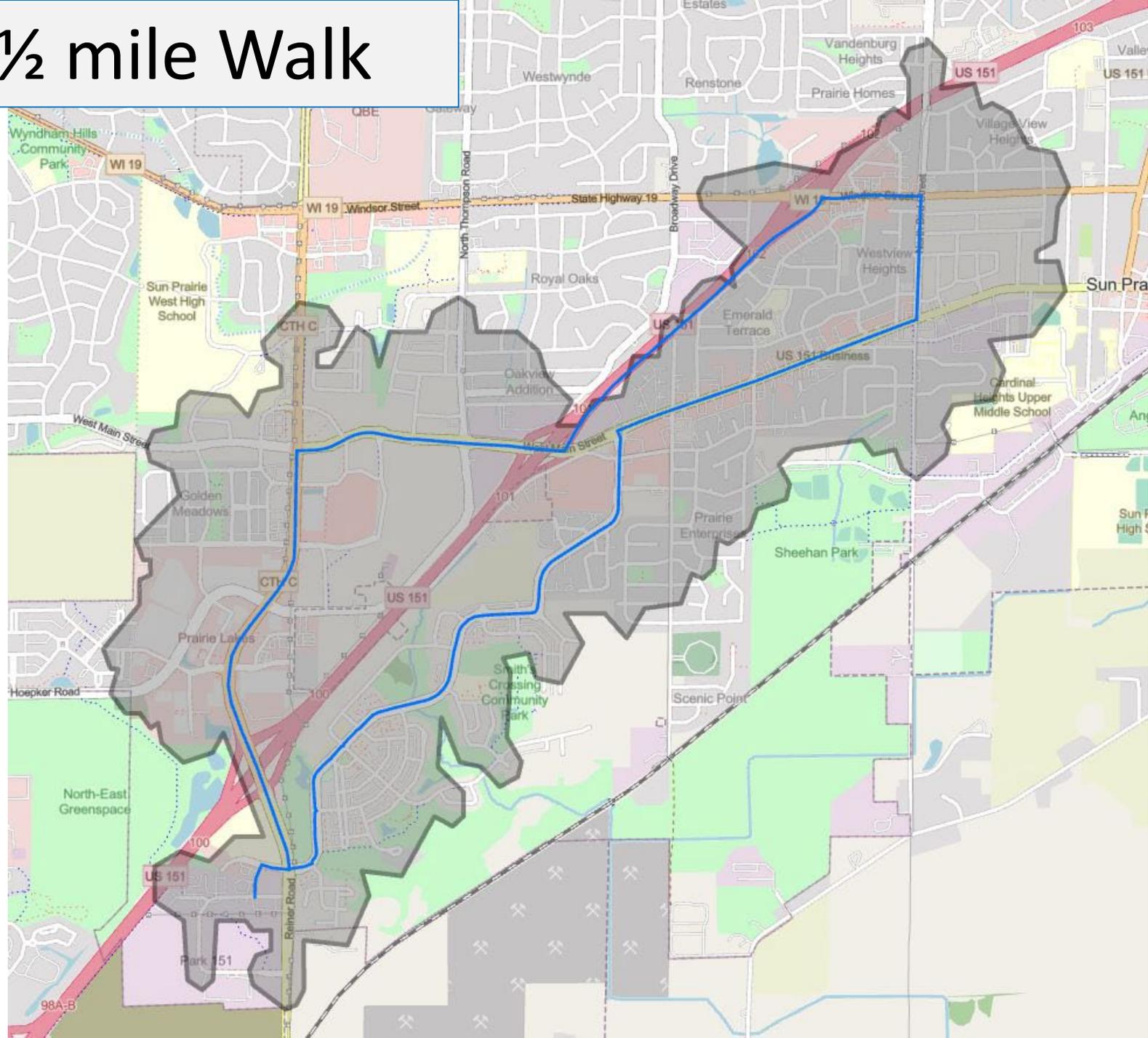
- The modified proposal for local service achieves both improvements to ridership and coverage through splitting the one-loop, two-way route into two, one-way routes
- Would utilize existing Shared-Ride Taxi Funding
 - Two-loops – one Clockwise, One Counterclockwise – running through the City
 - **1 longer, clockwise loop:** 7 days a week; Monday through Friday 5:00am – 11:00pm; Weekends 6:00am to 11:00pm
 - Prioritizes transit coverage, to match and improve current conditions
 - **1 shorter, more frequent counterclockwise loop:** Monday through Friday 6:00am – 6:00pm
 - Prioritizes growth in ridership observed with Route 23

Route W: Ridership Route

- M-F
- 6am – 6pm
- Runs every half hour
- Runs clockwise
- Has three primary benefits
 - 1) serves current and future Route 23 users
 - 2) half-hour service lends itself to higher ridership utilization
 - 3) largest clusters of SRT ridership all receive dramatically higher levels of service

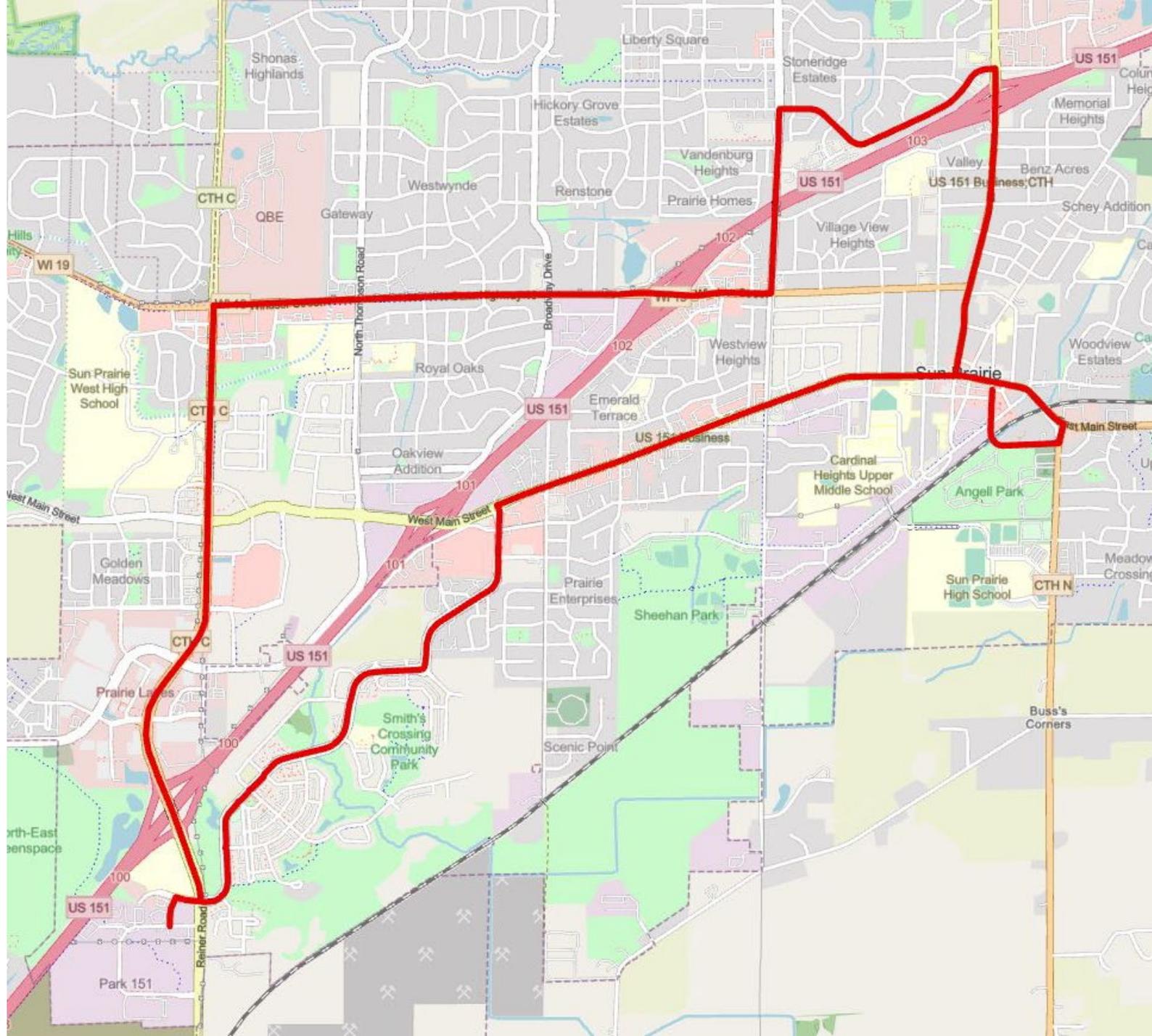


Route W - ½ mile Walk

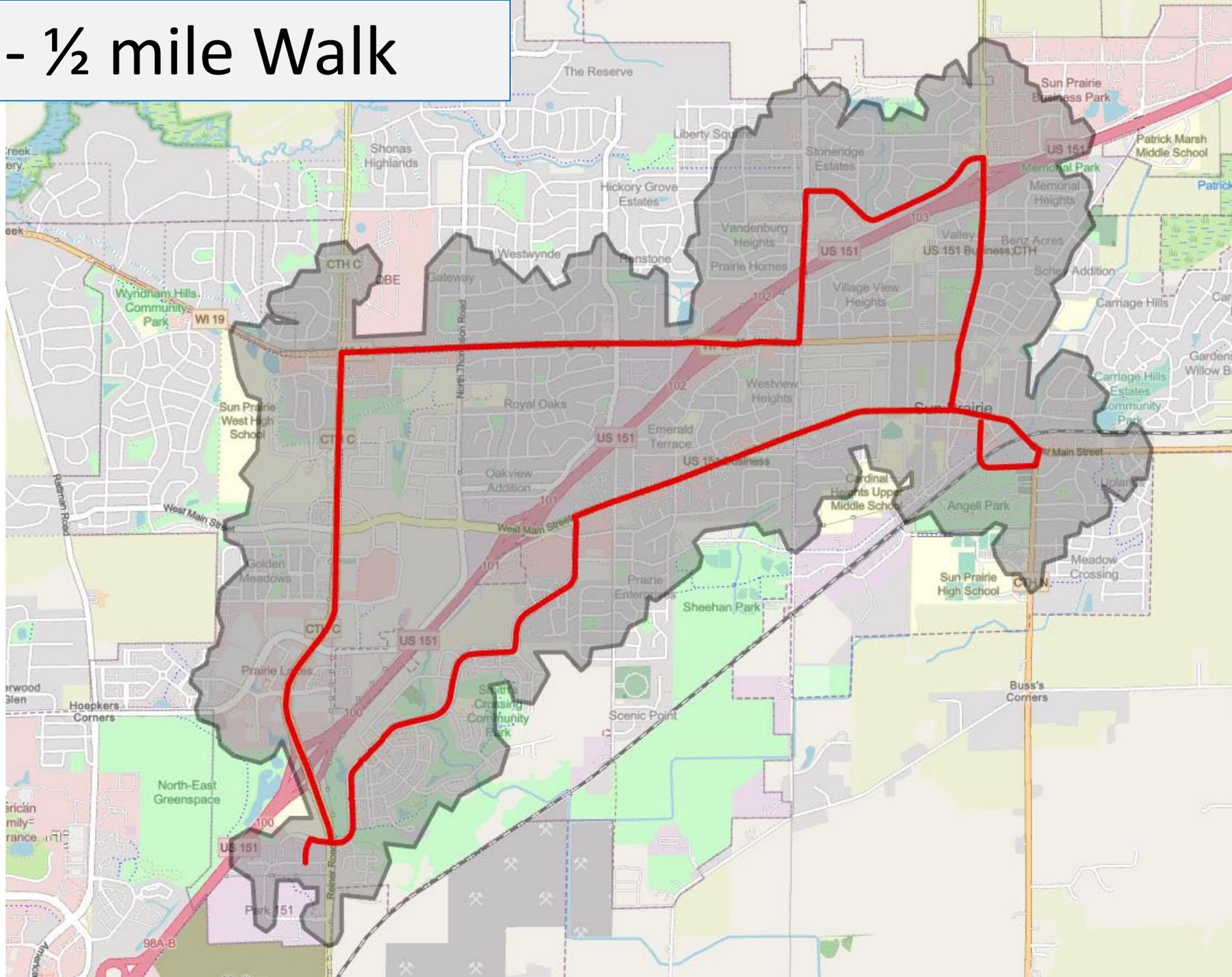


Route S: Coverage Route

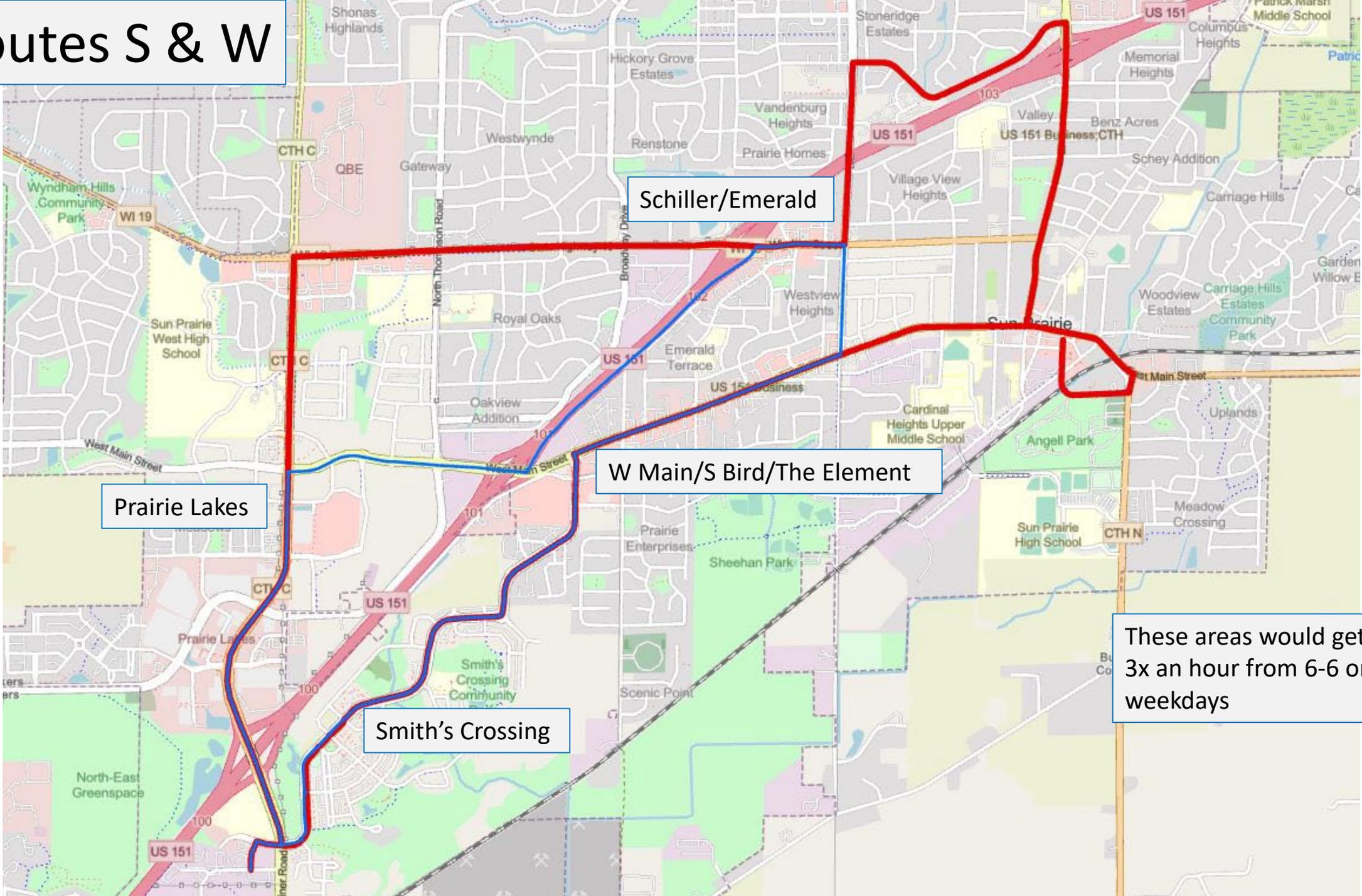
- 7 days week
- 5am – 11pm M-F
- 6am – 11pm Weekends
- Runs every hour
- Runs Counterclockwise
- Has three primary benefits
 - 1) serves current and future SRT users, and generally improves reliability of service
 - 2) Maximizes the paratransit service area
 - 3) Coverage reflects and prioritizes findings from the 2021 Survey.



Route S - ½ mile Walk



Routes S & W



Schiller/Emerald

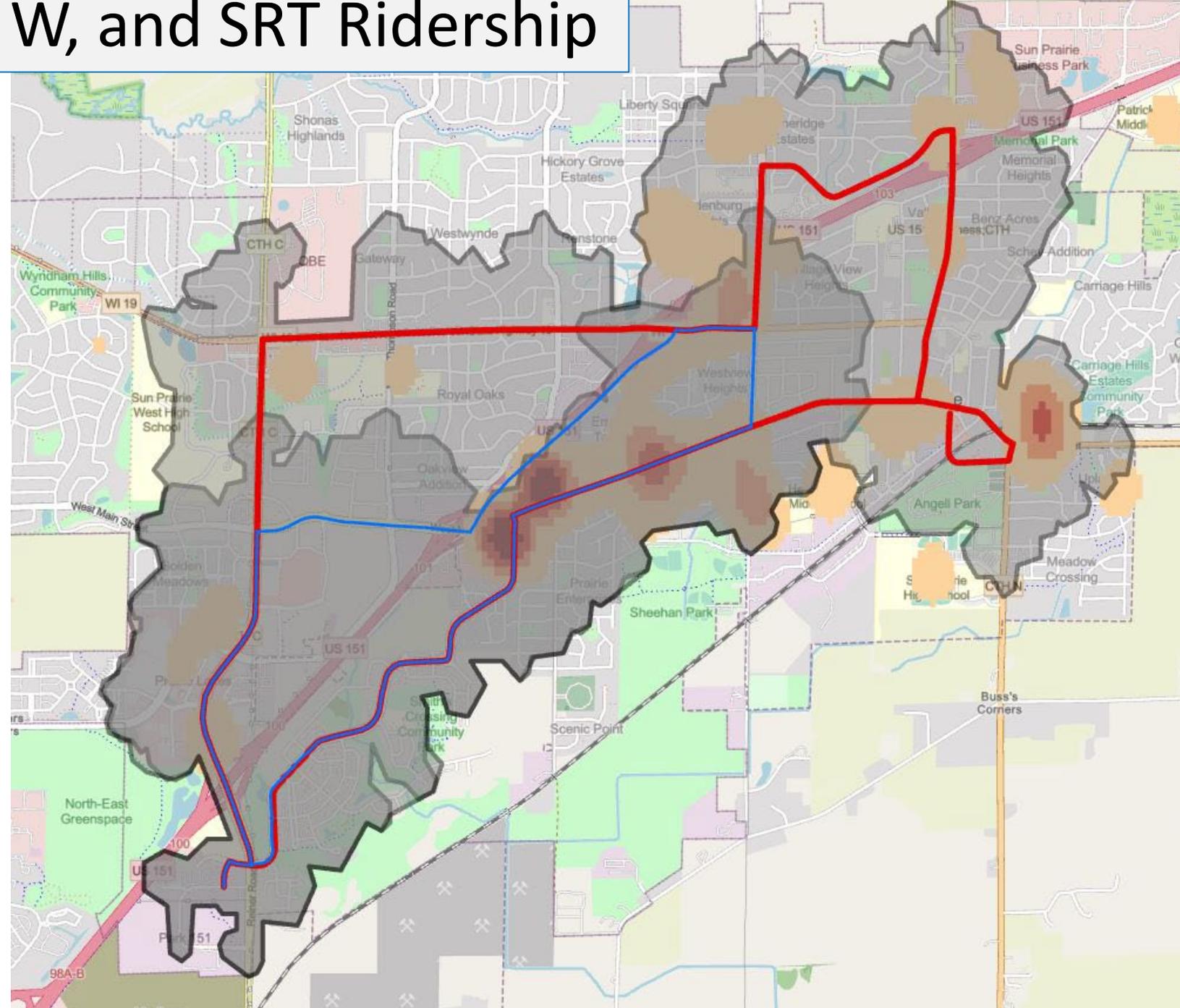
W Main/S Bird/The Element

Prairie Lakes

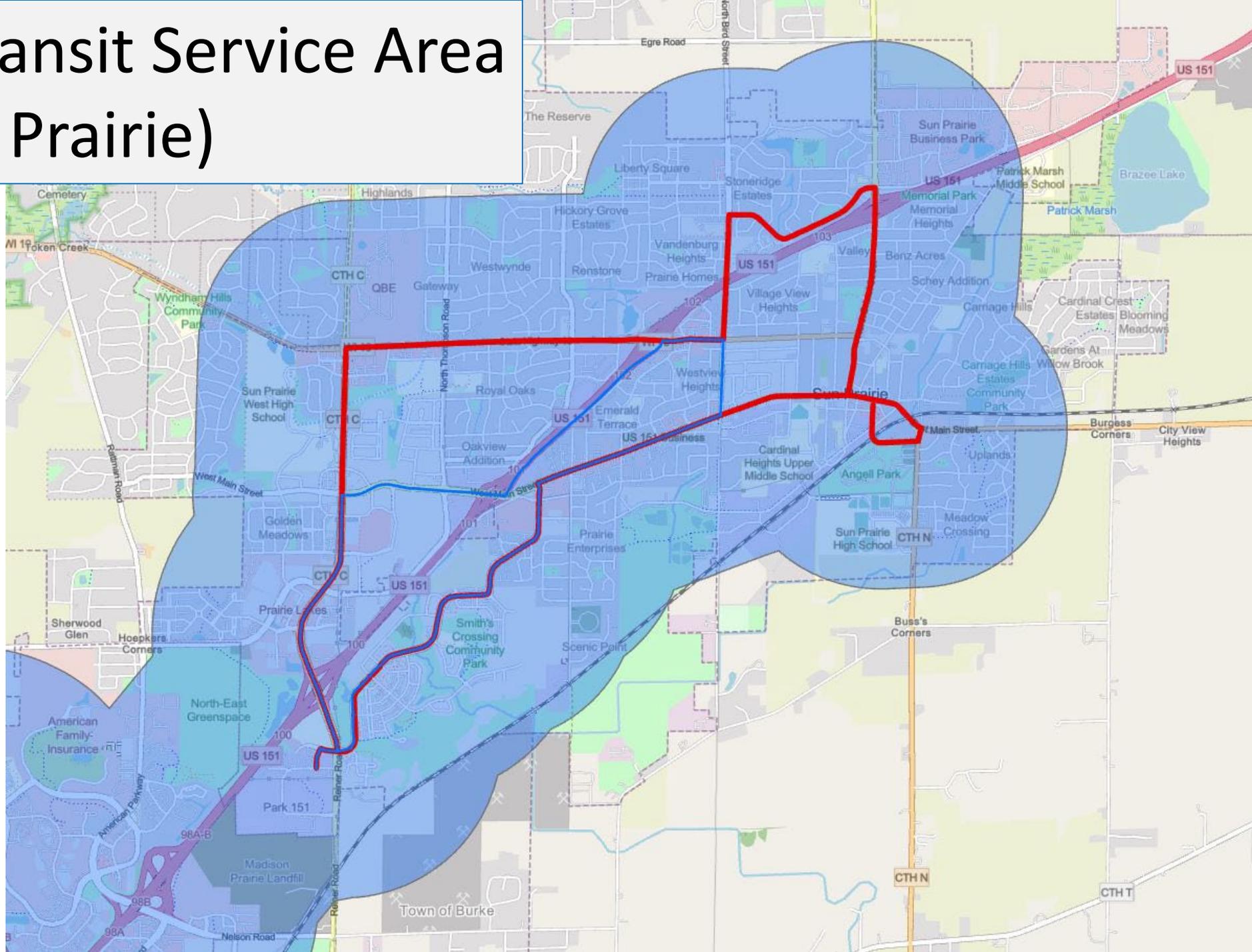
Smith's Crossing

These areas would get a bus
3x an hour from 6-6 on
weekdays

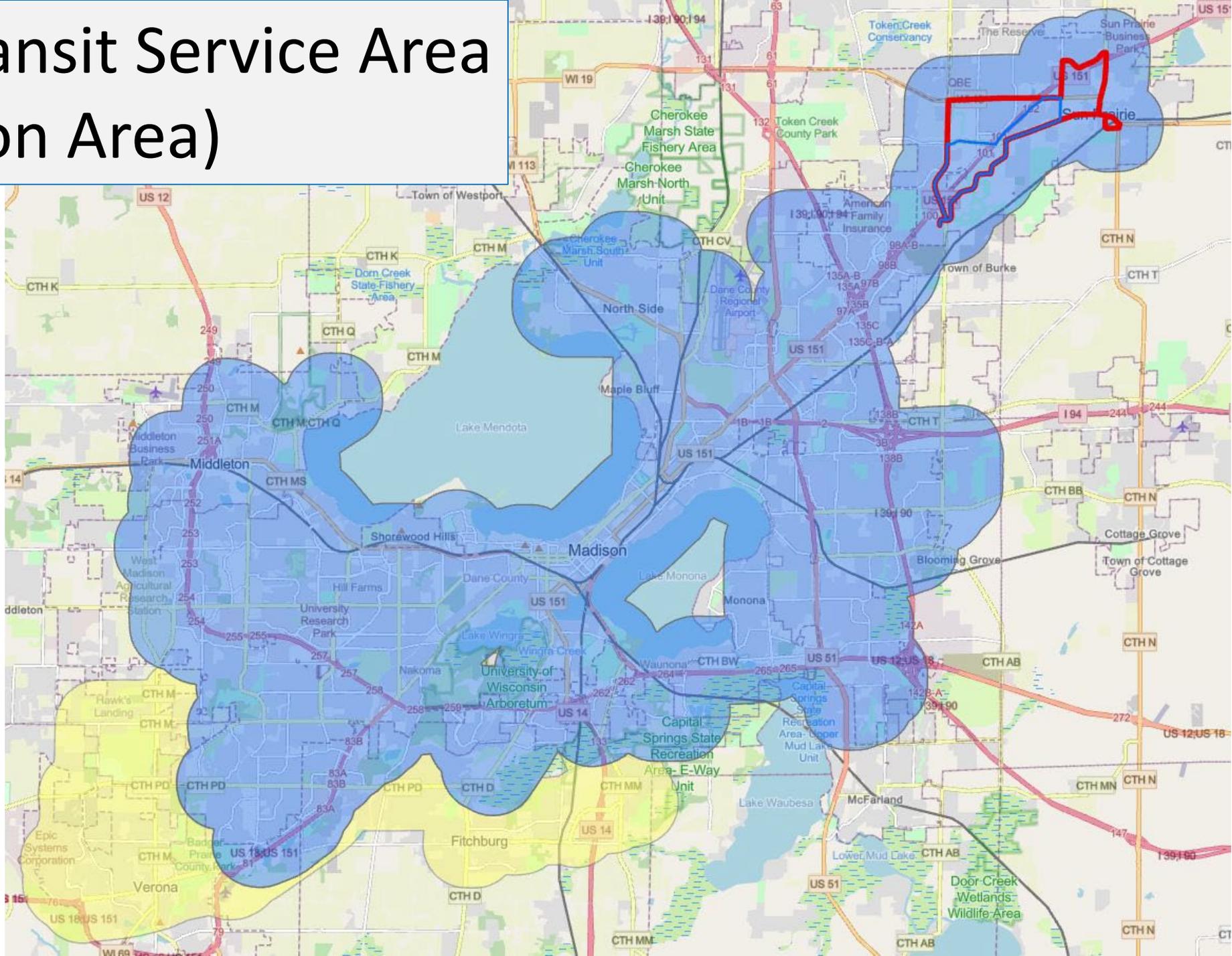
Routes S & W, and SRT Ridership



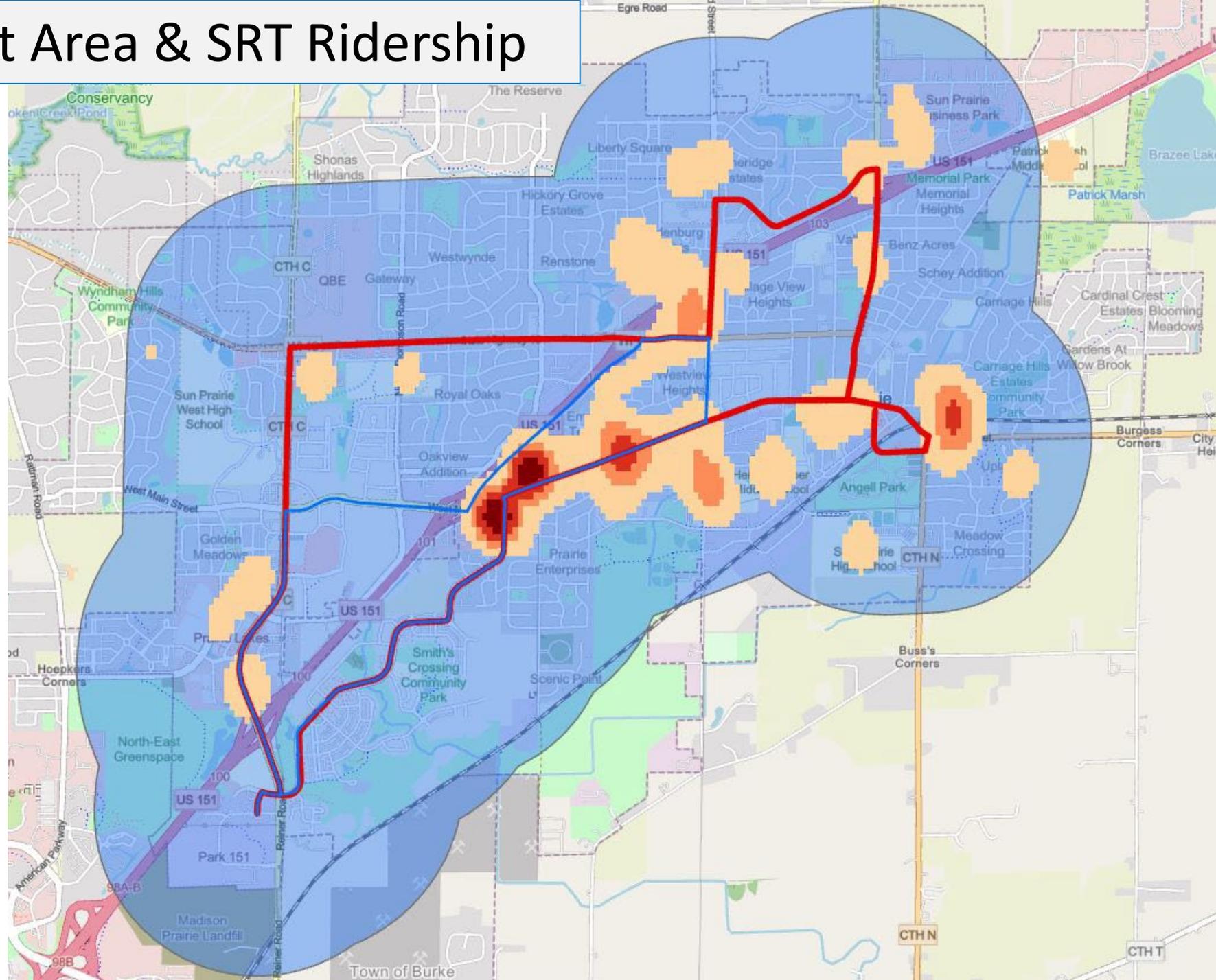
Para-Transit Service Area (in Sun Prairie)



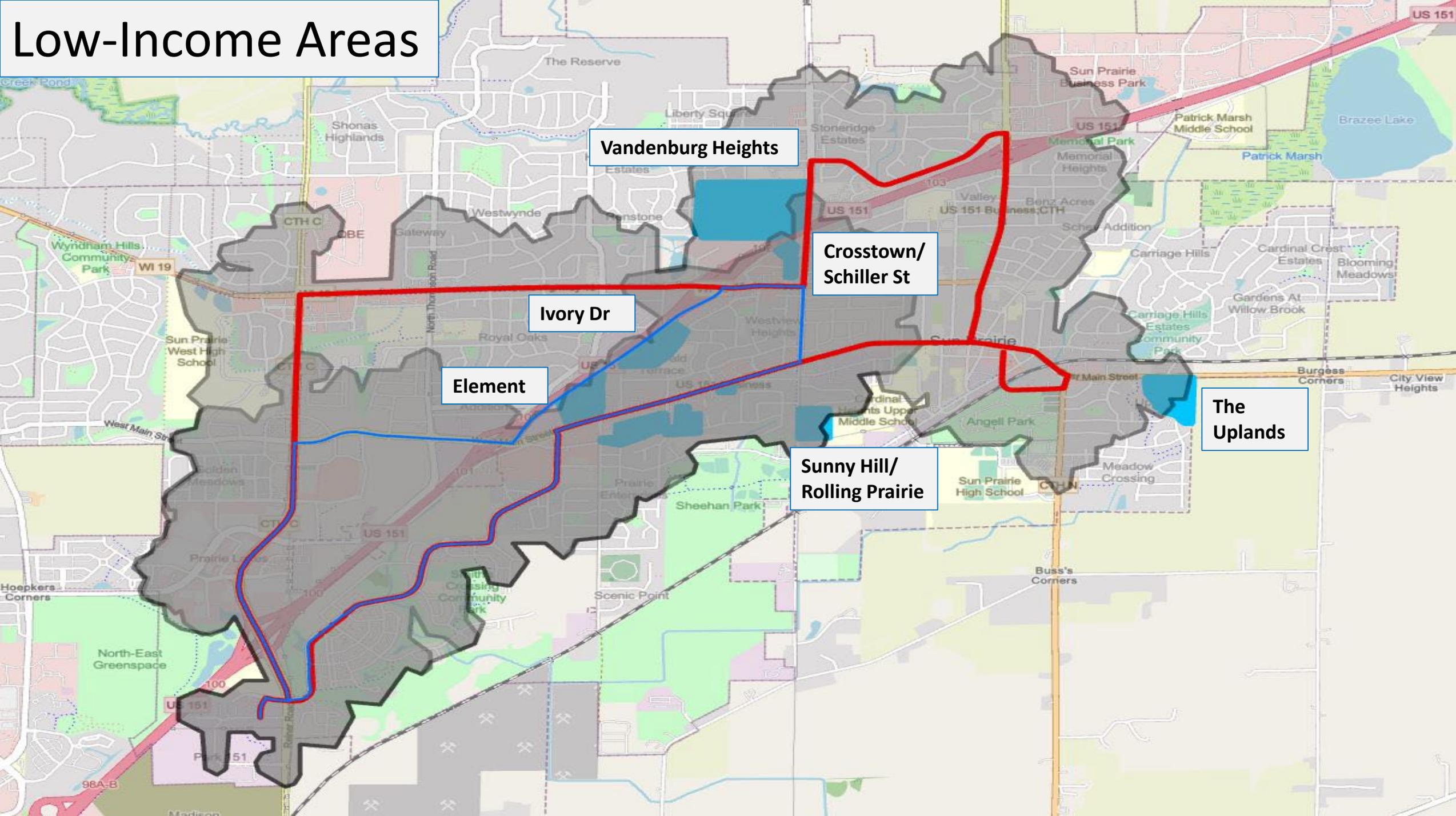
Para-Transit Service Area (Madison Area)



Paratransit Area & SRT Ridership



Low-Income Areas



Vandenburg Heights

Crosstown/
Schiller St

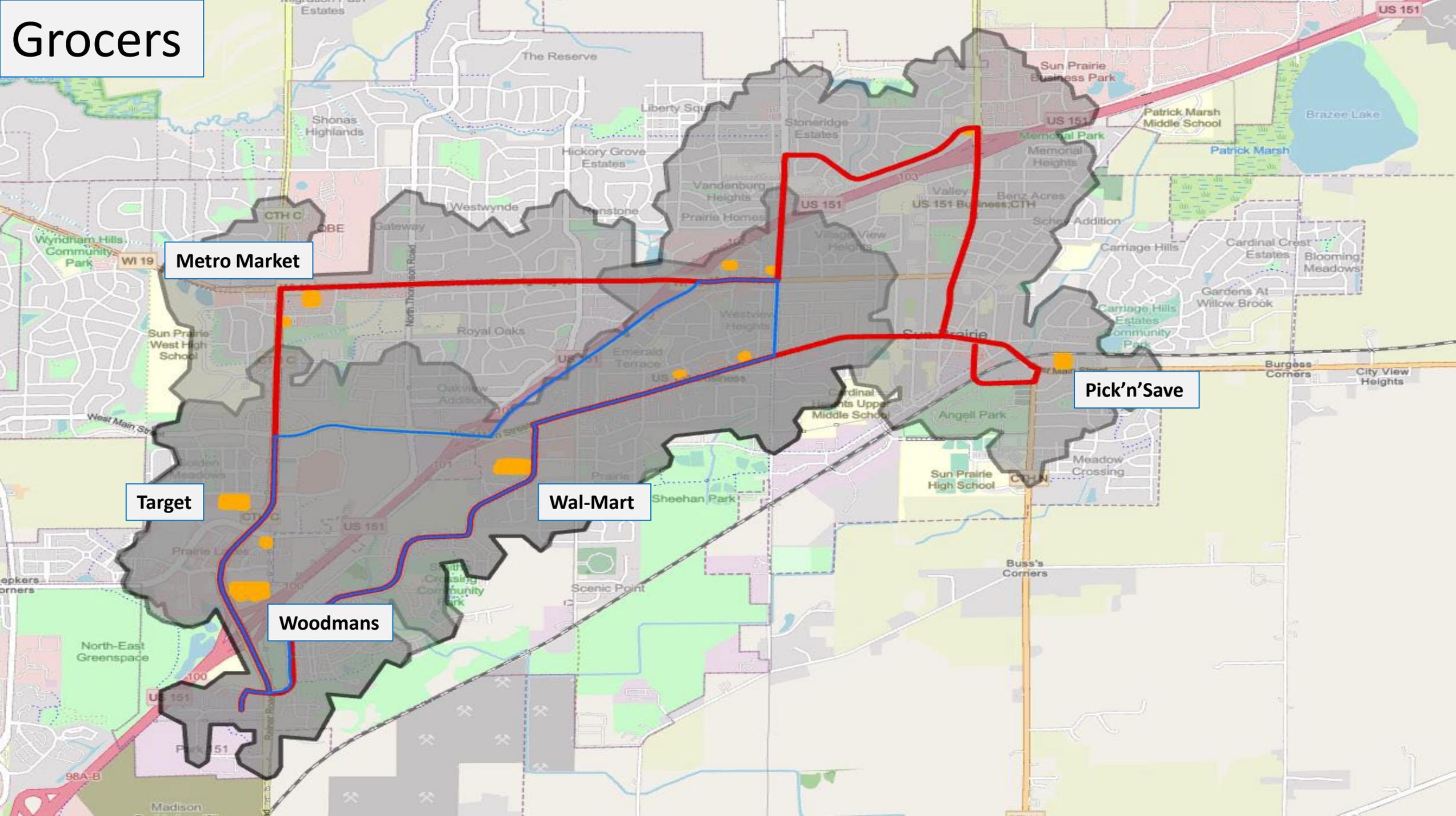
Ivory Dr

Element

Sunny Hill/
Rolling Prairie

The Uplands

Grocers



Metro Market

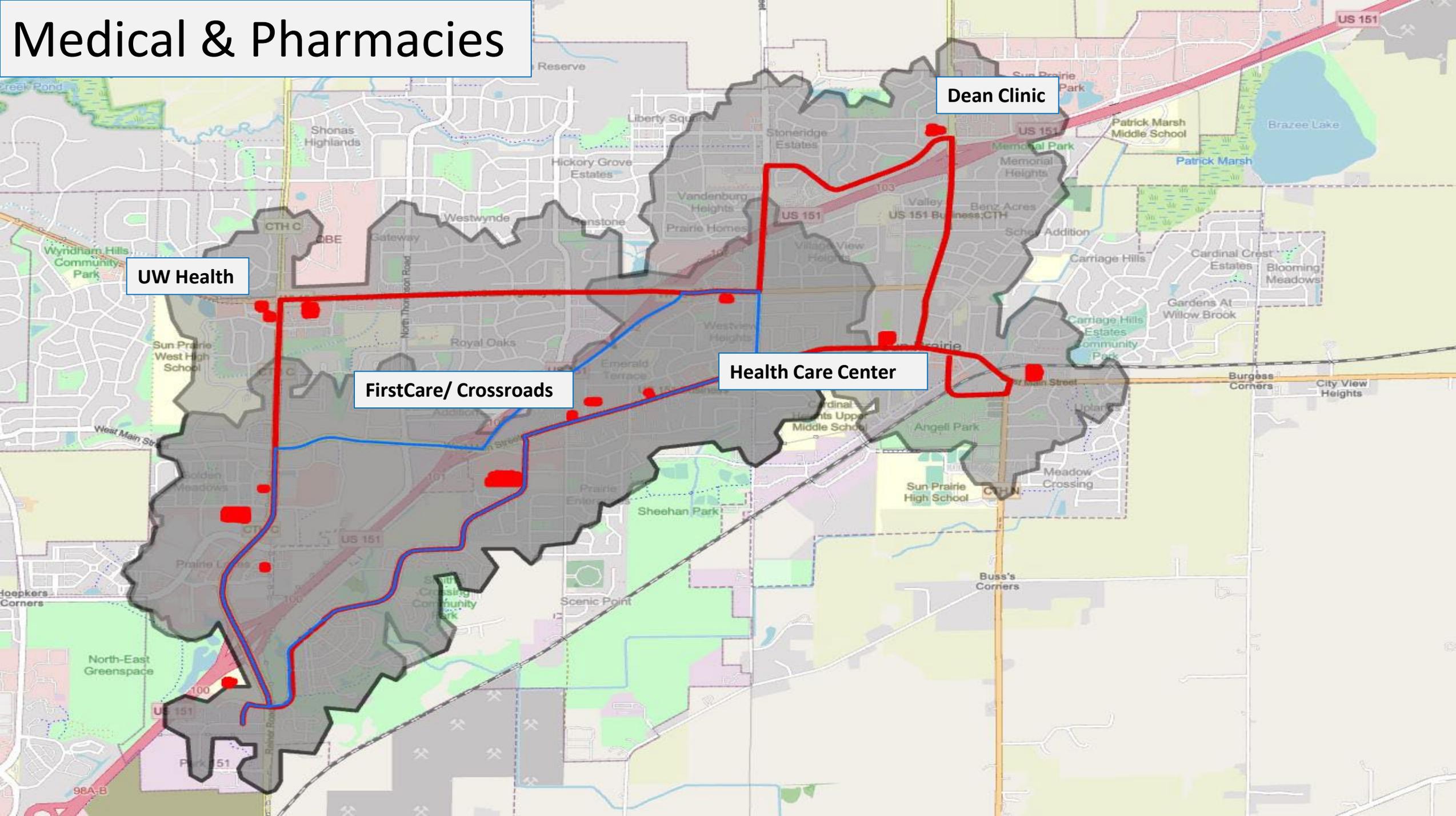
Target

Woodmans

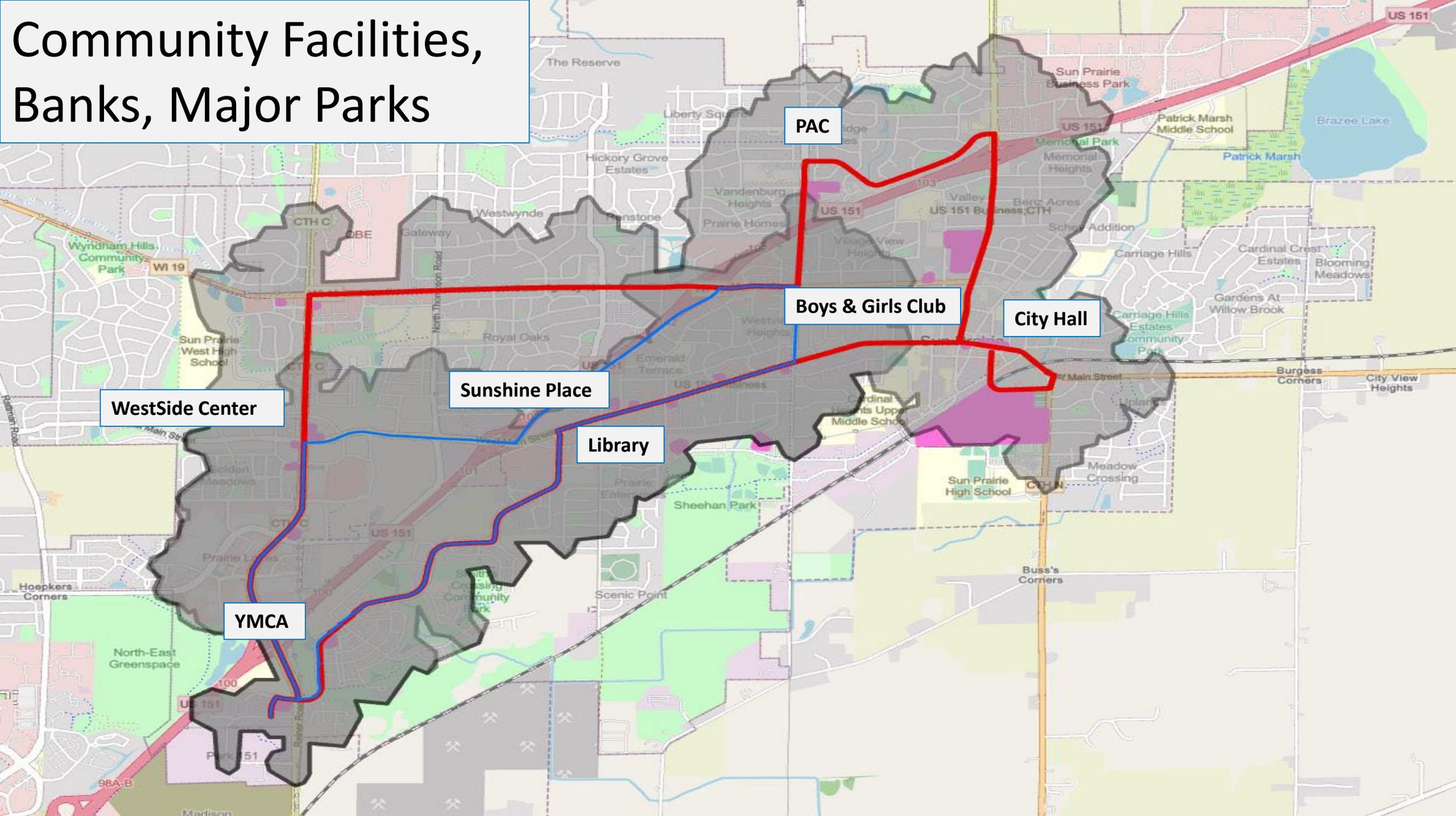
Wal-Mart

Pick'n'Save

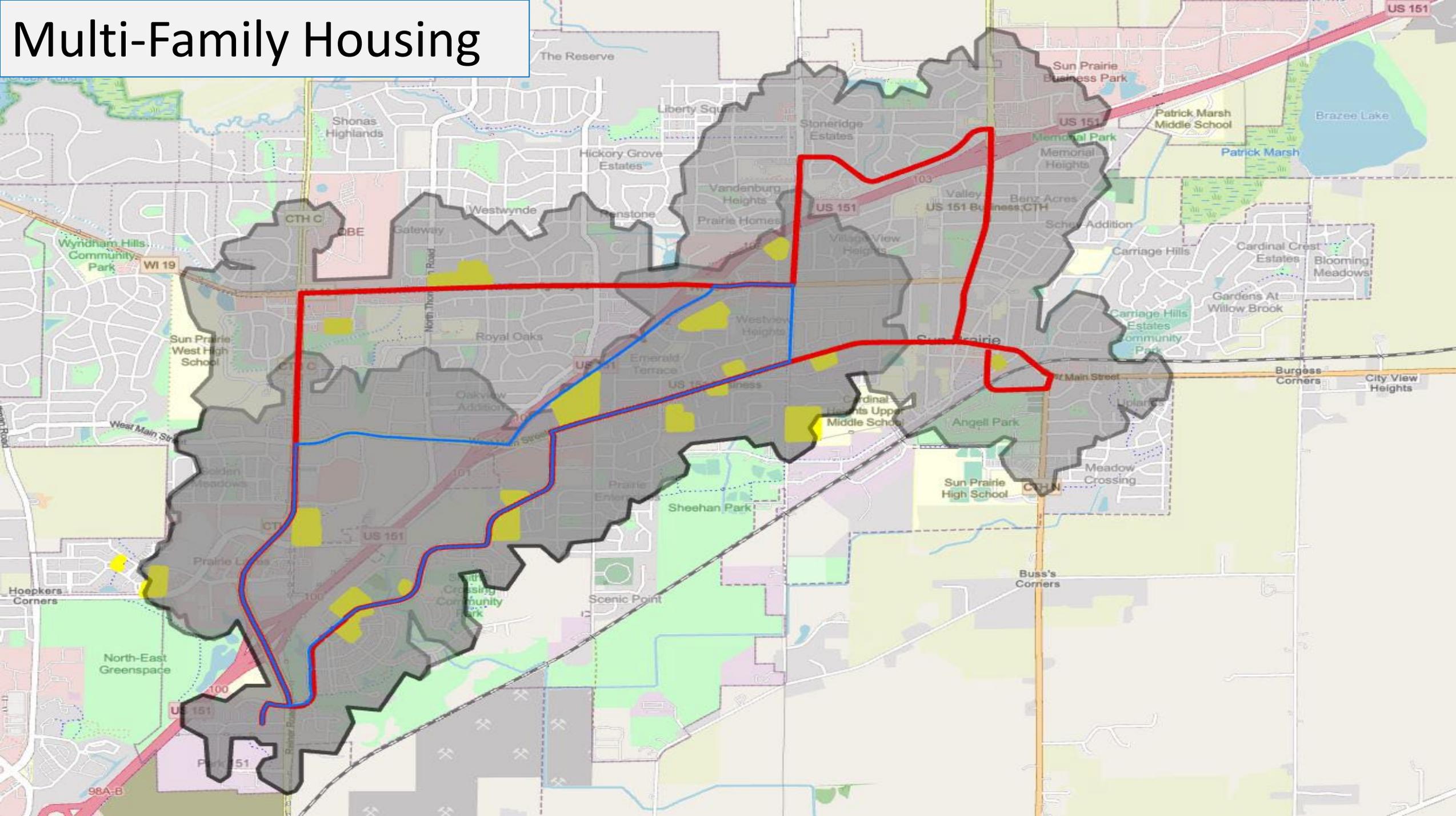
Medical & Pharmacies



Community Facilities, Banks, Major Parks



Multi-Family Housing



Next Steps

Build

Early 2023: Bus Stops

- Determine location, construct pads and signs
- Work extensively with Metro Transit to facilitate smooth transition for future paratransit users.

Launch

Summer 2023: Route Implementation

- “Soft Launch” in June 2023
- Route 23 dollars go toward BRT, and SRT dollars go toward Routes S and W
- Regular Madison City Buses to run BRT routes

BRT

2024: Formal Bus Rapid Transit launch in Autumn 2024