



North-South Bus Rapid Transit

City of Madison Transportation Commission

October 25, 2023

Presentation Overview

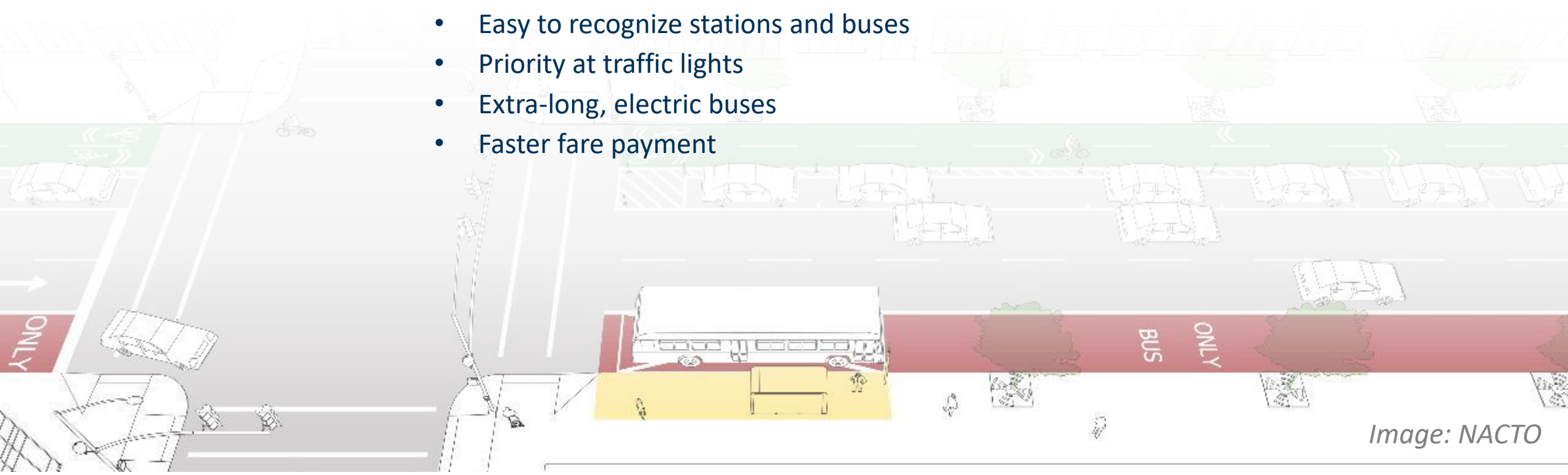
- 1. What is BRT?**
- 2. Why North-South BRT?**
- 3. Costs and Funding**
- 4. Timeline**
- 5. How to give input**

What is Bus Rapid Transit?

A Bus Rapid Transit (BRT) system is a **fast, comfortable, cost-effective, high-quality** bus system. It travels on popular bus routes.

BRT includes:

- Direct routes and fewer stops
- Frequent, all-day service
- Bus-only lanes
- Easy to recognize stations and buses
- Priority at traffic lights
- Extra-long, electric buses
- Faster fare payment



Who is Building Bus Rapid Transit?

Project led by Metro Transit

Partners include:

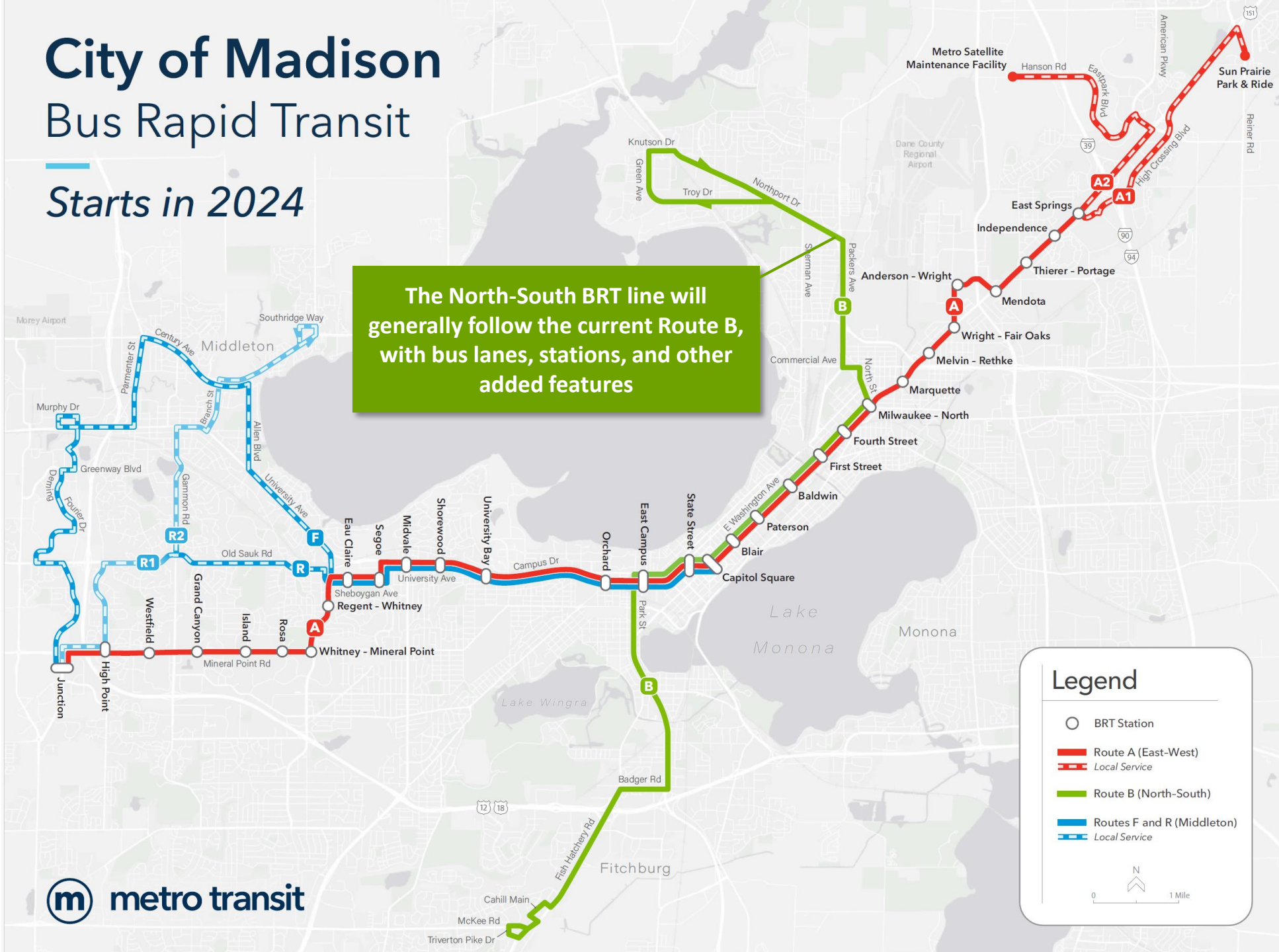
- City of Fitchburg
- Dane County
- Greater Madison MPO
- Wisconsin Dept. of Transportation
- Federal Transit Administration



City of Madison Bus Rapid Transit

Starts in 2024

The North-South BRT line will generally follow the current Route B, with bus lanes, stations, and other added features



East-West Runningway and Station Construction

September 2023



High Point

Eau Claire



North-South Bus Rapid Transit Madison, WI



North-South BRT Line (Route B)
 New Station
 Shared Station

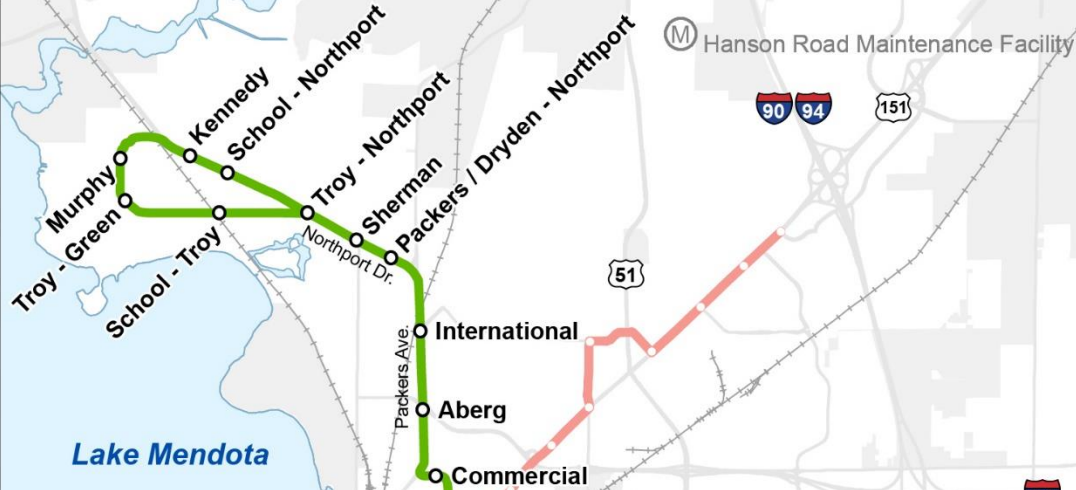
East-West BRT Line (Route A)

City of Madison

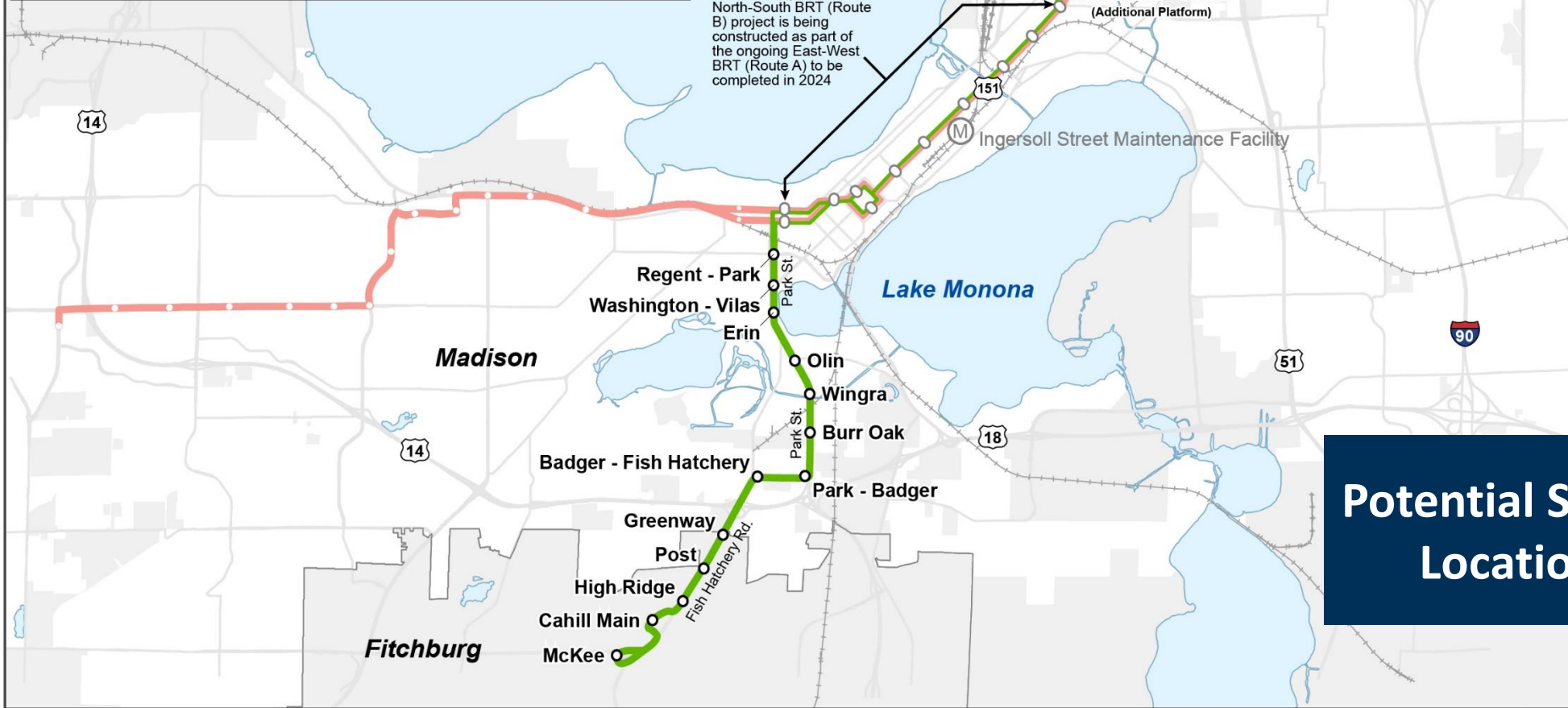
Parking

Surrounding Communities

Bus O&M Facility



The central portion of the North-South BRT (Route B) project is being constructed as part of the ongoing East-West BRT (Route A) to be completed in 2024



Potential Station Locations

Why expand the BRT system to the North-South BRT Line?

CONVENIENCE
RELIABILITY
COMFORT
ACCESS
ENVIRONMENT
ECONOMY
SAFETY





CONVENIENCE

North-South BRT will run throughout the day with **service every 15 minutes from 6 am until 8 pm.**

Convenient features like **all-door boarding, fewer delays, and real-time bus arrival information** at stations.

RELIABILITY

Dedicated bus lanes and priority at traffic lights make the service more reliable.



COMFORT

The following features will improve comfort for all users:

1. Improved stations with shelter, lighting, heat, and seating
2. Near-level boarding platforms
3. Doors on both sides of the bus
4. Modern, electric, 60-foot buses (starting in 2024)



EXPANDING ACCESS



North-South BRT will provide high quality transit to the **diverse people and places** that make up **Madison's Northside and Southside neighborhoods**, and the **Fish Hatchery Road** corridor in **Fitchburg**.

PEOPLE + JOBS

North-South BRT will
provide access to

97,000
people

and

78,000
jobs

within ½ mile of the proposed
North-South BRT route in
Madison and Fitchburg.



HEALTHCARE, EDUCATION, GROCERY STORES, ENTERTAINMENT + MORE

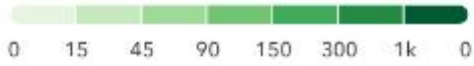
Within ½ mile from the proposed North-South BRT route, there are:

- 2 Major Sports Venues
- 3 Convention Centers
- 4 Hospitals
- 6 Colleges/Universities
- 15 Grocery Stores
- 16 Nursing Homes
- 22 Pharmacies
- 24 Places of Worship
- 26 K-12 Schools
- 30 Parks
- 33 Public Housing Buildings
- 37 Childcare Facilities

Car Free Households

Households per square mile with no vehicle available, by census tract.

HOUSEHOLDS



Proposed
North-South BRT

East-West BRT
Under Construction

19,000
car-free households
live within ½ mile of the
proposed route



People Living with Disabilities

People per square mile who have a disability, by census tract.

PEOPLE / MI²



North-South BRT

East-West BRT
Under Construction

6,800

people with disabilities

live within ½ mile of
the proposed route

People of Color

People per square mile who are non-White or of Hispanic / Latino origin, by census block.



North-South BRT

East-West BRT
Under Construction

33,000

people of color
live within ½ mile of the
proposed route



Median Household Income

Median household income in the past 12 months (in 2021 inflation-adjusted dollars), by block group. [Learn more about 2021 inflation-adjustments.](#)

\$



North-South BRT

East-West BRT
Under Construction

14,000
lower-income households*
live within ½ mile of
the proposed route

*defined as households with incomes within 150% of the poverty threshold.

Seniors and Older Adults

People per square mile who are 65 years or older, by block group.

PEOPLE / MI²



North-South BRT

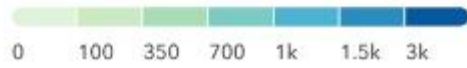
East-West BRT
Under Construction

6,800
seniors and older adults
live within ½ mile of
the proposed route

Youth

People per square mile who are under the age of 18, by block group.

PEOPLE / MI²



North-South BRT

East-West BRT
Under Construction

10,700
people under 18

live within ½ mile of
the proposed route

ENVIRONMENT

North-South BRT will use battery electric buses and the improvements are expected to increase ridership, reducing the region's reliance on fossil fuels.



Photo: Over-head charging on Milwaukee's East-West BRT line



Photo: New Flyer XE60 battery-electric articulated bus; King County Metro

Community event on Madison's Southside.



Vision for Madison's Northside with new businesses and housing.



ECONOMY

This project would direct local and federal investment in Madison's north and south sides to help the economy.

It will help make the community vision for these neighborhoods a reality and reduce transportation costs for families.

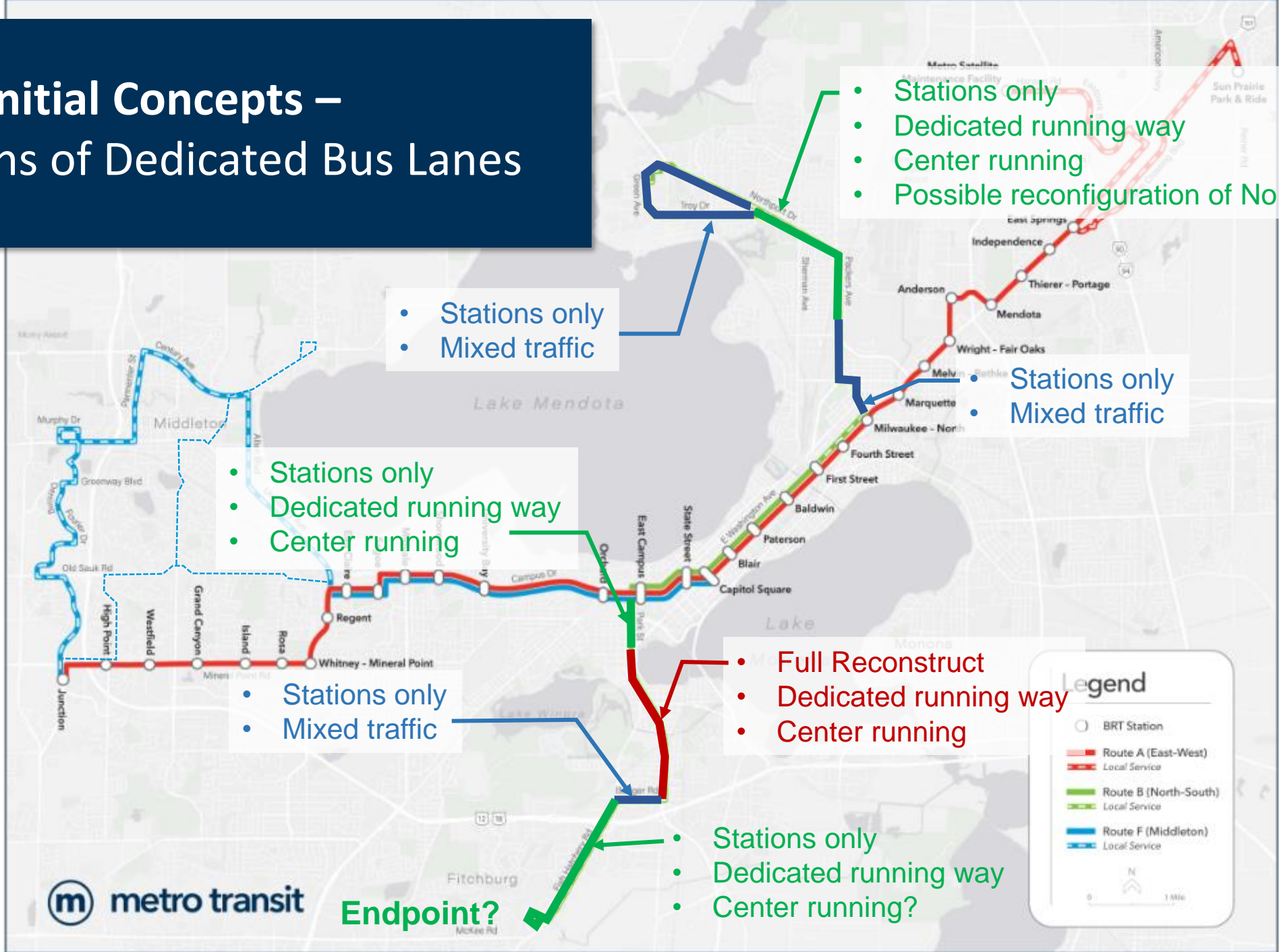
SAFETY

Dedicated bus lanes along Park Street, Packers Avenue, and other segments will help calm traffic

A new shared use path along Park Street and improvements to walking and biking connections in other areas are also expected.



Broad Initial Concepts – Locations of Dedicated Bus Lanes



- Stations only
- Dedicated running way
- Center running
- Possible reconfiguration of Northport/Packers

- Stations only
- Mixed traffic

- Stations only
- Mixed traffic

- Stations only
- Dedicated running way
- Center running

- Stations only
- Mixed traffic

- Full Reconstruct
- Dedicated running way
- Center running

- Stations only
- Dedicated running way
- Center running?

Endpoint?



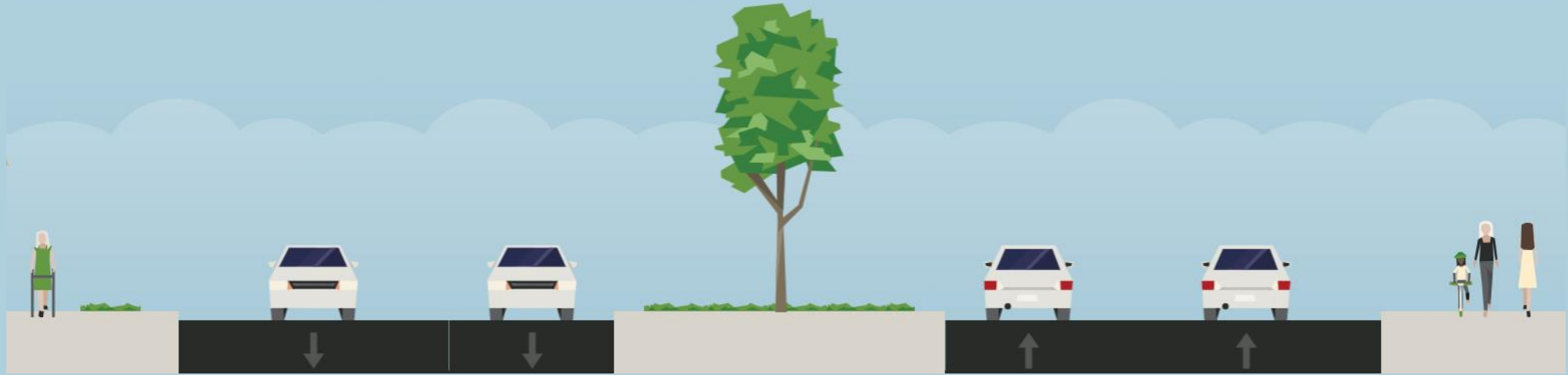
Legend

- BRT Station
- Route A (East-West)
- Local Service
- Route B (North-South)
- Local Service
- Route F (Middleton)
- Local Service

0 1 Mile

Conceptual Changes to Park Street

BEFORE



AFTER



Initial Concept for Park Street

Center-running
Dedicated Bus Lanes

Shared
use path

Tree Canopy



Conceptual Changes to Packers Ave

BEFORE



AFTER





Bus Lane

Packers Ave

Points of Feedback

Route

- Minor changes, particularly the ends of the line
- Route planning was completed during Transit Network Redesign

Stations

- Spacing is about one-half mile
- Intended to serve high ridership areas
- Pedestrian crossings need to be considered

Runningway

- Bus lanes where feasible
- Improvements for other modes where applicable



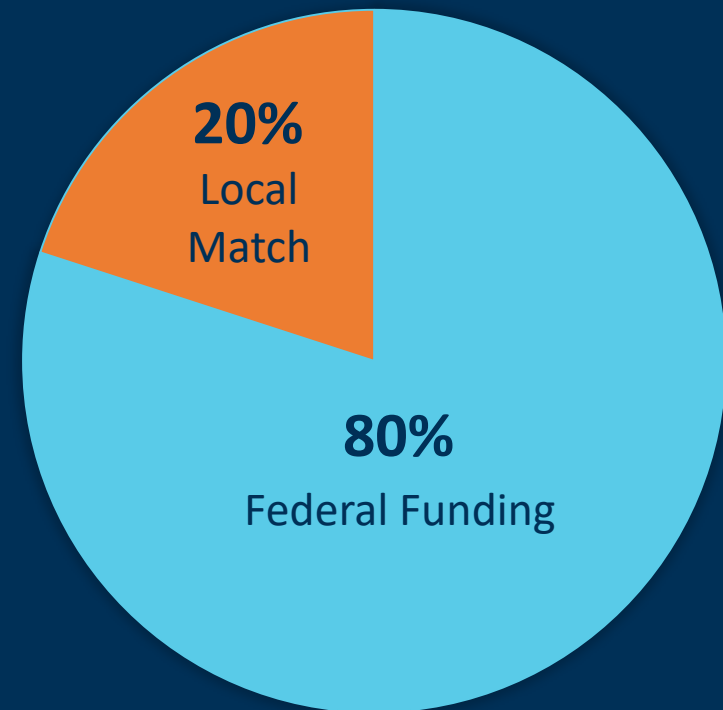
FUNDING SOURCES

Federal Funding Sources:

1. Federal Transit Administration (Small Starts Grant)
2. Areas of Persistent Poverty Grant

Local Funding Sources:

1. City of Madison
2. Wisconsin Dept. of Transportation
3. Local Tax Increment Financing
4. City of Fitchburg



Project Timeline

Subject to change



2012 – 2022

2023 - 2025

2026 - 2027

2027

**BRT System
Planning**

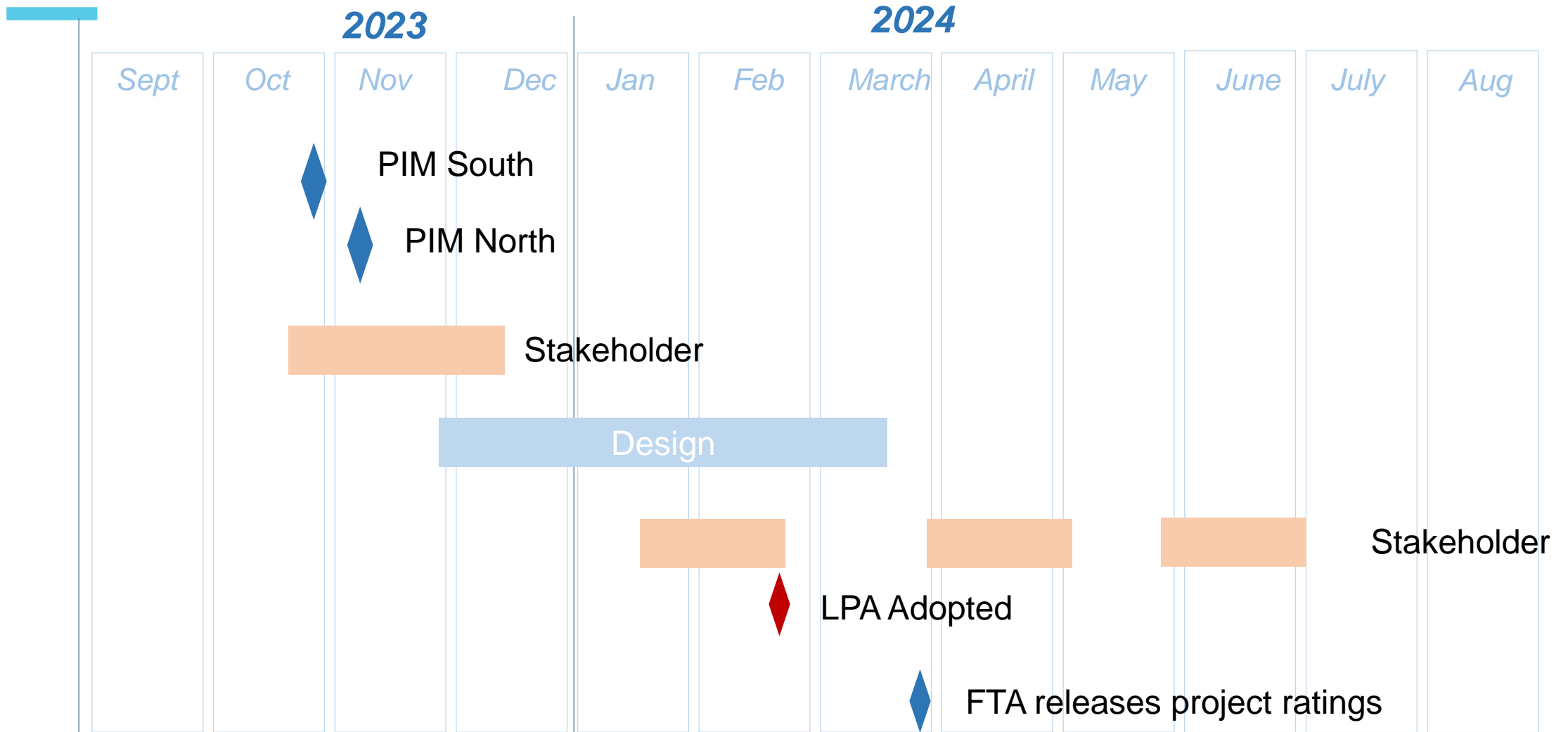
(including East-West BRT Design)

**Planning,
Environmental
Review, and Design**

Construction

**BRT Open
to Service**

Schedule



Upcoming Public Meetings



IN-PERSON MEETINGS

- ***South Side***

Wednesday, November 1

5:30pm - 7:30pm

Urban League

(2222 S. Park Street)

- ***North Side***

Thursday, November 2

5:30pm - 7:30pm

Warner Park Community

Center (1625 Northport Dr.)

- ***Fitchburg***

Thursday, November 9

5:30pm - 7:30pm

Fitchburg Council Chambers

(City Hall, 5520 Lacy Rd.)

VIRTUAL MEETING

Wednesday, November 8

6:30pm - 7:30pm

Register and receive meeting

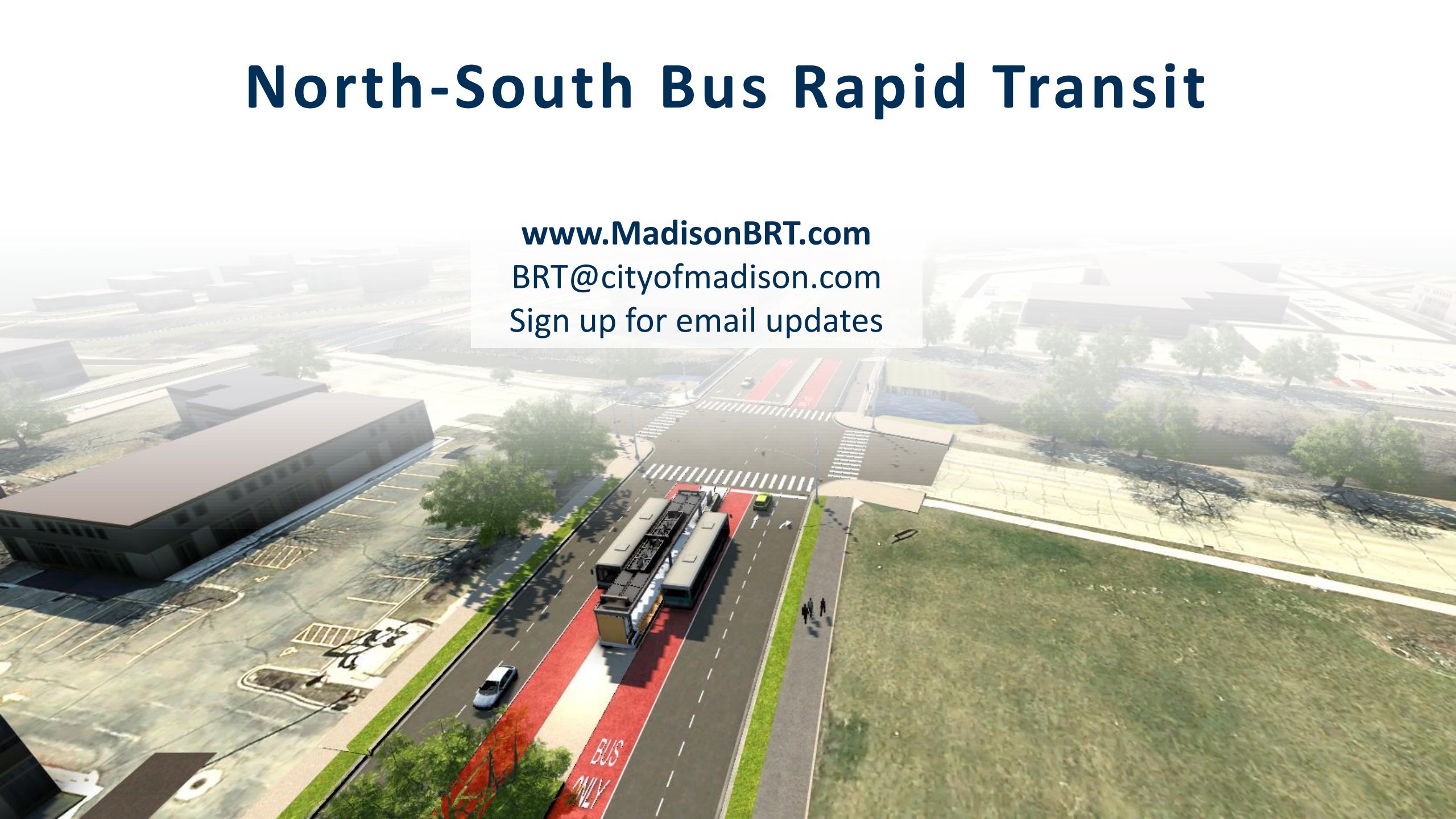
link at [madisonbrt.com](https://www.madisonbrt.com)

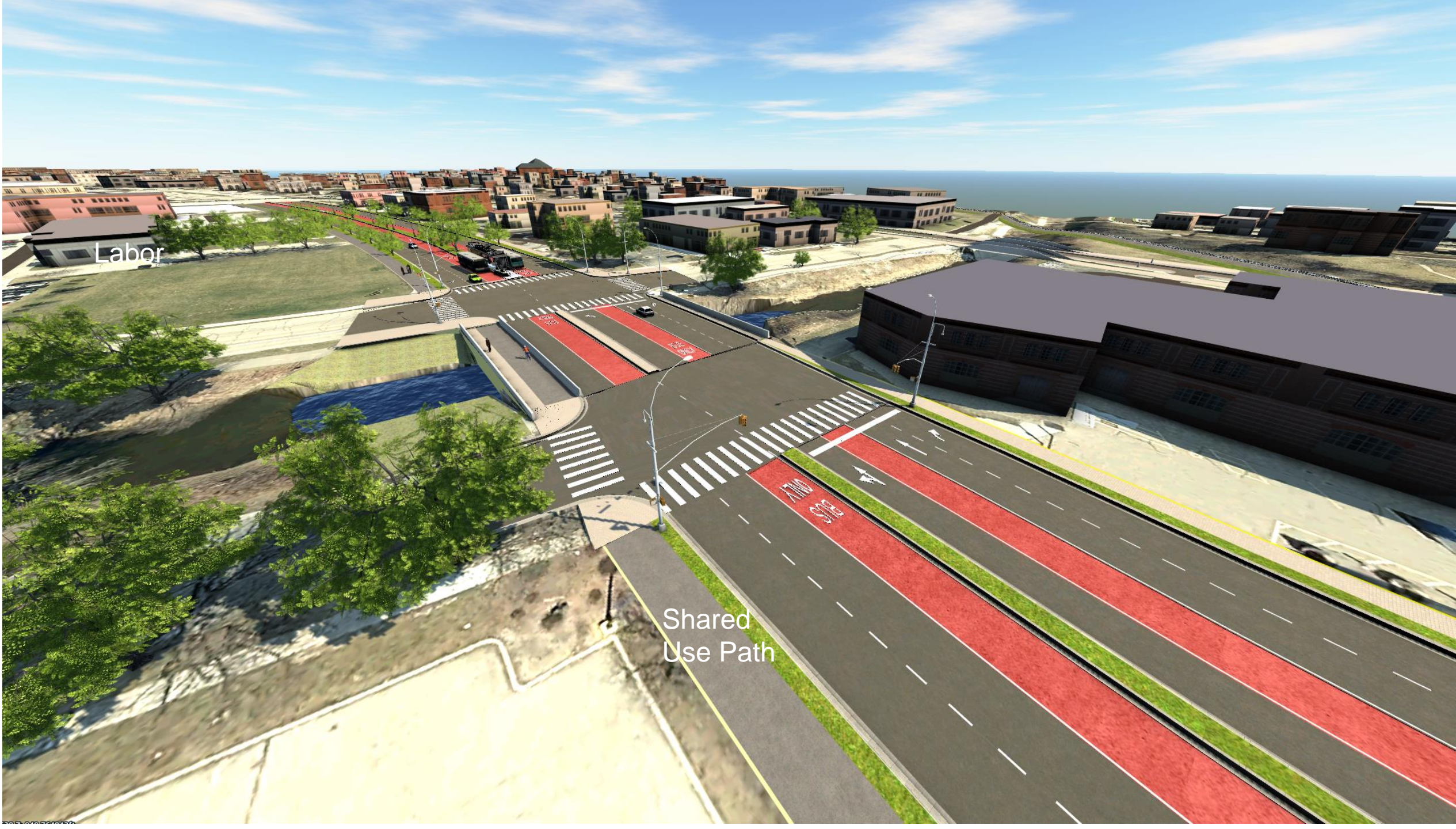
Key Questions for You

- What would you like to see from this project?
- How would you like to be involved?

North-South Bus Rapid Transit

www.MadisonBRT.com
BRT@cityofmadison.com
Sign up for email updates





Labor

Shared
Use Path

