



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Master

File Number: 35566

File ID: 35566

File Type: Resolution

Status: Passed

Version: 2

Reference:

Controlling Body: SUSTAINABLE
MADISON
COMMITTEE

File Created Date : 09/16/2014

File Name: Accepting the Madison Transit Corridor (BRT) Study
Report

Final Action: 02/03/2015

Title: To accept the Madison Transit Corridor (BRT) Study Report, endorsing BRT as a high-capacity transit concept that could help the City achieve its long-term strategic transportation planning and urban development goals ~~the recommendations contained in the Report as a conceptual component of the City's strategy for addressing future transportation system planning and development~~, and to authorize moving forward to the next phase of project development, environmental evaluation and project implementation.

..Body

WHEREAS the City of Madison's population and economy is growing, and in order to help facilitate this growth and ensure a high quality of life, the City has identified a need for a comprehensive transportation system strategy that integrates all modes of transportation (i.e., auto, bicycle, public transportation, pedestrian, high-capacity transit, etc.), and identifies how those modes interconnect and work together; and,

WHEREAS the City of Madison is currently in the process of developing Madison in Motion, its Sustainable Madison Transportation Master Plan; Madison in Motion will guide transportation decisions in the City of Madison, in order to help make Madison a more walkable, bikeable and livable city; and,

WHEREAS the Madison in Motion/Sustainable Madison Transportation Master Plan Oversight Committee is in agreement that a Bus Rapid Transit system, as a component of a comprehensive multi-modal transportation system, is consistent with Madison in Motion's project goals and mission; and,

WHEREAS The *2035 Regional Transportation Plan Update: Madison Metropolitan Area & Dane County*, the MPO's current long-range transportation system plan, recommends planning for and implementing a high-capacity rapid transit service and for local units of government to reach agreement on the appropriate technology and routing for such service; and,

WHEREAS the Madison Area Transportation Planning Board - an MPO recently completed and adopted the *Madison Transit Corridor Study: Bus Rapid Transit (BRT) in the Madison Area* (the "BRT Study"); and,

WHEREAS the BRT Study identified corridors and segments to carry forward into detailed analysis in four corridors, each arranged around the Capitol Square and

oriented towards North, Northeast, South, and West Madison; and several alternative routings along the main corridors, as well as potential future extensions to Sun Prairie, Monona/East Madison, Middleton, Fitchburg, Southwest Madison and Verona were considered; and,

WHEREAS the BRT Study concluded that the BRT system that was evaluated demonstrated strong ridership potential and would favorably compete with other BRT systems throughout the U.S.; and,

WHEREAS a bus rapid transit project must contain, at a minimum: substantial transit stations, traffic signal priority, low-floor vehicles, special branding of service, frequent peak and off-peak service, and service offered at least 14 hours per day in order to qualify for the Federal Transit Administration (FTA) New Starts program; and,

WHEREAS the BRT Study identified the necessary next steps for advancing a BRT start-up system toward project development, including soliciting broader stakeholder and public input, identification of service and design details, identification of a BRT start-up project and the submission of an application for funding under the Federal Transit Administration (FTA) New Starts program, and more detailed design and environmental analysis (as components of the federally-required project development process); and,

WHEREAS the next steps in the BRT project development/implementation process of the Start-Up System will include environmental documentation as required by the National Environmental Policy Act (NEPA), a more detailed analysis of alternative routes and alignments, further refinement of the BRT operating plans, identification of potential solutions to transit vehicle storage and maintenance facility needs, preparation of a detailed economic impact evaluation, further evaluation of the funding and management mechanisms under which the system will operate, and further evaluation of community and neighborhood impacts, including mitigation measures; and,

WHEREAS the BRT project development/implementation process will evaluate the governance structure for operating the system and will evaluate funding sources for the proposed system, including levels of participation by participating units of government and other entities;

NOW THEREFORE BE IT RESOLVED that the Mayor and Common Council accepts the Madison Transit Corridor (BRT) Study Report, endorses BRT as a high-capacity transit concept that could help the City achieve its long-term strategic transportation planning and urban development goals ~~the recommendations contained in the Report as a conceptual component of the City's strategy for addressing future transportation system planning and development,~~ and authorizes moving forward to the next phase of project development, environmental evaluation and project implementation; and,

BE IT FURTHER RESOLVED that the BRT project development/implementation process will address how paratransit services may be enhanced and/or integrated with BRT service, will revisit the analysis of the BRT corridors and specifically address equity issues (in terms of travel time savings, job connectivity, access to

low-income populations and redevelopment) and will address any federal Title VI issues pertaining to the project; and

BE IT FURTHER RESOLVED that the Mayor and Common Council recommend that the City of Madison, Dane County, the Wisconsin Department of Transportation, Madison Area Transportation Planning Board - an MPO, the University of Wisconsin, and other local units of government and agencies (including those communities that currently contract for Metro Transit services, such as Fitchburg, Middleton, Verona, Shorewood Hills and the Town of Madison) work cooperatively to take all necessary steps toward BRT project development and implementation, in accordance with all applicable local, state and federal regulations; and,

BE IT STILL FURTHER RESOLVED that the Mayor and Common Council recommend that an intergovernmental committee (the BRT Intergovernmental Oversight Committee) be reconstituted to oversee and manage BRT start-up system project development (this regional advisory committee currently exists, having been previously established and formerly referred to as the Transport 2020 Implementation Task Force); and,

BE IT STILL FURTHER RESOLVED that the composition of the BRT Intergovernmental Oversight Committee should reflect the composition of the Transport 2020 Implementation Task Force (which includes representatives of the City of Madison, Dane County, the State of Wisconsin, the University of Wisconsin-Madison, the Madison Area Transportation Planning Board - An MPO, and other local units of government and agencies); and,

BE IT FINALLY RESOLVED that the City of Madison, Planning Division will continue to provide staff administration and management of the project, including coordination and communications among the Federal Transit Administration and other participating entities.

Notes:

CC Agenda Date: 02/03/2015

Sponsors: Paul R. Soglin, Denise DeMarb, Chris Schmidt, John Strasser, Maurice S. Cheeks, Lauren Cnare, Michael E. Verveer, Marsha A. Rummel, Larry Palm, Joseph R. Clausius, David Ahrens, Ledell Zellers, Shiva Bidar-Sielaff, Lucas Dailey and Steve King

Effective Date: 02/09/2015

Attachments: MPO Handout to EDC Oct 15 2014.pdf, Madison Transit Corridor Study, Final Corridor Alignment Maps, Bus Rapid Transit (BRT) 2-pager, Susan DeVos comments-103014.pdf, LRTPC Recommendation for Title of Leg File 35566.pdf, TPC Item F.1. - Leg. File 35566, excerpted from the 11.5.14 Draft Minutes.pdf, Two Page Report, Full Report, Corridor/Alignment Maps, LRTPC recommended changes to resolution-121914.pdf

Enactment Number: RES-15-00115

Author: David Trowbridge, Planning Division

Hearing Date:

Entered by: dtrowbridge@cityofmadison.com

Published Date:

History of Legislative File

| Version: | Acting Body: | Date: | Action: | Sent To: | Due Date: | Return Date: | Result: |
|----------|---|------------|---------------------------|--|-----------|--------------|---------|
| 1 | Department of Planning and Community and Economic Development | 09/16/2014 | Referred for Introduction | | | | |
| | Action Text: This Resolution was Referred for Introduction | | | | | | |
| | Notes: Sustainable Madison Transportation Master Plan Oversight Committee (Madison in Motion), Pedestrian-Bicycle-Motor Vehicle Commission, Long Range Transportation Planning Committee, Transit and Parking Commission, Plan Commission, Economic Development Commission | | | | | | |
| 1 | COMMON COUNCIL | 10/07/2014 | Referred | SUSTAINABLE MADISON TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion) | | 12/18/2014 | |
| | Action Text: This Resolution was Referred to the SUSTAINABLE MADISON TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion) | | | | | | |
| | Notes: Additional referrals to Sustainable Madison Transportation Master Plan Oversight Committee (Madison in Motion), Pedestrian-Bicycle-Motor Vehicle Commission, Long Range Transportation Planning Committee, Transit and Parking Commission, Plan Commission, Economic Development Commission | | | | | | |
| 1 | SUSTAINABLE MADISON TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion) | 10/07/2014 | Refer | PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION | | 10/28/2014 | |
| | Action Text: This Resolution was Refer to the PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION | | | | | | |
| | Notes: | | | | | | |
| 1 | SUSTAINABLE MADISON TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion) | 10/07/2014 | Refer | LONG RANGE TRANSPORTATION PLANNING COMMITTEE | | 10/30/2014 | |
| | Action Text: This Resolution was Refer to the LONG RANGE TRANSPORTATION PLANNING COMMITTEE | | | | | | |
| | Notes: | | | | | | |
| 1 | SUSTAINABLE MADISON TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion) | 10/07/2014 | Refer | TRANSIT AND PARKING COMMISSION | | 11/05/2014 | |
| | Action Text: This Resolution was Refer to the TRANSIT AND PARKING COMMISSION | | | | | | |
| | Notes: | | | | | | |
| 1 | SUSTAINABLE MADISON TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion) | 10/07/2014 | Refer | PLAN COMMISSION | | 10/27/2014 | |
| | Action Text: This Resolution was Refer to the PLAN COMMISSION | | | | | | |

Notes:

1 SUSTAINABLE MADISON 10/07/2014 Refer ECONOMIC 10/15/2014
 TRANSPORTATION DEVELOPMENT
 MASTER PLAN COMMITTEE
 OVERSIGHT
 COMMITTEE (Madison in
 Motion)

Action Text: This Resolution was Refer to the ECONOMIC DEVELOPMENT COMMITTEE

Notes:

1 SUSTAINABLE MADISON 10/07/2014 Refer SUSTAINABLE 12/15/2014
 TRANSPORTATION MADISON
 MASTER PLAN COMMITTEE
 OVERSIGHT
 COMMITTEE (Madison in
 Motion)

Action Text: This Resolution was Refer to the SUSTAINABLE MADISON COMMITTEE

Notes:

1 ECONOMIC 10/15/2014 Return to Lead with SUSTAINABLE 12/18/2014 Pass
 DEVELOPMENT the Following MADISON
 COMMITTEE Recommendation(s) TRANSPORTATIO
 N MASTER PLAN
 OVERSIGHT
 COMMITTEE
 (Madison in
 Motion)

Action Text: A motion was made by Mr. Clarke, seconded by Mr. Younkle, to Return to Lead with the following recommendations to the Sustainable Madison Planning Oversight Committee (Madison in Motion) : to accept this report and encourage the formation of the group and to look in greater depth at the economic impact of a BRT.

Notes: Return to Lead with the following recommendations to the Sustainable Madison Planning Oversight Committee (Madison in Motion) : to accept this report and encourage the formation of the group and to look in greater depth at the economic impact of a BRT.

1 SUSTAINABLE MADISON 10/16/2014
 TRANSPORTATION
 MASTER PLAN
 OVERSIGHT
 COMMITTEE (Madison in
 Motion)

1 PLAN COMMISSION 10/27/2014 Return to Lead with SUSTAINABLE 12/18/2014 Pass
 the
 Recommendation TRANSPORTATIO
 N MASTER PLAN
 OVERSIGHT
 COMMITTEE
 (Madison in
 Motion)

Action Text: A motion was made by Cantrell, seconded by Sundquist, to Return to Lead with the Recommendation for Approval to the SUSTAINABLE MADISON TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion). The motion passed by voice vote/other.

Notes: The motion passed by voice vote / other.

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| 1 | PEDESTRIAN/BICYCLE/ MOTOR VEHICLE COMMISSION | 10/28/2014 | Return to Lead with the Recommendation for Approval | SUSTAINABLE MADISON TRANSPORTATIO N MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion) | 12/18/2014 | Pass |
| | Action Text: | A motion was made by Webber, seconded by Kolar, to Return to Lead with the Recommendation for Approval to the SUSTAINABLE MADISON TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion). The motion passed by the following vote: | | | | |
| | Notes: | AYES (4): Kolar; Lehner; Rewey; Webber ABSTENTIONS (1): De Vos NON-VOTING (1) - Crandall Ayes: 4 Michael W. Rewey; Robbie Webber; Scott A. Kolar and Sarah (Sally) A. Lehner Abstentions: 1 Susan M. De Vos Excused: 5 Marsha A. Rummel; John Strasser; Maurice S. Cheeks; Ronald B. Steinhofer and Lydia S. Maurer Non Voting: 1 Aaron S. P. Crandall | | | | |
| 1 | LONG RANGE TRANSPORTATION PLANNING COMMITTEE | 10/30/2014 | Return to Lead with the Following Recommendation(s) | SUSTAINABLE MADISON TRANSPORTATIO N MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion) | 12/18/2014 | |
| | Action Text: | This Resolution was Return to Lead with the Following Recommendation(s) to the SUSTAINABLE MADISON TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion) | | | | |
| 1 | TRANSIT AND PARKING COMMISSION | 11/05/2014 | Return to Lead with the Following Recommendation(s) | SUSTAINABLE MADISON TRANSPORTATIO N MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion) | 12/18/2014 | |

Action Text: [Please note: This item was taken up before Items E.1. and E.2., out of Agenda order.]

David Trowbridge from the Planning Department, and Bill Schaefer and Mike Cechvala from the MPO, summarized the resolution and answered questions.

- The resolution would accept the Madison Transit Corridor Study prepared by the Madison Area Transportation Planning Board and completed last year; and called for taking the next steps to start working with regional partners and convening a Bus Rapid Transit Intergovernmental Oversight Committee.
- The Committee would be charged with getting involved with BRT project development, conducting an environmental evaluation (NEPA) and an economic impact study, and revisiting routes and operating plans, giving finer detail to the work started by the MPO.
- This process would probably take about 18 months, inc. a few months for the Committee to be constituted.
- Staff felt that it was important for the City to make a statement at this time, because it was going through a Transportation Master Plan process, charged with looking at all transportation modes; and BRT was a system option that offered a desirable high-capacity transit alternative that they wanted to explore further.

Members and staff commented about the resolution and the BRT study as follows.

- Kovich wondered how Paratransit would fit into BRT and how it would be impacted. In talking to Kamp, it sounded like Paratransit might be enhanced, if they Fixed Route service/service area were increased. It would be good to consider this from a planning standpoint and from a stakeholder standpoint, as they looked at impact and how to implement. It seemed that Paratransit was tied in, and that there were some potential benefits they should be thinking about. The vehicles that provided the service might be used by riders who would otherwise use Paratransit. This could be a positive for stakeholder groups; perhaps small, but important.
- Kamp said a question came up through the study as to whether they would realign any of their existing bus routes. The answer was that very likely they would look at changing some routes to feeder service into the stations. And if these reached out more out into the periphery, there was the potential for the ADA Paratransit service area to expand. While ADA Paratransit wasn't a focal point, the service area could possibly be enhanced. [Please note: Schmidt arrived at this point in the meeting.]
- Weier pointed out the change to the title of the resolution proposed by LRTPC (attached), to take out "recommendations contained in the Report".
- Trowbridge said this was suggested because the Report did not have a recommendations section, which had caused some confusion.
- Also, it was felt that because the next Committee would be revisiting the recommendations in the Study and would be reevaluating so much of it, that if the Council went on record to endorse the recommendations contained in the Report, that would be misleading as far as the next Committee's charge.
- Weier didn't quite agree with the Report's analysis of the North Side; and also didn't think it had been examined in light of equity. Though equity was briefly mentioned, it didn't seem to recognize the problems, even though it could save a lot of important time on the North Side. The Report didn't seem to favor the North Side, and asked if this was accurate.
- Schaefer said that though the estimating process for ridership was not as involved as they'd go through in the next phase of the study, based on ridership and based on the redevelopment potential, the North Side was viewed as the weakest among the four different corridors.
- Weier felt that this would depend on how it was laid out, and if viewed from an equity perspective, on what needed the most redevelopment. At 42%, the time savings there were the highest (compared to much lower rates in other areas), which meant that a lot of people suffered with very long trips currently.
- Trowbridge said this was why they didn't want to say something so strongly, such as a recommendation for a phasing, because the criteria used by the next Committee might place a higher importance on equity or connectivity of people to jobs. This was something they were digging into in the Master Plan: i.e., how to provide access from low-income areas to the BRT service, which didn't go through every low-income area; they were very dispersed, as were the job opportunities for them. This was primarily the reason for pulling back on that.
- Weier was glad to hear this. The City was placing a big emphasis on equity now, and she wanted

that to be considered.

- Bergamini asked if a Title VI review would be done as part of the NEPA. Trowbridge said that an onboard survey revision would be done in part to meet the requirements of Title VI. Schaefer said some sort of broader environmental justice analysis would need to be done as part of the next process. Bergamini thought this would be another way to address these many issues of equity.

Poulson thought the process would be for the Oversight Committee to review the Corridor Study and to come up with some recommendations, which would then go through the normal process to develop proposals that would come back through the committee system, and ultimately the Council would weigh in. Trowbridge said the Oversight Committee would look at this report and the work of Madison in Motion, as well as the transit feeders and demand-response and other ideas, to directly link these neighborhoods with the service.

Kovich asked how her comments and Weier's comments would be documented. Trowbridge said their comments could be excerpted from the Minutes and passed along to the Lead committee, Madison in Motion, which could then add special consideration of these items, as was done with a recommendation from the Economic Development Committee. The TPC could submit a motion to that effect.

In response to further questions, Poulson said that along with a recommendation to accept the report, the TPC could express its support for the title change proposed by LRTPC, and provide copies of the Minutes of its discussion. The TPC was the last Secondary referral to consider the resolution before it was returned to the Lead, Madison in Motion Committee. Bergamini made a motion, seconded by Kovich, to adopt the revised title from the LRTPC, and to request that the Minutes from this discussion be forwarded to Madison in Motion, to reflect the Commission's concerns about the future direction of this phase of the study. The motion passed by voice vote/other. [Please note: The Minutes for this item, Agenda Item F.1., were attached to the legislative file.]

Notes: Bergamini made a motion, seconded by Kovich, to adopt the revised title from the LRTPC, and to request that the Minutes from this meeting be forwarded to Madison in Motion, to reflect the Commission's concerns about the future direction of this phase of the study. The motion passed by voice vote/other. Suggestions included: Both from Planning and stakeholder standpoints, to consider how Paratransit would fit into BRT and might be impacted or enhanced by it; to revisit the analysis of the North Side, in light of equity, esp. related to time savings in travel time and job connectivity, and the need for redevelopment; and to do a Title VI review to help address equity.

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| 1 | COMMON COUNCIL | 11/18/2014 | Add Referral(s) | | Pass |
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Action Text: A motion was made by Schmidt, seconded by DeMarb, to Add Referral(s). The motion passed by voice vote/other.

Notes:

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|---|----------------|------------|-------|-------------------------------------|------------|
| 1 | COMMON COUNCIL | 11/19/2014 | Refer | SUSTAINABLE MADISON COMMITTEE | 12/15/2014 |
|---|----------------|------------|-------|-------------------------------------|------------|

Action Text: This Resolution was Refer to the SUSTAINABLE MADISON COMMITTEE

Notes:

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| 1 | SUSTAINABLE MADISON TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion) | 11/20/2014 | |
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|---|----------------------------------|------------|--|--|------|
| 1 | SUSTAINABLE MADISON COMMITTEE | 12/15/2014 | Return to Lead with the Recommendation for Approval | SUSTAINABLE MADISON TRANSPORTATIO N MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion) | Pass |
|---|----------------------------------|------------|--|--|------|

Action Text: Trowbridge stated that he was at the November SMC meeting also talking about transportation, specifically the city's transportation study. Now he is here to talk about the BRT study and he also brought Mike Cechvala from the MPO to answer questions.

Trowbridge stated that he felt good about the study and that the only area that will be difficult will be the downtown and where the BRT goes – State Street? The Square?

Green asked what are the next steps for the project development and funding.

Cechvala indicated that it will take 3-4 years to put everything together. There are politics and funding that need to be worked out.

An RTA needs to be created. The system will need a garage which is large funding levels and that perhaps both the BRT and the bus garage could both get funding. BRT runs about \$2-4 million per mile and a garage will be between \$30-50 million.

Trowbridge indicated that the financing is key as the FTA would like help to fund the project but only at about 50%. How Metro Transit is run right now does not work in the long-term.

Green asked if we need an RTA?

Trowbridge indicated that we need to fund 50% of the project. He also indicated that the Chamber of Commerce and other businesses need to get behind this and the project needs to look at economic development more seriously.

Rogers asked about private funding.

Cechvala indicated that this was very rare and the only time he can think of is the streetcar project in Portland – that Microsoft paid for a short segment to their offices.

Chandler asked why BRT?

Cechvala indicated that there are studies going back to 1991 – looking at all different types of modes but that for cities our size we don't have the ridership to look at anything else but BRT. Transport 2020 was one of those studies and it is not cost effective at \$16-18 million per mile.

Vickerman asked about the fare structure.

Trowbridge indicated that this has not been set yet, that no system pays for itself and this will be part of the community discussion in the future.

Rogers asked if this is the right direction to go in?

Breidenbach indicated that the UW and large businesses will need to help push for this. The economic impact will help businesses.

Trowbridge indicated they are starting to do that and they are looking at developing TMA's or Transportation Management Associations – which group businesses together and then they work on transportation issues as a whole.

Hoffman asked about connection to the airport.

Cechvala indicated that the exact location of the route to the airport has yet to be determined.

Hoffman also indicated that the routes need to then look at development opportunities along the route to increase the property tax base.

Trowbridge mentioned that the developers along East Washington Ave are asking for it.

A motion was made by Green, seconded by Rogers, to Return to Lead with the Recommendation for Approval to the SUSTAINABLE MADISON TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE (Madison in Motion). The motion passed by voice vote/other.

- 1 SUSTAINABLE MADISON 12/18/2014 RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER Pass
TRANSPORTATION
MASTER PLAN
OVERSIGHT
COMMITTEE (Madison in Motion)

Action Text: This Resolution was RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER

LRTPC recommended modifications to the resolution are at url below:

<https://madison.legistar.com/View.ashx?M=F&ID=3435098&GUID=4490D474-2FE0-4DB6-A01C-4DCA3BB71DCF>

=====

Rob Kennedy/Michael Rewey submitted a motion to recommend adoption of Resolution ID 35566.

Ken Golden suggested taking a current "Whereas" clause and making it a "Be it Further Resolved" clause, to give it more weight. Ken Golden/Ald. John Strasser submitted an amendment to the motion, recommending this change (see new BIFR clause below):

"BE IT FURTHER RESOLVED that the BRT project development/implementation process will address how paratransit services may be enhanced and/or integrated with BRT service, will revisit the analysis of the BRT corridors and specifically address equity issues (in terms of travel time savings, job connectivity, access to low-income populations and redevelopment) and will address any federal Title VI issues pertaining to the project; and,"

Ken Golden/Ald. John Strasser then submitted a second amendment to the motion, recommending the change to one of the "Whereas" clauses (see new "Whereas" clause below):

"WHEREAS the next steps in the BRT project development/implementation process of the Start-Up System will include environmental documentation as required by the National Environmental Policy Act (NEPA), a more detailed analysis of alternative routes and alignments, further refinement of the BRT operating plans, identification of potential solutions to transit vehicle storage and maintenance facility needs, preparation of a detailed economic impact evaluation, further evaluation of the funding and management mechanisms under which the system will operate, and further evaluation of community and neighborhood impacts, including mitigation measures; and,"

The Committee then unanimously recommended adoption of Resolution ID 35566, as amended, on the original motion submitted by Rob Kennedy/Michael Rewey.

- 1 COMMON COUNCIL 02/03/2015 Adopt Substitute Pass
Action Text: A motion was made by Schmidt, seconded by DeMarb, to Adopt Substitute. The motion passed by voice vote/other.

One registrant in support.

Text of Legislative File 35566

Fiscal Note

Adoption of the Resolution will not commit the City of Madison to additional expenditures at this time, but may represent an initial step toward ultimately significant potential impacts on future City capital and operating expenses.

The Resolution authorizes advancement toward BRT system project development,

environmental evaluation and project implementation. City planning staff estimate that the project development process may be initiated over the next several months, then require two years to complete - at an estimated cost of approximately \$2-\$2.5 million. Detailed funding sources for the project development work are yet to be determined but will likely be funded by a combination of federal, state and local sources. Federal grant funds allocated to this project (WI-39-0001, WI-26-0012 and WI-39-0002) have been secured and will be used. Any City of Madison expenditures to fund BRT system project development will require future Council approval.

The Resolution also provides for the creation of a "BRT Intergovernmental Oversight Committee" to review, evaluate, and develop recommendations on various project elements. Staff resources from the Department of Planning & Community & Economic Development, Metro Transit, Traffic Engineering, City Engineering, and the Madison Area Transportation Planning Board - a Metropolitan Planning Organization (MPO) may be necessary to provide support for future planning and/or project development work on a BRT start-up system.

Any future expenditure associated with implementation of a BRT start-up system will require further Council approval.

Title

To accept the Madison Transit Corridor (BRT) Study Report, endorsing BRT as a high-capacity transit concept that could help the City achieve its long-term strategic transportation planning and urban development goals ~~the recommendations contained in the Report as a conceptual component of the City's strategy for addressing future transportation system planning and development,~~ and to authorize moving forward to the next phase of project development, environmental evaluation and project implementation.

Body

WHEREAS the City of Madison's population and economy is growing, and in order to help facilitate this growth and ensure a high quality of life, the City has identified a need for a comprehensive transportation system strategy that integrates all modes of transportation (i.e., auto, bicycle, public transportation, pedestrian, high-capacity transit, etc.), and identifies how those modes interconnect and work together; and,

WHEREAS the City of Madison is currently in the process of developing Madison in Motion, its Sustainable Madison Transportation Master Plan; Madison in Motion will guide transportation decisions in the City of Madison, in order to help make Madison a more walkable, bikeable and livable city; and,

WHEREAS the Madison in Motion/Sustainable Madison Transportation Master Plan Oversight Committee is in agreement that a Bus Rapid Transit system, as a component of a comprehensive multi-modal transportation system, is consistent with Madison in Motion's project goals and mission; and,

WHEREAS The *2035 Regional Transportation Plan Update: Madison Metropolitan Area & Dane County*, the MPO's current long-range transportation system plan, recommends planning for and implementing a high-capacity rapid transit service and for local units of government to reach agreement on the appropriate technology and routing for such service; and,

WHEREAS the Madison Area Transportation Planning Board - an MPO recently completed and adopted the *Madison Transit Corridor Study: Bus Rapid Transit (BRT) in the Madison Area* (the "BRT Study"); and,

WHEREAS the BRT Study identified corridors and segments to carry forward into detailed

analysis in four corridors, each arranged around the Capitol Square and oriented towards North, Northeast, South, and West Madison; and several alternative routings along the main corridors, as well as potential future extensions to Sun Prairie, Monona/East Madison, Middleton, Fitchburg, Southwest Madison and Verona were considered; and,

WHEREAS the BRT Study concluded that the BRT system that was evaluated demonstrated strong ridership potential and would favorably compete with other BRT systems throughout the U.S.; and,

WHEREAS a bus rapid transit project must contain, at a minimum: substantial transit stations, traffic signal priority, low-floor vehicles, special branding of service, frequent peak and off-peak service, and service offered at least 14 hours per day in order to qualify for the Federal Transit Administration (FTA) New Starts program; and,

WHEREAS the BRT Study identified the necessary next steps for advancing a BRT start-up system toward project development, including soliciting broader stakeholder and public input, identification of service and design details, identification of a BRT start-up project and the submission of an application for funding under the Federal Transit Administration (FTA) New Starts program, and more detailed design and environmental analysis (as components of the federally-required project development process); and,

WHEREAS the next steps in the BRT project development/implementation process of the Start-Up System will include environmental documentation as required by the National Environmental Policy Act (NEPA), a more detailed analysis of alternative routes and alignments, further refinement of the BRT operating plans, identification of potential solutions to transit vehicle storage and maintenance facility needs, preparation of a detailed economic impact evaluation, further evaluation of the funding and management mechanisms under which the system will operate, and further evaluation of community and neighborhood impacts, including mitigation measures; and,

WHEREAS the BRT project development/implementation process will evaluate the governance structure for operating the system and will evaluate funding sources for the proposed system, including levels of participation by participating units of government and other entities;

NOW THEREFORE BE IT RESOLVED that the Mayor and Common Council accepts the Madison Transit Corridor (BRT) Study Report, endorses BRT as a high-capacity transit concept that could help the City achieve its long-term strategic transportation planning and urban development goals ~~the recommendations contained in the Report as a conceptual component of the City's strategy for addressing future transportation system planning and development~~, and authorizes moving forward to the next phase of project development, environmental evaluation and project implementation; and,

BE IT FURTHER RESOLVED that the BRT project development/implementation process will address how paratransit services may be enhanced and/or integrated with BRT service, will revisit the analysis of the BRT corridors and specifically address equity issues (in terms of travel time savings, job connectivity, access to low-income populations and redevelopment) and will address any federal Title VI issues pertaining to the project; and

BE IT FURTHER RESOLVED that the Mayor and Common Council recommend that the City of Madison, Dane County, the Wisconsin Department of Transportation, Madison Area Transportation Planning Board - an MPO, the University of Wisconsin, and other local units of

government and agencies (including those communities that currently contract for Metro Transit services, such as Fitchburg, Middleton, Verona, Shorewood Hills and the Town of Madison) work cooperatively to take all necessary steps toward BRT project development and implementation , in accordance with all applicable local, state and federal regulations; and,

BE IT STILL FURTHER RESOLVED that the Mayor and Common Council recommend that an intergovernmental committee (the BRT Intergovernmental Oversight Committee) be reconstituted to oversee and manage BRT start-up system project development (this regional advisory committee currently exists, having been previously established and formerly referred to as the Transport 2020 Implementation Task Force); and,

BE IT STILL FURTHER RESOLVED that the composition of the BRT Intergovernmental Oversight Committee should reflect the composition of the Transport 2020 Implementation Task Force (which includes representatives of the City of Madison, Dane County, the State of Wisconsin, the University of Wisconsin-Madison, the Madison Area Transportation Planning Board - An MPO, and other local units of government and agencies); and,

BE IT FINALLY RESOLVED that the City of Madison, Planning Division will continue to provide staff administration and management of the project, including coordination and communications among the Federal Transit Administration and other participating entities .