



# State Street

BRT and Metro

# Expressed State Street Bus Concerns

- Queuing of multiple buses at signals, particularly during evening rush hour.
  - Idling
  - Noise
- Drug dealing
- Requests for rerouting for events.
- (In 2019 – 621 buses per day)







[ALERT](#) [TOP STORY](#)

[EDITORIAL](#)

# Transform State Street into promenade

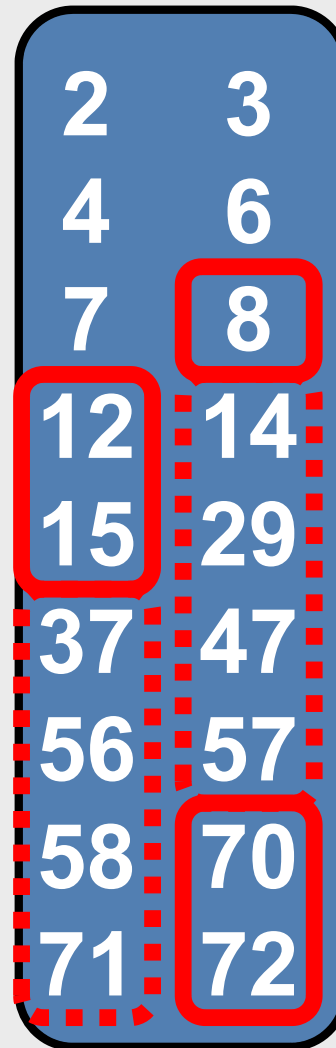
Wisconsin State Journal editorial board Jan 24, 2021

*“Yet one dramatic improvement should be relatively inexpensive and can start quickly — by spring — if city officials begin planning now. Madison should finally take city buses off of State Street and turn the entire length of the street into a pedestrian mall.”*

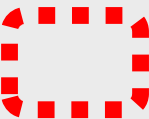
# Metro supports State Street businesses

## Rerouting to decrease noise impacts

- 30% fewer buses than 2019.
- Proposed route changes remove another 30%



 Moved off of State Street

 Currently suspended – likely moved to West Washington if resumed

Route 12 moved to Broom/Bassett, not West Washington



# Metro supports State Street businesses

## Rerouting

### State St Weekday Daily Volumes

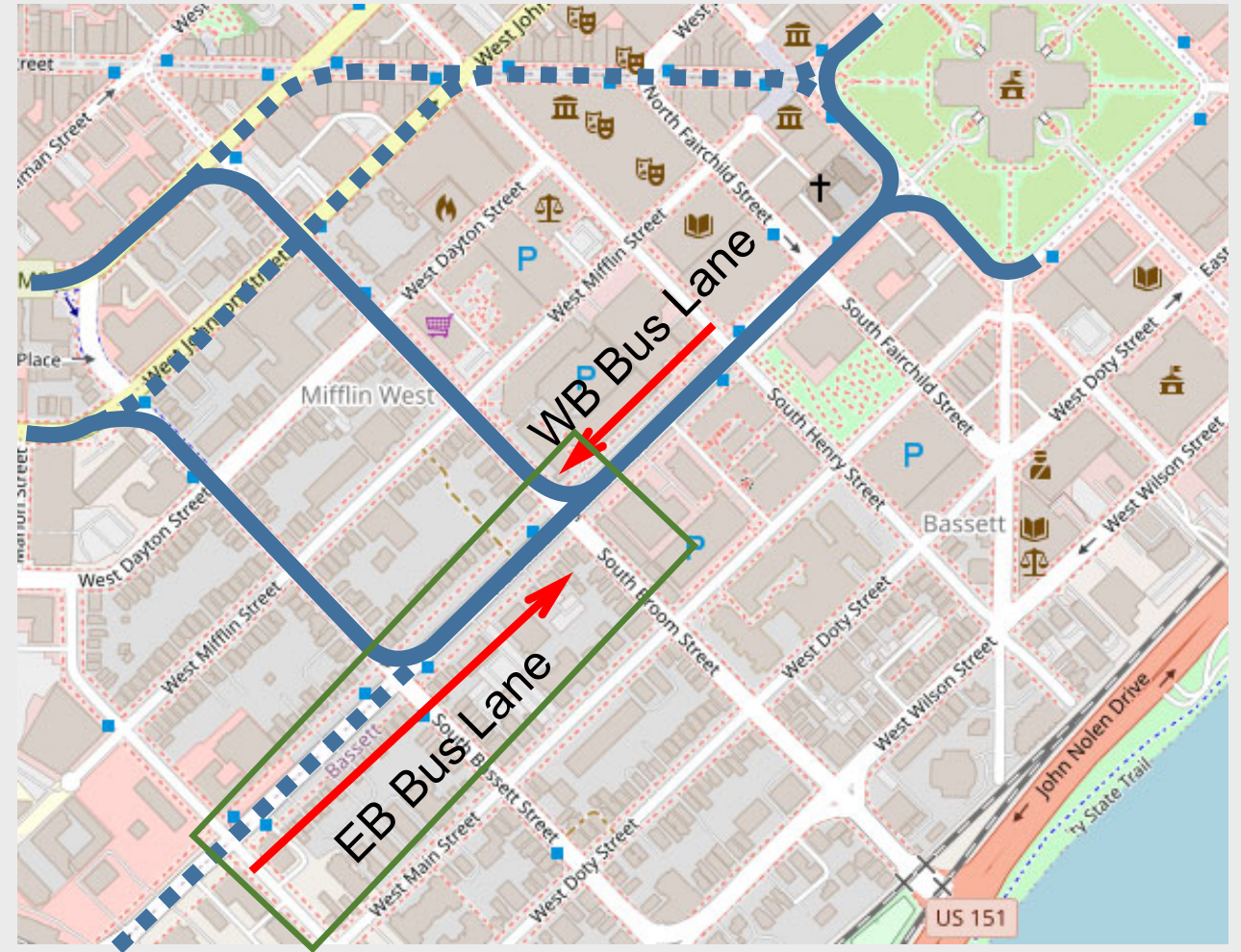
2019: 617

2020: 436

2021: 321 – commuter routes removed

9 buses/hr in each direction

40% fewer buses during peak periods



***Not all buses need to be on State Street***



# Equitable access



**Strategy 7**  
**Maintain downtown Madison as a major Activity Center for the region while improving access and inclusivity.**

## **Downtown Madison Plan (2012)**

**Recommendation 31:** Improve transportation accessibility and make it easier for employees, customers, suppliers and others doing business to get to and move around within Downtown.



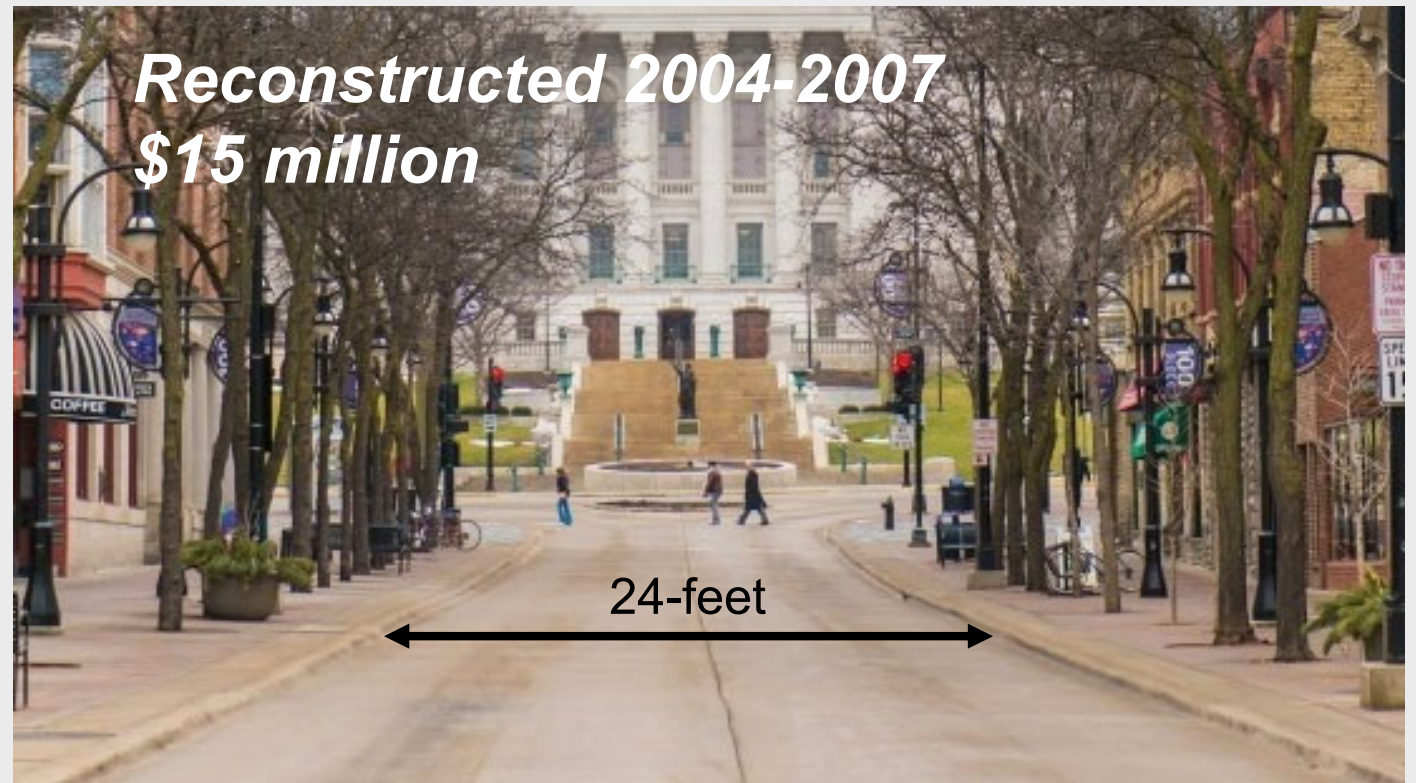


# Fire Lane requirements allow only 4-feet

- All streets require a 20-foot fire lane free from furniture and other obstructions.
- State Street is currently about 24 feet wide curb to curb

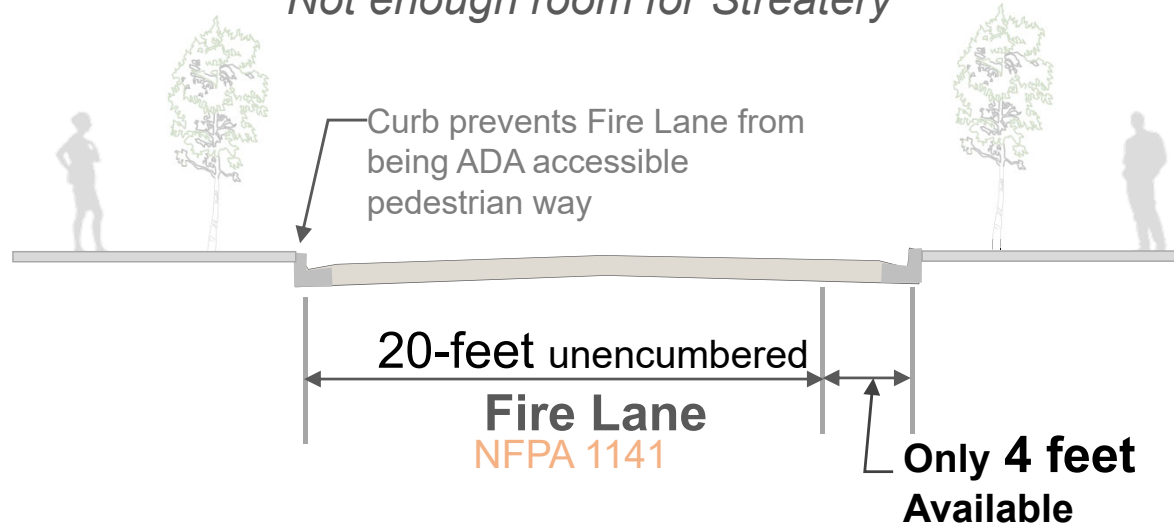
*NFPA 1141*

*International Fire Code (IFC) and adopted under MGO 34.503*



# Cross Section of State Street

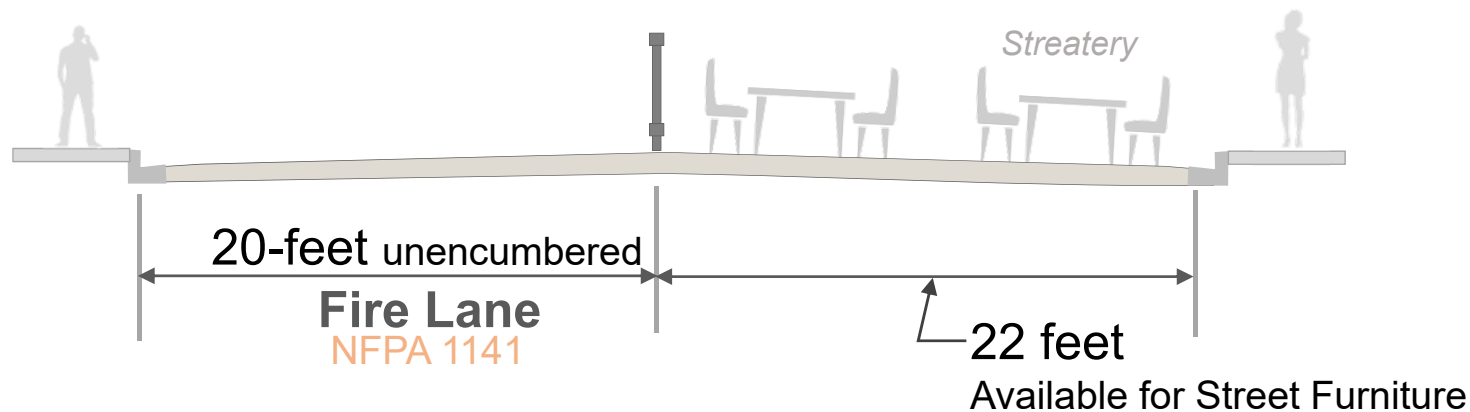
*Not enough room for Streatery*



*International Fire Code (IFC) and adopted under MGO 34.503*

# Vs. Cross Section of Pinckney Street

*Enough room for Streatery*





# Success not guaranteed with pedestrian mall conversion

DMI's report's literature review



“Our research validates these statistics, finding that of the approximately 200 pedestrian malls to go in, 89% are removed. .” Judge 2013

“American cities have now understood that a pedestrian mall along cannot revitalize a downtown . . . . The successful creation or upgrade . . . occurs in conjunction with other downtown improvement strategies” Pojani 2010



# State Street pedestrian space challenges

## 'Worse than it's ever been': Bad behavior continues to dog top of State Street

Dean Mosiman | Wisconsin State Journal | Jun 24, 2019

- Challenges similar to research literature
- MPD says Metro provides activity and “eyes”

Editor's Special! 1 year only \$26



Reason why City contributes \$65k for programming

PEACE PARK | HOMELESS ENCAMPMENT

## City of Madison working on sensitive solutions after complaints, stabbing at Peace Park

Emily Hamer | Wisconsin State Journal | Jul 10, 2020

Editor's Special! 1 year only \$26

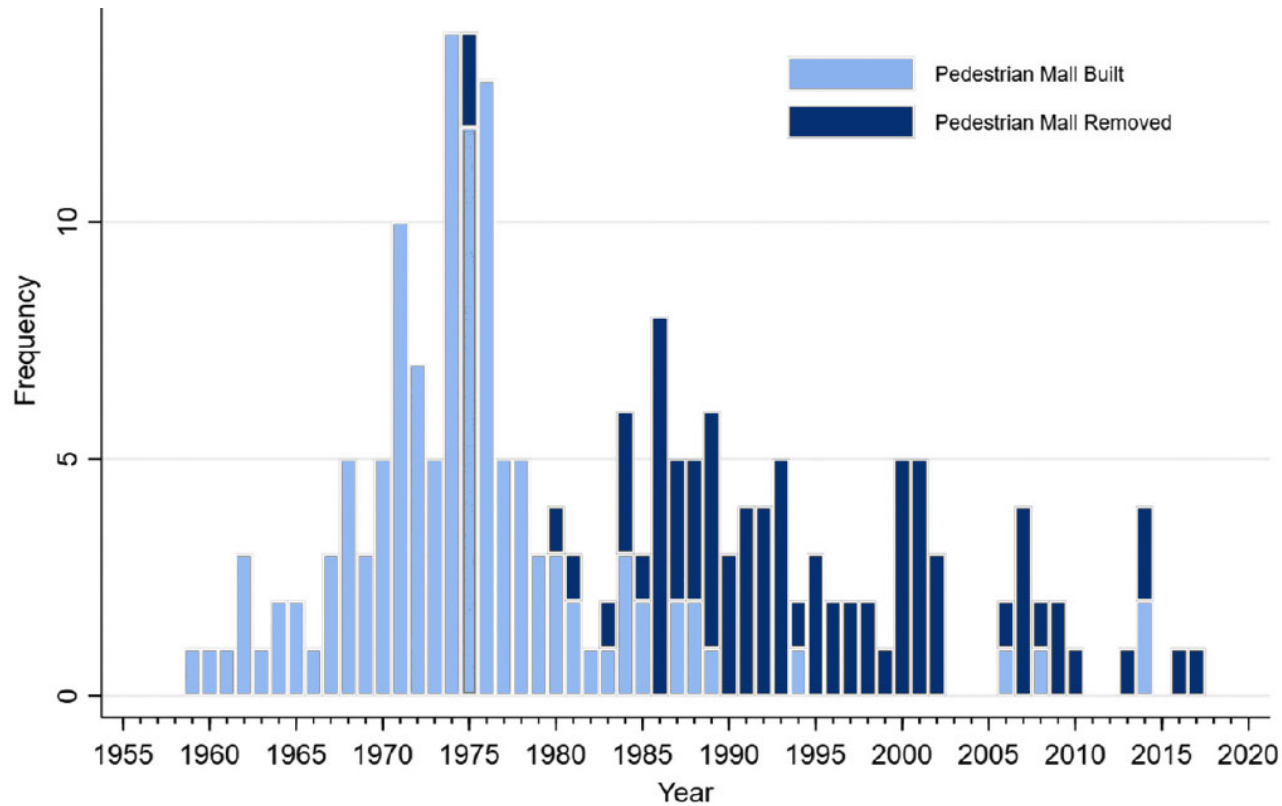


Lisa, who asked to be identified by her first name, hangs out in the back of Peace Park. About 10 others, some of them homeless, were also in the park Thursday, but did not want to be photographed.

STEVE APPS, STATE JOURNAL



# Pedestrian Malls **Built** and **Removed**



## Ped Mall Success Factors

- Shorter length - 1 to 4 blocks (State ~ 8 blocks)
- Higher percentage of sunny days
- Proximity to beach
- Design factors
  - Enclosure
  - Seating



*Matuke et al*  
*July 2020*

# Finance

- Metro receives over \$100,000 annually from FTA fixed guideway funds (affects other routes) for State St
- Vending licenses for 4-feet of State Street might amount to \$25,000 to \$50,000
- Refund FTA capital funds used for State Street construction (~\$500,000)



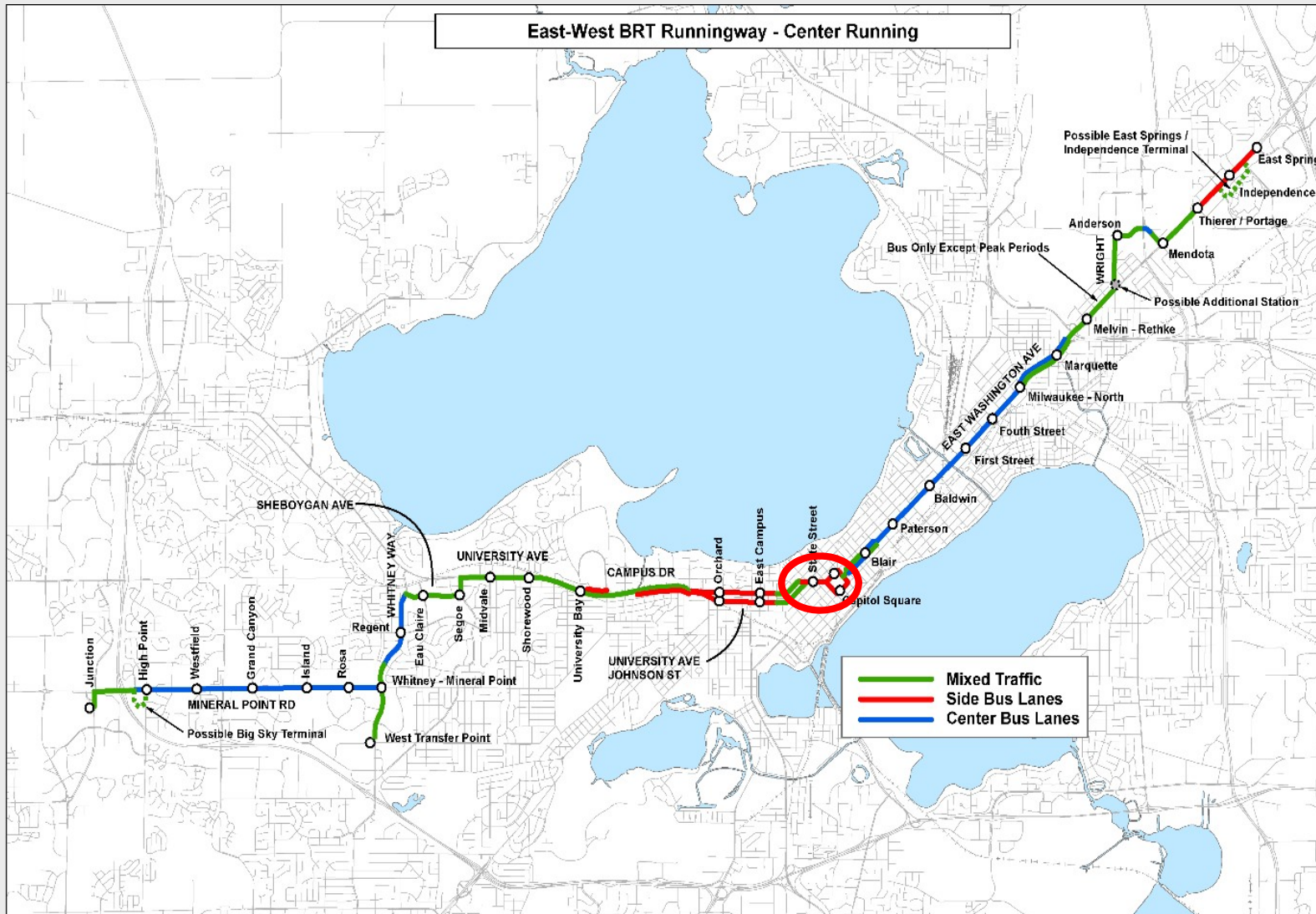


# Transit is our front door, not our back door



- Transit is the only way to satisfy Transportation demands of 45,000 new Dane County jobs by 2050.
- Residents without vehicle access rely on transit for jobs, shopping, and services.
- World class pedestrian malls, such as Times Square, have first class transit access.

# BRT most significant transportation investment in decades.



- \$160 million, largely Federal dollars.
- BRT fleet predominantly electric
- State Street with 5 to 10 minute service, 6 am to midnight.

***Transformative***



# Cleveland Ohio

# Healthline BRT



**\$9.5 BILLION**

IN NEW INVESTMENT

resulting from the  
**EUCLID AVENUE STREETScape**  
and BRT Project

**\$480 MILLION**  
EXPANSIONS

**\$860 MILLION**  
RENOVATIONS

**\$2.8 BILLION**  
NEW DEVELOPMENT



# Study finds BRT leads to economic development

Jan 22, 2016 | by Active Trans

<https://activetrans.org/blog/study-finds-brt-leads-economic-development>



Many cities across the United States are adopting bus rapid transit (BRT) as a cost-efficient way to improve their public transportation system.

A new study by Arthur C. Nelson from the University of Arizona and published by the National Institute for Transportation Communities (NITC) at Portland State University, found that **there are many economic benefits**



# Transit will be part of solution

- State Street challenges unprecedented.
  - Online retailing
  - Once in a century pandemic
  - Protests not seen since the 1960s
- Metro will partner to make transit and BRT part of solution



# A BRT opportunity

- Conditions have never been more advantageous for BRT
- Expected favorable FTA evaluation
  - Solid local funding commitment
  - Encouraging political environment
    - Governor
    - Federal DOT Leadership
- BRT implementation occurs 4 years after final alignment approved.
  - 1 yr - Environmental Document
  - 1 yr - Design
  - 2 yrs – Construction/startup testing
- Alignment revisions affect implementation