

# MADISON IN MOTION : A SUSTAINABLE TRANSPORTATION MASTER PLAN

The purpose of Madison in Motion, the City of Madison's Sustainable Madison Transportation Master Plan, is to guide transportation decisions in Madison, in order to help make Madison a more walkable, bikeable and transit-oriented city.

◦ What Will Madison in Motion Consider?

- Bicycling Improvements
- Healthy Pedestrian Environments
- Roadway Improvements
- Livable Neighborhood Development
- Bus Rapid Transit/Rail/Streetcar Development
- Local Bus

For more information go to: <http://www.madisoninmotion.com>

Or contact David Trowbridge: [dtrowbridge@cityofmadison.com](mailto:dtrowbridge@cityofmadison.com)

## BUS RAPID TRANSIT

The Madison Area Transportation Planning Board – A Metropolitan Planning Organization (MPO) has finished the Transit Corridor Study to develop and evaluate system-level and corridor-level concept plans for bus rapid transit (BRT) along four primary transit corridors in the Madison area.

BRT is a frequent, high-capacity, limited-stop transit service that offers improved rider experience on busy travel corridors. It offers many similar advantages to rail transit, including reduced travel times, high capacity, operational efficiencies, attraction of new transit riders, and enhanced image.

For more information go to: <http://www.madisonareampo.org/BRT.cfm>

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