

Madison East-West BRT Planning Study: Public Engagement Update

December 2018 – May 2019

Transportation Policy & Planning Board

June 3, 2019

Public Engagement to Date

- + Public Meetings (2)
 - Kickoff: 127+ participants, 99 livestreams
 - Preliminary Alternatives Workshop: 84+ participants, 59 livestreams
- + Survey 1
 - 2,992 participants
- + Small Group Meetings (13)
- + Mobile Engagement Stations (3)
- + Social Media (Facebook, Twitter)
 - @CityofMadison and @MyMetroBus
- + Project Website: **www.madisonbrt.com**



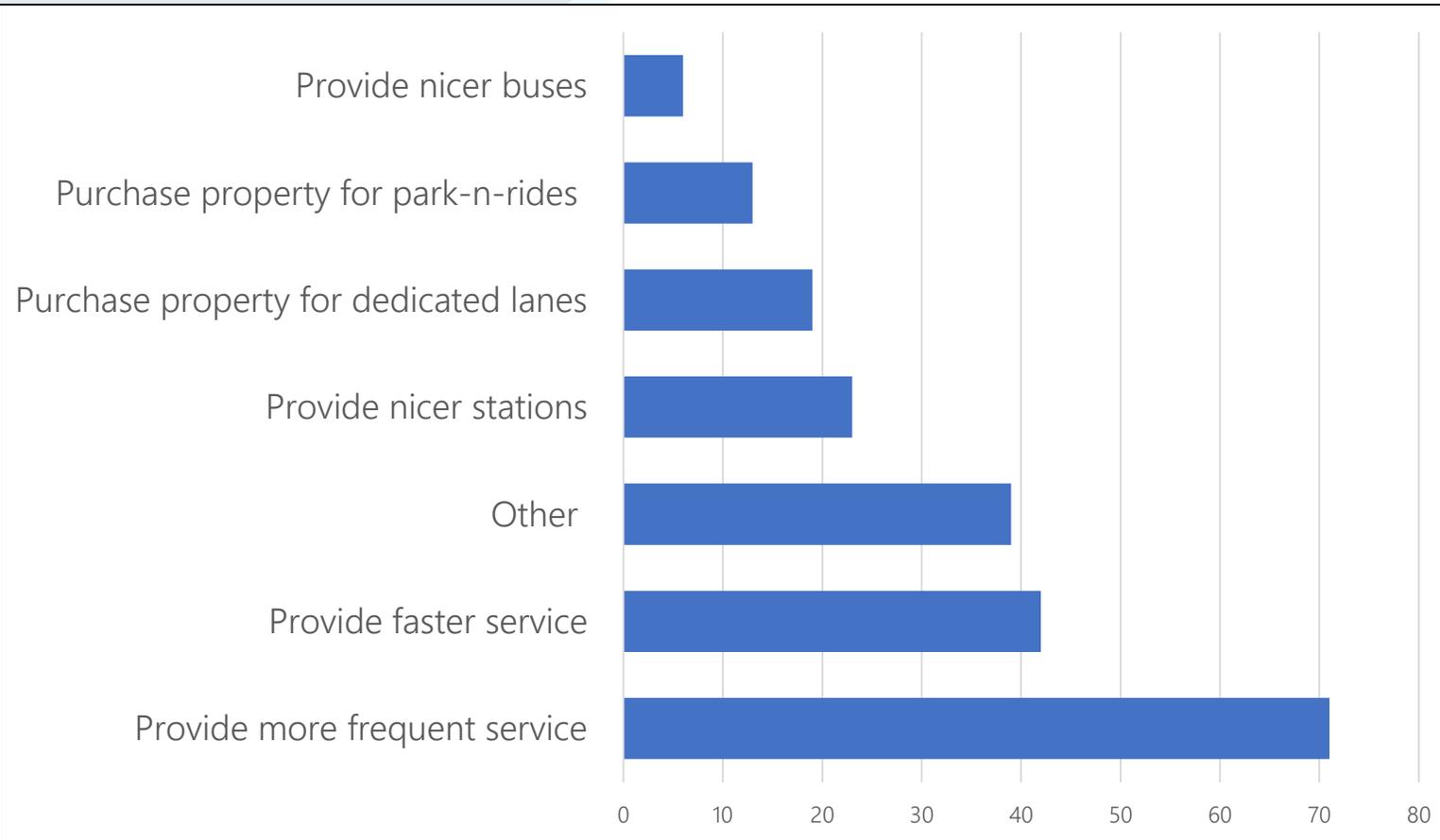
Small Group Meetings & Mobile Engagement Stations

- + Urban League – leadership
- + 1000 Friends of Wisconsin – leadership
- + Bike Fitchburg – Board of Directors
- + 100 State – leadership
- + Access to Independence and WI Council for the Blind and Visually Impaired – leadership
- + Greater Madison Chamber of Commerce – Public Policy Committee
- + National Federation of the Blind (Dane County Chapter) – members
- + Village of Shorewood Hills – Village Caucus/Board meeting
- + Homeless Services Consortium of Dane County – Board of Directors
- + Latino Support Network of Dane County (LaSUP) – members
- + YWCA Madison – residents and staff
- + Marquette Neighborhood Association Transportation Committee
- + Downtown Madison, Inc. Transportation Committee
- + Mount Zion Baptist Church (MES)
- + Warner Park Rec Center (MES)



Public Meeting 1 Results

What should the City do to make Madison's BRT system most successful?



Survey 1 Demographics

- + 2,992 surveys completed
- + Familiar with BRT?
 - 45% somewhat, 32% yes, 24% no

MetroQuest Survey	Accessible Survey (Survey Monkey)
Online Highly interactive and game-like style Not printable or screen-reader compatible	Online, with print copies at mobile engagement stations Basic style Printable and screen-reader compatible
2,697 participants, 51 zip codes	295 participants, 21 zip codes
12% non-white	18% non-white
31% annual income under \$50,000	38% annual income under \$50,000
6% ages 65+	27% ages 65+
58% frequent or occasional riders	49% frequent or occasional riders

Survey 1 Top Priorities

1. Fast and Reliable Buses

- Buses take too long – stop too frequently
- Service not frequent enough during off-peak, or weekends

2. Convenient Transfers

3. Pedestrian Connections

- Add new sidewalks (eliminate missing segs)
- Add signalized crossings/crosswalks

4. Regional Benefits

- Faster cross-town travel times

5. Enhanced Bus Features

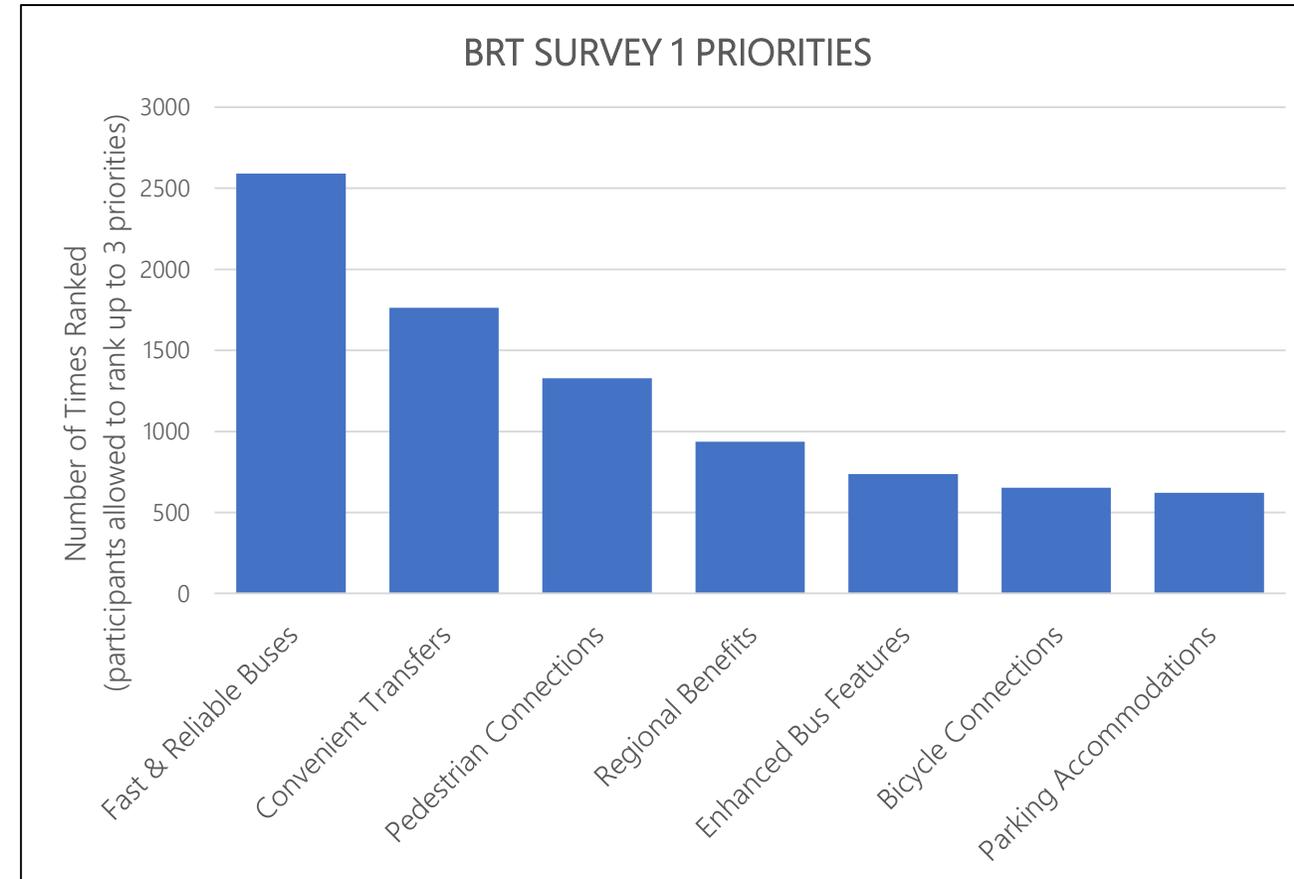
- Alternative fuel, or electric buses

6. Bicycle Connections

- Improved bike routes connecting to corridor

7. Parking Accommodations

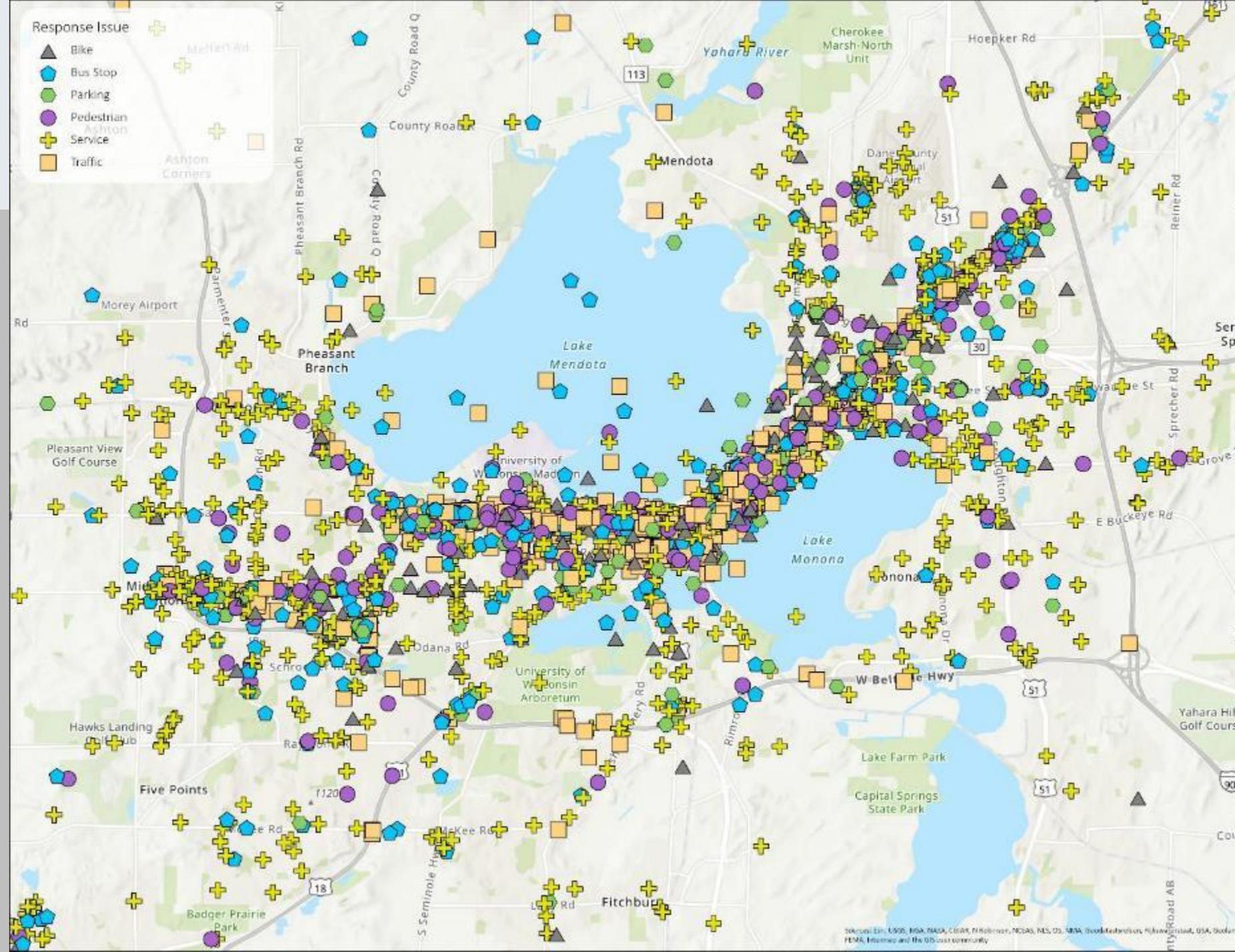
- Add new park-n-ride lots to serve the corridor



Survey 1 Map Summary

3,709 Total Markers

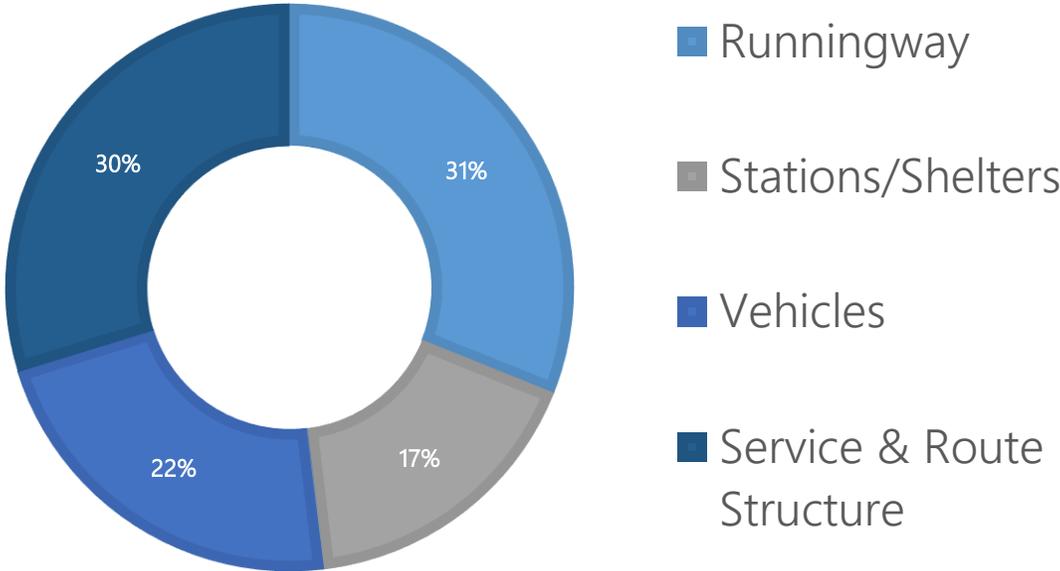
Service: 1,020 markers
Traffic: 865 markers
Pedestrian: 569 markers
Bus Stop: 490 markers
Bike: 423 markers
Parking: 342 markers



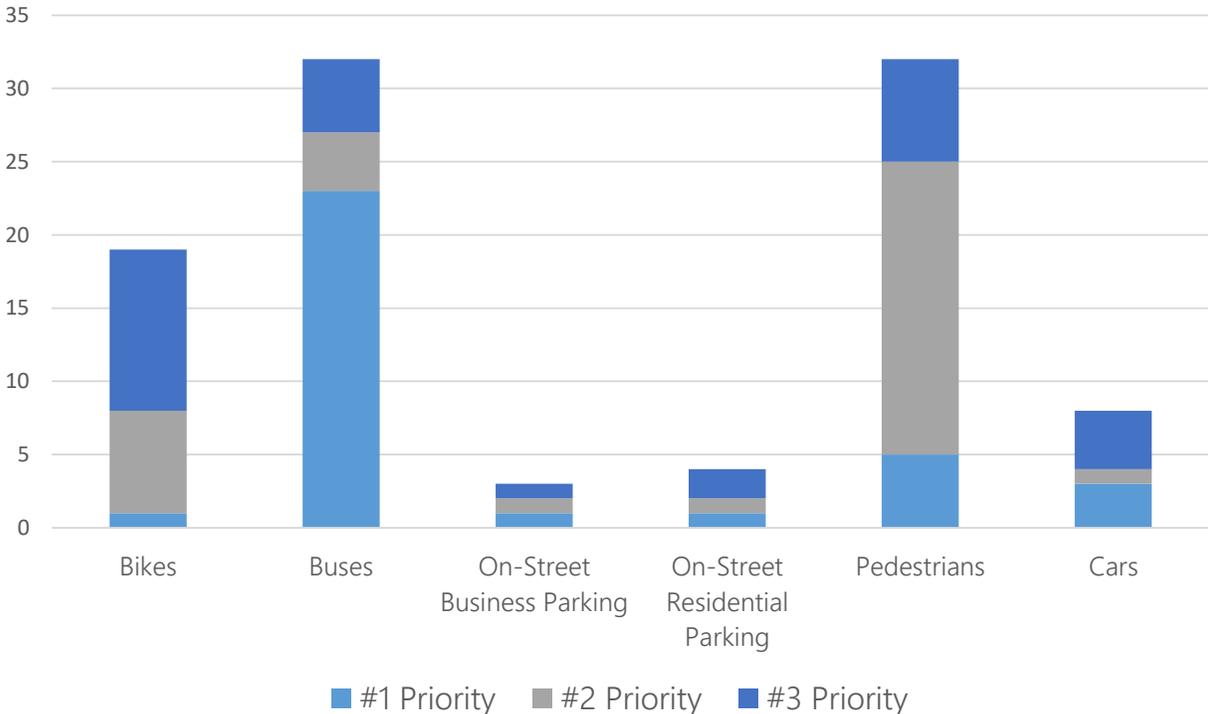
Public Mtg #2 Results



BRT BUDGET ALLOCATION PRIORITIES



RIGHT-OF-WAY SPACE PRIORITIES



Public Meeting 2 Takeaways

- + General interest in/concern about how the City will achieve a BRT system that is significantly faster overall and more frequent during off-peak hours.
- + Generally strong support for removing on-street parking.
 - Some concern about parking removal.
- + General support for street typology and modal hierarchy approach that would prioritize buses on East Wash and prioritize bikes on adjacent streets.
- + Downtown Alternatives:
 - General preference for outer loop.
- + West Side Alternatives:
 - Split preference between the two alternatives.
 - Interest in finding a way to service both (i.e., to use Mineral Point while still touching the West Transfer Point).



Overview of Takeaways

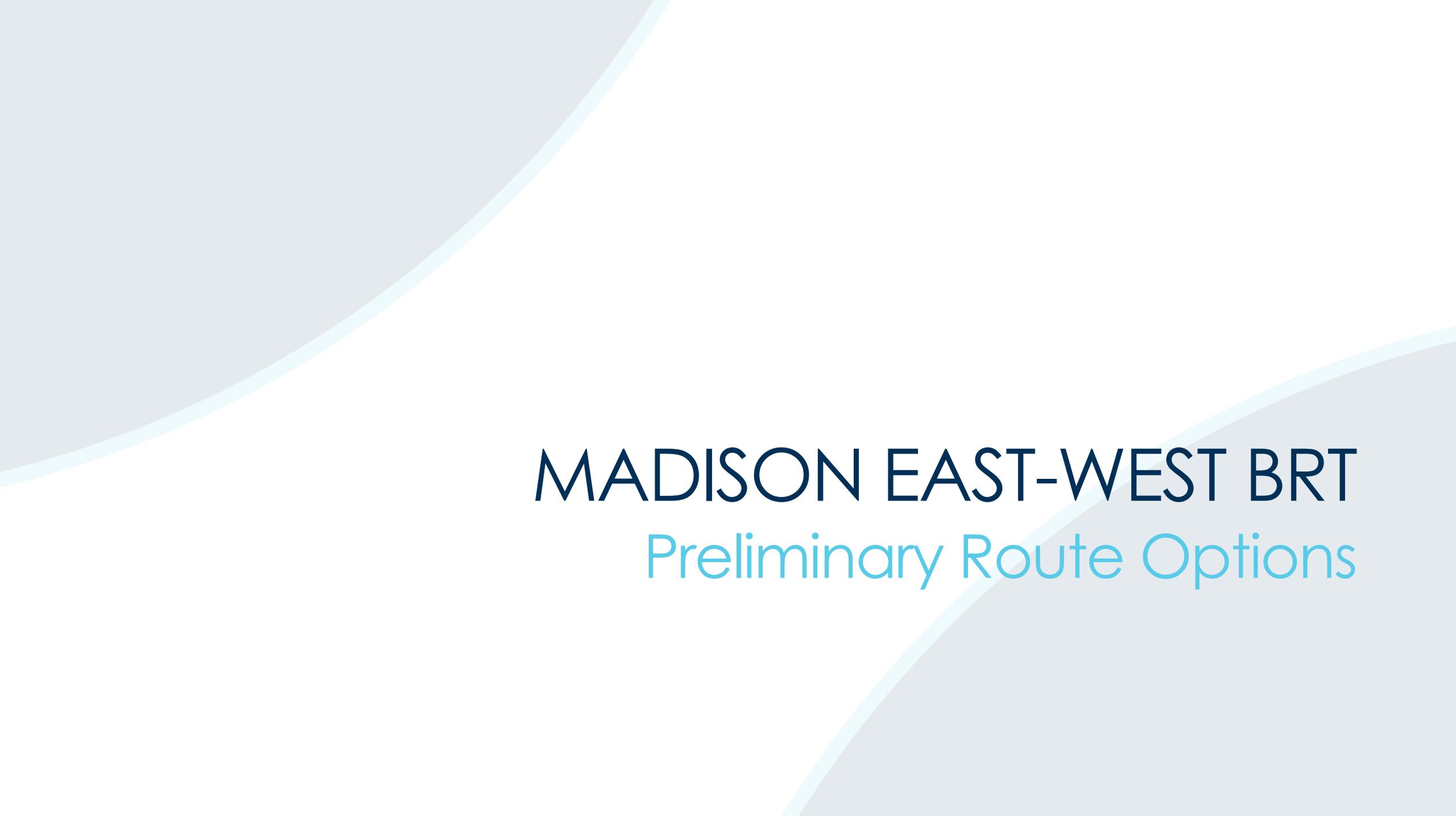
*“I think this will be an
INCREDIBLE addition to
the current bus system!!”*

“Let's do this.”

- + Strong sense of excitement and anticipation.
- + Desire for bold planning and design to be successful.
- + #1 priority is faster and more reliable service.
- + Emphasis on universal design in all aspects.
- + Strong interest in regional benefits and connections.

Next Steps

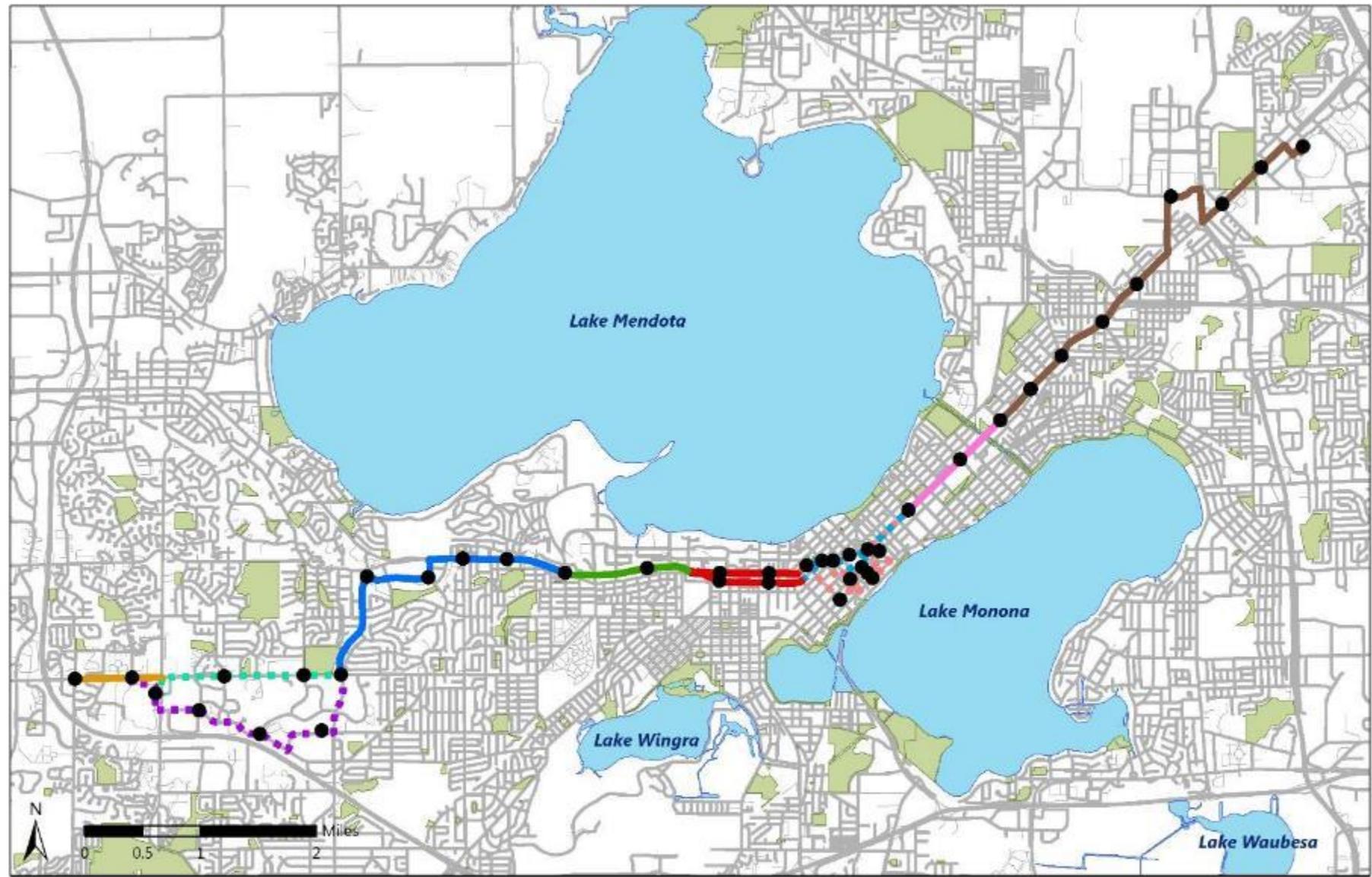
- + Public Meeting #3: August 29, 6PM, Senior Center
- + Public Station Design Charrette: September
- + Survey 2: closes June 16th
 - 1,700+ responses to date
- + Mobile Engagement Stations – asking about route options
 - Dane County Farmers Market
 - Centro Hispano Mercadito
 - East and West Transfer Points
 - Elver Park Farmers Market
- + Small Group Meetings



MADISON EAST-WEST BRT

Preliminary Route Options

East-West BRT Corridor and Preliminary Route Alternatives



Madison East-West BRT Planning Study



- East-West BRT Proposed Station
- Segment 1
- ⋯ Segment 2: Mineral Point Rd Option
- ⋯ Segment 2: Odana Rd Option
- Segment 3
- Segment 4
- Segment 5
- ⋯ Segment 6: State Street Option
- ⋯ Segment 6: Henry/Wilson Option
- Segment 7
- Segment 8

West Routing



West Routing



Alternative 1W:

- 3-4 minutes faster
- Existing bus lanes
- Requires West Transfer Point (WTP) to be moved, which could have major impacts to local bus routes serving areas south of the Beltline



Alternative 2W:

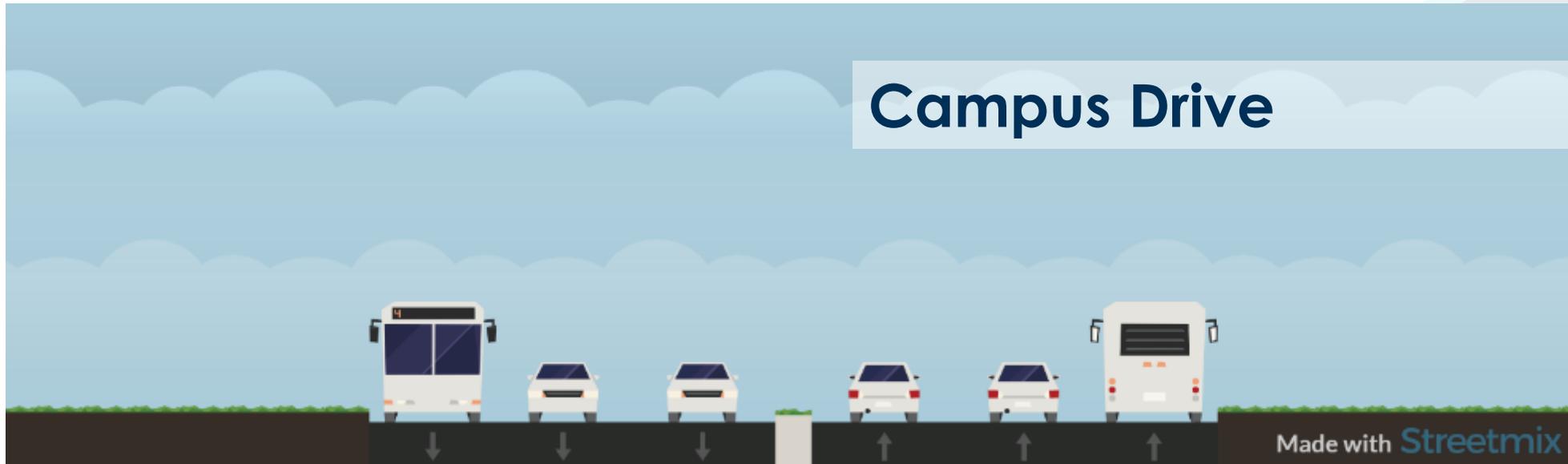
- Serves Market Square and Westgate Malls
- Better service to UW Research Park and West Towne Mall
- West Transfer Point (WTP) would be expanded in or near its current location
- No impact on local routes serving areas south of the Beltline
- No bus lanes

Example Cross Sections

Whitney Way



Campus Drive



Downtown Routing

Downtown Alternative 1



Alternative 1D:

- Serves visible, central stations on State Street and the Capitol Square
- 1-2 minutes faster
- Requires moving some local routes off of State Street
- Requires buses to be on the Capitol Square during most special events like the Farmers' Market – still subject to several detours per year

Downtown Alternative 2



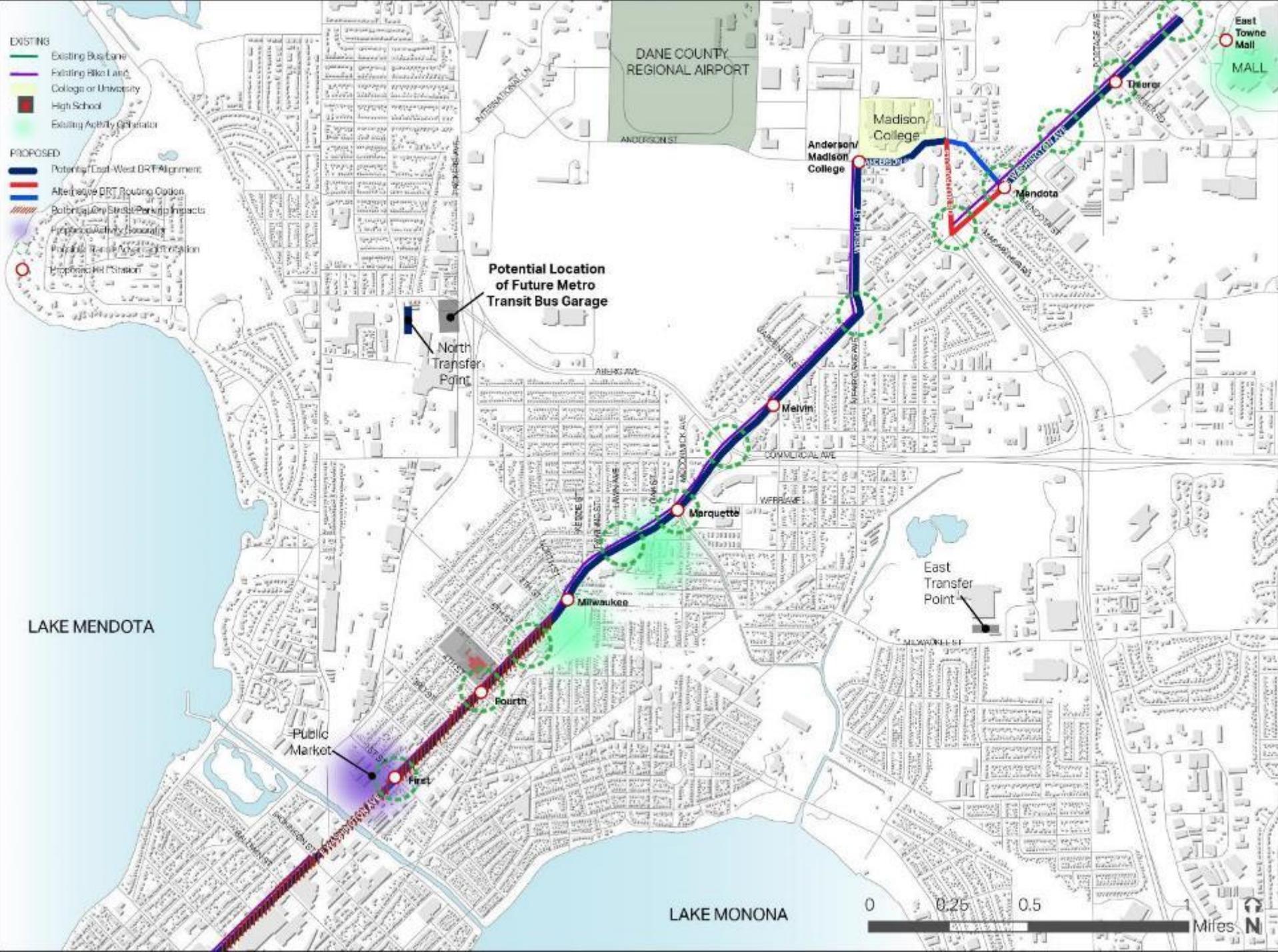
Alternative 2D:

- Serves stations very close to State Street and the Monona Terrace, City-County Building and Madison Municipal Building
- Requires changes to Henry Street to accommodate bus service, including a traffic signal at West Washington; and parking removal on Broom Street
- Very few detours

Example Cross Sections



East Routing



Example Cross Section





MADISON EAST-WEST BRT

Runningway Options

BRT Runningway Options



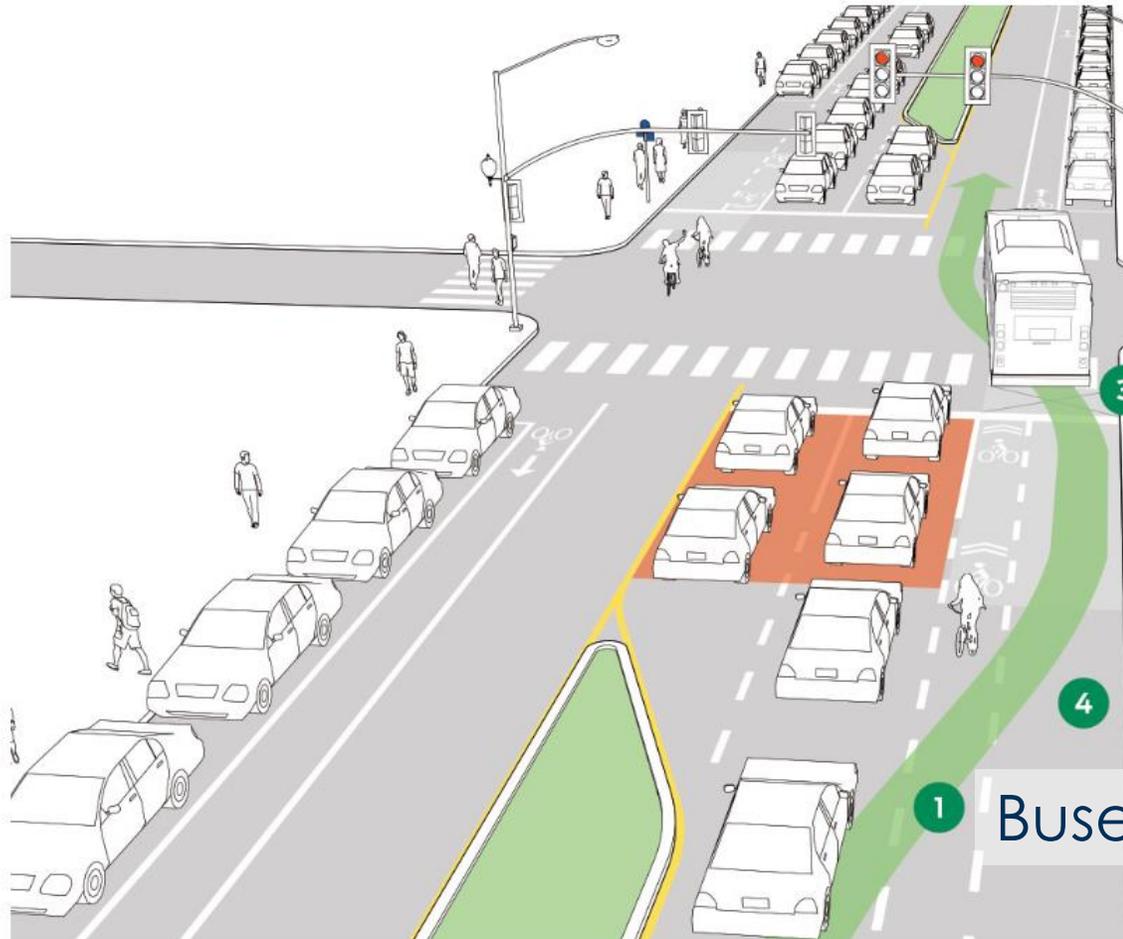
Median Dedicated BRT Lanes: remove one lane of traffic

BRT Runningway Options



Curbside Dedicated BRT Lanes: remove one lane of traffic or parking

BRT Runningway Options



2 The **bus lane gets its own green signal** before other vehicles.

3 The traffic **signal detects when buses are present.**

4 There is **enough storage for buses and right-turning cars.**

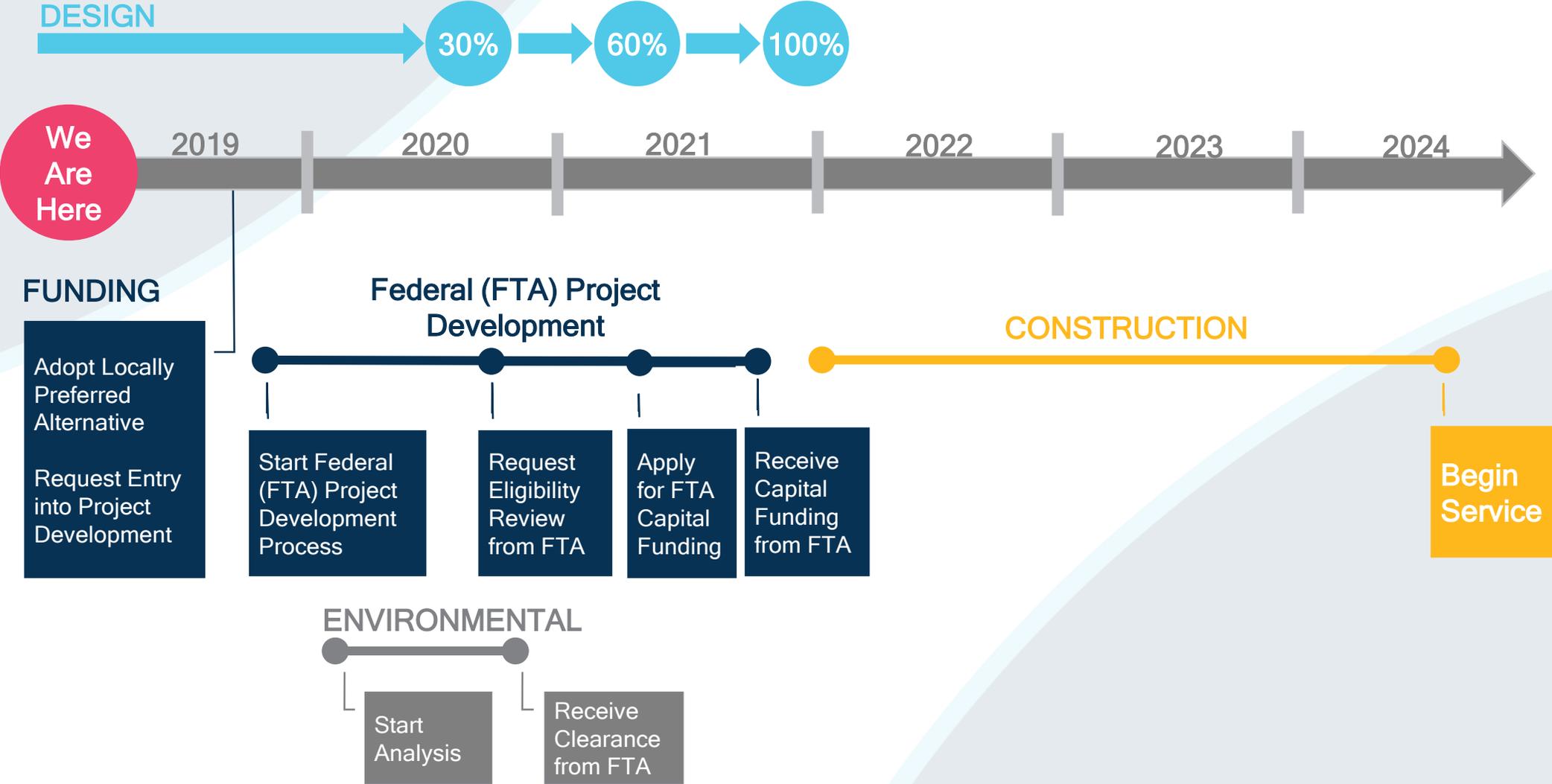
1 Buses have **a lane to pass stopped cars.**

BRT Operates in Mixed Traffic: transit signal priority and queue jumps





Project Development Process



Questions/Comments ?

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