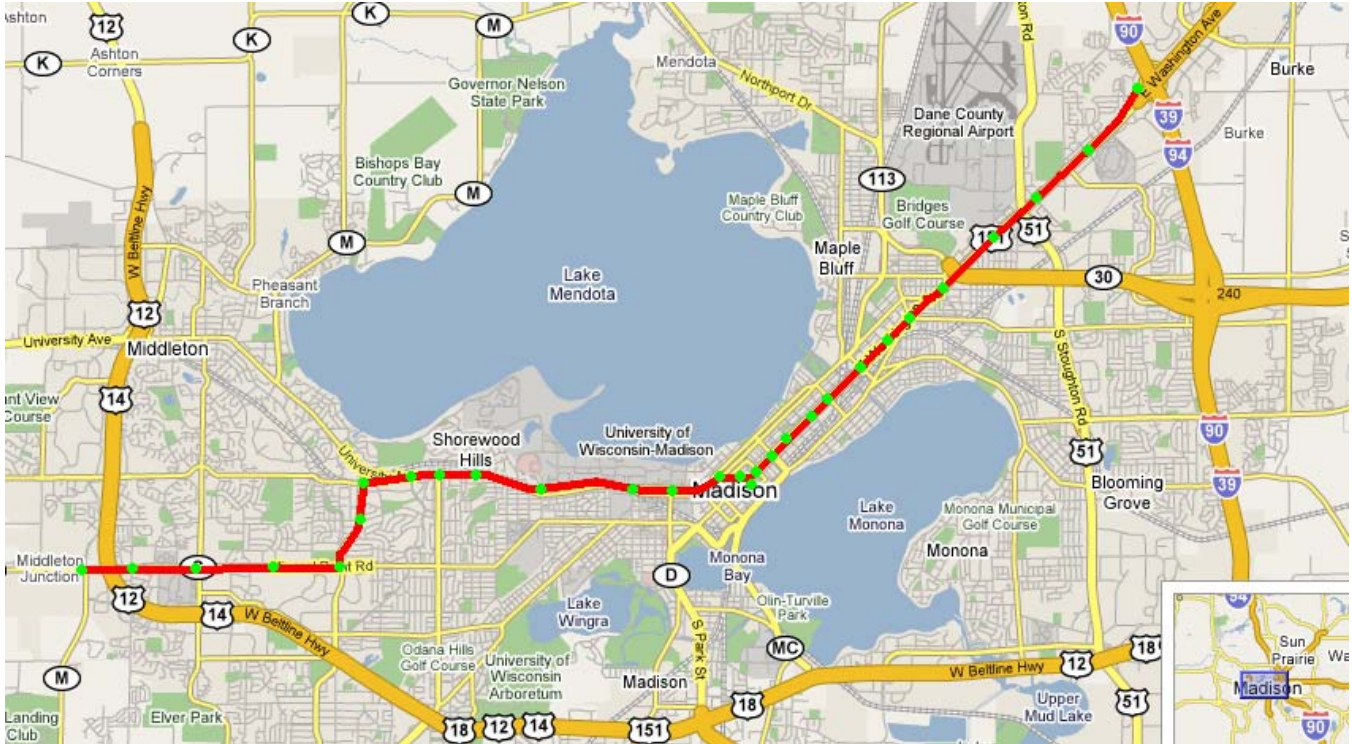


Bus Rapid Transit

a proposal for superior transit in madison



The starter line, serving the central corridor. This is green transportation!

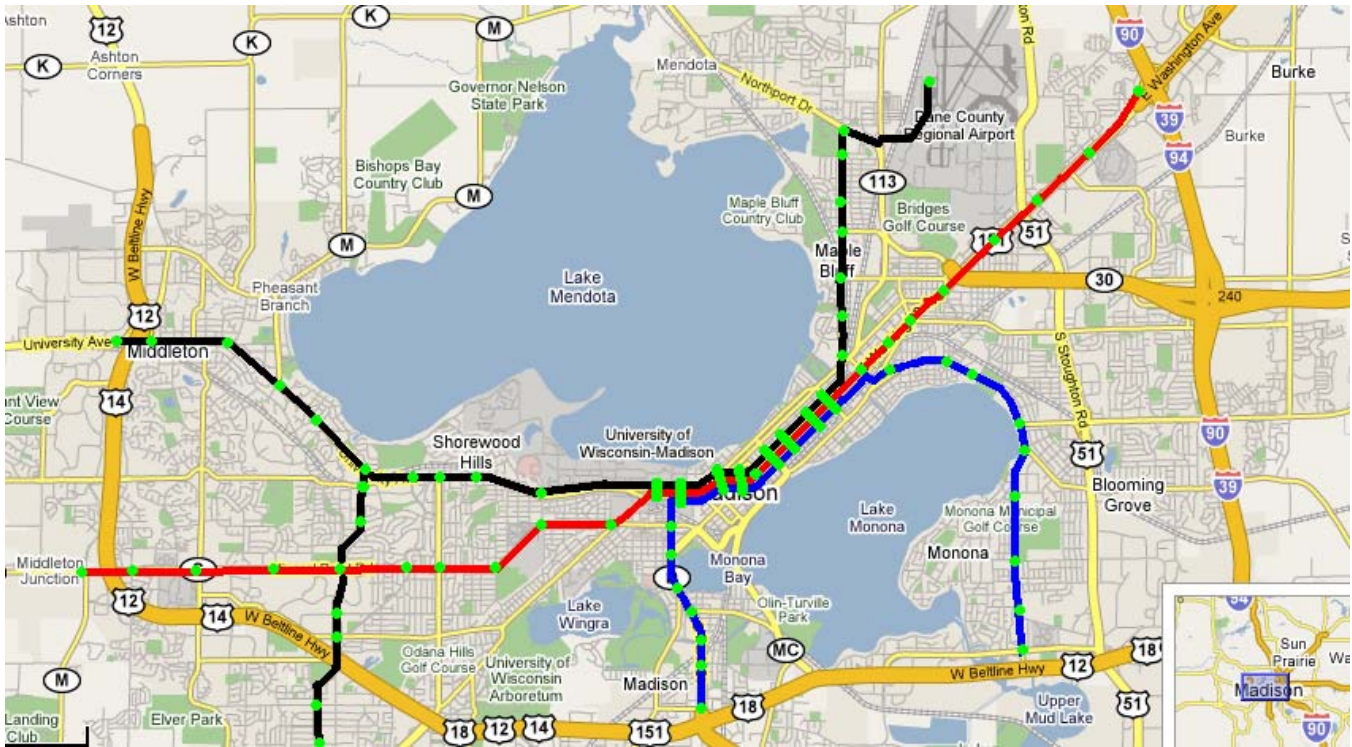
This is the starter line. It includes bus lanes on Mineral Point Road, Whitney Way, University Avenue, Johnson Street, and East Washington Avenue east of Stoughton Road. Vehicles operate in mixed traffic on Campus Drive and between State Street and Stoughton Road. Superior service is achieved with signal priority, limited stops, stations with level boarding and pre-paid fares. This will be branded as a true rapid transit line and will provide 10-15 minute service all day. The circumferential commuter routes are converted to local circulators to enforce the stations and provide a transit grid. The corridor will be defined with a colored marking on the pavement.

This bus rapid transit project is to be treated as a transportation project, designed to encourage people to take public transportation. At some point in a transit agency's growth stage, it makes sense to consolidate many overlapping routes and introduce a rapid transit line. Power alternatives include electric (overhead wires), compressed natural gas, and hybrid diesel. As a transportation project, the user's time is highly valued, and frequent headways are prioritized. By mimicking light rail, BRT can provide comparable service for less cost sooner, and can be upgraded in time. When the transit users' needs are prioritized, the system will encourage redevelopment at its stations.



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The complete system installed incrementally, Metro Mover (The M).

This is the built-out bus rapid transit system that could eventually serve Madison. Note the already clearly defined corridors that are asking for good transit. Imagine being on East Washington Avenue and realizing you can easily get to Monona Drive, Park Street, University Avenue, Mineral Point Road, or State Street quickly and comfortably without a car. This kind of service is critical for dense, urban development. The alternative is deep, plentiful, and expensive parking garages.

This investment in transit has the potential to reduce traffic congestion on Madison's arterials, however, mass transit's role in the city is not to make it easier to drive. Instead, the goal is to provide a more convenient and economical option. So, as traffic continues to build on the avenues, the city can provide an alternative to congestion and stabilize road capacity.

Although this is a system that emphasizes the city and encourages urban redevelopment, it also has the potential to provide green transportation to Madison's surrounding communities. The Red Line may be extended to serve the University Research Park, Sun Prairie, and Verona; the Blue Line may eventually serve Fitchburg, McFarland, and Stoughton; the Yellow Line is poised to serve Middleton and Waunakee.

Many American cities have or are planning bus rapid transit facilities. In a few years, these lines, or parts of them, could be converted to light rail when the service reaches capacity and funds are more easily secured. This is not a typical slow bus. This is a premium transit service and will be competitive with driving. Imaging will be important, and people will need to be informed that their impression that buses are always slow, polluting, and used only by the poor needs to be reexamined. The bus rapid transit system would interface at stations with buses and potentially the streetcar and commuter rail with parking and bicycle facilities, making transit a convincing choice for a significant fraction of the population. This is a step towards civilized transportation.