



# Rapid Route B

Locally Preferred Alternative and  
Responses to Public and Stakeholder Feedback

MADISON TRANSPORTATION COMMISSION  
MAY 15, 2024





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## WHY INVEST IN BUS RAPID TRANSIT ALONG ROUTE B?



+53,000 people



+40,000 jobs



+43 schools and childcare centers, 10 grocery stores, 4 hospitals, and more.



Improved accessibility for all



Safety improvements



14,000 lower-income families



Leverage millions in Federal investment



Commitment to equity  
40% people of color



# NECESSITY

We have no room to expand, population keeps growing.

Major cities have taken the next step in transit—the north side, South Madison, and Fitchburg also deserve this investment.



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## Path to the Locally Preferred Alternative



**APRIL:** Feedback at public and stakeholder meetings



**MAY:** Finalize recommendation and create report



**JUNE:** Adoption by City of Madison and City of Fitchburg

*Public and stakeholder involvement continues throughout project*



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# What is a Locally Preferred Alternative?

A community's preferred mode and route that best meets the needs of the corridor.

## THE LOCALLY PREFERRED ALTERNATIVE IDENTIFIES:

- Mode (BRT, light rail, etc.)
- Route alignment
- Station locations
- Runningway characteristics

## IT IS NOT:

- A detailed design document
- The end of analysis and planning
- Approval of funding for the project
- The end of public involvement

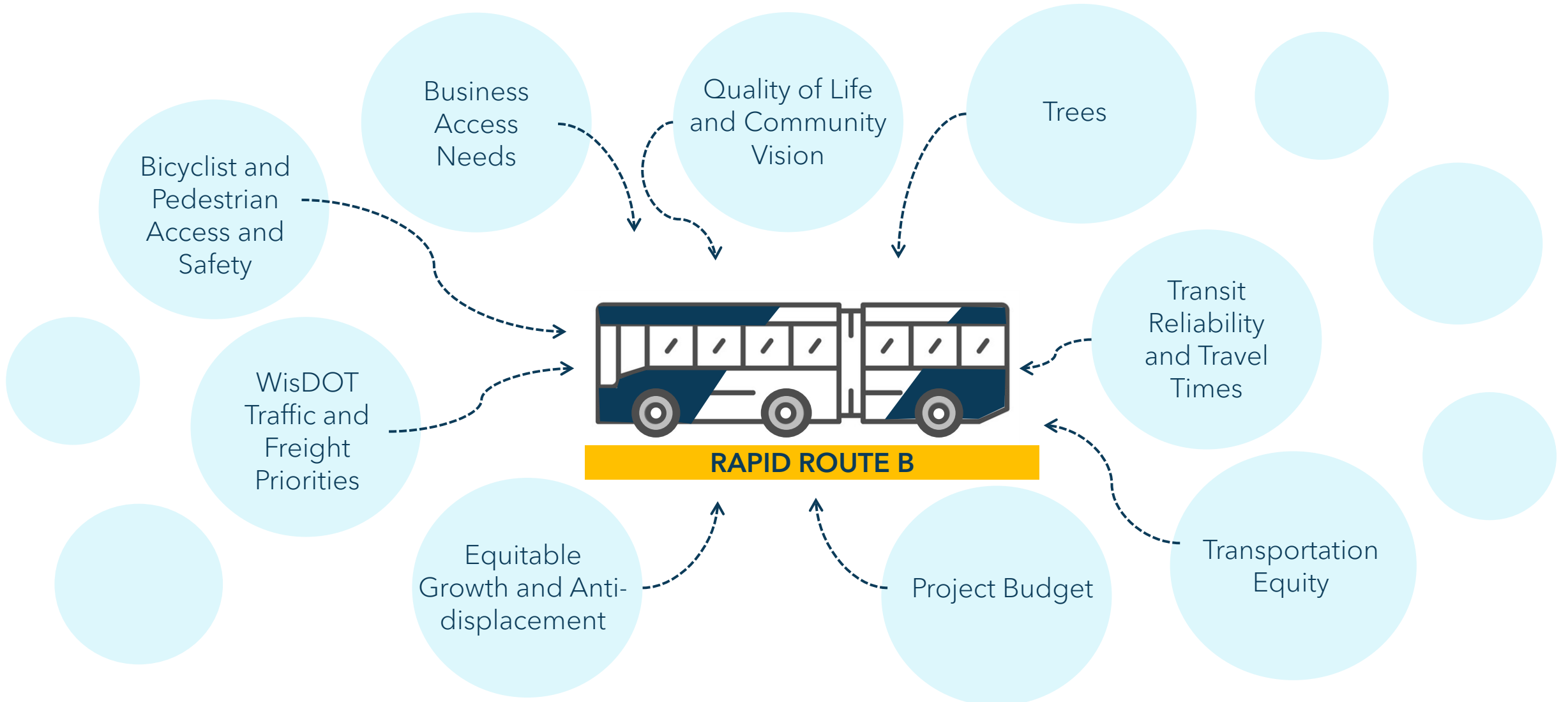
## WHY THE LPA IS IMPORTANT:

- Solidifies key planning decisions
- Preliminary engineering and environmental analysis can begin
- Minimizes future delays and costs



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## Competing Priorities





## Outline

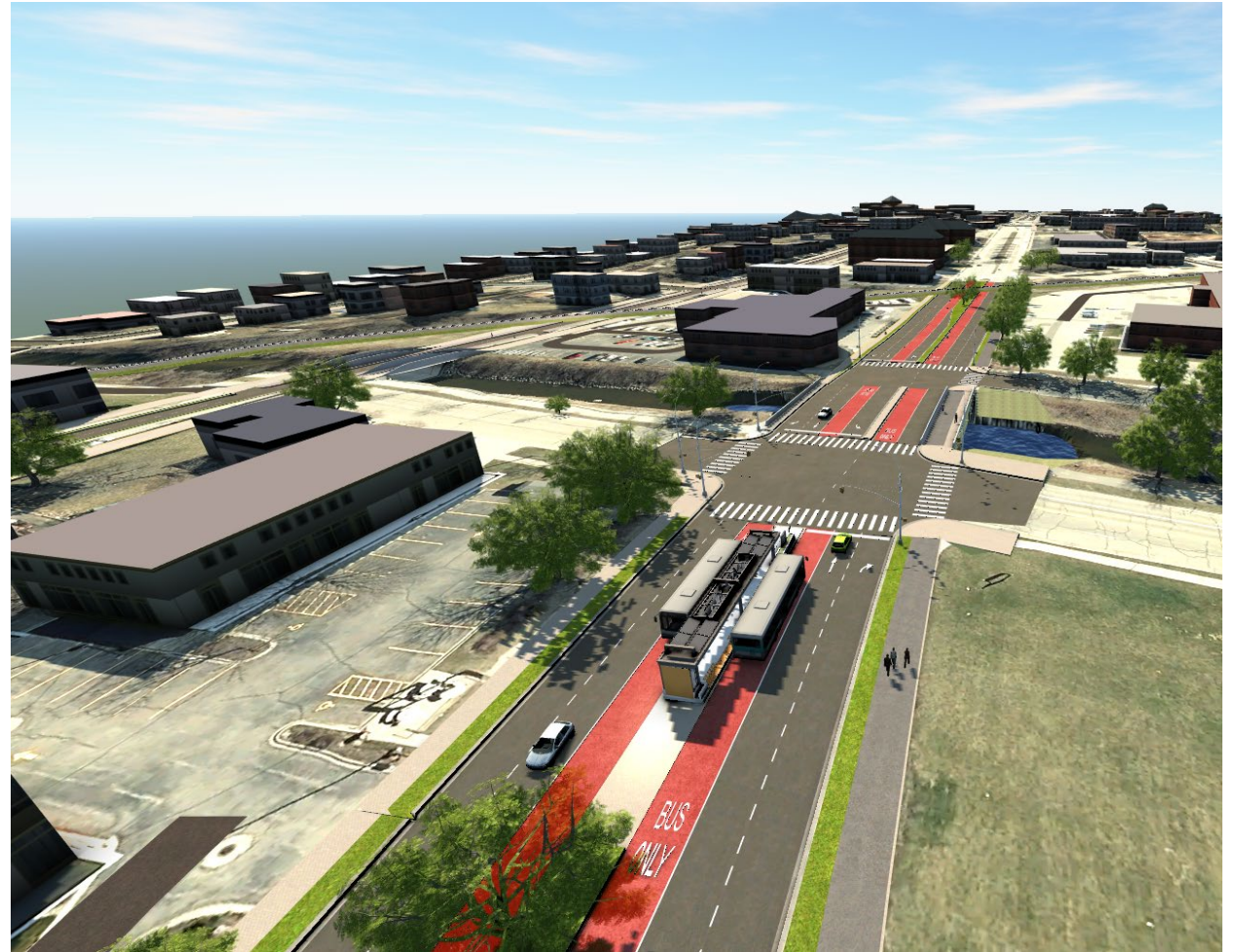
1. Overview of Locally Preferred Alternative
2. Themes from public feedback and responses
  - a) Bike accommodations and connections
  - b) On-street parking in key locations
  - c) Routing on Hughes Place
3. Funding & Next Steps



# Center-Running Bus Lanes

## Benefits

- More consistent travel times
- Fewer conflicts with turning vehicles and bikes
- Bus lane is not blocked by delivery vehicles
- Fewer right-of-way and utility issues
- Better look and feel for passengers

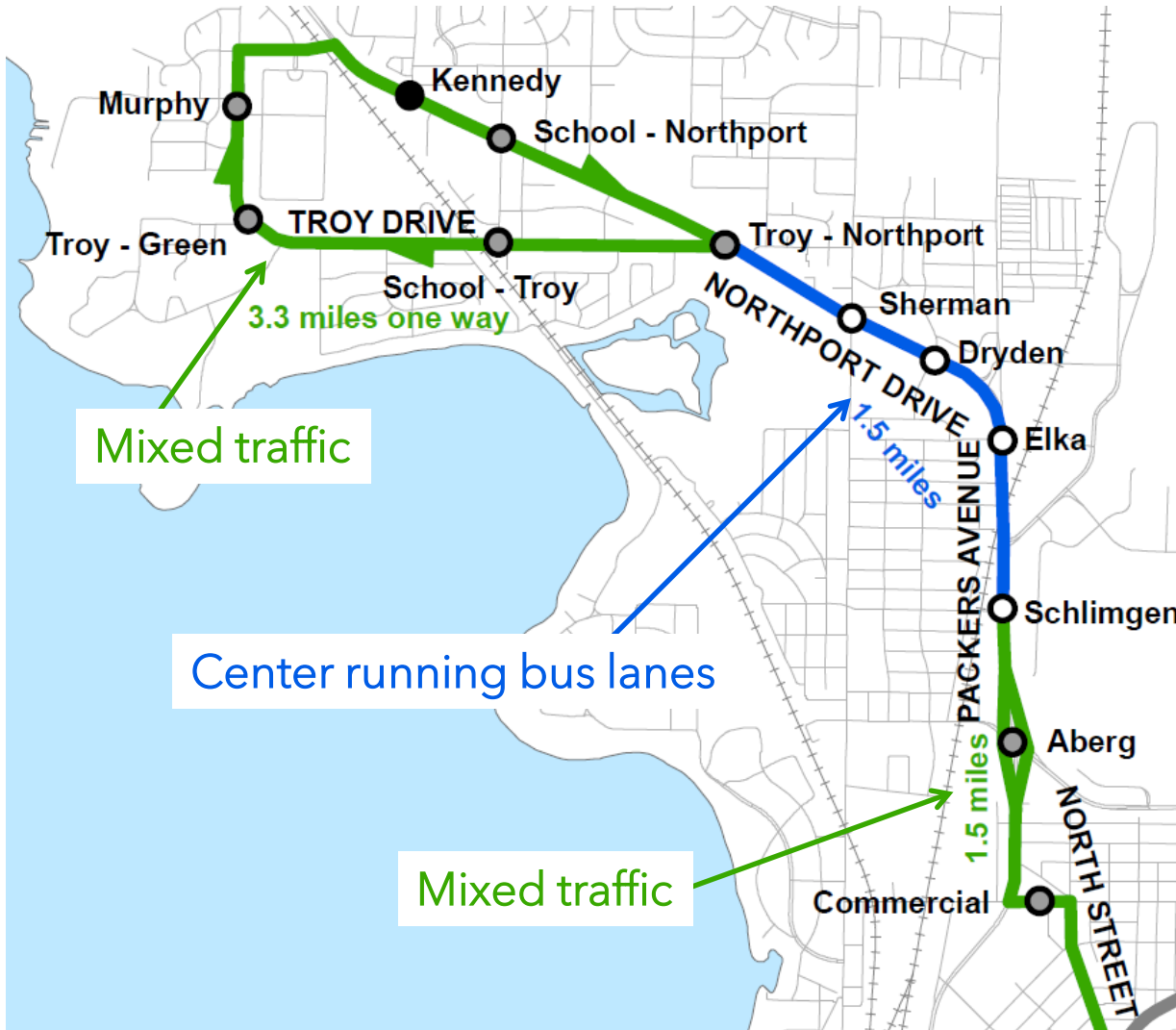






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# North Segment



## NORTH SEGMENT STATIONS

1. Kennedy (one-way, side running, terminal)
2. Murphy (one-way, side running)
3. Troy - Green (one-way, side running)
4. School - Troy (one-way, side running)
5. School - Northport (side running)
6. Troy - Northport (WB side, EB center)
7. Sherman (center running)
8. Dryden (center running)
9. Elka (center running)
10. Schlimgen (center running)
11. Aberg (side running)
12. Commercial (side running)

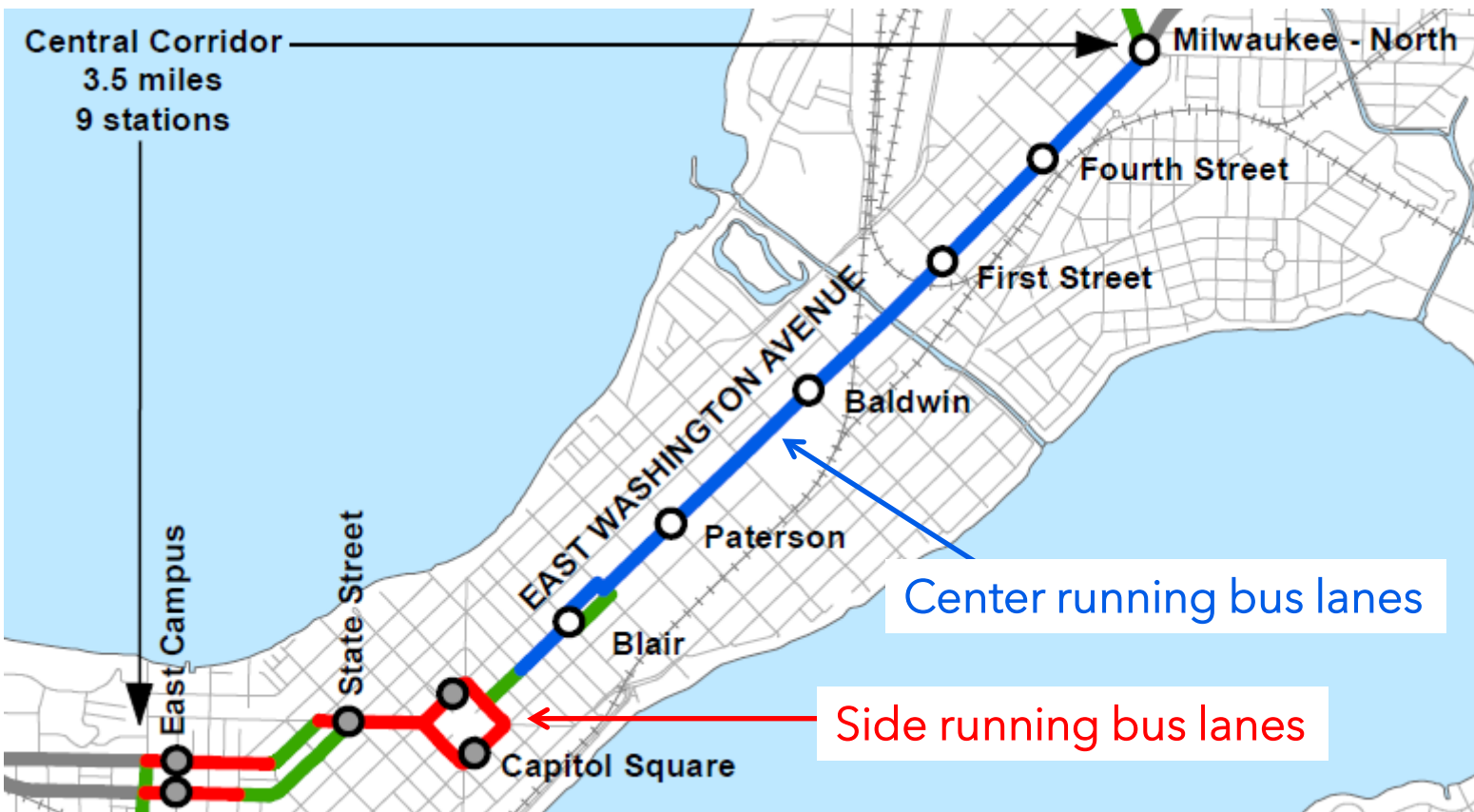


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# Central Segment

## CENTRAL SEGMENT STATIONS

- Milwaukee - North (new NB side running)
- Fourth Street (center running)
- First Street (center running)
- Baldwin (center running)
- Paterson (center running)
- Blair (center running)
- Capitol Square (side running)
- State Street (side running)
- East Campus (side running)



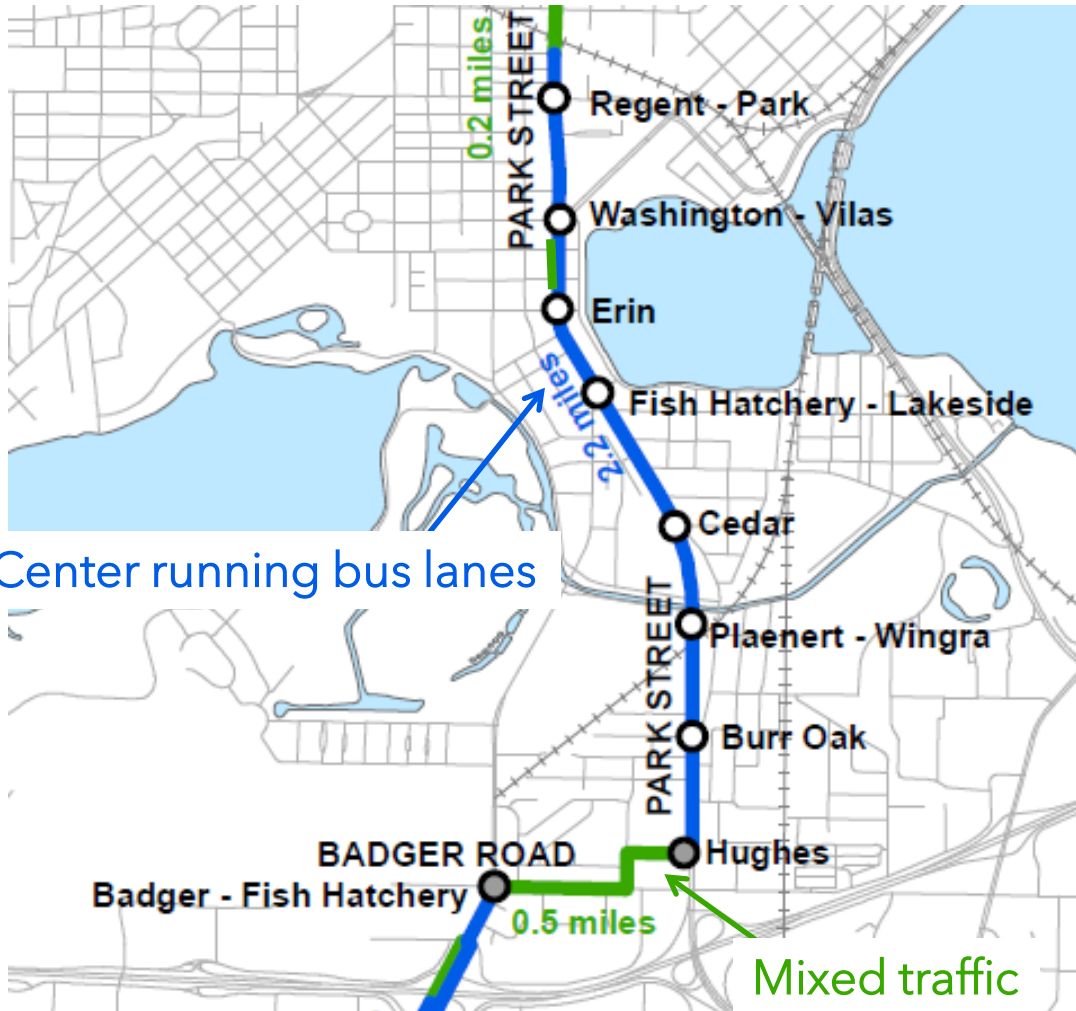


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# South Madison

## SOUTH MADISON STATIONS

- 13. Regent - Park (center running)
- 14. Washington - Vilas (center running)
- 15. Erin (center running)
- 16. Fish Hatchery - Lakeside (center running)
- 17. Cedar (center running)
- 18. Plaenert - Wingra (center running)
- 19. Burr Oak (center running)
- 20. Hughes (center running)
- 21. Badger - Fish Hatchery (center running)



Center running bus lanes

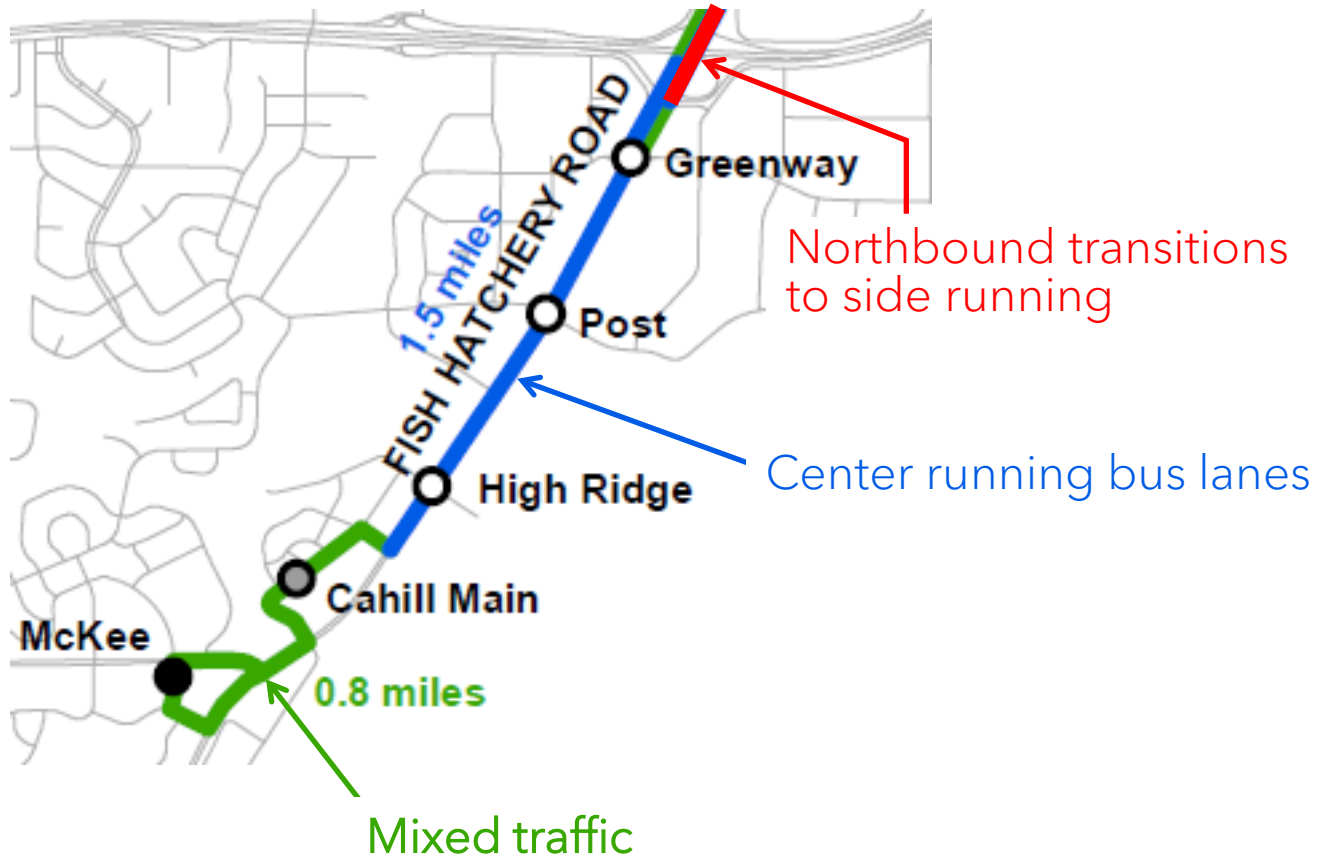
Mixed traffic

*\*Station located in the City of Fitchburg*



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# Fitchburg



## FITCHBURG STATIONS

- 22. Greenway (NB side, SB center)
- 23. Post (center running)
- 24. High Ridge (center running)
- 25. Cahill Main (side running)
- 26. McKee (side running, terminal)



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## Length of Dedicated Bus Lanes

Goal to have 50%+ dedicated lanes to be considered a “fixed-guideway” BRT system

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Current runningway recommendation includes just over 50% dedicated lanes—including central segment.





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# Themes from Feedback

## Bike Accommodations Along the Route



Photo: Free Bikes 4 Kidz Madison

## On-street Parking in Critical Access Areas



Photo: City of Madison Staff

## Routing on Hughes Place

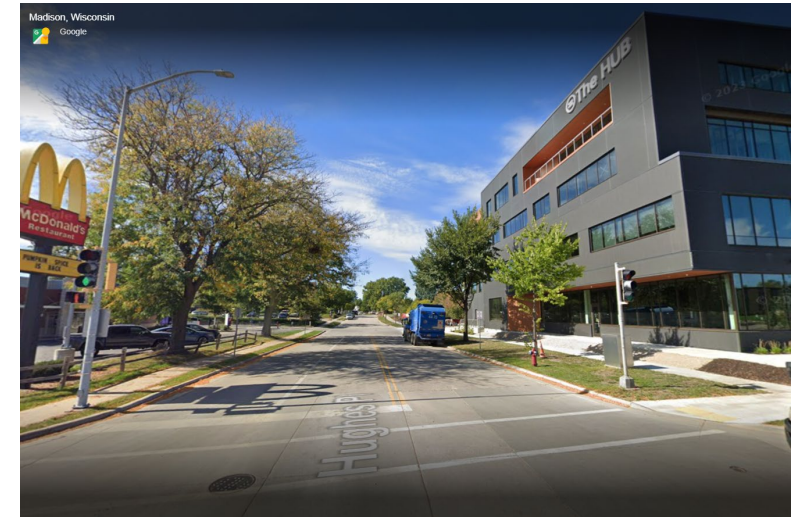
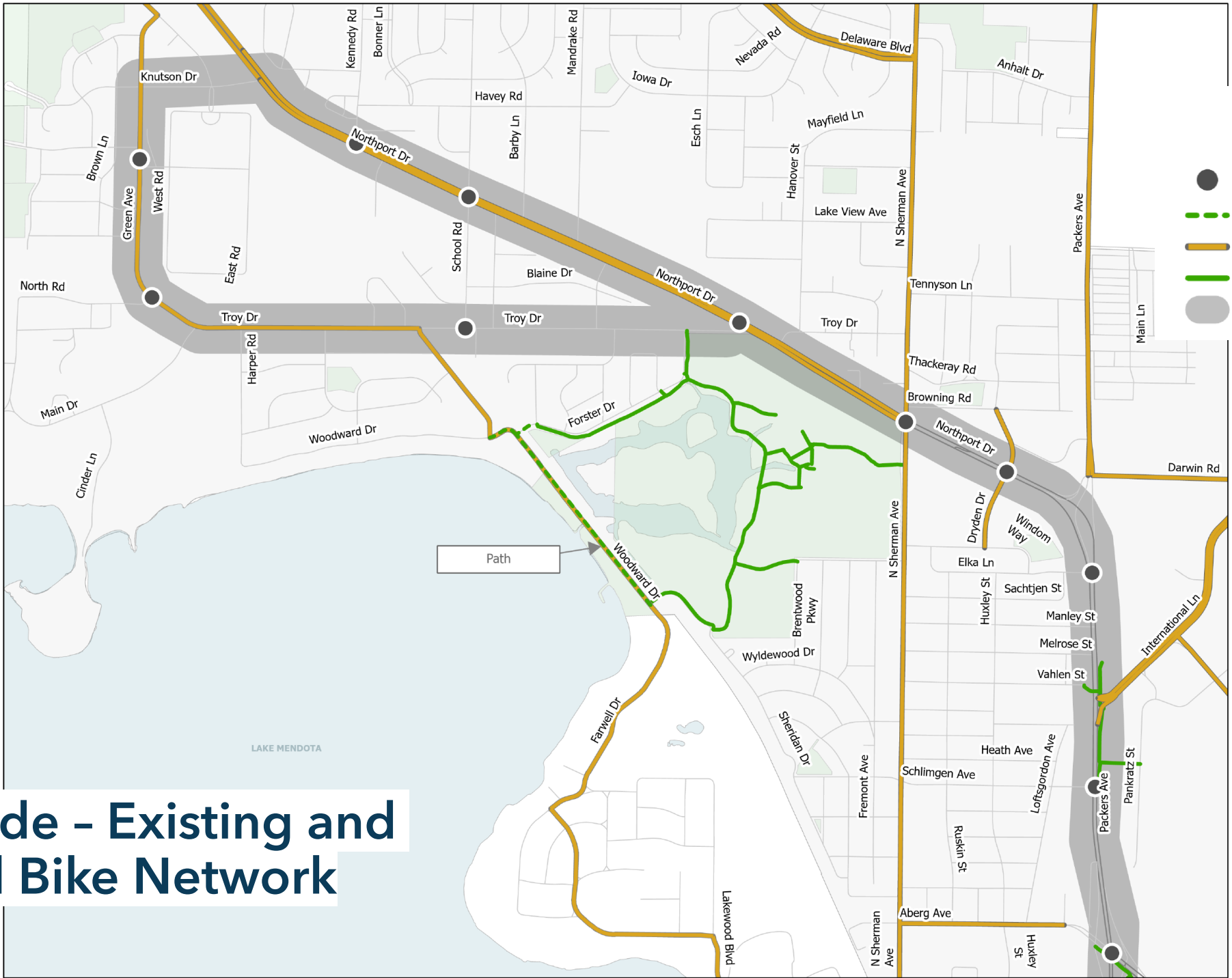


Photo: Google Maps



# Legend

- BRT Stations
- Funded Path
- Existing On Street Facilities
- Existing Paved Trail or Path
- BRT Route

# Northside - Existing and Funded Bike Network

Path





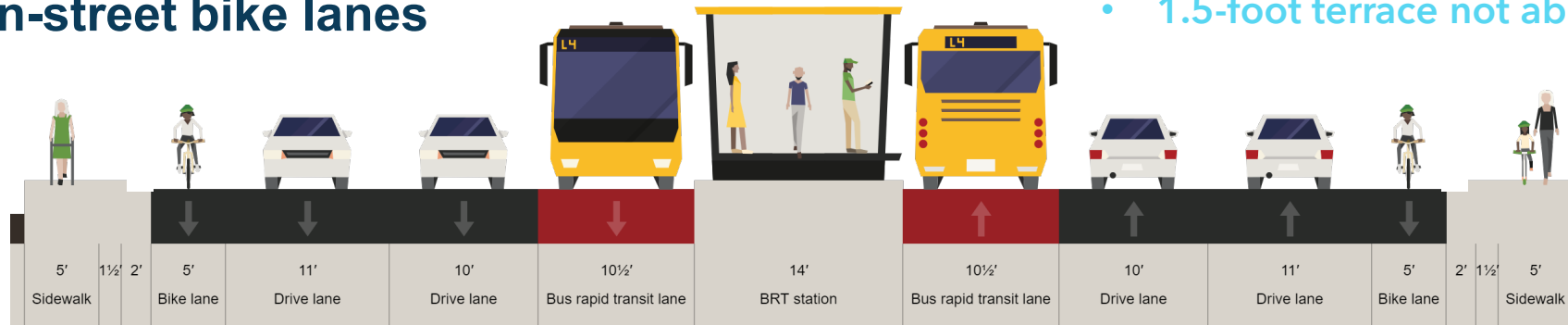


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# Options Considered but Dismissed Badger to Fish Hatchery

## Dismissed - Not Feasible

### On-street bike lanes

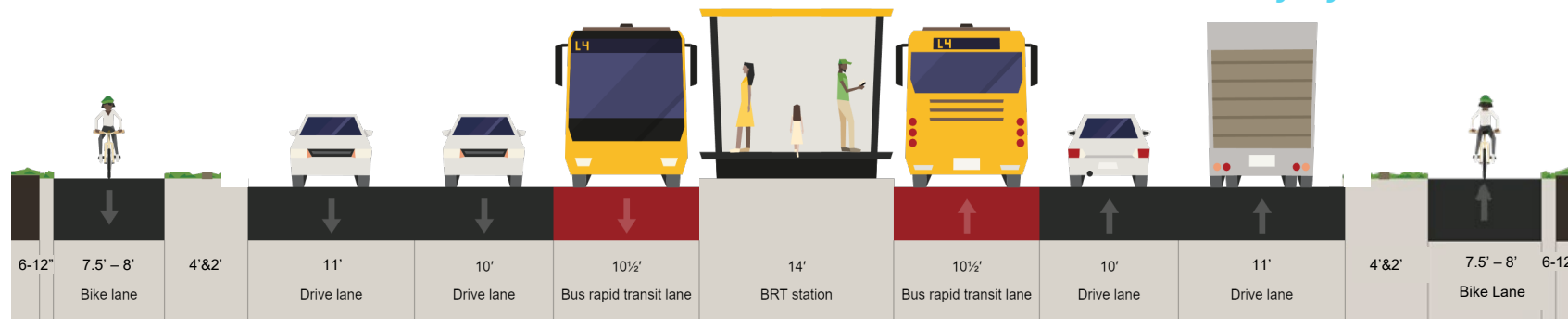


- Not all ages and abilities
- 1.5-foot terrace not able to accommodate trees

## Not Recommended

### Narrow one-way bike/ped facility on both sides

106-feet



- 4-foot terrace - ornamental trees only
- Additional constraints related to existing trees and parking; less design flexibility
- One-way cycle track, 2-way pedestrian

106-feet

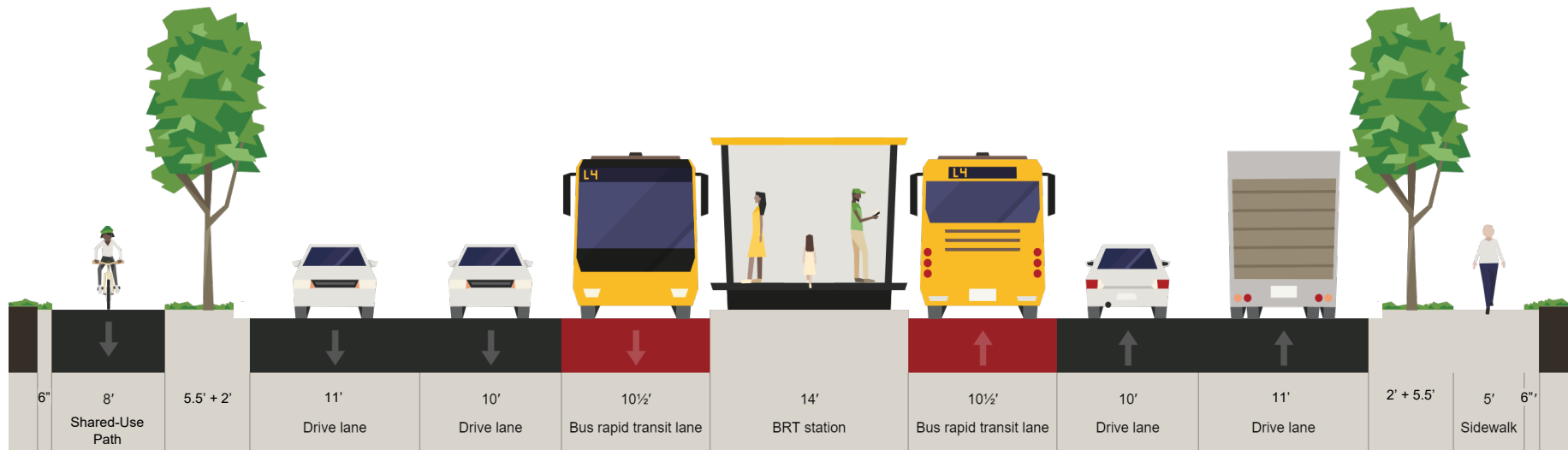


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# Badger to Fish Hatchery

## Recommended Option

- Provides All Ages and Abilities Facility
- Fits within existing right of way
- Room for trees
- More flexible

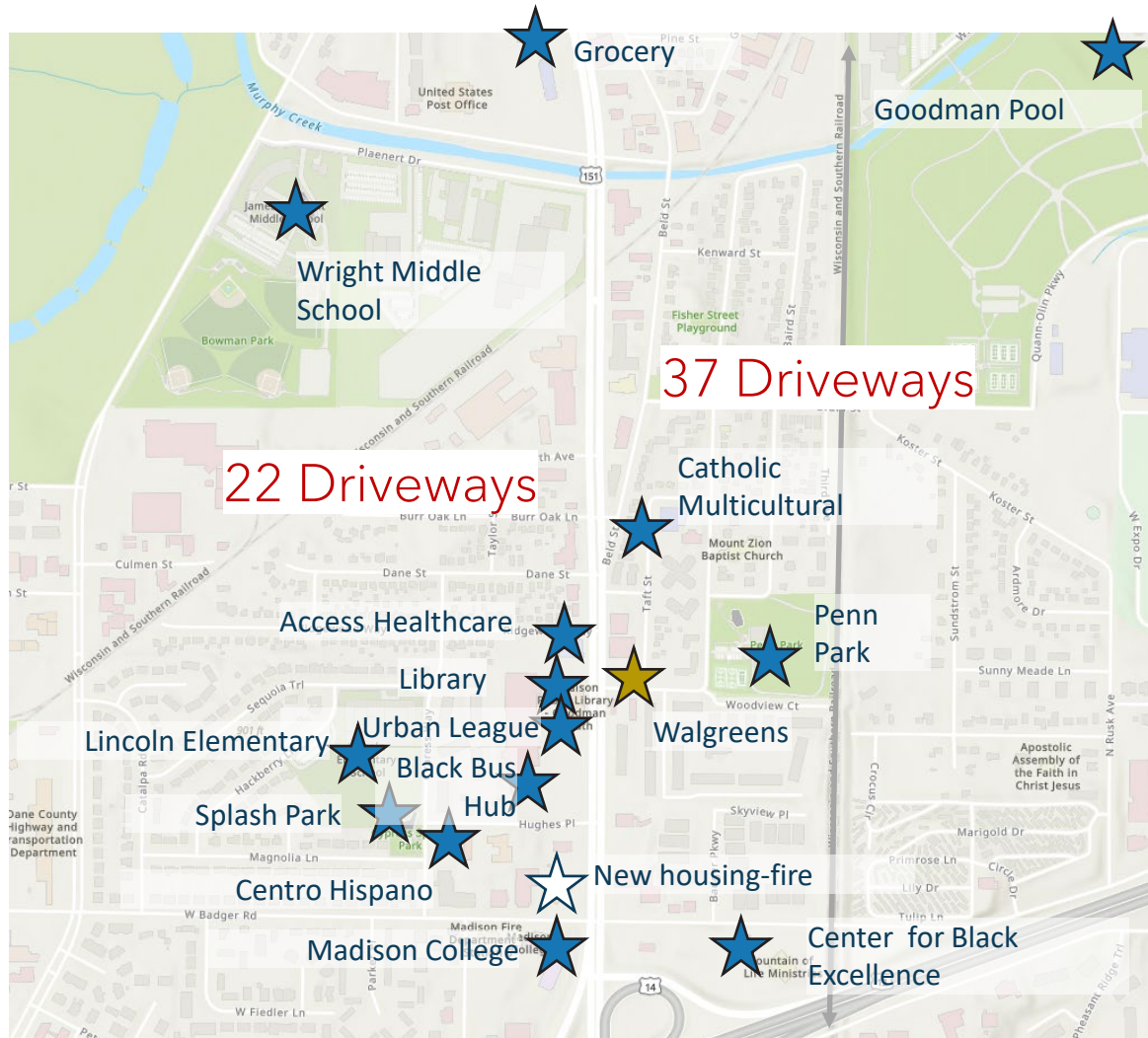


106-feet



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# West-Side Path and Park St Destinations



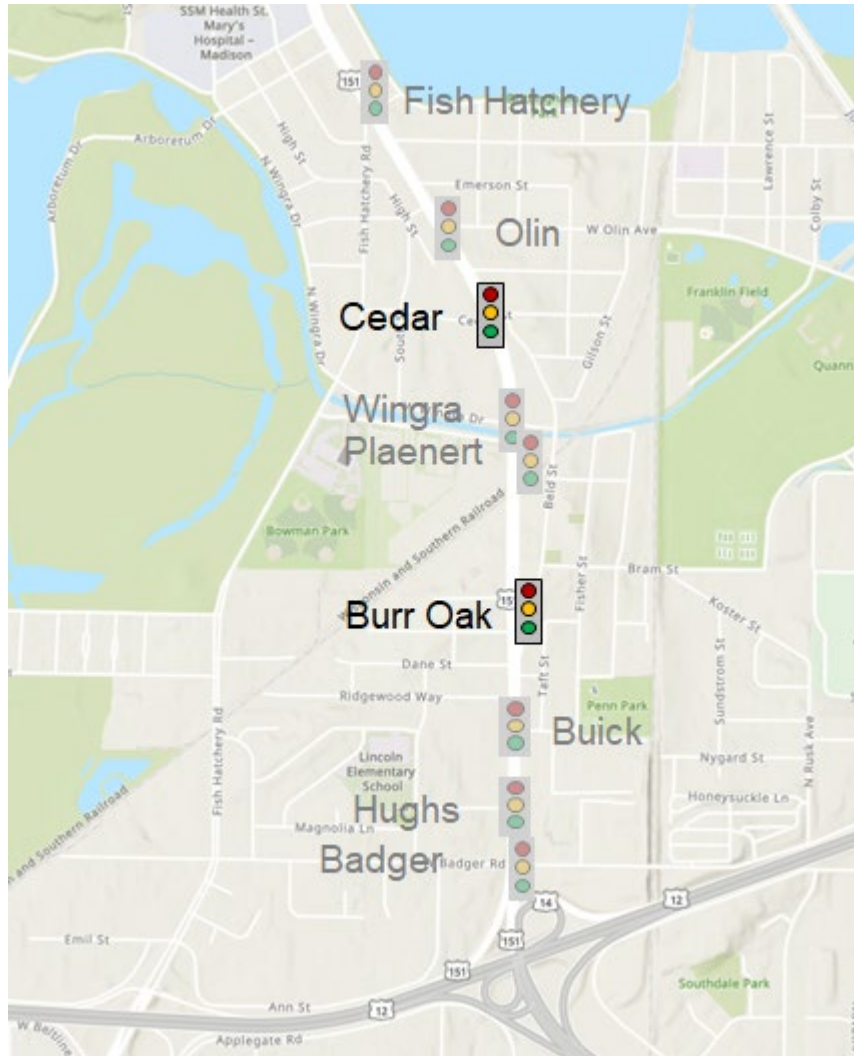
## Path is Planned for West Side

- Most recent investment is on the west side
- Population is evenly distributed



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# Park St Crossings



Additional two signals provide better crossings/access to shared use path.



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## West Washington to Fish Hatchery Constraints

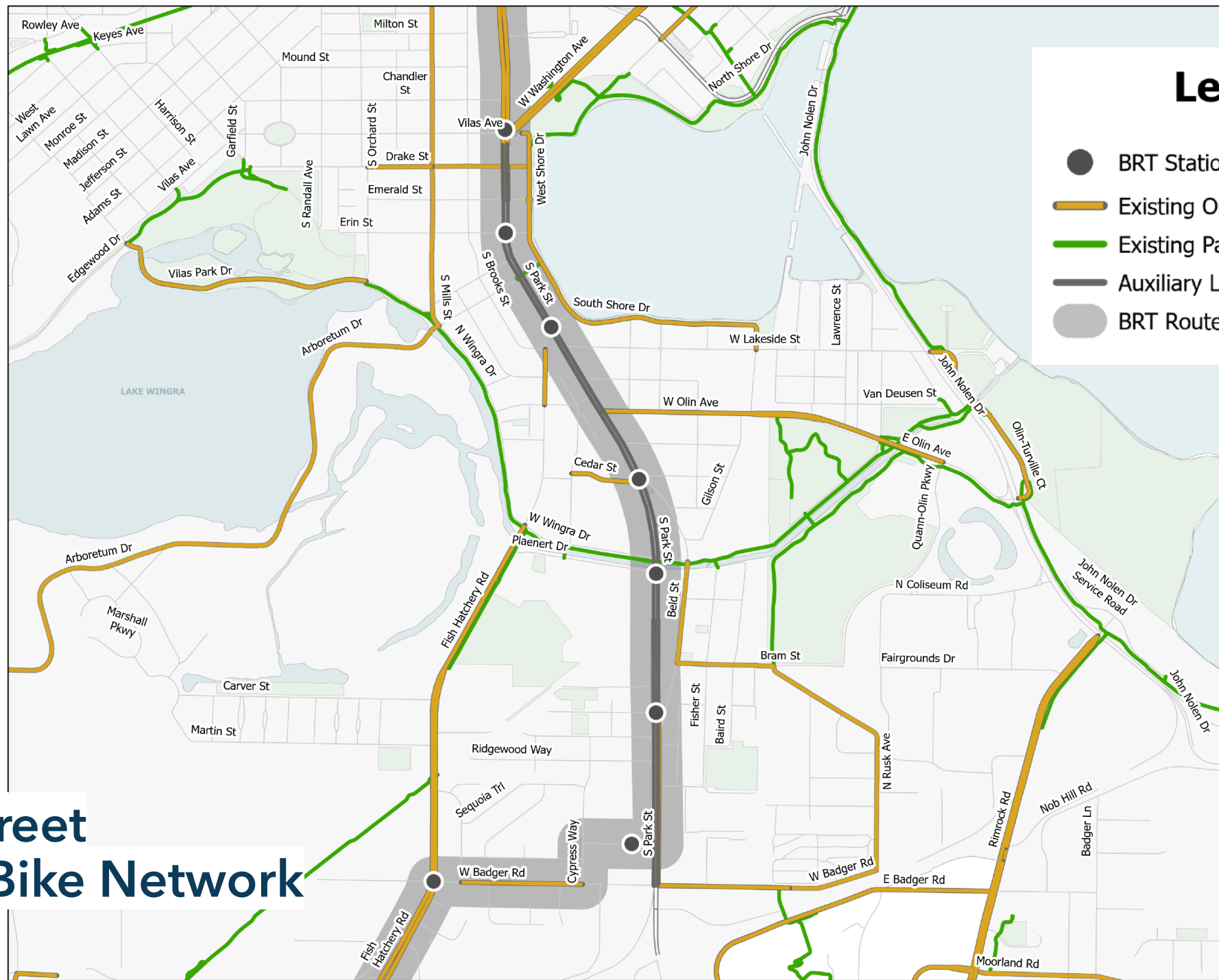
### More Challenging

- Building Location
- Shared bike/bus parking
- Higher traffic volumes
- Businesses without off-street parking
- Not being reconstructed

### Considerations

Retaining parking on 2-3 blocks from W. Washington to Erin Street also retains current bike lane



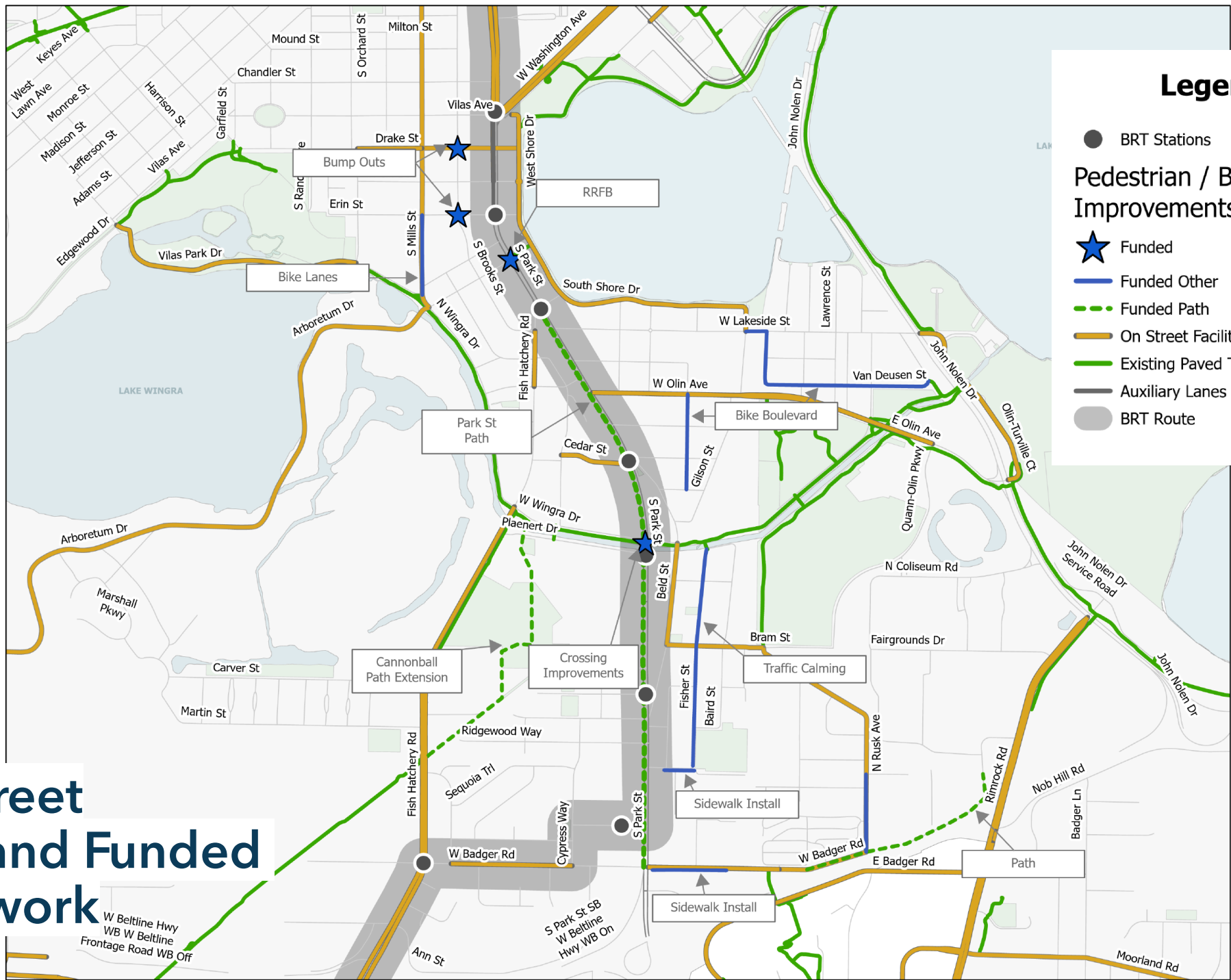


# Legend

- BRT Stations
- Existing On Street Facilities
- Existing Paved Trail or Path
- Auxiliary Lanes (bikes, parking, buses, turn lane)
- BRT Route

## S. Park Street Existing Bike Network

# S. Park Street Existing and Funded Bike Network



## Legend

- BRT Stations
- Pedestrian / Bicycle Improvements**
- ★ Funded
- Funded Other
- - - Funded Path
- On Street Facilities
- Existing Paved Trail or Path
- Auxiliary Lanes
- BRT Route

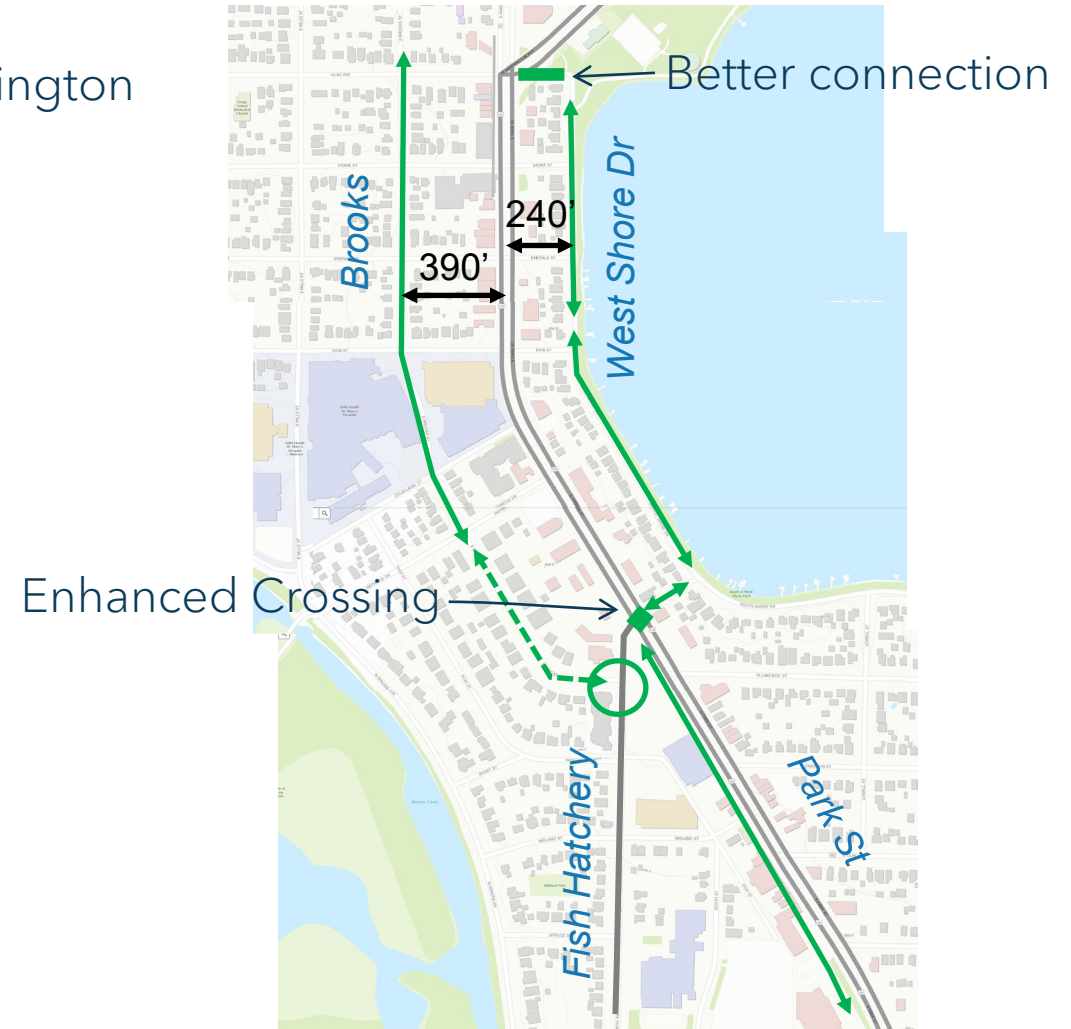


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# Mitigation Measures

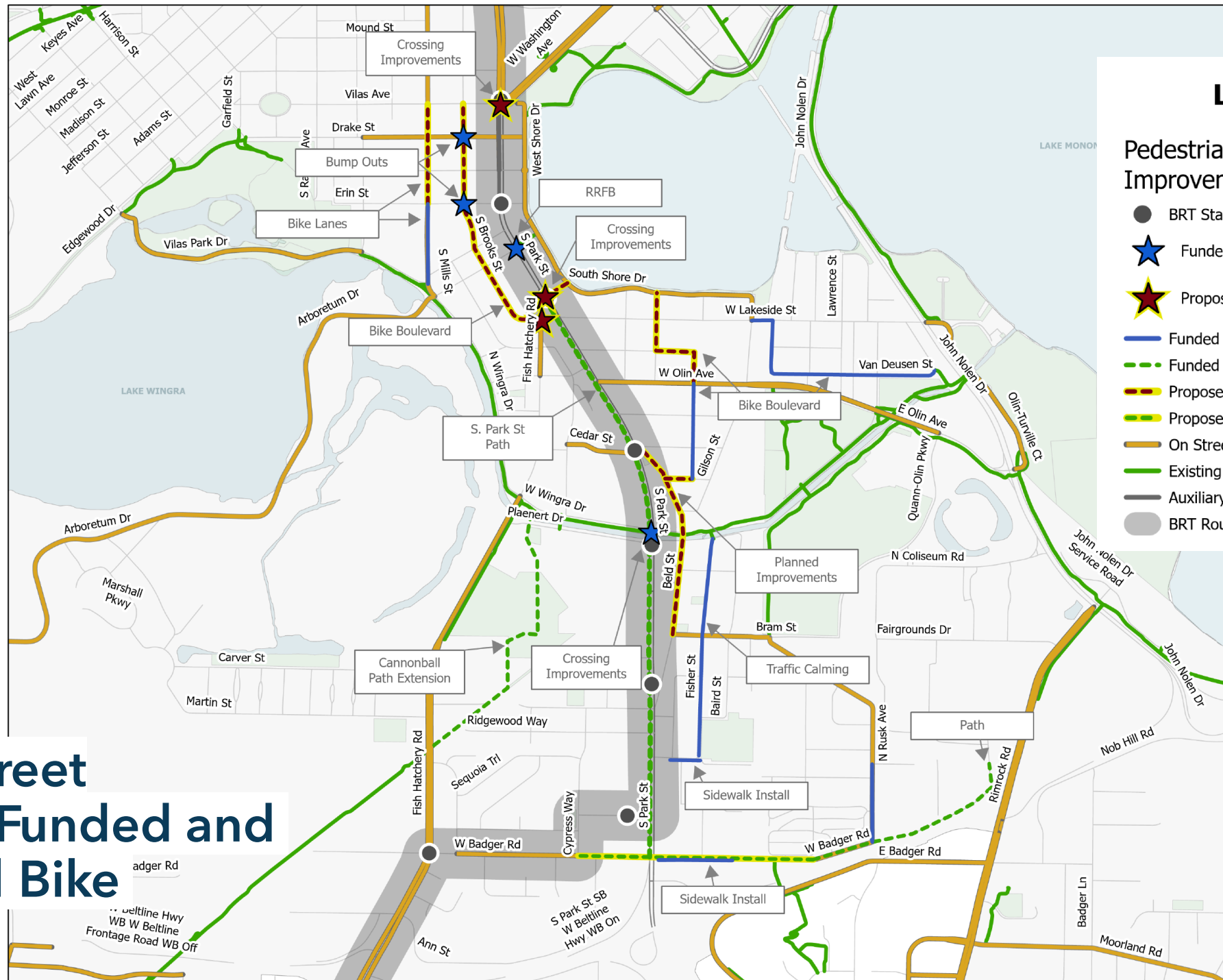
## Strengthen Parallel Routes

- Better Connection West Shore Dr to West Washington
- Enhanced Crossing Fish Hatchery to Parr St
- Improve Brooks St
- Enhanced Wayfinding





# S. Park Street Existing, Funded and Proposed Bike Network



## Legend

- Pedestrian / Bicycle Improvements**
- BRT Stations
  - ★ Funded
  - ★ Proposed
  - Funded Other
  - Funded Path
  - Proposed Other
  - Proposed Path
  - On Street Facilities
  - Existing Paved Trail or Path
  - Auxiliary Lanes
  - BRT Route



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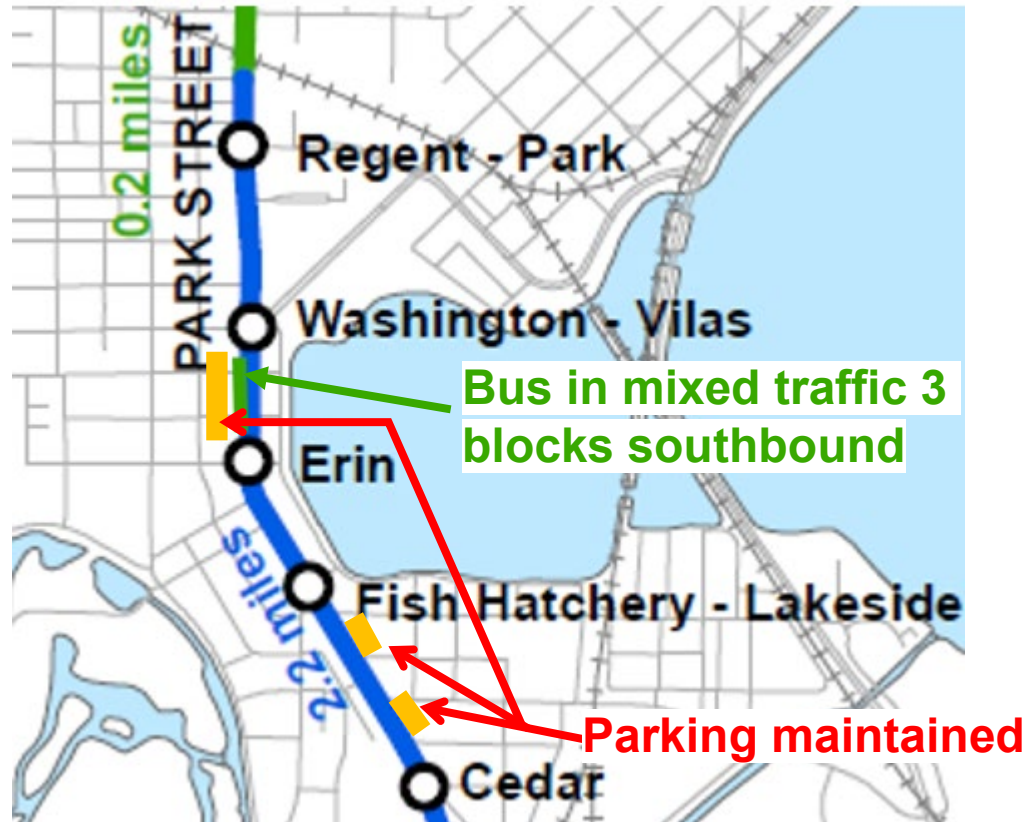
# Bike Parking on Side Streets





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## On-Street Parking for Businesses in Key Areas



- Several small businesses on select segments on S. Park Street lack off-street parking options
- Majority of businesses are independently owned, and many are minority owned
- Staff completed additional outreach with businesses
- Data shows high parking utilization
- Staff recommends retaining parking in key locations for these critical access areas
- Curb management plan will explore changes to parking on side streets



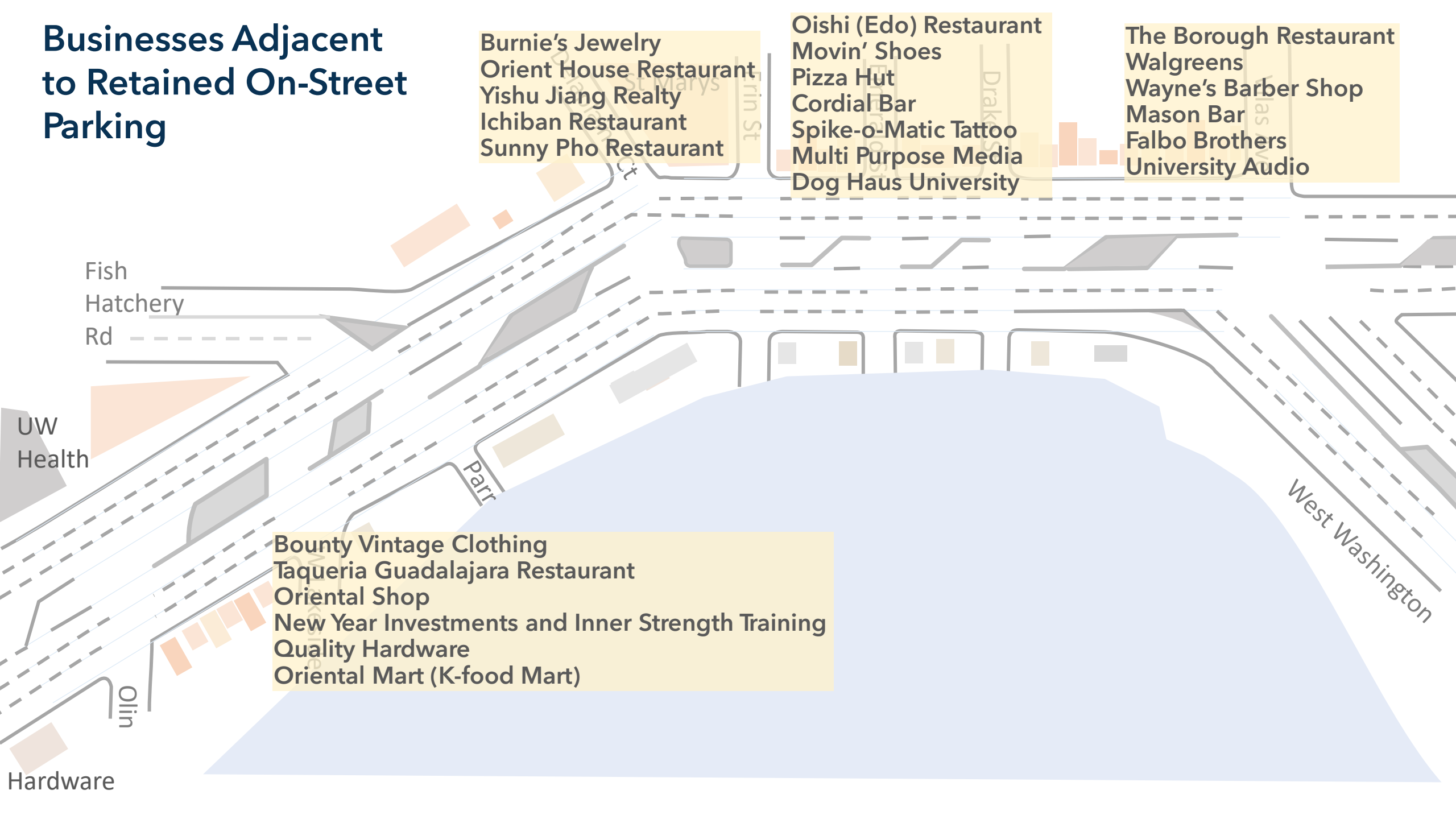
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## Themes from Business Feedback

- Economic impact and business survival
- Challenges with side street parking
- Transportation and Neighborhood Identity
- Solutions and Compromises



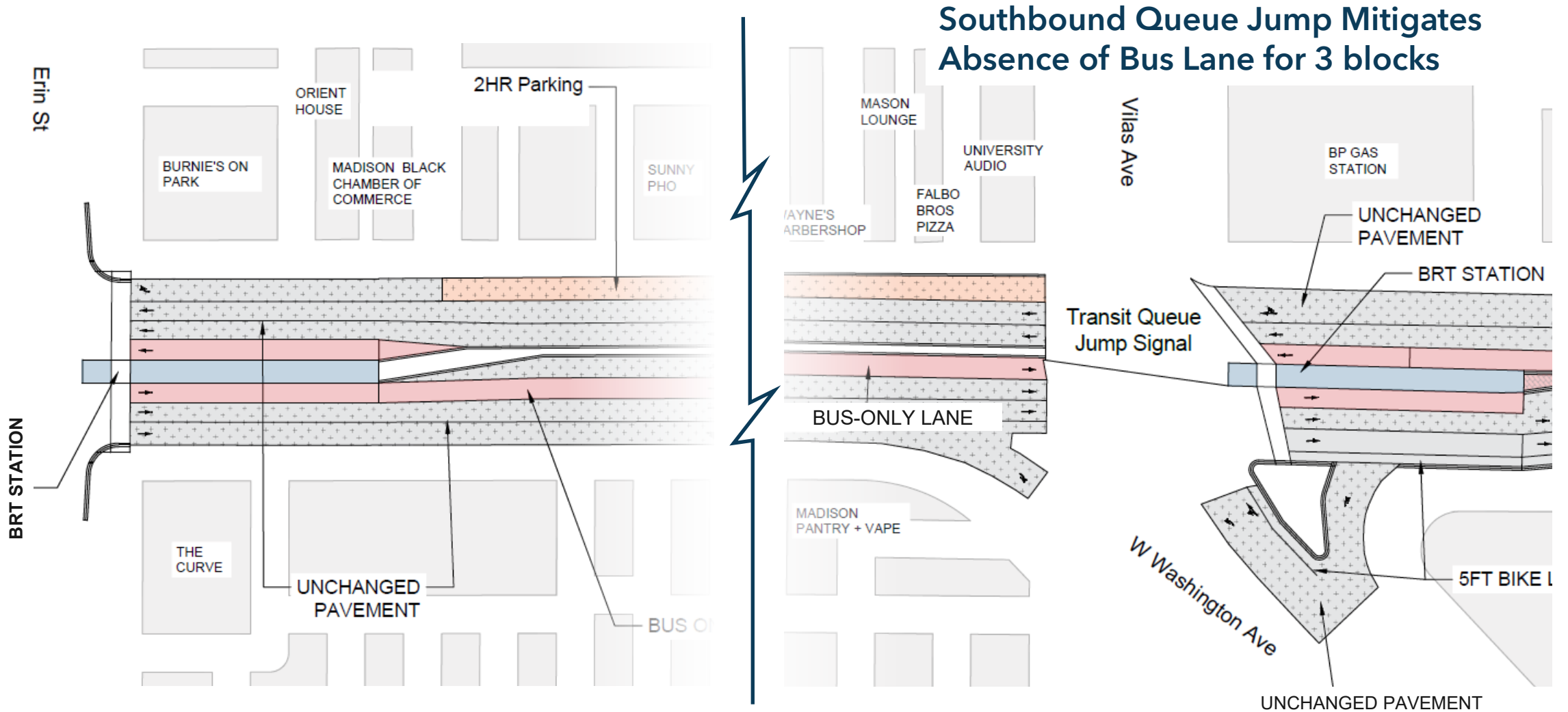
# Businesses Adjacent to Retained On-Street Parking





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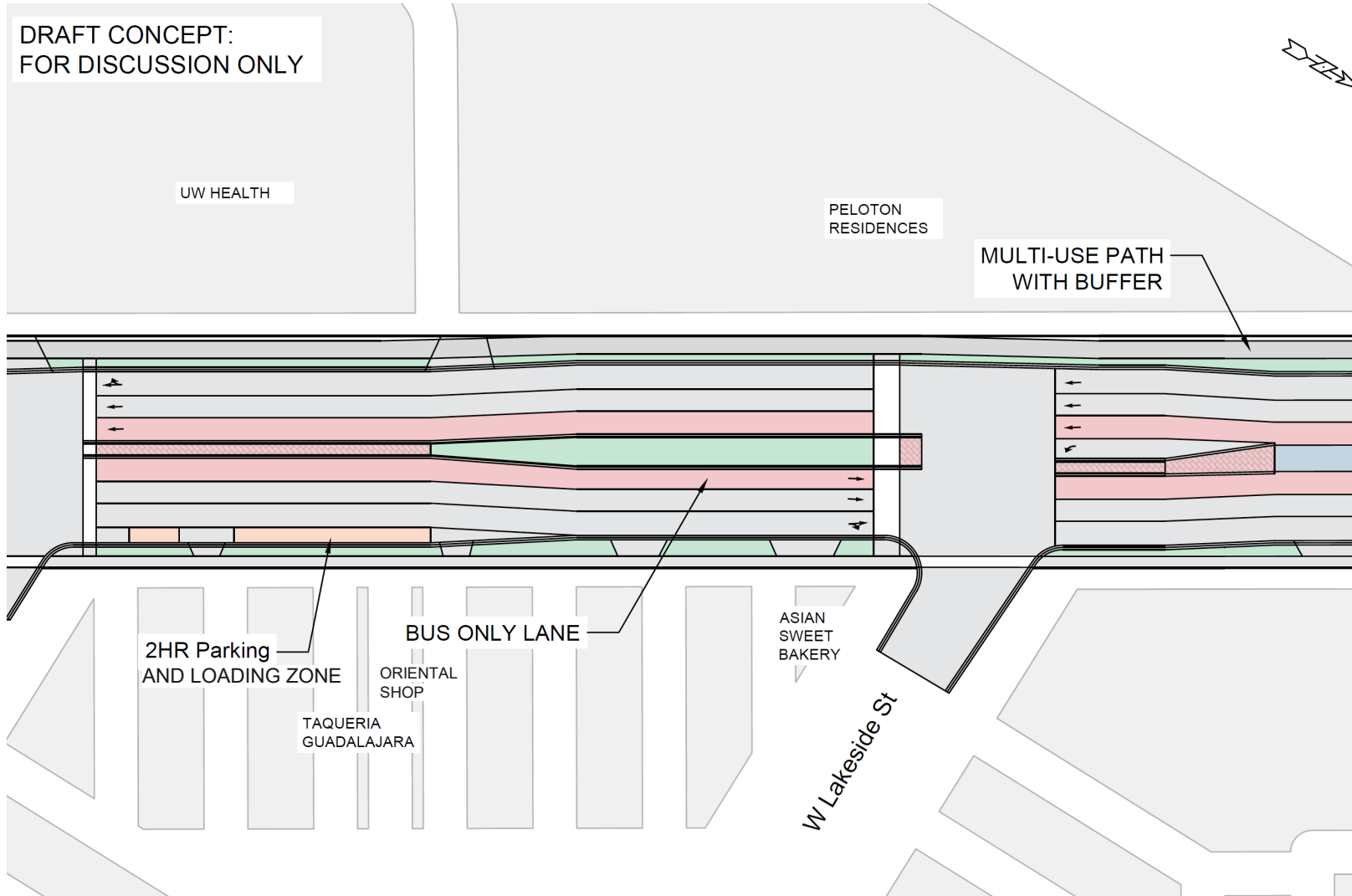
# 3 Blocks of Parking and Mixed Travel Lane on S. Park





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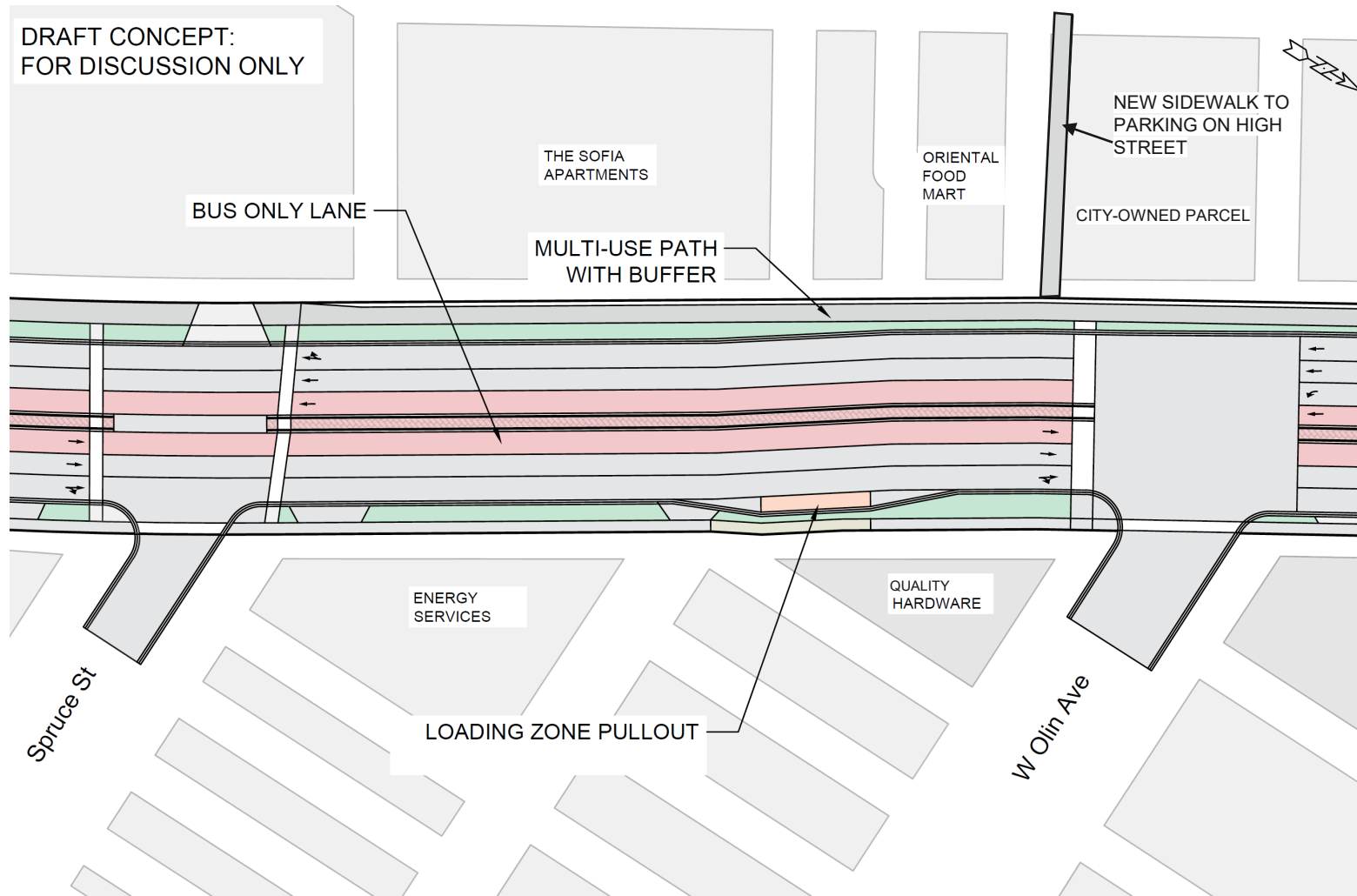
# On-Street Parking North of Olin Ave





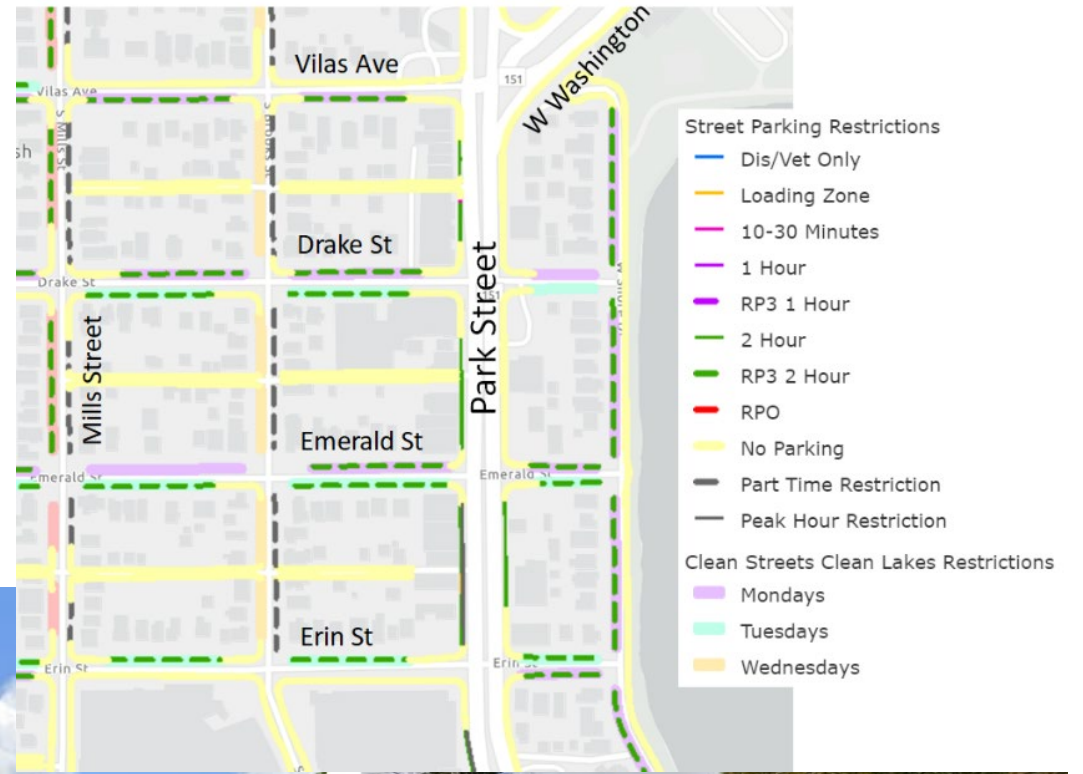
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# Loading Zone South of Olin Ave

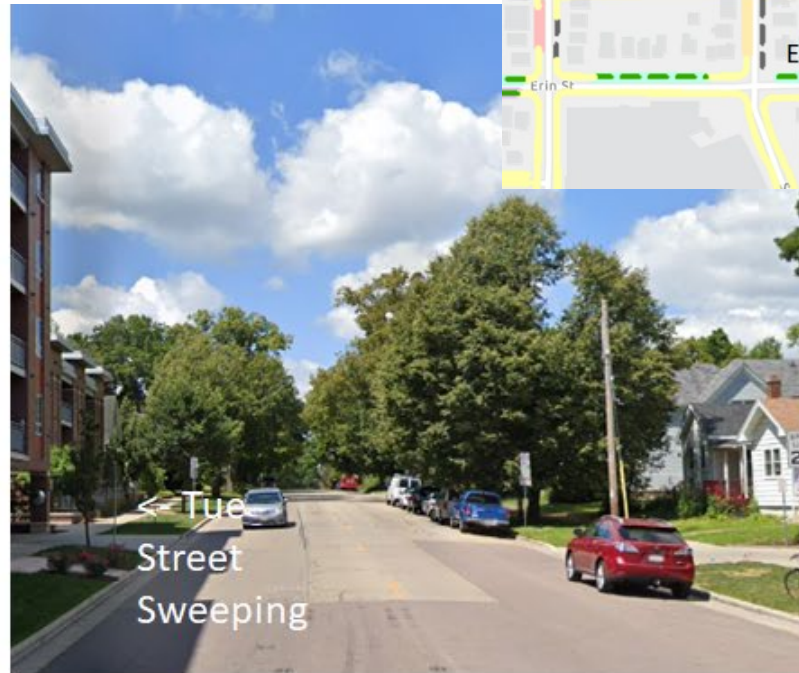




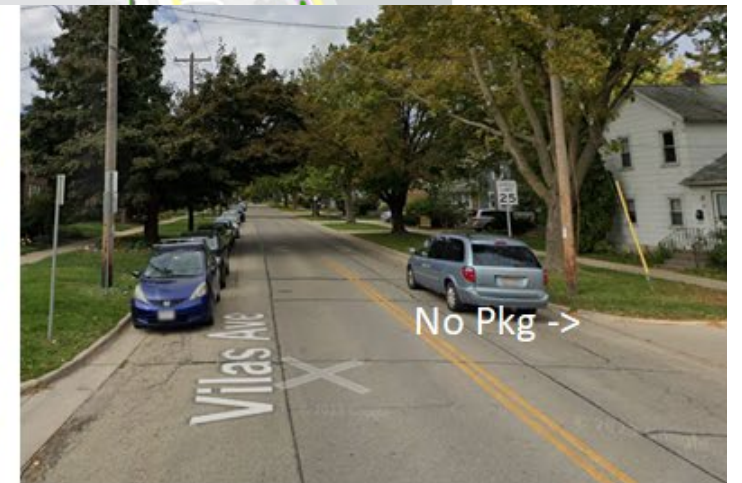
# Alternative Parking on Side Streets



Emerald St – Oct 2023



Drake St – July 2019



Vilas Ave – Oct 2023

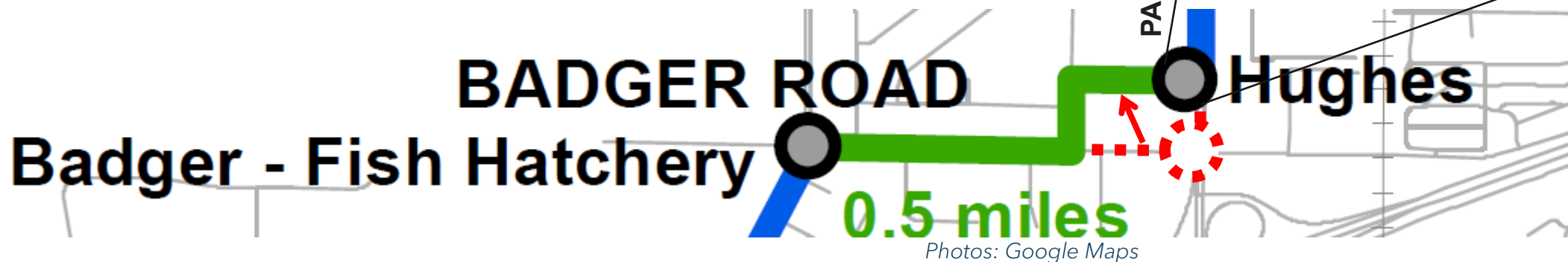
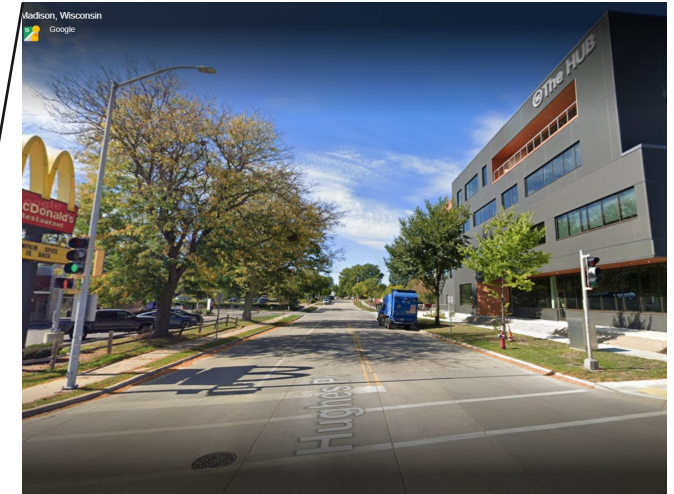


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## Routing on Hughes Place

Despite differing public comments, staff continues to recommend routing on Hughes Place

- Nominal travel delays
- Station located in a more pedestrian-friendly environment compared to Badger and Park
- Additional outreach with neighborhood planned
- Station on Badger Road difficult with planned development



The background features abstract geometric shapes. A thick blue line starts from the left, curves down, and then right. A yellow line starts from the bottom, curves up, and then right. A dark blue circle is positioned on the left side. Another dark blue circle is on the blue line, and a third is on the yellow line. The text is centered on the right side of the page.

# FUNDING

Up-front costs and on-going operations



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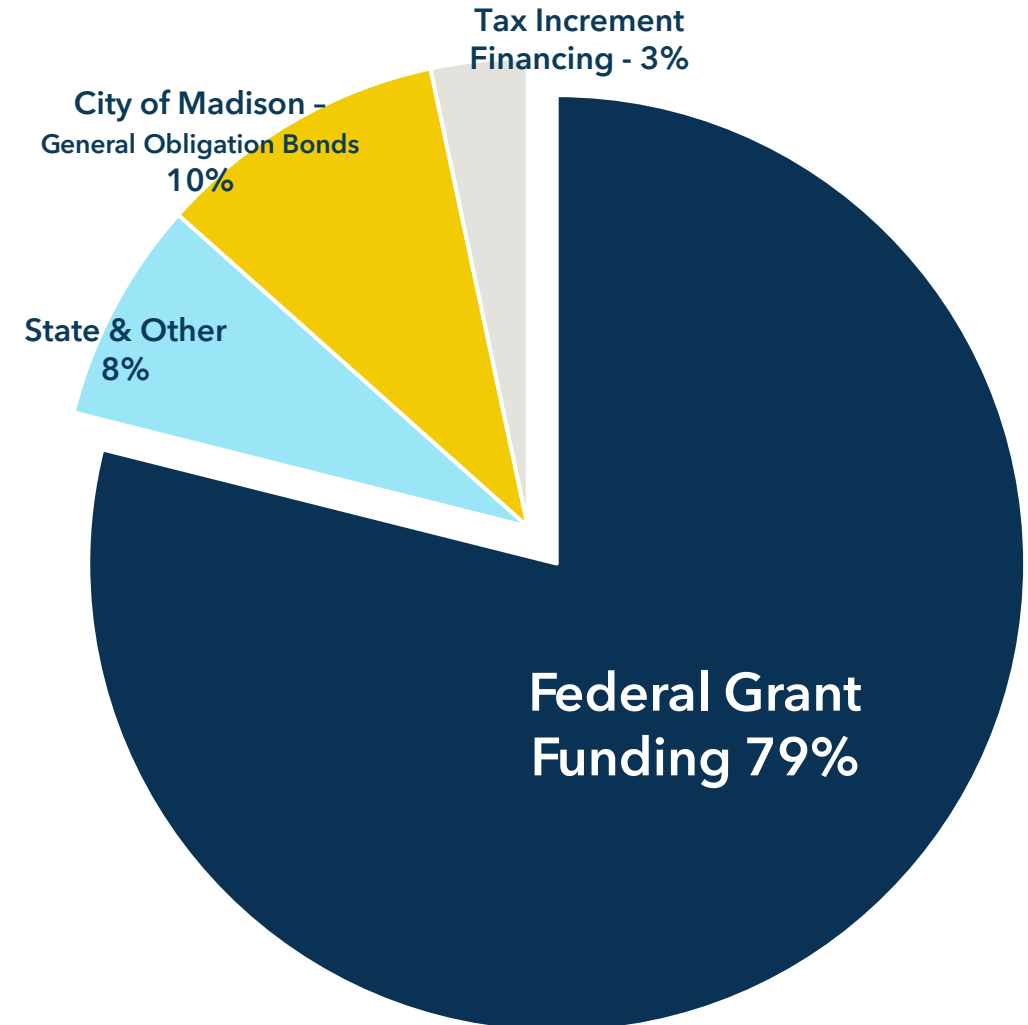
## Funding Sources (Capital Budget)

### Federal Funding Sources:

1. Federal Transit Administration (Small Starts Grant)
2. Areas of Persistent Poverty Grant

### Local Funding Sources:

1. City of Madison
2. State Sources
3. Local Tax Increment Financing
4. City of Fitchburg





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## Operating Costs

Bus rapid transit not expected to impact Metro's operating budget.

### Expenses:

- Labor costs (bus drivers) are already represented with existing Route B
- Costs savings from travel time and/or fuel are expected to offset station maintenance



The background features a decorative graphic composed of thick, rounded lines in light blue and yellow. A large dark blue circle is positioned on the left side. A light blue line starts from the left, curves down, and then right. A yellow line starts from the bottom, curves up, and then right. A horizontal light blue line runs across the bottom, with a yellow line overlapping it. Small dark blue circles are placed at various points where the lines meet or curve.

# NEXT STEPS

public involvement and adopting the locally preferred alternative

# Project Timeline

Subject to change





LEARN MORE + CONTACT US

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