

# Bus Rapid Transit (BRT)

## *Madison Urban Area System Proposal*



# **Bus Rapid Transit (BRT)**

## ***Conceptual Elements***

- **BRT vs. Local Bus (differing characteristics)**
- **Direct Routes/Fewer Stops**
- **Simple, Frequent All-Day (incl. evening/weekend) Service; every 10-15 min.**
- **Branded Stations and Buses**
- **Transit Signal Priority and Other Intersection Treatments**
- **Off-Board Fare Payment**
- **Bus-Only Lanes (median or curb; full or partial)**

# Key Project Elements - BRT

## BRT vs. Local Bus (travel time benefits)

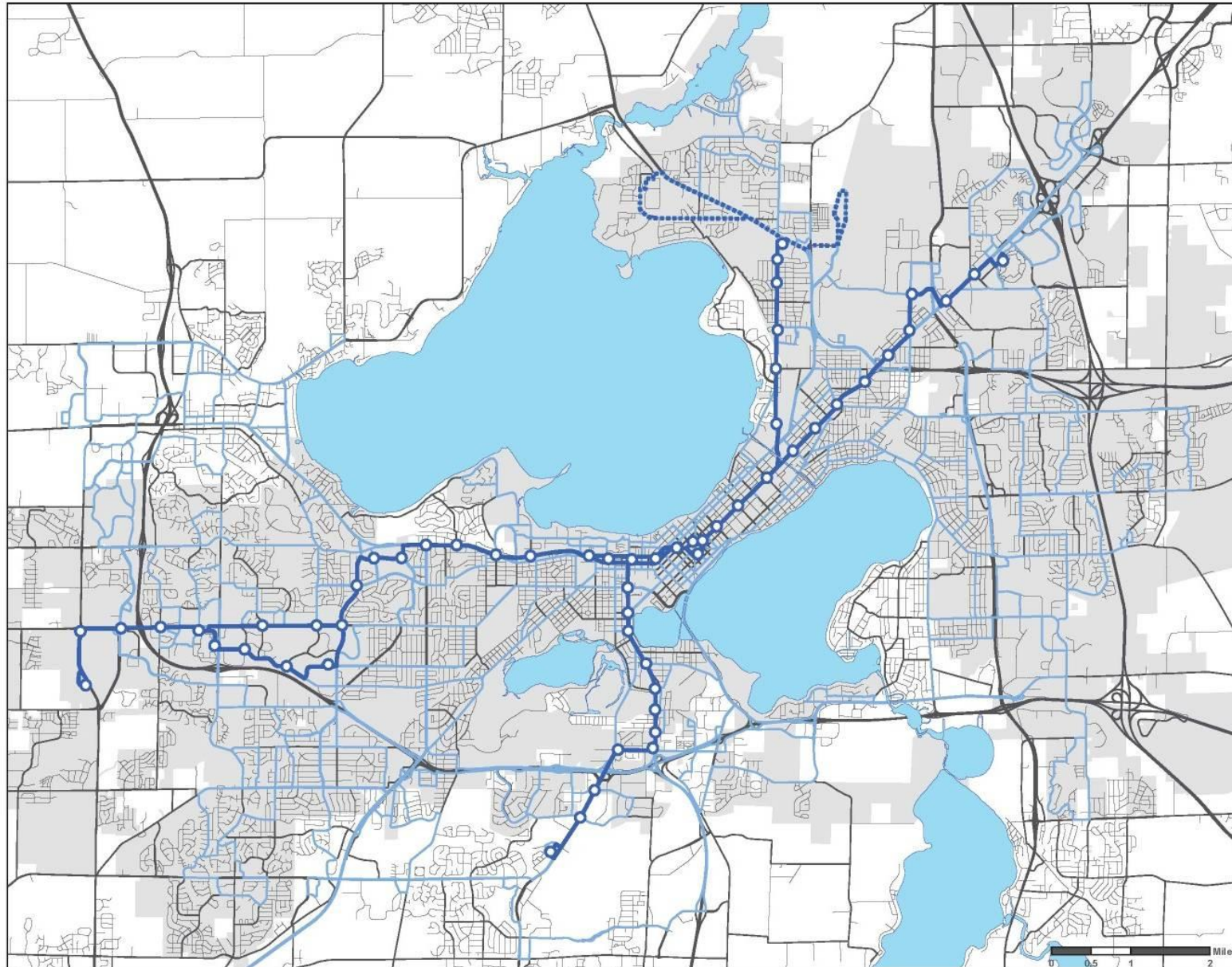
### Midday from Capitol Square to:

- West Towne in 30 min compared to 40-50 min
- East Towne in 25 min compared to 35 min
- Warner Park in 20 min compared to 30 min
- Fitchburg Hatchery Hill in 25 min compared to 40 min

## ***BRT Phase 1 Project Development***

- **City Resolution (2018): Phase 1 East to West Corridor (termini TBD)**
- **Downtown Street Routing Evaluation**
- **Traffic Impact Analysis**
- **Prepare FTA Small Starts Application**
- **\$500,000 Budget for Planning Project**
  - AECOM/Strand/UA: Notice to Proceed Oct. 2
- **PIM #1: Wed., Dec. 12, 6:00-8:00p, Central Library**
- **Est. Phase 1 Capital Budget: \$50-85 million**

# Potential Bus Rapid Transit (BRT) Routes



## Future Transit

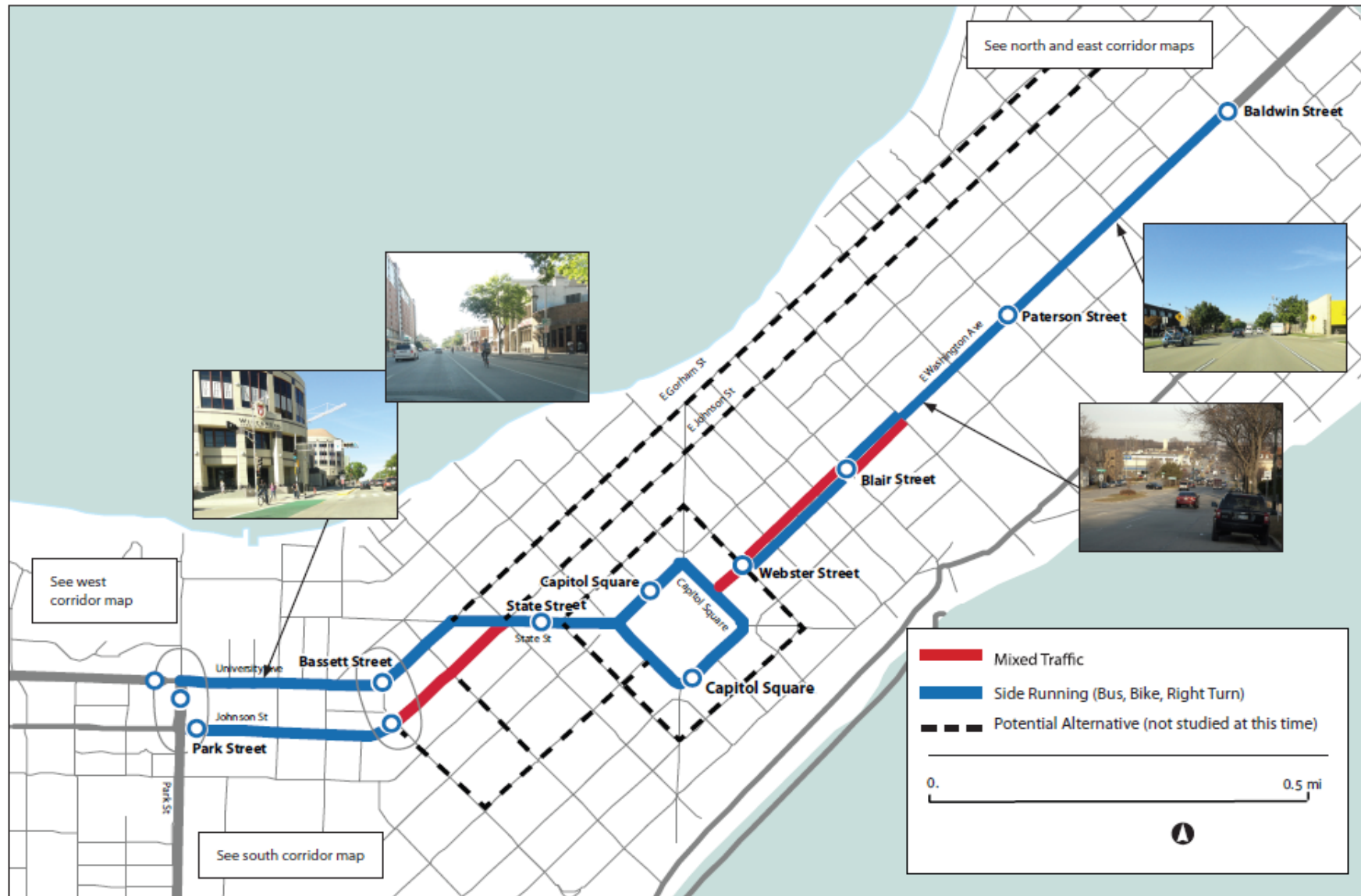
### Bus Rapid Transit

- Routes
- Potential Extensions
- BRT Stations
- Metro Transit Routes
- City of Madison

Source:  
Madison Metro  
MATPB (MPO)

February, 2016

# Central Corridor: Stations and Runningway Types



## Bus Rapid Transit (BRT) *Conceptual Elements*

Loop Link  
BRT  
Chicago, IL

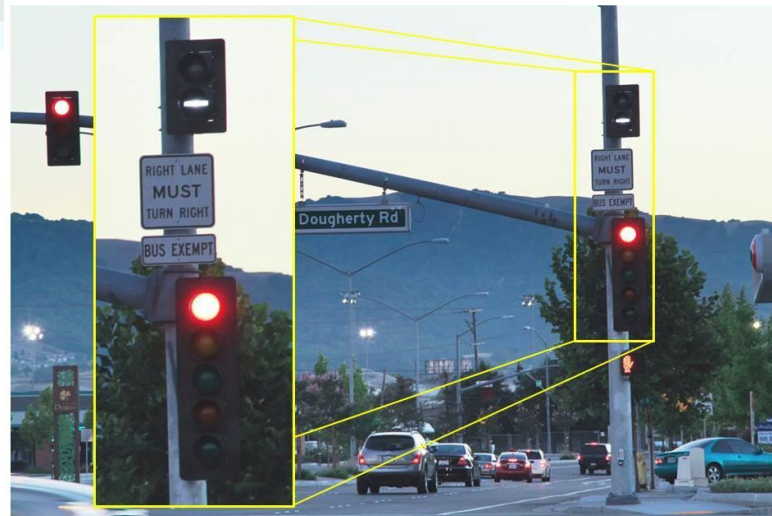


## Bus Rapid Transit (BRT) *Conceptual Elements*





# Bus Rapid Transit (BRT) Conceptual Elements



## Bus Rapid Transit (BRT) *Conceptual Elements*



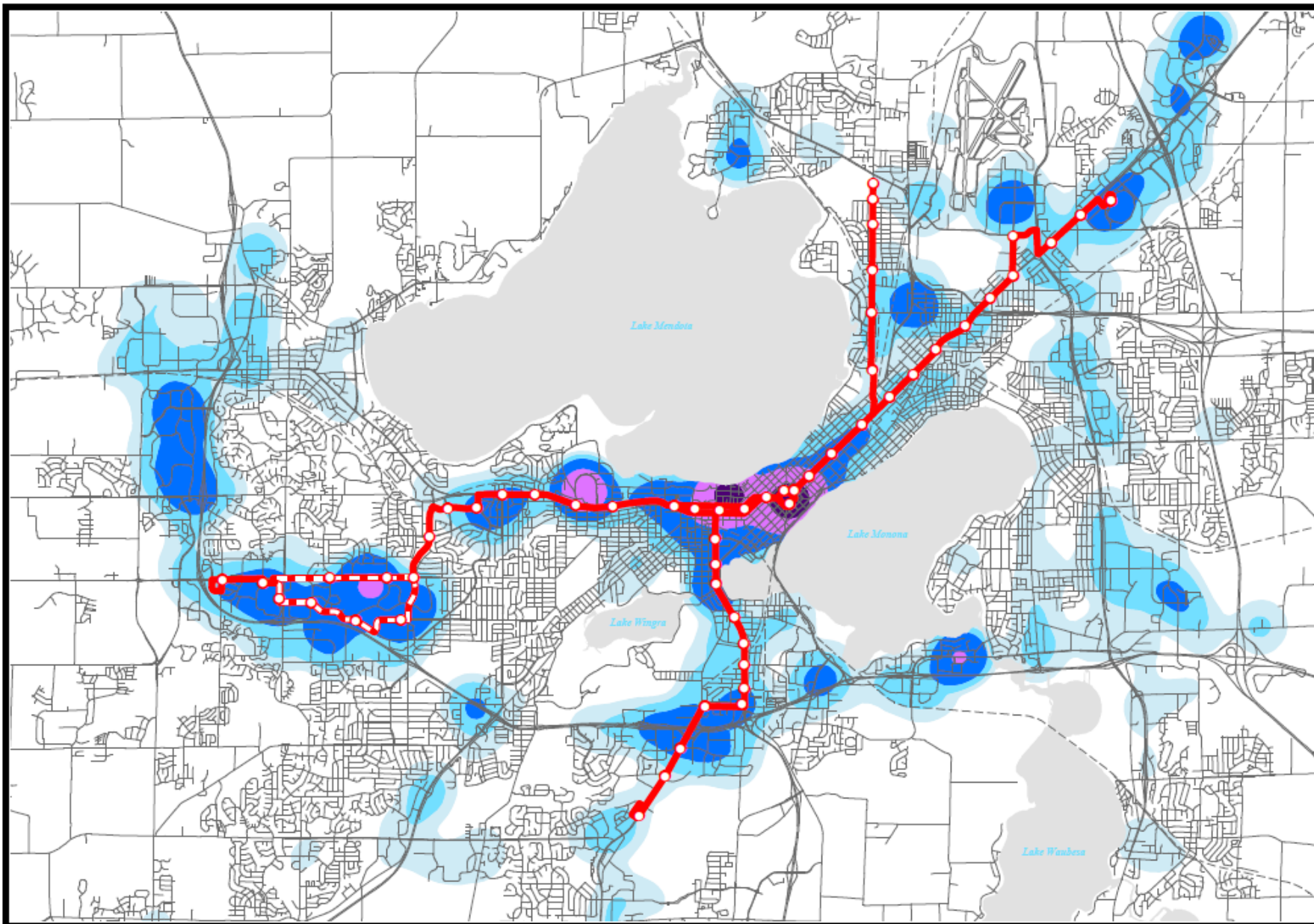
## NEAR-SIDE STOP WITH BIKE CHANNEL AT SIDEWALK LEVEL



DEPARTMENT OF

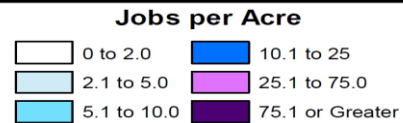


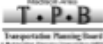
TRANSPORTATION

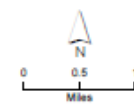


## Proposed BRT System with 2010 Employment Density

- Proposed Bus Rapid Transit Stops
- Proposed Bus Rapid Transit Route
- Incorporated Area



Prepared by staff to the:  
  
 Transportation Planning Board  
 Date: 1/17/2014






**Access to Opportunity**

 Concentrated Low Income Areas

Jobs within 30 min via transit

 0% - 5%

 5.1% - 10%

 10.1% - 15%

 15.1% - 20%


 20.1% - 25%

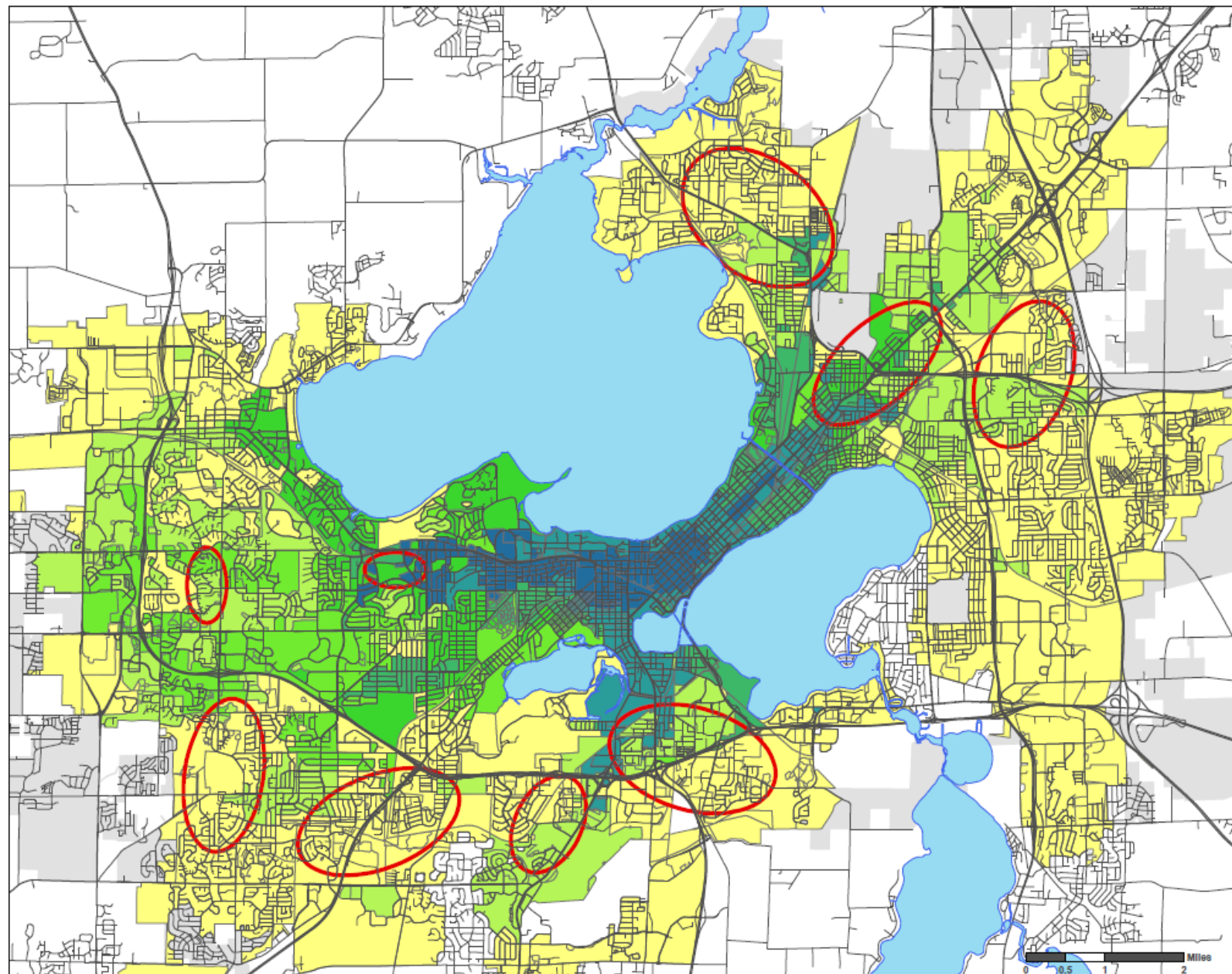
 25.1% - 30%

 30.1% - 40%

 40.1% - 50%

 50.1% - 65%

 City of Madison



Concentrated low income areas are generally comprised of census block groups having greater than 50% of the population in a household with an income less than 200% of the poverty level. Certain areas below this threshold have been added based on staffs judgement. Large non-residential areas have been removed from certain block groups to improve focus of diagram (airport, arboretum, etc.).

Source:  
2014 ACS 5 Year Estimates Table C17002  
Ratio Of Income To Poverty Level  
Block Group Level  
Madison Area Transportation Planning  
Board (MPO)  
2010 Land Use

September, 2016

6126 Raymond Rd, Madison, WI 53711  
 1211 Greenway Cross, Madison, WI 537

Depart at 6:30 AM Mon, Nov 12

[Send directions to your phone](#)

**6:46 AM (Monday)–7:44 AM** 58 min  

 6:47 AM from Prairie & Raymond (NB)  
 \$2.00 2 min

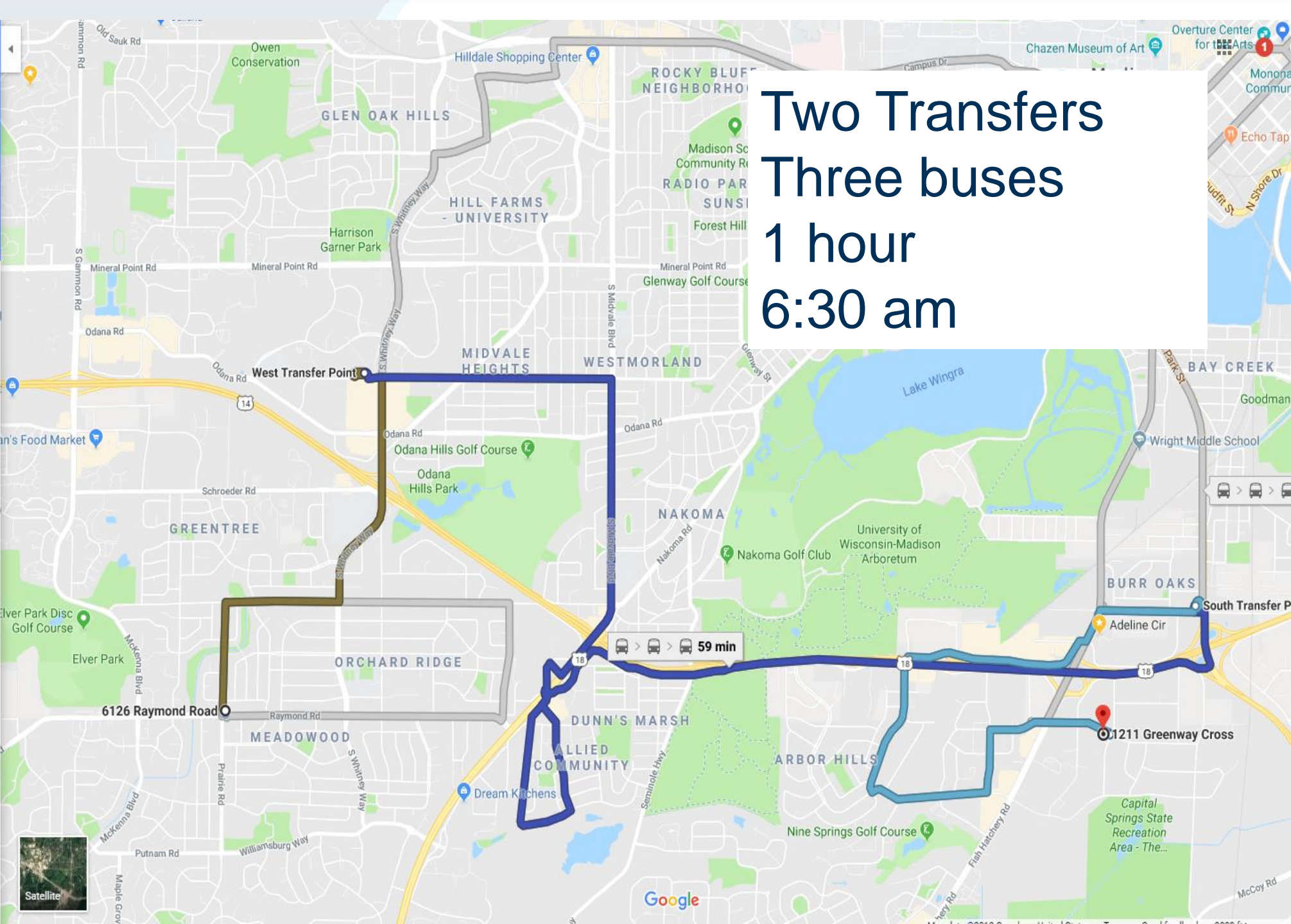
[DETAILS](#)

**6:46 AM (Monday)–7:44 AM** 58 min

**6:46 AM (Monday)–7:45 AM** 59 min

**7:24 AM (Monday)–8:47 AM** 1 h 23 min

[SCHEDULE EXPLORER](#)



**Two Transfers**  
**Three buses**  
**1 hour**  
**6:30 am**

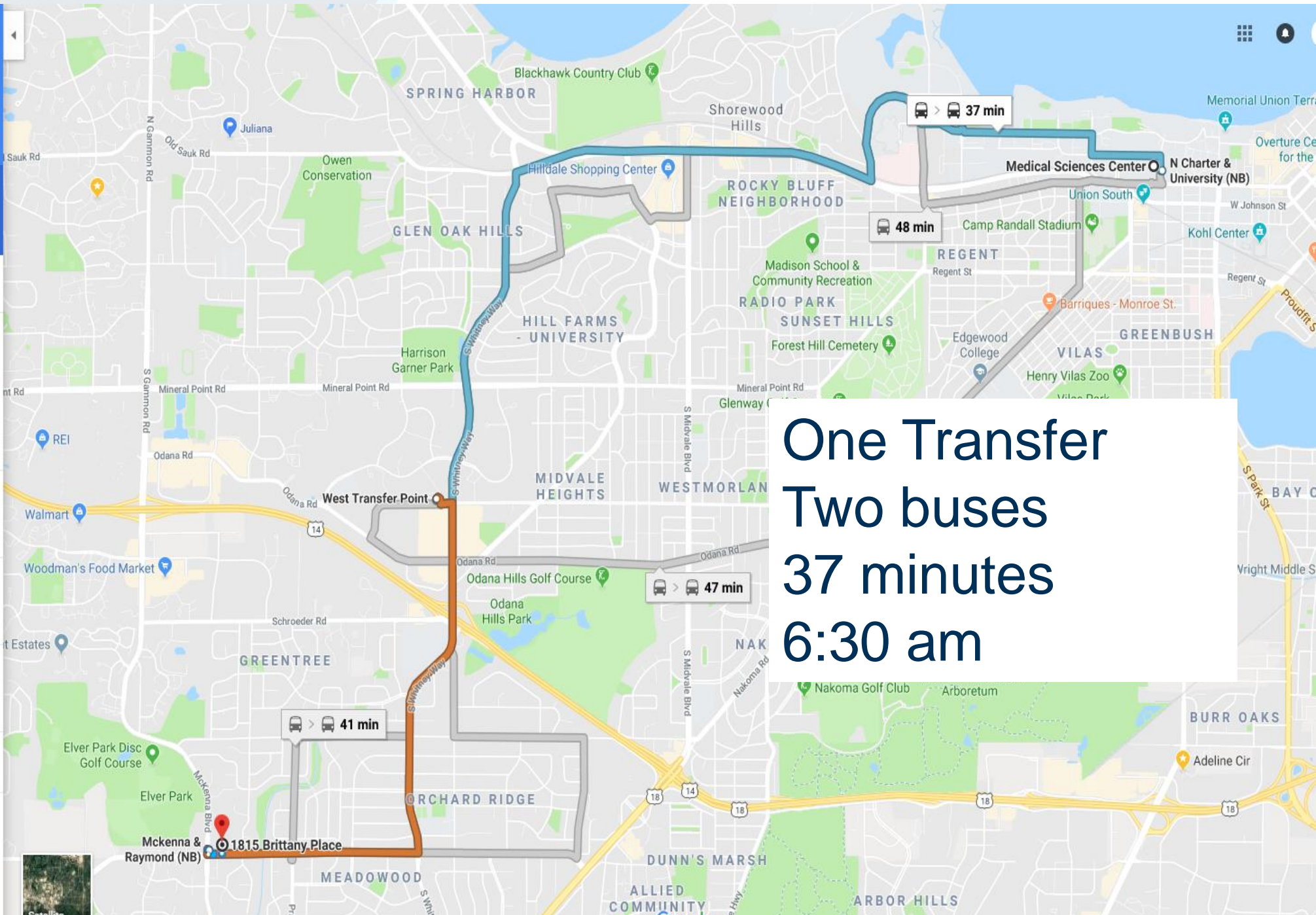
Medical Sciences Center, 1300 University Ave  
 1815 Brittany Pl, Madison, WI 53711

Depart at 6:30 AM Mon, Nov 12

Send directions to your phone

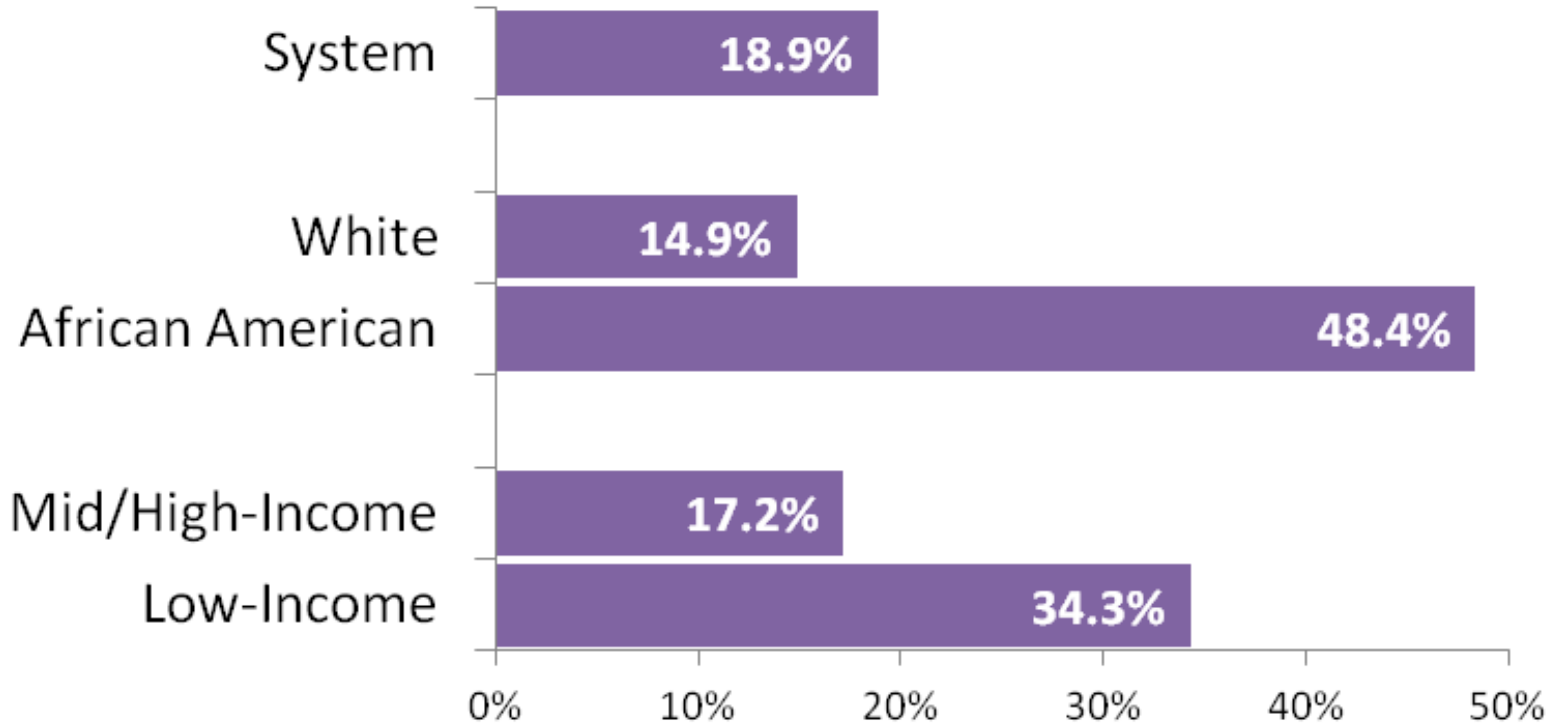
- 6:34 AM (Monday)–7:11 AM** 37 min  
 28 > 50  
 6:34 AM from N Charter & University (NB)  
 \$2.00 3 min
- 6:41 AM (Monday)–7:28 AM** 47 min  
 03 > 56 >
- 6:53 AM (Monday)–7:34 AM** 41 min  
 02 > 57
- 6:53 AM (Monday)–7:41 AM** 48 min  
 02

SCHEDULE EXPLORER



One Transfer  
 Two buses  
 37 minutes  
 6:30 am

## Transfer Rate



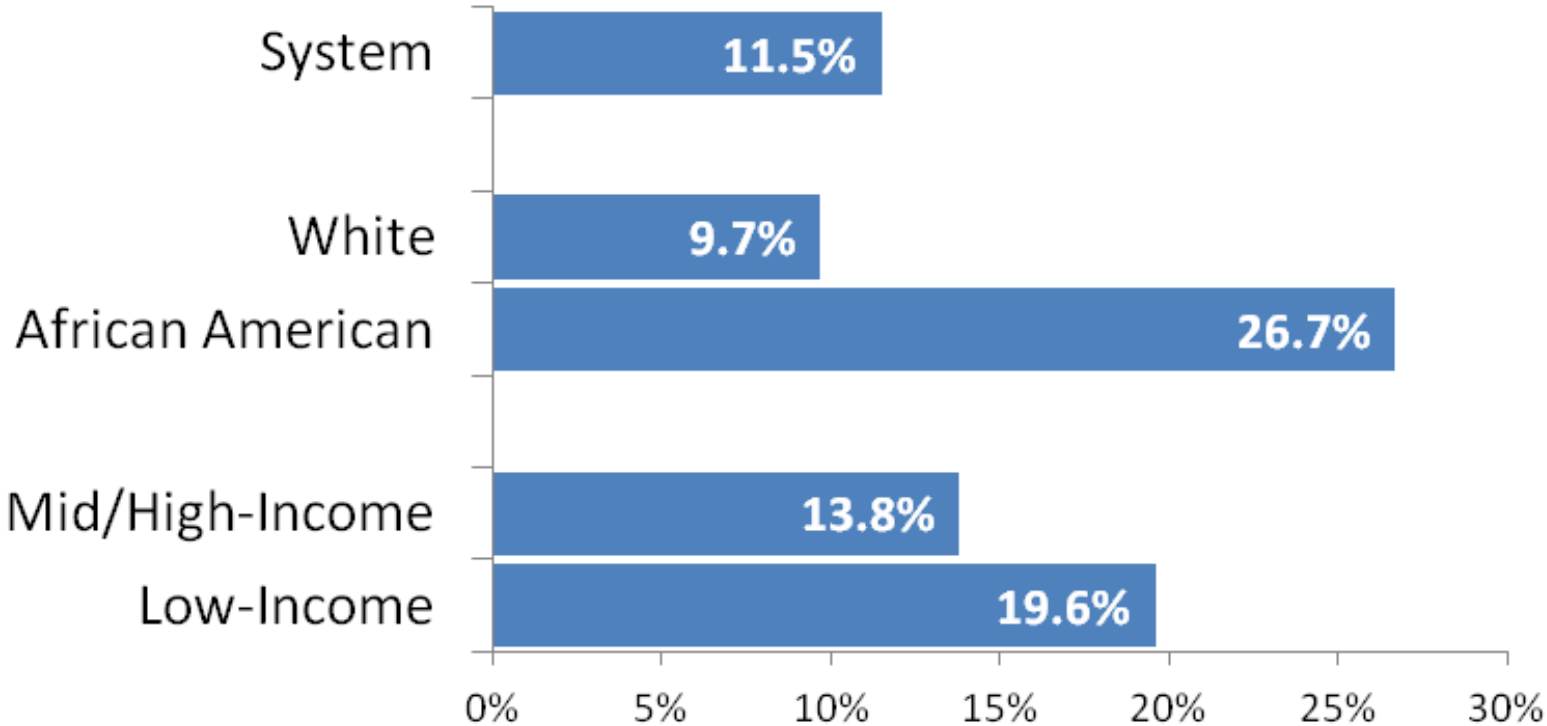
DEPARTMENT OF



TRANSPORTATION



# Travel Time More Than 45 Minutes



DEPARTMENT OF



TRANSPORTATION

# A regional strategy with a branded package could include:

Imagine Madison Comp Plan

**1101 EW and Satellite Facility**

**Transit Priority Measures**

**Park and ride**

**Bus Rapid Transit**

**Service to neighboring communities**

**Intercity Bus Terminal**

**Electric Buses**

**JobRide Plus**



Park and ride

Increased frequency

Facility

Park and ride

Service to Sun Prairie

Facility

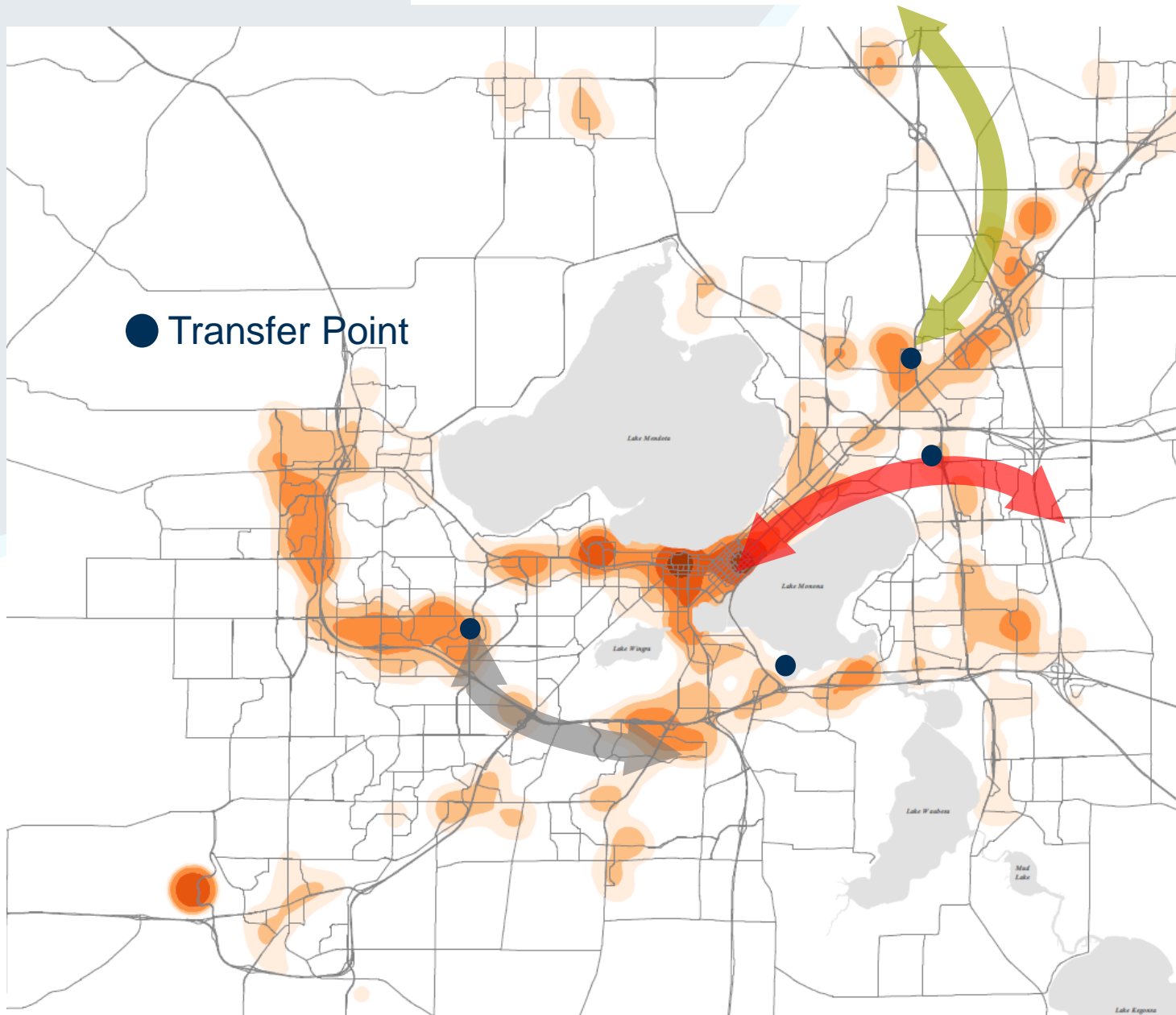
Increased frequency

Park and ride

JobRide Plus

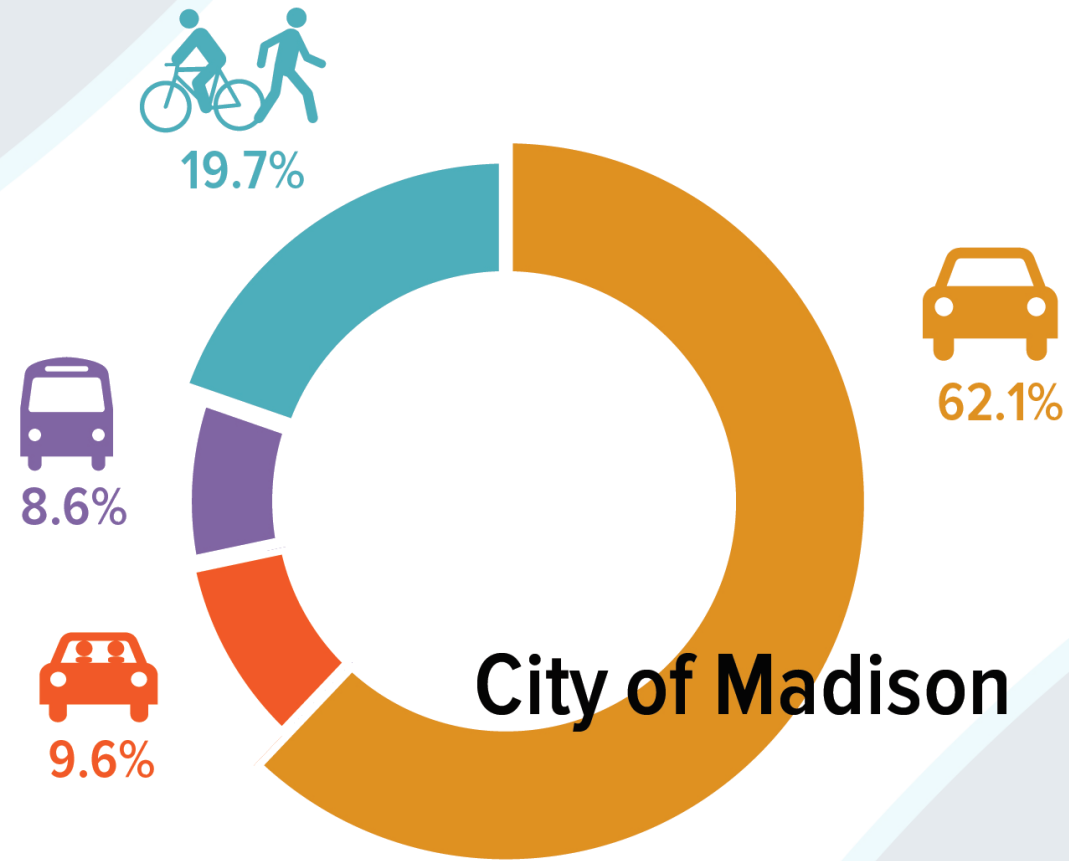
JobRide Plus

# JobRide Plus Concept



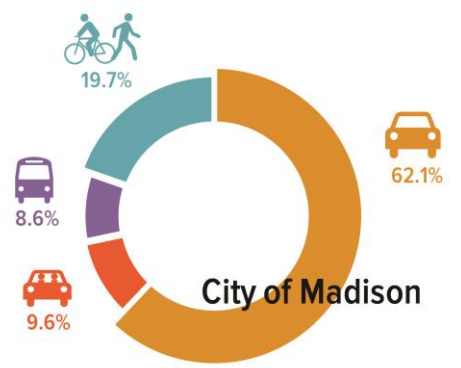
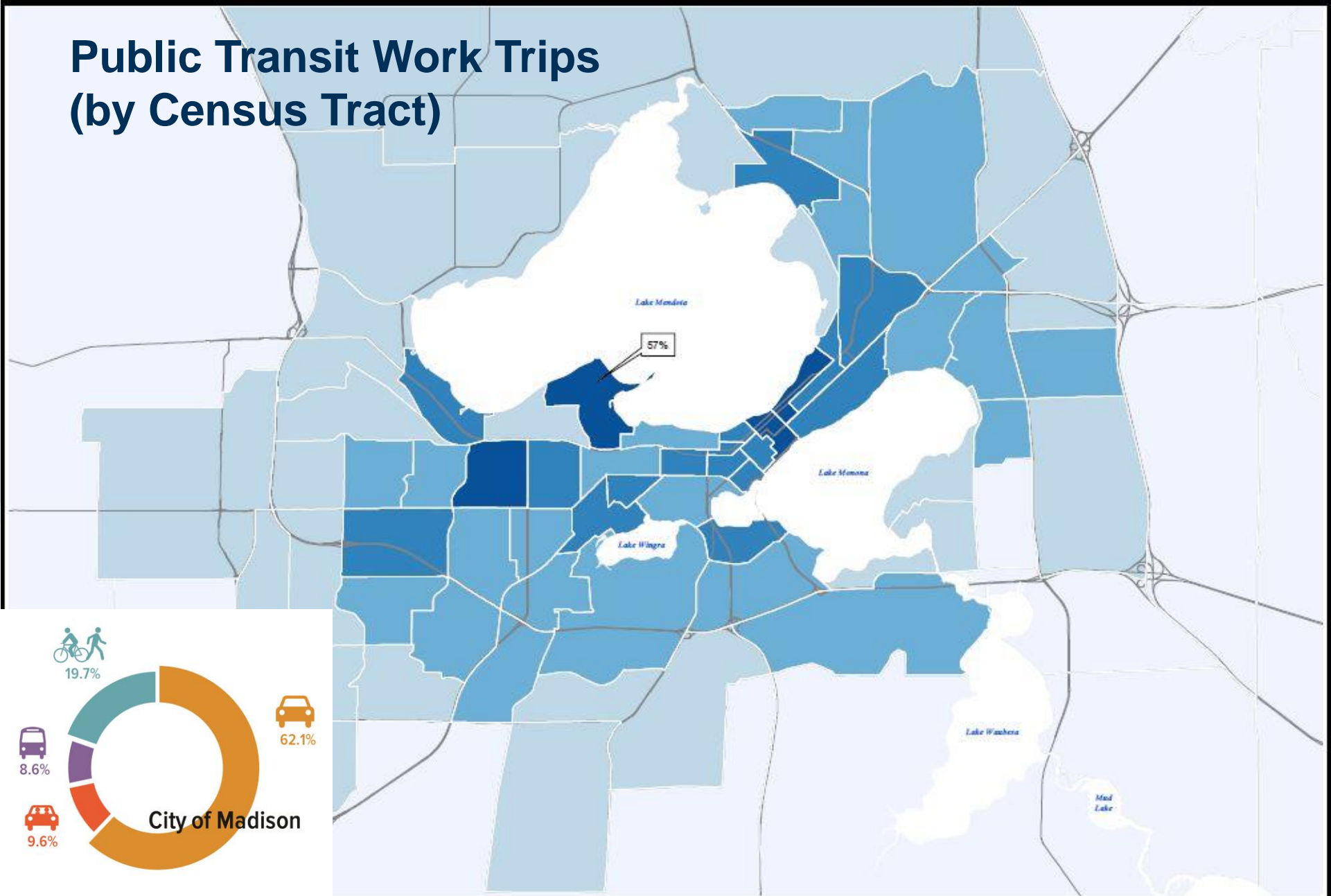
- Shared ride access to peripheral employers
- More efficient access to employers within Metro service area
- Late night shared ride service for shift workers

# How do City residents travel to work?



Source: US Census American Community Survey, 2008-2012

# Public Transit Work Trips (by Census Tract)



Means of Transportation to Work: Public Transportation  
By Census Tract

Source: ACS 5YR B08301 2009-2013



Prepared by staff to the:  
Madison Area  
**T.P.B.**  
Transportation Planning Board  
A Metropolitan Planning Organization (MPO)  
Date Revised: 1/9/2015

