

# Madison East-West Bus Rapid Transit (BRT) Planning Study

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West Side Route Options – February 3, 2020

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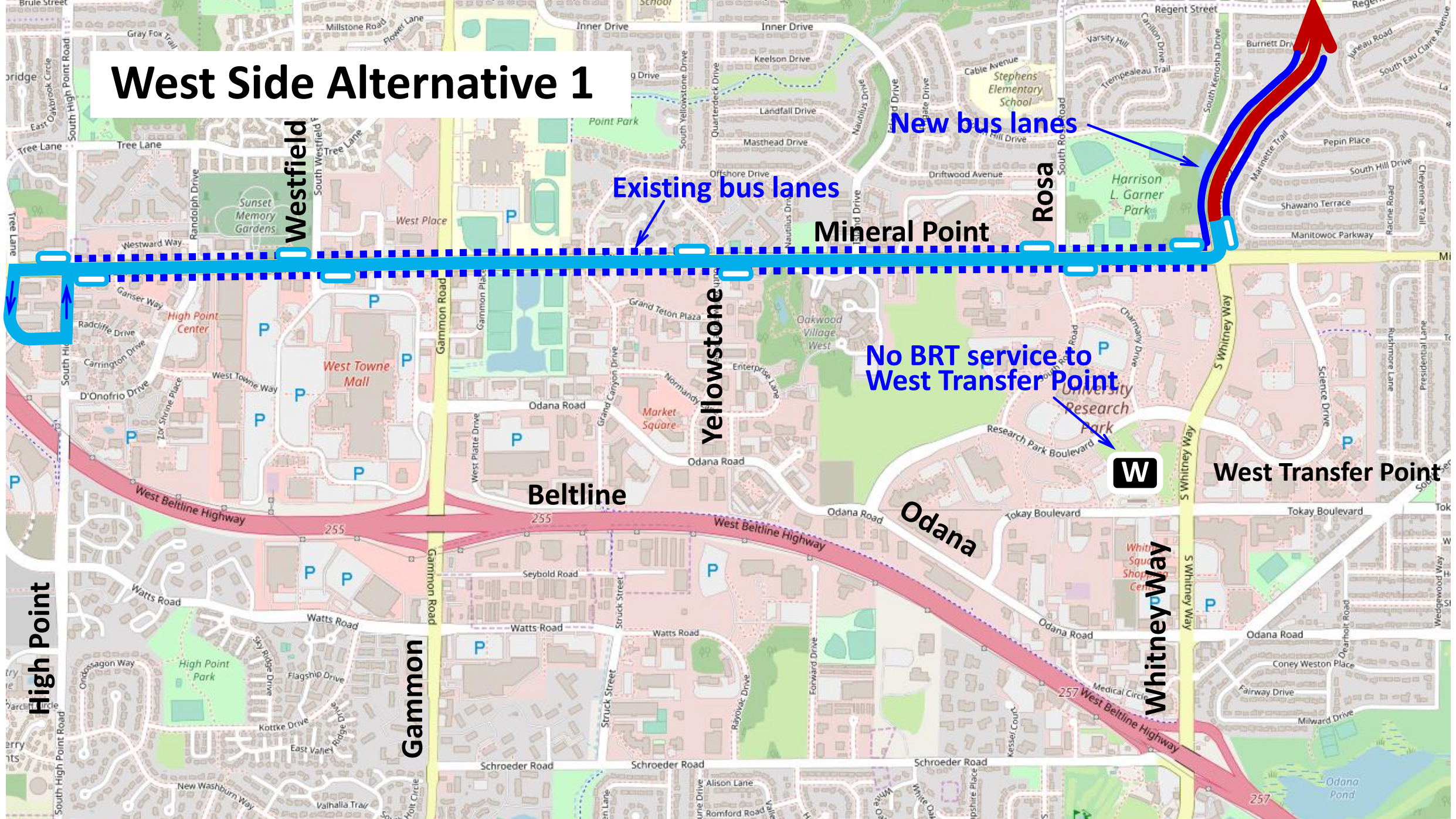


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# West Side Routing Goals and Objectives

- Ability to serve employment centers
- Ability to provide dedicated running way, which is an evaluation measure for a Small Starts grant
- Ability to provide access to BRT for users of the Metro local system (e.g., enabling convenient transfers)
- Ability to serve important regional destinations
- Ridership potential

# West Side Alternative 1



Existing bus lanes

New bus lanes

Mineral Point

No BRT service to West Transfer Point

West Transfer Point

Beltline

Odana

Whitney Way

Westfield

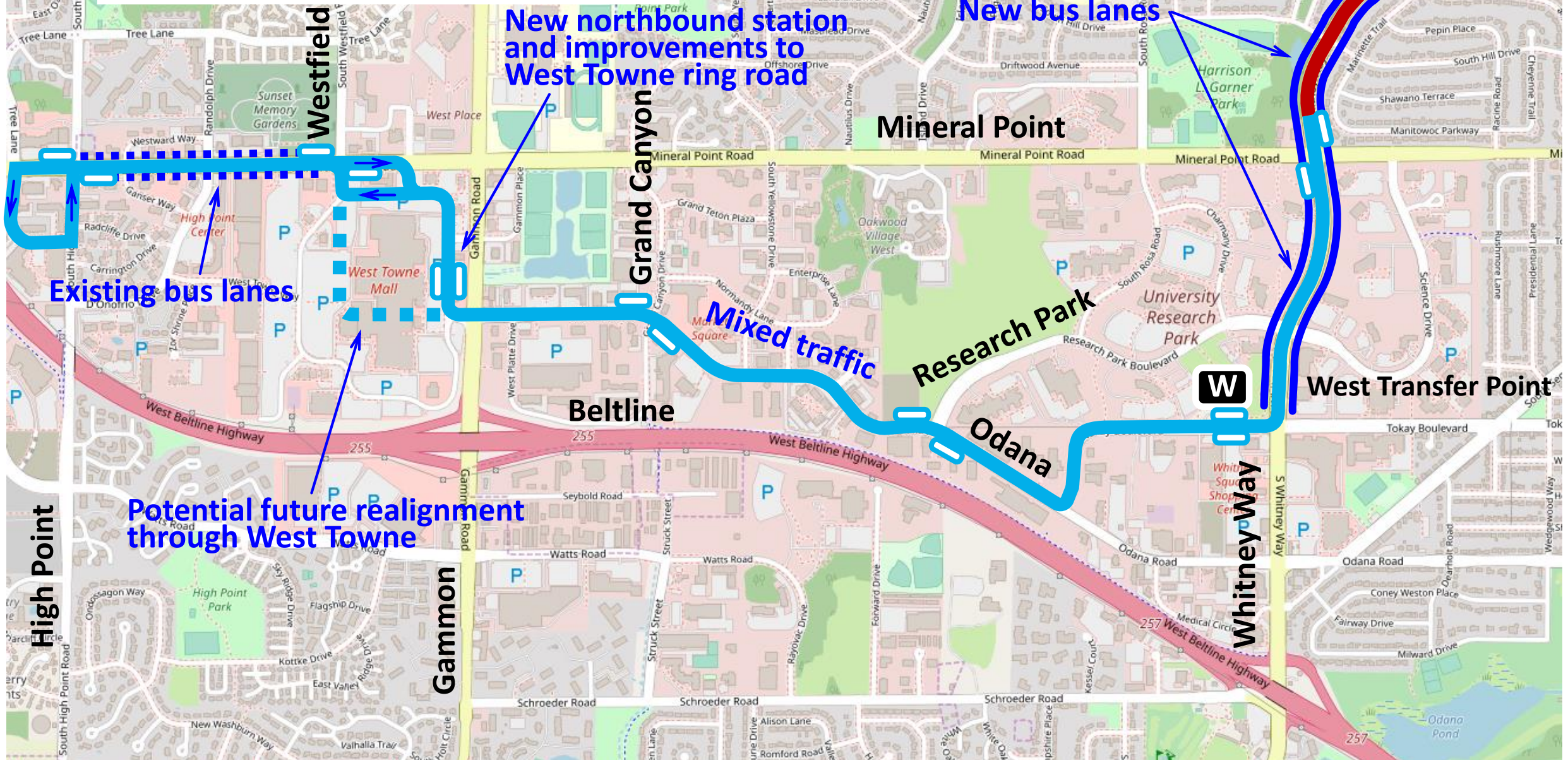
Yellowstone

Rosa

High Point

Gammon

# West Side Alternative 2



Existing bus lanes

New northbound station and improvements to West Towne ring road

New bus lanes

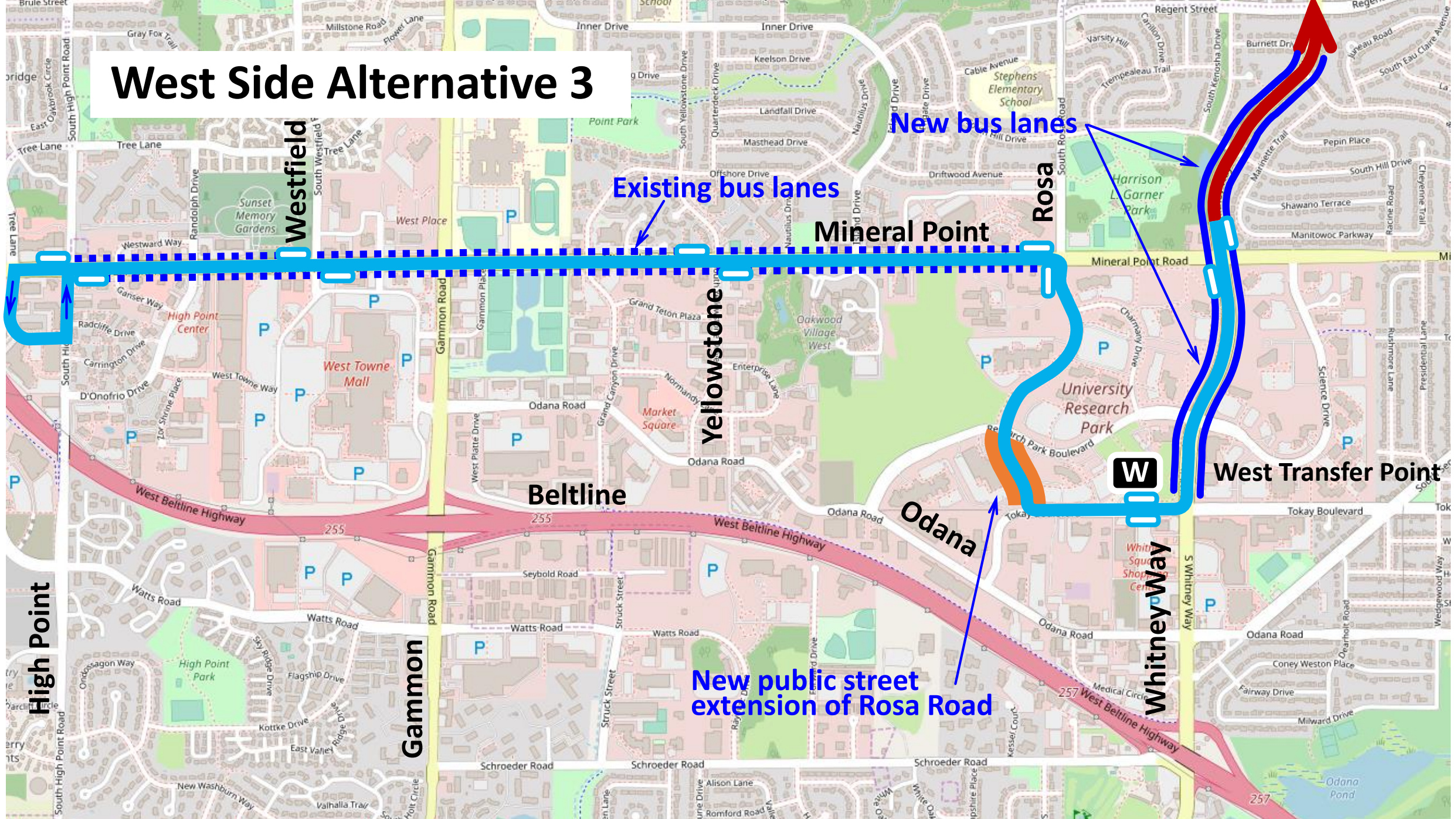
Potential future realignment through West Towne

Mixed traffic

W

West Transfer Point

# West Side Alternative 3



Existing bus lanes

New bus lanes

New public street extension of Rosa Road

Westfield

Mineral Point

Rosa

Yellowstone

Beltline

Odana

High Point

Gammon

Whitney Way

West Transfer Point

W

# West Side Alternative 4

New bus lanes

Mineral Point

BRT line ends at West Transfer Point  
Future expansion to the west and/or south

Beltline

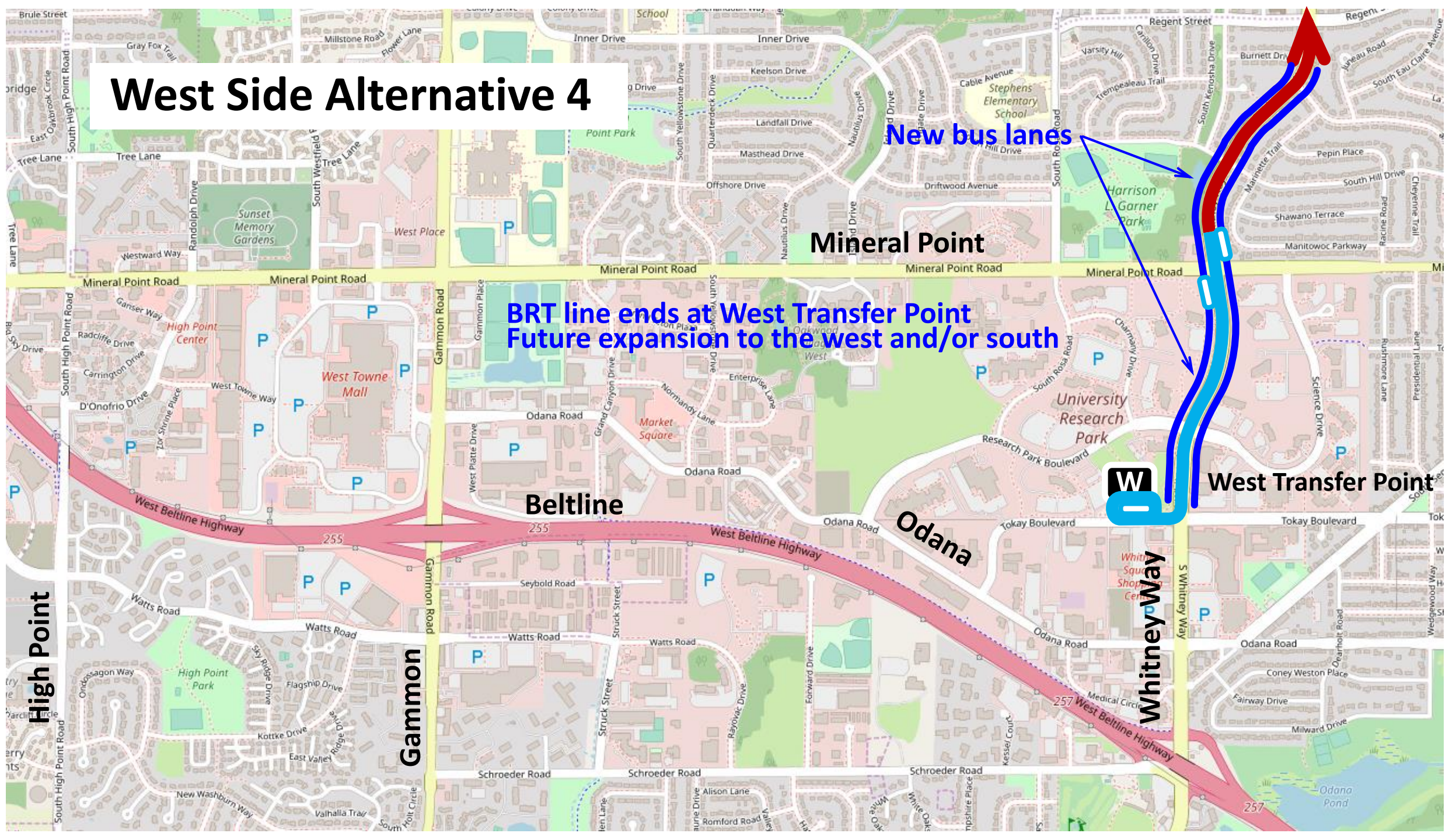
Odana

West Transfer Point

High Point

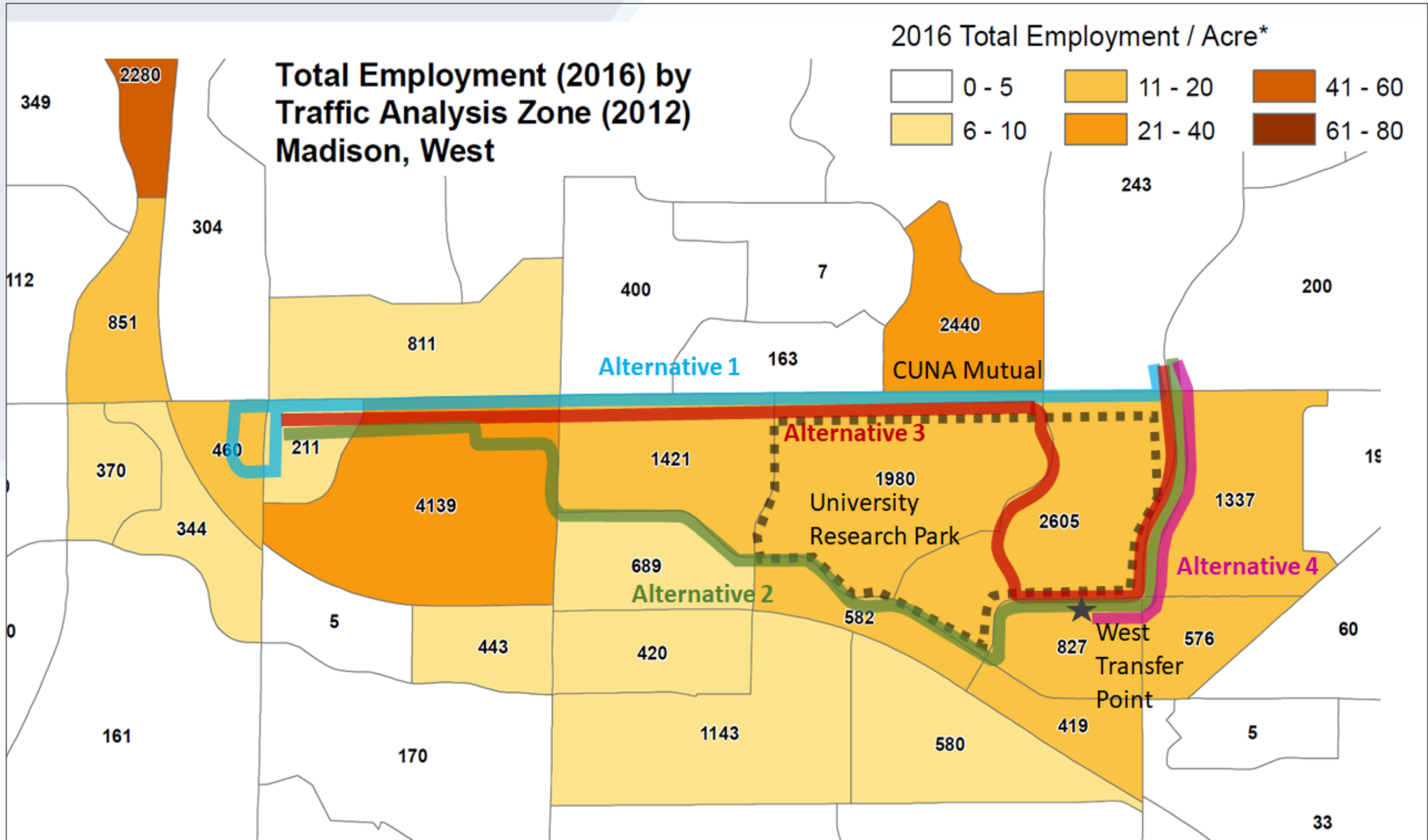
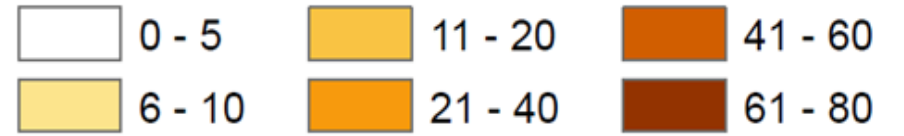
Gammon

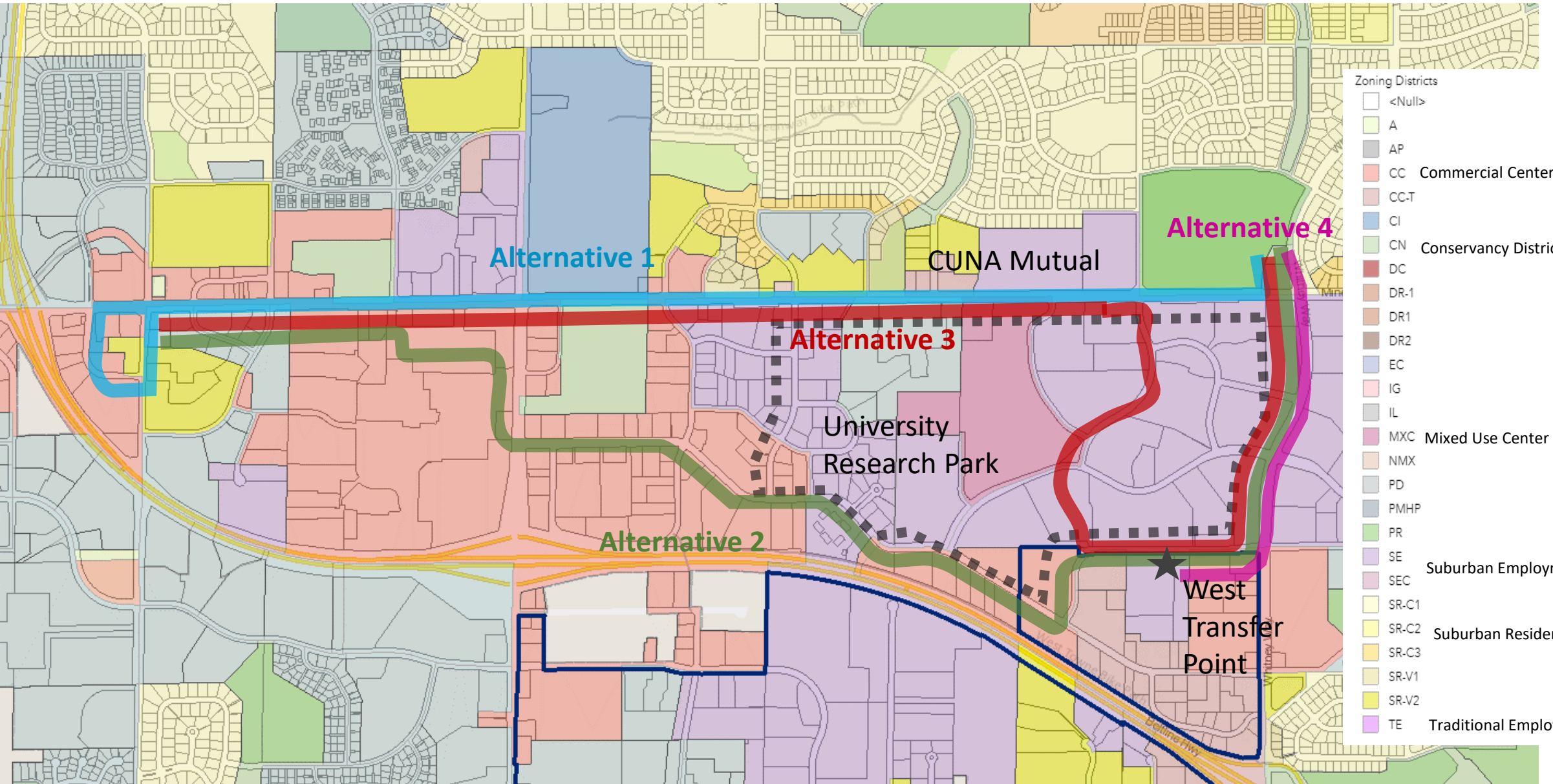
Whitney Way



# Total Employment (2016) by Traffic Analysis Zone (2012) Madison, West

2016 Total Employment / Acre\*





- Zoning Districts
- <Null>
  - A
  - AP
  - CC Commercial Center
  - CC-T
  - CI
  - CN Conservancy District
  - DC
  - DR-1
  - DR1
  - DR2
  - EC
  - IG
  - IL
  - MXC Mixed Use Center
  - NMX
  - PD
  - PMHP
  - PR
  - SE Suburban Employment
  - SEC
  - SR-C1
  - SR-C2 Suburban Residential
  - SR-C3
  - SR-V1
  - SR-V2
  - TE Traditional Employment



**Alt. 1**

**Alt. 2**

**Alt. 3**

**Alt. 4**

Percentage of Dedicated Running Way

100%

33%

75%

100%

Length of Alternative

4.6 mi.

2.2 mi.

5.1 mi.

1.2 mi.



## Evaluation Summary

5= Highly Favorable 4= Favorable 3= Neutral/Equally +/-  
2= Mildly Unfavorable 1= Unfavorable

<i>EVALUATION CRITERIA</i>	Alternative 1: Mineral Point Road	Alternative 2: Odana Road	Alternative 3: Mineral Point Road (via Rosa Rd extension)	Alternative 4: Terminate at West Transfer Point
Ability to serve employment centers	3	2	4	3
Ability to provide dedicated running way (speed and reliability)	5	2	4	3
Ability to provide access to local transit system	1	4	4	4
Ridership potential	2	4	4	3

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# Staff Recommendation: Alternative 3

- Serves majority of employment in area
- Serves some residential density along MPR
- Most of route in dedicated running way
- Serves highest potential for ridership, incl. future growth of UWRP
- Excellent connectivity to local Metro routes, via West Transfer Point connection

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# Questions/Comments?

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