

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

Public Meeting #1 - Kickoff Open House

6:00 – 8:00 PM, December 17, 2018

Madison Central Library, Room 301, 201 W. Mifflin Street

Total participants: 127 signed in

Video Link: <https://media.cityofmadison.com/Mediasite/Play/542ac894d6ca4c2e85718841f88288eb1d>

Open House & Dot Voting

An open house at the beginning of the meeting provided an opportunity to view exhibits, talk with the project team, take the online survey, and vote on project priorities.

Participants were given three dots to allocate among the following priorities for Madison's BRT system.

- 71 votes: "Provide more frequent service."
- 53 votes: "Provide faster service."
- 23 votes: "Provide nicer stations."
- 19 votes: "Purchase property to add dedicated lanes."
- 14 votes: "Purchase property to add more park and ride locations."
- 6 votes: "Provide nicer buses."
- Other priorities generated by participants ("~" indicates where dots are unclear):
 - ~ 11 votes: Use electric or hybrid buses:
 - 5 votes: Use existing infrastructure and get the project started sooner.
 - 5 votes: Offer longer span of service (weekday, weekend, night).
 - ~5 votes: Provide fare-free transit.
 - 3 votes: Route should include Spring Harbor Neighborhood.
 - 2 votes: State street and the Capital Square are bad for rapid transit.
 - 2 votes: Integrate payment cards (work with other transit service, monthly passes, etc.).
 - 1 vote: Expand to suburban areas (Sun Prairie & Monona).
 - 1 vote: Transit for people with disabilities.
 - 1 vote: Incentivize transit before building BRT infrastructure.
 - 1 vote: Provide more bike friendly buses and stations.
 - 1 vote: Make the project more equitable (serve the north and south neighborhoods).
 - 1 vote: Integrate BRT with bike lanes.



Additional Comments:

- Double the frequency on home football Saturdays.
- Provide more frequent service especially where UW students live.
- More frequency but not just during peak periods.
- Provide real-time arrivals.
- Stations should have level boarding for bikes, strollers, wheelchairs, handicapped...
- Don't purchase property for lanes, just take away the parking.
- Purchase property to provide 5th and 6th lanes on Speedway for buses and rare right turns. Connect West High School to Memorial High School. Add onto the new park and ride near UW West Agricultural Research Farm.



- Convert existing lanes to dedicated lanes on East Washington, Monona Drive, and other streets.
- Add park and rides on outside of the beltline and I-39, I-90, and I-94.

Presentation

A formal presentation of the project background, goals, process and funding opportunities followed the open house. A video recording with sign language translation may be found here:

<https://media.cityofmadison.com/Mediasite/Play/542ac894d6ca4c2e85718841f88288eb1d>.

Presentation Q&A

- Has the city considered requiring private developers to provide bus tickets for residents?
 - A: The city does not require this from developers, but we are exploring transportation management associations. With a transportation management association, a boundary is drawn around areas with high trip generations and the businesses inside contribute to provide bus passes. Our first is in the Hill Farms area and the results will influence future associations.
- During the 2013 study, the report looked at outlying communities (Sun Prairie and Middleton). Does the flexibility of BRT allow lengthening the route to Sun Prairie as soon as possible?
 - A: The project team is exploring options to the east. It is certainly a possibility and it's an important part of the project vision to include these other communities. However, this will probably occur in later phases given the cost. Our team knows that this is important because American Family is interested in having the line extended to the American Center to improve their transit access.
- Has there been any preliminary analysis on how much a trip fare will cost?
 - A: What the project team normally recommends is that fare remain the same as a normal trip, especially in the beginning. That is the ideal situation, however, the fares may adjust with the financial plan that is being developed.
- Is there any concern about state-funded roads, considering that East Washington is a state highway for part of the project? South Park Street also receives state funding.
 - A: There are some additional challenges. The major difference between East Washington and South Park is that East Washington has been recently reconstructed. South Park needs to be completely repaired and currently it is not on the state's radar for reconstruction.
- Are there any plans to work with the state to get subsidized tickets for state employees?
 - A: Madison Metro has attempted in the past to talk with the Department of Administration (DOA). The project team will continue to explore state subsidized tickets and push for it, especially given this new opportunity.
- Please discuss the likelihood of the future north-south BRT line connecting with the airport.
 - A: The initial plan involved going up Sherman Avenue to Warner Park. However, we have seen interest in connecting to Oscar Mayer, the existing north transfer point, and the airport. This will be explored in a later phase.
- Comment: Has the city considered doing a fare-free system? Please include it in your fiscal analysis.
- What is the plan to engage students? Transit is critical for talent retention of recent graduates.
 - A: The project team is planning to connect with students in the small group meetings. If you have recommendations for other avenues of engagement, please let us know.
- How does the fare system work on BRT, will it work within the existing systems?
 - A: Each station will have its own ticketing machine. Fare collection will occur before riders get on the bus. These machines typically accept both cash and credit. They can often scan current bus passes and print a BRT ticket as well.



- Parking is incredibly important for transit success. Will the project team be looking at the true cost of parking and recommending that the city charge the appropriate amount for parking both on-street and in parking ramps?
 - A: It is in the menu of financial tools that will be explored to support this project. Madison would certainly not be the only city exploring this option.

Madison BRT Headlines Exercise

To help the city and project team better understand community members' long-term vision for BRT in Madison, participants received a worksheet asking, "Tell us what headline you would most like to see in the news five years after Madison's first BRT line is built." Participants submitted the following answers:

Affordable Housing Completed on Former Parking Ramp Site

Bus Ridership Sees 400% Increase with BRT

4 High Tech Businesses Choose Madison Because of Travel Times

Madison Carbon Neutral on Transportation

BRT Stimulates \$3B in Economic Development

More Bikers and Transit Riders than Cars Commuting Around Madison!

Complete Streets for Complete Cities

Fast, Free, Equitable: Madison's BRT Paves Way to Carless City

Madison's BRT System a Smashing Success Due to Record Ridership!

Madison BRT Helps Attract Riders Throughout Dane County!

A successful BRT is Helped by a City Government Requirement that all New Development that is City or Other Grant Financed be Required to Provide Bus Tickets to Residents

BRT Will Provide On-Time, Faster Service

BRT Will Spread to Points across Dane County

Possible Expansion through Southern WI – Iowa, Jefferson, Green, Sauk & Columbia Counties – Truly Regional!

Massive Ridership Drives Madison to Expand BRT!

Who Needs A Car in Madison?

Madison's BRT Frequent, Fast, Comfortable Service is Convincing Drivers to Leave Their Car at Home

Traffic Congestion on Isthmus Declines for Second-Straight Year

100% Renewable Energy POWERS BRT During First 12 Months!

Newest Buses Rely Totally on Renewable Energy Sources – Hydro, Wind, and Solar Brought on by Regional Electric Corporations.

Comment Card Submissions:

- Be considerate of pedestrian crossings – the guideway video showed high speed buses but no pedestrian crossings. Would a guideway interfere with pedestrian crossings?
- The proposed route turns south at Sheboygan & Eau Claire, which is ½ hour walk from my house. Today, taking the 70 bus from Norman Way takes me ½ hour door to door, so this is useless to me.



- Surely it should be possible to use tactical urbanist techniques to demonstrate the value of the project without needing complicated funding arrangements, or decadal lead times.
- This is too important to wait for the State to allow an RTA or for Federal funding. How can we do this now without help?
- I think you should consider heated/air-conditioned bus shelters.
- Buses are now 50% electrified and will be 100% soon. Riders enjoy convenience & luxury of riding & not driving tension. Madison metro attracts riders from Dane County, cities, villages, and beyond.
- BRT has ability to beautify Madison streets.
- Gas emissions drop with BRT.
- If BRT is successful – cars could be banned from Isthmus/Capitol Square & UW.
- Please make sure that 100% of the BRT buses are electric. This can be a key aspect of branding as well as incorporates charging stations.
- Please have dedicated BRT lanes on E. Washington. It would be a much more valuable use of space than the parking lanes that currently exist.
- Station platforms at same elevation as bus for wheelchairs, bikes, strollers, etc.
- Start “mini BRT” now! Frequent buses on the planned routes – night and weekend frequency. As Madisonians use it, support for fully developed BRT will go up.
- Do not wait for an RTA! Local value capture: tax increment financing (TIF) & new BRT TIF district. Implement city wheel tax – be creative! Do not wait for federal funding for the satellite bus garage.
- Consider lowering monthly fares so more people will ride. If you give State workers bus passes, they will use them; I would use it.
- Dane County Regional Rapid transit bought only wind, hydro, & solar sources of renewable electricity to energize all of the new super-hybrid buses which recharge their batteries during 17-27 seconds at every super-bus stop from rectified 220 V.A. Cento precisely the correct D.C. voltage for each model of busses.
- Connect West High School with BRT on new 5th & 6th lanes among cemeteries and golf course on speedway (only buses and those rare right turns).
- In 2018, 2019, 2020, etc. locking rapid transit on the over-used capitol square & State Street is just as foolish as it was in 1995 when those Cambridge, Massachusetts expensive consultants tried to plant steel rails set in concrete! Or in 1990-1992.
- Why was the City of Middleton (via 6-lane University Avenue) excluded from consideration?
- Bypass State Street and Capitol Square. Too many parades, protests, and motorcycle rallies. Use Gorham & Blount or Livingston and Johnson & Blair.
- Don't wait for BRT: start implementing express service along Metro Transit lines (like Milwaukee).
- Rework Metro lines, rename stops, make faster.
- I support dedicated bus lanes on University Avenue.
- Park & Ride lots are anti-urban. They must be restricted to the edge of the urban area and have excellent bus connections to mitigate their negative effects. Fitchburg's comprehensive plan restricts park & ride lots to the edge of the urban service area.

