

BRT Station Siting

Transportation Policy and Planning Board

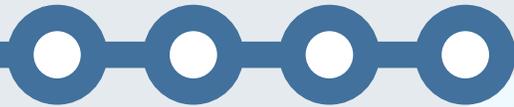
August 5, 2019

MADISON DEPARTMENT



OF TRANSPORTATION

Spacing – about a half mile apart



Closer

- Slow, unreliable service
- Many small lightly used stations
- Higher capital costs



Farther

- Limited ridership potential
- More use of local service

Criteria 1: Physical Site



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OF TRANSPORTATION

Source: NACTO

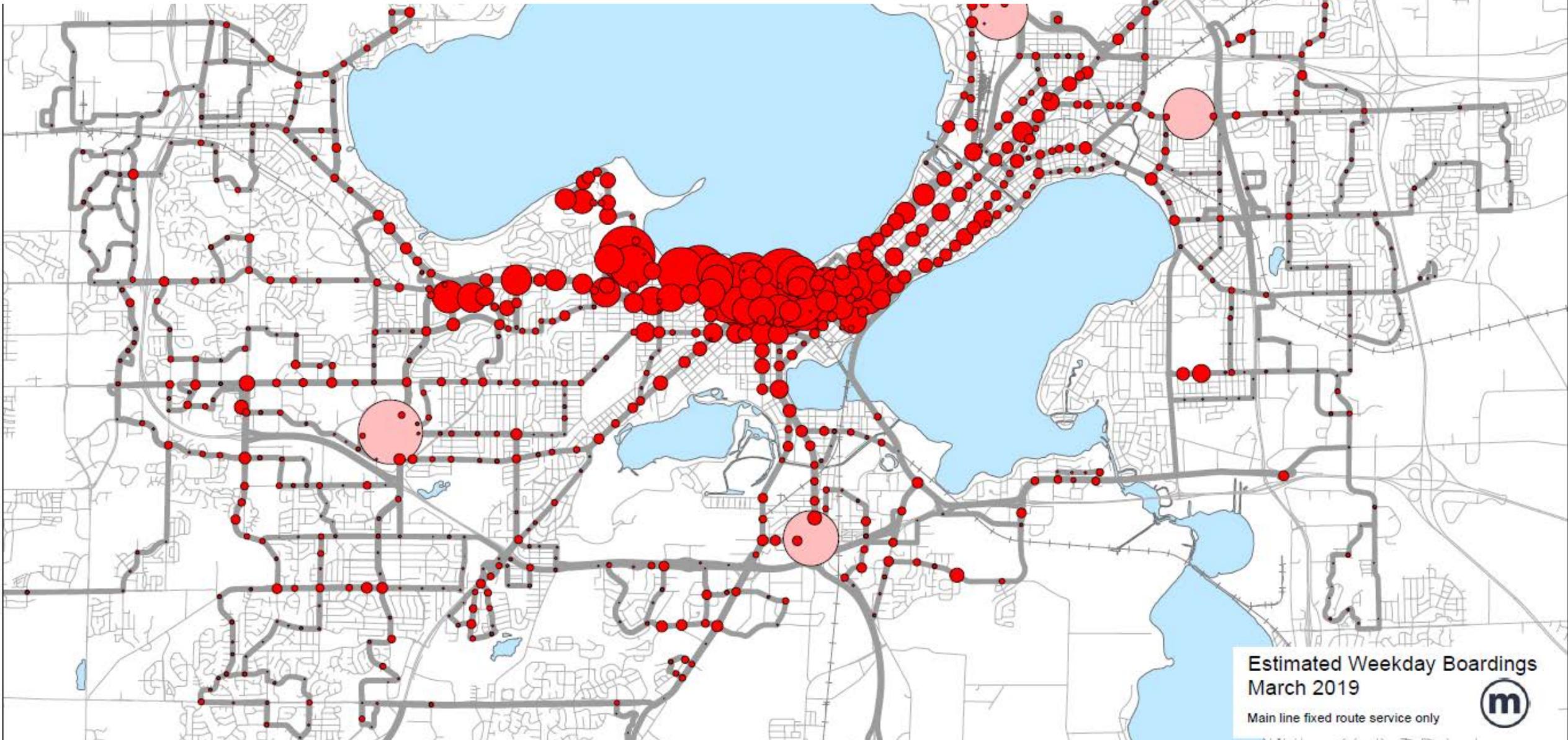


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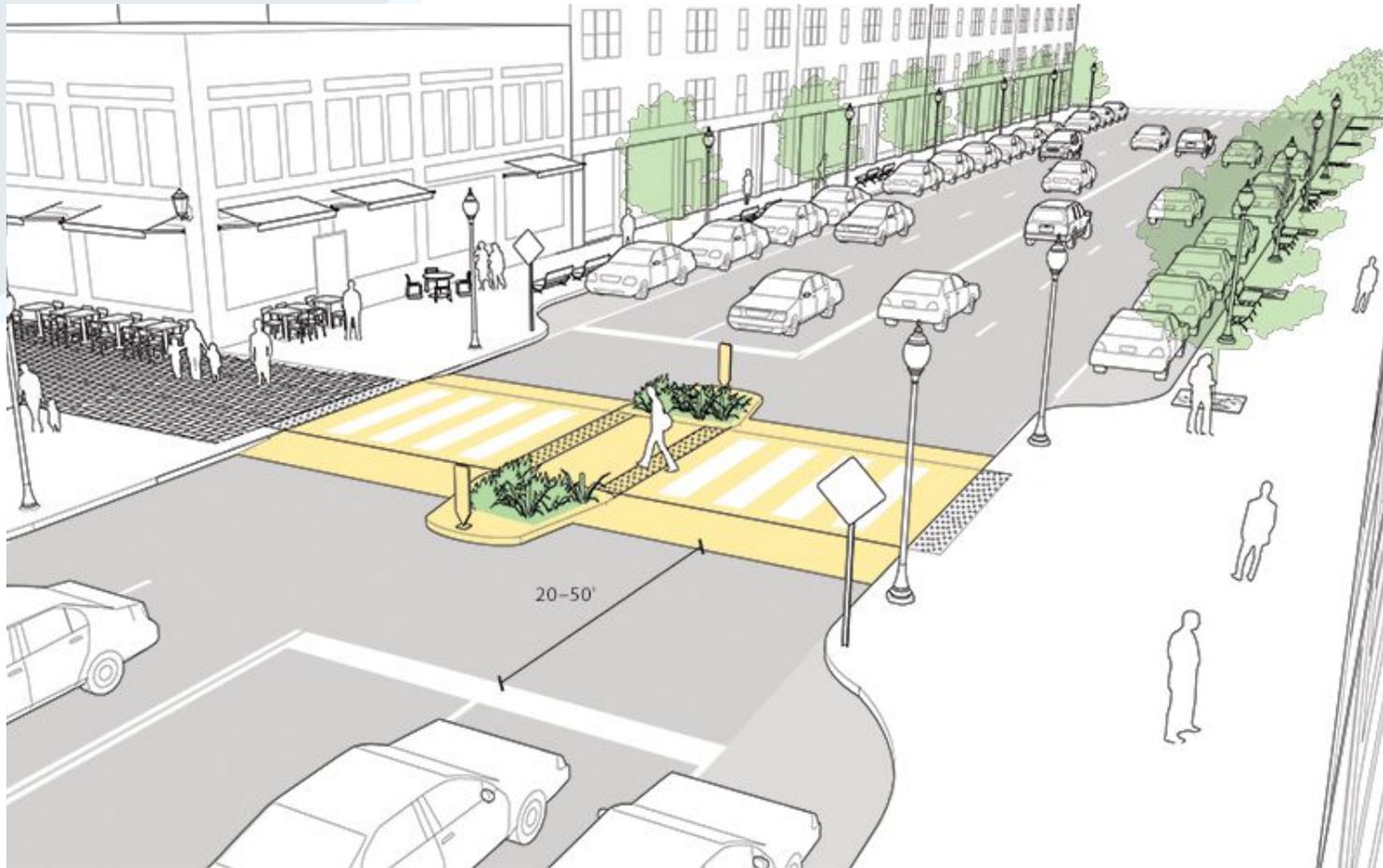


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Criteria 2: Existing Ridership



Criteria 4: Pedestrian Infrastructure and Crossings



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Source: NACTO

Criteria 5: Modal Integration



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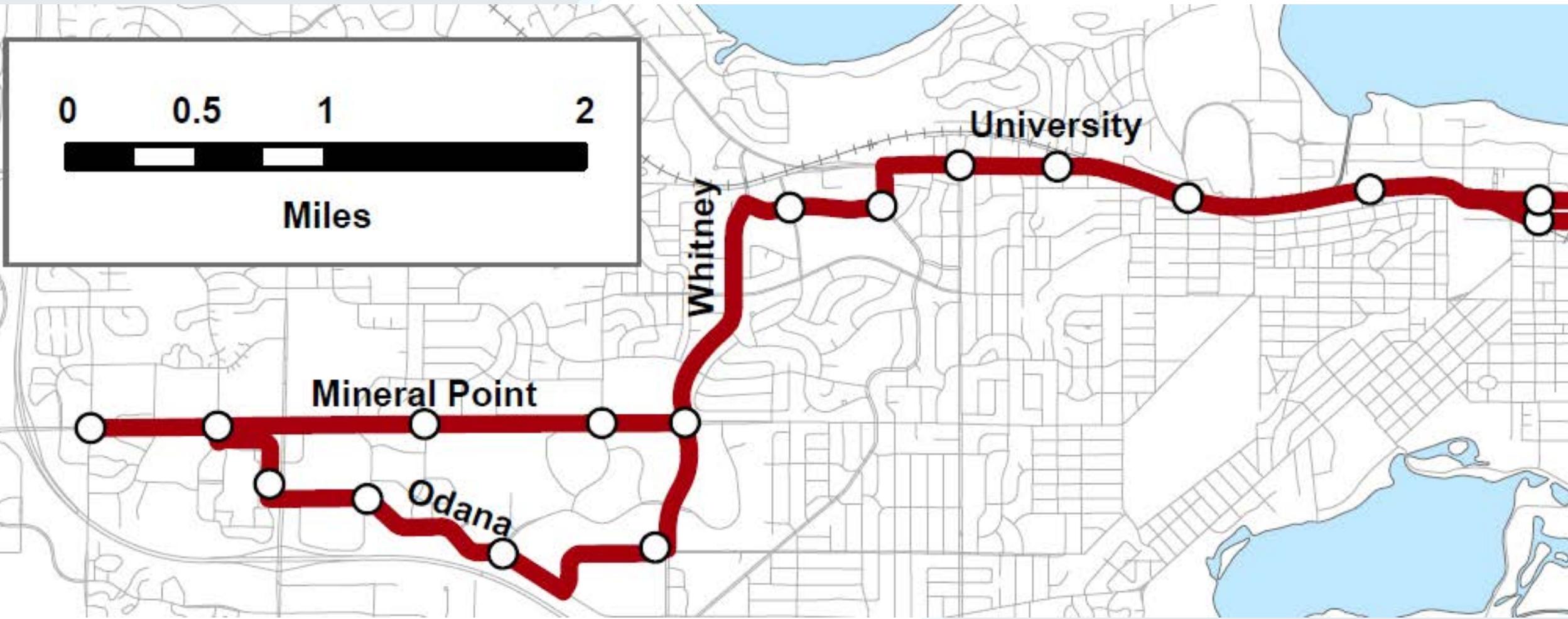


Source: Mass.gov

System Summary

- **13.8 to 15.3 miles (depending on route choice)**
- **27 to 30 stations (depending on route choice)**
- **Average station spacing just over 1/2 mile**
- **One station (Chamberlain) included in these statistics but added later**

West side



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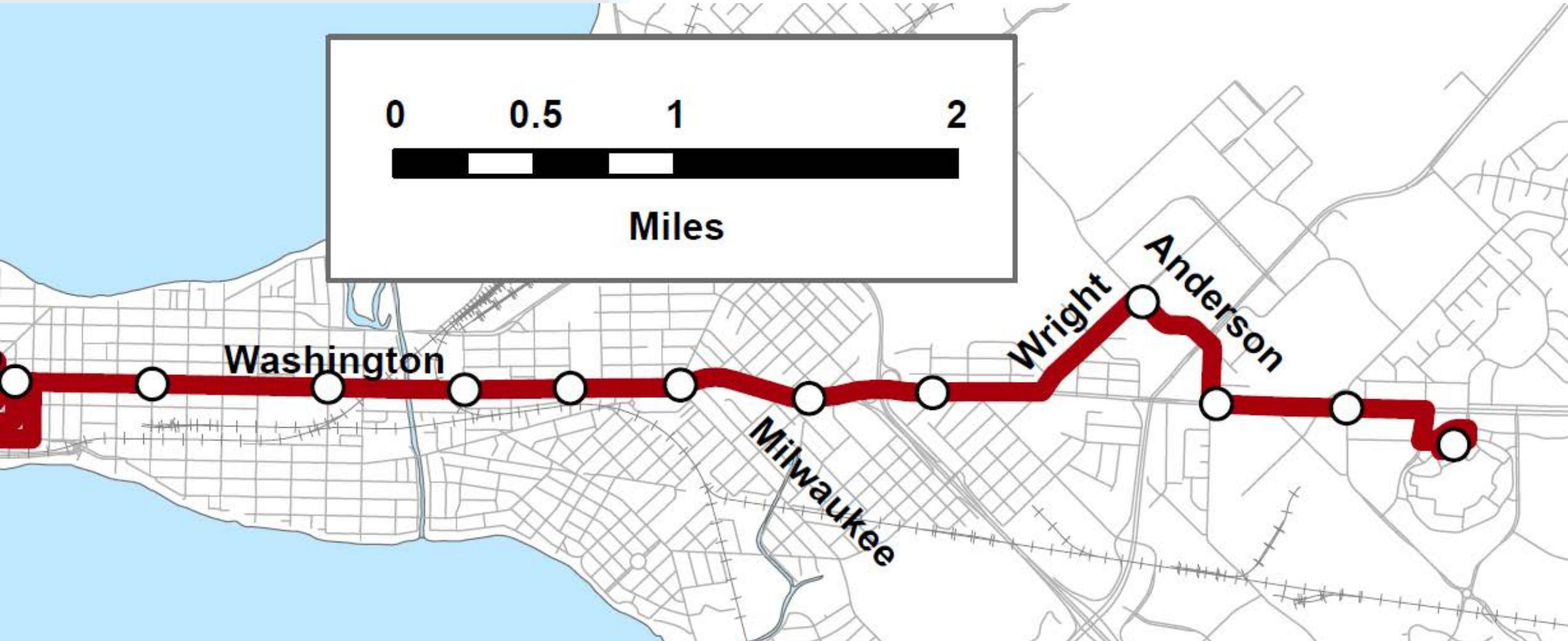
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Example – Midvale

- **Physical site – Constrained, similar to all sites in area**
- **Existing ridership – Very high, 381 intersection boardings in 2019**
- **Density and destinations – Hilldale Mall, residential to the south, grocery store**
- **Pedestrian infrastructure and crossings – Traffic signal**
- **Modal integration – Potential transfer to Middleton routes, limited park-and-ride potential, parallel bike path to the north**

- **0.5 miles west to Sheboygan/Segoe, 0.4 miles east to Midvale**

East Side



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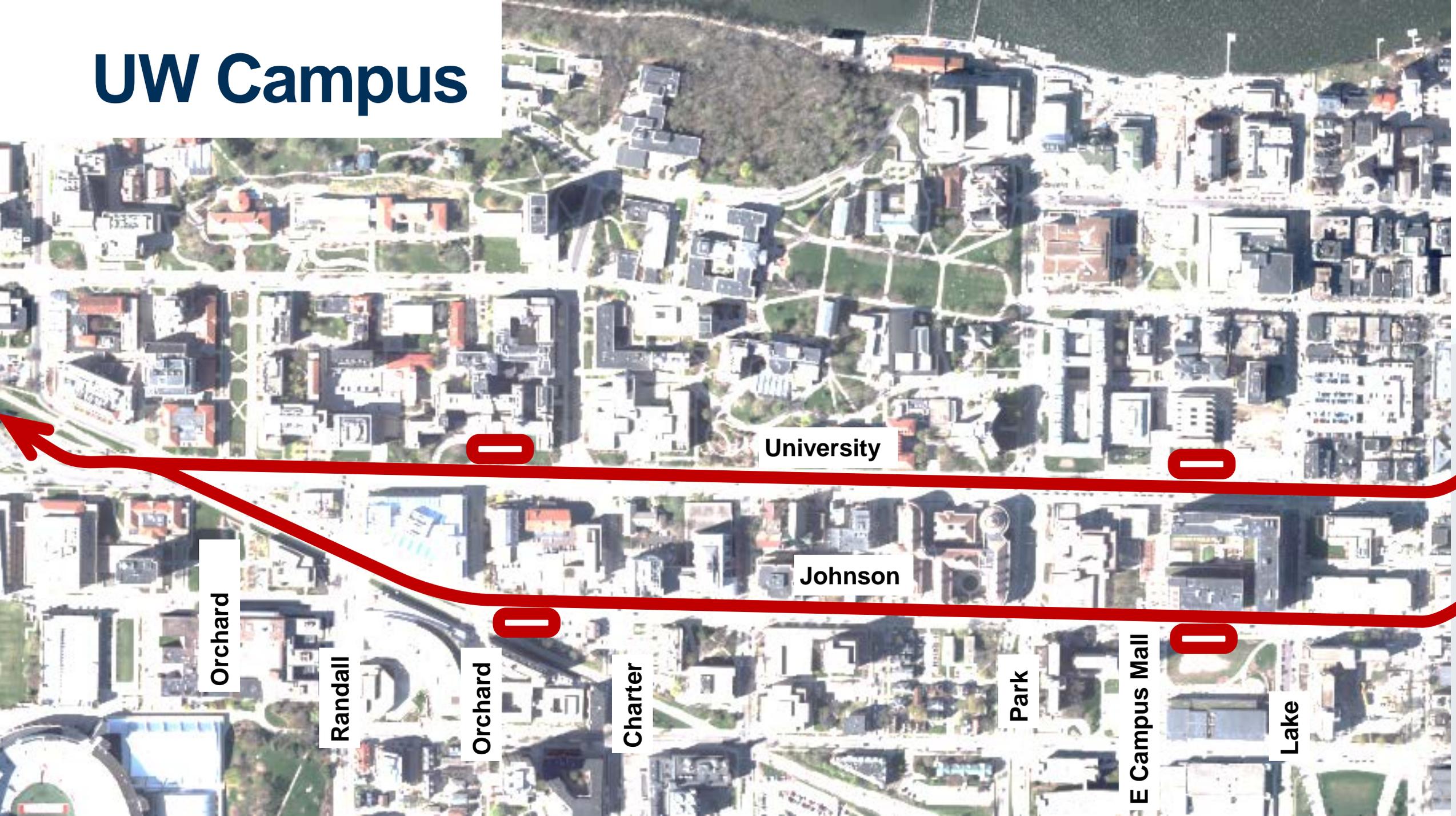
OF TRANSPORTATION

Example – Milwaukee Street

- Physical site – Constrained, similar to all sites in area
- Existing ridership – High, 128 intersection boardings in 2019
- Density and destinations – New development to the south, UW Health, urban single-family neighborhood
- Pedestrian infrastructure and crossings – Traffic signal
- Modal integration – Potential transfer to Milwaukee Street routes, limited park-and-ride potential, bike access from Milwaukee and North

- 0.4 miles west to Fourth Street, 0.5 miles east to Marquette

UW Campus



University

Johnson

Orchard

Randall

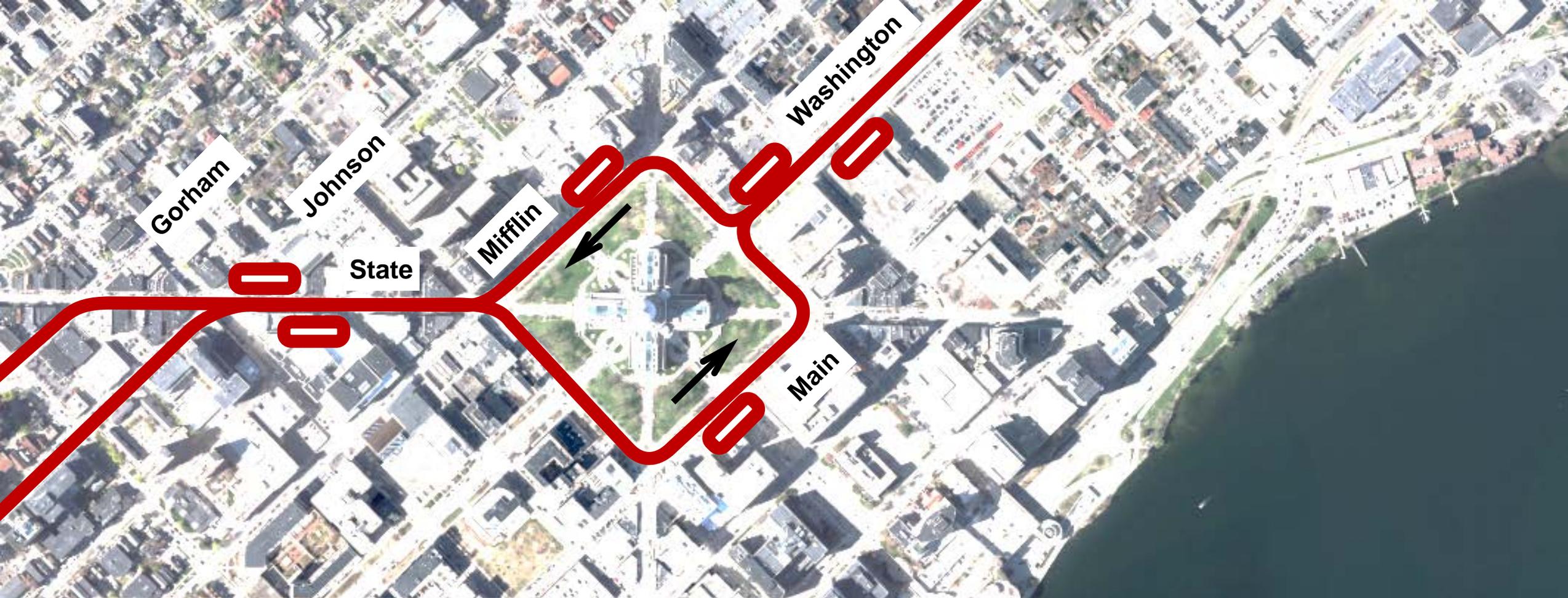
Orchard

Charter

Park

E Campus Mall

Lake



Gorham

Johnson

State

Mifflin

Washington

Main

**Downtown –
State / Square**

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