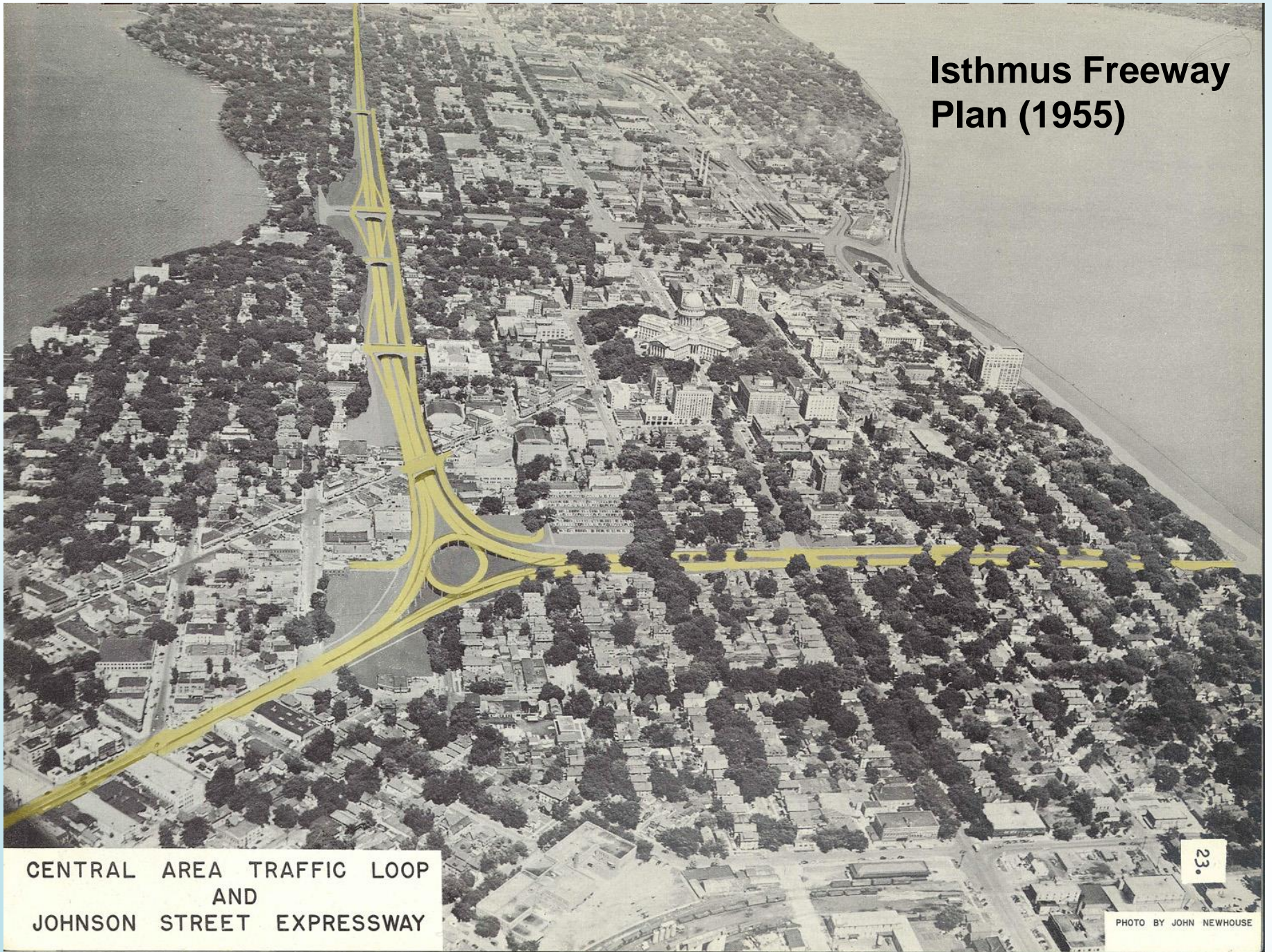


Isthmus Freeway Plan (1955)



CENTRAL AREA TRAFFIC LOOP
AND
JOHNSON STREET EXPRESSWAY

23.

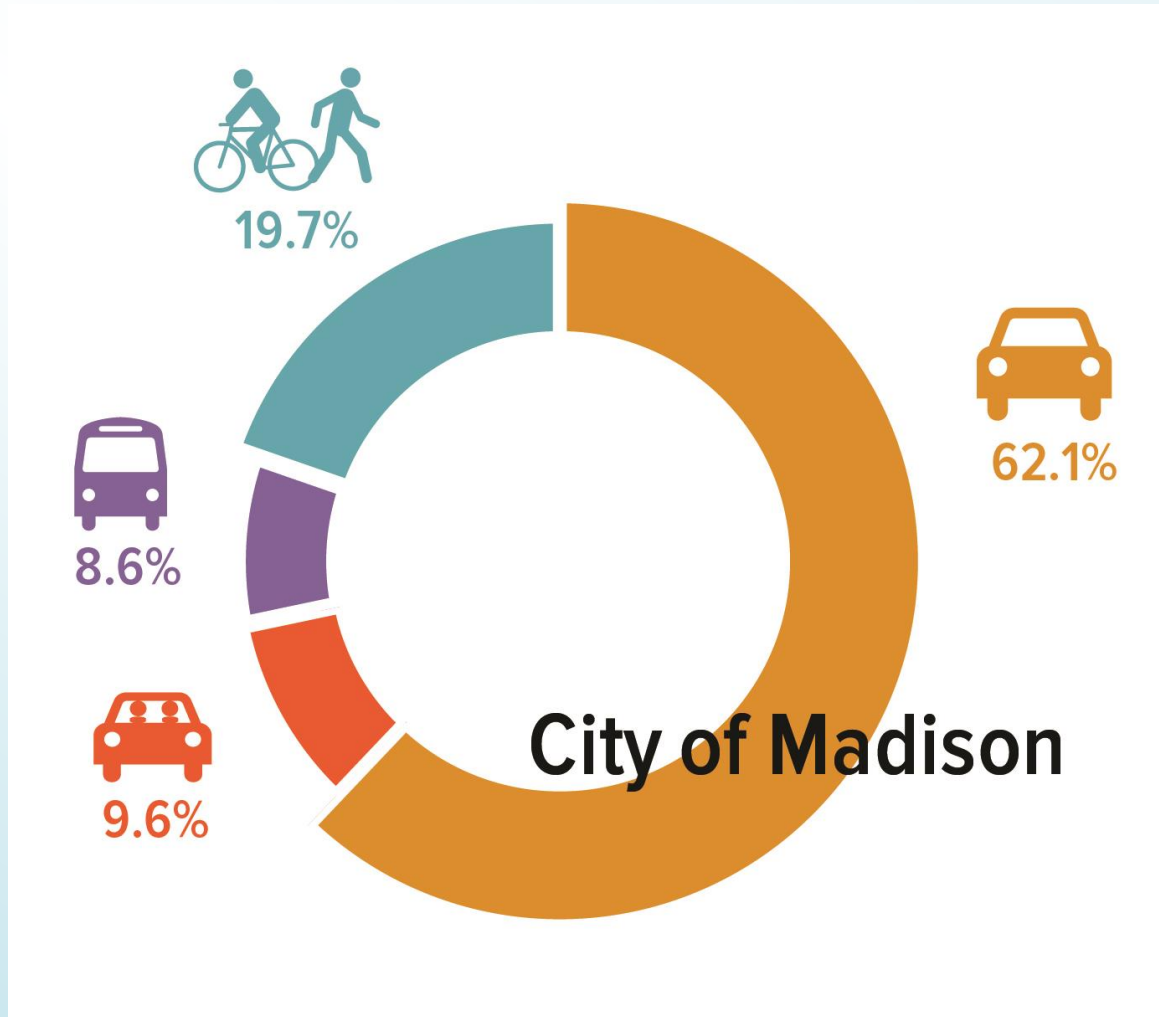
PHOTO BY JOHN NEWHOUSE

Madison in Motion: Overview/Purpose

- **Help Create Walkable, Bikeable, Transit-Oriented City**
 - Strengthen **Neighborhoods**: Existing and New Development
 - Emphasize **Transportation Choices** and Mode **Connectivity**
 - Support Madison's **Community Vision**

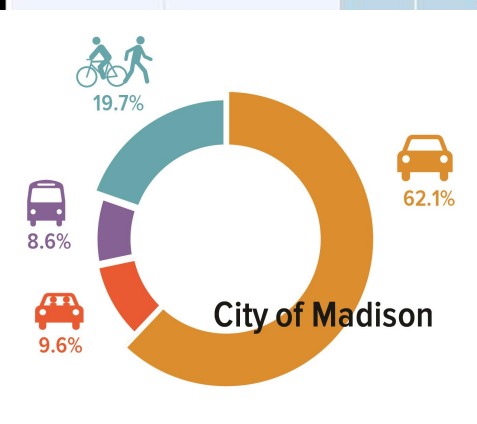
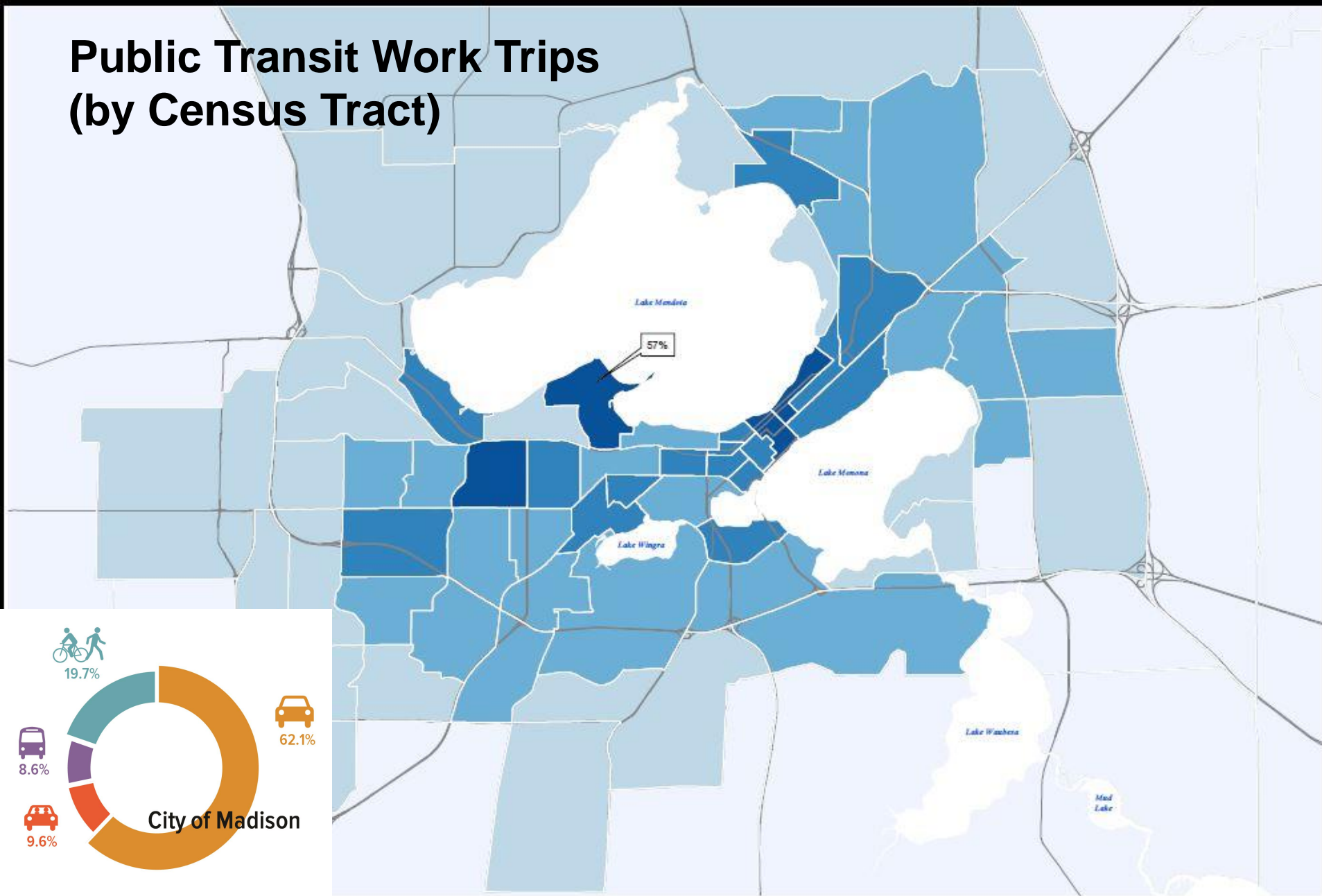


How do City residents travel to work?



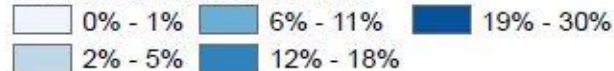
Source: US Census American Community Survey, 2008-2012

Public Transit Work Trips (by Census Tract)



Means of Transportation to Work: Public Transportation
By Census Tract

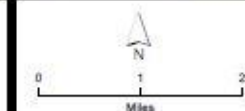
Percent of Total Commuters



Prepared by staff to the:

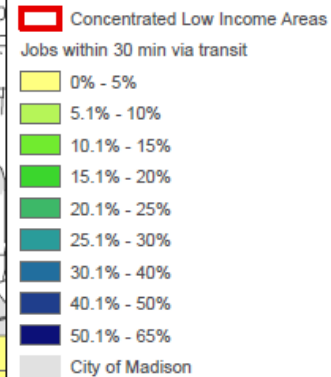


Date Revised: 1/9/2015





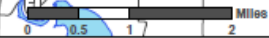
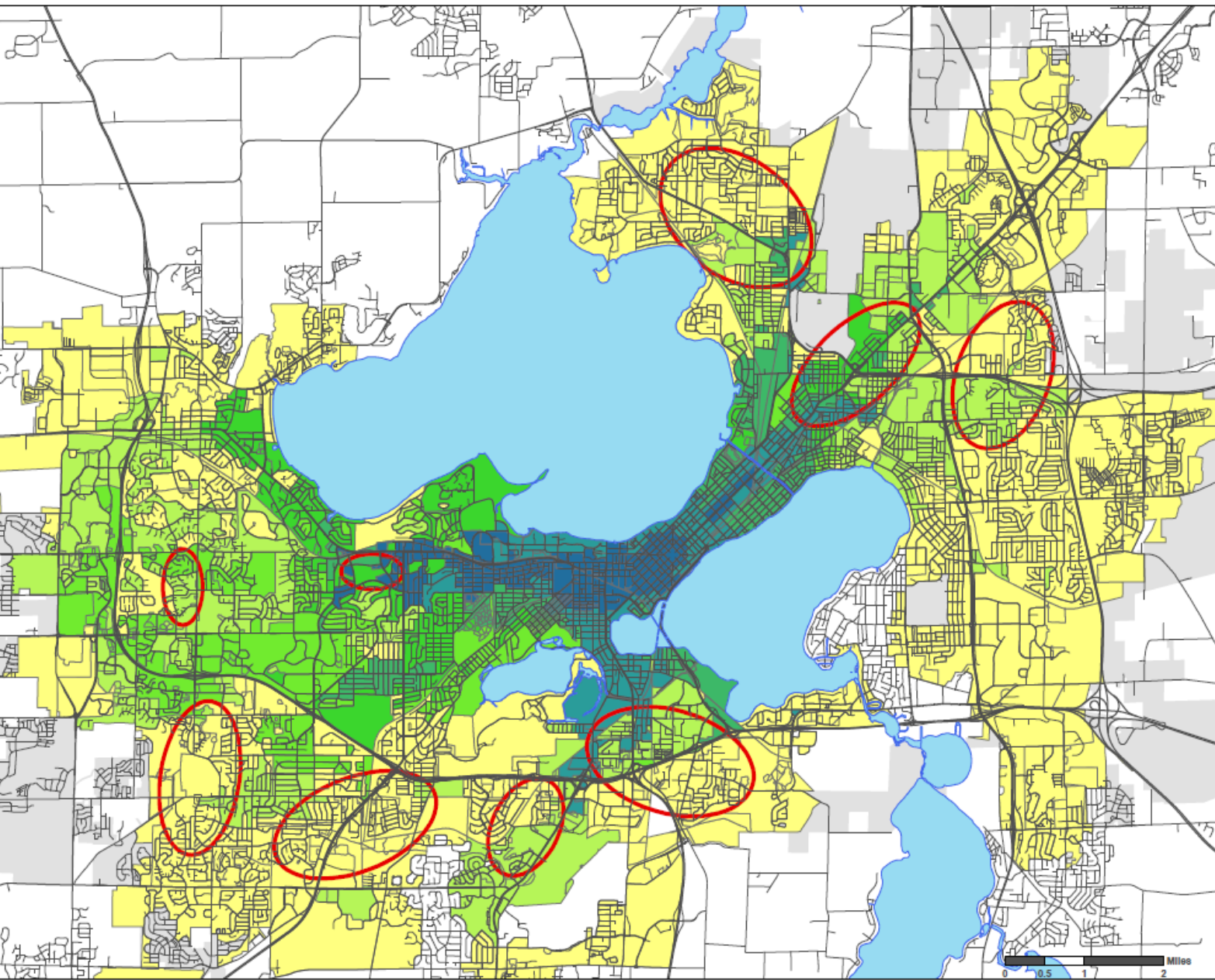
Access to Opportunity



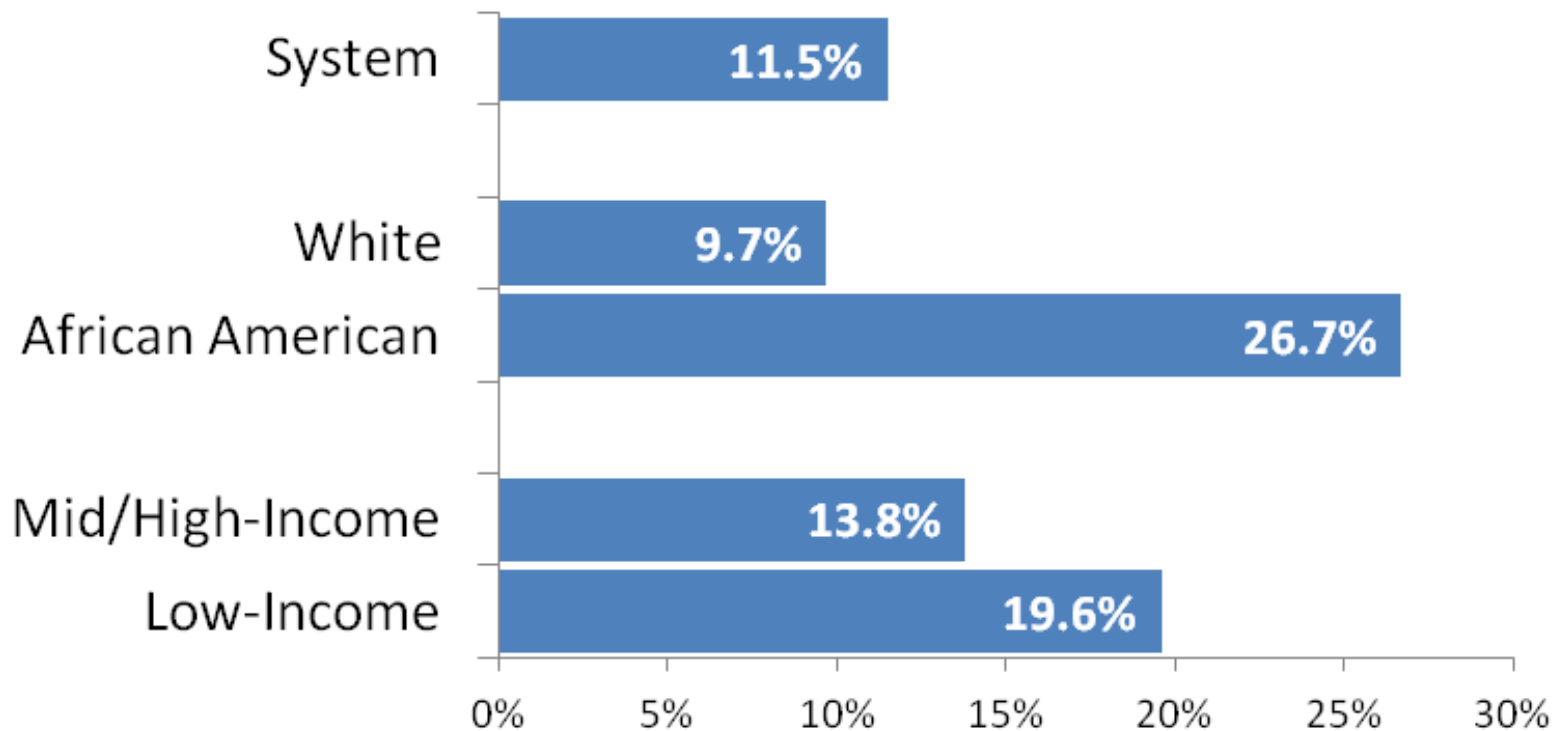
Concentrated low income areas are generally comprised of census block groups having greater than 50% of the population in a household with an income less than 200% of the poverty level. Certain areas below this threshold have been added based on staffs judgement. Large non-residential areas have been 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

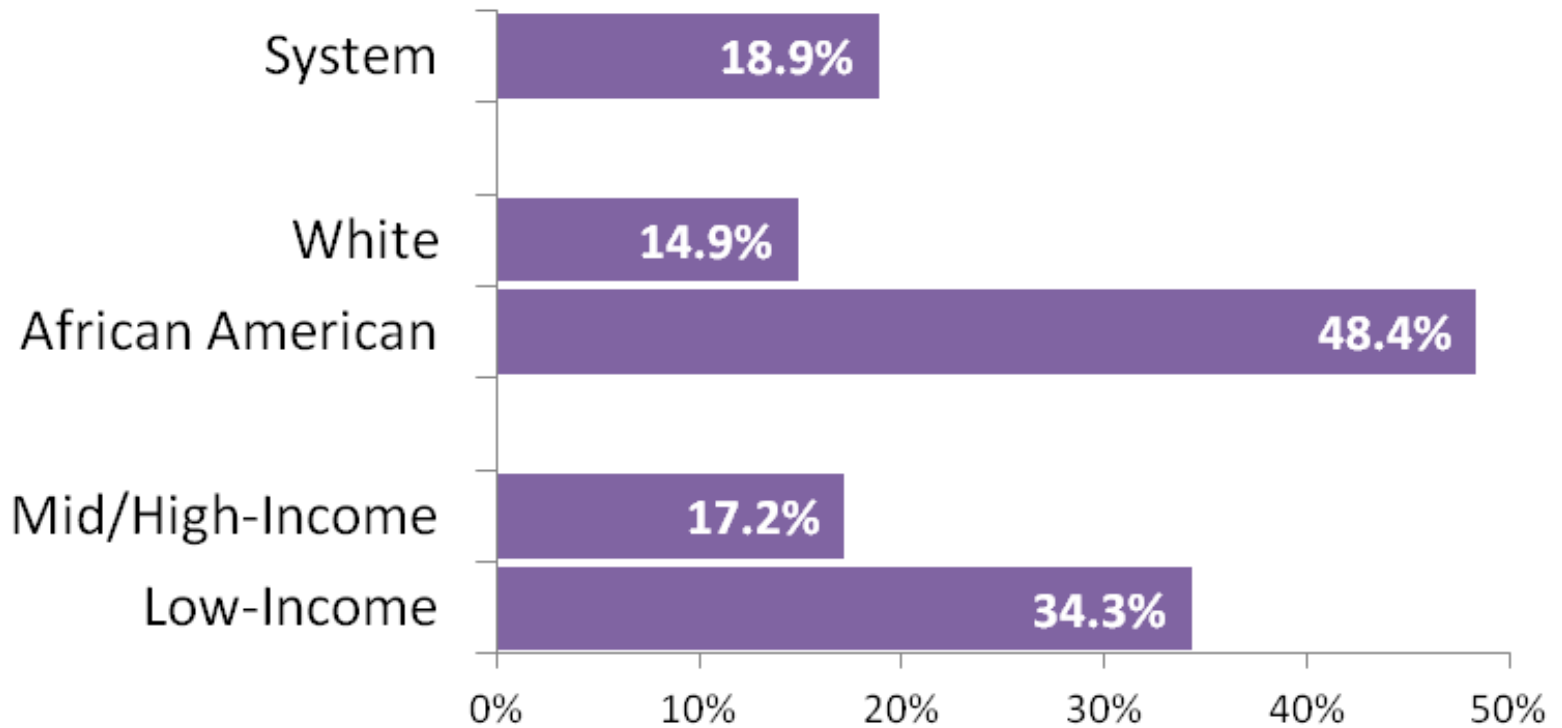
September, 2016



Travel Time More Than 45 Minutes



Transfer Rate



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)

Bus Rapid Transit (BRT) *Conceptual Elements*

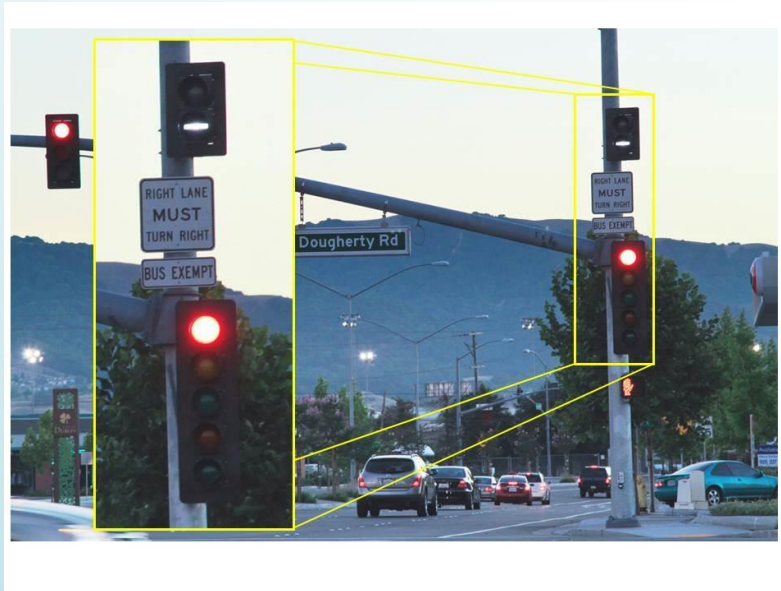
Loop Link BRT
Chicago, IL



Bus Rapid Transit (BRT) *Conceptual Elements*



Bus Rapid Transit (BRT) *Conceptual Elements*

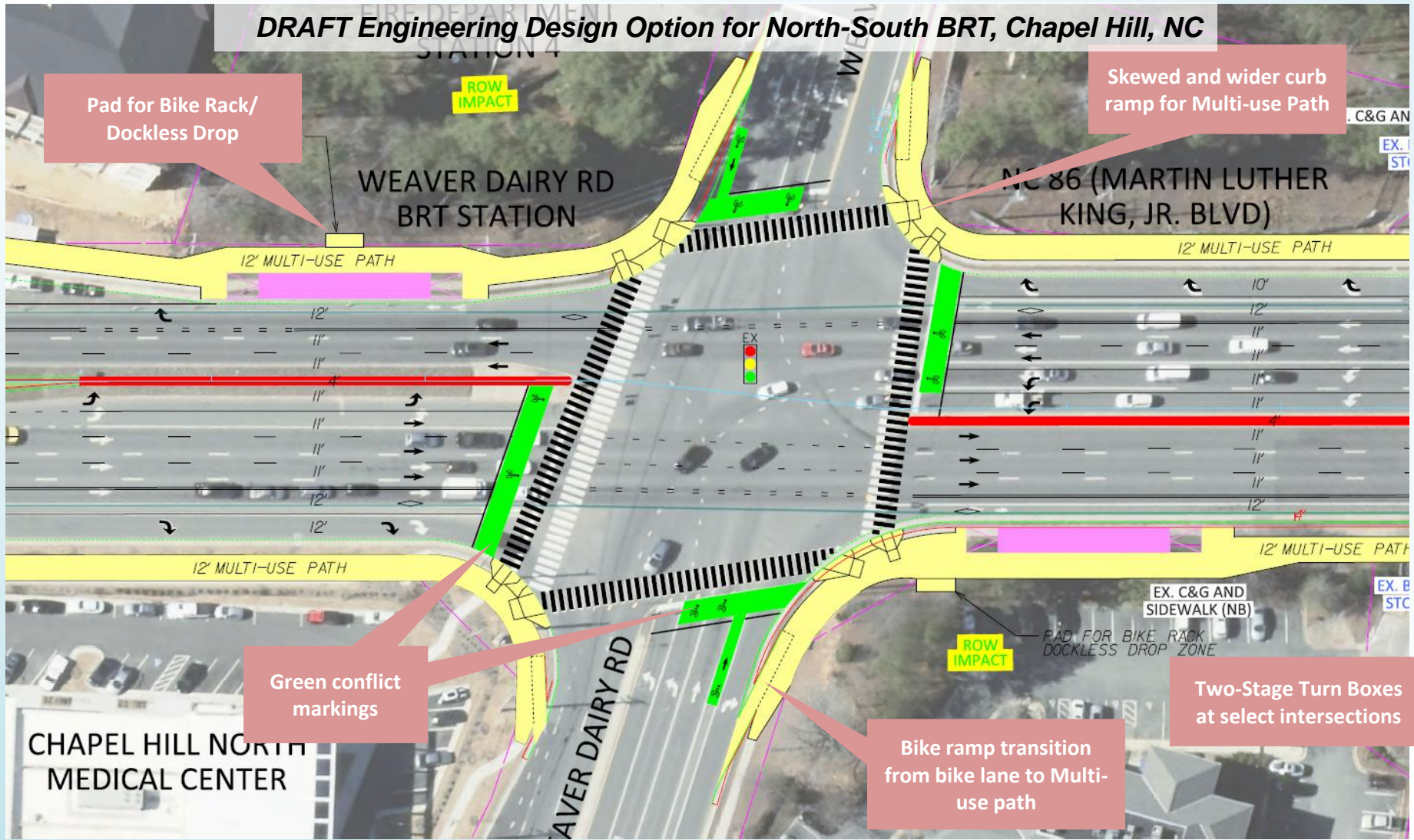


Bus Rapid Transit (BRT) *Conceptual Elements*

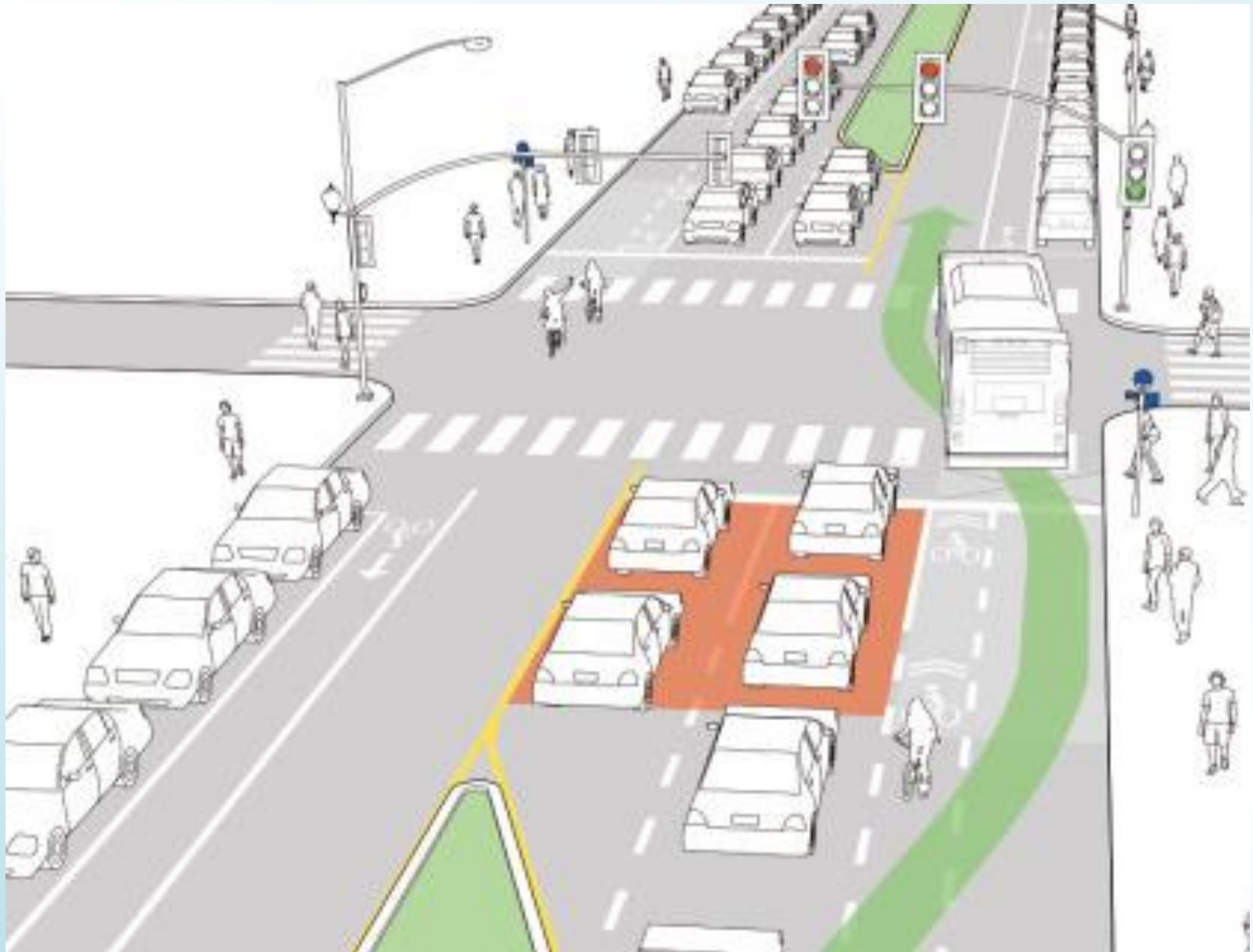
***Silver Line BRT,
Boston, MA***



DRAFT Engineering Design Option for North-South BRT, Chapel Hill, NC



Bus Rapid Transit (BRT) *Conceptual Elements*



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

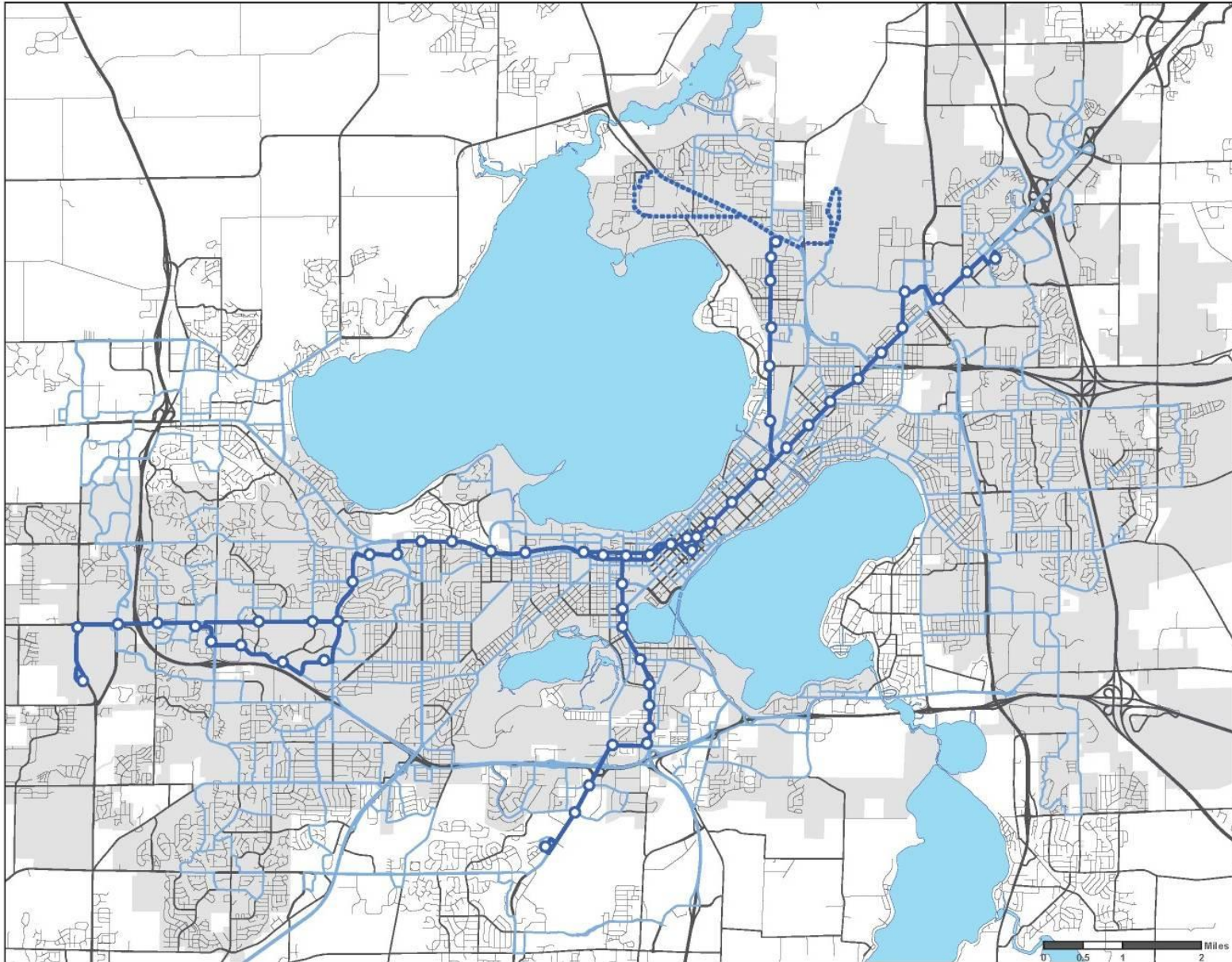
- City Resolution: Phase 1 East to West Corridor (termini TBD)
- Downtown Street Routing Evaluation
- Traffic Impact Analysis
- Prepare FTA Small Starts Application
- \$500,000 Budget for Planning Project
 - AECOM/Strand/UE: Notice to Proceed Oct. 2
- PIM #1: Wed., Dec. 12, 6:00-8:00p, Central Library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

Potential Bus Rapid Transit (BRT) Routes



Future Transit

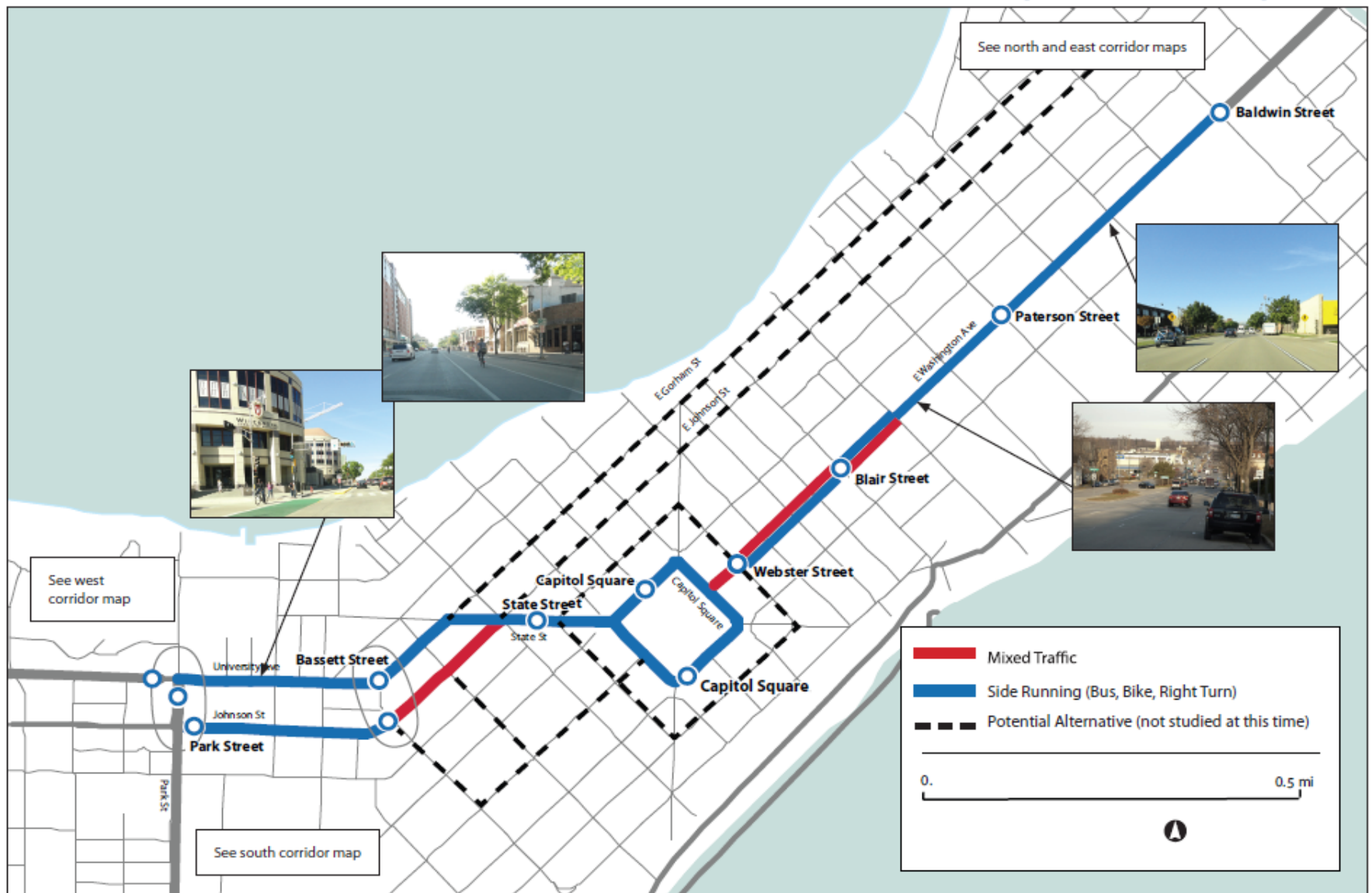
- Bus Rapid Transit**
 - Routes
 - Potential Extensions
 - BRT Stations
- Metro Transit Routes
- City of Madison

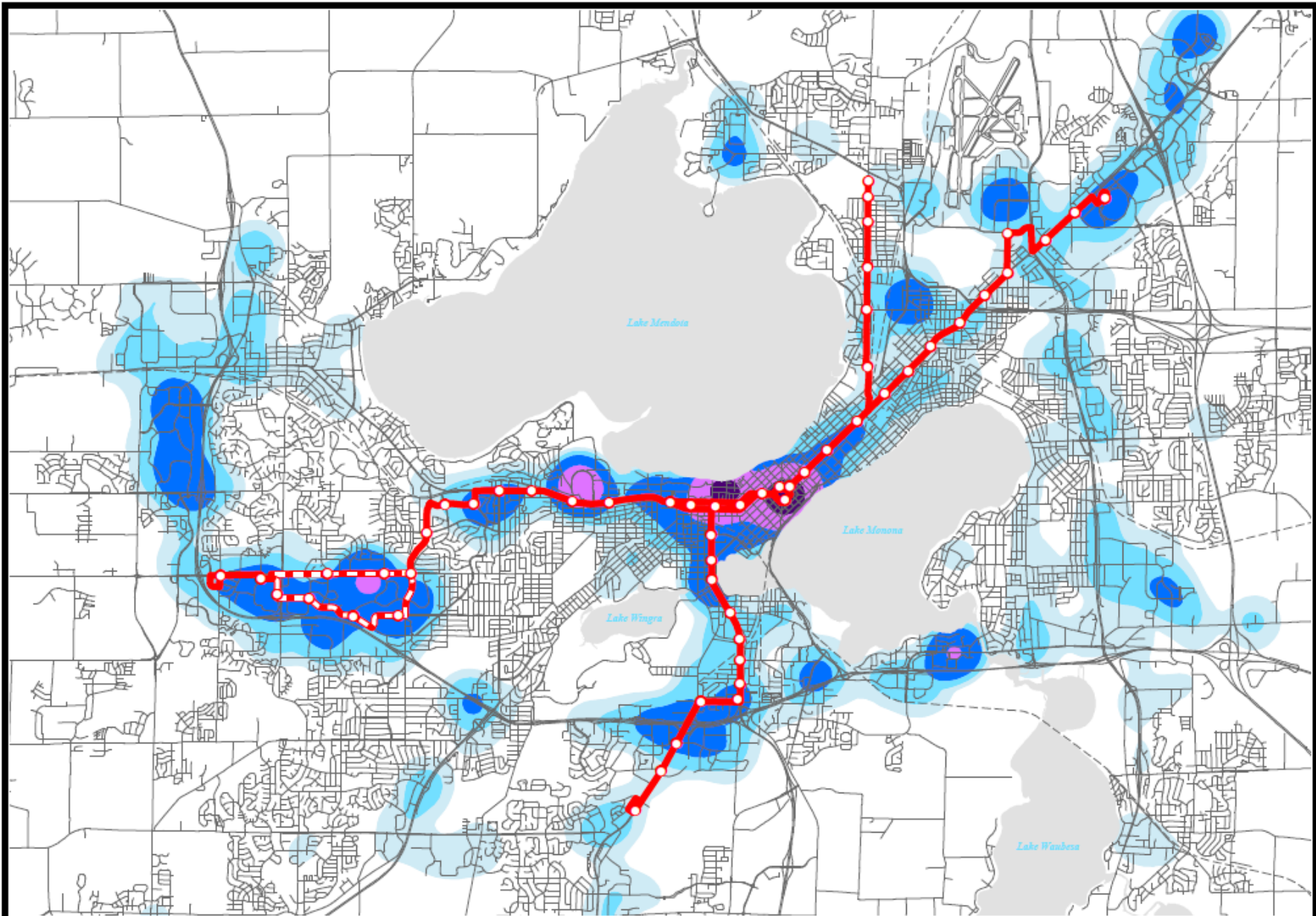


Source:
Madison Metro
MATPB (MPO)

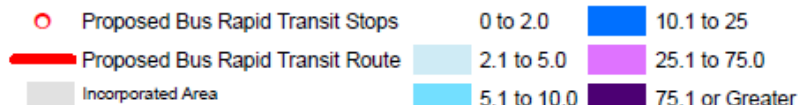
February, 2016

Central Corridor: Stations and Runningway Types





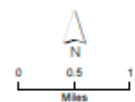
Proposed BRT System with 2010 Employment Density



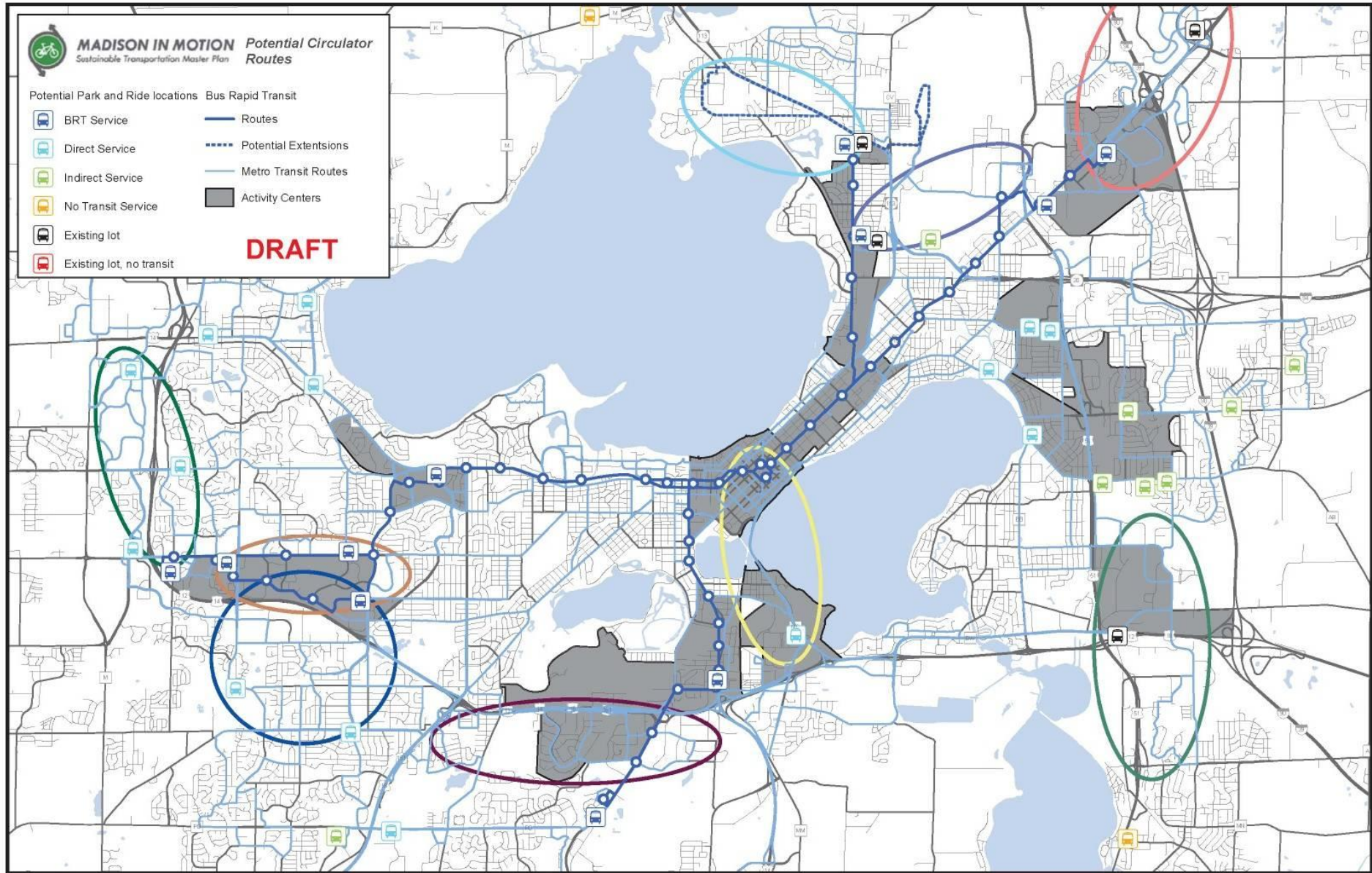
Prepared by staff to the:



Date: 1/17/2014



First-Mile/Last-Mile Connectivity



Metro Transit “Umbrella Initiative” (Under Development)

- *BRT Phase 1*
- *Metro Maintenance Facility(s)*
- *Added Frequency and Bus Priority in non-BRT Corridors*
- *Service to Surrounding Communities (Express)*
- *Shared-Ride Vans (Dream Up); Connections to Jobs/BRT Stations/Transfer Points*
- *Park-and-Ride Locations*

Questions/Comments?

David Trowbridge, AICP

Principal Transportation Planner

Direct: 608-267-1148

dtrowbridge@cityofmadison.com