

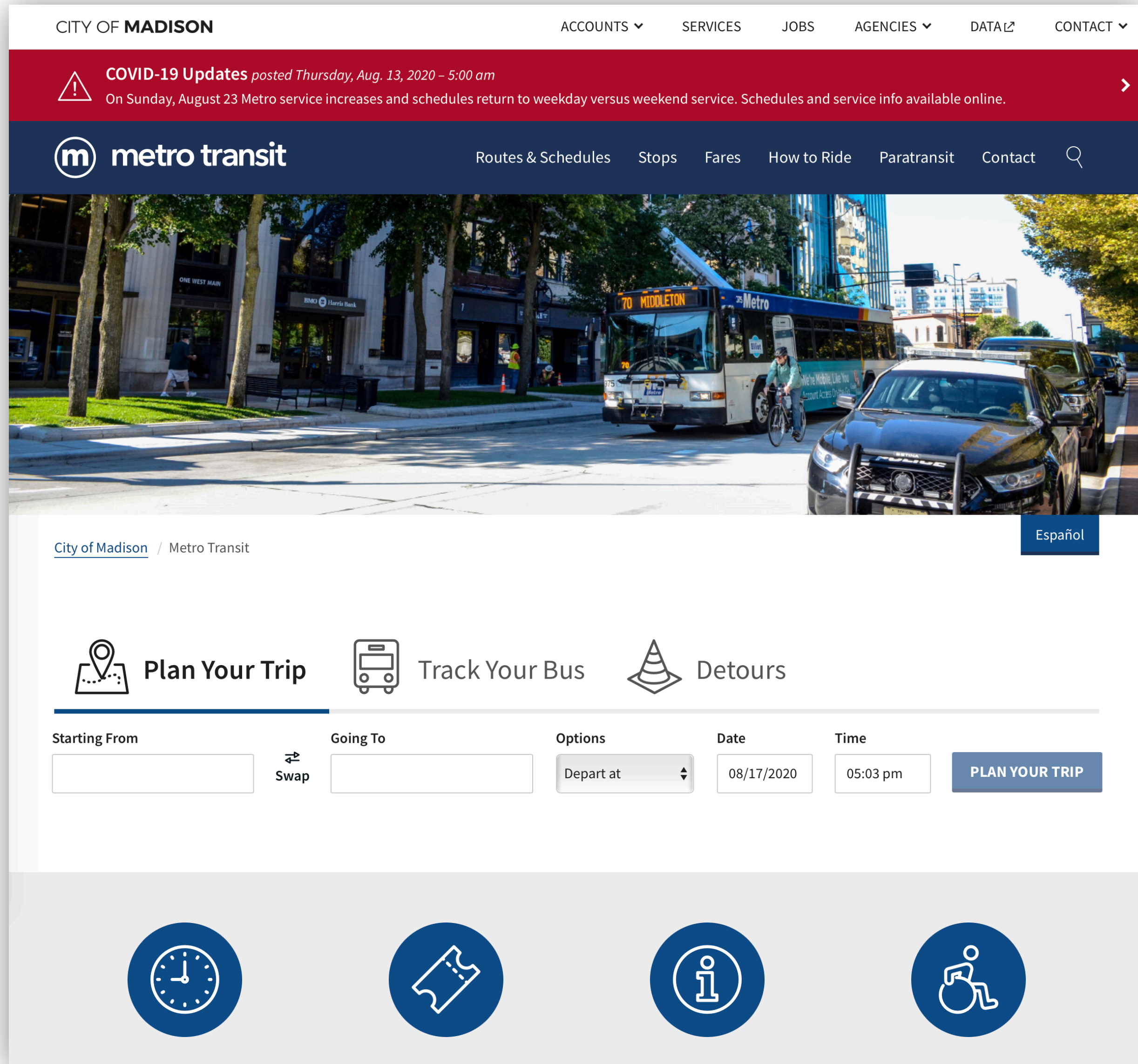


BRT Name, Identity, and Logo Direction

11.2.2020



Identity Goals

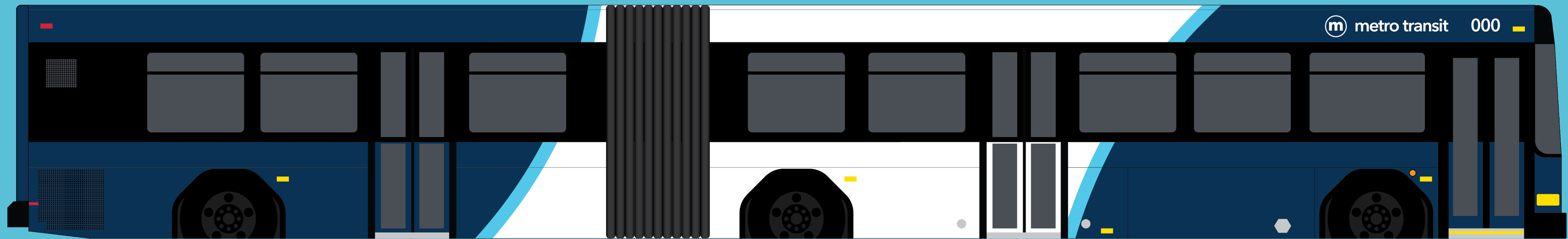
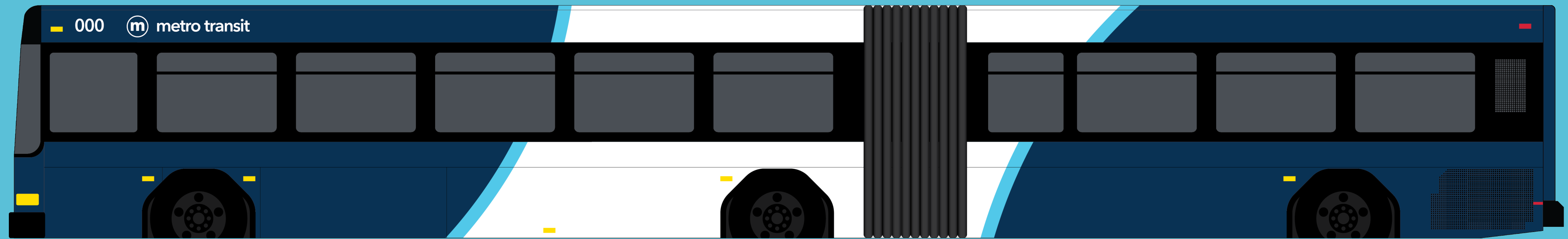


Refreshed Logo:



New Colors:





MADISON EAST-WEST BRT PLANNING STUDY Locally Preferred Alternative Report

FINAL
May 2020

Prepared for:
City of Madison



Prepared by:
AECOM

Locally Preferred Alternative Report

Goals and Objectives

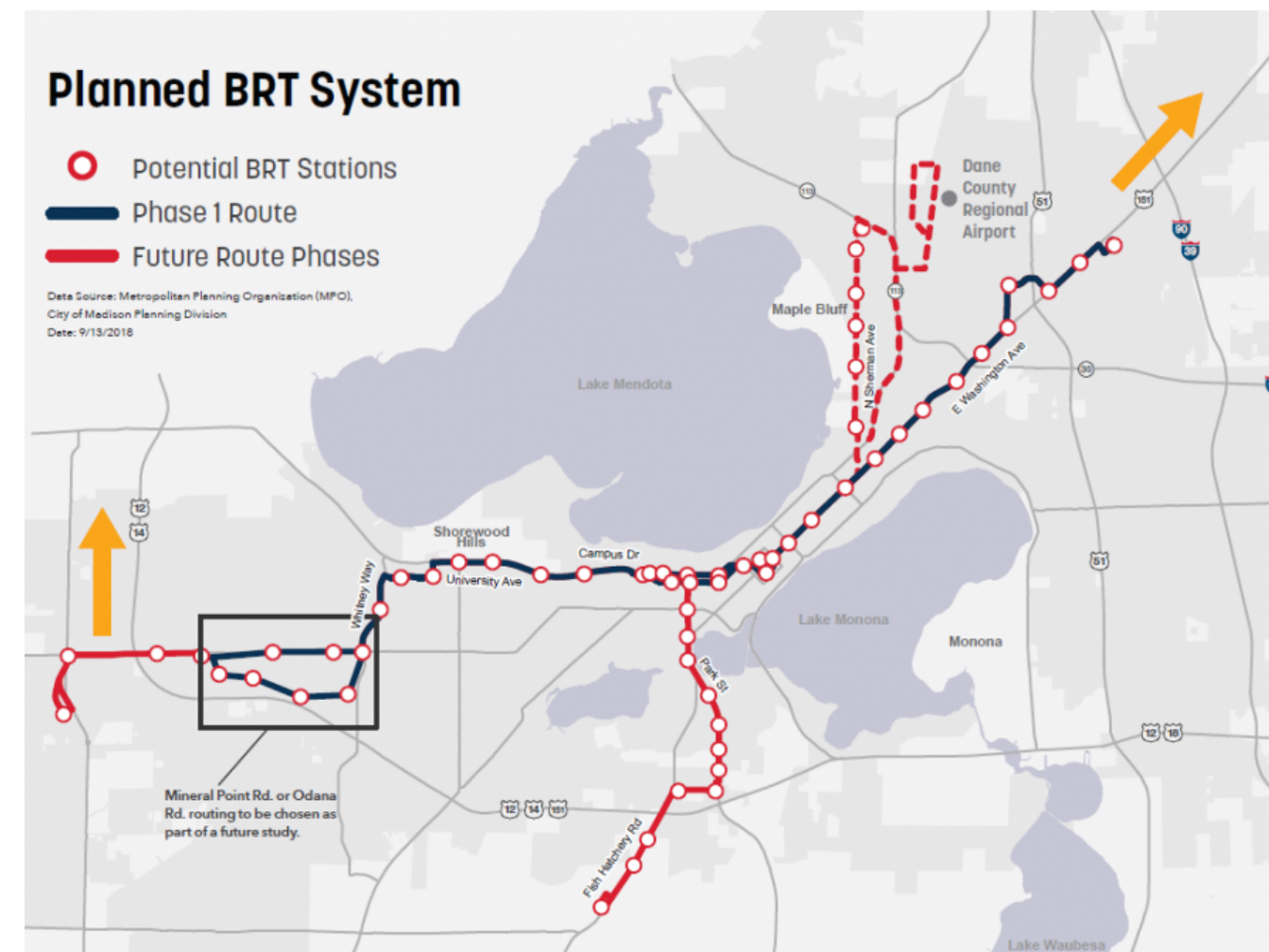
Following four goals and related objectives were established for the East-West BRT Corridor. These were utilized for the development of evaluation criteria used in comparing the alternative transit options for the corridor. The goals and objectives are outlined in Table 2.

East-West BRT Corridor Goals and Objectives

	Objective
Improve the efficiency, reliability, and utilization of transit for all users	<ul style="list-style-type: none"> Provide reliable, frequent service that improves the experience of existing customers and attracts "choice" riders Provide capacity for future growth in transit ridership Provide enhanced passenger amenities and infrastructure Reduce travel times
Effectively manage the projected increase in transit demand	<ul style="list-style-type: none"> Provide frequent, high-capacity, one-seat transit connections between key East-West BRT Corridor activity generators Manage increasing corridor travel demand through more efficient use of the existing transportation network Contribute to acceptable levels of traffic operations and parking supply in the corridor Improve pedestrian and bicycle connections to East-West BRT Corridor transit Coordinate with existing and planned transit services
Contribute to a socially-, economically-, and environmentally-sustainable transportation network	<ul style="list-style-type: none"> Promote a more efficient and sustainable transportation system that reduces energy usage, emissions, and cost of living Increase mobility and accessibility for transit-dependent populations Support regional planning efforts for a more balanced, multi-modal transportation network in the region Support local and regional goals for compact, mixed-use development along the corridor Support institutional and key stakeholder planning efforts
Develop and select a transit system that is implementable and community-supported	<ul style="list-style-type: none"> Define and select transit improvements with strong public, stakeholder and agency support Define and select transit improvements that are cost-effective and financially feasible, both in the short- and long-term Define and select transit improvements that are competitive for FTA funding

Evaluation Criteria

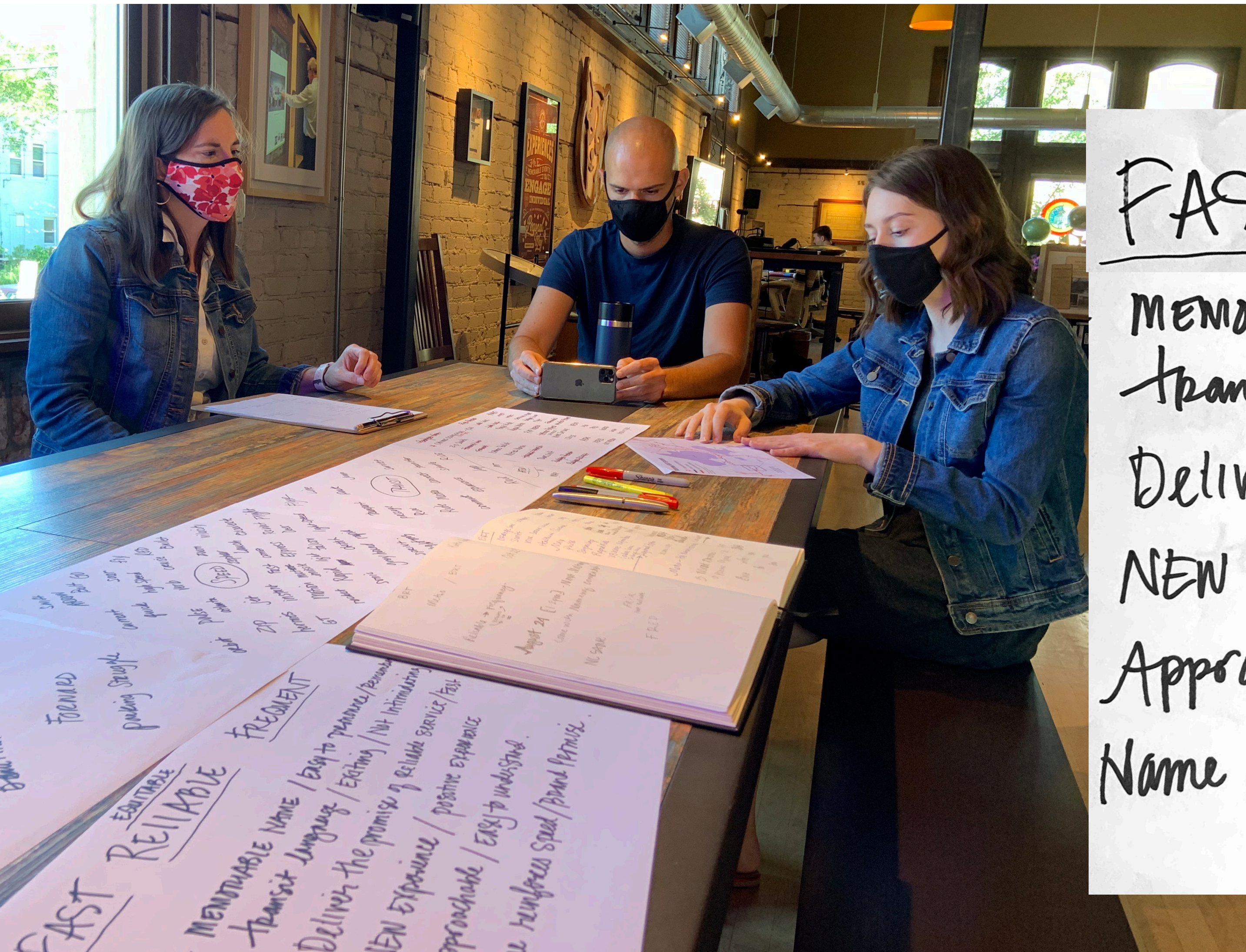
The East-West BRT Planning Study followed a two-phase method to identify and develop the LPA.



METRO BRT VISION

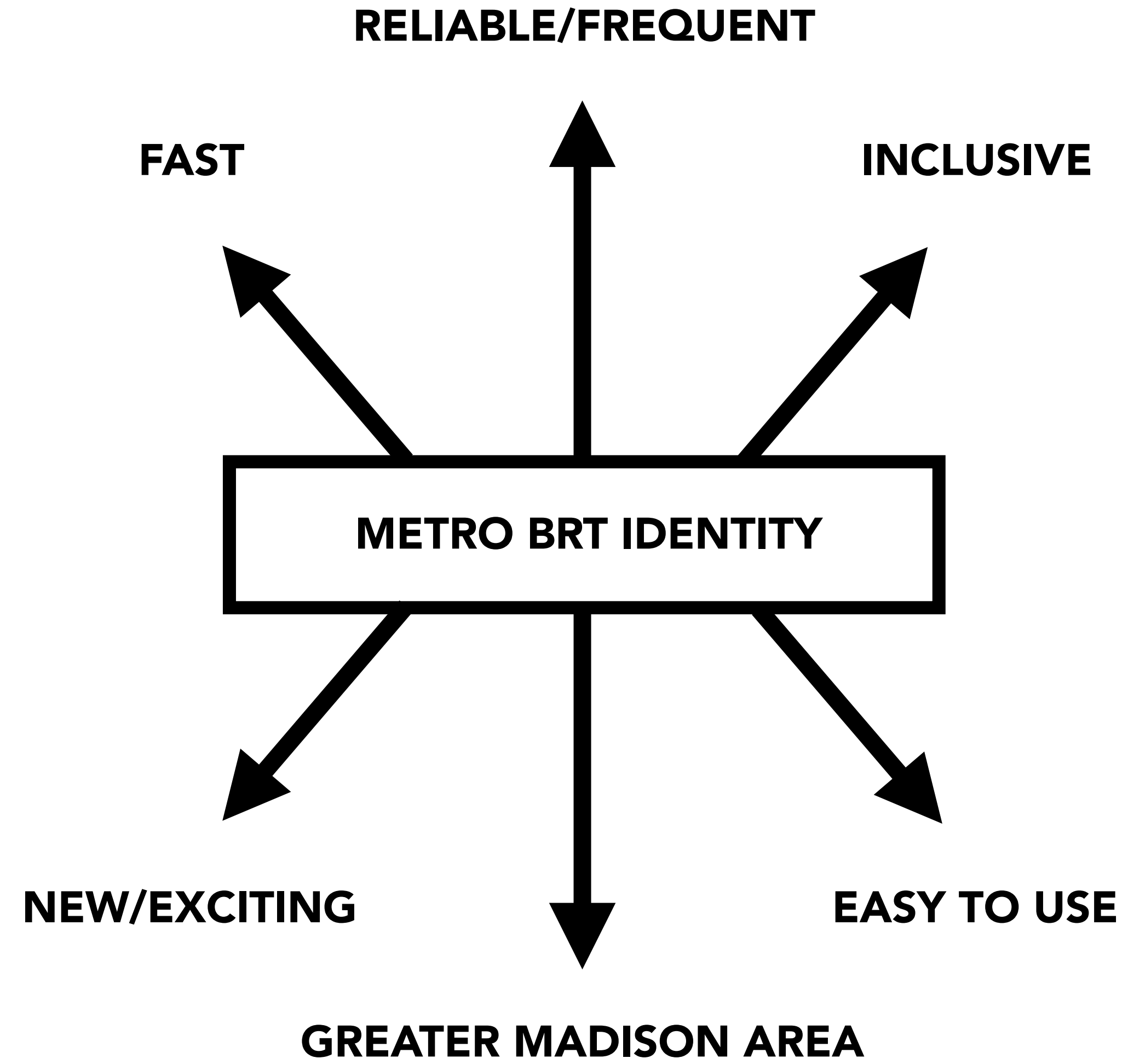
The Madison Area Transportation Planning Board, in cooperation with the Capital Area Regional Planning Commission, SRF Consulting Group, Inc., and Metro Transit, completed a feasibility study to investigate how BRT may be used in the Madison Area. This study investigated four corridors radiating from Central Madison – west, south, east, and north – connected through a **central spine through the Isthmus**.





FAST EQUITABLE
RELIABLE ^{Link}
FREQUENT

MEMORABLE NAME / EASY TO PRONOUNCE / REMEMBER
 TRANSIT LANGUAGE / EXCITING / NOT INTIMIDATING
 DELIVER THE PROMISE OF RELIABLE SERVICE / FAST
 NEW EXPERIENCE / POSITIVE EXPERIENCE
 APPROACHABLE / EASY TO UNDERSTAND.
 NAME REINFORCES SPEED / BRAND PROMISE.





BRT Name Study

Ideal BRT Name Criteria

1. Reflects Brand Ideals
2. Catchy/Easy To Say
3. Originality/Unique
4. Locally Distinctive

Speed

Falcon

Quick

Fly

Rapid

Zip

Light

Speed

Zoom

Fast

Express

Accelerate

Jet

Transit

Transit

Metro

Commute

Forward

Route

Transportation

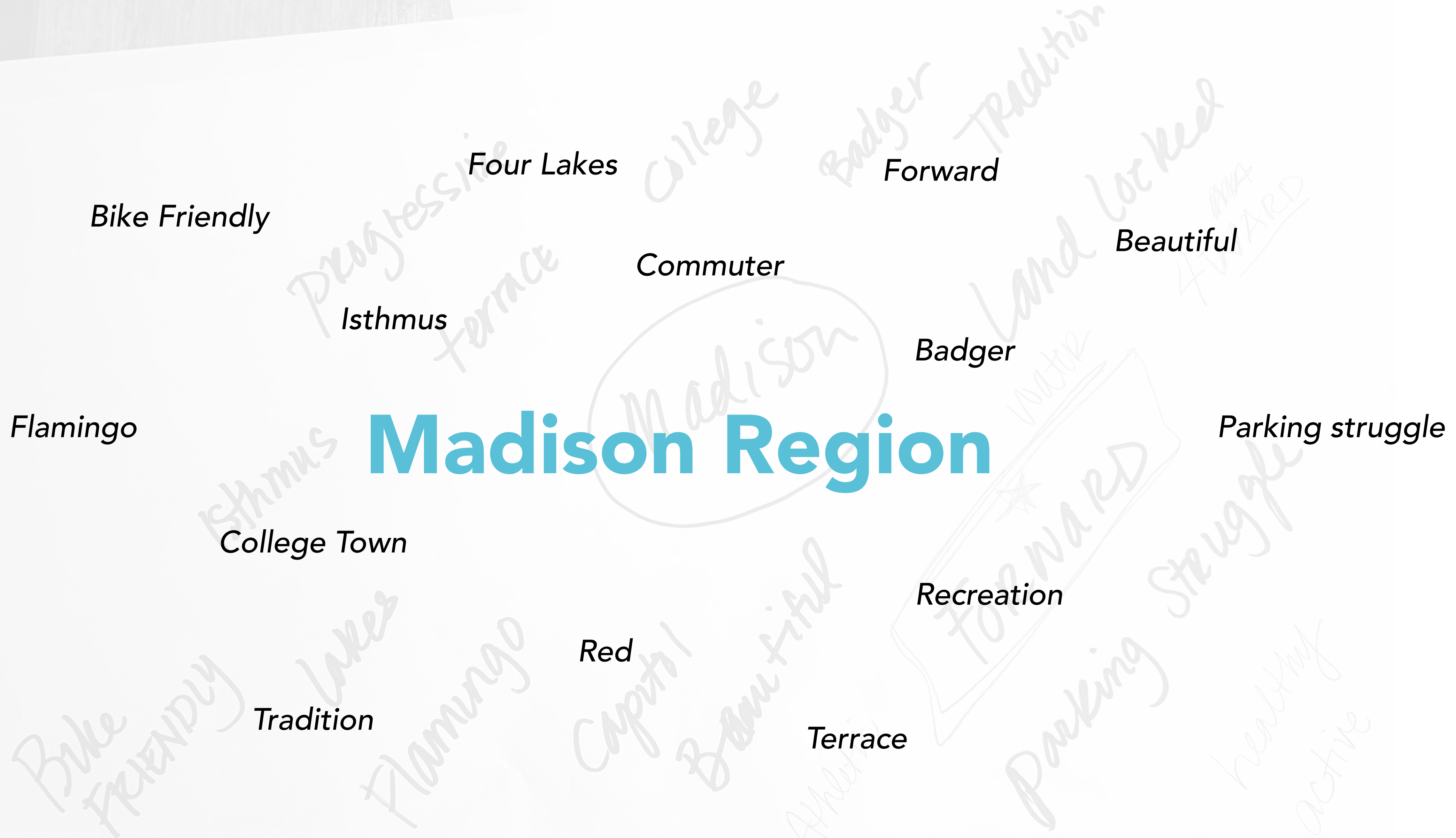
Shuttle

Loop

Passage

Connected

Line



Madison Region

Bike Friendly

Four Lakes

Forward

Beautiful

Commuter

Isthmus

Badger

Flamingo

Parking struggle

College Town

Recreation

Red

Tradition

Terrace

Metro Flyer

Metro Rapid

Max

ICON

Lake Line

Vibe

The Current

Forward Metro

LINX

Bolt

DASH

DART

STREAMLINE

Nexus

WeGo

~~Metro Flyer~~

Metro Rapid

~~Max~~

ICON

~~Lake Line~~

~~Vibe~~

~~The Current~~

~~Forward Metro~~

~~LINX~~

~~Bolt~~

~~DASH~~

DART

~~STREAMLINE~~

Nexus

WeGo

BRT Names | Name Considerations



Metro Transit High-Speed Service

Source: Metropolitan Planning Organization (MPO),
Madison Planning Division
2018



- Phase 1 Route
- Future Route Phases

Source: Metropolitan Planning Organization (MPO),
Madison Planning Division
2018

Metro Transit **Metro Rapid** High Speed Service

Mineral Point Rd. or Odana



Metro Rapid

METRO TRANSIT HIGH-SPEED SERVICE

Metro *Rapid*

[TAGLINE IDEAS]

“Get there faster with Metro Rapid”

“Moving Madison Forward”

“Accelerate Today”



LINES

Rapid Red | *Rapid Green* | *Rapid Blue*



- Phase 1 Route
- Future Route Phases

Source: Metropolitan Planning Organization (MPO),
Madison Planning Division
2018

ISTHMUS CONNECTION



ISTHMUS CONNECTION

- Phase 1 Route
- Future Route Phases

Source: Metropolitan Planning Organization (MPO),
Madison Planning Division
2018



Source: Metropolitan Planning Organization (MPO),
Madison Planning Division
2018

ICON

ISTHMUS CONNECTION

ICON Rapid Transit

[TAGLINE IDEAS]

"Connecting Madison with the greater Madison area."

"You can with ICON"

"Commute quicker with ICON"

"Get on with ICON"

"Get there with ICON"

"Jump on the ICON"



LINES

ICON *Red* | **ICON *Green*** | **ICON *Blue***



Community Transit

Source: Metropolitan Planning Organization (MPO),
Madison Planning Division
2018



WE Community Transit GO



WEGO

COMMUNITY TRANSIT

WEGO Metro

[TAGLINE IDEAS]

“Where you go, WEGO”

“Get on with WEGO”



LINES

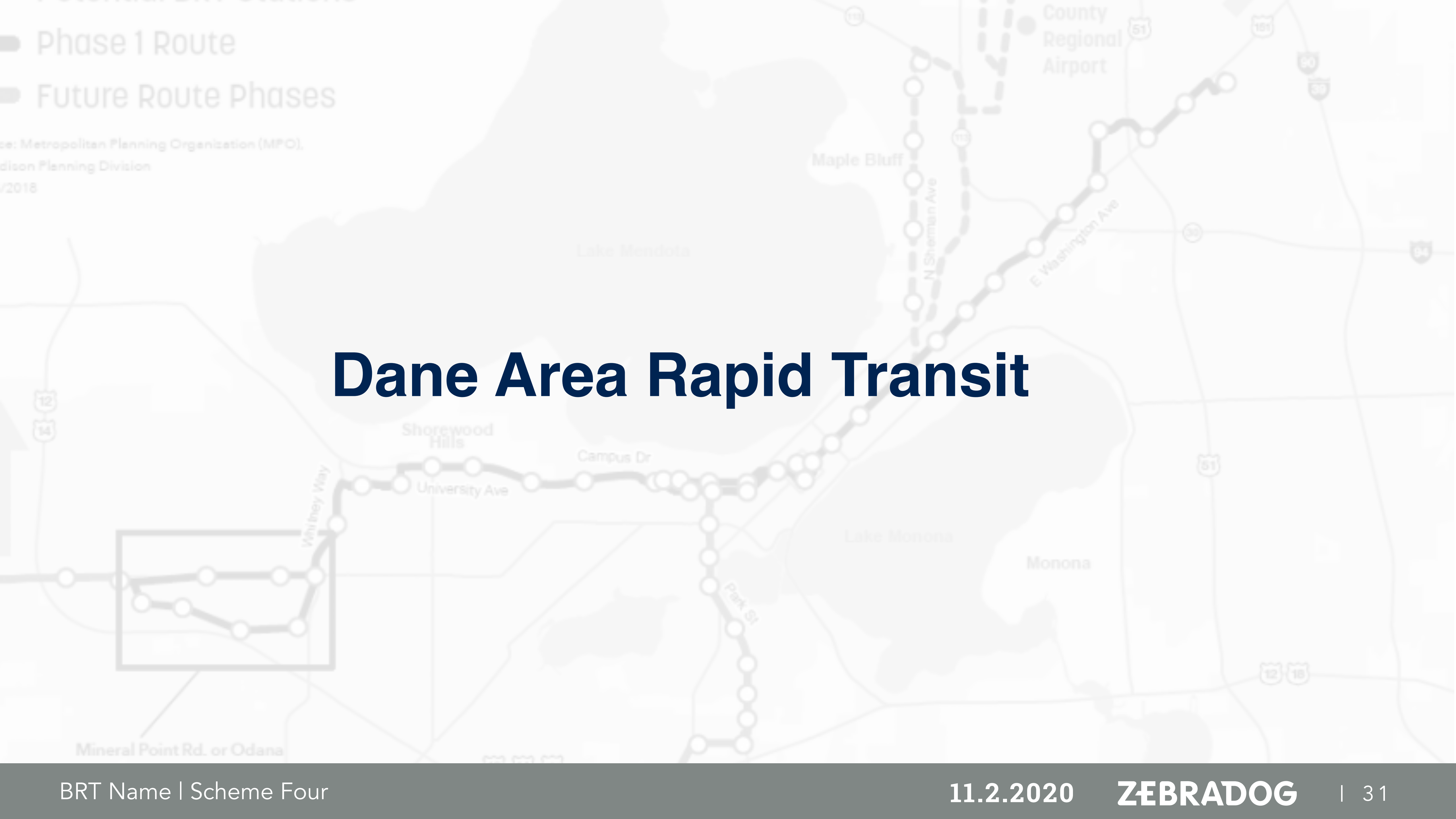
GO *Red*

|

GO *Green*

|

GO *Blue*



Dane Area Rapid Transit



- Phase 1 Route
- Future Route Phases

Source: Metropolitan Planning Organization (MPO),
Madison Planning Division
2018

Dane Area Rapid Transit



Source: Metropolitan Planning Organization (MPO),
Madison Planning Division
2018

DART

DANE AREA RAPID TRANSIT

Metro **DART**

[TAGLINE IDEAS]

“Quick. Convenient. Reliable.”

“A Four Lakes transit solution.”



LINES

DARTRed | ***DARTGreen*** | ***DARTBlue***

SCHEME ONE

Metro *Rapid*

(Metro Transit High-Speed Service)

"Moving Madison Forward"

"Accelerate Today"

SCHEME TWO

ICON Rapid Transit

(Isthmus Connection)

"You can with ICON"

"Commute quicker with ICON"

SCHEME THREE

WeGo Metro

(Community Transit)

"Where you go, WEGO"

"Get on with WEGO"

SCHEME FOUR

Metro DART

(Dane Area Rapid Transit)

"Quick. Convenient. Reliable."

"A Four Lakes transit solution."

