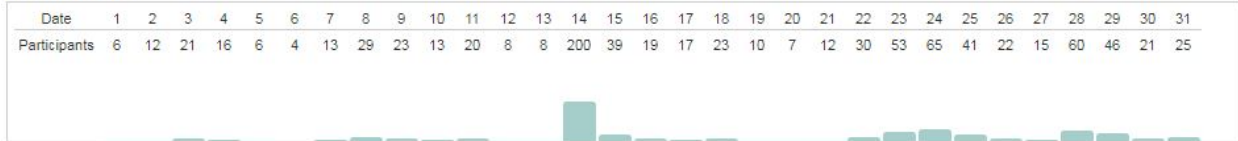


Traffic Dashboard

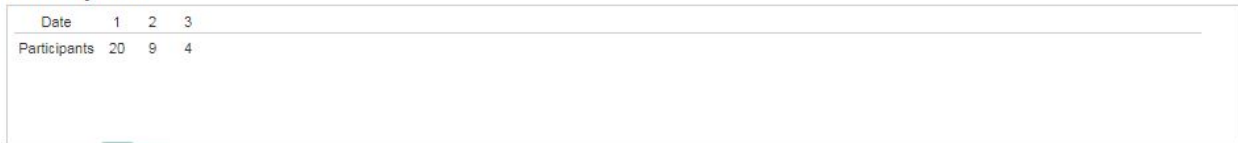
December 2018



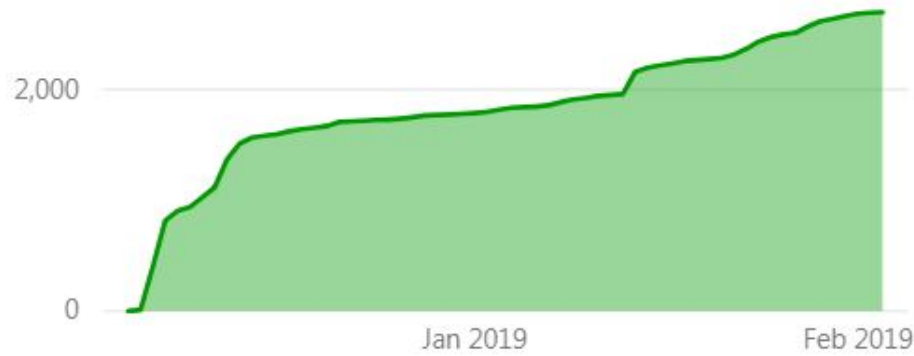
January 2019



February 2019

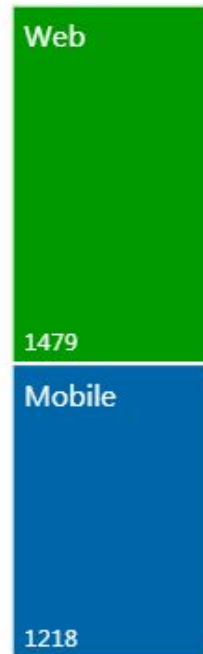


Total Participants



2697
Participants

Participants by Date

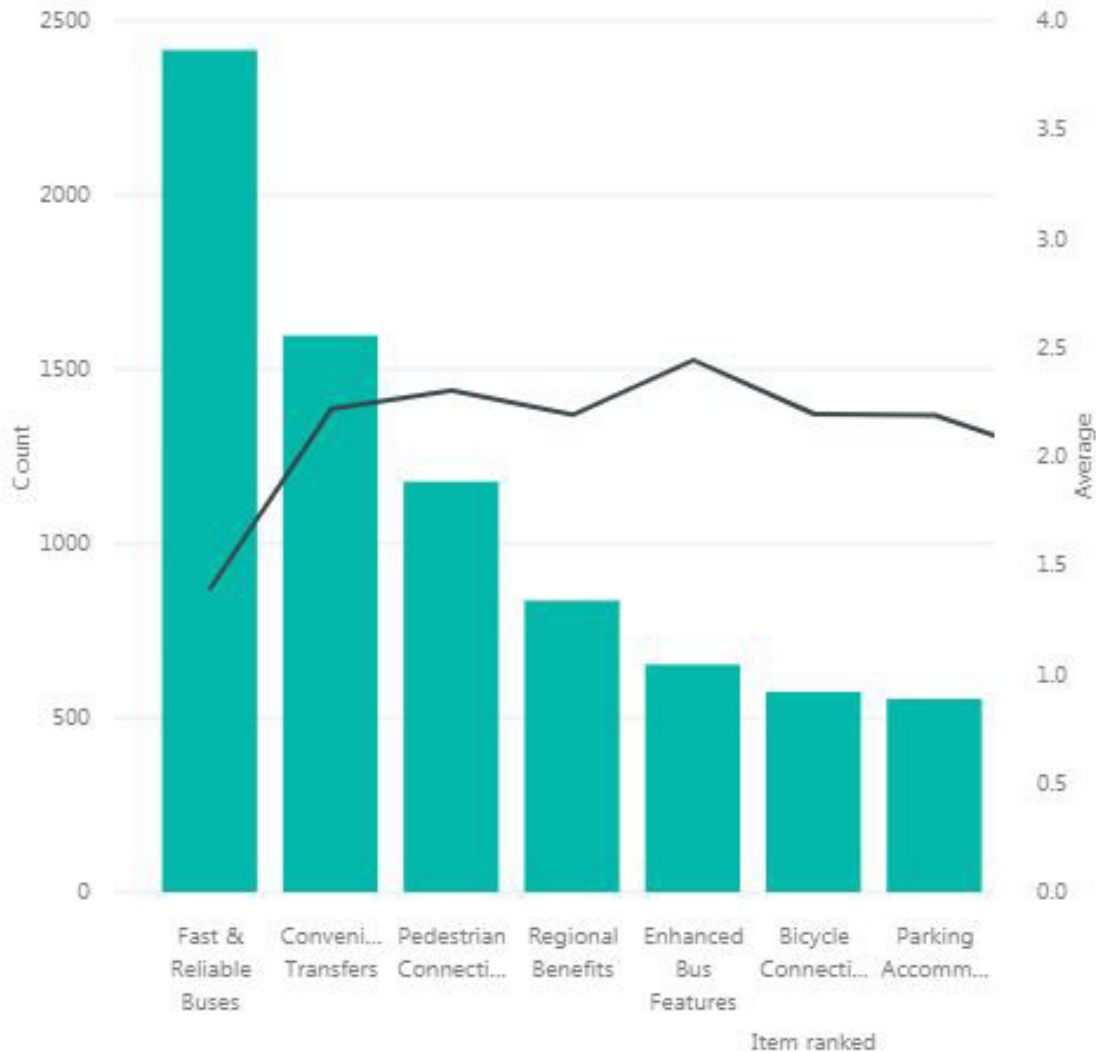


* Participants are visitors who submitted data

Priorities

Enhanced Bus Features	Fast & Reliable Buses	Pedestrian Connections	Parking Accommodati...
74 (11%)	1712 (71%)	174 (15%)	122 (22%)
216 (33%)	453 (19%)	473 (40%)	205 (37%)
363 (56%)	251 (10%)	531 (45%)	227 (41%)
0 (0%)	0 (0%)	0 (0%)	0 (0%)
Times ranked: 653 Average rank: 2.443	Times ranked: 2416 Average rank: 1.395	Times ranked: 1178 Average rank: 2.303	Times ranked: 554 Average rank: 2.190

Regional Benefits	Bicycle Connections	Convenient Transfers
206 (25%)	145 (25%)	213 (13%)
264 (32%)	173 (30%)	822 (51%)
366 (44%)	257 (45%)	562 (35%)
0 (0%)	0 (0%)	0 (0%)
Times ranked: 836 Average rank: 2.191	Times ranked: 575 Average rank: 2.195	Times ranked: 1597 Average rank: 2.219



* Note that the highest rank is 1, so small rankings and averages are better than high ones.

Survey Responses

Introduction

1) Are you familiar with bus rapid transit (BRT)?	Count	Percent
a. No, BRT is new to me.	597	23.5%
b. I've heard of BRT, but I don't know much about it.	1,136	44.7%
c. Yes, I am familiar with BRT.	811	31.9%
	2,544	100.0%

2) On average, how often do you ride the bus?	Count	Percent
a. Frequent rider (five or more days per week).	1,007	40.3%
b. Occasional rider (few times per month).	458	18.3%
c. Seasonal rider (weather impacts my ridership).	258	10.3%
d. Infrequent rider (primary vehicle not available).	508	20.3%
e. I do not ride the bus.	268	10.7%
	2,499	100.0%

Parking Accommodations

What are the most important parking issues that should be considered along the BRT route? (Select up to 3)	Count	Percent
Add new park-n-ride lots to serve the corridor	340	27.2%
Improve/expand existing park-n-ride lots that connect to the corridor	285	22.8%
Replace lost on-street parking with nearby off-street parking	235	18.8%
Eliminate on-street parking where it will allow for a dedicated bus only lane	161	12.9%
Preserve as much on-street parking as possible	110	8.8%
Preserve on-street parking near businesses	108	8.6%
Other (describe below)	12	1.0%
	Total	1,251
		100.0%

Comments: 53

Fast & Reliable Buses

Which are the most important travel concerns along the BRT corridor today? (Select up to 3)	Count	Percent
Buses take too long (stop too frequently)	1,450	28.6%
Service not frequent enough during off-peak, or weekends	1,412	27.9%
Service not frequent enough during weekday peak	927	18.3%
Service starts too late or ends too early	751	14.8%
Safety (cars drive too fast and/or don't respect buses)	324	6.4%
Other (describe below)	200	3.9%
	Total	5,064
		100.0%

Comments: 587

Bicycle Connections

What would most improve bicycle travel within the BRT corridor? (Select up to 3)	Count	Percent
Improved bike routes connecting to corridor	386	28.8%
Space for bikes on-board BRT vehicles	346	25.8%
Secure bike parking at stations	249	18.6%
Improved bike facilities along and/or parallel to BRT corridor	244	18.2%
Connections to bike-share stations	110	8.2%
Other (describe below)	7	0.5%
Total	1,342	100.0%

Comments: 66

Pedestrian Connections

What would most improve pedestrian travel within the BRT corridor? (Select up to 3)	Count	Percent
Add new sidewalks (eliminate missing segments)	587	23.4%
Add signalized crossings/crosswalks	584	23.3%
Build multi-use paths (also accommodate bicyclists)	504	20.1%
Improve sidewalks connecting to BRT stations	430	17.1%
Enhance facilities for people with disabilities	276	11.0%
Locate sidewalks farther from the road	82	3.3%
Other (describe below)	47	1.9%
Total	2,510	100.0%

Comments: 147

Convenient Transfers	Comments	Percent
Which Madison Metro routes (or other transit services) would you use most often to connect to the East-West BRT route?	1,005	72.8%
Provide comments you have related to local or regional bus transfers along the BRT corridor.	376	27.2%
Total	1,381	100.0%

Enhanced Bus Features

What are the most important BRT vehicle features? (Select up to 3)	Count	Percent
Alternative fuel, or electric buses	427	28.0%
WiFi on bus	394	25.8%
Wider space inside bus	267	17.5%
Security cameras	181	11.9%
Bike storage inside bus	149	9.8%
Distinctive branding	43	2.8%
Other (describe below)	39	2.6%
Tinted windows	27	1.8%
Total	1,527	100.0%

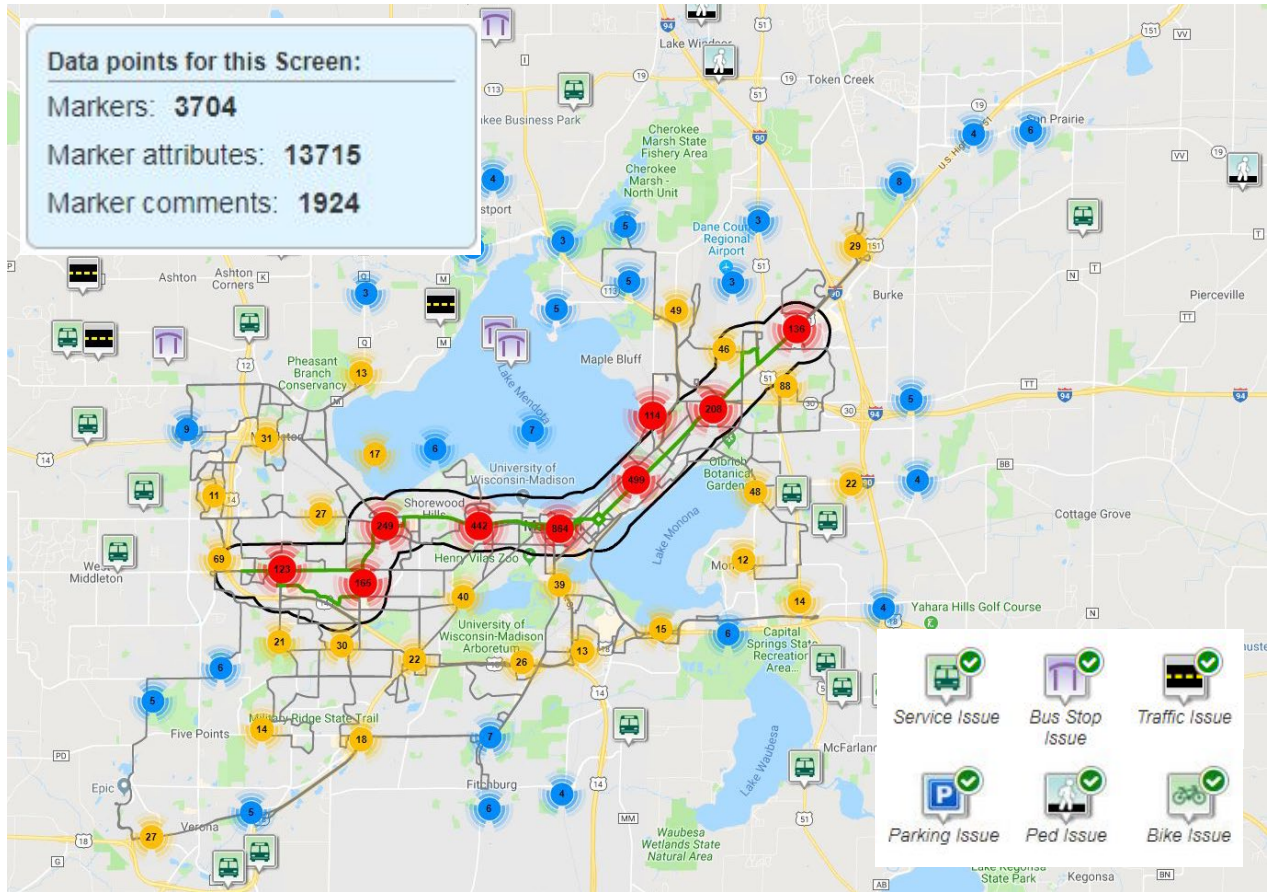
Comments: 114

Regional Benefits

What are the most important regional benefits of the BRT corridor? (Select up to 2)	Count	Percent
Faster cross-town travel times	429	29.9%
More reliable, frequent service to major employers and destinations outside of central Madison	426	29.7%
More reliable, frequent service to major employers and destinations in Downtown Madison and the UW campus area	355	24.8%
Convenient connections to park-and-ride lots	200	13.9%
Other (describe below)	24	1.7%
Total	1,434	100.0%

Comments: 156

Mapping



Service Issue	Count	Percent
Need better connecting local service	271	38.3%
Other	183	25.9%
Buses get delayed in traffic	124	17.5%
Key local bus to BRT transfer location	86	12.2%
Key intercity bus to BRT transfer location	43	6.1%
Total	707	100.0%

Markers: 1,020
Comments: 606

Bus Stop Issue	Count	Percent
Improve (add shelter or other amenity)	116	35.8%
Primary bus stop (enhance with BRT)	105	32.4%
Other	92	28.4%
Design station to match neighborhood	11	3.4%
Total	324	100.0%

Markers: 490
Comments: 280

Bike Issue	Count	Percent
Add multi-use path (next to road)	106	32.6%
Improve or add on-street bike facility	85	26.2%
Other	58	17.8%
Add bike signals at intersections	48	14.8%
Add bike racks/secure parking	28	8.6%
Total	325	100.0%

Markers: 423
Comments: 249

Pedestrian Issue	Count	Percent
Add/improve crosswalk	231	58.2%
Other	113	28.5%
Add new sidewalk to eliminate a gap	52	13.1%
Repair/replace existing sidewalk	1	0.3%
Total	397	100.0%

Markers: 569
Comments: 359

Mapping (Continued)

Traffic Issue	Count	Percent
Congestion causes travel delays	433	70.4%
Conflicts with buses, bikes and/or pedestrians	58	9.4%
Travel speeds are too fast	44	7.2%
Difficult to turn at intersection	35	5.7%
Other	24	3.9%
Frequent area for crashes	21	3.4%

Total **615** **100.0%**

Markers: 865

Comments: 312

Parking Issue	Count	Percent
Add a park-n-ride lot	121	50.4%
Preserve on-street parking	27	11.3%
Opportunity to remove on-street parking	24	10.0%
Opportunity to accommodate off-street parking	24	10.0%
Improve, or expand, existing park-n-ride lot	24	10.0%
Other	20	8.3%

Total **240** **100.0%**

Markers: 342

Comments: 119

Demographics

What is your age group

691	25 to 34
418	35 to 44
257	45 to 54
217	55 to 64
163	18 to 24
117	65 and over
10	Under 18

1873 Total

What is your annual household income

480	Over 100000
354	50000 to 74999
290	75000 to 100000
215	15000 to 34999
203	35000 to 49999
163	Prefer not to answer
84	Under 15000

1789 Total

What is your gender

887	Male
885	Female
49	Prefer not to answer
37	Nonbinarythird gender
4	Prefer to selfdescribe

1862 Total

What is your raceethnicity

1591	WhiteCaucasian
58	HispanicLatino
55	Two or more races
50	Asian
34	BlackAfrican American
19	Other not listed
9	American IndianAlaskan Native
2	Native HawaiianPacific Islander

1818 Total

What is your home zip code

*Too many responses have been given for this view.
See excel download for data.*