

# Madison Bus Rapid Transit (BRT)



metro transit

## Help us Define the Future of Public Transit in Madison!

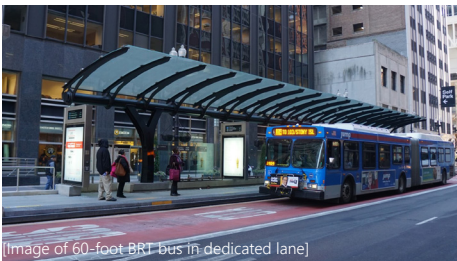
The City of Madison is exploring options for a new East-West Bus Rapid Transit (BRT) line to make our city's transit system work faster and smarter.

BRT uses dedicated lanes where feasible and modern stations to provide fast and cost-effective service to jobs, entertainment, and schools. Madison's BRT will complement existing Metro routes and be our city's next big step toward a more sustainable local transit system.



[Image of 60-foot BRT bus in dedicated lane]

## Want to Know More?



[Image of 60-foot BRT bus in dedicated lane]



[Image of larger, enclosed BRT shelter]

## Project Timeline

The Madison East-West Bus Rapid Transit Planning Study will be complete in Fall 2019. There will be two additional public meetings in the summer and fall to inform the final corridor plan.

Input gathered during this study will contribute to the next phase of design in 2020, and provide critical support for the City of Madison's application for federal funding to assist with final design and construction.

## More Information

Visit the project website at [www.madisonbrt.com](http://www.madisonbrt.com) to:

- + Sign up for email updates.
- + Take survey #2 (available through June 16<sup>th</sup>)
- + Request an informational presentation for your group or organization.
- + Learn more about BRT and this project.

Follow us on social media:

[@mymetrobus](https://twitter.com/mymetrobus) // [@CityofMadison](https://twitter.com/CityofMadison)

## Common BRT Features

### BRT Only Lanes

Separate or preferential lanes allow BRT to stay on schedule and move more efficiently through mixed traffic environments.



### Traffic Signal Priority

BRT buses can signal a green light at an upcoming intersection to stay on schedule and reduce travel times.



### Moving More Riders

BRT buses carry more passengers, and operate more times per hour, for more hours per day.



### Enhanced Transit Stations

BRT stations include real-time information, covered seating, bicycle access and enhanced pedestrian crossings.



### Support Existing Transit

BRT routes will complement other Madison Metro transit services with faster and more efficient connections.



## Contact Information

### City of Madison

#### David Trowbridge, AICP

Principal Planner, Project Manager  
dtrowbridge@cityofmadison.com  
(608) 267-1148

### Urban Assets

#### Zia Brucaya, AICP

Senior Planner, Public Engagement  
zia@urbanassetsconsulting.com  
(608) 819-6566 (x3)

# Madison Bus Rapid Transit (BRT)



metro transit

## MovingMadison Transit Initiative

Madison is an attractive and rapidly growing city. This growth cannot be sustained by the automobile alone, and Metro Transit has existing challenges to expanding and improving service.

MovingMadison is an action plan for transit measures that consolidates recommendations from City of Madison land use and transportation plans since 2008.

MovingMadison will require substantial investment to implement, but will provide the transportation framework necessary for Madison to flourish. **Madison BRT is a part of this action plan.**



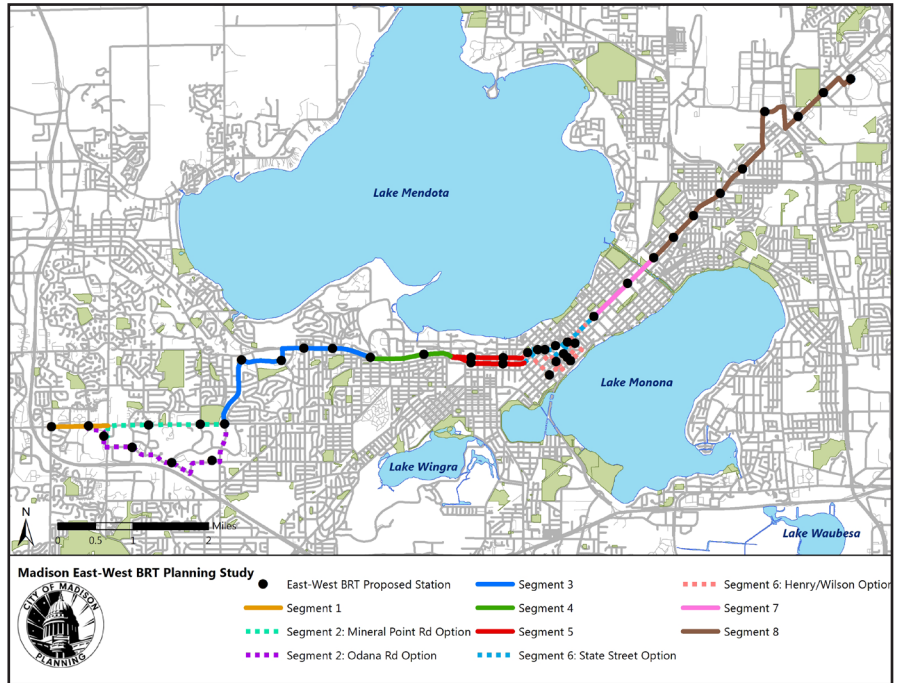
[Image of an existing Metro bus on State Street, driving next to two bicyclists]

## East-West BRT Planning Study: Preliminary Route Options

Madison's BRT will meet the following local needs:

1. Provide **faster travel times** throughout the corridor.
2. Provide **more frequent and regular service** connecting all neighborhoods.
3. Provide **better mobility for all ages**.
4. Accommodate increasing travel demand through **multimodal investment**.
5. Provide transit to support Madison's **sustainable growth** plans and policies.

[Caption: The proposed East-West BRT route will extend from approximately West Towne Mall to East Towne Mall, along Mineral Point Road or Odana Road, to Whitney Way, to University Avenue, through downtown, and along East Washington Avenue. The exact station locations, as well as preferred route options on the west side and downtown, are still under consideration.]



## East-West BRT Planning Study Timeline

### Phase I

- Winter 2018-2019
- Develop Initial Options

### Phase II

- Spring/Summer 2019
- Evaluate Options (public engagement, engineering)

### Phase III

- Fall 2019
- Select Locally Preferred Alternative (LPA)
- Refine Details

### Federal Funding, Design, Construction

- 2020-2024
- Obtain Federal Capital Funding
- Finalize Local Funding
- Complete Design

Opening Day Target:  
August 2024

Public Engagement