



# Rapid Route B

Draft Locally Preferred Alternative and Next Steps

CITY OF MADISON - TRANSPORTATION COMMISSION  
MARCH 27, 2024



# Presentation Overview

Introduction

3

Summary of Draft Locally Preferred Alternative

10

Public and Stakeholder Feedback

27

Next Steps

31

The background features abstract geometric shapes. A light blue line starts from the left, curves down, and then right. A yellow line starts from the bottom, curves up, and then right. A dark blue circle is positioned on the left side. There are also small dark blue circles at the corners of the lines.

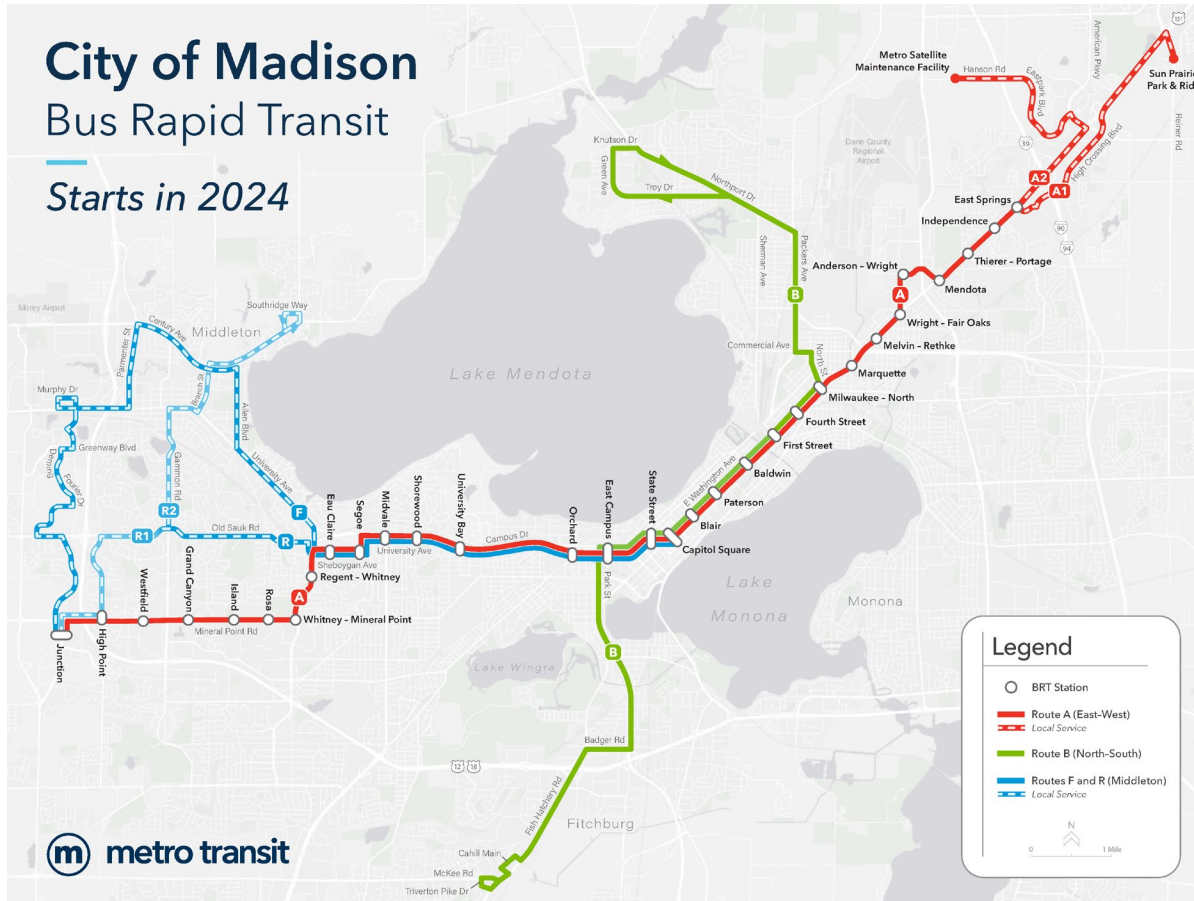
# INTRODUCTION

about the project



4

# ABOUT RAPID ROUTE B



Metro Transit's **2<sup>nd</sup> bus rapid transit** route

About **9.5 miles of new BRT runningway**

**26 new stations**

**Shares 3.5 miles and 9 stations** and with Rapid Route A along isthmus



5

## FEATURES WILL INCLUDE



Service every 15 minutes during most of the day



High-quality stations with raised platforms



Priority at traffic signals



Dedicated lanes with fewer stops



Faster fare payment



All-electric 60-foot buses (purchased with east-west BRT project)



6

## WHY INVEST IN BUS RAPID TRANSIT ALONG ROUTE B?



Expand rapid transit service to **53,000 more people**.



Provide rapid transit service to **40,000 more jobs**.



Improve access to **43 schools and childcare centers, 10 grocery stores, 4 hospitals**, and more.



Features like high-quality stations with platforms **improve the access**, especially for seniors and people with disabilities.



Better sidewalk connections, traffic calming, and a new multiuse path on Park Street will **improve safety** along the corridor.



Improve service for **14,000 lower-income families**, many who depend on transit.



**Invest millions of dollars in Federal funding** in Madison's north and south sides.



Demonstrate our commitment to racial equity: **nearly 40 percent of residents** along the new rapid transit route are **people of color**.



7

## What is a Locally Preferred Alternative?

A community's preferred mode and route that best meets the needs of the corridor.

### THE LOCALLY PREFERRED ALTERNATIVE IDENTIFIES:

- Mode (BRT, rail or other)
- General route alignment
- General station locations
- General runningway characteristics

### IT IS NOT:

- A detailed design document
- The end of analysis and planning
- Approval of funding for the project
- The end of public involvement



## What is a Locally Preferred Alternative?

A community's preferred mode and route that best meets the needs of the corridor.

### WHY THE LPA IS IMPORTANT:

- Solidifies key planning decisions
- Allows the project to begin preliminary engineering
- Allows the project to begin environmental analysis
  
- Decisions can be revisited, but getting the LPA right minimizes delays and costs





9

# WHERE ARE WE IN THE PROCESS?

2012

Greater Madison Metropolitan Planning Organization **report recommends bus rapid transit corridors**

2023

**Project kick-off:** City of Madison enters Federal Transit Administration's Project Development Process for Rapid Route B

*Construction on Rapid Route A begins (East-West)*

2024-2025

**Locally Preferred Alternative is drafted and adopted;** preliminary design, environmental review, and engineering continues through 2025

**\$118M in Federal funding** for the project is included in the President's FY 2025 budget request

*Rapid Route A opens to service*

2026-2028

**Construction**

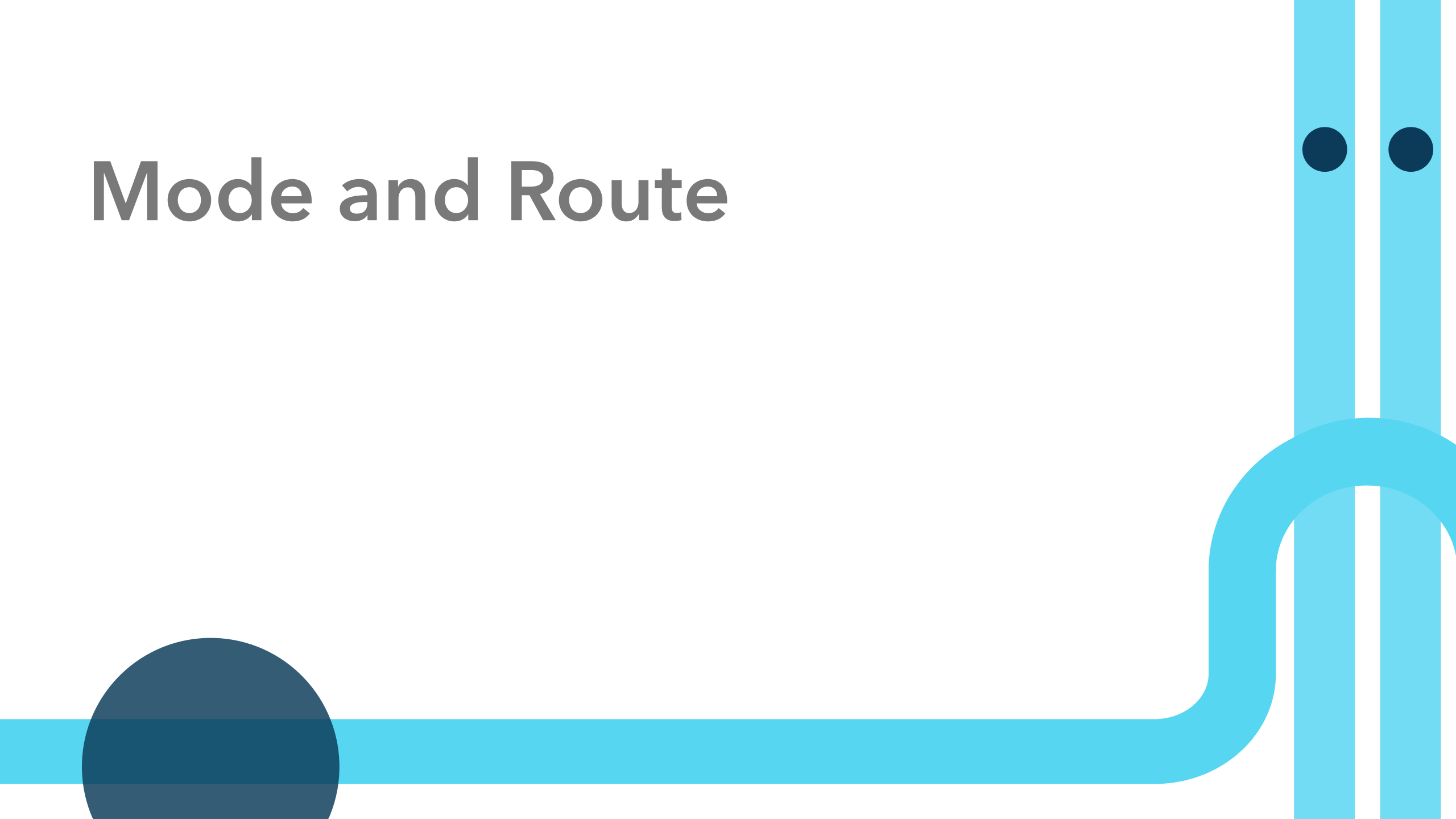
2028/2029

**Open to Service**

The graphic features a light blue background with several thick, rounded lines. A light blue line starts from the left edge, curves down and right, then continues horizontally. A yellow line starts from the bottom edge, curves up and left, then continues horizontally. A dark blue circle is positioned on the left side. Two smaller dark blue circles are placed at the corners where the light blue and yellow lines meet. The text is centered in the upper right area.

# Summary of the Draft Locally Preferred Alternative

# Mode and Route





12

## Mode

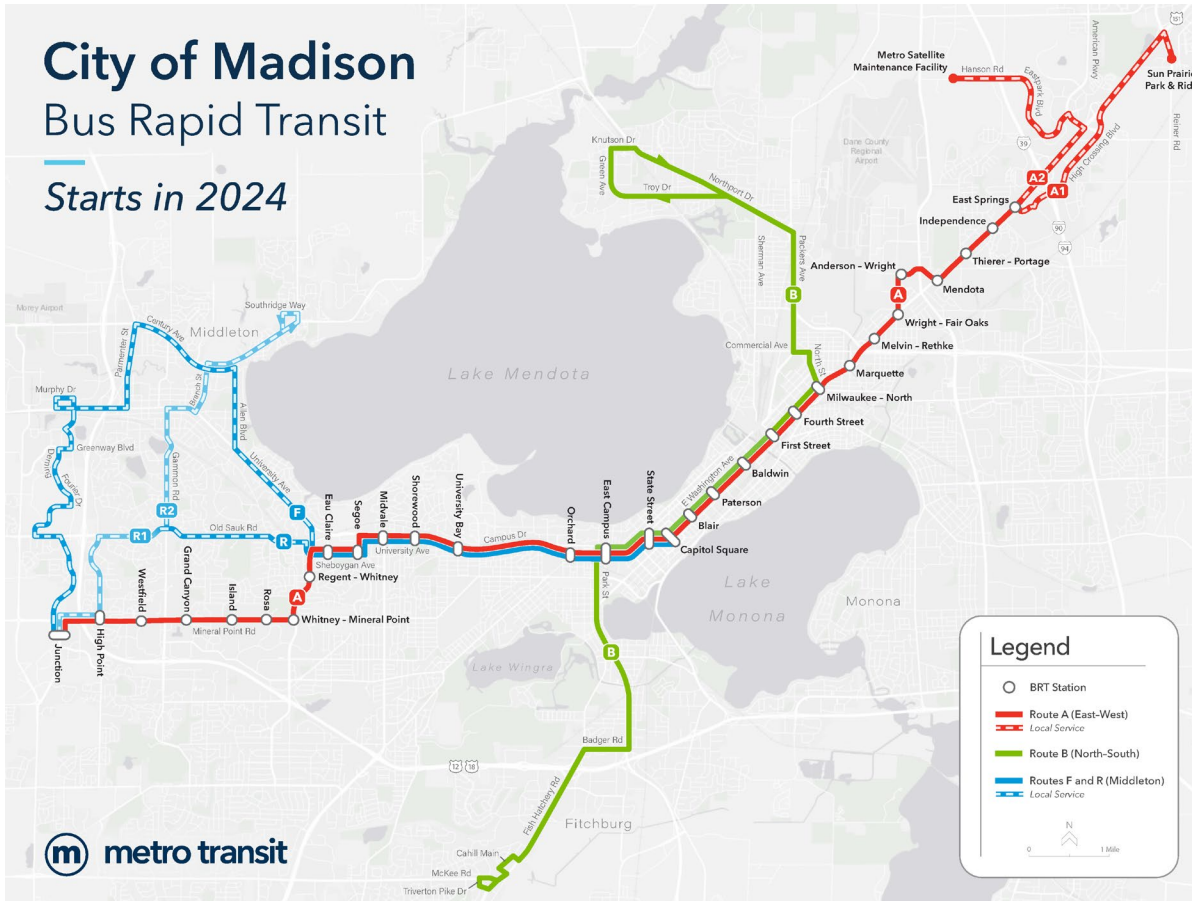
2012 MPO study analyzed **bus rapid transit**, light rail, commuter rail, and streetcar for enhanced transit service in Madison.

- ✗ **Light rail dismissed** due to high cost and recent roadway reconstructions
- ✗ **Commuter rail dismissed** due to high cost and route limitations
- ✗ **Streetcar dismissed** due to high cost and limited travel time improvements
- ✓ **Bus rapid transit selected** due to its cost effectiveness, route and station options, travel time improvements, and ability to integrate into existing roadway system.



13

# Recommended Route



2012 MPO study recommended bus rapid transit corridors and Metro Transit's 2023 Transit Network Redesign defined Routes A and B, which were planned to become the future bus rapid transit routes.

Route B was designed to serve areas with a high density of people, jobs, and other destinations as well as areas with existing high ridership, along major thoroughfares of the City.



14

# Recommended Service Plan

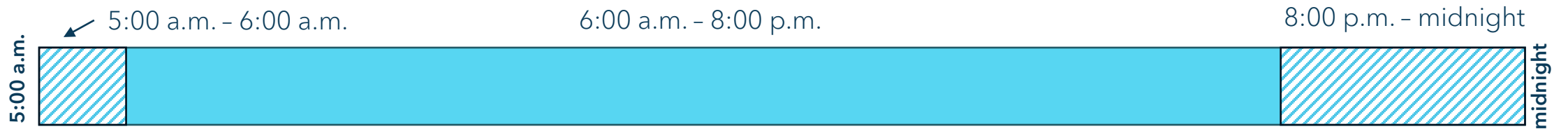


Buses arrive every 15 minutes



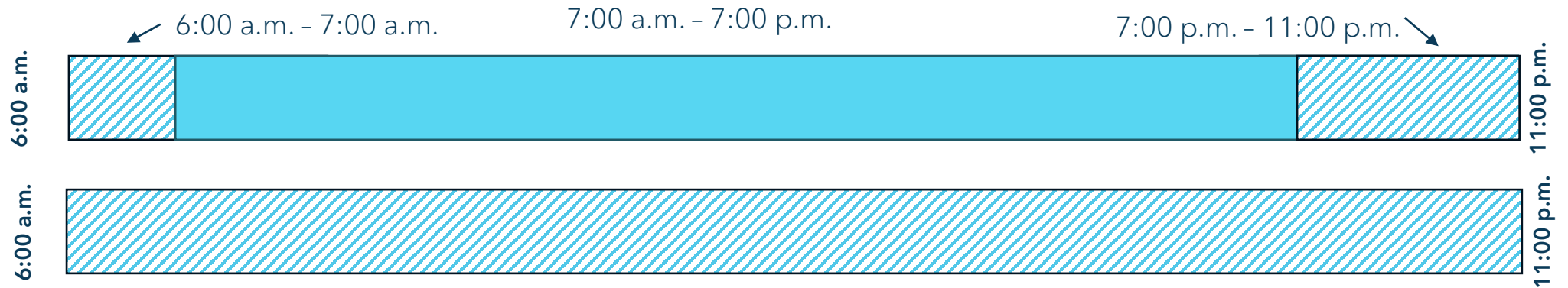
Buses arrive every 30 minutes

WEEKDAYS



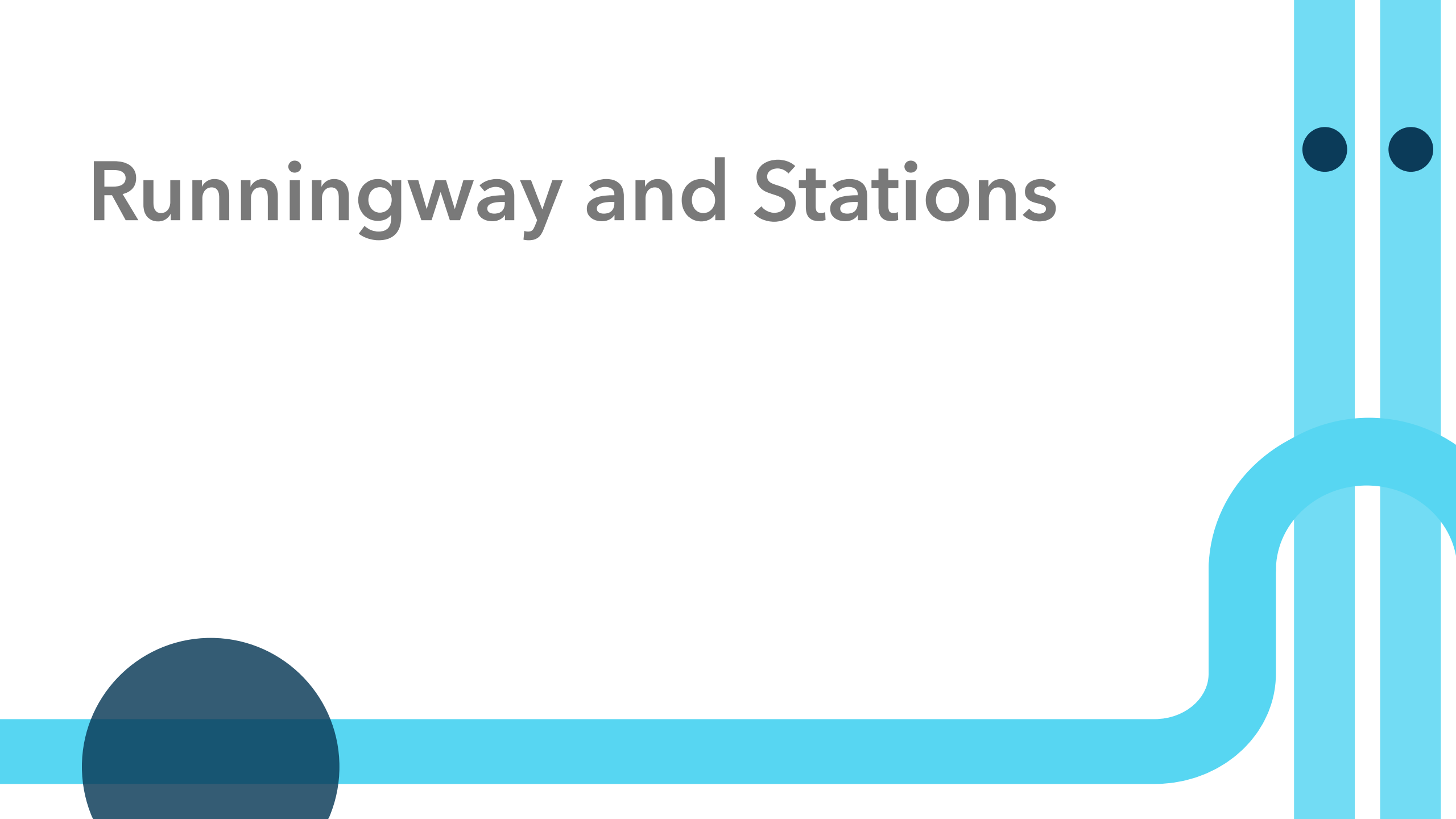
WEEKENDS

SUN SAT



*Service plan is essentially the same as existing Route B.*

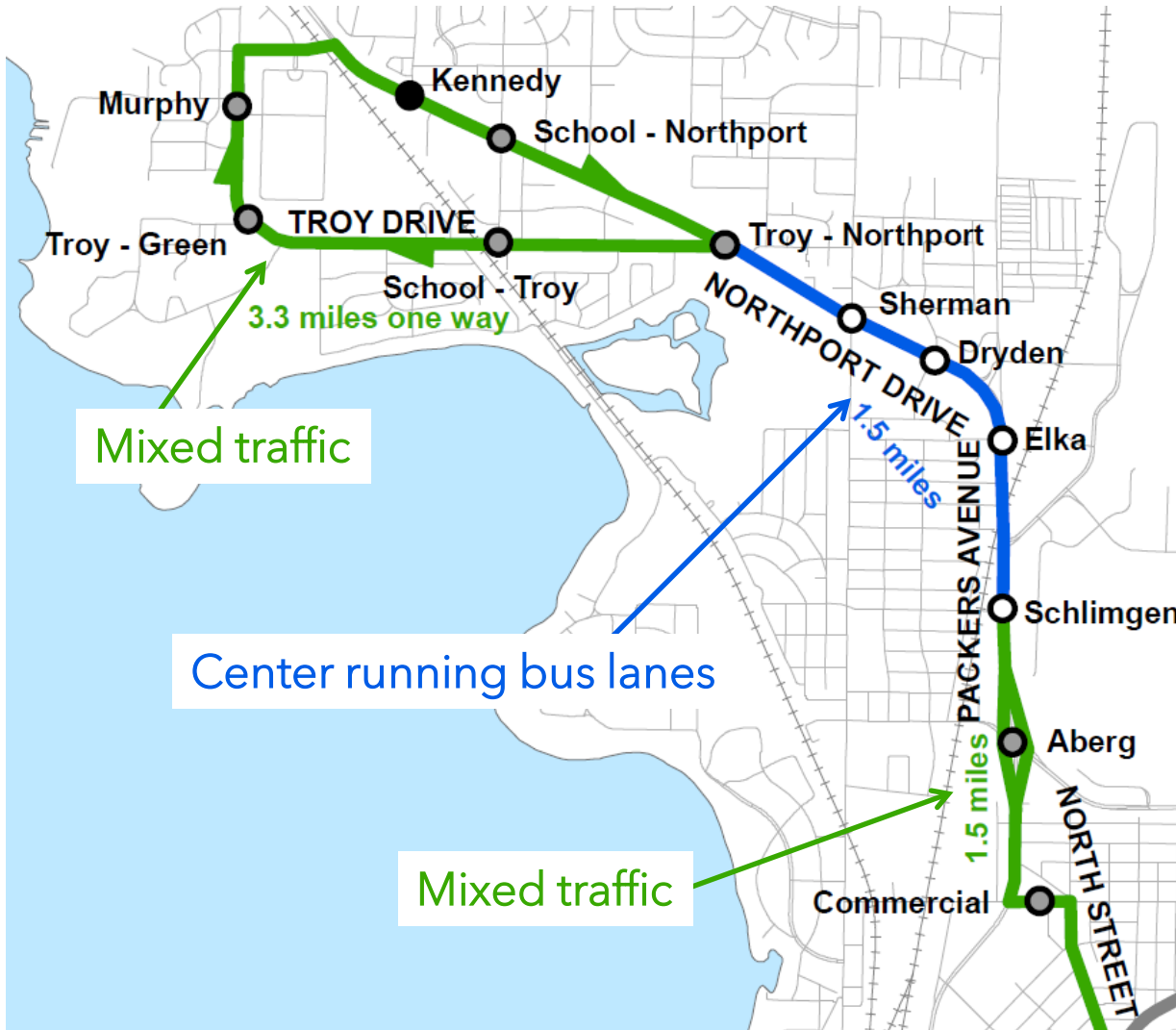
# Runnigway and Stations





16

# North Segment



## NORTH SEGMENT STATIONS

1. Kennedy (one-way, side running, terminal)
2. Murphy (one-way, side running)
3. Troy - Green (one-way, side running)
4. School - Troy (one-way, side running)
5. School - Northport (side running)
6. Troy - Northport (WB side, EB center)
7. Sherman (center running)
8. Dryden (center running)
9. Elka (center running)
10. Schlimgen (center running)
11. Aberg (side running)
12. Commercial (side running)



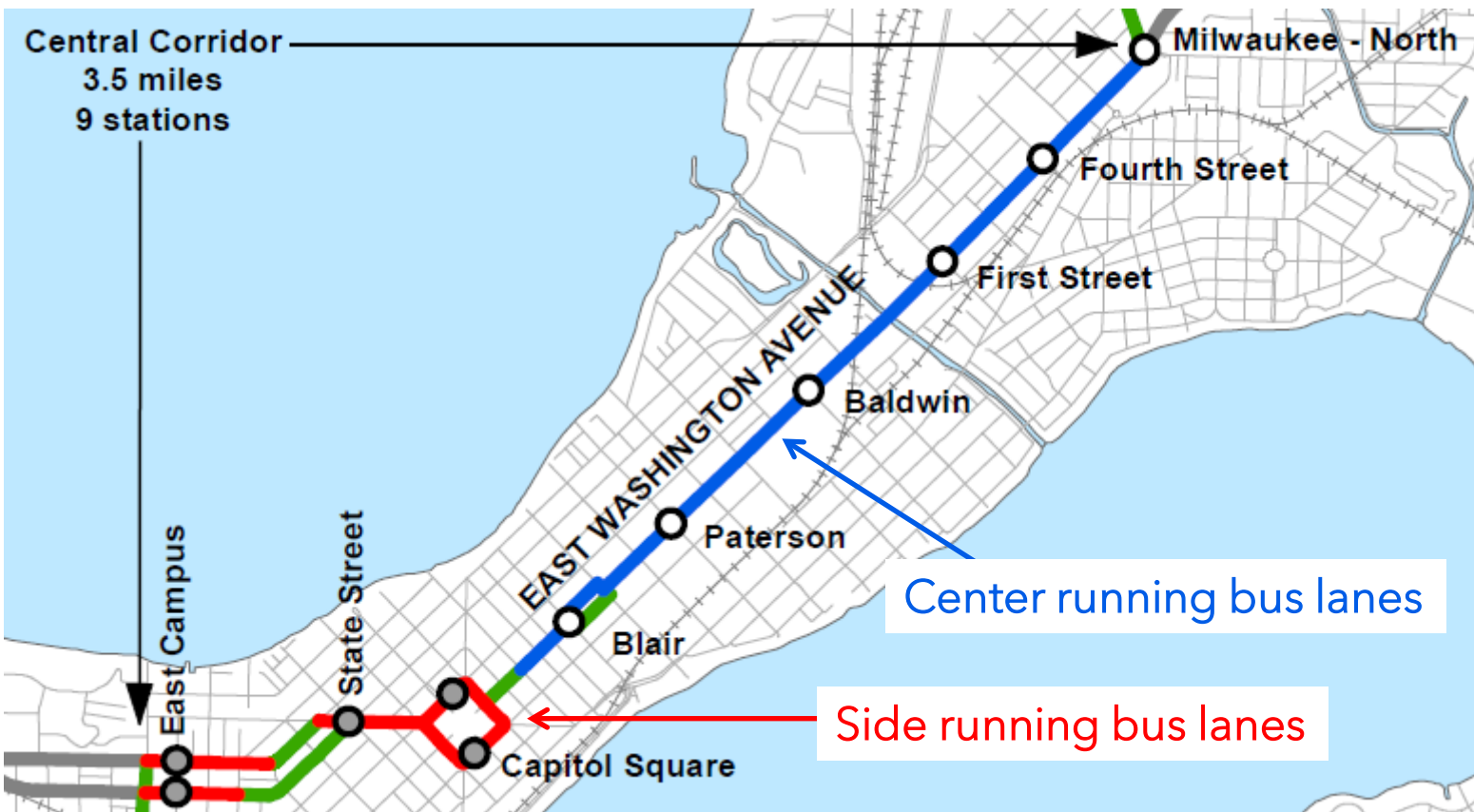


17

# Central Segment

## CENTRAL SEGMENT STATIONS

- Milwaukee - North (new NB side running)
- Fourth Street (center running)
- First Street (center running)
- Baldwin (center running)
- Paterson (center running)
- Blair (center running)
- Capitol Square (side running)
- State Street (side running)
- East Campus (side running)



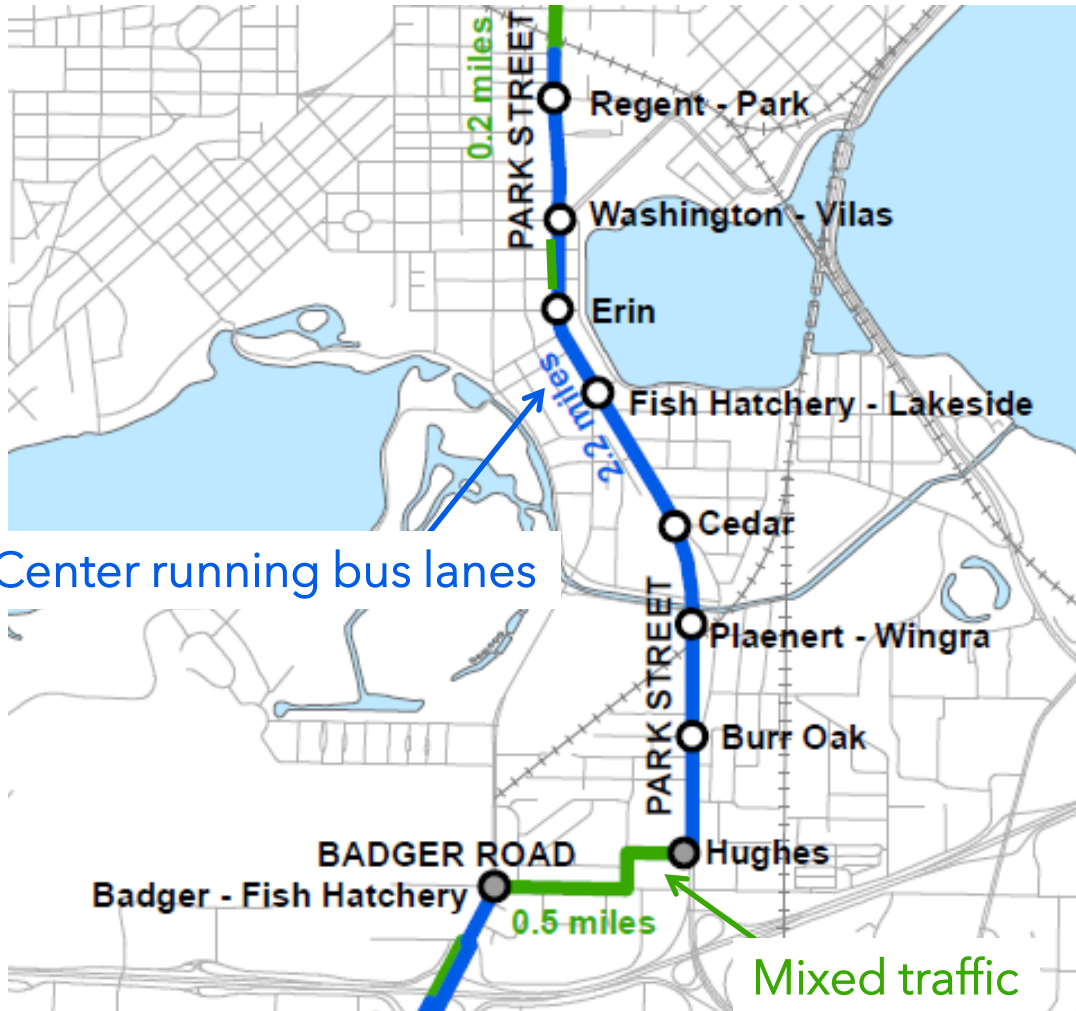


18

# South Madison

## SOUTH MADISON STATIONS

- 13. Regent - Park (center running)
- 14. Washington - Vilas (center running)
- 15. Erin (center running)
- 16. Fish Hatchery - Lakeside (center running)
- 17. Cedar (center running)
- 18. Plaenert - Wingra (center running)
- 19. Burr Oak (center running)
- 20. Hughes (center running)
- 21. Badger - Fish Hatchery (center running)

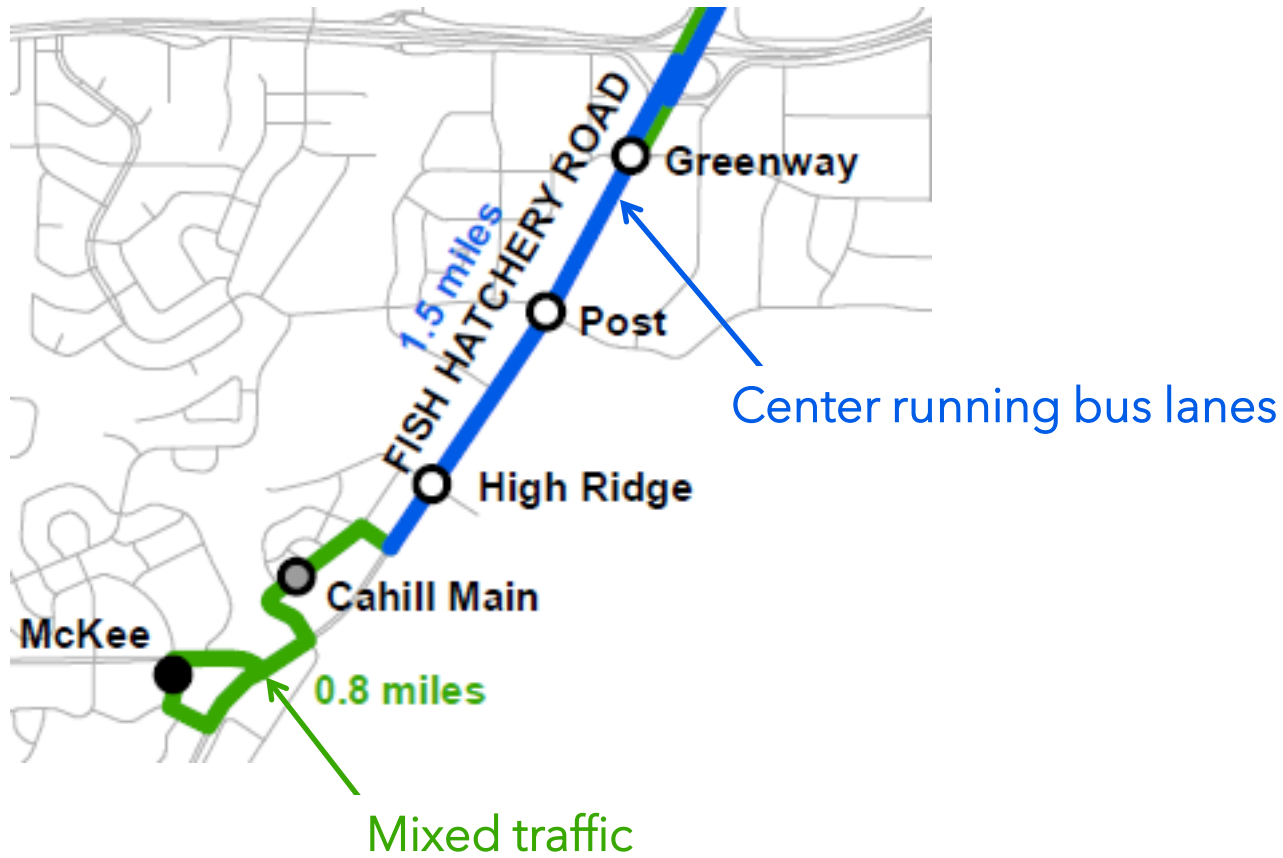


*\*Station located in the City of Fitchburg*



19

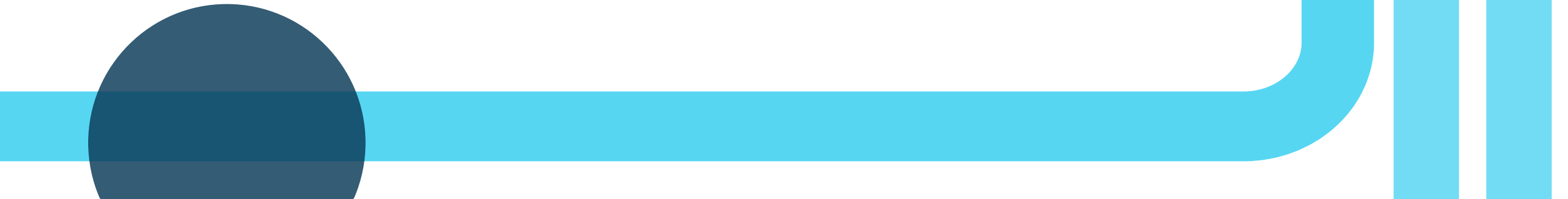
# Fitchburg



## FITCHBURG STATIONS

- 22. Greenway (NB side, SB center)
- 23. Post (center running)
- 24. High Ridge (center running)
- 25. Cahill Main (side running)
- 26. McKee (side running, terminal)

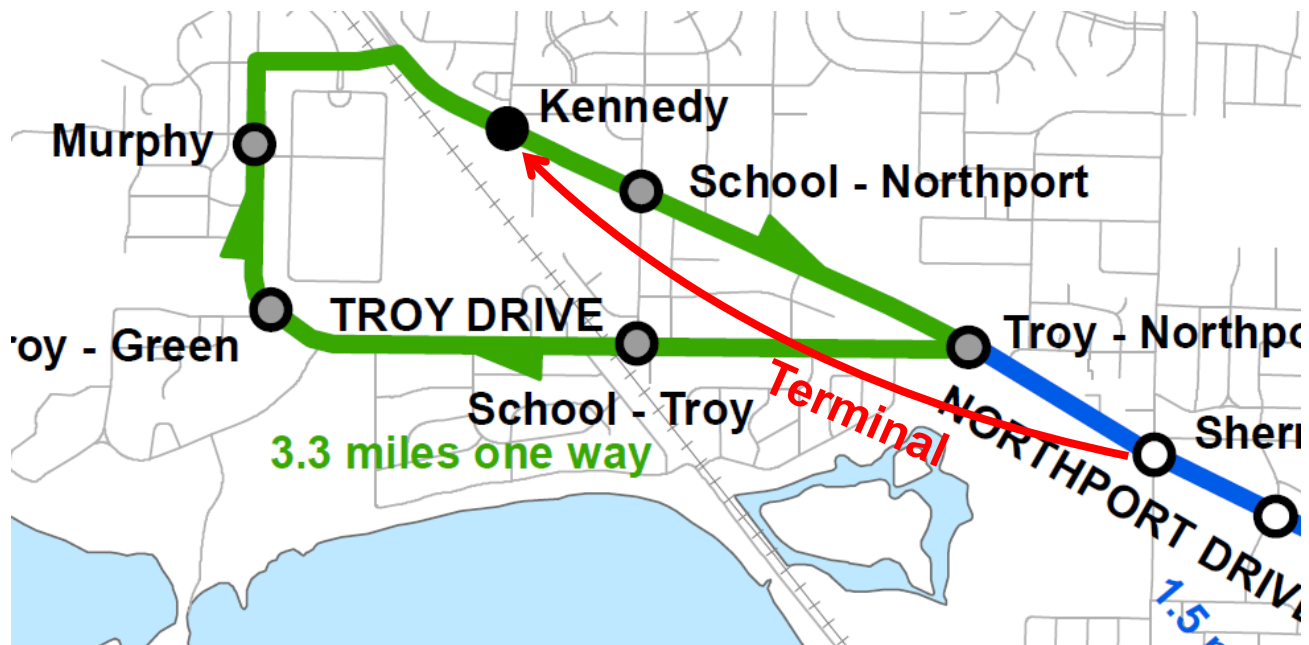
# Updates since December Meetings





21

# North Terminal at Kennedy

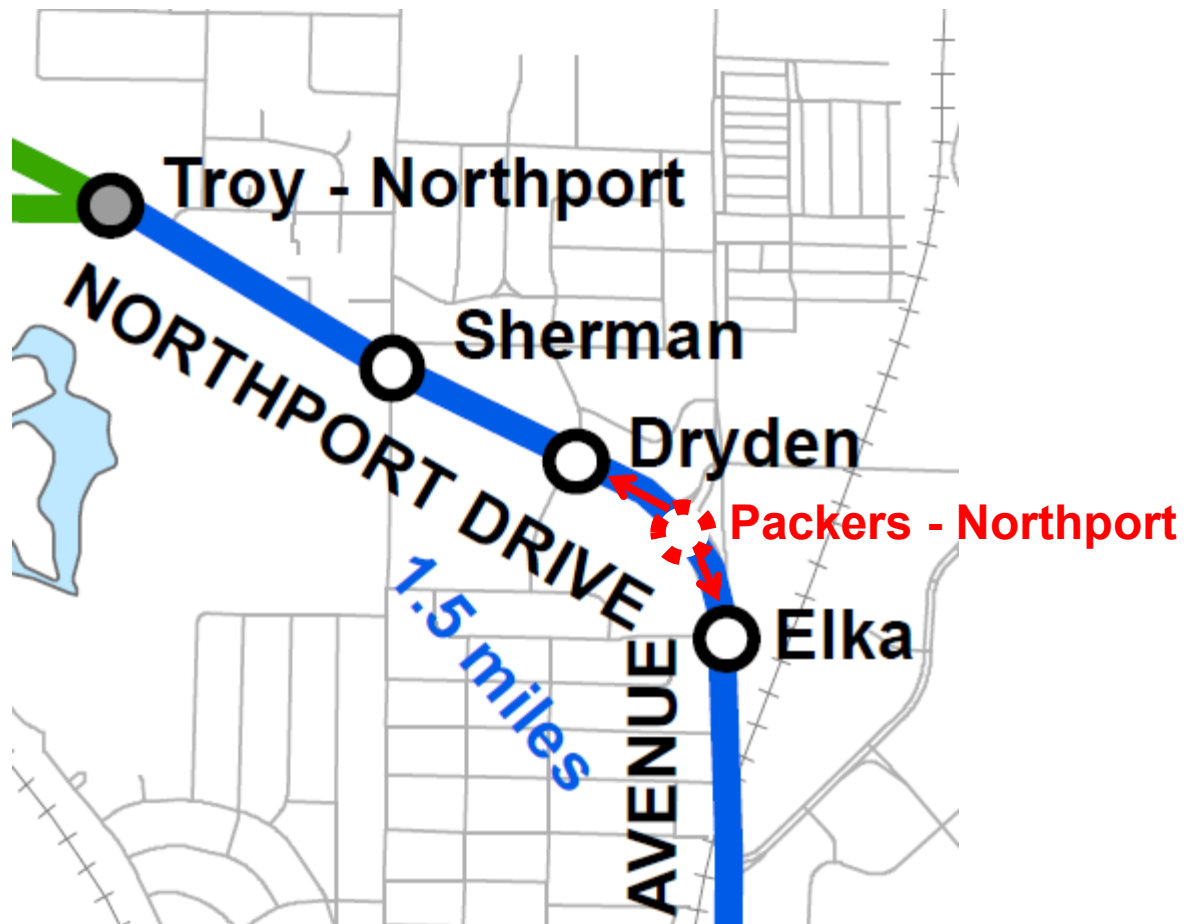


The one-way loop will remain, but the terminal will be relocated from Northport and Sherman to Northport and Kennedy. This means very few people will have to wait through the layover.



22

## Packers - Northport Station split



The best solution in this area is to provide two stations, one at Dryden and one at Elka. This adds a station, but avoids placing the station in a pedestrian hostile environment.

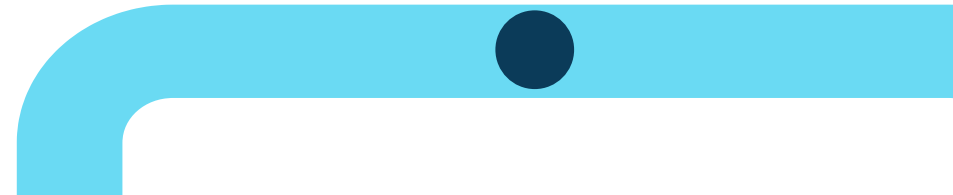


23

# International moved to Schlimgen



With the new station at Elka, moving the International station to Schlimgen optimizes station spacing.





24

# Parking Accommodated on Park Street



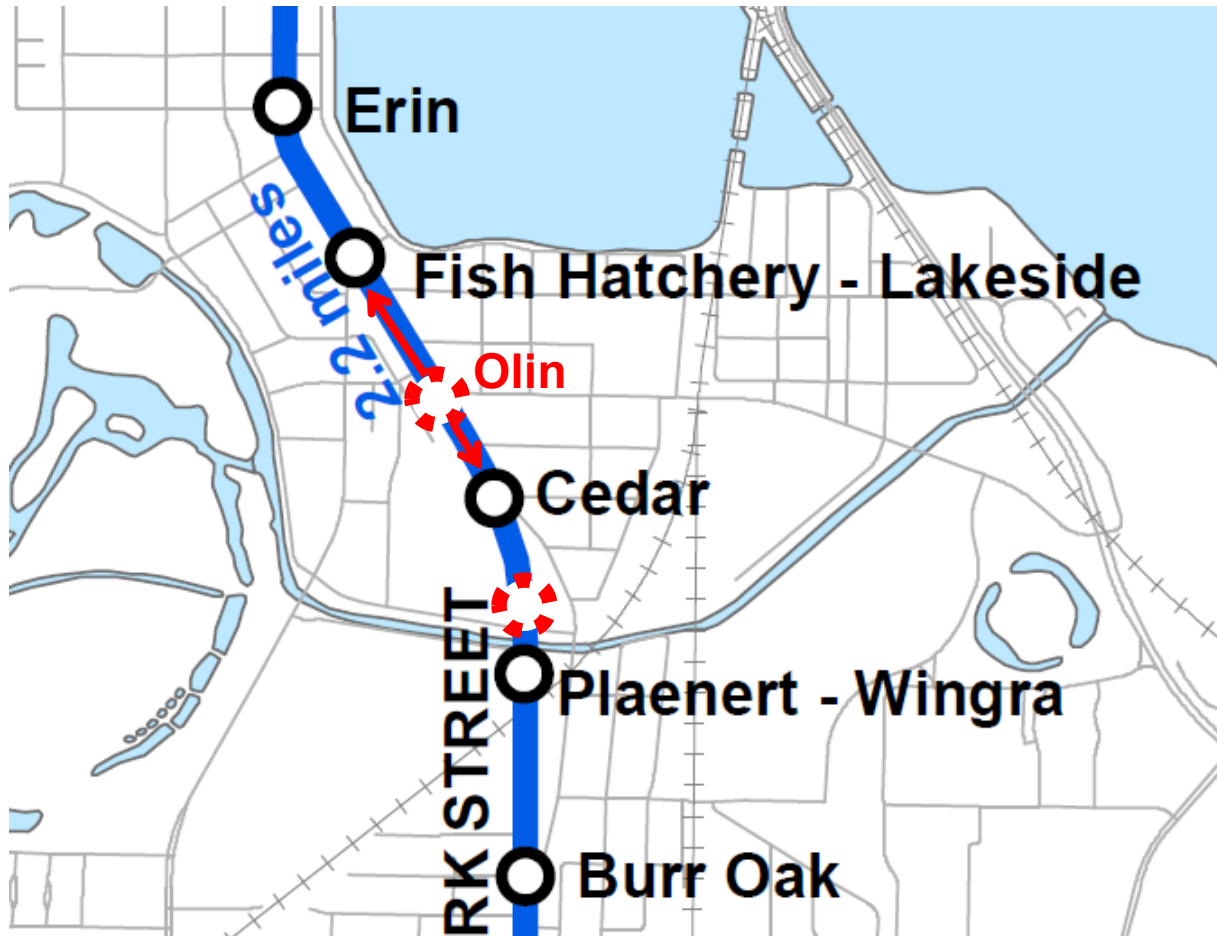
Parking on South Park Street was found to be necessary on several blocks. Maintaining this parking does not significantly adversely affect the BRT line.





25

# Olin Station split into two stations



Olin station is split into two stations: Fish Hatchery - Lakeside and Cedar. This provides better coverage to the neighborhood and new grocery store on Cedar. Wingra station is moved slightly to the south, to Plaenert - Wingra to optimize station spacing.



# Park St Opportunities



Bus lanes

Shared  
use  
path

Sufficient  
Terrace for  
Canopy



# Park St Opportunities



Labor

Wingra

Shared  
Use Path

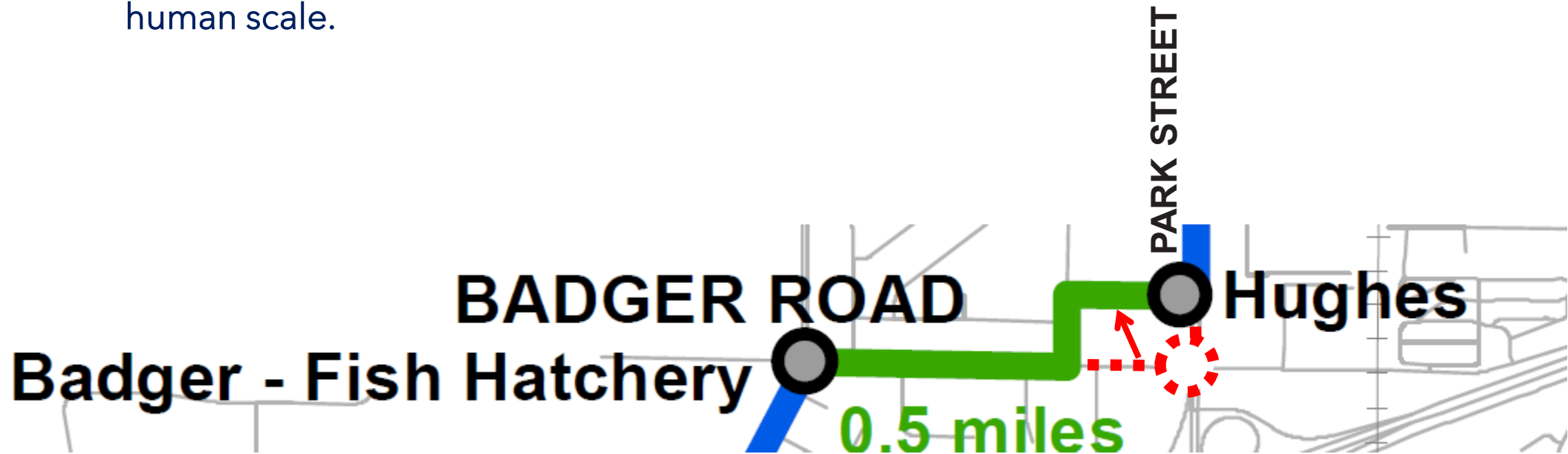




28

## Park and Badger moved to Hughes

The former South Transfer Point is proposed to move one-half block north to Hughes Place. This change removes BRT from the Park and Badger intersection which reduces delay and also allows that intersection to be smaller and more human scale.



The image features a white background with abstract graphic elements. On the left, a large dark blue circle is positioned. A thick, light blue line starts from the left edge, curves downwards and to the right, then continues horizontally. A smaller dark blue circle is located on the first curve. At the bottom, a thick yellow line curves upwards and to the right, overlapping the light blue line. A dark blue circle is on the yellow line's curve. In the top right corner, another thick light blue line curves downwards and to the right. The text 'Public and Stakeholder Feedback' is written in a bold, dark blue, sans-serif font on the right side of the image.

# Public and Stakeholder Feedback



30

# Public and Stakeholder Engagement

## PUBLIC ENGAGEMENT

- 4 public meetings held in November 2023 with approx. 125 participants; in-person and virtual options
- On-board bus rider survey completed in February and March 2024
- Outreach at public libraries and other events

## STAKEHOLDER ENGAGEMENT

- 50 stakeholder meetings (October 2023 – March 2024), including:
  - Access to Independence, Arc-Dane County, ADRC
  - Urban League of Greater Madison, Nehemiah Center for Urban Leadership Development, Centro Hispano (scheduled), Wisconsin Hmong Association (scheduled)
  - Madison Bikes, Madison Area Bus Advocates
  - Business groups including chambers of commerce, etc.
  - Neighborhood Resource Teams
  - Northside and South Madison Planning Councils
  - Neighborhood Associations
  - Madison College, UW Madison,
  - Individual businesses and employers (S. Park Street business owners, SSM, Meriter, etc.)
  - *More being scheduled*



31

# Key Themes from Feedback

## SAFETY CONCERNS

Staff received feedback from several sources stating concerns for pedestrian and general road safety along the S. Park Street, Packers Avenue, and Northport Drive corridors.

## SPECIFIC STATION LOCATIONS

Several members of the public advocated for stations to be added along the north segment at Schlimgen Avenue and Dryden Drive, and along the south segment at Fish Hatchery Road and Cedar Street.

## STATION SPACING

Some stakeholders and members of the public noted that the planned station spacing of approximately one-half mile was too wide. Access for seniors and people with disabilities was noted.

## AIRPORT CONNECTION

Staff received feedback from several members of the public and some stakeholders advocating that the north segment connect to the airport.

## PARKING AND BIKE LANES

Staff received feedback from some business owners, members of the public and stakeholders expressing concern about losing on-street parking (S. Park Street) or on-street bike facilities (City of Fitchburg) in favor of dedicated bus lanes.

## SOUTH TERMINI

Staff received comments supporting an extension of the route south to Fitchburg City Hall.

## BUS LANES + STATIONS IN MEDIAN

Staff received questions and concerns how bus-only lanes would be enforced and safety concerns regarding stations in the median.



32

## Staff Responses to Key Themes from Feedback

### SAFETY CONCERNS

Staff is working to incorporate improved safety measures throughout the project and will do so as part of the design process—in coordination with the Vision Zero team and following NACTO guidance.

### SPECIFIC STATION LOCATIONS

Stations have been rearranged to add Dryden, Elka, Schlimgen, Fish Hatchery - Lakeside, and Cedar, in place of Packers - Northport, International, and Olin based on public and stakeholder feedback.

### STATION SPACING

Staff reviewed station spacing and is generally recommending the project retain half-mile spacing between stations. Two additional stations have been added as a result of rearranging the stations.

### SHERMAN AND AIRPORT CONNECTION

Some comments support either shifting the route to Sherman or relocating the terminal to the airport. Staff recommends staying on Packers and Northport for the higher speed and higher ridership potential.

### PARKING AND BIKE LANES

Staff met individually with businesses and bike advocates to discuss concerns and proposed compromises that address some concerns—retaining some parking and a bike facility—while also maintaining bus operations in those segments.

### SOUTH TERMINI

Although discussions are on-going, due to operational inefficiency, cost, and lack of transit-oriented density south of McKee, staff does not currently recommend extending the southern termini.

### BUS LANES + STATIONS IN MEDIAN

Staff will continue to discuss these concerns with the public and stakeholders and look for ways to improve understanding.



A decorative graphic consisting of thick, rounded lines in light blue and yellow. A large dark blue circle is on the left. A light blue line starts from the left, curves down, then right, then up, then right again. A yellow line starts from the bottom, curves up, then right, then down. A horizontal light blue line runs across the bottom, with a yellow line overlapping it. Small dark blue circles are placed at various points where the lines meet or curve.

# NEXT STEPS

public involvement and adopting the locally preferred alternative



34

# Path to the Locally Preferred Alternative

**April 2024**

Present the draft Locally Preferred Alternative at public involvement and stakeholder meetings—collect feedback

**April & May 2024**

Review and incorporate feedback

**May 2024**

Present final draft of Locally Preferred Alternative and report to Transportation Commissions and Common Councils (Madison and Fitchburg) for recommendation and adoption

**June 2024+**

Environmental review process can begin (area of potential effect is identified); design and engineering continue

*Public and stakeholder involvement continues throughout project*



35

# Upcoming Public Meetings

## VIRTUAL MEETING

**Monday, April 22**

**5:30pm - 7:00pm**

Register and receive meeting link at [www.madisonbrt.com](http://www.madisonbrt.com)



## IN-PERSON MEETINGS

***South Madison***

**Tuesday, April 23**

**5:30pm - 7:30pm**

Urban League (2222 S. Park Street)

***North Madison***

**Thursday, April 25**

**5:30pm - 7:30pm**

Warner Park Community Center  
(1625 Northport Drive)

***Fitchburg***

**Monday, April 29**

**5:30pm - 7:30pm**

City on a Hill (2420 Fish Hatchery Rd.)



# Rapid Route B

Draft Locally Preferred Alternative and Next Steps

[www.madisonbrt.com](http://www.madisonbrt.com)

[brt@cityofmadison.com](mailto:brt@cityofmadison.com)

CITY OF MADISON - TRANSPORTATION COMMISSION  
MARCH 27, 2024