

# Madison Bus Rapid Transit

University Runningway Options

October 19, 2020

MADISON DEPARTMENT

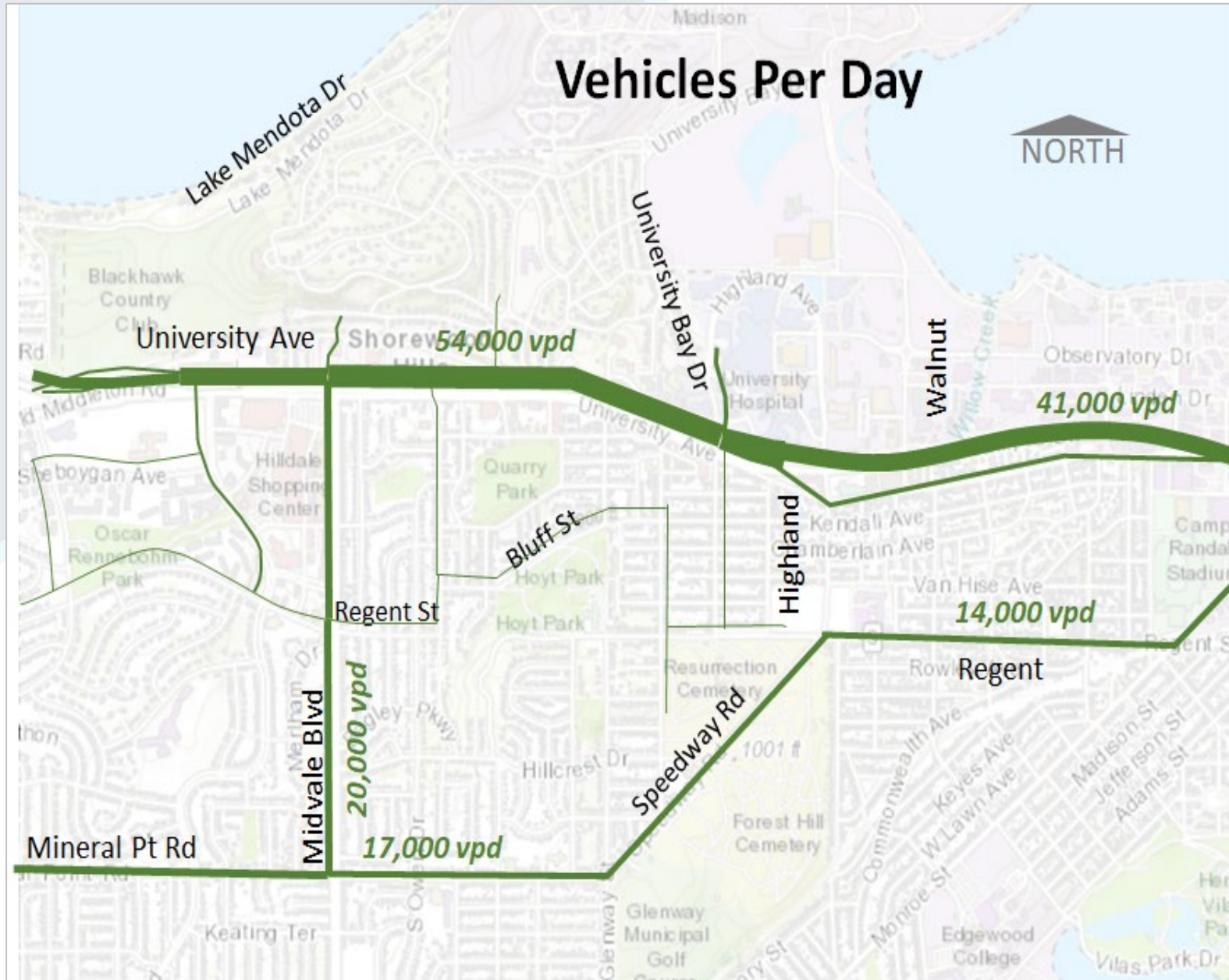


OF TRANSPORTATION

# Bus Rapid Transit



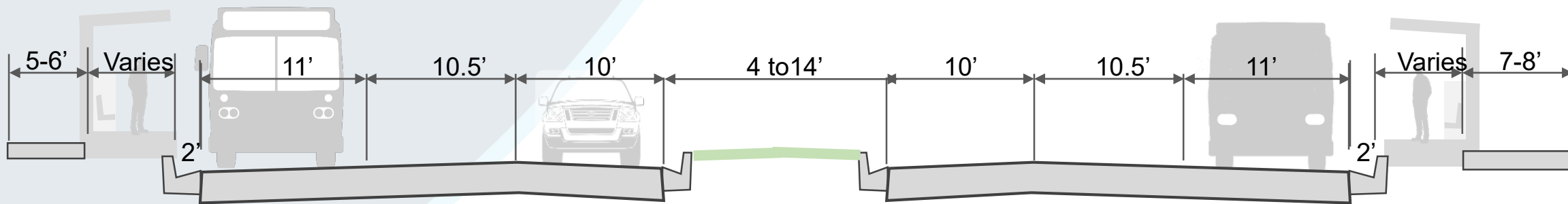
# Vehicles Per Day



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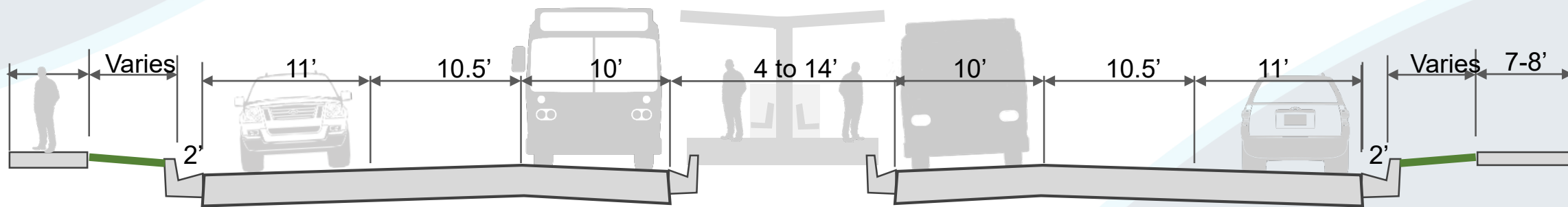
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BRT in mixed traffic

**Alternative 1**  
(as approved)

BRT in mixed traffic



BRT  
dedicated  
lane

**Alternative 2**  
(Capacity Reduction)

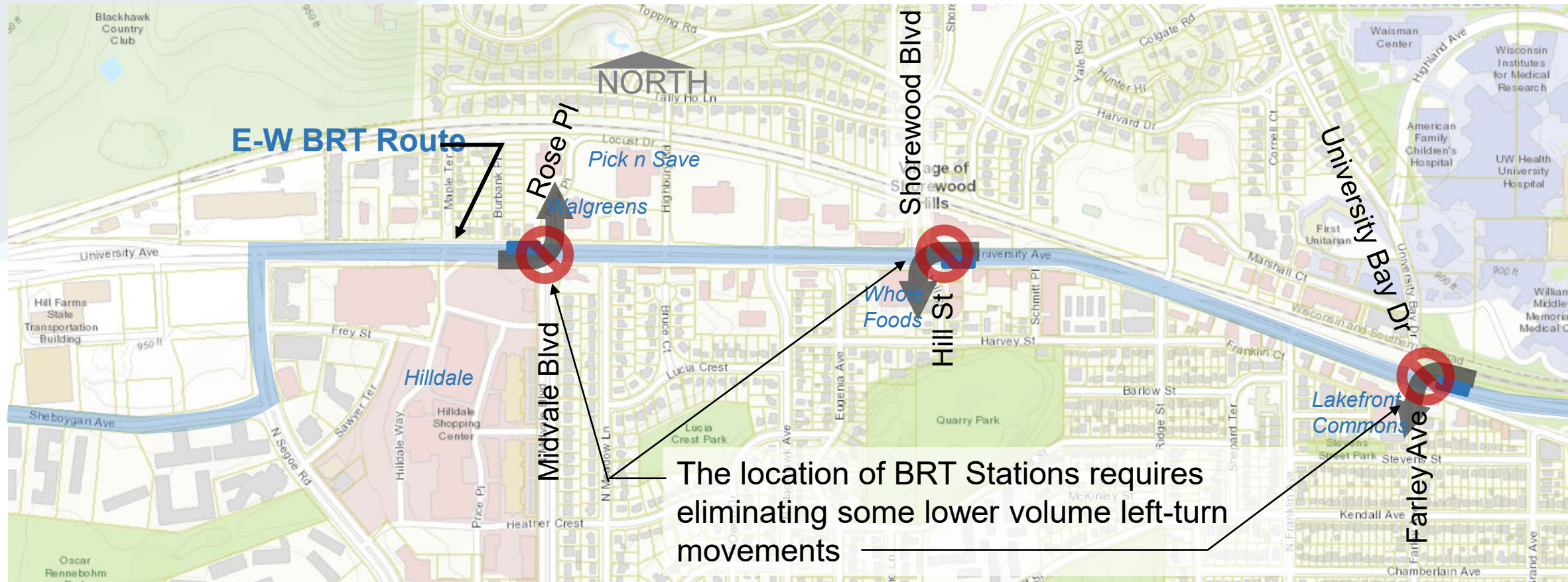
BRT  
dedicated  
lane

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# Alternative 2 Restrictions

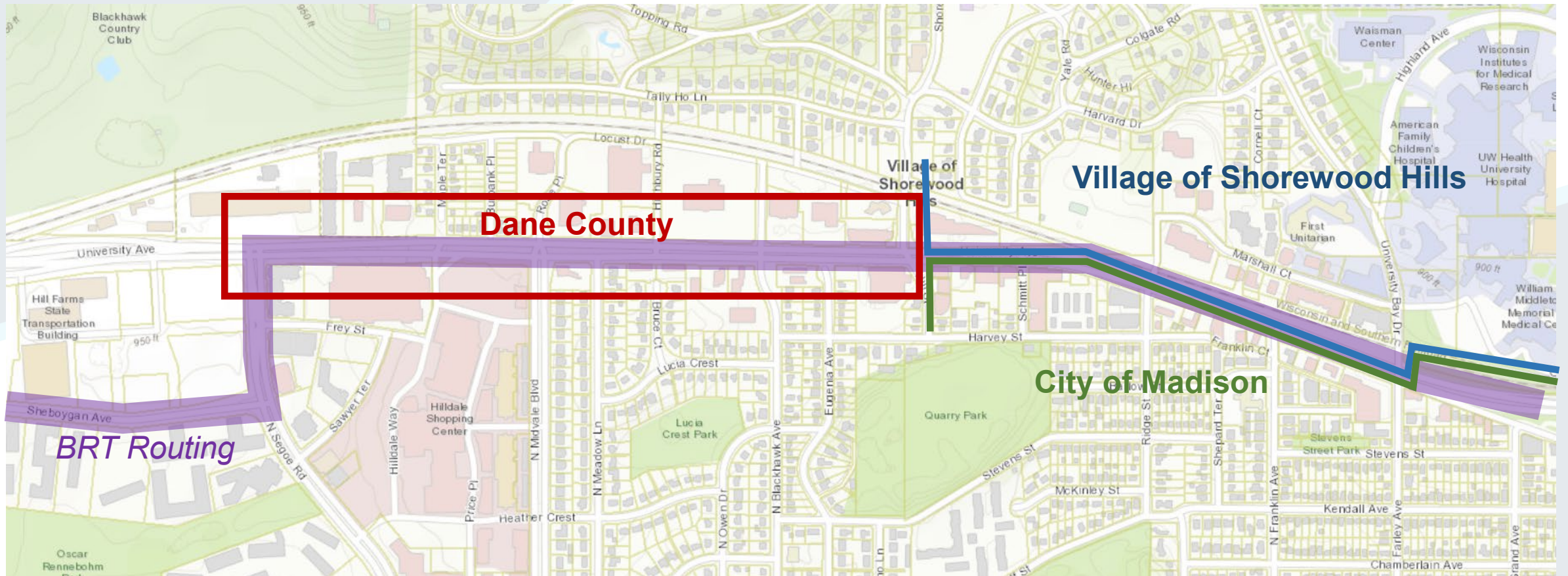


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# Jurisdiction



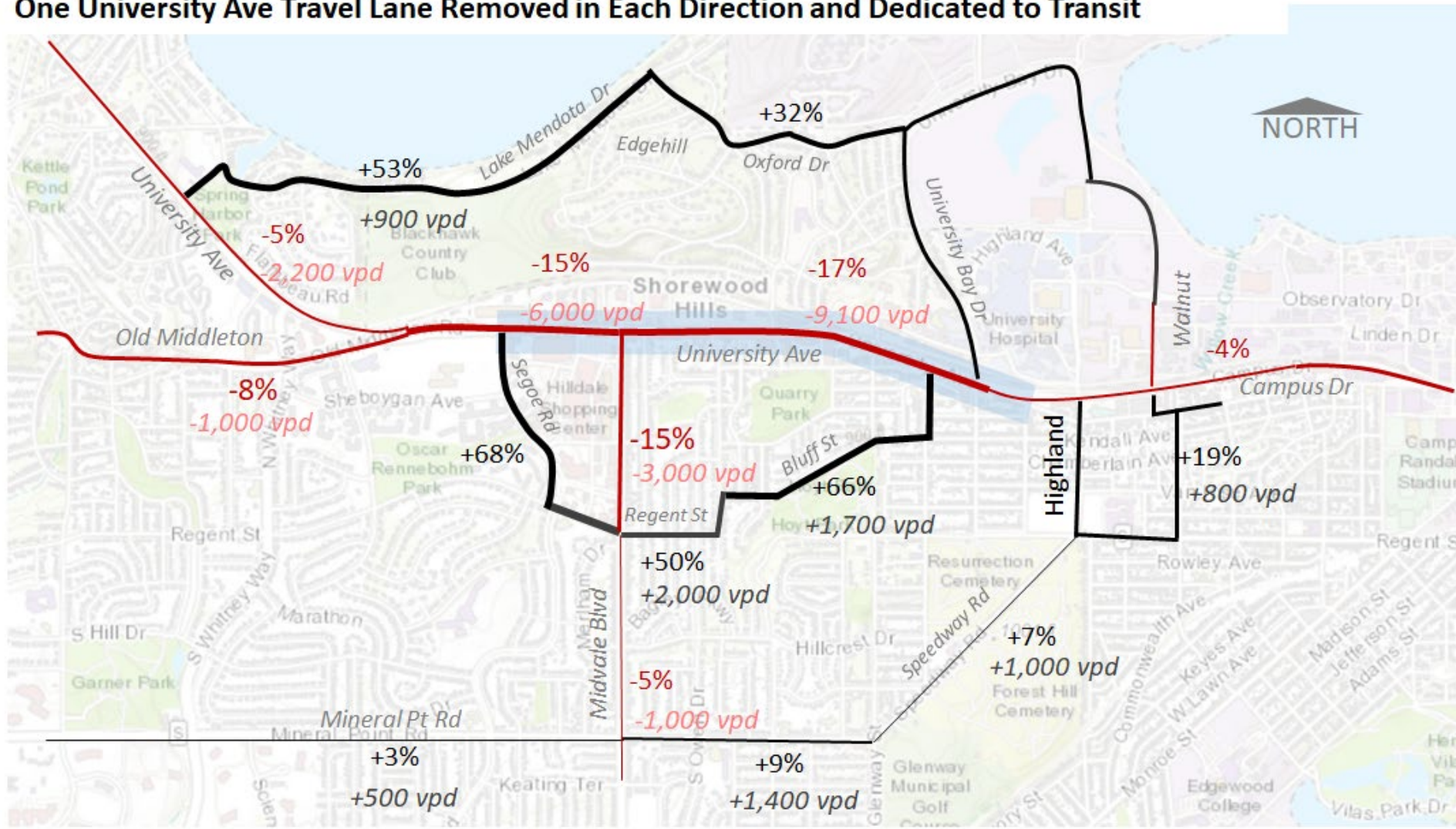
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# Redirection with Capacity Reduction

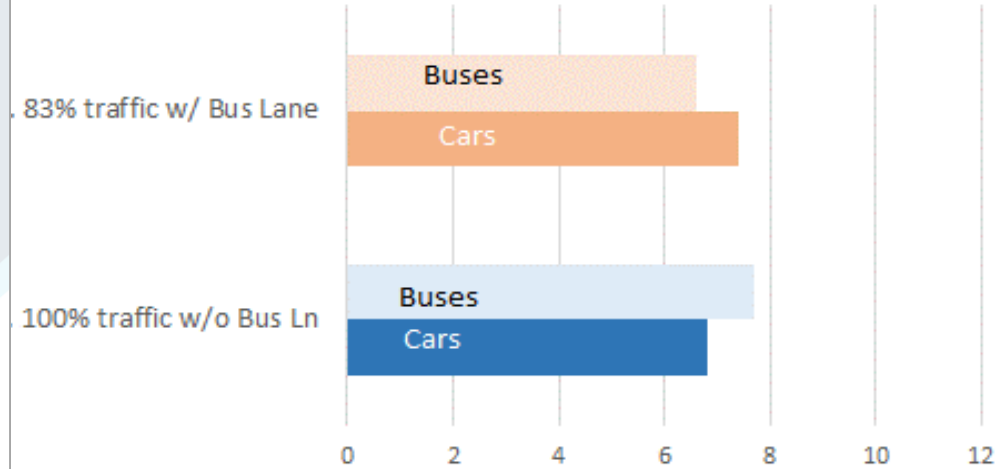
Travel Demand Model Traffic Changes with Scenario 4,  
One University Ave Travel Lane Removed in Each Direction and Dedicated to Transit



Alternative 2

Alternative 1

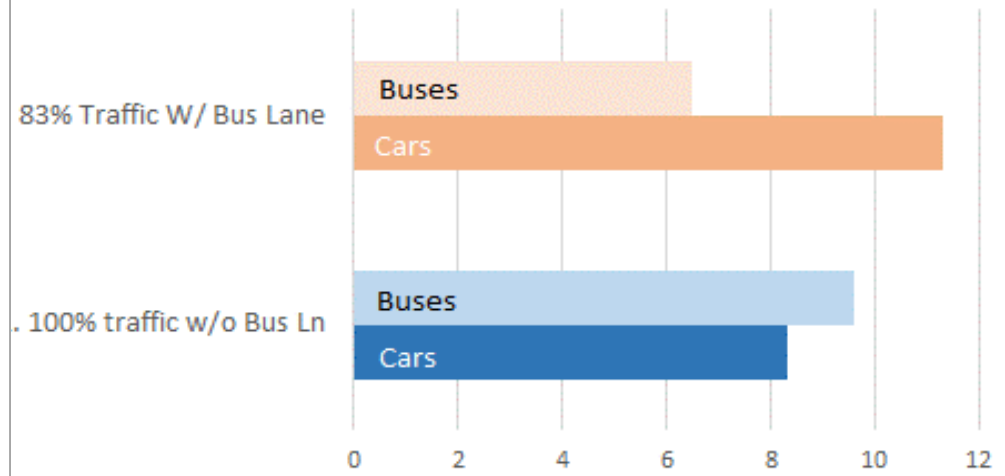
### Travel Time EB University AM



Alternative 2

Alternative 1

### Travel Time WB University PM





# Recommending Continuing with Current Proposal

- Initial meetings with stakeholders indicated strong concerns regarding traffic diversion.
- Suspected business concerns regarding elimination of left turns.
- All three jurisdictions would have to fully endorse lane reduction plan by early 2021 to not jeopardize federal funding. Includes revisions to environmental documentation.
- Despite some dissatisfaction, the current proposal went through public process with multiple stakeholders and is approved by Village Shorewood Hills and Madison.
- Side running does not preclude dedicated BRT lane in future.

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