



# North-South Bus Rapid Transit

City of Madison Transportation Commission  
October 25, 2023

# Presentation Overview

1. What is BRT?
2. Why North-South BRT?
3. Costs and Funding
4. Timeline
5. How to give input

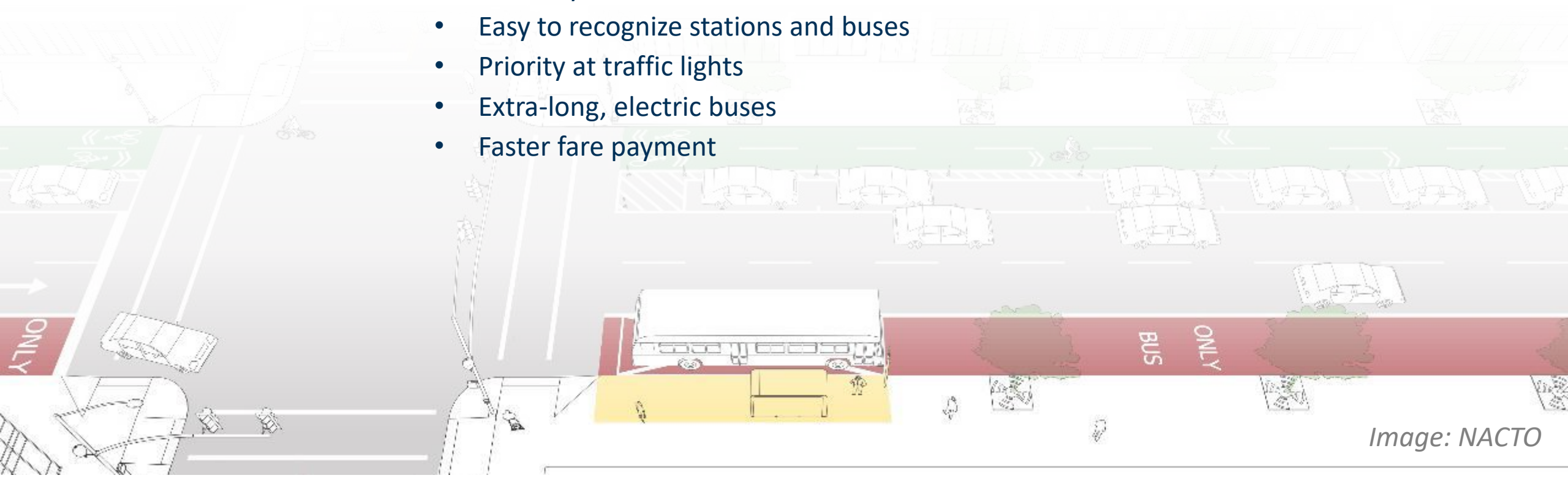
# What is Bus Rapid Transit?

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A Bus Rapid Transit (BRT) system is a **fast, comfortable, cost-effective, high-quality** bus system. It travels on popular bus routes.

BRT includes:

- Direct routes and fewer stops
- Frequent, all-day service
- Bus-only lanes
- Easy to recognize stations and buses
- Priority at traffic lights
- Extra-long, electric buses
- Faster fare payment



*Image: NACTO*

# Who is Building Bus Rapid Transit?

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## Project led by Metro Transit

Partners include:

- City of Fitchburg
- Dane County
- Greater Madison MPO
- Wisconsin Dept. of Transportation
- Federal Transit Administration

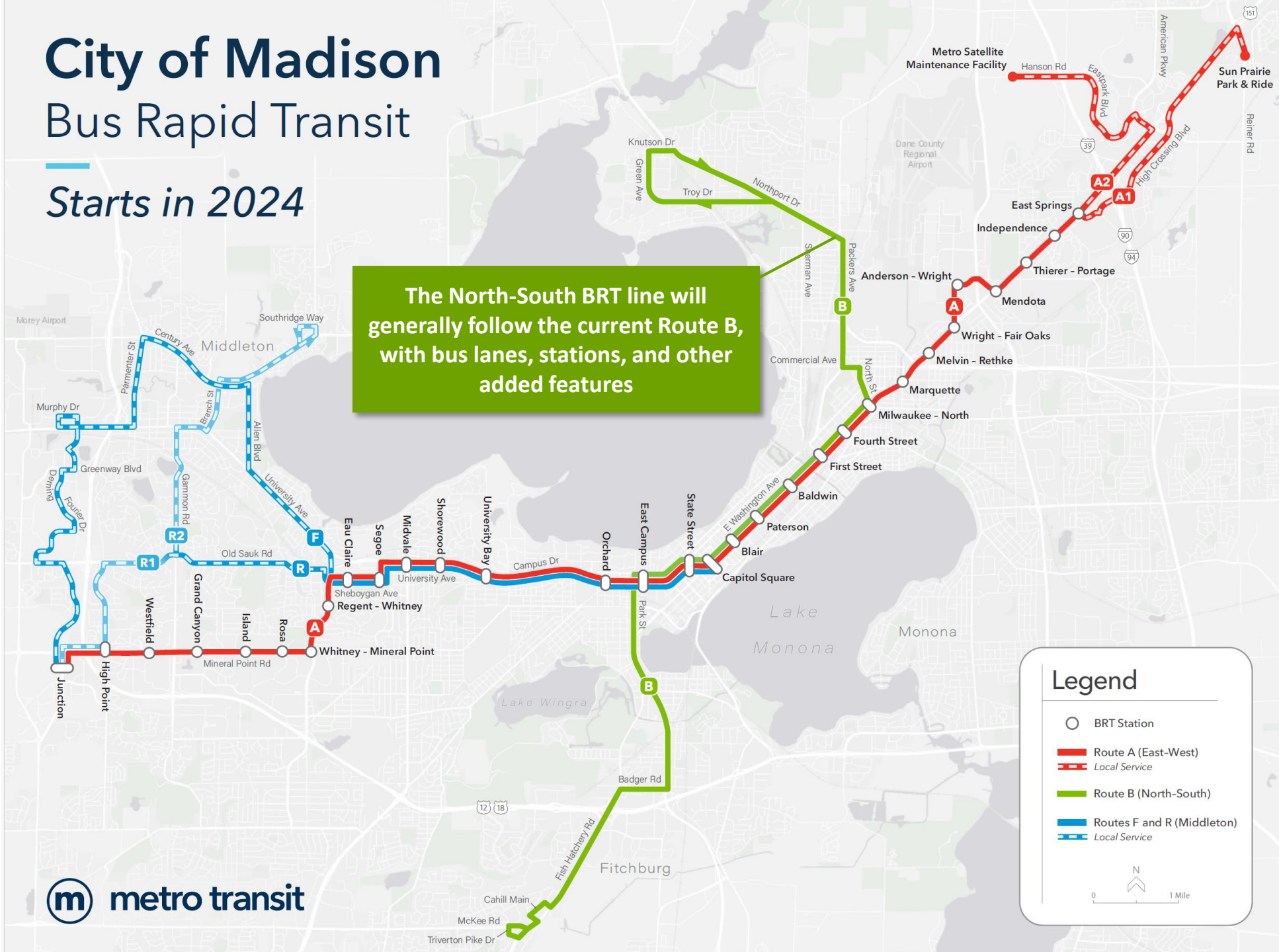




# City of Madison Bus Rapid Transit

Starts in 2024

The North-South BRT line will generally follow the current Route B, with bus lanes, stations, and other added features



## Legend

- BRT Station
- Route A (East-West)
- - - Local Service
- Route B (North-South)
- Routes F and R (Middleton)
- - - Local Service





# East-West Runningway and Station Construction

September 2023



High Point

Eau Claire



# North-South Bus Rapid Transit Madison, WI

0 1 2 Miles



North-South BRT Line (Route B)

New Station  
 Shared Station

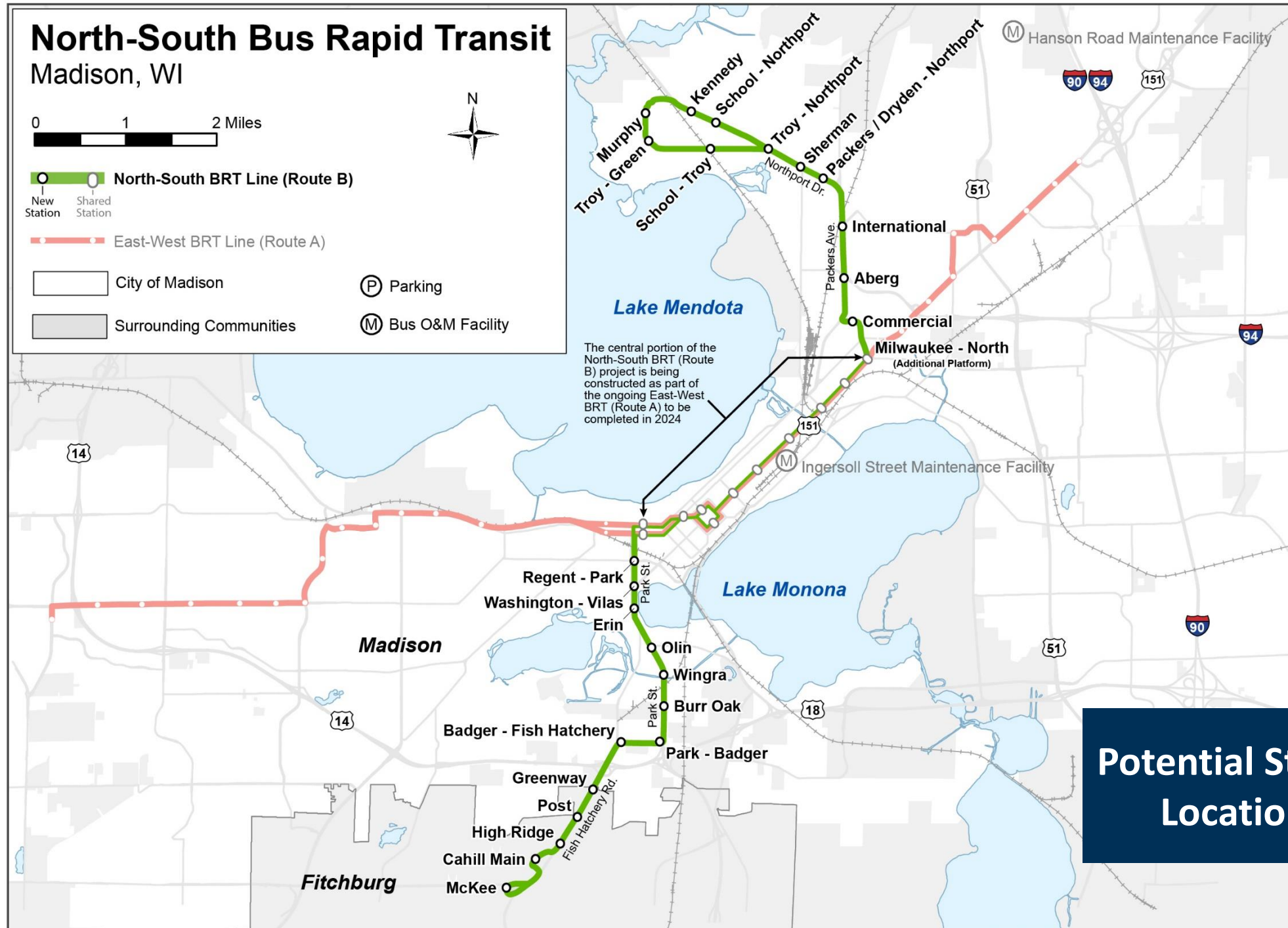
East-West BRT Line (Route A)

City of Madison

Surrounding Communities

Parking

Bus O&M Facility



**Potential Station  
Locations**



# Why expand the BRT system to the North-South BRT Line?

CONVENIENCE  
RELIABILITY  
COMFORT  
ACCESS  
ENVIRONMENT  
ECONOMY  
SAFETY







# CONVENIENCE

North-South BRT will run throughout the day with **service every 15 minutes from 6 am until 8 pm.**

Convenient features like **all-door boarding, fewer delays, and real-time bus arrival information** at stations.



## RELIABILITY

Dedicated bus lanes and priority at traffic lights make the service more reliable.



Image: NACTO



# COMFORT

The following features will improve comfort for all users:

1. Improved stations with shelter, lighting, heat, and seating
2. Near-level boarding platforms
3. Doors on both sides of the bus
4. Modern, electric, 60-foot buses (starting in 2024)





# EXPANDING ACCESS



North-South BRT will provide high quality transit to the **diverse people and places** that make up **Madison's Northside and Southside neighborhoods**, and the **Fish Hatchery Road** corridor in **Fitchburg**.



# PEOPLE + JOBS

North-South BRT will  
provide access to

**97,000**  
people

and

**78,000**  
jobs

within ½ mile of the proposed  
North-South BRT route in  
Madison and Fitchburg.

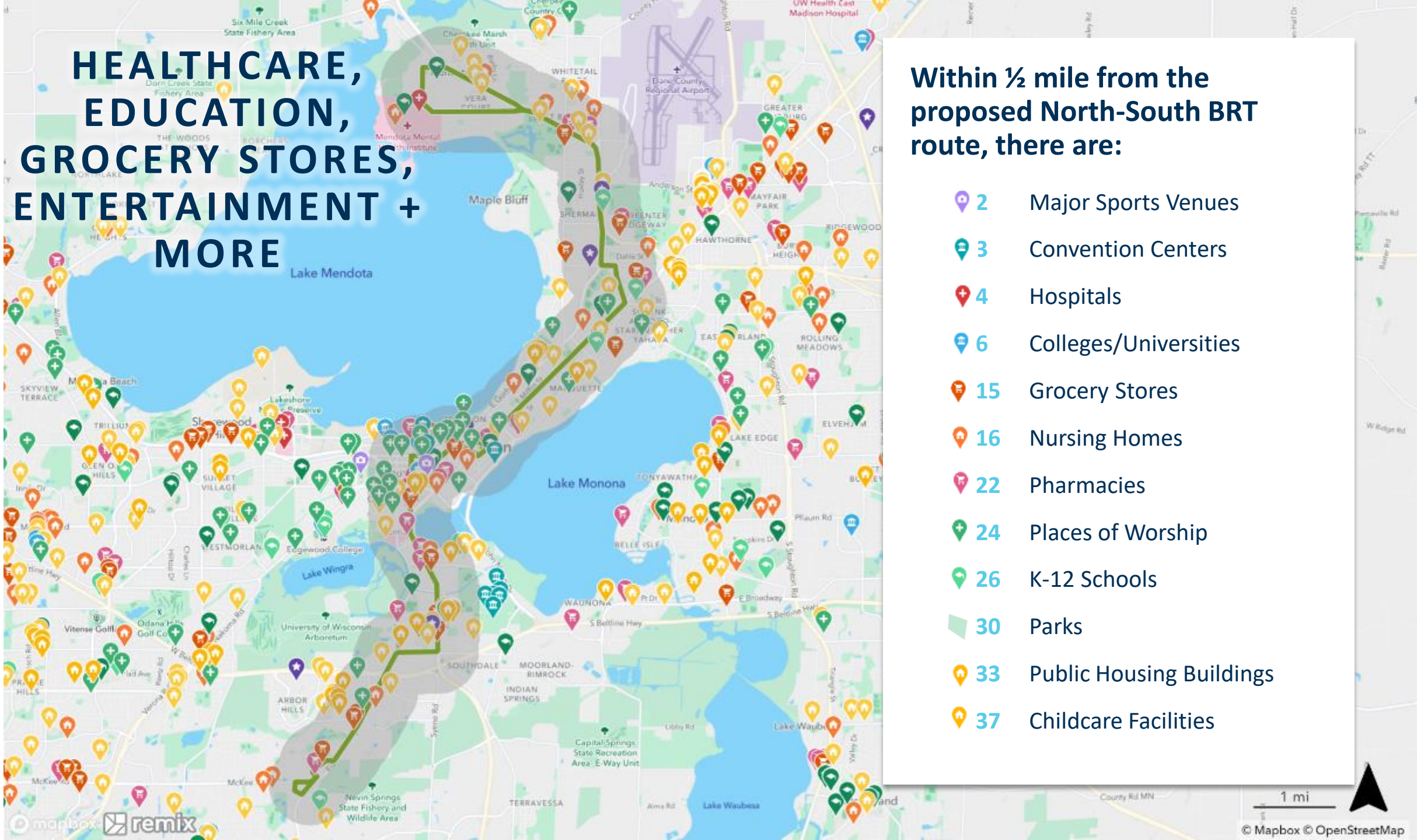




# HEALTHCARE, EDUCATION, GROCERY STORES, ENTERTAINMENT + MORE

Within ½ mile from the  
proposed North-South BRT  
route, there are:

- 2 Major Sports Venues
- 3 Convention Centers
- 4 Hospitals
- 6 Colleges/Universities
- 15 Grocery Stores
- 16 Nursing Homes
- 22 Pharmacies
- 24 Places of Worship
- 26 K-12 Schools
- 30 Parks
- 33 Public Housing Buildings
- 37 Childcare Facilities

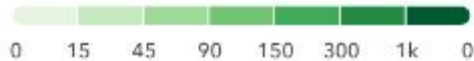




## Car Free Households

Households per square mile with no vehicle available, by census tract.

HOUSEHOLDS



Proposed  
North-South BRT

East-West BRT  
Under Construction

**19,000**

car-free households  
live within ½ mile of the  
proposed route



## People Living with Disabilities

People per square mile who have a disability, by census tract.

PEOPLE / MI<sup>2</sup>



North-South BRT

East-West BRT  
Under Construction

**6,800**

people with disabilities

live within ½ mile of  
the proposed route

## People of Color

People per square mile who are non-White or of Hispanic / Latino origin, by census block.



North-South BRT

East-West BRT  
Under Construction

**33,000**

people of color  
live within ½ mile of the  
proposed route





## Median Household Income

Median household income in the past 12 months (in 2021 inflation-adjusted dollars), by block group. [Learn more about 2021 inflation-adjustments.](#)

\$



North-South BRT

East-West BRT  
Under Construction

**14,000**  
lower-income households\*  
live within ½ mile of  
the proposed route

\*defined as households with incomes within 150% of the poverty threshold.

## Seniors and Older Adults

People per square mile who are 65 years or older, by block group.

PEOPLE / MI<sup>2</sup>



North-South BRT

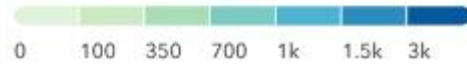
East-West BRT  
Under Construction

**6,800**  
seniors and older adults  
live within ½ mile of  
the proposed route

## Youth

People per square mile who are under the age of 18, by block group.

PEOPLE / MI<sup>2</sup>



North-South BRT

East-West BRT  
Under Construction

**10,700**  
people under 18

live within ½ mile of  
the proposed route



# ENVIRONMENT

North-South BRT will use battery electric buses and the improvements are expected to increase ridership, reducing the region's reliance on fossil fuels.



Photo: Over-head charging on Milwaukee's East-West BRT line



Photo: New Flyer XE60 battery-electric articulated bus; King County Metro



Community event on Madison's Southside.



Vision for Madison's Northside with new businesses and housing.



# ECONOMY

This project would direct local and federal **investment in Madison's north and south sides** to help the economy.

It will help make the **community vision** for these neighborhoods a reality and **reduce transportation costs for families.**



# SAFETY

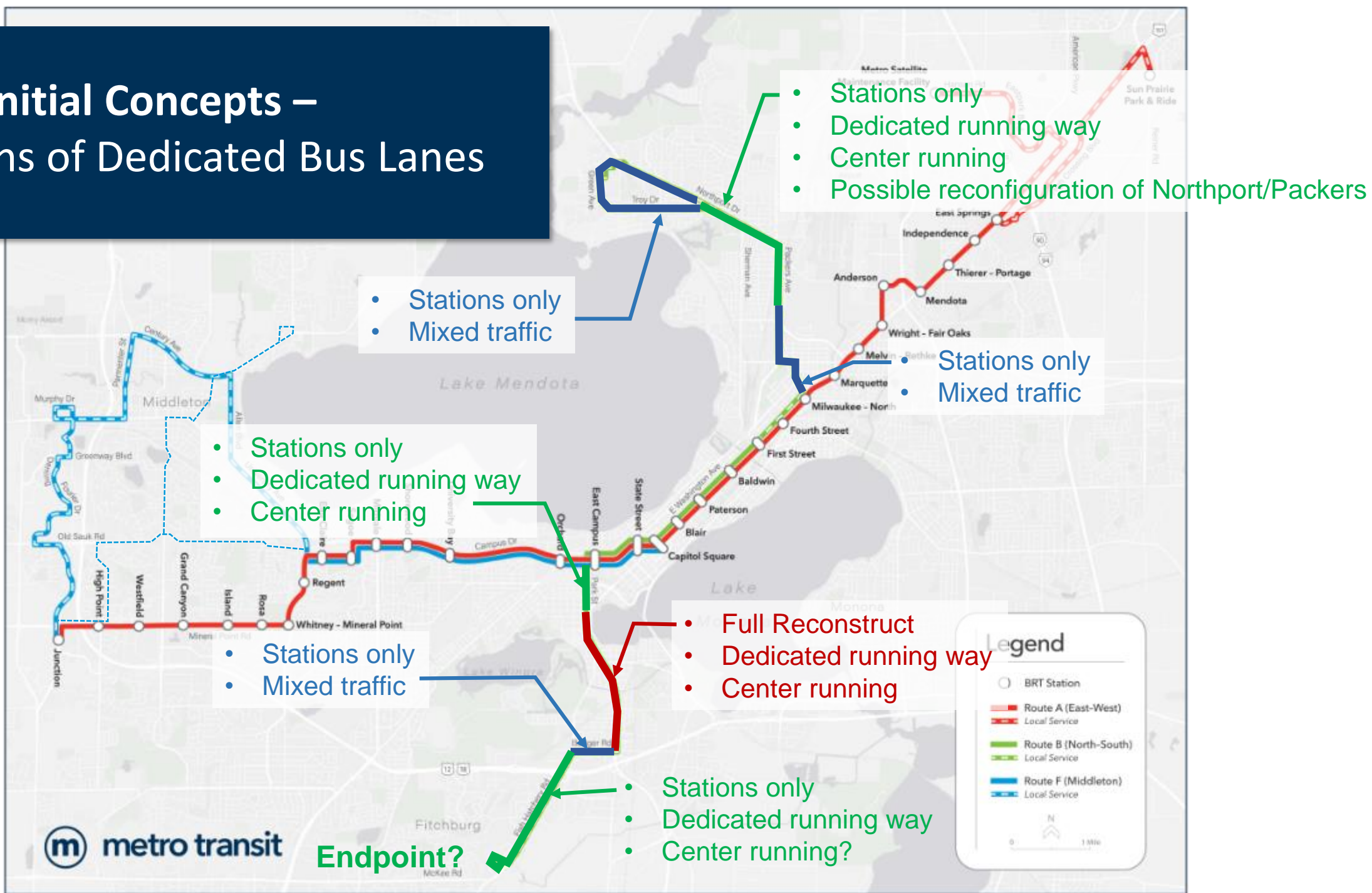
Dedicated bus lanes along Park Street, Packers Avenue, and other segments will help calm traffic

A new shared use path along Park Street and improvements to walking and biking connections in other areas are also expected.





# Broad Initial Concepts – Locations of Dedicated Bus Lanes



# Conceptual Changes to Park Street

BEFORE



AFTER





# Initial Concept for Park Street



Center-running  
Dedicated Bus Lanes

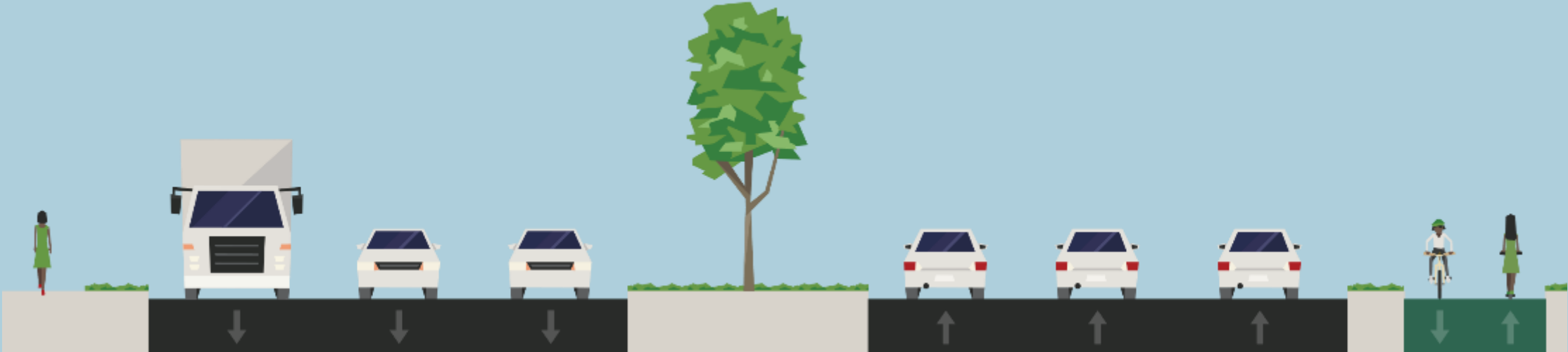
The image is an aerial perspective of a city street, Park Street, illustrating a proposed urban design. The street features a central lane paved in red, designated for dedicated bus use. To the left of this red lane is a green-paved area labeled 'Tree Canopy'. Further left is a grey-paved 'Shared use path' where pedestrians and a cyclist are shown. To the right of the red lane is another green-paved area, followed by a standard asphalt road with white lane markings. A blue car is driving in the right lane, and a red car is in the left lane. A bus is shown in the red-paved center lane. A streetlight stands on the right side of the road. In the background, there are buildings and a parking lot.

Shared  
use path

Tree Canopy

# Conceptual Changes to Packers Ave

BEFORE



AFTER







Bus Lane

Packers Ave

# Points of Feedback

## Route

- Minor changes, particularly the ends of the line
- Route planning was completed during Transit Network Redesign

## Stations

- Spacing is about one-half mile
- Intended to serve high ridership areas
- Pedestrian crossings need to be considered

## Runningway

- Bus lanes where feasible
- Improvements for other modes where applicable





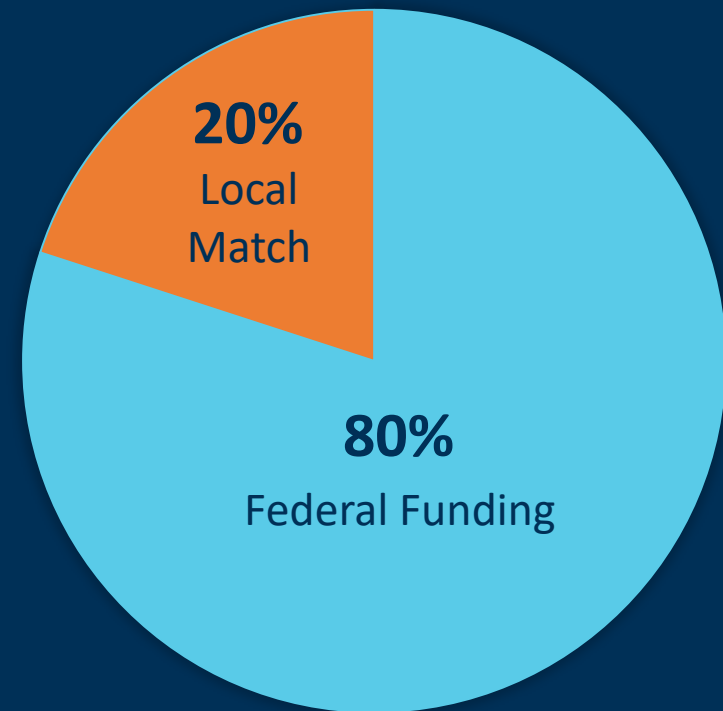
# FUNDING SOURCES

## Federal Funding Sources:

1. Federal Transit Administration (Small Starts Grant)
2. Areas of Persistent Poverty Grant

## Local Funding Sources:

1. City of Madison
2. Wisconsin Dept. of Transportation
3. Local Tax Increment Financing
4. City of Fitchburg



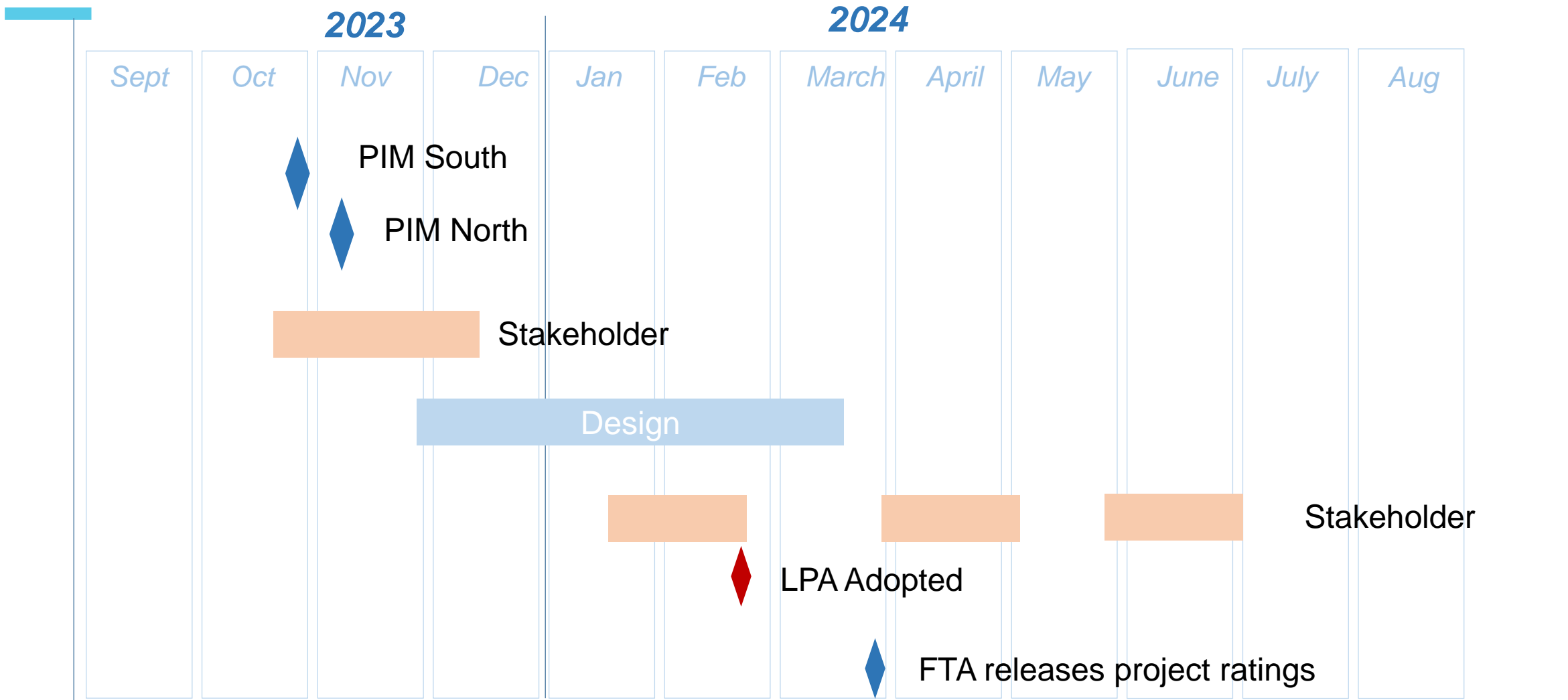
# Project Timeline

*Subject to change*





# Schedule



# Upcoming Public Meetings



## IN-PERSON MEETINGS

- ***South Side***

Wednesday, November 1

5:30pm - 7:30pm

Urban League

(2222 S. Park Street)

- ***North Side***

Thursday, November 2

5:30pm - 7:30pm

Warner Park Community

Center (1625 Northport Dr.)

- ***Fitchburg***

Thursday, November 9

5:30pm - 7:30pm

Fitchburg Council Chambers

(City Hall, 5520 Lacy Rd.)

## VIRTUAL MEETING

Wednesday, November 8

6:30pm - 7:30pm

Register and receive meeting

link at [madisonbrt.com](https://madisonbrt.com)



# Key Questions for You

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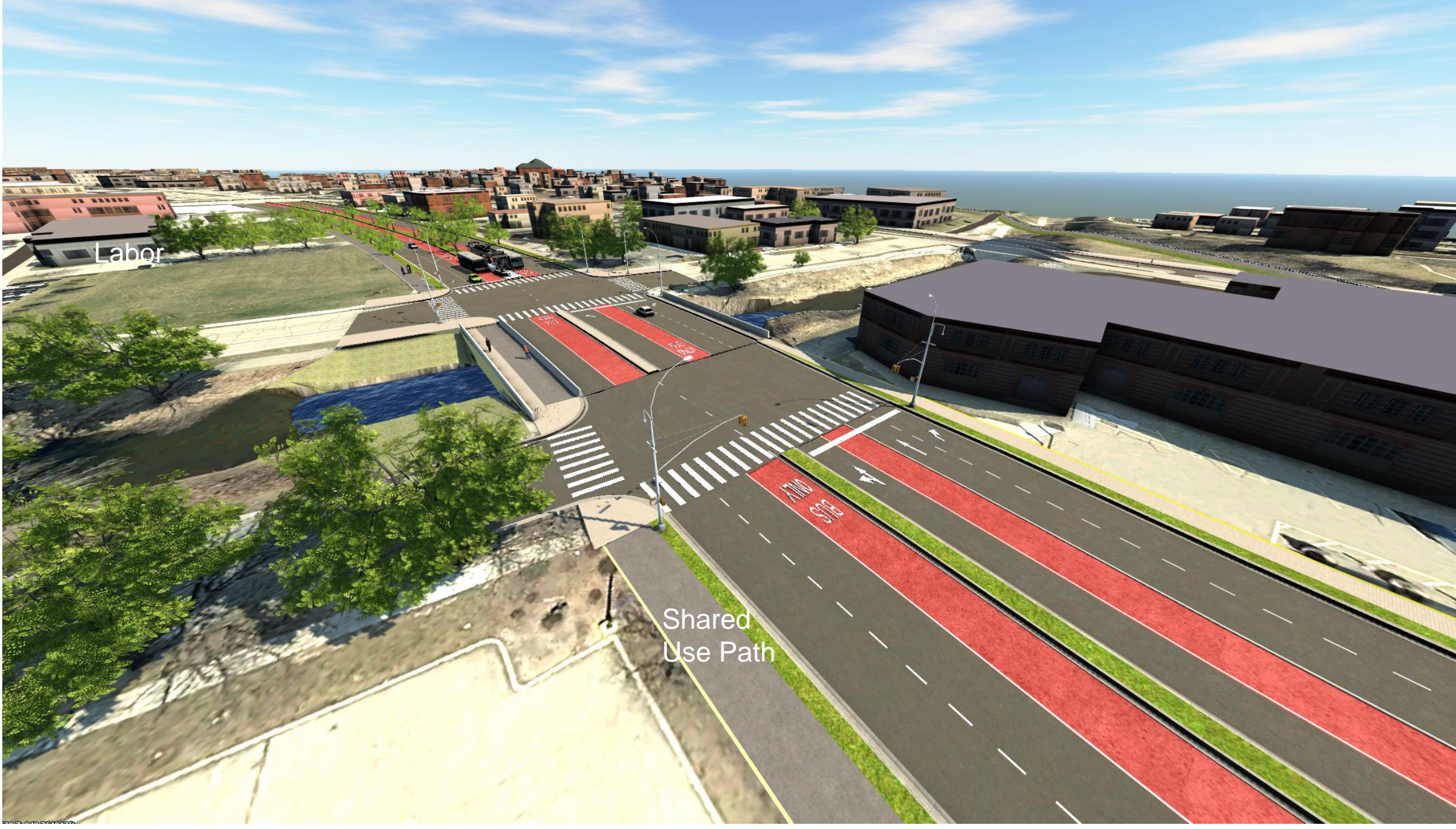
- What would you like to see from this project?
- How would you like to be involved?

# North-South Bus Rapid Transit

[www.MadisonBRT.com](http://www.MadisonBRT.com)  
[BRT@cityofmadison.com](mailto:BRT@cityofmadison.com)  
Sign up for email updates







Labor

Shared  
Use Path



