



Rapid Route B

Draft Locally Preferred Alternative and Next Steps

CITY OF MADISON - TRANSPORTATION COMMISSION
MARCH 27, 2024

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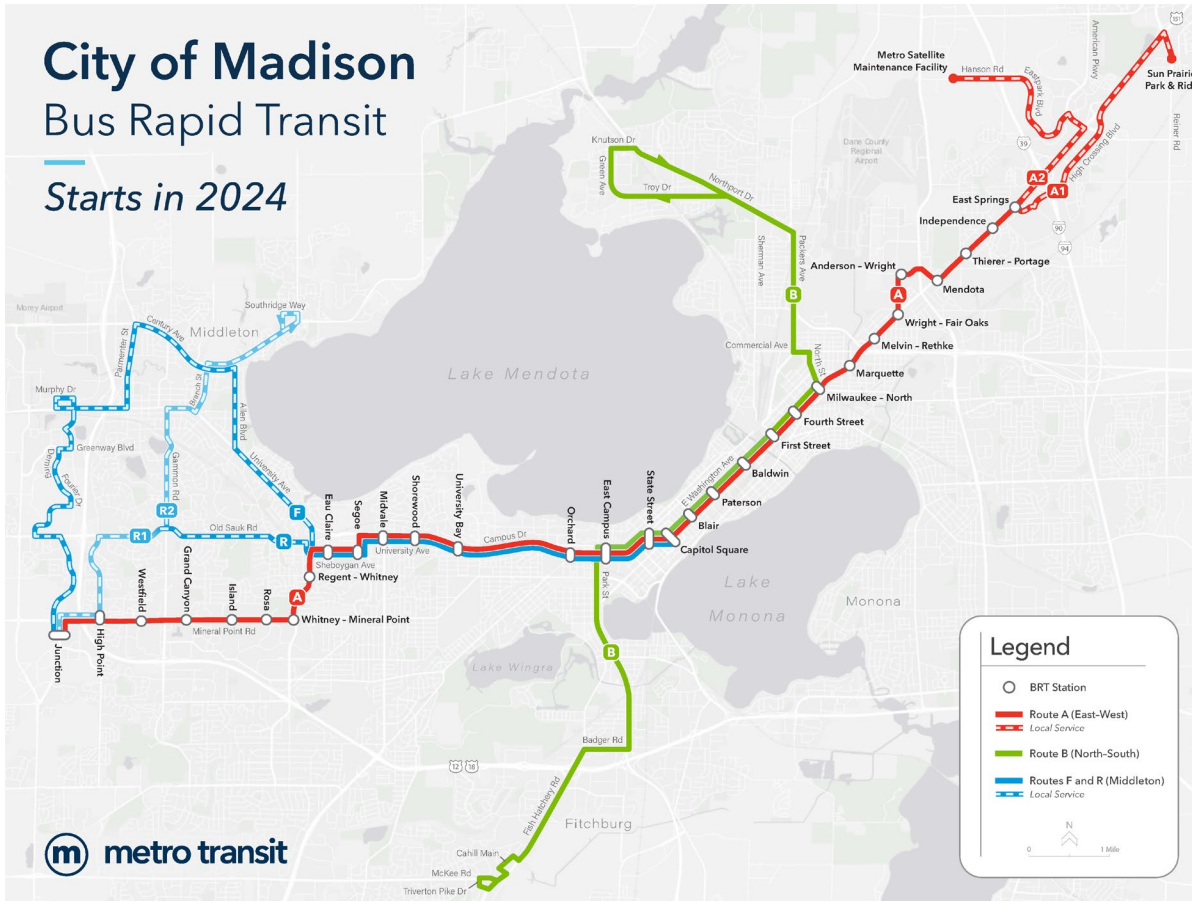
INTRODUCTION

about the project



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ABOUT RAPID ROUTE B



Metro Transit's **2nd 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



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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)



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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**.



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



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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

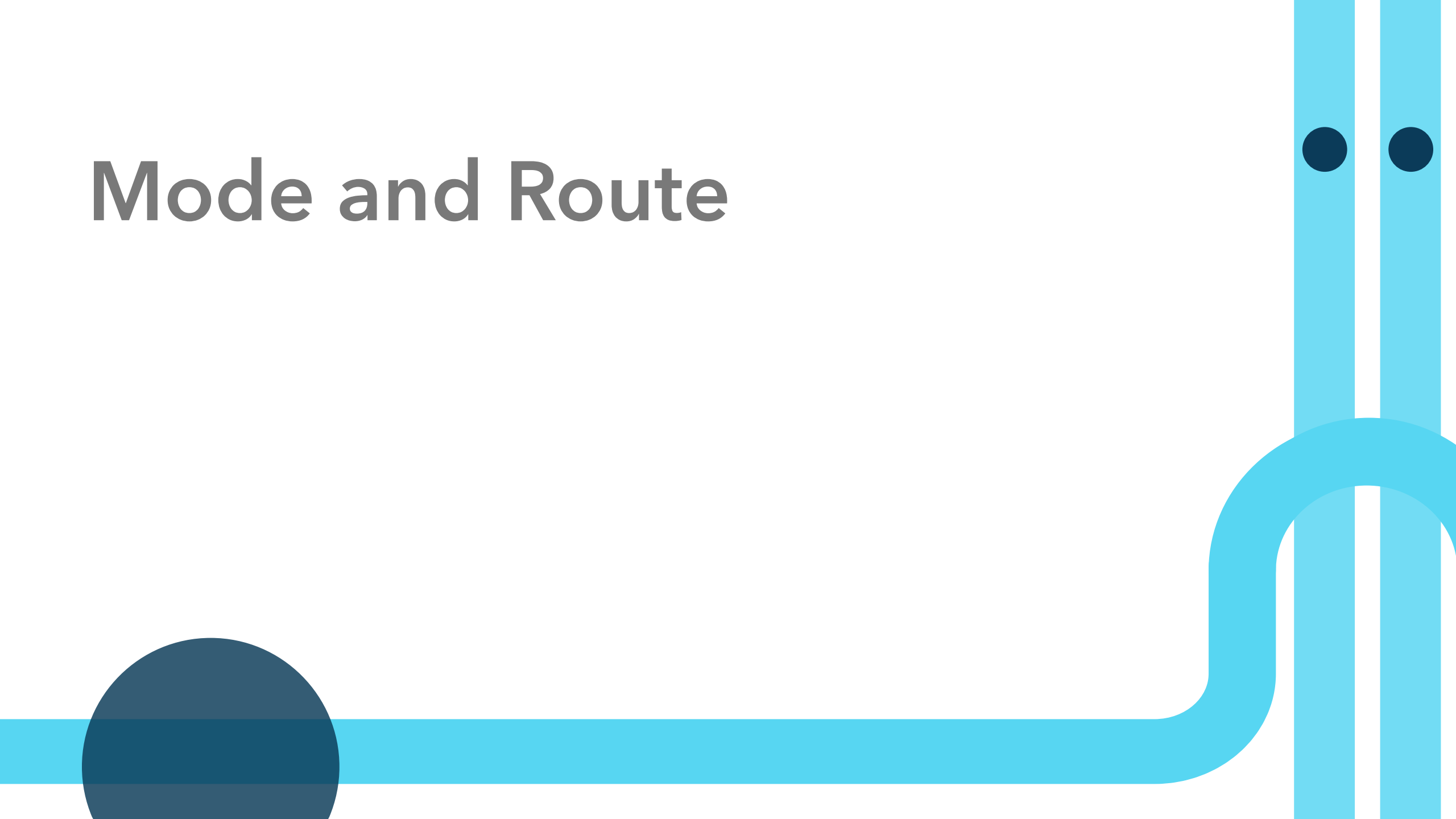
2028/2029

Open to Service

An abstract graphic featuring a light blue background. On the left, a large dark blue circle is positioned next to a light blue line that curves upwards and then downwards. A small dark blue dot is located on the upper curve of this line. At the bottom, a yellow line curves upwards and then downwards, with a small dark blue dot on its lower curve. The text 'Summary of the Draft Locally Preferred Alternative' is centered on the right side of the image.

Summary of the Draft Locally Preferred Alternative

Mode and Route





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Mode

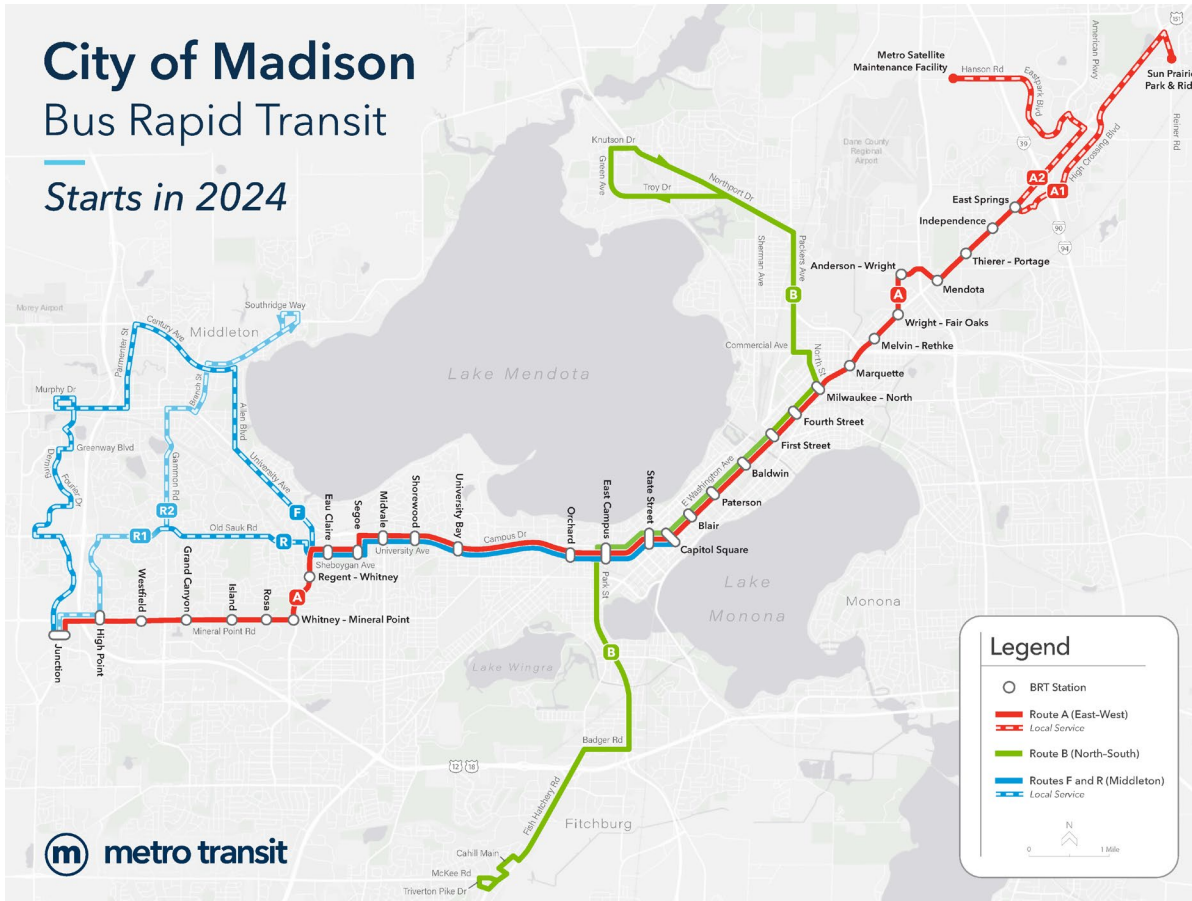
2012 MPO study analyzed **bus rapid transit**, light rail, commuter rail, and streetcar for enhanced transit service in Madison.

- ✗ **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.



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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.



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Recommended Service Plan

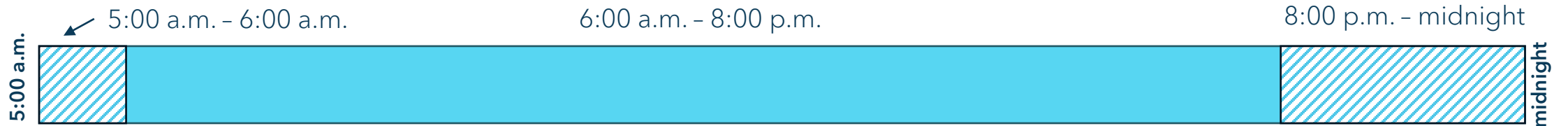


Buses arrive every 15 minutes



Buses arrive every 30 minutes

WEEKDAYS



WEEKENDS

SAT

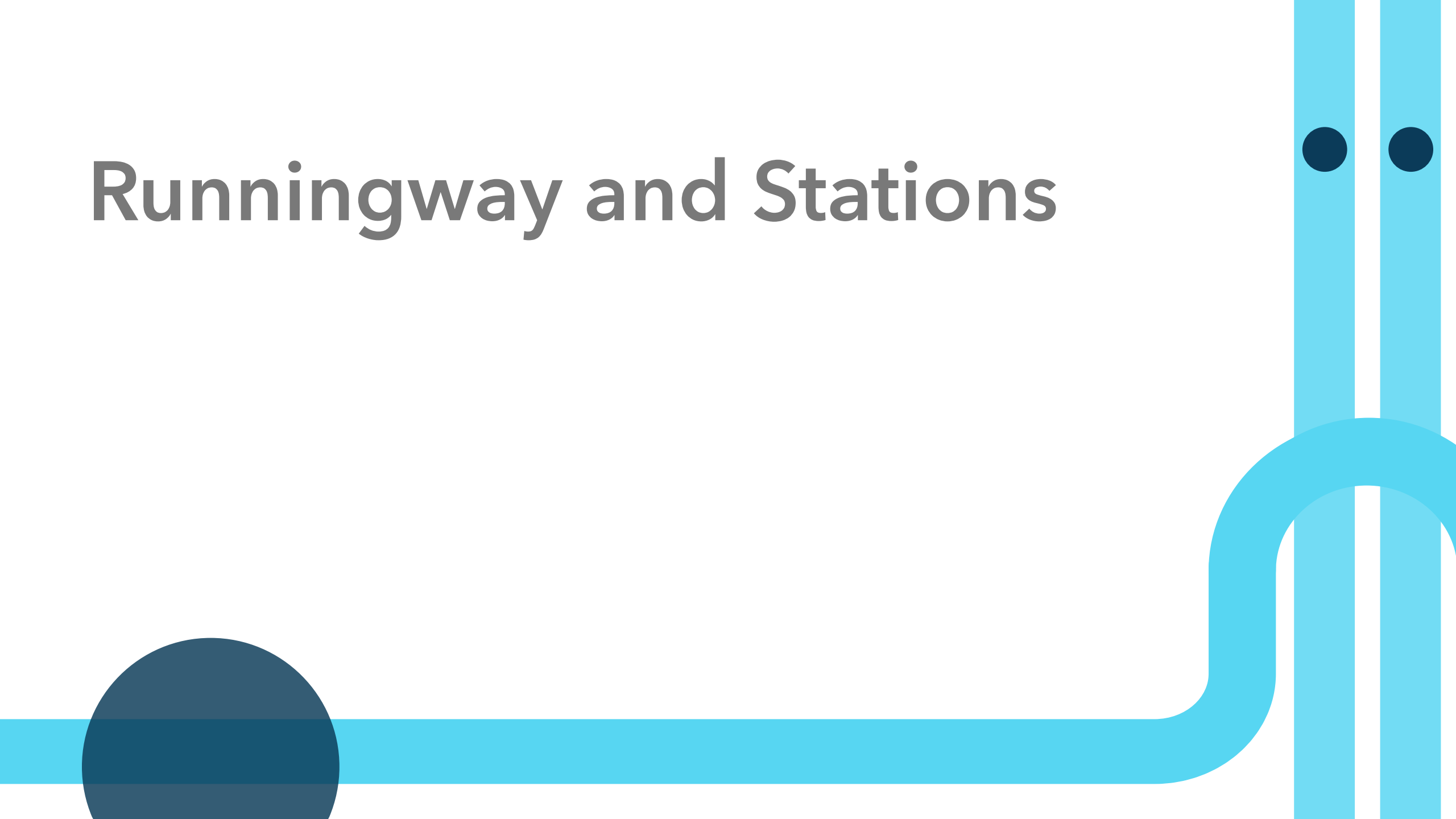


SUN



Service plan is essentially the same as existing Route B.

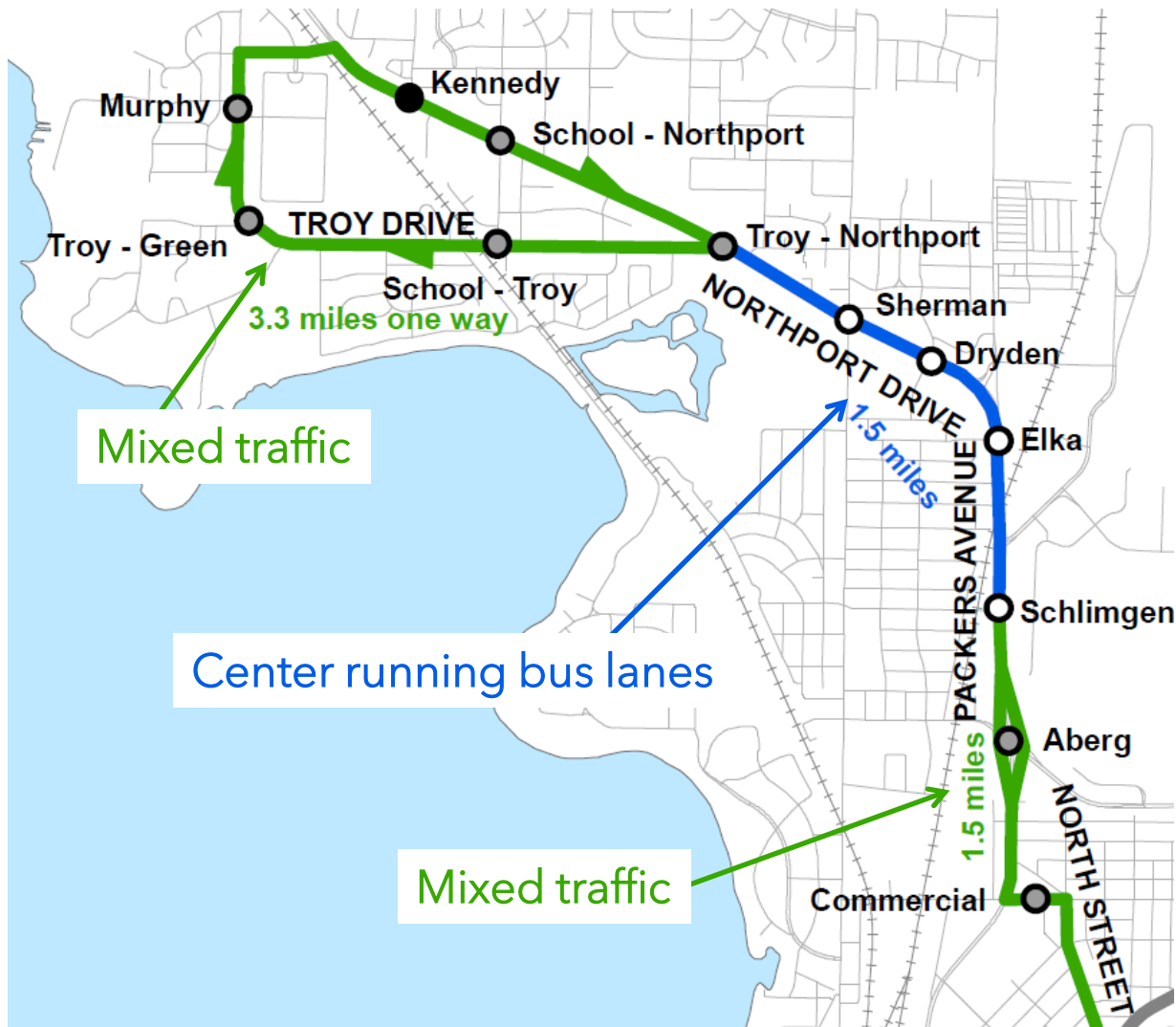
Runningway and Stations





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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)

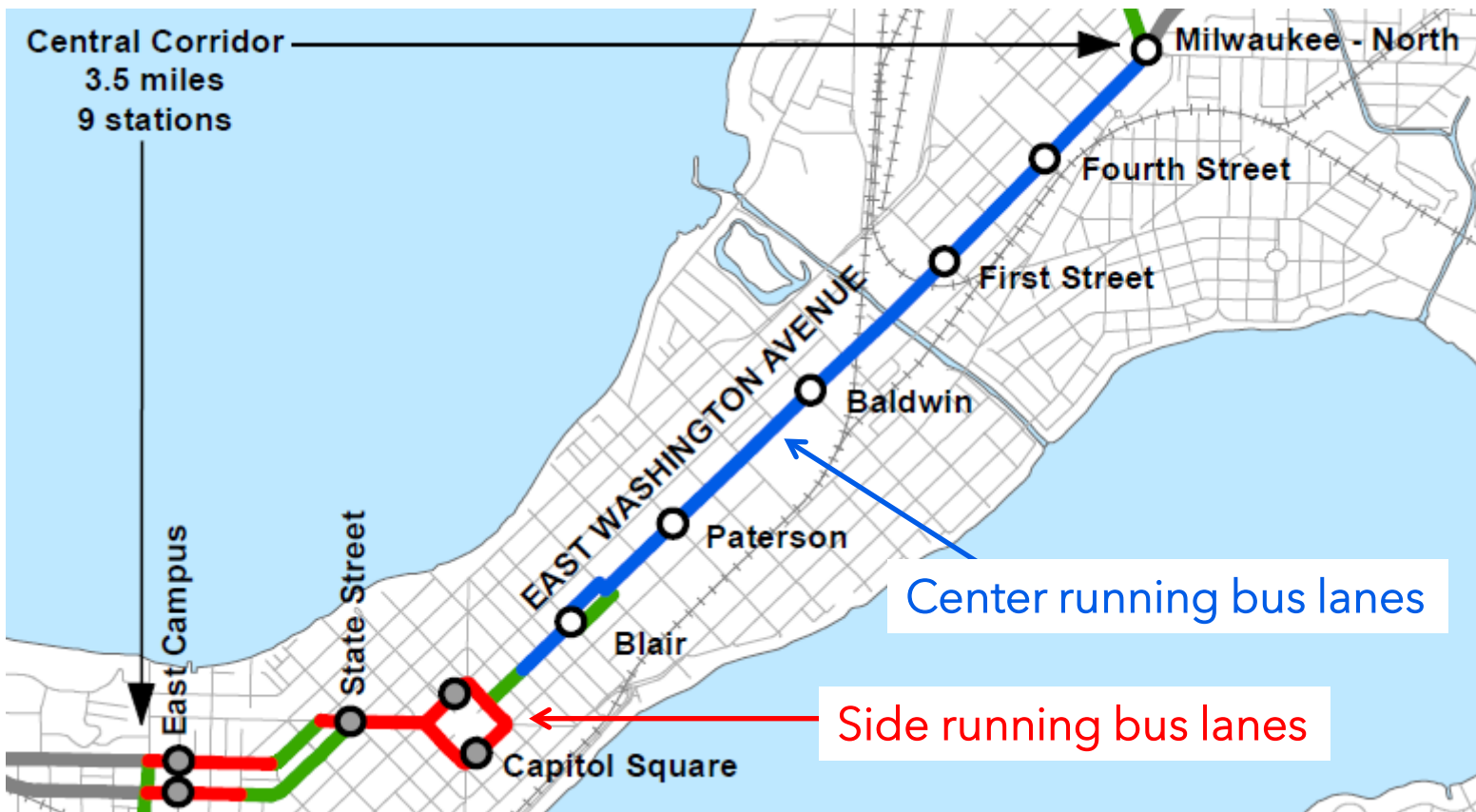


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Central Segment

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)



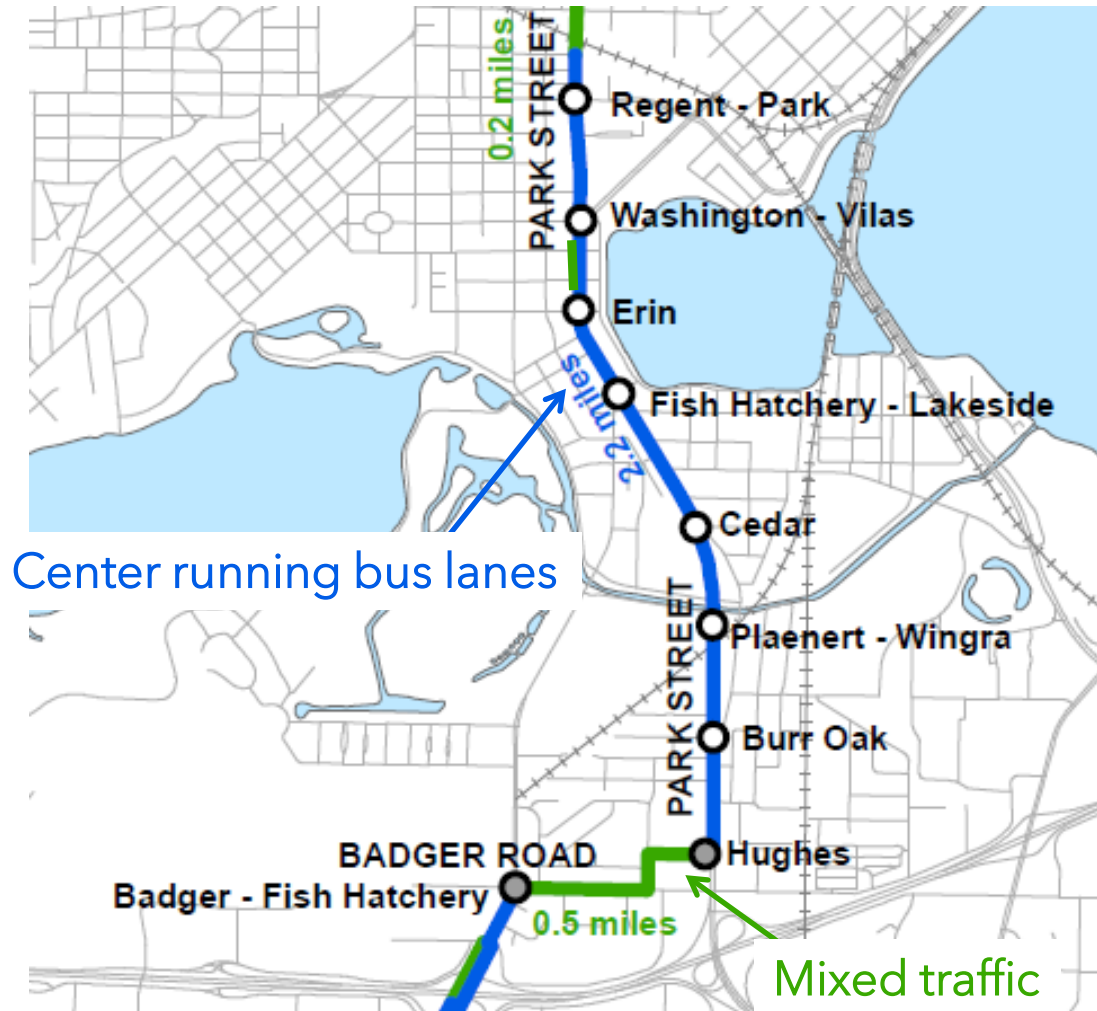


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South Madison

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)

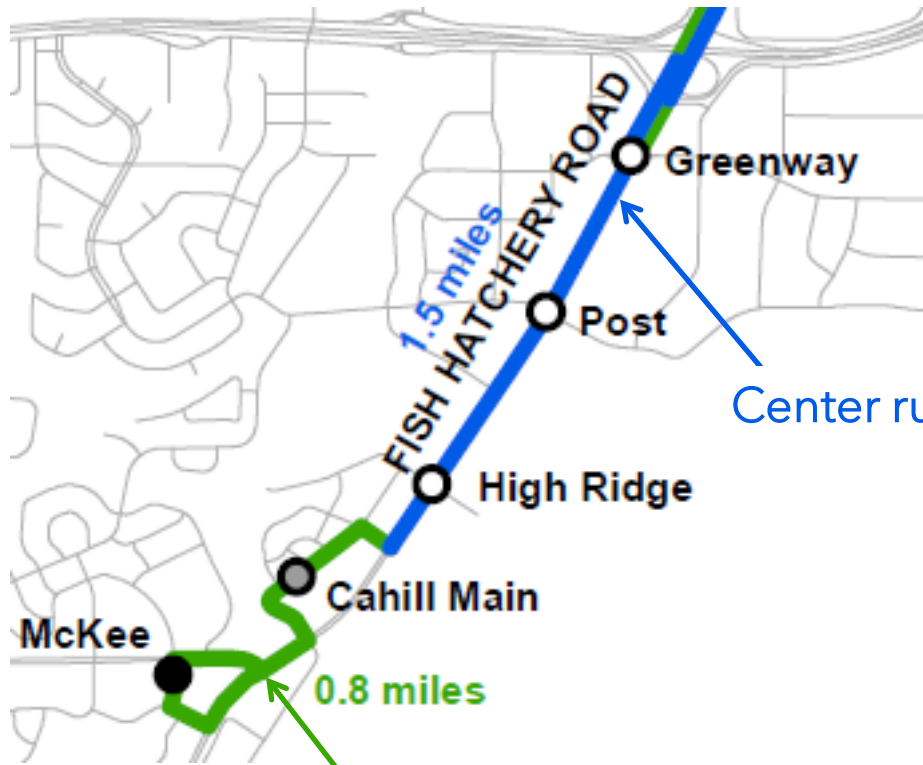


**Station located in the City of Fitchburg*



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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)

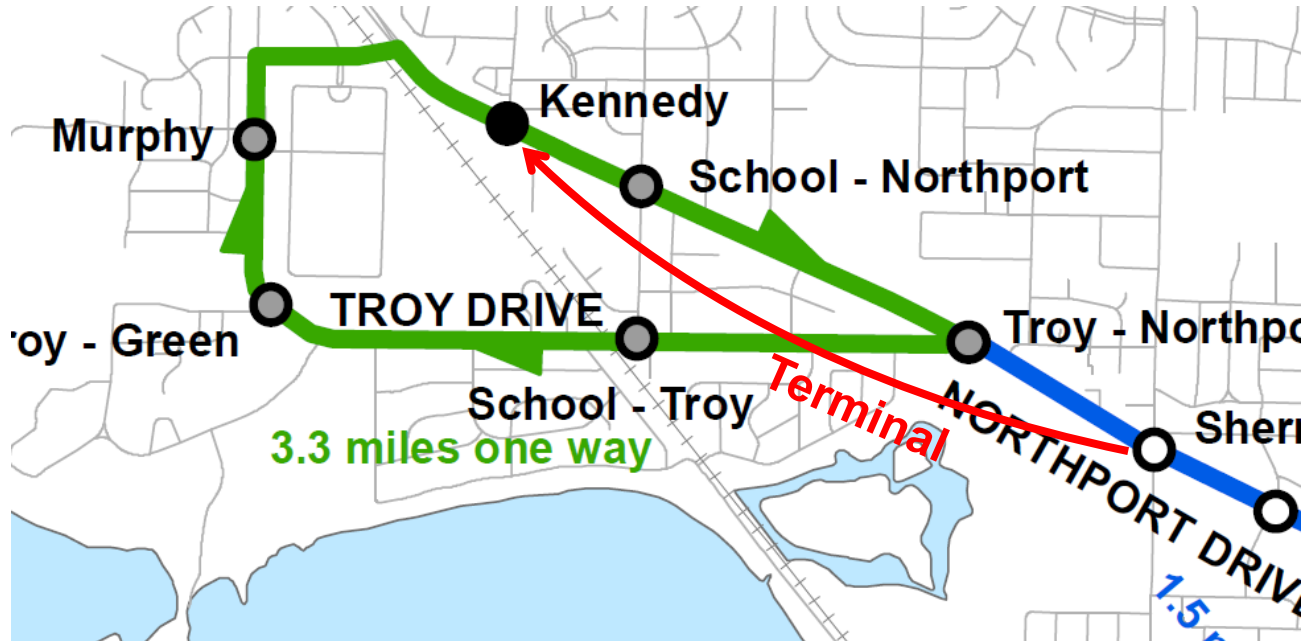
Updates since December Meetings





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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.



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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.



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International moved to Schlimgen



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



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Parking Accommodated on Park Street

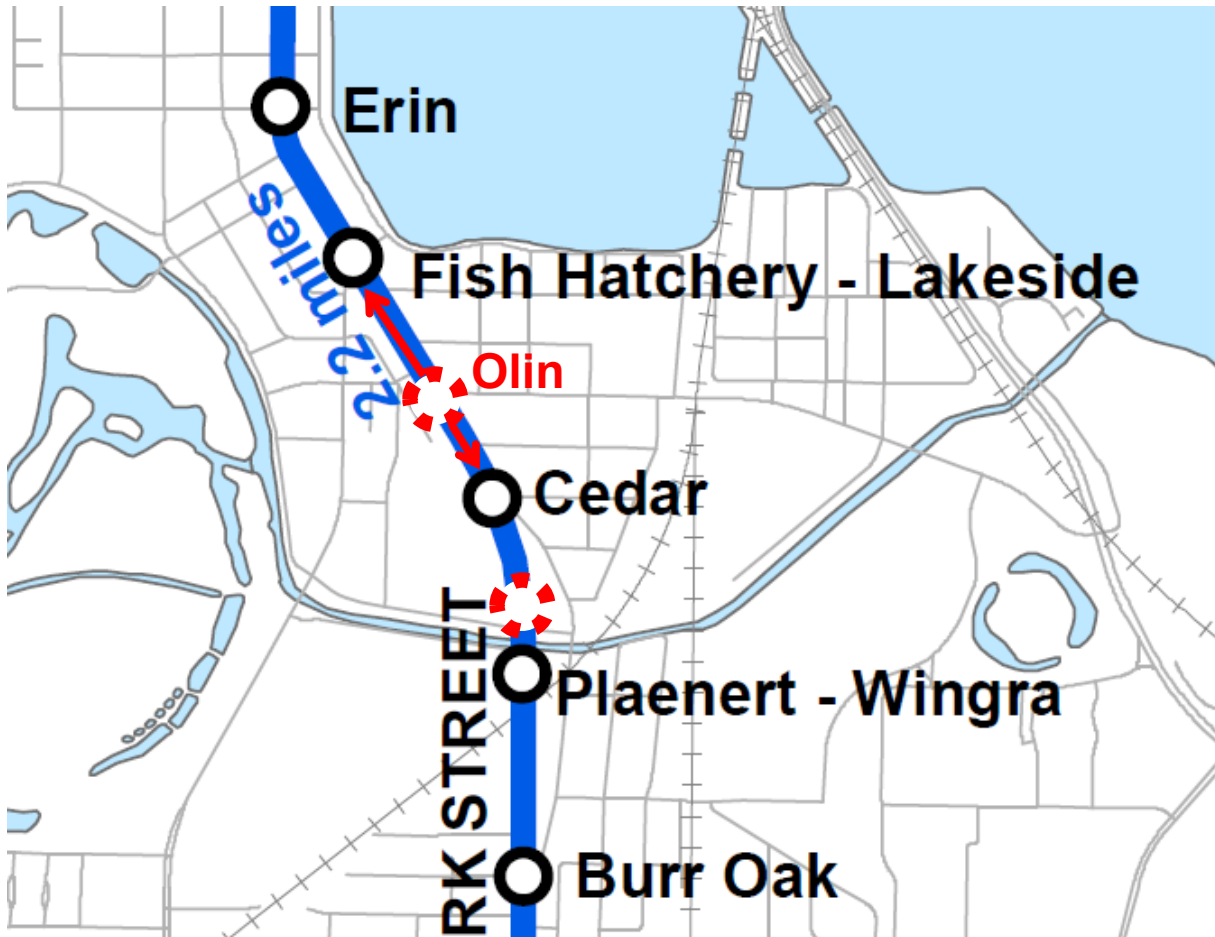


Parking on South Park Street was found to be necessary on several blocks. Maintaining this parking does not significantly adversely affect the BRT line.



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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

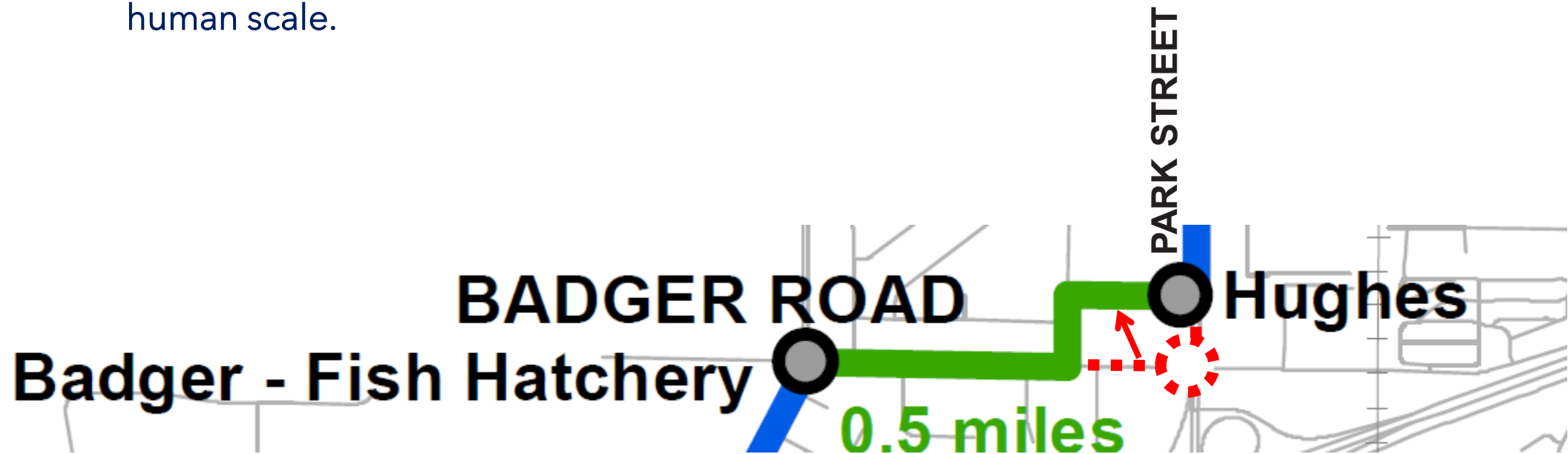
Shared
Use Path



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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.



An abstract graphic featuring several thick, rounded lines. A light blue line enters from the left, curves downwards, and then continues horizontally. A yellow line enters from the bottom, curves upwards, and then continues horizontally, overlapping the blue line. There are three dark blue circles: one large circle on the left, and two smaller circles, one on the blue line and one on the yellow line.

Public and Stakeholder Feedback



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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*



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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.



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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.

An abstract graphic featuring 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, and then right. A yellow line starts from the bottom, curves up, and then right, overlapping the light blue line. Small dark blue circles are placed at the corners of the line intersections.

NEXT STEPS

public involvement and adopting the locally preferred alternative



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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



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Upcoming Public Meetings

VIRTUAL MEETING

Monday, April 22

5:30pm - 7:00pm

Register and receive meeting link at 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.)



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www.madisonbrt.com

brt@cityofmadison.com

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