

# 7 Basics of Bus Rapid Transit (BRT)

## Madison East-West BRT Planning Study

Transportation Efficiency • Economic Development • Safety Improvements • Environmental Sustainability

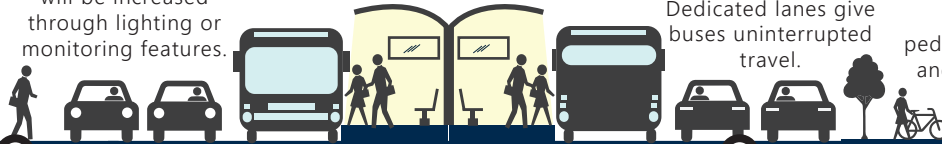
[www.madisonbrt.com](http://www.madisonbrt.com)



### 1. DEDICATED LANES

Options range from BRT in mixed traffic to dedicated side or center lane.

Security and safety will be increased through lighting or monitoring features.



Dedicated lanes give buses uninterrupted travel.

Streetscaping, pedestrian amenities, and bicycle facilities promote healthy lifestyles.

### 2. STATIONS

Stations will include fare ticketing machines, covered-waiting areas, level boarding, and real-time transit information.

### 3. VEHICLES

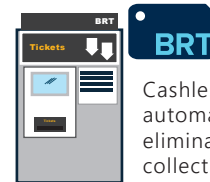
BRT vehicles may be 40' or 60' long to accommodate more riders, and include features like multi-door boarding and interior bike storage.



Making the shift to BRT buses helps reduce vehicle emissions and pollutants. Options for alternative fuel buses can also increase environmental sustainability.

### 4. FARE COLLECTION

Fare payment will occur at BRT stations.



Cashless and automated systems eliminate on-board fare collection, reducing boarding times.

### 5. INTELLIGENT TRANSPORTATION SYSTEM

Technology is used to help improve system operation and passenger experience, including transit priority at intersections, real-time arrival information, and safety enhancements.

Sophisticated traffic signal management can minimize delays by extending green signals for buses approaching an intersection.



High-frequency bus service minimizes passenger wait-time.



### 6. SERVICE AND OPERATION PLAN

BRT routes are designed to efficiently connect riders with their destinations by optimizing routes, station locations, and service schedules to meet rider demand.



BRT systems generate permanent jobs in operations.

### 7. BRANDING

Unique name, color scheme, logo or other visual identifiers to differentiate BRT service from existing bus service.

Transit improvements can have a positive impact on property, by increasing property value and supporting diverse types of development.



Level boarding platforms and wider and additional doorways provide greater accessibility.



## Madison East-West BRT Planning Study

The City of Madison is exploring options for a new East-West Bus Rapid Transit line to make our city's transit system work faster and smarter. Madison's BRT will complement existing Madison Metro routes and be our city's next big step toward a sustainable local transit system.