

Madison East-West Bus Rapid Transit (BRT) Planning Study

TPPB Agenda 2.17.20
Item E.4.

West Side Route Options – February 3, 2020

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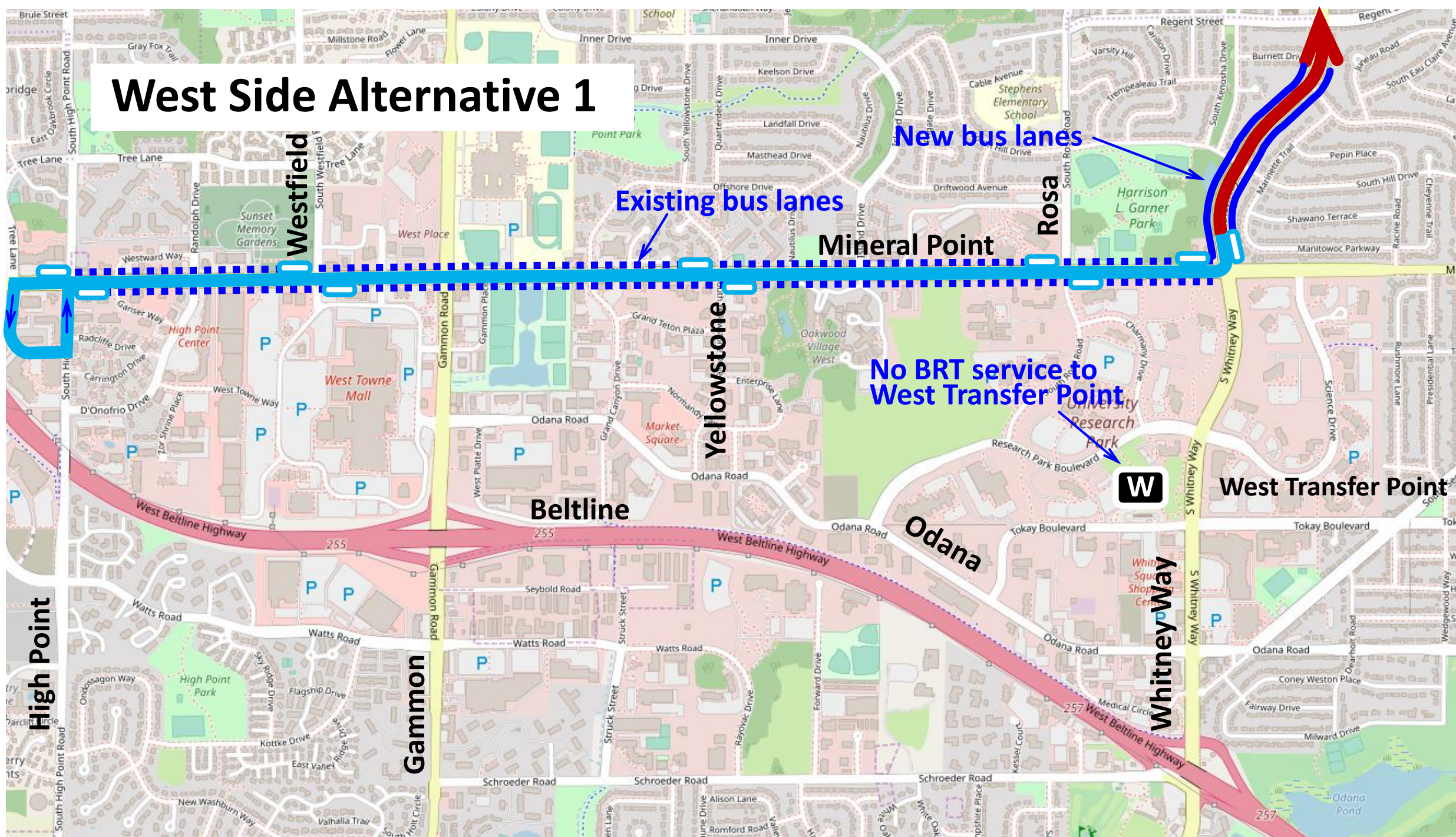


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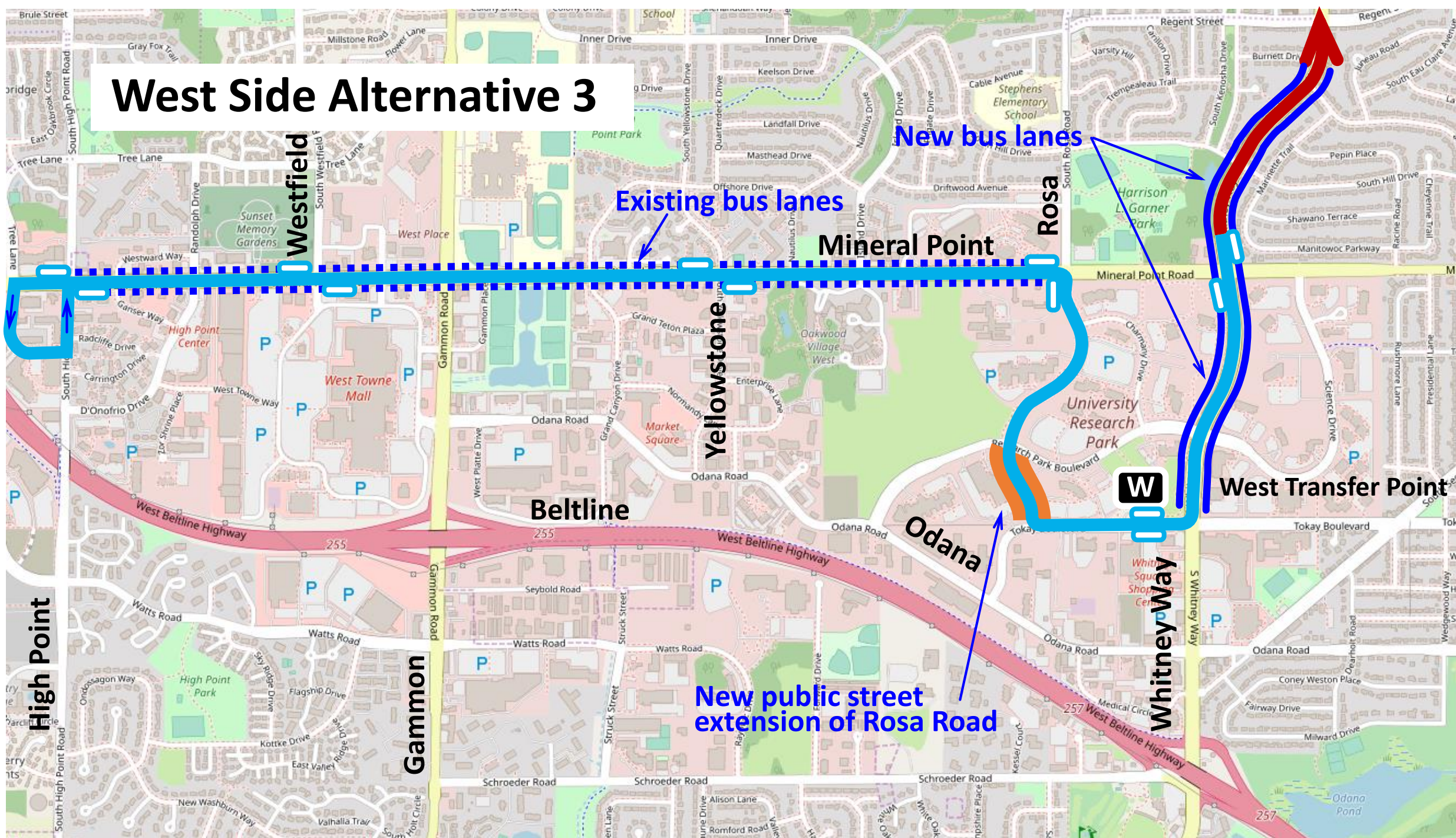
West Side Routing Goals and Objectives

- Ability to serve employment centers
- Ability to provide dedicated running way, which is an evaluation measure for a Small Starts grant
- Ability to provide access to BRT for users of the Metro local system (e.g., enabling convenient transfers)
- Ability to serve important regional destinations
- Ridership potential

West Side Alternative 1



West Side Alternative 3



West Side Alternative 4

New bus lanes

Mineral Point

BRT line ends at West Transfer Point
Future expansion to the west and/or south

Beltline

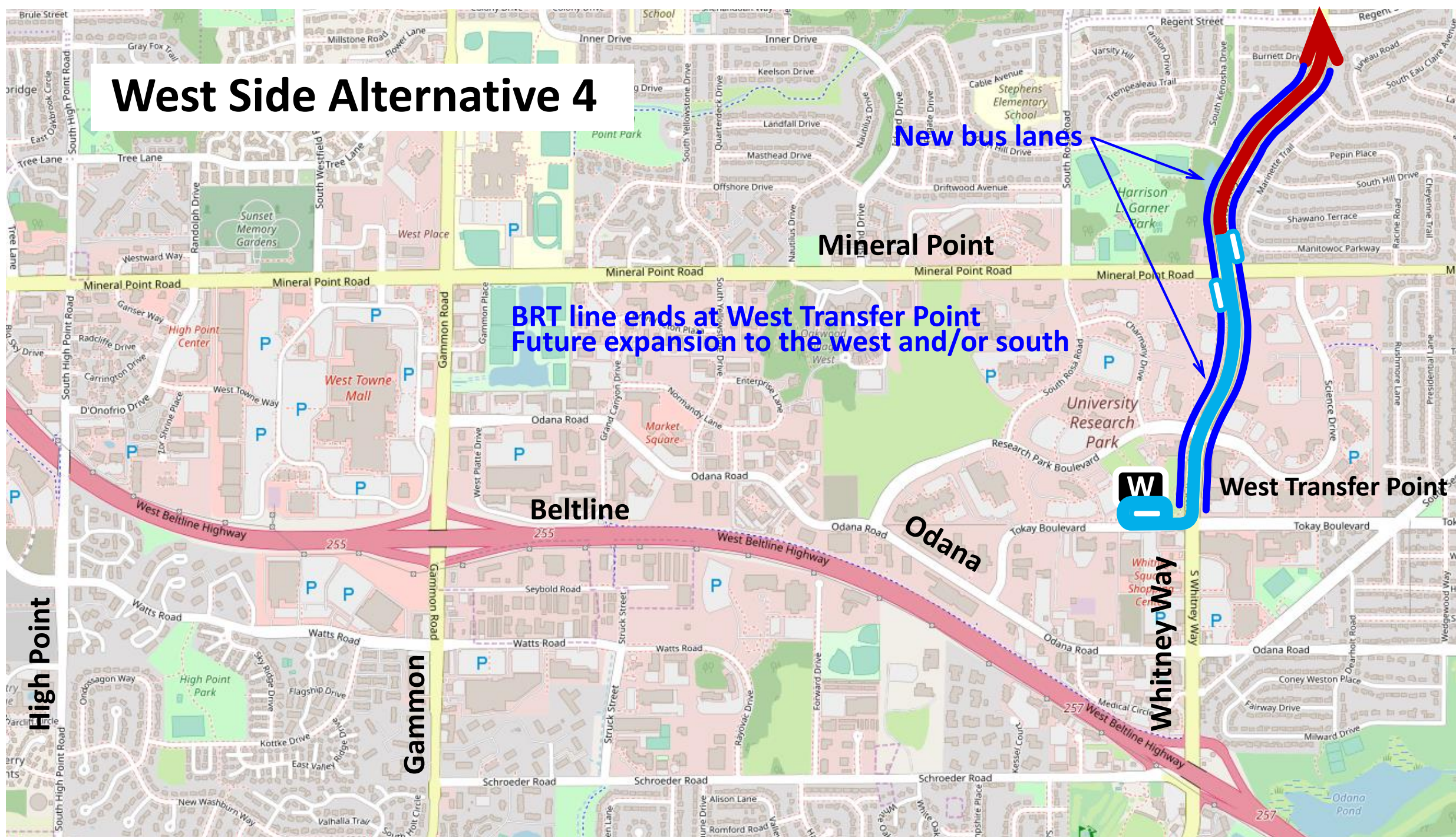
Odana

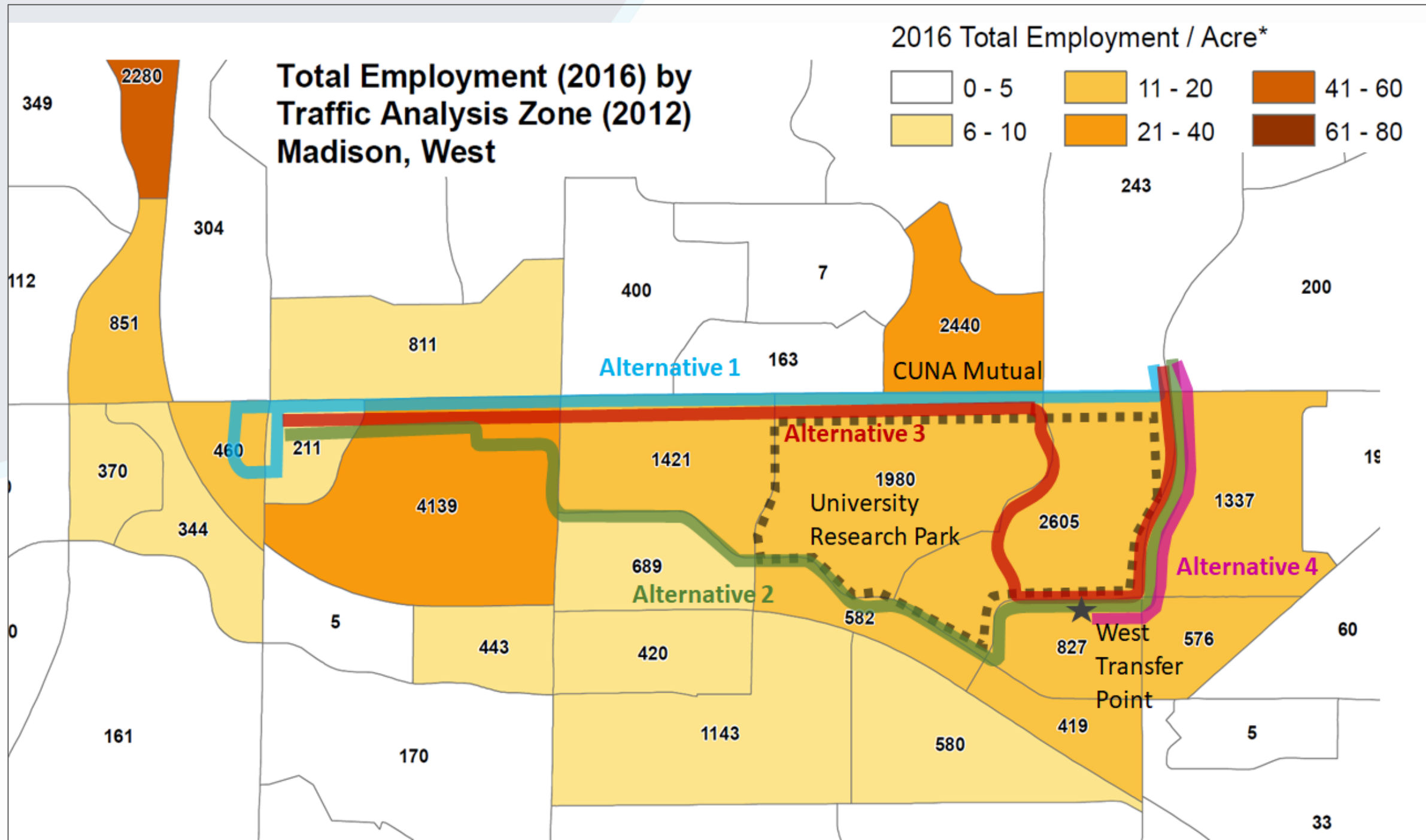
West Transfer Point

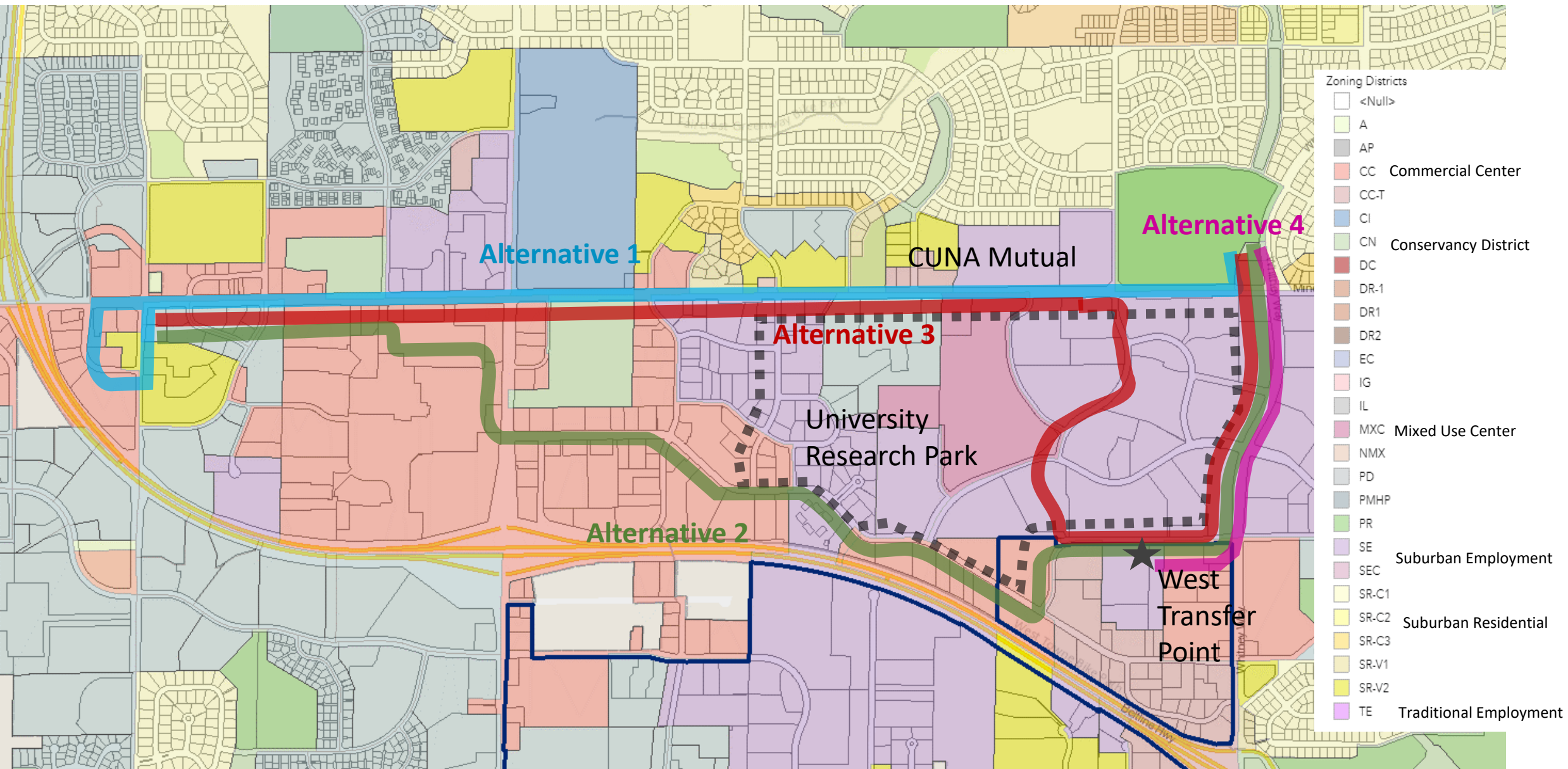
Whitney Way

Gammon

High Point

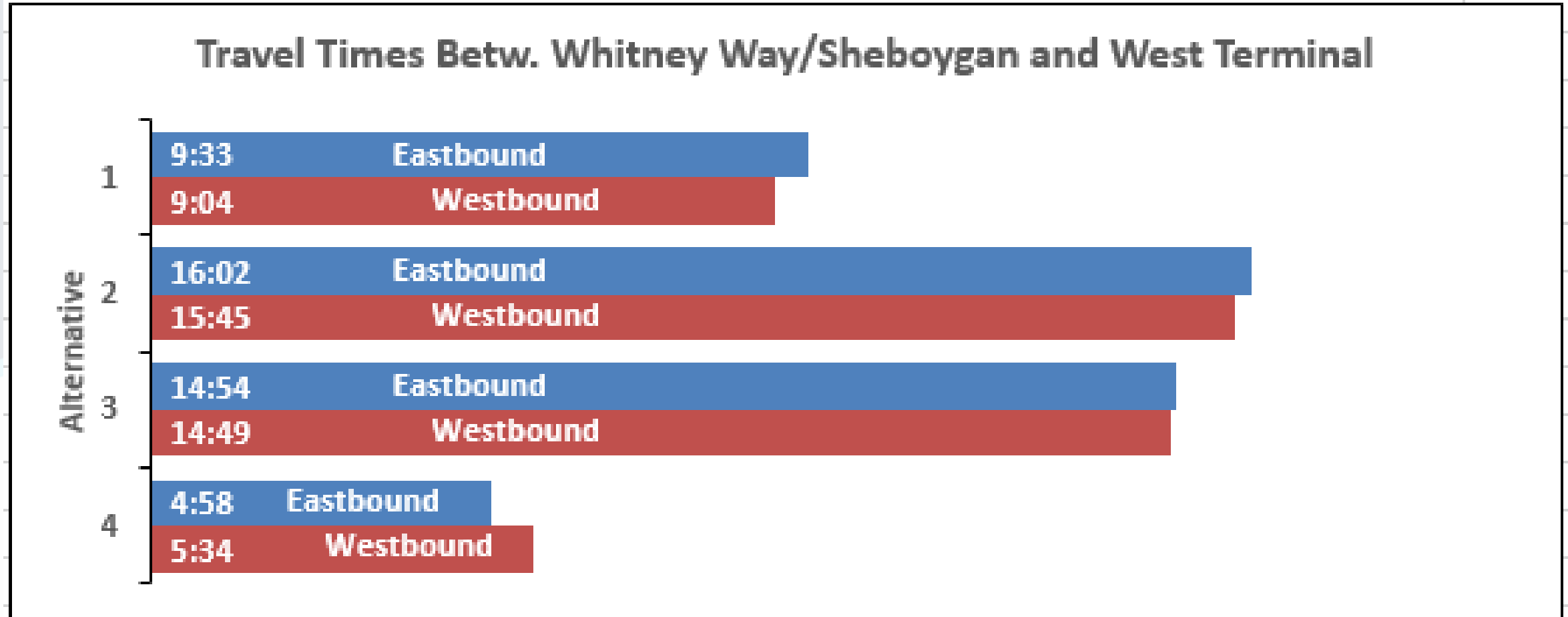






	<u>Alt. 1</u>	<u>Alt. 2</u>	<u>Alt. 3</u>	<u>Alt. 4</u>
Percentage of Dedicated Running Way	100%	33%	75%	100%
Length of Alternative	4.6 mi.	2.2 mi.	5.1 mi.	1.2 mi.

BRT Travel Times



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Evaluation Summary

5= Highly Favorable 4= Favorable 3= Neutral/Equally +/-
2= Mildly Unfavorable 1= Unfavorable

<i>EVALUATION CRITERIA</i>	Alternative 1: Mineral Point Road	Alternative 2: Odana Road	Alternative 3: Mineral Point Road (via Rosa Rd extension)	Alternative 4: Terminate at West Transfer Point
Ability to serve employment centers	3	2	4	3
Ability to provide dedicated running way (speed and reliability)	5	2	4	3
Ability to provide access to local transit system	1	4	4	4
Ridership potential	2	4	4	3

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Staff Recommendation: Alternative 3

- Serves majority of employment in area
- Serves some residential density along MPR
- Most of route in dedicated running way
- Serves highest potential for ridership, incl. future growth of UWRP
- Excellent connectivity to local Metro routes, via West Transfer Point connection

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Questions/Comments?

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