

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

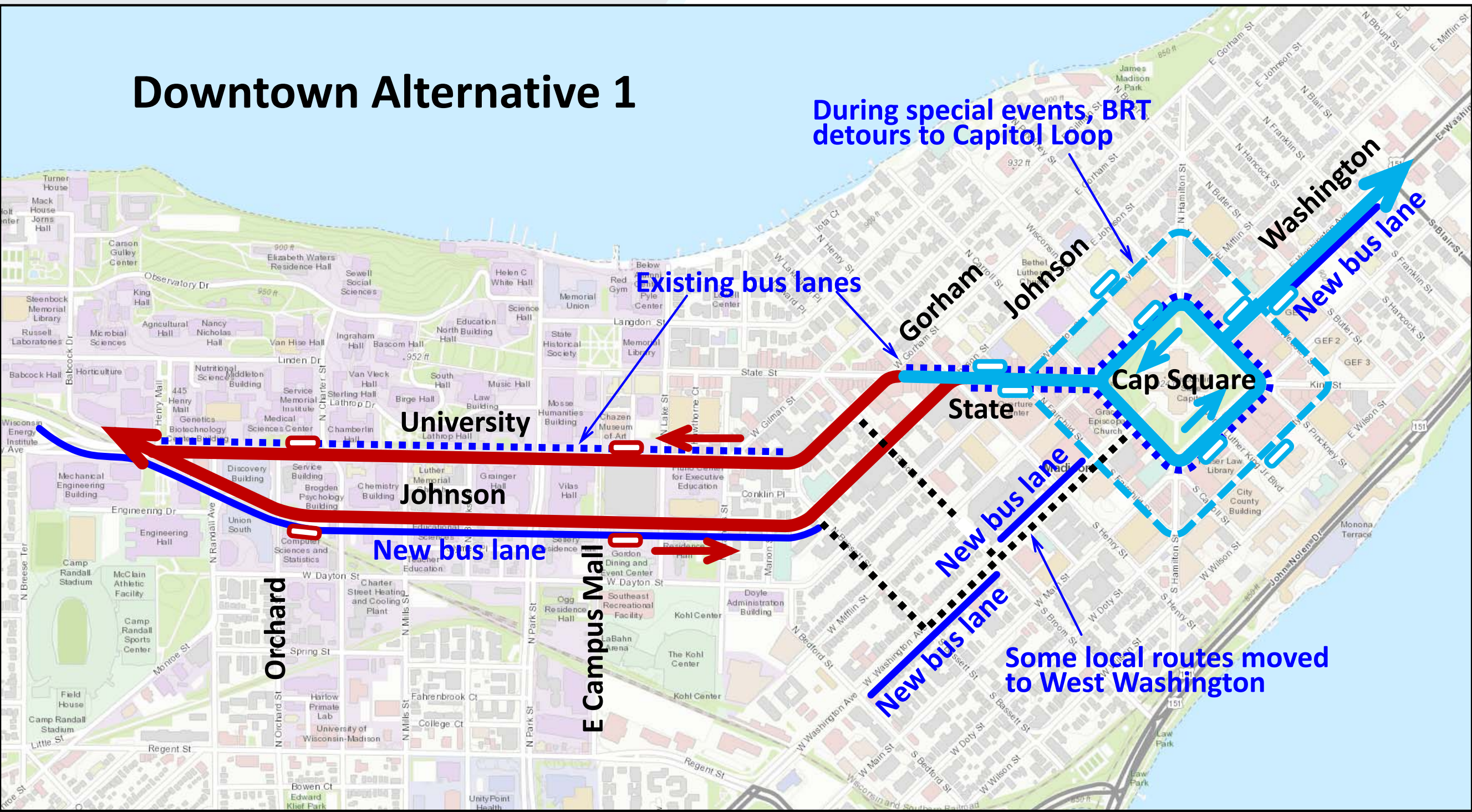
Downtown Route Options – February 17, 2020

MADISON DEPARTMENT



OF TRANSPORTATION

Downtown Alternative 1



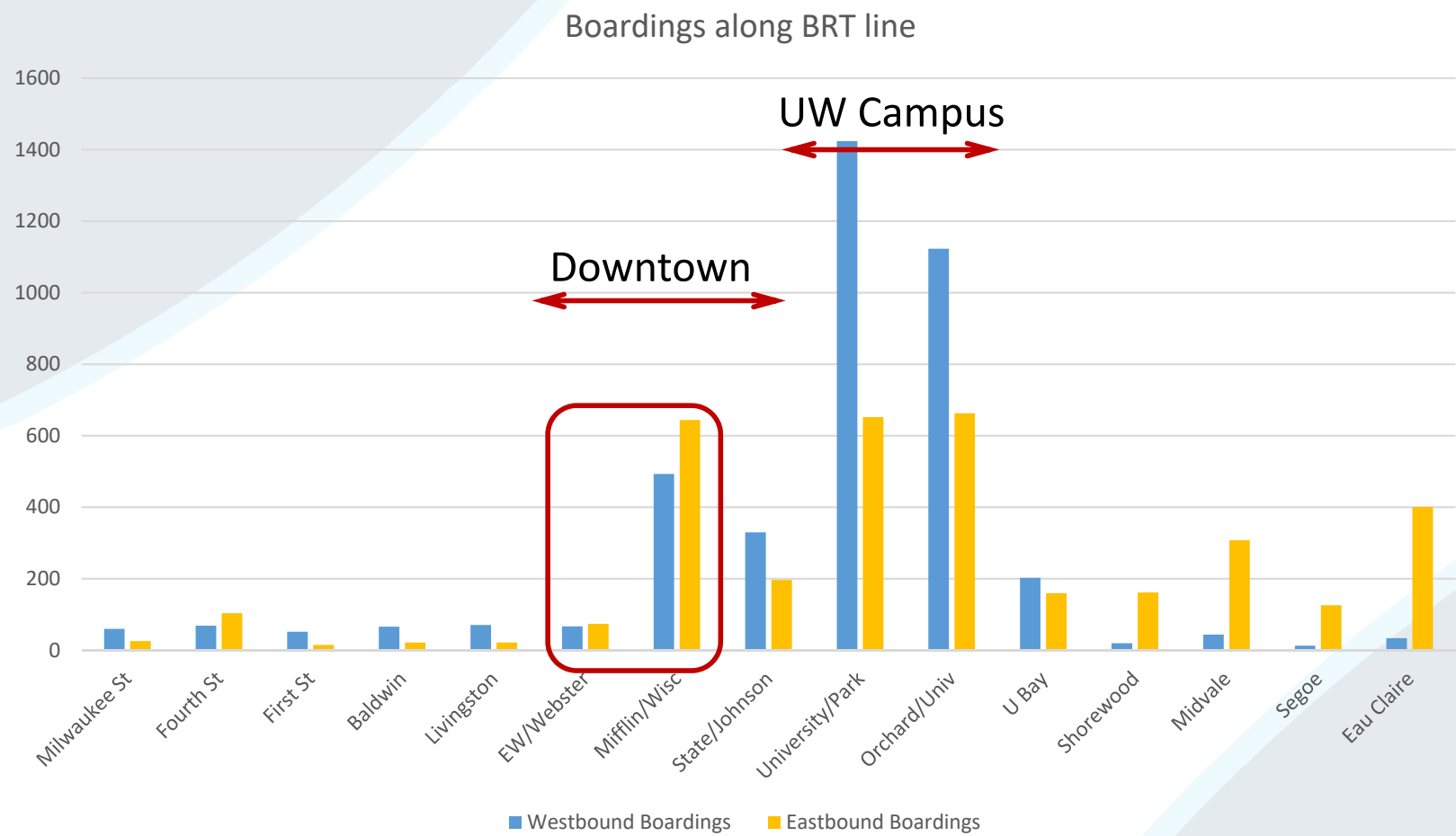
Station Spacing (Miles)

Station	Average	Eastbound	Westbound
Orchard Street	0.40	0.41	0.38
East Campus Mall	0.57	0.59	0.54
State Street	0.29	0.29	0.28
Capitol Square	0.22	0.28	0.15
Webster Street	0.49	0.45	0.52
Livingston Street			

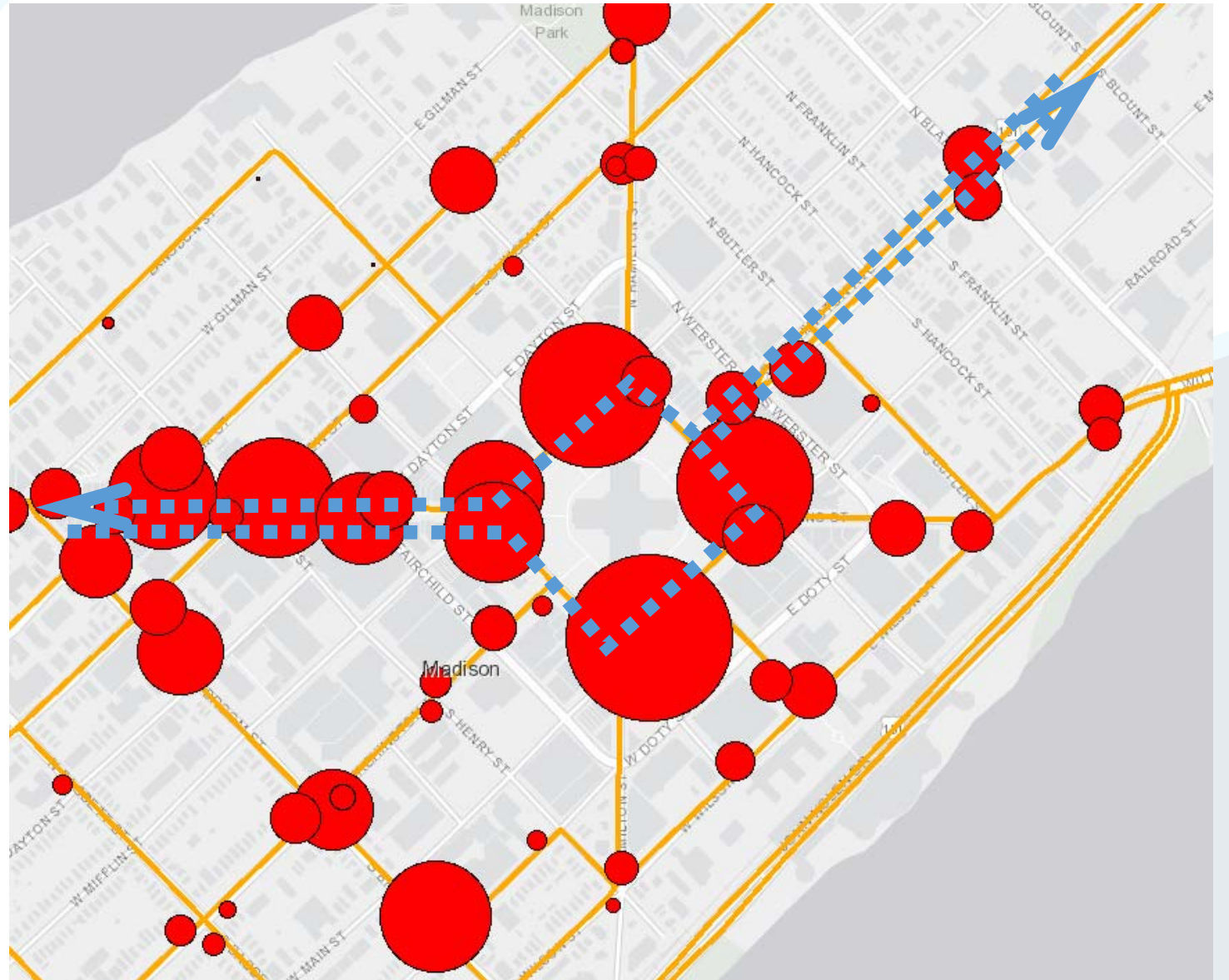
Station Spacing

- Capitol Square and Webster stations are too close together per BRT station spacing goals.
 - **Capitol Square** was included because it is central to downtown Madison, has the highest number of boardings, and serves transfers.
 - **Webster Street** was retained because it serves GEF buildings and First Settlement neighborhoods
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- Alternative 1 keeps all stations
 - Alternative 1E **removes the Capitol Square**
 - Alternative 1F **removes Webster Street**

Boardings by Stop



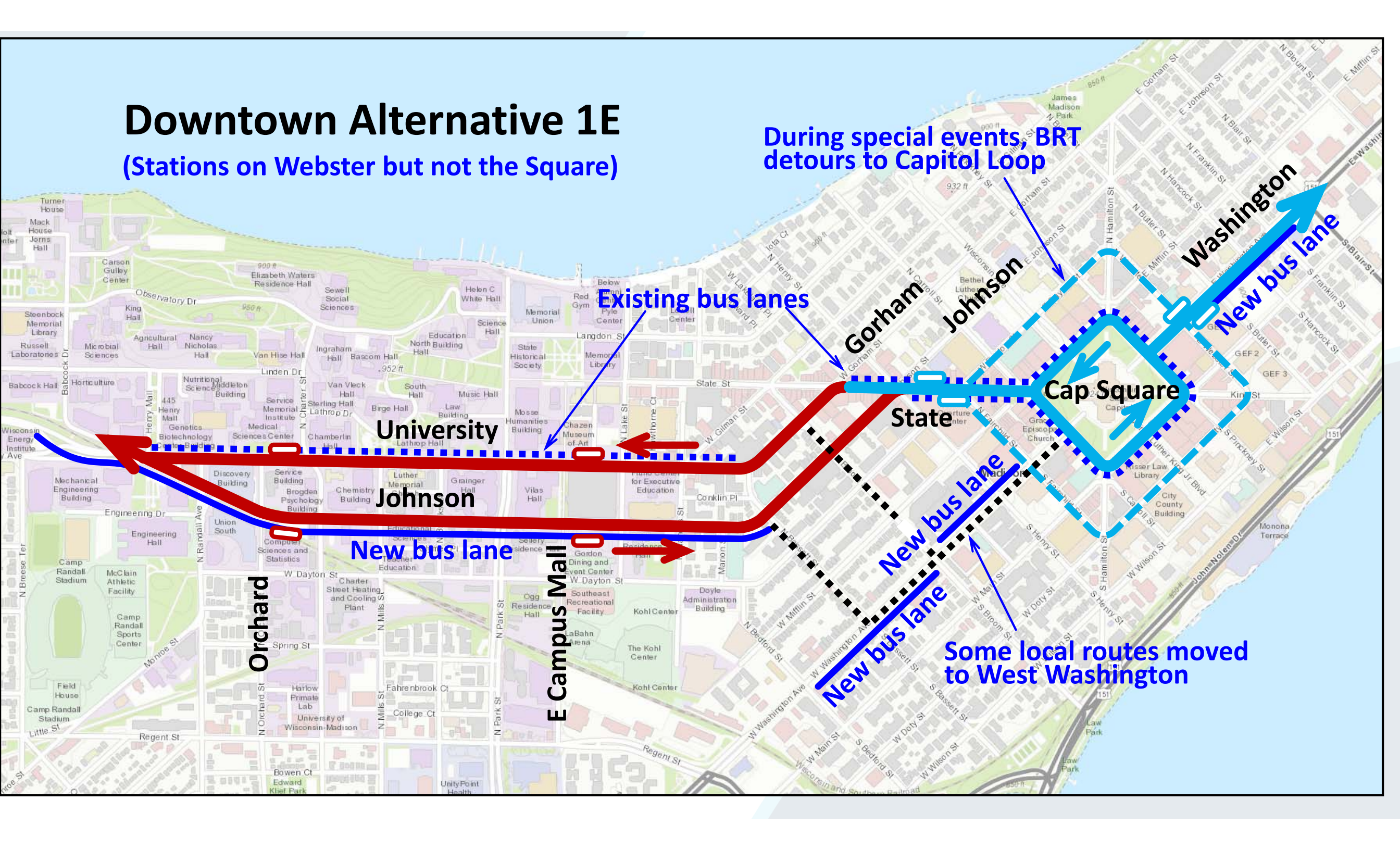
Boardings by Stop



Downtown Alternative 1E

(Stations on Webster but not the Square)

During special events, BRT
detours to Capitol Loop



Existing bus lanes

University

Johnson

New bus lane

Orchard

E Campus Mall

State

Gorham

Johnson

Cap Square

Washington

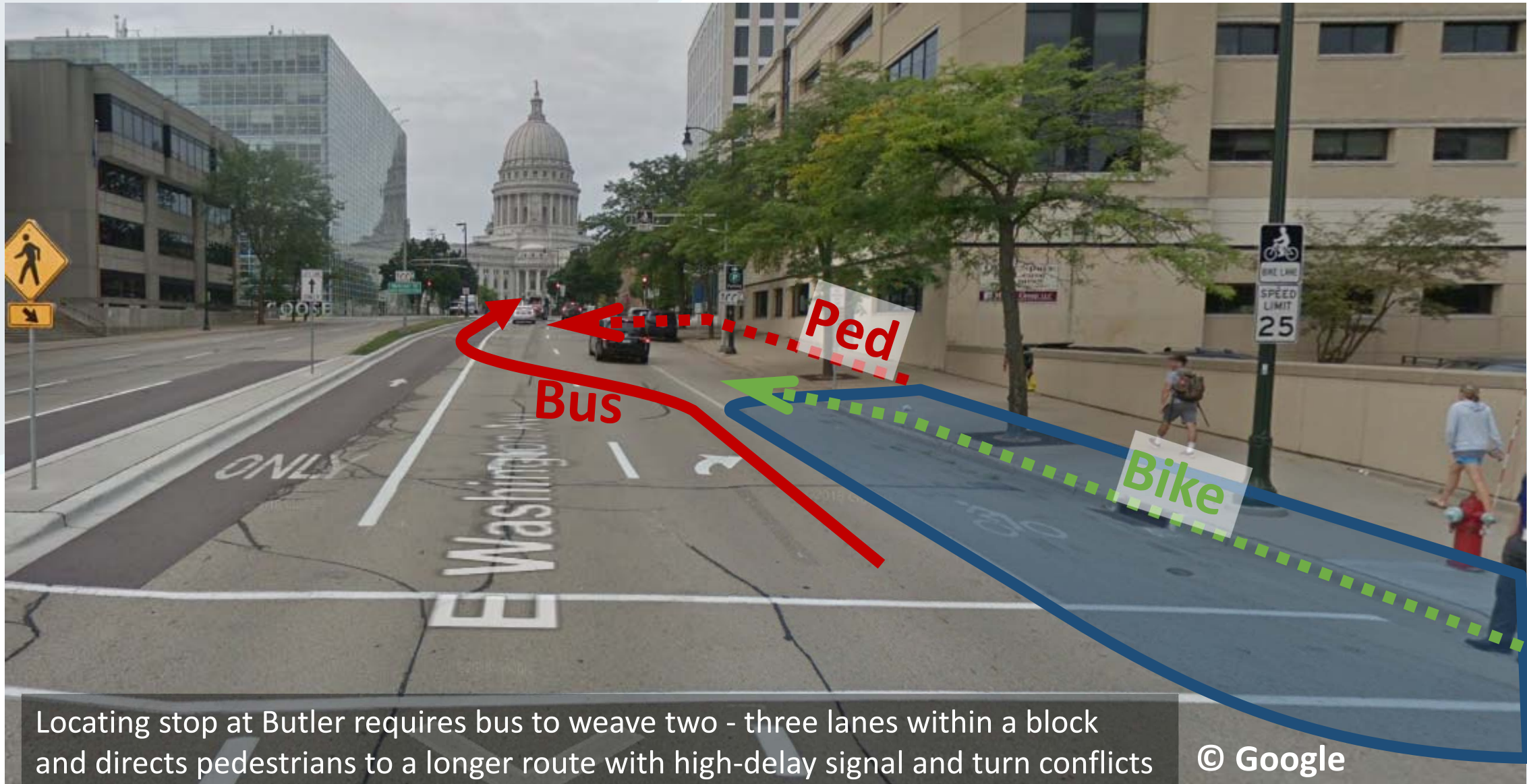
New bus lane

New bus lane

New bus lane

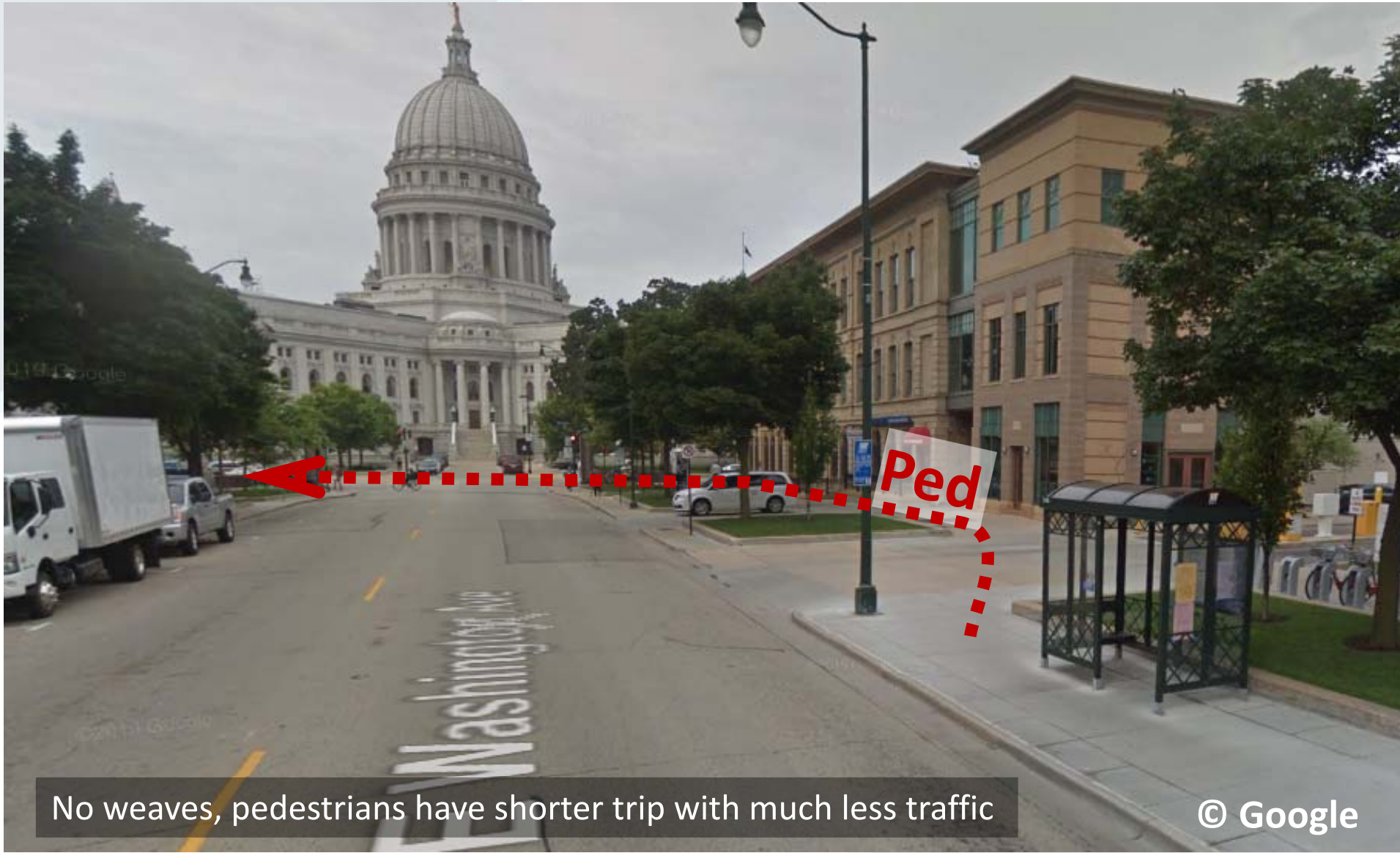
Some local routes moved
to West Washington

Westbound East Washington at Butler - Challenges



Staff recommend leaving the WB Webster station at far side Webster and detouring when on Outer Loop

Westbound East Washington at Butler - Preferred



Downtown Alternative 1F

(Stations on the Square but not Webster)

During special events, BRT
detours to Capitol Loop

0.65 miles to
Livingston Street

Washington

New bus lane

Existing bus lanes

University

Johnson

New bus lane

Orchard

E Campus Mall

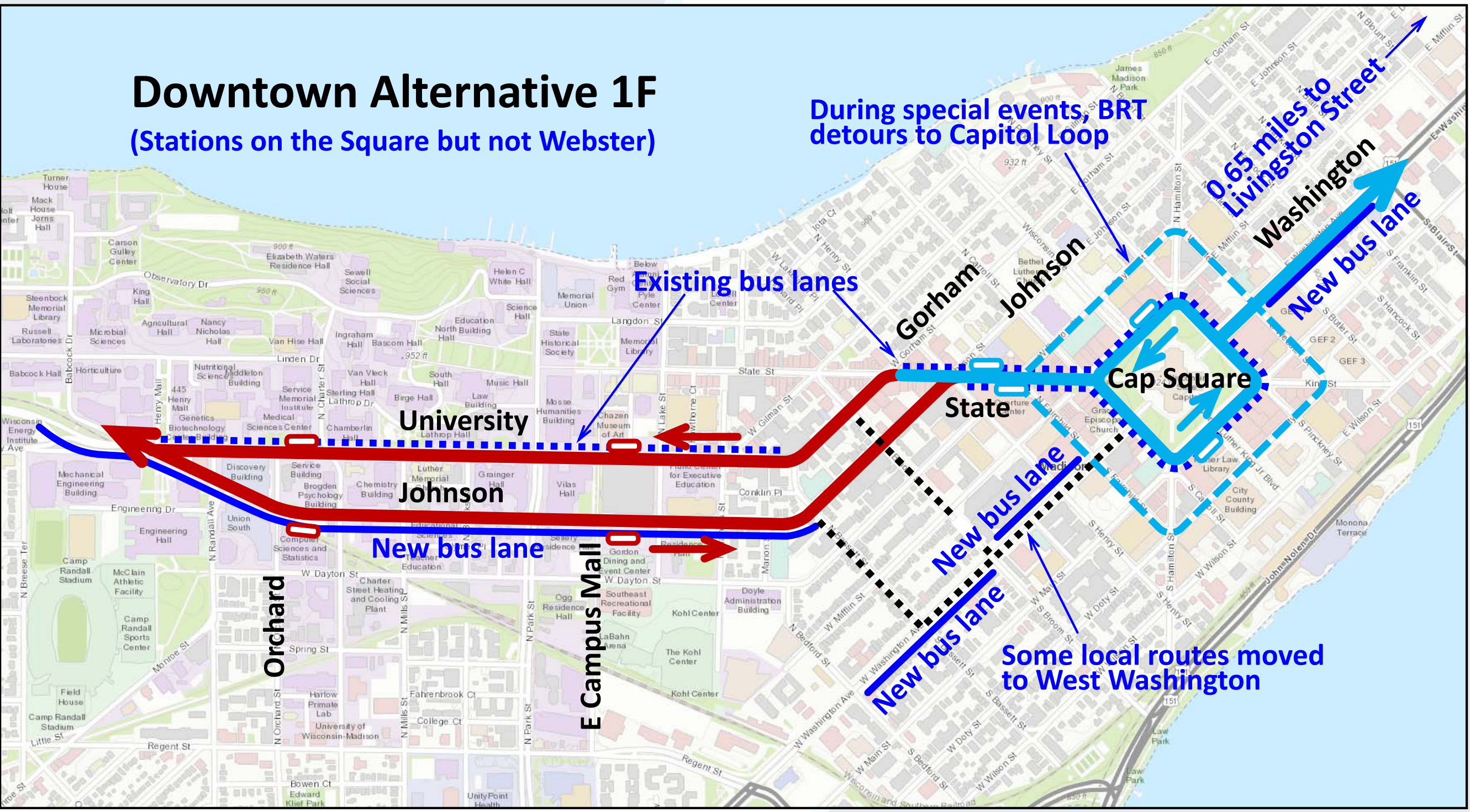
State

Cap Square

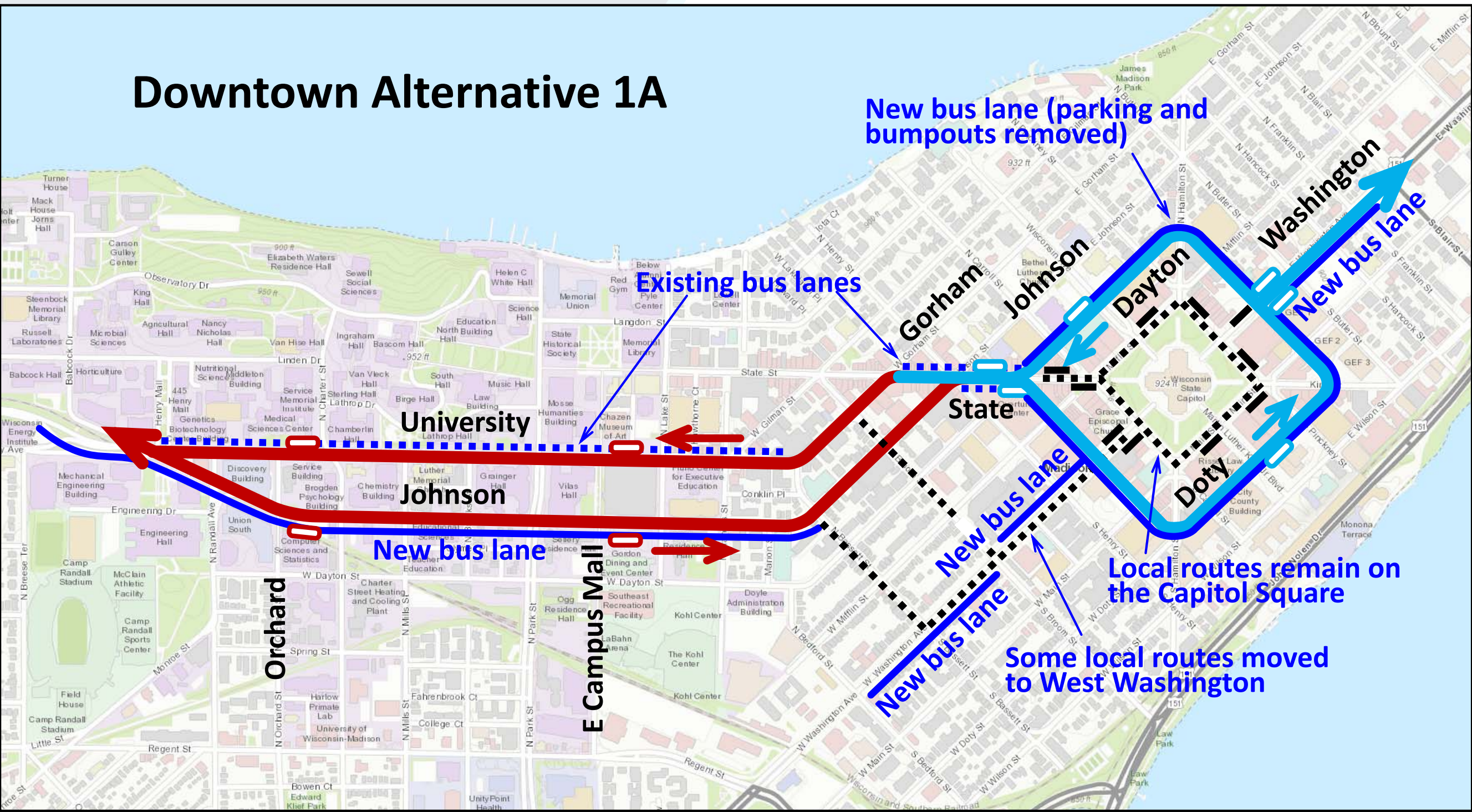
New bus lane

New bus lane

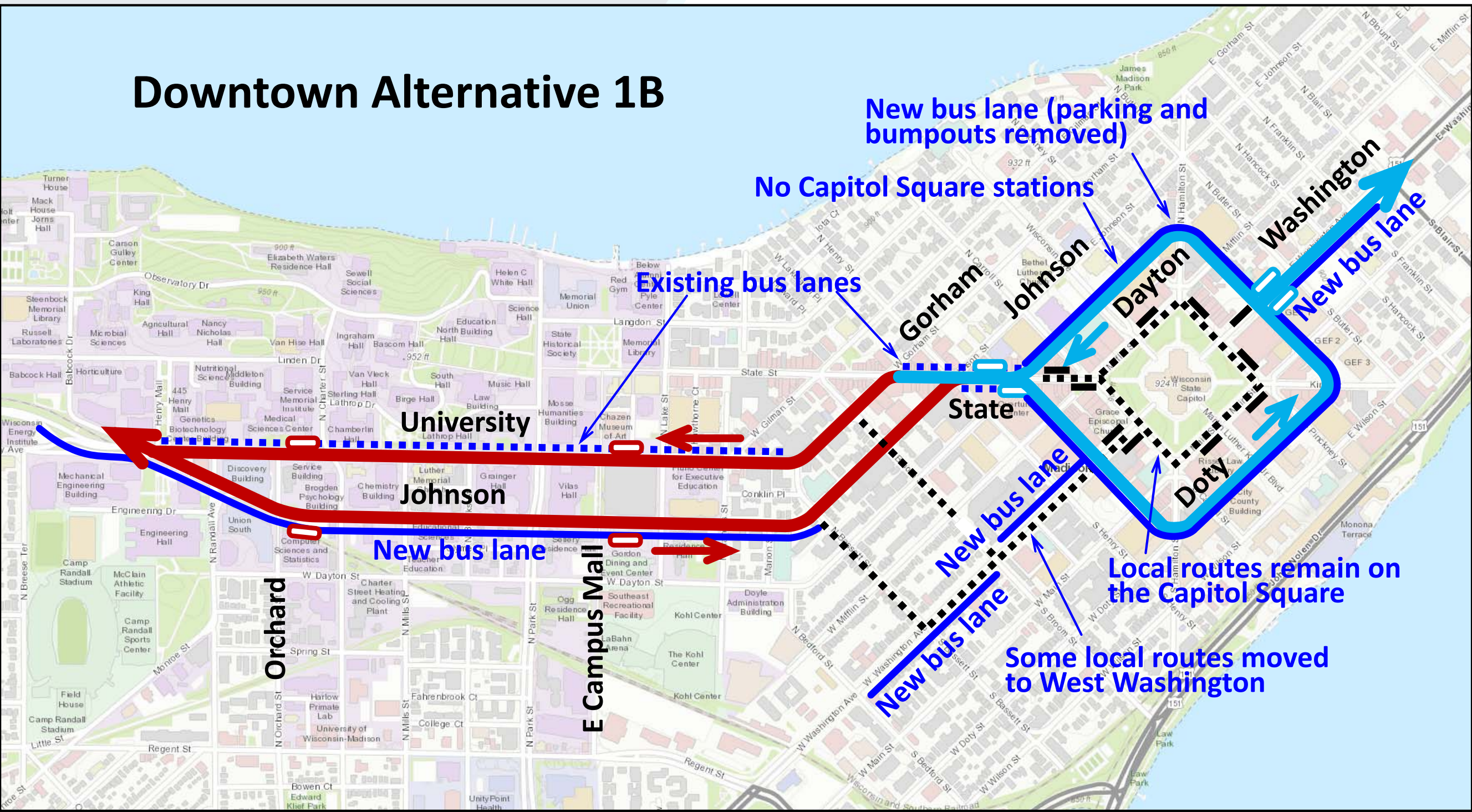
Some local routes moved
to West Washington



Downtown Alternative 1A

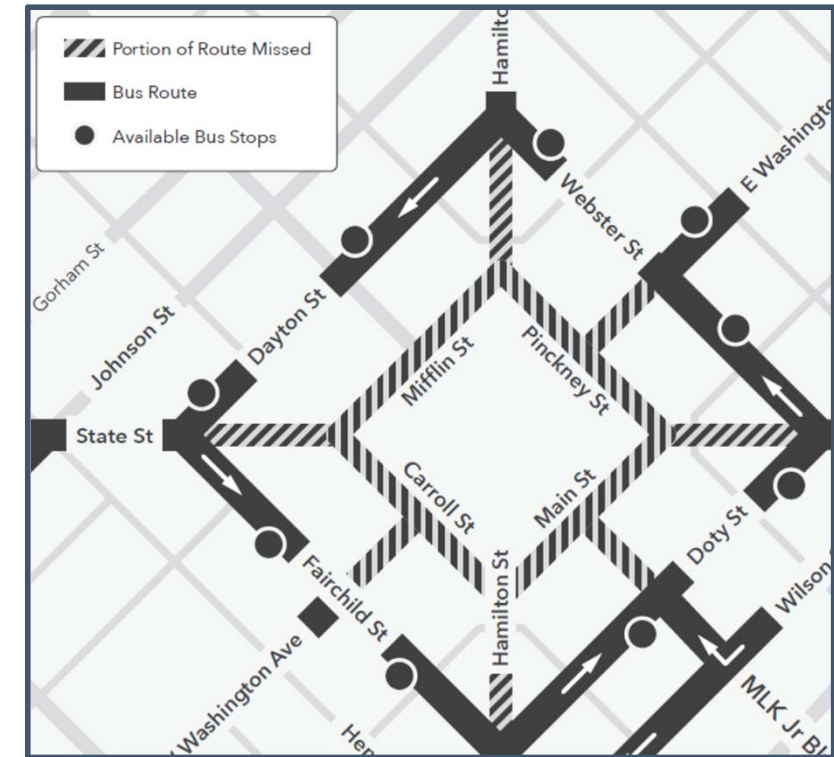


Downtown Alternative 1B



Detours – How we do it today

- **Standardized detours as much as possible**
 - Capitol Loop detour, State Street detour (via Wisconsin)
 - 6-8 major detours are unique
- **Information on the street**
 - Flyers at closed bus stops and on the bus
 - Capitol Loop stops have blue hoods removed revealing generic bus stop signs
- **Online information**
 - Metro web site
 - Text and email alerts
 - Real time data for apps indicate stops closed but not much more
- **Amenities**
 - Main Loop stops have benches but no shelter or real time signs



Detour Improvements with BRT

- **Detour signs**

- Bigger, better, easier to read
- More staff effort dedicated to putting up, maintaining, taking down
- Temporary BRT signage where BRT will stop

- **Real-time signs**

- New real-time signs will have more information and tell riders where to go rather than being blanked out

- **Amenities**

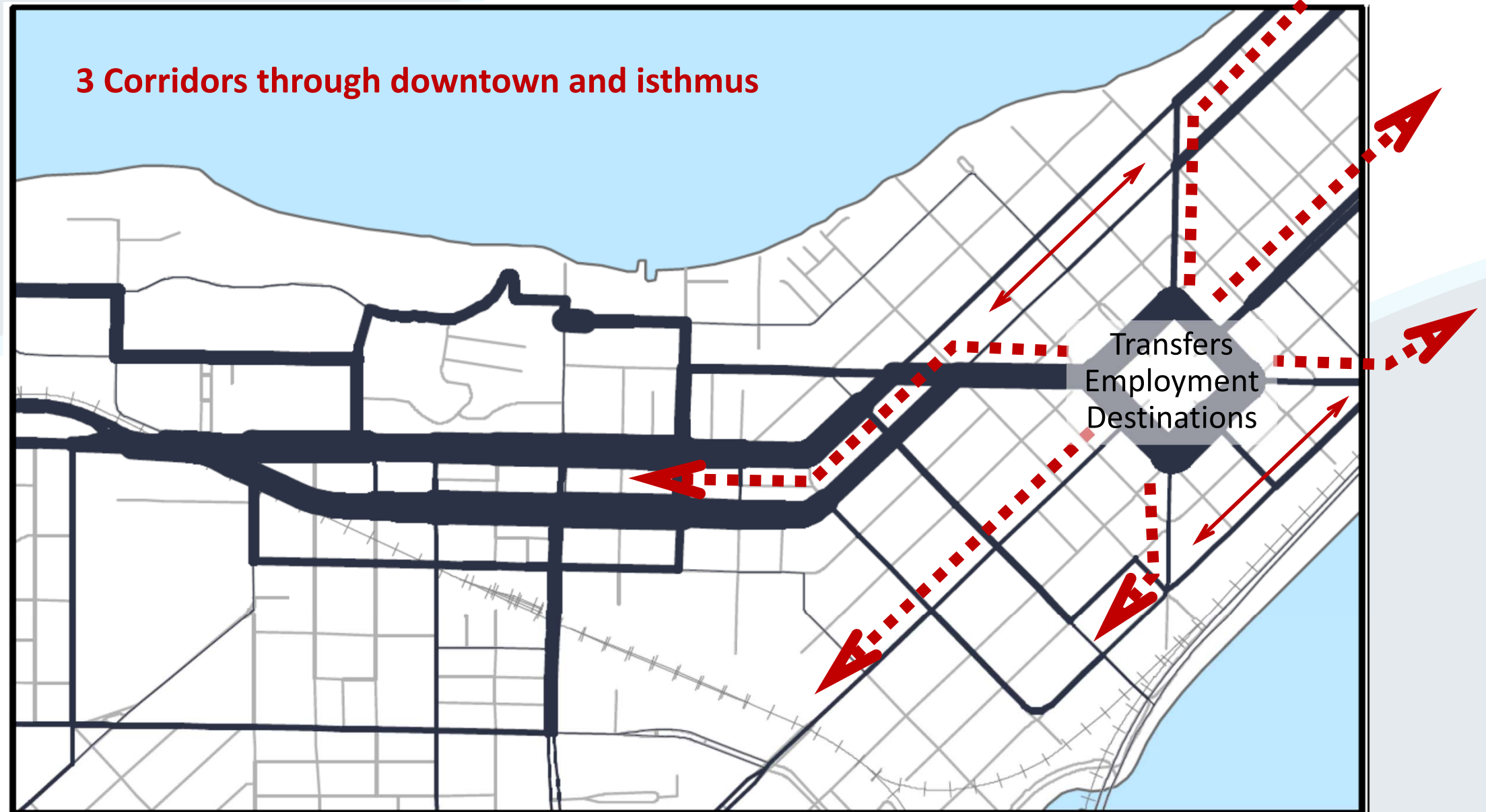
- New bus stop planned Eastbound Johnson far side State Street will better accommodate State Street detour
- Full-length concrete terrace at Dayton and Wisconsin
- Possibly shelters or awnings

- **Other**

- Signal timing improvements to keep buses on time when detoured

Transfers Today

Many west and east-side routes converge on the square for transfers to allow access to other parts of the system



Why the Square makes for good transfers

- **Time point for buses**

- Riders know the bus will not leave before its scheduled time which is published in the Ride Guide. Time points can only be in certain locations.
- For example, we generally do not want time points in the University/Johnson and Park Street area because buses cannot easily pass each other – we want to keep them moving.

- **Wide sidewalks and shelters**

- Helps people who need to wait for a long time. Many bus routes on weekends are hourly.
- Sidewalks on University Avenue and Johnson Street are narrower and can be full of students.

- **Pedestrian safety**

- The Capitol Square is well lit and has pedestrian traffic.

- **Bathrooms, food, and coffee**

- The Capitol Square has businesses that are open to the public.

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