



Downtown Madison, Inc. Position Statement – Downtown Routing: Bus Rapid Transit – February 18, 2020

Downtown Madison, Inc. (DMI) has been an enthusiastic supporter of Bus Rapid Transit (BRT) for more than 5 years. BRT will be a historic investment in our City's future, and Downtown Madison is the heart of our growing and changing city. We recognize the downtown routing of BRT will significantly impact the project's success and will also shape the built environment downtown for decades to come. Routing of BRT also has the potential to stimulate economic development. If well-planned, BRT will strengthen our downtown streetscape and allow for the events that increase tourism. A well-planned BRT system will make our downtown strong and serve the needs of our residents, visitors, businesses, and employees.

We acknowledge that, in submitting its application for Federal Funding for BRT, the City of Madison's application will be stronger with a preferred route selected. We also understand that after the application is submitted, the City will retain flexibility in the process to alter the proposed downtown routes. DMI and its members support the City's efforts to move BRT forward, and we encourage the City to continue to explore downtown route Alternative 1A on the outer loop, along with Alternative 1 on the Capitol Square.

We look forward to serving as a partner in a public engagement process that results in a successful BRT system overall, and a downtown route with station locations, design, and other attributes that optimize the opportunities to enhance our already vibrant Capitol Square and downtown.

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