

Madison's Central Business Improvement District Bus Rapid Transit Statement

March 2020



Madison's Central BID is in support of the city's efforts to create a Bus Rapid Transit System.

We acknowledge the City's efforts to study, research and determine the best route possible through the downtown core.

We look forward to working together to create a downtown route and transit system that:

- maintains its position as an economic driving force for the region;
- will encourage new development;
- is energized with people and events;
- runs on routes and schedules that benefit everyone;
- has well-marked, easy to use and find stations;
- eliminates or greatly reduces rerouting;
- provides easy to find and access public and private parking;
- prioritizes outdoor cafes and brick & mortar merchants;
- retains the aesthetic beauty of the Capitol Square;
- is carefully planned with input from all stakeholders;
- compliments the needs of drivers, bicyclists, pedestrians and other transportation options;
- is welcoming and accessible for all.

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Madison's Central Business Improvement District represents more than 270 properties servicing more than 500 1st floor level retail, restaurant, entertainment and services businesses. Madison's Central BID works to increase the vitality and health of the district and promote business within it. Visit downtownmadison.com