



FOR IMMEDIATE RELEASE (DATE: July 14, 2021)  
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## Downtown Madison Inc. (DMI) Statement on State Street and Bus Rapid Transit

MADISON – Downtown Madison Inc. (DMI) strongly supports Bus Rapid Transit (BRT); however, we join other stakeholders in opposition of the proposed routes downtown and placement of stations on State Street and the Capitol Square.

We have reached this decision through our ongoing conversations with the community, residents, small business owners, property owners, Madison's Central Business Improvement District (BID), the City of Madison, Alders, and other stakeholders. We insist on having inclusive conversations to find a mutually agreed upon compromise for alternative station locations that will best serve BRT riders and will not disrupt businesses.

Ultimately, we share the Mayor's goal: to build a vibrant, economically strong, and equitable downtown where everyone feels welcome. We are confident that together we can achieve this common goal, which includes the exciting addition of BRT.

For more information, please contact Jason Ilstrup at [jilstrup@downtownmadison.org](mailto:jilstrup@downtownmadison.org).

### ***About Downtown Madison, Inc.:***

Downtown Madison, Inc. (DMI) is committed to sustaining, planning for, and growing downtown Madison as a vibrant regional economic engine that offers a best-in-class quality of life for businesses, downtown workers, residents, and visitors. Learn more at [downtownmadison.org](http://downtownmadison.org).