

From: Erin & Dimitri Vranas <v@parthenongyros.com>

Sent: Wednesday, June 16, 2021 7:18 PM

To: BRT marketing group <BRT@cityofmadison.com>; Carter, Sheri <district14@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; Mayor <Mayor@cityofmadison.com>; Tiffany Kenney <tkenney@visitdowntownmadison.com>; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; Lynch, Thomas <TLynch@cityofmadison.com>; Stuehrenberg, Justin <JStuehrenberg@cityofmadison.com>; Cechvala, Michael <MCechvala@cityofmadison.com>; Jason Ilstrup <jilstrup@downtownmadison.org>

Subject: Problem with Proposed 300 Block State Street BRT Shelter

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Mayor Rhodes-Conway, Madison Common Council Members, Madison Department of Transportation Leaders and City Leaders,

My name is Dimitri and my wife Erin and I own Parthenon Gyros at 316 State Street. Parthenon has been in Madison for 50 years and in my family for 3 generations. I'm contacting you regarding the giant bus shelter that is proposed to be built on the 300 block of State Street in front of our restaurant. We are greatly opposed to it, knowing it will severely damage our business by taking away our front sidewalk cafe, which is crucial during our busiest times of the year and a major contributing factor to our survival. Not only do a huge percentage of our guests sit outside, but the activity on our front outdoor patio attracts people's attention and encourages them to stop in.

We're not the only ones who believe we will be directly negatively affected by this decision. Triangle Market, Princess of India, Madison Modern Market, Himal Chuli, the building property owners, as well as our staff are all strongly opposed to this proposal. The extremely large 100 foot area needed for the bus shelter and ramps would take away our sidewalk cafes and sidewalk merchandise vending areas, and it would block crucial visibility to our businesses that we all depend on to survive. To make matters worse, none of us have been included in any of the conversations or made aware of the steps taken along this process.

We've had our ups and downs over the years at Parthenon, but last year was by far the worst in our history and I know we're not alone. The amount of courage that was shown and required this past year by the leaders and staff of the surviving small businesses unfortunately does not guarantee our future survival, as many of the repercussions are still unraveling and we're all still in survival mode.

Even if we didn't all just suffer the worst year of all time, I've grown up in this restaurant and have seen that having one small business alone nowadays is not as sustainable as it once was, even working 7 days a week like many of us do. Which is why most of us need to rely on some other sort of income, whether it's a partner's job, or finding another income like driving an Uber, or starting some other side business, just to stay afloat (all real examples from the businesses on our block that will be most impacted by this proposed bus shelter). Many of us literally can't afford to take a hit like this.

Being a small business owner requires thick skin and resilience, but we all have our breaking points. Sadly, on the 300 block alone, I have personally spoken with 10 people who have in the

past year expressed so much frustration that they have wanted to either get out of the business (or property) or at least get out of the downtown.

To be honest, many of us business owners and property owners feel unwanted by many of the city leaders, and this seems like another nail in the coffin. For some of us, sadly, it will be.

I believe the uniqueness of our downtown is made up by the uniqueness of us as individuals. On our side of our block alone, we have Nepalese, Syrian, Italian, Greek, Mexican, Taiwanese and Chinese families. The more diverse we are, the more commonalities we find, and the more humane we become.

For that reason, **we are all in favor of BRT** and bringing more people and more diversity into our downtown, to build and share this uniqueness together. We are simply asking you to relocate the proposed bus shelters (or just keep them where they currently are), so as not to destroy our businesses and our families' lives.

A critical factor in creating a healthy and desirable future begins with a clear vision and then working backward to create it.

If the vision of the most influential leaders of this city is to create an environment where there are eventually no more local, unique "mom and pop" shops and where stores either go empty or are replaced by faceless outside national corporations, then we're headed in the right direction and fast.

If the vision is to create a diverse and connected community of locals who care about Madison and each other, then we all need to help and support each other in any way possible. That begins with involvement and that begins with communication.

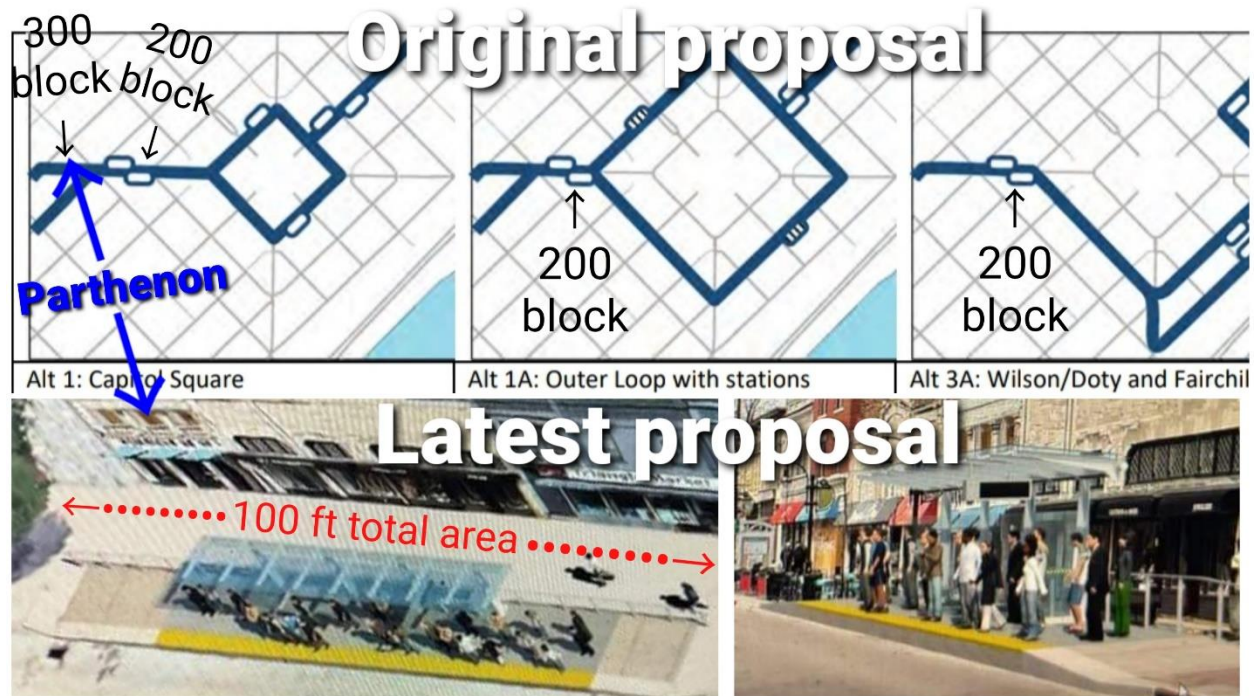
Here are some potential solutions:

- The best option would be to move the huge BRT bus stations off of State Street. There are plenty of nearby intersections that wouldn't directly threaten any local businesses.
- Build them where the current bus shelters already are. Businesses have already adapted to these locations and it makes sense being at the end of the blocks where buses stop at red lights anyway.
 - 200 Block - Being in front of another city building, the Overture, makes sense since it doesn't rely as much on daytime traffic and it also has a much larger footprint, which wouldn't impact their visibility or business. On the other side of the street, it would stay where it is now (see attached picture of original proposal).
 - 300 Block - Being at the west end (where it is now) would be the closest area to drop off BRT riders that might work or want to visit the 400/500/600 blocks (since the BRT stops at the end of the 300 block and doesn't go down to those blocks).
- Make the shelters smaller
 - Based on current sketches, the new shelters would be roughly 7 times larger than the current ones, which are never full.
 - A smaller shelter and overall footprint with only one ramp on one side would minimize any potential damage to local businesses.

Many of us (especially the people who are most affected by the decisions) would love to be more involved and be a part of the conversation and to work toward finding the best solution for us all.

Thank you for your time and help and I look forward to speaking more.

Dimitri Vranas



From: Carmelo Alfano <calfano@gmail.com>

Sent: Thursday, June 17, 2021 12:03 PM

To: BRT marketing group <BRT@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; Lynch, Thomas <TLynch@cityofmadison.com>; Stuehrenberg, Justin <JStuehrenberg@cityofmadison.com>; Cechvala, Michael <MCechvala@cityofmadison.com>; jilstrup@downtownmadison.org; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>

Subject: BRT Concerns - State Street

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Mayor Rhodes-Conway, Madison Common Council Members, Madison Department of Transportation Leaders and City Leaders,

I am writing to you in regard to Madison's Bus Rapid Transit project. While I think everyone can agree that it could be great for the city and its residents, the placement of its stops should be considered carefully and thoroughly.

Recently, a press release came out with a picture of a planned bus stop on the 300 block of State Street that would cover the business frontage of Madison Modern Market, Princess of India, and The Stop and Shop. The majority of us are Immigrants & Minority Business Owners. It will also affect Parthenon's ability to set up their outdoor patio. This planned location will severely impair these businesses' ability to attract customers.

As State Street retailers and restaurateurs, we rely almost entirely on pedestrian traffic to attract customers. Not only would the planned stop make it more difficult to get to our front doors, but it will also reduce the visibility of our front windows. As you know, retailers invest heavily in their window displays in order to attract window shoppers. The planned stop would all but negate any efforts to make our front windows inviting and welcoming.

The last year and a half has been devastating to State Street business owners, and the planned bus stop location would unnecessarily impact merchants that have made long term economic commitments to State Street and downtown Madison. I hope you understand that a bus stop in this location would likely be the nail in the coffin for us.

As a shop owner who would be impacted by a stop in that location, I would like to know why I was not involved in the decision-making process. I would also like to know how to have my voice heard on this issue moving forward.

Additionally, in the 01.27.2020 document about Downtown Alternatives lists its goals and objectives. Some examples are to minimize travel times, minimize traffic impacts and accommodate bike traffic. The City however does NOT state how they will minimize the impact of placing oversize bus shelters in front of local retail businesses. We would request the City Council move to study this more thoroughly and become part of the decision making process.

The proposed bus stop at this corner would likely cause a backup into the intersection of Johnson and State Streets when there is more than one bus. This would severely impact the flow of traffic on Johnson Street.

A viable alternative might be to expand and renovate existing bus stops. The shops near these existing stops presumably picked locations on State Street near bus stops because they either would not be affected by them, or preferred to be near them. Expanding current bus stops would be least impactful to local businesses.

Is the long term solution, potentially, to not have any buses on State Street? Current Bus stops could be expanded to (not added on State Street) on either Johnson or Gorham Street. As State Street is well known as a pedestrian mall, perhaps it would be best to restrict traffic entirely to emergency vehicles.

We also support the idea of having buses bypass State Street, as outlined in proposal 3 and 3a of the January 2020 Downtown Report. This more directly serves the majority of downtown Employment on the south side of the Isthmus and daily users of the bus system.

We oppose additional bus stops on State Street because of the negative impact that it will have on the livelihood of the shop owners who have committed to making State Street a fun and positive place.

Thank you for your time,

Carmelo Alfano
(608) 213-3221

From: Emma Stepien <stepien.emma@gmail.com>

Sent: Monday, June 21, 2021 12:05 PM

To: BRT marketing group <BRT@cityofmadison.com>; Carter, Sheri <district14@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; Mayor <Mayor@cityofmadison.com>; tkenney@visitdowntownmadison.com; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; Lynch, Thomas <TLynch@cityofmadison.com>; Stuehrenberg, Justin <JStuehrenberg@cityofmadison.com>; Cechvala, Michael <MCechvala@cityofmadison.com>
Cc: Carmelo Alfano <calfano@gmail.com>

Subject: Bus Rapid Transit - community and business concerns

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Mayor Rhodes-Conway, Madison Common Council Members, Madison Department of Transportation Leaders, and City Leaders,

My name is Emma Stepien, I am the manager at Madison Modern Market located at 310 State Street. As a longtime employee and resident of downtown Madison, I am writing to you regarding the proposed Madison Metro Bus Rapid Transit shelter to be built on the 300 block of State Street directly in front of my business and neighboring businesses as presented in the Bus Rapid Transit Public Information Meeting on May 11th, 2021. While I feel the BRT system is promising for connecting our city and residents, I am opposed to the current proposal and feel it is important that the routing of the BRT system be carefully considered from a holistic point of view.

The 100' long BRT shelter would severely impact our business by making it difficult to get to our front doors, obstructing the visibility of our front windows, eliminating the opportunity to vend on the sidewalk, and removing our neighboring patios. These factors are crucial to our businesses as we operate under a pedestrian-oriented business model. In [Ensuring A Vibrant Downtown Retail Destination: A Retail Assessment and Strategy for Downtown Madison](#) published in November 2016, over three-quarters of people surveyed who shopped on their last trip to downtown Madison were visiting for another purpose, with shopping as a secondary activity (pg 46). High visibility—especially under the pedestrian-oriented business model which the majority of businesses on the street operate—ensures our success downtown. We, like so many others on State Street, specifically chose to do business in this location due to the visibility which is now proposed to be eliminated without our input.

State Street is historically a pedestrian business area, with sidewalks being widened and repaved in the mid-2000s to enhance this experience. In [Ensuring A Vibrant Downtown Retail Destination: A Retail Assessment and Strategy for Downtown Madison](#), downtown Madison has a high walkability score, “with sidewalks around 21’ wide in total—which is sufficient for allocating space to a pedestrian zone and a generous flex zone”. Reducing our sidewalk to 5’ wide, especially for a 100’ stretch, is “not sufficient to provide a comfortable pedestrian experience” (pg 37). It is inevitable that pedestrians will choose to walk on the opposite side of the block, giving our businesses no consideration and creating an unnecessary hassle for pedestrians. Is this truly meeting the goal of improving the pedestrian experience as outlined in [City of Madison East-West Bus Rapid Transit](#) published 01/27/2020? While the BRT system may help to bring our community downtown, I ask you to consider how it affects their experience on State Street once they arrive.

Furthermore, the BRT shelter does not fit with State Street’s current branding indicators, specifically common architectural elements and scale. The design selected by the Urban Design

Commission, *Arbor Terrace* by Kenneth Casper, is even more visually solid and taller than the renderings presented by the city during the May 11th meeting. Raising the sidewalks 10" not only increases the height of the structure, but also increases the length by creating the need for extra long ramps to meet ADA-ABA guidelines and support ingress/egress.

With the location of the BRT shelter at the corner of Johnson and State Street and the implementation of larger buses, this stop location would likely cause a backup into the Johnson Street intersection when there is more than one bus. This would severely impact the flow of traffic on Johnson Street, ultimately negatively affecting transit times for both Madison Metro riders and those traveling by vehicle or bicycle on Johnson Street.

Additionally, I have concerns about the BRT system's impact on events in the downtown and State Street area. These unique happenings—such as Madison Night Market, Maxwell Street Days, Cars on State, Art Fair on The Square—define our neighborhood and help Madisonians come together to celebrate our city. If this important route is running via the Capitol Loop and State Street (and route consistency is key in maintaining an efficient system), will detours for events be significantly limited? Will events be reduced to a fraction of what they once were? Downtown Madison events are crucial for attracting customers and result in boosted sales for businesses like ours. What would this mean not only for downtown businesses, but our community at large? Would visitors return after discovering their once-beloved event is no longer as vibrant as it once was?

City of Madison East-West Bus Rapid Transit does not address the potential for the proposed BRT shelters to become areas of congregation for individuals without homes. The city has taken measures to deter loitering, such as removing the stones at Philosophers Grove, adding bench dividers, placing permanent art/fixtures on ledges, and collaborating between the MPD and social workers to help the unhoused find more permanent solutions. I respectfully request the city provide more information regarding their solutions to ensure the shelters will be used for their intended purpose and not create safety issues for Madison Metro riders and local businesses.

As a downtown employee who would be significantly impacted by the proposed BRT shelter on the 300 block of State Street, I would like to know why my neighbors and I were not involved in the decision-making process. As a system that would impact our entire community, I feel it is important that we are part of the conversation moving forward. Additionally, many of our customers still believe that State Street will be transformed into a full pedestrian mall (i.e. no buses) and are unaware of the proposed BRT shelters for the downtown area. Transparency and open discussion are crucial in building a system that will benefit all.

I strongly urge you to consider the following:

- *City of Madison East-West Bus Rapid Transit* lists many goals and objectives, yet fails to mention minimizing the impact on pedestrian-oriented businesses. I feel it is important business impact be considered when implementing this new system.
- *City of Madison East-West Bus Rapid Transit* surveys only a small group of 55 Madison Metro riders. A larger survey group would result in a more accurate assessment to ensure the success of the BRT routing downtown.
- Expand and renovate existing bus shelters to accommodate the BRT system downtown, which would create the least negative impact to local businesses and pedestrians. The expansion of existing shelters should be at a reduced scale of the proposed BRT

shelters to provide continuity with current downtown branding indicators. This would also create familiarity and consistency for current Madison Metro riders.

- 200 Block option: an eastbound shelter in front of another city building, the Overture, makes sense since it doesn't rely as much on daytime traffic and it has a much larger footprint, which wouldn't impact their visibility or business. The westbound shelter would remain where it is now, at the intersection of Johnson and State Street.
 - 300 Block option: The westbound shelter would remain where it is now, at the intersection of Gorham and State Street.
- Revisit previous alternative 3A listed in *City of Madison East-West Bus Rapid Transit*, removing BRT shelters from State Street (pg i). This would help to better serve the government employees primarily located on the NE and SE sectors off the Capitol Square and eliminate BRT shelters on State Street. While I realize these alternatives were initially dismissed due to the miniscule increase in transit times, I firmly believe as a current Madison Metro rider that the overall decrease in travel time due to the implementation of the BRT would offset a less than 2 minute addition to the route. BRT shelters initially proposed for State Street could be placed on nearby intersections/side streets that wouldn't negatively impact local businesses. If State Street wouldn't be easily visible from these locations, wayfinding signage consistent with Downtown Madison branding would make it easy for those unfamiliar with the neighborhood to get to their destination. Another option would be to explore Gorham Street and Johnson Street for alternate routing.

As you are aware, State Street business owners, employees, and residents have faced many challenges over the past 15+ months. Building the BRT shelter on the 300 block of State Street as presented in the Bus Rapid Transit Public Information Meeting would likely be the nail in the coffin for my business. Relocating the BRT shelter to another block would only present the same challenges for our neighboring businesses and community. It's concerning that the city has completely disregarded the livelihoods of our many business owners, employees, and families who have invested everything to make downtown Madison a unique and inviting destination. Instead of valuing our wellbeing and the character of our historic street, I feel the city is intent on transforming State Street into something it has never been: a transportation hub.

State Street ground floor retail establishments were already declining pre-pandemic, and now our street has a record number of vacancies. Is the goal to set up more businesses to close or to relocate outside of the downtown area, ultimately making our neighborhood deserted and undesirable for our community? Instead of investing in our community, are you willing to run the risk that online corporations will be the only retail option for our residents? As indicated in *Ensuring A Vibrant Downtown Retail Destination: A Retail Assessment and Strategy for Downtown Madison*, the majority of those surveyed seek a vibrant mix of businesses. Our customers and community value our commitment to rise to the challenges, adapt, and work collaboratively in order to continue serving them through even the most difficult times. I would appreciate the same commitment from the city when moving forward with projects such as the Bus Rapid Transit system.

Thank you for your time and I hope to continue the conversation toward finding the best solution for us all.

Emma Stepien
(262)989-4687

From: Michaela Urban <murban_93@yahoo.com>
Sent: Tuesday, June 22, 2021 4:18 PM
To: BRT marketing group <BRT@cityofmadison.com>; Carter, Sheri <district14@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; Mayor <Mayor@cityofmadison.com>; tkenney@visitdowntownmadison.com; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; Lynch, Thomas <TLynch@cityofmadison.com>; Stuehrenberg, Justin <JStuehrenberg@cityofmadison.com>; Cechvala, Michael <MCechvala@cityofmadison.com>
Subject: BRT BUS STOP ON STATE STREET

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Mayor Rhodes-Conway,

I am writing to you in regard to Madison's Bus Rapid Transit project. While I think everyone can agree that it could be great for the city and its residents, the placement of its stops should be considered carefully and thoroughly.

Recently, a press release came out with a picture of a planned bus stop on the 300 block of State Street that would cover the business frontage of Madison Modern Market, Princess of India, and The Stop and Shop. The majority of us are Immigrants & Minority Business Owners. It will also affect Parthenon's ability to set up their outdoor patio. This planned location will severely impair these businesses' ability to attract customers.

As State Street retailers and restaurateurs, we rely almost entirely on pedestrian traffic to attract customers. Not only would the planned stop make it more difficult to get to our front doors, but it will also reduce the visibility of our front windows. As you know, retailers invest heavily in their window displays in order to attract window shoppers. The planned stop would all but negate any efforts to make our front windows inviting and welcoming.

The last year and a half has been devastating to State Street business owners, and the planned bus stop location would unnecessarily impact merchants that have made long term economic commitments to State Street and downtown Madison. I hope you understand that a bus stop in this location would likely be the nail in the coffin for us.

As a shop owner who would be impacted by a stop in that location, I would like to know why I was not involved in the decision-making process. I would also like to know how to have my voice heard on this issue moving forward.

Additionally, the proposed bus stop at this corner would likely cause a backup into the intersection of Johnson and State Streets when there is more than one bus. This would severely impact the flow of traffic on Johnson Street.

A viable alternative might be to expand and renovate existing bus stops. The shops near these existing stops presumably picked locations on State Street near bus stops because they either would not be affected by them, or preferred to be near them.

Expanding current bus stops would be least impactful to local businesses.

Is the long term solution, potentially, to not have any buses on State Street? Current Bus stops could be expanded to (not added on State Street) on either Johnson or Gorham Street. As State Street is well known as a pedestrian mall, perhaps it would be best to restrict traffic entirely to emergency vehicles.

We oppose additional bus stops on State Street because of the negative impact that it will have on the livelihood of the shop owners who have committed to making State Street a fun and positive place.

Thank you for your time and consideration,
Michaela Urban.

From: Hannah Byrd <hlbyrd146@gmail.com>

Sent: Tuesday, June 22, 2021 8:07 PM

To: BRT marketing group <BRT@cityofmadison.com>; Carter, Sheri <district14@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; Mayor <Mayor@cityofmadison.com>; tkenney@visitdowntownmadison.com; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; Lynch, Thomas <TLynch@cityofmadison.com>; Cechvala, Michael <MCechvala@cityofmadison.com>; jilstrup@downtownmadison.org

Subject: Proposed Bus Shelter on the 300 Block of State Street Dissent

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Mayor Rhodes-Conway, Madison Common Council Members, Madison Department of Transportation Leaders and City Leaders,

I am writing to voice my opinion, but more accurately, my objection to the proposed Madison Metro Bus Rapid Transit Shelter to be built on State Street.

I know you have received communication from several other community members and people affiliated with the businesses on State Street. Many of these people have a longer history with downtown Madison than I do and I hope that you will give strong consideration to their collected expertise and experience. But I believe that some important insight can be gained from my personal account of being a resident and employee in downtown Madison.

I moved to Wisconsin 3 years ago and took a job at Madison Modern Market on the 300 block of State Street. It is hard to describe how lucky I feel to have found this position. I came from working in a more corporate customer service environment, one that over time seemed to place less value on the things that I felt were crucial: the experience of the guests as well as the staff. This made the contrast with my new job at Madison Modern Market rather shocking. I was now working for a small business for whom nothing was more important than the experience of guests and staff. I felt I had been invited into a family. The family within our store and the family that is the State Street business community. I felt so validated in my decision to uproot my life and to begin anew in Madison. The character of the place and the character of the people have changed my life in the most positive ways.

Throughout this unprecedented pandemic with all of the struggle, the uncertainty, and the fear, I was blessed to have these people in my corner. I felt more reassured and cared for and inspired by the efforts and the leadership in my own store proprietors as well as that of our neighbors than by any other group or governing body. We should fight to keep people like my boss and the owners of our neighboring businesses working and serving downtown Madison. They are the unsung champions who make this place special.

The proposed bus shelter is a threat to my business. It will leave our store obstructed from view and unable to entice passersby. Shoppers will likely opt to walk on the opposite side of the street. The curb appeal from our window displays and facade will be greatly diminished. Even the environment within our store will face great change. We will lose most of our natural light and will have to contend with consistent disruptive noise. Speaking from my personal

experience, when there are vehicles idling on the street outside the store I cannot hear my coworkers or customers if the weather has permitted us to have our door open. And last year, when our business was boarded up in the aftermath of the civil unrest that took place downtown, the lack of light coming into the building changed the atmosphere entirely. I want us to preserve the integrity of State Street as a thriving pedestrian center full of interesting and creative small business and fun and thoughtful events. If my store suffers the way I think this shelter could cause it to I think I am justified in feeling fearful for my employment. It would break my heart if the business that I care about so much could no longer operate in its current location.

I understand and support improvements to transportation and infrastructure in our city but this proposal does not seem to have taken into account the adverse impacts that it will have on businesses and residents. There has not been appropriate consideration or information given to those who will be affected most.

With urgency and humility I would like to suggest the following:

- A larger and more comprehensive survey be completed in order to more accurately evaluate community sentiment.
- More open communication about the status of this project going forward so that businesses and residents will not feel caught unawares.
- Rather than creating this large new structure consider making changes and improvements to the existing structures and bus shelters. This would have the least negative impact to local businesses and pedestrians. It would also prove consistent and simple for the already frequent users of this transit system.
- Place the shelter on the 200 block of State Street in front of the Overture Center, another public building that does not rely on daytime pedestrian traffic for its success.
- Put the shelter where the existing bus stop is at the intersection of State Street and Gorham Street.
- My personal preference would be to eliminate the BRT shelters on State Street altogether. I believe that there are other locations that would not disrupt or inconvenience those who use this method of transportation and that there are very simple ways to ensure that State Street could maintain visibility and be easily located by those unfamiliar with the area. If you are so inclined, it is worth looking at what Church Street in Burlington, Vermont (my former home) did with its pedestrian center and bus system. It was so simple to use and Church Street was able to preserve its beauty and charm and to protect all the local small businesses operating there.

I truly hope that State Street can remain a place that is fun, beautiful, diverse, prosperous, and supportive of unique small businesses. I worry that in the wake of the past year and a half and with new measures like this proposal being considered that small business will no longer have a home on State Street. It would be devastating if I left my corporate service job only and made myself a home in downtown Madison only to have it become overrun with large corporate businesses. It would be tragic if we could not see the value in what we have and therefore find it replaced by institutions that do not have the same commitment to value our community or its residents. Please consider the other options available for the Bus Rapid Transit shelter. Thank you for your time and consideration. I hope that the communication can be ongoing and that we can collaborate on the best solution.

Sincerely,
Hannah Byrd
(802) 881-8774

From: Sean Scannell <spscannell@gmail.com>
Sent: Wednesday, June 23, 2021 8:28 AM
To: All Alders <allalders@cityofmadison.com>
Subject: Fwd: BRT Downtown - Yes! BRT on State - NO!

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I've lived in Madison for almost my entire life (since I was two years old) and I've left only to travel and backpack. One of the greatest parts of our city is the ability to walk around downtown - Madison is considered one of the most walkable towns in large part due state street. The Retail Study pointed out that we need more space for pedestrians downtown, not less, and I can only imagine this need will grow with a growing population, especially in the downtown area.

I have traveled far and wide, mostly via public transportation, and never have I seen a city try to block pedestrian traffic like this -- especially in such an iconic location. The Plazas in Europe and the arcades in Japan should serve as a blueprint for State Street with bus and train stops nearby (but not on pedestrian malls -- Grand Central Station is not a model for state street.)

I am trying to understand why such a walkable city would further obstruct pedestrian traffic on our city's main pedestrian and event mall rather than *encourage* more pedestrian traffic on the mall that starts at the dorms/the university and finishes at our beloved capital. In addition, we should be showcasing State Street with events not preventing events by creating obstructions such as difficult to move bus routes.

It doesn't make sense to turn state street into a bus stop, and I am saddened to see one of the gems of our city moving in the wrong direction.

Leaders, if you do nothing else with this email, please just answer me this one question -- where will we reroute BRT so that we can have events that the citizens want on our beloved State Street? and why even go through the hassle of rerouting? Do we recognize the pain point here and how it could be easily solved by putting the buses somewhere else?

Sean Scannell
36 year resident of Madison
UW-Madison 2014, 2018
Business Owner

-----Original Message-----

From: Virginia Amann <vamann@gmail.com>

Sent: Wednesday, June 23, 2021 9:08 AM

To: All Alders <allalders@cityofmadison.com>

Subject: No BRT On State

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I strongly urge against BRT stops on State Street, and strongly urge our Alderpersons to stop putting ideology before the realities of real people who are trying to keep businesses open.

State Street is a unique destination, as is our downtown Capitol area. In many ways they make Madison what it is. Our business owners - many of whom are immigrants and women who work 6 or even 7 days a week to maintain businesses they risked everything to start - deserve your support and consideration to stay in business and ultimately to maintain the vibrancy of the area. They've been through enough with COVID, and the abject and still lingering mess that was created due to unlawful protests and the city's inability and unwillingness to manage and prevent destruction.

I - and I think most citizens of Madison - want to see the area enjoy a revival and Madison returned to its former glory. But it takes leadership that can balance their own take on what's nice to have with the actual needs of the people on whose success we all depend.

As a business owner myself with an office on the Square, I understand how challenging it is to squeak out enough profit to make my own efforts worth keeping the company open. While my business is global and not local in nature, and while we don't depend on foot traffic, we still depend on good decision making by leaders like you to be able to locate here. I urge you not to put additional burden on people in the area who do rely on foot traffic, and who contribute so much to ensuring State Street and the downtown area remains a place that we all enjoy. They work so hard even in good times just to make a living, and in the last year, they have already been burdened enough - with very little support from city leaders.

Ultimately healthy business means a healthy Madison. Without our State Street and Capitol area business owners, the area will fall into further disrepair and Madison will lose one of its most precious assets.

Virginia Amann
CEO/Founder ENTENTE
Madison Resident

From: Jessica Dye <jess_dettmann@hotmail.com>

Sent: Wednesday, June 23, 2021 9:12 AM

To: All Alders <allalders@cityofmadison.com>

Cc: Mayor <Mayor@cityofmadison.com>; tkenney@visitdowntownmadison.com; Carter, Sheri <district14@cityofmadison.com>; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; Lynch, Thomas <TLynch@cityofmadison.com>; Stuehrenberg, Justin <JStuehrenberg@cityofmadison.com>; Cechvala, Michael <MCechvala@cityofmadison.com>; jilstrup@downtownmadison.org

Subject: Opposition to BRT on State St.

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Good Morning,

My name is Jess Dye, owner of the Irish Pub at 317 State St. I am writing today to state my opposition to BRT busses and stations on State St. I feel strongly this would further contribute to the erosion of State St. through the loss of businesses and would compromise the integrity of the street, which we are already just barely holding onto. I urge you to take this all into consideration and find a better suited space off of State St for these monstrosities. Thank you for your time.

Jess Dye

From: Peter Mitropoulos <pt.mitro@gmail.com>
Sent: Wednesday, June 23, 2021 11:40 AM
To: BRT marketing group <BRT@cityofmadison.com>; Carter, Sheri <district14@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; Mayor <Mayor@cityofmadison.com>; tkenney@visitdowntownmadison.com; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; Lynch, Thomas <TLynch@cityofmadison.com>; Stuehrenberg, Justin <JStuehrenberg@cityofmadison.com>; Cechvala, Michael <MCechvala@cityofmadison.com>; jilstrup@downtownmadison.org
Subject: Proposed 300 Block State Street BRT Shelter solution.

Caution: This email was sent from an external source. Avoid unknown links and attachments.

My family has owned business and property on State Str. since 1968. I've seen State Str. go from a drive through street to current rendition. Personally the Cities biggest mistake ever made in the downtown development of State Str. Moving forward due to the uncontrolled riots of last summer our building suffered sever damage which insurance covered next to nothing due to contrary belief. On top of the repairs we decided to upgrade half of our facade to give the Sears building (311, 313 and 315 State Str.) built in 1908 a final face lift that those builders back then would be proud of. Both of our commercial spaces are empty partly due to the riots.

That being said State Str. building owners and businesses have taken a lot of beat downs over the years particularly this last year and a half. There are over 40 spaces on State Str. of the current 156 that are permanently closed due to how the City handled the riots last year.

Never in my 53-years of existence growing and up on State Str. have I ever seen our downtown decimated like that. Not even the Vietnam protests the biggest in the country here came close! The leadership in this city failed us all miserably last year. Now you add the Pandemic that we went through and the kick to the groin area was too intense for many to take and bounce back from. These are unprecedented times. Rather than have The City pour their efforts to helping State Str. out we are being accused of being the richest and whitest neighborhood in the city. Quote unquote.

The BRT is a sound idea...going from West town to East Town. But including State St. as part these massive structures is yet another insult to injury.

These structures are set to be 60' in length with another 30' of ramps on either end for a total no less than 90'. You just decimated the store fronts that these stations will occupy and pitting the 200 block and 300 block against each other is insulting beyond belief.

NOT ONE PROPERTY OWNER OR BUSINESS OWNER WANTS THESE BLOCKING THEIR STORE FRONTS.

Last years 2020 study, which was to me very ill prepared and only asked a few dozen people what their thoughts were on where these stations should be built was done in poor taste. A proper study would involve 1000's of bus riding patrons. The alternative routes offered which where great ideas where brushed off immediately because our Mayor who has been publicly documented on record as stating "I want to be able to walk out of my house strategically get on the BRT station there and get off at the Overture Center". I think that is a very biased one side statement which is abuse of power in my book. The study clearly shows alternates right off State street that would work.

Another more thorough study was published Nov. 2016, report #46294 for anyone who wants to look it up titled: 'Ensuring a vibrant downtown retail destination- a retail assessment strategy for downtown

Madison, 86 pages of pdf. This report also discusses restaurants and bars. Repetitive themes thru report: large safe walkable sidewalks and vital storefronts, cleanliness and safety, beautiful and historic storefronts. There was NO mention of Bus Rapid transit in the study. This study is good to use to support the need to protect and promote the use of a stores facade and adjacent outside environment (sidewalk) to sustain business not just for the individual business but its neighbor businesses also. A list of highlights.....pg 36 Quality of the Retail Environment, pg 38 Safety, pg 39 Visually Unified/Branded, pg 41 Business Conditions, pg 43 Loiterers and Panhandlers, pg 45 Pedestrian-Oriented, pg 50-58 the case studies of Iowa City and Austin have a master plan to rely on and the summary promotes the importance of the public space. Pg 64 Widen the sidewalk pedestrian zone, pg 73 Responsibilities.

This goes against the current narrative.

So I really hope moving forward more studies can be done before you ruin more businesses livelihoods.

Am I bitter about this? Absolutely! I don't appreciate the abuse of power and fast tracking this through and keeping not only the public unaware but the businesses involved unaware till last week. We are ALL sick and tired of dirty politics being played out.

Please do the right thing and keep these BRT stations off of State Str. No one rides down State Str. on buses. They are not needed and in no way will hinder people from an extra 60' off of State Str. to get to it.

Regards,
Peter Mitropoulos.

From: abenishekclark@gmail.com <abenishekclark@gmail.com>
Sent: Wednesday, June 23, 2021 2:19 PM
To: All Alders <allalders@cityofmadison.com>
Subject: [All Alders] BRT

Recipient: All Alders

Name: Anne Benishek-Clark
Address: 3528 Atwood Av, #100, Madison, WI 53714
Email: abenishekclark@gmail.com

Would you like us to contact you? Yes, by email

Message:

Please, do not support BRT on State Street.

Place a route on Outer Circle from E. Wash. to Wis. Ave., then one block north on Wis. Ave., past First Methodist, left out to Gorham-University Ave.

Not down State Street. Use Shuttles on State Street.

Thanks,
Anne Benishek-Clark

From: Qiufeng Chen <qiufchen1976@gmail.com>

Sent: Wednesday, June 23, 2021 10:15 PM

To: All Alders <allalders@cityofmadison.com>; Mayor <Mayor@cityofmadison.com>

Subject:

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hi I'm Fanny,

I'm here to give a advice for putting a BTR on State Street. I don't agree to put a BTR there because that's one of the only pedestrian street in Madison. Lots of college students walk home or buy a drink at Madison, putting a BTR there can be dangerous for lots of people that walk past the street. I think you guys should reconsider about the decision.

Thank you for asking our opinion

From: 1wolfchris@gmail.com <1wolfchris@gmail.com>
Sent: Thursday, June 24, 2021 11:49 AM
To: All Alders <allalders@cityofmadison.com>
Subject: [All Alders] Rapid bus stations

Recipient: All Alders

Name: Chris Wolf
Address: 4617 eldorado, Madison, Wi 53716
Email: 1wolfchris@gmail.com

Would you like us to contact you? Yes, by email

Message:

I agree with the businesses. In fact, I don't think we need stations at all anywhere! What's the purpose? If you look at the transfer points now, all those stations are used for are the buses! There is no opportunity for folks to park there and grab a bus. I used to use the transfer point like that until Amazon bought the lot next to it. Just more money spent for what purpose? Take care of the present buses and stop deleting bus stops. There are no more bus stops on Acewood. I bought near by so I could use the bus. No more!!! Got to use my car now. Just doesn't make sense except it satisfies some stupid thinking by some folks.

From: william dye <dyewilliam@hotmail.com>

Sent: Thursday, June 24, 2021 2:11 PM

To: All Alders <allalders@cityofmadison.com>; Carter, Sheri <district14@cityofmadison.com>; BRT marketing group <BRT@cityofmadison.com>; Mayor <Mayor@cityofmadison.com>; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; tkenney@visitdowntownmadison.com; Lynch, Thomas <TLynch@cityofmadison.com>; Stuehrenberg, Justin <JStuehrenberg@cityofmadison.com>; Cechvala, Michael <MCechvala@cityofmadison.com>; Jason Ilstrup <jilstrup@downtownmadison.org>

Cc: Bottari, Mary <MBottari@cityofmadison.com>; Baumel, Christie <CBAumel@cityofmadison.com>; Crawley, Katie <KCrawley@cityofmadison.com>; Vakunta, Linda <LVakunta@cityofmadison.com>; Sanon, Reuben A <RSanon@cityofmadison.com>; Stevens, Nicole <NStevens@cityofmadison.com>; DCosta, Laila <LDCosta@cityofmadison.com>; du Cini, Diana <DduCini@cityofmadison.com>; McPartlin, Niamh <NMcPartlin@cityofmadison.com>

Subject: RE: BRT plans to be on State Street need to be halted...

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Thank you all for reviewing my email below...

I wanted to follow up after our meeting yesterday with some updated points.

- Can someone please provide us with a plan for the BRT Alternative routes when the Capital Square and/or State Street are closed for events? If the BRT busses require special bus stops then that needs to be planned out as events are scheduled.
- My recommendation for a BRT platform stop in front of Hop Cat space was not a good idea. Hopefully the 333 West Johnson location can be considered.
- Amy mentioned a concern of how narrow State St. is in general. Hopefully West Washington could be considered as an alternative.

Thanks again for all of your time and dedication to our beautiful city.

Cheers,

William Dye

From: william dye

Sent: Wednesday, June 23, 2021 11:06 AM

To: allalders@cityofmadison.com; district14@cityofmadison.com; brt@cityofmadison.com; mayor@cityofmadison.com; SRhodes-Conway@cityofmadison.com; 'tkenney@visitdowntownmadison.com'; tlynch@cityofmadison.com; jstuehrenberg@cityofmadison.com; mcechvala@cityofmadison.com; Jason Ilstrup (jilstrup@downtownmadison.org)

Cc: mbottari@cityofmadison.com; cbaumel@cityofmadison.com; kcrawley@cityofmadison.com;

lvakunta@cityofmadison.com; rsanon@cityofmadison.com; nstevens@cityofmadison.com;
ldcosta@cityofmadison.com; dducini@cityofmadison.com; nmcpartin@cityofmadison.com

Subject: BRT plans to be on State Street need to be halted...

Hello fellow Madisonians and leaders of our beautiful city.

Let me start by saying **Thank You** for your service. I live in District 12 with Syed Abbas on Fremont Ave by St. Paul Church.

It has come to my attention that the city is planning to add BRT stops on State Street. That is inappropriate planning especially considering the past few years many residents and business owners on State Street have tried to remove the busses all together. Plus the planned locations are being used for businesses to have patios, clothing racks and sidewalk signs. Lastly, State Street is closed to all traffic from time to time...how does that affect the BRT? (Halloween, Maxwell Street Days, St. Patrick's Day Parade, etc...)

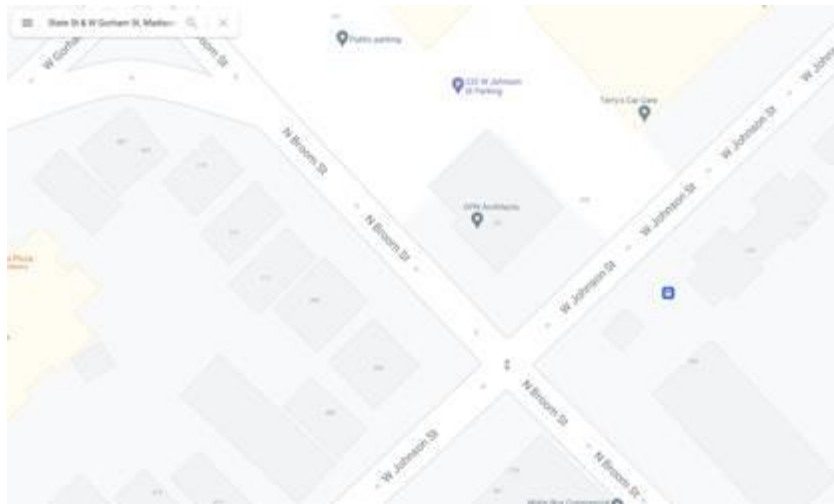
These stops are more appropriately places on Gorham Street and Johnson Street considering there are spots already prepared for a large platform style BRT stop.

Here are a few I would suggest considering:

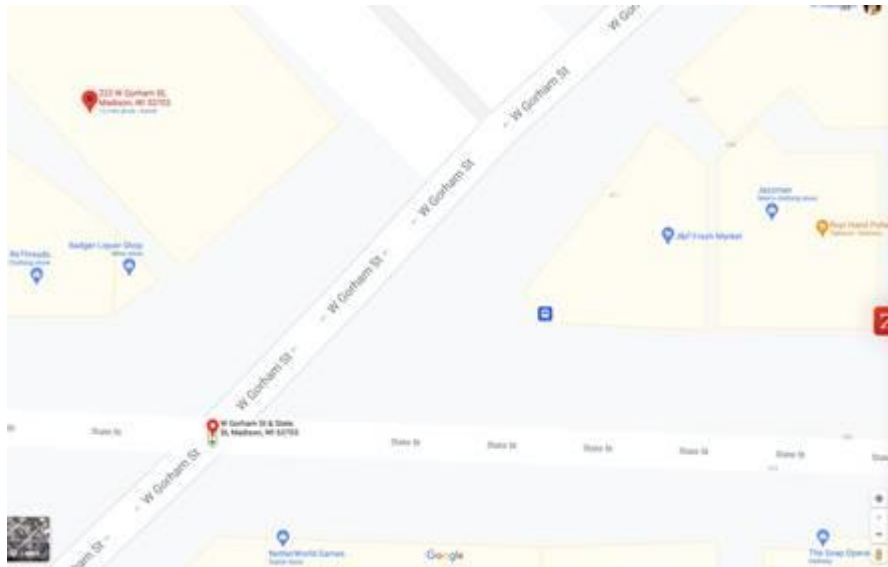
- Madison Metro Stop ID 0839 is extremely large already on W. Johnson. Perfectly placed in front of **333/111 West Johnson**



○



- **222 West Gorham** also has a large sidewalk and offers a city parking lot.



These are a few options that come to mind as I ride the current Madison Metro busses and walk around downtown almost every day. Both locations are steps away from State Street, the Capital Square and Campus.

We all have faith that the City of Madison will be able to find a better place for these BRT stations, not on State Street. The entire project needs to be rethought considering the citizens of Madison did not want the BRT and are increasingly against it...especially with the new wheel tax.

Thank you in advance for your consideration. Talk to you all soon.

Concerned Citizen,

William Dye

From: Craig Fieschko <cf@dewittllp.com>

Sent: Friday, June 25, 2021 1:48 PM

To: Mayor <Mayor@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; mpo <mpo@cityofmadison.com>

Subject: BRT on State Street

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I've lived in Madison for nearly forty years (currently living in District 9, and work in District 4). Kindly reconsider the State Street bus stops noted in the article below, and more generally, reconsider buses on State Street in general. State Street is effectively Madison's Main Street; it draws more people than any of our parks. State Street's proximity helps downtown employers retain personnel – it's far more vibrant than working in an office park – and many Madison employers courting potential hires (including me) direct them to State Street as an additional attraction to lure them to Madison. Putting BRT on State Street squanders one of Madison's greatest assets; we may get federal funding, but it's not worth the cost to Madison's heart. The proposed pedestrian mall would add far more to Madison's attractiveness and stature.

Paul Soglin's post below is totally on point. Please keep the buses on the main thoroughfares, and consider how to promote the asset that is State Street.

Craig Fieschko
626 Bear Claw Way
Madison
(608) 395-6722

From https://madison.com/wsj/news/local/govt-and-politics/businesses-protest-big-bus-rapid-transit-stations-on-state-street/article_8a393bba-f142-591c-9298-6d17f88fed19.html

Businesses protest big bus rapid transit stations on State Street

- [Dean Mosiman | Wisconsin State Journal](#)

State Street's business and cultural center community leaders are protesting the city's plan to place two large stations to serve bus rapid transit on the city's most famed thoroughfare that's still suffering the effects of the COVID-19 pandemic and racial justice protests.

Currently the city intends to place two of the roughly 50-foot-long, 10-foot-wide BRT stations on Capitol Square and two on State Street and another 30 or so stations on the initial route running essentially from East Towne to West Towne.

Business owners are strongly against an eastbound station on the 300 block of the street and officials with the Overture Center and the Madison Museum of Contemporary Art are concerned about a westbound station on the 200 block.

The business owners and cultural center officials are not protesting BRT, a high-frequency, high-capacity, limited-stop service that would run snazzier, 60-foot-long buses on city streets and dedicated lanes with special stations.

But the scale and station locations on State Street may interfere with views to storefronts, cause safety issues during emergencies, attract negative behaviors and require trees, planters and other street amenities to be moved, they say.

“It’s going to hurt us big time,” said Abdul Lababidi, longtime owner of Princess of India store, 306 State St., which was looted and damaged during the protests. “It’s like they’re telling us, we don’t want you here.”

“We do have concerns about the impact on State Street businesses, which are still struggling due to the pandemic, as well as the effect it would have on the culture corridor we wish to develop with engaging, community-facing State Street content,” said Christina Brungardt, the Gabriele Haberland director of the Madison Museum of Contemporary Art.

The concerns come as Mayor Satya Rhodes-Conway has rebuffed attempts by Downtown interests to remove existing bus routes and the BRT route and other limited vehicle traffic from State Street to make it a true pedestrian mall.

The mayor said she’s committed to BRT running on the Square and State Street, and believes it can be a boon for businesses.

“We want first-class transit to make our **Downtown** accessible to all,” she said. “State Street is part of the cultural heart of the city. BRT will directly connect it to over 80,000 residents and 120,000 jobs. A quarter of a million people boarded buses on upper State Street in 2019 — many patronizing State Street’s businesses. The number of shoppers and commuters will surely increase with rapid transit.”

The city, meanwhile, is listening to concerns and exploring design options and station locations to minimize impacts, transportation director Tom Lynch said.

“Our staff and consultants are already working with stakeholders on locations and are planning on reducing the size of the stations on State Street,” he said. “We believe that the end result will not be as impactful as many people think.”

Bigger than anticipated

The city has been establishing a BRT route for some time but the size of the stations seems to have taken some by surprise.

In March 2020, the City Council and Greater Madison Area Metropolitan Planning Organization approved a preferred alternative route that includes BRT buses running on State Street from Gorham Street to Capitol Square.

But Downtown Ald. Mike Verveer, 4th District, said he was under the impression that stations would be similar in scale to those now on the Square and **State Street**.

A city design competition that attracted 61 submissions outlined perimeters for stations, which would be 60 feet long with those on curbsides 10 to 12 feet wide, and all with 14-inch raised platforms and ramps 5 to 15 feet long, a roof covering the entire platform, seating, a fare kiosk, real-time arrival sign and other amenities, and costing no more than \$300,000 apiece.

The stations have to be large so riders can board at both doors of the elongated buses and to also hold all the amenities.

In late May, the city’s Urban Design Commission **chose a submission by Kenneth Casper** with a roof of native plantings that would funnel rainwater to ground-level rain gardens, a skylight, a partially enclosed wind shelter at one end of the station, and programmable LED lights that could change colors.

The design has been handed over to a consultant, which will make tweaks based on what’s ultimately determined feasible to build, officials said. The city is aiming to make the stations context-sensitive, perhaps 50 feet plus ramp, in constrained places like Capitol Square,

where they would be located on Main and Mifflin streets, and State Street, Lynch said.

Minimizing impacts

Verveer said he's "extremely concerned" about the scale and location of the stations on the Square and particularly State Street, and that he "doesn't know of a single, solitary person or institution that's receptive of having them in front of their property."

The prototype, while fine for East Washington Avenue or Mineral Point Road, is "wholly inappropriate" for Capitol Square and State Street, especially because there's already great competition for limited terrace space, he said.

"Every neighbor I've spoken to is for BRT but not at the sacrifice and expense of business closures," said Carmelo Alfano, owner of Madison Modern Market, 310 State St. "We mainly rely on our window displays to capture people walking on our side and the other side of the street. A good percentage of customers come in mentioning seeing something they liked in the window. The bus stop would effectively cover my windows to potential shoppers. My business model did not include a bus shelter directly in front of my store."

MMoCA has actively pivoted in the last year to make sure its windows inspire the public and provide a platform for artists and the community, and is also planning a sculpture specifically designed for public viewing, Brungardt said.

Christopher Vogel, chief financial officer at Overture Center, voiced another concern.

"We agree BRT will be a great service for our community; however, we do have concerns about a BRT station located on the 200 block of State Street," he said. "The Orpheum, Overture Center, MMOCA and Comedy Club on State host large crowds; we're concerned about stations blocking venue entrances in the event of an emergency. Safety during an emergency, such as an evacuation or fire, is our primary concern."

The city could have riders use only one door on the Square and State Street, which would allow smaller stations, and/or relocate them off

State Street to adjacent streets as they enter or leave that part of the route, Verveer said.

The city, Lynch said, is exploring how to minimize impacts to businesses and for the loss of trees, planters and other amenities.

“We are working to preserve as many of these features as possible — and believe impacts can be kept to a minimum,” Lynch said.

“However, this is a \$160 million dollar infrastructure project that spans 15 miles. It is one of the most ambitious transportation projects the city has ever undertaken. There will be some impacts that are unavoidable.”



Paul Soglin

June 21 at 9:21 AM · 🌐

...

In Land Use Planning there are two approaches:

1. What is the best use of this site?
2. What is the best site for this use?

The city decided the best site for BRT was State Street. It never asked, "what is the best use of State Street?"

This is like when cities built expressways. They picked the best route for the cars and worried about the neighborhoods later – or not at all.

So what if there were 200 meetings on BRT? So what? That drew out the supporters of BRT but it never engaged the people concerned about the downtown.

Do not tell us that:

State Street is a done deal. We have ways of stopping it (The Feds, referendum)

Do not tell us the bus has to be on State Street – you do not know the data as to the riders' destinations.

For the commuters it is the office buildings at the UW not State Street, and the outer ring is closer to the majority of downtown office workers, than is the Square.

This is a 100 year decision; waiting two years to get it right is not the end of the world.

The bus does not need to be in the State Street riders' face. When routes were moved off State to University Avenue ridership increased.

Just with the original State Street Mall, there needs to be a public process as to the future design of downtown. Not just Madisonians, but visitors. NO BRT until that is done. You, the city created this problem, do not blame us for delays.

👍❤️ 115

38 Comments 16 Shares

-----Original Message-----

From: rong chen <amandachen1681@hotmail.com>

Sent: Friday, June 25, 2021 10:37 PM

To: All Alders <allalders@cityofmadison.com>

Subject: No BRT On State Street

Caution: This email was sent from an external source. Avoid unknown links and attachments.

State Street is a pedestrian street, and the addition of 60ft buses will arise safety issues for those walking along downtown. As the owner of a small business off state street, I am concerned about the noise and general atmosphere of downtown with the bus traffic coming and going. Many of us with businesses downtown would hate to see the liveliness and pedestrian atmosphere soiled by placing these BRT's downtown.

Thank you,

Amanda Chen

From: Julia Isaacs <julia9isaacs@gmail.com>
Sent: Monday, June 28, 2021 10:28 PM
To: All Alders <allalders@cityofmadison.com>
Subject: Reconsideration of BRT on State Street

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Respected Members of Madison's Common Council,

My name is Julia Isaacs and I am an undergraduate student at the University of Wisconsin-Madison as well as a resident of this beautiful city for four years. Recently, it has come to my attention of your decision to move forward with constructing 60-ft bus shelters as well as raising curb heights to 14" on State Street. I ask you to reconsider this proposal as I, alongside the majority of your constituents, oppose BRT on State Street.

Although I have only lived in Madison for four years, I can wholeheartedly attest to the vibrance and simple joy that is our beloved State Street. This single strip has drawn in residents and tourists alike to visit its multicultural restaurants, art centers, and boutiques. The simple beauty of this street comes from these small businesses, all of which would be detrimentally impacted by these shelters. These 60 ft long structures are unfortunately only attractions for an increasing homeless population and would deter customers from frequenting the nearby shops.

Alders, I understand that your consideration of this proposal comes from a good place. You all are committed to make public transportation more easily accessible and allow more visitors downtown. However, I ask you to reconsider this decision and reroute BRT to neighboring streets to create a true pedestrian mall on State Street. Small businesses need your help more now than ever. Please, I ask you to support your constituents and commit to preserving the historical and cultural significance of this amazing street.

Sincerely,
Julia Isaacs

From: Liu Chen <xiaoliu3434@gmail.com>

Sent: Tuesday, June 29, 2021 4:48 PM

To: All Alders <allalders@cityofmadison.com>; Mayor <Mayor@cityofmadison.com>

Subject: Advice for having a BTR on state street

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hi I'm Ben,

I'm the owner of the Chen's dumpling house. I don't want to put a BTR on state street because lots of restaurants have patio outside which will affect the customers that's sitting their. Also I've seen lots of people rollerblading or skating on this street with their friends. I suggest that you guys should put the BTR on another street instead of this street.

From: Aaron Konkol <ajkonkol@gmail.com>

Sent: Wednesday, June 30, 2021 9:23 AM

To: BRT marketing group <BRT@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; jilstrup@downtownmadison.org; Mayor <Mayor@cityofmadison.com>; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; tkenney@visitdowntownmadison.com

Subject: No Bus Rapid Transit on State Street

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I'd like to officially state that I am against the proposal of adding 2 bus shelters on State Street.

I agree with the folks who started the nobrtonstatestreet.square.site initiative and think that we should be moving more towards converting State to a pedestrian mall.

Adding more auto traffic is not helpful for businesses. The perpendicular and parallel streets are more than enough for buses.

Thank you for your time.
Sincerely,

Aaron J Konkol
Winnebago St.

From: ROSS STREET DESIGN, LLC <Carol@RossStreetDesign.com>

Sent: Wednesday, June 30, 2021 5:00 PM

To: All Alders <allalders@cityofmadison.com>

Subject: BRT

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear City of Madison Alders,

I am a proponent of BRT in Madison. However, I was blown away when I learned of the "local preferred route" running BRT up and down State Street and around the Capitol Square. The heart of Madison is the Capitol Square and State Street. The area is filled with people walking around and enjoying themselves. The planned route essentially turns the top end of State Street and the Capitol Square into a bus corridor.

Why not the outer loop rather than capitol square?

- Most state, city and county office buildings are located on the outer loop - with stops on the outer loop, better access would be provided for commuters in those heavily occupied buildings.
- The square would always be available for special events including farmers market, concerts on the square, bike races, Ironman, etc. and provide the opportunity for additional events and outdoor dining.
- The route would stay consistent. The proposed route calls for the outer loop to be used on special event days. If it is feasible for those times, why not make it the permanent route? (One argument presented by the Transportation department is that the city would lose \$170K in annual fees from street parking. This is a drop in the bucket given the advantages gained by going to the outer loop).

Why not cross State Street in lieu of up and down the street?

- State Street is an iconic street - it should be a pedestrian/bike corridor, not a bus corridor. The proposed route eliminates any potential for using State Street as a pedestrian only space.
- The street is a connection between the square and the university. It is a lively destination area with restaurants and shopping - a place for people.
- The bus stops as envisioned will block business fronts and create a bottleneck on the narrow sidewalks in front of business storefronts. The stops can be located just off State Street on cross streets providing equal access while providing more space on the street for outdoor dining and strolling.
- The long range plan indicates three routes each direction on State Street - five minutes between buses each way means that a long bus will be running up and down the street every 2 1/2 minutes. This will render the street unsafe for bicycles and pedestrians and take the rapid out of Bus Rapid Transit.

Here's a thought:



PastedGraphic-1.pdf

f

From: Mary Volker <mvolker14@gmail.com>

Sent: Wednesday, June 30, 2021 5:09 PM

To: Mayor <Mayor@cityofmadison.com>

Cc: Carter, Sheri <district14@cityofmadison.com>; Lynch, Thomas <TLynch@cityofmadison.com>; tkenney@visitdowntownmadison.com; Cechvala, Michael <MCechvala@cityofmadison.com>; BRT marketing group <BRT@cityofmadison.com>; jilstrup@downtownmadison.org; All Alders <allalders@cityofmadison.com>; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; Stuehrenberg, Justin <JStuehrenberg@cityofmadison.com>

Subject: BRT stops and State Street

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Mayor,

I read the article regarding the proposed BRT bus stops on State Street, in the Wednesday June 23rd Wisconsin

State Journal.

I understand the need to transport passengers to the downtown and State Street area but, is a 60' bus

the answer? Has the city considered investing in more, smaller eco-friendly buses increasing the frequency of the routes? I haven't seen any buses so full to capacity that there is standing room only.

Again, I question, is a 60' bus the answer?

I was shopping downtown Minocqua today and thought "What a shame it would be, to take this experience away from State Street."

I live in DeForest but do frequent the businesses in Madison. Also, whenever we have out-of-town guests, we take them for a Madison experience downtown to the square and of course a walk down State Street. It will definitely be a shame to lose the State Street experience.

Thank you for any reconsideration to the proposed BRT bus stops,

Mary Volker

6868 Tuscan Ridge Circle

DeForest, WI 53532

From: wenqiliu85@gmail.com <wenqiliu85@gmail.com>

Sent: Wednesday, June 30, 2021 11:16 PM

To: All Alders <allalders@cityofmadison.com>; Mayor <Mayor@cityofmadison.com>

Subject: No BRT On State street

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hi, I'm having a small business on state street,

When I putted my business on state street I thought that State street is a street that people can use freely. Lots of people likes to skate, bike, and rollerblade with their friends on the street. That can greatly improve our businesses and bring lots of joys to people. Putting 60 feet long BRT can affect everyone who is using the street freely. It can also cause us to lose partly of our business. I wish that you can not put a BRT on state street that people are able to use freely. If you think that putting a BRT is still necessary then you should put it on another street that's not a pedestrian street.

Thank you

From: Quinton Hanson <quinton.hanson@gmail.com>

Sent: Thursday, July 1, 2021 8:44 AM

To: Mayor <Mayor@cityofmadison.com>; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; BRT marketing group <BRT@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; tkenney@visitdowntownmadison.com; jilstrup@downtownmadison.org

Subject: Opposition to the BRT system on State Street

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Good morning,

I'd like to send a quick note to oppose the BRT system planned additions to the State Street area. There will be several business owners who are notably impacted by such a change which will further impact their ability to earn a living from their shops. Curb appeal, visibility and accessibility are major factors with any business but especially important for those lining the state street area. As we all know, small business owners can have especially thin margins already. By implementing these changes, it will only make things more difficult for them to succeed and earn a living. I would encourage the city to consider viable alternatives as suggested by those in the community and hold a public forum where everyone's voices and alternative options can be heard. One alternative may be to expand current, existing bus stop locations.

Best regards,

Quinton & Caitlin Hanson

From: Alice Keri Reininger <awkwardnormalcy@gmail.com>

Sent: Thursday, July 1, 2021 2:52 PM

To: Mayor <Mayor@cityofmadison.com>; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; BRT marketing group <BRT@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; tkenney@visitdowntownmadison.com

Subject: State street changes

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Good morning,

I am writing to you in regards to the planned changes on State Street involving the bus system. I am not a Madison native, however one of the things that incentivized me to move to Madison was a visit to State Street. I spend time frequently downtown on my off days and I also have two jobs on State Street.

When I am feeling optimistic, I assume that these changes, the addition of new, large bus stops and the changing of the curb height, are brought on by a lack of knowledge. That you are only making this decision because you do not, as so many do, spend time downtown on foot. It is also possible that you do not spend much time in Madison proper, or that when you do it is always driving, paying little attention to the goings on of ordinary citizens.

Therefore, let me give you some information to paint a better picture as to why these changes are not only an unnecessary waste of money, but in fact, a detriment to the city as a whole.

I do not have a car, I walk the city or ride the bus. I can tell you that the bus is fairly consistent, giving a window of less than five minutes early or later than the scheduled time. This is easy to plan for and I have never been late because of the bus. My only complaint is that the seats aren't the most comfortable thing in the world, but hey, for the benefit I get from the bus, I still think that is fair. Letting people on or off the bus does not seem to drag the route down any more than a red light, possibly less.

There is also, surprisingly, not an excessive amount of people who catch the bus on State Street proper. There are many on the Square, of course, as more busses go there and there are so many stops. I myself take the bus to University and Frances and from there can easily walk to either of my jobs.

As I am still assuming that you do not often visit state street, I would like to inform you that eating or drinking outside is common. That the sidewalks get crowded with shoppers, families, and clothing racks. That adding large bus stops to take up so much of that valuable space will just make it unfriendly, disrupting the flow of traffic and making it less enjoyable overall to wander down State Street, spending money at several locations during the day and benefiting so many small businesses.

Going with the point that eating outside is common on State Street, I want to remind you how much construction will likely go into this project. Construction which will further crowd the

street and the sidewalks with garbage, equipment, and workers for weeks, probably months. It will stink up the area as well as fill it with noise pollution that will drive people away. I know I will be far less eager to linger on State Street while this is going on.

I know I have seen several groups raise issues about this online, including business owners. I do not know how much you, or anyone else in the local government care about them, seeing as so little was done during the pandemic. You did not listen to them last year when they said they needed help, but now you can use this as an opportunity to redeem yourself. Help them by not kicking them as they are barely recovering from the Pandemic and Civil Unrest — some businesses are opening soon! Please don't make them regret it.

If you are just looking to spend money on bus related projects, why don't you look at improving the bus stops around Madison? The majority of the covered bus stops are downtown, and you may not be aware of this, but people who live outside downtown are in fact, not waterproof, and would greatly appreciate shelter from the elements as they wait for the bus, or a place to sit when they just finished their grocery shopping or a long shift from work. The latter may also be a new experience for you, hence why I want to emphasize it.

I hope that in 2021 for your New Year's Resolution you decided to listen to your fellow Madison residents — if you live in Madison at all — the people who, in some form or another, are responsible for your pay. We will remember this when we go to the ballot box and when we choose our methods of transportation.

From: jhutch@fontanasports.com <jhutch@fontanasports.com>
Sent: Thursday, July 1, 2021 4:33 PM
To: All Alders <allalders@cityofmadison.com>
Subject: [All Alders] BRT stops on State Street

Recipient: All Alders

Name: John Hutchinson
Address: 216 N. Henry Stree, Madison, WI 53703
Phone: 608-239-2093
Email: jhutch@fontanasports.com

Would you like us to contact you? Yes, by email

Message:

As a property and business owner in the State Street area I am writing concerning the BRT bus stops proposed on the first 3 blocks of State Street. I am concerned that they will be detrimental to the business environment in those blocks. I have attached the BID statement and agree with it 100%.

The stops and buses are way too large for the area and will not provide the wonderful experience that people have come to enjoy when visiting downtown.

Please consider changing to another area that won't conflict with the businesses.

John B. Hutchinson

President

Fontana Sports Specialties, Inc.

216 North Henry Street

Madison, WI 53703

From: stmsbr@gmail.com <stmsbr@gmail.com>
Sent: Friday, July 2, 2021 6:01 AM
To: All Alders <allalders@cityofmadison.com>
Subject: [All Alders] State StreetPedestrian Mall

Recipient: All Alders

Name: Scott McKinney
Address: 3401 Viburnum Drive, Madison, WI 53705
Email: stmsbr@gmail.com

Would you like us to contact you? Yes, by email

Message:

Alders

I have previously May 22, 2021 written the Transportation Commission-after its refusal to test a pedestrian only option on State Street this summer-and copied the Mayor. That message is pasted below. Unfortunately, I did not receive a response from either office. I once again strongly urge you to help transform State Street and the surrounding area into the wonderful pedestrian friendly area it could be. Surely there are solutions to the bus / delivery issues needed to make this happen. It's time for you as city leaders to think creatively to make downtown a more vibrant, enticing place for Madison residents and visitors.

Previous email to the Transportation Commission and Mayor:

To members of the Transportation Commission:

Shame on you for your lack of vision, openness to change and support of retailers in the State Street corridor. I read with incredible dismay your opposition to the thoughtful and forward thinking proposal to transform State Street into a pedestrian mall, something I have advocated for going back decades. Not only would this provide much needed support to struggling retailers in the area, but it would dramatically improve the experience of both Madison area residents and out of town visitors as they walk, shop and eat along State Street. Who wants to enjoy a conversation, meal or glass of wine as a Madison Metro bus comes chugging along or a delivery truck is idling nearby?

To utilize the flimsy excuse of Rapid Transit needs is shortsighted surely alternate plans could be thoughtfully crafted doesn't this happen with some regularity during special events such as Maxwell Street Days, Ironman Wisconsin, etc?. It is a lack of vision such as yours that prevents Madison's downtown to reach a level of attractiveness for both residents and visitors that cities such as Boulder, CO with Pearl Street have achieved.

As a former downtown resident and continued frequent visitor, I strongly urge the city to

reconsider this and make immediate planning for a State Street pedestrian mall I would urge the city to think big and include the entire capitol square a priority. I look forward to your timely response.

Scott McKinney, Madison, WI

From: Victor Toniolo <vatoniolo@gmail.com>

Sent: Friday, July 2, 2021 12:06 PM

To: Mayor <Mayor@cityofmadison.com>; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; tkenney@visitdowntownmadison.com; BRT marketing group <BRT@cityofmadison.com>

Subject: BRT and buses on State St

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Mayor Satya, Alders, BRT committee, and Downtown Leaders,

I am writing today to oppose the proposed BRT stops on State Street, and to voice my support for State Street becoming a pedestrian (and perhaps bike) only mall. I will try to keep my email brief and organized.

[Convenience]

I have lived within a few blocks of State Street for my entire 18+ years in Madison, including 6 years on State Street itself. For my first few years as a student (2003-2005) I was a regular bus rider, and in my years living on State (2005-2011) I was a semi-regular bus rider. Even over a decade ago, I had questioned the need for buses to run on State, since there are major arteries (Gorham/University and Johnson) within one block. It was never a burden to walk to Lake or Park, or up to the square to catch a bus. While it may seem counterintuitive, State Street was often not a convenient place for me to catch a bus, and won't be especially for BRT. I often found myself walking to the streets I've mentioned, because more metro routes **ALREADY** run there than on State. BRT should be convenient; **it needs to be as easy as possible to transfer to normal metro routes.**

[Safety]

I have had many close calls with buses, delivery vehicles, and yes, even normal drivers (who shouldn't be) on State Street, both cycling and on foot. I have witnessed countless more close calls, and even a few accidents, first hand. Given the very recent pedestrian and cyclist deaths on E Washington, and the efforts being put into Vision Zero, **I have very serious concerns for safety on State and would like to see all motor vehicle traffic prohibited.** I did review the data sets from 2015-2019, and I can tell you unequivocally that your data are not comprehensive: I can specifically recall accidents on State during that time that went unreported.

The larger proposed BRT stations would make it much harder to see oncoming buses (and other traffic) and also create unsafe situations for bikers and others trying to pass the larger stations and buses, either on the road or the sidewalk. The larger buses would make the already dangerous intersections of State more dangerous, since pedestrians, bikes, and vehicles will have reduced sight lines, and we all know how people like to cheat those lights. Finally, I believe the expansion of outdoor patios has created a much more dangerous situation than in prior years. The patios abut the street directly; diners/drinkes can literally touch buses as they pass. The patios are also more numerous as more businesses continue to add outdoor seating.

[Economics]

I must first note that while I am acquainted with many State Street business owners, I have no financial interests on State. These comments are from a patron's perspective only. I think the streatory program is one of the best things to come out of the pandemic. It's hugely popular with both businesses and customers. I don't need to explain to anyone that these are desperate times for State Street; we are losing local restaurants and shops at an unacceptable rate. The city has not done enough to help these businesses, in my opinion, but removing motor vehicle traffic would be a godsend. Expanding patios and outdoor shopping, moving at least some of undesirable loiterers away from the bus stops on State (yes I went there and will gladly elaborate if you have follow up questions), and allowing for outdoor events *on State Street itself* would not only undo the damage of 2020, it would elevate State to a level never before seen.

I have spent a lot of time on the 3rd Street Promenade in Santa Monica (0-4 in Rose Bowls but who's counting) and on Pearl Street in Boulder. These are the jewels of their respective cities. I recently took two trips to Denver and quite frankly, the 16th Street mall sucks compared to Pearl and 3rd Streets, in large part because the buses break up what would otherwise be a wonderful pedestrian and bike mall. There were many vacant storefronts on 16th and the businesses that were there were not busy. In the same day I went up to Pearl Street and saw **zero** vacancies and thriving businesses. It was difficult to get a table outside.

[BRT specific issues]

This last section is directed toward the BRT committee. I was introduced to the term 'BRT creep' in an online forum. Here is the link in case it hasn't been brought to your attention: https://old.reddit.com/r/madisonwi/comments/o6df1r/businesses_protest_big_bus_rapid_transit_stations/

It seems hundreds of people agree that the proposed BRT stations are too close together for this plan to be considered true bus rapid transit. The stations need to be fewer and farther apart, or BRT will be little better than the current metro buses. That was the most salient point of the discussion but there are others, and I encourage the committee to review the thread. I have two specific suggestions that did not fully make it into that discussion:

- 1) The obvious places for these BRT stations are on the 300 blocks of Gorham and Johnson, where a massive new development is already tearing up the block. **It's a no-brainer.**
- 2) The BRT buses, in my opinion, do not need to be larger than normal metro buses. Having spent time in other cities, both across the US and internationally, I have seen depressing amounts of underutilization. It makes more sense to simply run two buses back to back during times of heavy utilization. This alone would solve some of the problems associated with larger stations, but it also should help with route planning. Bigger buses might not be able to make all the turns needed to plan the best routes. ***Please reconsider the bus size, even if you ignore the rest of this email.***

I encourage feedback from each of you and am more than happy to answer any follow up questions you might have.

Best Regards,

Victor Toniolo

From: Michelangelo's Coffeehouse <michelangeloscoffeehouse@gmail.com>
Sent: Friday, July 2, 2021 12:41 PM
To: All Alders <allalders@cityofmadison.com>
Subject: Michelangelo's Coffee House BRT

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Alders,

It has been brought to our attention the bus rapid transit system proposed for State Street.

We do not disagree with the decision to implement the new bus system for the city, however we believe running it down State Street would be an impediment for the city, the people, and the businesses - and we cannot stand behind that decision.

We see parents with young children - just learning how to ride bicycles - ride down state street.

We see pedestrians that want to whimsically walk into the street because it is a (relatively) safe slow moved pedestrian way.

We see people that want to enjoy a coffee while sitting out looking at the capitol and the peaceful movement of State Street on a summer day.

We don't want to take those experiences from the city.

Alternatively, we highly suggest running such a system down Johnson/Gorham with stops close to the State Street Area or running the system down Washington wrapping around Dayton/Fairchild at State Street. Any option that is not running the system down State Street itself.

Thank you for your time and what you do for the city,

Best Regards,

Tony Moors - General Manager
Sam Chehade - Owner
Michelangelo's Coffee House
114 State Street

From: katilmulligan@gmail.com <katilmulligan@gmail.com>

Sent: Saturday, July 3, 2021 7:52 AM

To: All Alders <allalders@cityofmadison.com>

Subject: [All Alders] Buses on State Street

Recipient: All Alders

Name: Kathryn Mulligan

Address: 306 W MAIN ST, APT 802, MADISON, WI 53703

Email: katilmulligan@gmail.com

Would you like us to contact you? Yes, by email

Message:

I read the WSJ article this morning and support the views of my alder, who represents the downtown area. I have no car and am a strong supporter of public transportation, but more thought is needed to the harm to downtown businesses and possibility of a more appealing State Street. I understand the council approved the plan with the caveat that it could be reconsidered. I hope it is.

From: Carrie Jumisco <carriej14@gmail.com>

Sent: Sunday, July 4, 2021 11:28 AM

To: Mayor <Mayor@cityofmadison.com>; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; BRT marketing group <BRT@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; tkenney@visitdowntownmadison.com; jilstrup@downtownmadison.org

Subject: NO BRT ON STATE STREET

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Mayor Rhodes-Conway, Madison Common Council Members, Madison Department of Transportation Leaders and City Leaders,

I'm writing this letter in opposition to the recently proposed plan to integrate a large bus shelter on the 300 block State Street. While I no longer live in Madison, I cherish my memories of working on the 300 Block through my college years. The restaurants and retail locations on this block showcase the diversity of hard working families in Madison. They rely on foot traffic and store front visibility in order to make money and continue to serve the community. By putting a bus structure on this block we severely risk harming the small businesses that Madison has come to love. Furthermore, we put hard working families at risk of losing their business and their lives as they know it; lives they've used to support our community.

After all that these businesses have been through the past year from rioting and damage on state street to Covid shutdowns and limited capacity reopenings, I truly hope you reconsider this plan to further detriment their business. Many of these businesses are minority owned and they need our support now more than ever to show that we can be a good partner to them just as they have been to our community for years.

I stand with my friends, family, old coworkers, and the local Madison community in opposition of this proposal.

Thank you for your time,

A faraway Madisonian who still cares about her hometown, Carrie Jumisco.

From: Jt Covelli <jtcovelli@gmail.com>
Sent: Monday, July 5, 2021 10:42 AM
To: All Alders <allalders@cityofmadison.com>
Subject: Buses on State

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I believe we do not need buses on State St. We are intelligent people, I'm sure we can come up with an alternative. Pedestrians and buses do not mix. And creating a destination on State would be good for the city and our community.

Jt Covelli
5501 Tolman Terrace
Madison

From: Marty Pfeiffer <pfeiffer.marty@gmail.com>

Sent: Monday, July 5, 2021 4:43 PM

To: Mayor <Mayor@cityofmadison.com>; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; BRT marketing group <BRT@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; tkenney@visitdowntownmadison.com; jilstrup@downtownmadison.org

Subject: No BRT on State Street

Caution: This email was sent from an external source. Avoid unknown links and attachments.

My wife and I recently spent some time in Galena, IL. Galena has blocked off a significant portion of their Main Street, with virtually no traffic allowed. Restaurant seating has taken over much of the street. In speaking with local business people, most really like it. As a consumer, I wouldn't want it any other way.

Why the obsession with buses on State Street? I'm sure a more appropriate route can be found: One that doesn't mix bicyclists, vendor trucks, buses, and distracted shoppers and sightseers. I'm also pretty sure that bus riders will be able to find their way to State Street.

Please take the planned BRT route off of State Street.

Martin Pfeiffer
Madison, WI

From: Andrea Hopkins <andiehoppie@gmail.com>

Sent: Tuesday, July 6, 2021 12:37 PM

To: Mayor <Mayor@cityofmadison.com>; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; BRT marketing group <BRT@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; tkenney@visitdowntownmadison.com; jilstrup@downtownmadison.org

Subject: Bus Rapid Transit & Pedestrian Mall

Caution: This email was sent from an external source. Avoid unknown links and attachments.

City and Council Leaders:

I am writing to express my opposition to the BRT on State Street. As a taxpayer and citizen of Madison, I ask for an updated review, post pandemic, analyzing the proposed impact and return on investment of both possibilities of the 1) BRT and 2) Pedestrian Mall.

Using old data in a brand-new world seems biased rather than validating it's what's best for the City and its residents today and the future. If I am missing validation of the old study and if there is a study that's been done on the Pedestrian Mall, would you please connect me with that information?

Thanks for your consideration.

Andrea Hopkins
333 West Mifflin St
Madison, WI 53703

From: Theodora Zehner <theodora.zehner@gmail.com>

Sent: Tuesday, July 6, 2021 2:32 PM

To: Mayor <Mayor@cityofmadison.com>; All Alders <allalders@cityofmadison.com>

Cc: Baumel, Christie <CBaumel@cityofmadison.com>; Lynch, Thomas <TLynch@cityofmadison.com>; Stuehrenberg, Justin <JStuehrenberg@cityofmadison.com>

Subject: Proposed BRT route on State Street

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear City Officials:

I support the BRT Project concept. I do not support the current proposal of busses and the installation of stations on State Street.

Today I stood on the **200 block of State Street** next to the major doors of Overture and faced the 300 block, 400 block, etc. The one block that looks unlike any others is the 200 block for the entire length of the Overture and MMoCA buildings - trees finally looking mature, beautiful plantings for the length of the block, public seating - a cool restful welcoming area on a very hot day. The effect conveyed a thoughtful, beautified, sophisticated city - a picture-postcard worthy source for promotional advertising.

A bus station will ruin the one perfect block on all of State Street.

For over 25 years I have volunteered for the Madison Museum of Contemporary Art, serving in many capacities from president of the volunteer groups, to chairing fund raising events, to being a trustee, to my current position as a member of the museum's Advisory Council.

This building opened to great acclaim in 2006. It is certainly the most prestigious contemporary building in the city of Madison. It was designed by the world-renowned architect, César Pelli. It is a landmark and unlike any other building in the city.

Today I also stood at the other end of the **200 block at the entrance of MMoCA**. I checked the dimensions of the proposed station, I checked the width of the sidewalk, I checked the length of the larger busses. (Note this is the same area where Tom Lynch, city director of transportation, was photographed). As far as I could determine, two trees plus two full planters would be removed and replaced by **a structure that would totally mask the facade of the museum. This is unacceptable!**

Through 30 years of living in Madison, I have come to realize the fragility of our beloved State Street. Its needs must include the merchants, the restaurants, and the public centers like MMoCA, Overture Center for the Arts - as well as transportation. Surely for this unique and historic area, an alternative can be found to have a BRT route with stations placed elsewhere. **These stations will be what people see - not what's behind the stations. And what exists behind the stations will be the very sources for keeping State Street viable.**

Sincerely,

Theodora Zehner

From: Jennifer Munz <jennifer_munz@yahoo.com>
Sent: Monday, July 12, 2021 9:05 PM
To: All Alders <allalders@cityofmadison.com>; Mayor <Mayor@cityofmadison.com>
Subject: no BRT on State Street

Caution: This email was sent from an external source. Avoid unknown links and attachments.

To the Madison Alders and Mayor Satya Rhodes-Conway:

I would like to express why I am NOT in favor of BRT on State Street.

- The bus stops needed for BRT are too large for a narrow pedestrian mall such as State Street. I think this will actually make State Street LESS accessible for people with mobility issues.

- The large bus stops will limit or eliminate many restaurants ability to have a sidewalk seating area. These restaurants depend on these seating areas. Taking this away will also hurt near-by retail as many people want to plan for a "trip" to State Street and not just go to one place and then leave. The businesses on State Street are very interconnected, and when one segment hurts, we all hurt.

- The extremely large buses used for BRT seem like they would be too large for a narrow street like State Street. This street has many bicycles that I feel will not be able to safely navigate State Street if BRT is allowed to have a route on this street.

- I am concerned about the frequency and speed at which these buses will go down State Street. The current buses do not abide by the 15 MPH speed limit on State Street or the 25 MPH speed limit on Johnson Street and Gorham Street. Why would I believe that the BRT buses (which are in a hurry to maintain a "rapid" route) will be any different?

- While I am in favor of the new BRT buses being electric, at least when the current diesel ones are speeding down the street, I can hear them and know to get out of the way.

- Why should the city put so much expense into a route that will need to have an alternate route at least 70 times per year for events along State Street? Wouldn't a better use of city money be to make a permanent route near-by that is always accessible since these buses need a special bus stop/platform?

Let me be clear, I am in favor of Madison having a BRT. However, I think this route has been rushed through without proper input from stakeholders. When this was first presented, it was done so with the promise that the route would be up for debate at a later time. Only that never happened, and I feel as though this is all a huge bait and switch ploy. Not to mention, all of the renderings are not drawn to scale, thus misleading anyone who is just looking quickly at pictures only and not reading the text.

The city is developing plans to make East and West Towne areas more inviting to shoppers and retail alike. When will the city give the same consideration to State Street?

Thank you for taking the time to listen to my concerns. My hope is that you will discuss not just my concerns, but the concerns of everyone reaching out to you, and try to come up with a solution that best serves ALL of Madison, not just a few.

Respectfully,
Jennifer Sullivan

From: Marty Meek <marty.k.meek@gmail.com>
Sent: Monday, July 12, 2021 11:26 PM
To: All Alders <allalders@cityofmadison.com>
Subject: RBT

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I understand that RBT will be discussed at tomorrow's Common Council Executive Meeting. I feel very strongly that an alternative route should be considered. Madison's charm and character will be lost if the Capitol square and state street become transportation hubs. Please fight to preserve our downtown so residents can enjoy the farmers market, art on the square summer concerts, maxwells street days and other special events.

Thanks!

Marty Meek

From: **Joan D.** <joandowns911@gmail.com>

Date: Tue, Jul 13, 2021, 5:27 PM

Subject: I am outraged

To: <cchic@cityofmadison.com>

Cc: Lynch, Thomas <TLynch@cityofmadison.com>, Stuehrenberg, Justin
<JStuehrenberg@cityofmadison.com>, <abecker@madison.com>

that neither the Zoom link nor the telephone link I was given today when I registered to speak at the 4:30 p.m. meeting work!

If

Why not send out a test Zoom link first? Or a participant ID which is needed to be able to participate? I was given a meeting ID but not a "participant ID" that would allow me to speak, not simply listen, to the meeting.

If at all possible (perhaps my alder could if present?), please read my comments aloud and enter them into the record.

This simply adds to my fury and opposition to Resolution 59665, which would drastically reduce or eliminate ebus stops on State Street.

Such an action would impact the accessibility, finances, and safety of businesses and those who want to patronize such businesses.

First, I am only able to walk a few blocks at a time, meaning that I and others cannot access the restaurants, the Overture Center, or the UW-Madison via Library Mall.

Second, the decision regarding bus stops on State Street could have a negative effect on State Street business' finances. While these businesses are imploring for more customers, they are impeding the very ability to comply. It would be just a small drop in the bucket if I were the only one affected; but I believe that there are a lot of folks with the same reality as I.

Finally and most importantly, there is a glaring safety issue. Moving bus traffic from State Street to less well-traveled and less well-lit streets, like Johnson and Gorham, creates a possibly more dangerous scenario, especially at a time when crime is increasing and for those who might be more vulnerable.

For these reasons, please OPPOSE Resolution 59665. Instead, please seek additional input from those who would be negatively impacted.

Joan Downs

Madison, WI

Cell: 608-669-5510

From: Abby Bartlett <abbyb@wisconsindistributors.com>
Sent: Wednesday, July 14, 2021 8:17 PM
To: All Alders <allalders@cityofmadison.com>
Subject: BRT on State Street Concerns

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Alders,

My interest in this topic lies in a commitment to keep Madison vibrant and energized. I work all over south central Wisconsin securing beverages for many events that, for the most part, are fundraisers for our local charities. After 17 years working with events I have sat in countless meetings asking if an event can be held on State Street. Oftentimes, they don't bother because the cost of moving traditional routes isn't financially worth it to an event that is a fundraiser. Or they are just flat told no. The idea of dedicated BRT stops on State Street will most likely make it even more difficult for these events to be held.

In addition to being good community building and fundraising events, these are a reliable revenue source for the restaurant and retail businesses on state street and the larger downtown area. This geographic area has been hit harder than most in the city over the last 16 months of Pandemic and various periods of civil unrest.

I understand this is a once in 100 year decision and I am opposed to allowing BRT on State Street. The downtown community is passionate about what State Street provides for its residents and visitors. They know more about their neighborhood than the team at Metro and the Mayor's office. I ask that you get them involved immediately to discuss alternatives to BRT on State Street.

Respectfully,

Abby Bartlett

From: Mary-Lee <mlrossmaessler@gmail.com>
Sent: Thursday, July 15, 2021 4:21 PM
To: council <council@cityofmadison.com>
Subject: Rapid Transit Busses and Hubs

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Good Day City Council Members,

It was with dismay that I read, in the Wisconsin State Journal, about the Mayor's proposal and City Council's vote, for rapid transit busses and hubs to be located on State Street and the Capitol Square.

I side with the State Street business owners regarding all parts of the proposed Rapid Transit System. As a Madisonian who used the bus system for several years, it makes more sense to place rapid transit busses and hubs on Johnson and Gorham Streets. All of the business owners concerns are spot on. I am aware that there is federal funding available for the rapid transit system. However, my understanding is that this is not dependent on the location of the busses and hubs.

As a person born in 1958 and raised in Madison, I have seen a great deal of change in my hometown but not always for the good. My family history, maternally and paternally, goes back into the 1800s and includes immigrants from Germany, Wales and Ireland to Madison. My maternal grandmother and paternal grandfather and their siblings were born and raised in Madison, as were my parents. My grandfather was a City of Madison Police Officer. My father was a City of Madison Firefighter. I am a RN who has worked at Madison General Hospital (now Unity Point Health Meriter). In these three generations alone, there has been respect and disrespect of our City's unique heritage.

I remember Uptown Madison (as it was known for many years) and the various stores and shops on the Square and State Street that have come and gone. Now is the time to support business owners and not jeopardize their livelihoods. Unless one is a business owner, the true impact of yet another obstacle cannot be fully understood but the effort must be made to try and understand.

It is also my strong belief that history must be considered when changes are to be made in Madison. If we want to keep the City vital, interesting, citizen and tourist friendly, the heart of Madison must be on the agenda. At the heart are Madisonians of all generations and moving forward with the wisdom they have and will continue to offer.

Thank you for your time and attention.

Sincerely,

Mary Lee
Rossmaessler

From: jordanrouse@icloud.com <jordanrouse@icloud.com>
Sent: Sunday, July 18, 2021 3:15 PM
To: All Alders <allalders@cityofmadison.com>
Subject: [All Alders] Pedestrian mall

Recipient: All Alders

Name: Jordan Rouse
Address: 530 W Main St Apt 3, Madison, WI 53703
Email: jordanrouse@icloud.com

Would you like us to contact you? Yes, by email

Message:

I'm writing to say that I still support a true pedestrian mall, the entire length of State Street.

From: Tim Kamps <tk.kamps@gmail.com>

Sent: Monday, July 19, 2021 11:46 AM

To: BRT marketing group <BRT@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; Mayor <Mayor@cityofmadison.com>

Cc: Jason Ilstrup <jilstrup@downtownmadison.org>; tkenney@visitdowntownmadison.com

Subject: BRT off State Street

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear policymakers,

This weekend I had the opportunity to spend many hours on State Street from top to bottom with family, friends, and neighbors. I cannot imagine a more convincing case study for why the BRT route needs to bypass upper State Street than the last three days. Between Mad Lit on Friday evening, Maxwell Street Days all weekend, and a gorgeous summer weekend drawing folks from all corners of Madison and beyond, State Street was vibrant and alive in a way we have not seen since pre-pandemic. While the increase in bus volume and frequency on West Washington Avenue and Broom Street may have slightly diminished my quality of life as a resident there, it's a tradeoff I'd gladly accept for its benefit to the city as a whole. So I urge you to take a broader view and slightly relocate the footprint of BRT away from an area that is crying out to be the pedestrian mall that it was this weekend. In the parlance of our times, please listen to those who'd be most harmed by BRT's heavy burden on upper State Street, and work to limit that harm in the interest of a healthy, welcoming Downtown Madison.

Sincerely,

Tim Kamps

360 W Washington Ave.

-----Original Message-----

From: dory christensen <dchristensen3@me.com>

Sent: Monday, July 19, 2021 1:08 PM

To: Tim Kamps <tk.kamps@gmail.com>

Cc: BRT marketing group <BRT@cityofmadison.com>; All Alders <allalders@cityofmadison.com>;

Mayor <Mayor@cityofmadison.com>; Jason Ilstrup <jilstrup@downtownmadison.org>;

tkenney@visitdowntownmadison.com

Subject: Re: BRT off State Street

Caution: This email was sent from an external source. Avoid unknown links and attachments.

THANKYOU, THANKYOU Tim!!! I could not have said it better. Also, for those copied on this message: regarding the subject of people with disabilities or other mobility issues, what so many of us are asking is for the BRT to be re-routed to the corner of Johnson and State (on the Johnson St side), and probably on Broom Street, or another easily accessible side street. The distance to reach State Street is minimal, only a few steps. I am assuming that the buses will have the facilities to accommodate riders with mobility issues. I also live on West Washington Avenue. Initially, I was against the re-routing of buses to my street. But, like Tim, I accept the inconvenience because the future of State Street as the center of tourist activities in our city is of the utmost importance.

Dory Christensen

360 W. Washington Avenue

> On Jul 19, 2021, at 11:45 AM, Tim Kamps <tk.kamps@gmail.com> wrote:

>

> Dear policymakers,

> This weekend I had the opportunity to spend many hours on State Street from top to bottom with family, friends, and neighbors. I cannot imagine a more convincing case study for why the BRT route needs to bypass upper State Street than the last three days. Between Mad Lit on Friday evening, Maxwell Street Days all weekend, and a gorgeous summer weekend drawing folks from all corners of Madison and beyond, State Street was vibrant and alive in a way we have not seen since pre-pandemic. While the increase in bus volume and frequency on West Washington Avenue and Broom Street may have slightly diminished my quality of life as a resident there, it's a tradeoff I'd gladly accept for its benefit to the city as a whole. So I urge you to take a broader view and slightly relocate the footprint of BRT away from an area that is crying out to be the pedestrian mall that it was this weekend. In the parlance of our times, please listen to those who'd be most harmed by BRT's heavy burden on upper State Street, and work to limit that harm in the interest of a healthy, welcoming Downtown Madison.

> Sincerely,

> Tim Kamps

> 360 W Washington Ave.

From: Peggy LeMahieu <peglem25@yahoo.com>

Sent: Monday, July 19, 2021 2:56 PM

To: BRT marketing group <BRT@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; Mayor <Mayor@cityofmadison.com>

Cc: Jason Ilstrup <jilstrup@downtownmadison.org>; tkenney@visitdowntownmadison.com; Tim Kamps <tk.kamps@gmail.com>

Subject: Re: BRT off State Street

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Downtown business owners and policy makers,

I would like to reinforce Tim's note to you. I have been a long time resident downtown condo owner. Though we recently moved, I return often for many of the reasons we all love about Madison.

I was there for Maxwell Days and thoroughly enjoyed the openness, ability to have sidewalk seating, walk in the street to social distance as appropriate, and see the business owners smiles and warm welcomes.

I have followed the BRT discussion closely and have written to the mayor. Though removing BRT from State St. may cause some passengers to walk a different path or more steps to get to a designated stop, in the long run it will be worth it. That is the thinking that needs to occur - long term thinking. If you put the BRT on State St, you have locked in its cultural vision and strategic plan far into the future.

If you have not taken a pedestrian survey of what they would like to see in relation to the BRT on State St or a pedestrian mall concept, it may be a good idea. They are the customer base you are trying to draw and keep on State St.

Please continue to pursuing other options for the BRT that do not include State St. It is time we truly make State St the pedestrian mall it was intended to be and discussed numerous times over the last 20+ years

Thank you!

Peggy LeMahieu

Former 360 W Washington owner

[Sent from Yahoo Mail for iPhone](#)

On Monday, July 19, 2021, 11:45 AM, Tim Kamps <tk.kamps@gmail.com> wrote:

Dear policymakers,

This weekend I had the opportunity to spend many hours on State Street from top to bottom with family, friends, and neighbors. I cannot imagine a more convincing case study for why the BRT route needs to bypass upper State Street than the last three days. Between Mad Lit on Friday evening, Maxwell Street Days all weekend, and a gorgeous summer weekend drawing folks from all corners of Madison and beyond, State Street was vibrant and alive in a way we have not seen since pre-pandemic. While the increase in bus volume and frequency on West Washington

Avenue and Broom Street may have slightly diminished my quality of life as a resident there, it's a tradeoff I'd gladly accept for its benefit to the city as a whole. So I urge you to take a broader view and slightly relocate the footprint of BRT away from an area that is crying out to be the pedestrian mall that it was this weekend. In the parlance of our times, please listen to those who'd be most harmed by BRT's heavy burden on upper State Street, and work to limit that harm in the interest of a healthy, welcoming Downtown Madison.

Sincerely,

Tim Kamps

360 W Washington Ave.

From: Ryan Donnelly <rdonn4@gmail.com>

Sent: Wednesday, July 21, 2021 8:19 PM

To: Mayor <Mayor@cityofmadison.com>; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; BRT marketing group <BRT@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; tkenney@visitdowntownmadison.com; jilstrup@downtownmadison.org

Subject: Bus proposal

Caution: This email was sent from an external source. Avoid unknown links and attachments.

It is unsafe to have the bus on state street.

-Ryan

--

Ryan Donnelly

[Rdonn4@gmail.com](mailto:rdonn4@gmail.com)

University of Wisconsin-Madison OTD '24

University of Missouri Health '20

From: coppens.matt@gmail.com <coppens.matt@gmail.com>
Sent: Thursday, July 22, 2021 11:32 AM
To: All Alders <allalders@cityofmadison.com>
Subject: [All Alders] Bus Rapid Transit Route

Recipient: All Alders

Name: Matthew Coppens
Address: 102 N. Franklin St, Madison, Wi 53703
Email: coppens.matt@gmail.com

Would you like us to contact you? Yes, by email

Message:

Dear Alders,

As a resident of the Isthmus, a user of public transportation, a cyclist, and a walker/runner, I am asking you to please stop working to force the Bus Rapid Transit route down State Street and other pedestrian friendly and cycling friendly routes.

I do not write much to the Alders here as I am fairly happy with the body of your work and how this city has progressed. However, I am writing now because what you are working on will affect me directly. It will affect my friends directly. And it will affect the businesses I frequent, the owners whom a few I have come to know and respect. This current action on placing the BRT route through State Street will harm cyclists as we use this route as a respite from trekking on other major thoroughfares. Placing the BRT down State Street will harm pedestrians trying to cross as freely from shop-to-shop as they currently do. Placing the BRT route on State Street will harm businesses, will make scheduling for deliveries harder, and will keep foot traffic away.

As the BRT route is still advertised as a “plan” on the Metro website, I am urging you as the collective body that you are, to shift your focus to using streets like Gorham, University, and Johnson which can handle the bus route with an adequate manner. And if this board of Alders does want to respect the community as a whole, I would urge that the preservation of State Street, its business district, and the population it hosts to please focus on the creation and development of a pedestrian and cyclist friendly promenade.

I appreciate your time to this manner and I look forward to your response.

From: Gary Storck <gfstorck@gmail.com>

Sent: Friday, July 23, 2021 9:18 AM

To: Mayor <Mayor@cityofmadison.com>; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; BRT marketing group <BRT@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; tkenney@visitdowntownmadison.com; jilstrup@downtownmadison.org; Benford, Brian <district6@cityofmadison.com>

Subject: No BRT on State St.

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear All,

I want to add my name to the growing list of Madisonians and Madison businesses and organizations who are saying "NO WAY" to BRT on State St.

I moved to Madison in 1995 and was immediately drawn to State St. and its many attractions, the true heart of Madison.

BRT is a good idea to help make transit in Madison better. But it should not be on State St. I was very disheartened to see how the heart of town went through so much trauma from the pandemic and the unrest over inequality. But for State St. to recover strongly, it needs to be a place that people want to go to, and businesses, etc. want to locate and want to patronize and visit.

It's time to get buses off of State St. and the proposed stations are monstrosities.

The best path forward is to remove plans for BRT on State completely. We are spending a great deal of money, much of it sourced from a regressive \$40 local tax. Let's do it right, not saddle State St. with a poorly thought out plan that we have to live with for decades, decades that will see great changes as the earth deals with climate change.

Let's improve Madison. Don't hurt State St. BRT must be off of State.

I cannot support any elected official who thinks this is a good idea.

Gary Storck
Winnebago St.
Madison

From: Sean McBride <sgsmcbride@gmail.com>

Sent: Saturday, July 24, 2021 10:55 AM

To: BRT marketing group <BRT@cityofmadison.com>; Rhodes-Conway, Satya V. <SRhodes-Conway@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; Mayor <Mayor@cityofmadison.com>; tkenney@visitdowntownmadison.com

Subject: No to BRTs on State Street

Caution: This email was sent from an external source. Avoid unknown links and attachments.

To Madison leadership,

As a Madison citizen, father, former employee of a long time state street small business, and entrepreneur, I am strongly against BRTs on State Street. There should be no busses or other vehicles on state street. The King street outdoor seating area gives a glimpse of how making State Street a pedestrian and outdoor seating scene could transform downtown Madison for the better. Many cities have taken this approach - from Iowa City to Boulder - and it makes such a positive impact on small businesses, community, and culture.

I will make sure to vote against, campaign against, and donate to the opponents of any elected leader who votes or advocates for BRTs on state street. I will passionately support with time and money anyone who is in favor of transforming state street for the better by banning buses and other forms of motor vehicles.

Sean McBride

--

Sean McBride
608-628-2601