

## **Public Comment Priority #5: Bus signs on both sides of sign**

Per the request of the Long-Range Metro Transit Planning Ad Hoc Subcommittee, I have prepared the following proposal for marking the rear sides of bus stop sign plaques with bus stop identification information.

### **Current practice**

City traffic engineering currently installs and maintains all bus stop signage along rights-of-way controlled by the City of Madison. Their policy has been that bus stop plaques are predominantly meant to address passenger vehicles and convey the associated parking restrictions in bus stops zones. This is the reason the sign plaques are installed at a 45-degree angle facing the street (as opposed to perpendicular to the street or even facing the sidewalk, where they could be more easily read by passengers and pedestrians).

In situations where a bus stop falls before, or nearside of an intersection, the sign plaque must be installed at the start of the parking zone restriction – approximately eighty feet from the corner – despite the fact that passengers actually board the bus at the intersection itself. In these situations, the City of Madison sign shop installs a supplementary plaque on the rear side of the bus stop sign, stating “Board Bus at Corner”. This supplemental information plaque adds up to \$32.23 of cost to the installation or replacement of a bus stop sign location.

For bus stops along rights-of-way not controlled by the City of Madison, Metro Transit purchases the necessary bus stop sign plaques from the City of Madison sign shop. These sign plaques are then delivered to the appropriate agencies (i.e. municipal public works departments or private property owners), and presently, Metro Transit is not charged by any of these parties for any of the labor or materials required for their installation. Metro Transit does not typically purchase the supplemental “Board Bus at Corner” plaques for installation by other agencies – due both to the cost of the plaques themselves and because of the added complexity of labor and materials in installing them.

### **Proposed pilot project**

The City of Madison sign shop could manufacture and install marking materials for placement on the rear side of the bus stop sign plaques that currently have no distinguishing information (i.e. “Board Bus at Corner” supplemental plaques).

Metro Transit currently serves just over 2,000 unique bus stop locations – of which approximately 1,700 are on right-of-way controlled by the City of Madison. Around seven hundred of these bus stops are classified as “nearside” stops and are therefore assumed to already have the “Board Bus at Corner” supplemental plaque on the rear of the sign. The remaining one thousand bus stop locations on rights-of-way controlled by the City of Madison, as well as the three hundred signs owned and maintained by other parties, all would be expected to lack any information on the rear side of the signage at present.

### **Alternative one**

The first alternative for marking the rear sides of bus stop signs would be an adhesive sticker. The cost of these stickers purchased from the City of Madison sign shop would be approximately \$4.62 each. Metro Transit would be required to pay the sign shop to place these stickers on any bus stop sign plaques along rights-of-way they control (one thousand locations as identified above). This labor cost would range around \$19.60 per location (estimating fifteen minutes of time using a sign truck). Total costs related to the one thousand bus stop locations maintained by the City sign shop would amount to \$24,220 in materials and installation labor.

The stickers for the three hundred bus stop locations owned and maintained by other parties would also need to be purchased from the City of Madison sign shop, for \$1,386 total. The assumption is that Metro could then deliver these to the various agencies involved for them to install, at no additional cost to Metro.

Total implementation cost of this alternative would range up to \$25,606.

### **Alternative two**

The second alternative for marking the rear sides of the bus stop signs would be a permanent metal sign plaque (similar to the “Board Bus at Corner” at nearside bus stops). These metal plaques could be half the height of the “Board Bus at Corner” signs, so the cost would be approximately \$8.51 each. These metal plaques need additional mounting hardware and take longer to install (when compared to a sticker), so upgrading the one thousand bus stops controlled by the City of Madison sign shop would total up to \$65,460 in materials and labor.

Using the metal sign alternative for other agencies, approximately one third of the three hundred bus stop locations are classified as “nearside” stops. Purchasing one hundred “Board Bus at Corner” plaques from the City sign shop (for upgrading the “nearside” bus stop locations assumed to be lacking signage currently, per the description of current practice above) would cost \$1,701 total. Two hundred sign plaques for use at the remaining non-nearside stops would cost the same, \$1,702 total. While current practice is that coordinating agencies do not charge Metro Transit for any mounting materials or labor, this alternative does have significant time and material cost requirements.

Total implementation cost of this second alternative would range up to \$68,863 – assuming coordinating agencies supplied their labor and mounting hardware materials at no cost to Metro Transit.

### **Conclusion**

Overall, this proposed pilot project would cost from \$25,000 to \$70,000 to implement depending upon the alternative chosen.

Application of this program to bus stop signs along rights-of-way controlled by other jurisdictions or private parties would require the review and approval of those controlling agencies (i.e. municipal public works and/or political action; or private property management).



*Example of “Board Bus at Corner” sign*