



Westside Community Connections

Featuring:

- Tom Lynch, Director of Transportation
- Shanae Meacham, Outreach Specialist of Madison Metro Transit

Thursday, April 18, 2024

Agenda

- 6:00 – 6:05 PM: Meeting and Zoom Basics & Group Norms and Values – Lorissa Banuelos, Community Engagement Strategist, Common Council
- 6:05 – 6:10 PM: Welcome and Introductions - Alder John W. Duncan, Alder Nasra Wehelie and Alder Barbara Harrington-McKinney
- 6:10 – 6:35 PM: Tom Lynch, Director of Transportation
- 6:35 – 7:00 PM: Shanae Meacham, Outreach Specialist, Metro Transit
- 7:00 – 7:30 PM: Q & A

Meeting Basics

- Tonight's meeting will focus on the Bus Rapid Transit (BRT) system, including the cost of BRT and a timeline for when BRT will be in operation.
- There will also an update on vehicle and stop accessibility.

Welcome and Introductions

Co-Host

- Alder John W. Duncan, District 1
- Alder Nasra Wehelie, District 7
- Alder Barbara Harrington-McKinney, District 20

Presenters

- Tom Lynch, Director of Transportation
- Shanae Meacham, Outreach Specialist, Metro Transit

Metro Transit

Budget

Capital Costs

Bus Rapid Transit

Metro Transit

Metro Transit carries about 1 million passengers a month.

- More than East Washington Ave in a month.

October '23 Metro Averaged 29 Passengers per Revenue Hour



Metro Transit Efficiency

2022 - Of the 870 Directly Operated Motor Bus Systems in US

- Metro Transit is in the top 5 percent for Passengers per Revenue Hour
- Metro Transit in the bottom 10 percent for costs per passenger



Budgets

Capital Budget

- Used for Improvement Projects
- Supported by Borrowing, TIF, State and Federal monies
- Not the budget challenge currently being discussed.

Operating Budget

- Used for services and staff costs.
- Majority supported by the General Fund
- Subject to levy limits
- Part of the challenges being discussed

The screenshot shows the City of Madison Finance Department website. The header includes the City of Madison logo and navigation links for Departments, Report a Problem, Services, Jobs, Accounts, and Contact. The main navigation bar includes Treasury, Budget (highlighted), Purchasing, Accounting, Risk Management, Data & Innovation, and Contact. The page title is "Finance" with David Schmiedicke, Finance Director. The breadcrumb trail is "City of Madison / Finance / Budget / 2023 Budget".

Budget	
2025 Budget	+
2024 Budget	+
2023 Budget	-
2023 Capital Budget	
2023 Operating Budget	
2022 Budget	+
American Rescue Plan Act (ARPA)	
Past Budgets	+

2023 Budget

Capital Budget

- [Adopted Capital Budget](#)
- [Amendments](#)
- [Executive Capital Budget - 2023 Project Map](#)
- [Agency Capital Requests](#)

Operating Budget

- [Adopted Operating Budget](#)
- [Amendments](#)
- [Executive Operating Budget](#)
- [Agency Operating Requests](#)

Contact City Budget

For questions or to request materials in an alternative format:

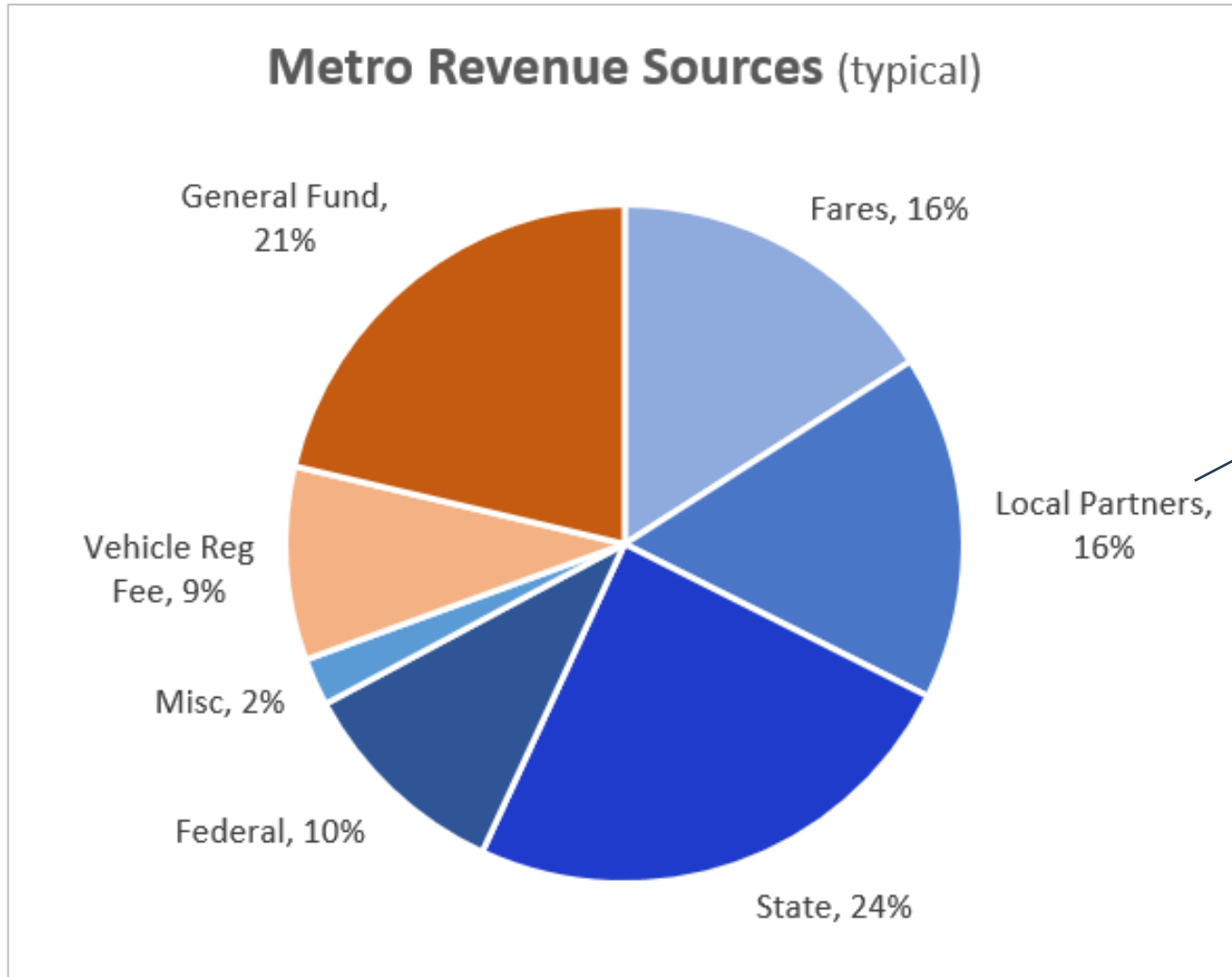
citybudget@cityofmadison.com

[Contact Form](#)

Was this page helpful to you?

Yes No

Metro Operating Budget (Typical)



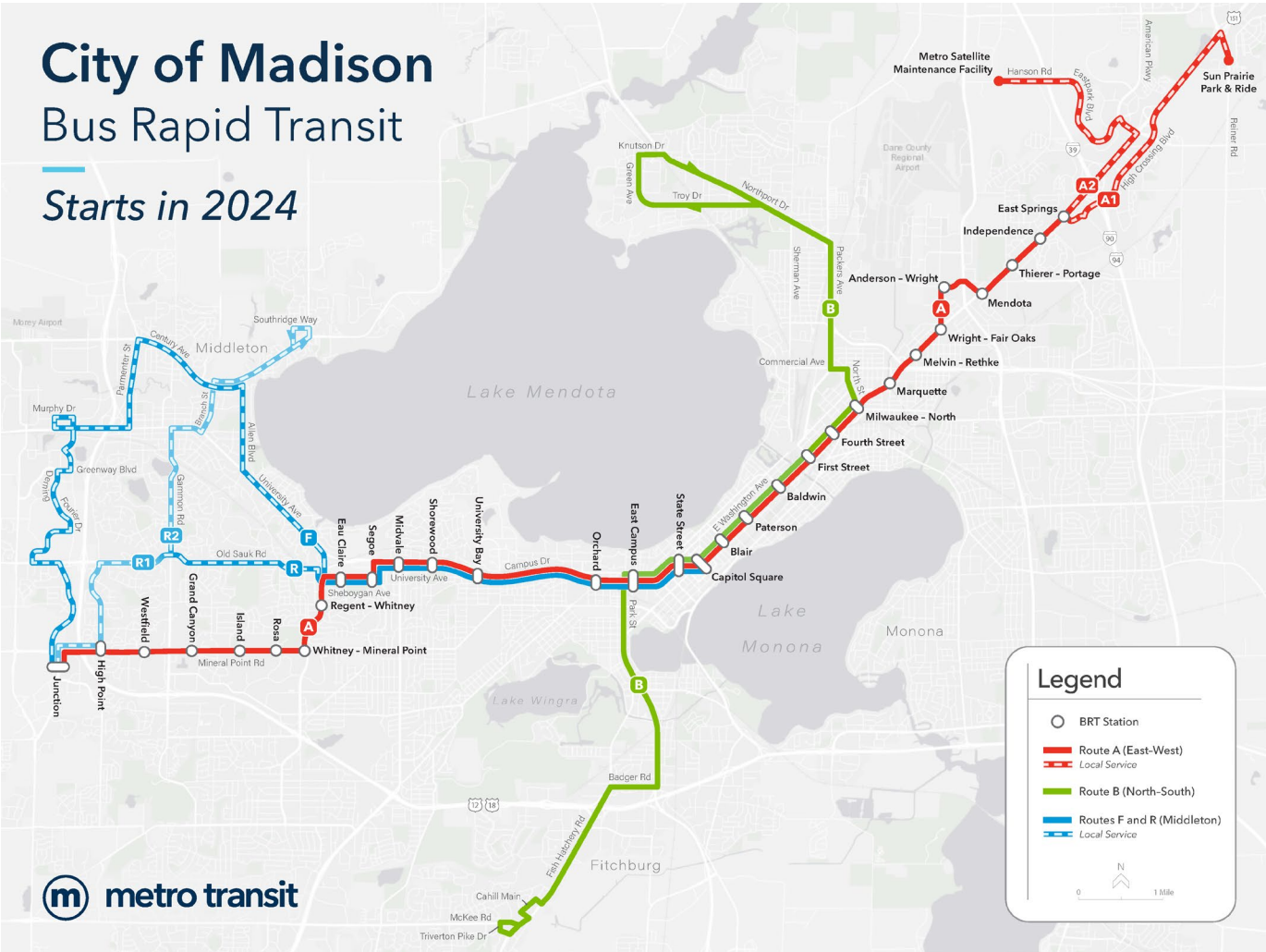
Partners Include:

- Sun Prairie
- Middleton
- Fitchburg
- Verona
- UW Campus
- UW Health
- Madison College

Pay for revenue hours in jurisdiction



Bus Rapid Transit – Capital Project



**East-West in Red
(Under Construction)**

**North-South in Green
(In Planning)**

East-West BRT

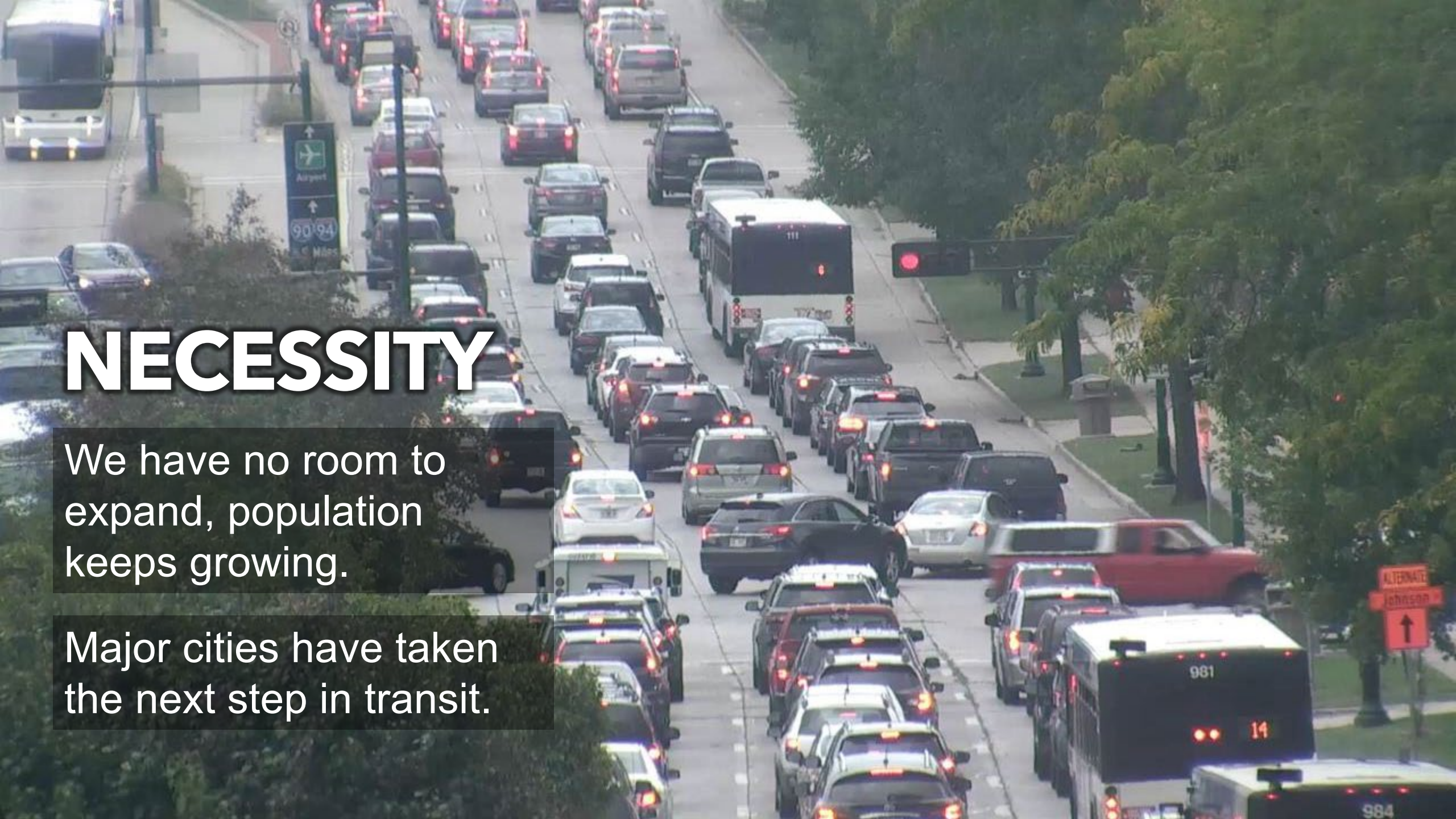




Why invest in BRT system??

NECESSITY
CONVENIENCE
RELIABILITY
COMFORT
ACCESS
ENVIRONMENT
ECONOMY
SAFETY





NECESSITY

We have no room to expand, population keeps growing.

Major cities have taken the next step in transit.

Cost Effectiveness



BRT provides similar service levels to Light Rail – for 1/10th of the cost.
Unprecedented levels of Federal Funding Available

RELIABILITY

Dedicated bus lanes and priority at traffic lights make the service more reliable.



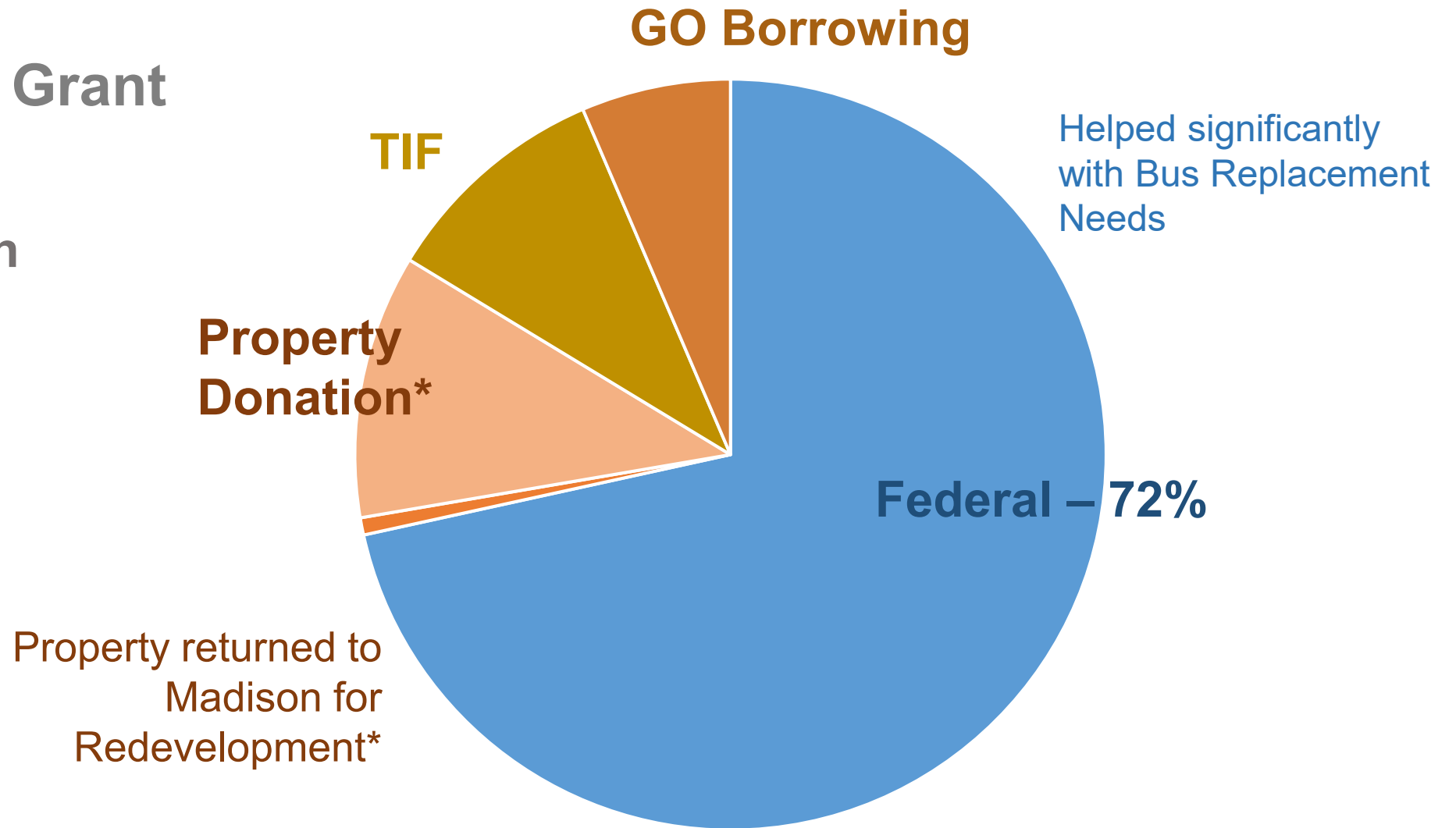
Opening Fall of 2024



E-W BRT Funding Sources – (Capital Budget)

Small Starts Grant Agreement

\$194.2 million



Helped with Bus Replacement Needs



E-W BRT Affect on Operating Budget

Largest Single Expense is Drivers

Driver Hours for BRT already represented in Route A (and Route B)

Some efficiencies with buses (fewer needed), might be offset with station maintenance
Likely to be a wash.



North – South Bus Rapid Transit

Federal application submitted 8/2023

Funding Recommendations 3/2024

\$150 million project – 80% Federally funded



PEOPLE + JOBS

North-South BRT will
provide access to

97,000
people

and

78,000
jobs

within ½ mile of the proposed
North-South BRT route in
Madison and Fitchburg.





Trees

Path

Initial Concept for Park Street

N-S BRT Funding Sources – (Capital Budget)

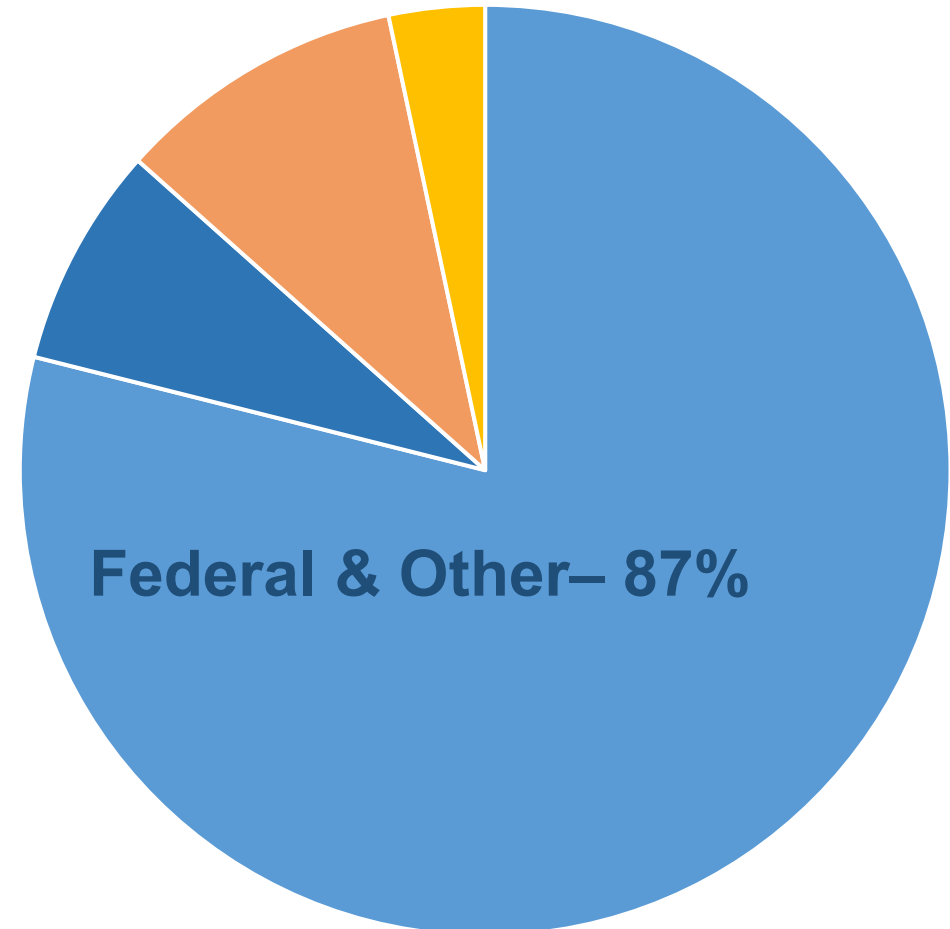
Sales

Federal Funding Sources:

1. Federal Transit Administration (Small Starts Grant)
2. Areas of Persistent Poverty Grant

Local Funding Sources:

1. City of Madison
2. Wisconsin Dept. of Transportation
3. Local Tax Increment Financing
4. City of Fitchburg



■ Federal ■ State & Other ■ GO Borrow ■ TIF

North-South BRT Project Timeline

Subject to change





WHY INVEST IN BUS RAPID TRANSIT ALONG ROUTE B?



+53,000 people



+40,000 jobs



+43 schools and childcare centers, 10 grocery stores, 4 hospitals, and more.



Improved accessibility for all



Safety improvements



14,000 lower-income families



Leverage millions in Federal investment



Commitment to equity
40% people of color

Amtrak



Madison Passenger Rail Station Identification Study

January 2024

PRELIMINARY DRAFT

MADISON DEPARTMENT



OF TRANSPORTATION

HNTB

Draft Screening Report just Released

<https://www.cityofmadison.com/transportation/initiatives/passenger-rail-station-study>

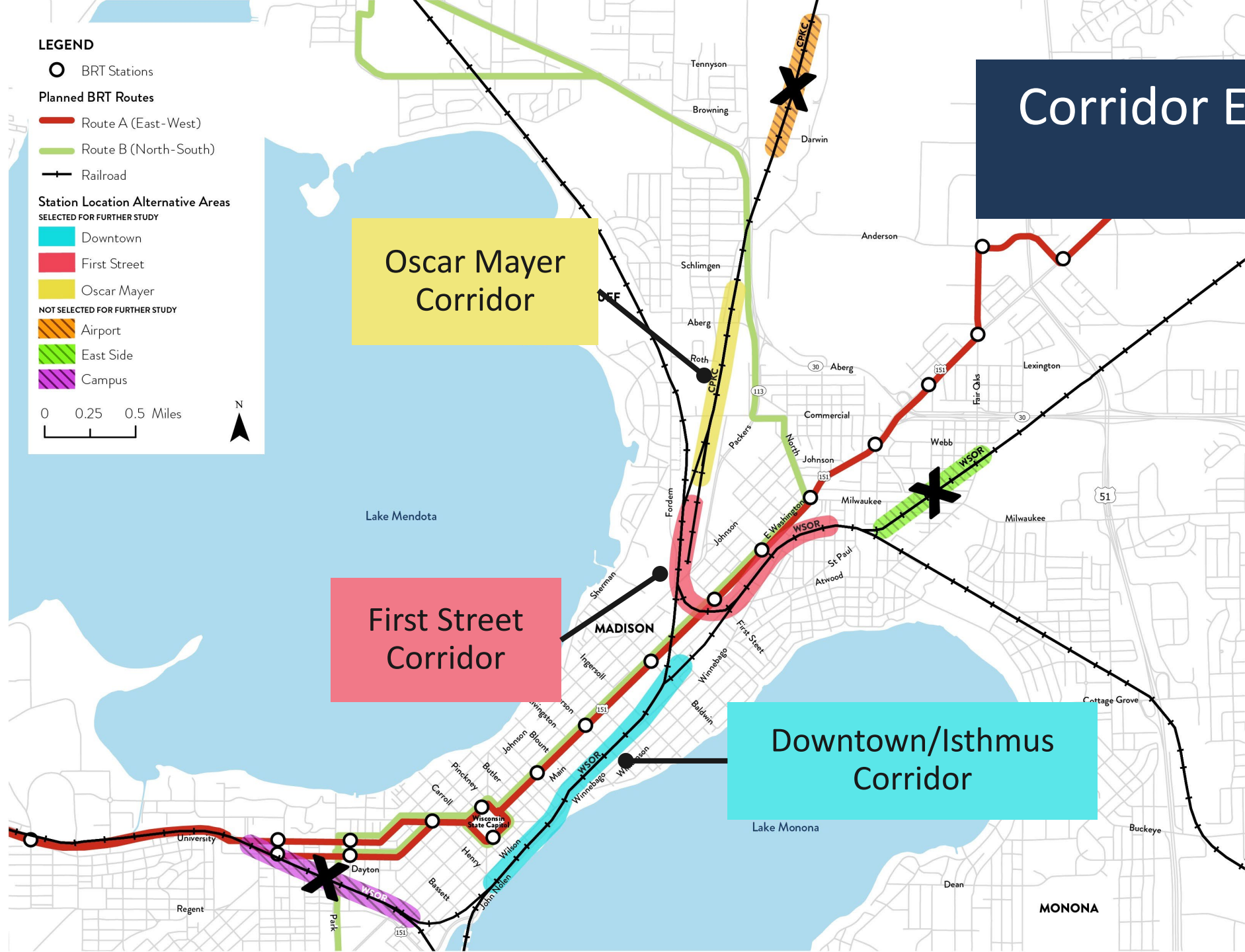
CITY OF MADISON

Corridor Evaluation Results

LEGEND

- BRT Stations
- Planned BRT Routes**
 - Route A (East-West)
 - Route B (North-South)
- +— Railroad
- Station Location Alternative Areas**
 - SELECTED FOR FURTHER STUDY**
 - Downtown
 - First Street
 - Oscar Mayer
 - NOT SELECTED FOR FURTHER STUDY**
 - Airport
 - East Side
 - Campus

0 0.25 0.5 Miles



Oscar Mayer Corridor

First Street Corridor

Downtown/Isthmus Corridor

POTENTIAL STATION SITES

DOWNTOWN/ISTHMUS CORRIDOR

- Monona Terrace
- Blair Street
- Livingston Street
- Baldwin Street

FIRST STREET CORRIDOR

- First Street
- Johnson Street

OSCAR MAYER CORRIDOR

- Commercial Avenue
- Aberg Avenue





Metro Transit

BRT & Accessibility Updates

Timeline

- ***BRT is expected to launch in Fall of 2024***
- Planning for a late August launch – A number of items still need to be in place that could push date until later in the Fall.
 - Bus deliveries from factory
 - Chargers (on-street and both maintenance facilities)
 - Installation of new fare technology (this summer)

On track, but we're not there yet. Expect to have a better idea in early summer. We'll put out the word when a launch date is finalized.

Bus Stops

- **Less than 80 stops still need boarding pads**
– *ongoing process; expect to complete this year*
- “Tell Us about Your Stop” campaign
 - Bus flyers, email to agencies, Metro website
 - Received about 15 responses:
 - Accessible pedestrian signals, crosswalks, bench requests
 - Ordering more benches, many requests handled through BRT upgrades, Safe Streets Madison projects
 - Program is ongoing



Articulated (Bendy) Buses



- 60 foot (50% more space)
- Buses have mobility device areas to include a self-securement option
- Boarding possible on both sides of bus
- Drivers training now
- Corner flexibility

BRT Stations

All stations accessible

- Doors on both sides of bus – versatile boarding options for center and side street stations
- There will be minimal gap when entering – allowing passengers to quickly board
- Tactile surface tiles at boarding areas--warning blocks and directional blocks for those with vision impairment
- Push buttons for audible announcements of real-time sign information



BRT Stations

All stations accessible

- Crosswalks and pedestrian signals to get to stations
- Curb ramps to stations
- Buses have mobility device areas to include a self-securement option
- Real-time information audible and visual



New Technology

- New bus tracking and fare technology updates
 - GPS tracking for bus arrival/departure
 - Fare technology options—reloadable cards
- Future Paratransit Goals
 - Online applications
 - Online ride booking
 - Improved ride performance – streamlined scheduling



Paratransit

For those who are unable to utilize fixed-route service:

- Door-to-door service available
- $\frac{3}{4}$ mile service area from fixed-route
- In-person assessments (we'll pick you up and take you home)
- Not all or nothing – can use both paratransit and fixed-route service



Paratransit Improvements

- Good service, but we need to be better.
- Service is out-of-date. Improvements are coming.

In the Short Term...

- Working & meeting with contractors – work better together, minimize delays
- Update website information – use of plain language, easier to understand





Paratransit Technology Roll Out

- Project design and review starting now
 - Roll out in 2025
 - We'll be asking for customer assistance to help test the system for screen reader accessibility and ease of use
 - Improve tools for customer service representatives and passengers
-

In our community

- Metro Outreach Team:
 - Will come speak to your group in-person, provide education, take feedback, and inform on upcoming projects
- Email/text alerts:
 - Learning opportunities, input requests, etc. (We won't spam.)

Email mymetrobus@cityofmadison.com or visit mymetrobus.com/alerts to sign up for rider emails and/or texts.



Questions?

(608) 266-4466

Mymetrobus@cityofmadison.com



metro transit