

Madison East-West Bus Rapid Transit (BRT) Planning Study

Public Meeting 2: Preliminary Alternatives

Madison Senior Center | May 14, 2019 | 6:00-7:30 PM



INTRODUCTIONS + AGENDA

City Staff

+ **City of Madison**

- Tom Lynch, Director of Transportation
- David Trowbridge, Project Manager
- Mike Cechvala, Planner

+ **Metro Transit**

- Chuck Kamp, General Manager
- Mick Rusch, Marketing/Customer Services Manager

+ **Madison Area Transportation Planning Board (MATPB)**

- Bill Schaefer, Transportation Planning Manager

Consultant Team

TranSmart

UrbanAssets

Toole DesignGroup

AECOM

STRAND
ASSOCIATES®

CAMBRIDGE
SYSTEMATICS

FOURSQUARE ITP
INTEGRATED TRANSPORTATION PLANNING



Tonight's Agenda

- + Presentation + Q&A (45 minutes)
 - Transportation planning context
 - Project overview & public engagement to-date
 - Preliminary alternatives
 - Next steps
- + Upstairs Open House (30 minutes)
 - 3 rooms: west, central, east
- + **Please fill out a comment worksheet!**

Ground Rules

- + Ask **clarifying questions** as we go (explain a term or repeat a statement).
- + Save **other questions** for the Q&A – we may be planning to answer them!
- + Share your speaking time with others.

BRT PLANNING CONTEXT

- 
- In the last 5 yrs Madison has approved **14,000 dwelling units** creating 120,000 daily trips

- In the last 2 yrs Madison has approved **3.3 million square feet** of office, commercial, industrial, and institutional space – creating 60,000 daily trips.

Madison

2017 255,200

2050 292,500

2050* 355,000

Dane Co

536,000

638,000

<1,000,000

***If we grew at similar rate as from 1990 to 2017**



Employment

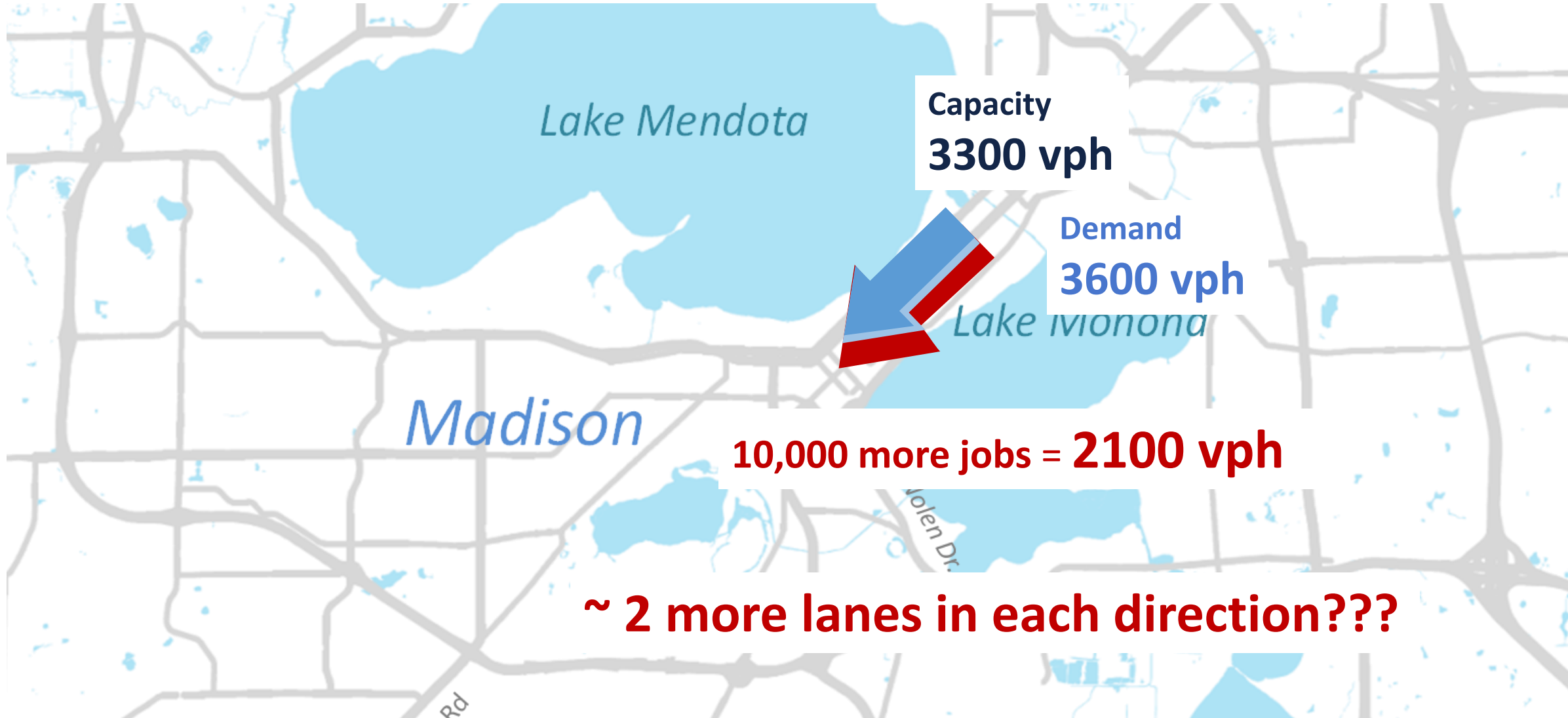
200,000 jobs in 2010

+85,000 projected for Dane Co 2050

+45,000 projected for Madison 2050

+10,000 in Isthmus

Our situation – morning rush hour





Google Streetview

Our situation – morning rush hour



38 buses = 1500 people

76 large buses = 3800 people

10,000 more jobs = 2100 vph

1 bus every 40 seconds

Transit is more efficient



80 people by car

80 people by bus



30 mph, 1.2 VOR





BACKGROUND

Process and Takeaways
from the 2013 BRT
Planning Study

Rail/Transit Studies: Recent History

Previous Rail/ High Capacity Transit Studies

1980-81 Dane County Transit Technology Corridor Study (DCRPC)

1985-86 Dane County Transit Priority Corridor Study (DCRPC)

1990-92 Light Rail Transit Corridor Study (C. Madison)

1996 Study to Evaluate Commuter Rail Implementation (Dane Co)

1998 Dane County Commuter Rail Feasibility Study (Dane Co)

1999-2003 Transport 2020 Commuter Rail Alternatives Analysis (City/County/WisDOT)

2005-2008 Transport 2020 Commuter Rail Preliminary Engineering/EIS (City/County/WisDOT)

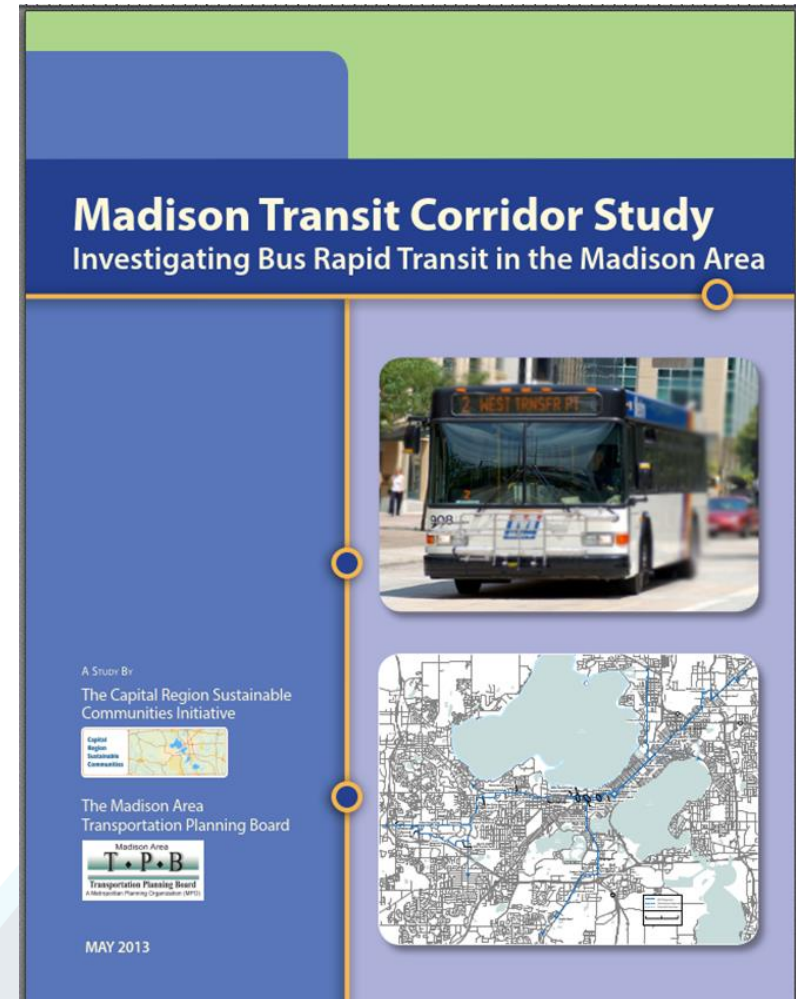
2011-13 Bus Rapid Transit (BRT) Preliminary Feasibility Study (MATPB)

2018-2020 Bus Rapid Transit East-West Corridor Project Development

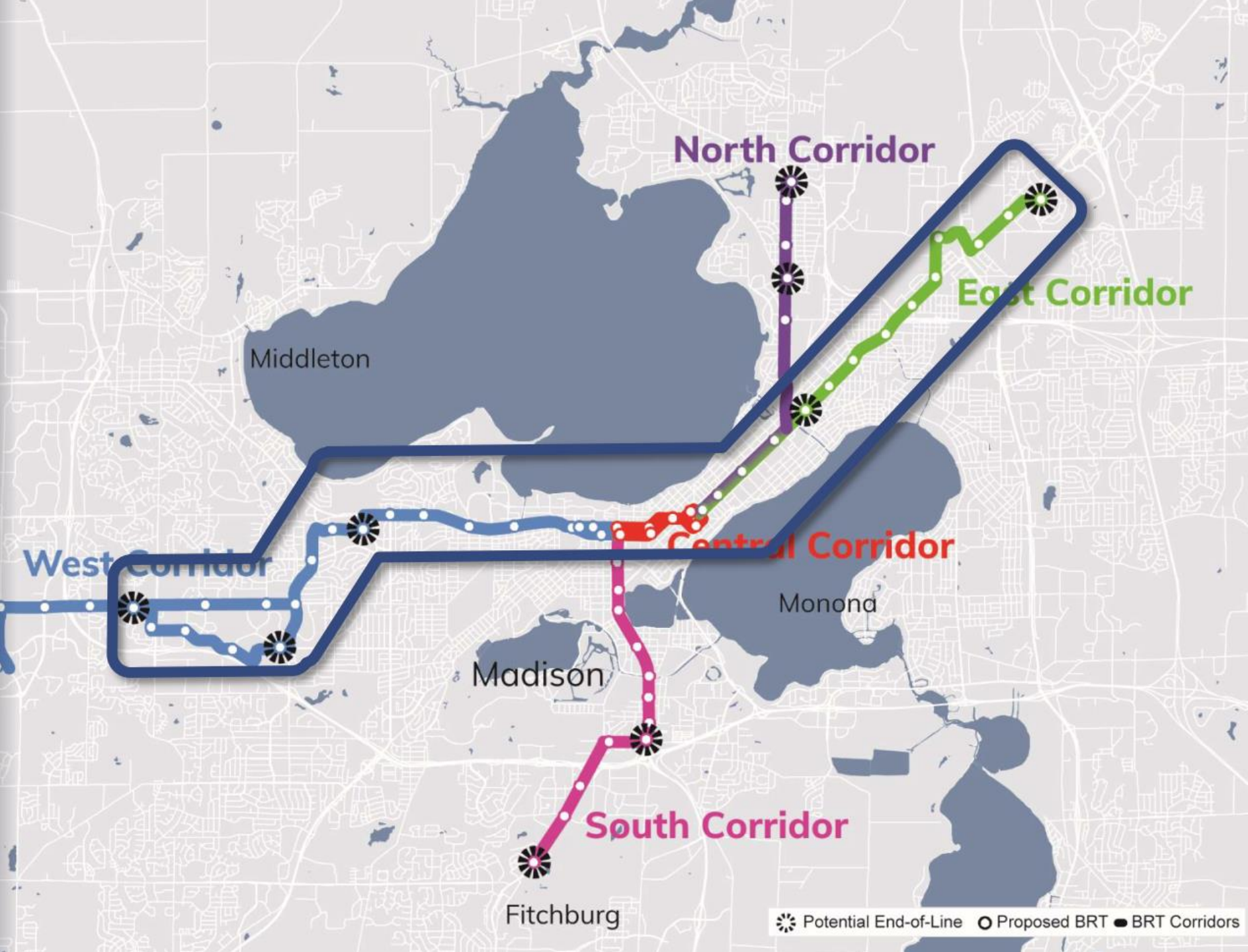
2013 Madison Transit Corridor Study

MATPB (MPO), SRF Consulting Group

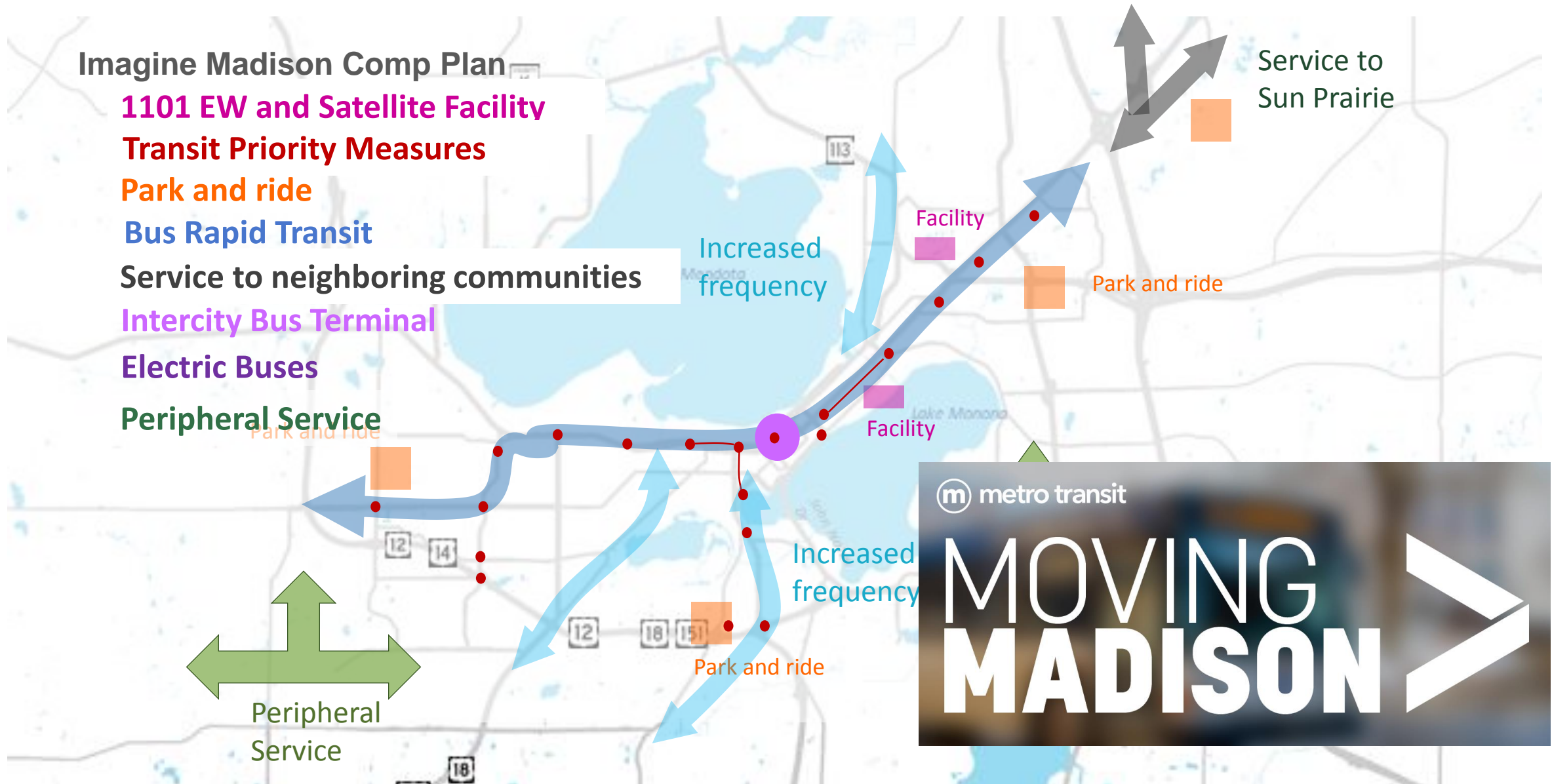
- + Completed May 2013
 - 3 public meetings/workshops
 - Initial route screening
 - BRT corridor concepts
 - Benefits and costs



Common
Council
resolution to
begin with
east-west
corridor



A regional strategy with a branded package could include:



PROJECT OVERVIEW

Goals, Key Steps, Public Engagement

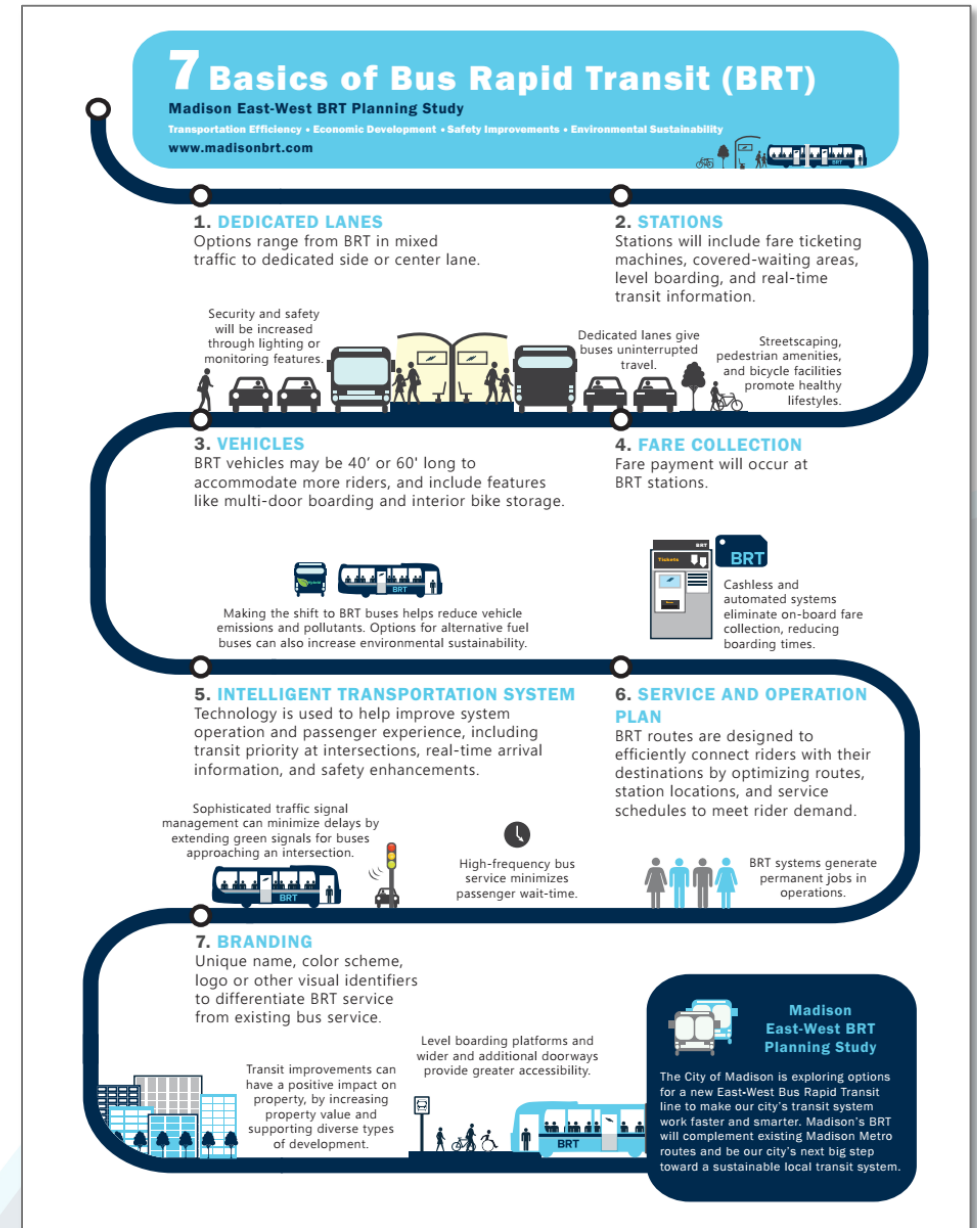
What is BRT?

- + Branded stations and buses
 - Goal is 100% electric!
- + Direct routes/fewer stops
- + Frequent, all-day service (every 10-15 minutes)
- + Transit signal priority
- + Off-board fare payment
- + Bus-only lanes where feasible



Benefits of BRT

- + Improved mobility
- + Future growth and development
- + Improved access to employment and education
- + Increased quality of life
- + More sustainable community



Madison BRT Project Goals

- + Develop a plan for Madison's first BRT route
- + Build community support
- + Identify local funding sources
- + Set the stage to apply for Federal funding



Key Steps

Phase I

- Winter 2018-2019
- Develop Initial Options

Phase II

- **Spring/Summer 2019**
- **Evaluate Options (public engagement, engineering)**

Phase III

- Fall 2019
- Select Locally Preferred Alternative (LPA)
- Refine Details

Federal Funding, Design, Construction

- 2020-2024
- Obtain Federal Capital Funding
- Finalize Local Funding
- Complete Design

**Opening Day Target:
August 2024**

Public Engagement



PUBLIC ENGAGEMENT

Process & Takeaways to Date

Public Engagement

- + Project Website: www.madisonbrt.com
 - Sign up for emails
 - Submit comments
 - Request a presentation
- + Social Media
 - @MyMetroBus
 - @CityofMadison – Facebook Events
- + Public Meetings:
 - Project Kickoff – December 12th – 127+ participants
 - **Preliminary Alternatives Workshop – Today!**
 - Final Alternatives Workshop – Summer 2019
 - Station Design Charrette – Fall 2019



Public Engagement

- + Small Group Conversations
 - Community organizations, business groups, neighborhood groups, etc.
- + Mobile Engagement Stations
 - Warner Park Rec Center, Mount Zion Church
 - Coming up: East & West Transfer Points, Centro Hispano, Dane County Farmer's Market, Elver Park Farmer's Market
- + Surveys
 - Survey #1 – Dec. 5th – Feb. 3rd
 - **Survey #2 – May 1st through June 16th**



Survey #1 Results: Top Priorities

1. Fast and reliable buses

- Buses take too long/stop too frequently
- Service not frequent enough during off-peak, or weekends

2. Convenient transfers

3. Pedestrian connection

- Add sidewalks to eliminate gaps
- Add signalized crossings/crosswalks

4. Regional benefits

- Faster cross-town travel times

5. Enhanced bus features

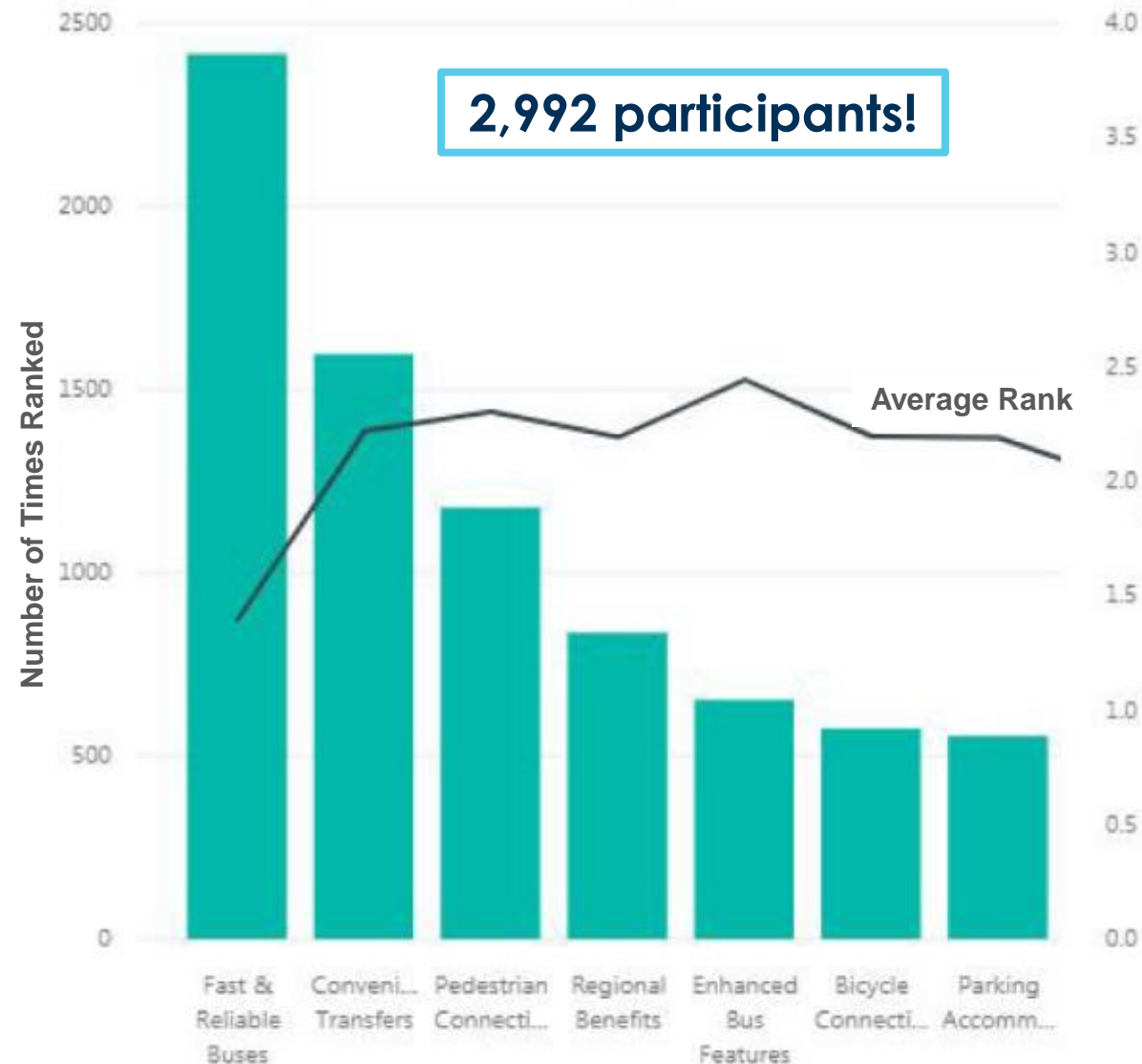
- Alternative fuel, or electric buses

6. Bicycle connections

- Improve bike routes connecting to corridor

7. Parking accommodations

- Add park-n-ride lots



Map Response Summary

3,709 Total Markers

Service: 1,020

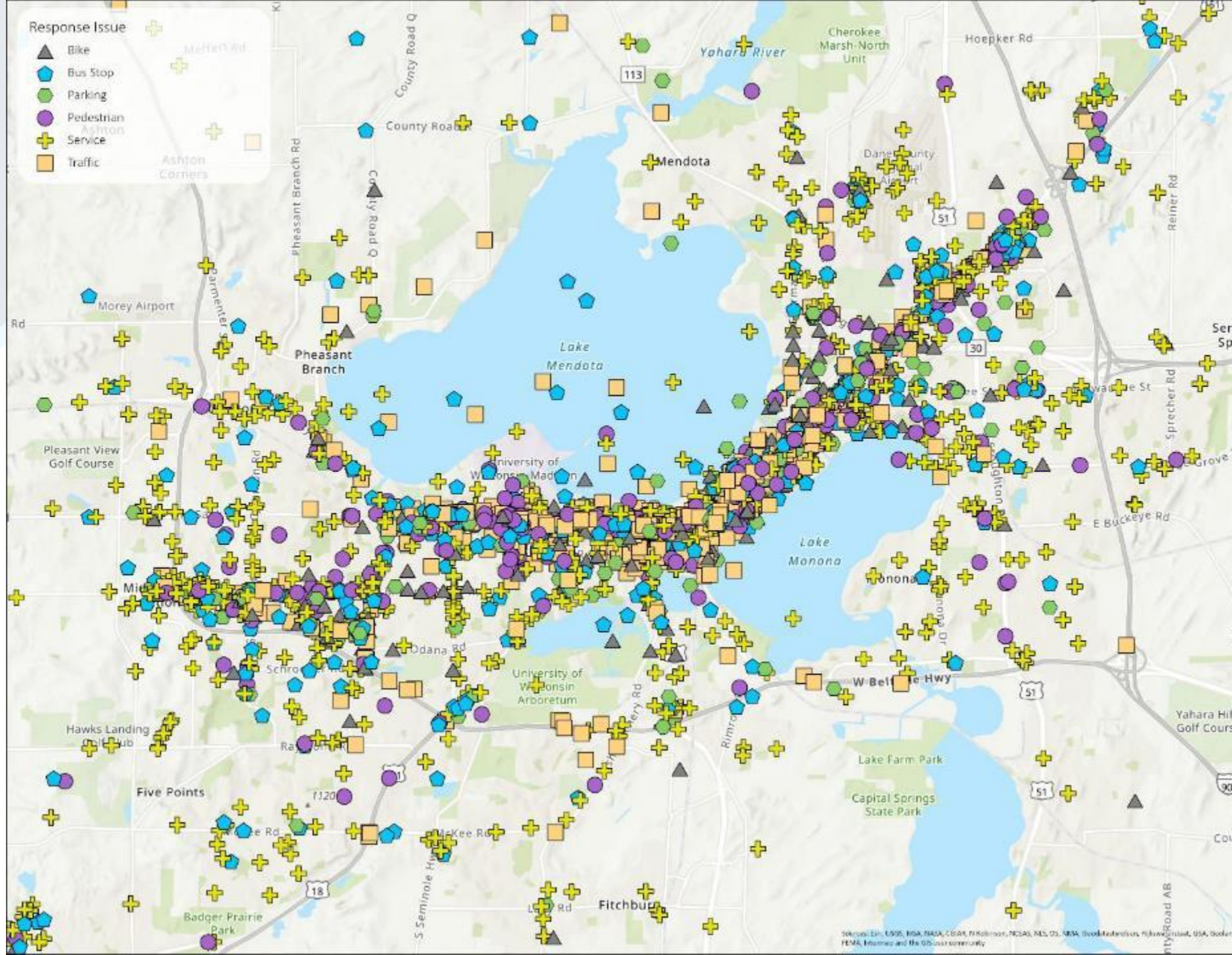
Traffic: 865

Pedestrian: 569

Bus Stop: 490

Bike: 423

Parking: 342



We are hearing support.

- + **Strong sense of excitement and anticipation.**
- + Desire for bold planning and design.

*"I think this will be an
INCREDIBLE addition to the
current bus system!!"*

"Let's do this."

*"Buses need to run
frequently enough that
you don't need a
schedule."*

*"Thank you for exploring this
possibility! ...having more
options for people who depend
on public transportation would
definitely be a plus for our
community."*



MADISON EAST-WEST BRT

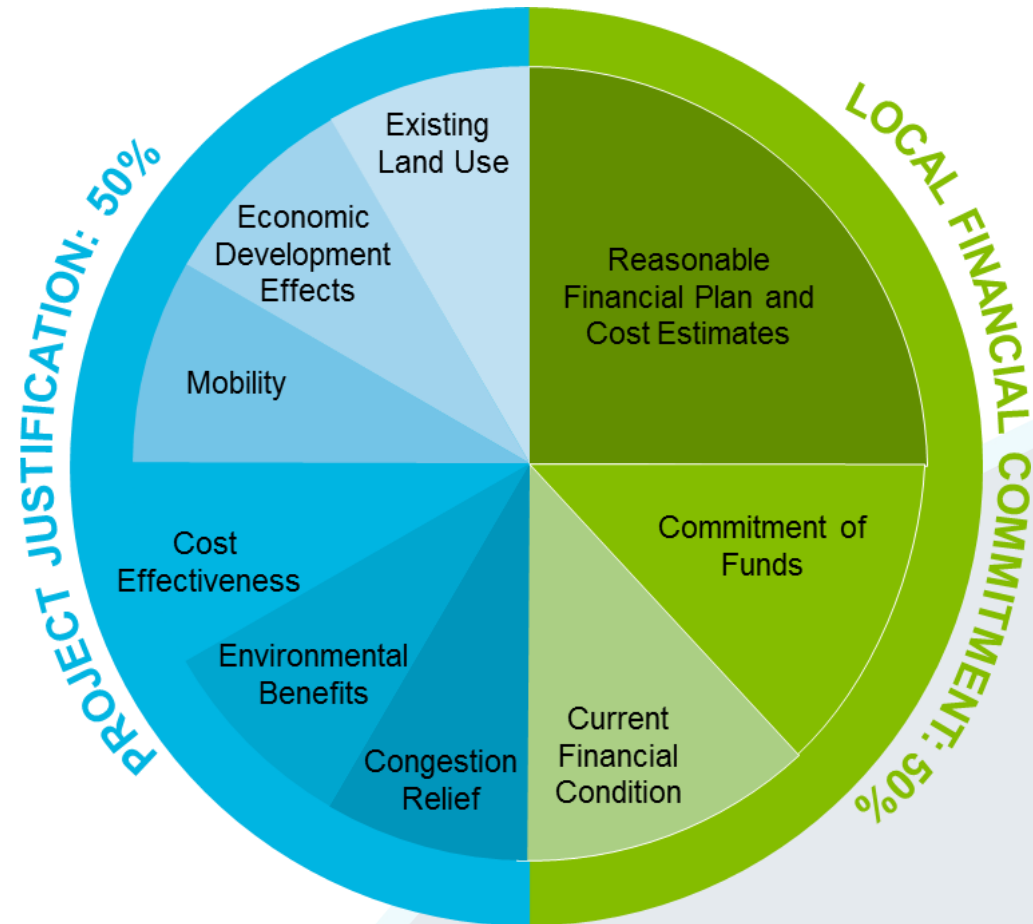
Purpose and Need

Project Purpose and Need

- + **Need #1:** Improve travel times throughout the corridor.
- + **Need #2:** Provide higher and more regular service levels connecting all neighborhoods.
- + **Need #3:** Provide mobility for all age groups.
- + **Need #4:** Accommodate increasing travel demand through multimodal investment.
- + **Need #5:** Transit to support Madison's sustainable growth plans and policies.

FTA Small Starts Evaluation Criteria

- + Rating scale for each criterion:
- High
 - Medium-High
 - Medium
 - Medium-Low
 - Low



Projects must receive an **average Medium rating** for both the Project Justification and Local Financial Commitment

Linking Study Criteria to Small Starts Criteria

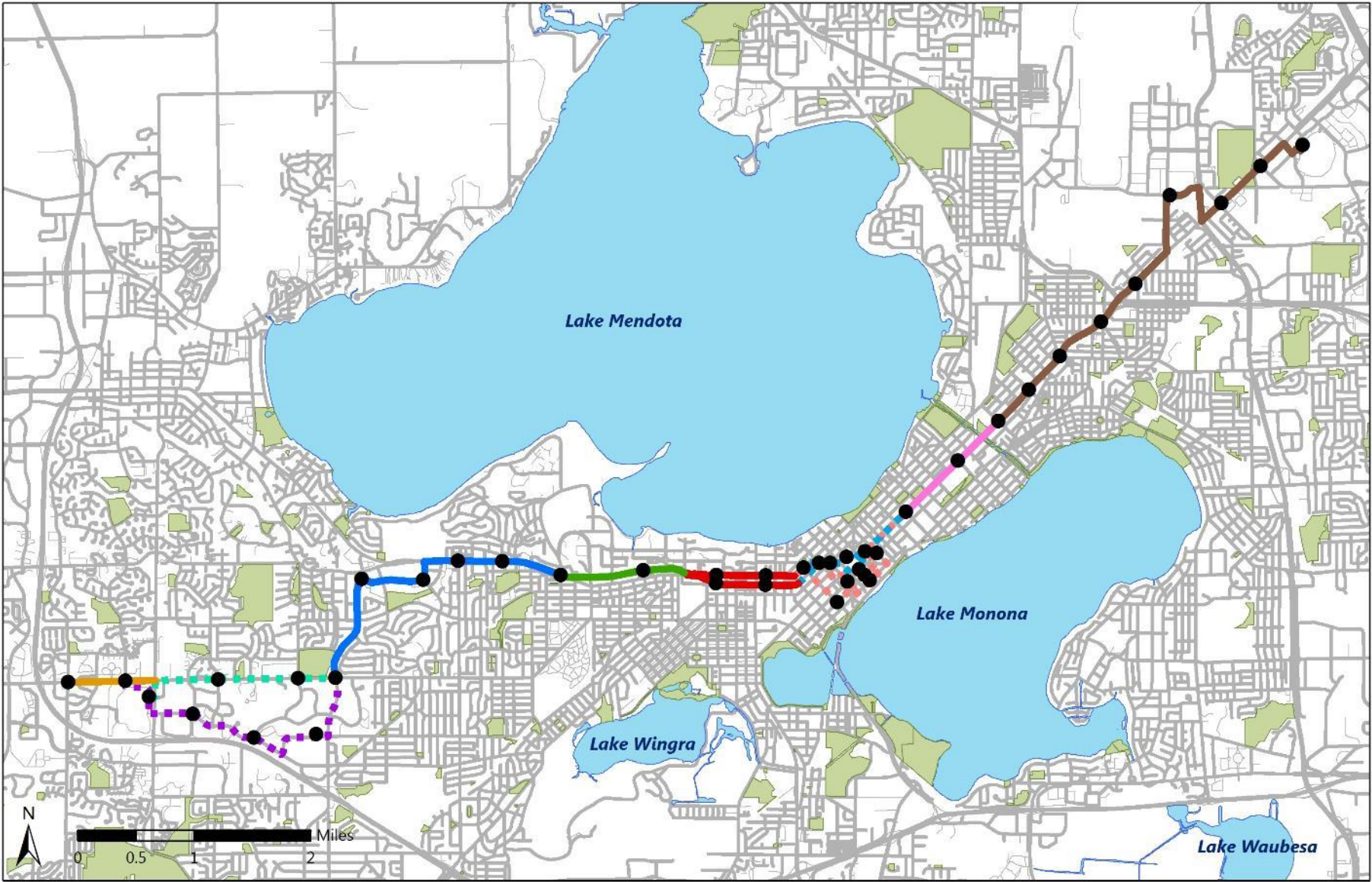
Project Goals	Phase 1: Detailed Evaluation	Phase 2: Refinement of the LPA
<i>Increase the efficiency, attractiveness and utilization of transit for all users</i>	Ridership Transit travel times	Mobility Improvements <i>ridership</i>
<i>Efficiently manage the forecasted increase in corridor travel demand</i>	Traffic impacts Parking impacts Potential right-of-way impacts Bicycle and pedestrian impacts	Mobility Improvements <i>ridership</i> Congestion Relief <i>new riders</i>
<i>Contribute to a socially-, economically-, and environmentally-sustainable transportation network</i>	Station area population and employment densities Station area equity characteristics Station area land use and economic development opportunities Environmental impacts / benefits	Economic Development <i>future development</i> Land Use <i>existing conditions</i> Environmental Benefits <i>benefits compared to costs</i>
<i>Develop and select an implementable and community-supported project</i>	Capital and O&M costs Cost effectiveness Community support	Cost Effectiveness <i>balance of cost and ridership</i>



MADISON EAST-WEST BRT

Preliminary Route Options

East-West BRT Corridor and Preliminary Route Alternatives

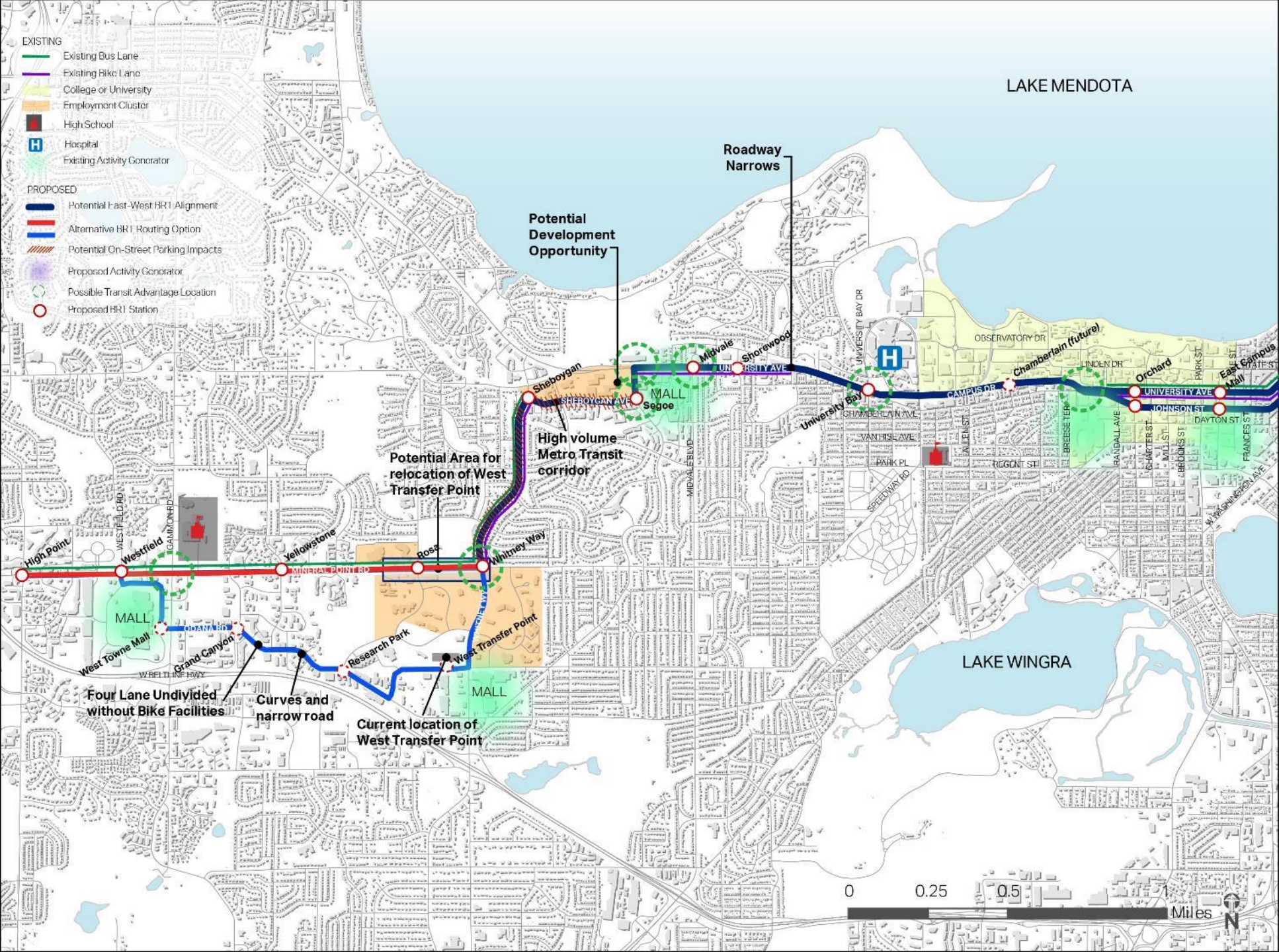


Madison East-West BRT Planning Study



- East-West BRT Proposed Station
- Segment 1
- Segment 2: Mineral Point Rd Option
- Segment 2: Odana Rd Option
- Segment 3
- Segment 4
- Segment 5
- Segment 6: State Street Option
- Segment 6: Henry/Wilson Option
- Segment 7
- Segment 8

West Routing



West Routing



Alternative 1W:

- 3-4 minutes faster
- Existing bus lanes
- Requires West Transfer Point (WTP) to be moved, which could have major impacts to local bus routes serving areas south of the Beltline



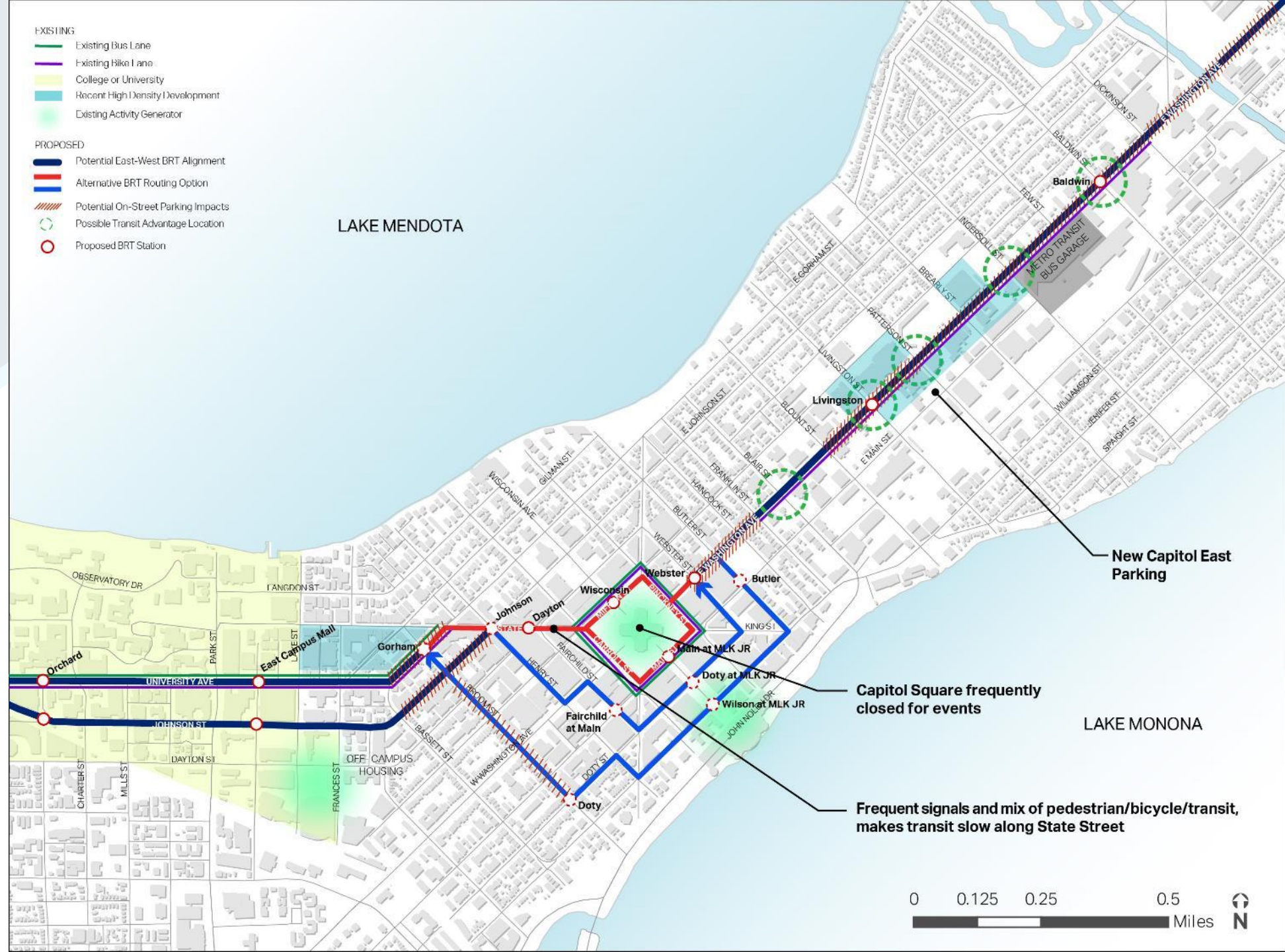
Alternative 2W:

- Serves Market Square and Westgate Malls
- Better service to UW Research Park and West Towne Mall
- West Transfer Point (WTP) would be expanded in or near its current location
- No impact on local routes serving areas south of the Beltline
- No bus lanes

Example Cross Sections



Downtown Routing



Downtown Routing

Downtown Alternative 1



Alternative 1D:

- Serves visible, central stations on State Street and the Capitol Square
- 1-2 minutes faster
- Requires moving some local routes off of State Street
- Requires buses to be on the Capitol Square during most special events like the Farmers' Market – still subject to several detours per year

Downtown Alternative 2



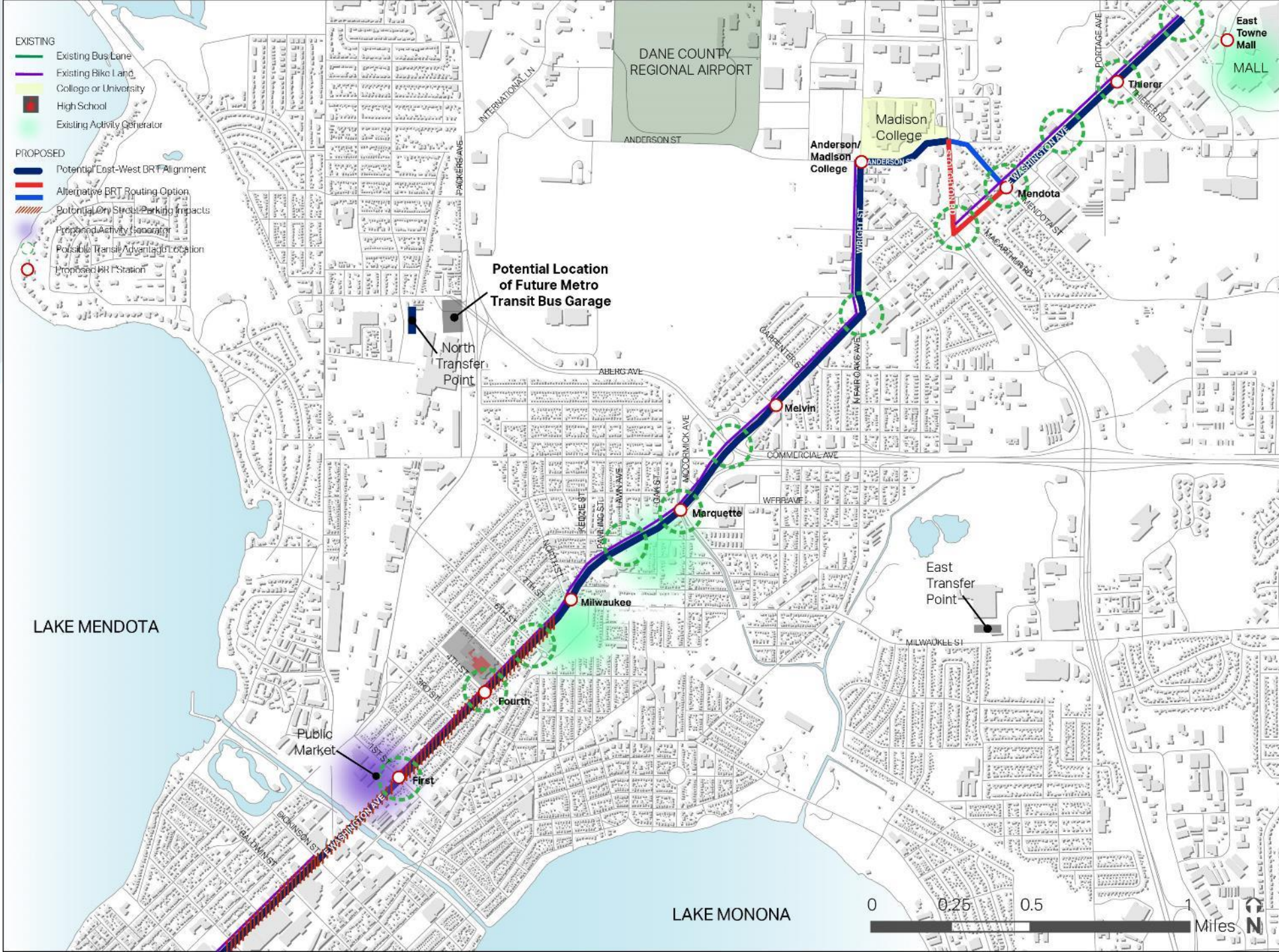
Alternative 2D:

- Serves stations very close to State Street and the Monona Terrace, City-County Building, and Madison Municipal Building
- Requires changes to Henry Street to accommodate bus service, including a traffic signal at West Washington; and parking removal on Broom Street
- Very few detours

Example Cross Sections



East Routing



Example Cross Section





MADISON EAST-WEST BRT

Runningway Options

BRT Runningway Options



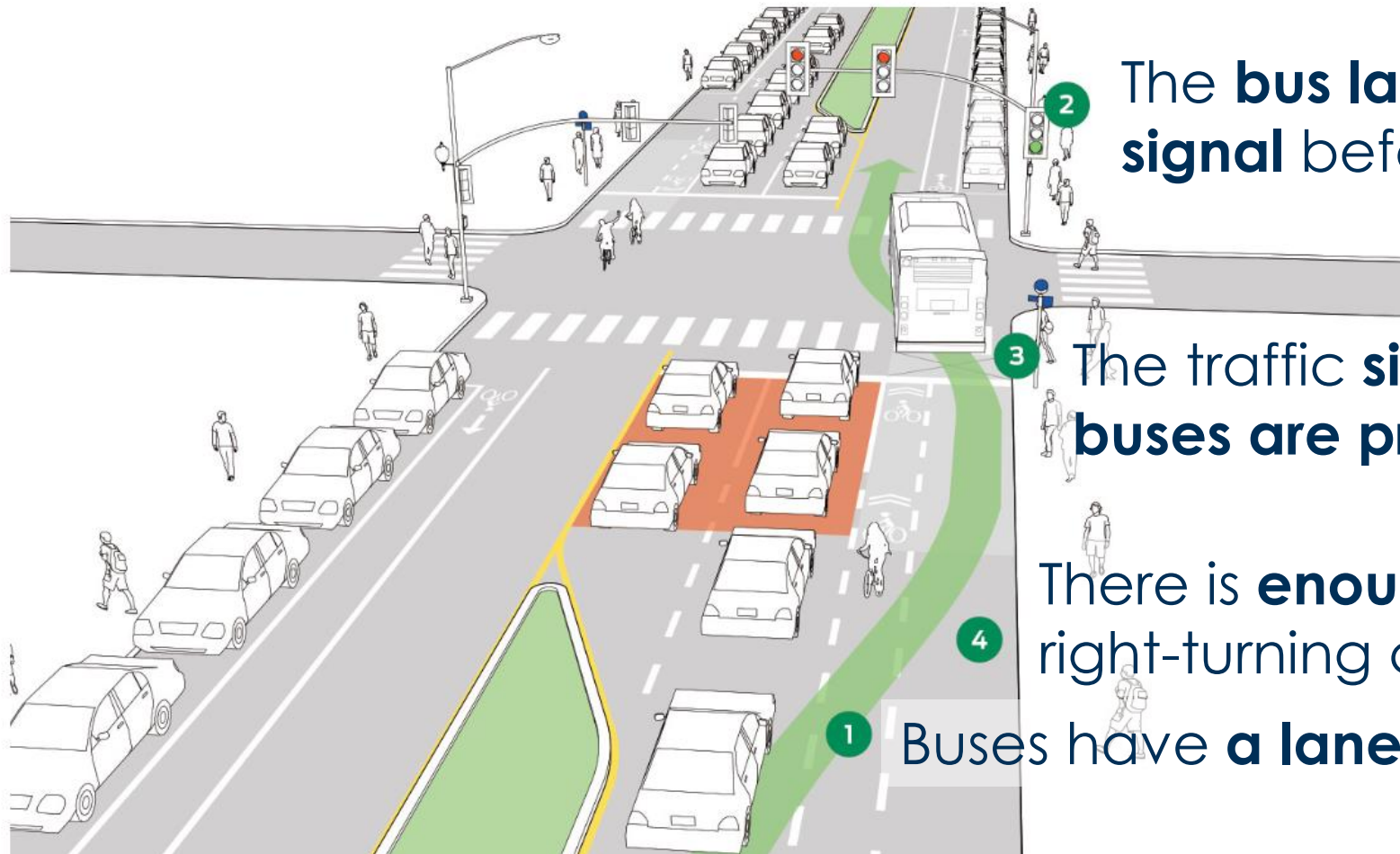
Median Dedicated BRT Lanes: remove one lane of traffic

BRT Runningway Options



Curbside Dedicated BRT Lanes: remove one lane of traffic or parking

BRT Runningway Options



2 The **bus lane** gets its own **green signal** before other vehicles.

3 The traffic **signal** detects when **buses** are present.

4 There is **enough storage** for **buses** and right-turning cars.

1 Buses have a **lane to pass** stopped cars.

BRT Operates in Mixed Traffic: transit signal priority and queue jumps





Operations – University Avenue

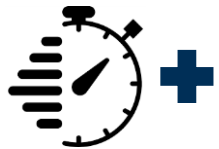
Segoe Road to University Bay Drive/Farley Avenue/Campus Drive



High BRT Investment Level:
Convert one existing lane each way to Bus Lane,
planned improvements at University Bay Drive

~30% faster

More than 2 x Slower



Medium BRT Investment Level:
Bus Bypass Lanes to far side stops,
planned improvements at University Bay Drive

~20% faster

A little slower



Low BRT Investment Level:
Planned improvements at University Bay Drive only

~20% faster

A little faster

Operations – East Washington Avenue

Blair Street to East Towne Mall



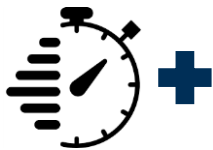
High BRT Investment Level:
Convert one existing lane each way to Bus Lane
(Maintains On-Street Parking)



~30% faster



1.5 to 2 x Slower



Medium BRT Investment Level:
Bus Lanes in On-Street Parking Areas (west of
First Street only)
(Remove Most or All On-Street Parking)

~20% faster

About the same
as now



Low BRT Investment Level:
Queue Jumps and Bus Bypass Lanes in Parking Areas
(Remove Some On-Street Parking)

~20% faster

About the same
as now



NEXT STEPS

Next Steps

- + **April - July 2019:** complete evaluation of alternatives
- + **Summer 2019:** Public Meeting #3 (review draft corridor recommendation)
- + **September 2019:** Public Meeting #4 (station design charrette)
- + **October 2019:** Apply for entry into federal funding process
- + **2020:** Continue and finalize design

What we want to hear from you:

- + **Questions, concerns, preferences regarding:**
 - West side routing: Odana or Mineral Point Road?
 - Downtown routing: Alternative 1 (on Square) or 2 (off Square)?
 - Station/shelter locations?
 - Low, medium, or high level of investment?

Thank You!

- + www.madisonbrt.com
- + @cityofmadison
- + @mymetrobus
- + Project Contacts:
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