Madison East-West Bus Rapid Transit (BRT) Project Development
Public Meeting Number One - Kickoff Meeting
6:00 – 8:00 PM, October 22, 2020
Virtual Meeting – Zoom

Meeting Results

A total of 119 people participated in the Zoom meeting. Questions were fielded during the presentation using the Zoom Q & A function and then after the presentation, yielding a total of 109 questions and comments. The data was analyzed based on the following eight categories:

1. Bike
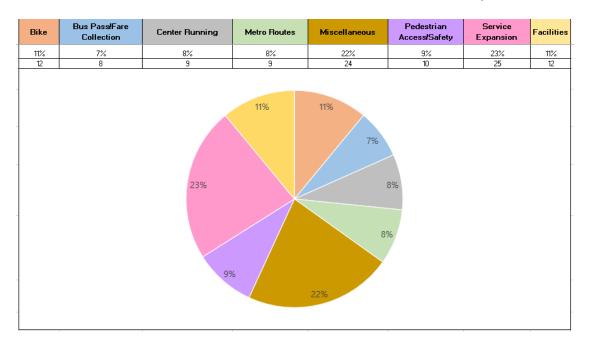2. Bus Pass/Fare Collection
3. Center Running
4. Facilities

5. Metro Routes
6. Miscellaneous
7. Pedestrian Access/Safety
8. Service Expansion

Bike	Bus Pass/Fare Collection	Center Running	Metro Routes	Miscellaneous	Pedestrian Access/Safety	Service Expansion	Facilities
11%	7%	8%	8%	22%	9%	23%	11%
12	8	9	9	24	10	25	12

Service expansion yielded the highest percentage of questions and comments followed closely by miscellaneous and then facilities and bikes.   Common themes included:

- Positive response to center running
- Bike lanes and bike access
- Access to bus passes and fair collection affordability
- Connections with and impact on existing Metro routes
- Pedestrian safety on and accessing center running stations
- Route expansion to key locations (airport) and suburbs
- Facility design and amenities

Video Link: https://media.cityofmadison.com/Mediasite/Showcase/madison-city-channel/Presentation/3de4f60f3afb4a9c889407ca35bbee4d1d

Number of Participants: 119
Number of Questions: 109

The meeting included participants for whom BRT is a new concept as well as participants who are not regular Metro riders, an indication of potential new demand for transit. Most participants lived on either the west or east sides but interestingly, a number of participants were not residents of Madison, which along with the themes above, indicate interest for a more regional BRT system. Participants represented a variety of age groups including a majority of Gen X and Millennials followed by Baby Boomers, a smattering of Gen Z and one member of the Greatest Generation. Participants were overwhelming white with only nine Black Indigenous or People of Color (BIPOC). Future outreach will need to better engage BIPOC.

How much do you know about the Madison BRT Project?

Category	Value
A lot	43
A little	54
Not much	5

How often do you ride Metro Transit?

Category	Value
Frequently	34
Infrequently	27
Occasionally	16
Never	11
Seasonally	14

What area of Madison do you live in?

East: 33
West: 29
Downtown/Campus: 14
North: 8
South: 4
Not in Madison: 14

What is your age group?

Gen Z: 6
Gen X: 29
Millennials: 27
Baby Boomers: 40

Are you?

White: 86
BIPOC: 9
Prefer not to say: 7