



Rapid Route B

Draft Locally Preferred Alternative and Next Steps
for North-South Bus Rapid Transit

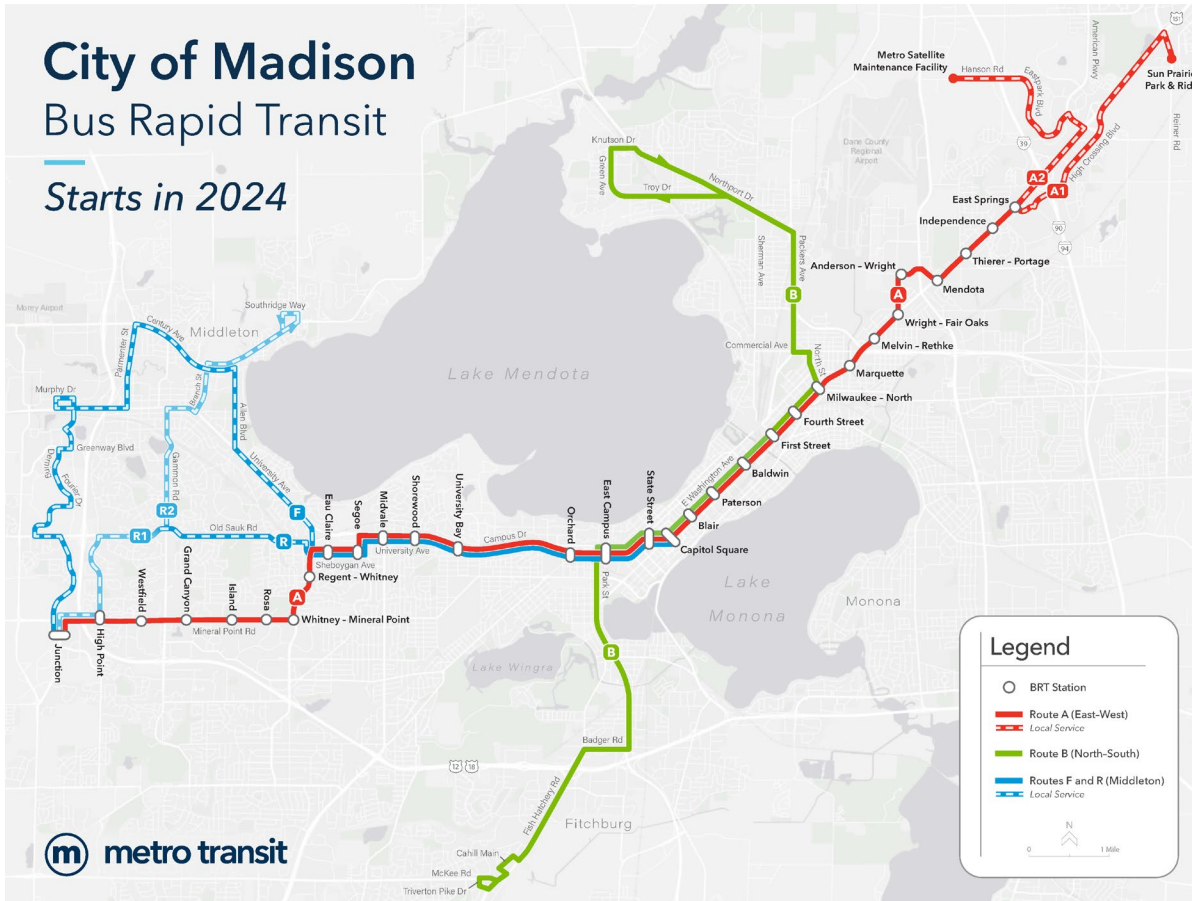
FITCHBURG PUBLIC INVOLVEMENT MEETING
APRIL 29, 2024





2

ABOUT RAPID ROUTE B



Metro Transit's **2nd** bus rapid transit route

About **11.5 miles** of new BRT runningway

26 new stations

Shares **3.5 miles** and **9 stations** with Rapid Route A through the isthmus

Round 2 of public involvement—will discuss project updates and how staff has responded to feedback



3

FEATURES WILL INCLUDE



Service every 15 minutes during most of the day



High-quality stations with raised platforms



Priority at traffic signals



Dedicated lanes with fewer stops



Faster fare payment



All-electric 60-foot buses (purchased with east-west BRT project)



4

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



NECESSITY

We have no room to expand, population keeps growing.

Major cities have taken the next step in transit—the north side, South Madison, and Fitchburg also deserve this investment.



What is a Locally Preferred Alternative?

A community's preferred mode and route that best meets the needs of the corridor.

THE LOCALLY PREFERRED ALTERNATIVE IDENTIFIES:

- Mode (BRT, light rail, etc)
- Route alignment
- Station locations

IT IS NOT:

- A detailed design document
- The end of analysis and planning
- Approval of funding for the project
- The end of public involvement

WHY THE LPA IS IMPORTANT:

- Solidifies key planning decisions
- Preliminary engineering and environmental analysis can begin
- Minimizes future delays and costs



Summary of the Draft
**Locally Preferred
Alternative**



Mode

2012 MPO study analyzed **bus rapid transit**; light rail, commuter rail, and streetcar were investigated in other studies.

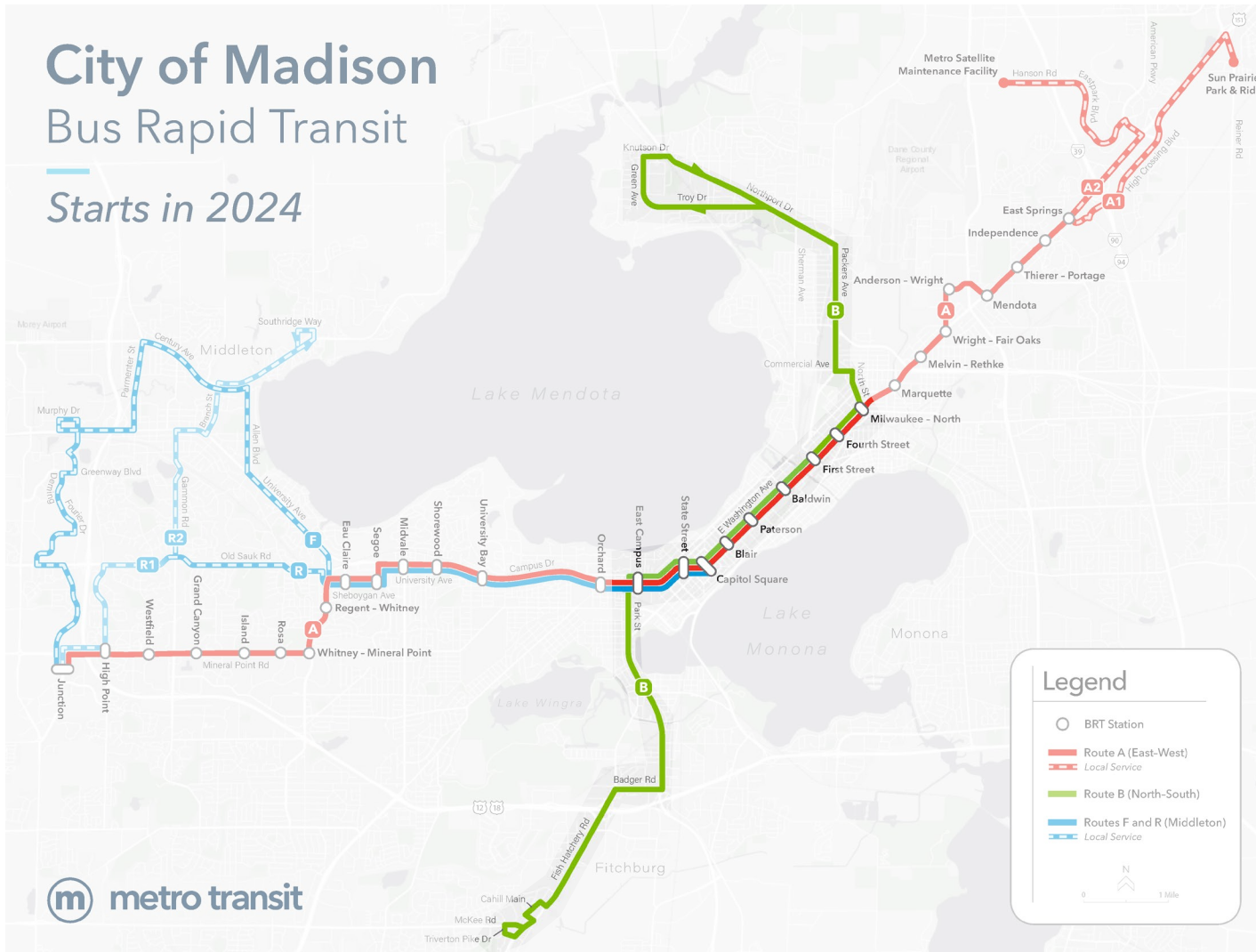
- ✗ **Light rail dismissed:** high cost
- ✗ **Commuter rail dismissed:** high cost and route and station limitations
- ✗ **Streetcar dismissed:** high cost and limited travel time improvements
- ✓ **Bus rapid transit selected** due to its cost effectiveness, route and station options, travel time improvements, and ability to integrate into existing roadway system.



9

Recommended Route

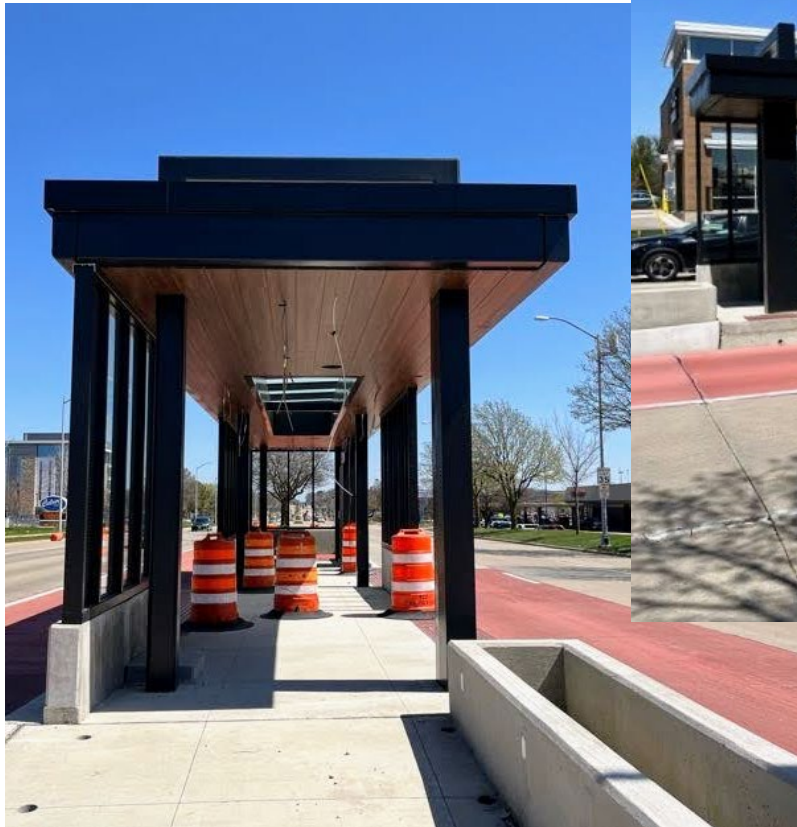
City of Madison
Bus Rapid Transit
Starts in 2024





11

Stations Under Construction on Rapid Route A





12

BUS-ONLY LANES



Image: NACTO

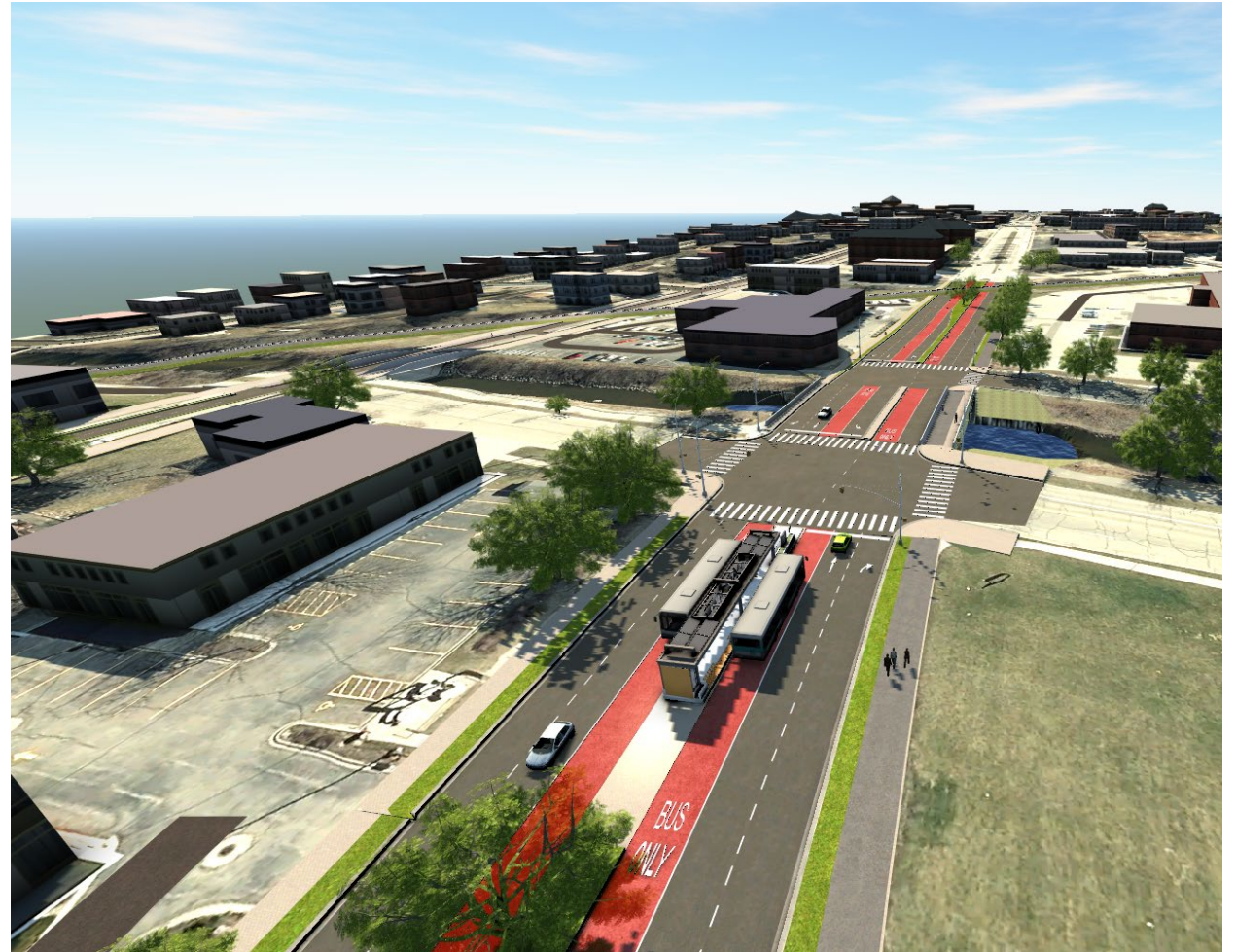


13

Center-Running Bus Lanes

Benefits

- More consistent travel times
- Fewer conflicts with turning vehicles and bikes
- Bus lane is not blocked by delivery vehicles
- Fewer right-of-way and utility issues
- Better look and feel for passengers





14

Stations in the Median

How will they work?

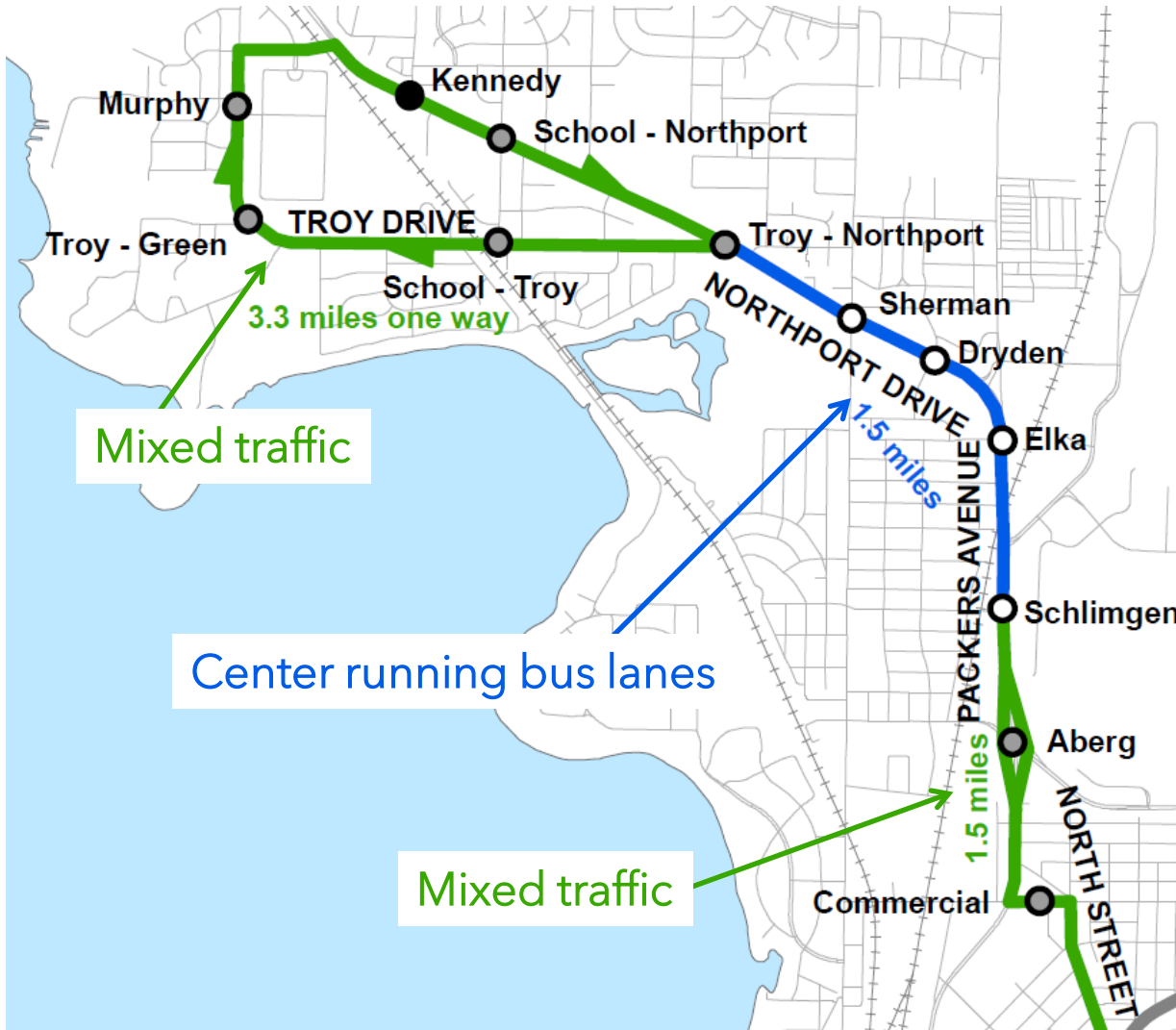
Passengers will safely access the stations using signaled crosswalks. Doors are located on both sides of the bus.





15

North Segment



NORTH SEGMENT STATIONS

1. Kennedy (one-way, side running, terminal)
2. Murphy (one-way, side running)
3. Troy - Green (one-way, side running)
4. School - Troy (one-way, side running)
5. School - Northport (side running)
6. Troy - Northport (WB side, EB center)
7. Sherman (center running)
8. Dryden (center running)
9. Elka (center running)
10. Schlimgen (center running)
11. Aberg (side running)
12. Commercial (side running)

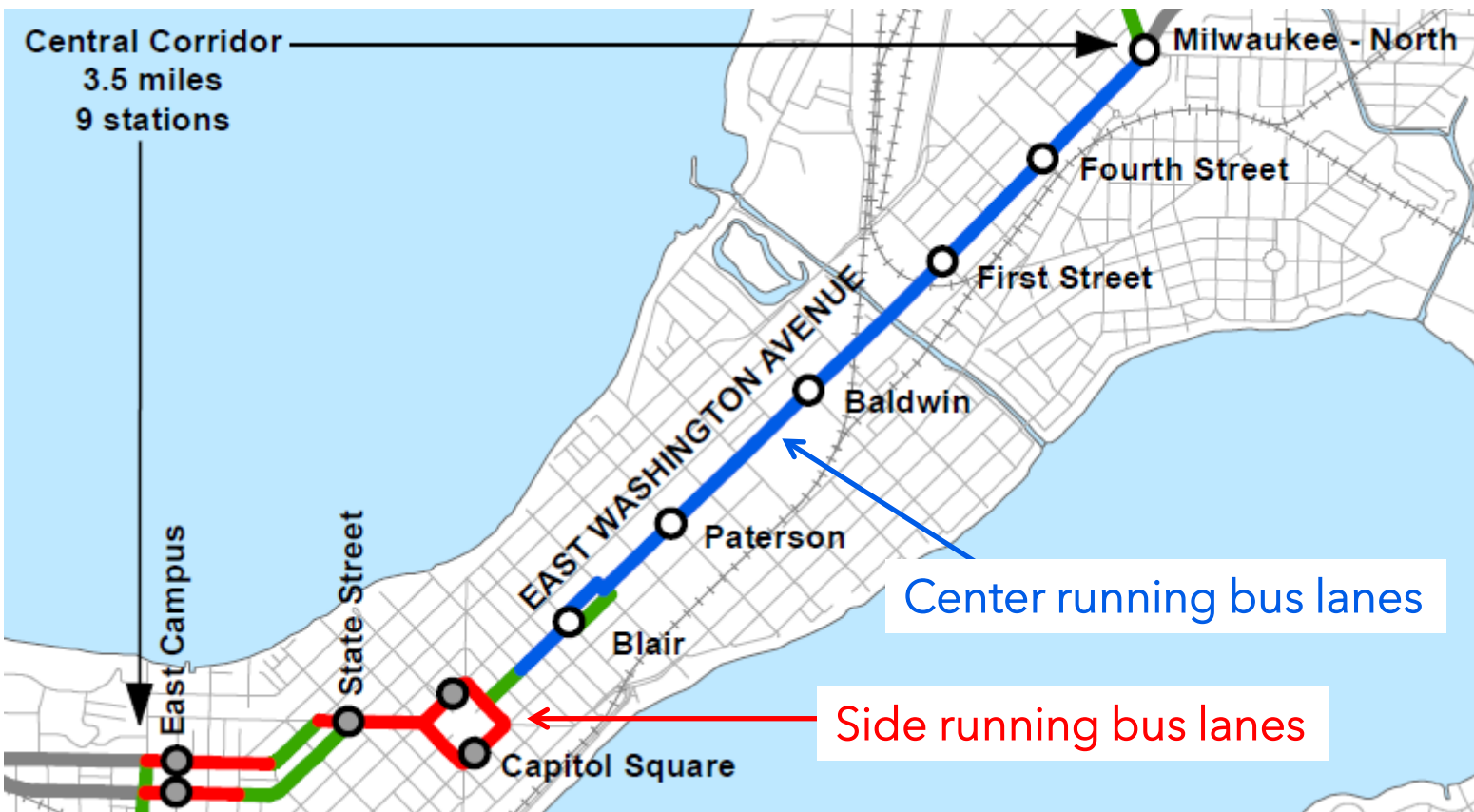


16

Central Segment

CENTRAL SEGMENT STATIONS

- Milwaukee - North (new NB side running)
- Fourth Street (center running)
- First Street (center running)
- Baldwin (center running)
- Paterson (center running)
- Blair (center running)
- Capitol Square (side running)
- State Street (side running)
- East Campus (side running)



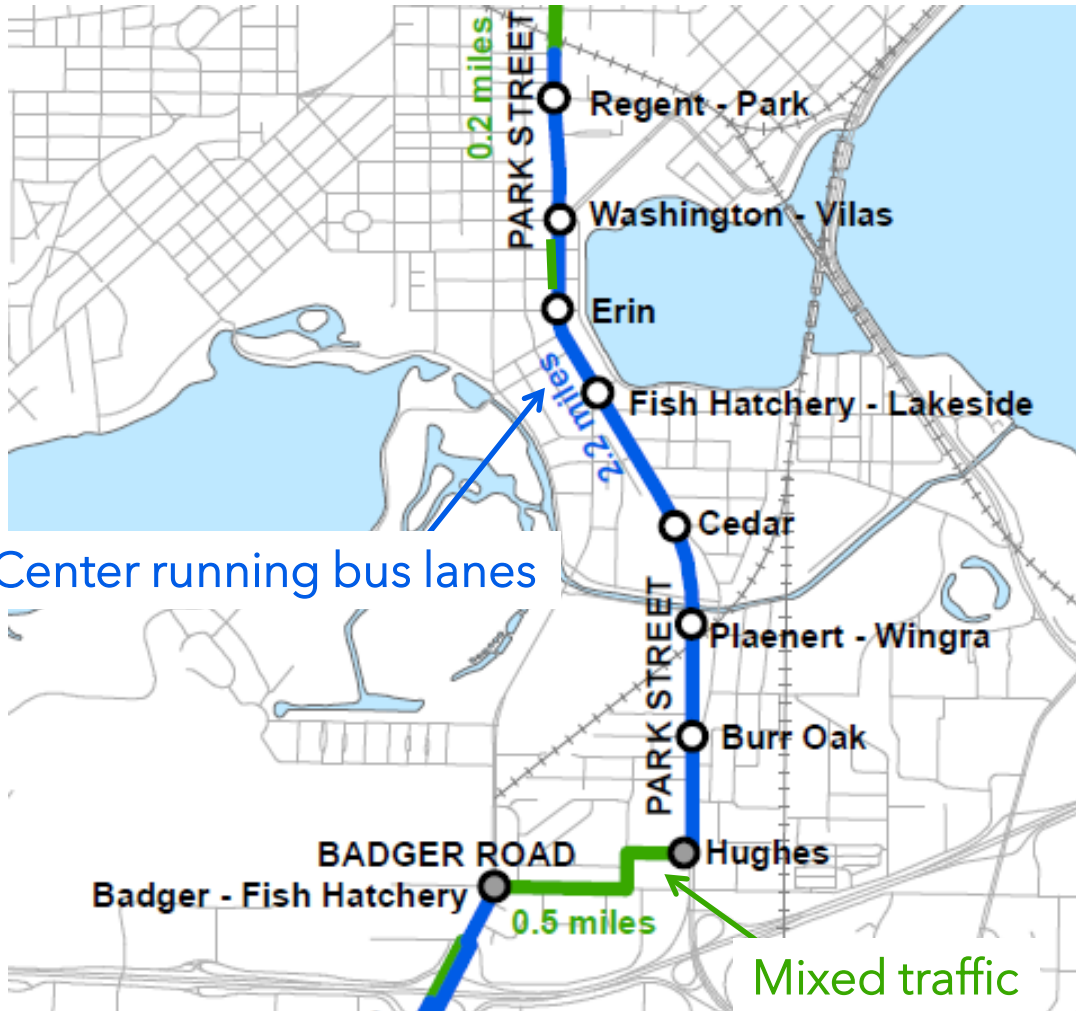


17

South Madison

SOUTH MADISON STATIONS

- 13. Regent - Park (center running)
- 14. Washington - Vilas (center running)
- 15. Erin (center running)
- 16. Fish Hatchery - Lakeside (center running)
- 17. Cedar (center running)
- 18. Plaenert - Wingra (center running)
- 19. Burr Oak (center running)
- 20. Hughes (center running)
- 21. Badger - Fish Hatchery (center running)

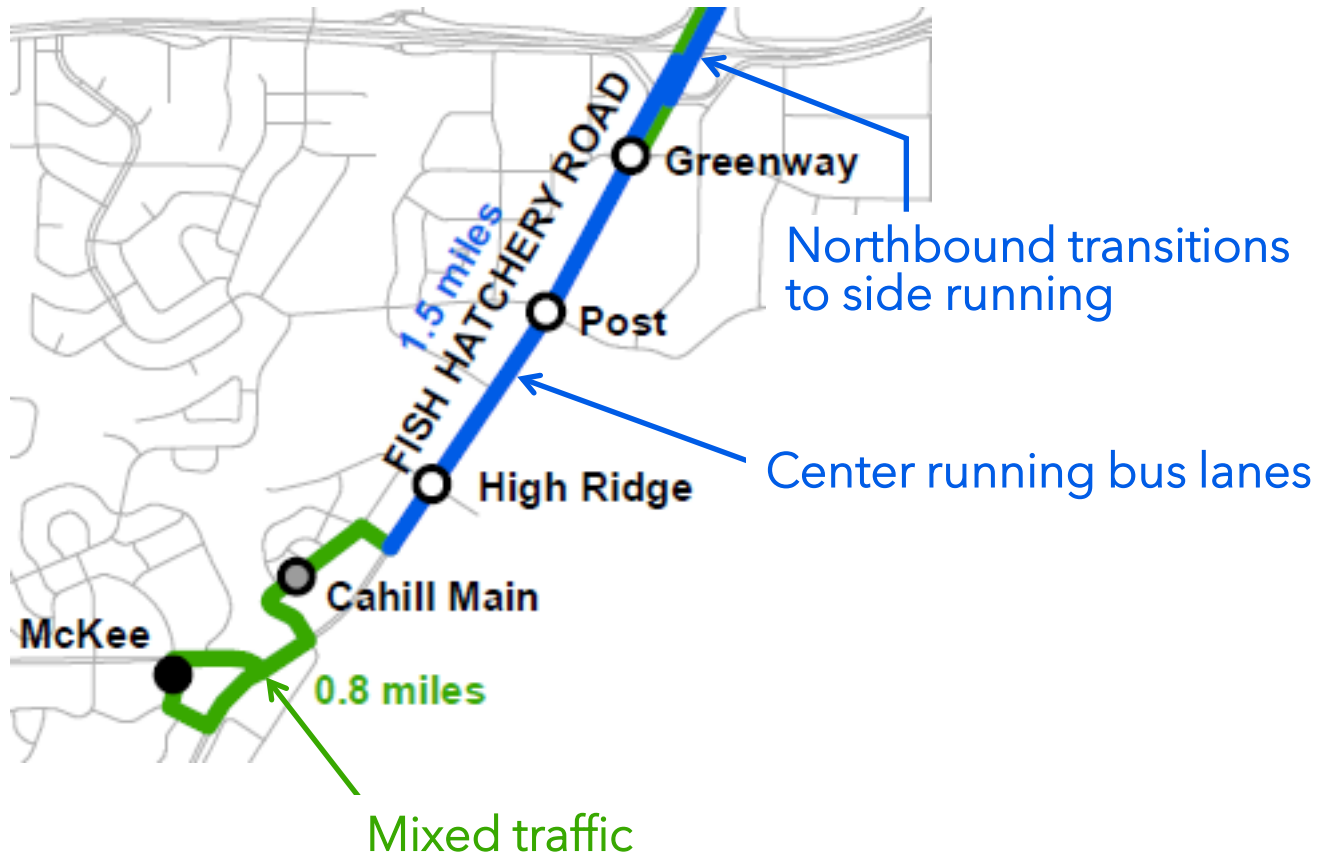


**Station located in the City of Fitchburg*



18

Fitchburg

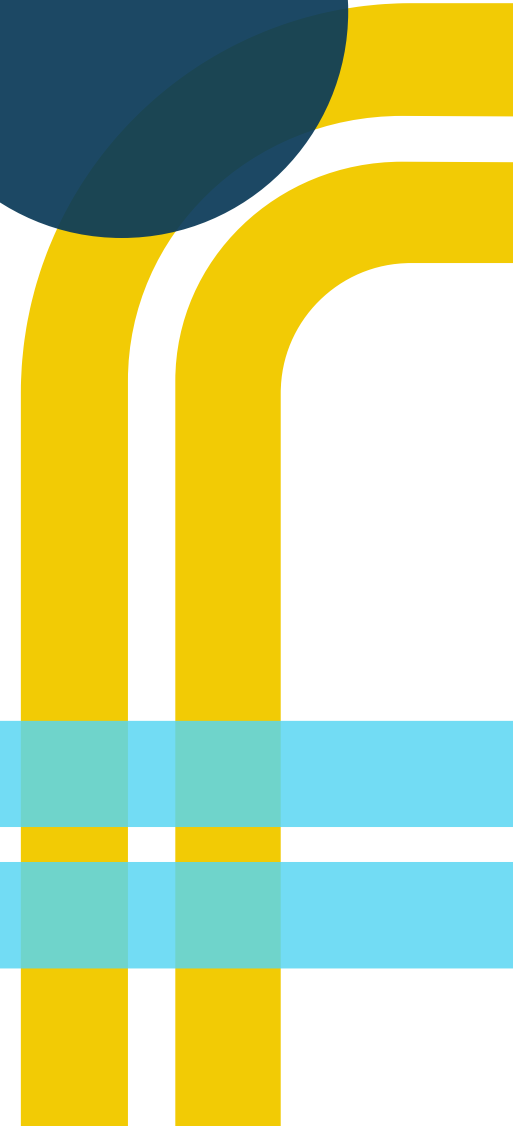


FITCHBURG STATIONS

- 22. Greenway (NB side, SB center)
- 23. Post (center running)
- 24. High Ridge (center running)
- 25. Cahill Main (side running)
- 26. McKee (side running, terminal)



Typical Sections



Conceptual Changes to Northport and Packers

From Northport & Troy to Packers & Schlimgen

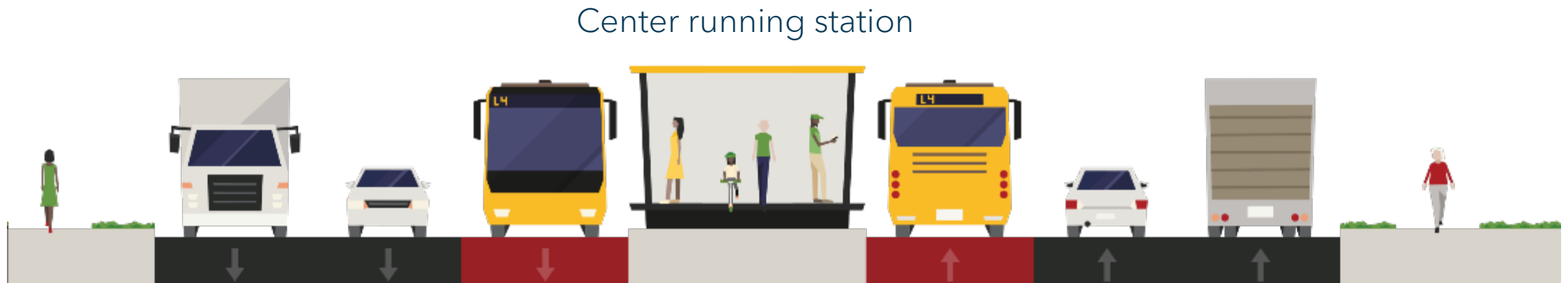
BEFORE



Southbound: 3 travel lanes

Northbound: 3 travel lanes

AFTER



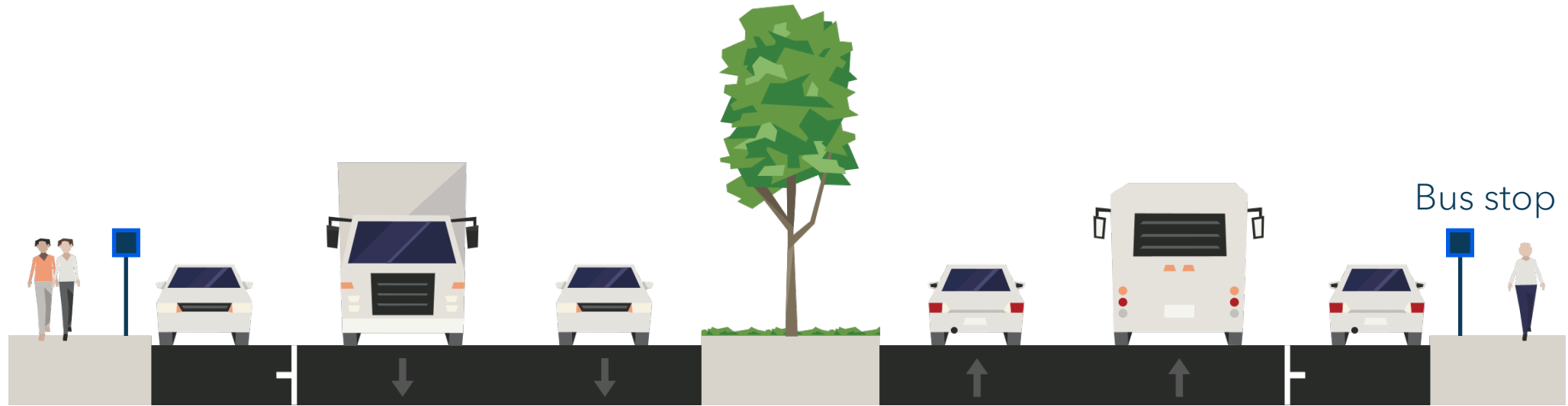
Southbound: 2 travel lanes, 1 bus lane

Northbound: 2 travel lanes, 1 bus lane

Conceptual Changes to S. Park Street

North of Fish Hatchery Rd

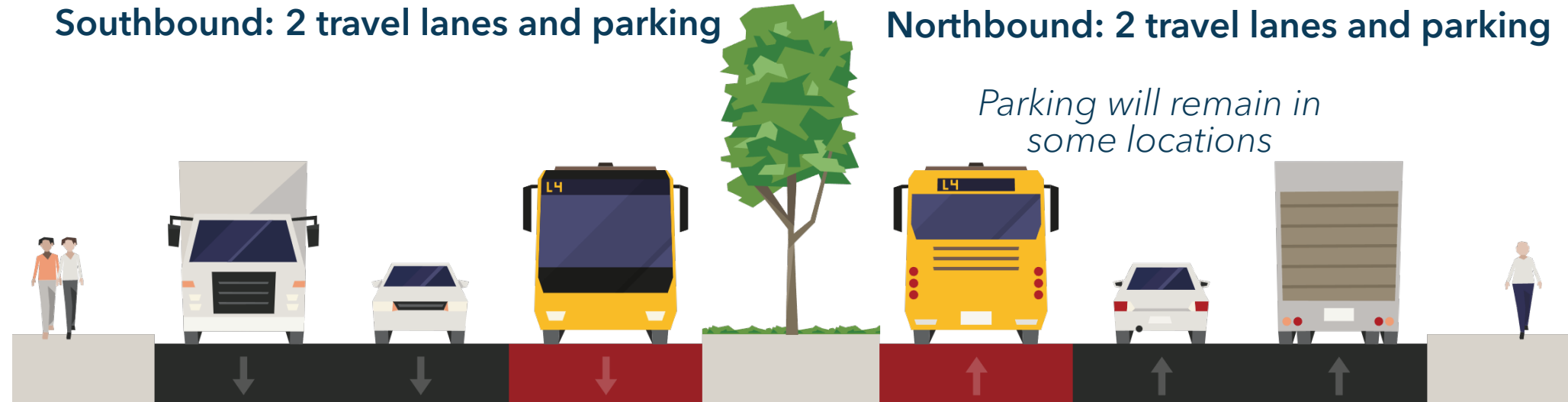
BEFORE



Southbound: 2 travel lanes and parking

Northbound: 2 travel lanes and parking

AFTER



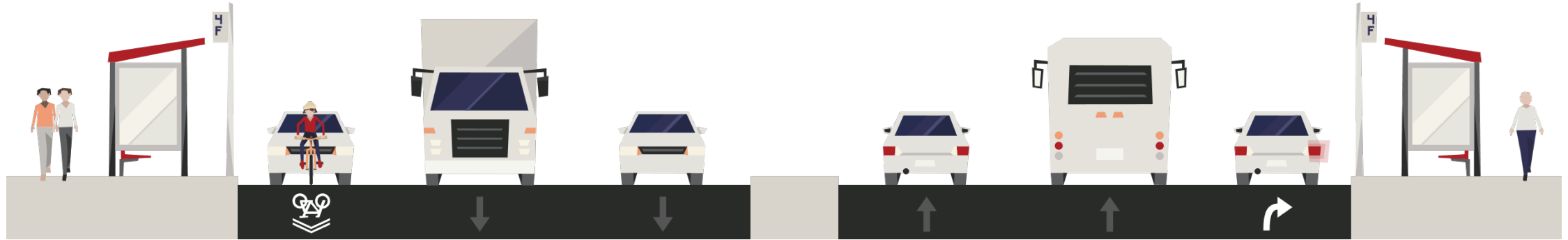
Southbound: 2 travel lanes and bus lane

Northbound: 2 travel lanes and bus lane

Conceptual Changes to S. Park Street

From Fish Hatchery Road to Hughes Place

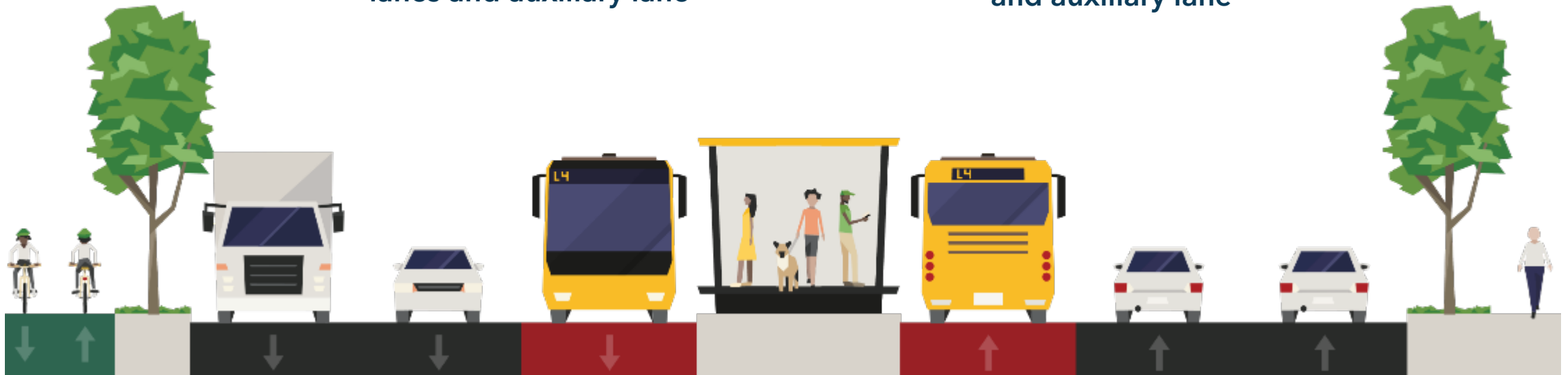
BEFORE



Southbound: 2 travel lanes and auxiliary lane

Northbound: 2 travel lanes and auxiliary lane

AFTER



Southbound: 2 travel lanes and bus lane

Northbound: 2 travel lanes and bus lane

Conceptual Changes to Fish Hatchery Road

From Greenway Cross to Cahill Main

BEFORE



Path

Southbound: 2 travel lanes and shared bus/bike lane

Northbound: 2 travel lanes and shared bus/bike lane

AFTER



Path

Southbound: 2 travel lanes and center bus lane

Northbound: 2 travel lanes and center bus lane

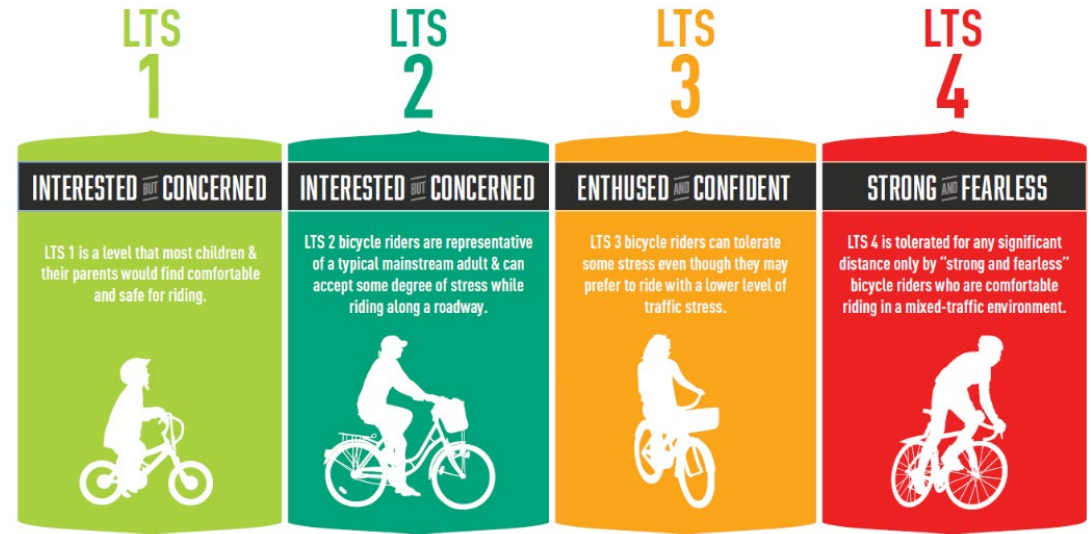


24

Fish Hatchery Rd Path

Path Benefits

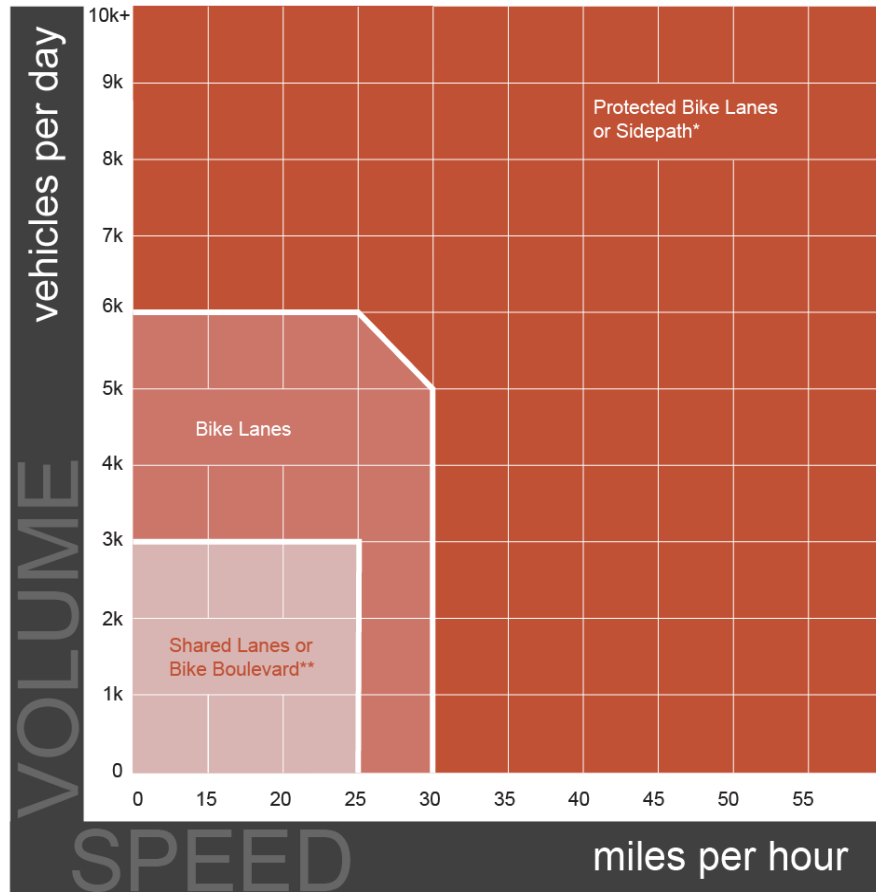
- Provides a more appropriate facility for users of all ages and abilities on roads with moderate or high traffic
- Encourages bicycling in areas where high volume/high speed of traffic discourages many less confident riders





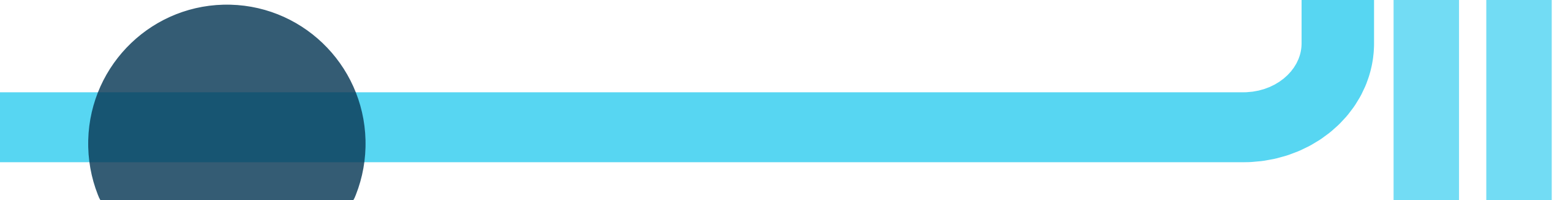
25

Choosing a bicycle facility for all ages & abilities



Bike facility selection thresholds for All Ages and Abilities.

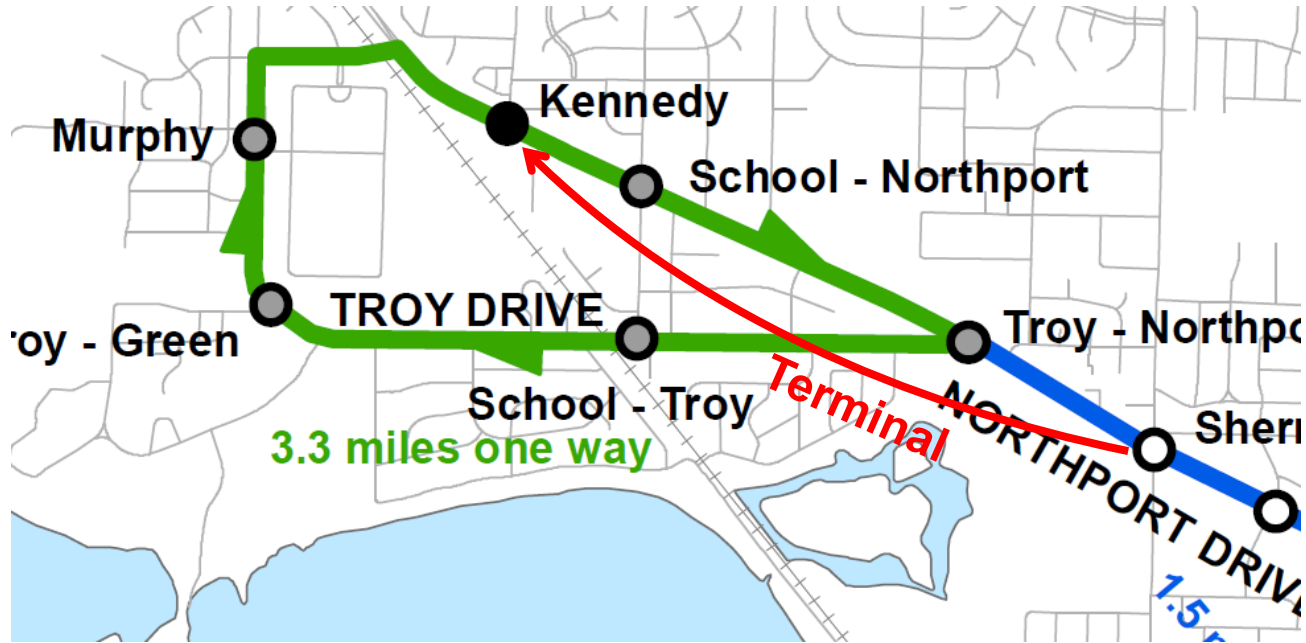
Updates since November Meetings





27

North Terminal at Kennedy

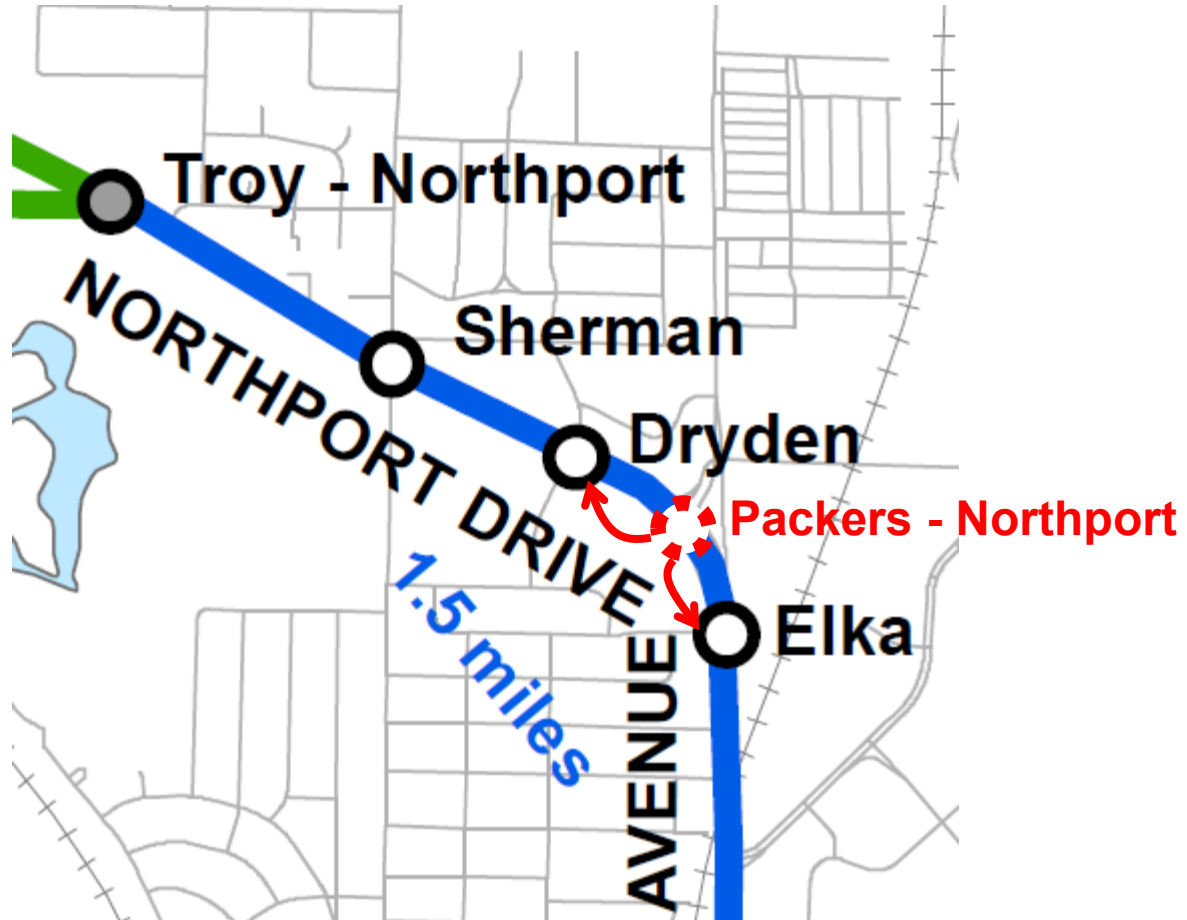


The one-way loop will remain, but the terminal will be relocated from Northport and Sherman to Northport and Kennedy. This means very few people will have to wait through the layover.



28

Packers - Northport Station split



The best solution in this area is to provide two stations, one at Dryden and one at Elka. This adds a station, but avoids placing the station in a pedestrian hostile environment.



29

International moved to Schlimgen



With the new station at Elka, moving the International station to Schlimgen optimizes station spacing.



30

Small Business Parking Accommodated on Park Street

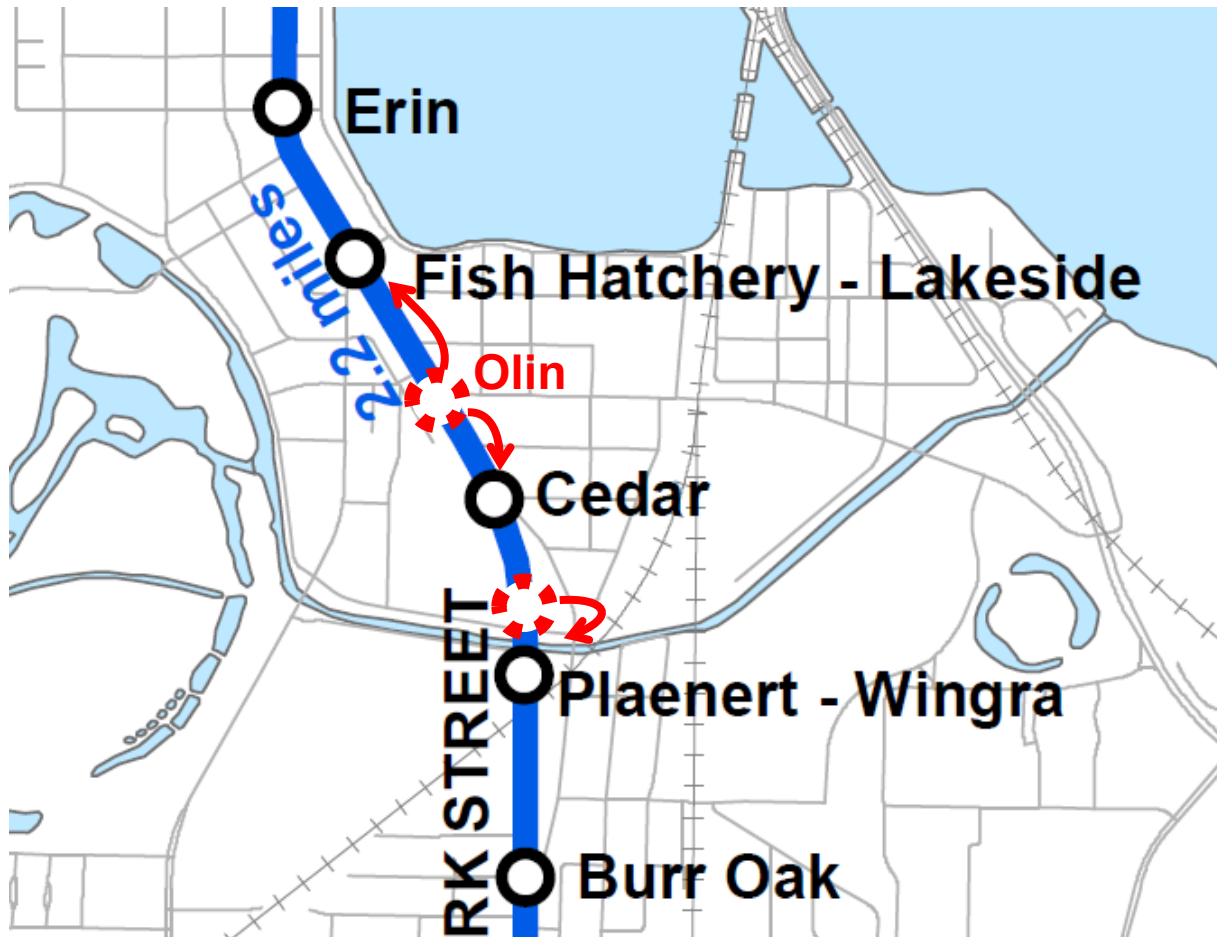


Parking on South Park Street was found to be necessary on several blocks. Maintaining this parking does not significantly adversely affect the BRT line. 2-3 blocks in the southbound direction are changed to mixed traffic.



31

Olin Station split into two stations



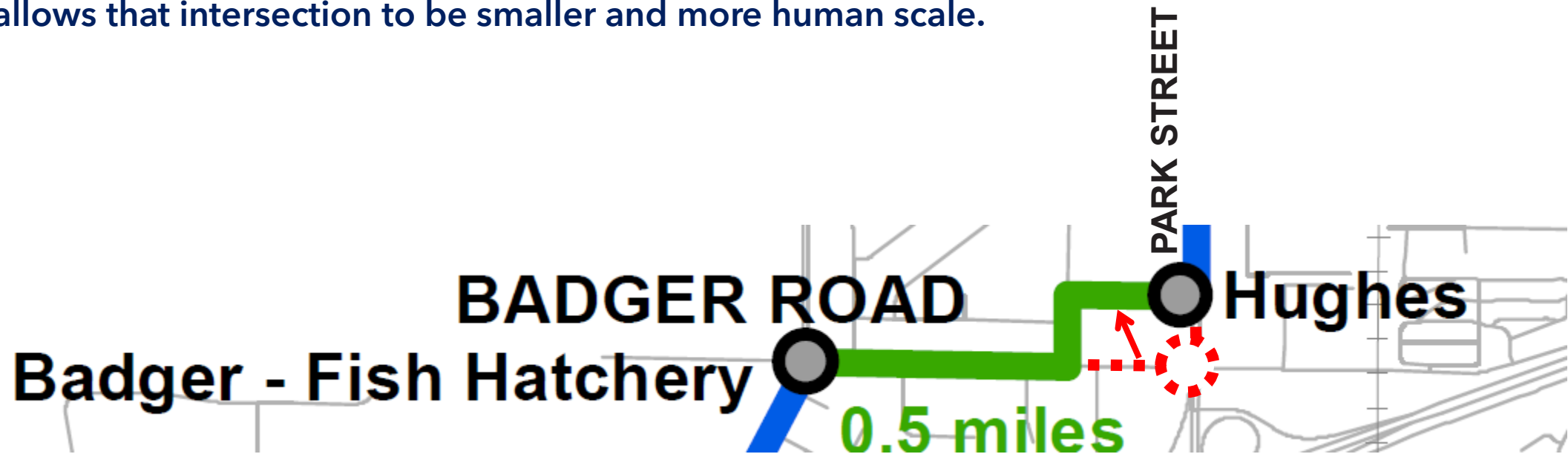
Olin station is split into two stations: Fish Hatchery - Lakeside and Cedar. This provides better coverage to the neighborhood and new grocery store on Cedar. Wingra station is moved slightly to the south, to Plaenert - Wingra to optimize station spacing.



32

Park and Badger moved to Hughes

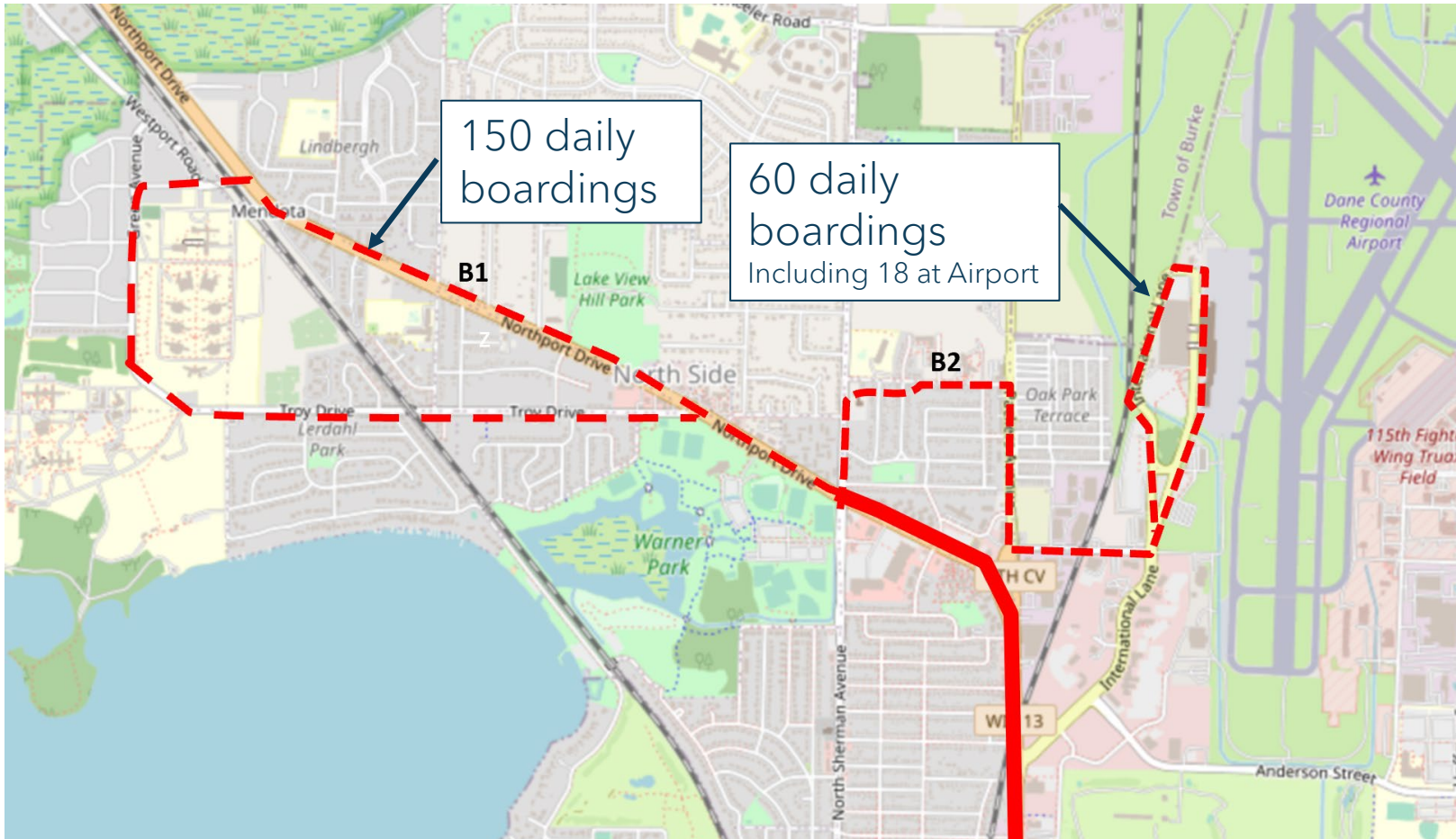
The former South Transfer Point is proposed to move one-half block north to Hughes Place. This change removes BRT from the Park and Badger intersection which reduces delay and also allows that intersection to be smaller and more human scale.





33

Service to Airport



Multiple options considered to serve airport—including splitting the route.

Disadvantages of Splitting the Route:

- Existing ridership nearly double on Troy loop
- Airport boardings currently low
- Would not improve frequency of service to airport; would decrease service frequency to Troy loop area



34

Sherman Avenue Route



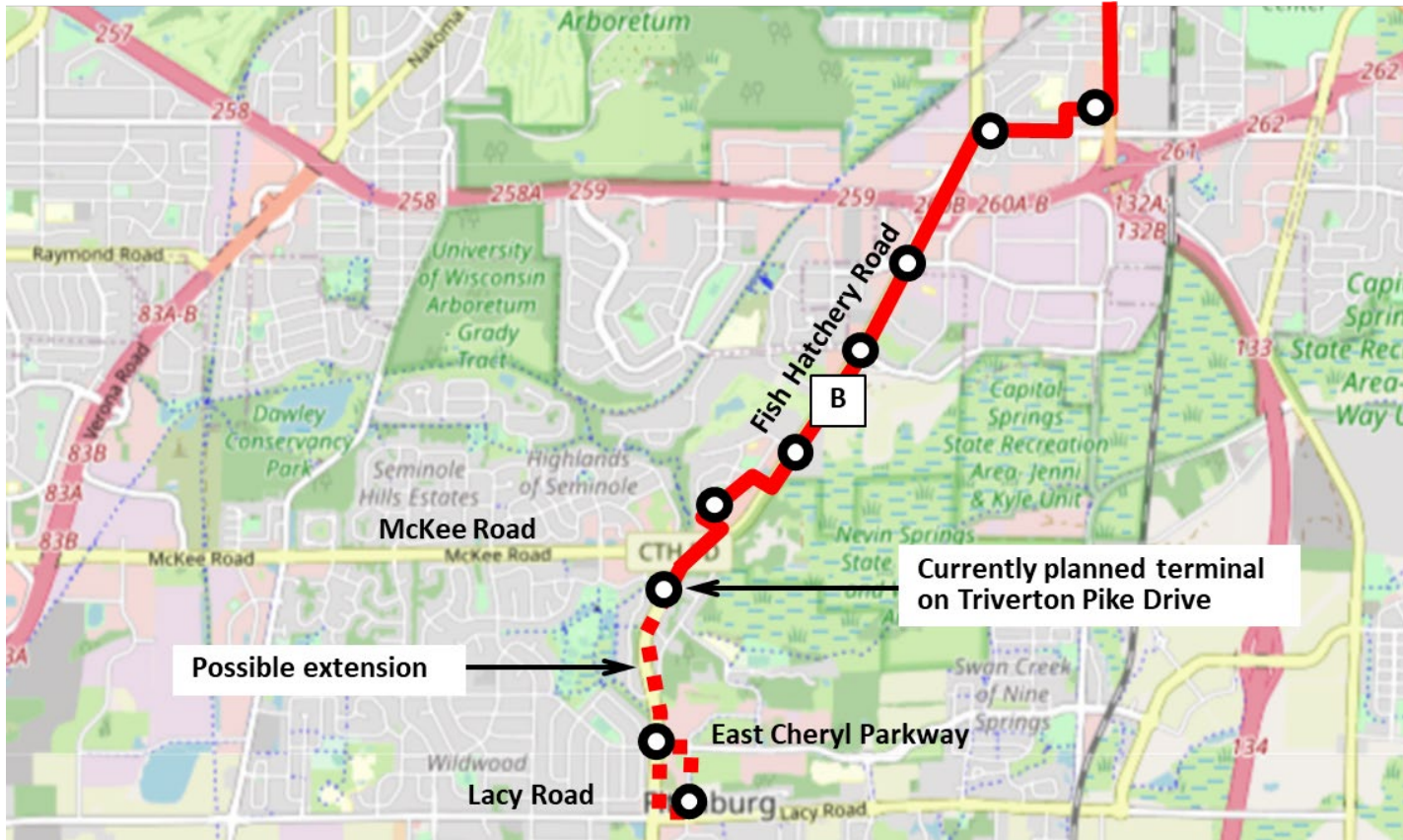
Staff considered routing on Sherman Avenue instead of Packers.

- Route would serve similar number of people and jobs
- Existing ridership is about the same on both D2 and Route B on these segments
- **Would not allow for dedicated bus lanes**
- Routes B and D2 would switch places, creating some indirection



35

Fitchburg Extension



Based on feedback, staff considered an extension of Rapid Route B to Lacy Road in Fitchburg.

Benefits:

- Serve City Hall, the library, and employers and residents along segment
- Prepares for future transit-oriented development

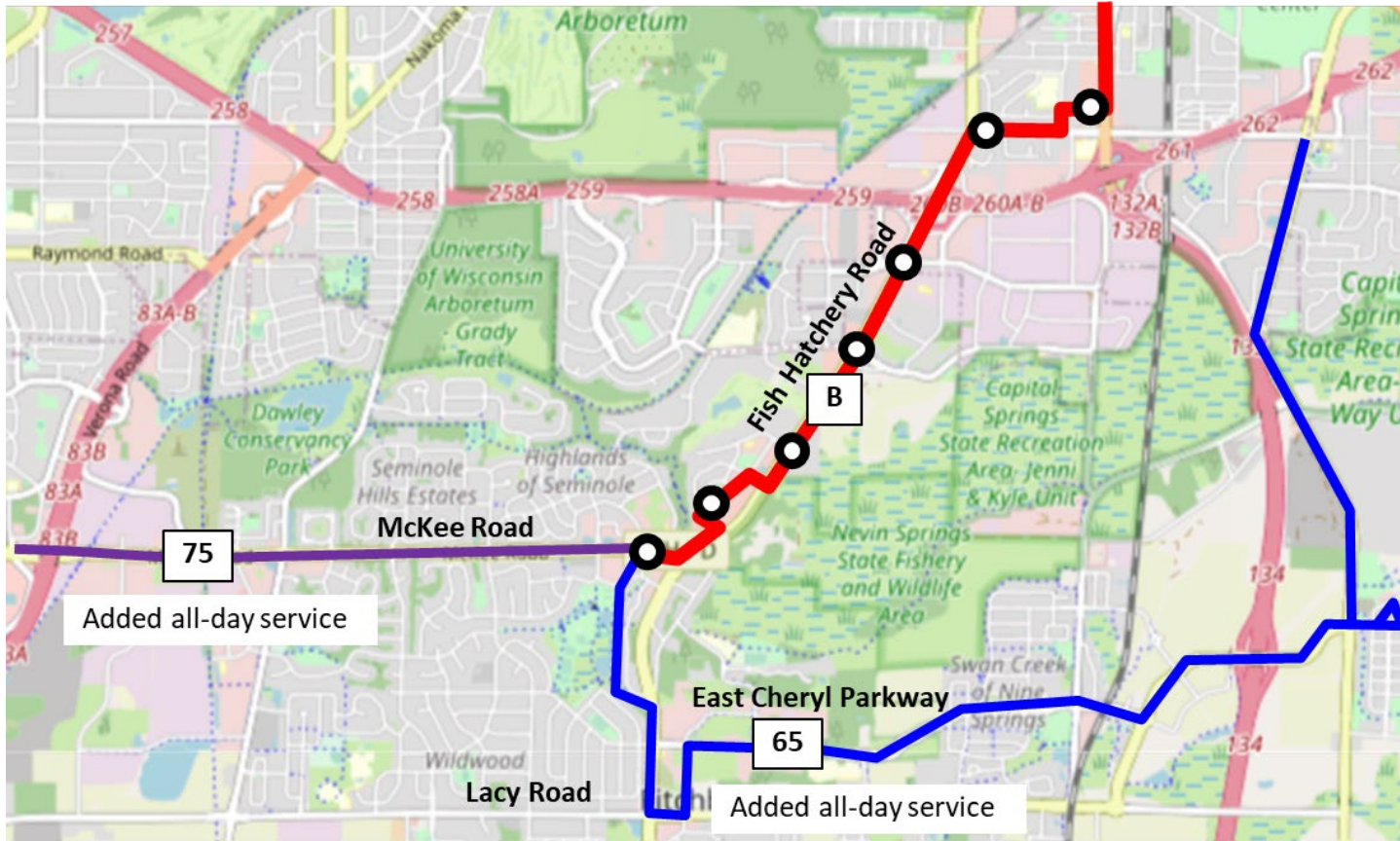
Concerns:

- Level of service doesn't match land use and ridership demand
- High operating costs



36

Fitchburg Extension



Proposed Solution

- Extend and expand service on existing routes 65 and 75 to better serve Fitchburg.
- Plan for a future extension of Rapid Route B, or increased frequency on local routes

The background features abstract geometric shapes. A thick blue line starts from the left, curves down, and then right. A yellow line starts from the bottom, curves up, and then right. A dark blue circle is positioned on the left side. Another dark blue circle is on the blue line, and a third is on the yellow line. The text is centered in the upper right area.

FUNDING

Up-front costs and on-going operations



38

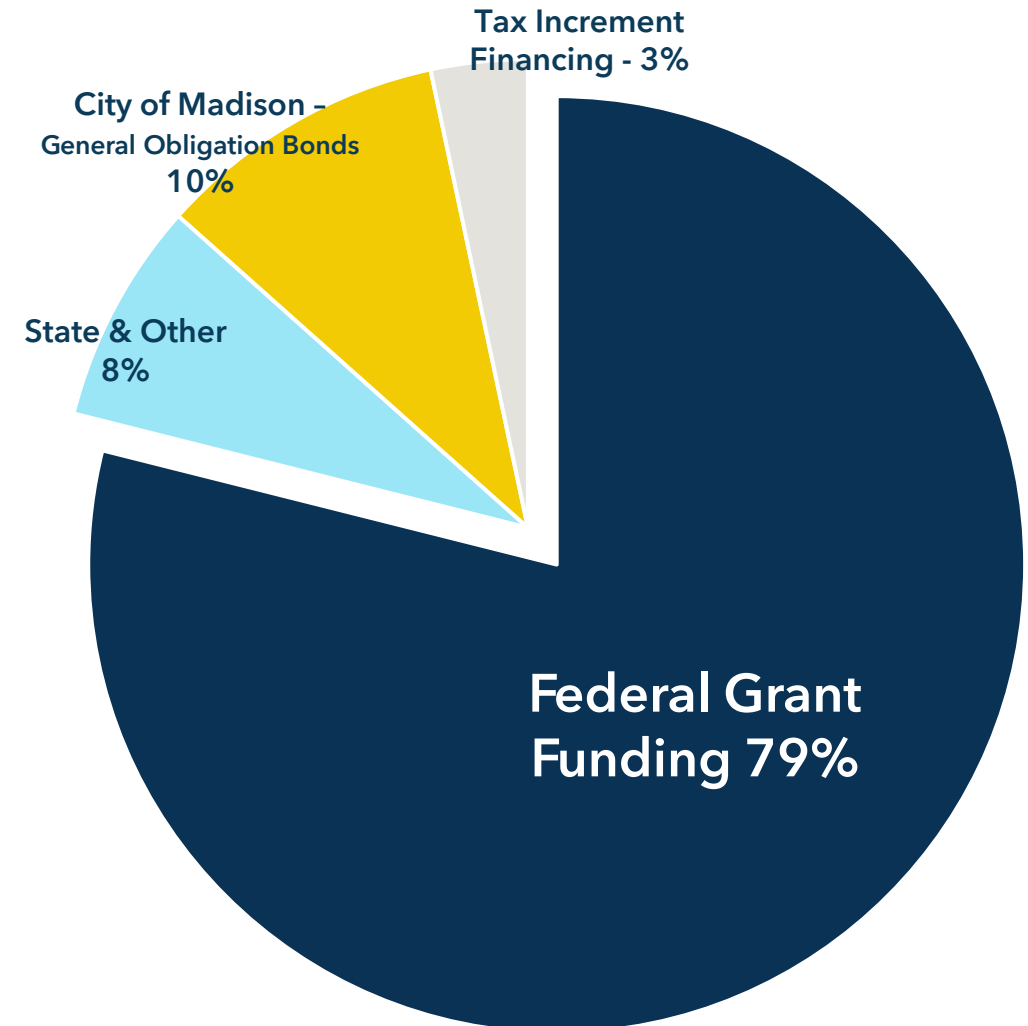
Funding Sources (Capital Budget)

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





39

Operating Costs

Bus rapid transit not expected to impact Metro's operating budget.

Expenses:

- Labor costs (bus drivers) are already represented with existing Route B
- Costs savings from travel time and/or fuel are expected to offset station maintenance



A decorative graphic consisting of thick, rounded lines in light blue and yellow. A large dark blue circle is on the left. A light blue line starts from the left, curves down, then right, then up, then right again. A yellow line starts from the bottom, curves up, then right, then up again. Small dark blue circles are placed at some of the line intersections.

NEXT STEPS

public involvement and adopting the locally preferred alternative

Project Timeline

Subject to change



2012 - 2022

2023 - 2026

2026 - 2028

2028

**BRT System
Planning**

(including East-West BRT Design)

**Planning,
Environmental
Review, and Design**

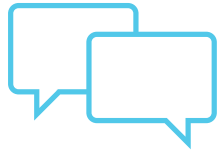
Construction

**BRT Open
to Service**

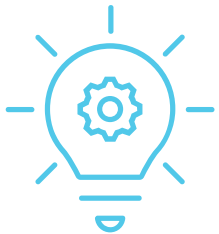


42

Path to the Locally Preferred Alternative



Feedback at public and stakeholder meetings



Finalize recommendation and create report



Adoption by City of Madison and City of Fitchburg

Public and stakeholder involvement continues throughout project



LEARN MORE + CONTACT US

www.madisonbrt.com
brt@cityofmadison.com
608-266-4466



PUBLIC MEETINGS

Virtual Meeting

Monday, April 22

5:30pm - 7:30pm

Register at madisonbrt.com

North Madison (in-person)

Thursday, April 25

5:30pm - 7:30pm

Warner Park Community Center
(1625 Northport Drive)

South Madison (in-person)

Tuesday, April 23

5:30pm - 7:30pm

Urban League (2222 S. Park Street)

Fitchburg (in-person)

Monday, April 29

5:30pm - 7:30pm

MainStay Suites (5421 Caddis Bend)