



Metro Rapid Bus Rapid Transit

30 Percent Design - Downtown October 28, 2021 6:00 pm



AECOM



Introductions

Mayor Satya Rhodes-Conway

Tom Lynch, Director of Transportation

Justin Stuehrenberg, Metro Transit General Manager

Mike Cechvala, City of Madison Transportation

Melissa Huggins, Facilitator

Consultant Team

AECOM – Project Lead



Strand – Engineering



Urban Assets – Community Engagement



Agenda

- 1 • **Project Background – Review of Routing Decision**
- 2 • **Metro Rapid East-West Line**
- 3 • **30% Design**
- 4 • **Environmental Planning**
- 5 • **Questions and Comments**
- 6 • **Wrap Up**

30% Design Community Meetings

September 29th – Metro Rapid Progress Update – 30% Design

October 7 – East side focus

October 14 – West side focus

October 28 – Downtown and UW campus focus

**Visit the project website for meeting links
MadisonBRT.com**

Zoom Meeting Protocols

- ✓ This meeting will be recorded and will be posted on the project website.
- ✓ All attendees should stay muted to keep background noise to a minimum.
- ✓ Please use the Q&A option at the bottom of the screen to type your question. Questions will be answered at the end of the presentation.
- ✓ If you cannot ask via typing your question, use the Raise Hand option and you will be unmuted when it is your turn

Recording

This meeting is being recorded.

It is a public record subject to disclosure. By continuing to be in the meeting, you are consenting to being recorded and consenting to this record being released to public record requestors.

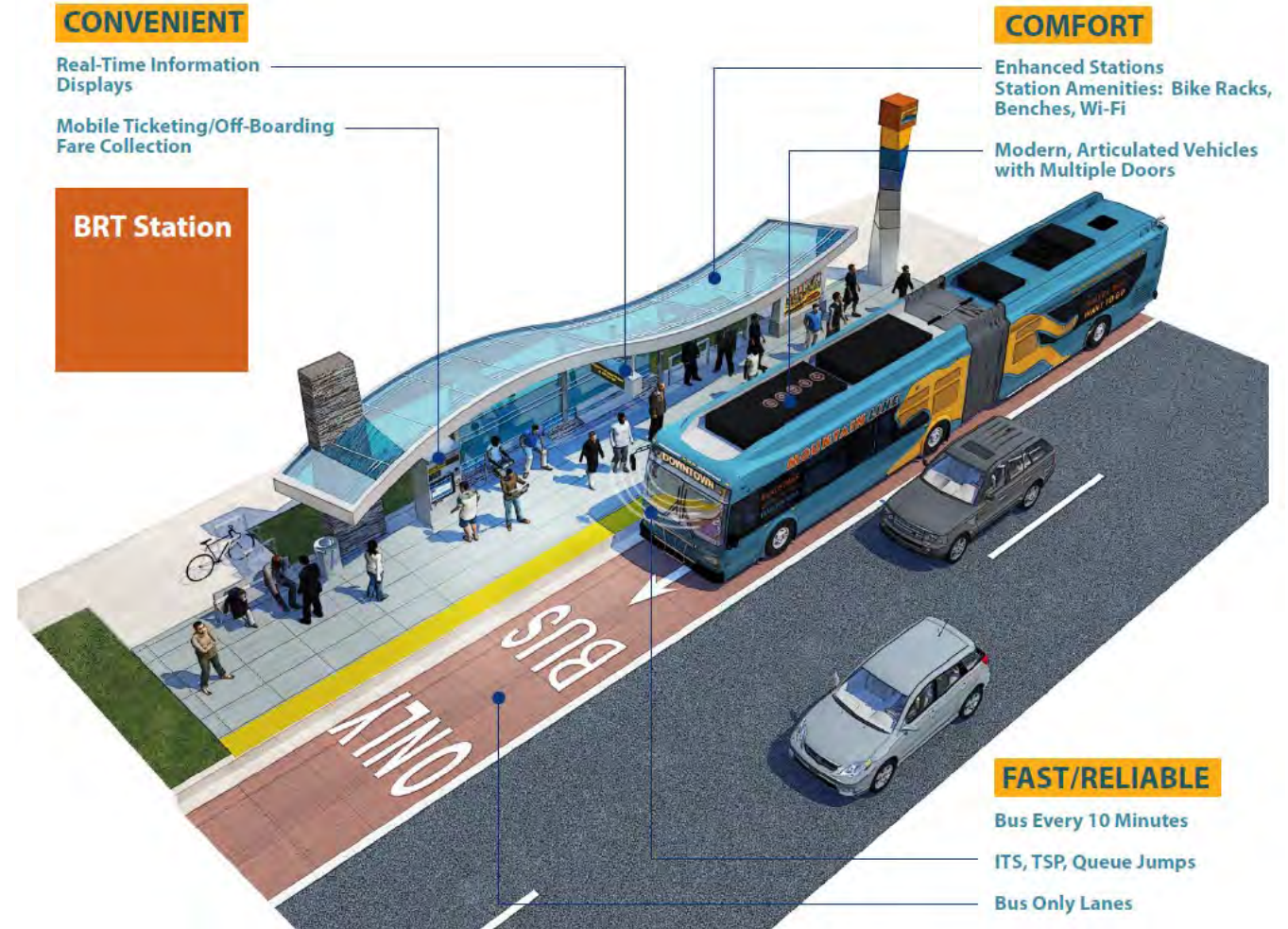
Project Background

Review

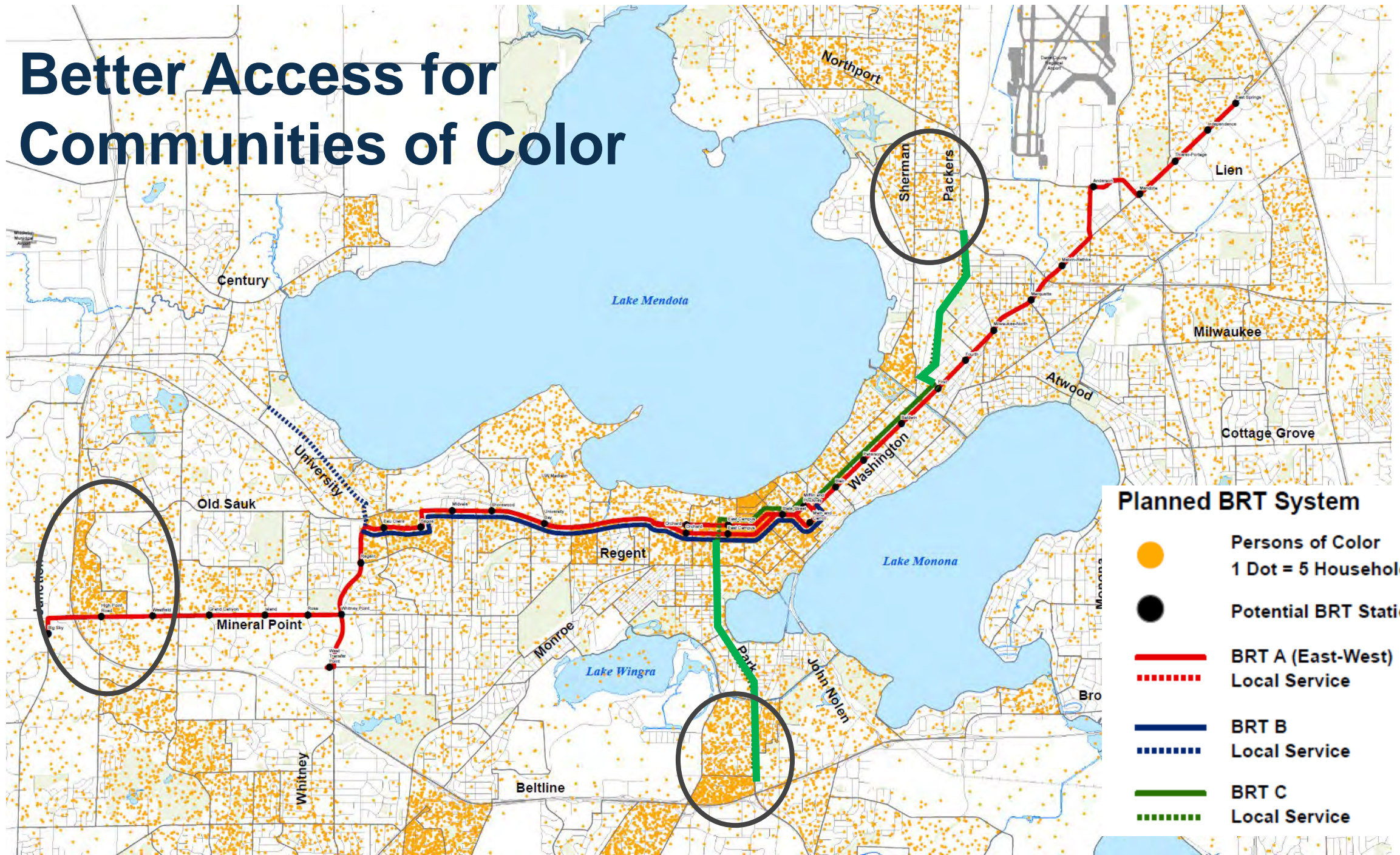


Bus Rapid Transit

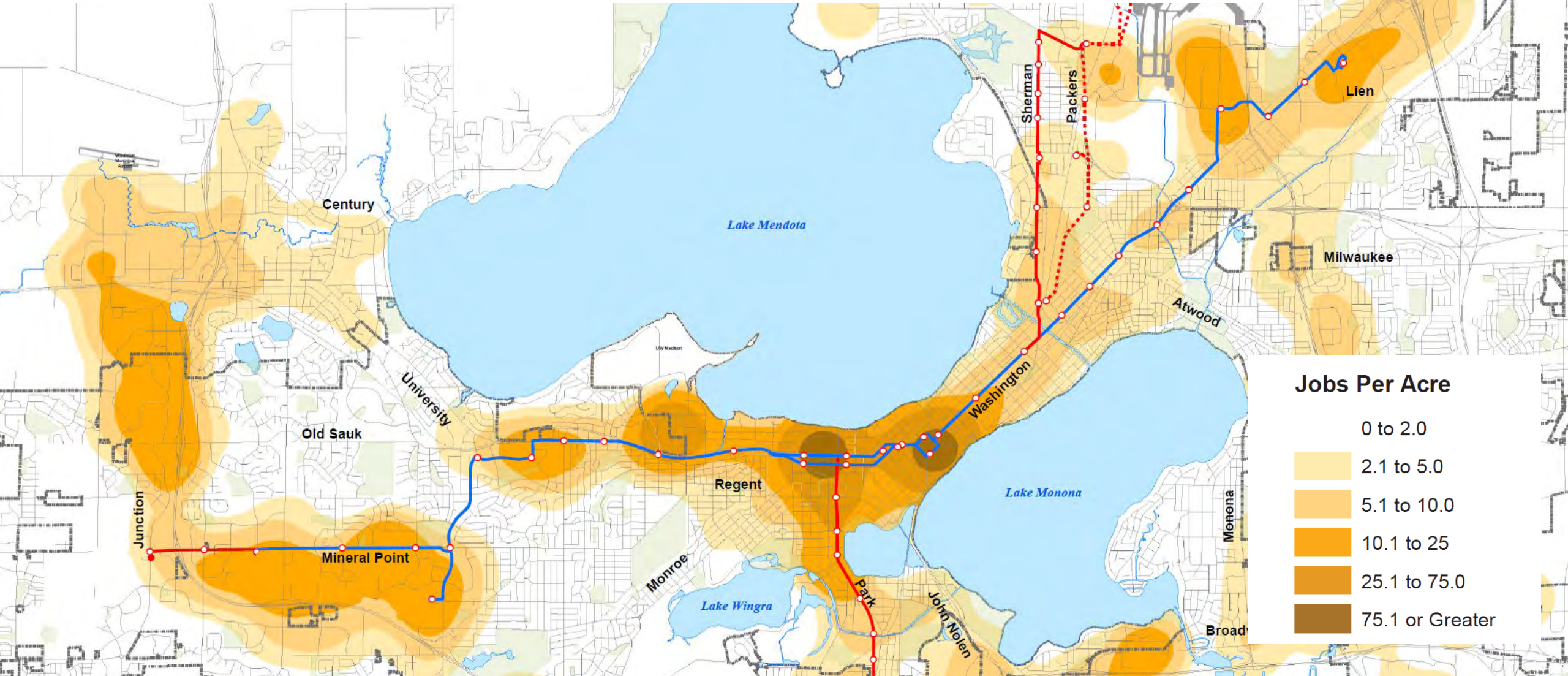
- Direct routes and fewer stops
- Frequent, all-day service
- Bus-only lanes
- Branded stations & buses
- Transit signal priority
- Faster fare payment



Better Access for Communities of Color

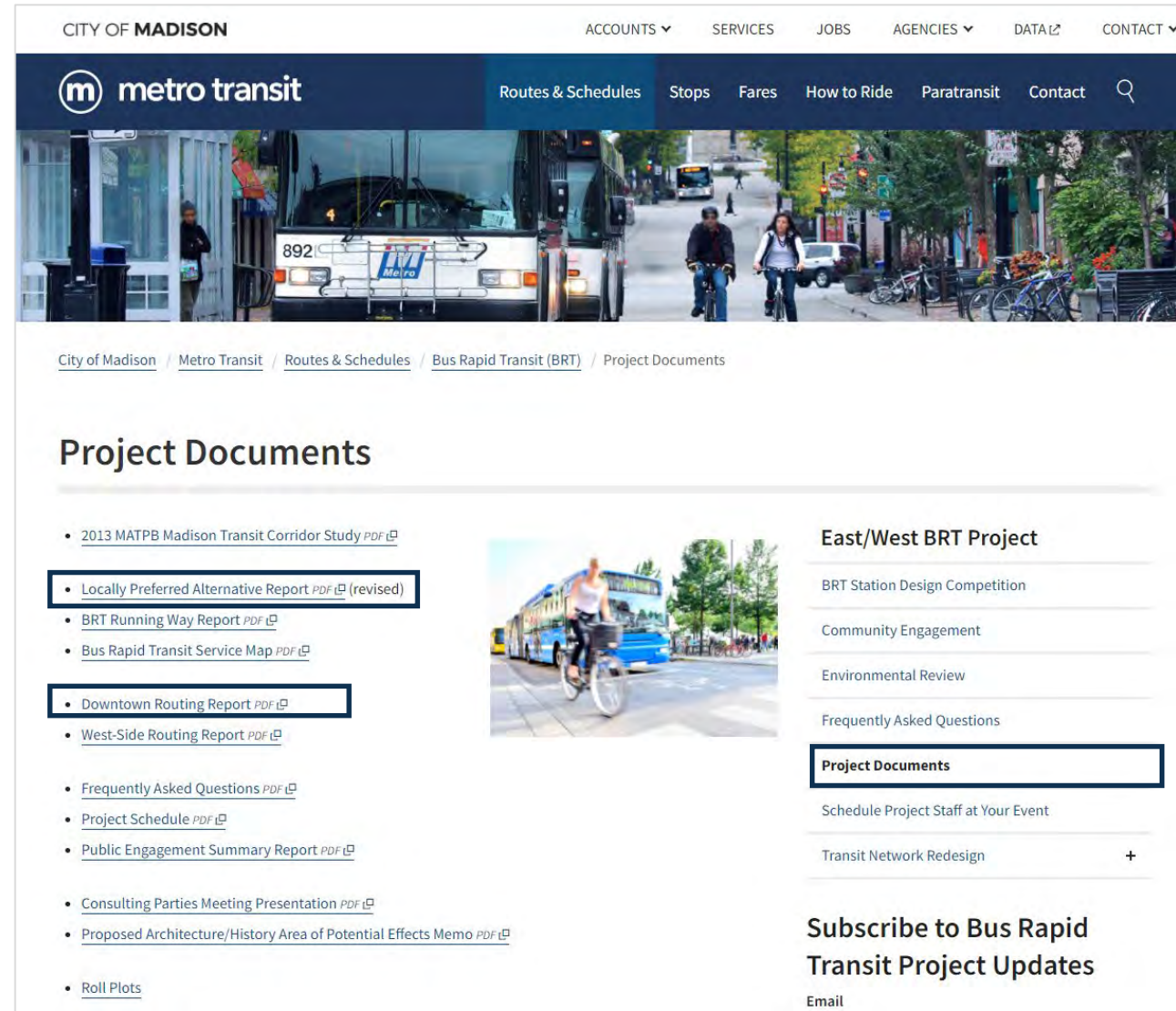


Connects Key Employment Centers to Other Employment Centers and Workers



How was the Downtown Route Chosen?

- Initially identified in the 2013 Madison Transit Corridor Study
- 2019 Downtown Routing Report
 - Roughly 31 public and committee meetings
- Adoption of Locally Preferred Alternative
 - March 2020 legistar 59665
 - January 2021 legistar 63184
- Used as the basis for the Small Starts evaluation



The screenshot shows the City of Madison Metro Transit website. The header includes the City of Madison logo and navigation links for Accounts, Services, Jobs, Agencies, Data, and Contact. The Metro Transit logo is prominently displayed, along with a navigation menu for Routes & Schedules, Stops, Fares, How to Ride, Paratransit, and Contact. A large banner image shows a Metro bus (number 892) on a city street with cyclists. Below the banner, a breadcrumb trail reads: City of Madison / Metro Transit / Routes & Schedules / Bus Rapid Transit (BRT) / Project Documents. The main section is titled "Project Documents" and lists several reports and documents, including the 2013 MATPB Madison Transit Corridor Study, the Locally Preferred Alternative Report (revised), BRT Running Way Report, Bus Rapid Transit Service Map, Downtown Routing Report, West-Side Routing Report, Frequently Asked Questions, Project Schedule, Public Engagement Summary Report, Consulting Parties Meeting Presentation, Proposed Architecture/History Area of Potential Effects Memo, and Roll Plots. A sidebar on the right lists project milestones: East/West BRT Project, BRT Station Design Competition, Community Engagement, Environmental Review, Frequently Asked Questions, Project Documents (highlighted), Schedule Project Staff at Your Event, and Transit Network Redesign. At the bottom, there is a section for "Subscribe to Bus Rapid Transit Project Updates" with an email input field.

CITY OF MADISON

ACCOUNTS ▾ SERVICES JOBS AGENCIES ▾ DATA 🔗 CONTACT ▾

m metro transit Routes & Schedules Stops Fares How to Ride Paratransit Contact 🔍

City of Madison / Metro Transit / Routes & Schedules / Bus Rapid Transit (BRT) / Project Documents

Project Documents

- 2013 MATPB Madison Transit Corridor Study [PDF](#) 🔗
- Locally Preferred Alternative Report [PDF](#) 🔗 (revised)**
- BRT Running Way Report [PDF](#) 🔗
- Bus Rapid Transit Service Map [PDF](#) 🔗
- Downtown Routing Report [PDF](#) 🔗**
- West-Side Routing Report [PDF](#) 🔗
- Frequently Asked Questions [PDF](#) 🔗
- Project Schedule [PDF](#) 🔗
- Public Engagement Summary Report [PDF](#) 🔗
- Consulting Parties Meeting Presentation [PDF](#) 🔗
- Proposed Architecture/History Area of Potential Effects Memo [PDF](#) 🔗
- Roll Plots

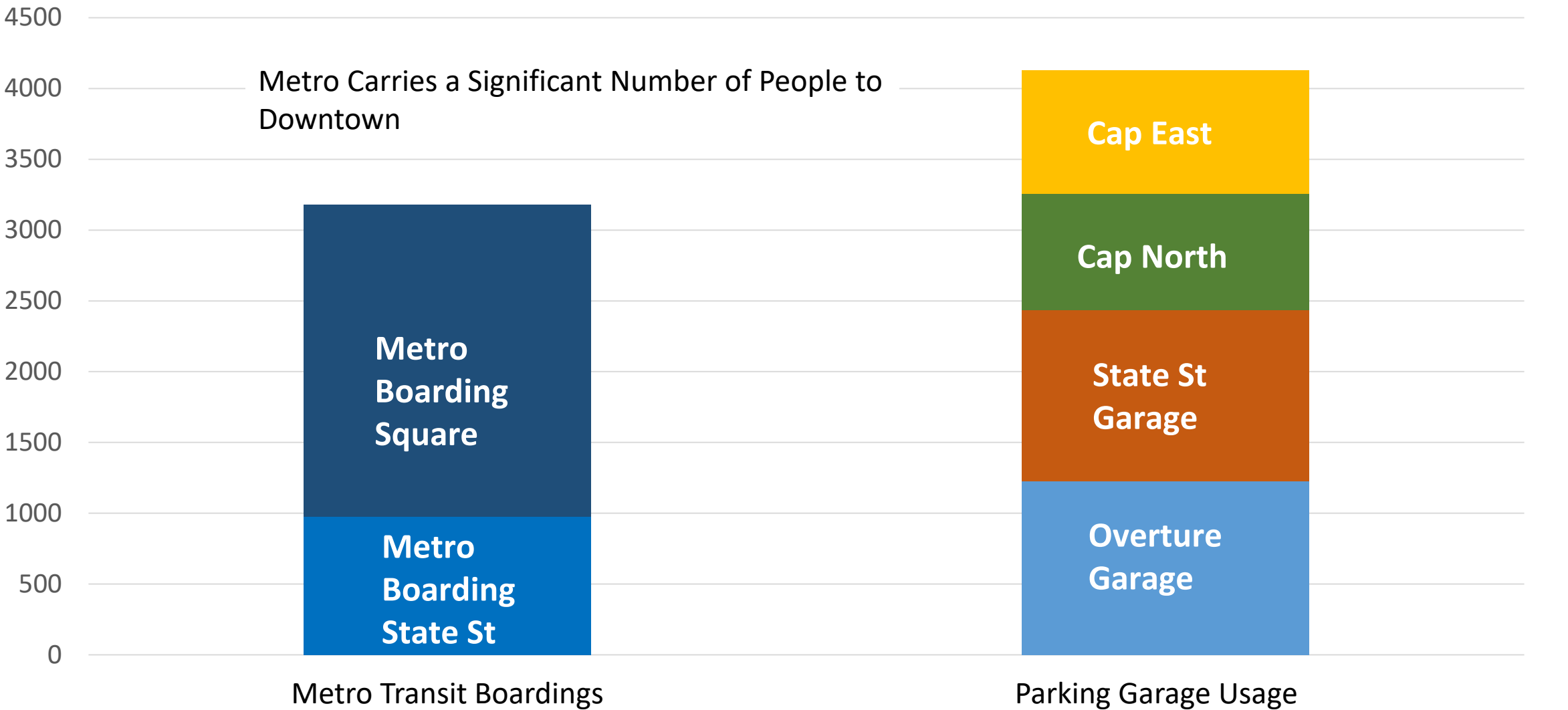
East/West BRT Project

- BRT Station Design Competition
- Community Engagement
- Environmental Review
- Frequently Asked Questions
- Project Documents**
- Schedule Project Staff at Your Event
- Transit Network Redesign +

Subscribe to Bus Rapid Transit Project Updates

Email


2019 Upper State and Square Weekday Access





Downtown Routing FAQ


- Available at: [madisonbrt.com](https://www.cityofmadison.com/metro/routes-schedules/bus-rapid-transit/brt-downtown-routing-faq)

<https://www.cityofmadison.com/metro/routes-schedules/bus-rapid-transit/brt-downtown-routing-faq>

**Metro Weekend Detours Start Friday** posted Wednesday, Oct. 27, 2021 - 5:27 pm
Buses detour around a number of events. Call (608) 266-4466 with questions. See maps and complete information >>

 **metro transit**

Routes & Schedules Stops Fares How to Ride Paratransit Contact 



[City of Madison](#) / [Metro Transit](#) / [Routes & Schedules](#) / [Bus Rapid Transit \(BRT\)](#) / [BRT Downtown Routing FAQ](#)

BRT Downtown Routing FAQ


Background

The Metro Rapid bus rapid transit system will use the routing through downtown Madison used by most buses today. BRT buses will follow the University Avenue and Johnson Street one-way couplet, upper State Street, and the Capitol Square. The routes will continue east on East Washington Avenue, west on Campus Drive, and south on Park Street. Stations on State Street will be located just before Gorham Street (westbound) and just after Johnson Street (eastbound). Stations on the Capitol Square will be westbound on Mifflin Street just before Wisconsin Avenue and eastbound on Main Street just before Martin Luther King, Jr Boulevard.

How was the BRT routing decision made?

The BRT project and alignment has had continuous public involvement and engagement since the [2013 Madison Transit Corridor Study PDF](#), which highlighted State Street and the Capitol Square as the most likely route. The routing through downtown was further studied with public engagement in 2019 and 2020. As of October 2021, there have been 31 public and committee meetings, with another 17 meetings with stakeholders. Overwhelmingly and unsurprisingly we heard that Madisonians want the bus to take them directly where they want to go whether that be school, work, or leisure. This coupled with transportation best practice and special attention to equity and access we delivered the [Downtown Routing Report PDF](#), and ultimately the [Locally Preferred Alternative \(LPA\) PDF](#) that was adopted by the Common Council in 2020 with revisions in 2021 (Legistar [59665](#) and [63184](#)).

East/West BRT Project

- [BRT Station Design Competition](#)
- [Community Engagement](#)
- [Environmental Review](#)
- [Frequently Asked Questions](#)
- [Project Documents](#)
- [Schedule Project Staff at Your Event](#)
- [Transit Network Redesign](#) 
- BRT Downtown Routing FAQ**

Subscribe to Bus Rapid Transit Project Updates

Email

Downtown Routing Reasons

- Visible access to economic and cultural center of Madison
- Good pedestrian environment for stations
- Fast and direct
- Some of highest ridership stops
 - Capitol - 600,000 boardings/yr
 - Top State – 250,000 boardings/yr
- Other alternatives impact transit riders



Other Alternatives

- Less direct routing - worse than current bus system.
- Complementing stations 0.4 miles apart (accessible route is 0.5 mi)
- Burden experienced 365 days a year
 - Disproportionately represented by people with disabilities, people of color, and low income.
- With detours, vibrancy of downtown events accommodated without burdening transit riders all year.



Economic Effect Studies

- Increases employment near stations. Employment composition often changes.
- Fosters redevelopment and investment in property
- Increases property values
- Increases transit usage

Under “**Project Documents**” on webpage

<https://www.cityofmadison.com/metro/routes-schedules/bus-rapid-transit/project-documents>



Department of Transportation

Thomas Lynch, PE, PTOE, PTP, AICP, Director of Transportation

Madison Municipal Building
215 Martin Luther King Jr Blvd
Suite 109
P.O. Box 2986
Madison, Wisconsin 53701-2986
Phone: (608) 266-4761
Fax: (608) 267-1158

September 17, 2021

Re: Economic Effects of BRT

From: Philip Gritzmacher, AICP

Though Bus Rapid Transit (BRT) is a relatively new form of high-capacity transit, the travel benefits of this mode are well documented. The economic effects of implementing BRT are becoming more clear as studies on existing systems come to fruition. While every city is unique, this memo describes possible economic effects that the proposed E-W BRT could influence.

Impact on Employment

Studies of the impact of BRT on employment were mixed, depending on the level of adherence to BRT best practices. A study of the impact of BRT on Eugene, OR between 2004 and 2010 performed a “shift-share” analysis along the BRT system, which was established in 2007. A number of industries were found to make gains during this analysis period, including real estate, management, administration, education, health care, lodging, food service, retail, entertainment and arts. This is significant because the City as a whole lost positions during this timeframe due to the Great Recession.

The Eugene BRT system is considered “heavy BRT,” in which most BRT system best-practices were adhered to – one of the reasons that authors speculate this phenomenon occurred. ¹ The only use to see an inverse reaction to BRT was manufacturing, which suffered losses within the corridor and gains outside of it. The authors speculate that this is the result of geographic sorting and the redevelopment of former industrial sites into some of the aforementioned uses.

A study of the Independence Avenue BRT corridor in Charlotte, NC, the same analysis found less employment attraction. The Charlotte BRT system is considered “light BRT,” and does not contain all of the features of BRT – specifically dedicated stations. The authors speculate that the BRT system has not performed as well as others at attracting investment – and thus jobs – because it did not include many of the features of true BRT systems that demonstrate a commitment to the mode of transportation. ²

Finally, Nelson and Ganning conducted a study of the job “shift-share” for 13 BRT systems in 10 municipalities. The study examined the change in the number of jobs along the BRT corridors before and after the Great Recession across three wage categories – low, medium, and upper – in an effort to determine the impact of BRT on differing job classifications. On average, businesses located within a BRT corridor were found to produce far more jobs across all wage levels.

¹ Arthur C. Nelson et al., “Bus Rapid Transit and Economic Development: Case Study of the Eugene-Springfield BRT System,” (2013)

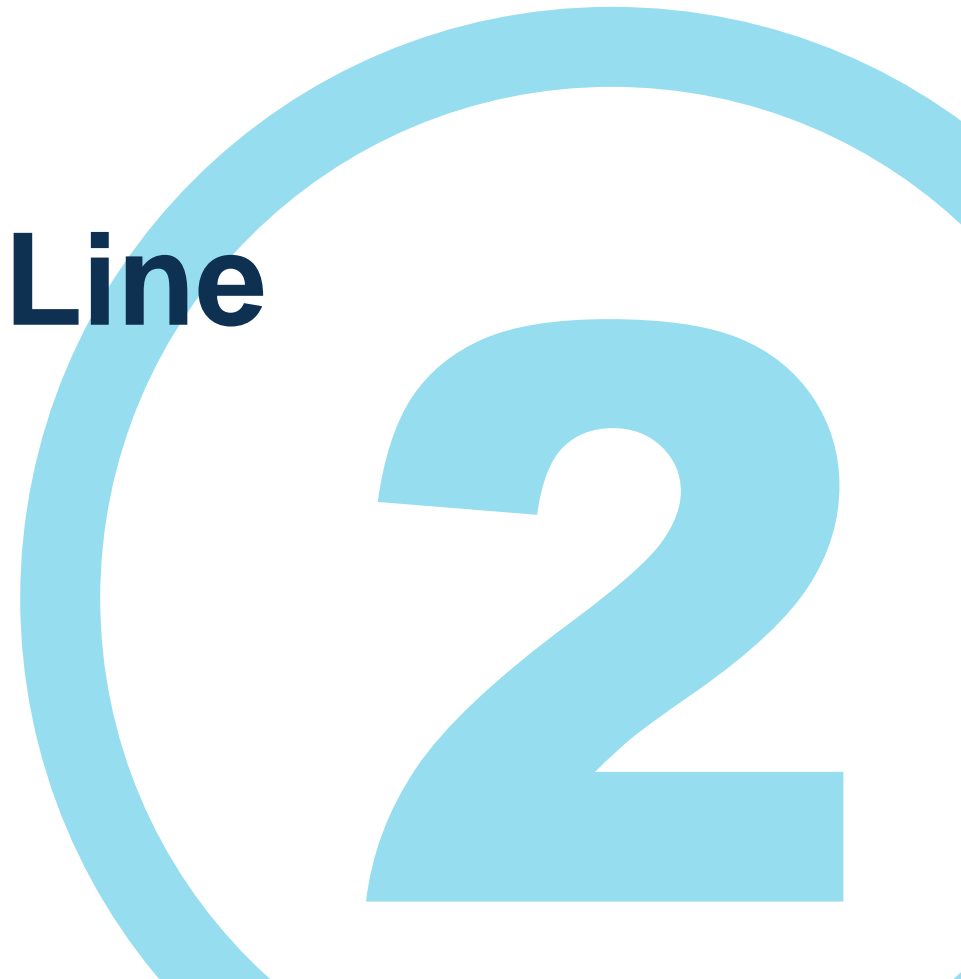
² Matt Miller et al., “Do TODs Make a Difference?” (2014)

BRT on State Street

- About 60% reduction in bus traffic from 2019.
- All bus service eliminated on lower State Street
- Mostly electric BRT fleet
- 8 of the 10 bus stops on State Street closed
- State Street shelters reduced by over 50 percent
- Buses are detoured during signature events



Metro Rapid East-West Line

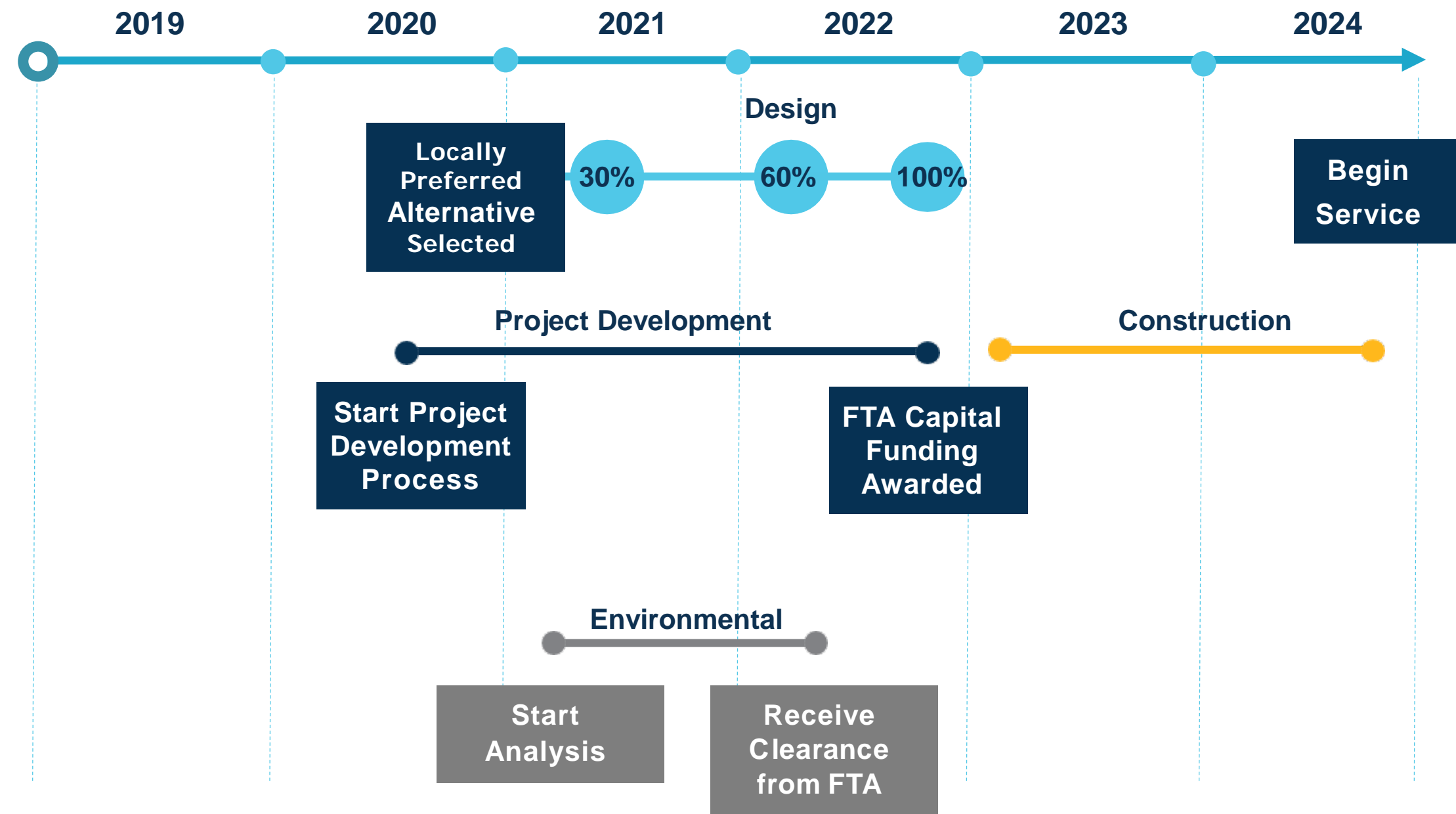


Metro Rapid East-West Line

- 15.5 Miles, 32 stations
- 5 am to 12 am on weekdays with buses every 5 to 15 minutes
- 7 am to 11 pm on weekends with buses every 15 to 30 minutes
- Approximately 83,000 residents within ½ mile of station
- Approximately 110,000 jobs within ½ mile of station
- 4 hospitals and 2 major education institutions



BRT Timeline



Transit Network Redesign

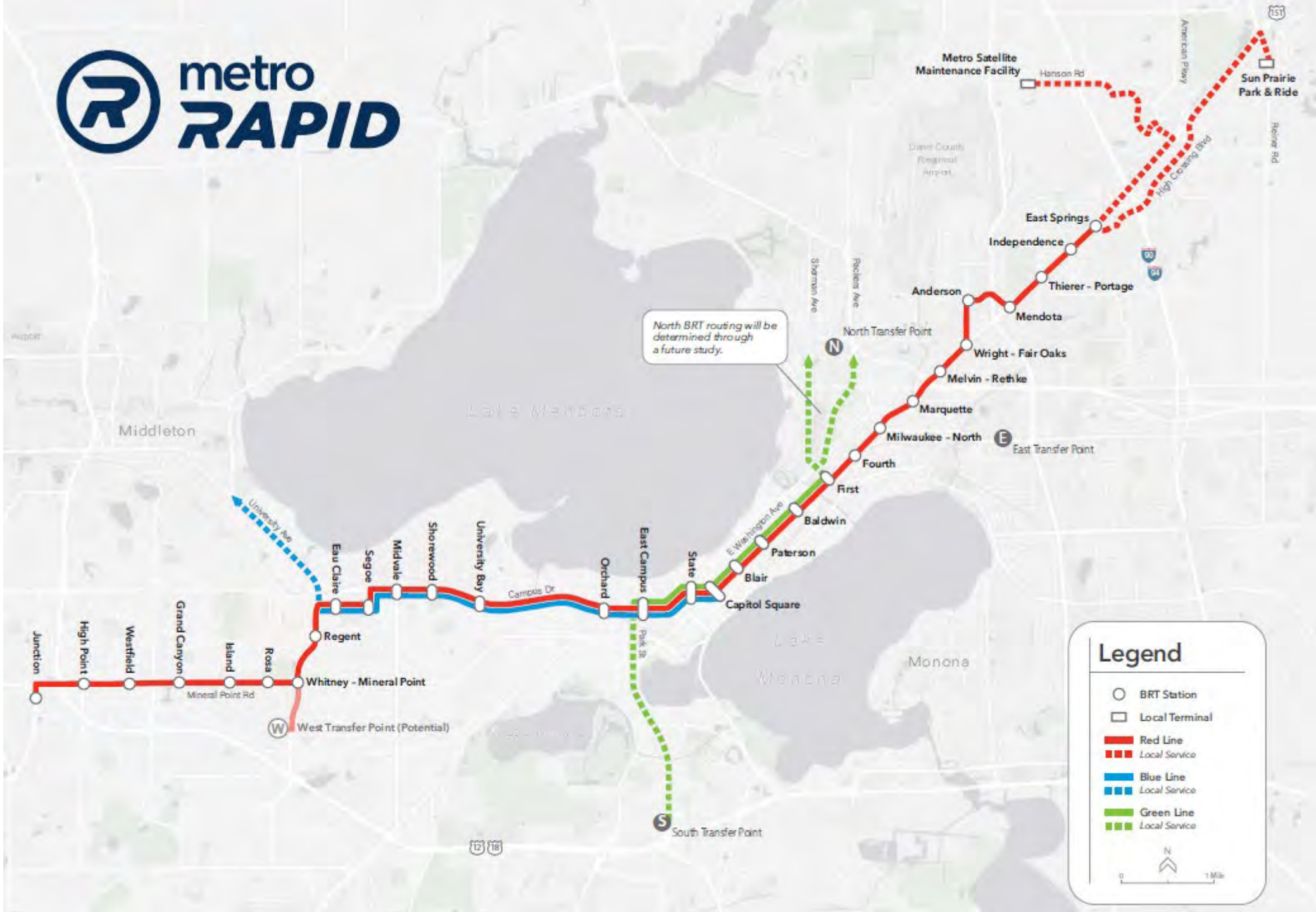


The Metro Transit Network Redesign will design a route system that will better meet the needs of Madison area residents and businesses by increasing access and frequency, decreasing travel times, and improving the quality of transit riders' experience.

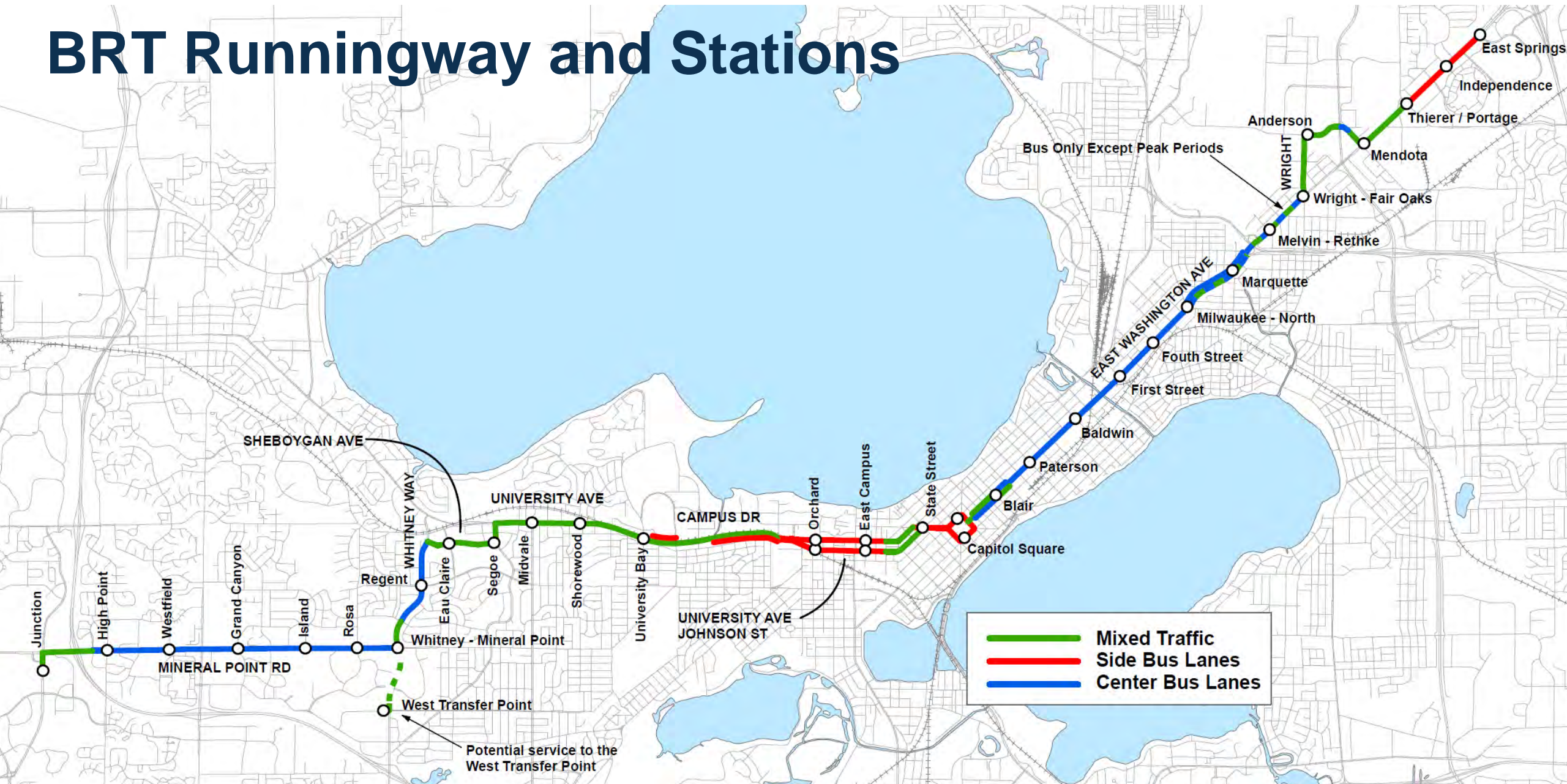
Project Goals



- mymetrobus.com/Redesign
- MetroRedesign@cityofmadison.com



BRT Runningway and Stations



30% Design


Roll plots available online:

MadisonBRT.com/project-documents



MadisonBRT.com/project-documents

30% Roll Plots

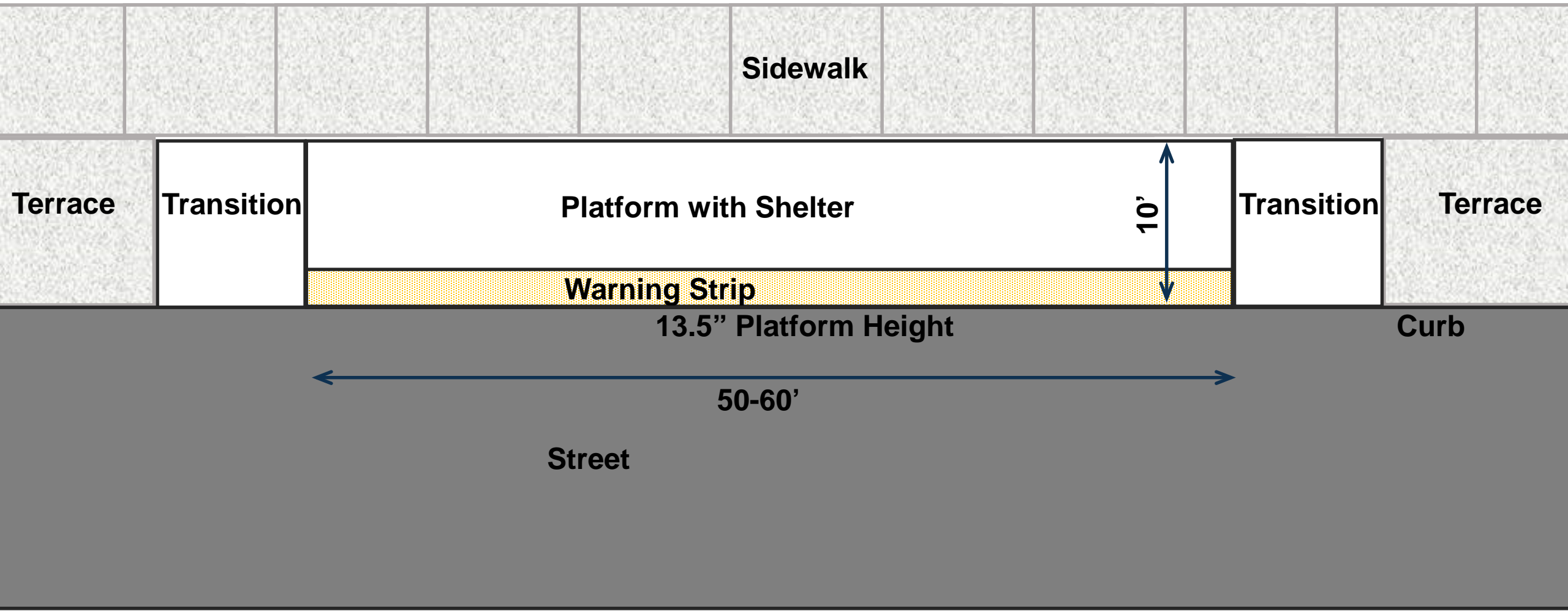
- [Downtown](#) PDF 
- [East Towne](#) PDF 
- [Isthmus](#) PDF 
- [Mineral Point](#) PDF 
- [University Ave.](#) PDF 
- [Whitney Way](#) PDF 

Station and Shelter Design

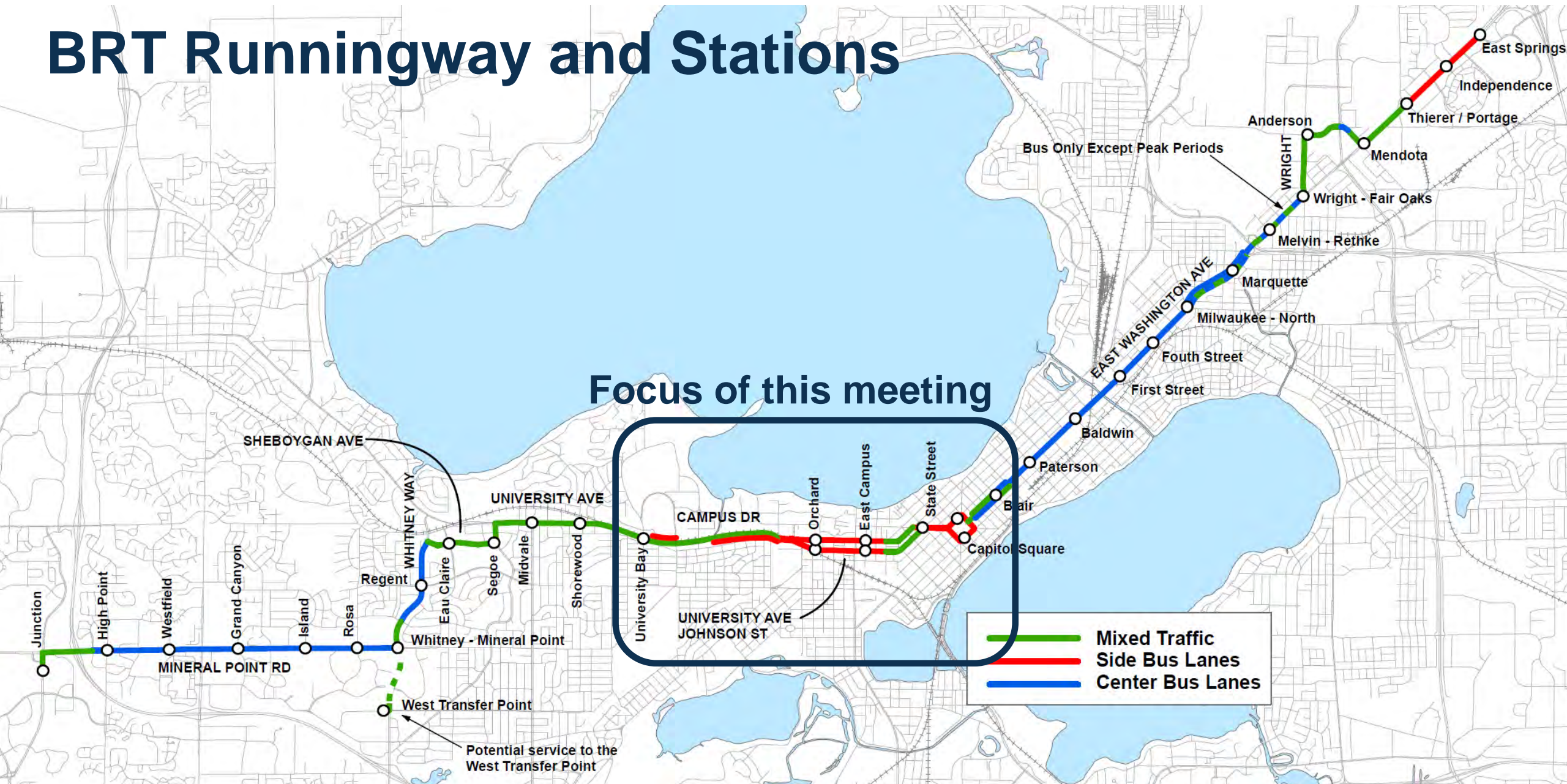


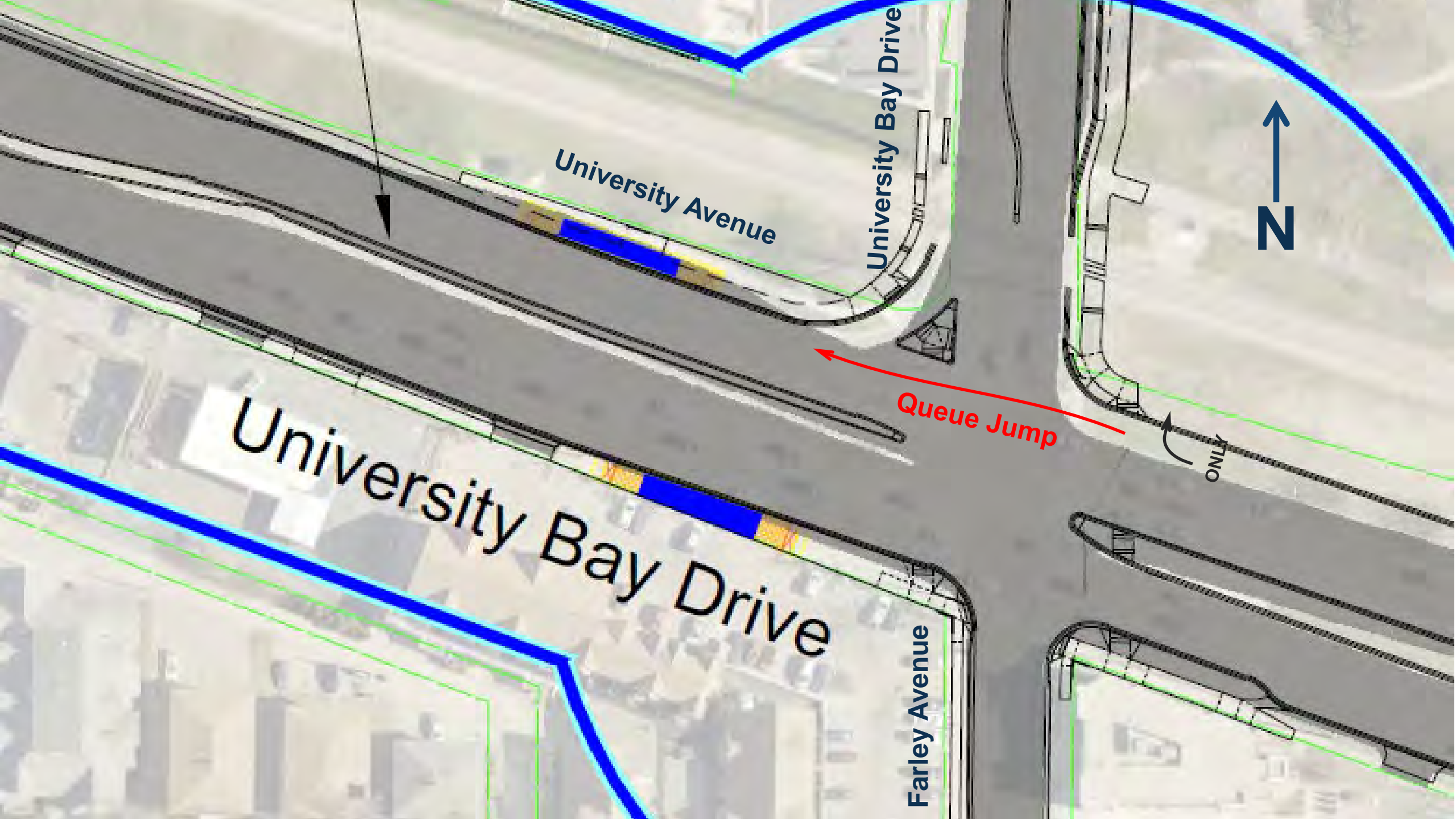
Renderings are conceptual

Station and Shelter Design



BRT Runningway and Stations





University Avenue

University Bay Drive

University Bay Drive

Queue Jump

ONLY

N

Farley Avenue



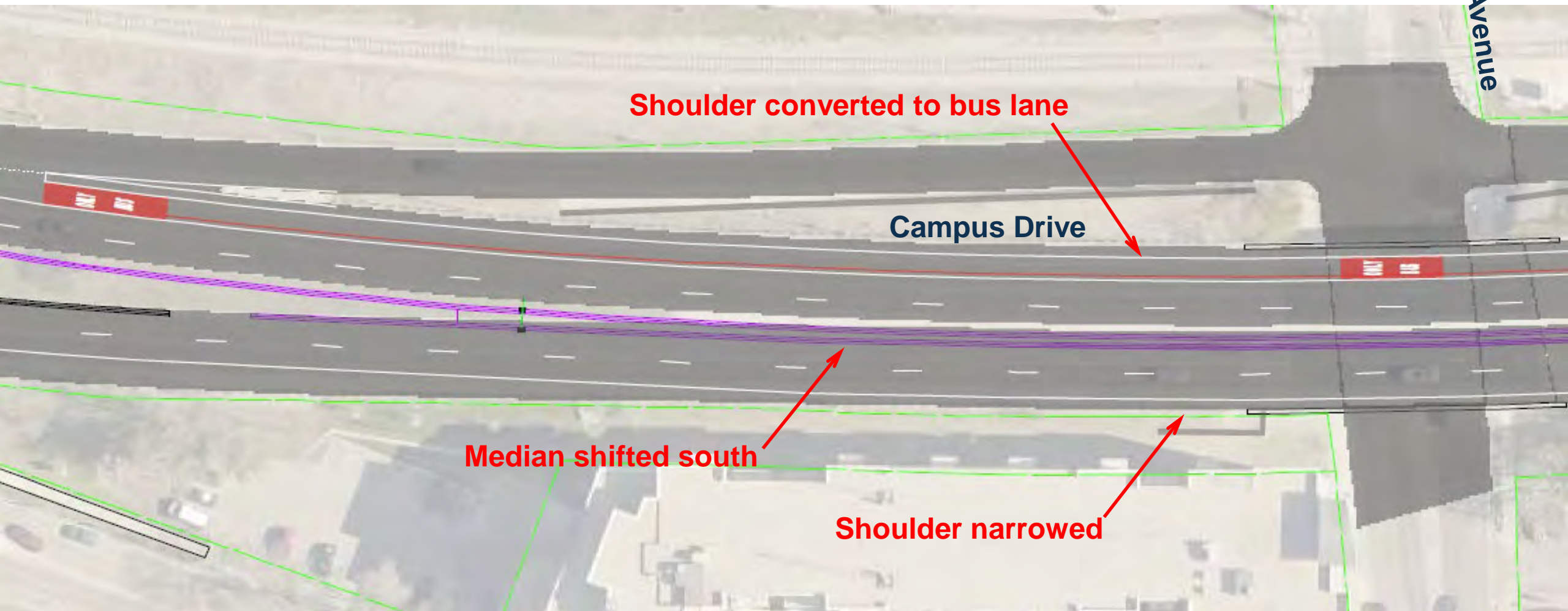
Highland Avenue

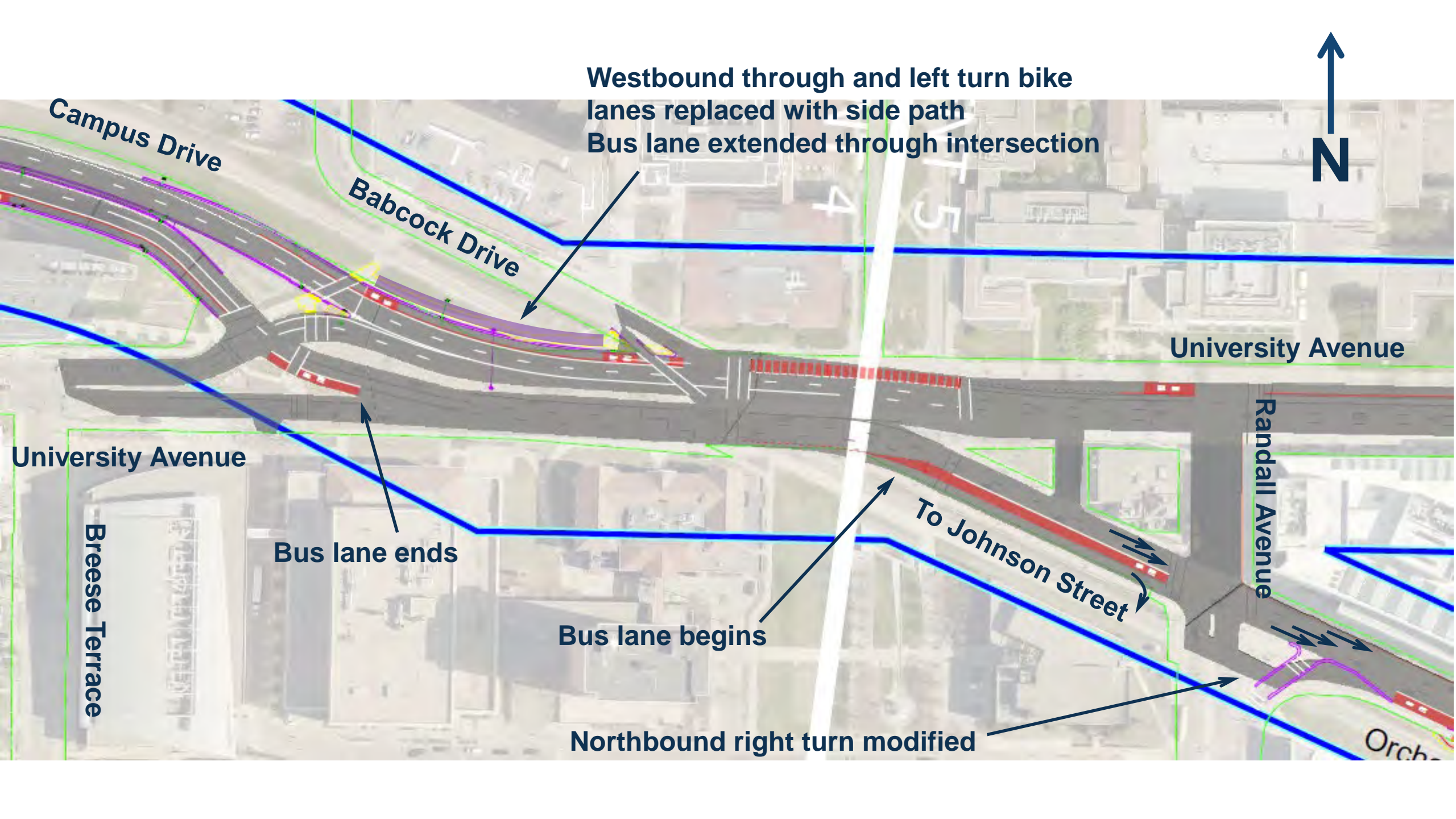
Shoulder converted to bus lane

Campus Drive

Median shifted south

Shoulder narrowed





Westbound through and left turn bike lanes replaced with side path
Bus lane extended through intersection

Babcock Drive

University Avenue

University Avenue

Breese Terrace

Bus lane ends

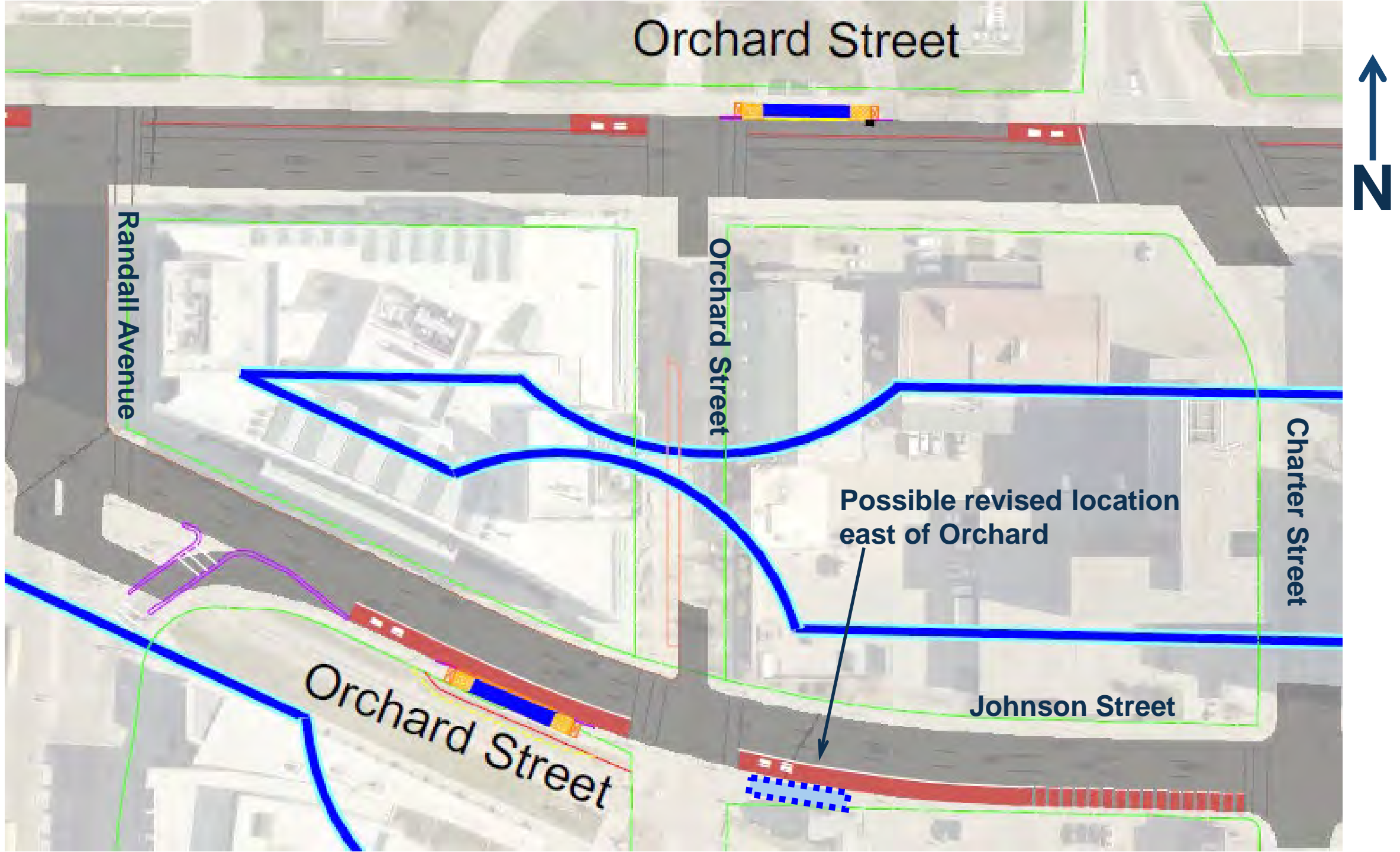
Bus lane begins

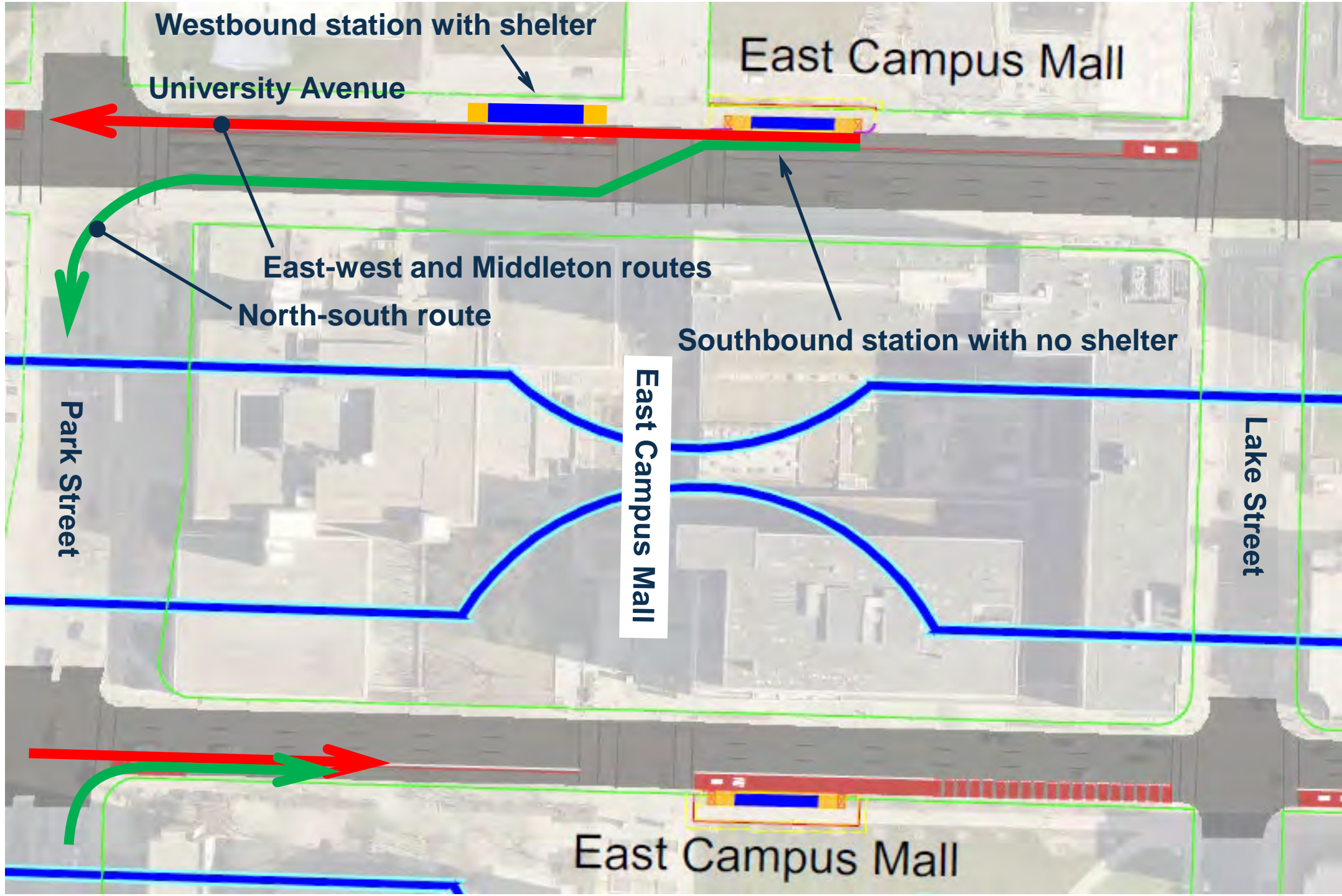
To Johnson Street

Randall Avenue

Northbound right turn modified

Orchard



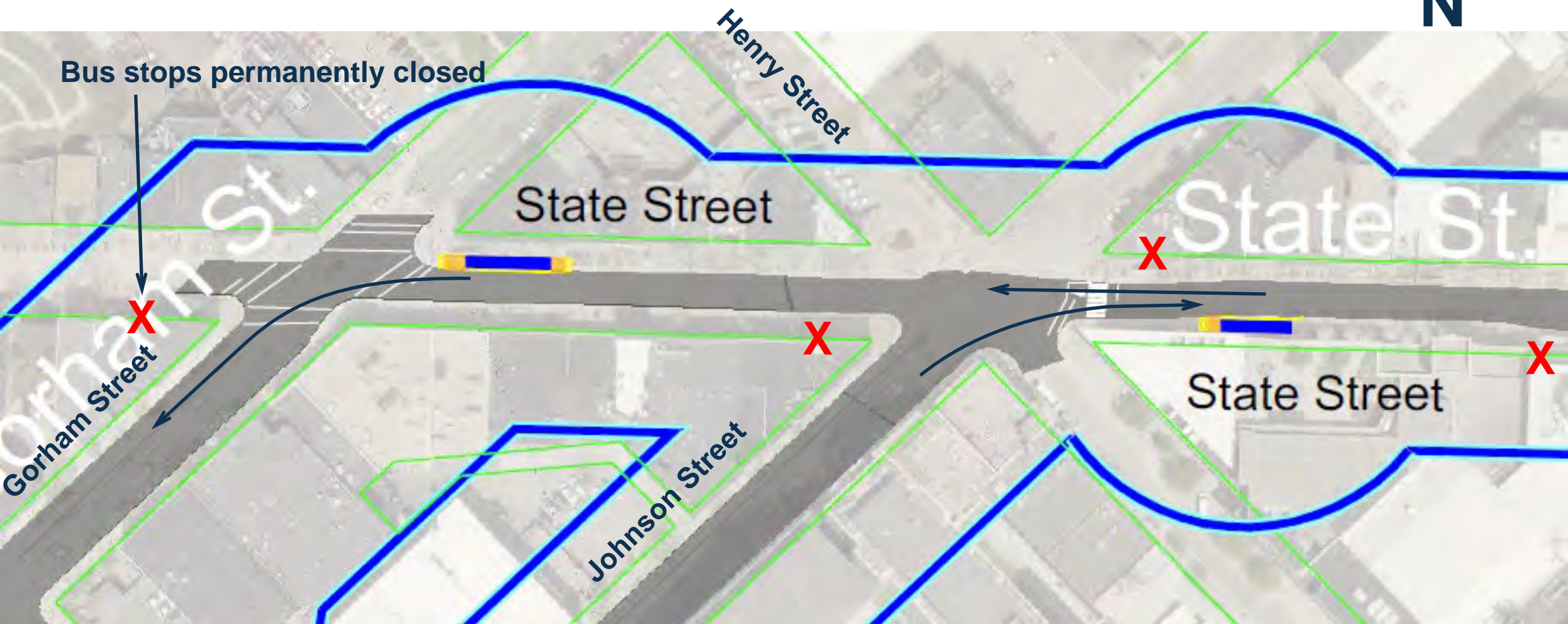




Renderings are Conceptual



Renderings are Conceptual



Bus stops permanently closed

Henry Street

State Street

State St.

State Street

Johnson Street

Gorham Street

State Street Bus Service Changes



- Bus volumes reduced from about 620 per day in 2019 to about 370
- Fewer but more frequent routes so buses do not bunch as much
- Most buses on State Street will be electric
- 10 bus stops reduced to 2 BRT stations
- Bus service removed from lower State Street

Westbound State Street



Renderings are Conceptual

Westbound State Str

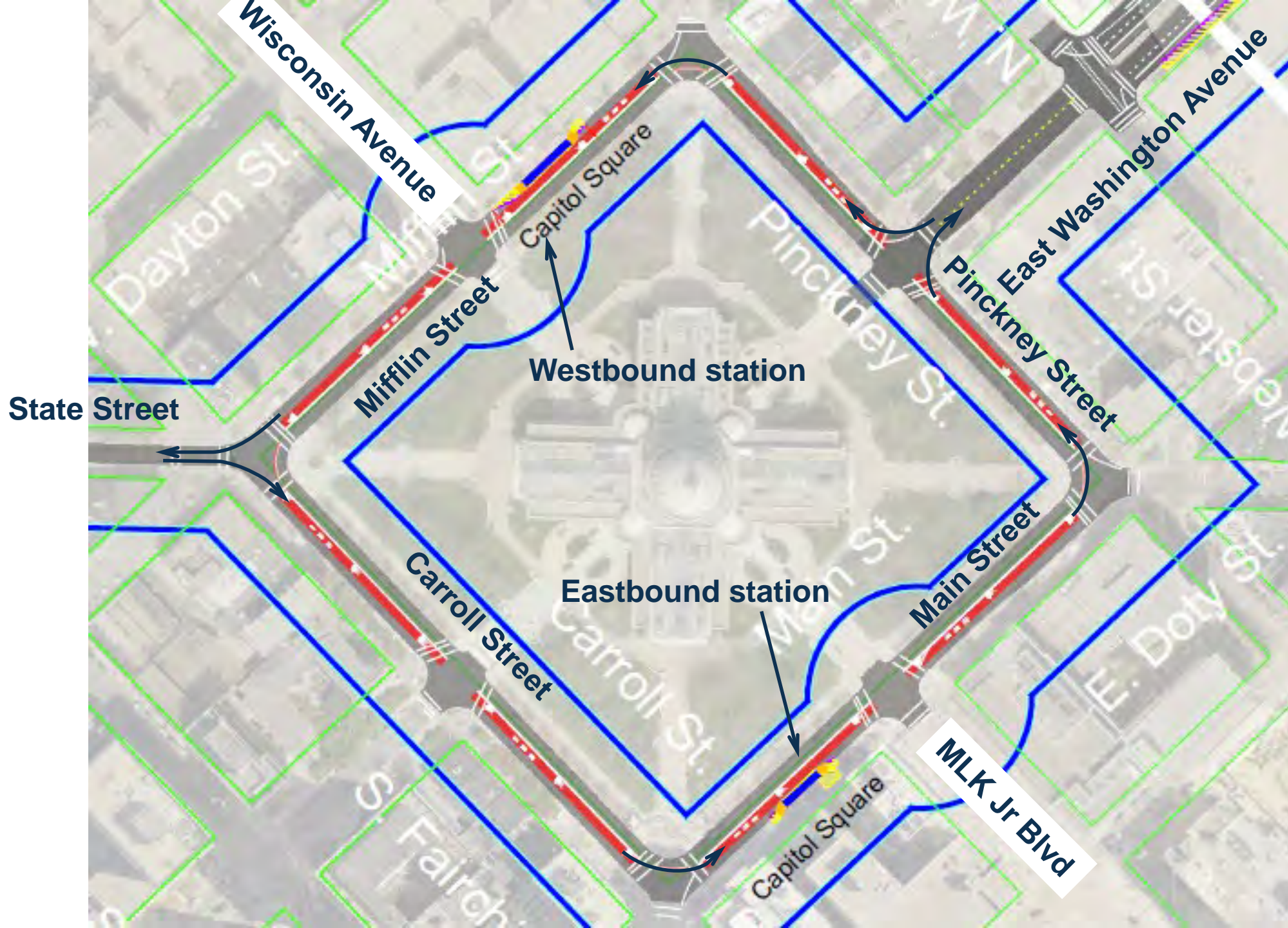
Exist



Eastbound State Street



Renderings are Conceptual



Capitol Square



Renderings are Conceptual



Blair Street

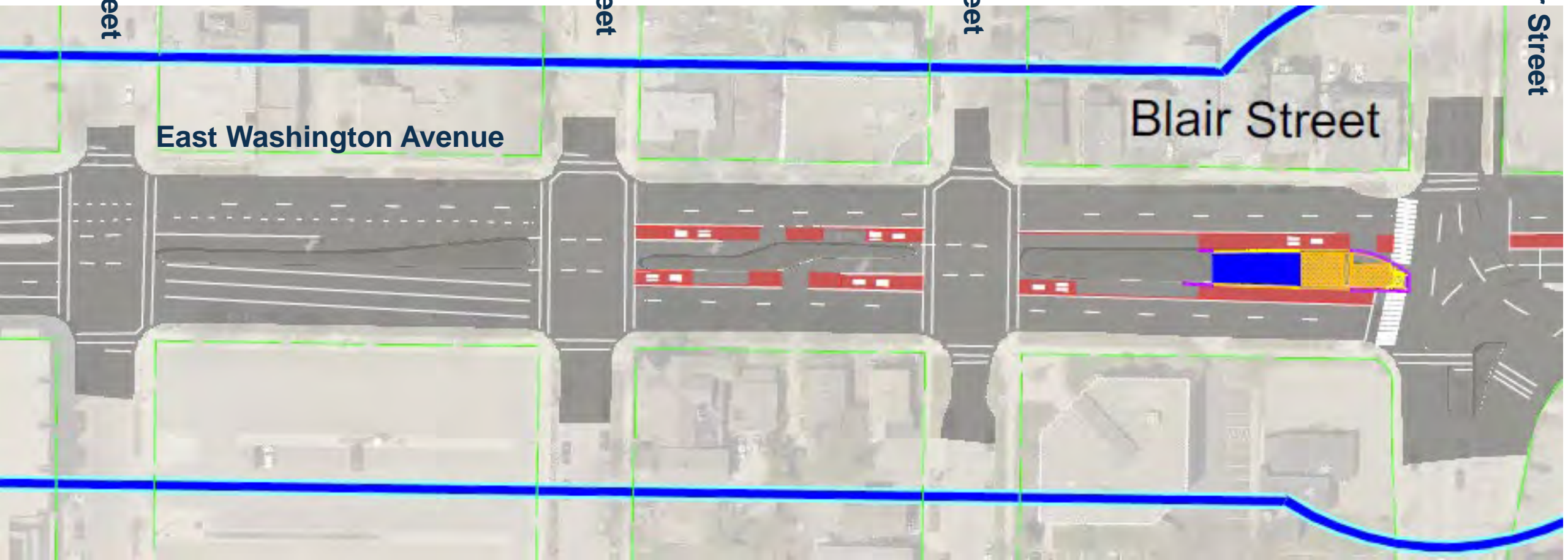
Blair Street

Franklin Street

Hancock Street

East Washington Avenue

Butler Street



Environmental Planning



4

National Historic Preservation Act

Section 106 – Historic & Cultural Resources

- Federal agencies must consider effects to historic properties
- A “historic property” is a property or district of properties listed on or determined eligible for listing on the National Register of Historic Places
- A historic property may be affected if the project may directly or indirectly cause alternations in its character or use (within the project’s “Area of Potential Effects”)



Proposed State Street Station

Proposed Regent Street Station in the Hill Farms Historic District

Identified Historic Properties in the Project's Area of Potential Effect

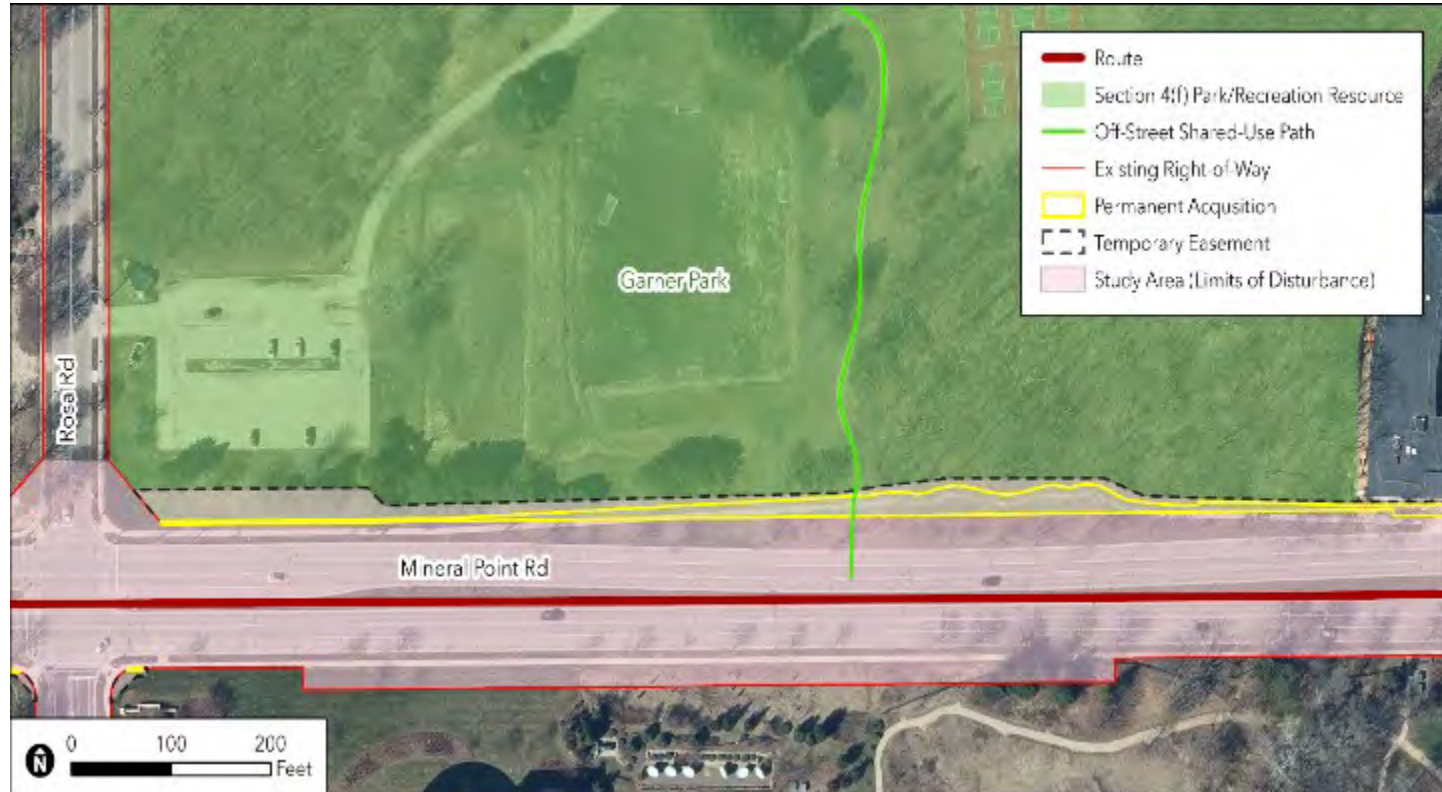
- University Hill Farms Historic District – Listed on the National Register
- Bascom Hill Historic District – Listed on the National Register
- State Street Historic District – Determined eligible for the National Register
- Wisconsin State Capitol – Listed on the National Register and a National Historic Landmark
- Dane County Courthouse/Madison City Hall – Determined eligible for the National Register
- St. Patrick's Roman Catholic Church – Listed on the National Register
- Breese Stevens Municipal Athletic Field – Listed on the National Register
- Kleuter Wholesale Grocery Warehouse – Listed on the National Register
- Gisholt Machine Company – Determined eligible for the National Register
- Madison East High School – Determined eligible for the National Register



Parks Impact – Section 4(f)

Parks and BRT

- Federal transportation projects must minimize harm to parks, wildlife refuges, and historic properties.
- The BRT project will permanently require 0.27 acres of land from Garner Park to build a new trail along the park's south edge. Temporarily, 0.58 additional acres will be needed for construction.



Parks Impact – Section 4(f)

Parks and BRT

- The BRT project will temporarily require 0.11 acres of land during construction from Nautilus Point Park to build a new trail along the park's south edge.
- A new connection to the Ice Age Junction Trail will be available at the Junction Park and Ride.
- The following parks will be served by BRT with no changes:
 - Mineral Point Greenway/West Towne Soccer Fields
 - Breese Stevens Field
 - Yahara River Parkway & Burr Jones Park
 - Starkweather Creek Bike Path
 - Reindahl Park



Parks and Historical Resources Comments

- The Federal Transit Administration is seeking public comments on potential impacts to parks and historical resources by November 14, 2021.
- Email BRT@cityofmadison.com with “Parks” or “Historical Resources” in the subject line.
- More information: MadisonBRT.com/environmental-review.
- Landmarks Commission reviews Effects Report December 13.

Questions and Comments

Please enter questions and comments into 'Q&A' at the bottom of your screen.



Next Steps

- 50% design – Winter 2022
- Station mock-up – Spring 2022



Thank you!

MadisonBRT.com

Follow on social media:

@cityofmadison

@mymetrobus

Project Contacts:

Mike Cechvala, City of Madison

Melissa Huggins, Urban Assets

Email: brt@cityofmadison.com