

MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY



Public Engagement Summary Report 1 May 24, 2019

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City of Madison Department of Transportation

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TABLE OF CONTENTS

Report	Page 1
Appendix 1	Page 11
Appendix 2	Page 81



MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

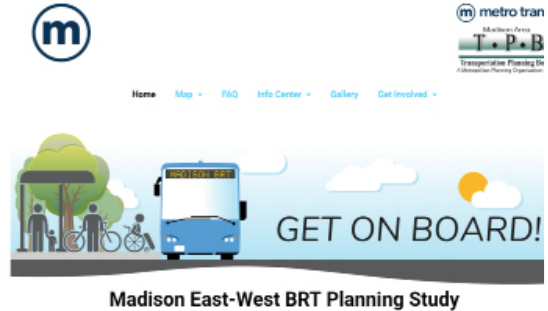
PUBLIC ENGAGEMENT APPROACH

The public engagement process for the Madison East-West Bus Rapid Transit (BRT) Planning Study is designed to support the City of Madison Racial Equity and Social Justice Initiative (RESJI) by involving a broad spectrum of residents in learning about, and providing input on, the BRT planning process.

The purpose is to build broad community awareness and buy-in through an equitable, transparent, and iterative approach that reduces barriers to participation, and incorporates a range of community needs, concerns, and priorities into the final plan.

The engagement process includes a mix of online, print, and in-person tools to provide residents with a variety of choices and opportunities for engagement. This allows area residents to choose when and how they participate in the project.

Certain strategies such as the public meetings target the public broadly, while others, such as the mobile engagement stations and small group conversations focus on reaching traditionally underrepresented communities through a more tailored approach to specific groups and organizations.



PROJECT TIMELINE

The project schedule for the Madison East-West Bus Rapid Transit (BRT) Planning Study runs from October 2018 through October 2019, with public engagement occurring throughout.



Develop Alternatives (Winter 2018 – Spring 2019)

- » Public Meeting #1: Project Kickoff
- » Survey #1
- » Small Group Meetings
- » Mobile Engagement Stations
- » City of Madison Policymakers



Evaluate & Prioritize Alternatives (Spring – Summer 2019)

- » Public Meeting #2: Preliminary Alternatives Workshop
- » Survey #2
- » Small Group Meetings
- » Mobile Engagement Stations
- » City of Madison Policymakers



Select & Refine Locally Preferred Alternative (Summer – Fall 2019)

- » Public Meeting #3: Final Alternatives Workshop
- » Small Group Meetings and Presentations
- » Mobile Engagement Stations
- » Public Meeting #4: Station Design Charrette
- » City of Madison Policymakers





MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

OUTREACH + ENGAGEMENT TOOLS

A variety of outreach and engagement tools have been used to share information and gather feedback to support development of the preliminary route alternatives.



Public engagement opportunities and project information are widely promoted through the following channels:

- » Project website (www.madisonbrt.com)
- » Informational flyers (digital and print)
- » Metro bus on-board promotion (interior and exterior)
- » City of Madison and Metro Transit social media
- » Press releases
- » E-blasts
- » Individual outreach to local organizations



SOCIAL MEDIA FOLLOWERS
11,285 @CityofMadison
882 @MyMetroBus





MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

PUBLIC ENGAGEMENT RESULTS

Key Takeaways

The Madison East-West BRT Planning Study has experienced a high level of public interest and engagement during the first six months of the project. Several themes have emerged from the input gathered to date through the website, first public survey, public meetings, small group meetings, and mobile engagement stations.

The themes below are consistent across the engagement tools and participant groups. They demonstrate a broad base of support for the goals and direction of the project, and will inform the selection of the locally preferred alternative:

1. There is a **strong sense of excitement and anticipation** surrounding bus rapid transit.
2. There is a **desire for bold planning and design** to do what it takes to achieve a successful BRT system.
3. Central to participants' definition of success is **faster and more reliable transit service** seven days per week, including off-peak hours.
4. An **emphasis on universal design** is critical to all aspects of BRT planning in order to achieve a system that is accessible for all.
5. There is **strong interest in regional benefits**, including faster cross-town travel times and better service to jobs and destinations outside of central Madison, as well as a desire for more **commuter parking solutions** to improve regional connections.

"Let's do this."

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

*"It must be remembered
that this is only PART of a
person's commute. Park-n-
rides and easy transfers are
critical."*

*"Good luck with BRT.
I hope you can get
dedicated bus lanes so
that people actually use
mass transit."*



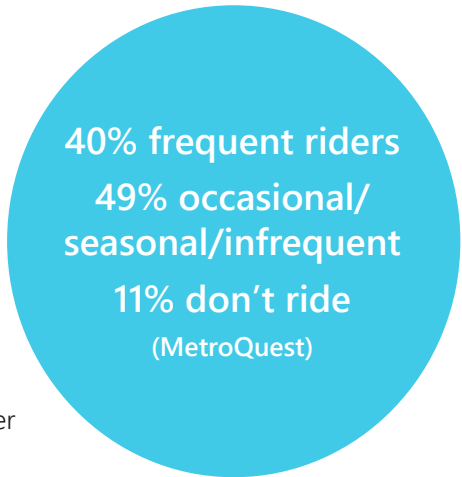


MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

SURVEY #1

The first public survey for the project was released on December 5, 2018, one week prior to the public kickoff meeting. The survey was available through February 3, 2019. The survey informed participants about the general scope of the Madison East-West BRT Planning Study and sought input on participants' knowledge, priorities, concerns, and questions related to future BRT in Madison.

In addition to the primary version in MetroQuest, the survey was also offered in a printable and screen-reader friendly version through Survey Monkey, for participants with visual impairments or other access challenges. An online survey station was provided at the Warner Park Rec Center mobile engagement station, and paper copies were brought to two mobile engagement stations at Mount Zion Church.



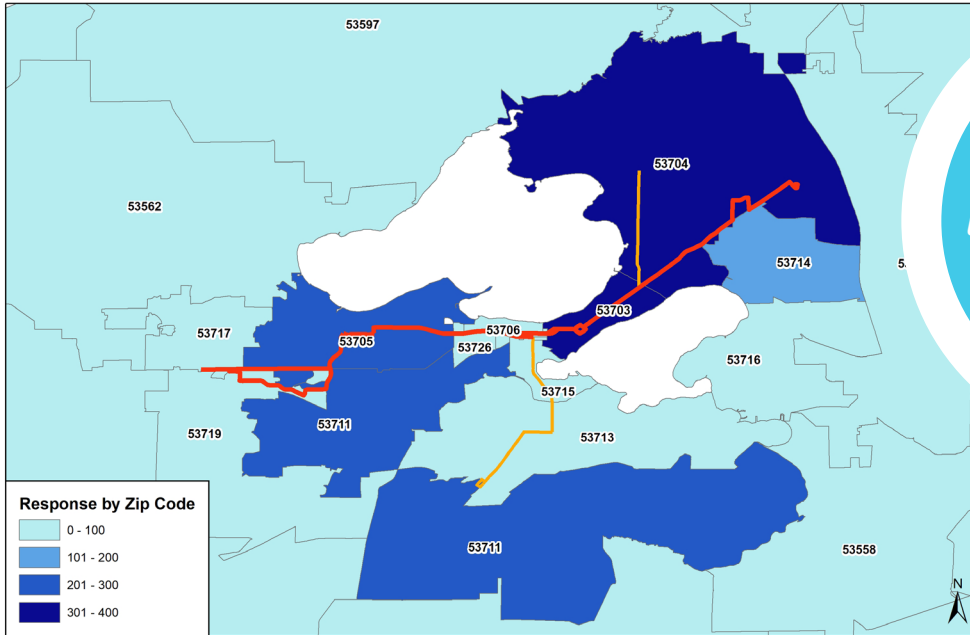
DEMOGRAPHIC COMPARISON	
MetroQuest Survey	Accessible Survey (Survey Monkey)
Online Highly interactive and game-like style Not printable or screen-reader compatible	Online, with print copies at mobile engagement stations Basic/simple style Printable and screen-reader compatible
2,697 participants, 51 zip codes	295 participants, 21 zip codes
12% non-white	18% non-white
31% annual income under \$50,000	38% annual income under \$50,000
6% ages 65+	27% ages 65+
58% frequent or occasional riders	49% frequent or occasional riders





MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

MADISON EAST-WEST BRT SURVEY 1 RESPONSES BY ZIP CODE



*Responses received from 53 different zip codes.

Source: Survey 1 ZIP code data from MetroQuest and Survey Monkey

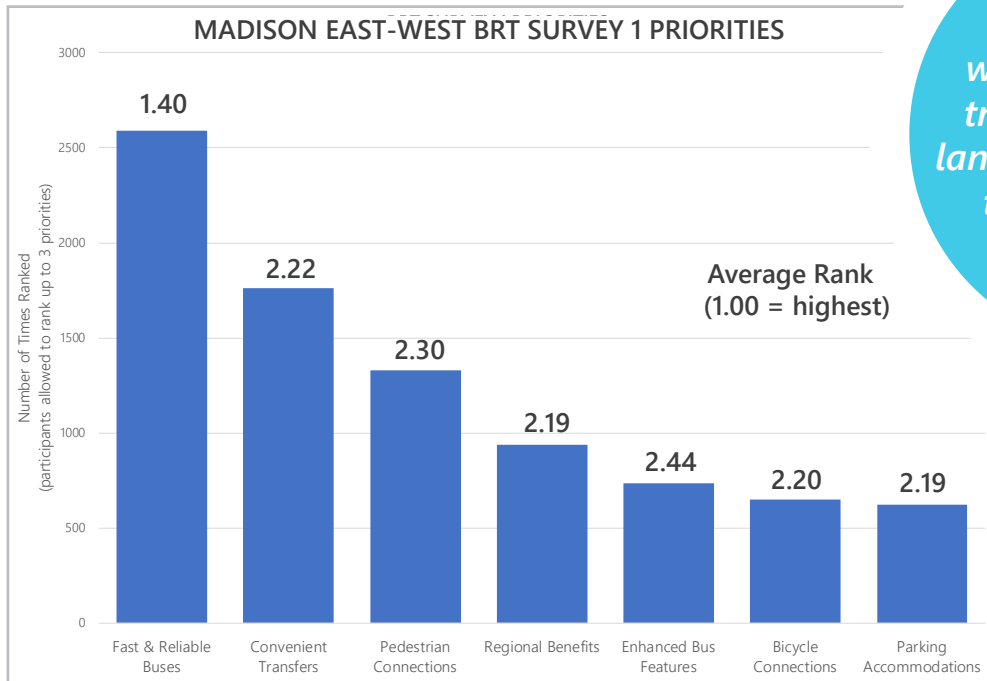
"Need to have good connections to the north side."

"I'm worried it won't end up being any faster than what we currently have."

"Need more parking options to catch future BRT."

"I am concerned with pushing more traffic into existing lanes to accommodate the exclusive bus lanes."

"Need separation between buses and vehicles in order to be safe."



MORE INFORMATION
See Appendix 1 for the full survey results summaries from MetroQuest and Survey Monkey, including results of the MetroQuest mapping exercise.





MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

PUBLIC MEETING 1 | 127+ PARTICIPANTS

Project Kickoff: December 12, 2018, Madison Central Library

The project kickoff meeting introduced over 127 participants to the background and goals of the Madison East-West BRT Planning Study.

The meeting included an open house, presentation, Q&A session, and follow-up small group discussion. The meeting was covered by local media and livestreamed by the City Channel.

99 Live Stream Views
132 Video Archive Views
269 "Interested" on Facebook

What headline would you most like to see in the news five years after Madison's first BRT line is built?



Madison's BRT System a Smashing Success Due to Record Ridership!
Affordable Housing Completed on Former Parking Ramp Site
4 High Tech Businesses Choose Madison Because of Travel Times
Madison Carbon Neutral on Transportation
BRT Stimulates \$3B in Economic Development
More Bikers and Transit Riders than Cars Commuting Around Madison!
Madison BRT Helps Attract Riders Throughout Dane County!
Possible Expansion through Southern WI – Truly Regional!
Massive Ridership Drives Madison to Expand BRT!
Who Needs A Car in Madison?
Traffic Congestion on Isthmus Declines for Second-Straight Year
100% Renewable Energy POWERS BRT During First 12 Months!
Newest Buses Rely Totally on Renewable Energy Sources



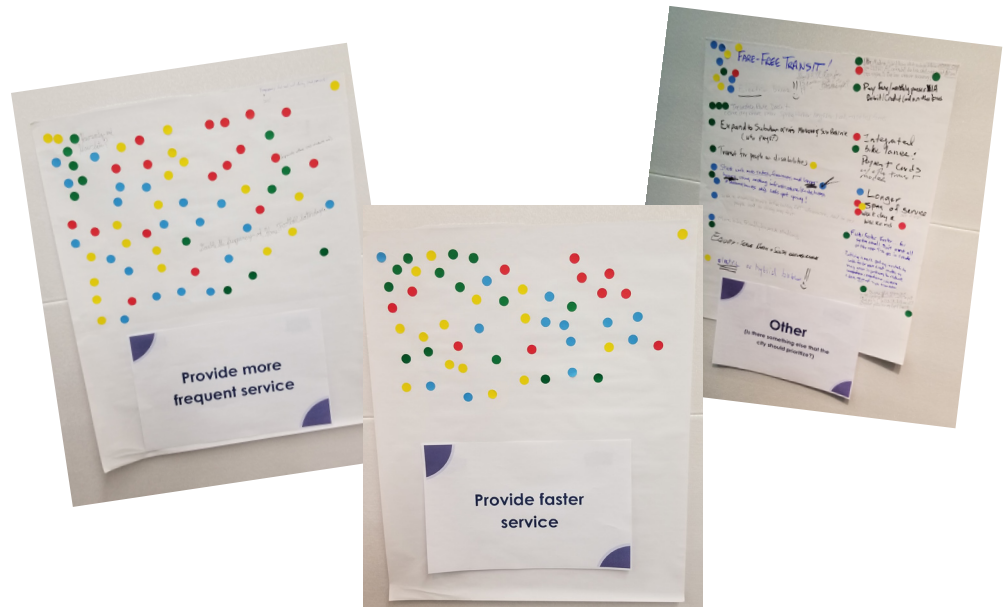


MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

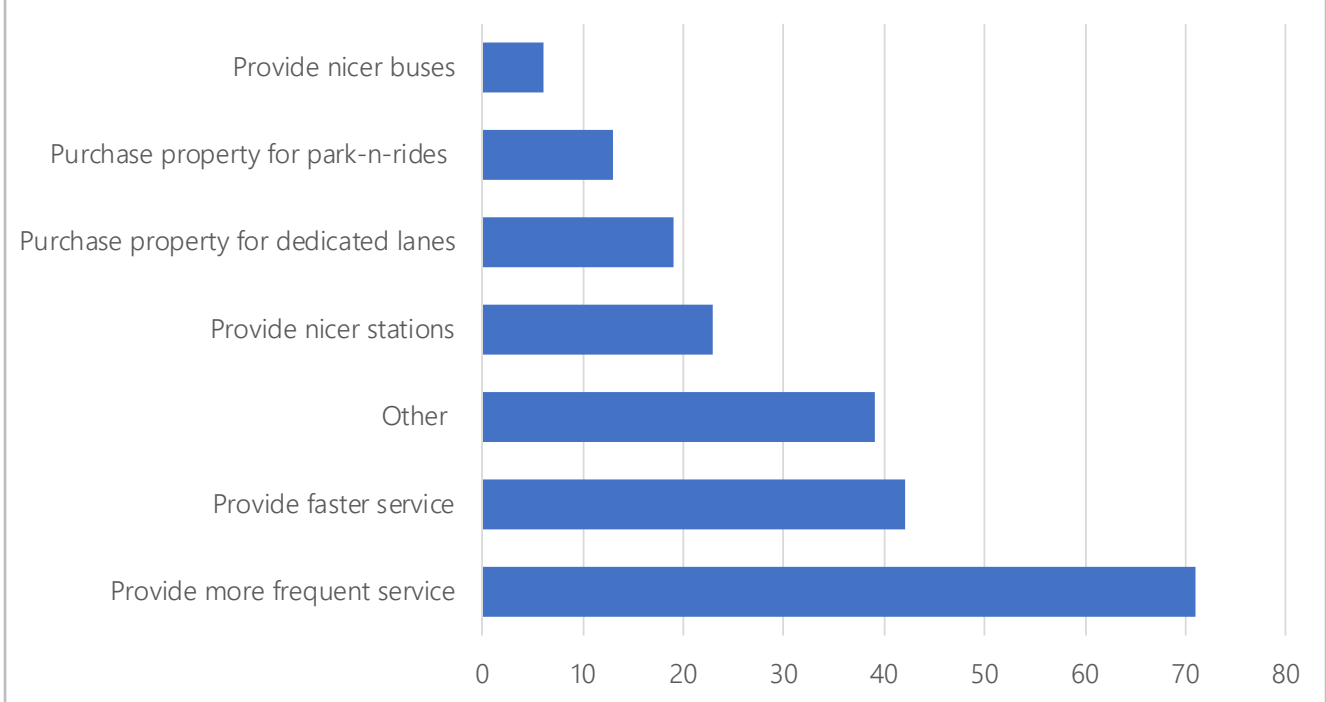
PUBLIC MEETING 1

What should the City do to make Madison's BRT system most successful?

Place your three dots on any of the following priorities, or create your own.



BRT PRIORITIES: PUBLIC MEETING 1 DOT VOTING RESULTS



MORE INFORMATION

See Appendix 2 for the notes from Public Meeting 1.





MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

PUBLIC MEETING 2 | 84+ PARTICIPANTS

Preliminary Alternatives Workshop: May 14, 2019, Madison Senior Center

The second public meeting engaged over 84 participants in learning about preliminary route alternatives within the east-west BRT corridor, with emphasis on options downtown and on the west side. The meeting included a presentation, Q&A session, and open house breakout rooms to allow deeper dives into the east, west, and downtown segments.

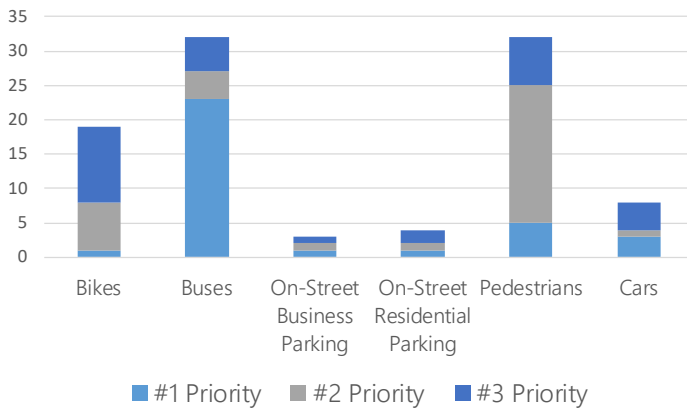
Participants provided feedback on priorities for the use of budget and public right-of-way space, as well as on potential runningway and station locations shown in the breakout rooms. This feedback will inform the development of the draft locally preferred alternative, which will be shared at the third public meeting.

The meeting was covered by local media outlets and livestreamed by the City Channel.




59 Live Stream Views
159 "Interested" on Facebook

RIGHT-OF-WAY SPACE PRIORITIES



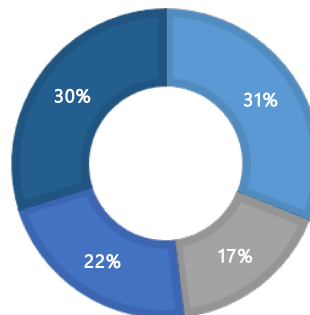
Please rank your top three priorities for the use of street and sidewalk space along the East-West BRT route.

Choose your preferred level of investment for each BRT feature by allocating a \$12 budget. Assume a new bus garage is included.

(Note: There is not enough budget provided to allow the highest level of investment for each.)



BRT BUDGET ALLOCATION PRIORITIES



- Runningway
- Stations/Shelters
- Vehicles
- Service & Route Structure





MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

TARGETED COMMUNITY CONVERSATIONS

Small group meetings and mobile engagement stations are critical to ensuring diverse outreach and participation in the public engagement process. By interacting with people at existing meetings, events, and community locations, the project team is able to better reach audiences who may otherwise not participate in providing input on this project.

Small Group Meetings & Presentations

City staff have organized meetings with a range of community organizations and interest groups, and responded to requests submitted through the project website, which offers informational presentations to any interested group or organization. These small group meetings will continue throughout the project to inform and gather feedback from as many community members as possible. Meetings held to date:

- » January 9: Urban League – leadership
- » January 23: 1000 Friends of Wisconsin – leadership
- » January 28: Bike Fitchburg – Board of Directors
- » February 1: 100 State – leadership
- » February 7: Access to Independence and WI Council for the Blind and Visually Impaired – leadership
- » February 11: Greater Madison Chamber of Commerce – Public Policy Committee
- » February 16: National Federation of the Blind (Dane County Chapter) – members
- » February 18: Village of Shorewood Hills – Village Caucus/Board meeting
- » March 15: Homeless Services Consortium of Dane County – Board of Directors
- » March 20: Latino Support Network of Dane County (LaSUP) – monthly meeting
- » March 21: YWCA Madison – residents and staff
- » May 6: Marquette Neighborhood Association – Transportation Committee
- » May 10: Downtown Madison, Inc. – Transportation Committee

Mobile Engagement Stations

Mobile engagement stations are staffed by project team members at a variety of locations around Madison to share information, engage people in informal conversation, encourage participation in surveys, and gather feedback.

The stations are organized during daytime, evening, and weekend hours at locations chosen to maximize interaction with diverse communities in an informal setting. Each station typically includes a table with project handouts, a video display, and a space to fill out surveys online or on paper.

Mobile engagement stations organized to date:

- » January 24, 2019: Warner Park Community Center, 4:30-6:30 PM
- » January 27, 2019: Mount Zion Baptist Church, after Sunday service
- » February 6, 2019: Mount Zion Baptist Church, after evening bible study





MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

COMING UP

Over the next five months, the project alternatives will be further analyzed and refined into a locally preferred alternative. Public engagement will continue to inform this process.

SURVEY #2
May 7 - June 16

**MOBILE
ENGAGEMENT
STATIONS**

**PUBLIC
MEETING 3:
FINAL
ALTERNATIVES
WORKSHOP**
Summer 2019

**PUBLIC
MEETING 4:
STATION DESIGN
CHARETTE**
Fall 2019

**PROJECT
WEBSITE
+
SOCIAL MEDIA**

**SMALL GROUP
MEETINGS &
PRESENTATIONS**





MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

APPENDIX 1: SURVEY 1 RESULTS

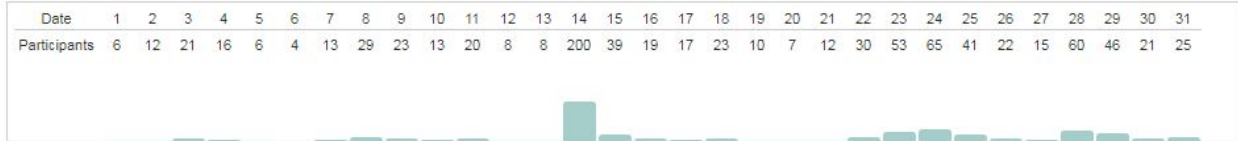


Traffic Dashboard

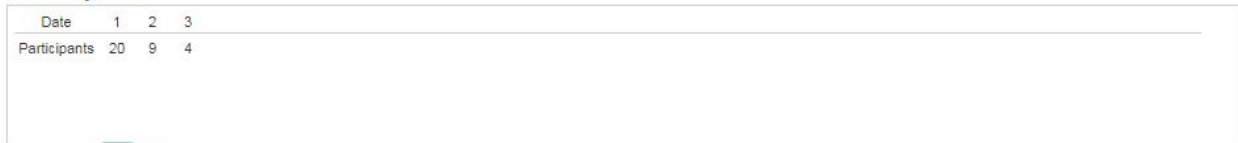
December 2018



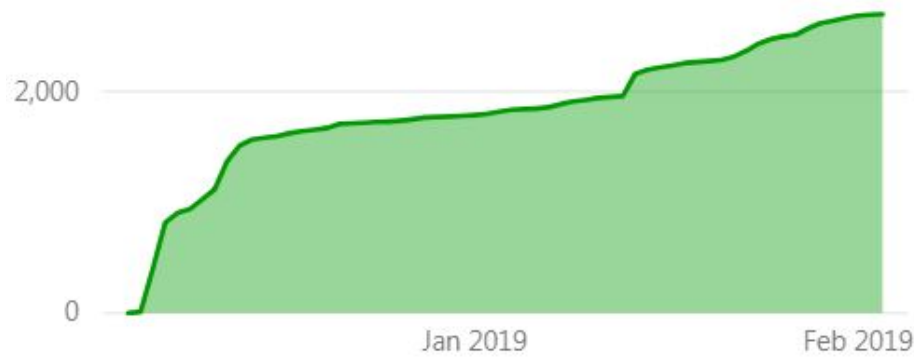
January 2019



February 2019

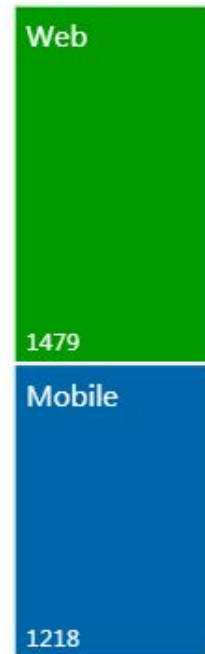


Total Participants



2697
Participants

Participants by Date

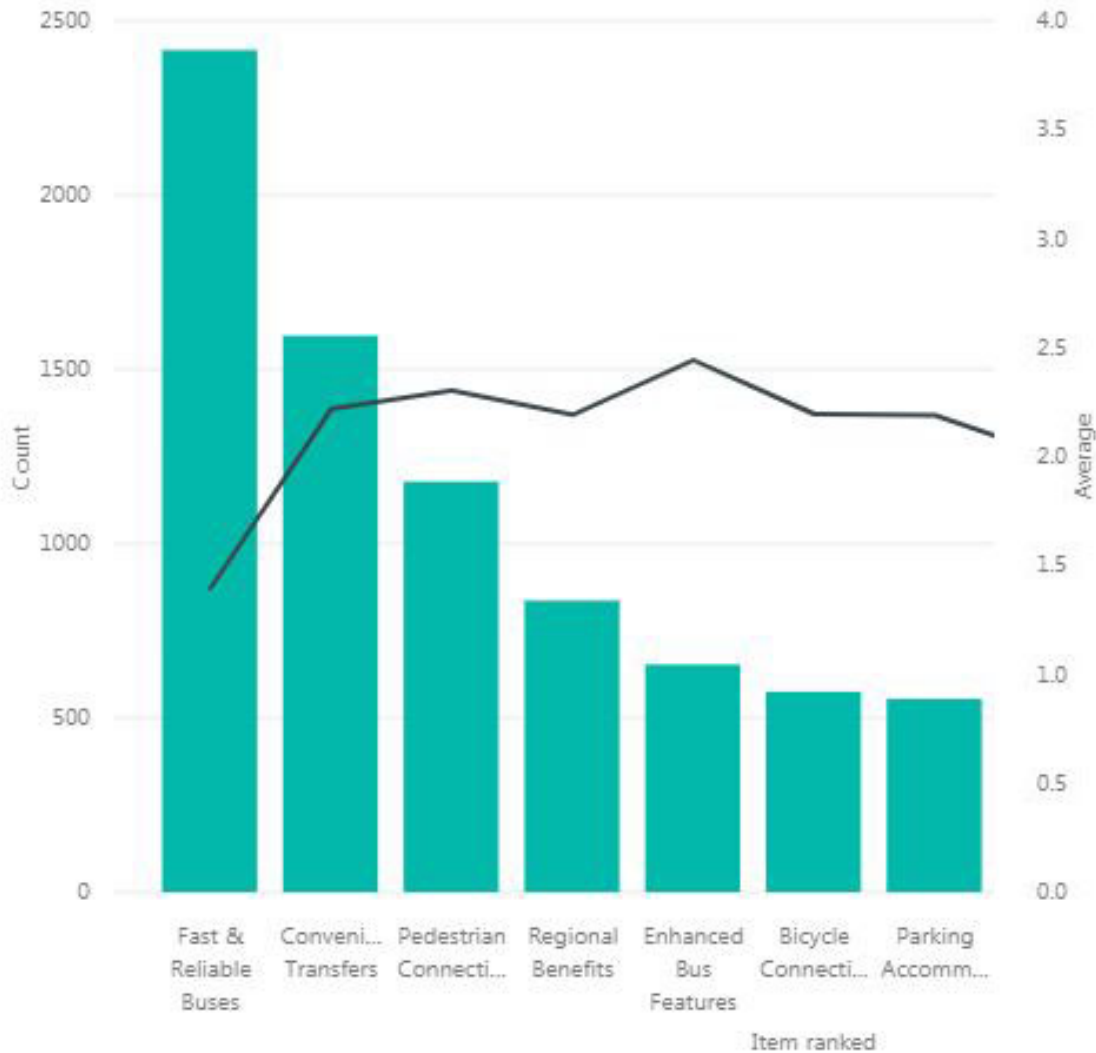


* Participants are visitors who submitted data

Priorities

Enhanced Bus Features	Fast & Reliable Buses	Pedestrian Connections	Parking Accommodati...
74 (11%)	1712 (71%)	174 (15%)	122 (22%)
216 (33%)	453 (19%)	473 (40%)	205 (37%)
363 (56%)	251 (10%)	531 (45%)	227 (41%)
0 (0%)	0 (0%)	0 (0%)	0 (0%)
Times ranked: 653 Average rank: 2.443	Times ranked: 2416 Average rank: 1.395	Times ranked: 1178 Average rank: 2.303	Times ranked: 554 Average rank: 2.190

Regional Benefits	Bicycle Connections	Convenient Transfers
206 (25%)	145 (25%)	213 (13%)
264 (32%)	173 (30%)	822 (51%)
366 (44%)	257 (45%)	562 (35%)
0 (0%)	0 (0%)	0 (0%)
Times ranked: 836 Average rank: 2.191	Times ranked: 575 Average rank: 2.195	Times ranked: 1597 Average rank: 2.219



* Note that the highest rank is 1, so small rankings and averages are better than high ones.

Survey Responses

Introduction

1) Are you familiar with bus rapid transit (BRT)?	Count	Percent
a. No, BRT is new to me.	597	23.5%
b. I've heard of BRT, but I don't know much about it.	1,136	44.7%
c. Yes, I am familiar with BRT.	811	31.9%
	2,544	100.0%

2) On average, how often do you ride the bus?	Count	Percent
a. Frequent rider (five or more days per week).	1,007	40.3%
b. Occasional rider (few times per month).	458	18.3%
c. Seasonal rider (weather impacts my ridership).	258	10.3%
d. Infrequent rider (primary vehicle not available).	508	20.3%
e. I do not ride the bus.	268	10.7%
	2,499	100.0%

Parking Accommodations

What are the most important parking issues that should be considered along the BRT route? (Select up to 3)	Count	Percent
Add new park-n-ride lots to serve the corridor	340	27.2%
Improve/expand existing park-n-ride lots that connect to the corridor	285	22.8%
Replace lost on-street parking with nearby off-street parking	235	18.8%
Eliminate on-street parking where it will allow for a dedicated bus only lane	161	12.9%
Preserve as much on-street parking as possible	110	8.8%
Preserve on-street parking near businesses	108	8.6%
Other (describe below)	12	1.0%
Total	1,251	100.0%

Comments: 53

Fast & Reliable Buses

Which are the most important travel concerns along the BRT corridor today? (Select up to 3)	Count	Percent
Buses take too long (stop too frequently)	1,450	28.6%
Service not frequent enough during off-peak, or weekends	1,412	27.9%
Service not frequent enough during weekday peak	927	18.3%
Service starts too late or ends too early	751	14.8%
Safety (cars drive too fast and/or don't respect buses)	324	6.4%
Other (describe below)	200	3.9%
Total	5,064	100.0%

Comments: 587

Bicycle Connections

What would most improve bicycle travel within the BRT corridor? (Select up to 3)	Count	Percent
Improved bike routes connecting to corridor	386	28.8%
Space for bikes on-board BRT vehicles	346	25.8%
Secure bike parking at stations	249	18.6%
Improved bike facilities along and/or parallel to BRT corridor	244	18.2%
Connections to bike-share stations	110	8.2%
Other (describe below)	7	0.5%
Total	1,342	100.0%

Comments: 66

Pedestrian Connections

What would most improve pedestrian travel within the BRT corridor? (Select up to 3)	Count	Percent
Add new sidewalks (eliminate missing segments)	587	23.4%
Add signalized crossings/crosswalks	584	23.3%
Build multi-use paths (also accommodate bicyclists)	504	20.1%
Improve sidewalks connecting to BRT stations	430	17.1%
Enhance facilities for people with disabilities	276	11.0%
Locate sidewalks farther from the road	82	3.3%
Other (describe below)	47	1.9%
Total	2,510	100.0%

Comments: 147

Convenient Transfers	Comments	Percent
Which Madison Metro routes (or other transit services) would you use most often to connect to the East-West BRT route?	1,005	72.8%
Provide comments you have related to local or regional bus transfers along the BRT corridor.	376	27.2%
Total	1,381	100.0%

Enhanced Bus Features

What are the most important BRT vehicle features? (Select up to 3)	Count	Percent
Alternative fuel, or electric buses	427	28.0%
WiFi on bus	394	25.8%
Wider space inside bus	267	17.5%
Security cameras	181	11.9%
Bike storage inside bus	149	9.8%
Distinctive branding	43	2.8%
Other (describe below)	39	2.6%
Tinted windows	27	1.8%
Total	1,527	100.0%

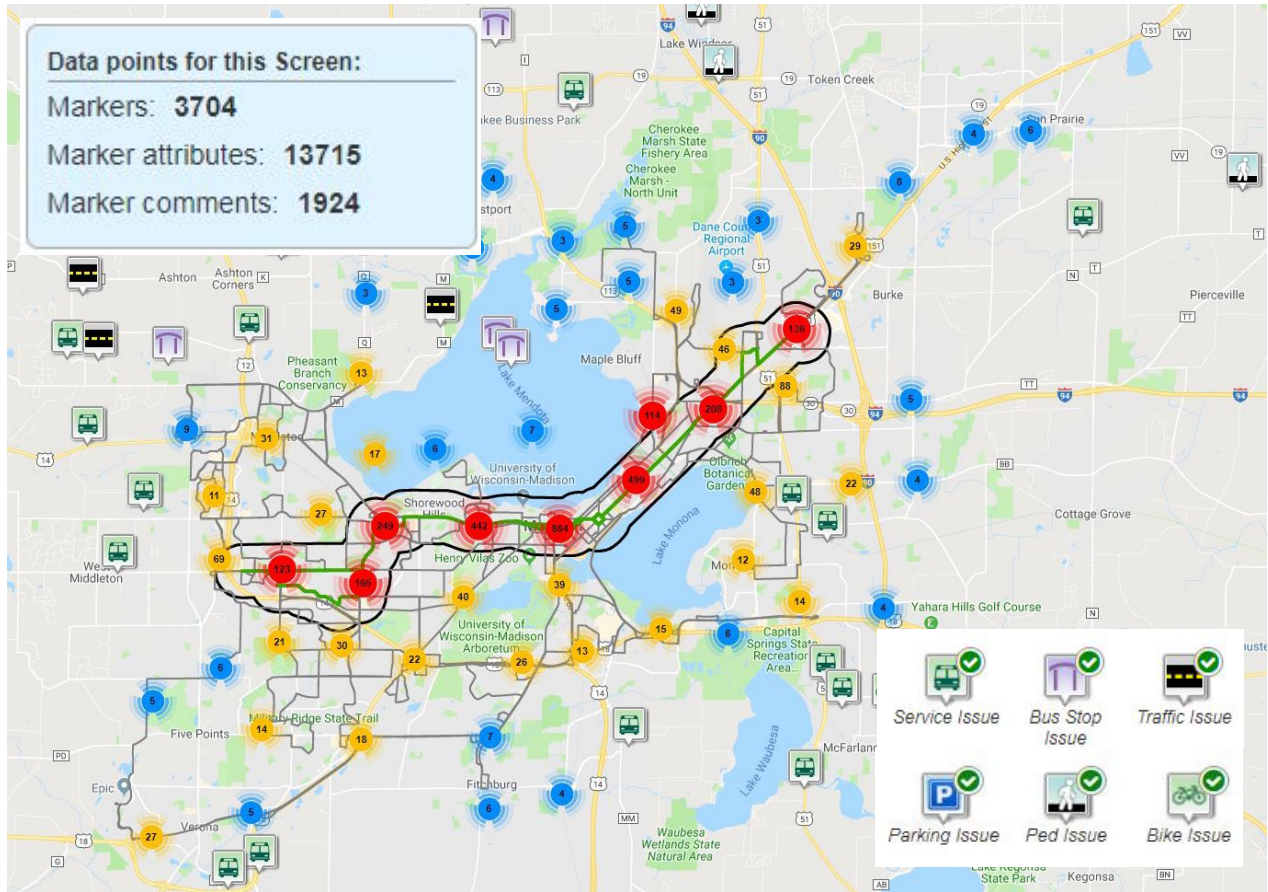
Comments: 114

Regional Benefits

What are the most important regional benefits of the BRT corridor? (Select up to 2)	Count	Percent
Faster cross-town travel times	429	29.9%
More reliable, frequent service to major employers and destinations outside of central Madison	426	29.7%
More reliable, frequent service to major employers and destinations in Downtown Madison and the UW campus area	355	24.8%
Convenient connections to park-and-ride lots	200	13.9%
Other (describe below)	24	1.7%
Total	1,434	100.0%

Comments: 156

Mapping



Service Issue	Count	Percent
Need better connecting local service	271	38.3%
Other	183	25.9%
Buses get delayed in traffic	124	17.5%
Key local bus to BRT transfer location	86	12.2%
Key intercity bus to BRT transfer location	43	6.1%
Total	707	100.0%

Markers: 1,020
Comments: 606

Bus Stop Issue	Count	Percent
Improve (add shelter or other amenity)	116	35.8%
Primary bus stop (enhance with BRT)	105	32.4%
Other	92	28.4%
Design station to match neighborhood	11	3.4%
Total	324	100.0%

Markers: 490
Comments: 280

Bike Issue	Count	Percent
Add multi-use path (next to road)	106	32.6%
Improve or add on-street bike facility	85	26.2%
Other	58	17.8%
Add bike signals at intersections	48	14.8%
Add bike racks/secure parking	28	8.6%
Total	325	100.0%

Markers: 423
Comments: 249

Pedestrian Issue	Count	Percent
Add/improve crosswalk	231	58.2%
Other	113	28.5%
Add new sidewalk to eliminate a gap	52	13.1%
Repair/replace existing sidewalk	1	0.3%
Total	397	100.0%

Markers: 569
Comments: 359

Mapping (Continued)

Traffic Issue	Count	Percent
Congestion causes travel delays	433	70.4%
Conflicts with buses, bikes and/or pedestrians	58	9.4%
Travel speeds are too fast	44	7.2%
Difficult to turn at intersection	35	5.7%
Other	24	3.9%
Frequent area for crashes	21	3.4%

Total **615** **100.0%**

Markers: 865

Comments: 312

Parking Issue	Count	Percent
Add a park-n-ride lot	121	50.4%
Preserve on-street parking	27	11.3%
Opportunity to remove on-street parking	24	10.0%
Opportunity to accommodate off-street parking	24	10.0%
Improve, or expand, existing park-n-ride lot	24	10.0%
Other	20	8.3%

Total **240** **100.0%**

Markers: 342

Comments: 119

Demographics

What is your age group

691	25 to 34
418	35 to 44
257	45 to 54
217	55 to 64
163	18 to 24
117	65 and over
10	Under 18

1873 Total

What is your annual household income

480	Over 100000
354	50000 to 74999
290	75000 to 100000
215	15000 to 34999
203	35000 to 49999
163	Prefer not to answer
84	Under 15000

1789 Total

What is your gender

887	Male
885	Female
49	Prefer not to answer
37	Nonbinarythird gender
4	Prefer to selfdescribe

1862 Total

What is your raceethnicity

1591	WhiteCaucasian
58	HispanicLatino
55	Two or more races
50	Asian
34	BlackAfrican American
19	Other not listed
9	American IndianAlaskan Native
2	Native HawaiianPacific Islander

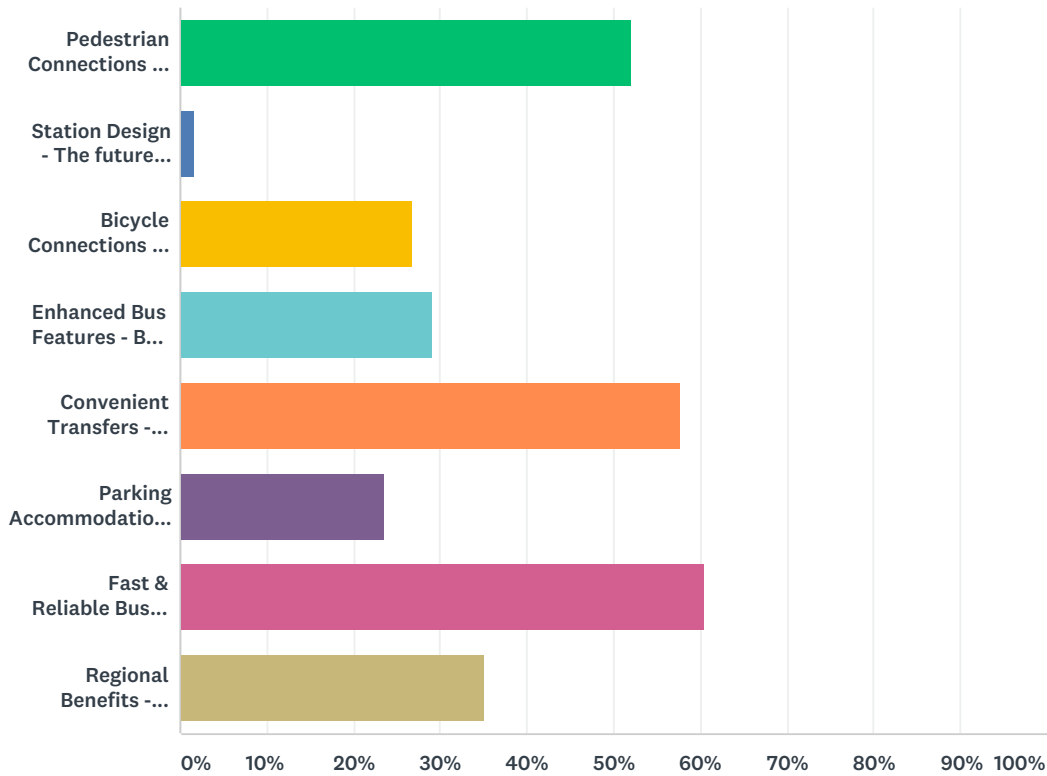
1818 Total

What is your home zip code

*Too many responses have been given for this view.
See excel download for data.*

Q1 Select your top 3 priorities related to planning for the new Madison East-West BRT service. We want to hear from you no matter how often you currently use public transit in Madison.

Answered: 288 Skipped: 7



ANSWER CHOICES	RESPONSES
Pedestrian Connections - Nearly all transit trips begin and end with walking. Providing safe, walkable streets and designated crosswalks within the Madison BRT corridor is important, especially around BRT station areas.	52.08% 150
Station Design - The future East-West BRT corridor includes a diverse mix of neighborhoods and commercial districts, each with its own unique character. BRT station areas should be designed to complement and enhance development in the areas in which they are located.	1.74% 5
Bicycle Connections - People of all ages and abilities ride bikes in Madison. On-street bike lanes and dedicated paths should be designed to provide safe, convenient connections to BRT stations.	26.74% 77
Enhanced Bus Features - BRT vehicles should include modern amenities which provide a high-quality riding experience for all users. Some examples include on-board WiFi, on-board bike storage, distinctive branding, and alternative fuel or electric vehicles.	29.17% 84
Convenient Transfers - Many Madison Metro routes use the proposed East-West BRT corridor for at least a portion of their trip. Establishing efficient transfers between local Metro routes and the new BRT routes will benefit the entire bus system.	57.64% 166
Parking Accommodations - Implementing BRT often requires the removal of some on-street parking to provide fast, reliable transit service. Balancing the pros and cons of on-street parking versus bus-only lanes should be evaluated, along with the possibility of adding park and ride facilities.	23.61% 68
Fast & Reliable Buses - BRT is an opportunity to rethink how cars, buses, bikes, and pedestrians are prioritized in and along our roadways. Madison's BRT investment should enhance the travel experience for everyone by making buses faster and more reliable.	60.42% 174

Help plan Bus Rapid Transit (BRT) in Madison

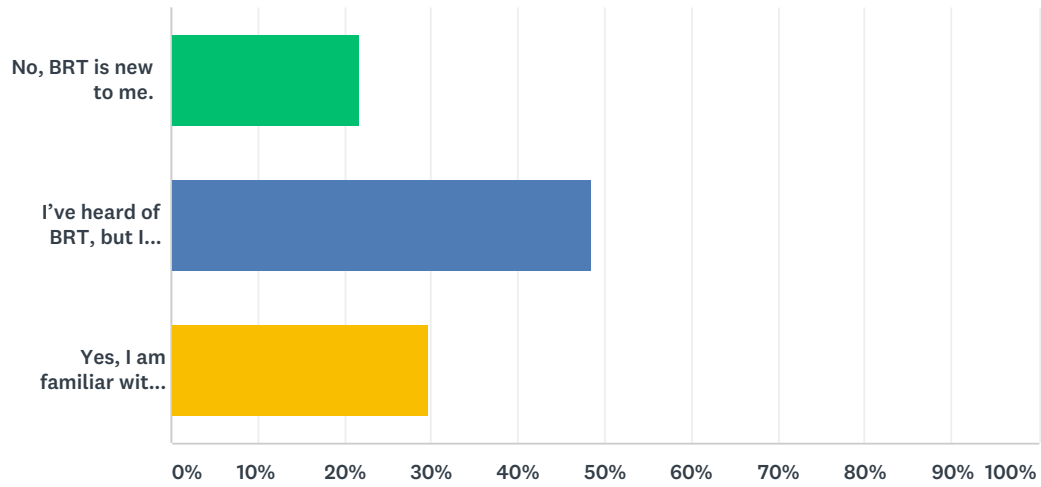
Regional Benefits - Commuters from cities outside of Madison use the proposed East-West BRT route daily to reach major employment centers. Madison should create a BRT system that encourages regional commuters to use the bus for all or a portion of their trip.

35.07% 101

Total Respondents: 288

Q2 Are you familiar with bus rapid transit (BRT)?

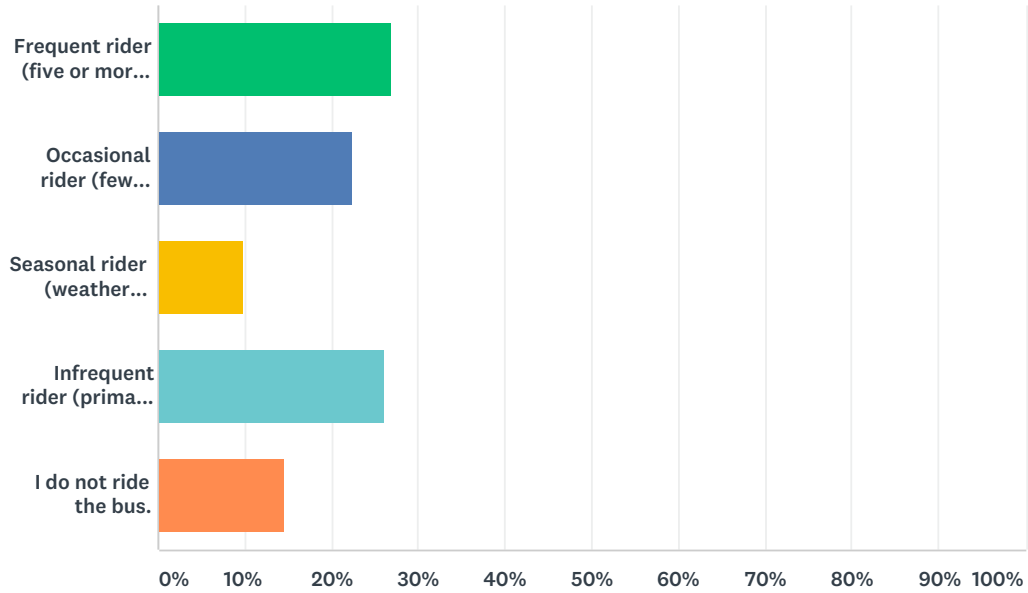
Answered: 286 Skipped: 9



ANSWER CHOICES	RESPONSES	
No, BRT is new to me.	21.68%	62
I've heard of BRT, but I don't know much about it.	48.60%	139
Yes, I am familiar with BRT.	29.72%	85
TOTAL		286

Q3 On average, how often do you ride the bus?

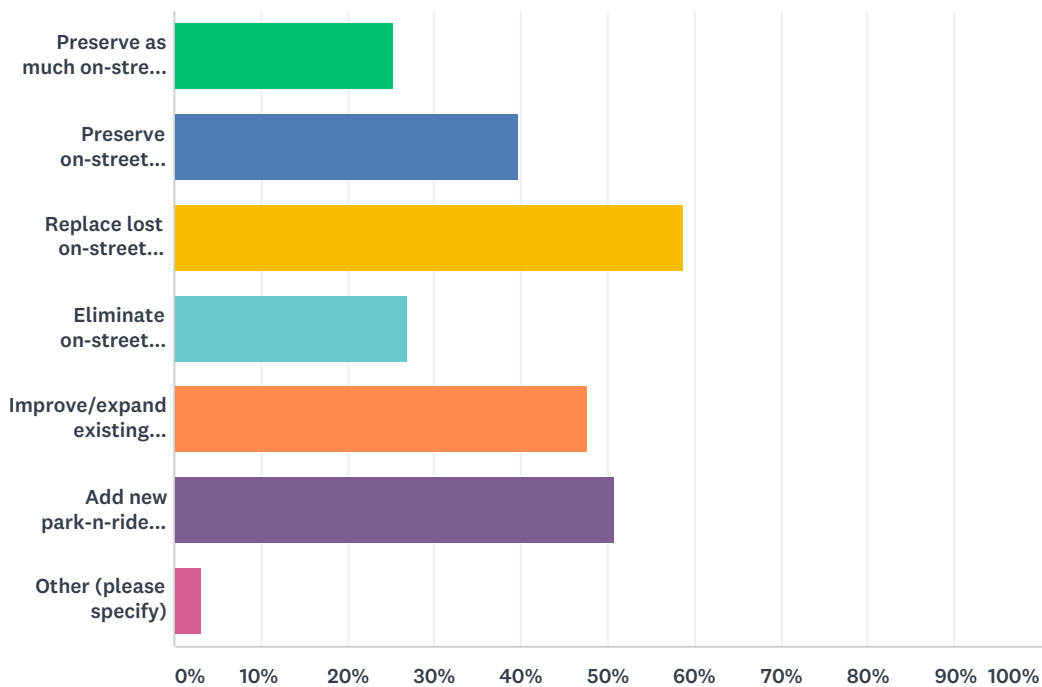
Answered: 286 Skipped: 9



ANSWER CHOICES	RESPONSES	
Frequent rider (five or more days per week).	26.92%	77
Occasional rider (few times per month).	22.38%	64
Seasonal rider (weather impacts my ridership).	9.79%	28
Infrequent rider (primary vehicle not available).	26.22%	75
I do not ride the bus.	14.69%	42
TOTAL		286

Q4 What are the most important parking issues that should be considered along the BRT route? (Select up to 3)

Answered: 63 Skipped: 232



ANSWER CHOICES	RESPONSES
Preserve as much on-street parking as possible	25.40% 16
Preserve on-street parking near businesses	39.68% 25
Replace lost on-street parking with nearby off-street parking	58.73% 37
Eliminate on-street parking where it will allow for a dedicated bus only lane	26.98% 17
Improve/expand existing park-n-ride lots that connect to the corridor	47.62% 30
Add new park-n-ride lots to serve the corridor	50.79% 32
Other (please specify)	3.17% 2
Total Respondents: 63	

#	OTHER (PLEASE SPECIFY)	DATE
1	Safety! On the buses and at stops and transfer points. This should be the number one priority.	1/17/2019 9:34 AM
2	Possibly add bus only lanes for busy parts of the street	1/15/2019 10:51 AM

Q5 Provide comments you have related to parking along the BRT corridor.

Answered: 18 Skipped: 277

#	RESPONSES	DATE
1	It must remembered that this is only a PART of a person's commute. Park-n-rides and easy transfers are critical.	1/25/2019 3:29 PM
2	Madison does not need a BRT system. The city should be asking why are people not using the current bus system and then make changes to the current system so more people will ride it.	1/25/2019 6:21 AM
3	I think it is great you are looking at this alternative. As Madison grows to higher densities parking will become more critical for an effective BRT system.	1/19/2019 9:38 AM
4	Eliminating parking could be bad for business and, thus, lost revenue from taxes paid by businesses!!	1/17/2019 9:34 AM
5	Lots should be highly secure and NOT impact neighboring communities. There has been a LOT of crime involving car break ins lately.	1/16/2019 11:52 PM
6	Keep in mind that not all people who need to park on the street live in Madison and will be able to use BRT. People commuting in for work will still need parking that they can afford and many use the street rather than pay the outrageous rates charged by the city.	1/15/2019 10:50 PM
7	Purists will say, "screw the car parking (storage)," but gaining support for any transit improvement* will require accommodating concerns about having parking, particularly near businesses. I'm not convinced that it's such an important consideration, but am realistic enough to see that it's a necessary concession. * As for transit improvement, ideally, Madison will finally grow up and understand that we need actual rail transit, not this stupid bus "rapid" transit charade. Buses are an inferior form of rapid transit. People will ride rail, they don't ride buses. If we'd done something about light rail (or even a baby-step commuter rail back in the 1990s, we wouldn't still be in this position now. Horrible failure of leadership with respect to mass transit around here.	1/15/2019 10:11 PM
8	I favor giving BRT planners the ability to eliminate any and all parking to accomodate BRT lanes. Furthermore I encourage planning for parking EXCEPT for tearing up the grassland adjacent to West Transfer. Planners should put driver rest room facilities at the ends of the BRT routes and other major routes. That is not a joke. Having to wait for drivers to pull into the Stop & Go is a huge waste of time for riders and I have to suppose it's embarassing for driver.	1/15/2019 4:09 PM
9	I advocate fewer cars, so I am indifferent to lost parking places. But improvement of *existing* (not new) park and ride lots would be acceptable.	1/15/2019 3:34 PM
10	We already do not have enough parking in downtown Madison so I hope that we either have more parking available or certainly not less.	1/15/2019 12:09 PM
11	Parking is essential as are busses. I park and walk at tines. Busses are not close enough to businesses so if you are on crutches or in a wheelchair, would that work for you? In the winter?	1/15/2019 11:21 AM
12	I am a commercial photographer; I often need to carry extra lighting equipment to my photoshoots at area businesses. I would like to park close to the business that is my client so I don't have to carry the gear very far from my car.	1/15/2019 10:11 AM
13	North-south BRT would greatly benefit underserved parts of our community!	1/12/2019 8:40 AM
14	Don't remove on Street parking. It is difficult enough to find parking in Madison.	1/12/2019 6:01 AM
15	Eliminate two hour parking limitations.	1/9/2019 2:56 PM
16	If someone has transportation to parking they can probably drive or carpool to their desired location.	1/3/2019 8:02 PM
17	Parking in Madison is very hard to come by. I ride the bus every day to school and back, but I find it impossible to park downtown when I drive.	12/27/2018 2:54 PM

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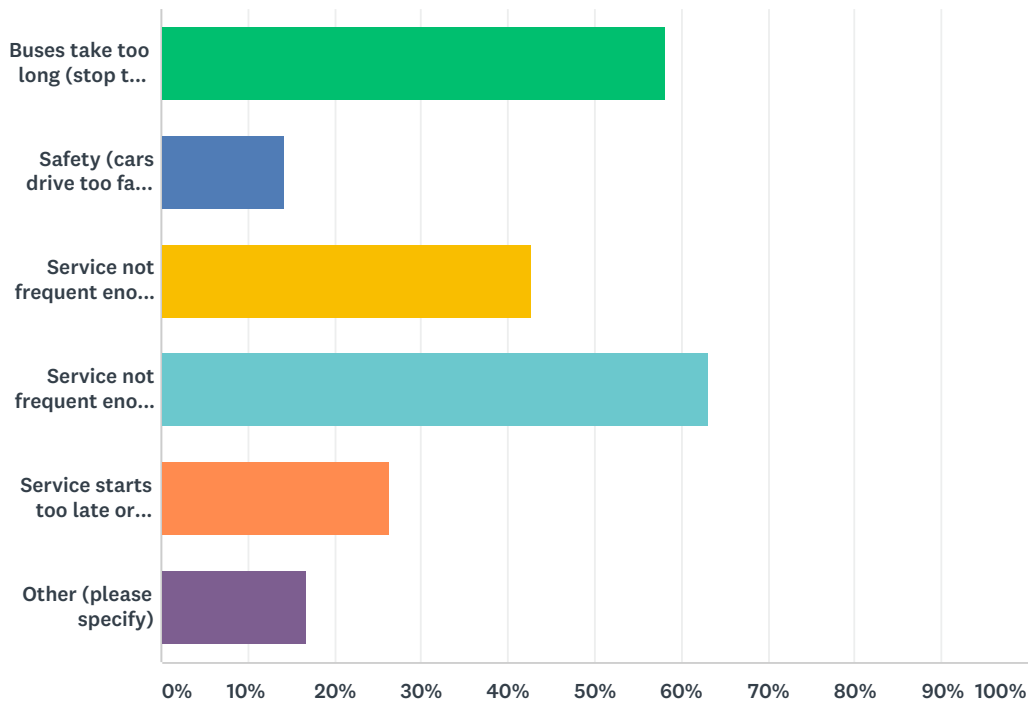
18

More park and ride options would make this more accessible to those of us who live in the outlying communities (Waunakee, Verona, McFarland, Oregon, Sun Prairie).

12/21/2018 12:00 PM

Q6 Which are the most important travel concerns along the BRT corridor today? (Select up to 3)

Answered: 155 Skipped: 140



ANSWER CHOICES	RESPONSES	
Buses take too long (stop too frequently)	58.06%	90
Safety (cars drive too fast and/or don't respect buses)	14.19%	22
Service not frequent enough during weekday peak	42.58%	66
Service not frequent enough during off-peak, or weekends	63.23%	98
Service starts too late or ends too early	26.45%	41
Other (please specify)	16.77%	26
Total Respondents: 155		

#	OTHER (PLEASE SPECIFY)	DATE
1	Need to have good connections for the north side of the city	2/1/2019 3:35 PM
2	Any time you have to make connections, the trip is much more difficult to coordinate (and takes a lot longer)	1/30/2019 9:32 PM
3	Buses that arrive too early and do not wait for passengers at specified arrival time	1/28/2019 7:24 AM
4	Just too slow. It's not just stops, it's the routes, the traffic, etc. It can take an hour for what is normally a 10-minute car ride.	1/25/2019 3:29 PM
5	Commuter routes make too many stops and take too long to get downtown.	1/22/2019 11:21 AM
6	Better service routes	1/20/2019 9:05 PM
7	Buses being on schedule.	1/19/2019 5:40 PM

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8	Again, #1 is safety of metro customers who have been attacked by young thug customers!	1/17/2019 9:34 AM
9	crowded travel; buses not on schedule	1/16/2019 3:57 PM
10	Buses need to run frequently enough that you don't need a schedule	1/16/2019 2:44 PM
11	My daugther takes the bus and it sometime is early so she will miss it she gets done at 2:40 bus should be there at 2:45 when she get there at 2:43 the bus is gonealready it came a little early.	1/16/2019 12:49 PM
12	buses full and refuse riders	1/16/2019 5:11 AM
13	Can't rely on being able to put my bike on the bus	1/15/2019 6:43 PM
14	Service within short walking distance.	1/15/2019 2:41 PM
15	Wait at transfer station too long.	1/15/2019 1:54 PM
16	Don't know	1/15/2019 12:10 PM
17	Travel to DMV via bus, for example, is rediculous!	1/15/2019 11:21 AM
18	timing of transfers	1/15/2019 10:54 AM
19	Too expensive or I often don't have correct change or cash.	1/15/2019 10:32 AM
20	Delays, late busses make timing unreliable	1/15/2019 9:56 AM
21	Doesn't connect with McFarland	1/9/2019 12:39 PM
22	No direct bus commute from my house to job. If there was I would take bus to work more often than not.	1/8/2019 4:39 PM
23	It doesn't reach the outlying communities (Waunakee, Verona, McFarland, Oregon, Sun Prairie).	12/21/2018 12:00 PM
24	Will the bus be able to make its connections on time, so that you don't have to wait an extra 30 or 60 minutes at the transfer point.	12/21/2018 9:20 AM
25	Unreliable arrival times	12/21/2018 12:00 AM
26	hard to catch routes that are only served in the AM/PM but not mid-day	12/18/2018 8:15 AM

Q7 Provide comments you have related to the current travel experience along the BRT corridor.

Answered: 41 Skipped: 254

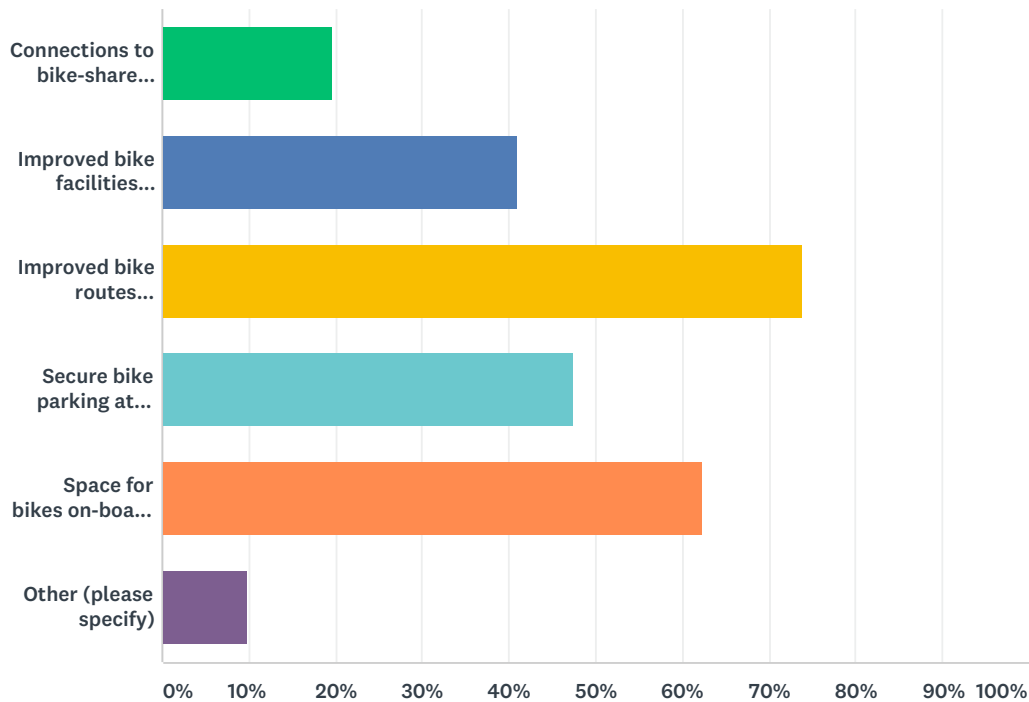
#	RESPONSES	DATE
1	service needs to be extended to Middleton where Madison area people work	2/7/2019 10:44 AM
2	It's an hour long ride from the Capitol to Watts road each workday evening currently. I think BRT would make that much quicker.	2/1/2019 4:48 PM
3	I am concerned with pushing more traffic into existing lanes to accommodate the exclusive bus lanes	2/1/2019 3:35 PM
4	I live pretty close to the isthmus on this route, so I already have great service around rush hour. However, coverage thins out quickley as you move west and is tough if you're traveling not at rush hour. Lots of single occupancy cars are being used on this route. Would love to have those people on the bus!	1/30/2019 9:32 PM
5	would ride more if I knew exactly when the bus was coming	1/30/2019 2:04 PM
6	none	1/28/2019 12:58 PM
7	I can't find any information on the proposed route.	1/26/2019 9:21 AM
8	It takes me an hour+ to go from S Gammon to downtown. Even longer to go to the Atwood area. Completely unacceptable.	1/25/2019 6:07 PM
9	The West side has odd and inefficient bus routes. So many of the people that live on the West side and work at the West Town mall have to spend more than 3 times the amount of time to get there by bus than by car. They have to first go to the West Transfer Point and then get on a different route to get to the mall - why is there no direct bus line for them? Also why did the 58 route get changed so it no longer goes down Schroeder road? Very frustrating for people no longer on the 58 route who want a fast way to get to the capital - now have to transfer or take the 50/2 which takes much longer.	1/25/2019 6:20 AM
10	Easier boarding and exiting for elderly.	1/24/2019 4:38 PM
11	We need BRT to ease car congestion.	1/24/2019 2:21 PM
12	too many stops, occasional overcrowding	1/22/2019 8:38 PM
13	bus #6 takes too long, too many stops on the Capitol Square	1/22/2019 2:00 PM
14	Buses are early or late to bus stops making bus travel inconvenient.	1/19/2019 5:40 PM
15	It's OK if I'm only going from my house (near Midvale and Odana) to just past the Square. Beyond that takes too long. I never take the bus on weekends.	1/17/2019 8:52 PM
16	poor connections, buses drive away as one bus unloads and the connection is lost, need better communication between busses to let other bus know there are riders wanting to get on that bus (before it speeds away)	1/17/2019 7:15 PM
17	I think the express busses work well	1/17/2019 8:06 AM
18	Roads need repair	1/16/2019 2:44 PM
19	Need a more direct path downtown on a continuous schedule.	1/16/2019 1:19 PM
20	Need better route west side to Truax/MATC	1/16/2019 11:19 AM
21	#38 bus through campus at evening rushhour often too full. Sometimes drivers refuse new riders at Johnson/Park. But the bus then soon empties out in the student housing areas in Bassett. Also, the 38 is almost always late because of the Charter St. mess during evening rush hour	1/16/2019 5:11 AM
22	There is no fast way to get across Madison on transit.	1/15/2019 10:30 PM
23	Rush hour traffic really slows things down.	1/15/2019 10:21 PM

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24	more frequent service on weekends might increase ridership	1/15/2019 10:18 PM
25	I use the bus system everyday and I love the google maps app, I just wish buses didn't show up early to bus stops because it causes me to miss my route and wait up to an hour for the next one all because I was a minute late.	1/15/2019 6:02 PM
26	Takes too long to get across town.	1/15/2019 2:38 PM
27	Don't use... too much travel time.	1/15/2019 1:54 PM
28	n/a	1/15/2019 12:23 PM
29	Frequent stops in car lanes problem for congestion in campus part of east-west corridor	1/15/2019 11:27 AM
30	My main issue has been long commute time because of a transfer and wait time between buses	1/15/2019 11:15 AM
31	I'd love to take the bus more often, but it takes too long to get anywhere and the busses don't come often enough.	1/15/2019 11:00 AM
32	I'm disabled and have to get from W. Wash and Park to University and Park to catch rapid bus to Middleton.	1/15/2019 10:54 AM
33	Traffic in the downtown area sometimes negatively effects my travel time and I've definitely been late to work because of that.	1/15/2019 10:35 AM
34	Some bus drivers don't wait for you to get on if you're not at the front door.	1/15/2019 10:25 AM
35	I get excellent service during peak from the #6 and #4.	1/15/2019 9:38 AM
36	No bus between Middleton and the East side	1/9/2019 1:11 PM
37	Some safety concerns while riding the bus and waiting for a transfer at the South Park bus station.	1/9/2019 8:28 AM
38	I can bike to work faster than current busing, even without a transfer.	1/1/2019 10:06 PM
39	The entire University corridor to Middleton should be considered for BRT, or at least bus service between Middleton and BRT/West Transfer	12/30/2018 4:51 PM
40	I would ride the bus more on weekends/off-peak hours if service was more frequent. I live on the 14 route.	12/27/2018 2:54 PM
41	The #6 bus is very helpful is being able to travel a long distance, but the trip seems like it takes a long time when you're sitting on the bus.	12/21/2018 9:20 AM

Q8 What would most improve bicycle travel within the BRT corridor? (Select up to 3)

Answered: 61 Skipped: 234



ANSWER CHOICES	RESPONSES	
Connections to bike-share stations	19.67%	12
Improved bike facilities along and/or parallel to BRT corridor	40.98%	25
Improved bike routes connecting to corridor	73.77%	45
Secure bike parking at stations	47.54%	29
Space for bikes on-board BRT vehicles	62.30%	38
Other (please specify)	9.84%	6
Total Respondents: 61		

#	OTHER (PLEASE SPECIFY)	DATE
1	Electric or Hybrid buses. We need to pollute less!	1/18/2019 6:12 PM
2	As a petite person, I always find it awkward to get my bike on the bus bike rack	1/17/2019 4:24 PM
3	Safe bike day storage at stops.	1/17/2019 12:55 PM
4	Ability to accompany more bicycles per bus, preferably outside of the bus but on-board as a LAST PLACE option.	1/16/2019 10:43 AM
5	Using only ELECTRIC buses so that cyclists on nearby bike routes, and residents of nearby residential areas are not exposed to the toxic fumes of diesel buses!	1/15/2019 12:36 PM
6	traffic signals at bike route crossings.	1/15/2019 10:47 AM

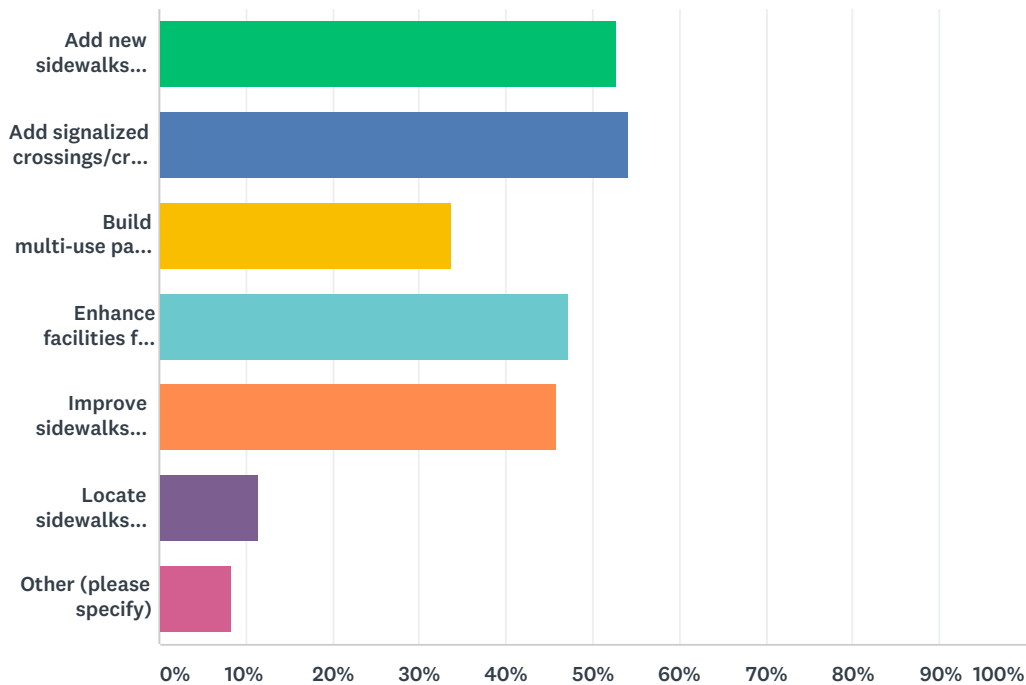
Q9 Provide comments you have related to biking along the BRT route.

Answered: 13 Skipped: 282

#	RESPONSES	DATE
1	Safe/secure parking for bikes and ability to quickly bring bikes onto BRT would be really helpful	1/30/2019 9:32 PM
2	Bikes need their own lane with a divider protecting them from cars and buses along University.	1/18/2019 9:40 AM
3	Route is not intuitive in some locations, steep, exposed to traffic.	1/17/2019 12:55 PM
4	It needs to ensure safety for all.	1/16/2019 8:26 PM
5	Make corridors safe	1/16/2019 4:08 PM
6	BRT should not cause a net reduction (in quantity or quality) of existing bicycle facilities. Bikes should not share a lane with BRT or have to bike next to BRT (like a painted bike lane adjacent to the BRT lane).	1/15/2019 10:30 PM
7	Ample sized B-Cycle stations that would connect to transit would be great. It would be a great alternative to the infrequent and inefficiently timed service to existing transfer points and any future BRT or LRT service. I rarely use the buses because the routes connecting to the transfer point take so incredibly long to go just a few miles that they make the combined trip length non-viable.	1/15/2019 10:11 PM
8	I use my bike almost every day, even in the winter and would love to see bike-friendly busses along a BRT corridor.	1/15/2019 1:17 PM
9	For nearly all of my trips along the BRT corridor, I would just continue by bike if the BRT system was spewing more harmful diesel exhaust in to the air, as I have for 30 years. Only electric buses and reduced car traffic could get me to use the otherwise-great bike path along University Avenue.	1/15/2019 12:36 PM
10	Why would bike routes be needed along the corridor? Wouldn't the bicyclists be on the BRT? - unless the BRT was replacing the shortest bike routes (making the bikes take a longer route because the BRT blocked the shortest bike routes)	1/9/2019 2:56 PM
11	Generally speaking, I prefer off-road or protected bicycle facilities parallel to the roadways.	1/8/2019 3:39 PM
12	Bike Routes are Non-existent between University and West Transfer Point	12/30/2018 4:51 PM
13	Madison is great for biking. My only worry is biking along Old Campus Drive. I would bike a lot more if there was a complete path from Hilldale to the UW.	12/27/2018 2:54 PM

Q10 What would most improve pedestrian travel within the BRT corridor? (Select up to 3)

Answered: 131 Skipped: 164



ANSWER CHOICES	RESPONSES
Add new sidewalks (eliminate missing segments)	52.67% 69
Add signalized crossings/crosswalks	54.20% 71
Build multi-use paths (also accommodate bicyclists)	33.59% 44
Enhance facilities for people with disabilities	47.33% 62
Improve sidewalks connecting to BRT stations	45.80% 60
Locate sidewalks farther from the road	11.45% 15
Other (please specify)	8.40% 11
Total Respondents: 131	

#	OTHER (PLEASE SPECIFY)	DATE
1	Shelters with heat for the winter.	1/25/2019 6:20 AM
2	Paved bus stops that get snow removed in winter. It is so unsafe for people with disabilities to have to be let off in the street when the bus stop is unpacked or covered in snow.	1/18/2019 9:40 AM
3	Mixed-use zoning for tighter proximity of small business/housing (on west side	1/17/2019 11:25 PM
4	Do not make multi-use paths. Bikers ride too fast and think they own it. They disrespect and ride dangerously around walkers, or even slow bikers!	1/17/2019 8:52 PM
5	make sure sidewalks are bump-free for wheelchair access	1/16/2019 3:41 PM

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6	Traffic enforcement also focusing on pedestrians. Pedestrians crossing on don't walk signs because they are too impatient to wait for traffics ROW to finish or to catch buses will continue to be dangerous even with BRT. BRT should emphasize ALL PARTIES sharing the road.	1/15/2019 10:50 PM
7	I won't support one more cent for bus service until you improve safety on the buses. the recent incident of a woman being beat up after telling loud teenagers to quiet down is an example. i've seen the same thing. and they'll probly get off and get free passes to ride while i pay property tax and full fares	1/15/2019 9:38 PM
8	better hook times to get from one bus to another when at the transfer point.	1/15/2019 6:24 PM
9	Enforce laws that require cars to yield to peds in x-walks!!!	1/15/2019 5:20 PM
10	Using only ELECTRIC buses so that pedestrians on nearby walking routes, and residents of nearby residential areas are not exposed to the toxic fumes of diesel buses!	1/15/2019 12:36 PM
11	Don't know	1/15/2019 12:10 PM

Q11 Provide comments you have related to walking along the BRT route.

Answered: 15 Skipped: 280

#	RESPONSES	DATE
1	None	1/28/2019 12:58 PM
2	Safe for disabled/elderly. Winter safety too.	1/26/2019 8:51 AM
3	The new pedestrian activated flashing lights are AMAZING for improving safety.	1/24/2019 11:39 AM
4	BRT and the regular bus service need to enhance each other. In addition the bus service should service the airport. BRT and/or the bus service should plan for connecting up with a train service, like Amtrak, in the future (15-20 years?).	1/19/2019 9:38 AM
5	It's a boring walk on the west side, empty strip malls and few pedestrians	1/17/2019 11:25 PM
6	mix of sidewalk and bike path	1/16/2019 2:44 PM
7	Signalized crossings are key. It is not enough to just hope that drivers will yield at an signalized crosswalk.	1/15/2019 10:30 PM
8	I am always concerned about cars running red lights when trying to cross intersections.	1/15/2019 10:21 PM
9	Walking to bus stops are simple and convenient	1/15/2019 6:02 PM
10	If buses are noisy and polluting diesel vehicles, I would not walk along the University Avenue corridor, and I never do that now, and only cycle along that corridor when the wind is from the north.	1/15/2019 12:36 PM
11	Difficult if in a wheelchair or on crutches.	1/15/2019 11:21 AM
12	If you're making new sidewalks, make sure they're well-lighted and feel safe for people walking at night.	1/15/2019 11:00 AM
13	I appreciate amenities like the pedestrian bridge over E Washington Ave at Marquette.	1/15/2019 10:04 AM
14	Safety must be assured for all.	1/3/2019 8:02 PM
15	It will be super helpful to have sidewalks available at all parts of the route.	12/21/2018 9:20 AM

Q12 Which Madison Metro routes (or other transit services) would you use most often to connect to the East-West BRT route?

Answered: 79 Skipped: 216

#	RESPONSES	DATE
1	route 18 from south transfer point	2/7/2019 11:15 AM
2	south side to downtown	2/7/2019 10:31 AM
3	Route 73. Would ride my bicycle to BRT station regularly during warmer seasons.	2/1/2019 4:48 PM
4	Bike paths, sidewalks	2/1/2019 3:35 PM
5	4, 18, 7	1/30/2019 2:04 PM
6	16 if it could, otherwise possibly 5, 3	1/28/2019 8:17 PM
7	Route 15, 14 or 7	1/28/2019 12:58 PM
8	Number 6, 4	1/28/2019 7:24 AM
9	Bus 6	1/26/2019 9:21 AM
10	2,4,5,	1/26/2019 8:51 AM
11	50/2	1/25/2019 6:20 AM
12	Route 30 bus. I would be interested in Park & Ride lot by East Towne mall or Woodman's.	1/24/2019 2:21 PM
13	13,6,38,	1/23/2019 4:49 PM
14	14, 6	1/23/2019 10:18 AM
15	2, 6, 18, 4	1/22/2019 8:38 PM
16	#6 #14	1/22/2019 2:00 PM
17	6	1/21/2019 6:15 PM
18	I would connect at Park Street and the Capitol Square via several different buses	1/21/2019 4:42 PM
19	getting to the airport from the west side	1/18/2019 7:16 PM
20	14/68 goes right by my house, or I would walk	1/17/2019 11:25 PM
21	6,7	1/17/2019 10:54 PM
22	12, 13, 5, 10	1/17/2019 7:15 PM
23	2, 6	1/17/2019 2:07 PM
24	29	1/17/2019 11:04 AM
25	I use Route 6, most often.	1/17/2019 9:34 AM
26	I live near University Avenue corridor- not sure if this is part of the route. There are few routes in my neighborhood.	1/16/2019 11:52 PM
27	3,4,6,10,15	1/16/2019 8:48 PM
28	Bike/walk, 2,22, 21, 27,28 bus routes	1/16/2019 4:44 PM
29	Middleton buses	1/16/2019 3:41 PM
30	Along East Wash	1/16/2019 2:46 PM
31	70 buses	1/16/2019 2:20 PM
32	15,8	1/16/2019 1:19 PM
33	2 14	1/16/2019 1:13 PM

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34	When going east it takes an hour and a 1/2 to get from Whitney way area to Stoughton Rd area	1/16/2019 12:49 PM
35	6	1/16/2019 11:19 AM
36	11/12/13	1/16/2019 8:03 AM
37	21	1/16/2019 1:53 AM
38	Car	1/15/2019 11:37 PM
39	Maybe the 8/14 depending on the BRT route.	1/15/2019 10:21 PM
40	None of the existing routes would be particularly helpful to me in getting to the proposed route. By the time I would get to the bus that would link to it (2, 4, 5, et cetera), I would be almost as well off just staying on that bus than making yet another transfer.	1/15/2019 10:11 PM
41	I use Middleton routes (70, 71, 72) to commute to my job south of UW campus.	1/15/2019 7:31 PM
42	none: my neighborhood would have NO connections to BRT! It will mainly serve already-well-served neighborhoods...	1/15/2019 5:20 PM
43	The 6 bus. Suggestion: MM should put a new commuter transfer point at the top of Seminole on the east side of Midvale (so inbound commuters can take a right turn). Put up a parking garage and proper depot that sells coffee and newspapers and has, gee whiz, clean public restrooms (next to driver-only restrooms). That's a proper use of eminent domain!	1/15/2019 4:09 PM
44	18/59	1/15/2019 2:41 PM
45	The 18 or 2 from the South TP area.	1/15/2019 2:38 PM
46	Hammersley/Whitney to campus Hammersley/Whitney to E. Washington Ave.	1/15/2019 1:54 PM
47	2,14	1/15/2019 1:36 PM
48	5	1/15/2019 1:35 PM
49	#3,#19	1/15/2019 12:39 PM
50	Route 3 or Route 6	1/15/2019 12:23 PM
51	3, 6	1/15/2019 12:21 PM
52	Don't know	1/15/2019 12:10 PM
53	Do not use the bus	1/15/2019 12:09 PM
54	I do not know.	1/15/2019 11:47 AM
55	Routes 4, 5, 6,10	1/15/2019 11:18 AM
56	You would need to provide a map of the BRT corridor in order for me to answer this question	1/15/2019 11:15 AM
57	I'm not sure	1/15/2019 11:00 AM
58	I would like if the #5 inbound connected to a BRT route on University Ave outbound to Hilldale area	1/15/2019 10:54 AM
59	To/from Middleton	1/15/2019 10:52 AM
60	I don't know. I live near the east transfer point.	1/15/2019 10:47 AM
61	I would mostly use the east west BRT route	1/15/2019 10:35 AM
62	Connection to Madison College Truax campus, especially in the evening.	1/15/2019 10:34 AM
63	6	1/15/2019 10:29 AM
64	80	1/15/2019 10:13 AM
65	22,2,28	1/15/2019 10:11 AM
66	72, 2, 6	1/15/2019 9:56 AM
67	Route #6	1/15/2019 9:54 AM
68	Cycling	1/15/2019 9:40 AM
69	I think I'd be near a BRT stop. If not, #6, #4, occasionally #5 and #10	1/15/2019 9:38 AM

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70	Bus lines connecting the East side to Middleton	1/9/2019 1:11 PM
71	Stoughton Road area(McFarland)to Capital	1/9/2019 12:39 PM
72	South towne to WSLH State lab on Ag drive	1/8/2019 4:39 PM
73	6	1/8/2019 3:51 PM
74	3	12/30/2018 5:09 PM
75	Route 18, 4, 5, 47	12/30/2018 4:51 PM
76	3, 4, 10, 38	12/29/2018 7:44 AM
77	56, 57	12/27/2018 6:50 AM
78	#2, #10, #6, #3, #7, #50, #51, #18	12/21/2018 9:20 AM
79	2 6 10 15 56 57	12/19/2018 11:52 AM

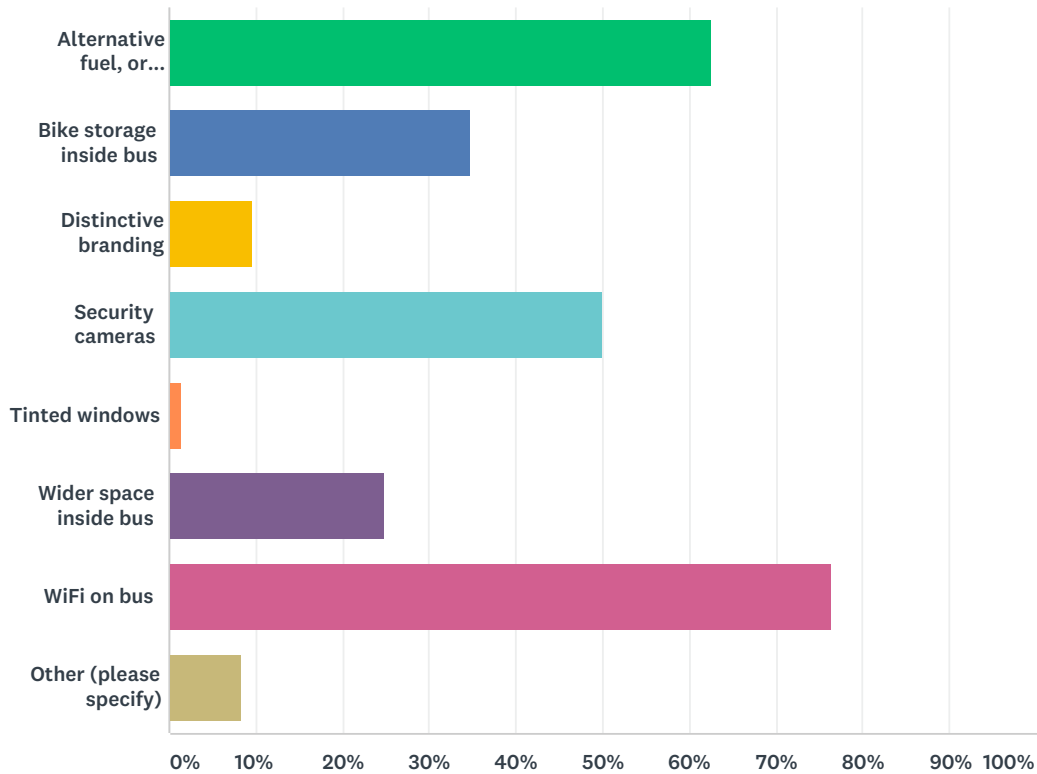
Q13 Provide comments you have related to local or regional bus transfers along the BRT corridor.

Answered: 24 Skipped: 271

#	RESPONSES	DATE
1	I think connecting it to transfer points would make sense	1/28/2019 8:17 PM
2	None	1/28/2019 12:58 PM
3	Concerned about the wait times in transfers. If the BRT runs with such frequency, you may have to wait up to an hour to connect with your metro bus. That will be hard, esp in winter weather.	1/26/2019 9:21 AM
4	buses should avoid the State Str and Capitol Square	1/22/2019 2:00 PM
5	Timing transfers will be important since buses will run less frequently than the BRT. Want a 1 seat ride at least to Square, not Park street	1/21/2019 4:42 PM
6	If we want to eliminate cars downtown provide park & rides and efficient buses routes to and from them at convenient intervals.	1/17/2019 7:15 PM
7	Would like to see more frequent routes running from the further reaches of the city to downtown and back.	1/17/2019 11:04 AM
8	Need to get to Coliseum, AEC area from Univ & Whitney Way area	1/16/2019 1:19 PM
9	I need to get to humane society outside of peak hours	1/16/2019 1:53 AM
10	Make the State Legislature ride.	1/15/2019 4:09 PM
11	I travel & having tram routes make busing easy & quick	1/15/2019 2:41 PM
12	Service sometimes doesn't start early enough or run late enough on weekends for me to use.	1/15/2019 2:38 PM
13	Takes too long.	1/15/2019 1:54 PM
14	I would hope that BRT frees up resources to add routes between regions (without going downtown).	1/15/2019 12:23 PM
15	Just make sure there is not less parking because of this new transit idea.	1/15/2019 12:09 PM
16	I know Monona thinks MM charges too much, but I think a bus should go all the way down Atwood/Monona Dr. and then Broadway	1/15/2019 11:36 AM
17	I'd rather connect to a BRT route on Univ. Ave with non stop on Campus Dr. not transfer on the Square.	1/15/2019 10:54 AM
18	People are more likely to ride if transfers are convenient.	1/15/2019 10:47 AM
19	Have it connect to buses that are headed to Minneapolis and Chicago	1/15/2019 10:35 AM
20	The "estimated arrival time" ticker at the station on Capitol Square by the Subway restaurant is really helpful!	1/15/2019 10:04 AM
21	Make sure there is enough safe standing room at stop ; scheduling should minimize waiting between legs of journey	1/15/2019 9:38 AM
22	I really hope a lot of the other drivers will start using BRT.	1/8/2019 3:19 PM
23	Seems routes could run more perpendicular to BRT rather than parallel the service.	12/30/2018 4:51 PM
24	It would be nice to be able to take a bus to Sun Prairie	12/21/2018 9:20 AM

Q14 What are the most important BRT vehicle features? (Select up to 3)

Answered: 72 Skipped: 223



ANSWER CHOICES	RESPONSES
Alternative fuel, or electric buses	62.50% 45
Bike storage inside bus	34.72% 25
Distinctive branding	9.72% 7
Security cameras	50.00% 36
Tinted windows	1.39% 1
Wider space inside bus	25.00% 18
WiFi on bus	76.39% 55
Other (please specify)	8.33% 6
Total Respondents: 72	

#	OTHER (PLEASE SPECIFY)	DATE
1	USB Charging Jacks	1/25/2019 3:29 PM
2	Do Not let them be full wrap advertising!! It's a bitch to see out the window at night, especially in residential areas.	1/17/2019 8:52 PM
3	Seatbelts!	1/16/2019 1:53 AM
4	Higher frequency	1/15/2019 9:31 PM

Help plan Bus Rapid Transit (BRT) in Madison

5	Bike storage in or outside of bus, doesn't matter as long as can bring bike along for home/destination	1/15/2019 11:15 AM
6	2. More bicycle accommodation whether inside or outside of bus. 1. Forward facing seats.	1/9/2019 2:56 PM

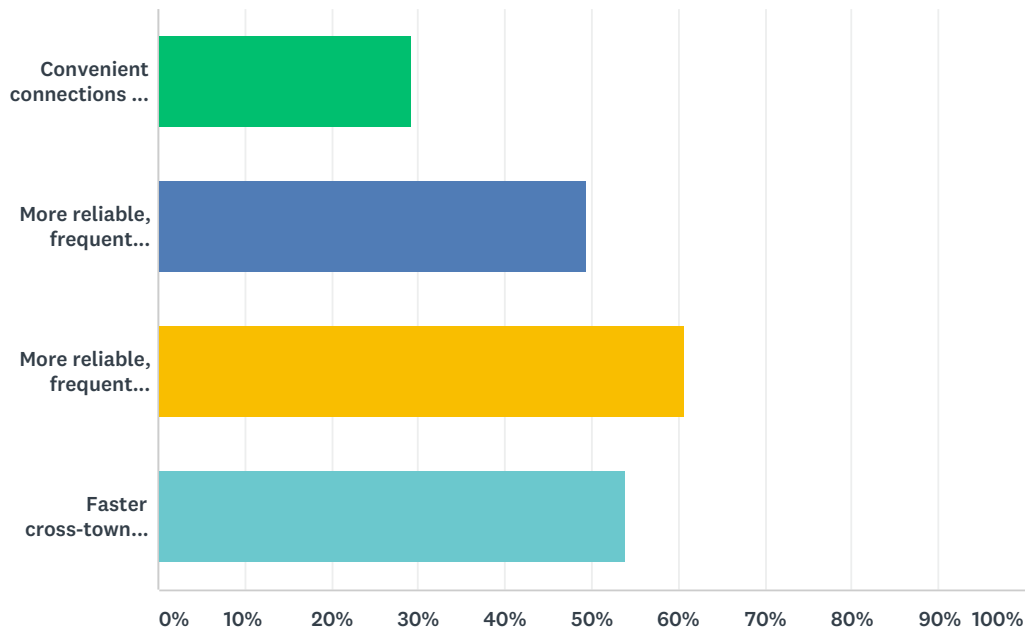
Q15 Provide comments you have related to the BRT vehicle amenities.

Answered: 12 Skipped: 283

#	RESPONSES	DATE
1	Bus only lanes for most or all route	1/28/2019 8:17 PM
2	An app that mates with the current bus to show location on map, and ETA to chosen destination.	1/25/2019 3:29 PM
3	USB charging would be amazing	1/17/2019 4:24 PM
4	Provide a wonderful interior	1/16/2019 4:08 PM
5	wider space inside the bus sometimes encourages ppl to stand when seats are available which makes the bus harder to exit	1/15/2019 10:18 PM
6	Having WiFi would be great. I like keeping an eye on the bus routes through the app.	1/15/2019 6:02 PM
7	There is no shelter for riders at bus stop (Brookwood/Hammersley. My neighbor and I shovel the snow.	1/15/2019 1:54 PM
8	I do not have further comments	1/15/2019 12:09 PM
9	Must have wifi	1/12/2019 6:01 AM
10	Front facing seats (nausea prevention). Smooth braking and acceleration (or more experienced drivers)	1/9/2019 2:56 PM
11	WiFi is a must. Cleanliness is a must. No homeless people napping. Bike storage helpful. Level boarding a necessity for people with strollers or the elderly.	1/8/2019 3:39 PM
12	Someone will have to pay for this and the cost/benefits should be honestly considered.	1/3/2019 8:02 PM

Q16 What are the most important regional benefits of the BRT corridor? (Select up to 2)

Answered: 89 Skipped: 206



ANSWER CHOICES	RESPONSES
Convenient connections to park-and-ride lots	29.21% 26
More reliable, frequent service to major employers and destinations outside of central Madison	49.44% 44
More reliable, frequent service to major employers and destinations in Downtown Madison and the UW campus area	60.67% 54
Faster cross-town travel times	53.93% 48
Total Respondents: 89	

#	OTHER (PLEASE SPECIFY)	DATE
1	All of the above, actually.	1/17/2019 2:07 PM
2	Reduced auto congestion and parking requirements in central city.	1/17/2019 12:55 PM
3	Regional bus service that is readily available	1/15/2019 5:30 PM
4	THE AIRPORT. MATC. Leave room for intercity trains in facility planning.	1/15/2019 4:09 PM
5	Reducing CO2	1/15/2019 1:35 PM
6	The benefit that too few people seem to care about and that does not appear to be a feature of the current proposal, is CLEANER AIR. I have seen no study that concludes that the additional pollution from diesel would be MUCH MORE that offset, or offset at all, by ridership on BRT. Finally, my questions of many weeks ago about whether BRT would indeed be diesel-fueled have never been answered.	1/15/2019 12:36 PM
7	less congestion on the beltline and other routes around the lake	1/15/2019 10:41 AM
8	Reduce car travel with a compellingly attractive alternative	1/8/2019 4:54 PM

Help plan Bus Rapid Transit (BRT) in Madison

Q17 Provide comments you have related to regional issues or benefits associated with the BRT corridor.

Answered: 20 Skipped: 275

#	RESPONSES	DATE
1	Decrease traffic	1/30/2019 9:32 PM
2	too many stops in Down town and Capitol Square	1/22/2019 2:00 PM
3	I think this is an important issue and public outreach is critical, so thank you for this survey.	1/19/2019 9:38 AM
4	see comment above	1/17/2019 7:15 PM
5	I can't see any downsides.	1/17/2019 2:07 PM
6	Please consider shift start & end times for major employers like health care- 7pm & 7am are often poorly served times for those working 12 hour shifts. Workers don't get off duty before 0800 or 2000, limited service times.	1/16/2019 11:52 PM
7	None	1/16/2019 7:17 AM
8	This needs to consider more than just people living downtown. If you can't come up with a feasible solution from far west and far east sides without spending an hour on the bus, don't bother replacing the current system with this.	1/15/2019 10:50 PM
9	MM should consider two kinds of busses. One might be a regular bus or long flex as seen in other cities. The other would be motor coaches for longer express runs.	1/15/2019 4:09 PM
10	The isthmus area already has limited space for all the vehicles on the streets. Limit BRT lane restrictions so traffic issues don't increase.	1/15/2019 2:38 PM
11	Unless everyone has electric cars powered by renewable energy, BRT will be an important part of mitigating climate change.	1/15/2019 1:35 PM
12	The only way it appears that BRT could be a success in reducing our increasing traffic congestion and now-worsening air quality would be to make driving less desirable, such as by reducing parking availability and increasing costs to park at major employers. The cost to Madison residents of health damage caused by commuters must be transferred onto commuters in a way that will encourage electric BRT use and ride-sharing.	1/15/2019 12:36 PM
13	When I moved to Madison in 2001 I was shocked at the lack of regional mass transit. I am excited to finally see Madison taking steps to improve access to other cities.	1/15/2019 12:23 PM
14	I am skeptical of the benefits. I am more interested in improving transit times for suburb to suburb, i.e. Verona to Middleton where it's a 20 minute drive vs 70 minute bus trip via central transfer points.	1/15/2019 10:41 AM
15	The need to reduce vehicle traffic at peak times	1/15/2019 9:56 AM
16	Very important to facilitate public transit for suburbs and municipalities outside Madison.	1/15/2019 9:38 AM
17	BRT isn't for me; I already bike to work. It's for the commuter who isn't willing to give up the convenience of their car. Somehow the BRT needs to become MORE CONVENIENT for the random commuter. Getting them onto the bus for most days instead of their car has to be the #1 priority. Otherwise nothing changes.	1/15/2019 8:52 AM
18	BRT should be sold with a vision of connectivity gains for the entire area. It should be part of jhe establishment of regional transportation authority. ota regional	1/8/2019 4:54 PM
19	We need to make the service faster and more reliable than driving your car. If it's debatable, people will use their cars. I want a system that encourages people to live adjacent to the line and utilize the bus as their primary form of transportation. We can't keep catering to cars.	1/8/2019 3:39 PM
20	less congestion on roads	1/8/2019 3:19 PM

Q18 What are the most important station area design elements to enhance the surrounding area? (Select up to 3)

Answered: 0 Skipped: 295

 No matching responses.

ANSWER CHOICES	RESPONSES
Shelter size appropriate for neighborhood or district	0.00% 0
Shelter design relates to surrounding architecture	0.00% 0
Safety (preventing loitering)	0.00% 0
Lighting	0.00% 0
Landscaping	0.00% 0
Station upkeep/maintenance	0.00% 0
Other (please specify)	0.00% 0
Total Respondents: 0	

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

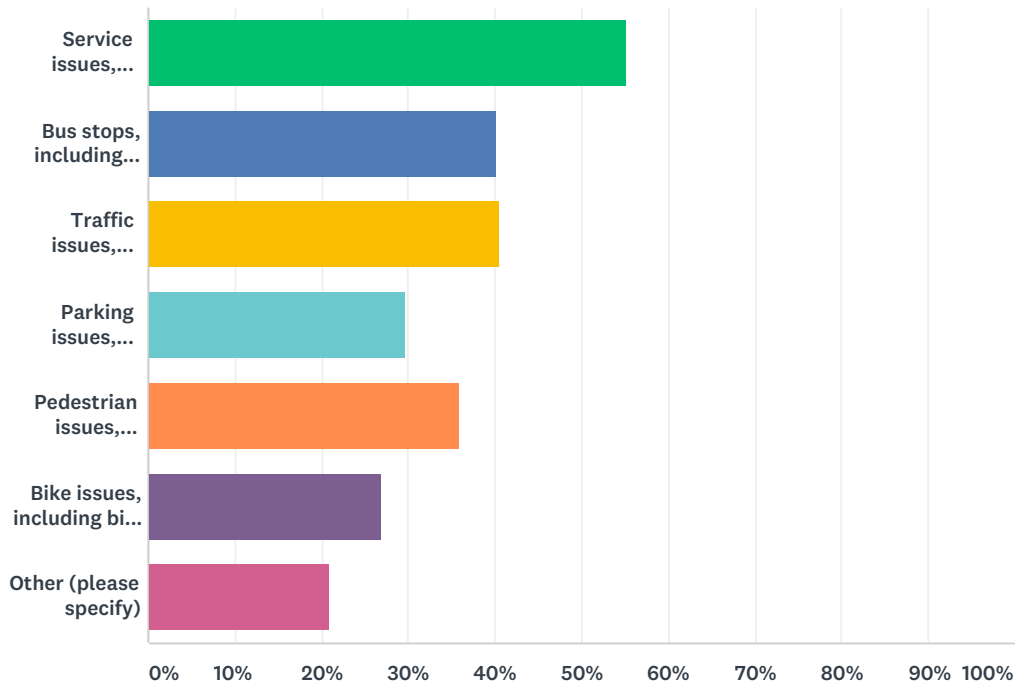
Q19 Provide comments you have related to the BRT station area design.

Answered: 0 Skipped: 295

#	RESPONSES	DATE
	There are no responses.	

Q20 Please list three or more concerns you have with bus rapid transit. Please include an address or a description of the location if possible. These could include:

Answered: 192 Skipped: 103



ANSWER CHOICES	RESPONSES	
Service issues, including traffic delays, transfers, and connecting services.	55.21%	106
Bus stops, including enhancements to services and amenities.	40.10%	77
Traffic issues, including congestion, crashes, and travel speeds.	40.63%	78
Parking issues, including on-street parking and park and ride lots.	29.69%	57
Pedestrian issues, including sidewalk repair and crosswalk improvements.	35.94%	69
Bike issues, including bike signals, bike lanes, bike parking, and multi-use paths.	27.08%	52
Other (please specify)	20.83%	40
Total Respondents: 192		

#	OTHER (PLEASE SPECIFY)	DATE
1	Cost to Madison residents.	2/2/2019 10:19 AM
2	Added cost to the taxpayer to construct and operate BRT.	2/1/2019 4:48 PM
3	I would like to have enhanced bus service for the north side.	2/1/2019 3:35 PM
4	Worried it won't serve the outer parts of madison, and only serve down town. I think the route would go from uw hospitals to east town mall via state street and e washington. Since state is already buses only pulse the retail etc.. And e wash has plenty of room for brt only lane.	1/28/2019 8:17 PM
5	I would love it if the brt ran past 10pm. I'd take the metro way more often if it ran until 12am.	1/26/2019 9:21 AM

Help plan Bus Rapid Transit (BRT) in Madison

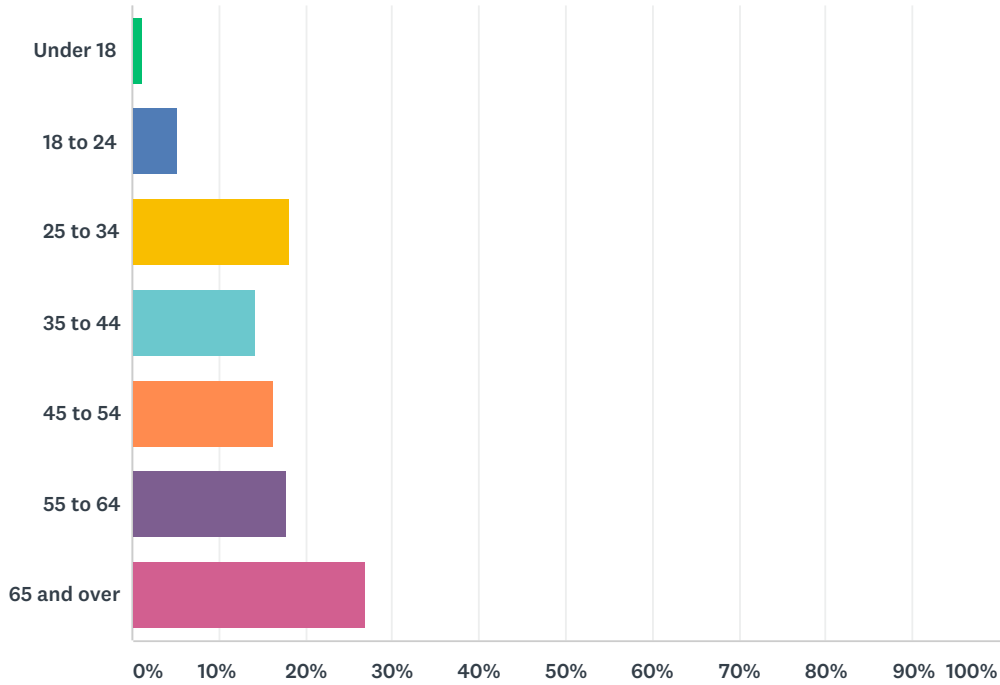
6	Length of trip.	1/25/2019 3:29 PM
7	Bus service is not frequent/reliable enough for us to use regularly. It just takes too long to get places.	1/24/2019 11:39 AM
8	There should be shelters with seating at every stop	1/23/2019 5:46 AM
9	rerouting off the Square happens too often with bus routes - bus/BRT should have priority on the Square and rarely be rerouted	1/21/2019 4:42 PM
10	crossing Old Sauk Road at the 7500 block stop can be dangerous, bus stops at driveways are scary.	1/18/2019 7:16 PM
11	Ability to get real time data on a map or app	1/17/2019 4:24 PM
12	Too many people talking loud on their phones	1/17/2019 2:02 PM
13	Reaching BRT stops by bus, car or bike from homes in much of the city will take too long.	1/17/2019 12:55 PM
14	Safety of passengers and the drivers, too.	1/17/2019 9:34 AM
15	am now retired, used to work downtown and did not use the bus because it was so slow.	1/16/2019 2:57 PM
16	Bus service is convenient and cost effective. More people along bus route needs encouragement to use it. It's not just for students and those without cars.	1/16/2019 1:19 PM
17	Security and safety, especially at transfer points.	1/16/2019 12:50 PM
18	safer bus travel	1/16/2019 12:00 PM
19	Given incidents with current Metro drivers ignoring traffic laws and engaging in unsafe driving g (unsafe merges on university Avenue and ignoring no turns on red especially), I worry that BRT will not improve safety for other vehicles on the road - it seems like it could make things more dangerous and congested for other drivers. This needs a long information and implementation period to really work	1/15/2019 10:50 PM
20	I'm worried it won't end up being any faster than what we currently have. I want it to be just as fast, or even faster, than driving.	1/15/2019 10:30 PM
21	you don't mention safety of passengers and drivers. I don't support one cent for "improvements" until you make bus riding safe. the recent incident of teenagers beating up a fellow passenger who told them to lower their volume is an example. I've been on buses with teenagers swearing and menacing other passengers when they've asked them to stop. And, spending money on fucking wi-fi so they can play their offensive anti-woman anti-gay music? don't like the use of the F word? ride your own buses!!!!!!!!!!!!	1/15/2019 9:38 PM
22	Route 6 on east Washington, maybe add another bus for a similar route because that bus tends to be late	1/15/2019 6:02 PM
23	Make it possible for people with disabilities to be able to take the bus without having to walk through dangerous (not shoveled, or missing part) sidewalks.	1/15/2019 5:30 PM
24	Cost, cost, cost! Plus driver-antipathy...	1/15/2019 5:20 PM
25	Transfer points are uncivilized. Build respectable bus stations. Why should anybody get out of their car to freeze in the wind? With a properly funded BRT the inbound auto traffic on Seminole, Regent and University should drop substantially.	1/15/2019 4:09 PM
26	As stated in #9, there is not even a tree for shade! In winter we don't always get the snow removed until after the morning or evening rush.	1/15/2019 1:54 PM
27	North TP: #21 leaving just as/before connection from downtown arrives.	1/15/2019 1:34 PM

Help plan Bus Rapid Transit (BRT) in Madison

28	The benefit that too few people seem to care about and that does not appear to be a feature of the current proposal, is CLEANER AIR. I have seen no study that concludes that the additional pollution from diesel would be MUCH MORE that offset, or offset at all, by ridership on BRT. Regarding traffic and service issues, I wonder where the space will be taken from the accommodate a BRT-dedicated lane in both directions along University Avenue. The lanes are already about as narrow as most people can negotiate. Making them narrower would only increase the likelihood of side-swiping and other crashes. Taking land from existing sidewalk or commercial areas does not seem viable, either. I believe that some form of mandatory ride-sharing, focusing on making the best use of our existing lane-miles, is by far the most wise us of our existing transportation infrastructure and tax dollars. We must focus on moving PEOPLE, not near-empty cars. If BRT does attract some current car-commuters, their space will be filled with newcomers to the city. I see no viable plan to achieve any lasting reduction in traffic congestion or air pollution, in the current proposal.	1/15/2019 12:36 PM
29	My disabled daughter used to ride the bus a lot, but is now scared of some of the disruptive riders, so has stopped.	1/15/2019 12:10 PM
30	Park and ride lots at either end would be great to allow far suburban or regional riders to use bus within city	1/15/2019 11:15 AM
31	The more routes and run times you have, the more people will ride. If you have fewer routes/runs, you will not attract riders.	1/15/2019 10:47 AM
32	Cost.	1/15/2019 10:32 AM
33	Bike lanes should NOT BE away from the curb. Undesirable to have the lanes 8 feet from the curb	1/15/2019 10:29 AM
34	Cost	1/15/2019 9:56 AM
35	Connection to Middleton	1/9/2019 1:11 PM
36	cost	1/8/2019 6:13 PM
37	I am OK increasing traffic congestion to provide BRT. And I drive this route every day. In my car.	1/8/2019 3:39 PM
38	Expanded government services are not for free.	1/3/2019 8:02 PM
39	Bus drivers dont check for riders at stops. I had to wave down the driver this morning. It happens frequently on both hammersly rd and raymond rd.	12/27/2018 6:50 AM
40	Sometimes the bus transfer points seem a little intimidating at night.	12/21/2018 9:20 AM

Q22 What is your age group?

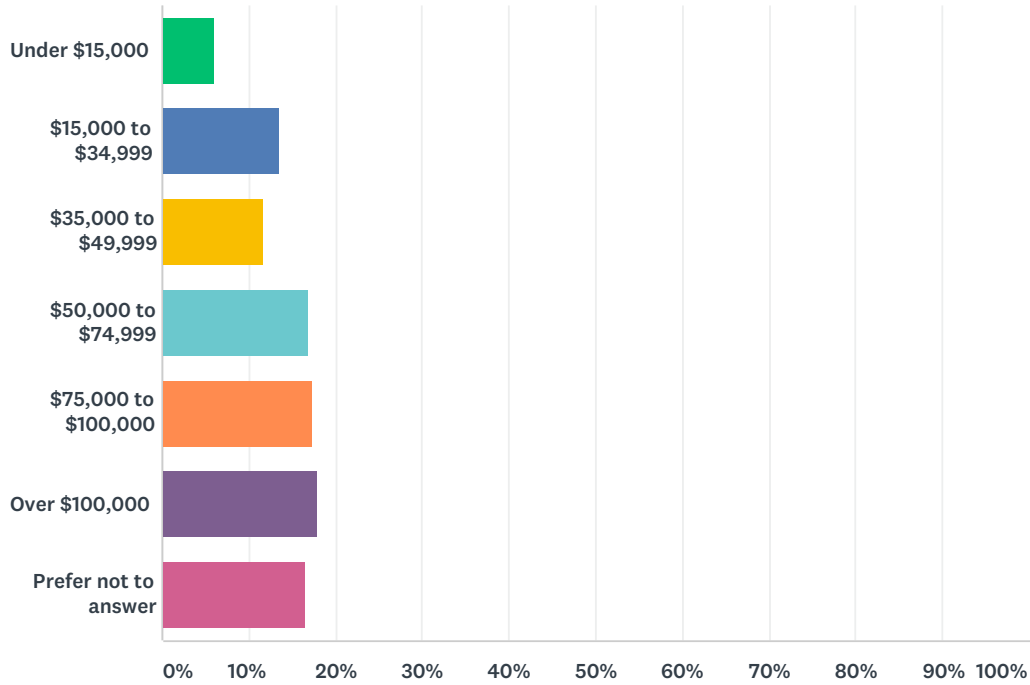
Answered: 252 Skipped: 43



ANSWER CHOICES	RESPONSES
Under 18	1.19% 3
18 to 24	5.16% 13
25 to 34	18.25% 46
35 to 44	14.29% 36
45 to 54	16.27% 41
55 to 64	17.86% 45
65 and over	26.98% 68
TOTAL	252

Q23 What is your annual household income?

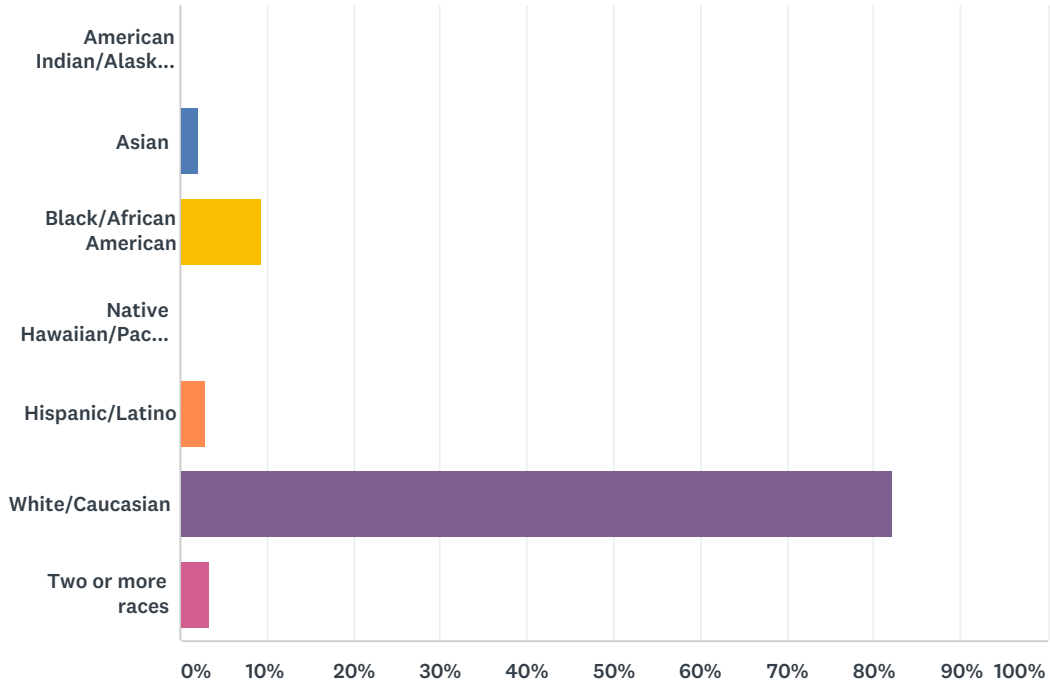
Answered: 249 Skipped: 46



ANSWER CHOICES	RESPONSES	
Under \$15,000	6.02%	15
\$15,000 to \$34,999	13.65%	34
\$35,000 to \$49,999	11.65%	29
\$50,000 to \$74,999	16.87%	42
\$75,000 to \$100,000	17.27%	43
Over \$100,000	18.07%	45
Prefer not to answer	16.47%	41
TOTAL		249

Q24 What is your race/ethnicity?

Answered: 243 Skipped: 52

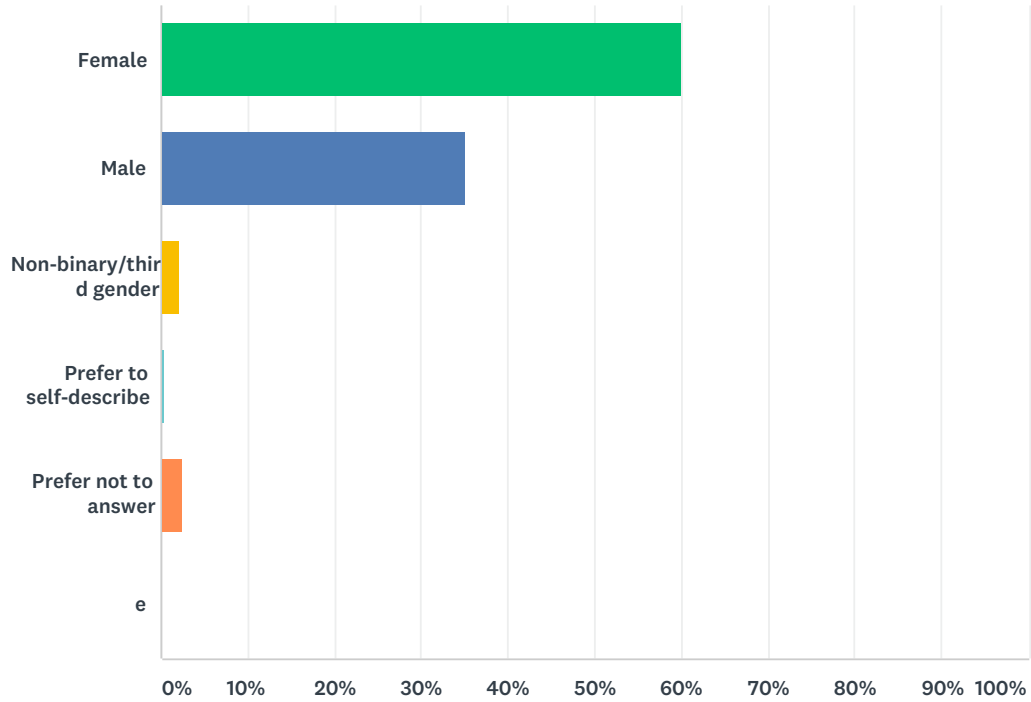


ANSWER CHOICES	RESPONSES	
American Indian/Alaskan Native	0.00%	0
Asian	2.06%	5
Black/African American	9.47%	23
Native Hawaiian/Pacific Islander	0.00%	0
Hispanic/Latino	2.88%	7
White/Caucasian	82.30%	200
Two or more races	3.29%	8
TOTAL		243

#	OTHER (PLEASE SPECIFY)	DATE
1	European American	1/17/2019 8:53 PM
2	none of your fucking bidness	1/15/2019 9:39 PM
3	Human	1/15/2019 10:14 AM

Q25 What is your gender?

Answered: 248 Skipped: 47



ANSWER CHOICES	RESPONSES	
Female	60.08%	149
Male	35.08%	87
Non-binary/third gender	2.02%	5
Prefer to self-describe	0.40%	1
Prefer not to answer	2.42%	6
e	0.00%	0
TOTAL		248

Madison BRT

MetroQuest Results



metro transit

Map Marker Summary

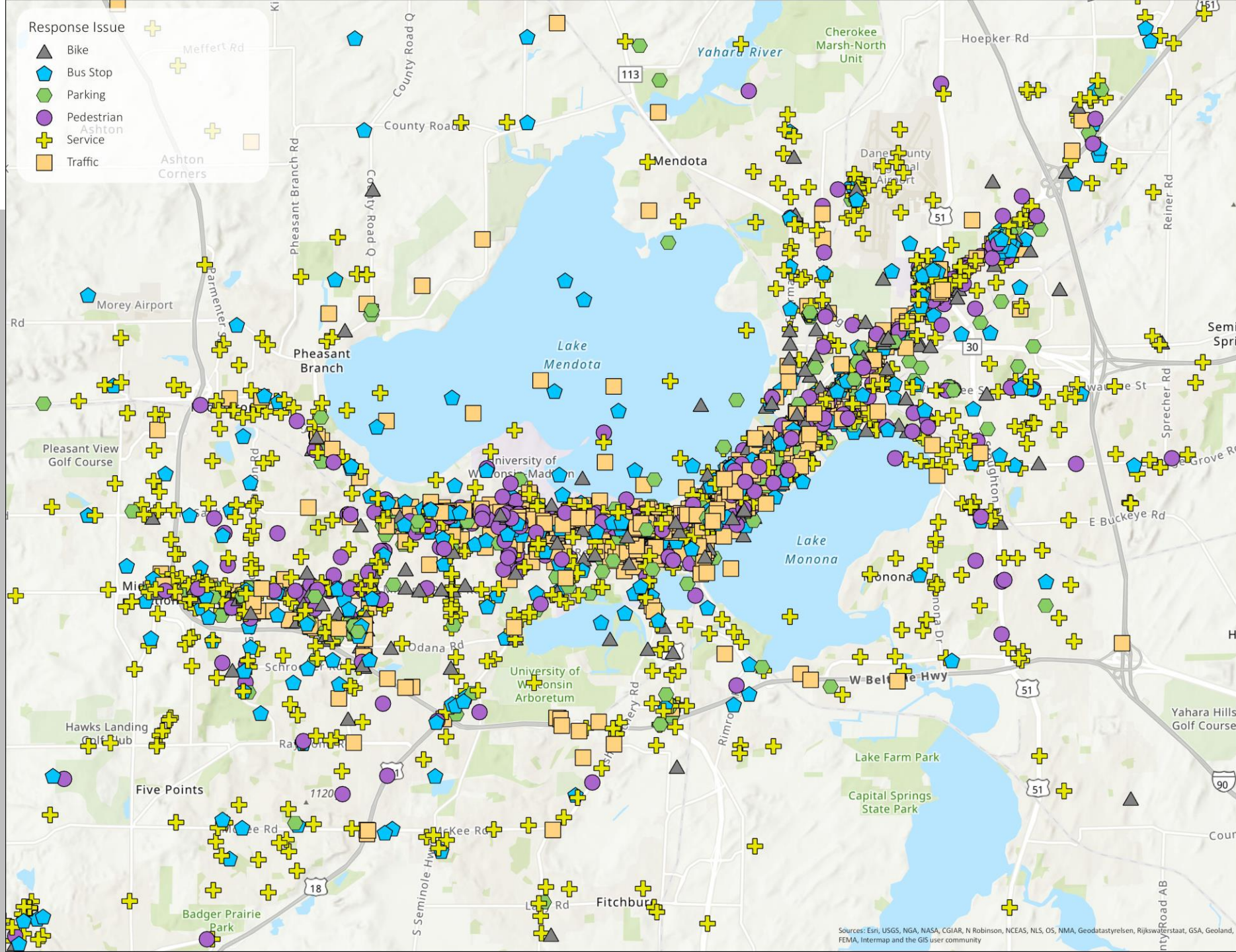
February 7th, 2019

AECOM

All Markers

3,709
Total
Markers

- Service: 1,020 markers
- Bus Stop: 490 markers
- Traffic: 865 markers
- Parking: 342 markers
- Pedestrian: 569 markers
- Bike: 423 markers

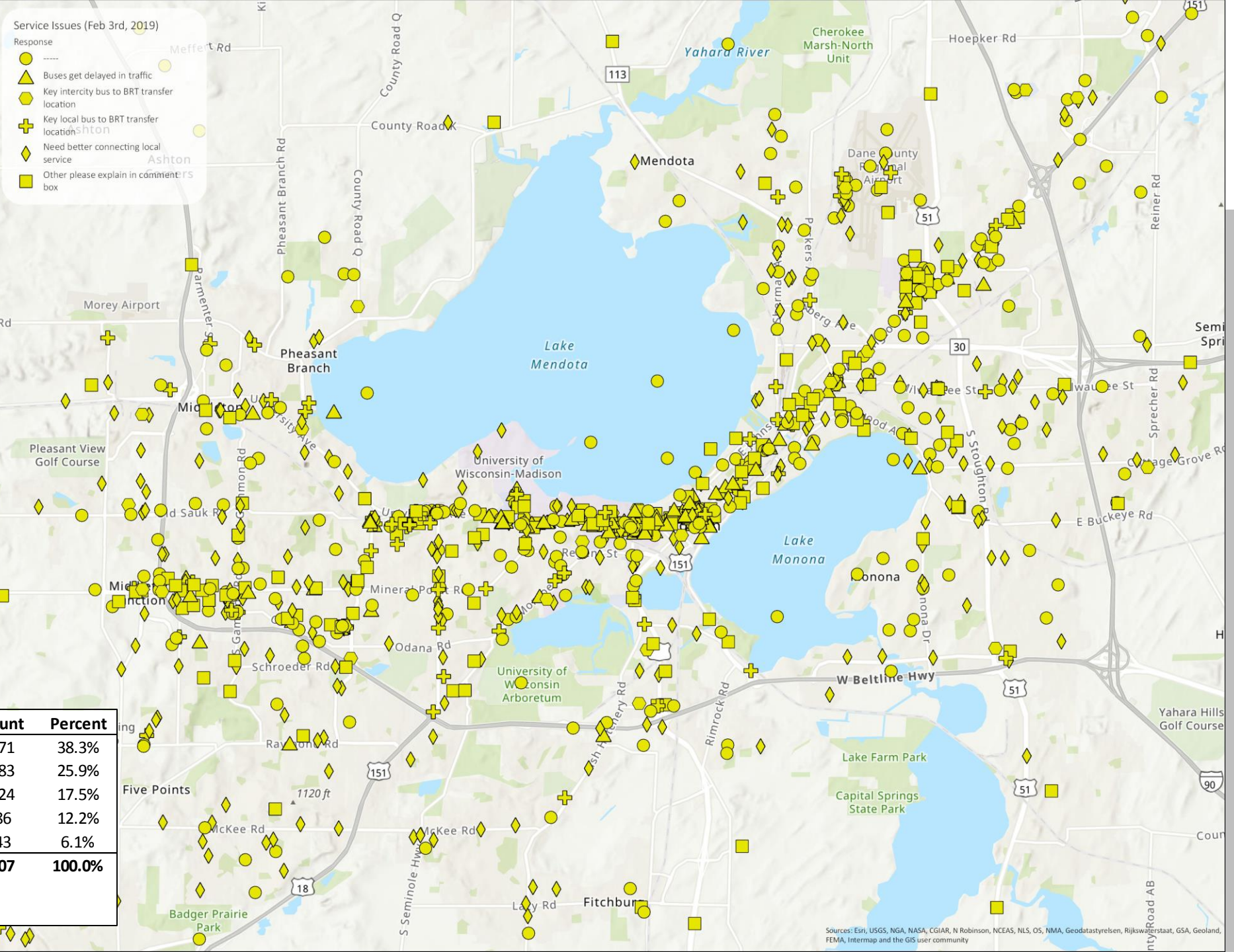


Sources: Esri, USGS, NGA, NASA, CGIAR, N Robinson, NCEAS, NLS, OS, NMA, Geodatastyrelsen, Rijkswaterstaat, GSA, Geoland, FEMA, Intermap and the GIS user community

Map Marker Summary

- Service Issue
- Bus Stop Issue
- Traffic Issue
- Parking Issue
- Pedestrian Issue
- Bike Issue

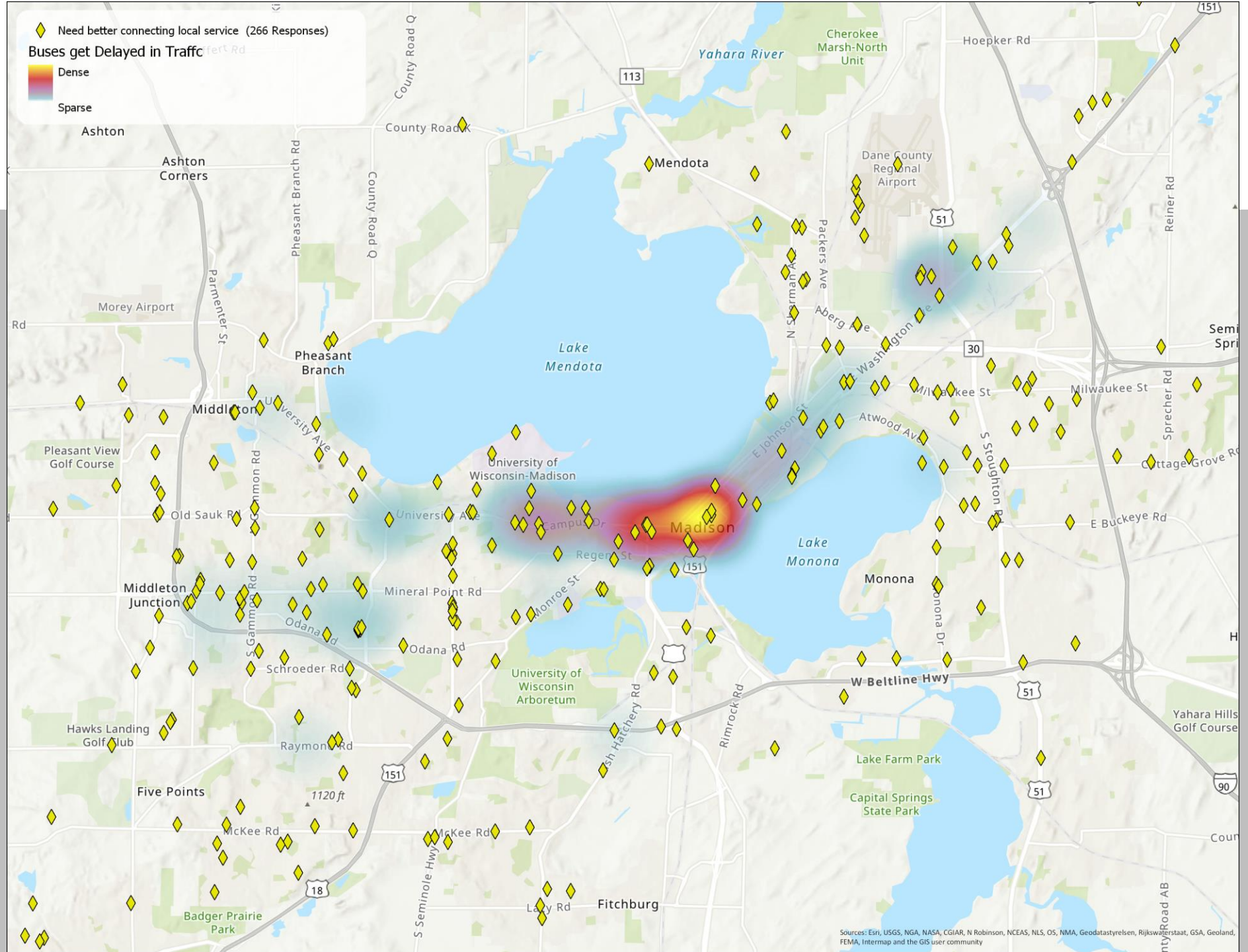
Service Issue



Service Issue	Count	Percent
Need better connecting local service	271	38.3%
Other	183	25.9%
Buses get delayed in traffic	124	17.5%
Key local bus to BRT transfer location	86	12.2%
Key intercity bus to BRT transfer location	43	6.1%
Total	707	100.0%

Markers: 1,020
Comments: 606

Service Issue



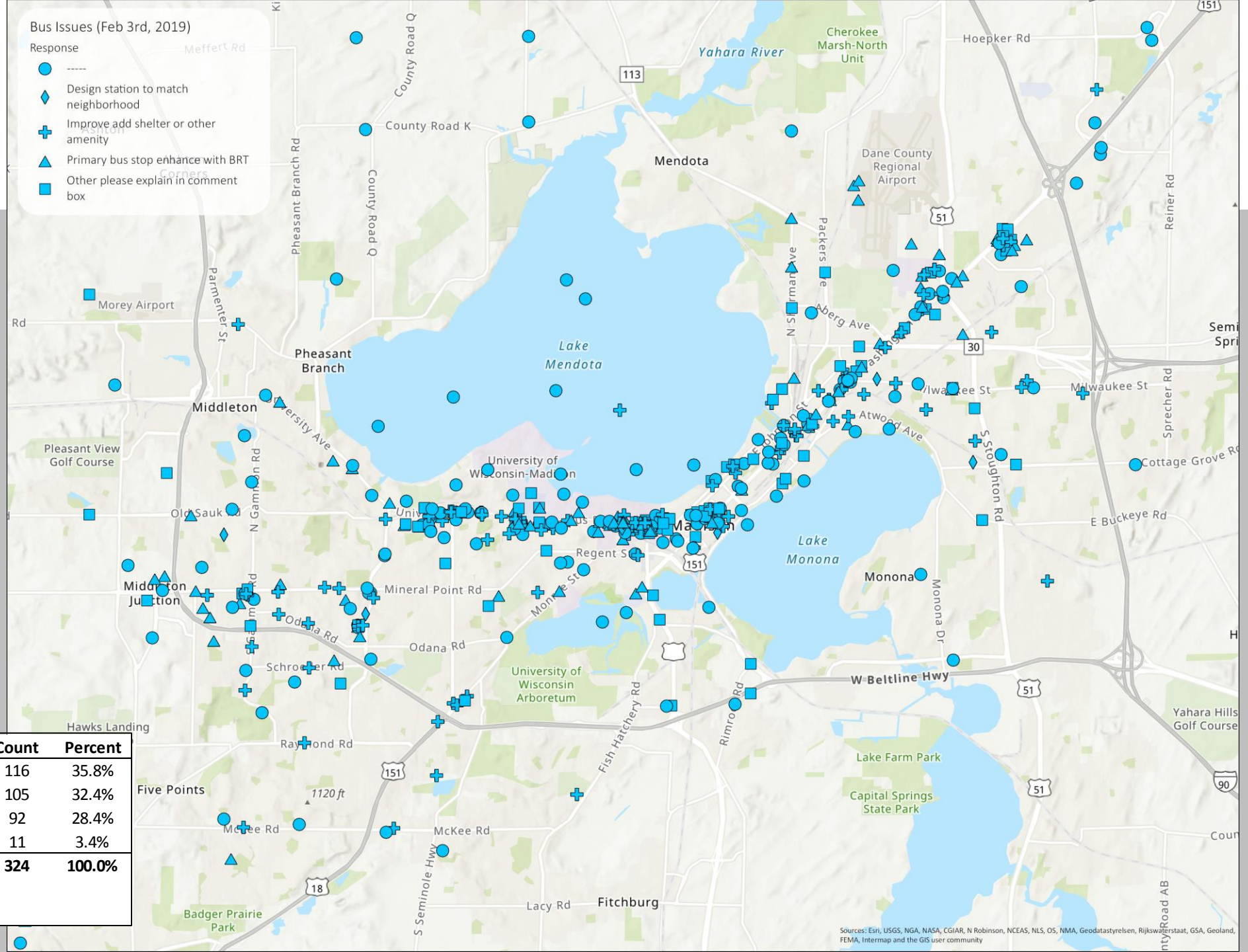
Sources: Esri, USGS, NGA, NASA, CGIAR, N Robinson, NCEAS, NLS, OS, NMA, Geodatasystemen, Rijkswaterstaat, GSA, Geoland, FEMA, Intermap and the GIS user community

Bus Stop Issue

Bus Issues (Feb 3rd, 2019)

Response

- -----
- ◆ Design station to match neighborhood
- + Improve add shelter or other amenity
- ▲ Primary bus stop enhance with BRT
- Other please explain in comment box



Bus Stop Issue	Count	Percent
Improve (add shelter or other amenity)	116	35.8%
Primary bus stop (enhance with BRT)	105	32.4%
Other	92	28.4%
Design station to match neighborhood	11	3.4%
Total	324	100.0%

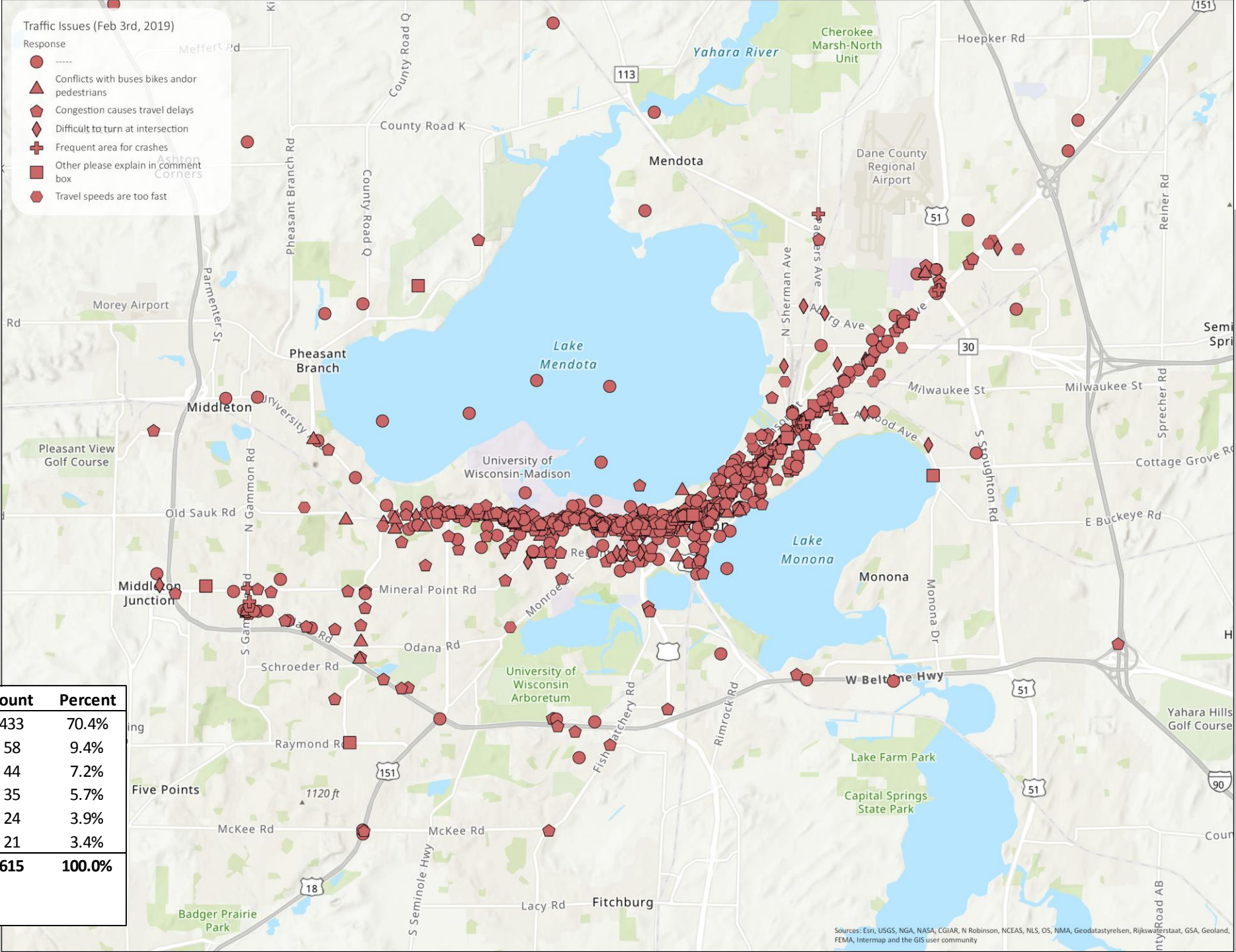
Markers: 490
Comments: 280

Traffic Issue

Traffic Issues (Feb 3rd, 2019)

Response

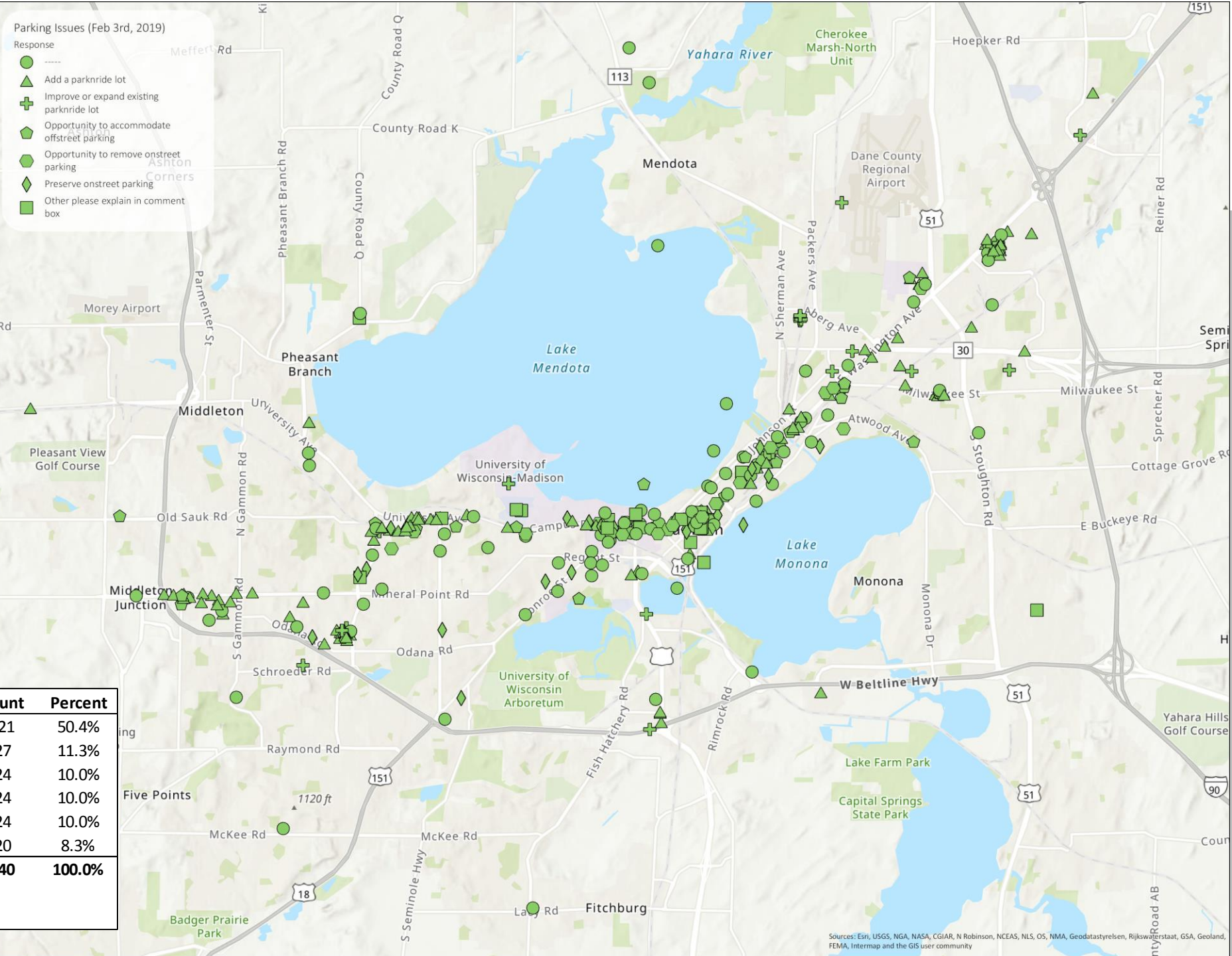
- Conflicts with buses bikes and/or pedestrians
- ▲ Congestion causes travel delays
- ◆ Difficult to turn at intersection
- ⊕ Frequent area for crashes
- Other please explain in comment box
- Travel speeds are too fast



Traffic Issue	Count	Percent
Congestion causes travel delays	433	70.4%
Conflicts with buses, bikes and/or pedestrians	58	9.4%
Travel speeds are too fast	44	7.2%
Difficult to turn at intersection	35	5.7%
Other	24	3.9%
Frequent area for crashes	21	3.4%
Total	615	100.0%

Markers: 865
Comments: 312

Parking Issue



Parking Issues (Feb 3rd, 2019)

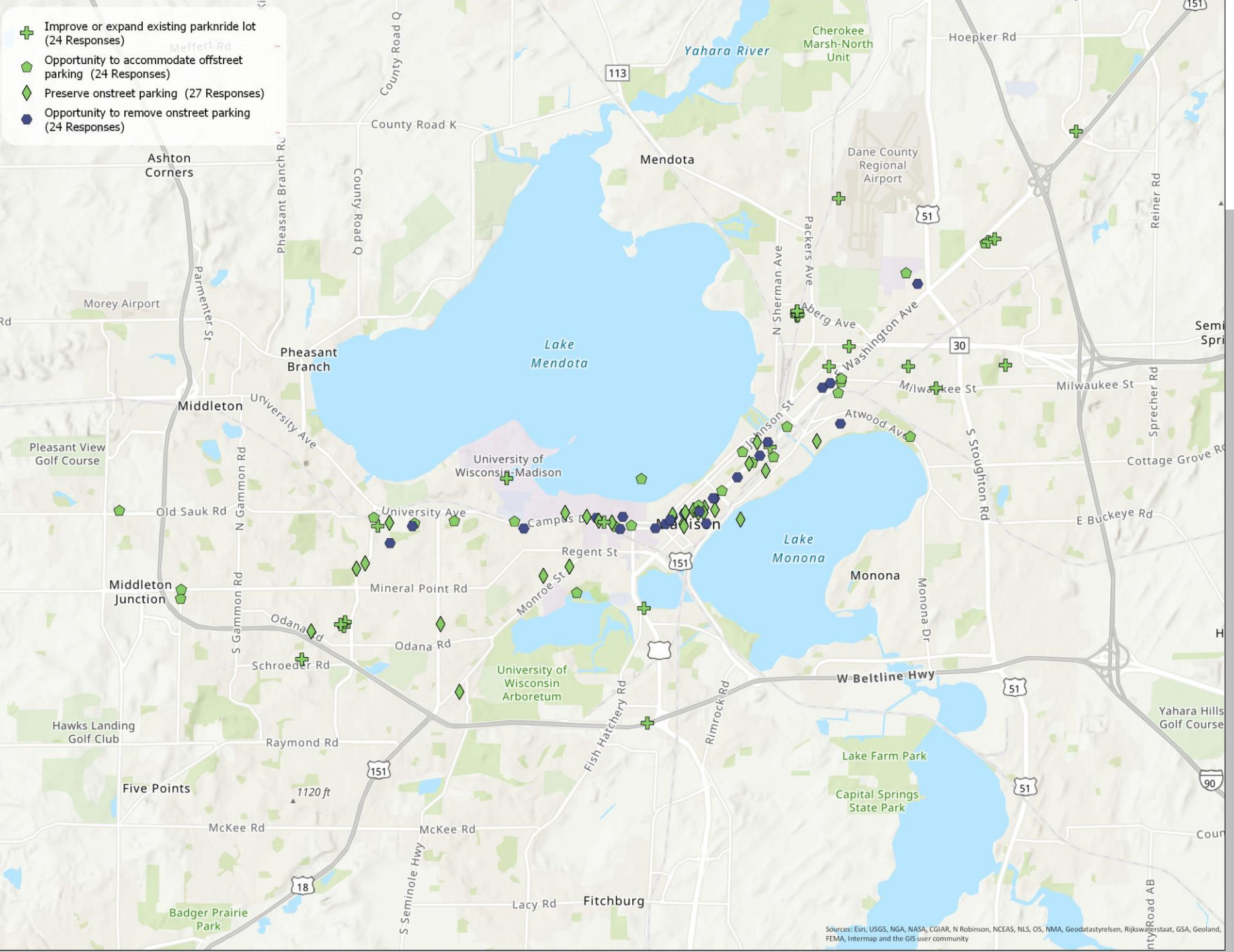
Response

- Add a park-n-ride lot
- ▲ Improve or expand existing park-n-ride lot
- + Opportunity to accommodate offstreet parking
- ◈ Opportunity to remove onstreet parking
- ◇ Preserve onstreet parking
- Other please explain in comment box

Parking Issue	Count	Percent
Add a park-n-ride lot	121	50.4%
Preserve on-street parking	27	11.3%
Opportunity to remove on-street parking	24	10.0%
Opportunity to accommodate off-street parking	24	10.0%
Improve, or expand, existing park-n-ride lot	24	10.0%
Other	20	8.3%
Total	240	100.0%

Markers: 342
Comments: 119

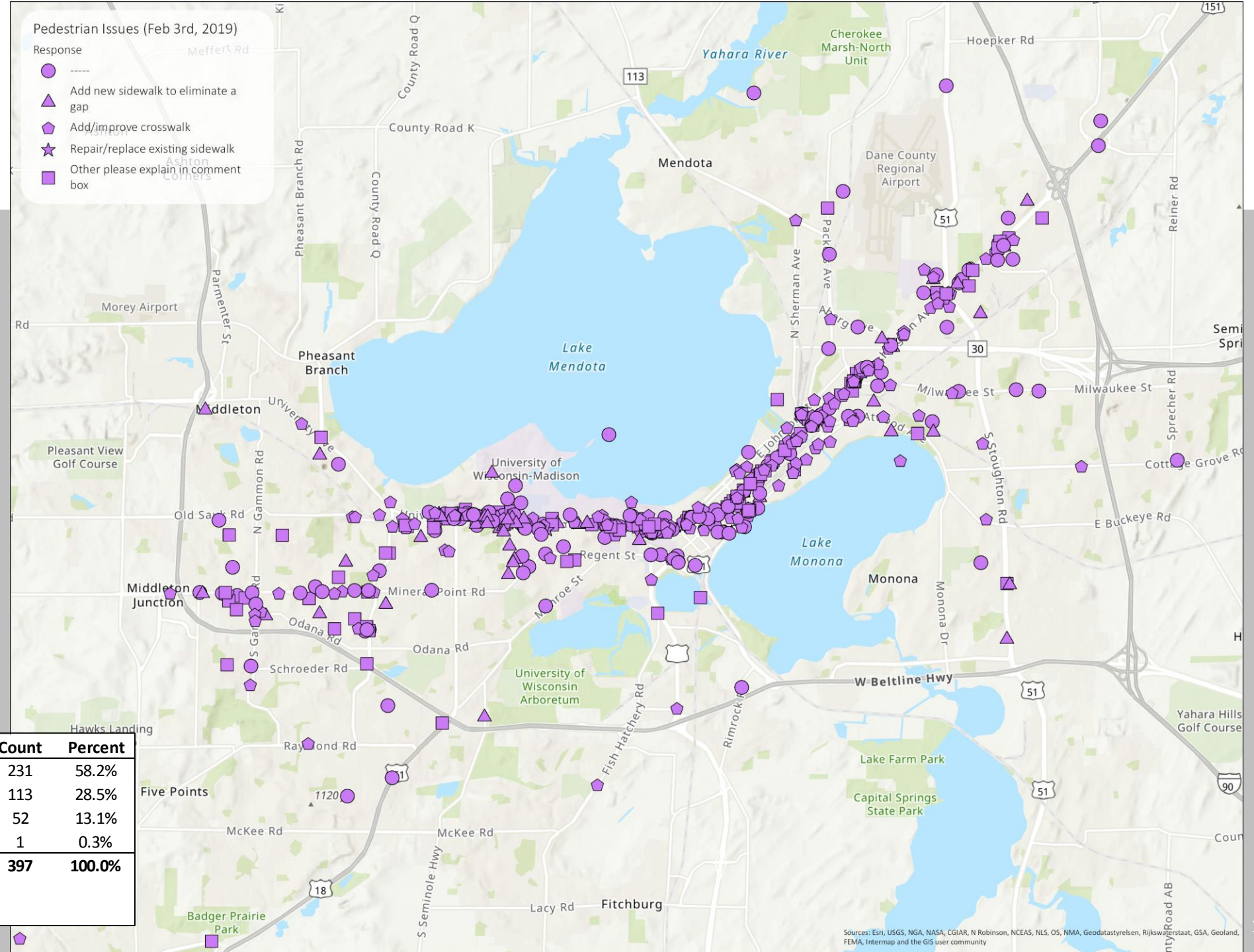
Parking Issue



Pedestrian Issue

Pedestrian Issues (Feb 3rd, 2019)

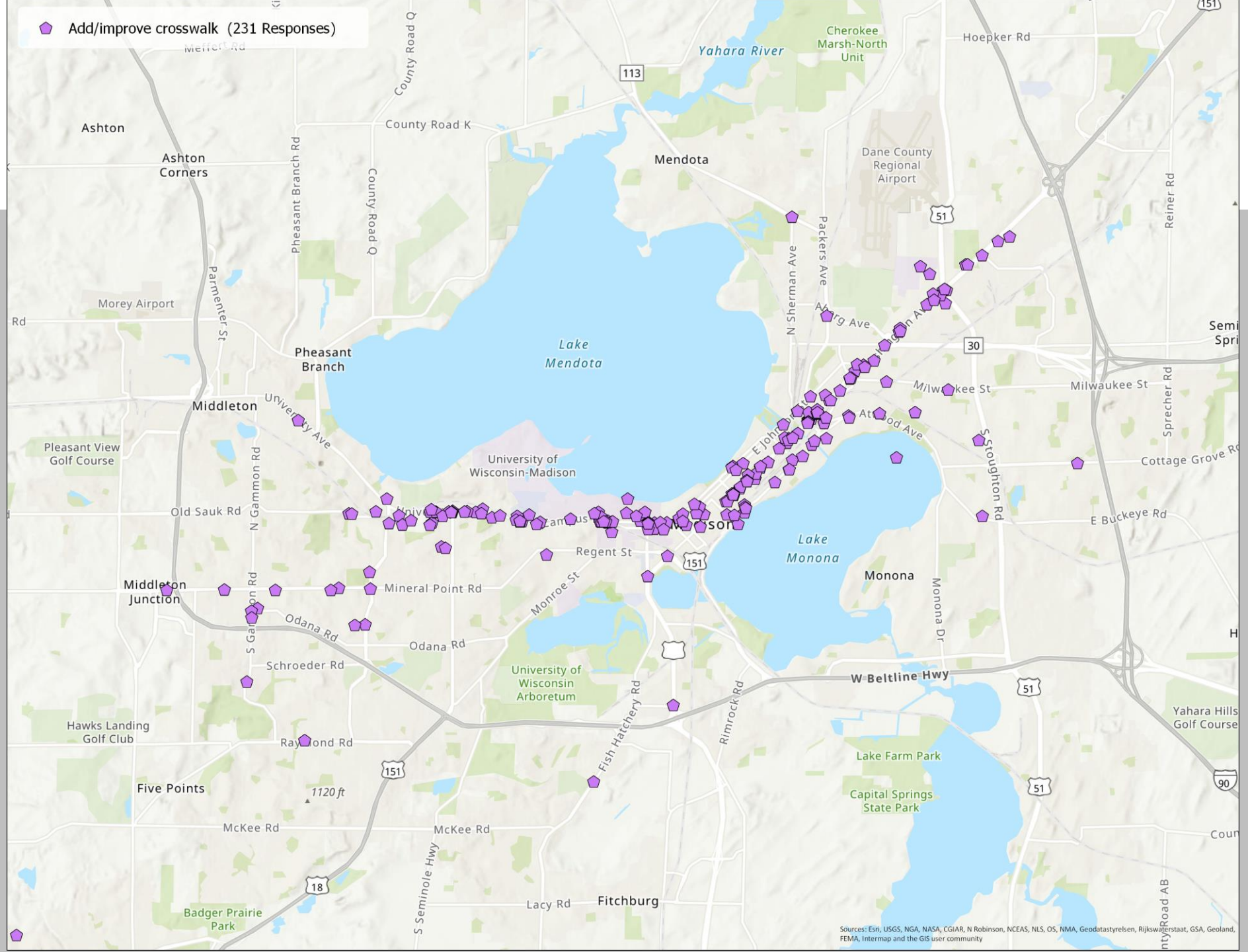
- Response
- Add new sidewalk to eliminate a gap
 - ◓ Add/improve crosswalk
 - ★ Repair/replace existing sidewalk
 - ◻ Other please explain in comment box



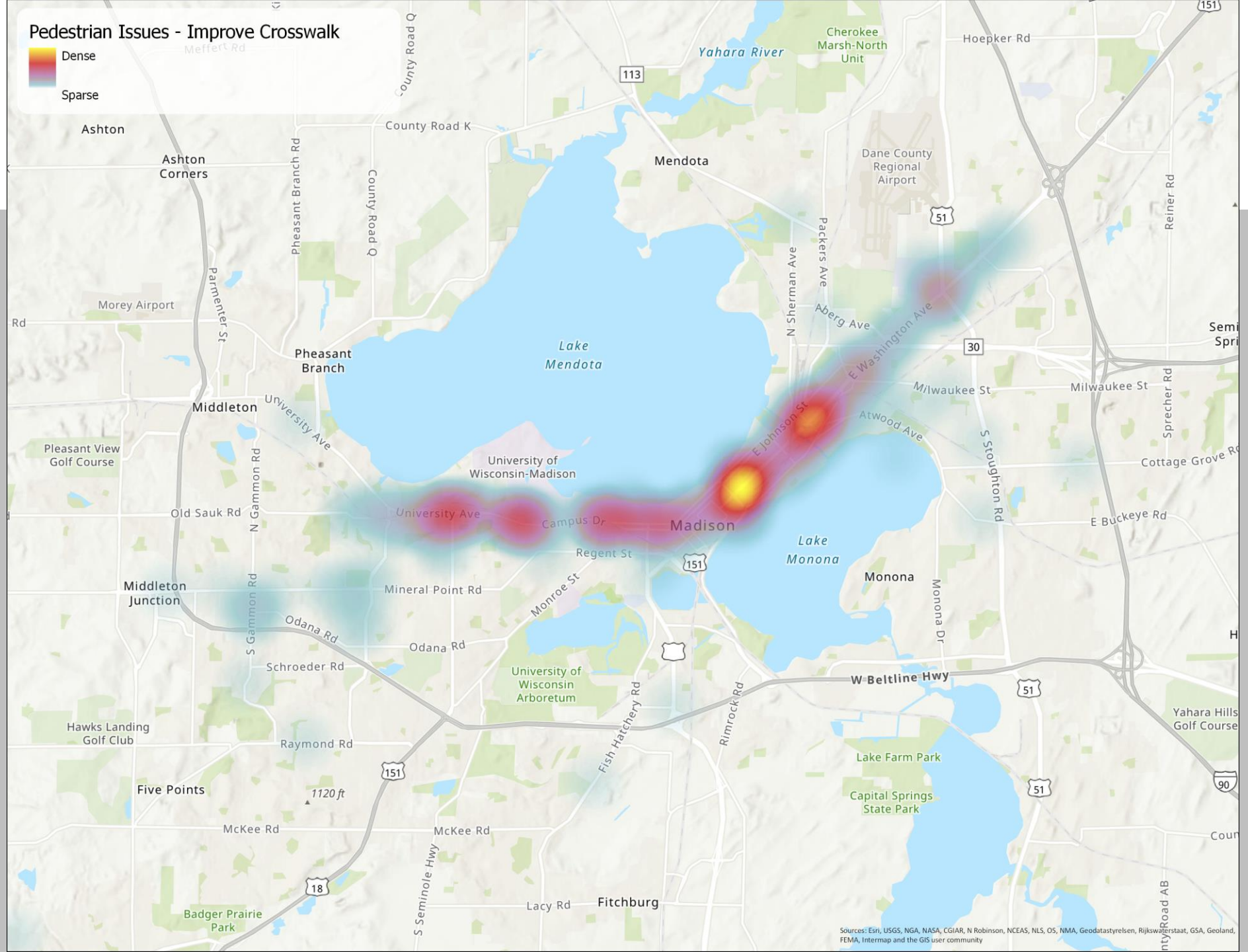
Pedestrian Issue	Count	Percent
Add/improve crosswalk	231	58.2%
Other	113	28.5%
Add new sidewalk to eliminate a gap	52	13.1%
Repair/replace existing sidewalk	1	0.3%
Total	397	100.0%

Markers: 569
Comments: 359

Pedestrian Issue



Pedestrian Issue

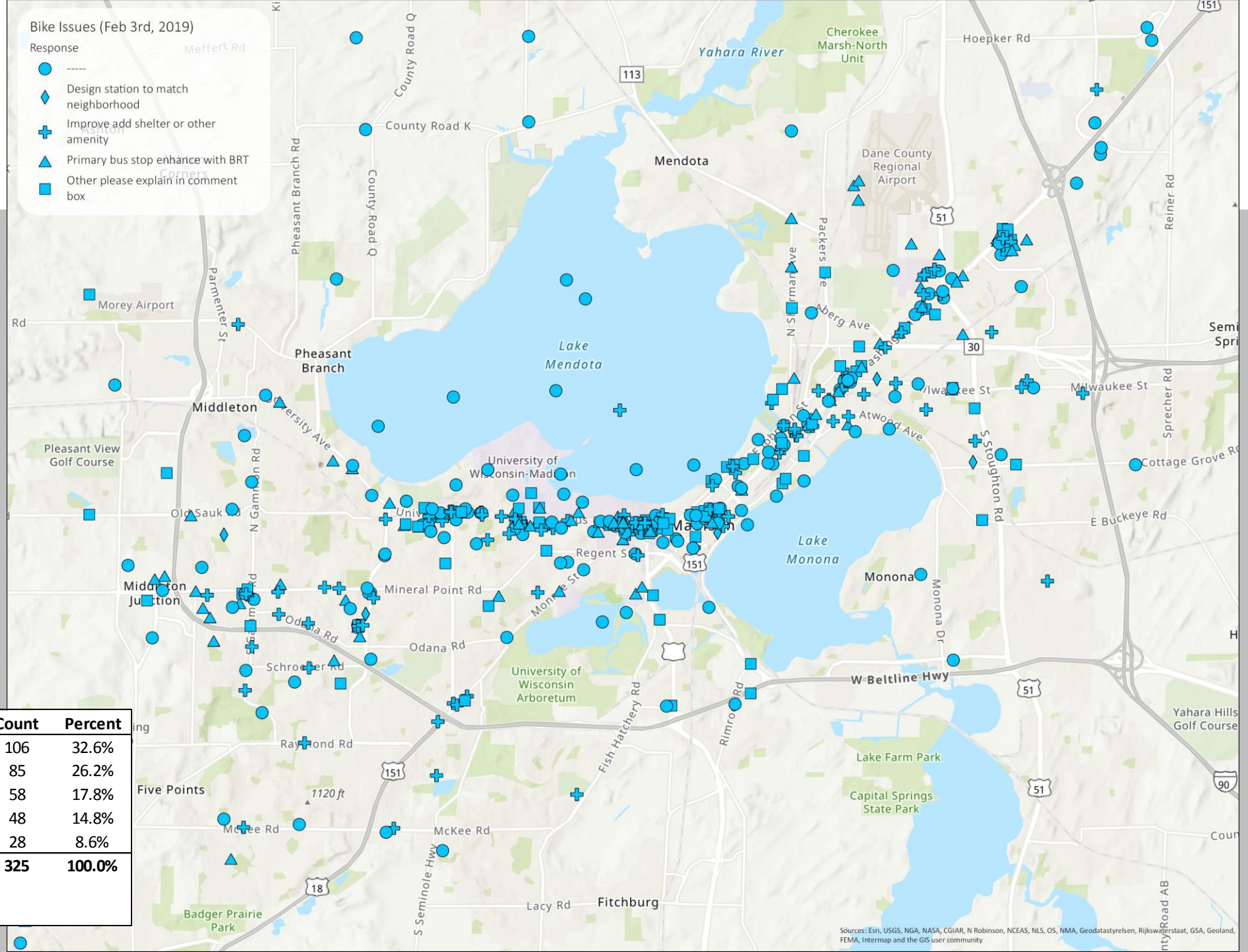


Bike Issue

Bike Issues (Feb 3rd, 2019)

Response

- -----
- ◆ Design station to match neighborhood
- + Improve add shelter or other amenity
- ▲ Primary bus stop enhance with BRT
- Other please explain in comment box



Bike Issue	Count	Percent
Add multi-use path (next to road)	106	32.6%
Improve or add on-street bike facility	85	26.2%
Other	58	17.8%
Add bike signals at intersections	48	14.8%
Add bike racks/secure parking	28	8.6%
Total	325	100.0%

Markers: 423
Comments: 249

Madison BRT – MetroQuest Marker Summary Results

Service Issue	Count	Percent
Need better connecting local service	271	38.3%
Other	183	25.9%
Buses get delayed in traffic	124	17.5%
Key local bus to BRT transfer location	86	12.2%
Key intercity bus to BRT transfer location	43	6.1%
Total	707	100.0%

Markers: 1,020

Comments: 606

Comments focused on off-peak service and the need to expand the hours of frequency of service. **Added evening and weekend service** was mentioned frequently as a desired service improvement. **Cross-town connections to/from downtown** were called out as taking too long – especially when traveling from the west side and east side of the Madison area. BRT service to/from the airport on the east side was a desired connection. On the west side, Verona and Middleton were identified as destinations for improved frequency of commuter service. The **Capitol Square is a bottleneck** and requires a solution to quickly move commuters east-west along the corridor (see response locations in the figure below). Some respondents indicated that better coordination of downtown transfers would help alleviate travel delay. Many respondents identified enhanced **signal coordination as a solution to improve service efficiency** in and around the crowded downtown and UW-Madison area. The need for **improved north-south bus connections** were also mentioned often as many commuters experience delay making their connections to/from work.

Response Locations: Buses get Delayed in Traffic



Madison BRT – MetroQuest Marker Summary Results

MetroQuest Comments

- “Too few buses on off-peak times.”
- “Absurd that it takes 1 hr or longer to ride the bus from the airport to downtown. Clearly the parking/cabs have lobbied well to prevent good public transit to a major transportation hub for profit. This route should take no longer than 20 minutes (similar to downtown to west transfer point).”
- “It's not easy to get to East Towne from downtown. Buses make many stops and run about once an hour directly, once every half hour with roundabout routes.”
- “The Square is a major connection/transfer point now and presumably will be with BRT. Transfers are dicey when buses do not run on time, so trying to protect the scheduling somehow is important to reduce user stress.”
- “It's not so much a matter of congestion, but of traffic lights. I know that this is a pedestrian-heavy area, but this part of the commute can be painfully slow.”
- “During off peak hours the bus were pretty rare and slow with lots of stops which made getting to work very time consuming.”
- “A North-South BRT is crucial due to the amount of people who commute on this route.”

Madison BRT – MetroQuest Marker Summary Results

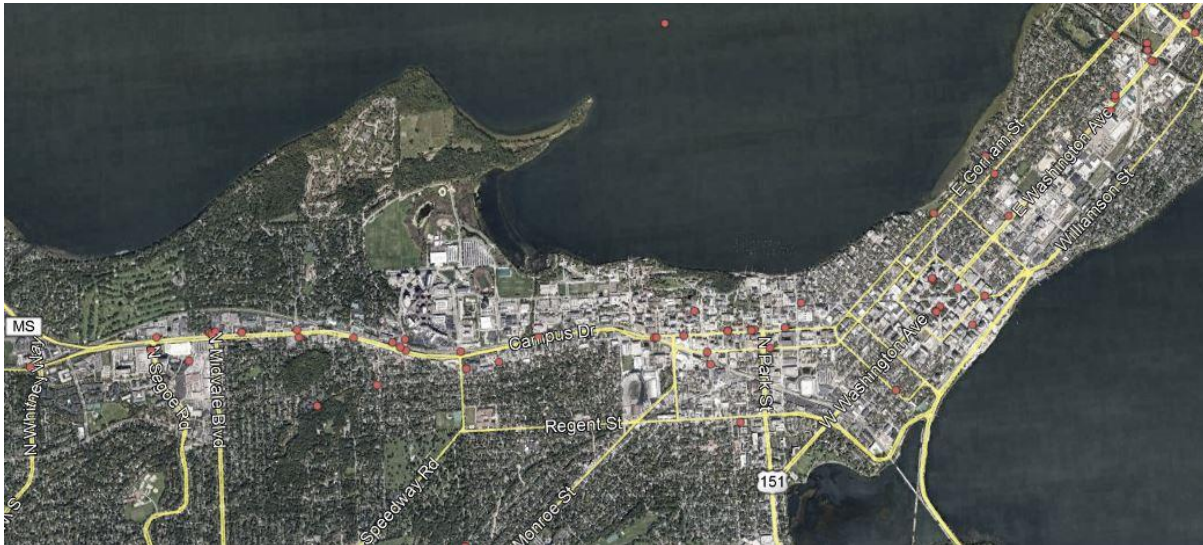
Bus Stop Issue	Count	Percent
Improve (add shelter or other amenity)	116	35.8%
Primary bus stop (enhance with BRT)	105	32.4%
Other	92	28.4%
Design station to match neighborhood	11	3.4%
Total	324	100.0%

Markers: 490

Comments: 280

Opportunity locations to improve bus stops amenities are concentrated within the Capitol Square and UW-Madison area (see response locations in the figure below). Amenities suggested frequently include **improved lighting for security, a connected sidewalk network to improve access, and shelter design to protect occupants from weather conditions**. Many respondents voiced their desire to have more **convenient drop-off locations on private property** at locations such as shopping malls, hospitals, and large employers. Traversing from off-site bus stops through large parking lots can be an obstacle for pedestrians, particularly those with disability. Related to transit service, several respondents indicated there are currently **too many bus stops along the corridor**, impacting the efficiency and timeliness to reach their destination.

Response Locations: Improve (Add Shelter or Other Amenity)



MetroQuest Comments

- “Consider working with private landowners to develop major transit hub at the regional malls. Would help revitalize the loss of commercial space and get individuals to and from these major

Madison BRT – MetroQuest Marker Summary Results

locations more efficiently. Look at Helsinki Finland as an example of their BRT center below the downtown regional shopping mall.”

- “This bus stop changes in the summer with NO WARNING whatsoever. It's annoying to miss a bus because the stop has been randomly moved a block away.”
- “As the research park area grows and adds more employees, this station is going to get even busier. Warming hut? Some strategy for protecting people from the weather other than a roof. Late buses compound the problem.”
- “Buses stop every block and it is an unbelievable slog if you're trying to get through there.”

Madison BRT – MetroQuest Marker Summary Results

Traffic Issue	Count	Percent
Congestion causes travel delays	433	70.4%
Conflicts with buses, bikes and/or pedestrians	58	9.4%
Travel speeds are too fast	44	7.2%
Difficult to turn at intersection	35	5.7%
Other	24	3.9%
Frequent area for crashes	21	3.4%
Total	615	100.0%

Markers: 865

Comments: 312

Respondents provided a range of congestion problems causing travel delay. A high concentration of comments regarding **travel delays line the corridor from Washington Avenue to Capitol Square to the UW-Madison** (see response locations in the figure below). The UW-Madison area is a high-activity area as respondents mention vehicles frequently starting/stopping causing major travel delays. According to respondents, **transit vehicles boarding and alighting currently add to the travel delay – especially along Campus Drive and University Avenue**. This area also popped up frequently in comments as a location where conflicts between buses, bikes, and/or pedestrians is common. Many survey takers suggested **coordinated signal priority to help transit vehicles navigate congested roadway segments**.

Response Locations: Congestion Causes Travel Delays



MetroQuest Comments

- “BRT should have signal priority here which calls WBRT arrow and Inbound stop should be located on SB side of Wright.”
- “Getting to BRT corridor in morning difficult, especially in bad weather.”

Madison BRT – MetroQuest Marker Summary Results

- “Lots of stopping and starting on campus. Just about any time of the day frequently slows the bus down.”
- “High speeds between here and Yahara, plus addition of bus traffic to Willy with all the traffic from Co-op, St. Vinnys, Ha Long Bay, and foot traffic at Dickinson make this section exceptionally problematic and dangerous.”
- “Need separation between buses and other vehicles in order to be safe.”
- “All along East Washington, there's too much traffic. I'd like to see a dedicated bus lane on each side of the road.”
- “Please eliminate the on-street parking of this segment. Creating merging lane will be safer. Peak hour congestion will delay buses.”

Madison BRT – MetroQuest Marker Summary Results

Parking Issue	Count	Percent
Add a park-n-ride lot	121	50.4%
Preserve on-street parking	27	11.3%
Opportunity to remove on-street parking	24	10.0%
Opportunity to accommodate off-street parking	24	10.0%
Improve, or expand, existing park-n-ride lot	24	10.0%
Other	20	8.3%
Total	240	100.0%

Markers: 342

Comments: 119

Parking was described by many as a critical component to make BRT in the Madison area successful. In general, the theme from respondents is that **parking needs to be removed from potential BRT corridors and replaced with a bus only lane** to improve BRT chances for success. While many were in favor of removing parking from main thoroughfares, respondents did cite the **lack of commuter parking accommodation surrounding major corridors**. Short-term parking options in **surrounding neighborhoods currently does not satisfy commuter parking needs**. According to survey respondents, locations to consider adding park-n-ride lots include areas along E. Washington Avenue, Madison Metro’s transfer points, and University Research Park. Respondents indicated these areas have **underutilized parking lots that could function as a park-n-ride lot**.

MetroQuest Comments

- “Don't understand why so much street parking is posted no parking. Seems like a great spot for a park-n-ride into downtown as this has easy access from vehicle infrastructure.”
- “No real commuter parking amenities along East Wash corridor.”
- “A lot of neighborhood parking is now 2-hour parking, pushing surplus parking into neighborhoods, causing problems with narrow roads.”
- “Need more parking options to catch future BRT.”
- “There is a lot near East transfer point, but it's not technically a park and ride, and someone could shut it down at any time. Many people use this lot to park and ride to work every day. It'd be nice to make this lot official to Madison Metro and have some maintenance on it. It's very beat up, and then I don't need to worry about the future of parking there being taken away and my commute made more difficult.”

Madison BRT – MetroQuest Marker Summary Results

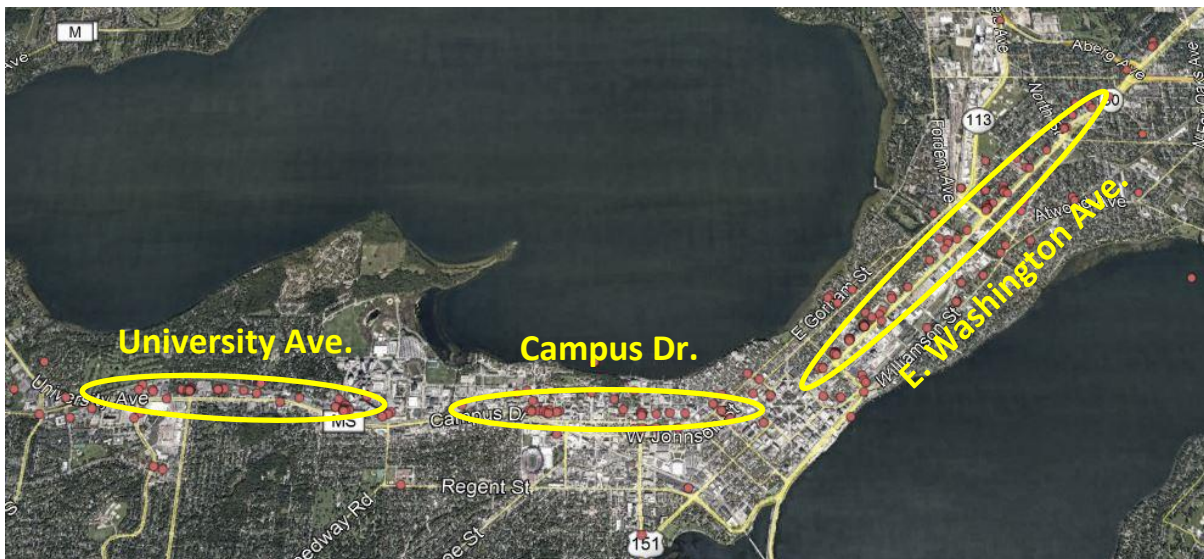
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Add new sidewalk to eliminate a gap	52	13.1%
Repair/replace existing sidewalk	1	0.3%
Total	397	100.0%

Markers: 569

Comments: 359

A primary concern among respondents was the need to safely accommodate pedestrians and vehicles – particularly in the downtown and campus areas. **E. Washington, University Drive, and Campus Drive were all cited frequently as corridors that can be difficult for pedestrians** (see response locations in the figure below). Another pedestrian safety issue focused on **signal crossings not being long enough to safely cross major thoroughfares**. Campus foot traffic is especially high during class period changes and it was mentioned **traffic signals could be better coordinated to anticipate high levels of pedestrian, bicyclist, and motorist activity**. Another area for improvement, as mentioned by survey respondents, was **lack of connectivity of the sidewalk network** – particularly near West Towne, West Gate, Fair Oaks, and East Towne.

Response Locations: Add/Improve Crosswalk



MetroQuest Comments

- “Pedestrian crossing for E Wash and E Johnson at First is scary. And the Public Market will increase vehicle and foot traffic, making this area critical for traffic engineering.”

Madison BRT – MetroQuest Marker Summary Results

- “Why isn't there a light or something to direct the flow of traffic better here considering the amazing amount of congestion in between class periods?”
- “The curb cutouts and sidewalks are consistently difficult and dangerous for individuals in manual and mechanized wheelchairs. DANGEROUS!”
- “Intermittent sidewalks force pedestrians to walk in narrow street and cut between very dense parked cars. This area is getting more and more population dense with increased apartment buildings and needs sidewalks.”
- “The signals at this intersection create safety issues. Often pedestrians are stuck between Campus Dr and University Ave on a small, unprotected strip of sidewalk. During the evenings in the winter, this feels particularly unsafe. The traffic lights should be reoriented, so pedestrians can get across all at once.”

Madison BRT – MetroQuest Marker Summary Results

Bike Issue	Count	Percent
Add multi-use path (next to road)	106	32.6%
Improve or add on-street bike facility	85	26.2%
Other	58	17.8%
Add bike signals at intersections	48	14.8%
Add bike racks/secure parking	28	8.6%
Total	325	100.0%

Markers: 423

Comments: 249

Respondents' primary concern in their comments focused on **safety – both on existing bikeway facilities and proposed bikeway facilities**. Many respondents supported **separated bike-only lanes** to connect to areas surrounding Capitol Square and the UW-Campus to help provide a buffer between bikes and vehicular traffic. Some respondents mentioned the need to improve connections between UW-Madison and surrounding neighborhoods west and south of campus. **Overpasses would be beneficial at locations with high volumes of bicyclists** along roadway facilities with higher traffic speeds and volumes such as John Nolan Drive and E. Washington Avenue. Some suggest that multimodal connections between bike and transit could be more beneficial if there **was more bike rack capacity on buses**. Another concern was the **lack of access to secure bike facilities** in the Capitol Square and UW-Madison areas.

MetroQuest Comments

- “Buses headed west bound in the morning often already have full bike racks by the time they arrive at this stop.”
- “Bikes and buses sharing a street is not idea. Cyclists often move at about the same speed, and being surrounded by large, loud buses is no fun.”
- “Buses sometimes narrowly avoid hitting bicyclists when crossing the bike-only lane. A dedicated space for bikes without other cars or buses crossing over the bike-only path would be much safer.”
- “Nowhere safe to put bikes along this corridor.”
- “Construct segregated bike lane to allow bike traffic in either direction around Capitol. Creating a segregated bike lane to allow bike traffic in either direction would keep cyclists from having to go nearly all the way around Capitol to get from point A to point B. the way it is now, cyclists are using sidewalks to go opposite directions and that’s not safe either.”
- “Improve connectivity to the path along the beltline & the SW commuter trail.”
- “Bike overpasses over John Nolan on either side of the Terrace would greatly improve the usability of the Cap City Trail there as a commuter route.”
- “Add B-Cycle stations near East Wash as none are directly on this street but several blocks away.”



MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

APPENDIX 2: PUBLIC MEETING 1 NOTES



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

Public Meeting #1 - Kickoff Open House

6:00 – 8:00 PM, December 17, 2018

Madison Central Library, Room 301, 201 W. Mifflin Street

Total participants: 127 signed in

Video Link: <https://media.cityofmadison.com/Mediasite/Play/542ac894d6ca4c2e85718841f88288eb1d>

Open House & Dot Voting

An open house at the beginning of the meeting provided an opportunity to view exhibits, talk with the project team, take the online survey, and vote on project priorities.

Participants were given three dots to allocate among the following priorities for Madison's BRT system.

- 71 votes: "Provide more frequent service."
- 53 votes: "Provide faster service."
- 23 votes: "Provide nicer stations."
- 19 votes: "Purchase property to add dedicated lanes."
- 14 votes: "Purchase property to add more park and ride locations."
- 6 votes: "Provide nicer buses."
- Other priorities generated by participants ("~" indicates where dots are unclear):
 - ~ 11 votes: Use electric or hybrid buses:
 - 5 votes: Use existing infrastructure and get the project started sooner.
 - 5 votes: Offer longer span of service (weekday, weekend, night).
 - ~5 votes: Provide fare-free transit.
 - 3 votes: Route should include Spring Harbor Neighborhood.
 - 2 votes: State street and the Capital Square are bad for rapid transit.
 - 2 votes: Integrate payment cards (work with other transit service, monthly passes, etc.).
 - 1 vote: Expand to suburban areas (Sun Prairie & Monona).
 - 1 vote: Transit for people with disabilities.
 - 1 vote: Incentivize transit before building BRT infrastructure.
 - 1 vote: Provide more bike friendly buses and stations.
 - 1 vote: Make the project more equitable (serve the north and south neighborhoods).
 - 1 vote: Integrate BRT with bike lanes.



Additional Comments:

- Double the frequency on home football Saturdays.
- Provide more frequent service especially where UW students live.
- More frequency but not just during peak periods.
- Provide real-time arrivals.
- Stations should have level boarding for bikes, strollers, wheelchairs, handicapped...
- Don't purchase property for lanes, just take away the parking.
- Purchase property to provide 5th and 6th lanes on Speedway for buses and rare right turns. Connect West High School to Memorial High School. Add onto the new park and ride near UW West Agricultural Research Farm.



- Convert existing lanes to dedicated lanes on East Washington, Monona Drive, and other streets.
- Add park and rides on outside of the beltline and I-39, I-90, and I-94.

Presentation

A formal presentation of the project background, goals, process and funding opportunities followed the open house. A video recording with sign language translation may be found here:

<https://media.cityofmadison.com/Mediasite/Play/542ac894d6ca4c2e85718841f88288eb1d>.

Presentation Q&A

- Has the city considered requiring private developers to provide bus tickets for residents?
 - A: The city does not require this from developers, but we are exploring transportation management associations. With a transportation management association, a boundary is drawn around areas with high trip generations and the businesses inside contribute to provide bus passes. Our first is in the Hill Farms area and the results will influence future associations.
- During the 2013 study, the report looked at outlying communities (Sun Prairie and Middleton). Does the flexibility of BRT allow lengthening the route to Sun Prairie as soon as possible?
 - A: The project team is exploring options to the east. It is certainly a possibility and it's an important part of the project vision to include these other communities. However, this will probably occur in later phases given the cost. Our team knows that this is important because American Family is interested in having the line extended to the American Center to improve their transit access.
- Has there been any preliminary analysis on how much a trip fare will cost?
 - A: What the project team normally recommends is that fare remain the same as a normal trip, especially in the beginning. That is the ideal situation, however, the fares may adjust with the financial plan that is being developed.
- Is there any concern about state-funded roads, considering that East Washington is a state highway for part of the project? South Park Street also receives state funding.
 - A: There are some additional challenges. The major difference between East Washington and South Park is that East Washington has been recently reconstructed. South Park needs to be completely repaired and currently it is not on the state's radar for reconstruction.
- Are there any plans to work with the state to get subsidized tickets for state employees?
 - A: Madison Metro has attempted in the past to talk with the Department of Administration (DOA). The project team will continue to explore state subsidized tickets and push for it, especially given this new opportunity.
- Please discuss the likelihood of the future north-south BRT line connecting with the airport.
 - A: The initial plan involved going up Sherman Avenue to Warner Park. However, we have seen interest in connecting to Oscar Mayer, the existing north transfer point, and the airport. This will be explored in a later phase.
- Comment: Has the city considered doing a fare-free system? Please include it in your fiscal analysis.
- What is the plan to engage students? Transit is critical for talent retention of recent graduates.
 - A: The project team is planning to connect with students in the small group meetings. If you have recommendations for other avenues of engagement, please let us know.
- How does the fare system work on BRT, will it work within the existing systems?
 - A: Each station will have its own ticketing machine. Fare collection will occur before riders get on the bus. These machines typically accept both cash and credit. They can often scan current bus passes and print a BRT ticket as well.



- Parking is incredibly important for transit success. Will the project team be looking at the true cost of parking and recommending that the city charge the appropriate amount for parking both on-street and in parking ramps?
 - A: It is in the menu of financial tools that will be explored to support this project. Madison would certainly not be the only city exploring this option.

Madison BRT Headlines Exercise

To help the city and project team better understand community members' long-term vision for BRT in Madison, participants received a worksheet asking, "Tell us what headline you would most like to see in the news five years after Madison's first BRT line is built." Participants submitted the following answers:

Affordable Housing Completed on Former Parking Ramp Site

Bus Ridership Sees 400% Increase with BRT

4 High Tech Businesses Choose Madison Because of Travel Times

Madison Carbon Neutral on Transportation

BRT Stimulates \$3B in Economic Development

More Bikers and Transit Riders than Cars Commuting Around Madison!

Complete Streets for Complete Cities

Fast, Free, Equitable: Madison's BRT Paves Way to Carless City

Madison's BRT System a Smashing Success Due to Record Ridership!

Madison BRT Helps Attract Riders Throughout Dane County!

A successful BRT is Helped by a City Government Requirement that all New Development that is City or Other Grant Financed be Required to Provide Bus Tickets to Residents

BRT Will Provide On-Time, Faster Service

BRT Will Spread to Points across Dane County

Possible Expansion through Southern WI – Iowa, Jefferson, Green, Sauk & Columbia Counties – Truly Regional!

Massive Ridership Drives Madison to Expand BRT!

Who Needs A Car in Madison?

Madison's BRT Frequent, Fast, Comfortable Service is Convincing Drivers to Leave Their Car at Home

Traffic Congestion on Isthmus Declines for Second-Straight Year

100% Renewable Energy POWERS BRT During First 12 Months!

Newest Buses Rely Totally on Renewable Energy Sources – Hydro, Wind, and Solar Brought on by Regional Electric Corporations.

Comment Card Submissions:

- Be considerate of pedestrian crossings – the guideway video showed high speed buses but no pedestrian crossings. Would a guideway interfere with pedestrian crossings?
- The proposed route turns south at Sheboygan & Eau Claire, which is ½ hour walk from my house. Today, taking the 70 bus from Norman Way takes me ½ hour door to door, so this is useless to me.



- Surely it should be possible to use tactical urbanist techniques to demonstrate the value of the project without needing complicated funding arrangements, or decadal lead times.
- This is too important to wait for the State to allow an RTA or for Federal funding. How can we do this now without help?
- I think you should consider heated/air-conditioned bus shelters.
- Buses are now 50% electrified and will be 100% soon. Riders enjoy convenience & luxury of riding & not driving tension. Madison metro attracts riders from Dane County, cities, villages, and beyond.
- BRT has ability to beautify Madison streets.
- Gas emissions drop with BRT.
- If BRT is successful – cars could be banned from Isthmus/Capitol Square & UW.
- Please make sure that 100% of the BRT buses are electric. This can be a key aspect of branding as well as incorporates charging stations.
- Please have dedicated BRT lanes on E. Washington. It would be a much more valuable use of space than the parking lanes that currently exist.
- Station platforms at same elevation as bus for wheelchairs, bikes, strollers, etc.
- Start “mini BRT” now! Frequent buses on the planned routes – night and weekend frequency. As Madisonians use it, support for fully developed BRT will go up.
- Do not wait for an RTA! Local value capture: tax increment financing (TIF) & new BRT TIF district. Implement city wheel tax – be creative! Do not wait for federal funding for the satellite bus garage.
- Consider lowering monthly fares so more people will ride. If you give State workers bus passes, they will use them; I would use it.
- Dane County Regional Rapid transit bought only wind, hydro, & solar sources of renewable electricity to energize all of the new super-hybrid buses which recharge their batteries during 17-27 seconds at every super-bus stop from rectified 220 V.A. Cento precisely the correct D.C. voltage for each model of busses.
- Connect West High School with BRT on new 5th & 6th lanes among cemeteries and golf course on speedway (only buses and those rare right turns).
- In 2018, 2019, 2020, etc. locking rapid transit on the over-used capitol square & State Street is just as foolish as it was in 1995 when those Cambridge, Massachusetts expensive consultants tried to plant steel rails set in concrete! Or in 1990-1992.
- Why was the City of Middleton (via 6-lane University Avenue) excluded from consideration?
- Bypass State Street and Capitol Square. Too many parades, protests, and motorcycle rallies. Use Gorham & Blount or Livingston and Johnson & Blair.
- Don't wait for BRT: start implementing express service along Metro Transit lines (like Milwaukee).
- Rework Metro lines, rename stops, make faster.
- I support dedicated bus lanes on University Avenue.
- Park & Ride lots are anti-urban. They must be restricted to the edge of the urban area and have excellent bus connections to mitigate their negative effects. Fitchburg's comprehensive plan restricts park & ride lots to the edge of the urban service area.

