



North-South Bus Rapid Transit

Public Involvement Meeting
November, 2023

Presentation Overview

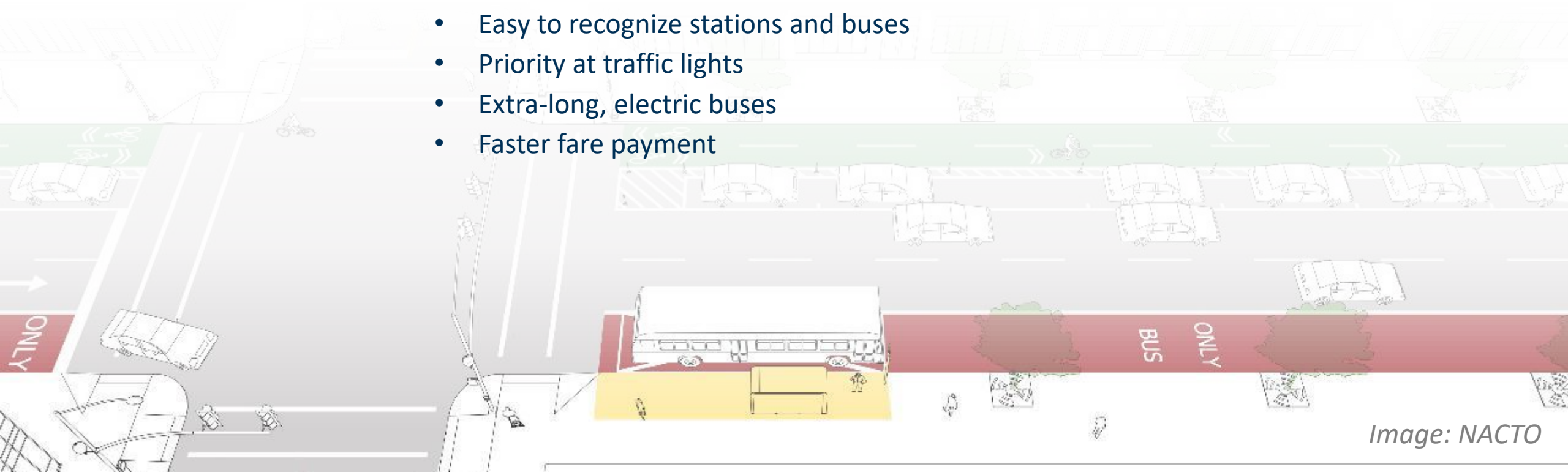
- 1. What is BRT?**
- 2. Why North-South BRT?**
- 3. Costs and Funding**
- 4. Timeline**
- 5. Key Questions for You**

What is Bus Rapid Transit?

A Bus Rapid Transit (BRT) system is a **fast, comfortable, cost-effective, high-quality** bus system. It travels on popular bus routes.

BRT includes:

- Direct routes and fewer stops
- Frequent, all-day service
- Bus-only lanes
- Easy to recognize stations and buses
- Priority at traffic lights
- Extra-long, electric buses
- Faster fare payment



Who is Building Bus Rapid Transit?

Project led by Metro Transit

Partners include:

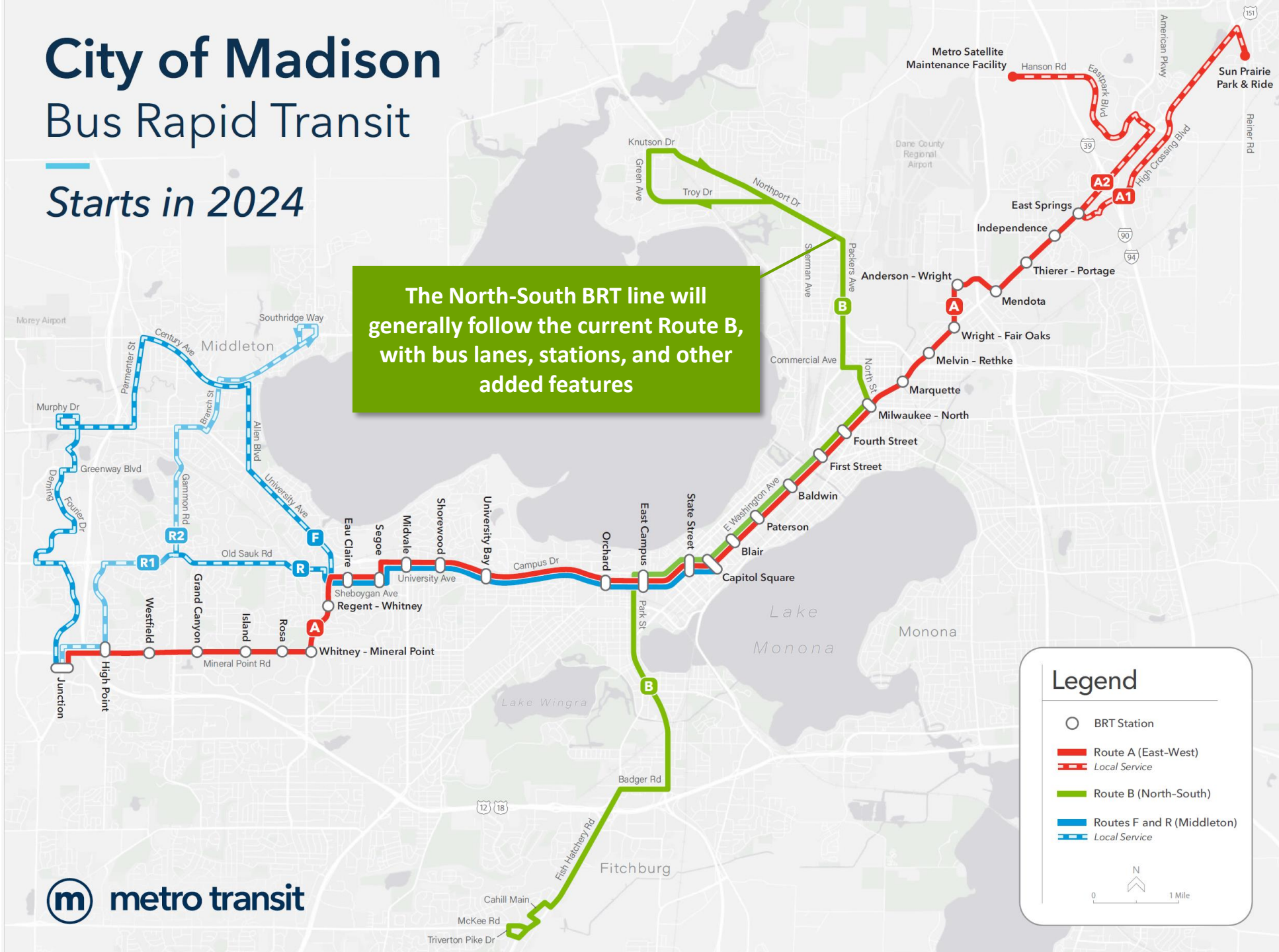
- City of Fitchburg
- Dane County
- Greater Madison MPO
- Wisconsin Dept. of Transportation
- Federal Transit Administration



City of Madison Bus Rapid Transit

Starts in 2024

The North-South BRT line will generally follow the current Route B, with bus lanes, stations, and other added features



Legend

- BRT Station
- Route A (East-West)
- Local Service
- Route B (North-South)
- Routes F and R (Middleton)
- Local Service

0 1 Mile

East-West BRT Dedicated Bus Lane and Station Construction

September 2023



High Point

Eau Claire



North-South Bus Rapid Transit Madison, WI



North-South BRT Line (Route B)
○ New Station
○ Shared Station

East-West BRT Line (Route A)

City of Madison

Surrounding Communities

Parking

Bus O&M Facility



The central portion of the North-South BRT (Route B) project is being constructed as part of the ongoing East-West BRT (Route A) to be completed in 2024

Potential Station Locations

Why expand the BRT system to the North-South BRT Line?

CONVENIENCE
RELIABILITY
COMFORT
ACCESS
ENVIRONMENT
ECONOMY
SAFETY





CONVENIENCE

North-South BRT will run throughout the day with **service every 15 minutes from 6 am until 8 pm.**

Convenient features like **all-door boarding, fewer delays, and real-time bus arrival information** at stations.

RELIABILITY

Dedicated bus lanes and priority at traffic lights make the service more reliable.



COMFORT

Features to improve comfort for all users:

1. BRT stations with shelter, lighting, and seating
2. Near-level boarding platforms
3. Doors on both sides of the bus
4. Modern, electric, 60-foot buses (starting in 2024)



EXPANDING ACCESS



North-South BRT will provide high quality transit to the **diverse people and places** that make up **Madison's Northside and Southside neighborhoods**, and the **Fish Hatchery Road** corridor in **Fitchburg**.

PEOPLE + JOBS

North-South BRT will
provide access to

97,000
people

and

78,000
jobs

within ½ mile of the proposed
North-South BRT route in
Madison and Fitchburg.



HEALTHCARE, EDUCATION, GROCERY STORES, ENTERTAINMENT + MORE

Within ½ mile from the proposed North-South BRT route, there are:

- 2 Major Sports Venues
- 3 Convention Centers
- 4 Hospitals
- 6 Colleges/Universities
- 15 Grocery Stores
- 16 Nursing Homes
- 22 Pharmacies
- 24 Places of Worship
- 26 K-12 Schools
- 30 Parks
- 33 Public Housing Buildings
- 37 Childcare Facilities

Car Free Households

Households per square mile with no vehicle available, by census tract.

HOUSEHOLDS



Proposed
North-South BRT

East-West BRT
Under Construction

19,000

car-free households
live within ½ mile of the
proposed route



People Living with Disabilities

People per square mile who have a disability, by census tract.

PEOPLE / MI²



North-South BRT

East-West BRT
Under Construction

6,800

people with disabilities

live within ½ mile of
the proposed route

People of Color

People per square mile who are non-White or of Hispanic / Latino origin, by census block.



North-South BRT

East-West BRT
Under Construction

33,000

people of color
live within ½ mile of the
proposed route



Median Household Income

Median household income in the past 12 months (in 2021 inflation-adjusted dollars), by block group. [Learn more about 2021 inflation-adjustments.](#)

\$



North-South BRT

East-West BRT
Under Construction

14,000
lower-income households*
live within ½ mile of
the proposed route

*defined as households with incomes within 150% of the poverty threshold.

Seniors and Older Adults

People per square mile who are 65 years or older, by block group.

PEOPLE / MI²



North-South BRT

East-West BRT
Under Construction

6,800
seniors and older adults
live within ½ mile of
the proposed route

Youth

People per square mile who are under the age of 18, by block group.

PEOPLE / MI²



North-South BRT

East-West BRT
Under Construction

10,700

people under 18

live within ½ mile of
the proposed route

ENVIRONMENT

North-South BRT will use battery electric buses and the improvements are expected to increase ridership, reducing the region's reliance on fossil fuels.



Photo: Over-head charging on Milwaukee's East-West BRT line



Photo: New Flyer XE60 battery-electric articulated bus; King County Metro

Community event on Madison's Southside.



ECONOMY

This project would direct local and federal investment in Madison's north and south sides to help the economy.

It will help make the community vision for these neighborhoods a reality and reduce transportation costs for families.

Vision for Madison's Northside with new businesses and housing.



SAFETY

Dedicated bus lanes along Park Street, Packers Avenue, and other segments will help reduce traffic speeds.

A new shared use path along Park Street and improvements to walking and biking connections in other areas are also expected.



DEDICATED BUS LANES

Center Running Bus Lane



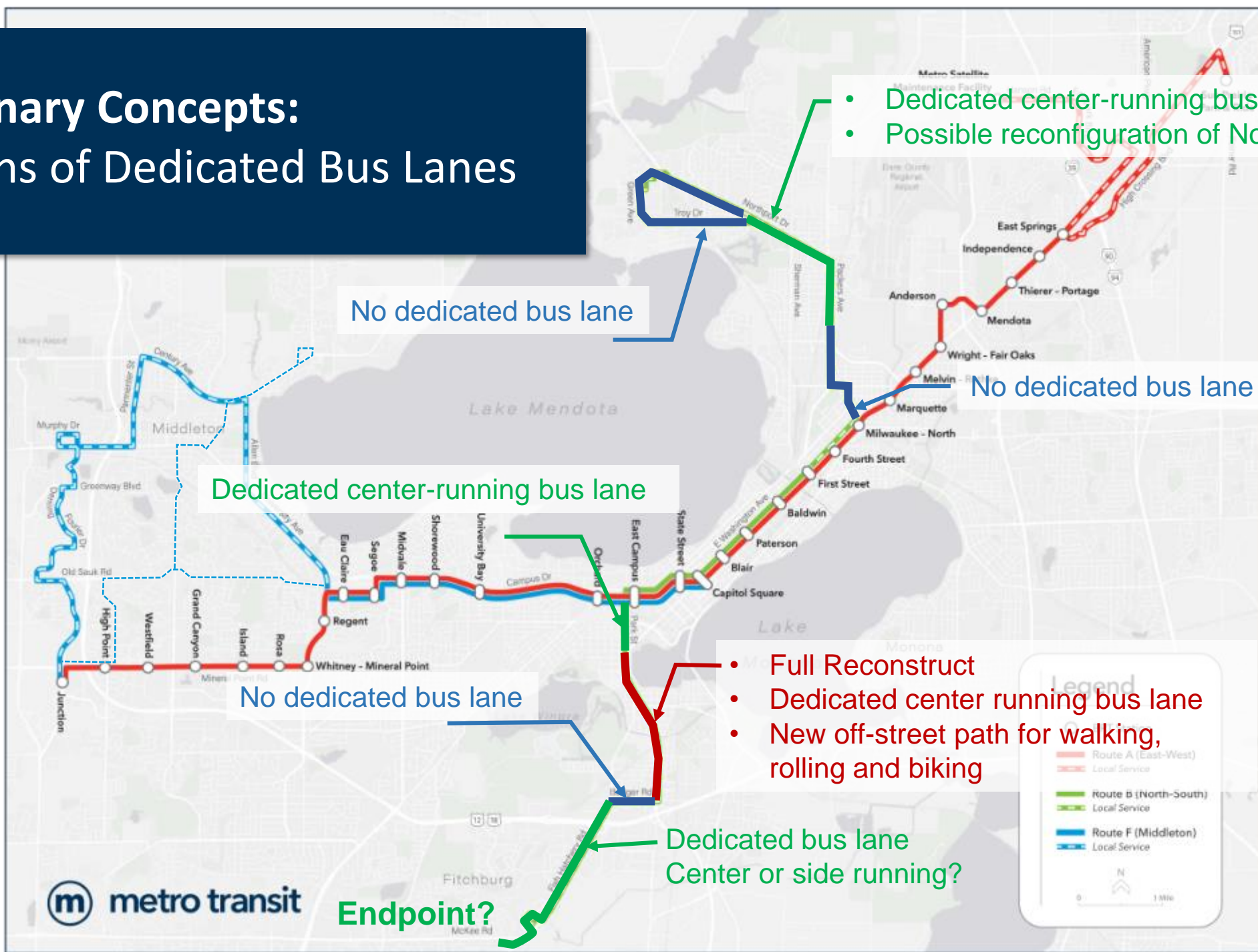
Cleveland, OH

Outside Running Bus Lane



Grand Rapids, MI

Preliminary Concepts: Locations of Dedicated Bus Lanes



- Dedicated center-running bus lane
- Possible reconfiguration of Northport/Packers

No dedicated bus lane

No dedicated bus lane

Dedicated center-running bus lane

No dedicated bus lane

- Full Reconstruct
- Dedicated center running bus lane
- New off-street path for walking, rolling and biking

Dedicated bus lane
Center or side running?

Endpoint?



Legend

- Route A (East-West)
- Local Service
- Route B (North-South)
- Local Service
- Route F (Middleton)
- Local Service

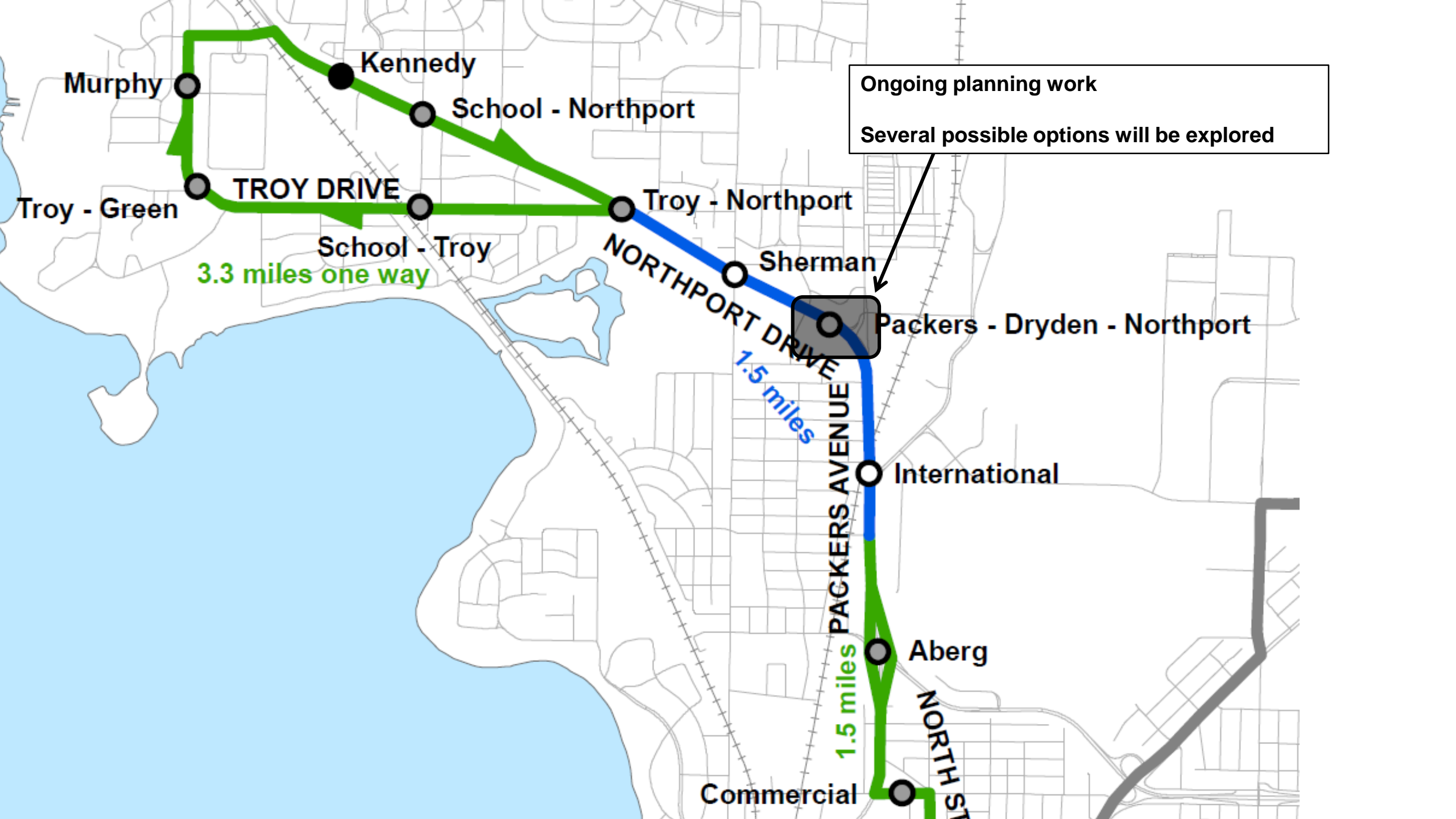
0 1 Mile

Proposed North-South BRT (B)

Routing on North End



Challenge: One-way loop would mean some people would have to wait at the end of the line.



Ongoing planning work
Several possible options will be explored

Murphy

Kennedy

School - Northport

TROY DRIVE

Troy - Green

3.3 miles one way

School - Troy

Troy - Northport

NORTHPORT DRIVE

1.5 miles

Sherman

Packers - Dryden - Northport

Packers - Dryden - Northport

International

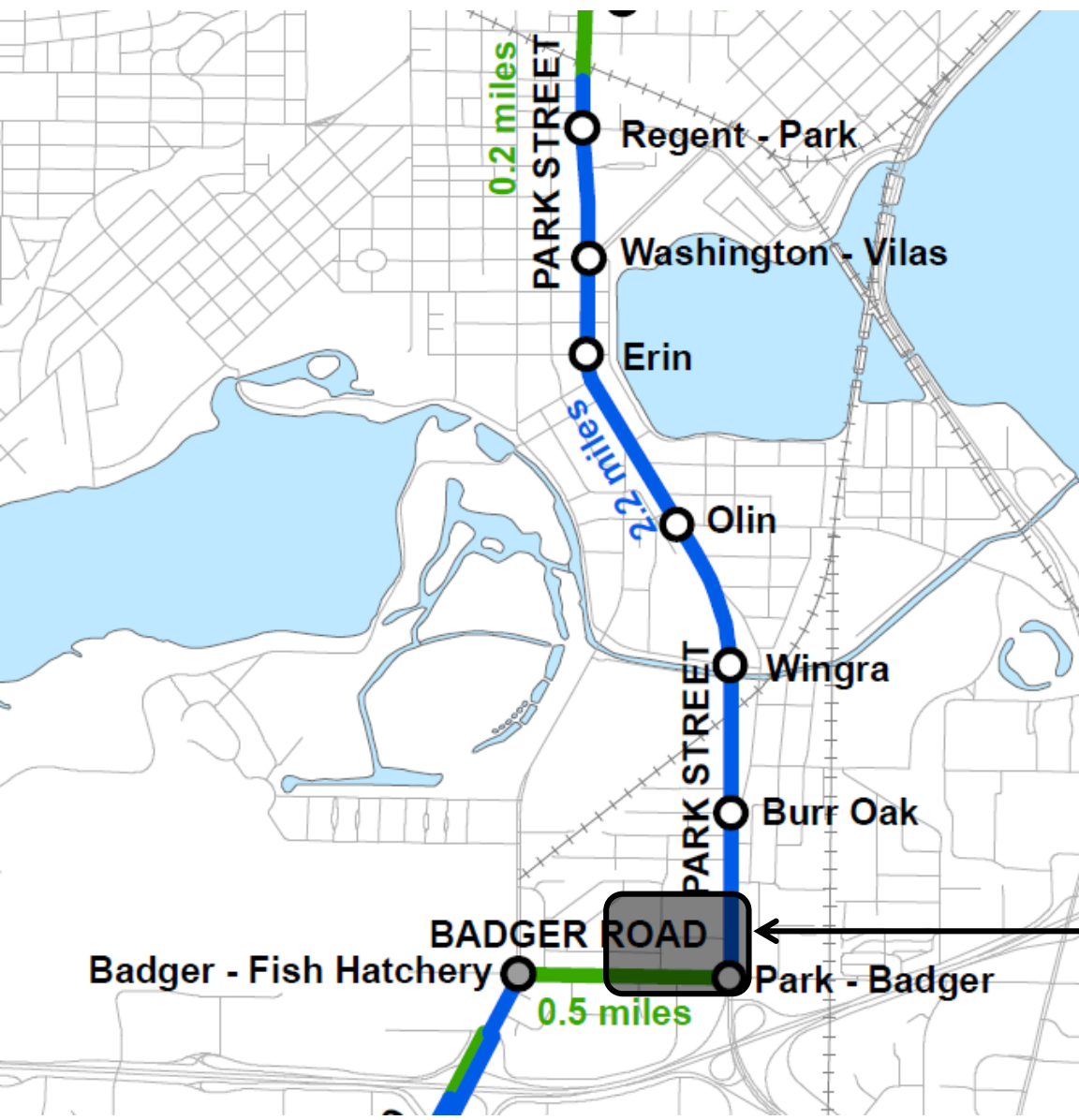
Aberg

PACKERS AVENUE

1.5 miles

NORTH ST

Commercial



Ongoing planning work

Planned redevelopment in and around South Transfer Point

Several possible options will be explored

- Possible Extension
- Proposed North-South BRT (B)

Possible Fitchburg Extension



Nevin Springs State Fishery and Wildlife Area

McKee (Charging Station)

Planned End of the Line

Possible Route Extension

500 ft

Conceptual Changes to Park Street

BEFORE



AFTER



Initial Concept for Park Street

Center-running
Dedicated Bus Lanes

Shared
use path

Tree Canopy



Initial Concept for Park Street

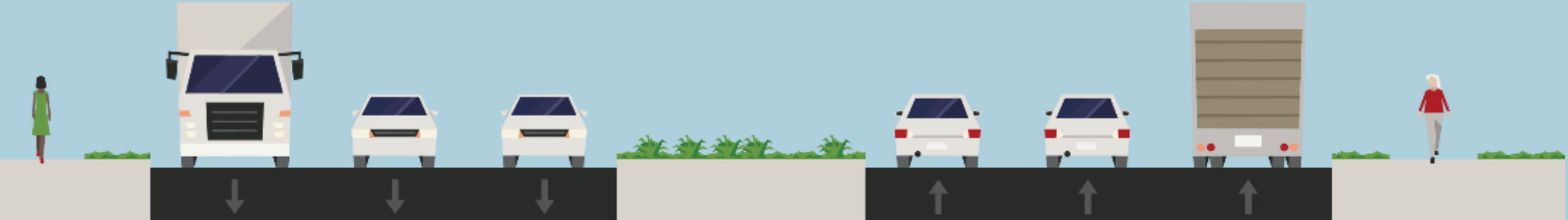


Initial Concept for Park Street



Conceptual Changes to Packers Ave

BEFORE



AFTER





Bus Lane

Packers Ave

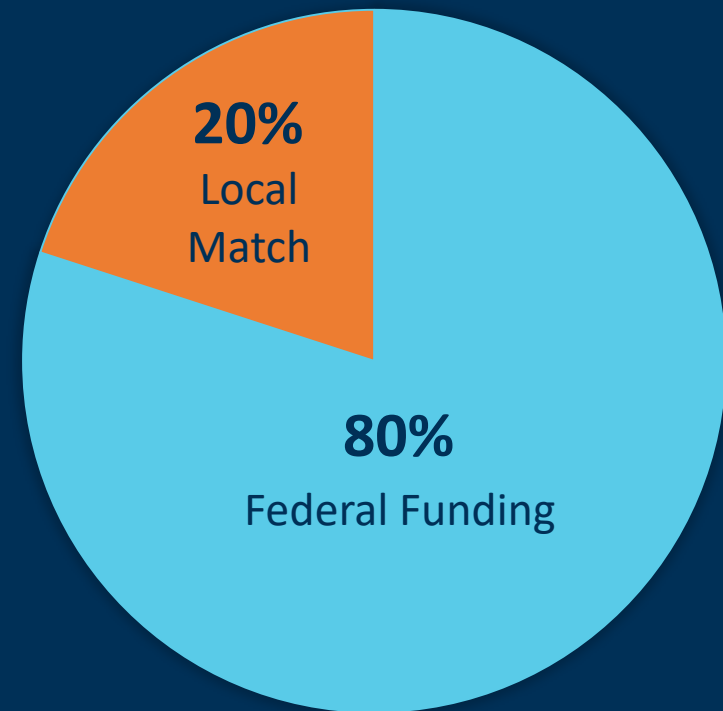
FUNDING SOURCES

Federal Funding Sources:

1. Federal Transit Administration (Small Starts Grant)
2. Areas of Persistent Poverty Grant

Local Funding Sources:

1. City of Madison
2. Wisconsin Dept. of Transportation
3. Local Tax Increment Financing
4. City of Fitchburg



Project Timeline

Subject to change



2012 – 2022

2023 - 2025

About 2 years

4-5 years

**BRT System
Planning**

(including East-West BRT Design)

**Planning,
Environmental
Review, and Design**

Construction

**BRT Open
to Service**

Key Questions for You:

Do you have any suggested changes to the route—particularly at the ends of the line?

Are the station locations in the right place?

What improvements to sidewalks, bike lanes or paths, crosswalks and bus lanes near stations would you like to see?

What, if any, changes would you make to the stations that are under construction on the East-West BRT for the North-South BRT?



Upcoming Public Meetings



IN-PERSON MEETINGS

South Side

Wednesday, November 1

5:30pm – 7:30pm

Urban League

(2222 S. Park Street)

North Side

Thursday, November 2

5:30pm – 7:30pm

Warner Park Community Center (1625 Northport Dr.)

Fitchburg

Thursday, November 9

5:30pm – 7:30pm

MainStay Suites

5421 Caddis Bend, Fitchburg

VIRTUAL MEETING

Zoom

Wednesday, November 8

6:30pm – 7:30pm

Register and receive meeting link at madisonbrt.com

Other Ways to Provide Comments

Complete the Online Form

<https://bit.ly/NSBRT-Form>

Mobile Friendly:



Add Comments to a Map

<https://bit.ly/NSBRT-Map>

Mobile Friendly:



Email: BRT@cityofmadison.com

North-South Bus Rapid Transit

www.MadisonBRT.com
BRT@cityofmadison.com
Sign up for email updates

