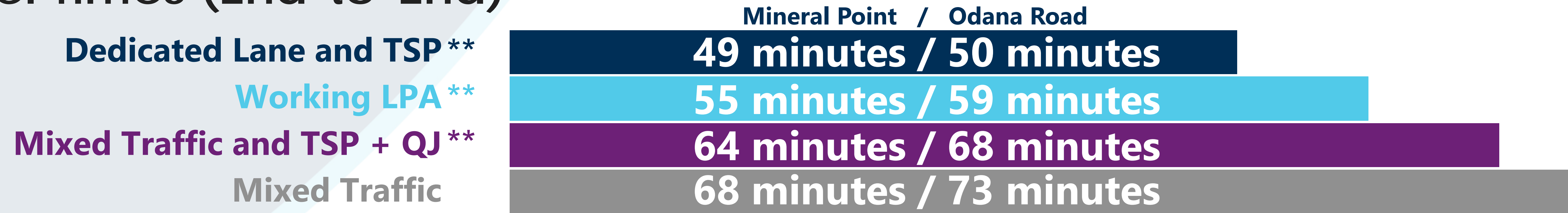


# **Detailed Evaluation Exhibits**

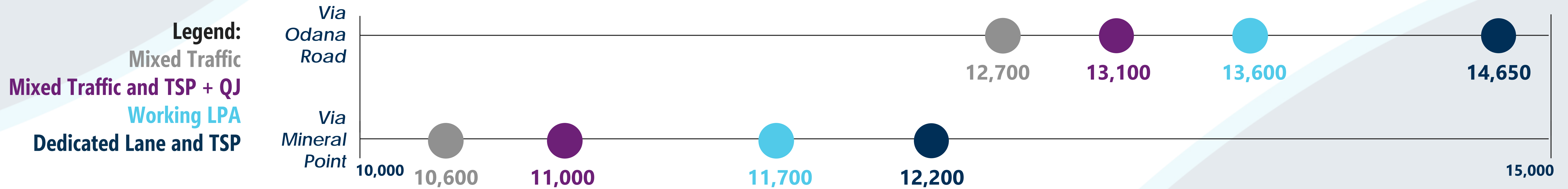
# MADISON EAST-WEST BRT PLANNING STUDY

## BRT Travel Time, Ridership, Capital Costs\*

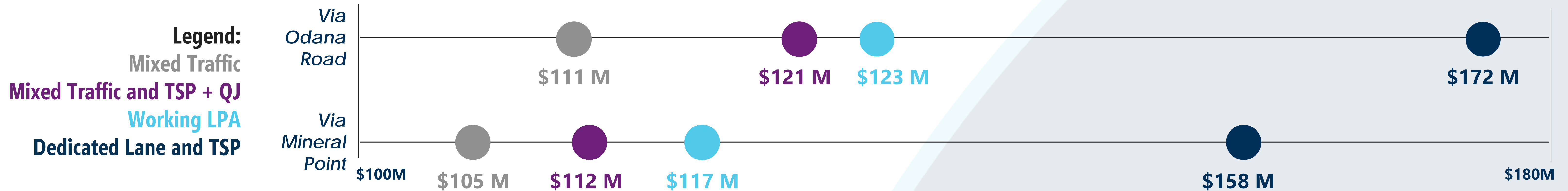
### Travel Times (End-to-End)



### Daily Ridership



### Capital Costs



\* All data reflects the Broom/Wilson downtown option

\*\*LPA = Locally Preferred Alternative, TSP = Transit Signal Priority, QJ = Queue Jump



# MADISON EAST-WEST BRT PLANNING STUDY

## Segment 1 – High Point Road to Westfield Road

### Segment 1

- Zero-car households\*: 110/9%
- Households below poverty\*: 170/13%
- People of color\*: 1,100/42%
- Residents^: 3,000
- Jobs^: 2,700

**\$5M**

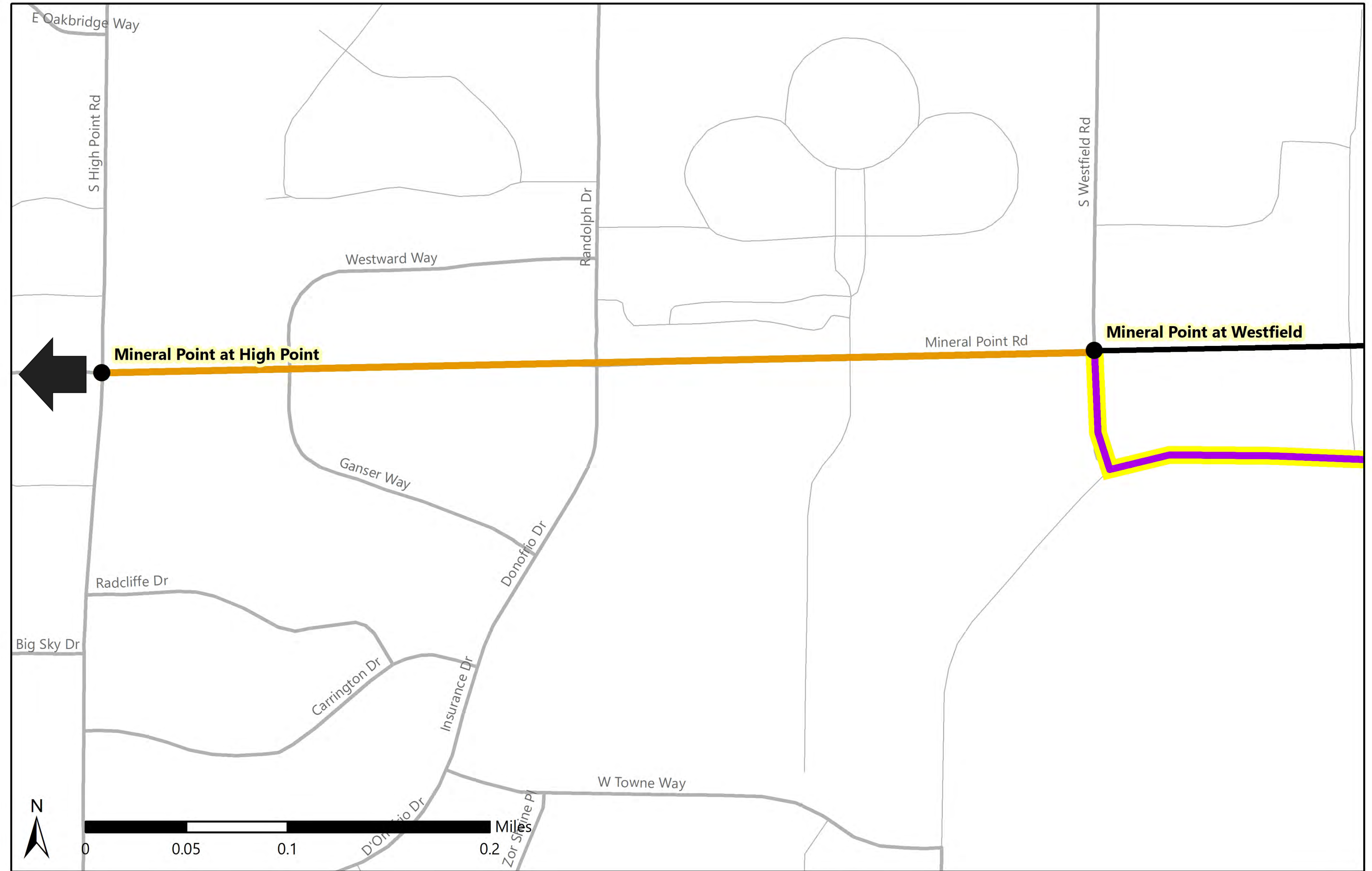
Cost

**0**

Parking Spots Impacted

**Existing Bus Lane with TSP**

Runningway



Madison East-West BRT Planning Study

- Potential Station Location
- Segment 1
- Segment 2: Mineral Point Rd Option
- Segment 2: Odana Rd Option

\*U.S. Census, 2017 American Community Survey, ^2010 MATPB Traffic Analysis Zone

LPA = Locally Preferred Alternative, TSP = Transit Signal Priority, QJ = Queue Jump



# MADISON EAST-WEST BRT PLANNING STUDY

## Segment 2 – Westfield Road to Whitney Way and Mineral Point Road

### Segment 2: Odana Road

- Zero-car households\*: 200/15%
- Households below poverty\*: 120/10%
- People of color\*: 650/29%
- Residents^: 1,780
- Jobs^: 11,550

**\$11M**

Cost

**0**

Parking Spots  
Impacted

Bus Lane with TSP  
on Whitney Way,  
Mixed Traffic on  
Odana

Runningway

### Segment 2: Mineral Point Road

- Zero-car households\*: 124/9%
- Households below poverty\*: 133/10%
- People of color\*: 830/32%
- Residents^: 3,000
- Jobs^: 8,820

**\$6M**

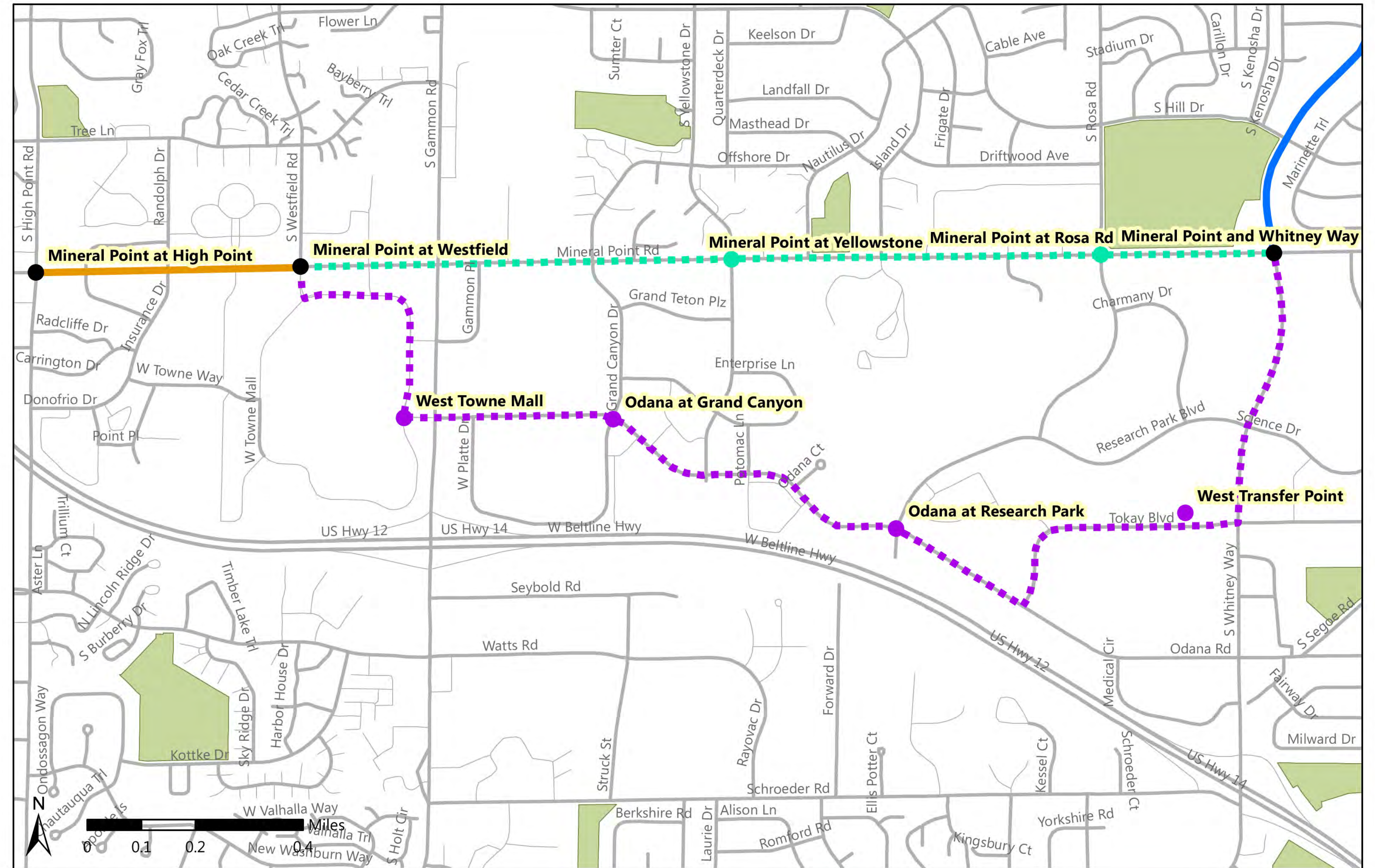
Cost

**0**

Parking Spots  
Impacted

Existing  
Bus Lane  
with TSP

Runningway



Madison East-West BRT Planning Study

- Potential Station Location
- Segment 1
- Segment 2: Mineral Point Rd Option
- Segment 2: Odana Rd Option
- Segment 3
- Segment 4
- Segment 5
- Segment 6: State Street Option
- Segment 6: Henry/Wilson Option
- Segment 7
- Segment 8
- Segment 8 Mendota Option 1
- Segment 8 Mendota Option 2

\*U.S. Census, 2017 American Community Survey, ^2010 MATPB Traffic Analysis Zone  
LPA = Locally Preferred Alternative, TSP = Transit Signal Priority, QJ = Queue Jump



# MADISON EAST-WEST BRT PLANNING STUDY

## Segments 3 and 4 – Whitney Way and Mineral Point to University Ave. and University Bay Dr.

### Segment 3

- Zero-car households\*: 500/12%
- Households below poverty\*: 630/15%
- People of color\*: 2,700/34%
- Residents^: 8,900
- Jobs^: 8,100

**\$13M**

Cost

Up to  
**146**

Parking Spots  
Impacted  
(low-demand)

Bus Lane with TSP  
on Whitney Way,  
Mixed Traffic  
other streets

Runningway

### Segment 4

- Zero-car households\*: 370/17%
- Households below poverty\*: 730/34%
- People of color\*: 1,700/27%
- Residents^: 5,300
- Jobs^: 10,100

**\$4M**

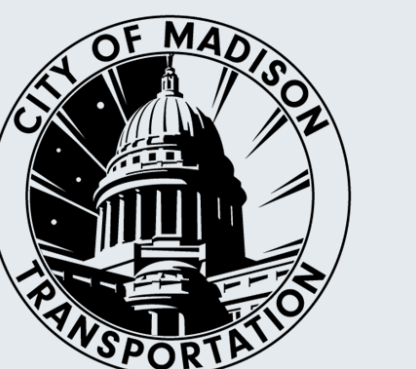
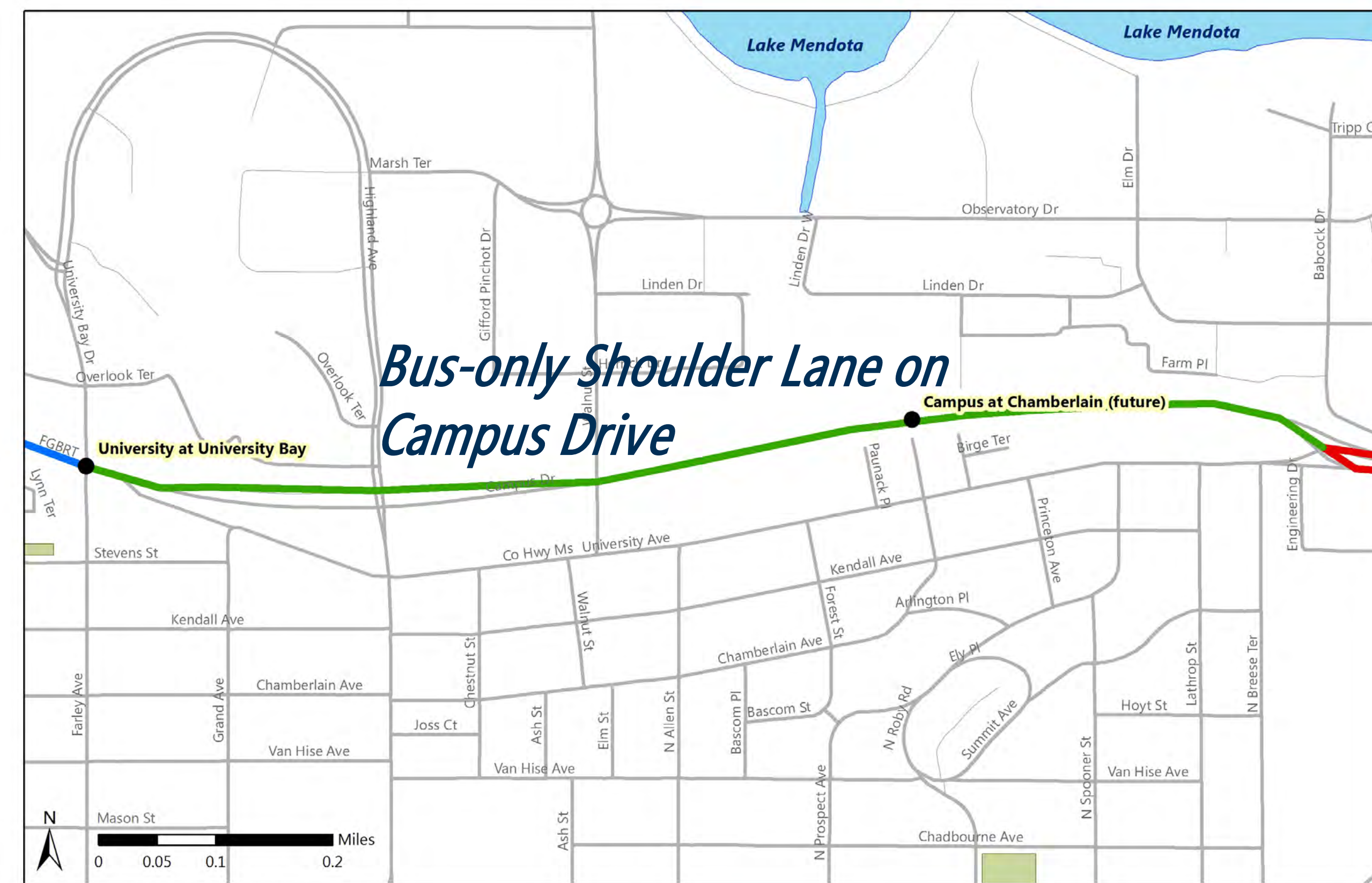
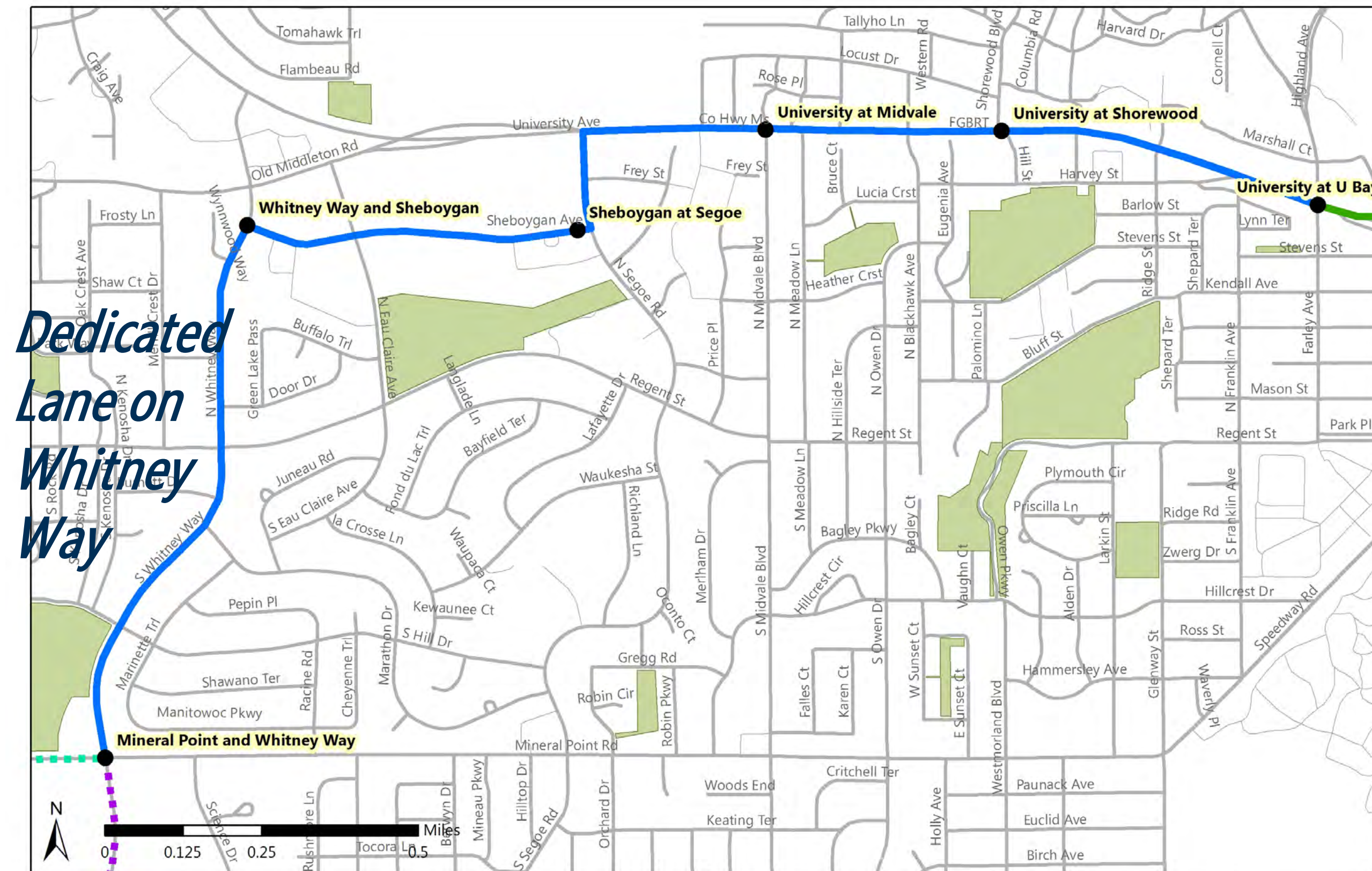
Cost

**0**

Parking Spots  
Impacted

Bus-only  
Shoulder  
Lane

Runningway



\*U.S. Census, 2017 American Community Survey, ^2010 MATPB Traffic Analysis Zone  
LPA = Locally Preferred Alternative, TSP = Transit Signal Priority, QJ = Queue Jump

# MADISON EAST-WEST BRT PLANNING STUDY

## Segment 5 – Campus Drive to Bassett Street

### Segment 5

- Zero-car households\*: 3,060/56%
- Households below poverty\*: 4,190/76%
- People of color\*: 4,910/24%
- Residents^: 11,200
- Jobs^: 20,500

**\$8M**

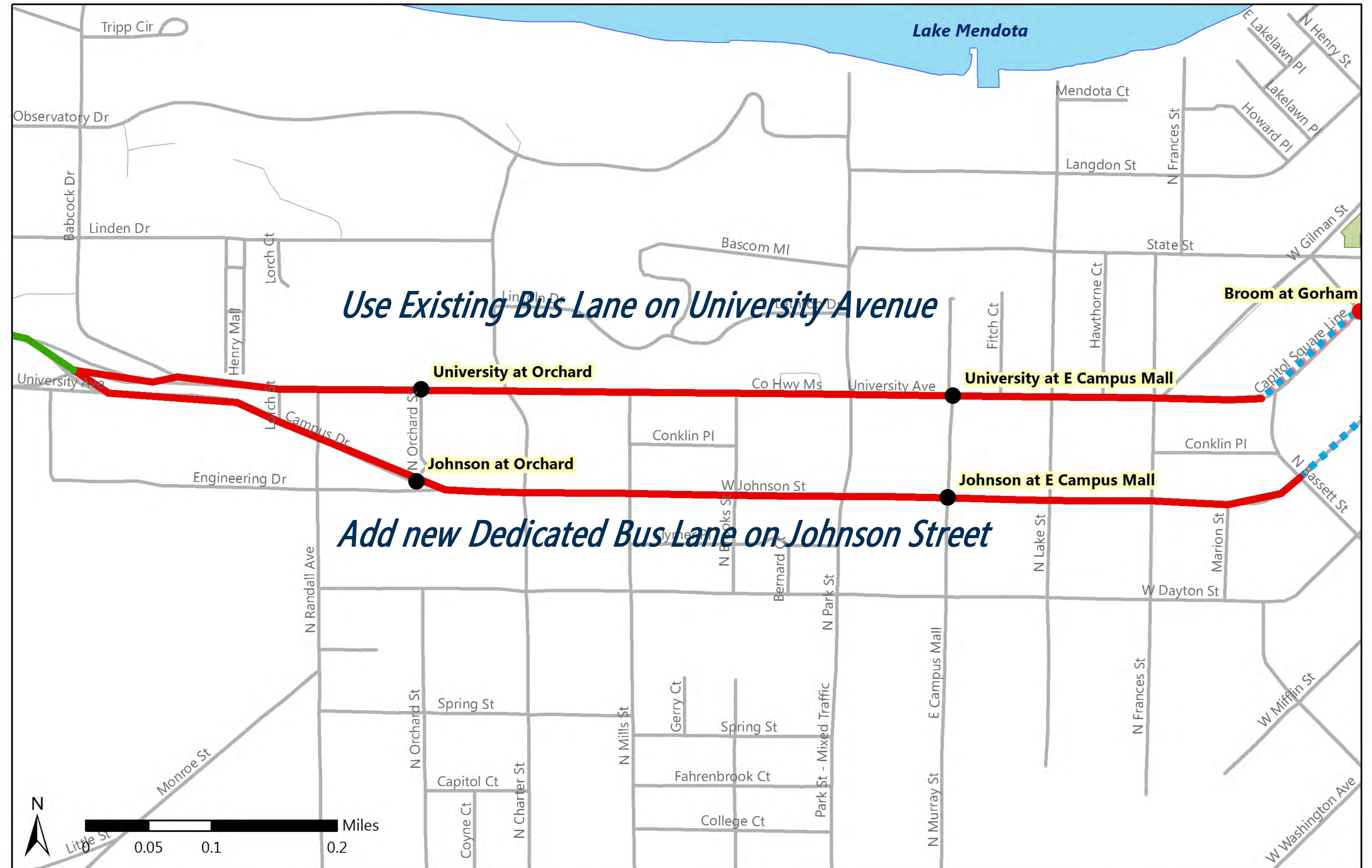
Cost

**0**

Parking Spots Impacted

**Bus Lane and TSP**

Runningway



Madison East-West BRT Planning Study

- Potential Station Location
- Segment 1
- Segment 2: Mineral Point Rd Option
- Segment 2: Odana Rd Option
- Segment 3
- Segment 4
- Segment 5
- Segment 6: State Street Option
- Segment 6: Henry/Wilson Option
- Segment 7
- Segment 8

\*U.S. Census, 2017 American Community Survey, ^2010 MATPB Traffic Analysis Zone

LPA = Locally Preferred Alternative, TSP = Transit Signal Priority, QJ = Queue Jump



# MADISON EAST-WEST BRT PLANNING STUDY

## Segment 6 – Bassett Street to Livingston

### Segment 6: State Street

- Zero-car households\*: 2,040/31%
- Households below poverty\*: 2,000/30%
- People of color\*: 1,730/13%
- Residents^: 14,660
- Jobs^: 25,200

**\$4M**

Cost

**10**

Parking Spots Impacted

Existing Bus Lane with TSP and Mixed Traffic

Runningway

### Segment 6: Broom/Wilson

- Zero-car households\*: 2,360/30%
- Households below poverty\*: 2,410/30%
- People of color\*: 2,070/13%
- Residents^: 17,200
- Jobs^: 27,000

**\$11M**

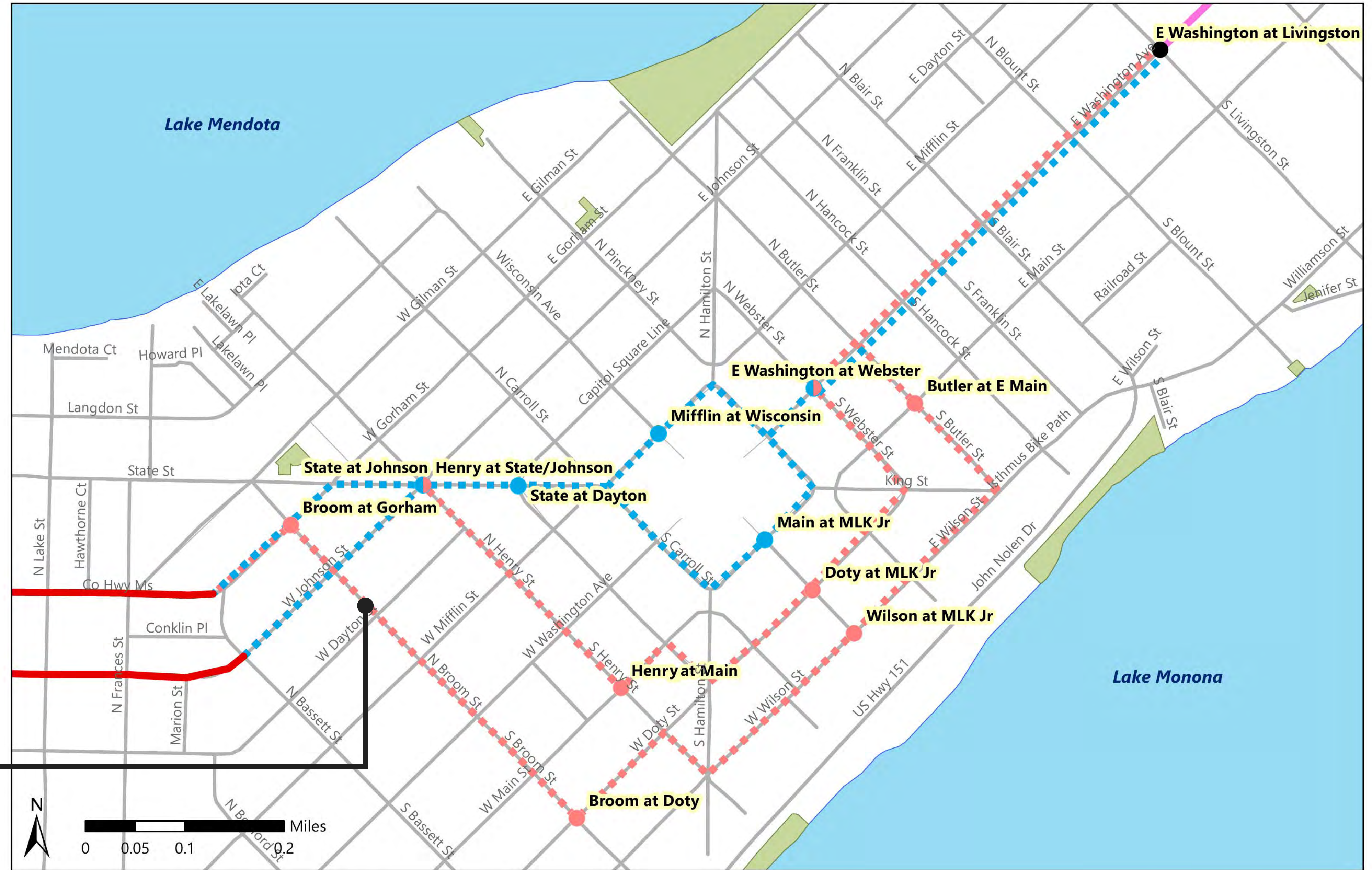
Cost

**110**

Parking Spots Impacted

Some Bus Lane and Mixed Traffic with TSP

Runningway



*Possible option for contra-flow on Broom Street – eastbound BRT would either use Henry or Broom*

\*U.S. Census, 2017 American Community Survey, ^2010 MATPB Traffic Analysis Zone

LPA = Locally Preferred Alternative, TSP = Transit Signal Priority, QJ = Queue Jump



# MADISON EAST-WEST BRT PLANNING STUDY

## Segments 7 and 8 – Livingston to East Towne Mall

### Segment 7

- Zero-car households\*: 480/12%
- Households below poverty\*: 480/12%
- People of color\*: 1,170/15%
- Residents^: 8,800
- Jobs^: 5,600

**\$13M**

Cost

**204**

Parking Spots Impacted

**Bus Lane and TSP**

Runningway

### Segment 8

- Zero-car households\*: 380/10%
- Households below poverty\*: 570/15%
- People of color\*: 1,520/20%
- Residents^: 9,300
- Jobs^: 9,200

**\$25M**

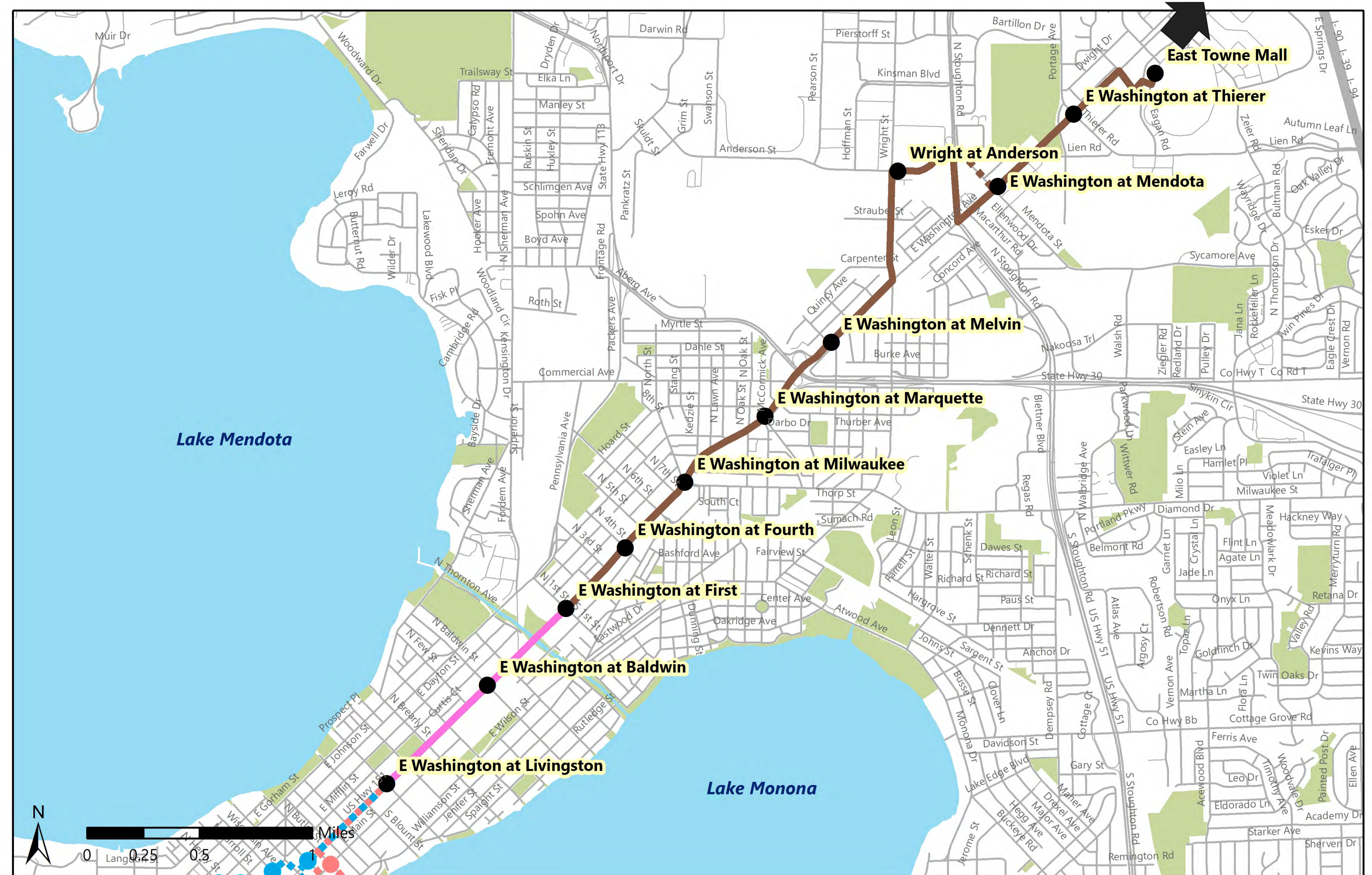
Cost

**38**

Parking Spots Impacted

**Some Bus Lanes and Mixed Traffic with TSP & QJ**

Runningway



Madison East-West BRT Planning Study

- Potential Station Location
- Segment 6: State Street Option
- Segment 6: Henry/Wilson Option
- Segment 7
- Segment 8
- Segment 8 Mendota Option

\*U.S. Census, 2017 American Community Survey, ^2010 MATPB Traffic Analysis Zone

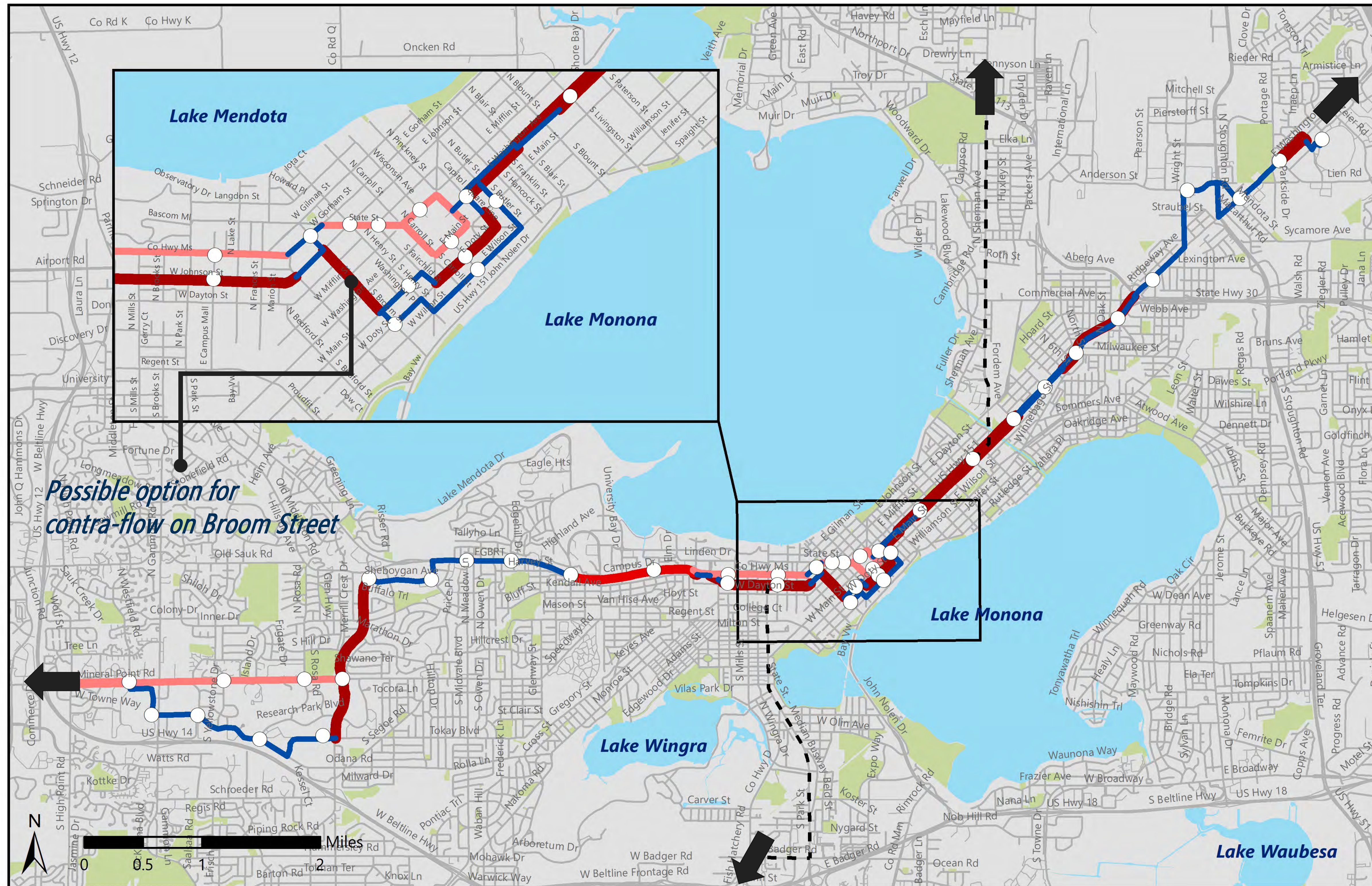
LPA = Locally Preferred Alternative, TSP = Transit Signal Priority, QJ = Queue Jump





# MADISON EAST-WEST BRT PLANNING STUDY

## Location of Dedicated Lanes for Working LPA



**Madison East-West BRT Planning Study**

- East-West BRT Proposed Station
- Future North-South BRT
- ← Future BRT Extensions
- Dedicated Lanes**
- Dedicated Bus Lane (BRT vehicle in new bus lane)
- Bus-only Shoulder (Bus uses during congestion)
- Existing Bus Lane (BRT vehicle utilizes existing bus lanes)
- Mixed Traffic (BRT vehicle shares lane with other vehicles)

