

Madison East-West Bus Rapid Transit (BRT) Project Development

Project Development Kick Off

Virtual | October 22, 2020 | 6:00-8:00 PM



Tonight's Agenda

- + Welcome from Mayor Satya Rhodes-Conway
- + Introductions
- + Review Locally Preferred Alternative (LPA)
- + Overview Project Development
- + Refinements to LPA
- + Questions?
- + Wrap Up



Introductions | City Staff

- + Tom Lynch, Director of Transportation, City of Madison
- + Justin Stuehrenberg, General Manager, Metro Transit
- + David Trowbridge, City of Madison
- + Mike Cechvala, City of Madison
- + Mick Rusch, Metro Transit

Introductions | Consultants

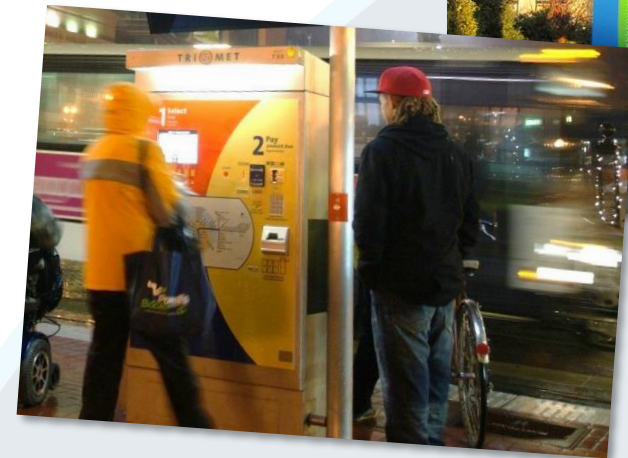
- + AECOM – Project Lead
- + Strand – Engineering
- + Urban Assets – Community Engagement
- + CTG – Operations
- + Toole Design – Multi-Modal Transportation
- + SRF Consulting – Environmental
- + Commonwealth Heritage Group – Historic Preservation
- + ZebraDog – Branding



Locally Preferred Alternative Review

Bus Rapid Transit – Reminder

- + Direct routes and fewer stops
- + Frequent, all-day service (every 10-15 minutes)
- + Bus-only lanes where feasible
- + Transit signal priority
- + Off-board fare payment
- + Branded stations and buses



Benefits of BRT

- + Improved mobility
- + Future growth and development
- + Improved access to employment and education
- + Increased quality of life
- + More sustainable community

7 Basics of Bus Rapid Transit (BRT)

Madison East-West BRT Planning Study
Transportation Efficiency • Economic Development • Safety Improvements • Environmental Sustainability
www.madisonbrt.com

- 1. DEDICATED LANES**
Options range from BRT in mixed traffic to dedicated side or center lane.
- 2. STATIONS**
Stations will include fare ticketing machines, covered-waiting areas, level boarding, and real-time transit information.
- 3. VEHICLES**
BRT vehicles may be 40' or 60' long to accommodate more riders, and include features like multi-door boarding and interior bike storage.
- 4. FARE COLLECTION**
Fare payment will occur at BRT stations.
- 5. INTELLIGENT TRANSPORTATION SYSTEM**
Technology is used to help improve system operation and passenger experience, including transit priority at intersections, real-time arrival information, and safety enhancements.
- 6. SERVICE AND OPERATION PLAN**
BRT routes are designed to efficiently connect riders with their destinations by optimizing routes, station locations, and service schedules to meet rider demand.
- 7. BRANDING**
Unique name, color scheme, logo or other visual identifiers to differentiate BRT service from existing bus service.

Security and safety will be increased through lighting or monitoring features.

Dedicated lanes give buses uninterrupted travel.

Streetscaping, pedestrian amenities, and bicycle facilities promote healthy lifestyles.

Making the shift to BRT buses helps reduce vehicle emissions and pollutants. Options for alternative fuel buses can also increase environmental sustainability.

Cashless and automated systems eliminate on-board fare collection, reducing boarding times.

Sophisticated traffic signal management can minimize delays by extending green signals for buses approaching an intersection.

High-frequency bus service minimizes passenger wait-time.

BRT systems generate permanent jobs in operations.

Transit improvements can have a positive impact on property, by increasing property value and supporting diverse types of development.

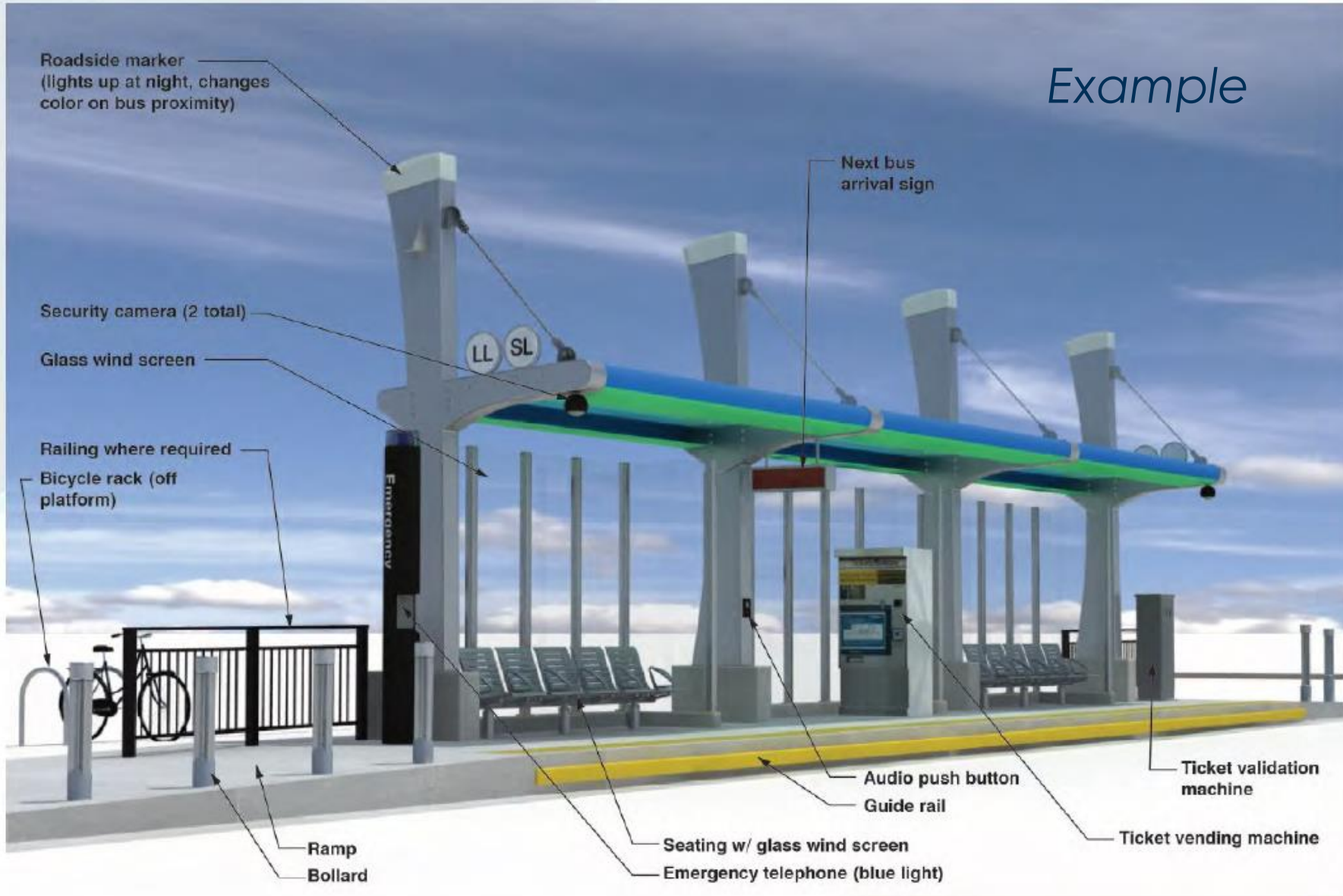
Level boarding platforms and wider and additional doorways provide greater accessibility.

Madison East-West BRT Planning Study

The City of Madison is exploring options for a new East-West Bus Rapid Transit line to make our city's transit system work faster and smarter. Madison's BRT will complement existing Madison Metro routes and be our city's next big step toward a sustainable local transit system.

BRT Station Components

Example



BRT Project - Current Status

- LPA Adopted by Greater Madison Area Metropolitan Planning Organization (MPO) and the Common Council in March 2020.
- Federal Transit Administration approval for entry into the Small Starts program for Project Development in August 2020.

LPA Report can be found on www.madisonbrt.com

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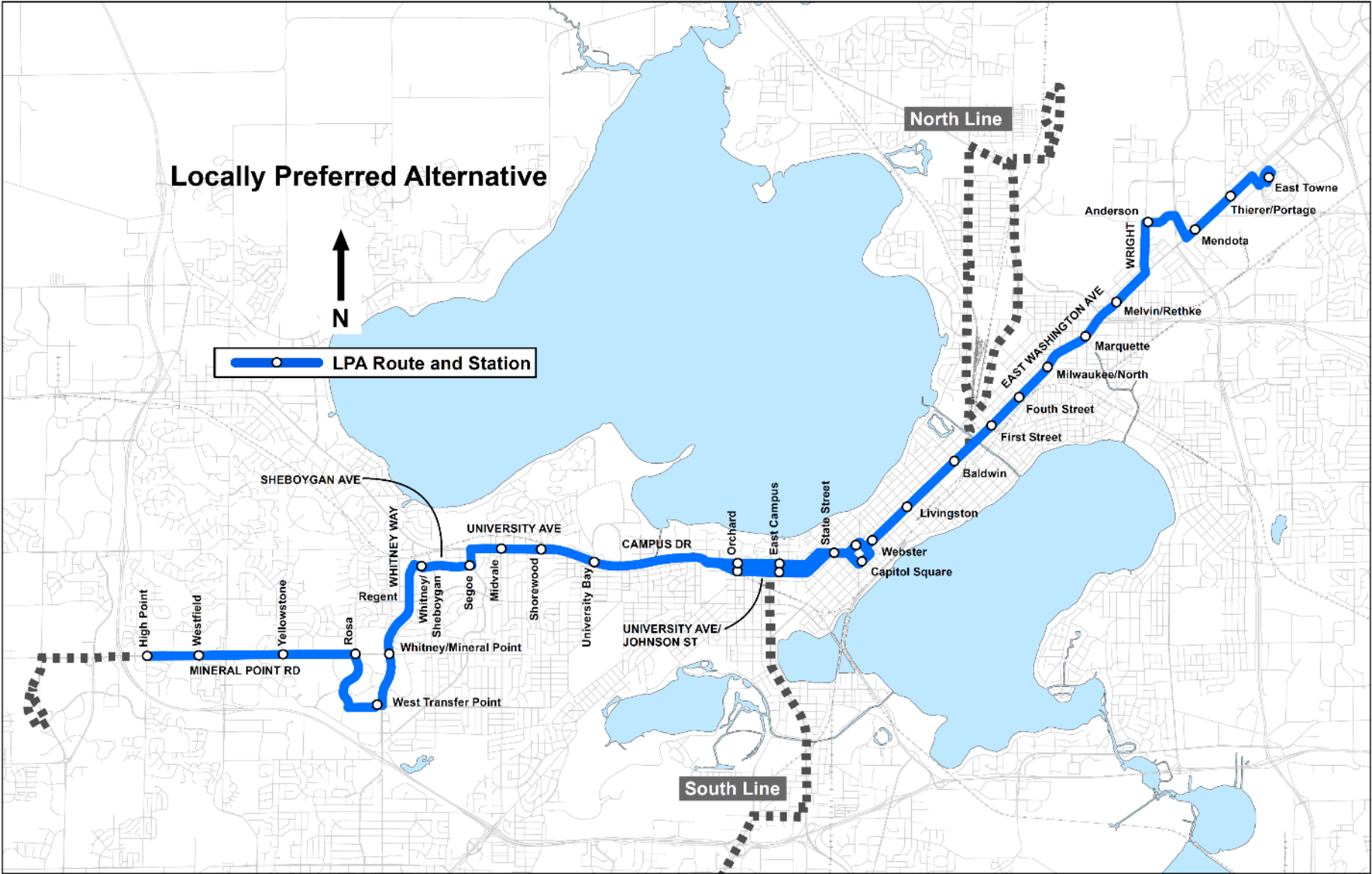


OF TRANSPORTATION

Adopted LPA - System Overview

- + 15.5 Miles
- + 27 stations
- + Service from 5 am to 12 am weekdays and 7 am – 11 pm weekends
- + A bus every 5 to 15 minutes weekdays and 15 to 30 minutes weekends
- + Approximately 83,000 residents within a half-mile of the station areas
- + Approximately 110,000 jobs within a half-mile of station areas

Adopted LPA Routes and Station Locations



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Project Development Overview

Since the LPA Adoption

+ New Metro General Manager, Justin Stuehrenberg

- IndyGo BRT, Indianapolis
- Fresh set of eyes

+ COVID 19 Impact

- Traffic
- Transit use
- City budget

+ Community Concerns

- Bike lanes and biking experience
- Loss of parking

+ Additional Information

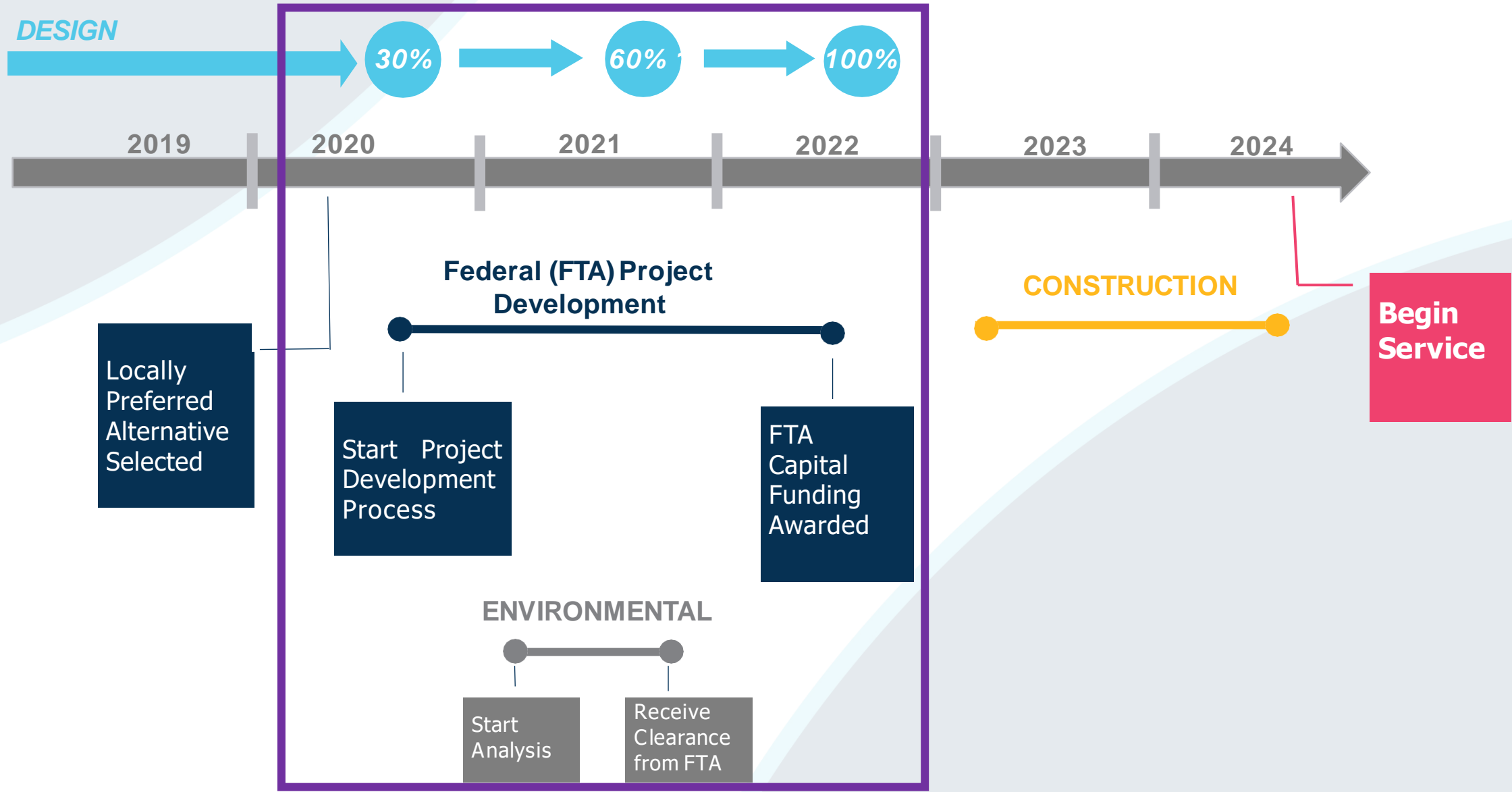
- FTA local share
- Utility locations
- ROW requirements
- Travel time impacts

+ Metro Transit Network Plan

- Study of Metro's existing routes
- Starting this Fall

BRT Timeline

Project Development

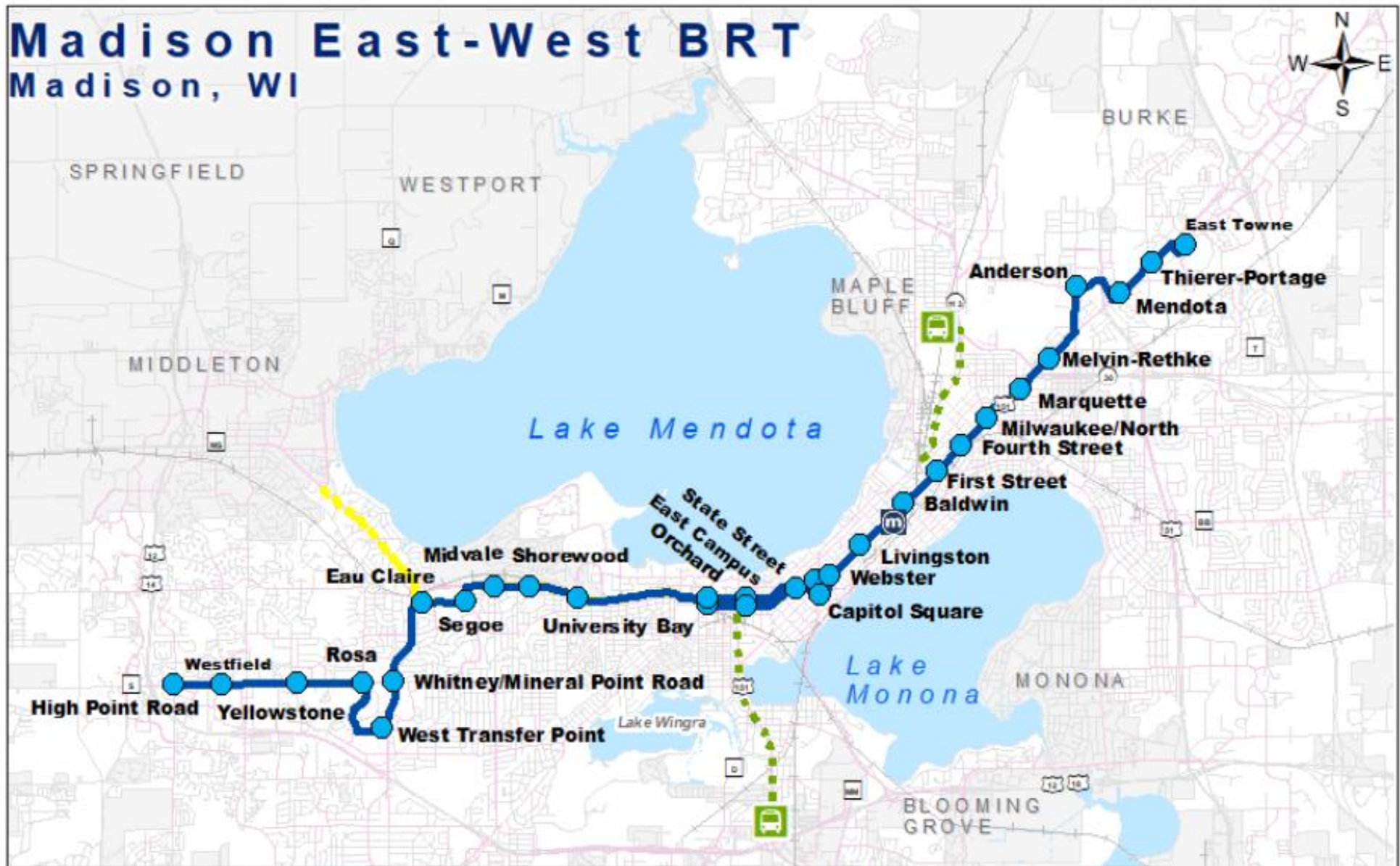


Goals of Project Development

- + Refine routes and station locations
- + Detailed design and engineering for routes and stations
- + Complete the environmental review process (NEPA)
- + Work with the community and build support
- + Secure third party agreements and right of way
- + Finalize local funding sources
- + Secure FTA Small Starts funding

Madison East-West BRT

Madison, WI



Legend	City of Madison	Surrounding Communities	0 0.5 1 2 3 Miles
Transfer Points	Madison East-West BRT Stations	East-West BRT Route (BRT A)	
Existing Metro Transit Facility	Metro Transit Routes Intersecting BRT	BRT B	
	Railroads	BRT C	

Impact of BRT on Transit Service

- + North and South transfer points service improved from every 30 minutes to every 15 minutes
- + Improve system capacity by providing 5 minute service in Downtown
- + System primed for future North South BRT implementation

Leveraging Federal and Local Funds

CIP	Total	Federal	Local Borrowing
2020 BRT, Bus Replacement, Maintenance Facility	\$176 million	\$108 million	\$68 million
2021 BRT	\$160 million	\$107 million	\$53 million

Shifted **\$26 million** in existing Federal funding for bus replacements and maintenance facility improvements to BRT Project

Leveraging Federal and Local Funds - Impact

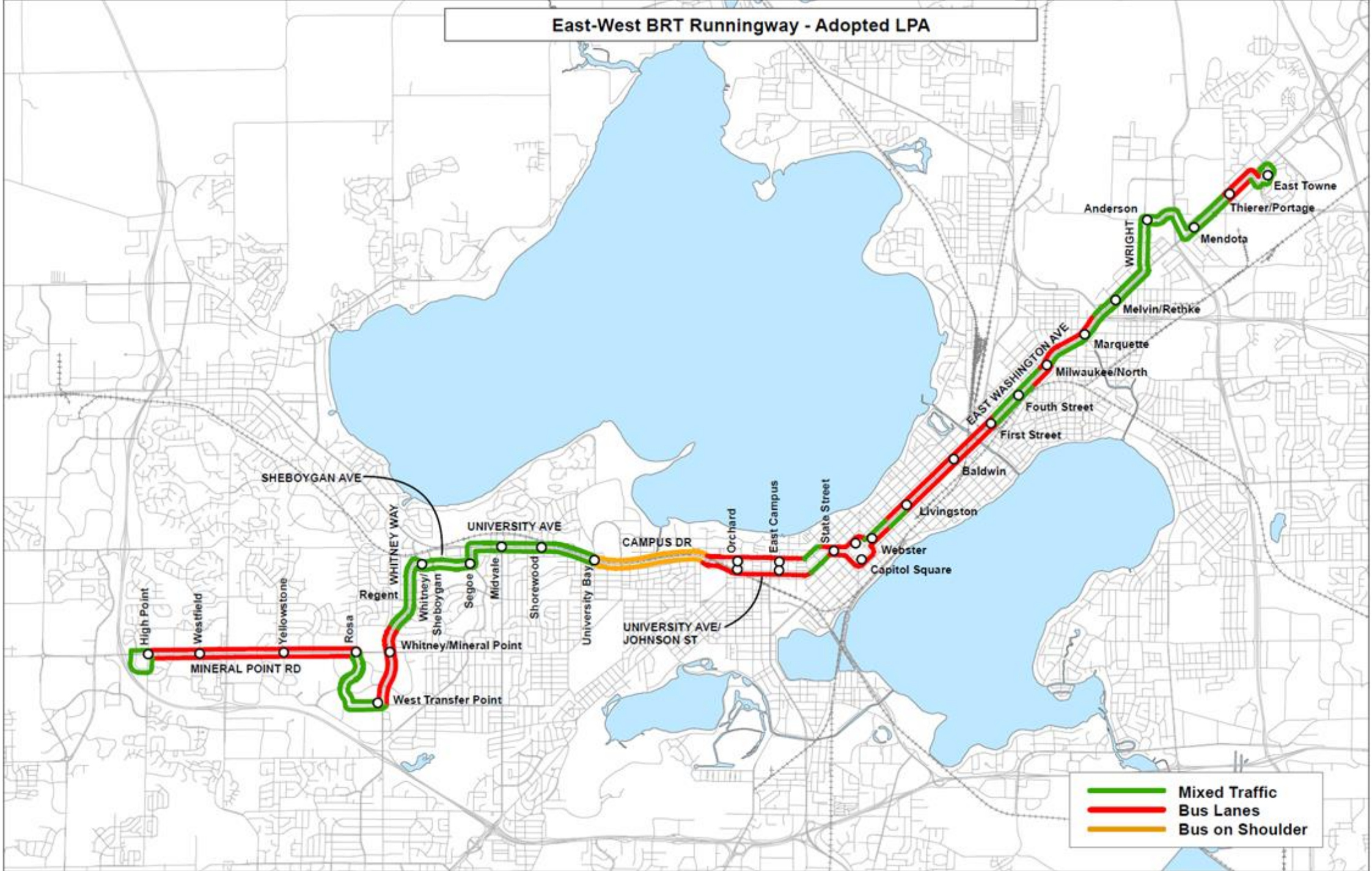
- Overall project costs **reduced by \$16 million**
- Local borrowing **reduced by \$15 million**
- Increased likelihood of successful Small Starts award



Proposed LPA Refinements

Routes, Station Locations

East-West BRT Runningway - Adopted LPA



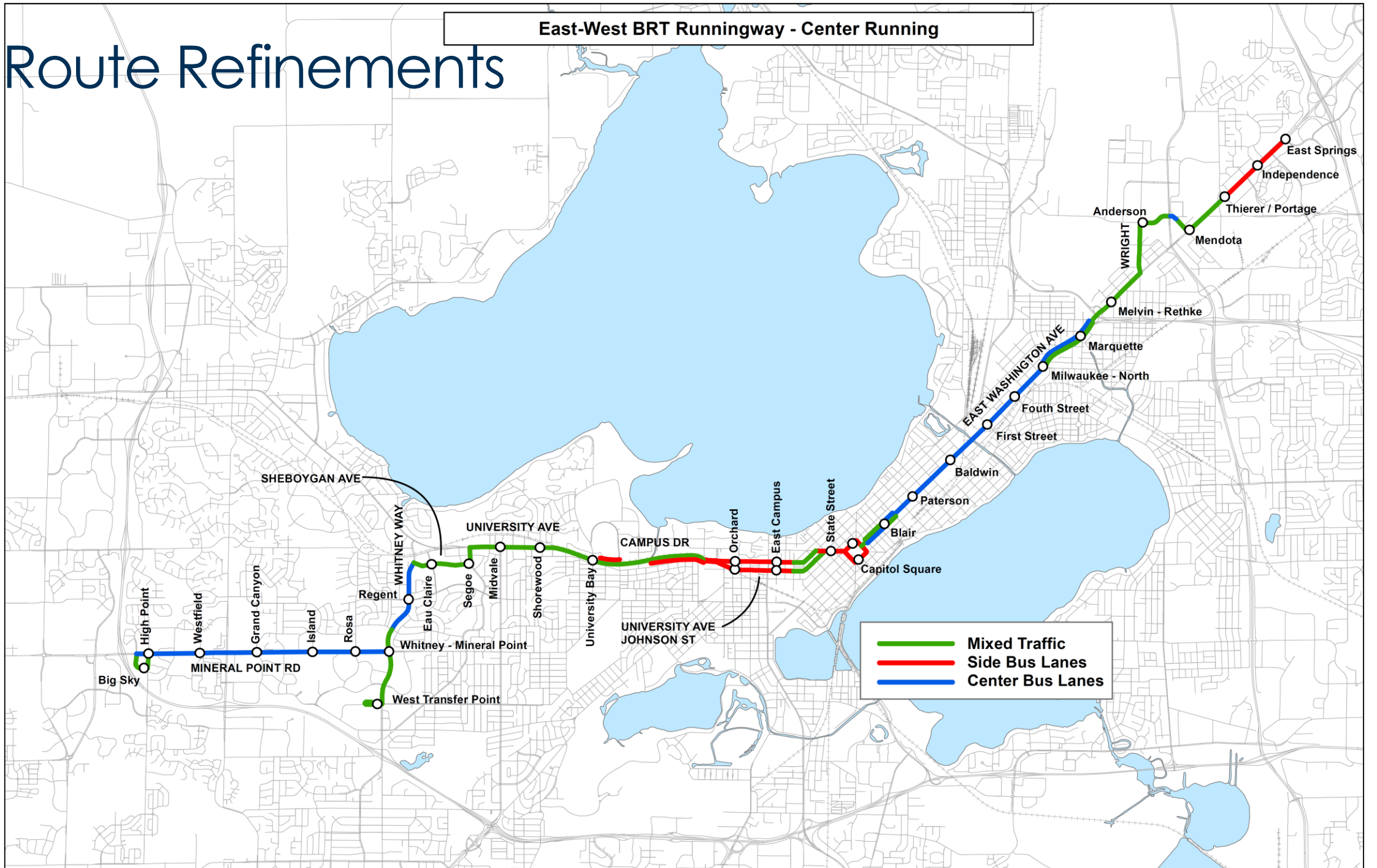
- Mixed Traffic
- Bus Lanes
- Bus on Shoulder

Proposed LPA Refinements

1. Center running
2. Rosa Road extension
3. Mendota Street cutoff
4. Revised East Terminal
5. Revised station locations

Route Refinements

East-West BRT Runningway - Center Running



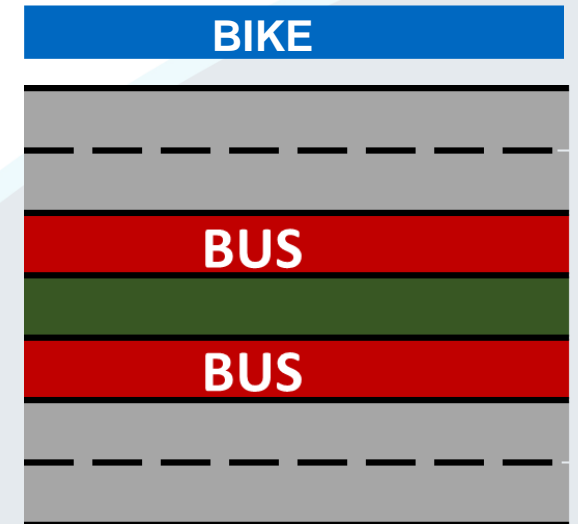
Benefits of Center Running

- More consistent travel times
- Little to no conflicts with turning vehicles
- Little to no conflicts with bikes
- Bus lane is not blocked by delivery vehicles
- Potential cost savings due to one two-sided station instead of two stations required for side running
- Fewer right-of-way and utility issues
- Better look and feel for passengers

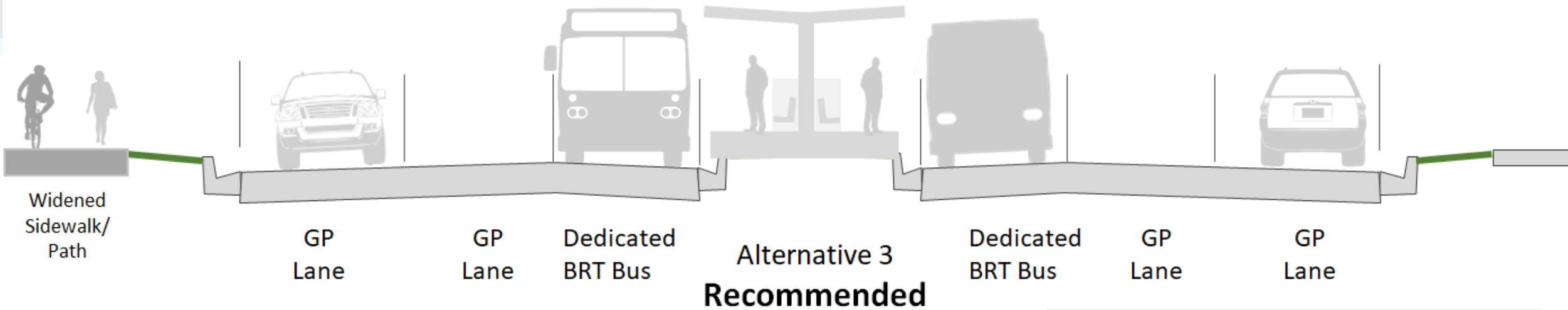
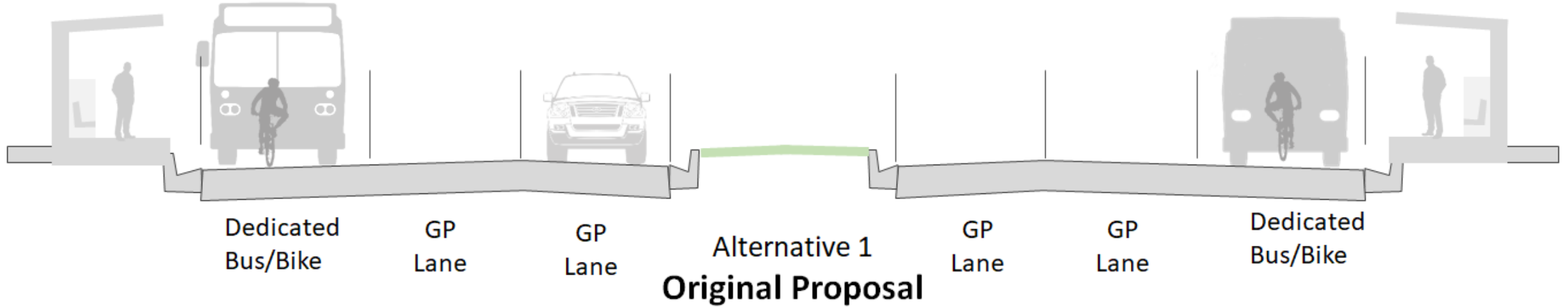


Center Running - Mineral Point Road

- Median lanes converted from general purpose to bus only
- Curb lanes converted from bus, bike and right turn to general purpose
- Left turns merge through bus lanes, some left turn restrictions
- Center stations with left-side doors
- North sidewalk widened to accommodate a protected bike facility

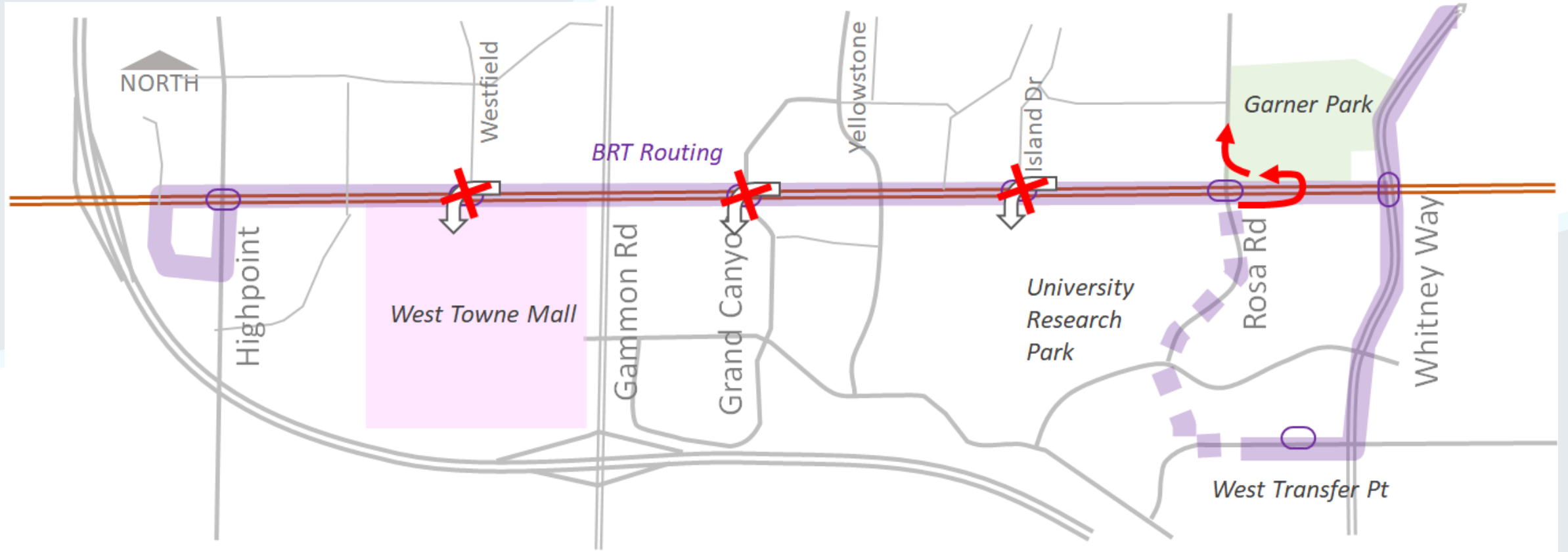


Mineral Point Road



- Provides Better BRT Operations
- Provides Protected Shared Path

Potential Left Turn Restrictions – Mineral Point Road



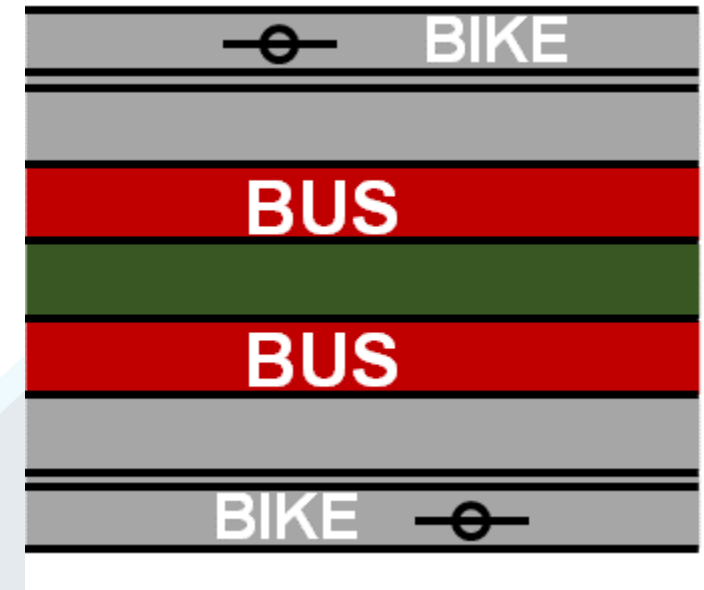
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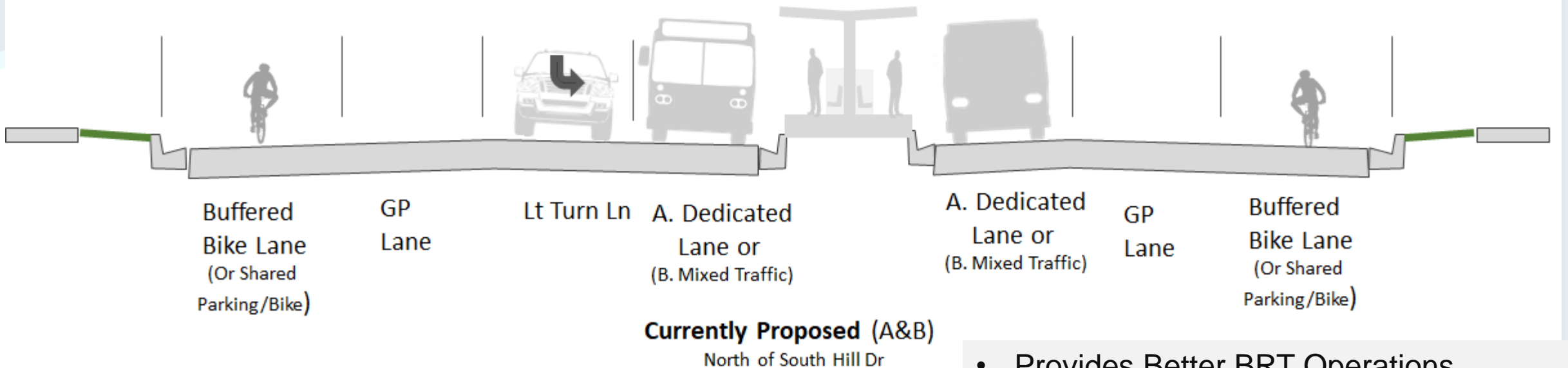
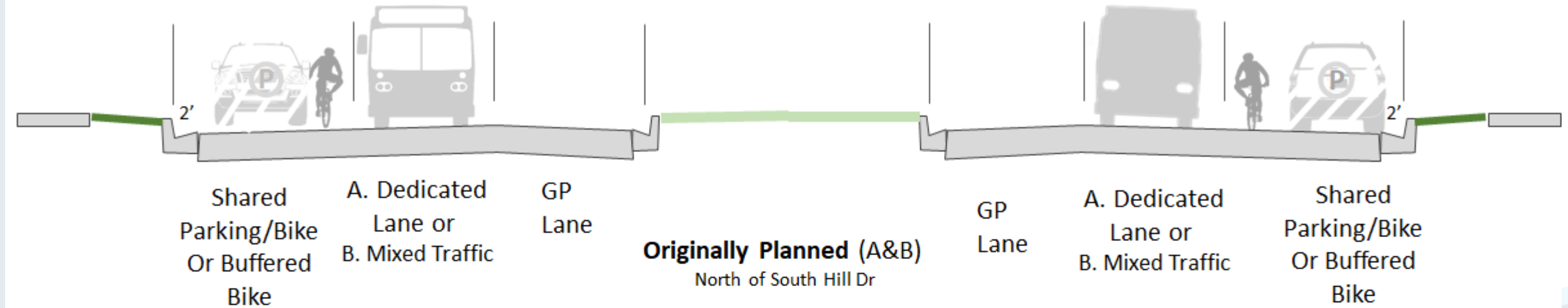
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Center Running - Whitney Way

- Median lane converted to bus only (Sheboygan to South Hill Drive) and shared bus/general purpose (South Hill Drive to Tokay Blvd.)
- Curb lanes converted from shared parking/bike to buffered bike lane.
- Center stations with left-side doors.
- With wide medians, left turns can be preserved at stations.

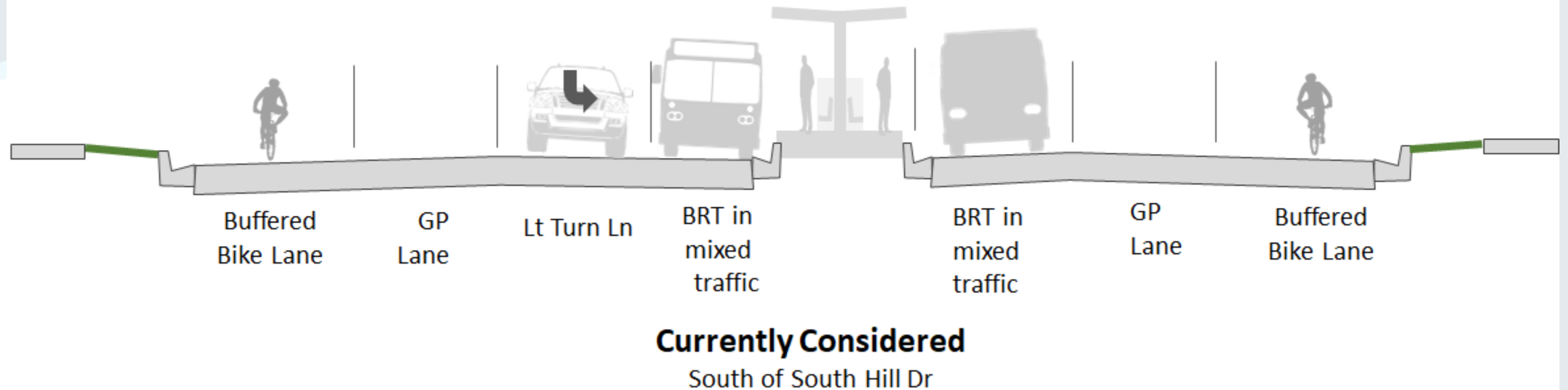
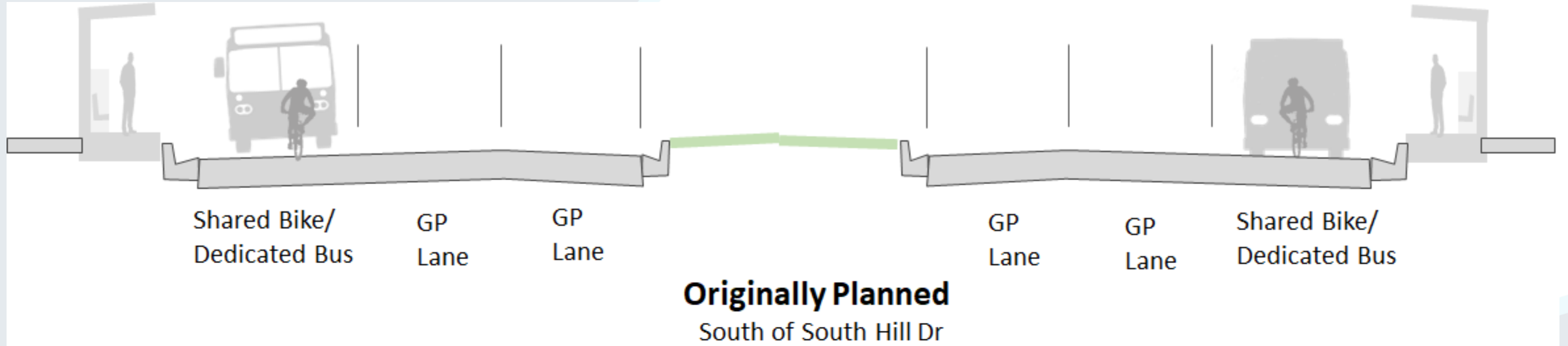


Whitney Way – Sheboygan to South Hill Drive



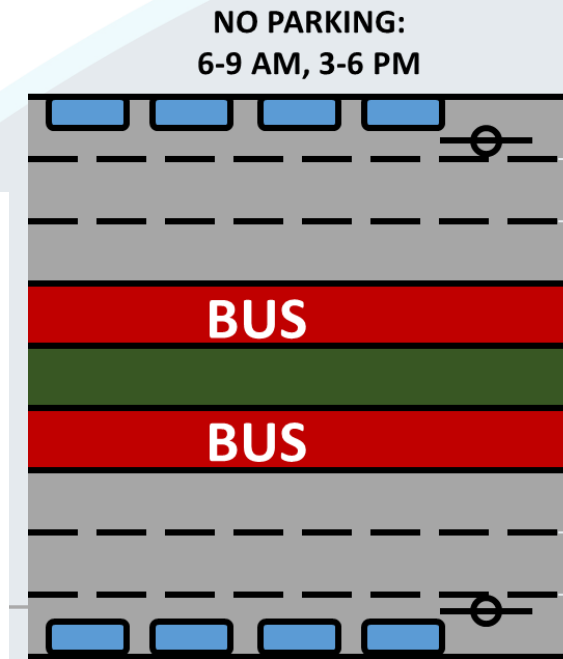
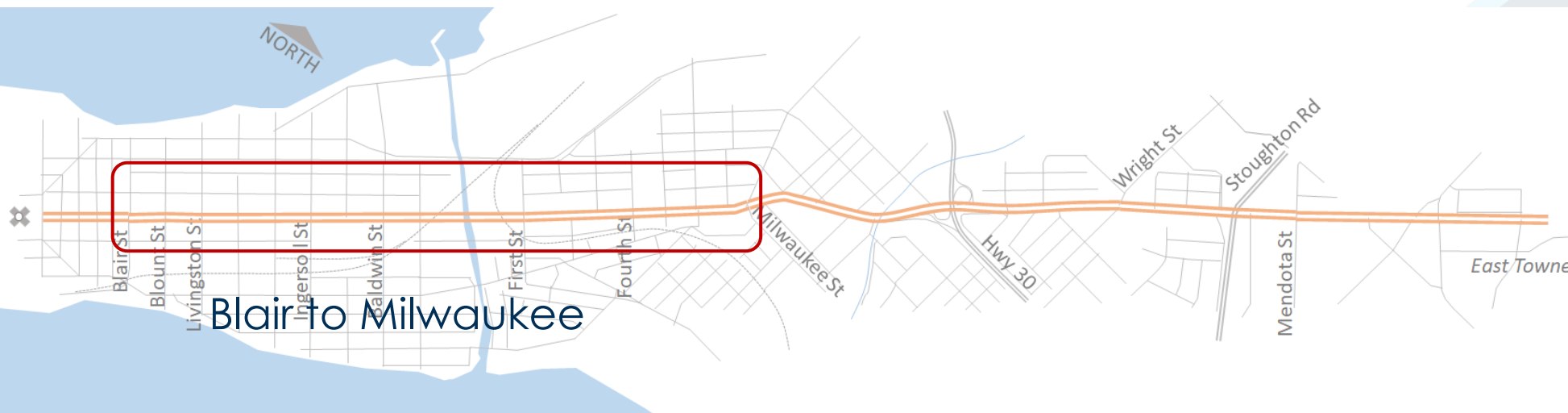
- Provides Better BRT Operations
- Provides Better Cycling Accommodations

Whitney Way – South Hill Drive to Tokay

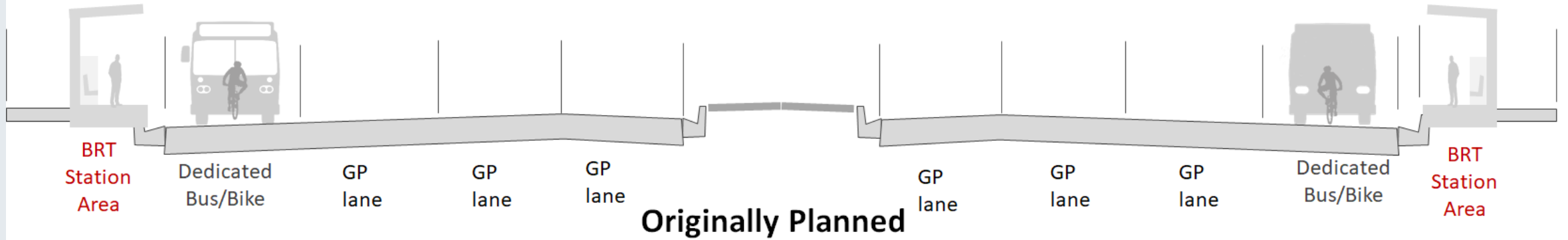


Center Running - East Washington

- Median lanes converted from general purpose to bus only
- Parking restricted peak periods
 - 3 lanes, no parking or bike facilities peak periods
 - 2 lanes with parking and bike lanes off peak
- Left turns merge through bus lanes, some left turn restrictions
- Center stations with left-side doors

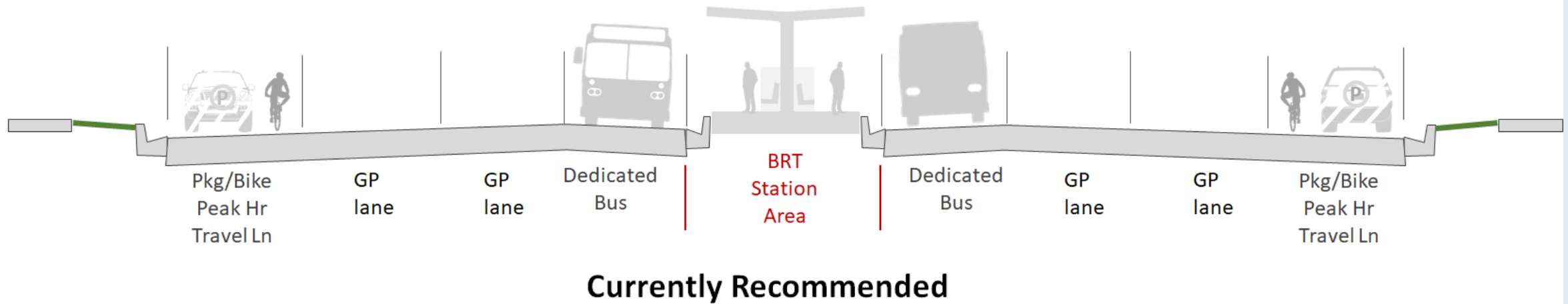


East Washington – Blair to Milwaukee



(Parking removed)

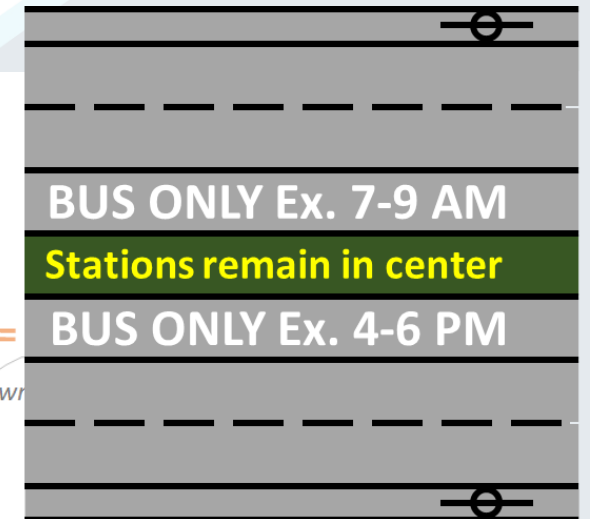
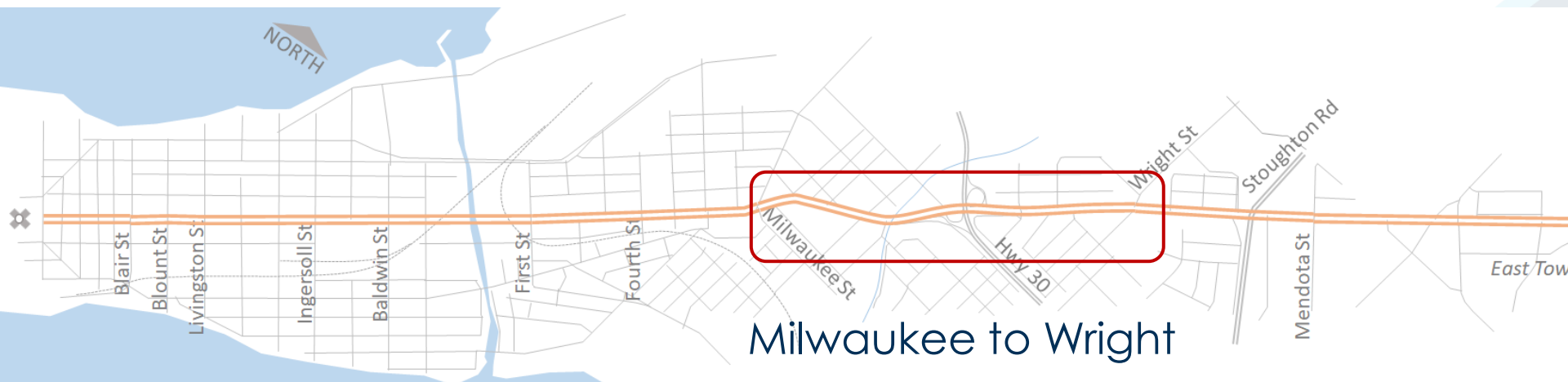
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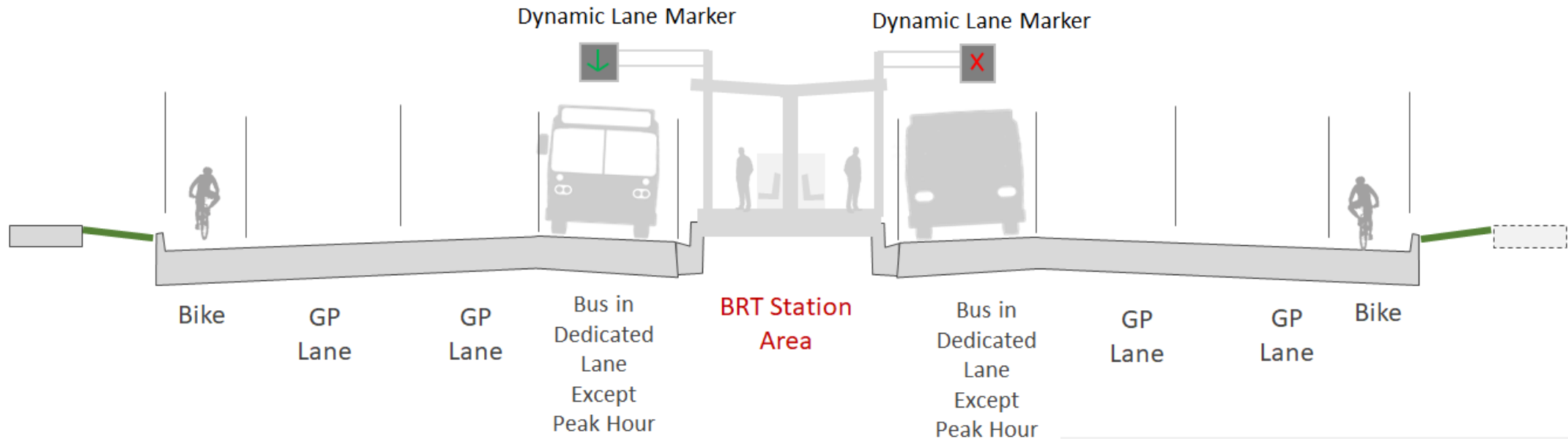
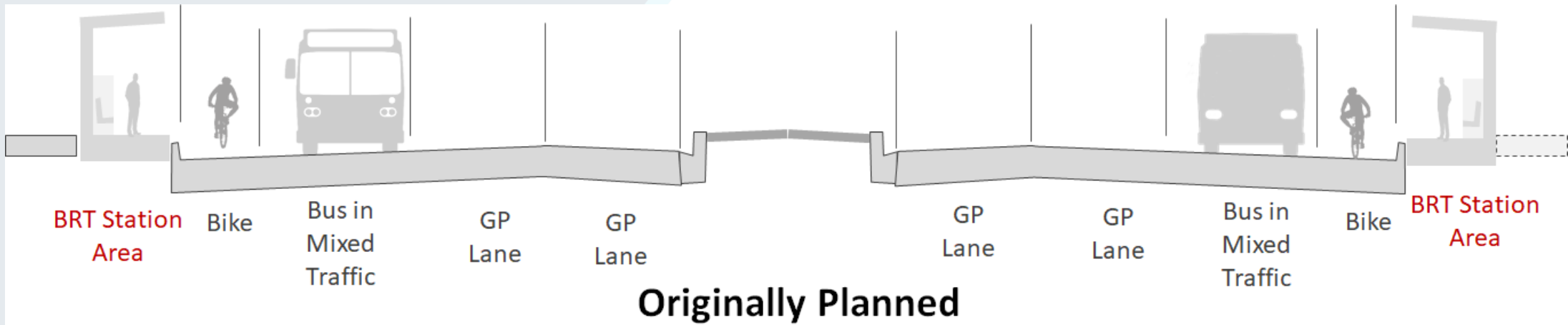
- Provides Better BRT Operations
- Preserves Parking for Much of the Day
- Preserves Bike Lane Except During Peak Hours

Center Running – East Washington

- Median lanes converted from general purpose to bus only off peak
- Two general-purpose travel lanes each way off peak, three general-purpose lanes peak periods
- Center stations with left-side doors

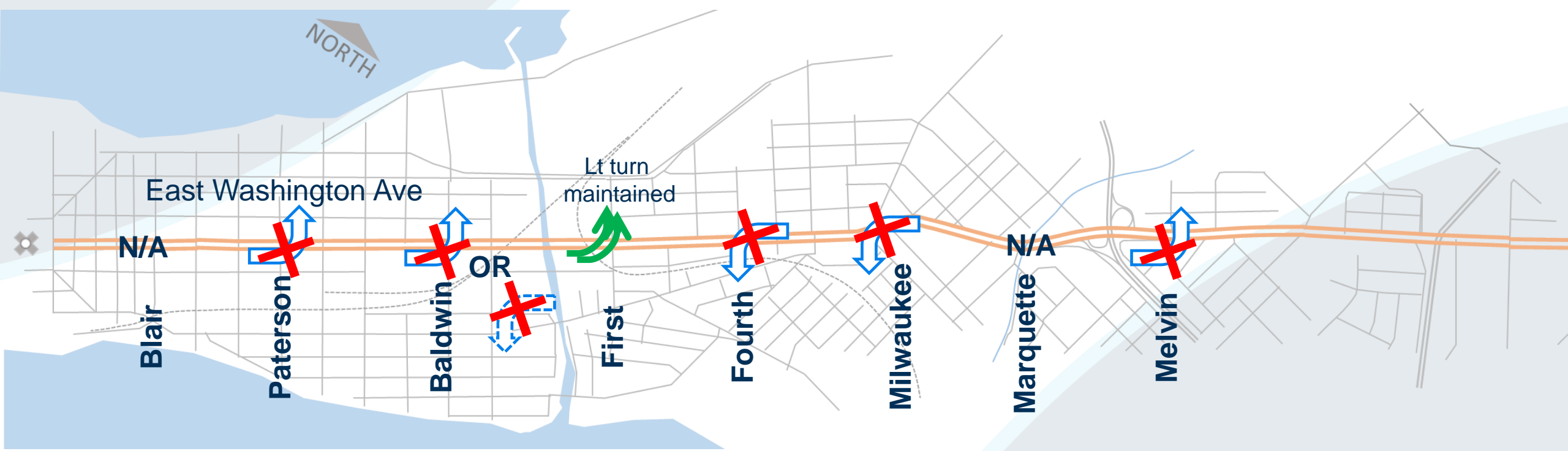


East Washington – Milwaukee to Wright St



- Provides Better BRT Operations
- Complements Section to the West

Possible Left Turn Restrictions



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Proposed Rosa Road Extension



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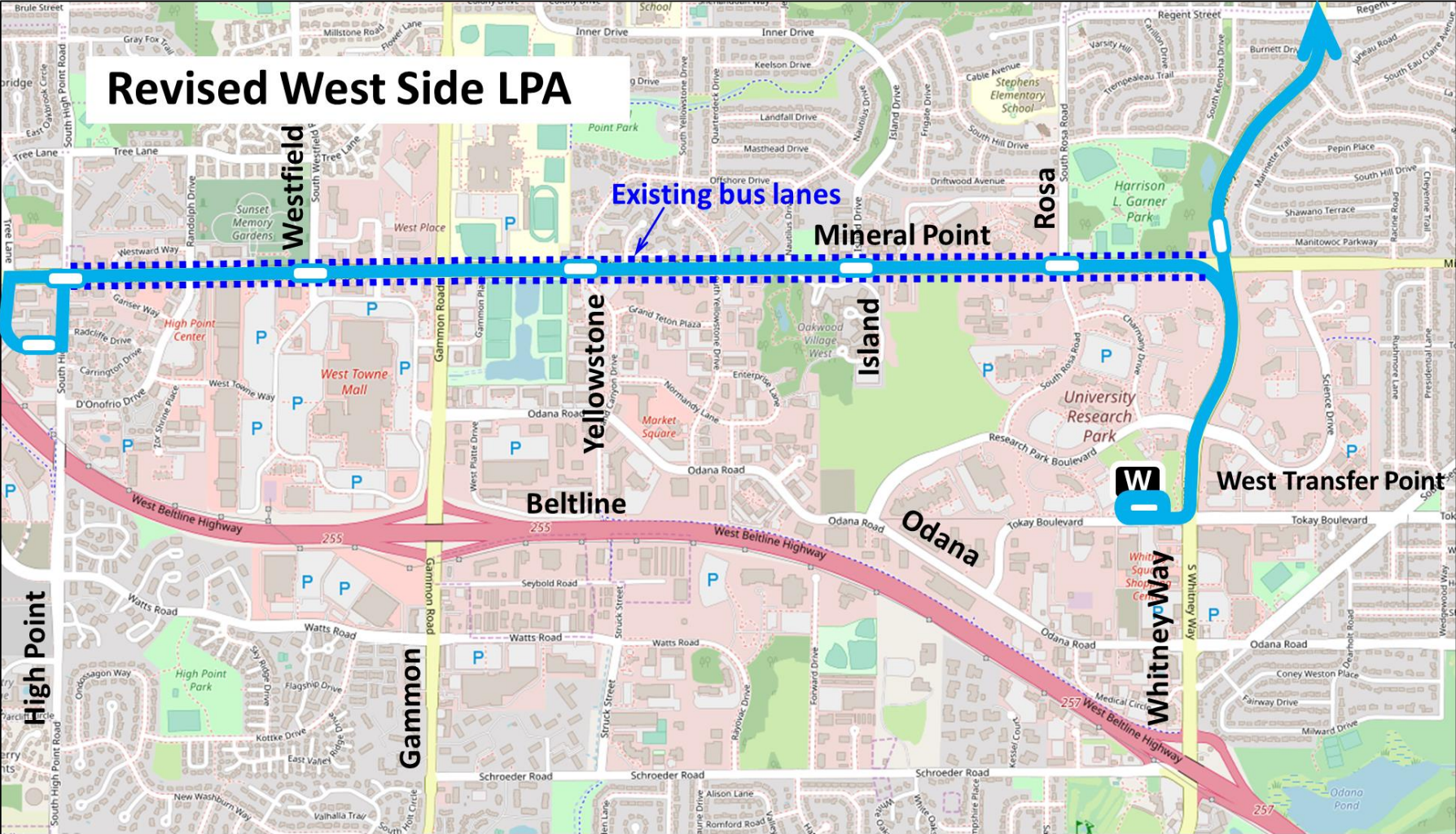


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Proposed Rosa Road Extension

PRO	CON
Saves time (1-2 minutes)	Estimated \$5-7 million additional costs due to right-of-way, roadway, stormwater mitigation, etc.
Less confusing for passengers	Cost exceeds benefits gained

Whitney Way Both Directions

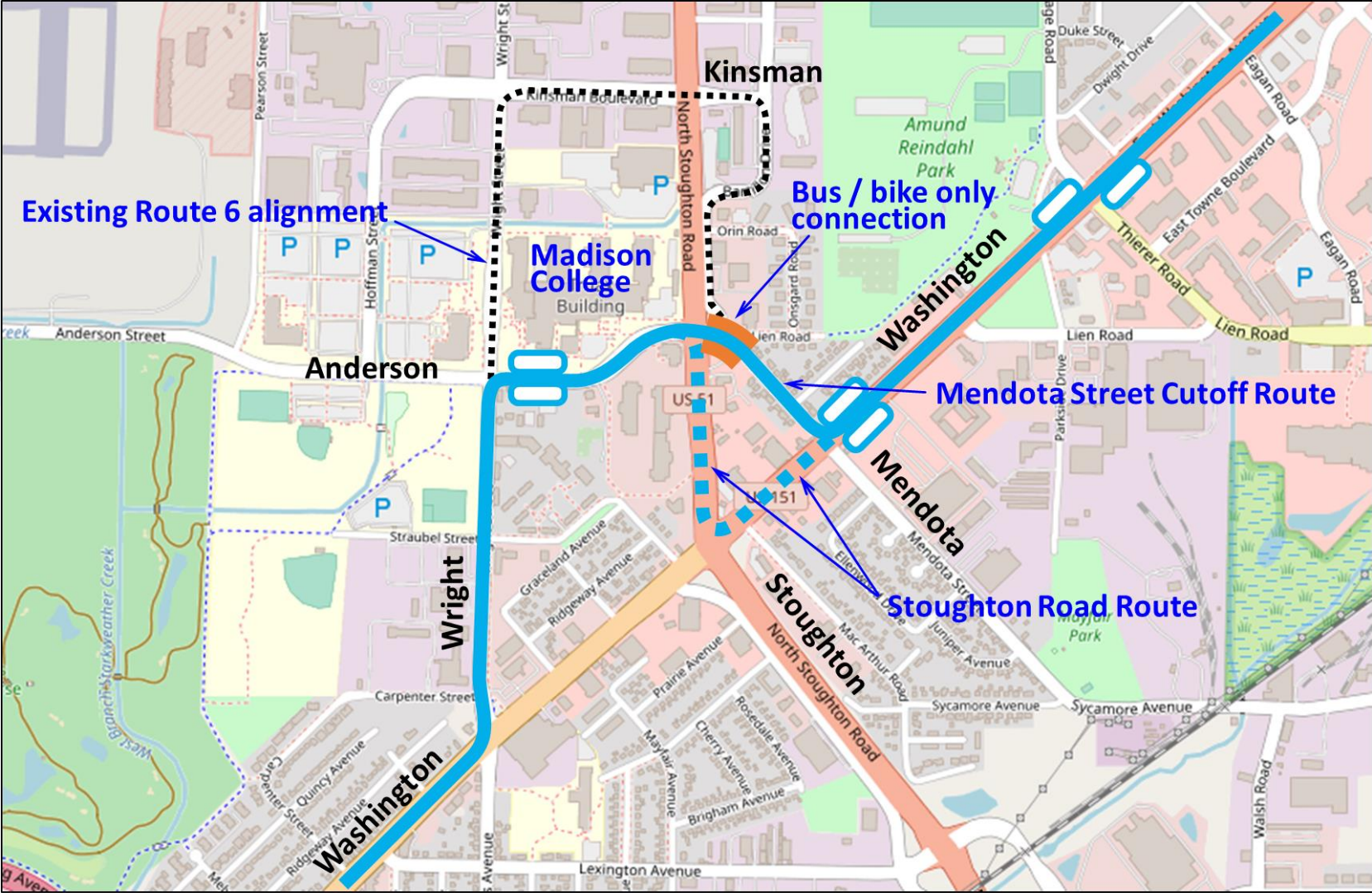


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Proposed Mendota Street Cutoff



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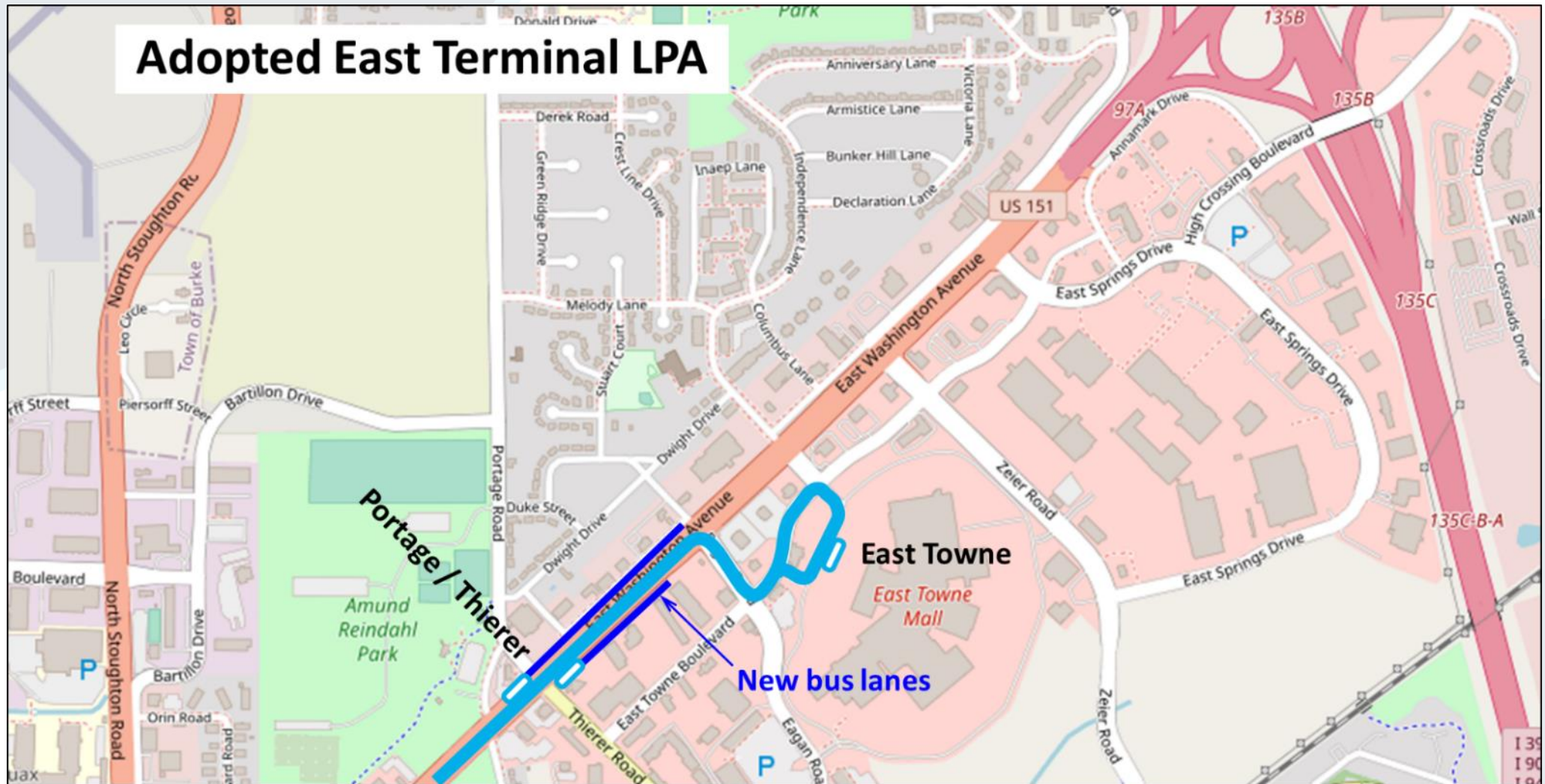


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Proposed Mendota Street Cutoff

PRO	CON
Reduces travel times by several minutes	Potential impacts to neighborhood with new bus traffic (electric buses are quieter and cleaner)
Eliminates reliability problems with highly congested intersection	

Adopted East Terminal



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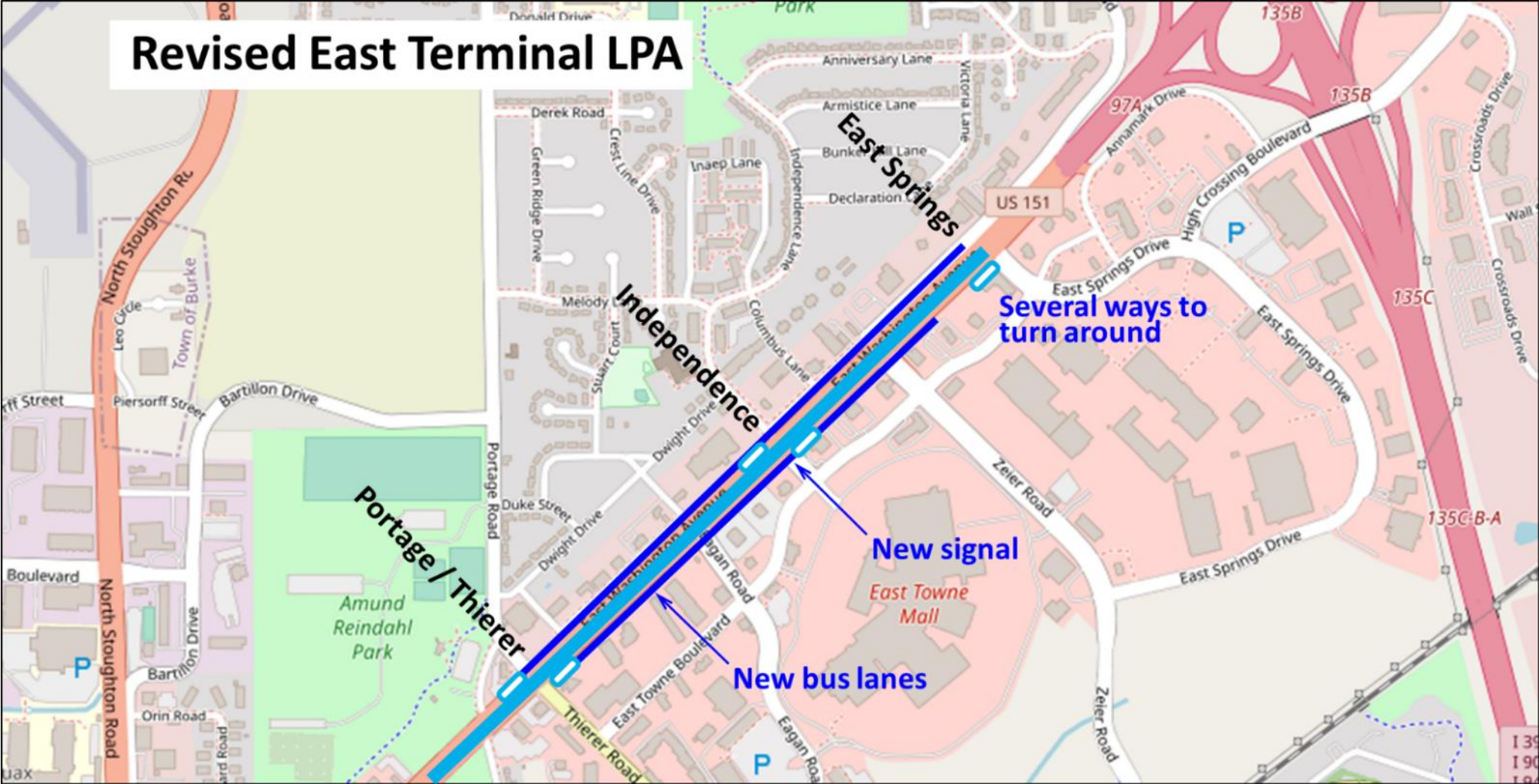


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Adopted East Terminal - Considerations

- Station, routing, and charging on private property
- Risk that area could be redeveloped with a modified street network
- Retail areas east of the terminal unserved
- Residential areas north of East Washington unserved
- Slow, unreliable operations on East Towne Boulevard

Proposed East Terminal



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Proposed East Terminal - Outcome

- Service to residential areas north of East Washington
- Service to retail areas east of the mall
- New signalized crossing at Independence
- BRT will not be affected by future changes in East Towne area
- No/fewer right-of-way acquired or easement agreements

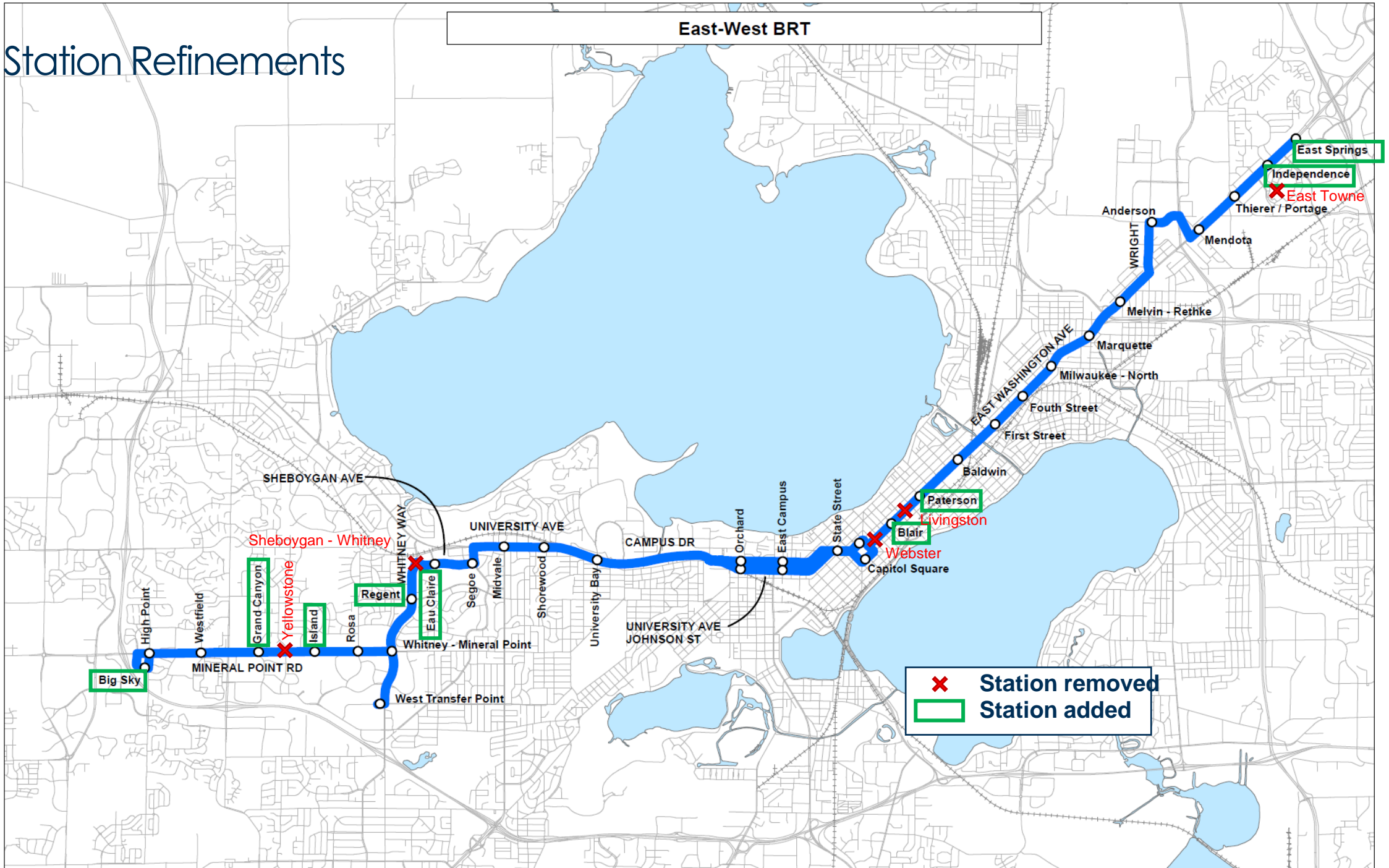
Proposed Station Location Refinements

1. Add station at Big Sky terminal if parking can be arranged
2. Yellowstone split into Grand Canyon and Island
3. Two stations at Eau Claire and Whitney / Regent
4. Webster and Livingston move to Blair and Paterson
5. Divide East Terminal into two stations

 Total station locations increase from 27 to 31

Station Refinements

East-West BRT



How to Ask a Question

Zoom - Click on Participants. Raise Hand is in the bottom left corner. Once your question is addressed, please lower hand.

Phone - Press *9 to raise hand and *9 again to lower hand.

City Channel - Send an email to urbanassetsmadison@gmail.com

Questions?



WRAP UP

Future Meetings

Public Engagement

1. Community Meetings
2. Neighborhood Meetings
3. Tabling at Community Events
4. Social Media
 - Twitter
 - Facebook
 - Instagram

Community Meetings

1. Public Kickoff Meeting – Today!
2. Branding Unveiling – Winter 2021
3. Station Design Workshop – Winter 2021
4. 30% Design & Engineering Meeting – Spring 2021
5. 60% Design & Engineer Meeting – Fall 2021
6. 90% Design & Engineering Meeting – Summer 2022

Neighborhood Meetings

1. Mendota Cut Off – October 28, 2020
2. East Washington Center Running – Winter 2020
3. Mineral Point Center Running -- Winter 2021
4. Capitol Square Station Design – Winter 2021
5. UW Madison – Spring 2021
6. West Transfer Point – Spring 2021

Other Opportunities

1. Tabling (COVID permitting)

- Transfer Stations
- Community Events

2. Project Website & Email

- www.madisonbrt.com
- brt@cityofmadison.com

3. Social Media

- Facebook
- Twitter
- Instagram

Thank You!

+ www.madisonbrt.com

+ @cityofmadison

+ @mymetrobus

+ Project Contacts:

- David Trowbridge, (608) 267-1148
- Melissa Huggins, (608) 345-0996
- brt@cityofmadison.com

