

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

Whitney Way and Hill Farms

Virtual| December 17, 2020| 6:00-7:30 PM



Zoom Meeting Protocols

- Turn off video to preserve bandwidth.
- Stay on mute during the presentation
- To ask questions during the presentation, use the Q&A function
- To ask questions at the end of the presentation, click Participants and select Raise Hand.
- Introduce yourself before speaking.
- Once your question is addressed, lower your hand.
- If you called into the meeting, use *9 to raise and lower your hand.

Tonight's Agenda

1. Welcome from Alders
2. Introductions
3. Review Locally Preferred Alternative (LPA)
4. Overview Project Development
5. Refinements – Mineral Point & Whitney Way Center Running
6. Questions?



Introductions | City Staff

Justin Stuehrenberg, General Manager, Metro Transit

David Trowbridge, City of Madison

Mike Cechvala, City of Madison

Mick Rusch, Metro Transit

Introductions | Consultant Team

AECOM – Project Lead

Strand – Engineering

Urban Assets – Community Engagement

CTG – Operations

Toole Design – Multi-Modal Transportation

SRF Consulting – Environmental

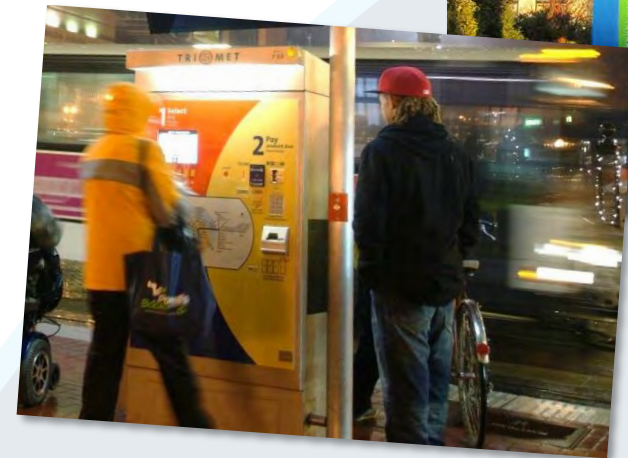
Commonwealth Heritage Group – Historic Preservation

ZebraDog – Branding

Locally Preferred Alternative **Review**

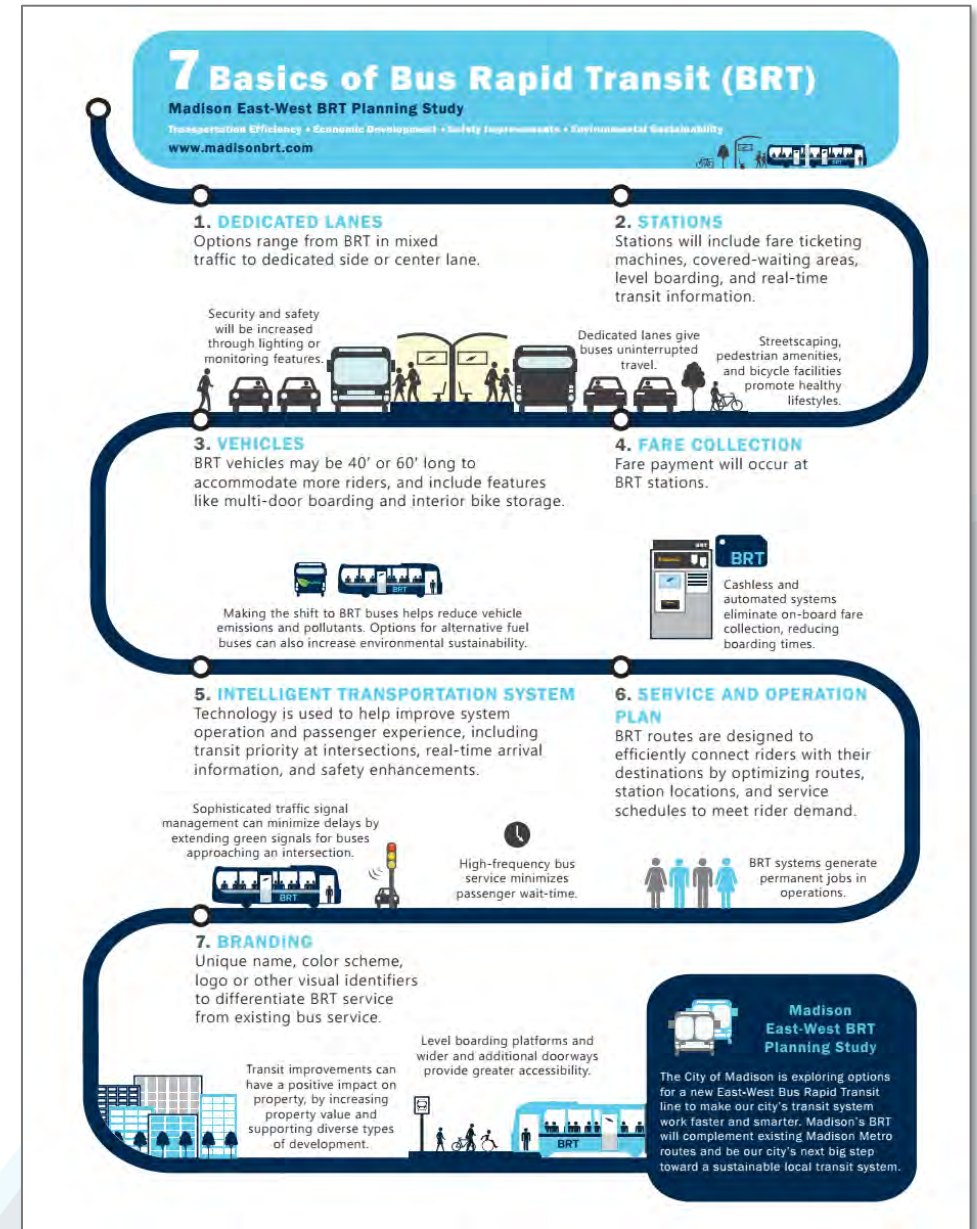
Bus Rapid Transit – Reminder

- 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

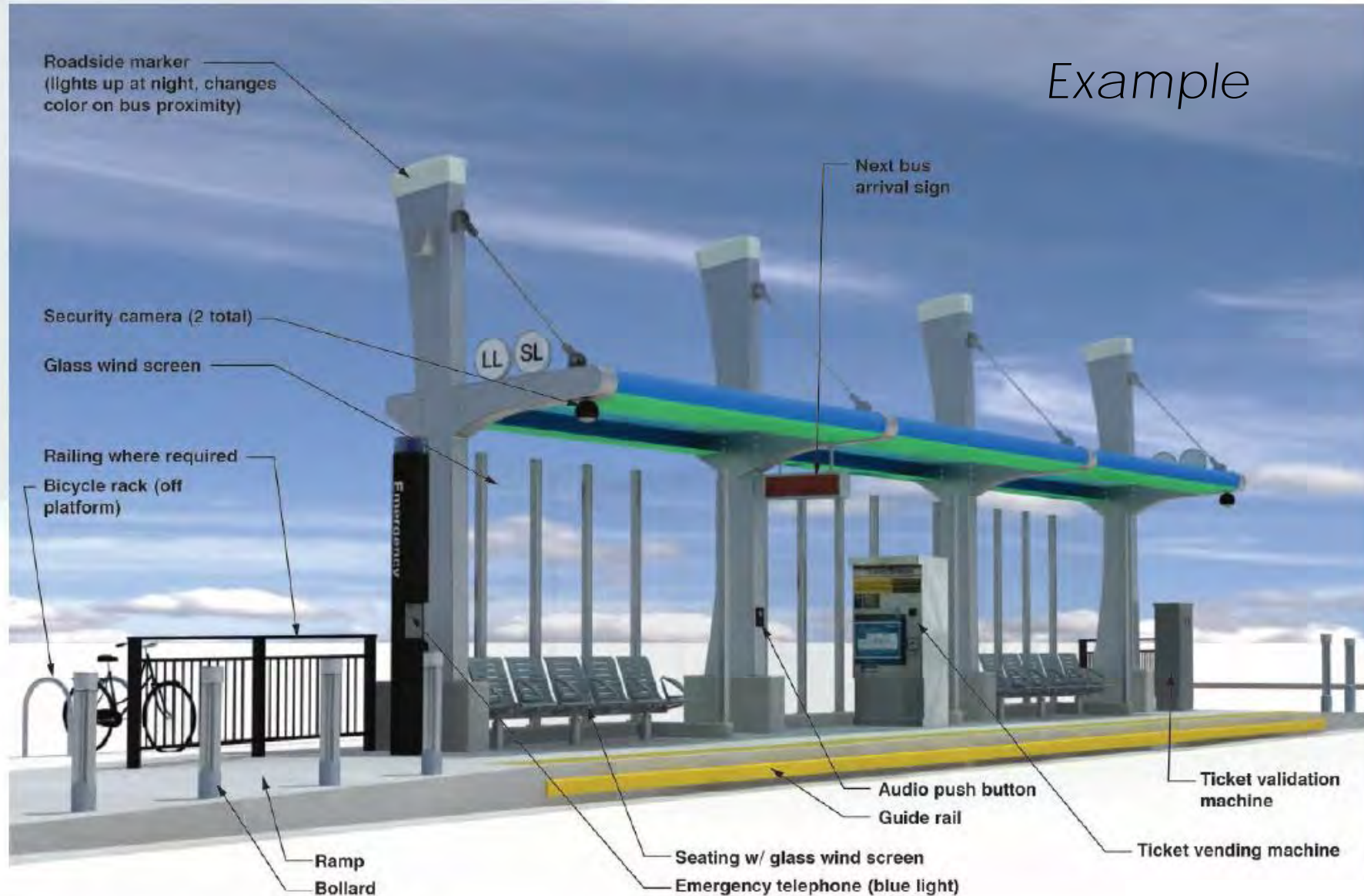


Benefits of BRT

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



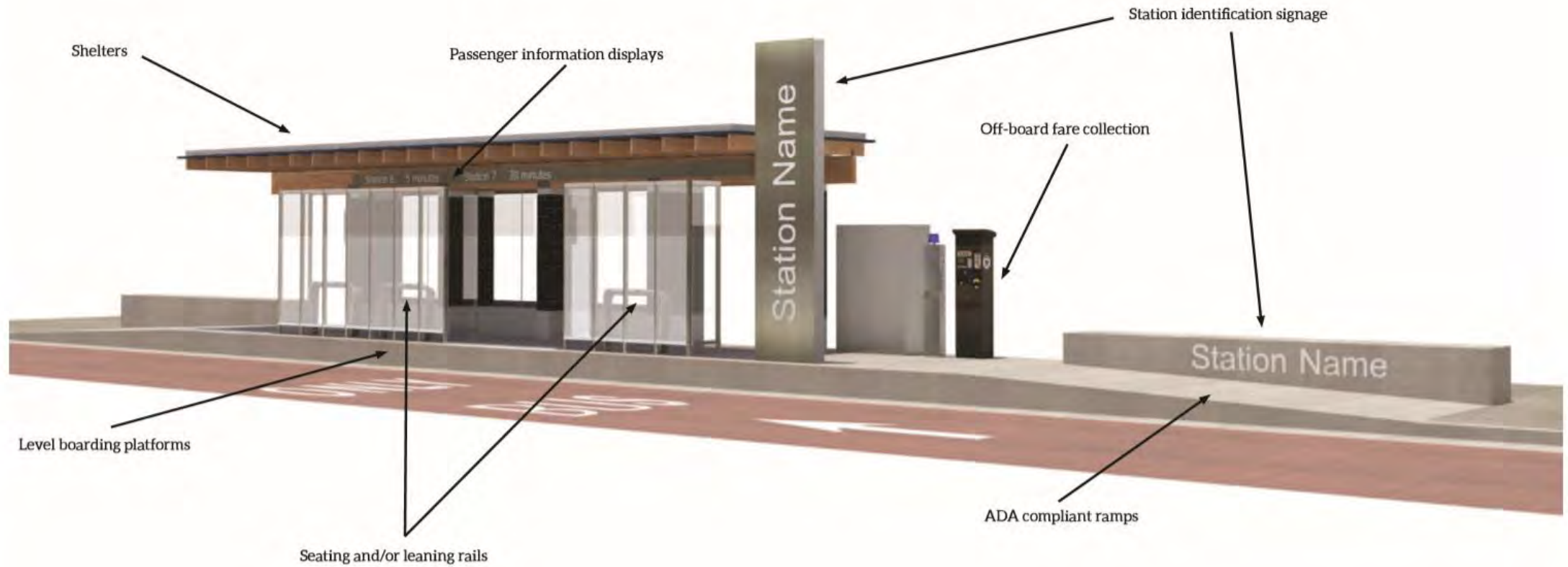
Example Station – Grand Rapids



Example Station – Milwaukee

EAST WEST
BRT
CONCEPTUAL
DESIGN

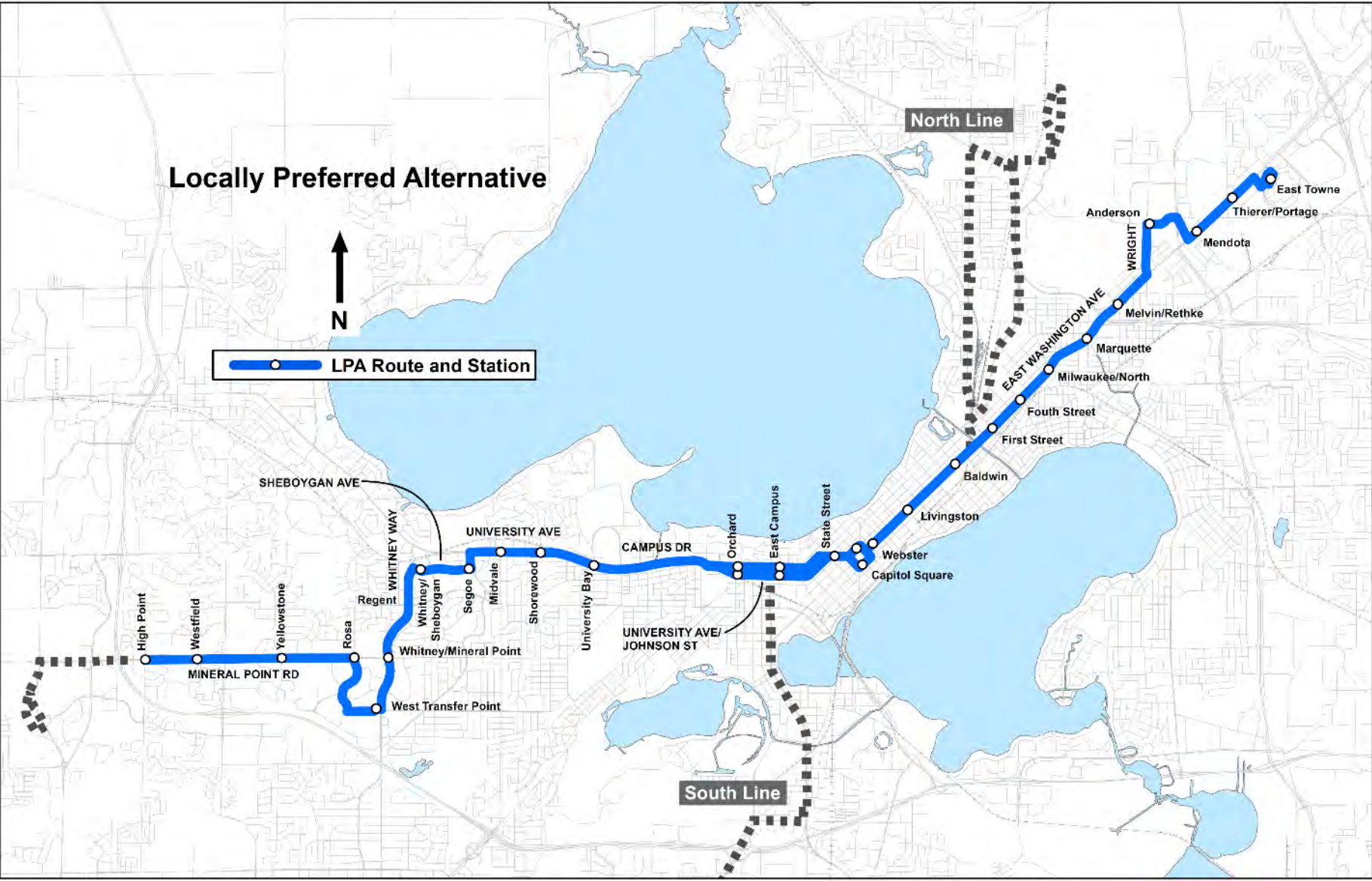
Large Scale Station Concept



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



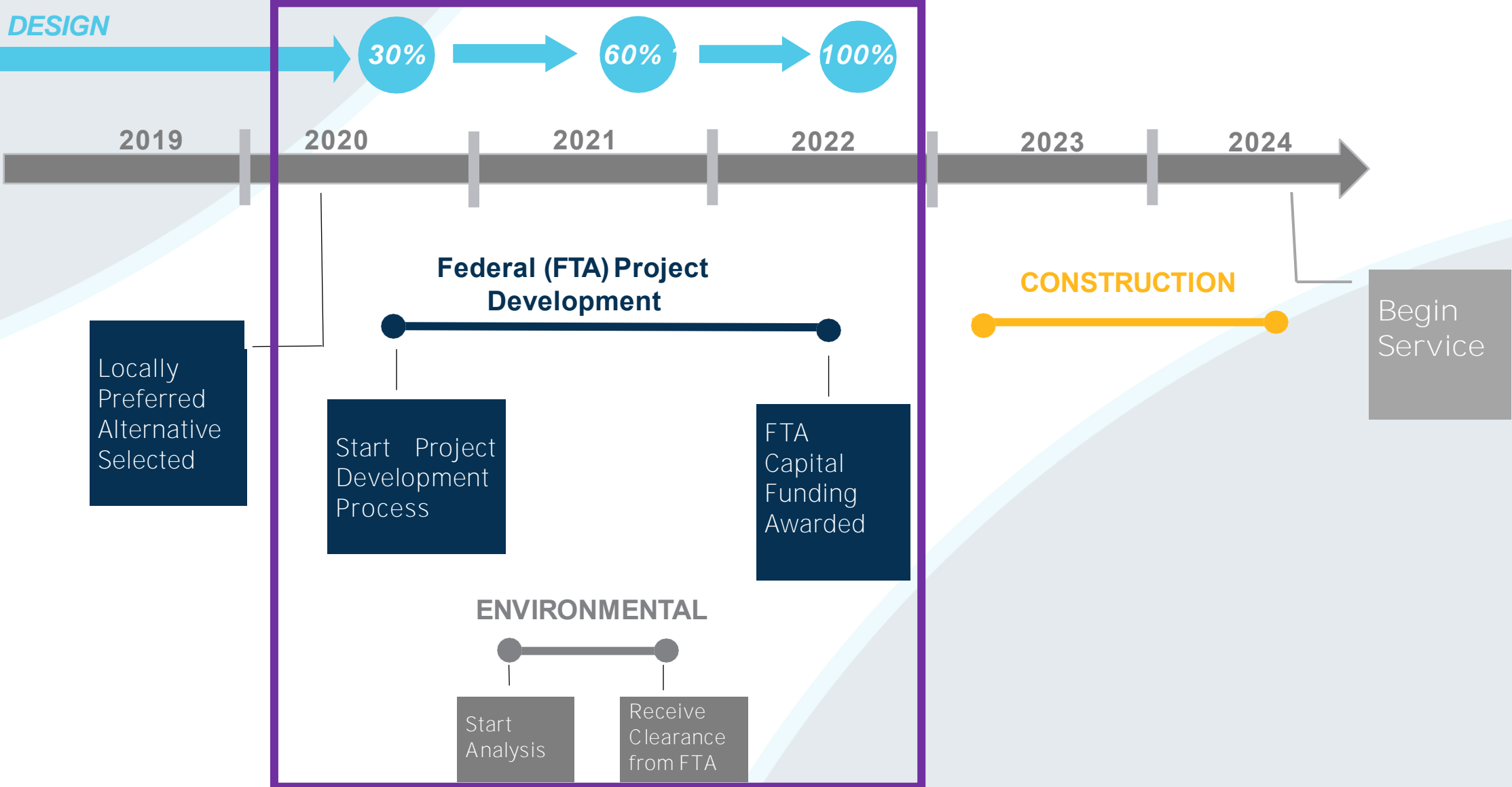
The slide features a white background with two large, curved, light blue decorative shapes. One shape is in the top-left corner, and the other is in the bottom-right corner. The text is centered in the middle of the slide.

Project Development

Overview

BRT Timeline

Project Development

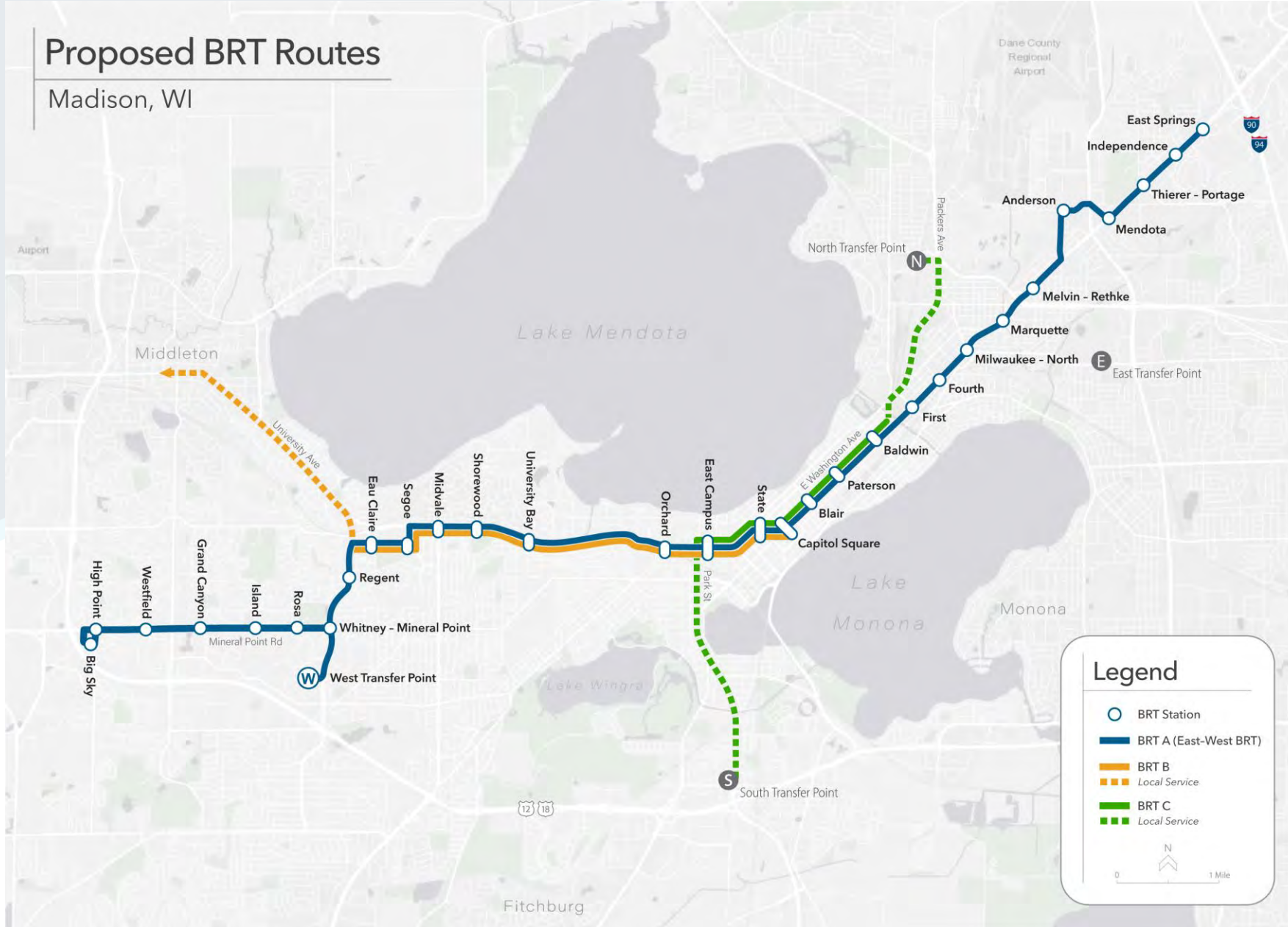


Goals of Project Development

- 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

Proposed BRT Routes

Madison, WI



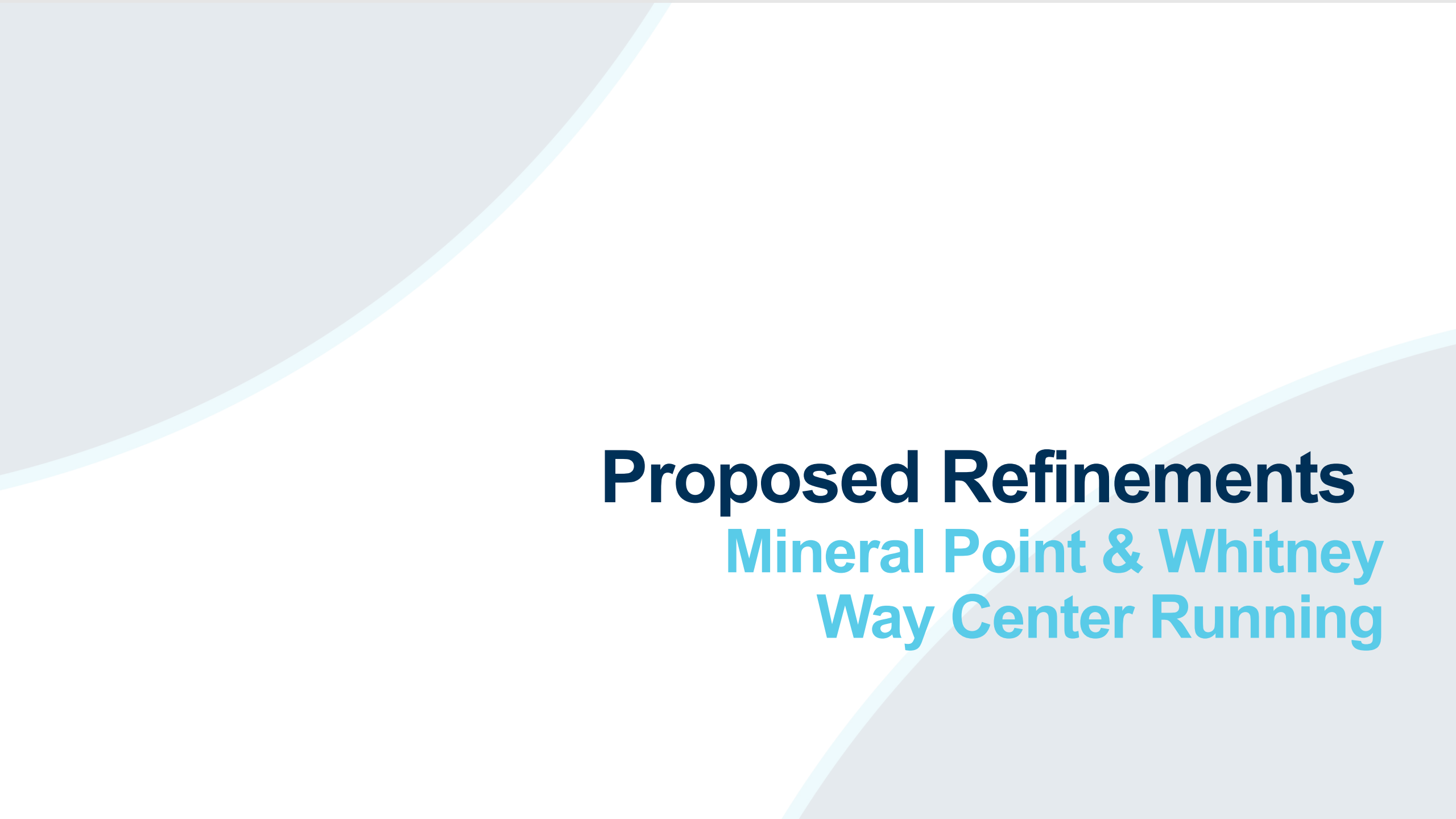
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Impact of BRT on Transit Service

- 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



Proposed Refinements

Mineral Point & Whitney Way Center Running

Proposed LPA Refinements

- 1. Center running – Mineral Point & Whitney Way**
2. Rosa Road extension
3. Mendota Street Option
4. Revised East Terminal
- 5. Revised station locations**

Center Running BRT



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Side Running



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Center Running

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

Cities with Center Running BRT

- Eugene, OR
- San Bernardino, CA
- Oakland, CA
- Provo, UT
- Salt Lake City, UT
- Las Vegas, NV
- Albuquerque, NM
- Cleveland, OH
- Indianapolis, IN
- Orlando, FL

Eugene, OR



Photo: ITDP

Indianapolis



<https://twitter.com/jahorne/status/1338803800952328197/photo/4>

Cleveland



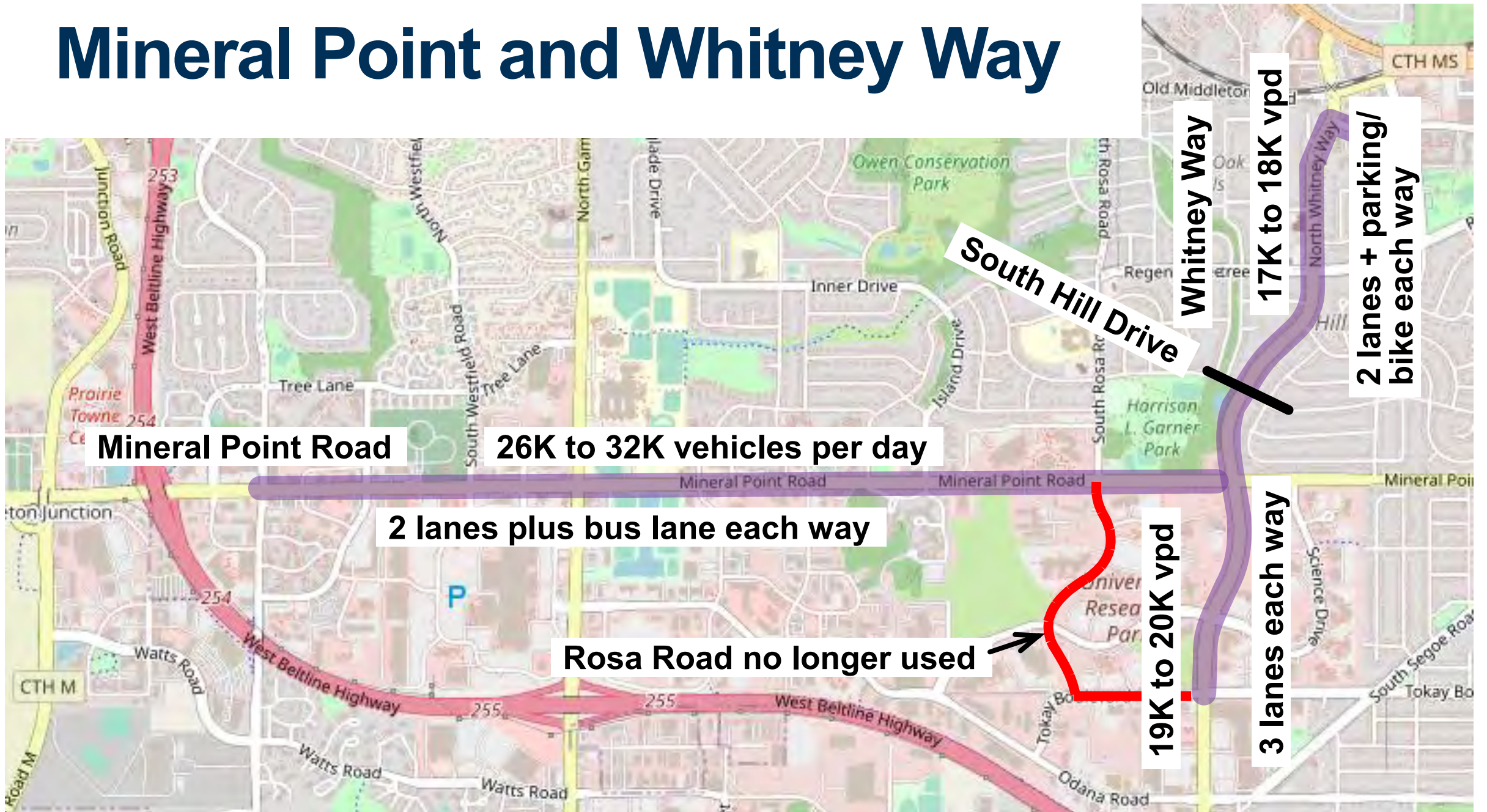
Flickr user wyliepoon

<https://www.bloomberg.com/news/articles/2014-05-05/the-importance-of-running-true-brt-through-downtown>

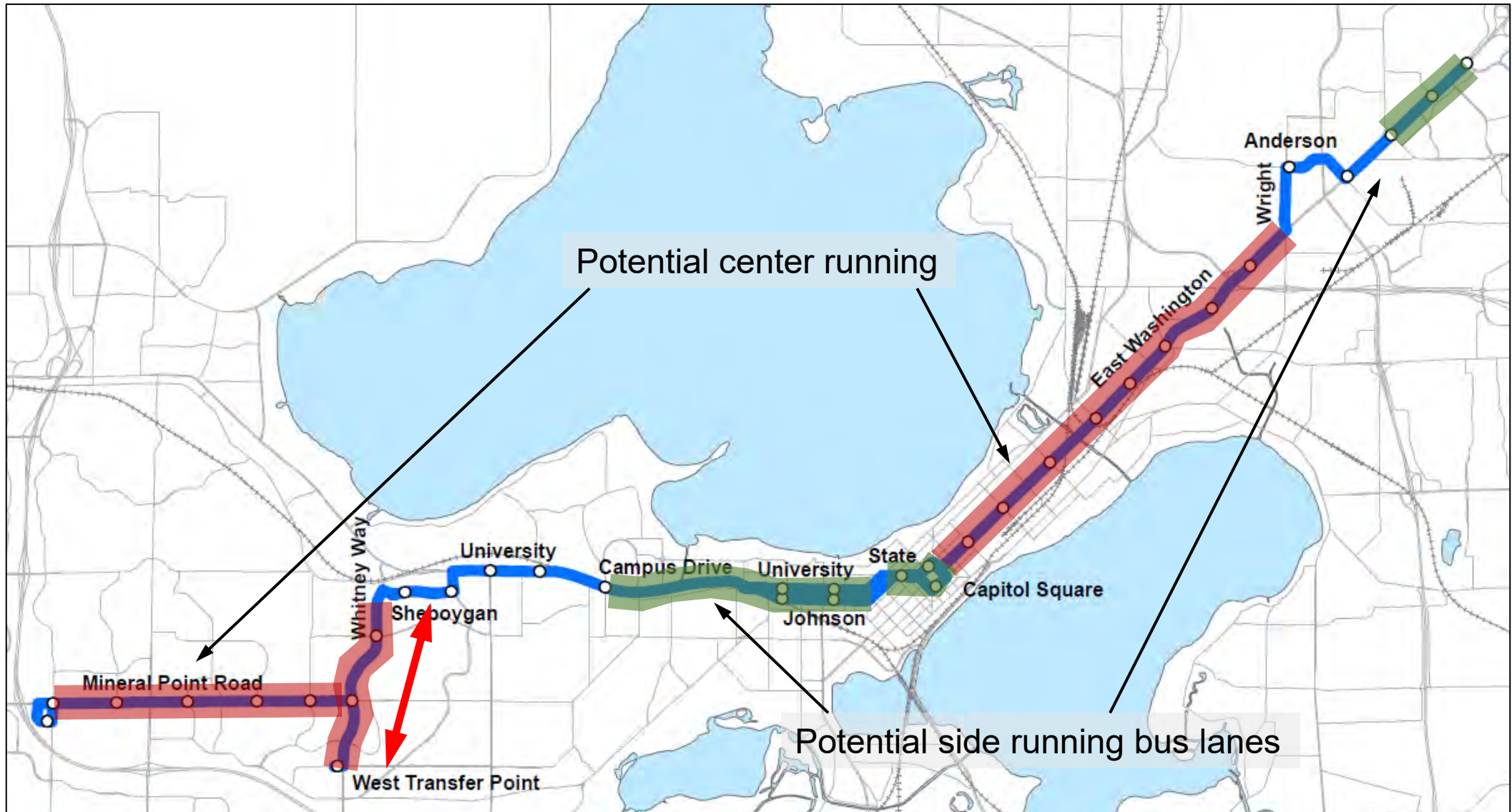
Safety

- All stations are at traffic signal controlled intersections
- Users have cross the street the same number of times in all scenarios
- Median platforms are wide enough to accommodate many riders
- Emergency vehicles are allowed to use the bus lanes and turn at any intersection

Mineral Point and Whitney Way



Whitney Way



Whitney Way

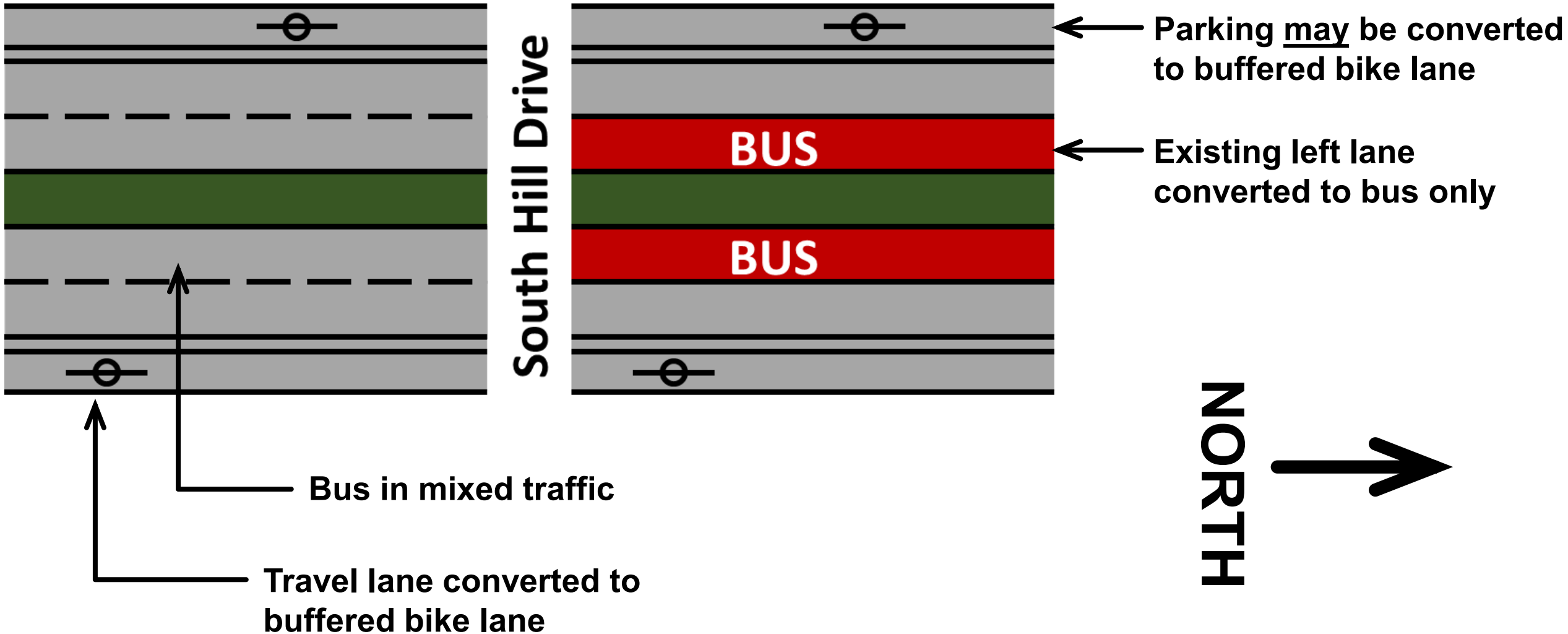


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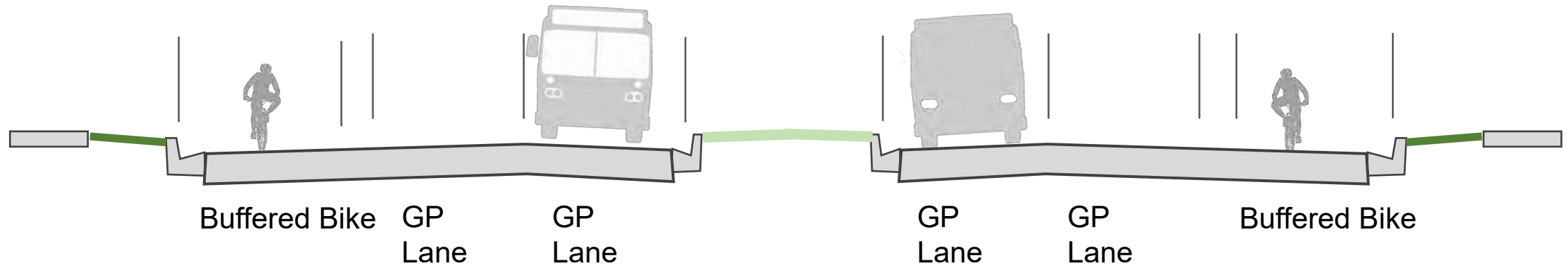


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Proposed Cross Section – Whitney Way

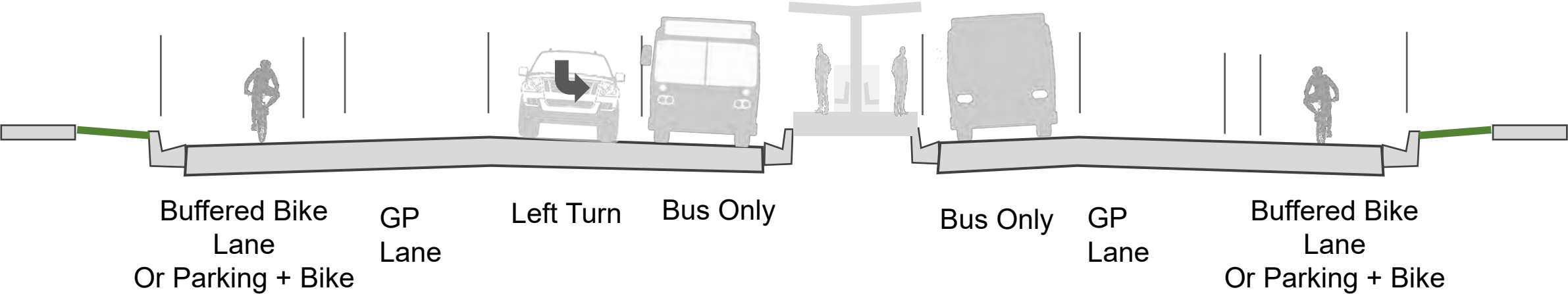


Proposed Cross Section – Whitney Way



South of South Hill Drive

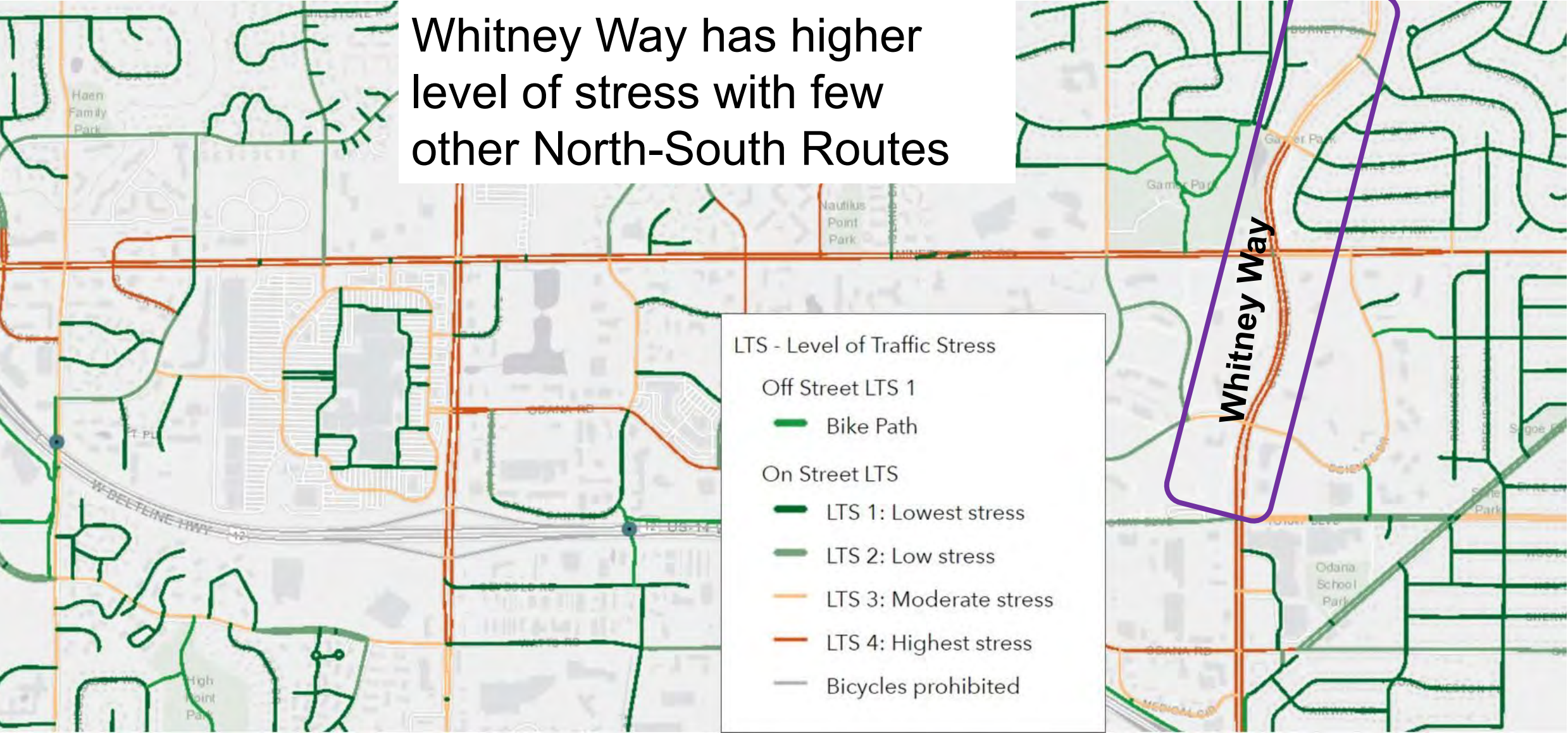
Proposed Cross Section – Whitney Way



North of South Hill Drive

Low Stress Bike Network

Whitney Way has higher level of stress with few other North-South Routes

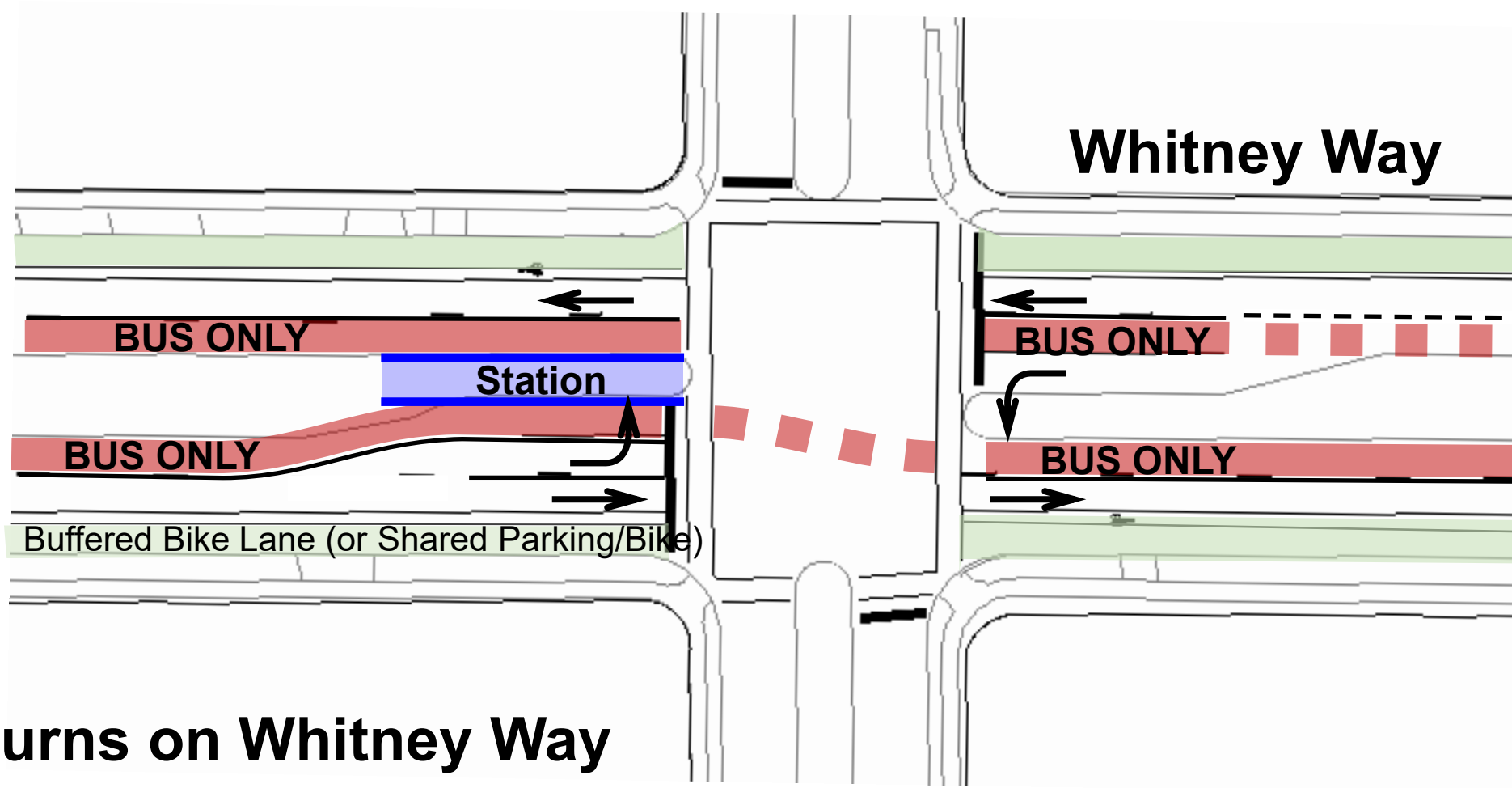


Parking to Buffered Bike Lane

- Option to provide lower stress bike facility on major street
- Parking occupancy is 2 to 3 percent.
- Decision does not affect the BRT project
- Could be done on all or part of the corridor



Whitney Way at Regent Street

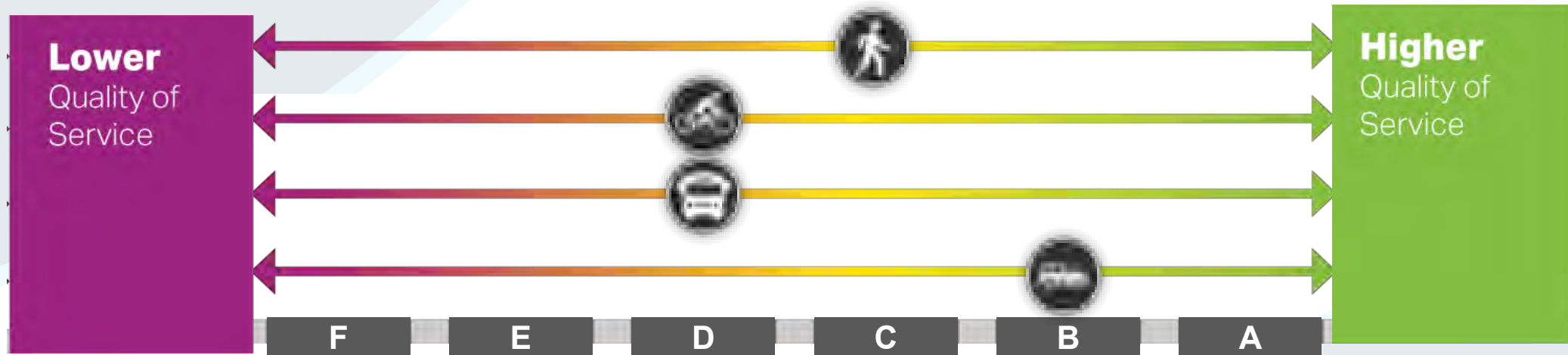


**All left turns on Whitney Way
to be maintained**

Considerations

- BRT operations – better
- Reduced Capacity – could help moderate speeds and volumes
- Speeding and reckless driving – less due to fewer travel lanes
- Bike impact – neutral or better
- Parking impact – potential loss of parking if buffered bike lane
- Pedestrians impact – no change

Current Condition

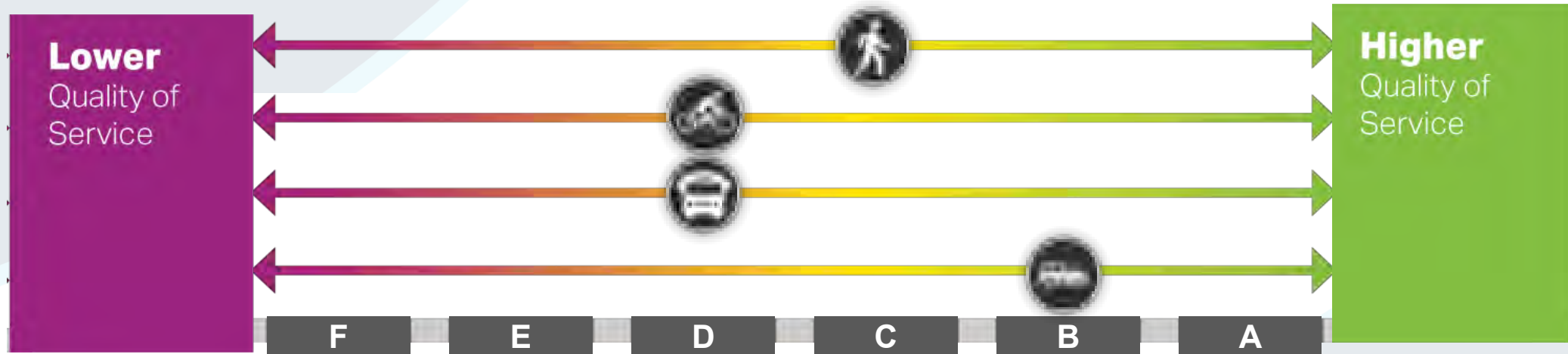


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Proposed Condition



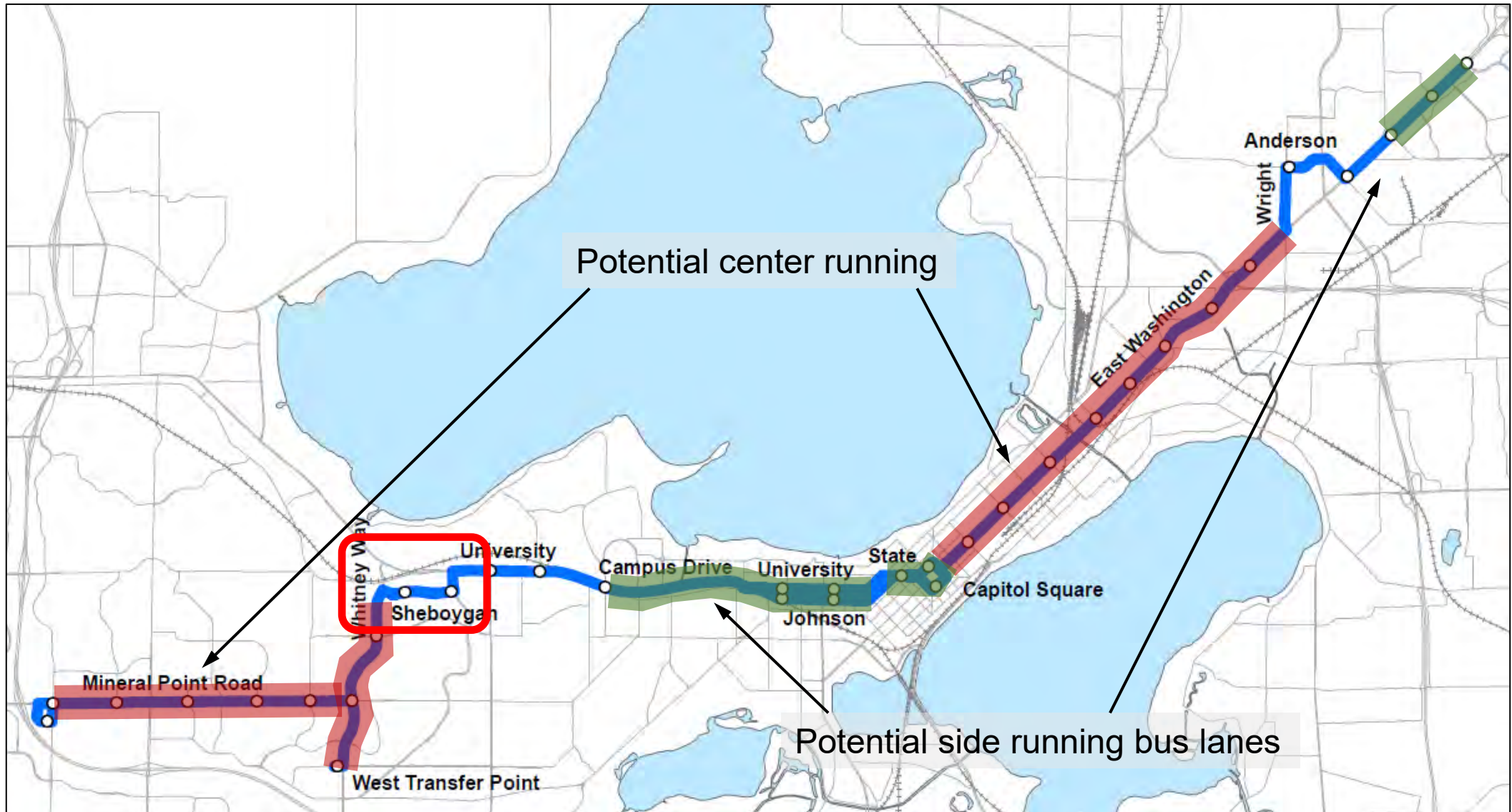
Whitney Way would become less car centric

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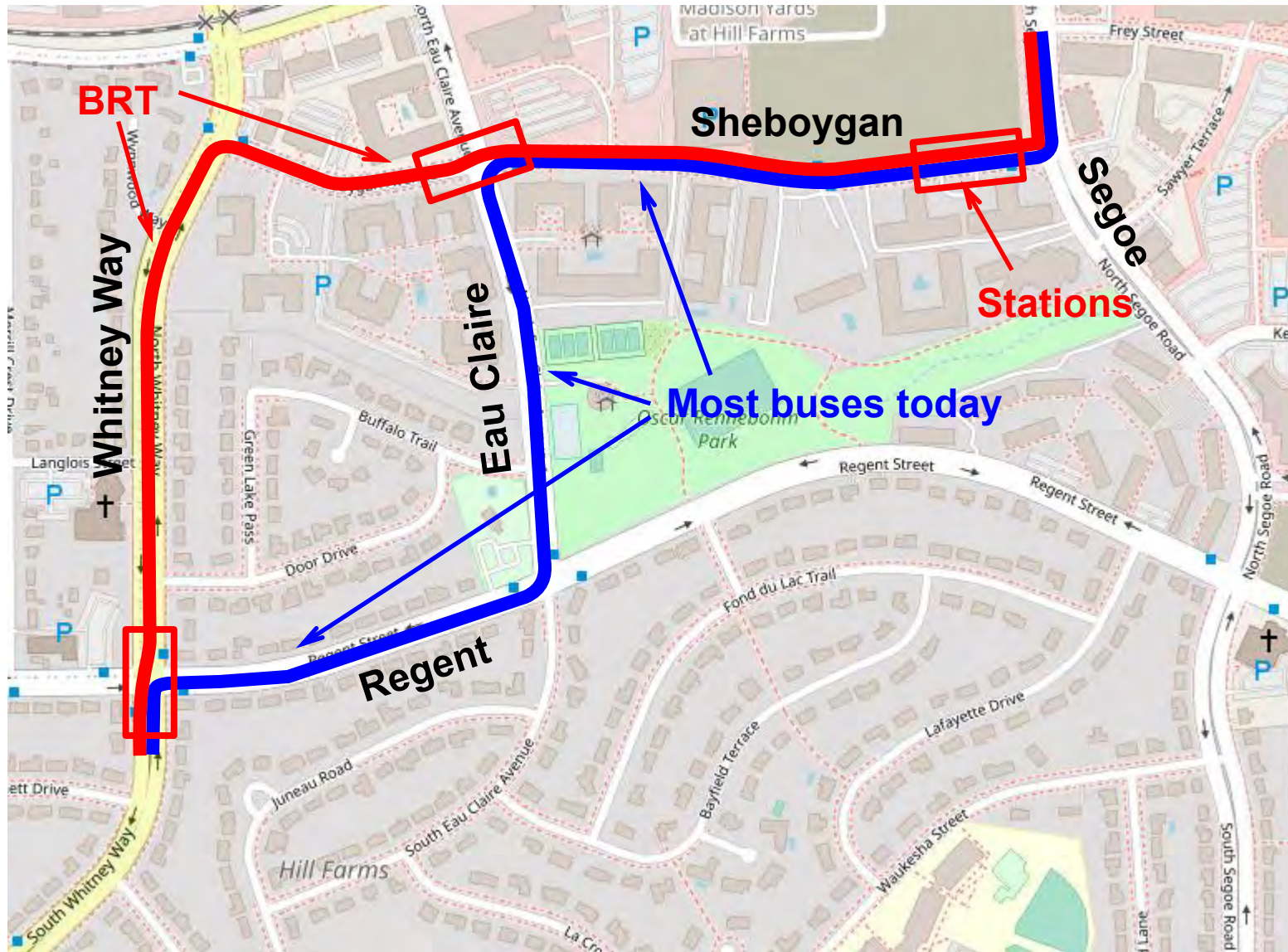


OF TRANSPORTATION

Sheboygan Avenue



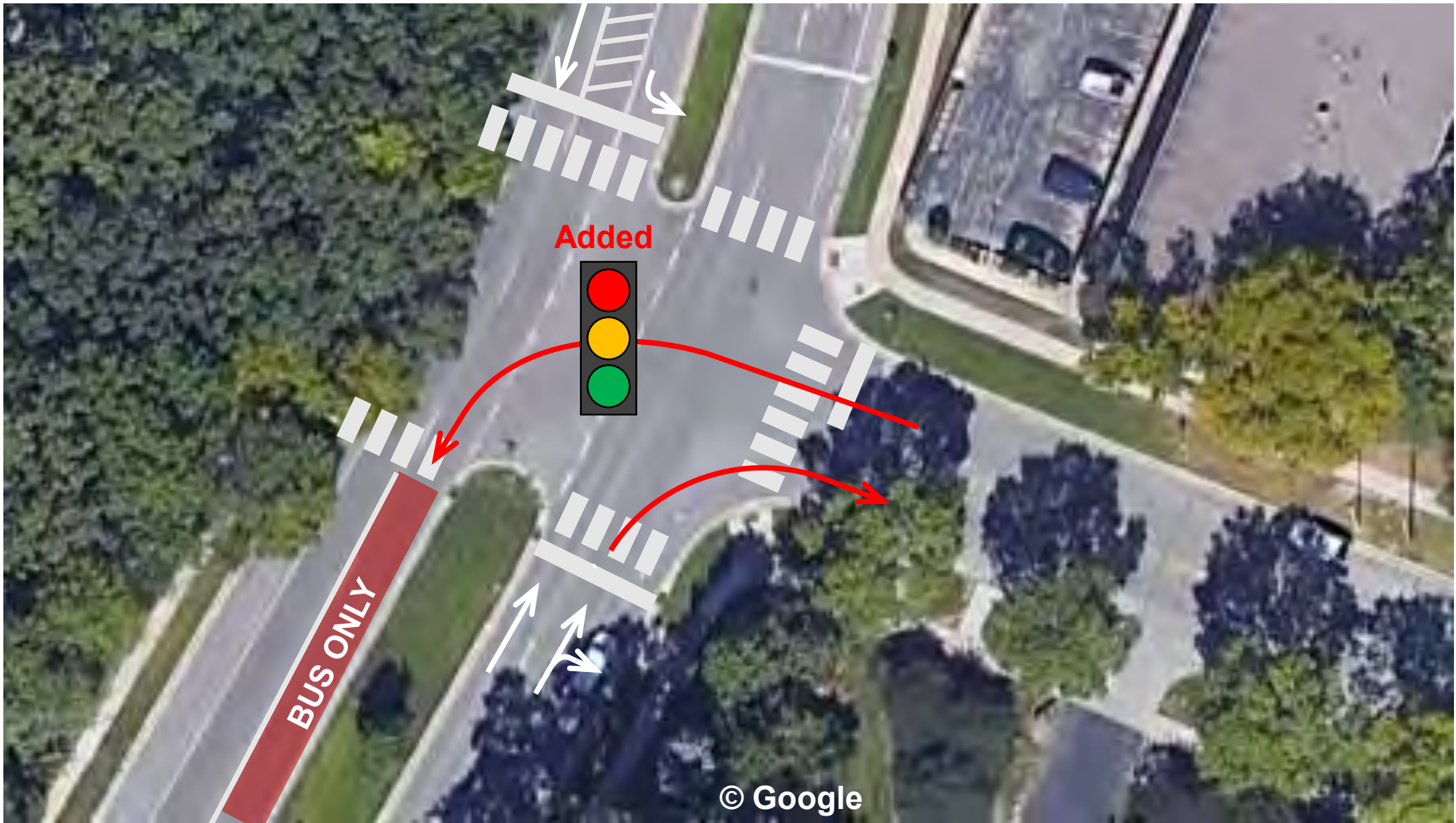
Sheboygan and Whitney Way



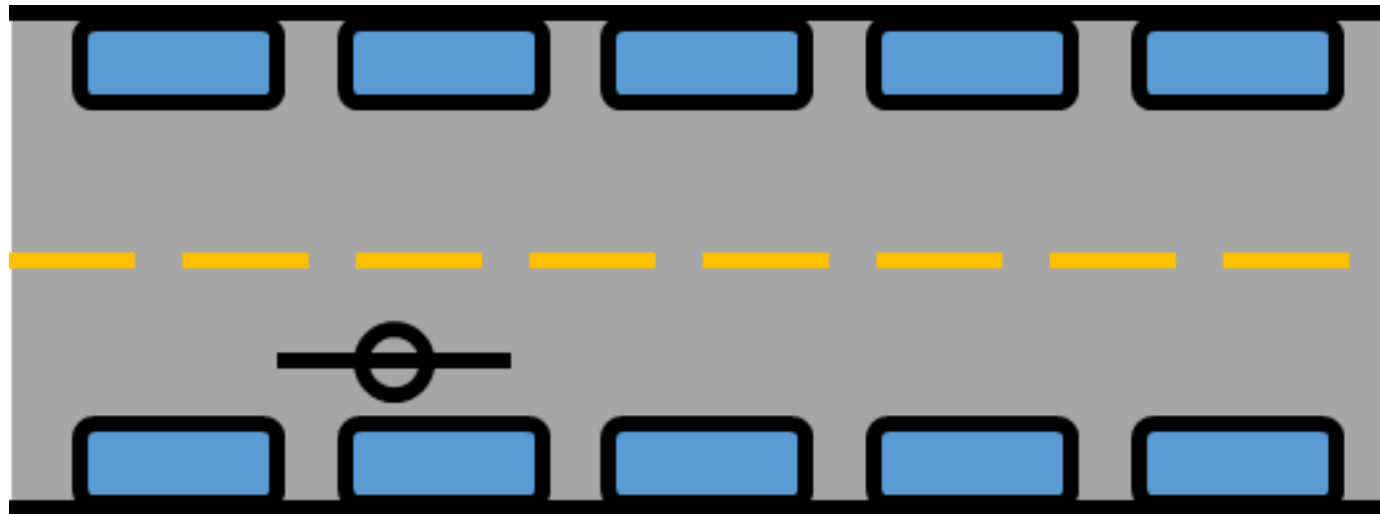
Faster and more direct
Fewer turns
Major streets

Sheboygan and Whitney Way

Traffic signal added
Design is schematic

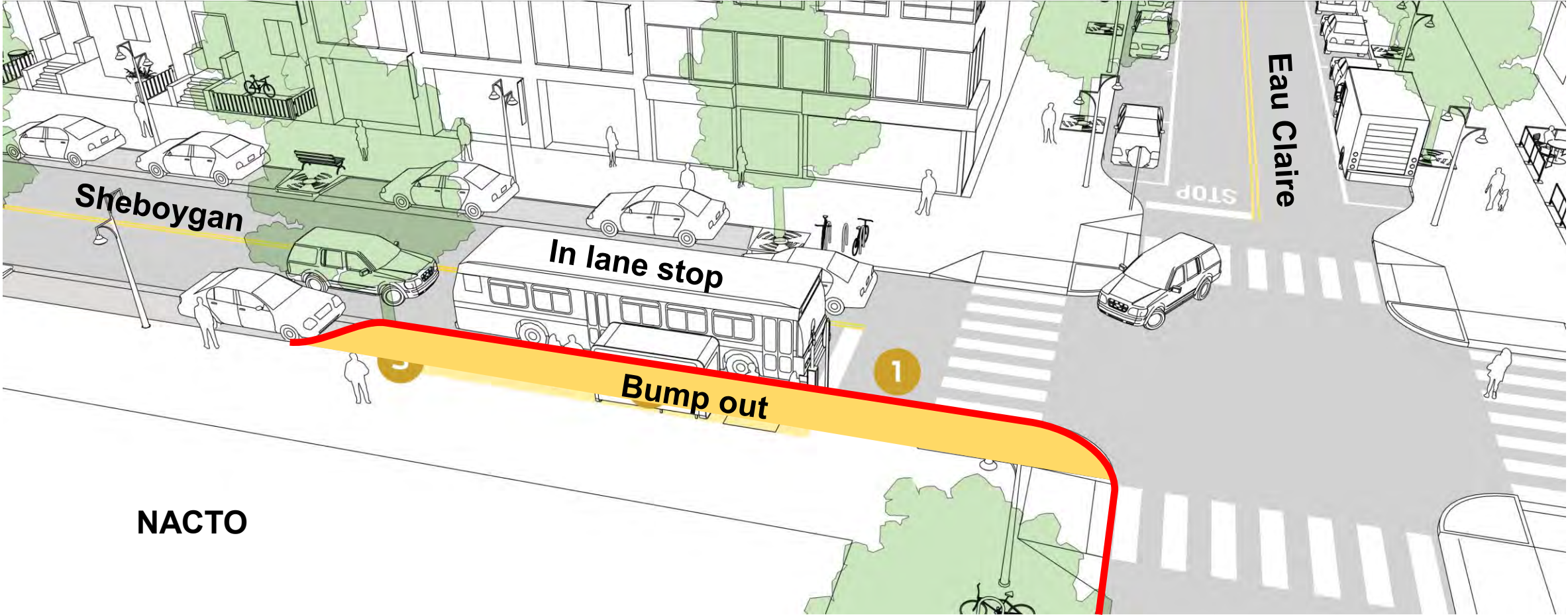


Sheboygan Avenue



**One lane and parking each direction
No proposed change to cross section**

Eau Claire Station

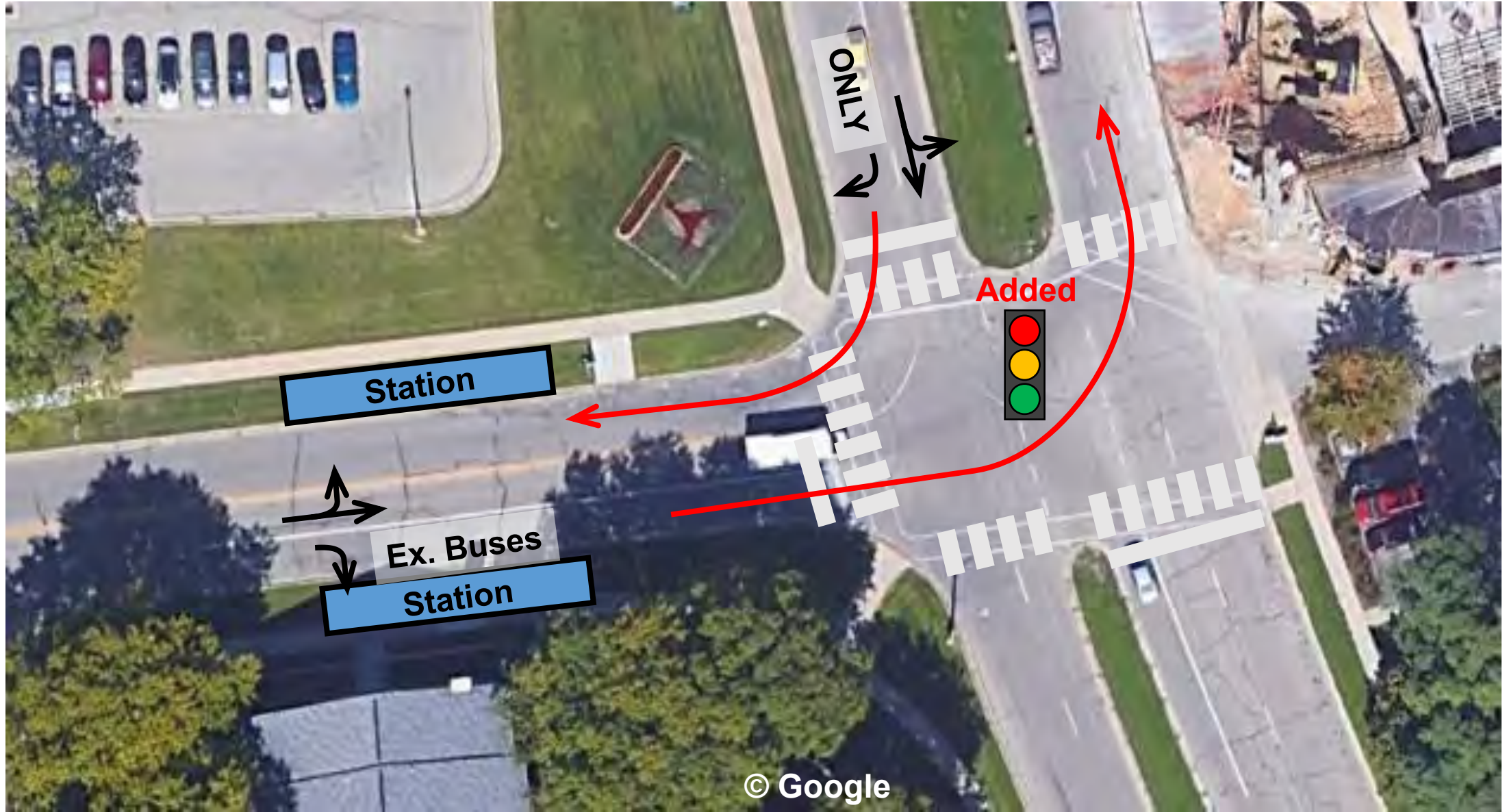


NACTO

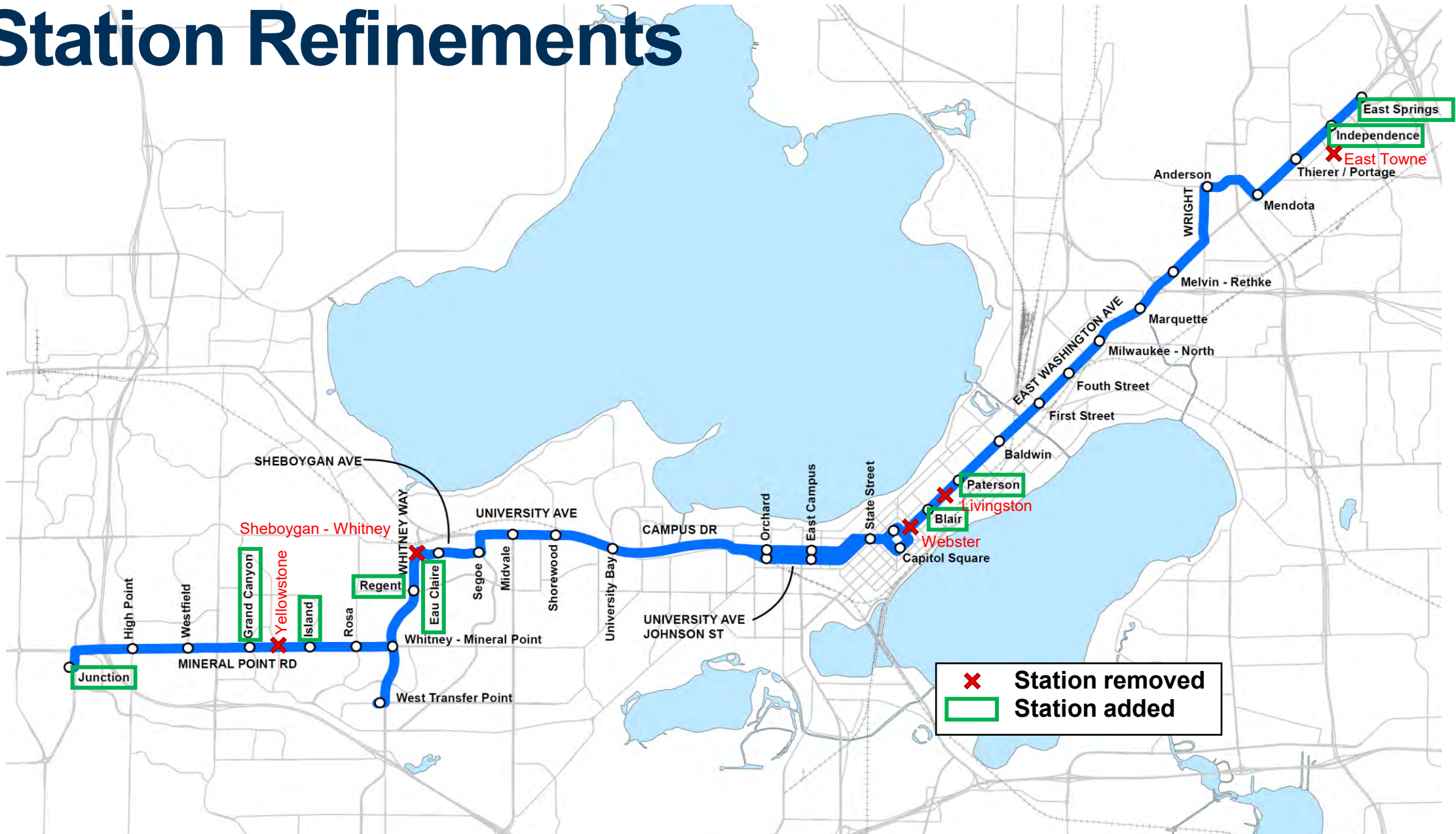
Both directions

Sheboygan at Segoe

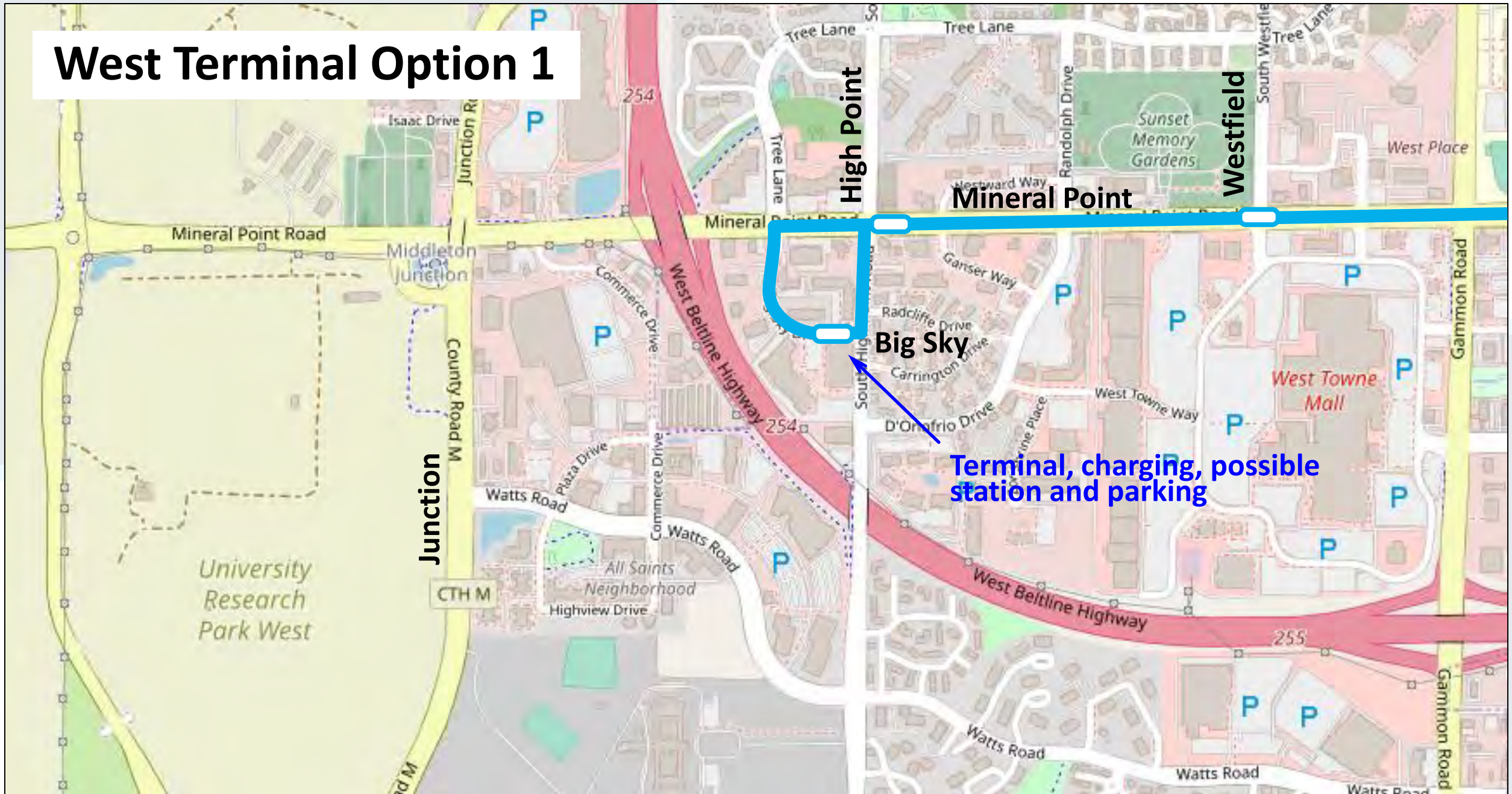
Traffic signal added
Design is schematic
Roundabout also possible



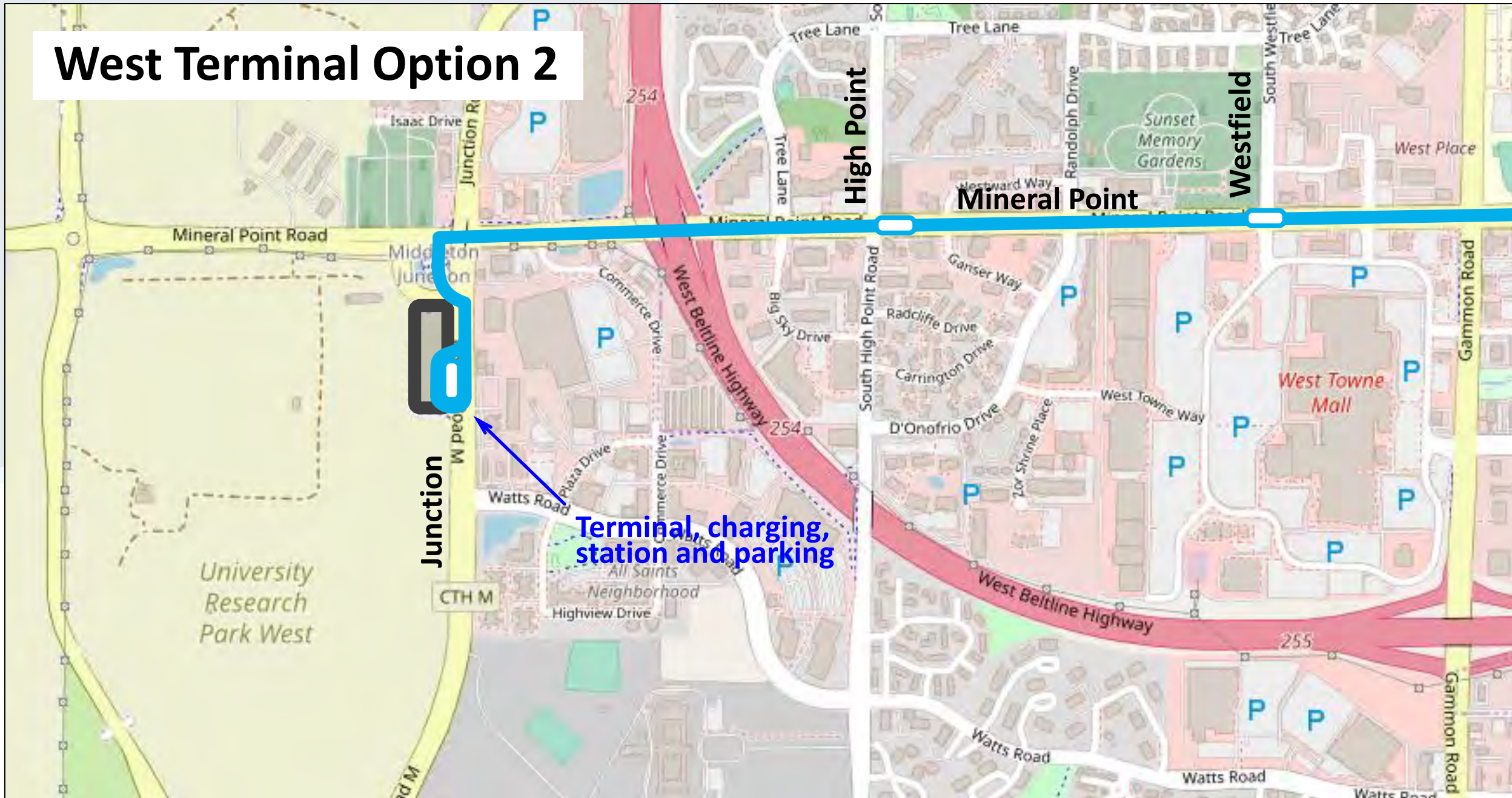
Station Refinements



West Terminal Option 1



West Terminal Option 2



Junction

Terminal, charging, station and parking

High Point

Mineral Point

Westfield

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.

Questions?



WRAP UP

Future Meetings

Community Meetings

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

Neighborhood Meetings

1. Capitol Square Station Design – Winter 2021
2. UW Madison – Spring 2021
3. 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

