

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

Mendota Street Option

Virtual | October 28, 2020 | 6:00-8:00 PM



Tonight's Agenda

- + Welcome from Alder Baldeh
- + Introductions
- + Review Locally Preferred Alternative (LPA)
- + Overview Project Development
- + Refinements – Mendota Street Option
- + 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 | 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

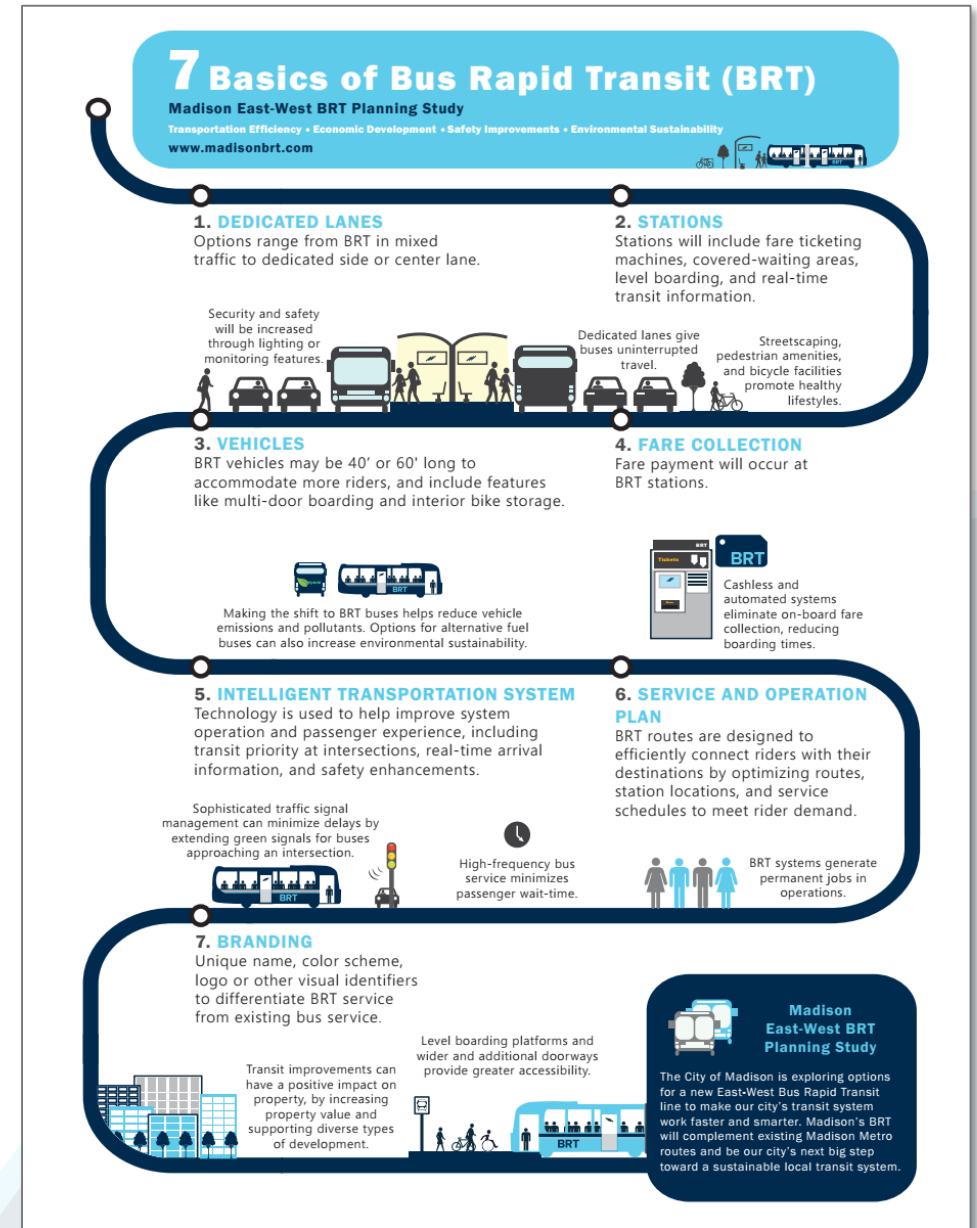
Bus Rapid Transit – Reminder

- + 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



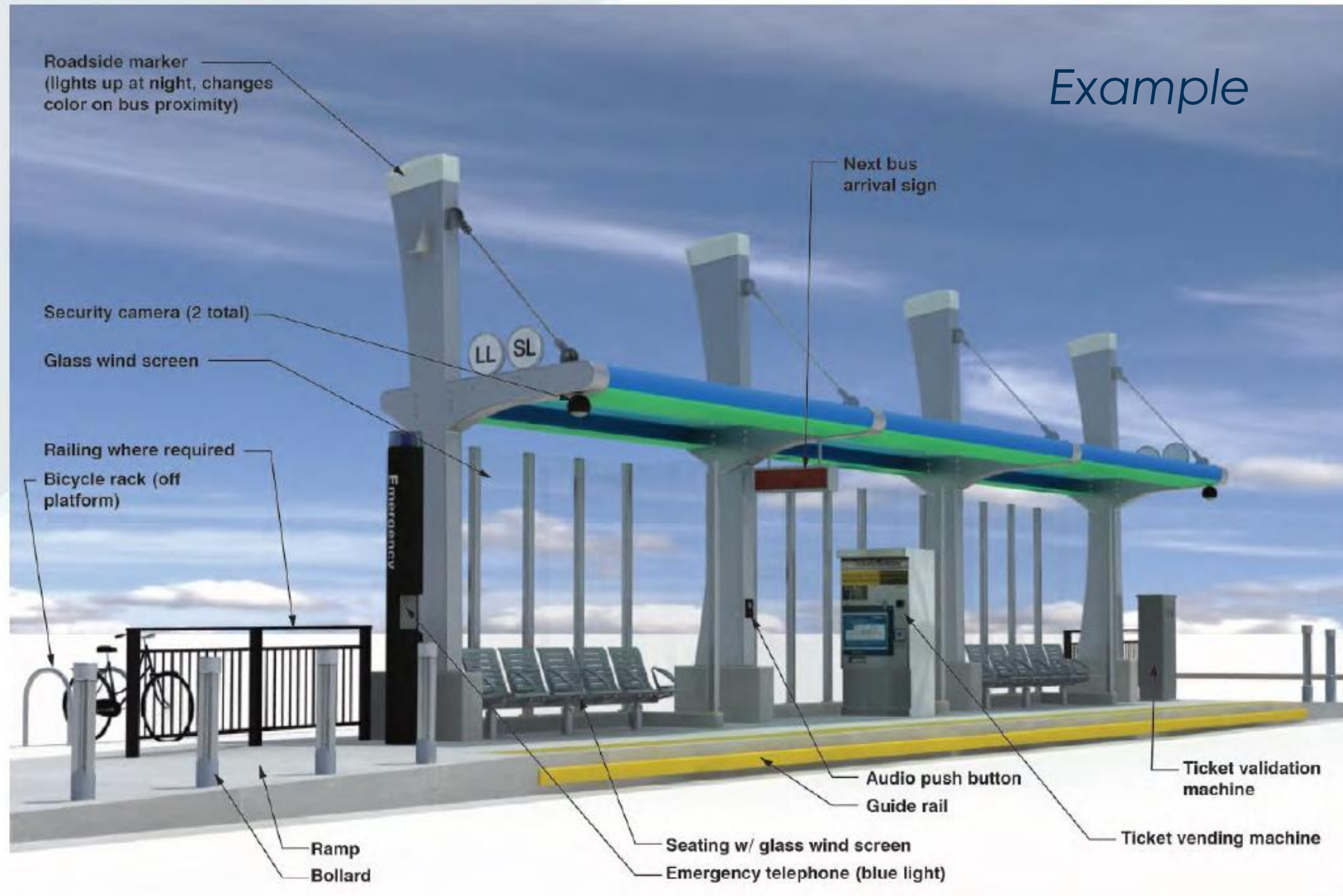
Benefits of BRT

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



BRT Station Components

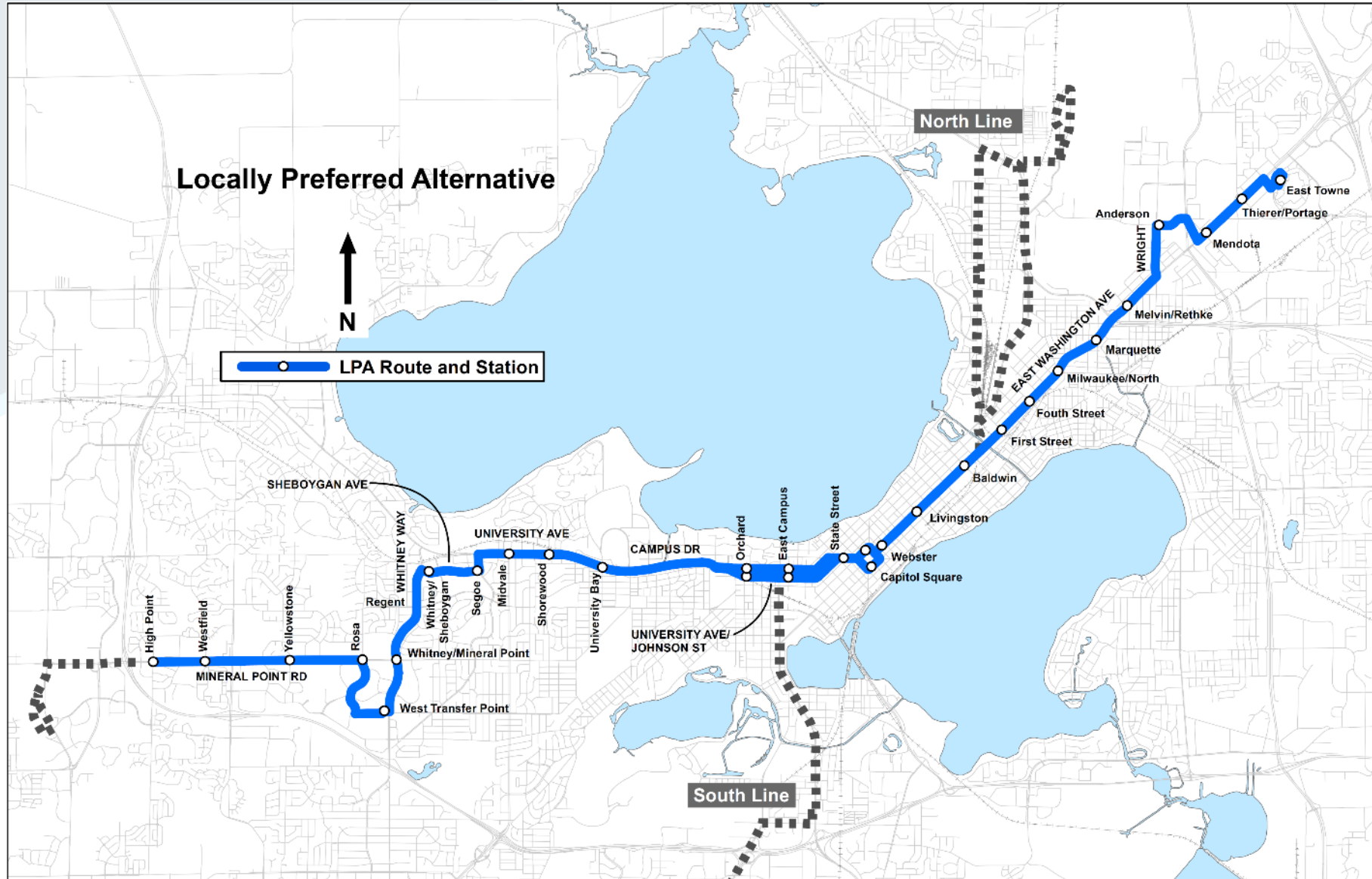
Example



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

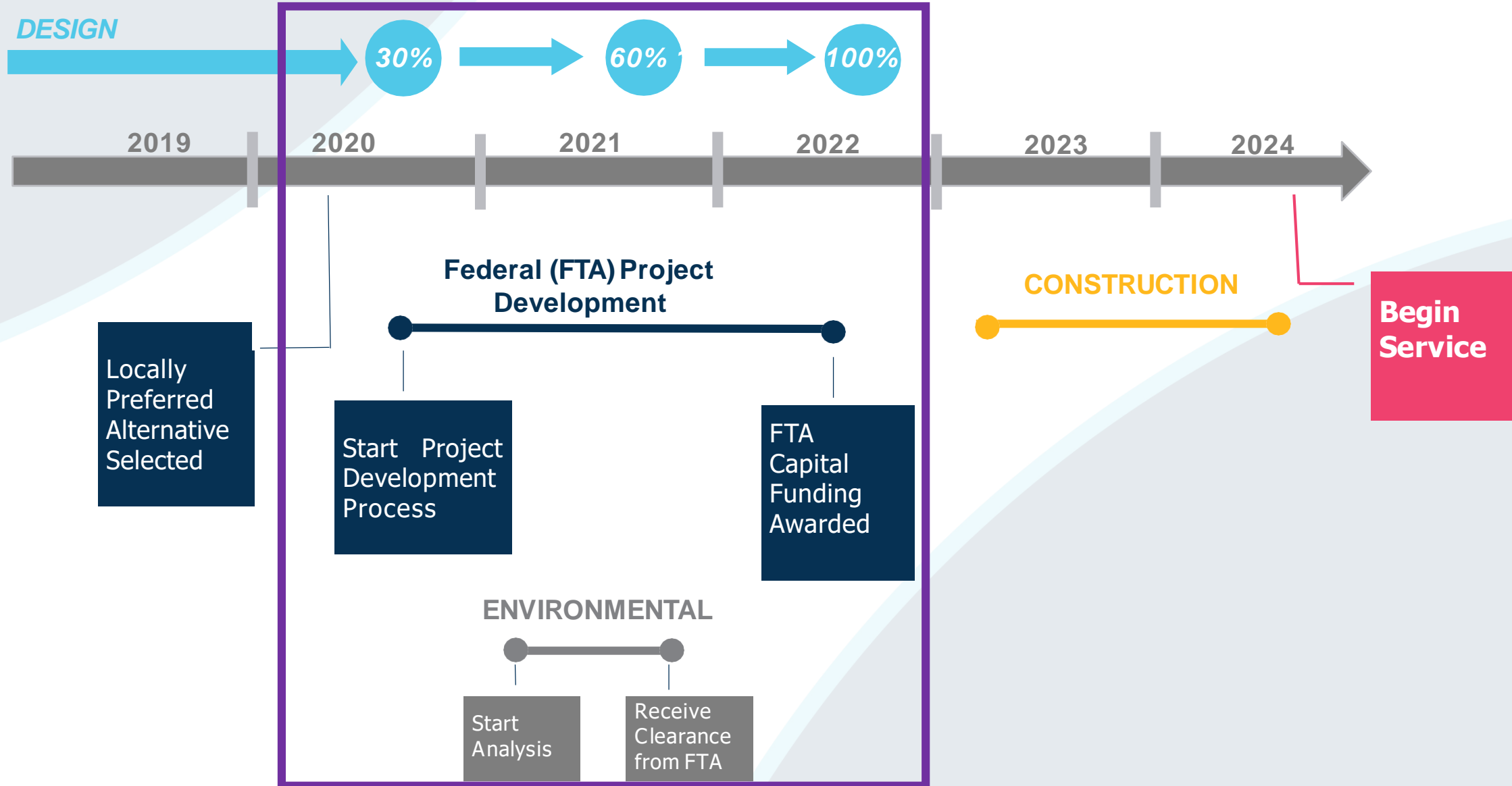


The slide features a white background with two large, light blue curved shapes. One shape is in the top-left corner, and the other is in the bottom-right corner, both separated from the white background by a thin, darker blue line. The text 'Project Development' is centered in a dark blue font, and 'Overview' is positioned below it in a lighter blue font.

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

Madison East-West BRT

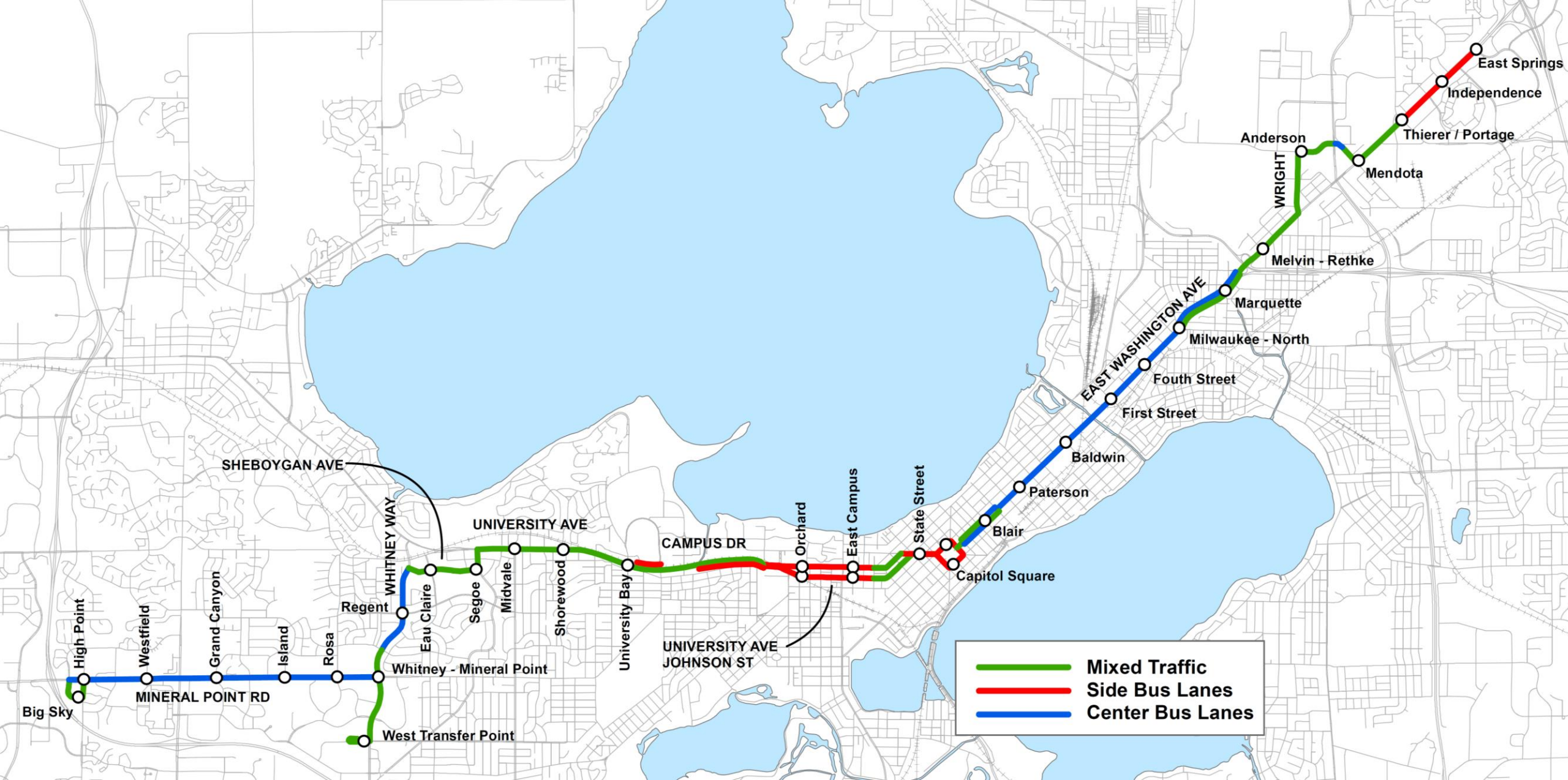
Madison, WI



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

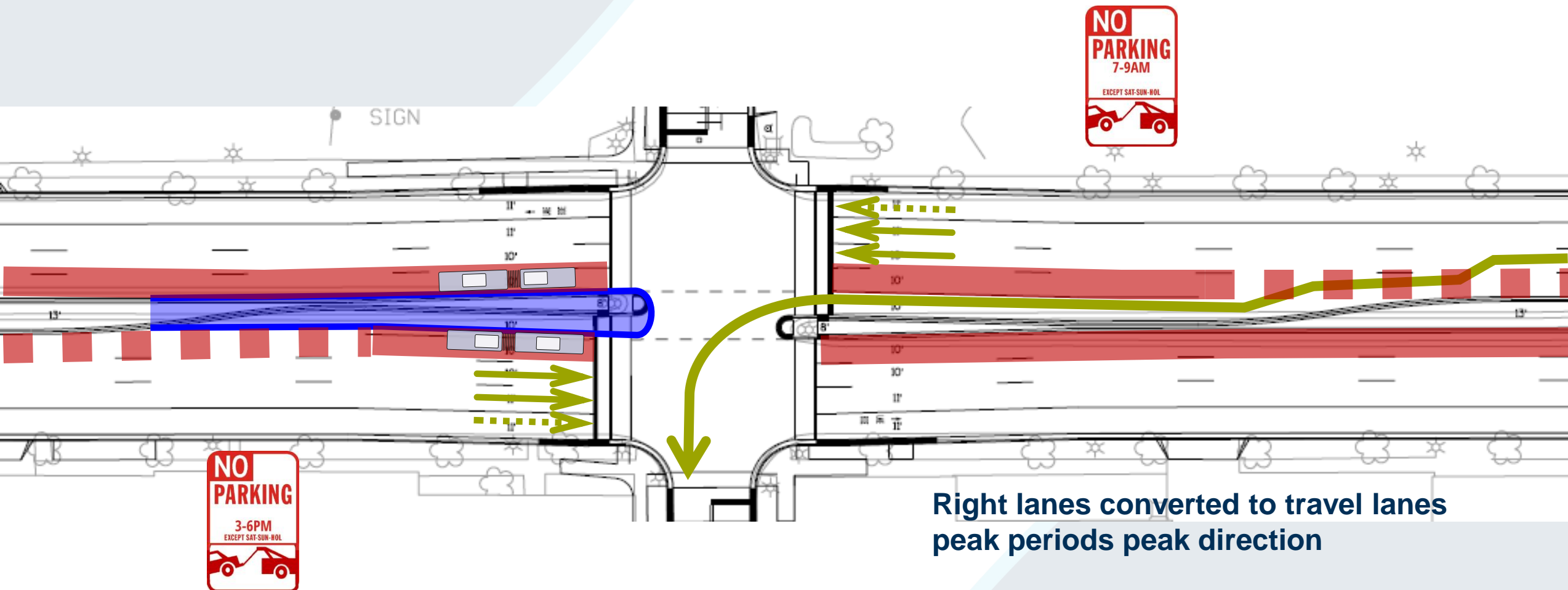


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East Washington Avenue – Isthmus



**Right lanes converted to travel lanes
peak periods peak direction**

Left lanes converted to bus only

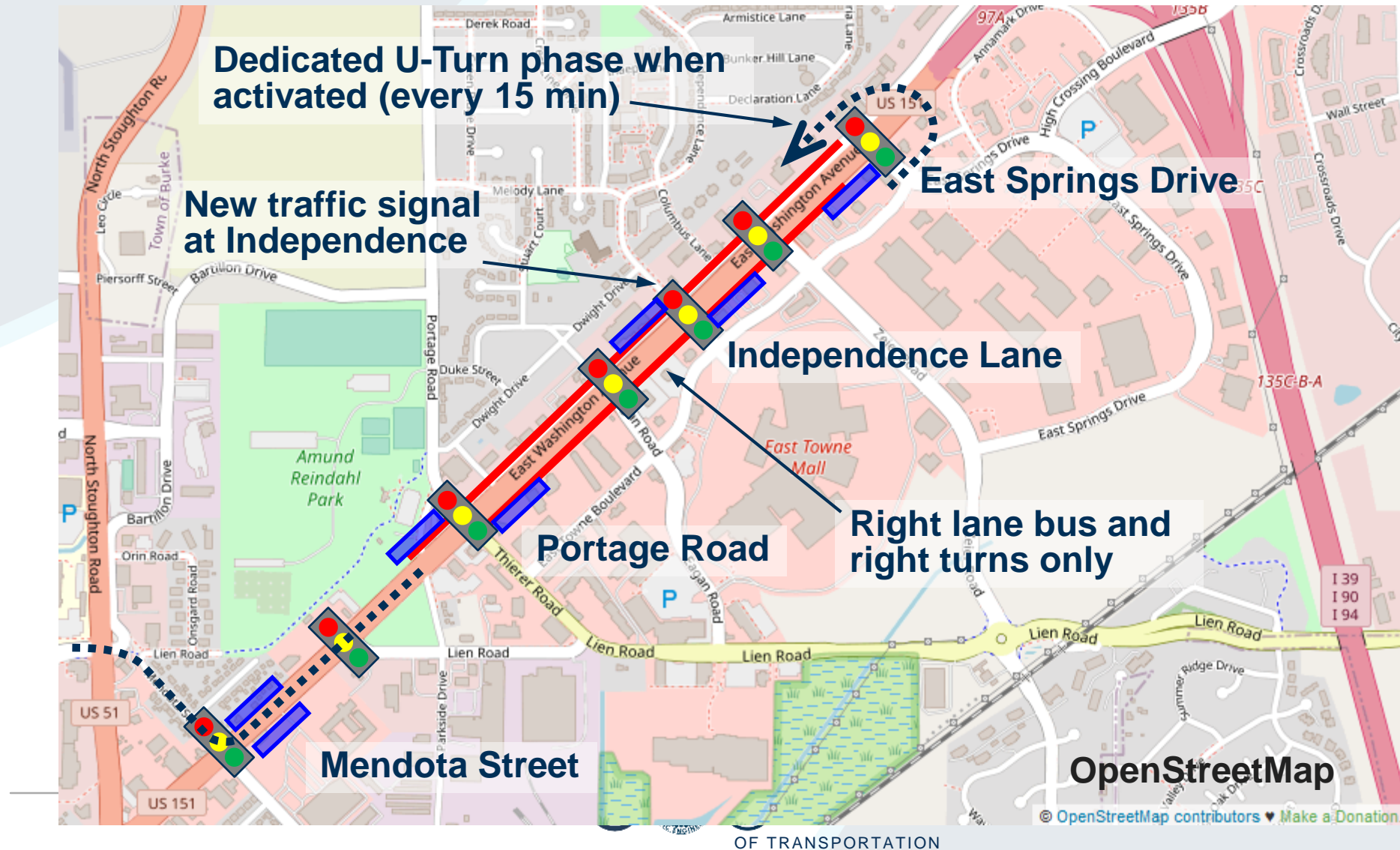
**Some left turns removed for stations
Most left turns merge across bus lane**

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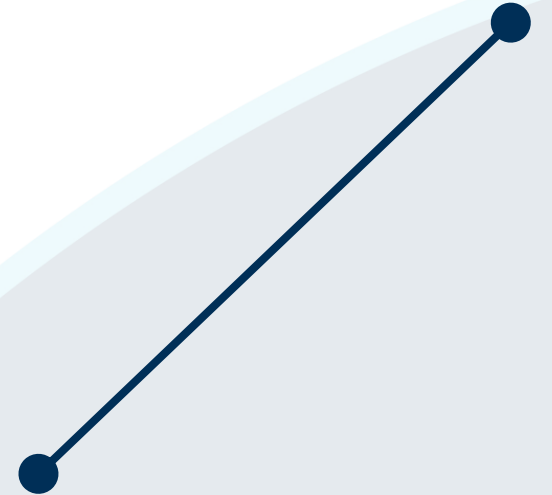
East Washington Avenue – Outer





Direct East Washington Route

- No service to Madison College
- Duplicative secondary route needed between Madison College and downtown



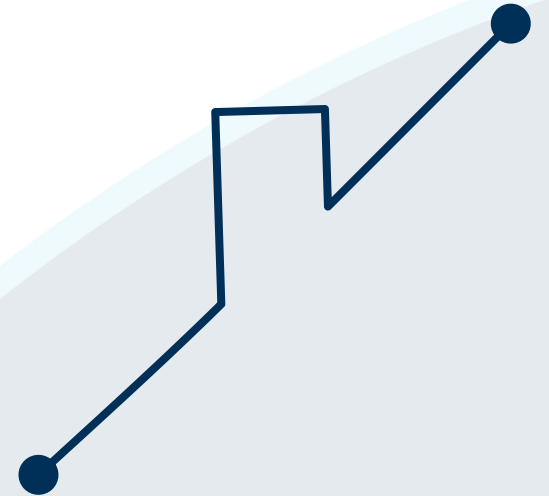
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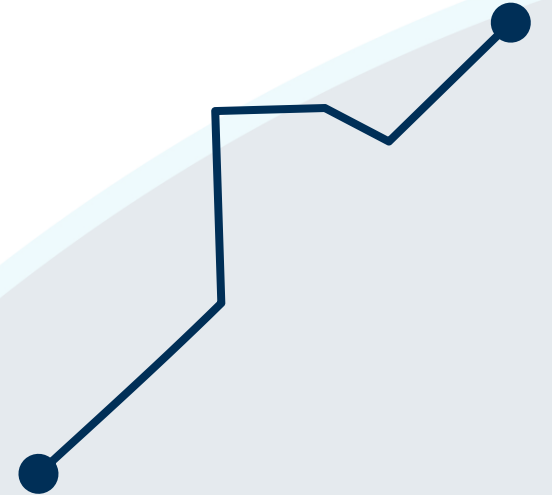
Stoughton Road Route

- Signal and traffic delay at highly congested intersection
- Indirect routing
- Choke point for incidents, congestion, etc
- Potential major reconstruction at some point



Mendota Street Route

- Direct
- Serves Madison College
- Mostly immune to delays and incidents
- Potential *effects to neighborhood*
- 16 homes along Mendota Street



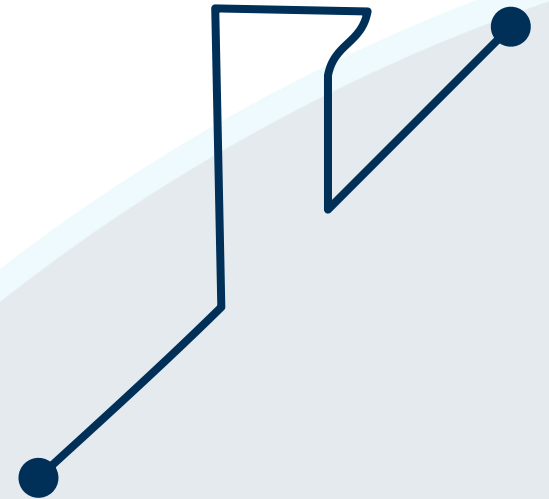
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Route 6 Routing via Kinsman

- Very good service to Madison College
- Unacceptably circuitous
- Unpredictable delays at Madison College crosswalk



Proposed Mendota Street Option

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	

Mendota Street Connection



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Mendota Street Route

- Open to buses and bikes only, general traffic not permitted
- Narrow – one lane only
- No bus stops or stations along Mendota Street
- One bus every 15 minutes in each direction
- Electric BRT buses only – no diesel buses
- 1,300 vpd – traffic increase of about 8%
- Right-of-way exists

Ways to Prevent Traffic from Using it

- Clear and foreboding signage
- Design features to make it hard to find and use
- Raised or missing center
- Video monitoring
- Gates activated by buses



Mendota Street Connection



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Kwik Trip at Stoughton and Anderson

- Design would require that access remains
- Reconfiguration of Driveway to avoid apron



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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

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. East Washington Center Running – Winter 2020
2. Mineral Point Center Running -- Winter 2021
3. Capitol Square Station Design – Winter 2021
4. UW Madison – Spring 2021
5. 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

