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
- + Commonweath 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

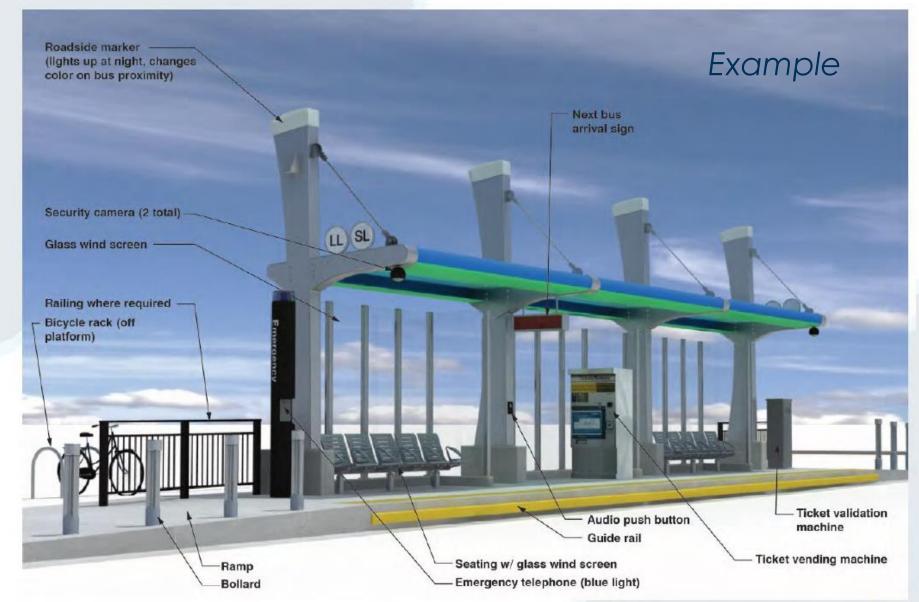


Benefits of BRT

- 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** www.madisonbrt.com 2. STATIONS Stations will include fare ticketing Options range from BRT in mixed traffic to dedicated side or center lane. machines, covered-waiting areas, level boarding, and real-time transit information. Security and safety will be increased Streetscaping nedestrian amenities and bicycle facilities 4. FARE COLLECTION BRT vehicles may be 40' or 60' long to Fare payment will occur at accommodate more riders, and include features BRT stations. like multi-door boarding and interior bike storage. automated systems Making the shift to BRT buses helps reduce vehicle eliminate on-board fare emissions and pollutants. Options for alternative fuel collection, reducing buses can also increase environmental sustainability noarding times 5. INTELLIGENT TRANSPORTATION SYSTEM 6. SERVICE AND OPERAT Technology is used to help improve system PLAN operation and passenger experience, including BRT routes are designed to transit priority at intersections, real-time arrival efficiently connect riders with their information, and safety enhancements. destinations by optimizing routes. station locations, and service Sophisticated traffic signal schedules to meet rider demand. management can minimize delays by extending green signals for buses High-frequency bus BRT systems generate service minimizes permanent jobs in passenger wait-time Unique name, color scheme, logo or other visual identifiers to differentiate BRT service from existing bus service. Level boarding platforms and Planning Study wider and additional doorways Transit improvements can provide greater accessibility The City of Madison is exploring options have a positive impact on for a new East-West Bus Rapid Transit property, by increasing property value and apporting diverse types outes and be our city's next big step

BRT Station Components





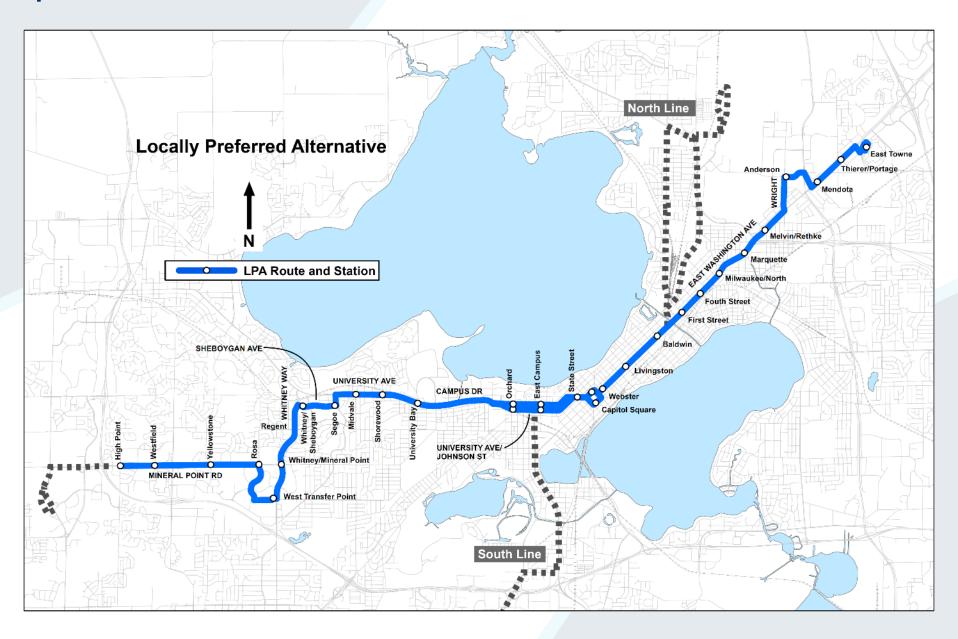




Adopted LPA - System Overview

- + 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

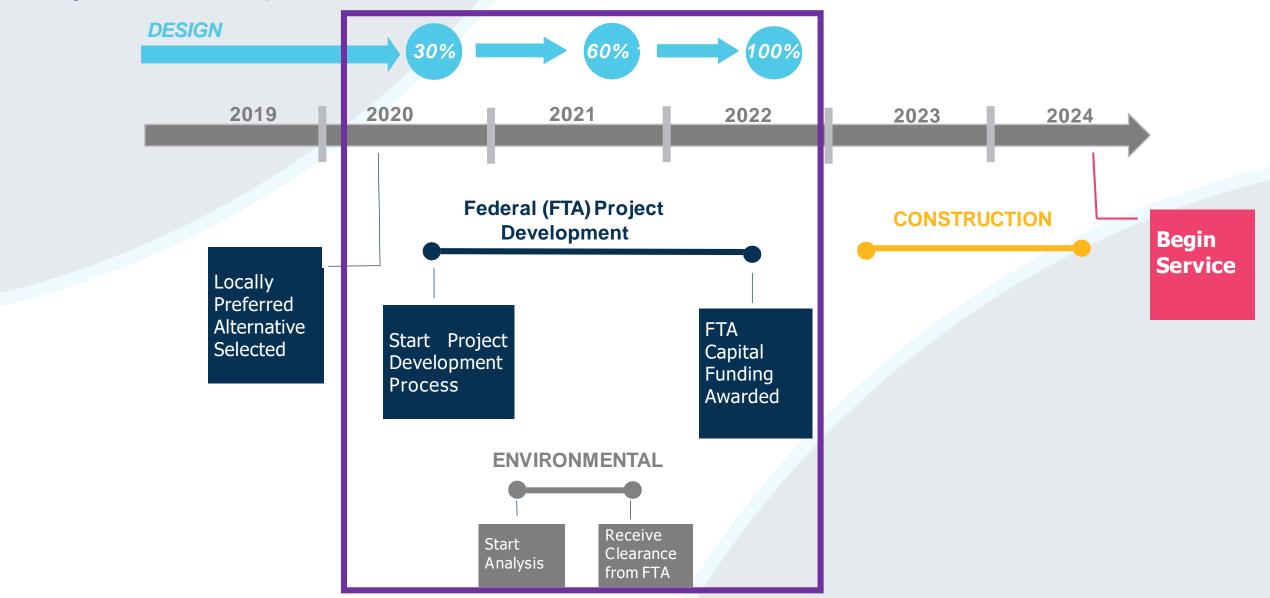
Adopted LPA Routes and Station Locations



Project Development Overview

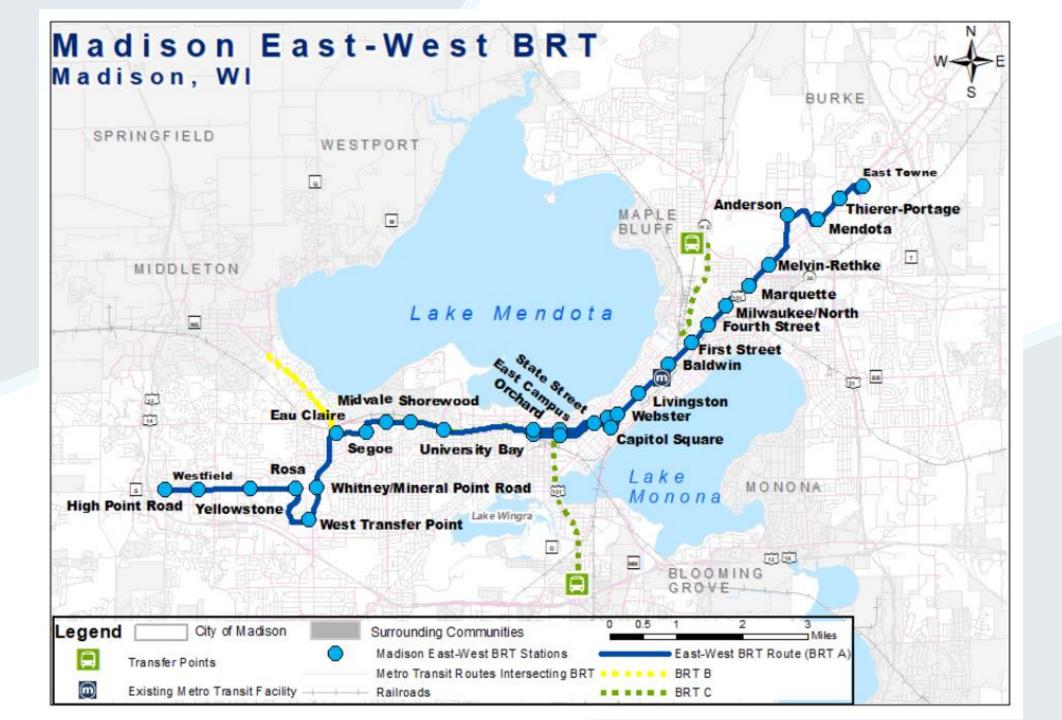
BRT Timeline

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



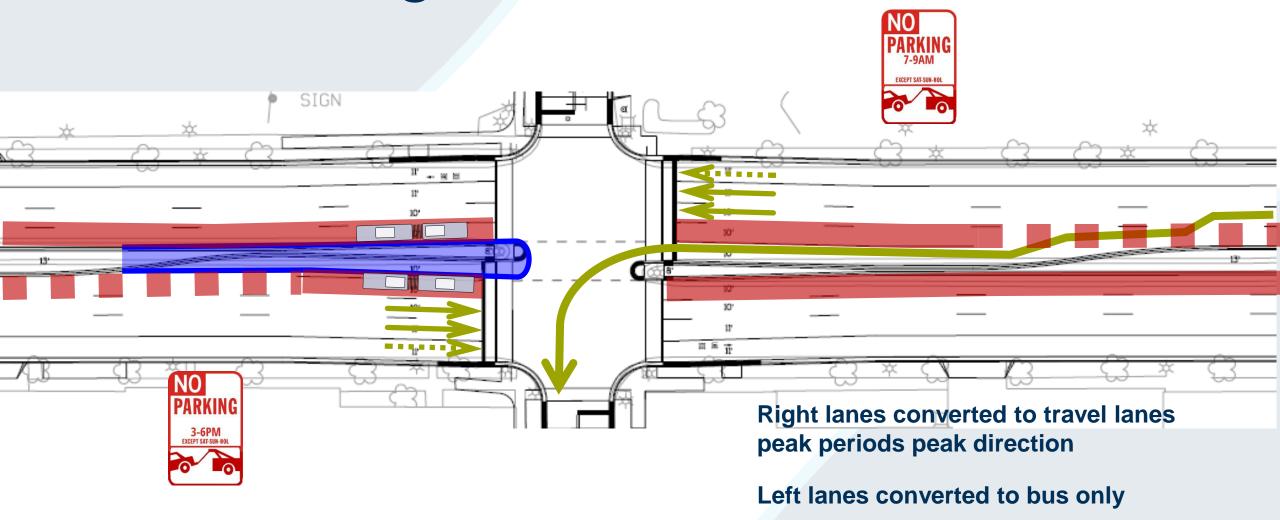
Impact of BRT on Transit Service

- 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



East Washington Avenue – Isthmus



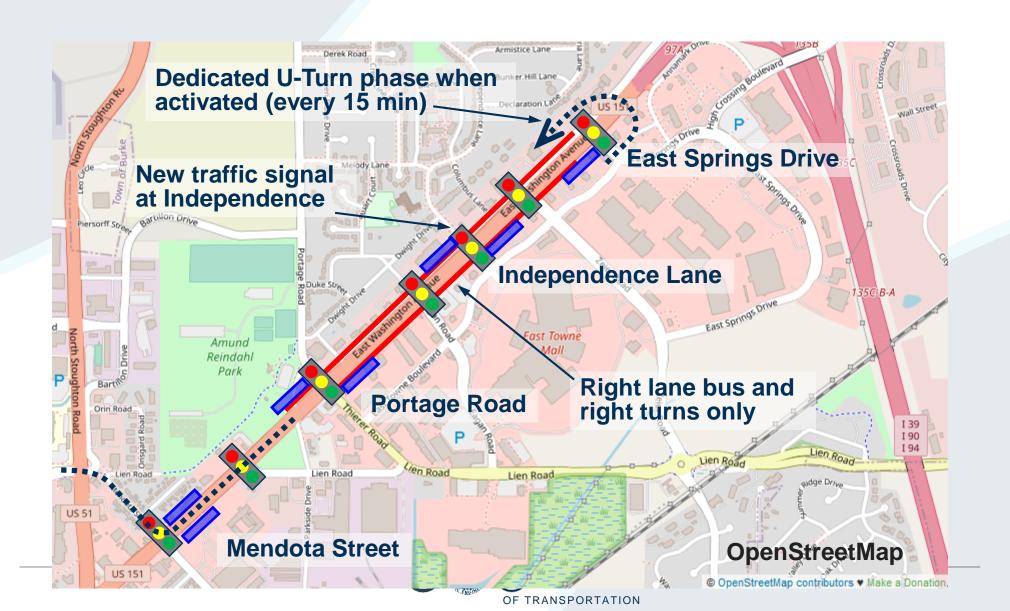
MADISON DEPARTMENT

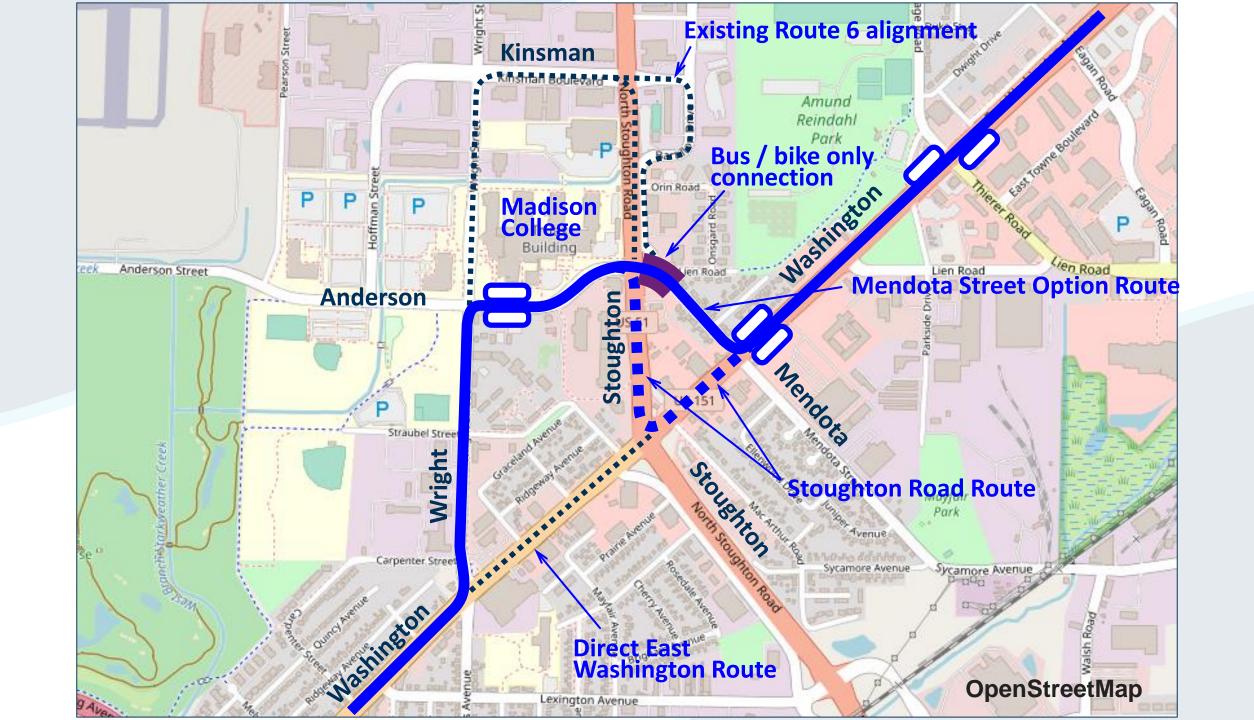


Some left turns removed for stations Most left turns merge across bus lane

OF TRANSPORTATION

East Washington Avenue – Outer





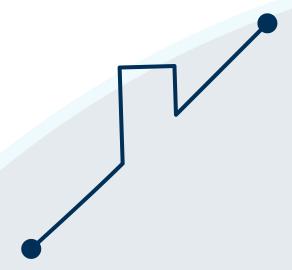
Direct East Washington Route

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



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

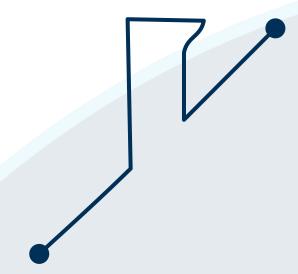






Route 6 Routing via Kinsman

- 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





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



