



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

- Spring Update

Virtual | May 11, 2021 6:00-7:30 PM



AECOM



Agenda

- 1 • **Project Summary**
- 2 • **Engineering Updates**
- 3 • **BRT Route Updates**
- 4 • **Station Design**
- 5 • **Other Transportation Projects**
- 6 • **Questions and Wrap Up**

Introductions

Mayor Satya Rhodes-Conway

Tom Lynch, Director of Transportation

Justin Stuehrenberg, Metro Transit General Manager

Mike Cechvala, City of Madison Transportation

Consultant Team

AECOM – Project Lead

Strand – Engineering

Urban Assets – Community Engagement

The logo for AECOM, featuring the word "AECOM" in a bold, black, sans-serif font.

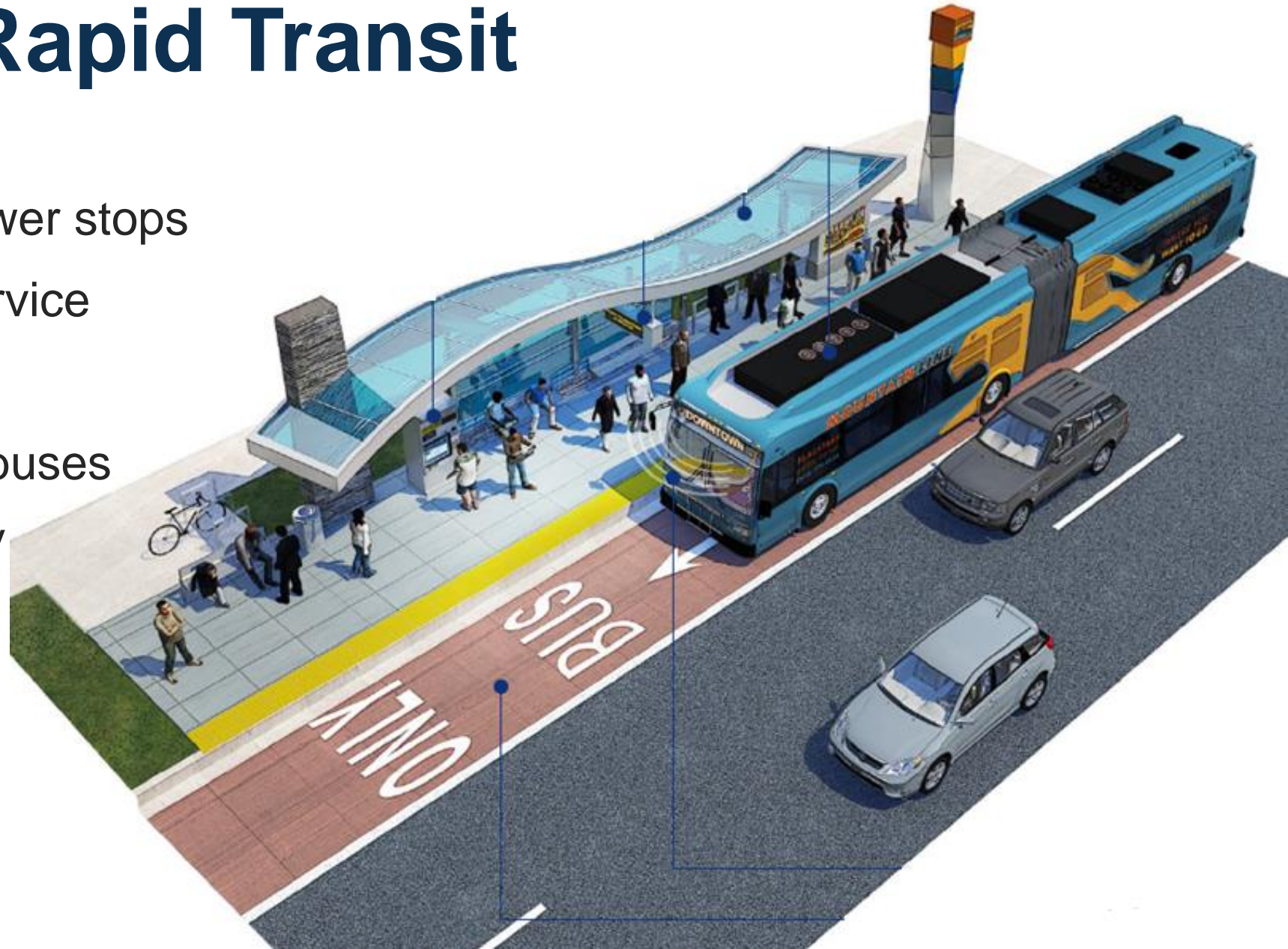
Project Summary

Review

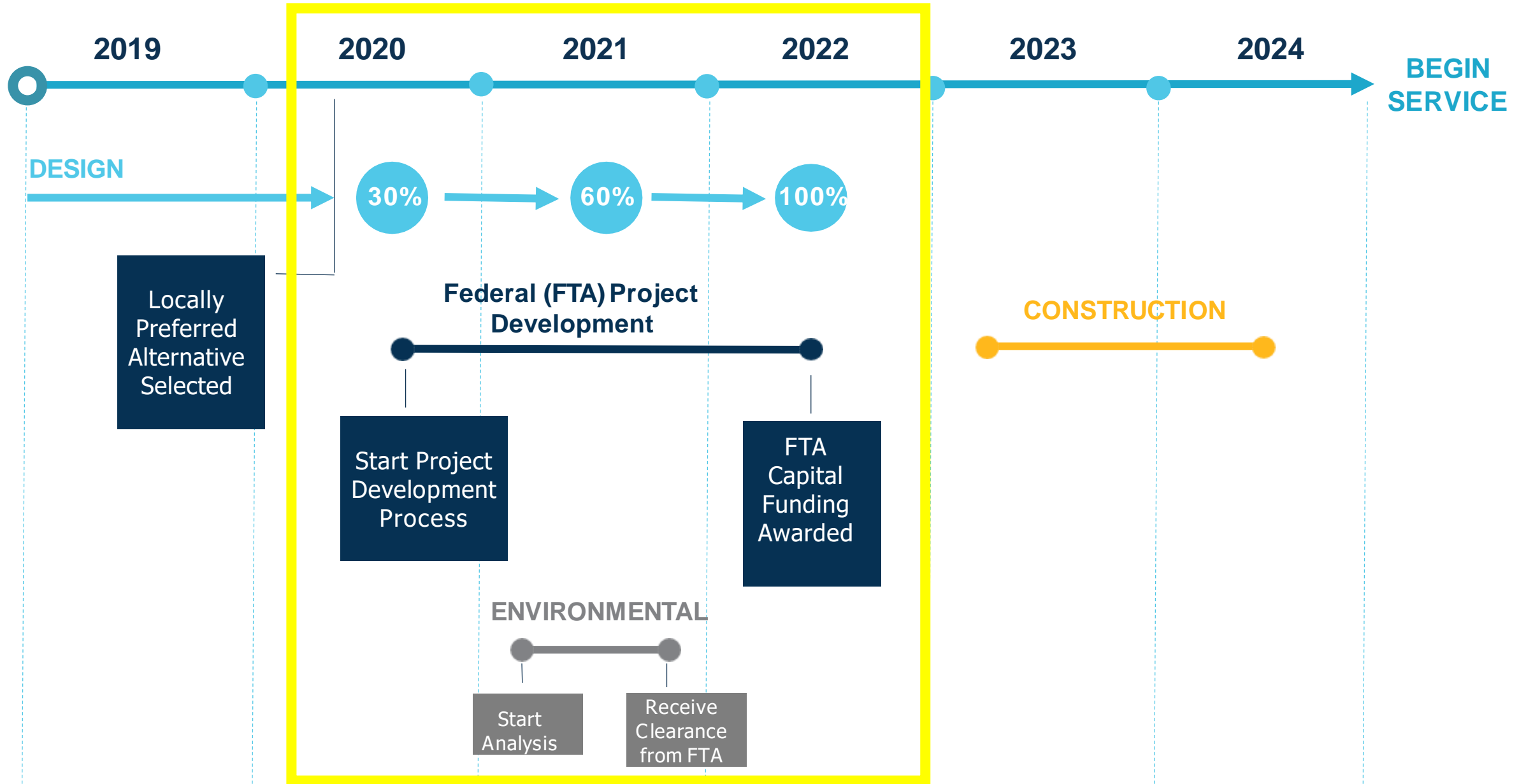


About Bus Rapid Transit

- Direct routes and fewer stops
- Frequent, all-day service
- Bus-only lanes
- Branded stations & buses
- Transit signal priority
- Faster fare payment

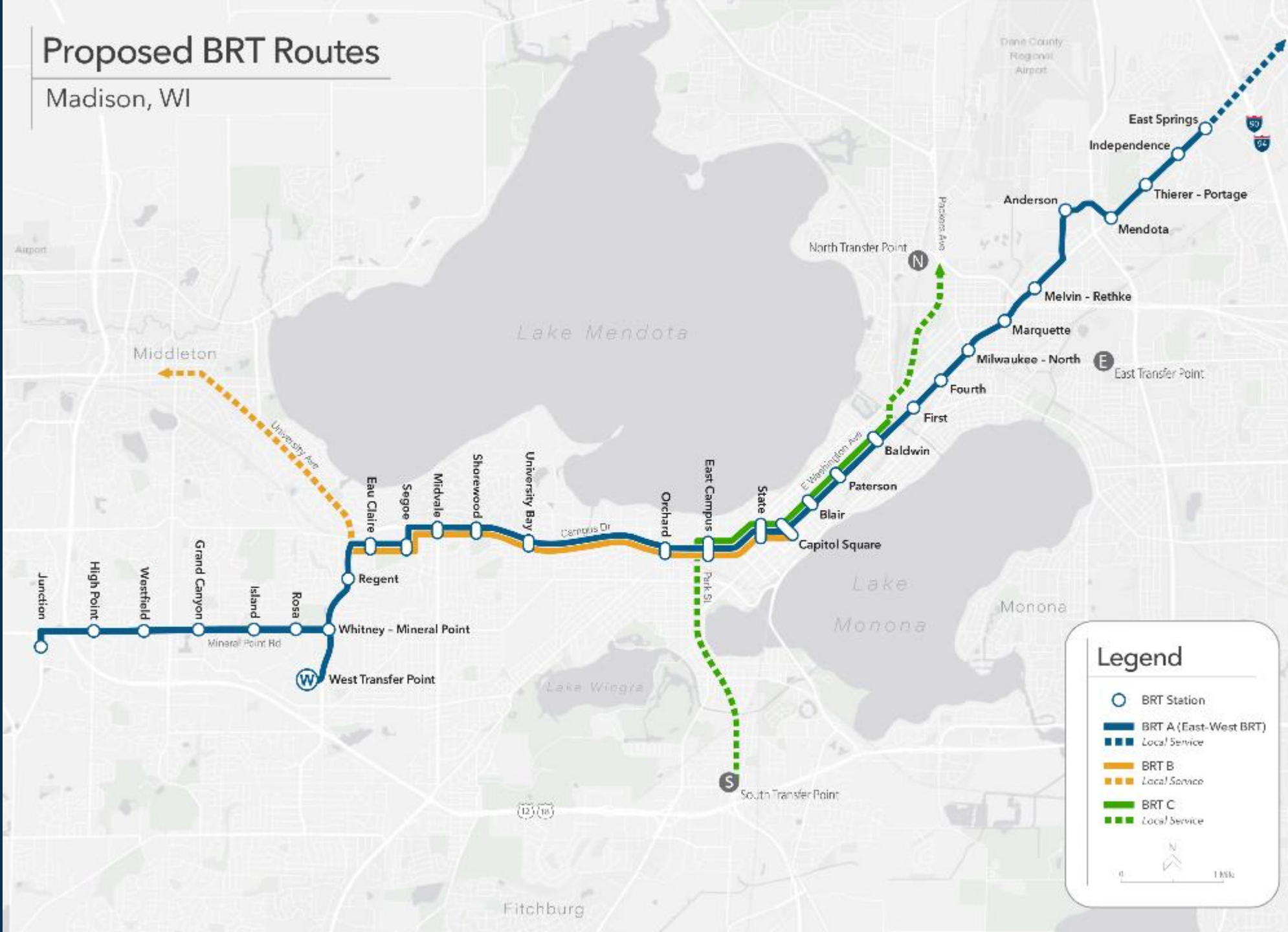


BRT Timeline - Project Development



Proposed BRT Routes

Madison, WI

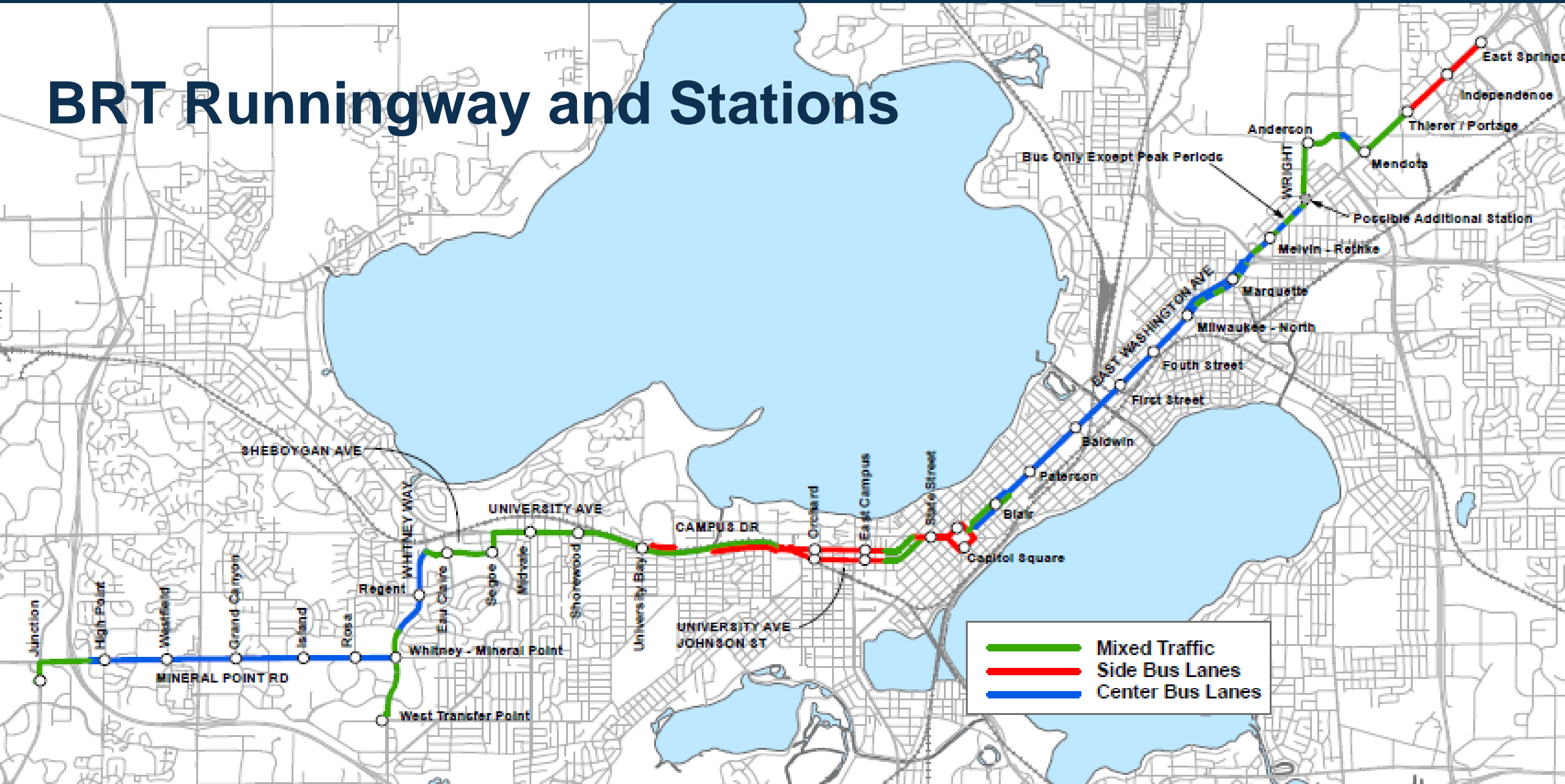


Legend

- BRT Station
- BRT A (East-West BRT)
- Local Service
- BRT B
- Local Service
- BRT C
- Local Service

0 1 Mile

BRT Runningway and Stations



Engineering Updates

Renderings





Mineral Point at Grand Canyon

Mineral Point at Grand Canyon





State at Johnson



ONE WAY
→

DO NOT
ENTER

SPEED
LIMIT
15

Triangle
Market

Triangle Market

COFFEE
TRIANGLE
MARKET
WORLD FRANKS
TOURS DAILY
FREE AMERICAN

State at Johnson

University at Midvale



University at Midvale



Mineral Point at Island



Mineral Point at Randolph



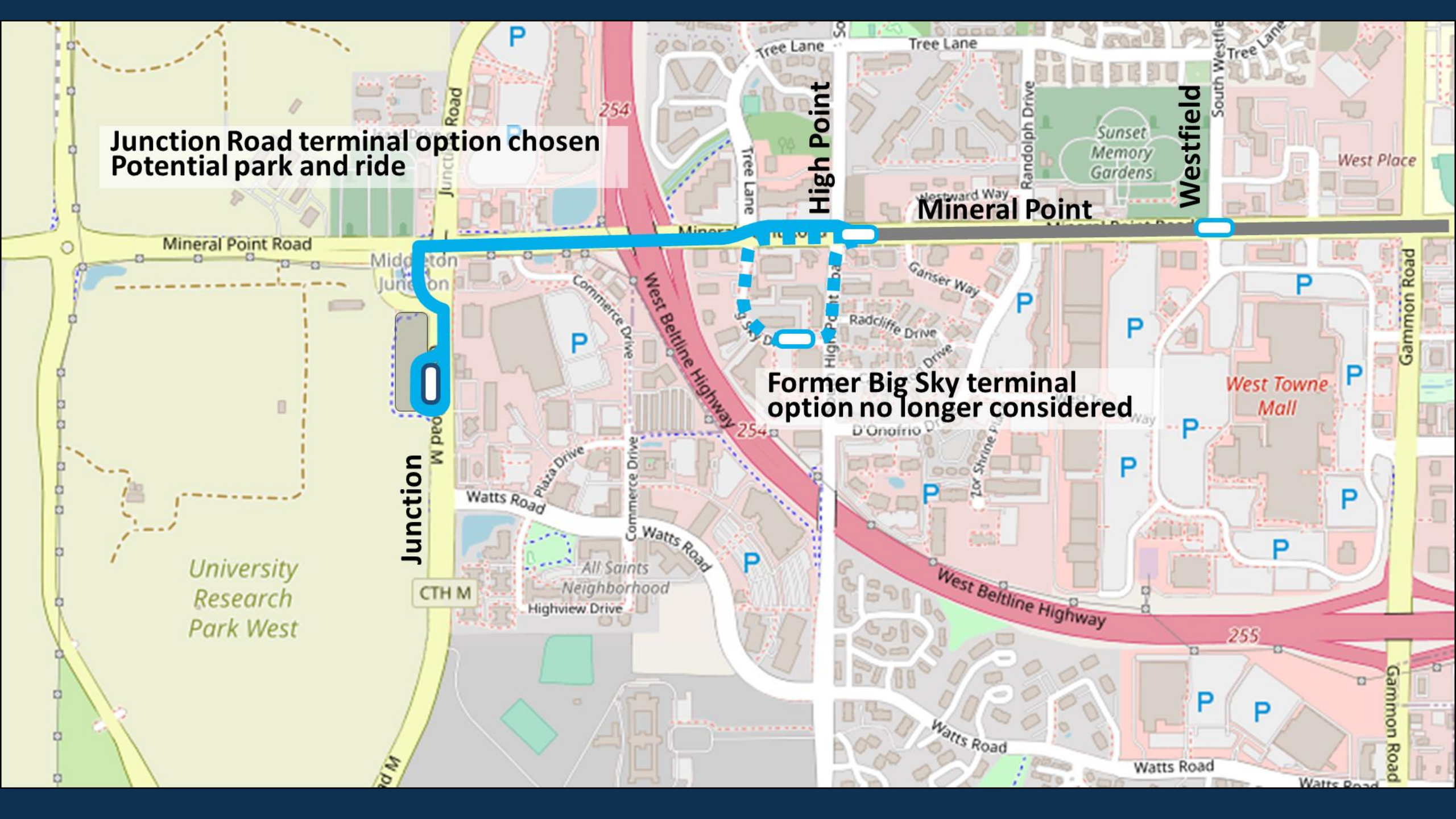
BRT Route Updates

Terminals



Junction Road terminal option chosen
Potential park and ride

Former Big Sky terminal option no longer considered



West Terminal



EXISTING ICE AGE JUNCTION PATH

POSSIBLE BIKE STORAGE AREA

POTENTIAL VEHICLE PARKING

STORMWATER
MANAGEMENT
AREA
SIZE(S) AND LOCATION(S) OF
STORMWATER INFRASTRUCTURE
DEPENDENT ON PARCEL
DEVELOPMENT DETAILS

MINERAL POINT
ROAD RAMPS

TRANSIT AREA

BRT BUS

LOCAL ROUTE BUS

RAISED PASSENGER PLATFORM

TRANSIT ONLY ENTRANCE

POTENTIAL PARK AND RIDE ENTRANCE






TRANSIT AND POTENTIAL PARK AND RIDE EXIT

JUNCTION ROAD

FUTURE SIGNALIZED INTERSECTION



LEGEND

-  POTENTIAL VEHICLE PARKING
-  TRANSIT AREA
-  STORMWATER MANAGEMENT
-  POTENTIAL MULTI-USE TRAIL ACCESS
-  SIDEWALK

BUS RAPID TRANSIT
WESTERN TERMINAL



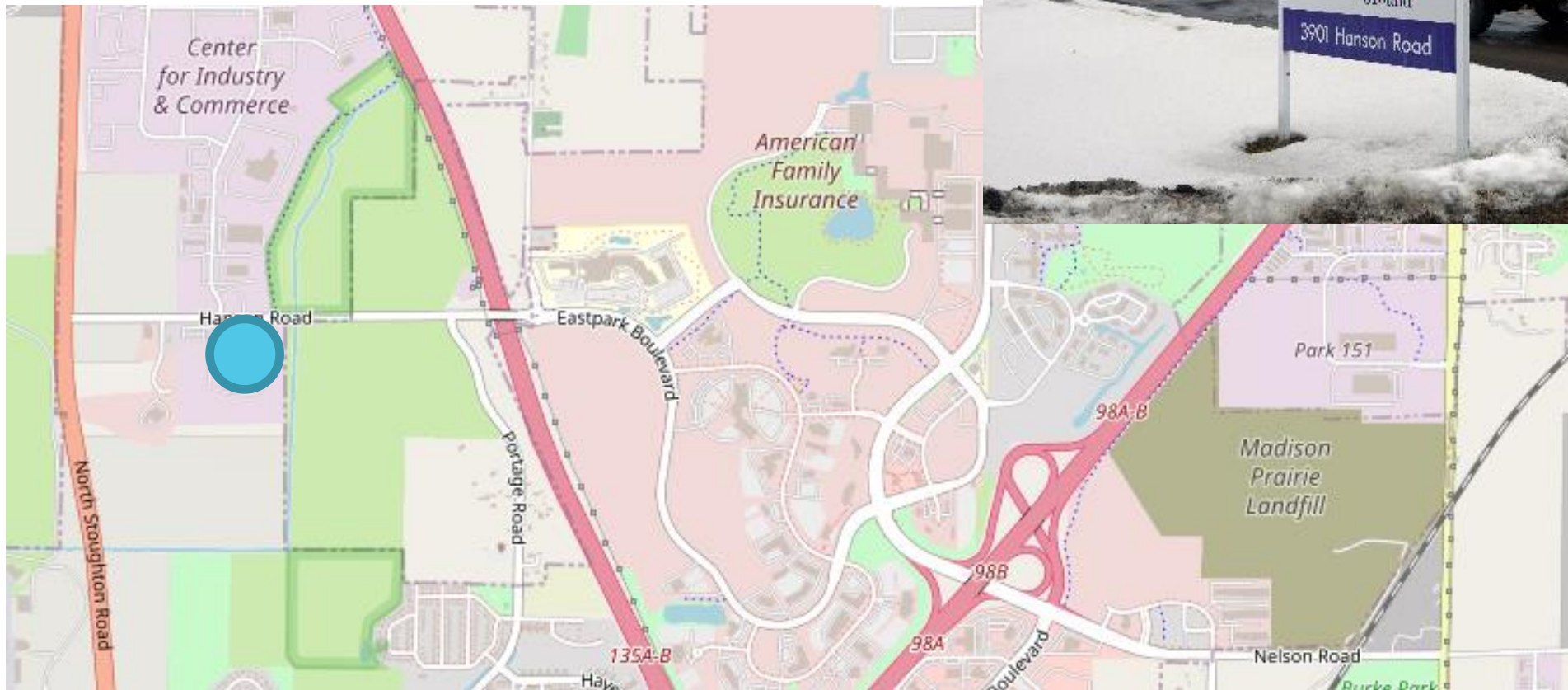
East Terminal



Sun Prairie Park and Ride



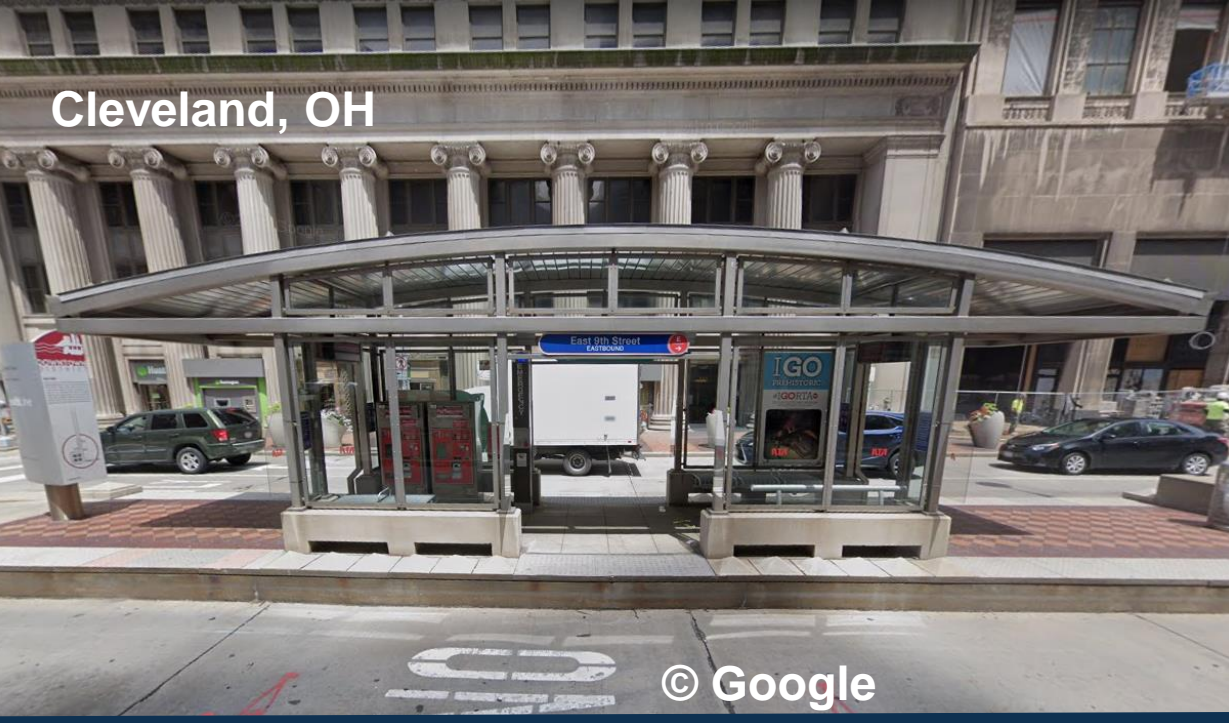
Bus Facility at Former FedEx



Station Design



Cleveland, OH



© Google

BRT Station Design Competition

- City of Madison & Metro Transit hosted a stations design concept competition
 - Open to the public
 - Up to \$10K cash prize
- Winning concepts will be used to develop final architectural designs
- Concepts undergo screenings by engineers, staff, stakeholders and members of the public

Richmond, VA



© Google

Concept Selection Process

67

- A total of 67 concepts were submitted

50

- Initial screenings

23

- Architectural review for buildability *

- UDC determines winner in late May

* On display at madisonbrt.com

We received about 60 submissions and thousands of comments.

Thank you to all who participated.



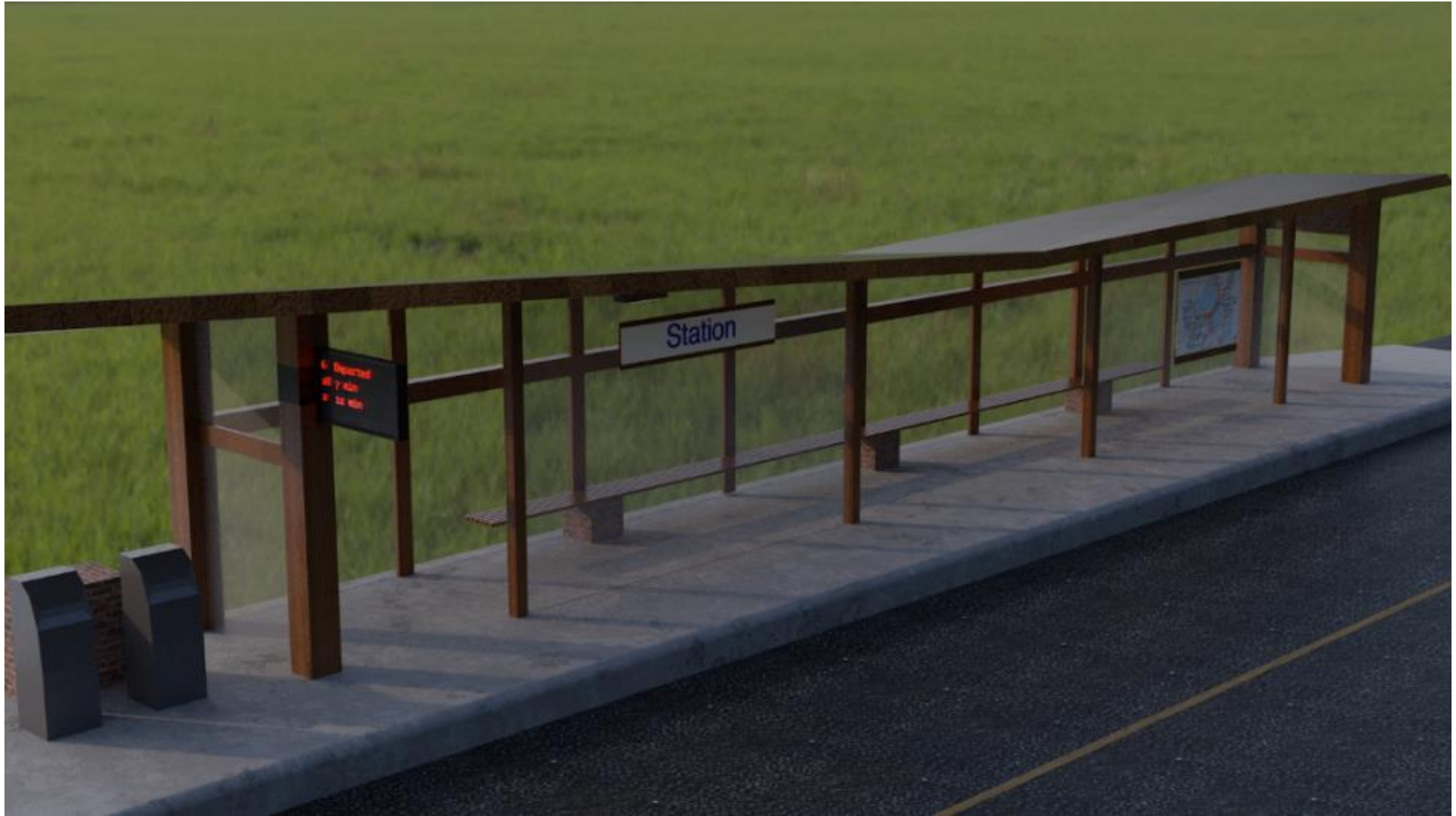
0560



1286



1889



1894



1904



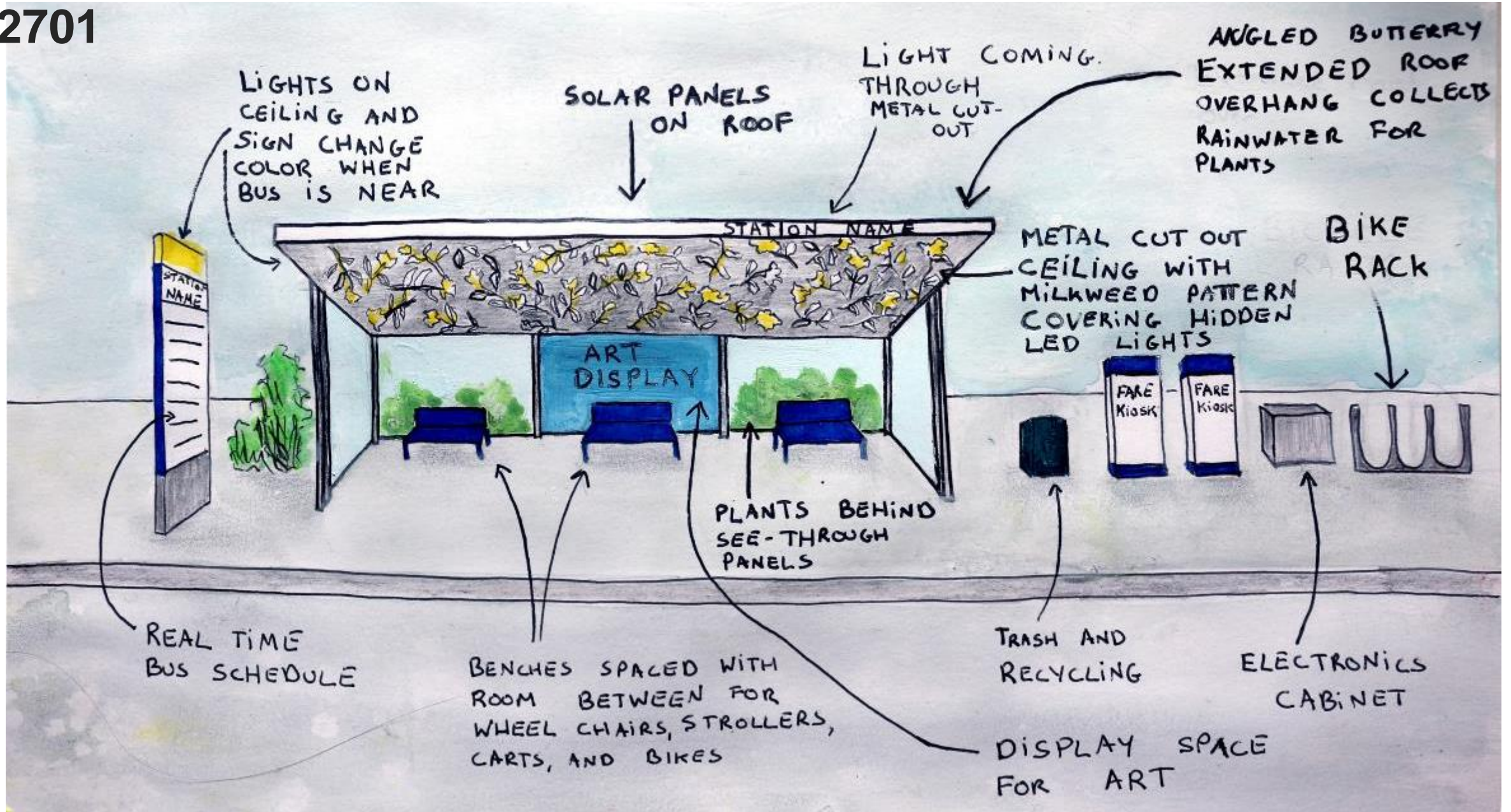
1926



2140



2701



2813



3605



4851



4915



5311



5315



5369



INTERNAL FEATURES

The simple rust weathered steel support beams frame generous glass panels that can entertain artistic applications that can be customized for each neighborhood. We propose that an artist be selected for a handful of stations to celebrate the launch of the Madison BRT. Artists can be local or visiting, commissioned to make site specific work that is culturally relevant. Artists will create designs that will be applied to station windows via translucent film to create a 'stained glass effect' when sun shines through- bathing bus goes in a calming reflective glow. In addition decorative crosswalks and wrapped buses can compliment the overall brand of the BRT and community identity.



Next bus arrival sign

Seating benches (2) to seat 5 people each + hand rails to assist in standing /lowering

Route map

Emergency telephone (blue light)

Community artist 'stained glass' panel

Trash can integrated into kiosk design

Electronics cabinet to charge personal devices

Fare kiosk elevated to usable height and integrated with electronics cabinet and trash can

Audio push button

Guide rail

Loading zone

Ramp and railing (2) on either side

Dual Sided Arrival // Exterior



7014



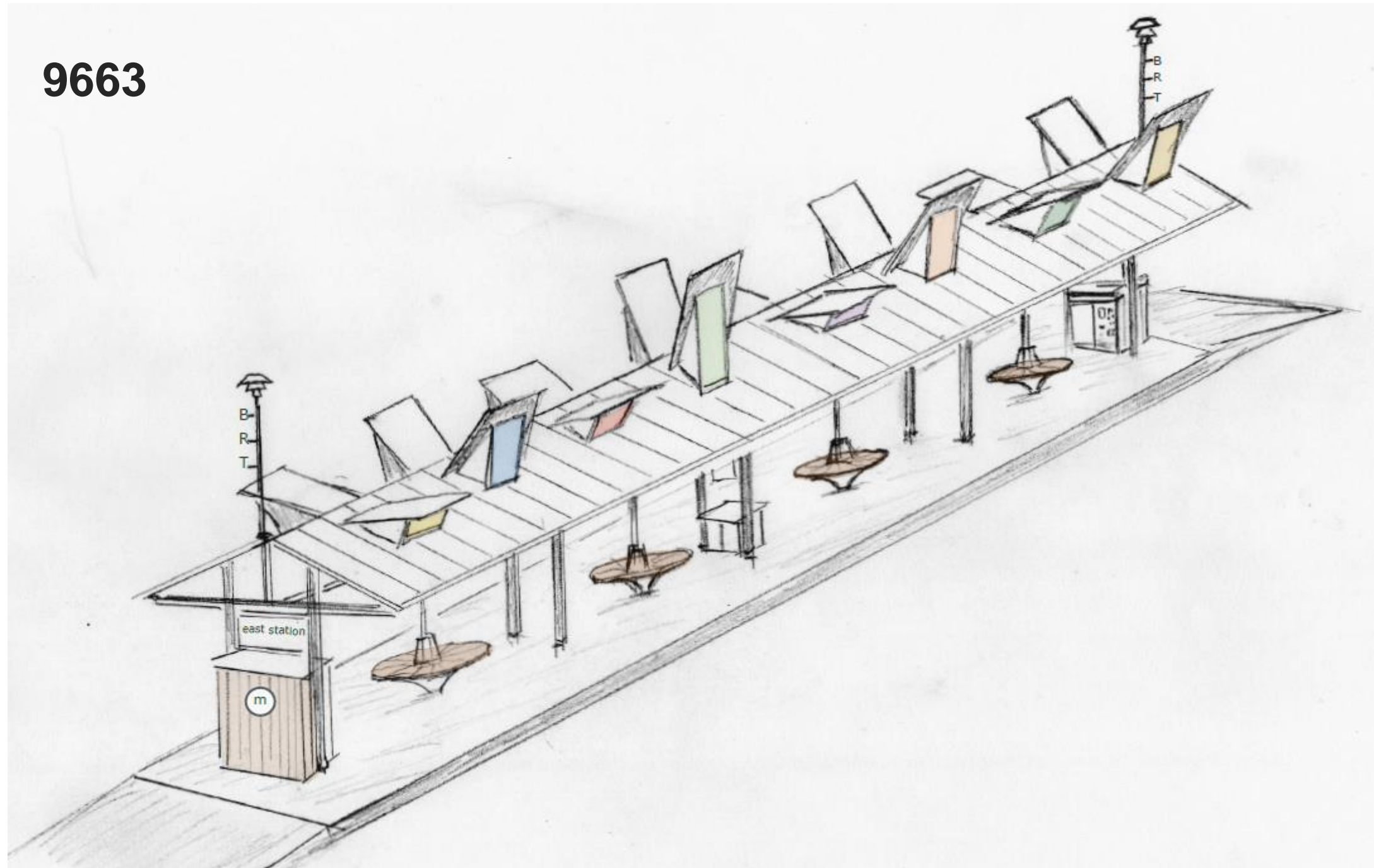
8037



8472



9663



9689



madison bus rapid transit station design concept competition

typical center station, night view

9911



Other Transportation Projects





Metro Network Redesign

Improving Transit Service Together

The Metro Transit Network Redesign will design a route system that will better meet the needs of Madison area residents and businesses by increasing access and frequency, decreasing travel times, and improving the quality of transit riders' experience.

Project Goals



- mymetrobus.com/redesign
- MetroRedesign@cityofmadison.com

Take the survey by May 14.

Vision Zero Project

Vision Zero is a data driven strategy intended to eliminate traffic deaths and severe injuries on city streets by 2030. The City of Madison Vision Zero initiative strives to improve safety for all travel modes throughout the city and improve the identified high injury intersections, all in an effort to prevent avoidable fatal crashes.

Safety starts with all of us.

Visit cityofmadison.com/visionzero



Complete Green Streets

The project develops a Complete Green Streets Plan that helps policy makers assign priorities in the public right-of-way.

The plan will consider network connectivity for different travel modes, parking/loading needs, context of the street location and green infrastructure priority areas.



Wrap Up

Questions & Future Meetings



Questions?

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.

****Reminder: this meeting is being recorded***

Community Engagement

1

Summer 2021

Tabling at
Events

2

Fall 2021

UW Campus
Workshop

3

Winter 2021

30% Design
& Engineering
Meeting

4

Winter 2022

60% Design
& Engineer
Meeting

5

Summer 2022

90% Design
& Engineering
Meeting

Thank you!

Web: www.MadisonBRT.com

Follow on social media:

[@cityofmadison](https://twitter.com/cityofmadison)

[@mymetrobus](https://twitter.com/mymetrobus)

Project Contacts:

Mike Cechvala

Melissa Huggins, (608) 345-0996

Email: brt@cityofmadison.com