

Madison Area Transportation Planning Board – A Metropolitan Planning Organization (MPO) Transit Corridor (BRT) Study

Public Involvement Plan

5/8/2013

Prepared by the Urban Assets, LLC on Behalf of the
SRF Consulting Group Team

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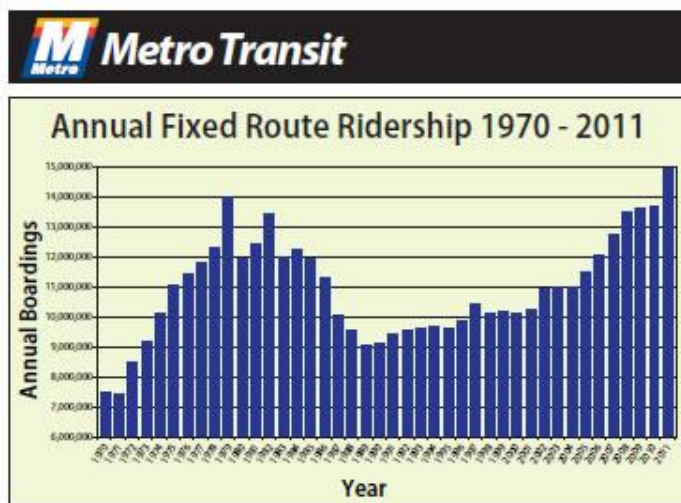
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Project Description

Background

The Madison metropolitan area and Madison Metro ridership has grown substantially in recent years, placing pressure on the transportation system and prompting conversations about high-capacity transit solutions. Over the past 25 years, the greater Madison community has discussed the potential for rail, including high-speed rail, commuter rail, and a streetcar system. Through the course of these studies, bus rapid transit (BRT) solutions have been considered, but never analyzed in great depth.

The Madison area's transit system, Metro Transit, has seen significant increases in ridership starting in 2003. With these increases in ridership, Metro has experienced overcrowding, particularly on the lines



that serve UW Madison and Madison College, often resulting in the need to add additional buses. For example, Metro buses' seating capacity is 38. A crowded bus is generally defined as having 15 to 20 riders standing. Bus routes that routinely were considered overcrowded had an average passenger count of 65. In some instances, ridership reached upwards of 70 passengers or more.

While a positive sign that the community is availing itself of the transit system, the overcrowding and associated operational

issues negatively impact customer satisfaction. The overcrowding, in particular, is a strong indication that Madison is in need of improved service as well as the development of transit alternatives, such as BRT.

In 2012, Madison Metro was awarded the National Outstanding Public Transportation System Award, which is sponsored by the America Public Transportation Association (APTA). Called the "best of the best" in the industry, APTA recognizes its winners as outstanding role models of excellence, leadership, and innovation whose accomplishments have *greatly* advanced public transportation.

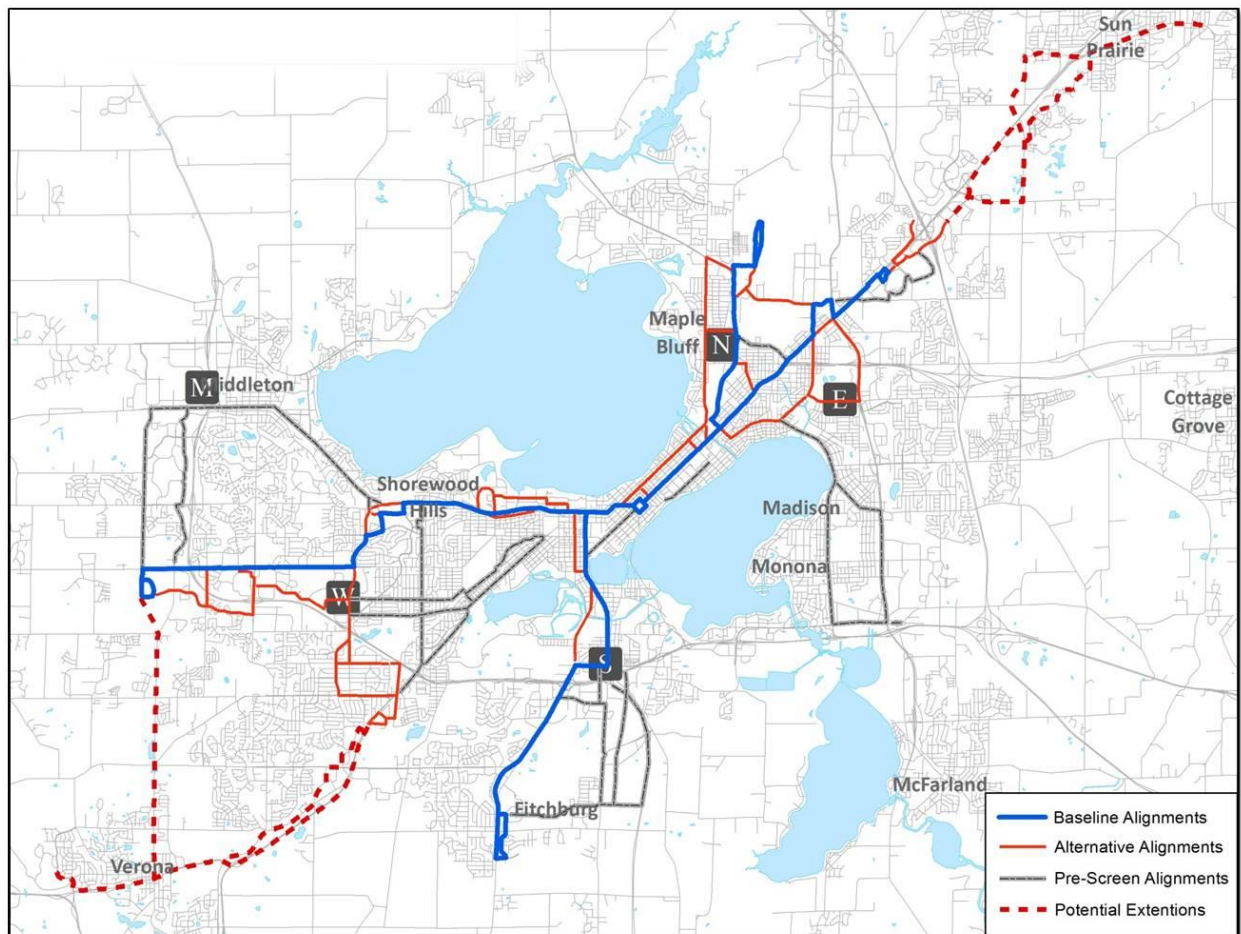
Study Overview

The purpose of the Transit Corridor Study is to develop and evaluate system-level and corridor-level concept plans for BRT along four of Madison's primary transit corridors. The BRT routes proposed for analysis in this study will operate in some of the strongest transit corridors in the region. Implementing a BRT system is less expensive and has a shorter timeline than other transit systems improvements such as commuter and light rail. BRT has similar positive impacts, including reduced vehicle miles traveled, increased non-automobile mode share, increased affordable housing, increased density and transit

oriented development, and better connections between environmental justice areas to employment and activity centers.

Implementing a BRT system does not preclude the implementation of a rail system in the future. In fact, a well-developed BRT system may lay the groundwork for future rail development by building the transit market and encouraging transit-supportive development patterns.

The Madison Area Transportation Planning Board (an MPO) staff has identified preliminary BRT routes, alternative routing, and potential future BRT extensions (see map below). In concert with the Oversight Committee and through the public process, the consultant team will identify the routes and station locations that will: a) best meet the transit needs of the community, b) complement existing and future transit service and infrastructure, and c) have a positive impact on the physical and economic growth of the Madison area.



The BRT study is part of the Capitol Region Sustainable Communities Initiative with funding provided by a Sustainable Communities Regional Planning Grant (SRPG) by the U.S. Department of Housing and Urban Development.

The SRPG is funding a variety of activities, including the preparation of plans for enhanced transit and transit oriented development, under the leadership of the Capitol Region Sustainable Communities (CRSC) partnership. Led by the Capital Area Regional Planning Commission (CARPC), the CRSC partnership is a collaboration of public and private sector leaders and community members in Wisconsin's Capitol Region that is working together to maintain and improve the region's strength in economic opportunity, excellent natural resources, and quality of life.

Goal of the Public Involvement Process

The goal of the public participation strategy will be to engage the community in order to educate them on BRT and the positive impact it can have on city-wide and regional goals for mobility, sustainability, economic development, and environmental justice. The public involvement process will provide the community with the opportunity to give input on the recommendations of the technical study, thereby, creating confidence in those recommendations for both the public and the policy makers. The engagement of the community in the planning process will lay the groundwork for the strong community support that will be needed if a BRT system should be implemented in the future.

Challenges, Opportunities, & Solutions

The Transit Corridor (BRT) Study will need to educate the Madison community about BRT systems and their benefits to the healthy growth and development of an urban area. The study will need to determine if it can adequately serve the major employment, population centers, and transit dependent residents of the Madison area. Finally, once the study is complete, the major challenge will be securing the necessary funding to build and implement the system.

The proposed routes for the BRT system create the opportunity to facilitate and support some important areas of growth and development, existing and future.

Existing

- Downtown Madison
- UW Campus
- University Avenue
- West Towne Mall
- East Towne Mall
- Isthmus
- Madison College
- Dane County Regional Airport
- Hospitals' Environs
- South Madison

Future

- Capitol East District
- Fitchburg Technology Campus
- Union Corners
- University Crossing
- University Research Park II
- North Madison

The aforementioned areas are illustrated in the diagram shown below. The proposed BRT routes will provide better connections between residential areas, employment areas, and shopping districts, particularly when considering connections from other local transit routes and potential BRT extensions.



The potential to support existing development and to facilitate new development efforts in places like the Capitol East District (see rendering below), will be an important part of the BRT route alternatives analysis as well as the station location analysis. Each of the routes and station locations will be analyzed to determine what impact the BRT might have on future development patterns, particularly the ability to increase density in low density areas, like strip malls and regional malls. This analysis will need to be done within the context of the new zoning code and existing neighborhood or district plans. Through a network of connections, a BRT system combined with other transit options like an express bus system could connect the broader region, beyond Madison, through transit



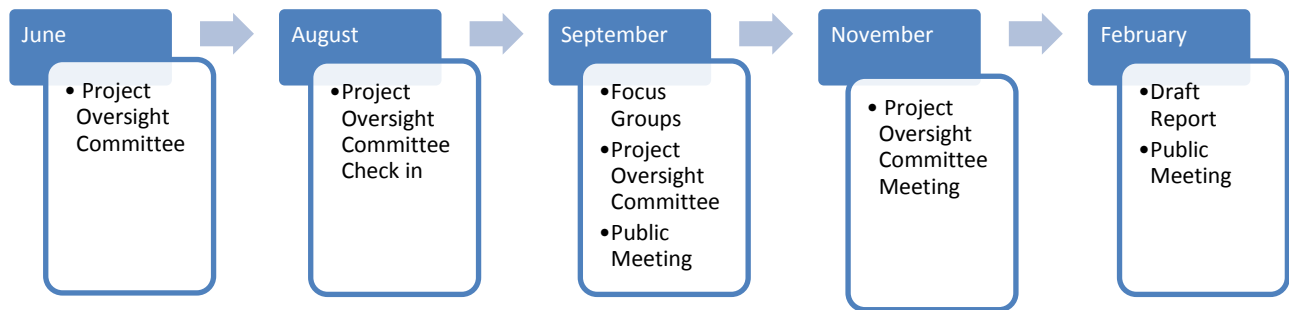
Engaging the Greater Madison Community

Encouraging participation will require the dissemination of information through multiple outlets. Although the Transit Corridor Study is positioned as a technical study, having community members involved throughout project development will be important. While Madison is most definitely an engaged community with residents, businesses, and other stakeholders always willing to offer an opinion, it is sometimes difficult to get the community engaged within a particular planning process where and when it is necessary. The best way to encourage participation is to disseminate information through multiple outlets, as outlined in the section on Public Involvement Techniques.

The proposed routes run through or touch nearly forty neighborhood associations and many of the area business associations in the City of Madison and provide connections to major employers and employment centers. Metro's existing transit routes further provide connections to environmental justice areas and transit dependent populations. The goal of the public participation strategy will be to engage all of these stakeholders in order to educate them on BRT as well as on city-wide and regional goals for mobility, sustainability, economic development, and environmental justice. Stakeholders will be provided the opportunity to respond to the study recommendations on routes, station locations, and development opportunities. Meeting invitations and project updates can be disseminated via these neighborhood and business association listservs and member lists, district alder and county board supervisor emails, a project webpage, through CRSC meetings, events, website, and blog, as well as by members of the Oversight Committee.

The news media will be kept abreast of the project through press releases and will be encouraged to provide news coverage at key points in the process to educate the community about BRT and what it means for Madison. Community members will have a variety of opportunities to provide input through focus groups, public meetings, and the MPO's website. The format of public meetings will be designed to allow different types of input and feedback.

BRT Transit Corridor Study Public Participation Timeline



The BRT Transit Corridor Study will carry forward with the following major tasks:

Establish and Analyze Routing Alternatives – The consultant team will work with the Project Oversight Committee to develop a recommended set of screening criteria and factors to measure the suitability of the various alignment and termini alternatives, which may include current and projected population and employment density, transit demand, roadway “pinch points,” the general ability of roadway segments to accommodate BRT, and changes to the existing transit system to complement BRT.

Identify Passenger Facility and Fleet Needs – After conceptual visualizations are developed using three-dimensional computer modeling to produce three alternative aesthetic designs for a typical station, the Project Oversight Committee will select a preferred aesthetic alternative for further refinement.

Evaluate Enhancements to the Roadway Network – The consultant team will identify and evaluate the impact of potential modifications to the roadway network to accommodate the BRT service options. Potential modifications might include bus-only or bus/bike/right turn lanes, parking restrictions, intersection queue jumpers and curb extensions at station locations. Impacts of potential modifications will be gauged on mixed traffic operations, bicycle users, transit operations, pedestrians, and property owners.

Transit Signal Priority – The consultant team will assess the level of compatibility between current traffic signal equipment and transit signal priority (TSP) to identify the requirements and potential benefits of implementing TSP for BRT service options.

Commuter Service – In addition to development of BRT service options the consultant team will identify options to expand local transit services to better serve outlying populations through commuter express services.

Documentation – The consultant team will thoroughly document stakeholder input along with the development and analysis of options throughout the project using a variety of tools including technical memoranda, briefings and a final report.

Related Planning Efforts

Engaging the Greater Madison community in the Transit Corridor Study public involvement process will create linkages between the community and forthcoming planning efforts like the City of Madison Comprehensive Transportation Master Plan. The City has identified a need for a comprehensive transportation master plan that integrates all modes of passenger and freight transportation (i.e. air, auto, bicycle, freight rail and truck, high-capacity transit, pedestrian, public transportation, etc.), identifies how those modes interconnect, and highlights how the City's numerous plans and policies enhance and support the master plan. Essentially, the BRT Transit Corridor Study will inform the Comprehensive Transportation Master Plan.

Additionally, the Transit Corridor Study will link to the South Capitol TOD Master Plan, being prepared through the City of Madison. Currently, the district lacks the requisite transit-oriented elements. The TOD Master Plan will re-establish these elements in the district and integrate them with the rest of the downtown, creating a long-term vision for the district. The TOD planning district is anticipated to become the transportation gateway to Madison. Its location and configuration are critical in establishing the success of redevelopment in the downtown. Transit accommodations are an integral part of making the district the transportation gateway to Madison. Consideration will be given in the TOD Master Plan to higher capacity transit, including bus rapid transit (BRT), improved station areas, and an inter-city bus transfer point. As such, transit improvements and linkages relating to BRT will enhance the work of the South Capitol TOD Master Plan.

Goals, Objectives, and Expected Outcomes

While the Transit Corridor Study is primarily a technical study, a thoughtful public involvement strategy will be key to helping to ensure a successful outcome to the project and, most importantly, will help facilitate the future implementation of the BRT system. Madison is known for being a very engaged community. The health of a project depends on the connections established between professional recommendations and adequate community involvement. The public involvement process will be flexible in order to respond to community reaction.

Goals and Objectives of the Public Involvement Process

1. Educate the community about Madison Metro Transit's challenges, including overcrowding, operations, and rising costs, as well as its success in the face of these challenges.
2. Educate the community about BRT – what it is, how it works, and the benefits for residents, employers, current transit users, and the community as a whole in terms of sustainable development, economic development, and quality of life.
3. Seek input from the community in response to the study recommendations for the BRT system in terms of functionality, design, routes, and operations.
4. Lay the groundwork for the strong community support that will be necessary for the implementation of the BRT system.
5. Educate the community about the connection between land use and transit.
6. Ensure the community has confidence in the technical analysis by adequately explaining the process and the outcomes of the analysis.
7. Help the community understand that improved transit service will also improve other modes of travel.

The desired outcome for the public involvement process is to receive useful input and give the public and the policymakers confidence in the report.

Stakeholders, Participants, and Audiences

Public Agencies

City and County staff and leadership play an integral role in the Transit Corridor Study, and will be engaged through Oversight Committee meetings, City and County commission meetings, the workshop, public meetings, and the project website. City and County stakeholders include the following:

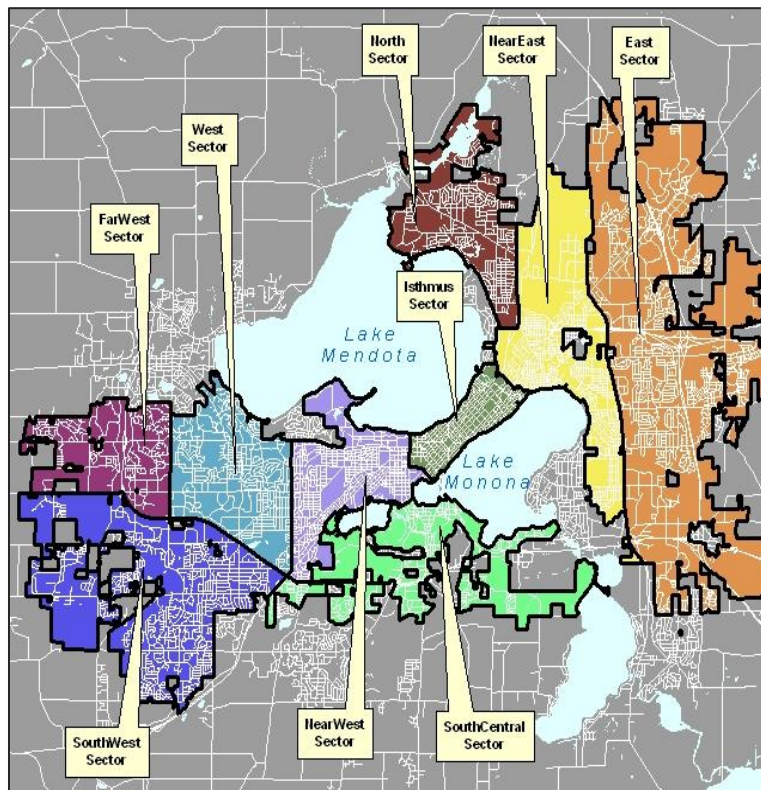
- Department of Transportation
- Madison Mayor's Office
- Madison Common Council
- Madison Planning Division
- Madison Economic Development Division
- Madison Engineering Department
- Madison Traffic Engineering Division
- Madison Long Range Transportation Planning Committee
- Madison Transit and Parking Commission (TPC)
- Contracted Service Oversight Subcommittee of the TPC
- ADA Transit Subcommittee to the TPC

- City of Middleton
- City of Fitchburg
- Dane County Executive's Office
- Dane County Supervisors
- Dane County Planning and Development Department
- Dane County Economic Development Committee
- Dane County Public Works & Transportation Committee
- Dane County Specialized Transportation Commission

General Public

Neighborhoods representing residents and stakeholders surrounding the proposed BRT routes will bring a critical perspective to study recommendations. The BRT system will traverse all of the sectors of Madison. Residents and stakeholders will be actively engaged in the process through focus groups, email blasts, public meetings, and the project webpage as well as through the CRSC partnership events and communication tools.

Madison is home to over 120 neighborhood associations, many of which will be touched by the BRT system. As the study progresses, cross-referencing the proposed route map with the City of Madison Neighborhood Sectors map¹ (see image below) will ensure that all neighborhood associations are informed about the Transit Corridor Study.



¹ City of Madison Neighborhood Sectors: <http://www.cityofmadison.com/neighborhoods/profile/sectors.html>

Possible Madison neighborhood associations to contact for the public involvement process include:

- Capitol Neighborhoods
- Capitol View Heights
- Carpenter-Ridgeway
- Eken Park
- Hill Farms
- Marquette
- Midvale Heights
- Greenbush
- Vilas
- Sherman
- Tenney Lapham
- Sunset Village

A number of Fitchburg neighborhood associations are also in close proximity a proposed route:

- East Fitchburg
- Northeast Fitchburg
- Swan Creek of Nine Springs

In addition to the neighborhood associations, the planning councils can provide a vehicle for sharing information and engaging the community.

- South Metropolitan Planning Council
- Northside Planning Council
- East Isthmus Planning Council

Business Community Leaders

Major employers and institutions will provide key insights into market potential, route usage, and other components of the BRT system. These stakeholders will be engaged through the focus groups, email blasts, public meetings, and the project website.

- Edgewood College
- Madison College
- Meriter Health Services
- Saint Mary's Hospital
- UW Hospital and Clinics
- UW Madison
- Downtown Madison
- East Towne Mall
- West Towne Mall
- Dane County Airport

Similar to the planning councils, business associations can provide a vehicle for sharing information and engaging the Greater Madison community. A sampling of the area business associations includes:

- African American Black Business Association
- Downtown Madison, Inc.
- Eastside Business Association
- Greater Madison Chamber of Commerce
- Greater Williamson Area Business Association
- Madison Latino Chamber of Commerce
- Northside Business Association
- South Metropolitan Business Association

Students

The student population in the Greater Madison community is responsible for creating a sense of daytime vibrancy that attracts people to the region. They also comprise some of the regular ridership of the current Metro bus system. Gathering input from these stakeholders will ensure that the BRT system promotes key pathways and access points that support continued vibrancy in Greater Madison. Students will be engaged through the email blasts, public meetings, and the project website. In particular, communications will target the Associated Students of Madison and UW Transportation Services.

Transit Riders

The general transit community in greater Madison has a vested interest in the outcomes of the BRT Transit Corridor Study. Metro transit users, rail advocates, and cyclists will be engaged primarily through the public meetings, but will also be engaged in the focus groups, email blasts, and the project webpage.

Matrix of Stakeholders and Public Involvement Techniques

	<i>OC</i>	<i>Wkshp</i>	<i>C/C Meetings</i>	<i>eBlast</i>	<i>Focus Groups</i>	<i>Public Meetings</i>	<i>Web</i>
<i>Public Agencies</i>	X	X	X			X	X
<i>General Public</i>				X	X	X	X
<i>Business Community Leaders</i>				X	X	X	X
<i>Students</i>				X		X	X
<i>Transit Riders</i>				X	X		X

Public Involvement Techniques

This PIP proposes the following public involvement techniques for the project:

Oversight Committee – Information Gathering and Consulting

The purpose of the Oversight Committee is to guide and inform the project process, provide technical, and policy expertise, and educate other policy makers about BRT and its potential benefits for the greater Madison community. Membership on the committee is comprised of representatives from CARPC, City, County, and MPO staff and commissions which have jurisdiction over transportation and transit matters.

Committee Meeting 1: The consultant team will present a project overview, review the Public Involvement Plan, seek committee input, and review the transit corridors.

Committee Meeting 2: The consultant team will present the results of the focus groups, the results of the first public meeting, the universe of alternatives, fleet options, and commuter service analysis.

Committee Meeting 3: The consultant team will present the routing alternatives recommendations, facility and fleet recommendations, roadway network typical sections, and signal priority recommendations.

Committee Meeting 4: The consultant team will present the draft report for review and discussion.

Workshop – Information Gathering and Developing Recommendations

The workshop will be divided into two parts. The first part will include policymakers, key stakeholders, and technical staff, and will provide the opportunity for participants to learn more about BRT, the screening process, and station features. The second part of the work session, which will include technical staff only, will focus on analyzing and discussing the BRT components including terminals, corridor segments, and potential routes. Agendas for the work session are located to the right, and below.

One of the key outputs of the technical staff workshop will be a working definition of the various system-wide components—related to both service and physical characteristics—for each BRT level of investment.

City / County Commission Meetings – Information Gathering and Consulting

- | Part I
Combined Session of
Policy-makers and Technical Staff |
|---|
| <ul style="list-style-type: none"> • SRF team presents introduction to BRT and best practices from peer cities • SRF team presents initial BRT corridor screening results and express bus route concepts • Attendees participate in an interactive game activity to develop station feature and amenity concepts |

Presentations will be provided to various City and County committees, commissions, and boards on an ad-hoc basis throughout the study. The purpose of the presentations will be to focus on specific issues of particular interest to the selected committees, commissions, and boards in order to gather their input, update them on the project progress, and seek their input on the recommendations.

eBlast Announcements – Education and Communications

The eBlast project announcements will be distributed via neighborhood and business association listings, CRSC newsletter and website, district alder and county board supervisor emails, the project website, members of the Project Oversight Committee, the media, and the MPO's list of interested parties. The eBlasts will be employed to educate the community about BRT in general, the study process, and invite them to the public meetings.

Part II
Intensive Session with Technical Staff
<ul style="list-style-type: none">• Development of system-wide BRT components• Discussion of downtown terminals and operation in shared corridor segment between UW and downtown• Discussion of potential express bus route coordination with BRT system

Focus Groups – Information Gathering

The purpose of the focus groups is to gather information from key stakeholders regarding the needs, concerns, and opportunities for the BRT system. Early stakeholder input will be crucial for defining BRT concepts that can achieve broad buy-in. The stakeholder groups will be prioritized based on a stakeholder analysis and discussions with the Project Oversight Committee. Examples include the Chamber of Commerce, business associations and planning councils which exist along the proposed routes. The BRT Study focus groups will be coordinated with those for Market Study.

Public Meetings – Education and Information Gathering

Public meetings will be hosted in a “mixer-style” format, where the consultant team first provides a presentation before participants are invited to visit various stations that contain BRT information and interactive features. Input will be gathered at each station by a member of the consultant team or a project partner. Attendees may participate in an “amenity-mapping exercise” to highlight the nexus between amenities in Greater Madison and the proposed BRT routes. Appropriate venues will be selected to accommodate this format and enhance the participant experience.

The focus of the first public meeting will be to educate the community on BRT and its potential for the Madison area community. During the first public meeting, project partners will present background knowledge of BRT components to stakeholders, and point to benefits and shortcomings of BRT applications in other cities. The focus of the second public meeting will center on draft recommendations for the routes, station location, and station design. The consultant team will present the recommendations and will provide ample opportunity for meeting participants to ask questions and provide feedback through a question and answer session, exercises, and presentation stations.

Other Input/Outreach – Based on input from the Oversight Committee and community reaction to the project, it may be necessary to adjust or add to the public involvement strategy. The consultant

team will directly engage MPO and CARPC staff as well as the Oversight Committee to determine how any alterations to the public involvement strategy can best meet the goals of the project.

Website – The MPO will establish and maintain a project webpage. The results of public participation events, the survey as well as project documents will be posted on the website as soon as they are available. Public comments on the project and process can be inputted through the website.

The PIP is designed to be a “living document.” As the project proceeds, it will be revised and amended to reflect any adjustments to the strategy as well as the documented results from the various public involvement activities. Implementation of the PIP will be carefully scrutinized throughout the process to ensure the goals of the public involvement strategy are met, particularly the creation of community support for implementation of the BRT system.

Roles and Responsibilities

Task	Consultant Team	MPO/CARPC Staff
Project Oversight Committee	Prepare agenda and presentations, facilitate meetings, record comments, draft meeting minutes	Manage scheduling, secure meeting facilities and invitations, disseminate meeting agenda and minutes
Focus Groups	Assist in identifying focus group participants, draft invitations, assist with list of recipients, and prepare presentation, meeting boards, and meeting materials	Manage scheduling, secure meeting facilities, disseminate invitations, facilitate meetings, record comments, present to Oversight Committee
Public Input Meetings	Draft invitations, assist with list of recipients, prepare agenda and presentations, facilitate meetings and exercises, record comments, draft meeting minutes, present to Project Oversight Committee	Manage scheduling, secure meeting facilities, disseminate invitations and press releases
City/County Commission Meetings	Hold presentations, facilitate meetings, record comments	Select commission and committee meetings, manage scheduling
eBlast Announcements	Draft content, assist with list of recipients	Disseminate email
Website	Provide content	Develop and maintain website
Press Releases	Draft content in consultation with MPO and CARPC staff	Disseminate releases to local area print, radio, internet, and television media

Results from Public Involvement Activities

Results from Public Meeting One

Madison Transit Corridor Study – Results from Public Meeting Number One

Over 75 people attended the first Transit Corridor Study Public Meeting held on September 10, 2012. The two hour meeting included an introduction of Bus Rapid Transit (BRT) with a project presentation by Joe Kern of SRF Consulting, Inc. and additional presentations by Bill Schaefer, City of Madison (MPO), Chuck Kamp, Madison Metro, and Melissa Huggins, Urban Assets, LLC. A question and answer session followed the presentation during which meeting attendees were able to ask questions of the presenters. Meeting attendees were then encouraged to participate in several information gathering exercises.

Attendees were asked to sign in at the Welcome Table. The meeting agenda and additional materials on the project and project sponsors were available to participants. See Appendix A for the meeting agenda, and flyer that was sent via email to Madison Neighborhood Associations and posted on Metro buses to publicize the meeting.



Chuck Kamp from Madison Metro Presents on Metro's Recent Growth

Station Review and Community Input

Station One: Project Overview

Project approach, working alignments, 2011 Metro Transit Ridership by Intersection, Metro system map and employment and housing density boards were placed on eight easels. The purpose of Station One was to educate participants about the project process and goals as well as the background information and analysis completed to date. SRF Consulting, Inc. and MPO, CRSC, and Metro staff were on hand to describe materials and answer questions.

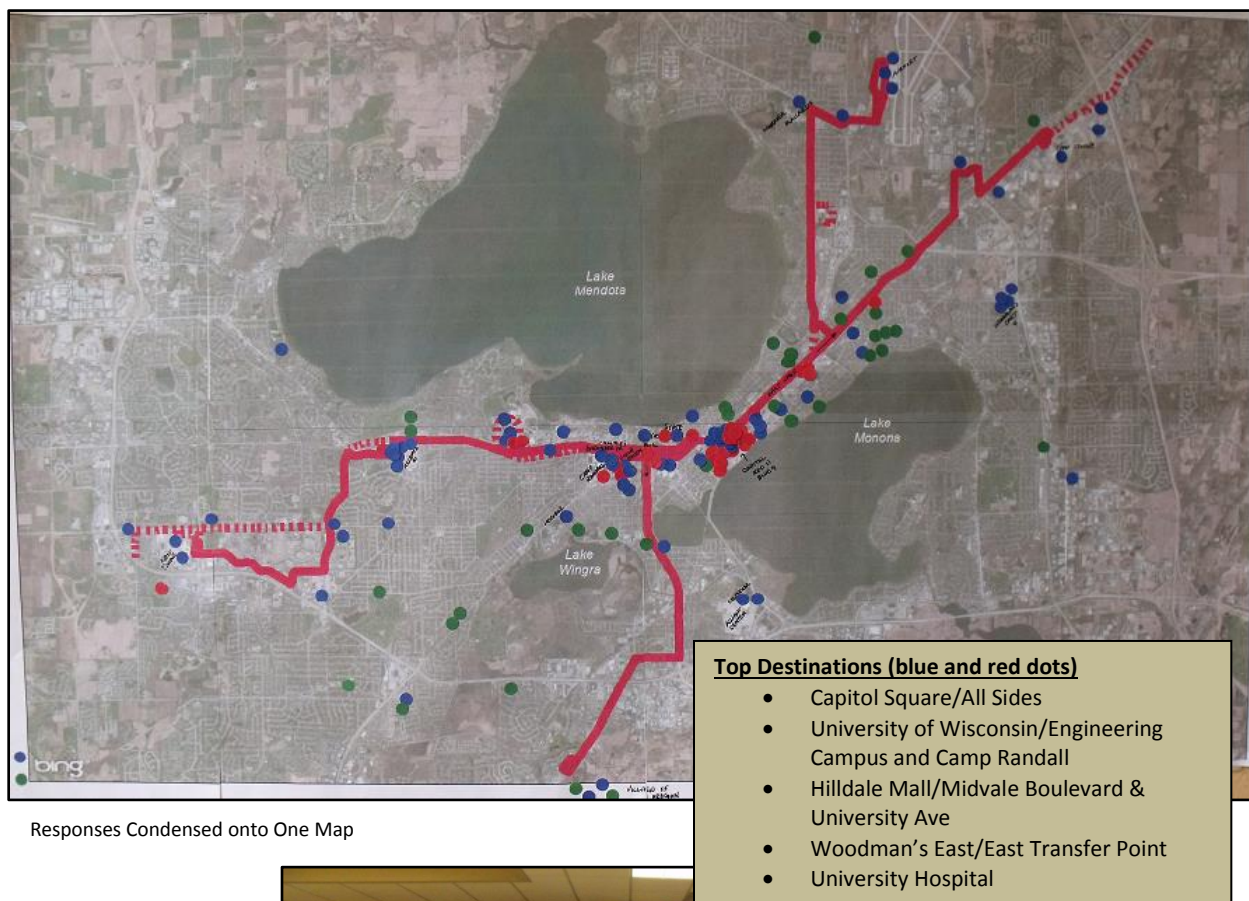


Boards from Station One

Station Two: BRT Working Alignments

Exercise One – How might BRT change the way you travel throughout the Madison area?

North, South, East and West Corridor maps of the Madison area, noting initial BRT routes, were provided on large tables. Participants were given four colored dots (one green, one red, and two blue), and were asked to place the green dot at their residence, the red dot at their workplace, and the *blue dots on two of their top destinations*. The purpose of the exercise was to encourage participants to explore how the proposed BRT routes might enhance their transportation alternatives.



Responses Condensed onto One Map

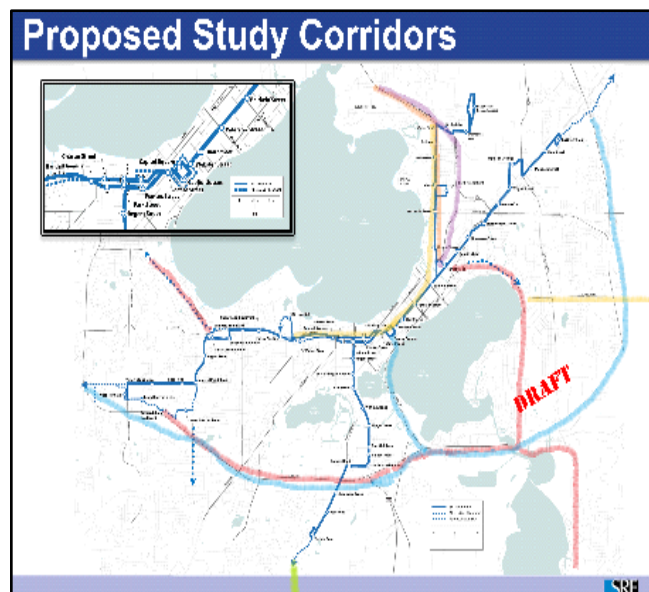


Attendees Place Dots on Corridor Maps in Exercise Two

Exercise Two – Are there alternative routes that should be considered?

Participants were given an 8X11 Initial/Proposed Study Corridors Map and asked to indicate their preferred alternative routes using a marker. The purpose of the exercise was to provide input on route alternatives that may not have been considered. The alternate routes are highlighted on the map to the right and include the following:

- University Ave.
- Middleton, Beltline Highway
- I 39/90, Fish Hatchery Road
- Fitchburg, John Nolen Dr., Monona Dr.
- USH 51, Cottage Grove Road, Packers Ave.
- Northport Dr.



Responses Condensed onto One Map

Exercise Three – What other screening criteria should be considered?²

Participants were encouraged to write additional screening criteria they felt should be considered in determining the BRT routes on a flip chart. The original screening criteria employed by the consultant team included the following:

- Employment within one-quarter mile
- Existing transit ridership along the route
- Population within one-quarter mile
- Development potential
- Roadway suitability

The following list summarizes the suggested screening criteria. A complete list is located in Appendix B.

- Low travel times
- Simple service design
- Impact to other transit service
- Bicycle Connections
- Parking demand reductions
- Congestion mitigation
- Public health/air quality

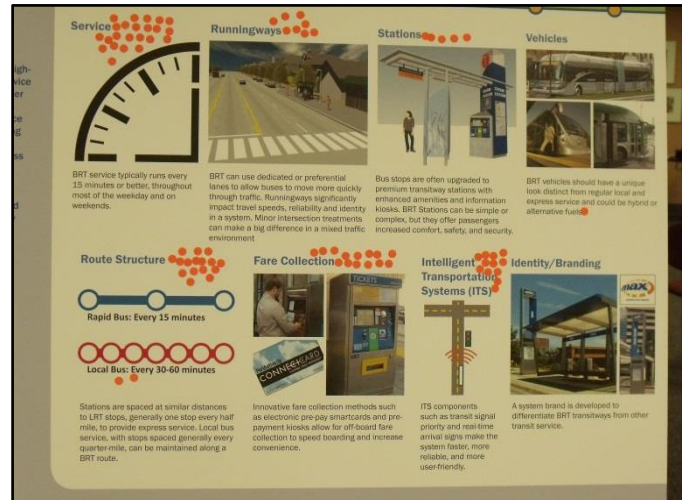
² A number of attendees participated in this exercise more than once.

Station Three: BRT Components and Amenities

Exercise Four - Which components and amenities do you think are most important for a successful BRT system for Madison?

Pictures and descriptions of BRT components and amenities were placed on two easels (including corridor BRT versus fixed guide way). Participants were asked to place orange dots (three) on their top priorities with the note that they could all be used for one priority, if desired. The results are listed from highest to lowest.

- Service (23)
- Route Structure (18)
- Fare Collection (14)
- ITS (12)
- Running ways (8)
- Stations (5)
- Fast and Direct (3)*³
- Vehicles (1)
- Identity/Branding (0)



Preferred BRT Components and Amenities



Station Three Participants

³ This BRT component/amenity was added to the list by meeting attendees.

Station Four: Redevelopment Opportunities and Other Potential Impacts

Redevelopment potential sites and current/future express bus services were placed on two easels. The purpose of Station Four was to educate participants about the connection between transportation and land use as well as other transit options.

Metro and CSRC staff were on hand to answer questions.

Additional Community Input

In addition to the exercises at stations two and three, 3X5 cards were available at each station, and at the entry table. Participants were asked to write down any comments, questions, concerns, or other feedback and place the card(s) in the basket on the entry table. The following includes a summary of some of the collected responses.⁴ The complete list of responses is located in Appendix C.



Station Four Boards

- Future maps should show the entire metro area
- Middleton's employment areas seem not to be fully counted
- Impact on ADA Transition Plan should be another screening tool for routes a
- Expand NW on Northport instead of going to the Airport
- Do not sacrifice biking – roll bikes onto bus, will save time
- Feasibility should include sensitivity analysis with gas price as major independent variable
- BRT is less important than increasing number of places in the city with 30 minute or better service
- Consider extending west corridor past West Towne to include future developments in Research Park
- Consider additional corridors for West side which is geographically larger
- Add goals for parking demand reduction, health improvement, air pollution reduction and congestion mitigation
- Stations appear to be too close together - should be one third to one half mile apart
- Stations Include Park and Rides on the Beltline

⁴ A number of attendees participated in this exercise more than once.

- Take in to account people's everyday transportation needs: grocery stores, medical clinics, senior housing

Results from Public Meeting Two

Over 75 people attended the second Transit Corridor Study Public Meeting held on April 15, 2013. The two hour meeting and open house included a welcome and project overview by Bill Schaefer, Manager, Madison Area Transportation Planning Board, and comments by Madison Mayor Paul Soglin and Larry Palm, Chair of the Capital Area Regional Planning Commission. This was followed by a Bus Rapid Transit (BRT) Transit Corridor Study – Presentation of Findings by Joe Kern, SRF Consulting Group, Inc. A question and answer session followed the presentation during which meeting attendees were able to ask questions of the presenters. Meeting attendees were encouraged to look at the corridor boards on display and fill out the community survey.

Attendees were asked to sign in at the Welcome Table. The meeting agenda and Madison Area Bus Rapid Transit Study Flyer were available for attendees. See Appendix D for the meeting agenda, study flyer and the flyer that was sent to Madison Neighborhood Associations via email, and posted on Metro buses to publicize the public meeting.



Larry Palm, Chair of the Capital Area Regional Planning Commission



Joe Kern, of SRF Consulting Group, Inc. Presents the BRT Transit Corridor Study Findings

Survey from Public Meeting Two

The BRT online community survey was completed by 69 participants. Of those participants, the majority are in favor of supporting the implementation of a BRT system in Madison. According to survey results, 66% of participants are likely or very likely to use a BRT system, while 78% are in favor of proceeding with the next steps toward the eventual implementation of a BRT system.

Of the five corridors—Central, West, South, East, North—the majority of respondents, 64%, say they would use the West corridor most regularly followed by the East corridor at 40%. 70% of respondents felt the proposed frequency (time between buses) and span (hours of operation), were acceptable.



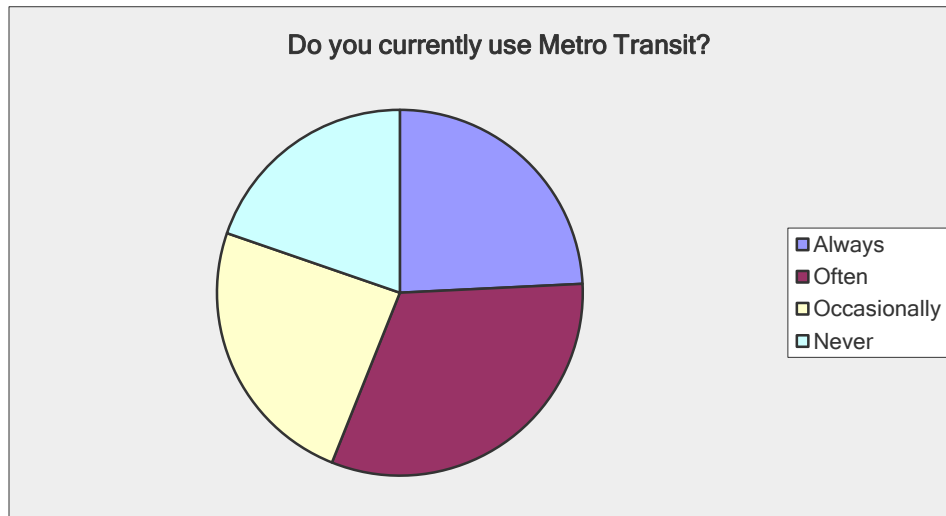
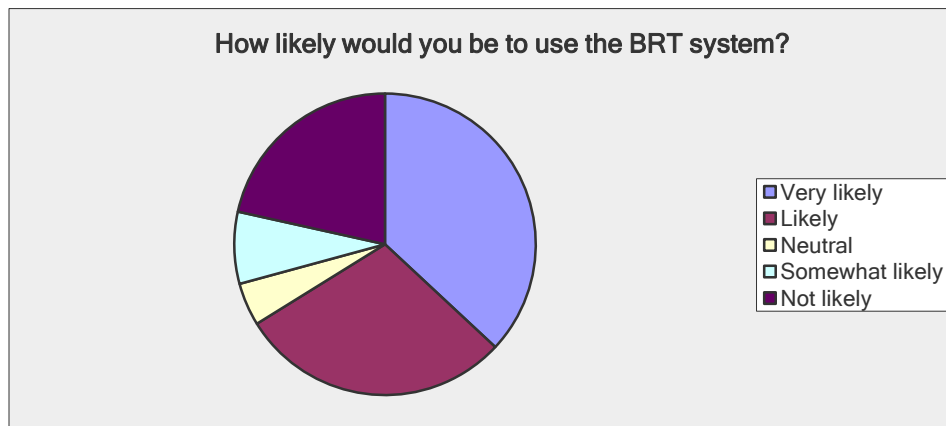
Bill Schaefer, Manager, Madison Area Transportation Planning Board and Chuck Kamp of Madison Metro Talk to Meeting Participants

The three most important elements of a BRT System for the respondents were faster service/fewer delays, frequent all day service, and direct routing. The four top elements for the BRT stations were safety, informational signage with regular updates, benches, and bike racks.

Below are the survey results and individual comments for each survey question. The survey's raw data is available in the Appendix E.



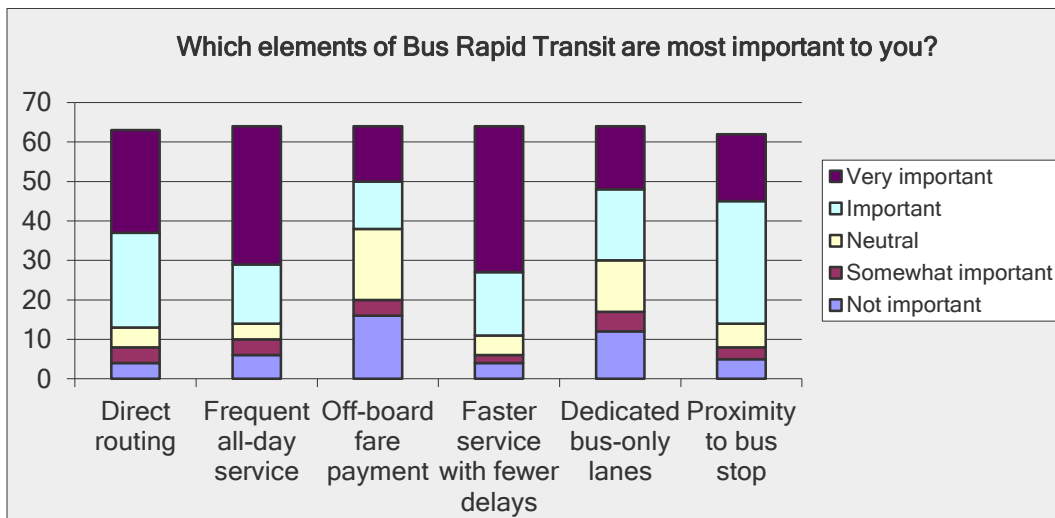
Meeting Attendees View Corridor Boards

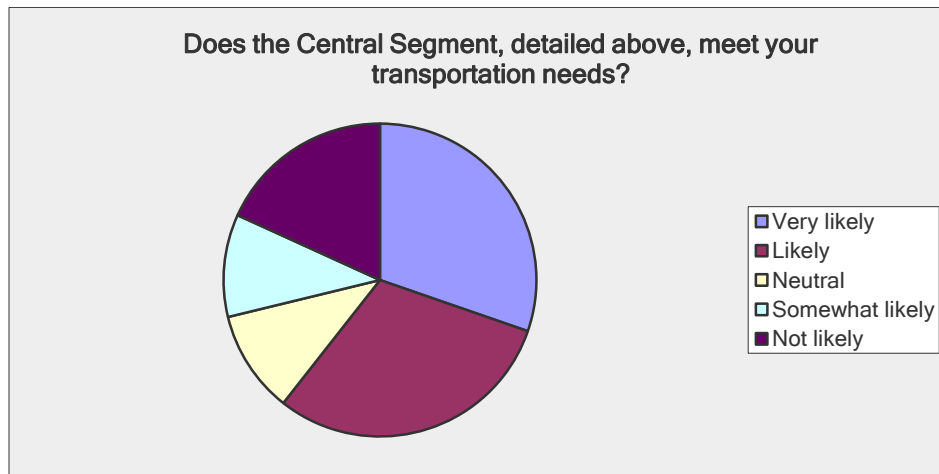
Question 1**Question 2****Question 2 Additional Comments**

- Very exciting—hope this happens!
- Not near a BRT route.
- Given current proposal, most likely only occasional use (I'm on the Johnson/Gorham corridor).
- I live beyond reach of the system and am retired.
- Bicycle commuter 10-12 months/year
- Would use if I lived near it.

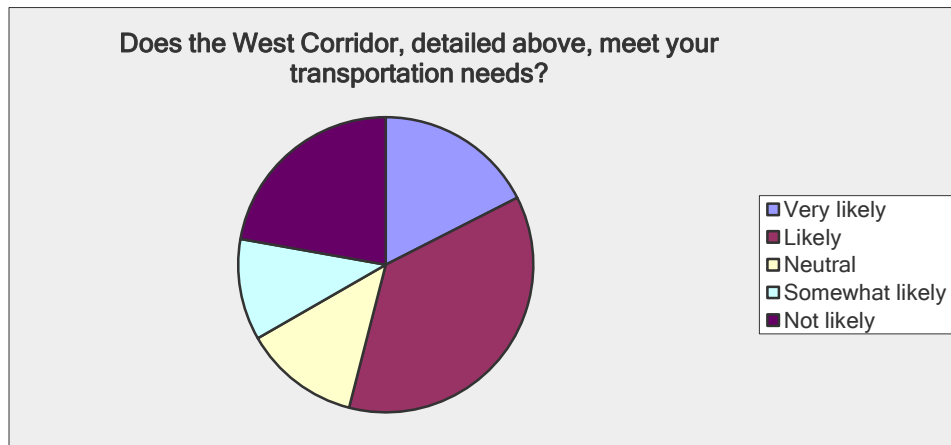
- Nowhere near my house.
- If there is a connecting bus to/from Melody and Independence to/from East Towne.
- There is not a bus stop close to my location.
- I pay too much in taxes for something we never use!!!
- I find it unfortunate that homeowners end up footing the bill all the time. These kind of taxes are making it impossible for middle- or lower-middle class people to own homes in Madison or Dane County.
- Depends on whether there would be a stop anywhere near my home.
- I frequently ride the bus from the Westmorland neighborhood to Middleton through the West Transfer point. The BRT would not serve my purposes, which is OK. But I am concerned if the BRT would adversely affect my Route 6 and Route 73 commute to Middleton. It's also difficult to reach Hilldale area which would be more difficult if the WTP is moved further west.

Question 3

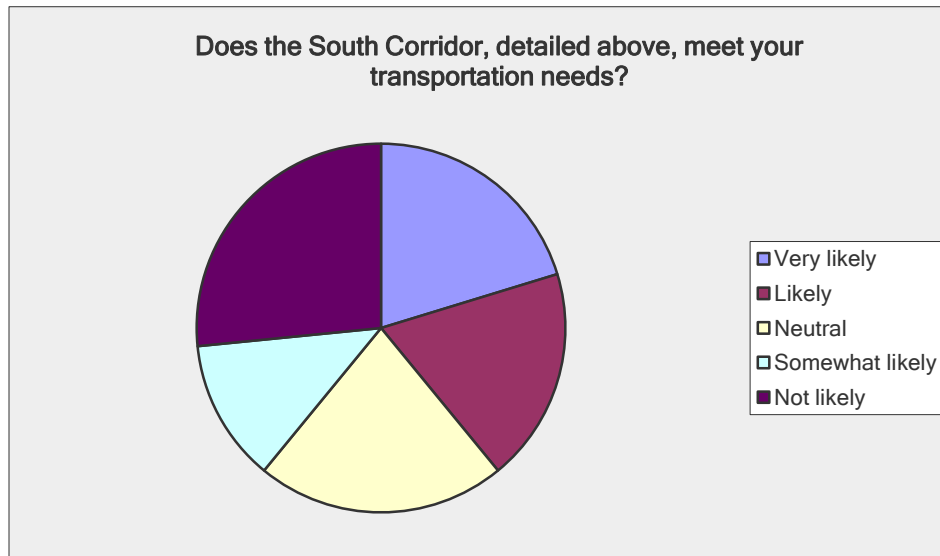


Question 4**Question 4 Additional Comments**

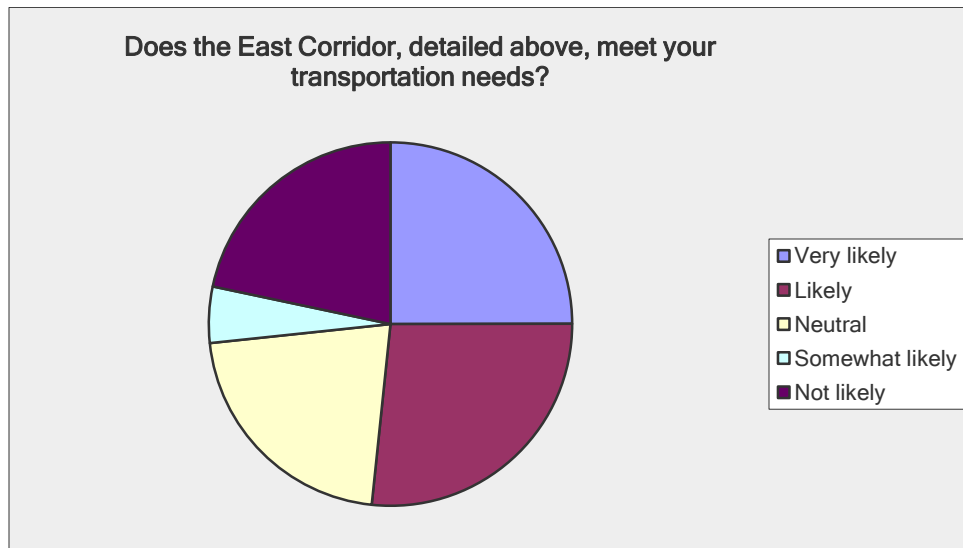
- At this point in my life, I'm a full-time bicyclist. I do not use a car, so rides will take away my bike riding, not reducing pollution.
- Sometimes—usually at night. In morning, I'd take the Johnson/Gorham corridor buses.
- I usually go down University and Johnson, mid-campus and Willy St. to Atwood.
- Do not frequently go downtown.
- I would prefer electric overhead rail service-cleaner and quieter.
- Concerned about BRT use of State St. and Capitol Square. It will diminish the "rapid" part of BRT.
- Why always the inner square?
- I'm really more interested in getting to the bike shop.
- Don't need capitol service if it would be faster to avoid.
- Don't care, lower our taxes!!!
- State Street, MATC & the VA Hospital are important to me.
- Commute from further down E. Wash corridor
- Would need to be longer extended on either end.

Question 5**Question 5 Additional Comments:**

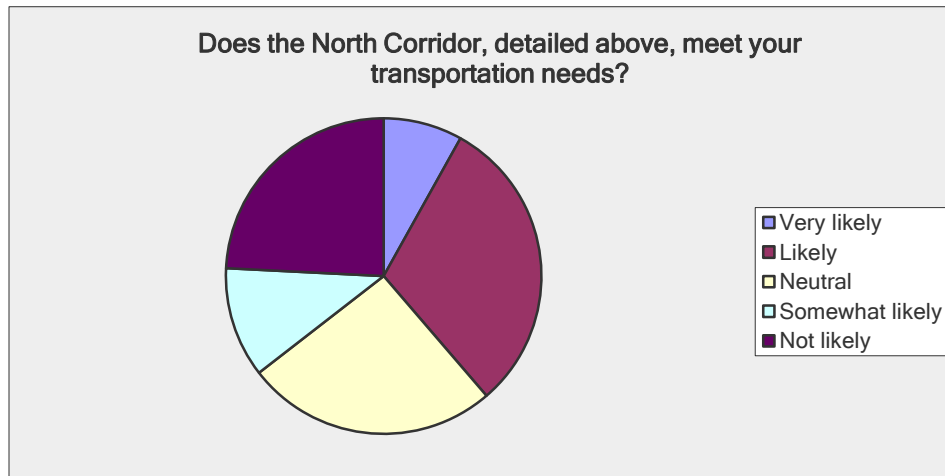
- I never go the Waste Side.
- Prefer Mineral Point (sic).
- Large portions of SW side underserved.
- Downtown and campus to West Towne is good for students.
- A stop on Segoe would be very helpful. Could become a "backdoor" entrance to Hilldale.
- I hope eventually to see an inter-city station.
- I'd like to see fixed guideway on University from Midvale to State St. If people see buses passing them, they will take the bus.
- Don't go West often.
- Prefer rail on University Ave. with bus shuttles.
- Verona
- Again, concerned about any BRT use of State St. and Capitol Square. Negative impact on "rapid."
- It would be nice if I could see the map better....very nice.
- Provided Odana variant reaches out to High Point as well.
- I would oppose side running (loss of on-street parking) on Whitney between Mineral Point and Regent.
- Is there planned service NW toward/into Middleton?
- DITTO
- I live in Westmorland area, so the BRT wouldn't serve me, but it's OK so long as a bus like Route 6 or 7 still goes through Westmorland.

Question 6**Question 6 Additional Comments**

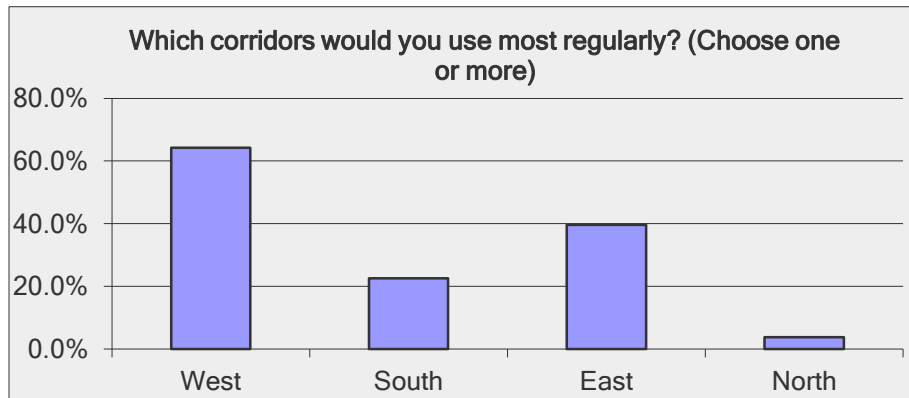
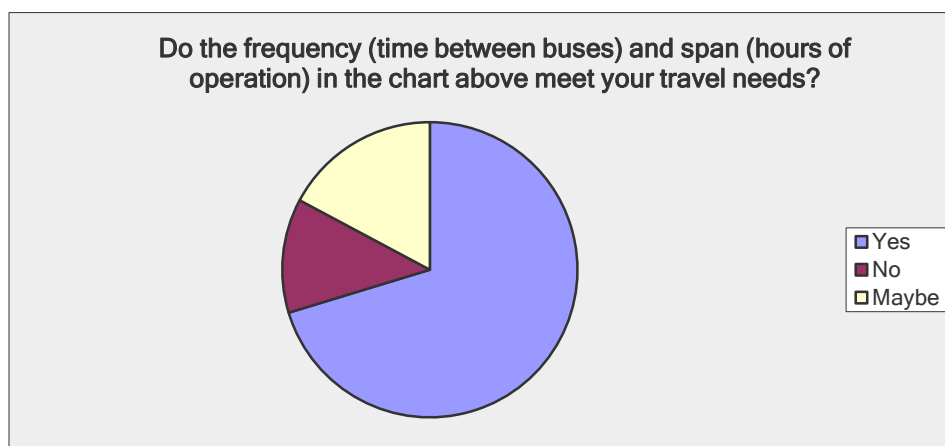
- This is a corridor not well covered now by transit.
- Yes! Access to GHC South will get me on it.
- Rarely travel down Park Street.
- I rarely travel Park St. due to car congestion.
- Again, do not use State St. and Capitol Square.
- Prefer to touch Hwy Pd.
- How would this affect residential areas?
- This is the nicest line of all so far.
- Don't travel south.
- Extend for 1.3 mile and 1 station to Library, City Hall, Sr. Ctr.
- Seldom need to travel south.
- Yes! Service to Fitchburg is a must.
- Doesn't apply since I don't travel that way.

Question 7**Question 7 Additional Comments**

- Please include bus shelters at Union Corners & East High stops.
- See above, though. I rarely take transit.
- Don't do the Wright St. loop.
- Campus and downtown to East Towne Mall and Madison College and airport would be best.
- Need fixed guideway on E. Washington. People need to see benefits of metro.
- Rail service is cleaner and quieter. Use busses as collectors between rail system and residential, commercial nodes.
- Stay off Capitol Square.
- Why wait till after the presentation to see larger maps...
- It would be nice to have easier access to the Airport.
- Would much prefer a stop at E. Wash and Stoughton.
- Take care of the crime at transfer points first.
- Doesn't apply since I don't travel that way.

Question 8**Question 8 Additional Comments**

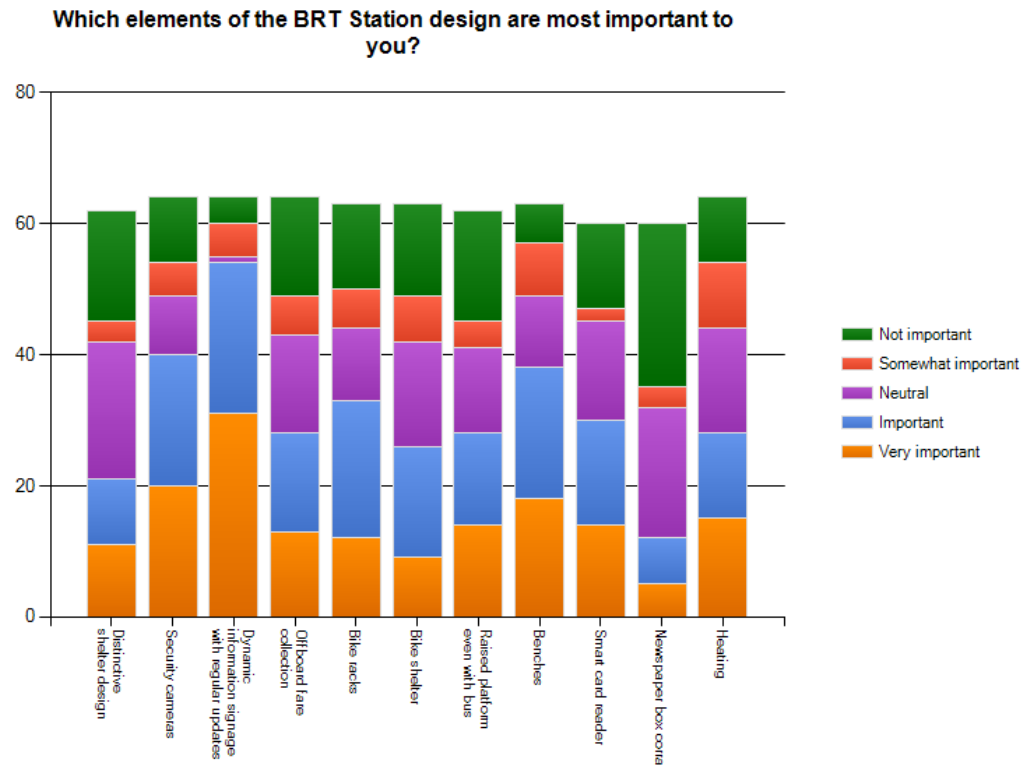
- Could the route come in closer to East High?
- Where I live and where I go (East side), this corridor wouldn't work for me.
- I like the service to the airport. Very important.
- The airport is a loser—look at taxi loading data and air travel data.
- Can't read map. Label better. Only go here for Mallards game or fireworks.
- The airport is important.
- 1. Partially likely with a smooth competition to the airport. 2. Also need direct connection to MATC.
- Wish it went to the airport that would encourage tourists to use it.
- Need to go to Packers and Scott and keep transference where it is.
- Prefer rail along E. Washington (or parallel to it in the existing corridor) with bus connection north from a rail stop/hub.
- Do not go on Capitol Square.
- Are you sure that's north?
- Would likely use only via airport.
- Take care of crime first.
- Doesn't apply since I don't travel that way.

Question 9**Question 10****Question 10 Additional Comments**

- Huge improvement over existing service?
- We need even more service, especially late at night (after midnight).
- You've got the hours for peak service wrong. Look at data from UW/Nelson Nygeard study.
- Needs to be extended. UW hospital shift work 11:00 pm. One shift starts and 11:30 another ends. More downtown service until about 2:30 am to reduce drunk driving.
- Even later on weekends would be great!
- Need to be long or m-stat at least.

- 5 am is too early for loud buses along University corridor residential zone. We are already inundated by noise from UW hospital and freight trains at crossings that should be upgraded to "horn free." I see very few bus riders past 11 pm and am not convinced a faster system will be better used.
- I grew up in Milwaukee where people don't keep a schedule (at least at that time). Go to the bus stop and wait within 10 minutes a bus will show up!
- Will there be holiday service? Would it be possible to extend weekend night hours to at least midnight?
- Would prefer transition to 15 min. until 7:00 p.m.
- Would prefer more frequent service Sunday midday, but it's no worse than metro at least.
- Peak and Midday service at 15 and 20 minute intervals also seem acceptable.
- Don't use, but pay for it!?
- Weekends need later evening busses
- Service should go later into the night, especially on weekends.
- Extend the PM peak to 630pm.
- Maybe extend pm peak to 7pm

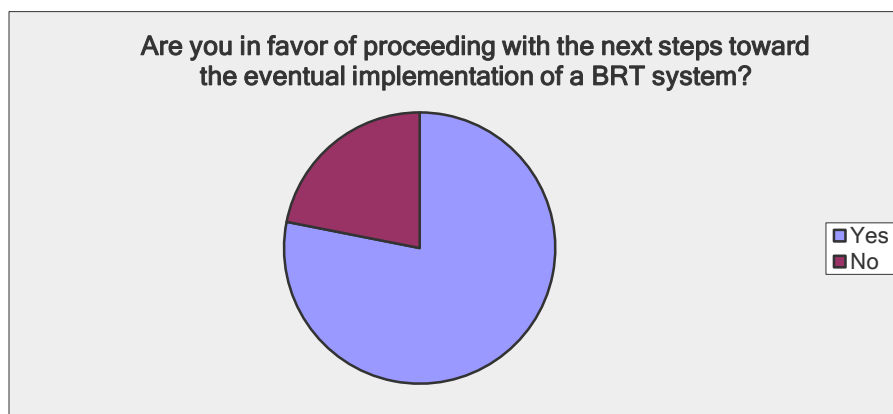
Question 11



Question 11 Additional Comments

- Good lighting at night.
- Don't choose bench material that is so cold/hot (metal). Choose wood?
- Ability to keep buses moving with commuter-jammed streets. How can you avoid buses being held up by moderate weather and crash-related traffic jams?
- Trash containers
- There needs to be enough lighting at night for safety and clarity. Bus stations need to accept cash as well as credit/debit. Beautify the bus stop areas by planting trees, shrubs, flowers.
- Is it safe to leave my bike there?
- Protection from wind as far to the ground as possible.
- Garbage cans, better lighting
- Benches should not allow patrons to lie down.
- Lower our taxes!
- Distinctive branding like calling the system the "M," Metro mover.

- We do NOT need a \$1,000,000 bus stop like in Virginia. They should be simple and protect riders from the elements. They don't need wifi or bike shelters or heat. Just walls and a roof.
- Police Man?
- Bike racks are a good idea, but I doubt I would feel safe leaving my bike there.

Question 12**Question 13**

Do you have any additional comments or input on the recommendations, planning process or next steps?

- BRT stops are great opportunities for neighborhood place making. Please consider making each one special within the overall BRT branding plan.
- This survey is confusing. Neutral usually means don't care either way, so having that third is out of sequence.
- Buses should be free. Stop subsidizing the car and motor vehicle system. It's important to make transfers very easy and seamless between BRT and regular Metro.
- Serve SW side of town. Ring road service.
- On the bus choose seating materials that can be easily cleaned and wiped down—fabric seats are disgusting...
- What about projecting farther routes to Middleton, Sun Prairie, etc.
- A great idea! Let's move ahead.

- Great branding for the City! Keep pushing Madison forward as a leader in all forms of alternative transportation. I do, however, wish there were more opportunities for dedicated bus lanes in this system. I think any/all opportunities to consider this when resurfacing/redesigning roads will greatly improve the system.
- I would like to see a plan to include inter-modal station/inter-city bus and on train service.
- Fixed guideways
- Yes, get implemented, thanks! Also, phone work with metro and Sun Prairie to get a connection as Sun Prairie has a significant population.
- I strongly believe a rail system from Sun Prairie to Middleton, with a radial system of bus service, is the only way to free our transit system from the tyranny of car-jammed roadways! What will be the air quality and the health impacts of running diesel buses through the University Ave/East Washington corridor? Using clear, electric rail is much healthier.
- Feeder lines S/B in line with BRT schedules
- Stay off State Street, use outer ring. Keep "rapid" in BRT.
- Possible system names: Flash Metro, Quick Bus, Speedy, Fast Ride. Will I be able to use my monthly pass to access the BRT system? Will I be able to buy monthly pass at the locations that currently offer them? Buses shouldn't be too cramped, shouldn't advertise on windows.
- Sometimes I think that the transit planners are from exotic places like Minnesota or Iowa. Just keep thinking about us poor people who have walked the streets of this town all our lives, we are getting tired....
- Do not cannibalize existing bus service. ADD to it only.
- Against using bike lane for bus on Whitney Way. Traffic does not back up in our neighborhood and there would be NO advantage to having a dedicated lane. Only an inconvenience for the residents and bikers in the area.
- Would prefer mixed traffic rather than side running or median lane on Whitney between Mineral Point and Regent.
- I am not in favor of the BRT because of the high cost and the fact that I will not be able to use it with any regularity.
- I am not in favor of higher taxes to pay for this system.
- The current system needs to be re-vamped so I am more inclined to take the bus. I live on the near east side close to the Great Dane and there is not a bus stop that I can use to get to work. If there was, it would still probably take about 45 minutes for me get to work.
- I only live about 3 miles away from work. The current system or any changes that will be made also need to take into account those who are living on the far edges of the city. Right now, it seems like the more populated areas are deemed more important.
- Please hold more public hearings.

- None these routes would help me and I DONT want to pay for it with tax money. You ride the bus you should be paying for it.
- Waste of money. Just bring another bus behind each other at busy points and times. Duh!
- Why must homeowners bear the brunt of the municipal services that basically benefit those who don't work or pay taxes? I pay almost \$7000 annually for garbage service, snowplowing, and yard waste pick up, which I am now "encouraged" to mulch or bring in to a site. Soglin proposes to raise taxes to upgrade bus service so the unemployed can ride and continue to beat up other passengers? Madison is rife with idiots whose primary purpose is to be the voice of special groups while the majority working class PAY. This liberal socialist haven is driving out conservative, hardworking citizens and will soon have no middle class workers because they can no longer afford to foot the bill for entitlement programs.
- I am being taxed out by the federal government through entitlement programs and Obamacare. Now the city of Madison and the county of Dane are going to make it impossible for me to continue to live in the city I work in.
- Security, security, security
- Extend BRT to the outlying suburbs, like Verona, with a park and ride, so one can park the car and ride into the city, no need for a car downtown. Brand the system. Call it the "M," "metro mover," for example. This could open up downtown to people that no longer will drive downtown. Use median or dedicated lanes so we really get RAPID transit.
- Please don't build this. We are taxed too much already. This cannot be afforded by the overtaxed residents of this County.
- This is way too much money for a system that will not have enough benefit. The only people who use it will just be people who ride the bus anyways. A much cheaper system that would actually help people is much more frequent normal buses during peak hours.
- Let the planning begin with local money from Madison and Fitchburg!
- Maybe more express buses, more extra buses on busy routes and a big PR campaign instead of BRT. Raise the price of parking downtown. Free bus rides for big downtown events.
- Would love to see this extend out to suburban communities. Sun Prairie to Madison, for example would be incredibly useful for commuter traffic. Traffic signal priority and exclusive ROW are the most important to me for establishing ridership... the fewer turns the better—route easier to follow and faster.
- Great ideal!!!
- I'm in favor of the BRT, only if it doesn't eliminate the Route 6, 7, and 73 buses which allow access from Westmorland neighborhood to Middleton. The nice thing about the West Transfer Point is it's more centrally located in the South West area of Madison. I realize there will be a need for a far west transfer point due to future growth, but right now, I hope it doesn't eliminate the current West Transfer Point.

Appendix

Appendix A

**Madison Area Transportation Planning Board
Transit Corridor Study
Public Meeting Agenda
6:00 – 8:00 PM, Monday, September 10**

1. Welcome
2. Introduction to Bus Rapid Transit (BRT) and project presentation
3. Question and answer session
4. Station review and community input
 - Station One: Project background and overview
 - Station Two: BRT working alignments

*Exercise – How might BRT change the way you travel throughout the Madison area? Using the four colored dots, place the **green dot** where you live, the **red dot** where you work, and each of the **blue dots** on two other of your top destinations.*

- Station Three: BRT components & amenities

*Exercise – Which components and amenities do you think are most important for a successful BRT system for Madison? Using the three **orange dots**, place them on your three top priorities. You may use them all for one priority, if you wish.*

- Station Four: Redevelopment opportunities and other potential impacts

Community Input

In addition to the exercises at stations two and three, 3 x 5 cards are available at each station as well as at the entry table. Please write down any comments, questions, concerns, or other feedback and place the card in the basket on the entry table.

Results from the public meeting will be available on the project website page and will be included in the Public Involvement Plan.

Project website: <http://www.madisonareampb.org/BRT.cfm>

Transit Corridor Study Public Meeting

**6 to 8 PM, Monday, September 10th
Madison Senior Center, 330 West Mifflin Street**

The Madison Area Transportation Planning Board (MPO), in cooperation with Metro Transit and the Capital Area Regional Planning Commission (CARPC), is leading a study to explore where and how to implement Bus Rapid Transit (BRT) in the Madison metropolitan area. The study is part of the Capital Region Sustainable Communities (CRSC) Initiative led by CARPC.

Bus Rapid Transit (BRT) is a high-frequency, limited-stop service that offers an improved customer experience on busy transit corridors. Faster service is accomplished by speeding passenger boarding, transit priority at traffic signals, and express service. Station improvements, information technology, and improved service reliability and vehicle comfort create a more user-friendly experience.

Please join planning staff and the consultant team at a public meeting to learn more about BRT and provide your input on what the Madison metropolitan area's potential BRT system might look like.

For more information on the BRT Study, go to <http://www.madisonareampo.org/BRT.cfm>
For more information on the overall CRSC Initiative, go to <http://www.capitalregionscrpg.org/>

Appendix B

Station Two/Exercise Three: *What other screening criteria should be considered?*

- Not sharing lanes, buses with bikes; very unsafe and a horrible idea
- Not above, works out fine to share with bikes
- Poor people don't have credit cards so allow cash prepayment and keep fares same as regular buses!
- With global warming and peak oil upon us, we need to reprioritize our transportation thinking. Key to this is to implement free buses (look at the success of the 80's routes on campus). We heavily subsidize the transportation system of the previous century – it's time for free buses, a public service like library, police, garbage, fire, etc.
- No fare buses in city like university buses. One note - \$.50 - to suburban towns. Pay from public taxation.
- Free service should be limited to Madison residents. Those from outside Madison should not be subsidized by Madison taxpayers.
- Maximize low-emission vehicles (including emissions from power plants building the buses, etc.).
- East transfer station is awful. The Woodman's transfer point is inaccessible to pedestrians in winter, i.e. no cleared sidewalks – terrible! The west transfer point looks dangerous to me, ditto south. I avoid all of them as a female on my own.
- BRT - go to Sun Prairie.
- Impact on existing bus routes.
- Impact on existing traffic on University Ave., East Washington and Park Street.
- How to create a network (grid?) of high-frequency transit routes to feed into BRT routes.
- Simplicity in the design (fewer turn = better).
- Move the most people safely and quickly at the least cost of ongoing subsidies.
- Why so many winding alternative? Keep the rapid in BRT – straight, direct, FAST!!!
- Stay off of State Street – it would be a “rapid” killer.
- Income (need for transit access).
- Air pollution reduction.
- Congestion mitigation.
- Parking demand reduction.
- Public health improvement (i.e. air quality, promoting walking).
- Distance to residences along walking paths (not as the crow flies, too misleading in Madison area).
- Opportunities to displace individual automobiles, i.e. a restricted bus lane on East Washington Ave.
- Strong coordination with local bus route service.
- Strong connections with bicycling opportunities to reinforce this mode of travel.
- Needs of those without cars.
- No winding routes. Keep it short and direct – people should use regular bus routes to access all the “winding” destinations. Don't “wind”.

Appendix C

Comment Cards (As Written by BRT Public Meeting Participants)

- Middleton's employment areas seem not to be fully "counted". For example, the maps don't show the UW Medical Foundation (500 jobs) and the Spectrum site that is under construction (another 500).
- Impact on ADA Transition Plan should be another screening tool for routes and stops. Metro is required by federal law to make progress on ADA compliance, including and BRT upgrades.
- Fast (transit) by any means, ethically, possible.
- Feasibility should include sensitivity analysis with gas price as major independent variable. What does gas price need to be to make BRT feasible? Steve Arnold
- BRT/express is less important than increasing number of places in the city with 30 minute or better service. If you're traveling after 6:30 P.M. M-F or on the weekend, most routes don't run at all or go up to once an hour.
- Is there a positive impact on ridership where employers provide Metro benefits? If yes, continue outreach to local employers, especially in development corridors, ala East Washington.
- Stations appear to be too close together. Use 1/3 to 1/2 mile. Screening for corridor analysis should have been 1/2 mile (not 1/4 mile). Try to consider walking distance (not crow flying). Steve Arnold
- Only goal 9 (TOD Development) is not related to transportation. Add goals for: parking demand reduction; health improvement; air pollution reduction; congestion mitigation. Steve Arnold
- Please include south corridor to essential facilities at, and vacant commercial land near, Fitchburg Civic Center (Fish Hatchery Rd. and Lacy Rd. or Research Park Dr. Steve Arnold
- Not RT. Please get a bus route out to Olson Elementary. Linden Park from Schroeder Park Ridge Elver area. Our parents can't ride public transportation to our school. Low income, very dense population. Also we have a large staff of 70 plus and 500 plus students. We would love to be connected to Madison!
- FAST. DIRECT. No winding routes!!! FAST!!!!!!!!!!
- Please consider extending the west corridor past West Towne to include roundabouts at future developments near UW Research Park.
- When designing this system it's important to take into account people's everyday needs like going to the grocery store. There should be stops at major stores like Woodman's East where I shop. Clinics too for medical care hospitals etc. plus housing like senior.
- Future map exercises should show the entire Metro service area. For example, most of Middleton was omitted from the maps used at tonight's input session.
- The North and East corridors are entirely logical but shouldn't there be additional corridors considered for the West Side, which is geographically much larger? For example, Monroe St. to Allied, and a route out to Middleton.

- Consider alternating BRT routes (buses) as follows: N – S, E – W, N – W, E – S (if feasible from a timing/scheduling standpoint, to provide more options with fewer transfers). Otherwise, the system builds in a bias for East – West and North to South service.
- Need direct connection from North Side to MATC.
- Expand NW on Northport instead of Airport. Airport not feasible – no ridership
- More redevelopment potential on Packers.
- Do not sacrifice biking. Roll bikes onto bus – racks in bus – will save time.
- North Sherman constricted; cannot expand.
- Add to the 9 point Good/Benefit list: Reduced complexity of getting from A to B. This is BRT's #1 benefit for me.
- Reduced obesity rates in cities with BRT's seems likely. Are there any studies? This would be a great selling point.
- Resist temptation to go to the airport.
- Have essential services at Fitchburg Civic Center (Lacy and Fish Hatchery Roads).
- I really think it's important to have park and rides on the beltline. I, personally, would never use them but if the suburbs can have a bus that travels, essentially non-stop, to downtown, that would really help increase ridership.
- MATC loop is irrelevant and redundant since there is now a shuttle.
- Eliminate loop by UW Hospital.
- Eliminate winding routes.
- Cottage Grove Express Bus.

Appendix D

**Madison Area Transportation Planning Board
Transit Corridor Study
Public Meeting Agenda
6:00 – 8:00 PM, Wednesday, April 15th**

1. Welcome and project overview
 - Bill Schaefer, Manager, Madison Area Transportation Board
 - Mayor Paul Soglin, City of Madison
 - Larry Palm, Chair, Capital Area Plan Commission
2. Bus Rapid Transit (BRT) Transit Corridor Study – Presentation of findings, Joe Kern, SRF
3. Question and answer session
4. Open house
 - Review of corridors (large boards)
 - Fill out community survey

Project boards can also be viewed on the project website www.madisonareampo.org/BRT.cfm

[The community survey can be accessed at www.surveymonkey.com/s/BRTCommunityInput](http://www.surveymonkey.com/s/BRTCommunityInput)

Madison Area Bus Rapid Transit Study

April 2013

Bus rapid transit (BRT) is high-frequency, limited-stop transit system that offers faster service and improved urban mobility. It is part of a larger family of premium or high capacity transit systems including subway, light rail, streetcar, and commuter rail. Bus rapid transit is a cost effective investment in the Madison area's major transit system – Metro Transit – that will build a network

of fast, high capacity transit corridors to assist in accommodating expected future transit ridership.

Most BRT systems share a few necessary features that distinguish BRT from regular bus service – direct routing, frequent all-day service, branding, and transit signal priority. Two levels of investment in bus rapid transit are available – Corridor BRT and Fixed-Guideway BRT.

Corridor BRT	Fixed Guideway BRT
<ul style="list-style-type: none"> Direct routing, fewer stops Frequent all-day service Branding Transit Signal Priority Off-board fare payment Minor traffic improvements Restricted lanes and mixed traffic 	<ul style="list-style-type: none"> Direct routing, fewer stops Frequent all-day service Branding Transit Signal Priority Off-board fare payment Minor traffic improvements Fully dedicated bus-only lanes

Corridor BRT systems – RapidRide (Seattle, WA), MetroRapid (Los Angeles, CA), and BusPlus (Albany, NY) – operate on the existing street network with minor changes to speed up bus service and keep it on time.

Fixed Guideway BRT systems – Emerald Express (Eugene, OR), the Orange Line (Los Angeles, CA), and the Health Line (Cleveland, OH) – use their own dedicated space within the roadway or on a separate alignment.



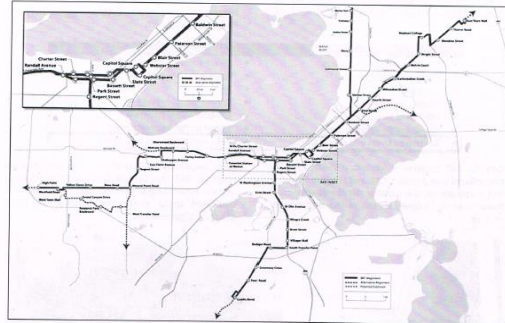
BRT systems use high capacity vehicles and distinctive stations with premium shelters, platforms, and maps and schedules. The system is given a simple service design with a unique identity that makes it easy to navigate for new and occasional users, similar to urban rail systems.

The Madison Area Bus Rapid Transit Study identified four corridors that are appropriate for BRT – west, south, east, and north, connected through a central common transit spine through the UW campus, Capitol Square, and Isthmus. It examined about 40 alignment alternatives in these corridors looking at existing transit use, potential for urban development, and the transportation network; as well as station locations; and identified the system below to study for feasibility. Although

these alignments were chosen for the study, further planning work and public engagement will determine the exact routing of the BRT system.

System Summary

- 21-22 miles
- 50-52 stations
- 15,500 weekday boardings
- \$138-192 million capital cost
- \$9.8 M annual operating



The proposed BRT system provides substantial travel time savings over today's bus service, primarily with more direct routing and by eliminating transfers. Maximum typical wait times for these trips are reduced from 30 minutes to 15 minutes. Mid-day estimated in-vehicle travel times are shown below.

Capitol Square to:	BRT	Existing
West Towne	34-36 min.	51 min.
Hatchery Hill	29 min.	40 min.
East Towne	26 min.	30-37 min.
Warner Park	19 min.	30 min.

Implementation of BRT would likely require a new funding source for transit.

Next steps for BRT are:

- Expand community engagement
- Refine alignments, stations, and project scope
- Identify implementation stages
- Detailed design and environmental analysis
- Secure capital and operating funding
- BRT supportive land use/transportation policies

For more information, contact:

Madison Area

Transportation Planning Board

A Metropolitan Planning Organization (MPO)

<http://www.madisonareampo.org/BRT.cfm>

Madison Area Bus Rapid Transit Study

Public Information Meeting

6 to 8 PM, Monday, April 15th

Madison Senior Center, 330 West Mifflin Street

The Madison Area Transportation Planning Board (MPO), in cooperation with Metro Transit and the Capital Area Regional Planning Commission (CARPC), has been leading a study to explore where and how to implement Bus



Rapid Transit (BRT) in the Madison metropolitan area and estimate its potential benefits, cost, and impacts. The study is part of the Capital Region Sustainable Communities (CRSC) Initiative led by CARPC.

BRT is a high-frequency, limited-stop transit system that offers faster service and improved urban mobility. Faster

service is accomplished by speeding passenger boarding, transit priority at traffic signals, less frequent stops, and in some cases restricted or fully dedicated bus lanes. Station improvements, information technology, and improved service reliability and vehicle comfort create a more user-friendly experience. BRT is part of a larger group of premium or high capacity transit systems, including various types of rail service.

The consultant team has nearly completed its work and will be presenting its findings for public review. Come learn about the potential for a Madison area BRT system and share your thoughts and comments.

For more information on the BRT Study, go to <http://www.madisonareampo.org/BRT.cfm>

For more information on the overall CRSC Initiative, go to <http://www.capitalregionscrpg.org/>

Appendix E

Survey Data

Question 1

Do you currently use Metro Transit?		
Answer Options	Response Percent	Response Count
Always	24.2%	16
Often	31.8%	21
Occasionally	24.2%	16
Never	19.7%	13
<i>answered question</i>		66
<i>skipped question</i>		2

Question 2

How likely would you be to use the BRT system?		
Answer Options	Response Percent	Response Count
Very likely	36.9%	24
Likely	29.2%	19
Neutral	4.6%	3
Somewhat likely	7.7%	5
Not likely	21.5%	14
Additional comments?		13
<i>answered question</i>		65
<i>skipped question</i>		3

Question 3

Which elements of Bus Rapid Transit are most important to you?						
Answer Options	Very important	Important	Neutral	Somewhat important	Not important	Response Count
Direct routing	26	24	5	4	4	63
Frequent all-day service	35	15	4	4	6	64
Off-board fare payment	14	12	18	4	16	64
Faster service with fewer delays	37	16	5	2	4	64
Dedicated bus-only lanes	16	18	13	5	12	64
Proximity to bus stop	17	31	6	3	5	62
<i>answered question</i>						66
<i>skipped question</i>						2

Question 4

Does the Central Segment, detailed above, meet your transportation needs?		
Answer Options	Response Percent	Response Count
Very likely	30.3%	20
Likely	30.3%	20
Neutral	10.6%	7
Somewhat likely	10.6%	7
Not likely	18.2%	12
Additional comments?		13
<i>answered question</i>		66
<i>skipped question</i>		2

Question 5

Does the West Corridor, detailed above, meet your transportation needs?		
Answer Options	Response Percent	Response Count
Very likely	17.5%	11
Likely	36.5%	23
Neutral	12.7%	8
Somewhat likely	11.1%	7
Not likely	22.2%	14
Additional comments?		17
<i>answered question</i>		63
<i>skipped question</i>		5

Question 6

Does the South Corridor, detailed above, meet your transportation needs?		
Answer Options	Response Percent	Response Count
Very likely	20.3%	13
Likely	18.8%	12
Neutral	21.9%	14
Somewhat likely	12.5%	8
Not likely	26.6%	17
Additional comments?		13
<i>answered question</i>		64
<i>skipped question</i>		4

Question 7

Does the East Corridor, detailed above, meet your transportation needs?		
Answer Options	Response Percent	Response Count
Very likely	25.0%	15
Likely	26.7%	16
Neutral	21.7%	13
Somewhat likely	5.0%	3
Not likely	21.7%	13
Additional comments?		12
<i>answered question</i>		60
<i>skipped question</i>		8

Question 8

Does the North Corridor, detailed above, meet your transportation needs?		
Answer Options	Response Percent	Response Count
Very likely	8.1%	5
Likely	30.6%	19
Neutral	25.8%	16
Somewhat likely	11.3%	7
Not likely	24.2%	15
Additional comments?		16
<i>answered question</i>		62
<i>skipped question</i>		6

Question 9

Which corridors would you use most regularly? (Choose one or more)		
Answer Options	Response Percent	Response Count
West	64.2%	34
South	22.6%	12
East	39.6%	21
North	3.8%	2
<i>answered question</i>		53
<i>skipped question</i>		15

Question 10

Do the frequency (time between buses) and span (hours of operation) in the chart above meet your travel needs?		
Answer Options	Response Percent	Response Count
Yes	70.3%	45
No	12.5%	8
Maybe	17.2%	11
Additional comments?		17
answered question		64
skipped question		4

Question 11

Which elements of the BRT Station design are most important to you?						
Answer Options	Very important	Important	Neutral	Somewhat important	Not important	Response Count
Distinctive shelter design	11	10	21	3	17	62
Security cameras	20	20	9	5	10	64
Dynamic information signage with regular updates	31	23	1	5	4	64
Offboard fare collection	13	15	15	6	15	64
Bike racks	12	21	11	6	13	63
Bike shelter	9	17	16	7	14	63
Raised platform even with bus	14	14	13	4	17	62
Benches	18	20	11	8	6	63
Smart card reader	14	16	15	2	13	60
Newspaper box corral	5	7	20	3	25	60
Heating	15	13	16	10	10	64
Other (please specify)						14
answered question						64
skipped question						4

Question 12

Are you in favor of proceeding with the next steps toward the eventual implementation of a BRT system?		
Answer Options	Response Percent	Response Count
Yes	78.1%	50
No	21.9%	14
answered question		64
skipped question		4

Question 13

Do you have any additional comments or input on the recommendations, planning process or next steps?	
Answer Options	Response Count
	35
<i>answered question</i>	35
<i>skipped question</i>	33