

## 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.

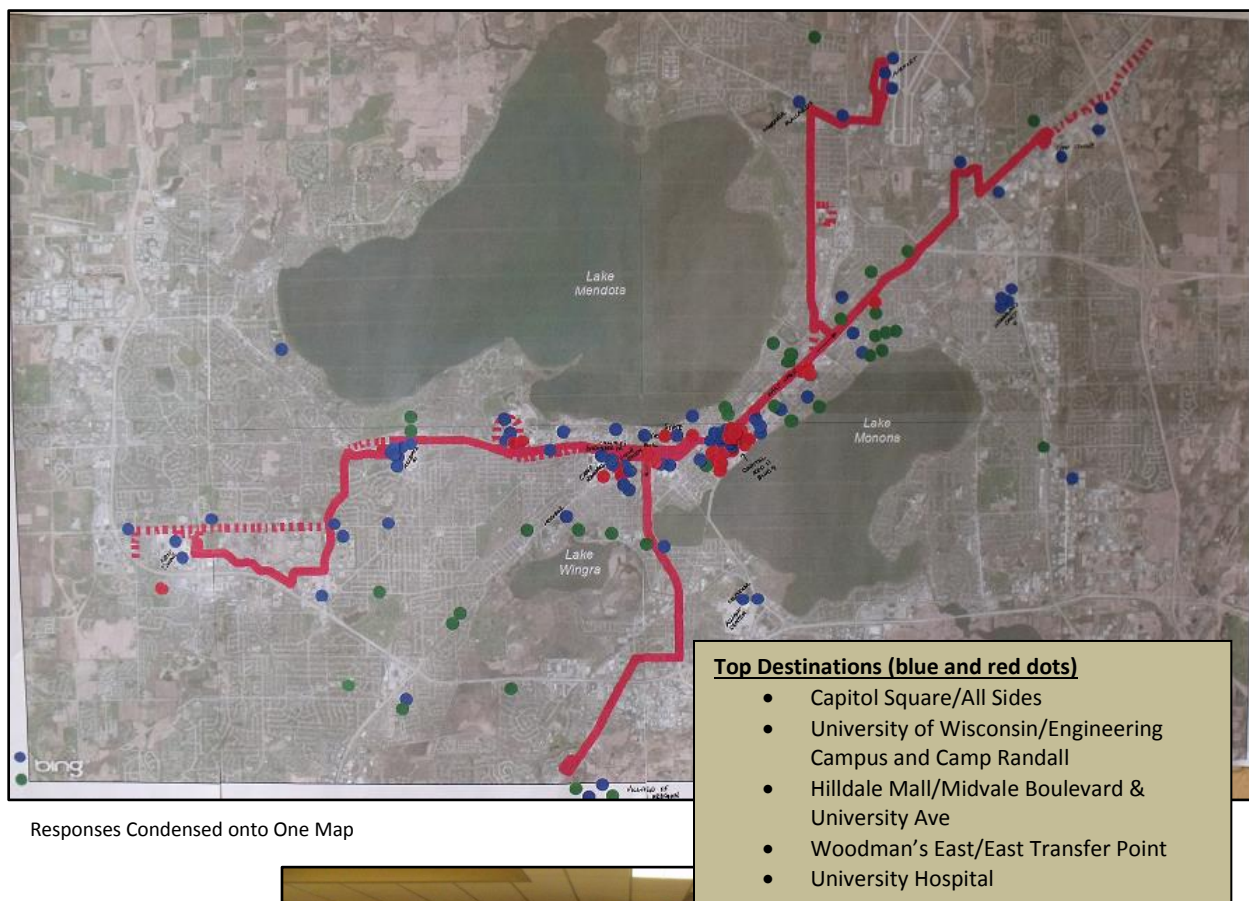


Boards from Station One

## 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

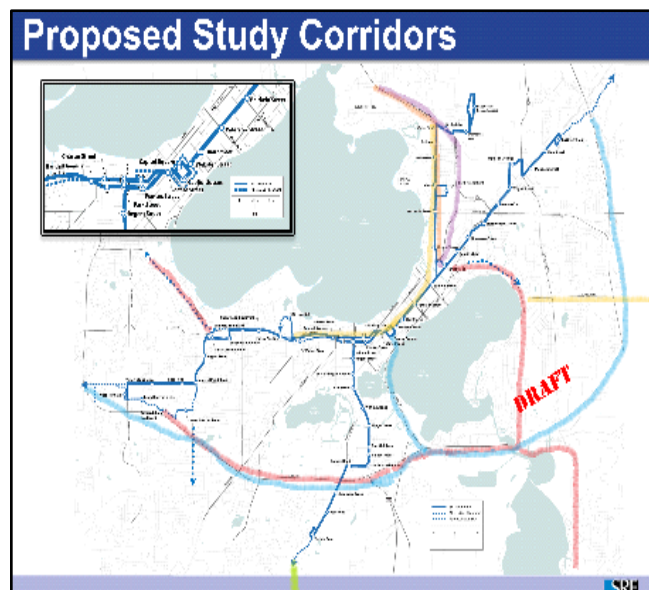


Attendees Place Dots on Corridor Maps in Exercise Two

**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?<sup>2</sup>**

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

<sup>2</sup> A number of attendees participated in this exercise more than once.

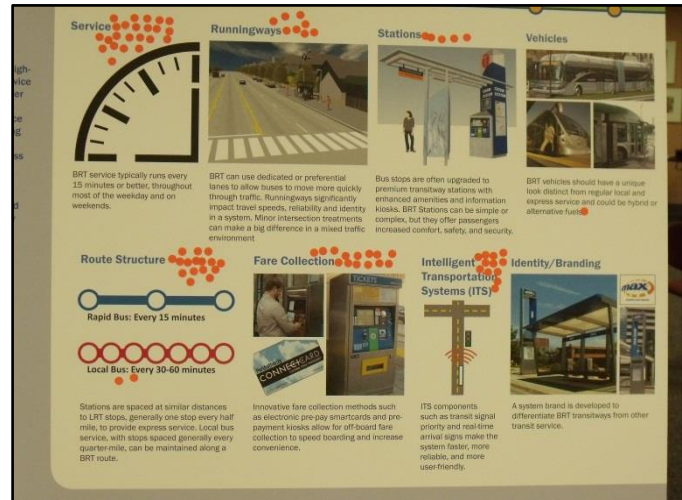


### Station Three: BRT Components and Amenities

#### **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)\*<sup>3</sup>
- Vehicles (1)
- Identity/Branding (0)



Preferred BRT Components and Amenities



Station Three Participants

<sup>3</sup> 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.<sup>4</sup> 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

<sup>4</sup> 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