Madison Corridor Bus Rapid Transit Study

Design Workshops
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Background

2012 Transit Master Plan

• Identified 5 priority corridors based on:
  – Ridership
  – Travel time savings

• City-wide analysis
  – Concept for corridor limits and type of service
Project need and goals

• Make transit faster and more reliable
• Make the transit rider experience better with more comfortable stops and faster boarding
• Enhance pedestrian connections
• Develop a parallel bike corridor
• Advance streetscape and public spaces
Current phase: Project Definition Study

- Statement of project purpose and need
- Develop and analyze two corridor design concepts
- Evaluate and screen framework for design concepts
- 10% design, engineering, and cost estimates
- Develop implementation strategy and identify elements for early application
Study outcomes

Develop a transit design concept that:

- Has community and elected official support
- Is backed by a viable phasing and implementation plan
- Positions the City for future funding opportunities to help design and build the project
Study approach and timeline

- **Needs & Goals**
  - Project Purpose & Needs Statement
    - Corridor Overview
    - Assessment of transit, pedestrian, bicycle, and auto conditions
    - Survey of parking and loading zones and usage

- **Existing Conditions**
  - Develop evaluation measures for comparing alternatives (e.g., ridership, cost, traffic impacts)

- **Evaluation Process**
  - Develop potential BRT design options including station locations and right-of-way configurations
  - Bicycle route planning for parallel bicycle facility

- **Alternatives**
  - Analysis of alternatives
  - Initial evaluation screening

- **Technical Analysis**
  - Early stage design for the preferred alternative (10%)
  - Bicycle corridor design (conceptual)
  - Cost estimates:
    - Capital cost estimates
    - Operating and maintenance cost estimates

- **Design and Cost Estimates**

- **Implementation Plan**
  - Funding strategy
  - Implementation plan

- **Outreach**
  - Phase 1
  - November 19-20 Design Workshops
segment overview
Segment: Waterfront-I-5
Segment: Waterfront-I-5
Segment: Waterfront-I-5

- One-way streets, 42-46’ curb-to-curb, 10-12’ sidewalks
- Generally two travel lanes plus diagonal parking
- Steep grades
- Transit connections at ferry, 3rd St/Link, 2nd & 4th
Segment: I-5-Broadway
Segment: I-5-Broadway
Segment: I-5-Broadway

- Narrow right-of-way – 66’, 46-49’ curb to curb
- Four travel lanes, two-way turn lane, sidewalks 8’-6”-10’
- Steep grades to west
- Access to major institutions
- Connection to streetcar at Broadway
Segment: Broadway-23rd
Segment: Broadway-23rd
Segment: Broadway-23rd

- Narrow right-of-way – 66’, 42-49’ curb to curb
- Four travel lanes, some parking, sidewalks 8’-6”-12’
- Irregular, large, multi-leg intersections
- Open space opportunities on triangular parcels/as part of new development?
Existing Transit Stops
brt design principles
BRT Design + Placemaking

- "Think Rail" while "Using Bus" to offer transit improvements
  - Enhanced Service Frequency/Fewer, Consolidated Stops
  - Signal Prioritization
  - Designated, Exclusive Bus Lanes
  - Precision Docking + Guidance Systems
  - Off-Vehicle Fare Collection
  - Real-time Passenger Information
BRT Design + Placemaking

• "Think Rail" while "Using Bus" to offer transit improvements
  – RTV’s: “Rapid Transit Vehicles”, not buses
  – Project Branding + Identity: Customized vehicles and stations, corridor identity
  – Custom Low-Floor Vehicles/Near Level Boarding
  – Passenger Friendly Waiting Environment
  – Pedestrian + Bicycle Improvements to facilitate access
Station Design

Median Station
Station Design

Median Station
Station Design

Curb-side station
Street Design

Downtown
Street Design

Cleveland State
Street Design

Median Planting
Street Design

Re-creating the urban forest
Street Design
Public Art Program

• 5 artists selected to work with Design Team to develop Integrated Art installations
  – Cliff Garten, Mark Howard, Nancy Dwyer, Arlene Watson, Joan Brigham

• 3 artists selected to develop Stand-Alone Art Installations
  – Scott Murase, Steve Manka, Nina Yankowitz
Public Art
Public Art

Steve Manka, “Chorus Line”
Wayfinding/Identity System
Transit Oriented Development

$5.8 BILLION IN NEW INVESTMENT resulting from the EUCLID AVENUE STREETSCAPE and BRT Project

$2.5 BILLION in RENOVATIONS AND EXPANSIONS

$3.3 BILLION in NEW DEVELOPMENT

$2.7 BILLION in PRIVATE

$3.1 BILLION in PUBLIC AND NONPROFIT