PLEASE BE SURE TO FILL OUT A COMMENT CARD BEFORE YOU LEAVE!

THANK YOU FOR JOINING US AT THE FIRST OPEN HOUSE FOR THE MADISON CORRIDOR BUS RAPID TRANSIT STUDY!

AGENDA
5:00-7:00 P.M.  PROJECT OPEN HOUSE
5:30 P.M.  BRIEF PRESENTATION

YOUR ROLE:
• LEARN ABOUT THE PROJECT
• ASK QUESTIONS
• SHARE YOUR IDEAS
• FILL OUT A COMMENT CARD

WELCOME!
WHAT IS THE STUDY ABOUT?

The goal of the Madison Bus Rapid Transit Project Definition Study is to advance implementation of high-capacity transit in this important east-west travel corridor.

The study will develop and evaluate two bus rapid transit alternatives that include transit facilities and operations, streetscape and pedestrian improvements, and a parallel bike facility. The study process will include on-going community engagement, particularly at key decision points.

STUDY OUTCOMES

This study will develop a bus rapid transit concept for the corridor that:

- Has stakeholder, public 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.
MADISON CORRIDOR OVERVIEW
**PROJECT TIMELINE**

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**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**
- Funding strategy
- Implementation plan

**Outreach**
- Phase 1: September 30 Open House, Stakeholder Interviews, Park(ing) Day Pop-up Event
- Phase 2
- Phase 3
- Phase 4
- Phase 5
**WHAT IS BUS RAPID TRANSIT?**

**Bus Rapid Transit (BRT) projects** include a range of improvements, from simple, low-cost features to higher-cost investments and greater degrees of transit priority.

### RANGE OF BRT FEATURES

**LOW**
- Fewer Stops
- Frequent Service - every 10-15 minutes every day and night
- Custom-Designed Low-Floor Vehicles and Shelters

**MEDIUM**
- Real-Time Arrival Information
- Priority at Traffic Signals
- Off-board fare payment
- Limited Bus-Only Lanes

**HIGH**
- Extensive Bus-Only Lanes
- Stations with Raised Platforms for Level Boarding
- Very frequent service - every 10 minutes and better

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**Custom Designed, Low-Floor Vehicles**

Image from Nelson\Nygaard

**Ticket machines and card readers at stops**

Image from Flickr user neighborhoods.org

**Level Boarding**

Image from Nelson\Nygaard
BRT AROUND THE NATION

INTERNATIONAL BRT EXAMPLES

- Mexico City, Mexico
- Guangzhou, China
- Johannesburg, South Africa
- Paris, France
- Leeds, England
- Sydney, Australia
- Curitiba, Brazil

Source: National BRT Institute
BRT FEATURES

- Custom-Designed Shelters
- Real-Time Arrival Information
- Ticket Machines at Stops
- Stations with Raised Platforms
- Public Art
- High-Quality Wayfinding

EmX, Lane County Transit District, Eugene, Oregon

- Extensive Bus-Only Lanes
- Custom, Low-Floor Buses
- Priority at Traffic Signals

Health Line, Greater Cleveland Regional Transit Authority, Cleveland, OH
**STAKEHOLDER FINDINGS**

**Here’s what we’ve heard** from interviews with community members, businesses, and other stakeholders.

### HOTSPOTS

- "As a pedestrian I feel like 12th and Madison is a speedway."
- "The intersection at Madison and Boren is chaotic."

### TRAFFIC

- "There needs to be more of a streamlined flow of people, reducing SOV’s would be good, hopefully BRT would help with that."
- "Madison is a nightmare... it needs two lanes of vehicle traffic."

### CURRENT CONDITIONS

- "It’s not a very pedestrian-friendly corridor. There are a lot of large plazas, corporate storefronts, small sidewalks, and a lot of hills."

### SUPPORT

- "Anything that helps buses get through the street would be good - because traffic can be bad!"

### CONCERN

- "Parking is kind of a non-issue for me since there is hardly any to begin with."
- "Businesses on Madison rely on parking and loading zones."
- "Parked cars do provide protection for pedestrians on sidewalks."
STAKEHOLDER FINDINGS

Let us know what you think by adding your notes to the board.

“HOTSPOTS”

TRAFFIC

CURRENT CONDITIONS

SUPPORT

CONCERNS

Please post a note here or write on your comment sheet.