

# WHY DO WE NEED THIS PROJECT?



**Transit service in the corridor needs improvement.** Bus service can be slow, unreliable and crowded during peak hours, and service could be more frequent.



**Population and employment density are high and growing.** The Madison Corridor connects Downtown Seattle with dense and growing mixed-use neighborhoods. Large-scale infill development is occurring and more is expected.



**Major transit hubs and lines are in need of an east-west connector.** Madison BRT would connect Colman Dock, Rapid Ride, Link, Downtown transit corridors, and the First Hill Streetcar, helping to form a network of frequent, high-capacity transit.



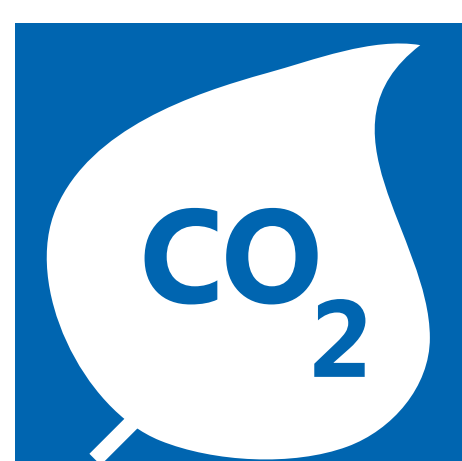
**Pedestrian and bicycle conditions could be made safer and more comfortable.** Although pedestrian and bicycle volumes are high and growing, there are limited facilities for cyclists and sidewalks and crosswalks are often substandard.



**The public realm could be made more attractive.** The corridor could be made a more pleasant place to spend time by adding more green space, places to sit, and more comfortable and attractive bus stops.



**Affordable access is needed to Center City jobs and the health, social services, and educational facilities on First Hill.** Higher-quality transit service could ensure that employees, patients, visitors, students, and staff have an affordable and convenient travel option.



**Greenhouse Gas (GhG) emissions are on the rise.** Seattle's Climate Action Plan relies on high capacity transit in major corridors including Madison.

Did we get it right? Why do you think this project is needed? Please post a note here or write on your comment sheet.



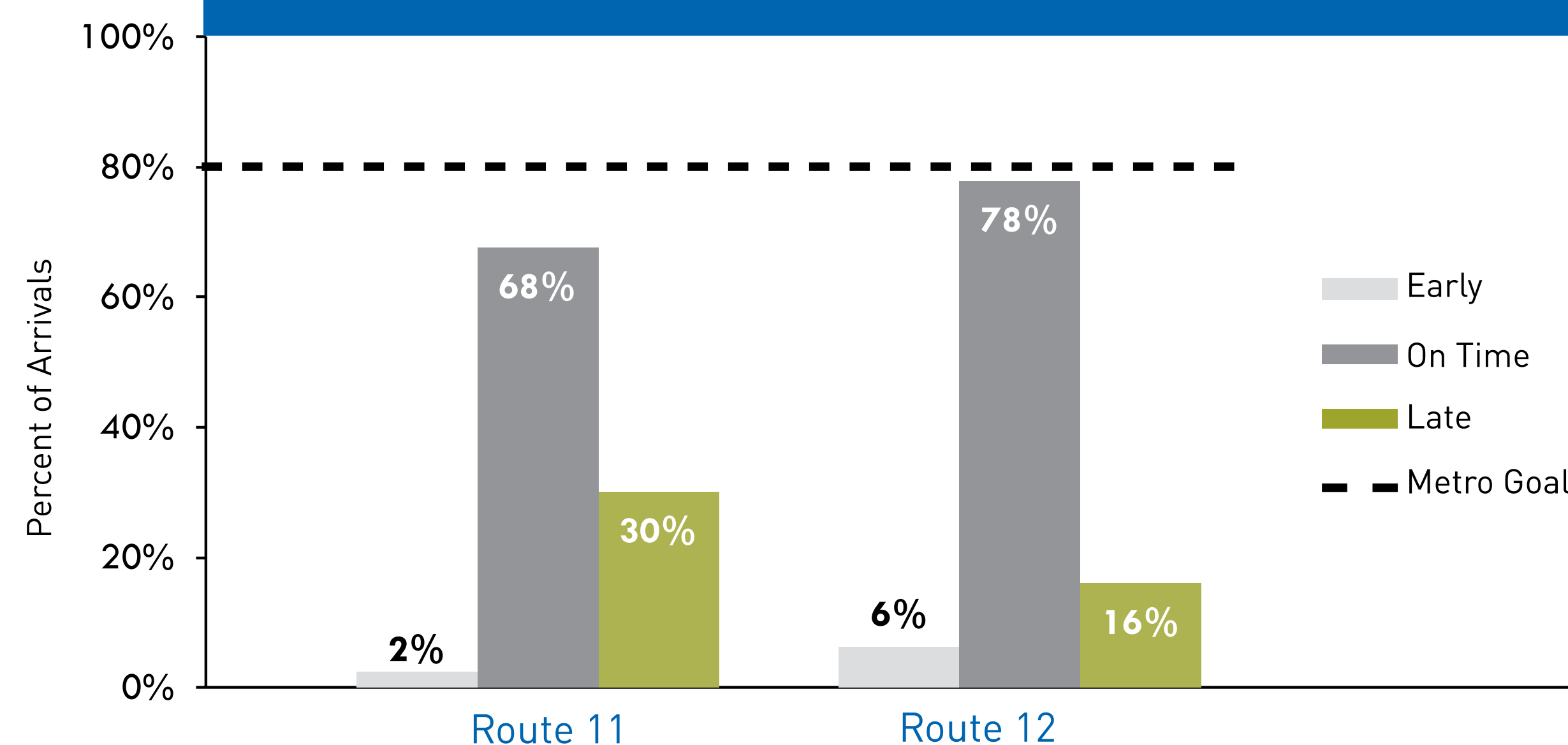
# NEED: IMPROVE TRANSIT SERVICE

Buses on Madison can be slow, unreliable and crowded during peak hours, and service could be more frequent.

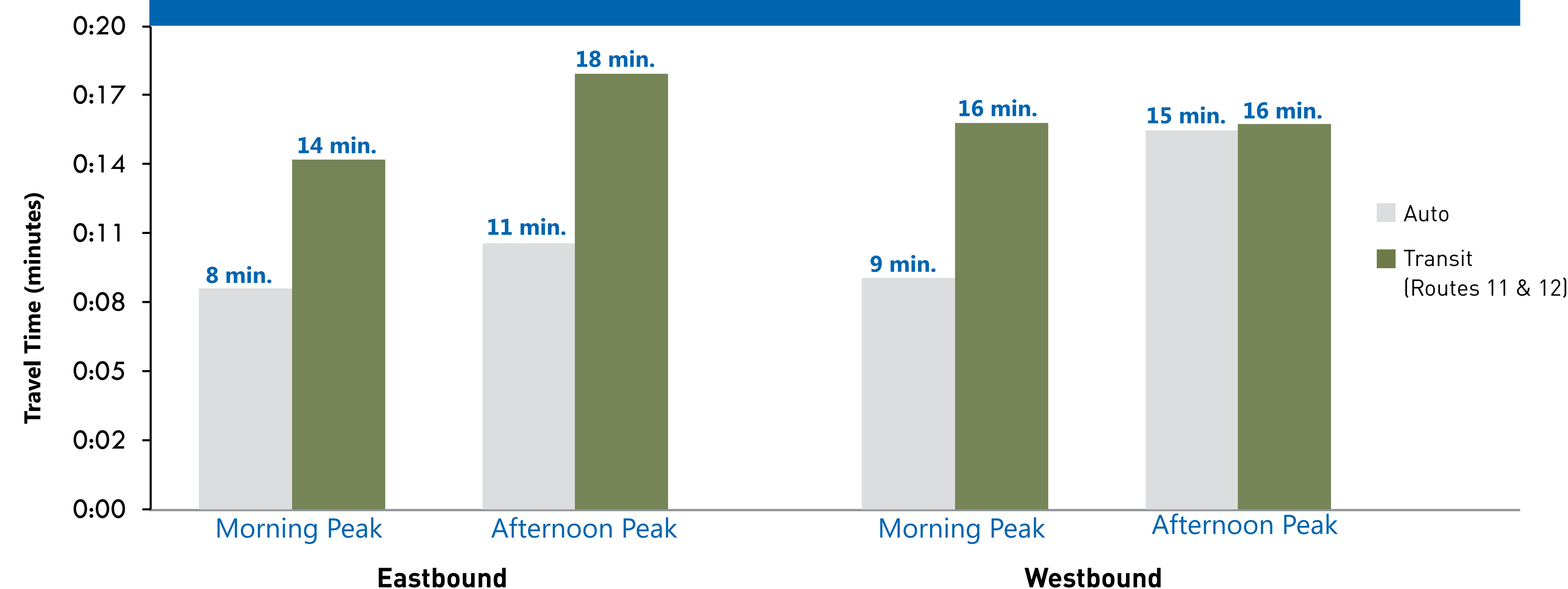
## TRANSIT SPEED AND RELIABILITY

- Close to one quarter of all trips on Routes 11 and 12 are more than 5 minutes late
- Bus trips are up to 67% slower than driving

### ON TIME PERFORMANCE



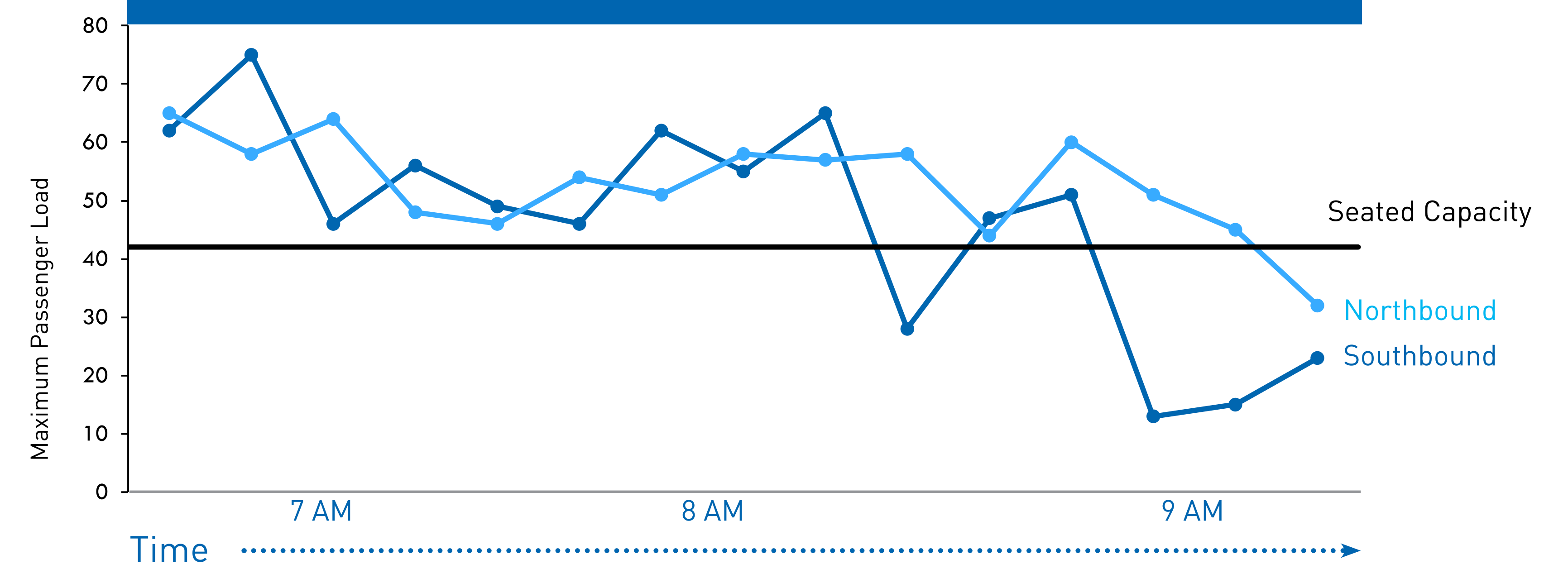
### TRAVEL TIME ON MADISON, 2ND AVE TO 23RD AVE



## BUS CAPACITY

- During the morning peak, maximum loads on over 80% of trips on Route 12 are standing room only

### ROUTE 12 MAXIMUM PASSENGER LOADS, 7-9 AM





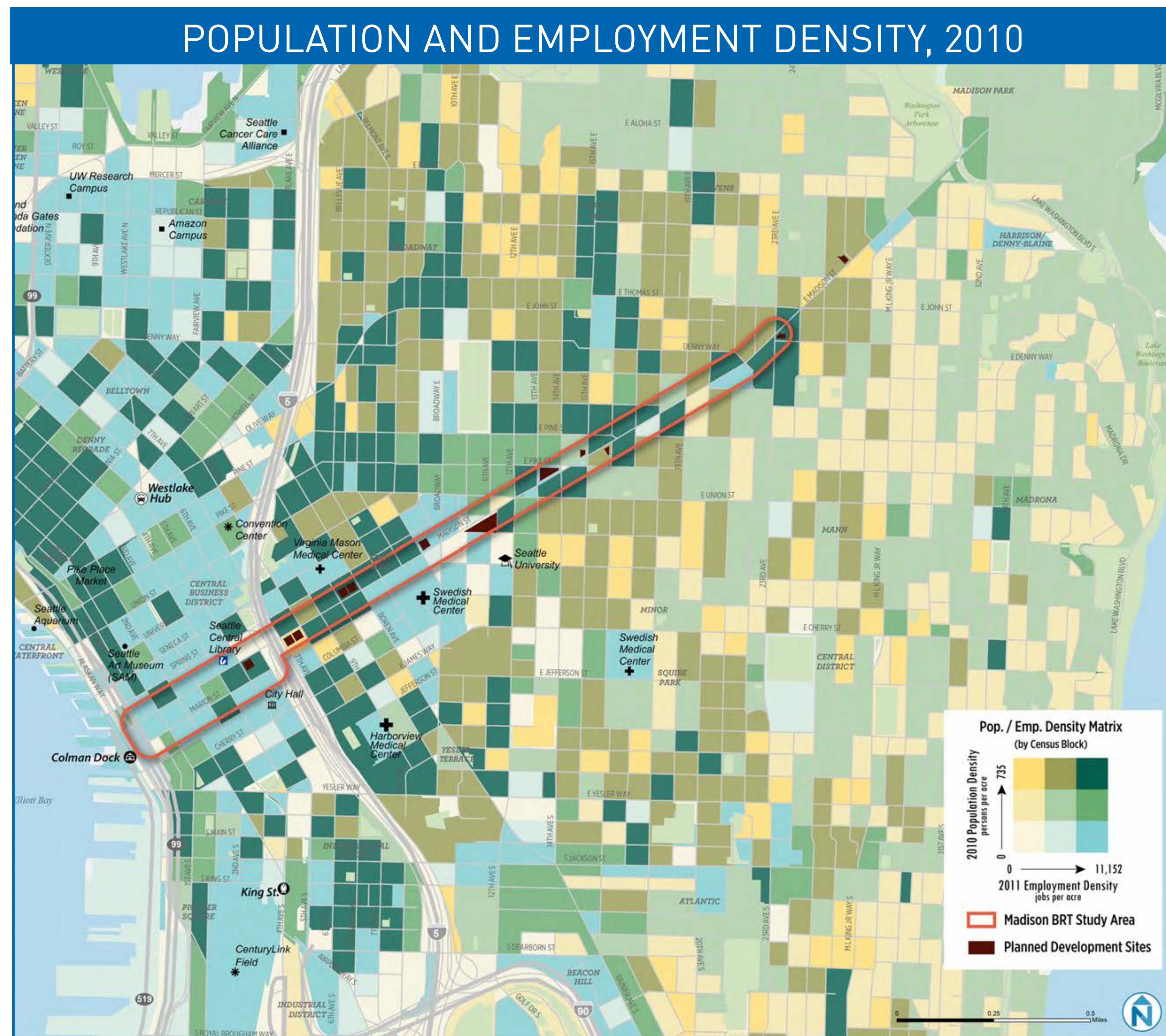


# NEED: SERVE GROWING DEMAND

The Madison Corridor connects Downtown Seattle with dense and growing neighborhoods. Large-scale infill development is occurring and more is expected.

## POPULATION AND EMPLOYMENT

- Nearly 30% of Seattle's jobs and 10% of the City's population are within a half-mile of Madison, a total of 130,000 jobs and 50,000 residents



## FUTURE GROWTH

- By 2035, the area within a half-mile of the Madison Corridor will host 60,000 new jobs and 20,000 new residents

60,000 NEW JOBS



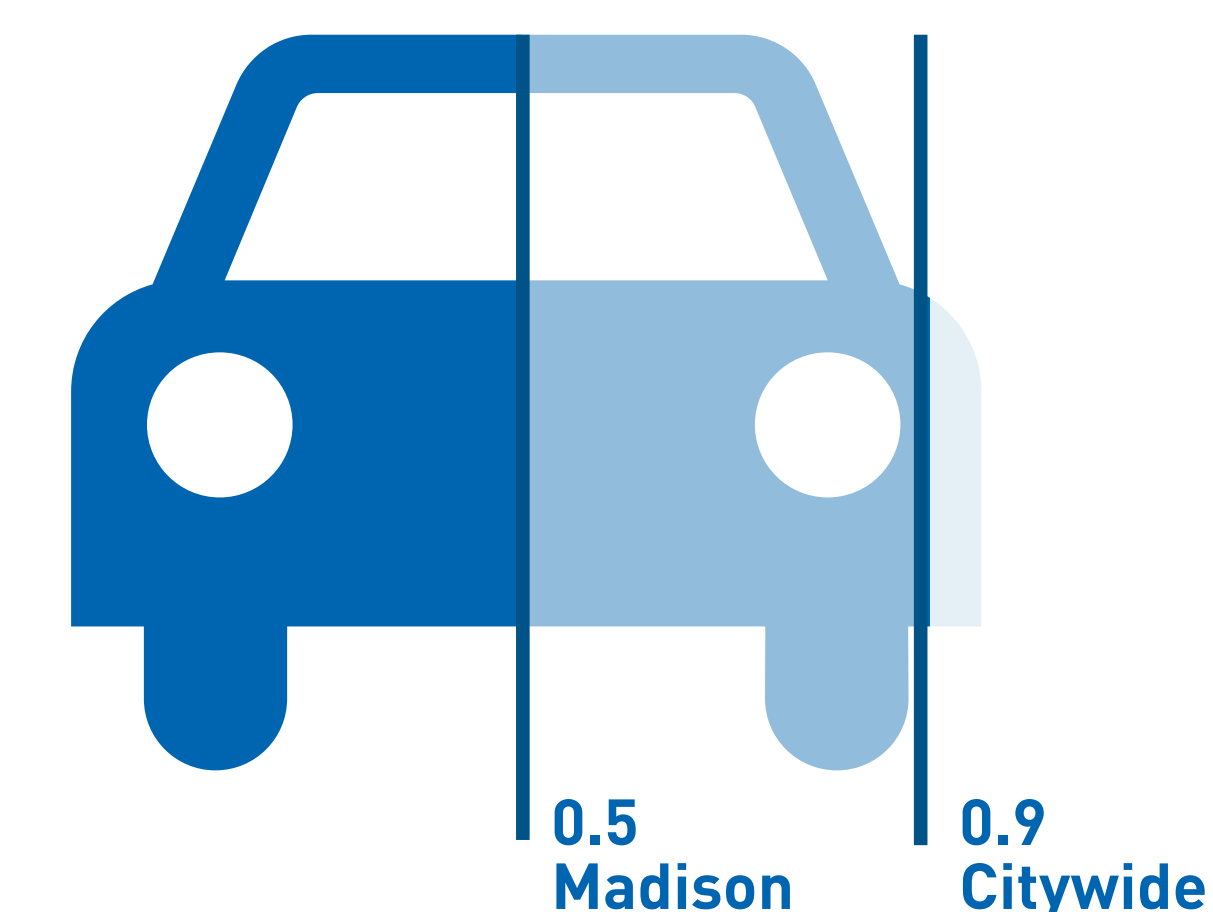
20,000 NEW RESIDENTS



## CAR OWNERSHIP

- The number of automobiles per person within a half-mile of Madison is about half the citywide average

VEHICLES PER CAPITA







# NEED: PROVIDE TRANSIT CONNECTIONS

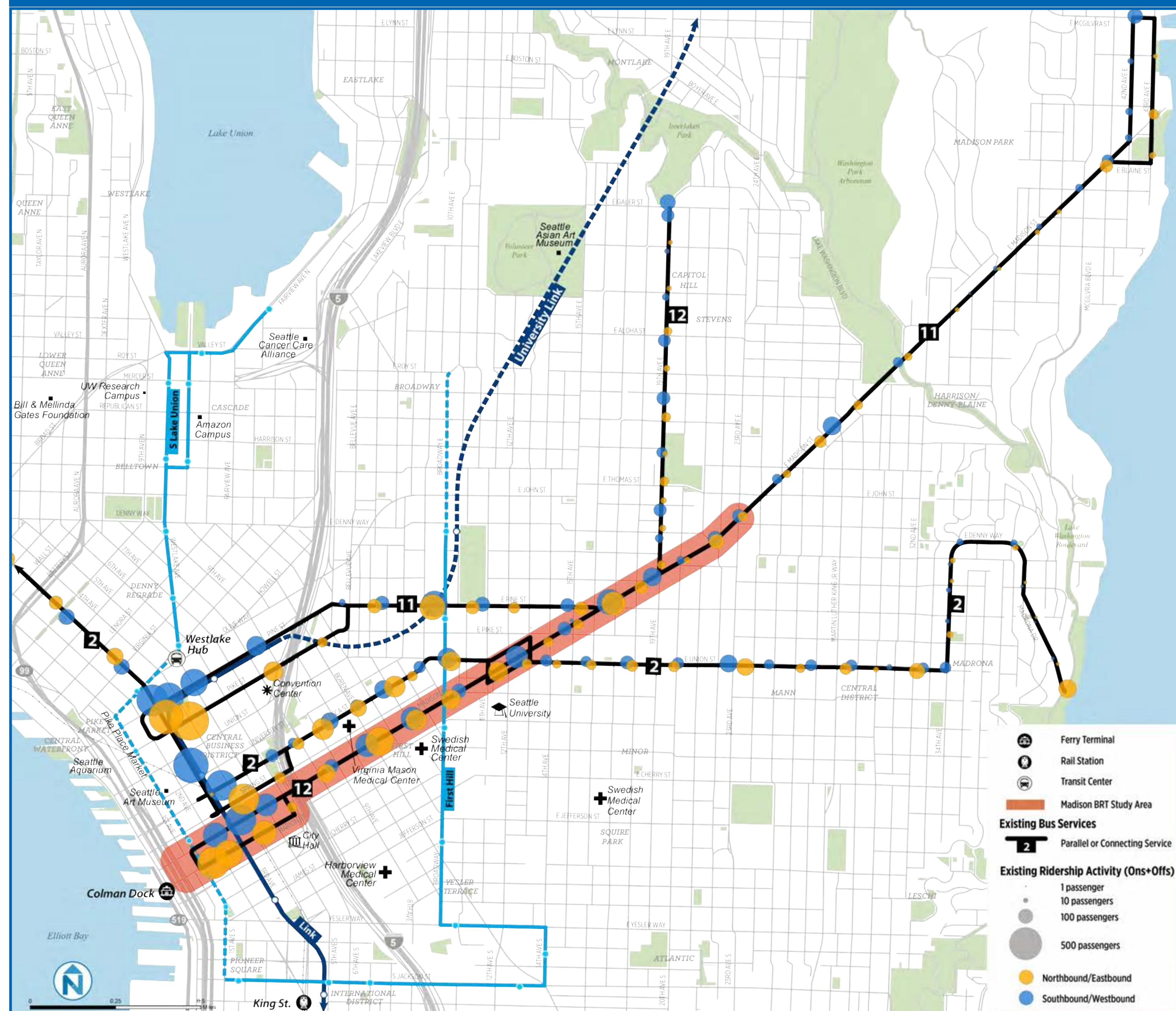
Madison BRT would connect Colman Dock, Rapid Ride, Link, Downtown Transit Corridors, and the First Hill Streetcar, helping to form a network of frequent, high-capacity transit.

## TRANSIT RIDERSHIP

- Already, over 30,000 people a day board at stops within a half mile of Madison

Note: Includes Routes 2, 3, 4, 8, 10, 11, 12, 43, 48, 49, and 60

### DAILY TRANSIT BOARDINGS

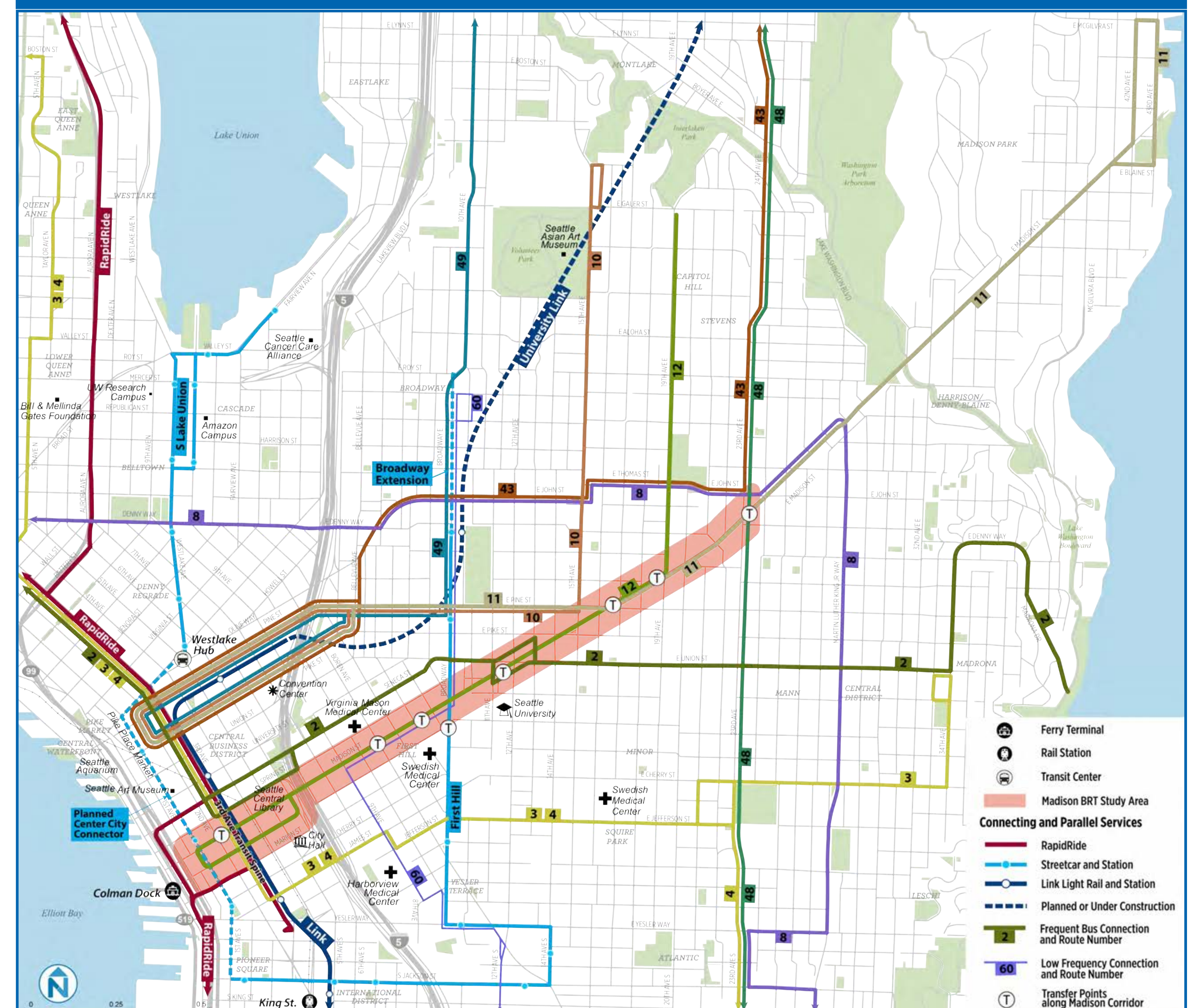


## TRANSIT CONNECTIONS

- Over 8,000 passengers arrive at Colman Dock each weekday, more than 80% traveling by foot

Note: Data based on average weekday boardings on Bainbridge-Colman Dock and Bremerton-Colman Dock for a sample week in May 2014

### TRANSIT NETWORK

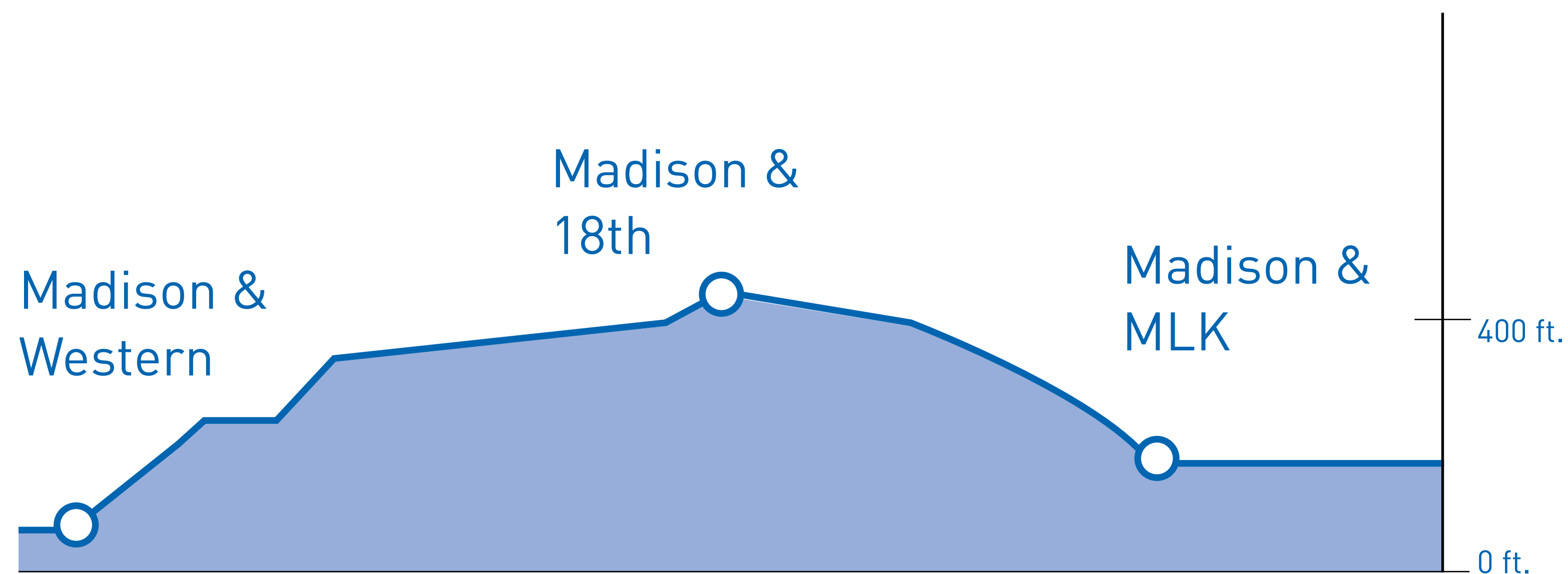




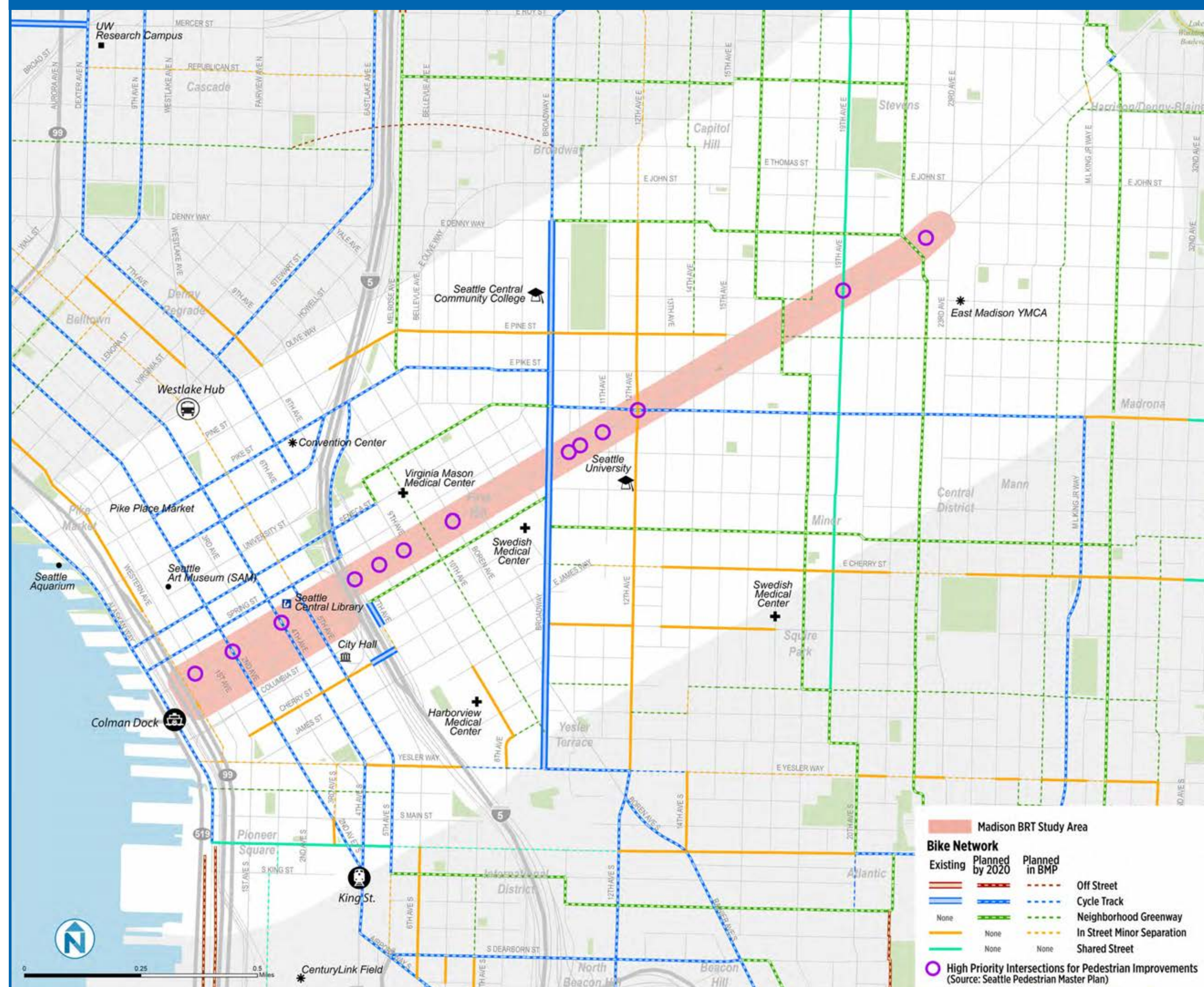


# NEED: IMPROVE MOBILITY FOR CYCLISTS & PEDESTRIANS

Although pedestrian and bicycle volumes are high and growing, sidewalks and crosswalks are often substandard, and there are limited east-west facilities for cyclists.



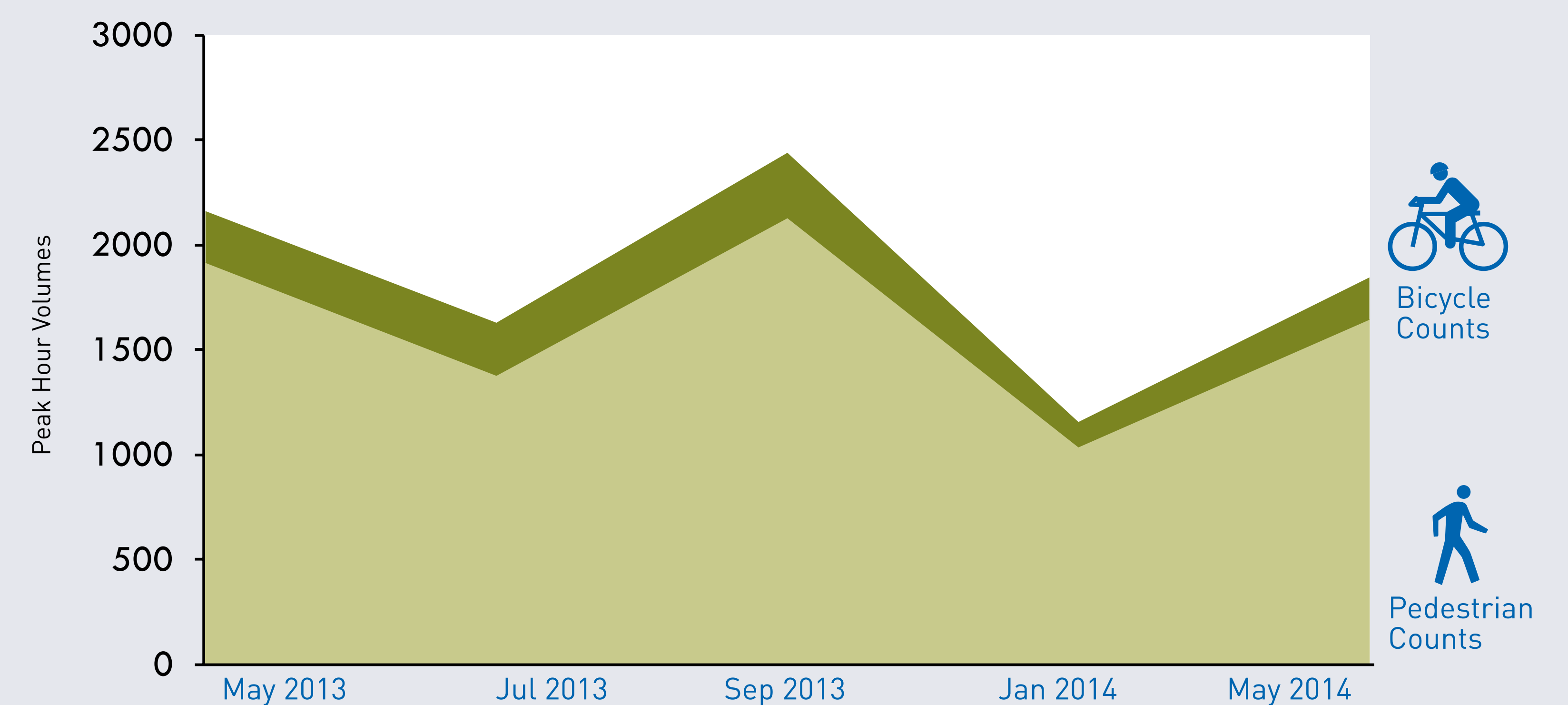
## BICYCLE NETWORK



## BICYCLE & PEDESTRIAN CONDITIONS

- Steep grades contribute to the need for a high-quality bicycle route, yet there are few safe, dedicated east-west facilities in the corridor today
- Sidewalks are narrow and crowded in places, and long street crossings help to discourage walking
- Over 1,000 pedestrians and cyclists a day travel through Madison & 12th

## BICYCLE AND PEDESTRIAN COUNTS, MADISON & 12TH

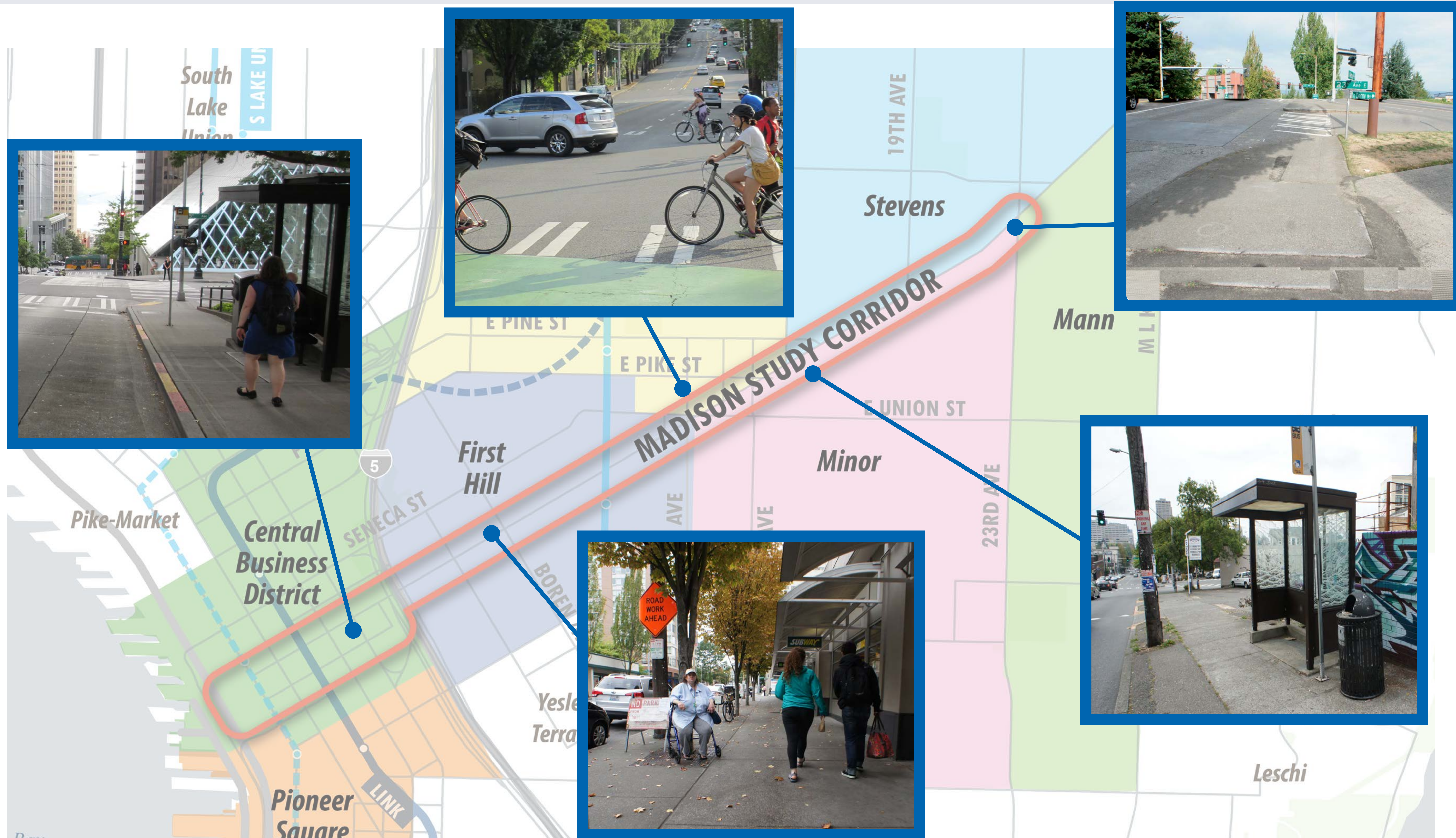






# NEED: IMPROVE THE STREETScape

The corridor could be made a more pleasant place to spend time by adding more green space, public plazas, streetscape features, places to sit, and more comfortable and attractive transit stations.







# NEED: AFFORDABLE CONNECTIONS TO JOBS & SERVICES

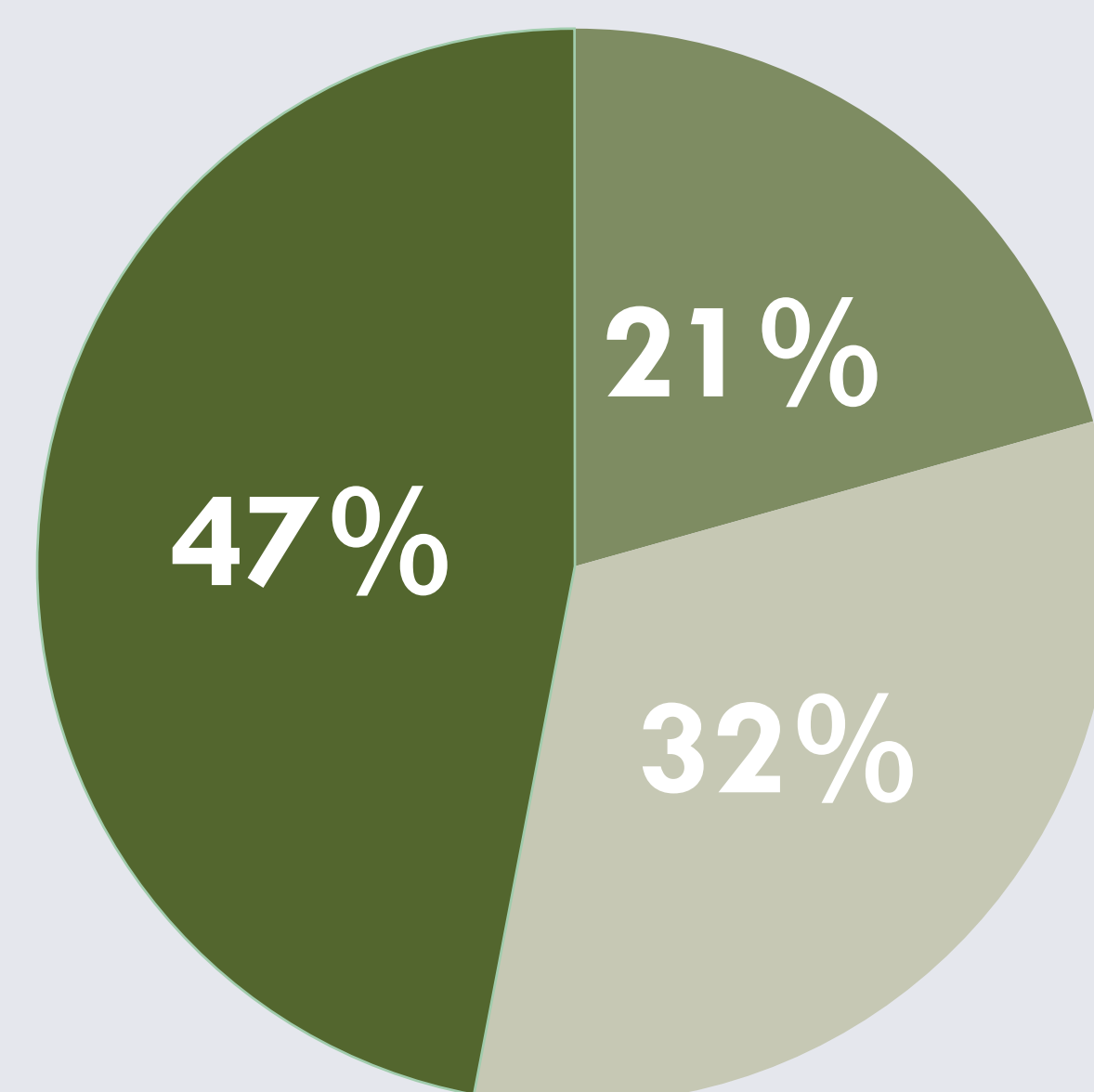
Higher-quality transit service could ensure that employees, patients, visitors, students and staff have a travel option that is both affordable and convenient.

## MADISON EMPLOYMENT & SERVICES

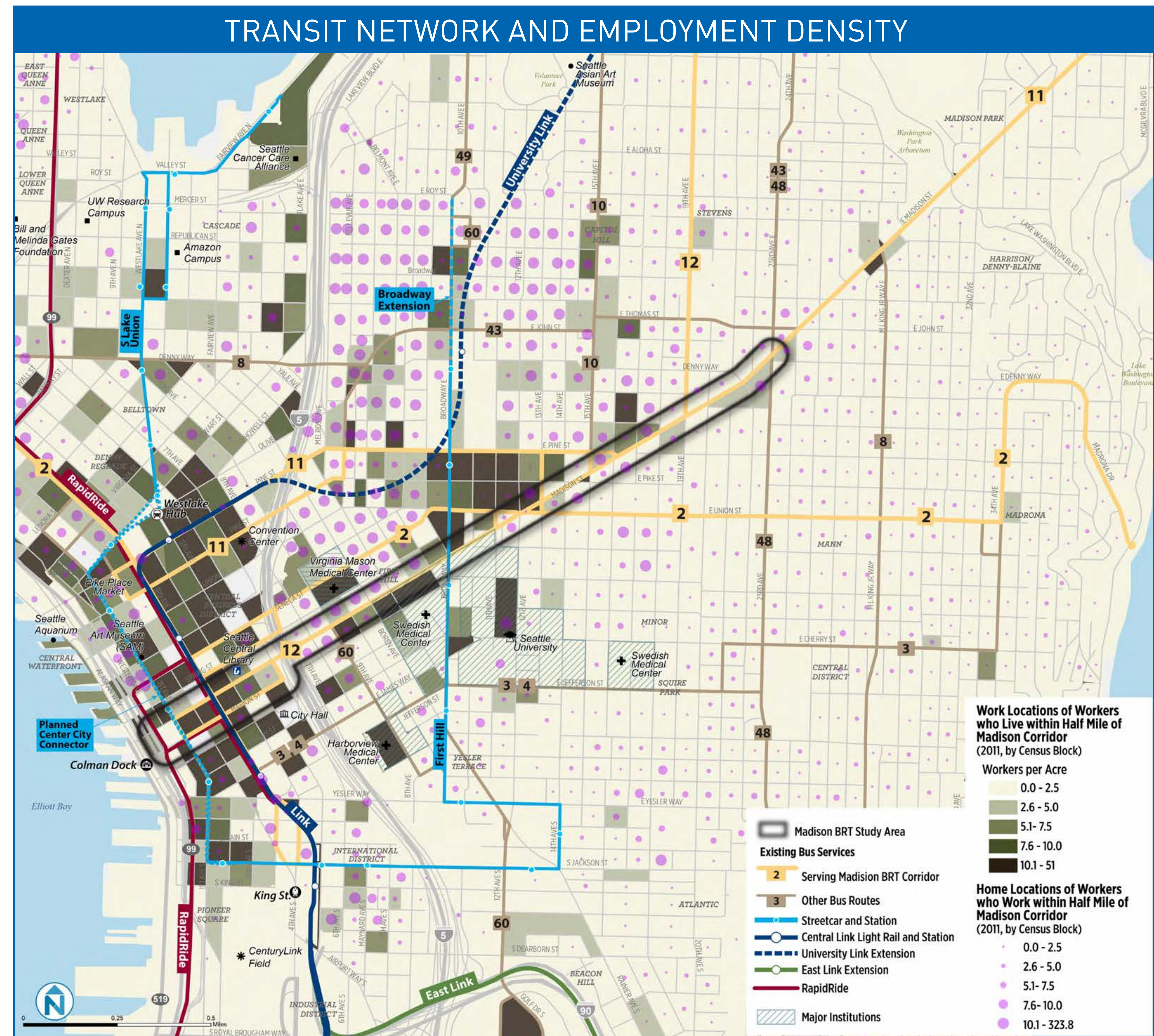
- 44% of residents within a half-mile of Madison also work in the corridor
- 46% of workers within a half-mile of Madison are low- or medium-income

### MADISON AREA WORKERS BY INCOME

- Jobs earning \$1,250/month or less
- Jobs earning \$1,251 to \$3,333/month
- Earning over \$3,333



Source: US Census Longitudinal Employer-Household Dynamics (LEHD) data







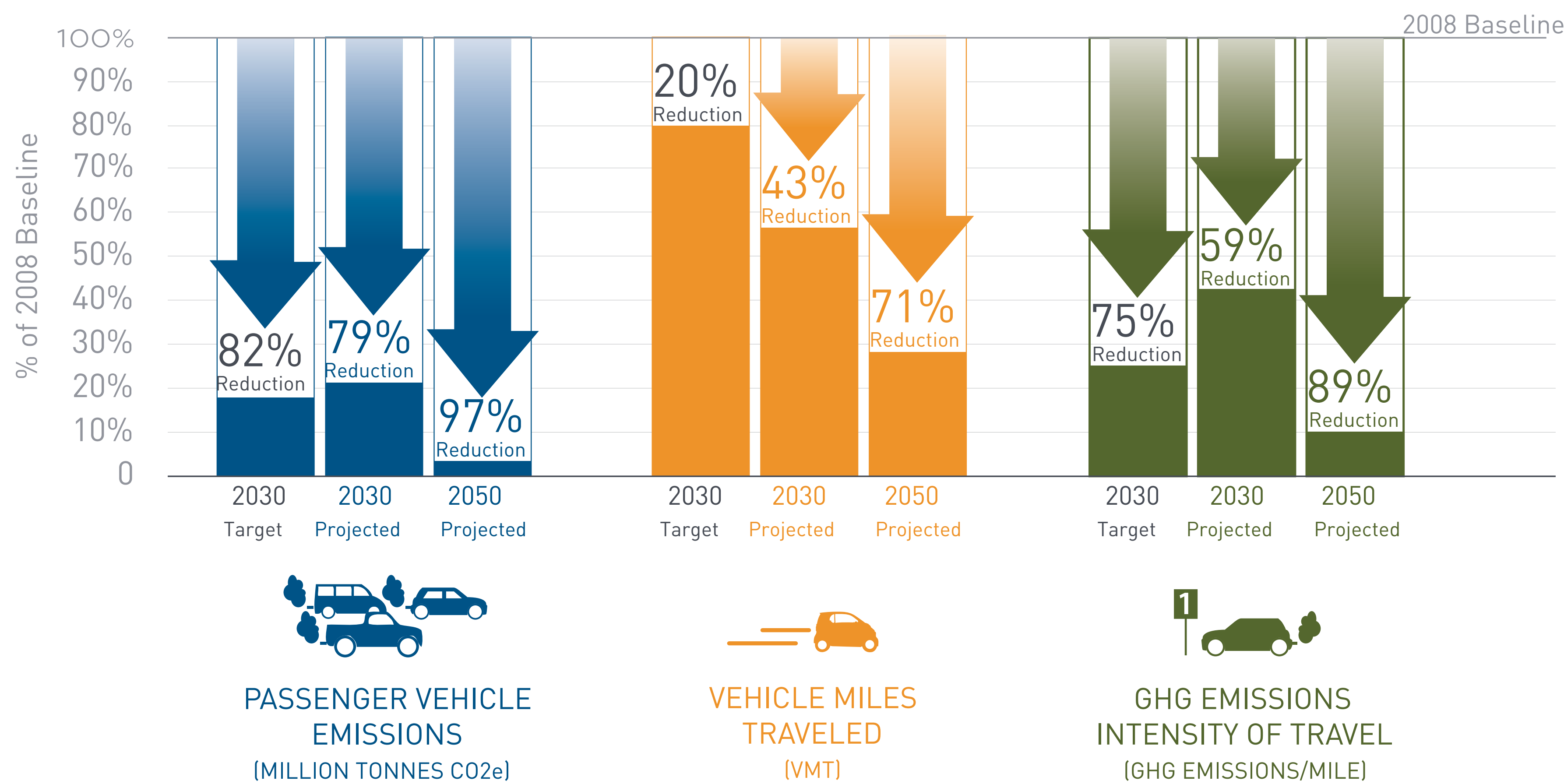
# NEED: REDUCE GREENHOUSE GAS EMISSIONS

Seattle’s Climate Action Plan relies on high capacity transit in major corridors such as those in the Transit Master Plan, including Madison.

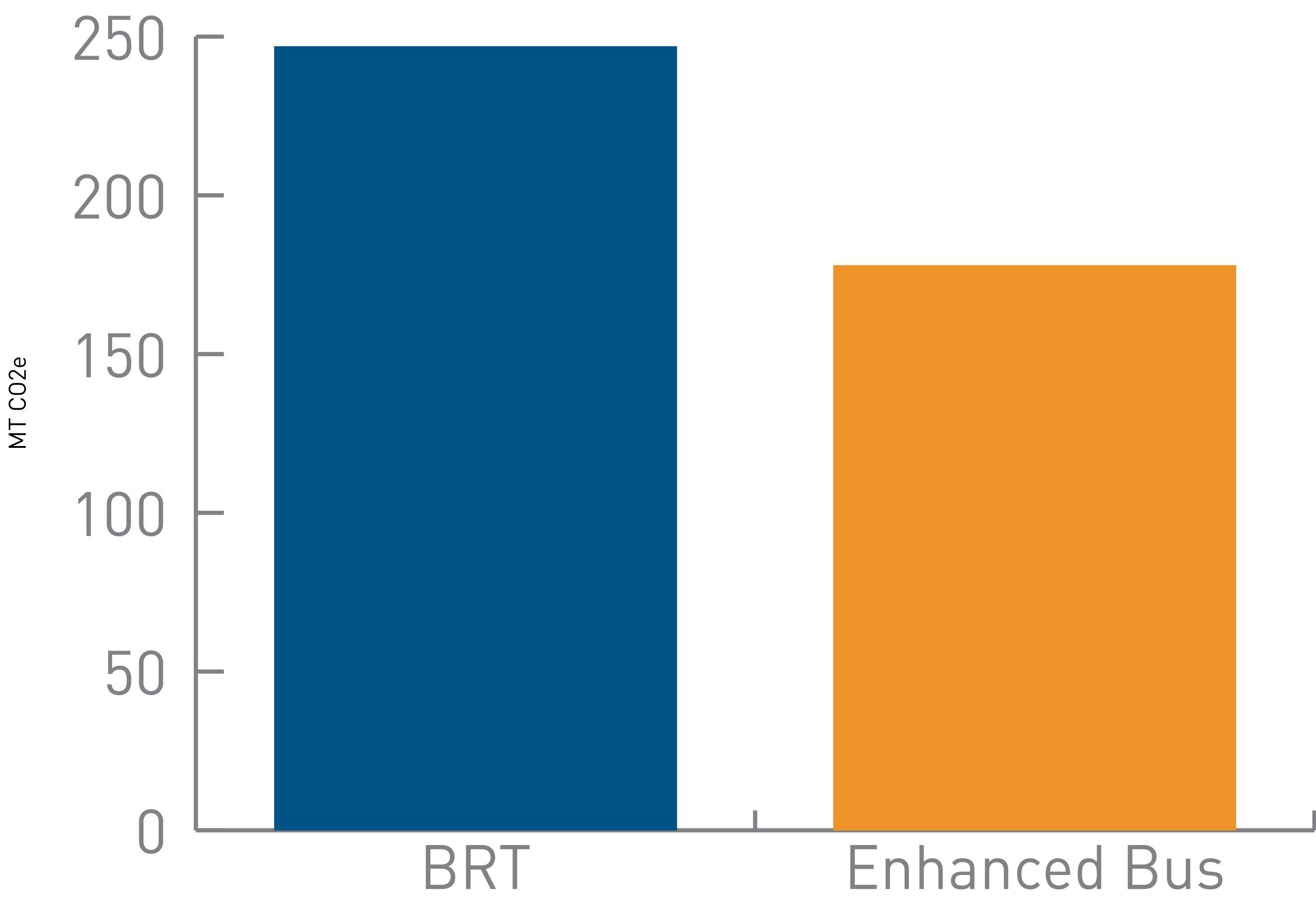
- The Seattle Climate Action Plan and Seattle Comprehensive Plan set a target of reducing vehicle miles traveled (VMTs) 20% compared to a 2008 baseline by 2030
- The Seattle Transit Master Plan analysis found the Madison BRT would reduce GhG emissions by 247 metric tons of carbon dioxide equivalent (MT CO2e) a year

## PASSENGER VEHICLE EMISSIONS, TRANSPORTATION VMTs, & GHG EMISSIONS PER MILE

### 2030 TARGET + PROJECTED REDUCTIONS FROM ACTIONS



## ANNUAL GHG SAVINGS OVER CURRENT CONDITIONS (MT CO2e)



Note: The Seattle Transit Master Plan estimated Annual GhG savings from reduced VMT based on an assumed rate of displaced light duty vehicle trips per new transit rider, average trip length by corridor, average fuel economy, and resulting fuel savings. Emissions increases due to planned service increases and expected mode were also included in the net savings calculation