

# We Want to Hear from You – Again!

The City of Madison is designing a new East-West Bus Rapid Transit (BRT) route to attract more riders with faster and more frequent service. This new route will enhance the existing Metro Transit system and eventually be joined by a north-south route.

Please complete this survey to help us understand community priorities for Madison’s future BRT. We want to hear from you no matter how often you currently use the bus. All questions are optional.

### Print and Mail Instructions

Please return by Monday, June 17, 2019, to:  
 David Trowbridge, Madison Municipal Building  
 215 Martin Luther King Jr Blvd, Suite 017  
 Madison, WI 53703

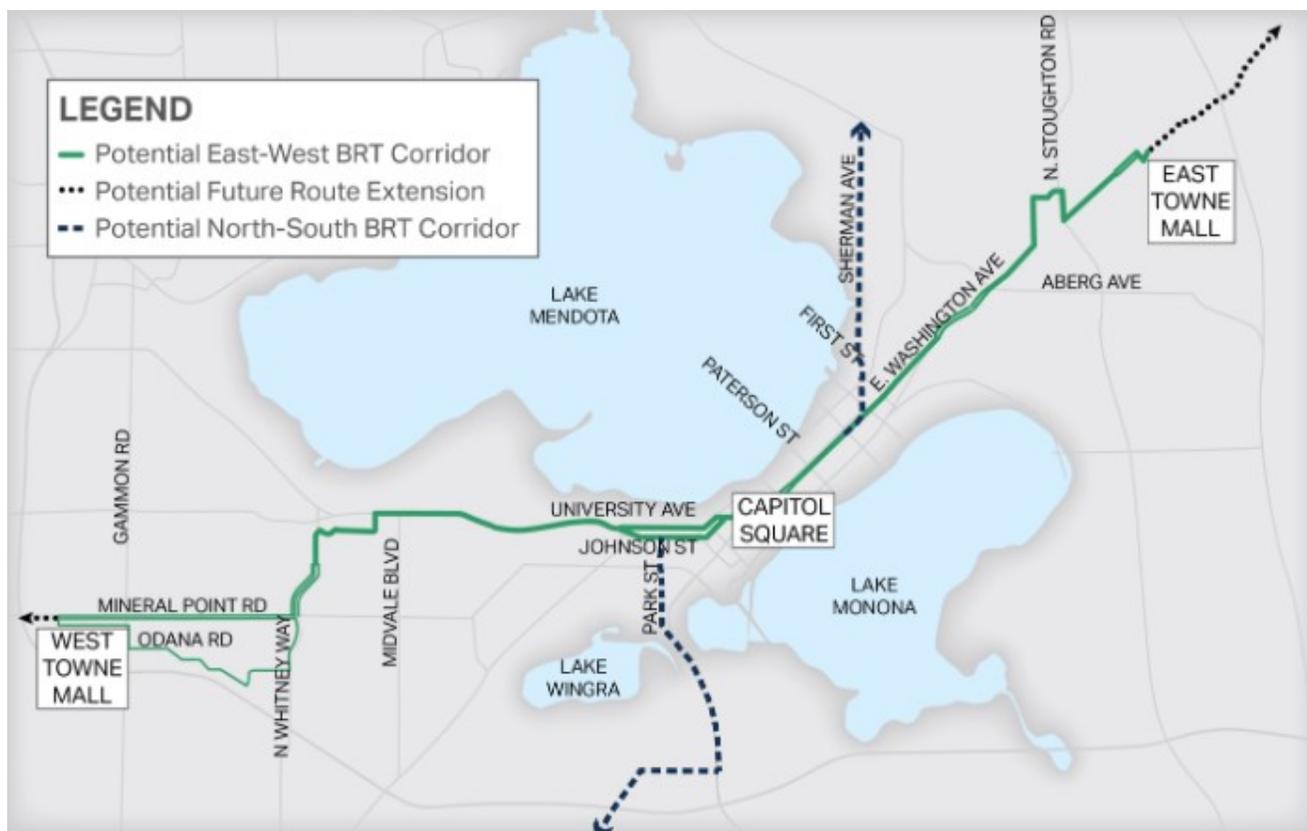


Image caption: The proposed East-West BRT route will extend from approximately West Towne Mall, along Mineral Point Road or Odana Road, to Whitney Way, to University Avenue, through Downtown Madison, and along East Washington Avenue to East Towne Mall. The exact stations locations, as well as routing on the west side and downtown, are still being determined.

## Roadway Priorities – What is Important to You?

Your answers will help the City understand community preferences in cases where trade-offs must be made when designing the East-West BRT.

Please select your top 3 priorities for the use of street and sidewalk space on the east-west BRT route. (select only 3)

- **Bicycles:** People of all ages and abilities ride bikes in Madison. Providing on-street bike lanes and side paths on the streets with BRT is critical to a successful bike network.
- **Buses (public transportation):** Buses are able to move the most people using the least amount of roadway space. Madison's BRT investment should prioritize dedicated bus lanes to make buses faster and more reliable, and to serve more users.
- **On-street parking for businesses:** The East-West BRT route should not eliminate on-street parking in business districts in exchange for dedicated bus lanes.
- **On-street parking for residential use:** The East-West BRT route should not eliminate on-street parking in residential areas in exchange for dedicated bus lanes.
- **Pedestrians:** Everyone is a pedestrian, and nearly all trips begin and end with walking. Providing safe and attractive spaces for pedestrians along and across the streets with BRT is important for a walkable city.
- **Personal vehicles (cars, trucks, etc.):** Most people in Madison today use personal vehicles for the majority of their trips. Speed and convenience for drivers should not be significantly reduced in favor of other modes of transportation.

## Designing East-West BRT – How Would you Spend the Money?

You have \$9 to build BRT. Choose your priority within each category, but remember that your total cannot exceed \$9.

\*A new bus garage is necessary for future BRT, so assume that a new bus garage is already included in the budget.

### **Category 1: Runningway** (the area of the road that buses operate within)

- **Low:** traffic signal priority (buses operate in mixed traffic or existing bus lanes) **\$1**
- **Medium:** Bus "bypass lanes" at intersections (buses operate in mixed traffic or existing bus lanes, but bypass congestion at intersections) **\$2**
- **High:** Add dedicated bus lanes where feasible **\$3**

### **Category 2: Stations**

- **Low:** Shelter upgrade (three-sided shelter with seating) **\$1**
- **Medium:** Additional amenities (more substantial shelter with lighting and a station sign) **\$2**
- **High:** Even more amenities (such as heat, and unique architectural design features) **\$3**

### **Category 3: Vehicles**

- **Low:** Standard BRT bus (a longer/60-foot bus to carry more passengers and multiple doors for boarding/exiting) **\$1**
- **Medium:** Sleek BRT Branding (same features as low BRT option, but includes sleek branding) **\$2**
- **High:** Electric Powered Bus (same size as first two options, but is electric powered) **\$3**

### **Category 4: Service Levels**

- **Low:** More frequent service (includes weekdays, evenings, and weekends) **\$1**
- **Mid:** Much more frequent service on weekdays and evenings (same level of weekend service as low investment option) **\$2**
- **High:** Much more frequent service 7 days per week (includes weekdays, evenings, and weekends) **\$3**

### Station Experience – What is Important to You?

Now, help us understand what would make your station experience most enjoyable.

In the first Madison BRT survey, we asked what special bus features you would prefer to see. Preferences included alternative fuel buses, on-board Wi-Fi, and on-board bike storage.

#### **What features are most important for a quality BRT station experience? (Select up to 4.)**

\*Assume that a three-sided shelter with lighting and seating is standard.

- Better signage (digital arrival sign, route schedule and map)
- Bicycle racks
- Electrical/USB ports and Wi-Fi
- Heated shelter
- Off-bus fare payment (kiosks)
- Premium look (public art or design relating to nearby architecture)
- Raised platforms (easier boarding)
- Security cameras
- Shelter at every stop
- Universally accessible (ticketing, signs, etc.)

Provide any additional comments related to the BRT station experience here:

### Demographics – Thank you for your help!

The City of Madison is dedicated to ensuring that BRT meets the needs of all members of our community. Please share a bit about yourself to help us understand who is participating. All questions are optional.

#### **On average, how often do you ride the bus?**

- Frequent rider (five or more days per week).
- Occasional rider (a few times per month).
- Seasonal (weather impacts my ridership).
- Infrequent rider (once in a while or only when my primary mode is not available).
- I do not ride the bus.

#### **What is your age group?**

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

**What is your race/ethnicity?**

- American Indian/Alaskan Native
- Asian
- Black/African American
- Native Hawaiian/Pacific Islander
- Hispanic/Latino
- White/Caucasian
- Two or more races
- Not listed, please specify (fill in the blank)

**Gender identification**

- Female
- Male
- Non-binary/third gender
- Prefer not to answer
- Prefer to self-describe:

**What is your annual household income?**

- Under \$15,000
- \$15,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000+
- Prefer not to answer

**If you consider yourself to be a person with a disability, please select the type(s) of disability(s) you identify as having. (Select all that apply):**

- Mobility
- Hearing
- Vision
- Speech
- Chemical sensitivity/environmental
- Intellectual/Developmental/Cognitive
- Neuro-Diversity (Autism, etc.)
- Other (fill in the blank)

**What is your home zip code (fill in the blank):**

**Thank you for your interest in the Madison East-West BRT study!**

For additional information and to sign-up for project updates, please visit the project website at:

**[www.madisonbrt.com](http://www.madisonbrt.com)**