

Madison East-West Bus Rapid Transit (BRT) Planning Study

Public Meeting #4: Working Locally Preferred Alternatives and Station Design

6:00-8:00 PM, September 26, 2019
 Madison College - Truax, 1701 Wright Street

Total Participants: 27 signed in

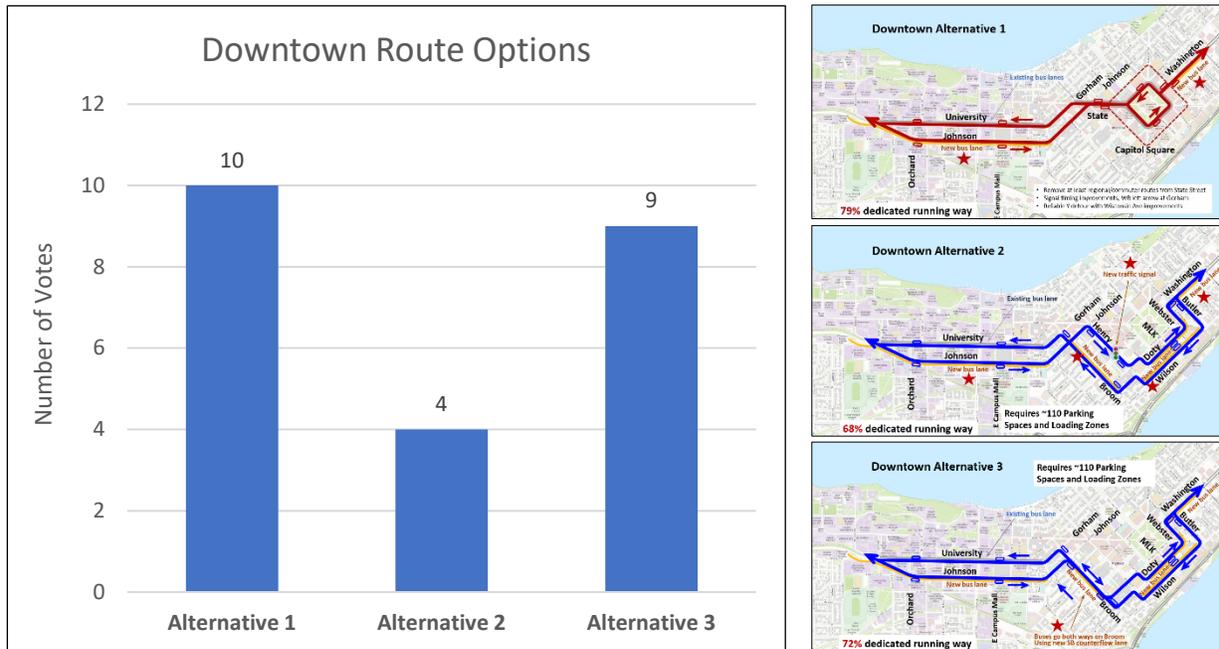
Format

The meeting began with a presentation by city staff and the consultant team to share information about the project background, goals, planning process, funding opportunities, as well as the working locally preferred East-West BRT route alternatives and possible station designs.

Following the presentation and Q&A, participants were able to provide input regarding route segments and desired station designs and optional amenities.

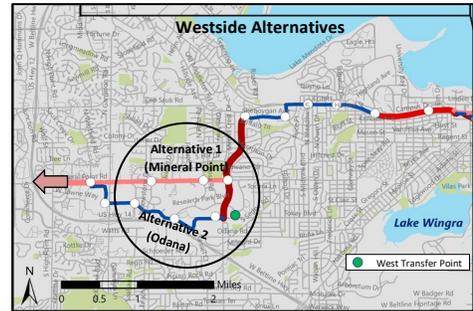
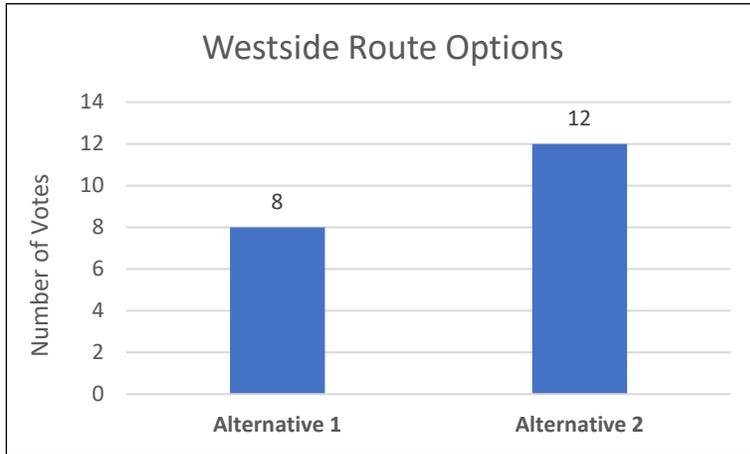
Downtown Route Alternatives Worksheet

The following responses were collected from worksheets that asked participants to choose which Downtown route option they preferred.



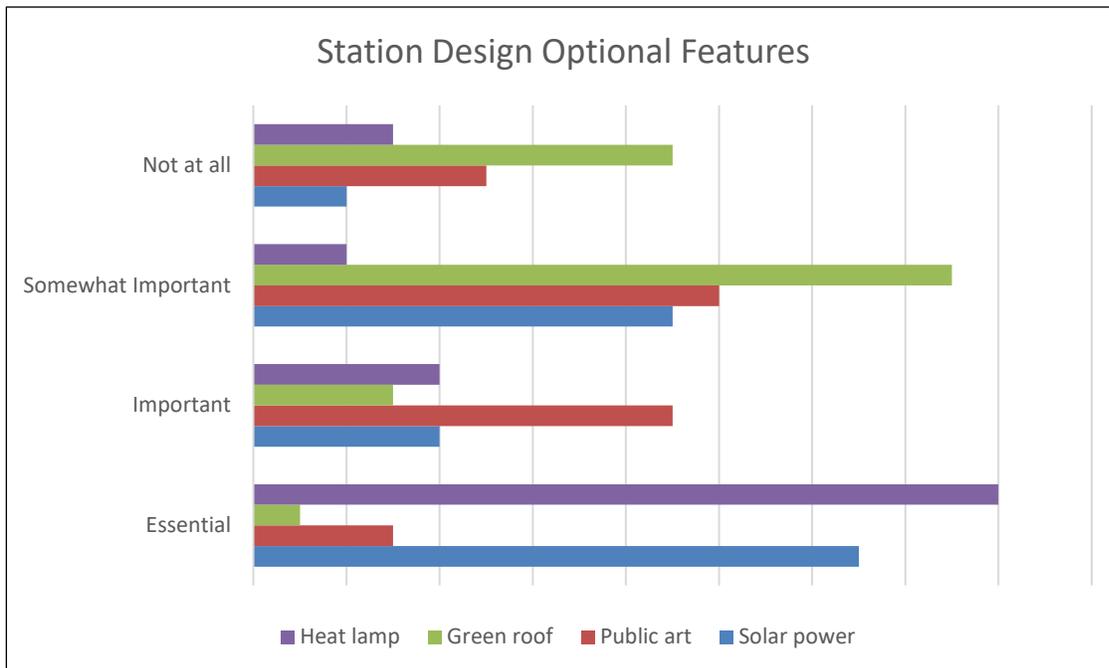
Westside Route Alternatives Worksheet

The following responses were collected from worksheets that asked participants to choose which Westside route option they preferred.



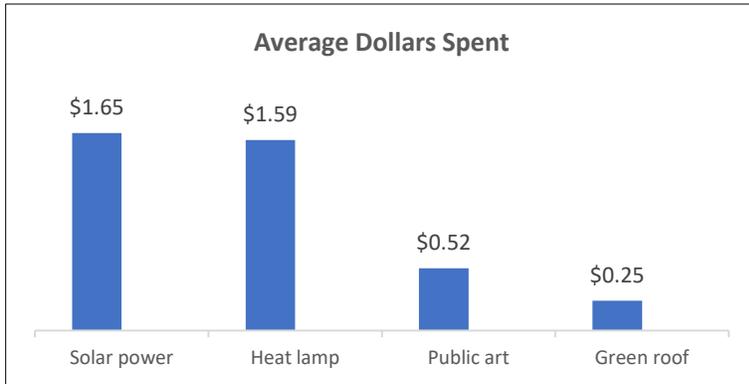
Station Design Optional Features

The following responses were collected from worksheets that asked participants how important it is to include each optional feature in the design of Madison BRT stations.



Station Design Optional Features

"If you had a total of \$4.00 to spend on optional station features, where would you spend it (distribute or spend it all on one option)?"



Station Design Preferences

The following responses were collected from worksheets that asked participants which BRT station style they preferred, and if the station design should be the same throughout Madison or reflect the neighborhood, institution, or area in which it is located.

I prefer the following station design style (select one):



Prairie: 50%



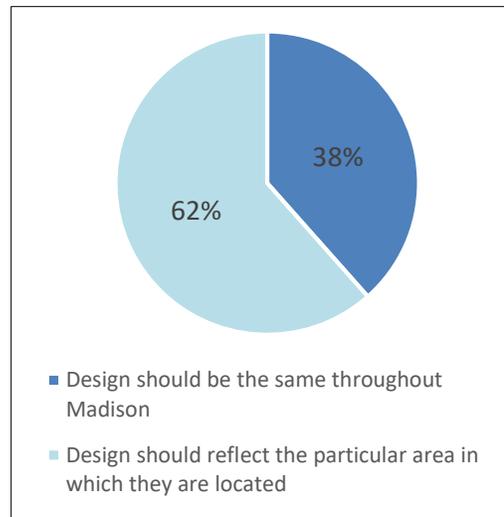
Modern: 27%



Futuristic: 15%



Traditional: 8%



Comment Cards

The following comments were submitted on individual comment cards and were not addressed during the Q&A session.

Station Design Comments:

- Seats at stations, Heat lamps needed.
- Need great lighting & tracking signage. Prairie design fits Madison & unique compared to other cities. One design- better visibility and recognition
- I don't think every single station has to have a unique design, but one of the great things about Madison is the character of the neighborhoods so it would be nice to reflect that where possible.
- I don't care for the "traditional" design. The other options are all interesting, I would lean towards timeless options that age well (think decades). Historic options are of interest where appropriate.
- Seats, NOT leaning rails. Live updated ETA screen. HEAT LAMPS. Public art from local artists
- Pick a design that keeps the elements out, plenty of seating room, arrival time, dynamic signage.
- Good lighting for evening and some seating but should not encourage loitering.
- Main important things for me on station design are wind "screen" or something that help people be less cold in the winter months and a larger "roof" for rainy/snowy days. Also, I consider heat lamps would be an amazing feature.
- More Brutalist/concrete styles would be neat.
- The most important things to me is having heat and as enclosed a space as possible for winter, and good visibility from inside the station to see the buses coming.
- I prefer lower cost. Maybe use designs from student competition?
- Stations are marketing- they should look good. Please don't make futuristic. Heat is very important to me, a few months a year. Seating always. Bike racks near stations.
- Include recycling/trash containers, because people have STUFF!

General Comments:

- Station design needs to incorporate wind-breaks for cold, winter winds. Understanding that walls need to be glass, for see through safety. Will BRT be used to move public school students? Have Madison College architectural design students design the station nearest to the college. Likewise, there may be other pockets of architects in other parts of the city
- Excellent presentation. I am a student senator and would like to request a copy of your presentation to share with the other student leaders who were unable to attend the meeting tonight. Very edifying and a long time coming. Thank you. Current bus ride from UW Hospital to TRUAX over 70 minutes during peak times.
- For current bike/bus/parking lanes that become dedicated BRT lanes, I'm supportive of investing in bicycle options on parallel routes-which should include reducing on street parking in these areas. I'm hoping that bus routes currently serving BRT areas will be directed to more underserved transit areas like North Madison- and please consider having shuttle buses from areas to BRT stops. I'm excited to see service is now estimated to be every 10-15 minutes- The more frequent, the better!
- Heat lamps or heated pavement would be nice to keep stations clear of snow and also reduce the salty mess. Downtown alternative 2 seems like the best option. No reroutes for events, and stations are still close to State Street and the square.
- Good alternative to the #6 bus. More rapid service and weekend service.
- I'm really excited for BRT! I'm a daily bus rider, from S Park up to MATC, plus weekly trips to my synagogue and to participate in clubs and meetings around the city. The more frequent service is something I'm especially looking forward to, because it's difficult to do anything in a timely manner on the weekends when the bus is only running every hour.



- Please include the north route planning in this process-2024 is not too far off-lots of people use the buses and are interested in learning more about how Sherman Ave will be used/impacted. Check off public engagement on your application.
- There is too much public input. Just build the thing.
- I favor security measures (cameras & such) and improve accessibility (railings, level boarding). Please consider keeping route #10 because of high density in Winnebago & Atwood areas.
- Look forward to utilizing BRT! Suburbs on east/west could be big supporters of this line.
- The BRT committee needs to better advertise the public planning events. I feel we need more representation.
- Hours: 6am to 12am- awesome. Suggestion: Thurs-Saturday-Night owl service- small bus on BRT route? Downtown alternative 1 is my favorite- stay in outer loop 100%. Odana road- fosters better retail & alternate transit opportunities all electric buses are great, lower sound and pollution.
- I appreciate the idea of rapid transit because it will benefit many, but I do have concerns about how environmentally friendly this idea is. Would you consider using recycled metal.

