

# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY



## Public Engagement Final Summary Report November 8, 2019

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City of Madison Department of Transportation

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# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

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# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

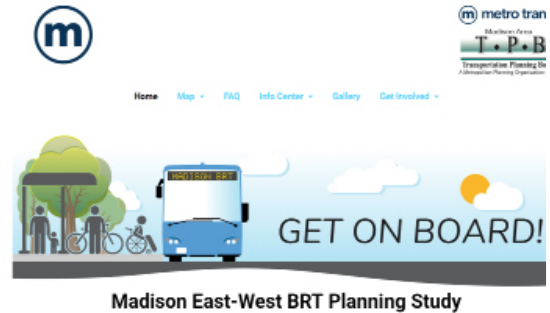
## PUBLIC ENGAGEMENT APPROACH

The public engagement process for the Madison East-West Bus Rapid Transit (BRT) Planning Study was designed to support the City of Madison Racial Equity and Social Justice Initiative (RESJI) by involving a broad spectrum of residents in learning about, and providing input on, the BRT planning process.

The purpose was intended to build broad community awareness and buy-in through an equitable, transparent, and iterative approach that reduces barriers to participation, and incorporates a range of community needs, concerns, and priorities into the final plan.

The engagement process included a mix of online, print, and in-person tools to provide residents with a variety of choices and opportunities for engagement. This allowed area residents to choose when and how they would like to participate in the project.

Certain engagement strategies such as the public meetings targeted the public broadly, while others, such as the mobile engagement stations and small group conversations focused on reaching traditionally underrepresented communities through a more tailored approach to these specific groups and organizations.



## PROJECT TIMELINE

The project schedule for the Madison East-West Bus Rapid Transit (BRT) Planning Study ran from October 2018 through October 2019, with public engagement occurring throughout.



### Develop Alternatives (Winter 2018 – Spring 2019)

- » Public Meeting #1: Project Kickoff
- » Survey #1
- » Small Group Meetings
- » Mobile Engagement Stations
- » City of Madison Policymakers



### Evaluate & Prioritize Alternatives (Spring – Summer 2019)

- » Public Meeting #2: Preliminary Alternatives Workshop
- » Survey #2
- » Small Group Meetings
- » Mobile Engagement Stations
- » City of Madison Policymakers



### Select & Refine Locally Preferred Alternative (Summer – Fall 2019)

- » Public Meeting #3: Final Alternatives Workshop
- » Small Group Meetings and Presentations
- » Mobile Engagement Stations
- » Public Meeting #4: Locally Preferred Alternatives & Station Design Workshop
- » Public Meeting #5: Downtown Route Alternatives Workshop
- » City of Madison Policymakers



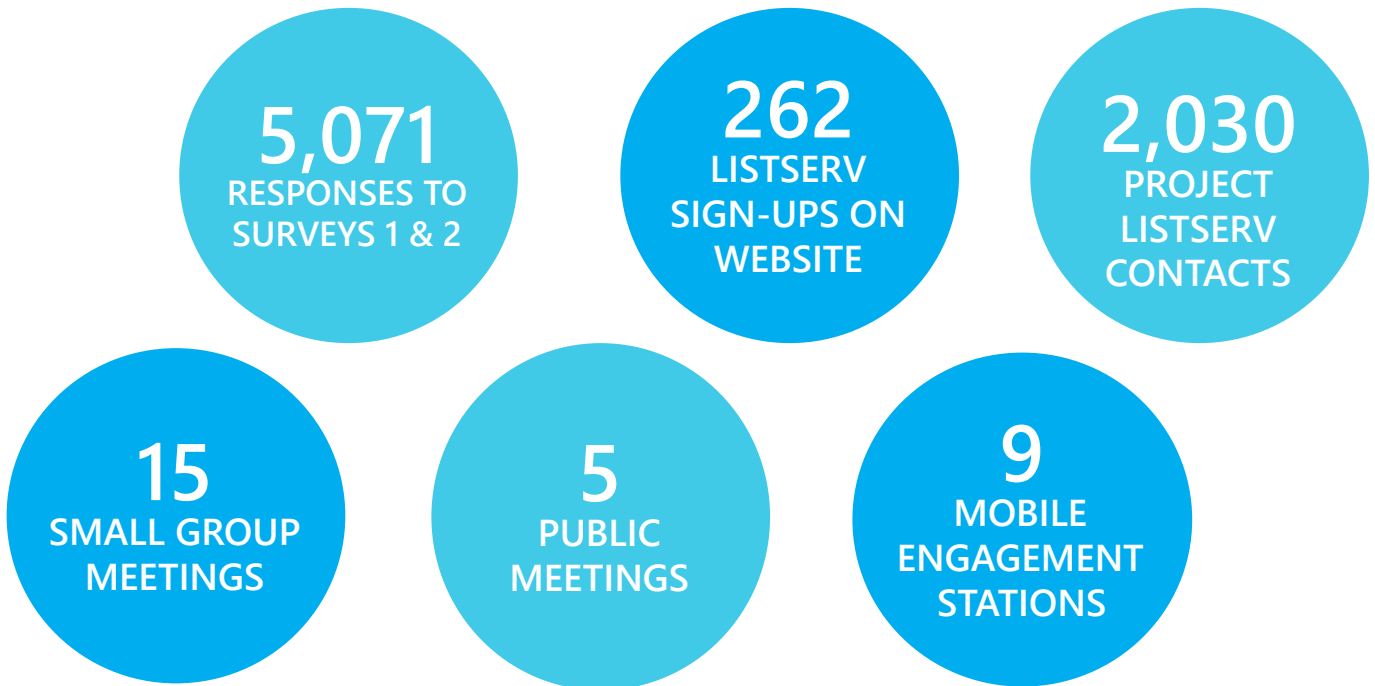




# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

## OUTREACH & ENGAGEMENT TOOLS

A variety of outreach and engagement tools have been used to share information and gather feedback to support development of the preliminary route alternatives.



Public engagement opportunities and project information are widely promoted through the following channels:

- » Project website ([www.madisonbrt.com](http://www.madisonbrt.com))
- » Informational flyers (digital and print)
- » Metro bus on-board promotion (interior and exterior)
- » City of Madison and Metro Transit social media
- » Press releases
- » Email blasts
- » Individual outreach to local organizations



**SOCIAL MEDIA FOLLOWERS**  
51,065 @CityofMadison  
4,861 @MyMetroBus







# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

## PUBLIC ENGAGEMENT RESULTS

### Key Takeaways

The Madison East-West BRT Planning Study experienced a high level of public interest and engagement throughout the project. Several themes have emerged from input gathered, to date, through the website, first public survey, public meetings, small group meetings, and mobile engagement stations.

The themes, described below, are consistent across the engagement tools and participant groups. They demonstrate a broad base of support for the goals and direction of the project, and will inform the selection of the locally preferred alternative:

1. There is a **strong sense of excitement and anticipation** surrounding bus rapid transit.
2. There is a **desire for bold planning and design** to do what it takes to achieve a successful BRT system.
3. There is a central theme to participants' definition of success: **faster and more reliable transit service** seven days per week, including off-peak hours.
4. There is an **emphasis on universal design**, which is critical to all aspects of BRT planning in order to achieve a system that is accessible for all.
5. There is **strong interest in regional benefits**, including faster cross-town travel times and better service to jobs and destinations outside of central Madison, as well as a desire for more **commuter parking solutions** to improve regional connections.

*"Let's do this."*

*"I think this will be an  
INCREDIBLE addition to  
the current bus system!!"*

*"It must be remembered  
that this is only PART of a  
person's commute. Park-n-  
rides and easy transfers are  
critical."*

*"Good luck with BRT.  
I hope you can get  
dedicated bus lanes so  
that people actually use  
mass transit."*



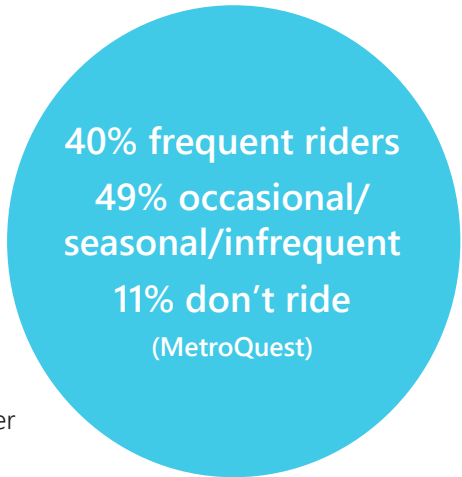


# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

## SURVEY #1

The first public survey for the project was released on December 5, 2018, one week prior to the public kickoff meeting. The survey was available through February 3, 2019. The survey informed participants about the general scope of the Madison East-West BRT Planning Study and sought input on participants' knowledge, priorities, concerns, and questions related to future BRT in Madison.

In addition to the primary version in MetroQuest, the survey was also offered in a printable and screen-reader friendly version, through Survey Monkey, for participants with visual impairments or other access challenges. An online survey station was provided at the Warner Park Rec Center mobile engagement station, and paper copies were brought to two mobile engagement stations at Mount Zion Church.



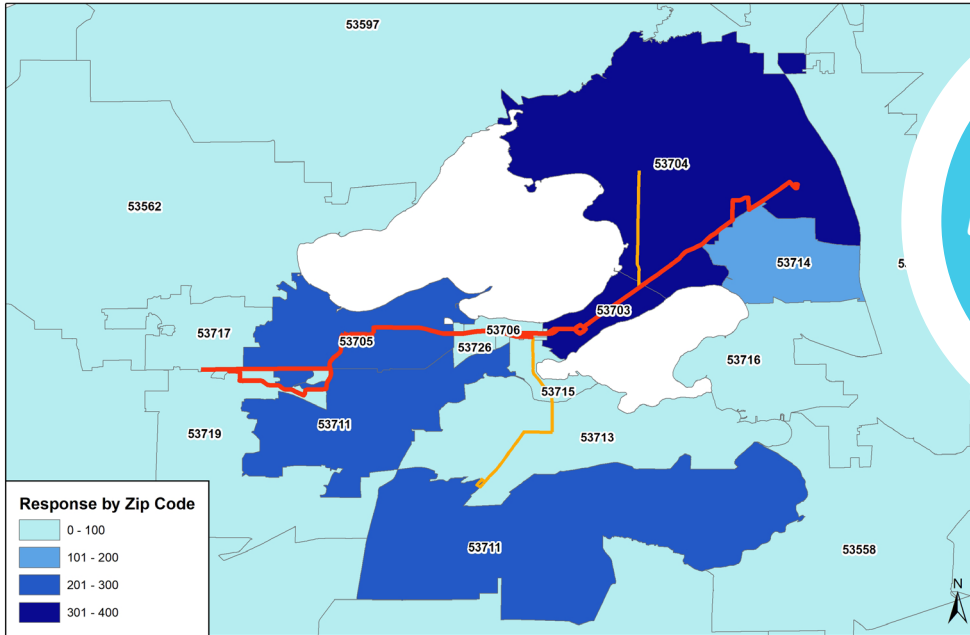
| DEMOGRAPHIC COMPARISON  |   |
|---|---|
| MetroQuest Survey   | Accessible Survey (Survey Monkey)   |
| Online<br>Highly interactive and game-like style<br>Not printable or screen-reader compatible | Online, with print copies at mobile engagement stations<br>Basic/simple style<br>Printable and screen-reader compatible |
| 2,697 participants, 51 zip codes  | 295 participants, 21 zip codes  |
| 12% non-white   | 18% non-white   |
| 31% annual income under \$50,000  | 38% annual income under \$50,000  |
| 6% ages 65+   | 27% ages 65+  |
| 58% frequent or occasional riders   | 49% frequent or occasional riders   |





# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

MADISON EAST-WEST BRT SURVEY 1 RESPONSES BY ZIP CODE



\*Responses received from 53 different zip codes.

Source: Survey 1 ZIP code data from MetroQuest and Survey Monkey

*"Need to have good connections to the north side."*

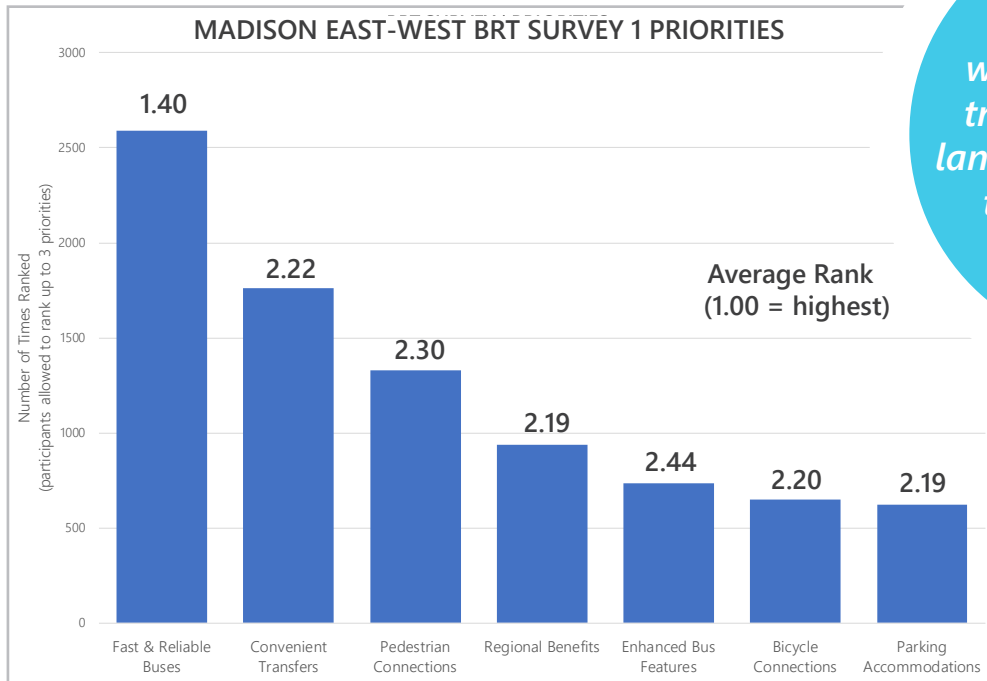
*"I'm worried it won't end up being any faster than what we currently have."*

*"Need more parking options to catch future BRT."*

*"I am concerned with pushing more traffic into existing lanes to accommodate the exclusive bus lanes."*

*"Need separation between buses and vehicles in order to be safe."*

MADISON EAST-WEST BRT SURVEY 1 PRIORITIES



**MORE INFORMATION**  
See Appendix 1 for the full survey results summaries from MetroQuest and Survey Monkey, including results of the MetroQuest mapping exercise.





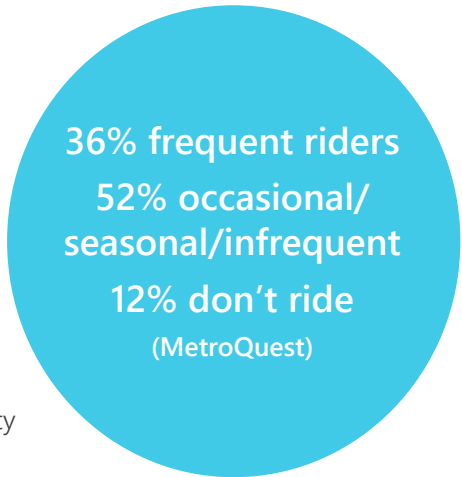


# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

## SURVEY #2

The second public survey for the project was released on May 1, 2019, and was available through June 16, 2019. The survey informed participants about the general scope of the Madison East-West BRT Planning Study and sought input from participants regarding priorities and concerns, especially related to runningway, stations, vehicles, and service levels.

In addition to the primary version in MetroQuest, the survey was also offered in a printable and screen-reader friendly version, through Survey Monkey, for participants with visual impairments or other access challenges. Paper copies of the survey were offered at mobile engagement stations held at Centro Hispano, Dane County Farmers' Market, as well as the East and West Transfer Points.



| DEMOGRAPHIC COMPARISON                    |   |
|---|---|
| MetroQuest Survey 2                       | Accessible Survey 2 (Survey Monkey)                     |
| Online                                    | Online, with print copies at mobile engagement stations |
| Highly interactive game-like style        | Basic/simple style                                      |
| Not printable or screen-reader compatible | Printable and screen-reader compatible                  |
| 1,986 participants, 15 ZIP codes          | 100 participants, 17 ZIP codes                          |
| 12% non-white                             | 15% non-white   |
| 23% annual income under \$50,000          | 30% annual income under \$50,000                        |
| 12% ages 65+                              | 27% ages 65+  |
| 56% frequent or occasional riders         | 52% frequent or occasional riders                       |

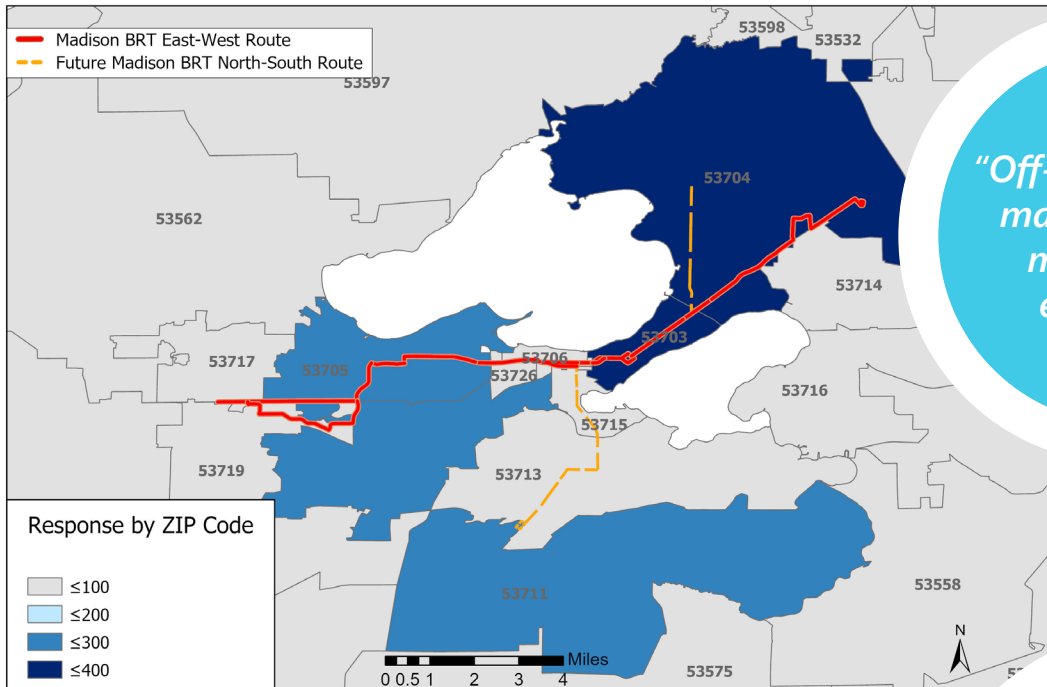


*“Universally accessible design should be standard, not a special design element.”*



# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

## MADISON EAST-WEST BRT SURVEY 2 RESPONSES BY ZIP CODE



Source: Survey 2 ZIP code data from MetroQuest and Survey Monkey

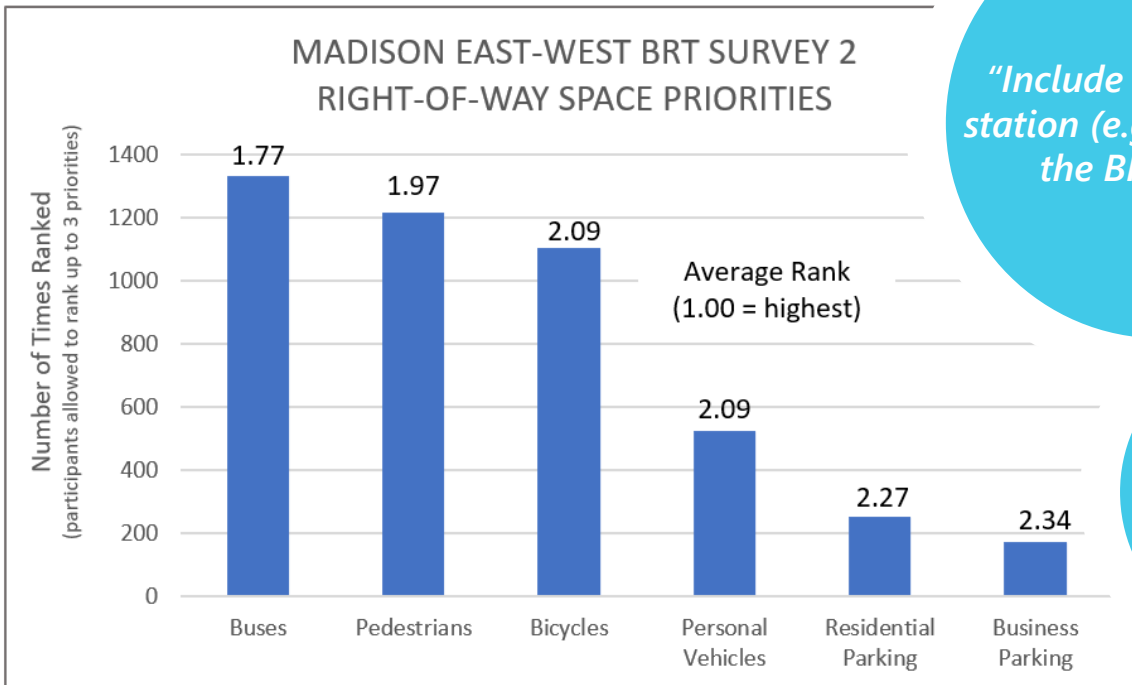
*"Off-bus payment makes loading much more efficient!"*

*"Real-time arrival data is incredibly important."*

*"Include a bike share station (e.g. B-Cycle) at the BRT stops"*

*"Safety, lighting and heat at stations!"*

## MADISON EAST-WEST BRT SURVEY 2 RIGHT-OF-WAY SPACE PRIORITIES



**MORE INFORMATION**  
See Appendix 1 for the full survey results summaries from MetroQuest and Survey Monkey, including results of the MetroQuest mapping exercise.





# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

## PUBLIC MEETING 1 | 127+ PARTICIPANTS

Project Kickoff: December 12, 2018, Madison Central Library

The project kickoff meeting introduced over 127 participants to the background and goals of the Madison East-West BRT Planning Study.

The meeting included an open house, presentation, Q&A session, and follow-up small group discussion. The meeting was covered by local media and livestreamed by the City Channel.

**99 Live Stream Views**  
**132 Video Archive Views**  
**269 "Interested" on Facebook**

What headline would you most like to see in the news five years after Madison's first BRT line is built?



*Madison's BRT System a Smashing Success Due to Record Ridership!*

*Madison Carbon Neutral on Transportation.*

*BRT Stimulates \$3B in Economic Development.*

*More Bikers and Transit Riders than Cars Commuting Around Madison!*

*Possible Expansion through Southern WI – Truly Regional!*

*100% Renewable Energy POWERS BRT During First 12 Months!*









# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

## PUBLIC MEETING 2 | 84+ PARTICIPANTS


Preliminary Alternatives Workshop: May 14, 2019, Madison Senior Center

The second public meeting engaged over 84 participants in learning about preliminary route alternatives within the east-west BRT corridor, with emphasis on options downtown and on the west side. The meeting included a presentation, Q&A session, and open house breakout rooms to allow deeper dives into the east, west, and downtown segments.

Participants provided feedback on priorities for the use of budget and public right-of-way space, as well as on potential runningway and station locations shown in the breakout rooms. This feedback helped inform the development of the draft locally preferred alternatives, which were shared at the third public meeting.

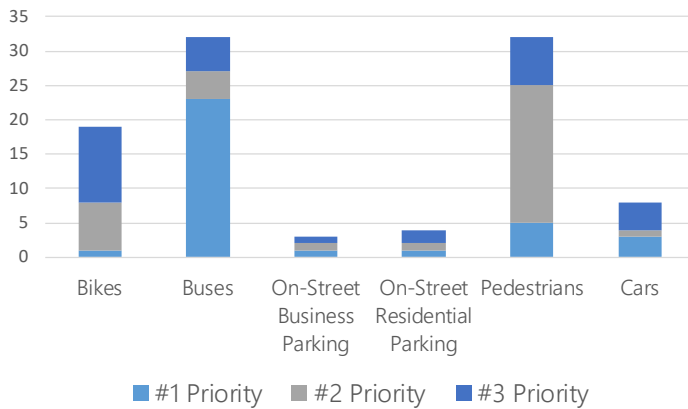


The meeting was covered by local media outlets and livestreamed by the City Channel.



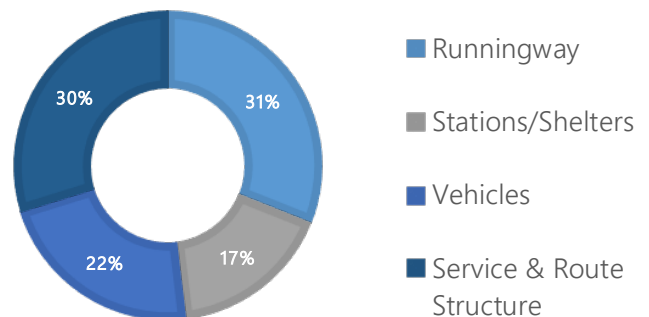
**59 Live Stream Views**  
**123 Video Archive Views**  
**159 "Interested" on Facebook**

### RIGHT-OF-WAY SPACE PRIORITIES



Please rank your top three priorities for the use of street and sidewalk space along the East-West BRT route.

### BRT BUDGET ALLOCATION PRIORITIES



Choose your preferred level of investment for each BRT feature by allocating a \$12 budget. Assume a new bus garage is included.

*(Note: There is not enough budget provided to allow the highest level of investment for each.)*





# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY


## PUBLIC MEETING 3 | 86+ PARTICIPANTS

Working Locally Preferred Alternatives Workshop: August 29, 2019, Madison Senior Center

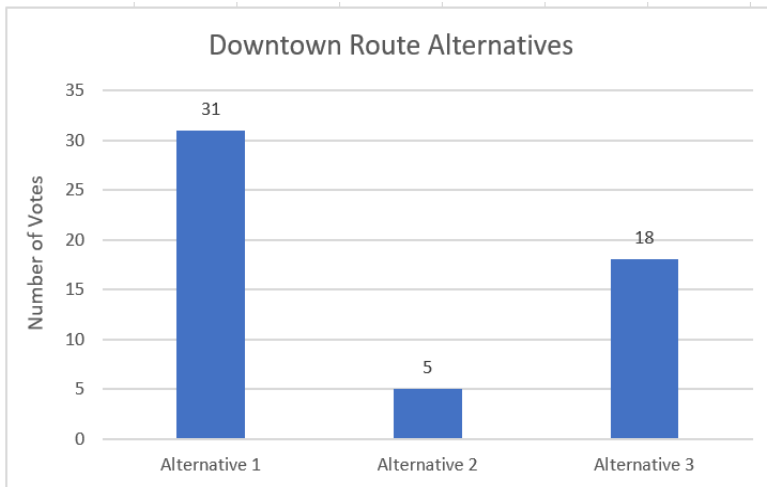
The third public meeting engaged over 86 participants in learning about working locally preferred route alternatives within the east-west BRT corridor, with further emphasis on downtown and westside alternatives. The meeting included a presentation, Q&A session, and open house breakout rooms to allow additional public comment on the west and downtown segments.

Participants dispersed into three breakout rooms with maps and supplemental information about the west and downtown segments of the proposed East-West BRT route. They were asked to provide input regarding route segments. This feedback aided the development of the draft locally preferred alternative.

The meeting was covered by local media outlets and livestreamed by the City Channel.

**40 Live Stream Views**  
**25 Video Archive Views**  
**174 "Interested" on Facebook**



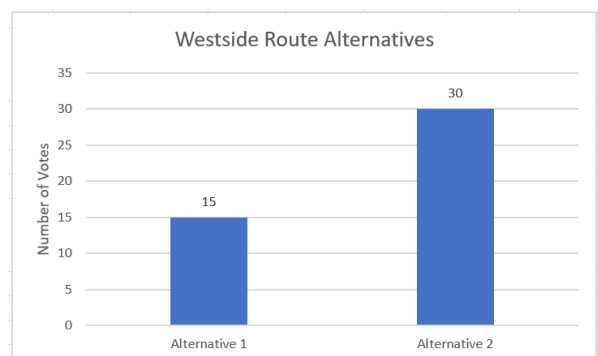
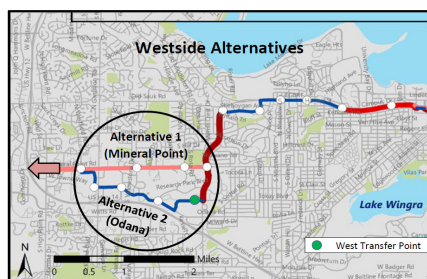
Source: Public Meeting 3 & 4, UW Mobile Engagement Station Results




**"Which Downtown BRT route option do you prefer?"**



**"Which Westside BRT route option do you prefer?"**



Source: Public Meeting 3 & 4, UW Mobile Engagement Station Results







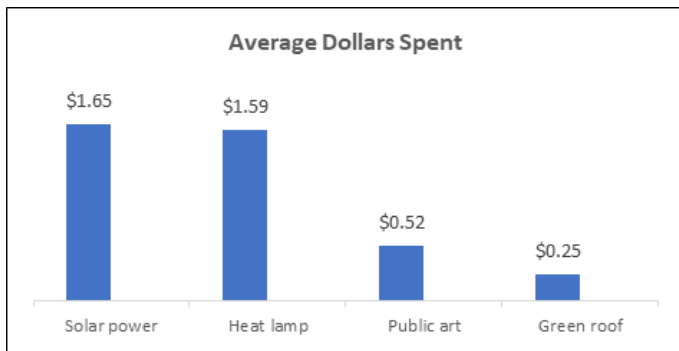
# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

## PUBLIC MEETING 4 | 27+ PARTICIPANTS

Working Locally Preferred Alternatives & Station Design Workshop:  
September 26, 2019, Madison College

The fourth public meeting engaged over 27 participants, many of which were Madison College students, in learning about the working locally preferred route alternatives within the east-west BRT corridor. The meeting included a presentation, Q&A session, and open house, giving attendees an opportunity to explore exhibits, comment, and ask questions of the project team.

Multifunctioning as a station design workshop, the meeting offered participants an opportunity to provide feedback on station design preferences, such as optional features and station design styles. This feedback will aid the design development of future Madison BRT stations.



"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)?"

"I prefer the following BRT station style (select one):"



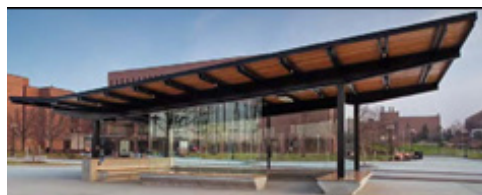
| Station Style | % of Votes |
|---------------|------------|
| Prairie       | 45%        |
| Futuristic    | 36%        |
| Modern        | 12%        |
| Traditional   | 7%         |



Modern



Traditional



Prairie



Futuristic

Source: Public Meeting 4 and UW Mobile Engagement Station Results

### MORE INFORMATION

See Appendix 2 for the notes from Public Meeting 1 - 4.



# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

## PUBLIC MEETING 5 | 58+ PARTICIPANTS

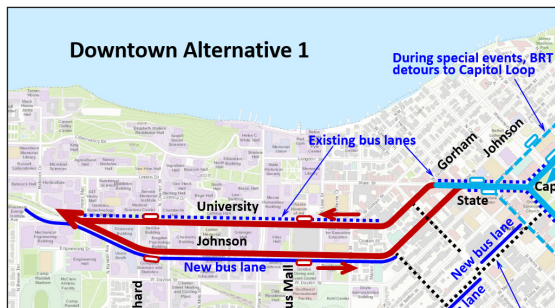
Downtown Route Alternatives Workshop: October 29, 2019, Madison Senior Center

The fifth public meeting engaged over 58 participants, in a workshop setting, for a more in-depth look at the downtown route alternatives within the east-west BRT corridor. The meeting included a presentation, Q&A session, and open house to allow additional public comment on the downtown alternatives.

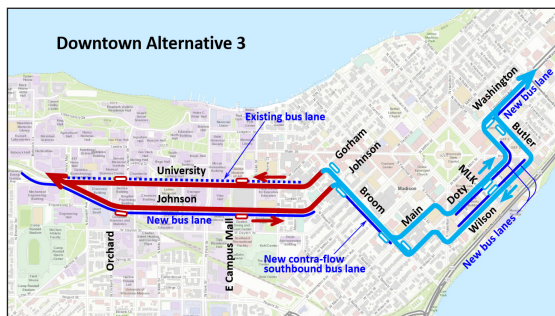
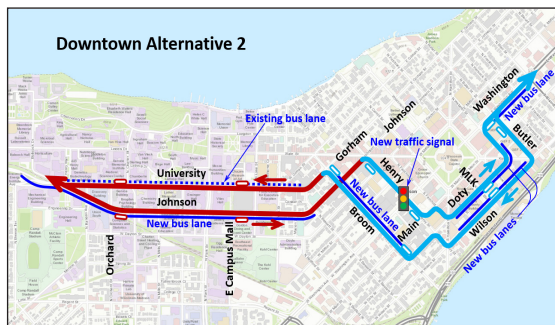
Participants were given the opportunity to provide input directly to the project team regarding downtown route alternatives by completing a worksheet and/or verbally.



“Please provide input regarding downtown route alternatives (open-ended).”



Input Received:



“I like the idea of getting buses off State Street and the Capitol Square... It’s easy to picture, [alternatives] 2 & 3... I am concerned how far they are from Lake Mendota.”

“Every criterion favors Alternative 1 for the frequent detours for special events. Moreover, those detours almost always occur during non-rush hours. The choice seems clear.”

“My three top preferences for BRT route: 1A, 1A, 1A. Putting BRT on the entire outer loop makes most sense!”





# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

## TARGETED COMMUNITY CONVERSATIONS

Small group meetings and mobile engagement stations were critical to ensuring diverse outreach and participation in the public engagement process. By interacting with people at existing meetings, events, and community locations, the project team was able to better reach audiences who may otherwise not have participated in providing input.

### Small Group Meetings & Presentations

City staff organized meetings with a range of community organizations and interest groups, and responded to requests submitted through the project website, which offered informational presentations to any interested group or organization. These small group meetings were facilitated throughout the project to inform and gather feedback from as many community members as possible. Meetings held included:

- » January 9: Urban League – leadership
- » January 23: 1000 Friends of Wisconsin – leadership
- » January 28: Bike Fitchburg – Board of Directors
- » February 1: 100 State – leadership
- » February 7: Access to Independence and WI Council for the Blind and Visually Impaired – leadership
- » February 11: Greater Madison Chamber of Commerce – Public Policy Committee
- » February 16: National Federation of the Blind (Dane County Chapter) – members
- » February 18: Village of Shorewood Hills – Village Caucus/Board meeting
- » March 15: Homeless Services Consortium of Dane County – Board of Directors
- » March 20: Latino Support Network of Dane County (LaSUP) – monthly meeting
- » March 21: YWCA Madison – residents and staff
- » May 6: Marquette Neighborhood Association – Transportation Committee
- » May 10: Downtown Madison, Inc. – Transportation Committee
- » May 23: Transportation and Innovation Expo
- » July 1: Greater Madison Convention and Visitors Bureau
- » August 20: Access to Independence - community members with disability perspectives
- » October 14: Greater Madison Chamber of Commerce – Public Policy Committee







# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

## TARGETED COMMUNITY CONVERSATIONS

### Mobile Engagement Stations

Mobile engagement stations were staffed by project team members at a variety of locations around Madison to share information, engage people in informal conversation, encourage participation in surveys, and gather feedback.

The stations were organized during daytime, evening, and weekend hours at locations chosen to maximize interaction with diverse communities in an informal setting. Each station typically included a table with project handouts, a video display, and a space to fill out surveys online or on paper. Mobile engagement stations held included:

- » January 24, 2019: Warner Park Community Center
- » January 27, 2019: Mount Zion Baptist Church, after Sunday service
- » February 6, 2019: Mount Zion Baptist Church, after evening bible study
- » June 5, 2019: Centro Hispano Mercadito
- » June 8, 2019: Dane County Farmers Market
- » June 12, 2019: East and West Transfer Points
- » June 15, 2019: Elver Park Farmers Market
- » October 10, 2019: UW-Madison



**248 total interactions**  
**50 intercept interviews**  
**38 surveys taken**  
**29 listserv sign-ups**

*"The new bus stations need to be well-lit and accessible."*

*"I would visit other areas of the city if buses were faster to get there."*

*"It is an absolute need to connect underserved neighborhoods so people can get to jobs."*









# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

## APPENDIX 1: SURVEY RESULTS

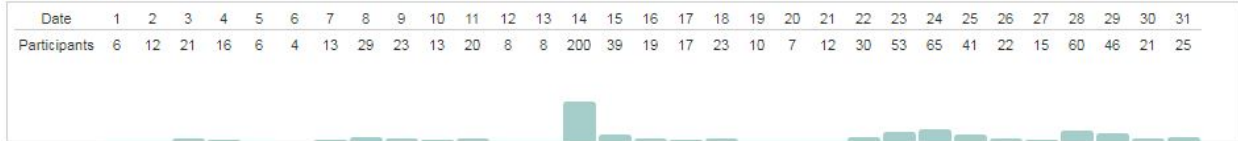


# Traffic Dashboard

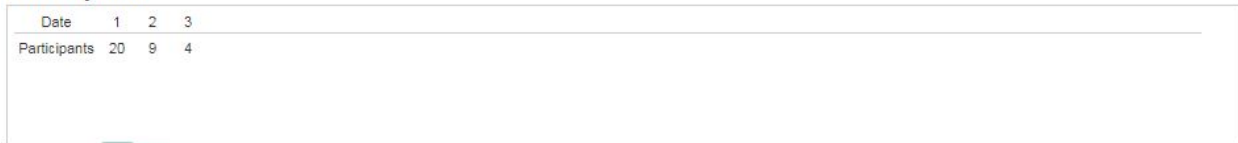
## December 2018



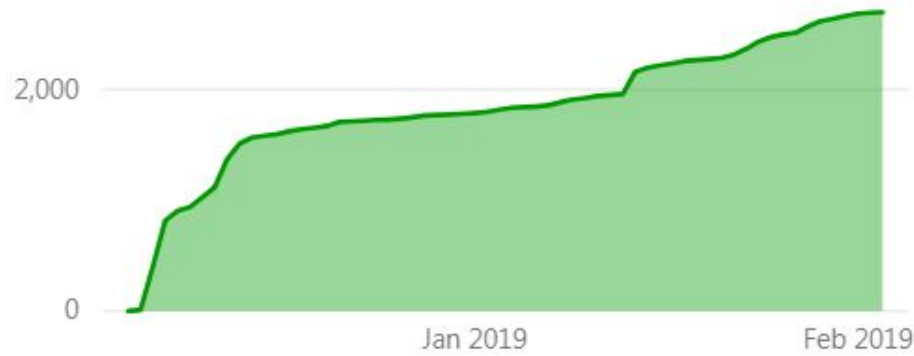
## January 2019



## February 2019



## Total Participants



**2697**  
Participants

## Participants by Date



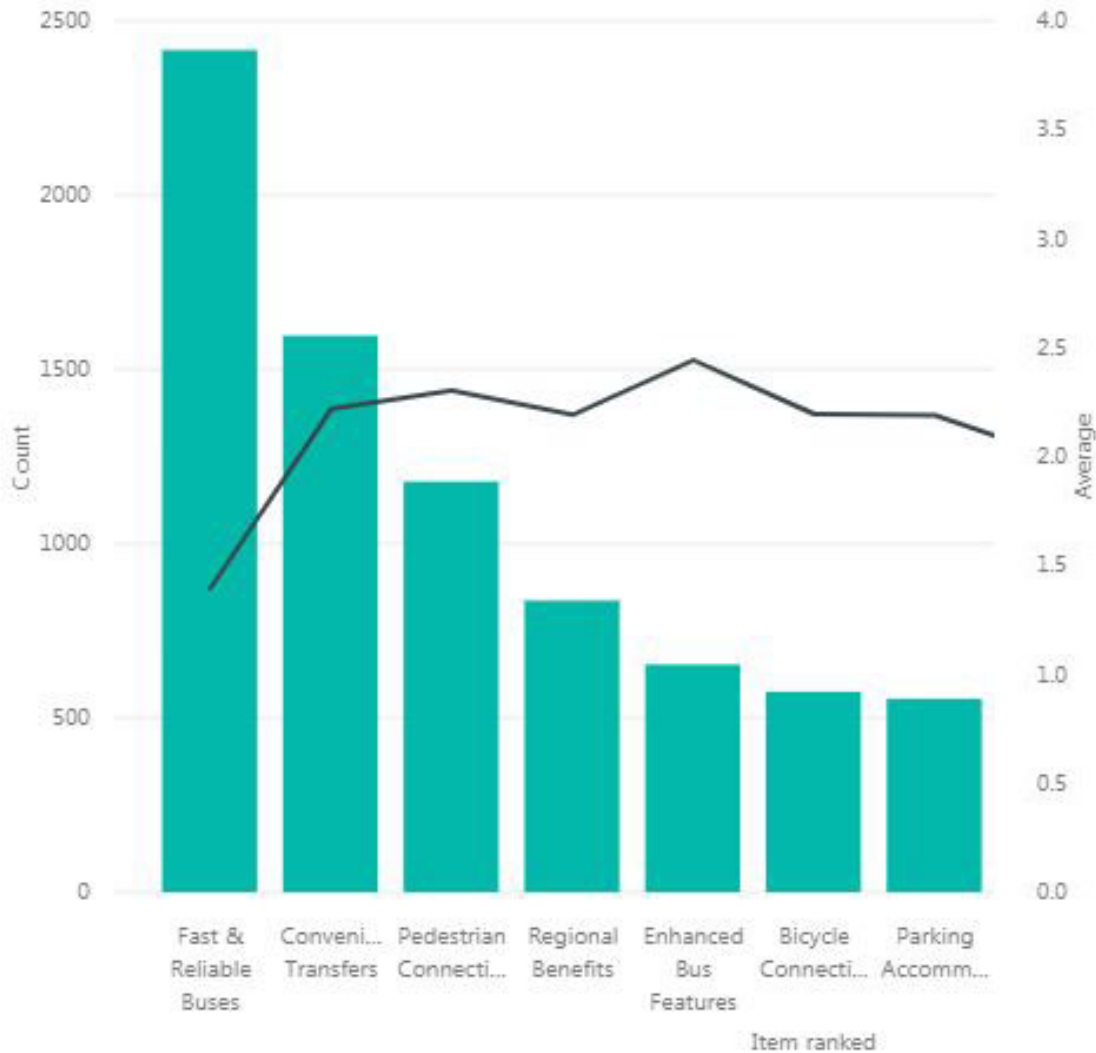
\* Participants are visitors who submitted data

# Priorities

| Enhanced Bus Features                    | Fast & Reliable Buses                     | Pedestrian Connections                    | Parking Accommodati...                   |
|--|---|---|--|
| 74 (11%)                                 | 1712 (71%)                                | 174 (15%)                                 | 122 (22%)                                |
| 216 (33%)                                | 453 (19%)                                 | 473 (40%)                                 | 205 (37%)                                |
| 363 (56%)                                | 251 (10%)                                 | 531 (45%)                                 | 227 (41%)                                |
| 0 (0%)                                   | 0 (0%)                                    | 0 (0%)                                    | 0 (0%)                                   |
| Times ranked: 653<br>Average rank: 2.443 | Times ranked: 2416<br>Average rank: 1.395 | Times ranked: 1178<br>Average rank: 2.303 | Times ranked: 554<br>Average rank: 2.190 |

| Regional Benefits                        | Bicycle Connections                      | Convenient Transfers                      |
|--|--|---|
| 206 (25%)                                | 145 (25%)                                | 213 (13%)                                 |
| 264 (32%)                                | 173 (30%)                                | 822 (51%)                                 |
| 366 (44%)                                | 257 (45%)                                | 562 (35%)                                 |
| 0 (0%)                                   | 0 (0%)                                   | 0 (0%)                                    |
| Times ranked: 836<br>Average rank: 2.191 | Times ranked: 575<br>Average rank: 2.195 | Times ranked: 1597<br>Average rank: 2.219 |



\* Note that the highest rank is 1, so small rankings and averages are better than high ones.



## Survey Responses

### Introduction

| <b>1) Are you familiar with bus rapid transit (BRT)?</b> | <b>Count</b> | <b>Percent</b> |
|--|--------------|----------------|
| a. No, BRT is new to me.                                 | 597          | 23.5%          |
| b. I've heard of BRT, but I don't know much about it.    | 1,136        | 44.7%          |
| c. Yes, I am familiar with BRT.                          | 811          | 31.9%          |
|  | <b>2,544</b> | <b>100.0%</b>  |

| <b>2) On average, how often do you ride the bus?</b> | <b>Count</b> | <b>Percent</b> |
|--|--------------|----------------|
| a. Frequent rider (five or more days per week).      | 1,007        | 40.3%          |
| b. Occasional rider (few times per month).           | 458          | 18.3%          |
| c. Seasonal rider (weather impacts my ridership).    | 258          | 10.3%          |
| d. Infrequent rider (primary vehicle not available). | 508          | 20.3%          |
| e. I do not ride the bus.                            | 268          | 10.7%          |
|  | <b>2,499</b> | <b>100.0%</b>  |

### Parking Accommodations

| <b>What are the most important parking issues that should be considered along the BRT route? (Select up to 3)</b> | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| Add new park-n-ride lots to serve the corridor  | 340          | 27.2%          |
| Improve/expand existing park-n-ride lots that connect to the corridor   | 285          | 22.8%          |
| Replace lost on-street parking with nearby off-street parking   | 235          | 18.8%          |
| Eliminate on-street parking where it will allow for a dedicated bus only lane                                     | 161          | 12.9%          |
| Preserve as much on-street parking as possible  | 110          | 8.8%           |
| Preserve on-street parking near businesses  | 108          | 8.6%           |
| Other (describe below)  | 12           | 1.0%           |
| <b>Total</b>  | <b>1,251</b> | <b>100.0%</b>  |

**Comments: 53**

### Fast & Reliable Buses

| <b>Which are the most important travel concerns along the BRT corridor today? (Select up to 3)</b> | <b>Count</b> | <b>Percent</b> |
|--|--------------|----------------|
| Buses take too long (stop too frequently)  | 1,450        | 28.6%          |
| Service not frequent enough during off-peak, or weekends   | 1,412        | 27.9%          |
| Service not frequent enough during weekday peak  | 927          | 18.3%          |
| Service starts too late or ends too early  | 751          | 14.8%          |
| Safety (cars drive too fast and/or don't respect buses)  | 324          | 6.4%           |
| Other (describe below)   | 200          | 3.9%           |
| <b>Total</b>   | <b>5,064</b> | <b>100.0%</b>  |

**Comments: 587**

### Bicycle Connections

| What would most improve bicycle travel within the BRT corridor? (Select up to 3) | Count        | Percent       |
|--|--------------|---------------|
| Improved bike routes connecting to corridor                                      | 386          | 28.8%         |
| Space for bikes on-board BRT vehicles  | 346          | 25.8%         |
| Secure bike parking at stations  | 249          | 18.6%         |
| Improved bike facilities along and/or parallel to BRT corridor                   | 244          | 18.2%         |
| Connections to bike-share stations   | 110          | 8.2%          |
| Other (describe below)   | 7            | 0.5%          |
| <b>Total</b>   | <b>1,342</b> | <b>100.0%</b> |

**Comments: 66**

### Pedestrian Connections

| What would most improve pedestrian travel within the BRT corridor? (Select up to 3) | Count        | Percent       |
|---|--------------|---------------|
| Add new sidewalks (eliminate missing segments)                                      | 587          | 23.4%         |
| Add signalized crossings/crosswalks   | 584          | 23.3%         |
| Build multi-use paths (also accommodate bicyclists)                                 | 504          | 20.1%         |
| Improve sidewalks connecting to BRT stations  | 430          | 17.1%         |
| Enhance facilities for people with disabilities                                     | 276          | 11.0%         |
| Locate sidewalks farther from the road  | 82           | 3.3%          |
| Other (describe below)  | 47           | 1.9%          |
| <b>Total</b>  | <b>2,510</b> | <b>100.0%</b> |

**Comments: 147**

| Convenient Transfers   | Comments     | Percent       |
|--|--------------|---------------|
| Which Madison Metro routes (or other transit services) would you use most often to connect to the East-West BRT route? | 1,005        | 72.8%         |
| Provide comments you have related to local or regional bus transfers along the BRT corridor.                           | 376          | 27.2%         |
| <b>Total</b>   | <b>1,381</b> | <b>100.0%</b> |

### Enhanced Bus Features

| <b>What are the most important BRT vehicle features? (Select up to 3)</b> | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| Alternative fuel, or electric buses                                       | 427          | 28.0%          |
| WiFi on bus   | 394          | 25.8%          |
| Wider space inside bus  | 267          | 17.5%          |
| Security cameras  | 181          | 11.9%          |
| Bike storage inside bus   | 149          | 9.8%           |
| Distinctive branding  | 43           | 2.8%           |
| Other (describe below)  | 39           | 2.6%           |
| Tinted windows  | 27           | 1.8%           |
| <b>Total</b>  | <b>1,527</b> | <b>100.0%</b>  |

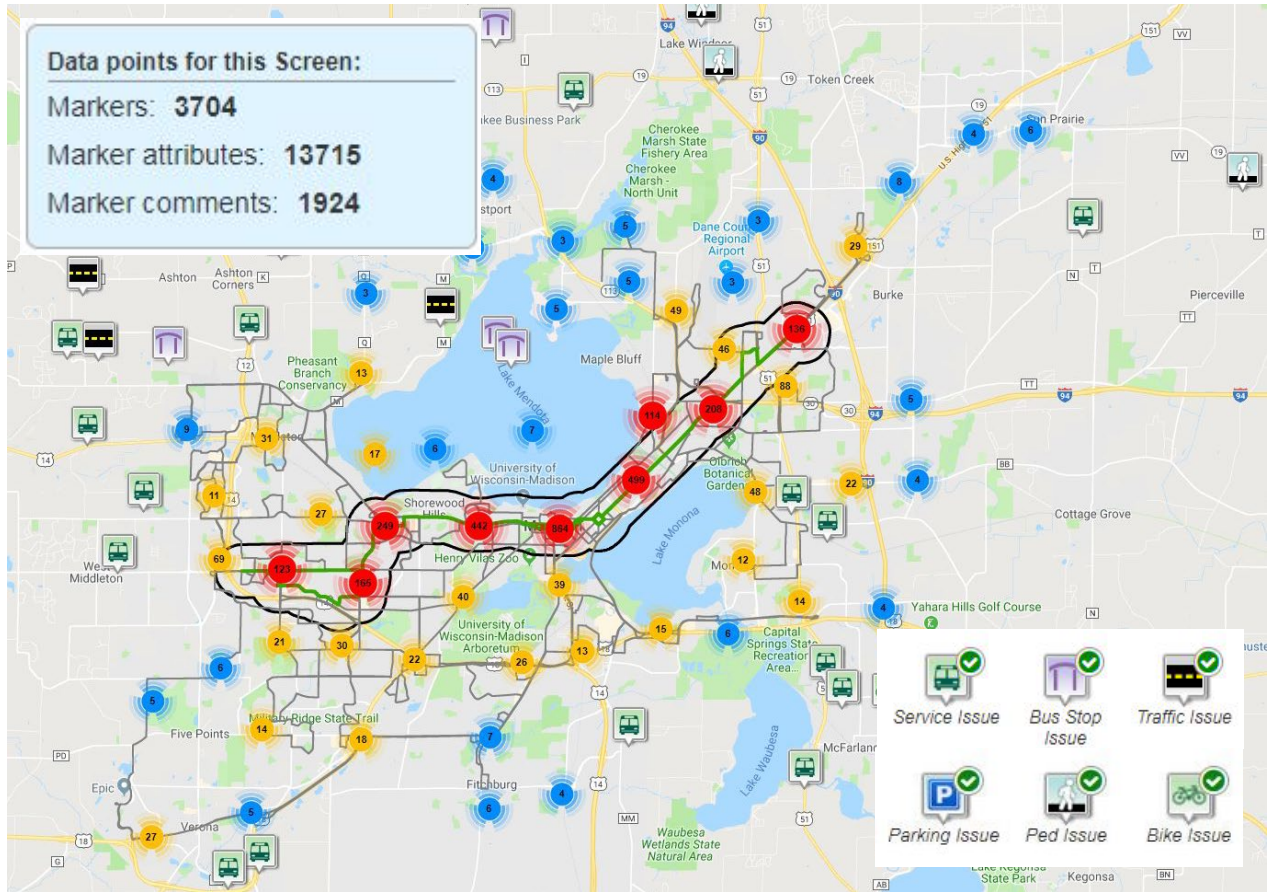
**Comments: 114**

### Regional Benefits

| <b>What are the most important regional benefits of the BRT corridor? (Select up to 2)</b>                     | <b>Count</b> | <b>Percent</b> |
|--|--------------|----------------|
| Faster cross-town travel times   | 429          | 29.9%          |
| More reliable, frequent service to major employers and destinations outside of central Madison                 | 426          | 29.7%          |
| More reliable, frequent service to major employers and destinations in Downtown Madison and the UW campus area | 355          | 24.8%          |
| Convenient connections to park-and-ride lots   | 200          | 13.9%          |
| Other (describe below)   | 24           | 1.7%           |
| <b>Total</b>   | <b>1,434</b> | <b>100.0%</b>  |

**Comments: 156**

# Mapping



| Service Issue                              | Count      | Percent       |
|--|------------|---------------|
| Need better connecting local service       | 271        | 38.3%         |
| Other                                      | 183        | 25.9%         |
| Buses get delayed in traffic               | 124        | 17.5%         |
| Key local bus to BRT transfer location     | 86         | 12.2%         |
| Key intercity bus to BRT transfer location | 43         | 6.1%          |
| <b>Total</b>                               | <b>707</b> | <b>100.0%</b> |

**Markers: 1,020**  
**Comments: 606**

| Bus Stop Issue                         | Count      | Percent       |
|--|------------|---------------|
| Improve (add shelter or other amenity) | 116        | 35.8%         |
| Primary bus stop (enhance with BRT)    | 105        | 32.4%         |
| Other                                  | 92         | 28.4%         |
| Design station to match neighborhood   | 11         | 3.4%          |
| <b>Total</b>                           | <b>324</b> | <b>100.0%</b> |

**Markers: 490**  
**Comments: 280**

| Bike Issue                             | Count      | Percent       |
|--|------------|---------------|
| Add multi-use path (next to road)      | 106        | 32.6%         |
| Improve or add on-street bike facility | 85         | 26.2%         |
| Other                                  | 58         | 17.8%         |
| Add bike signals at intersections      | 48         | 14.8%         |
| Add bike racks/secure parking          | 28         | 8.6%          |
| <b>Total</b>                           | <b>325</b> | <b>100.0%</b> |

**Markers: 423**  
**Comments: 249**

| Pedestrian Issue                    | Count      | Percent       |
|-------------------------------------|------------|---------------|
| Add/improve crosswalk               | 231        | 58.2%         |
| Other                               | 113        | 28.5%         |
| Add new sidewalk to eliminate a gap | 52         | 13.1%         |
| Repair/replace existing sidewalk    | 1          | 0.3%          |
| <b>Total</b>                        | <b>397</b> | <b>100.0%</b> |

**Markers: 569**  
**Comments: 359**



## Mapping (Continued)

| <b>Traffic Issue</b>                           | <b>Count</b> | <b>Percent</b> |
|--|--------------|----------------|
| Congestion causes travel delays                | 433          | 70.4%          |
| Conflicts with buses, bikes and/or pedestrians | 58           | 9.4%           |
| Travel speeds are too fast                     | 44           | 7.2%           |
| Difficult to turn at intersection              | 35           | 5.7%           |
| Other  | 24           | 3.9%           |
| Frequent area for crashes                      | 21           | 3.4%           |

**Total** **615** **100.0%**

**Markers: 865**

**Comments: 312**

| <b>Parking Issue</b>                          | <b>Count</b> | <b>Percent</b> |
|---|--------------|----------------|
| Add a park-n-ride lot                         | 121          | 50.4%          |
| Preserve on-street parking                    | 27           | 11.3%          |
| Opportunity to remove on-street parking       | 24           | 10.0%          |
| Opportunity to accommodate off-street parking | 24           | 10.0%          |
| Improve, or expand, existing park-n-ride lot  | 24           | 10.0%          |
| Other   | 20           | 8.3%           |

**Total** **240** **100.0%**

**Markers: 342**

**Comments: 119**

## Demographics

### What is your age group

|     |             |
|-----|-------------|
| 691 | 25 to 34    |
| 418 | 35 to 44    |
| 257 | 45 to 54    |
| 217 | 55 to 64    |
| 163 | 18 to 24    |
| 117 | 65 and over |
| 10  | Under 18    |

---

1873 Total

### What is your annual household income

|     |                      |
|-----|----------------------|
| 480 | Over 100000          |
| 354 | 50000 to 74999       |
| 290 | 75000 to 100000      |
| 215 | 15000 to 34999       |
| 203 | 35000 to 49999       |
| 163 | Prefer not to answer |
| 84  | Under 15000          |

---

1789 Total

### What is your gender

|     |                        |
|-----|------------------------|
| 887 | Male                   |
| 885 | Female                 |
| 49  | Prefer not to answer   |
| 37  | Nonbinarythird gender  |
| 4   | Prefer to selfdescribe |

---

1862 Total

### What is your raceethnicity

|      |                                 |
|------|---------------------------------|
| 1591 | WhiteCaucasian                  |
| 58   | HispanicLatino                  |
| 55   | Two or more races               |
| 50   | Asian                           |
| 34   | BlackAfrican American           |
| 19   | Other not listed                |
| 9    | American IndianAlaskan Native   |
| 2    | Native HawaiianPacific Islander |

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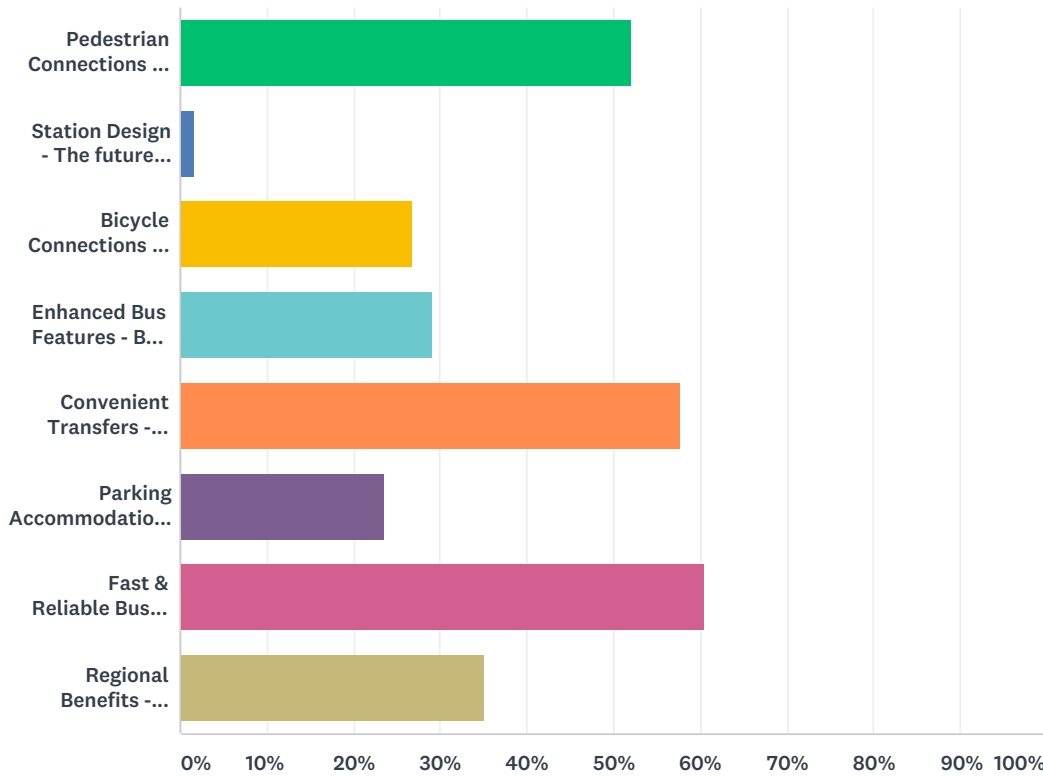
1818 Total

### What is your home zip code

*Too many responses have been given for this view.  
See excel download for data.*

# Q1 Select your top 3 priorities related to planning for the new Madison East-West BRT service. We want to hear from you no matter how often you currently use public transit in Madison.

Answered: 288 Skipped: 7



| ANSWER CHOICES   | RESPONSES  |
|--|------------|
| Pedestrian Connections - Nearly all transit trips begin and end with walking. Providing safe, walkable streets and designated crosswalks within the Madison BRT corridor is important, especially around BRT station areas.  | 52.08% 150 |
| Station Design - The future East-West BRT corridor includes a diverse mix of neighborhoods and commercial districts, each with its own unique character. BRT station areas should be designed to complement and enhance development in the areas in which they are located.                          | 1.74% 5    |
| Bicycle Connections - People of all ages and abilities ride bikes in Madison. On-street bike lanes and dedicated paths should be designed to provide safe, convenient connections to BRT stations.   | 26.74% 77  |
| Enhanced Bus Features - BRT vehicles should include modern amenities which provide a high-quality riding experience for all users. Some examples include on-board WiFi, on-board bike storage, distinctive branding, and alternative fuel or electric vehicles.                                      | 29.17% 84  |
| Convenient Transfers - Many Madison Metro routes use the proposed East-West BRT corridor for at least a portion of their trip. Establishing efficient transfers between local Metro routes and the new BRT routes will benefit the entire bus system.  | 57.64% 166 |
| Parking Accommodations - Implementing BRT often requires the removal of some on-street parking to provide fast, reliable transit service. Balancing the pros and cons of on-street parking versus bus-only lanes should be evaluated, along with the possibility of adding park and ride facilities. | 23.61% 68  |
| Fast & Reliable Buses - BRT is an opportunity to rethink how cars, buses, bikes, and pedestrians are prioritized in and along our roadways. Madison's BRT investment should enhance the travel experience for everyone by making buses faster and more reliable.                                     | 60.42% 174 |

## Help plan Bus Rapid Transit (BRT) in Madison

Regional Benefits - Commuters from cities outside of Madison use the proposed East-West BRT route daily to reach major employment centers. Madison should create a BRT system that encourages regional commuters to use the bus for all or a portion of their trip.

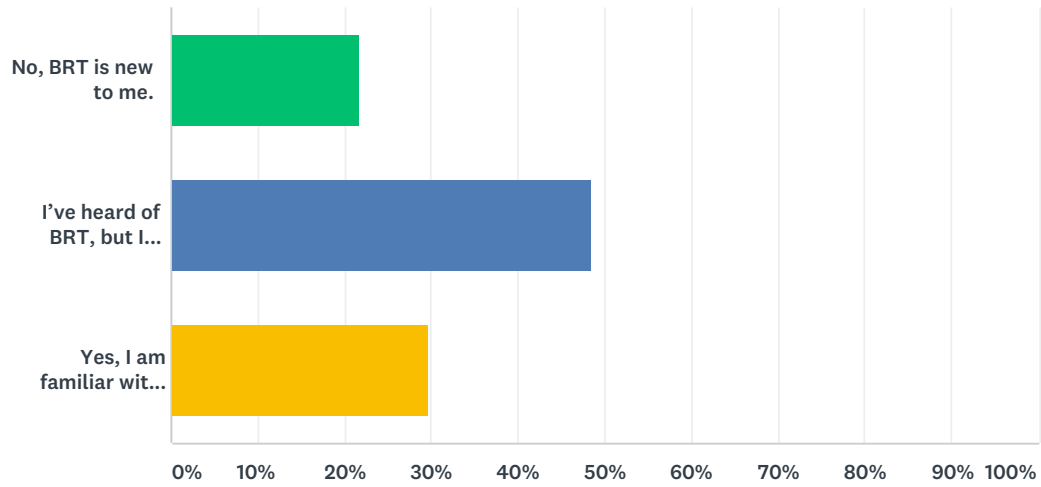
35.07% 101

Total Respondents: 288



## Q2 Are you familiar with bus rapid transit (BRT)?

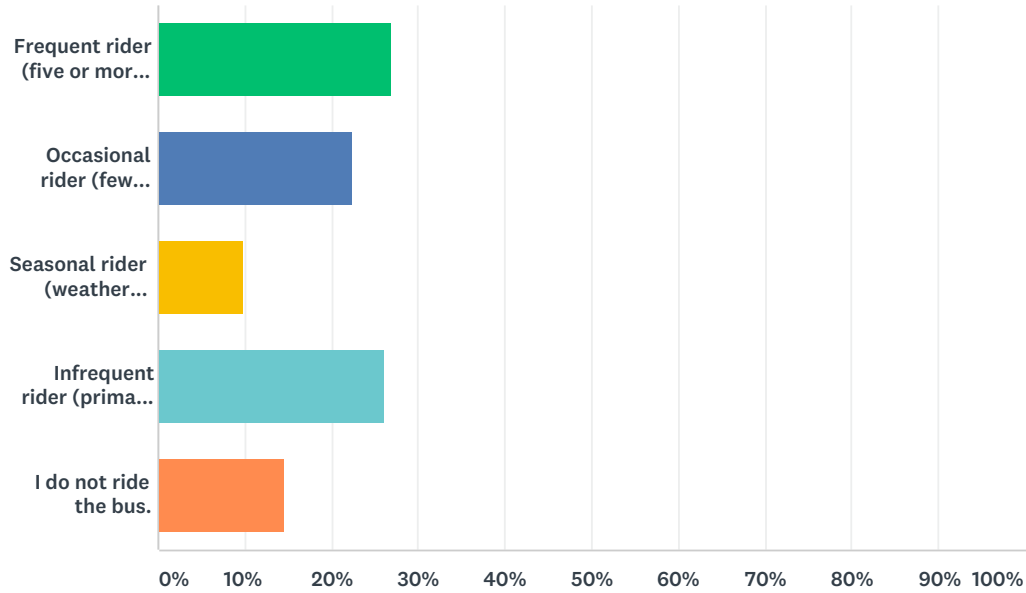
Answered: 286 Skipped: 9



| ANSWER CHOICES                                     | RESPONSES |     |
|--|-----------|-----|
| No, BRT is new to me.                              | 21.68%    | 62  |
| I've heard of BRT, but I don't know much about it. | 48.60%    | 139 |
| Yes, I am familiar with BRT.                       | 29.72%    | 85  |
| TOTAL  |           | 286 |

### Q3 On average, how often do you ride the bus?

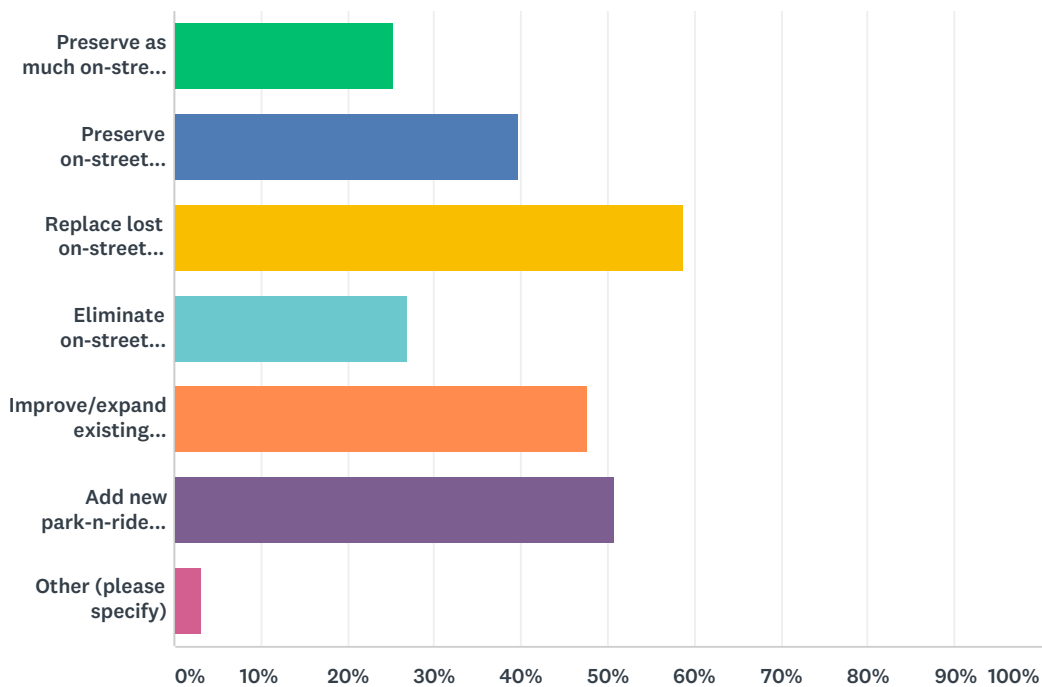
Answered: 286 Skipped: 9



| ANSWER CHOICES                                    | RESPONSES |            |
|---|-----------|------------|
| Frequent rider (five or more days per week).      | 26.92%    | 77         |
| Occasional rider (few times per month).           | 22.38%    | 64         |
| Seasonal rider (weather impacts my ridership).    | 9.79%     | 28         |
| Infrequent rider (primary vehicle not available). | 26.22%    | 75         |
| I do not ride the bus.                            | 14.69%    | 42         |
| <b>TOTAL</b>                                      |           | <b>286</b> |

## Q4 What are the most important parking issues that should be considered along the BRT route? (Select up to 3)

Answered: 63 Skipped: 232



| ANSWER CHOICES  | RESPONSES |
|---|-----------|
| Preserve as much on-street parking as possible                                | 25.40% 16 |
| Preserve on-street parking near businesses                                    | 39.68% 25 |
| Replace lost on-street parking with nearby off-street parking                 | 58.73% 37 |
| Eliminate on-street parking where it will allow for a dedicated bus only lane | 26.98% 17 |
| Improve/expand existing park-n-ride lots that connect to the corridor         | 47.62% 30 |
| Add new park-n-ride lots to serve the corridor                                | 50.79% 32 |
| Other (please specify)  | 3.17% 2   |
| Total Respondents: 63   |           |

| # | OTHER (PLEASE SPECIFY)   | DATE               |
|---|--|--------------------|
| 1 | Safety! On the buses and at stops and transfer points. This should be the number one priority. | 1/17/2019 9:34 AM  |
| 2 | Possibly add bus only lanes for busy parts of the street                                       | 1/15/2019 10:51 AM |

## Q5 Provide comments you have related to parking along the BRT corridor.

Answered: 18 Skipped: 277

| #  | RESPONSES  | DATE               |
|----|--|--------------------|
| 1  | It must remembered that this is only a PART of a person's commute. Park-n-rides and easy transfers are critical.   | 1/25/2019 3:29 PM  |
| 2  | Madison does not need a BRT system. The city should be asking why are people not using the current bus system and then make changes to the current system so more people will ride it.   | 1/25/2019 6:21 AM  |
| 3  | I think it is great you are looking at this alternative. As Madison grows to higher densities parking will become more critical for an effective BRT system.   | 1/19/2019 9:38 AM  |
| 4  | Eliminating parking could be bad for business and, thus, lost revenue from taxes paid by businesses!!  | 1/17/2019 9:34 AM  |
| 5  | Lots should be highly secure and NOT impact neighboring communities. There has been a LOT of crime involving car break ins lately.   | 1/16/2019 11:52 PM |
| 6  | Keep in mind that not all people who need to park on the street live in Madison and will be able to use BRT. People commuting in for work will still need parking that they can afford and many use the street rather than pay the outrageous rates charged by the city.   | 1/15/2019 10:50 PM |
| 7  | Purists will say, "screw the car parking (storage)," but gaining support for any transit improvement* will require accommodating concerns about having parking, particularly near businesses. I'm not convinced that it's such an important consideration, but am realistic enough to see that it's a necessary concession. * As for transit improvement, ideally, Madison will finally grow up and understand that we need actual rail transit, not this stupid bus "rapid" transit charade. Buses are an inferior form of rapid transit. People will ride rail, they don't ride buses. If we'd done something about light rail (or even a baby-step commuter rail back in the 1990s, we wouldn't still be in this position now. Horrible failure of leadership with respect to mass transit around here. | 1/15/2019 10:11 PM |
| 8  | I favor giving BRT planners the ability to eliminate any and all parking to accomodate BRT lanes. Furthermore I encourage planning for parking EXCEPT for tearing up the grassland adjacent to West Transfer. Planners should put driver rest room facilities at the ends of the BRT routes and other major routes. That is not a joke. Having to wait for drivers to pull into the Stop & Go is a huge waste of time for riders and I have to suppose it's embarassing for driver.  | 1/15/2019 4:09 PM  |
| 9  | I advocate fewer cars, so I am indifferent to lost parking places. But improvement of *existing* (not new) park and ride lots would be acceptable.   | 1/15/2019 3:34 PM  |
| 10 | We already do not have enough parking in downtown Madison so I hope that we either have more parking available or certainly not less.  | 1/15/2019 12:09 PM |
| 11 | Parking is essential as are busses. I park and walk at tines. Busses are not close enough to businesses so if you are on crutches or in a wheelchair, would that work for you? In the winter?  | 1/15/2019 11:21 AM |
| 12 | I am a commercial photographer; I often need to carry extra lighting equipment to my photoshoots at area businesses. I would like to park close to the business that is my client so I don't have to carry the gear very far from my car.  | 1/15/2019 10:11 AM |
| 13 | North-south BRT would greatly benefit underserved parts of our community!  | 1/12/2019 8:40 AM  |
| 14 | Don't remove on Street parking. It is difficult enough to find parking in Madison.   | 1/12/2019 6:01 AM  |
| 15 | Eliminate two hour parking limitations.  | 1/9/2019 2:56 PM   |
| 16 | If someone has transportation to parking they can probably drive or carpool to their desired location.   | 1/3/2019 8:02 PM   |
| 17 | Parking in Madison is very hard to come by. I ride the bus every day to school and back, but I find it impossible to park downtown when I drive.   | 12/27/2018 2:54 PM |

## Help plan Bus Rapid Transit (BRT) in Madison

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18

More park and ride options would make this more accessible to those of us who live in the outlying communities (Waunakee, Verona, McFarland, Oregon, Sun Prairie).

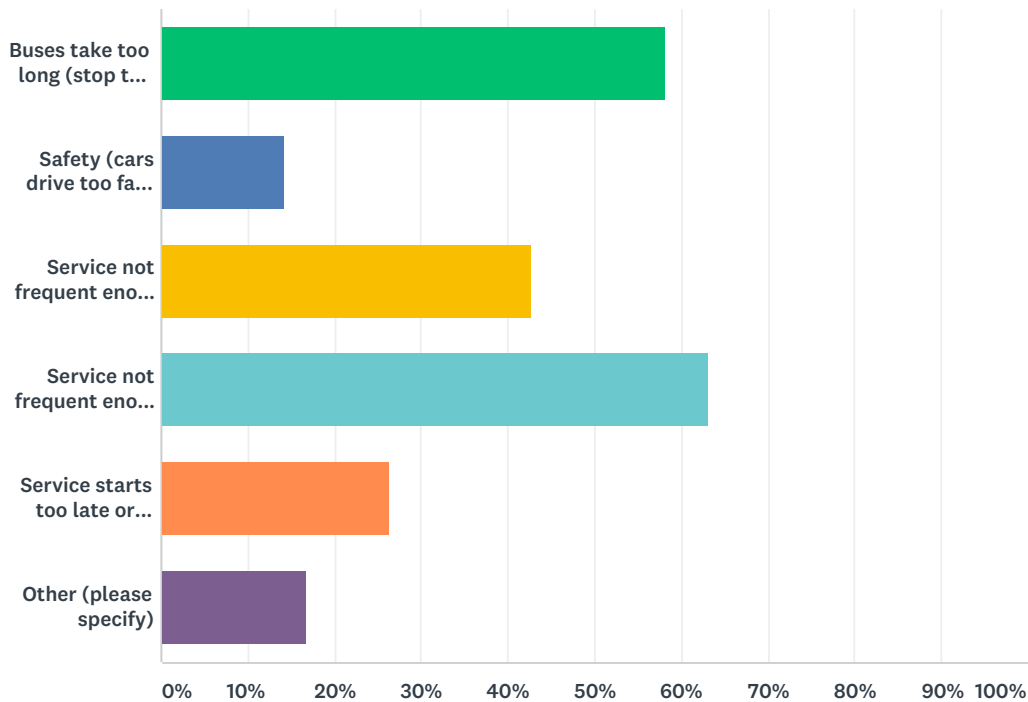
12/21/2018 12:00 PM

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## Q6 Which are the most important travel concerns along the BRT corridor today? (Select up to 3)

Answered: 155 Skipped: 140



| ANSWER CHOICES   | RESPONSES |    |
|--|-----------|----|
| Buses take too long (stop too frequently)                | 58.06%    | 90 |
| Safety (cars drive too fast and/or don't respect buses)  | 14.19%    | 22 |
| Service not frequent enough during weekday peak          | 42.58%    | 66 |
| Service not frequent enough during off-peak, or weekends | 63.23%    | 98 |
| Service starts too late or ends too early                | 26.45%    | 41 |
| Other (please specify)                                   | 16.77%    | 26 |
| Total Respondents: 155                                   |           |    |

| # | OTHER (PLEASE SPECIFY)  | DATE               |
|---|---|--------------------|
| 1 | Need to have good connections for the north side of the city  | 2/1/2019 3:35 PM   |
| 2 | Any time you have to make connections, the trip is much more difficult to coordinate (and takes a lot longer)                         | 1/30/2019 9:32 PM  |
| 3 | Buses that arrive too early and do not not wait for passengers at specified arrival time  | 1/28/2019 7:24 AM  |
| 4 | Just too slow. It's not just stops, it's the routes, the traffic, etc. It can take an hour for what is normally a 10-minute car ride. | 1/25/2019 3:29 PM  |
| 5 | Commuter routes make too many stops and take too long to get downtown.  | 1/22/2019 11:21 AM |
| 6 | Better service routes   | 1/20/2019 9:05 PM  |
| 7 | Buses being on schedule.  | 1/19/2019 5:40 PM  |

## Help plan Bus Rapid Transit (BRT) in Madison

|    |   |                     |
|----|---|---------------------|
| 8  | Again, #1 is safety of metro customers who have been attacked by young thug customers!  | 1/17/2019 9:34 AM   |
| 9  | crowded travel; buses not on schedule   | 1/16/2019 3:57 PM   |
| 10 | Buses need to run frequently enough that you don't need a schedule  | 1/16/2019 2:44 PM   |
| 11 | My daugther takes the bus and it sometime is early so she will miss it she gets done at 2:40 bus should be there at 2:45 when she get there at 2:43 the bus is gone ....already it came a little early. | 1/16/2019 12:49 PM  |
| 12 | buses full and refuse riders  | 1/16/2019 5:11 AM   |
| 13 | Can't rely on being able to put my bike on the bus  | 1/15/2019 6:43 PM   |
| 14 | Service within short walking distance.  | 1/15/2019 2:41 PM   |
| 15 | Wait at transfer station too long.  | 1/15/2019 1:54 PM   |
| 16 | Don't know  | 1/15/2019 12:10 PM  |
| 17 | Travel to DMV via bus, for example, is rediculous!  | 1/15/2019 11:21 AM  |
| 18 | timing of transfers   | 1/15/2019 10:54 AM  |
| 19 | Too expensive or I often don't have correct change or cash.   | 1/15/2019 10:32 AM  |
| 20 | Delays, late busses make timing unreliable  | 1/15/2019 9:56 AM   |
| 21 | Doesn't connect with McFarland  | 1/9/2019 12:39 PM   |
| 22 | No direct bus commute from my house to job. If there was I would take bus to work more often than not.  | 1/8/2019 4:39 PM    |
| 23 | It doesn't reach the outlying communities (Waunakee, Verona, McFarland, Oregon, Sun Prairie).   | 12/21/2018 12:00 PM |
| 24 | Will the bus be able to make its connections on time, so that you don't have to wait an extra 30 or 60 minutes at the transfer point.   | 12/21/2018 9:20 AM  |
| 25 | Unreliable arrival times  | 12/21/2018 12:00 AM |
| 26 | hard to catch routes that are only served in the AM/PM but not mid-day  | 12/18/2018 8:15 AM  |

## Q7 Provide comments you have related to the current travel experience along the BRT corridor.

Answered: 41 Skipped: 254

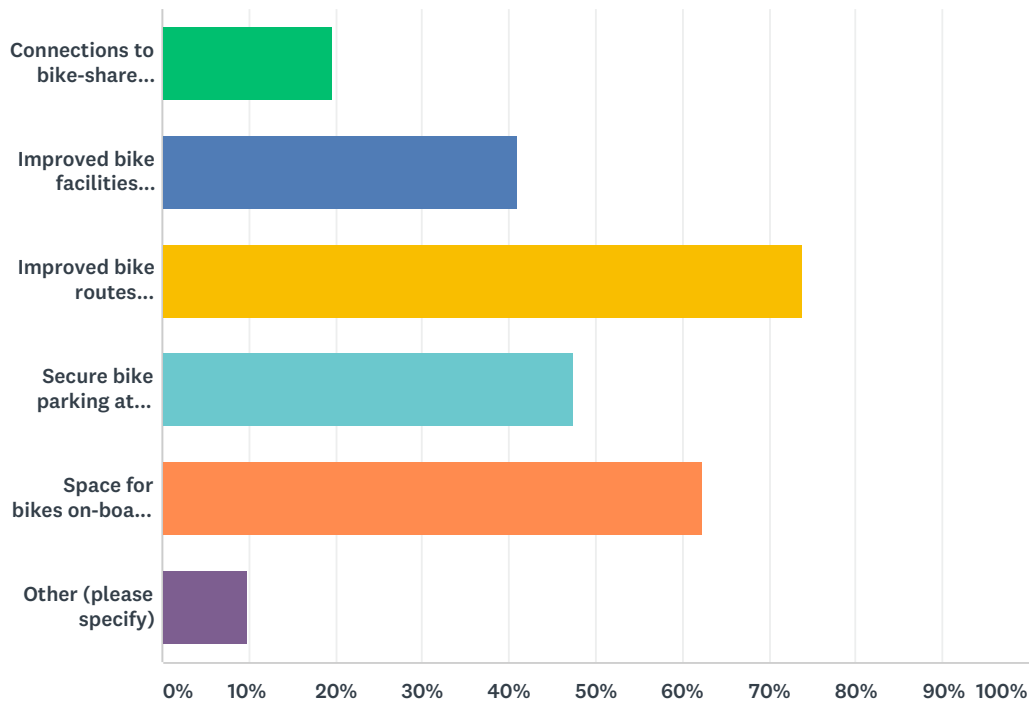
| #  | RESPONSES  | DATE               |
|----|--|--------------------|
| 1  | service needs to be extended to Middleton where Madison area people work   | 2/7/2019 10:44 AM  |
| 2  | It's an hour long ride from the Capitol to Watts road each workday evening currently. I think BRT would make that much quicker.  | 2/1/2019 4:48 PM   |
| 3  | I am concerned with pushing more traffic into existing lanes to accommodate the exclusive bus lanes  | 2/1/2019 3:35 PM   |
| 4  | I live pretty close to the isthmus on this route, so I already have great service around rush hour. However, coverage thins out quickley as you move west and is tough if you're traveling not at rush hour. Lots of single occupancy cars are being used on this route. Would love to have those people on the bus!   | 1/30/2019 9:32 PM  |
| 5  | would ride more if I knew exactly when the bus was coming  | 1/30/2019 2:04 PM  |
| 6  | none   | 1/28/2019 12:58 PM |
| 7  | I can't find any information on the proposed route.  | 1/26/2019 9:21 AM  |
| 8  | It takes me an hour+ to go from S Gammon to downtown. Even longer to go to the Atwood area. Completely unacceptable.   | 1/25/2019 6:07 PM  |
| 9  | The West side has odd and inefficient bus routes. So many of the people that live on the West side and work at the West Town mall have to spend more than 3 times the amount of time to get there by bus than by car. They have to first go to the West Transfer Point and then get on a different route to get to the mall - why is there no direct bus line for them? Also why did the 58 route get changed so it no longer goes down Schroeder road? Very frustrating for people no longer on the 58 route who want a fast way to get to the capital - now have to transfer or take the 50/2 which takes much longer. | 1/25/2019 6:20 AM  |
| 10 | Easier boarding and exiting for elderly.   | 1/24/2019 4:38 PM  |
| 11 | We need BRT to ease car congestion.  | 1/24/2019 2:21 PM  |
| 12 | too many stops, occasional overcrowding  | 1/22/2019 8:38 PM  |
| 13 | bus #6 takes too long, too many stops on the Capitol Square  | 1/22/2019 2:00 PM  |
| 14 | Buses are early or late to bus stops making bus travel inconvenient.   | 1/19/2019 5:40 PM  |
| 15 | It's OK if I'm only going from my house (near Midvale and Odana) to just past the Square. Beyond that takes too long. I never take the bus on weekends.  | 1/17/2019 8:52 PM  |
| 16 | poor connections, buses drive away as one bus unloads and the connection is lost, need better communication between busses to let other bus know there are riders wanting to get on that bus (before it speeds away)   | 1/17/2019 7:15 PM  |
| 17 | I think the express busses work well   | 1/17/2019 8:06 AM  |
| 18 | Roads need repair  | 1/16/2019 2:44 PM  |
| 19 | Need a more direct path downtown on a continuous schedule.   | 1/16/2019 1:19 PM  |
| 20 | Need better route west side to Truax/MATC  | 1/16/2019 11:19 AM |
| 21 | #38 bus through campus at evening rushhour often too full. Sometimes drivers refuse new riders at Johnson/Park. But the bus then soon empties out in the student housing areas in Bassett. Also, the 38 is almost always late because of the Charter St. mess during evening rush hour   | 1/16/2019 5:11 AM  |
| 22 | There is no fast way to get across Madison on transit.   | 1/15/2019 10:30 PM |
| 23 | Rush hour traffic really slows things down.  | 1/15/2019 10:21 PM |

## Help plan Bus Rapid Transit (BRT) in Madison

|    |  |                    |
|----|--|--------------------|
| 24 | more frequent service on weekends might increase ridership   | 1/15/2019 10:18 PM |
| 25 | I use the bus system everyday and I love the google maps app, I just wish buses didn't show up early to bus stops because it causes me to miss my route and wait up to an hour for the next one all because I was a minute late. | 1/15/2019 6:02 PM  |
| 26 | Takes too long to get across town.   | 1/15/2019 2:38 PM  |
| 27 | Don't use... too much travel time.   | 1/15/2019 1:54 PM  |
| 28 | n/a  | 1/15/2019 12:23 PM |
| 29 | Frequent stops in car lanes problem for congestion in campus part of east-west corridor  | 1/15/2019 11:27 AM |
| 30 | My main issue has been long commute time because of a transfer and wait time between buses   | 1/15/2019 11:15 AM |
| 31 | I'd love to take the bus more often, but it takes too long to get anywhere and the busses don't come often enough.   | 1/15/2019 11:00 AM |
| 32 | I'm disabled and have to get from W. Wash and Park to University and Park to catch rapid bus to Middleton.   | 1/15/2019 10:54 AM |
| 33 | Traffic in the downtown area sometimes negatively effects my travel time and I've definitely been late to work because of that.  | 1/15/2019 10:35 AM |
| 34 | Some bus drivers don't wait for you to get on if you're not at the front door.   | 1/15/2019 10:25 AM |
| 35 | I get excellent service during peak from the #6 and #4.  | 1/15/2019 9:38 AM  |
| 36 | No bus between Middleton and the East side   | 1/9/2019 1:11 PM   |
| 37 | Some safety concerns while riding the bus and waiting for a transfer at the South Park bus station.  | 1/9/2019 8:28 AM   |
| 38 | I can bike to work faster than current busing, even without a transfer.  | 1/1/2019 10:06 PM  |
| 39 | The entire University corridor to Middleton should be considered for BRT, or at least bus service between Middleton and BRT/West Transfer  | 12/30/2018 4:51 PM |
| 40 | I would ride the bus more on weekends/off-peak hours if service was more frequent. I live on the 14 route.   | 12/27/2018 2:54 PM |
| 41 | The #6 bus is very helpful is being able to travel a long distance, but the trip seems like it takes a long time when you're sitting on the bus.   | 12/21/2018 9:20 AM |

## Q8 What would most improve bicycle travel within the BRT corridor? (Select up to 3)

Answered: 61 Skipped: 234



| ANSWER CHOICES   | RESPONSES |    |
|--|-----------|----|
| Connections to bike-share stations                             | 19.67%    | 12 |
| Improved bike facilities along and/or parallel to BRT corridor | 40.98%    | 25 |
| Improved bike routes connecting to corridor                    | 73.77%    | 45 |
| Secure bike parking at stations                                | 47.54%    | 29 |
| Space for bikes on-board BRT vehicles                          | 62.30%    | 38 |
| Other (please specify)   | 9.84%     | 6  |
| Total Respondents: 61  |           |    |

| # | OTHER (PLEASE SPECIFY)  | DATE               |
|---|---|--------------------|
| 1 | Electric or Hybrid buses. We need to pollute less!  | 1/18/2019 6:12 PM  |
| 2 | As a petite person, I always find it awkward to get my bike on the bus bike rack  | 1/17/2019 4:24 PM  |
| 3 | Safe bike day storage at stops.   | 1/17/2019 12:55 PM |
| 4 | Ability to accompany more bicycles per bus, preferably outside of the bus but on-board as a LAST PLACE option.  | 1/16/2019 10:43 AM |
| 5 | Using only ELECTRIC buses so that cyclists on nearby bike routes, and residents of nearby residential areas are not exposed to the toxic fumes of diesel buses! | 1/15/2019 12:36 PM |
| 6 | traffic signals at bike route crossings.  | 1/15/2019 10:47 AM |



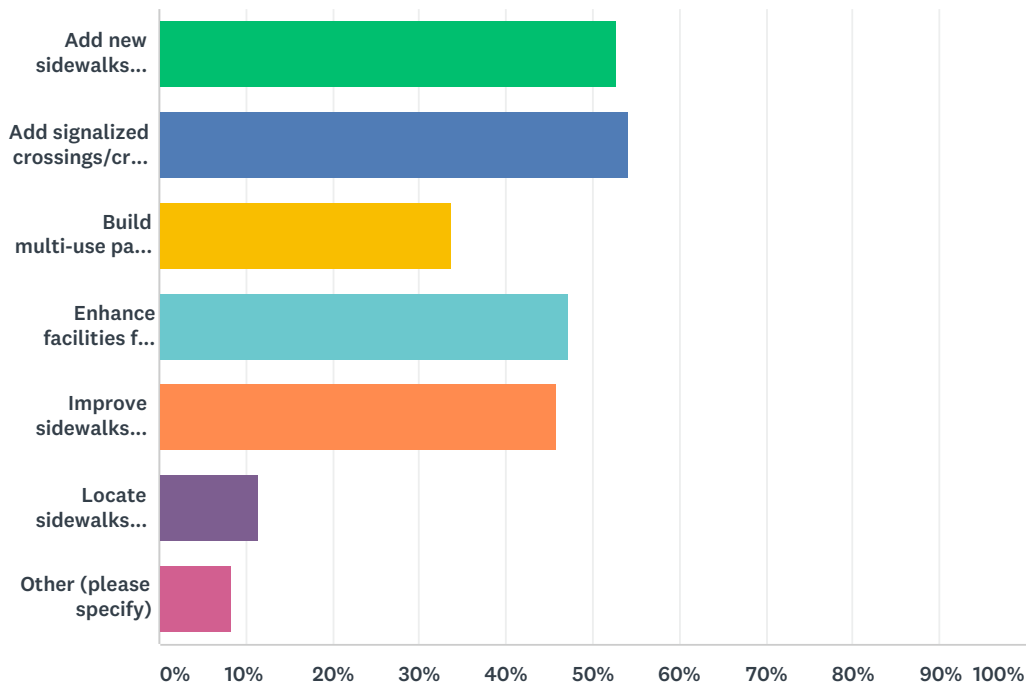
## Q9 Provide comments you have related to biking along the BRT route.

Answered: 13 Skipped: 282

| #  | RESPONSES   | DATE               |
|----|---|--------------------|
| 1  | Safe/secure parking for bikes and ability to quickly bring bikes onto BRT would be really helpful   | 1/30/2019 9:32 PM  |
| 2  | Bikes need their own lane with a divider protecting them from cars and buses along University.  | 1/18/2019 9:40 AM  |
| 3  | Route is not intuitive in some locations, steep, exposed to traffic.  | 1/17/2019 12:55 PM |
| 4  | It needs to ensure safety for all.  | 1/16/2019 8:26 PM  |
| 5  | Make corridors safe   | 1/16/2019 4:08 PM  |
| 6  | BRT should not cause a net reduction (in quantity or quality) of existing bicycle facilities. Bikes should not share a lane with BRT or have to bike next to BRT (like a painted bike lane adjacent to the BRT lane).   | 1/15/2019 10:30 PM |
| 7  | Ample sized B-Cycle stations that would connect to transit would be great. It would be a great alternative to the infrequent and inefficiently timed service to existing transfer points and any future BRT or LRT service. I rarely use the buses because the routes connecting to the transfer point take so incredibly long to go just a few miles that they make the combined trip length non-viable. | 1/15/2019 10:11 PM |
| 8  | I use my bike almost every day, even in the winter and would love to see bike-friendly busses along a BRT corridor.   | 1/15/2019 1:17 PM  |
| 9  | For nearly all of my trips along the BRT corridor, I would just continue by bike if the BRT system was spewing more harmful diesel exhaust in to the air, as I have for 30 years. Only electric buses and reduced car traffic could get me to use the otherwise-great bike path along University Avenue.  | 1/15/2019 12:36 PM |
| 10 | Why would bike routes be needed along the corridor? Wouldn't the bicyclists be on the BRT? - unless the BRT was replacing the shortest bike routes (making the bikes take a longer route because the BRT blocked the shortest bike routes)  | 1/9/2019 2:56 PM   |
| 11 | Generally speaking, I prefer off-road or protected bicycle facilities parallel to the roadways.   | 1/8/2019 3:39 PM   |
| 12 | Bike Routes are Non-existent between University and West Transfer Point   | 12/30/2018 4:51 PM |
| 13 | Madison is great for biking. My only worry is biking along Old Campus Drive. I would bike a lot more if there was a complete path from Hilldale to the UW.  | 12/27/2018 2:54 PM |

## Q10 What would most improve pedestrian travel within the BRT corridor? (Select up to 3)

Answered: 131 Skipped: 164



| ANSWER CHOICES                                      | RESPONSES |
|---|-----------|
| Add new sidewalks (eliminate missing segments)      | 52.67% 69 |
| Add signalized crossings/crosswalks                 | 54.20% 71 |
| Build multi-use paths (also accommodate bicyclists) | 33.59% 44 |
| Enhance facilities for people with disabilities     | 47.33% 62 |
| Improve sidewalks connecting to BRT stations        | 45.80% 60 |
| Locate sidewalks farther from the road              | 11.45% 15 |
| Other (please specify)                              | 8.40% 11  |
| Total Respondents: 131                              |           |

| # | OTHER (PLEASE SPECIFY)  | DATE               |
|---|---|--------------------|
| 1 | Shelters with heat for the winter.  | 1/25/2019 6:20 AM  |
| 2 | Paved bus stops that get snow removed in winter. It is so unsafe for people with disabilities to have to be let off in the street when the bus stop is unpacked or covered in snow. | 1/18/2019 9:40 AM  |
| 3 | Mixed-use zoning for tighter proximity of small business/housing (on west side  | 1/17/2019 11:25 PM |
| 4 | Do not make multi-use paths. Bikers ride too fast and think they own it. They disrespect and ride dangerously around walkers, or even slow bikers!                                  | 1/17/2019 8:52 PM  |
| 5 | make sure sidewalks are bump-free for wheelchair access   | 1/16/2019 3:41 PM  |

## Help plan Bus Rapid Transit (BRT) in Madison

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|    |  |                    |
|----|--|--------------------|
| 6  | Traffic enforcement also focusing on pedestrians. Pedestrians crossing on don't walk signs because they are too impatient to wait for traffics ROW to finish or to catch buses will continue to be dangerous even with BRT. BRT should emphasize ALL PARTIES sharing the road.                                       | 1/15/2019 10:50 PM |
| 7  | I won't support one more cent for bus service until you improve safety on the buses. the recent incident of a woman being beat up after telling loud teenagers to quiet down is an example. i've seen the same thing. and they'll probly get off and get free passes to ride while i pay property tax and full fares | 1/15/2019 9:38 PM  |
| 8  | better hook times to get from one bus to another when at the transfer point.   | 1/15/2019 6:24 PM  |
| 9  | Enforce laws that require cars to yield to peds in x-walks!!!  | 1/15/2019 5:20 PM  |
| 10 | Using only ELECTRIC buses so that pedestrians on nearby walking routes, and residents of nearby residential areas are not exposed to the toxic fumes of diesel buses!  | 1/15/2019 12:36 PM |
| 11 | Don't know   | 1/15/2019 12:10 PM |

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## Q11 Provide comments you have related to walking along the BRT route.

Answered: 15 Skipped: 280

| #  | RESPONSES   | DATE               |
|----|---|--------------------|
| 1  | None  | 1/28/2019 12:58 PM |
| 2  | Safe for disabled/elderly. Winter safety too.   | 1/26/2019 8:51 AM  |
| 3  | The new pedestrian activated flashing lights are AMAZING for improving safety.  | 1/24/2019 11:39 AM |
| 4  | BRT and the regular bus service need to enhance each other. In addition the bus service should service the airport. BRT and/or the bus service should plan for connecting up with a train service, like Amtrak, in the future (15-20 years?). | 1/19/2019 9:38 AM  |
| 5  | It's a boring walk on the west side, empty strip malls and few pedestrians  | 1/17/2019 11:25 PM |
| 6  | mix of sidewalk and bike path   | 1/16/2019 2:44 PM  |
| 7  | Signalized crossings are key. It is not enough to just hope that drivers will yield at an signalized crosswalk.   | 1/15/2019 10:30 PM |
| 8  | I am always concerned about cars running red lights when trying to cross intersections.   | 1/15/2019 10:21 PM |
| 9  | Walking to bus stops are simple and convenient  | 1/15/2019 6:02 PM  |
| 10 | If buses are noisy and polluting diesel vehicles, I would not walk along the University Avenue corridor, and I never do that now, and only cycle along that corridor when the wind is from the north.   | 1/15/2019 12:36 PM |
| 11 | Difficult if in a wheelchair or on crutches.  | 1/15/2019 11:21 AM |
| 12 | If you're making new sidewalks, make sure they're well-lighted and feel safe for people walking at night.   | 1/15/2019 11:00 AM |
| 13 | I appreciate amenities like the pedestrian bridge over E Washington Ave at Marquette.   | 1/15/2019 10:04 AM |
| 14 | Safety must be assured for all.   | 1/3/2019 8:02 PM   |
| 15 | It will be super helpful to have sidewalks available at all parts of the route.   | 12/21/2018 9:20 AM |

## Q12 Which Madison Metro routes (or other transit services) would you use most often to connect to the East-West BRT route?

Answered: 79 Skipped: 216

| #  | RESPONSES   | DATE               |
|----|---|--------------------|
| 1  | route 18 from south transfer point  | 2/7/2019 11:15 AM  |
| 2  | south side to downtown  | 2/7/2019 10:31 AM  |
| 3  | Route 73. Would ride my bicycle to BRT station regularly during warmer seasons.   | 2/1/2019 4:48 PM   |
| 4  | Bike paths, sidewalks   | 2/1/2019 3:35 PM   |
| 5  | 4, 18, 7  | 1/30/2019 2:04 PM  |
| 6  | 16 if it could, otherwise possibly 5, 3   | 1/28/2019 8:17 PM  |
| 7  | Route 15, 14 or 7   | 1/28/2019 12:58 PM |
| 8  | Number 6, 4   | 1/28/2019 7:24 AM  |
| 9  | Bus 6   | 1/26/2019 9:21 AM  |
| 10 | 2,4,5,  | 1/26/2019 8:51 AM  |
| 11 | 50/2  | 1/25/2019 6:20 AM  |
| 12 | Route 30 bus. I would be interested in Park & Ride lot by East Towne mall or Woodman's.                                 | 1/24/2019 2:21 PM  |
| 13 | 13,6,38,  | 1/23/2019 4:49 PM  |
| 14 | 14, 6   | 1/23/2019 10:18 AM |
| 15 | 2, 6, 18, 4   | 1/22/2019 8:38 PM  |
| 16 | #6 #14  | 1/22/2019 2:00 PM  |
| 17 | 6   | 1/21/2019 6:15 PM  |
| 18 | I would connect at Park Street and the Capitol Square via several different buses                                       | 1/21/2019 4:42 PM  |
| 19 | getting to the airport from the west side   | 1/18/2019 7:16 PM  |
| 20 | 14/68 goes right by my house, or I would walk   | 1/17/2019 11:25 PM |
| 21 | 6,7   | 1/17/2019 10:54 PM |
| 22 | 12, 13, 5, 10   | 1/17/2019 7:15 PM  |
| 23 | 2, 6  | 1/17/2019 2:07 PM  |
| 24 | 29  | 1/17/2019 11:04 AM |
| 25 | I use Route 6, most often.  | 1/17/2019 9:34 AM  |
| 26 | I live near University Avenue corridor- not sure if this is part of the route. There are few routes in my neighborhood. | 1/16/2019 11:52 PM |
| 27 | 3,4,6,10,15   | 1/16/2019 8:48 PM  |
| 28 | Bike/walk, 2,22, 21, 27,28 bus routes   | 1/16/2019 4:44 PM  |
| 29 | Middleton buses   | 1/16/2019 3:41 PM  |
| 30 | Along East Wash   | 1/16/2019 2:46 PM  |
| 31 | 70 buses  | 1/16/2019 2:20 PM  |
| 32 | 15,8  | 1/16/2019 1:19 PM  |
| 33 | 2 14  | 1/16/2019 1:13 PM  |



## Help plan Bus Rapid Transit (BRT) in Madison

|    |   |                    |
|----|---|--------------------|
| 34 | When going east it takes an hour and a 1/2to get from Whitney way area to Stoughton Rd area   | 1/16/2019 12:49 PM |
| 35 | 6   | 1/16/2019 11:19 AM |
| 36 | 11/12/13  | 1/16/2019 8:03 AM  |
| 37 | 21  | 1/16/2019 1:53 AM  |
| 38 | Car   | 1/15/2019 11:37 PM |
| 39 | Maybe the 8/14 depending on the BRT route.  | 1/15/2019 10:21 PM |
| 40 | None of the existing routes would be particularly helpful to me in getting to the proposed route. By the time I would get to the bus that would link to it (2, 4, 5, et cetera), I would be almost as well off just staying on that bus than making yet another transfer.   | 1/15/2019 10:11 PM |
| 41 | I use Middleton routes (70, 71, 72) to commute to my job south of UW campus.  | 1/15/2019 7:31 PM  |
| 42 | none: my neighborhood would have NO connections to BRT! It will mainly serve already-well-served neighborhoods...   | 1/15/2019 5:20 PM  |
| 43 | The 6 bus. Suggestion: MM should put a new commuter transfer point at the top of Seminole on the east side of Midvale (so inbound commuters can take a right turn). Put up a parking garage and proper depot that sells coffee and newspapers and has, gee whiz, clean public restrooms (next to driver-only restrooms). That's a proper use of eminent domain! | 1/15/2019 4:09 PM  |
| 44 | 18/59   | 1/15/2019 2:41 PM  |
| 45 | The 18 or 2 from the South TP area.   | 1/15/2019 2:38 PM  |
| 46 | Hammersley/Whitney to campus Hammersley/Whitney to E. Washington Ave.   | 1/15/2019 1:54 PM  |
| 47 | 2,14  | 1/15/2019 1:36 PM  |
| 48 | 5   | 1/15/2019 1:35 PM  |
| 49 | #3,#19  | 1/15/2019 12:39 PM |
| 50 | Route 3 or Route 6  | 1/15/2019 12:23 PM |
| 51 | 3, 6  | 1/15/2019 12:21 PM |
| 52 | Don't know  | 1/15/2019 12:10 PM |
| 53 | Do not use the bus  | 1/15/2019 12:09 PM |
| 54 | I do not know.  | 1/15/2019 11:47 AM |
| 55 | Routes 4, 5, 6,10   | 1/15/2019 11:18 AM |
| 56 | You would need to provide a map of the BRT corridor in order for me to answer this question   | 1/15/2019 11:15 AM |
| 57 | I'm not sure  | 1/15/2019 11:00 AM |
| 58 | I would like if the #5 inbound connected to a BRT route on University Ave outbound to Hilldale area   | 1/15/2019 10:54 AM |
| 59 | To/from Middleton   | 1/15/2019 10:52 AM |
| 60 | I don't know. I live near the east transfer point.  | 1/15/2019 10:47 AM |
| 61 | I would mostly use the east west BRT route  | 1/15/2019 10:35 AM |
| 62 | Connection to Madison College Truax campus, especially in the evening.  | 1/15/2019 10:34 AM |
| 63 | 6   | 1/15/2019 10:29 AM |
| 64 | 80  | 1/15/2019 10:13 AM |
| 65 | 22,2,28   | 1/15/2019 10:11 AM |
| 66 | 72, 2, 6  | 1/15/2019 9:56 AM  |
| 67 | Route #6  | 1/15/2019 9:54 AM  |
| 68 | Cycling   | 1/15/2019 9:40 AM  |
| 69 | I think I'd be near a BRT stop. If not, #6, #4, occasionally #5 and #10   | 1/15/2019 9:38 AM  |

## Help plan Bus Rapid Transit (BRT) in Madison

|    |   |                     |
|----|---|---------------------|
| 70 | Bus lines connecting the East side to Middleton | 1/9/2019 1:11 PM    |
| 71 | Stoughton Road area(McFarland)to Capital        | 1/9/2019 12:39 PM   |
| 72 | South towne to WSLH State lab on Ag drive       | 1/8/2019 4:39 PM    |
| 73 | 6   | 1/8/2019 3:51 PM    |
| 74 | 3   | 12/30/2018 5:09 PM  |
| 75 | Route 18, 4, 5, 47                              | 12/30/2018 4:51 PM  |
| 76 | 3, 4, 10, 38                                    | 12/29/2018 7:44 AM  |
| 77 | 56, 57  | 12/27/2018 6:50 AM  |
| 78 | #2, #10, #6, #3, #7, #50, #51, #18              | 12/21/2018 9:20 AM  |
| 79 | 2 6 10 15 56 57                                 | 12/19/2018 11:52 AM |

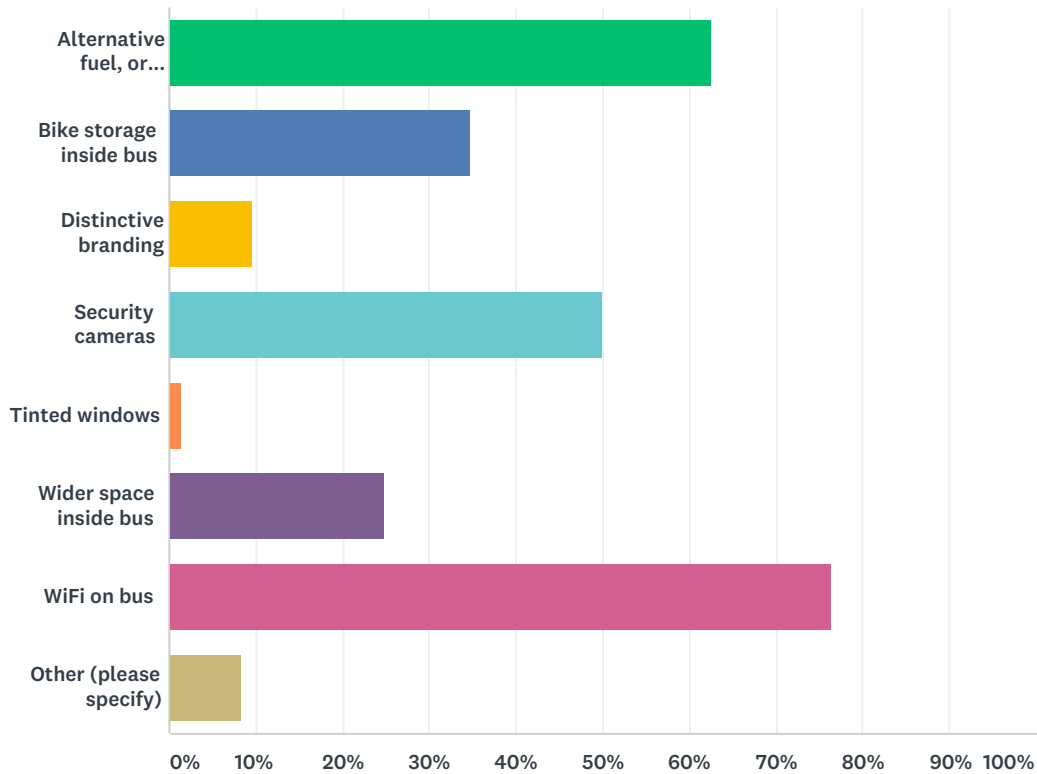
## Q13 Provide comments you have related to local or regional bus transfers along the BRT corridor.

Answered: 24 Skipped: 271

| #  | RESPONSES  | DATE               |
|----|--|--------------------|
| 1  | I think connecting it to transfer points would make sense  | 1/28/2019 8:17 PM  |
| 2  | None   | 1/28/2019 12:58 PM |
| 3  | Concerned about the wait times in transfers. If the BRT runs with such frequency, you may have to wait up to an hour to connect with your metro bus. That will be hard, esp in winter weather. | 1/26/2019 9:21 AM  |
| 4  | buses should avoid the State Str and Capitol Square  | 1/22/2019 2:00 PM  |
| 5  | Timing transfers will be important since buses will run less frequently than the BRT. Want a 1 seat ride at least to Square, not Park street   | 1/21/2019 4:42 PM  |
| 6  | If we want to eliminate cars downtown provide park & rides and efficient buses routes to and from them at convenient intervals.  | 1/17/2019 7:15 PM  |
| 7  | Would like to see more frequent routes running from the further reaches of the city to downtown and back.  | 1/17/2019 11:04 AM |
| 8  | Need to get to Coliseum, AEC area from Univ & Whitney Way area   | 1/16/2019 1:19 PM  |
| 9  | I need to get to humane society outside of peak hours  | 1/16/2019 1:53 AM  |
| 10 | Make the State Legislature ride.   | 1/15/2019 4:09 PM  |
| 11 | I travel & having tram routes make busing easy & quick   | 1/15/2019 2:41 PM  |
| 12 | Service sometimes doesn't start early enough or run late enough on weekends for me to use.   | 1/15/2019 2:38 PM  |
| 13 | Takes too long.  | 1/15/2019 1:54 PM  |
| 14 | I would hope that BRT frees up resources to add routes between regions (without going downtown).   | 1/15/2019 12:23 PM |
| 15 | Just make sure there is not less parking because of this new transit idea.   | 1/15/2019 12:09 PM |
| 16 | I know Monona thinks MM charges too much, but I think a bus should go all the way down Atwood/Monona Dr. and then Broadway   | 1/15/2019 11:36 AM |
| 17 | I'd rather connect to a BRT route on Univ. Ave with non stop on Campus Dr. not transfer on the Square.   | 1/15/2019 10:54 AM |
| 18 | People are more likely to ride if transfers are convenient.  | 1/15/2019 10:47 AM |
| 19 | Have it connect to buses that are headed to Minneapolis and Chicago  | 1/15/2019 10:35 AM |
| 20 | The "estimated arrival time" ticker at the station on Capitol Square by the Subway restaurant is really helpful!   | 1/15/2019 10:04 AM |
| 21 | Make sure there is enough safe standing room at stop ; scheduling should minimize waiting between legs of journey  | 1/15/2019 9:38 AM  |
| 22 | I really hope a lot of the other drivers will start using BRT.   | 1/8/2019 3:19 PM   |
| 23 | Seems routes could run more perpendicular to BRT rather than parallel the service.   | 12/30/2018 4:51 PM |
| 24 | It would be nice to be able to take a bus to Sun Prairie   | 12/21/2018 9:20 AM |

## Q14 What are the most important BRT vehicle features? (Select up to 3)

Answered: 72 Skipped: 223



| ANSWER CHOICES                      | RESPONSES |
|-------------------------------------|-----------|
| Alternative fuel, or electric buses | 62.50% 45 |
| Bike storage inside bus             | 34.72% 25 |
| Distinctive branding                | 9.72% 7   |
| Security cameras                    | 50.00% 36 |
| Tinted windows                      | 1.39% 1   |
| Wider space inside bus              | 25.00% 18 |
| WiFi on bus                         | 76.39% 55 |
| Other (please specify)              | 8.33% 6   |
| Total Respondents: 72               |           |

| # | OTHER (PLEASE SPECIFY)   | DATE              |
|---|--|-------------------|
| 1 | USB Charging Jacks   | 1/25/2019 3:29 PM |
| 2 | Do Not let them be full wrap advertising!! It's a bitch to see out the window at night, especially in residential areas. | 1/17/2019 8:52 PM |
| 3 | Seatbelts!   | 1/16/2019 1:53 AM |
| 4 | Higher frequency   | 1/15/2019 9:31 PM |

## Help plan Bus Rapid Transit (BRT) in Madison

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|   |  |                    |
|---|--|--------------------|
| 5 | Bike storage in or outside of bus, doesn't matter as long as can bring bike along for home/destination | 1/15/2019 11:15 AM |
| 6 | 2. More bicycle accommodation whether inside or outside of bus. 1. Forward facing seats.               | 1/9/2019 2:56 PM   |

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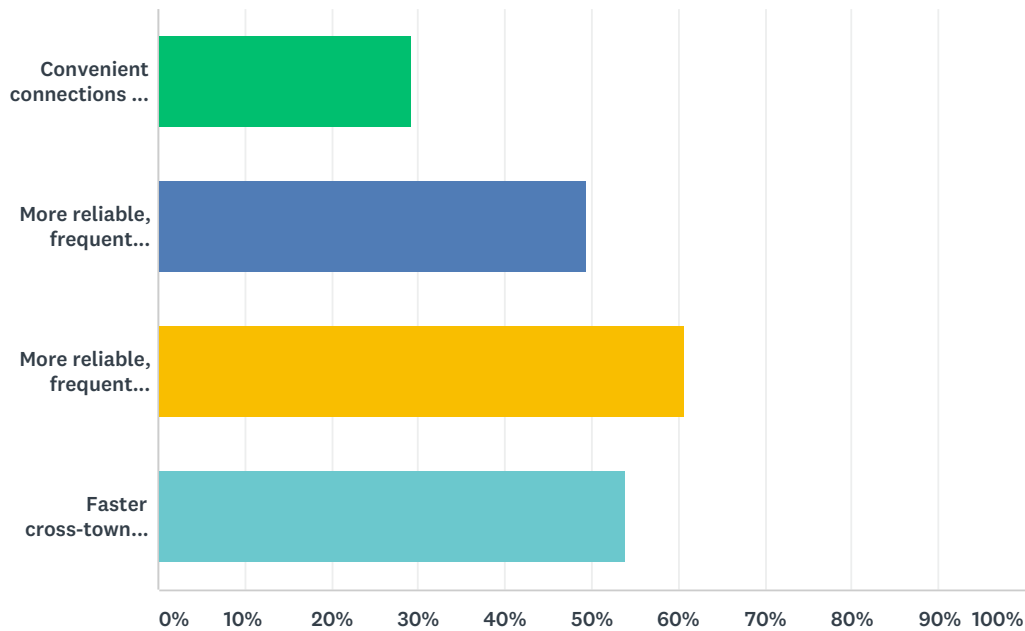
## Q15 Provide comments you have related to the BRT vehicle amenities.

Answered: 12 Skipped: 283

| #  | RESPONSES   | DATE               |
|----|---|--------------------|
| 1  | Bus only lanes for most or all route  | 1/28/2019 8:17 PM  |
| 2  | An app that mates with the current bus to show location on map, and ETA to chosen destination.  | 1/25/2019 3:29 PM  |
| 3  | USB charging would be amazing   | 1/17/2019 4:24 PM  |
| 4  | Provide a wonderful interior  | 1/16/2019 4:08 PM  |
| 5  | wider space inside the bus sometimes encourages ppl to stand when seats are available which makes the bus harder to exit                                      | 1/15/2019 10:18 PM |
| 6  | Having WiFi would be great. I like keeping an eye on the bus routes through the app.  | 1/15/2019 6:02 PM  |
| 7  | There is no shelter for riders at bus stop (Brookwood/Hammersley. My neighbor and I shovel the snow.  | 1/15/2019 1:54 PM  |
| 8  | I do not have further comments  | 1/15/2019 12:09 PM |
| 9  | Must have wifi  | 1/12/2019 6:01 AM  |
| 10 | Front facing seats (nausea prevention). Smooth braking and acceleration (or more experienced drivers)   | 1/9/2019 2:56 PM   |
| 11 | WiFi is a must. Cleanliness is a must. No homeless people napping. Bike storage helpful. Level boarding a necessity for people with strollers or the elderly. | 1/8/2019 3:39 PM   |
| 12 | Someone will have to pay for this and the cost/benefits should be honestly considered.  | 1/3/2019 8:02 PM   |

## Q16 What are the most important regional benefits of the BRT corridor? (Select up to 2)

Answered: 89 Skipped: 206



| ANSWER CHOICES   | RESPONSES |
|--|-----------|
| Convenient connections to park-and-ride lots   | 29.21% 26 |
| More reliable, frequent service to major employers and destinations outside of central Madison                 | 49.44% 44 |
| More reliable, frequent service to major employers and destinations in Downtown Madison and the UW campus area | 60.67% 54 |
| Faster cross-town travel times   | 53.93% 48 |
| Total Respondents: 89  |           |

| # | OTHER (PLEASE SPECIFY)  | DATE               |
|---|---|--------------------|
| 1 | All of the above, actually.   | 1/17/2019 2:07 PM  |
| 2 | Reduced auto congestion and parking requirements in central city.   | 1/17/2019 12:55 PM |
| 3 | Regional bus service that is readily available  | 1/15/2019 5:30 PM  |
| 4 | THE AIRPORT. MATC. Leave room for intercity trains in facility planning.  | 1/15/2019 4:09 PM  |
| 5 | Reducing CO2  | 1/15/2019 1:35 PM  |
| 6 | The benefit that too few people seem to care about and that does not appear to be a feature of the current proposal, is CLEANER AIR. I have seen no study that concludes that the additional pollution from diesel would be MUCH MORE that offset, or offset at all, by ridership on BRT. Finally, my questions of many weeks ago about whether BRT would indeed be diesel-fueled have never been answered. | 1/15/2019 12:36 PM |
| 7 | less congestion on the beltline and other routes around the lake  | 1/15/2019 10:41 AM |
| 8 | Reduce car travel with a compellingly attractive alternative  | 1/8/2019 4:54 PM   |

Help plan Bus Rapid Transit (BRT) in Madison

Q17 Provide comments you have related to regional issues or benefits associated with the BRT corridor.

Answered: 20 Skipped: 275

| #  | RESPONSES  | DATE               |
|----|--|--------------------|
| 1  | Decrease traffic   | 1/30/2019 9:32 PM  |
| 2  | too many stops in Down town and Capitol Square   | 1/22/2019 2:00 PM  |
| 3  | I think this is an important issue and public outreach is critical, so thank you for this survey.  | 1/19/2019 9:38 AM  |
| 4  | see comment above  | 1/17/2019 7:15 PM  |
| 5  | I can't see any downsides.   | 1/17/2019 2:07 PM  |
| 6  | Please consider shift start & end times for major employers like health care- 7pm & 7am are often poorly served times for those working 12 hour shifts. Workers don't get off duty before 0800 or 2000, limited service times.   | 1/16/2019 11:52 PM |
| 7  | None   | 1/16/2019 7:17 AM  |
| 8  | This needs to consider more than just people living downtown. If you can't come up with a feasible solution from far west and far east sides without spending an hour on the bus, don't bother replacing the current system with this.   | 1/15/2019 10:50 PM |
| 9  | MM should consider two kinds of busses. One might be a regular bus or long flex as seen in other cities. The other would be motor coaches for longer express runs.   | 1/15/2019 4:09 PM  |
| 10 | The isthmus area already has limited space for all the vehicles on the streets. Limit BRT lane restrictions so traffic issues don't increase.  | 1/15/2019 2:38 PM  |
| 11 | Unless everyone has electric cars powered by renewable energy, BRT will be an important part of mitigating climate change.   | 1/15/2019 1:35 PM  |
| 12 | The only way it appears that BRT could be a success in reducing our increasing traffic congestion and now-worsening air quality would be to make driving less desirable, such as by reducing parking availability and increasing costs to park at major employers. The cost to Madison residents of health damage caused by commuters must be transferred onto commuters in a way that will encourage electric BRT use and ride-sharing. | 1/15/2019 12:36 PM |
| 13 | When I moved to Madison in 2001 I was shocked at the lack of regional mass transit. I am excited to finally see Madison taking steps to improve access to other cities.  | 1/15/2019 12:23 PM |
| 14 | I am skeptical of the benefits. I am more interested in improving transit times for suburb to suburb, i.e. Verona to Middleton where it's a 20 minute drive vs 70 minute bus trip via central transfer points.   | 1/15/2019 10:41 AM |
| 15 | The need to reduce vehicle traffic at peak times   | 1/15/2019 9:56 AM  |
| 16 | Very important to facilitate public transit for suburbs and municipalities outside Madison.  | 1/15/2019 9:38 AM  |
| 17 | BRT isn't for me; I already bike to work. It's for the commuter who isn't willing to give up the convenience of their car. Somehow the BRT needs to become MORE CONVENIENT for the random commuter. Getting them onto the bus for most days instead of their car has to be the #1 priority. Otherwise nothing changes.   | 1/15/2019 8:52 AM  |
| 18 | BRT should be sold with a vision of connectivity gains for the entire area. It should be part of jhe establishment of regional transportation authority. ota regional  | 1/8/2019 4:54 PM   |
| 19 | We need to make the service faster and more reliable than driving your car. If it's debatable, people will use their cars. I want a system that encourages people to live adjacent to the line and utilize the bus as their primary form of transportation. We can't keep catering to cars.  | 1/8/2019 3:39 PM   |
| 20 | less congestion on roads   | 1/8/2019 3:19 PM   |

## Q18 What are the most important station area design elements to enhance the surrounding area? (Select up to 3)

Answered: 0 Skipped: 295

 No matching responses.

| ANSWER CHOICES  | RESPONSES |
|---|-----------|
| Shelter size appropriate for neighborhood or district | 0.00% 0   |
| Shelter design relates to surrounding architecture    | 0.00% 0   |
| Safety (preventing loitering)                         | 0.00% 0   |
| Lighting  | 0.00% 0   |
| Landscaping   | 0.00% 0   |
| Station upkeep/maintenance                            | 0.00% 0   |
| Other (please specify)                                | 0.00% 0   |
| Total Respondents: 0                                  |           |

| # | OTHER (PLEASE SPECIFY)  | DATE |
|---|-------------------------|------|
|   | There are no responses. |      |

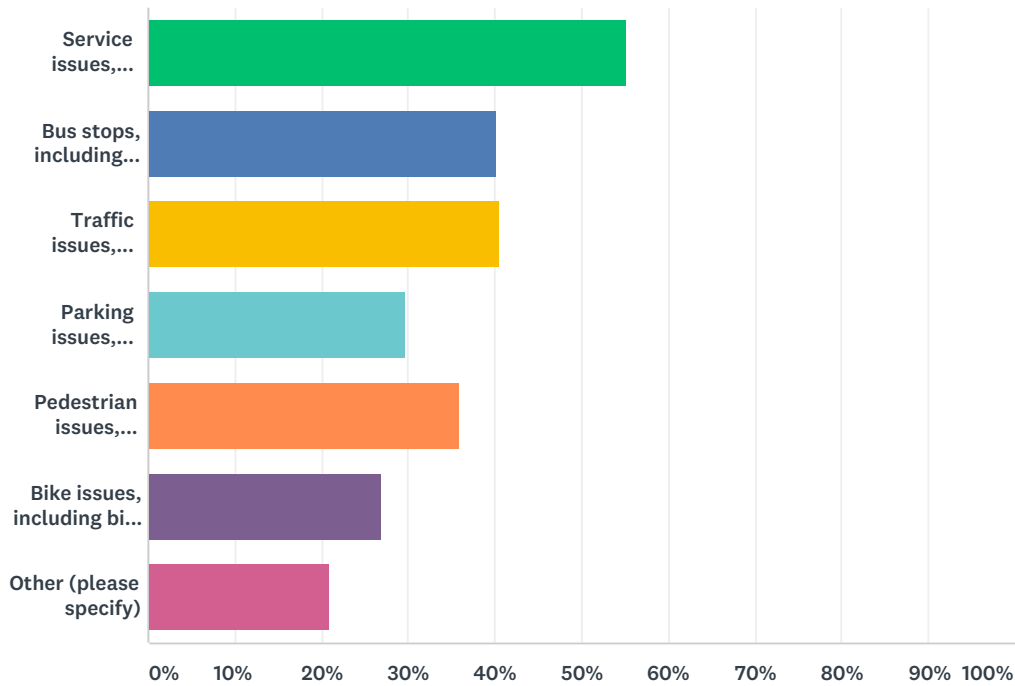
## Q19 Provide comments you have related to the BRT station area design.

Answered: 0 Skipped: 295

| # | RESPONSES               | DATE |
|---|-------------------------|------|
|   | There are no responses. |      |

**Q20 Please list three or more concerns you have with bus rapid transit. Please include an address or a description of the location if possible. These could include:**

Answered: 192 Skipped: 103



| ANSWER CHOICES  | RESPONSES |     |
|---|-----------|-----|
| Service issues, including traffic delays, transfers, and connecting services.       | 55.21%    | 106 |
| Bus stops, including enhancements to services and amenities.                        | 40.10%    | 77  |
| Traffic issues, including congestion, crashes, and travel speeds.                   | 40.63%    | 78  |
| Parking issues, including on-street parking and park and ride lots.                 | 29.69%    | 57  |
| Pedestrian issues, including sidewalk repair and crosswalk improvements.            | 35.94%    | 69  |
| Bike issues, including bike signals, bike lanes, bike parking, and multi-use paths. | 27.08%    | 52  |
| Other (please specify)  | 20.83%    | 40  |
| Total Respondents: 192  |           |     |

| # | OTHER (PLEASE SPECIFY)   | DATE              |
|---|--|-------------------|
| 1 | Cost to Madison residents.   | 2/2/2019 10:19 AM |
| 2 | Added cost to the taxpayer to construct and operate BRT.   | 2/1/2019 4:48 PM  |
| 3 | I would like to have enhanced bus service for the north side.  | 2/1/2019 3:35 PM  |
| 4 | Worried it won't serve the outer parts of madison, and only serve down town. I think the route would go from uw hospitals to east town mall via state street and e washington. Since state is already buses only pulse the retail etc.. And e wash has plenty of room for brt only lane. | 1/28/2019 8:17 PM |
| 5 | I would love it if the brt ran past 10pm. I'd take the metro way more often if it ran until 12am.  | 1/26/2019 9:21 AM |

## Help plan Bus Rapid Transit (BRT) in Madison

|    |  |                    |
|----|--|--------------------|
| 6  | Length of trip.  | 1/25/2019 3:29 PM  |
| 7  | Bus service is not frequent/reliable enough for us to use regularly. It just takes too long to get places.   | 1/24/2019 11:39 AM |
| 8  | There should be shelters with seating at every stop  | 1/23/2019 5:46 AM  |
| 9  | rerouting off the Square happens too often with bus routes - bus/BRT should have priority on the Square and rarely be rerouted   | 1/21/2019 4:42 PM  |
| 10 | crossing Old Sauk Road at the 7500 block stop can be dangerous, bus stops at driveways are scary.  | 1/18/2019 7:16 PM  |
| 11 | Ability to get real time data on a map or app  | 1/17/2019 4:24 PM  |
| 12 | Too many people talking loud on their phones   | 1/17/2019 2:02 PM  |
| 13 | Reaching BRT stops by bus, car or bike from homes in much of the city will take too long.  | 1/17/2019 12:55 PM |
| 14 | Safety of passengers and the drivers, too.   | 1/17/2019 9:34 AM  |
| 15 | am now retired, used to work downtown and did not use the bus because it was so slow.  | 1/16/2019 2:57 PM  |
| 16 | Bus service is convenient and cost effective. More people along bus route needs encouragement to use it. It's not just for students and those without cars.  | 1/16/2019 1:19 PM  |
| 17 | Security and safety, especially at transfer points.  | 1/16/2019 12:50 PM |
| 18 | safer bus travel   | 1/16/2019 12:00 PM |
| 19 | Given incidents with current Metro drivers ignoring traffic laws and engaging in unsafe driving g (unsafe merges on university Avenue and ignoring no turns on red especially), I worry that BRT will not improve safety for other vehicles on the road - it seems like it could make things more dangerous and congested for other drivers. This needs a long information and implementation period to really work  | 1/15/2019 10:50 PM |
| 20 | I'm worried it won't end up being any faster than what we currently have. I want it to be just as fast, or even faster, than driving.  | 1/15/2019 10:30 PM |
| 21 | you don't mention safety of passengers and drivers. I don't support one cent for "improvements" until you make bus riding safe. the recent incident of teenagers beating up a fellow passenger who told them to lower their volume is an example. I've been on buses with teenagers swearing and menacing other passengers when they've asked them to stop. And, spending money on fucking wi-fi so they can play their offensive anti-woman anti-gay music? don't like the use of the F word? ride your own buses!!!!!!!!!!!! | 1/15/2019 9:38 PM  |
| 22 | Route 6 on east Washington, maybe add another bus for a similar route because that bus tends to be late  | 1/15/2019 6:02 PM  |
| 23 | Make it possible for people with disabilities to be able to take the bus without having to walk through dangerous (not shoveled, or missing part) sidewalks.   | 1/15/2019 5:30 PM  |
| 24 | Cost, cost, cost! Plus driver-antipathy...   | 1/15/2019 5:20 PM  |
| 25 | Transfer points are uncivilized. Build respectable bus stations. Why should anybody get out of their car to freeze in the wind? With a properly funded BRT the inbound auto traffic on Seminole, Regent and University should drop substantially.  | 1/15/2019 4:09 PM  |
| 26 | As stated in #9, there is not even a tree for shade! In winter we don't always get the snow removed until after the morning or evening rush.   | 1/15/2019 1:54 PM  |
| 27 | North TP: #21 leaving just as/before connection from downtown arrives.   | 1/15/2019 1:34 PM  |



## Help plan Bus Rapid Transit (BRT) in Madison

|    |   |                    |
|----|---|--------------------|
| 28 | The benefit that too few people seem to care about and that does not appear to be a feature of the current proposal, is CLEANER AIR. I have seen no study that concludes that the additional pollution from diesel would be MUCH MORE that offset, or offset at all, by ridership on BRT. Regarding traffic and service issues, I wonder where the space will be taken from the accommodate a BRT-dedicated lane in both directions along University Avenue. The lanes are already about as narrow as most people can negotiate. Making them narrower would only increase the likelihood of side-swiping and other crashes. Taking land from existing sidewalk or commercial areas does not seem viable, either. I believe that some form of mandatory ride-sharing, focusing on making the best use of our existing lane-miles, is by far the most wise us of our existing transportation infrastructure and tax dollars. We must focus on moving PEOPLE, not near-empty cars. If BRT does attract some current car-commuters, their space will be filled with newcomers to the city. I see no viable plan to achieve any lasting reduction in traffic congestion or air pollution, in the current proposal. | 1/15/2019 12:36 PM |
| 29 | My disabled daughter used to ride the bus a lot, but is now scared of some of the disruptive riders, so has stopped.  | 1/15/2019 12:10 PM |
| 30 | Park and ride lots at either end would be great to allow far suburban or regional riders to use bus within city   | 1/15/2019 11:15 AM |
| 31 | The more routes and run times you have, the more people will ride. If you have fewer routes/runs, you will not attract riders.  | 1/15/2019 10:47 AM |
| 32 | Cost.   | 1/15/2019 10:32 AM |
| 33 | Bike lanes should NOT BE away from the curb. Undesirable to have the lanes 8 feet from the curb   | 1/15/2019 10:29 AM |
| 34 | Cost  | 1/15/2019 9:56 AM  |
| 35 | Connection to Middleton   | 1/9/2019 1:11 PM   |
| 36 | cost  | 1/8/2019 6:13 PM   |
| 37 | I am OK increasing traffic congestion to provide BRT. And I drive this route every day. In my car.  | 1/8/2019 3:39 PM   |
| 38 | Expanded government services are not for free.  | 1/3/2019 8:02 PM   |
| 39 | Bus drivers dont check for riders at stops. I had to wave down the driver this morning. It happens frequently on both hammersly rd and raymond rd.  | 12/27/2018 6:50 AM |
| 40 | Sometimes the bus transfer points seem a little intimidating at night.  | 12/21/2018 9:20 AM |

## Q21 What is your home zip code?

Answered: 237 Skipped: 58

| #  | RESPONSES | DATE               |
|----|-----------|--------------------|
| 1  | 53719     | 2/7/2019 11:13 AM  |
| 2  | 53713     | 2/7/2019 11:09 AM  |
| 3  | 53704     | 2/7/2019 11:06 AM  |
| 4  | 53713     | 2/7/2019 10:56 AM  |
| 5  | 53711     | 2/7/2019 10:46 AM  |
| 6  | 53713     | 2/7/2019 10:41 AM  |
| 7  | 53719     | 2/7/2019 10:37 AM  |
| 8  | 53719     | 2/7/2019 10:34 AM  |
| 9  | 53713     | 2/7/2019 10:31 AM  |
| 10 | 53713     | 2/7/2019 10:22 AM  |
| 11 | 53714     | 2/7/2019 10:13 AM  |
| 12 | 53711     | 2/6/2019 3:34 PM   |
| 13 | 53713     | 2/6/2019 2:32 PM   |
| 14 | 53711     | 2/6/2019 2:28 PM   |
| 15 | 53703     | 2/6/2019 2:13 PM   |
| 16 | 53714     | 2/2/2019 10:19 AM  |
| 17 | 53705     | 2/1/2019 9:26 PM   |
| 18 | 53719     | 2/1/2019 4:49 PM   |
| 19 | 53714     | 2/1/2019 4:47 PM   |
| 20 | 53704     | 2/1/2019 3:36 PM   |
| 21 | 53705     | 1/30/2019 9:33 PM  |
| 22 | 53711     | 1/30/2019 2:04 PM  |
| 23 | 53711     | 1/29/2019 7:47 PM  |
| 24 | 53711     | 1/28/2019 9:06 PM  |
| 25 | 53716     | 1/28/2019 8:18 PM  |
| 26 | 53717     | 1/28/2019 12:58 PM |
| 27 | 53703     | 1/28/2019 8:28 AM  |
| 28 | 53704     | 1/28/2019 7:25 AM  |
| 29 | 53704     | 1/27/2019 9:59 PM  |
| 30 | 53703     | 1/27/2019 7:59 PM  |
| 31 | 53711     | 1/26/2019 9:21 AM  |
| 32 | 53703     | 1/26/2019 8:52 AM  |
| 33 | 53711     | 1/25/2019 6:08 PM  |
| 34 | 53718     | 1/25/2019 3:30 PM  |
| 35 | 53716     | 1/25/2019 6:22 AM  |

## Help plan Bus Rapid Transit (BRT) in Madison

|    |            |                    |
|----|------------|--------------------|
| 36 | 53711      | 1/25/2019 6:21 AM  |
| 37 | 53714      | 1/24/2019 8:41 PM  |
| 38 | 53704      | 1/24/2019 8:33 PM  |
| 39 | 53705      | 1/24/2019 4:40 PM  |
| 40 | 53714      | 1/24/2019 2:22 PM  |
| 41 | 53566q     | 1/24/2019 1:46 PM  |
| 42 | 53711      | 1/24/2019 11:39 AM |
| 43 | 53704      | 1/24/2019 8:33 AM  |
| 44 | 53711      | 1/23/2019 9:47 PM  |
| 45 | 53704      | 1/23/2019 6:31 PM  |
| 46 | 53703      | 1/23/2019 4:49 PM  |
| 47 | 53705      | 1/23/2019 1:19 PM  |
| 48 | 53705      | 1/23/2019 10:19 AM |
| 49 | 53711      | 1/23/2019 9:27 AM  |
| 50 | 53704      | 1/23/2019 7:48 AM  |
| 51 | 53703      | 1/23/2019 5:46 AM  |
| 52 | 53704      | 1/22/2019 8:39 PM  |
| 53 | 53705      | 1/22/2019 2:01 PM  |
| 54 | 53718      | 1/22/2019 11:21 AM |
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| 57 | 53705      | 1/21/2019 4:42 PM  |
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| 59 | 53705      | 1/21/2019 1:41 PM  |
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| 61 | 53705      | 1/19/2019 5:40 PM  |
| 62 | 53716      | 1/19/2019 9:39 AM  |
| 63 | 53703      | 1/18/2019 6:13 PM  |
| 64 | 53705      | 1/18/2019 9:41 AM  |
| 65 | 53705      | 1/17/2019 11:26 PM |
| 66 | 53705      | 1/17/2019 10:54 PM |
| 67 | 53712      | 1/17/2019 8:53 PM  |
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| 70 | 53705      | 1/17/2019 2:07 PM  |
| 71 | 53711      | 1/17/2019 2:02 PM  |
| 72 | 53715      | 1/17/2019 1:41 PM  |
| 73 | 53711      | 1/17/2019 12:56 PM |
| 74 | 53716-1849 | 1/17/2019 11:39 AM |
| 75 | 53704      | 1/17/2019 11:04 AM |
| 76 | 53705      | 1/17/2019 10:16 AM |

## Help plan Bus Rapid Transit (BRT) in Madison

|     |       |                    |
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| 77  | 53704 | 1/17/2019 9:35 AM  |
| 78  | 53711 | 1/17/2019 9:15 AM  |
| 79  | 53705 | 1/17/2019 9:10 AM  |
| 80  | 53705 | 1/16/2019 11:52 PM |
| 81  | 53704 | 1/16/2019 10:46 PM |
| 82  | 53715 | 1/16/2019 9:30 PM  |
| 83  | 53703 | 1/16/2019 8:49 PM  |
| 84  | 53711 | 1/16/2019 8:26 PM  |
| 85  | 53716 | 1/16/2019 7:29 PM  |
| 86  | 53715 | 1/16/2019 5:30 PM  |
| 87  | 53705 | 1/16/2019 4:49 PM  |
| 88  | 53704 | 1/16/2019 4:45 PM  |
| 89  | 53705 | 1/16/2019 4:09 PM  |
| 90  | 53705 | 1/16/2019 3:58 PM  |
| 91  | 53562 | 1/16/2019 3:42 PM  |
| 92  | 53718 | 1/16/2019 2:57 PM  |
| 93  | 53705 | 1/16/2019 2:55 PM  |
| 94  | 53716 | 1/16/2019 2:53 PM  |
| 95  | 53704 | 1/16/2019 2:47 PM  |
| 96  | 53705 | 1/16/2019 2:45 PM  |
| 97  | 53705 | 1/16/2019 2:21 PM  |
| 98  | 53705 | 1/16/2019 2:19 PM  |
| 99  | 53705 | 1/16/2019 1:27 PM  |
| 100 | 53705 | 1/16/2019 1:19 PM  |
| 101 | 53705 | 1/16/2019 1:16 PM  |
| 102 | 53705 | 1/16/2019 1:14 PM  |
| 103 | 53562 | 1/16/2019 12:53 PM |
| 104 | 53705 | 1/16/2019 12:51 PM |
| 105 | 53711 | 1/16/2019 12:50 PM |
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| 107 | 53711 | 1/16/2019 12:01 PM |
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| 111 | 53711 | 1/16/2019 10:44 AM |
| 112 | 53711 | 1/16/2019 10:23 AM |
| 113 | 53715 | 1/16/2019 8:03 AM  |
| 114 | 53705 | 1/16/2019 7:40 AM  |
| 115 | 53593 | 1/16/2019 7:17 AM  |
| 116 | 53704 | 1/16/2019 5:11 AM  |
| 117 | 53704 | 1/16/2019 1:54 AM  |

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|-----|------------|--------------------|
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| 120 | 53705      | 1/15/2019 10:41 PM |
| 121 | 53703      | 1/15/2019 10:31 PM |
| 122 | 53705      | 1/15/2019 10:21 PM |
| 123 | 53703      | 1/15/2019 10:19 PM |
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| 125 | 53705      | 1/15/2019 10:04 PM |
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| 129 | 53562      | 1/15/2019 7:32 PM  |
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| 143 | 53726      | 1/15/2019 4:10 PM  |
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| 151 | 53703      | 1/15/2019 2:16 PM  |
| 152 | 53705      | 1/15/2019 2:09 PM  |
| 153 | 53711      | 1/15/2019 1:55 PM  |
| 154 | 53562      | 1/15/2019 1:53 PM  |
| 155 | 53719      | 1/15/2019 1:37 PM  |
| 156 | 53705      | 1/15/2019 1:37 PM  |
| 157 | 53704      | 1/15/2019 1:36 PM  |
| 158 | 53703      | 1/15/2019 1:35 PM  |

## Help plan Bus Rapid Transit (BRT) in Madison

|     |            |                    |
|-----|------------|--------------------|
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| 160 | 53704      | 1/15/2019 1:20 PM  |
| 161 | 53704-4200 | 1/15/2019 1:17 PM  |
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| 164 | 53711      | 1/15/2019 12:39 PM |
| 165 | 53705      | 1/15/2019 12:36 PM |
| 166 | 53711      | 1/15/2019 12:23 PM |
| 167 | 53711      | 1/15/2019 12:22 PM |
| 168 | 53704      | 1/15/2019 12:10 PM |
| 169 | 53711      | 1/15/2019 12:09 PM |
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| 174 | 53715      | 1/15/2019 11:31 AM |
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| 176 | 53703      | 1/15/2019 11:15 AM |
| 177 | 53711      | 1/15/2019 11:00 AM |
| 178 | 53715      | 1/15/2019 10:55 AM |
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| 185 | 53703      | 1/15/2019 10:36 AM |
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| 187 | 53726      | 1/15/2019 10:33 AM |
| 188 | 53711      | 1/15/2019 10:30 AM |
| 189 | 53704      | 1/15/2019 10:25 AM |
| 190 | 53714      | 1/15/2019 10:24 AM |
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| 192 | 53704      | 1/15/2019 10:15 AM |
| 193 | 53705      | 1/15/2019 10:14 AM |
| 194 | 53704      | 1/15/2019 10:12 AM |
| 195 | 53711      | 1/15/2019 10:12 AM |
| 196 | 53704      | 1/15/2019 10:11 AM |
| 197 | 53704      | 1/15/2019 10:08 AM |
| 198 | 53704      | 1/15/2019 10:06 AM |
| 199 | 53714      | 1/15/2019 10:04 AM |

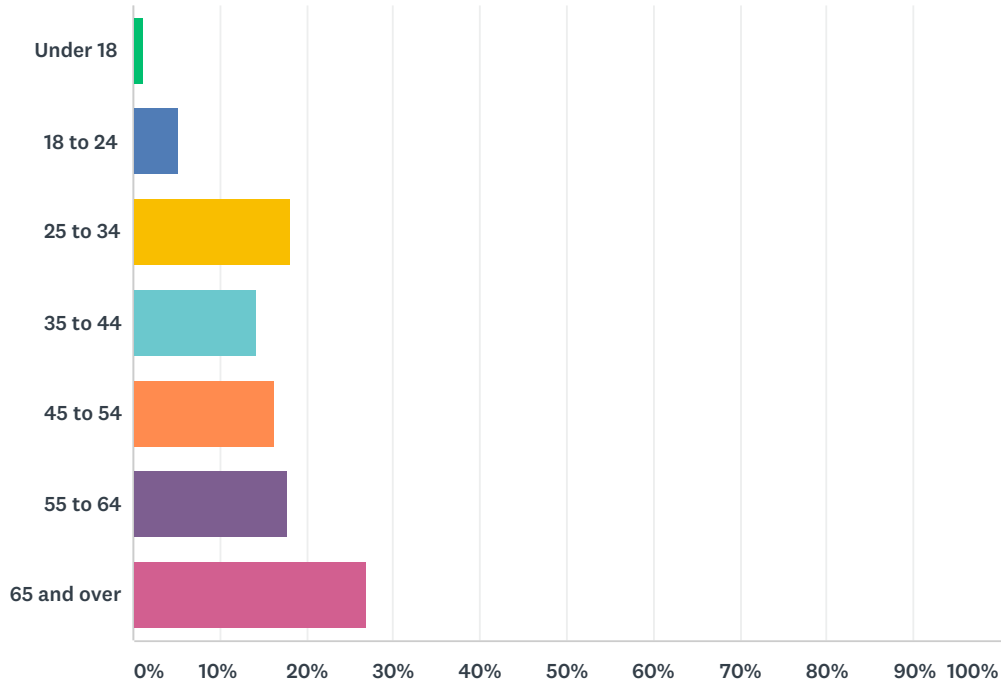
## Help plan Bus Rapid Transit (BRT) in Madison

|     |       |                     |
|-----|-------|---------------------|
| 200 | 53704 | 1/15/2019 10:00 AM  |
| 201 | 53703 | 1/15/2019 9:56 AM   |
| 202 | 53704 | 1/15/2019 9:55 AM   |
| 203 | 53719 | 1/15/2019 9:41 AM   |
| 204 | 53704 | 1/15/2019 9:39 AM   |
| 205 | 53593 | 1/15/2019 8:52 AM   |
| 206 | 53703 | 1/15/2019 8:21 AM   |
| 207 | 53714 | 1/14/2019 2:43 PM   |
| 208 | 53711 | 1/12/2019 8:40 AM   |
| 209 | 53705 | 1/12/2019 6:02 AM   |
| 210 | 53716 | 1/11/2019 10:50 AM  |
| 211 | 53713 | 1/9/2019 10:02 PM   |
| 212 | 53562 | 1/9/2019 2:57 PM    |
| 213 | 53717 | 1/9/2019 1:12 PM    |
| 214 | 53718 | 1/9/2019 12:41 PM   |
| 215 | 53719 | 1/9/2019 9:19 AM    |
| 216 | 53713 | 1/9/2019 8:29 AM    |
| 217 | 53711 | 1/8/2019 6:15 PM    |
| 218 | 53703 | 1/8/2019 4:55 PM    |
| 219 | 53713 | 1/8/2019 4:40 PM    |
| 220 | 53714 | 1/8/2019 3:52 PM    |
| 221 | 53705 | 1/8/2019 3:40 PM    |
| 222 | 53713 | 1/8/2019 3:19 PM    |
| 223 | 53704 | 1/7/2019 9:01 AM    |
| 224 | 53597 | 1/3/2019 8:03 PM    |
| 225 | 53593 | 1/2/2019 8:12 AM    |
| 226 | 53711 | 1/1/2019 10:06 PM   |
| 227 | 53714 | 12/30/2018 4:52 PM  |
| 228 | 53704 | 12/29/2018 7:45 AM  |
| 229 | 53705 | 12/27/2018 2:55 PM  |
| 230 | 53597 | 12/21/2018 12:00 PM |
| 231 | 53597 | 12/21/2018 11:42 AM |
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| 233 | 53711 | 12/21/2018 12:01 AM |
| 234 | 53705 | 12/19/2018 11:52 AM |
| 235 | 53572 | 12/18/2018 9:57 AM  |
| 236 | 53558 | 12/18/2018 8:15 AM  |
| 237 | 60606 | 12/17/2018 4:18 PM  |



## Q22 What is your age group?

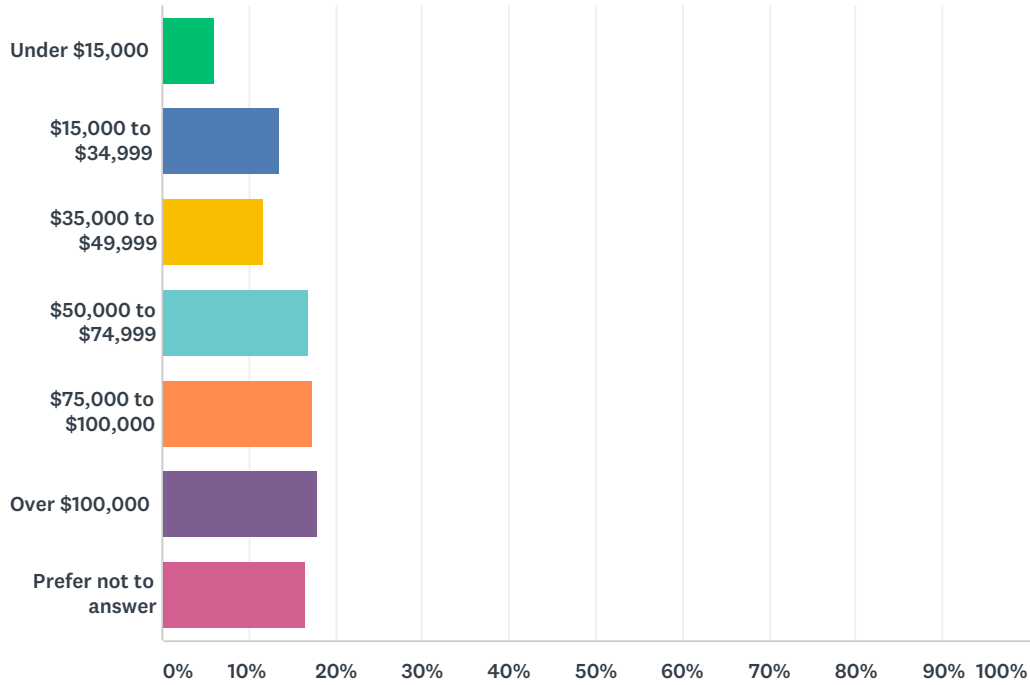
Answered: 252 Skipped: 43



| ANSWER CHOICES | RESPONSES  |
|----------------|------------|
| Under 18       | 1.19% 3    |
| 18 to 24       | 5.16% 13   |
| 25 to 34       | 18.25% 46  |
| 35 to 44       | 14.29% 36  |
| 45 to 54       | 16.27% 41  |
| 55 to 64       | 17.86% 45  |
| 65 and over    | 26.98% 68  |
| <b>TOTAL</b>   | <b>252</b> |

## Q23 What is your annual household income?

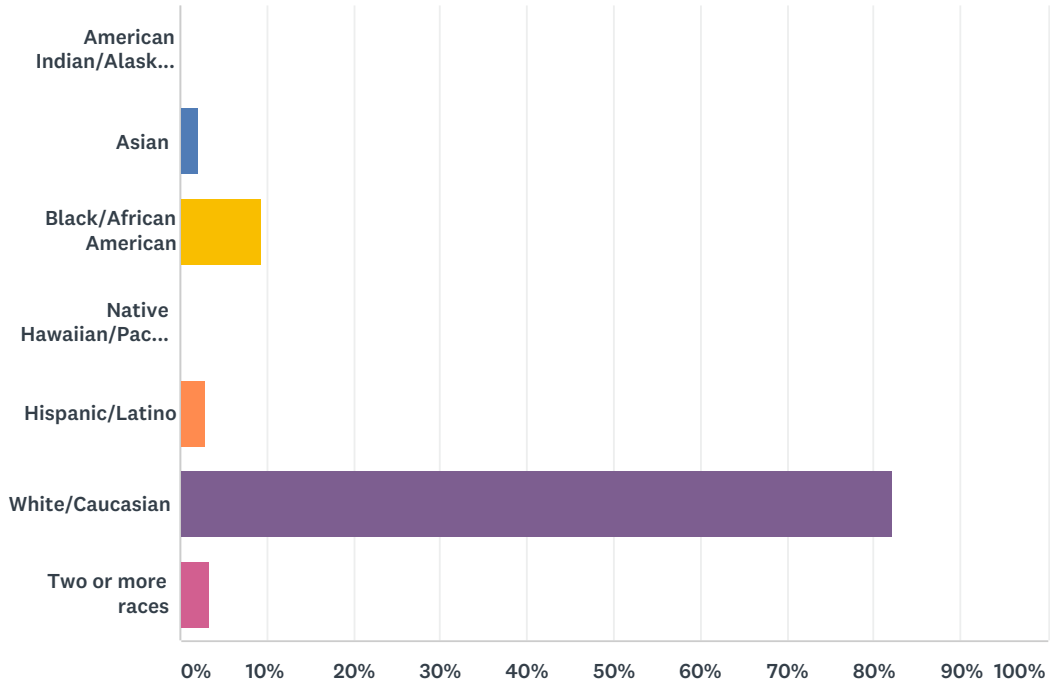
Answered: 249 Skipped: 46



| ANSWER CHOICES        | RESPONSES |            |
|-----------------------|-----------|------------|
| Under \$15,000        | 6.02%     | 15         |
| \$15,000 to \$34,999  | 13.65%    | 34         |
| \$35,000 to \$49,999  | 11.65%    | 29         |
| \$50,000 to \$74,999  | 16.87%    | 42         |
| \$75,000 to \$100,000 | 17.27%    | 43         |
| Over \$100,000        | 18.07%    | 45         |
| Prefer not to answer  | 16.47%    | 41         |
| <b>TOTAL</b>          |           | <b>249</b> |

## Q24 What is your race/ethnicity?

Answered: 243 Skipped: 52

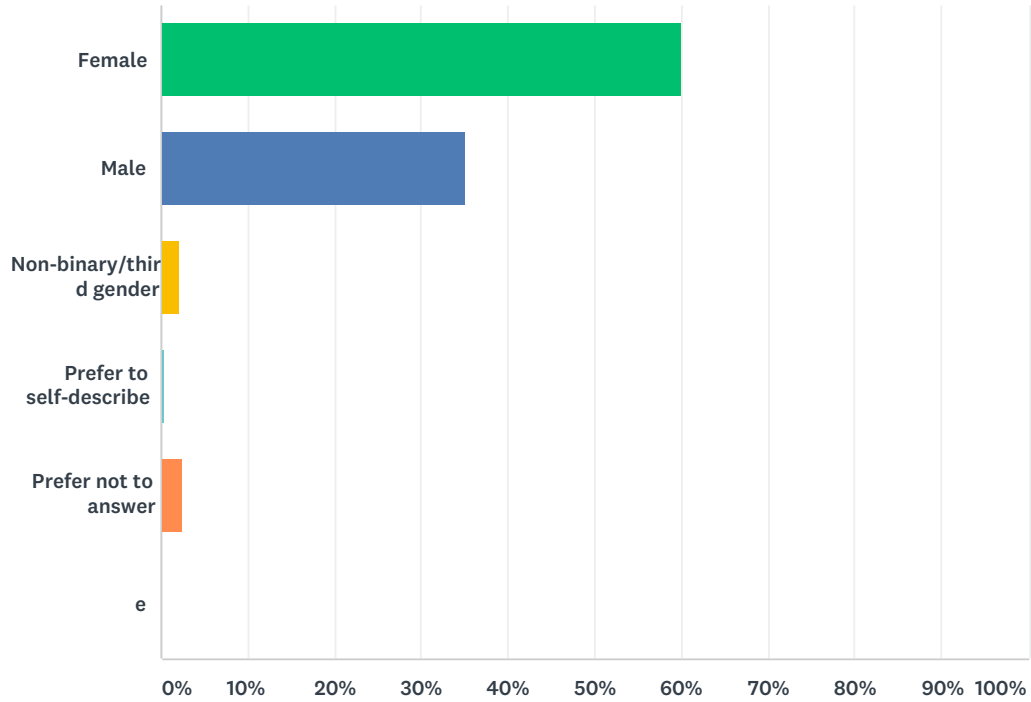


| ANSWER CHOICES                   | RESPONSES |            |
|----------------------------------|-----------|------------|
| American Indian/Alaskan Native   | 0.00%     | 0          |
| Asian                            | 2.06%     | 5          |
| Black/African American           | 9.47%     | 23         |
| Native Hawaiian/Pacific Islander | 0.00%     | 0          |
| Hispanic/Latino                  | 2.88%     | 7          |
| White/Caucasian                  | 82.30%    | 200        |
| Two or more races                | 3.29%     | 8          |
| <b>TOTAL</b>                     |           | <b>243</b> |

| # | OTHER (PLEASE SPECIFY)       | DATE               |
|---|------------------------------|--------------------|
| 1 | European American            | 1/17/2019 8:53 PM  |
| 2 | none of your fucking bidness | 1/15/2019 9:39 PM  |
| 3 | Human                        | 1/15/2019 10:14 AM |

## Q25 What is your gender?

Answered: 248 Skipped: 47



| ANSWER CHOICES          | RESPONSES |            |
|-------------------------|-----------|------------|
| Female                  | 60.08%    | 149        |
| Male                    | 35.08%    | 87         |
| Non-binary/third gender | 2.02%     | 5          |
| Prefer to self-describe | 0.40%     | 1          |
| Prefer not to answer    | 2.42%     | 6          |
| e                       | 0.00%     | 0          |
| <b>TOTAL</b>            |           | <b>248</b> |

## Q26 To stay in touch, what is your email?

Answered: 73 Skipped: 222

| #  | RESPONSES                       | DATE               |
|----|---------------------------------|--------------------|
| 1  | blesswithmynameonit@gmail.com   | 2/7/2019 10:56 AM  |
| 2  | arenemiller@gmail.com           | 2/7/2019 10:46 AM  |
| 3  | williemaekonklin@gmail.com      | 2/6/2019 2:32 PM   |
| 4  | albert.m.latham@gmail.com       | 2/2/2019 10:19 AM  |
| 5  | travismartin18@gmail.com        | 2/1/2019 4:49 PM   |
| 6  | wmulroe@gmail.com               | 1/28/2019 8:18 PM  |
| 7  | megnolan9@gmail.com             | 1/28/2019 12:58 PM |
| 8  | Na                              | 1/27/2019 9:59 PM  |
| 9  | rc8448@hotmail.com              | 1/26/2019 8:52 AM  |
| 10 | sandra.arciniega.sa@gmail.com   | 1/25/2019 6:21 AM  |
| 11 | sarfran126@gmail.com            | 1/24/2019 8:33 PM  |
| 12 | judywisc@gmail.com              | 1/24/2019 4:40 PM  |
| 13 | r.tracosas@gmail.com            | 1/23/2019 4:49 PM  |
| 14 | rettler.amy@gmail.com           | 1/23/2019 10:19 AM |
| 15 | xenon.goodmann@gmail.com        | 1/22/2019 8:39 PM  |
| 16 | odonomic52@gmail.com            | 1/19/2019 9:39 AM  |
| 17 | kristinamarie.f@gmail.com       | 1/18/2019 6:13 PM  |
| 18 | walshl@beloit.edu               | 1/17/2019 11:26 PM |
| 19 | Jskog83@gmail.com               | 1/17/2019 8:53 PM  |
| 20 | lgauragottlieb@gmail.com        | 1/17/2019 2:07 PM  |
| 21 | mmpressman@charter.net          | 1/17/2019 2:02 PM  |
| 22 | Abbhap@yahoo.com                | 1/17/2019 10:16 AM |
| 23 | day6553@hotmail.com             | 1/17/2019 9:35 AM  |
| 24 | bonniesch@gmail.com             | 1/16/2019 9:30 PM  |
| 25 | Rlfraire@gmail.com              | 1/16/2019 9:27 PM  |
| 26 | Djess@wcbblind.org              | 1/16/2019 8:49 PM  |
| 27 | Pegasus.rose.99@gmail.com       | 1/16/2019 4:45 PM  |
| 28 | plannergary@sustainablegary.com | 1/16/2019 4:09 PM  |
| 29 | tesswelch@charter.net           | 1/16/2019 2:45 PM  |
| 30 | augustb68@yahoo.com             | 1/16/2019 1:19 PM  |
| 31 | yojimbo1941@uwalumni.com        | 1/16/2019 12:51 PM |
| 32 | coggonite@gmail.com             | 1/16/2019 11:30 AM |
| 33 | lauralos99@gmail.com            | 1/16/2019 10:44 AM |
| 34 | saer.gilbertson@gmail.com       | 1/16/2019 8:03 AM  |
| 35 | kreschen@gmail.com              | 1/16/2019 5:11 AM  |

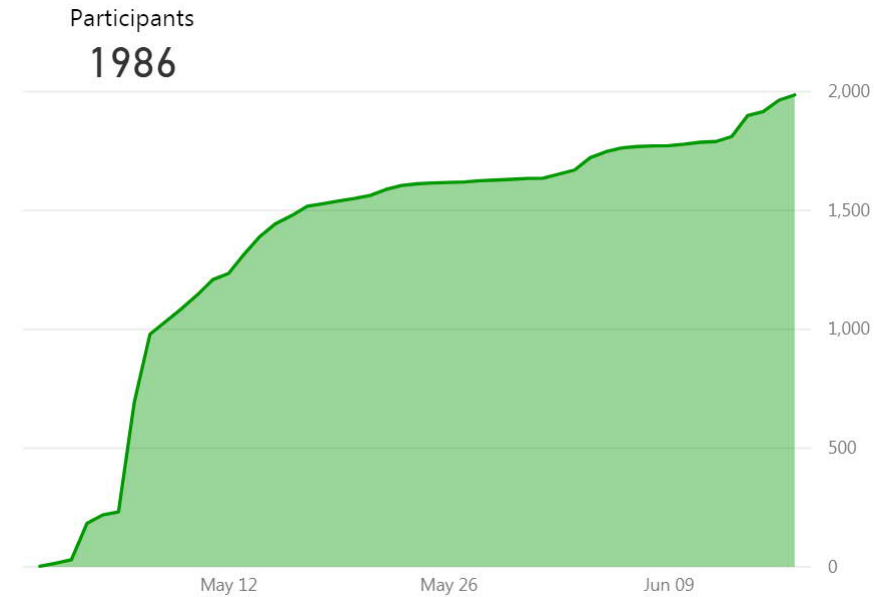
## Help plan Bus Rapid Transit (BRT) in Madison

|    |                                    |                     |
|----|------------------------------------|---------------------|
| 36 | david0081@gmail.com                | 1/15/2019 10:41 PM  |
| 37 | lizwhite1026@gmail.com             | 1/15/2019 10:31 PM  |
| 38 | jfshurts@gmail.com                 | 1/15/2019 10:21 PM  |
| 39 | ming3r@gmail.com                   | 1/15/2019 8:16 PM   |
| 40 | Maya.acker@gmail.com               | 1/15/2019 7:32 PM   |
| 41 | community@slh.mailas.com           | 1/15/2019 6:43 PM   |
| 42 | cestlavie50@yahoo.com              | 1/15/2019 6:25 PM   |
| 43 | Corie.watson18@gmail.com           | 1/15/2019 6:04 PM   |
| 44 | hdkuter@gmail.com                  | 1/15/2019 4:16 PM   |
| 45 | wcosta@mailbag.com                 | 1/15/2019 4:10 PM   |
| 46 | anne.habel23@gmail.com             | 1/15/2019 3:19 PM   |
| 47 | eygq@yahoo.com                     | 1/15/2019 2:16 PM   |
| 48 | Lisa_Wiese@charter.net             | 1/15/2019 1:36 PM   |
| 49 | erik.pettersen14@gmail.com         | 1/15/2019 1:17 PM   |
| 50 | schimjg@gmail.com                  | 1/15/2019 12:36 PM  |
| 51 | vanhullestar@gmail.com             | 1/15/2019 12:23 PM  |
| 52 | mcggoughmeg70@gmail.com            | 1/15/2019 12:09 PM  |
| 53 | hcfindley@gmail.com                | 1/15/2019 11:46 AM  |
| 54 | ohara1945@gmail.com                | 1/15/2019 11:19 AM  |
| 55 | krussell2011@live.com              | 1/15/2019 10:55 AM  |
| 56 | daspeckmann@charter.net            | 1/15/2019 10:44 AM  |
| 57 | james.eliason@ymail.com            | 1/15/2019 10:12 AM  |
| 58 | no thank you.                      | 1/15/2019 10:12 AM  |
| 59 | derek.w.field@gmail.com            | 1/15/2019 9:56 AM   |
| 60 | mtanglim@gmail.com                 | 1/15/2019 9:39 AM   |
| 61 | anne.altstatt@gmail.com            | 1/15/2019 8:52 AM   |
| 62 | testrake.michelle@countyofdane.com | 1/14/2019 2:43 PM   |
| 63 | tretowschmitz@gmail.com            | 1/12/2019 8:40 AM   |
| 64 | No                                 | 1/12/2019 6:02 AM   |
| 65 | Kanadolski@gmail.com               | 1/9/2019 10:02 PM   |
| 66 | Benjaminjohnmau@gmail.com          | 1/9/2019 1:12 PM    |
| 67 | watsonkm05@gmail.com               | 1/9/2019 9:19 AM    |
| 68 | sh@gmail.com                       | 1/8/2019 6:15 PM    |
| 69 | knutifam@yahoo.com                 | 1/8/2019 4:55 PM    |
| 70 | dprevost@uwalumni.com              | 1/8/2019 4:40 PM    |
| 71 | andrew.lueck@gmail.com             | 1/8/2019 3:19 PM    |
| 72 | Kurt.friederichs@gmail.com         | 12/30/2018 4:52 PM  |
| 73 | cristian5@me.com                   | 12/21/2018 12:01 AM |

# East-West Madison BRT MetroQuest Phase 2 Results

Results through June 16, 2019

## Screen 1 – Overview



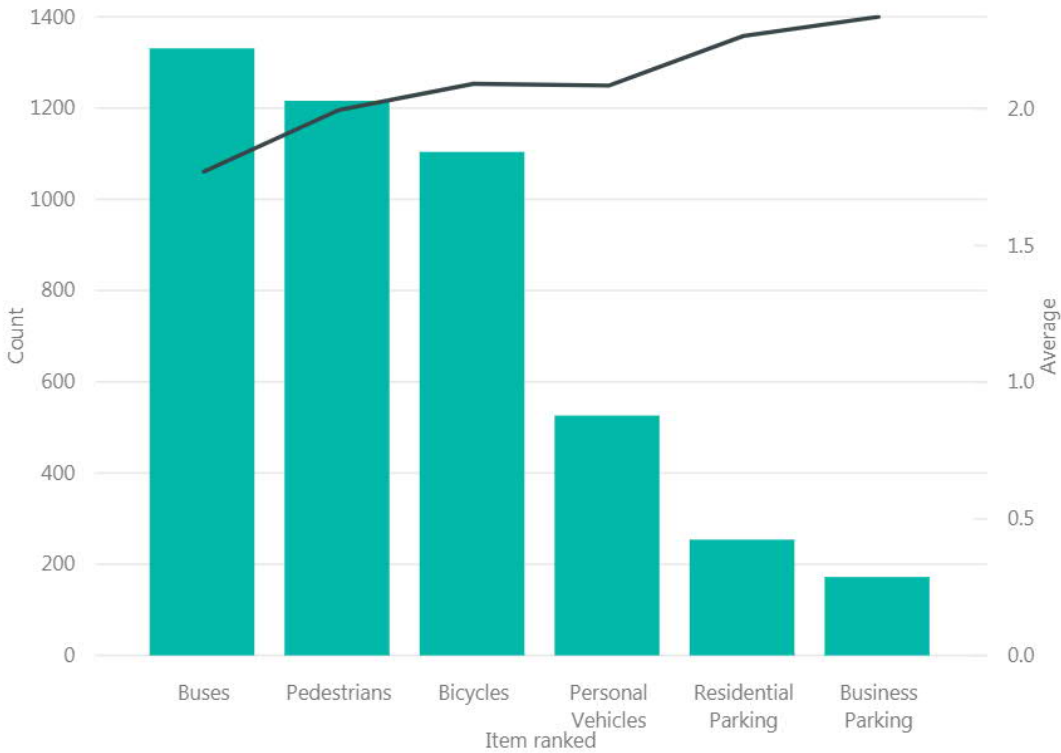
\* Participants are visitors who submitted data



\* Participants are visitors who submitted data



## Screen 2 – Priorities



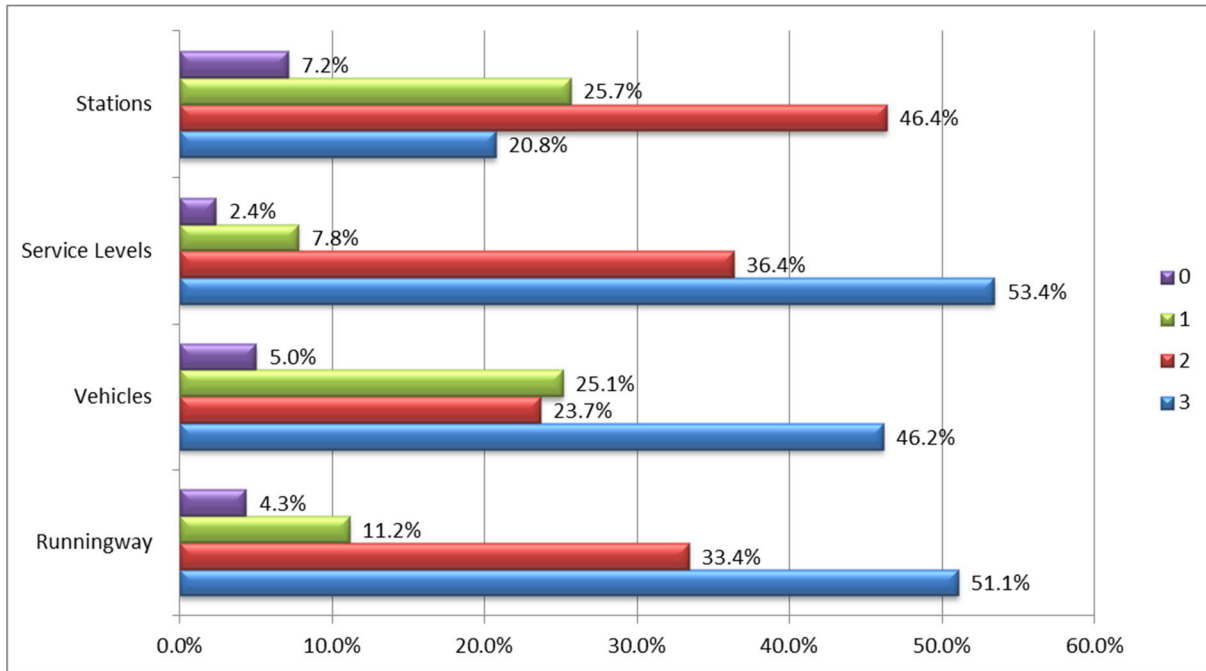
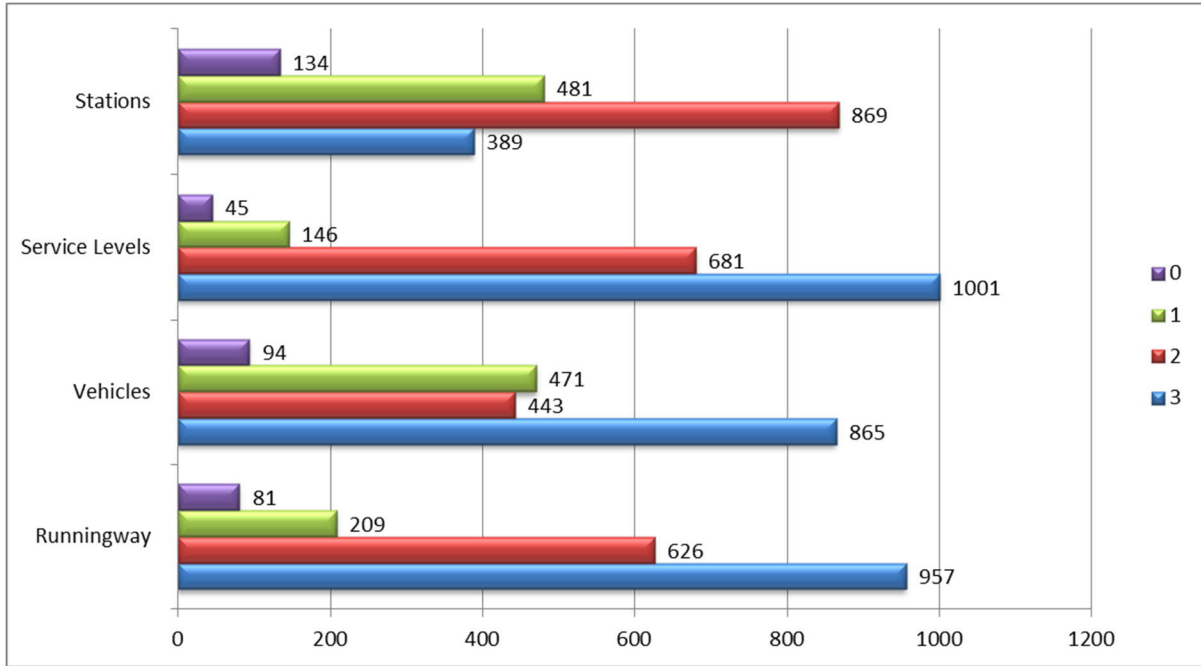
\* Note that the highest rank is 1, so small rankings and averages are better than high ones.

↓ Below: Each ranking item, showing how often each item was ranked in each position, ordered by average. Note that 1 is the highest rank.

| Item                       | Rank 1    | Rank 2    | Rank 3    | Total Times | Average Rank |
|----------------------------|-----------|-----------|-----------|-------------|--------------|
| <b>Buses</b>               | 641 (48%) | 354 (27%) | 336 (25%) | 1331        | 1.771        |
| <b>Pedestrians</b>         | 383 (31%) | 455 (37%) | 378 (31%) | 1216        | 1.996        |
| <b>Personal Vehicles</b>   | 170 (32%) | 141 (27%) | 215 (41%) | 526         | 2.086        |
| <b>Bicycles</b>            | 274 (25%) | 454 (41%) | 376 (34%) | 1104        | 2.092        |
| <b>Residential Parking</b> | 55 (22%)  | 76 (30%)  | 123 (48%) | 254         | 2.268        |
| <b>Business Parking</b>    | 31 (18%)  | 52 (30%)  | 89 (52%)  | 172         | 2.337        |

# Screen 3 – Design the System

1,873 respondents completed this screen



## Screen 4 – Station Experience

How often do you ride the bus?

|  | Count | Percentage |
|--|-------|------------|
| Frequent rider (five or more days per week)      | 647   | 35.6%      |
| Infrequent rider (primary vehicle not available) | 374   | 20.6%      |
| Occasional rider (few times per month)           | 361   | 19.9%      |
| I do not ride the bus                            | 227   | 12.5%      |
| Seasonal rider (weather impacts my ridership)    | 209   | 11.5%      |
|  | 1818  |            |

Do consider yourself to be a person with a disability? (Select all that apply)

|                                      | Count | Percentage |
|--------------------------------------|-------|------------|
| Mobility                             | 103   | 30.7%      |
| Chemical sensitivity/environmental   | 54    | 16.1%      |
| Neuro-Diversity (Autism, etc.)       | 42    | 12.5%      |
| Other                                | 40    | 11.9%      |
| Hearing                              | 38    | 11.3%      |
| Vision                               | 37    | 11.0%      |
| Intellectual/Developmental/Cognitive | 17    | 5.1%       |
| Speech                               | 5     | 1.5%       |
|                                      | 336   |            |

What features are most important for a quality station experience?

Assume that a three-sided shelter with lighting and seating is standard. (Select up to 4)

|   | Count | Percentage |
|---|-------|------------|
| Better signage (digital arrival sign, route schedule and map)       | 1284  | 20.6%      |
| Off-bus fare payment (kiosks)                                       | 776   | 12.4%      |
| Heated shelters   | 703   | 11.3%      |
| Security cameras  | 667   | 10.7%      |
| Shelter at every stop   | 656   | 10.5%      |
| Bicycle racks   | 559   | 9.0%       |
| Universally accessible design (ticketing, signs, etc.)              | 553   | 8.9%       |
| Electrical/USB ports and Wi-Fi                                      | 359   | 5.8%       |
| Raised platforms for easier boarding                                | 356   | 5.7%       |
| Premium look (public art or design relating to nearby architecture) | 268   | 4.3%       |
| Other (please describe)   | 57    | 0.9%       |
|   | 6238  |            |

## Screen 4 – Station Experience

### Comments

NOTE: comments have not been edited.

- A shelter that protects waiting riders from the wind, rain, and snow, combined with bus schedules that don't have them waiting for half an hour, would be much better than heating or anything designed to help pass the time.
- Premium look should be an ask to donors/sponsors...
- "Heaters should be on-demand only. Signage needs to be lighted when dark.
- Signage on upcoming buses and/or bus schedules is most important on this list.
- Scannable off-bus payment (like they do in map and other big cities for light rail makes loading so much more efficient!)
- Differentiating from standard service will be important.
- Keep them cheap.
- Realtime arrival data is incredibly important.
- I didn't choose security cameras, but I think safety for all users should be considered (NOT police presence, but well-lit, well-traveled)
- It would be really, really, really nice if the bus shelters had information about anticipated, real-time arrival time (not just scheduled arrival arrival). Thank you.
- more "park and ride" type lots/ramps to provide for downtown/campus commuters. Also, safety is a big concern
- parking (park and ride)
- I can't emphasize lighting and safety enough. That is priority one. As a single female, safety after dark at bus stops is what determines my decision for utilizing bus service or not. Stops that are in low-traffic areas especially, can be unnerving to use if not well-lit.
- It feels as though the homeless population has increased and they use bus shelters to sleep in. Security cameras to deter would feel MUCH safer
- I would like it to be standard to have the bus arrival and departure screens at all stops. It makes it easier in the cold to not have to pull your phone out to go to the app and find the next bus coming.
- Stops properly cleared of snow and no obstacles in front of rear doors
- As a 35-year old woman, safety is my main concern, which is why I selected ability to pay off-bus (keeps me from being distracted by fiddling around for cash), cameras, shelters at each stop, and better signage to ensure I'm able to pivot/be savvy about my route if I need to.
- As a 35-year old professional without a car, and safety is my main concern, which is why I selected ability to pay off-bus (keeps me from being distracted by fiddling around for cash), cameras, shelters at each stop, and better signage to ensure I'm able to pivot/be savvy about my route if I need to.
- Heated shelters essential in this climate! must have off bus payment and dedicated bus lanes, everything else is a frill.
- Decent snow removal would also be helpful.
- Safety, lighting and heat

- All of this are good.
- Heating at shelters may be nice, but seems slightly unfeasible.
- I don't think "Shelter at every stop" is really viable, but a little observation goes a long way. For example, my primary on/off stop at the corner of Raymond Rd and Muirfield is exposed to westerly winds coming unobstructed up Raymond Rd from the west and in very cold weather it is very hard to stand there for long periods (even 10 minutes). A simple shelter there is better than no shelter -- using observation one see that.
- A shelter at every stop should be a priority
- Better rain and WIND protection, but keep the clear design for safety
- I would use the bus even more frequently if I felt safer. Security cameras that were VERY visible would be my 1st choice. Close 2nd would be heated, larger shelters. Bigger, better signage is important for everyone, especially those with visual disabilities.
- If buses are frequent enough, heated shelters are unnecessary. Otherwise they may remain a priority.
- Signs with the bus stops name on them (i.e. University at Mills) at the bus stop.
- If you come frequently enough, shelter amenities are less important. PLEASE use Portland as your model.
- I didn't choose ADA or security because I assume those will be incorporated no matter what.
- I do have concerns that with more amenities (heating, wifi, electrical ports, etc.) that bus shelters could be a draw for homeless to move in, which leads to safety concerns. While I personally would like to see these amenities, I'm hesitant to support them because of the potential negative outcomes.
- We need our station hubs, the transfer points, to be points of destination with services, so people don't mind being there.
- I'm much more concerned with bus frequency than station amenities; right now, I just stand on the sidewalk everyday and it's fine. The transfer points could definitely use heating, though, as there are always winter days when buses need to be repurposed as warming stations.
- Ensuring stops are not iced over in winter
- Better lighting. Bus stops should be under street lights.
- I think a digital arrival sign is redundant to the phone in my pocket. Heating is also not needed, with gps information I don't stand in the cold.
- Have them cleaned more frequently
- More frequent buses are my top priority over station design differences.
- "First priority: features for low dwell time
- Second priority: features that improve waiting experience"
- Please DON'T put electrical/USB ports or wi-fi in the \*stations\*. They will attract the homeless population, as shelters do already.
- #1 is the safety of the riders. Shelters are a MUST. This is NOT the midwest were things are relatively mild all the time. The weather is only going to get more extreme so please keep that in mind for shelters designs.
- On at least one route I ride, getting rid of cash payments on the bus would speed up the route.

- BRT stations must look different and be improved upon traditional stations. They should look in nearly every way as light rail stations do.
- Mobile app
- Better signage and premium look are #1 and 2. Heated shelters and USB ports would be nice, but I worry about attracting people who aren't using the bus, just hanging out for the heat and power.
- Cleaner buses, more route to the northside.
- shelter is important for me especially waiting in the winter.
- Route maps and arrival times at all locations would be ideal. Bike racks, shelters, and increased amenities at more heavily used stations would also be ideal. At least four times the amount of shelters that are currently in use.
- Shade trees and shady landscaping all around and nearby the shelters!! Not so much cement all around the stops... it makes waiting for the bus miserable!! I just take my car rather than baking in the sun or freezing in the winter wind. Trees and landscaping keep us comfortable and keep our minds happier while we wait for the bus. Cement and glass and excessive signage is simply depressing! Please no overlighting of the bus stops (lighting inside is okay, but none of this typical over-lighting that the DOT has been inflicting on Madison's streets lately. LEDs are too bright. Neighborhood "feelings" matter... if you overlight the new bus shelters it will negatively impact the adjacent communities and lower property values. Good landscaping and shade trees around shelters will help adjacent neighborhoods accept and like taking the new buses.
- Im not fussy - just get us fast frequent, on-time service.. Rain shelter/wind break is all that's needed. Heat is not needed.
- Heating at larger/more frequent shelters would be helpful, but not every shelter
- "1. Want to feel safe
- 2. Would like to see an easier way to understand where to routes travel to see if you have to transfer. "
- working arrival departure boards/ clocks
- I love the digital arrival signs - reassures you that you're in the right place at the right time for the bus. Better signage may help visitors use the bus for special events as well (east towne hotels to kohl center, etc)
- I want to comment on Runningway piece in previous segment. could not find where to comment. Please do not incorporate bypass lanes...this makes wash or univ streets too wide to comfortably cross as pedestrian and takes up space better utilized for pedestrians or bicycles. don't take space away from peds, bicyclists take away space from drivers. they already have way too much.
- I tend to use my technology while on the bus, and would appreciate having ways to charge it up while I'm on the go
- Better shelters that do not let the wind in.
- If no fancy shelter can be constructed, stops should be located outside public buildings where people can wait inside with a view of the stop, such as Union South at Johnson and Orchard.
- Maintenance, including drainage and snow clearance
- Pretty bus shelters are not nearly as important as bus shelters that making it easier to get the right bus at the right time.

- NFC on Android/iPhone/Card with phone for using existing bus pass or paying on board would probably help you eliminate a lot of cost re: shipping/distributing passes. It might add issues with disenfranchising the homeless though which would be a concern. However I think most homeless have a phone capable of NFC and could swing it, basing this on my experience with experiences with "The Family" since coming to work at the Memorial Library. However a cash option could still exist as only the addition of a terminal would be necessary. Also wifi on bus would have advantages but that probably would be more of a city issue.
- One of my least favorites experiences catching and riding the bus was when I was taking a night class at MATC's east campus in winter, and would walk to E. Washington to catch a bus sooner back downtown. Because of cold temps, waiting outside and pacing around a metro bus sign without shelter was always miserable. Another rider was always there to and we both always paced around to keep warm. Upgrading signage and live tracking would be my other high-priority item. Wasn't sure if this survey was in context of current Madison metro stops vs. what would be nice for BRT stations. If for BRT, I'd prioritize off-bus fare payment over premium look.
- The transfer points feel insecure and dingy. More closure, more lighting, public restroom, etc.
- Not related to station but very much to the overall service. Please, please, please get rid of the bus wraps - cover the bus if you must but treat your passengers with respect and keep advertising off the windows. That is vital!!
- "I think bike racks at every station would enable many people to park their bikes and ride the bus to their destination, enabling the bus stops to have a much wider area to pull people from. It would make my commute much easier.
- Signage would be great so people know real-time schedules.
- And off-bus fare payment would be great only if it will really make the buses run faster.
- Security cameras aren't a big deal for me, but I know it will make some people feel safer."
- Better clearing of ice,etc for all stops
- Overall, the whole BRT experience should be for the shortest total transit time.
- newspaper and coffee stand
- The advantage to Madison's BRT over the BRT in other cities is that it is generally a straight line through the isthmus. I commute by bus everyday, and the buses already come often enough through the line that a shelter isn't really needed. The stops really need an efficient way to cross from one side of the street to the other. There are crosswalks along the corridor, but cars only yield at lights.
- Good to have a place to sit while I wait for the bus as I have arthritic knees.
- I just wish I could have checked digital and accurate signs twice. Reliability and accuracy on when the bus will come dictates whether I will take the bus.
- I live a mile from any bus stop, in the northwest corner of Shorewood Hills. Given I would have to walk and then wait awhile, in bad weather I would want to have a shelter at the stop. Or be able to park and leave the car nearby and then take the bus into town.
- I think the Off-bus payment makes a huge impact on saving stop time and providing a more efficient ride.
- Should not be limited to BRT but should pertain to regular bus as well



- Parking for commuters
- I think it's critical to focus on ensuring first that everyone has an equitable experience at the stations, prioritizing ease of access and broad public utility. Making things sleek and "attractive" is nice, but not at the expense of people actually being able to take advantage of such an important service.
- Safety is the number one consideration. Second is comfort. Third is accessibility.
- Maybe not a shelter at EVERY stop, but at MORE stops. Especially on busy streets, this would be a welcome amenity. Same w/ signage—not all stops have the list of bus schedules. I don't need tons of bells and whistles but the basic information is ALWAYS nice.
- Stations are uncomfortable and seem designed to be off-putting.
- Crime control. West transit station has increased crime rates so that businesses were forced to close on the Whitney Way corridor
- I'm concerned about the safety of raised platforms. Kiosks would be helpful for tourists, etc. Also digital arrival signs, etc.
- Please provide additional security resources such as ability to summon help with the push of a button, and/or remote monitoring via camera.
- Heated shelters should be a requirement given how cold our winters get and how delayed buses get in the winter. Many cities have heated stations that allow you to activate the heat for a few minutes at a time by pushing a button.
- in larger cities terminals are all inclusive with services as necessary, including shelter from the storm
- On time schedule and quick routes with few stops
- Off-bus fare payment would be great!
- Off-bus fare payment could greatly improve stop times as people could on-board at the same rate they off-board, making for more efficient stops. I think it would also be beneficial to include a bike share station (e.g. B-Cycle) at the BRT stops to help with the last mile problem.
- Saving taxpayer dollars
- The considerations you have included in your selection are great and appropriate, there is May b
- The considerations you have included in your selection are great and appropriate, safety of the rider waiting should be considered especially when the rider is a woman in a night-time situation.
- Public art would be really awesome. Having the shelters have optimized weather protection would be perfect
- Heated shelters are especially valuable because they will encourage more people to use buses in the winter (and be safer for those who have to take buses).
- Bench at every stop (doesn't have to be a covered shelter, though of course that would be nice when possible).
- I would prefer that you make more stops for more people rather than worry about whether stations have WiFi. It is insulting that you would be more concerned about how fancy shelters looks when there are so many people in Madison who don't have accessible/frequent bus service. You clearly don't care about the people who don't have bus service and who are less likely to answer this survey. The people who need additional buses probably aren't subscribing to your emails and aren't getting this email. WiFi at a shelter? Seriously???

- Get the drunk homelessness people off the bus
- Prefer minimal spent on stations. Fine with just standing outside.
- Should be integrated shopping/dining - concierge & call ahead/app services
- It take far too long to use the current bus system to get across town. A typical 1 hour appt takes 2 hours to get there, up to an hour to wait for the appt time, 1 hr appr, up to an hour wait for return bus, and 2 hours to get home. So that's 6-7 hours for a 1 hr appt. A colossal waste of time. By running this new line thru downtown, I don't see it being of much use because it'll take the same amounts of time. Just to take the bus to east towne takes an hour. So the overall time will probably actually increase. What you need is more transfer points, with a new system that only runs between the transfers.
- There are parts of town that are lacking sufficient service and you are asking if we want Wifi and USB ports at shelters? Seriously? How about you worry about getting more frequent service for underserved areas first. Have actual stops before you worry about how fancy the shelters are.
- Platform design has to make it easy for people to get to the bus shelter and then onto the bus when we have over a foot of snow on the ground. This winter it was impossible, given the mountains of snow created by snow plows and never fully cleared, to get over a curb and onto a bus, or to get into a bus stop area. Somehow the design need to make it easy to clear the streets AND for people to cross streets and get on a bus
- Above all, please have a digital display of arrival times/departure times (ex: "Next Bus: #6 arrives in 5 minutes"). Also provide bus drivers with an integrated schedule management system with automated display that shows how many minutes/seconds ahead or behind schedule they are for the next stop.
- Safety is most important
- HEAT in winter! Free WIFI on all buses but NOT at stops
- BRT stops should have well-designed/obvious pedestrian crosswalks with flashing lights installed. e.g. if I take the BRT I should be able to quickly and easily get to the other side of the street (important for catching the bus, too!)
- Guys, no lie, if you deliver on even half this stuff I gotta kiss one of yall.
- If the platform isn't raised for easy boarding, that will cause delays. Platform = no worries about broken wheelchair lifts.
- Be careful not to spend too much \$ on things that will change over time. Cell phones are ubiquitous and there are apps that tell when a bus will arrive, so spending money on that signage seems unnecessary. Also not sure that electric ports and wifi are that necessary--if the buses come frequently people don't need those amenities. And I worry that those types of things will regularly be non-functional due to vandalism or just maintenance challenges.
- heated shelters are absolutely essential for our climate; as BRT stations will be multi-modal hubs, providing bike racks seems like a necessity to facilitate mode shifts
- Riders should be able to walk up to a station, find their destination on the map, find which route takes them there, buy a ticket, get on the bus, all without worry.
- Digital arrival signage w/ real time info, not just scheduled. Also, info about additional bus/bike connections at each stop (perhaps via TransitScreen [www.transitscreen.com](http://www.transitscreen.com))

- Disabled bus
- Crime is a big problem at the transfer stations. Why is this allowed to continue? Please don't allow this to continue, or become a larger problem at BRT stations.
- I think that if we want people to use this system a lot. The stations, buses, and overall experience need to be better than driving. Making the buses quieter and smoother would be ideal as well.
- As a mobility impaired person, prompt snow shoveling is imperative. Number one concern!
- in inclement weather, it is nice to have a shelter. lack of trash receptacles lead to a lot of trash around bus stops.
- None of these are important. Spend money elsewhere
- Build light rail instead brt is pointless and a waste of time, they'll still get stuck in traffic and be shut down completely by ice and snow in winter like the pathetic buses we have now
- Hopefully robbery/crime/aggressive panhandling will be addressed.
- Having accurate and easy-to-understand signage that highlights when the next bus is coming (and where that bus is going) is really important. I often have to try to figure out if the bus I'm waiting for is late or if I've missed it, accurate real-time bus location data would make ride decisions a lot easier.
- Good lighting for safety; security
- Safety after dark is a big concern. Having a well-lit (lighting was not a design element option, unfortunately) shelter with security cameras would greatly increase my willingness to use the bus.
- Really want to ride bus rather than drive. Need buses that lowering to get on bus and drivers that are gracious when asked to do it.
- Station is least important
- Stops without shelters are no fun in a blizzard.
- Parking at Transferpoints
- I don't ride busses at all in Europe BUT always LOVE to take their metro/rail services... there are a few (understandable!) routes, frequent service, hassle free (get on and go) transfers (between trains). If bus riding could even approach THAT experience I would consider ditching my car and doing a rental for out-of-town trips. Oyster Card ... anyone?
- The most important thing is that public transportation not feel like a second-class option.
- Benches at every stop please.
- I think I would be more interested in taking the bus if these changes were made.
- Full shelter (4 sides) but not heated to manage budget
- More parking for people who need to travel to the bus stop from Monona
- I don't much care about amenities but I do care about ridership, so whatever amenities draw people in, I'm in favor of.
- "Having moved from Chicago to Madison, I just want a bus system that is does the basics well. Streamlined payment, on board security cameras, and digital signage would do that well. Everything else is a nice to have, but not a necessity to me.
- Side note, while I do not currently ride the bus (because I walk to work), having a BRT would definitely have me riding instead of driving for leisure activities. It would also have me looking for a house along a BRT route instead of renting perpetually due to not wanting to drive to work, or finding the current bus system rather slow. I miss having the CHI bus system, and obviously they are

two different cities with two very different operating platforms for busses (ridership based vs geographic based). I am genuinely excited for BRT and hope it happens. reliable public transit is a great thing to have :)

- 
- Please let me know how I can help this city make this a reality. I'm on board 100% (no pun intended). You guys are doing a great job!"
- Signage at every stop should provide bus arrival times but need not be digital. The paper signs used presently are fine WHERE THEY ARE PRESENT.
- Signage at every stop should provide bus arrival times but need not be digital. The paper signs used presently are fine WHERE THEY ARE PRESENT.
- POLICE at transfer point locations would be helpful
- Don't make people wait too long at the stations. The longer the wait, the more trouble people get into.
- "Every stop" is probably excessive, but more and, for popular stops, larger.
- Bus riders deserve dignity, and station design is most often where that falls short.
- For BRT to be successful and not be viewed as an expensive glorified bus (which it is), it has to be COOL! Sleek modern vehicles and edgy architecture in the shelters can create an experience and drive ridership.
- A concern with heated shelters would be the homeless population living in the bus shelters during winter months.
- Allow tickets to be purchased via an app or online
- Confused by this survey
- Stations seem to be an easy place to get carried away with budget. I really like the LRT/BRT stations I have seen around the country, but some seem to be too much. Level boarding, real-time arrival info and a shelter at each stop would be perfect! Public art always has an impact on the neighborhood too, and Madison seems to be a very forward city (therefore, I believe art should be incorporated too).
- Having accessibility to help people with disabilities
- Signs showing real-time arrival of BRT
- The weather in WI and in our changing climate is a huge barrier to public transit. Please consider "shelter at every spot" as including trees to shade from the sun.
- I do enjoy public art and some psa items, but I want the buses to look like Madison busses and have some uniformity to them. Shelter at every stop would be great, but not
- I do enjoy public art and some psa items, but I want the buses to look like Madison busses and have some uniformity to them. Shelter at every stop would be great, but could be a gradual process
- "Bike racks
- Easier boarding"
- Heated shelters in the winter and shelter at every stop are the most important
- would love if digital schedules can be posted at stations and have updated times when bus will arrive (like the app, but not on my phone - on the station signage.)
- The better signage should be accurate as well.

- "We need more stations! Consider bus stop advertising. Even better would be bus stop sponsorship by a local business.
- Consider real-time displays of bus arrivals. It lowers the perception of wait times."
- Ensure you are asking this survey of people that are frequent bus riders that experience the most hardships. That is who I want to choose what they want in the bus service. When you have people with the most hardships/challenges designing the system, it makes it better for all.
- provide off-street parking for users of this system, not neighborhood streets.
- "1) Please make sure the stops are plowed in the winter. It is currently quite dangerous some days!
- 2) Please include a digital display showing how many mins until the next bus arrives at each of the stops."
- In this climate heating is #1!
- Unclear exactly what off-bus fare payment means, but it would be great to have kiosks to purchase bus passes, and reload money onto a card, like the Chicago Ventra. Shelter at every stop - just something more than a pole, so that stops are easier to find, and so you feel safe & seen, standing and waiting.
- I am retired, so I tend to go places NOT at high commuting time. But that also means that the bus comes infrequently. If I am going to ONE place, downtown, I might be willing to time things so I can take the bus. But usually, taking the bus would require wasting a lot of time waiting for the next bus, or involve complicated transfers if I have more than one place to go. More frequent service and maybe lockers to put some of my items while I do multiple errands would help.
- Shelter at all stops.
- I think station design is the least important, though perhaps the most noticeable, aspect of public transportation service.
- I think the most important thing is dedicated bus lanes, and control of stop lights to make the bus the fastest way to get across town. This is especially crucial as congestion increase on E. Wash and University. If the bus is stuck in traffic, then it doesnt matter how nice the station is.
- Digital bus pass/app
- Every stop should have an overhead light on the street and should be close to a safe cross walk.
- i am actually thinking of taking on the huge burden of a parking pass. i can't stand riding the bus. the one i ride is SO uncomfortable and crowded (38 E). some days i almost strip down to nothing and still feel carsick. i hate that. i do love this whole concept you are using, good job. it is amazing that you are taking all these things into consideration and making such an effort. i would ride exclusively if even half these were in play. unfortunately, the plan said 2020 or later before it is implemented, i think. i need to get to work NOW.
- A place to sit
- Run the BRT down the isthmus!!
- A shelter at every stop would be ideal for everyone. Also, wi-fi would be convenient
- designed for disabled
- Ability to purchase bus passes at the stop.
- If you make it look and feel like a rail'system, people will use it like a rail system.

- Heat is the most important. Madison winters are brutal and due to transfer times I spend 10-20 minutes at unheated shelters each day.
- Favor a Fare-Free system, so no need for kiosks or other expensive overhead.
- Don't have too many stations. Spacing should ensure fast travel times.
- Lights at night shine bright over the times listed and if you cannot climb up the wide blocking benches you cannot read the times. Tall people do not have this problem.
- tap to pay should be standard on busses, so people can use their apple/google pay and not have to reload cards, or buy tickets.
- The frequency, total trip time, easy of use, and location of stations has to be pretty convenient to make me switch to use the bus instead of a personal vehicle to commute to work. Time, cost of ride, and location of bus pick-up and drop-off stations has to be comparable or better to make the switch
- I would be concerned that heated shelters would attract homeless who would camp out in them.
- Previously, I lived in Cleveland, Ohio and used the BRT there regularly. The stations along that route were great. Raised, well-lit, and with digital arrival signs, they made for a good experience. The fact that they were "architecturally interesting" never impacted my experience in the slightest and I would consider any money spent to make them look "cool" at the expense of expanded or more frequent service would be money wasted.
- Former regular user; not using bus currently.
- I appreciate knowing on the signs when the next bus will arrive and which buses service the station. I can often refer to my phone for the buses but having the sign is nice for stops I don't visit as often. It's also nice to have a cover to protect from rain.
- Able to purchase bus tickets at station
- Confused by this survey. Don't understand how to fill it out
- Confused by this survey. Don't understand how to fill it out!
- Need to provide or be attached to concierge services. Make it comfortable & easy to use bus services.
- Don't need fancy stations
- I would like to see more weatherproof shelters pop up along major routes, and the digital displays for bus routes and arrival times are really helpful. This makes waiting and planning much easier.
- NO ADS OVER WINDOWS AT ALL!! Not even over part of a window. Bus wraps ruin the riding experience! They create sea-sickness and create an urban ghetto feeling. Nobody likes riding on buses with ads over windows; looking out a clean window is pleasant. And no cars like looking at driving bus-ads. Ruins the quality of life in the city.
- Make it so it's possible to figure out how to ride the bus. Typically with train systems it's possible to figure it out; I can travel to a different country and ride a train. But for buses, you have to already be in the know, or it's hopeless. Even though I rode the Madison buses daily for years, I find them confusing, with weirdly changing routes and schedules and skipped stops and indecipherable maps. (And I have an advanced degree!)
- as frequent as possible during busy hours.
- Clear understanding of routes displayed
- Clean. no cigarette litter etc.. Wi-Fi yes, (not USB/electrical)

- I would have selected "shelter at every stop" but I saw the news story about the woman's yard being blighted for a new shelter.
- I would have selected "shelter at every stop" but I saw the news story about the woman's yard being blighted for a new shelter. If those with wheelchairs etc. think there needs to be better "raised platforms for easier boarding" then I would prioritize that too.
- Riders should be able to get from place to place without accessing a website.
- How about a schedule at every stop? Real-time arrival boards at every stop would most likely be too expensive, and people have apps for that nowadays anyway. But having a schedule would (obviously) make it much easier for many people to use the bus, and most stops don't seem to have them at the moment.
- Seating at each stop
- For those of us who do not have cars due to financial and/or disability reasons: Other than being out of the elements (rain and extreme cold) we do not care about the aesthetics or making BRT "look cool" to get upper middle class people out of their cars. We want frequency and functionality so that we can get to more places more easily without having to pay exorbitant amounts for a cab. Please make sure that the investment of funding BRT does not cause existing service to be cut, but only enhances the overall system. BRT cannot be only or even primarily about "getting people out of their cars." It must also enhance the experience for people who already depend on the bus system.
- Off-bus fare payment is critical to the success of the BRT system as it reduces waiting time for people paying on the bus. Digital arrival sign with up-to-the-minute arrival and destination improves the riding experience, but this must be accurate. Every stop needs a shelter and the same level of amenities.
- I am very happy taking the bus to work to UW Hospital. Thank you
- Bus stations present unique opportunities to say things about the neighborhood in which they are located — to reflect the architecture,
- Cleanliness of the buses should be improved.
- Cleanliness of the buses should be improved. If possible the seats shouldn't have fabric on them because they always get super dirty and gross.
- Security lights and call box and electrical outlet for charging a phone.
- Having safe bike racks at each station is super important if you expect this to be a transit connection. You also need parking at each end point. We have to get people who work in Madison or travel across it to bus into and through the city, and connections to the suburbs are better than they used to be, but not good enough for most people.
- The more frequent the service is (shorter headways) the more compromises can be made on station design. If the bus arrives every 10-15 minutes riders will not be inconvenienced by limited shelter, no heat, etc. But if service is every 30 minutes to hourly, more amenities will be necessary.
- The main impediment to riding the bus is schedule and availability. Due to a quirk in where I live, Lawrence St., the bus runs conveniently only during rush hours, and I can walk anywhere downtown faster than I can take the big swing around Park St. Once the Madison Market is up, BRT seems like a

good option/connection, if it's not a 35 minute ride to get to BRT. If a BRT route opens to the airport, I would take that. Assuming I live long enough 😊

- Clean! Clean seats, isles, hand rails - maintain the interior of the bus!
- Locate at intersections with adequate WALK lights for all crosswalks (No forced pause on island to await second cycle --> missed bus!)
- bus stops are not always easy to locate or easily accessible in inclement weather, west transfer station is cold, dark and isolated travelling there alone at night does not feel safe,
- Fare-free transit. Make it accessible to everybody.
- Pre-payment options, digital displays showing location of the bus and/or ~minutes to arrival.
- The stations are truly the least important part of this entire process. I would love to see beautiful architecture and lots of amenities - sure. But, the priorities should be moving people faster, more frequently, and as environmentally-friendly as possible. More frequent buses, dedicated lanes, and electric buses are more important. Those are the elements we need to make BRT a priority. If designed well, riders won't have to spend much time at the station. Please prioritize the transportation experience, not the waiting experience! I lived in Germany for 2.5 years, and the BRT worked amazingly well. They invested in right-of-way systems and dedicated lanes where possible. The stations were not fancy, and didn't need to be.
- Universally accessible design should not be standard, not a special design element.
- Universally accessible design should be standard, not a special design element.
- On the previous screen ""Design the system"" I like electric buses, but don't care about fancy wrapping. "
- If there are limited stops, then every stop should have a shelter.
- The bus stations tend to harbor disruptive, sometimes intoxicated passengers who are disruptive to residents doing business or residing in the area. I don't know how to solve the problem, but I'm tired of feeling unsafe in my community.
- Something like the blue light phone on campus would be nice to be able to alert authorities in the event that my phone is dead.
- I want it protected from the weather, but not necessarily heated.
- Good lighting and a sense of safety.
- When I say "universally accessible design," I also mean excellent signage that is digital...showing arrival times in "real time," as well as route schedules and mapping. My "premium look" is also extremely functional, in that it incorporates heated shelters, raised platforms, etc. High-end, permanent art installations could pay for the things we need for creature safety and comfort in our brutal temperature-swing climate.
- Convenient access to a little something to eat - maybe coffee cart/stand, bakery available. Clean places to sit and wait or put heavy goods down.
- I tend to ride my bike when the weather is nice, so I use the bus more often when it's rainy, winter or in the winter.
- Work with the city to make the walk to the bus stop better, too
- Probably a minority view, but I don't think the stations need to be too fancy. Frequency is supposed to be much higher so we're expecting to not need to be waiting very long.



- No smoking at bus shelter and transfer points.
- To the extent that shelters can be located near "quick stop" businesses, such as Walgreens, Kwik Trip (on E. Wash), etc. that would be a plus for riders.
- Accessible for people in wheelchairs.
- On the east side, near airport and college, the buses are always late. It's fine during the summer but in the winter it's taxing
- Low maintenance. Indestructible style so vagrants cannot vandalize.
- Shorter electric buses and more frequent service rather than longer, hinged buses. Please!"
- The speed and service levels offered are far more important to me than station design. I do not mind the current bus stops and do not feel overly impacted by weather while waiting.
- I don't think station design is as important as service availability and cost. I don't have a problem with current bus stops as they are. Waiting in the weather doesn't particularly bother me
- Convenience, Comfort, Security. When people are constantly being attacked in some fashion at your transfer points and on your buses, you need to step it up a bit, ya think?
- ZERO tolerance for smoking!
- Security cameras at certain locations
- Right now, shelters and stations are nicer in richer parts of the city. It should be the opposite, given that rich people don't ride the bus much. A three-sided shelter with lighting is not standard. Please ask less about the "quality" of the experience and more about who has access in the first place. When I visit friends in low-income areas of the city, I end up waiting much longer for the bus and often get stranded when busses stop serving those areas. I live on the near east side. I don't need better bus shelters or service near me. I need them in South and Far East Madison, where I am always getting stuck and having to take a cab home. If Metro wants more riders, try serving populations that actually need transportation rather than trying to court car owners with fancy amenities at stops.
- Please don't abandon paper time schedules at bus stops. Not everyone has a smart phone. Also please print larger and place lower to be more accessible. Placing times above seating area means one often can't get to the times when people sit below them and may not move out of the way. Sadly, yes this happens.
- A bench seat at every stop, with a simple roof and side walls to prevent wetness from rain and snow and wind discomfort; plexiglass for visibility
- Bench seat at every stop, with simple roof, side walls to prevent rain, snow, wind discomfort; plexiglass for visibility; schedule info
- Plexiglass for visibility/safety; non-digital route & schedule info; phone info/emergency number
- Safety and accessibility are my priorities.
- It would be nice to have heated bus shelters, WI-FI, and USB ports, as well as better bike racks and bike storage at all the bus stations.
- not having the police harass me while I'm smoking pot would be great.... and heat/lights.
- san fran has an excellent bus system. not brt that i know of. i like knowing when the next bus is coming. not everyone has a smart phone with unlimited service. wifi on the buses is a waste

- Given how much of a problem that rider behavior is on the buses and at bus stops, security cameras are a must. There are many people who would take the buses if both the buses and stops were safer and people would not have to subject themselves to repeated sexual harassment. It's interesting how that is more of a problem than racial incidents but isn't being addressed. I guess that doesn't fit the SJW narrative when it's mostly racial minorities that are the cause of most disruptive behavior on public transit.
- Better signage makes it so much easier to use the bussing system, especially if accurate arrival times are displayed. Also, raised platforms seem to reduce boarding time AND make the vehicles easier to access for passengers with disabilities (which also reduces boarding time).
- It would be nice if women would sleep with men that ride the bus.
- I would prioritize speed of rider boarding for system efficiency
- Reasonable fares
- Easy to understand routes...no surprises in Routes
- Close to facilities-bathroom, food/coffee, comfort
- safer
- Security Cameras and Lighting are \*extremely\* important. USB Ports and Wi-Fi second most important.
- Better lighting. The bus has missed me many times early in the mornings. I'm not a small person so if they cant see me it must be very bad visibility.
- lighting
- I wish I felt more safe at shelters, because I have gotten followed, yelled at, etc. before. It would be great to have those buttons safety buttons they have on campus and better lighting.
- I wish I felt more safe at shelters. It would be great to have those safety buttons they have on campus and better lighting at the stations.
- AT LEAST a bench and some kind of cover at every stop
- bathrooms, coffee kiosk, newsstand
- access for strollers on the buses and in the shelters
- Drivers that are trained in the area of being friendly
- Ideally it would be easy for non-riders to figure out, like virtually every subway system in major cities -- without internet access.
- While I think Wi-Fi, public art or design, and security cameras would be amazing additions, I think that the priority is by far the bus service. I think adding more basic shelters would be helpful and as time passes, upgrading with these features would be great. Even heated shelters are not necessary - maybe just transfer points should get an upgrade with heat, Wi-Fi, and architectural finishes.
- As a mobility impaired individual, the snow piles from first the sidewalk being plowed and then the street being plowed (or visa versa) leave nasty ridges that make boarding difficult. On several occasions the snow ridges are so high the driver couldn't even put down the ramp. This must be fixed.
- some way to assure safety, I have young daughters that ride the bus a lot and I worry about them.
- Every transit point have a park and ride - not just the north transfer point. The closest transfer point to me does not have anywhere to park my car. I would use the bus more if it did.

- Improved shelter -- a three-sided shelter open to the NW isn't much shelter in the winter...
- If all buses are 'kneeling' buses and most riders use quick-swipe fare cards, I don't see the need for raised platforms or off-bus fare kiosks. Potential big savings here. Put the money into FREQUENCY of service instead. That's what will drive usage.
- If all buses are 'kneeling' buses and most riders use quick-swipe fare cards, I don't see a big cost-benefit for raised platforms or off-bus fare kiosks. Potential big savings here. Put the money into FREQUENCY of service instead. That's what will drive usage.
- Milwaukee has a system where you can buy a bus pass through the app and just show the driver your pass on your phone. I would like that.
- also consider providing coffee and newspapers on the BRT vehicles
- Consider advertisement space to help recoup expenses. Most other places do this, but for some reason Madison doesn't.
- Clean. No one smoking (this includes weed). Safe.
- Better than my arm chari opinion would be evidence based assessment of how much any given amenity increases BRT (or regular bus) usage Find the research and use it to prioritize design elements.
- Trees to provide shade and lower temperature in our urban heat island
- Most important thing that Madison bus shelters fall short on is protection from the wind. When they changed from the ground
- Actual shelter from the wind. When the foot or two space at the bottom of the shelters was added years ago, they became close to useless on a cold windy winter day. If the purpose was to make them less inviting to homeless people, I'd say deal with that some other way. They are close to useless in the winter as they are now.
- While these are my top four, I would include with universal accessible design: digital sign/audio arrival/departure
- "I am glad YoU are asking, thank YoU. I do not believe of shelters in every stop. Take a poll or ask bus drivers; where are the biggest spots tht need it, ie... East Washington N Oak St was taken out. Many times I go by N see people waiting. Many people Need a place to sit; I know, I walk with a cane, the overpass of 90 94; needs before or after the overpass cuz it's hard catching busses there without walking. I've seen huge improvements in placing more bus stop shelters in the city lately. I hope the seats are not hot in summer N cold/frozen in the winter-I think it's the type of metal tht was used. They also are narrow N I see bigger people struggle with the seats.
- Maybe even cameras in areas at risk.
- Ask riders. Let them know how this pole comes out. It's not fair if those who are making these huge decisions; if they don't even ride the bus regularly.
- Again, thanks for asking. "
- need more frequent direct routes on east side. i have transfer 3 times to go from my home to my employer
- I am a frequent rider and a shelter is so important for the changing weather in Madison
- Please make the stations to become "home" for the homeless.

## Screen 5 – Wrap-up

| What is your age group |             |
|------------------------|-------------|
| 519                    | 25 to 34    |
| 350                    | 35 to 44    |
| 223                    | 55 to 64    |
| 215                    | 45 to 54    |
| 192                    | 65 and over |
| 117                    | 18 to 24    |
| 8                      | Under 18    |
| 1624                   | Total       |

| What is your annual household income |                      |
|--------------------------------------|----------------------|
| 493                                  | Over 100000          |
| 293                                  | 50000 to 74999       |
| 259                                  | 75000 to 100000      |
| 173                                  | Prefer not to answer |
| 163                                  | 35000 to 49999       |
| 145                                  | 15000 to 34999       |
| 66                                   | Under 15000          |
| 1592                                 | Total                |

| What is your gender identification |                        |
|------------------------------------|------------------------|
| 784                                | Female                 |
| 757                                | Male                   |
| 42                                 | Prefer not to answer   |
| 18                                 | Nonbinarythird gender  |
| 8                                  | Prefer to selfdescribe |
| 1609                               | Total                  |

| What is your raceethnicity |                                 |
|----------------------------|---------------------------------|
| 1419                       | WhiteCaucasian                  |
| 53                         | Two or more races               |
| 38                         | Asian                           |
| 38                         | HispanicLatino                  |
| 29                         | BlackAfrican American           |
| 24                         | Other not listed                |
| 2                          | American IndianAlaskan Native   |
| 1                          | Native HawaiianPacific Islander |
| 1604                       | Total                           |

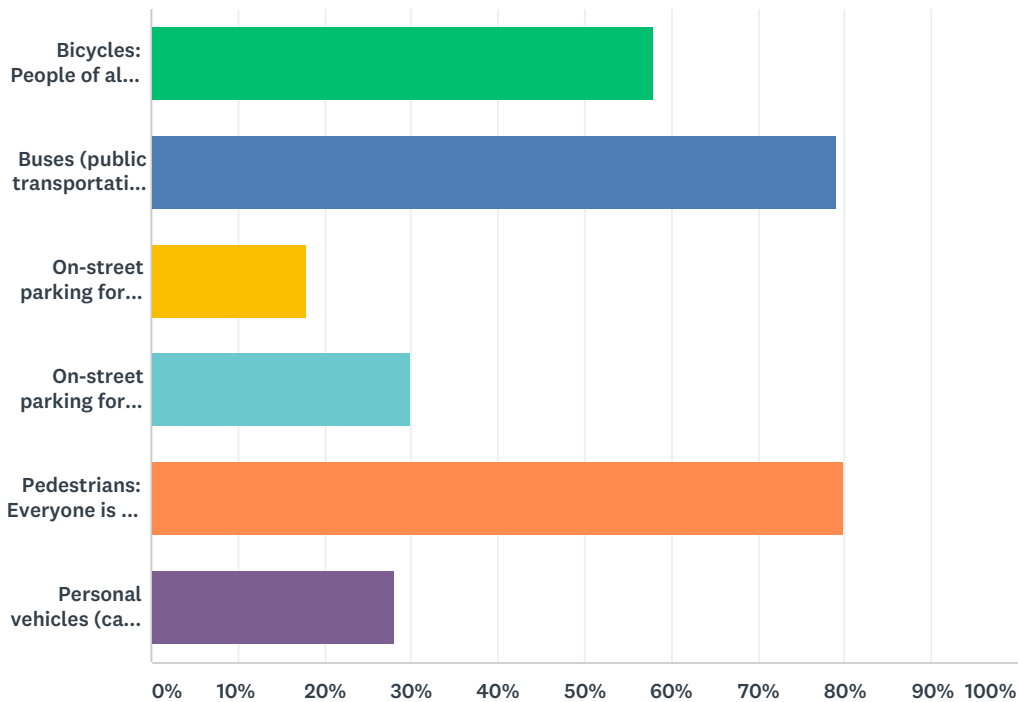
| What is your home zip code  |  |
|---|--|
| <i>Too many responses have been given for this view.<br/>See excel download for data.</i> |  |

### Top Zip Code responses

| Zip   | Count |
|-------|-------|
| 53704 | 316   |
| 53703 | 302   |
| 53705 | 254   |
| 53711 | 191   |
| 53715 | 81    |
| 53714 | 73    |
| 53719 | 62    |
| 53716 | 58    |
| 53562 | 52    |
| 53713 | 48    |
| 53726 | 39    |
| 53717 | 35    |
| 53590 | 28    |
| 53718 | 22    |
| 53593 | 12    |

## Q1 Please select your top 3 priorities for the use of street and sidewalk space on the east-west BRT route. (select only 3)

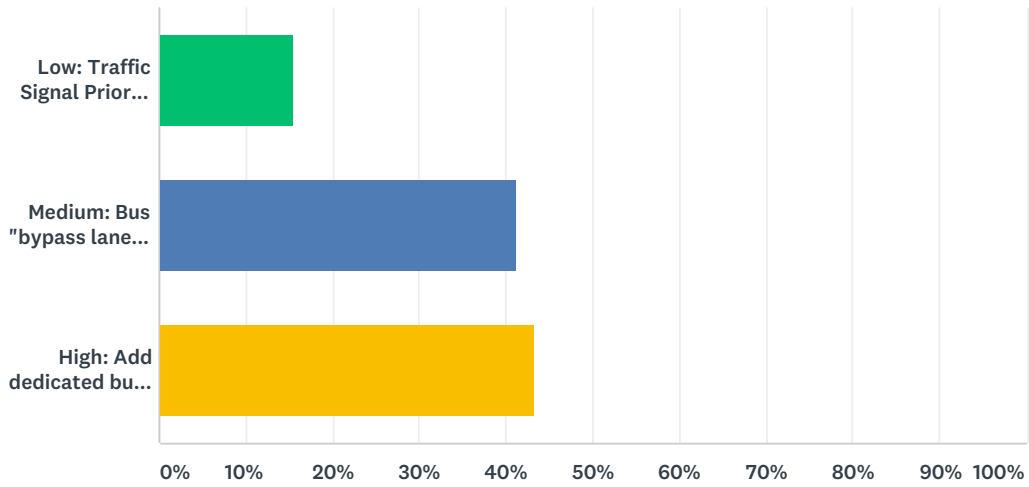
Answered: 100 Skipped: 0



| ANSWER CHOICES   | RESPONSES |
|--|-----------|
| 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.  | 58.00% 58 |
| 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. | 79.00% 79 |
| 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.  | 18.00% 18 |
| 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.  | 30.00% 30 |
| 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.                           | 80.00% 80 |
| 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.   | 28.00% 28 |
| Total Respondents: 100   |           |

## Q2 Runningway (the area of the road that buses operate within)

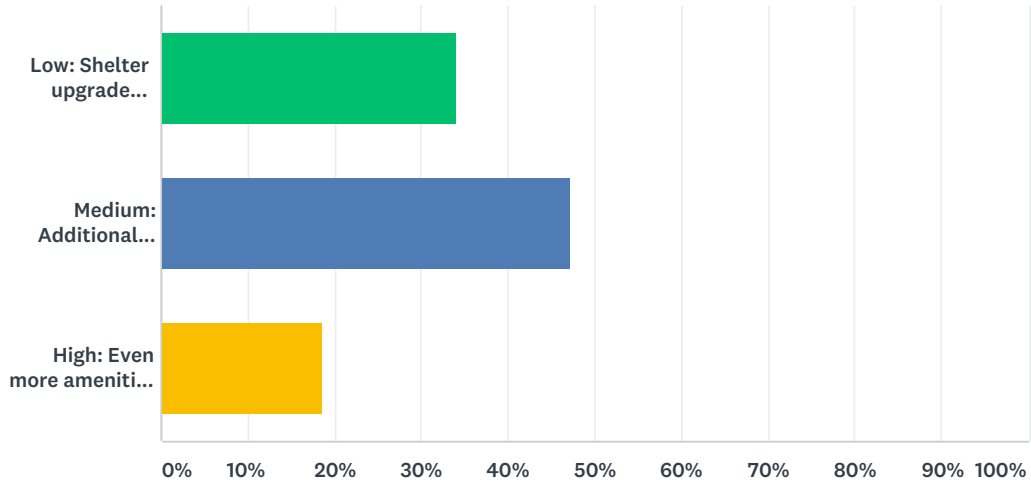
Answered: 90 Skipped: 10



| ANSWER CHOICES   | RESPONSES |           |
|--|-----------|-----------|
| Low: Traffic Signal Priority (operate in mixed traffic or existing bus lanes, but signal technology moves buses faster) \$1              | 15.56%    | 14        |
| Medium: Bus "bypass lanes" at intersections (operate in mixed traffic or existing bus lanes, but bypass congestion at intersections) \$2 | 41.11%    | 37        |
| High: Add dedicated bus lanes where feasible \$3   | 43.33%    | 39        |
| <b>TOTAL</b>   |           | <b>90</b> |

### Q3 Stations

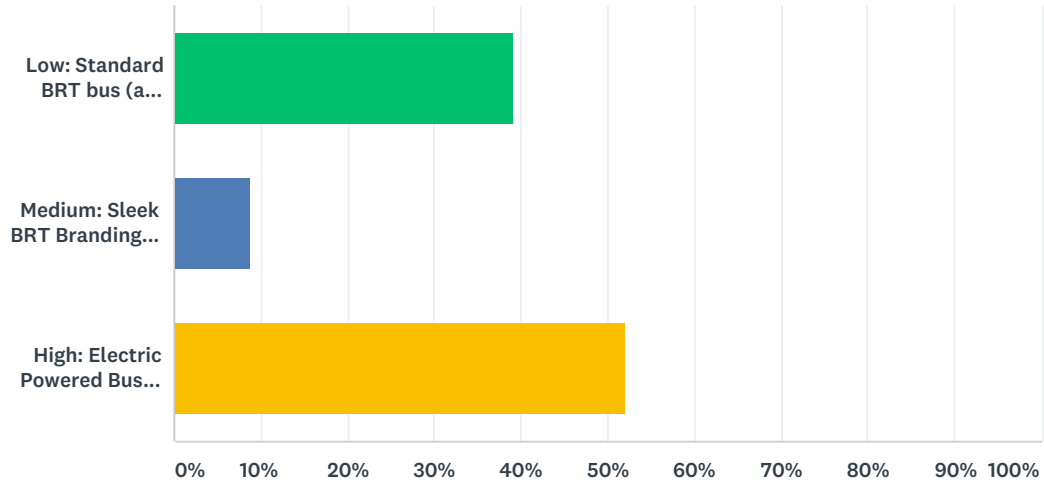
Answered: 91 Skipped: 9



| ANSWER CHOICES   | RESPONSES |           |
|--|-----------|-----------|
| Low: Shelter upgrade (three-sided shelter with seating) \$1  | 34.07%    | 31        |
| Medium: Additional amenities (more substantial shelter with lighting and a special station sign) \$2 | 47.25%    | 43        |
| High: Even more amenities (such as heat, and unique architectural design features) \$3               | 18.68%    | 17        |
| <b>TOTAL</b>   |           | <b>91</b> |

## Q4 Vehicles

Answered: 92 Skipped: 8

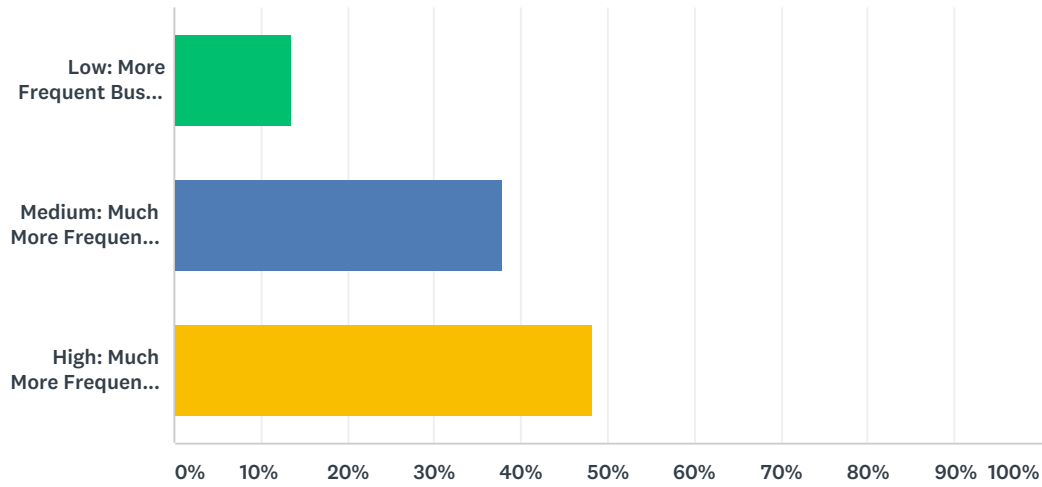


| ANSWER CHOICES  | RESPONSES |           |
|---|-----------|-----------|
| Low: Standard BRT bus (a longer/60-foot bus to carry more passengers and multiple doors for boarding/exiting) \$1 | 39.13%    | 36        |
| Medium: Sleek BRT Branding (same features as low BRT option, but includes sleek branding) \$2                     | 8.70%     | 8         |
| High: Electric Powered Bus (same size as first two options, but is electric powered) \$3                          | 52.17%    | 48        |
| <b>TOTAL</b>  |           | <b>92</b> |



## Q5 Service Levels

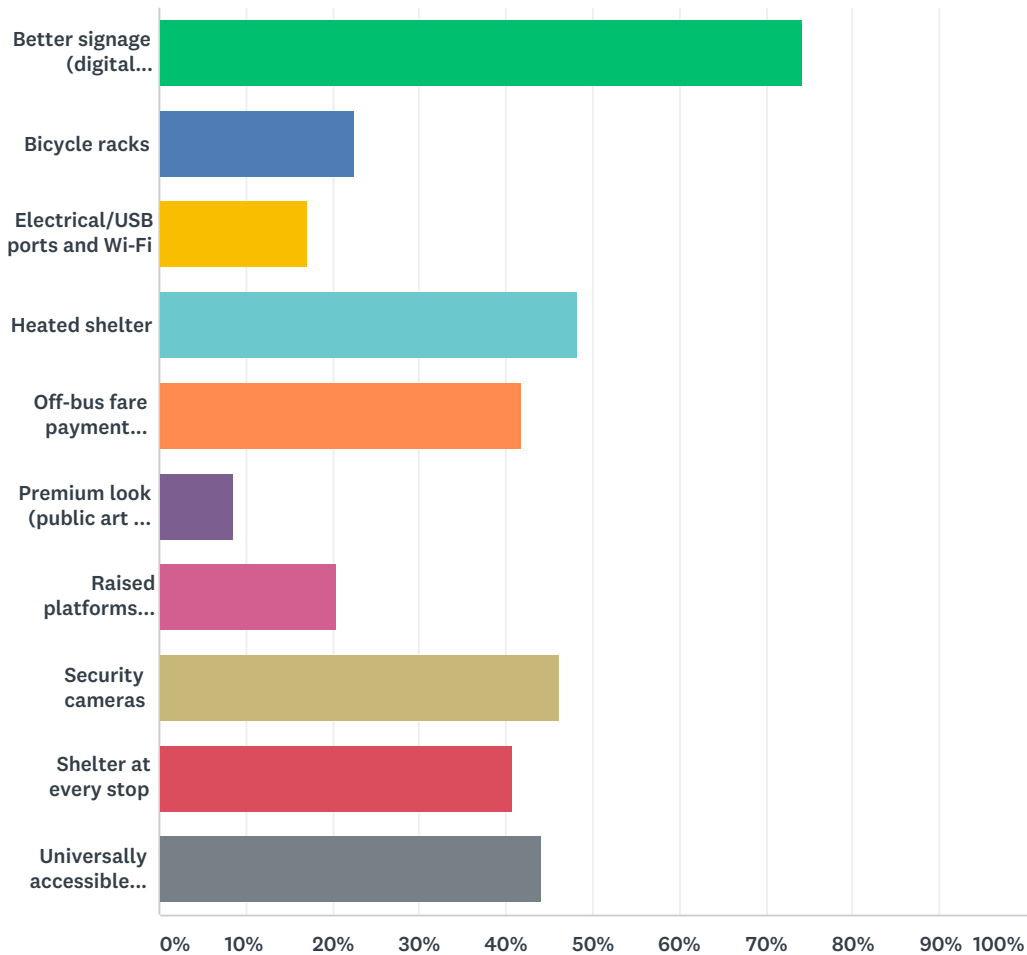
Answered: 95 Skipped: 5



| ANSWER CHOICES  | RESPONSES |           |
|---|-----------|-----------|
| Low: More Frequent Buses (includes weekdays, evenings, and weekends) \$1                                      | 13.68%    | 13        |
| Medium: Much More Frequent Buses on Weekdays and Evenings (same weekend service as low investment option) \$2 | 37.89%    | 36        |
| High: Much More Frequent Buses 7 Days per Week (includes weekdays, evenings, and weekends)\$3                 | 48.42%    | 46        |
| <b>TOTAL</b>  |           | <b>95</b> |

**Q6 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.**

Answered: 93 Skipped: 7



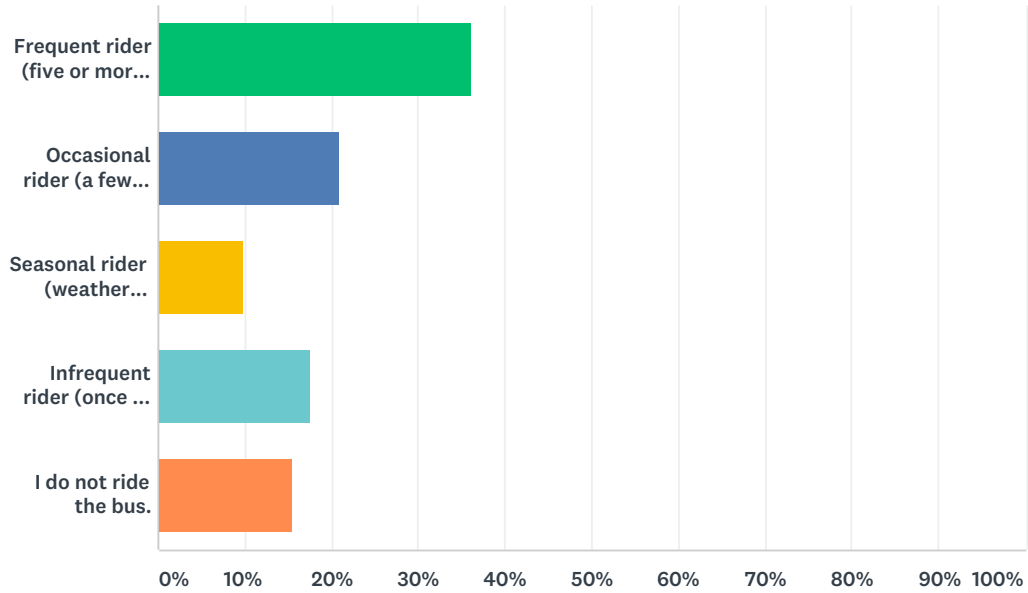
| ANSWER CHOICES  | RESPONSES |    |
|---|-----------|----|
| Better signage (digital arrival sign, route schedule and map)       | 74.19%    | 69 |
| Bicycle racks   | 22.58%    | 21 |
| Electrical/USB ports and Wi-Fi                                      | 17.20%    | 16 |
| Heated shelter  | 48.39%    | 45 |
| Off-bus fare payment (kiosks)                                       | 41.94%    | 39 |
| Premium look (public art or design relating to nearby architecture) | 8.60%     | 8  |
| Raised platforms (easier boarding)                                  | 20.43%    | 19 |
| Security cameras  | 46.24%    | 43 |
| Shelter at every stop   | 40.86%    | 38 |
| Universally accessible (ticketing, signs, etc.)                     | 44.09%    | 41 |

We Want to Hear from You – Again! Madison Bus Rapid Transit (BRT)

Total Respondents: 93

## Q7 On average, how often do you ride the bus?

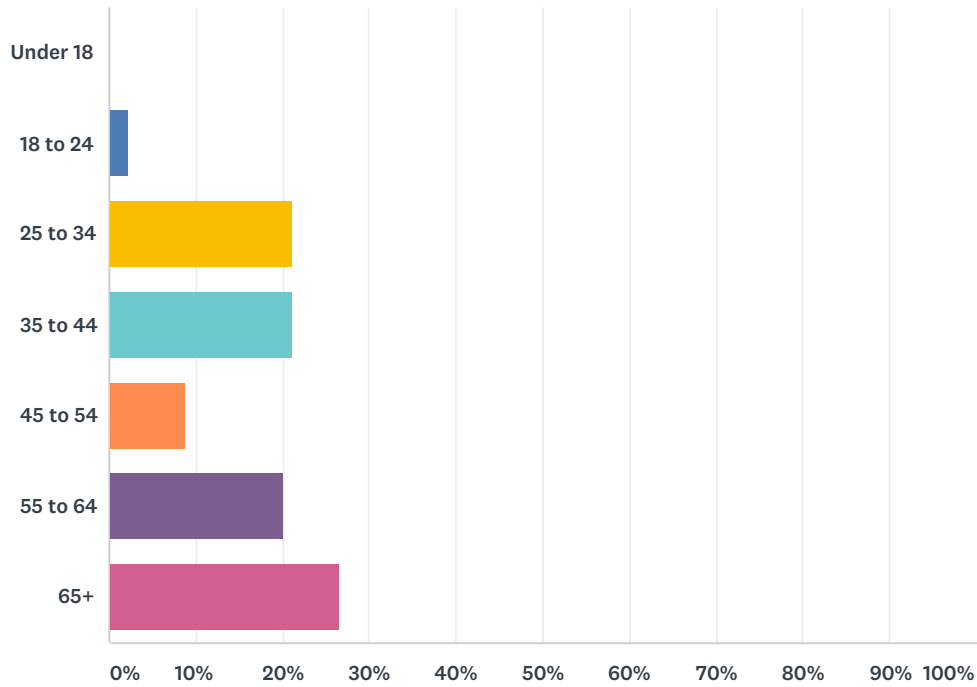
Answered: 91 Skipped: 9



| ANSWER CHOICES   | RESPONSES |           |
|--|-----------|-----------|
| Frequent rider (five or more days per week).                                   | 36.26%    | 33        |
| Occasional rider (a few times per month).                                      | 20.88%    | 19        |
| Seasonal rider (weather impacts my ridership).                                 | 9.89%     | 9         |
| Infrequent rider (once in a while or only when primary mode is not available). | 17.58%    | 16        |
| I do not ride the bus.   | 15.38%    | 14        |
| <b>TOTAL</b>   |           | <b>91</b> |

## Q8 What is your age group?

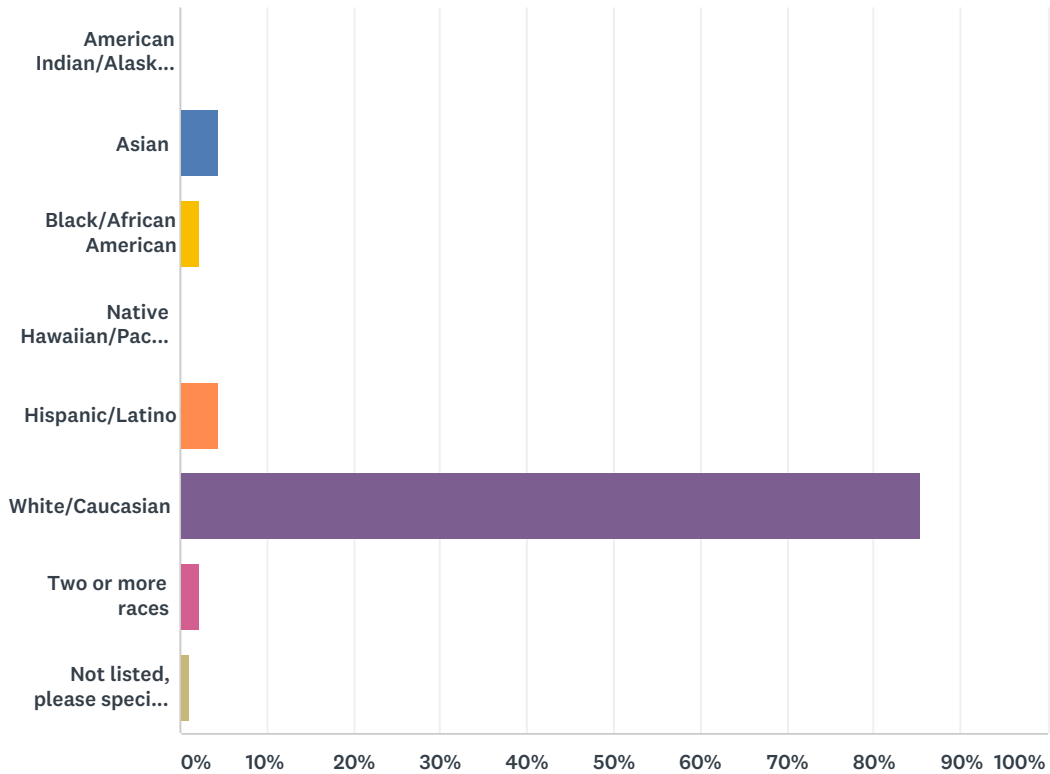
Answered: 90 Skipped: 10



| ANSWER CHOICES | RESPONSES |           |
|----------------|-----------|-----------|
| Under 18       | 0.00%     | 0         |
| 18 to 24       | 2.22%     | 2         |
| 25 to 34       | 21.11%    | 19        |
| 35 to 44       | 21.11%    | 19        |
| 45 to 54       | 8.89%     | 8         |
| 55 to 64       | 20.00%    | 18        |
| 65+            | 26.67%    | 24        |
| <b>TOTAL</b>   |           | <b>90</b> |

## Q9 What is your race/ethnicity?

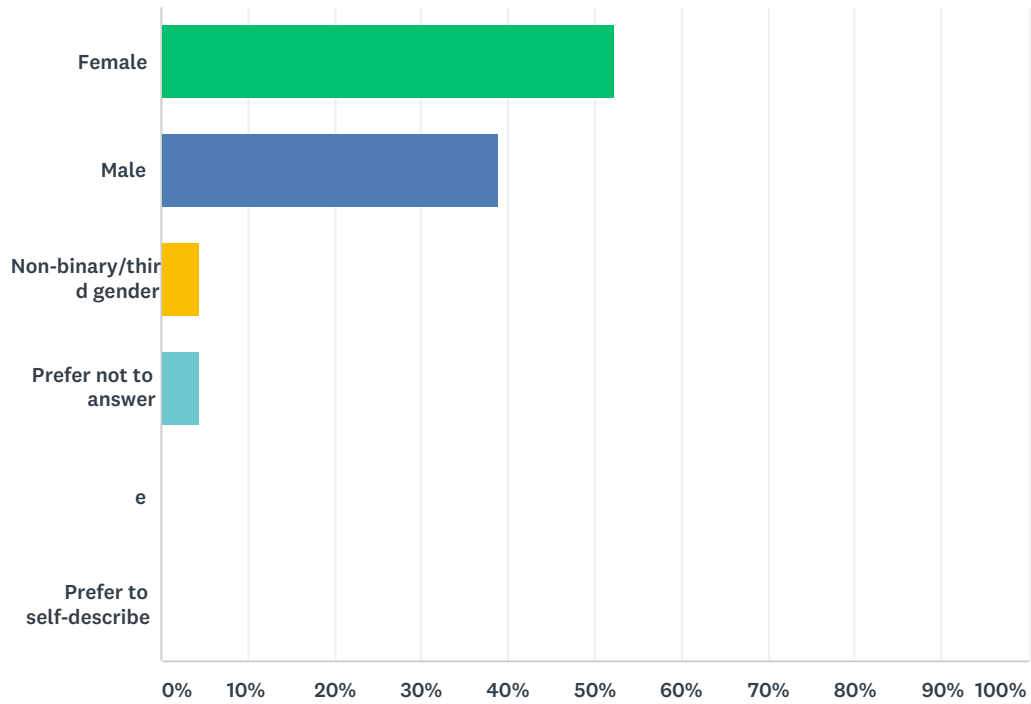
Answered: 89 Skipped: 11



| ANSWER CHOICES                                 | RESPONSES |           |
|--|-----------|-----------|
| American Indian/Alaskan Native                 | 0.00%     | 0         |
| Asian  | 4.49%     | 4         |
| Black/African American                         | 2.25%     | 2         |
| Native Hawaiian/Pacific Islander               | 0.00%     | 0         |
| Hispanic/Latino                                | 4.49%     | 4         |
| White/Caucasian                                | 85.39%    | 76        |
| Two or more races                              | 2.25%     | 2         |
| Not listed, please specify (fill in the blank) | 1.12%     | 1         |
| <b>TOTAL</b>                                   |           | <b>89</b> |

## Q10 Gender identification

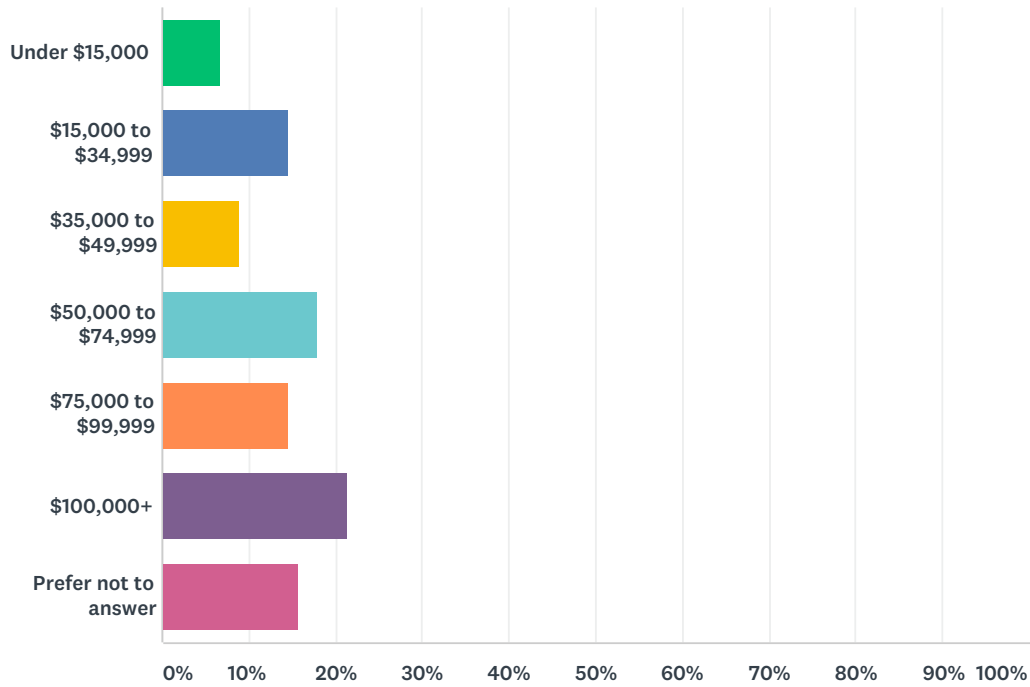
Answered: 90 Skipped: 10



| ANSWER CHOICES          | RESPONSES |           |
|-------------------------|-----------|-----------|
| Female                  | 52.22%    | 47        |
| Male                    | 38.89%    | 35        |
| Non-binary/third gender | 4.44%     | 4         |
| Prefer not to answer    | 4.44%     | 4         |
| e                       | 0.00%     | 0         |
| Prefer to self-describe | 0.00%     | 0         |
| <b>TOTAL</b>            |           | <b>90</b> |

## Q11 What is your annual household income?

Answered: 89 Skipped: 11

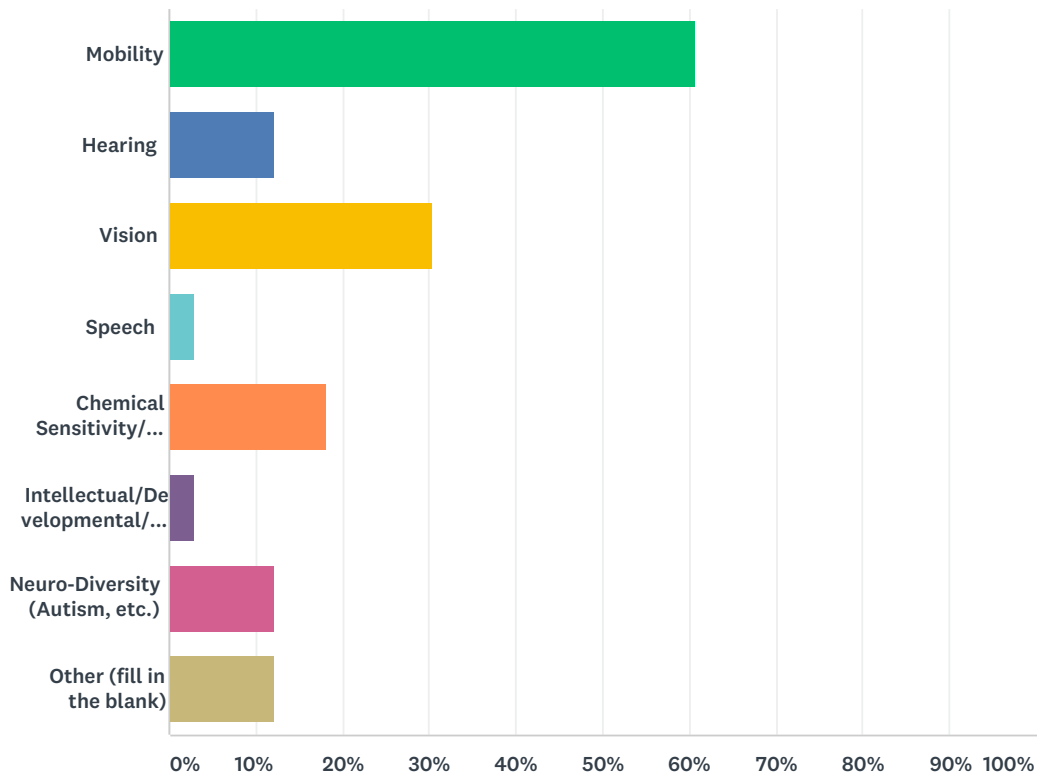


| ANSWER CHOICES       | RESPONSES |           |
|----------------------|-----------|-----------|
| Under \$15,000       | 6.74%     | 6         |
| \$15,000 to \$34,999 | 14.61%    | 13        |
| \$35,000 to \$49,999 | 8.99%     | 8         |
| \$50,000 to \$74,999 | 17.98%    | 16        |
| \$75,000 to \$99,999 | 14.61%    | 13        |
| \$100,000+           | 21.35%    | 19        |
| Prefer not to answer | 15.73%    | 14        |
| <b>TOTAL</b>         |           | <b>89</b> |



Q12 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.):

Answered: 33 Skipped: 67



| ANSWER CHOICES                       | RESPONSES |    |
|--------------------------------------|-----------|----|
| Mobility                             | 60.61%    | 20 |
| Hearing                              | 12.12%    | 4  |
| Vision                               | 30.30%    | 10 |
| Speech                               | 3.03%     | 1  |
| Chemical Sensitivity/Environmental   | 18.18%    | 6  |
| Intellectual/Developmental/Cognitive | 3.03%     | 1  |
| Neuro-Diversity (Autism, etc.)       | 12.12%    | 4  |
| Other (fill in the blank)            | 12.12%    | 4  |
| Total Respondents: 33                |           |    |



# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

## APPENDIX 2: PUBLIC MEETING NOTES



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

Public Meeting #1 - Kickoff Open House

6:00 – 8:00 PM, December 17, 2018

Madison Central Library, Room 301, 201 W. Mifflin Street

**Total participants:** 127 signed in

**Video Link:** <https://media.cityofmadison.com/Mediasite/Play/542ac894d6ca4c2e85718841f88288eb1d>

## Open House & Dot Voting

An open house at the beginning of the meeting provided an opportunity to view exhibits, talk with the project team, take the online survey, and vote on project priorities.

Participants were given three dots to allocate among the following priorities for Madison's BRT system.

- 71 votes: "Provide more frequent service."
- 53 votes: "Provide faster service."
- 23 votes: "Provide nicer stations."
- 19 votes: "Purchase property to add dedicated lanes."
- 14 votes: "Purchase property to add more park and ride locations."
- 6 votes: "Provide nicer buses."
- Other priorities generated by participants ("~" indicates where dots are unclear):
  - ~ 11 votes: Use electric or hybrid buses:
  - 5 votes: Use existing infrastructure and get the project started sooner.
  - 5 votes: Offer longer span of service (weekday, weekend, night).
  - ~5 votes: Provide fare-free transit.
  - 3 votes: Route should include Spring Harbor Neighborhood.
  - 2 votes: State street and the Capital Square are bad for rapid transit.
  - 2 votes: Integrate payment cards (work with other transit service, monthly passes, etc.).
  - 1 vote: Expand to suburban areas (Sun Prairie & Monona).
  - 1 vote: Transit for people with disabilities.
  - 1 vote: Incentivize transit before building BRT infrastructure.
  - 1 vote: Provide more bike friendly buses and stations.
  - 1 vote: Make the project more equitable (serve the north and south neighborhoods).
  - 1 vote: Integrate BRT with bike lanes.



Additional Comments:

- Double the frequency on home football Saturdays.
- Provide more frequent service especially where UW students live.
- More frequency but not just during peak periods.
- Provide real-time arrivals.
- Stations should have level boarding for bikes, strollers, wheelchairs, handicapped...
- Don't purchase property for lanes, just take away the parking.
- Purchase property to provide 5<sup>th</sup> and 6<sup>th</sup> lanes on Speedway for buses and rare right turns. Connect West High School to Memorial High School. Add onto the new park and ride near UW West Agricultural Research Farm.



- Convert existing lanes to dedicated lanes on East Washington, Monona Drive, and other streets.
- Add park and rides on outside of the beltline and I-39, I-90, and I-94.

## Presentation

A formal presentation of the project background, goals, process and funding opportunities followed the open house. A video recording with sign language translation may be found here:

<https://media.cityofmadison.com/Mediasite/Play/542ac894d6ca4c2e85718841f88288eb1d>.

## Presentation Q&A

- Has the city considered requiring private developers to provide bus tickets for residents?
  - A: The city does not require this from developers, but we are exploring transportation management associations. With a transportation management association, a boundary is drawn around areas with high trip generations and the businesses inside contribute to provide bus passes. Our first is in the Hill Farms area and the results will influence future associations.
- During the 2013 study, the report looked at outlying communities (Sun Prairie and Middleton). Does the flexibility of BRT allow lengthening the route to Sun Prairie as soon as possible?
  - A: The project team is exploring options to the east. It is certainly a possibility and it's an important part of the project vision to include these other communities. However, this will probably occur in later phases given the cost. Our team knows that this is important because American Family is interested in having the line extended to the American Center to improve their transit access.
- Has there been any preliminary analysis on how much a trip fare will cost?
  - A: What the project team normally recommends is that fare remain the same as a normal trip, especially in the beginning. That is the ideal situation, however, the fares may adjust with the financial plan that is being developed.
- Is there any concern about state-funded roads, considering that East Washington is a state highway for part of the project? South Park Street also receives state funding.
  - A: There are some additional challenges. The major difference between East Washington and South Park is that East Washington has been recently reconstructed. South Park needs to be completely repaired and currently it is not on the state's radar for reconstruction.
- Are there any plans to work with the state to get subsidized tickets for state employees?
  - A: Madison Metro has attempted in the past to talk with the Department of Administration (DOA). The project team will continue to explore state subsidized tickets and push for it, especially given this new opportunity.
- Please discuss the likelihood of the future north-south BRT line connecting with the airport.
  - A: The initial plan involved going up Sherman Avenue to Warner Park. However, we have seen interest in connecting to Oscar Mayer, the existing north transfer point, and the airport. This will be explored in a later phase.
- Comment: Has the city considered doing a fare-free system? Please include it in your fiscal analysis.
- What is the plan to engage students? Transit is critical for talent retention of recent graduates.
  - A: The project team is planning to connect with students in the small group meetings. If you have recommendations for other avenues of engagement, please let us know.
- How does the fare system work on BRT, will it work within the existing systems?
  - A: Each station will have its own ticketing machine. Fare collection will occur before riders get on the bus. These machines typically accept both cash and credit. They can often scan current bus passes and print a BRT ticket as well.



- Parking is incredibly important for transit success. Will the project team be looking at the true cost of parking and recommending that the city charge the appropriate amount for parking both on-street and in parking ramps?
  - A: It is in the menu of financial tools that will be explored to support this project. Madison would certainly not be the only city exploring this option.

### Madison BRT Headlines Exercise

To help the city and project team better understand community members' long-term vision for BRT in Madison, participants received a worksheet asking, "Tell us what headline you would most like to see in the news five years after Madison's first BRT line is built." Participants submitted the following answers:

*Affordable Housing Completed on Former Parking Ramp Site*

*Bus Ridership Sees 400% Increase with BRT*

*4 High Tech Businesses Choose Madison Because of Travel Times*

*Madison Carbon Neutral on Transportation*

*BRT Stimulates \$3B in Economic Development*

*More Bikers and Transit Riders than Cars Commuting Around Madison!*

*Complete Streets for Complete Cities*

*Fast, Free, Equitable: Madison's BRT Paves Way to Carless City*

*Madison's BRT System a Smashing Success Due to Record Ridership!*

*Madison BRT Helps Attract Riders Throughout Dane County!*

*A successful BRT is Helped by a City Government Requirement that all New Development that is City or Other Grant Financed be Required to Provide Bus Tickets to Residents*

*BRT Will Provide On-Time, Faster Service*

*BRT Will Spread to Points across Dane County*

*Possible Expansion through Southern WI – Iowa, Jefferson, Green, Sauk & Columbia Counties – Truly Regional!*

*Massive Ridership Drives Madison to Expand BRT!*

*Who Needs A Car in Madison?*

*Madison's BRT Frequent, Fast, Comfortable Service is Convincing Drivers to Leave Their Car at Home*

*Traffic Congestion on Isthmus Declines for Second-Straight Year*

*100% Renewable Energy POWERS BRT During First 12 Months!*

*Newest Buses Rely Totally on Renewable Energy Sources – Hydro, Wind, and Solar Brought on by Regional Electric Corporations.*

### Comment Card Submissions:

- Be considerate of pedestrian crossings – the guideway video showed high speed buses but no pedestrian crossings. Would a guideway interfere with pedestrian crossings?
- The proposed route turns south at Sheboygan & Eau Claire, which is ½ hour walk from my house. Today, taking the 70 bus from Norman Way takes me ½ hour door to door, so this is useless to me.



- Surely it should be possible to use tactical urbanist techniques to demonstrate the value of the project without needing complicated funding arrangements, or decadal lead times.
- This is too important to wait for the State to allow an RTA or for Federal funding. How can we do this now without help?
- I think you should consider heated/air-conditioned bus shelters.
- Buses are now 50% electrified and will be 100% soon. Riders enjoy convenience & luxury of riding & not driving tension. Madison metro attracts riders from Dane County, cities, villages, and beyond.
- BRT has ability to beautify Madison streets.
- Gas emissions drop with BRT.
- If BRT is successful – cars could be banned from Isthmus/Capitol Square & UW.
- Please make sure that 100% of the BRT buses are electric. This can be a key aspect of branding as well as incorporates charging stations.
- Please have dedicated BRT lanes on E. Washington. It would be a much more valuable use of space than the parking lanes that currently exist.
- Station platforms at same elevation as bus for wheelchairs, bikes, strollers, etc.
- Start “mini BRT” now! Frequent buses on the planned routes – night and weekend frequency. As Madisonians use it, support for fully developed BRT will go up.
- Do not wait for an RTA! Local value capture: tax increment financing (TIF) & new BRT TIF district. Implement city wheel tax – be creative! Do not wait for federal funding for the satellite bus garage.
- Consider lowering monthly fares so more people will ride. If you give State workers bus passes, they will use them; I would use it.
- Dane County Regional Rapid transit bought only wind, hydro, & solar sources of renewable electricity to energize all of the new super-hybrid buses which recharge their batteries during 17-27 seconds at every super-bus stop from rectified 220 V.A. Cento precisely the correct D.C. voltage for each model of busses.
- Connect West High School with BRT on new 5<sup>th</sup> & 6<sup>th</sup> lanes among cemeteries and golf course on speedway (only buses and those rare right turns).
- In 2018, 2019, 2020, etc. locking rapid transit on the over-used capitol square & State Street is just as foolish as it was in 1995 when those Cambridge, Massachusetts expensive consultants tried to plant steel rails set in concrete! Or in 1990-1992.
- Why was the City of Middleton (via 6-lane University Avenue) excluded from consideration?
- Bypass State Street and Capitol Square. Too many parades, protests, and motorcycle rallies. Use Gorham & Blount or Livingston and Johnson & Blair.
- Don't wait for BRT: start implementing express service along Metro Transit lines (like Milwaukee).
- Rework Metro lines, rename stops, make faster.
- I support dedicated bus lanes on University Avenue.
- Park & Ride lots are anti-urban. They must be restricted to the edge of the urban area and have excellent bus connections to mitigate their negative effects. Fitchburg's comprehensive plan restricts park & ride lots to the edge of the urban service area.



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

## Public Meeting #2: Preliminary Alternatives Workshop

6:00-7:30 PM, May 14, 2019

Madison Senior Center, 330 West Mifflin Street

**Total Participants:** 84 signed in

**Video Recording:** <https://media.cityofmadison.com/Mediasite/Play/7be9640f9f32488bb1020269a3e4d82b1d>

### 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, and preliminary East-West BRT route alternatives. A video recording with sign language translation is linked above.

Following the presentation and Q&A, participants dispersed into three breakout rooms with maps and additional information about the east, west, and downtown segments of the proposed East-West BRT route. Members of the project team were available to answer questions, and participants were able to add comments to the maps (see below).

### Presentation Q&A

- With a 2024 starting date, how quickly can BRT be expanded to the outskirts, Sun Prairie and Middleton?
  - Tom Lynch: We will be working with partners to figure out how they may participate in BRT implementation, and sharing in the costs. BRT is expensive. May create a lighter service to the far east and west in the near term, and perhaps also to the north and south side; may begin to move forward with these changes prior to 2024.
- What can we do as general public to get an RTA? What is bogging this down? Need to make a grassroots effort.
  - Tom: RTAs are being re-termed "LTOs (local transportation options)"; the broader we can make this tool and appeal for all types of communities, both rural and urban, the more appealing it will be to the State Legislature (who will be needed to enact them).
- Will evening service be up until midnight or 24 hours?
  - Tom: Full 24 hours is unlikely, but we will explore. Costly to provide 24 hour service, so there may be limited service during some early morning times when ridership is extremely low.
- What does "two times slower for cars" mean?
  - Jeff Held: Total travel time; increase from 15 to 30 minutes from Square to East Towne Mall.
- What affect will BRT stations and runningways have on tree canopies?
  - Tom: Only a few spots considered for shifting curb locations that would impact trees – probably only about 5%; 95% of routes will not affect trees; stations might, but there are





options to place stations in curb bump-outs within the parking lanes, which might help reduce impact to trees.

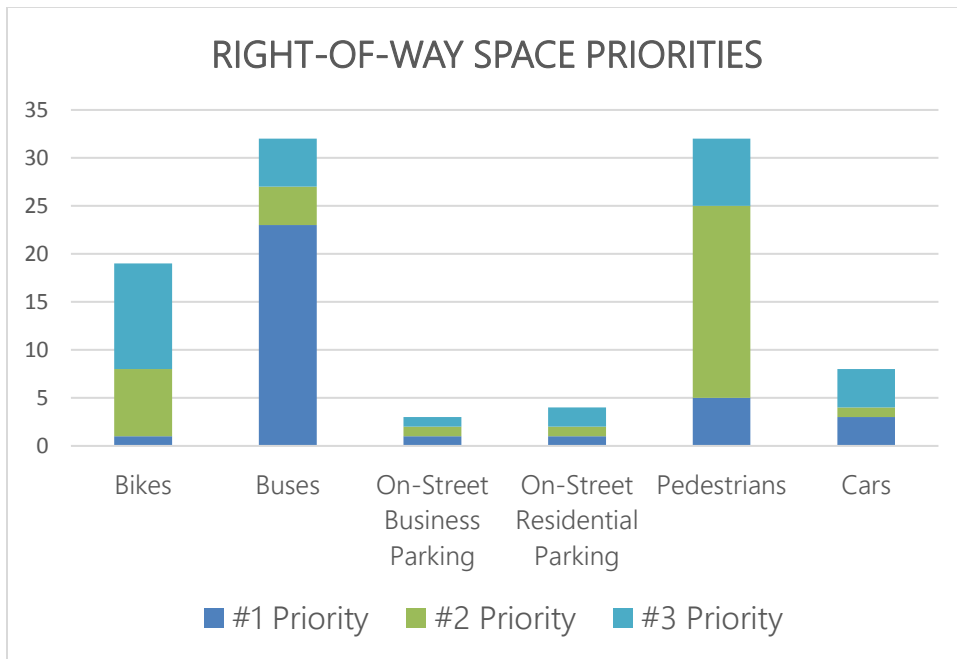
- BRT not building on current service?
  - Tom: Study done in 2013 shows highest ridership along east-west. BRT will complement existing Metro service. Would like to see better service on East Wash on the weekends. Will serve those on the periphery but also those working downtown. There are 70 events on the Square every year – events that the Metro routes detour— exploring putting buses back on Square during the Saturday farmers market; if possible, would like to have BRT stations operable on the Square, even if the bus routes are detoured. If people know to arrive at a station and a bus will be there, they don't care what route it would take between stations.
- Shared bus and bike lane? How would this work?
  - Tom: We want to have complete streets and accommodate all modes of travel; however, this is not always possible due to space constraints. City Transportation Policy and Planning Board (TPPB) is discussing designating certain streets for prioritizing certain modes. In Chicago, they have a modal hierarchy that begins with pedestrians because they are most vulnerable, then goes to buses because they carry the most people. These are hard choices, but will need to make strategic choices.
- Any changes to current bus service due to the delay of BRT?
  - Tom: Operating costs are limited by the city's levy. Metro is in competition with lots of city services when trying to increase bus service. We will explore how current services would serve the BRT, and hopefully look for some operating cost efficiencies.
- I live on East Wash; how will the BRT increase services to leisure riders, how can we increase the number of riders?
  - David Trowbridge: Working on a mechanism for developers and business owners to provide bus passes to their employees, as an incentive for them to use the bus.
- In terms of biking and walking, will increased pedestrian safety be involved in the BRT?
  - Tom: Capital budget requests are due Friday. We have requested funding for a pedestrian study; in some places, flashing crosswalks are used. However, on a road like East Wash with three lanes, it can seem unsafe. For example, if cars in two lanes stop but the third lane does not, it adds some risk. We will study it and see if there are new treatment options.
- When you talk about moving the buses for downtown events, would ticket kiosks be moveable?
  - Tom: No. Shelters are expensive, each costs just under \$500K. Investment will be nicer than bus stops and design will contribute to the speed. Our desire is to have stations operable as many days of the year as possible.
- Why do we need transfer points once BRT is implemented?
  - Tom: Very important for transfers from local service to BRT.
- You mentioned frequent service every 10-15 minutes; how can we guarantee that this service will be more frequent than what we have now with Metro?
  - Tom: Will have to adapt our system to meet the growing needs and demands of the next many years. Operating costs will go up about 5% and some local routes will need to change.





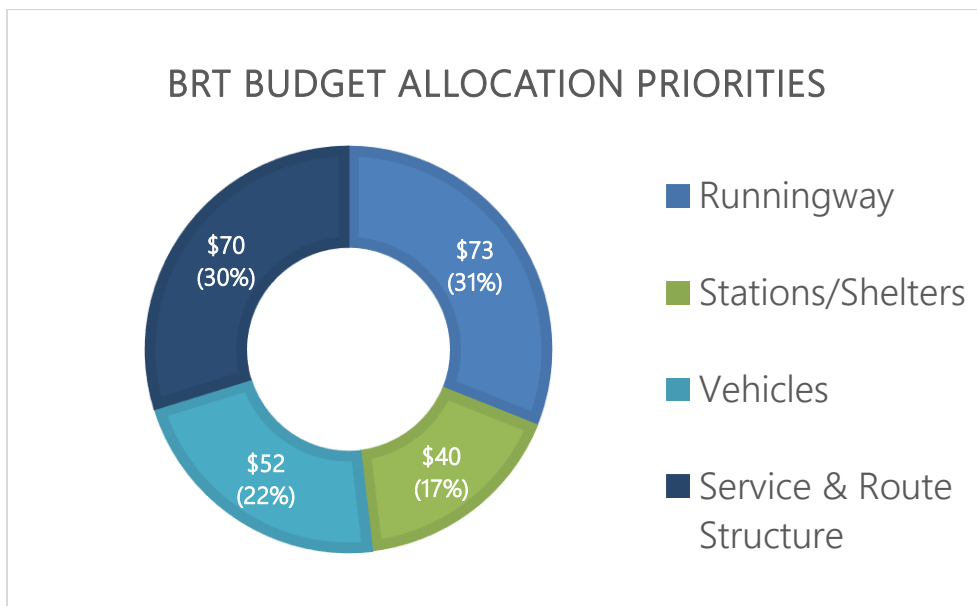
## Right-of-Way Space Priorities Input

The following responses were collected from 34 comment worksheets that asked participants to rank their top 3 priorities for the use of street and sidewalk space along the East-West BRT route.



## Budget Priorities Input

The following data was collected from 28 worksheets that asked participants to allocate \$9 among four BRT system features, with high, medium, and low investment options for each category. A new bus garage was identified as a necessary "given." Participants allocated a total of \$235 across the four categories.



## Breakout Room Map and Discussion Comments

### General Comments

- Mode shift assumed. But no growth either.
- Don't make existing local service worse.
- More park and rides?
  - Yes
- Could driver's license be scanned instead of bus pass? A few free rides per month
- Any way to use RR Row for BRT?

### Downtown

- Do not bring BRT to the square. Use outer ring (revisit this) possibly change direction of outer ring flow
- Use current outer ring for all (No Henry)
- Like the closeness to city/country and convention center and hotels for outer loop
- Love using Doty/Wilson rather than the square. I have been caught out in the past by detours on the outer loop when I wasn't aware of them
- Like the capitol loop route. Most of the big employers are already there
- Incentivize people using park and ride for work so they will take BRT
- \*drawing
- Add APS at park crossing
- We have to adjust enforcement of current regulations (NO beer trucks in bus lanes on University), and change zoning- eliminate parking minimums for new and old residential and commercial
- Would like to see a stop for the hospital
- This needs to have good connections to other routes so it is accessible to more than just those who live on route- ex: older folks can't walk two blocks to transfer between on/off square stops. They won't use this.
- I'm sure you've considered how a route directly on the square will impact the pleasantness of being a walker at events or restaurants. Just want to put my vote in for the alt. route to walk on.
- Prefer option to use the capitol square. The experimental approach during the farmers market is working well.
- East Wilson and King- large tree (invasive) which blocks vision
- Wilson- no BRT, more noise, etc.
- Henry Street: Buses/trucks for overture parked there frequently

### East Side

- Remove parking on E Wash for dedicated bus lane
- Just get rid of parking on E Wash
  - Green stickers at South West and South East Corners of E Wash and N First intersection
- Need park-n-rides for folks living in Madison who don't live on the route otherwise they won't use it
- Bikes don't need to be on every street. Bikes vs. buses is bad for everyone. Bikes are flexible and can be prioritized on the next block
- Dedicated lanes for BRT! Whether removing a travel lane or removing a parking lane
- Eliminate E Wash parking!
- Don't worry about E Wash bike lanes- let them use Mifflin/Cap city: signed, a cyclist
  - "agree" was written by someone else on the same note
- Parking around her is not even used on most of the weekends (referring to block of E Wash between N Ingersoll and N Paterson)
- Keep parking – new businesses shouldn't be penalized



- Ped. Crossing! For Salvation Army folks to Beacon (referring to crossing of Blount St. at E. Wash)
- Median-running could work here on E Wash (between N. Blount and N. Blair)
- DMV- ID'S access
- Need good transit access to East DMV on Bartillon Drive, Main Street used to get IDs for voting. Could be in conjunction with MATC access
- Like the MATC route- I would ride BRT if I could get to MATC
- Like the idea of extending Mendota for bus only. Sitting at 51/151 intersection would cost too much time and too much disruption to the car traffic
- Do not divert to MATC, not enough ridership
- Can this (route on Anderson St.) connect to airport? Is there a traffic study for originating traffic at airport?
- Station here (Near cross of N Stoughton road and E Wash) needs lots of lighting!
- Heat lamps at hubs
- East ride safe crossings over E Wash
- Accessibility is important
- North Street changes (red dots)
  - Stop at Southeast corner of Milwaukee St. and E Wash
  - Stop at Northwest corner of North St. and E Wash
  - Better pedestrian crossing between Oak St. and E Johnson St on E Wash
- Heavy populated areas pushing off E Wash; lots of pedestrians; Winnebago and Willie (S), Johnson and Gorham (N)
- Stevens Field—new venues lower Wash lots of pedestrians and on-street parking! Where is the parking going to go?
- Should MP stop at Oakwood village? Large senior population which is expected to double

### West Side

- Use mineral point. Odana rd. is dying and too narrow, dump current west transfer point
- Westgate has Hy-Vee and a convenient walk for west TP – but mineral pt. corridor is faster, has bus lane, makes more sense
- I hope we can keep the current west transfer point and find a route up to mineral point that cuts along west side and research park
- Bus transfer moved to Garner park
- West alternative route 2 will be more advantageous given that Westgate will go through redevelopment—provides better service to University Research Park.
- Can you provide options to get to Odana Road commerce from mineral point?
- What is the point if it doesn't link to useful landmarks?
- Odana to Watts, Schroeder (Woodman's)
- Dedicated lanes! (on the west end of Mineral Point Rd)
- Make the route on Mineral Point Rd. (or even keep it on University Ave) and move the transfer point west! (referring to transfer point at corner of Tokay Blvd and S Whitney Way)
- This commercial area (Near Tokay Blvd transfer point) is dead/vacant. Same with much of Westgate and Odana Rd and West Towne. Is all this going to be redeveloped as retail or residential?
- Preference for high investment in BRT to discourage driving
- BRT stations are too close together on Mineral Point and S Whitney Way
- Will regular bus service down Regent St. be adjusted due to BRT service? It seems too many resources using Regent St.
- Steep hill at Whitney and Sheboygan could be an issue for BRT on an icy winter day



- Need to add park and ride lot near BRT stop at Whitney and Sheboygan there is a great street park and ride [unclear word]
- I'd put the stop on this side (Northwest corner of intersection at Campus Drive and Highland Ave.) of the hospital complex. Anyone going to emergency is not likely to use a bus!
- It is a pedestrian nightmare to cross university at University Bay Dr.
- Dedicated bus lanes please (Campus Dr. after Midvale Blvd when going west)
- Segoe stretch will have conflicts with: regular bus traffic, BRT, regular auto traffic, bicycles using Segoe to get into Madison Yard, Madison Yard will have an opening for truck service
- I prefer that the station (regarding the station at Segoe and Sheboygan) be on Sheboygan maybe near old transportation building, stop closer to where many riders live.
- Use University Ave to WW instead of Sheboygan?

## Comment Cards

The following comments were collected from 27 comment cards, worksheets, and follow-up emails. Comments that addressed multiple topics have been separated in order to better categorize them below.

### General

- Very excited.
- Thank you all for all this work and all these options!
- Thank you for putting so much work into this! BRT is necessary given our climate crisis.
- We should actively discourage cars. BRT++; make driving as unappealing as possible, 2x slower trips on corridor is good. Long-term goal: car-free isthmus. Medium-term goal: free bus fare for all residents.
- In favor of High BRT Investment Level (provided there is no widening of roadways; just reusing existing pavement).
- Thank you for trying to reduce the problems of the East-West corridor. Riding the #6 bus was horrible when I was attending Madison College. I would definitely go out to East Towne Mall much more if the BRT would operate in any way!
- Thank you for doing an excellent job!
- I think your case would be enhanced if you specifically show how this helps low-income Madisonians. I hypothesize that it does by plugging them into a fast transfer (even if they don't live on the route), enabling them to live further from jobs. And de-clogging improves the economy overall.
- Electric is most important for local buses. We have to combat climate change or we won't have a planet we can live on. It does NOT need to be "sleek" branding, however.
- Buses should be for leisure as well!

### Parking and Parking Lanes

- Don't let the parking complainers get in the way of building a proper BRT system.
- On-street parking serves the lowest number of people and is not an equity-conscious use of public space. On-street parking should be the lowest priority for use of public right-of-way.
- On-street parking is generally dangerous for pedestrians and bikers who should be prioritized on this corridor. The number of parking spots on this route is small, and from what I can tell, they seem infrequently used in high capacity BRT is meant to help replace some of the car traffic. Use existing parking to add BRT lanes and prioritize the safety of bicyclists and pedestrians.
- We should eliminate parking and make it more expensive. I did not pay enough when I had a car. Speed and convenience for drivers should be significantly reduced in favor of other modes of transportation, to incentivize their use.
- Prioritize re-use of existing parking lanes to avoid street widening.



- On-street parking for both businesses and residences is a good target to omit/reduce.
- On-street parking on arteries (E. Wash) should be removed for dedicated bus lanes.
- Never, ever prioritize parking. I sold my car and bus/walk/bike everywhere. On a daily basis, at least 1-5 cars threaten my life by driving through stop signs, red lights, crosswalks, etc. This is due to drivers' perception that they are the priority in this city. As an isthmus, minimal room needs to be spent on parking/personal vehicles. Please, eliminate parking. Make BRT and multi-modal transit the best way to get around.
- I am absolutely in favor of eliminating parking lanes to allow BRT access.
- Must understand residential parking and street park & ride in the Hill Farms neighborhood.
- I am very much in favor of eliminating car lanes to make dedicated bus lanes. Parking too. We need to start moving away from cars as a primary means of transit and this is a great way to help encourage mode switching.

### Pedestrians

- Pedestrian walkability throughout the city needs to be encouraged through investments to make pedestrian travel safe.

### Bicycles

- Bicycle thoroughfares are important, but may not need to share space on arteries, especially when bike paths are nearby such as Cap City Trail.
- Regarding bike/bus shared lanes. I like Tom Lynch's idea of street typology vs. complete streets. In Chicago, having bikes and buses share lanes was disastrously slow. I don't think bikes need to be on every street. If they can use Jenifer Street, two blocks away with relatively few cars that's perfect for biking, then let's not slow buses down. Very against complete streets!
- Not sure that University and East Wash need dedicated bike lanes where parallel alternative off-street paths already exist.
- When improving roads, don't forget bikes.
- I favor street typology—bike-dedicated streets protect bikers.
- Not sure between personal vehicle lanes and bicycle facilities.
- East Wash— seems like there is no option to eliminate parking and car lane. What about protected bike lanes? How is a cyclist supposed to use that area without conflicting with bus or cars? (I just want to see a plan.)

### Station Design

- Increased hours of service! With considerations of putting stations in middle of street – otherwise, where will I put my trash? On the grass between sidewalk and street? Station on median island with secure crosswalks? Good bus service should not be limited to work-based needs but include recreational (for lack of better word) ridership. Why can't bus [?] be a requirement for new housing "providers"?
- I don't care how fancy the stations are, but heat please.
- A station should not cost more than a four-bedroom house!

### Lane Use and Stop Locations

- Use curbside lanes for travel, center travel lanes would have problems with snow.
- Make more bus stops after the signal. Bus drivers accelerating from a full stop at the signal—they often go through red lights, interrupting the flow of cross traffic. Implement red light cameras and use the revenue for buses.
- Why can't John Nolen be used? Take over part of far right lanes. No reason bus doors can't be adapted to switch sides—special order in bulk?
- Prefer shoulder vs. median running.
- Streamline as much as possible. Eliminate deviation to MATC-Truax. Use current outer ring alignment for all buses in BRT.



- Compromise will be required with personal vehicle lanes.
- I'm in favor of public transportation, but I don't think it should strongly impact current parking and other vehicles in an area that is as limited in space and options as downtown Madison. Goods will not be transported by bus, and for many situations and families bus transport will not be practical. (For example, you aren't going to take your sick child, dog, family member that can't climb steps, or wife about to deliver a baby on a bus.) So we still need space for trucks, cars, etc.

### Service

- In order for BRT to be successful, it needs to be accessible and useful to as many as possible. This means people who don't live on the route, and people who use the route to conduct their business. Practically, this means:
  - Maximal consideration for transfers. This route needs to be easy to connect to from feeder routes (esp. the square).
  - Maximal consideration for landmarks and activity centers on route. Skipping malls on west side for speed along makes no sense.
  - Par-n-ride for in-Madison riders at several points along route.
- Bus passes, apps need to be easy to use, promoted frequently and accurate. Love MCTS (Milwaukee) app but occasionally inaccurate.
- To more rapidly address north (Sherman Ave,) and south (Park St.) BRT routes, use Milwaukee County model of BRT-lite (e.g., blue, green, red, gold lines). This model requires much less capital investment, but should build ridership and support for eventually full BRT on those two routes.
- Crossing 6 lanes (University Ave/East Wash) requires special attention – creative solutions.
- 2024 is a long time from now. Could we start increasing frequency and hours of operation (BRT-Lite) sooner? I think this would increase support for BRT funding. BRT-lite for S. Park Street ASAP.
- Both regular commuters and occasional riders need frequent service. Weekend service is more optional, and practical to do by car.

### West Side Alternatives

- What about circling the west side – Mineral Point to Odana?
- Prefer Odana (2W), not MP. With this addition to E-W accessibility, moving the West Transfer Point would be hard on areas south of the Beltline, so I like 2W.
- I like option 2 for westbound (not Mineral Point).
- I think we should go with the west route option #2 since it goes closer to the grocery stores near the west transfer point.
- Use Mineral Point and then extend to Middleton. Odana Road is a loser – how much ridership do you generate there now, and what is the vacancy rate, and it's winding and narrow. We already have bus lanes on MP: use them!
- In favor of West Routing Alternative 1W.

### Downtown Alternatives

- I support off-the-square route.
- Prefer outer loop (2D) vs. Capitol Square
- I like option 2 for downtown (not Capitol square).
- In favor of Downtown Routing Alternative 1D (even during most events like Farmer's Market, etc.)



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

## Public Meeting #3: Working Locally Preferred Alternatives Workshop

6:00-7:30 PM, August 29, 2019  
Madison Senior Center, 330 West Mifflin Street

**Total Participants:** 86 signed in

**Video Recording:** <https://media.cityofmadison.com/Mediasite/Play/1077ade1bfb347389fe6ba2999da42d11d>

### 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, and the working locally preferred East-West BRT route alternatives. A video recording with sign language translation is linked above.

Following the presentation and Q&A, participants dispersed into three breakout rooms with maps and additional information about the east, west, and downtown segments of the proposed East-West BRT route. Members of the project team were available to answer questions, and participants were able to provide input regarding route segments.



### Presentation Q&A

- Will this presentation be available online?
  - Yes; meeting materials, including the presentation are available online at: <http://www.madisonbrt.com/>.
- Did the project team account for individuals who have had their license revoked during demographic data gathering?
  - No; unfortunately, we did not account for that.
- What do you mean by "Alternative 2 will require approximately 110 parking spots"?
  - Parking would be eliminated on some streets, such as Wilson Street. The spots would also not be relocated or reallocated.
- What are "Locally Preferred Alternatives"?
  - It is a term used by the Federal Transit Administration to specify routes decided upon by the community.
- If a bus lane is put on West Washington Avenue, will that be solely for BRT?
  - It will simply be a metro bus lane, which could help make space for BRT on State Street by potentially rerouting existing State Street Metro routes to West Washington Ave.
- You mentioned BRT is scheduled for 2024; when will the bus lanes and other infrastructure changes happen?
  - Some infrastructure enhancements and changes to existing Metro routes may occur prior to the BRT system being put in place, in preparation for BRT. There is a possibility we start construction in 2022, with BRT implementation in 2024.
- Do average travel times shown include the time BRT buses are stopped at stations?





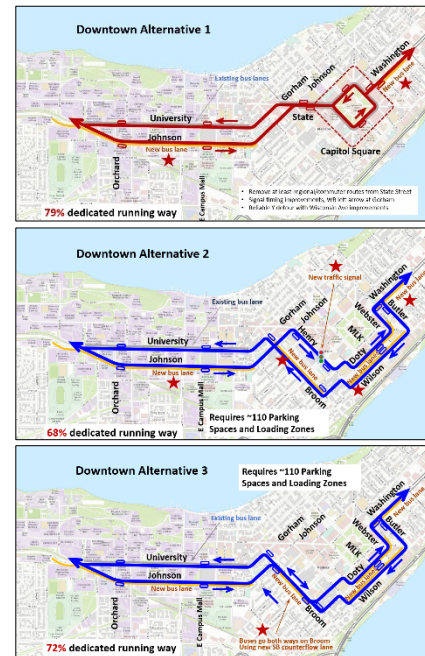
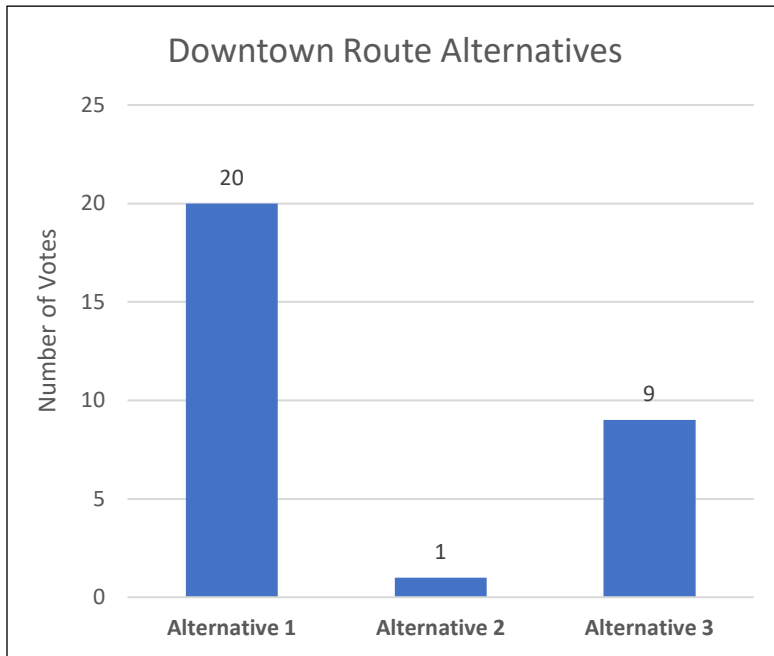
- Yes; there is a 40 second “stop time” for each BRT factored into average travel time. BRT stops are much quicker due to features such as, off-board fare payment, level-boarding, and an additional entry/exit door.
- Are the average travel times shown referring to one-way trips, or round-trip?
  - They refer to a one-way trip.
- Does the working LPA preclude moving towards dedicated lanes?
  - About 55% of lanes are dedicated in the current working LPA. There are places where we simply cannot take a dedicated lane, so those segments will likely have traffic signal priority with queue jumps.
- Are the numbers shown solely capital expenses, or are there operating expenses?
  - Current operating expenses are approximately 3.5 million dollars per year, which could be reduced if we start making changes to the current system.
- You mentioned a 40-second stop times for BRT buses; does that apply even for handicap passenger boarding?
  - Yes – all stations will be accessible and have level boarding, allowing riders (including those with accessibility issues) to get on and off the bus quickly.
- How many BRT buses will there be?
  - We are planning for 11 electric buses.
- Why wasn't there anything in the presentation about making Madison a more active transportation city?
  - In our comprehensive plan, one of the City of Madison's main focuses are active transportation. However, this meeting is focused on BRT.
- Seems like we are trying to get cars off the road; why aren't we engaging more people who drive? Why don't we talk about park-n-rides?
  - We need structured parking, which would be ~\$35,000 a space. It is currently a regional problem; it is difficult for the city to pay for these parking spots for regional demands. We are trying to understand the problem, and brainstorming ways to address it.
- Is there a way to utilize electronic communication for project information?
  - All materials will be available online at <http://www.madisonbrt.com/>. There is also contact information available online if you would like to give any additional input.
- Will non-BRT buses be allowed to use the dedicated bus lanes too?
  - Yes; a bus lane is a bus lane, so all buses will run on it. Some routes will need to be restructured.





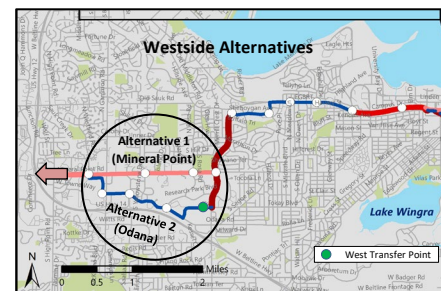
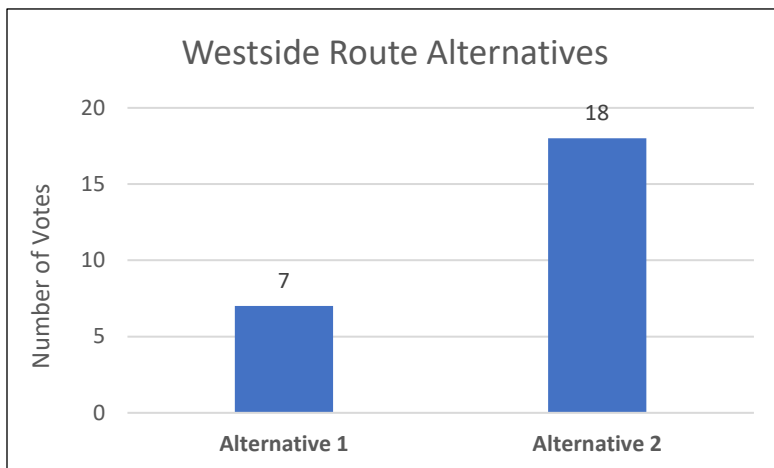
## Downtown Route Alternatives Worksheet

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.



## Locally Preferred Alternative (LPA) Comments

The following responses were collected from worksheets that asked participants to comment on the working locally preferred alternatives presented.

- I think on the downtown alternatives, using the capitol square is too crowded and slow, and Henry St is probably not good either. West side: I like the idea of going past the West transfer point, but the route is a bit slower. However, it probably serves more businesses via Odana.
- I hope BRT will extend into Sun Prairie; the gray arrow gives me hope! Really excited to see MATC included in BRT.
- Would like to know more about how to reach a more diverse population to help determine decisions for placement of routes in these early stages.
- BRT should be located on the square so that riders transferring to regular buses don't have to walk blocks to connect, particularly in winter. Capitol Square is the de facto downtown transfer station and should remain so.
- The 40-second stop sounds like an issue if you have a stroller or pull behind suitcase, wheelchair or walker.
- I prefer dedicated BRT lanes down the length of East Washington – currently shown as not dedicated near East High School. We will need planning and investment for bicycle alternatives if bike lanes are displaced.
- Prefer west side alternative #1 plus moving West Transfer Point.
- Downtown alternatives 2 & 3 are not worth the benefit of standardizing a capitol square detour just because there are a handful of non-farmer-market riders. The beauty of BRT or rail is that it can be detoured when needed.
- This looks great! Protected bike lanes are cool. Hopefully we can make more of them in tandem with this project.

## Capital Costs for Working LPA Comments (Odana and Broom/Wilson Options):

The following responses were collected from worksheets that asked participants to comment on capital costs for the working locally preferred alternatives presented.

- Unless electric bus technology improves significantly, (particularly for performance in cold climates) I would prefer to see investment in conventional or hybrid busses. A number of BRT projects (Albuquerque comes to mind) have stumbled due to dependence in electric buses that aren't meeting expectations
- Please retain parking especially in neighborhoods that are already challenged with parking
- I'm curious about electric buses range per charge- how often, running buses every 15 min, would batteries need charging/switching?
- How do 14,000 daily units create 120,000 daily trips? Almost 10 trips per day? Do non-BRT buses get to run on BRT lanes?
- What are expected costs for more machines? Have we looked are fare-less BRT for all riders?



## Breakout Room Map and Discussion Comments

### General Comments

- With the existing lack of resources for traffic enforcement, how will you prevent people from violating the bus only lanes/queue jump areas?
- I have safety concerns with stations at night.

### Downtown

- Why not get rid of parking on Johnson Street? The City would save money on towing parked cars at rush hour.
- I will be in favor of using State Street when we have more alternate venues for events. More have gone up but we're not there yet.
- Support for Downtown Alts 2 or 3. We should avoid Alt 1 (State Street) and the Square. Too many events and pedestrians for Alt 1 to work well. BRT = train, not bus. John Benton, 608-772-3299.
- Preferred downtown route depends on how other routes interact. If routes like Middleton will no longer run downtown (which I don't like), route BRT to State street and the Square.
- Prefer east-west routes along Broom Street. Consolidates bus traffic - brands street as transit route.
- If Alt 1 (State Street), can we make sure there is a non-intrusive indicator at all stops when the alternate off-square routing is being used?

### East Side

- Happy to have dedicated bus lanes in parking lane area on East Washington Avenue in the area of Breese Stevens field. There are usually temporary no parking signs there anyway.
- Propose maintaining bicycle capacity on East Washington Avenue or improve the parallel street bicycle boulevard with dedicated BRT lanes.
- Would highly prefer dedicated bus lanes on East Washington Avenue east of First Street near East High School, even at the expense of on-street parking.

### West Side

- Why does the Odana Road alternative seem to be favored?
  - The decision has not yet been made, but (according to the modeling) due to the fact that it connects to the West Transfer Point (WTP) it does draw higher ridership.
- Mineral Point Road alternative has bus lanes, it seems to make more sense.
- Keep the current WTP and find a route up to Mineral Point Road that serves the research park.
- Positive comment regarding the shoulder running on Campus Drive.
- Why extend service to High Point Road? It seems unnecessary to include the area west of West Towne Mall.
  - This is just the working LPA recommendation. The final limits of service are TBD.
- How will the buses turn around at the west end? Will they use Big Sky Drive and High Point Road?
  - Possibly. This is TBD.
- There should be some sort of Park and Ride and/or transfer point for regular buses from Middleton at or near Madison Yards at Hill Farms/Hilldale area.
- Support for dedicated bus lanes on University Avenue between Segoe Road and University Bay Drive, even at the cost of slowing auto traffic.
- A stop on Campus Drive between University Bay Drive and the ones near Orchard Street should be included.
  - There is a possible future stop proposed there. The area is very challenging due to grades and the railroad tracks, however, it would be desirable to have something serving the middle of the UW campus.



## Comment Cards

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

- Stops need to be at/near intersections with easy crossing- it is not reasonable to ask pedestrians to walk an additional block, cross 6-8 lanes of fast Washington traffic (very dangerous even with lights) and walk back. This isn't how people and bikes use roads- I have stopped taking any buses on E Wash (and I go from Atwood to UW so that is my most convenient route) because of the danger.
- Downtown Alternative 1 is most reasonable.
- I would strongly favor having a dedicated lane on 100% of the system. In light of the climate crisis, we need to be more aggressive in discouraging car travel and making transit an attractive option.
- Please preserve canopy trees.
- Have you considered the fare-less options for all riders? Otherwise – looks great!
- I am impressed with your community engagement and your thorough analysis.
- Very excited.
- Thank you all for all this work and all these options!
- Make it happen.
- Please do the Wilson bike/bus lane modifications regardless.



# 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

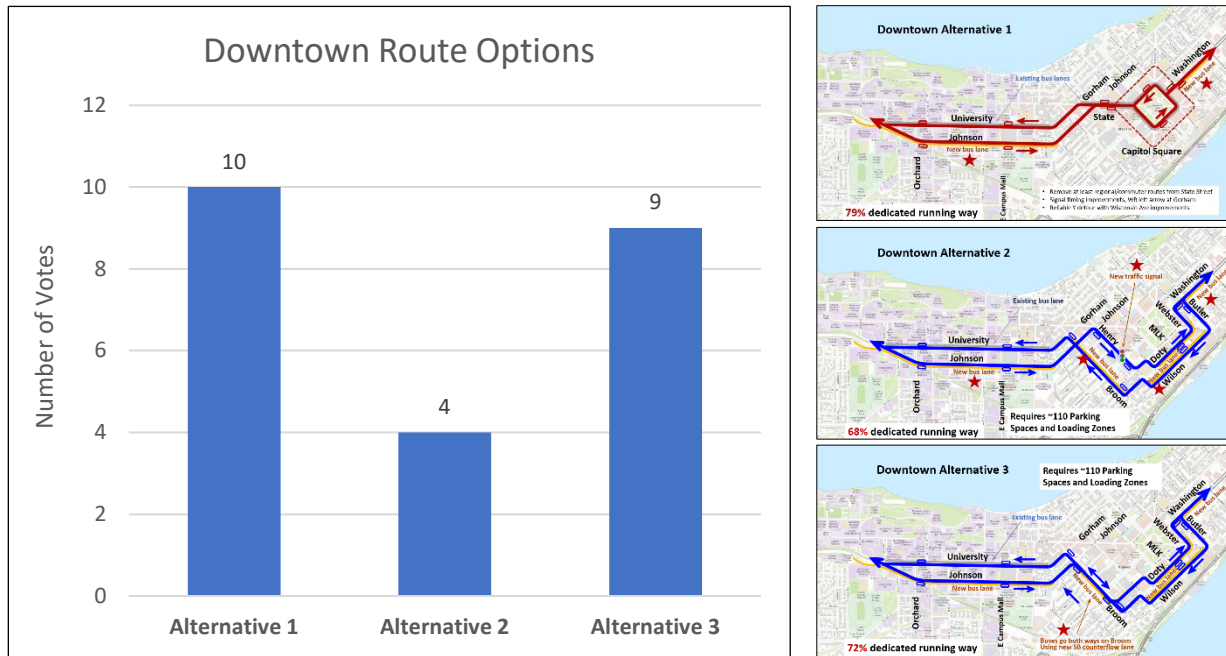
### Format

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.

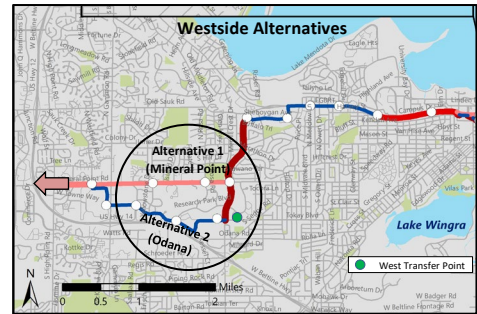
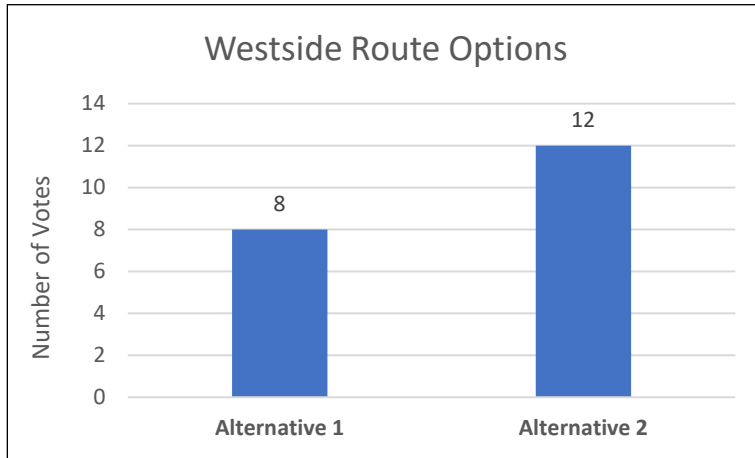
### Downtown Route Alternatives Worksheet

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



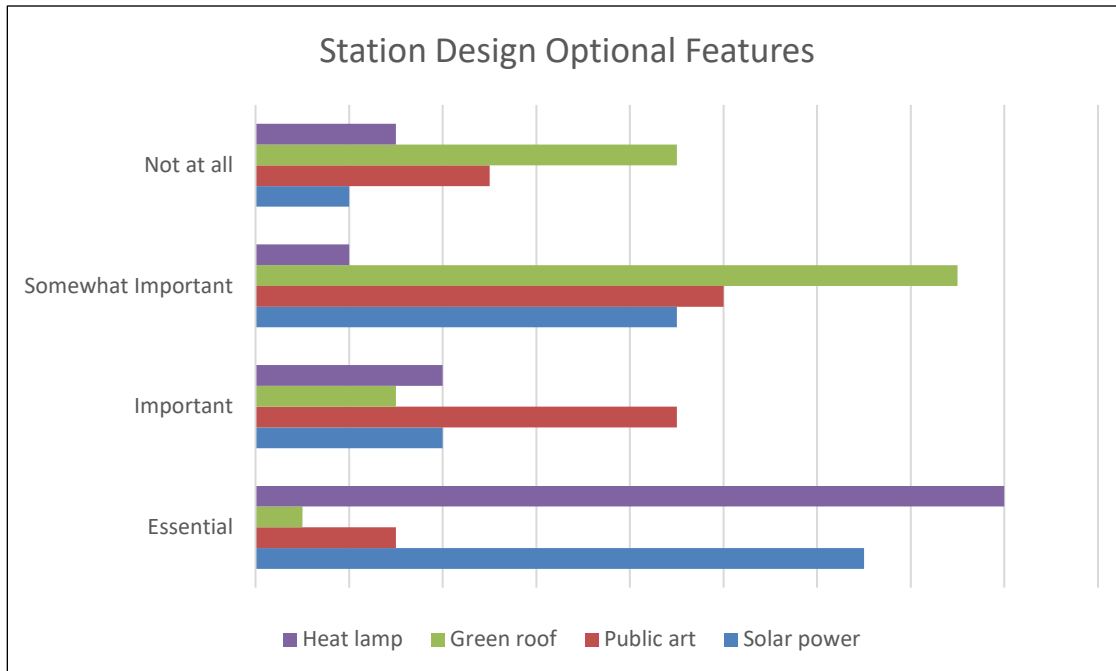
## Westside Route Alternatives Worksheet

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



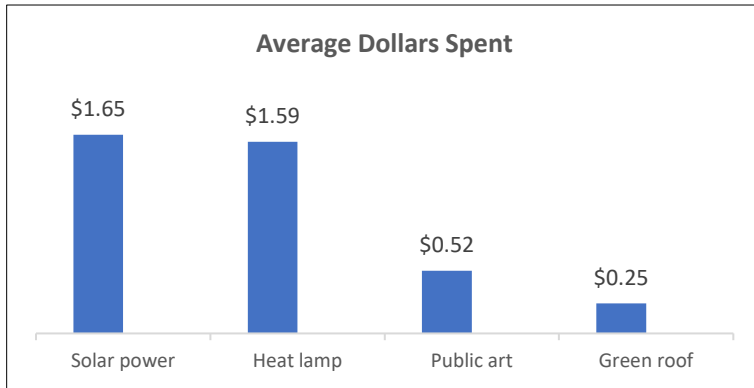
## Station Design Optional Features

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%



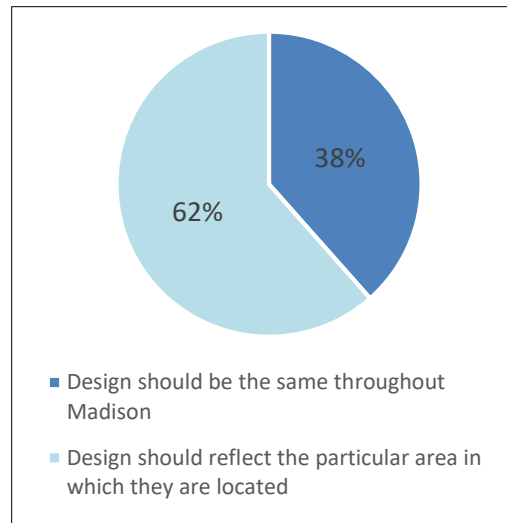
Modern: 27%



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.





**MADISON EAST-WEST  
BUS RAPID TRANSIT PLANNING STUDY**

**APPENDIX 3: ACCESSIBILITY FOCUS GROUP NOTES**



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

Accessibility Focus Group

3:30-4:30 PM, August 20, 2019

Access to Independence - 3810 Milwaukee St, Madison, WI 53714

Total Participants: 14

What barriers to accessibility do you encounter with the current bus system, including barriers to access, route information and planning (entering, exiting bus, paths of travel, crossings, seating, usability of the route, payment methods, etc.?)

- The phone app isn't very useful.
- The people in the Metro Transit office often times don't listen to concerns and do not give correct information – they give you routes that are not always the best or safest.
- Bus stops have no indication at most spots, signs are too high up – being short and visually impaired, I can never see it – QR codes do not work.
- Bus drivers need to confront people that quickly barrel onto the bus – sometimes it is very difficult to get off the bus because people do not watch for others.
- Para transit runs  $\frac{3}{4}$  of a mile beyond core route boundary – make para transit routes more consistent with commuter routes
- Monthly bus pass has no way of recognition as far as which side to stick into machine unless you mark it yourself.
- Sometimes information coming from Metro is not reliable or accurate and the customer service line at Metro is not available after 6.
- Google routes are not screen reader friendly.
- Touch screens are not always accessible to those with physical disabilities.
- Audio announcing buses is not always heard because it is outside of auditory range; will need different auditory cues.
- Puddling and snowbanks mean drivers are not getting close enough to the curb and passengers enter and exit on the road. You must step off onto the road and then step up to the curb.
- Barrier – not savvy with looking online for information
- On and off using the same door is a concern and very anxiety producing. Need fellow passengers to be paying attention.
- Not sure how many rides are left on a 10-ride pass. Current system relies on ink.
- Timing of doors, feeling pressure to get on fast, and liable to make a mistake.



## What would make using the bus more appealing and useful?

- Bus fare should be cheaper.
- Unless you are going to get groceries, you do not need anything other than the bus. The bus is nice because you have people watching out for you.
- Being able to buy the tickets off-board would make trips easier; Minneapolis has kiosks on streets where you can buy various public transit tickets – Madison should have that, but make sure it is accessible with auditory and visual aids.
- Make sure signage is also in braille – crosswalks shouldn't solely say "push here" in print. In braille they could say "Pennington Avenue" to help visually impaired individuals navigate and know they are at a crosswalk.
- Drivers must be knowledgeable in order to help passengers with accessibility issues.
- It would be nice if some stops were associated with landmarks.
- How visually impaired know what is happening? Verbal cues will help to alert pedestrians. Ones with beep vs. auditory are not able to be heard when traffic is heavy or if there is loud construction.
- Better drainage where buses are stopping so that it is a clean and safe space for stepping on and off the bus. People who are shoveling need to be trained to shovel the snow piles from snowplows that block access.
- 10-ride passes with texture on one side and differentiate top from bottom. Especially important with new intelligent system.
- Will there be audio? Need good audio. Will there be screens? If so, will need screen reader.
- Love the at-level bus platforms; great for people who struggle with depth perception. 9/10 times will get disability aware driver. Drivers must be disability trained as a given.
- It should be the standard that the bus lowers to the curb level. There should be level boarding at all stops to reduce falls for everyone.
- Being able to push button with audio to let you know when bus is coming, can't always see or read the signs.
- Extended door time will help. Other than separate entrance.... Training behavior for riders. Drivers in wheelchairs need be tied down, and untied. Who will monitor this and help? Second warning, 15 seconds to closing would be helpful. Some places will tell you to enter on the same side and exit on the same side; repeat auditory cues each time.
- Integrated ticket system between Metro and BRT.
- BRT should be a system for people not used to taking the bus from outlying areas. Should be more important for people outside of the city to get downtown. Not for yuppies who live downtown. For people who move out to the suburbs because they can't afford to live in Madison.



**What destinations along the proposed East-West BRT route are most important to you?**

- Medical centers
- City parks and public open spaces
- East Towne and West Towne, and Hilldale Mall
- Grocery store
- Library.
- Corners of East Washington and Milwaukee St.
- Stop close to Dreambank before the Square.
- First St. and East Washington intersection is in dire need and is dangerous crossing currently. This would also provide public market access.

**Which route option do you prefer for getting through downtown? (options will be provided)**

- I would prefer the outer square route; there are a lot of buildings (library, City-County Building, Madison Municipal Building, etc.) that do not get a lot of bus service. We do not need more bus service getting interrupted. I think the square should only be for pedestrians.
- It is important to have the buses on the square but some of the events can be compatible with the BRT. The outer ring is poor in terms of snow removal and with streets that are going uphill and downhill, are wider, and more dangerous. Square is hub of city and people want to go there. Want people to be able to come to events.
- Not a good idea to go down state street. Counter flow is terrifying.

**Which route option do you prefer on the west side? (options will be provided)**

- There are already a lot of buses that stop on Mineral Point, so Odana would be a better option.
- Exciting to have this in place to be able to get off and on in the Science Dr. area to access clinics there and be able to get across town for meetings
- Mineral point is much better option to aid rapid pace; faster.
- There are more businesses on Odana and so it would be better on Odana for that reason. Could BRT stop at the West Transfer Point? If too tight for larger BRT buses, could the Transfer Point move across the street to the dying mall?

**What features are most important to include in and around the future BRT stops/stations (e.g., lighting, parking, signage, etc.)?**

- Make sure there is auditory and visual information – even if there is a brail sign that says what station it is. When I call Metro Transit, they ask “what is your shelter number?”, but not everyone can see the shelter number!



- Have a business as a landmark, so you can know where you are (“you are at Central Library”)
- Size of platforms? Will need to consider safety involved with diverse users. Need to stay clear of ice. Is underfloor heating a possibility?
- Will need accessible pedestrian symbols and good wayfinding with auditory cues.

#### What features are most important to include in the future BRT buses?

- I cannot see traffic coming, so the “queue jumps” frighten me, as I have no sight.
- It is hard to hear auditory queues due to all the traffic – please make sure they are louder.
- We should not have to go out of our way to change buses – transfer points are great and easier to make connections, also safer.
- Make sure that the Metro Transit app considers people with disabilities; it is a big problem – they should make sure people with visual impairments and other disabilities test the apps first.
- Make wayfinding and understanding of the bus system easier.
- Have a “family day” where families can ride the bus for free to learn about routes, and children and adults can learn how to ride the bus.
- Metro should start making money off people who do not remove snow. First Street/East Washington stop is the worst. It gets iced over and snow piled up and buses cannot see people in wheelchairs unless they are basically in the street.
- Police should be contacted to handle people that make the shelters and buses unsafe.
- What is the width of the aisles? Will they be wider than standard bus aisles? Aisles are already small for strollers and wheelchairs. With bigger bus, doors will need to consider seating options in design.

#### Other Comments:

- Alternate street parking – where will those people go? If we eliminate parking downtown, where will people find parking? Long term considerations...if parking is severely reduced in downtown, people will not want to live downtown. Has there been any consideration for using the median strip on East Washington as a dedicated lane? A: Not considered at this time because of capital budget. Trying to utilize current infrastructure to keep costs down. No plans currently to have stations in the medians.
- Cars will still park in parking lane when they shouldn’t be. Snow removal will be difficult, street cleaning, etc. Median strip will be a sure way of making it faster.
- In order to encourage people to use BRT, they will need to see it is significantly faster than the regular bus.





# MADISON EAST-WEST BUS RAPID TRANSIT PLANNING STUDY

## APPENDIX 4: MOBILE ENGAGEMENT STATION NOTES



## Madison BRT Mobile Engagement Station Notes

### 1. Warner Park Recreational Center

**Date/Time:** Thursday, Jan. 17<sup>th</sup> from 4:30-7:00pm

**Approx. number of interactions:** 40

**Sign-ups:** 19

**Survey Takers:** 5 (all online)

**Staff Impressions:** Very positive, looking forward to Phase II

**Questions/Comments:**

- How will this project be funded?
- Why is the north route in Phase II?
- When will this project begin?

### 2. Mt. Zion Baptist Church – After Service

**Date/Time:** Sunday, Jan. 27<sup>th</sup> from 12:00-1:00pm

**Approx. number of interactions:** 35

**Sign-ups:** 5

**Survey Takers:** 11 (all paper)

**Staff Impressions:** Mixed, some excited for project, others were skeptical

**Questions/Comments:**

- Project team, especially those designing the route and stations should ride the existing routes to get a real feel for riding this bus route.
- Will this replace existing routes
- The project team should really consider how this project will operate on the ground. For instance, will heated shelters be a magnet for the homeless? What will happen if the stations are vandalized?
- When will this project be complete?
- The design team should focus the BRT's route to maximize the benefit of those who use the bus for work commutes.
- People were happy that team members were out speaking to the community, especially for reaching out to those who use the bus as their main mode of transportation.

### 3. Mt. Zion Baptist Church – Bible Study

**Date/Time:** Wednesday, Feb. 6<sup>th</sup> from 7:30-8:30pm

**Approx. number of interactions:** 10

**Sign-ups:** 0

**Survey Takers:** 0

**Staff Impressions:** Mixed; questions regarding BRT south route

**Questions/Comments:**



#### 4. Centro Hispano Mercadito

**Date/Time:** Wednesday, June 5<sup>th</sup>, 5:00-7:00pm

**Approx. number of interactions:** 5-7

**Sign-ups:** n/a

**Survey Takers:** 1 (paper)

**Staff Impressions:** Majority of people spoken with use a personal vehicle and don't ride the bus. Low familiarity and awareness re: public transit and BRT.

**Questions/Comments:**

- On-square route is better because riders can see and be near the Capitol. Mineral Point route is better because it is faster and in a new area.
- BRT cannot function properly near the federal building on the off-square route because school buses and semi-trucks often park there. The project team needs to do more research regarding ridership numbers.
- I currently do not ride the bus; it's inefficient if I'm running multiple errands in different areas, but if I just want to go Downtown for an event, there really is no reason that I shouldn't ride the bus. I'm just not familiar with it. It would be great if Metro implemented a free ride day to help familiarize people with the system and interest new riders.
- Eagle Heights is an important area for Metro ridership.

#### 5. Dane County Farmers' Market

**Date/Time:** Saturday, June 8<sup>th</sup>, 9:00-11:00am

**Approx. number of interactions:** 15-18 spoken to, handed out 30-40 flyers

**Sign-ups:** n/a

**Survey Takers:** (handed out 17 2-ride passes) 16 surveys taken

**Staff Impressions:** Many only somewhat aware of BRT, some very aware. Lots of support.

**Questions/Comments:**

- Implementing electric buses is very important
- Current bus routes/times are not feasible to get west to east.
- Fare-free would take away cars, and then buses would have priority
- BRT should go to the airport (X4)
- The #6 bus stops too much
- Bikes don't belong on East Washington. They are better off on the trail nearby, so street typology is important.
- This is a good idea since it is like a light rail.
- The current metro system doesn't work super well since routes can be complicated and they change often. It is hard to attract first time riders, and the route numbering can be confusing.
- On-square route is preferred
- Routes that come every few hours (like #38), should be more frequent. Ideally, they would run all day every day.
- Fluorescent lights on buses are bad for those with disabilities such as chronic migraines.
- BRT should go out to Sun Prairie.

## 6. East-West Transfer Points

**Date/Time:** Wednesday, June 12<sup>th</sup>, 2:30-6:00pm

**Approx. number of interactions:** Handed out 64 flyers

**Sign-ups:** n/a

**Survey Takers:** Conducted 40-50 interviews

**Staff Impressions:** Positive reactions, many already aware, not a lot of complaints about Metro

### Questions/Comments:

- We need better fare options and trip planners other than google maps
- We need more service on the #2 and #6 buses
- The stops and buses need to be maintained better so that they are cleaner and have less fighting and smoking (X4)
- Buses should run more often on Sunday mornings for church times
- There should be more bus stops so that I don't have to walk as far to get to a bus or to get home
- The "2 adult-4 kid pass" for \$6 deal should be more often and especially during the week
- Maps don't always list all of the spots along the route
- Buses should run later on Sundays (a little past 6 pm)
- 24/7 Service would be helpful
- I have to pass up on jobs because of lack of bus service
- Safety is sometimes an issue, that should be a priority with BRT
- This project seems to be tailored toward able-bodied, affluent people
- Don't put too many luxuries in the new buses because the homeless will take advantage
- Monona line should be more frequent-better access for affordable housing
- I would be more open to visiting other areas of the city if buses were faster to get there
- There should be coordination with Megabus/Van Galder etc. to make all transit easier
- The corridor should go to the airport
- You shouldn't go overboard on spending for shelters/WiFi etc. we want to keep the fare cheap
- Improve conduct of teens and students on the bus- they're too loud and crass esp. during peak times
- More frequent service especially on weekends would be nice so I don't have to rely on my relatives

### Important Destinations:

- |                        |                       |                   |
|------------------------|-----------------------|-------------------|
| • Work (X12)           | • Northside           | • Humane          |
| • Grocery (X4)         | • Shops (X3)          | • Society         |
| • West Towne Mall (X4) | • Park Street (X2)    | • Madison College |
| • UW (X4)              | • Capitol Square (X2) | • VA Hospital     |
| • Sun Prairie (X3)     | • Sequoyah Library    | • Schroeder       |
| • Hilldale (X2)        | • School              | • Fitchburg       |
| • Epic (X2)            |                       | • New Vision      |

- East Towne Mall
- Park and Ride
- E. Cottage Grove Rd
- DMV

**Desired BRT Station Features:**

- More seating (X10)
- Real-time updates-Screens? (X10)
- More shelters (X10)
- Heaters (X6)
- Electronic passes on phones to scan (X4)
- Apple Pay (X3)
- Security cameras (X2)
- More maintenance (X4)
- Emergency phones
- Solar powered lights
- More lights
- Lockers
- Verbal announcement of buses
- Trash cans

**Desired BRT Bus Features:**

- Wifi (X9)
- Electrical outlets (X4)
- More seating (X3)
- Trash cans (X2)
- Bike racks/storage area (X2)
- More seating for those with disabilities; possibly include seats toward the back in addition to the front (X2)
- Air-circulation (X2)
- More comfortable seating
- Radio
- Tip Jar for drivers
- Seatbelts
- Space to put groceries or other items
- Electric buses

**7. Elver Park Farmer's Market**

**Date/Time:** August 3, 2019

**Approx. number of interactions:** 12

**Sign-ups:** n/a

**Survey Takers:** n/a

**Staff Impressions:**

**Questions/Comments:**

- The far west is an important destination along with the West transfer point and UW Hospital
- There should be less transfers along routes
- It is an absolute need to connect underserved neighborhoods so people can get to jobs
- We need more frequency of buses on both weekdays and weekends in addition to faster service
- Since I ride the #2 only, this is perfect for what I need for work
- I think the buses run frequently enough
- I think the new bus stations would need to be well lighted and accessible. They would also need good parking access

- I think the current buses are great, but we should make the new buses fuel efficient and environmentally friendly
- Please, please ensure available parking at West Side Transfer Point. There is not any available and we have to use the old Copps parking lot, which might not always be a guarantee. It would be awesome if that became a permanent solution. This is a very important concern for me.
- The Mendota Street route is better (X2)
- The route that runs off of the square is better (X2)
- The Odana Road route is better
- The Mineral Point route is better

## 8. UW-Madison

**Date/Time:** October 10, 2019

**Approx. number of interactions:** 20

**Sign-ups:** n/a

**Survey Takers:** n/a

**Staff Impressions:** General excitement and interest in the project

**Questions/Comments:**

**Worksheet exercise:**

| Downtown Route Alternatives      |   |
|----------------------------------|---|
| Alternative 1                    | 1 |
| Alternative2                     | 0 |
| Alternative 3                    | 0 |
|                                  |   |
| Station Design Preferences       |   |
| Modern Station Design            | 1 |
| Traditional Station Design       | 1 |
| Futuristic Station Design        | 8 |
| Prairie Station Design           | 6 |
|                                  |   |
| Station Design Citywide          |   |
| Same stations                    | 2 |
| Different stations for community | 5 |

| Demographics           |   |
|------------------------|---|
|                        |   |
| Gender                 |   |
| Female                 | 7 |
| Male                   | 3 |
| Non-Binary             | 0 |
|                        |   |
| Age                    |   |
| Under 18               | 5 |
| 18-24                  | 3 |
| 25-34                  | 0 |
| 35+                    | 2 |
|                        |   |
| Race                   |   |
| White/Caucasian        | 5 |
| Asian                  | 0 |
| Hispanic/Latinx        | 0 |
| Black/African American | 5 |
| American Indian        | 0 |
| Other/Not Listed       | 0 |