Transportation Innovation Expo
Mobility in Madison: The Cleaner, Smarter Road Ahead
Isthmus Freeway Plan (1955)

CENTRAL AREA TRAFFIC LOOP AND JOHNSON STREET EXPRESSWAY
Our situation – morning rush hour

Capacity: 3300 vph
Demand: 3600 vph

10,000 more jobs = 2100 vph

~ 2 more lanes in each direction???
- Branded stations and buses
  - Goal is 100% electric!
- Direct routes/fewer stops
- Frequent, all-day service (every 10-15 minutes)
- Transit signal priority
- Off-board fare payment
- Bus-only lanes where feasible
How do City residents travel to work?

Source: US Census American Community Survey, 2008-2012
Public Transit Work Trips (by Census Tract)
Two Transfers
Three buses
1 hour
6:30 am
Bus Rapid Transit (BRT)
- *Signal Priority*
**BRT Runningway Options**

1. **Buses have a lane to pass stopped cars.**

2. **The bus lane gets its own green signal before other vehicles.**

3. **The traffic signal detects when buses are present.**

4. **There is enough storage for buses and right-turning cars.**

**BRT Operates in Mixed Traffic:** transit signal priority and queue jumps
BRT Runningway Options

**Median dedicated BRT lanes:** remove one lane of traffic
Curbside dedicated BRT lanes: remove one lane of traffic or parking
Questions/Comments?

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