

**Madison East-West BRT**  
**Madison, Wisconsin**  
**Small Starts Project Development**  
**(Rating Assigned November 2020)**

*The rating reflected in this profile was based on the information provided by the project sponsor in the fall of 2020. Subsequent to the completion of FTA’s evaluation, the sponsor increased the total capital cost to \$186.0 Million and Capital Investment Grants (CIG) program share request to \$103.0 Million. Those changes cannot be reflected in the project profile until FTA receives a complete revised submission from the sponsor so the rating can be updated accordingly.*

Summary Description	
<b>Proposed Project:</b>	Bus Rapid Transit 15.5 Miles, 27 Stations
<b>Total Capital Cost (\$YOE):</b>	\$160.00 Million <small>(Includes \$2.8 million in finance charges)</small>
<b>Section 5309 CIG Share (\$YOE):</b>	\$80.00 Million (50.0%)
<b>Annual Operating Cost (opening year 2024):</b>	\$14.72 Million
<b>Existing Corridor Ridership (Warranted):</b>	13,800 Daily Linked Trips
<b>Overall Project Rating:</b>	Medium-High
<b>Project Justification Rating:</b>	Medium
<b>Local Financial Commitment Rating:</b>	High

**Project Description:** The City of Madison proposes to implement a bus rapid transit (BRT) project running east-west through downtown and the University of Wisconsin Madison campus. The East-West BRT will consist of three service patterns which overlap through the core of the system. The project includes 8.2 miles of exclusive bus lanes, the purchase of 41 buses, and upgrades to the existing bus maintenance facility. Service is planned to operate between 5:30 a.m. and 12:00 a.m. on weekdays and between 7:00 a.m. and 11:00 p.m. on weekends. Buses are planned to run every five to 15 minutes on weekdays and every 15 to 30 minutes on weekends.

**Project Purpose:** Known locally as the “East-West Corridor”, the roads within the corridor are among the most congested in the region during peak times. The City of Madison forecasts significant growth in and around the downtown and the land-locked isthmus, and increased congestion due to space constraints. The East-West BRT is being planned to accommodate the projected increase in travel demand, improve transit travel times, and provide higher and more regular transit service levels.

**Project Development History, Status and Next Steps:** The project entered Small Starts Project Development in July 2020. The City of Madison selected the locally preferred alternative for the project and had it adopted into the region’s fiscally constrained long-range transportation plan in August 2020. The City of Madison expects to complete the environmental review process with receipt of a Categorical Exclusion from FTA in Summer 2021. The City of Madison anticipates receipt of a Small Starts Grant Agreement in Summer 2022, and the start of revenue service in Summer 2024.

## Locally Proposed Financial Plan

<u>Source of Funds</u>	<u>Total Funds (\$million)</u>	<u>Percent of Total</u>
<b>Federal:</b>		
Section 5309 CIG	\$80.00	50.0%
Section 5339 Bus and Bus Facilities Grant Program	\$11.87	7.4%
Section 5307 Urbanized Area Formula Program	\$9.60	6.0%
Section 5337 State of Good Repair Grant Program	\$4.34	2.7%
Federal Earmarks	\$1.27	0.8%
<b>State:</b>		
State matching funds	\$0.74	0.5%
<b>Local:</b>		
City of Madison General Obligation Bonds	\$29.70	18.6%
City of Madison Tax Incremental Financing	\$18.16	11.4%
Debt Service – Local Property Tax Levy	\$2.77	1.7%
City of Madison Reserve Account	\$1.5	0.9%
City of Sun Prairie General Funds	\$0.05	0.0%
<b>Total:</b>	<b>\$160.00</b>	<b>100.0%</b>

**NOTE:** The financial plan reflected in this table has been developed by the project sponsor and does not reflect a commitment by DOT or FTA. The sum of the figures may differ from the total as listed due to rounding.

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***LAND USE RATING: Medium***

The land use rating reflects population density within one-half mile of proposed stations, employment served by the line, and the share of legally binding affordability restricted (LBAR) housing in the station areas compared to the share in the surrounding county.

- The station areas have an average population density of 6,700 persons per square mile, which rates Medium by FTA benchmarks. An estimated 109,700 jobs would be served by the project, corresponding to a Medium rating. The average daily parking cost in the central business district (CBD) is \$15, corresponding to a Medium-High rating. The ratio of station area to county LBAR housing is 1.79, which corresponds to a Medium rating.
- The east and west ends of the route consist of predominantly retail development with some multifamily and single family residential development. The university area west of the CBD has a mix of office park developments and multifamily housing near the campus. The CBD has multifamily and high-rise housing complexes.
- Most station areas have a well-connected pedestrian network. Some parts of the station areas on the ends of the corridor lack sidewalks, and have six-lane roads with minimal safe crossing points.

***ECONOMIC DEVELOPMENT RATING: Medium***

**Transit-Supportive Plans and Policies: Medium**

- *Transit-Supportive Corridor Policies:* Plans are generally supportive of redevelopment, and the City's 2018 Comprehensive Plan includes a Generalized Future Land Use Map that supports tailored development of density nearby transit station areas, including TOD overlay zoning. However, there are significant areas planned for lower density residential development.
- *Supportive Zoning Regulations Near Transit Stations:* Strongly transit-supportive zoning has been adopted in many station areas. The Downtown station areas are designed for intense development with maximum heights of buildings varying from six to 12 stories. However, there are significant areas zoned for lower density residential development.
- *Tools to Implement Land Use Policies:* Outreach to government agencies and the community have been actively pursued for over a decade related to the corridor, but does not focus on land use. Regulatory and financial incentives to promote transit-oriented development, such as Tax Increment Districts and conditional-use approval, are implemented on some parts of the corridor, and proposed for others.

**Performance and Impacts of Policies: Medium-High**

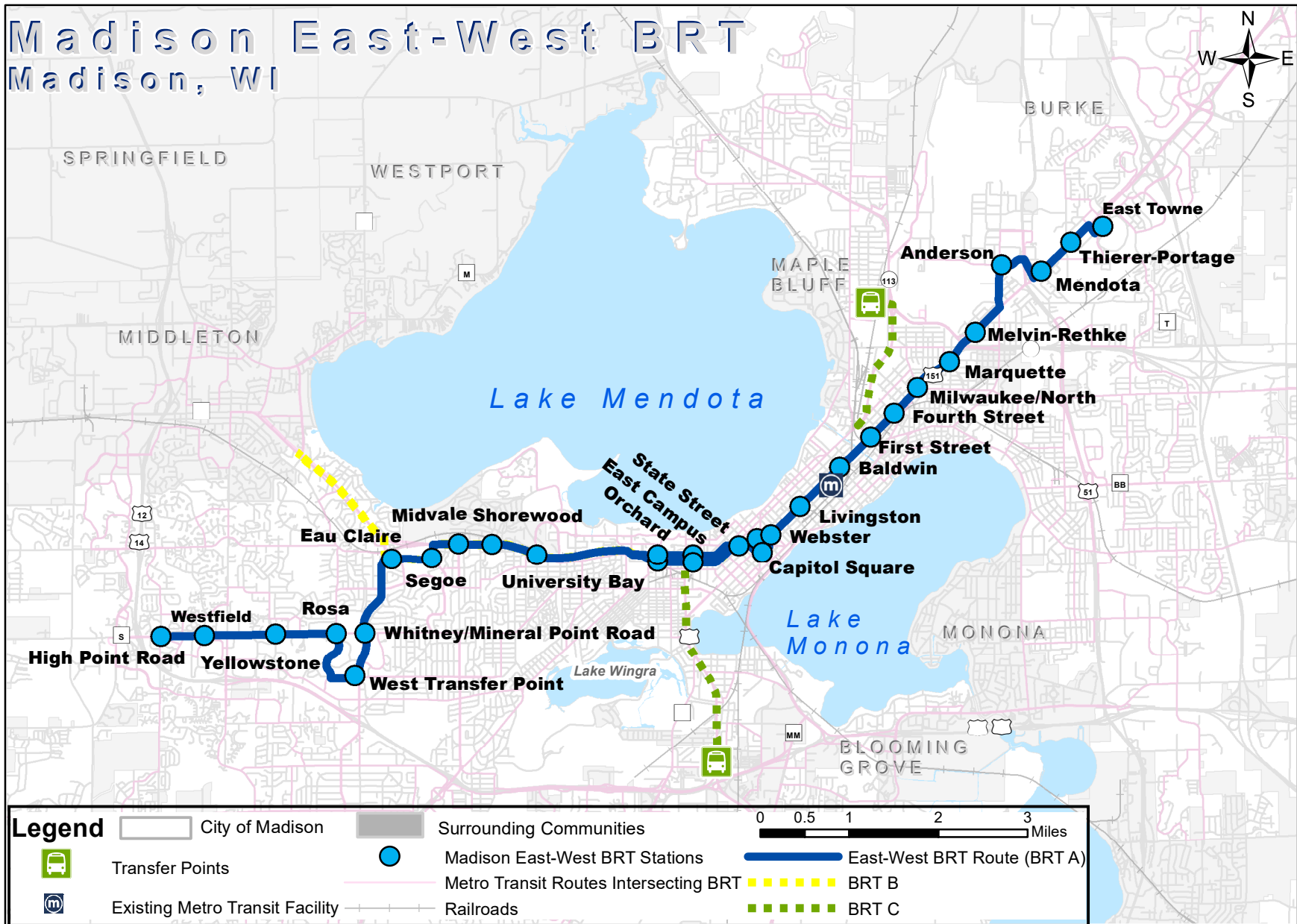
- *Performance of Land Use Policies:* There are many examples of developments along the corridor, and 85 projects in various stages of the development process, including 4,025 dwellings. Tax Increment Districts and Tax Increment Financing have been effectively used to promote redevelopment.
- *Potential Impact of Transit Investment on Regional Land Use:* There currently exist large stretches of the corridor that are occupied by low-intensity, auto-oriented uses. A 2013 *Infill and Redevelopment Assessment* found that the corridor could easily support approximately 5,500 new dwelling units and 5.7 million square feet of new commercial space.

**Tools to Maintain or Increase Share of Affordable Housing: Medium**

- A 2016 City housing report and more recent data suggest the potential need for additional affordable housing.
- The city's Affordable Housing Fund has awarded over \$25 million in grants and includes \$5.5 million in 2020. Land Banking and Development RFPs have been used together to encourage the construction of new affordable housing and market rate units. There are some examples of affordable housing development along the corridor, 30 percent of which have been constructed in the last ten years.

# Madison East-West BRT

## Madison, WI



### Legend

- |  |                                 |  |                                       |  |                             |
|--|---------------------------------|--|---------------------------------------|--|-----------------------------|
|  | City of Madison                 |  | Surrounding Communities               |  | 0 0.5 1 2 3 Miles           |
|  | Transfer Points                 |  | Madison East-West BRT Stations        |  | East-West BRT Route (BRT A) |
|  | Existing Metro Transit Facility |  | Metro Transit Routes Intersecting BRT |  | BRT B                       |
|  | Railroads                       |  | BRT C                                 |  |                             |