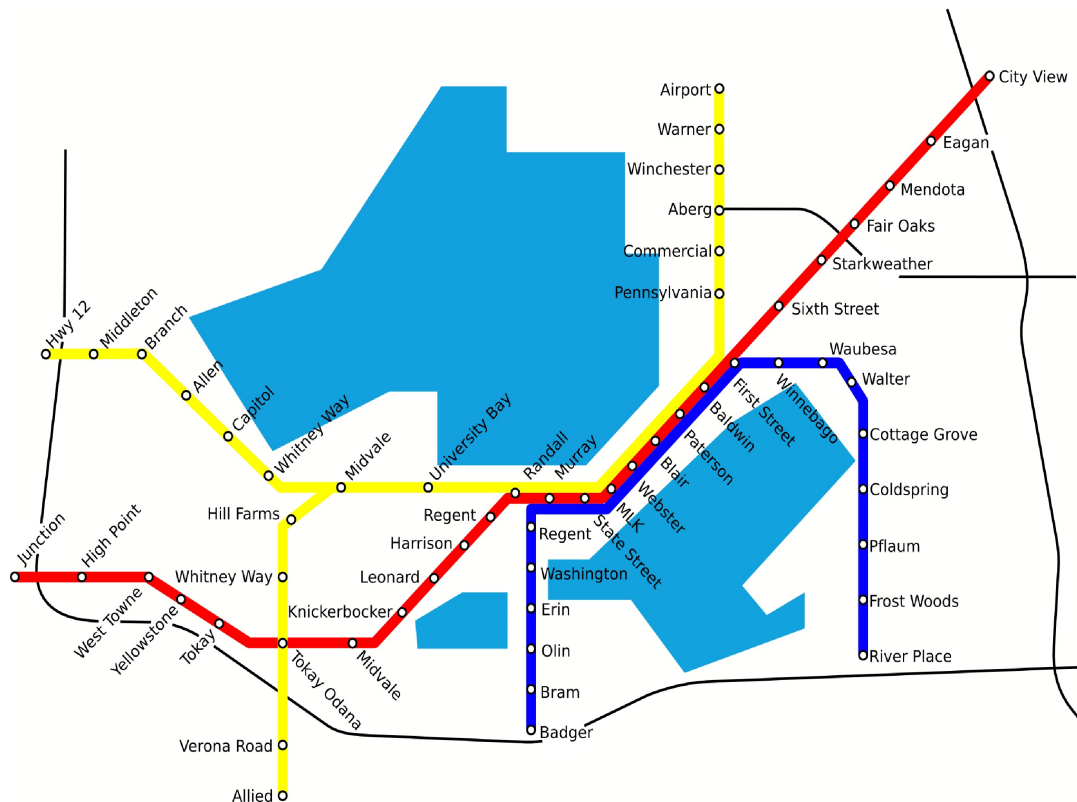


The Metro Mover

Madison Area Bus Advocates (www.busadvocates.org)

The Madison Area needs Rapid Buses. We call our vision the M or Metro Mover. The region is too large to be served adequately only by a regular bus. Regular buses are important, but there also needs to be a way for transit to connect places outside the center in a reasonable period of time. Despite its lakes and isthmus, even the City of Madison has clearly defined corridors for good rapid transit. Below is the beginning of a simple schema, the idea being that a pedestrian on East Washington Avenue should be able to easily get to Monona Drive, Park Street, University Avenue, Mineral Point Road, or State Street quickly and comfortably without a car. The alternative is deep, plentiful, and expensive roads and parking garages.



Why Rapid Buses?

In the Madison Area, rapid buses give us the most service for our money given our relatively small size. To be RAPID, 10 to 15 minute service is really the minimum frequency for a bus, as longer headways mean people need to plan their trips with schedules. Most choice riders are reluctant to do that. Other features that make buses special RAPID buses include signal preemption, limited stops, transit only lanes along part of the line, and level boarding. In time, ridership would grow, potentially justifying an upgrade to rail.

Although the map emphasizes the City of Madison and areas of possible Transit Oriented Infill, the M also has the potential to provide green transportation to Madison's surrounding communities. The Red Line could be extended to Sun Prairie and Verona; the Blue Line to Fitchburg, McFarland, and Stoughton, and the Yellow Line to Middleton and Waunakee.

Many American cities have or are planning rapid bus facilities. This is not a slow bus. This is high capacity transit that is competitive with driving. Imaging is important, and while Rapid Bus vehicles could be standard diesel buses, they could also be articulated buses, electric trolleybuses, CNG powered buses, hybrid electric buses, or some combination of these. The rapid bus system could interface at stations with other transit modes, making transit a convincing choice for a significant fraction of the population.

Investment in transit has the potential to provide green jobs and to reduce traffic congestion on Madison's arterials. The goal is for transit to become a popular, convenient and economical way to travel.