

Good for Business?

Madison's Bus Rapid Transit Plan (BRT) links downtown riders with businesses on the edge of town.

The proposed BRT route will include dedicated bus lanes, signals, and stations. At peak times buses will come every **15** minutes. Construction is set to begin Fall 2024.

Current Average Weekday Ridership



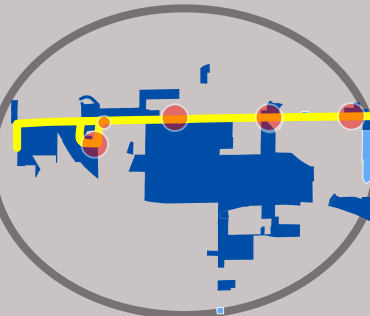
Proposed BRT Route

- North/South Route
- Main Route
- Middleton

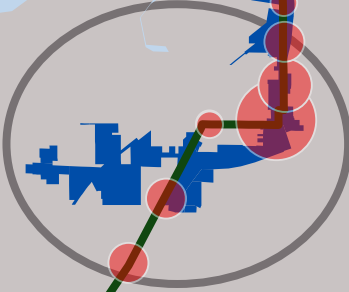
Zone

- Commercial
- Mixed Use Commercial
- Water

East Town Mall is far away from downtown where the most ridership is. More frequent bus service combined with faster travel speeds offered by BRT will help link this area to the rest of Madison.



West Town Mall is currently underserved by Madison buses. This area has some of the lowest ridership despite the density of businesses.



South Madison currently has decent ridership relative to business density, but it is isolated from the rest of Madison. More frequent bus service will make it easier to travel here.

