

## **Downtown Madison, Inc. (DMI) Support for Bus Rapid Transit (BRT)**

November 20, 2012

- DMI has long been a supporter of an integrated public transportation system that efficiently moves people into, out of and around downtown Madison and our region using varied modes of transportation. We understand the important role public transportation serves in creating a healthy and vibrant living, working and recreational environment. Madison is fortunate to have a mature and robust Metro System that serves residents of our greater community and provides us with a strong base from which to build such a system.
- DMI envisions BRT as an important next step in building an integrated/multi-modal system. Because BRT provides enhanced efficiency, speed and an updated experience, citizens who have not been public transportation users will find BRT to be a fast and convenient way to move throughout the Madison area.
- DMI strongly supports and encourages the continued investigation of BRT as a logical next step in building an integrated/multi-modal regional public transportation system for not only downtown Madison, but the greater Madison area.