

Principles for Transit Plan (Draft for Discussion Nov. 1, 2010)

- 1. Expand transit to a truly regional service using existing providers and selected new providers where needed.**

Tasks include compiling lists of present providers and funding sources used by providers. Review present contracts of providers for inter-municipal services. Discuss issues of inter-service linkages and transfers. Sources likely to include MPO and providers.

- 2. Elements of regional service in the future will include express bus service from many parts of the region for prime commute times and may include Sun Prairie, Fitchburg, Stoughton, Middleton, Verona, Cottage Grove, Waunakee, and McFarland.**

Tasks include visits with municipal transit commissions or review of survey instruments used by communities to envision express service. Discuss with Metro and UW-Madison on most likely routes for service to central destinations and drop off locations. Consider policies related to new express service, e.g. a multi-year commitment for service start up to build ridership. Develop cost estimates for service. Sources will include Metro ridership survey, communities survey and transit commissions and planners

- 3. Elements of regional service may include new types of service to be determined by the RTA like Bus Rapid Transit and Commuter Rail as analysis of their feasibility continues.**

Tasks include reviewing data on impact of inter-city rail service on prior commuter rail modeling. Consider what a preliminary operating segment might be. Explore BRT corridor possibilities that will likely require further planning and cost development. Sources MPO and communities.

- 4. Elements of regional service may include as communities express interest in better intra-service connectivity like shared taxi service used by some communities (at present Stoughton and Sun Prairie) or local circulators combined with express service.**

Task include a survey of community interest in such service and evaluating models and developing costs.

5. Elements of regional service will include improved elderly and specialized transit for the RTA area.

Tasks include requesting service and area improvements from those managing the present system. Review potential service improvements for priorities and develop cost estimates. Sources Dane County and Metro and communities.

6. Elements of regional service will include park and ride lots to access express routes and park and ride lots to access other mid-region locations for transit to reduce core congestion trips yet riders can chain errands with their overall trip.

Tasks include reviewing data from past DOT studies and discussions with Metro on how informal lots work at present. Consider locations that may be most probable and feasible. Develop cost estimates for a series of park and ride operations. Sources DOT and Metro ridership survey and other observations.

7. Elements of regional service will include a comprehensive fare system permitting differential rates and easy transfers across providers.

Tasks include gathering data on other systems use of newer technologies and what systems may be compatible with multiple local providers. Sources MPO and Metro.

8. Expand transit services in the current Madison metro service area, in order to provide a higher level of service in the core metropolitan area

Tasks include a review of Metro service areas and corridors to determine where service gaps exist and where higher frequencies could be supported.

9. Provide financially secure base for existing transit service for Madison, Middleton, Fitchburg, Shorewood Hills, Town of Madison, Monona, Sun Prairie, Stoughton and Dane County (within RTA for elderly and specialized services).

Tasks include data from the MPO on present mix of funding and likely trends. Consideration of how to establish a baseline local funding that could be assumed by the RTA, including the possibility of transit's costs being removed from local property taxes. Review how expansions of service will

impact present funding splits and what adjusting factors may be appropriate. Sources likely to include MPO, Dane County, and providers.

10. Elements of regional service will include commitment to green technologies with expansion of bus service by hybrid vehicles, low sulphur options, and other green options as they are developed.

Tasks include gathering data on cost for better technologies and implementation strategies and preparing options for plan inclusion. Source Metro and other operators.

11. Elements of regional service will include participation in a multi-mode transit hub for the region to be developed to accommodate regular mainline bus connections, express bus connections, and possibly BRT buses and commuter rail with intercity bus and rail service.

Tasks include monitoring ongoing plans by the state and city for intermodal station development and weighing options for regional service integration. Source city and state staff.

12. Elements of regional service will include new transit options for special events especially those at the Kohl Center and Camp Randall.

Task include reviewing service model used by Middleton for this type of service and considering what proposals may be most appropriate. Source Metro and UW Madison.

13. Provide a seamless interface with bicycle commuters, including the accommodation of bicycles on transit vehicles and the development of facilities such as park-and-ride lots and transit hubs that accommodate the safe and convenient storage of bicycles.

Framework Criteria for Plan Choices

The public will need to understand how the choices made on the above principles move us from the status quo to a future place with better transportation choices. The development and increase in transit service needs to be understood as a conscious part of a regional growth strategy that deals frankly with existing and likely future congestion, the need for a clean air strategy as we balance on the cusp of a non-attainment area designation, and the need for existing municipalities to

meet smart growth requirements for efficient services and current plans that call for transit oriented development.

The financial modeling should show present resources provided to transit and the potential increase in resources via the RTA. This should encompass federal, state, and local sources and fare-box recovery. The financial modeling should show a longer-term horizon as well. Comparison to investments in other transportation modes should be provided.

The following economic benefits need to be discussed in the plan including jobs, development potential and tax base effects, and travel time among transit choices.

Most importantly the plan needs to present the “why” for doing something versus an assumption that doing nothing different from the present is a viable course.

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