

FACT SHEET – FEBRUARY 2001

WHAT IS TRANSPORT 2020?

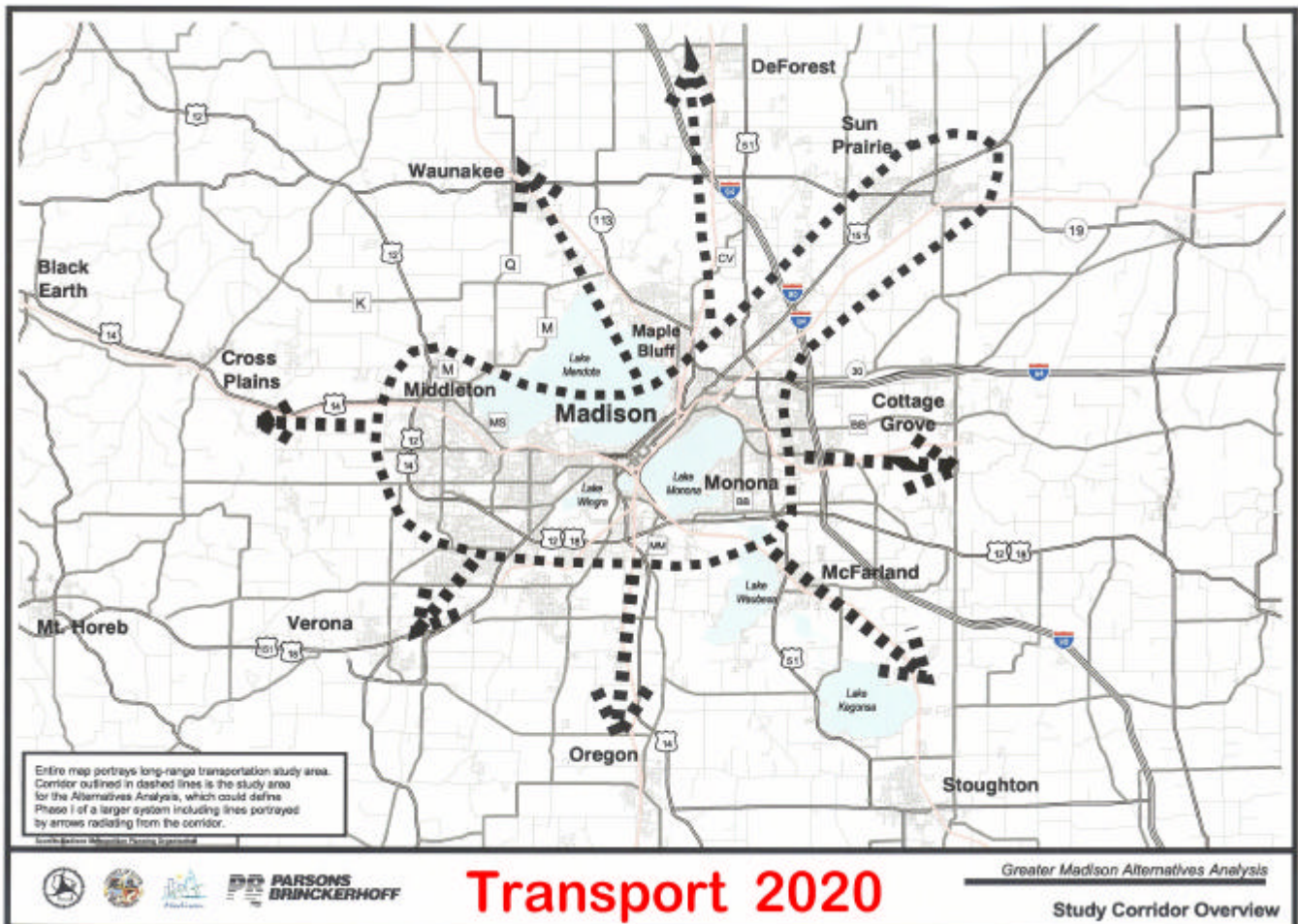
Transport 2020 is a study of transportation improvement alternatives for the Dane County/Greater Madison Metropolitan area sponsored by Dane County, the City of Madison and the Wisconsin Department of Transportation. The study is investigating regional transportation needs in the greater Madison metropolitan area; identifying problems to be addressed; defining possible alternatives to address the problems; and evaluating various improvement options focusing on the core travel corridor depicted below.

While the specific transportation improvement alternatives analyzed will focus on the core travel corridor, residents throughout Dane County could benefit. The entire county can be considered as the potential market for trips, while facilities being considered are within the corridor boundary.

The study is examining a range of transportation alternatives, and assessing how the alternatives address problems and challenges identified in the study area. Transportation alternatives include:

- Do Nothing
- Roadway Improvements
- Bus Improvements - express service, exclusive right-of-way
- Rail Service - existing rail corridor
- Rail Service - existing rail corridor and downtown street running

Land use alternatives will also be investigated, including a trend alternative (continuation of current development patterns), a local plans alternative (implementation of adopted countywide and local plans), and a Vision 2020 alternative (concentrated activity centers along transportation corridors).



Problem Statement Summary

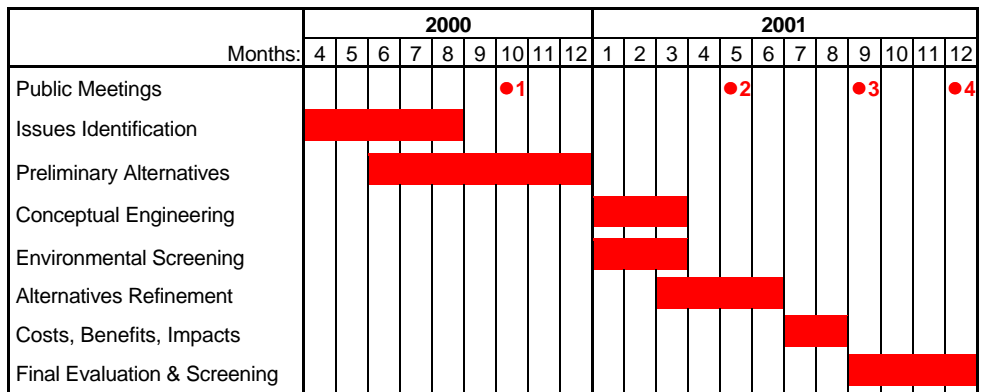
1. Worsening mobility problems in the heart of the greater Madison metropolitan area threaten to damage the region's high quality of life.
2. Addressing the increasing traffic congestion through roadway capacity expansion is limited due to geographical constraints, potential environmental concerns and major quality-of-life issues.
3. Given the growing mobility challenges, coupled with the limited opportunity for highway capacity expansion to address them, a potentially promising alternative is investment in express transit, such as rail or bus rapid transit.

Study Goals

1. Promote efficient land use/development patterns in Madison and Dane County.
2. Improve mobility for people and goods, and provide/enhance transportation choices.
3. Improve and enhance economic development and employment opportunities, and expand access to jobs.
4. Enhance the natural and social environment.
5. Develop a cost-effective transportation system improvement strategy that maximizes community consensus and institutional support.

Study Schedule

The chart at right depicts the current study schedule. The Transport 2020 Alternatives Analysis began in April 2000 and is scheduled for completion in late 2001. Note the public meetings, which will be conducted at key study milestones. More information will be provided in future newsletters.



Who is conducting the study?

Dane County, the City of Madison and the Wisconsin Department of Transportation are sponsoring Transport 2020. David Trowbridge serves as the project administrator.

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The study sponsors selected a team of consultants to assist with the study, led by Parsons Brinckerhoff, who is managing the study consultants and conducting much of the technical work. Cambridge Systematics is forecasting travel demand and investigating governmental issues. KL Engineering is leading the public involvement efforts and assisting with design issues.

Your comments are always welcome. Mail your comments to us or contact us via the World Wide Web or by telephone. If you or someone you know would like to be added to the study mailing list, please complete this form and send to:

KL Engineering, Inc.
5950 Seminole Centre Court
Madison, WI 53711

*For additional study information,
please visit the study web page.
www.transport2020.net*

Name _____

Organization (if applicable) _____

Address _____

City/State/Zip _____

Phone (optional) _____

E-mail (optional) _____