

TRANSPORTATION ALTERNATIVES UNDERGO DETAILED STUDY IN PHASE 2

Five transportation alternatives have been selected for detailed analysis in Phase 2 of the Transport 2020 study. Dane County, the City of Madison and the Wisconsin Department of Transportation are sponsoring the study.

In August, the study participants conducted a public information meeting to update the community on study activities and to solicit public comments. They shared the results of Phase 1 and the preliminary recommendations for Phase 2. After the public meeting, the study sponsors and committees weighed the public comments and the technical information. Subsequent committee meetings and other public forums provided additional comment. Ultimately, the study oversight advisory committee elected to continue to study the five alternatives described in this fact sheet.

Phase 2 will include the following alternatives:

1. *Expanded Regional Bus.* Includes new express bus routes and a network of park-and-ride lots overlaid on the existing bus system. Buses would generally operate in mixed traffic and use existing diamond lanes where available.
2. *Commuter Rail Core System.* Commuter rail from Greenway Center in Middleton to East Towne (16 miles and 15 stations). The system would operate within existing railroad right-of-way.
3. *Commuter Rail 4-line System.* Commuter rail from

Greenway Center in Middleton to Sun Prairie and from Dane County Regional Airport to McFarland (34 miles and 24 stations). The system would operate within existing railroad right-of-way.

4. *Street-Running Rail.* Light rail transit from Prairie Towne Center, which is near the Beltline and Mineral Point Road, to East Towne (18 miles and 24 stations). The system would operate within existing streets.
5. *Bus Transitway.* Expanded bus system including the use of a busway within a segment of the existing railroad corridor and diamond lanes on existing streets. This alternative includes 2 busway stations and numerous bus stops along the routes.

Phase 2 Activities:

- *Analyze the five alternatives selected.*
- *Prepare detailed technical information about each.*
- *Continue to seek public input.*
- *Complete Phase 2 early in 2002.*

The Alternative 1 bus services and park-and-ride lots are an important element of all five alternatives. Alternatives 2 through 4 include the express and local bus routes in addition to the rail and bus transitway. The specific bus routes were discussed among the members of Madison Metro staff, the Madison Metropolitan Planning Organization, and the study team.

The study computer models combine many kinds of information to forecast transit ridership. The types of information include fare policies, travel speeds, service frequency, parking costs, parking lot locations, future land use, and transfer opportunities.

Study Activities Completed

The study's first phase investigated numerous transportation alternatives and developed conceptual cost and benefit information related to the alternatives. Previous study activities:

- investigated regional transportation needs in the greater Madison metropolitan area;
- determined problems to be addressed;
- identified a variety of solutions to the problems; and
- evaluated various options focusing on travel in the congested heart of the metropolitan area.

The three sponsoring agencies anticipate the study being completed in early 2002.

1. Expanded Regional Bus



2. Commuter Rail – Core System



3. Commuter Rail – 4-Line System



4. Street-Running Rail



5. Bus Transitway



Detailed Analyses to be Conducted

Phase 2 of the study is analyzing costs, benefits, and potential impacts of the five alternatives (pictured above), including:

- **Ridership** – How many people are expected to use the various transit investments?
- **Land Use** – How would the alternatives affect land use and development patterns?
- **Costs** – How much will each cost to construct, operate, and maintain?
- **Finances** – How much revenue will be generated by fares? What other potential revenue sources are there?
- **Governance** – How might the system be operated? How might the costs be shared?
- **Traffic** – How will traffic flow be affected?
- **Environment** – What effect might the investment have on any natural areas? What types of air quality, noise and energy changes could be expected?
- **Neighborhoods** – How might existing neighborhoods be affected?

Public Input Encouraged

Several activities are being planned to present the detailed Phase 2 information and solicit public input. Future newsletters, public information meetings, numerous neighborhood meetings, and focus groups are planned to help our community make decisions regarding the future transportation network in the greater Madison metropolitan area.

Anyone interested in learning more about the study, or wanting to provide specific input may contact David Trowbridge, the project administrator, at (608) 267-1148 or via e-mail at dtrowbridge@ci.madison.wi.us.

For additional study information, please visit the study's web page: www.transport2020.net

The next public meeting to provide up-to-date study results and solicit community input is scheduled for early 2002. Details about the meeting will be announced in December. Meanwhile, watch your local newspapers for articles related to this important study.