

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. Two committees advise the study sponsors: an Oversight Advisory Committee and a Technical Advisory Committee.

While focusing on a study area at the heart of Madison's heaviest travel corridor, the study will investigate transportation needs in the greater Madison metropolitan area. The study will identify problems to be addressed; define possible alternatives to address the problems; and evaluate various improvement options in terms of costs, benefits, impacts and effectiveness.

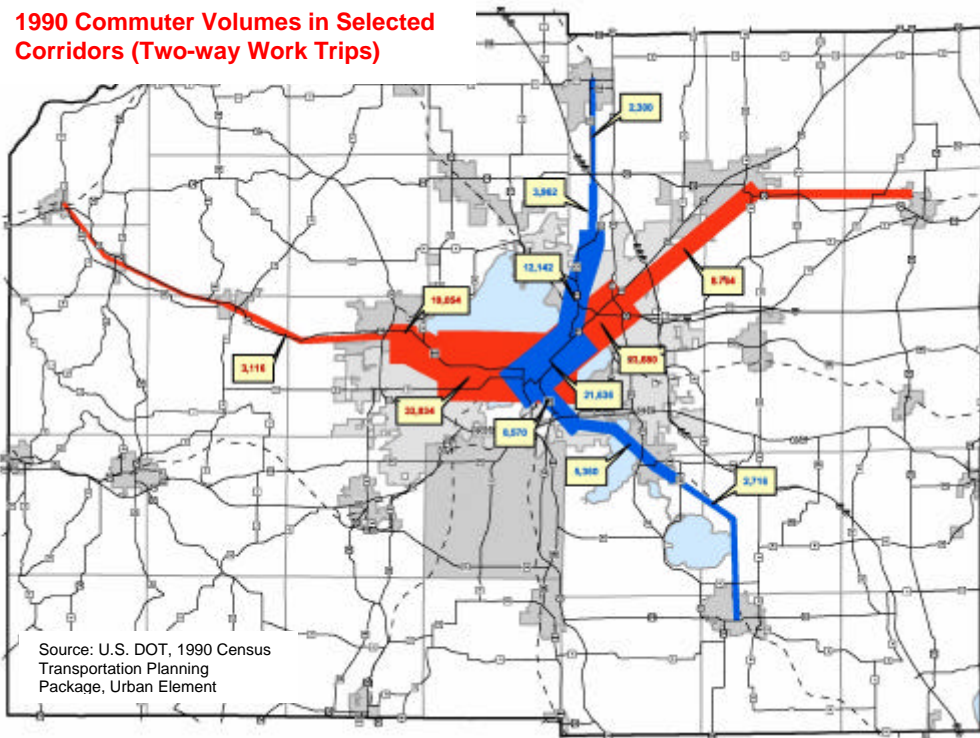
Background

Dane County is experiencing tremendous population growth in recent years, estimated at 16.7% since 1990 by the U.S. Census Bureau. This growth, combined with other factors, puts increased pressure on the region's transportation network. Travel corridors throughout the region are experiencing transportation challenges. In the heart of the greater Madison metropolitan area is Madison's Isthmus, a corridor that has experienced increasing traffic congestion, safety problems, and pedestrian and bicycle challenges. The study will investigate options for improving the transportation capacity of these important regional travel corridors.



See inside for the results of the Oct. 30 public meeting.

1990 Commuter Volumes in Selected Corridors (Two-way Work Trips)



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 for several reasons: 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.

Oversight Advisory Committee

University of Wisconsin
LaMarr Billups
Wisconsin DOT (appointed
by the Governor's office)
Robert Cook
Madison MPO
Alderman Ken Golden
Kristine Euclide
Madison/Dane County
Darlene Horner
City of Madison
Rob Kennedy
Dick Wagner
Ann Falconer
Alderman Warren Onken
Dane County
David Cieslewicz
George Nelson
Supv. Michael Blaska
Supv. Scott McDonell
Wisconsin DOT
Kenneth Leonard
Thomas Carlsen

Technical Advisory Committee

Federal Highway Administration
Dwight McComb
Federal Transit Administration
David Werner
WI Department of Natural
Resources
Michael Friedlander
Larry Bruss
State Historical Society
Rick Bernstein
Wisconsin Dept. of
Transportation
Linda Lovejoy
Douglas Dalton
Michael Rewey
Madison Metropolitan Planning
Org.
Bob McDonald
University of Wisconsin
Lori Kay
Rachel Martin
Dane County
John Norwell
Jeanie Sieling
Todd Violante
City of Madison
Larry Nelson
Sharon Persich
Brad Murphy
Dean Brassler
City of Middleton
Mark Opitz

TRANSPORT 2020 Public Meeting Residents Comment on Study

A crowd of approximately one hundred people attended the first public information meeting for Transport 2020, Transportation Alternatives Analysis for the Dane County/Greater Madison Metropolitan Area. The meeting was held on October 30, 2000 at the Monona Terrace Convention Center.

The purpose of this first public meeting was to present preliminary information and obtain public input on the Corridor and Study Area, Problem Statement, Goals and Objectives of the Study, and preliminary alternatives.

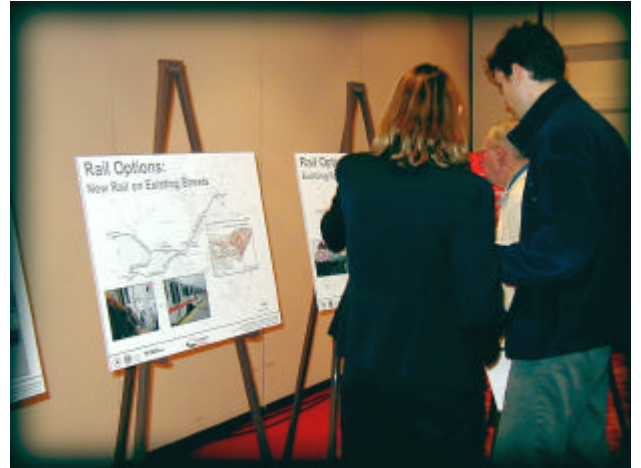
Representatives of the Parsons Brinckerhoff team, as well as WisDOT, Dane County and the City of Madison were available for discussion.

At the meeting, the study team staff introduced the study and proposed study goals, described alternatives to be studied and issues that may be addressed, and explained the proposed public involvement process. Also, there was opportunity for the public to meet one-on-one with study team staff, to ask



Study team staff discussed the study with the attendees.

questions publicly and provide spoken and written comments. Exhibits included the draft problem statement, draft goals and objectives, and maps of possible alternative transportation and land use alternatives. Citizens reviewed exhibit boards with study team staff and there was a brief presentation and discussion. Comments from attendees addressed transit technologies, land use futures, traffic concerns, the potential impact of highway improvements on the region, grade crossing concerns, accessibility for disabled people, and bicycle issues. Comments will be incorporated into the study. The study problem statement is summarized on the page at right, where the goals are presented as well.



Citizens reviewed exhibit boards with study team staff.

Alternatives

The study will include a careful examination of a broad range of transportation alternatives, and a thorough assessment of how these various alternatives address the problems and challenges identified in the study area. The study will also consider transportation improvements in the context of different land use futures, as well as determine what the impacts will be if nothing is done to address these travel challenges.

Transportation alternatives include highway alternatives, bus rapid transit (BRT) and rail alternatives (see maps inside this newsletter). Land use alternatives include:

- *Trend Alternative* (continuation of current development patterns)
- *Local Plans Alternative* (implementation of adopted countywide and local plans)
- *Vision 2020 Alternative* (concentrated activity centers along transportation corridors)

Study Goals

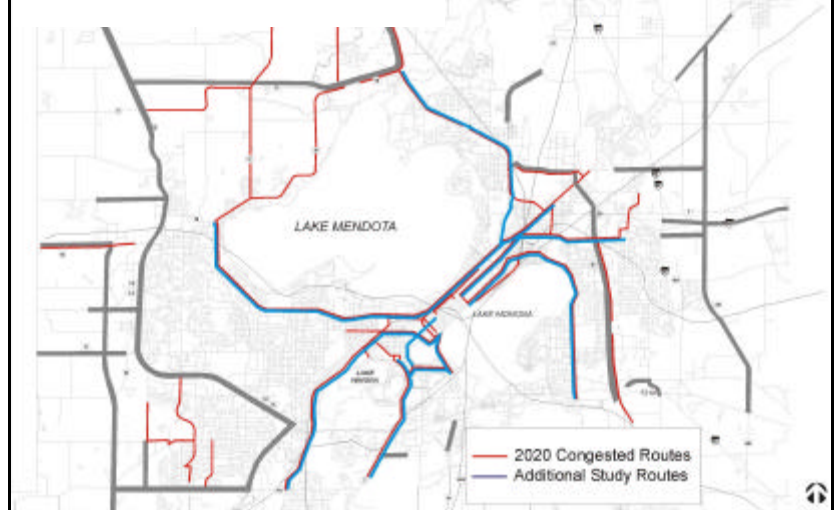
1. Promote efficient land use/development patterns in Madison and Dane County.
2. Improve mobility for people and goods, and provide/enhance transportation choices.
3. Improve and enhance economic development and employment opportunities, and expand access to jobs.
4. Enhance the natural and social environment.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

We're on the web!

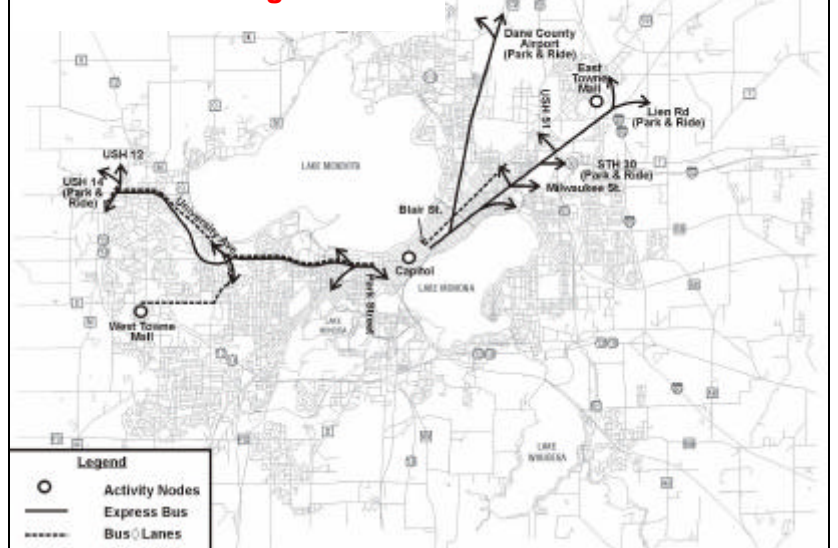
To learn more about the study, read the complete problem statement and the full set of goals and objectives, or to contact the study team, please visit our website:

www.transport2020.net

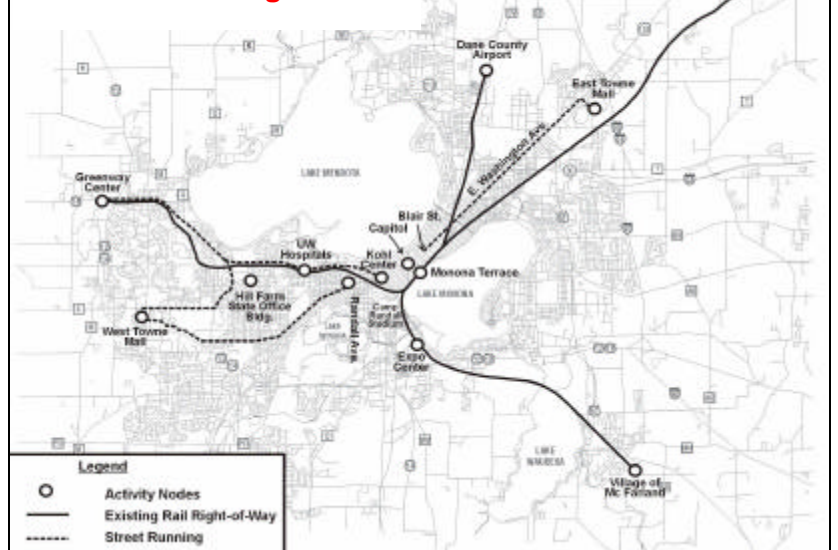
Potential Highway Options



Potential Bus Alignments



Potential Rail Alignments



How can I get involved?

This newsletter is one component of the public involvement efforts. On-going public involvement activities include stakeholder interviews, committee meetings, a study web page, and public information meetings. Please contact us if you or your group is interested in a special meeting.

What areas of Dane County are being studied?

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. Note that the transportation improvements considered in this study could be initial segments for a larger ultimate system in additional corridors to better serve the entire region.

How is Transport 2020 related to High-Speed Rail service between Madison and Milwaukee?

High-speed passenger rail service in the Midwest, including between Madison and Milwaukee, is being examined as part of a separate study, which is investigating the potential for high-speed long distance passenger train service between Chicago, Milwaukee, Madison, and Minneapolis-St. Paul. There will be coordination between the studies and there may be opportunities for joint use of a transit station for the high-speed passenger rail service and service to the Transport 2020 corridor area.

Thank you for your interest in



Your comments are always welcome. Mail your comments to us or contact us via the World Wide Web or by telephone. If you received this newsletter in the mail, you are on our mailing list. 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

Name _____

Organization (if applicable) _____

Address _____

City/State/Zip _____

Phone (optional) _____

E-mail (optional) _____



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

Please contact us...

By mail/phone/fax:
David Trowbridge
City of Madison
Planning & Development
P.O. Box 2985
Madison, WI 53701

Ph (608) 267-1148
Fax (608) 267-8739

Parsons Brinckerhoff, Inc.
(414) 273-6077