

## WE NEED YOUR INPUT ON TRANSPORTATION OPTIONS!

### Public Information Meeting – August 15, 5-8 p.m. at the Alliant Energy Center

Join us August 15 at the Alliant Energy Center to comment on proposed transit alternatives being considered for the Greater Madison Metropolitan Area. This second public information meeting of the Transport 2020 study is an opportunity to comment on and learn more about this important study and the alternatives being analyzed. Share your thoughts on transit technologies, screening analyses, preliminary recommendations regarding which alternatives to study in additional detail, and other matters of concern to you.

#### Transport 2020 Alternatives

While focusing on a study area at the heart of Madison's heaviest travel corridor, the study is investigating transportation needs in the greater Madison metropolitan area. This issue of the Transport 2020 newsletter presents transit options under study, including buses, passenger rail transit, and park-and-ride lots.

The Transport 2020 study for the Dane County/Greater Madison Metropolitan area is sponsored by Dane County, the City of Madison and Wisconsin Department of Transportation.



## Establishing Purpose and Need for Study

An important early study activity was to determine the specific problem(s) that the study alternatives should address. The following summary of the study problem statement and the proposed study goals were presented at the last public meeting, and these goals have been adopted by the study.

### 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, land use ramifications, 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. Improve mobility for people and goods, and provide/enhance transportation choices.
2. Promote efficient land use/development patterns in Madison and Dane County.
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.

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## Phase 1 Alternatives Screening

During Phase 1 of the Transport 2020 study, numerous options were developed to address the "purpose and need" described above. The transit alternatives included a range of improvements from "doing nothing" to new regional bus routes, park-and-ride lots, and passenger rail service. In addition, planned highway widening and other options such as advanced technologies to improve highway operations are also being considered.

Each transit alternative was defined in sufficient detail to determine potential costs, ridership, impacts, and benefits. Using bus, light rail transit (LRT is a medium capacity electric rail technology that can operate on exclusive right-of-way or in mixed traffic on existing streets), and commuter rail transit technologies, the specific transit alternatives analyzed during Phase 1 of the study are as follows:

- *Base Bus: Today's Local Bus System.* Similar to Madison Metro's existing bus systems, this alternative serves as baseline for comparing alternatives.
- *Expanded Bus (TSM): Express/Regional Bus System.* Expanded bus system including express and regional bus routes and a network of park-and-ride lots.
- *Commuter Rail: Starter System.* Commuter rail from Sun Prairie to Greenway Center and from Dane County Regional Airport to McFarland (34 miles and 25 stations).
- *Commuter Rail: Full System.* Commuter rail from Sun Prairie to Greenway Center and from DeForest to Stoughton (51 miles and 28 stations).
- *Street-Running Rail: Starter System.* Light rail transit from East Towne to Prairie Towne Center (18 miles and 27 stations).
- *Hybrid Commuter/Street-Running Rail: Starter System.* Commuter rail from STH 30 to Greenway Center and from Dane County Regional Airport to McFarland (29 miles and 27 stations).
- *Hybrid Commuter/Street-Running Rail: Full System.* Commuter rail from STH 30 to Greenway Center and from DeForest to Stoughton (47 miles and 30 stations).
- *Busway: Starter System.* Exclusive roadway for buses from Sun Prairie to Middleton and from DeForest to McFarland (30 miles and 20 stations).

## Preliminary Recommendation for Phase 2 Alternatives

After considering the relative costs and benefits of the various alternatives, study committees made a preliminary recommendation to advance the first three alternatives to more detailed study (pictured below).

The August public meeting will provide additional information regarding the alternatives, the study process, and the next steps in the study, as well as an opportunity to comment on preliminary recommendations.

### Base Bus: Today's Local Bus System

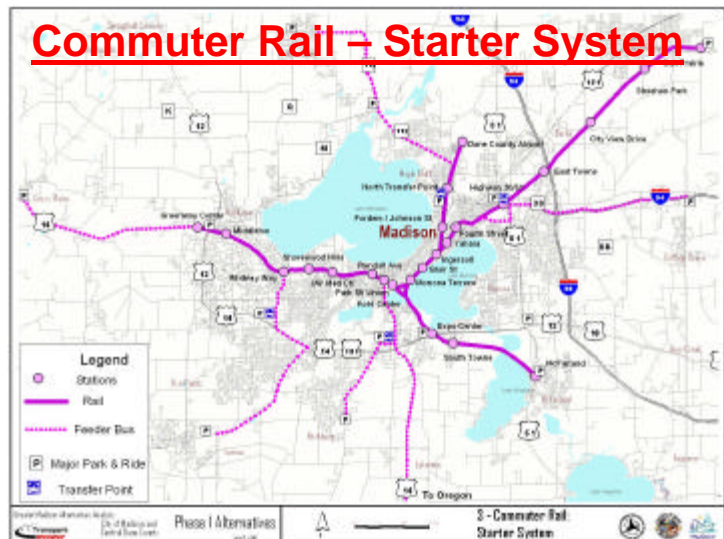
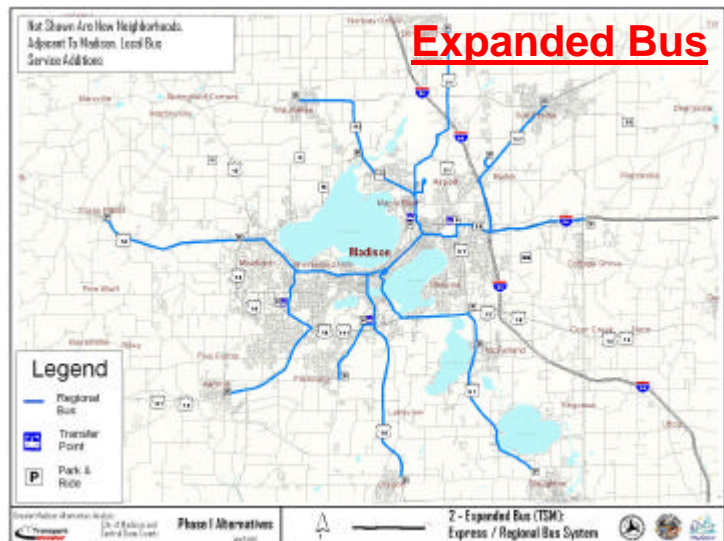
The Base Bus Alternative includes only those transit improvements already planned, approved, and for which financing has been identified. For the Transport 2020 study, this would mean existing bus routes, bus transfer points, and park-and-ride lots. This alternative is a baseline to compare the relative costs, benefits, and impacts of the build alternatives. The Base Bus Alternative is also referred to as the 2020 No-Build alternative.

### Expanded Bus (TSM): Express/Regional Bus System

The Expanded Bus Alternative – also known as the Transportation Systems Management (TSM) alternative – includes low to moderate cost improvements to accomplish study goals. This alternative introduces regional bus routes to better connect the entire region and proposes service improvements to existing Metro routes. The map at right illustrates regional bus routes included in the expanded bus alternative.

### Commuter Rail – Starter System

The commuter rail starter system alternative includes an east-to-west rail route from Sun Prairie to Greenway Center and a north-to-south rail route from Dane County Regional Airport to McFarland for a total route length of 34 miles. The alternative includes 25 potential stations along existing freight railroad rights-of-way. Madison has a rich network of existing railroad rights-of-way, with typically infrequent freight train service at this time, which are being considered for passenger rail service. Four existing rail routes, shown at right, are interconnected in downtown Madison, which would allow for trains and passengers from one line to have through service to downtown Madison and/or transfer to reach destinations on the other lines.



## PUBLIC INFORMATION MEETING

Wednesday, August 15, 2001  
5 to 8 p.m.

Alliant Energy Center  
Room: Mendota 1  
Presentation at 6 p.m.

Please join us and share your thoughts on the Transport 2020 study; you can have an impact on the future of your community. Maps will be presented at the meeting, along with technology illustrations, costs, and ridership forecasts. A presentation of the study status will be made at 6 p.m., followed by an opportunity for general questions and answers. Committee members and staff will be available to answer questions and hear your comments.

### How will land use be incorporated into the study?

The Transport 2020 study is considering transportation options (featured in this newsletter) in the context of different land use futures, as well as determining what the impacts to land use might be if nothing is done. In Phase 2, the study will analyze transportation alternatives using different assumptions regarding future land use to forecast a range of expected costs, benefits, and impacts. The study will use the following land use scenarios:

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

### How does Transport 2020 relate to intercity rail?

A separate study of intercity passenger rail service between Milwaukee and Chicago (as well as other corridors in the Midwest) is underway, and it is anticipated that expanded rail service may be implemented in 2003. Opportunities for joint use of a transit corridor or station for the intercity passenger rail service and the Transport 2020 corridor are being considered.



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And visit the study web site  
for up to date information:

[www.transport2020.net](http://www.transport2020.net)