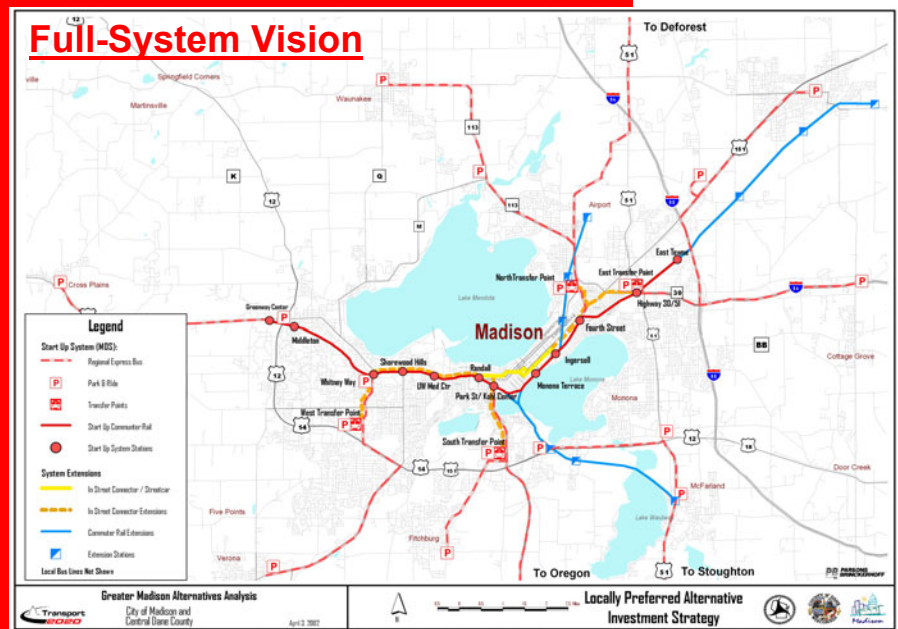
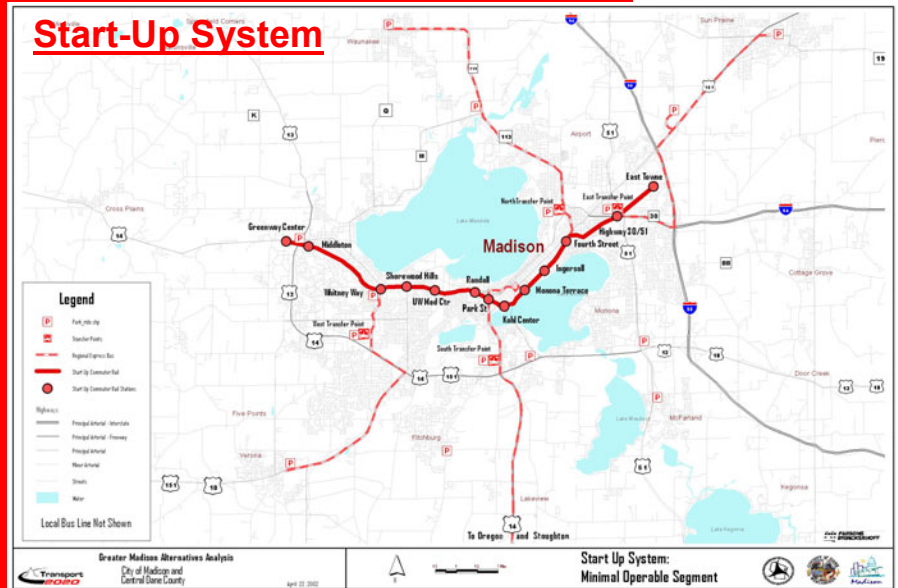


## REGIONAL TRANSIT SYSTEM RECOMMENDED!

The Transport 2020 Oversight Advisory Committee is pleased to propose a new regional transit system (expanded regional bus service, passenger rail service, and park-and-ride lots) to help Madison and Dane County improve mobility and help guide future growth and development in the future. Study participants developed a phased system to supplement and complement existing regional highway and transit networks. The recommended investment strategy includes an initial Start-Up System and a Full-System Vision.

**Start-Up System.** The Initial Start-Up System, the first phase of implementation, combines expanded local and new regional express bus service, park and ride lots, and commuter rail service in the regional core. The Start-Up System is illustrated in the map at right. The transit service would operate every 15 minutes during morning and afternoon peak periods, and every 30 minutes during other times. The system would operate with buses and self-propelled rail passenger cars.

**Full-System Vision.** The regional elements of the Full-System Vision include a network of strategically located park-and-ride lots, expanded regional express bus service, and passenger rail service operating in the most congested areas of Dane County. Bus elements will serve both central Madison and several communities that ring the city. When fully implemented, the Full-System Vision will expand local and express bus service throughout the region, will provide a downtown connector streetcar system linking major downtown activity centers, will expand the initial system of bus park-and-ride lots along major highway routes, and will extend passenger rail service on existing rail lines paralleling highly congested travel corridors.



The sponsoring agencies – Wisconsin Department of Transportation, City of Madison, and Dane County – recommended this Full-System Vision to be implemented in stages over the next 20 years (see map). With future extensions and modifications over time to the areas served, all Dane County communities will have the opportunity to enjoy the transportation and land use advantages offered by the Full-System Vision.

## NEW TRANSIT GOVERNANCE STRUCTURE RECOMMENDED

The Transport 2020 recommendation anticipates the need for a new governing structure for transit in the Madison and Dane County area. It calls for the creation of a public transit authority composed of representatives of the involved governmental entities that might fund this regional system. The Transport 2020 Oversight Advisory Committee (OAC) recommends the immediate creation of an implementation task force to facilitate continued progress towards creating this exciting new system.

## REGIONAL GOALS MET BY RECOMMENDED SYSTEM

Five regional goals were identified by stakeholders, the general public, and the advisory committees during the initial evaluation phase of Transport 2020. The recommended system for the Madison and Dane County communities addresses these goals, which are critical to ensure that the high quality of life currently enjoyed by Madison and Dane County residents is maintained and enhanced. The goals guiding the Transport 2020 process are:

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

These goals are met with the recommended system through its mobility improvements, travel time benefits, and development/redevelopment benefits, especially at and near station locations. In terms of land use impacts, approximately 2,200 jobs are estimated to be gained within station areas under the Full-System Vision and property values in the areas around commuter rail stations are estimated to increase by \$26 million to \$132 million-or about 16 percent higher than would otherwise occur without Transport 2020.

## SERVICE OF RECOMMENDED SYSTEM

The recommended Transport 2020 service would operate seven days per week, with varying levels of service on the different transit modes.

### Operation

The recommended hours of operation would be 6:00 a.m. to 11:00 p.m. for the express regional bus, the commuter rail, and the electric streetcar components. Local bus routes would be designed to enhance current service and complement the new transit modes.

The recommended frequency of service would be every 30 minutes from 6:00 a.m. to 9:00 a.m. and 3:00 p.m. to 6:00 p.m. for express regional bus service. Commuter rail would operate every 15 minutes during those same hours. During other hours of operation, express regional bus would run every 60 minutes, while commuter rail service would run every 30 minutes. The electric streetcar would operate similarly to the local bus service.

### Fares

The full one-way fare to use the Transport 2020 transit system is assumed to be \$1.50, or about the same fare currently charged for Madison Metro. Transfers between the different modes would be free and the use of park-and-ride facilities are also assumed to be free. Discounts would continue as currently implemented with monthly commuter passes, for example, costing the typical work commuter an average of \$0.80 per ride.

### Travel Time

The following table gives the estimated travel times by automobile and by the recommended system for four origin/destination combinations.

Mode	Middleton to UW	Sun Prairie to Monona Terrace	South Madison to Capital Square	Northport Dr. to Capital Square
Auto	21 min.	25 min.	13 min.	19 min.
Transport 2020	18 min.	31 min.	17 min.	18 min.

Note: Travel time includes a transfer from a park-and-ride lot.

## Ridership

Area residents are projected to make approximately 56,600 daily trips on the Start-Up System by 2020. This is nearly double current ridership in the Madison metropolitan area. In 2000, Madison Metro riders made approximately 31,500 average weekday trips. The projected ridership of 56,600 daily trips may be considered a conservative estimate because rail-attractiveness factors and special event riders were not explicitly considered in the technical analyses.

## TOTAL COSTS OF THE RECOMMENDED SYSTEM

The estimated costs of the Transport 2020 system discussed below include construction costs (a.k.a. capital costs) and the ongoing costs associated with operations and maintenance of the system. All cost estimates are expressed in year 2000 dollars.

### Capital Costs

Development of the Transport 2020 Start-Up System would cost approximately \$242 million in capital expenditures. This estimate includes all elements of the recommended system, including the expansion of bus services, purchase and development of park-and-ride lots, and the complete costs of the initial commuter rail system. Capital costs include such items as:

- Track and guideway
- Bridges (as needed)
- Yard and shop, operations center
- Power and signalization equipment
- Street crossing protection
- Stations and parking lots
- Real estate
- Transit vehicles

The Transport 2020 Full-System Vision would cost \$331 million in capital expenditures. However, these estimates do not include the capital costs associated with the proposed streetcar system. In addition these estimates do assume the implementation of high-speed intercity passenger rail service in some of the rail corridors being planned for Transport 2020 commuter rail service, which may affect the commuter rail cost estimates.

### Operating and Maintenance Costs

Operating and maintaining the Start-Up System would cost about \$39 million annually or about

\$10 million more than existing Madison Metro transit and paratransit services. Operating and maintenance costs include such items as:

- System operators (new system and existing bus)
- Propulsion power
- Maintenance crews
- Administrative and management staff
- Station and lot maintenance
- Materials and supplies
- Insurance and other costs

The Transport 2020 Full-System Vision would require an annual operating expenditure of around \$50 million (\$20 million more than the operation of the existing system). Similar to the capital cost estimates, the operating costs do not include the costs associated with the proposed streetcar system.

## FINANCING THE RECOMMENDED SYSTEM

The financing package to create this system has not yet been determined. However, as part of the evaluation of alternatives, Transport 2020 developed a general financing plan for purposes of initial community discussion. The financing plan outlines how the recommended system could be funded using a combination of federal, state, and local funding sources.

### Funding of Capital Costs

Capital costs could be distributed as follows:

- Federal: 50%
- State: 25%
- Local: 25%

The assumed federal share of 50 percent reflects current Federal Transit Administration policies and practices. Currently, the state has no program in place to fund capital projects like the one being proposed by Transport 2020; therefore, a new state transit capital funding program would need to be established if the assumed state share of 25 percent is to be achieved.

### Funding of Operating/Maintenance Costs

Operating and maintenance funding responsibilities are assumed to be allocated as follows:

- Farebox: 20% (assumes current recovery ratio)
- State: 42% (approximate current state share of local transit operating expenses)
- Local: 38%

### Local Financing Possibilities

The advisory committees recommended that local contributions to Transport 2020 (see inside for a discussion of costs and financing) be shared among the region's local governments based upon the benefits provided to each local community. The advisory committees also proposed that the following menu of potential new sources of local revenue be explored:

- County-wide sales tax
- Parking revenues dedicated to transit
- Business Improvement District (BID)
- Tax Incremental Financing (TIF) districts
- Other special assessments
- Up-front transit funding from major local agencies with high transit use
- Revenue from sporting events
- Vehicle registration fees or wheel tax
- Mitigation programs for parallel highway construction/congestion
- Visitor-targeted fees, such as on hotels, auto rentals, entertainment, or other tourist fees.

### NEXT STEPS IN THE PROCESS TO IMPLEMENT TRANSPORT 2020

Now that the Transport 2020 evaluation process and final report have been completed, the following steps lie ahead for Madison, Dane County, and the other Transport 2020 study partners:

1. **Resolutions to move forward:** Acceptance by local governments of the Transport 2020 Final Report and its recommendations, and the forthcoming engineering and environmental processes.
2. **Funding:** Consensus on potential funding sources for the system, including levels of participation.
3. **Governance and operation:** Consensus on the ownership and operation of the proposed system.
4. **Applications for funding:** Application to the State of Wisconsin and the Federal Transit Administration for funding of the next phase of analysis and also for future funding needed to implement Transport 2020.



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including study reports:

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