



Transport 2020

studynews

APRIL 2006

Study team kicks off second phase



In 2002, Transport 2020 recommended transit improvements to sustain growth and enhance mobility while preserving Madison's unique environmental assets and neighborhood livability.

madison and Dane County are growing communities whose residents enjoy a nationally recognized high quality of life. In 2002, the county and city completed the first phase of a transportation improvement study called Transport 2020. After analyzing a range of transportation options for the region and talking with hundreds of area residents, business people and elected officials, Transport 2020 recommended a long-term vision to sustain growth and enhance mobility for Madison-area citizens while preserving the area's unique environmental assets and neighborhood livability.

This multi-modal "full system" includes electric streetcars, enhanced bus service, commuter park-and-ride lots and a commuter rail system to move workers, shoppers, students and others through the Isthmus conveniently, safely and efficiently while slowing growth in traffic congestion.

The second phase of the Transport 2020 study is now under way. Building on Phase 1 results, this study — called the Draft Environmental Impact Statement (DEIS) phase — will complete a more detailed analysis of the proposed start-up

continued on **2**

Please attend the Transport 2020 initial public meeting

The first major opportunity for the public to learn details about the Transport 2020 study and to submit comments will take place at a public meeting scheduled for:

**Wednesday, April 26, 2006
at Monona Terrace
from 5 to 8 p.m.,
with a presentation at 6 p.m.**

The meeting will identify stakeholders' issues and concerns early in the study. All interested or affected residents, property owners, civic and community leaders, business owners, transit users and other community members are encouraged to attend this open house to learn more about the project, and most importantly, to provide feedback and comments. The meeting location is fully accessible.

Study contact information

David M. Trowbridge, AICP
Transport 2020 Project Manager
(608) 267-1148 ext. 207
e-mail: dtrowbridge@cityofmadison.com

in this issue

1

Study team
kicks off second
phase

2

Transit will
support region's
plans
FAQs

3

Phase 2 will
determine costs,
benefits, impacts
Study map

4

Study timeline
Meeting
invitation

FAQs about the study process

How does Transport 2020 relate to the Madison streetcar study?

The two studies, being undertaken concurrently, arose from the full system recommended by the first phase of Transport 2020. The streetcar system will be designed to initially serve local transit markets (mostly shorter trips), and can be integrated with the commuter transit system undergoing analysis by this study.

What happens when the study is completed?

When the Locally Preferred Alternative (LPA) is selected, local jurisdictions may apply for federal funding to begin implementing the new service. Reports and other products created during the study will meet all guidelines for the federal "New Starts" program, which provides funding for major transit improvements and could be a main source of money for a locally preferred transit project.

Who makes the final decision about the LPA?

The Transport 2020 Implementation Task Force will make a recommendation based on operations and environmental analyses, with particular emphasis placed on the results of the study's public participation activities. Local government recommendations will need to be approved by resolution.

Transit will support region's plan

The Greater Madison Metropolitan Area is growing faster than any other metropolitan area in Wisconsin.

Between 2000 and 2004 alone, the region gained 30,000 residents, according to the U.S. Census Bureau. As the region continues to expand — the state forecasts a 22 percent increase in population in the next 20 years for Dane County — growth management, traffic congestion, safety and job creation will become increasingly crucial issues. In numerous plans, citizens and officials have expressed concerns about preserving the region's high quality of life and balancing transportation efficiency with economic development and protection of neighborhoods and natural resources.

In the past two decades, several studies have identified high-capacity public transit improvements as a critical part of maintaining a desirable transportation system for the region. The first phase of the Transport

2020 study, which ended in 2002, combined technical analysis and public participation to examine numerous alternatives for the future of transportation in Madison and Dane County, from street and highway expansion to improved rail and bus services.

After evaluating alternatives in terms of cost, projected use, environmental and social impacts, and their contributions to meeting community development goals, the study recommended a "locally preferred alternative," or LPA, which is a multi-modal system consisting of commuter rail, electric streetcars, express bus service, park-and-ride lots, and improvements to local bus service. The LPA, which would be implemented over several decades, was endorsed by the City of Madison, Dane County, and the Madison Area Metropolitan Planning Organization and is expected to advance the region's transportation, economic development and growth management goals.

continued from **1**

system, particularly a 13-mile-long commuter rail line using an existing railroad corridor between the City of Middleton and the East Towne Mall area of Madison. Other routes in the study area also will be considered. Transit service could be provided to the Village of Shorewood Hills, the University of Wisconsin campus, the Capitol, and the employment, shopping and entertainment areas in downtown Madison, as well as other potential lines in the study area.

This newsletter — the first of three to be published over the next year — includes details on study schedule, proposed routes and technologies, and more sources of infor-

This study will complete a detailed analysis of the proposed start-up system, particularly a 13-mile-long commuter rail line between the City of Middleton and the East Towne Mall area of Madison.

mation. Because a high level of public participation is necessary to ensure that Madison's future transportation system will meet the needs of all its users, please find out how you can get involved. See the back page of this newsletter for information about a public meeting for the study, scheduled April 26. We want to hear what's important to you!

Phase 2 will determine costs, benefits, impacts

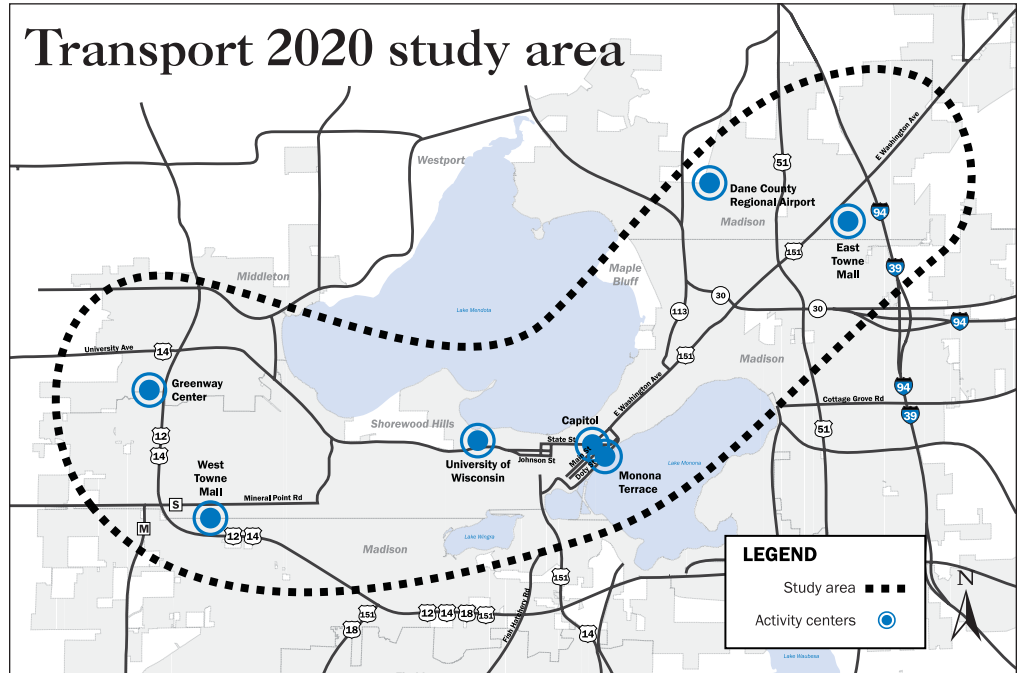
during the Draft Environmental Impact Statement (DEIS) phase, the study team will refine the details of the initial start-up transit system. The study area reaches east from the City of Middleton to the Sun Prairie city limits, and south from Lake Mendota to the Beltline. The focal point of Phase 2 is a 13-mile-long rail corridor connecting Greenway Station in Middleton, Shorewood Hills, the UW Campus, Downtown Madison and East Towne Mall, as well as other potential lines in the study area. Almost two-thirds of the county's population lives in the study area, and 80 percent work there. It also includes many of the region's largest cultural and special events destinations. The unique geography of the Isthmus creates a natural transit corridor.

What the DEIS will accomplish

The 16-month DEIS study will focus on locations for transit stations, bus stops and park-and-ride lots; detailed operating plans for the system and vehicle options along with funding and management mechanisms. This phase will include detailed analyses of the system's expected impacts on traffic movement, the environment, noise, community development and safety.

In particular, the DEIS phase will:

- Review previous planning studies to focus on technical details regarding potential routes, operations, impact analyses and costs, as well as the results of earlier public participation activities to identify issues of importance and concern to stakeholders.



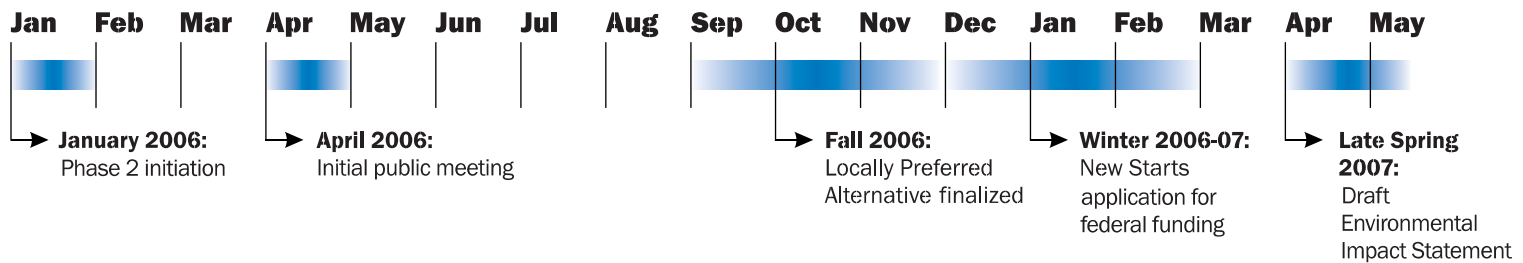
- Document the purpose for transit improvements; existing and future transportation problems in the corridor; the desired development and redevelopment scenarios for the region; and goals and objectives for those transportation improvements.
 - estimated capital and operating costs
 - their effects on transportation in the Madison area
 - the region's financial capacity to construct and operate the system
 - impacts on Dane County's land use and economy
- Define alternative transportation improvements, including the Locally Preferred Alternative from Phase 1 and several variations of it. Descriptions of the alternatives will include conceptual engineering, station and stop location and design, vehicle options, projected ridership and complete operating plans with travel speeds and times, number of vehicles, integration with existing freight rail operations, bus transit and road traffic.
- Evaluate alternatives in terms of:
 - social, economic and environmental impacts
- Complete a DEIS to formally summarize all relevant analyses in the framework required by the federal government.

At the conclusion of the DEIS phase of the Transport 2020 study, Madison and Dane County residents, decision makers and other stakeholders will have a clear picture of the future of transportation in the region, including the costs, benefits and impacts of investing in an expanded transit system. Furthermore, the region will be well positioned to act on implementing this long-range vision.

Timeline of study milestones

2006

2007



Transport 2020 Study
 10 East Doty St.
 Suite 615
 Madison, WI 53703

YOU'RE INVITED!

Transport 2020: Initial Public Meeting

Date: Wednesday, April 26, 2006

Time: 5 to 8 p.m., with a presentation at 6 p.m.

Place: Monona Terrace, One John Nolen Drive, Madison, WI

The meeting will identify stakeholders' issues and concerns.

Please attend this open house to learn more about the study and provide feedback and comments.

Monona Terrace is accessible via several Madison Metro bus routes and the Lake Monona bike and pedestrian path. If you need an interpreter, materials in alternate formats, or other accommodations to access this public meeting, please contact the City of Madison, Department of Planning and Development at (608) 266-4635 / (608) 266-4747 (TTY). Please do so at least 48 hours prior to the meeting so that the proper arrangements can be made.