

2009-2013 Transit Development Plan for the Madison Urban Area

Summary Information

Introduction

An update of the Transit Development Plan (TDP) for the Madison Urban Area is in progress and will be completed in the first half of 2009. The TDP is a strategic plan and transit improvement and budgeting guide to identify the near-term direction of the transit system. Issues covered include vehicle needs/acquisition, bus and other transit service improvements, facility improvements, marketing and customer information programs, and the coordination of transit and land use planning. MPO staff prepares the TDP with assistance from Metro Transit staff. The TDP is adopted by the MPO Policy Board and the City of Madison. The TDP is developed within the overall framework of the regional long-range transportation plan, *Regional Transportation 2030 for the Madison Metropolitan Area & Dane County*, adopted in November 2006.

Related Plans and Studies

There are several related currently ongoing or recently completed studies and plans. The Transport 2020 (East-West Transit Corridor) Study is analyzing potential fixed-guideway transit service. The initial phase of the study resulted in a recommendation for rail transit service in the existing rail corridor between the City of Middleton and an area southwest of the City of Sun Prairie with complementary express bus service. Federal funding must be secured and new local transit financing and governance mechanisms put in place before the project could be initiated. The City of Madison's Ad Hoc Long-Range Transit Planning Committee recently released a report with recommendations that focused on short- and long-term solutions for addressing Metro Transit's funding needs. MPO staff recently completed the *Coordinated Public Transit – Human Services Transportation Plan for Dane County* with assistance from Dane County Department of Human Services staff. The federally required plan focuses on services for the elderly, persons with disabilities, and low-income workers. It assesses the transportation needs of these population groups and identifies strategies and activities to address these needs and improve coordination and overall efficiency in service delivery. Also, the Wisconsin Department of Transportation is currently conducting a management performance audit of Metro Transit. State law requires that these audits be done every five years for transit systems receiving state aid. The audit assesses the transit system's performance primarily from a cost efficiency standpoint and makes recommendations to improve management and performance.

Scope of Work

The TDP focuses primarily on Metro Transit's fixed-route bus system and other public transit services. It includes an evaluation of current transit services and identification of unmet needs and service coordination issues, and makes recommendations for transit service modifications and improvements. The plan also makes recommendations related to paratransit service, vehicles and transit facilities, funding/fares, TDM, marketing/customer service & information, and service coordination and planning.

Preparation of the plan will include the following tasks:

- Update of Metro Transit's Service Design and Performance Standards;
- Analysis of area land use patterns, including in particular recent and anticipated near-term development and major transit trip generators;

- Analysis of travel behavior and patterns, including those of current Metro Transit passengers;
- Evaluation of current Metro Transit route services in comparison to the updated service design and performance standards; and
- Identification of other strategies and activities to improve the coordination and effectiveness of Metro and other transit services.

Planning Process

MPO staff is creating a Review Group to guide development of the plan. The Review Group will include Metro Transit and City of Madison Planning staff, the Dane County Department of Human Services Specialized Transportation Manager, representatives from the Wisconsin Department of Transportation, City of Madison Transit & Parking Commission (TPC), and Contracted Services Oversight Subcommittee (CSOS), and perhaps others. Briefings will be scheduled to provide information and receive input from the MPO Policy Board and advisory committees, TPC, CSOS, other local transit commissions, and interested organizations such as the Madison Area Bus Advocates. Information and draft chapters of the TDP will be posted on the MPO's website as they are completed.

For More Information

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