

## APPENDIX C

# Transit-Related Goals

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### Introduction

No new goals were adopted as part of this 2023–2027 Transit Development Program (TDP). Most of the local jurisdictions in the planning area have adopted transit-related goals, policies, objectives, and/or other relevant programs and initiatives in their comprehensive plans or other plans. These locally-adopted transit-related goals etc. are listed below for reference, and to ensure that the various levels of support for and interest in the provision of transit in each community are reflected in this TDP’s recommendations for each service area. That is, while multiple cities and villages contract with Metro for service or provide their own transit service(s), the goals which each community is trying to accomplish with the provision of transit service vary by community, and the type and level of transit service provided to each community should vary accordingly.

Many area communities have included goals or other provisions in their comprehensive plans which relate to or call for the development of complete street networks, the discouragement or prohibition of new cul-de-sac street systems, allowing or requiring transit-oriented-development through zoning and land use permitting, and other design features which improve walkability and ultimately the provision of efficient and effective transit service. These goals and other provisions are not included in this appendix, as they relate to land use and the design of roads and non-motorized networks and are beyond the scope of a TDP. Transit-Oriented Development and the Transportation-Land Use Connection are discussed in Chapter 5, with links to references and further information on the topic.

The plans quoted below are organized first by geographic scope, with the Capital Area Regional Planning Commission’s A Greater Madison Vision and Regional Development Framework 2050, the Greater Madison MPO’s Connect Greater Madison Regional Transportation Plan 2050, Bus Stop Amenities Study, and

Coordinated Public Transit – Human Services Transportation Plan listed first, as documents with regional significance. Dane County’s Comprehensive Plan is listed next, followed by relevant City of Madison plans, and then (in alphabetical order by community name) by plans adopted by cities and villages. Where the document is available on-line, a link to its location is provided. Since each document has its own unique organization and formatting, the formatting of the quoted text below varies from source plan to source plan, although some standardization has been achieved through use of consistent headings and fonts to improve readability.

### Regional Development Framework 2050<sup>1</sup>

1. Reduce greenhouse gas emissions and foster community climate resilience
2. Increase access to jobs, housing, and services for all people
3. Conserve farmland, water resources, natural areas, and fiscal resources

### A Greater Madison Vision<sup>2</sup>

- Advocate for a Regional Transit Authority to secure transit system funding.
- Ensure equitable and inclusive transit planning to ensure a regional transit system increases transportation access for low-income persons to jobs and resources.

### Connect Greater Madison 2050 Regional Transportation Plan<sup>3</sup>

In 2015 the MPO teamed up with the Capital Area Regional Planning Commission (CARPC) to conduct the Greater Madison Region Values and Priorities Survey to determine the values and priorities of area residents to ensure that planning decisions speak to and correspond with the desires of the region’s residents. This extensive public engagement process informed the development

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1 <https://www.capitalarearpc.org/community-regional-development/regional-development-plan-update/>.

2 <https://www.capitalarearpc.org/wp-content/uploads/2023/10/AGMV-Survey-Results-Summary.pdf>.

3 <https://www.greatermadisonmpo.org/planning/RegionalTransportationPlan2050.cfm>.

of a set of goals that represent overarching aspirational statements about desired vision for the region that was established in preceding regional transportation plan, The Regional Transportation Plan 2050: Charting Our Course. A public survey conducted in spring 2021 showed continued support for the existing goals<sup>2</sup>, which form the foundation for the remainder of the plan.

### GOAL 1: LIVABLE COMMUNITIES

Create connected livable places linked to jobs, services, education, retail, and recreation through a multimodal transportation system that supports compact development patterns, increasing the viability of walking, bicycling, and public transit.

### GOAL 2: SAFETY

Ensure that the transportation system enables all people to get to where they need to go safely with an emphasis on enhanced protection for vulnerable roadway users through use of a safe systems approach, thereby helping to achieve the long-term goal of eliminating fatal and serious traffic injuries.

### GOAL 3: PROSPERITY

Build and maintain a transportation system that provides people with affordable access to jobs, enables the efficient movement of goods and services within the region and beyond, and supports and attracts diverse residents and businesses, creating a shared prosperity that provides economic opportunities for all.

### GOAL 4: EQUITY

Provide convenient, affordable transportation options that enable all people, regardless of age, ability, race, ethnicity, or income, to access jobs, services, and other destinations to meet their daily needs; engage traditionally underrepresented groups; and ensure that the benefits of the regional transportation system are fairly distributed, taking into consideration current inequities resulting from past decisions, and that environmental justice populations are not disproportionately impacted.

### GOAL 5: ENVIRONMENTAL SUSTAINABILITY

Minimize transportation-related greenhouse gas emissions that contribute to global climate change; avoid, minimize, and mitigate the environmental impacts of the transportation system on the natural environment and historic and cultural resources; and design and maintain a transportation system that is resilient in the face of climate change.

### GOAL 6: SYSTEM PERFORMANCE

Maximize the investment made in the existing transportation system by maintaining it in a state of good repair and harnessing technological advances; promote compact development and travel demand management to minimize the need for new roadway lane-miles and maximize mobility options; and manage the system to maximize efficiency and reliability.

### Bus Stop Amenities Study<sup>4</sup>

Recommended Bus Stop Amenities by Density.

	Downtown & Campus	Mixed Use & Regional Destination	Single Use & Suburban
Sign	All	All	All
Platform & Schedule*	All	All	All
Bench & Schedule	75	35	20
Shelter	100	50	30
Garbage	100	75	50
System Information	500	250	125
Fare Equipment	750	350	250
Art & Place-making Features	850	450	250
Charging Stations	1,000	750	250
Heating	1,000	750	250

See Appendix A of this Transit Development Plan for revisions to Recommended Bus Stop Amenities.

<sup>4</sup> <https://www.greatermadisonmpo.org/planning/documents/BusStopAmenitiesStudy.pdf>.

# Coordinated Public Transit – Human Services Transportation Plan for Dane County

Strategies to Address Financial Needs	
Funding for Service Providers	Pursue additional funding strategies to support increased service needs
	Establish a regional transit authority with a dedicated funding source
Affordability for Users	Continue to provide financial assistance for low-income families, veterans, homeless individuals, and paratransit eligible clients who also ride fixed-route buses
	Continue to support employee transportation assistance programs
	Continue to provide financial assistance for low-income individuals to purchase or repair a vehicle for employment transportation where public transportation is not available to meet need
Strategies to Address Coordination, Education, and Outreach Needs	
Mobility Management	Continue to support Dane County One-Call Center
	Continue to support Metro Paratransit in-person assessments
Rider Education	Continue to support travel and mobility training programs
Outreach	Improve information on available resources
	Convene regular meetings to discuss coordination needs
	Seek greater stakeholder involvement in the coordination process, particularly from education and healthcare providers and residential care facilities
Strategies to Address Service Needs	
Service	Expand public transit service area, hours, and frequency
	New regional fixed-route bus service
	Develop Bus Rapid Transit (BRT) service
	Additional scheduled group transportation service
	Continue and increase transportation to work options
	Continue to provide mileage reimbursement for RSVP drivers
	Expanded and increase shared-ride taxi services
Strategies for Addressing Vehicle Needs	
Vehicles	Replace vehicles as necessary
	Add accessible vehicles for eligible shared-ride taxi systems
	Add accessible vehicles for eligible non-profits without duplicating existing transportation services in
	Investigate feasibility of creating a vehicle pool to allow a greater availability of affordable, accessible vehicles for non-profit organizations and agencies
	Investigate feasibility of creating county-wide driver training opportunities
Strategies to Address Infrastructure Needs	
Amenities	Improve amenities at bus stops, including concrete boarding platforms, shelters, benches and audible signals where needed
	Improve pedestrian access to bus stops
	Implement Metro Transit Bus Stop Amenities Study
Facilities	Add a satellite bus storage facility
Strategies to Address Technology Needs	
Technology	Develop real-time information for specialized transportation services
	Maintain and add software and applications to assist with scheduling, routing, dispatching, mandatory data collection, and similar tasks

## Dane County Climate Action Plan<sup>5</sup>

Policy 3. Near-term Policy Goal: 50% of transit buses are converted to ELC [electric] by 2035.<sup>6</sup>

## Dane County Comprehensive Plan<sup>7</sup>

### Overall Transportation

#### Goals

1. Provide an integrated, efficient and economical transportation system that affords mobility, convenience and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.
2. Provide an accessible, integrated and well-maintained multi-modal transportation network that provides for the movement of people and goods in a safe and efficient manner.
3. Coordinate land use and transportation plans and decisions to ensure that transportation facilities are compatible with planned development.
4. Ensure that future transportation planning examines the full range of costs associated with infrastructure improvements and programs, including indirect, external, and opportunity costs.
5. Reduce transportation's contribution of greenhouse gases that contribute to climate change.

#### Supporting Objectives

A. Increase mode choices while enhancing and preserving the character and livability of neighborhoods where transportation facilities are located.

E. Develop and implement programs, working with towns, cities and villages, as necessary, to ensure that developers consistently share responsibility for the transportation infrastructure costs of new development.

#### Policies & Programs

1. Promote a coordinated planning approach to address the interrelated nature of transportation issues and ensure an integrated and well maintained multimodal transportation network, by pursuing the following key concepts:

A. Growth Area and Activity Center Linkage:

Seek to maintain mobility and accessibility options throughout the region by continuing the interconnection of major activity centers within the Madison area and between Dane County's growth centers with a system of arterial and collector roadways, while providing for the connection of these same centers with express bus service and possible future rail service.

B. Balanced Transportation:

Strive to increase travel reliance on transit, carpooling and other travel options such as bicycling and walking, and trip reduction. This reduces the demand on the roadway network and provides mobility choices for those who wish to use other modes of travel rather than an automobile or who do not have access to an automobile.

C. Traffic Accommodation:

Continue to accept somewhat higher traffic congestion levels, particularly during the peak hours. This is intended as a means of encouraging travel during off-peak periods, greater use of transit and carpooling, and lessening the need for expanding streets and roadways. Techniques of traffic engineering and safety improvements make existing streets and roadways more efficient in moving traffic. Higher mobility levels are also maintained on some key circumferential routes (the Beltline and Interstate) to ensure efficient movement of people and goods through the region.

2. Promote multi-modal uses along transportation and utility corridors and new transportation options.

A. Make sure county-funded highway and other transportation improvements and plans take into account the needs of farmers, bicyclists, and other uses.

### Transit & Public Transportation

#### Goals

1. Expand transit services in a manner to achieve an increasing proportion of total trips by transit.
2. Ensure that Dane County has a well functioning paratransit service for people with disabilities and

<sup>5</sup> <https://daneclimateaction.org/documents/CAP-2020/Dane-Co-Climate-Action-Plan-202004-web.pdf>.

<sup>6</sup> This policy goal pre-dates the City of Madison's newer, more ambitious goal of having a 100% renewable energy powered/ carbon neutral fleet by 2030. <https://www.cityofmadison.com/metro/routes-schedules/metroforward-unveiled>.

<sup>7</sup> <https://daneplan.org/documents/pdf/Plan/Ch3-Transportation.pdf>.

- make all transit services as accessible as reasonably possible.
- 3. Develop a regional transit authority.
- 4. Recognize and promote the economic benefit of transit-oriented development.

### Supporting Objectives

- A. Explore potential to expand commuter bus/van services to serve more Dane County communities.
- B. Develop express commuter transit and vanpool services to and from the central Madison area and other major activity centers from outlying villages and cities, including park and ride lots along major travel corridors, and at transit system transfer points.
- C. Identify and maintain existing easements for rail/transit corridors; and obtain easements for future rail/transit corridors.

### Policies & Programs

- 1. Support and maintain the current transit system while moving toward an expanded and more comprehensive transit system.
- A. Continue efforts to improve transit service to all shopping and commercial areas.
- B. Expand commuter transit and/or vanpool and car-pool services from outlying villages and cities.
- C. Expand, enhance and promote alternative transportation options such as the Madison Area Metropolitan Planning Organization’s regional carpool, or community-owned car options, so that residents have better access to jobs.
- D. Encourage the use of incentives to increase individual transit usage.
- E. Provide county incentives to foster community participation in a regional bus system.
- F. Conduct a comprehensive analysis to determine the most appropriate model for some sort of regional transit and/or transportation organization (i.e. transit authority).

- G. Encourage progressive addition of regional and express service to the existing Madison Metro bus system.
- H. Support intercity transit services, (bus and rail), and co-location of intercity, local transit multi-modal terminals in central Madison. Make sure all terminals have convenient connections to urban transit services and taxis, and improve access to major intermodal facilities such as Dane County Regional Airport.

- I. Support improved transit and specialized transportation systems outside the Madison Metro service area.
  - (1) Encourage the creation of more shared-ride taxi systems for local transit service.
  - (2) Improve specialized transportation services, especially for persons with disabilities.
- 2. Encourage land use and location of development to support and serve increased transit use.
- 3. Improve coordination of service among the various providers of specialized transportation service and information.
- 4. Inventory transit stops for compliance with the Americans with Disabilities Act (ADA) and coordinate with municipal street departments in scheduling improvements to bring them into compliance with ADA.
- 5. Implement seamless transfers between transit modes (for example one fare/pass).

## City of Madison Comprehensive Plan<sup>8</sup>

### Land Use and Transportation

Goal: Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.

### STRATEGIES

- 1. Improve transit service, especially to peripheral employment and residential locations, with a focus on reducing the travel time for transit dependent populations.
- 2. Implement bus rapid transit (BRT) to improve travel times, enhance reliability, and increase ridership.
- 3. Ensure all populations benefit from the City’s transportation investments.

<sup>8</sup> <https://www.cityofmadison.com/dpced/planning/comprehensive-plan/3894/>.

4. Improve access to transit service to nearby cities, such as Milwaukee, Chicago, and Minneapolis.
5. Concentrate the highest intensity development along transit corridors, downtown, and at Activity Centers.
6. Facilitate compact growth to reduce the development of farmland.
7. Maintain downtown Madison as a major activity center for the region while improving access and inclusivity.
8. Expand and improve the city's pedestrian and bicycle networks to enable safe and convenient active transportation.
9. Implement new technologies to more efficiently use existing transportation infrastructure.

## Madison in Motion<sup>9</sup>

### Eight Primary Goals



### Transit: Policy & Best Practice Recommendations

- i. Continue to utilize cost effective technologies that make using transit easier. Improving vehicular location technologies can provide more precise information to transit riders monitoring their bus via mobile apps.
- ii. Coordinate with Metro Transit to implement payment or pass systems that are readily available and have the potential to interact with other transportation

payment systems, such as smart cards that can be used to access parking garages, parking meters, B-cycle (or other bike-sharing services) and/or potential future car sharing services.

iii. Metro Transit should continue to seek to maintain the provision of ADA paratransit service above the current ADA minimum standards, which will help to adequately meet the needs of its customers (contingent upon continued robust regional funding).

iv. Incorporate transit priority elements like bus lanes, transit signal priority, and in-lane bus stops in street design, consistent with appropriate professional design standards.

v. Explore a wide range of transit pass options and expand locations where they can be purchased. Evaluate the potential for pass options beyond a 10-ride or monthly pass (including the use of contactless smart cards). To the extent possible, expand pass programs, and study creating a pass program for residential buildings. Install vending kiosks at transfer points and at other high-use facilities to provide a more convenient point of sale.

vi. The City of Madison, Dane County, the Wisconsin Department of Transportation, Madison Area Transportation Planning Board (MPO), the University of Wisconsin, and other local units of government and agencies (including those communities that currently contract for Metro Transit services, such as Fitchburg, Middleton, Verona, Shorewood Hills and the Town of Madison) should work cooperatively to take all necessary steps toward Bus Rapid Transit (BRT) project development and service implementation, in accordance with all applicable local, state and federal regulations.

vii. As a component of detailed BRT planning and project development, Metro Transit should undertake a route restructure planning process, to evaluate a variety of ways to provide different transit services, such as improving overall system performance, improving travel times, and/or reducing transfers. Potential improvements could include layered local and express service, feeder routes to support BRT, and park and ride facility expansion.

<sup>9</sup> <https://www.cityofmadison.com/transportation/studies/madison-in-motion>.

viii. Require, as appropriate, that a variety of Bus Rapid Transit infrastructure or other system accommodations be dedicated by developments located along designated BRT corridors or adjacent to BRT station areas, in conjunction with applicable regulations and/or zoning required for development approval.

ix. Secure funding for additional Metro storage and maintenance capacity (i.e., new maintenance facility), in order to accommodate additional transit vehicles needed to meet existing service demands and potential service expansion. Evaluate the potential to include such a facility as a component of a start-up Bus Rapid Transit project and federal funding application.

x. Metro Transit should continue to develop and implement its five-year transit service plan - the Transit Development Plan (TDP) - in close collaboration with the Madison Area Transportation Planning Board (MPO), as a means of implementing the City's public transit objectives and policies.

xi. Through the Transit Development Plan process, identify ways to improve existing transit service performance, including simplifying routes, optimizing stop spacing and staggering timing of buses (to reduce overcrowding).

xii. Through the Transit Development Plan process, Metro should continue to coordinate with other providers of specialized transportation service throughout the region, in order to provide the best service for passengers while eliminating duplicative service. Continue mobility training programs and incentives and investigate other innovative ways to encourage the migration of passengers from paratransit to fixed-route service. Continue to work with paratransit riders, employers, staff, and service agencies to efficiently schedule trips and combine rides when practical.

xiii. Evaluate potential for point-deviation transit systems, similar to the YWCA van system or Transportation Network Companies (TNCs), especially to serve lower-income neighborhoods and employment nodes not well-served by current Metro service (where traditional fixed route transit service provides lengthy travel times or requires transfers). Evaluate a range of on-demand transit services for certain areas and last mile connections, including the use of a variety of vehicle sizes and

route structures (see matrix: Ridesharing and Innovative Transit Methods, page 6-5).

xiv. Develop a parking/park-and-ride management and financial plan as a means to help improve the viability and effectiveness of public transit services in the City. Study the potential for new park and ride facilities supported by direct service to major employment centers, specifically investigating the donated/leased space model used by several transit agencies. Investigate opportunities to partner with other agencies (Dane County, WisDOT, and/or other Dane County communities) to implement and/or operate park-and-ride facilities.

xv. Expand the use of vanpools throughout the region, to provide high quality intercity and inter-regional public transportation options for employees living in areas not currently served by public transit.

xvi. Working with community leaders, businesses, Dane County and other local units of government, create a process that evaluates opportunities to institute a new regional transportation or transit governance entity - as a mechanism to finance and manage public transit services in the Madison metropolitan area and Dane County. Create a strategy to advocate for State legislation allowing such an entity.

xvii. Study possible transit funding sources for feasibility and effectiveness including: user fees such as fuel taxes or vehicle miles traveled charges; vehicle registration fees; public financing mechanisms such as sales taxes or bond measures; private sector financing programs such as developer fees or assessment districts; city infrastructure fees, or public-private partnerships.

xviii. Develop a long-range intercity bus service plan to ensure the continued provision of intercity bus services to and from the City of Madison, ensure the proper location of transit stations and bus staging areas, and address the impacts of intercity bus services and their facilities on residential neighborhoods.

xix. Work with the City of Madison Planning Division, Traffic Engineering Division, Metro Transit, and the University of Wisconsin-Madison, and others to locate a site for a new intercity bus terminal. The new bus terminal should be in a location that is easily serviceable by transit without adding new routes. Evaluate opportuni-

ties to integrate Metro Transit connections and mixed-use development into the terminal facility.

## City of Madison Complete Green Streets<sup>10</sup>

### Street Values:

- Putting people first: prioritize safety, comfort, and well-being, which de-emphasizes speed and convenience
- Supporting community: create safe, welcoming places and emphasize short trips and access to local destinations
- Fostering sustainability: promote walking, biking, and transit and use streets to expand the urban tree canopy and clean stormwater
- Centering equity: engage inclusively, provide access to opportunities, prioritize, and support the needs of historically underserved people (race, culture, age, income, and gender identity)
- With Complete Green Streets, the City of Madison commits to centering equity in street design and operation of street spaces to ensure that all people have safe access, additional resources are invested in low income and racially diverse neighborhoods, and that tradeoffs and decision do not disproportionately burden low-income people and people of color.

## City of Madison Vision Zero Action Plan<sup>11</sup>

Goal: Eliminate fatal and serious traffic injuries in the City by 2035

### Strategies:

#### Safe Streets

3. Close gaps in the pedestrian and bicycle network
4. Improve street lighting to increase visibility regardless of transportation mode

#### Safe People

1. Expand and support alternatives to driving, decreasing motor vehicle miles traveled (VMT)

<sup>10</sup> <https://www.cityofmadison.com/transportation/initiatives/complete-green-streets>.

<sup>11</sup> <https://www.cityofmadison.com/transportation/initiatives/vision-zero>.

<sup>12</sup> <https://www.fitchburgwi.gov/DocumentCenter/View/3998/Goals-Objectives-and-Policies>.

## City of Fitchburg Comprehensive Plan<sup>12</sup>

### Transportation

Goal 1: Develop and maintain a coordinated land use and transportation system

Objective 3: Coordinate land use and transportation plans with other agencies to assure that regional projects affecting the city are consistent with City plans, policies, and priorities.

Goal 2: Provide a safe and efficient transportation system that allows for the convenient movement of people and goods.

Objective 2: Maintain a transportation system that allows for proper traffic management and travel time reliability.

Goal 3: Develop and maintain a multi-modal transportation system that reduces automobile dependency and increases transportation choices.

Objective 4: Promote an efficient and reliable transit system that offers convenient alternatives to private vehicle travel.

Policy 1: Continue to work with Madison Metro Transit (Metro), or its successor, to develop more efficient bus service and increase ridership.

Policy 2: Where demand exists, improve existing bus stop conditions with the addition of amenities such as bus shelters, trash receptacles, sidewalks, and accessible concrete bus pads.

Policy 3: Annually develop a 5-year transit improvement plan that designates and maps potential future bus routes and transfer points.

Policy 4: Preserve, where feasible, rail corridors in Fitchburg, in coordination with neighboring communities, for future transportation needs including rail.

Policy 5: Coordinate potential rail with existing and future transit routes.



Policy 6: Support the development of a regional transit authority to plan and implement opportunities for regional transit service.

Policy 7: Identify and promote paratransit services to meet the needs of the seniors and persons with disabilities.

Policy 8: Provide transportation options which will be available to the seniors of the City in the most cost effective manner.

Policy 9: Examine dedicated bus ways if rail-based options are not fully feasible.

Objective 6: Initiate passenger rail-based service along the Fitchburg-Oregon rail line.

Policy 3: Coordinate transit stops within a reasonable distance to maximize the convenience of the service.

## City of Middleton Comprehensive Plan<sup>13</sup>

Strategy 4: Create conditions that help transit become the preferred mode of travel for trips that are not made by walking, bicycling, or using other micromobility solutions.

### Actions:

A. Regularly study opportunities for making cost-effective transit service enhancements.

B. Provide bus stops that are accessible, safe, comfortable, and well-maintained.

C. Advocate for the re-establishment of a Regional Transit Authority.

## City of Monona Comprehensive Plan<sup>14</sup>

### GOAL 3.1

Provide a safe transportation system, including consideration for motorists, bicycles, and pedestrians, which promotes efficient and effective movement of people and goods and encourages high quality design of Monona's transportation infrastructure.

<sup>13</sup> <https://www.cityofmiddleton.us/366/Comprehensive-Plan>.

<sup>14</sup> <https://mymonona.com/DocumentCenter/View/4590/City-of-Monona-Comprehensive-Plan-2016-Final?bidId>.

<sup>15</sup> <https://www.stoughtonplanning.com/comprehensive-plan>.

## OBJECTIVE 3.1

2. Promote a multi-modal transportation system.

### POLICIES

- Balance financial resources and obligations with quality transit services.
- Support transportation services and projects that foster independence and accessibility for older adults, people with disabilities, and those with limited financial resources.

## City of Stoughton Comprehensive Plan<sup>15</sup>

### Transportation Goals, Objectives & Policies

Goal: Provide a safe and efficient transportation system that meets the needs of multiple users in and around the City.

#### Objectives:

e. Encourage and support regional transit service in Dane County.

#### Policies:

1. Update and enforce the City's Official Map to reserve sufficient rights-of-way for future arterial and collector streets, pedestrian and bicycle paths, bridges, and commuter rail facilities.

7. Work with neighboring jurisdictions, Dane County, and the State to coordinate bicycle and pedestrian planning, and planning for potential future alternative transportation corridors such as commuter rail.

8. Work with the Dane County Specialized Transportation Commission to connect providers of additional transportation options to those who require them, such as the elderly, disabled, and children.

### Transportation Recommendations

- Guiding land development, infill development, and redevelopment into locations and neighborhood arrangements that promote walking, biking, transit, and shorter car trips.

7. Promote Future Transit Service Alternatives

The City should work with the City of Madison and the Madison Metro Transit System bus service to investigate the feasibility of extending a regular bus route to serve residents in the community. While it is recognized that transit service has been slow to expand into outlying communities due to the relatively higher costs and lower ridership, this could change over the planning period with increased population in the Stoughton area and changing attitudes about driving and parking in the main activity centers around Madison. Changing fuel prices will also play a role in determining the feasibility of such service. If and when regular bus service extends into Stoughton, the City's existing and planned collector roads would make suitable bus routes. Each neighborhood should ideally be within a ¼ mile walking distance of a future circulating bus route; providing an interconnected road network will help make viable bus service a reality.

The City is supportive of future transit service recommendations contained in Transport 2020, which envisions a start-up rail system in Madison, supplemented with an expanded number of feeder busses and express bus service to outlying communities like Stoughton. Over time, the express bus service could be supplanted by commuter rail to and from the outlying communities. Rail corridors in Dane County will increasingly be seen as an important source of capacity to move people in the region.

## City of Sun Prairie Comprehensive Plan<sup>16</sup>

### GOAL #1

Create connected, livable neighborhoods

Provide a multi-modal transportation system that serves all residents in every neighborhood.

### GOAL #2

Link the City to regional transportation networks

Link City residents to jobs, services, and other regional amenities through a multi-modal transportation system.

### Policies

8. Work to improve multi-modal transportation connections between the City of Sun Prairie and its neighborhoods and surrounding communities. Integrate local public transit with inter-city service and facilities.

### Actions

4. Build a park-and-ride facility at Cremer and O'Keefe.

5. Implement a successful launch of express transit service to and from Madison.

6. Evaluate the City's transit system annually. Work with Metro Transit to expand transit options in and to the City. This includes both local routes and inclusion in a Bus Rapid Transit (BRT) system if/when it is created.

### GOAL #4

Improve transportation equity for Sun Prairie residents

Provide facilities and services that enable daily mobility for all residents of any age, ability, race, ethnicity or income.

### Policies

20. Improve employment mobility for residents with less access to personal vehicles. Prioritize transit service to areas with higher-density housing and support the creation of transit-oriented development with an affordable housing component. Prioritize pedestrian improvements in these areas.

21. Provide convenient, affordable transportation options that enable people of all ages and abilities to access jobs, services and other destinations to meet their daily needs. This should include options for people without access to a personal vehicle.

22. Ensure that transportation planning processes in the City include and consider the interests of residents who are less likely to participate or more difficult to reach, such as low income, minority, seniors, and disabled people.

### Actions

27. Consider expanding the shared-ride transit service area.

<sup>16</sup> <https://cityofsunprairie.com/1282/Comprehensive-Plan-2019-2039>.

## GOAL #5

Reduce the environmental impact of the transportation system

Ensure that the transportation system is designed, built and maintained to conserve existing natural resources, both locally and globally.

### Policies

26. Promote alternatives to single-occupant vehicle use through strategic investments in alternative transportation, public- and employer-based commuting programs (e.g., Wisconsin's RIDESHARE program and vanpools) and other similar programs.

## City of Verona Comprehensive Plan<sup>17</sup>

### Transportation Goal Two:

Provide adequate transportation systems in and around Verona to insure [sic] easy movement of people and goods.

Objective 2-A: Provide mass-transit service as an alternative to automobiles

Policy: Continue to support [Metro] Route 55<sup>18</sup>

Objective 2-F: Support efforts to improve regional transportation infrastructure.

Policy: Support existing and new 'Park and Ride' facilities in the Verona Area.

## Village of Cottage Grove Comprehensive Plan<sup>19</sup>

### Transportation Goals, Objectives & Policies

#### Goals:

3. Provide a safe and efficient transportation system that meets the special needs of pedestrians, bicyclists, motorists, trucks, and trains.

<sup>17</sup> <https://www.ci.verona.wi.us/260/Chapter-3---Transportation>.

<sup>18</sup> Metro Route 75, also which serves Verona and the Epic campus, was initiated after the adoption of the Verona Comprehensive Plan and largely follows the original alignment of Route 55 through Verona, running along East/West Verona Ave, with its northern terminus in downtown Madison at the Capitol Square; Route 55 was re-routed and now approaches Epic from the north, with its northern terminus at the Junction Road terminus of Metro Route A, the future Metro Rapid East-West BRT corridor and other local routes.

<sup>19</sup> [http://www.village.cottage-grove.wi.us/DocumentCenter/View/1125/Ch6\\_Transportation\\_FINAL-APPROVED\\_2019-10-21](http://www.village.cottage-grove.wi.us/DocumentCenter/View/1125/Ch6_Transportation_FINAL-APPROVED_2019-10-21).

<sup>20</sup> <https://carpc.sharepoint.com/:b:/g/EdLKghm1tdRZon6AXpVX998BM8Ko9PVKJh7q9jXUUG4kpw?e=xLCQqC>.

### Objectives:

2. Work to coordinate multi-jurisdictional (Village, town, county, state) transportation system improvements in the Cottage Grove area.

4. Provide safe and convenient access between neighborhoods, employment centers, schools, service centers, and recreational centers.

9. Provide for regional transit service.

## Transportation Plans and Programs

### Inter-Village Transit

In the long-term, the Village should encourage the establishment of regional commuter passenger bus service to link Cottage Grove to major employment centers. The Village could facilitate this by encouraging local businesses to establish a bus station at an accessible site, including the existing shopping area on Cottage Grove Road, and the planned office park area, planned industrial park area, and planned downtown area. The Village could also encourage bus companies to provide "on-demand" service rather than regularly scheduled service.

## Village of Cross Plains Comprehensive Plan<sup>20</sup>

### Goals:

1. To provide a safe, convenient and efficient multi-modal transportation system in the Village of Cross Plains.

### Objectives:

1. Coordinate transportation projects with land development and redevelopment projects with any USH 14 upgrades that may occur, and with any future planning processes for the downtown area.
2. Link Cross Plains' transportation system with the regional transportation system through coordinated long-range transportation and land use planning. Participate in countywide efforts to develop public

transportation between Cross Plains and the Madison area. This includes provisions for additional ride-share vans or other mass transit options.

3. Cooperate and coordinate with existing ongoing regional transportation and land use efforts, such as the Dane County Comprehensive Plan and Transport 2020.
4. Identify potential future ride share lots, park and rides, and a possible station for future commuter rail service, bus service, private or public commuter options.

### **Policies:**

1. All new development along existing and proposed transit corridors shall be designed so that it can be conveniently served with bus, commuter rail, light rail or other transit systems. Site plan reviews will include a thorough analysis of whether or not the proposed development is designed in a manner that will allow it to be served by transit vehicles (e.g. buses, car pools, vans, rails, etc.).

12. Utilize the Official Map to reserve right of ways for future arterial and collector streets, pedestrian and bicycle paths, bridges, riverwalks, rail lines, airport facilities, transit facilities and other transportation-related features.

14. Coordinate with other units of government as necessary to ensure adequate transportation facilities for trucking, transit, and rail, as well as air and water travel and transit.

### **Other Transportation Options**

The Village should continue to work with the State, County and other transportation providers to support other transportation options, including commuter facilities, para-transit for the growing elderly and disabled populations and transportation services for lower income workers. Available programs include:

Regional Passenger Rail. The Village intends to coordinate with ongoing studies at the County level that are investigating the possibility of regional rail service. Cross Plains supports regional efforts to develop transit systems and intends to identify a site for a potential future rail station within the Village. As mass transit opportunities begin to come to fruition, the Village intends to review and update its codes and ordinances to en-

sure that they allow mixed use developments to occur around future station sites.

## **Village of DeForest Comprehensive Plan<sup>21</sup>**

### **GOAL**

Provide a transportation network that efficiently moves people and products, and that serves existing and future development.

### **POLICIES**

9. Participate in regional efforts to provide transit services.

10. Encourage car-pooling and van-pooling, and explore new locations for park and ride facilities, particularly along Highway 51.

### **Support the Expansion of Transit Service in and to DeForest**

As part of its 2012 Regional Transportation Plan Update, the Madison Area Transportation Planning Board envisioned a system of future express bus routes providing quick access between suburban communities and Madison. One of these was to and from the DeForest-Windsor Area. Express bus service would have multiple benefits, including providing transportation options for students, the elderly, and the disabled, and better connecting the Village to regional education, shopping, and job centers. The Village-preferred route is depicted on Map 7-1; the purpose is to connect places close to where people live or can bike, walk or drive to a “park and ride” destination. Logical park and ride locations may be area churches, Linde Fields, and a location near the Highway 51/Windsor Road interchange. Similar to places like Middleton, Verona, and Fitchburg before it, the Village may work with Madison Metro Transit to determine the cost and feasibility of such a route

In the meantime, the Village will continue to work with the Dane County Department of Human Services, the Madison Area Transportation Planning Board, the WisDOT Bureau of Transit and Local Roads, the DeForest Area School District, and others to inventory, monitor and coordinate specialized transportation services to Village residents.

<sup>21</sup> <https://www.engagedeforest.com/adopted-village-plans>.

## Village of Maple Bluff<sup>22</sup>

No directly transit-related Goals or Policies

## Village of McFarland Comprehensive Plan<sup>23</sup>

Goal: Connect McFarland internally, to the Madison area, and to the Midwest via interconnected and future-focused roads, paths, and sidewalks, along with highway, transit, and rail improvements.

### Objectives

1. Encourage interconnected road, pedestrian, bike, and transit networks serving businesses, visitors, and residents of all ages and abilities.

### Initiatives

3. Explore the Introduction of Transit Service.

Working with potential partners, the Village intends to investigate bus or shuttle service options to key regional destinations. If implemented, such an effort would enhance mobility in a growing as well as aging community.

The different options for providing or extending bus or shuttle transit service in McFarland include the following, which are not all mutually exclusive:

- **New or extended Madison Metro route:** The cities of Middleton, Verona, and Fitchburg have contracted with the Madison Metro Transit system on fixed-route bus service. McFarland may have a similar opportunity. This could be via an extension of Metro Route 31; the current route is depicted on Metro's map to the right. Alternatively, the Village could work with Madison Metro to determine the cost and feasibility of a new bus route. A new route might be considered because Route 31 does not offer direct service to downtown Madison, the University campus, or hospitals—key regional destinations for McFarland residents. Maps 8 and 9 conceptually depict a potential new or extended bus route through McFarland. The number of hours a Metro bus spends within a jurisdiction's borders largely defines the cost of service, factoring in local, State, and federal revenues. As of 2016, a lack of storage capacity limits any increases to Met-

ro's fleet size (i.e., number of routes and frequency of service), with no clear timeline for resolution.

- **Regional express bus service:** Compared to local route service, express bus service has fewer stops, only at major trip origins or destinations (e.g., one or two per community, downtown Madison, UW-Campus). The Madison Area Transportation Planning Board's 2012 Long Range Transportation Plan contemplated express bus service through McFarland on Highway 51, continuing south to Stoughton. The Board's 2017 Plan update will likely refine a concept for new express bus service to and through McFarland, which may include a downtown McFarland connection such as is represented on Maps 8 and 9. A site along Highway 51 would provide a logical park and ride lot location, perhaps built in conjunction with Highway 51 improvements (see next initiative).
- **Independently contracted bus service:** The City of Monona has a contract with First Student to operate a weekday commuter express route called Monona Express. Monona Express makes four loops each weekday morning and four loops each afternoon to take riders to downtown Madison, the UW Campus, and the UW, VA, Meriter, and St. Mary's Hospitals. First implemented about twenty years ago, the Monona Express is partially funded by local, State and federal monies. Regular fares are 50 percent higher than regular Madison Metro fares. McFarland could pursue a similar approach, and the proximity of McFarland to Monona may provide opportunity for collaboration between the two municipalities.
- **Specialized transit service:** At time of writing, McFarland residents could use four specialized transportation services for the elderly, persons with disabilities, and low-income persons administered by the Adult Community Services Division of the Dane County Department of Human Services. Again through a contract with First Student, Monona offers a flexible route service through that City designed for people with disabilities as well as seniors. Perhaps through the Senior Outreach Services Department, the Village could explore opportunities to expand or better publicize Dane County's paratransit services, model after Monona's program, or pursue another alternative for specialized and/or flexible route bus, shuttle, or shared-ride taxi service.

<sup>22</sup> <https://villageofmaplebluff.com/wp-content/uploads/2023/02/MB-Comp-Plan-2025-Full-Document.pdf>

<sup>23</sup> <https://www.mcfarland.wi.us/comprehensiveplan>.

4. Continue to Engage with WisDOT on Highway Improvements

- Utility and transit coordination: The Village will work with WisDOT to coordinate the upcoming highway project with other local utility and technology infrastructure projects, such as water, sewer, and fiber optic cable. Coordination with potential bus service, including a potential park and ride lot near Highway 51, should be considered.

## Village of Oregon Comprehensive Plan<sup>24</sup>

Goal: Provide a safe and efficient transportation system that meets the needs of multiple users.

### Policies and Programs:

l. Coordinate with the county and state on potential future alternative transportation corridors, such as light rail or commuter rail.

## Village of Shorewood Hills Comprehensive Plan<sup>25</sup>

### GOALS:

- a. Provide a safe and efficient transportation system that meets diverse needs and multiple users.
- b. Enhance the quality of life in the Village by reducing the negative impacts of transportation and auto traffic.
- d. Engage Village residents, business and property owners, Village staff, Village government, WisDOT, and the Metropolitan Planning Organization (MPO) in resolving local transportation and traffic concerns.
- e. Support and accommodate multiple modes of transportation.

### OBJECTIVES:

- a. Reduce speed and volume of auto traffic within the Village.
- d. Increase transit ridership, carpooling, and the use of other alternative transportation modes among Village residents and visitors.

g. Gradually increase Village support for the Madison metro bus system.

### POLICIES:

a. Support use of alternative modes of transportation (walking, biking, carpooling, etc.) for community to and from work and school.

## Village of Waunakee/Town of Westport Comprehensive Plan<sup>26</sup>

Goal 2 – Local residents will have access to transportation alternatives to private automobiles

Objective 2.2 – Rail lines that could host future passenger rail service to the Waunakee area will be preserved.

Objective 2.3 – There will be progress toward the establishment of regional transit service connecting Waunakee and Westport to Middleton and Madison.

### Shared Policies & Programs

2.4. Participate in local or regional efforts to provide transit connections to the metropolitan transit systems in Madison and other Dane County communities.

2.5. Encourage the development of inter-city bus service in collaboration with Metro Transit and the Madison Area Transportation Planning Board, including Express Commuter buses as described in the Regional Transportation Plan 2035. When more detailed planning occurs, address the interests of employers in the Waunakee Business Park to support employee transportation needs, and identify appropriate locations for park and ride lots that maximize the convenience of transferring between the private vehicle and public transit service.

2.6. Continue to support and promote para-transit facilities for senior citizens and disabled.

2.10. Encourage major employers to participate in ride-share programs and provide employees incentives to use means of transportation other than private automobiles.

24 <https://www.vil.oregon.wi.us/DocumentCenter/View/350/Comprehensive-Plan---Amended-December-18-2023-PDF>.

25 [https://www.shorewood-hills.org/vertical/sites/%7B00D5AF3F-ADFE-4173-AF3A-FC0C1A78DA4B%7D/uploads/SH\\_Comprehensive\\_Plan\\_Adopted\\_2021\\_11\\_15.pdf](https://www.shorewood-hills.org/vertical/sites/%7B00D5AF3F-ADFE-4173-AF3A-FC0C1A78DA4B%7D/uploads/SH_Comprehensive_Plan_Adopted_2021_11_15.pdf).

26 <http://www.waunakee.com/DocumentCenter/View/3830/6-Chapter-4-Goals-Objectives-and-Policiespdf>.

## Village of Windsor Comprehensive Plan<sup>27</sup>

No directly transit-related Goals or Policies

## Town of Madison<sup>28</sup>/City of Fitchburg -- Southdale Neighborhood Plan<sup>29</sup>

### NEIGHBORHOOD GOALS

#### Transportation and Access

- Improve connections within the neighborhood and improve access to underutilized areas.
- Connect the neighborhood to adjacent neighborhoods and the region.
- Improve transit service.

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<sup>27</sup> <https://www.windsorwi.gov/compplan>.

<sup>28</sup> Note that the Town of Madison was annexed into Fitchburg and Madison on October 31, 2022, and no longer exists.

<sup>29</sup> <https://fitchburgwi.gov/429/Southdale-Neighborhood-Plan>.