

RTA Transit Plan Criteria

Thrive and the Greater Madison Chamber of Commerce support a comprehensive, regional, multi-modal transportation system. To accomplish this goal, both organizations supported creation of a Dane County Regional Transit Authority in 2009. As the RTA begins its work in analyzing the transit solutions that will best fit the needs across boundaries of our rapidly-growing region, issues will need to be addressed and questions will need to be answered in order to inform the public before a referendum.

To that end, and based on consultation with transportation experts at the UW-Madison, Thrive and the Greater Madison Chamber of Commerce urge the RTA Board to develop a transit plan that considers the future needs of the region, and that addresses the following criteria. We believe these measures are important, but not intended to be exclusive.

OUTCOME CRITERIA

- **FINANCIAL FEASIBILITY** – Is the proposal financially feasible to build and operate?
 - Possible measure: Annual surplus or deficit, as compared to other modes of transportation
- **EMPLOYMENT IMPACT** – What is the projected impact on jobs, both in construction and long-term operation?
 - Possible measure: Number of jobs created (direct and indirect)
- **DEVELOPMENT POTENTIAL** – How and to what extent will development potential change in and around the transit corridor?
 - Possible measure: Property tax base
- **CONGESTION** – To what extent will the proposal impact traffic congestion and conditions?
 - Possible measures:
 - % modal shift
 - Travel time/cost changes for automobile users vs. transit users
 - Level of service along major corridors
- **ENVIRONMENT** – How will the proposal impact the environment?
 - Possible measures:
 - Changes in levels of pollutants emitted
 - Changes in fuel consumption
- **REGIONAL CONNECTIVITY** – Ensure connectivity and integration with other transit modes within and beyond the RTA's boundaries, taking into account future scalability of the system.
 - Possible measure: Extent of population that has improved transit accessibility/service

As the RTA Board moves through the process of developing a transit plan, we also urge the inclusion of four **process criteria** to aid in the development of the plan:

PROCESS CRITERIA

- **TIMELINE** – Establish a projection period that adequately captures both short- and long-term impacts of the outcome criteria listed above.
- **TRANSPARENCY** – Provide public transparency regarding the travel demand modeling process, assumptions made, and the approach to selecting proposed transit solutions.
- **COMPARISON** – Provide public, comparative analysis of multiple transit options, including a no-build/status-quo scenario, to ensure the most effective solution.
- **FUNDING SOURCES** – Provide information on all of the federal, state, and local funding sources that will be required to implement the transit plan.