

# 2013-2017 Transit Development Plan

## Proposed Changes to TDP Recommendations

2. "Continue Metro Transit staff involvement in City of Madison land use planning and development review processes to promote transit-supportive development in areas where transit service is envisioned in the future. Offer and encourage other communities to ~~also~~ involve Metro staff in their planning and review processes."
3. "MPO staff should work with Capital Area Regional Planning Commission (CARPC) staff to integrate transit service planning considerations into ~~CARPC's~~the Future Urban Development Analysis plans being developed in cooperation with local communities and into Urban Service Area amendment reviews."
4. "Improve the utility of existing transit service by ~~improving~~ increasing the directness..."
5. "Extend service to transit supportive areas that are currently unserved by transit, particularly low income neighborhoods, and also introduce ~~including~~ new commuter express service."
9. "Explore the feasibility of point-deviation and other alternative service delivery methods in low density areas or at low use times as a cost effective way to extend service to new communities."
13. "Coordinate with the City of Madison Engineering Department, City of Madison Traffic Engineering Division, and other local jurisdictions to implement pedestrian facility improvements and transit supportive roadway changes. These include bus lanes, in-lane bus stops, relocation of near-side bus stops to far-side, and traffic signal and other operational changes to reduce unnecessary delay for buses and to improve safety."
14. "Work with the City of Madison Planning Department, UW, and others to locate a site for a new inter-city bus terminal."
17. Italicized description below recommendation:  
*"Increasing bus garage capacity is necessary for the expansion of the transit system envisioned by this Transit Development Plan. The current garage is located in a prime Transit Oriented Development redevelopment area, making an eventual sale and complete move a distinct possibility. This is likely to occur in more time than the five years covered in this Plan. A planning effort is underway that may recommend 1. expanding the existing facility at 1101 E. Washington Avenue, 2. adding a second permanent or temporary facility to operate with the existing facility, or 3. replacing the existing facility with one or more new facilities. ~~and/or building one or more new facilities.~~ Locations of new facilities should be chosen in east, south and/or west Madison to reduce deadheading. Pursue short-term solutions to facilitate day-to-day operations and expand the fleet to accommodate new service. Develop site analysis criteria to prioritize expansion concepts."*
20. "Continue to coordinate with other specialized transportation services providers to provide the best service for passengers while eliminating duplicative service."
21. "Continue mobility training programs and incentives and investigate other innovative ways to encourage the migration of passengers from paratransit to fixed-route service."
23. "If feasible and recommended by the Bus Size Study, d~~iversify~~ the fleet with 30-foot and 60-foot articulated buses ~~pending the outcome of the Bus Size Study.~~"
- 26-B. Add the following recommendation in the Passenger Information and Marketing section: "Metro should undertake a comprehensive system re-branding and way-finding marketing campaign. Preferably, Metro should hire an outside marketing firm to facilitate and complete this branding effort."

31. Italicized description below recommendation:

*“Examples include [retail](#), [advertising](#), the incorporation of transit facilities as part of new developments or impact fee/special assessment programs for roadway improvements, and the private sponsorship of bus shelters or new service to employers.”*