



PURPOSE

The Greater Madison Area is growing. Between 2000 and 2010, Dane County population grew by 14% - adding over 61,000 people. In fact, Dane County's growth accounted for 19% of the population growth in the entire state. Between 2010 and 2050 the county is expected to add another 125,000 people and 85,000 jobs. To accommodate that growth, the region must have an integrated, well-planned transportation network.

The purpose of the *Regional Transportation Plan 2050* (RTP) is to identify how the region intends to invest in the transportation system to accommodate current travel demands and future growth. Priorities must be set for spending limited funds. The plan will also include strategies to address important trends and challenges, such as changing population demographics, the increasing cost of living, and the changing economy. The RTP addresses all transportation modes, including roadways, public transit, bicycling, pedestrians, and freight. The RTP will ensure that transportation projects are coordinated between the various levels of government (municipal, county, state, and federal). Finally, the plan will ensure eligibility of projects for federal transportation funding as the plan serves as the framework for guiding federally funded transportation investments.

PLAN DEVELOPMENT PROCESS

The RTP is a multi-modal plan that identifies both short- and long-range projects, strategies, and other recommended actions to achieve progress towards meeting regional goals and objectives for the transportation system. The plan is designed to support the regional land use policy plan and projected growth is based upon local comprehensive plans. The Madison Area Transportation Planning Board (MATPB) engages the public and stakeholders throughout the development of the plan, which involves the following general steps:

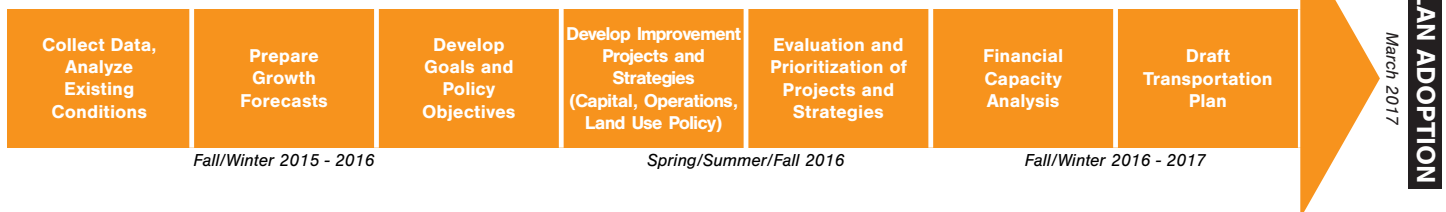
- Collect data and analyze existing conditions and trends
- Prepare growth forecasts for future household, population and employment growth, assessing planned land uses and identifying important growth areas
- Develop goals and policy objectives to guide the decision-making process
- Develop improvement projects and strategies based on current and forecasted transportation needs
- Evaluate and prioritize projects and strategies based on the goals, policy objectives, and performance measures related to the goals
- Perform a financial capacity analysis to ensure that the projects can be funded over the life of the plan
- Coordinate with agencies and engage the public throughout the planning process

Following completion of the plan, projects, further studies, and strategies/actions are implemented by local and state entities responsible for maintaining and improving the transportation system. The MATPB approves projects through the Transportation Improvement Program. The MATPB also will assist implementing agencies and monitor plan implementation. The results of this performance monitoring will be used to inform transportation investments and priorities in future plans.

BY THE NUMBERS	
FORECASTED CHANGE THROUGH 2050	
EMPLOYMENT	POPULATION
City of Madison + 45,200	City of Madison + 57,900
City of Fitchburg + 5,800	City of Fitchburg + 9,000
City of Middleton + 3,800	City of Middleton + 7,000
Village of McFarland + 600	Village of McFarland + 2,500
City of Sun Prairie + 3,800	City of Sun Prairie + 21,500
City of Stoughton + 200	City of Stoughton + 1,800
City of Verona + 13,000	City of Verona + 8,200
Village of Cottage Grove + 1,700	Village of Cottage Grove + 4,400
Village of Waunakee + 2,500	Village of Waunakee + 4,400
Villages of DeForest & Windsor + 3,700	Villages of DeForest & Windsor + 7,800
Village of Oregon + 700	Village of Oregon + 4,400

Source: Capital Area RPC

REGIONAL TRANSPORTATION PLANNING PROCESS

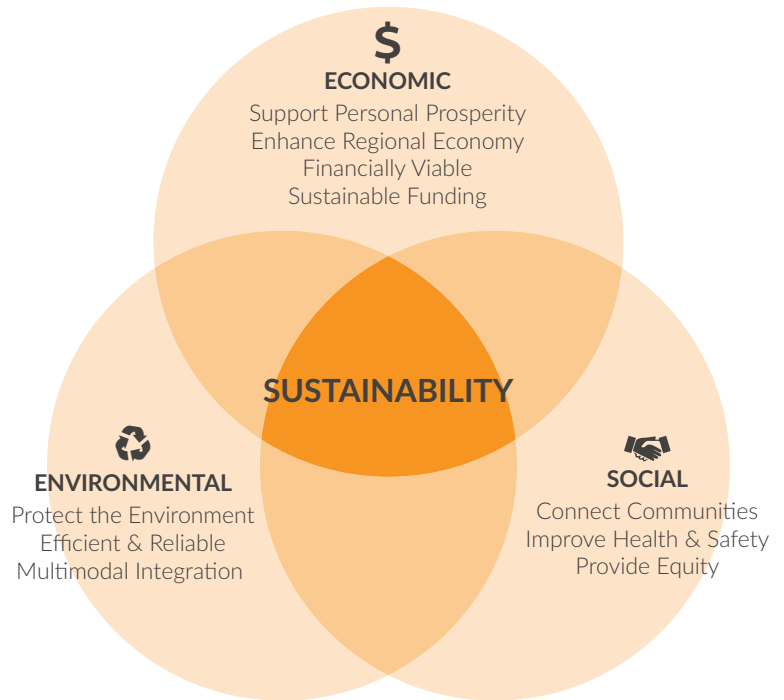




FOCUS ON SUSTAINABILITY

The RTP goals are organized around the multi-pronged principles of sustainability. These principles recognize the interdependent challenges of preserving and restoring environmental systems, promoting economic development and competitiveness, and ensuring social equity and access to opportunity for all citizens of the region. This focus on sustainability provides for a balanced evaluation of transportation needs, recognizing these issues are intertwined and in some cases trade-offs are required in the three areas in order to achieve multiple long-term goals.

The graphic illustrates these interdependent challenges and lists draft goals for the transportation system under each of them. The draft goals will be finalized following feedback generated from the initial series of public meetings.



PUBLIC INVOLVEMENT

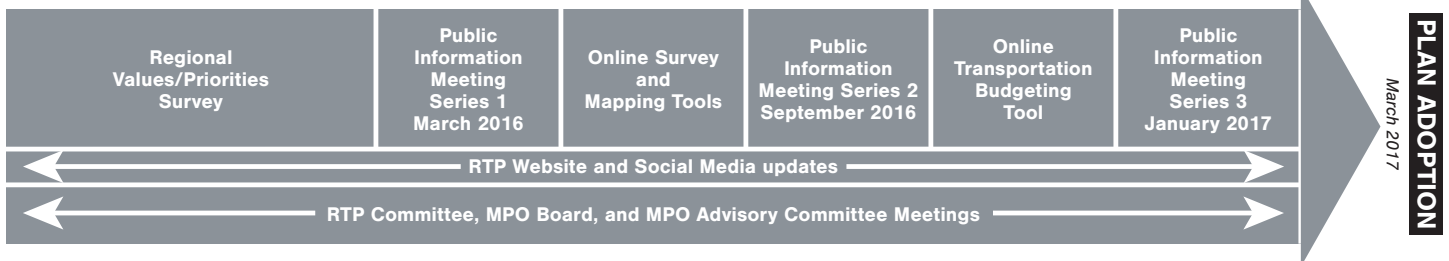
We need to hear from you! Our transportation system affects all of us every day in many ways. It has a major influence on the regional economy, guides patterns of growth, and affects our quality of life. Join us in this important planning process.

The MATPB will be holding three sets of public involvement meetings in which you will have the opportunity to:

- Learn more about the planning process
- Learn about trends affecting the region, projected growth, and anticipated development
- Provide input on important issues, needs, challenges, and opportunities that you think should be considered
- Give us your thoughts on plan goals, plan materials, and draft recommendations
- Talk with MATPB staff about current plans and planning activities

To find out meeting locations, learn more information about the RTP, or participate in interactive web-based planning activities, visit our plan website at www.MadisonAreaRTP.com.

RTP PUBLIC INVOLVEMENT PROCESS



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ABOUT THE MATPB

The Madison Area Transportation Planning Board (MATPB), as the federally designated Metropolitan Planning Organization (MPO), is the policy body responsible for cooperative regional transportation planning and decision making for the Madison Metropolitan Planning Area. The MATPB provides a forum to build regional agreement on transportation investments that support regional land use, economic, and environmental goals. For more information on the MATPB visit the MPO website at www.MadisonAreaMPO.org.

