

**Transportation Planning Board**  
A Metropolitan Planning Organization (MPO)

August 6, 2008

Mark Opitz, Chair  
Long-Range Metro Transit Planning Ad Hoc Committee  
Metro Transit  
1101 E. Washington Ave.  
Madison, WI 53703

Dear ~~Mr.~~ <sup>Mark</sup> Opitz:

The Final Report of the City of Madison Long-Range Metro Transit Planning Ad Hoc Committee, dated June 2008, was referred to the Madison Area Transportation Planning Board for comments prior to consideration by the Madison Common Council.

The Board has reviewed the document and concurs with many of the findings and recommendations contained in the report. We are pleased to see that many of the mid and long-term recommendations are consistent with the policy objectives and recommendations of the region's long-range Regional Transportation Plan 2030, and reinforce recent policy actions taken by the Board, particularly in regards to the creation of a Regional Transit Authority (RTA) if supported in a referendum.

The Board recognizes that the Metro transit system faces numerous challenges, including the need to provide service to an increasing number of riders, increasing costs, and a service area that is growing in population and geographic area. Given these challenges and pressures, it is clear that Metro's funding structure is not sustainable in its current form. The short-term marketing and customer service strategies, the recommended ride pass programs, fare card options, and partnerships with business identified in the report will help to begin to address funding and ridership challenges. However, a more regional approach similar to an RTA is needed, in addition to the short-term strategies, to provide a structure that is sustainable in the long-term.

Provision of express bus service as a mid and long-term objective covering large employment centers, park and ride lots, the Capitol Square, the University of Wisconsin, the airport, and connections between transfer points is also a major objective and part of a key transit concept in the region's long-range transportation plan. It is the intent of Board to work with Metro, to the extent possible, to bring these important and commonly held objectives to fruition. It is also the Board's expectation that many of the short and mid-term recommendations in the report will be considered in the update of the Transit Development Program (TDP) that is currently underway by Metro and MPO staff.

The Board appreciates the opportunity to comment on the report and looks forward to working with Metro to achieve the transit and transportation needs of the Madison Metropolitan Area.

Sincerely,



Al Matano  
Chair

cc: Chuck Kamp