

METROFORWARD >>

LET'S INVEST IN FAST, RELIABLE AND ACCESSIBLE TRANSPORTATION FOR THE MADISON METROPOLITAN REGION

INVESTING IN METRO TRANSIT MAKES SENSE, NOW MORE THAN EVER

Metro Transit can improve workforce transportation, reduce congestion and serve as the backbone of a vibrant regional economy. However, federal and state funding has remained flat over the past 20 years, resulting in aging infrastructure, a lack of modern clean-air vehicles and a bus network that cannot support our region's needs any longer.

OUR REGION IS READY TO MOVE FORWARD>>

The Madison region is growing rapidly. Our city has consistently ranked in the top tier for being a dynamic, safe place to live—and continues to attract talent, businesses and new residents. Our growth is evident in many ways, from the booming housing development, to the changing downtown skyline.

If growth continues at this pace, by the year 2050, there will be an anticipated **85,000** new jobs and **100,000** new residents in Dane County. This translates into **800,000** new road trips to work, school and play. Without action, the resulting gridlock will more than double travel times for everyone on the road.

If single-occupancy automobiles made up all of these additional trips, it would require adding two or more lanes to our main roads on the Isthmus, and doubling parking in the downtown area—parking costs alone equating more than **\$250 million**.



OUR FUTURE DEPENDS ON THE CHOICES WE MAKE TODAY

We cannot build a superhighway through our beautiful Isthmus. It is not sustainable or even feasible.

SO WHAT DO WE DO? WE INVEST IN WHAT WORKS

Metro provides **57,000 rides per weekday** and 13 million rides per year. Metro Transit already operates **62 routes** across our region, with **218 buses** serving Madison, Middleton, Fitchburg, Verona, Sun Prairie, the Village of Shorewood Hills and the Town of Madison.



DID YOU KNOW?

\$1.00 = \$4.00

For every **\$1** invested in public transit, approximately **\$4** is generated in economic returns. An estimated **87%** of bus trips directly benefit the economy by getting people to work and connecting them to local businesses.



One 60 foot bus during rush hour removes as many as 80 cars off congested roads.



In a year, 80 people on a bus have the same carbon reduction power as planting 2000 trees.



25% reduction in travel time for bus rapid transit riders with MetroForward>>

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To support our regional growth, recruit and retain strong business and talent, protect our environment, and ensure a great quality of life for our residents, we must invest in success -- sustainable, accessible, and reliable transportation.

METROFORWARD >> PROPOSES A FOUR-PRONGED APPROACH TO IMPROVE ACCESS AND REDUCE TRAVEL TIME:

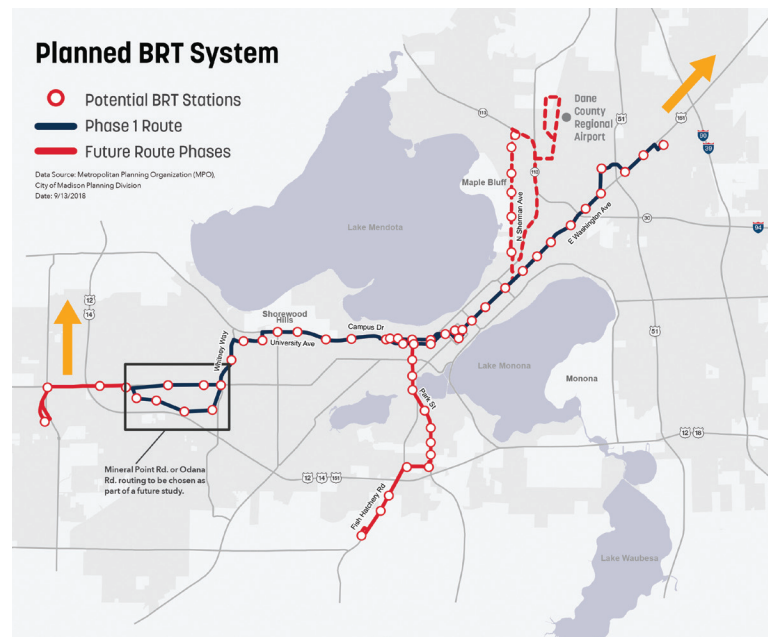
#1 EXPAND ACCESSIBILITY AND SERVICE

Lack of access to transportation disproportionately impacts people of color, seniors, young people, those with disabilities, and low-to-middle-income families who are unable to reach school, work, or the doctor's office without access to a car. Restricted access limits upward mobility and shared prosperity. This plan addresses these inequities by subsidizing additional passes for riders and families in need; providing free summer youth passes for eligible middle and high school students to get to jobs and extracurricular activities; enhancing weekend service for workers; and adding new routes to south-side educational institutions and surrounding communities.

#2 MODERNIZE METRO FACILITIES TO SERVE OUR GROWING REGION

Metro Transit's main facility on East Washington Ave. is too small for our current fleet of buses and in serious need of repairs and safety upgrades. It was built more than 100 years ago to store 160 buses. With the renovation of this building and the addition of a satellite facility, Metro Transit will be able to hold 218 buses and build capacity for the future of rapid transit, along with new electric charging stations and maintenance bays.

METROFORWARD >> IS TAKING A BOLD STEP TO IMPLEMENT FOUR RAPID TRANSIT ROUTES - NORTH, SOUTH, EAST, AND WEST - THAT WILL SERVE AS THE BACKBONE OF A VIBRANT ECONOMY.



#3 FOCUS ON SUSTAINABILITY

Climate change is an urgent reality. In response, the City has set a municipal goal of using 100 percent renewable energy sources and becoming carbon neutral by the year 2030. Metro Transit accounts for a significant portion of all the carbon City vehicles emit. To clean our air and protect our planet, Metro plans to pilot the use of all-electric buses by 2020, with anticipated full fleet conversion beginning in 2023.

#4 IMPLEMENT BUS RAPID TRANSIT

To expand service and reduce travel times for Metro riders by up to 25 percent, rapid transit uses dedicated lanes, modern platforms, pre-paid ticketing stations, larger buses and other improvements. Similar to light rail, but without the added expense of building rail infrastructure, these improvements allow for a very high-level service. Rapid transit will complement Metro's current service with riders able to hop on a rapid transit line every 15 minutes. More than 80,000 residents and almost 120,000 jobs are within a 10-minute walk of the planned rapid transit routes.