

Fitchburg Better Transit: a proposal for new service

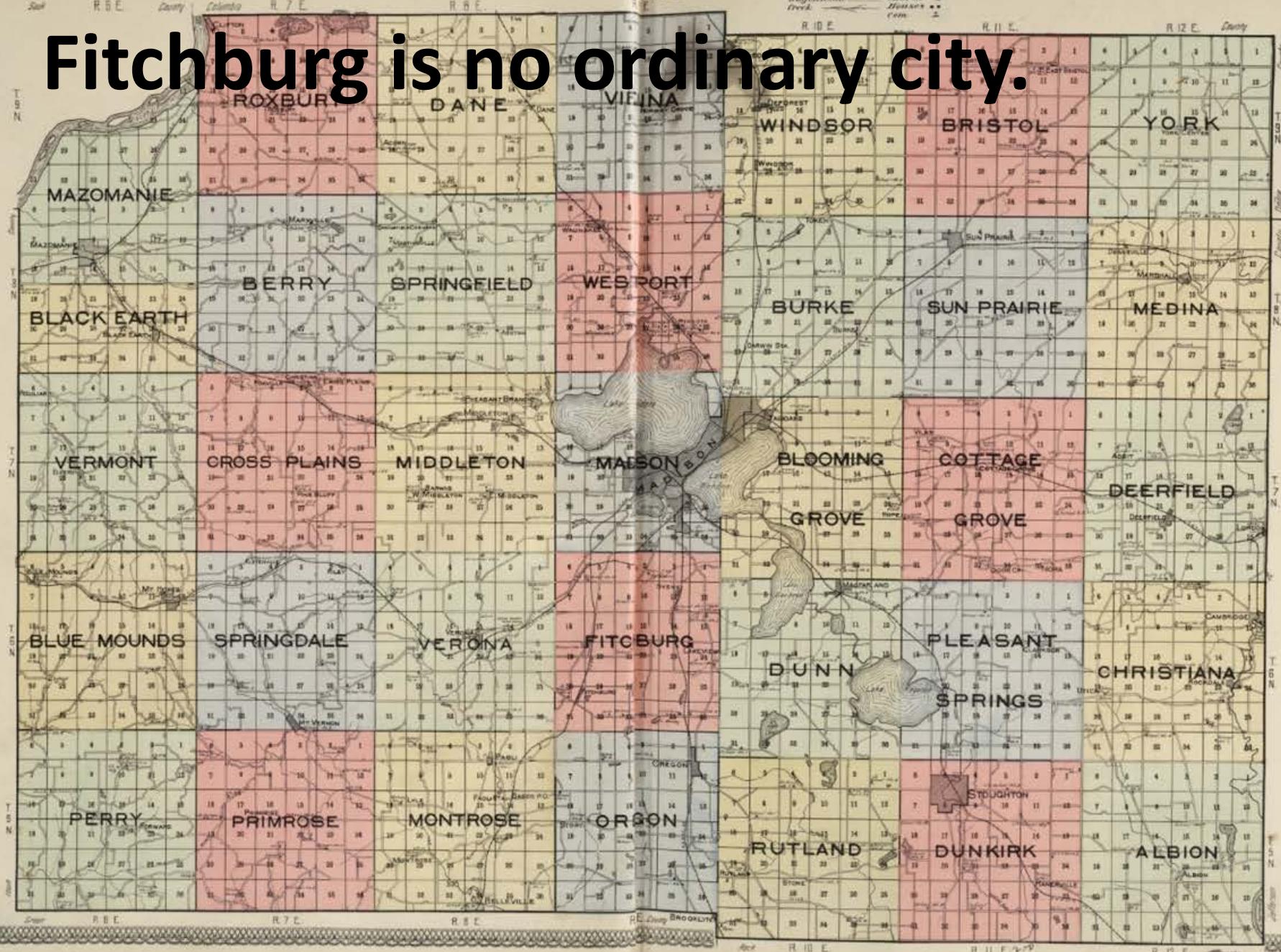
Ald. Steve Arnold
Mayor and City Staff
June 12, 2012



OUTLINE MAP OF
DANE COUNTY
WISCONSIN

REFERENCE:
Rail Road ——— School
Wagon Road ——— Church
Fork. ——— House *
Town

Fitchburg is no ordinary city.



FITCHBURG

References.

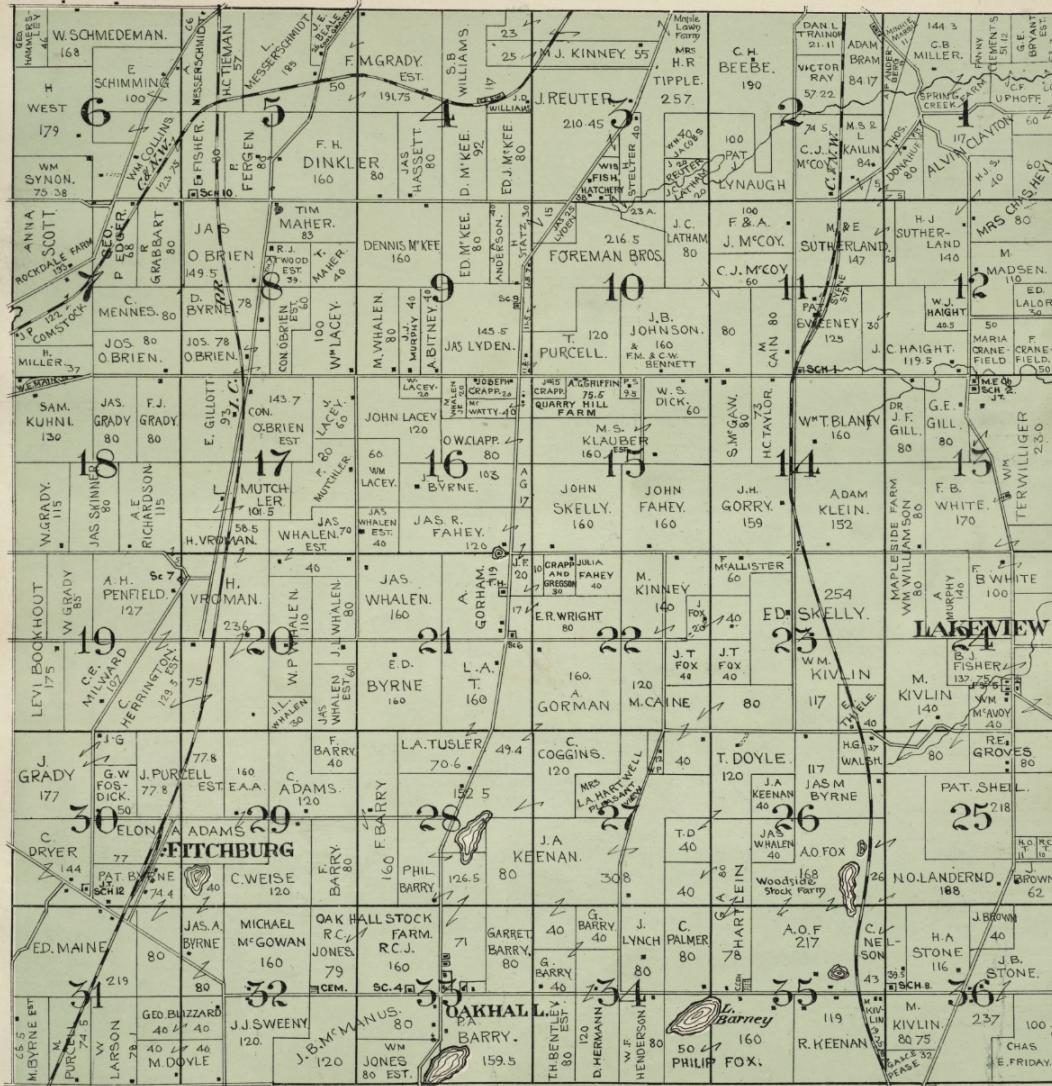
RailRoad	—	scho-
WagonRoad	—	Chur-
Creek		Hou-
		Cem.

Township 6 North

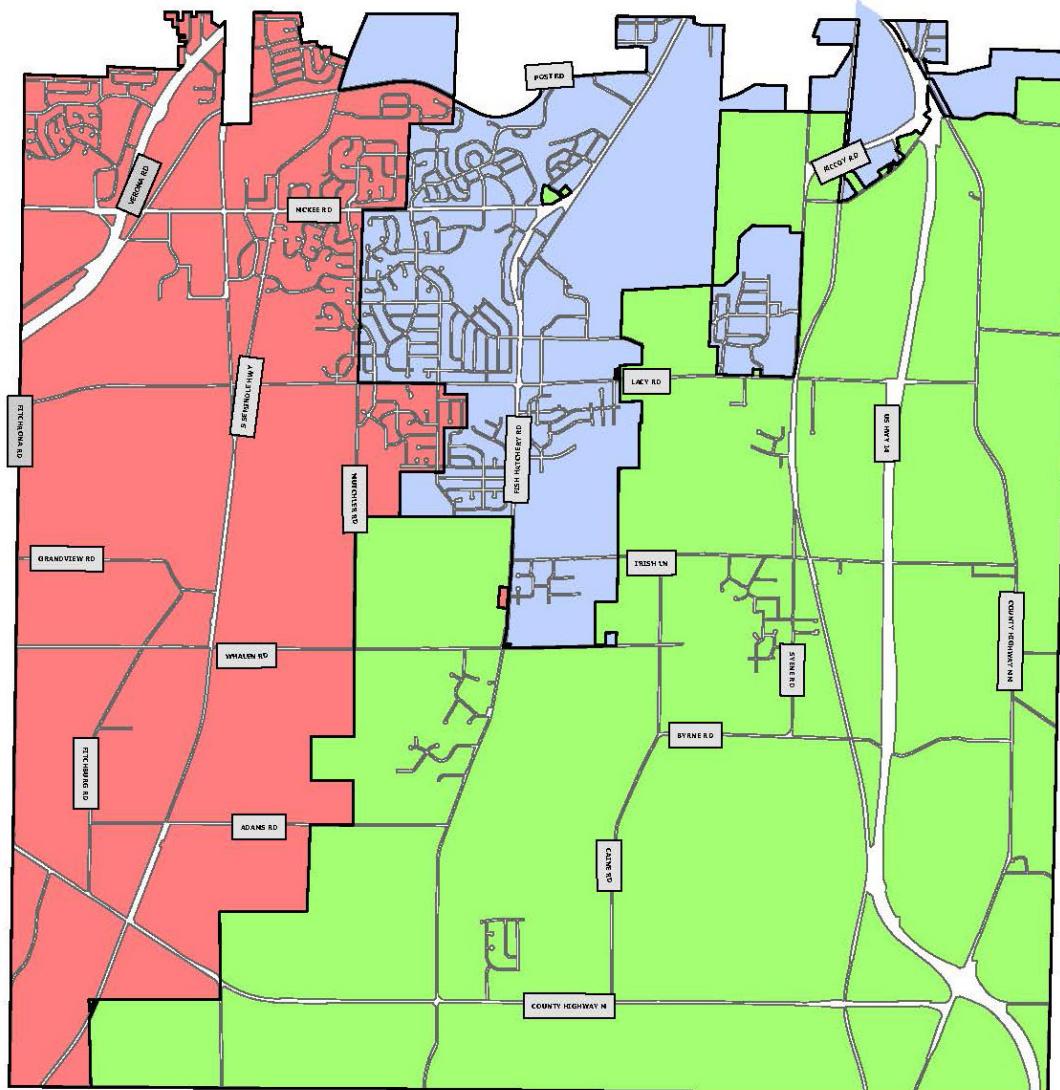
TOWNSHIP

Ranges 9 Eas

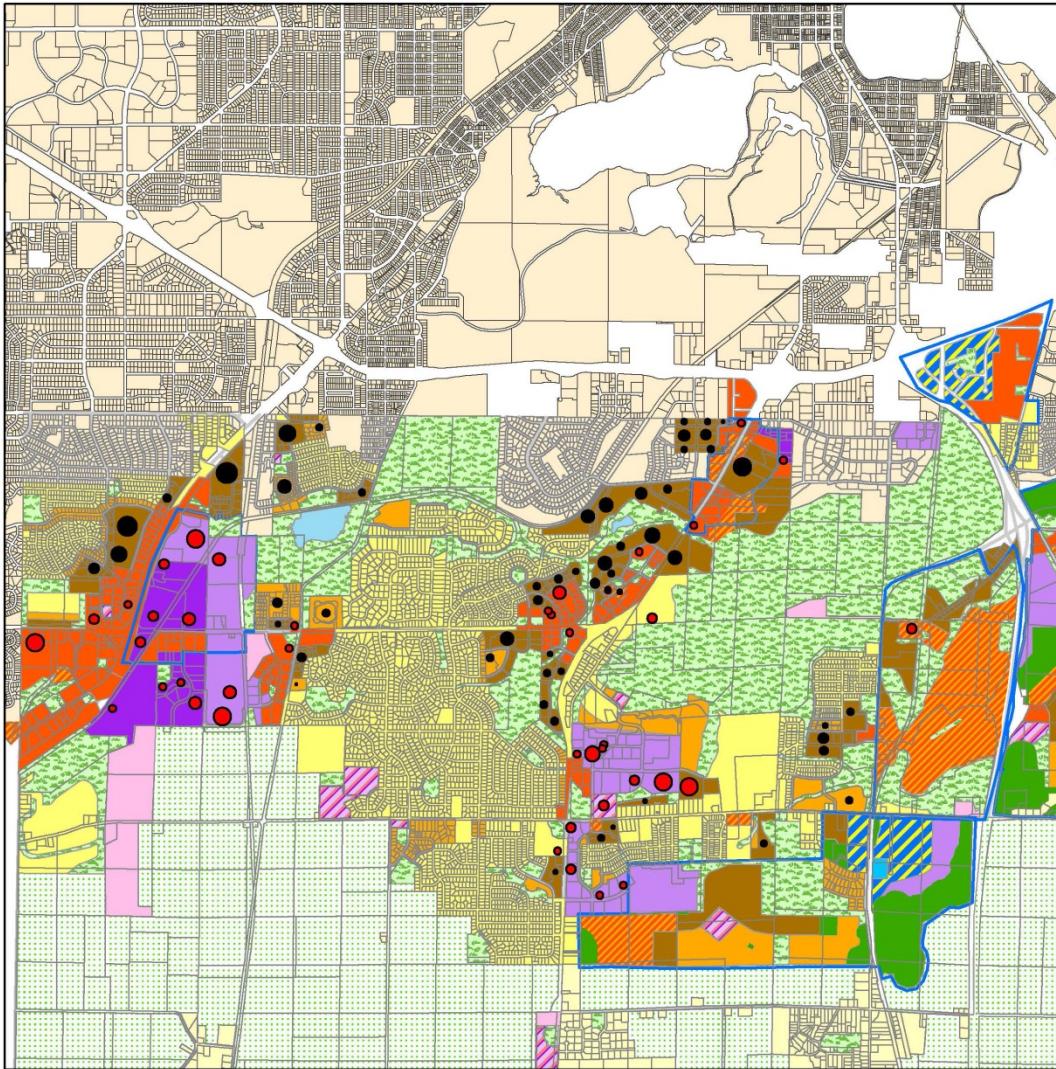
Scale: 2 Inches to 1 Mile.



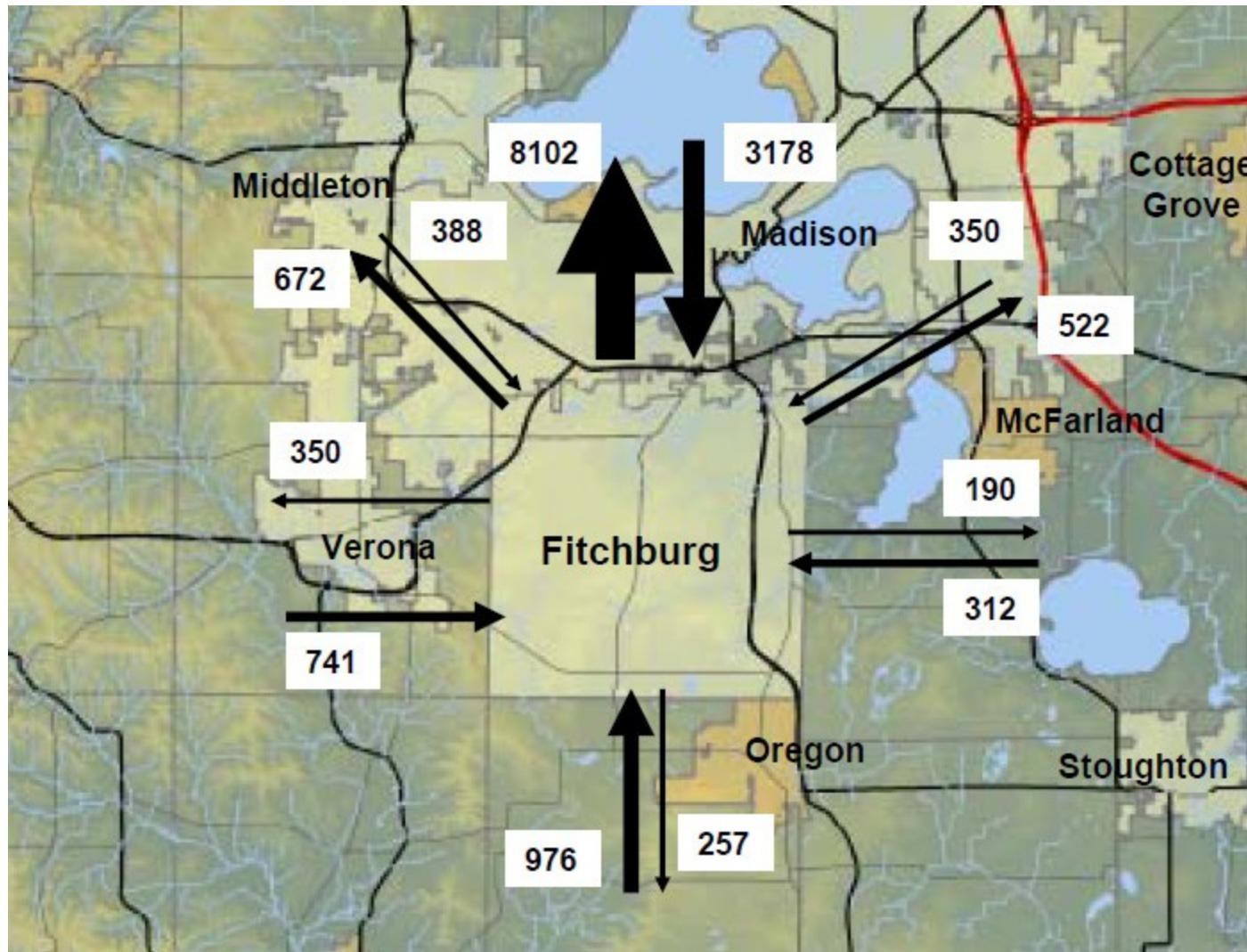
Fitchburg's history affects its roads and school districts to this day.



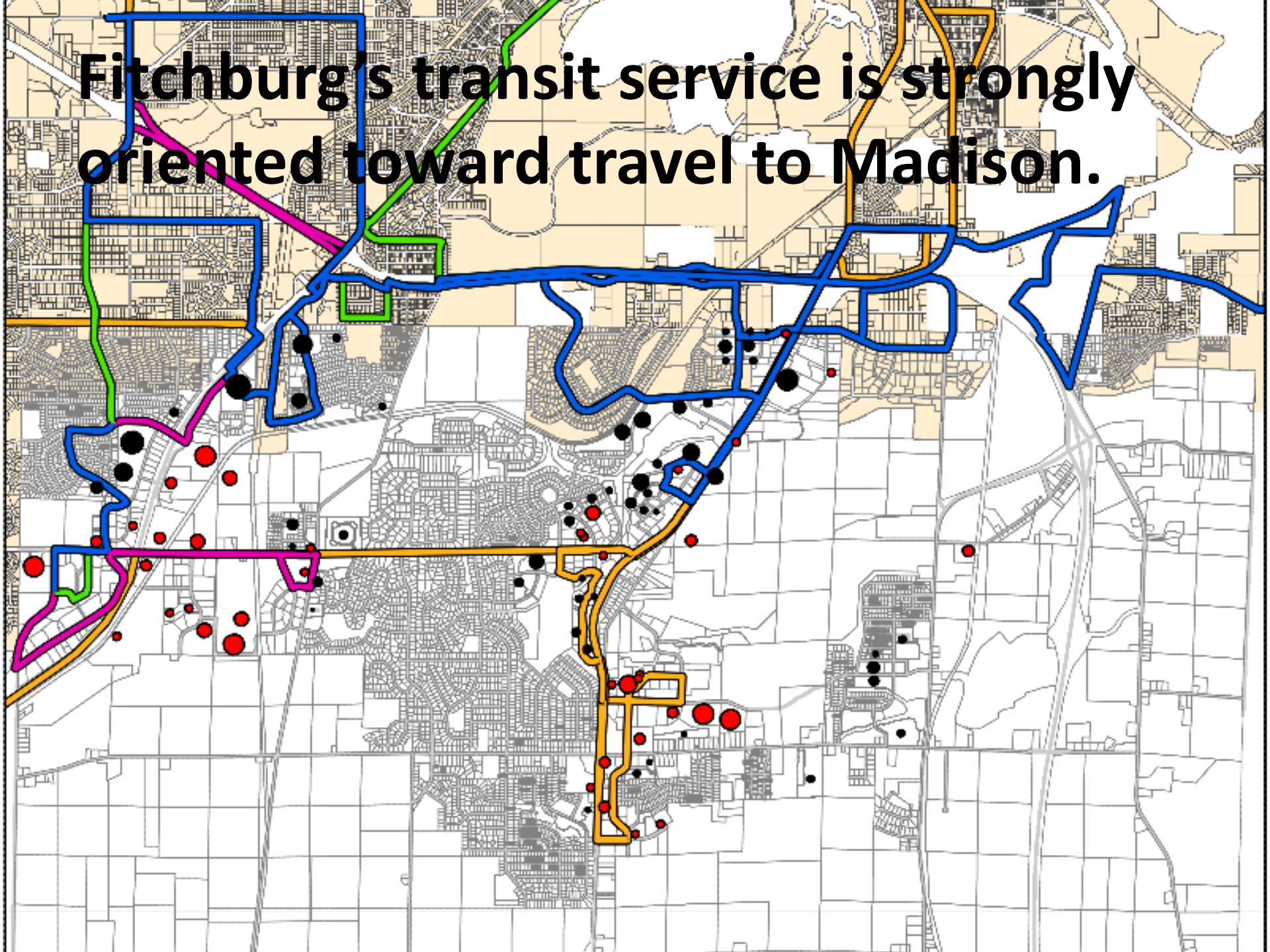
Urban Fitchburg today is primarily the result of the expansion of Madison.



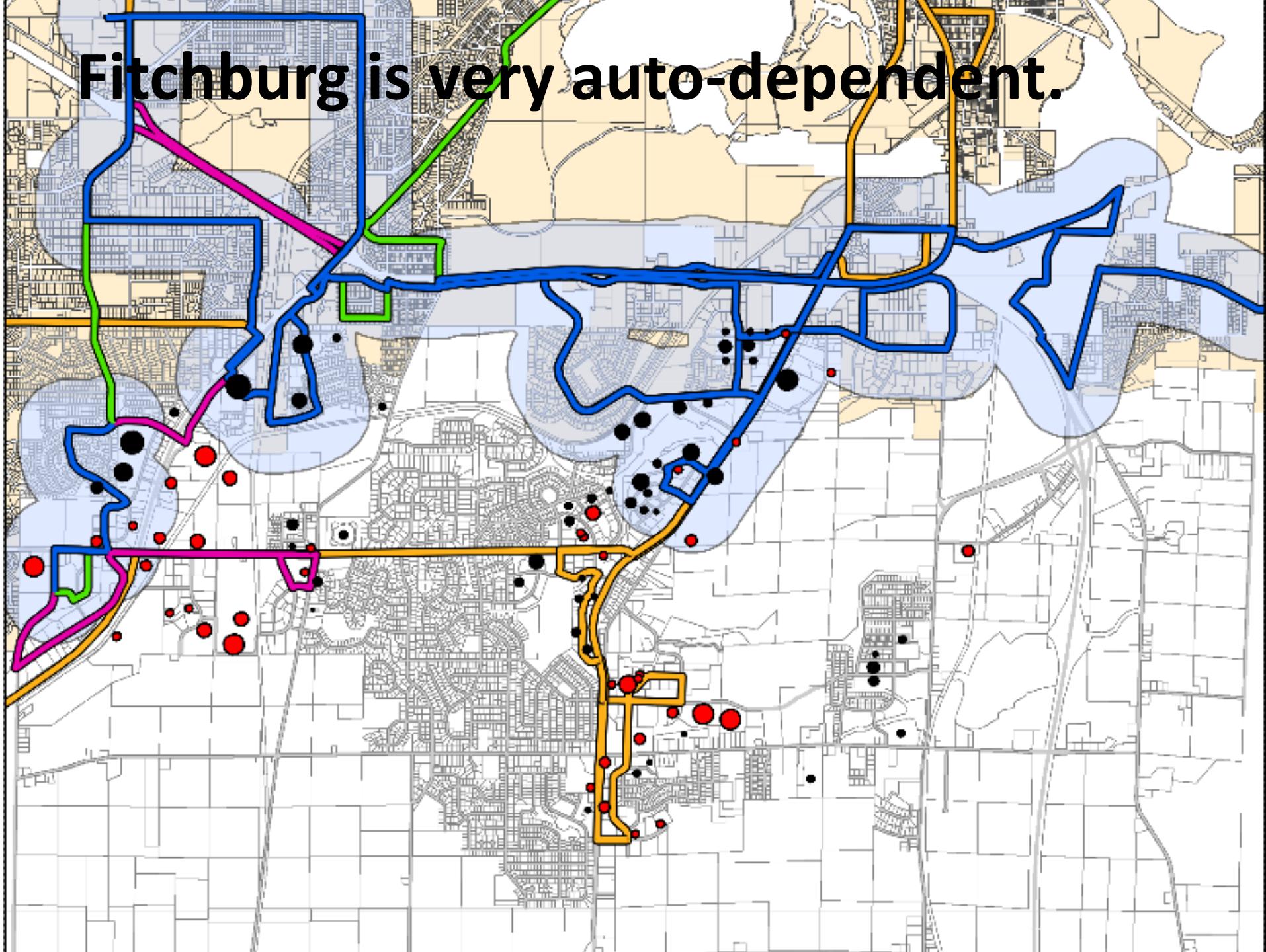
Commuting is the primary factor in the design of Fitchburg's transit service.



Fitchburg's transit service is strongly oriented toward travel to Madison.

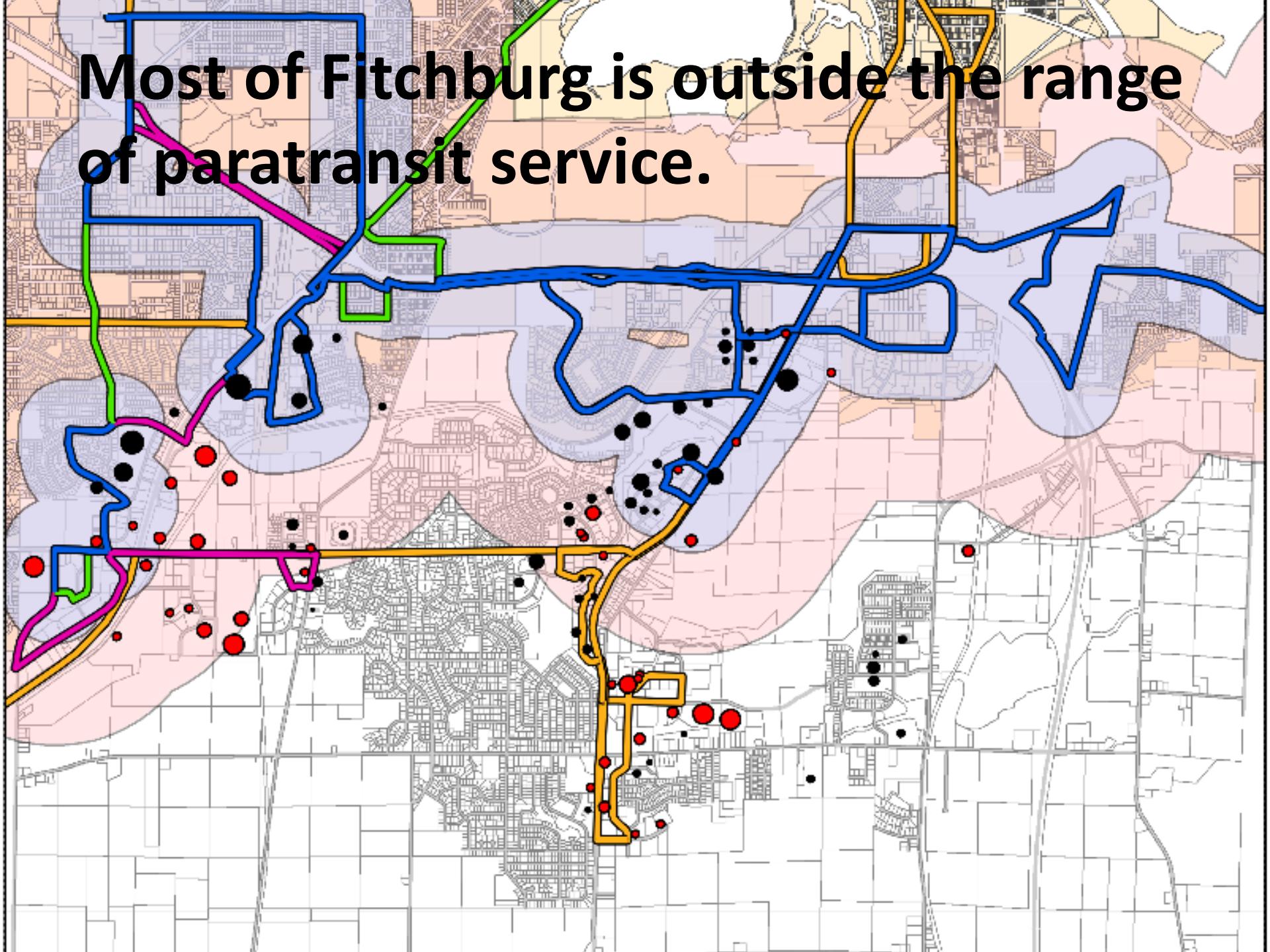


Fitchburg is very auto-dependent.

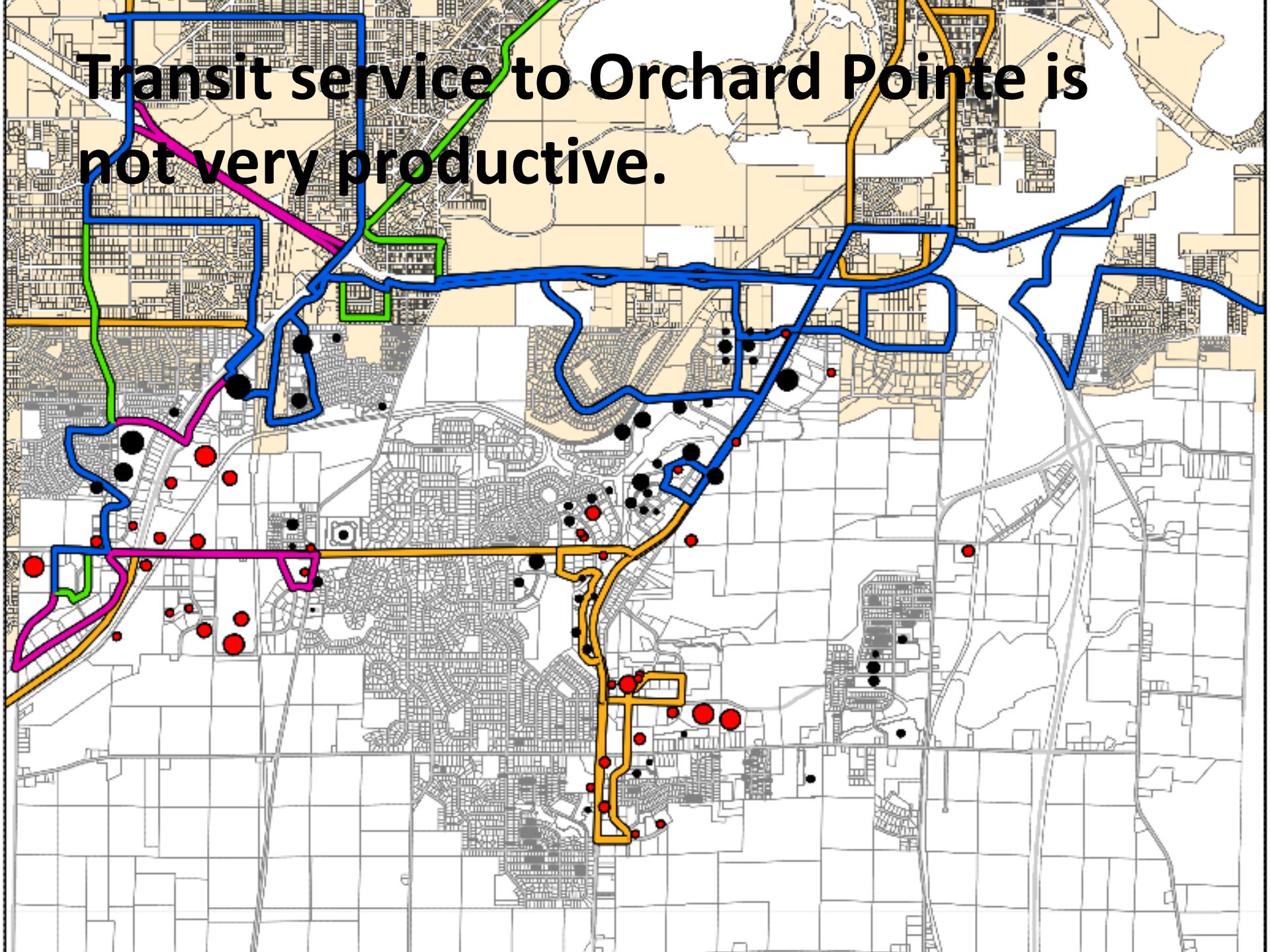


There is no transit to the Fitchburg Library, and so for many, no access.

Most of Fitchburg is outside the range of paratransit service.



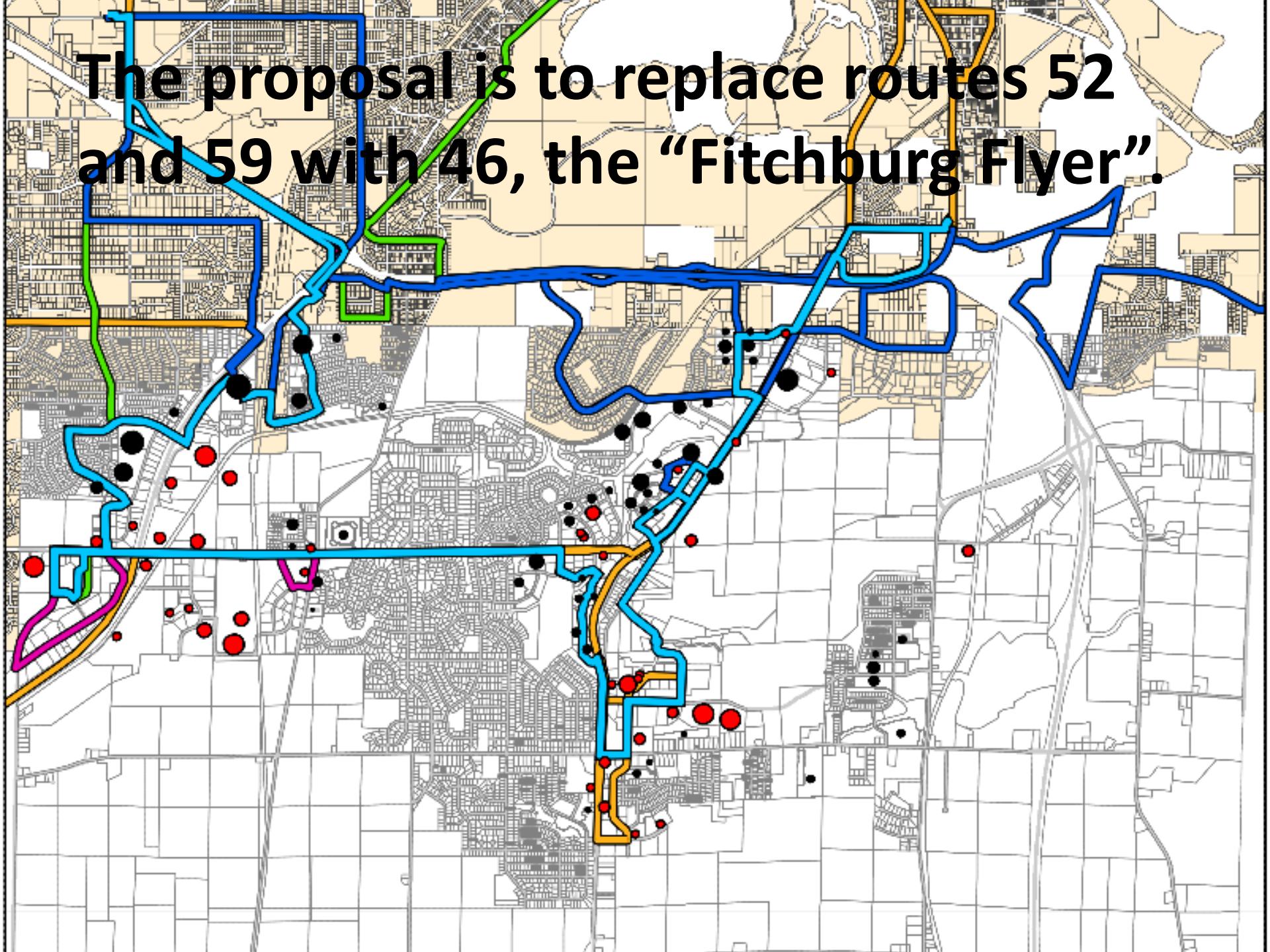
**Transit service to Orchard Pointe is
not very productive.**



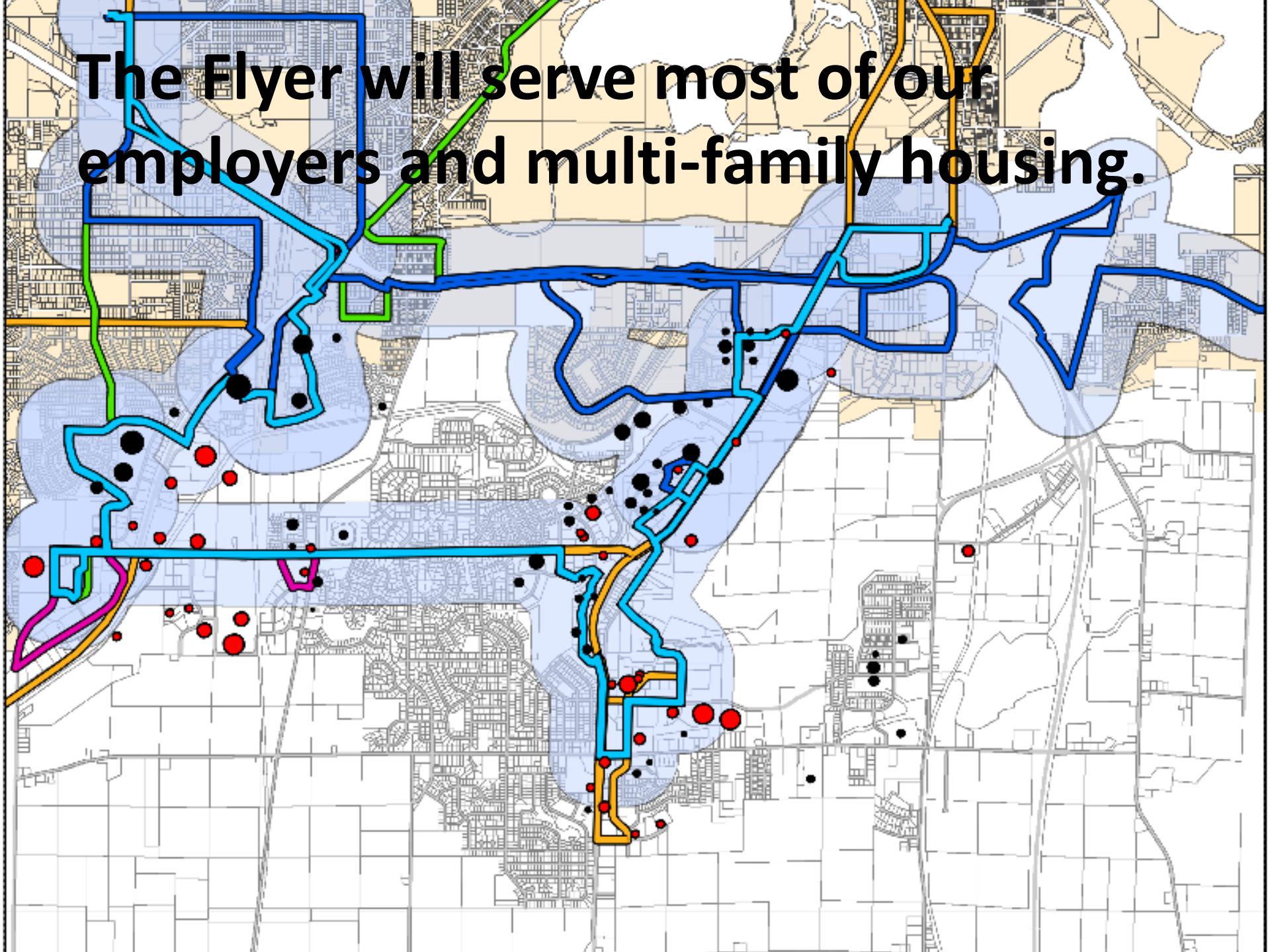
So there are many reasons Fitchburg needs additional transit service.

- Access to city services, especially the library
- Improved utilization of city facilities
- Congestion relief for those who must drive
- Economics: resident access to jobs, and employer access to workers
- Better H+T affordability
- Equitable treatment of the young, old, disabled, and poor.
- Enhanced sense of civic identity

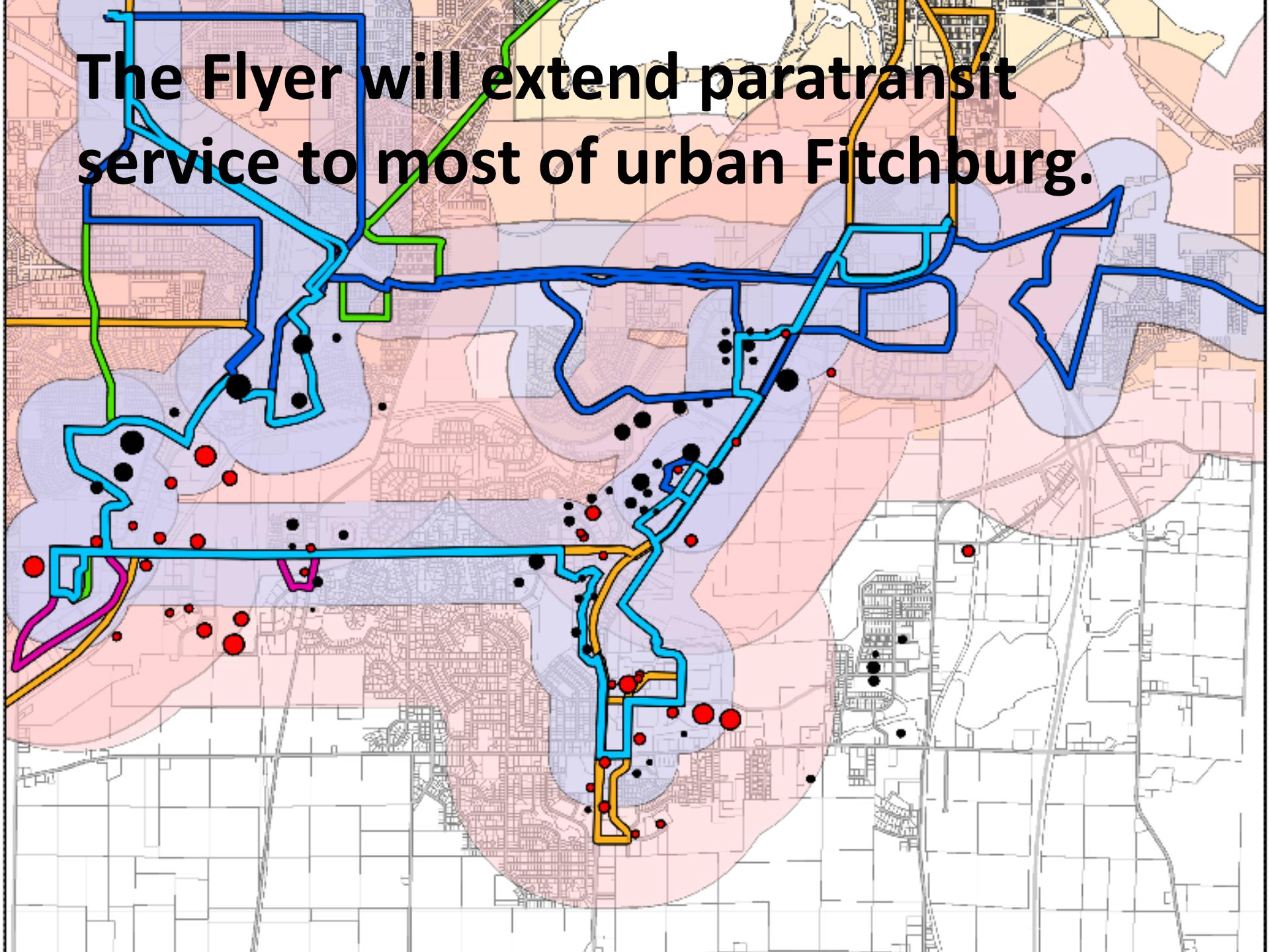
The proposal is to replace routes 52 and 59 with 46, the “Fitchburg Flyer”.



The Flyer will serve most of our employers and multi-family housing.



The Flyer will extend paratransit service to most of urban Fitchburg.



The Fitchburg Flyer will provide tremendous public benefit for its cost.

Contracted service to Metro Transit partners is funded at \$51/route-hour, less any fare-box revenue. It will run an estimated 14,356 route-hours a year, or 9556 route-hours/year net of the replaced routes 52 and 59. Expensive? For drivers, that's about 5 gallons of gas/year. For transit users, it's about the cost of a ten-ride pass. For parents with kids who need transport, that's unlimited rides for \$45/year.

The Fitchburg Flyer is proposed to run fare-free.

- The service comes at a fixed cost.
- The best metric for cost benefit analysis is public cost per ride.
- Only a small fraction of the cost could be collected as fares.
- Even those that don't ride benefit, from less congestion, cleaner air, lower parking demand, greater energy security, lower energy costs, and lower care costs for a healthier population.

Adding transit service on this scale has many steps over a year or more.

- 10/2011: Introduce, then withdraw, proposal as a budget amendment, to notify Common Council
- Spring-summer 2012: Develop Fitchburg Better Transit Coalition and public campaign
- 70 days before regular election: Pass resolution to put referendum question on ballot, by Common Council
- Election: Hold referendum to exceed levy limits
- Following quarter: Plan details, by Metro Transit
- Following November: Appropriate funds in budget
- Following January: Start service

If the referendum fails, additional attempts are possible in future years.

Summary

- Create new, all day, everyday transit service through central Fitchburg.
- Serve most of Fitchburg's businesses and most transit dependent neighborhoods.
- Make almost all of Fitchburg's urban area eligible for paratransit service.
- Fund the service from the general fund to benefit all residents, businesses, and visitors.
- Draw the community together with services and facilities available to all.

My request: Join the coalition!

Organizations and businesses:

- United Fitchburg
- Madison Area Bus Advocates

Individuals:

- Steve Arnold
- Twelve others