

## Dane County Transit Listening Sessions

### Report to the Dane County Public Works and Transportation Committee

September 2015

#### Background:

The Dane County Transit Subcommittee, with support from the Metropolitan Planning Organization (MPO) and Metro Transit, recently hosted a series of Transit Listening Sessions in 5 transit “corridors” throughout the greater metropolitan area. Local elected officials, transit-related committees, interest groups and the public were invited to participate in these sessions. The local newspapers each helped announce the listening sessions. The 5 sessions (and number of participants) included:

- Monona/McFarland/Stoughton (31)
- Sun Prairie/East Madison (36)
- DeForest/Waunakee/Westport/Windsor (18)
- Middleton/Cross Plains/Springfield Corners (26)
- Fitchburg/Oregon/Verona (33)

At each listening session, staff from the MPO presented a transit primer to the audience, who sat at tables in groups of 5 – 6 persons/table. At the conclusion of the presentation, a designated “table host” at each table facilitated discussion by the participants on three questions:

1. How does or could public transit *benefit* you and/or your community?
2. What do you think are the most important public transit *needs* in your community?
3. With respect to transit *funding*:
  - a. What transit service(s), equipment and/or facilities should the county consider funding?
  - b. What new or existing sources of funds should the county consider using if they decide to contribute to transit funding?

Each comment was noted by the facilitator for inclusion in Attachment 1: Transit Listening Session Summary. In addition, after each table discussed these questions for approximately 45 minutes, the table host reported out to the whole group the highlights of their discussion. This information is presented to the Dane County Public Works and Transportation Committee for future consideration.

#### Highlights

The following highlights summarize areas where there were similar suggestions at multiple tables and locations. In addition, several unique ideas for the Public Works and Transportation Committee to consider are also noted below.

##### 1. Benefits of Transit:

Many comments revolved around the environmental benefits (global warming, dependency on oil, air pollution, greenhouse gas emissions), the benefits to those who cannot drive (seniors, disabled, youth), the benefits of not having to drive (multi-tasking/working/reading while commuting, connecting workers to jobs, increased economic activity along areas served by transit and reduced congestion), and cost savings of car ownership, for maintenance, insurance and other associated costs for single or multiple car ownership.

## **2. Transit Needs:**

There were many transit needs identified, many specific to the transit corridors associated with each session. Some of the common themes included:

- Increased routes/frequency of buses
- Greater travel speeds to get to your location
- Intermodal connections – bus/bike/etc.
- More park and ride facilities to help outlying areas connect with Madison
- Integrated/Regional Transit Authority – for funding and coordination the system as a whole
- Greater service to seniors for medical appointments, groceries, library and social connectivity
- Access to employers during off-peak times
- Access to the airport
- Bus Rapid Transit

## **3. Funding**

There were many creative ideas for ways to fund transit needs in Dane County. Almost all recognized that to increase transit services would mean increased costs to the community. Options for how to pay can be categorized three ways:

- private/public partnerships (employee based);
- tax increases using existing authorities (vehicle registration fees);
- tax increases where existing authority does not exist (sales tax; gas tax)
- seek additional federal funding; and
- innovative fees/taxes for which statutory authority would need to be established prior to being implemented (“sin tax”, soda tax).

### **Corridor-specific highlights:**

#### **1. McFarland/Monona/Stoughton**

Participants noted the lack of medical facilities in these communities and the access to medical facilities is a problem for those who cannot drive. In addition, in this corridor, McFarland serves as a “pass-through” community and as such, a park and ride facility in McFarland would not only serve residents from McFarland, but from Stoughton as well. There was discussion of McFarland serving as a transit hub instead of a choke point for commuters to Madison. The participants also noted the need for “express service” to make the commuter bus a faster way to get to Madison central rather than driving. Multi-modal transit needs came up often as well – connecting people with bikes/buses so that they can access bike trails as well as buses. Lastly, circulator routes within McFarland were also discussed.

#### **2. Sun Prairie/East Madison**

Themes that resulted from discussions at this listening session include the need for private/public partnerships to work together, especially in areas of new development (Costco/Cabela’s/Marcus Cinema/Woodman’s). A circulator route within Sun Prairie was also discussed as a way to let younger students get to various places within Sun Prairie. There was general agreement that the shared-ride taxi was too expensive and not a viable option for many who were on limited incomes. Many noted that the lack of information about the shared-ride taxi resulted in lower participation. Connections to Madison were noted, including links to the BRT system once it is further developed.

#### **3. DeForest/Waunakee/Westport/Windsor**

Participants in this session noted that it was not likely that there would be great community support for a bus line to run to DeForest. However, they did note that a park and ride and/or other linkage to Metro Transit would be used. Commuter vans seemed to be better options for the demographics and needs within these communities. It was noted that there is limited access to taxi’s within this

community for going to medical appointments, especially for elderly individuals, and that the assisted living facilities had their own transportation available to their residents for some travel/shopping opportunities.

#### **4. Middleton/Cross Plains/Springfield Corners**

Middleton highlights included the need for reverse commuter options, as many facilities in Middleton rely on workers from the greater Madison area. The lack of frequency of service was highlighted as a concern (including Sunday service). In addition, the need for circulator service was also noted by participants. Connection to the BRT system was raised as a need, to ensure timely transfers to the greater Madison area. The participants also noted the rail line as a potentially viable option for moving people from the Middleton area to downtown Madison.

#### **5. Fitchburg/Oregon/Verona**

Participants at the Fitchburg listening session noted that while several areas of Fitchburg are served by Metro Transit, they are isolated from the other parts for which there is no service. Transit along the east-west corridor of Fitchburg is non-existent, and transit to public facilities is lacking in frequency and geographic area within the greater Fitchburg community. Participants from Oregon and Brooklyn noted either very limited or no connections to transit services for the greater Madison area. They noted that transit needed to be cross-jurisdictional in terms of access and routes. Several noted that there is no taxi service in Oregon and connections to the greater Madison area are needed for those who are without vehicles.

#### **Conclusion:**

The Transit Subcommittee believes that the participants in these listening sessions brought forth benefits, needs and funding options for the County to consider when assessing their role in supporting transit in the County.

Each of the transit corridors had a mixture of representation including local elected officials as well as citizens and business leaders and unique ideas/options for enhancing the transit system in the greater Madison area. The overwhelming conclusion is that the County should support transit in both monetary and perhaps in a coordinative way.

The details presented in Attachment 1 should help drive County discussions during the upcoming budget cycle as well as beyond.

The Transit Subcommittee hopes this report helps move the county forward in supporting transit in a meaningful way in the future.

## Attachment 1: Transit Listening Session Summary

<b>McFarland Transit Listening Session: August 20, 2015</b> <b>E.D. Locke Library</b>		
Table	Questions	Responses
1	1 (benefits)	Linking to employment; quality of life; seniors (limited ability to drive; RSVP – limited options (does not include non-medical needs: bank, office appointments, friends, etc.); New building projects – high density; local congestion issues (school days, highway 51, Sigglekow Road; hard for low income/underemployed; no health services in McFarland
	2 (needs)	Medical; group trips are limited; more rail/bus systems; park and ride expansion; McFarland could change from being choke point to satellite hub; Direct/express buses would expand opportunities; Ho Chunk expansion; more than just perimeter express, but within community; proposed expansion along rail corridor
	3 (funding)	County-wide tax if all citizens knew they would be served would strengthen buy-in; still concerned about funds for local roads.
2	1 (benefits)	Public transportation won't be practical for a portion of jobs; reduce traffic in established and growing areas; gives freedom to those not able to drive; could be a great/safer option for those intoxicated; what people would lose in a possible raised fare would be made up in time; able to use your time in a productive manner; improved transportation in economic developing areas.
	2 (needs)	Convenience in Metro system; development needs to be transit friendly; serve the people who are mobility challenged; satellite bus garage; regional transit authority of Dane County; need service during time they need it; expansion of usage in park and ride with parking itself and the use of the bus; coordination between the city bus system and large bus routes throughout the region; creating and expanding both downtown stops; Cottage Grove park and ride during route to Madison workforce; more clarity and simplicity in system; incorporate multimodal ways of transportation
	3 (funding)	Flexible transportation funding; all forms of transportation should pay understand the actual cost of a car; possible rise in parking fees; regional transit authorities; developer fees if unfriendly with transit.
3	1 (benefits)	McFarland/Monona get calls for paratransit from Metro (can't provide that service); students – MATC/other; Service for jobs in Madison limited from those outside service area – need to connect with bus service; challenge to commute downtown – long rides (from Dutch Mill/connections); Limited service in Monona; Save money on gas, parking; not everyone has access to a car; millennial's outside of central city; bike route connections;

		bike/bus connections; Monona – no park and ride facility; Monona joining to Metro (cost/too big buses into neighborhoods without sidewalks); paratransit in Monona limited to 10 a.m. – 4 p.m.; climate change – community response to a global problem – part of an action plan; social equity – elderly, poor, millennial's, students; fare free transit feasibility – need study to see if it would work here; vehicle miles traveled (VMT) higher here (from national data); transport to parks, communities from Madison; benefits of access to increased employment, recreational opportunities; enhance businesses getting people to work; kids getting to school and after-school activities
	2 (needs)	Traffic in new complex across from high school – congestion and safety issues; reduce infrastructure costs for village; promote downtown – flow in and out in order to enhance development; attract new stores downtown; elderly (we have an aging population); people are moving out because services are not available here (McFarland); Monona – have focused on serving elderly – fewer citizens using Monona Lift (Retirement communities providing own transportation); Integrate communities and services for more full service; people with special needs/handicapped; people who need to get to various venues, shops restaurants; Sunday service; weekend events (sports); regional sports activities out of city in rural areas (big vehicles); multi-modal with bike connections – some communities don't have this; bike routes for all weather – solar panels; safety, beyond on-road segregated lanes – across major roads (e.g. highway 51); connectivity throughout the city; jobs –seekers and employers; low income riders can't buy ticket packages –end up paying more per trip; Fare box revenue is only about 3% of revenue in Monona – make transit free/explode demand; construct system to meet the needs; some research shows about 12% fare box revenue goes to fare box costs plus logistical challenges.
	3 (funding)	Raise gas tax – dedicate to mass transit (less need for road maintenance, people would get there faster; congestion costs money); county could charge registration fee - \$11 million could be generated; statewide tax/sales tax for communities being serviced for a legacy fund (only for those in communities with service); property tax or mix of taxes; lottery revenue; Twin Cities – MPO revenue sharing to serve rural areas; what does the county have the authority to do? Regional Transit Authority; Intergovernmental agreements; issues of state restrictions – change government, change gerry-mandering so state legislature changes.

Table	Questions	Responses
4	1 (benefits)	Relieve morning commute traffic; wider choice of other services; parking limitations in downtown Madison; increase ability of people without cars to live and thrive in McFarland; increase employment options for McFarland residents and McFarland employers; multi-modal opportunities; attract millennials to McFarland/Oregon
	2 (needs)	Increased mobility within the community; affordability of transit (Stoughton); connection to bike trails; connection to intercity bus, airport, downtown Madison, UW campus, jobs; may be some interest in Stoughton/McFarland system; if evening bus service – take advantage of Madison entertainment options; commuter/job service in peak; circulation within community; service routes

	3 (funding)	None of us can pay for it is a political reality; sales tax levy by the county; excise tax on gasoline; congestion tax; some % of county road budget going to transit; county funding for Metro's capital needs.
5	1 (benefits)	Any type of link to Madison; specialized transit link to health centers; social services link; more flexible schedule; economical growth/students/workforce; direct rail link; less transportation costs/person; environmental benefits; contribute to regional growth; create opportunity and access for employment: low income, seniors, students – high school/post HS; expanding existing transportation services
	2 (needs)	Access to jobs, resources, services not found in the community; access to continued education and training opportunities; multiple modes of transportation – bike/trails/trains/bus; provide destination point in community; more focused destination points (rideshare/on-demand); links to airport transportation; expanded hours for shared taxi; more access to park and rides; transportation node at Bayview;
	3 (funding)	Wheel tax/Vehicle registration fee; County referendum specific to funding transit; seek more federal funding directly; form an RTA for planning purposes; user fees and rider fares; local funding; major employer furnishing transit opportunities; innovative pilot projects for private companies; cooperative vehicle ownership; usage fees similar to the library system.

**Sun Prairie Listening Session: August 24, 2015**  
**Westside Community Center**

Table	Questions	Responses
1	1 (benefits)	Medical appointments to and from Madison; Better park and ride; Advertise shuttle service - make the vehicle noticeable (branding); Not enough accessible vehicles in Sun Prairie; Low income, special needs and seniors; too many students riding, seniors can't - the volume and need is greater than the capacity; Students are divided by a highway - transportation is lacking
	2 (needs)	Link between Sun Prairie taxi and Metro Transit (and St. Mary's urgent care); \$4.00 fare is too high for elderly/students; "door-to-door" service was available with the old shuttle; People commuting to Madison pay taxi fare to save people money; No grocery store in Marshall and Deerfield - or inexpensive pharmacies; Non-traditional work shifts, part timers/nights and weekends; RSVP rides not accessible; More park and rides on main arterials - do surveys of potential use
	3 (funding)	
2	1 (benefits)	Don't want to have to use a car: freedom from \$3000/year cost; know people around you - it's social; Youth - students need to get to work from the high school (task force report); Disabled - there's a 1.5 hour lead time and 1 hour wait for ride home; Aging population; Youth; Medical appointments; Shoppers; Social; Work/employment

	2 (needs)	Need service for the 30% - 40% that don't or can't drive; Economic development - to and from employment, shopping, social; Have the ability to get work done while on the way to work; Shared ride difficulties and financial limitations (development and planning)employment, medical, employment centers (American Family, Alliant, UW Hospital, St. Mary's); Preservation of existing networks for health and wellness and educational aspects
	3 (funding)	WED enabled schedules; Countywide - not just Sun Prairie and Madison; Millennials -not wanting to drive for work Incorporate schools; Benefit funding: companies pay for employees; Gas tax; Mileage; Identify true costs; Private industry - rebates-based on arrivals or departures (champagne on certain buses); RTA - if allowed, surplus use for maintenance or rebates
3	1 (benefits)	Access to jobs - Sun Prairie and other communities, schools, other services, entertainment, special events; environmental benefit; Mobility for seniors and others who may be at an economic disadvantage; Safety; Productive time while commuting; Economic benefit - businesses, employees, employment driver; Save money - transit is more affordable; Health benefits; Sense of community
	2 (needs)	Service to Madison - commuter and all day; Service within Sun Prairie; More convenience - free, coverage, fares Funding; Ease of use
	3 (funding)	Funding: community development fees; Federal grants, vehicle registration fee; Increase fares; Need bus lanes; There's gaps in coverage
4	1 (benefits)	Eliminate congestion; Less pollution; Reduce trip costs; Help to reduce crime (better jobs); Good for business
	2 (needs)	Growth in Sun Prairie; Access to health, school, work; Service to people with disabilities; Need for improved communication about services; Kids need access to jobs communication and knowledge; Frequency of times Better (less expensive) access to jobs, entertainment, transfer points); Park and ride facilities, with bike cages for bikes
	3 (funding)	What should county do: park and ride facilities; Para-transit funding and taxi service - need funding; Reduce dead-head time; Need clean buses; Vehicle registration fee; Sales tax when rat authority is restored; Apply room tax to Metro; % of county road funds if metro is expanded
5	1 (benefits)	Seniors who don't drive; Lots of people need rides, taxi too long - transfer people one side to another back and forth to Madison; Disabled person needed ride and couldn't get to the bus; Reduce traffic - lower emissions, allows people to be more independent, fewer financial constraints; Students who attend UW and MATC save by using transit; Businesses could make more money; People can't get to doctors office
	2 (needs)	light rail system from sun Prairie to East Towne; Connection to the airport; Services for seniors - problem with shared taxi; Bus for kids - school, work and after school; Local commuter bus; Commute to Madison activities -

		fireworks, farmers market, jazz, Maxwell St Days; No taxi – reduced; Para-transit - no need for special buses
	3 (funding)	Regular bus - use federal money; Local tax base; Reasonable fares; Mid-sized shuttle buses less expensive than super bus; City referendum on city tax to fund transportation; Business support through grants; Churches may participate; Clearly marked and defined bus stops - shuttle would have worked; Enclosed, covered bus stops Increase use through better information and communication; Want transparency in bus operations - people open. To new taxes if know how money is spent; Alternate energy to save money on taxes

**DeForest Transit Listening Session: August 25, 2015**  
**DeForest Public Library**

Table	Questions	Responses
1	1 (benefits)	Dane county population is increasing by 100,000 people in next 20 years; Better job opportunities to support reverse commute (American Girl) Outside connections to Madison - express Taxi shuttle service What - park and ride improvements, covered with seats, connections to transit/multi-modal More transit
	2 (needs)	Better job opportunities to support reverse commute (American Girl); Outside connections to Madison - express Taxi shuttle service; What - park and ride improvements, covered with seats, connections to transit/multi-modal More transit; build the North Mendota Parkway
	3 (funding)	Stay within existing limits; seek more federal funding;
2	1 (benefits)	Big companies want bus routes for employers; Frequent route provides accessibility for those that don't/can't ride Certain times - early/late- work commute; Seasonality - bad weather times; Transport; Socializing - bus, reduce drink and drive
	2 (needs)	Elderly and disabled need transit options for essentials - food, medical Appts, etc.; Alternate source taxis - build as needed, start small and grotto sport kids to shopping, movies, social
	3 (funding)	Use county money when saving due to jurisdictional transfer of roads to municipalities; Pilot program - county buys vans and municipalities can use them for special events, etc.; Get pool of vans - reserve them; Start with free subsidized rides; Poll corporations determine who would use it, gauge ridership interest
3	1 (benefits)	For seniors, a non- driving option to enhance life - especially at night; For schools, transportation for students with special needs who are in job transition; For all, access to theater, services to give more choices; For job

		opportunities; Mental health care access and other medical access - rehab, eye Drs, dental, medical; Access for those in poverty (1 in 5 families in deforest area school district); Limits on those who may want to live here but no transit - what growth opportunities are we missing?; Would a park and ride assist with adding ridership or a DeForest route?; Alleviate Madison traffic/parking; Service in un-serviced areas (I.e. Westshire has about 400 senior adults); Eco-friendly
	2 (needs)	Access to services/quality of life; Special needs for student populations; Transportation for those without auto or do not drive (elderly, court ordered) - about 30% of the population; Senior citizens without transportation and mobility issues
	3 (funding)	Consider linking services - trains, buses, planes; Model after Europe; Needs assessments/wants; Stop land purchases, maximize federal funds, tax on soda statewide dedicated to transit; Either way, dedicate money to transit; Recognize county has fixed pie - something has to go

**Middleton Transit Listening Session: August 26, 2015**  
**Middleton Public Library**

Table	Questions	Responses
1	1 (benefits)	Help reduce the number of cars on the road; help/back-up for bike commuters; great to have bike racks (problem when rack is full); helps make communities like Middleton accessible to all; builds community (when on the bus)/social networking; helps alleviate need for parking/parking lots especially in downtown Madison; benefit for the environment; reduces government costs to maintain roads; you can relax/get things done as a commuter (study, reading, text and use phone); encourages growth of regional area; allows outer parts to develop if Metro is accessible; encourages planned development along transit corridors; employers are attracted to where buses have access; economic/social justice – access to all/access to services; community gathering spot on the bus; safety – on phone/technology and not driving; safety – trust drivers/training and experience
	2 (needs)	Sunday bus service; more frequent service and more days of service (lunch hour access/non-peak time); Saturdays direct service to downtown Madison; service to Waunakee and Cross Plains; greater capacity during peak hours; BRT connections; more localized/Middleton routs; easier schedules to read/information displays at bus stops; more knowledge of Middleton trolley; clearer signage at bus stops; park and ride options; carpool/ride share options; improve north/south connection between Middleton neighborhoods and west transfer points; eliminate 2 hour parking limit on University Avenue – allow longer parking; expand to growing neighborhoods North of Century Avenue; access to east side of Madison; loop around North side of Lake Mendota (route serving Bishops Bay and Westshire Village in Westport; maintenance of bike routes; bike sharing stations at major bus stops; bike rack/storage – in general and at bus stops; access to bus to shopping (West Towne)
	3 (funding)	Funding for enforcing traffic laws, speeding (to make roads safer); vehicle registration fee; RTA – sales tax

		revenue; licensing fees for electric cars; toll roads; bigger buses to free up other buses; things to do at bus stops and end of bike trails (family-centered); smaller buses for less populated routes.
2	1 (benefits)	Safer way of traveling; provides a way for transit dependent people to get around; economical/saves money for people going downtown; relieves traffic especially downtown; lowers parking needs of employers; more dependable way of getting to work; increases potential work force; saves people money on 2 <sup>nd</sup> car; reduces emissions – fuel usages; reduces wear and tear on roads; pre-tax income to buy bus passes – benefits user; access to all services – low income need access to food, clothing, etc.; access by seniors and kids to activities, doctors clinics and government entities/ libraries.
	2 (needs)	More frequency of existing services; more direct routes – reduce travel times) – BRT too; park and ride facilities near BRT and major commuter routes; regional commuter train to Middleton/Cross Plains; seniors access to desired locations/assisted living needs; more bus shelters to attract riders
	3 (funding)	County could help build park and ride facilities; should contribute to Metro in general – let Metro determine their highest need; funds from soliciting transit aid for private sector employers – have county match contributions; gas tax (need state authority)
3	1 (benefits)	Getting to work/shop for those without vehicles; regular work/shop, etc; those without a license or a car (financially); infrequent stops; reduced emissions; public relations; ride-share options
	2 (needs)	Extension of transit; more flexible alternative options to underserved; improved frequency/faster times; small towns without transportation options; getting to work (workers who live away from their job); employer partnerships to provide transportation
	3 (funding)	County could expand shared ride program; county land used as park and ride hubs; regional repair facilities by the county; use sales tax to pay; more of the current road tax dedicated to transit; vehicle registration fee; UW model – employee contributions/contracts.
4	1 (benefits)	Access for low income people/working poor; access to jobs; reduce traffic; provide convenient choice; improve convenience; reduce car usage; reduce travel time;
	2 (needs)	BRT in Middleton; improve hours for employees who work late; smaller vehicles; other hours; expand service options with population and employment growth; make routes strategic with geography; extend hours and service; access to work to Middleton; more choices – SRT, BRT, feed to BRT, etc.; raid corridor preservation; park and rides; integrate bus and bike systems; ferry across Lake Mendota; older adults need access to senior center, groceries, medical appointments, social activities, library; link transit to housing – integrated planning; make fares for low income riders (\$1/\$2/\$3.50); give discounts to frequent users; have an employee tax credit; work

		with Chamber to identify employer contribution options;
	3 (funding)	Yes – county should participate and support; take care of those with less ability to pay; the RTA is the equalizer for a fair way for all to contribute; use property tax – easier to administer, development/impact fees on new development; income tax; some tax (ED); link road and transit costs; sales tax (RTA); business partnerships (EPIC example); UW cooperation; increase fares; make a county-wide tax; fuel tax; vehicle registration fee for the county to collect

**Fitchburg Transit Listening Session: August 31, 2015**  
**Candlewood Hotel Meeting Room**

1	1 (benefits)	Commuter service for workers to get to work; kids can have access to ?; adds to diversity of community; access to jobs (both ways); access to services – medical, recreational, education; allows bike access to other areas of the city/other villages, etc; increases housing choices for elders and those with disabilities; decreases traffic and greenhouse gases; allows people to work on bus instead of driving; safer to take buses vs. driving; adds transit jobs to the area.
	2 (needs)	No cab service in Vil of Oregon; commuter service; making rides affordable for those with limited means; make school field trips affordable; funding for kids who can't afford costs of transit; park and ride connected to bus service; bikes on buses to address bike path deficiencies; bus transportation from Monona into Madison
	3 (funding)	County support for expanded bus service – all types to outlying areas; county funds ways of promoting car-pooling; park and ride with bus and/or taxi; satellite garage for expanded bus services, hybrid buses to reduce greenhouse gases; Funding – vehicle registration fee allocated to transit by the county; divert money from the airport – add \$1/ticket for transit; raise property taxes to fund Metro.
2	1 (benefits)	Supports businesses with greater access from those who can't drive; decrease congestion; seniors and those with disabilities can access services; relieves congestion on main roads; increases employee pool for employers; decrease parking demand in Madison
	2 (needs)	Funding; decreased travel time; real-time transit information (not everyone has a smartphone, etc.); multi-modal system that's reliable; connections within the community (library, community center, etc.); connect to the world (airport, bus to O'Hare); connections to work and school expanding times of routes for non-commuters; safety (on bus and at transfer points); more services for seniors, those with disabilities, disadvantaged; providing east-west connection in Fitchburg; help alleviate burden of food deserts; RTA should be allowed to coordinate
	3 (funding)	County – fund satellite garages; commuter bus that links with park and ride facilities; light rail/commuter rail; focus on suburban and rural areas – county as catalyst to get communities involved in transit; services for seniors/those with disabilities; increase capacity or increase circulator routs for economic development and

		employee/employer access; funding could include savings if the county started its own public bank instead of using US Bank; regional transit authority with taxing authority; user fee; vehicle registration fee – charge vehicles appropriately for wear it inflicts on the roads (but it's regressive); tax on smart phones
3	1 (benefits)	Mobility and access to the community; senior access to library, community, parks; access to services in the county (food, medical, etc.); decrease global warming; decrease segregated communities; keep downtown functional; saves money by reducing car trips and car ownership; allows for single car families – saves money, reduces CO2 emissions, supports values; provides more security for the future (as gas prices increase); community interactions; private productive work time - “texting encouraged” zones; integrated in the community;
	2 (needs)	Oregon: limited access – need more choices for seniors/lower income; Brooklyn – no transit options at all; allow cross-jurisdictional access – Fitchburg to Verona, etc; will allow single car families; need decreased travel time; efficient worker transportation to Madison; availability to greater areas; high performance that encourages smart growth; BRT system; access to campus, hospital, student transportation; Fitchburg – cross-city transit; improves strong town concept
	3 (funding)	County should support – should be regional transit coordination; funds could be use of state transportation fund (get more allocated to transit); gas on processed foods especially refined sugars (sin tax – beer, soda, cig, etc.); vehicle registration fee; assess fee on truckers passing through; regional transit authority; gas tax (state and federal); go after more federal transportation funds; VMT fees; tax refund for alternate transportation users; shift federal subsidy from oil companies to transit systems; tax convenience store products; educate on road vs transit costs/subsidies; county funds for bus facility and vehicles (capitol costs); municipal property tax (new or shift) for transit
4	1 (benefits)	Community pride; increased visitors; options to congestion; environmental impact of driving; alleviate choke points with park and ride lots; can multi-task while using transit (texting, reading, etc.); people who don't have cars can get to other places;
	2 (needs)	Improved/more services; express service; young people living downtown need access to other areas; access to shopping and services off-peak times; more data on ridership/needs; paratransit in Verona; circulators within communities; field trips for kids; subsidized fares for seniors; more covered bus shelters; keep transfer points safe;
	3 (funding)	Gas tax; vehicle registration fee; property for park and ride facilities; transit should be part of road projects; county can expand services for people with disabilities; provide smaller buses; free fares
5	1 (benefits)	Getting to work; provides options; people don't have to rely on vehicles; savings – cheaper than taxi; save

		mileage, gas money and congestion; reduce driving area with no service; access to jobs, jobs, jobs; health improvements – usually involves greater walking when taking the bus; parking cost savings; too much parking hurts urban areas; convenience for seniors and those with disabilities; environmental improvements – air, greenhouse gas, peak oil; opportunity for hybrid or e-buses; safety – professional bus drivers
	2 (needs)	Commuter option to Oregon; scheduling – times posted at bus shelters; Fitchburg connectivity – 2 transit rich routes that don't connect; paratransit to get people to Madison but not internal within Fitchburg; key facilities within Fitchburg are not on transit routes; Wildwood – not connected with transit; no transit to amenities like Star Cinema; many routes necessitate going to transfer points in Madison – demonstrates lack of connectivity within Fitchburg; intermodal hubs – bikes/bus/train; bike carrying capacity needs to be more predictable on the buses; shorter travel times; need circulators; can't get to airport – money spent on parking lots; greater frequency of routes; expanded routes; more routes to Epic from points other than the Capital; more routes to Liberty Business Park; Badger Prairie Nursing Home needs transit access (Verona area needs network); Future generations – need to plan for them; safety at transfer points, especially at night; shelters for inclement weather; switch to hub system instead of transfer point with restaurants/other amenities at the hubs; warming buses; walkable urban neighborhoods in Fitchburg aren't served by transit; need a "reputational shift" so people will take bus – safer and quicker;
	3 (funding)	County could help fund commuter rail; contribute to bus barn (system adds value to entire county), park and ride facilities on county trunk highways; hubs – not transfer points; fund Metro to do more – expanded services; fixed routes for paratransit riders; cover fee to buy passes with credit/debit; funding – could re-establish bike licenses and use toward public transit; vehicle registration fee; sales tax – regional transit authority; transit and parking commission should use parking revenues to fund transit; event tax – proceeds on events – vendor fees applied to public transit; congestion pricing on parking or driving; free bus passes paid by employers; employer paid parking – cash out system.
	Additional comments:	Bus station at/near Dutch Mill Road for local and inter-city transportation – only way to connect to other cities; use Dutch Mill as candidate for TIF improvement – make improved access, improved security, redevelopment potential, improved tax base;
		Low cost transportation to jobs, schools, businesses, activities, airport; connect communities; expand Fitchburg service to include HyVee/Target area; direct route down PD with stops at Library and Senior Center; light rail to Milwaukee; expand service to Sundays, early and late, midday limitations; use fedrea funding; increase vehicle registration fee by \$10.00; increase bike fees (\$5).