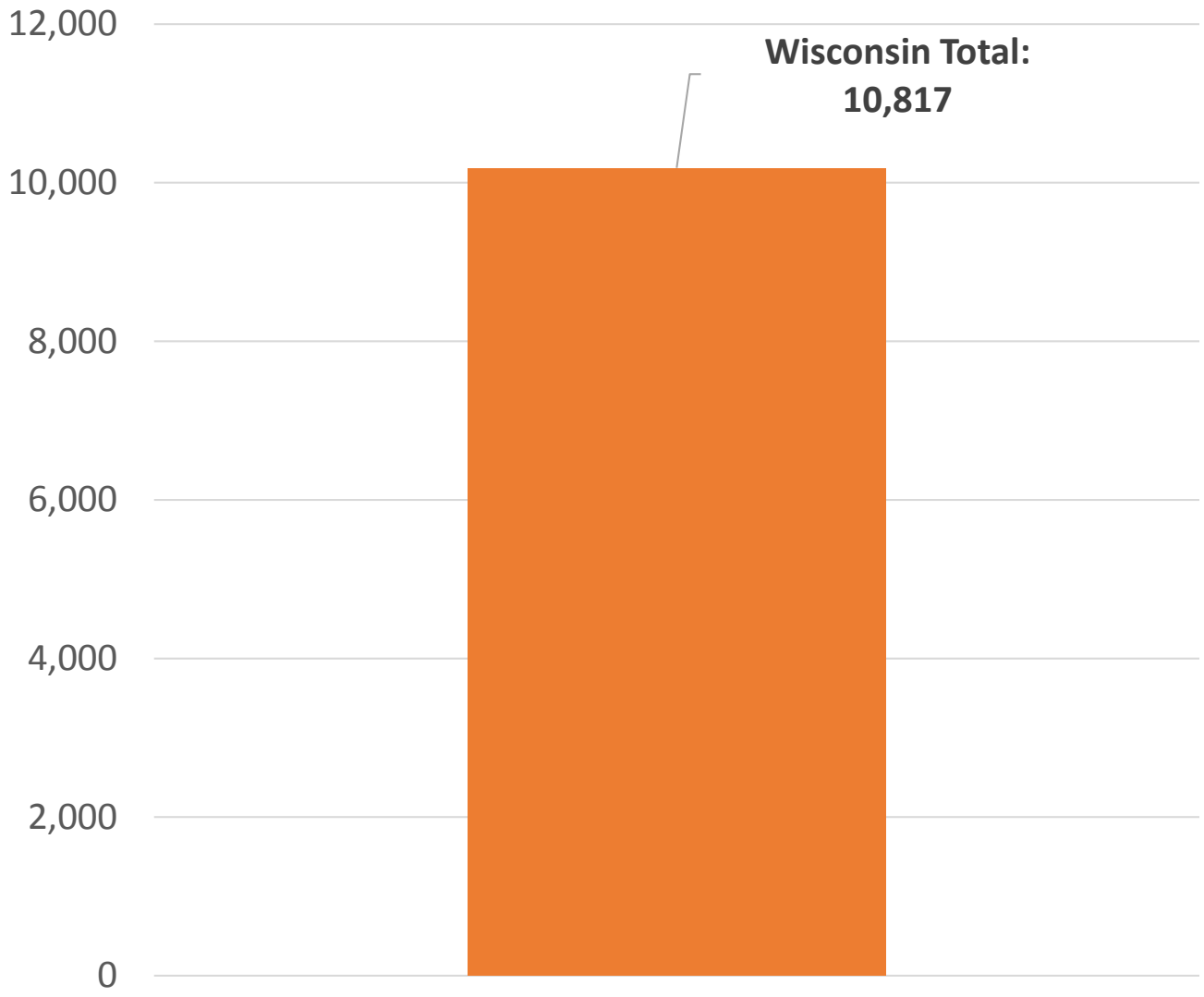
1000 FRIENDS OF WISCONSIN

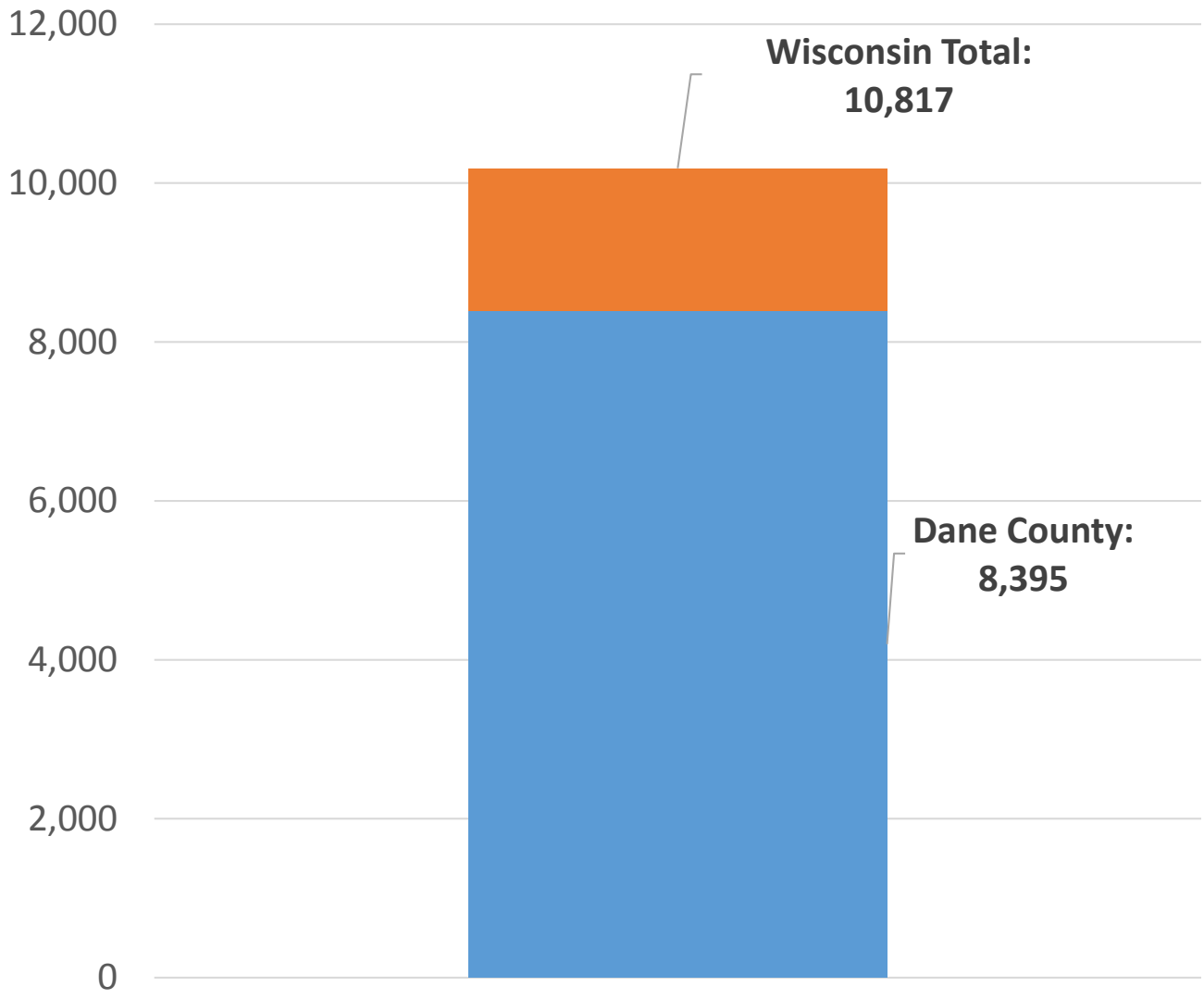
Getting to Work in Dane County

Expanding Workforce Transportation Options in Wisconsin's Fastest Growing Region

Wisconsin Growth: 2015-2016

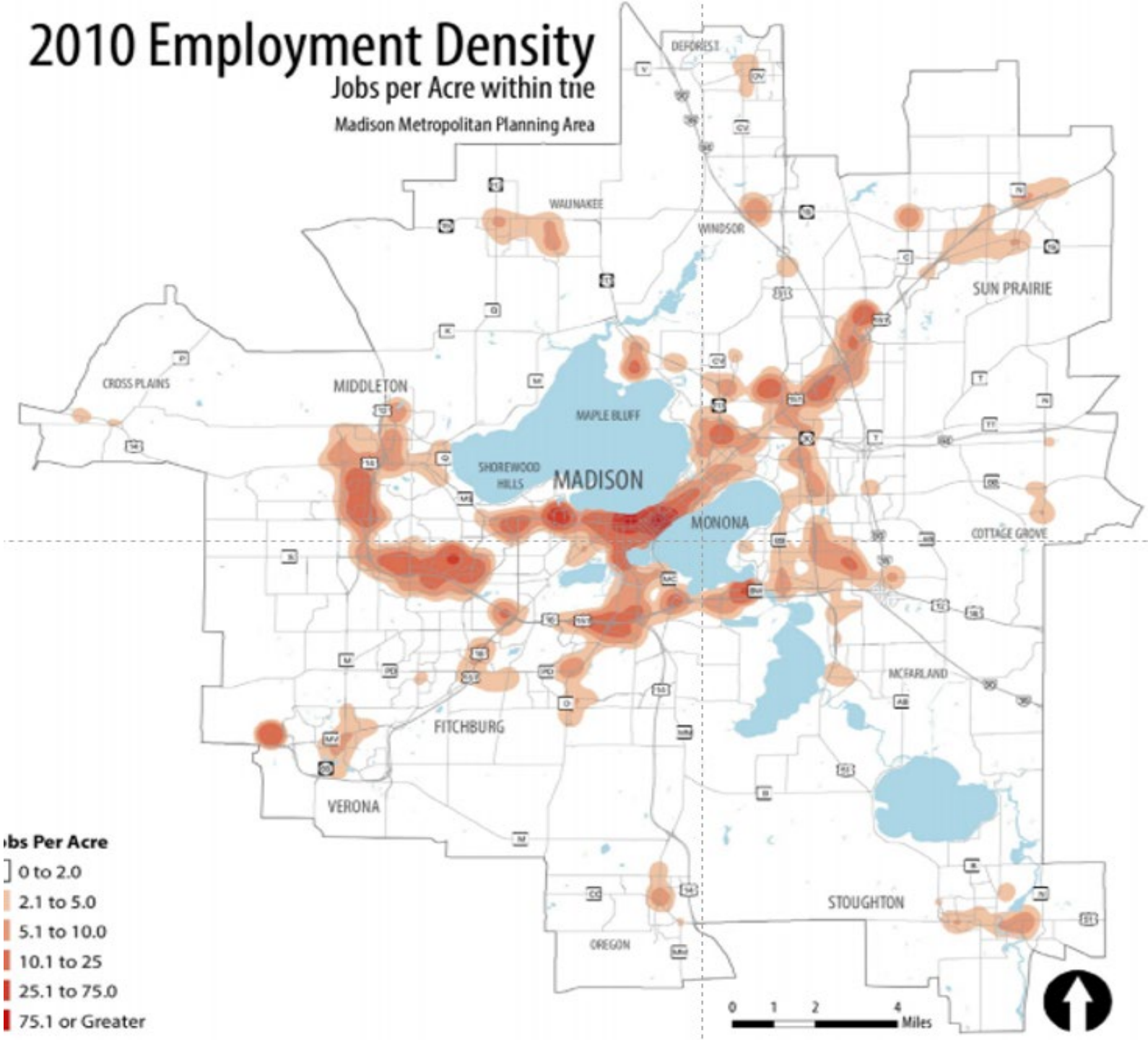


Dane County: 77% of total state growth

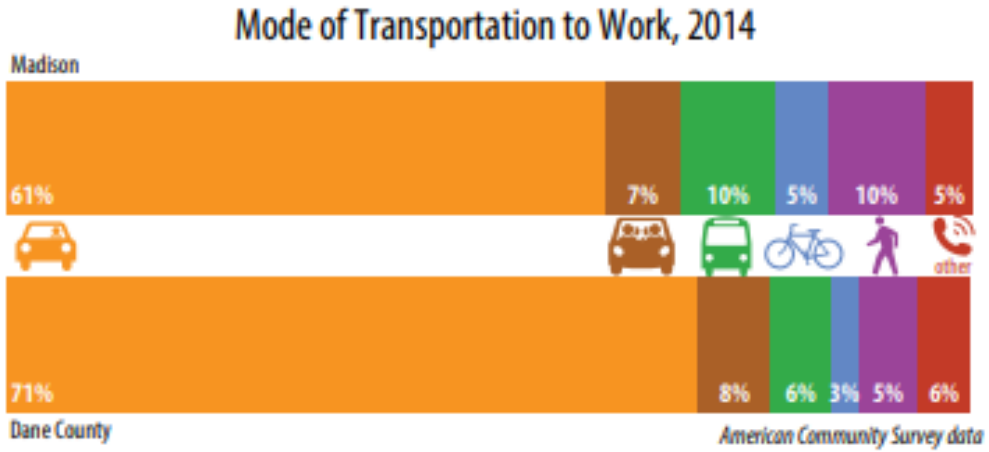


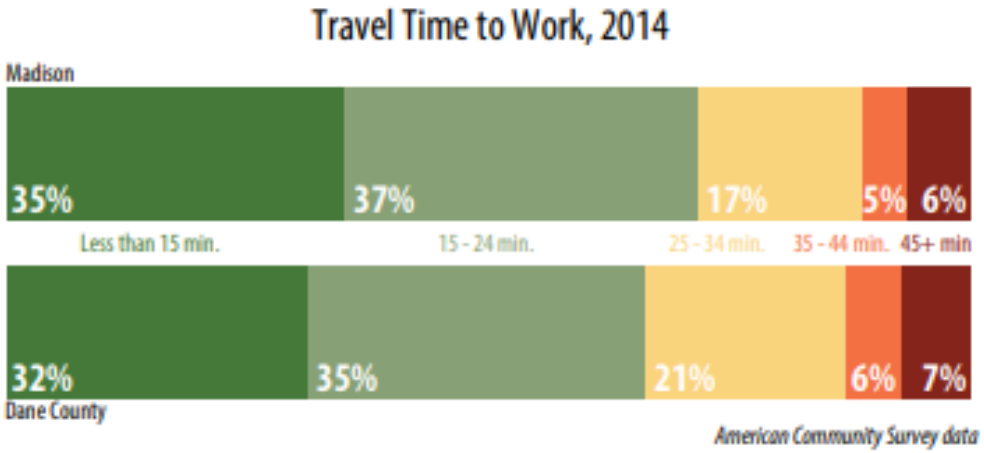
Madison
Fitchburg
Sun Prairie
Verona

Dane County Set to add 119,000 more people by 2040

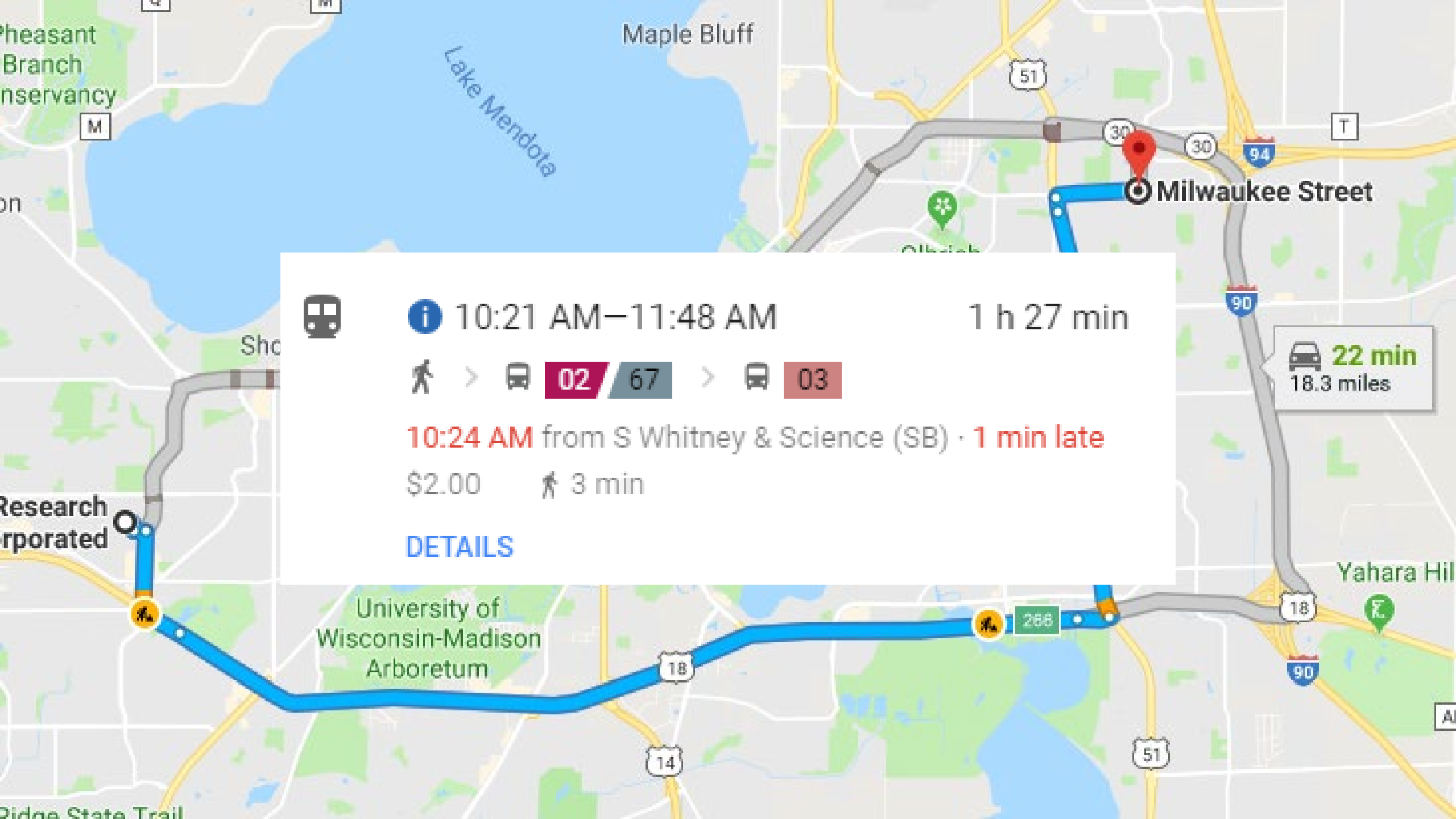


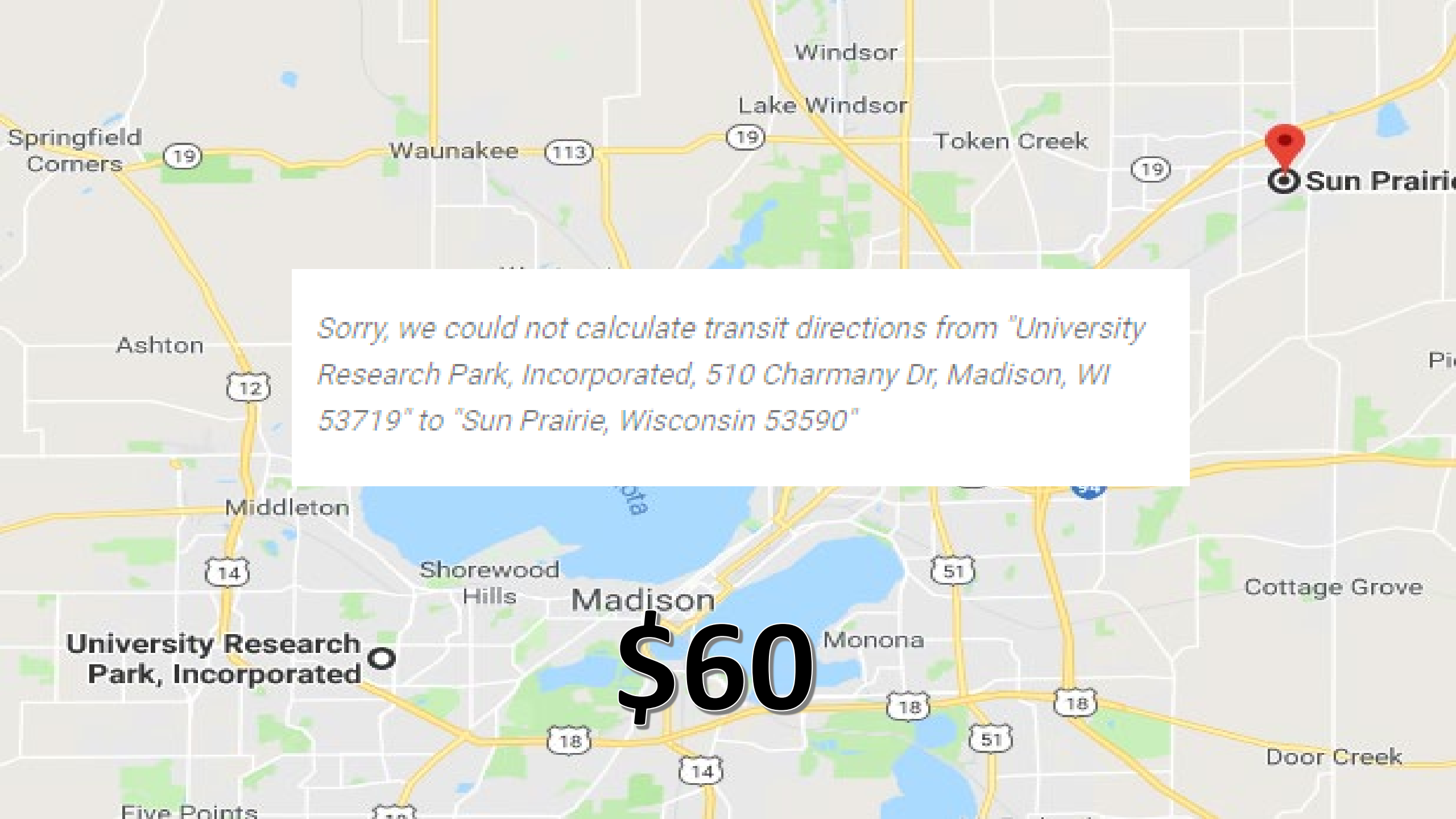
Commuting Patterns





Graphics: *Charting our Course*, Regional Transportation Plan 2050, Madison Area Transportation Planning Board


10:21 AM–11:48 AM
1 h 27 min
02
67
03
10:24 AM from S Whitney & Science (SB) · 1 min late
$2.00
3 min
DETAILS
22 min
18.3 miles
Milwaukee Street
Maple Bluff
Lake Mendota
University of Wisconsin-Madison Arboretum
Yahara Hil
Research
rporated


Windsor
Lake Windsor
Springfield Corners
19
Waunakee
113
19
Token Creek
19
Sun Prairie
Sorry, we could not calculate transit directions from "University Research Park, Incorporated, 510 Charmany Dr, Madison, WI 53719" to "Sun Prairie, Wisconsin 53590"
Ashton
12
Middleton
14
Shorewood Hills
Madison
51
Cottage Grove
University Research Park, Incorporated
$60
Monona
18
18
18
51
14
Door Creek
Five Points

The Real Cost of Vehicle Ownership

AAA released the results of its annual "Your Driving Costs" study, revealing a **1.96 percentage increase in the yearly costs to own and operate a sedan in the U.S.** The average costs rose 1.17 cents per mile to 60.8 cents per mile, or $9,122 per year, based on 15,000 miles of annual driving.

Fuel	Maintenance	Tires	Insurance	Depreciation
↑ 1.93%	↑ 11.26%	No change	↑ 2.76%	↑ 0.78%
Average cost: 14.45¢ per mile	Average cost: 4.97¢ per mile	Average cost: 1¢ per mile	Average cost: $1,029 per year	Average cost: $3,571 per year

AAA has published "Your Driving Costs" since 1950. That year, driving a car 10,000 miles cost 9¢ per mile, and gasoline sold for 27¢ per gallon.

For more information on AAA's Your Driving Costs study, visit NewsRoom.AAA.com

Cost of Turnover

Replacing an employee can cost between $3,000 and $8,000

For a 150 person company, with a 25% annual turnover rate, that could mean **$1.8 million** in yearly additional costs

Source: *There are Significant Business Costs to Replacing Employees*, Center for American Progress, 2012

Channeling our shared values

Safety

Reducing human error through more transit and protecting vulnerable road users

Equity

A focus on reducing inequality to benefit low income communities, disadvantaged groups and those with disabilities

Livability

Creating vibrant spaces that have transportation choices, affordable housing, clean air and water and protects natural resources

Mitigating Congestion

Using transit effectively to combat rising travel times, and reducing time spent driving

The bus stops at the city line, but life doesn’t

- Transportation decisions need to be made on a regional basis
- Communities should be free to raise money to fund their infrastructure
- Co-ordination between communities helps make transportation more efficient and removes artificial barriers

A Vision for the Future: Urban Mass Rapid Transit

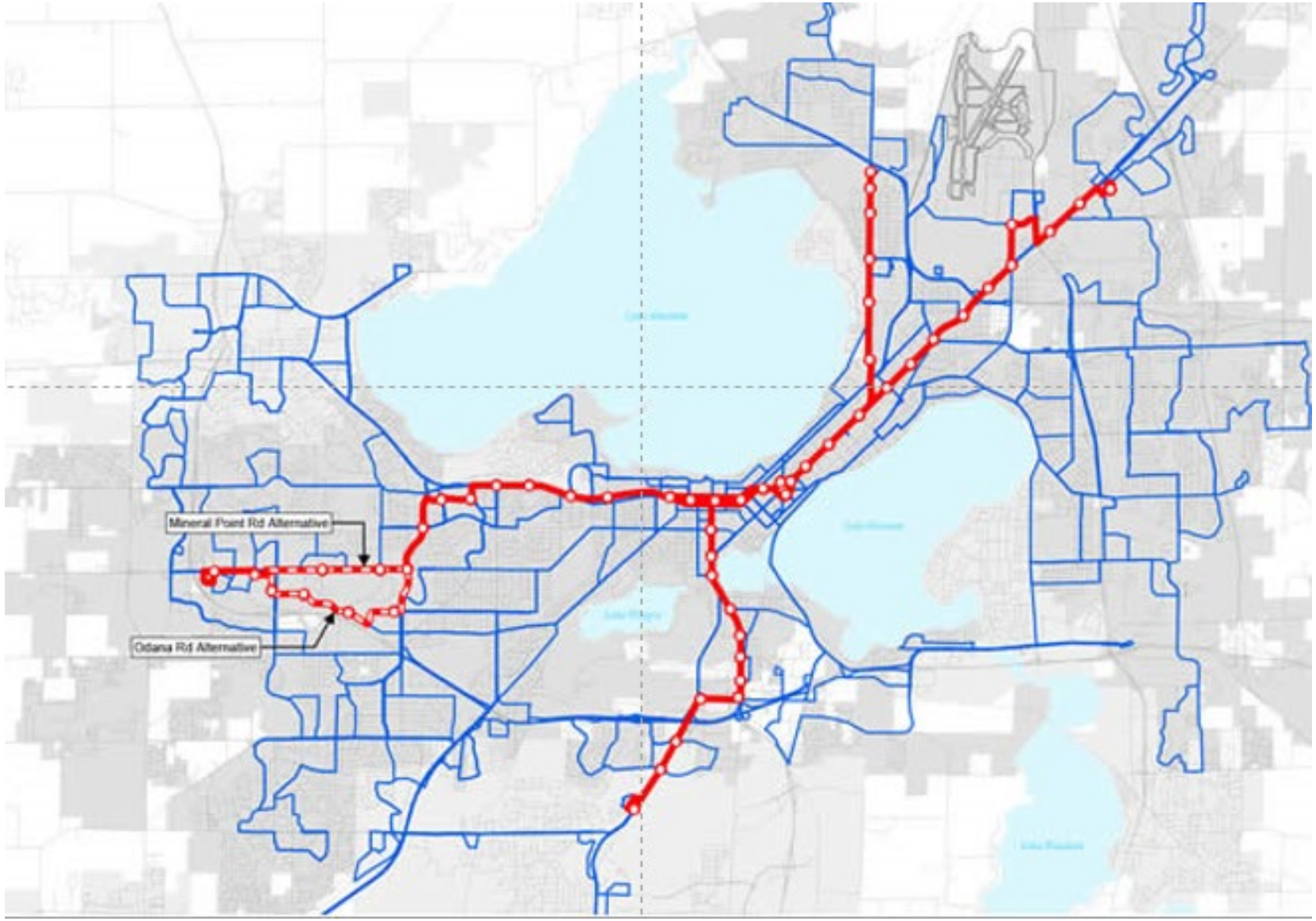
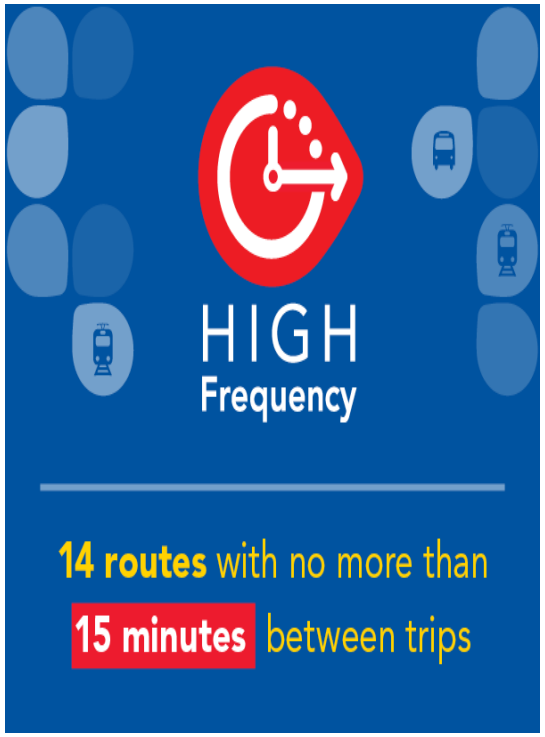


Image: Madison Area Transportation Planning Board

Success is in the details

Dedicated ROW

High Frequency



Strong Branding

Easy Ticketing

710 KIRO
NEWSRADIO
Athletic Supply co.
Westlake Ave
tutta bella

WISCONSIN
333

Minneapolis

Metro Transit

Result of a broad coalition between businesses, local leaders, non profits and equity groups

Serves 7 counties in the Minneapolis-St. Paul Region

Constructed the Green and Blue LRT lines, that are now breaking ridership records and connecting thousands to jobs in the region

Salt Lake City

Light Rail

Highest per-capita spending on public transit in the nation

70 percent of the region’s population lives within a light rail stop

Large public relations campaign led by non-profit Envision Utah

System provides better job access than any other city in the country

Cleveland

HealthLine BRT

One percent dedicated sales and use tax from Cuyahoga County, generates $219 million.

Serves on average 200,000 passengers a day

BRT system named the best Bus Rapid Transit System in America by ITDP

Return on investment: $133 for every $1 spent, generated $6.3 billion in new development

Barriers

Transit is often seen as a social service instead of as a valuable economic development tool

Inability for communities to authorize regional transportation

Opportunities

Employers across the state are struggling to attract and retain talent, often due to transportation barriers

Young people are choosing to live in places where they can walk, bike and take transit

Increased recognition of the link between transit and economic development

Action Steps

Target and identify other stakeholders

Share information and strategies

Influence decision makers by amplifying powerful business voices

Questions?

Contact:

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608-259-1000
@1000FriendsWisc

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