

ACTION PLAN -Transit Feasibility Study

-As Outlined from the St. Croix Crossing Workshop - A Discussion of Growth, Transit, Pricing and Demand Management: Meeting Summary

From pages 1 & 20 of the document: St. Croix Crossing Workshop - A Discussion of Growth, Transit, Pricing and Demand Management: Meeting Summary

Preface

This document summarizes the discussions and conclusions of a workshop held on December 13, 2004. In addition, the document includes the recommendations of the Workshop Steering Committee, developed following the conclusion of the workshop. These conclusions can be found in the Proposed Transit Feasibility Action Plan on page 20.

This workshop was recommended during Scoping for the St. Croix River Crossing EIS. Travel demand forecasting determined that transit and Transportation System Management /Travel Demand Management (TSM/TDM) measures alone could not meet the project need, but a viable transit market may be present in the study area.

Next Steps

Workshop participants agreed that a transit feasibility study should be undertaken, as well as establishing a collaborative structure for further discussions on land use management. The knowledge gained, and ideas shared through this workshop will be shared through a summary report. A videotape of the workshop as well as copies of the electronic presentations will be made available to interested parties.

Proposed Transit Feasibility Study Action Plan

The primary focus of the study should be directed at the transit needs of the river crossings (TH 36, I-94). The following issues should be considered in the development of a scope for further study:

1. Evaluate potential institutional impediments for operation transit services across independent autonomous jurisdictions. Describe models of border states in the US where these impediments have been overcome. Describe what institutional arrangements were put in place. Identify potential options for establishing an authority for transit service in western Wisconsin. Discuss the administrative, legal, financial and political benefits and drawbacks of each option. What might be the role of a public-private transit coalition?
2. Identify a structure for collaborative discussions on transit management, involving the appropriate agencies in Wisconsin and Minnesota, based on an examination of best practices. Identify institutional impediments to effective and comprehensive joint planning and potential strategies to overcome these impediments.

3. In consultation with a study oversight team, identify possible goals and objectives for transit service in western Wisconsin including basic mobility needs, work-related trips within western Wisconsin, work-related trips to the Twin Cities metropolitan area, and non-work trips.
4. Examine the short-, medium and long-term feasibility for transit in the St. Croix Valley given current and future growth expectations. Verify or revise previous projections of 7,800 riders per day as identified in the St. Croix River Crossing scoping process.
5. Describe proven steps that can be taken to improve the attractiveness and demand for transit. For example:
 - park and ride availability
 - bicycle and walk access and facilities
 - promotional free rides, passes and redeemable coupons
 - attractive transit stations
 - incorporation of ancillary transit-friendly uses, such as daycare services, dry cleaning and grocery stores
6. Evaluate the implementation of non-traditional transit services that are more aligned with current low-density development pattern and diverse origin-destination travel desires. The analysis should include a variety of flexible transit/paratransit services, such as:
 - Shared-ride taxi
 - Car-sharing
 - Demand-responsive
 - Route deviation
 - Fixed route with route deviation
 - Other.
7. Analyze level of transit service in peak and off-peak periods; geographic coverage, estimated demand, estimated capital and operation costs, estimated fares and subsidies.
8. Clearly identify, in each state, how transit is funded for site-specific services at the local, state, and federal levels.