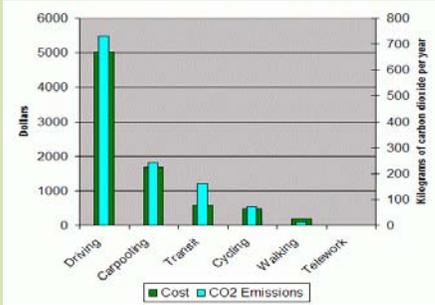
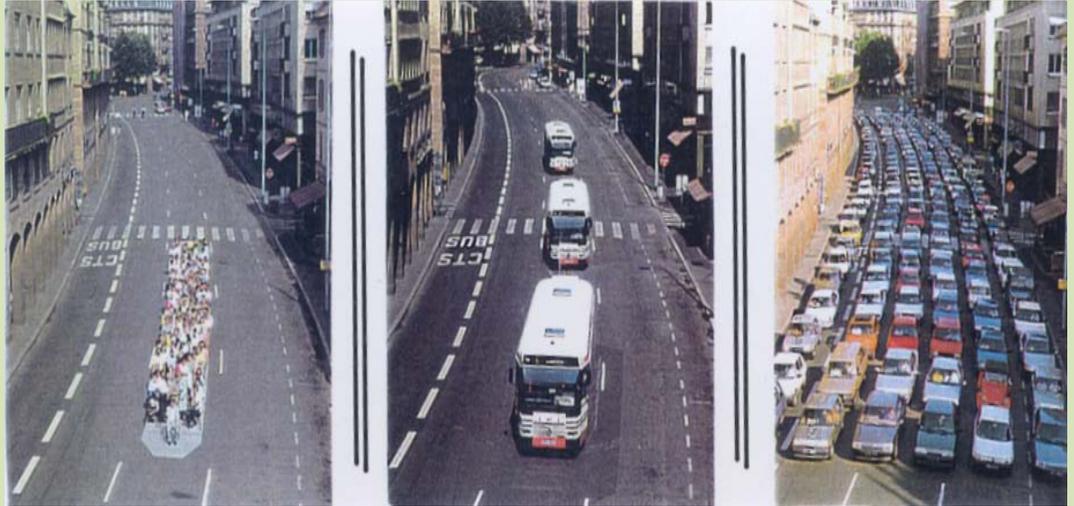


Transportation Sustainability in Madison

Transportation and the Economy:

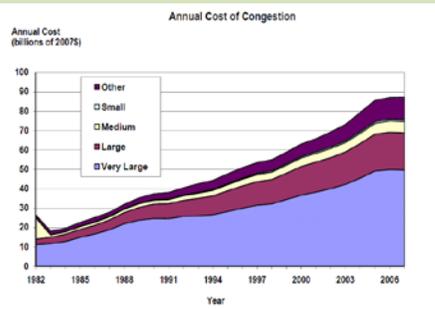


Mass transit is very cost effective.



Well integrated mass transit can reduce congestion and travel times.

- Mass transit costs significantly less per year to the average consumer than automobile usage once upkeep, fuel and insurance are factored in, as well as being more eco-friendly.
- A Regional Transit Authority to improve existing transportation lines (to be put before referendum by Madison voters) would cost the average Madison resident an estimated \$174 per year.



Congestion impacts the Madison economy.

Transportation and Public Health:



Traffic impacts air quality.



A smoggy day in Madison.

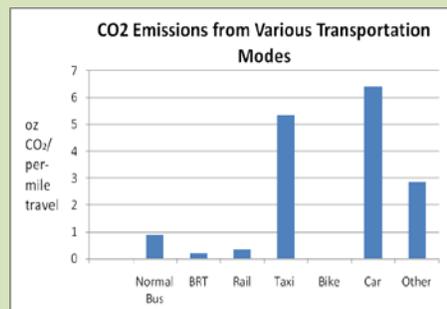
CO2 Emissions and You:

Pounds of Carbon dioxide emitted per fuel type:

1 gallon unleaded gas	19.56
1 gallon diesel	22.38

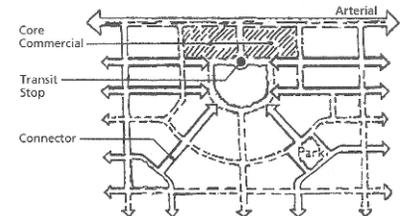
A car getting 20 miles to the gallon and traveling an average of 20 miles a day produces some 7.14 tons of CO₂ every year.

Emissions reductions are vitally necessary to limit the impacts of global climate change. We all need to reduce our individual carbon footprints for a more sustainable future.

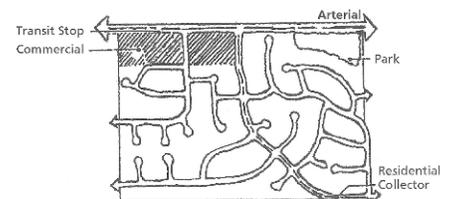


Accessibility and Mobility:

Better street planning can improve access, reduce congestion and make cities more mobile.



A well laid out street grid design.



An unplanned street design.

Madison's Historical Mass Transit System:



The Future of Madison's Transit System?



Streetcars and light rail are more expensive to build, but produce the smallest carbon footprint of any mass transit option.



A bus rapid transit system (BRT) operating on its own right of way works like a street car system but costs significantly less to build than a rail based system.



Madison Metro offers bus service throughout the metro area and boasts a total ridership of 13.8 million riders in 2008.



Bicycle commuting is popular in Madison



Community car sharing and car pooling also helps limit individual CO2 emissions



Pedestrian accessibility is important for a sustainable Madison.