

Wisconsin Transit Riders Alliance  
([www.witransitriders.org](http://www.witransitriders.org))  
2026 Strategic Plan

Wisconsin Transit Riders Alliance envisions sustainable, fiscally-sound, inclusive, improved, and expanded public transit systems throughout Wisconsin. It envisions systems that are seamlessly integrated, provide access to essential services, accommodate 2nd and 3rd shift workers, make it possible to live a good life without a car, and are regional in nature. It aims to empower transit riders and friends, and it insists on social justice.

While it might seem that having modern transit systems will involve massive new expenditures at a time when austerity measures are in vogue, enhancing the use and appeal of public transportation actually saves both communities and individuals money while providing for good, local, long-term jobs. In the short term, we focus on:

1. Enabling the existence of Regional Transportation Authorities that allocate at least 50% of their funds to public transit, minimally reinstating historic levels of Operational funding (50%, 60% & 65% for Tier A, B & C systems respectively) and including Capital funds that enable the fleet to run on 100% renewable fuels by 2035.
2. Putting state transit funding back into the Transportation Fund;
3. Making access to public facilities (including locations where voter IDs are provided) via public transit a fundamental civil right; and
4. Enhancing Intercity Service (both bus and rail).

Approved by Wisconsin Transit Riders Alliance membership on 3-14-2026