

Transportation Subsidies



Wisconsin Historical Society, Schoelkopf, Louis, Model T Speedster
Outside Schoelkoff Automobile Dealership

WHi-113401

50 years - auto funding and investment

I-90 and USH 12/18

October 16, 1962

Wisconsin Historical Society,, Madison Interstate
Interchange

WHi-40382

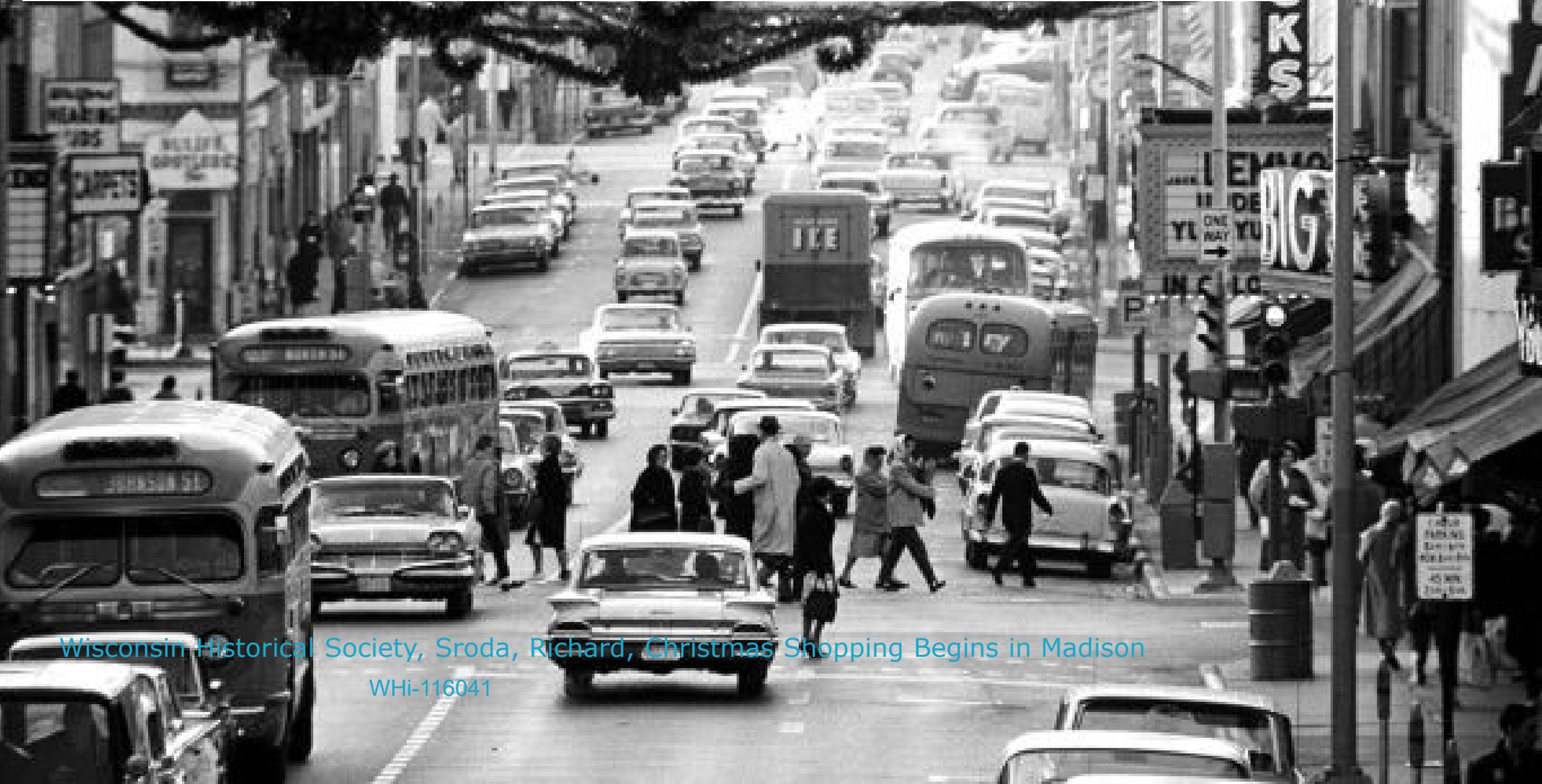


Wisconsin Historical Society, Vinje, Arthur, Pigeon Hole
Parking

WHi-78176

Manchester Dept Store Parking

50 years - auto funding and investment



Wisconsin Historical Society, Sroda, Richard, Christmas Shopping Begins in Madison

WHI-116041

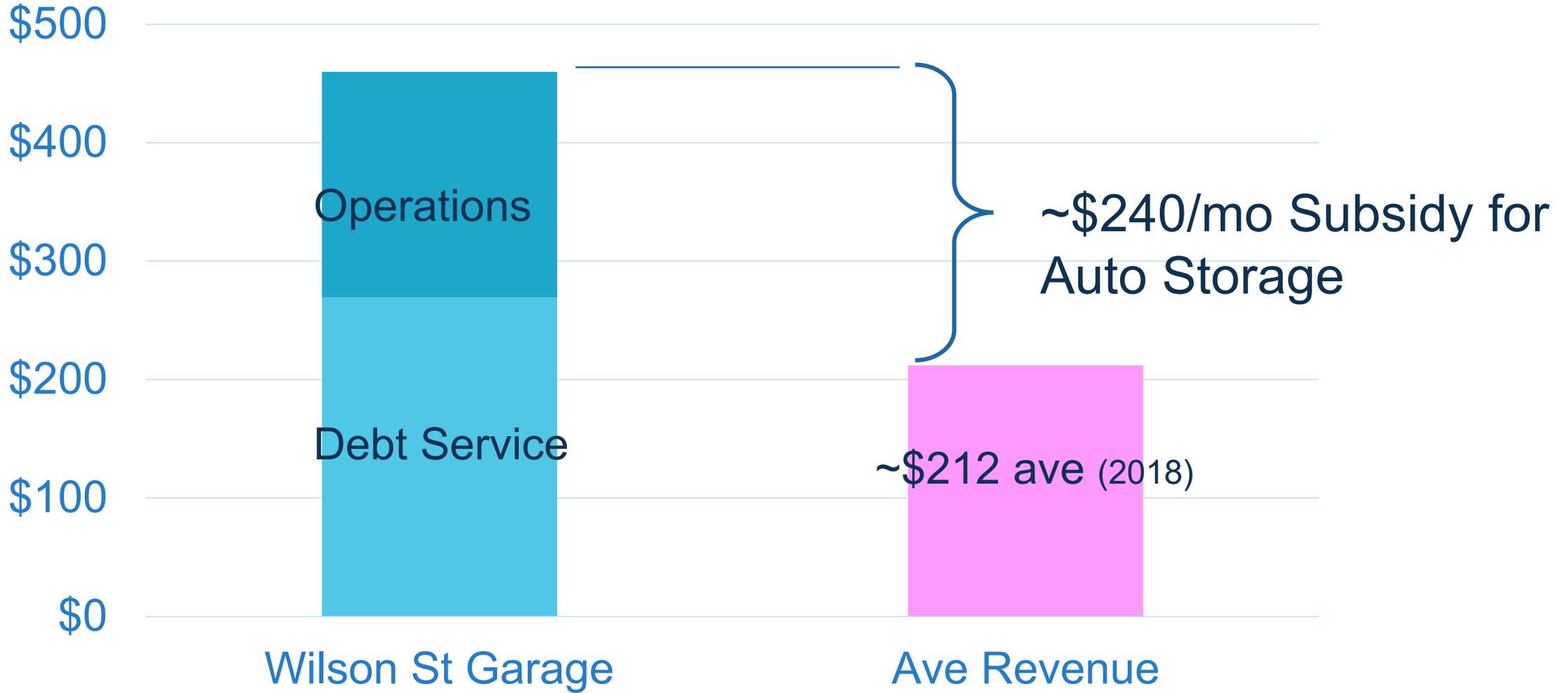
50 years - auto funding and investment

it's easy to shop in **MADISON**

**HERE'S YOUR GUIDE
TO OVER 10,000 PARKING
SPACES IN MADISON**



Monthly Costs Per Stall – Wilson St



Subsidies

Largely paid by Gas Tax



Google Streetview

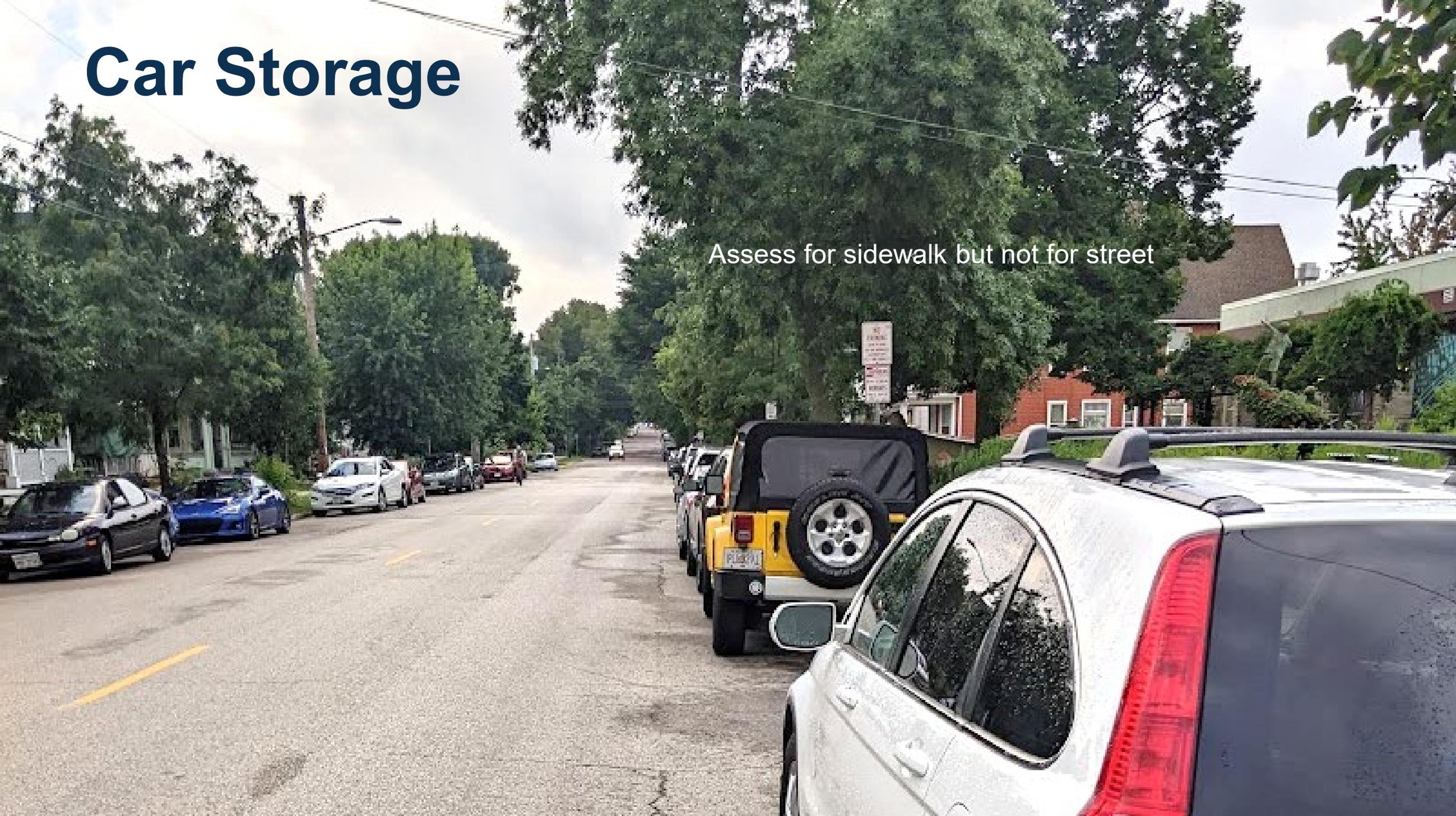
Largely paid by
Property Tax
850 + miles



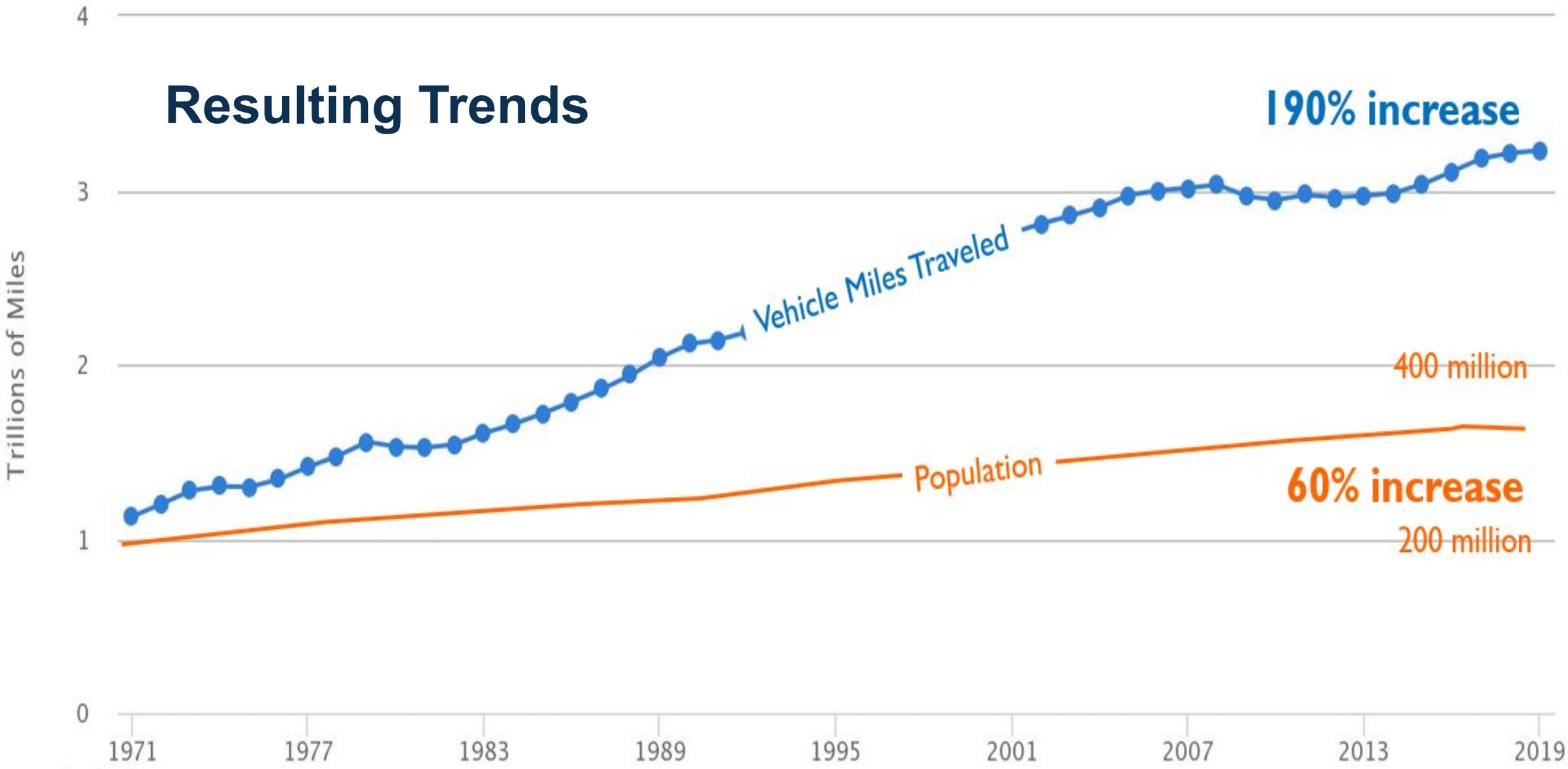
Google Streetview

Car Storage

Assess for sidewalk but not for street

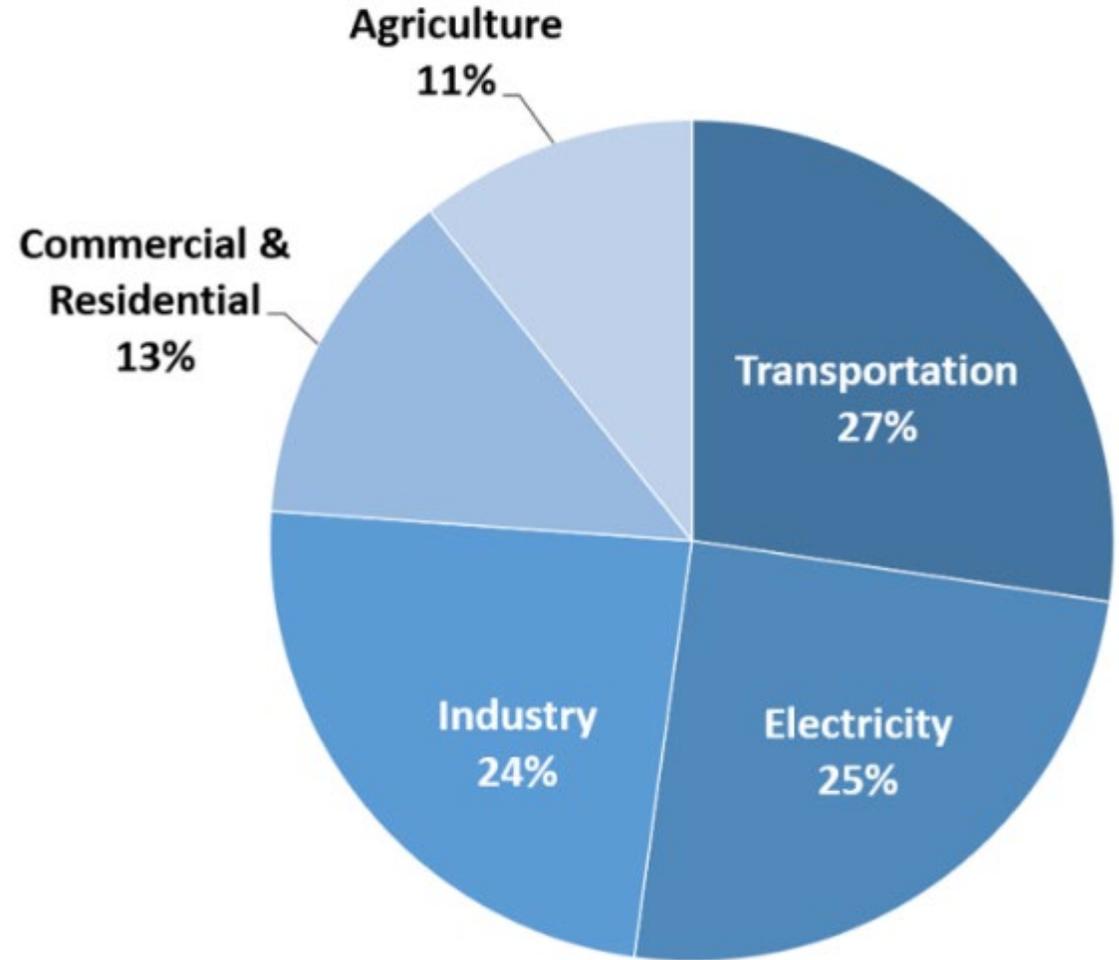


Annual Vehicle Miles Traveled in the United States



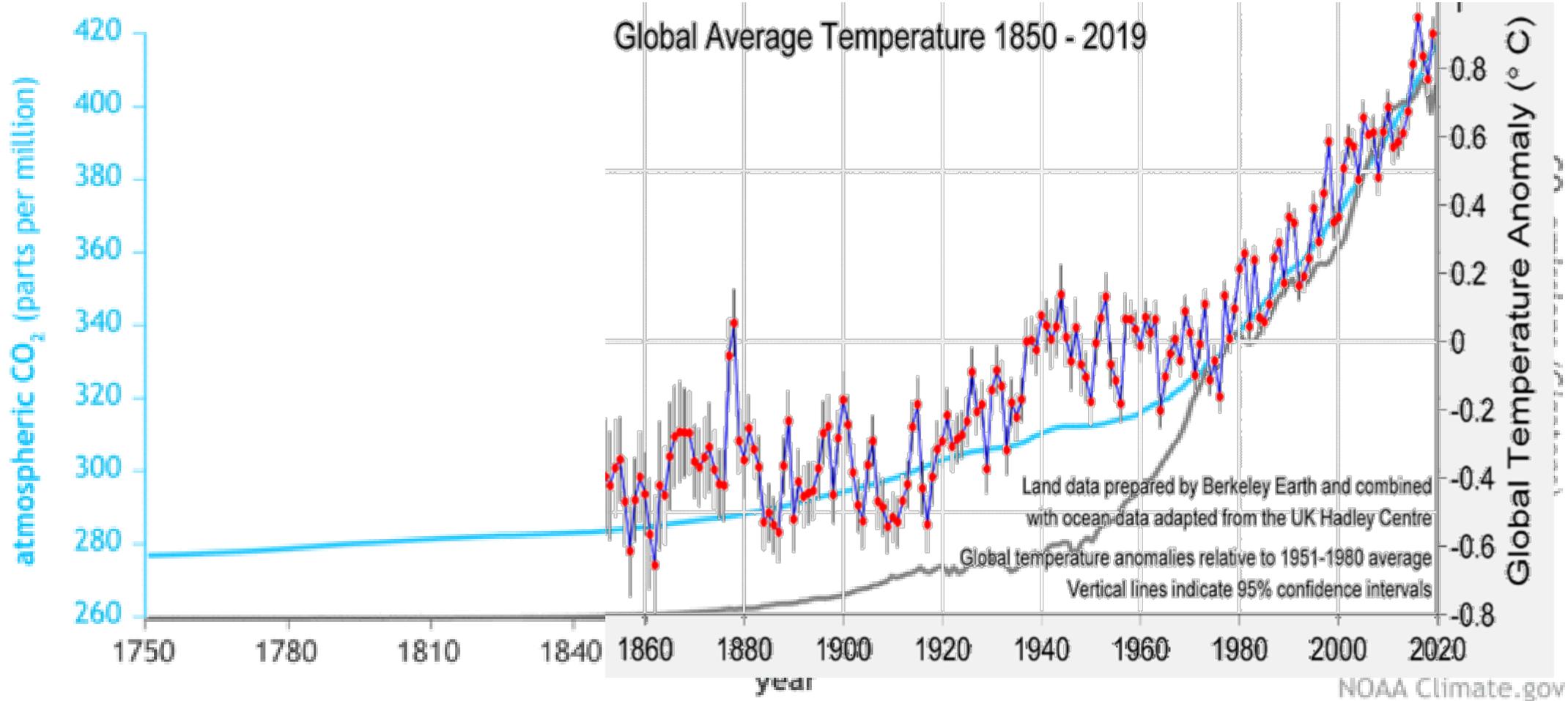
Climate

Total U.S. Greenhouse Gas Emissions by Economic Sector in 2020



<https://www.epa.gov/ghgemissions/sources-greenhouse-gas-emissions>

Atmospheric carbon dioxide amounts and annual emissions (1750-2021)



1.5 Celsius degree goal

The New York Times

Climate Scientists Warn of a 'Global Wildfire Crisis'

Worsening heat and dryness could lead to a 50 percent rise in off-the-charts fires, according to a United Nations report.

Give this article



154

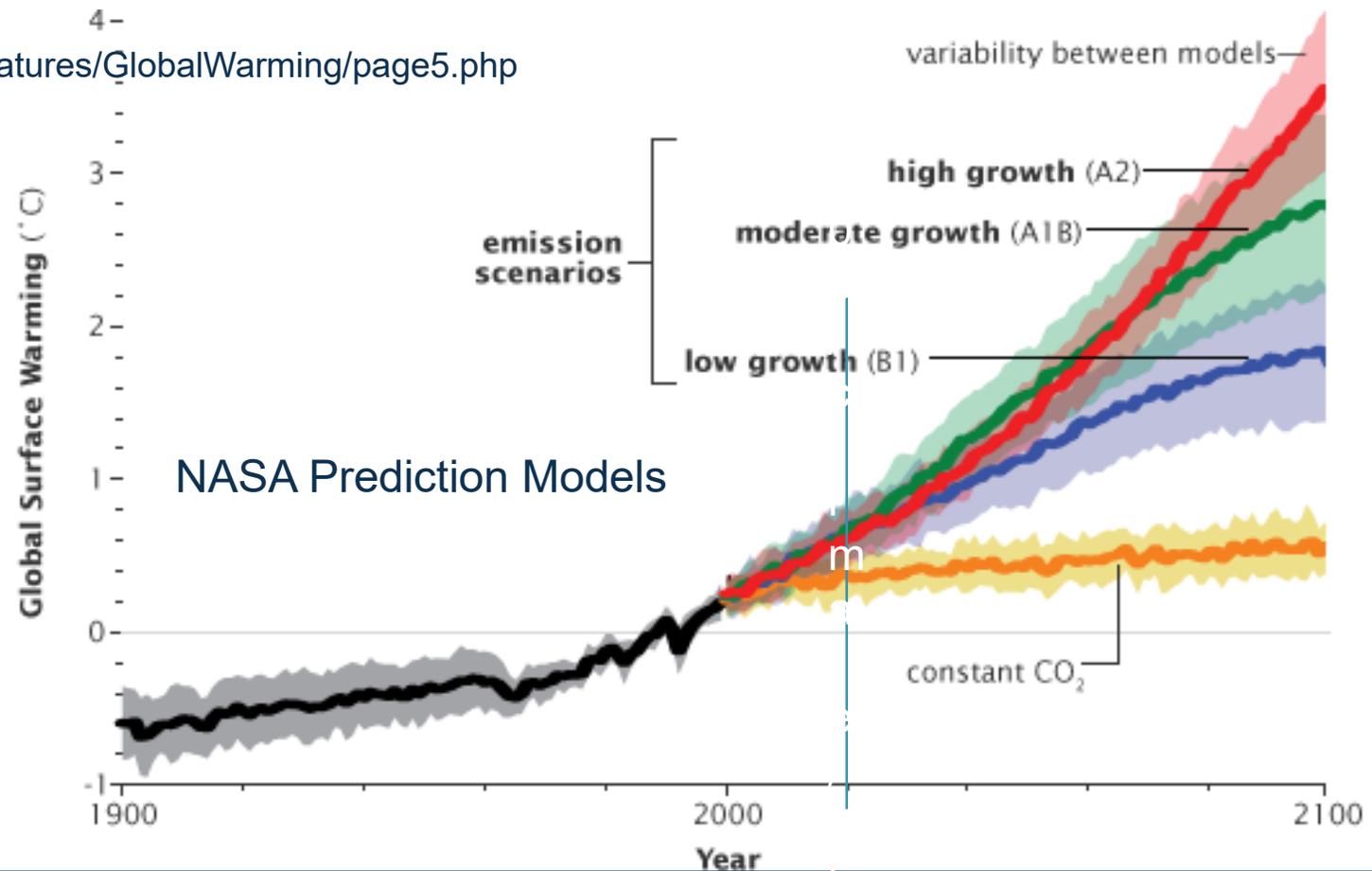


A Hotter Future Is Certain, Climate Panel Warns. But How Hot Is Up to Us.

<https://www.nytimes.com/2021/08/09/climate/climate-change-report-ipcc-un.html>

Some devastating impacts of global warming are now unavoidable, a major new scientific report finds. But there is still a short window to stop things from getting even worse.

<https://earthobservatory.nasa.gov/features/GlobalWarming/page5.php>



Infrastructure



An aerial photograph of Madison, Wisconsin, showing a dense urban area with a river and a large green field. The text "Comprehensive Plan Addresses Challenges" is overlaid in white, bold, sans-serif font in the upper center of the image.

Comprehensive Plan Addresses Challenges

LAND USE AND TRANSPORTATION

GOAL: Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.

GOAL: Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.

STRATEGIES

1. Implement **bus rapid transit** to improve travel times, enhance reliability, and increase ridership.
 2. Improve **transit service**, especially to peripheral employment and residential locations, with a focus on **reducing the travel time** for transit dependent populations.
 3. Ensure **all populations benefit** from the City's **transportation investments**.
 4. Improve access to **transit service to nearby cities**, such as Milwaukee, Chicago, and Minneapolis.
 5. **Concentrate the highest intensity development along transit corridors**, downtown, and at Activity Centers.
 6. Reduce the demand for development of **farmland** on the periphery of the city.
 7. Maintain **downtown Madison as a major activity center** for the region while improving access and inclusivity.
 8. Expand and improve our **pedestrian and bicycle networks** to enable safe and convenient active transportation.
 9. Implement **new technologies** to more efficiently use our existing transportation infrastructure.
-
2. Create **neighborhood friendly infrastructure** in street design and improve traditional transportation systems

E-W BRT

Transit Network Redesign

All Initiatives – Bias Training

Inter-city Bus, Amtrak Station

TOD Overlay

TNR and BRT

Complete Streets

Park St corridor

Vision Zero, Complete Streets

Here are 200 people in 177 cars



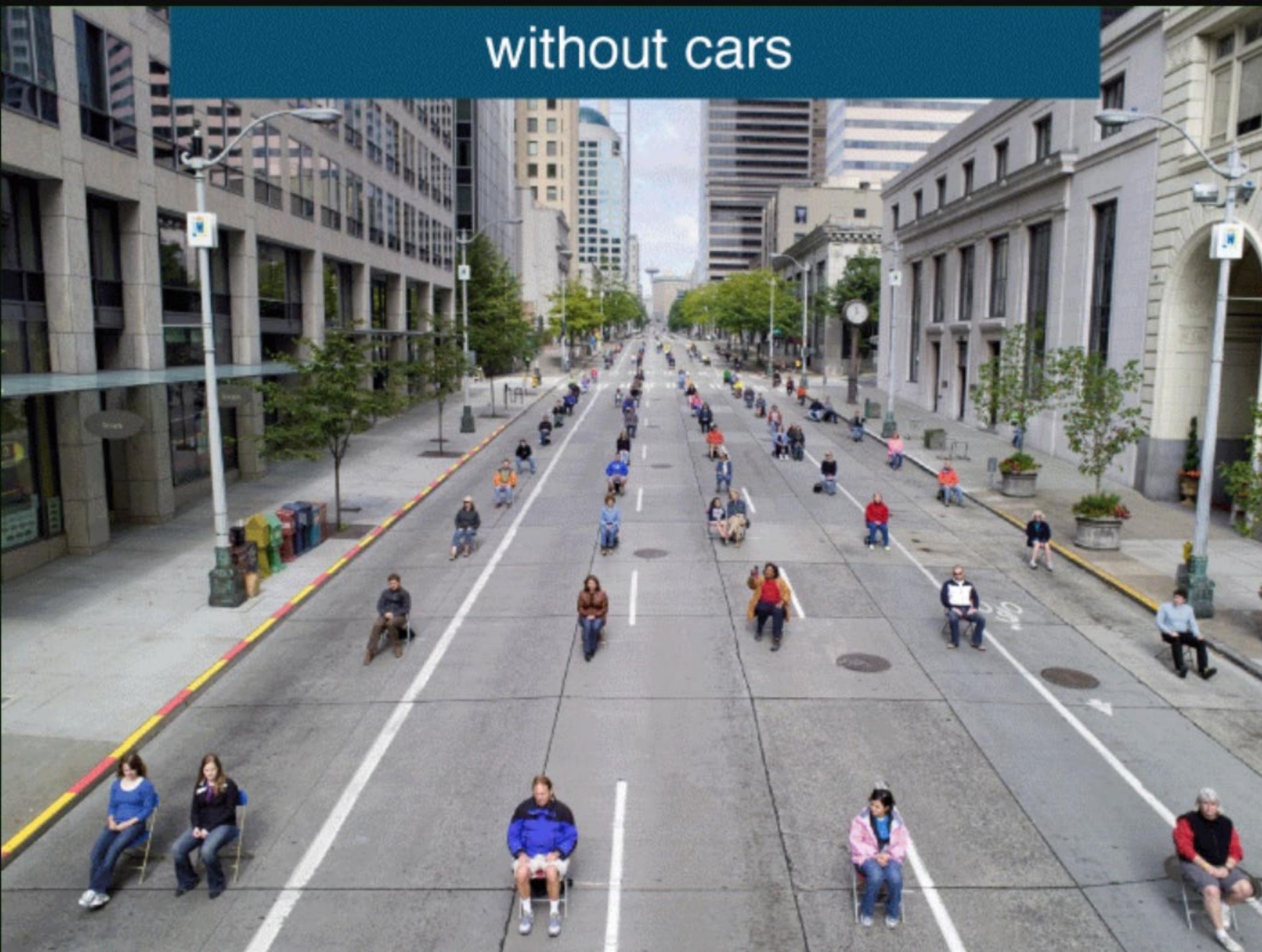
**Bus
Rapid
Transit**

**Transit is
efficient**

<http://i.imgur.com/kw8DaST.gif>

CITY OF MADISON

without cars



Bus Rapid Transit

Transit is efficient

<http://i.imgur.com/kw8DaST.gif>

CITY OF MADISON

on 3 buses



Bus Rapid Transit

**Transit is
efficient**

<http://i.imgur.com/kw8DaST.gif>

CITY OF MADISON

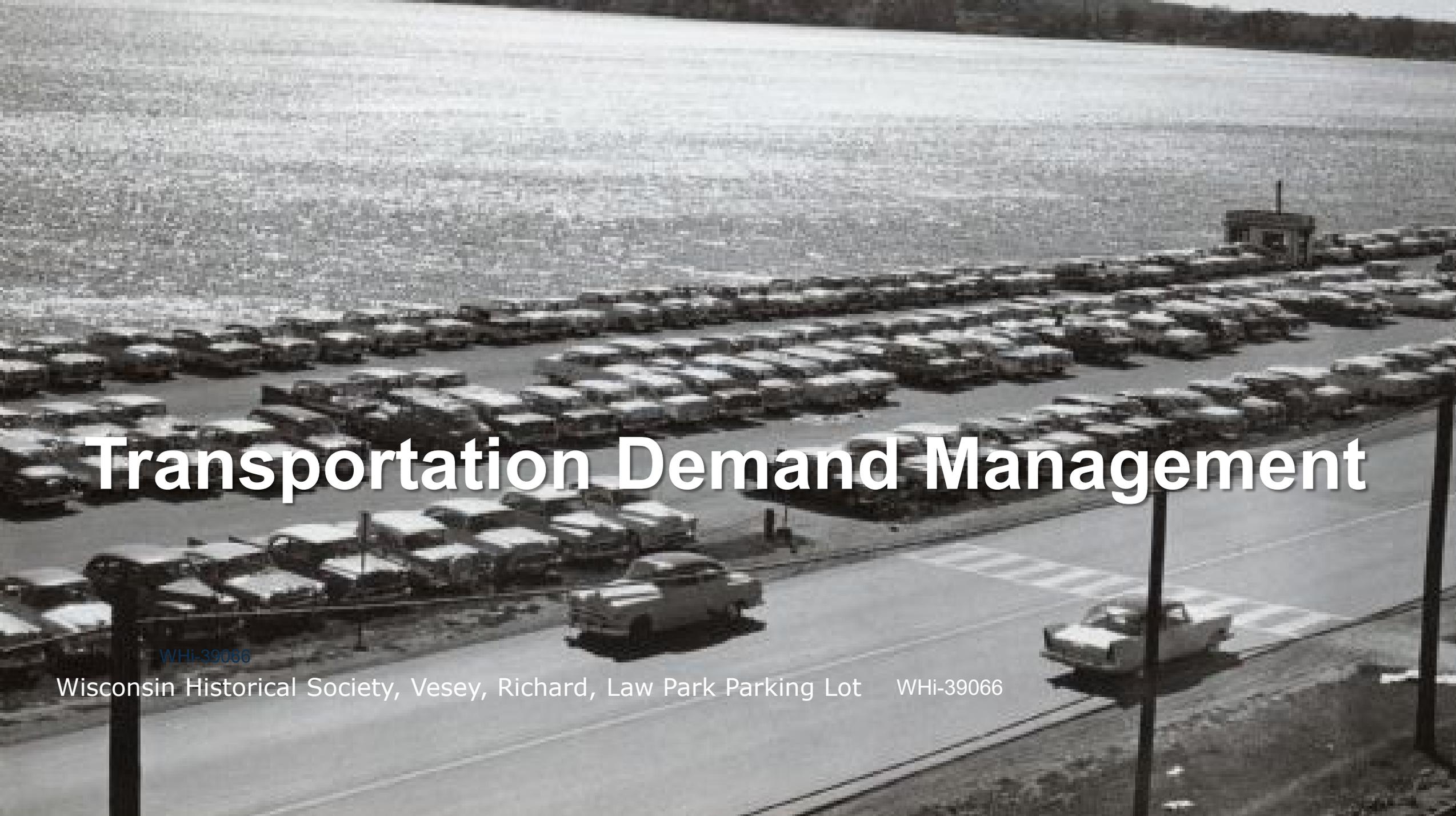
Transit is more efficient

80 people by car

80 people by bus

30 mph, 1.2 VOR



An aerial, black and white photograph of a large parking lot. The lot is filled with rows of cars, mostly dark-colored. In the foreground, a road with a crosswalk is visible, with a few cars driving. A small building is situated on the right side of the parking lot. The background shows a large body of water, possibly a lake or bay, under a bright sky.

Transportation Demand Management

WHI-39066

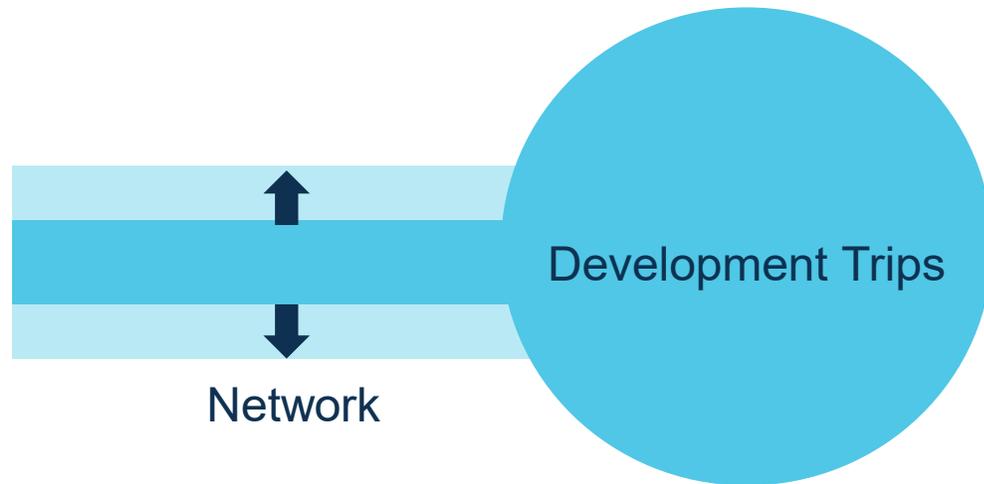
Wisconsin Historical Society, Vesey, Richard, Law Park Parking Lot WHI-39066

**Even Subsidies
Market Decision
Transportation
Mode**



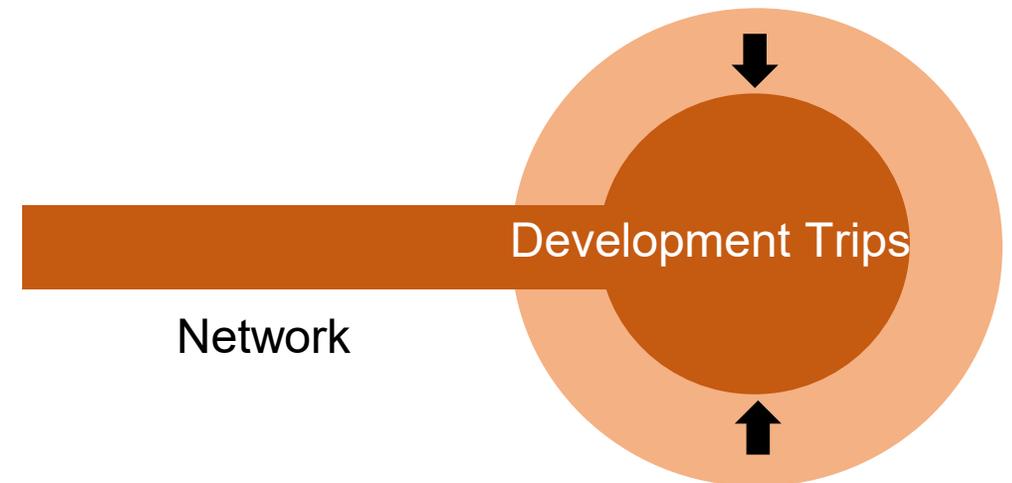
Change in Paradigm

Traditional



Increase network capacity to accommodate trips

TDM



Reduce trips to accommodate network

City of Madison

DEPARTMENT OF



TRANSPORTATION

Transportation Demand Management Program

Prepared by the State Smart Transportation Initiative, UW-Madison, & the City of Madison Department of Transportation



State
Smart Transportation
Initiative

Distribution Draft
December 2021

Madison's TDM Program

- Provides consistent, clear, transparent TDM requirements
- Provides a range of measures to meet those requirements
- Intended to be straight forward and easy to understand
- Provides an easy way to calculate requirements and demonstrate compliance