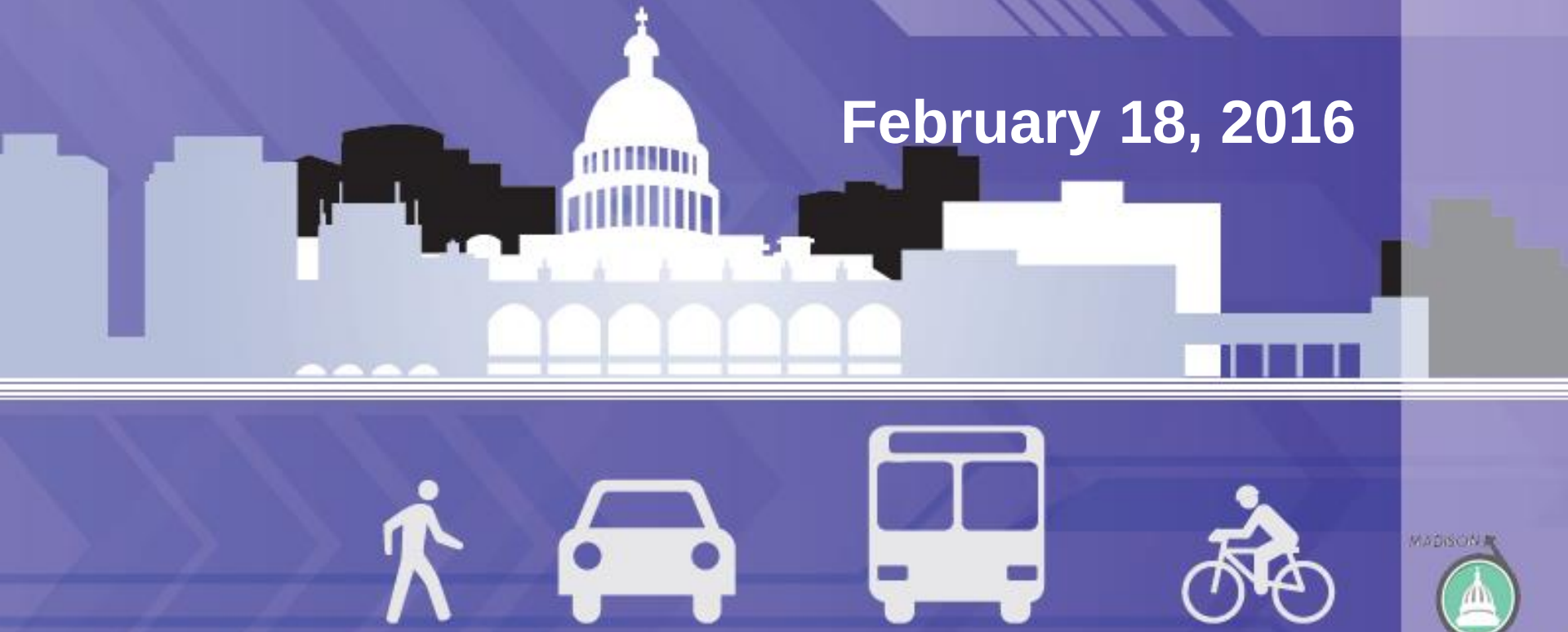
MADISON IN MOTION
Transportation Plan
Committee Presentation

February 18, 2016



FINAL PLAN FORMAT

Summary Document

Audience: **Community**
Policy-Makers

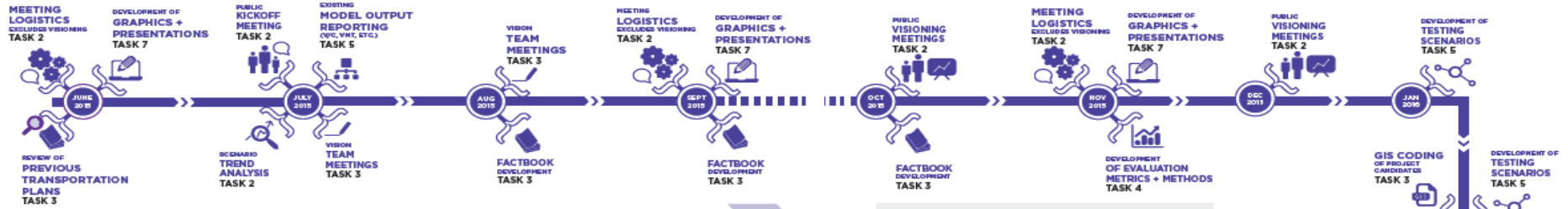
Focus: **Facts and Actions (Policies and Recommendations**

Supporting Plan Analysis Document

Audience: **Staff**

Focus: **Logic, Analysis, Responsibilities**

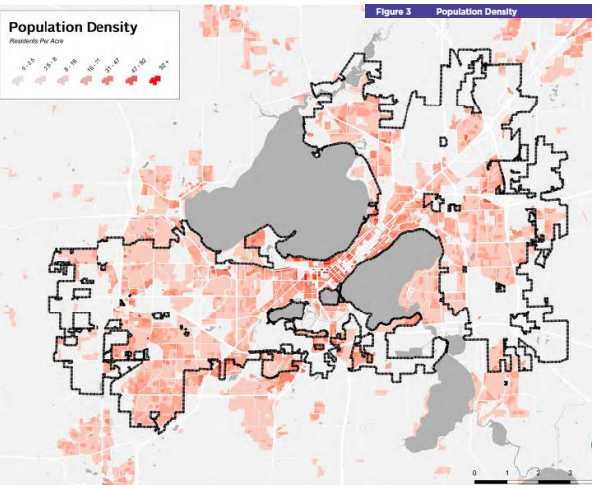
PLANNING PROCESS

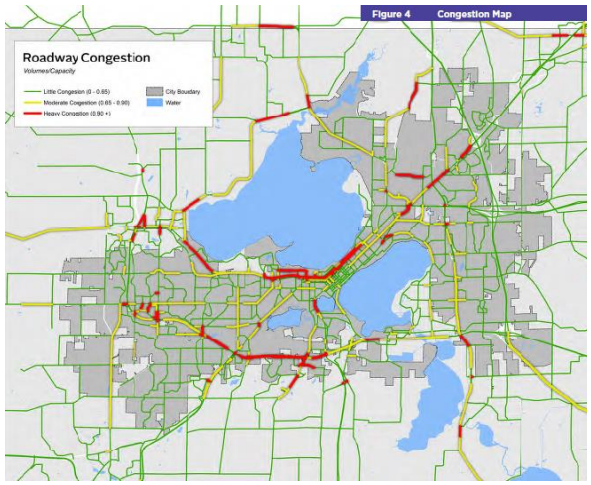


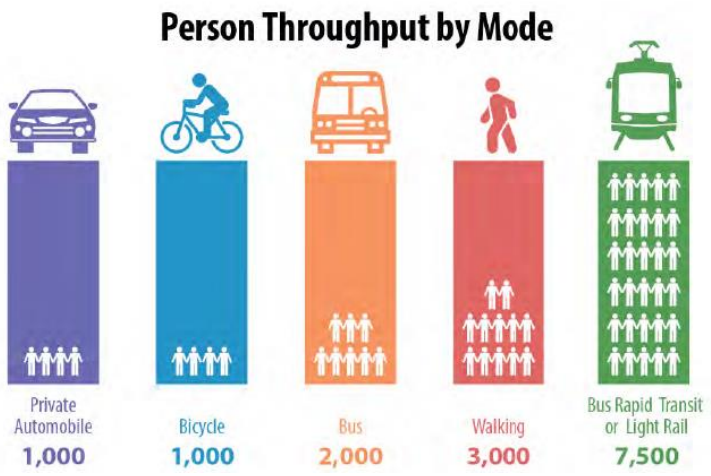
PROJECT SCHEDULE

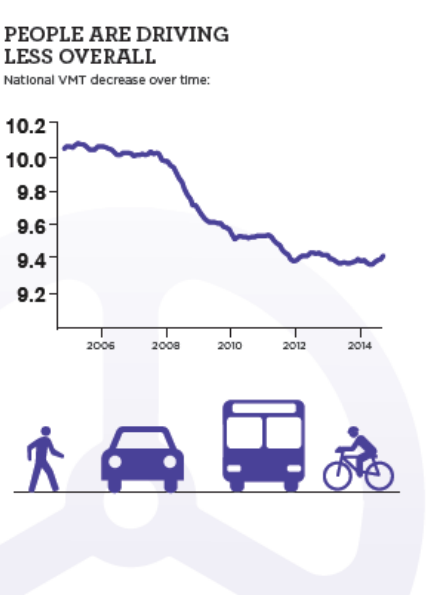
TASK 2 // PUBLIC PARTICIPATION PLAN
TASK 3 // LAND USE VISION/ REVIEW OF PLANS + POLICIES
TASK 4 // EVALUATION OF ADOPTED GOALS/ OBJECTIVE POLICIES
TASK 5 // FORECAST/ EVALUATION OF EXISTING PLANS/ RECOMMENDATIONS
TASK 6 // DEVELOPMENT + EVALUATION OF ALTERNATIVES
TASK 7 // DRAFT PLAN - MAPS + RECOMMENDATIONS
TASK 8 // DRAFT PLAN - IMPLEMENTATION + FINANCIAL PLAN
TASK 9 // FINAL PLAN - DOCUMENT AND IMPLEMENTATION PLAN

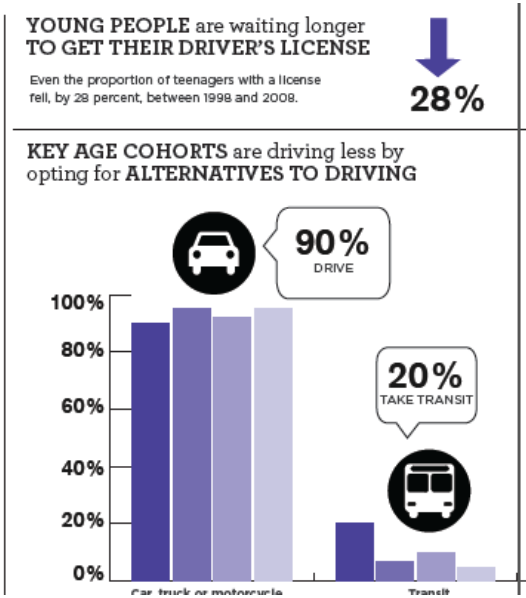
MADISON TODAY

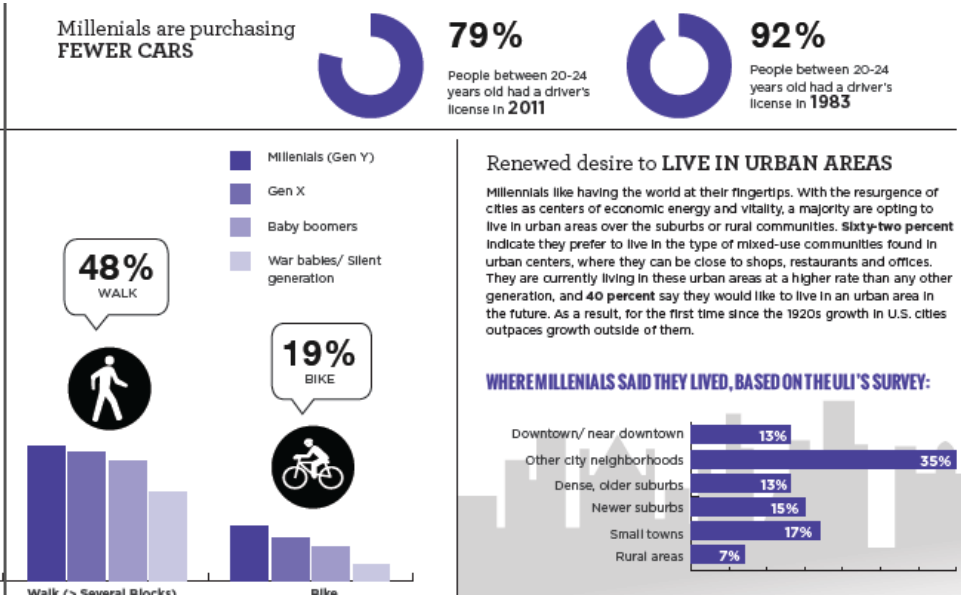






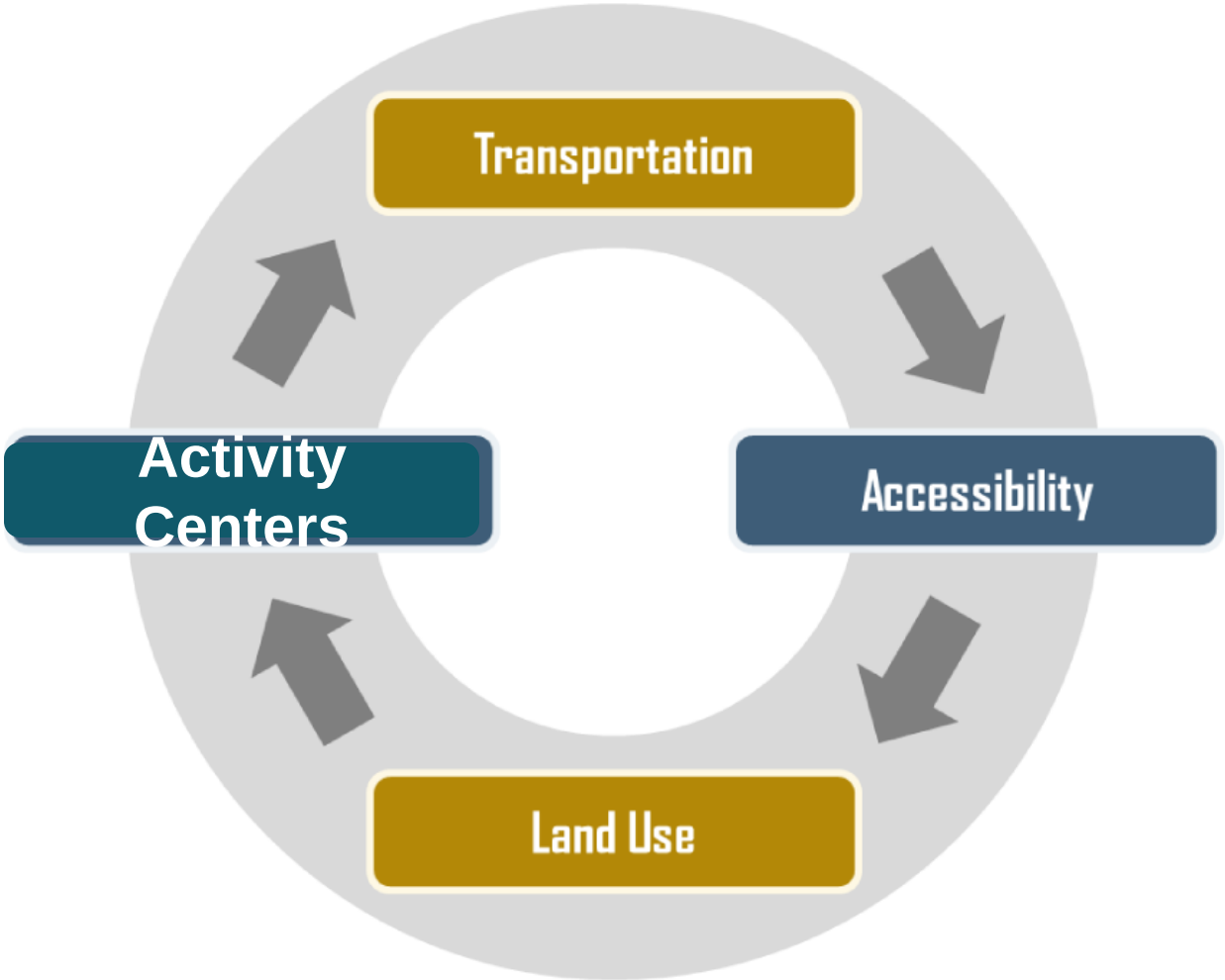






CHALLENGES

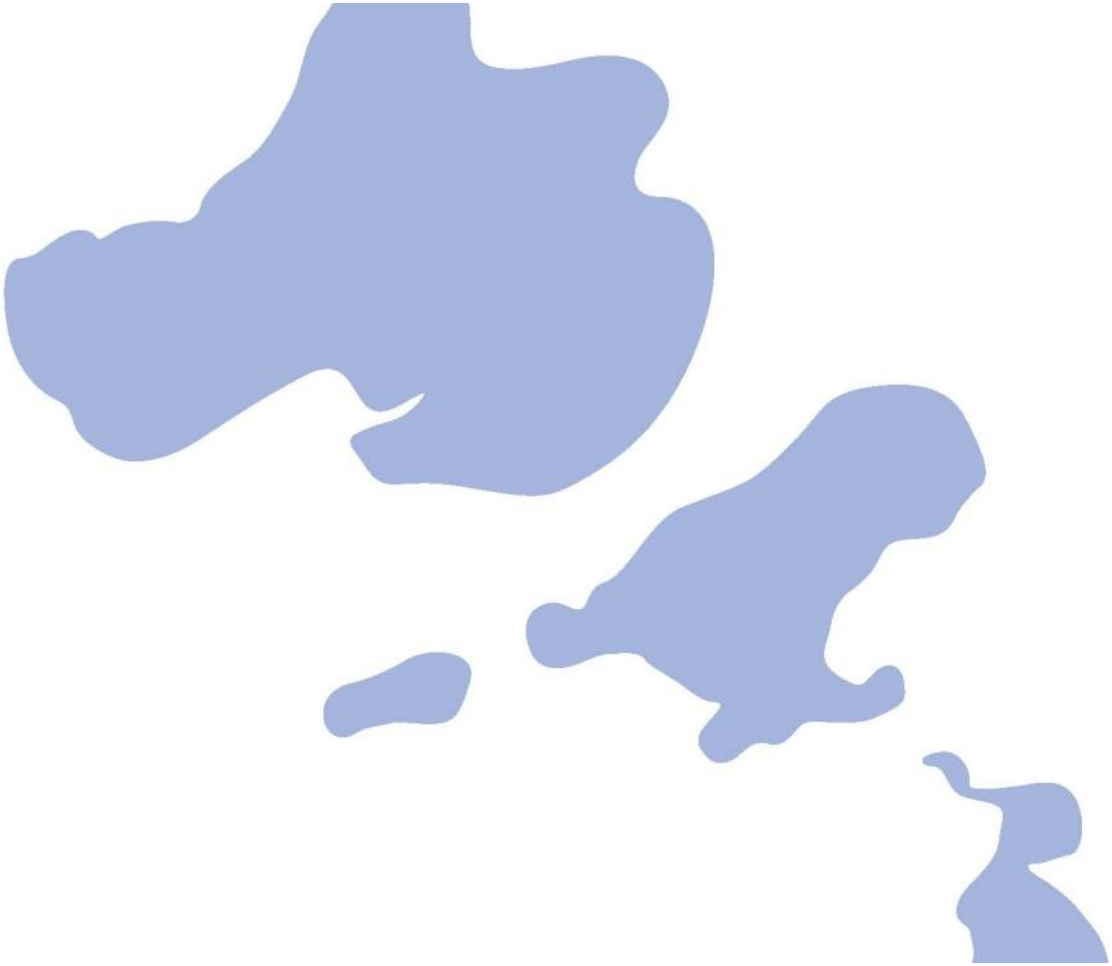
Coordinated Land Use and Development



CHAPTER 5

CHALLENGES

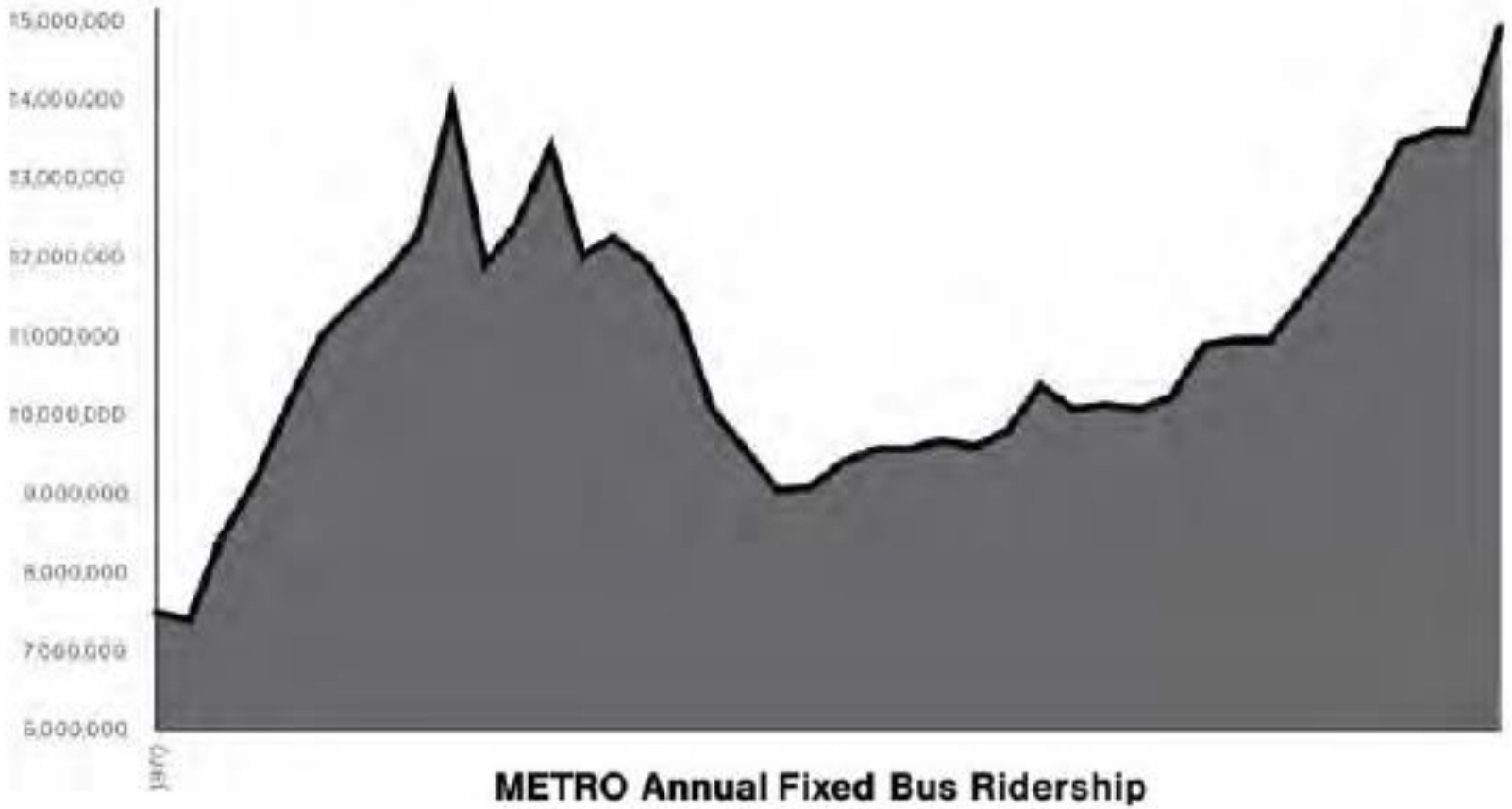
The Constraints of the Isthmus



CHAPTER 5

CHALLENGES

Helping Transit Make "The Leap"



METRO Annual Fixed Bus Ridership

CHALLENGES

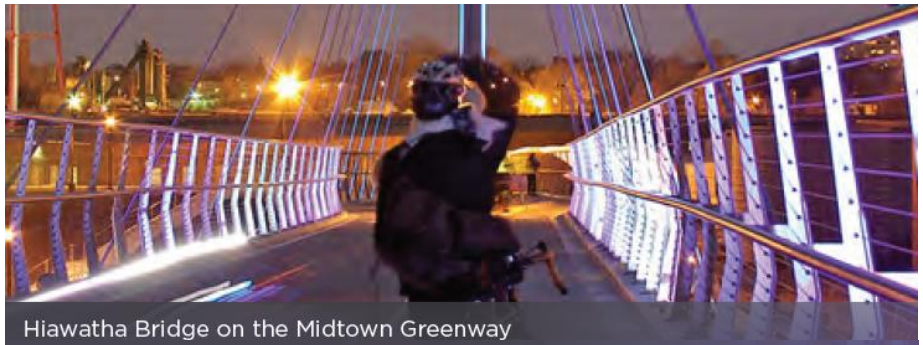
Managing Parking

CHAPTER 5

CHALLENGES

Technology and Demographic Change

BEST PRACTICES – LEVARAGING ECOMNOMY



Hiawatha Bridge on the Midtown Greenway

MINNEAPOLIS, MN

Pronto Bike Share Station

SEATTLE, WA

Pronto Bike Share Station

SALT LAKE CITY, UT

	MADISON, WI	MINNEAPOLIS, MN	SEATTLE, WA	PORTLAND, OR	SALT LAKE CITY, UT	AUSTIN, TX
POPULATION						
City population (2014)	245,691	394,424	637,850	602,568	189,267	864,218
Population change (2010-2014)	5.4%	6.4%	9.8%	6.1%	2.4%	12.5%
Density, 2010 (Persons per sq. mi.)	3,037	7,088	7,1251	4,375	1,678	2,653
Urbanized area (UZA) population	413,049	2,714,959	3,172,957	1,907,887	1,053,638	1,464,998
TRANSPORTATION						
City mode split (to work)						
Drove alone	63%	61.6%	51%	58%	67.2%	73%
Carpool	8.4%	8%	8.4%	9.5%	12.3%	10.3%
Transit	8.9%	13.5%	19.6%	11.8%	6.6%	4.2%
Walk	9.6%	6.8%	9.3%	5.7%	5.5%	2.6%
Bike	5.5%	3.9%	3.7%	6.3%	2.8%	1.4%
Other	0.7%	1.0%	1.3%	1.2%	1.6%	1.7%
Work from home	3.8%	5.2%	6.7%	7.6%	3.9%	6.7%
City transit ridership (2014)	15,492,317	84,535,513	183,763,473	105,783,337	46,279,409	34,178,526
UZA Transit ridership (2014)	15,492,317	97,602,886	207,789,573	112,523,023	46,279,409	34,178,526

EVALUATION

1

EXPAND MOBILITY CHOICES

Expand transportation infrastructure **to support a greater range of options** for all user types.

2

IMPROVE SAFETY AND HEALTH

Future transportation system investments must contribute to **healthy living and good quality** of life for all residents.

3

CREATE TRANSPORTATION EQUITY FOR ALL RESIDENTS

The future transportation system **must address the needs of all users.**

4

ENHANCE NEIGHBORHOODS

Future transportation system investments should contribute to the **creation of strong, vibrant neighborhoods.**

5

PROMOTE BENEFICIAL GROWTH

Future transportation system investments should **promote environmentally and fiscally sustainable development** that provides benefits to the entire City.

6

PROMOTE ENVIRONMENTAL SUSTAINABILITY

Transportation projects and policies will not generate adverse impacts on air and water quality. Instead, **projects will seek to improve both.**

7

MAINTAIN FISCAL RESPONSIBILITY

The transportation system should **be affordable for current and future generations.**

8

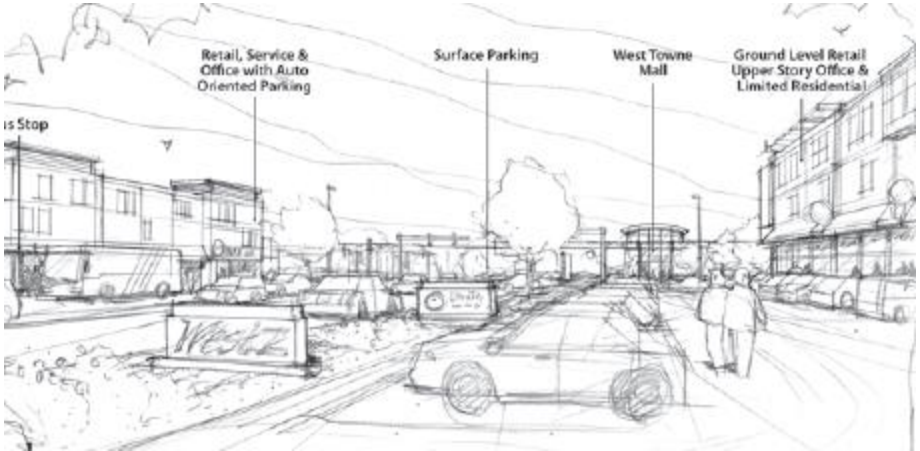
FOSTER ECONOMIC DEVELOPMENT

Transportation projects should **promote economic opportunity and community prosperity.**

LAND USE + TRANSPORTATION EVALUATION

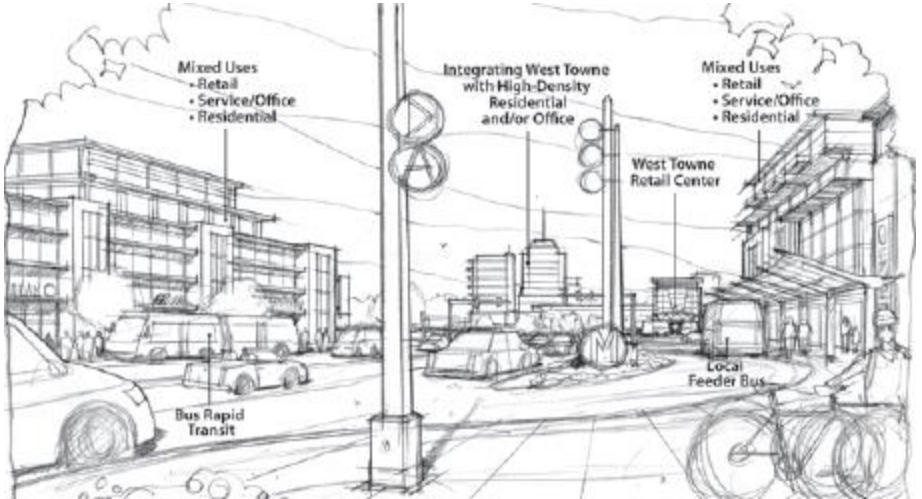
Scenario A

- EW BRT
- Status quo bus patterns
- Current levels of Bike/Ped Spending
- Trend Growth (Activity Center Scenario A)



Scenario B

- Full BRT system
- Express bus from suburbs
- Robust Bike/Ped Investment
- Growth Incentives (e.g., Structured Parking)
- Compact Growth (Activity Center Scenario B)

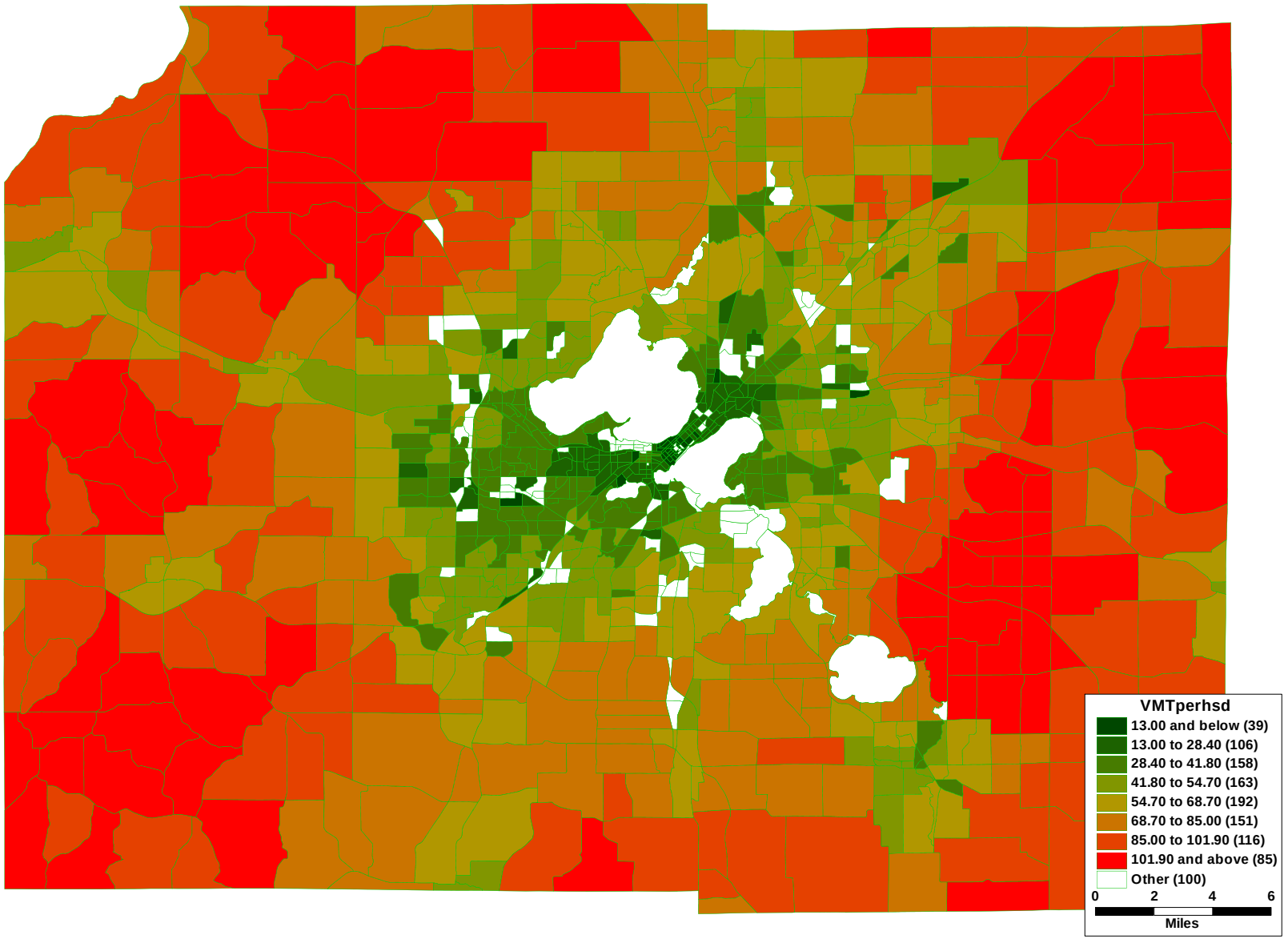


ANTICIPATED ADVANTAGES

B over A – More Walkable, Bikeable and Transit-Oriented

- Trip Length Reduction (Reduced VMT)
- Greater Transit Use
- Walk/Bike Opportunity

2010 REGIONAL VMT



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TRANSIT ACCESS

Scenario A

145,000 people

150,000 jobs

TRANSIT ACCESS

Scenario A

145,000 people
150,000 jobs

Scenario B

225,000 people
215,000 jobs

REGIONAL MODE SHIFT

	2010	Future A	Future B
Walk	**9.5%**	**14-16%**	**15-17%**
Bike	**1.6%**	**3-5%**	**4-7%**
Transit	**1.4%**	**1.5-2%**	**3-5%**
Auto	**87.5%**	**77-82%**	**71-78%**

MADISON MODE SHIFT All Trips

	2010 Model	Future A	Future B
Walk	**13.8%**	**17-21%**	**21-24%**
Bike	**2.4%**	**5-7%**	**6-9%**
Transit	**2.7%**	**3-5%**	**5-7%**
Auto	**81.1%**	**67-75%**	**60-68%**

EVALUATION

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EVALUATION RESULTS

	Scenario A	Scenario B
1  Mobility Choices		
2  Health & Safety		
3  Transport Equity		
4  Enhance Neighborhoods		
5  Promote Growth		
6  Environmental Sustainability		
7  Fiscal Responsibility		
8  Economic Development		
		

CHAPTER 7

SOLUTIONS

Land Use

Land use and transportation plans must be coordinated and work together to achieve the City's goals.

Affordable housing + access to opportunity

Housing and transportation costs are two of the largest budget items in most households.

Connectivity Choices

One clear and distinct message from the Madison in Motion process is Madison should continue to be a community of choice – both in terms of mobility and lifestyle.

Leveraging Technology

Transportation technology is changing how people get around and the tools available to manage the transportation system.

Transit improvement

Transit will be a vital component to the transportation system and allow Madison's growth and economic vitality to continue.

Comfortable + safe bike infrastructure

Potential cyclist may be reluctant to bike on-street in traditional bike lanes, especially on streets with higher traffic volume or speed.

Quality of life as economic development

Madison has many advantages working to its

Health + safe

The type of transportation system we choose to build doesn't just affect our commute time, it also has direct, multi-faceted impacts on the health of citizens.

Fix-it First Policy

One of the major themes of Madison in Motion is to maintain and improve but generally not physically expand roadway corridors.

Complete Streets

Complete Streets are streets that work for everyone in the community, regardless of how they get around.

Bridging Gaps

Gaps in the roadway network impact all modes, unevenly distribute traffic, cause confusion, and reduce the legibility of the transportation network.

Parking

As a growing, medium-sized city, parking pressures and the perception of too-few spaces grow as quality of life concerns for cities.

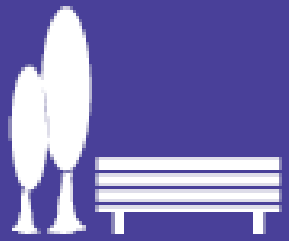
Managing demand

Madison has both short- and long-term potential to see significant mode shift with more Transportation Demand Management measures.

CHAPTER 7

SOLUTIONS

Land Use



Land use and transportation plans must be coordinated and work together to achieve the City's goals.

Example Actions/Policies/Studies:

- Identify Local/Regional Activity Centers
- Set Up Codes and Incentives
- Work With Neighborhoods On Benefits
- Fund Land Banking

CHAPTER 7

SOLUTIONS

Affordable housing + access to opportunity

Housing and transportation costs are two of the largest budget items in most households.

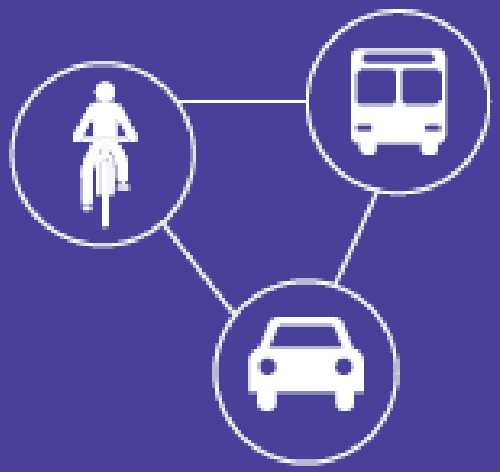
Example Actions/Policies/Studies:

- Target Major Employers for Metro Pass
- More Affordable Housing Particularly Around TOD
- Stratify Affordable Housing Benefits
  - Tax Credit / Unit Type
- Expand Transit and Active Modes For Workforce Mobility

CHAPTER 7

SOLUTIONS

Connectivity Choices



One clear and distinct message from the Madison in Motion process is Madison should continue to be a community of choice – both in terms of mobility and lifestyle.

Example Actions/Policies/Studies:

- Adopt First/Last Mile Guidelines for Station Areas
- Investigate Integrated Transit/B-Cycle/Parking Payment Systems
- Improve Connections Across Barriers Such As The Beltline
- Park & Ride/Park & Bike Opportunities

CHAPTER 7

SOLUTIONS

Leveraging Technology

Transportation technology is changing how people get around and the tools available to manage the transportation system.

Example Actions/Policies/Studies:

- Improve Real-Time Information Availability (Location, Capacity, Price)
- Establish Transit Priority Corridors (Smart Signals For Bus Priority)
- Apply Smart-Parking Technology

CHAPTER 7

SOLUTIONS

Transit improvement

Transit will be a vital component to the transportation system and allow Madison's growth and economic vitality to continue.

Example Actions/Policies/Studies:

- Prioritize BRT Development
- Restructure Local Route System
- Consider Local Circulators/Shuttles Between Activity Centers
- Pilot On-Demand Service or Partnerships
- Expand Employee Pass Program

CHAPTER 7

SOLUTIONS

Comfortable + safe bike infrastructure

Potential cyclist may be reluctant to bike on-street in traditional bike lanes, especially on streets with higher traffic volume or speed.

Example Actions/Policies/Studies:

- **Add Bike/Ped Crossings As Part of Major Roadway Projects**
- **Consider Bike Centers (Maintenance, Showers, Parking)**
- **Adopt Street Typologies**
- **Explore Side-Paths Along Limited Access Highways**
- **Conduct a Winter Biking Study (Routes, Plowing, Parking, etc.)**

CHAPTER 7

SOLUTIONS

Comfortable + safe pedestrian infrastructure

Sidewalks used by people of all ages and physical abilities, and used on some part of every trip.

Example Actions/Policies/Studies:

- Analyze and Prioritize Streets Without Sidewalks For Improvement
- Identify Funding Stream For Maintenance and Completion of Network
- Implement Crossings of Major Barriers (Freeways, High-Speed Arterials)
- Improve Ped Crossings (Signals and Marking)
- Explore Shared Streets Concept

CHAPTER 7

SOLUTIONS

Healthy + safe

The type of transportation system we choose to build doesn't just affect our commute time, it also has direct, multi-faceted impacts on the health of citizens.

Example Actions/Policies/Studies:

- Adopt Strong Safety Policies and Implementation Programs
- Conduct Health Impact Assessments (HIA) As Component of Future Planning
- Increase Attractiveness of Active Modes

CHAPTER 7

SOLUTIONS

Fix-it First Policy

One of the major themes of Madison in Motion is to maintain and improve but generally not physically expand roadway corridors.

Example Actions/Policies/Studies:

- Integrate Complete Streets Elements Into Maintenance Programs
- Continue Asset Management System Monitoring and Prioritization
- Investigate Innovative Techniques for Citizen Reporting

CHAPTER 7

SOLUTIONS

Complete Streets

Complete Streets are streets that work for everyone in the community, regardless of how they get around.

Example Actions/Policies/Studies:

- Continue To Evaluate Lane Narrowing To Calm Traffic
- Reduce Ped Crossing Distances With Bulbouts or Median Treatments
- Continue To Implement Traffic Calming Tools (e.g., Neighborhood Traffic Management Program)
- Street Typologies

CHAPTER 7

SOLUTIONS

Bridging Gaps

Gaps in the roadway network impact all modes, unevenly distribute traffic, cause confusion, and reduce the legibility of the transportation network.

Example Actions/Policies/Studies:

- **Identify Connections (To Break Up Superblocks During Redevelopment and New Neighborhood Development)**
- **Continue Planning For Connectivity (e.g., Downtown to Law Park)**
- **Barrier Crossings (e.g., Beltline)**

CHAPTER 7

Parking

As a growing, medium-sized city, parking pressures and the perception of too-few spaces grow as quality of life concerns for cities.

SOLUTIONS

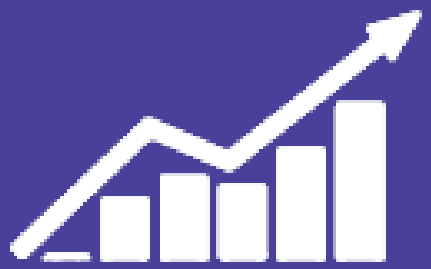
Example Actions/Policies/Studies:

- **Continue Process To Update Pricing and Management Strategies (e.g., Dynamic Pricing)**
- **Evaluate Mission of Parking Utility**
- **Initiate Study of Redevelopment Opportunities For City Garages**
- **Encourage/Mandate Shared Parking**
- **Evaluate Region-Wide Park and Ride System**

CHAPTER 7

SOLUTIONS

Managing demand



Madison has both short- and long-term potential to see significant mode shift with more Transportation Demand Management measures.

Example Actions/Policies/Studies:

- Develop and Pilot TDM Programs With Largest Employers
- Consider Roadway and Parking Pricing Strategies
- Incentivize Employers to Subsidize Metro Passes
- Allow Car Share Access To City Controlled Spaces

Thank You!

Paul Moore

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