

Transportation Philosophy Overview

*transportation initiatives that will propel
Madison in the coming decades*

Tom Lynch PE PTOE PTP AICP

HISTORY

What year did cars outnumber horses in Madison?

- A) 1905
- B) 1900
- C) 1916

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

WHi-113401

When did the Chicago/Northwestern RR Station open at Blair and Wilson?

A) 1865

B) 1871

C) 1895

Wisconsin Historical Society, Angell and Hastreiter, Chicago & Northwestern Railroad Passenger Station ID

WHi-32150





What year is one-way traffic around Capitol Square instituted?

- A) 1918
- B) 1921**
- C) 1931

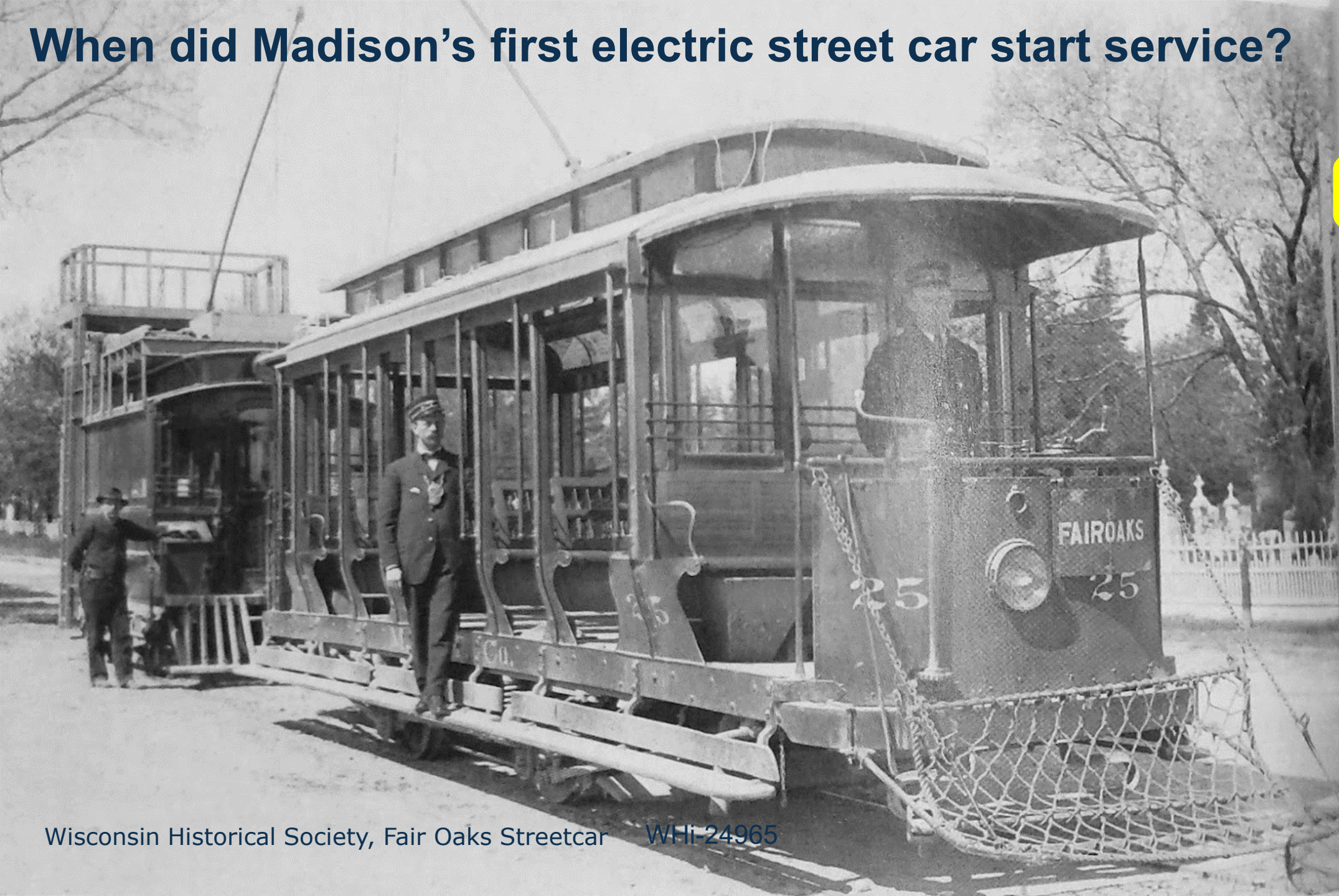
Wisconsin Historical Society, La Follette Funeral Procession

WHi-32417

CITY OF MADISON

When did Madison's first electric street car start service?

- A) 1826
- B) 1892**
- C) 1906



What year were left turns off of State St prohibited?

- A) 1920
- B) 1930
- C) 1940

Wisconsin Historical Society,

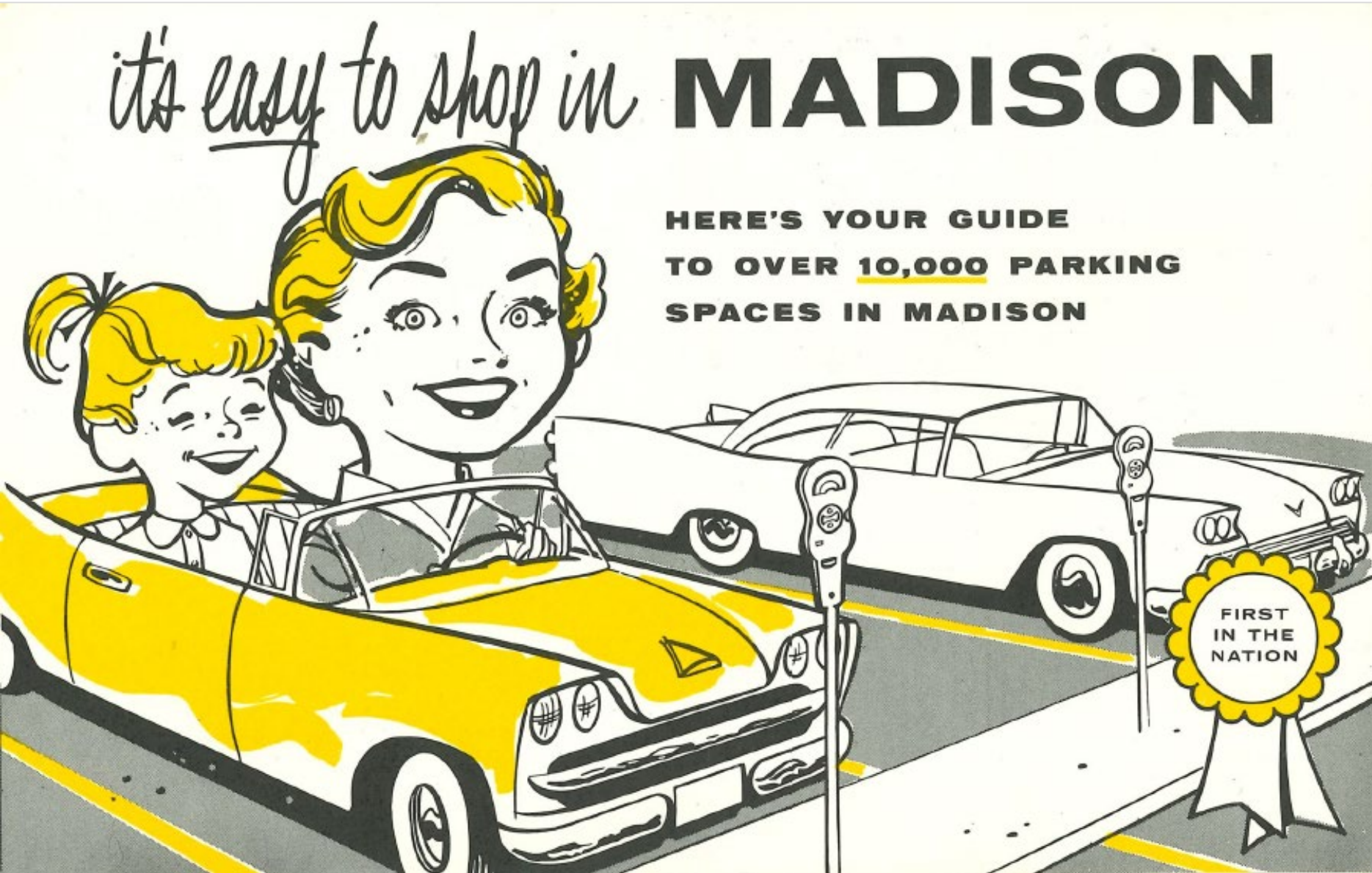
WHi 37719

OF MADISON



Wisconsin Historical Society, Photoart House, View of the 400 Block of State Street, 1929 Whi 25150

How much per hour was street parking when the brochure below was published?

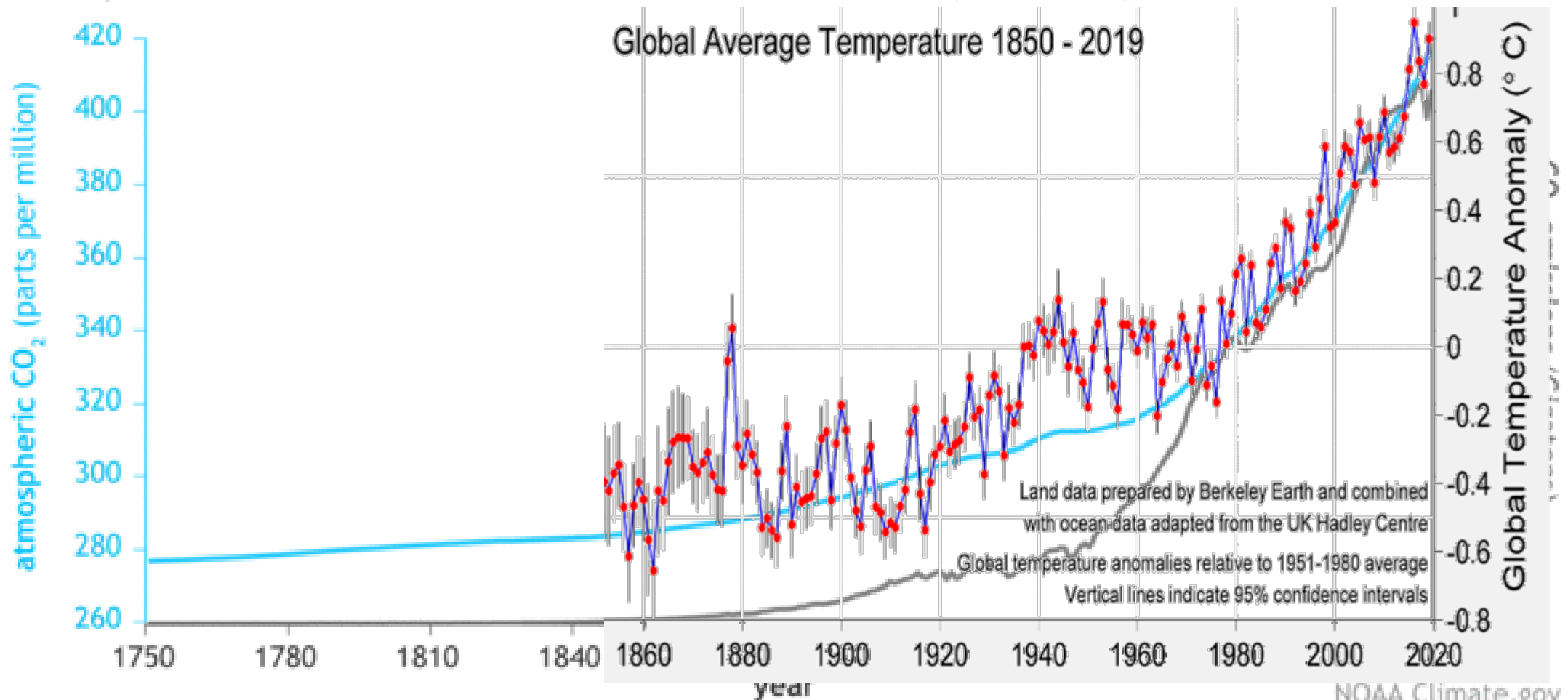


- A) 5 cents
- B) 10 cents
- C) 15 cents

CHALLENGES

Climate

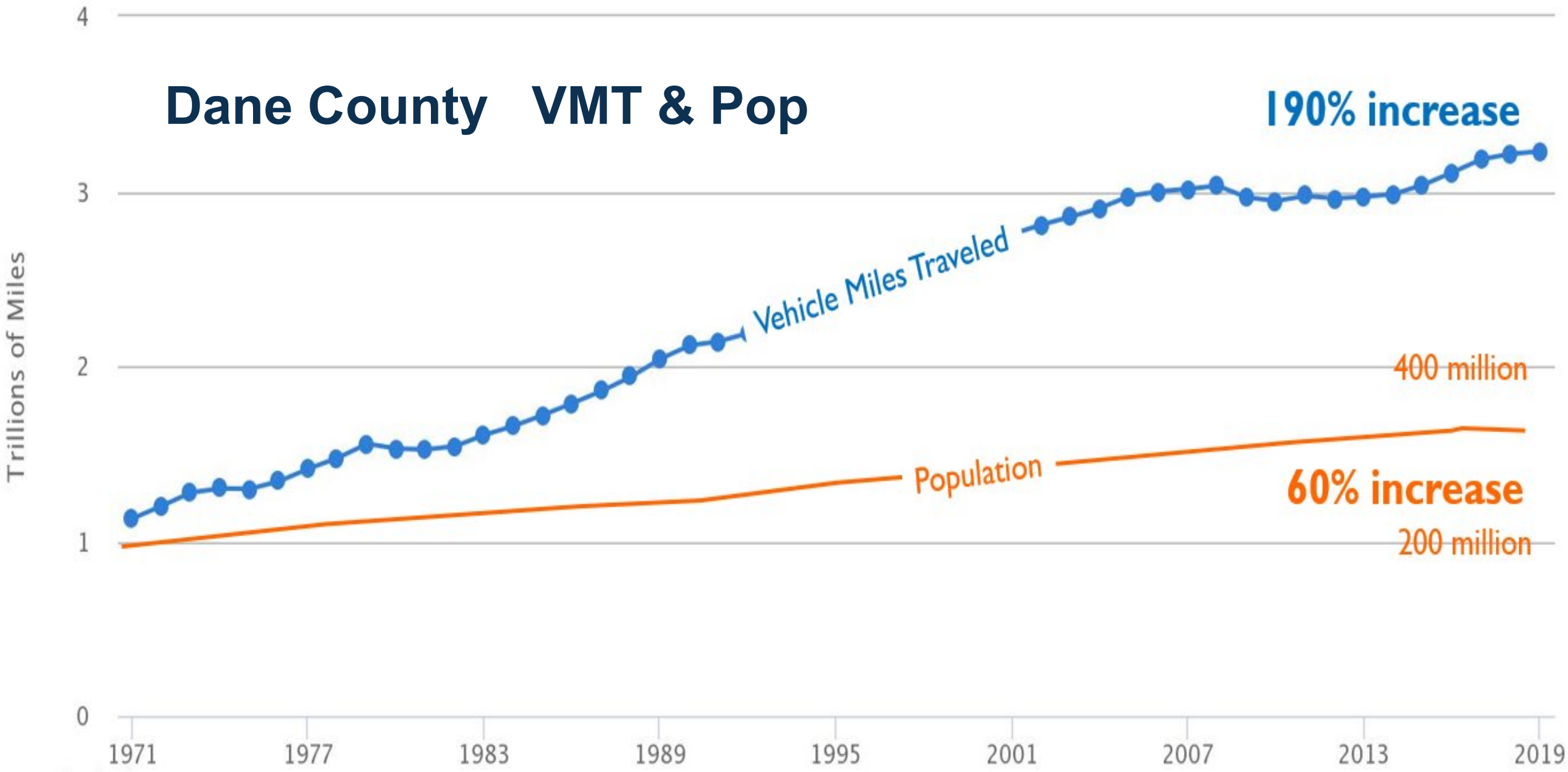
Atmospheric carbon dioxide amounts and annual emissions (1750-2021)



1.5 degree goal

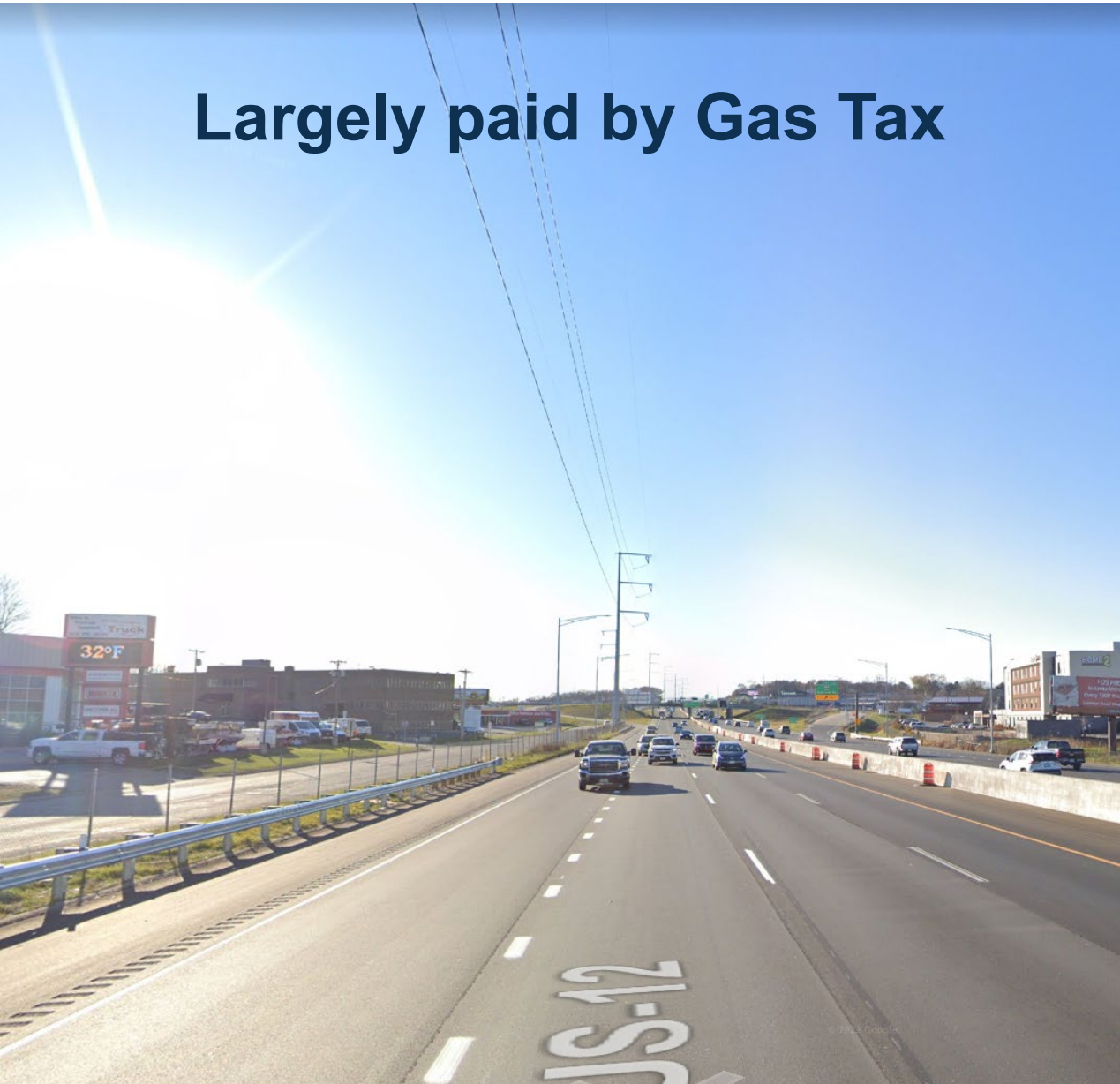
Annual Vehicle Miles Traveled in the United States

Dane County VMT & Pop



Subsidies

Largely paid by Gas Tax



Largely paid by
Property Tax
850 + miles



Car Storage



Space



The New York Times

Climate Scientists Warn of a 'Global Wildfire Crisis'

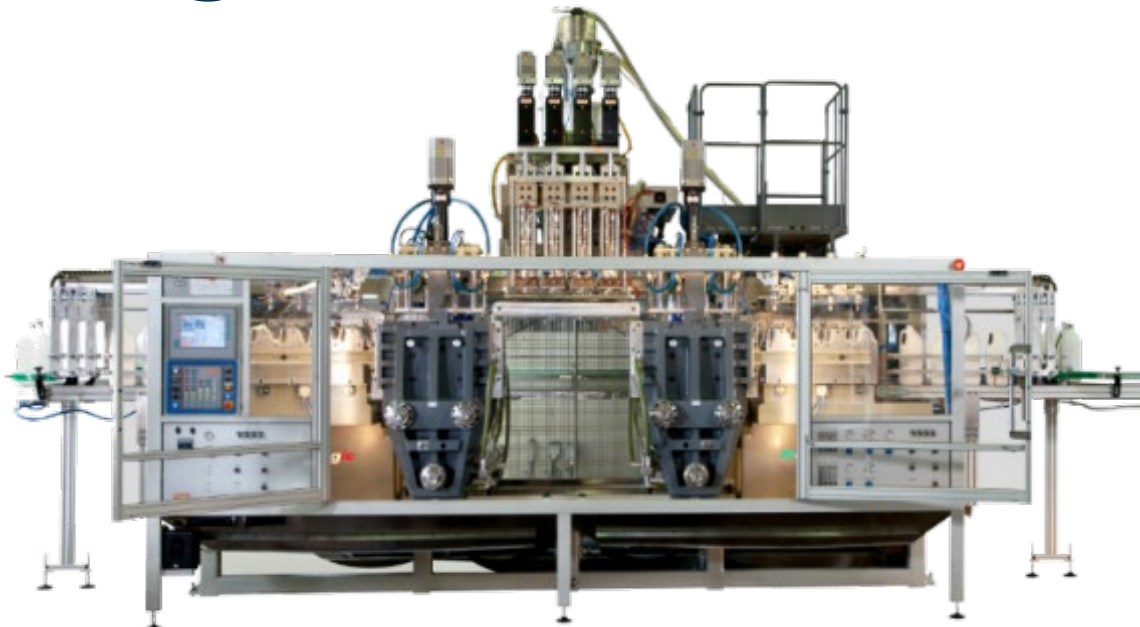
Worsening heat and dryness could lead to a 50 percent rise in off-the-charts fires, according to a United Nations report.

 Give this article    154



Safety

Pretend we have an amazing
magic machine



<https://www.luiso.net/en/magic-mp/>

Killed 43,000 people/year

Maimed 4.8 million people/year

2013 to 2017

	Public Safety Police
38	Homicides
617	Rape
2,682	Assault
1,190	Robbery
39,854	All Incidents

42% of operating budget



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.

*The mission of the Department of Transportation is to develop and maintain a **safe, efficient, economical, equitable, and sustainable** transportation system for Madison's residents and visitors in a way that is consistent with the City's land use system and regional transportation goals.*

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, N-S BRT

Transit Network Redesign

All Initiatives – Bias Training

Inter-city Bus, Amtrak Station

TOD Overlay

TNR and BRT

Complete Green Streets

Park St corridor

VZ, Complete Green Streets

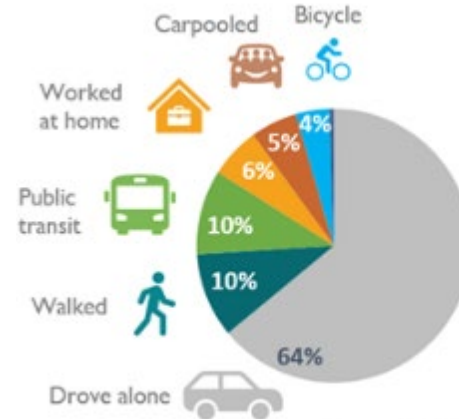
Transportation Department 2022 Initiatives



Amtrak Station

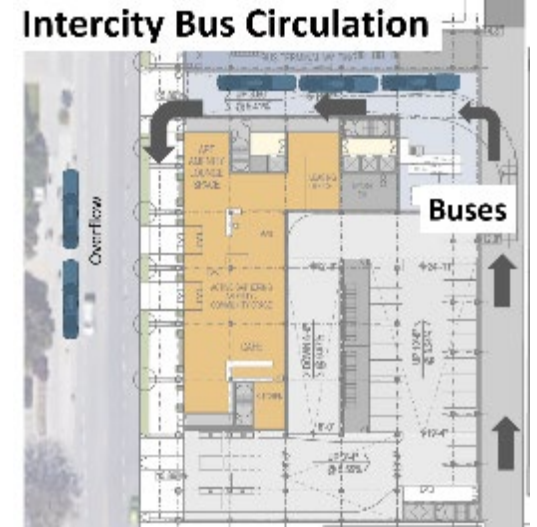


Complete Green Streets



Source: ACS 2019 1-year

Transportation Demand Management



Intercity Bus Terminal



East-West BRT



Transit Network Redesign

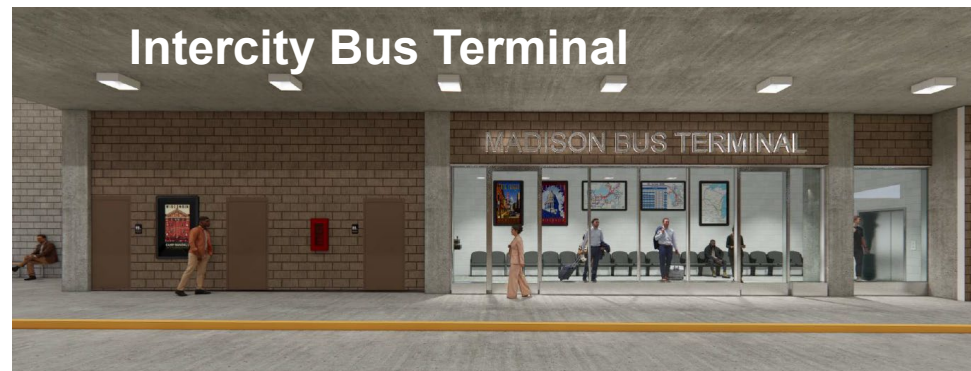
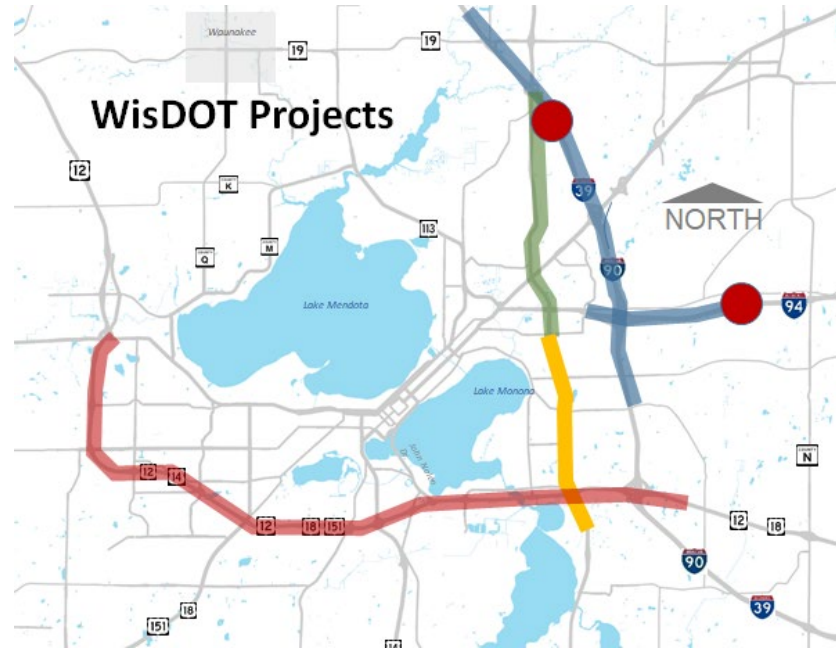


Vision Zero

Transportation Department 2023 Initiatives



Amtrak Station



Intercity Bus Terminal



North-South BRT

Why?

Here are 200 people in 177 cars



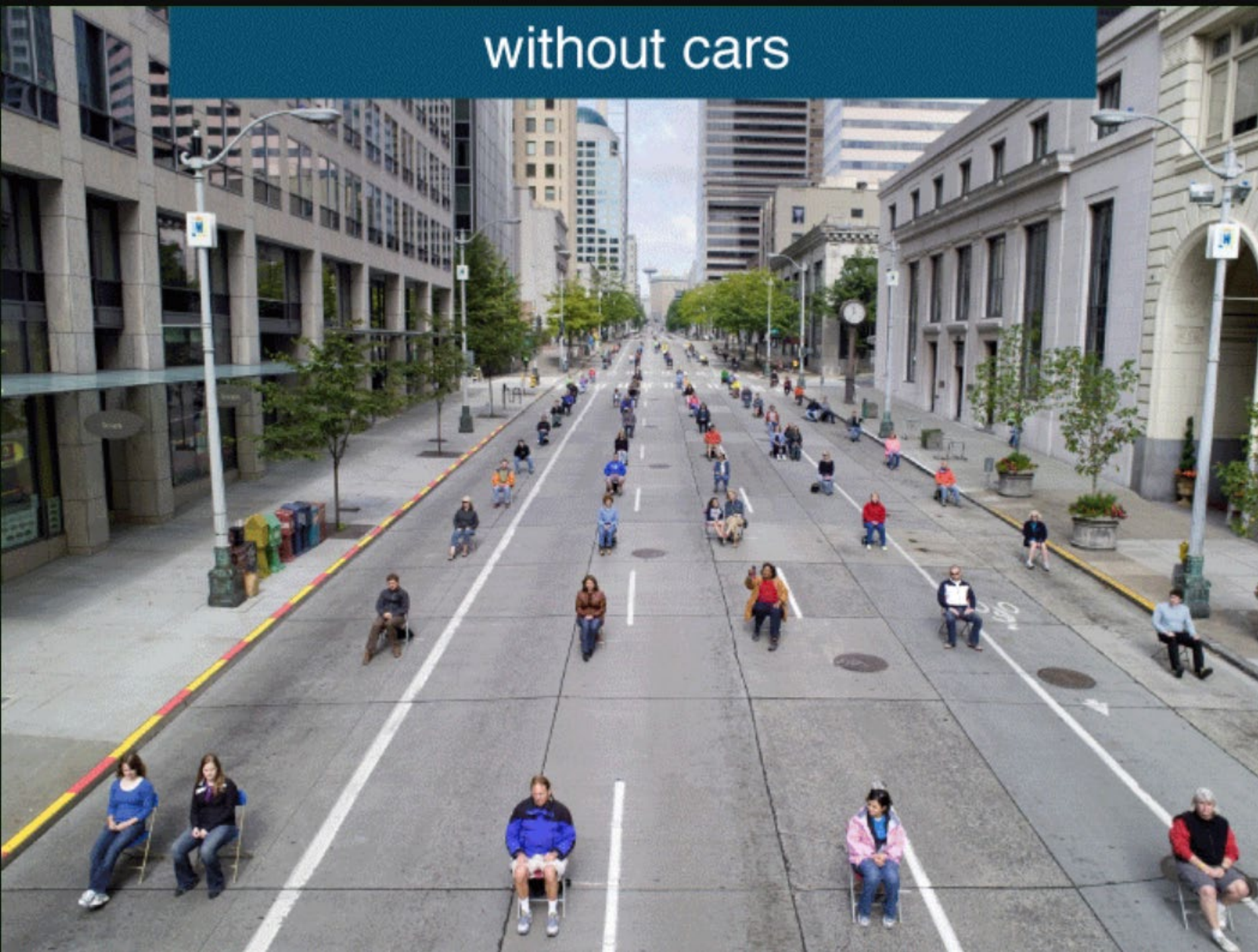
**Bus
Rapid
Transit**

**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**

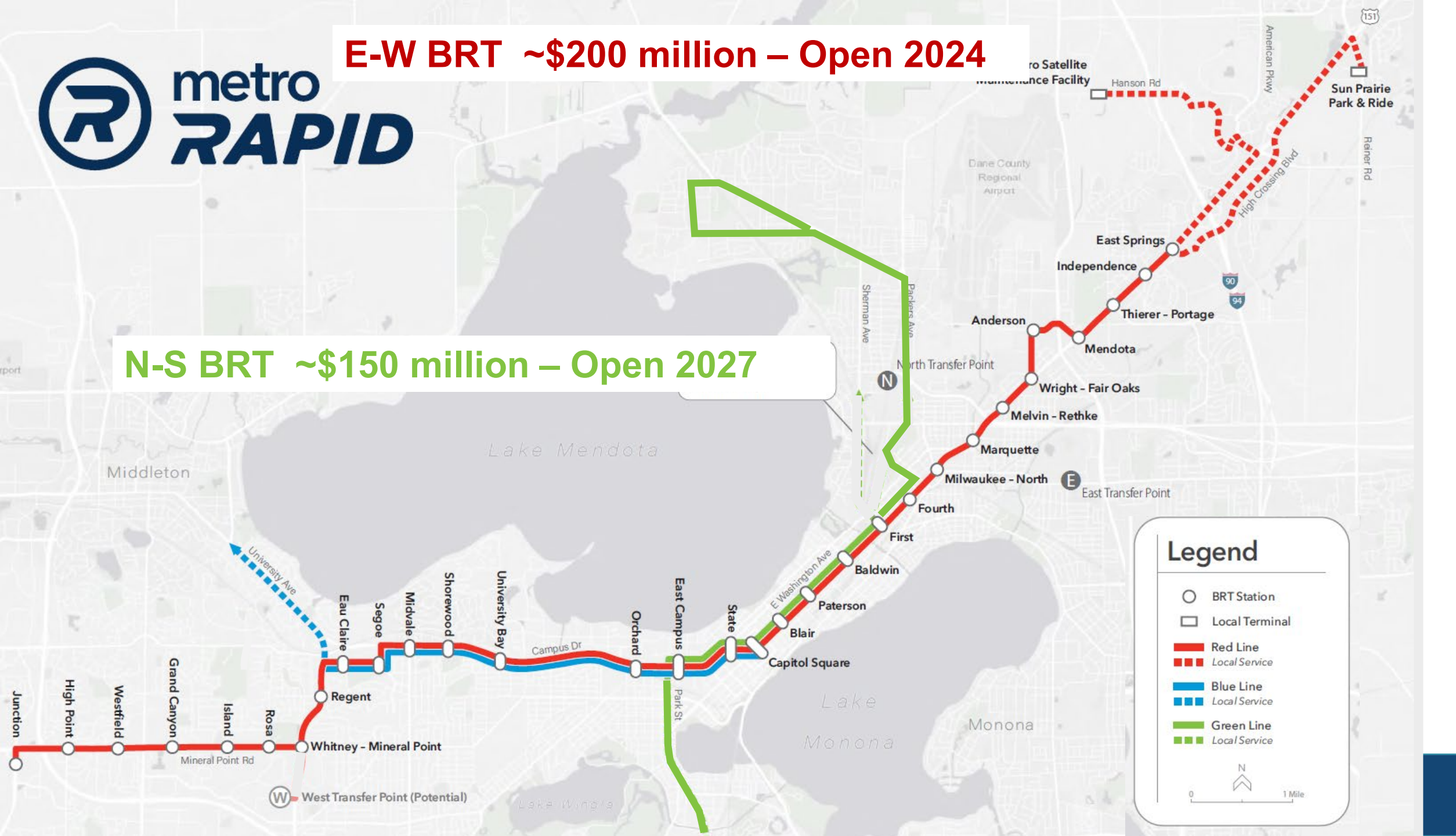
<http://i.imgur.com/kw8DaST.gif>

CITY OF MADISON



E-W BRT ~\$200 million – Open 2024

N-S BRT ~\$150 million – Open 2027



Legend

- BRT Station
- Local Terminal
- Red Line
- - - Local Service
- Blue Line
- - - Local Service
- Green Line
- - - Local Service

0 1 Mile

Vision Zero

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all.



**SPEED KILLS
YOUR CHOICE
MATTERS**

Vision Zero Focuses on Speed

20
mph



13%
OF PEDESTRIANS
WILL DIE OR SUFFER
A SEVERE INJURY IF
HIT BY A VEHICLE AT
20 MPH

30
mph



40%
OF PEDESTRIANS
WILL DIE OR SUFFER
A SEVERE INJURY IF
HIT BY A VEHICLE AT
30 MPH

40
mph



73%
OF PEDESTRIANS
WILL DIE OR SUFFER
A SEVERE INJURY IF
HIT BY A VEHICLE AT
40 MPH

Source: Brian T. Tefft. 2013. *Impact of speed on a pedestrian's risk of severe injury or death.*

Vision Zero Action Plan

Focuses investments to save lives

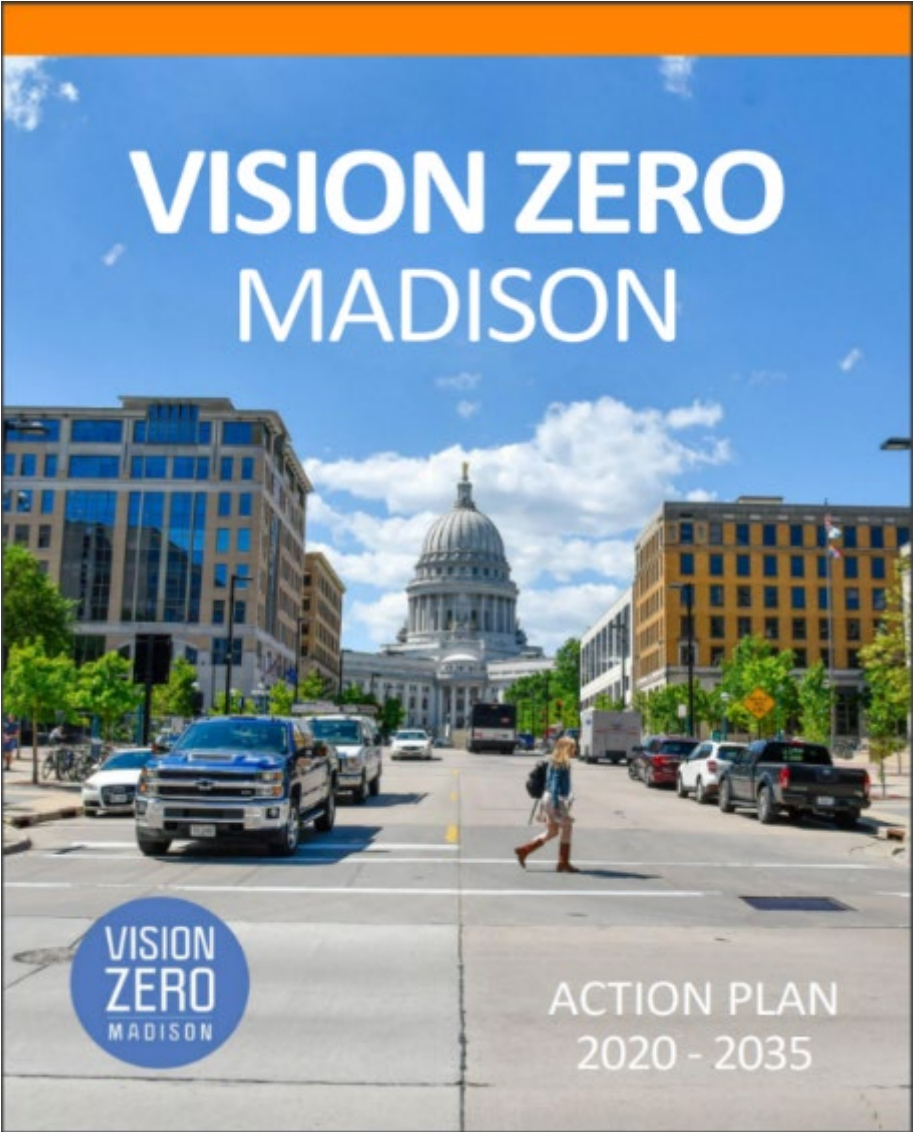
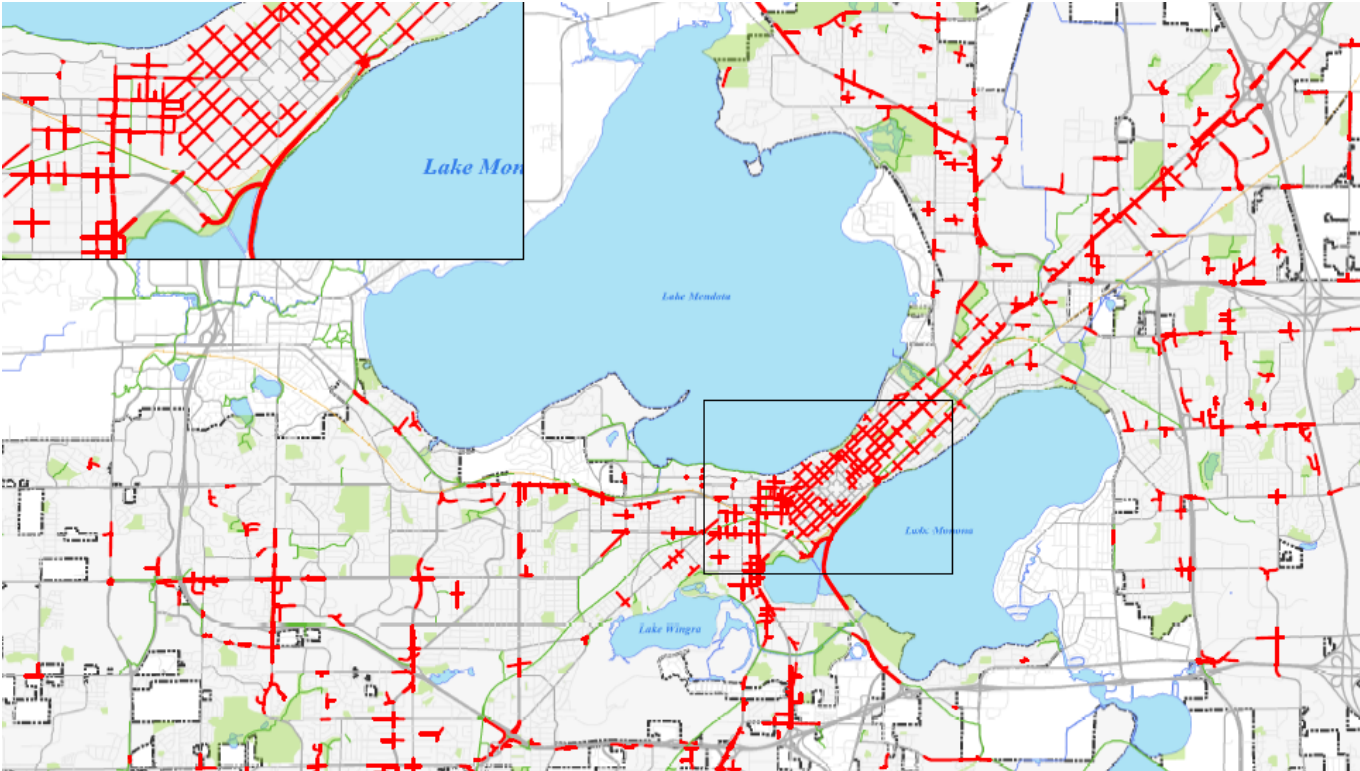
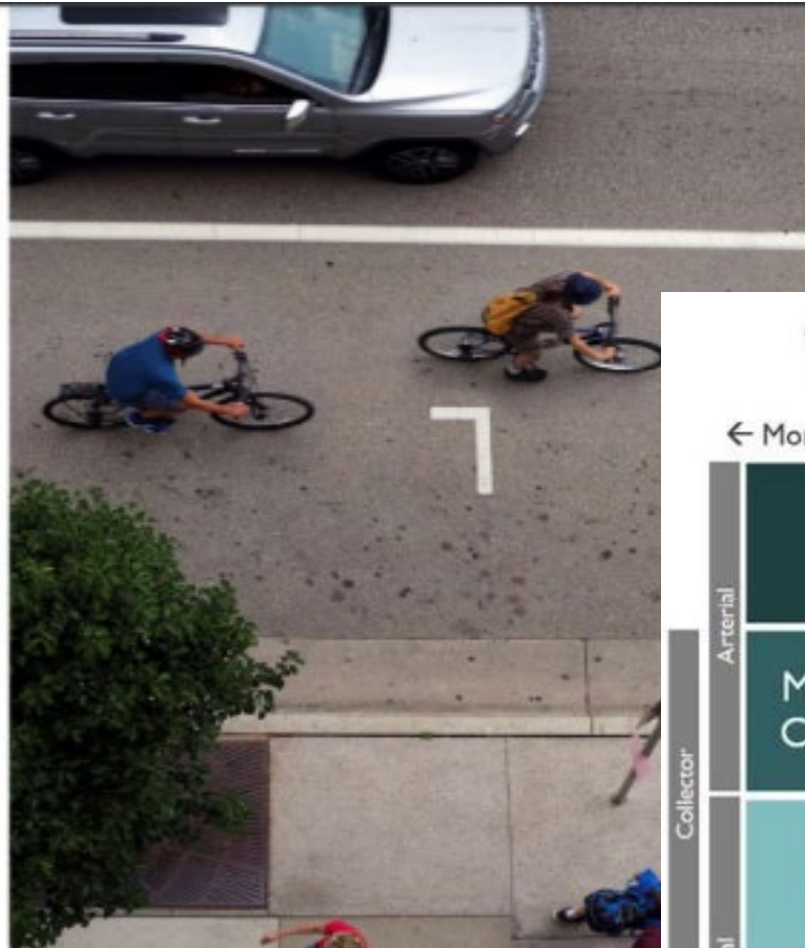


Figure 21 Madison Vision Zero Action Plan

Complete Green Streets



Typology based on Context



Figure 22 Complete Green Streets Guide

Amtrak Location Study



Figure 19 Amtrak Kickoff Meeting



Figure 20 Potential Amtrak Station Locations

Transportation Demand Management Ordinance

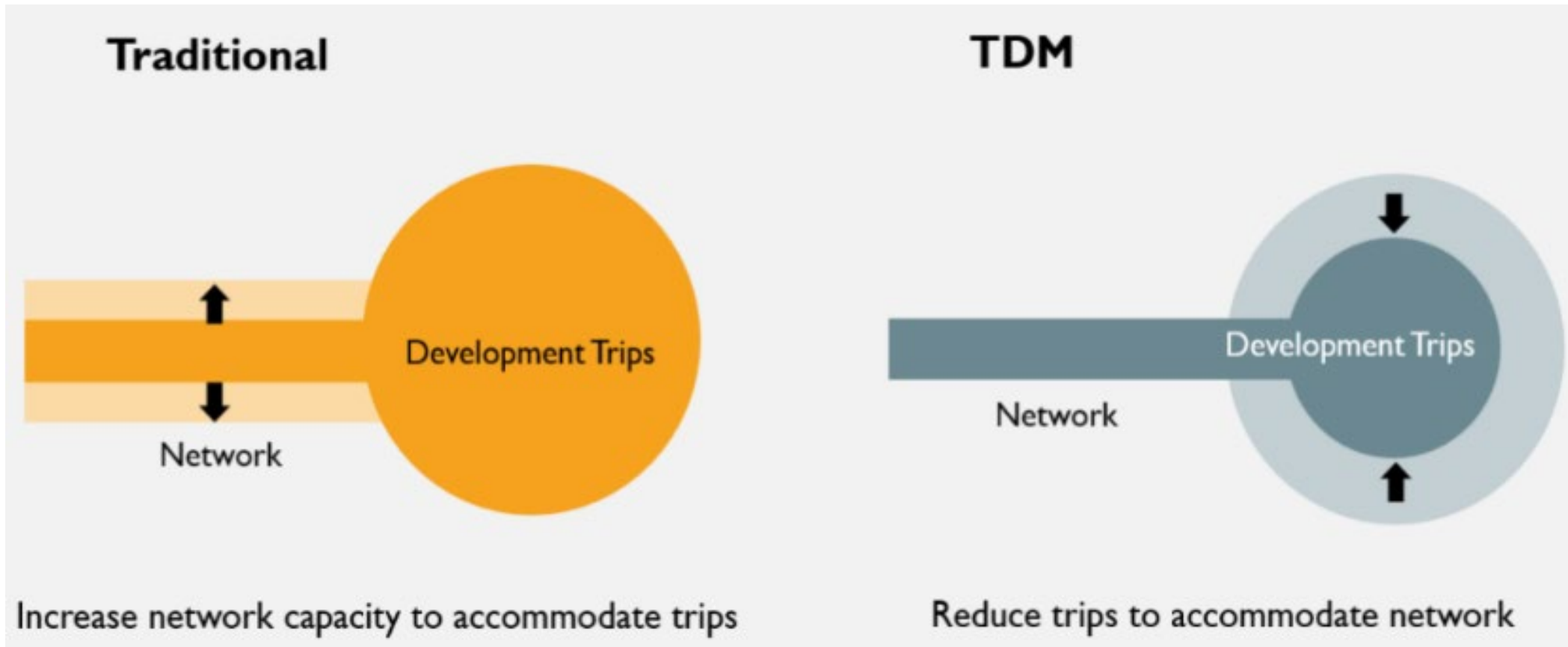


Figure 17 Traditional Accommodation of Development vs Transportation Demand Management

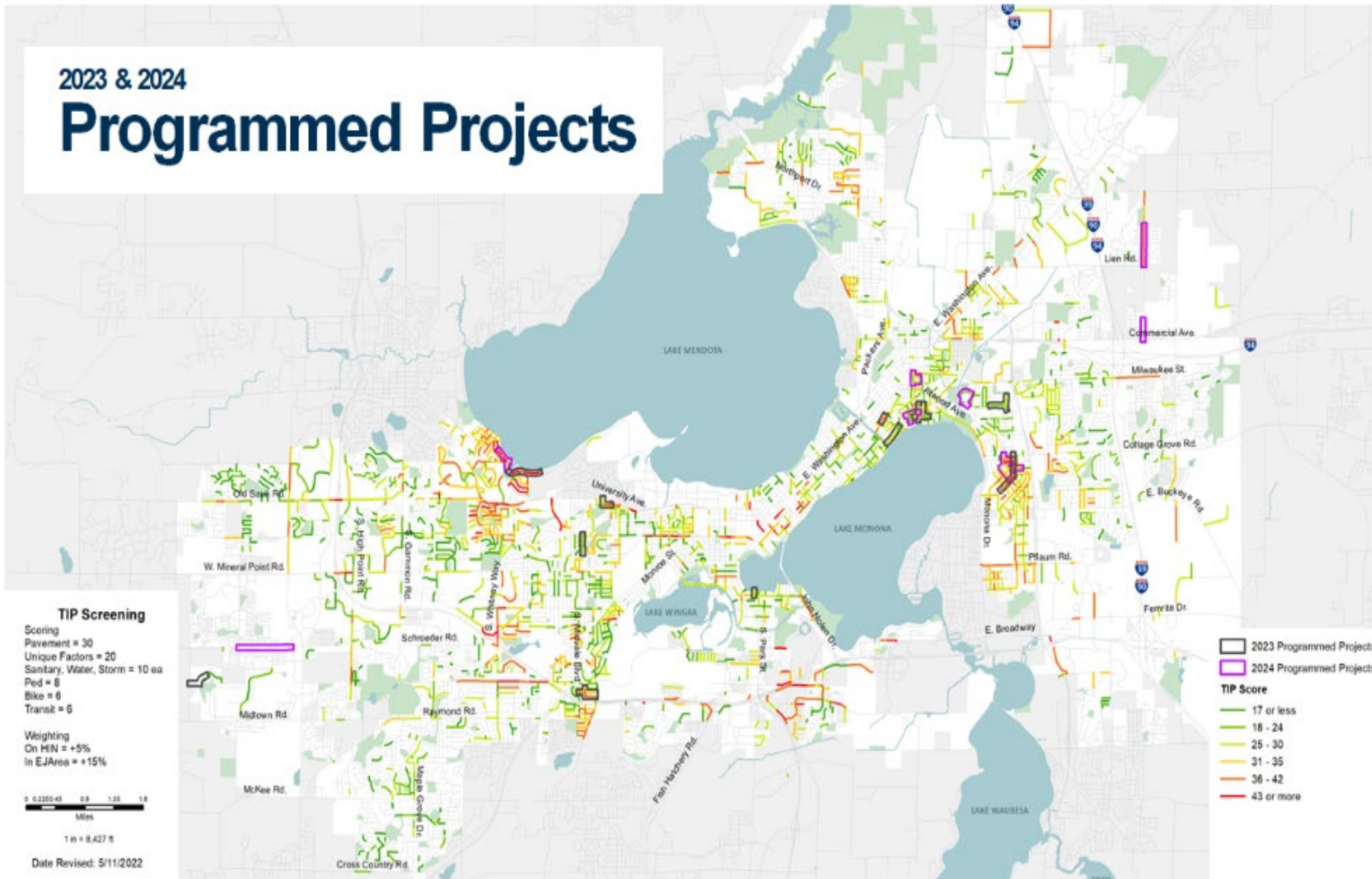
Intercity Bus Terminal - State Street Campus Garage



Figure 29 State Street Campus Mixed Use Development

2023 & 2024

Programmed Projects



Transportation Improvement Program Methodology

Figure 18 Programming Projects Using New Prioritization Tool

Transportation Philosophy Overview

*transportation initiatives that will propel
Madison in the coming decades*

