

Abbreviated Comments on Transportation Element (Key 6) of Downtown Plan  
Ped/Bike/Motor Vehicle Commission Feb. 29, 2012  
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Although I recommend deferring or rejecting this plan, I also make the following recommendations for a modified draft:

**Have a Vision** Instead of having no Vision except, perhaps, to continue current disastrous policies that result in 70% of downtown workers driving and parking Single Occupancy Vehicles, in 30 years we should have 10% or less of downtown workers driving Single Occupancy Vehicles, 20% ride sharing, 20% rideing bikes, 20% walking and 30% riding transit. That Vision piggy backs nicely onto Ken Golden's TPC vision of having more parking on the periphery and having people ride transit into the center of town. It also is consistent with the idea promulgated in the Sustainability Plan of giving parking privileges preferentially to shared vehicles.

Rather than the top 5 recommendations of the current plan,\* I suggest the following:

1. Stipulate that all major institutions (starting with City government), all new developments, and all big events have **Car Reduction Strategies** (sometimes called Transportation Demand Management Plans). This is one of the recommendations of the Sustainability Plan and is a reasonable addition to the Comprehensive Plan. (This Plan also given lip service to the recommendation but does not include it in the summary at the end).
  2. Establish an intermodal depot for intercity and local transit. We should not have lost the old terminal in 2009.
  3. Stipulate that any new development advances our goal of having Complete Streets;
    - a. Reduce the speed limit on many downtown streets to 5-10 MPH to discourage car travel and encourage safe walking and biking;
    - b. Restrict parking on many streets so areas can be reserved for bicycle traffic only, especially during commute hours;
    - c. Have decent, monitored, bike parking facilities;
    - d. Add more benches everywhere;
  4. Rather than calling a mediocre system excellent, **make our transit system excellent.**, How?
    - a. Focus on improving the bus system, not on putting in commuter rail;
    - b. Have a core bus system running 24/7 that can accommodate 2nd- and 3rd-shift workers, as well as 1st-shift workers.
    - c. Run commuter service during peak hours at least every 10 minutes;
    - d. Have express bus service that is time-competitive with driving;
    - e. Run a frequent no fare circulator downtown that people can use for shopping, visiting the library, going to restaurants, and other purposes;
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\* The top five recommendations of the current draft of the Downtown Plan are:

1. Continue to plan for a future high speed passenger rail station **in the vicinity of the Monona Terrace Community and Convention Center.**
2. Develop a comprehensive strategy for integrating inter city bus services into the Downtown transportation system.
3. Establish a commuter rail system and other forms of high capacity express transit to better serve Downtown.
4. Preserve the following locations, identified in this Downtown Plan, for rail based transit stations: Union South, West Washington Avenue/Kohl Center, and Monona Terrace; and
5. Expand the Madison Metro bus system to incorporate regional approaches such as bus rapid transit and express bus routes tied to remote park and ride lots.