

Case Statement for Madison, Wisconsin

Rails-to-Trails Conservancy (RTC) 2010 Campaign for Active Transportation

DRAFT
July, 2008



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Executive Summary

The City of Madison is already considered one of the best bicycling and walking cities in the country. The bikeway system is well developed with a number of recently built multi-use paths and other shorter path connections supplementing an on-street network of bike routes and major roadways with bike lanes constructed over the last 30 years. Bicycling levels are relatively high by U.S. city standards with a mode share of 3.2% for work trips and 2.4% for all trips. Both Census data and bicycle path traffic counts indicate bicycle use has increased significantly over the past 10+ years as the path network has been greatly expanded.

While the Madison area has many of the pieces of an interconnected bikeway network in place, there are some very important missing links in the system and some major barriers. Among these barriers is the Beltline and Interstate system, which circles Madison on three sides (west, south, and east). Lake Mendota is on the north side. Better commuter routes are also needed to connect some of the suburban communities and peripheral employment centers with the central Madison area.

Madison has a unique land use pattern with the city center located on a 3-mile long isthmus that is ½- to 1 mile wide. One mile west of the State Capitol is the University of Wisconsin-Madison. This provides a natural east-west corridor for a fixed-guideway transit system using currently under-utilized rail corridors—something Madison and Dane County are currently working to develop. This unique land use pattern is also ideal for active transportation modes, which will support the transit system by providing better pedestrian and bicycle access to it. The overall size and land use pattern of the Madison urban area offers great potential for use of active transportation modes throughout the entire area. Close to one-half (44%) of all trips by City of Madison residents are less than two miles in length.

Madison's unique land use pattern combined with its already well-developed bikeway system, extensive bicycle/pedestrian planning, and strong bicycling culture, put the area in a great position to benefit from a targeted investment in bicycle/pedestrian facilities and programs. With an infusion of funding that could fill in many of the missing links in the network and support expanded education and encouragement programs, Madison could tap into the large latent demand for bicycling and walking and significantly increase the share of trips using active transportation modes. Madison's current health promotion and environmental initiatives would complement and boost the impacts of such an investment. The transportation benefits of such an investment would be enhanced by Madison's unique geography, which supports high capacity and active transportation modes but prohibits roadway expansion except on the urban fringe. The economic benefits, including increased property values, would be boosted by the fact that bicycling is already a major tourism draw for Madison, which would grow further. Madison is also home to a significant percentage of the nation's bicycling industry.

Projects from the area's bicycle plans have been prioritized for funding based on mobility/safety benefits, estimated use (weighted towards transportation vs. solely recreational trips), and readiness for implementation. Projects identified in years 1-2 have already undergone engineering analysis and conceptual design work and would be ready for construction as soon as funding was available. Madison has a strong base of financial resources to leverage the campaign funding. There is also widespread public and political support for the increased investment in bicycle/pedestrian facilities and programs. In the City of Madison, this is evidenced by the recently adopted Platinum Biking Committee Report, which identifies a series of recommendations to make Madison the best bicycling city in the country.

Introduction

The City of Madison compares very favorably to other similarly sized communities in terms of the availability and use of alternative transportation modes such as bicycling, walking, and transit. Bicycling levels are relatively high. Bicycling magazine has designated the City of Madison as the most bicycle friendly city in the country among cities in the 200,000-to-500,000 population range. In 2006, Madison received the second highest Gold designation by the League of American Bicyclists under its Bicycle Friendly Community Program. Only two communities in the country—Davis, CA and Portland, OR—have received the highest Platinum designation. Prevention magazine picked Madison as one of the best walking cities in the country in 2007. Criteria included the percentage of population that walks or takes transit to work and walks for exercise and the number of parks and points of interest per square mile.



This speed bump is one of many traffic calming projects the City of Madison has implemented through its Neighborhood Traffic Management Program.

The Madison Metro Transit System provides around 70% more revenue service hours per capita than the average for peer transit systems around the country, and Metro's ridership per capita is more than twice as high. The City of Madison has a relatively complete sidewalk system and a neighborhood traffic management program that has resulted in the implementation of 74 "traffic calming" projects in the city since 1997.

Despite these achievements, there are still major gaps in the bikeway system and major barriers to overcome in some corridors. The percentage of City of Madison commuters driving alone to work continued to increase in the 1990s. While that trend appears to have been moderated or halted

this decade, the number still stands at around 65%. Traffic congestion continues to worsen, but roadway widening is generally not feasible or desirable except towards the urban fringe outside of the Beltline and Interstate system.



The recently completed Southwest Path is heavily used for both transportation and recreational trips.

Due to its unique land use pattern, already well-developed bikeway system, extensive bicycle/pedestrian planning, and strong bicycling culture, Madison is in a great position to benefit from a targeted investment in bicycle/pedestrian facilities and programs. Bicycling levels have increased significantly in recent years with the construction of some major multi-use paths, including the Capital City Trail and Southwest Path. With an infusion of funding that could fill in many of the missing links in the network and support expanded education and encouragement programs, Madison could tap into the large latent demand for bicycling and walking and significantly increase the share of trips using the active transportation modes.

The transportation, health, environmental, and economic benefits of such an investment would be enhanced by some unique circumstances of Madison. Madison's city center is located on a 3-mile long isthmus that is ½- to- 1 mile wide. Because roadway expansion is not feasible or desirable within this corridor or other areas of the city inside the Beltline and Interstate system, alternative transportation (transit, bicycling, walking) will need to play a major role in managing traffic congestion along with implementation of other transportation demand management and transportation system management strategies. The economic benefits, including increased property values, would be boosted by the fact that bicycling is already a major tourism draw for Madison, which would grow further. Madison is also home to a significant percentage of the nation's bicycling industry. Madison's current health promotion and environmental initiatives would also complement and boost the impacts of an investment in bicycle/pedestrian facilities and programs.

Active Transportation “Track Record” and Assets

Current Use of Active Transportation Modes

The City of Madison’s bicycle, pedestrian, and transit mode shares compare favorably to other similarly sized communities. The table below shows the mode shares for work trips and for all person trips.

Mode of Travel for City of Madison Residents

Mode	Work Trips ¹	All Person Trips ²
	Percent	Percent
Car/Truck/Van	75.6	80.3
Drive Alone	66.0	n/a
Car/Vanpool	9.6	n/a
Transit (incl. Taxi) ³	7.2	3.0
Bicycle	3.2	2.4
Walk	10.7	13.5
Other	0.4	0.8
Work at Home	3.1	-

¹Source: 2000 Census

²Source: Dane County Add-On Sample to 2001 National Household Transportation Survey

³For all person trips, includes school and intercity bus.

Active transportation mode use is highest in the greater Isthmus area.¹ For example, 28% of the 39,000+ workers residing within this area walked to work and 7% bicycled to work, according to 2000 Census figures. Around 41% of UW-Madison students walked to campus and 16% bicycled in good weather, according to a 2005 UW transportation survey. The walking and bicycling mode shares for staff/faculty are 6% and 12% respectively. For those residing in the City of Madison, the shares are 7% and 20%. In a 2004 City of Madison Health Department telephone survey of adult residents, 8% of City of Madison residents aged 18 or older reported that the bicycle is their primary mode of transportation.

Bicycle traffic count data at several multi-use path/street intersection locations and in the contra-flow bike lane on University Avenue indicate that bicycling levels have increased substantially over the past ten years as the bicycle facility network has been expanded. For example, bicycle traffic at the two count locations on the John Nolen Path (part of the Capital City Trail) increased 91% from 1998 to 2007. Bicycle traffic increased 32% from 2006 to 2007 alone on the path east of North Shore Drive following completion of the final segment of the Southwest Commuter Path, connecting that path to the John Nolen Path via the Brittingham Park

Path. A total of 19,450 bicyclists used that segment of the path in 2007. The East Isthmus segment of the Capital City Trail (CCT) has also seen a large increase in use since it was constructed with the annual count increasing 54% to 8,200 in 2006. The hourly traffic counts indicate that both the John Nolen and CCT (East Isthmus) paths, particularly the CCT, have a large volume of commuter traffic with usage peaking from 7-9 a.m. and 4-7 p.m. on weekdays. The increase in bicycling levels is also confirmed by 2006 American Community Survey (ACS) data, which show the bicycle mode share to work for Madison residents at 3.6%. This is an increase from the 2000 Census, although the data are not directly comparable and the increase is within the margin of error.

Existing Bicycle and Pedestrian Facilities and Programs

The Madison area has an extensive network of on- and off-street bicycle facilities. Regional and City of Madison policies have supported the inclusion of bicycle facilities as part of roadway (re)construction since the first Madison area bicycle plan was adopted in 1975. As a result, most of the arterial roadways in the Madison area—particularly the radial arterials leading to the downtown area—have bike lanes.²

A number of major multi-use path projects have been constructed in the Madison area in the past 10+ years as a result of the availability of Federal funding under the Transportation Enhancements Program created in the landmark ISTEA legislation in 1991. These include the following: Southwest Commuter Path (incl. overpass of the Beltline); Yahara River Parkway Path (incl. two underpasses); Capital City Trail (E-Way and Isthmus segments) (incl. Beltline underpass and Fish Hatchery Road overpass to be constructed in 2008-'09); Marsh View Path; Lake Wingra Path; and the initial phases of the Starkweather Creek Path (incl. E. Washington Ave. overpass).



Most of Madison’s arterial streets have bike lanes such as West Washington Avenue.

¹ Includes the area bounded by University Bay Dr., Franklin Ave., and Glenway St. to the west, Haywood Dr. to the south, and Commercial Ave. and Starkweather Creek to the east (Census Tracts 9-12, 16.01, 16.02, 17.01, 18, 19 and part of 20 and 21).

² Two of the most important radial arterials that lack bike lanes—Monroe Street on the Southwest side and Williamson St./Atwood Avenue on the East side—have parallel bike paths.

Within the Madison metropolitan area, there are currently 129 miles of off-street multi-use paths and 147 miles of streets with bicycle lanes or paved shoulders. The signed bicycle route system covers 149 miles.

In order to properly maintain the path network, the City of Madison recently instituted a pavement management system. An inventory of the pavement condition of all paths was conducted, and a program has been developed to schedule maintenance activities starting with minor



University Avenue near the UW-Madison campus safely accommodates pedestrians, bicyclists, and transit users as well as motorists.

maintenance (e.g., crack filling) in order to extend the life of paths, delaying the need for reconstruction. When the initial inventory was conducted in 2006, 58% of the path miles were rated as new or needing no maintenance and another 31% were rated as requiring only minor maintenance.

The City of Madison employs a full-time Bicycle-Pedestrian Coordinator who advocates for bicyclists and pedestrians by working with City of Madison and other area planning and transportation agency staff and others to improve facilities and increase safety. The City of Madison also employs a full-time Bicycle-Pedestrian Safety Educator who teaches basic safety skills to elementary children at the public schools and local agencies. The Madison Area Transportation Planning Board (TPB), the Metropolitan Planning Organization (MPO) for the Madison urban area, supports the safety educator position through an annual allocation of its Federal Surface Transportation Program (STP) – Urban funding. Dane County supports the Bicycle-Pedestrian Coordinator position. The University of Wisconsin (UW)-Madison Transportation Services Department also employs a full-time Bicycle-Pedestrian Coordinator to provide bicycle safety education and encouragement. The coordinator offers courses, distributes maps and other materials, and advocates for bicyclists on campus. The coordinator also oversees a Bike Ambassador Program.

The City of Madison prints and distributes a Madison Area Bicycling Resource Guide & Route Map and the Madison Area TPB prints and distributes a Dane County Map for Bicyclists. The Bicycle Federation of Wisconsin (BFW) and other area organizations conduct a variety of bicycle safety activities, including educational programs, training courses, and distribution of materials. A coalition of organizations, including the BFW and the Safe Community Coalition, is currently conducting a program that includes law enforcement training, overtime grants for enforcement of bicycle-related laws, children’s “pre-driver education” training, television PSAs, and billboards.

Existing Bicycle Plans

The Madison Area TPB – An MPO prepared a comprehensive regional bicycle plan in 2000. The *Bicycle Transportation Plan for the Madison Urban Area & Dane County* was adopted by Dane County and the City of Madison as well as the MPO. It provides a blueprint for continuing to improve bicycling conditions and safety and increasing bicycling levels. The plan covers the “four Es” of engineering (facility improvements), education, encouragement, and enforcement. The bicycle transportation plan identifies and prioritizes on-street bicycle facility (bike lane/paved shoulder) needs and proposed off-street paths/trails for the Madison urban area and rural Dane County. On-street facility improvement needs were based on an analysis of the compatibility of arterial and collector roadways for bicycling. The plan also identifies recommended bicycle routes for the Madison urban area and routes connecting communities and parks within the county. The plan is available on the MPO’s Website (www.madisonareampo.org) under “Plans and Projects.”

The Madison Area TPB prepared an updated countywide bikeway system plan as part of the update of the regional long-range transportation plan, *Regional Transportation Plan 2030: Madison Metropolitan Area & Dane County*, adopted in November 2006. The updated bikeway system plan incorporated new information and detailed neighborhood and local bicycle facility plans that had been prepared since the 2000 bicycle plan was adopted. A new element added to the plan was the identification of an existing and planned future regional bikeway network—essentially an “arterial” system for bicyclists—that provides reasonably direct, safe, and enjoyable routes through the Madison urban area and between communities, serving major destinations such as employment centers, shopping areas, schools, and parks. An updated list of high priority off-street bicycle facility projects on the identified regional system was also prepared. The Regional Transportation Plan 2030 is also available on the MPO’s Website (www.madisonareampo.org) under “Plans and Projects.”

The Madison Area TPB has worked with City of Madison staff to prepare a detailed bicycle facilities plan for the West Side and a similar effort is planned for the East side. The Cities of Middleton and Fitchburg and the Village of Waunakee have adopted comprehensive bicycle and pedestrian plans



Bicyclist on a neighborhood street.

for their communities. Other communities have bicycle elements in the transportation sections of local “smart growth” comprehensive plans they have adopted or are in the process of preparing. Local bicycle/pedestrian plans are particularly important for identifying intra-neighborhood connections, inter-neighborhood street connections in developing areas, and other local issues that are generally beyond the scope of the regional bicycle plan.

In 2006, the City of Madison Mayor formed the Platinum Bicycling Committee to develop recommendations for making Madison the best city in the country for bicycling and achieving the Platinum designation from the League of American Bicyclists’ Bicycle Friendly Communities program. Madison is currently one of the few cities with a Gold designation. The Madison Common Council recently adopted the final report of the committee, dated December 2007, and efforts are underway to begin implementation of the highest priority recommendations. The recommendations address bicycle infrastructure, land use and planning, education/encouragement/outreach, and enforcement. The recommendations are designed to complement existing bicycle plans and programs. They include “actionable” items that are not cost prohibitive and can be implemented within the next few years. An estimated timeframe and cost estimate is provided for the recommendations where possible. The report is available on the City of Madison’s Website at www.ci.madison.wi.us/trafficEngineering/bicyclingPlatinum.cfm.

The City of Madison has also adopted a *Pedestrian Transportation Plan* (1997). The plan is a policy plan that makes recommendations for improving the pedestrian environment and increasing opportunities for persons to choose walking as a mode of transportation. To accomplish this, it outlines strategies and specific actions to:

- (a) Preserve the walkability of places that are currently good to walk;
- (b) Better design and construct new development to be pedestrian-friendly;
- (c) Better integrate pedestrian improvements into street reconstruction projects; and

- (d) Develop and implement education, encouragement, and enforcement programs to improve pedestrian safety and increase the levels of walking in Madison.

Many of the plan recommendations have been implemented. The plan is available on the city’s Website at www.cityofmadison.com/trafficEngineering/programsPlanTransportation.cfm.

Active Transportation Community Context, Needs, and Plan

The Madison area has many of the pieces of an interconnected bikeway network in place. However, there are some very important missing links in the system and some major barriers. Among these barriers is the Beltline and Interstate system, which circles Madison on three sides (west, south, and east). Lake Mendota is on the north side. Better commuter routes are also needed to connect some of the suburban communities and peripheral employment centers with the central Madison area.

Several of the most critical missing links in the bikeway system follow rail lines in the Madison area’s general east-west transportation corridor. This corridor runs from the City of Sun Prairie and the East Towne area on the East side through the Isthmus to the City of Middleton and the West Towne area on the West side. It also includes the greater Isthmus area to the north to the Dane County Regional Airport. A transit alternatives analysis study, called *Transport 2020*, is underway and has recommended a hybrid (i.e., capable of running on street as well as on rails) rail system in the corridor running on the existing rail line. A New Starts application to the Federal Transit Administration (FTA) seeking permission to proceed to preliminary engineering has just been submitted by the City of Madison and Dane County.



One of the grade-separated crossings of the Beltline. Additional crossings of the Beltline and other limited access roadways are needed.

The Madison area is uniquely suited for a fixed-guideway transit system using currently under-utilized rail corridors. As noted above, the city center is located on a 3-mile long isthmus that is ½- to- 1 mile wide, creating a natural corridor for transit. A mile west of the State Capitol is the University of Wisconsin-Madison campus. Over 57,000 people (21% of the county total) work in the downtown/UW campus area (including the UW Hospital & Clinics area). The entire east-west corridor transit market area comprises just 11% of Dane County's area, but is home to 270,000 persons or 63% of the county's population and 80% of the county's employment. The same factors that make for an ideal transit corridor also make it ideal for active transportation modes. In fact, construction of multi-use paths in the same corridor adjacent to the rail line will support the transit system by providing better pedestrian and bicycle access to the system.

The overall size and land use pattern of the Madison urban area offers great potential for use of active transportation modes throughout the entire area. Close to one-half (44%) of all trips by City of Madison residents are less than two miles in length, according to a special add-on sample taken of the 2001 National Household Transportation Survey (NHTS). This distance represents a 10-minute bicycle ride or 30-minute walk. Almost one-third (30%) of all trips are less than one mile in length.

The maps on pages 6-7 show the Bicycle Way System Plan for the Madison area. The first map highlights the missing segments of the identified regional system in red with the existing system shown in orange. The regional system is a combination of off- and on-street routes. Most of the missing segments are off-street paths, including a number of rails-to-trails and rails-with-trails projects. Other existing or planned multi-use paths providing connections to this regional system are shown in green. State, county, and large community parks are included on the map, showing how the bikeway system connects almost all of these parks. The second map overlays the Bicycle Way System Plan on a map showing 2000 population density (persons per acre) and existing and planned major employment/activity centers. It illustrates how the bikeway system connects existing high-density residential areas to the centers. The map also shows the local bikeway system (including on- and off-street routes) and how that connects to and fills in the regional system.³

The table on pages 8-9 provides a list of the priority projects from the *Bicycle Way System Plan* and a cost estimate for each. The projects were prioritized for potential funding through the Campaign for Active Transportation based on the mobility and safety benefits, estimated use (weighted towards transportation versus solely recreational trips), and overall potential to increase bicycling and walking trips consistent with the campaign

goal.⁴ Thus, for example facilities serving planned, but not yet developed neighborhoods were not included. The table is divided into three sections: (1) priority projects on the identified regional bikeway system; (2) other major off-street projects on the local bikeway system providing important connections to the regional system; and (3) other non-path projects and programs identified in the City of Madison's Platinum Bicycling Committee report.

The anticipated timing of the projects (years 1-5 and 6+) was estimated based upon the priority and readiness for implementation. This assumes funding of \$10 million per year for five years. Projects in years 1 and 2 are those that are a high priority and for which initial engineering analysis and conceptual design have been completed. These projects would be ready for implementation as soon as funding is available. The timing of projects identified in years 3-5 is less certain and subject to change. For most of these, an initial engineering analysis has not been completed.

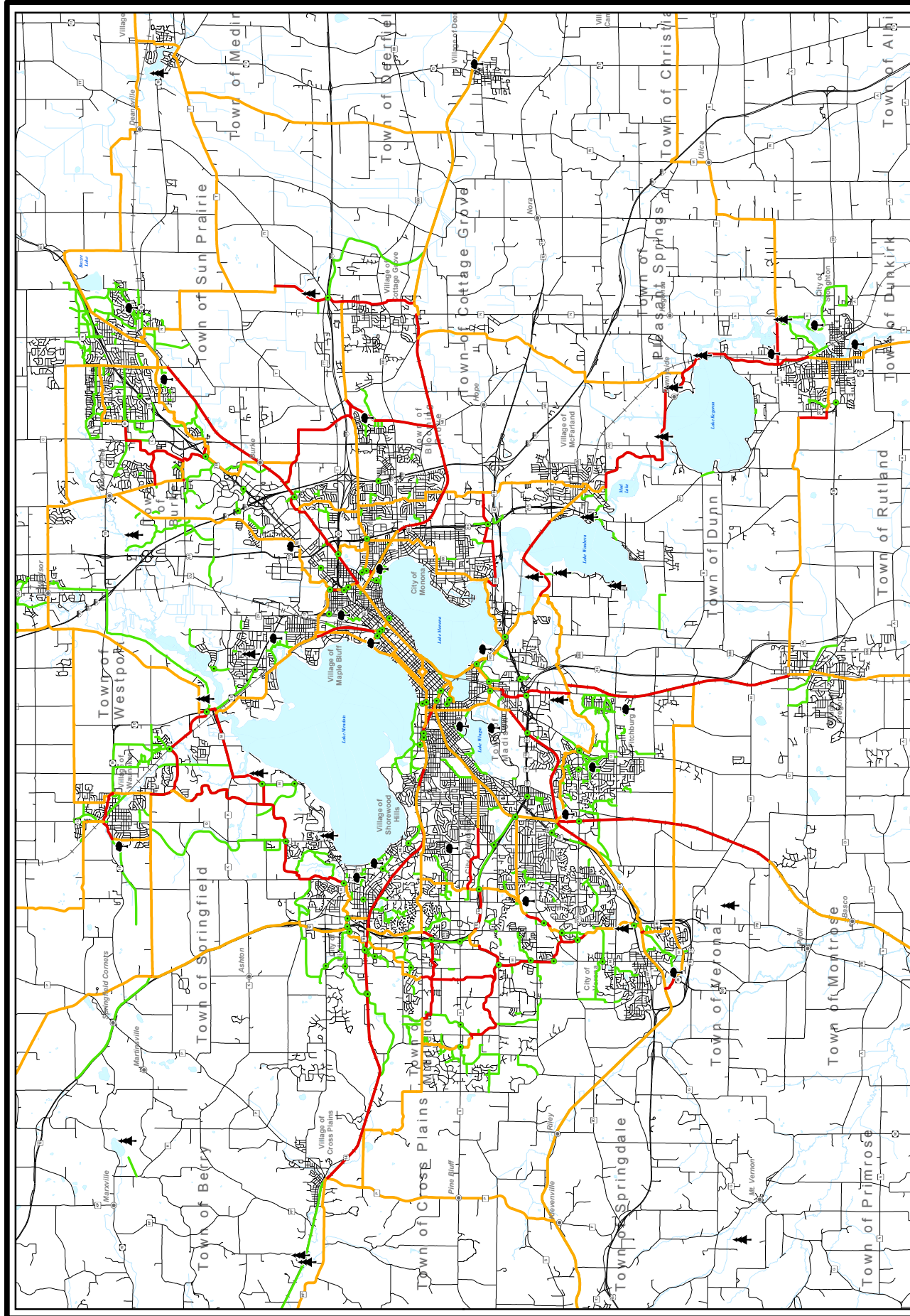


Bike station in Chicago. Similar facilities are planned for downtown Madison and the UW-Madison campus, which are among the list of priority projects.

Cost estimates for most of the non-path projects haven't been prepared, but most of these could be implemented as soon as funding was available, particularly the education and encouragement programs. Because of Madison's already well-developed bikeway system, these types of programs and projects, such as an expanded education program and destination-based signage system, could have a significant impact. These programs are important elements in the overall strategy for increasing bicycling and walking while also improving safety. They can improve the skills and confidence of bicyclists to ride safely in traffic, which is necessary for increasing person's effective mobility. The

³ Not shown on the map are all of the arterial and other high traffic volume streets with existing or planned bike lanes. Regional and local plans and policies support accommodating bicyclists on these roadways because they provide fast, direct continuous routes, have many destination points located on them, and bridge obstacles such as limited access roadways and railroads. However, these roadways are not typically signed as bicycle routes because many less experienced bicyclists are not comfortable using them.

⁴ This is consistent with the criteria that the Madison Area Transportation Planning Board – A Metropolitan Planning Organization (MPO) uses currently to score and rank projects for Federal Transportation Enhancement Program funding. The Wisconsin Department of Transportation (WisDOT) asks MPOs to rank projects in their planning areas, which are given strong consideration by the state committee that WisDOT creates that makes the final decision on which projects receive funding statewide



**Bicycle Way System Plan
Madison Area
Dane County, Wisconsin**

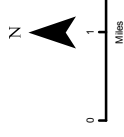
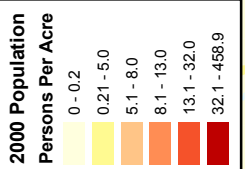
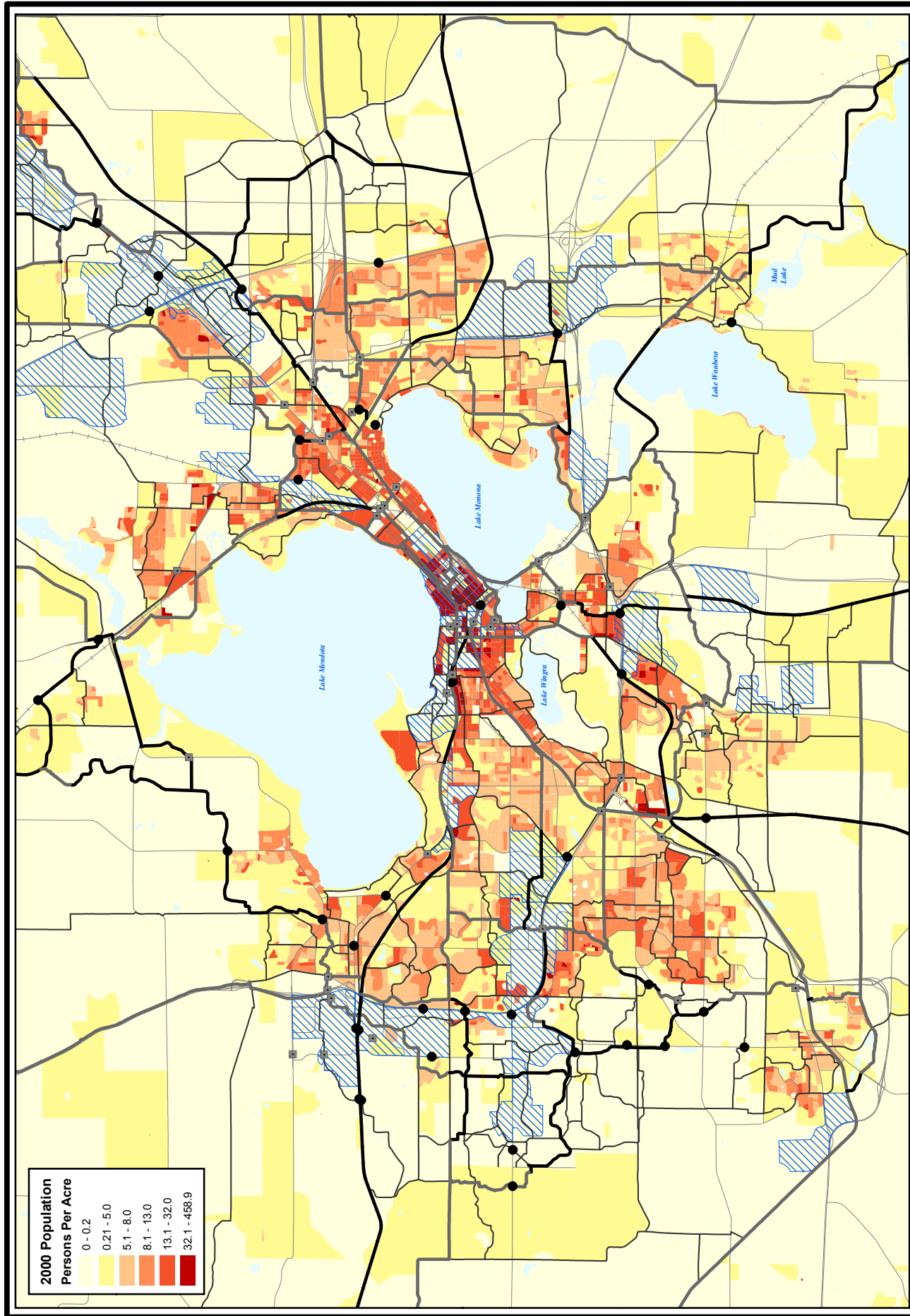
- Existing Regional Route
- Planned Regional Route
- Existing or Planned Ped/Bike Over/Underpass
- Existing or Planned Ped/Bike Over/Underpass
- ▲ State or County Park
- Community Park

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 Transportation Planning Board
 Dane County, Wisconsin
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Existing and Planned Major Employment / Activity Centers

Arterial / Collector Roadways
 Planned Ped/Bike Over/Underpass
 Existing Ped/Bike Over/Underpass

Planned Regional Route
 Existing Regional Route
 Existing or Planned Local Route

**Bicycle Way System Plan
 Madison Area
 Dane County, Wisconsin**

**List of Priority Bicycle/Pedestrian Projects
for
Rails-to-Trails Conservancy 2010 Campaign for Active Transportation**

#	Project Name	Segment	Implementer(s)	Length (in miles)	Est. Cost (millions)	Priority ¹ (1,2,3)	Year ² (1-5)	Comments
Projects on the Identified Regional Bikeway System in the Regional Transportation Plan 2030								
1	American Center Connector Path	USH 151 Underpass to Tanco Dr.	C. Madison	0.6	\$0.3	2	3	Connection to major employment center from the south & east
2	Badger State Trail (Northern Segment)	Capital City Trail to Purcell Rd. (NE of Paoli)	WisDNR, C. Fitchburg	6.1	\$1.1	2	1	Northern section commuter route; missing link in recreational trail extending all the way to the state line.
3	Blooming Grove Drumlin Path	Gaston Rd. to CTH AB	C. Madison, Dane Cty.	1.7	\$0.7	3	5	Connects Sprecher Neigh. to Capital City Trail extension
4	Campus Dr. Path Extension	Existing terminus to Babcock Dr.	UW-Madison	0.5	\$0.3	1	2	Final segment connecting to Univ. Ave. contra-flow bike lane
5	Cannonball Trail (Phases 1 & 2)	S. Beltline Frontage Rd. to Southwest Path	C. Madison, Fitchburg	2.9	\$2.3	1	1	Alt. bike-friendly route in Fish Hatchery Rd. corridor
6	Cannonball Trail (Phase 3)	Fringe Rd to Fish Hatchery Rd., incl. Beltline Overpass	C. Madison	0.8	\$1.9	1	1	Removes major barrier—Fish Hatchery Rd. interchange area
7	Cannonball Trail (Phase 4)	Southwest Path to Military Ridge Trail near CTH PD	C. Fitchburg	1.0	\$1.2	2	2	More direct, attractive connection between paths
8	Capital City Trail (Eastern Segment) (Phase 1)	Cottage Grove Rd. to Buckeye Rd.	C. Madison	0.8	\$0.4	1	1	Extension to Buckeye Rd. (bike route, Interstate crossing)
9	Capital City Trail (Eastern Segment) (Phase 2)	Buckeye Rd. to Interstate (Wagon Trl.)	C. Madison	1.4	\$0.8	1	2	Extension to Int. (connection via Vandron to World Dairy Ctr.)
10	Capital City Trail (Eastern Segment) (Phase 3)	Interstate to Village of Cottage Grove	WisDNR	4.3	\$1.8	2	2	Connection to Glacial Drumlin Trl; completes trail thru county
11	CTH M (West) Corridor Path (Phase 1)	CTH M S of Mid-Town Rd to CTH M @ Valley View Rd	C. Madison	1.6	\$1.0	1	3	Connects Hawks Landing, other neigh.s to Ice Age Junction Path and provides bike friendly route in CTH M corridor
12	CTH M (West) Corridor Path (Phase 2)	w/ potential grade-separated crossing of CTH M	C. Madison	0.8	\$0.5	1	3	Provides route in CTH M corridor, connection to Watts Rd.
13	Elver Park Connector Path	Valley View Rd. across CTH M N to Plaza Dr. Existing path E. of S High Pt. Rd to Elver Park Path w/ potential underpass of Raymond/Mid-Town Rd	C. Madison	0.8	\$0.4	1	4	Link to Ice Age Trail; major N-S route on West side; cost est. does not include underpass
14	Ice Age Junction Path (Phase 3)	S of CTH PD to S High Point Rd. incl. CTH PD underpass	C. Madison	0.8	\$1.9	1	3	Link in Ice Age Trail; part of major N-S route on West side
15	Ice Age Junction Path (Phase 4)	Phase 3 Path S of existing Raymond Rd. to CTH M	C. Madison	0.8	\$0.4	2	3	Connection to CTH M (West) Corridor Path
16	Junction Ridge Path/Overpass	W. Beltline Overpass south of Old Sauk Road	C. Madison	0.3	\$1.8	2	2	Alt. to Old Sauk Rd. interchange area for major E-W route
17	Lower Yahara River Trail (Phase 1)	McFarland to CCT @ Lake Farm Park in rail corridor	Dane Cty., V. McFarland	2.5	\$3.5	1	2	Connection to CCT, Capital Springs State Park; Commuter rte.
18	Lower Yahara River Trail (Phase 2)	V. McFarland to Lake Kegonsa Park	Dane Cty., V. McFarland	4.9	\$2.1	1	4	Connects communities to Lake Kegonsa State Park along river and rail corridors
19	Lower Yahara River Trail (Phase 3)	Lake Kegonsa Park to C. Stoughton (in rail corridor)	Dane Cty., C. Stoughton	3.0	\$1.3	3	5	Connects Waunakee, Woodland Dr. path to Gov. Nelson Park
20	North Mendota Path (Phase 1)	CTH M @ Woodland Dr. to CTH M S of Oncken Rd.	T. Westport, Dane Cty.	1.3	\$0.6	3	4	Connection to North Madison
21	North Mendota Path (Phase 2)	STH 113 to CTH M @ Woodland Dr.	T. Westport, Dane Cty.	1.5	\$0.7	2	5	Connects Middleton, Ph Branch trail system to Gov. Nelson Pk;
22	North Mendota Path (Phase 3)	CTH M @ Oncken Rd to Ph. Branch Conservancy Path w/ potential underpass of CTH Q	C. Middleton, Dane Cty.	5.1	\$2.4	2	5	Completes route around Lake Mendota
23	Sherman Flyer Path	Yahara River Parkway Path to Sheridan Dr.	C. Madison	1.6	\$1.6	1	1	Provides bike-friendly route in Sherman Ave. corridor
24	S. Beltline Bike/Ped Overpass	At Perry Street	WisDOT, C. Madison	0.2	\$2.0	1	3	Connects resid., employment areas; removes barrier to N-S rte.
25	South (Former NW RR) Rail Corridor Path	Capital City Trail to V. Oregon	C. Fitchburg, V. Oregon	5.9	\$2.8	3	6+	Direct, off-street route between communities; to CCT; serves planned GreenTech Village employment center
26	Starkweather Creek (W Br) Path (Final Phase)	Commercial St. to Aberg Ave, including Aberg Overpass	C. Madison	0.3	\$2.8	1	1	Final link connecting to existing path to MATC
27	Starkweather Crk. (E. Branch) Path (Phase 1)	Starkweather Crk (W Br) Path to Marsh View Path in RR corridor	C. Madison	1.0	\$0.6	1	4	Important NE link; commuter route
28	Starkweather Crk. (E. Branch) Path (Phase 2)	Marsh View Path to City View Dr. in RR corridor	C. Madison	2.6	\$1.7	1	4	Important NE link; commuter route
29	UW Campus Path Extension	Babcock Dr. to existing Southwest Path	UW-Madison	0.5	\$0.3	1	2	Connects Campus Drive path to SW path and John Nolen path
30	UW Research Park Connector Path	Enterprise Ln. to Research Park/Tokay Blvd.	C. Madison	0.7	\$0.4	1	3	Provides alt. through route in Mineral Pt./Odana Rd. corridor
31	West Beltline Corridor Path	Commerce Dr. to Beltline Underpass at Struck Street	WisDOT, C. Madison	1.3	\$0.8	1	4	Provides E-W route in Beltline/Mineral Point Rd. corridor
32	West Sun Prairie Path (Phase 1)	USH 151 to Hoepker Rd.	C. Sun Prairie	0.7	\$0.3	2	3	Provides connection to USH 151 underpass
33	West Sun Prairie Path (Phase 2)	Hoepker Rd. to STH 19	C. Sun Prairie	1.9	\$1.0	3	5	Bike friendly route in CTH C corridor; connects school
34	Wisconsin & Southern NE Rail Corridor Path	City View Drive to S. Bird Street in Sun Prairie	C. Madison, C. Sun Prairie	4.4	\$2.3	2	5	Direct connection bet. downtown Sun Prairie and Madison
35	Wisconsin River Rail Corridor Path	Shorewood Blvd. to University Bay Dr.	V. Shorewood	0.5	\$0.3	1	3	Removes bike mobility barrier in University Ave. corridor
36	Wisconsin River Rail Corridor Path	Old Middleton Rd @ Eau Claire to Deming Way	C. Madison, Middleton	3.7	\$2.4	2	3	Direct off-street route in University Ave. corridor

#	Project Name	Segment	Implementer(s)	Length (in miles)	Est. Cost (millions)	Priority ² (1,2,3)	Year ³ (1-5)	Comments
Other Major Off-Street Projects on the Local Bikeway System Providing Connections to the Regional System								
37	Bike Stations	Downtown and on UW Campus	C. Madison, UW-Madison	-	n/a	2	4	Stations provide secure parking, showers, bike maint., etc.
38	Campus Dr. Ped/Bike Overpass	At Vet Med. Building	UW-Madison, C. Madison	-	\$1.5	1	4	Connects Old University Ave. corridor to campus
39	Century Ave. Underpass	Century Ave. west of Branch St.	C. Middleton	-	\$1.2	2	6+	Provides for continuous Pheasant Branch Creek Path
40	Century Ave. Corridor Connector Path	Amherst Rd. to Middleton Beach St.	C. Middleton	0.1	\$0.1	2	4	Connection to Middleton Beach Rd., proposed lakeshore route
41	Edna Taylor Conservator Park Path	Woodlawn Dr. to Femrite Dr.	C. Madison	0.3	\$0.2	2	5	Completes N-S route between Monona Dr. and USH 51
42	Gammon Pl. Connector Path	Gammon Pl. to Normandy Ln.	C. Madison	0.4	\$0.2	1	3	With UW Res. Pk Path, provides alt. E-W route to Min. Pt. Rd. and Odana; access to West Towne
43	Grabber Road/Pond Path	Pheasant Branch Rd./Path to Schneider Rd./USH 12 Path	C. Middleton	2.0	\$1.0	2	5	E-W rte thru N Middleton; Access to planned Tribeca Village
44	Hanson Road Connector Path	CTH CV to Hanson Rd.	C. Madison	0.8	\$0.5	2	5	Connects Madison's North side to American Center, Sun Prairie
45	Hartmeyer Path (Sherman Flyer Connection)	Commercial Ave. to Roth St.	C. Madison	0.3	\$0.2	1	2	Provides missing link in N-S route bet. Sherman & Packers Ave.
46	Howard Temin (UW) Lakeshore Path	Bridge over Crew House	UW-Madison	-	\$0.7	3	6+	Addresses safety, path continuity issues when path closed in area
47	Interstate 39/90/94 Overpass	Hayes Rd. to Terrace Ct. (American Center)	C. Madison	-	\$2.0	2	6+	Provides direct access to Am. Center; alt. is Portage Rd.
48	I-39/90 Overpass	Bet. Milwaukee St. and Cottage Grove Rd. (Vicar Ln.)	C. Madison	-	\$2.0	2	6+	Highly desirable, but probably not feasible/practical
49	Lien Road Connector Path	E Springs Dr. to Lien Rd. (near Glacier Hill Dr.)	C. Madison	0.5	\$0.3	3	6+	Alt. direct connection to East Towne Area from south
50	Marshall Park Connector Path	Camelot Dr. to Middleton Beach Rd.	C. Madison, Middleton	0.5	\$0.3	1	3	Provides missing link in route along lake; ROW needed
51	Old Sauk Trails Office Park Connector Path & Bellline Overpass	Blackhawk Rd. to Deming Way to Excelsior Dr. to High Point Rd. to s. Woodmont Cir.	C. Madison	1.3	\$2.5	3	6+	Improves access to/within office park; avoids Old Sauk interchange
52	Token Creek Park Path	Anderson Rd. thru park to resid. dev. South of STH 19	Dane Cty., C. Madison	1.4	\$0.6	3	6+	Part of Madison-De Forest bike route; Route thru park
53	USH 51 Overpass at Femrite Dr.	Femrite Dr. to Stoughton Service Rd.	C. Madison	-	\$2.0	2	4	Provides alt. access across USH 51 to East Broadway
54	USH 151 Overpass	Benjamin Dr. to E. Terrace Dr. (American Center)	C. Madison	-	\$2.0	2	6+	Provides access to American Center from Madison
55	W. Bellline Corridor Path	Medical Circle to Southwest Path	C. Madison	1.1	\$0.8	3	6+	Feasibility questions due to ROW, wetlands; Whitney Way X'ing also a problem
56	Wingra Park Path	Arbor Dr. to Edgewood Dr.	C. Madison	0.5	\$0.3	2	4	Shortcut thru park; alternative to current sidewalk route
57	Wisconsin & Southern S Rail Corridor Path	Wingra Path to Capital City Trail	C. Madison, C. Fitchburg	1.8	\$1.1	2	5	Direct N-S connection from CCT to downtown Madison
Other Non-Path Projects and Programs from City of Madison's Platinum Cycling Committee Report								
58	Mifflin St., possibly other bicycle boulevards	Yahara River to Capitol Square	C. Madison	-	n/a	2	2	Alt to Johnson/Gorham corridor w/ traffic, sub-stid bike lanes
59	Destination-based bike route signage	Area wide	C. Madison, others	-	n/a	1	1	Signs will provide major destination, distance info.
60	Update, expand wayfinding map signs	Area wide	C. Madison, others	-	\$60k	2	1	Will seek private sponsors
61	Path lighting (Southwest path, others)	Area wide	C. Madison, others	-	n/a	2	Ongoing	Lighting needed for safety and security
62	City-provided bike rack program	Central area	C. Madison	-	n/a	1	1	Addresses need for more parking in downtown/campus area
63	Intersection improvements	Various locations	C. Madison, others	-	n/a	3	Ongoing	
64	3-Bike Racks for Metro buses	Metro service area	C. Madison	-	n/a	2	2	Extra capacity needed on many bus routes
65	Additional loop, other bike counters	Various locations	C. Madison, UW-Madison	-	n/a	2	1	For improved ped/bike count program
66	Additional 1/2 time Ped/Bike Educator for various programs (ambassador, school educt., business-based, etc)	Countywide	C. Madison	-	\$50k/yr.	1	Ongoing	Need additional resources for middle, high school, adult education
67	County Safe Routes to School Program	Countywide	All cities, villages	-	n/a	1	Ongoing	
68	Online interactive bike mapping program	Countywide	C. Madison	-	n/a	2	1	
69	Individualized TDM marketing campaign	Area wide	C. Madison	-	n/a	1	Ongoing	Targets people receptive to replacing auto trips w/ other modes.
				Total	\$65.9			

¹Cost based on current estimate where available. Otherwise, for most projects cost is based on average cost of \$80-\$120 per linear foot for paved paths and \$1.5-\$2.0 million for grade separated crossings. The higher \$120/linear foot cost includes lighting, street crossings, etc. Cost is in 2008 dollars.

²Priority based on mobility/safety benefits, estimated use (weighted towards transp. vs. solely recreational trips), and overall potential to increase walking and bicycle trips.

³Indicates initial estimate of anticipated timing of projects based on the priority and readiness for implementation considering status of planning/design work and potential complicating factors. Assumes \$10 million allocation per year.

impact of facility improvements on bicycling levels is increased when combined with education and promotion. Education of motorists on safely sharing the road with bicyclists and pedestrians is also needed.

Years 1 and 2 Projects

The following are the major multi-use path projects planned for construction in the first two years, which are shown on the map on the page 11:

Starkweather Creek Path (Final Phase): This project would provide the final short segment, including an overpass of Aberg Avenue, of a 2.5-mile multi-use path connecting the Isthmus segment of the Capital City Trail to the main campus of the Madison Area Technical College. It will connect low- and moderate-income neighborhoods with a shopping area, business park, recreational opportunities, the MATC campus, and downtown. The first two phases, including an overpass of East Washington Avenue, are currently under construction and were funded with a combination of Federal and local dollars.



New ped/bike overpass of East Washington Avenue for the partially completed Starkweather Creek Path

Badger State Trail (Northern segment): This project involves paving the northern 6.1 miles of the trail in an abandoned rail corridor from its current terminus near the rural hamlet of Paoli to the junction of the Capital City Trail and Southwest Path and planned Cannonball Trail in the City of Fitchburg. The existing segment extends 32 miles south to the Illinois State line where it connects to the Jane Addams Trail. Given the connections to some many trails, it will be heavily used for recreational purposes. However, it will also be used for commuter purposes by City of Verona and west Fitchburg residents. Multiple access points are planned to the trail from the residential neighborhoods on both sides of the northern part of the path.

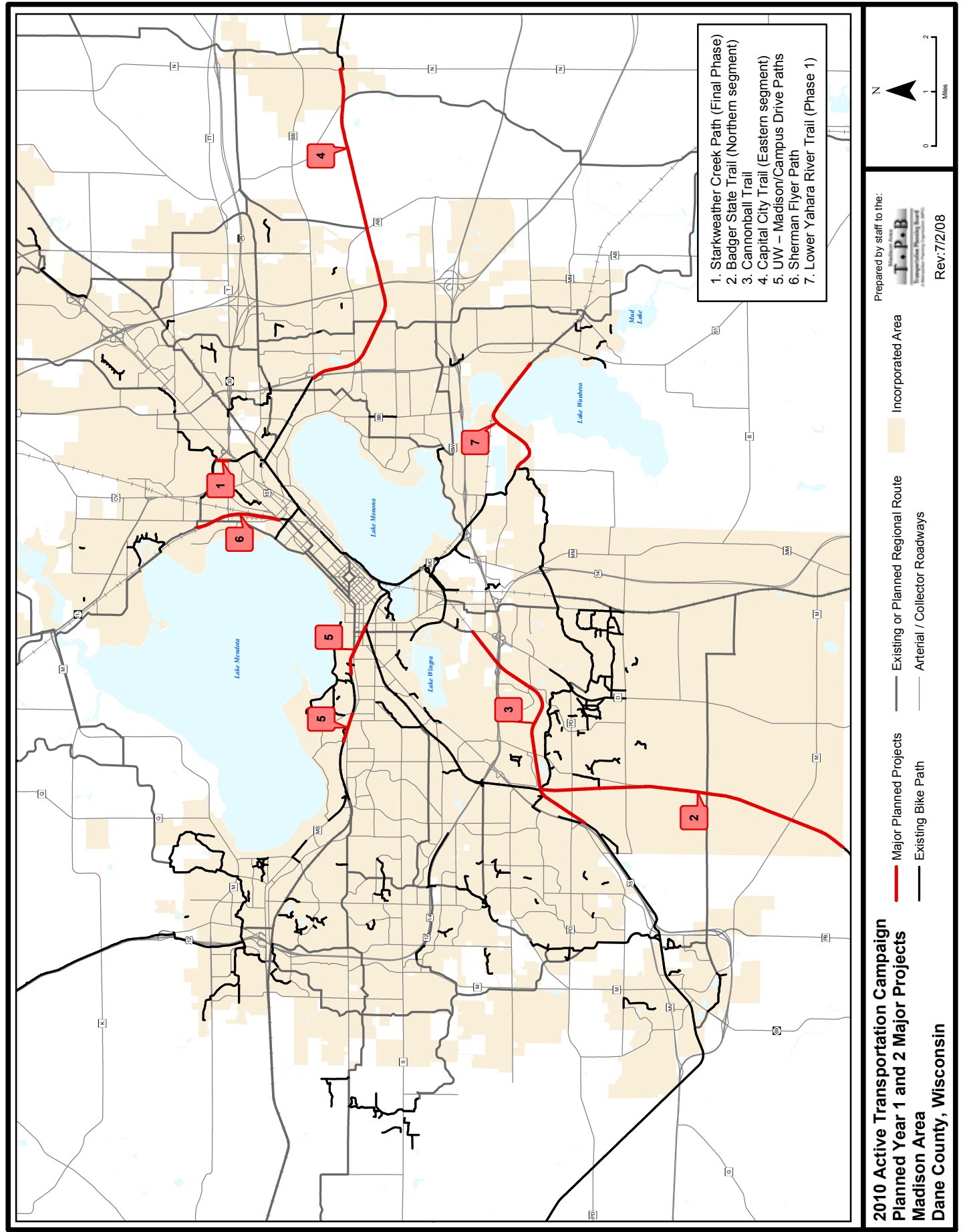
Cannonball Trail: This 4.5-mile multi-use path in an abandoned rail corridor would provide a direct commuter route into Madison from the City of Fitchburg and Southwest

Madison. It would essentially function as an extension of the Military Ridge Trail, a 40-mile trail running west from Fitchburg and Madison to Dodgeville, and would intersect the existing Southwest Path and Capital City Trail and planned Badger State Trail. The project includes an overpass of the Beltline freeway (U.S. Highway 12/14/18/151), removing a major barrier to travel from south Madison and Fitchburg into downtown. The Cities of Fitchburg and Madison purchased the rail corridor with assistance from a grant provided by the Wisconsin Department of Natural Resources (WisDNR) through the State's Stewardship Program.

Capital City Trail (Eastern segment): This 6.5-mile path would complete the long planned Capital City Trail. It would link the path to the Glacial Drumlin Trail, which is 52 miles long and connects to other trails in Waukesha County. This would provide a continuous trail/path from Dodgeville, 40 miles west of Madison, through Madison's Isthmus to the City of Milwaukee. The path would also provide a commuter route into downtown Madison from Madison's Southeast side and the Village of Cottage Grove. It would also provide a direct route to the World Dairy Center, a major employment center on Madison's Southeast side. There are currently no safe, direct routes from the Village of Cottage Grove and the Glacial Drumlin Trail to Madison and the existing terminus of the Capital City Trail.

University of Wisconsin (UW)- Madison/Campus Drive Path: University Avenue/Campus Drive is the main arterial leading to the UW-Madison campus and downtown from the West side. It has traffic volumes of 50,000+ vehicles a day and only has bike lanes in the central campus and downtown area east of Babcock Drive. From 8,000 to 12,000 bicyclists use the contra-flow bike lane on weekdays in the spring and fall. A rail corridor parallels the roadway to the north that is being studied for possible passenger rail service. UW-Madison is finishing up construction of a new path adjacent to the rail corridor/Campus Drive from University Bay Drive/Farley Avenue on the far west end of campus near the UW Hospital & Clinics and Veteran's Hospital east past Willow Creek to the Veterinary Medicine Building. Two additional segments are needed to complete a continuous path in the corridor from Old Middleton Road near the Hill Farms State Office Building into the UW campus and downtown. The first segment would extend the path east from the terminus of the path now being built to the Southwest Path. The second segment would extend the path now being built west connecting to the Blackhawk Path in the Village of Shorewood. A third longer 3.7-mile segment extending the path west to the City of Middleton is planned for Year 3.

Sherman Flyer Path: This is a rails-with-trails project constructing a multi-use path from the Yahara River Path to Sheridan Drive on Madison's North side. The recently completed Yahara River Path includes underpasses of E. Washington Avenue and E. Johnson Street, providing a convenient cross-Isthmus route, and connects to the Capital City Trail. The Sherman Flyer Path would provide a direct route connecting the North side neighborhoods to downtown, Kraft Foods, and Warner Park. There is currently no safe, direct route into the downtown from the North side. North Sherman Avenue is a four-lane undivided arterial street with multiple driveways and street crossings and no bike lanes.



Lower Yahara River Trail (Phase 1): This is another rails-with-trails project that would construct a 2.5-mile multi-use path from McDaniel Park in the Village of McFarland to Lake Farm County Park and connect to the Capital City Trail. The project includes two clear span bridges—one over the channel between Upper Mud Lake and Lake Waubesa and another over a tributary to Lake Waubesa. Wetlands and topography would require a majority of the path to be boardwalk. The trail is ultimately planned to be extended south to the City of Stoughton via an environmental corridor and a rail corridor. Because of the location and connection to the Madison area path network, the Phase 1 path would be heavily used for recreation. At the same time, it provides a direct off-street commuter route from the Village of McFarland into downtown. There is currently no direct route available, and the only route requires crossing U.S. Highway 51 (Stoughton Road), a four-lane divided expressway.

Campaign Resources and Participants

Financial Resources and Political Support

Communities and agencies in the Madison area are already investing considerable funding into bicycle/pedestrian projects and programs, and there are a number of state, local, and private funding sources available to leverage the RTC Active Transportation Campaign funding. The City of Madison's capital budget for bicycle path construction and maintenance and the two bicycle/pedestrian coordination and education staff positions is several hundred thousand dollars. This doesn't include the cost of on-street bike lanes, which are included on all collector and arterial street (re)construction projects. UW-Madison is finishing up construction on the Campus Drive Path project, which was funded entirely with university funds. The Madison Community Foundation recently provided a large amount of funding to supplement the Federal, county, and local funding being used for the Ice Age Trail project, which includes an underpass of East Verona Avenue connecting the path to the State Military Ridge Trail. WisDNR and Dane County both have Stewardship Fund Programs, which are available to assist in purchasing property or rights of way for trail/path projects. The Federal Transportation Enhancements Program has been the major source of funding for most of the large path and over/underpass projects. The Madison area has received on average about \$1.3 million per year since the mid-1990s under this program. The MPO uses Federal Surface Transportation Program – Urban funds to support Madison Bicycle/Pedestrian Safety Education Program.

There is widespread public and political support at all levels of government for the increased investment in bicycle and pedestrian facilities and programs that the Active Transportation Campaign would provide. In the City of Madison, the creation of the Platinum Biking Committee by the Mayor and almost unanimous adoption of the committee's report by the Madison Common Council is certainly evidence of that. Madison officials and citizens aren't satisfied that Madison is one of the best bicycling

and walking cities in the country. They want it to be THE BEST! One of the messages heard loud and clear from members of the public who participated in the process of developing the committee report was people want more paths. Paths are particularly important for bringing new riders into cycling.

Policies and transportation project programming criteria of the Madison Area TPB, the area's MPO, have long supported bicycle and pedestrian transportation. The 2000 Bicycle Plan prepared by MPO staff was adopted by a near unanimous margin by the Dane County Board as well as the MPO and City of Madison. Dane County administers a bicycle project grant program and supports distribution of the Dane County Map for Bicyclists prepared by MPO staff. At a state level, the Legislature recently created a new Bicycle and Pedestrian Facilities Program using Federal Surface Transportation Program – Discretionary funds (\$2.72 million per year). Funds are combined with Federal Transportation Enhancement Program funds into the State's Statewide Multi-modal Improvement Program. Madison's Federal Congressional Delegation, particularly Rep. Tammy Baldwin and Sen. Russ Feingold, are strong supporters and will be important assets in the national campaign.

Campaign Participants and Contact

Representatives of the following agencies, organizations, and companies have participated in the Active Transportation Campaign in Madison. Others such as chambers of commerce, tourism agencies, and suburban communities will be brought into the campaign as it enters the next phase.

- Madison Area Transportation Planning Board – A Metropolitan Planning Organization
- City of Madison Traffic Engineering Division and Engineering and Health Department
- Dane County Parks Department
- Wisconsin Dept. of Transportation
- Wisconsin Dept. of Natural Resources South Central Region
- Wisconsin Dept. of Health & Family Services – Division of Public Health
- University of Wisconsin – Madison
- Bicycle Federation of Wisconsin
- Wisconsin Walks
- Saris Cycling Group
- Trek Corporation
- Planet Bike
- Downtown Madison Inc.

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