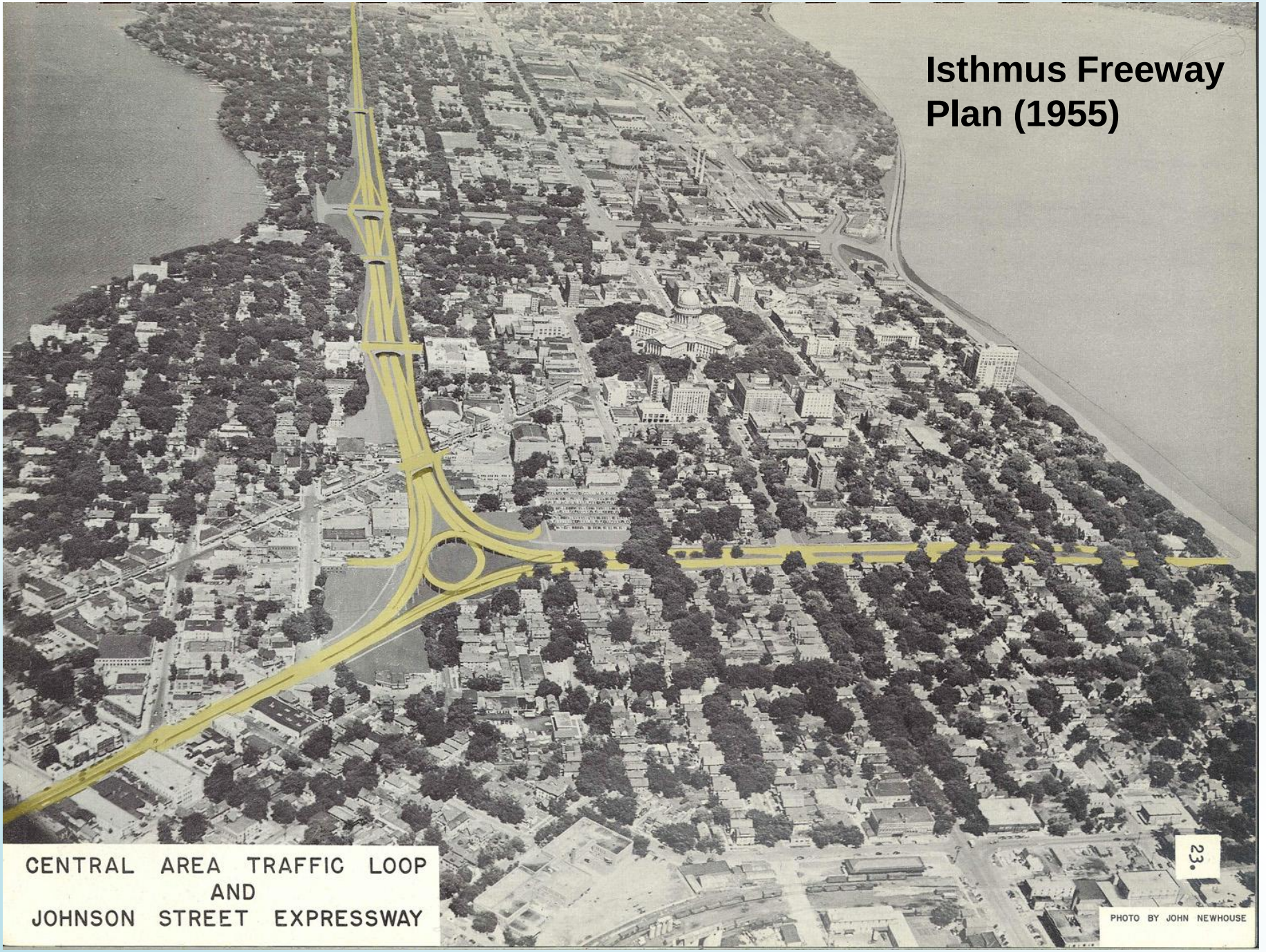
MADISON MULTIMODAL TRANSPORTATION PLAN

MADISON IN MOTION

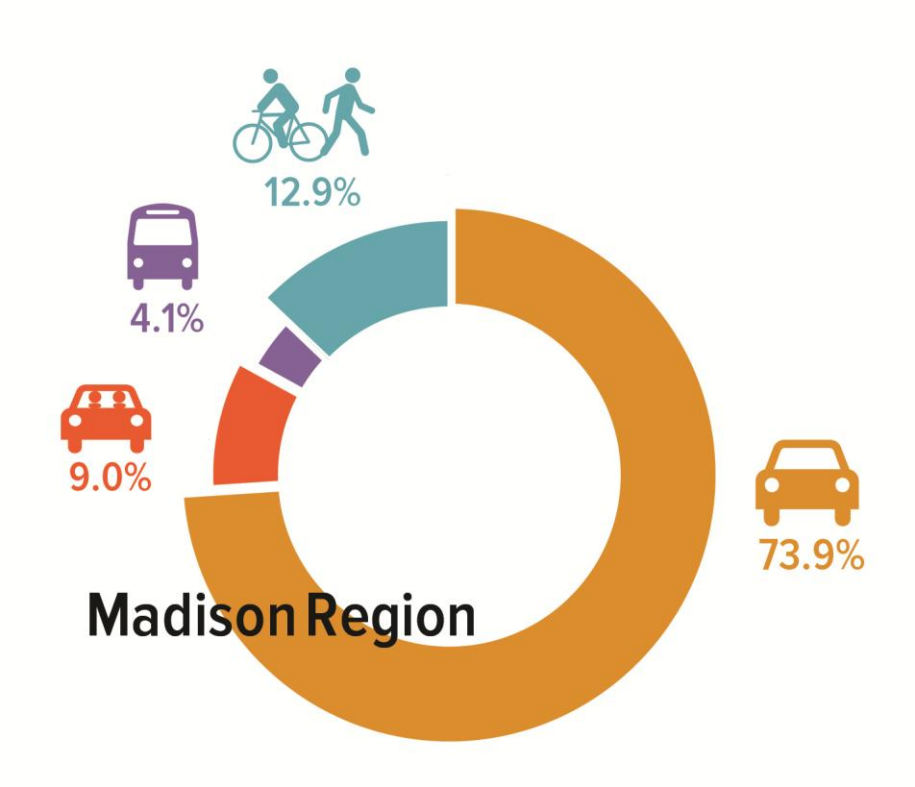

Isthmus Freeway
Plan (1955)
CENTRAL AREA TRAFFIC LOOP
AND
JOHNSON STREET EXPRESSWAY
23.
PHOTO BY JOHN NEWHOUSE

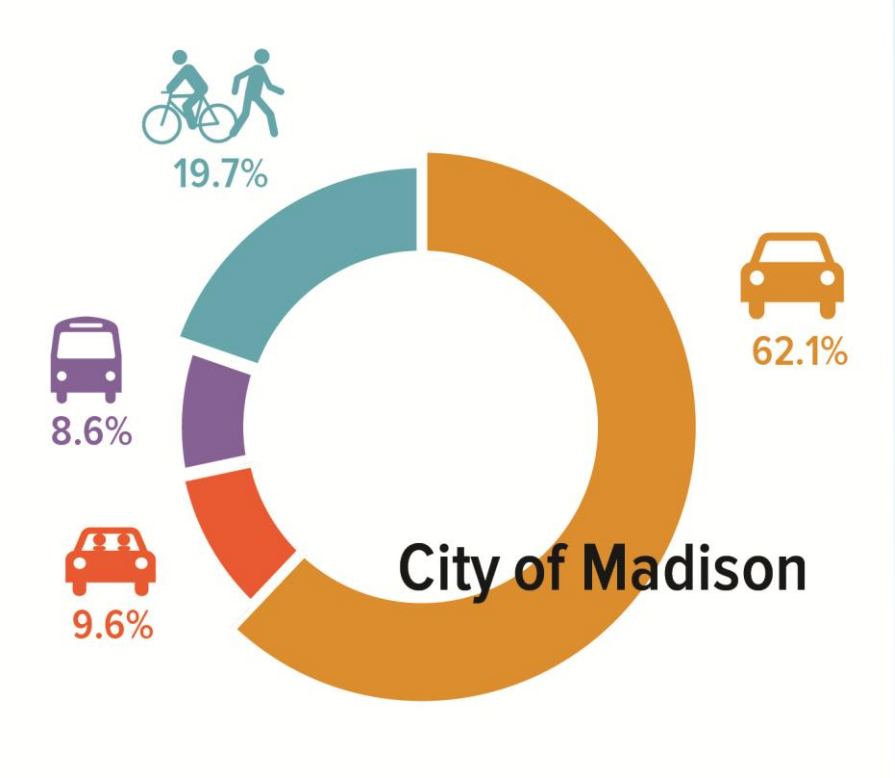
Madison in Motion: Overview/Purpose

- **Help Create Walkable, Bikeable, Transit-Oriented City**
  - Strengthen **Neighborhoods**: Existing and New Development
  - Emphasize **Transportation Choices** and Mode **Connectivity**
  - Support Madison's **Community Vision**

- Resource for Transportation Decision-Making
  - **Guide to Implementation of Projects**

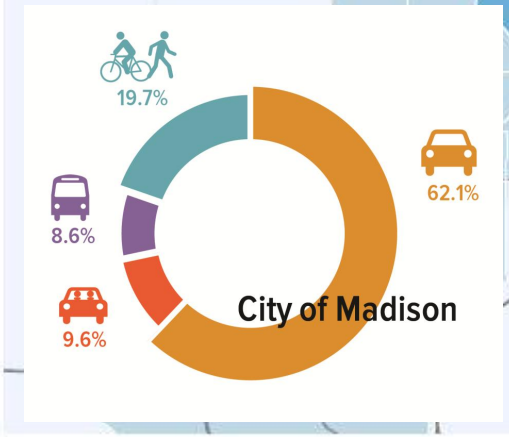
How do area residents travel to work?





Source: US Census American Community Survey, 2008-2012

Public Transit Work Trips (by Census Tract)



Means of Transportation to Work: Public Transportation
By Census Tract

Source: ACS 5YR B08301 2009-2013

Percent of Total Commuters

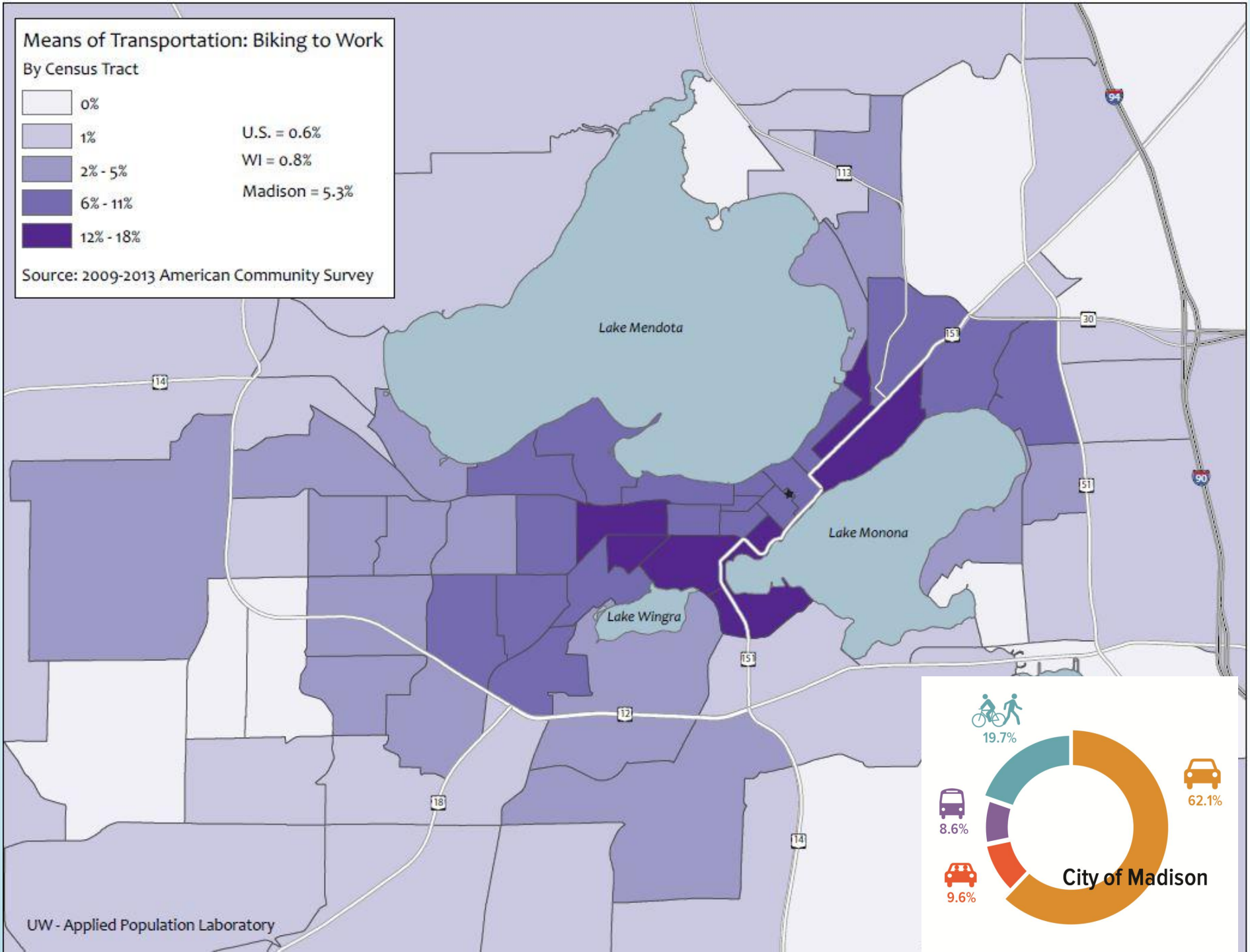
0% - 1% | 2% - 5% | 6% - 11% | 12% - 18% | 19% - 30%

Prepared by staff to the:
Madison Area T•P•B Transportation Planning Board

Date Revised: 1/9/2015

N

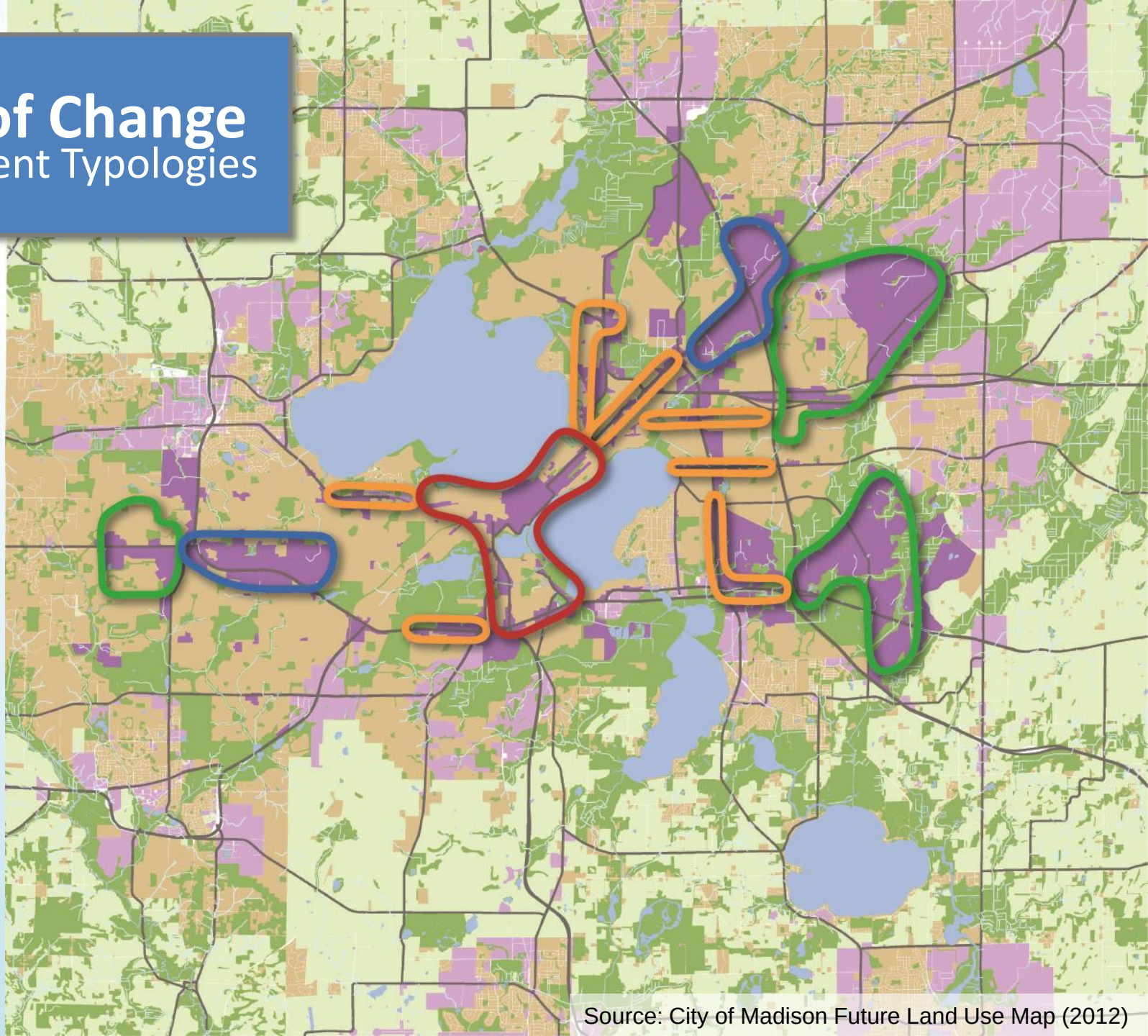
0 1 2 Miles


Means of Transportation: Biking to Work
By Census Tract
0%
1%
2% - 5%
6% - 11%
12% - 18%
U.S. = 0.6%
WI = 0.8%
Madison = 5.3%
Source: 2009-2013 American Community Survey
Lake Mendota
Lake Monona
Lake Wingra
UW - Applied Population Laboratory
19.7%
62.1%
8.6%
9.6%
City of Madison

Land Use & Transportation System Coordination

Areas of Change
Development Typologies

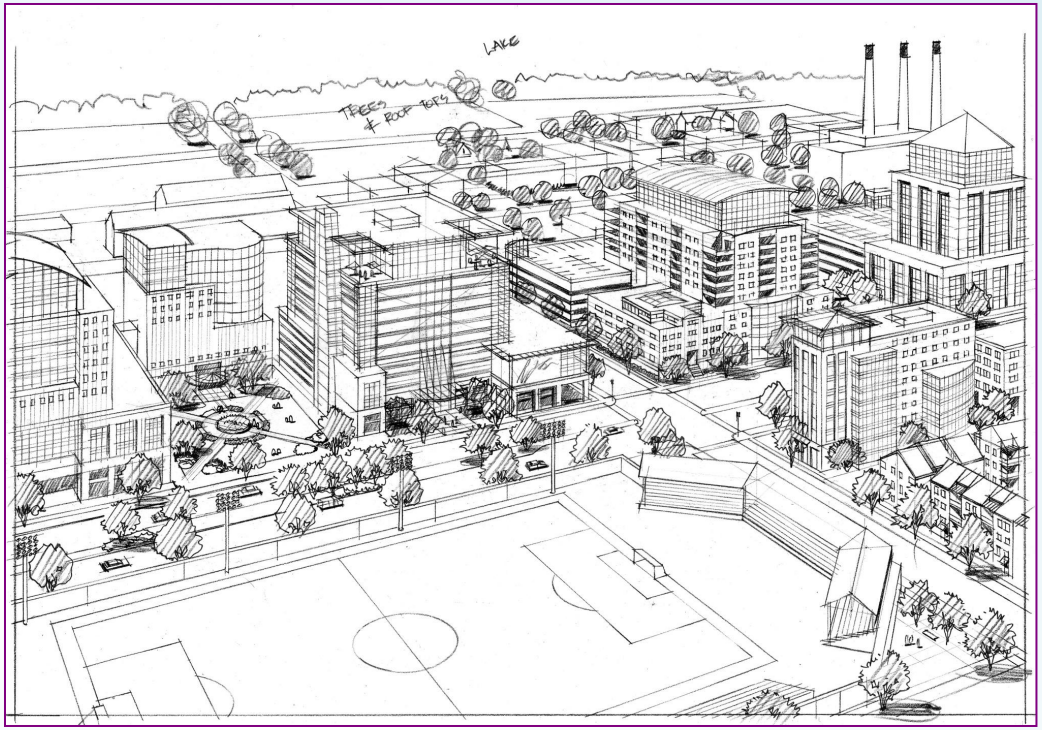
- Central City
- Urban Corridors
- Regional Retail and Employment Centers
- East/West New Growth Areas



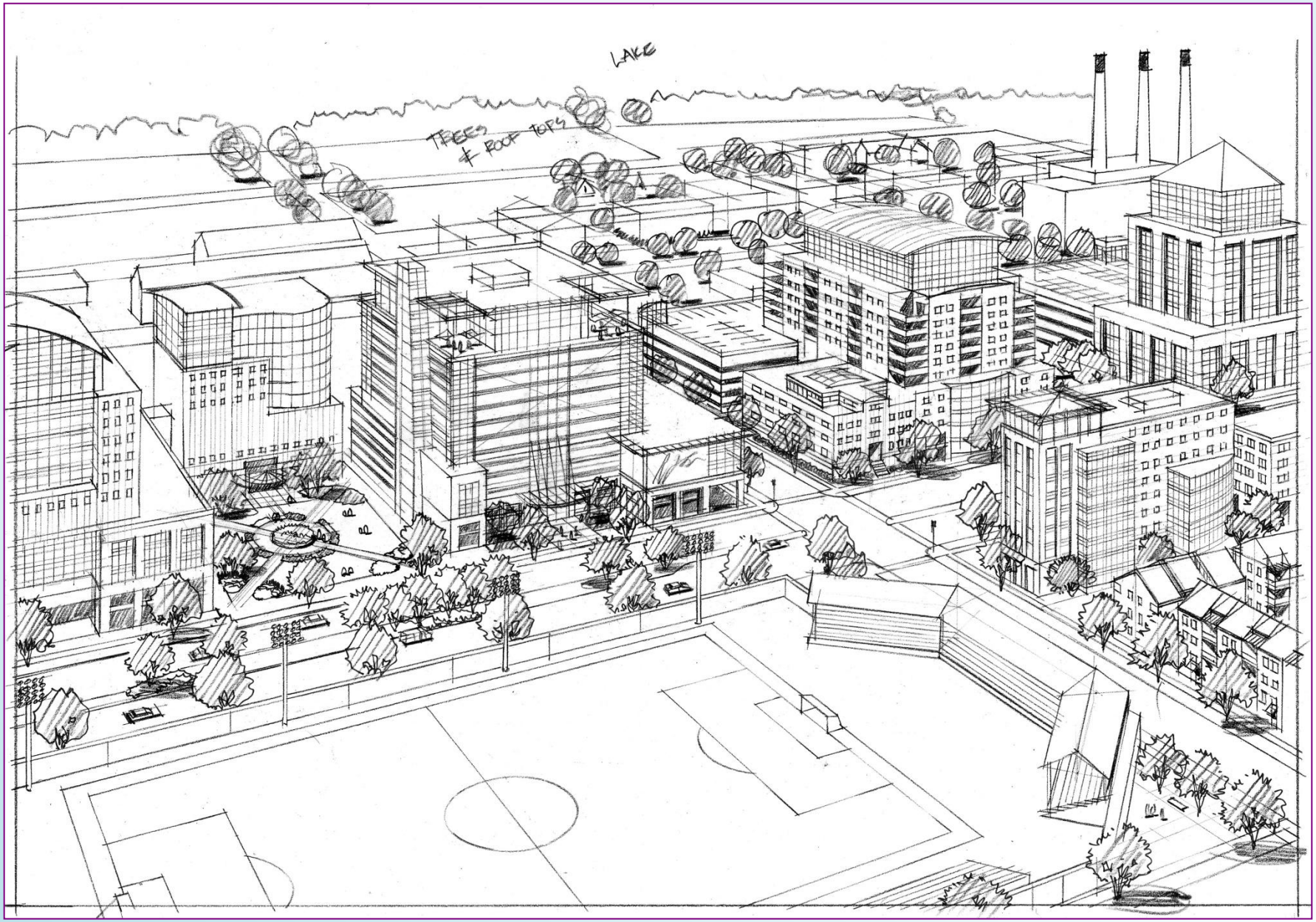
Source: City of Madison Future Land Use Map (2012)

"Activity Center" Planning

- Transit-Oriented Development
- High density **mix of land uses** (commercial, residential, community services, etc.)
- **High frequency transit** services/transfer opportunities
- Secure **bicycle parking/bike share**
- Engaging **pedestrian environment** (lighting, streetscapes, amenities, etc.)
- Structured auto parking to support development (possible **park-and-ride**)



Capitol East District Redevelopment Concepts



Neighborhood-Scale Activity Center: Node Concepts

General Scenario Assumptions

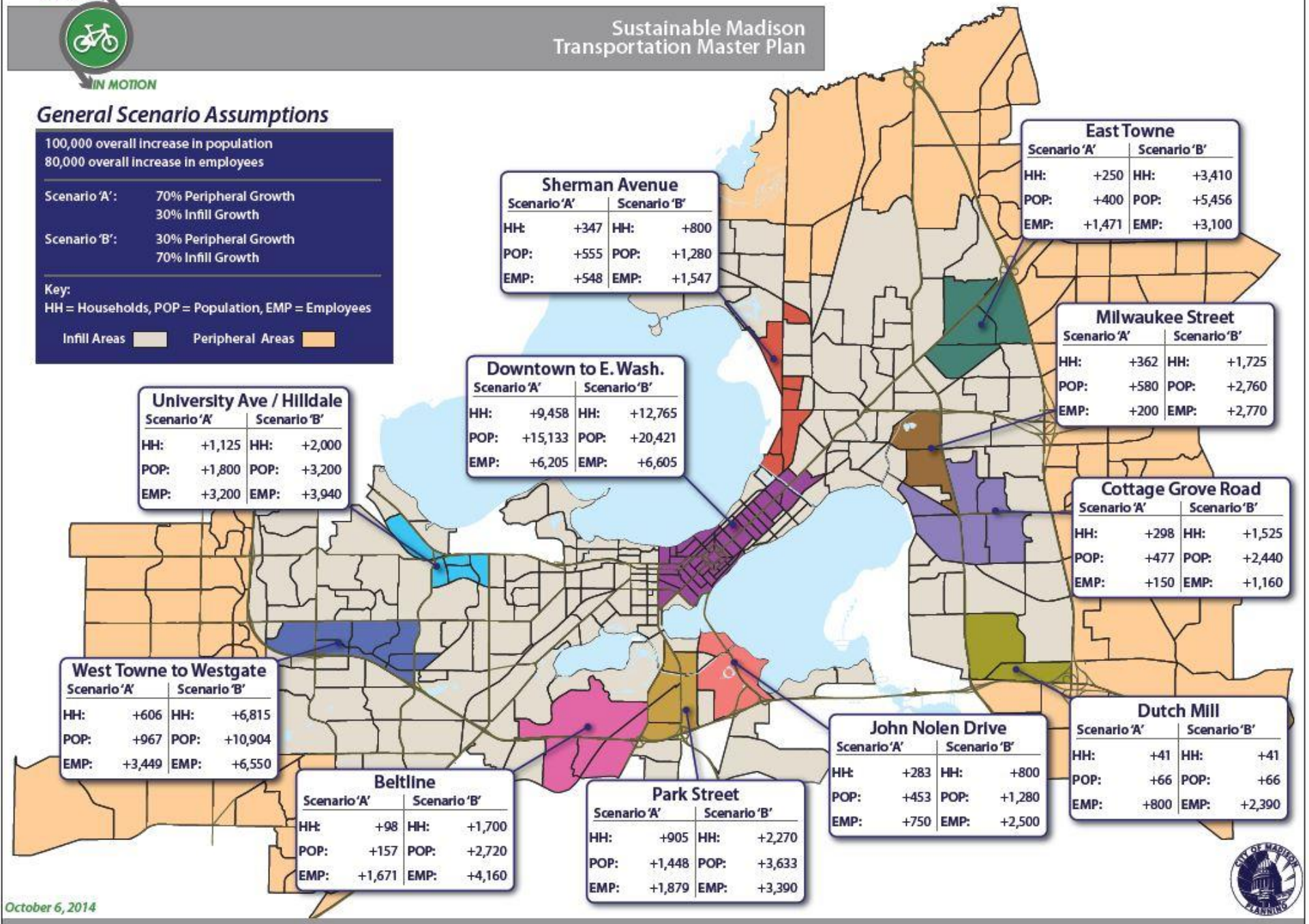
100,000 overall increase in population
80,000 overall increase in employees

Scenario 'A': 70% Peripheral Growth, 30% Infill Growth

Scenario 'B': 30% Peripheral Growth, 70% Infill Growth

Key:
HH = Households, POP = Population, EMP = Employees

Infill Areas Peripheral Areas



Sherman Avenue

Scenario 'A'		Scenario 'B'	
HH:	+347	HH:	+800
POP:	+555	POP:	+1,280
EMP:	+548	EMP:	+1,547

East Towne

Scenario 'A'		Scenario 'B'	
HH:	+250	HH:	+3,410
POP:	+400	POP:	+5,456
EMP:	+1,471	EMP:	+3,100

Milwaukee Street

Scenario 'A'		Scenario 'B'	
HH:	+362	HH:	+1,725
POP:	+580	POP:	+2,760
EMP:	+200	EMP:	+2,770

Downtown to E. Wash.

Scenario 'A'		Scenario 'B'	
HH:	+9,458	HH:	+12,765
POP:	+15,133	POP:	+20,421
EMP:	+6,205	EMP:	+6,605

University Ave / Hilldale

Scenario 'A'		Scenario 'B'	
HH:	+1,125	HH:	+2,000
POP:	+1,800	POP:	+3,200
EMP:	+3,200	EMP:	+3,940

Cottage Grove Road

Scenario 'A'		Scenario 'B'	
HH:	+298	HH:	+1,525
POP:	+477	POP:	+2,440
EMP:	+150	EMP:	+1,160

West Towne to Westgate

Scenario 'A'		Scenario 'B'	
HH:	+606	HH:	+6,815
POP:	+967	POP:	+10,904
EMP:	+3,449	EMP:	+6,550

Beltline

Scenario 'A'		Scenario 'B'	
HH:	+98	HH:	+1,700
POP:	+157	POP:	+2,720
EMP:	+1,671	EMP:	+4,160

Park Street

Scenario 'A'		Scenario 'B'	
HH:	+905	HH:	+2,270
POP:	+1,448	POP:	+3,633
EMP:	+1,879	EMP:	+3,390

John Nolen Drive

Scenario 'A'		Scenario 'B'	
HH:	+283	HH:	+800
POP:	+453	POP:	+1,280
EMP:	+750	EMP:	+2,500

Dutch Mill

Scenario 'A'		Scenario 'B'	
HH:	+41	HH:	+41
POP:	+66	POP:	+66
EMP:	+800	EMP:	+2,390

October 6, 2014

Activity Center/Redevelopment Area: Park Street

Activity Center/Redevelopment Area: Cottage Grove Rd

Activity Center/Redevelopment Area: Oscar Mayer

Building	Footprint Size	First Floor Retail	Parking per Level
1	17000	17000	
2	50000	50000	116
3	22000	22000	
4	50000	7000	116
5		7000	
6		4000	
7	22000		
8	50000	7000	116
9	17000		
10	50000		116
11	20000		
12	22000	5000	
13	7000		
14	8000		
15	10000		
16	8000		
17		17000	160
18	17000		
19	17000		
20			
21		4000	
22		4000	
23	16000		
24	84000		

DRAFT

OPTION ONE

WESTGATE AREA CONCEPTUAL STUDY

Prepared by City Of Madison Planning Division

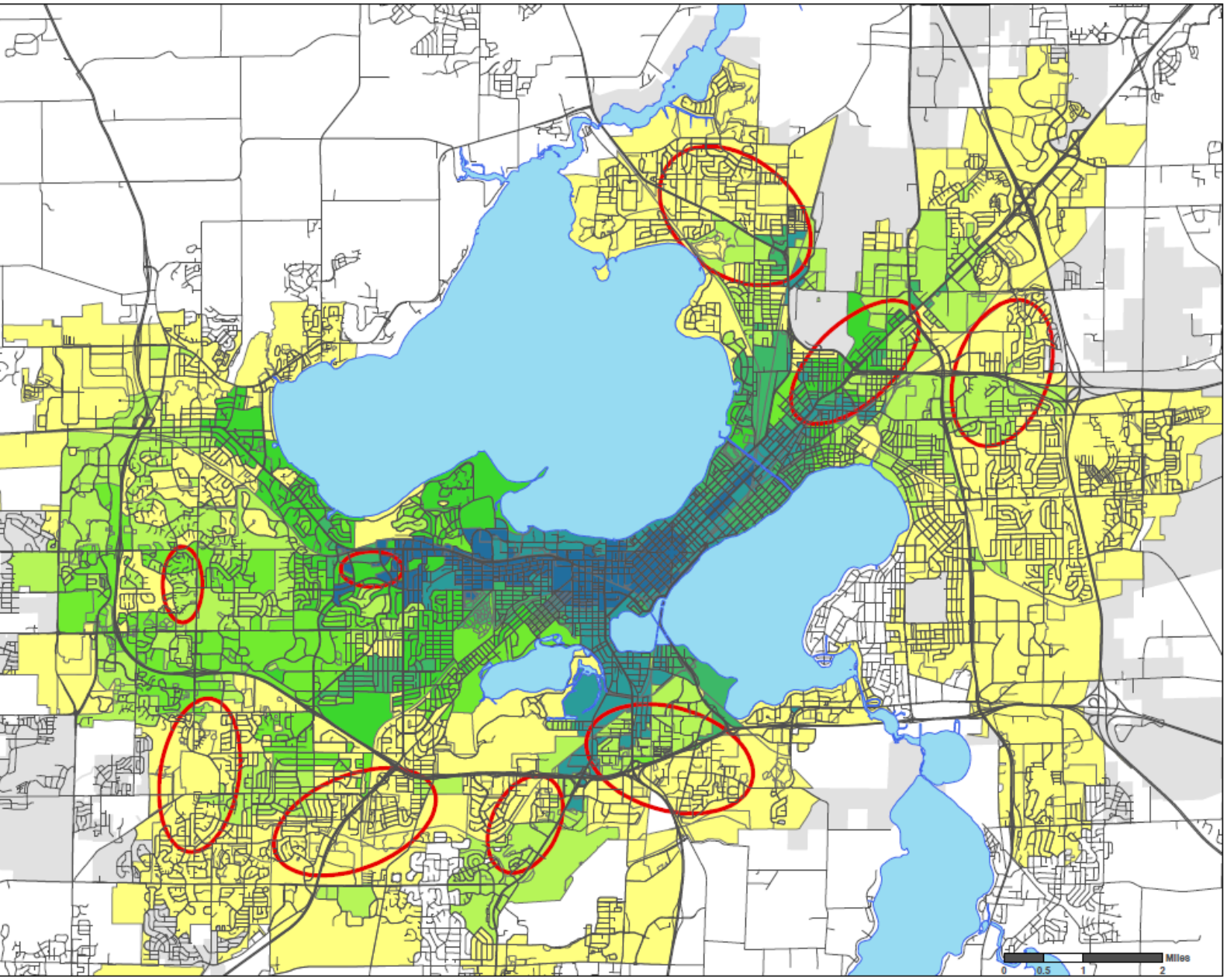
November 13, 2013

"Activity Center" Concept: Westgate

"Activity Center" Concept: Dutch Mill

Public Transit Recommendations

- Bus Rapid Transit (BRT)
- Local Bus Coordination
  - Park-and-Ride
  - First-Mile/Last-Mile
  - Regional Transit Finance



MADISON IN MOTION
Sustainable Transportation Master Plan

Access to Opportunity

- Concentrated Low Income Areas

Jobs within 30 min via transit

- 0% - 5%
- 5.1% - 10%
- 10.1% - 15%
- 15.1% - 20%
- 20.1% - 25%
- 25.1% - 30%
- 30.1% - 40%
- 40.1% - 50%
- 50.1% - 65%
- City of Madison

Concentrated low income areas are generally comprised of census block groups having greater than 50% of the population in a household with an income less than 200% of the poverty level. Certain areas below this threshold have been added based on staffs judgement. Large non-residential areas have been removed from certain block groups to improve focus of diagram (airport, arboretum, etc.).

Source:
2014 ACS 5 Year Estimates Table C17002
Ratio Of Income To Poverty Level
Block Group Level
Madison Area Transportation Planning Board (MPO)
2010 Land Use

September, 2016

Bus Rapid Transit (BRT)

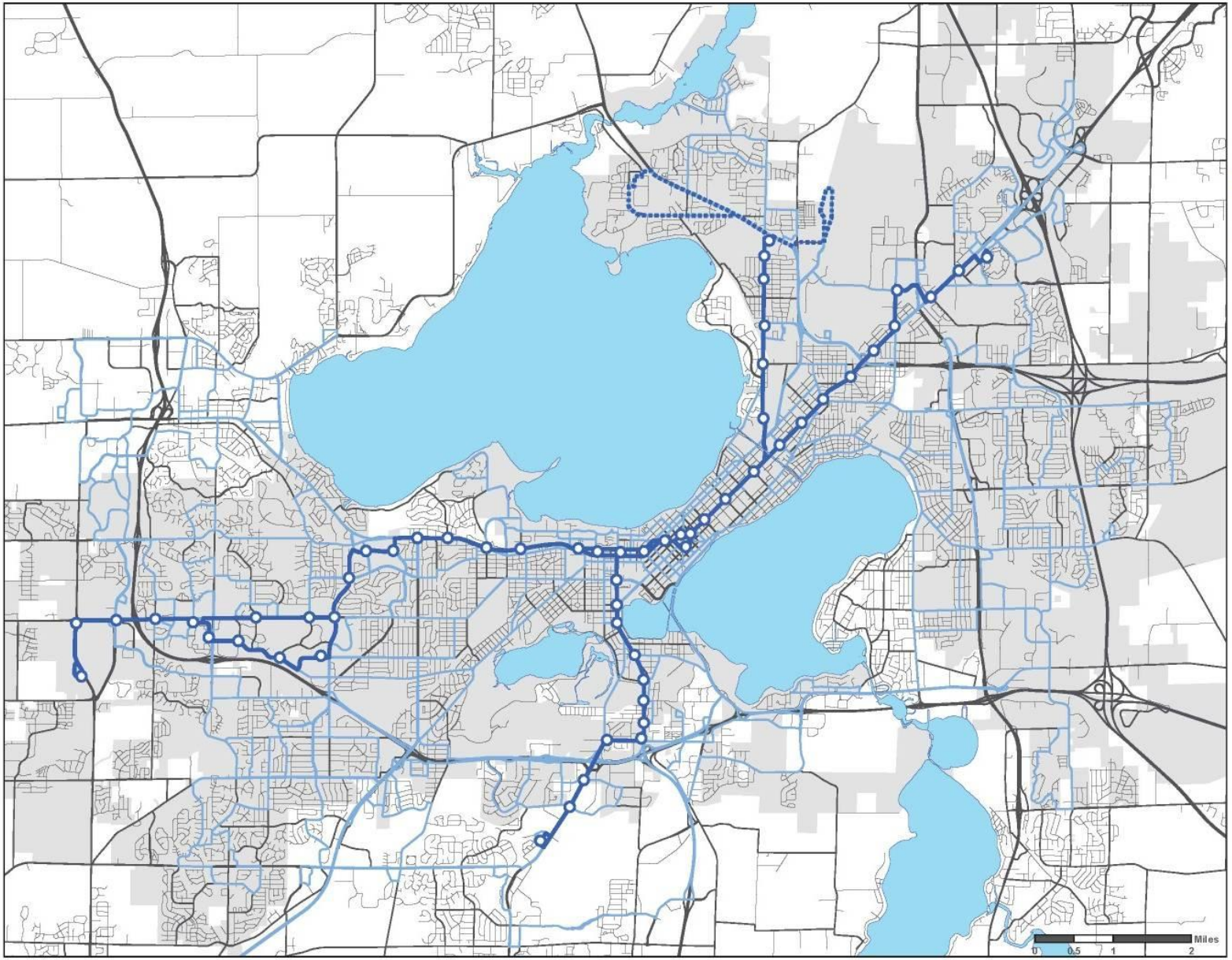
Madison Urban Area System Proposal

Bus Rapid Transit (BRT)
Conceptual Elements

BRT vs. Local Bus (differing characteristics)

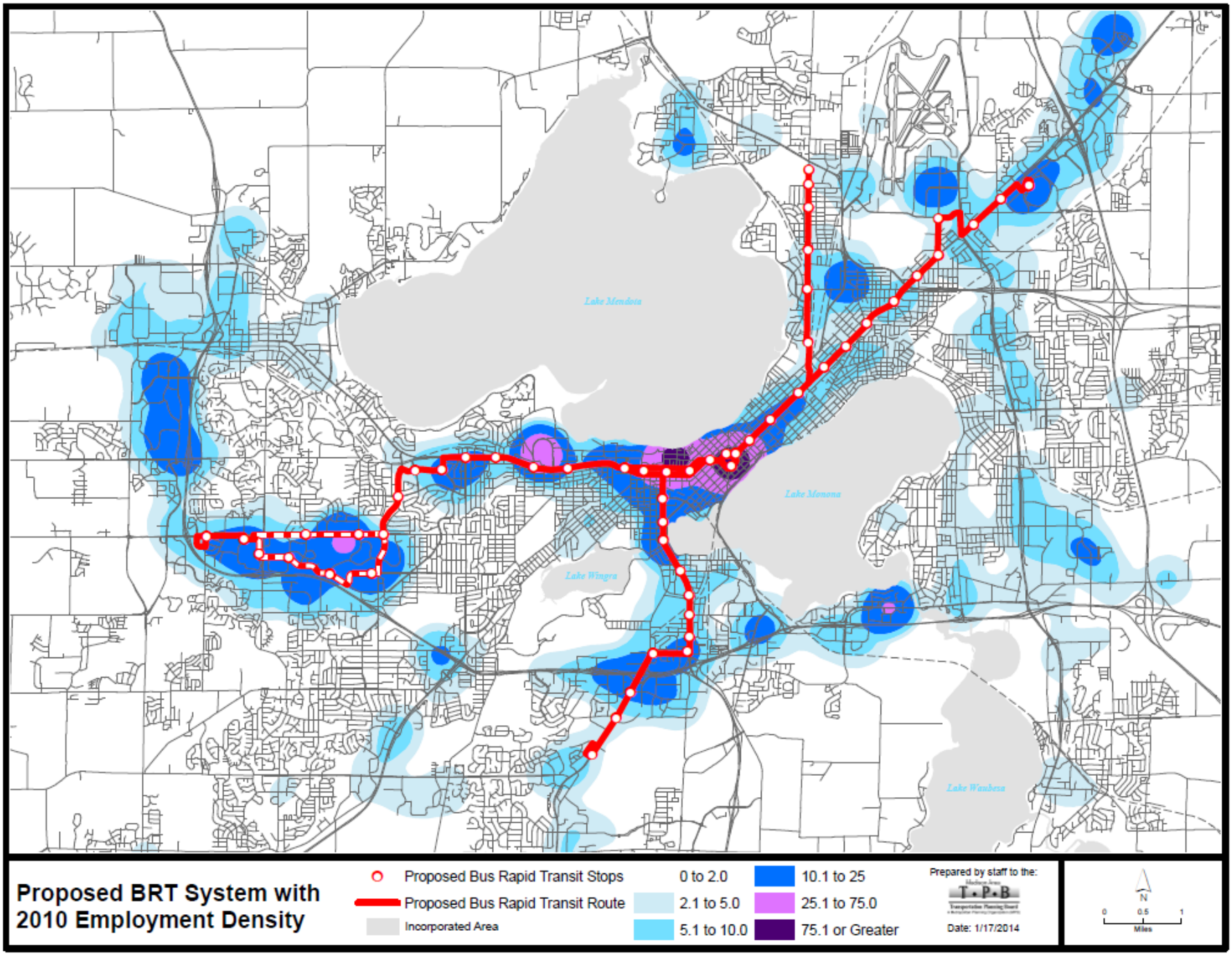
- Direct Routes/Fewer Stops
- Simple, Frequent All-Day Service (every 10-15 min.)
- Branded Stations and Buses
- Transit Signal Priority
- Off-Board Fare Payment
- Bus-Only Lanes (median or curb; full or partial)

Potential Bus Rapid Transit (BRT) Routes

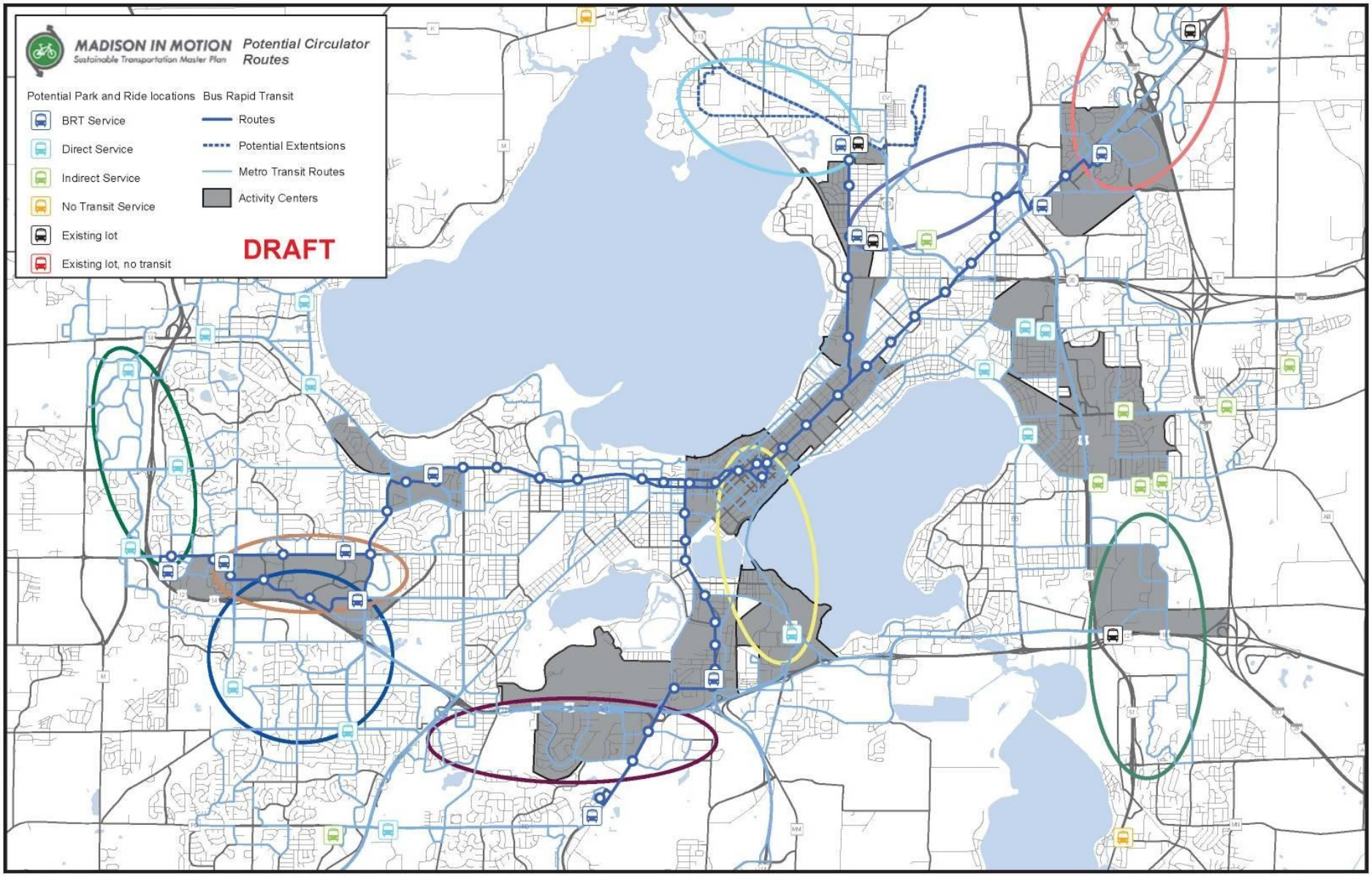


Source:
Madison Metro
MATPB (MPO)

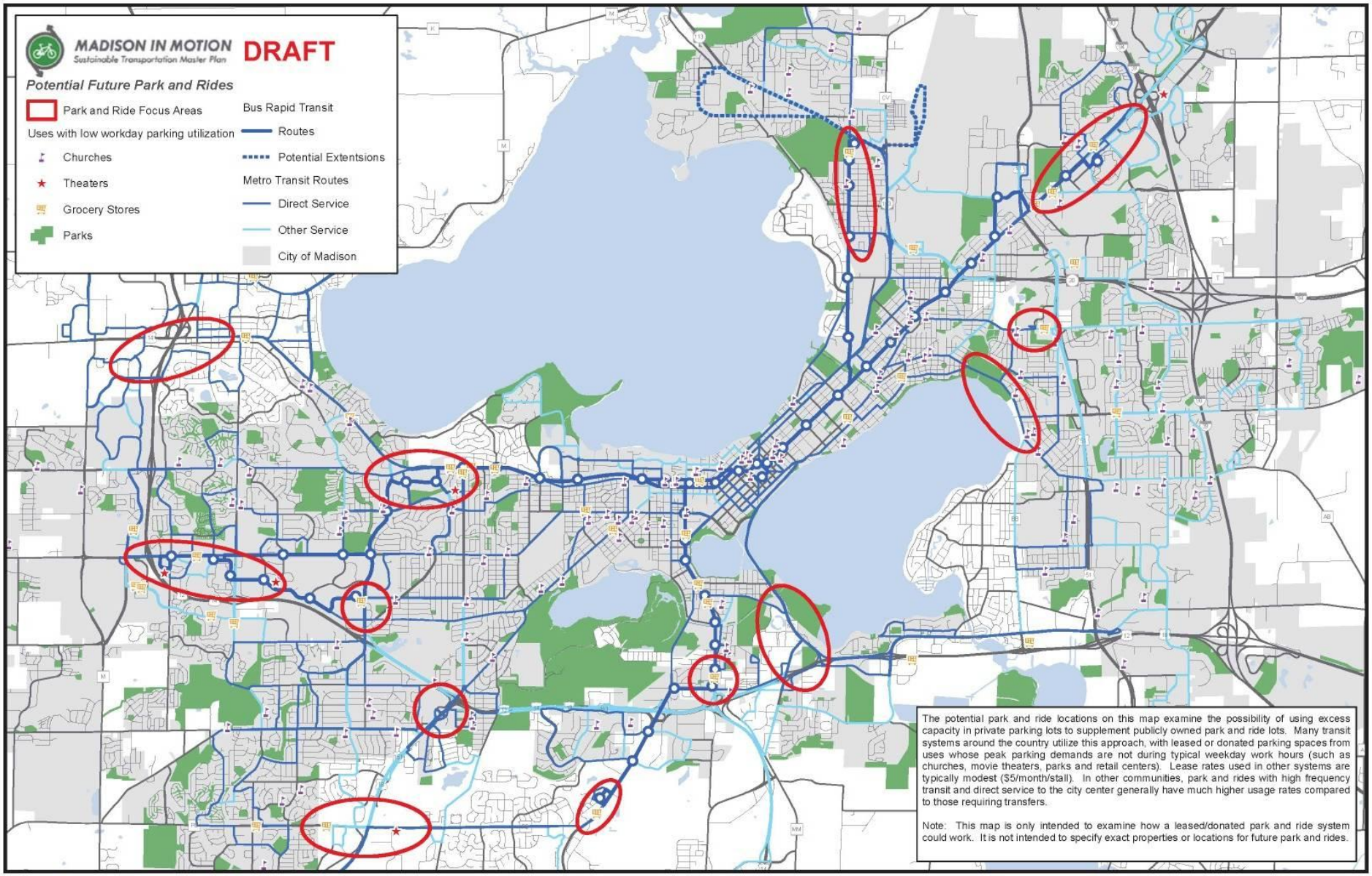
February, 2016


Lake Mendota
Lake Monona
Lake Wingra
Lake Waubesa
Proposed BRT System with 2010 Employment Density
Proposed Bus Rapid Transit Stops
Proposed Bus Rapid Transit Route
Incorporated Area
0 to 2.0
2.1 to 5.0
5.1 to 10.0
10.1 to 25
25.1 to 75.0
75.1 or Greater
Prepared by staff to the:
Date: 1/17/2014
N
0 0.5 1
Miles
User: pljpg
Path: M:\MPO_GIS\GIS_Users\Jeff_G\ArcMapPrj\BRT\BRT_w_Employment.mxd
Date Saved: 1/17/2014 2:10:48 PM

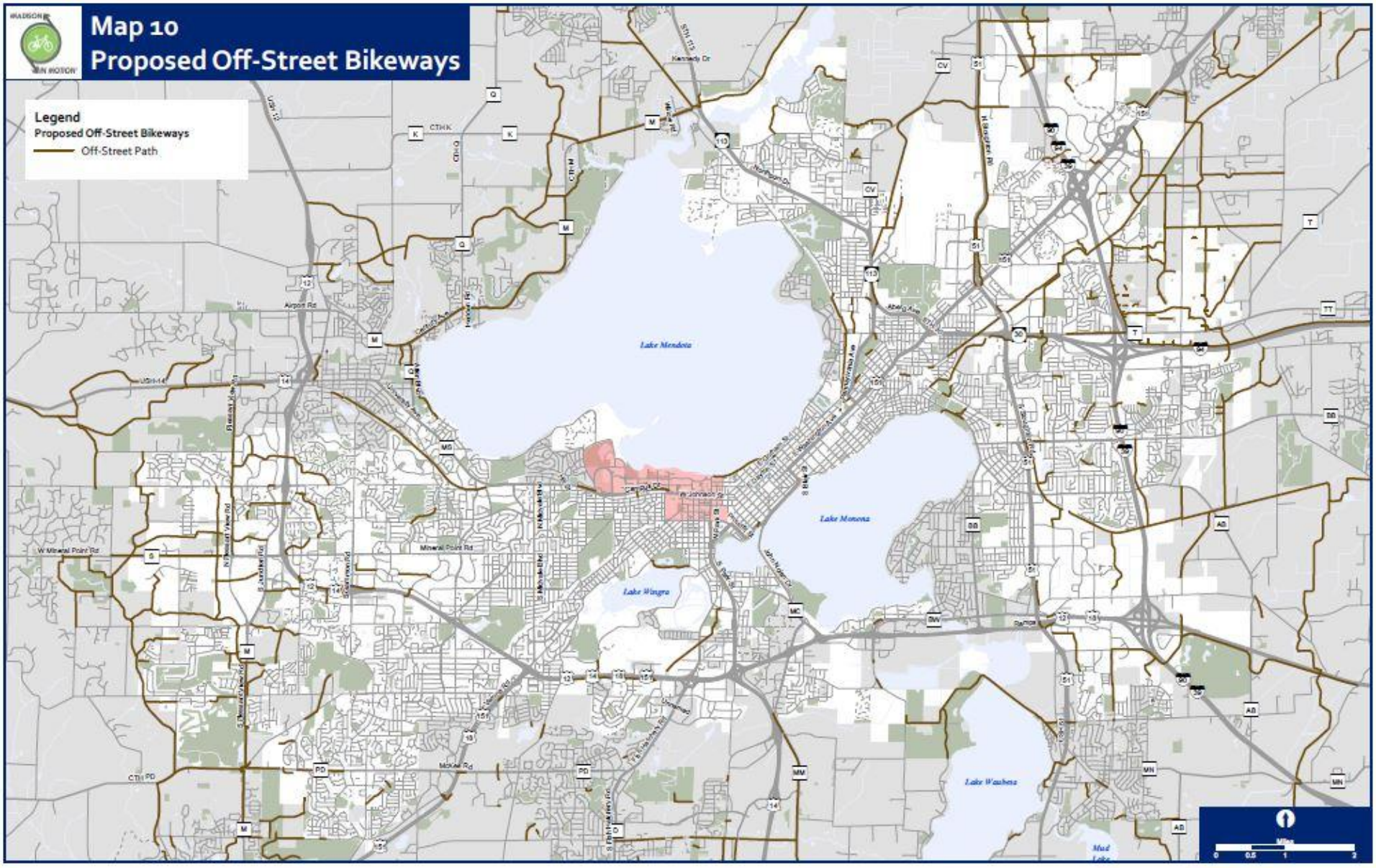
First-Mile/Last-Mile Opportunities



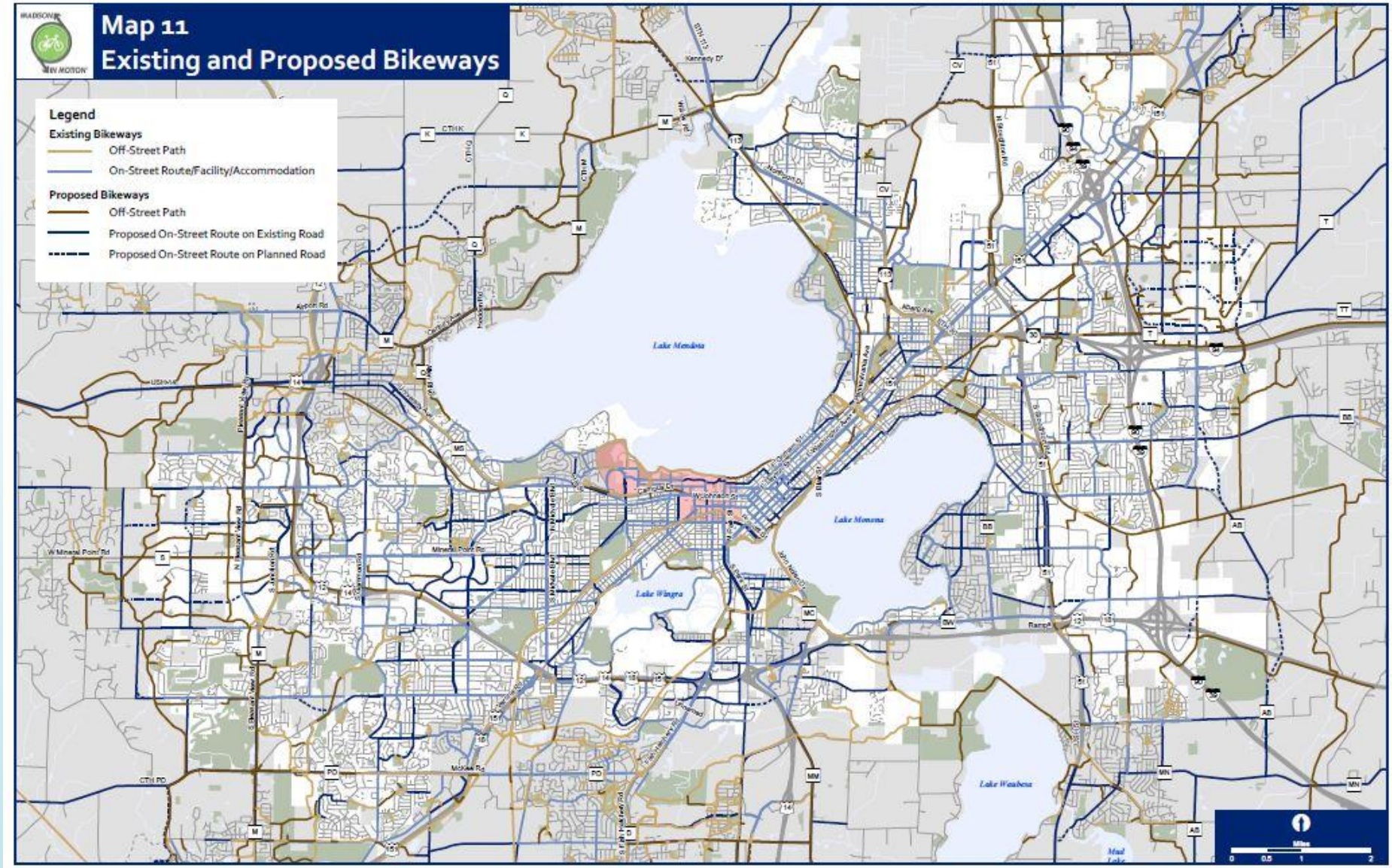
Park and Ride Opportunities



Bicycle System Recommendations



Recommended Off-Street Bicycle Facilities



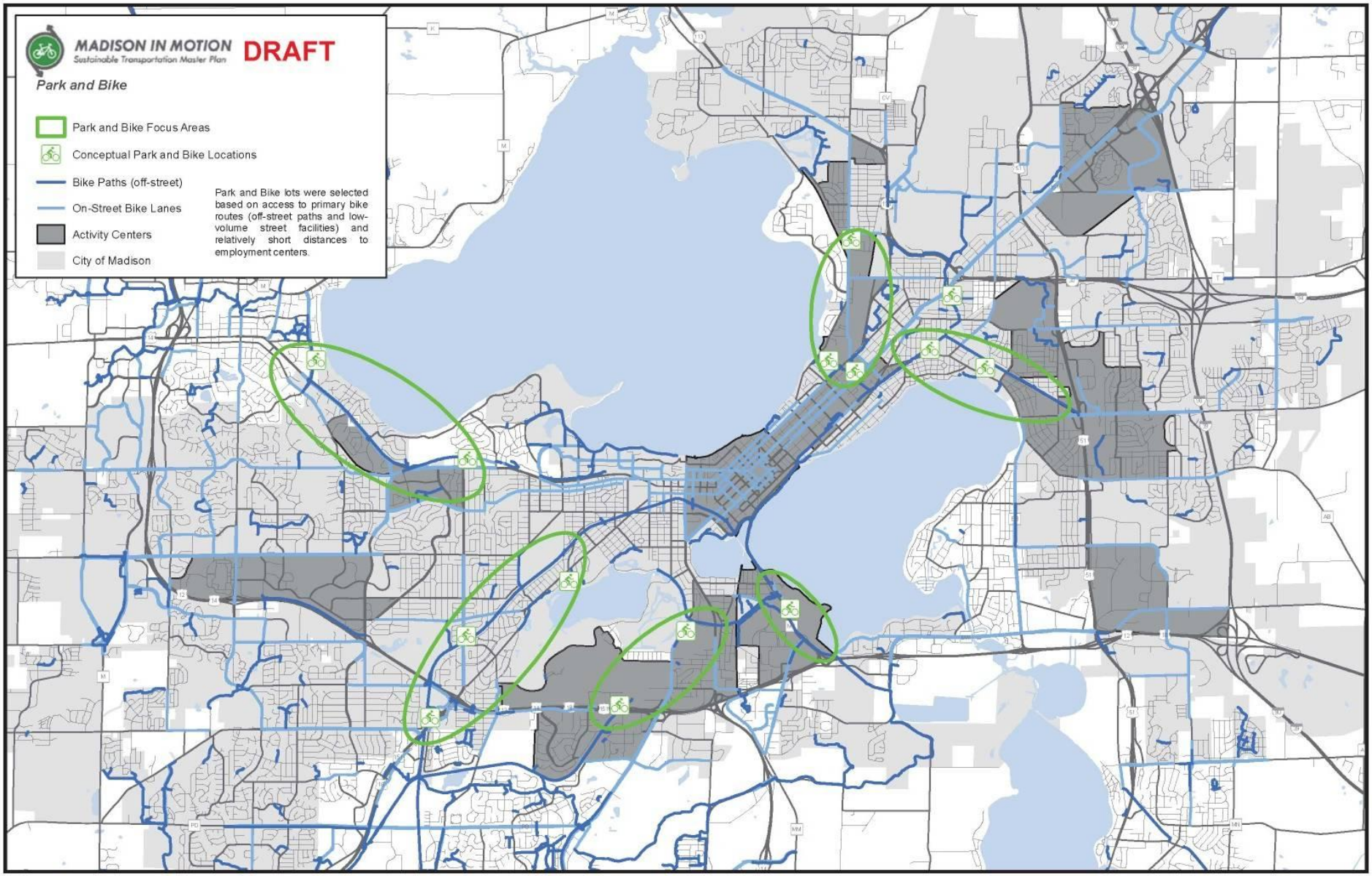
Existing and Proposed Bikeways

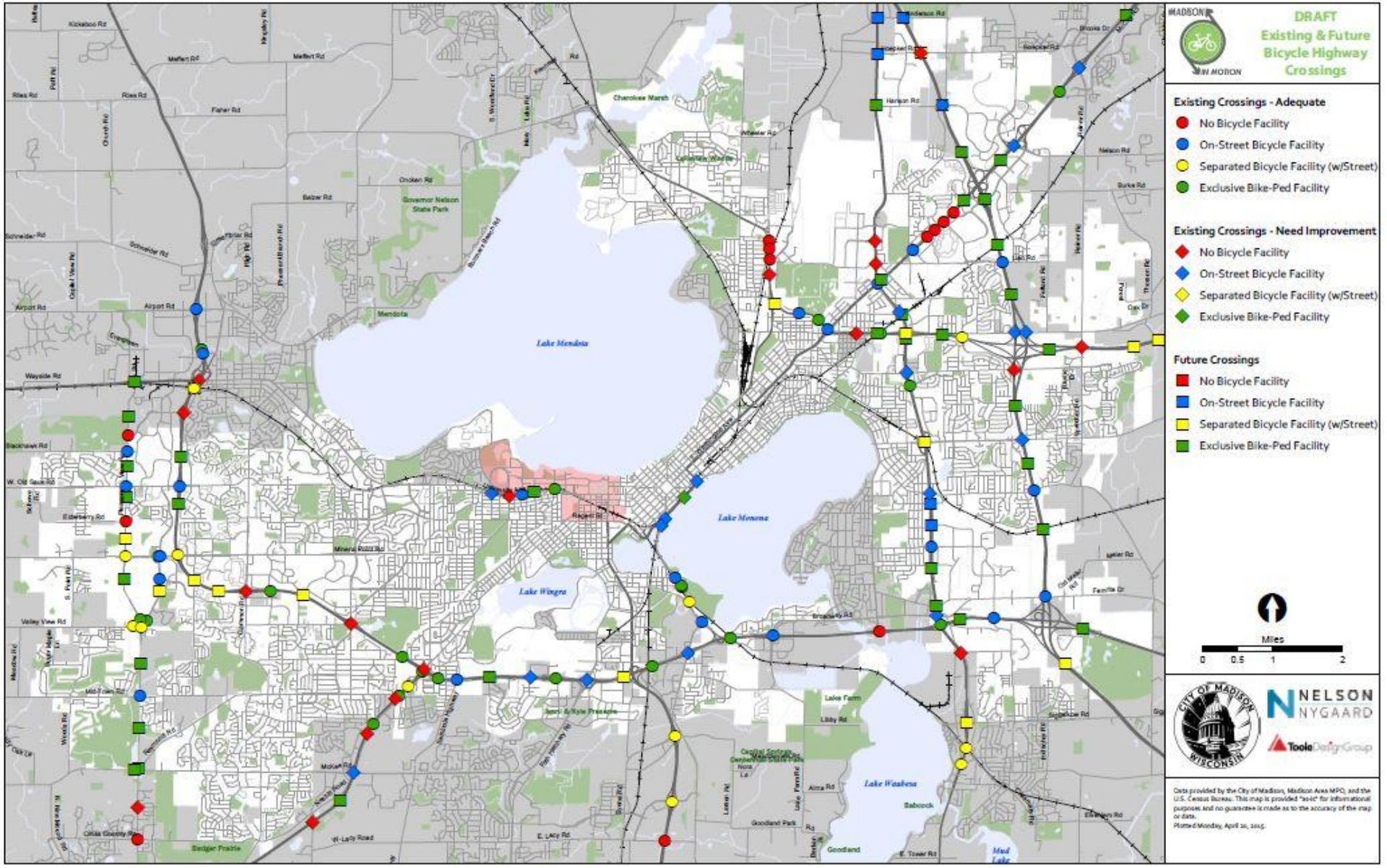
Facility Best Practices

Buffered Bike Lane

Protected Bike Lanes

Park and Bike Opportunities



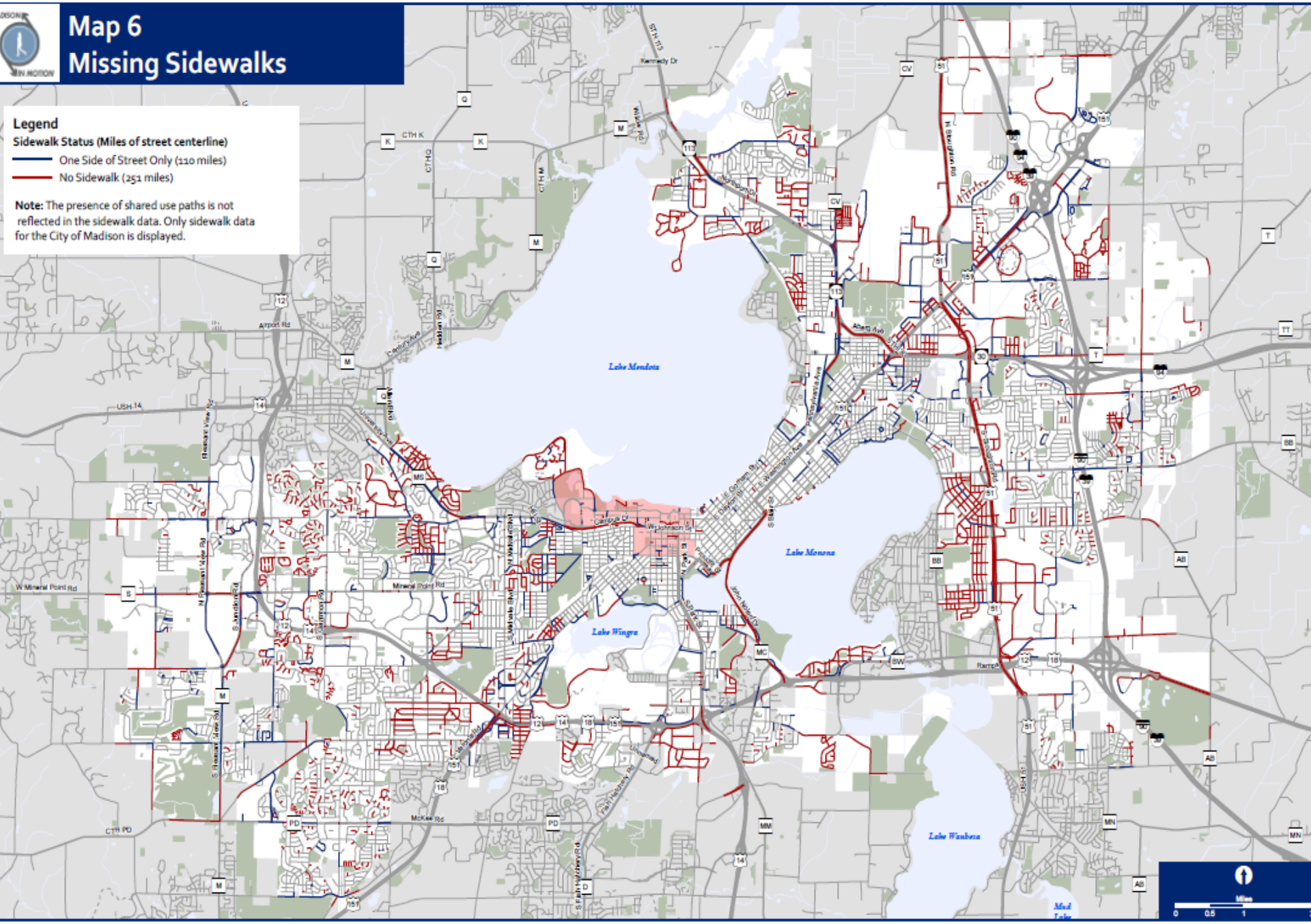


Bicycle/Pedestrian Facility Crossing Evaluation

Addressing System Gaps & Barriers

Pedestrian Network

Map 6
Missing Sidewalks

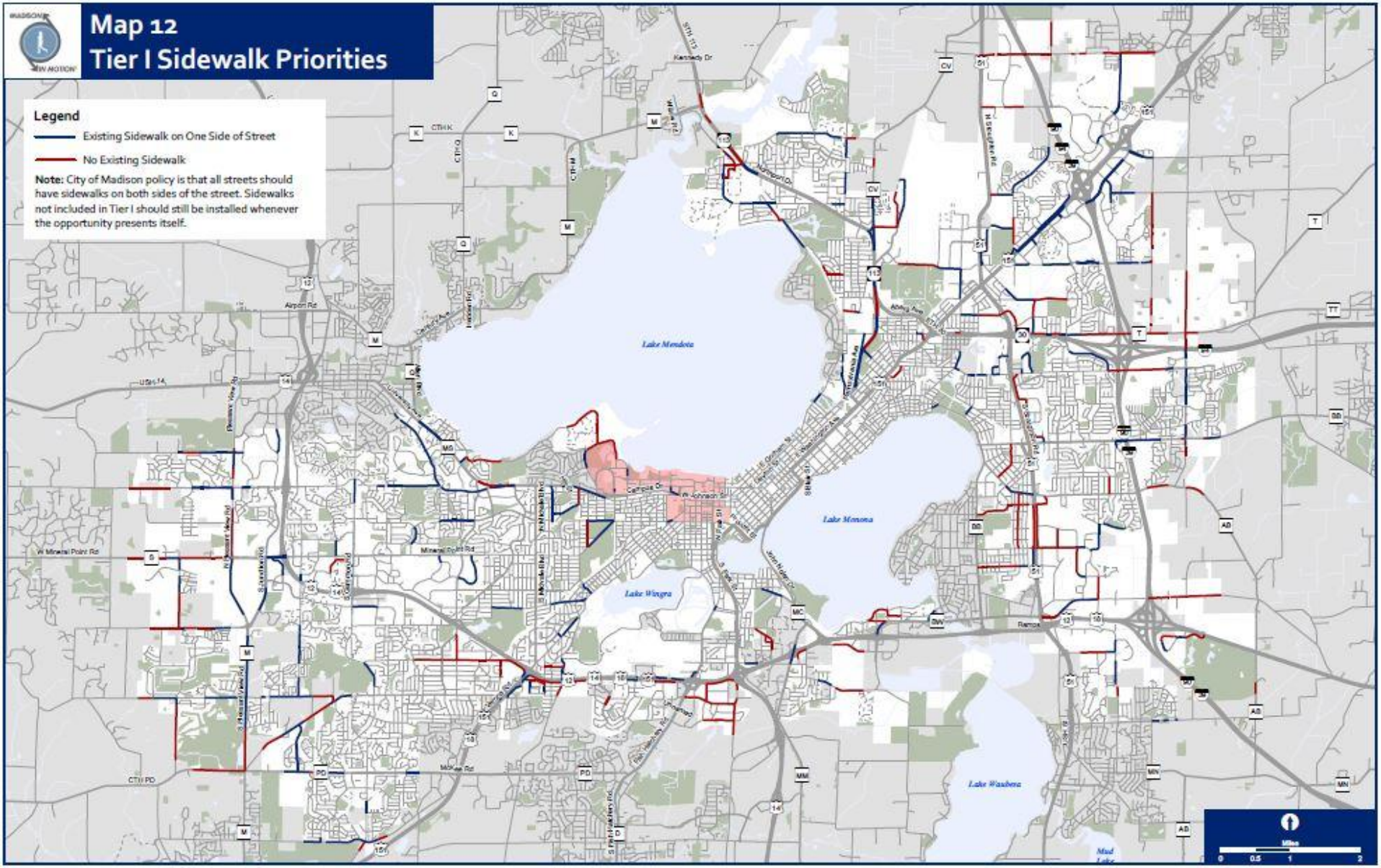


Recommendations (Policy)

→ **Continue the City's sidewalk installation policy** in new development areas and existing neighborhoods

→ **Prioritize Tier 1 Streets for sidewalk additions**

- Arterial and collector streets
- Bus routes
- School walk access
- Connections to neighborhood commercial/community services



Recommended Tier I Sidewalk Facilities

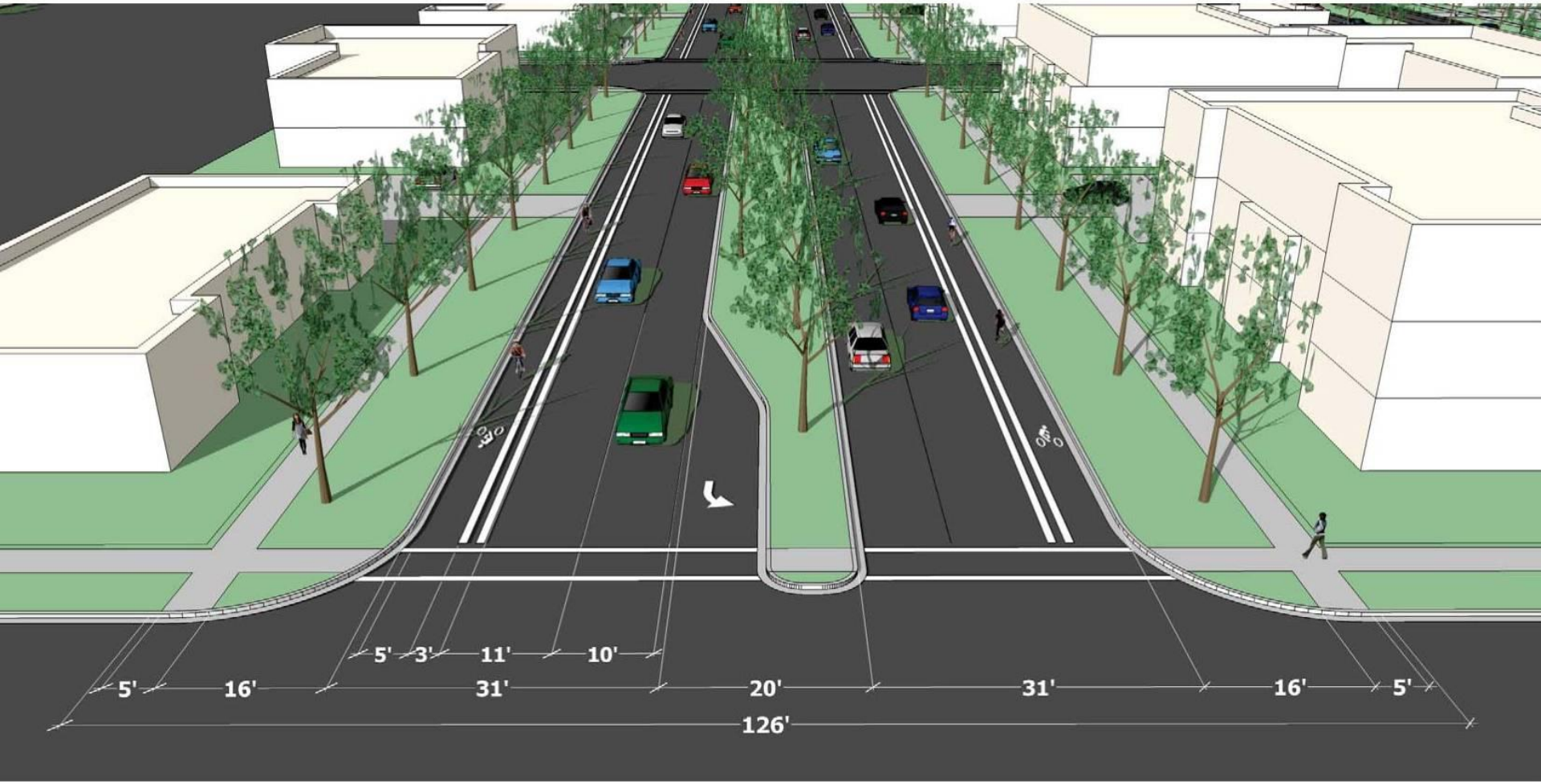
Pedestrian Facility Best Practices


STATE LAW
DEAD END

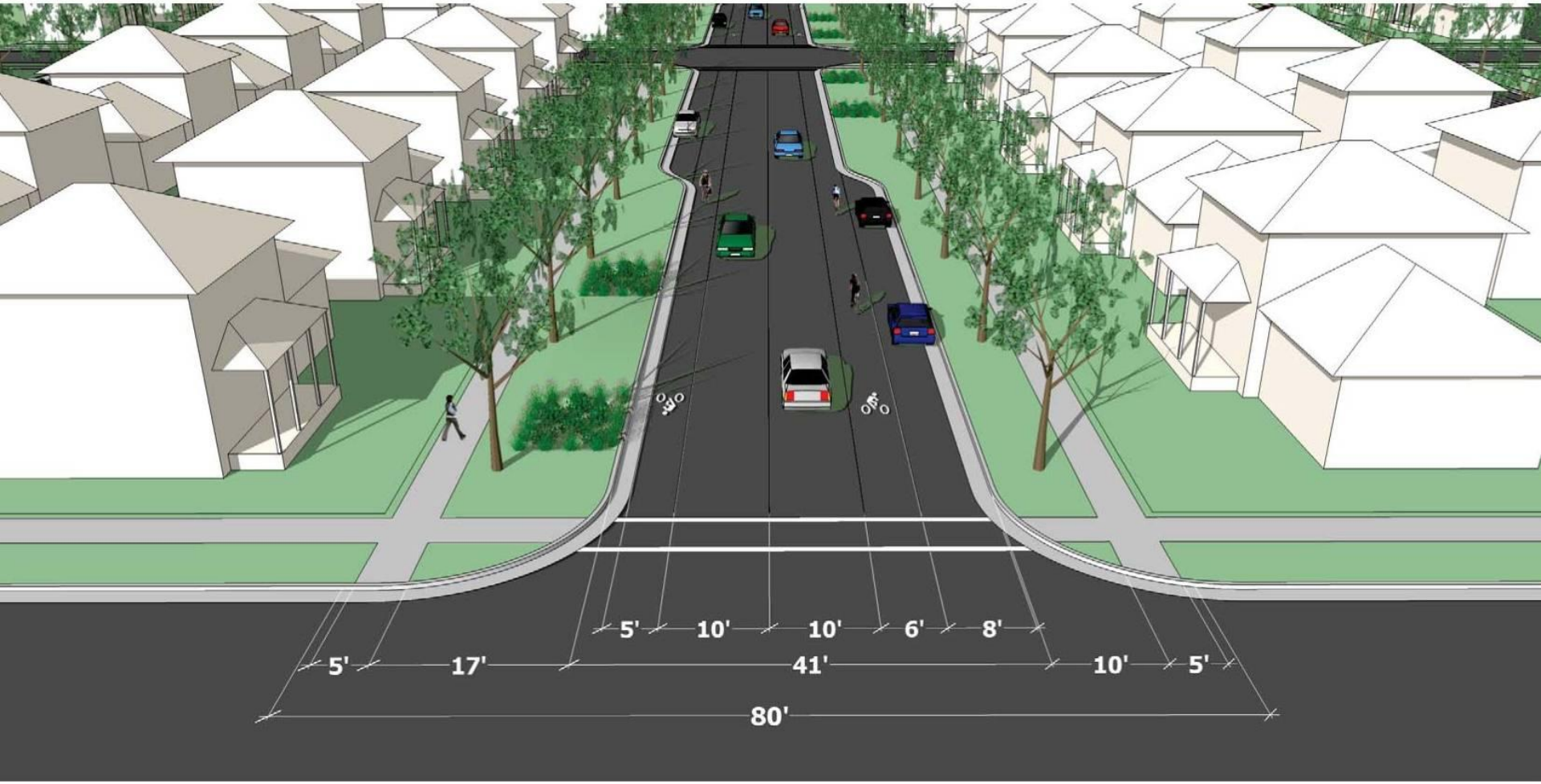
Streets and Roadway Recommendations

Complete Streets Principles: Arterial

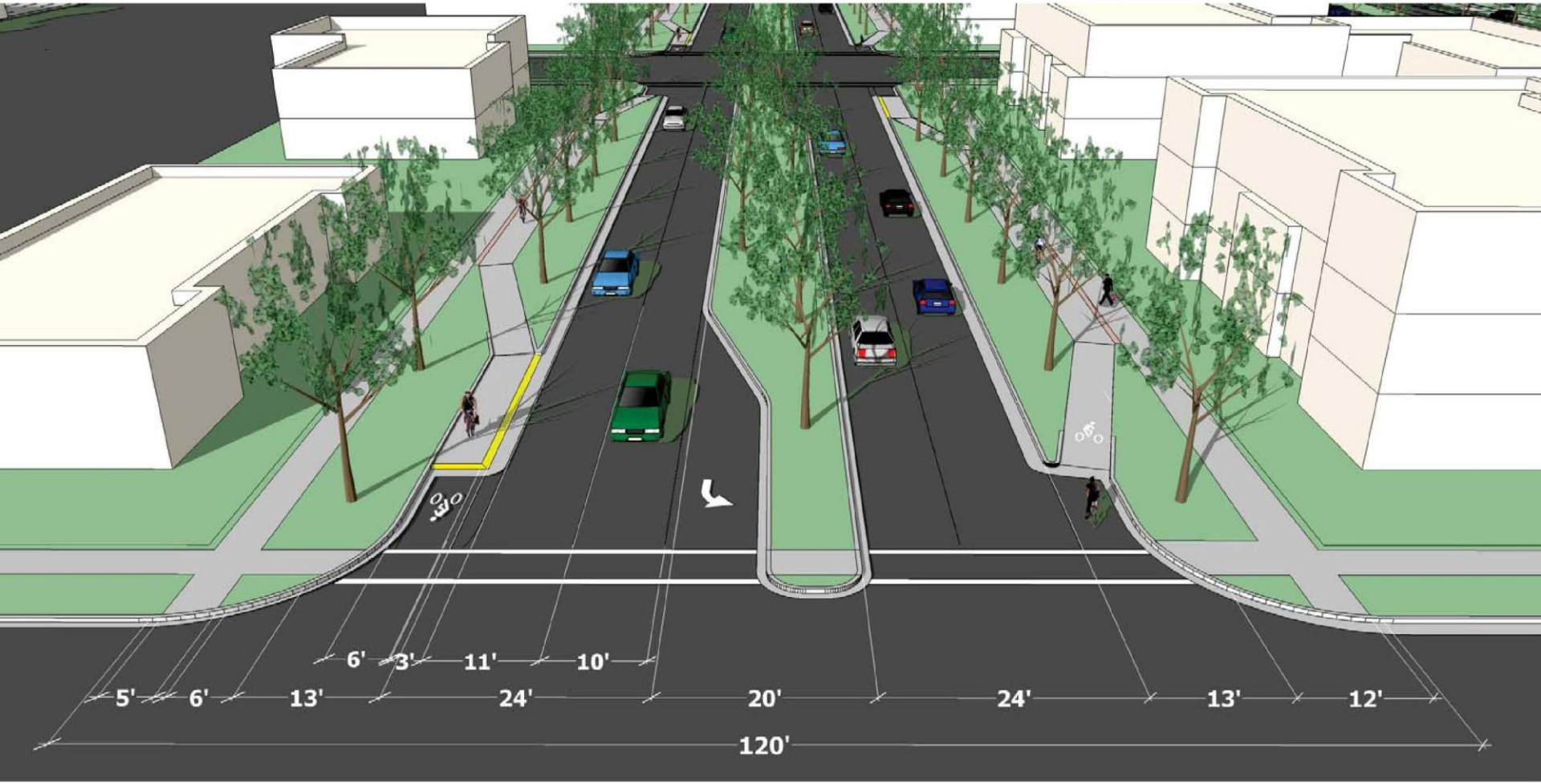
Street Typologies - Arterial Buffered Bike Lane



Street Typologies - Collector Chicane



Street Typologies - Arterial Cycle Track



Madison in Motion: Into the Future

Technological Change: Monitoring & Deployment

- Implement Pilot Projects, as Appropriate

→ Driverless Vehicles and Connected Vans

→ Fully-Automated Parking Facilities

→ Real-Time Data re: Transportation Options

→ All-Mode Payment Cards (T-Card: transit, parking, car share, etc.)

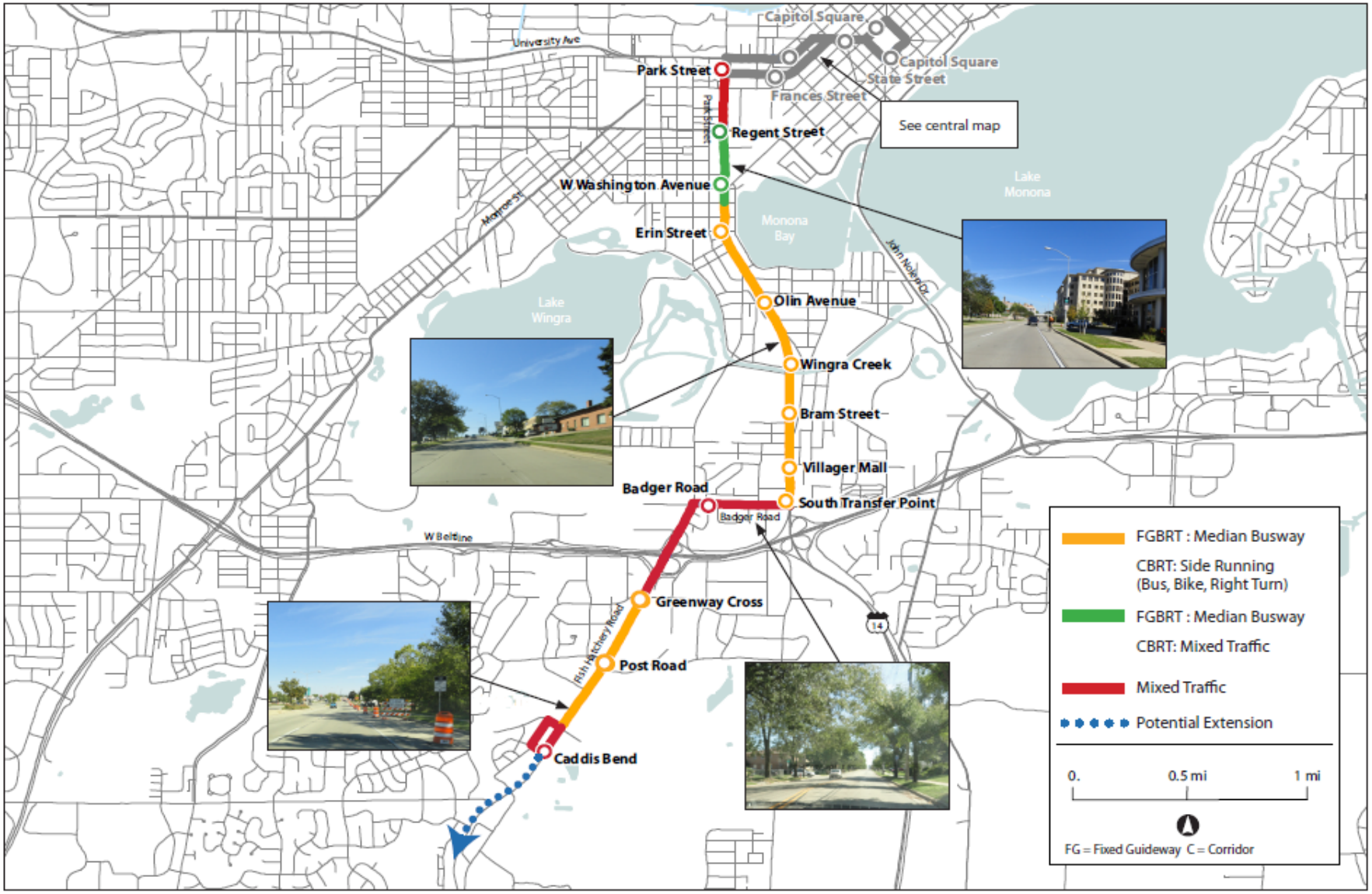
→ Car Sharing Services (Car-2-Go, Zip Car, other?)

→ Electric Bicycles/Bike Sharing (B-Cycle)

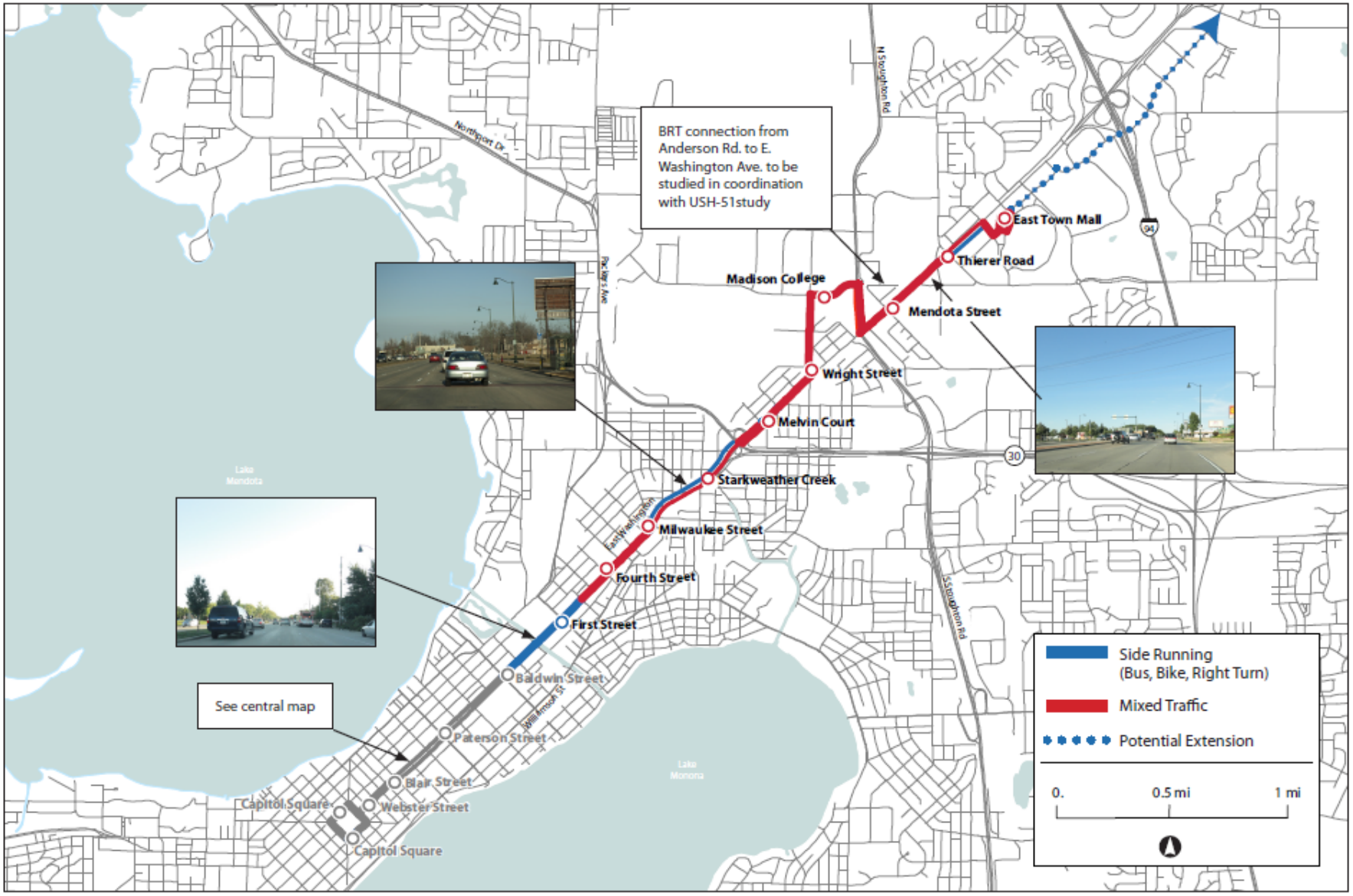
MADISON MULTIMODAL TRANSPORTATION PLAN

MADISON IN MOTION

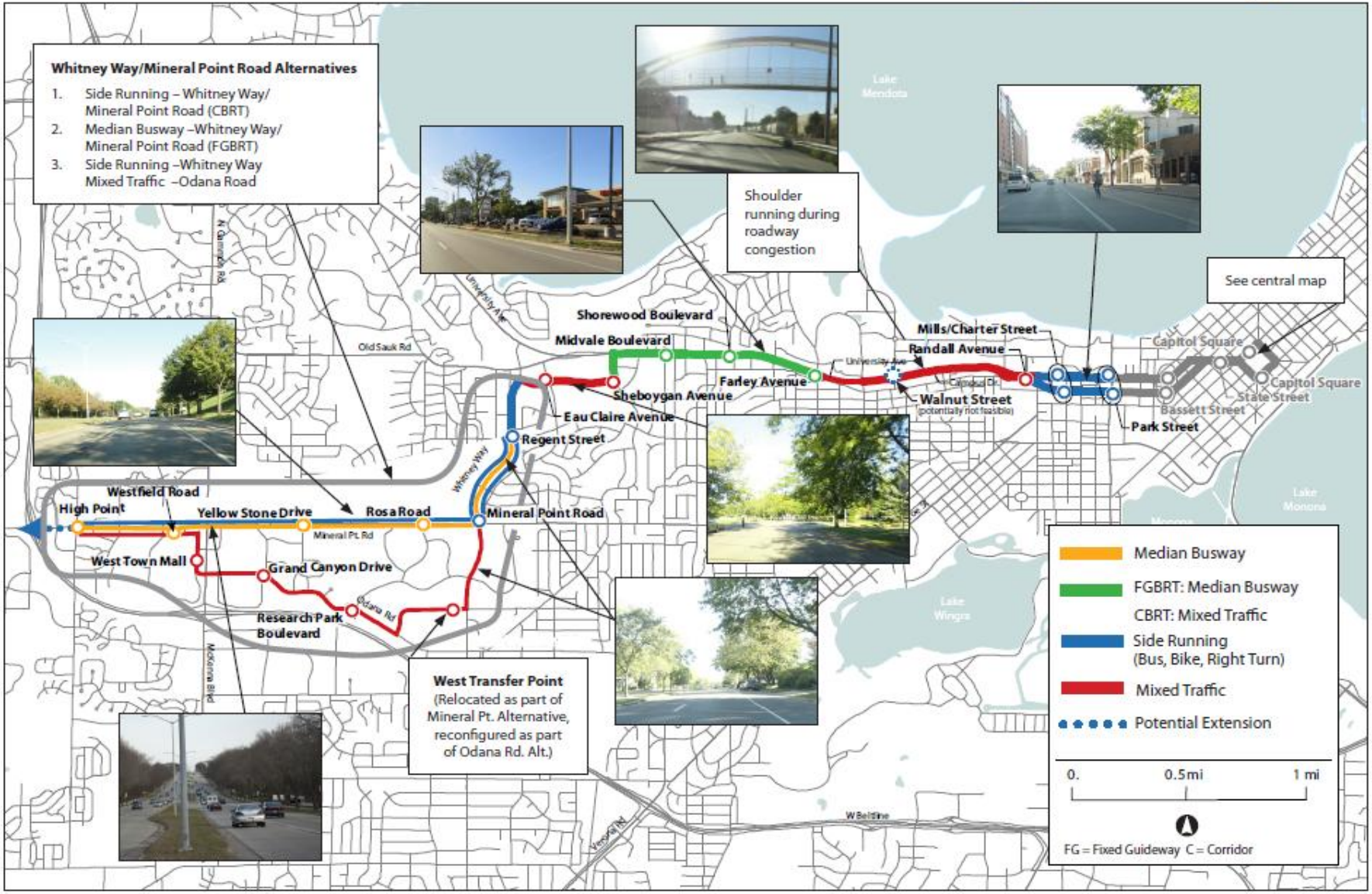
South Corridor: Stations and Runningway Types



East Corridor: Stations and Runningway Types

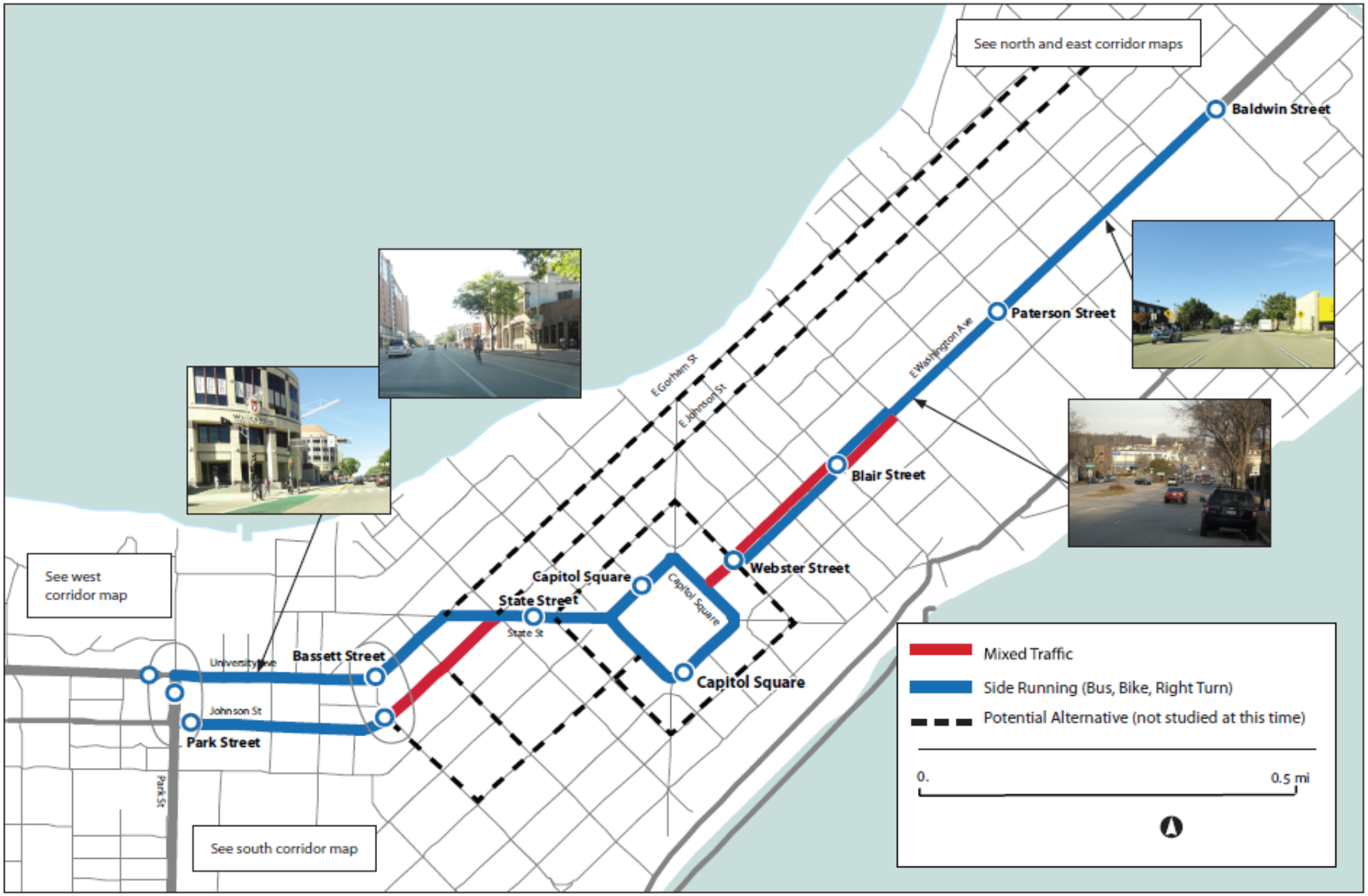


West Corridor: Stations and Runningway Types



North Corridor: Stations and Runningway Types

Central Corridor: Stations and Runningway Types



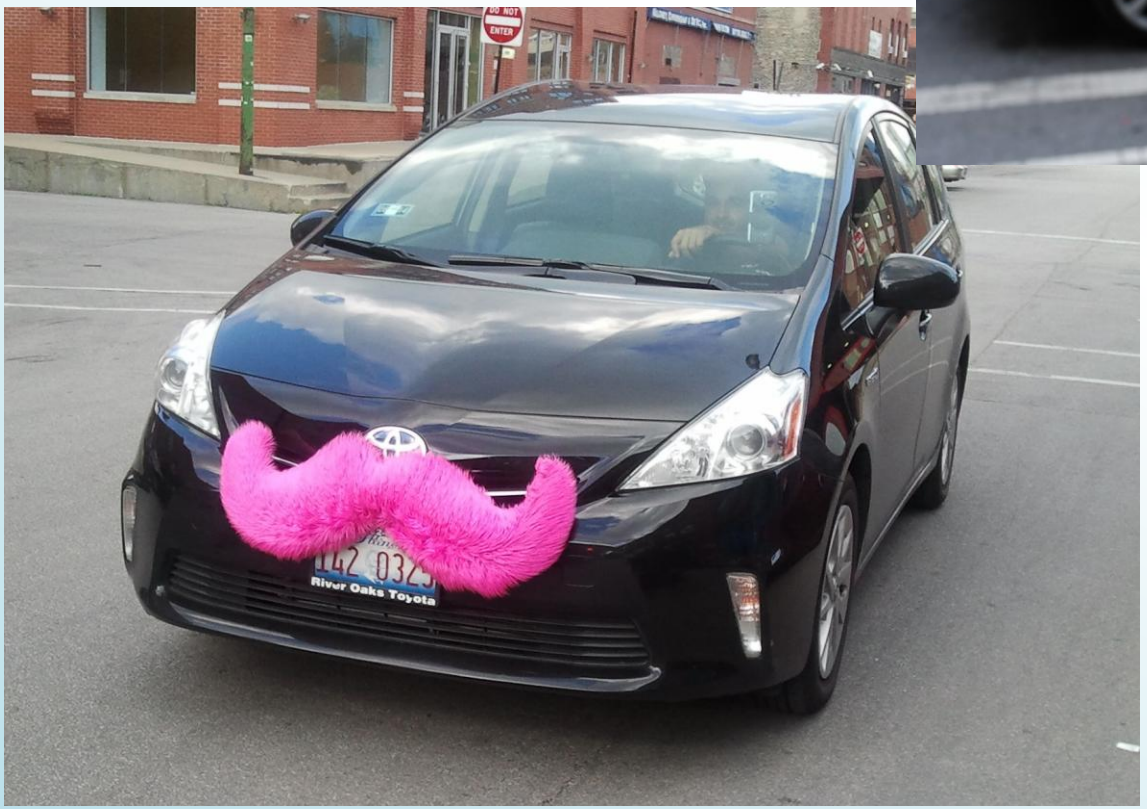
Shared Mobility

Transit/Shared Mobility Opportunities

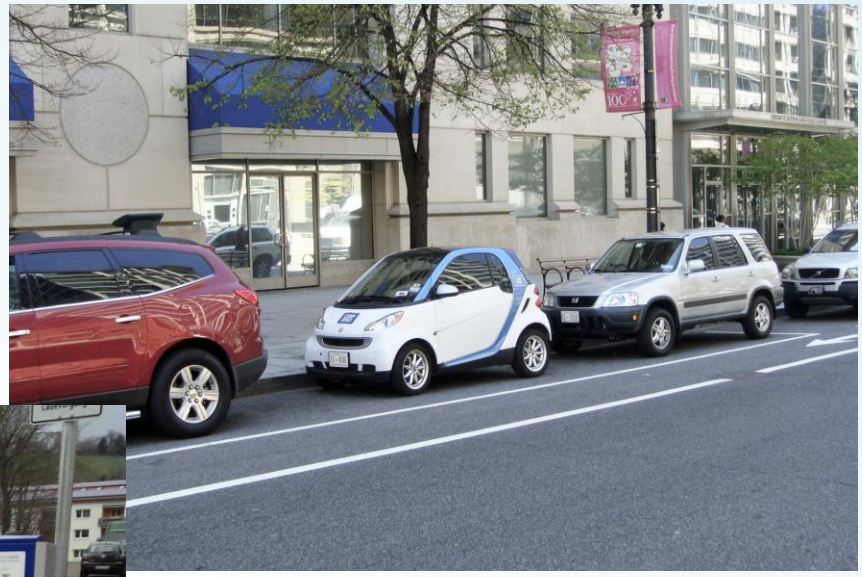
Transit/Shared Mobility Opportunities

Transit/Shared Mobility Opportunities

Transit/Shared Mobility Opportunities



Transit/Shared Mobility Opportunities



Transportation Demand Management (TDM)

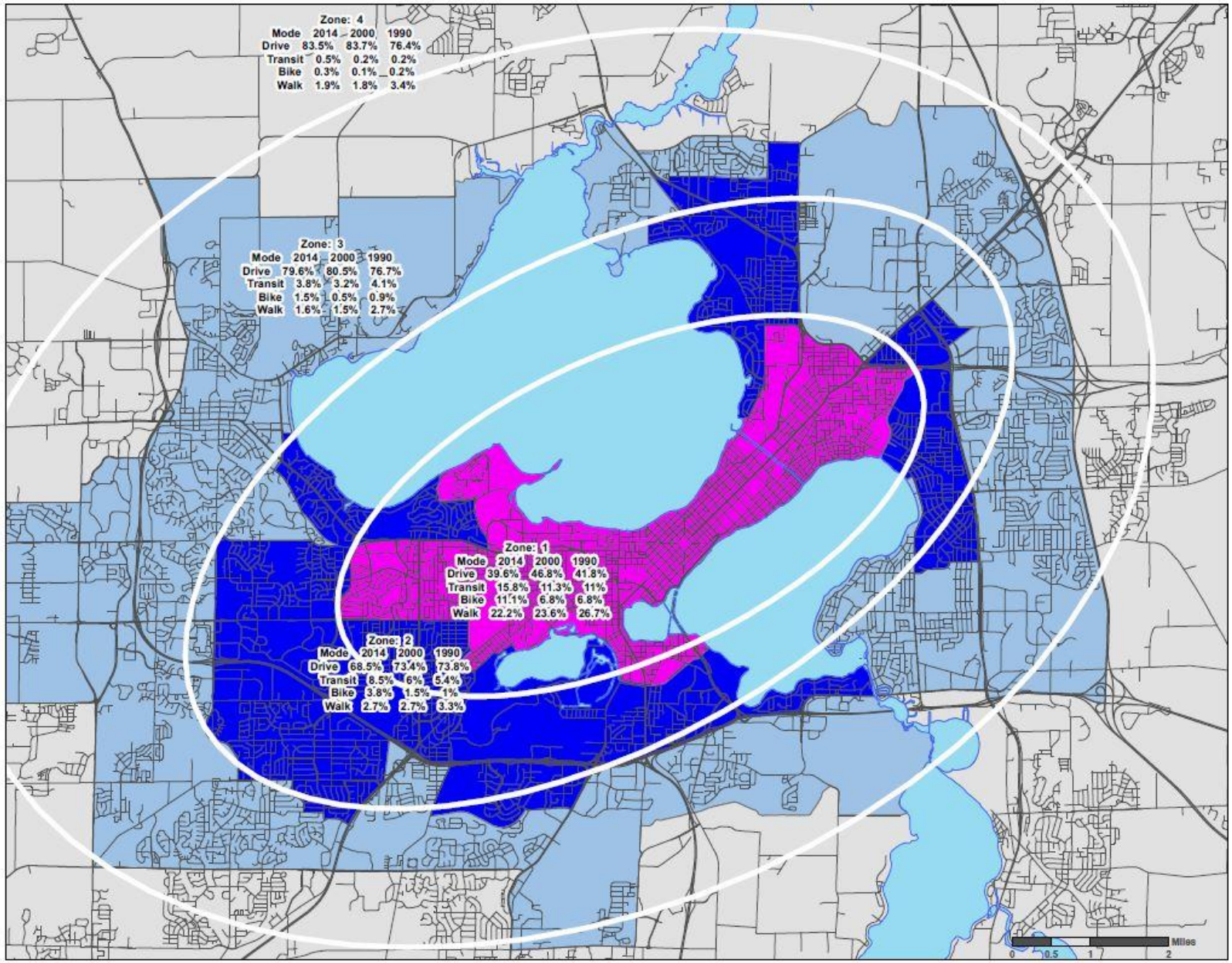
Recommendations (Follow-Up Planning/Refinement)

⟶ Institute employer-based **Transportation Demand Management (TDM)** measures as part of a comprehensive City-wide TDM program, in order to enhance the desirability of non single-occupancy vehicle (SOV)-based transportation modes – including public transit, ridesharing, bicycle and pedestrian transportation.

⟶ Develop a prototype **Transportation Management Association (TMA)** in the City of Madison, at an appropriate area of the City (such as downtown Madison, the Capitol East District or UW Research Park), as a mechanism to organize individual employers and administer TDM initiatives.

Next Steps

Measuring Transportation Progress: Performance Goals



MADISON IN MOTION
Sustainable Transportation Master Plan

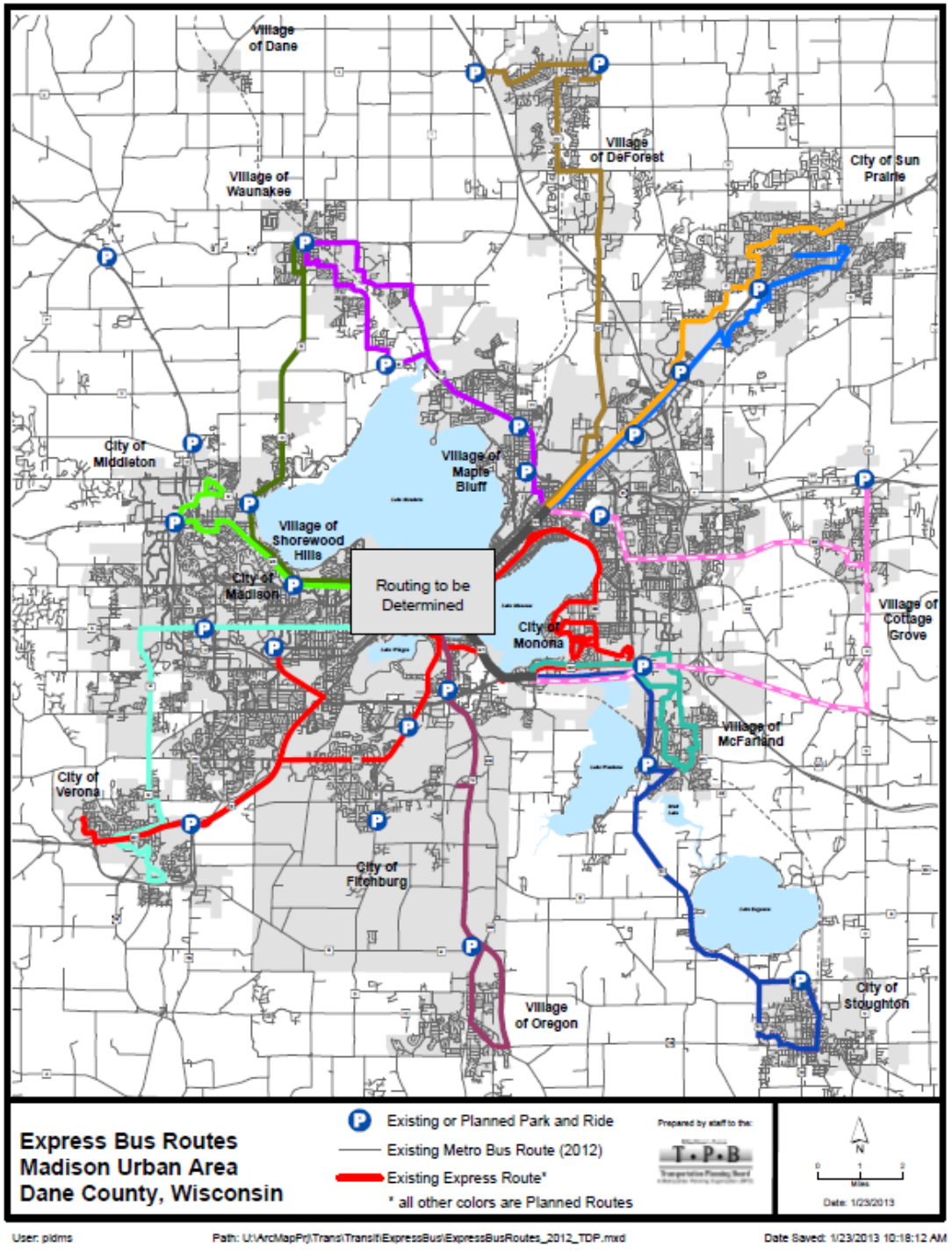
Mode Share: Geographies

Source:
2014 ACS 5 Year Estimates Table B08301
Means Of Transportation To Work For
Workers 16 Years And Over
Aggregated Census Tract Data

September, 2016

Intercity & Regional Transportation

Express Bus Opportunities



Intercity Bus Service

Intermodal Transit Terminal (La Crosse, WI)