

Land Use and Transportation Element – Actions Summary for Top Five Strategies

Strategy 2: Continue to pursue implementation of bus rapid transit (a more frequent bus service with fewer stops) to improve travel times and increase ridership.

- 134 Comments, 123 Actions
- Frequent Topics
 - Bus/Metro – 56
 - 16 comments provided actions to improve Metro service, such as expanding hours, fewer stops for quicker cross-town travel, more frequent buses, and funding a new bus barn.
 - 16 comments address Metro routes. Improved bus service for lower income and marginalized populations, additional East-West routes, and generally improved routes were discussed.
 - 10 comments are related to funding, two mention TIF.
 - 5 comments are related to ridership promotion and strategies to increase bus usage.
 - 3 comments called for expanding peripheral bus service.
 - Action Example: *“Where feasible, having designated lanes for buses (or similar) to make transit more reliable than driving.”*
 - BRT – 34
 - 17 general comments: “Pursue BRT in the context of reducing implications of sprawl. We need quicker service for west/east side to get downtown” is an example. Some comments also related to funding, use of TIF or collaborating with state, federal, and other local governments.
 - 10 comments address BRT corridors/ routes. Several comments call for dedicated BRT lanes.
 - 5 comments relate primarily to incrementally implementing BRT. “Add low-cost changes to all road projects to prepare for BRT implementation” is an example.
 - 2 comments call for educating the public about using BRT and how it differs from traditional bus service.
 - Action Example: *“Include BRT design in the ongoing beltline improvement project.”*
 - Intercity/Regional Transit – 15
 - 7 comments address connecting transit to employment. Comments mentioned express routes and collaborating with employers to provide bus passes to employees.
 - 5 comments call for regional transportation. Collaborating with neighboring communities for bus and BRT and creating transfer points in other communities were mentioned.
 - 2 comments addressed light rail.
 - 1 comment calls for an intercity bus terminal.
 - Action Example: *“Prioritize a Lake Street regional bus station with expanded parking garage on the footprint of the existing Lake Street Ramp.”*

Strategy 1: Improve transit service to peripheral employment and residential locations, with a focus on reducing the travel time for transit dependent populations.

- 88 Comments, 78 Actions
- Frequent Topics
 - o Bus/ Metro – 50
 - 13 comments focused on Metro routes. Five action comments called for conducting a transit use survey to determine where to add routes. Other comments called for express routes, more North Side busses, and more frequent/ efficient buses.
 - 12 comments address connecting transit to employment. Partnerships with employers, employer incentives, and additional routes to peripheral employment centers were discussed.
 - 10 comments address equity and access. Buses that can accommodate people of varying mobility, reviewing policies that affect marginalized populations (such as discretionary missed fare guidance), and additional routes for underserved populations were discussed.
 - 10 comments addressed general Metro service. Connectivity to other modes of travel, neighborhood transit, and an “on call” service are reflected in the comments.
 - 5 comments call for private transit partners. Working with businesses, Madison College, UW, and Epic were detailed.
 - Action Example: *“Trial run routes with smaller vehicles, like vans, for cost efficiency and to find the right routes.”*
 - o Intercity/ Regional Transit – 9
 - Use of a regional transit authority and expanding service to the suburbs were key themes. Two comments call for expanded service to further away communities (Janesville, Beloit, Chicago, etc.).
 - Action Example: *“Continue to pursue regional public transit with close suburbs.”*
 - o Light Rail – 6
 - Comments related to light rail were more general. One comment mentioned improved connections to the airport.
 - Action Example: *“Light rail system to get commuters to work and the airport.”*

Strategy 6: Ensure all populations benefit from the City's transportation investments.

- 85 Comments, 73 Actions
- Frequent Topics
 - o Bus/ Metro – 40
 - 14 comments addressed Metro service. Five comments related to having a more equitable fee structure. One action proposed a discounted weekend “family ticket.” Improving multimodal connectivity, such as coordination with B-Cycle, was also proposed. Other comments called for improved service between transfer points, and better service to locations such as the zoo.
 - 11 comments addressed equity and access. Conducting equity reviews, reducing Metro fees and expanding low-income bus passes, conducting a transit needs survey, and ensuring that Metro hires a diverse and inclusive workforce were common comments.
 - 9 comments specifically related to Metro routes. Expanding bus routes, routes to after school activities, and more routes in “lower-income areas and outlying neighborhoods,” especially the North Side, were all mentioned.
 - Action Example: *“Consider expanding service hours to accommodate night shift workers.”*
 - o Transportation Funding – 7
 - 3 comments called for some form of vehicle tax to fund public transit.
 - 2 comments called for equity reviews to ensure that expenditures are made in accordance with transportation needs.
 - Action Example: *“Make Public transit a Public utility paid for with taxes/fees, just like roads and bike paths, thus increasing low income access.”*
 - o Public Participation – 4
 - 1 comment called for continued outreach to neighborhoods and “engagement of diverse consumers in advisory board.” Some mentioned the importance of equity in public participation and the decision making process.
 - 1 comment called for inclusion of disabled and elderly populations in transportation decision-making processes.
 - Action Example: *“Identify levels of impact and weight prioritization of benefits based on that.”*
 - o Development – 4
 - 3 comments generally addressed development decisions and call for impact studies for new developments, low income housing developed in transit accessible areas, and ensuring that new construction has enough parking.
 - 1 comment calls for all parts of the community, with emphasis on the fringe, being served.
 - Action Example: *“Identify impacts to transportation from all new developments, how many people and what transportation needs.”*

Strategy 11: Improve access to transit service to nearby cities, such as Milwaukee, Chicago, and Minneapolis.

- 91 Comments, 77 Actions
- Frequent Topics
 - Intercity/ Regional Transit – 44
 - 19 comments focus on an intercity bus terminal. The central focus of these comments was the creation of a dedicated bus terminal. Downtown, Judge Doyle Square, the Alliant Energy Center, and the future Public Market were suggested as locations.
 - 18 comments generally discussed regional transit.
 - Three comments mentioned connections to other Wisconsin communities, such as Appleton, Green Bay, Mt. Horeb, Blue Mounds, and attractions, such as Devil's Lake. Three comments called for connections to Columbus, WI and Harvard, IL to access Amtrak.
 - Collaboration with neighboring municipalities was mentioned in five comments.
 - 7 comments were related to intercity rail. Connection to Milwaukee was mentioned in 5 of the comments.
 - Action Example: *"In cooperation with bus companies, UW-Madison, and other partners, support the construction of an inter-city bus terminal."*
 - Light Rail – 20
 - Many of these comments were general calls for rail service. Both regional commuter rail and intercity rail were discussed.
 - Action Example: *"Revitalize/organize around potential for a high-speed rail system."*
 - Park & Rides – 4
 - Four comments called for additional park & ride access. Allowing for long-term parking in excess of 48 hours was mentioned.
 - Action Example: *"Increase public awareness of Park and Ride options around the city that make it easy to take buses to cities such as Chicago."*

Strategy 7: Reduce the demand for development of farmland and vacant land on the periphery of the city by encouraging infill and more compact development at appropriate locations.

- 103 Comments, 91 Actions
- Frequent Topics
 - Development Decisions – 33
 - 12 comments focused on providing a range of housing types. Affordable housing, co-housing, co-ops, mixed-use developments, “agri-hoods,” and “family friendly housing in the center city to compete with suburbs” were all mentioned.
 - 4 comments address reducing the tax burden faced by homeowners and developers.
 - 4 comments called for limits on peripheral development.
 - 2 comments called for “town squares in various parts of the city.”
 - Action Example: *“Establish/increase impact fees for peripheral development and make fees tiered according to impact (greater for suburban).”*
 - Zoning and Density – 18
 - 4 comments specifically mention zoning. They call for more mixed-use development, allowing smaller units and smaller lot sizes, and allowing for accessory dwelling units.
 - 4 comments call for increasing density along transit corridors.
 - Comments called for increased density in the following areas: intersection of Nakoma and Midvale, West Towne Mall, and East Towne Mall.
 - 2 comments call for educating residents about the value of density, particularly “central city and near-central residents.”
 - Action Example: *“Establish minimum density standards for key transit-oriented development locations, including peripheral development areas planned.”*
 - Infill – 14
 - 7 comments call for identifying sites for infill and redevelopment.
 - One comment states “add infill in small increments in areas of single family homes: granny flats, duplexes, townhouses...” Contrary to this, another comment calls for infill to focus on office and commercial space so that trips to the periphery for shopping could be reduced.
 - Action Example: *“Focus infill on areas closer to the center of the city.”*
 - Farmland Preservation – 6
 - The comments in this category were largely general. Providing incentives for active farmland at the periphery and identifying environmental benefits for maintaining farmland were mentioned.
 - Action Example: *“When/if development occurs on farmland and vacant land on the periphery, encourage and enable ‘agrihoods.’”*

Strategy #3: Expand our bicycle network, and enable safe and convenient bicycle use.

- 137 comments, 130 actions
- Frequent Topics
 - o Bicycle Path/Route System – 55
 - 19 comments focused on filling in gaps in the existing bicycle network and making bike path connections. Most of these comments were general in nature (“Fill in all gaps in existing off-road bike path network”), but a few had specific recommendations (“Create a waterfront bike/ped path connecting James Madison Park to the UW Memorial Union and Lakeshore bike path.”)
 - 10 comments focused on providing a comfortable/safe/low stress bike route system.
 - 7 comments covered the need for additional or improved bike parking/amenities for bicyclists.
 - 7 comments discussed the need to include bicycle lanes on major street corridors, with some specifically mentioning streets like Williamson, Johnson, and Monroe.
 - There were a wide range of other comments that varied from specific overpass recommendations to wayfinding to paving state trails that connect to Madison.
 - Action Example: *“Fill gaps in the regional network to connect to safer on-street routes & paths”*
 - o Bicycle Lanes – 22
 - 9 comments discussed the need for protected bike lanes.
 - 4 comments discussed the need for more bike lanes (in addition to the above comments on protected bike lanes).
 - There were a variety of other comments, several with specific recommendations (like adding bike lanes to West Washington Ave), and some that covered other general topics, like better plowing of bike lanes in the wintertime.
 - Action Example: *“Have protected bike lanes as the default design.”*
 - o Bicycles (misc. comments) – 13
 - 3 comments dealt with B-cycle/bike sharing expansion (both the number of stations and having the system open year-round)
 - Other comments were widely varied, such as supporting e-bike use and donating abandoned bikes to children of lower-income families.
 - Action Example: *“Expand BCycle in bicycle friendly areas -- our area (near Yahara river) barely has anything near it, and is very bike friendly.”*
 - o Bicycle Safety – 11
 - 4 comments focused on enhancing police enforcement of traffic violations that endanger bicyclists.
 - Other comments discussed the need for road design elements that make bicycling safer and slowing car speeds.
 - Action Example: *“Prioritize safety (tabled crosswalks, colored flashers, raised intersections, traffic calming).”*
 - o Bicycling Education – 7
 - Action Example: *“Better education and enforcement of travel rules, particularly distracted driving.”*