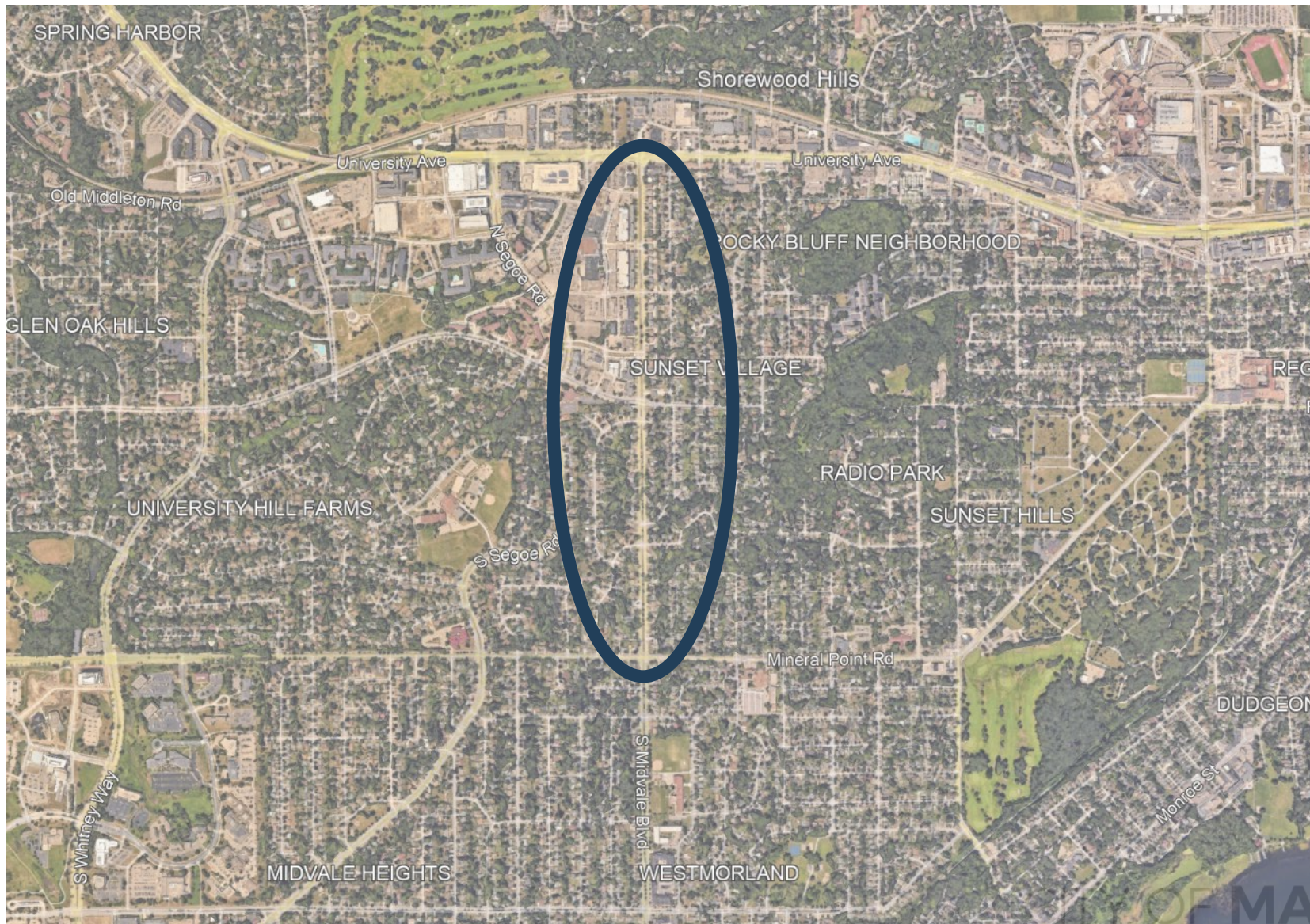
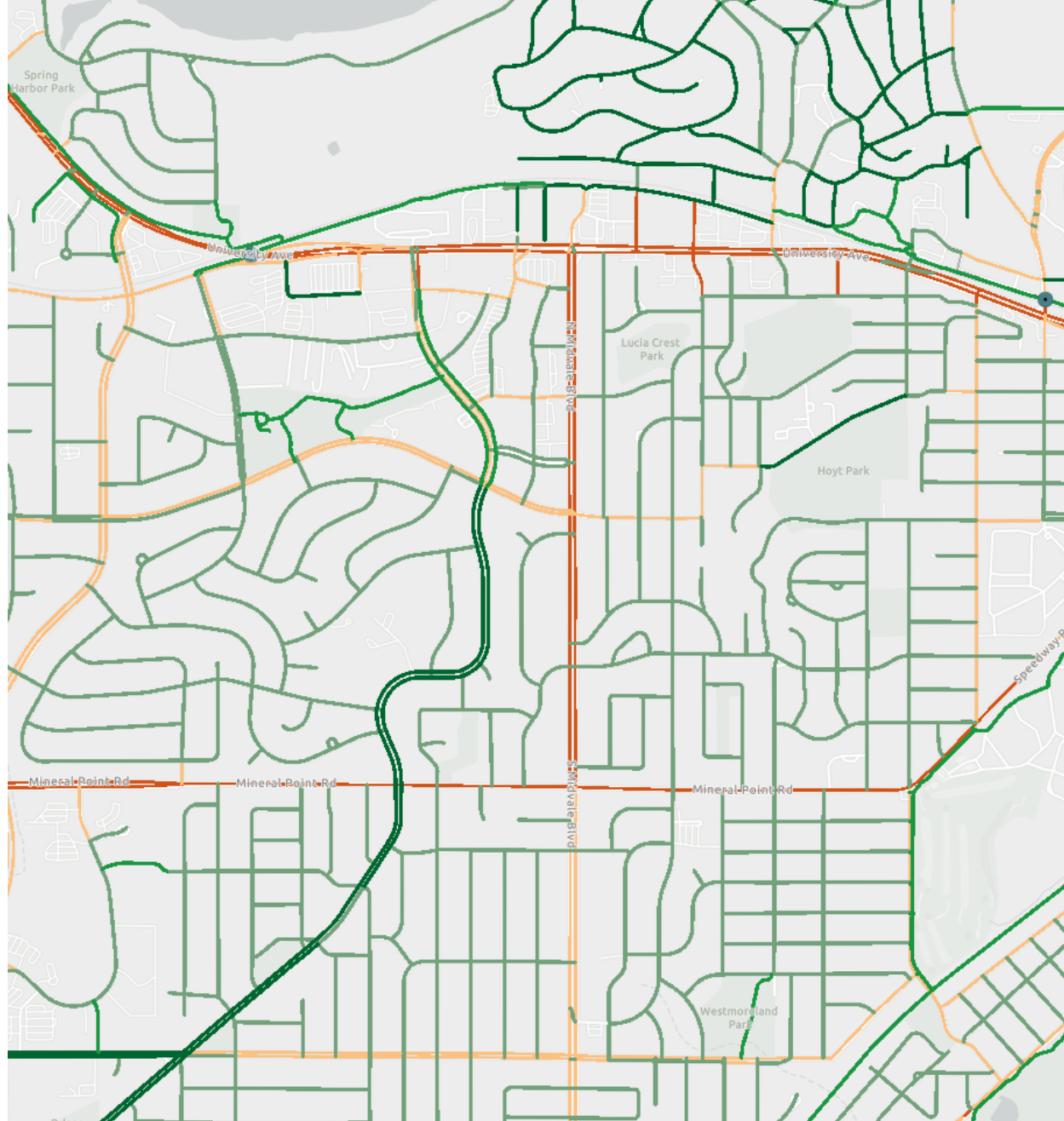


Midvale Boulevard—Resurfacing & Bike Options



Background

- Discussed at Transportation Commission as part of Safe Streets Madison program
- 1st PIM—May 3, 2023
 - General feedback regarding traffic
- 2nd PIM—October 30, 2023
 - Buffered bike lane proposal with mixed response
- 3rd PIM—January 30, 2025
 - Buffered bike lane proposal with negative response

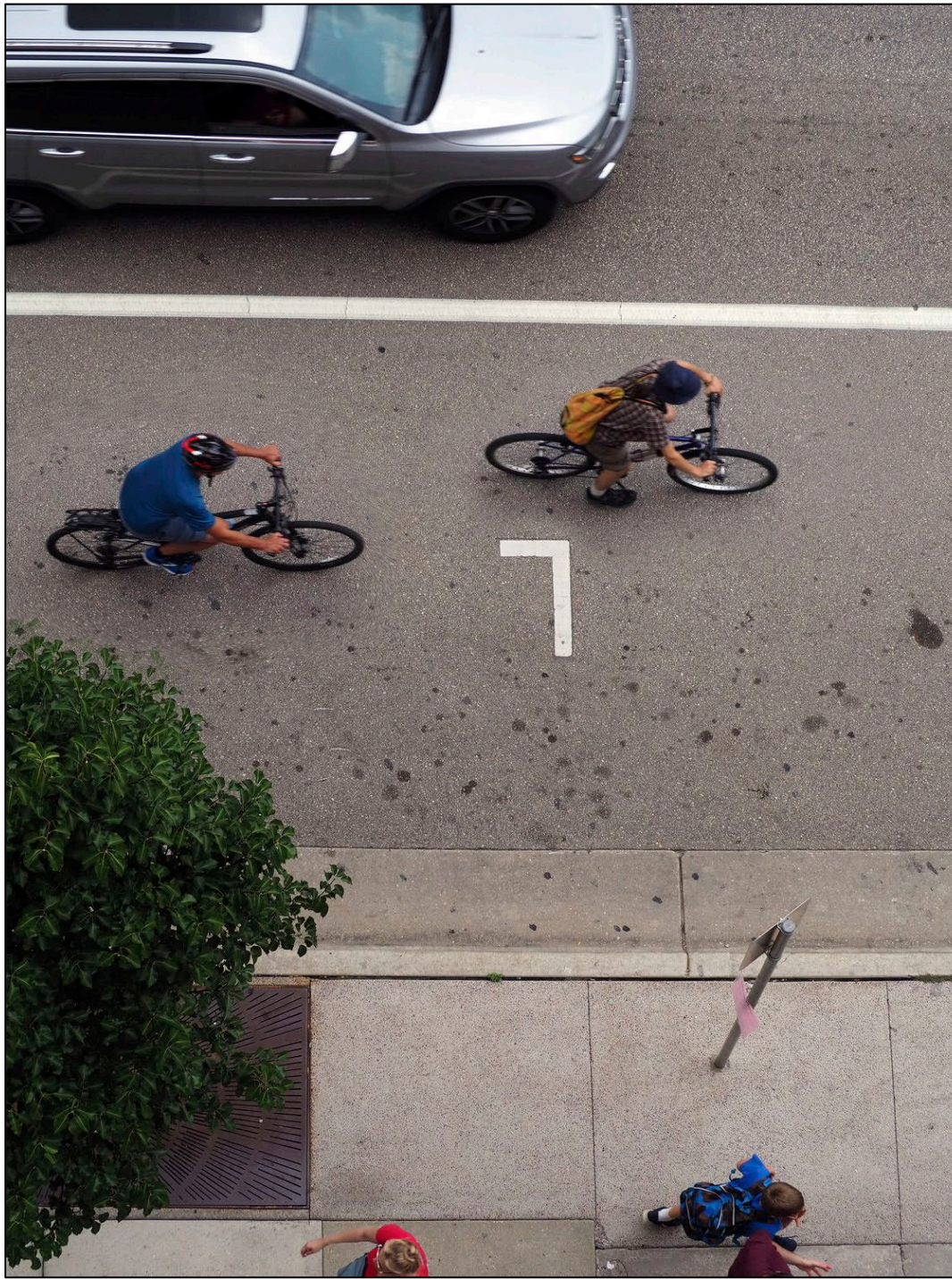


Low-Stress Bike Route Finder

City of Madison

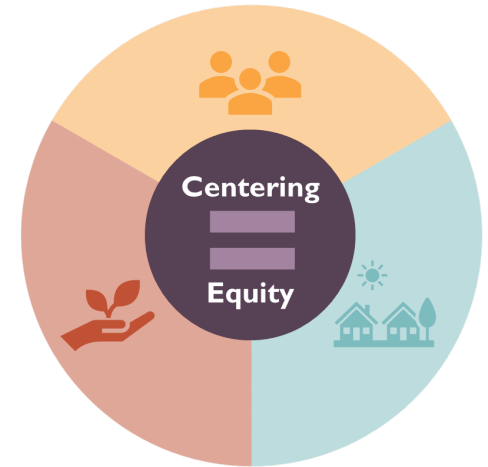
Complete Green Streets Guide

Approved January 6, 2023



STREET VALUES

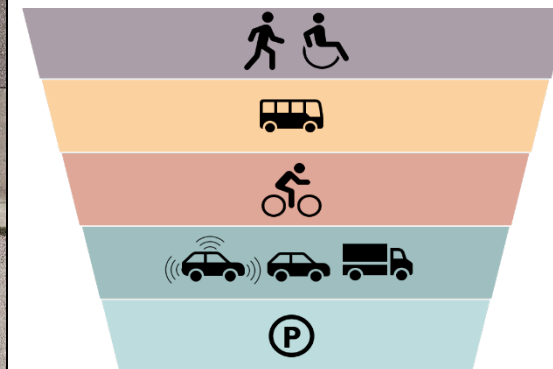
Putting People First



Fostering
Sustainability

Supporting
Community

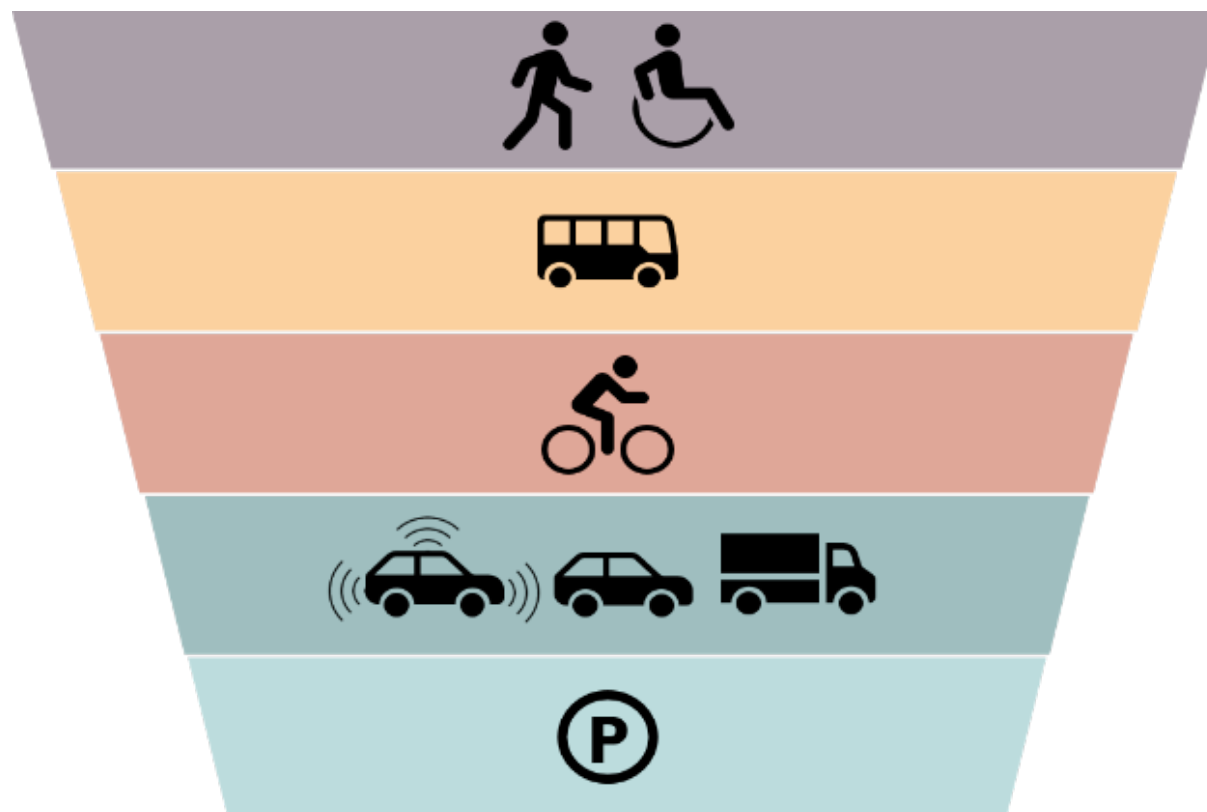
MODAL HIERARCHY



MADISON



MODAL HIERARCHY



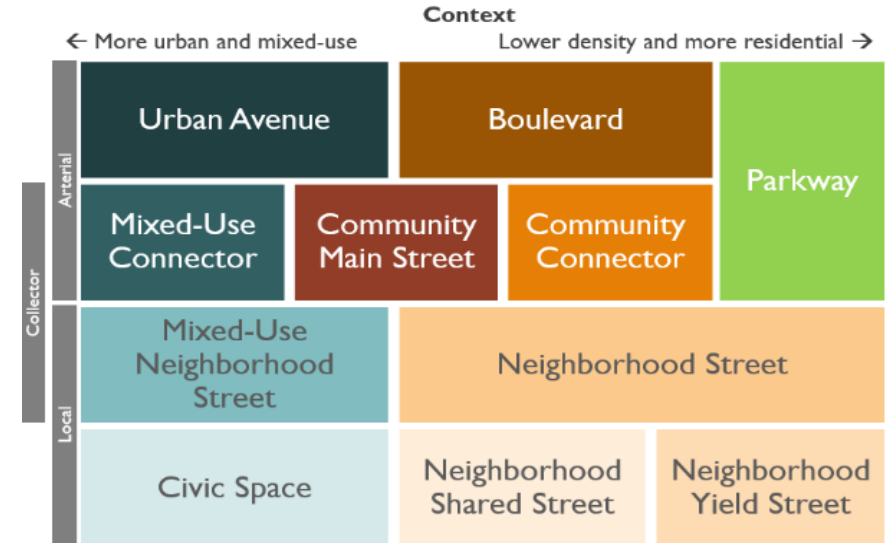
Complete Green Streets

○ Midvale Blvd Street Type: **Boulevard**

- Connecting major streets conveying large numbers of people.
- Longer blocks and few driveways.
- Could be edges of neighborhoods, commercial corridors and new mixed-use.



Street Types



Complete Green Streets

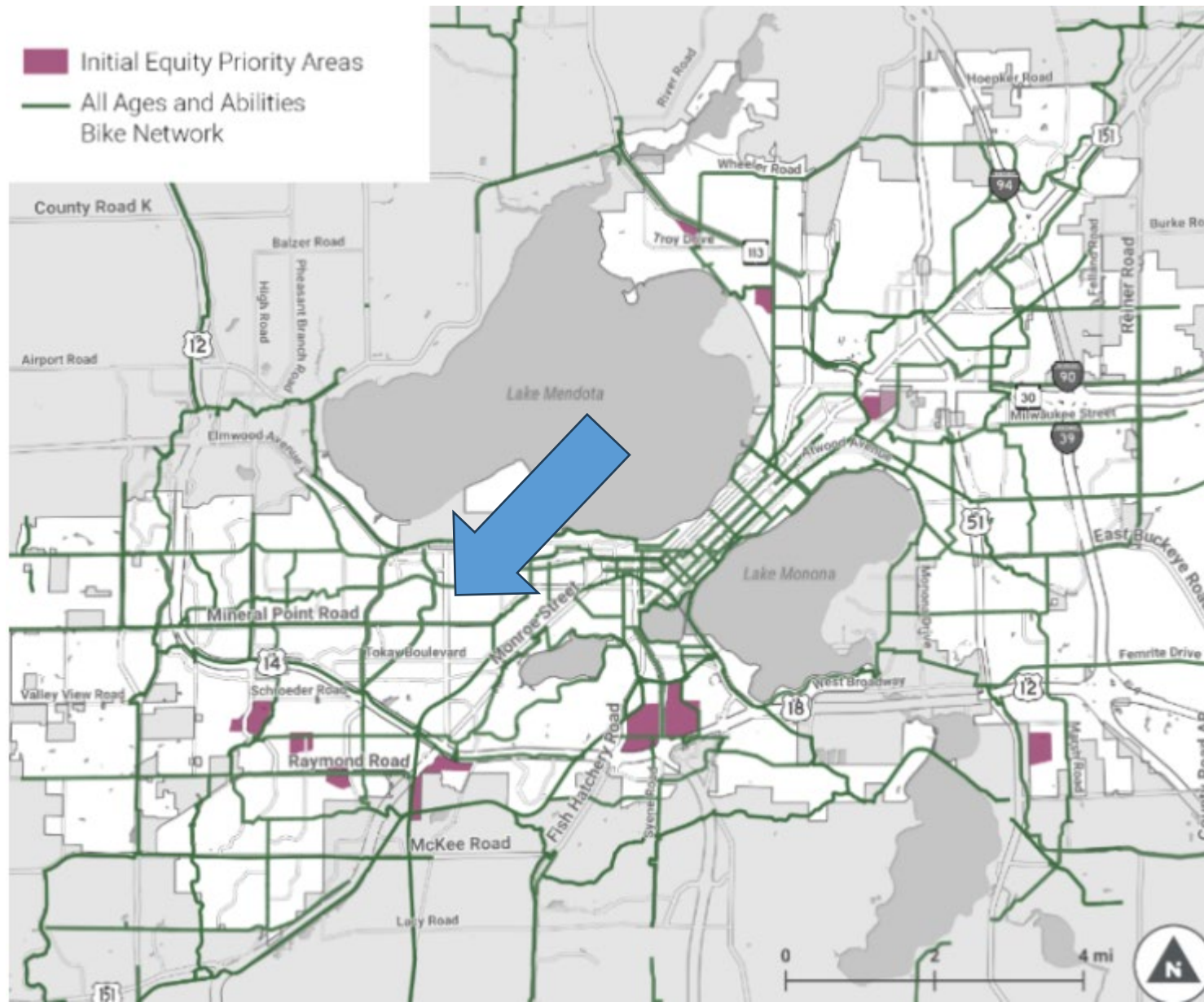
- Midvale Blvd Street Type: **Boulevard**

Zone Priorities and Preferred Elements for Each Zone

Walkway Medium Priority	Flex Zone Low Priority	Travelway High Priority	Additional Considerations
Standard 6' sidewalks with buildings offset from the sidewalk by landscaping (or parking in some already-developed areas). May be a shared-use path instead of a sidewalk on one or both sides.	Landscaped terrace with street trees and enhanced transit stops.	Appropriate transit accommodations, protected bike lanes, typically 2 travel lanes per direction, and medians.	Pedestrian and bicycle crossing spacing, crosswalk visibility, snow storage. Median width to allow for trees.



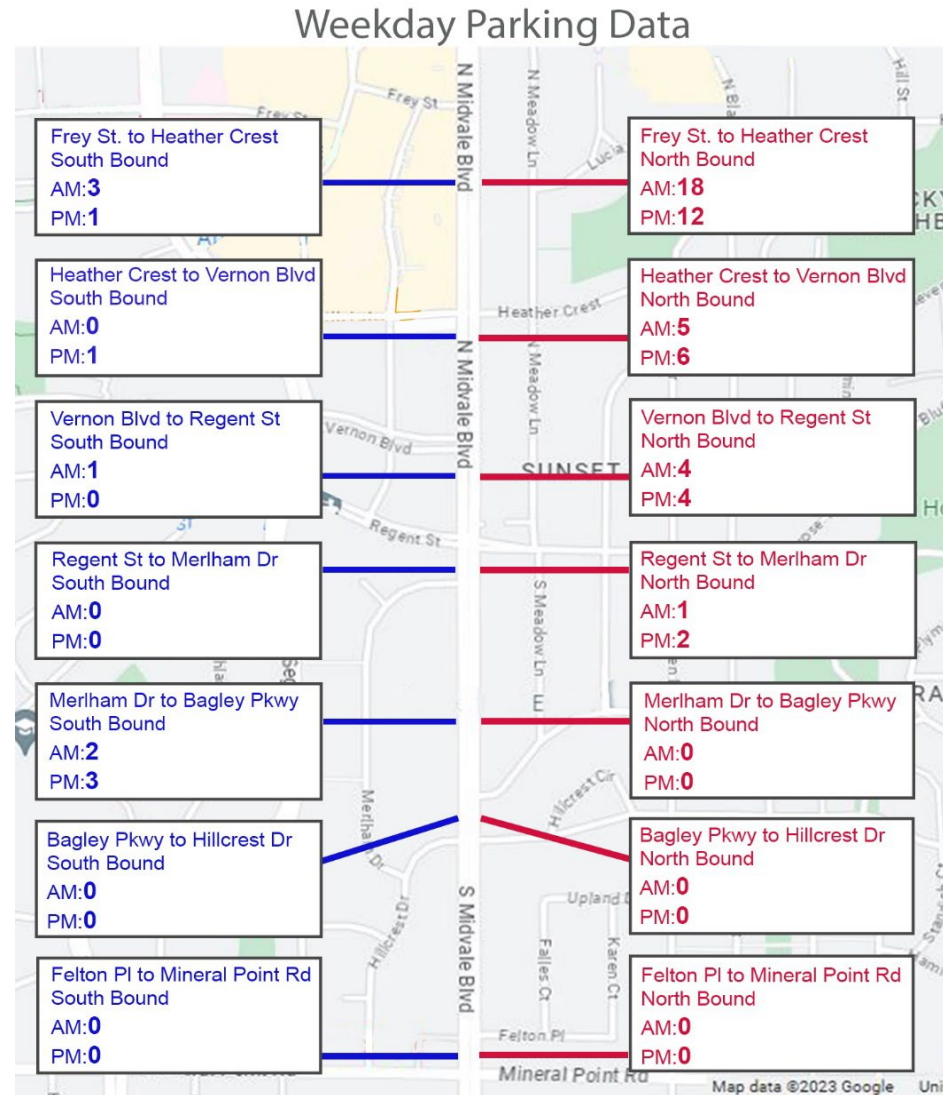
All Ages and Abilities Bike Network—initial draft



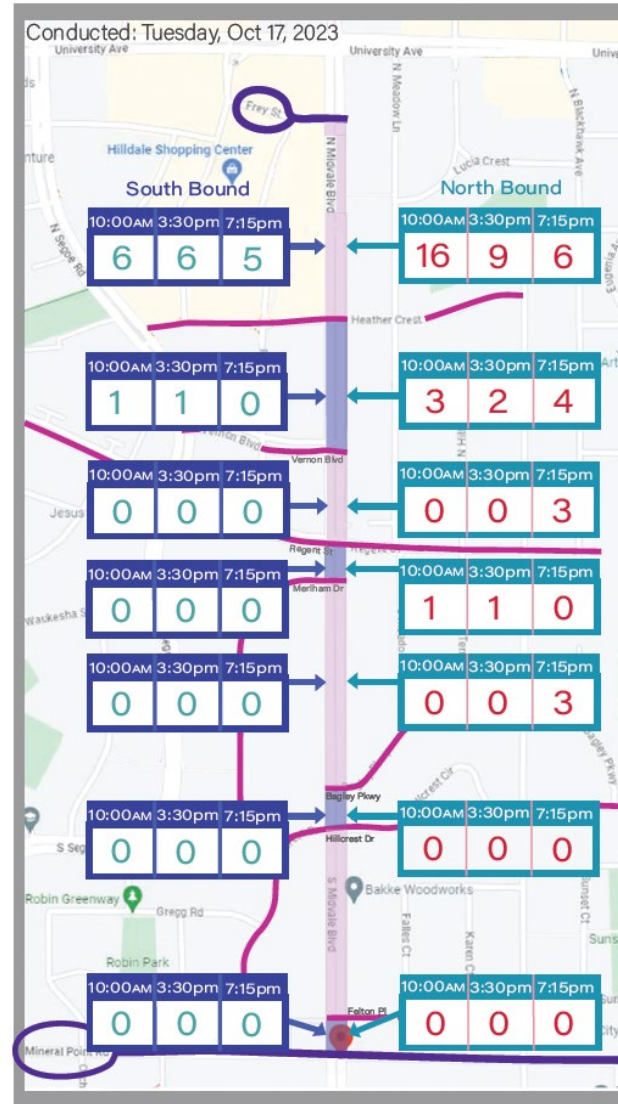
MADISON



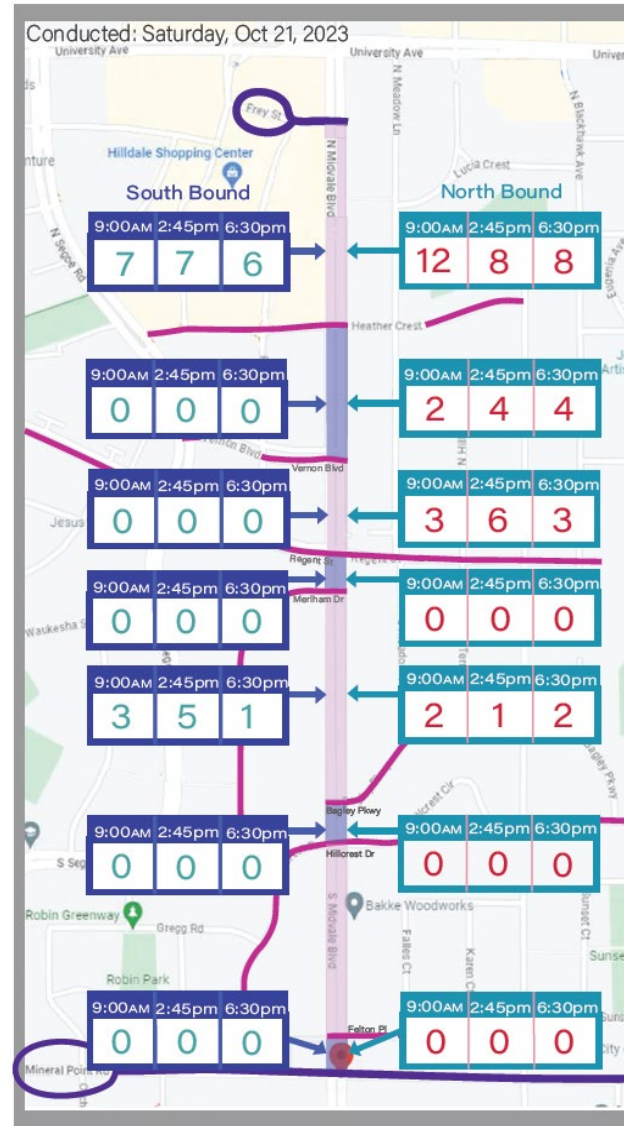
Parking Data – May 2023—weekday



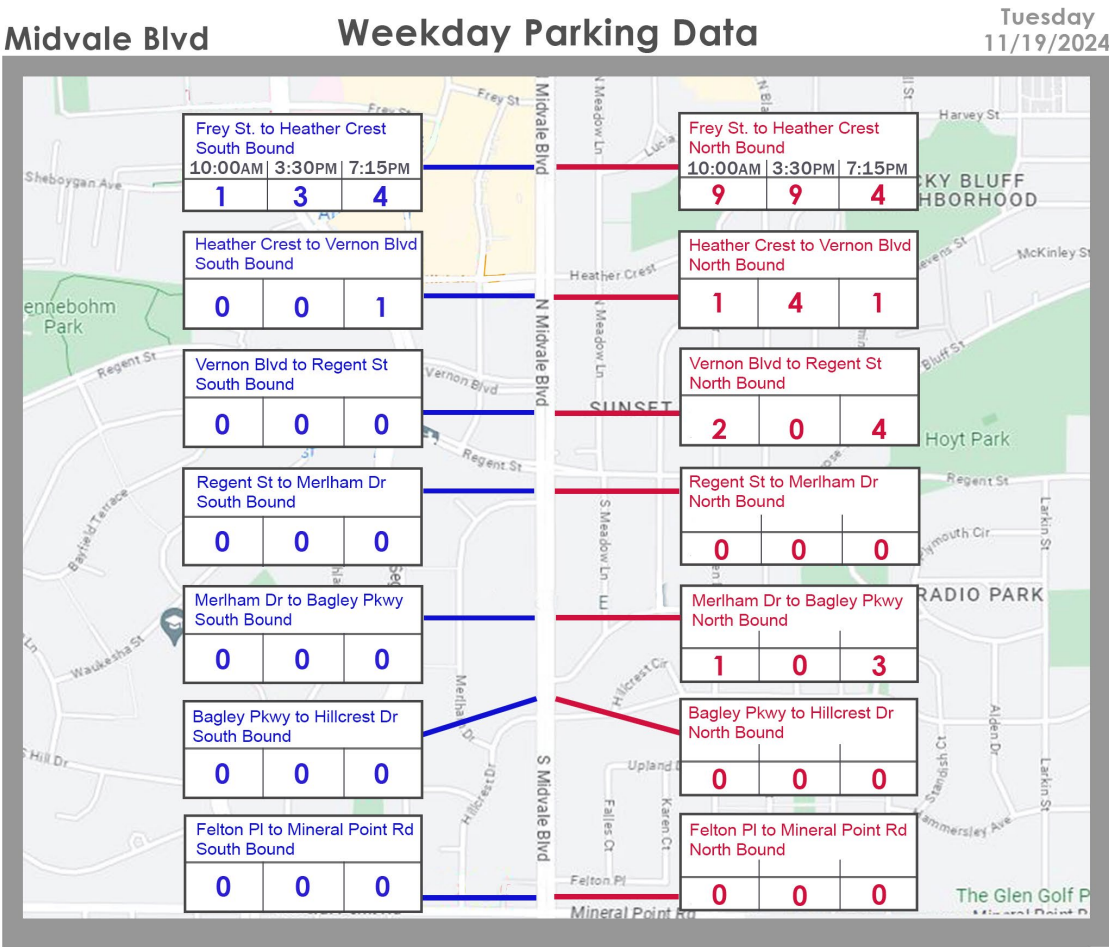
Parking Data – October 2023, Tuesday



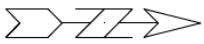
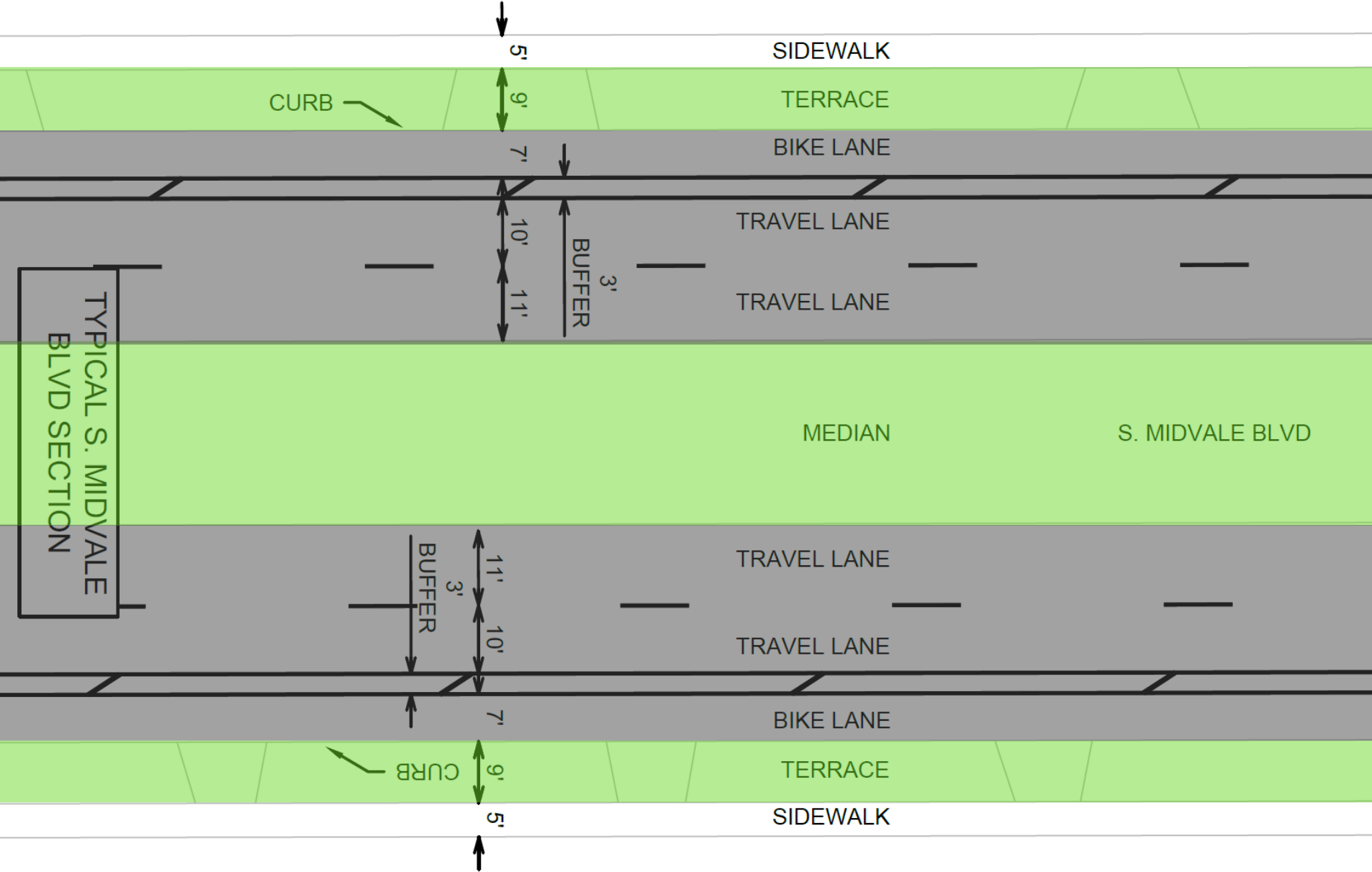
Parking Data – October 2023—Saturday



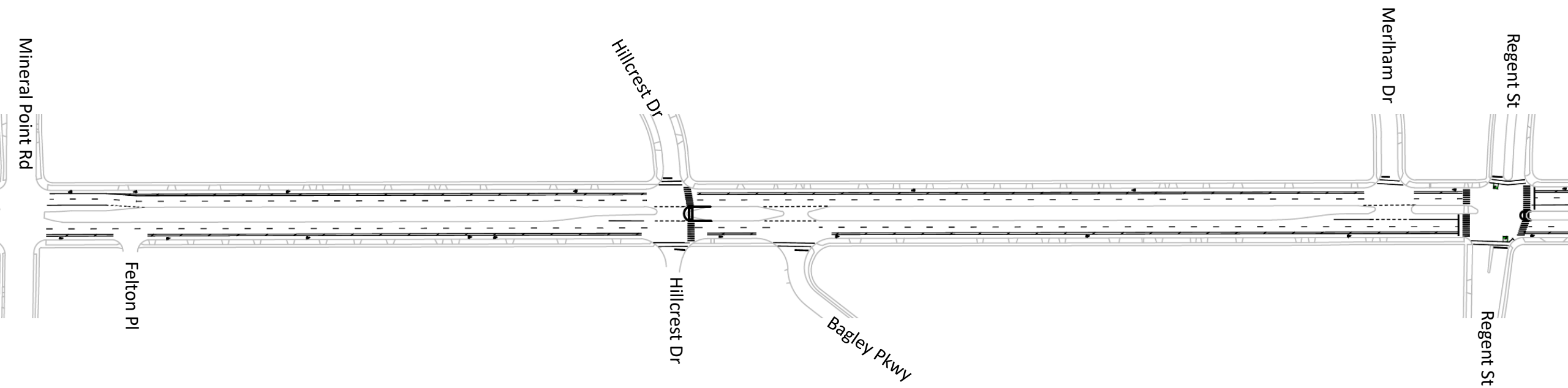
Parking Data – November 2024—Tuesday



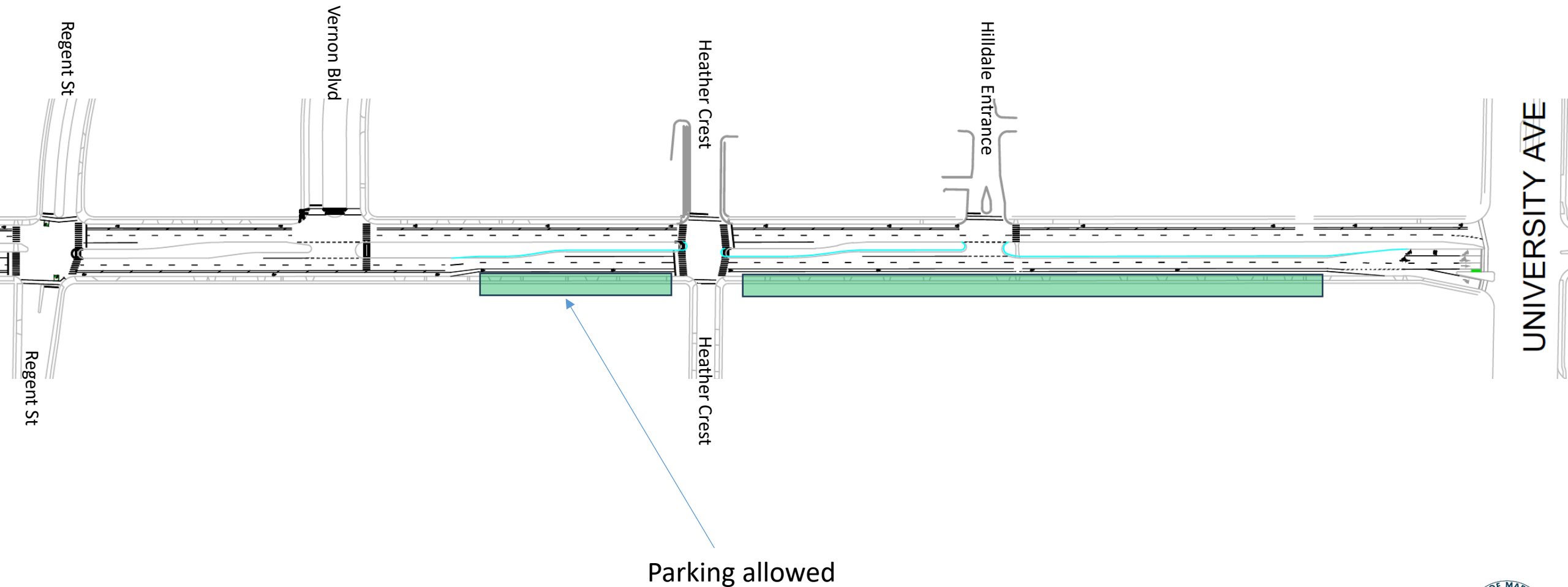
Proposed Design



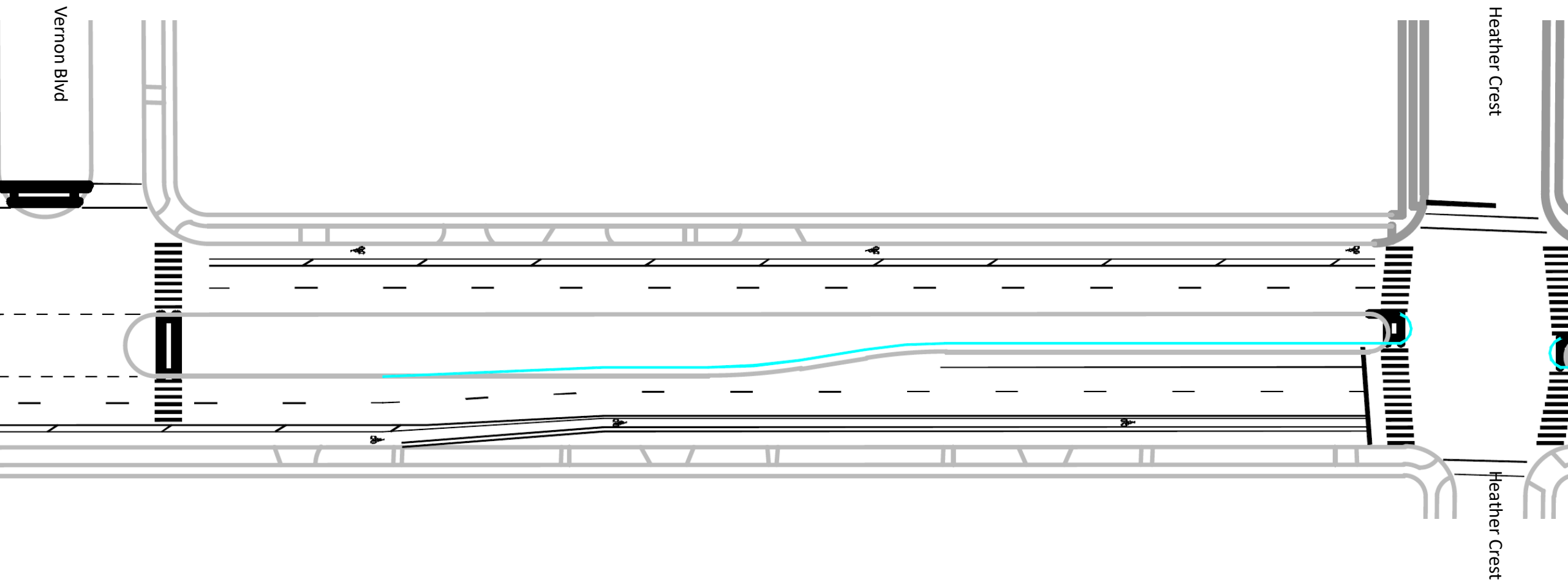
Proposed Design



Proposed Design



Proposed Design--Revised for Bike Buffer

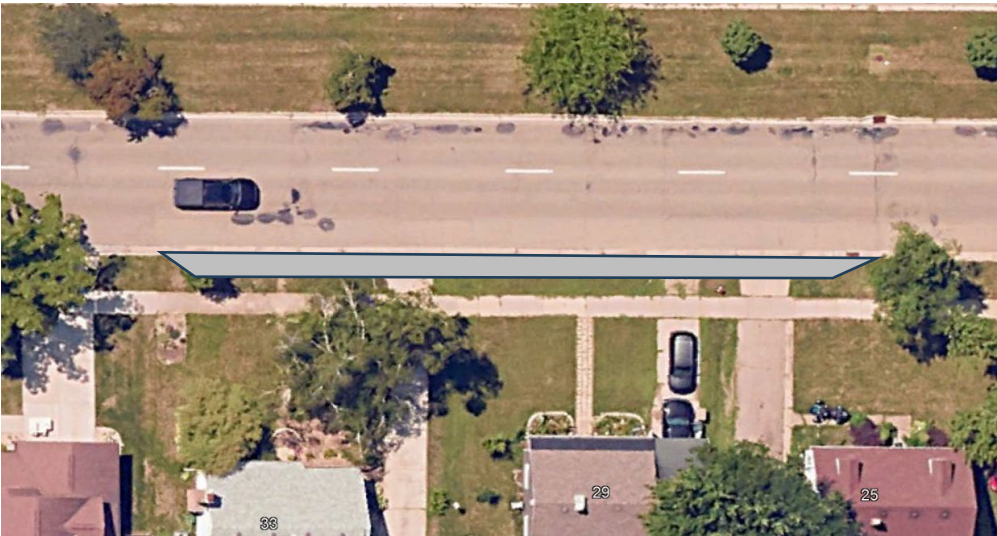


Proposed Design--Revised for Bike Buffer

- January 2025 Public Information Meeting
 - 100+ attendees
 - 150 questions answered
 - 90% negative
- Investigated additional options based on meeting feedback

Dismissed Options:

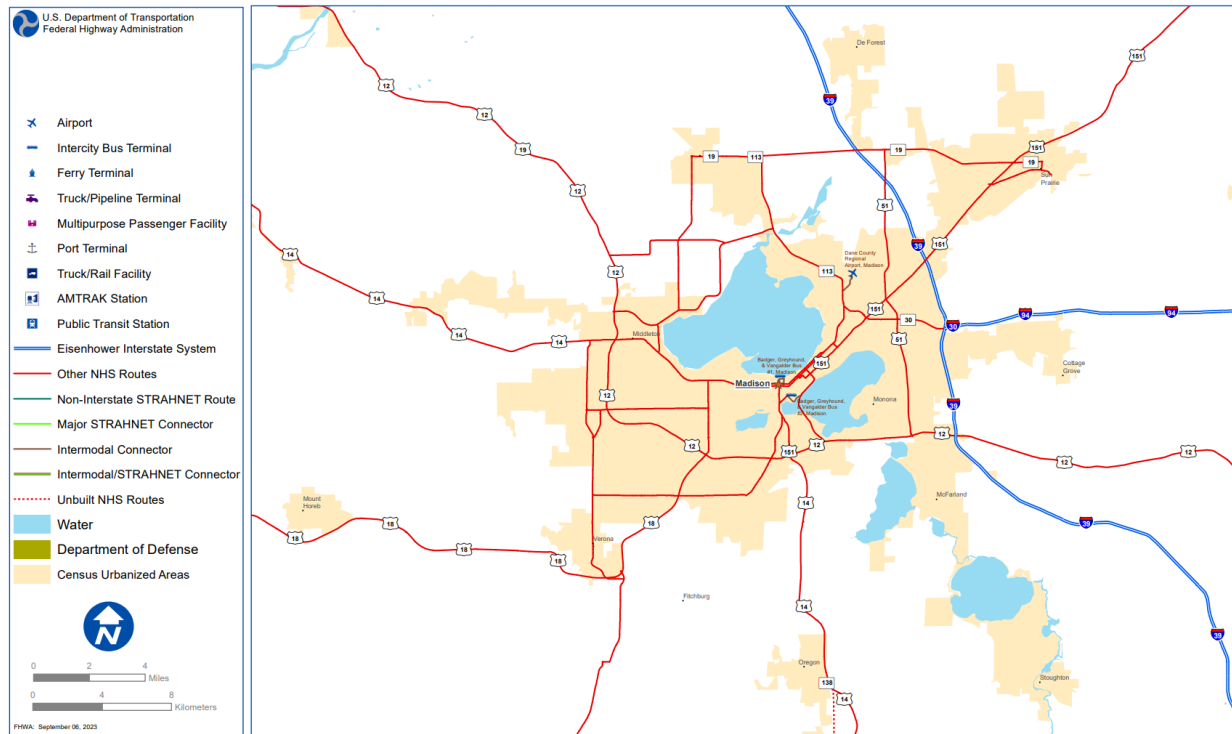
- Parking Cutouts
- Narrowing median entire length to gain street width
- Peak-hour parking restrictions (1 lane overnight)



Other investigations—permanent lane reduction

- Traffic volumes remain lower than pre-covid
- Past volumes and future projection of traffic is a concern for any lane reduction
- Midvale Blvd is part of the National Highway System

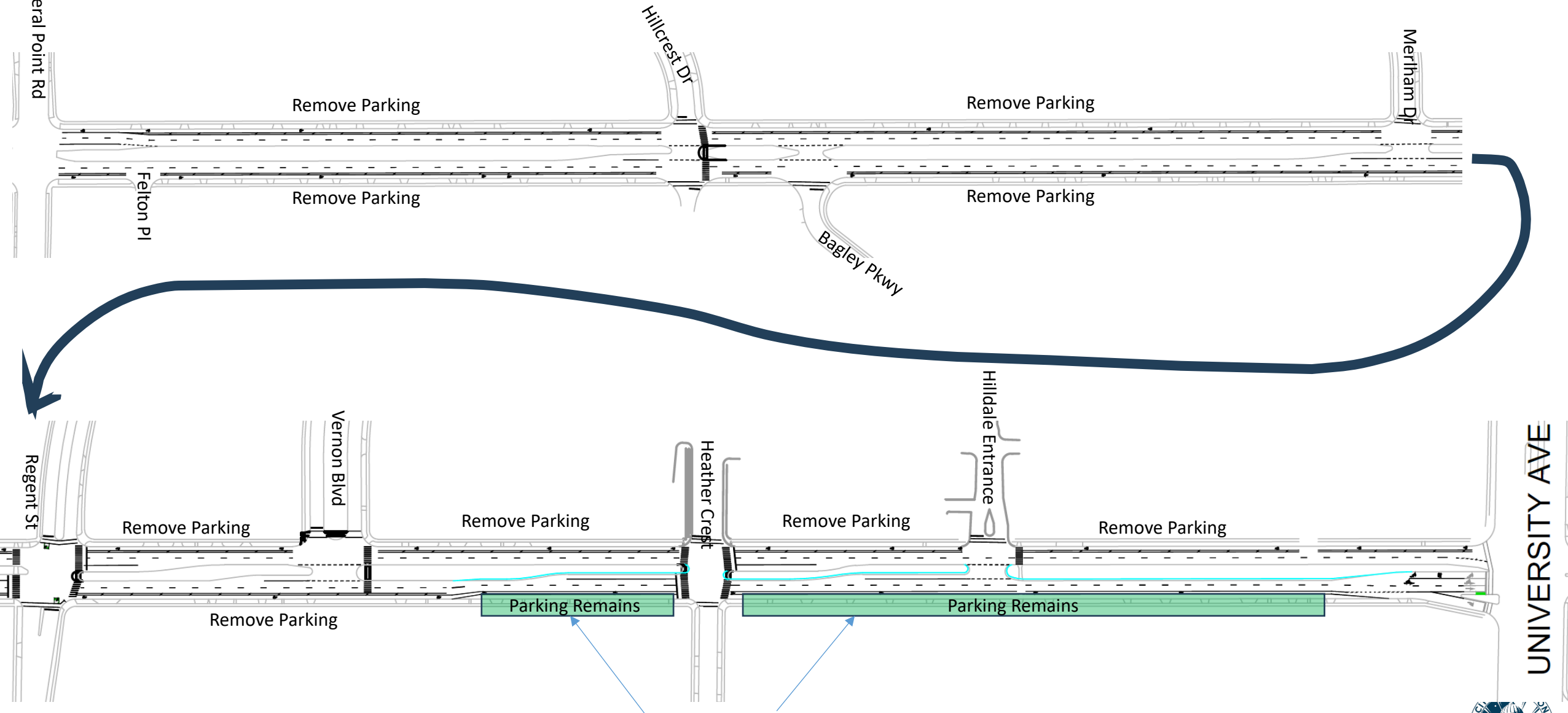
National Highway System : Madison, WI



	Southbound		Northbound	
	morning	afternoon	morning	afternoon
University Avenue				
2013	441	937	822	696
2015	407	955	792	812
2017	391	834	766	647
2019	441	826	1053	1030
2023	300	650	835	674
2024	218	438	770	715
2025	407	654	722	791
Heather Crest				
2013	546	1192	973	725
2015	470	1094	934	782
2017	437	888	794	653
2019	468	1102	1035	983
2023	321	675	728	632
2025	439	881	762	728
Regent Street				
2013	473	1169	1071	778
2015	536	1174	1010	800
2017	498	1044	915	739
2019	599	1151	1145	960
2023	508	1018	1013	854
2024	495	1037	900	922
2025	504	1065	856	726
2013	464	1243	1009	800
2015	478	1170	1003	797
2017	515	892	882	746
2019	547	1098	1127	952
2024	495	1037	900	922
2025	516	1086	991	726
Mineral Point Rd				

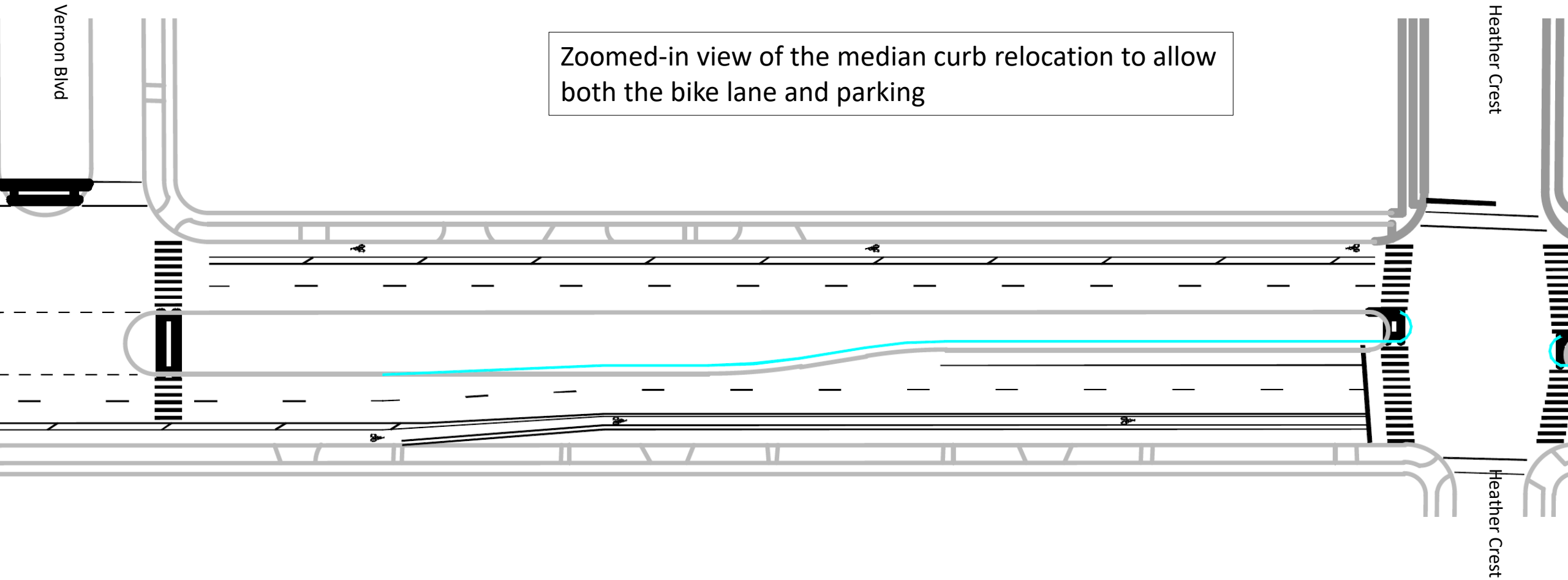
Online survey of three options

Option 1: Midvale Bike Lanes



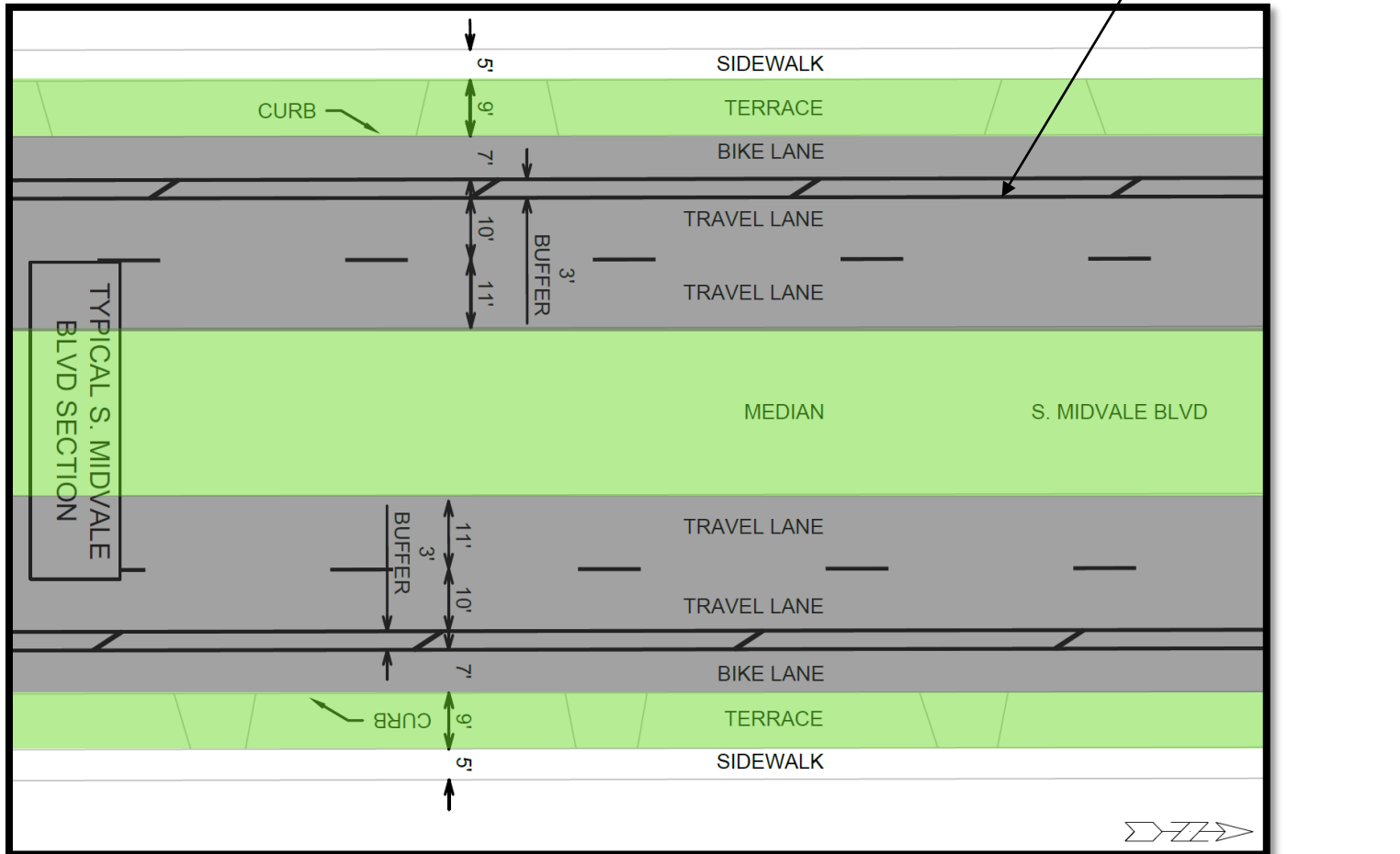
Green = Location where the center median narrowed to allow both parking and a bike lane

Option 1: Midvale Bike Lanes



Option 1: Midvale Bike Lanes

Alt 1 Lane Configuration:



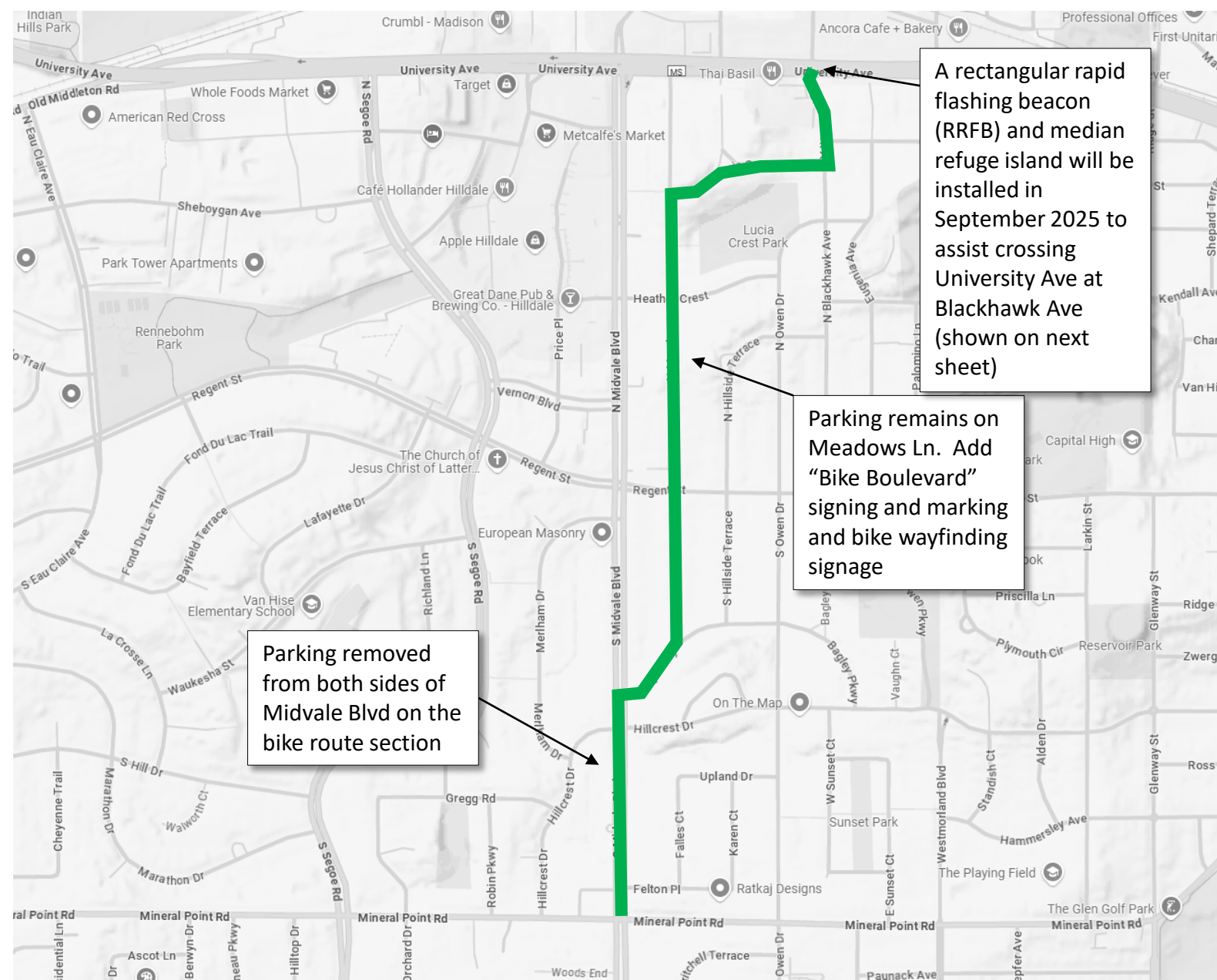
Pros:

- Creates a lower-stress north/south bike option
- Maintains on-street parking for the multi-unit apartments

Cons:

- Eliminates on-street parking for majority of Midvale Blvd residents
- Bike lane is paint-only and would not be an “all ages & abilities” facility due to the high traffic volume and speeds on Midvale Blvd
- Bike connections on both north and south ends are not great

Option 2: Midvale Blvd to Meadow Ln Bike Boulevard



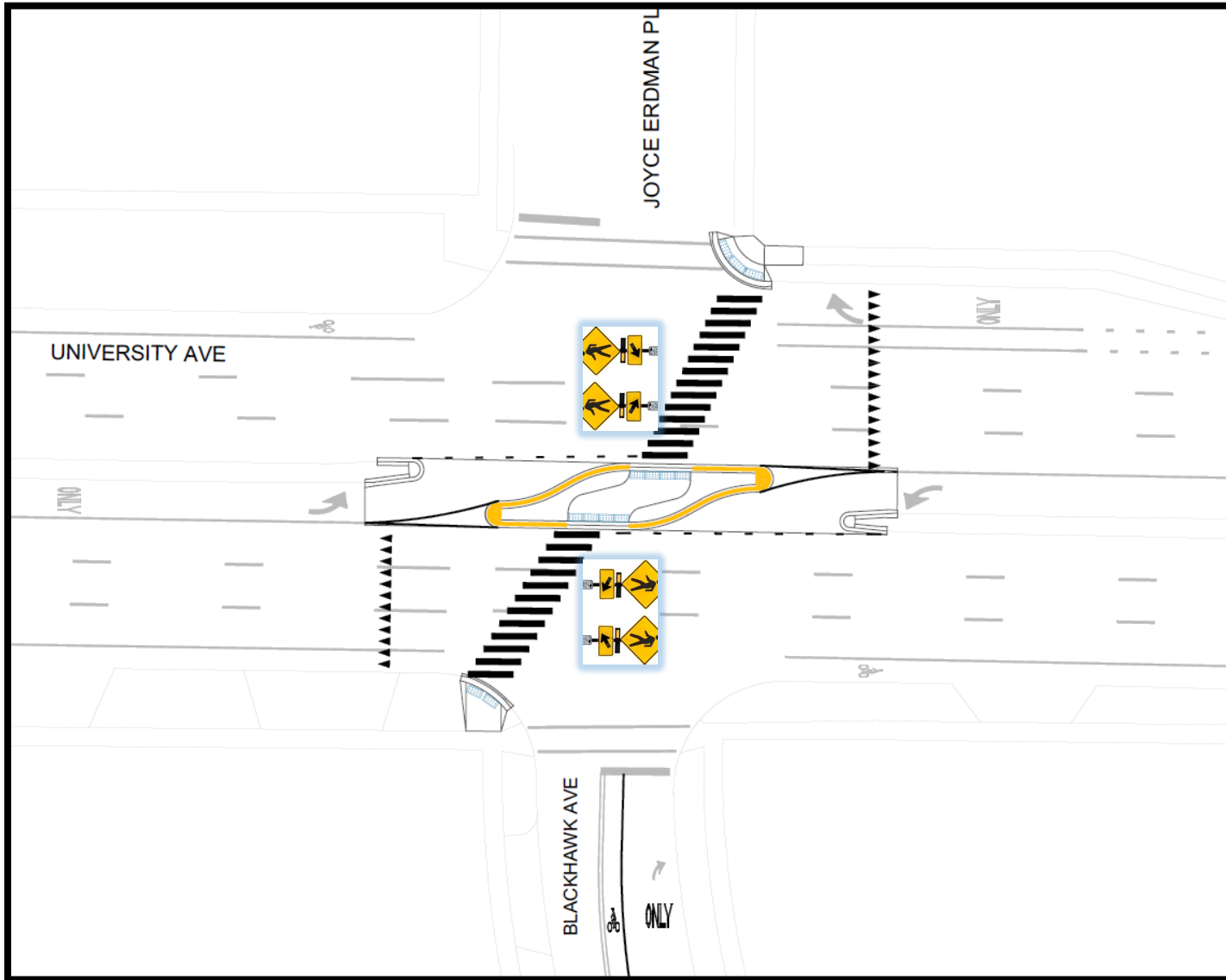
Pros:

- Maintains majority of parking on Midvale Blvd for residents
- Bike route avoids the Owen Drive hill
- Relatively direct, parallel north/south alternative

Cons:

- Eliminates on-street parking for residents on Midvale Blvd from Bagley Pkwy to Mineral Point Rd
- Bike connections on both north and south ends are not great (although, a new pedestrian flashing beacon is being installed to cross University Ave at Blackhawk this summer)

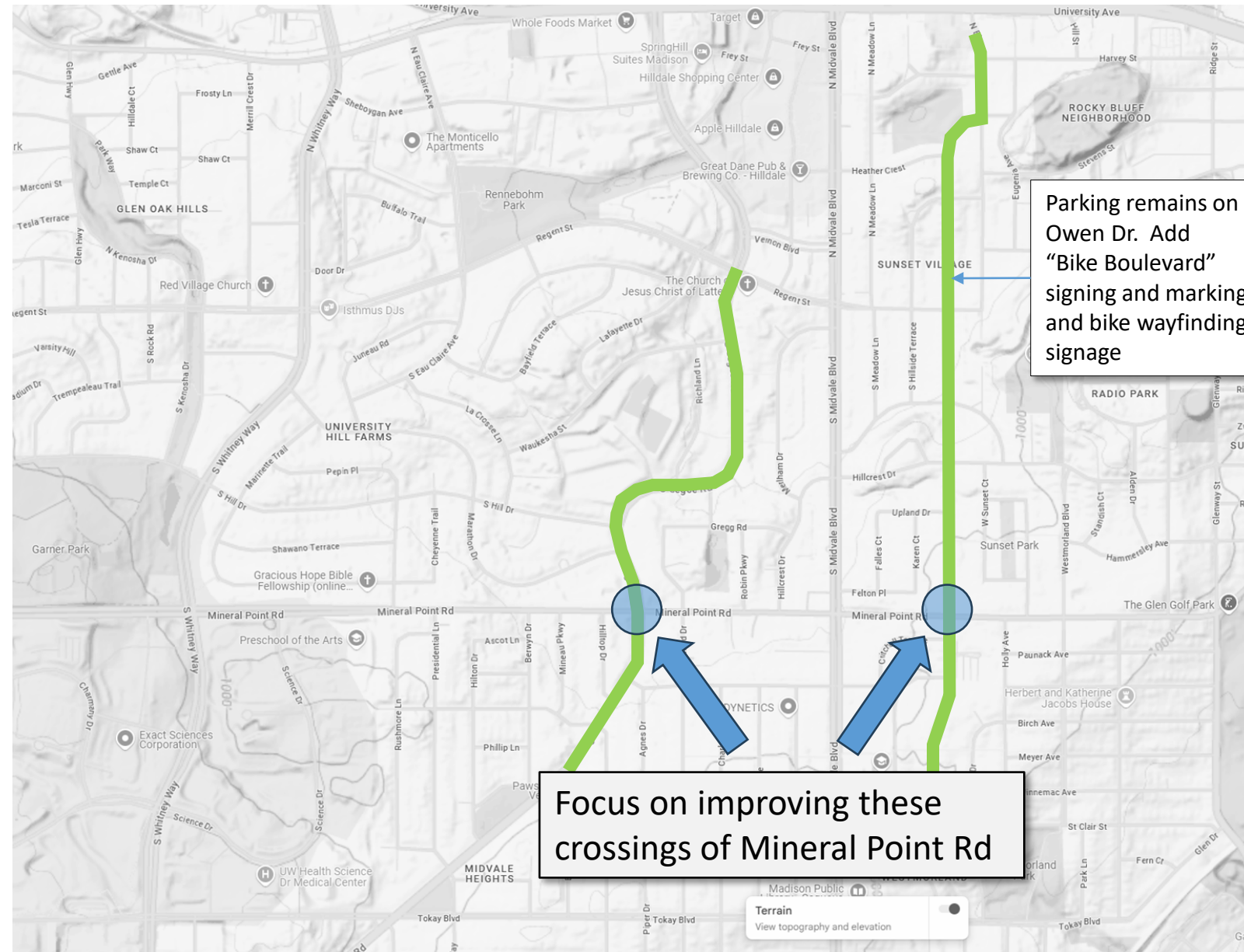
Option 2: Midvale Blvd to Meadow Ln Bike Boulevard



This new diagonal crossing of University Ave at Blackhawk Ave will be constructed in September 2025.

This project is separate from the Midvale Blvd project.

Option 3: Improve Segoe Rd & Owen Drive as alternative north/south bike routes to Midvale Blvd



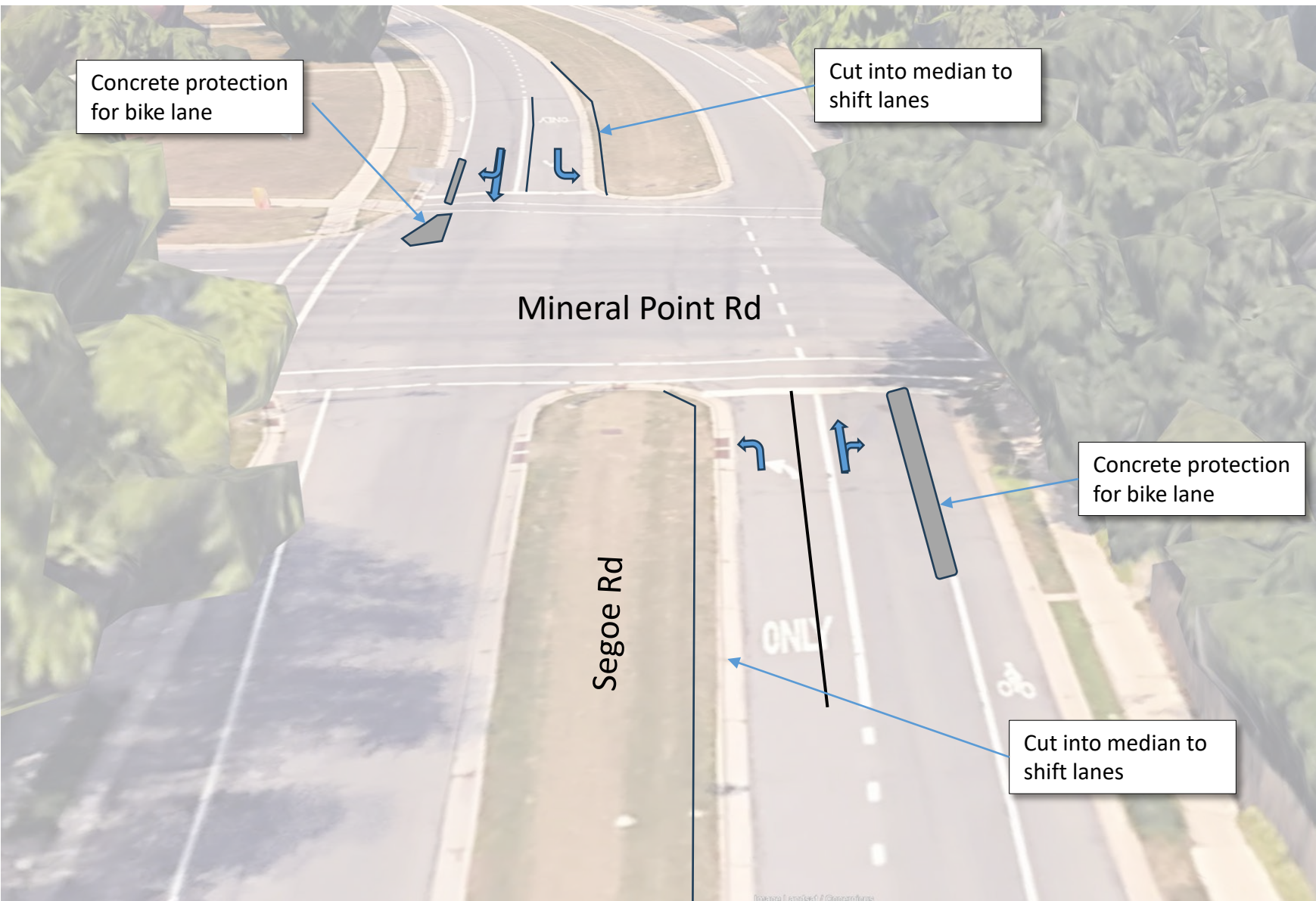
Pros:

- Maintains all parking on Midvale Blvd for residents
- Less expensive option for now, and can still look for permanent Midvale Blvd redesign in the future during a reconstruction
- Can improve Segoe Rd & Owen Dr through signing, pavement markings, and improvements to cross Mineral Point Road (investigate protected intersections)
- Can add larger bumpouts at pedestrian crossings

Cons:

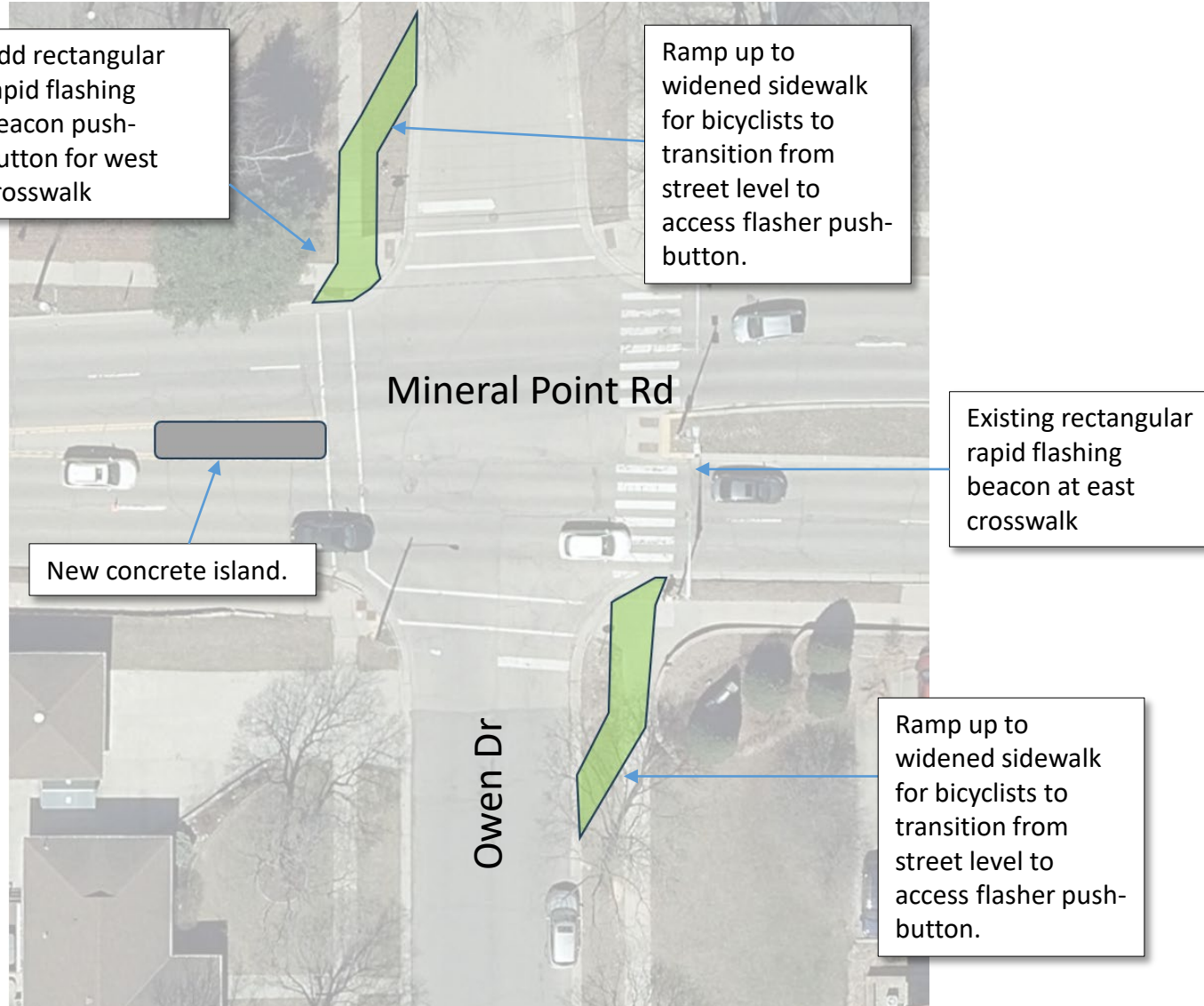
- Midvale Blvd remains as a high-stress, poor bike option

Option 3: Improve Segoe Rd & Owen Drive as alternative north/south bike routes to Midvale Blvd



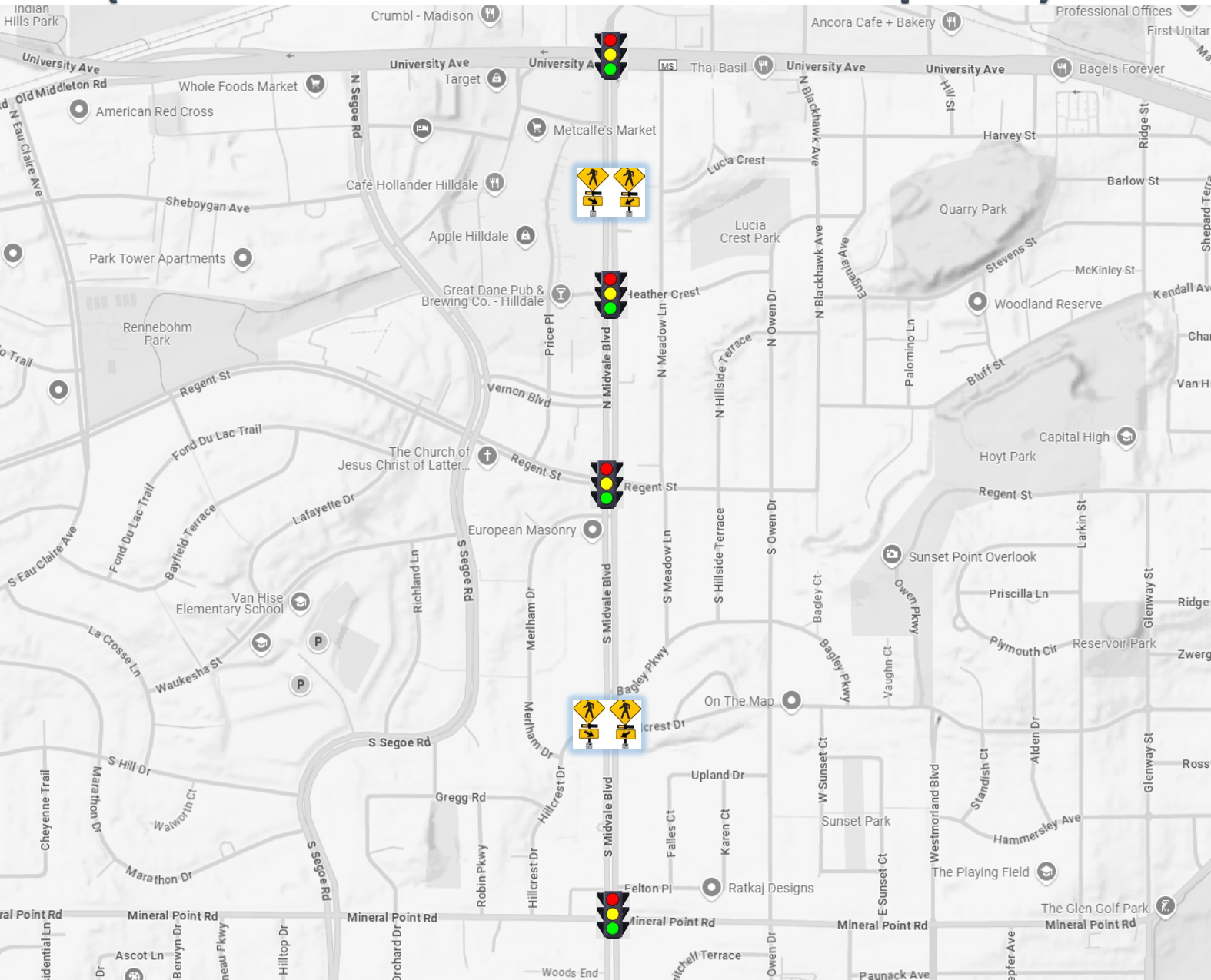
- This is a concept plan to add concrete protection for bicyclists travelling north/south on Segoe Rd at the Mineral Point Rd intersection.
- Additional investigation would be needed for feasibility and cost estimate.

Option 3: Improve Segoe Rd & Owen Drive as alternative north/south bike routes to Midvale Blvd



- This is a concept plan to transition bicyclists from the street up onto the sidewalk to push the rectangular rapid flashing beacon button. A push-button would be added for the west leg of the intersection for southbound bicyclists.
- Additional investigations would be needed for feasibility and cost estimate.

Midvale Blvd Pedestrian Crossing Improvements (will be added to the chosen option)



Pedestrian Crossing Improvements:

- Curb bumpouts to shorten pedestrian crossings
- Extend median noses to intersection to provide a better pedestrian refuge
- Pedestrian-activated rapid flashing beacons at Hillcrest Dr and Hilldale Entrance
- Upgrade existing signal infrastructure at Regent Street and Heather Crest to **Audible Pedestrian Signals**

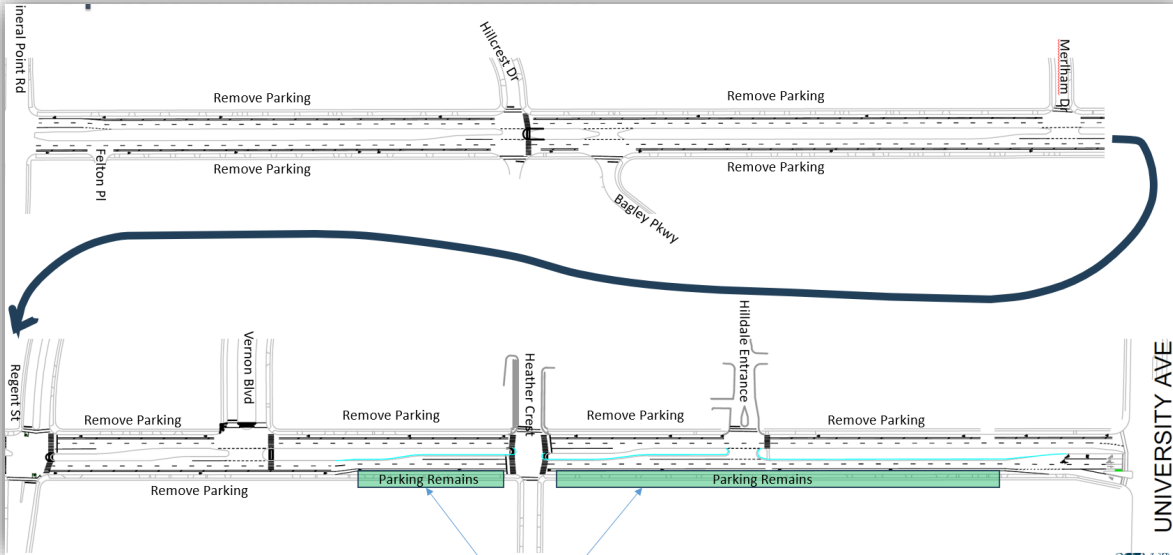
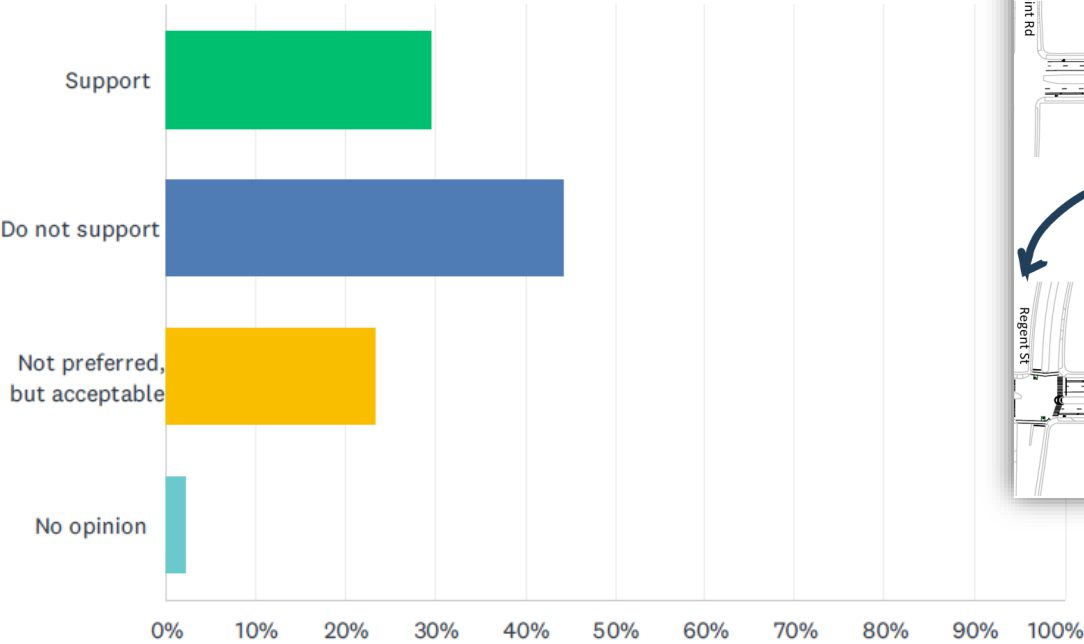
Options Summarized

- Option 1—Midvale Buffered Bike Lanes
- Option 2—Midvale to Meadows Bike Route
- Option 3—Improve Segoe Rd & Owen Dr Bike Routes

Online Survey Results

Q2 Do you support Option 1?

Answered: 2,441 Skipped: 68

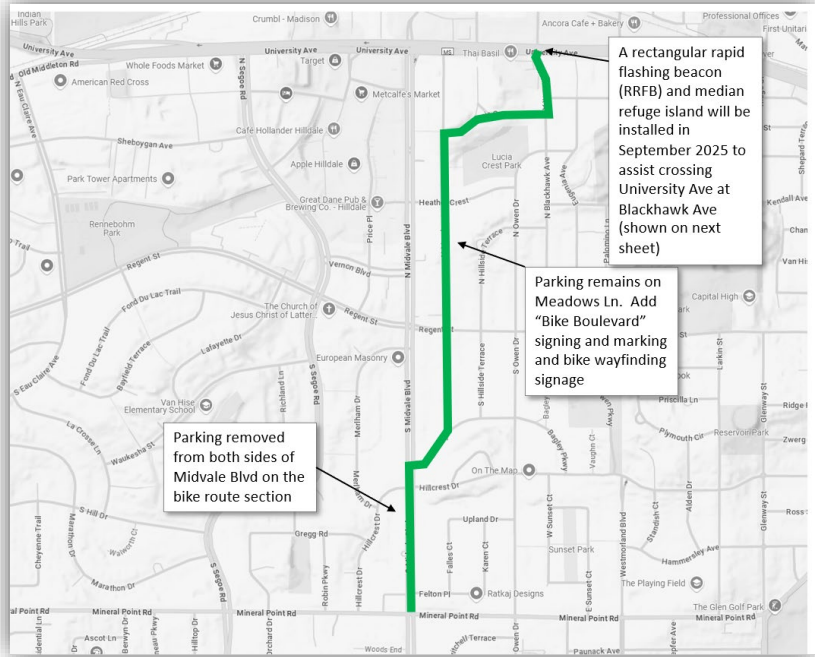
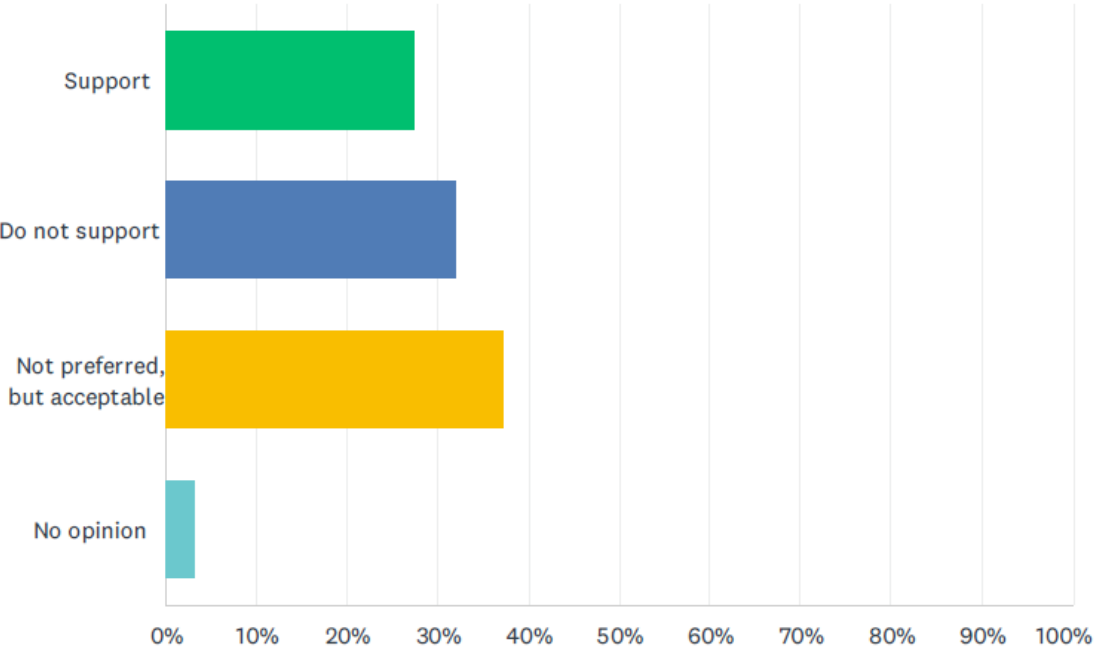


ANSWER CHOICES	RESPONSES	
Support	29.74%	726
Do not support	44.33%	1,082
Not preferred, but acceptable	23.51%	574
No opinion	2.42%	59
TOTAL		2,441



Q3 Do you support Option 2?

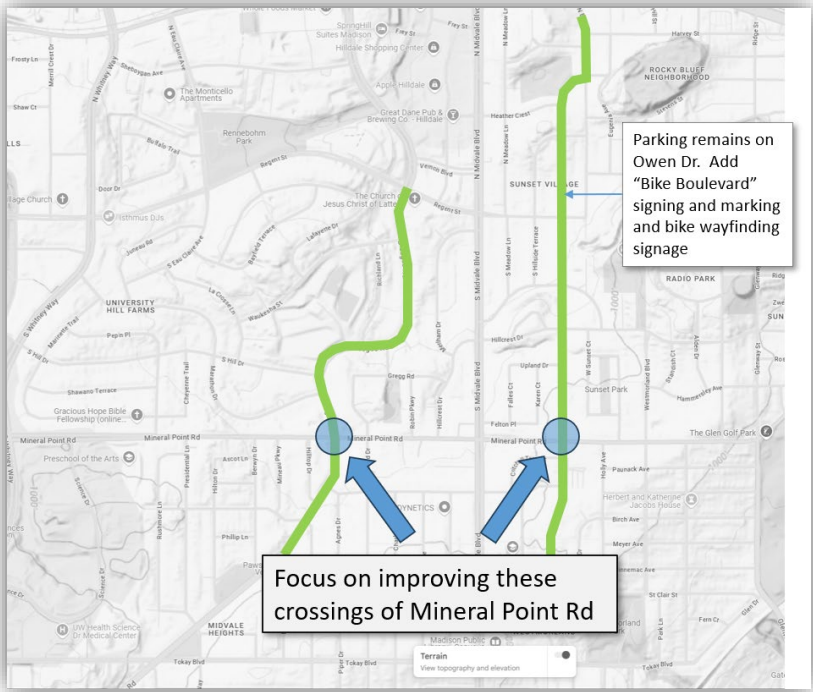
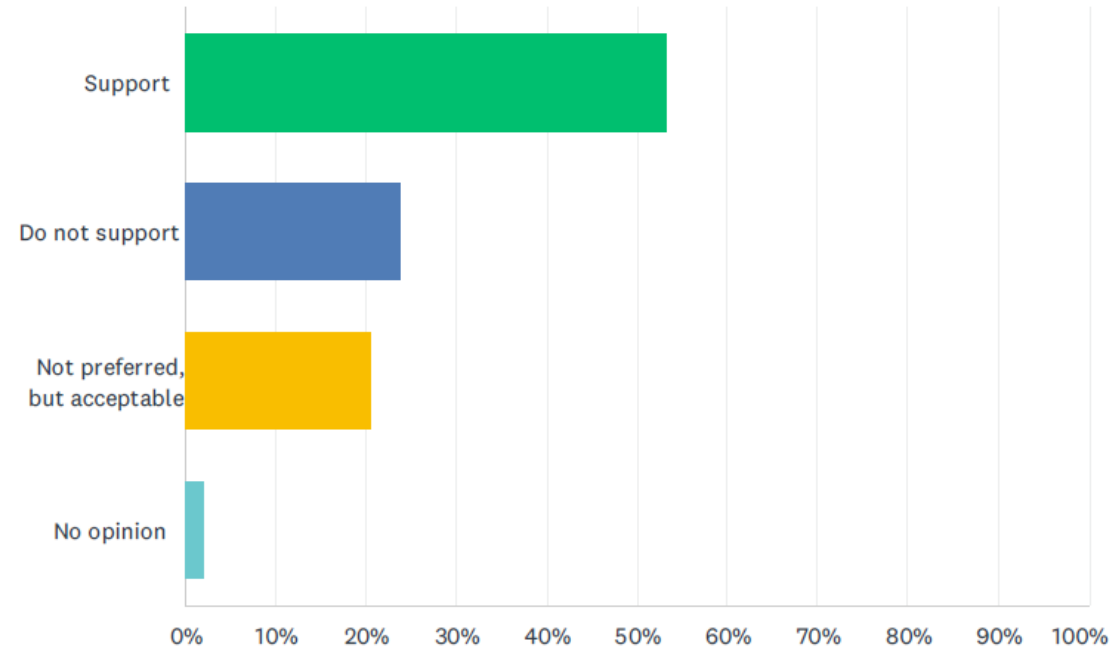
Answered: 2,372 Skipped: 137



ANSWER CHOICES	RESPONSES	
Support	27.40%	650
Do not support	32.08%	761
Not preferred, but acceptable	37.27%	884
No opinion	3.25%	77
TOTAL		2,372

Q4 Do you support Option 3?

Answered: 2,363 Skipped: 146

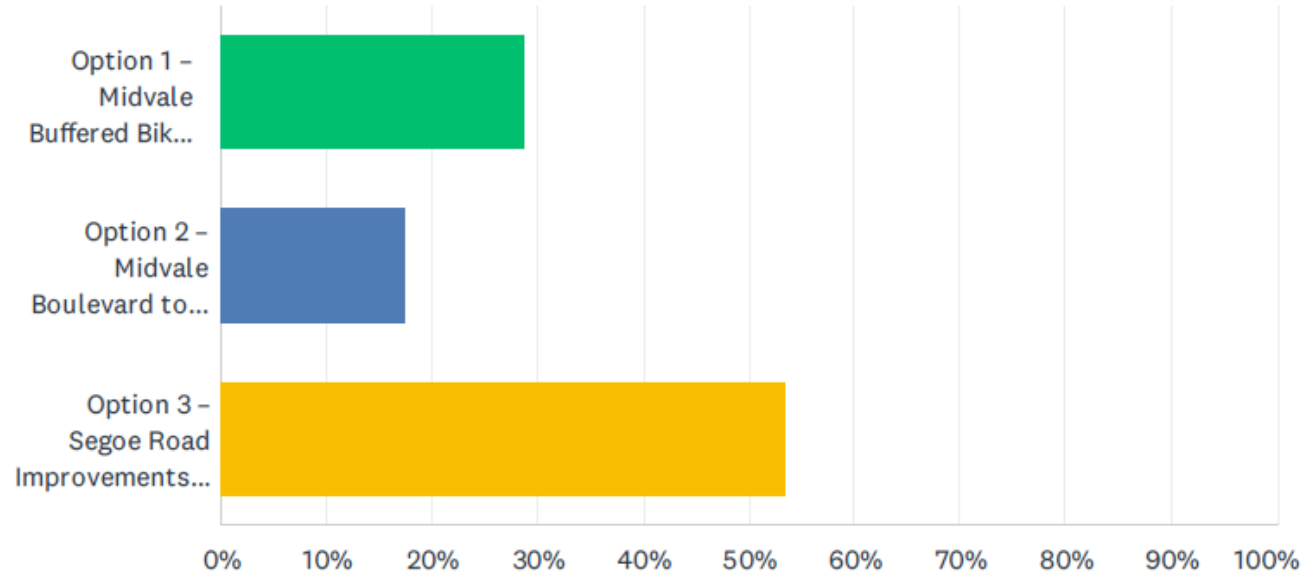


ANSWER CHOICES	RESPONSES	
Support	53.32%	1,260
Do not support	23.91%	565
Not preferred, but acceptable	20.69%	489
No opinion	2.07%	49
TOTAL		2,363

City of Madison Engineering Division Questionnaire: Midvale Boulevard Resurfacing & Safety Improvement Project

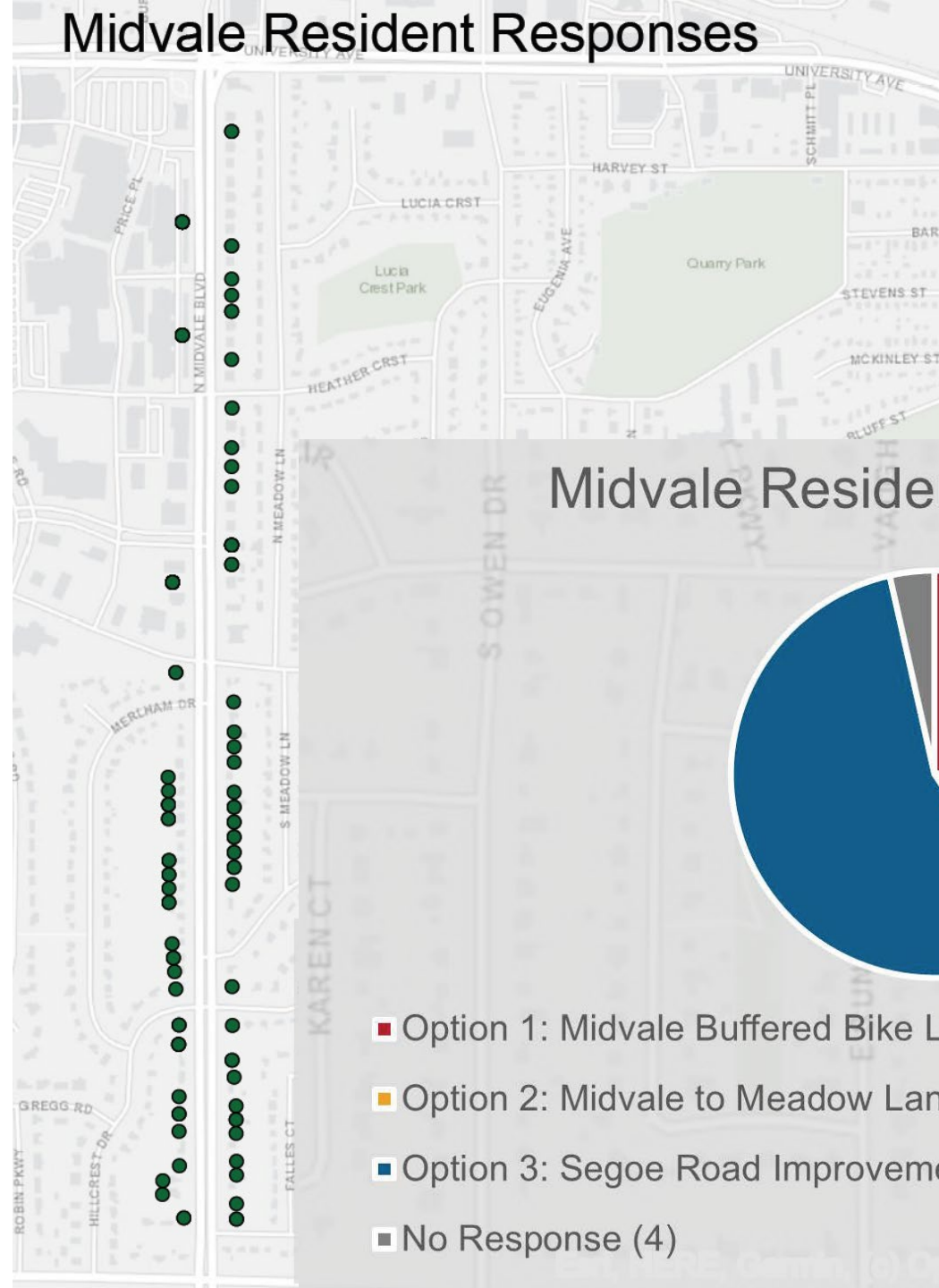
Q5 Please select your top choice:

Answered: 2,268 Skipped: 241

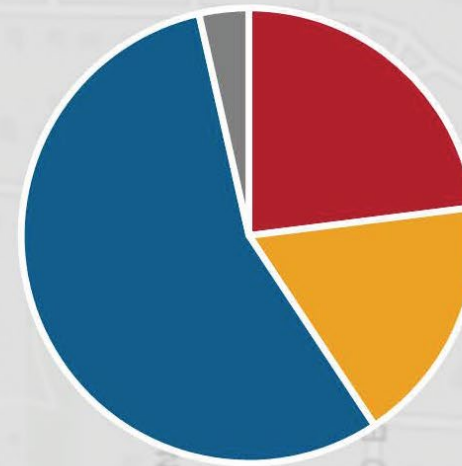


ANSWER CHOICES	RESPONSES	
Option 1 – Midvale Buffered Bike Lanes	28.84%	654
Option 2 – Midvale Boulevard to Meadow Lane Bike Boulevard	17.55%	398
Option 3 – Segoe Road Improvements and Owen Drive Bike Boulevard	53.62%	1,216
TOTAL		2,268

Midvale Resident Responses

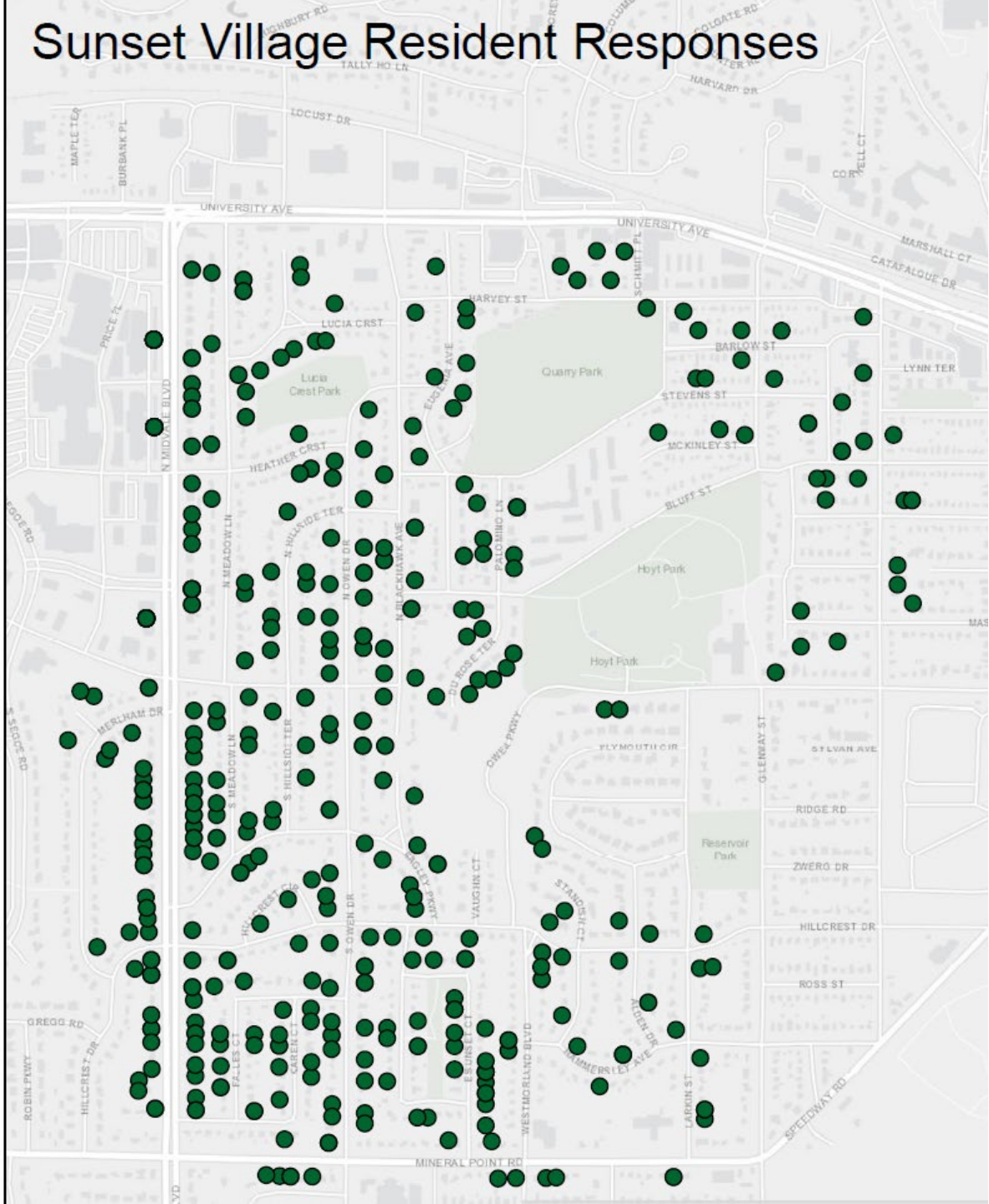


Midvale Resident's Top Choice



- Option 1: Midvale Buffered Bike Lanes (26)
- Option 2: Midvale to Meadow Lane Bike Boulevard (20)
- Option 3: Segoe Road Improvements and Owen Dr Bike Boulevard (63)
- No Response (4)

Sunset Village Resident Responses



Sunset Village Resident's Top Choice



- Option 1: Midvale Buffered Bike Lanes (112)
- Option 2: Midvale to Meadow Lane Bike Boulevard (92)
- Option 3: Segoe Road Improvements and Owen Dr Bike Boulevard (219)
- No Response (24)



[illegible]

- SON



All Responses

The map displays the distribution of responses across the Milwaukee area. A high concentration of green dots is visible in the central urban core, particularly around the downtown area and the lakefront. The dots are more sparsely distributed in the surrounding suburban and rural areas.

All Response's Top Choice

The pie chart illustrates the preferences for the top choice among all respondents. The data is as follows:

Option	Description	Count
Option 1	Midvale Buffered Bike Lanes	654
Option 2	Midvale to Meadow Lane Bike Boulevard	398
Option 3	Segoe Road Improvements and Owen Dr Bike Boulevard	1216
No Response	No Response	241



- Option 1: Midvale Buffered Bike Lanes (654)
- Option 2: Midvale to Meadow Lane Bike Boulevard (398)
- Option 3: Segoe Road Improvements and Owen Dr Bike Boulevard (1216)
- No Response (241)

Responses & Written Comments Summary

- **Option 1 – Midvale Buffered Bike Lanes**

- **Total responses:** 654

- **Substantive comments:** 369

- **Themes:**

- Support for slowing down traffic on Midvale.
- Concerns about current lane markings and driver behavior.
- Desire to keep existing boulevard trees.

- **Examples:**

- “Prefer the first option in hopes it will force people to slow down on Midvale which is an issue.”
- “Option 3 seems to punt the issue and not really solve anything.”
- “North Midvale needs lines on the outer edge of the travel lane... Maintaining the current selection of boulevard median trees is also desirable.”

Responses & Written Comments Summary

- **Option 2 – Midvale Boulevard to Meadow Lane Bike Boulevard**

- **Total responses:** 398

- **Substantive comments:** 204

- **Themes:**

- Frustration with previous Segoe redesigns.
- Concerns about parking loss and fairness to homeowners.
- Safety concerns about new bike infrastructure design (e.g., intersections).
- Positive mention of pedestrian flashing lights.

- **Examples:**

- “Hate what you've already done to Segoe... Parking lane in middle is confusing.”
- “Parking removal in Option 1 seems troublesome for residents.”
- “Option 2 at north end... allows a more convenient crossing... Segoe improvements logical extension of traffic calming.”

Responses & Written Comments Summary

- **Option 3 – Segoe Road Improvements and Owen Drive Bike Boulevard**
- **Total responses:** 1,216
- **Substantive comments:** 721
- **Themes:**
 - Strong opposition to removing parking on Midvale.
 - Preference for directing bikes to Owen and Segoe instead of Midvale.
 - Concerns about repeating mistakes from Whitney Way and Hilldale projects.
- **Examples:**
 - “Keep Midvale the same as it is now for car traffic.”
 - “Please do not remove the Midvale parking... It would be much safer for bikes to use Owen and Segoe.”
 - “Please do not make the same mistakes as on Whitney Way or the end of Segoe by Hilldale.”

Responses & Written Comments Summary

- **No Option Selected**

- **Total responses:** 241

- **Substantive comments:** 56

- **Themes:**

- Concerns about making car travel more difficult
- Skepticism over bike infrastructure investment
- Desire for status quo

- **Examples:**

- “Stop making it harder for automobile traffic to flow effectively in Madison”
- “NO CHANGES PLEASE! ALL GOOD AS IT IS!”
- “People who own homes on Midvale who are taxpayers should be allowed to park on the street”

Questions