

Transportation Master Plan (TMP)
for the City of Madison:
Draft Scope of Work

Briefing for
Plan Commission
February 6, 2012

TMP: Overview/Purpose

- Help Create Walkable, Bikeable, Livable City
 - Strengthen Neighborhoods: New and Existing Development
 - Emphasize Transportation Choices and Mode Connectivity
 - Supportive Land Use Vision/Evaluation
- Guide to Transportation Decision-Making
 - Strategic Implementation Plan/Priority Identification
- RFP for Consultant Work: 18-month planning process, \$500,000 budget
- Transportation Master Plan: Ad-Hoc Task Force
 - City Committee/Commission Guidance
 - Agency Coordination: CARPC, TPB/MPO, WisDOT
 - Strong Public/Stakeholder Participation (*Work Task 2*)

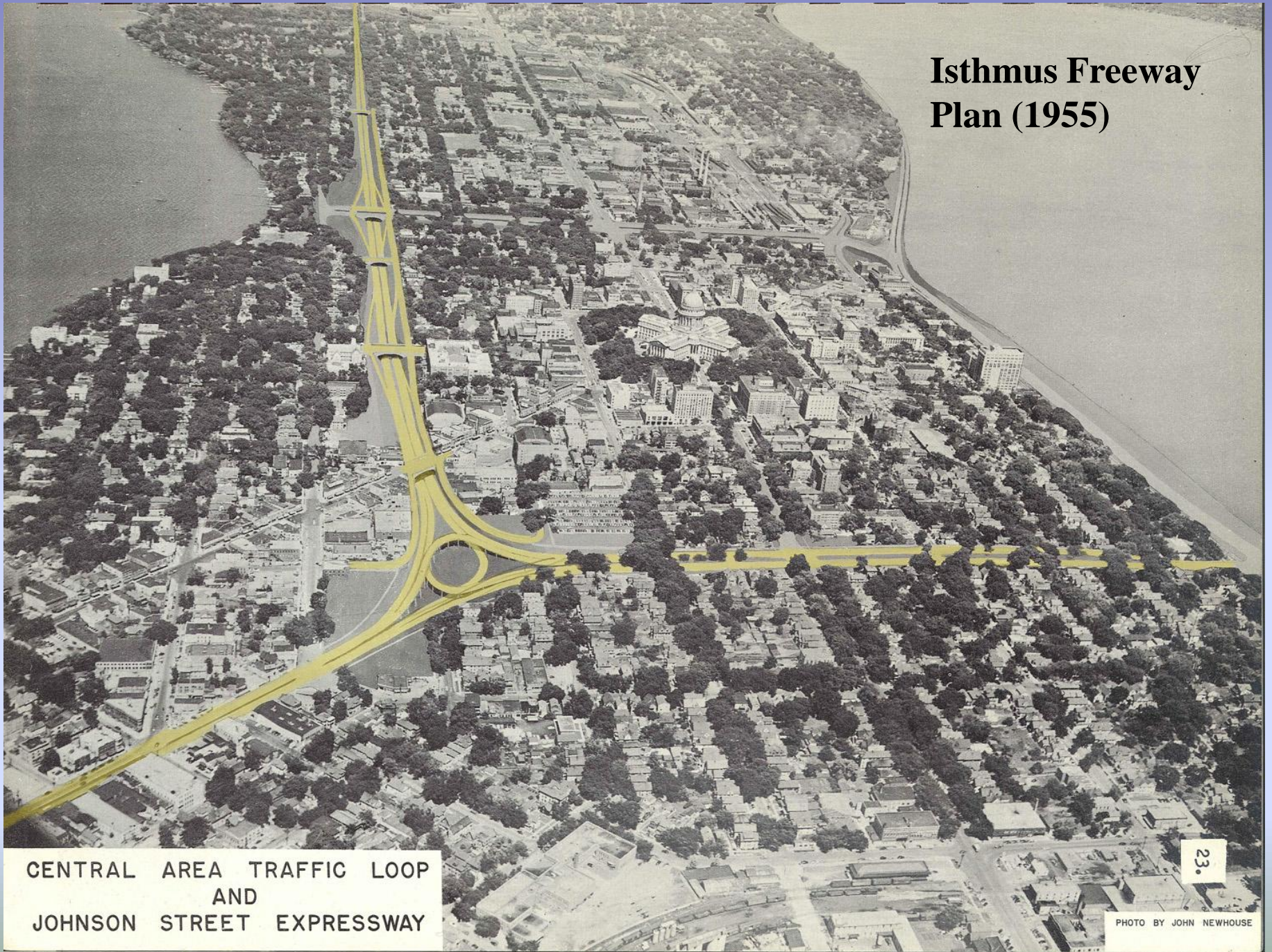
TMP: Overview/Purpose

→ The Transportation Master Plan will Build Upon Existing Transportation Plans and other Adopted City of Madison Plans

→ Work Tasks 3-5: Comprehensive Review of Existing Plans

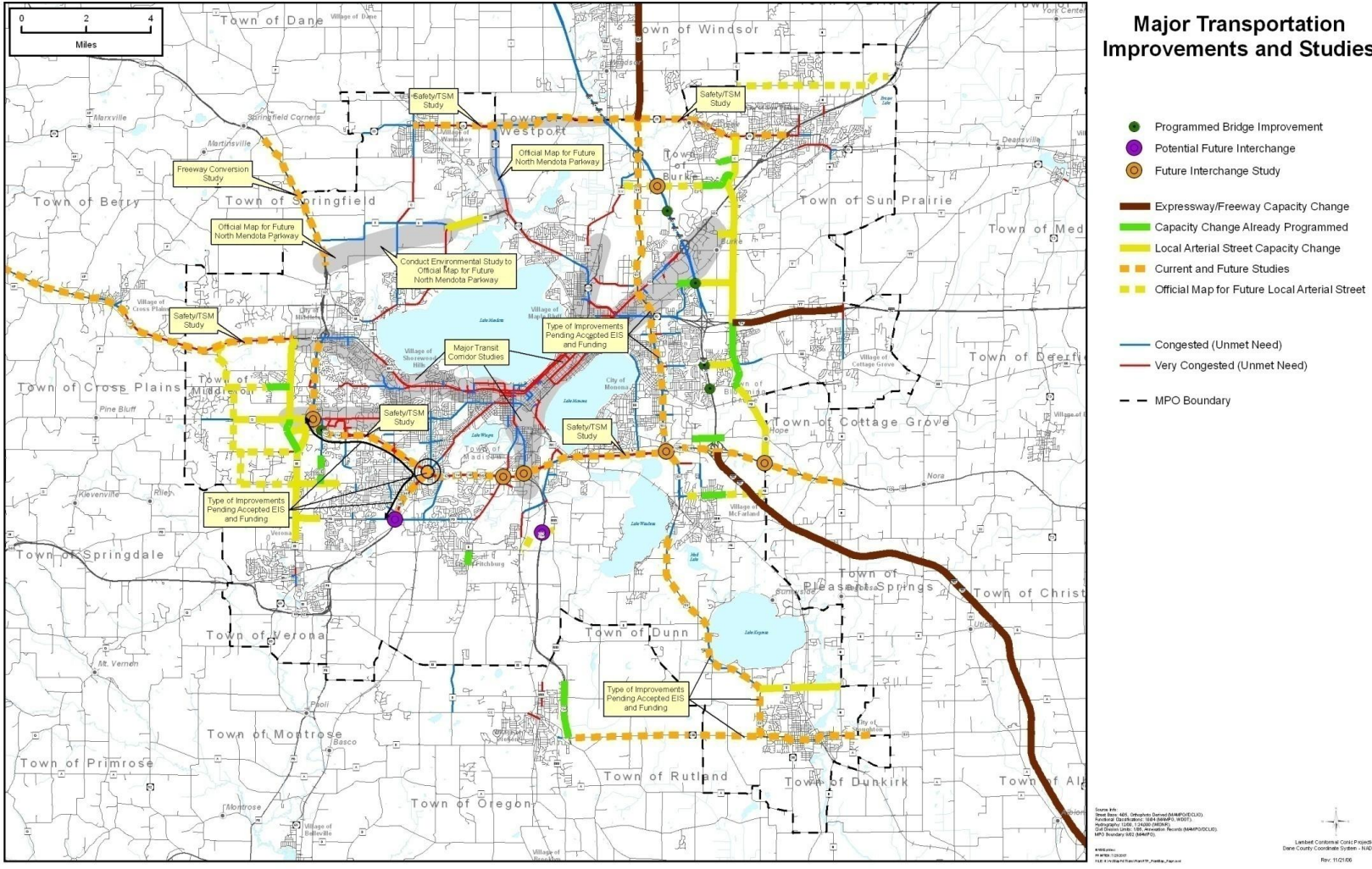
- Land Use/Neighborhood Plans/Special Area Plans
- City of Madison Comprehensive Plan: Transportation Objectives and Policies
- Numerous Transportation System Plans (City/Regional – Street/Highway, Bicycle, Transit, etc.)
- Identify Conflicts; Consistency with Adopted City Policies
- Improve Coordination and Connectivity

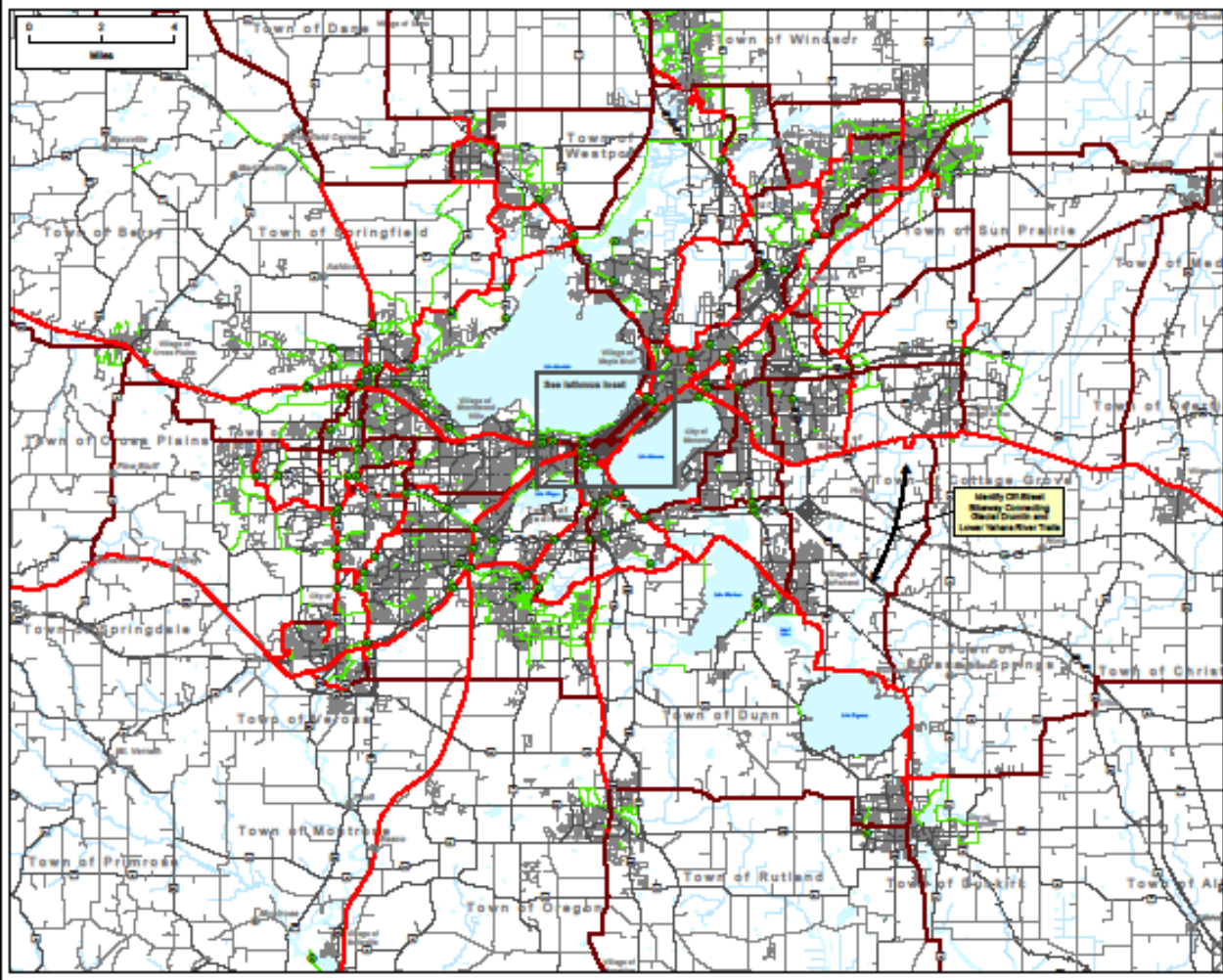
Isthmus Freeway Plan (1955)



CENTRAL AREA TRAFFIC LOOP
AND
JOHNSON STREET EXPRESSWAY

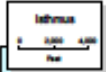
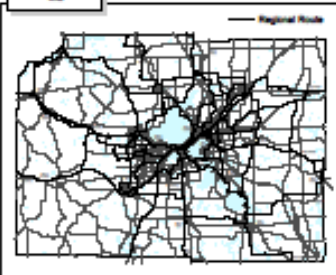
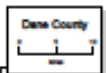
Major Transportation Improvements and Studies



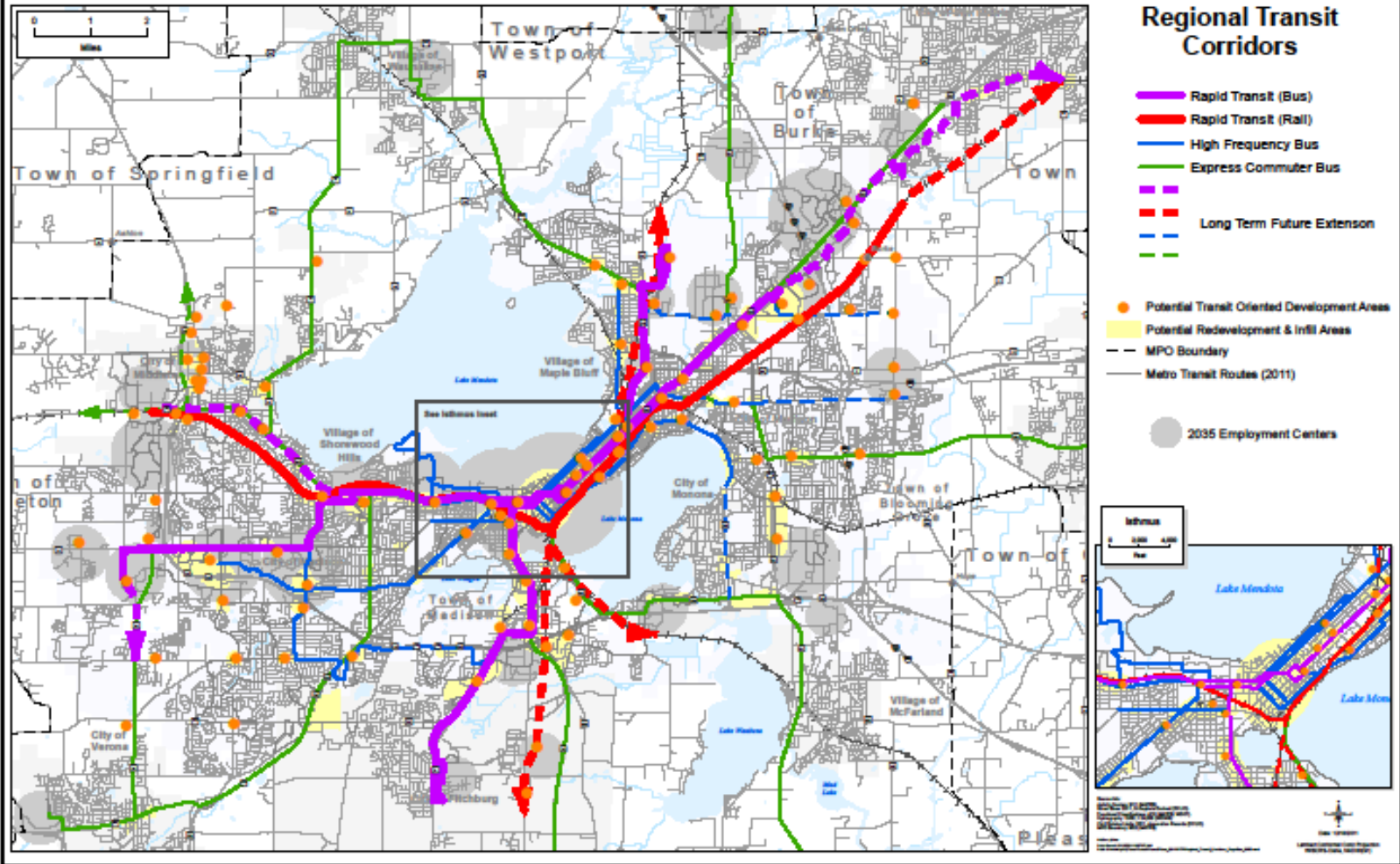


Bicycle Way System Plan

- Regional Route (On-Street)
- Regional Route (Off-Street)
- Other Existing or Planned Local Route (On-Street)
- Existing or Planned Bike Path
- Existing or Planned Ped/Bike Over/Underpass



Regional Transportation Plan 2035



TMP: Overview/Purpose

→ The Transportation Master Plan will Build Upon Existing Transportation Plans and other Adopted City of Madison Plans

→ Work Tasks 3-5: Comprehensive Review of Existing Plans

- Land Use/Neighborhood Plans/Special Area Plans
- City of Madison Comprehensive Plan: Transportation Objectives and Policies
- Numerous Transportation System Plans (City/Regional - Bicycle, Transit, Auto, etc.)
- Identify Conflicts; Consistency with Adopted City Policies
- Improve Coordination and Connectivity

TMP: *Draft* Scope of Work

- Work Task 1: Project Management Plan
 - Consultant Teams to Provide Refined Scope of Work/Specific Work Tasks
 - Detailed Schedule, Timeline, Project Milestones
 - Identify Work Products and Deliverables
- Work Task 2: Public Participation Plan
 - Interactive and Continuing Public Involvement Process
 - Numerous Interest Groups and Stakeholders (e.g., business groups, neighborhoods, elected officials, advisory committees)
 - Coordination with Regional entities (MPO, CARPC)
 - Utilize a Variety of Outreach Techniques

TMP: *Draft* Scope of Work

- Work Task 2: Public Participation Plan
 - Public Meetings/Open Houses
 - Project Web Site
 - Project Newsletters
 - Presentations to Common Council and City Committees
 - Focus Groups (*examples*)
 - Development/Real Estate Professionals
 - Low-Income/Transit Dependent; other Transit Users
 - Elderly and Disabled Groups/Individuals
 - Bicycling Community
 - Employers (large and small)

TMP: *Draft* Scope of Work

- Work Task 3: Review of Land Use Plans and Policies; Identify Future Land Use Conditions

Review of Existing Plans/Policies (*examples*)

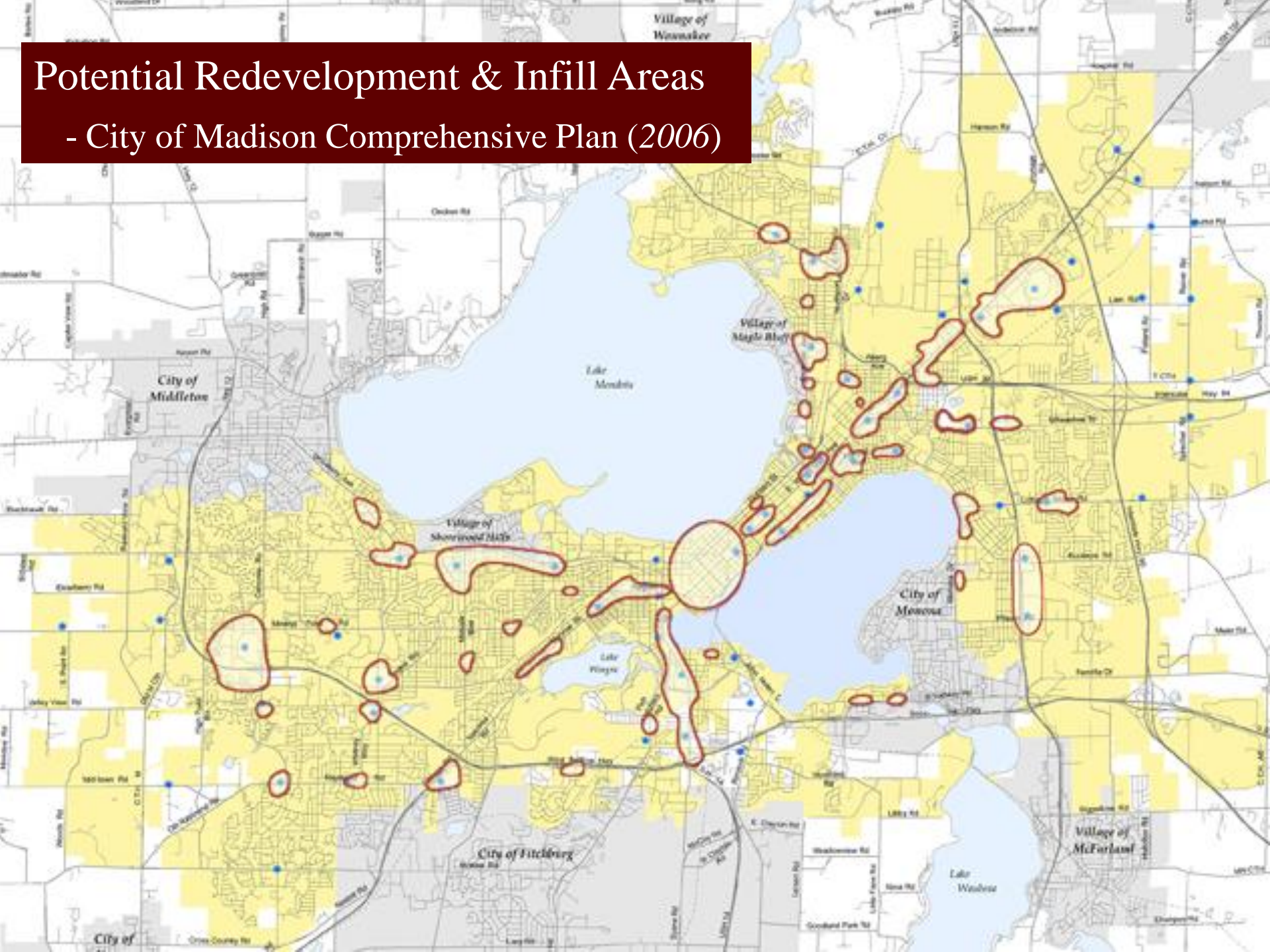
- Madison Comprehensive Plan (Land Use Chapter);
- Madison Downtown Plan;
- Neighborhood Plans (in Central Area of the City); and,
- Special Area Plans (e.g., East Washington Capitol Corridor Gateway Plan; East Rail Corridor Planning Project)

Develop Two Future Land Use Scenarios

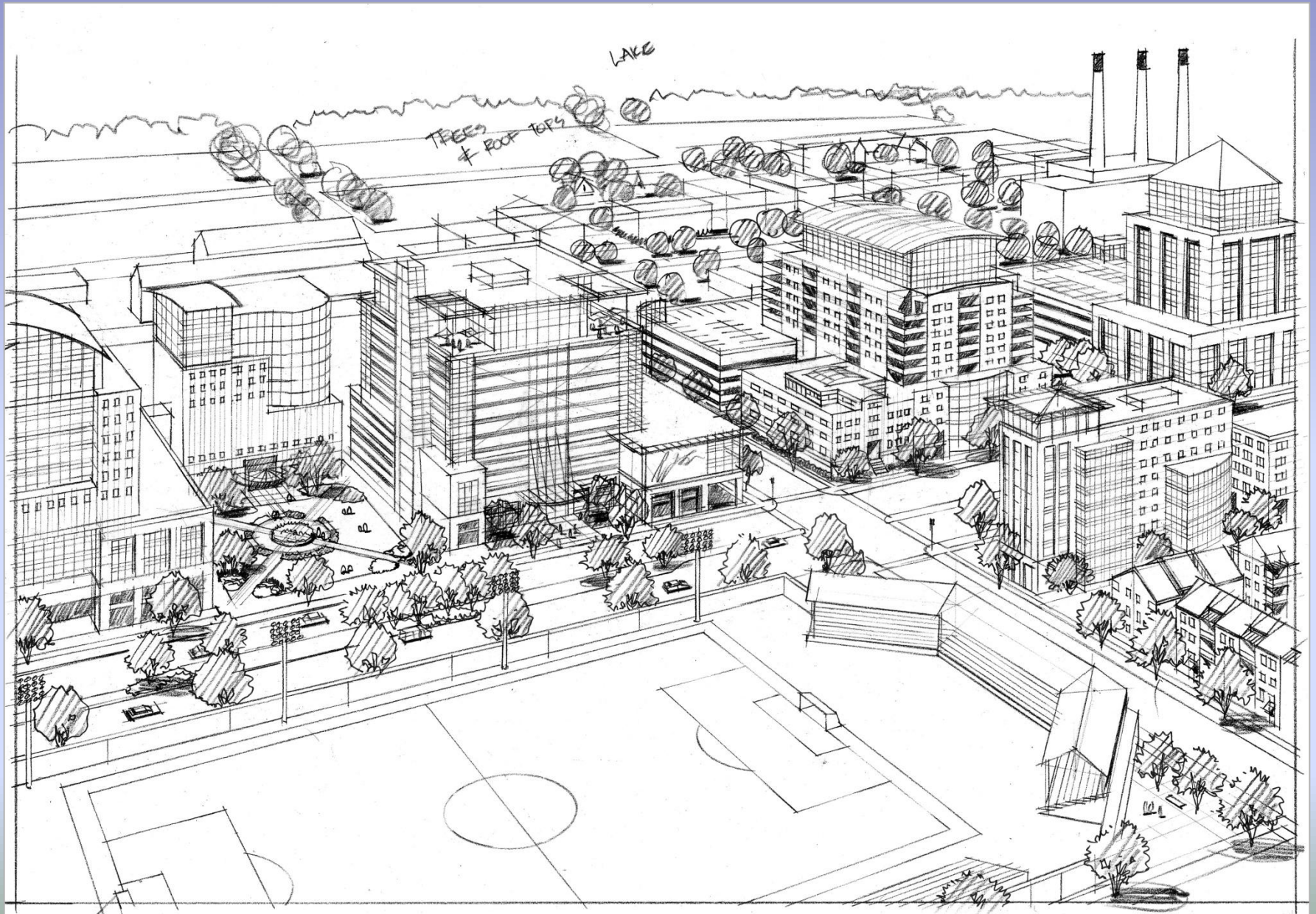
1. “**Current Plans**” Scenario
 2. More “**Compact Growth**” Scenario
- 2035 Planning Horizon (population, housing, employment)
 - **Use to develop system-level travel demand forecasts**

Potential Redevelopment & Infill Areas

- City of Madison Comprehensive Plan (2006)



East Rail Corridor: Redevelopment Concepts

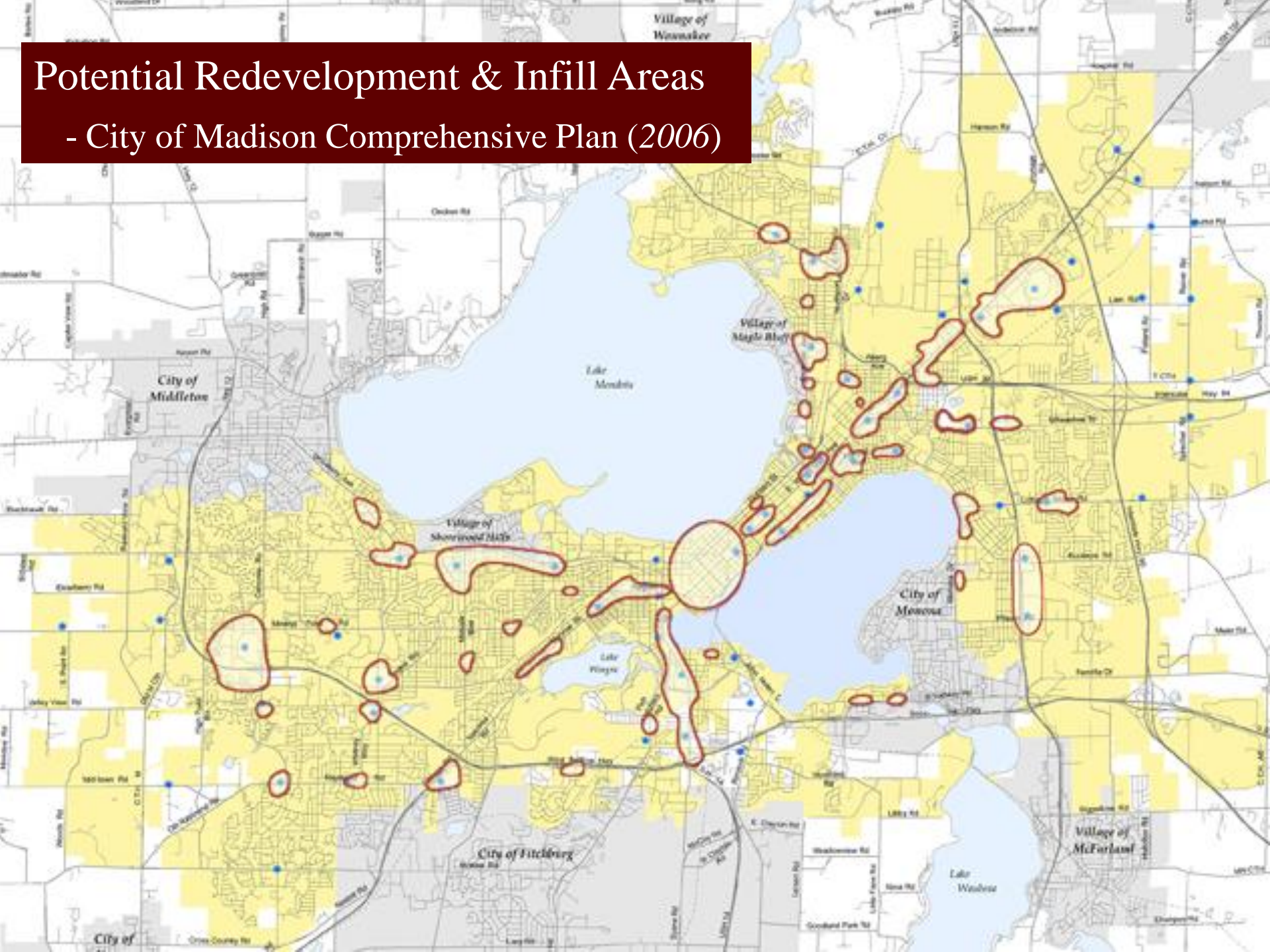


East Rail Corridor: Redevelopment Concepts



Potential Redevelopment & Infill Areas

- City of Madison Comprehensive Plan (2006)



Livable Neighborhood: Development Concepts



Livable Neighborhood: Development Concepts



TMP: *Draft* Scope of Work

- Work Task 3: Review of Land Use Plans and Policies;
Identify Future Land Use Conditions

Review of Existing Plans/Policies (*examples*)

- Madison Comprehensive Plan (Land Use Chapter);
- Madison Downtown Plan;
- Neighborhood Plans (in Central Area of the City); and,
- Special Area Plans (e.g., East Washington Capitol Corridor Gateway Plan; East Rail Corridor Planning Project)

Develop Two Future Land Use Scenarios

1. “**Current Plans**” Scenario
 2. More “**Compact Growth**” Scenario
- 2035 Planning Horizon (population, housing, employment)
 - **Use to develop system-level travel demand forecasts**

TMP: *Draft* Scope of Work

- Work Task 4: Review of Existing Transportation Goals, Objectives and Policies

Comprehensive Plan: Transportation Chapter (2006)

- Review and Evaluate Objectives/Policies
- Identify Conflicts
- Recommend Modifications, where Appropriate

→ Transportation Objectives/Policies: Used as Basis for Developing Detailed Transportation System Plans (for All Modes)

TMP: *Draft* Scope of Work

- Work Task 5: Review of Existing Transportation System Plans and Recommendations

→ Evaluate consistency/compatibility of existing transportation system plans with: (1) land use plans and policies (*WT3*); (2) the transportation goals, objectives and policies (*WT 4*); and (3) revised system-level travel forecasts

Existing Transportation Plans to be Evaluated (*examples*)

- Regional Transportation Plan (RTP) 2030 (Madison Area TPB/MPO, 2006) and RTP 2035 Update (*est. completion early 2012*);
- East Side Arterial/Collector Roadway Needs Study (Madison Area TPB/MPO, 2002);
- Bicycle Transportation Plan for the Madison Urban Area and Dane County (Madison Area TPB/MPO, 2000; *update beginning in late 2012*) and Regional Bikeway Plan (as a component of the RTP);
- Report of the Platinum Bicycle Committee for the City of Madison (2008);
- Pedestrian Transportation Plan for the City of Madison (1997);

TMP: *Draft* Scope of Work

- Work Task 5: Review of Existing Transportation System Plans and Recommendations

Existing Transportation Plans to be Evaluated (*examples*)

- Final Report of the City of Madison Long-Range Metro Transit Planning Ad-Hoc Committee (June 2008);
- Transit Corridor and Bus Rapid Transit (BRT) Feasibility Study, to be conducted as part of the Capital Region Sustainable Communities Initiative (CARPC; *est. completion late 2012*);
- Draft Transit Development Program (TDP) for the Madison Urban Area, 2012-2017 (Madison Area TPB/MPO and Metro Transit, *est. completion mid-2012*);
- Transport 2020 Draft Environment Impact Statement document and New Starts Application (2008);
- RTA Plan for Transit (Dane County Regional Transit Authority; *draft 2010*);
- Madison Streetcar Preliminary Feasibility Study (2007).

Work Task 6: Preparation of *Draft* Multi-Modal Transportation Master Plan and Recommendations

- The Consultant will develop not more than five multi-modal system alternatives for evaluation - incorporating the two land use growth/development scenarios (*developed in Work Task 3*) and revised system-level travel forecasts
- System alternatives must reflect varied levels of investment in each transportation mode (and utilize performance-based measures/standards)

Performance Measures (*examples*)

- System-wide vehicle miles of travel (VMT);
- Transportation mode split (e.g., auto, transit, bicycle);
- Intersection or roadway Level of Service (LOS);
- Average travel time between select origins and destinations (for automobile travel and public transit services);
- Transit service frequency (for select corridors and/or time period);
- Continuity and completeness of the bicycle route system and network;
- System-wide transportation-related emissions.

Work Task 6: Preparation of *Draft* Multi-Modal Transportation Master Plan and Recommendations

→ Specific geographic areas within the City may require more detailed, targeted evaluation, as deemed appropriate by the task force

→ Special emphasis will be placed on the inter-connectivity among transportation modes, identifying where gaps may exist, and developing recommendations to address them

Work Task 6: Preparation of *Draft* Multi-Modal Transportation Master Plan and Recommendations

Arterial and Collector Street Network

- Utilize region-wide travel demand forecasts
- Central Area Traffic Circulation Evaluation (incl. one-way vs. two-way operations)
- Roadway facility recommendations
- Street circulation recommendations

→ The Consultant will prepare a **detailed street/roadway system plan map** for all arterials and collectors in the City of Madison (including **facility and circulation recommendations**, as appropriate)

Work Task 6: Preparation of *Draft* Multi-Modal Transportation Master Plan and Recommendations

Pedestrian Facilities

- Working with the City Engineering sidewalk database, inventory existing public pedestrian facilities in the City
- Identify and map existing barriers to pedestrian mobility
- Identify where key linkages in the pedestrian network are missing

→ Using the Pedestrian Transportation Plan for the City of Madison (1997) as a resource, the Consultant will prepare a **list of priority locations for new/improved pedestrian facilities**

Work Task 6: Preparation of *Draft* Multi-Modal Transportation Master Plan and Recommendations

Bicycle Facilities

- Inventory of bicycle corridors (classify function in providing bicycle mobility); incl. on-street facilities and off-street bicycle paths
- Identify barriers to bicycle mobility
- Evaluate park-and-bike opportunities
- Create a multi-layered GIS-based mapping tool to identify bicycle network continuity issues and recommendations

→ The Consultant will develop a **bicycle system plan map** for the City of Madison, for both on-street and off-street routes and facilities (identifying specific bicycle facilities - including **state-of-the-art technologies and innovative facilities**)

Work Task 6: Preparation of *Draft* Multi-Modal Transportation Master Plan and Recommendations

Public Transit

- Evaluate existing/concurrent public transit plans and planning processes (TDP, Metro Ad-Hoc, BRT corridor study, etc.) and develop facility/service recommendations
 - Evaluate park-and-ride opportunities
 - Evaluate potential intercity bus and/or passenger rail locations
 - Evaluate Central Area circulator system
- Prepare a **detailed public transit system plan map**, potentially including:
- New commuter rail or Bus Rapid Transit facilities and services
 - Enhanced Metro Transit bus service
 - Regional express bus service to other Dane County communities
 - New downtown circulator and/or shuttle services
 - Park-and-ride facilities/other transfer opportunities
 - Intercity and/or intermodal terminal

Work Task 6: Preparation of *Draft* Multi-Modal Transportation Master Plan and Recommendations

Public Parking Facilities

- Working with the Madison Parking Utility, conduct a comprehensive inventory of public parking facilities and major private parking facilities in the Central Area of Madison
- Evaluate and recommend potential Intelligent Transportation System (ITS) technologies (to improve usage and facility operations)

Work Task 6: Preparation of *Draft* Multi-Modal Transportation Master Plan and Recommendations

Transportation Demand Management (TDM)

- Develop **prototype employer-based TDM programs**, for application in a variety of circumstances - (1) different geographic locations of the City, (2) differing employer types and employee/customer trip-making characteristics, and (3) availability of transportation choices

- Develop a **prototype Transportation Management Association (TMA)** operational structure (for application in a specific area of the City such as the Central Area of Madison or a specific office park) - as a mechanism to organize individual employers and administer TDM initiatives

Work Task 6: Preparation of *Draft* Multi-Modal Transportation Master Plan and Recommendations

Implementation

- Develop a comprehensive list of TMP **implementation recommendations**
- Develop **estimated costs** for infrastructure and service improvements
- Indicate **priorities** for implementation recommendations (i.e., short-term, medium-term and long-term)
- Develop a comprehensive list of **potential funding sources** (with an emphasis on local and regional funding options)

TMP: *Draft* Scope of Work

- Work Task 7: Selection of *Preferred* Transportation System Plan Alternative and *Final* TMP Documentation

→ Final TMP Report and Recommendations

- Document Planning Process and Community Involvement
- Technical Analysis
- Mobility, Economic and Environmental Benefits and Impacts
- Documents, Databases, Reports, Exhibits and Visual Aids

Draft Scope of Work/RFP Development

Committee Reviews

- Jan. 24: Pedestrian-Bicycle-Motor Vehicle Commission (PBMVC)
- Feb. 6: Plan Commission
- Feb. 8: Transit and Parking Commission (TPC)
- Feb. 16: Long Range Transportation Planning Committee (LRTPC); *Lead Committee*
- Mar. 7: Madison Area Metropolitan Planning Organization

Draft Scope of Work/Procurement

Procurement Schedule (*tentative*)

- Apr. 2: Release of RFP
- Apr. 26: Pre-Proposal Meeting
- May 22: Deadline for Submission of Proposals
- (week of) June 11: Consultant Interviews/Selection
- (week of) June 18: Consultant Contract Negotiations
- July 3: Common Council Resolution (*to select consultant and authorize contract*)
- July 5: Notice to Proceed/Commencement of Work

Transportation Master Plan
(TMP) for the City of Madison:
Draft Scope of Work

Briefing for
Plan Commission
February 6, 2012