

Monroe Street Reconstruction Community Survey Results

2,779
responses!

60%
visitors of
Monroe

53%
commuters

44%
neighborhood
residents

43%
parents

Community Priorities:

These priorities are the result of feedback from the community survey, four public meetings, and additional public comments.

Improve walkability and pedestrian safety, especially at intersections.

Create a destination street that is convenient and safe for all modes of transportation.

Reduce traffic speeds.

Maintain or improve existing parking.

Ensure predictability in Metro service to improve access for all users.

Introduce streetscape improvements and more inviting plant life to enhance the pedestrian experience and natural environment.

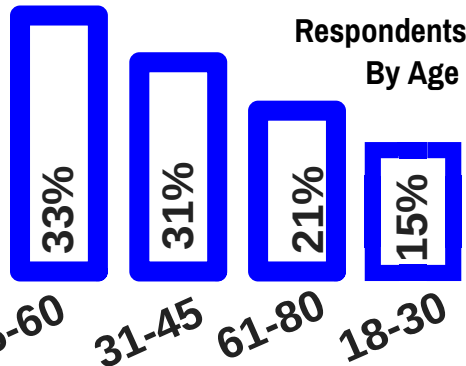
Improve bicycle access by creating safe connections to adjacent paths and increasing bike parking.

Maintain a comfortable route for commuters and vehicles accessing adjacent businesses, schools, and institutions.

Enhance Monroe Street's commercial vibrancy and unique sense of place while retaining its neighborhood feel.

Be a model of innovation and look for demonstration opportunities to educate the public about sustainability.

- 40% live on or within 3 blocks of Monroe Street
- 13% live in the Dudgeon-Monroe or Vilas neighborhoods
- 47% live in another neighborhood in Madison



How do you use Monroe Street?

- 65% access Monroe Street destinations by car
- 65% access destinations on Monroe Street daily
- 54% pass through Monroe Street daily



What brings you to Monroe Street?



Restaurants
70%



Shopping
59%



Commute
51%

Qualities associated with Monroe Street today:

- High Association**
- Commuting Route
 - Restaurant Destination
 - Nice Neighborhood Feel
 - Shopping Destination

- Low / No Association**
- Comfortable for Biking
 - Green Street
 - Comfortable for Walking

What qualities of Monroe Street should be improved?

1. Walkability
2. Green Street with more plant life and sustainable design
3. Bikeability
4. Comfortable Commuting Route
5. Vibrancy of the Commercial Districts
6. Artistic/unique environment
7. Transit-friendliness

Preferred method of travel on Monroe Street, other than by car:

Walking
47%



Biking
38%



Transit
14%



Monroe Street Qualities that Survey Respondents Would Like to See Improved with Reconstruction:

#1

Pedestrian Friendliness and Safety

- 54% selected "walkability" as a top quality to be improved
- 70% of respondents identified "better pedestrian friendliness and safety" as a top priority for the project

Of those who would prefer to walk (1,268 respondents), what strategies would encourage them to do so?



More visible crosswalks



Slower cars



Fewer cars



#2

Green Infrastructure

- 46% of respondents identified "Green Street, more plant life and sustainable design" as a top quality to improve



Most popular landscaping efforts for the Monroe Street terraces:

1. Sidewalk shade (46%)
2. Storm water treatment, phosphorus and sediment trapping (47%)
3. Reduced street flooding during intense rain storms (28%)
4. Pollinator health (27%)

#3

Bicycle Friendliness and Safety

- 43% selected "bikeability" as a top quality to be improved
- 51% of respondents identified "better bicycle-friendliness and safety" as a top priority for the project

Most popular potential bicycle enhancements:

1. Bike path through Wingra Park connecting Edgewood and Arbor Dr
2. Better bike connections from existing bike path to Monroe Street

65% of respondents would not support the addition of bike lanes to Monroe Street if this means removing approximately half of the parking along the street and closing the rush hour travel lanes

Of those who would prefer to bike (988 respondents), what strategies would encourage them to do so?



Painted bike lane



Protected bike lane



Smoother street



#4

Commuting and Parking

- 42% of respondents identified "comfortable commuting route" as a top quality to be improved
- 59% of respondents were somewhat or very concerned about the "impact on my commute" during reconstruction



#5

Vibrancy of Commercial Districts

- 40% of respondents identified "vibrancy of commercial districts" as a top quality to be improved
- 79% of respondents were somewhat or very concerned about the impact on and access to businesses during reconstruction

#6

Artistic / Unique Environment

Most popular placemaking efforts for Monroe Street public spaces:

1. Sidewalk Enhancements from Wingra Park to Edgewood College Drive
2. Business District Enhancements
3. Wingra Park Orchard Garden
4. Crazylegs Triangle Enhancements
5. "Green" Bus Stops

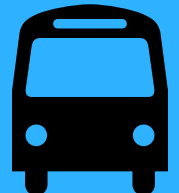
#7

Transit Friendliness and Safety

- 25% of respondents identified "transit-friendliness" as a top quality to be improved

Respondents recognized a strong link between accessible public transit and equity.

Of those who would prefer to use transit (353 respondents), what strategies would encourage them to do so?



Increased # of bus trips



Increased # of bus routes



Improved travel times