Transportation Subsidies

Wisconsin Historical Society, Schoelkopf, Louis, Model T Speedster Outside Schoelkoff Automobile Dealership

WHi-113401

50 years - auto funding and investment

I-90 and USH 12/18

October 16, 1962

Wisconsin Historical Society,, Madison Interstate Interchange

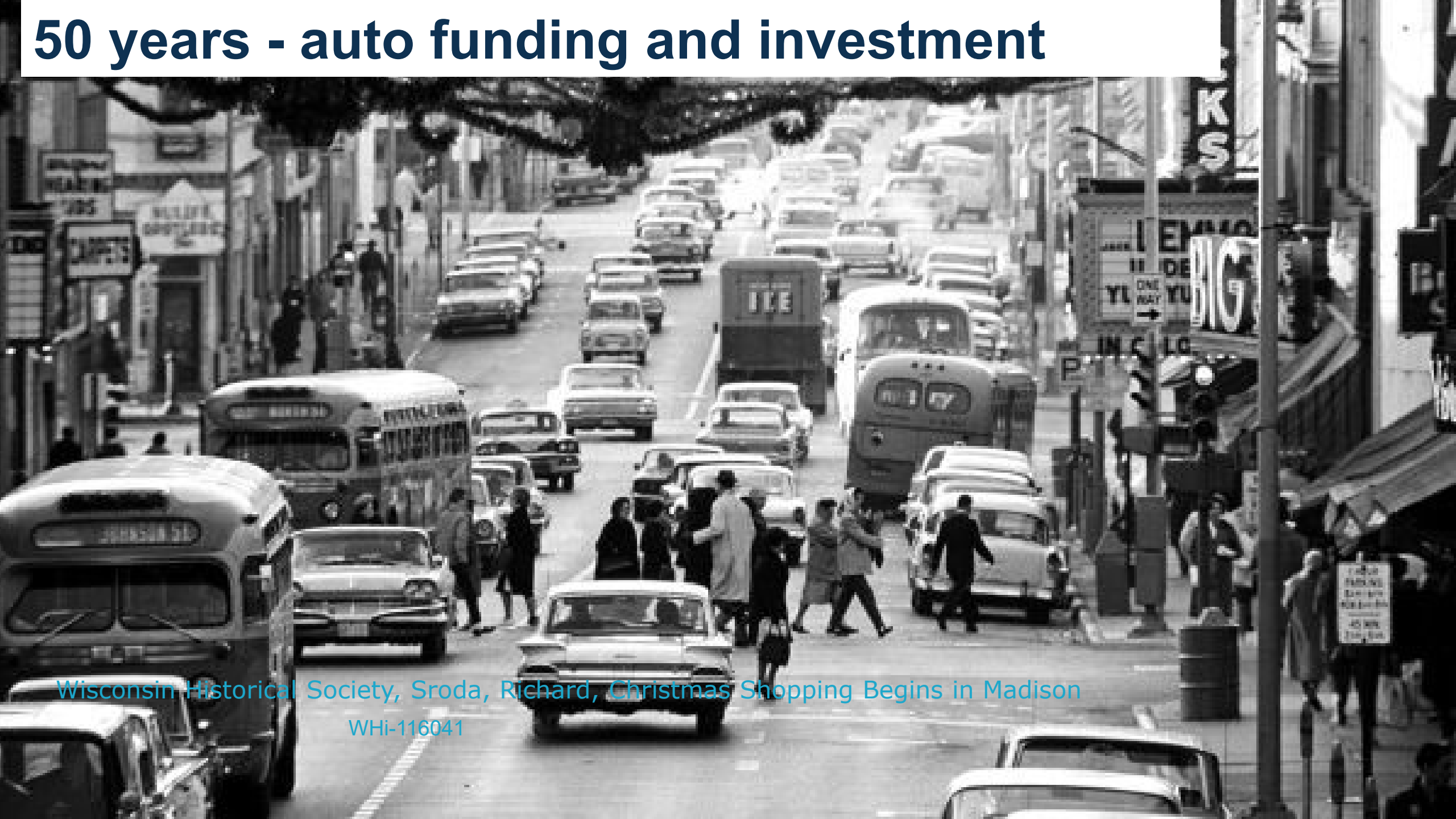
WHi-40382

Wisconsin Historical Society, Vinje, Arthur, Pigeon Hole Parking

WHi-78176

Manchester Dept Store Parking

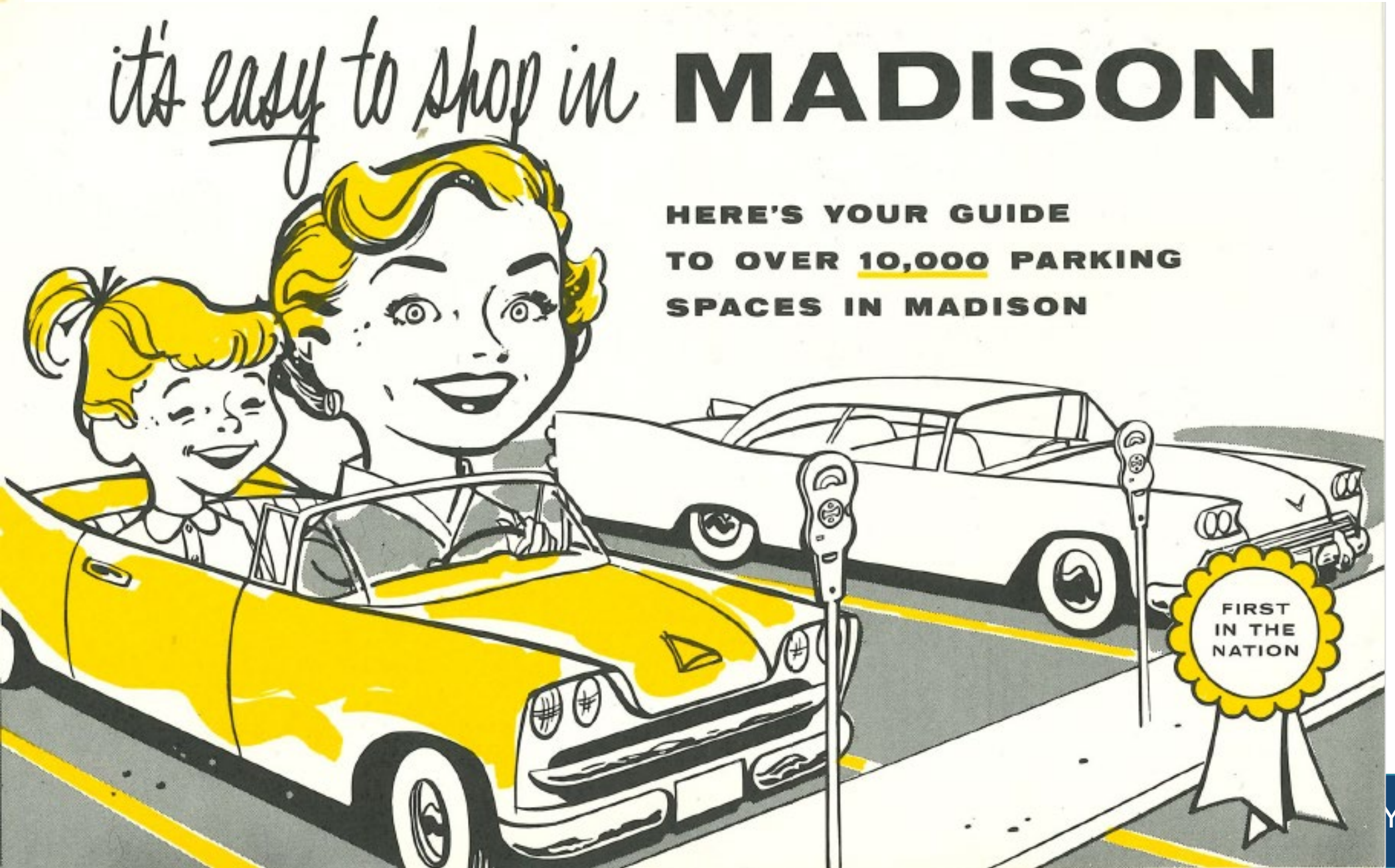
50 years - auto funding and investment



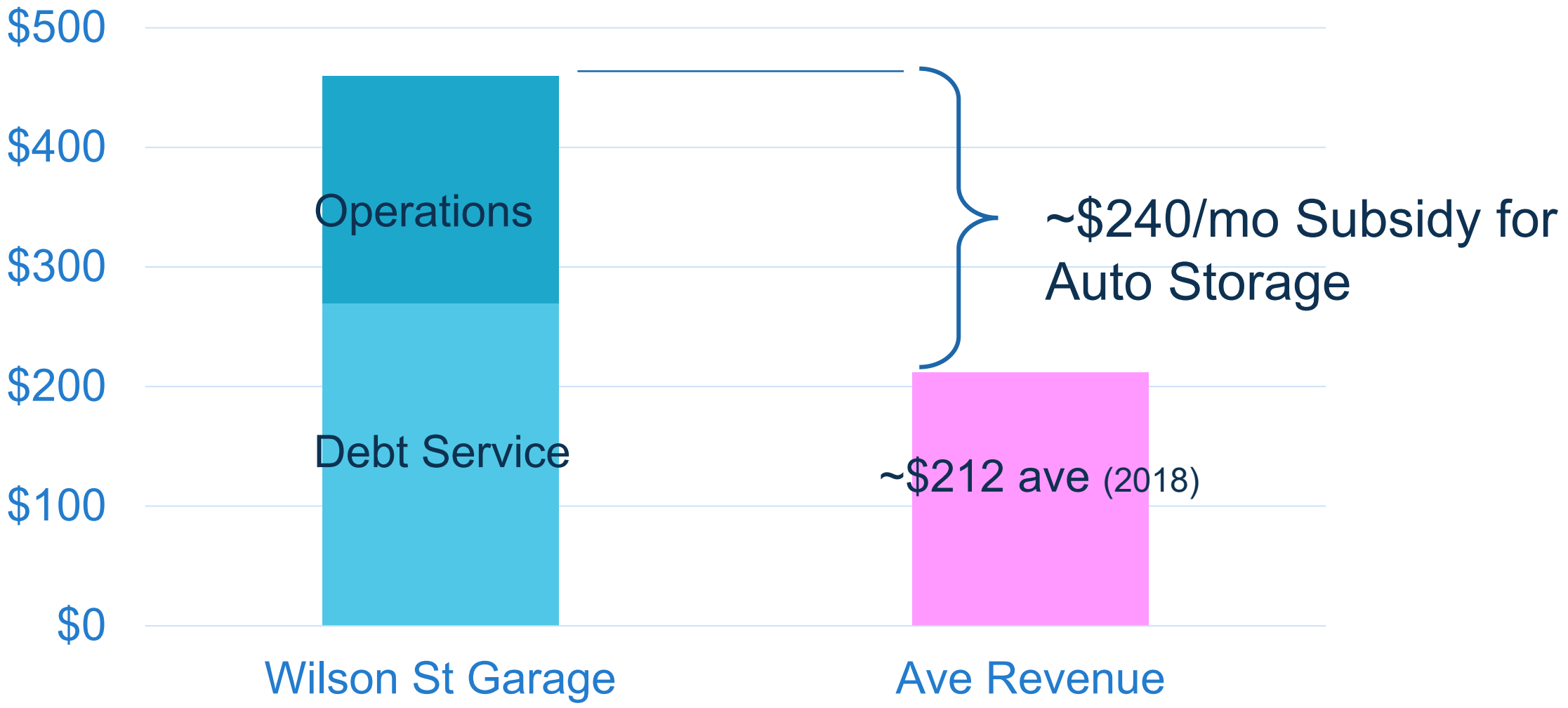
Wisconsin Historical Society, Sroda, Richard, Christmas Shopping Begins in Madison

WHi-116041

50 years - auto funding and investment



Monthly Costs Per Stall – Wilson St



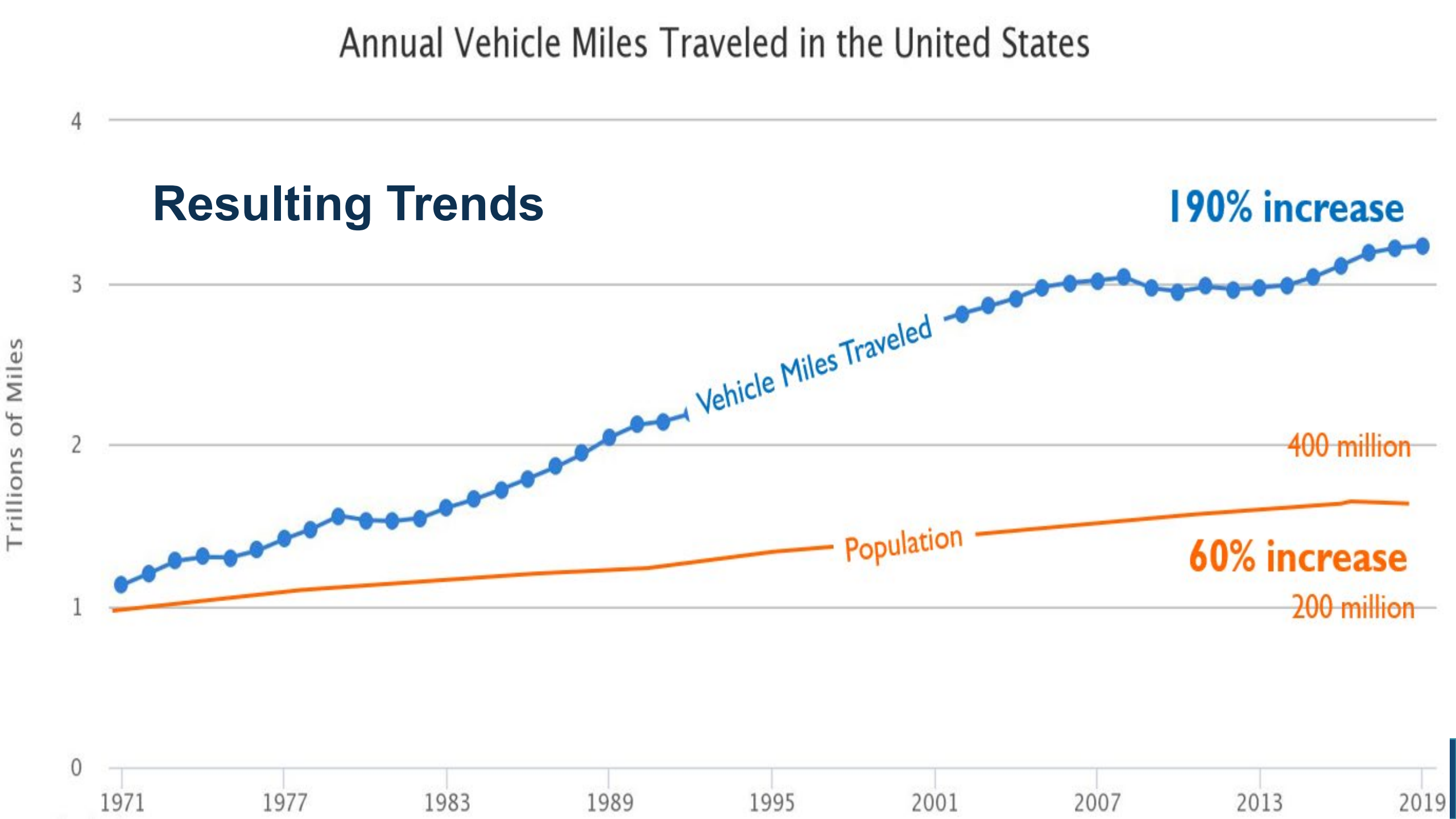
Subsidies

Largely paid by Gas Tax
Google Streetview

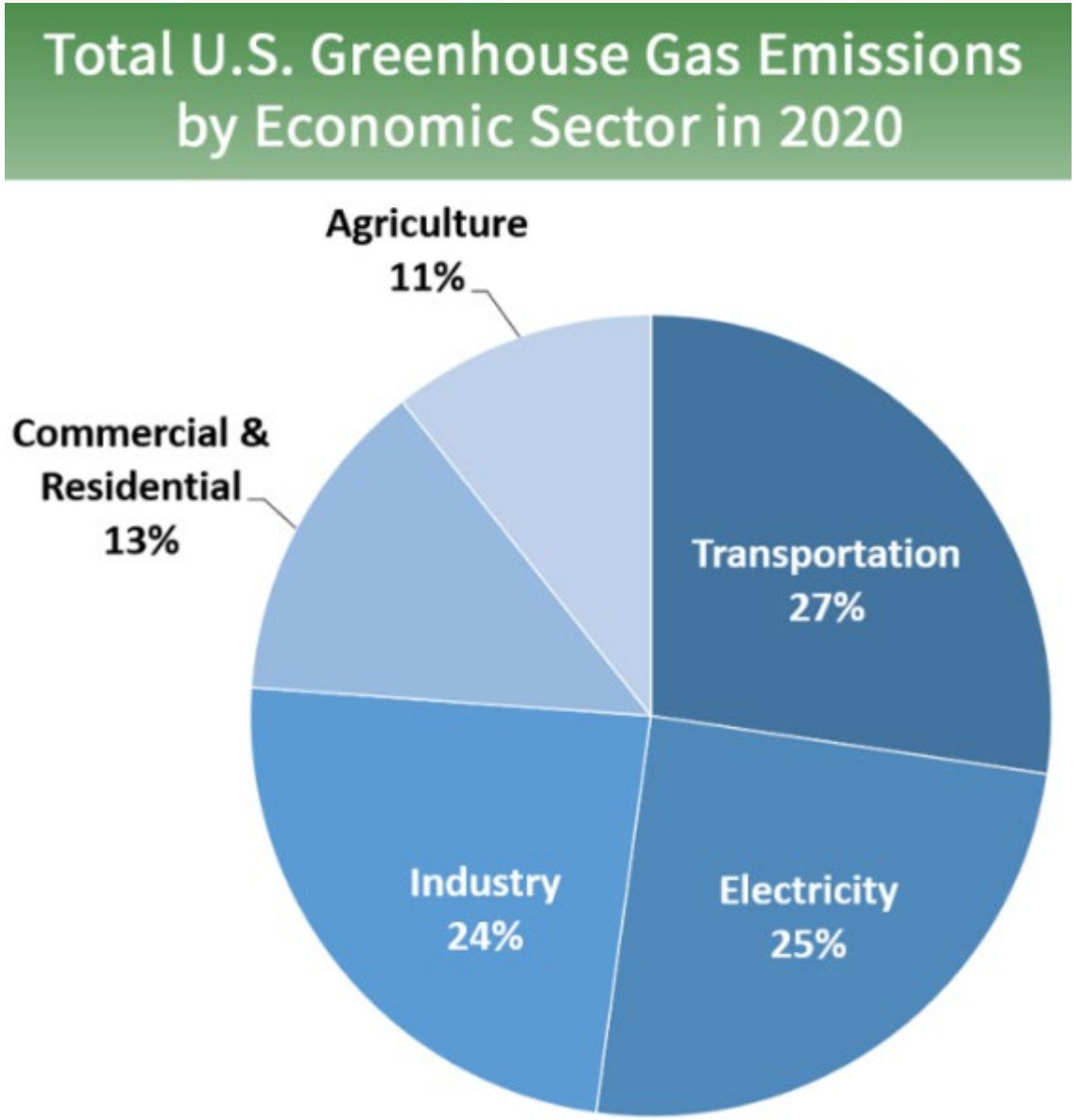
Largely paid by
Property Tax
850 + miles
Google Streetview

Car Storage

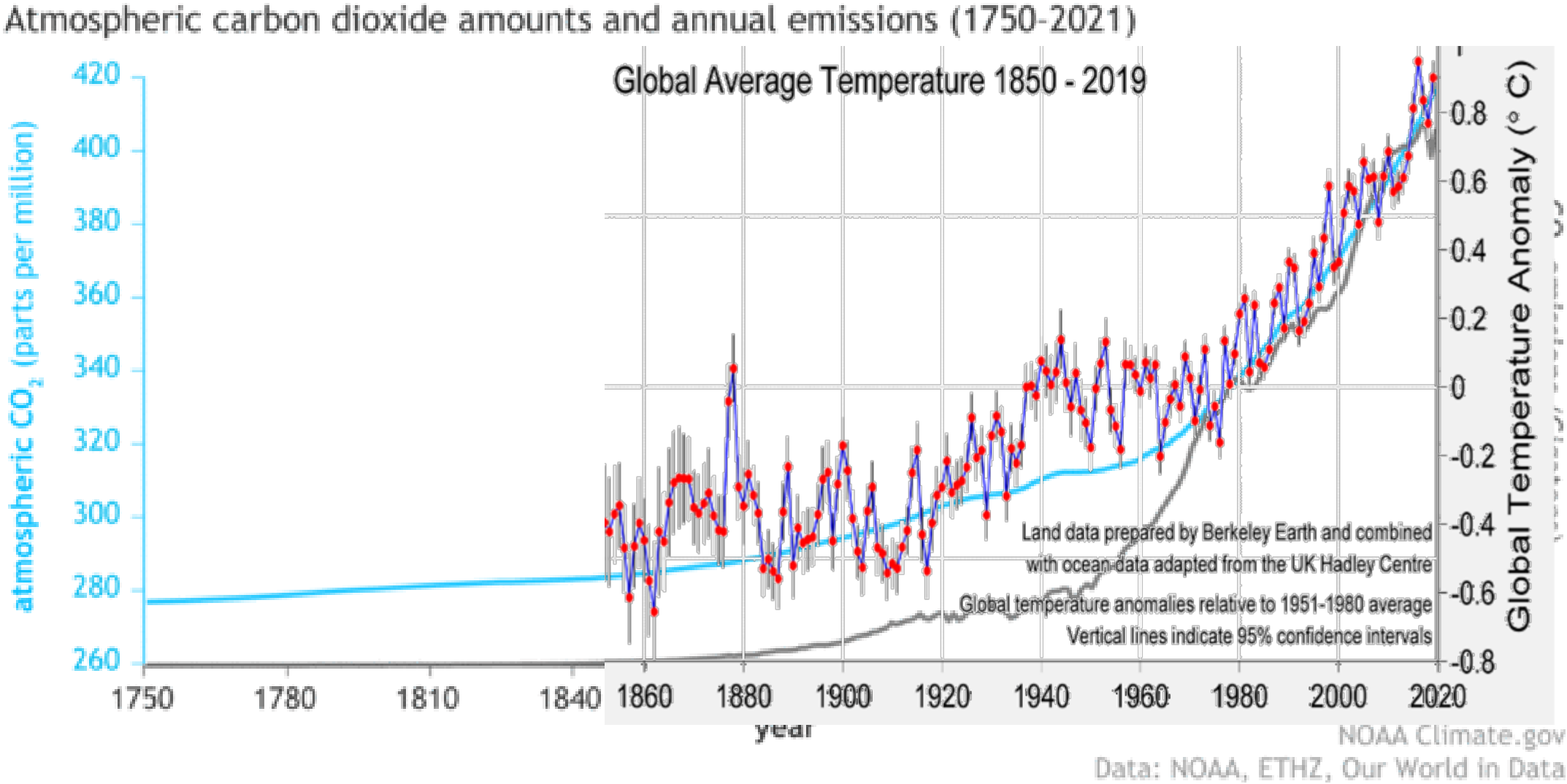
Resulting Trends



Climate



https://www.epa.gov/ghgemissions/sources-greenhouse-gas-emissions



1.5 Celsius degree goal

https://www.nytimes.com/2022/02/23/climate/climate-change-un-wildfire-report.html

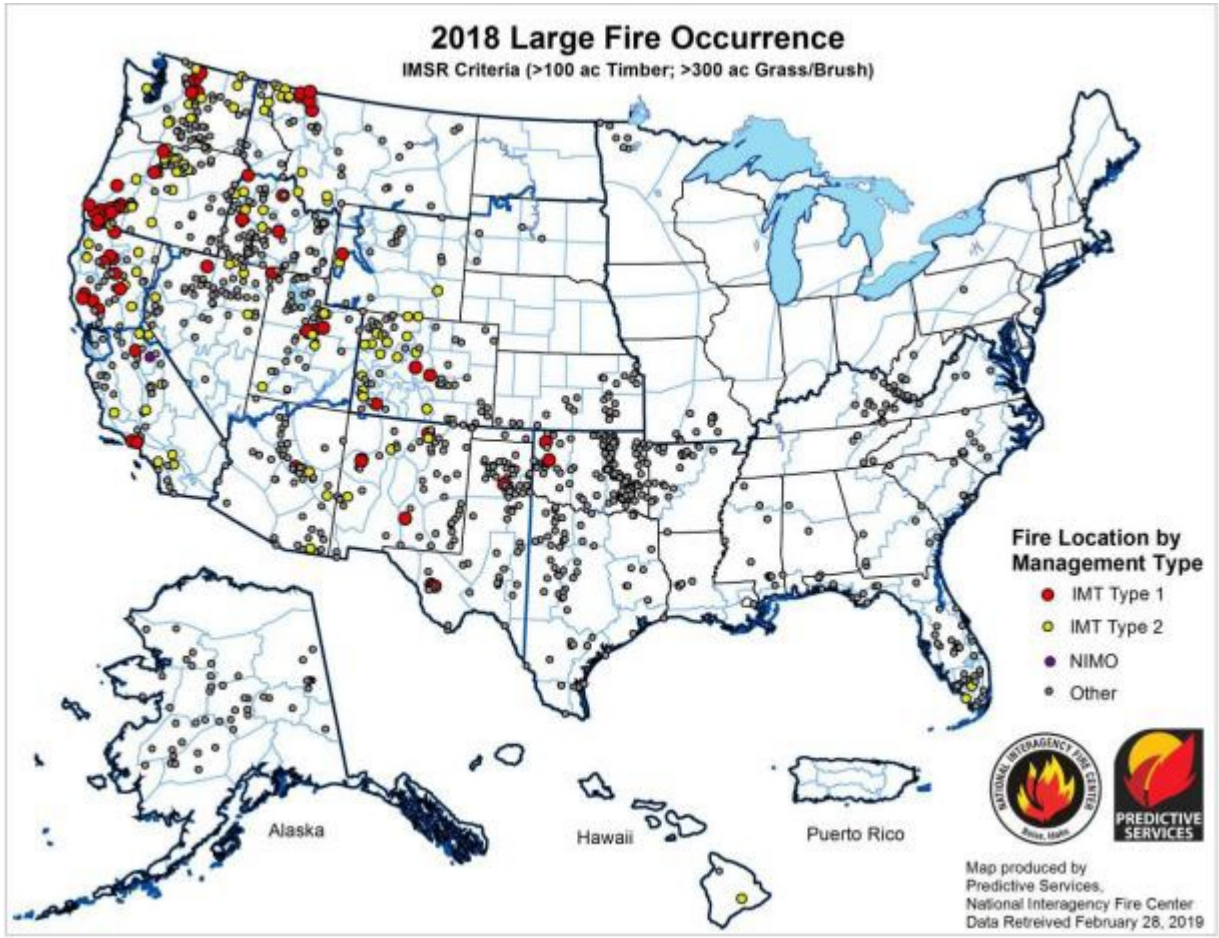
The New York Times

Climate Scientists Warn of a 'Global Wildfire Crisis'

Worsening heat and dryness could lead to a 50 percent rise in off-the-charts fires, according to a United Nations report.

Give this article 154

https://www.weathernationtv.com/news/2018-wildfire-season-recap-released/

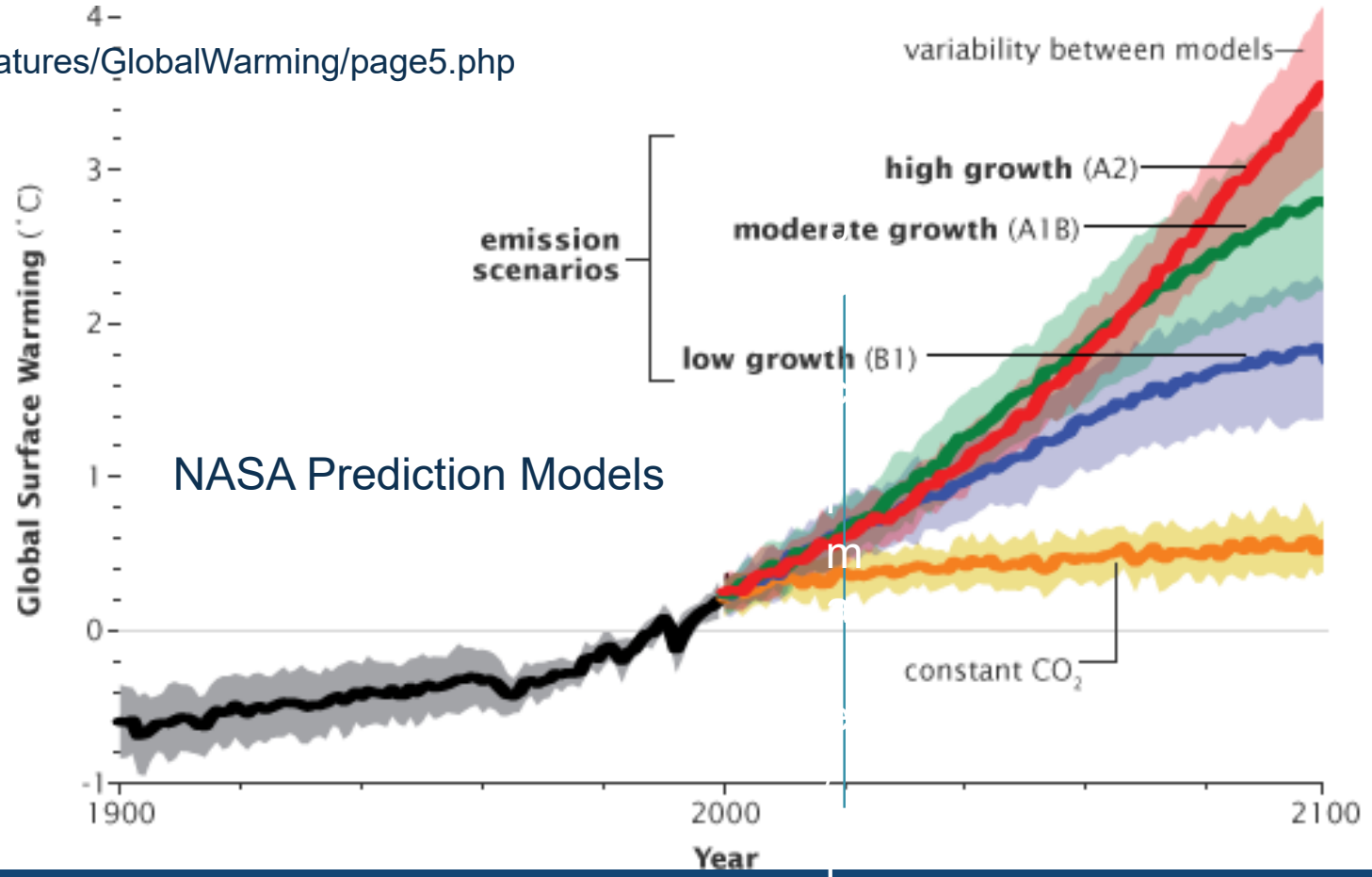


A Hotter Future Is Certain, Climate Panel Warns. But How Hot Is Up to Us.

Some devastating impacts of global warming are now unavoidable, a major new scientific report finds. But there is still a short window to stop things from getting even worse.

https://www.nytimes.com/2021/08/09/climate/climate-change-report-ipcc-un.html

https://earthobservatory.nasa.gov/features/GlobalWarming/page5.php



NASA Prediction Models

Infrastructure

Comprehensive Plan Addresses Challenges

LAND USE AND TRANSPORTATION

GOAL: Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.

GOAL: Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.

STRATEGIES

1. Implement **bus rapid transit** to improve travel times, enhance reliability, and increase ridership.
2. Improve **transit service**, especially to peripheral employment and residential locations, with a focus on **reducing the travel time** for transit dependent populations.
3. Ensure **all populations benefit** from the City's **transportation investments**.
4. Improve access to **transit service to nearby cities**, such as Milwaukee, Chicago, and Minneapolis.
5. **Concentrate the highest intensity development along transit corridors**, downtown, and at Activity Centers.
6. Reduce the demand for development of **farmland** on the periphery of the city.
7. Maintain **downtown Madison as a major activity center** for the region while improving access and inclusivity.
8. Expand and improve our **pedestrian and bicycle networks** to enable safe and convenient active transportation.
9. Implement **new technologies** to more efficiently use our existing transportation infrastructure.

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2. Create **neighborhood friendly infrastructure** in street design and improve traditional transportation systems

E-W BRT

Transit Network Redesign

All Initiatives – Bias Training

Inter-city Bus, Amtrak Station

TOD Overlay

TNR and BRT

Complete Streets

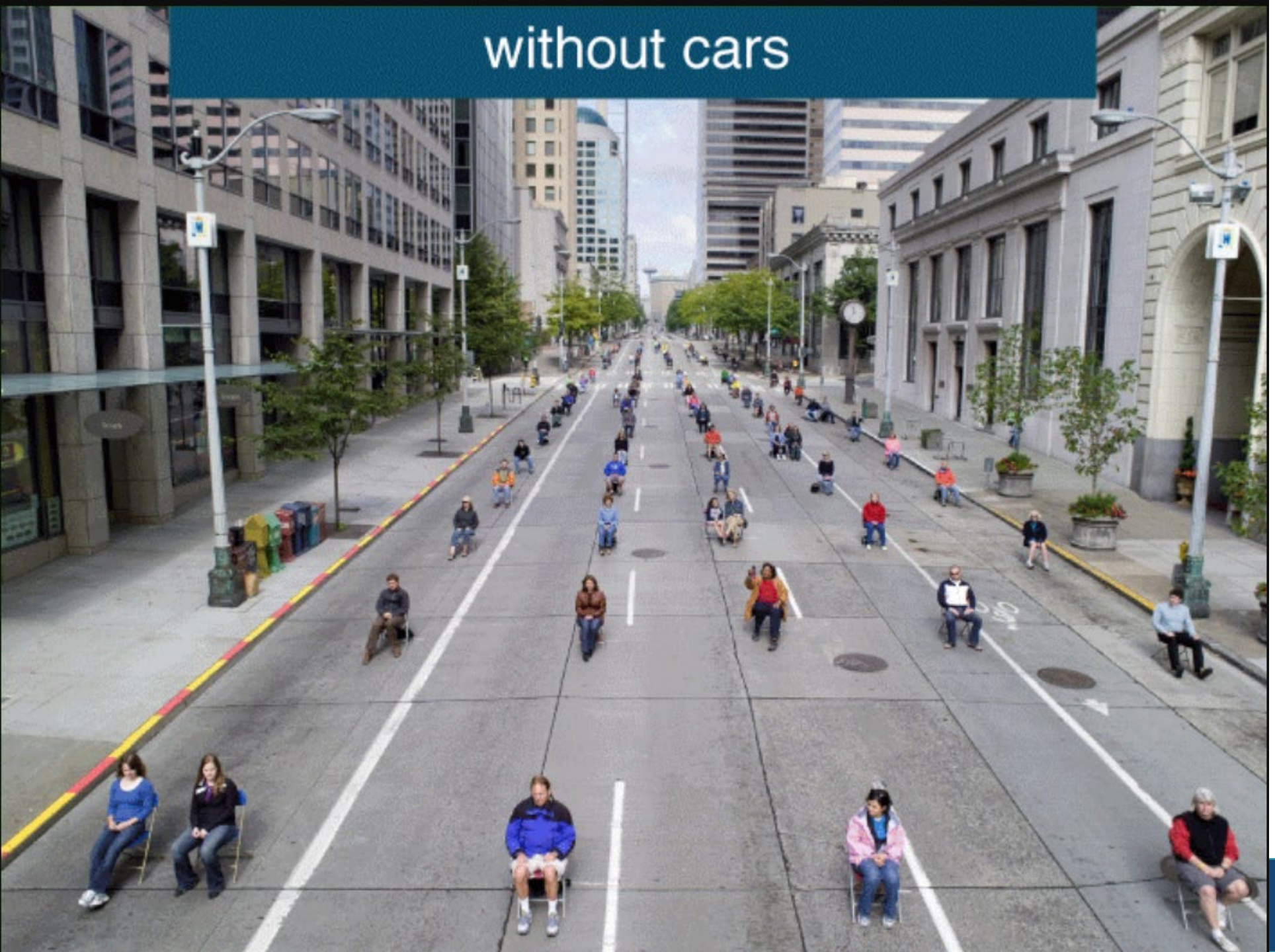
Park St corridor

Vision Zero, Complete Streets

Bus Rapid Transit

Transit is efficient

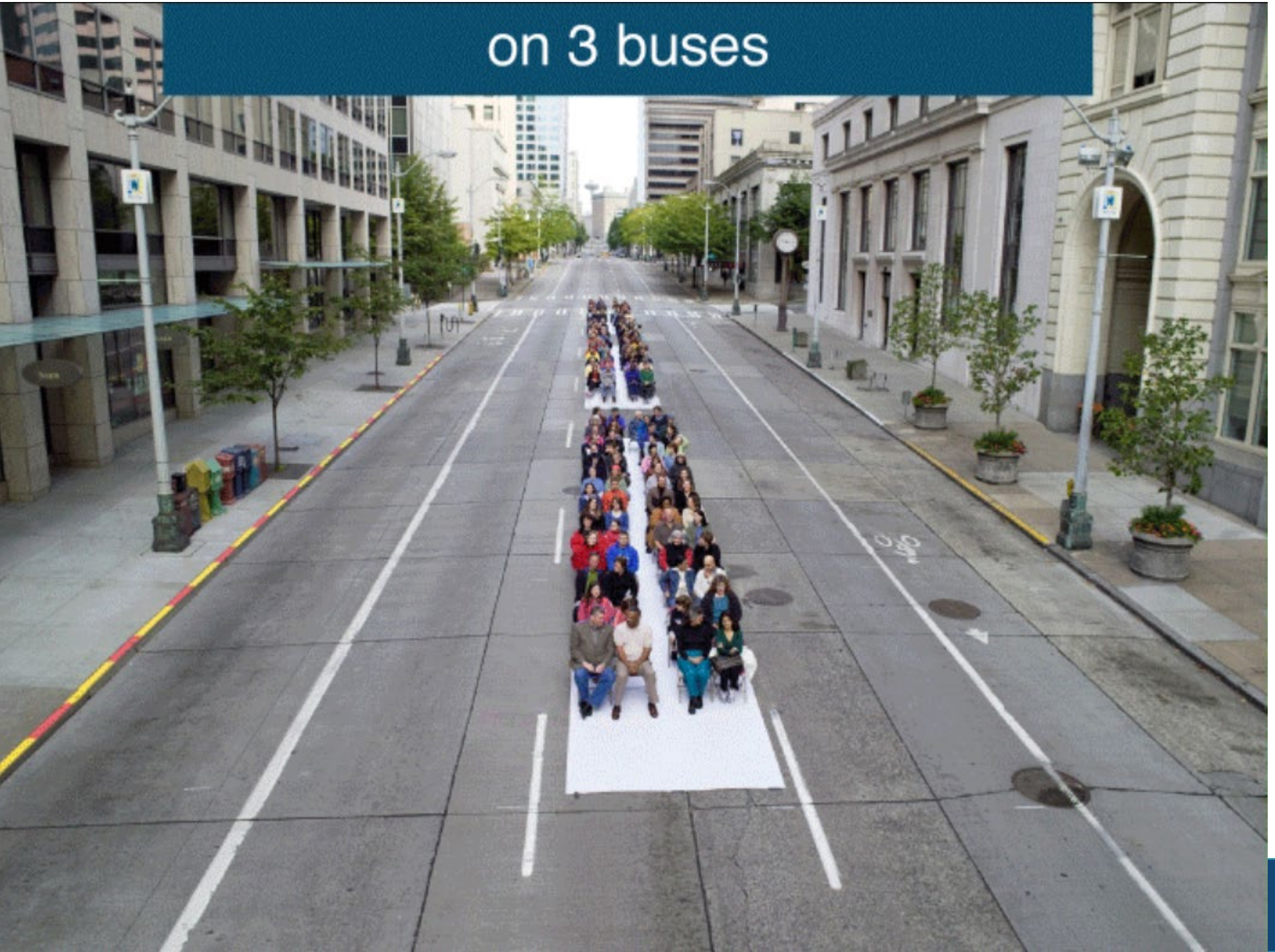
http://i.imgur.com/kw8DaST.gif



Bus Rapid Transit

Transit is efficient

http://i.imgur.com/kw8DaST.gif



Bus Rapid Transit

Transit is efficient

http://i.imgur.com/kw8DaST.gif

Transit is more efficient

Transportation Demand Management

WHi-39066

Wisconsin Historical Society, Vesey, Richard, Law Park Parking Lot WHi-39066

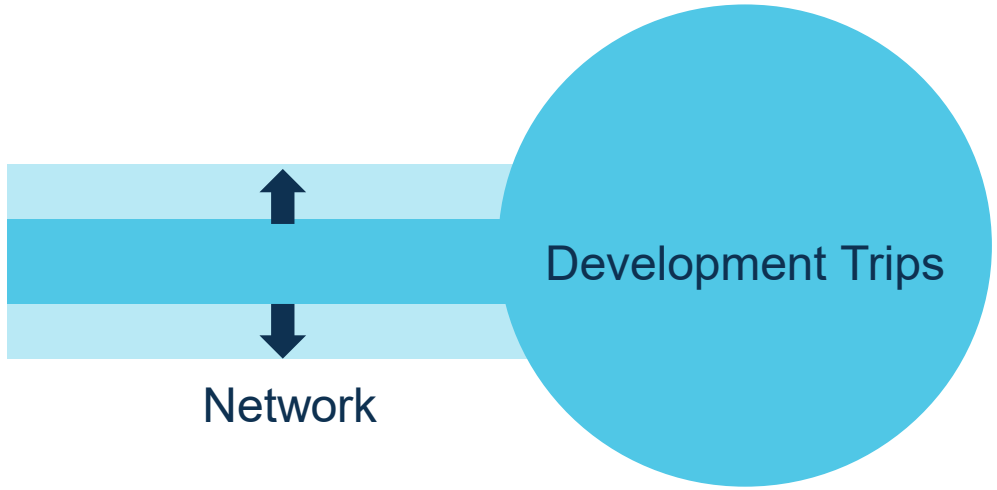
Even Subsidies

Market Decision

Transportation Mode

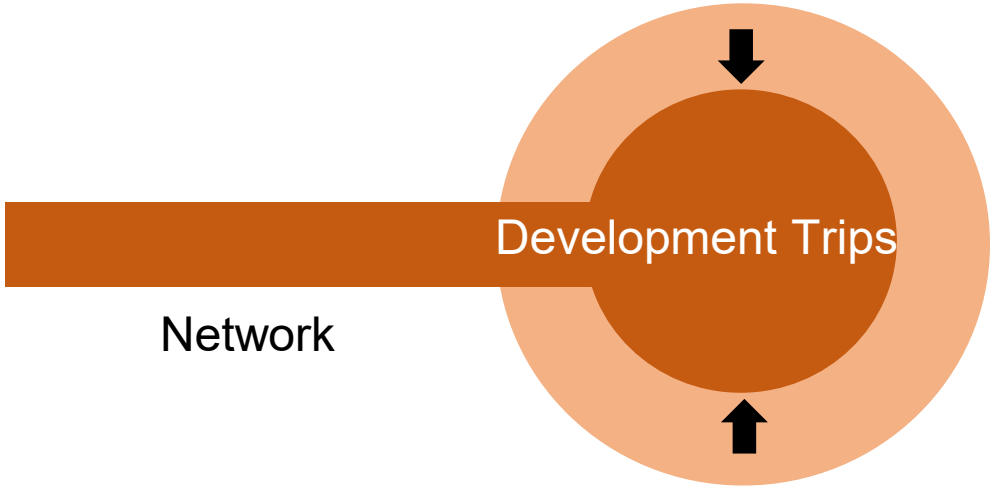
Change in Paradigm

Traditional

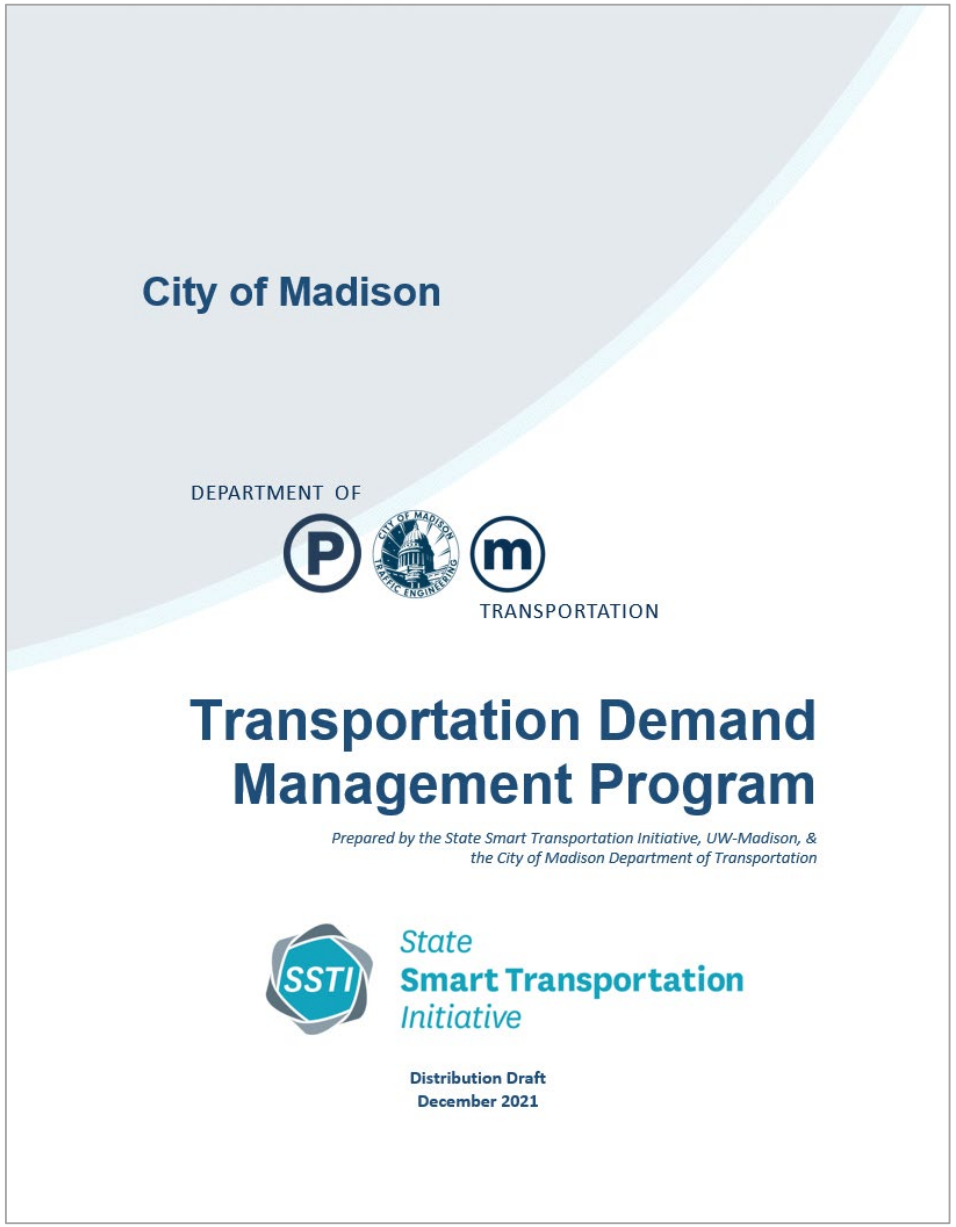


Increase network capacity to accommodate trips

TDM



Reduce trips to accommodate network



Madison's TDM Program

- Provides consistent, clear, transparent TDM requirements
- Provides a range of measures to meet those requirements
- Intended to be straight forward and easy to understand
- Provides an easy way to calculate requirements and demonstrate compliance