



**City of Madison, Wisconsin
Mayor's Platinum Bicycling Committee
Report**

**Making
Madison the
Best Place
in the Country
to Bicycle**

**Final Report
December 2007**



City of Madison, Wisconsin Platinum Bicycling Committee Report December 2007

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<http://www.cityofmadison.com/trafficEngineering/bicyclingPlatinum.cfm>

*The preparation of this plan has been aided by funds from the
the City of Madison Mayor's Office, Traffic Engineering and Engineering Divisions,
Trek Corporation, Pacific Cycle (Schwinn), Saris Cycling Group, and Planet Bike.*



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Introduction

Life is like a bicycle. You don't fall off, unless you stop pedaling.

The Madison Mayor's Platinum Bicycling Committee has concluded that the bicycle is a vehicle for positive social change. Madison has long been one of the best places to bicycle in America. And Madison has the opportunity to distinguish itself by making visionary improvements to conditions for bicyclists in the city that would even further improve life here and make Madison THE national model for bicycle friendly communities.

In fall 2006 Madison Mayor Dave Cieslewicz formed the Platinum Biking City Planning Committee with the overall goals of

- 1) achieving the Platinum designation level through the League of American Bicyclists Bicycle Friendly Communities program, and
- 2) putting forward a roadmap - or bike path - for Madison to become the best city in the country for bicycling.

Committee members from throughout the community were selected for their dedication to improving the city and for their knowledge of various bicycling issues including health, engineering, education, city processes, industry and business, law enforcement, environmental sustainability, and transportation choice. In addition to community members, city staff from the Departments of Traffic Engineering, Engineering, Public Health, Parks, Police, Planning, and the Metropolitan Planning Organization were included in committee discussions. Input from the public was sought throughout the meeting process, with a more intensive public participation process from June through October 2007. The committee met once or twice monthly (or sometimes more frequent) from November 2006 through November 2007.

The full report of the committee represents the research and recommendations that emerged from the Platinum Bicycling Committee process. The report is meant to complement existing bicycle programs and plans in the City and to offer recommendations for taking "the next steps." The report also provides some fiscal and process estimates for implementing the recommendations.



Image: <http://www.cityofmadison.com/transp/bicycle.html>

A. Vision Statement

Make bicycling an integral part of daily life in Madison, thereby making Madison a model for health promotion, environmental sustainability, and quality of life.

B. Goals

- Madison will ensure a safe and well planned bicycle friendly transportation network that allows connections to all destinations. The network will include bikeways, off-street paths, on-street marked lanes and low volume/low speed local roads, adequate bike parking, and adequate links to public transit. The network will be accessible to riders of all ages, backgrounds, and abilities.
- Madison will promote a bicycling culture that supports experienced riders and brings new riders safely and comfortably into cycling.
- Madison educational institutions, businesses, health care providers, and government will actively support bicycling as a transportation choice.
- Madison will build social capital by encouraging bicycling as a social norm for all of Madison's diverse population.
- Madison will facilitate a mutual respect among drivers, bicyclists, and pedestrians by promoting knowledge, acceptance, and consistent enforcement of traffic laws.
- Madison will collaborate with surrounding municipalities, Dane County, and colleges and universities to develop complementary bicycle transportation plans and a seamless network of bikeways in the Madison area.
- Madison will take advantage of the unique resources in our area (UW-Madison and other educational institutions, bicycle industry, other businesses and non-profit organizations) to engage in public-private partnerships to develop innovative bicycle facilities, educational programs, outreach efforts, and funding mechanisms.
- Madison's bicycle plans will be incorporated into other city plans (such as transportation plans, land use plans, neighborhood plans, the Comprehensive Plan, Climate Protection Plan, etc.) to promote bicycle use as part of a multi-modal, environmentally-friendly urban transportation network designed to benefit all citizens of the Madison metropolitan area (including persons unable to walk or ride, and in cases when bicycling is not feasible).
- Madison will create an on-going mechanism for cooperation and cross fertilization on bicycling issues across city department disciplines including Traffic Engineering, Engineering, Public Works, Police, Health, Parks, Madison Metro, and Planning.
- Madison will increase its bicycle mode share (the percent of the traveling public that uses a bicycle for transportation).

The Big Whys

The Platinum Committee puts forth the following rationale for wanting to make Madison the best place to bicycle in the country.

A. Quality of Life

Madisonians enjoy and value a high quality of life. Better conditions for bicycling and walking have tangible and intangible benefits to the quality of life. In cities where people can regularly be seen out bicycling and walking, there is a palpable sense that these are safe and friendly places to live and visit. Bicyclists are an indicator of quality of life, the proverbial “canary in the coalmine.” A contributing factor towards preserving and improving Madison’s high quality of life is making the City even more friendly to bicycling.



Madison’s State Street, which is closed to through automobile traffic. Image: Arthur Ross.

Bicycling can improve quality of life in many ways, including:

- Allowing individuals to integrate physical activity into their daily lives and/or commute, thereby enhancing time spent traveling to work, school, shopping, or exercise facilities.
- Fostering a sense of community in both neighborhoods and workplaces through the intimate contact of bicyclists with their surroundings, thus helping to build Madison’s reserve of social capital.
- Reducing car traffic in neighborhoods, around schools and social centers.
- Reducing noise and air pollution in and around pedestrian centers.

B. Health Promotion

The City of Madison ranks high as a healthy city on many surveys. This plan will complement and further the activities and goals of other plans and organizations working to improve the health of Madison residents.

Mayor Cieslewicz started the Fit City Madison health initiative to help address skyrocketing rates of obesity and the increase in sedentary lifestyles. The health benefits of regular physical activity are far-reaching: reduced risk of coronary heart disease, stroke, and other diseases; lower health care costs; and improved quality of life for people of all ages. Improving health lessens the impact of the growing health care crisis and decreases the money individuals spend on prescription drugs and that Madison spends on emergency health care.

Physical activity need not be unduly strenuous for an individual to reap significant health benefits. Even small increases in light to moderate activity, equivalent to bicycling for about 30 minutes a day, produce measurable benefits among those who are least active. One of the best ways to sustain a physical activity program is to incorporate it into your day-to-day routine. Bicycling for transportation and recreation fits well with these goals. Making bicycling a safer and easier choice for people also improves the health of the community.



Image: Della Haugen, Bicycle Federation of Wisconsin

C. Environmental Sustainability

Motor vehicles create a substantial amount of air pollution. Although individual cars are much cleaner today than they once were, as total motor vehicle miles traveled continues to grow, overall air quality will deteriorate. For Madison, this decline in air quality is a serious issue, because our area is moving closer and closer to becoming an Environmental Protection Agency (EPA) designated Non-Attainment Area for air quality, a status that would threaten the health of citizens and trigger increased federal governmental regulation. Decreasing air and noise pollution around schools, neighborhoods, and social centers will improve the environment for citizens.

Under Mayor Cieslewicz Madison became the fifth City in the nation (out of 600) to sign on to Seattle Mayor Nickels' Kyoto Protocols. Reducing CO₂ emissions is an important priority for Madison.

Cars and trucks burn millions of barrels of oil, a non-renewable energy source, every day. America's reliance on oil and the emissions of greenhouse gases that cause global warming are trends that trouble many Madisonians. The bicycle offers a sustainable and efficient alternative to motor vehicle travel.

Fewer raw materials go into the making of bicycles and bicycle infrastructure than of automobiles and roadways, thus reducing the potential landfill waste. In addition, Madison is home to several industrious citizens and organizations that recycle, refurbish, and reuse bicycles, reducing the number of bikes that end up in a landfill.

D. Economic Benefits

When safe facilities are provided for pedestrians and bicyclists, more people are able to be productive, active members of society by using the transportation provided by bicycles. Bicycling and walking are affordable forms of transportation. Car ownership is expensive, and consumes a major portion of many of the City of Madison's residents' incomes.

The AAA estimates the annual cost of owning a car at \$8,000. With the median household income in Madison at \$41,941 in 1999, owning a car accounts for about 19% of household income. By increasing bicycle riding, it may make it possible for some families to reduce the number of cars that they own. The more we reduce from transportation costs, the more disposable income residents will have to pour into the local economy.

In addition, the provision of bicycle facilities has actually been shown to increase property values. A 2002 National Association of Realtors (NAR) and National Association of Home Builders (NAHB) survey of 2000 homebuyers ranked a bikeway as "the second most important neighborhood amenity for homebuyers." Researchers at the National Park Services report that "property values are higher adjacent to paths or trails, that homeowners and real estate agents believe that trails have either positive or no adverse effects on property values, that parks and greenbelts may increase property tax

revenues, or that developers or builders may benefit from the presence of trails." Evidence of this trend can be seen in Madison, where home sellers in the Monroe Street area regularly post home sale signs on the bike path side of the house as well as on the street side.

Also, bicycling is a major tourism draw. Madison can increasingly be a major destination for bicycling tourism, bringing millions of dollars in income to our area businesses. Events like Ironman Wisconsin point to the potential for tourism dollars. Other communities in Wisconsin, like Sparta, already cash in to a high degree on their pro-bicycling image.

Employees who bicycle are healthier and more productive, losing less time to illness. Encouraging bicycling can have a positive return on investment much like many worksite wellness programs.

Finally, Madison is home to a significant percentage of the nation's bicycling industry. Improving bicycling conditions will increase the number of bicycle riders, and thus increase the direct and indirect positive economic impacts of the bicycling industry on the local economy.



Fitchburg Bicycling Art Cow. Image: Della Haugen, Bicycle Federation of Wisconsin

Themes

The Platinum Committee's recommendations fall under the following themes:

A. Transportation Choice

Many of the trips that Madison's residents make every day are short enough to be accomplished on a bicycle. The 2001 National Household Transportation Study (NHTS) found that approximately 44% of all trips in Madison are less than 2 miles in length – which represents a 10-minute bike ride or a 30-minute walk. The same study found that 30% of trips were less than a mile. In Madison, a bike ride from the near east side to the UW campus takes less than a half hour.

People are willing to try modes other than the automobile if they feel that they are safe and convenient. A 1995 Rodale Press survey found that Americans want the opportunity to walk or bike instead of drive: 40% of U.S. adults say they would commute by bike if safe facilities were available.



Image: Della Haugen, Bicycle Federation of Wisconsin

Bicycling and walking can help reduce roadway congestion. Many streets and highways carry more traffic than they were designed to handle, resulting in gridlock, wasted time and energy, pollution, and driver frustration. The Madison isthmus is an excellent example of traffic congestion constrained by a physical barrier. Bicycles require less space per traveler than automobiles.

Roadway improvements to accommodate bicycles can also enhance safety for motorists. For example, adding paved shoulders on two-lane roads has been shown to reduce the frequency of run-off-road, head-on, and sideswipe motor vehicle crashes.

B. Safe Routes to School

Walking or bicycling to school was once a part of everyday life. In 1969, about half of all students walked or bicycled to school, but today less than 15 percent of all school trips are made by walking or bicycling (Report No. 4, NPTS, FHWA, July 1972 and 2001 NHTS). There has been a subsequent adverse effect on traffic congestion and air quality around schools, as well as on pedestrian and bicycle safety. Children who lead sedentary lives are at risk for a variety of health problems such as obesity, diabetes, and cardiovascular disease ("Physical activity and the health of young people," U.S. Centers for Disease Control & Prevention, Fact Sheet, 2004). Ironically, traffic danger is regularly cited as a reason parents do not allow their children to bicycle or walk to school ("Barriers to Children Walking and Biking to School," CDC, 2005).

Over the last several years an international movement has developed called Safe Routes to School, which seeks to improve children's ability to bike or walk to school by improving engineering, enforcement, education, encouragement, and evaluation. Though Safe Routes to School is a program or a combination of programs and policies that can be implemented, the Platinum Committee felt that it is also a theme that should be considered whenever improvements for bicycling and walking are discussed or made. All of the components of Safe Routes to School are incorporated in this report, though they are not always directly identified as such.



Kids heading to school. Image: Arthur Ross.

C. Complete Streets

A complete street is a street that works for all users: motorists, bus riders, bicyclists, and pedestrians, including people with disabilities. The goal of a complete streets policy is to create streets that are safe and convenient for all users.

This is an important concept and theme in the Platinum Committee's recommendations, especially in the planning, policy, land use, and infrastructure recommendations.

Complete streets are not intended to be limited to a few designated corridors. Rather, a complete streets policy strives for diversity of use on almost every street, creating a variety of route choices and facility types for all users.

The US Congress and the US Department of Transportation have passed legislation and policies that intend to encourage complete streets (also known as “routine accommodation”), but few states and cities follow them.

Madison has made many positive strides toward complete streets over the years, but now it is time to formalize the policy and implement it in a manner that will make our community a leader in the nation.



A complete street in Madison. Image: Arthur Ross

D. Recreational Opportunities

In addition to being a mode of transportation, bicycling is recreational. Its recreational opportunities range from the leisurely family ride, to long distance touring, to racing. By improving bicycling in Madison, we can make Madison a center for recreational activities, not only improving our citizens’ health, but also attracting visitors and businesses to our community. Also, some individuals who begin bicycling as recreation later bicycle for transportation.

E. Inter- and Intra- Governmental Cooperation

Solid planning and government process can go a long way toward improving the communities that we live in, not just for bicycling, but overall. The best laid plans will fail if not implemented carefully, and little progress can be made if departments within city government do not communicate their plans and actions to one another as well as to the public, to stakeholders, and to other governments in the region. More efficient and effective community improvements can be made if neighboring communities communicate effectively and work together towards the common good.

F. Partnerships with the Private Sector

In an era of dwindling public resources, public-private partnerships are becoming more important. Wisconsin, and Madison in particular, is in the unique position of being a national center for the bicycle industry, with over 20% of manufacturing and distribution occurring here. Wisconsin's bicycling industry has proven to be generous and more than willing to contribute to improving the quality of its community.

Other businesses and industries should be helped to understand the importance of a healthy community and the contribution that bicycling can make to a healthy community. Employees who bicycle are healthier and more productive, losing less time to illness. Encouraging bicycling can have a positive return on investment much like many worksite wellness programs. Madison's social capital relies on its citizens, and businesses are just a larger extension of our citizenship.

G. Innovation

The Platinum Committee has made an effort to make recommendations that are innovative and visionary, with the intent of assisting the City of Madison toward becoming the best city to bicycle in America. To that end, many of the recommendations in this report may be a "stretch" from the current condition or practices. However, this report is meant to also be a list of "actionable" items, and not a laundry list of "pie in the sky" ideas. Actionable items are ideas which are reasonable, not cost prohibitive, and are likely to be implemented. The intent of this report is full implementation of all of the recommendations.

Context and Analysis

A. League of American Bicyclists Bicycle Friendly Community Program

The Bicycle Friendly Community Campaign is an awards program that recognizes municipalities that actively support bicycling. A Bicycle-Friendly Community provides safe accommodation for cycling and encourages its residents to bike for transportation and recreation. The League of American Bicyclists (LAB) administers the Bicycle Friendly Community Campaign. The two year awards range from Honorable Mention, to Bronze, Silver, Gold, and Platinum. In addition, many communities apply and receive no designation whatsoever. The application process involves a screening application (Part I) and a more in-depth application for those communities that qualify (Part II). A committee at LAB scores the Part II application. The process includes feedback from LAB members in the community that has applied. In May 2006, Madison received the Gold designation as a Bicycle Friendly Community and Milwaukee received Silver status. Prior to these two awards, no communities in Wisconsin had been recognized by the program. At the time that the Madison Platinum Bicycling Committee was meeting, the only community in the nation to have received Platinum status was Davis, California.

One goal of the Platinum Bicycling Committee is to have Madison designated as a Platinum level Bicycle Friendly Community. Bi-annually, Madison will be eligible to renew and/or upgrade its designation.

Madison's complete Bicycle Friendly Community Application and the subsequent recommendations provided by LAB can be found on the City's website at <http://www.cityofmadison.com/trafficEngineering/bicyclingPlatinum.cfm>

B. Bicycle Mode Share

Bicycle mode share is the percent of transportation trips made by bicycle. The decennial US Census tracks mode share for the journey to work only. Bicycle mode share for trips other than the journey to work can be difficult to determine, and usually requires a scientific survey or study, often called a Household Travel or Transportation Survey. These surveys are often undertaken by communities for the purpose of developing air quality models.

Some of the most bicycle friendly communities in the world include Amsterdam and Copenhagen. Overall bicycle mode share for these cities hovers around the 30% mark. Copenhagen currently has a goal of a 40% bicycle mode share. As mentioned above, in the United States there is not good, consistent data on TOTAL bicycle trips by city, but a few of the cities with the highest bicycling COMMUTING mode share are shown below.

Davis, California	Boulder, Colorado	Santa Cruz, California	Madison, Wisconsin	Tucson, Arizona
14.42%	6.89%	4.43%	3.19%	2.21%

Source: 2000 US Census

The 2000 U.S. Census Journey to Work data indicates that Madison has a 3.19% bicycling mode share for employees over the age of 16. The figure for the Isthmus alone is 7.1%. Census data is collected in April, for a single week. Only one mode of travel can be selected. Because the weather in April can be inclement, and because many transportation bicyclists may choose to also occasionally walk, drive, take transit, or carpool, conventional wisdom is that the actual Journey to Work mode share for bicycling in Madison may be higher than the reported Census data. The 2001 National Household Travel Survey indicates that 2.4% of ALL trips (not just commute trips) in Madison are made by bicycle. The Thunderhead Alliance, a national coalition of state and local bicycle and pedestrian advocacy organizations working to help organizations to grow and become more effective, is currently undertaking a national benchmarking project supported by the Centers for Disease Control, the Institute for Transportation Engineers, and Planet Bike to collect better data on bicycling, including bicycle trip mode share. In a 2004 draft of the project, they estimated Madison's corrected bicycling mode share to be 11.3% for all trips

(<http://www.thunderheadalliance.org/pdf/benchmarking%20draft%20reportFINAL.pdf>)

The City of Madison Health Dept. conducts a telephone survey of adult residents (age 18+) every two years or so on health related issues. The last survey was in 2004. The two bicycling related questions were:

- a) How many days per week do you ride a bicycle during the summer?
 - 1 30%
 - 2 24%
 - 3 17%
 - 4 9.5%
 - 5 6%
 - 6 4%
 - 7 10%
- b) Primary use of bicycle
 - Bicycle main mode of transportation 8%
 - Use bike for transportation only occasionally 18%
 - Use bike exclusively for pleasure 74%

The Platinum Committee has concluded that gathering accurate data on bicycle use in Madison on a regular basis would be very useful in efforts to improve bicycling conditions in the City. Among the recommendations of this report is a suggestion that a such study be undertaken and repeated at regular intervals.



Image: Della Haugen, Bicycle Federation of Wisconsin

C. Crashes and Fatalities

Chapter Five of the *Bicycle Transportation Plan for the Madison Urban Area & Dane County (2000)* includes a detailed description of bicycle crash types. National data collected in the 1970s and 1990s indicate that the most common bicycle crashes are simple falls and that less than 15% of bicycle crashes involve motor vehicles. In addition, the crash types for adult bicyclists and for child bicyclists (typically under the age of 16) are very different. Recently, the Wisconsin Department of Transportation completed a study that corroborates the findings of the national data collected in the past. That same study found that Dane County has one of the lowest crash rates per bicycle miles of travel for counties and that Madison had one of the lowest rates for cities in Wisconsin.

Bicycle crashes tend to be under-reported. Wisconsin state statute only requires a bicycle crash be reported if

- 1) a motor vehicle is involved AND
- 2) an injury worthy of medical attention is sustained (whether or not medical attention is sought) OR
- 3) \$1,000 of damage is done.

Besides the under-reporting issue, bicycle crash data that does not involve a motor vehicle is difficult to acquire because it tends to involve hospital admittance records which are often not readily available.

Further, bicycle crash rates (number of crashes per total bicycle trips) are nearly impossible to calculate, because of the lack of data (discussed in the previous section) on bicycle use rates.

Traffic Engineering compiles crash data and publishes an annual crash report. Taking the above considerations into account, the *2003 City of Madison Crash Report* indicates that the five-year average of reported crashes for all modes of travel was 4,910. Bicycle crashes with an automobile accounted for 102 crashes per year on average. One hundred of those crashes involved injury. On average, one bicyclist fatality or less occurred per year.

The economic cost of automobile crashes is enormous. Because of the larger size and increased speeds of automobiles, and because of the higher cost of automobiles, auto crashes contribute disproportionately to the economic and human loss resulting from crashes. There is hope that, by increasing bicycle mode share, we can decrease the economic and human losses due to auto crashes.

Implementation of the Platinum Committee recommendations will help improve safety and reduce bicycle crashes, injuries, and fatalities.



Image: Arthur Ross

D. Funding

Finding sufficient funding for any city program or project is an ongoing challenge. Appendix C of the *Bicycle Transportation Plan for the Madison Urban Area & Dane County (2000)* includes an extensive list of funding sources available for use with bicycle transportation projects.

The recommendations of this report fall into one of two categories: infrastructure or capital budget projects and programs or operating budget projects.

If the City of Madison wishes to advance bicycle/pedestrian projects in a timely manner, additional funding and staff resources will need to be allocated to these projects. New funding sources may need to be developed, as well. These sources may include impact fees, special assessments, and the proposed Regional Transportation Authority sales tax funding. The Platinum Bicycling Committee strongly suggests that the City investigate the use of these funds and others to help implement the recommendations of this report.

In the case of some infrastructure projects, but certainly with regards to PROGRAM based projects, the City will need to commit a larger portion of local general obligation funds in order to implement the recommendations of this report, as well as seek partnerships with the private sector.

E. Status of Current Plans and Programs in Madison

Madison has a number of existing bicycle programs, plans, and policies. The Platinum Bicycling Committee Report is intended to complement, not replace these existing programs, plans, and policies. The Platinum Committee assumes that all existing programs and plans will continue while incorporating the recommendations of the Platinum Bicycling Committee Report. Chapter 4 of the *Bicycle Transportation Plan for the Madison Urban Area & Dane County (2000)* includes an extensive list of existing policies and plans related to bicycling at all levels of government.

http://www.madisonareampo.org/Otheredoc_pdf/bikeplan00.pdf

Recommendations

This report contains an extensive list of recommendations. Each recommendation includes a concept or action, with details, responsible party, performance measure, timeline, and required resources. It was the committee's intent to provide enough information to make the recommendation clear, while leaving room for flexible implementation by the city. Where possible, estimates of cost have been included.

The committee has developed a draft timeline for implementation of the report recommendations. While the timeline may evolve as each project is examined in detail, the committee felt that including a draft timeline was critical to the accountability of the implementation of the report recommendations.

Some efforts have been made by the committee to prioritize the recommendations. The priority recommendations are denoted with the following icon in the report:



Four main criteria were used to prioritize recommendations:

1. Ease of implementation
2. Effectiveness/High Impact
3. Representation of the spirit of the Committee's work
4. Hastens total implementation of the report

Therefore, the recommendations with the higher priority are not necessarily the recommendations that the committee felt were most important, but rather, best represented the above four criteria.

The committee stresses, however, that the prioritization of the recommendations was mainly completed in order to summarize the report and to provide the Mayor with first steps. The committee expects the City to implement ALL of its recommendations.

Infrastructure



Accelerate development of bicycle routes, lanes, and paths.

Details: See 2000 Bicycle Transportation Plan, the Regional Transportation Plan 2030 and subsequent updates, and all other adopted plans.

Responsible Party: Mayor, Traffic Engineering, Engineering, Parks, Metropolitan Planning Organization (MPO), Planning

Performance Measure: Accelerate progress towards fulfillment of recommended facilities

Timeline: Ongoing

Resources: Depends on project. Will require a regular and increased commitment of local, state, and federal funding to bicycle projects.



Identify an arterial bicycle network and incorporate into the Bicycle Transportation Plan and other appropriate plans.

Details: Conduct a public input process to identify an arterial bicycle network and incorporate into the Bicycle Transportation Plan and other appropriate plans, including the comprehensive plan.

Responsible Party: Metropolitan Planning Organization (MPO) with input from Traffic Engineering and Engineering.

Performance Measure: A timeline and path/route hierarchy are developed and implemented. Funding is set aside in the city budget. Neighborhood plans reflect the arterial path system.

Timeline: Spring 2009

Resources: Staff Time



Develop a public 6-year Bicycle Improvement Program (BIP) to manage selection, funding, and construction of bicycle facilities

Details: In order to encourage public participation, and in order to best take advantage of available opportunities, the city should develop a project selection process for new paths, new bridges, parking, on-street facilities, reconstruction, rehabilitation, resurface, repair and retrofit projects. This process would mirror a similar process for automobile facilities called the Transportation Improvement Program (TIP). Project selection should include consideration of destinations such as schools, colleges, shopping centers, and other trip generators. Included in project selection should be periodic review and upgrades to existing facilities. The BIP should be written by city staff. A public input process should be part of BIP development. The 6 year BIP will be reviewed and updated annually. Three distinct areas could be: Path / Bridge, On-Street Retrofit and Rehabilitation / Reconstruction. The BIP will be presented to the PBMVC and passed on to the full city council and Mayor with comments.

Responsible Party: Traffic Engineering will propose with input from Engineering, Planning, Parks, MPO, and PBMVC

Performance Measure: A written policy is developed, implemented, and updated on a regular basis.

Timeline: Spring 2008

Resources: Staff Time



Bike lanes are a typical improvement for arterial streets. Image: Arthur Ross



Adopt and implement a Complete Streets Resolution.

Details: Complete Streets are defined in the Themes section of this report. While paths are useful, especially for recreation, paths can only be safely located in certain areas. Streets must also form the core of the bikeway system. The resolution should state that all new arterials, collectors and select commercial streets shall have bike lanes. Reconstruction of existing streets (such as East Washington) will likewise be updated to meet Complete Street criteria. Place design and construction of bicycle facilities (street and path) at the same level as other modes.

Responsible Party: Common Council with input from Engineering, Traffic Engineering, and Madison Metro

Performance Measure: A written resolution is developed, approved and implemented.

Timeline: Spring 2008

Resources: Staff Time



Convert existing wide streets to two or three lane roads with bike lanes.

Details: Examples are Old University Avenue and Odana Road.

Responsible Party: Traffic Engineering and Engineering

Performance Measure: Additional converted roads

Timeline: Ongoing

Resources: Depends on project



Update, improve, and implement a written street, path, bridge/tunnel and bicycle parking maintenance policy.

Details: The policy should include two distinct parts.

A. General or Routine: Policy should include surface and joint repair, glass & debris pickup, frequency of service, and maintenance of bicycle racks and removal of abandoned bicycles and bicycle parts, maintenance of signs and markings, and trimming of trees.

B. Winter: Policy should include timeliness, level of service for bike lanes, paths, and select local street bike routes (such as Kendall Street, Olin-Turville Park and East Wilson Street) and snow removal at all public bicycle racks. The detail for plowing should be published in map format on the city's website so that the public knows what to expect for trip planning and requests for changes. There should also be a "one-stop" phone number for all city related issues that is published on the city website (that would correspond to "report a problem" on the website) and signed at select locations so that bicyclists may immediately report problems.

Responsible Party: PBMVC with input from Engineering, Parks, Streets, Police, Madison Metro

Performance Measure: A written policy is developed and implemented and posted on website.

Timeline: Spring 2008

Resources: Staff Time



Bike Rack in Winter. Image: Arthur Ross



Bicycle Route Detour Sign. Image: Arthur Ross



Develop, implement, and enforce a written bicycle access policy through and around public and private construction projects.

Details: Streets, Paths, bridges/tunnels and sidewalks should be included in the policy. Elements should include (but not be limited to) signage, detour routes, duration of detour, closures, etc. The same care and concern should be used for bicycles as for motor vehicles.

Responsible Party: Engineering, Traffic Engineering, Parks, Planning, Building Inspection

Performance Measure: A written policy is developed and implemented

Timeline: Fall 2008

Resources: Staff Time



Review the impact on commuting bicycles of the Rush Hour Parking Policy that converts parking lanes to motor vehicle lanes.

Details: Investigate solutions to current conditions. Many excellent streets for bicycling (such as Monroe Street, Williamson Street Regent Street and segments of Park Street) become virtually impassable for bicycles during the rush hour. Solutions may include improved alternate routes and signing.

Responsible Party: Engineering and Traffic Engineering

Performance Measure: Meeting held and list of recommendations developed

Timeline: Spring 2008

Resources: Staff Time



Create a Bicycle Level of Service Analysis.

Details: Develop a tool that can be used for planning and designing on- and off-street bicycle facilities. Elements may include path and bicycle lane widths. In order to evaluate paths, significant data must be collected.

Responsible Party: Engineering, Traffic Engineering, MPO

Performance Measure: Analysis developed and completed.

Timeline: Fall 2010, in conjunction with update of Bicycle Transportation Plan

Resources: Staff time and/or consultant.



Complete a comprehensive review of physical barriers and missing links to biking routes.

Details: Collect information for use as a tool for making recommendations for the 6-year improvement program. These can be manmade barriers such as freeways, interchanges, incomplete street grid, “missing links,” railroads and railroad crossing or natural barriers such as streams or steep topography

Responsible Party: Engineering, Traffic Engineering, MPO

Performance Measure: Tool developed and implemented

Timeline: Fall 2010, in conjunction with update of Bicycle Transportation Plan

Resources: Staff time.



Create a training, peer review, on-the-job training and mentoring program for bicycle facility concept, design and construction.

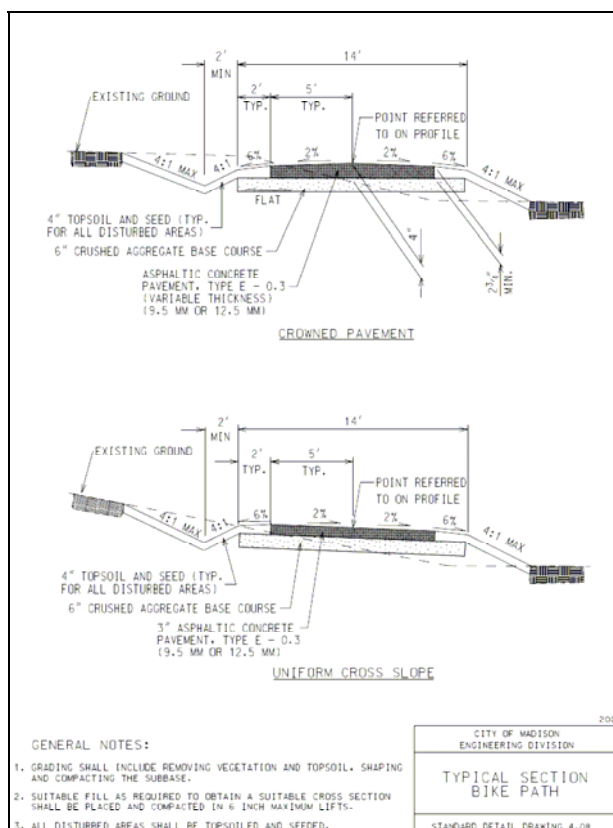
Details: Bicycle planning and engineering is often a skill learned on-the-job rather than in school. Madison has a wealth of institutional knowledge and skilled and experienced bicycle planners and engineers. Their expertise should not be lost when they retire, but passed along to the next group of staff.

Responsible Party: Engineering and Traffic Engineering, Planning, Police

Performance Measure: Program developed and implemented

Timeline: Spring 2009

Resources: Staff Time.



Revise the Standard Detail Drawings and construction standards to address several bicycle-related elements.

Details:

- A. Bicycle lane marking at signalized and unsignalized intersections.
- B. Path entering a street. Path entering a street design at a minimum should address smoothness of ride and turning movements.
- C. Path crossing a street at an elevated smooth level (speed table for motor vehicle). Path crossing a street design should also address the potential for motor vehicles stopping at the path.
- D. On-street left turn lanes for bicycles where a path crosses a street with a median to make the turn onto the path safer. Example locations for left turn lanes are Midvale at Southwest Path and Cottage Grove Road at Capital City Path.
- E. Standardize arterial and collector street typical cross-sections
- F. Standardize pavement structure design process for paths to include maintenance vehicle usage.

Responsible Party: Engineering and Traffic Engineering

Performance Measure: Standard Detail Drawings and standards with policy are developed and implemented.

Timeline: Spring 2008

Resources: Staff Time



Bike Boulevard. Image: Portland



Study and determine a location for two to three bike boulevards. Construct one and evaluate.

Details: A bicycle boulevard is a corridor where bicycles have preferential status. No through motorized traffic is allowed. Only local motorized traffic is allowed (for instance, to residences). A combination of signs and traffic calming devices are used to limit automobile traffic. Typically, a bicycle boulevard would have few traffic signals or signs causing the bicyclists to have to stop. Bicycles are thus provided a long linear stretch for quick and efficient travel. Bicycle boulevards tend to work best on grid street systems, where alternative parallel routes exist for motorized traffic. Examples include East Mifflin Street and Kendall/Bluff Streets. If successful, expand.

Responsible Party: Engineering and Traffic Engineering

Performance Measure: Potential locations are proposed and one bike boulevard is built

Timeline: Potential locations proposed Spring 2009.

Resources: Staff time and construction costs.



Accelerate elimination of sidewalk bike routes by providing convenient alternate routes and/or bike lanes.

Details: Bicycling on sidewalks can be dangerous because of conflicts with pedestrians and because automobiles may not expect a fast moving bicyclist to cross driveways or streets. Therefore, the committee recommends that no new sidewalk bike routes be created and that existing routes be moved off of sidewalks.

Responsible Party: Engineering and Traffic Engineering

Performance Measure: No new sidewalk bike routes are created and existing routes are moved off sidewalk

Timeline: Ongoing

Resources: Cost will vary by project.



Allow two-way bicycle operation on short one-way streets.

Details: Example is Henry Street from Dayton to State. Possible additional locations are East Mifflin and East and West Main off of the Square. Examples exist in Denmark and Switzerland.

Responsible Party: Traffic Engineering

Performance Measure: Two-way bicycle operation is allowed on select short one way streets.

Timeline: Complete one in Fall 2008 and review; if feasible, three more by 2010

Resources: Staff time and signage



Identify, formalize, and improve known bike “shortcuts.”

Details: Examples occur through the Camp Randall complex between West Dayton Street and Breese Terrace, and on the north side of East High School along East Dayton Street extended.

Responsible Party: Engineering and Traffic Engineering

Performance Measure: Shortcuts formalized

Timeline: Complete one in Fall 2010.

Resources: Cost will vary by shortcut. These should be relatively low cost projects.



Examples of Destination Based Bike Network Signs (Chicago left, Portland right). Image: Arthur Ross



Convert current bike route network and signage to a destination-based network.

Details: Signs will indicate where bicyclist can get to and the distance. Examples exist in Chicago and Portland. May include the naming of some routes and the signage may be phased in.

Responsible Party: Traffic Engineering

Performance Measure: Network planned and signs installed

Timeline: Plans to begin no later than Spring 2009.

Resources: Detailed cost analysis required.



Bike Box, Victoria, BC. Image: Arthur Ross



Construct Bike Boxes at select and appropriate signalized intersections.

Details: A Bike Box is an advance stop bar for bicycles. It provides a safe area for bicyclists to wait at traffic controls/signals that allows them to get an advance start on motor vehicle traffic, which stages at a stop bar behind the bicyclist. Often, the pavement within a Bike Box is painted. Potential locations are inbound Williamson Street at John Nolen/Blair and westbound State Street at Henry/ W. Johnson Streets.

Responsible Party: Engineering and Traffic Engineering

Performance Measure: Bike boxes installed

Timeline: Install one by Summer 2008 and review. If feasible, install another one in 2009.

Resources: Staff time and pavement marking materials



Ensure traffic signals actuate to bicycles and allow sufficient time for a bicyclist to cross the street with the signal.

Details: Inventory all existing street signals to ensure that they actuate to bicycles and are timed to allow sufficient time for a bicyclist to cross the street with the signal. Take corrective action as needed.

Responsible Party: Traffic Engineering

Performance Measure: All street signals actuate to bicycles and are properly timed

Timeline: Spring 2011

Resources: Staff time and cost of implementation materials.



Consider bicycle signals (has bike symbol) at appropriate signal locations where bikes may have a different movement than a motor vehicle.

Details: Examples are the westbound Broadway bike lane where WPS Drive "t's" from the south and eastbound Cottage Grove Rd bike lane where the northbound USH 51 ramps "t" in from the north. In each case the bikes would not have to stop on the motor vehicle red.

Responsible Party: Traffic Engineering

Performance Measure: Special cases are reviewed and signal changes considered

Timeline: Spring 2011

Resources: Staff time and cost of implementation materials.



Develop policy to mark bike lanes at signalized intersections on bike routes (and other streets where bikes are expected) even if the street does not have bike lanes.

Details: Example is Segoe Road at University.

Responsible Party: Traffic Engineering

Performance Measure: Policy developed and implemented

Timeline: Spring 2011

Resources: Staff time and cost of marking lanes



Where a sidepath crosses an intersecting street with a stop sign or yield sign, place a supplemental sign indicating two-way bicycle traffic.

Details: Example location is Packers Avenue northbound off-ramp and the Starkweather Path. Best practice examples in Denmark.

Responsible Party: Traffic Engineering

Performance Measure: Supplemental signs placed

Timeline: Spring 2011

Resources: Staff time and cost of sign implementation



Install bicycle actuation for signals and pedestrian countdown signals at signalized path crossings (where appropriate).

Details: Existing actuation example is the Isthmus Path at Winnebago Street. Existing countdown example is the Wingra Path at Fish Hatchery Road.

Responsible Party: Traffic Engineering

Performance Measure: Policy developed and implemented

Timeline: Spring 2011

Resources: Staff time and cost of new traffic signal components.



Adjust signal timing/progression on significant bike routes to better favor bicycle commuters.

Details: Starting and stopping at signals is a significant inconvenience to bicyclists and either discourages some from bicycling or encourages bicyclists to ignore signals. Favoring bicyclists on certain significant routes can encourage more bicycling and improve safety.

Responsible Party: Traffic Engineering

Performance Measure: Signal timing is adjusted

Timeline: Spring 2011

Resources: Staff time



Wayfinding signs. Image: UW Transportation Services and Arthur Ross



Update and repair the current network of wayfinding map signs on the path system and install additional wayfinding map signs on the expanding path system and at key locations on the street system. Ensure that path etiquette is clearly outlined.

Details: In 2003, Trek Corporation generously donated 27 map signs that were placed at key locations throughout the Madison Bicycle Network. The signs were designed by a team that included wayfinding expert Stephen Boelter of Boelter Designs, Architect Bob Corbett, and Trek Graphic Designer Tricia Burke, as well as city staff and local bicycle advocates. The signs were built and installed by the local company ACS. The Bicycle Federation of Wisconsin retains the original electronic files for these signs. Damaged signs can easily be reprinted, or signs for new locations developed.

Responsible Party: Graffiti Team, Traffic Engineering, and Parks with assistance from Bicycle Federation of Wisconsin and private partner.

Performance Measure: Existing signs are repaired and new signs added

Timeline: Winter 2009

Resources: Staff Time. Initial system of 27 signs cost about \$50,000. Estimate for new signs, if developed in same process, is about \$2,000 each. The City can and should seek a private sponsor to update the network



Evaluate placing stop signs on low-volume local streets where a high-volume path crosses.

Details: As a follow-up have Traffic Section propose standards based on traffic volumes and significance of routes.

Responsible Party: Traffic Engineering

Performance Measure: Report prepared and recommendations carried out.

Timeline: Winter 2010

Resources: Staff time and cost of sign installation



Cut off lighting on E Washington Avenue. Image: City of Madison Traffic Engineering



Evaluate adding lighting to paths or sections of paths that do not currently have lighting.

Details: Example is the Southwest Path from Camp Randall to the Beltline. The needs of paths users should be balanced with the surrounding neighborhood. All path lighting should be full cutoff (full cutoff lighting has no light emitted above horizontal, which provides more focused lighting and reduces the amount of light pollution).

Responsible Party: Traffic Engineering and Parks

Performance Measure: Report prepared and recommendations carried out.

Timeline: Winter 2010

Resources: Staff time and cost of lights



Example of Bicycle Friendly Community Sign. Image: <http://www.noaca.org/Bfc.jpg>



Install Bicycle Friendly Community signs at path and on-street bike route entrances to the city.

Details: Madison should announce to residents and visitors alike its commitment to bicycling by posting signs at entrances to the city.

Responsible Party: Mayor's Office and Traffic Engineering

Performance Measure: Signs are placed

Timeline: Winter 2010

Resources: Staff time and cost of signs



Institute a program of city-provided public bicycle parking racks.

Details: The City would provide bicycle racks (usually a two bike rack such as a U rack, post, or ring) to be placed in the public right-of-way at the request of businesses or citizens. Also consider using a limited number of on-street automobile parking spots as locations for public multi-bicycle racks. Best practices occur in Chicago, Seattle, and Milwaukee.

Responsible Party: Traffic Engineering and Parking

Performance Measure: The city institutes a program and begins installing racks

Timeline: Spring 2008

Resources: Staff time and the cost of racks and installation. An allocation for the purchase of the first portion of these racks in the city budget has been approved by the City Council.



Bike Station. Image: http://www.biketraffic.org/biketraffic/BT0804/images/bike_station_big.jpg



Complete a public bicycle parking needs study for the central city area.

Details: May include need for covered parking, signing, rental bicycle lockers, on demand bicycle lockers, and/or a bike station (bike stations should be located in central employment areas). Investigate installation of a bicycle station and/or bicycle cages and/or electronic on-demand bicycle lockers. See examples of on-demand lockers at: <http://www.bikelink.org/>

Responsible Party: Traffic Engineering and Planning with assistance from Bicycle Federation of Wisconsin or outside consultant

Performance Measure: A parking study is completed

Timeline: Winter 2009

Resources: Cost of study



Bike Cage. Image: Arthur Ross



Revise, Implement and enforce the existing bicycle parking ordinance.

Details: A revised ordinance should include the following provisions:

1. Access and Placement
2. Parking Standards: a. Bike Racks: Provision for an approved list of bicycle racks for private development and public spaces to include a properly worded appeals process. b. Bike Lockers c. Internal Storage
3. New Development:
 - a. Public Buildings: Employee and visitor parking
 - b. Private Businesses: Employee parking, showers, and lockers and customer parking
 - c. Residential: Resident long term indoor parking and resident short term indoor and outdoor parking and visitor parking
 - d. Mixed Use Development: Residential, Employee, and Customer
4. Retrofitting Existing Development: a. When making a major change to development, they will have to come into compliance for bicycle parking requirements for the entire development b. A timeline should be developed for existing development to come into compliance with the bicycle parking ordinance.
5. Enforcement of the bicycling parking ordinance should include counting spaces, verifying that the rack supports the bike frame and can be used with U-shaped lock, etc. Bike parking design and placement should not be the last task a developer undertakes because this results in the racks being placed in empty areas that do not easily support automobile parking, like near the garbage bins far away from the building entrance. Ideally, the rack placement should be a condition for zoning code compliance approval.

Responsible Party: Planning, Zoning, Traffic Engineering

Performance Measure: An improved ordinance is written and implemented

Timeline: Winter 2009

Resources: Staff time



Mopeds parked at bike racks. Image: UW Transportation Services



Eliminate motor vehicle parking at bike racks.

Details: Provide alternative parking, work to modify state statutes, determine city's authority.

Responsible Party: Police, Traffic Engineering, City Attorney, Mayor's Office, Planning, Zoning

Performance Measure: Motor vehicles no longer park at bike racks

Timeline: Spring 2011

Resources: Staff time



Conduct a review of complex intersections and determine solutions to improve bicycle/pedestrian safety and comfort.

Details: Review intersections and determine solutions (examples include Monroe/Regent and Blair/John Nolen/Williamson/Wilson)

Responsible Party: Traffic Engineering

Performance Measure: Intersections are reviewed and a plan for improvements made.

Timeline: Spring 2011

Resources: Staff time and cost of corrective action.



Increase bicycle capacity on Madison Metro buses.

Details: Most Madison buses currently have 2 bike racks mounted on the front of the buses. A few have three bike racks. As these racks require replacement or new buses are purchased, the racks should be replaced with 3 bicycle racks. Madison Metro is currently undertaking this upgrade. In addition, all buses, including those that are used only for school routes, should have bicycle racks.

Responsible Party: Madison Metro

Performance Measure: Capacity is increased

Timeline: Ongoing

Resources: Cost of racks



Bike Rack on Madison Metro Bus. Image: Della Haugen, Bicycle Federation of Wisconsin



Work to improve bicycle access on State Van Pool vans.

Details: The city, in collaboration with bicycle advocacy groups, works with the Department of Administration to install bike racks (permanently or semi-permanently mounted) on State Van Pool vans.

Responsible Party: MPO

Performance Measure: Bicycle access is provided on State Van Pool vans

Timeline: Winter 2010

Resources: Staff time and cost of racks



Incorporate bike access and bike transport in/on all streetcars, and commuter rail planning and construction, and remain mindful of impact of tracks on bicyclists.

Details: In all development of new transit options, including streetcars and/or commuter rail, provide convenient bicycle transport. If and when the City moves forward with plans for streetcars or commuter rail, consideration should be made to the possible negative effects of rail tracks (parallel and perpendicular to the travel lane) on bicyclists. Cities like Portland and Amsterdam present useful real world examples of negotiating these difficulties

Responsible Party: Transport 2020 and Streetcar Committees, Madison Metro

Performance Measure: Bicycles are considered and accommodated for in rail projects

Timeline: Follows rail timelines

Resources: Staff and committee time



Support efforts to improve bike access on/in inter-city buses.

Details: On any bus, boxing a bicycle may not be ideal if one is intending to travel/tour primarily by bicycle, because the boxes are large and cannot be stowed on a bicycle while riding. Bicycle advocacy groups may seek to meet and discuss this issue in the future with the bus companies and city support would be valuable.

Responsible Party: Mayor's Office

Performance Measure: Access to inter-city buses is improved

Timeline: Ongoing

Resources: Staff time



Bicycle parking should be provided at all city buildings and transit centers.

Details: Covered short-term parking and secure long-term parking should be provided at all current and future transit transfer points, light/commuter rail stations, bus stations, and park and ride lots. Parking should also be provided at major bus stops. In addition, the city will upgrade all current city racks to meet the zoning ordinance and will assure that all city buildings have bicycle parking.

Responsible Party: Mayor's Office, Madison Metro

Performance Measure: Bicycle parking is provided

Timeline: Ongoing

Resources: Staff time and cost of racks

Land Use and Planning



Create a city interdepartmental staff team to meet at least quarterly to improve communication and joint planning for future bicycle facilities.

Details: Many City departments are involved in some aspect of bicycle facility planning and implementation. Staff from these departments often work together informally on an *ad hoc* basis, but the recommendations or actions of one group are not always communicated effectively to all other staff who should be aware of this information, or who can help advance the recommendation toward adoption and implementation. A formal staff team with representatives from the agencies most involved in bicycle facility planning (including Engineering, Traffic Engineering, Metropolitan Planning Organization, Planning and Parks) will facilitate better inter-agency communication and mutual support in implementing bicycle facility recommendations.

Responsible Party: All departments

Performance Measure: Group meets quarterly.

Timeline: Ongoing beginning in 2008

Resources: Staff Time.



Annual bicycle counts are taken on major bicycle routes and bicycle/pedestrian counts on bike paths.

Details: Locations are selected and counts are taken annually

Responsible Party: Traffic Engineering, Planning, Engineering, and MPO

Performance Measure: Locations are selected and counts are taken annually

Timeline: Ongoing beginning in 2008

Resources: Staff Time



Rural Biking Scene. Image: Wisconsin Tourism Department



Develop a map of urban to rural routes and a written policy for their future preservation and rehabilitation.

Details: Due to development and traffic pressures, many roads from the city leading out into rural areas that were once desirable for bicycling are becoming unpleasant and/or dangerous on which to bicycle.

Responsible Party: Planning, MPO

Performance Measure: A map and written policy are developed and implemented

Timeline: Winter 2008

Resources: Staff Time



Develop sources of funding for shared use paths that serve larger areas.

Details: Sources of funding could include impact fees. Impact fees are designed to ensure new development pays a proportionate share of new, expanded, or improved facilities required by the development. Impact fees have been used for roadway improvements, including intersection improvements and traffic signals. Bicycle facilities are also needed to serve new development.

Responsible Party: All departments and Mayor's office

Performance Measure: Impact Fees or other funding sources are developed.

Timeline: Winter 2008

Resources: Staff Time.



Create a community of compact, walkable, transit and bicycle-oriented mixed-use neighborhoods, districts and corridors.

Details: Support the Comprehensive Plan's objectives, policies and recommendations to create a community of compact, walkable, transit and bicycle-oriented mixed-use neighborhoods, districts and corridors that permit convenient, energy-efficient travel between homes, businesses, open spaces, schools and other civic uses.

The arrangement of land uses and activities within the community, and the types of transportation connections provided between these uses and activities, are essential elements in creating a pedestrian and bicycle-friendly city. The adopted City of Madison Comprehensive Plan includes many land use and transportation recommendations that support the goals of the Platinum Biking Committee. These are not repeated in this report, but they form part of the established policy basis for the Committee's more-detailed recommendations.

Responsible Party: Planning

Performance Measure: Steady progress is made towards a community of compact, walkable, transit and bicycle-oriented mixed-use neighborhoods, districts and corridors

Timeline: Ongoing

Resources: Staff Time.



Dedicate shared use paths recommended in adopted plans in the same manner as streets and roads in the development approval process.

Details: Shared use paths that serve local pedestrian and bicyclist needs, for example by completing the local grid where the grid for motorized traffic has been broken, will be dedicated and constructed by developers at the same time that streets and sidewalks are dedicated and constructed.

Responsible Party: Planning

Performance Measure: Shared use paths recommended in adopted plans will be dedicated as part of development approvals in the same manner as streets and roads.

Timeline: Winter 2008

Resources: Staff Time.



Include specific recommended bicycle connections to major activity centers in neighborhood plans.

Details: Neighborhood plans should include specific recommended bicycle connections to major activity centers within the neighborhood, such as employment areas, business districts, parks, schools and other civic uses, adjacent neighborhoods, and city-wide and regional bicycle transportation routes and facilities.

These plans should recognize a hierarchy of bicycle facilities that may include off-street bicycle paths and trails, marked on-street bicycle lanes, and identified routes to major neighborhood destinations using low-volume local streets, which may or may not be officially designated, that can provide an alternative for younger or less-experienced bicyclists who are not comfortable using the bicycle lanes provided on collector and arterial streets.

For new neighborhoods at the urban edge, the recommended bicycle facilities should be shown on the neighborhood development plans that are adopted **before development begins**. For older, established neighborhoods, additional bicycle connections should be incorporated into the neighborhood plans or special area plans that are prepared for some of these areas from time-to-time, and/or be recommended in bicycle facility plans to address network deficiencies.

Responsible Party: Planning

Performance Measure: Specific recommended bicycle connections to major activity centers are included in neighborhood plans

Timeline: Ongoing beginning in Spring 2008

Resources: Staff Time.



Review and strengthen the zoning ordinance to ensure adequate on-site pedestrian and bicycle access, parking, and circulation.

Details: Review and strengthen the zoning ordinance to ensure that new developments provide adequate on-site pedestrian and bicycle access, parking, and circulation, including connections to existing and planned bicycle facilities/bikeway systems.

Responsible Party: Planning, Engineering, and MPO

Performance Measure: Ordinance is reviewed and strengthened to ensure adequate on-site pedestrian and bicycle access, parking, and circulation

Timeline: Winter 2008

Resources: Staff Time



Keep neighborhood plans and transportation plans up-to-date and officially amended when changes are made.

Details: Neighborhood plans and transportation plans should be kept up-to-date and be officially amended as needed to incorporate later, more detailed planning for bicycle facilities and recommended revisions to the bicycle network.

The city's adopted neighborhood plans are among the primary tools used by development review staff to evaluate specific development proposals. It is important that changes to the recommended bicycle transportation network, including off-street paths and trails, on-street bicycle lanes, and local street alternative routes, that may be made after these plans are initially adopted be incorporated into the plan documents where they will be seen by developers, neighborhood residents, elected officials, city staff, and others who rely on these plans to guide development and redevelopment. This is particularly important in the case of neighborhood development plans. These plans are typically prepared while the area still consists primarily of large tracts of agricultural and vacant land with only a minimal street network. As a consequence, the recommended future street system is often highly conceptual, with important bicycle connections sometimes only indicated by a vague "arrow" on the map, for example. It is critical that as the street system becomes more firmly established through plat approvals, and as the exact alignments of related segments of the surrounding city-wide and regional bicycle network are determined and/or rights-of-way acquired, neighborhood plans also be revised to indicate exactly where the recommended facilities are intended within the neighborhood as it evolves.

Responsible Party: Planning, MPO, and other departments

Performance Measure: Neighborhood plans and transportation plans are kept up-to-date and are officially amended

Timeline: Ongoing beginning in Spring 2008

Resources: Staff Time.



Maintain bicycle connections as the street network develops.

Details: As the street network in a developing neighborhood evolves, the ability to provide all of the recommended bicycle connections must be maintained and any revised alignments for these routes should be clearly shown on the revised plans.

Land in new neighborhoods is often developed over a relatively long time period, often in disconnected tracts. This makes the alternative local street connections, which are preferred for bicycling by children and less-experienced adult bicyclists, particularly vulnerable to being broken inadvertently as multiple iterative modifications are made to the street network that was envisioned in the plan as originally adopted. This reinforces the importance of clearly including all of the recommended bicycle connections in the neighborhood plans and ensuring that the plans remain current.

Responsible Party: Planning, Traffic Engineering, and Engineering

Performance Measure: Bicycle connections are maintained as the street network develops.

Timeline: Ongoing beginning in Spring 2008

Resources: Staff Time.



Review and strengthen the subdivision ordinance to ensure a connected street network with bicycle facilities

Details: Review and strengthen the subdivision ordinance, as needed, to ensure that new developments provide a connected street network with multiple route options and destinations and incorporate bicycle facilities shown in applicable land use and transportation plans.

Considerations may include required maximum block lengths, width of mid-block connections, reservation of right-of-way for shared-use paths, and possible requirement for installation of local shared-use paths primarily serving residents within the neighborhood (e.g., connections between cul-de-sacs and shortcuts through parks or other open spaces).

Responsible Party: Planning

Performance Measure: Subdivision ordinance is strengthened to ensure a connected street network with bicycle facilities

Timeline: Winter 2008

Resources: Staff Time.

Enforcement



Increase the number of police personnel available to be assigned to traffic law enforcement to allow for consistent enforcement.

Details: This will enable the Madison Police Department to increase the amount of time spent on bicycle and pedestrian enforcement efforts, and to conduct such enforcement during a wider variety of hours.

- a. The Madison Police Department should continue the existing practice of urging existing personnel to conduct more traffic law enforcement as their duties permit.
- b. Madison Police Department should continue to prioritize enforcement of hazardous moving violations, and should continue the practice of prioritizing those efforts to areas or situations where safety hazards are most prevalent.

Issues regarding consistent enforcement

1. All traffic law enforcement serves to increase bicyclist safety by improving driving behaviors of motorists and bicyclists. If drivers are observing speed limits, stopping at stop signs and signals, yielding right of way as required by law, driving sober, etc., then the streets are safer for everyone.
2. In particular, law enforcement should be aware that speeding significantly increases severity of auto-bicycle and auto-pedestrian crashes, and failure to yield is one of the most common forms of auto-bicycle crashes for adult cyclists in urban areas.
3. Parking law enforcement is needed to prevent parking in bicycle lanes.

Responsible Party: Police and Mayor's Office

Performance Measure: More personnel available for traffic enforcement

Timeline: Winter 2008

Resources: Shifting duties of existing staff or adding staff



Madison Police Shield. Image: <http://www.iusb.edu/~iusbjf/madisonpolicedept.jpg>



Continue practice of deferring prosecution for cited bicyclists who successfully complete bicycle traffic safety classes.

Details: Bicyclists who are cited are currently able to attend a class to defer prosecution

Responsible Party: Police and Traffic Engineering

Performance Measure: Continue program of bicycle education

Timeline: Ongoing

Resources: Same as current



Ghostbike Project. Images: Bicycle Federation of Wisconsin



Improve use of media in covering crashes.

Details: Reinforce desired traffic safety messages, dispel cultural myth that crashes are “accidents”, that bicycling is dangerous, and blaming the cyclist by inference. Encourage the use of word “crash” en lieu of “accident” to reinforce this message.

Responsible Party: All departments, particularly police

Performance Measure: Media coverage of bicycle crashes improves

Timeline: Ongoing

Resources: Staff time



Develop a Bicycle Crash Report “study sheet” so officers reporting bicycle rashes include necessary information for crash analysis.

Details: This is needed for development of engineering, safety education and for enforcement programs.

1. City Traffic Engineering should continue to analyze bicycle crash data to determine bicycle safety improvement goals; to determine causal factors leading to such crashes; and to identify locations where such crashes commonly occur.
2. Traffic Engineering will communicate this information to Madison Police Department to enable them to develop traffic law enforcement plans that are responsive to these identified safety problems.
3. Traffic Engineering will work with state government to change the crash reporting requirements, to require reporting of crashes involving bicycles or pedestrians that do not involve motor vehicles (Current state law does not require such reporting).
 - i. Recommended criteria – crash involves injury or property damage of \$200 or more.

Responsible Party: Police and Traffic Engineering

Performance Measure: Study sheet developed and implemented

Timeline: Spring 2008

Resources: Staff time and minimal printing



Create a formal bicycle program, with an identified program coordinator, within the Madison Police Department to standardize police bicycle operations and to increase the degree to which bicycles are used as a mode of transport by police personnel for general enforcement as well as for bicycle /pedestrian enforcement.

Details: The purpose for doing so is to increase the degree to which bicycles are used as a mode of transport by police personnel for general enforcement as well as for bicycle /pedestrian enforcement, and to increase the degree to which Madison Police Department serves as a visible role model to the community.

Responsible Party: Police

Performance Measure: Program created

Timeline: Spring 2008

Resources: Depends on size of program



Madison Police Department continue to work with University of Wisconsin Police Department, Capitol Police, and Dane County Sheriff to ensure consistency in enforcement efforts.

Details: In order to assure that all jurisdictions are communicating their plans and programs, as well as sharing best practice information, regular coordination should take place. Consistent enforcement is a cornerstone of encouraging lawful and safe behavior.

Responsible Party: Police

Performance Measure: Ongoing good relations and partnerships

Timeline: Ongoing

Resources: Staff time



Continue to educate and train law enforcement personnel in the enforcement of laws concerning bicyclists' rights and responsibilities

Details: Use the Wisconsin Department of Transportation – Bureau of Transportation Safety (DOT-BOTS) Pedestrian and Bicycle Law Enforcement training course, new recruit training, and roll call refresher courses. The DOT-BOTS training should be offered at least once per year and one or more officers should be trained to provide these courses internally. (Train-the- Trainer)

Responsible Party: Police

Performance Measure: Annual trainings

Timeline: Ongoing

Resources: Staff time and cost of trainings, which may be covered by Wisconsin Department of Transportation – Bureau of Transportation Safety

Education, Encouragement, and Outreach



Institute a Sunday Parkways ride once per month.

Details: Sunday Parkways are times set aside on weekends and holidays for traffic-free biking and walking on a network of selected streets. In effect, streets are transformed into trails. Hundreds of thousands of cyclists use Sunday Parkways called Ciclovía in Bogotá, Columbia, and Via RecreActiva in Guadalajara, Mexico. Sunday Parkways do not impact motorized traffic flow like other special events, since all cross-traffic flows normally. Participants stop at all traffic signals, so that only the closed street is affected. Often on a divided arterial, the Sunday Parkway uses one half of the roadway and motorized traffic uses the other half. Sunday Parkways provide close-to-home recreational opportunities for all ages and all types of active travel.

Responsible Party: Mayor's Office, Traffic Engineering, Police, Madison Metro

Performance Measure: A Sunday Parkways program is launched, expanded, and sustained

Timeline: Spring 2008

Resources: Staff, police time, and volunteers



*Bike the Drive in Chicago (an event similar to Sunday Parkways).
Image: <http://www.biketraffic.org/images/uploads/eventsmainpage.jpg>*



Create a plan for city bicycle education, encouragement, and outreach for adults.

Details: Create a plan and consider adding a city staff position to address adult bicycle education and outreach to be housed in the Public Health Department or possibly hire the work out to a nonprofit organization.

Responsible Party: Mayor's Office, Traffic Engineering, and Public Health

Performance Measure: A plan for adult bicycle education and outreach is created and implemented and appropriate staff or consultant is hired

Timeline: Winter 2010

Resources: Estimated cost \$100,000 annually for additional staff person/contract



Expand and Improve children's bicycle safety education in school.

Details: In collaboration with the educational plan/staff recommended, expand and improve bicycle education for children. May include Safe Routes training, Bike Clubs, training associated with free helmet giveaways, rodeos with trained instructors. Ideally, every child in grades 5 or 6 (age 9-12 would be ideal) will receive detailed bicycle safety training.

Responsible Party: Traffic Engineering with help from Safe Community Coalition and Bicycle Federation.

Performance Measure: Children receive bicycle safety education

Timeline: Ongoing

Resources: Depends on level of program implemented



Wisconsin Safe Routes to School Program. Image: <http://www.dot.wisconsin.gov/localgov/aid/saferoutes.htm>



Create a Safe Routes to School plan for Madison.

Details: To include education, enforcement, engineering, encouragement, and evaluation for children K-12.

Responsible Party: Traffic Engineering, Health, Engineering will work together with the Madison Metropolitan School District (MMSD), Safe Community Coalition, and the Bicycle Federation of Wisconsin

Performance Measure: Plan completed

Timeline: Winter 2009

Resources: Staff time or cost of a consultant



A child learns better bicycling techniques. Image: Wheels for Winners



Support a School District policy that all children, if allowed by their parents, should be allowed to bicycle to school in Madison.

Details: Encouraging bicycling begins at a young age. With parental guidance, bicycling can be an excellent form of transportation for children to get to school. The city should support adult supervised and/or approved (depending on age) bicycling of children to school.

Responsible Party: Mayor's office will work with Madison Metropolitan School District (MMSD) and Bicycle Federation of Wisconsin

Performance Measure: All children are allowed to bike to school (with parental approval)

Timeline: Fall 2009

Resources: Staff time



Provide information and incentives to all city employees about bicycling for transportation/recreation and encourage other businesses and corporations to do so as well.

Details: may include League of American Bicyclists classes, other classes, printed materials, prizes

Responsible Party: Mayor's Office, Traffic Engineering, Public Health with help from Bicycle Federation of Wisconsin

Performance Measure: Information and incentives are made available to all City employees

Timeline: Spring 2008 and ongoing

Resources: Depends on program



Provide information (print and web) to city employees who drive for work purposes about sharing the road with bicycles.

Details: In addition to print and web information, place informational bumper stickers about sharing the road on all City vehicles (ala "I yield to bicycles when I turn" or "I give bicycles three feet when passing"). Consider informational placards in buses or wrapping a bus with a traffic safety or share the road message

Responsible Party: Mayor's Office, Public Health, Motor Equipment, Traffic Engineering, Madison Metro

Performance Measure: Information is made available to all city employees and stickers are printed and installed

Timeline: Spring 2008 and ongoing

Resources: Sticker cost approximately \$500; Printing cost of training information approximately \$500 per year plus staff time to develop piece



Make training opportunities and information on bicycle issues available to City technical staff (see section on enforcement for details on police training) and elected officials on a regular basis.

Details: Staff and elected officials can only make the best decisions when provided proper training and background information.

Responsible Party: All departments

Performance Measure: Training and information are provided to technical staff and elected officials on a regular basis

Timeline: Spring 2008 and ongoing

Resources: Dependent on training, may often be low or no cost other than staff time or may include registration costs, travel, lodging, etc.



Establish a Bicycling Buddy program.

Details: A Bicycling Buddy program matches a novice cyclist with a trained volunteer familiar with the commute neighborhood and workplace. Some things that Buddies may help with include: selecting a comfortable route, riding safely in traffic, fixing a flat tire, choosing gear for commuting, taking a bike on the bus, and renting a bike locker.

Responsible Party: Traffic Engineering, Parks, Public Health, MPO, Bicycle Federation of Wisconsin

Performance Measure: Program established and advertised

Timeline: Ongoing

Resources: Staff time



Example of Bicycle User Group Logo. Image: <http://www.toronto.ca/bug/images/logo123.jpg>



Establish Bicycle User Groups (BUGs).

Details: Bicycle User Groups (BUGs) are worksite or neighborhood-based groups involved in various cycling activities. Some BUGs organize rides or events, while others campaign for better cycling facilities.

Responsible Party: Traffic Engineering, Parks, Public Health, Bicycle Federation

Performance Measure: When the city has opportunities to do so, they will direct citizens to appropriate resources

Timeline: Fall 2011

Resources: Staff time



Establish neighborhood-based bike clubs.

Details: Bike clubs have been a part of the city's educational efforts in the past. By making bike clubs neighborhood-based, rather than school-based, more children may be able to take part and the clubs may become self-sustaining.

Responsible Party: Traffic Engineering, Parks, Public Health, Bicycle Federation

Performance Measure: A bike club program established and sustained

Timeline: Spring 2009

Resources: Staff time



Encourage regular bike programs/workshops at neighborhood centers and nonprofit organizations.

Details: The Platinum Committee recognizes that there are issues that they do not have the answers for regarding encouraging more people to bicycle. The Committee does not have an articulated concept for how to reach out to these groups, however they acknowledge that the issues addressed in this report affect all citizens of Madison, and that a better community can be developed through open communication and collaboration.

Responsible Party: Traffic Engineering, Parks, Public Health

Performance Measure: When the City has opportunities to do so, they will provide assistance to groups that wish to facilitate bike programs.

Timeline: Ongoing

Resources: Staff time



Reach out to neighborhood planning councils, developers, builder's association, environmental groups, chamber of commerce, schools, WisDOT, WisDNR, etc.

Details: The Platinum Committee recognizes that there are issues that they do not have the answers for regarding encouraging more people to bicycle. The Committee does not have an articulated concept for how to reach out to these groups, however they acknowledge that the issues addressed in this report affect all citizens of Madison, and that a better community can be developed through open communication and collaboration.

Responsible Party: All departments

Performance Measure: Ongoing good relations and partnerships with these groups

Timeline: Ongoing

Resources: Staff time



Establish a mini-grant program to support community efforts that encourage bicycling.

Details: The mini-grant program taps the creative potential of our community by seeking ideas from the public to encourage bicycling. The grants will particularly seek to reach people who either do not bike at all or who bicycle infrequently, as well as minority, low-income, and other under-represented populations. May include grants for public art that is dedicated to bicycling.

Responsible Party: Platinum Committee, Mayor's Office

Performance Measure: Mini grants given away and associated projects completed

Timeline: Launch early 2008

Resources: Funding to come initially from the corporate sponsorships of the Platinum Committee. If successful, seek additional funding from the city or businesses



A family bicycles on Madison's east side. Image: Della Haugen, Bicycle Federation of Wisconsin



Fund a media buy for the existing Safe Community Coalition television public service announcements (PSAs).

Details: The Safe Community Coalition (SCC) has filmed two 30 second television commercials educating motorists about the rights of cyclists and ways to avoid common crash types. The commercials are ready to air, but funds are needed for a media buy. Note funding has been proposed in city budget.

Responsible Party: Platinum Committee

Performance Measure: SCC PSAs are aired spring/summer and annually beyond

Timeline: Spring/summer of 2008 and annually beyond

Resources: \$2,500 (with a match from Charter Communications) for 3 months.



Contract with a media public relations firm to develop a comprehensive traffic safety and bicycle promotion campaign to run throughout the year.

Details: Most educational efforts aimed at bicyclists and motorists tend to require self-selection for participation. Unless an individual seeks out the information, they will not receive any. A more comprehensive educational promotional campaign needs to be undertaken to reach the broader public, including those individuals who do not realize that they need to be educated.

Responsible Party: Mayor's Office, Public Health, Police, Traffic Engineering

Performance Measure: A traditional marketing campaign is developed and implemented

Timeline: Winter 2009

Resources: Depends on size of campaign



Pilot an individualized marketing campaign to people receptive to replacing automobile trips with bicycling.

Details: This cost-effective marketing program identifies people receptive to changing the way they travel and then provides them with personalized information about their preferred option(s). May work in combination with other Transportation Demand Management/Alternative Transportation promotion/education programs. Innovative models include Portland, OR, TravelSmart (<http://www.portlandonline.com/transportation/index.cfm?c=32360>) and Seattle's Way to Go, Seattle! (<http://www.ci.seattle.wa.us/waytogo/>).

Responsible Party: Mayor's Office, Public Health, MPO, Metro, Traffic Engineering

Performance Measure: An individualized marketing campaign is developed and implemented

Timeline: Winter 2009

Resources: Depends on extent of program



Improve and update City of Madison bicycle web page to create a clearinghouse for local bicycling information.

Details: With direct links to Bicycle Community Page and Bicycle Federation of Wisconsin Ride Guide. Consider advertising website with stickers on city bike racks

Responsible Party: Traffic Engineering with help from Bicycle Federation of Wisconsin

Performance Measure: A web clearinghouse is developed and launched with improved web sites

Timeline: Spring 2008

Resources: Staff time



Develop an online interactive bicycle route mapping to include segment suitability and average biking time.

Details: Web-based application similar to Mapquest for cars. Investigate the development of a "bike score" to assist bicyclists, businesses, and property sellers/buyers of the bicycle—friendliness of an area.

Responsible Party: Traffic Engineering and Engineering with assistance from Bicycle Federation of Wisconsin or other contractor

Performance Measure: Online application developed and launched

Timeline: Winter 2011

Resources: Development and web hosting costs.



Develop a bike festival.

Details: Separate from Bike to Work Week—and held during summer months. Likely location would be Central Park site when completed

Responsible Party: City will seek a nonprofit or private company

Performance Measure: A festival is developed and held

Timeline: Summer 2010

Resources: Minimal city resources; festival should be organized and supported by private sector



A child at REI's bike day. Image: Wheels for Winners



Reach out to minority, low-income, and under-represented groups.

Details: The Platinum Committee recognizes that there are issues that they do not have the answers for regarding bicycling. Amongst these issues is the question of how to encourage minority, low-income, and other under-represented groups to bicycle more. The Committee hopes that some innovative solutions will emerge through the recommended mini-grant program, the scientific study, and the individualized marketing program. In addition, other approaches may include materials printed in foreign languages, Major Taylor programs (for African-American children), Affordable Transportation for Affordable Housing programs, Freewheel/Wheels for Winners, and reaching out to churches/neighborhood centers.

Responsible Party: All departments

Performance Measure: Improved outreach to these groups

Timeline: Ongoing

Resources: Staff time



Fit City Madison Logo. Image: <http://www.capitolssquaresprints.org/Yuriy/Logo/FitCityMadisonColor.gif>



Integrate bicycling into Fit City Madison program and The Natural Step.

Details: Fit City Madison and The Natural Step are existing efforts that can and should integrate bicycling into their programs.

Responsible Party: Public Health

Performance Measure: Bicycling content of Fit City/Natural Step program increases

Timeline: Ongoing

Resources: Staff Time



Promote Active Prescription and other classes and programs that encourage bicycling by health providers and insurance companies.

Details: The Bicycle Federation of Wisconsin has worked in recent years to promote bicycling through health providers and insurance companies. The city and the Health Department could assist in moving these efforts forward.

Responsible Party: Public Health with help from Bicycle Federation

Performance Measure: Health providers and insurance companies better integrate bicycling into preventive medicine programs

Timeline: Ongoing

Resources: Staff Time



Promote business-based bicycling programs and incentives.

Details: Tie in with existing programs such as Rideshare, City bus pass and reduced cost parking program for TDM users, University TDM programs, and Bike to Work Week programs. City could work with Bicycle Federation of Wisconsin, Madison MPO, University of Wisconsin Transportation Demand Management Department. Encourage businesses to provide facilities and incentives to encourage bicycling (like showers, lockers, covered parking, contests and prizes) and to implement innovative programs (like parcel delivery for customer purchases or parking cash out for employees). Good examples include Pacific Cycle's employee incentives.

Responsible Party: Mayor's Office, Health Department, Traffic Engineering, MPO

Performance Measure: Businesses better promote bicycling programs and incentives.

Timeline: Ongoing

Resources: Staff Time and marginal cost of incentives



Some Madison girls pick up their Earn-a-Bikes. Image: Wheels for Winners Earn-a-Bike Program



Promote programs that make bicycles available to everyone regardless of income level (both used and new bikes).

Details: Examples of such programs include Red Bike Program, Wheels for Winners, Boys and Girls Club, Dane County Transitional School, St. Vincent De Paul, UW Annex, and Freewheel

Responsible Party: Traffic Engineering, Parks, Public Health

Performance Measure: When the City has opportunities to do so, they will direct citizens to these resources

Timeline: Ongoing

Resources: Staff time



Promote existing rides, events, programs, and groups that promote bicycling.

Details: Examples include Bike to Work Week, Bike Swap, Club Rides, Fundraising Events, Competitive Sporting Events, Mountain Biking

Responsible Party: Traffic Engineering, Parks, Public Health

Performance Measure: When the City has opportunities to do so, they will direct citizens to these resources

Timeline: Ongoing

Resources: Staff time



Cronometro's annual bike swap for the Brazen Dropouts Racing Club. Image: Della Haugen, Bicycle Federation of Wisconsin



Facilitate an annual meeting of all regional bicycle/pedestrian planners/engineers in Dane County.

Details: In order to assure that all communities and organizations are communicating their plans and programs, as well as sharing best practice information, an annual meeting should be held.

Responsible Party: Staff from all departments with MPO as lead

Performance Measure: An annual meeting is held

Timeline: Fall 2008

Resources: Staff time and nominal meeting costs



Create a Bicycle Ambassador program.

Details: The concept of bicycle ambassadors is gaining popularity nationwide. Bicycle Ambassadors work to encourage bicycling as a form of transportation, while promoting safety. Ambassadors might organize a number of activities such as: bike skill and safety clinics, free bike repair and commuter classes, share maps and offer route - finding help, lead "Get to Know Madison by Bike" tours, helmet fittings, ABC Quick Bike Checks, Bike Rodeo assistance, co-host special events by request. The Ambassadors would interact with people every day on Madison's streets - answering questions, giving out free safety gear and resources, offering courses to help people become better cyclists, demonstrating the best biking and walking techniques, speaking with motorists and moped drivers about bike and pedestrian issues and more. Currently, the University of Wisconsin has a campus Ambassador program

Responsible Party: Mayor's Office, Public Health, Police, or Parks

Performance Measure: A Bicycle Ambassador program is launched and sustained

Timeline: Spring 2010

Resources: Cost proportional to size of program. Estimate \$25,000-\$50,000 per 1/2 time Ambassador



Provide printed safe bicycling information to bicycle event planners and participants through city parks permitting process.

Details: Bicycling events provide a unique opportunity to educate cyclists because they are gathered in one place. By educating bicyclists on the rules of the road and on courteous riding behavior, the city can improve safety and the relationship between bicyclists and motorists.

Responsible Party: Traffic Engineering with help from Bicycle Federation of Wisconsin

Performance Measure: Information provided to all events

Timeline: Spring 2008

Resources: Bicycle Federation of Wisconsin may be willing to assist with cost and distribution. 10,000 newsprint publications can be printed for about \$500



Coordinate bicycle plans and activities with the University of Wisconsin-Madison, Edgewood, MATC, and other colleges in the area.

Details: In order to ensure that all communities and organizations are communicating their plans and programs, as well as sharing best practice information, regular coordination should take place.

Responsible Party: All departments

Performance Measure: Ongoing good relations and partnerships with colleges/universities

Timeline: Ongoing

Resources: Staff time



A mechanic at a Madison bike shop. Image: <http://trekstoremadison.com/merchant/709/images/site/jesse.jpg>



Facilitate public-private partnerships with local bicycle industry and other businesses.

Details: Madison is in the unique position of being a “hub” of bicycling business activity. There is a great deal of potential for public-private partnerships. Many businesses have already demonstrated a willingness to contribute to making the city a better place to bicycle (for instance, a portion of the funding to support the Platinum Committee’s work was provided by Trek Corporation, Pacific Cycle, Saris Cycling Group, and Planet Bike).

Responsible Party: Mayor’s Office

Performance Measure: Ongoing good relations and partnerships with bike industry and other businesses

Timeline: Ongoing

Resources: Staff time



Coordinate bicycle plans and activities with public and private K-12 schools

Details: In order to ensure that all communities and organizations are communicating their plans and programs, as well as sharing best practice information, regular coordination should take place.

Responsible Party: All departments

Performance Measure: Ongoing good relations and partnerships with schools

Timeline: Ongoing

Resources: Staff time



Investigate implementation of a bike sharing program

Details: Many communities throughout the world are using bike sharing programs or short-term, on-demand bike rentals to encourage bicycling. Madison had a brief bike sharing program called “red bikes” in the 1990s. Currently, the University of Wisconsin-Madison is researching a bike sharing program. The city should work with the university to investigate expanding such a program city-wide.

Responsible Party: Traffic Engineering and Mayor’s Office

Performance Measure: Implementation of a bike sharing program

Timeline: Winter 2011

Resources: Not known



Undertake a scientific survey to determine the level of bicycling in Madison and what the public feels can and should be done to improve bicycling conditions and to increase the number of people bicycling.

Details: In addition to the fact that reliable figures are not available for the number of people bicycling in Madison, the Platinum Committee recognizes that there are issues that they do not have the answers for regarding bicycling. Among these issues is the question of how to get those who do not currently bicycle to bicycle more. The Committee hopes that some innovative solutions will emerge through the recommended mini-grant program, this scientific study, and the individualized marketing program. The city may be able to partner with the university to complete the survey.

Responsible Party: Traffic Engineering and/or Public Health

Performance Measure: A survey is implemented and analyzed

Timeline: Fall 2008

Resources: Staff time and the cost of the study

Assessment and Review



Adopt/accept this report through the usual City process.

Details: The recommendations of this report will be considered on an even basis with recommendations for other modes. This report will be integrated into other transportation plans.

Responsible Party: Mayor and Council

Performance Measure: The report is adopted

Timeline: Spring 2008

Resources: No cost



The Mayor and city department heads work as a team to be catalysts for implementing the recommendations of this report.

Details: It is anticipated that this report will be officially adopted through the usual city policy process via resolution by the Mayor. Implementing the recommendations of this report will require a cultural change in the way that the government process currently operates. Jump-starting that change will take a fair measure of political will. The Mayor will designate a staff person in his office to be the point person to monitor the progress of report implementation.

Responsible Party: Mayor and city department heads

Performance Measure: A call to action is made

Timeline: Ongoing

Resources: No cost



The Mayor arrives at Bike to Work Week press conference. Image: Della Haugen, Bicycle Federation of Wisconsin



Staff from the Mayor's office will meet annually with bicycle advocacy groups.

Details: Groups may include

- a. Bicycle Federation of Wisconsin and Bicycle Transportation Alliance of Dane County on general advocacy
- b. WORBA and/or MadFORCs to discuss future sites of mountain bike single track,
- c. Cyclocross groups to discuss cyclocross in city parks,
- d. Brazen Dropouts to discuss Circuit Course
- e. Other interest groups

As appropriate, the Mayor's office will pass information from these meetings on to appropriate city staff for follow-up.

Responsible Party: Mayor's Office

Performance Measure: Meetings are held and plans to move forward with interest groups are developed

Timeline: Spring 2008

Resources: Staff time



Create an annual “Policy and Planning Bicycle Tune-Up Report Card” to be presented to the Pedestrian, Bicycle, Motor Vehicle Commission (PBMVC) each year.

Details: The first report card would be due by May 2008. The report card would be available to the public so that citizen groups may monitor the city’s progress on bicycling issues and the recommendations of this report. The report card will reference the themes and chapters of this report as a guide and report on the status of implementation, as well as update the recommendations. The report will be made by staff to the PBMVC in conjunction with a public hearing and the PBMVC will forward the report to the full city council and Mayor with their comments for adoption/acceptance.

Responsible Party: Staff from all departments with Traffic Engineering, Engineering, and the MPO as leads.

Performance Measure: An annual report card is published and made available to the public

Timeline: Annually starting Spring 2008

Resources: Staff time



Bikes around the capital building.. Image: Della Haugen, Bicycle Federation of Wisconsin

Conclusions

All of the great cities for bicycling (places like Boulder, Portland, Davis, Copenhagen, and Amsterdam) have become great cities for bicycling because of the visionary actions of citizens and government. The time is ripe for Madison to become the best city in America for bicycling. This report outlines how to build upon the excellent work which has already been accomplished through the efforts in the public and private sectors over many years in order to move towards becoming a Platinum Level Bicycle Friendly Community and beyond. It is up to the citizens of Madison to make it happen.



The Mayor cuts the ribbon at opening of “The Missing Link” path. Image: Della Haugen, Bicycle Federation of Wisconsin

Timeline Index

RECOMMENDATION	TIMELINE MONTH/SEASON	TIMELINE YEAR	SECTION	PAGE IN REPORT
Adopt and implement a Complete Streets Resolution.	Spring	2008	Infra	19
Adopt/accept this report through the usual City process.	Spring	2008	Assess/Review	64
Allow two-way bicycle operation on short one-way streets.	Fall	2008	Infra	25
Annual bicycle counts are taken on major bicycle routes and bicycle/pedestrian counts on bike paths.	Spring	2008	Land Use/Plan	38
Construct Bike Boxes at select and appropriate signalized intersections.	Summer	2008	Infra	27
Create a city interdepartmental staff team to meet at least quarterly to improve communication and joint planning for future bicycle facilities.	Spring	2008	Land Use/Plan	38
Create a formal bicycle program, with an identified program coordinator, within the Madison Police Department to standardize police bicycle operations and to increase the degree to which bicycles are used as a mode of transport by police personnel for general enforcement as well as for bicycle /pedestrian enforcement.	Spring	2008	Enf	46
Create an annual "Policy and Planning Bicycle Tune-Up Report Card"	Spring	2008	Assess/Review	66
Dedicate shared use paths recommended in adopted plans in the same manner as streets and roads in the development approval process.	Winter	2008	Land Use/Plan	40
Develop a Bicycle Crash Report "study sheet" so officers reporting bicycle crashes include necessary information for crash analysis.	Spring	2008	Enf	46
Develop a map of urban to rural routes and a written policy for their future preservation and rehabilitation.	Winter	2008	Land Use/Plan	39
Develop a public 6-year Bicycle Improvement Program (BIP) to include a project selection process for bicycle facilities.	Spring	2008	Infra	18
Develop sources of funding for shared use paths that serve larger areas.	Winter	2008	Land Use/Plan	39
Develop, implement, and enforce a written bicycle access policy through and around public and private construction projects.	Fall	2008	Infra	21
Establish a mini-grant program to support community efforts that encourage bicycling.	Spring	2008	Ed, Enc, Out	54

RECOMMENDATION	TIMELINE MONTH/SEASON	TIMELINE YEAR	SECTION	PAGE IN REPORT
Facilitate an annual meeting of all regional bicycle/pedestrian planners/engineers in Dane County.	Fall	2008	Ed, Enc, Out	60
Fund a media buy for the existing Safe Community Coalition television public service announcements (PSAs).	Spring	2008	Ed, Enc, Out	54
Improve and update City of Madison bicycle web page to create a clearinghouse for local bicycling information.	Spring	2008	Ed, Enc, Out	55
Increase the number of police personnel available to be assigned to traffic law enforcement to allow for consistent enforcement.	Winter	2008	Enf	44
Institute a program of city-provided public bicycle parking racks.	Spring	2008	Infra	32
Institute a Sunday Parkways ride once per month.	Spring	2008	Ed, Enc, Out	48
Make training opportunities and information on bicycle issues available to City technical staff (see section on enforcement for details on police training) and elected officials on a regular basis.	Spring	2008	Ed, Enc, Out	51
Provide information (print and web) to city employees who drive for work purposes about sharing the road with bicycles.	Spring	2008	Ed, Enc, Out	51
Provide information and incentives to all city employees about bicycling for transportation/recreation and encourage other businesses and corporations to do so as well	Spring	2008	Ed, Enc, Out	51
Provide printed safe bicycling information to bicycle event planners and participants through city parks permitting process.	Spring	2008	Ed, Enc, Out	61
Review and strengthen the subdivision ordinance to ensure a connected street network with bicycle facilities	Winter	2008	Land Use/Plan	43
Review and strengthen the zoning ordinance to ensure adequate on-site pedestrian and bicycle access, parking, and circulation.	Winter	2008	Land Use/Plan	41
Review the impact on commuting bicycles of the Rush Hour Parking Policy that converts parking lanes to motor vehicle lanes.	Spring	2008	Infra	21
Revise the Standard Detail Drawings and construction standards to address several bicycle-related elements.	Spring	2008	Infra	23
Staff from the Mayor's office will meet annually with bicycle advocacy groups.	Spring	2008	Assess/Review	65

RECOMMENDATION	TIMELINE MONTH/SEASON	TIMELINE YEAR	SECTION	PAGE IN REPORT
Undertake a scientific survey to determine the level of bicycling in Madison and what the public feels can and should be done to improve bicycling conditions and to increase the number of people bicycling.	Fall	2008	Ed, Enc, Out	63
Update, improve, and implement a written street, path, bridge/tunnel and bicycle parking maintenance policy.	Spring	2008	Infra	20
Complete a public bicycle parking needs study for the central city area.	Winter	2009	Infra	33
Contract with a media public relations firm to develop a comprehensive traffic safety and bicycle promotion campaign to run throughout the year.	Winter	2009	Ed, Enc, Out	55
Convert current bike route network and signage to a destination-based network.	Spring	2009	Infra	26
Create a Safe Routes to School plan for Madison.	Winter	2009	Ed, Enc, Out	50
Create a training, peer review, on-the-job training and mentoring program for bicycle facility concept, design and construction.	Spring	2009	Infra	22
Establish neighborhood-based bike clubs.	Spring	2009	Ed, Enc, Out	53
Identify an arterial bicycle network and incorporate into the Bicycle Transportation Plan and other appropriate plans.	Spring	2009	Infra	17
Pilot an individualized marketing campaign to people receptive to replacing automobile trips with bicycling.	Winter	2009	Ed, Enc, Out	55
Revise, Implement and enforce the existing bicycle parking ordinance.	Winter	2009	Infra	34
Study and determine a location for two to three bike boulevards. Construct one and evaluate.	Spring	2009	Infra	24
Support a School District policy that all children, if allowed by their parents, should be allowed to bicycle to school in Madison.	Fall	2009	Ed, Enc, Out	50
Update and repair the current network of wayfinding map signs on the path system and install additional wayfinding map signs on the expanding path system and at key locations on the street system. Ensure that path etiquette is clearly outlined.	Winter	2009	Infra	30
Complete a comprehensive review of physical barriers and missing links to biking routes.	Fall	2010	Infra	22
Create a Bicycle Ambassador program	Spring	2010	Ed, Enc, Out	61
Create a Bicycle Level of Service Analysis.	Fall	2010	Infra	22
Create a plan for city bicycle education, encouragement, and outreach for adults.	Winter	2010	Ed, Enc, Out	49
Develop a bike festival.	Summer	2010	Ed, Enc, Out	56

RECOMMENDATION	TIMELINE MONTH/SEASON	TIMELINE YEAR	SECTION	PAGE IN REPORT
Evaluate adding lighting to paths or sections of paths that do not currently have lighting.	Winter	2010	Infra	31
Evaluate placing stop signs on low-volume local streets where a high-volume path crosses.	Winter	2010	Infra	31
Identify, formalize, and improve known bike "shortcuts."	Fall	2010	Infra	25
Install Bicycle Friendly Community signs at path and on-street bike route entrances to the city.	Winter	2010	Infra	32
Work to improve bicycle access on State Van Pool vans.	Winter	2010	Infra	36
Adjust signal timing/progression on significant bike routes to better favor bicycle commuters.	Spring	2011	Infra	29
Conduct a review of complex intersections and determine solutions to improve bicycle/pedestrian safety and comfort.	Spring	2011	Infra	35
Consider bicycle signals (has bike symbol) at appropriate signal locations where bikes may have a different movement than a motor vehicle.	Spring	2011	Infra	28
Develop an online interactive bicycle route mapping to include segment suitability and average biking time.	Winter	2011	Ed, Enc, Out	56
Develop policy to mark bike lanes at signalized intersections on bike routes (and other streets where bikes are expected) even if the street does not have bike lanes.	Spring	2011	Infra	28
Eliminate motor vehicle parking at bike racks.	Spring	2011	Infra	35
Ensure traffic signals actuate to bicycles and allow sufficient time for a bicyclist to cross the street with the signal.	Spring	2011	Infra	28
Establish Bicycle User Groups (BUGs).	Fall	2011	Ed, Enc, Out	52
Install bicycle actuation for signals and pedestrian countdown signals at signalized path crossings (where appropriate).	Spring	2011	Infra	29
Investigate implementation of a bike sharing program	Winter	2011	Ed, Enc, Out	63
Where a sidepath crosses an intersecting street with a stop sign or yield sign, place a supplemental sign indicating two-way bicycle traffic.	Spring	2011	Infra	29
Accelerate development of bicycle routes, lanes, and paths.	Ongoing	Ongoing	Infra	17
Accelerate elimination of sidewalk bike routes by providing convenient alternate routes and/or bike lanes.	Ongoing	Ongoing	Infra	25
Bicycle parking should be provided at all city buildings and transit centers.	Ongoing	Ongoing	Infra	37

RECOMMENDATION	TIMELINE MONTH/SEASON	TIMELINE YEAR	SECTION	PAGE IN REPORT
Continue practice of deferring prosecution for cited bicyclists who successfully complete bicycle traffic safety classes.	Ongoing	Ongoing	Enf	45
Continue to educate and train law enforcement personnel in the enforcement of laws concerning bicyclists' rights and responsibilities	Ongoing	Ongoing	Enf	47
Convert existing wide streets to two or three lane roads with bike lanes.	Ongoing	Ongoing	Infra	19
Coordinate bicycle plans and activities with public and private K-12 schools	Ongoing	Ongoing	Ed, Enc, Out	63
Coordinate bicycle plans and activities with the University of Wisconsin-Madison, Edgewood, MATC, and other colleges in the area.	Ongoing	Ongoing	Ed, Enc, Out	62
Create a community of compact, walkable, transit and bicycle-oriented mixed-use neighborhoods, districts and corridors.	Ongoing	Ongoing	Land Use/Plan	40
Encourage regular bike programs/workshops at neighborhood centers and nonprofit organizations.	Ongoing	Ongoing	Ed, Enc, Out	53
Establish a Bicycling Buddy program.	Ongoing	Ongoing	Ed, Enc, Out	52
Expand and Improve children's bicycle safety education in school.	Ongoing	Ongoing	Ed, Enc, Out	49
Facilitate public-private partnerships with local bicycle industry and other businesses.	Ongoing	Ongoing	Ed, Enc, Out	62
Improve use of media in covering crashes.	Ongoing	Ongoing	Enf	45
Include specific recommended bicycle connections to major activity centers in neighborhood plans.	Ongoing	Ongoing	Land Use/Plan	41
Incorporate bike access and bike transport in/on all streetcars, and commuter rail planning and construction, and remain mindful of impact of tracks on bicyclists.	Ongoing	Ongoing	Infra	37
Increase bicycle capacity on Madison Metro buses.	Ongoing	Ongoing	Infra	36
Integrate bicycling into Fit City Madison program and The Natural Step.	Ongoing	Ongoing	Ed, Enc, Out	57
Keep neighborhood plans and transportation plans up-to-date and officially amended when changes are made.	Ongoing	Ongoing	Land Use/Plan	42
Madison Police Department continue to work with University of Wisconsin Police Department, Capitol Police, and Dane County Sheriff to ensure consistency in enforcement efforts.	Ongoing	Ongoing	Enf	47
Maintain bicycle connections as the street network develops.	Ongoing	Ongoing	Infra	43

RECOMMENDATION	TIMELINE MONTH/SEASON	TIMELINE YEAR	SECTION	PAGE IN REPORT
Promote Active Prescription and other classes and programs that encourage bicycling by health providers and insurance companies	Ongoing	Ongoing	Ed, Enc, Out	58
Promote business-based bicycling programs and incentives.	Ongoing	Ongoing	Ed, Enc, Out	58
Promote existing rides, events, programs, and groups that promote bicycling	Ongoing	Ongoing	Ed, Enc, Out	60
Promote programs that make bicycles available to everyone regardless of income level (both used and new bikes).	Ongoing	Ongoing	Ed, Enc, Out	59
Reach out to minority, low-income, and under-represented groups.	Ongoing	Ongoing	Ed, Enc, Out	57
Reach out to neighborhood planning councils, developers, builder's association, environmental groups, chamber of commerce, schools, DOT, DNR, etc.	Ongoing	Ongoing	Ed, Enc, Out	53
Support efforts to improve bike access on/in inter-city buses.	Ongoing	Ongoing	Infra	37
The Mayor and city department heads work as a team to be catalysts for implementing the recommendations of this report.	Ongoing	Ongoing	Assess/Review	64