



VANDEWALLE & ASSOCIATES INC.

To: Sustainable Madison Transportation Master Plan Oversight Committee
From: Mike Slavney, FAICP
CC: David Trowbridge
Date: January 10, 2014
Re: Vision Event 1 – Public Comments Summary

The first public vision event for the Sustainable Madison Transportation Master Plan took place On December 19, 2013. Forty people signed in at the registration table, though attendance was actually somewhat higher. The vision event resulted in over 250 comments on the pedestrian, bicycle, transit, and street networks throughout the city and the surrounding area, plus additional comments about the project's draft mission and goals. In addition, nearly 70 individuals have provided comments online through Survey Monkey as of January 9. The following is a summary of the themes that emerged from the comments, both from the vision event and online.

Mission and Goals

There were many positive comments about the mission, particularly its focus on increasing biking, walking, and transit. Many suggested that the mission should have more emphasis on climate change. Several people commented that they did not want to make auto transportation more unpleasant in order to convince people to use other means of transportation.

Respondents overwhelmingly supported the goals (each goal had 88% support or more). There were several recommendations to work with neighboring communities such Sun Prairie and Verona toward a solution to commuting-related challenges.

Pedestrian Network

- Call for a complete local network, particularly on the far east and far west sides.
- Safety concerns about the intersection of John Nolen Drive/Blair Street/Williamson Street
- A need for a crosswalk at the intersection of Atwood Avenue and Garrison Street
- Concerns about the difficulty in crossing at E. Washington Avenue, Williamson Street, and Monroe Street
- At the intersection of Glenway/Speedway/Mineral Point Road, add crosswalks and walk lights for all four crossings and prohibit right turns on red
- Safety concerns related to Segoe Road, Odana Road, and Whitney Way

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Shaping places, shaping change

- Support for new road treatment on Sherman Avenue
- Concern about walk signals being too short, particularly for the disabled, young children, and the elderly
- Support for a public bike/ped path along the south shore of Lake Mendota from James Madison Park to Memorial Union.
- The Beltline as a barrier; Beltline bike/ped crossovers suggested
- Many spot-specific comments

Bicycle Network

- Call for complete collector/arterial network
- Safety concerns about the intersection of John Nolen Drive/Blair Street/Williamson Street. One suggestion for a floating bike roundabout.
- Monona Terrace bike elevator is inefficient
- Safety concerns related to Segoe Road, Odana Road, and Whitney Way
- Safety concerns related to Fish Hatchery Road
- Many comments related to a lack of bike facilities on parts of Atwood Avenue and poor access to Olbrich and Atwood commercial areas
- Support for a counter-flow lane at Capitol Square connecting West Mifflin/State Street to East Mifflin Bicycle Boulevard
- Expand the B-Cycle to more areas of the city
- The Beltline as a barrier; Beltline bike/ped crossovers suggested
- Many spot-specific comments, mostly identifying dangerous spots or those lacking bicycle facilities

Transit Network

- Support for coordinating transfer points with mode transfer facilities, including park and rides and B-Cycle
- Support for connecting transfer points directly
- Support for an intercity rail station and route
- Faster, direct transit service to the airport from downtown, the UW campus, and key employment centers
- Transfer points feel unsafe due to their isolated location
- Interest in north-south service on Midvale Boulevard
- Many supporters of a no-fare transit system to encourage bus use
- Support for various forms of high-capacity transit, including high speed rail, commuter rail, dedicated-lanes for buses, and downtown streetcars

- Support for (more) transit access to neighboring communities such as Monona, Sun Prairie, and Verona
- Support for getting people out of their cars on the isthmus
- Increase the quantity and quality of bus shelters (heat, real-time arrival info)

Street Network

- Congestion on the Beltline, lots of commuter traffic
- Support for converting Stoughton Road into a moderate-speed boulevard
- Many spot-specific comments
- Support for converting Johnson Street and Gorham Street back to two-way roads

Comments continue to be collected online through Survey Monkey.