

# FORWARD MADISON: URBAN FOOTPRINT SCENARIO PLANNING

**APPLICANT/SPONSOR:** City of Madison

**TOTAL PROJECT COST:** \$600,000

**GRANT FUNDING:** \$300,000

## PROJECT DESCRIPTION

This TIGER grant will help develop corridor transit-oriented development plans for three station areas to be served by the upcoming Bus Rapid Transit system. While Madison is experiencing economic growth, the growing minority population faces high rates of poverty and unemployment. The plan provides for public outreach and engagement efforts, including an advisory committee, work groups with community participants, and public input sessions to study the impacts of different scenarios on equity, connectivity, congestion, and the environment.

## PROJECT HIGHLIGHTS

- » Includes high levels of partnership with planning commissions, the metropolitan planning organization, the transit authority, and local advocacy groups.
- » Builds on work completed through a HUD sustainable communities grant, which used a Fair Housing Assessment to identify barriers to opportunity, including geographic placement of people and employment and transit options.
- » Includes a plan to train staff on Urban Footprint, a scenario planning tool that enhances the ability for public engagement and equitable planning, for future utility.



**CENTRAL**

## PROJECT BENEFITS

The proposed plan will improve access to opportunity by considering land use, transportation, and equity issues. By promoting transit oriented development, the plan, once implemented, is expected to reduce emissions, attract economic investment, and improve quality of life. This plan will also enhance safety by targeting areas with the highest number of crashes for improvements.



U.S. Department  
of Transportation



**TIGER**

## Proposed Project Timeline

**Table 1. Proposed Project Timeline**

FY2014 TIGER Planning Grant Timeline	2014				2015				2016			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Current Planning Projects</b>												
Madison Economic Development Master Plan	█				█							
Madison Transportation Master Plan	█				█							
<b>Bus Rapid Transit System</b>												
Form BRT Implementation Committee			█	█								
Conduct Metro on-board survey			█	█								
Implement improvements to the mode choice/transit component of the MPO's regional travel model			█	█	█	█						
Pre-project development/alternatives analysis					█	█	█	█				
Metro completes bus storage/maintenance facility plan								█	█			
Project Development – NEPA and design								█	█	█	█	
Develop and approve BRT finance/governance plan								█	█	█	█	
Secure project funding/construction and service change (Construction slated for 2017-2018)												→
<b>Develop and Deploy the UrbanFootprint Scenario Modeling Platform</b>												
UrbanFootprint System and Base Data development					█							
Scenario Development Functionality and Customization						█	█					
Existing Analytical Engine Calibration/Customization							█	█				
Model Transition and Training									█	█		
<b>Three TOD Station Area Master Plans</b>												
City-wide Context Scenarios using UrbanFootprint							█	█				
TOD Station area Scenario Development							█	█				
TOD Station Area Plan Development, Public Involvement, and Plan Adoption							█	█	█	█		
<b>Future Planning Projects</b>												
City of Madison Comprehensive Master Plan												→

The Work Plan for the TIGER funded planning project depicted on the timeline is anticipated to run concurrently with several planning projects that are currently underway including the City-wide Economic Development Plan and the Transportation Master Plan, as well as the City's Comprehensive Master Plan slated to begin in 2016. Consequently, these planning processes can inform one another, and the inputs to, and outputs from, the UrbanFootprint modeling platform can interface and benefit the various planning initiatives. Timing of the TOD Station Area planning and the BRT design and implementation phases is also slated for concurrent implementation in an effort to maximize the opportunity for the city to adopt policies (e.g. affordable housing), which will then strengthen the MPO's application for federal BRT funding under the FTA Small Starts program.