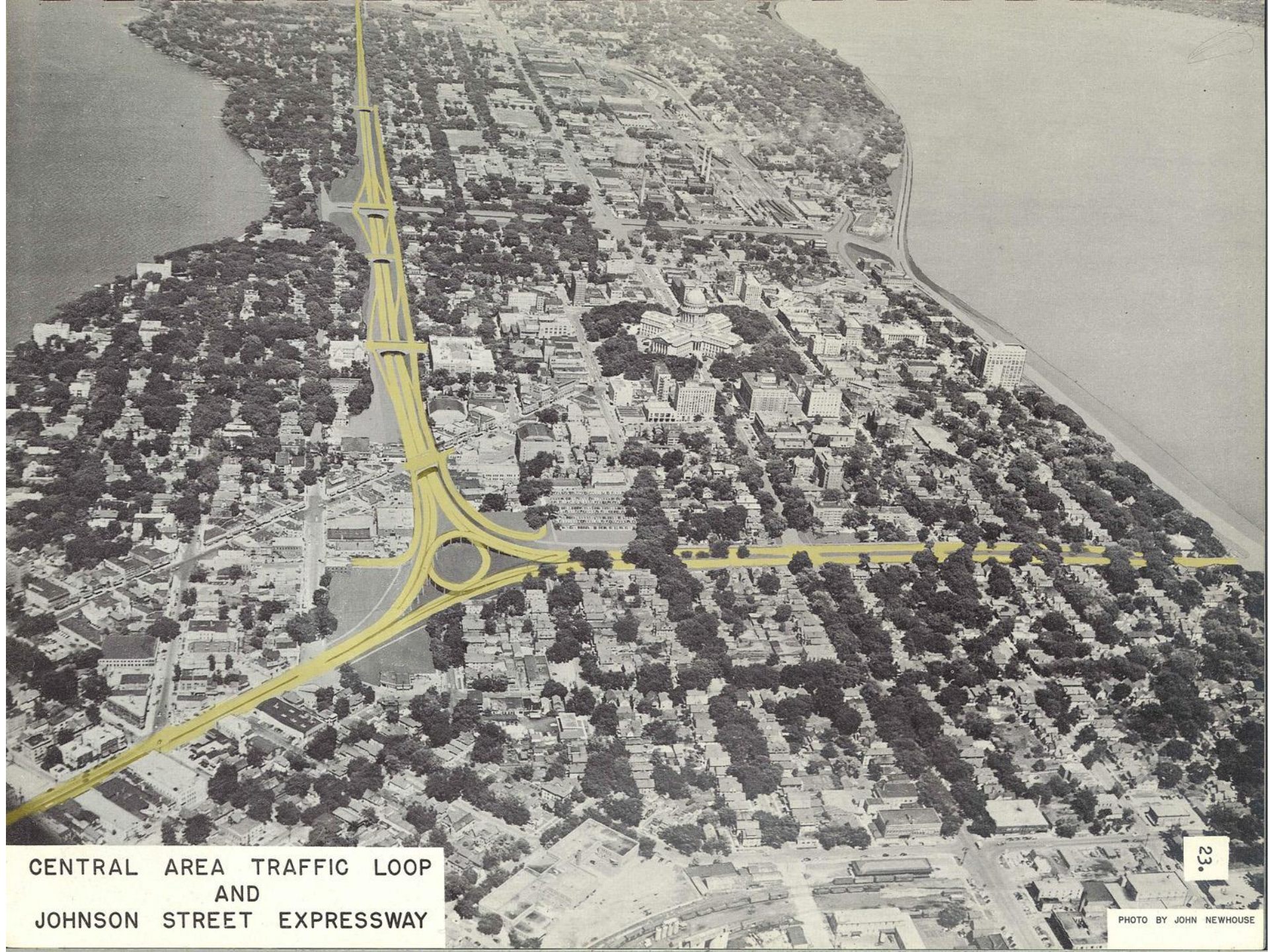
MADISON IN MOTION

2016

SUSTAINABLE TRANSPORTATION PLAN



CENTRAL AREA TRAFFIC LOOP
AND
JOHNSON STREET EXPRESSWAY

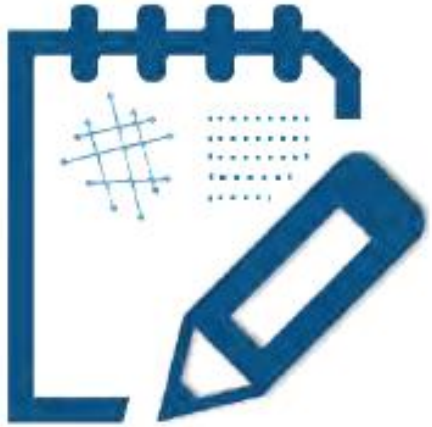
PHOTO BY JOHN NEWHOUSE

PROCESS

1. Discovery

2. Desire

3. Design



4. Documentation

PURPOSE

- Help Create Walkable, Bikeable, Transit-Oriented City
  - Strengthen Neighborhoods: Existing and New Development
  - Emphasize Transportation Choices and Mode Connectivity
  - Support Madison's Community Vision
- Resource for Transportation Decision-Making
  - Implementation of Projects

MADISON IN MOTION

WORKSHOPS

1

EXPAND MOBILITY CHOICES

2

IMPROVE SAFETY AND HEALTH

3

CREATE TRANSPORTATION EQUITY FOR ALL RESIDENTS

4

ENHANCE NEIGHBORHOODS

5

PROMOTE BENEFICIAL GROWTH

6

PROMOTE ENVIRONMENTAL SUSTAINABILITY

7

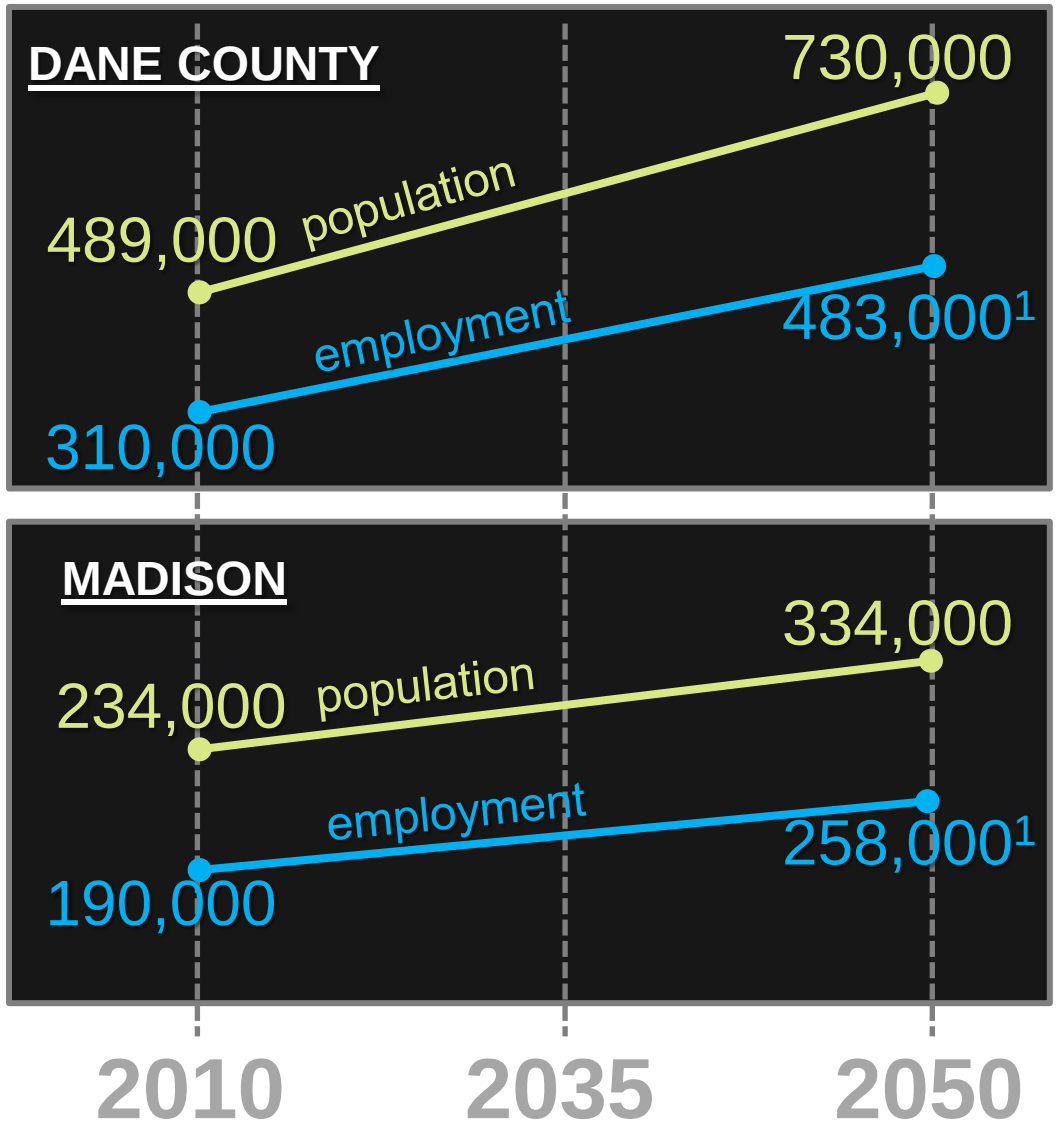
MAINTAIN FISCAL RESPONSIBILITY

8

FOSTER ECONOMIC DEVELOPMENT

CHALLENGES

GROWTH



- **Dane County adds 60,000/decade**
- **(2010- 2015 added 35,000)**
- **City growth 25,000/decade**

*([1]**Source:** 2035 Regional Transportation Plan Update, Madison Area Transportation Planning Board 2012.)*

GROWING AND DIVERSIFYING

- Dane County leads State job growth - projected over 500,000 by 2022
- Midwest Innovation Hub
- Health IT and Biotech sector driving growth
- Increasing Central City employment
- Growing startup community and entrepreneurial hub StartingBlock opens in 2018

StartingBlock Madison

STABILITY

- **Parks and Environmental Corridors**
- **Agricultural**
- Areas of Stability (Low or Medium Density Residential, Institutional, Communication/ Utilities)
- City of Madison's Areas of Potential Change (Mixed Use, Neighborhood Planning Areas, Industrial, Commercial, High Density Residential, Quarries)
- Other Municipalities' Areas of Potential Change (Mixed Use, Neighborhood Planning Areas, Industrial, Commercial, High Density Residential, Quarries)

Source: City of Madison Future Land Use Map (2012)

STABILITY

Parks and Environmental Corridors

Agricultural

Areas of Stability (Low or Medium Density Residential, Institutional, Communication/ Utilities)

City of Madison's Areas of Potential Change (Mixed Use, Neighborhood Planning Areas, Industrial, Commercial, High Density Residential, Quarries)

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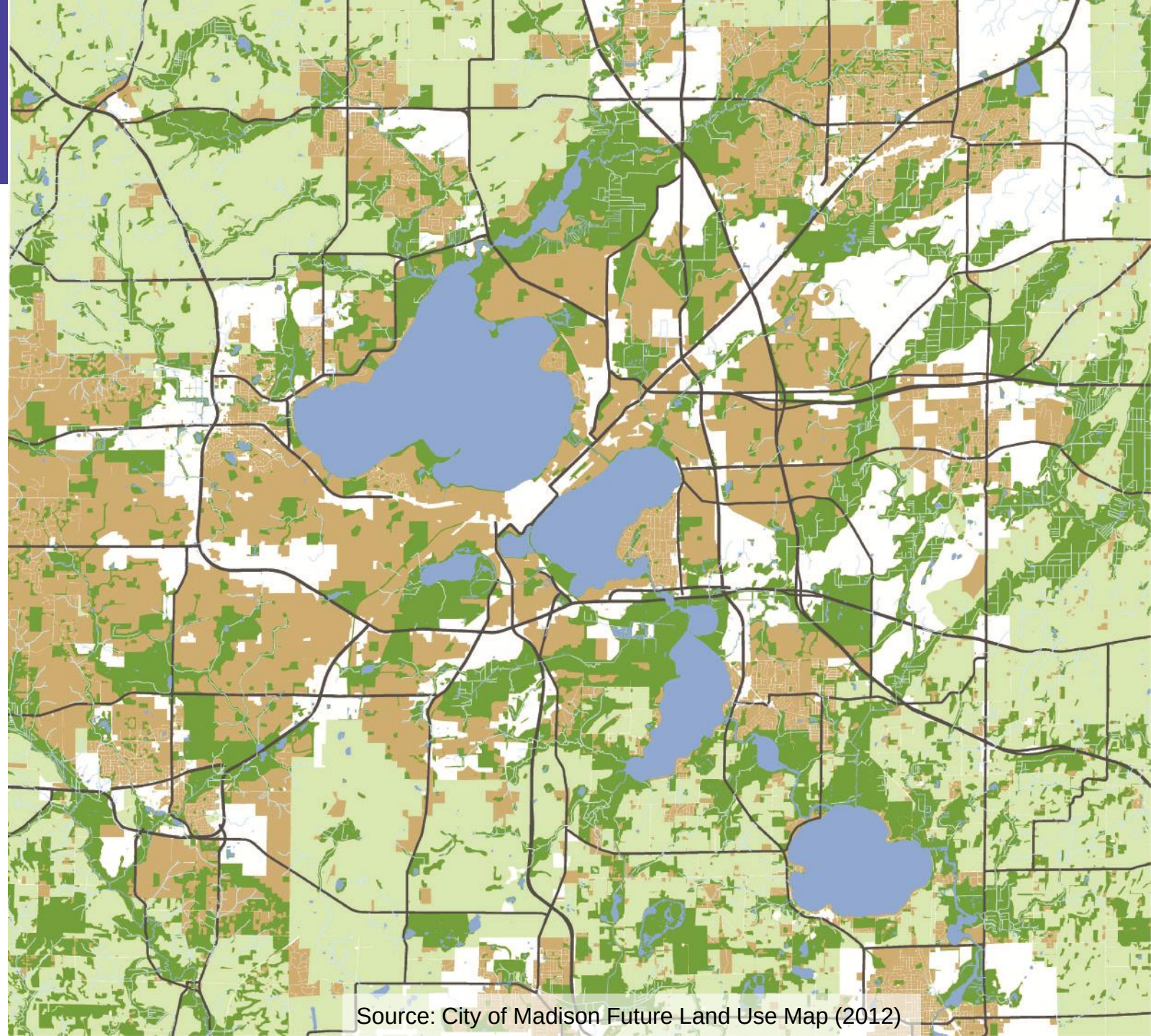

Source: City of Madison Future Land Use Map (2012)

CHANGE

Parks and Environmental Corridors

Agricultural

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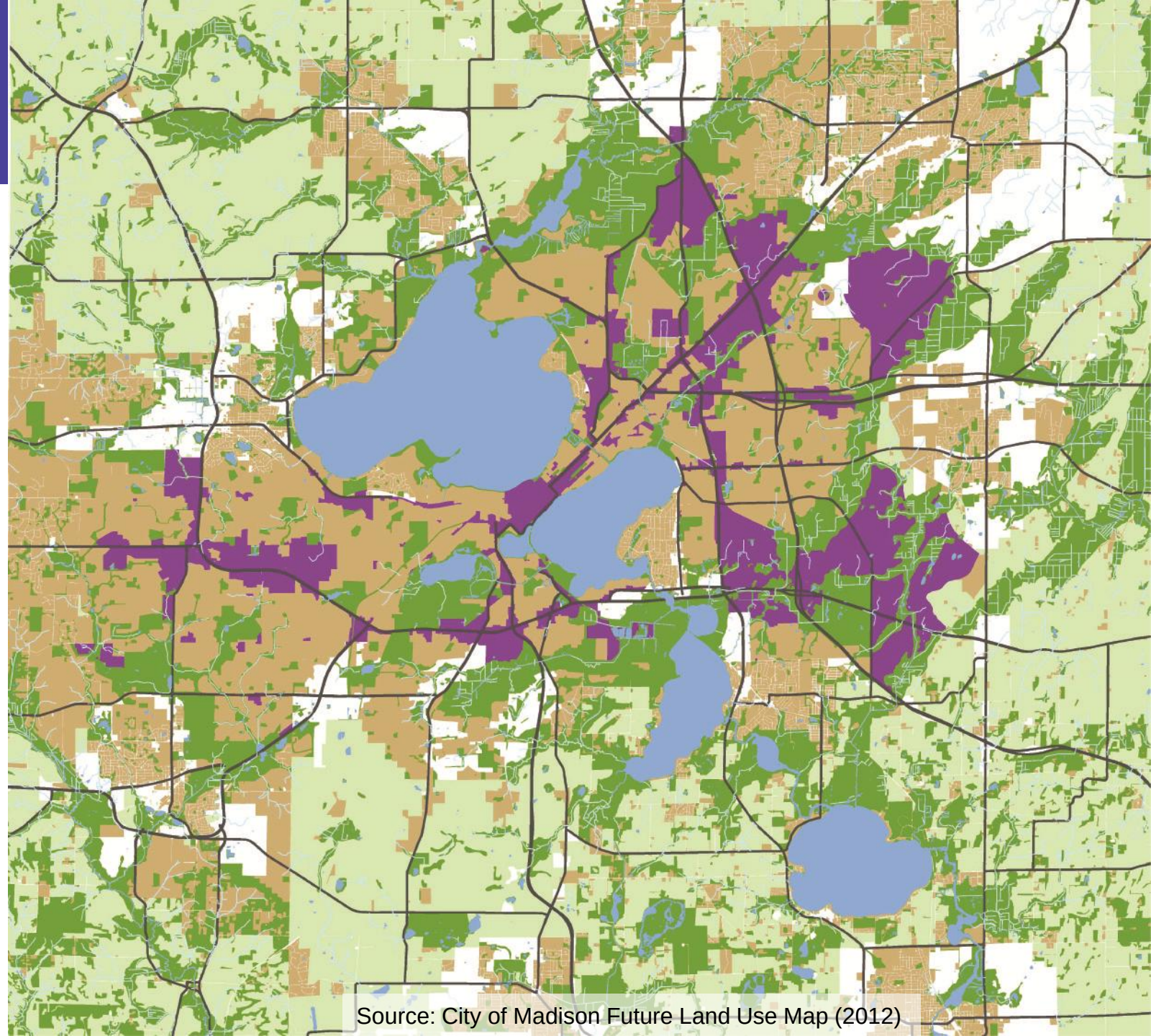

Source: City of Madison Future Land Use Map (2012)

CHANGE

Parks and Environmental Corridors

Agricultural

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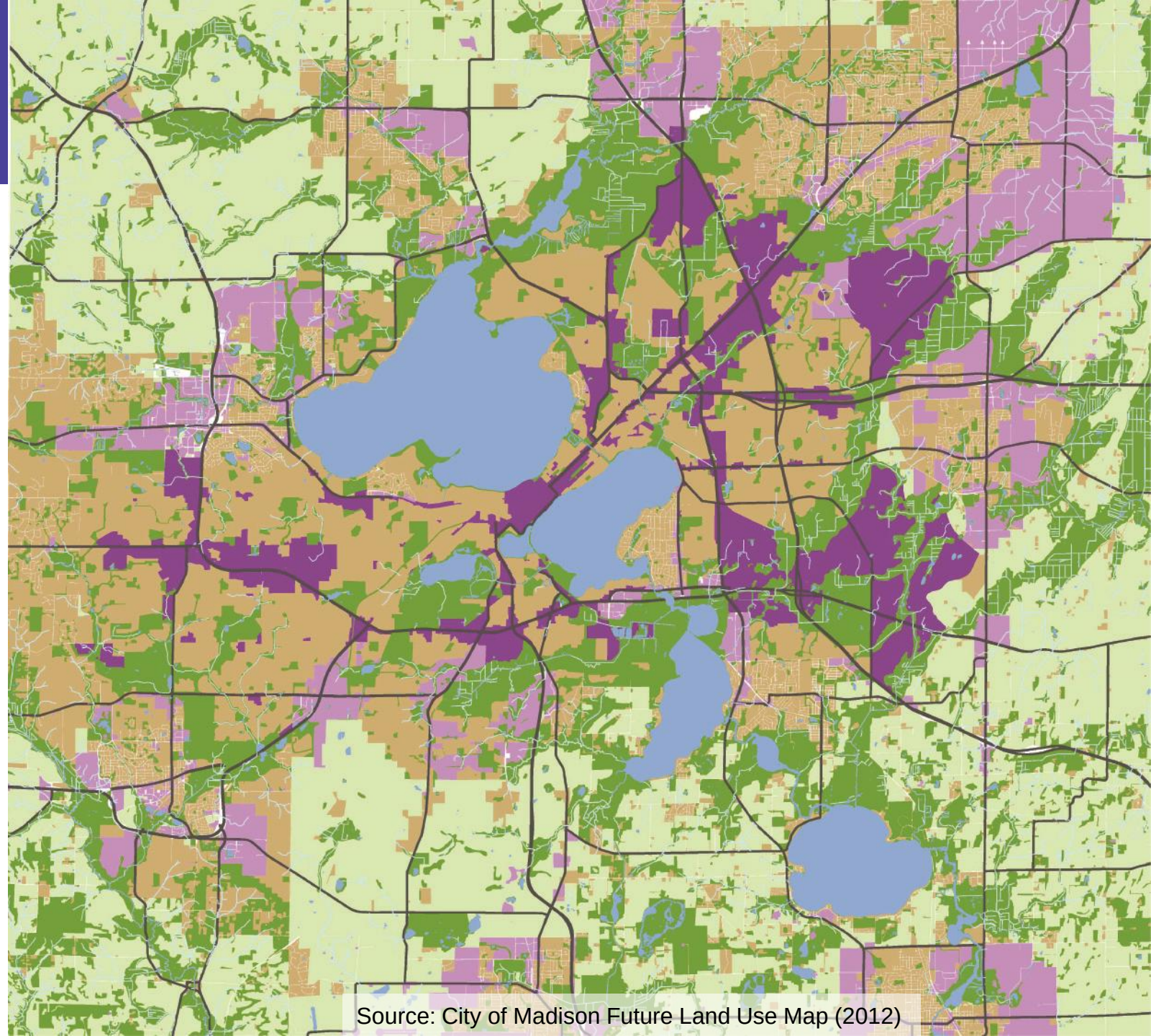
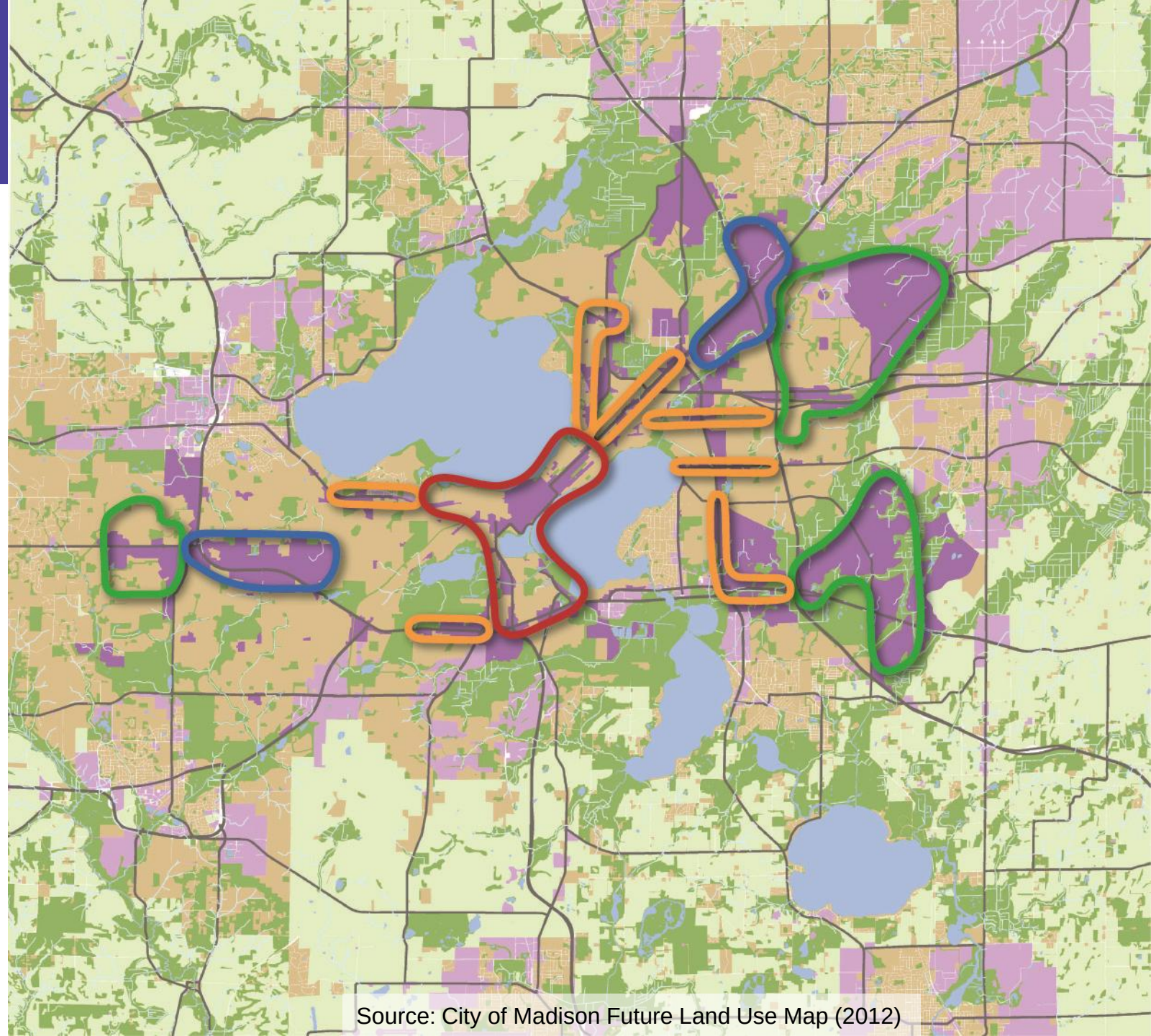


Source: City of Madison Future Land Use Map (2012)

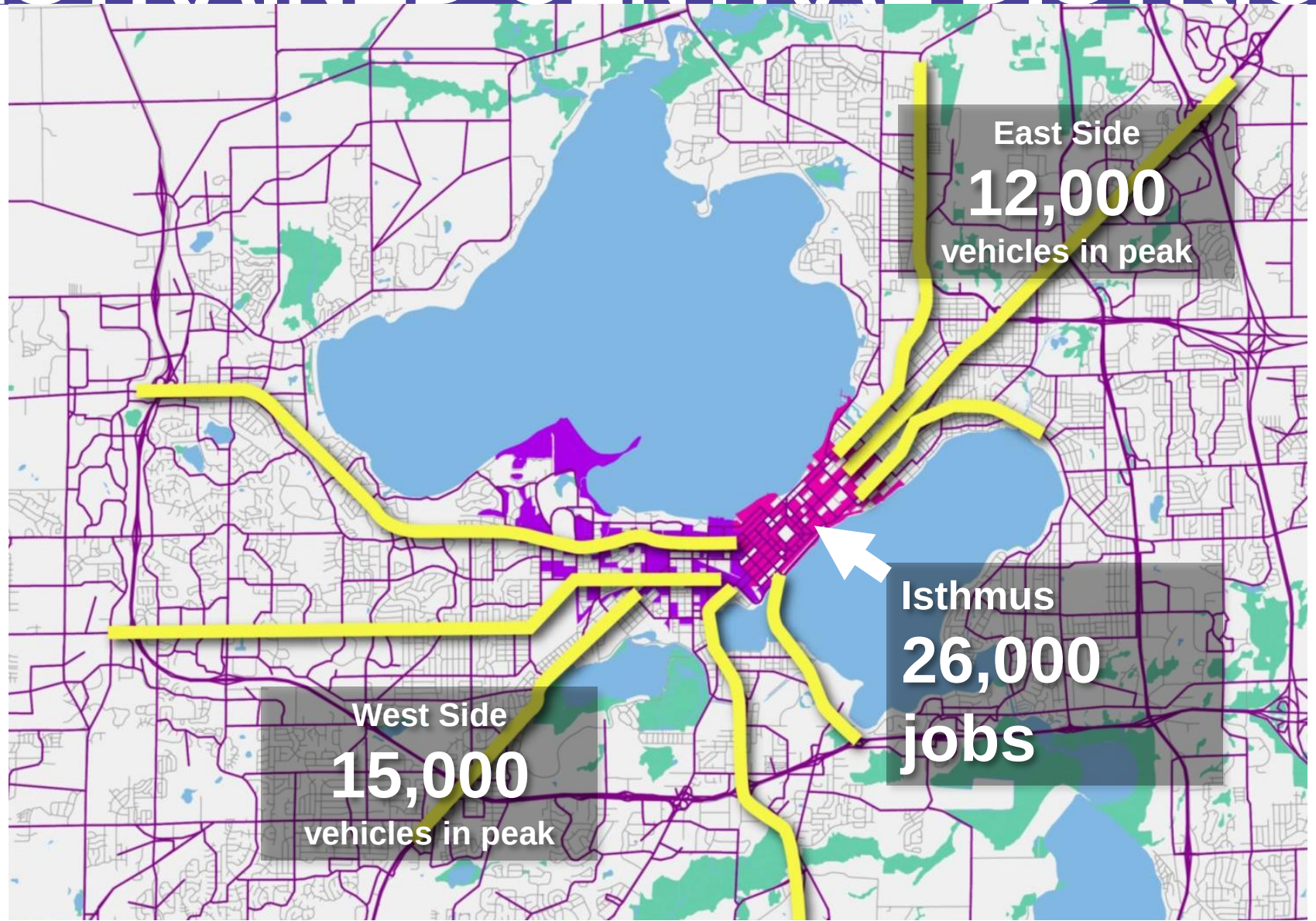
DEVELOPMENT

- Central City
- Urban Corridors
- Regional Retail and Employment Centers
- East/West New Growth Areas

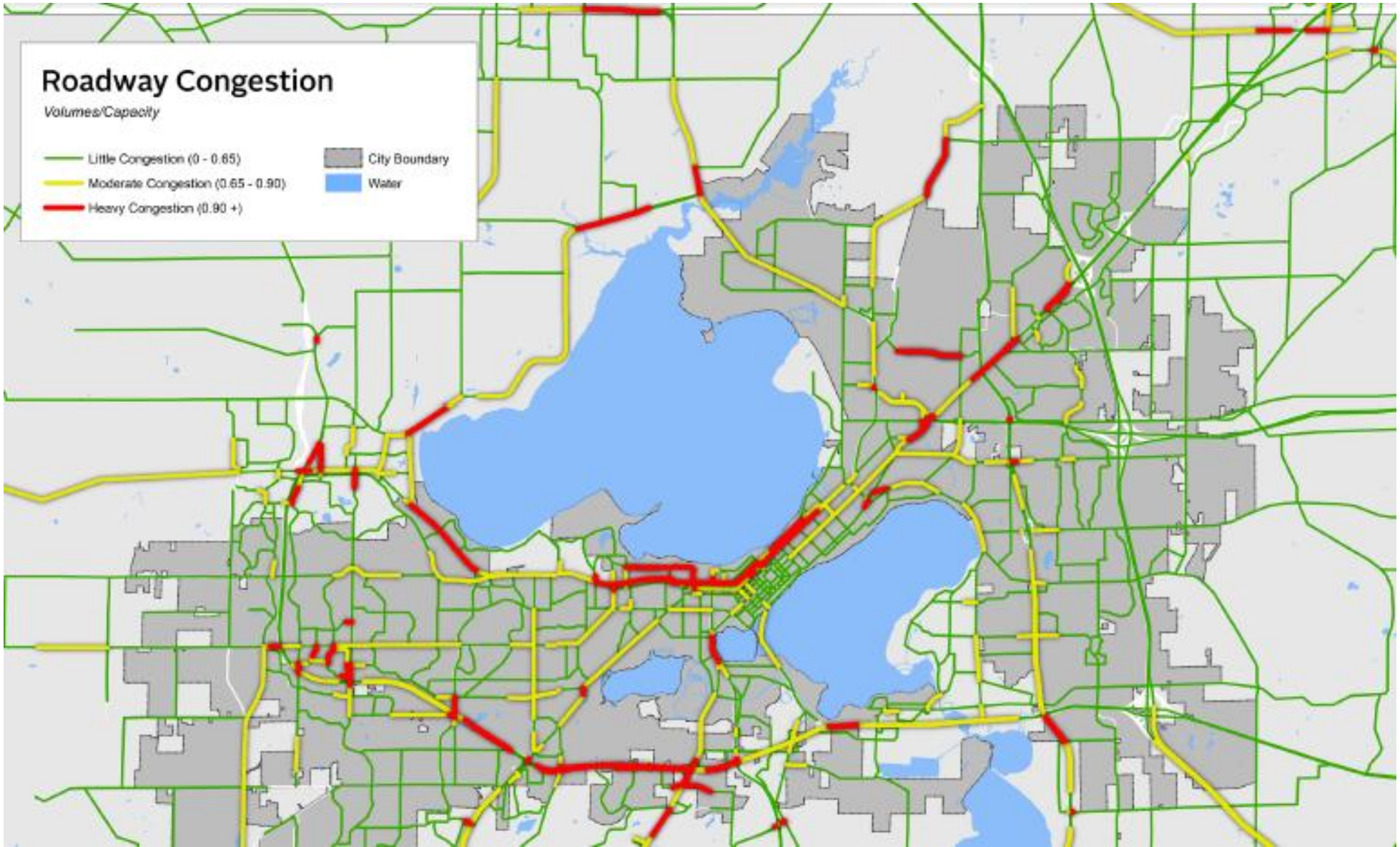


Source: City of Madison Future Land Use Map (2012)

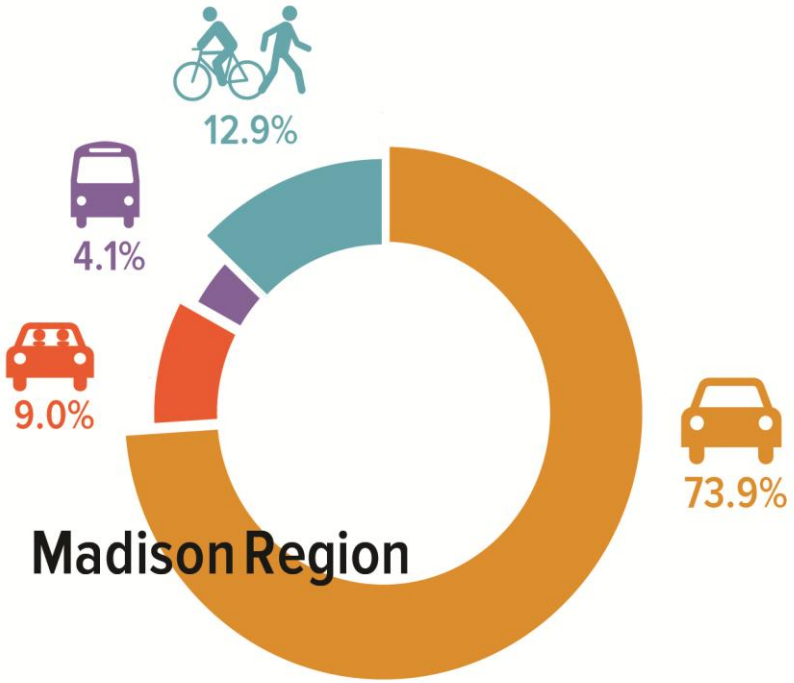
A CONSTRAINED CENTRAL DISTRICT

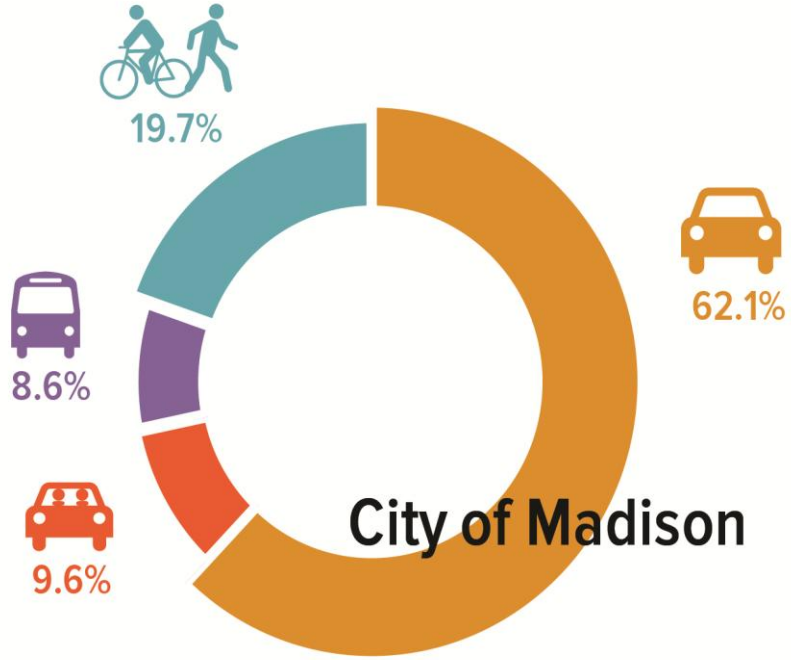


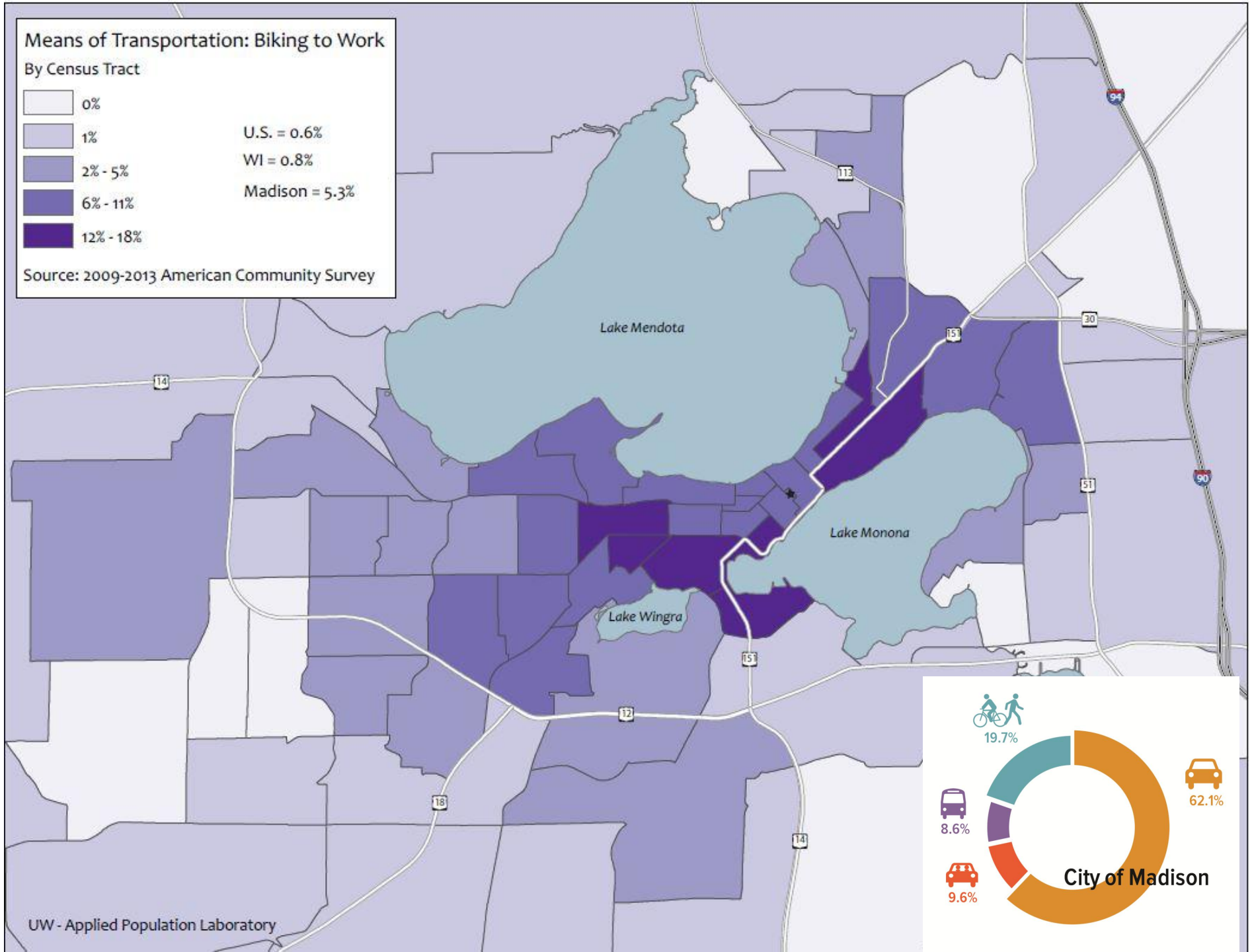
ROADWAY CONGESTION

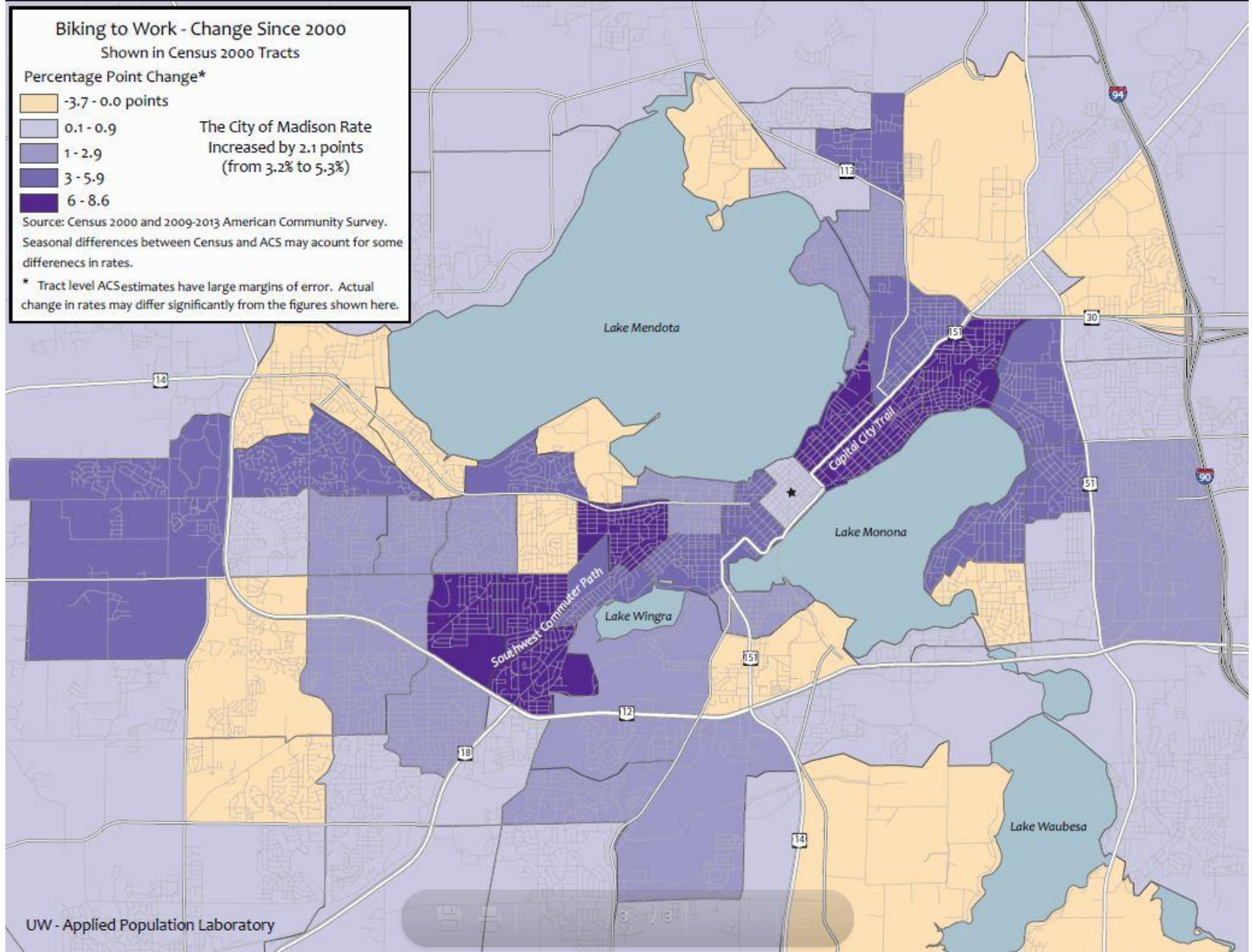


ACTIVE TRANSPORTATION

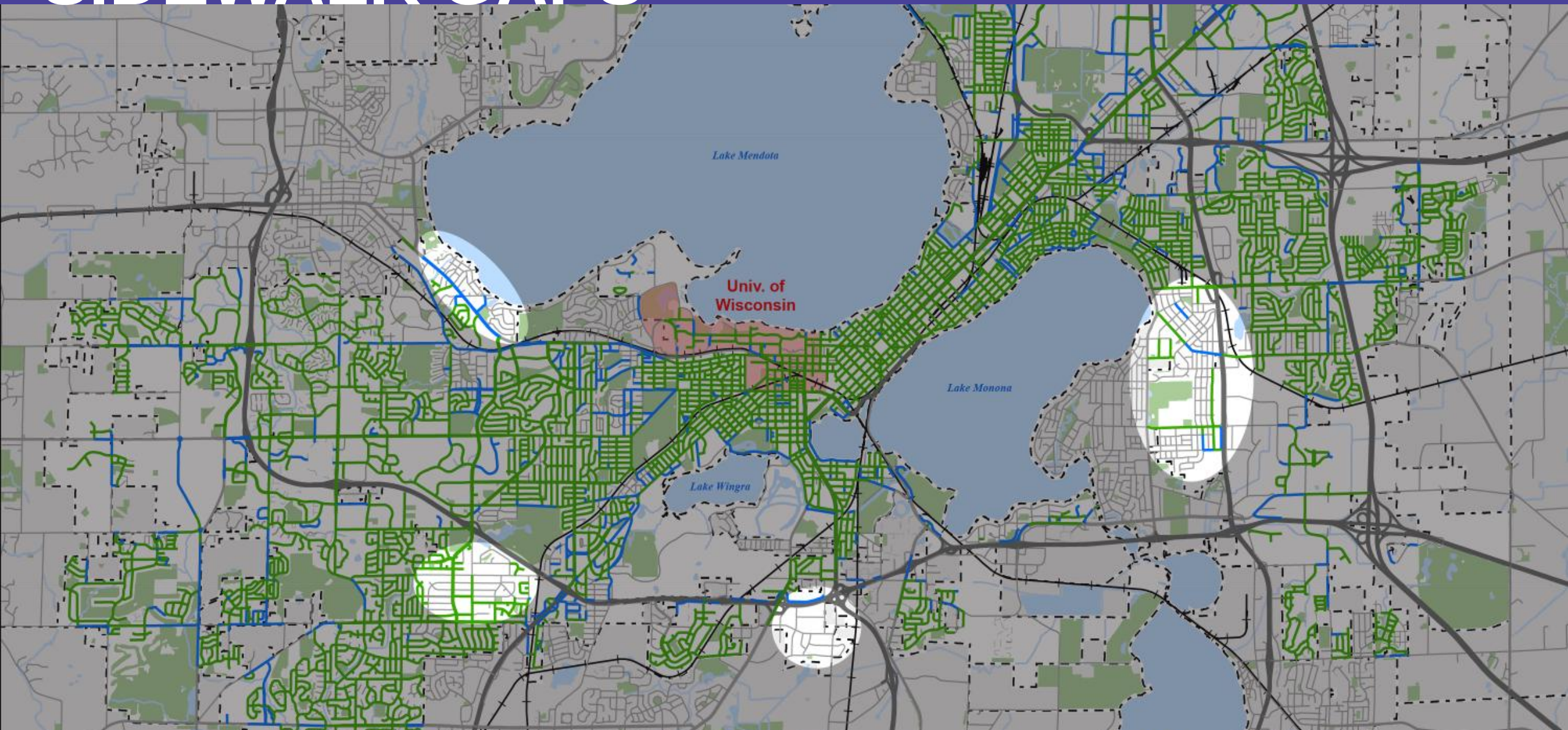




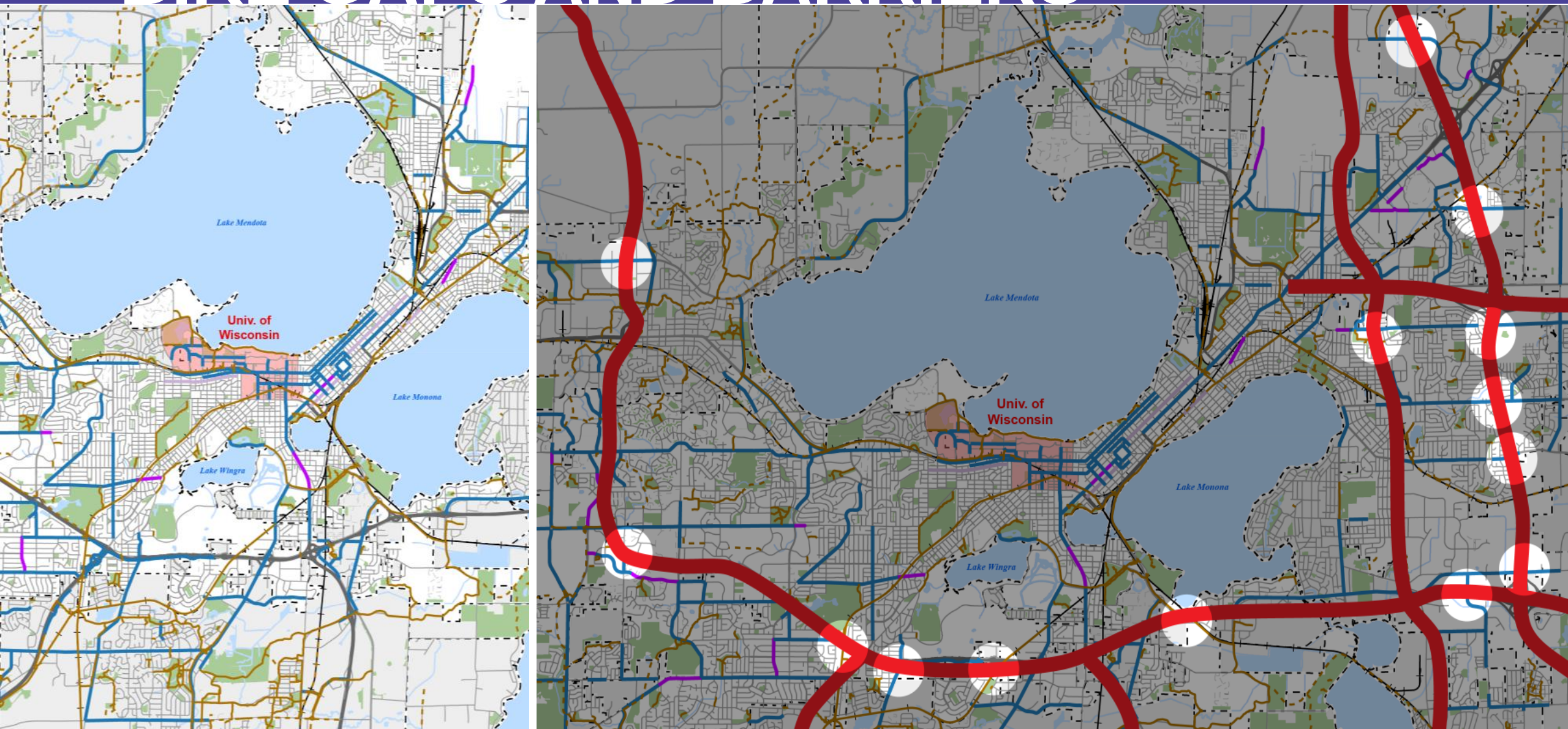

Means of Transportation: Biking to Work
By Census Tract
0%
1%
2% - 5%
6% - 11%
12% - 18%
U.S. = 0.6%
WI = 0.8%
Madison = 5.3%
Source: 2009-2013 American Community Survey
Lake Mendota
Lake Monona
Lake Wingra
UW - Applied Population Laboratory
19.7%
62.1%
8.6%
9.6%
City of Madison


Biking to Work - Change Since 2000
Shown in Census 2000 Tracts
Percentage Point Change*
-3.7 - 0.0 points
0.1 - 0.9
1 - 2.9
3 - 5.9
6 - 8.6
The City of Madison Rate Increased by 2.1 points (from 3.2% to 5.3%)
Source: Census 2000 and 2009-2013 American Community Survey. Seasonal differences between Census and ACS may acount for some differenecs in rates.
* Tract level ACS estimates have large margins of error. Actual change in rates may differ significantly from the figures shown here.
Lake Mendota
Lake Monona
Lake Wingra
Lake Waubesa
Capital City Trail
Southwest Commuter Path
UW - Applied Population Laboratory

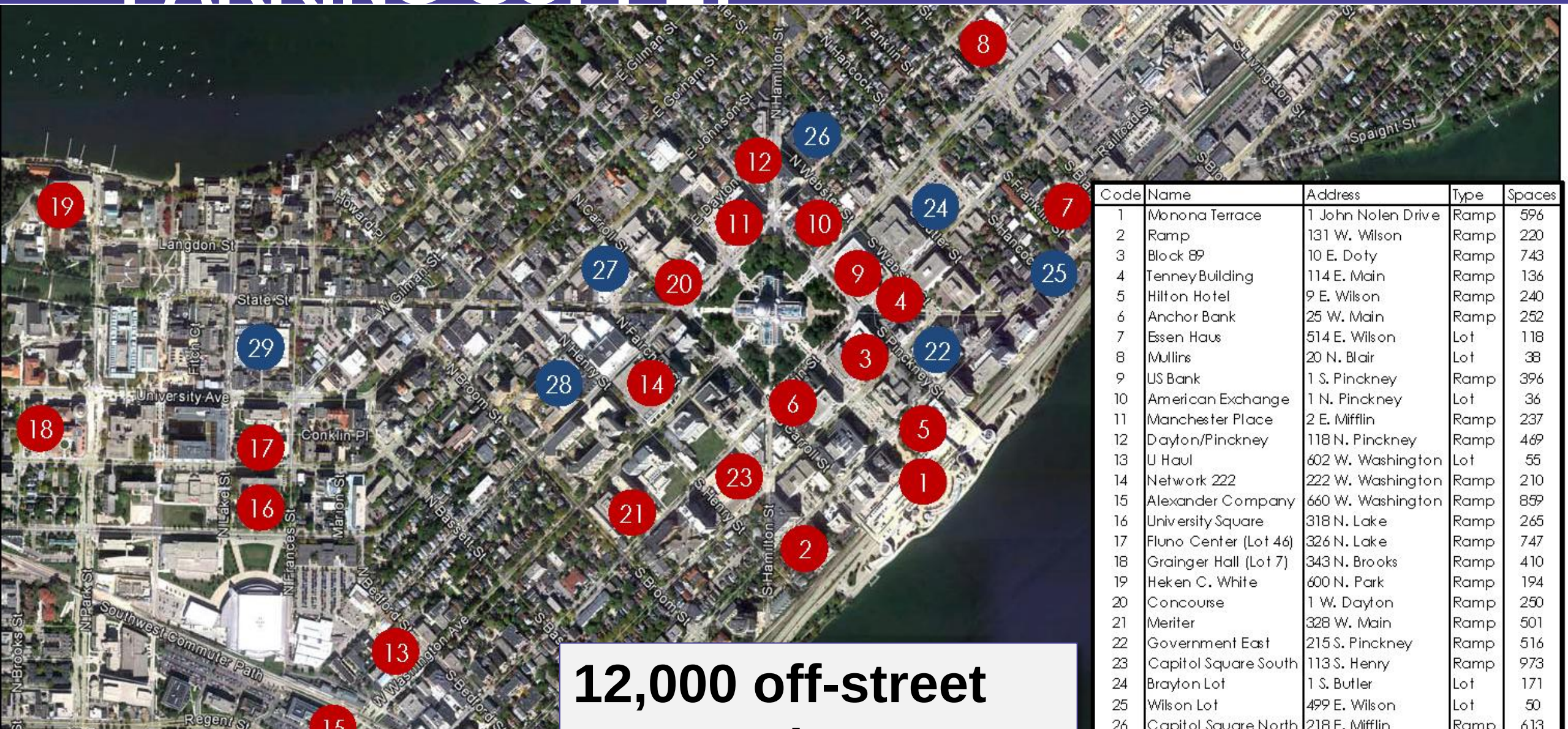
SIDEWALK GAPS



BIKE GAPS AND BARRIERS



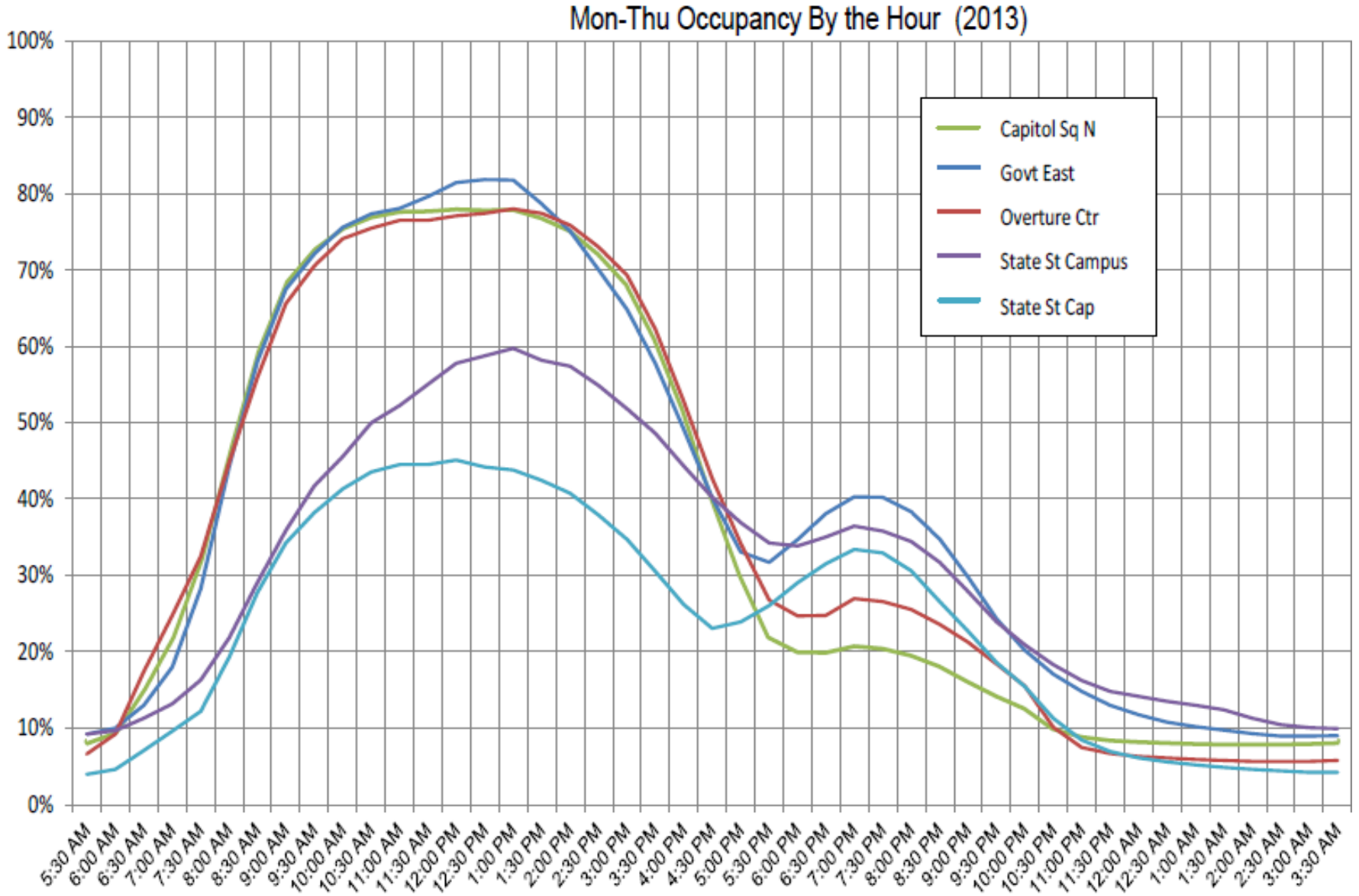
PARKING SUPPLY



12,000 off-street

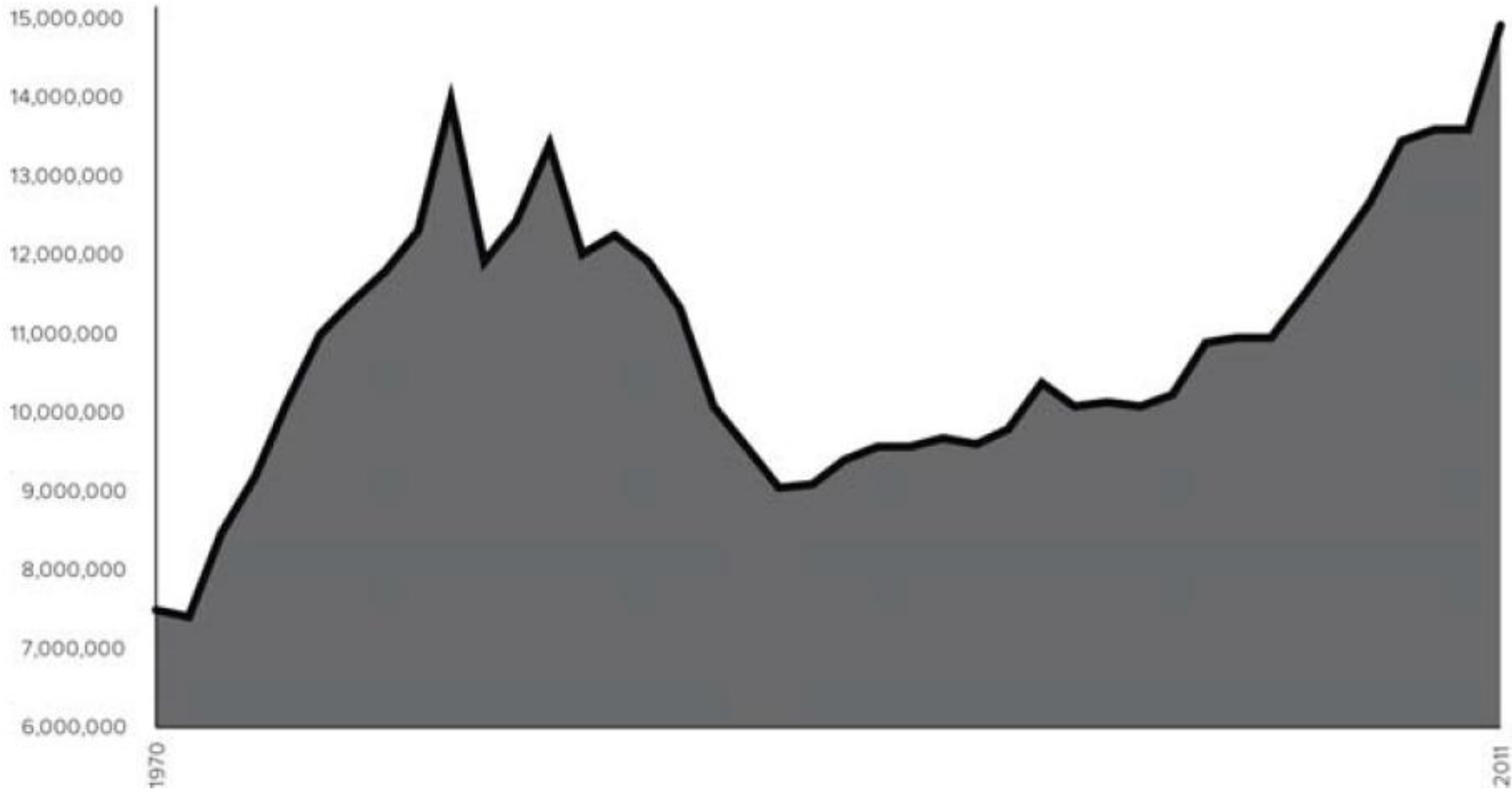
Code	Name	Address	Type	Spaces
1	Monona Terrace	1 John Nolen Drive	Ramp	596
2	Ramp	131 W. Wilson	Ramp	220
3	Block 89	10 E. Doty	Ramp	743
4	Tenney Building	114 E. Main	Ramp	136
5	Hilton Hotel	9 E. Wilson	Ramp	240
6	Anchor Bank	25 W. Main	Ramp	252
7	Essen Haus	514 E. Wilson	Lot	118
8	Mullins	20 N. Blair	Lot	38
9	US Bank	1 S. Pinckney	Ramp	396
10	American Exchange	1 N. Pinckney	Lot	36
11	Manchester Place	2 E. Mifflin	Ramp	237
12	Dayton/Pinckney	118 N. Pinckney	Ramp	469
13	U Haul	602 W. Washington	Lot	55
14	Network 222	222 W. Washington	Ramp	210
15	Alexander Company	660 W. Washington	Ramp	859
16	University Square	318 N. Lake	Ramp	265
17	Fluno Center (Lot 46)	326 N. Lake	Ramp	747
18	Grainger Hall (Lot 7)	343 N. Brooks	Ramp	410
19	Heken C. White	600 N. Park	Ramp	194
20	Concourse	1 W. Dayton	Ramp	250
21	Meriter	328 W. Main	Ramp	501
22	Government East	215 S. Pinckney	Ramp	516
23	Capitol Square South	113 S. Henry	Ramp	973
24	Brayton Lot	1 S. Butler	Lot	171
25	Wilson Lot	499 E. Wilson	Lot	50
26	Capitol Square North	218 E. Mifflin	Ramp	613

PARKING MANAGEMENT

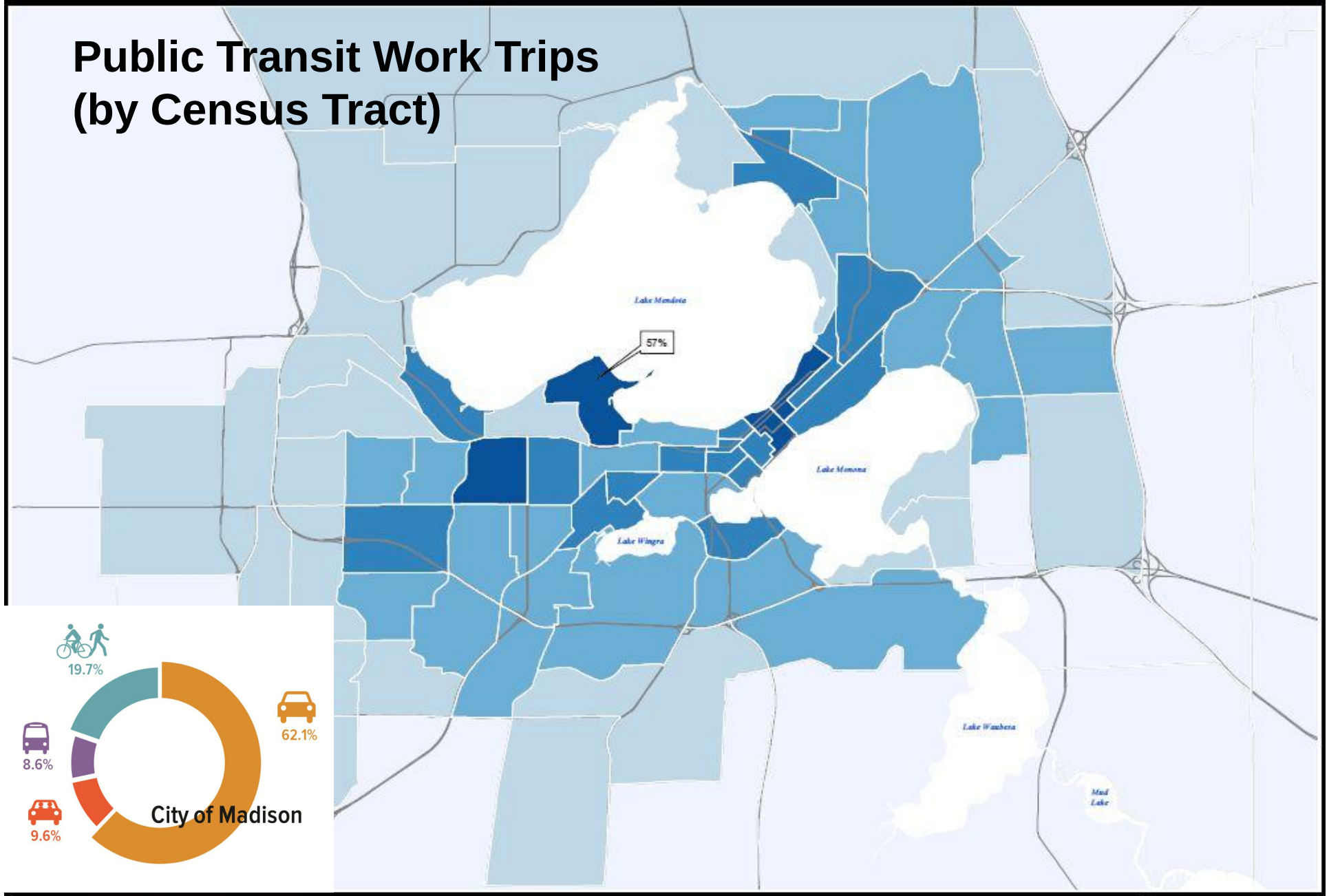


TRENDS AND OPPORTUNITIES

METRO RIDERSHIP



Public Transit Work Trips (by Census Tract)



Means of Transportation to Work: Public Transportation
By Census Tract

Source: ACS 5YR B08301 2009-2013

Percent of Total Commuters

0% - 1%
2% - 5%
6% - 11%
12% - 18%
19% - 30%

Prepared by staff to the:
Madison Area T • P • B Transportation Planning Board

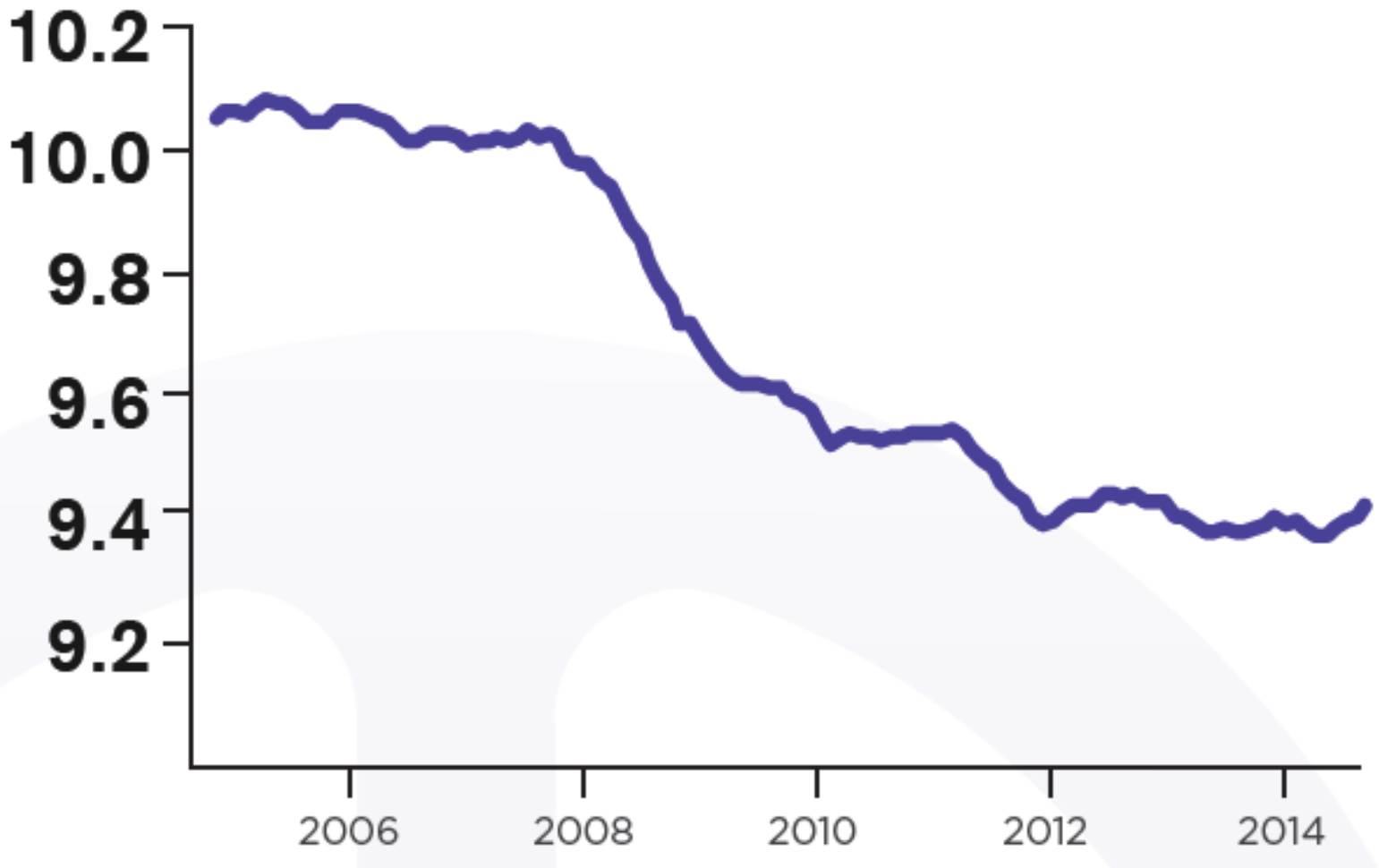
Date Revised: 1/9/2015

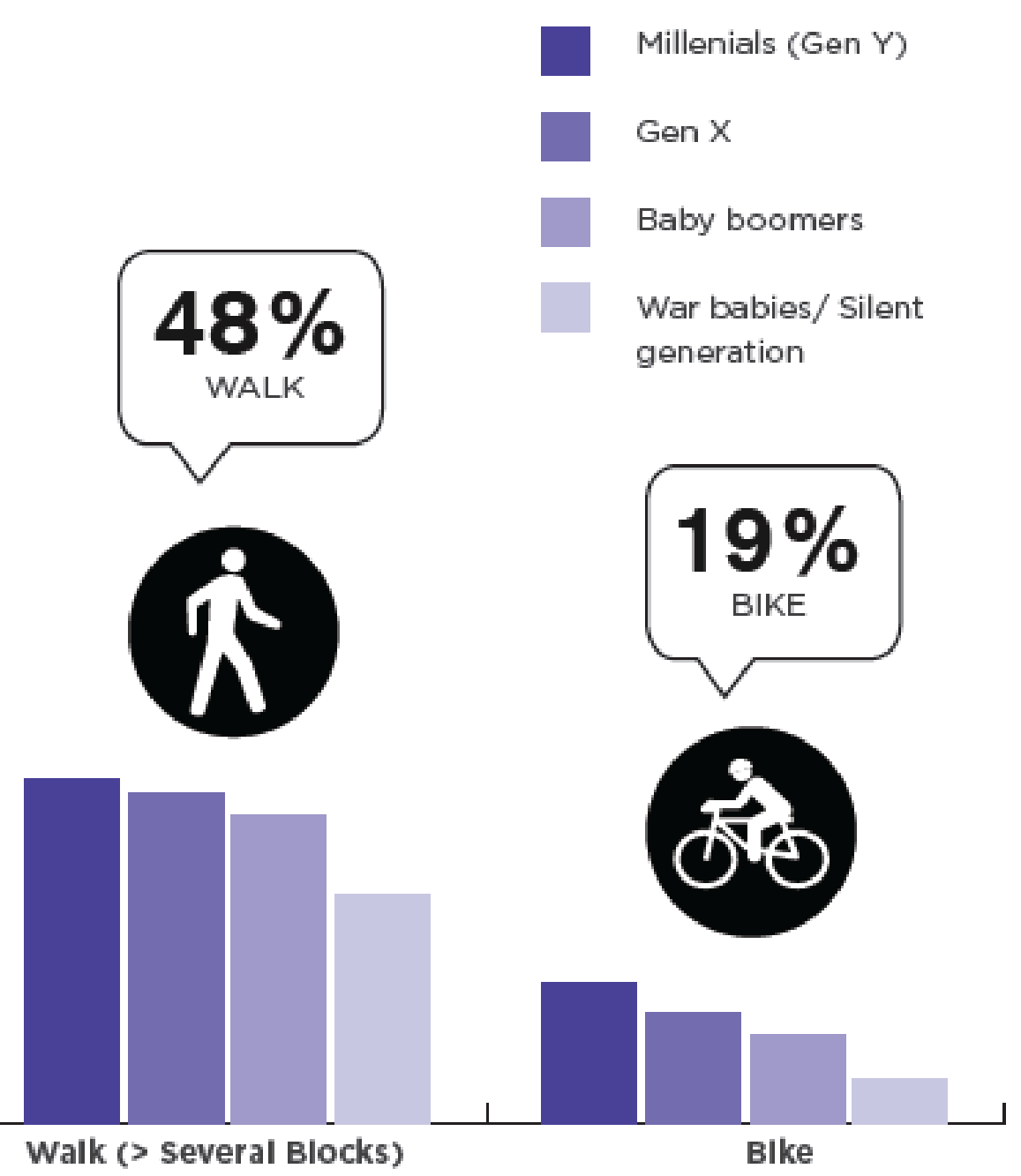
N

0 1 2
Miles

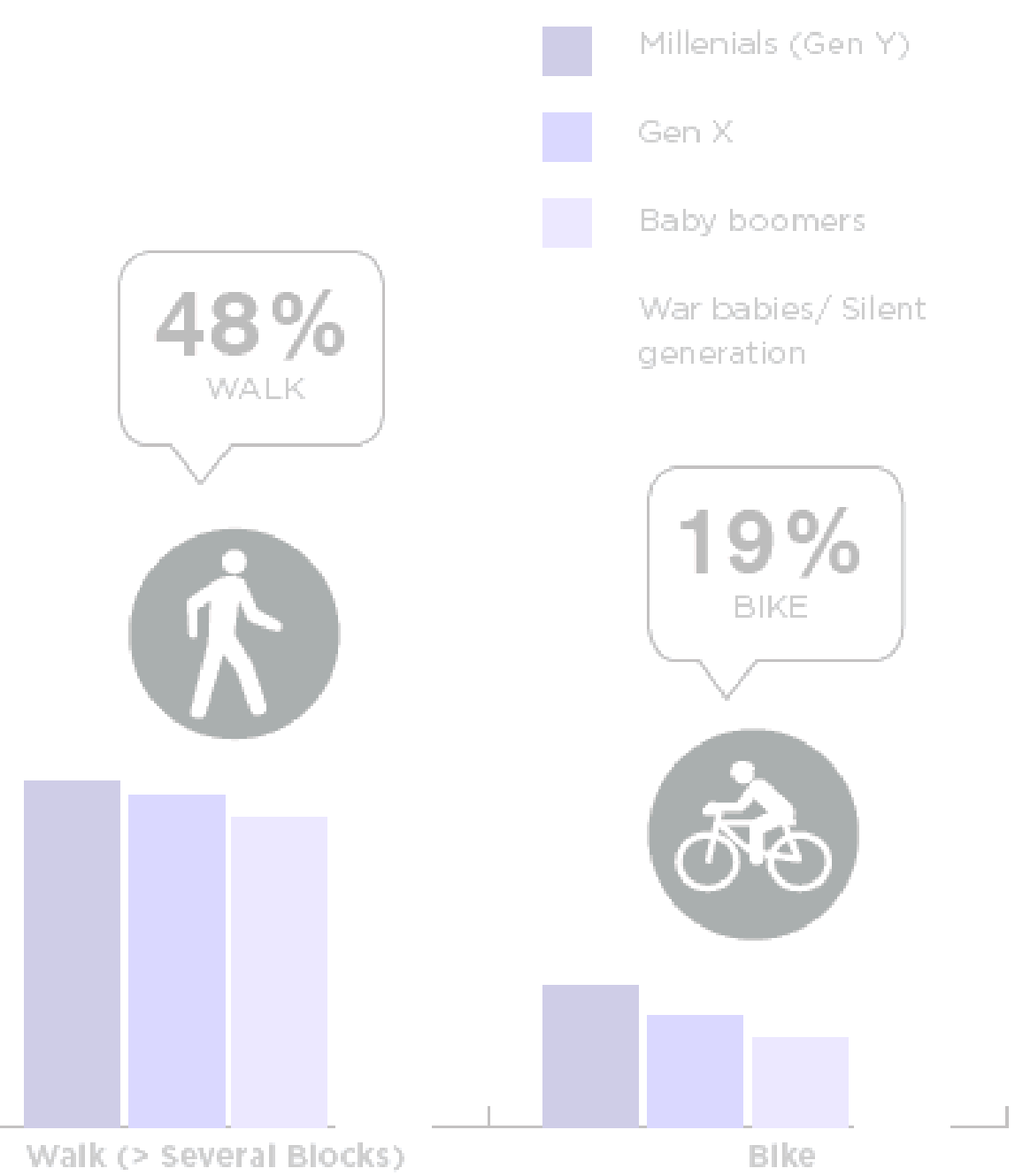
PEOPLE ARE DRIVING LESS

National VMT decrease over time:





SOURCES: http://www.nielsen.com/us/en/insights/news/2014/millennials-prefer-cities-to-suburbs-subw
org/2014/09/02/behind-fhwas-dubious-vmt-announcement-and-call-for-highway-investment/ // : https



79%

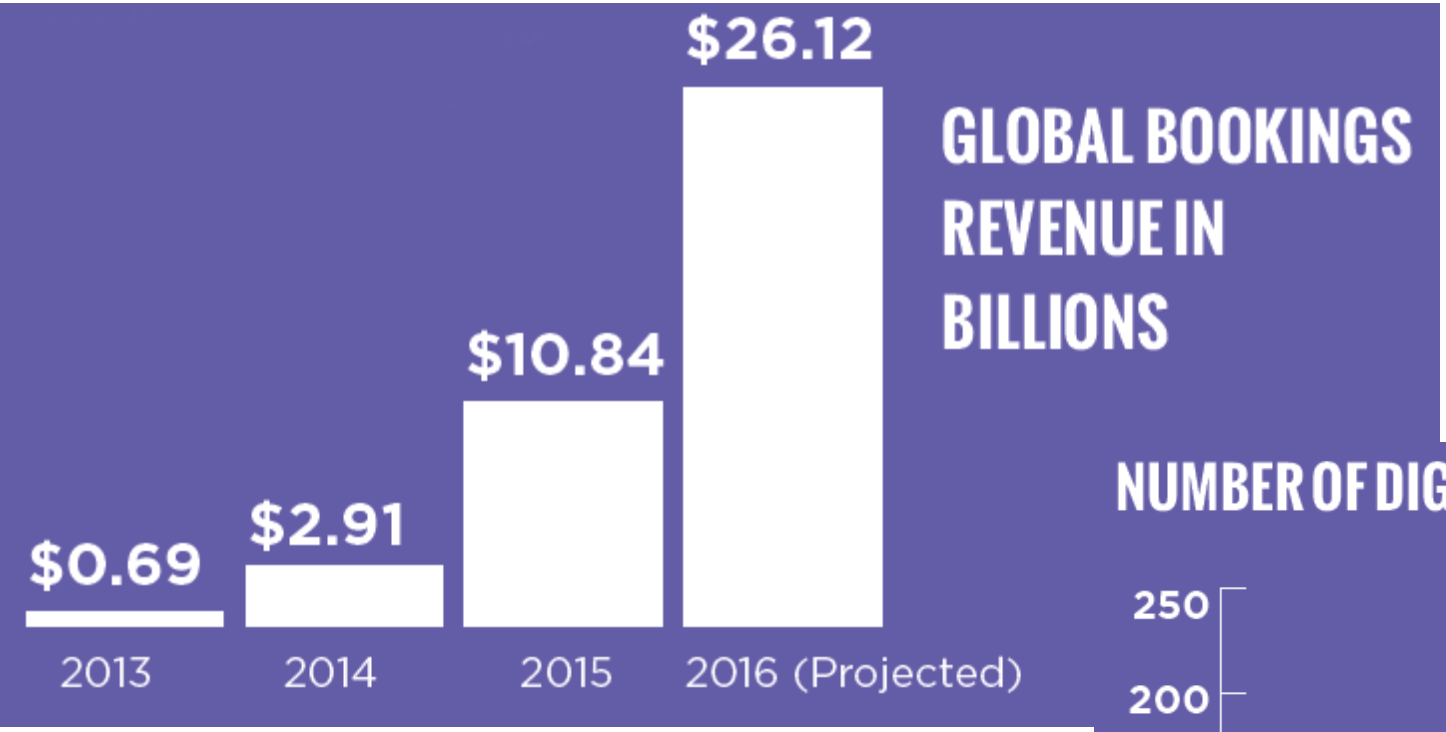
People between 20-24 years old had a driver's license in **2011**

92%

People between 20-24 years old had a driver's license in **1983**

SOURCES: http://www.nielsen.com/us/en/insights/news/2014/millennials-prefer-cities-to-suburbs-subwa
org/2014/09/02/behind-fhwas-dubious-vmt-announcement-and-call-for-highway-investment/ // : https

UBER AND DELIVERY



PARTIAL ADOPTION

Like Electric Vehicles

PARTIAL ADOPTION

Not Much Changes

UBIQUITIOUS OWNERSHIP

UBIQUITIOUS OWNERSHIP

Less Concentrated Parking

More Driving *(Capacity Need Offset By Drive Density?)*

New Public Funding Model

Safer Bike/Walk *(But Less Comfortable?)*

Lower Cost Transit? *(Labor Question)*

SUBSCRIPTION/PER USE

We Stop Buying Cars (Ford/GM Keep Them)

This is the Microsoft Model

SUBSCRIPTION/PER USE

Little Need For Parking *(Cars Better Utilized)*

Less Street Space Needed *(Cars Better Utilized)*

Surge Pricing Changes Travel

Safer Bike/Walk *(But Less Comfortable?)*

Two-Tiered Transit *Vouchers For Need/Buses for Dense Corridors)*

COMMON STRATEGIES

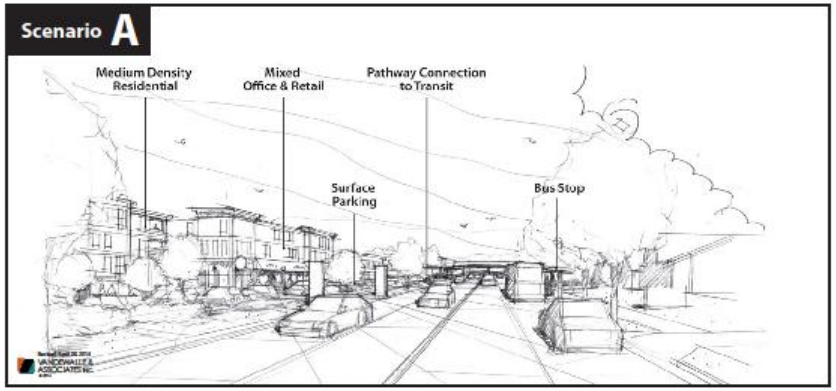
Design Flexible Streets
Manage Parking Investments
Double-Down on Walking
Orient to Dense Corridors

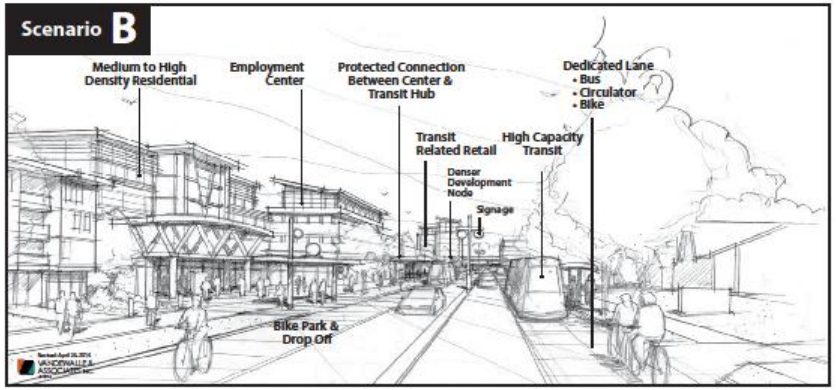
ANALYSIS

ACTIVITY CENTER CONCEPT

- Transit-Oriented Development
- High density **mix of land uses** (commercial, residential, community services, etc.)
- **High frequency transit** services/**transfer** opportunities
- Structured auto parking to support development (possible **park-and-ride for commuters**)
- Secure **bicycle parking**
- Engaging **pedestrian environment** (lighting, streetscapes, etc.)

Milwaukee Street - *An Urban Corridor Example*





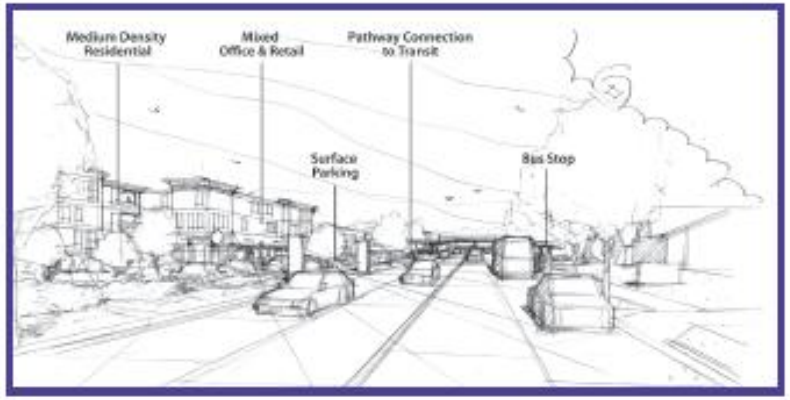
ACTIVITY CENTER EXAMPLE

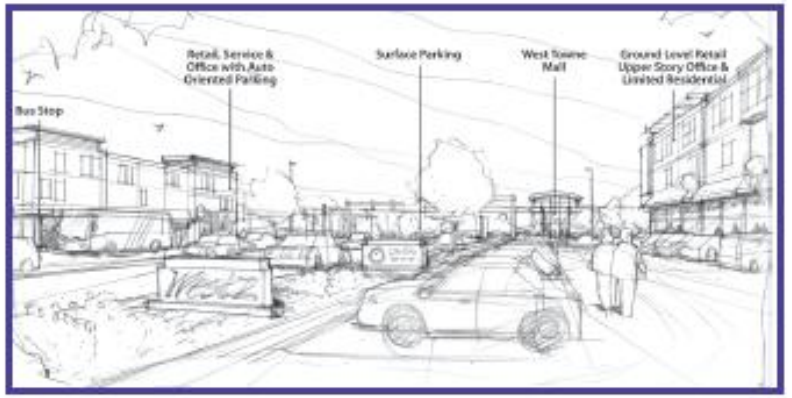
SCENARIOS

MILWAUKEE ST. CORRIDOR

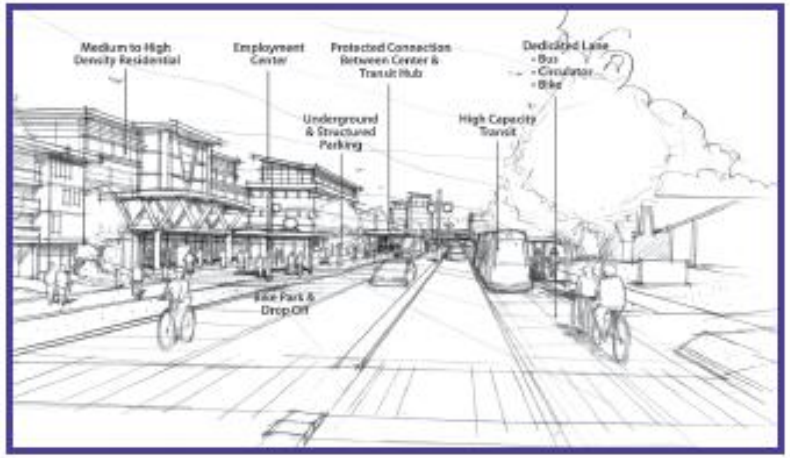
ODANA CORRIDOR

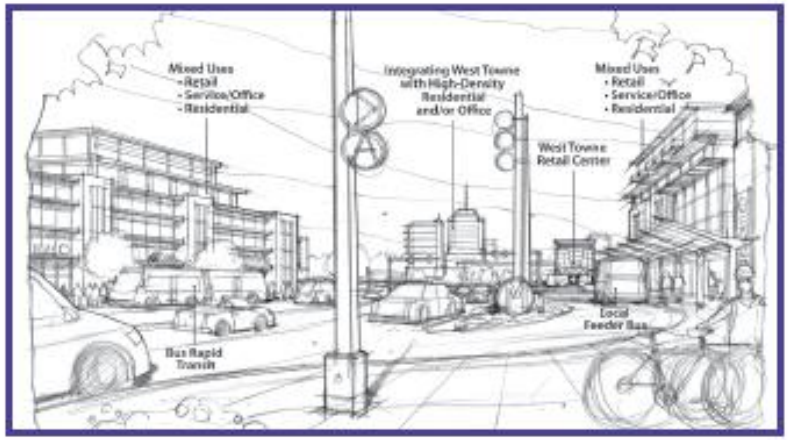
SCENARIO A





SCENARIO B





ACTIVITY CENTER CONCEPT: WESTGATE

DRAFT

OPTION ONE

WESTGATE AREA CONCEPTUAL STUDY

Prepared by City Of Madison Planning Division

November 13, 2013

ACTIVITY CENTER CONCEPT: DUTCH MILL

General Scenario Assumptions

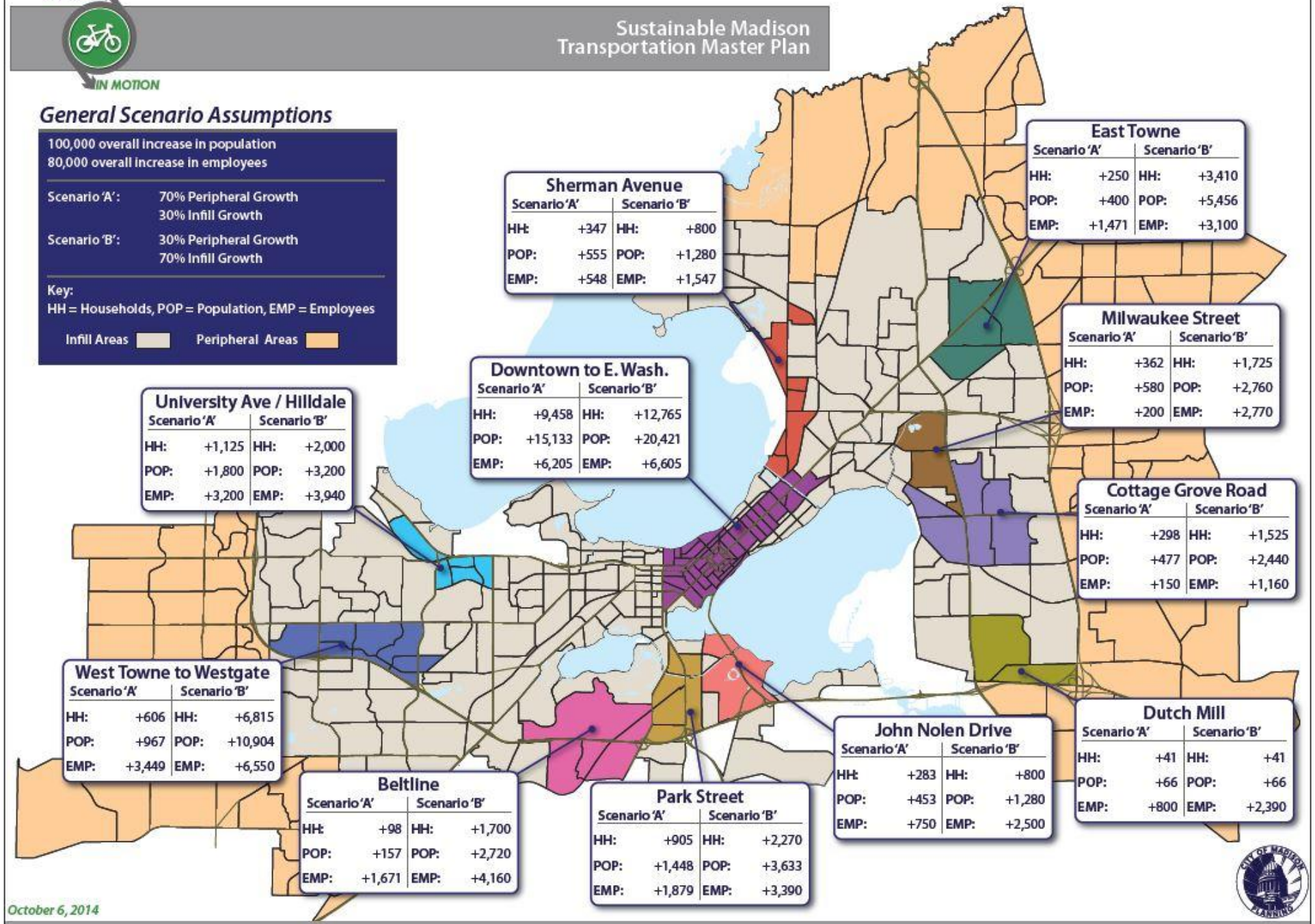
100,000 overall increase in population
80,000 overall increase in employees

Scenario 'A': 70% Peripheral Growth, 30% Infill Growth

Scenario 'B': 30% Peripheral Growth, 70% Infill Growth

Key:
HH = Households, POP = Population, EMP = Employees

Infill Areas Peripheral Areas



Sherman Avenue

Scenario 'A'		Scenario 'B'	
HH:	+347	HH:	+800
POP:	+555	POP:	+1,280
EMP:	+548	EMP:	+1,547

East Towne

Scenario 'A'		Scenario 'B'	
HH:	+250	HH:	+3,410
POP:	+400	POP:	+5,456
EMP:	+1,471	EMP:	+3,100

Milwaukee Street

Scenario 'A'		Scenario 'B'	
HH:	+362	HH:	+1,725
POP:	+580	POP:	+2,760
EMP:	+200	EMP:	+2,770

Downtown to E. Wash.

Scenario 'A'		Scenario 'B'	
HH:	+9,458	HH:	+12,765
POP:	+15,133	POP:	+20,421
EMP:	+6,205	EMP:	+6,605

University Ave / Hilldale

Scenario 'A'		Scenario 'B'	
HH:	+1,125	HH:	+2,000
POP:	+1,800	POP:	+3,200
EMP:	+3,200	EMP:	+3,940

Cottage Grove Road

Scenario 'A'		Scenario 'B'	
HH:	+298	HH:	+1,525
POP:	+477	POP:	+2,440
EMP:	+150	EMP:	+1,160

West Towne to Westgate

Scenario 'A'		Scenario 'B'	
HH:	+606	HH:	+6,815
POP:	+967	POP:	+10,904
EMP:	+3,449	EMP:	+6,550

Beltline

Scenario 'A'		Scenario 'B'	
HH:	+98	HH:	+1,700
POP:	+157	POP:	+2,720
EMP:	+1,671	EMP:	+4,160

Park Street

Scenario 'A'		Scenario 'B'	
HH:	+905	HH:	+2,270
POP:	+1,448	POP:	+3,633
EMP:	+1,879	EMP:	+3,390

John Nolen Drive

Scenario 'A'		Scenario 'B'	
HH:	+283	HH:	+800
POP:	+453	POP:	+1,280
EMP:	+750	EMP:	+2,500

Dutch Mill

Scenario 'A'		Scenario 'B'	
HH:	+41	HH:	+41
POP:	+66	POP:	+66
EMP:	+800	EMP:	+2,390

October 6, 2014

RESULTS

- Higher Transit Ridership
- Better Correlation To Project Goals
- More Non-Driving Chioces

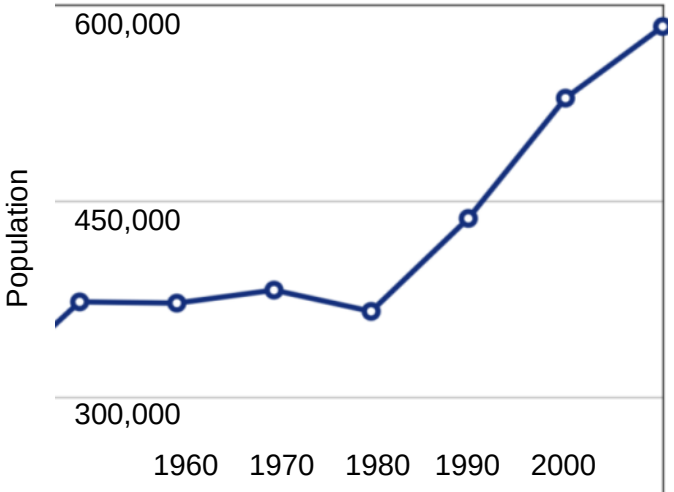
BEST PRACTICES

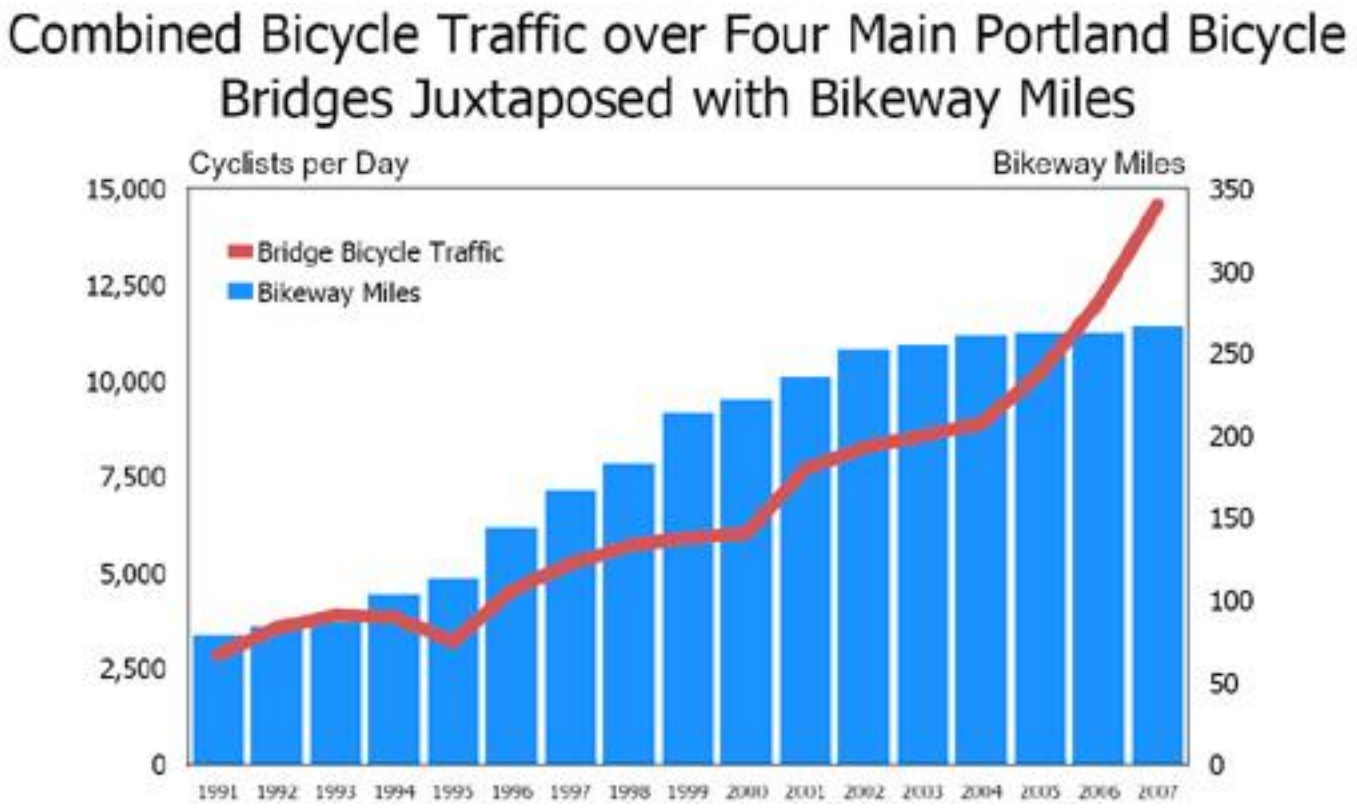
MINNEAPOLIS

Hiawatha Line

SALT LAKE CITY

PORTLAND


600,000
450,000
300,000
Population
1960
1970
1980
1990
2000


Combined Bicycle Traffic over Four Main Portland Bicycle Bridges Juxtaposed with Bikeway Miles
Cyclists per Day
Bikeway Miles
Bridge Bicycle Traffic
Bikeway Miles
15,000
12,500
10,000
7,500
5,000
2,500
0
350
300
250
200
150
100
50
0
1991
1992
1993
1994
1995
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005
2006
2007

SEATTLE

GROWTH AND EQUITY

ANALYZING IMPACTS ON DISPLACEMENT AND OPPORTUNITY RELATED TO SEATTLE'S GROWTH STRATEGY

City of Seattle Department of Transportation

TRANSIT MASTER PLAN

FINAL SUMMARY REPORT

April 2012

AUSTIN


Congress Avenue Through the Years
1870s
1905
1910
1916
1945
1868
1890-1899
1911
1939
1982
pre-1875
1900s
1941
1947
1982
1876
1915
1942
Congress Avenue Urban Design Initiative


AUST
OTEL
YELLOW CAB

MADISON MULTIMODAL TRANSPORTATION PLAN

MADISON IN MOTION

Draft Plan Recommendations

- Policy & Mission Statements
- System Visions (Routes and Networks)
- Facility Design Best Practices/Innovative Service Delivery
- Implementation Actions/Projects
- Follow-Up Planning and Refinement

Madison in Motion Planning Process

-Two Community-Wide Meetings (Affirm Mission, Identify Key Issues/Concerns, Land Use Vision)

-Targeted Stakeholder/Focus Group Outreach

- Low-Income and Senior Representatives
- Business Interest Groups
- Mode Advocacy Groups (Biking, Transit)
- Millenials (100 State)

-Feedback via Project Web Page

→ *Draft* Plan Recommendations Developed (Need for Broader Community and Stakeholder Review: Fall/Winter 2016)

Madison in Motion Draft Plan

Major Themes for Recommendations

-Land Use/Activity Center Planning

-Bus Rapid Transit (BRT) & Supporting Transit Services

-Bicycle Route/Facility Implementation

-Priority Pedestrian Network Recommendations

-Street Designs to Incorporate All Transportation Modes

-Transportation Demand Management (TDM)

-Setting the Stage: Emerging Transportation Technologies

→ **Equity/Economic Development Focus**

General Scenario Assumptions

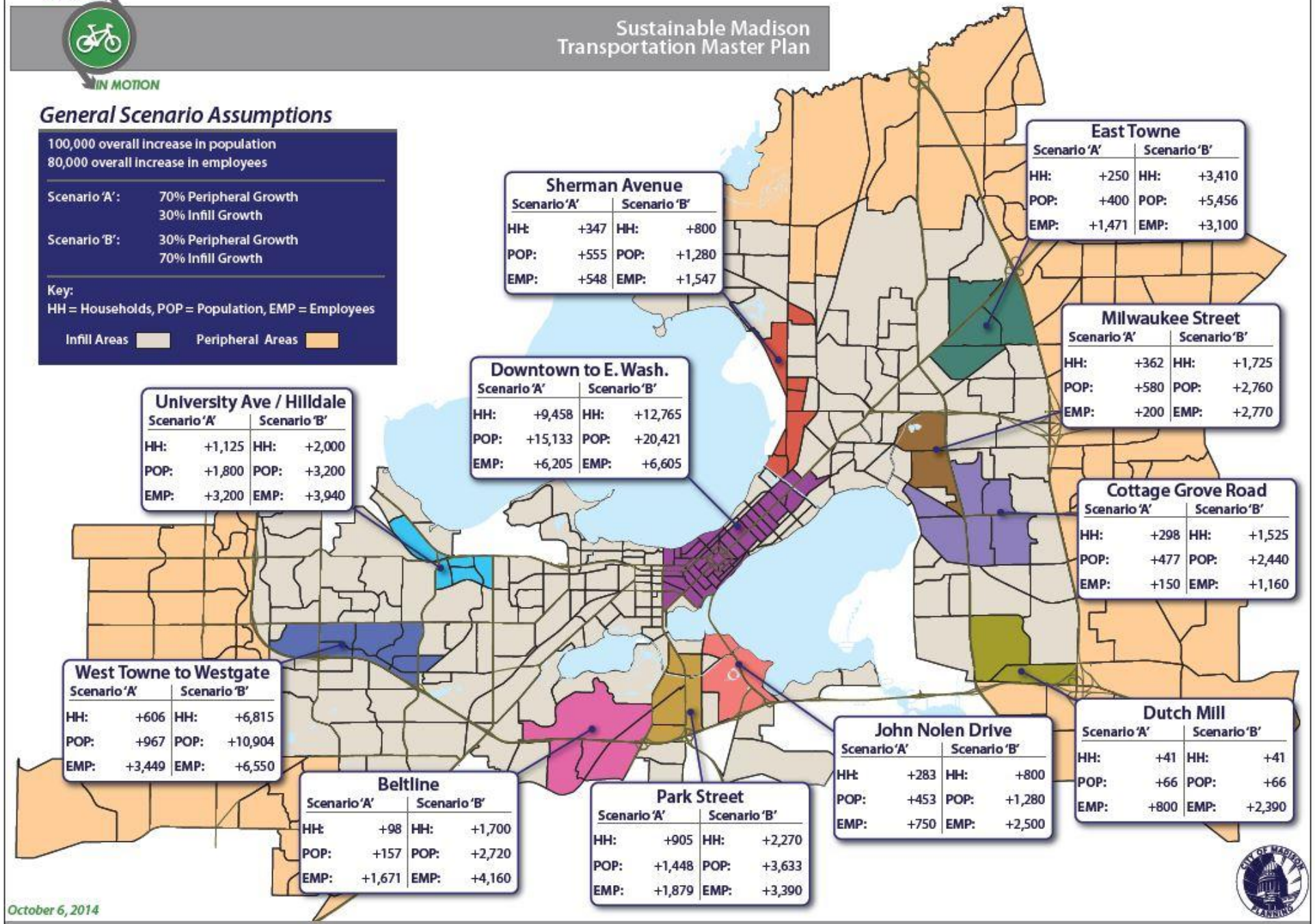
100,000 overall increase in population
80,000 overall increase in employees

Scenario 'A': 70% Peripheral Growth, 30% Infill Growth

Scenario 'B': 30% Peripheral Growth, 70% Infill Growth

Key:
HH = Households, POP = Population, EMP = Employees

Infill Areas Peripheral Areas



Sherman Avenue

Scenario 'A'		Scenario 'B'	
HH:	+347	HH:	+800
POP:	+555	POP:	+1,280
EMP:	+548	EMP:	+1,547

East Towne

Scenario 'A'		Scenario 'B'	
HH:	+250	HH:	+3,410
POP:	+400	POP:	+5,456
EMP:	+1,471	EMP:	+3,100

Milwaukee Street

Scenario 'A'		Scenario 'B'	
HH:	+362	HH:	+1,725
POP:	+580	POP:	+2,760
EMP:	+200	EMP:	+2,770

Downtown to E. Wash.

Scenario 'A'		Scenario 'B'	
HH:	+9,458	HH:	+12,765
POP:	+15,133	POP:	+20,421
EMP:	+6,205	EMP:	+6,605

University Ave / Hilldale

Scenario 'A'		Scenario 'B'	
HH:	+1,125	HH:	+2,000
POP:	+1,800	POP:	+3,200
EMP:	+3,200	EMP:	+3,940

Cottage Grove Road

Scenario 'A'		Scenario 'B'	
HH:	+298	HH:	+1,525
POP:	+477	POP:	+2,440
EMP:	+150	EMP:	+1,160

West Towne to Westgate

Scenario 'A'		Scenario 'B'	
HH:	+606	HH:	+6,815
POP:	+967	POP:	+10,904
EMP:	+3,449	EMP:	+6,550

Beltline

Scenario 'A'		Scenario 'B'	
HH:	+98	HH:	+1,700
POP:	+157	POP:	+2,720
EMP:	+1,671	EMP:	+4,160

Park Street

Scenario 'A'		Scenario 'B'	
HH:	+905	HH:	+2,270
POP:	+1,448	POP:	+3,633
EMP:	+1,879	EMP:	+3,390

John Nolen Drive

Scenario 'A'		Scenario 'B'	
HH:	+283	HH:	+800
POP:	+453	POP:	+1,280
EMP:	+750	EMP:	+2,500

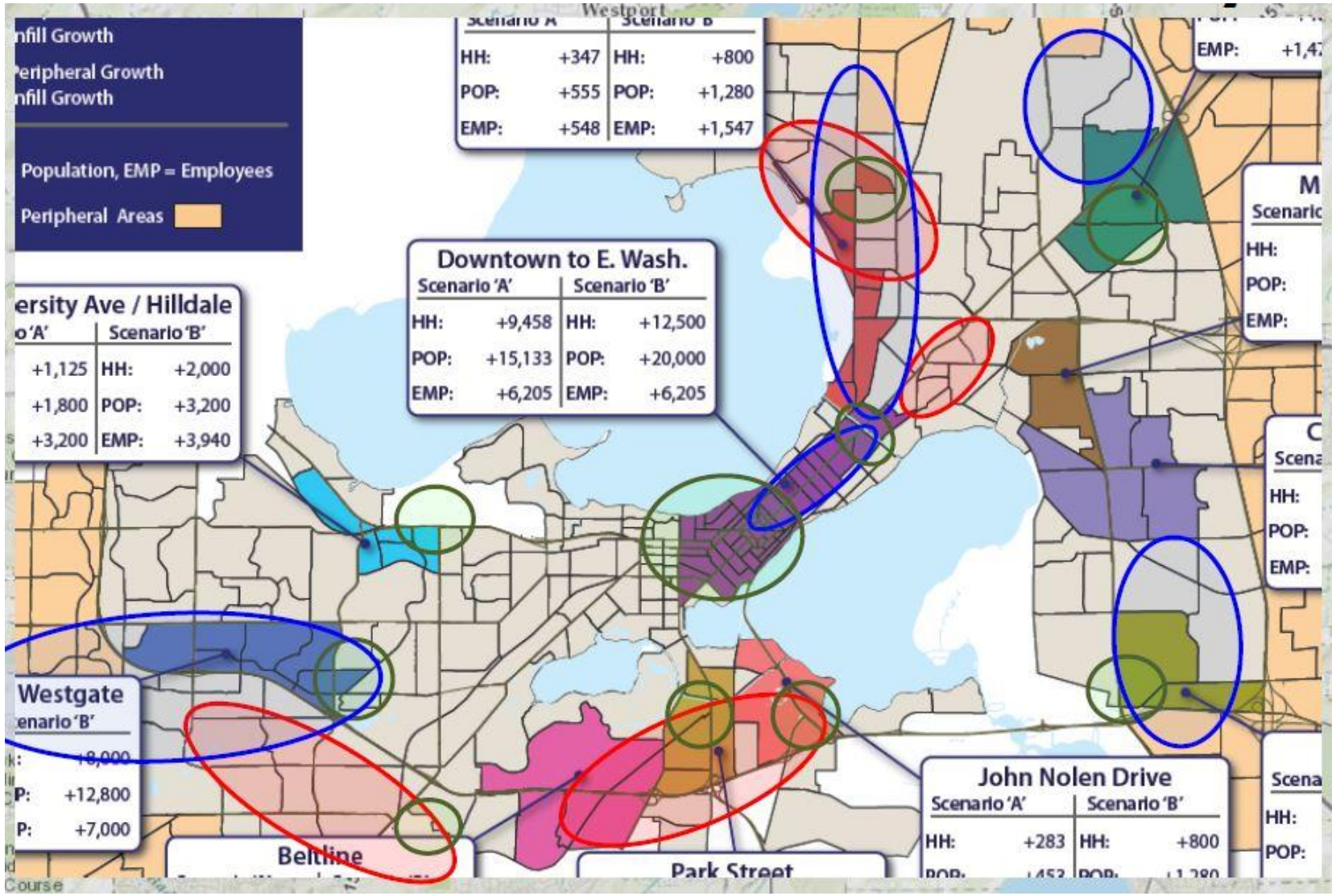
Dutch Mill

Scenario 'A'		Scenario 'B'	
HH:	+41	HH:	+41
POP:	+66	POP:	+66
EMP:	+800	EMP:	+2,390

October 6, 2014

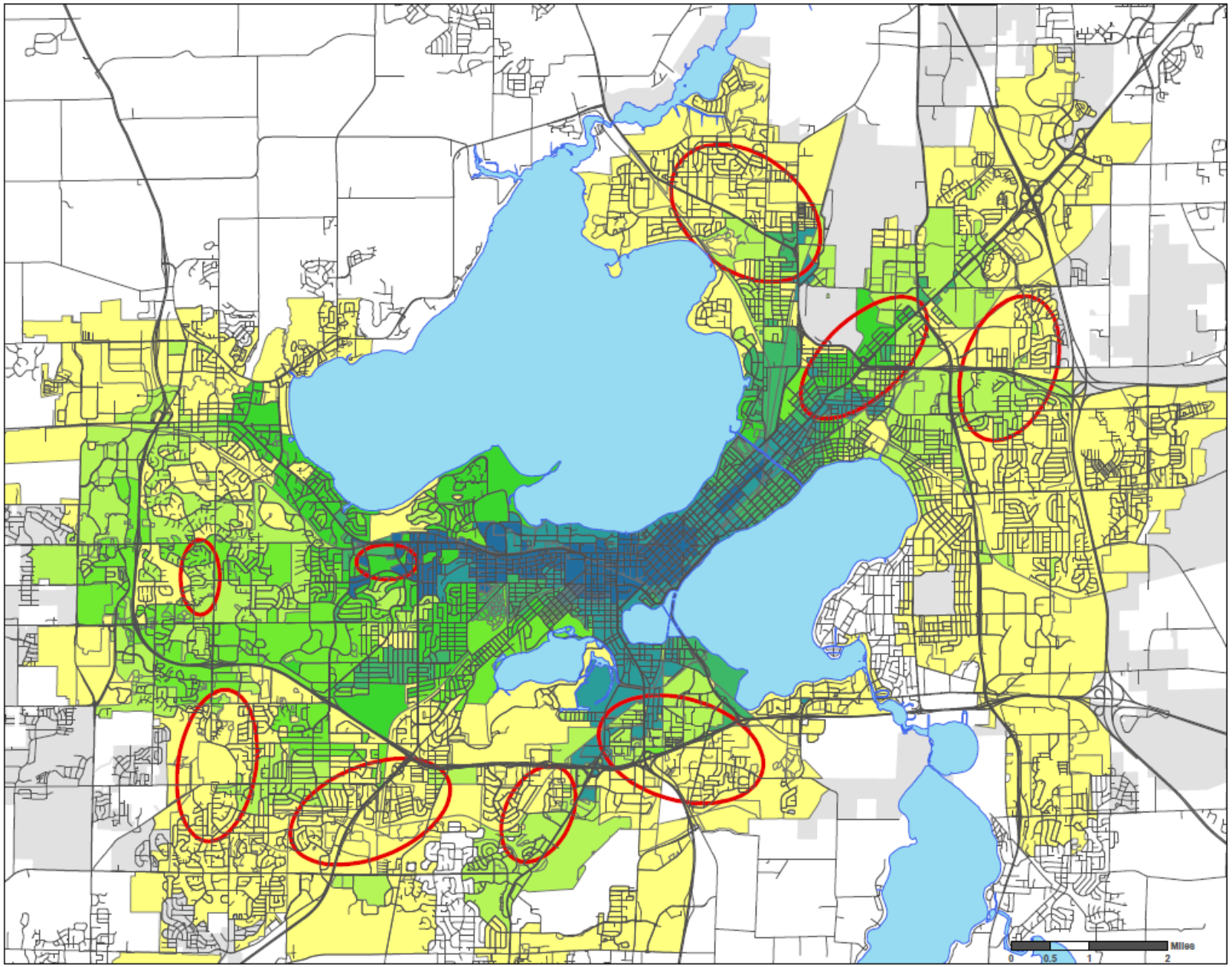
Economic Development Linkages

- Innovation Districts, Opportunity Zones, Nodes & Destinations



Public Transit Recommendations

- **Bus Rapid Transit (BRT)** system implementation
- **Local Bus Coordination** (route restructure recommended)
- **First-Mile/Last-Mile** planning activity
- **Park-and-Ride** planning activity
- **Regional Transit Finance** (evaluate range of funding models and sources)



MADISON IN MOTION
Sustainable Transportation Master Plan

Access to Opportunity

Concentrated Low Income Areas

Jobs within 30 min via transit

- 0% - 5%
- 5.1% - 10%
- 10.1% - 15%
- 15.1% - 20%
- 20.1% - 25%
- 25.1% - 30%
- 30.1% - 40%
- 40.1% - 50%
- 50.1% - 65%
- City of Madison

Concentrated low income areas are generally comprised of census block groups having greater than 50% of the population in a household with an income less than 200% of the poverty level. Certain areas below this threshold have been added based on staffs judgement. Large non-residential areas have been removed from certain block groups to improve focus of diagram (airport, arboretum, etc.).

Source:
2014 ACS 5 Year Estimates Table C17002
Ratio Of Income To Poverty Level
Block Group Level
Madison Area Transportation Planning Board (MPO)
2010 Land Use

September, 2016

Bus Rapid Transit (BRT)

Conceptual Elements

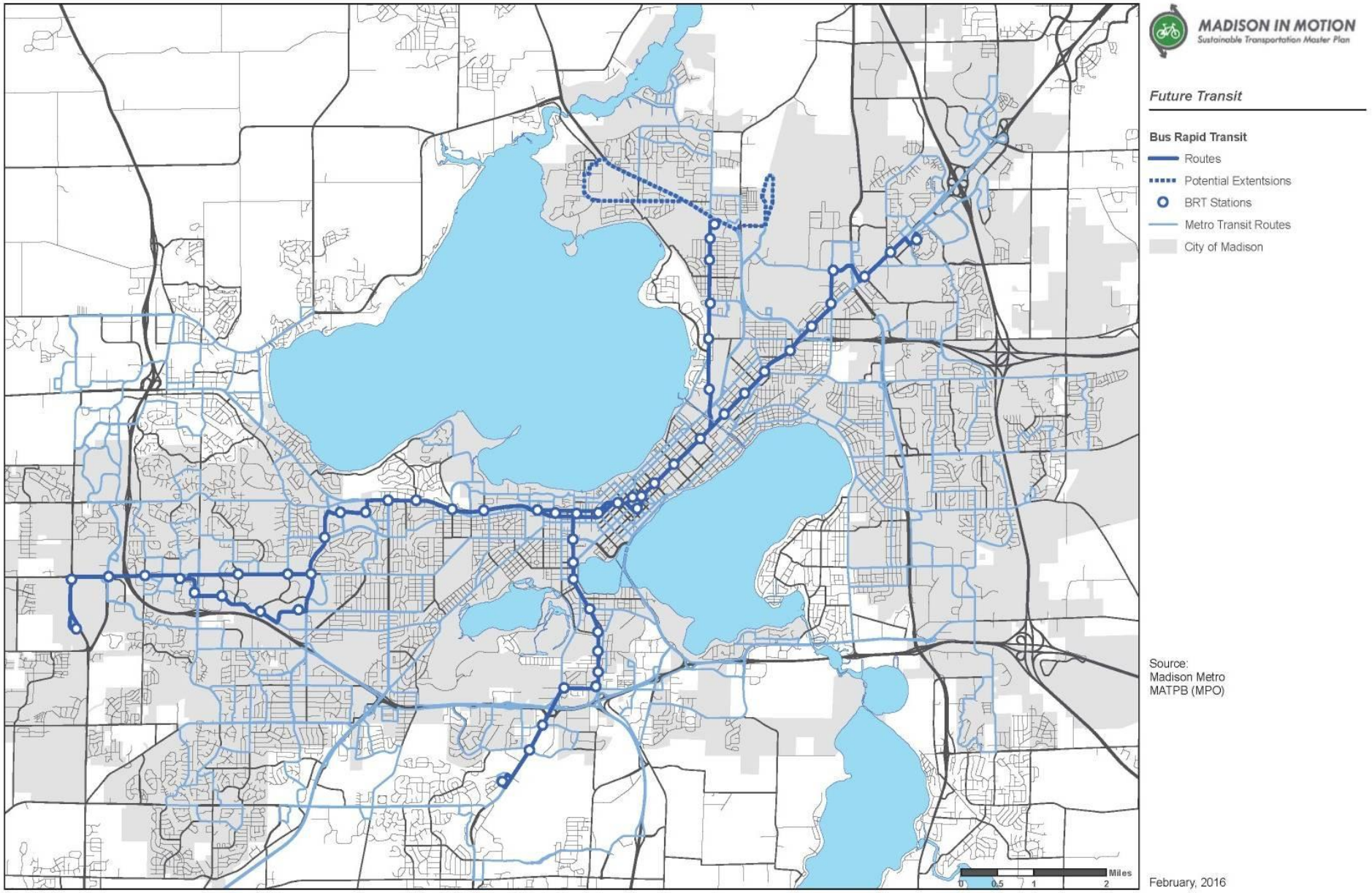
BRT vs. Local Bus (differing characteristics)

- Direct Routes/Fewer Stops
- Simple, Frequent All-Day Service (every 10-15 min.)
- Branded Stations and Buses
- Transit Signal Priority
- Off-Board Fare Payment
- Bus-Only Lanes (median or curb; full or partial)

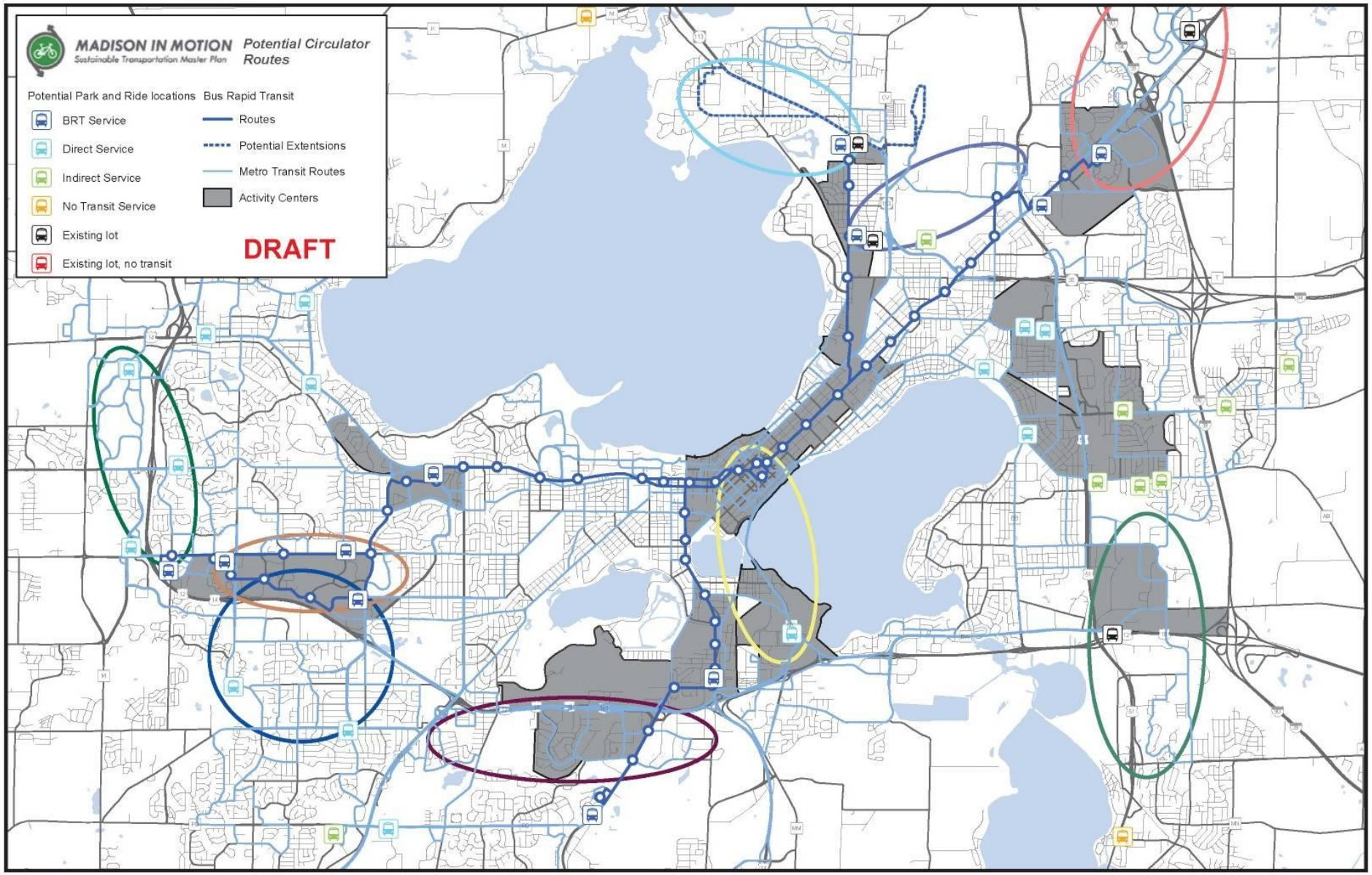
Bus Rapid Transit (BRT)

Madison Urban Area System Proposal

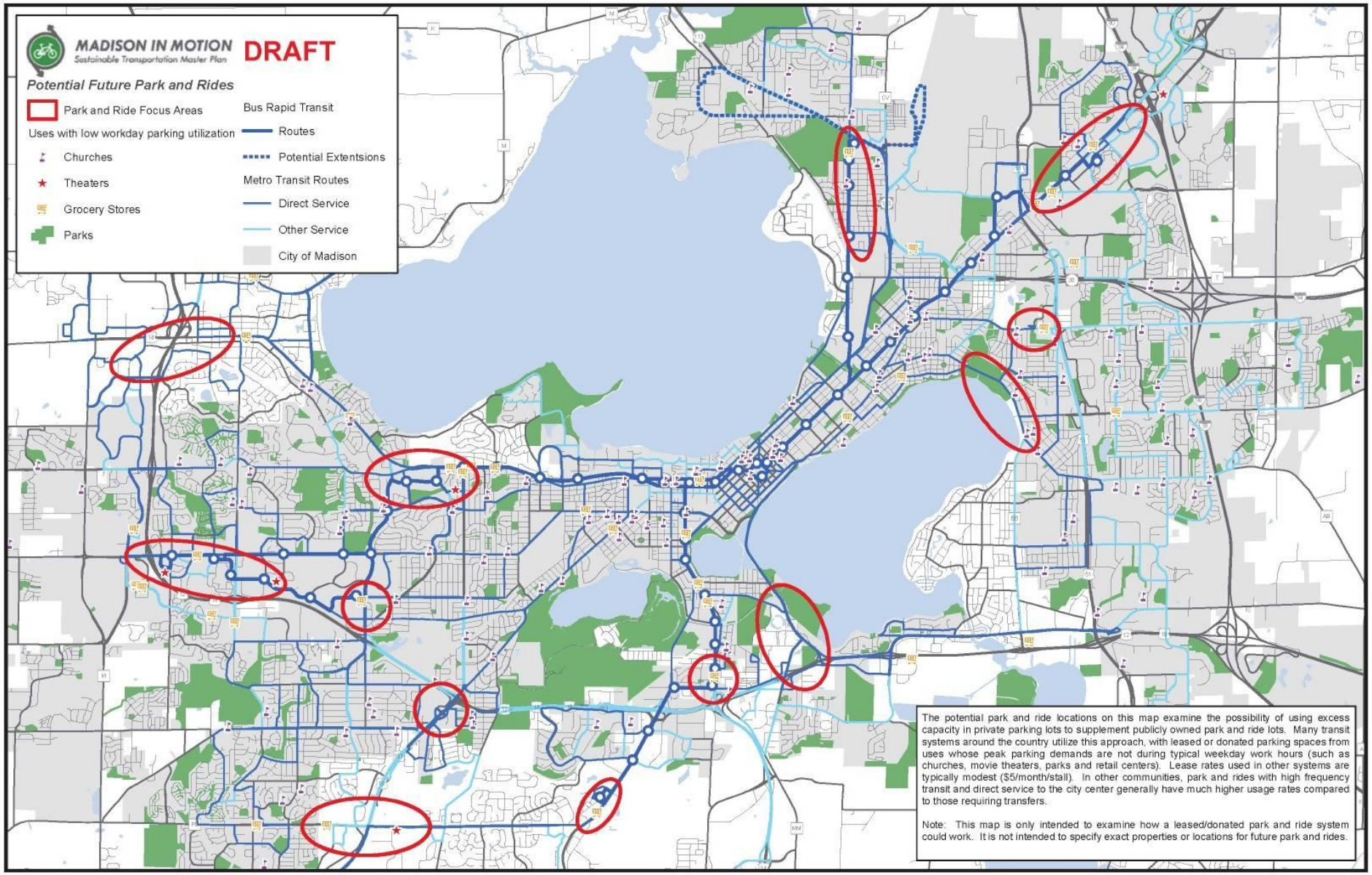
Potential Bus Rapid Transit (BRT) Routes



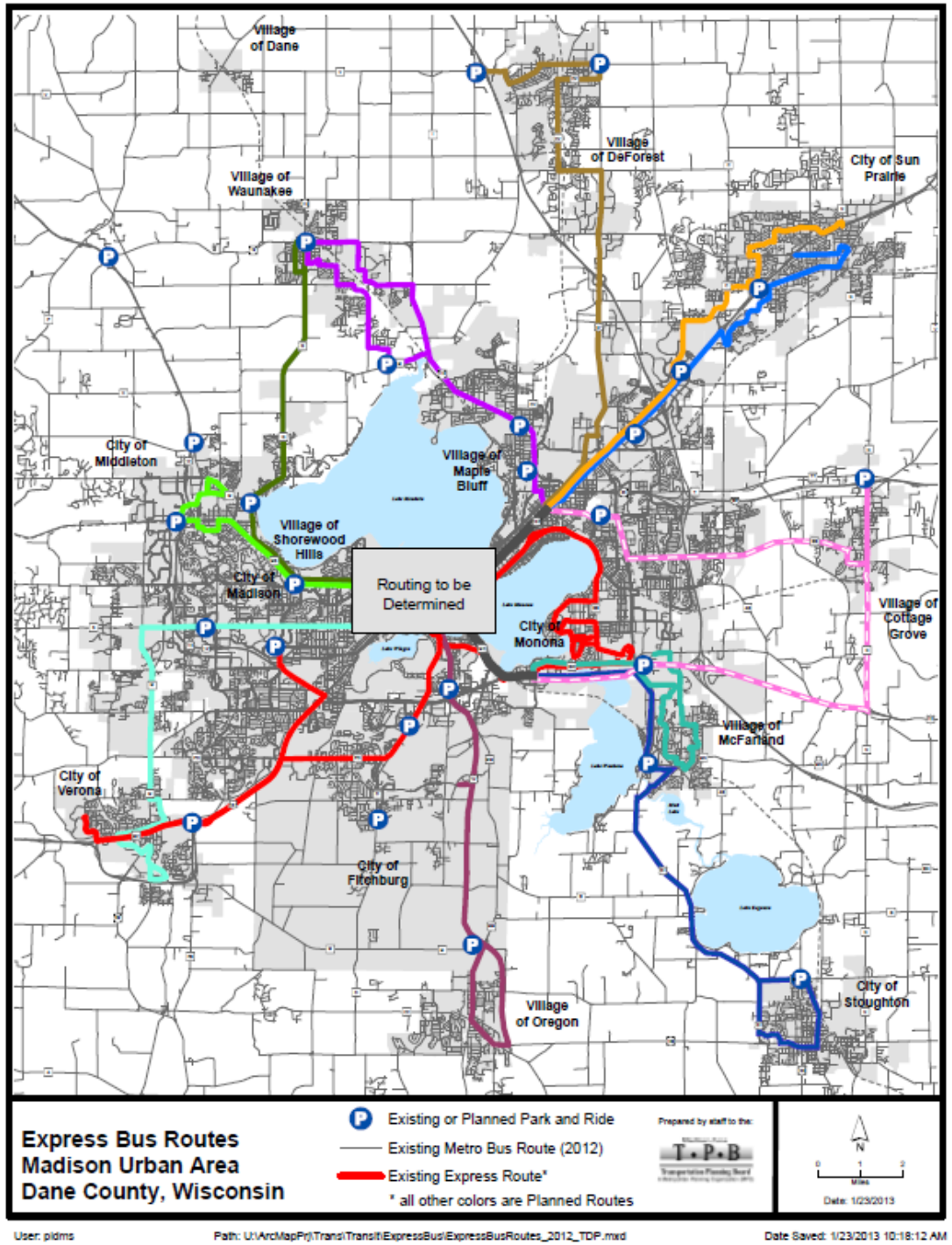
First-Mile/Last-Mile Opportunities



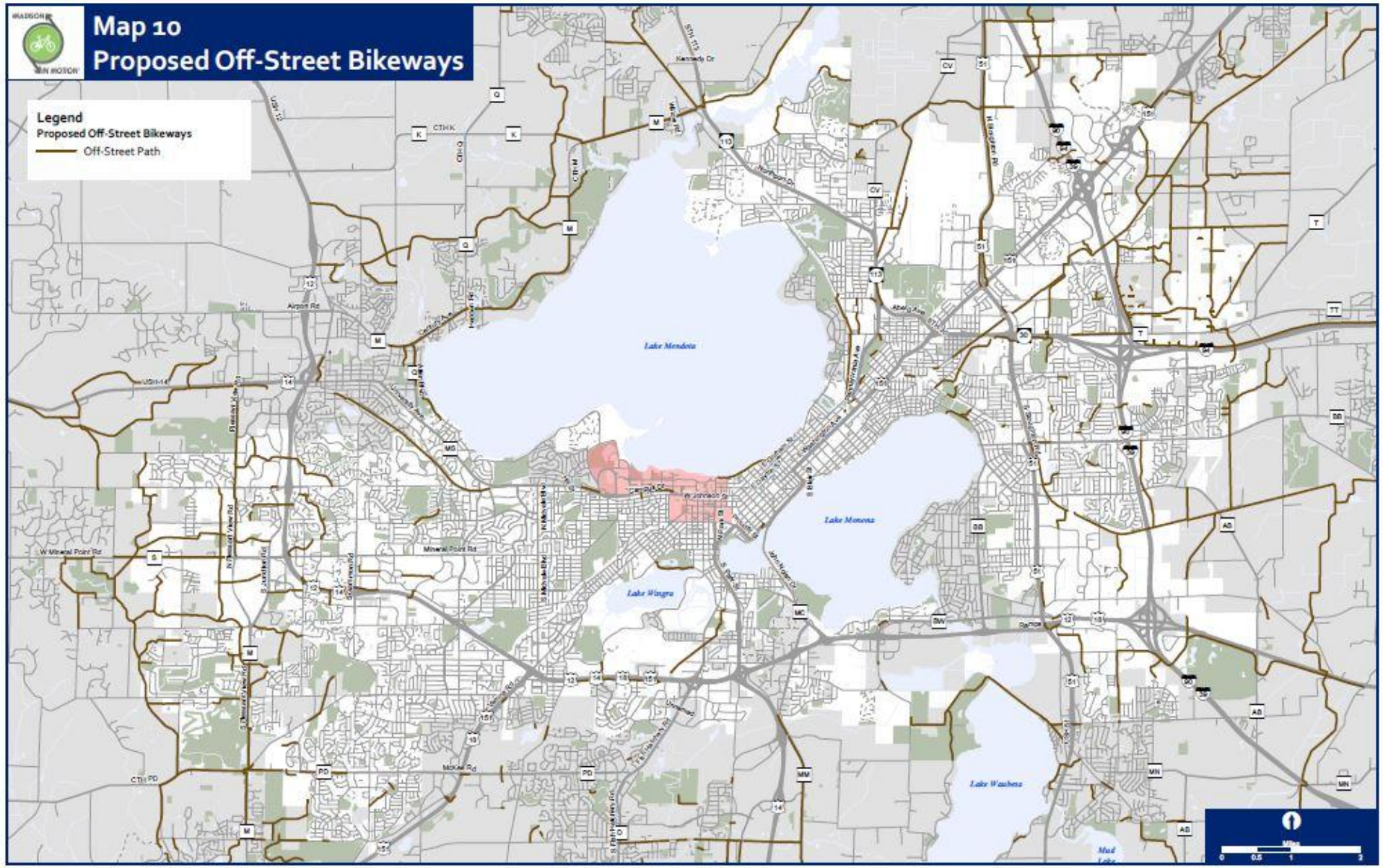
Park and Ride Opportunities



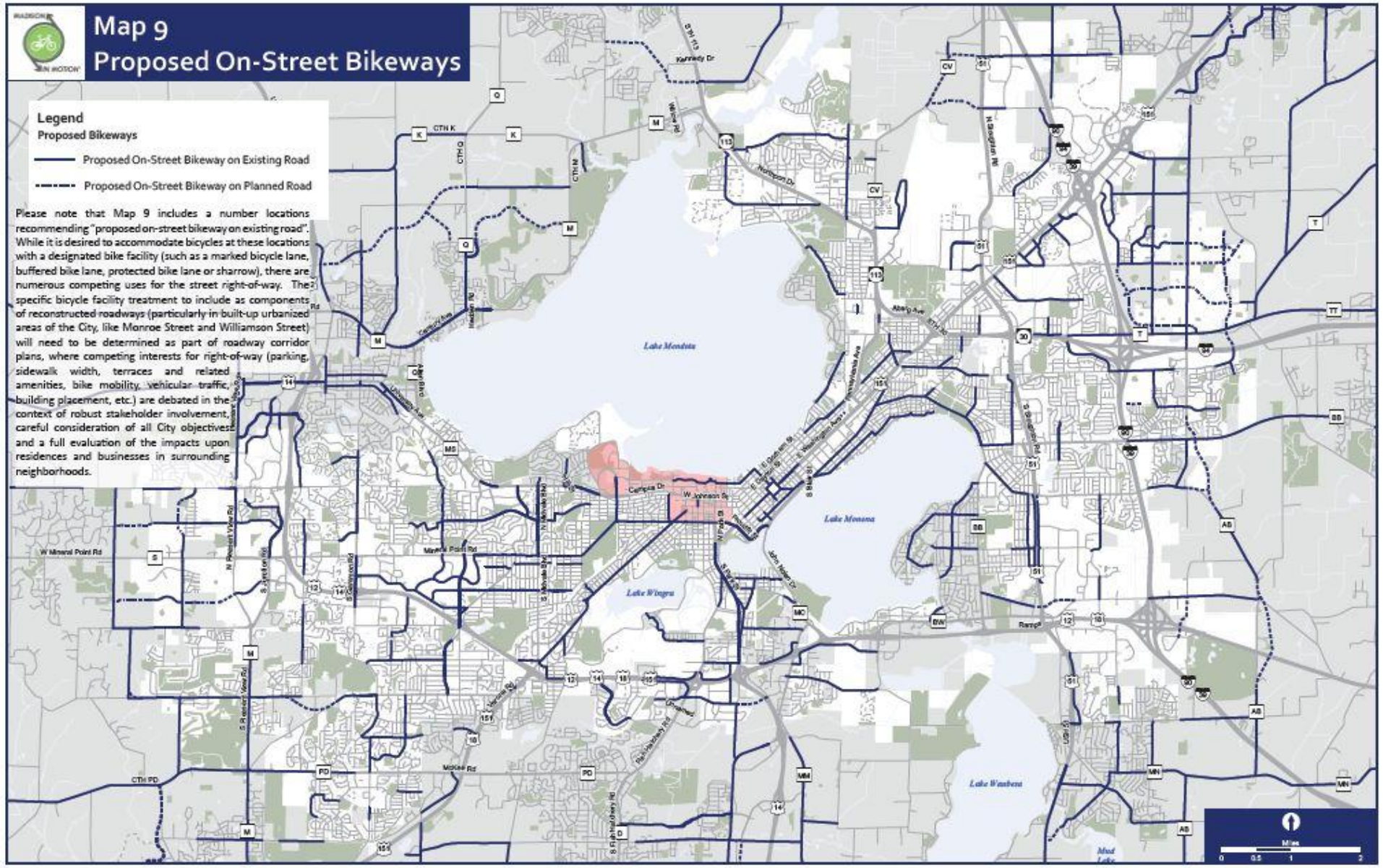
Express Regional Bus Opportunities



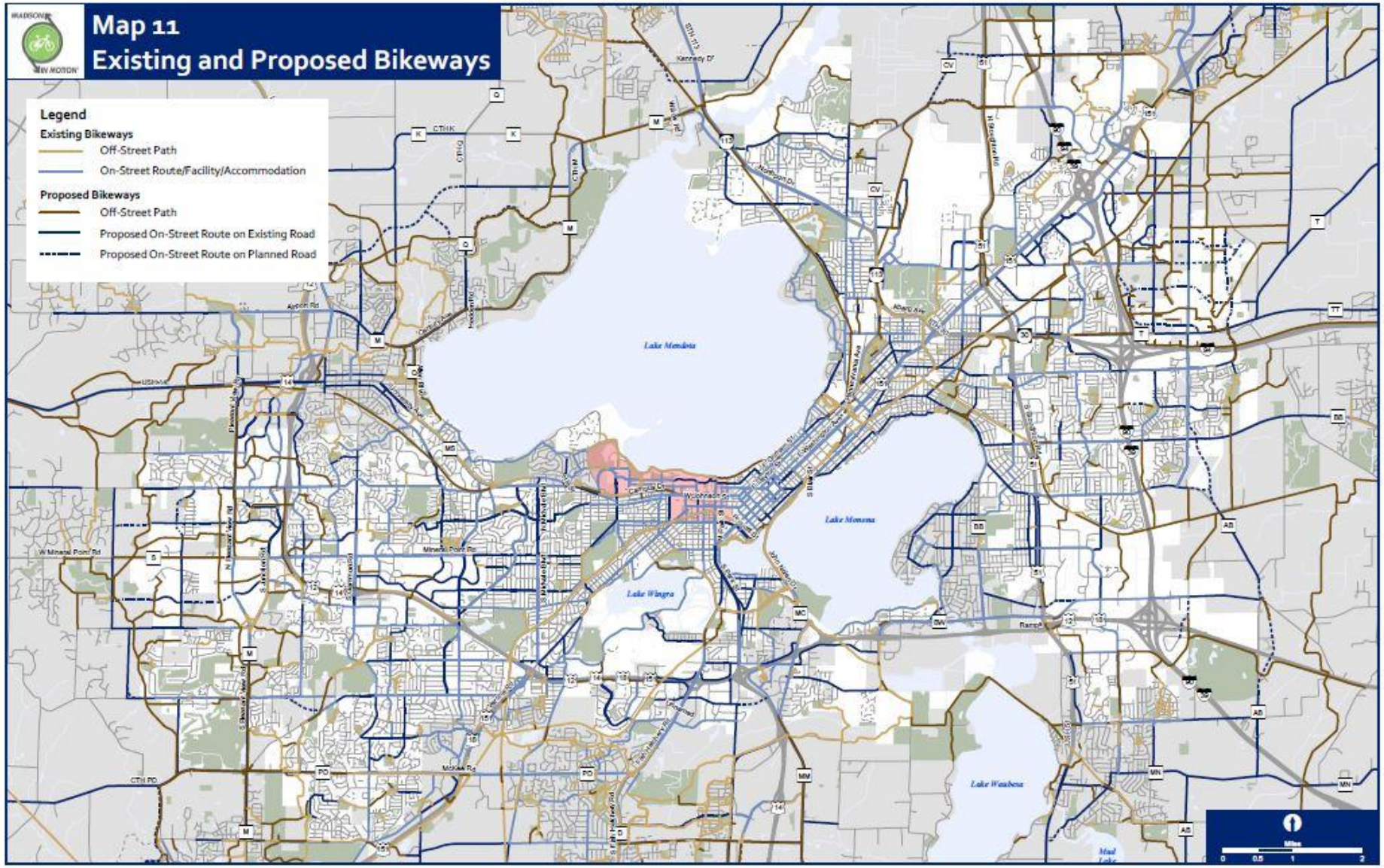
Bicycle System Recommendations



Recommended Off-Street Bicycle Facilities



Recommended On-Street Bicycle Facilities



Existing and Proposed Bikeways

Facility Best Practices

Protected Bike Lanes

Bicycle Facility Types and Treatments

Bicycle Lane – Conventional or Counterflow

- Designated space exclusively for bicyclists with pavement markings and signage
- Located adjacent to vehicle travel lanes
- Generally flows with vehicle traffic, on the right side of the street, but can be counterflow and/or on the left
- Used on medium and high volume streets
- May use green color to highlight the lane, particularly through intersections and conflict areas

Bicycle Lane – Buffered

- Conventional bicycle lanes paired with a designated painted buffer space
- Buffer may separate the bicycle lane from the motor vehicle travel lane, the parking lane or both
- Increases operating space and comfort for bicyclists
- Typically used on medium and high volume streets
- May use green color to highlight the lane, particularly through conflict areas

Bicycle Lane – Protected

- Bicycle facility within the street right of way that provides physical separation from the travel lane
- Separation may be provided with curbs, bollards, parked cars or other means
- Cycle track may be at street level, sidewalk level or an intermediate level
- Typically used on medium and high volume streets with few intersections or driveways

Shared Lane Marking ("Sharrow")

- Street markings used to indicate a shared lane for bicyclists and motorists
- Sharrows indicate to bicyclists where they should position themselves in a lane
- Sharrows reinforce to motorists that bicyclists belong in the lane
- Typically used on low- and medium-volume streets where bicycle lanes cannot be accommodated

Bicycle Boulevard

- Streets with low motorized traffic volumes and speeds designated to provide priority to bicyclists
- Discourage speeding and cut-through traffic
- Often used to connect schools and parks and as an alternative to a nearby busy street
- May include traffic calming devices such as speed tables or traffic circles

Shared Use Path / Sidepath

- Path fully separated from a street or road
- Typically paved and 10 - 12 feet wide
- Open to most non-motorized uses
- Often installed in rail corridors, utility corridors or along streams, rivers or other linear features
- Sidepaths are shared use paths parallel to a street
- Sidepaths can present safety and operational challenges at intersections and driveways

Bicycle Signal

- Traffic signal to indicate bicycle movements at an intersection
- Can be user activated or a programmed signal phase
- Bicycles and motor vehicles have different movement cycles

Bicycle Crossing

- Exclusive street crossing for bicycle facilities or shared use paths.
- May be parallel to an adjoining street or crosswalk (ie. the Monroe/Regent crossing) or a diagonal crossing of an intersection (ie. Atwood @ Dunning)
- Reduces conflicts with pedestrians and motor vehicles
- Typically use a bicycle signal to control movements

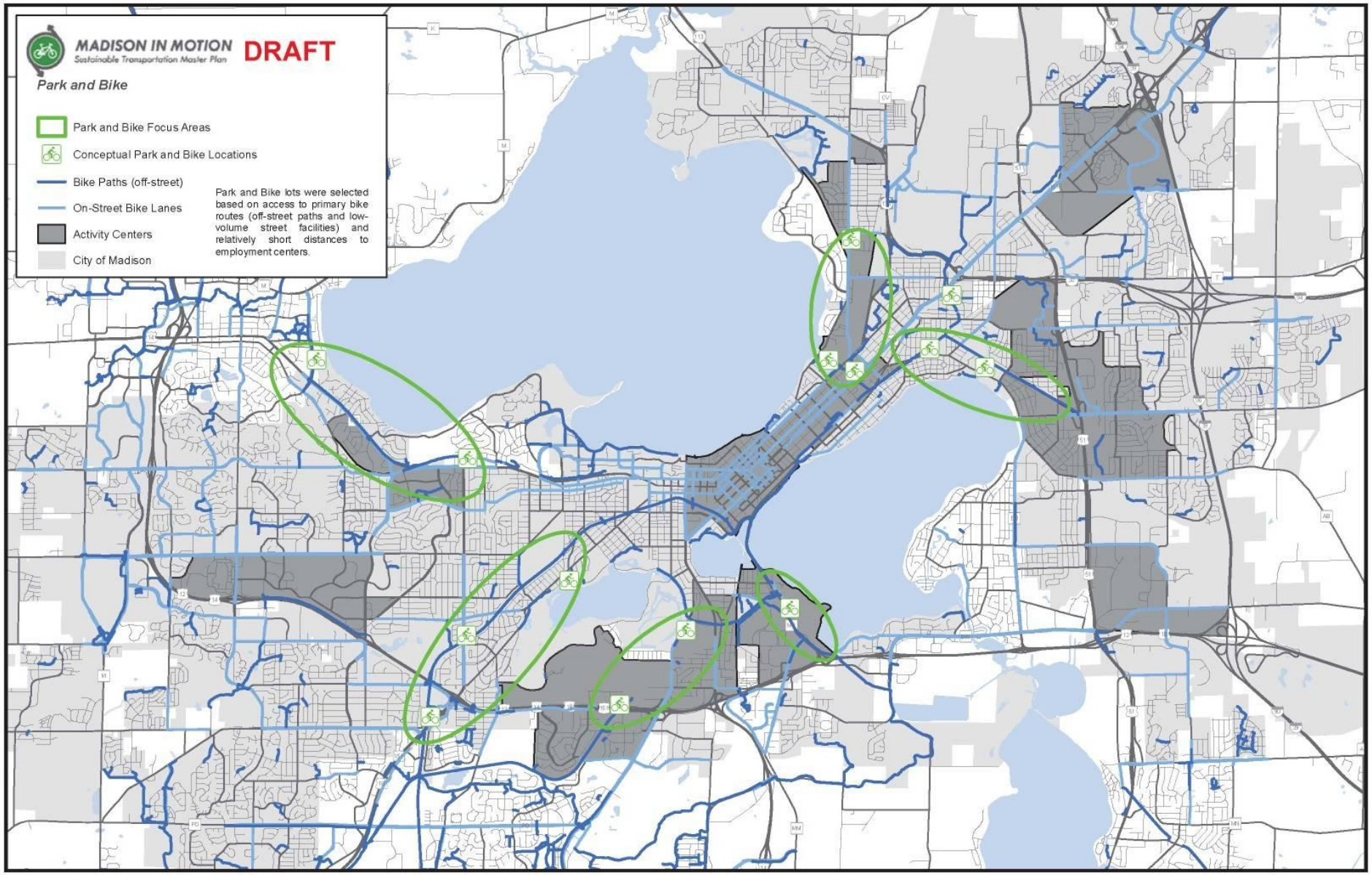
Colored Pavement Treatment

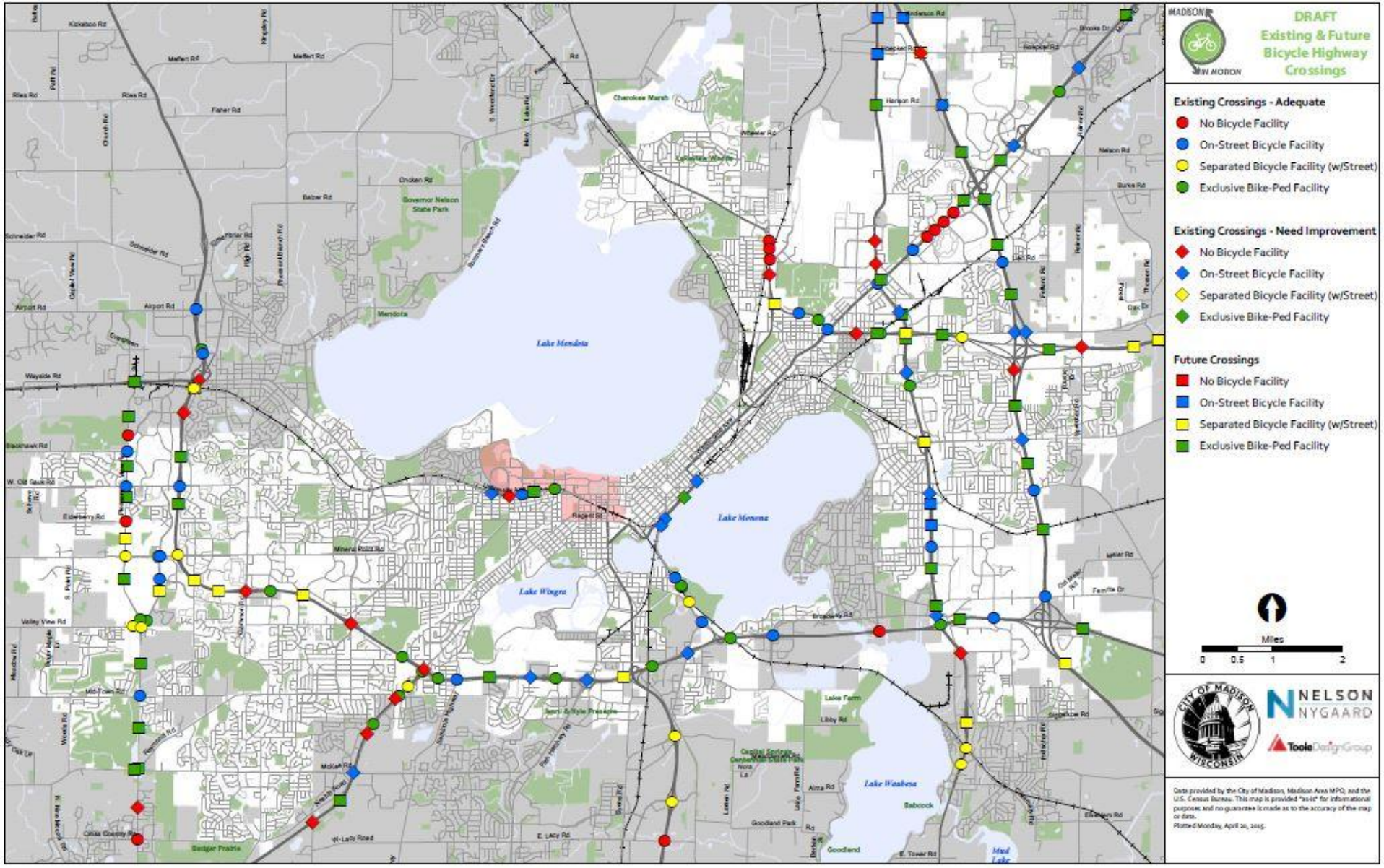
- Colored lane markings to highlight bikeway crossings of streets, continuous lanes, or potential conflict areas
- Green colored and often marked with cyclist icon
- May be solid colored or striped

Wayfinding Signage

- Signage to indicate direction to major destinations, areas of interest and key bicycle facilities
- May include distance and approximate travel time
- Placed at key intersections and decision points

Park and Bike Opportunities



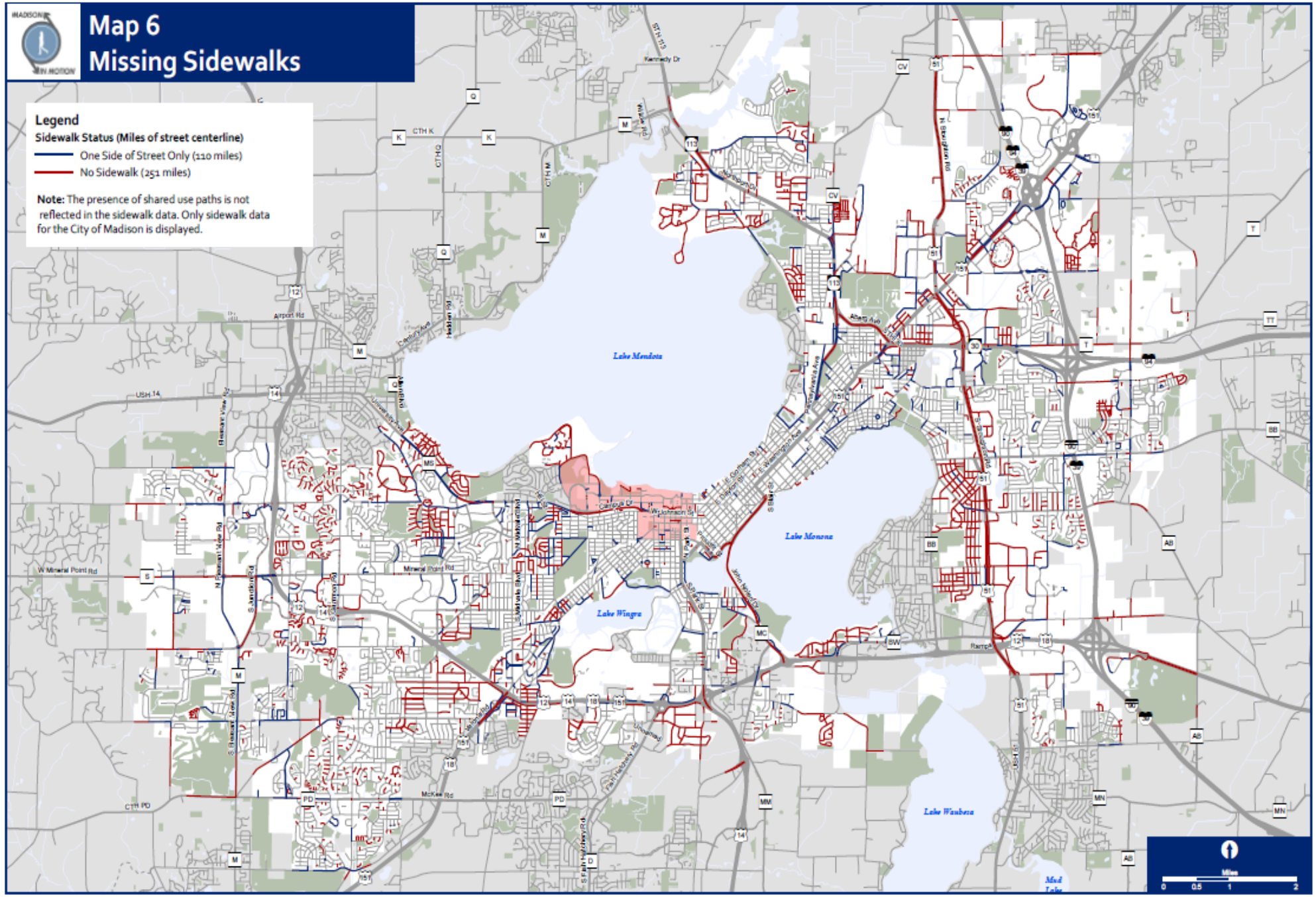


Bicycle/Pedestrian Facility Crossing Evaluation

Addressing System Gaps & Barriers

Pedestrian Network

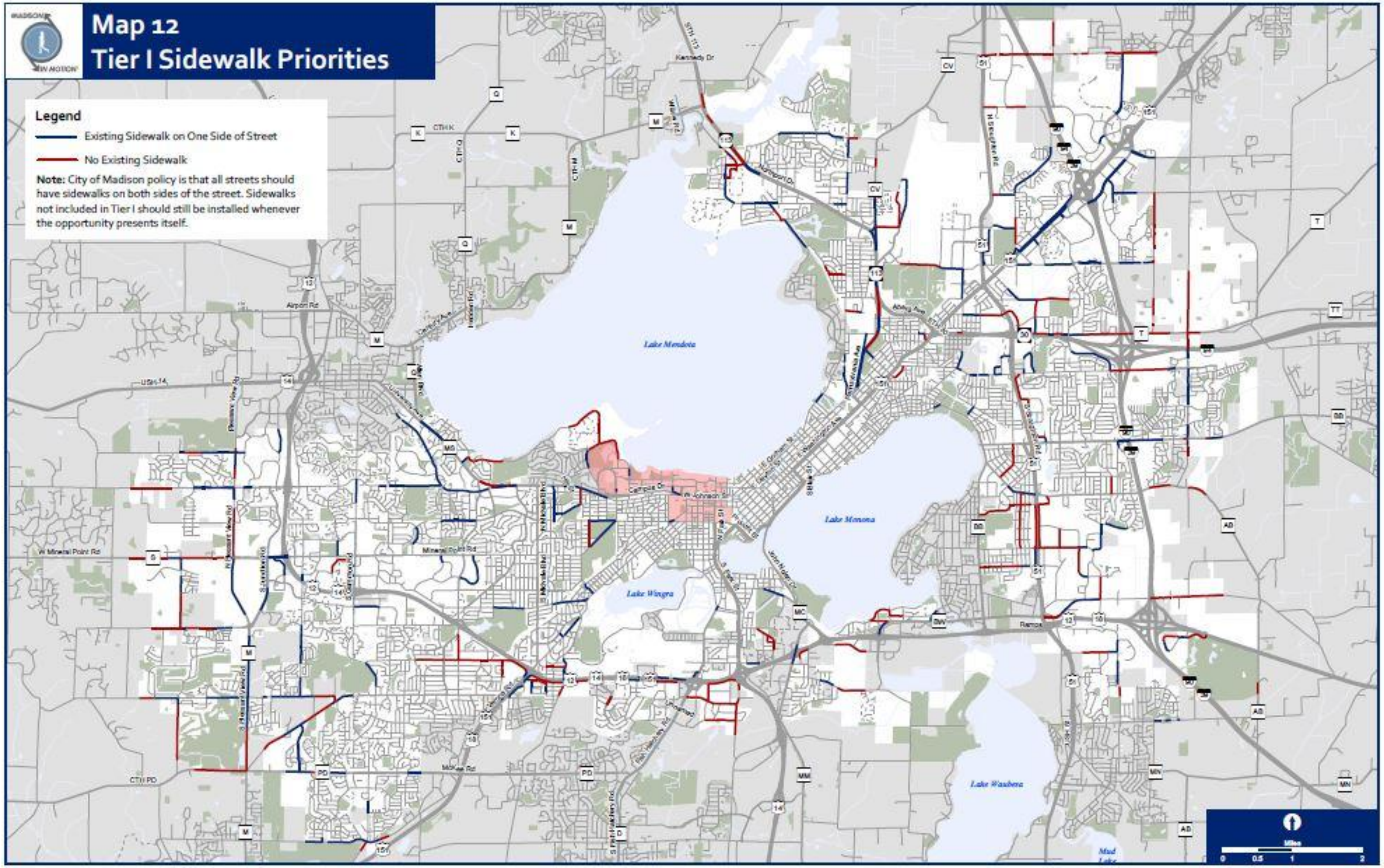
Map 6
Missing Sidewalks



Recommendations (Policy)

→ **Continue the City's sidewalk installation policy** in new development areas and existing neighborhoods.

→ **Prioritize Tier 1 Streets for sidewalk additions** without street reconstruction



Recommended Tier I Sidewalk Facilities

Pedestrian Facility Best Practices

Pedestrian Facility Types and Treatments

Sidewalk

- The pedestrian facility adjacent to most streets
- May be used by bicyclists in Madison when buildings are not immediately adjacent to the sidewalk
- Typically concrete and 5 feet wide, although wider sidewalks are desirable in areas with heavy pedestrian usage such as downtown

Shared Use Path

- Path fully separated from a street or road
- Typically paved and 10 - 12 feet wide
- Open to most non-motorized uses
- Often installed in urban areas in rail corridors, utility corridors or along streams, rivers or other linear features

Crosswalk - Marked

- A marked portion of a street for pedestrian use
- Connect pedestrian facilities on one side of a street to facilities on the other side of the street
- Pedestrians always have right-of-way in a crosswalk except at a signalized intersection where they must follow the appropriate signal

Crosswalk - Unmarked

- The unmarked connection between a pedestrian facility on one side of a street to a pedestrian facility on the other side of the street
- Pedestrians always have right-of-way in a crosswalk, marked or unmarked, except at a signalized intersection where they must follow the appropriate signal indication

Woonerf / Play Street

- Street designed primarily for use by pedestrians and bicyclists with limited motor vehicle use
- Encourage social interactions and allow place for children to play and people to congregate
- Generally at sidewalk level without curbs
- Motor vehicles are allowed to use street, but at very low speeds that are compatible with the other uses
- Photo courtesy John Greenfield / Streetsblog

Pedestrian Hybrid Beacon

- Pedestrian-activated warning device located at mid-block pedestrian crossings
- Beacon is dark until activated by a pedestrian; when activated the beacon displays a yellow signal followed by a red signal to drivers and a "walk" signal to pedestrians
- Image courtesy FHWA

Rectangular Rapid Flashing Beacon

- Pedestrian-activated warning device located at pedestrian crossings
- Beacon is dark until activated by a pedestrian; when activated the beacon flashes yellow strobe lights to indicate to drivers that a pedestrian is present

Median Refuge Island

- Median in the center of a street that provides space for pedestrians crossing the street
- Allows pedestrians to cross one direction of traffic at a time
- Makes it easier to cross busier streets where traffic may not yield to pedestrians

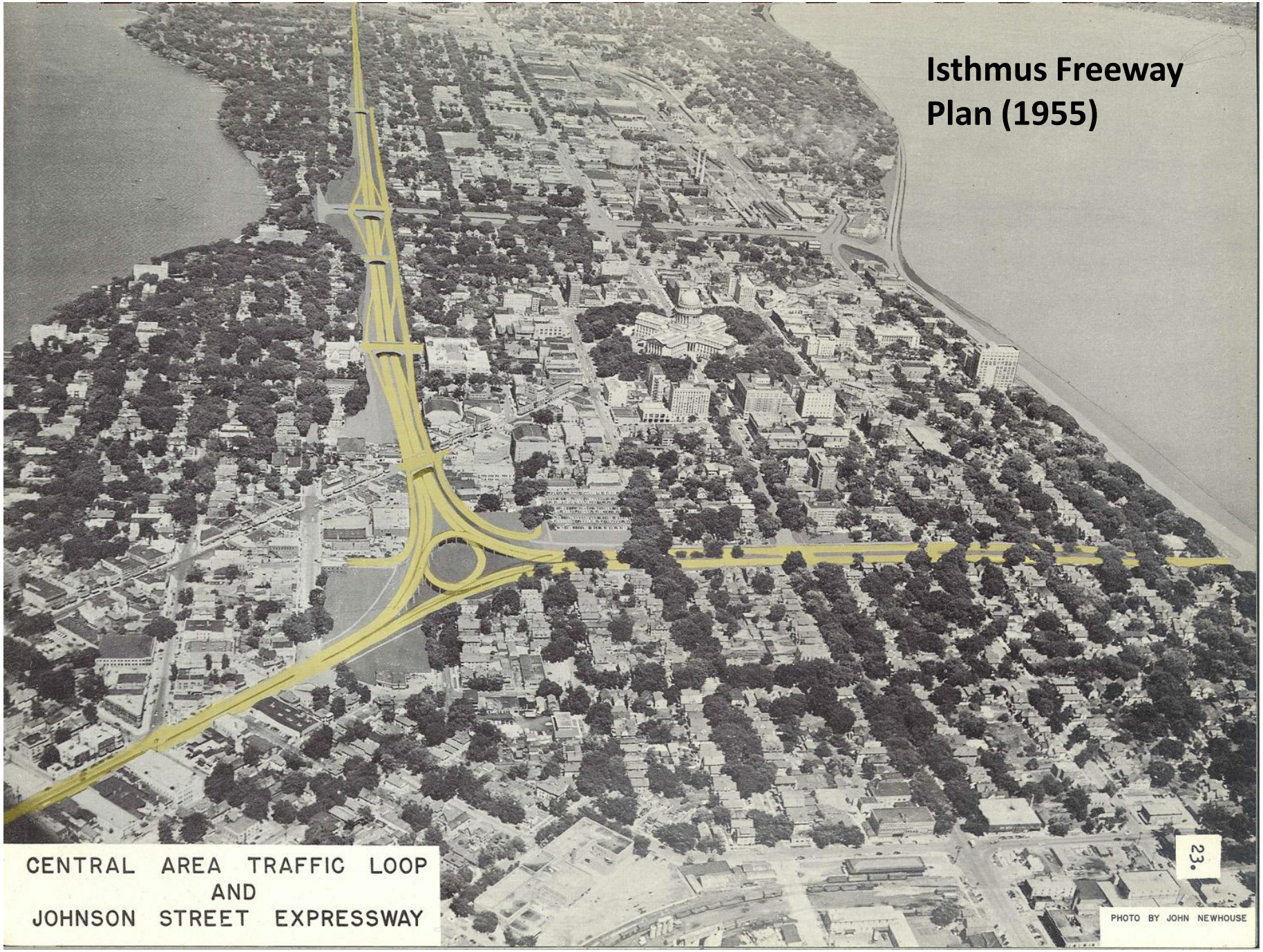
Pedestrian Bumpout / Curb Extension

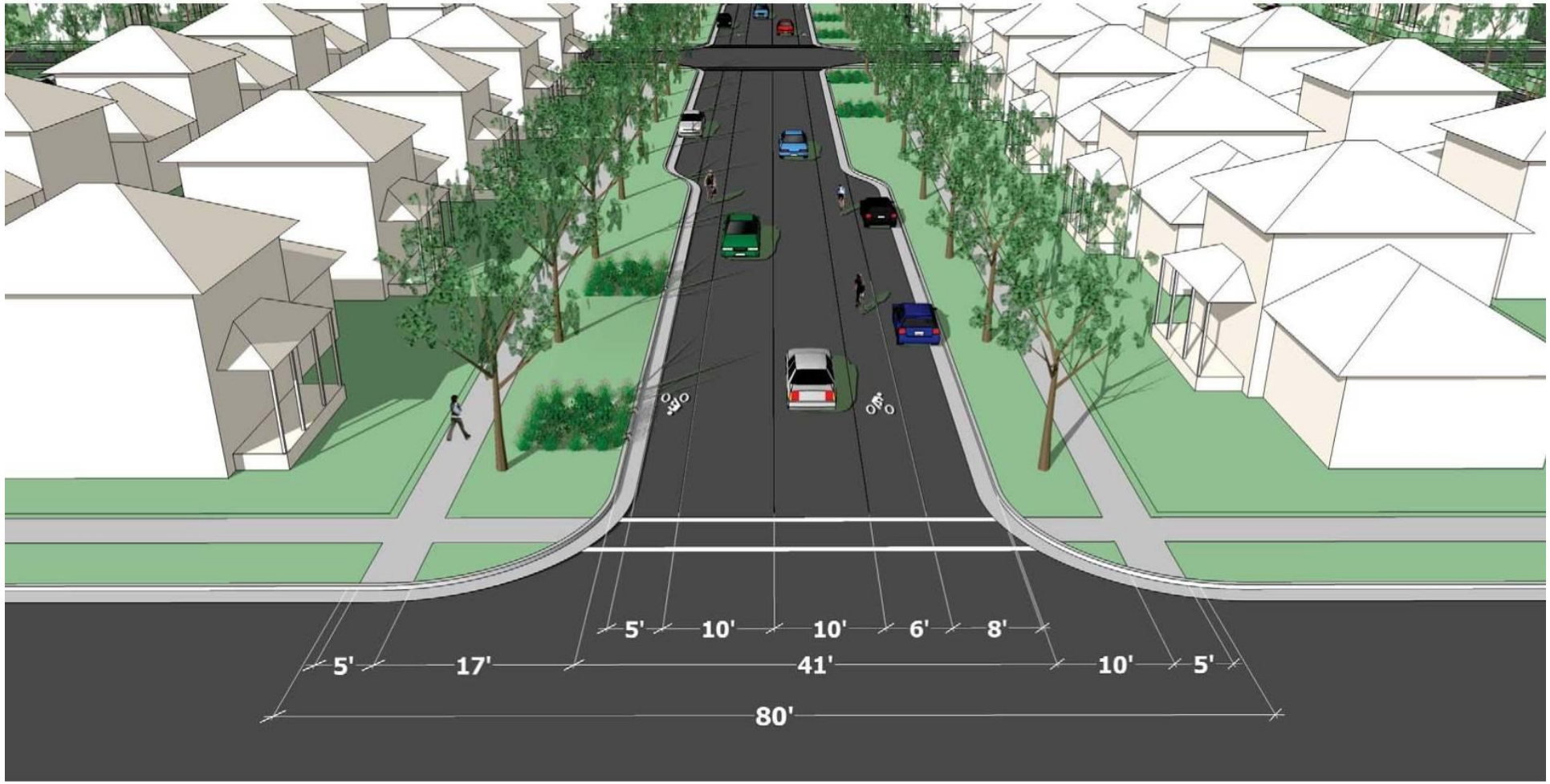
- Area where a curb is extended into the street
- Shortens the street crossing distance for pedestrians
- May reduce traffic speeds by narrowing the usable roadway

Wayfinding Signage

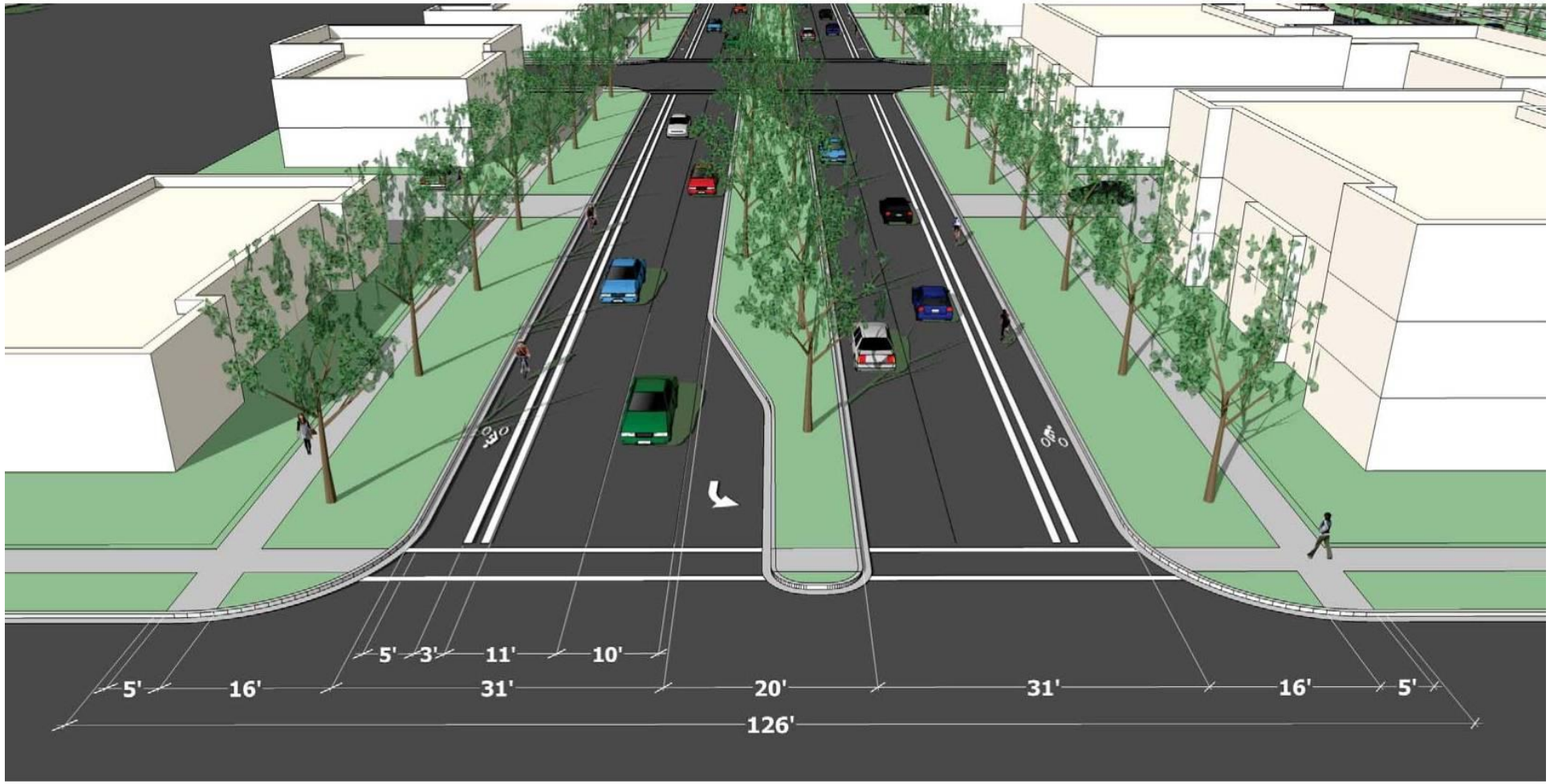
- Signage to indicate to users the direction to specific locations
- May include distance and approximate travel time
- Placed at key intersections and decision points

Streets and Roadway Recommendations

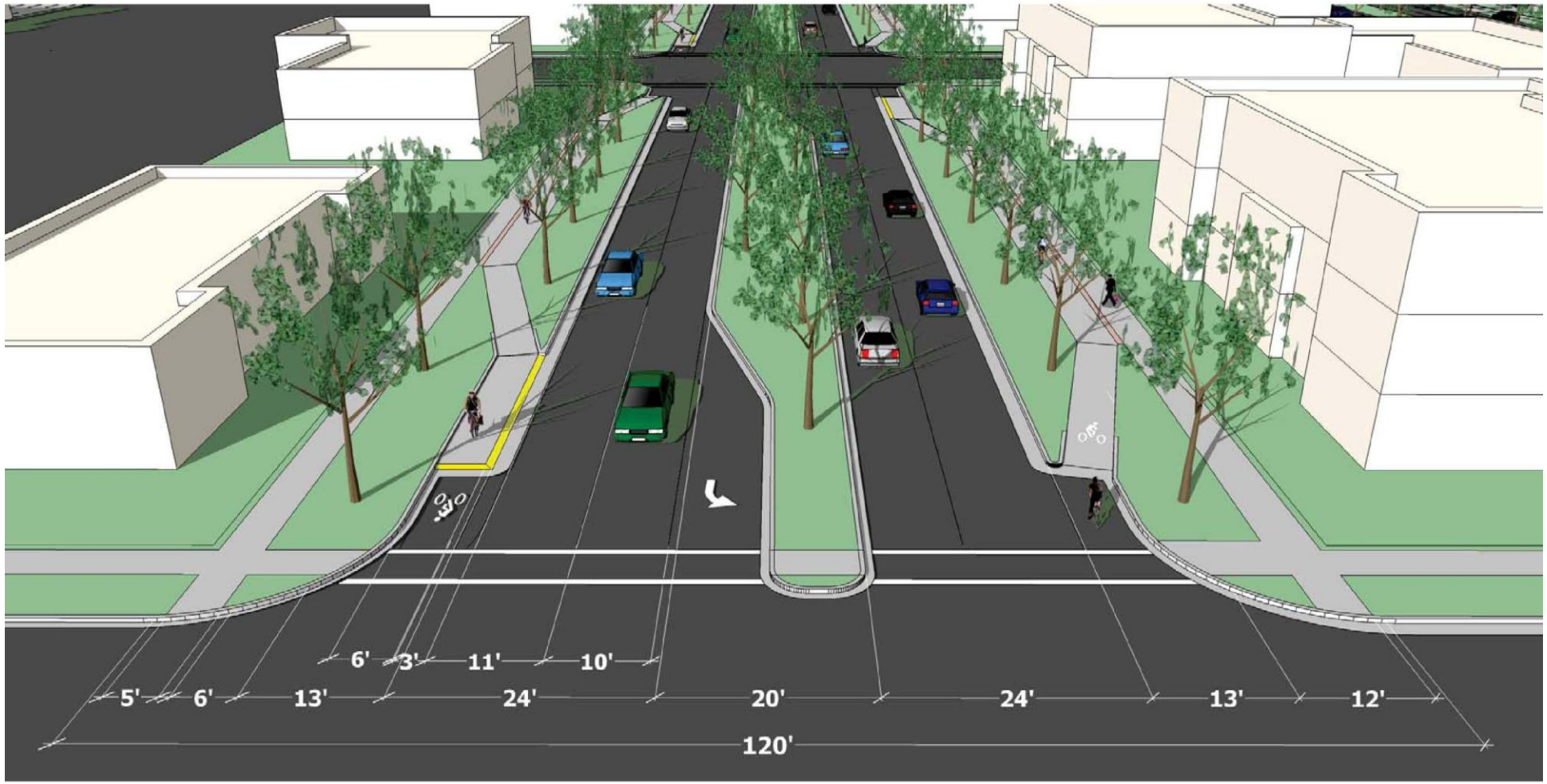

Isthmus Freeway
Plan (1955)
CENTRAL AREA TRAFFIC LOOP
AND
JOHNSON STREET EXPRESSWAY
23.
PHOTO BY JOHN NEWHOUSE


5'
10'
10'
6'
8'
5'
17'
41'
10'
5'
80'

Street Typologies - Arterial Buffered Bike Lane



Street Typologies - Arterial Cycle Track



Transportation Demand Management (TDM)

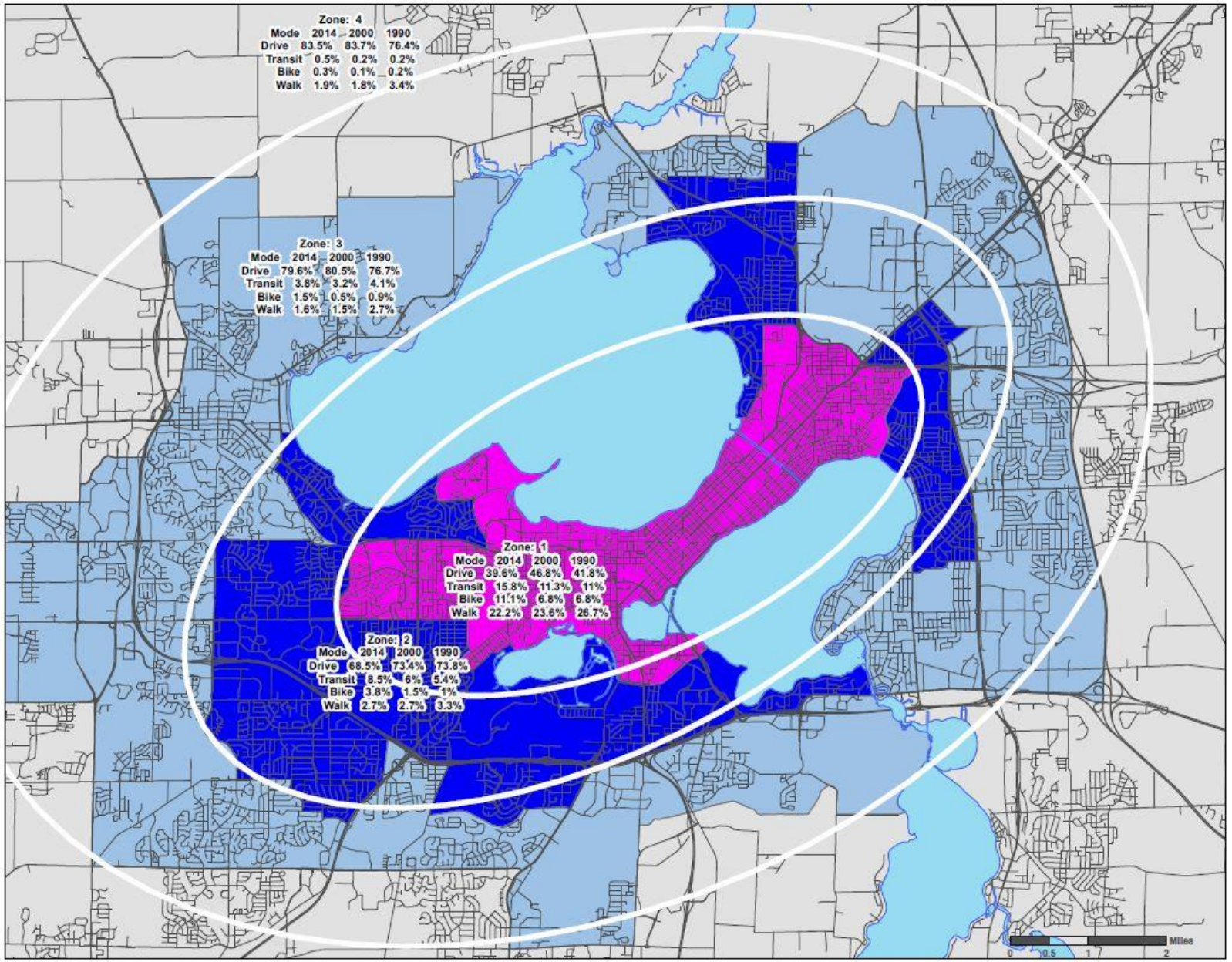
Recommendations (Follow-Up Planning/Refinement)

→ Institute employer-based **Transportation Demand Management (TDM)** measures as part of a comprehensive City-wide TDM program, in order to enhance the desirability of non single-occupancy vehicle (SOV)-based transportation modes – including public transit, ridesharing, bicycle and pedestrian transportation.

→ Develop a prototype **Transportation Management Association (TMA)** in the City of Madison, at an appropriate area of the City (such as downtown Madison, the Capitol East District or UW Research Park), as a mechanism to organize individual employers and administer TDM initiatives.

Next Steps

Measuring Transportation Progress: Performance Goals



MADISON IN MOTION
Sustainable Transportation Master Plan

Mode Share: Geographies

Source:
2014 ACS 5 Year Estimates Table B08301
Means Of Transportation To Work For
Workers 16 Years And Over
Aggregated Census Tract Data

September, 2016

Madison in Motion: Next Steps

- Develop Project/Planning Priorities
  - Projects: Near-Term Capital & Operating Budgets
  - Planning: Prioritize Future Planning Activities
- Measuring Progress Toward Transportation System Goals
  - Increasing Overall Usage of Non-Auto Transportation Modes
  - Demographic s and Geography
  - National Household Travel Survey (NHTS): 2016

MADISON IN MOTION

Madison in Motion: Next Steps

- Technological Change: Monitoring & Deployment
  - Implement Pilot Projects, as Appropriate

→ Real-Time Data re: Transportation Options

→ All-Mode Payment Cards (T-Card: transit, parking, car share, etc.)

→ Car Sharing Services (Car-2-Go, Zip Car, other?)

→ Electric Bicycles/Bike Sharing (B-Cycle)

→ Driverless Vehicles and Connected Vans

→ Fully-Automated Parking Facilities

MADISON MULTIMODAL TRANSPORTATION PLAN

MADISON IN MOTION