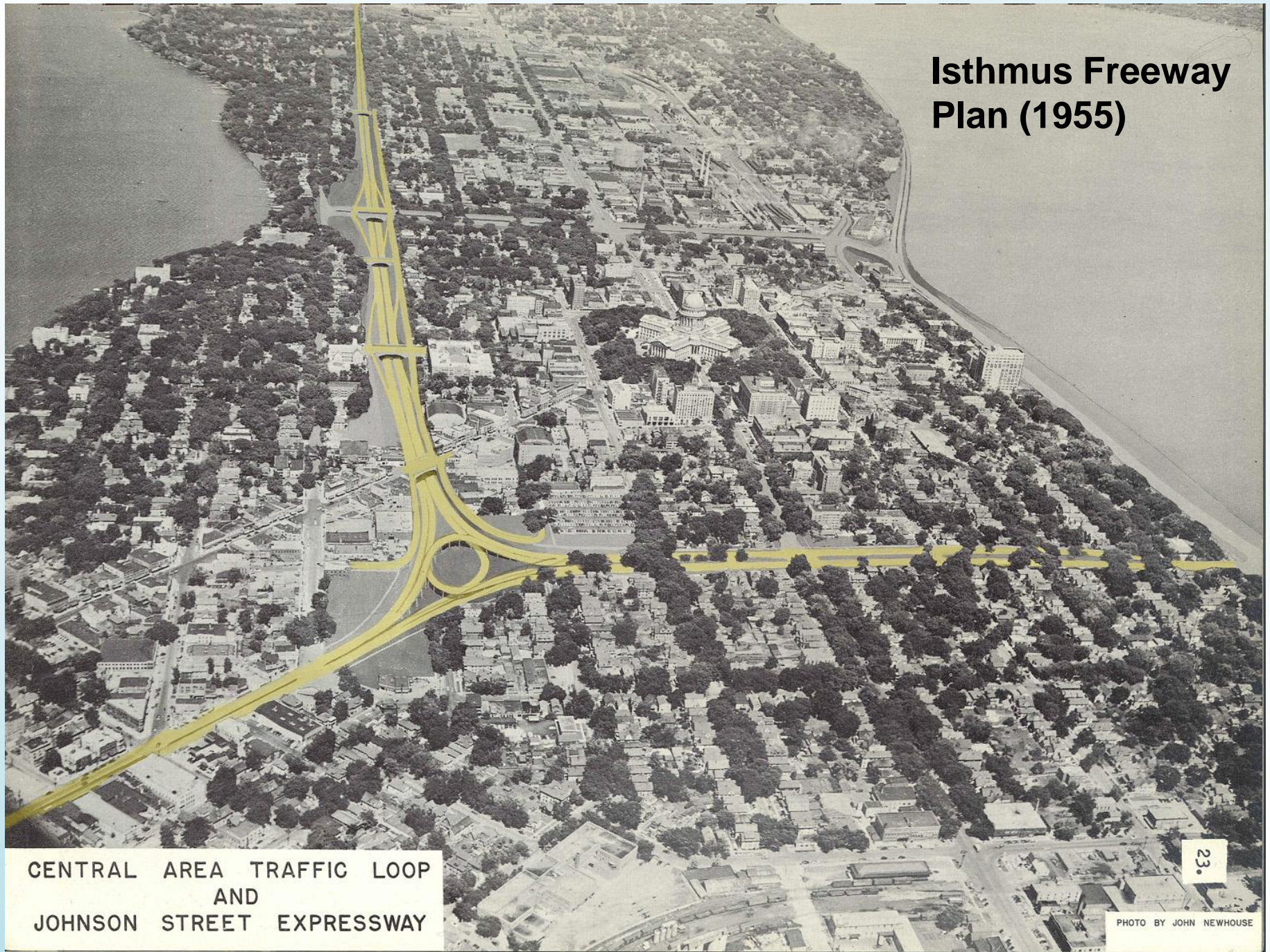




Isthmus Freeway Plan (1955)



CENTRAL AREA TRAFFIC LOOP
AND
JOHNSON STREET EXPRESSWAY

Madison in Motion: Overview/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
 - **Guide to Implementation of Projects**



Draft Plan Recommendations



- Policy & Mission Statements
- Long-Term System Visions (Routes and Networks)
- Facility Design Best Practices/Innovative Service Delivery
- Follow-Up Planning and Refinement
 - Guide development of projects over time



Madison in Motion Planning Process

-Three Community-Wide Meetings

-Targeted Stakeholder/Focus Group Outreach

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

-Feedback via Project Web Page

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

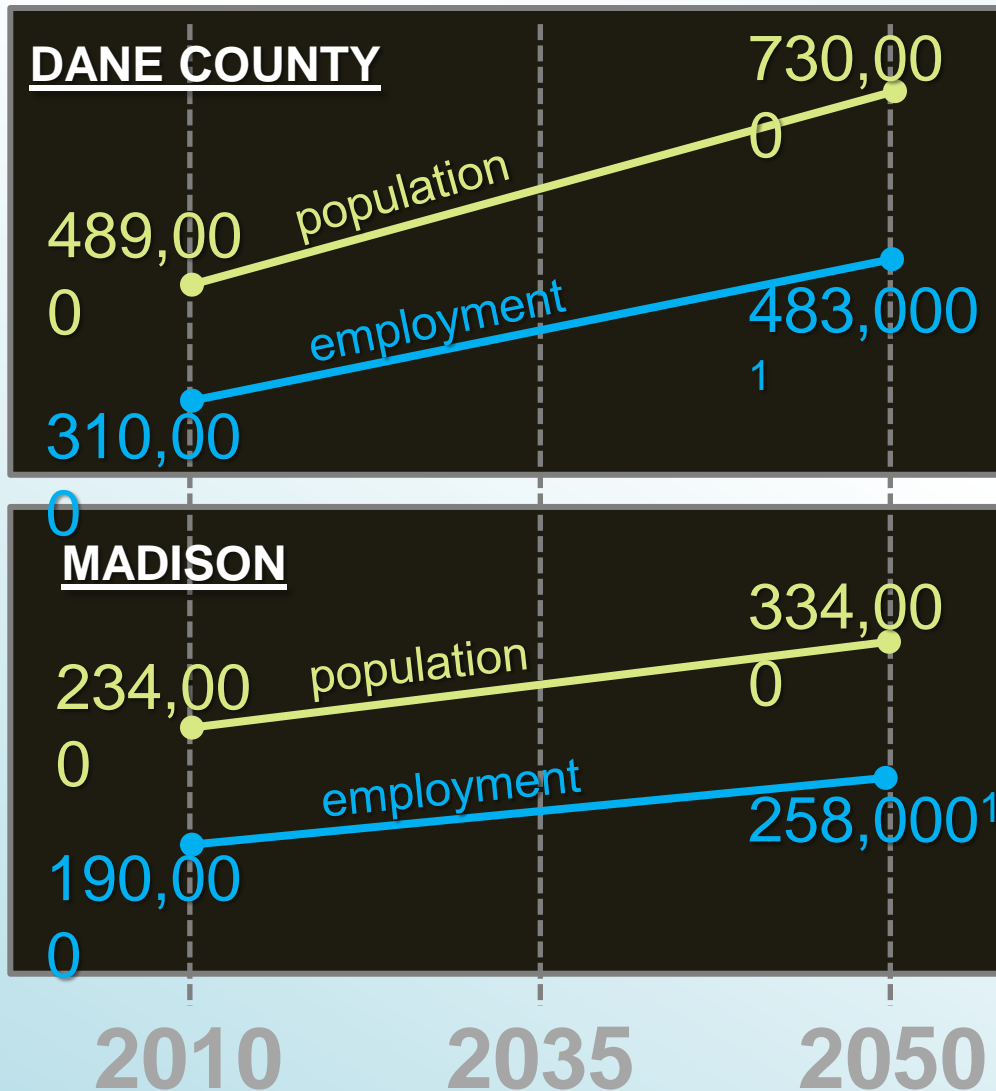
Madison in Motion Draft Plan



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**






Growth Assumptions



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

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

Areas of 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)


Areas of Stability

This map illustrates various land use categories across a portion of Madison, Wisconsin. The legend identifies five main categories:

- Parks and Environmental Corridors:** Represented by dark green patches.
- Agricultural:** Represented by light green patches.
- Areas of Stability (Low or Medium Density Residential, Institutional, Communication/Utilities):** Represented by tan/brown patches.
- City of Madison's Areas of Potential Change (Mixed Use, Neighborhood Planning Areas, Industrial, Commercial, High Density Residential, Quarries):** Represented by purple patches.
- Other Municipalities' Areas of Potential Change (Mixed Use, Neighborhood Planning Areas, Industrial, Commercial, High Density Residential, Quarries):** Represented by pinkish-purple patches.

The map also shows several large blue bodies of water, likely Lake Monona and Lake Kegonsa, and a network of black lines representing roads and highways.

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

 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)

Areas of Change

City of Madison

The map displays the following categories:

- Parks and Environmental Corridors:** Dark green areas, primarily along the Koshong River and in the northwestern part of the city.
- Agricultural:** Light green areas, mostly in the western and southern parts of the city.
- Areas of Stability (Low or Medium Density Residential, Institutional, Communication/Utilities):** Tan/brown areas, covering large portions of the central and eastern parts of the city.
- City of Madison's Areas of Potential Change (Mixed Use, Neighborhood Planning Areas, Industrial, Commercial, High Density Residential, Quarries):** Dark purple areas, concentrated in the central and eastern parts of the city, particularly around the downtown area and along major corridors.
- Other Municipalities' Areas of Potential Change (Mixed Use, Neighborhood Planning Areas, Industrial, Commercial, High Density Residential, Quarries):** Light purple areas, located in the surrounding municipalities.

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



11

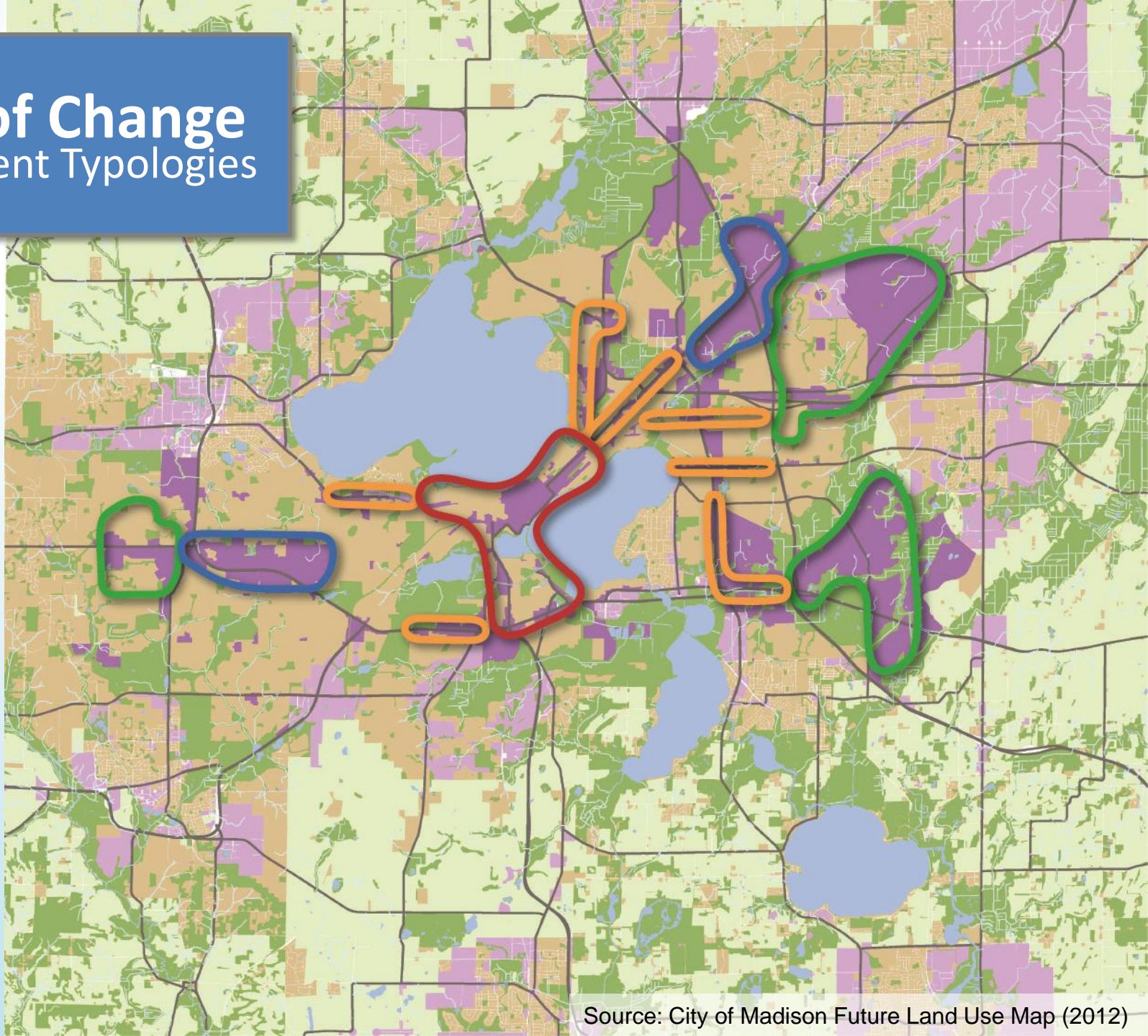


Source: City of Madison Future Land Use Map (2012)

Areas of Change

Development Typologies

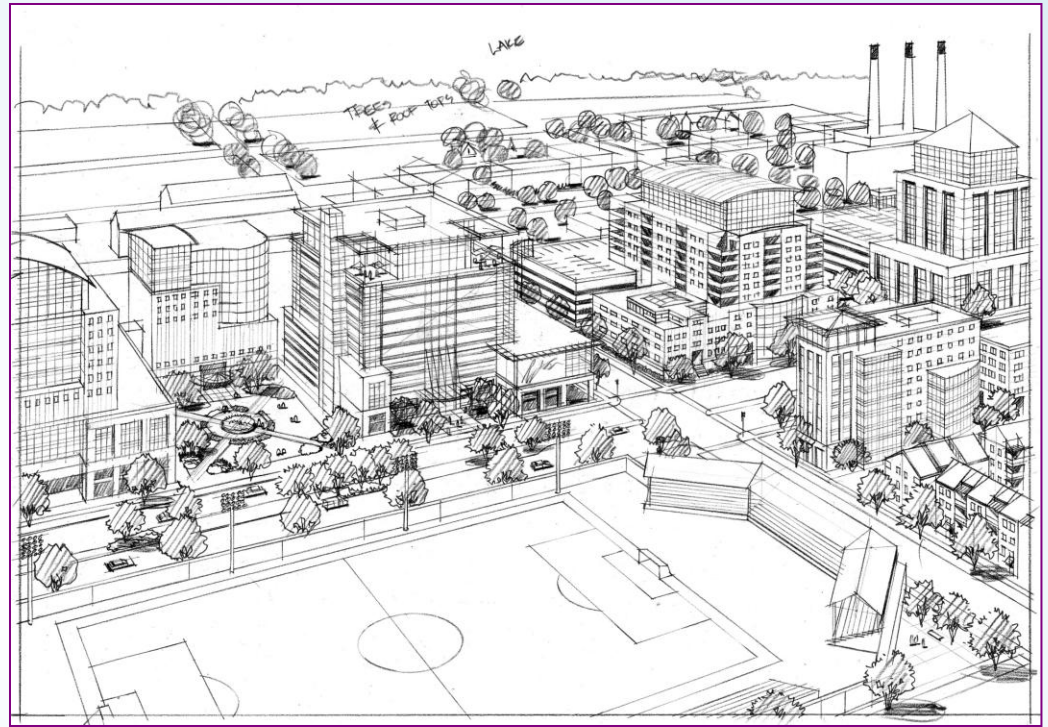
- Central City
- Urban Corridors
- Regional Retail and Employment Centers
- East/West New Growth Areas



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

“Activity Center” ***Planning***

- 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.)





DRAFT



OPTION ONE

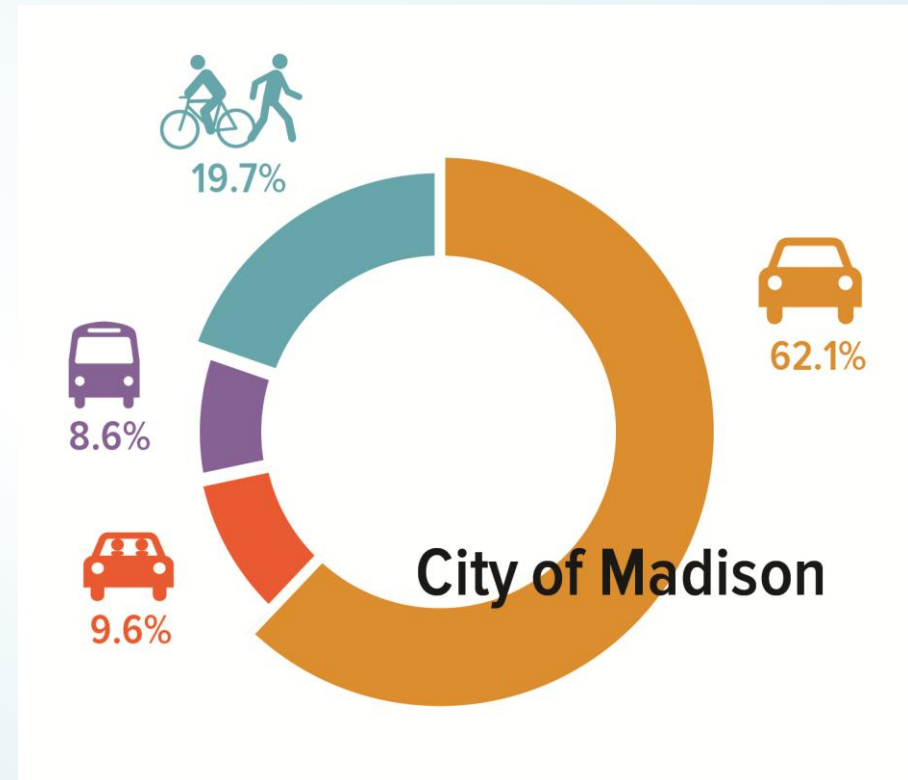
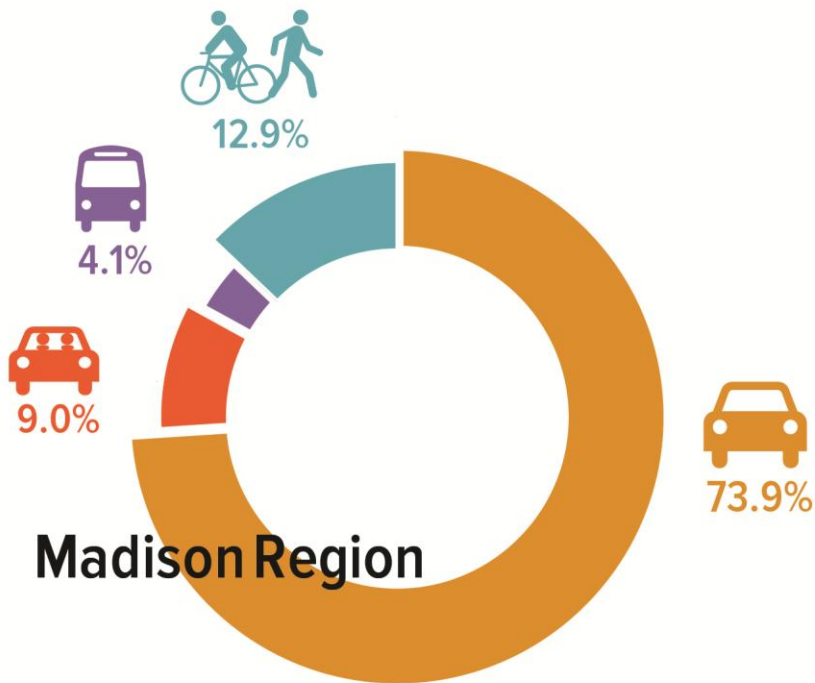
WESTGATE AREA CONCEPTUAL STUDY

Prepared by City Of Madison Planning Division

November 13, 2013

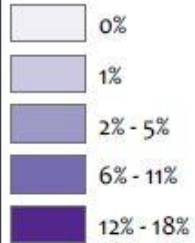
Activity Center Concept: Westgate

How do area residents travel to work?



Source: US Census American Community Survey, 2008-2012

Means of Transportation: Biking to Work By Census Tract

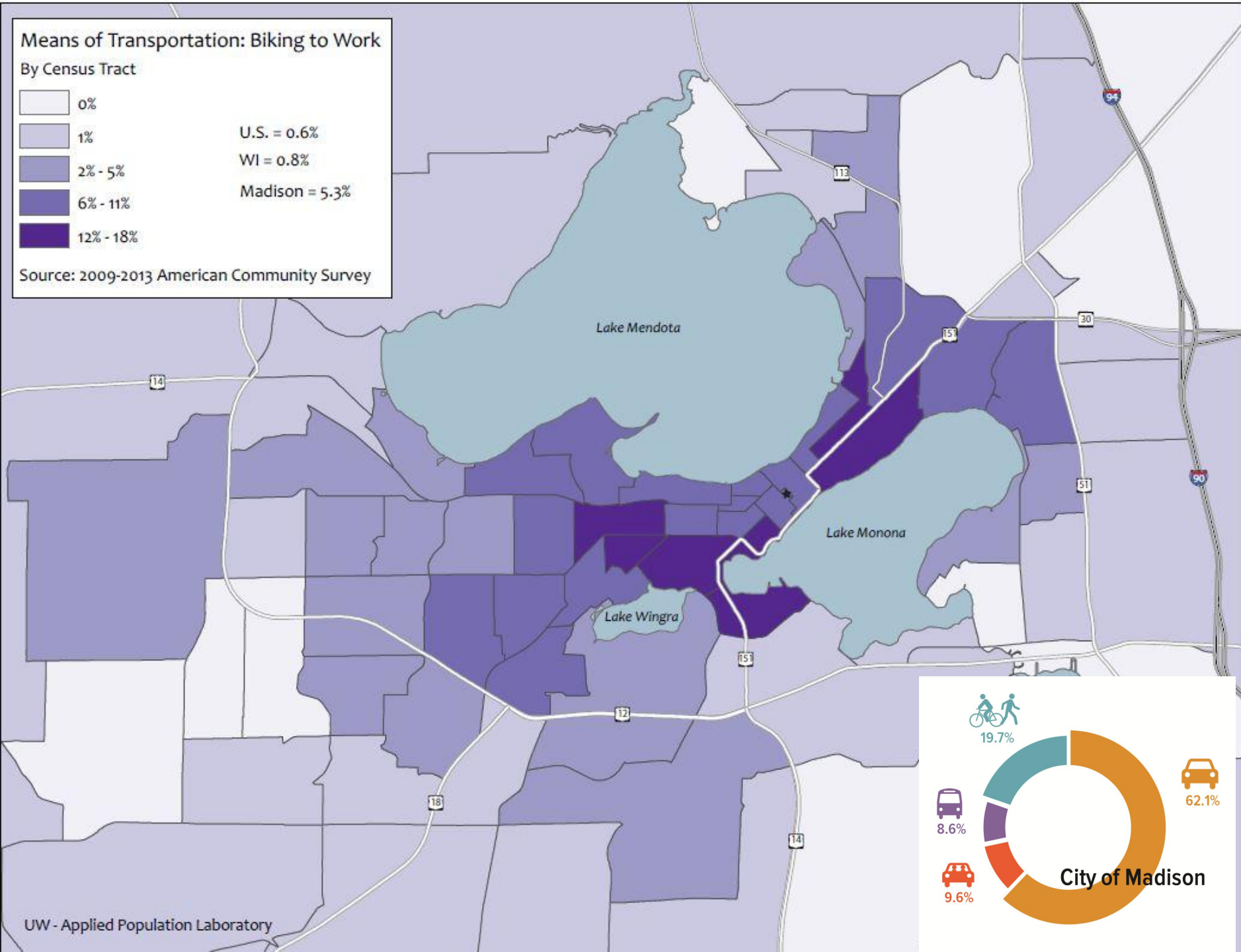


U.S. = 0.6%

WI = 0.8%

Madison = 5.3%

Source: 2009-2013 American Community Survey



19.7%



8.6%



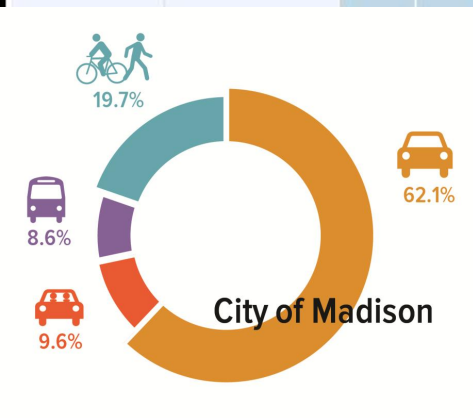
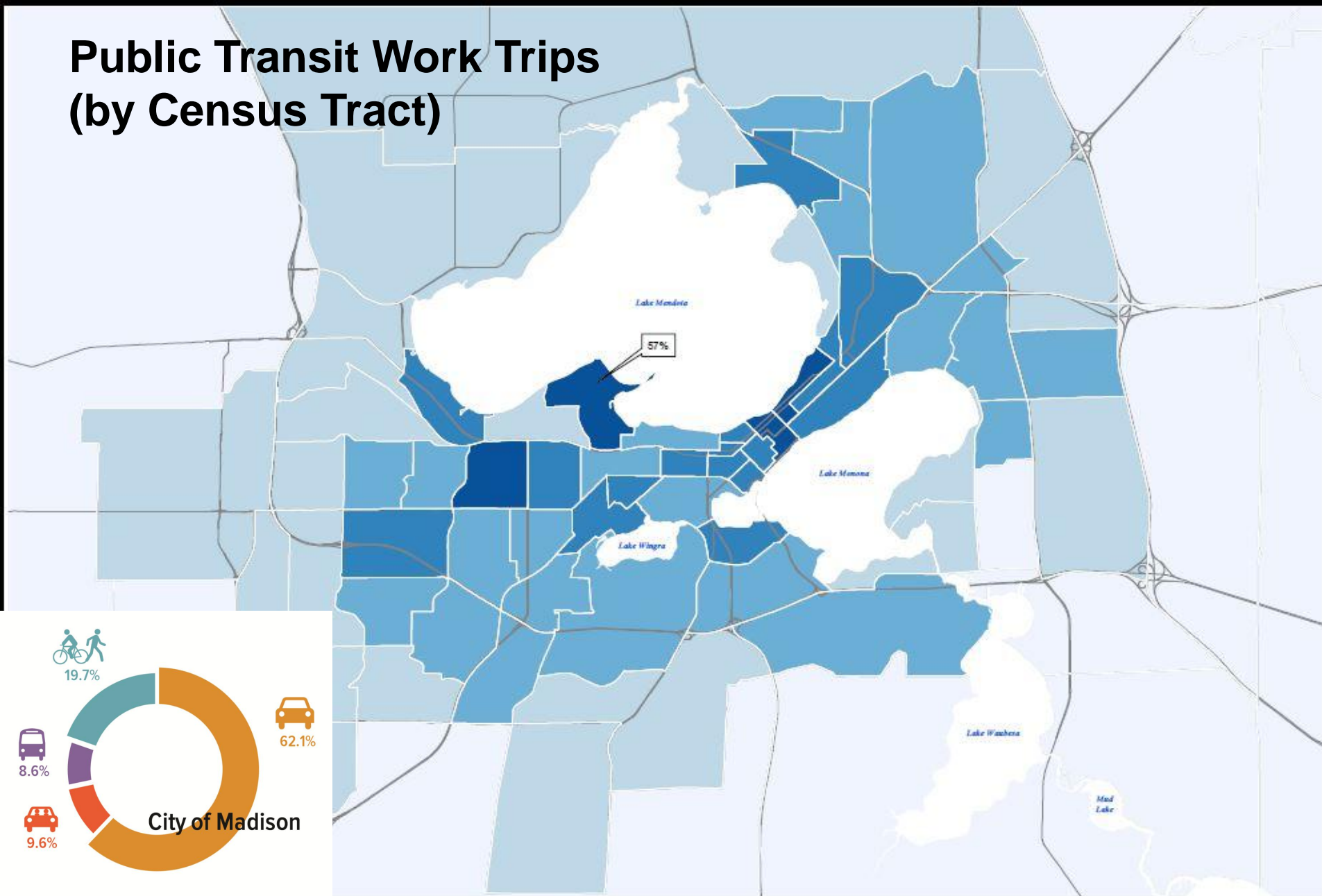
9.6%



62.1%

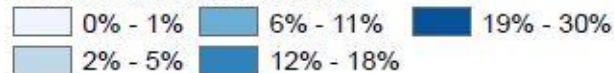
City of Madison

Public Transit Work Trips (by Census Tract)



Means of Transportation to Work: Public Transportation
By Census Tract

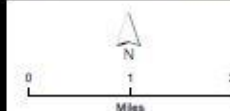
Percent of Total Commuters



Prepared by staff to the:

Madison Area
T.P.B.
Transportation Planning Board
A Division of the Planning Commission

Date Revised: 1/9/2015





Sustainable Madison Transportation Master Plan

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 

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

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

Sherman Avenue

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

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

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

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

Cottage Grove Road

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

Dutch Mill

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



Bus Rapid Transit (BRT)

Madison Urban Area System Proposal






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%

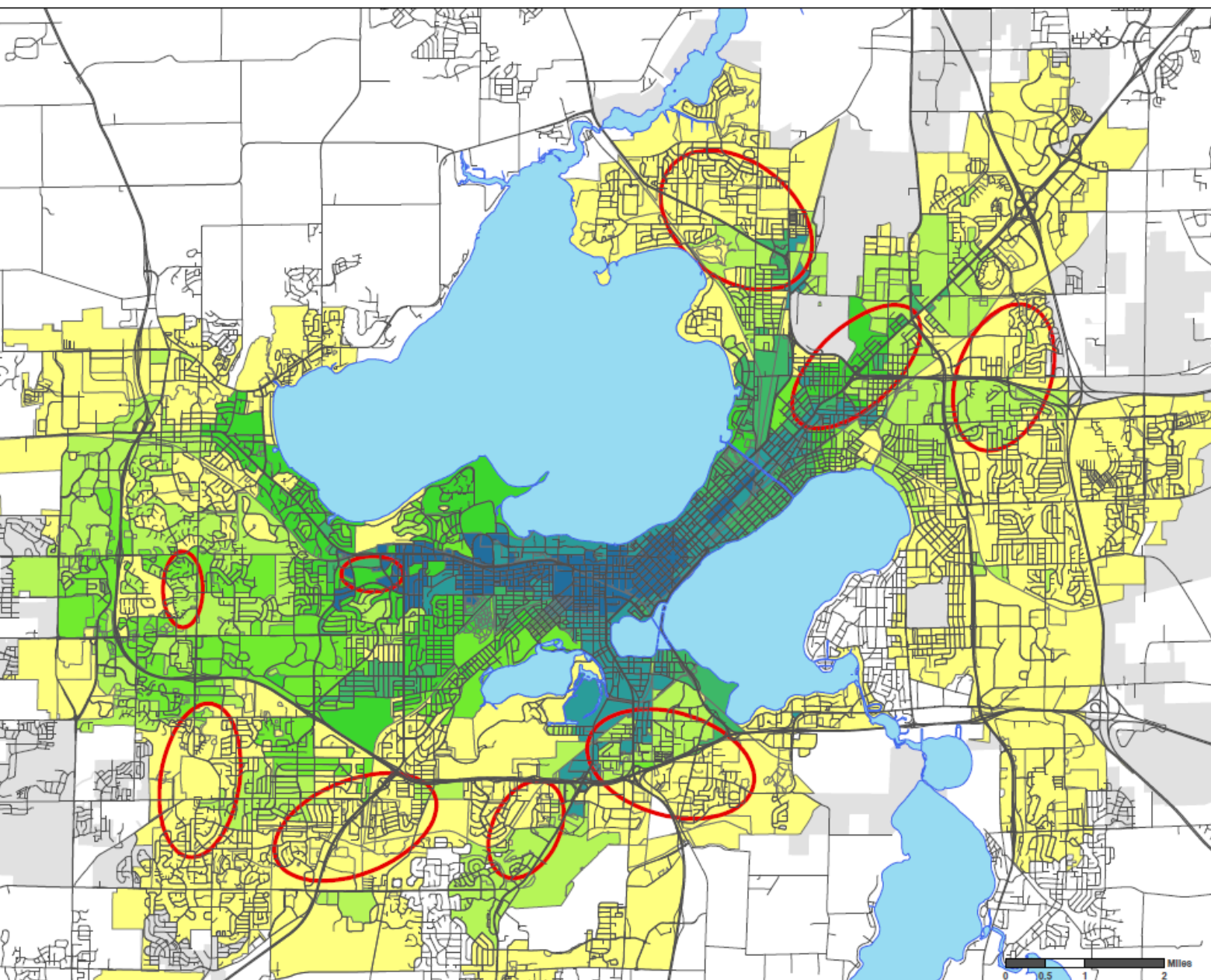
 50.1% - 65%

 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)

Potential Bus Rapid Transit (BRT) Routes

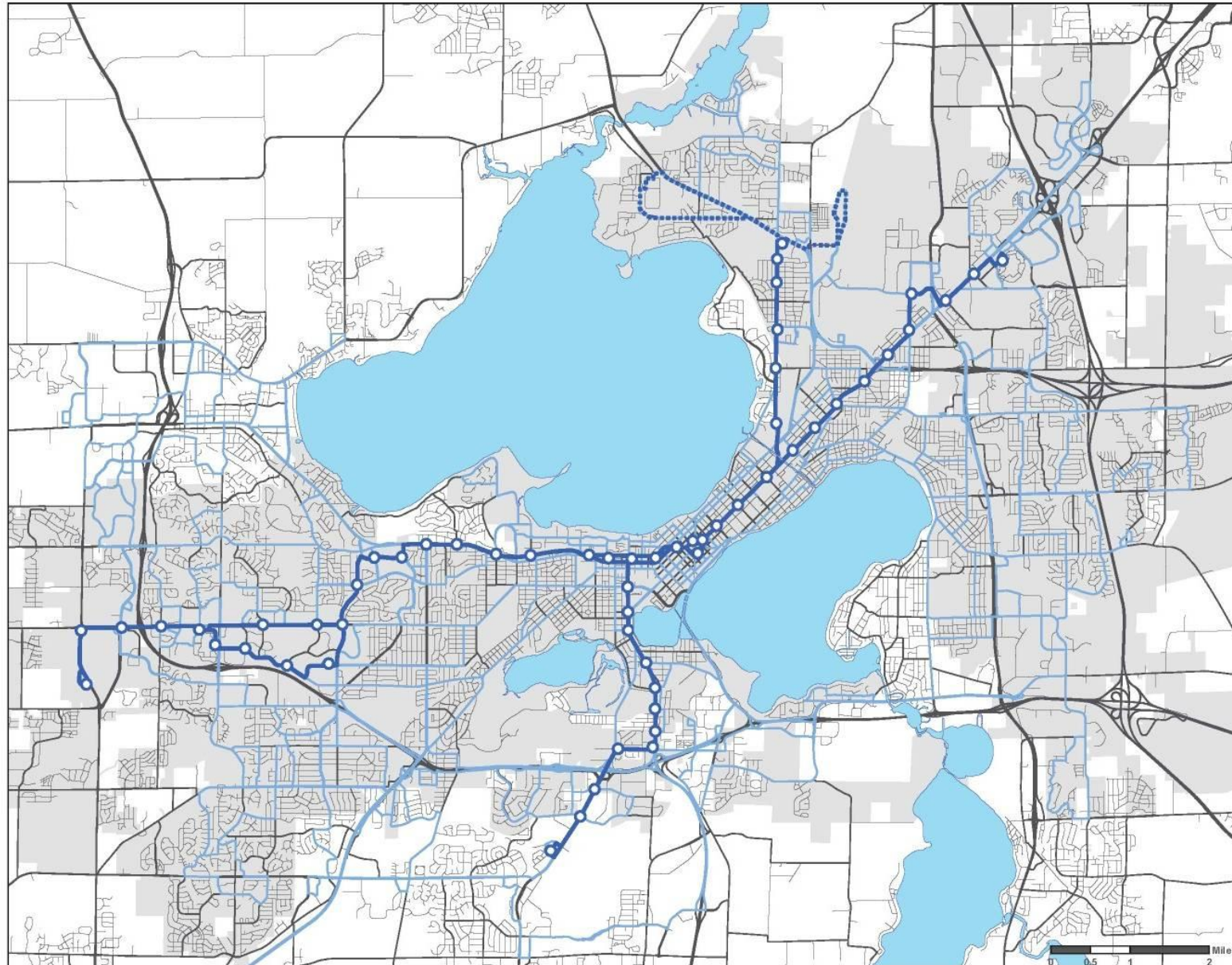


MADISON IN MOTION
Sustainable Transportation Master Plan

Future Transit

Bus Rapid Transit

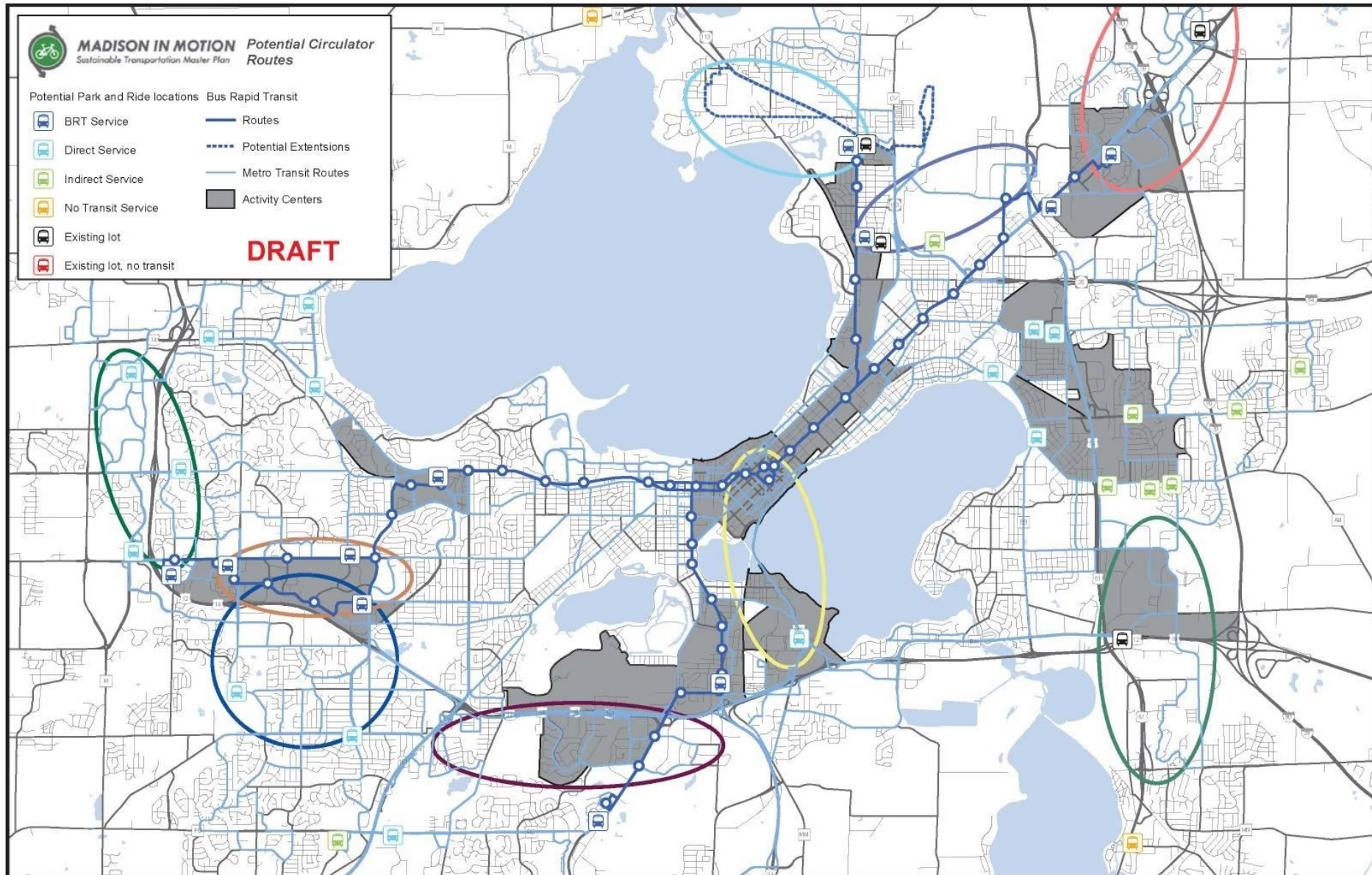
- Routes
- Potential Extensions
- BRT Stations
- Metro Transit Routes
- City of Madison



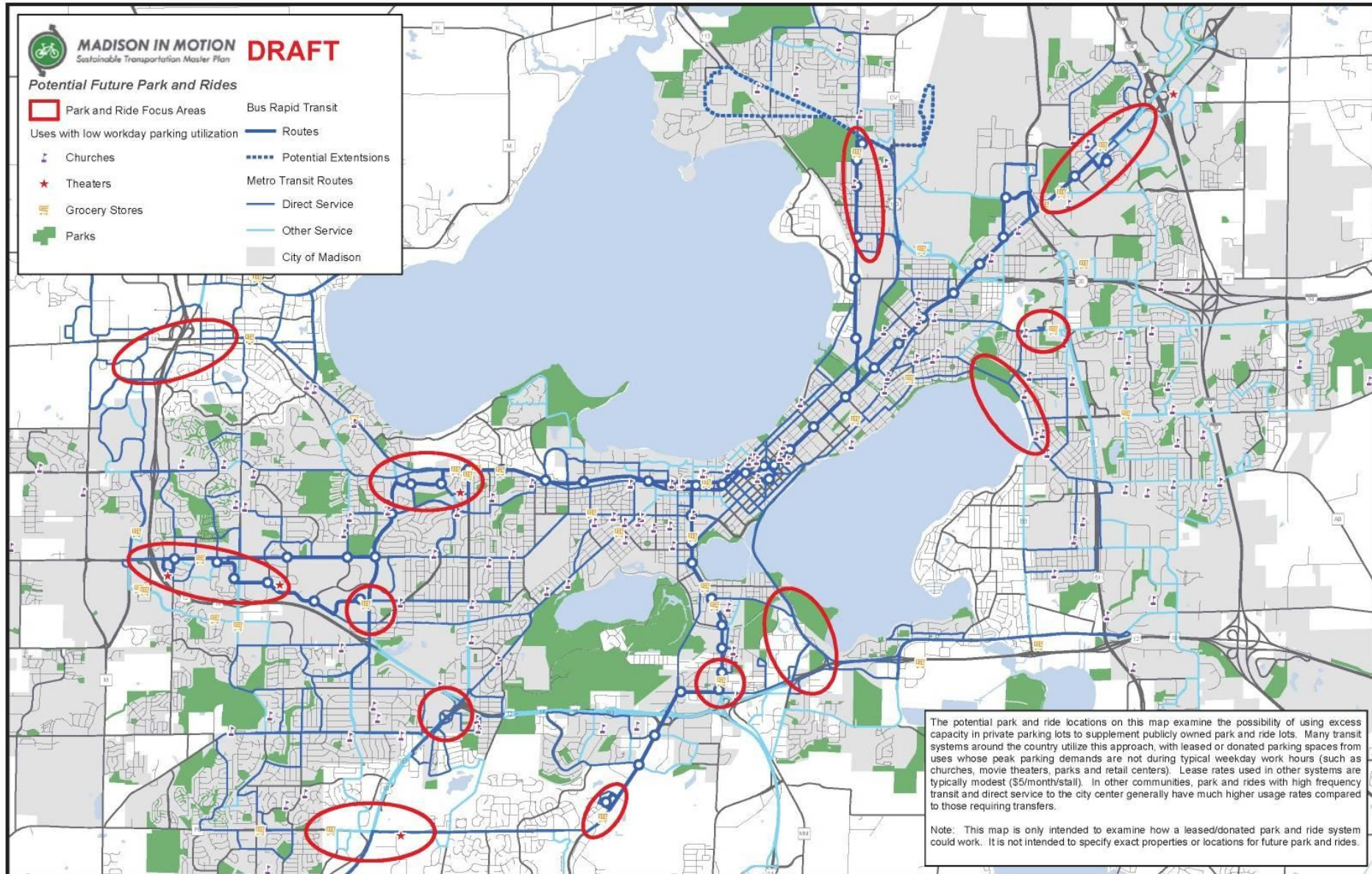
Source:
Madison Metro
MATPB (MPO)

February, 2016

First-Mile/Last-Mile Opportunities



Park and Ride Opportunities



Bicycle System Recommendations





Legend
 Proposed Off-Street Bikeways
 — Off-Street Path





Map 11 Existing and Proposed Bikeways

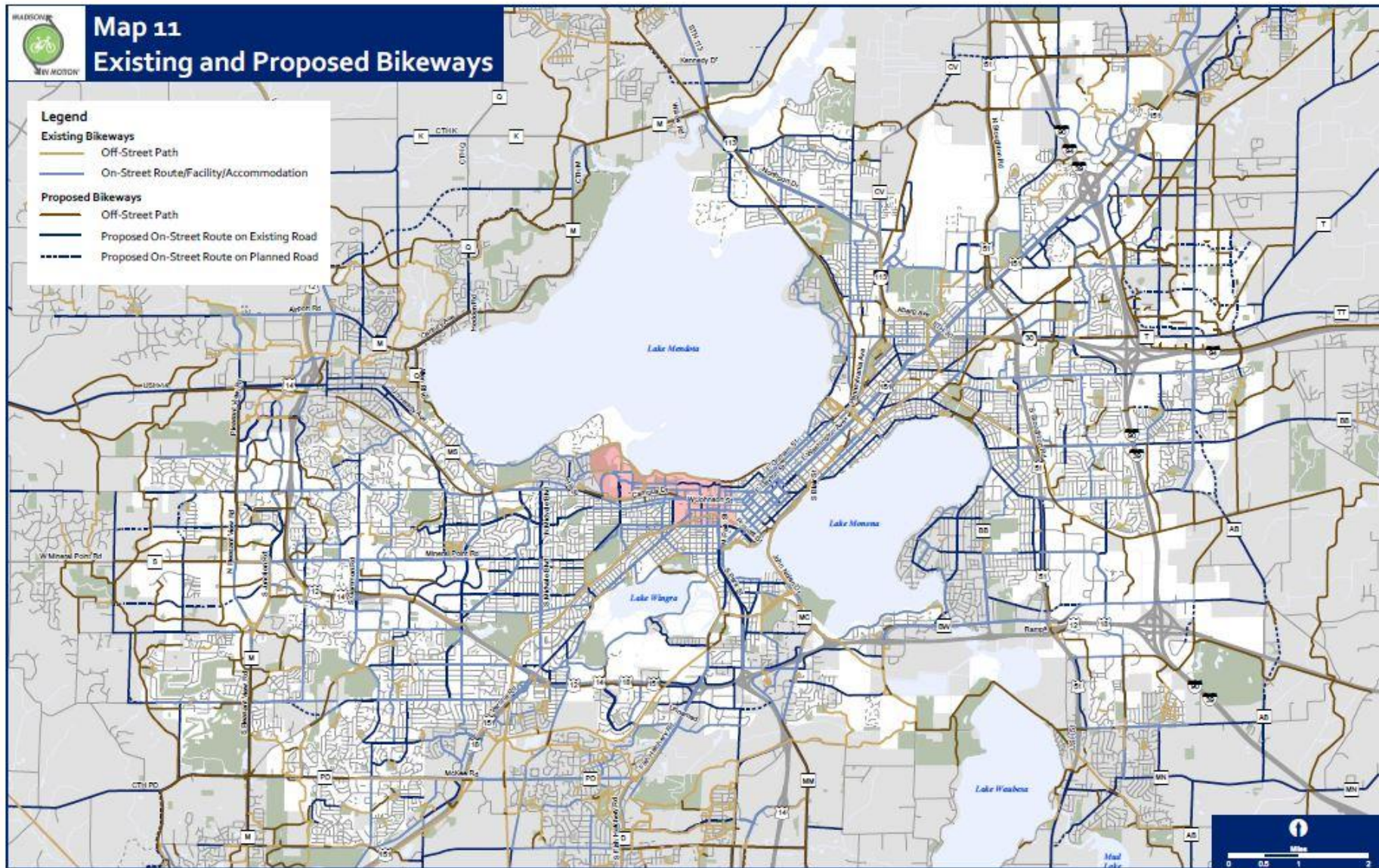
Legend

Existing Bikeways

- Off-Street Path
- On-Street Route/Facility/Accommodation

Proposed Bikeways

- Off-Street Path
- Proposed On-Street Route on Existing Road
- Proposed On-Street Route on Planned Road



Existing and Proposed Bikeways



Facility Best Practices



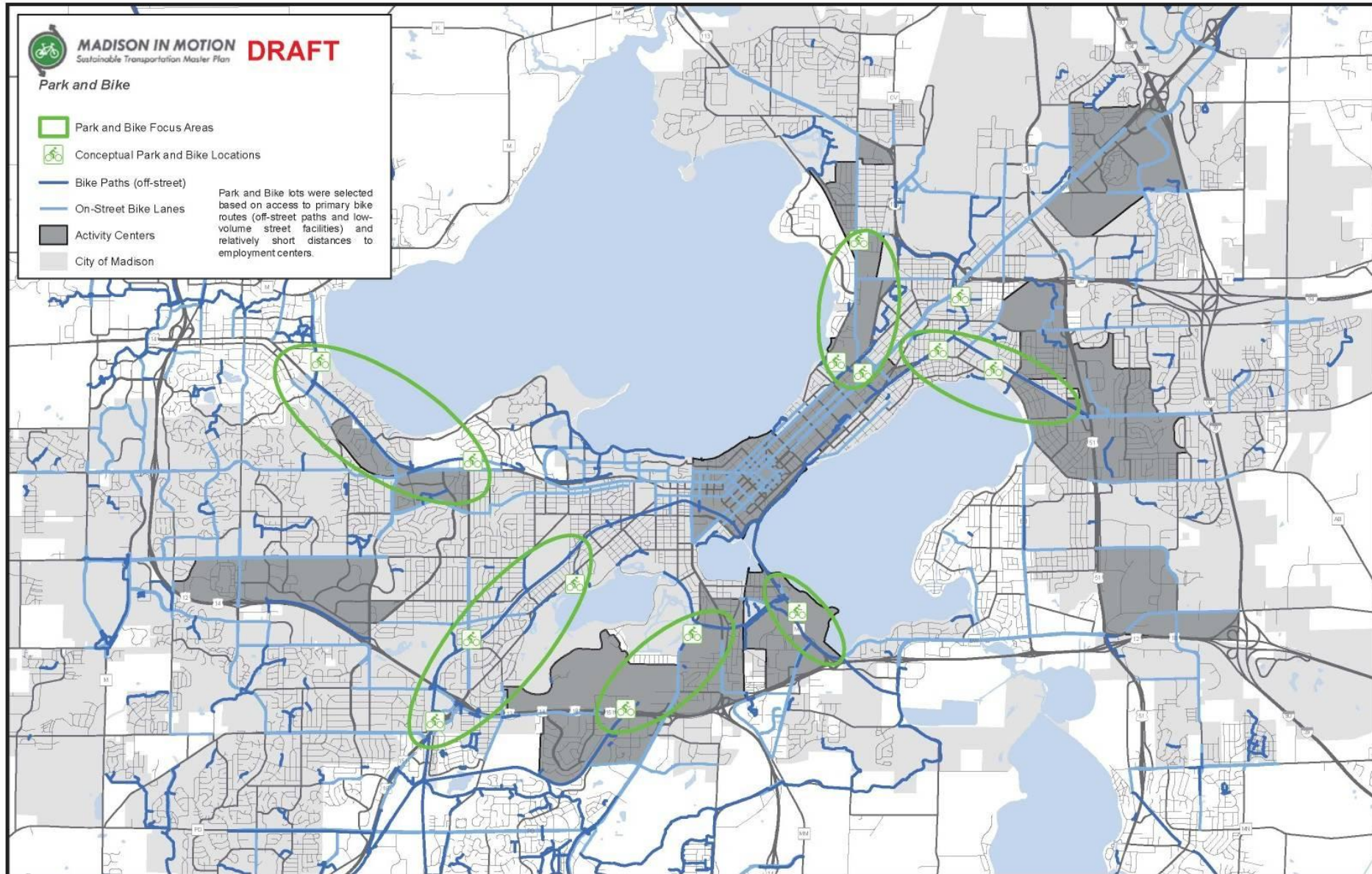


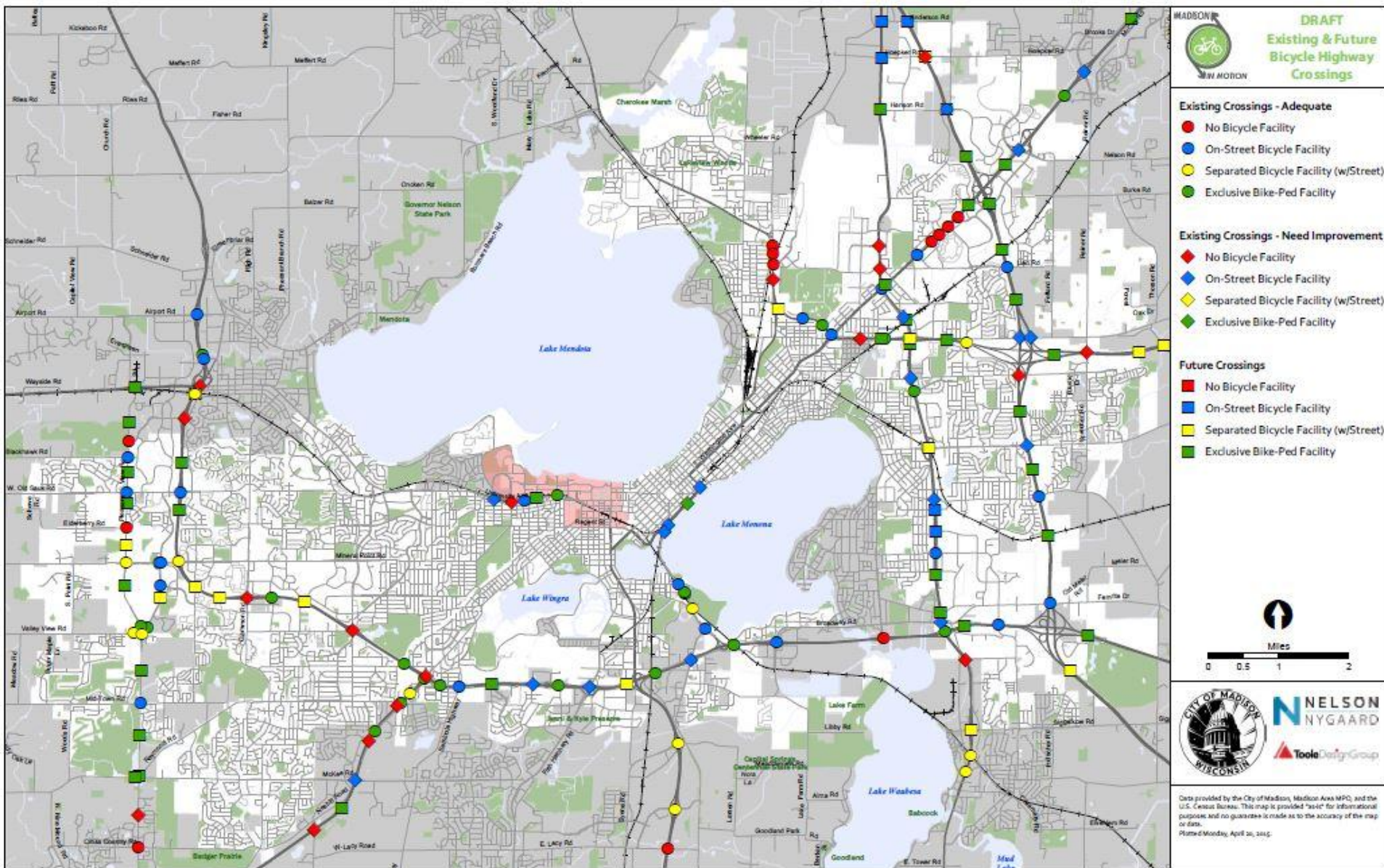
Buffered Bike Lane



Protected Bike Lanes

Park and Bike Opportunities





Bicycle/Pedestrian Facility Crossing Evaluation

Addressing System Gaps & Barriers

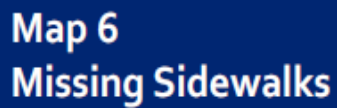


MADISON



IN MOTION

Pedestrian Network

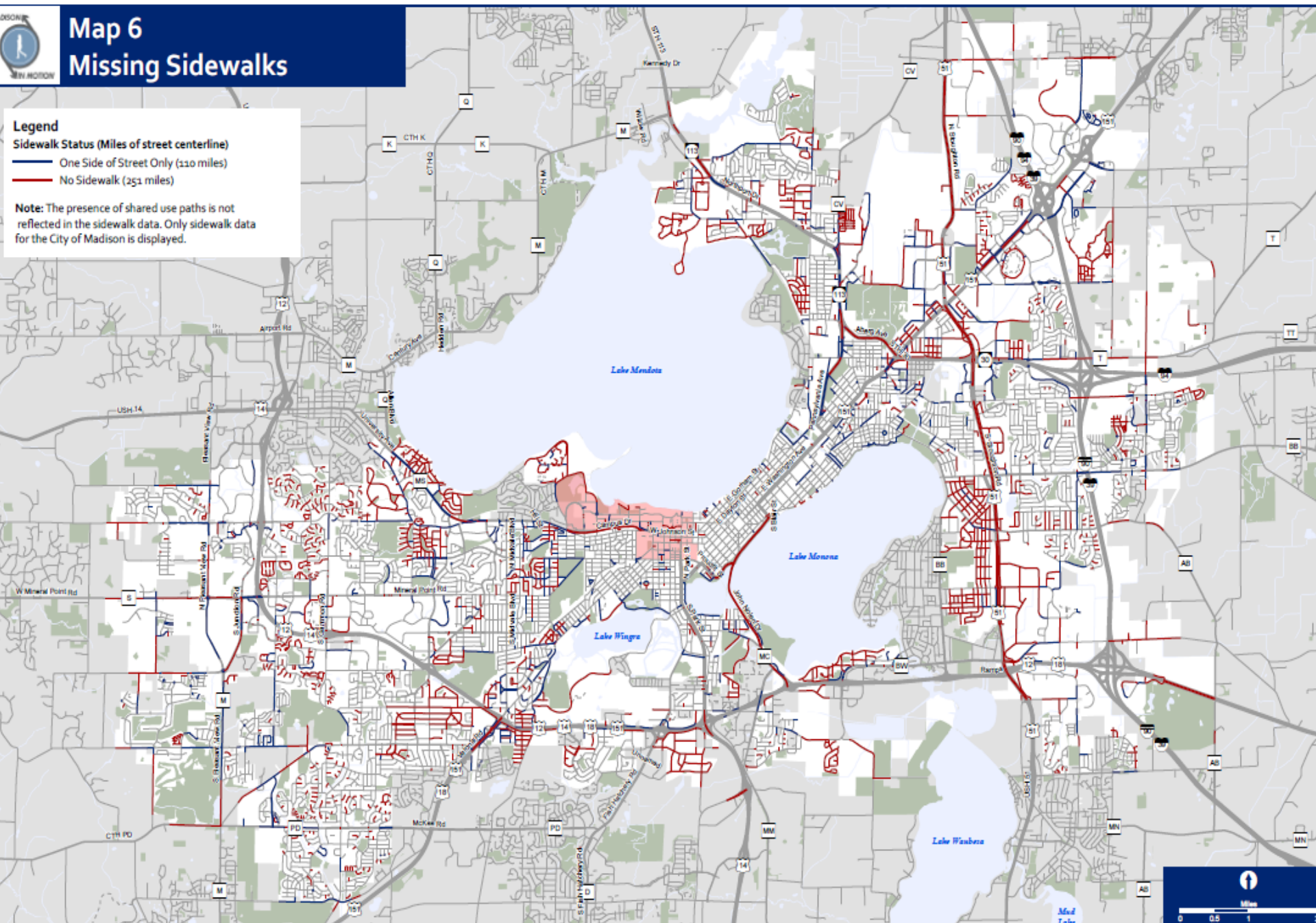


Map 6 Missing Sidewalks

Sidewalk Status (Miles of street centerline)

- One Side of Street Only (110 miles)
— No Sidewalk (251 miles)

Note: The presence of shared use paths is not reflected in the sidewalk data. Only sidewalk data for the City of Madison is displayed.



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

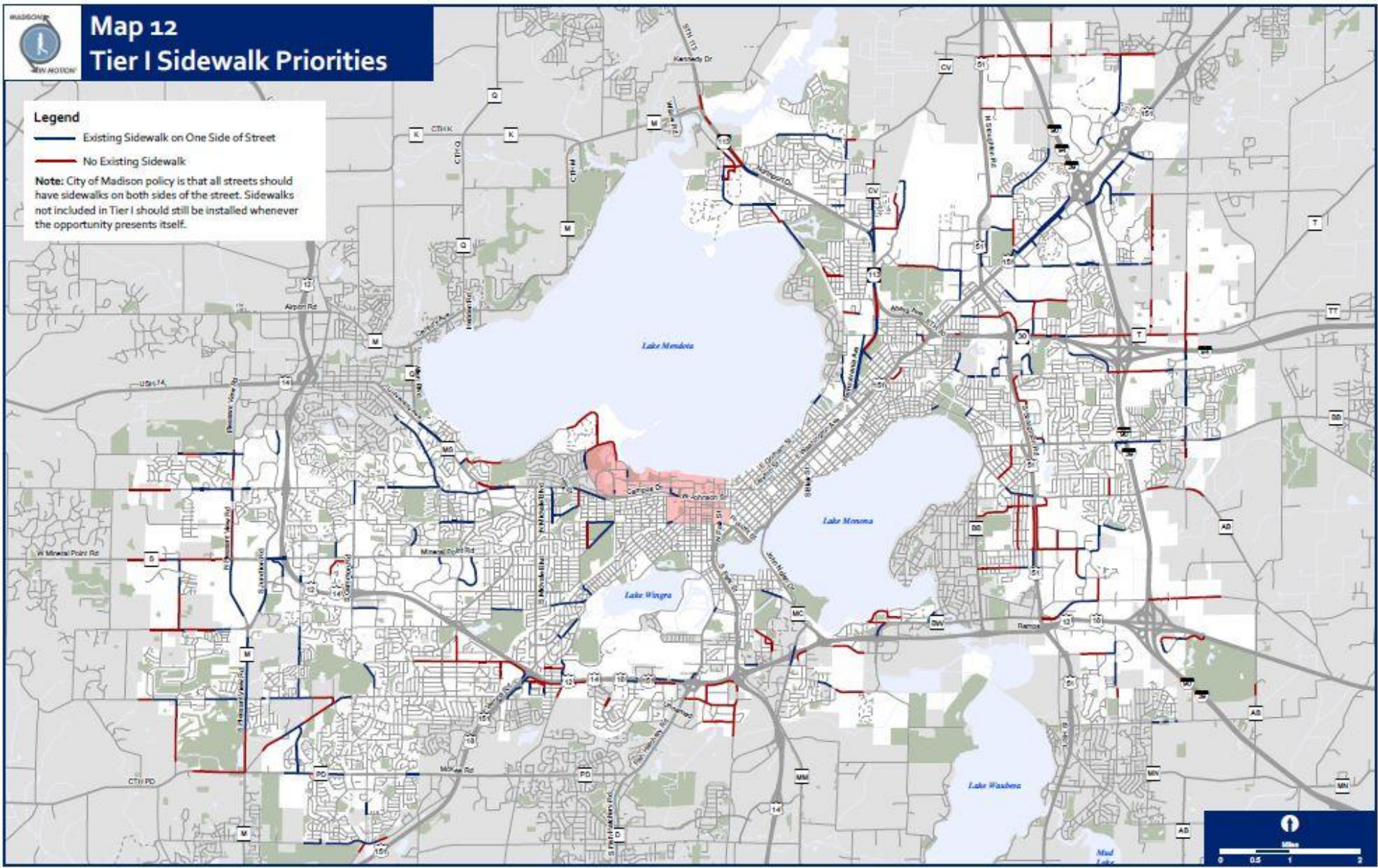


Map 12 Tier I Sidewalk Priorities

Legend

- Existing Sidewalk on One Side of Street
- No Existing Sidewalk

Note: City of Madison policy is that all streets should have sidewalks on both sides of the street. Sidewalks not included in Tier I should still be installed whenever the opportunity presents itself.



Recommended Tier I Sidewalk Facilities



Pedestrian Facility Best Practices





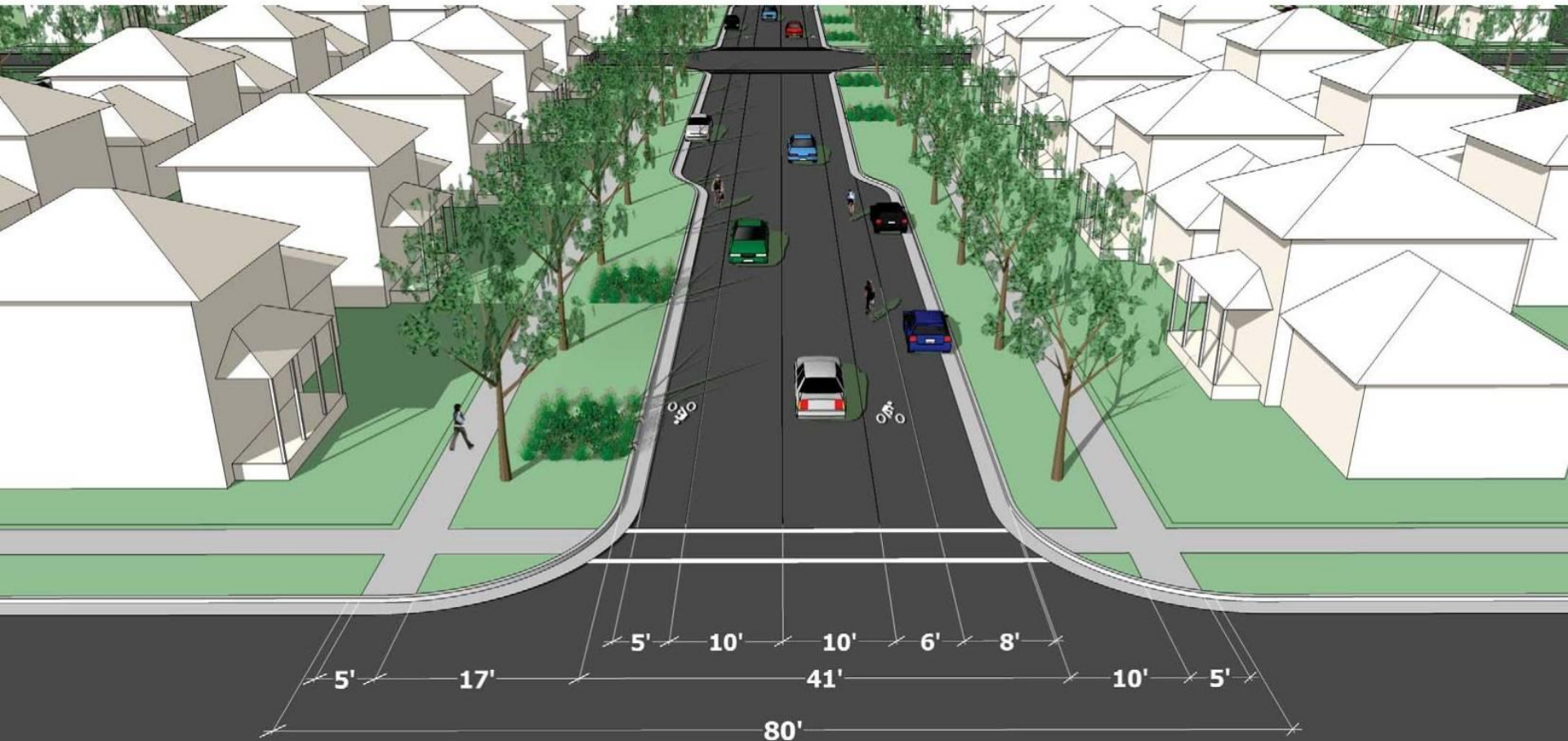
Streets and Roadway Recommendations





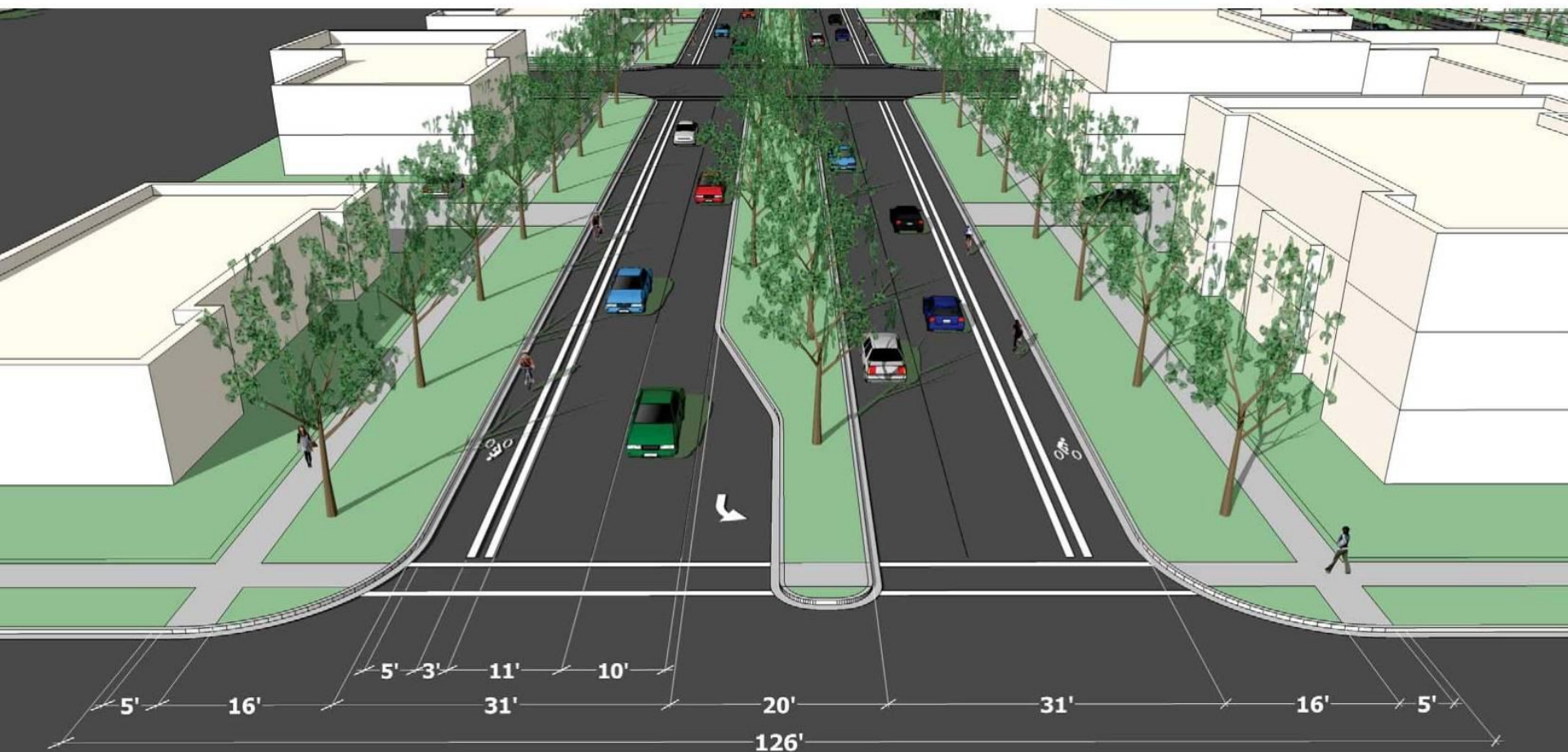
Street Typologies - Collector Chicane

Sustainable Madison
Transportation Master Plan



Street Typologies - Arterial Buffered Bike Lane

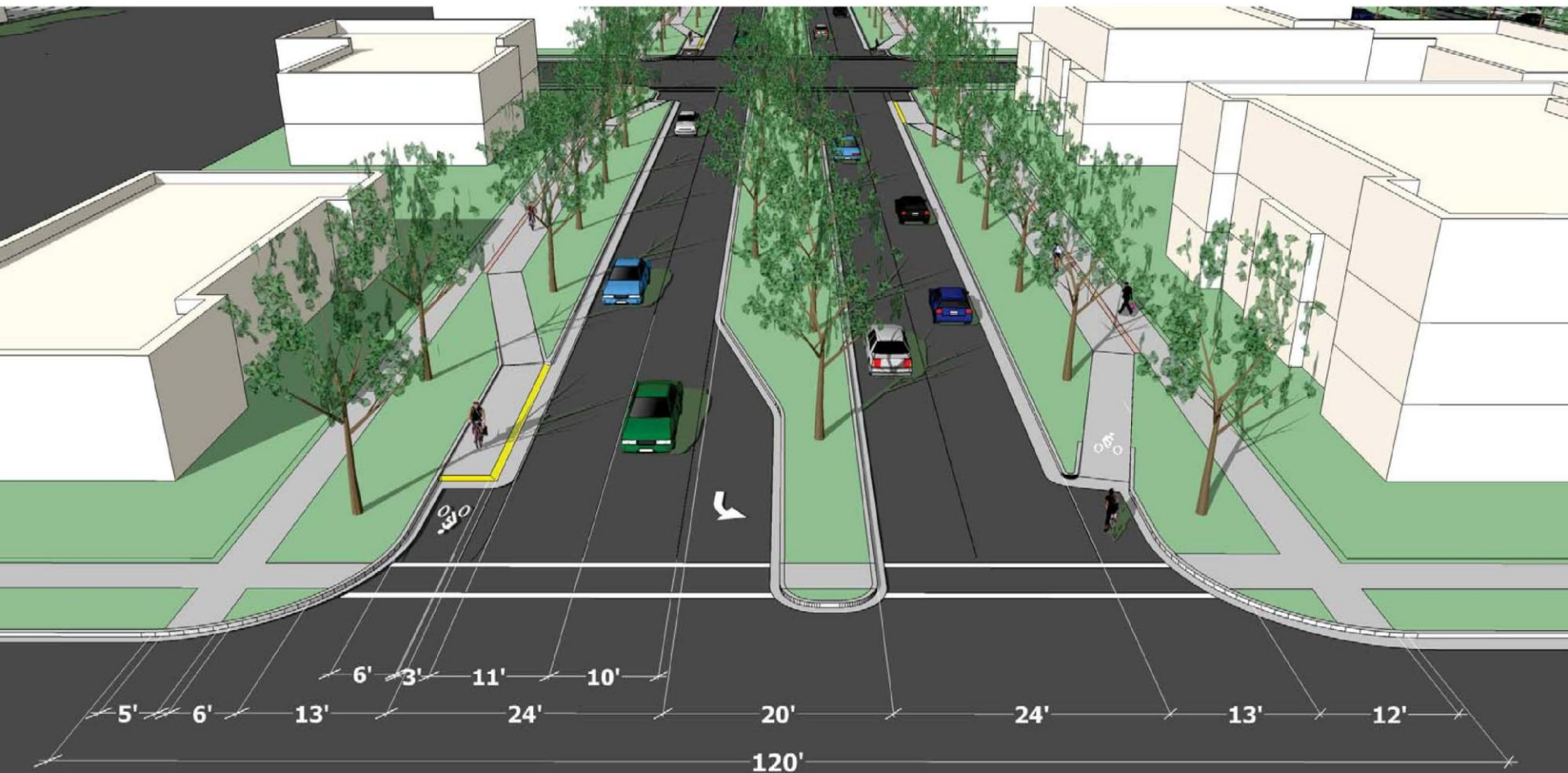
*Sustainable Madison
Transportation Master Plan*





Street Typologies - Arterial Cycle Track

Sustainable Madison
Transportation Master Plan





Transportation Demand Management (TDM)

Recommendations (Follow-Up Planning/Refinement)

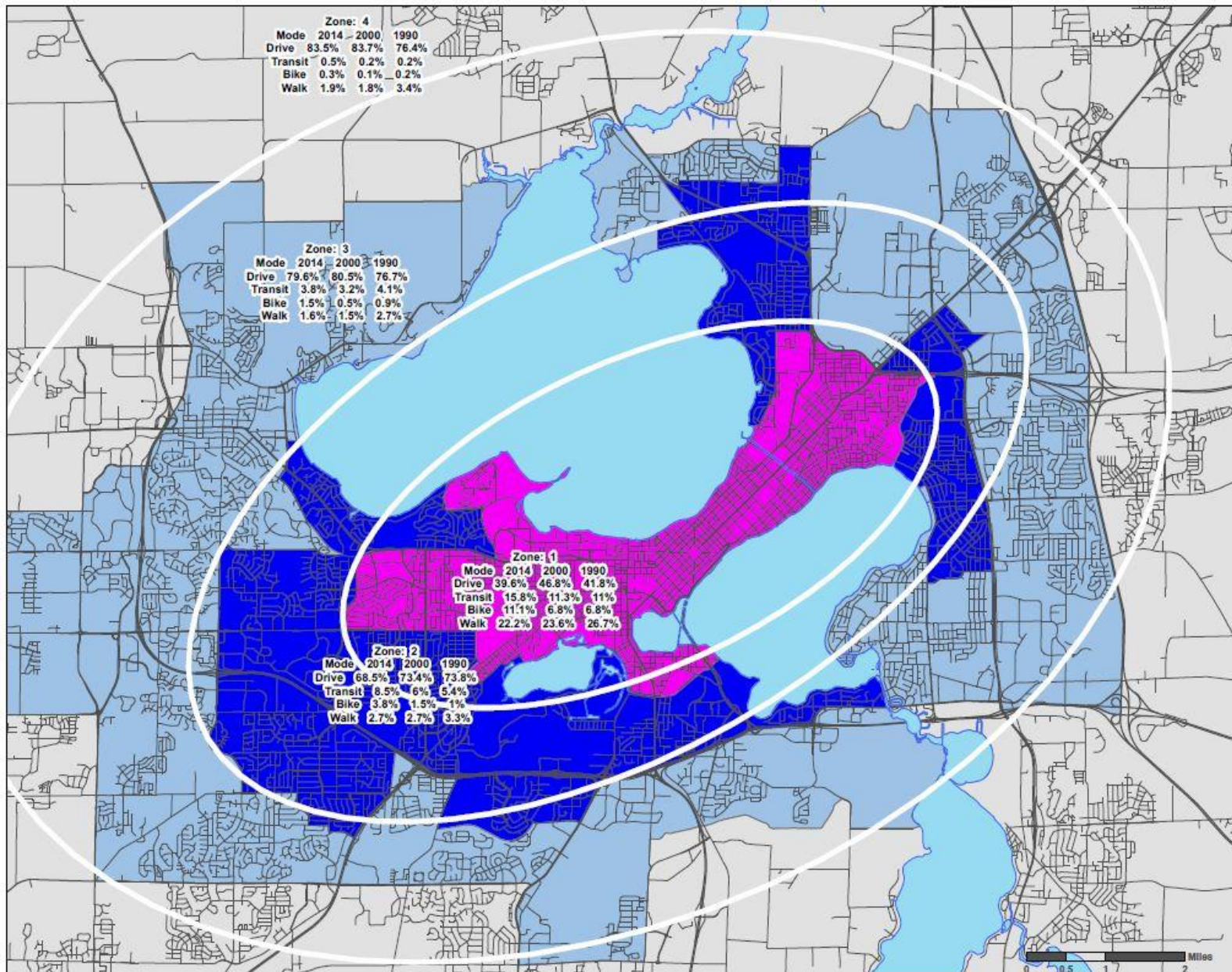
→ Institute employer-based **Transportation Demand Management (TDM)** measures as part of a comprehensive City-wide TDM program, in order to enhance the desirability of non single-occupancy vehicle (SOV)-based transportation modes – including public transit, ridesharing, bicycle and pedestrian transportation.

→ 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, 2018

Madison in Motion: Next Steps

- **Develop Planning and Project Priorities**
 - Follow-Up Planning Activities
 - Identify Projects: Near-Term Capital & Operating Budgets
- **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: 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



