

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/Networks)
- Facility Design Best Practices/Innovative Service Delivery
- Follow-Up Planning and Refinement (e.g., TDP, BRT start-up, Metro route restructure)
 - NOT a program of individual projects
 - MiM help guide planning/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)
- Millennials (100 State)

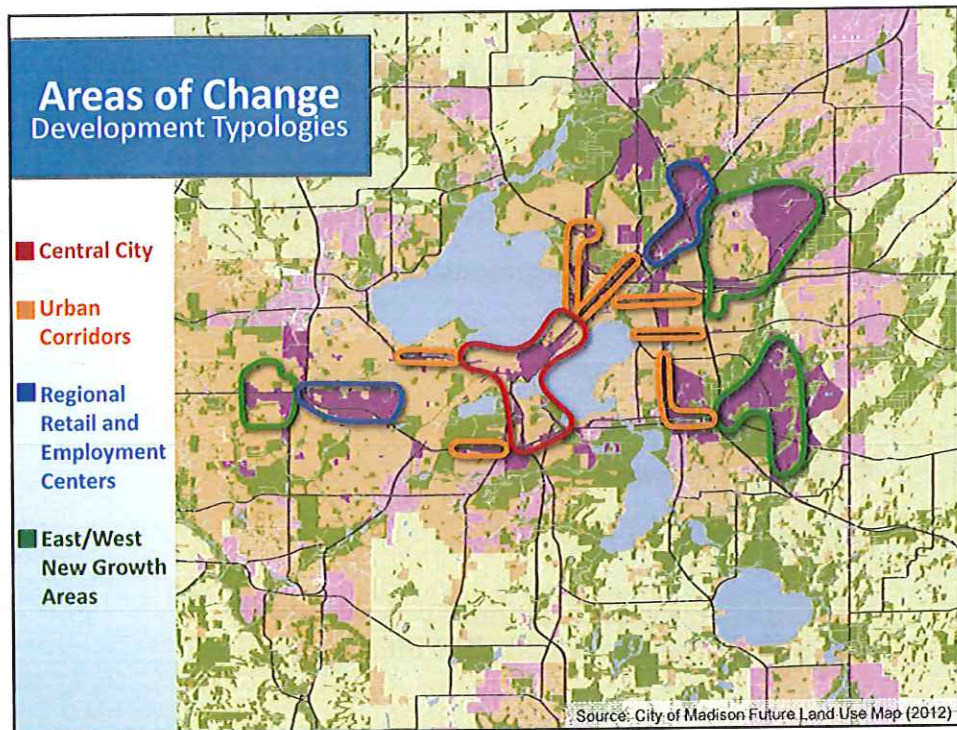
-Feedback via Project Web Page

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



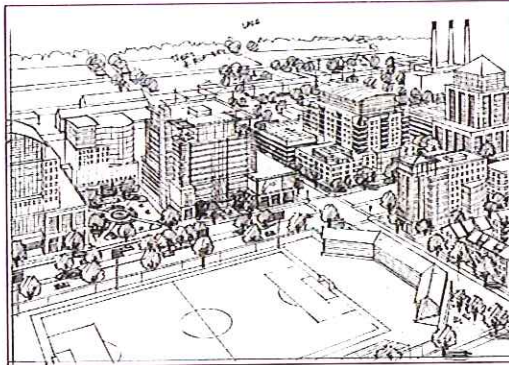
Land Use & Transportation System Coordination



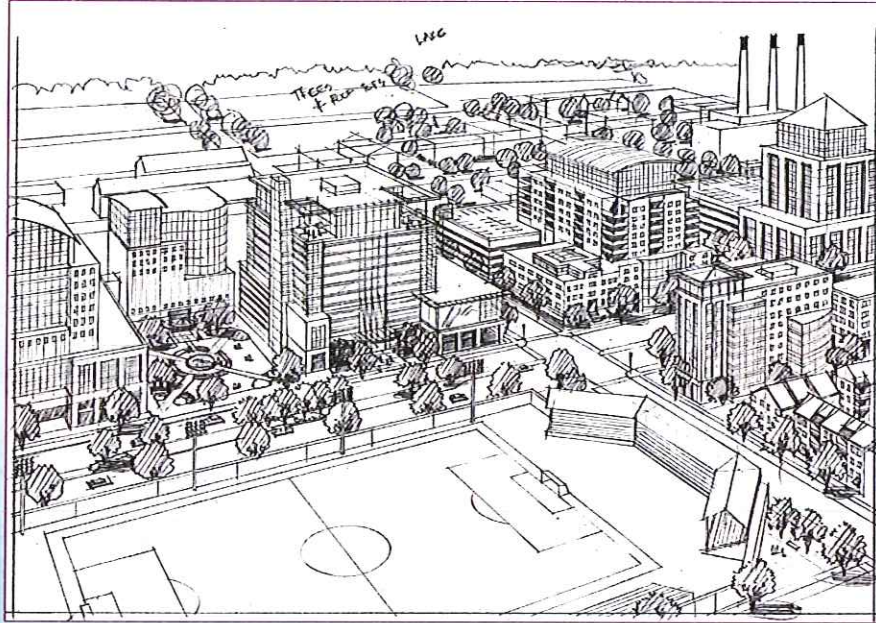


"Activity Center" Planning

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

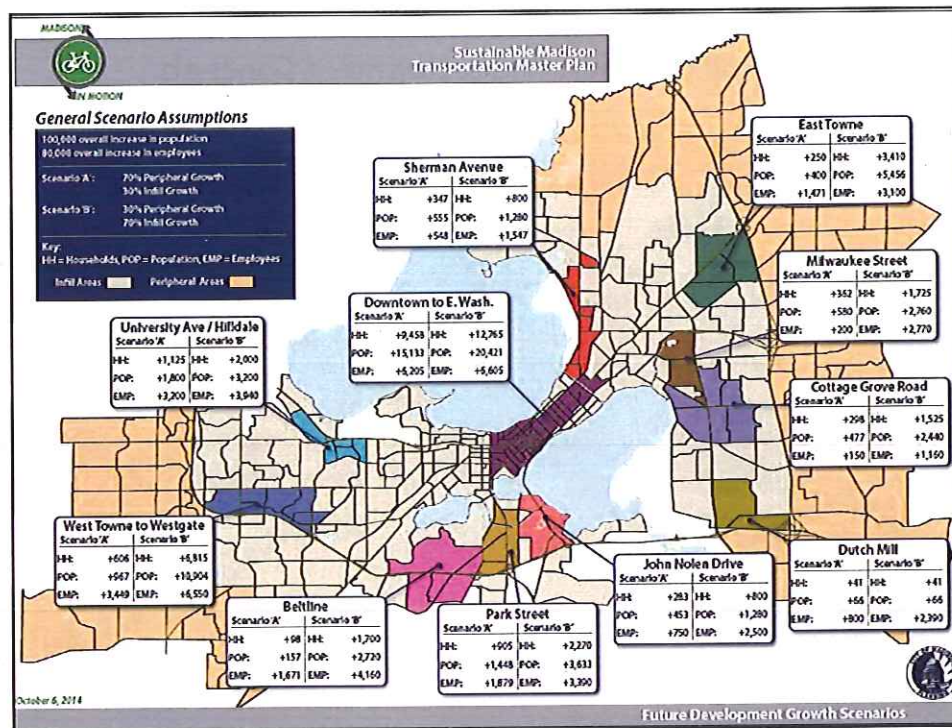


East Rail Corridor: Redevelopment Concepts

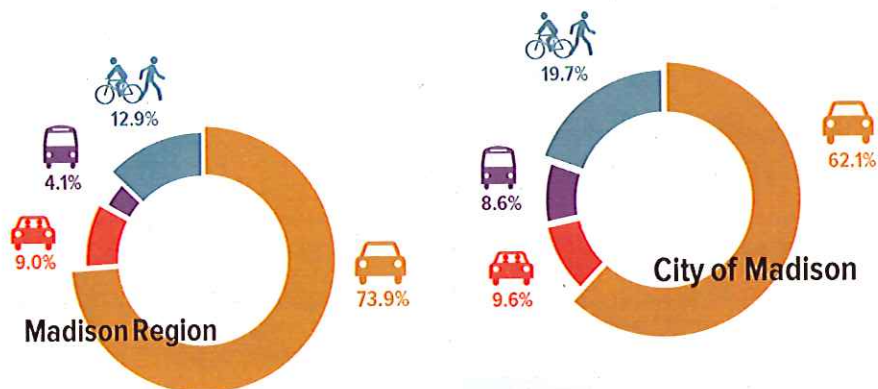


Neighborhood-Scale Activity Center: Node Concepts

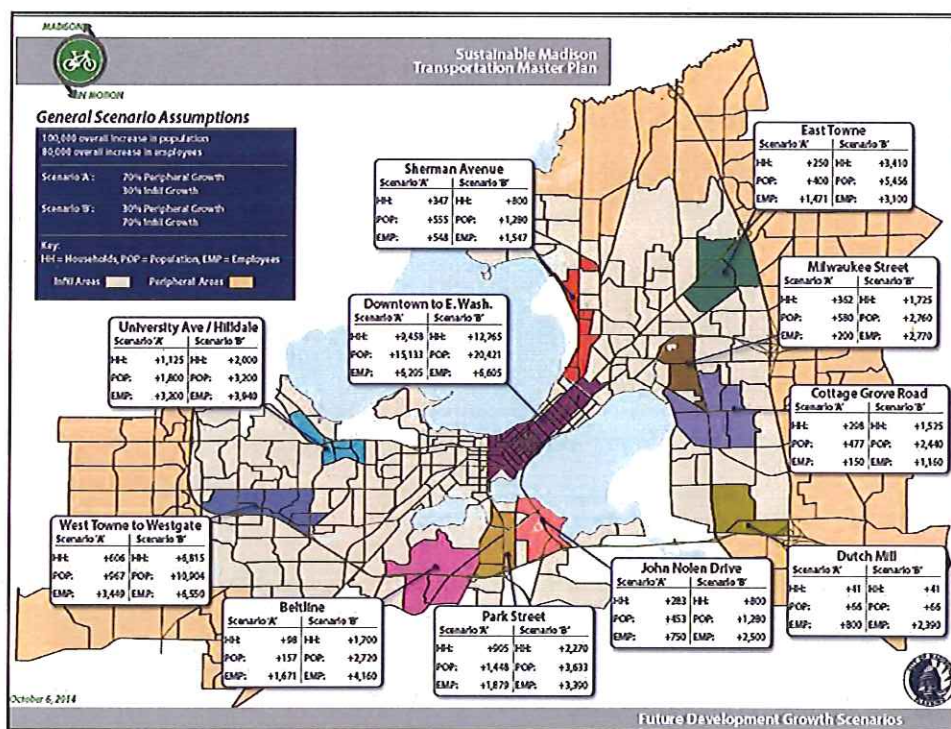
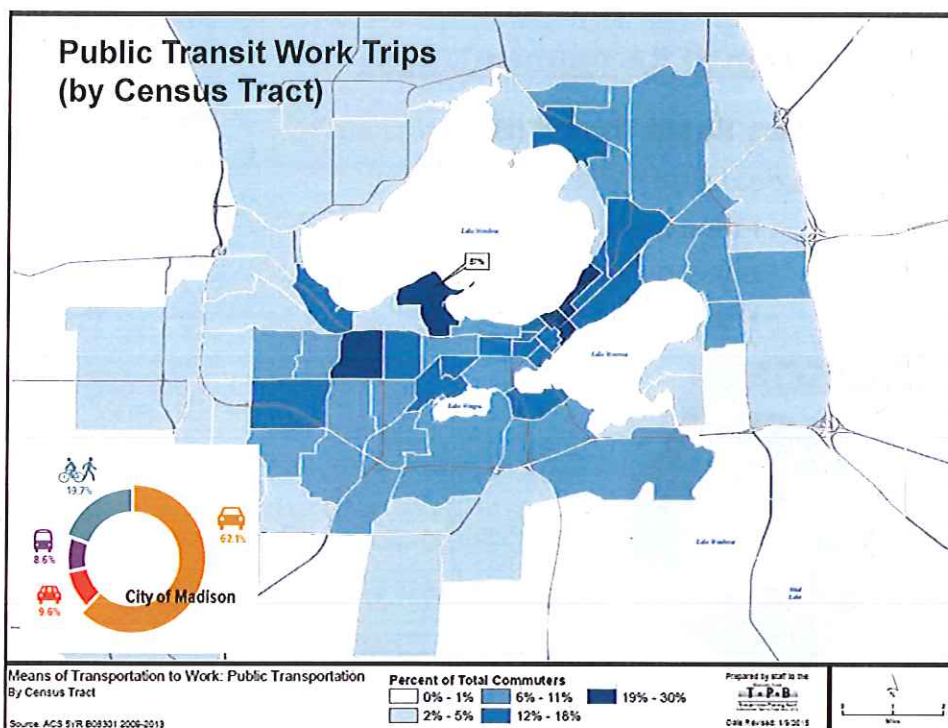




How do area residents travel to work?



Source: US Census American Community Survey, 2008-2012



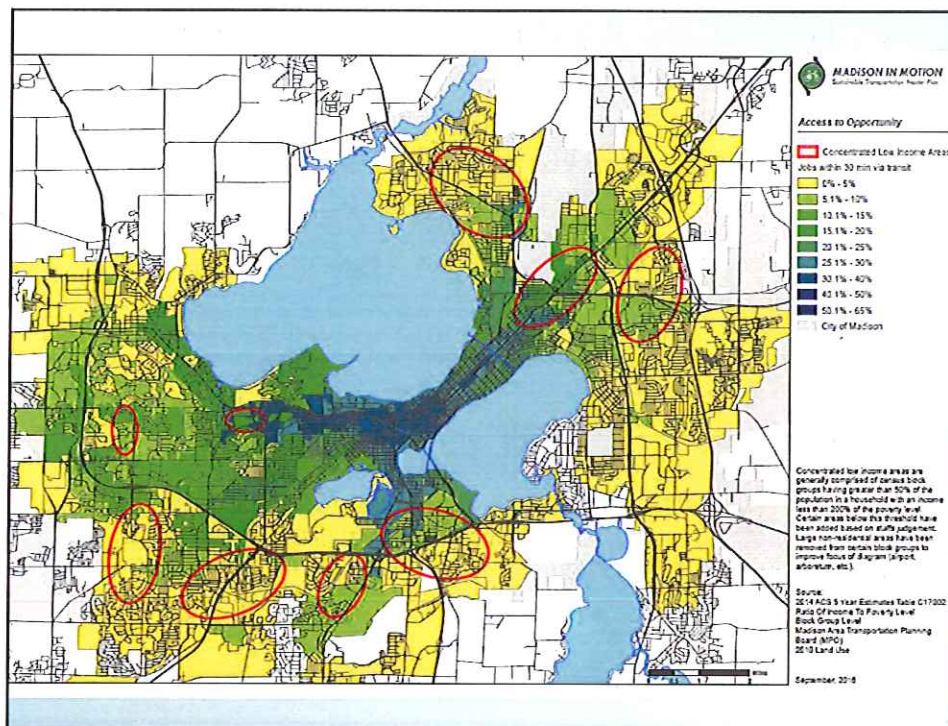
Public Transit Recommendations

- Bus Rapid Transit (BRT)
- Local Bus Coordination
 - Park-and-Ride
 - First-Mile/Last-Mile
 - Regional Transit Finance



Bus Rapid Transit (BRT) *Madison Urban Area System Proposal*



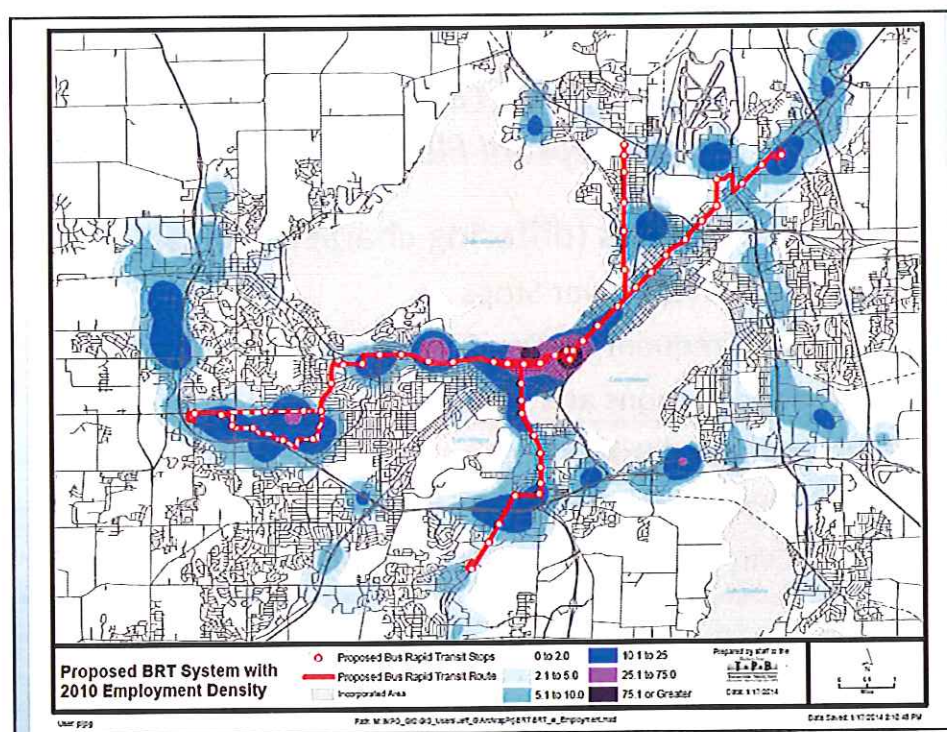
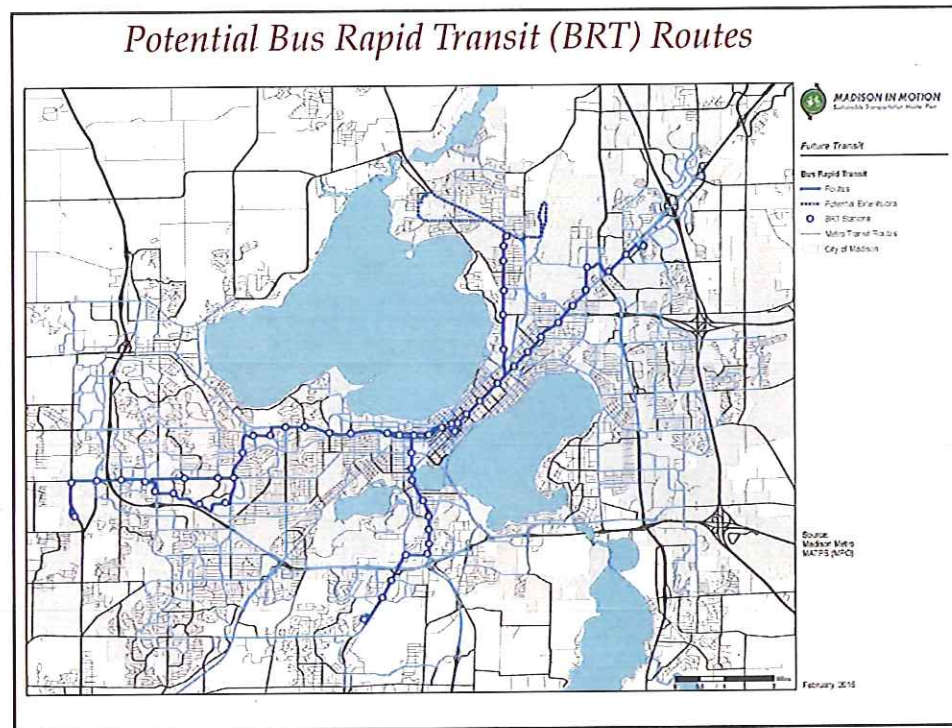


Bus Rapid Transit (BRT)

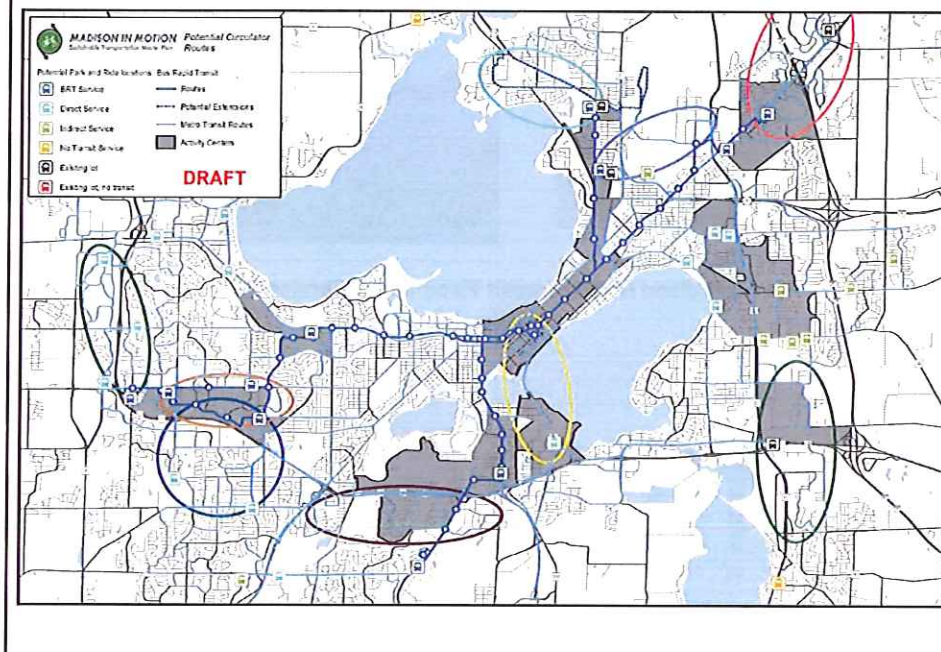
Conceptual Elements

BRT vs. Local Bus (differing characteristics)

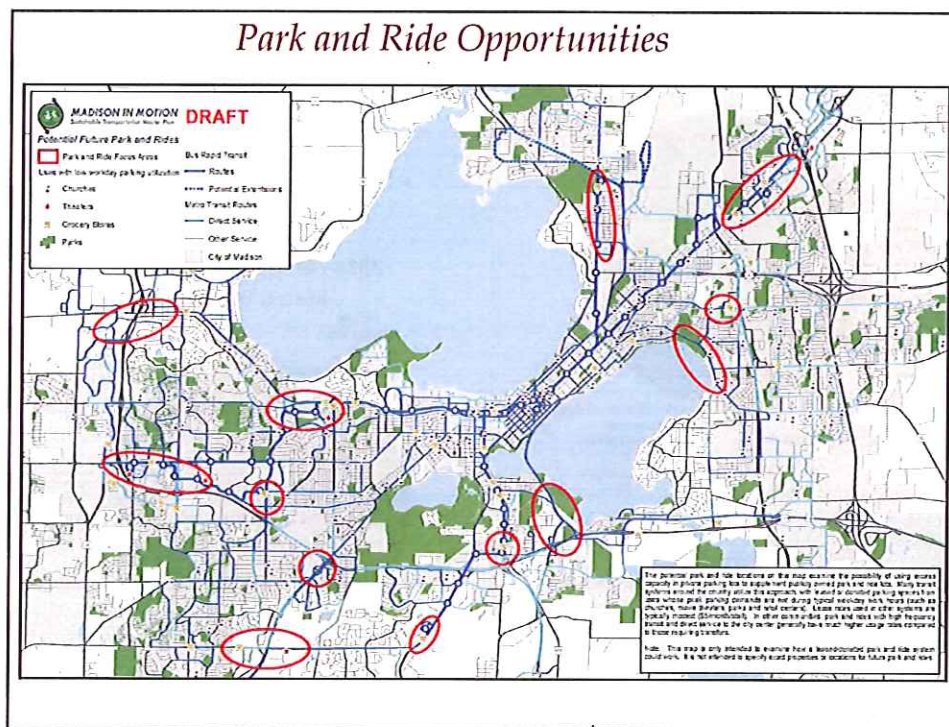
- Direct Routes/Fewer Stops
- Simple, Frequent All-Day Service (every 10-15 min.)
- Branded Stations and Buses
- Transit Signal Priority
- Off-Board Fare Payment
- Bus-Only Lanes (median or curb; full or partial)

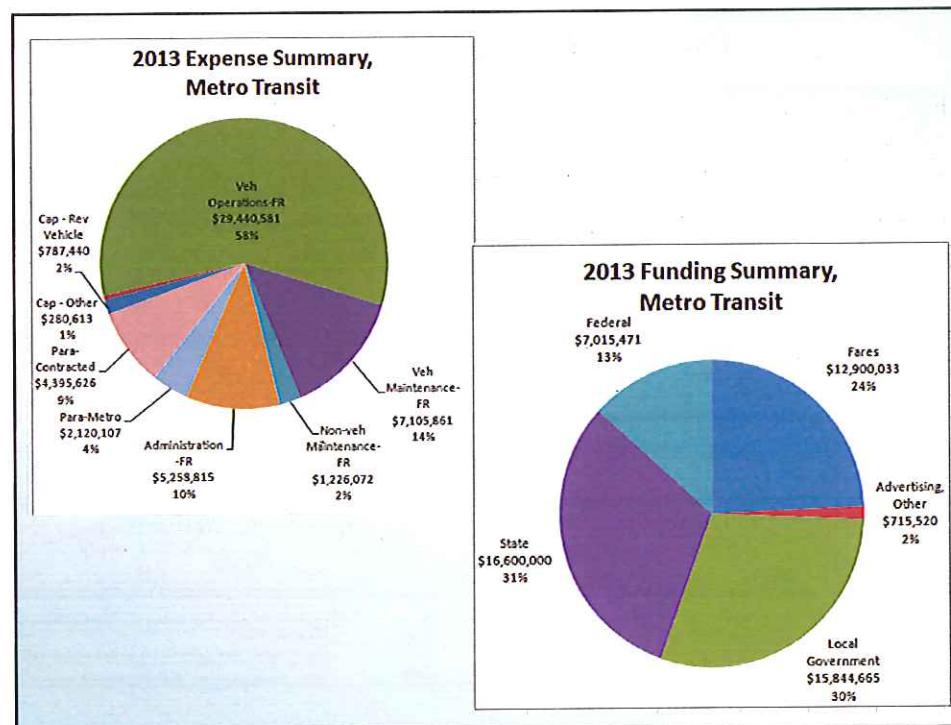
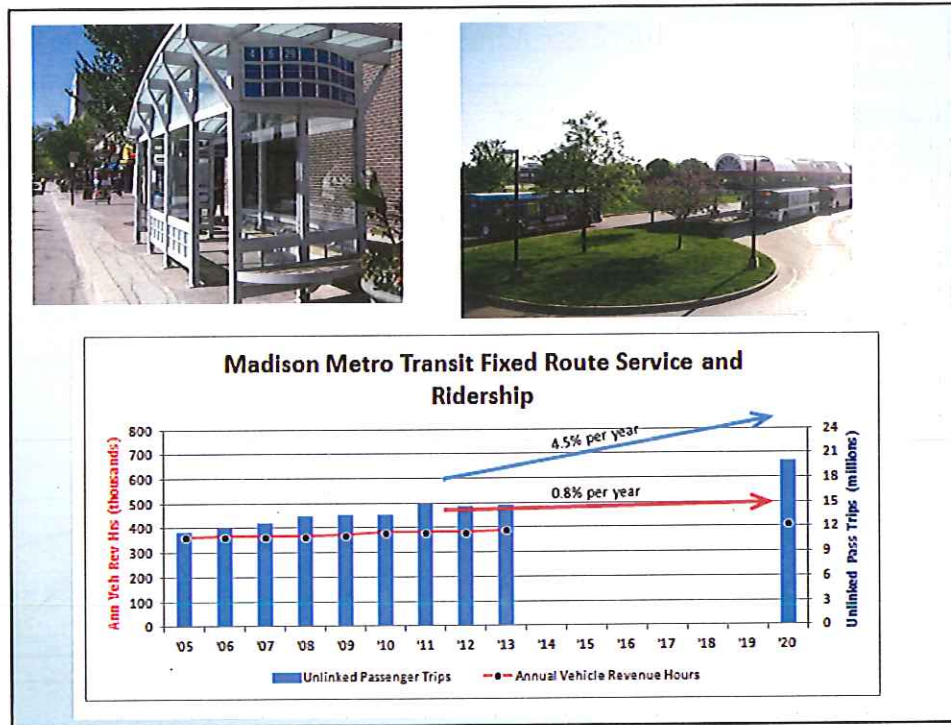


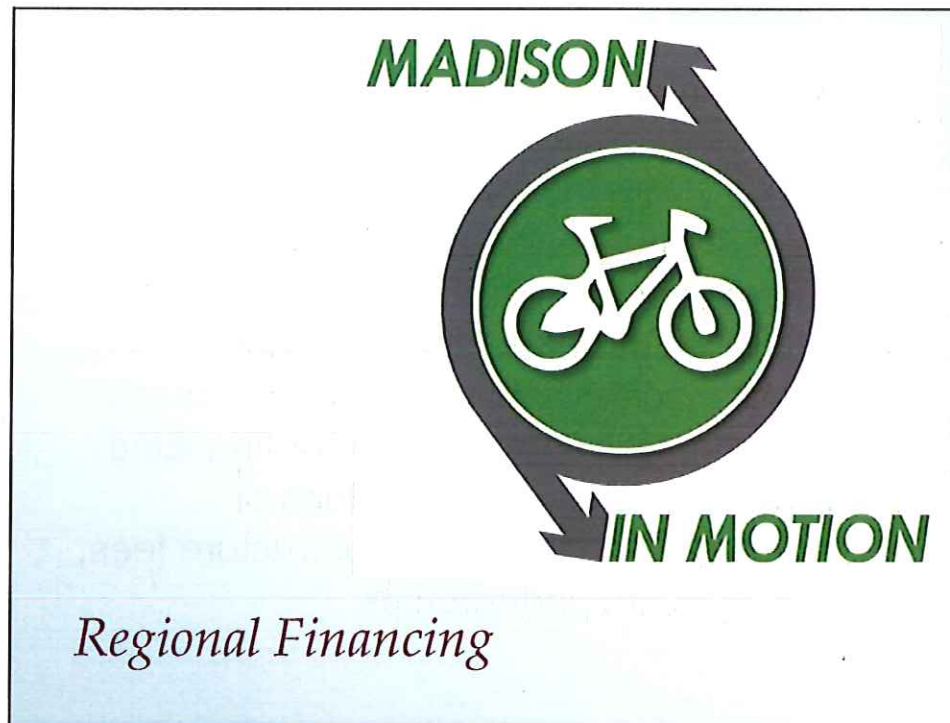
First-Mile/Last-Mile Opportunities



Park and Ride Opportunities







Recommendations (Follow-Up Planning/Refinement)

→ Create a process that evaluates opportunities to institute a **new regional transportation or transit entity**, as a mechanism to finance and manage public transit services in the Madison metropolitan area and Dane County.

Recommendations (Follow-Up Planning/Refinement)

→ Study **possible transit funding sources** for feasibility and effectiveness including: user fees such as fuel taxes or vehicle miles traveled charges; public financing mechanisms such as sales taxes or bond measures; private sector financing programs such as developer fees or assessment districts; city infrastructure fees, or public-private partnerships.

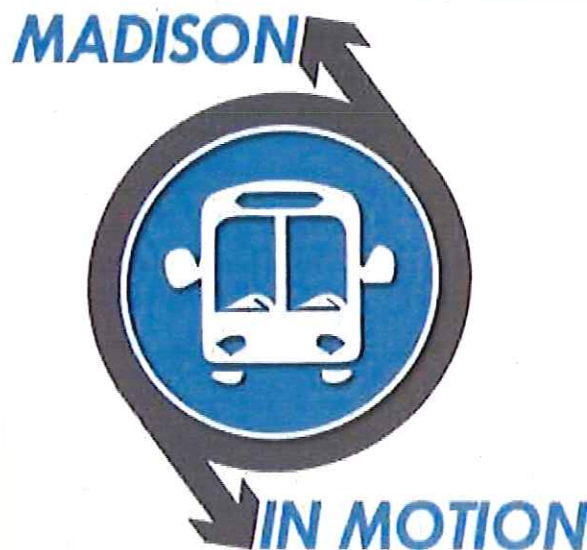


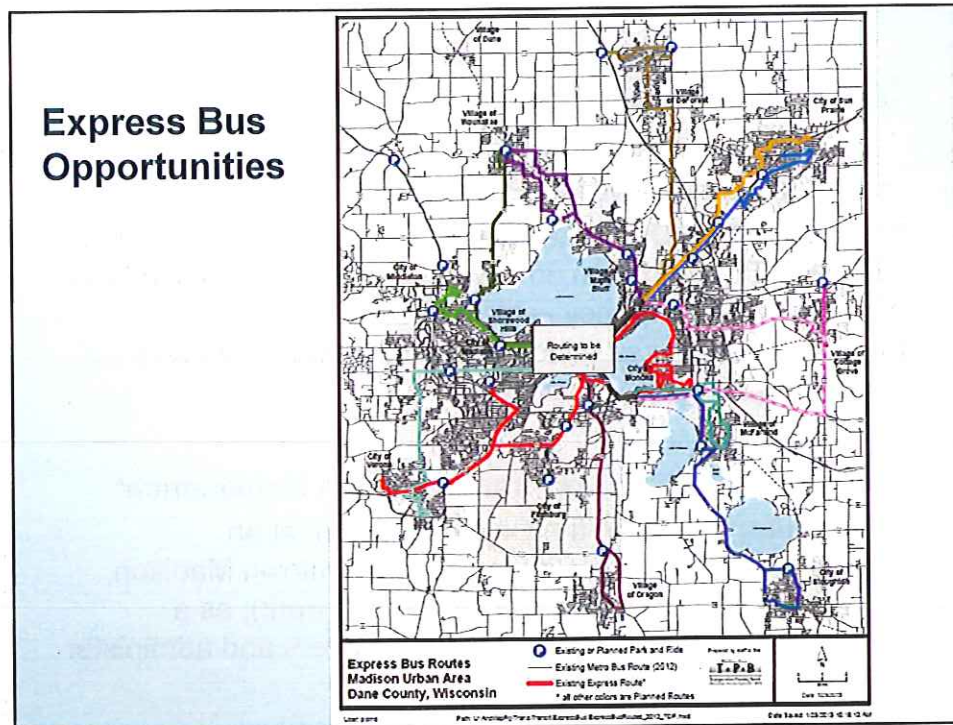
Transportation Demand Management (TDM)

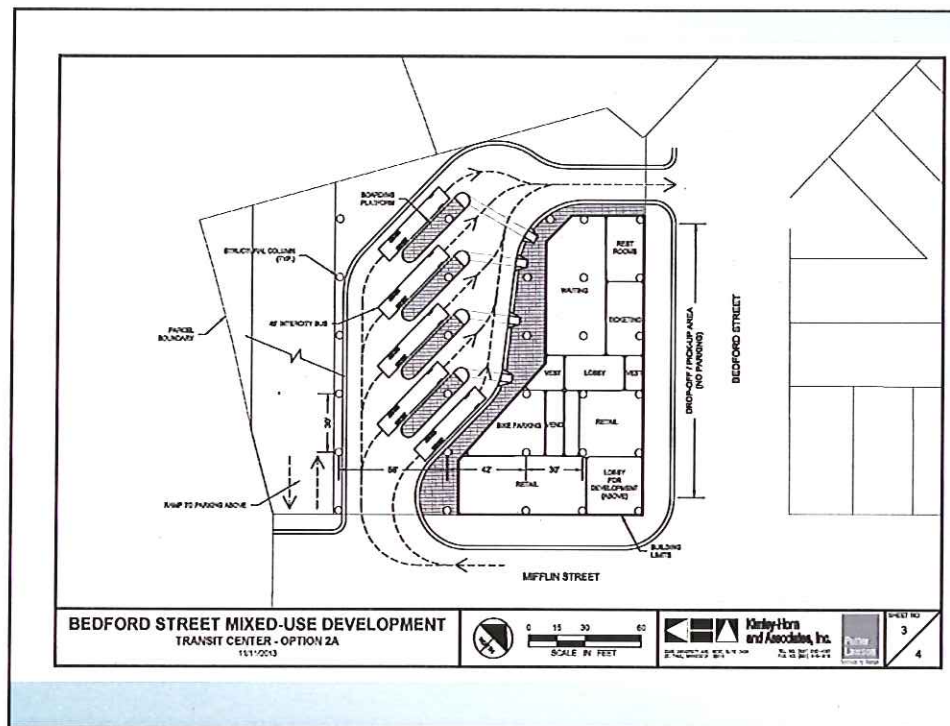
Recommendations (Follow-Up Planning/Refinement)

- 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.

Intercity & Regional Transportation

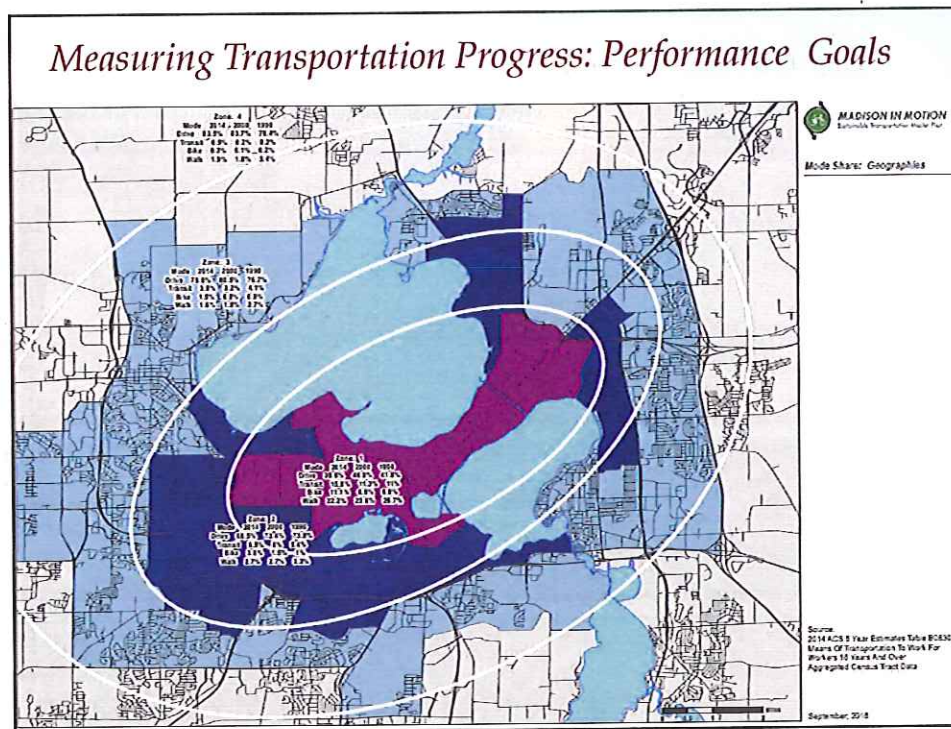
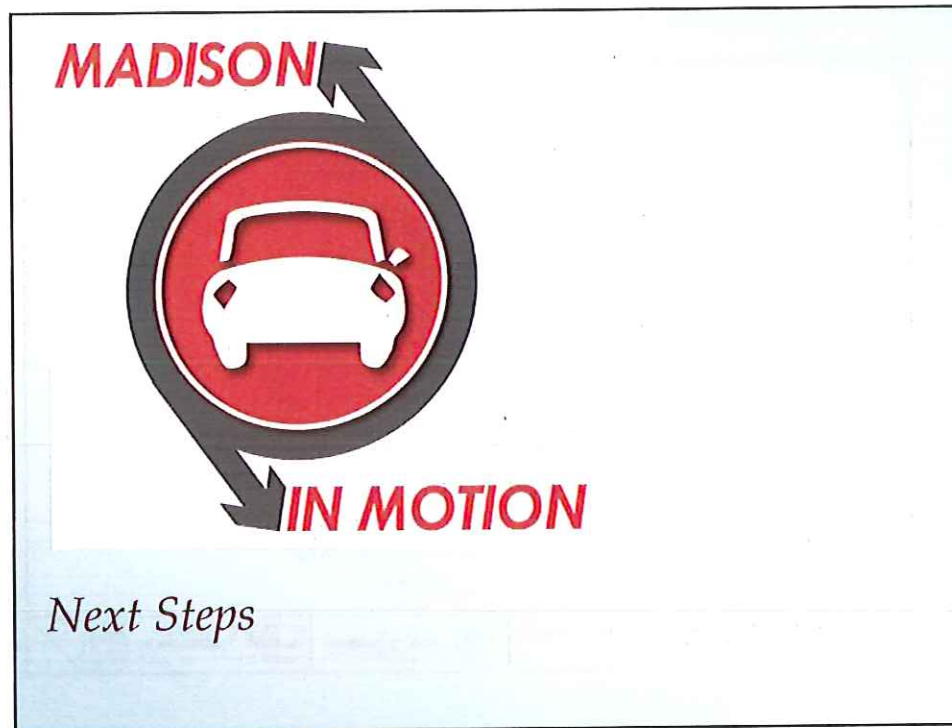






Intermodal Transit Terminal (La Crosse, WI)





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

