Let's Talk Streets

TPPB MEETING

8/16/2021

CITY OF MADISON TRANSPORTATION

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AGENDA

- Stage 1 Outreach Update

- Mode Hierarchy & Foundation Discussion

- Project Schedule Update

STAGE 1 OUTREACH CONTENT AND OBJECTIVES

We will share:

- Current process and programs

- Stats about Madison streets

- Competing demands

We hope to learn about:

- Shared values & priorities

- Ease and ability to get around in different ways

- Differences in experiences between people

Asking questions like:

- "What is your...?"

- "How do you...?"

- "Would you rather...?"

Emphasizing:

- Tradeoffs (e.g., convenience vs safety)

- Definitions of safety

- Diversity of experiences

May	June/July	August

Project Website (project info, updates, documents, etc.)

Recorded presentation (foundational video)

Ambassador Recruitment

Survey 1
- Priorities
- How easily can you _____ in Madison?

Live Virtual Open House (June 15 & 16)
- Open participation
- World café - three topics
- Introduce values approach to integrating these programs
- Introduce project & open-ended input

Let's Talk Streets Walking Engagement

(focus groups)
- Key diverse neighborhoods
- Values identification

Report Input to date to TPPB

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STAGE 1 SUMMARY

Stats

- 202 General Survey responses
- 2 walking engagements = 17 attendees
- Open House = 30 attendees

Presentation

- How do we make streets people-centered vs. car-dominated
- Learn and seek experiences from their point of view

Overall Demographics

	Survey (n=202)	Open House (30 attendees)	Walking Engagement (n=17)
	Age: 36-50 (28%)	NA	Age: 51 - 64 (40%)
	Race: White (86%) BIPOC (14%)	Majority White w/some racial/ethnic/diversity	Race: White (35%) **BIPOC (65%)**
	Gender: Male (51%) Female (43%)	Primarily Male represented	Gender: Male (56%) Female (37%) Gender fluid (1%)
	Key Areas: ★ Near West ★ Raymond Rd (between Elver and Odana Rd) ★ Isthmus area	Key Areas: ★ Near West ★ Northside/near east ★ Isthmus area	Key Areas: ★ Darbo ★ South Madison ★ Greenbush/Bay Creek ★ Northside/near east
	Non- Native English Speakers: 5%	5% or less	Non-Native English Speakers: 1%
			Veterans | Formerly Incarcerated ~ 60% Low Income - ALL
			2 represented a resident council of 10 members

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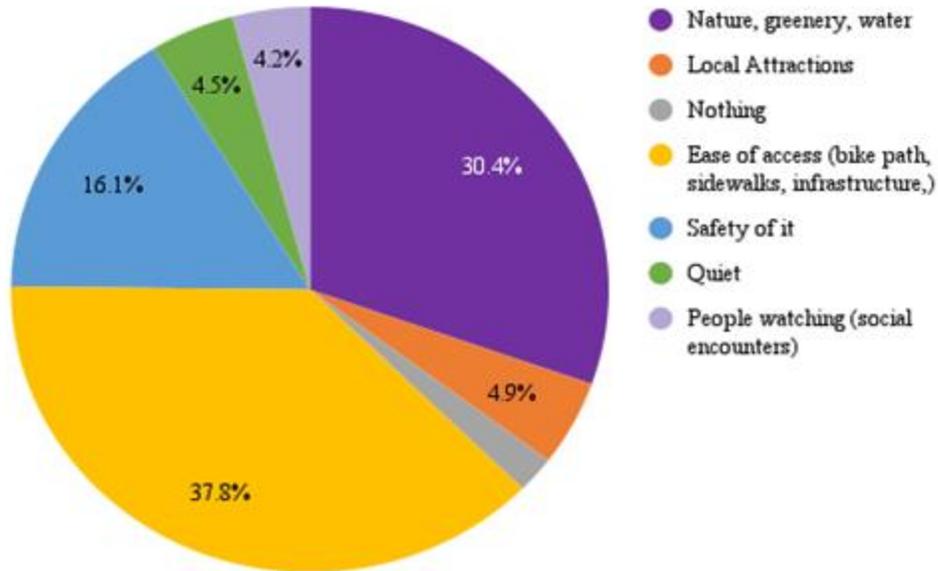THEMES //

Highlights from Stage -1 Engagement

➢*survey, focus groups & open house*

SURVEY RESULTS - 202 RESPONSES
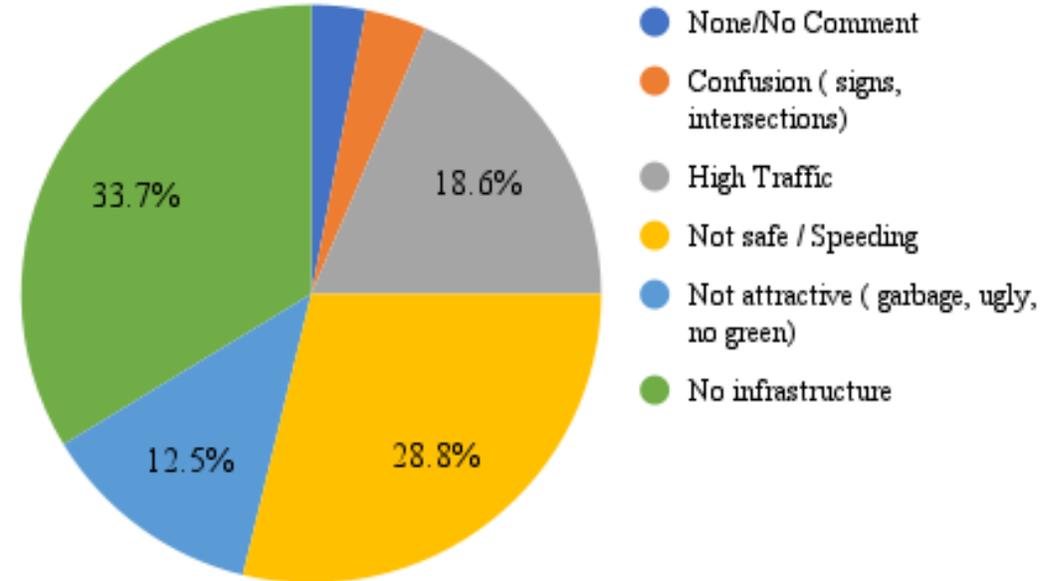
SURVEY HIGHLIGHTS: PEOPLE ENJOY NATURE & EASE OF ACCESS | DON'T FEEL SAFE

What do you enjoy about the street(s)?

- Nature, greenery, water — 30.4%
- Local Attractions — 4.9%
- Nothing
- Ease of access (bike path, sidewalks, infrastructure,) — 37.8%
- Safety of it — 16.1%
- Quiet — 4.5%
- People watching (social encounters) — 4.2%

What don't you enjoy about the streets?

- None/No Comment
- Confusion (signs, intersections)
- High Traffic — 18.6%
- Not safe / Speeding — 28.8%
- Not attractive (garbage, ugly, no green) — 12.5%
- No infrastructure — 33.7%

+ Nature
+ Ease of Access

- Not safe / speeding
- Better infrastructure

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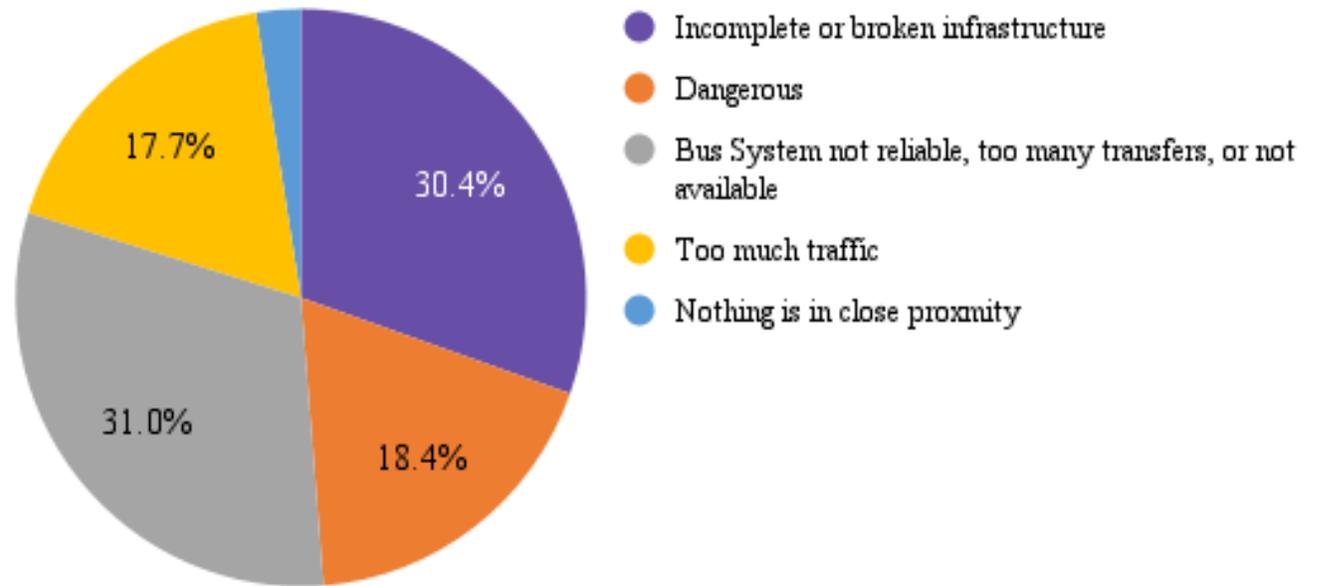
SURVEY HIGHLIGHTS: BIPOC RATE 3X MORE THAN WHITES

Ease of Travel Response for --
"It is never easy to get around"

BIPOC vs. WHITE RESPONSE

BIPOC at a rate 3x more than White respondents

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SURVEY HIGHLIGHTS: PEOPLE WILL DRIVE LESS AND USE OTHER MODES

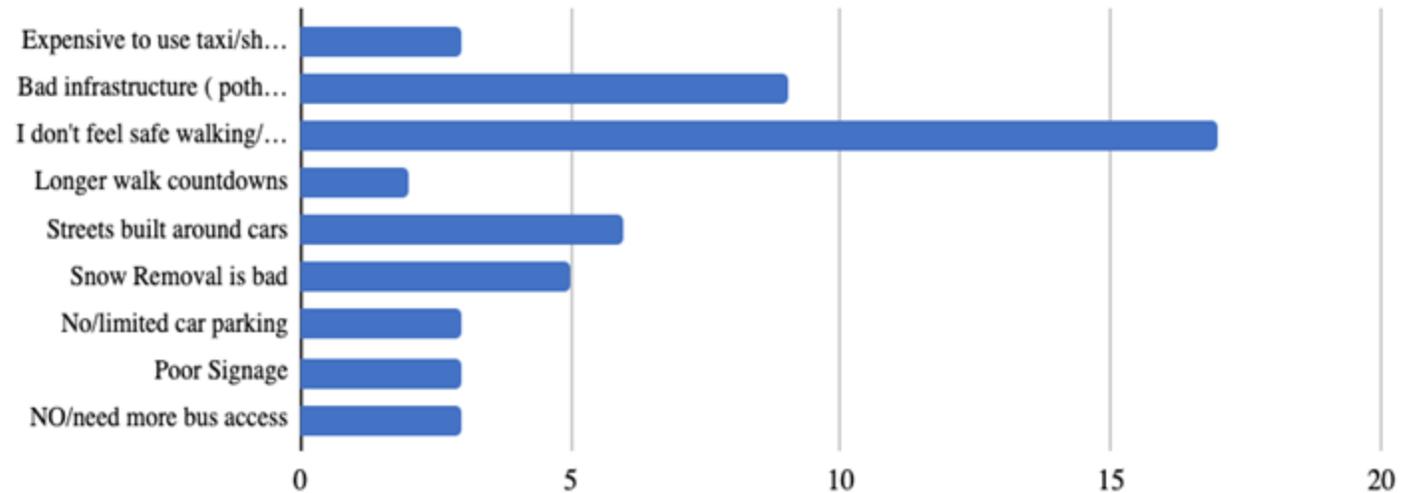Now that pandemic restrictions are removed, will you change your habits on how you get around over the next 6 months?

ALL RESPONDENTS/MODES

30%
would ride w/ others, Bus, Walk, and Bike, Scooter, Skateboard
[MORE]

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SURVEY HIGHLIGHT: PEOPLE REPORT THEY WILL CHANGE THEIR DRIVING HABITS

Now that pandemic restrictions are removed, will you change your habits on how you get around over the next 6 months?

BY RACE FOR DRIVING ALONE

25-35%
Black, Hispanic, and Whites state they will change their
DRIVING ALONE
habits

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SURVEY HIGHLIGHT:

Age Related Feedback

Negative experiences with streets specific to your age?

Bar chart showing categories:
- Expensive to use taxi/sh…: ~3
- Bad infrastructure (poth…: ~9
- I don't feel safe walking/…: ~17
- Longer walk countdowns: ~2
- Streets built around cars: ~6
- Snow Removal is bad: ~5
- No/limited car parking: ~3
- Poor Signage: ~3
- NO/need more bus access: ~3

X-axis: 0, 5, 10, 15, 20

OPEN HOUSE (2 SESSIONS) - 25 CONTRIBUTORS

THEMES / COMMENTS THAT RESONATED AT OPEN HOUSES

Danger danger

That a car will maim or kill me :/

👍 10 👎 0 💬 4

Speed & lack of policing

I would love a 20 is Plenty program to be universal in residential neighborhoods

👍 3

Moving vehicles as quickly and efficiently as possible.

👎 3

The ability to safely use public space.

👍 4 👎

Community

Running into neighbors, seeing friends

👍 8 👎 0

👎 8 👍 0

better connectivity for getting everywhere by bike and walking

Pedestrianize Inner Square

Why are cars allowed on the square at all? Streatery and weekend uses show we don't need as many cars on (and around) the square

👍 3 👎 0

making streets inclusive

👍 3 👎 0 💬 3

Putting people first, not cars

👍 9

Can't get where I want easily

👍 0 👎 1

Anonymous can by car, but not by walking or biking

Anonymous or transit

More greenery, trees, pedestrian space. Canopy trees slow traffic, absorb stormwater, lower energy usage in homes.

sidewalks and even street as place to see and interact with neighbors

👍 3 👎 0 💬 0

👎 3 👍 0
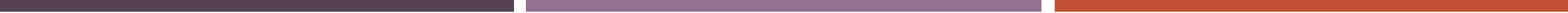
WALKING ENGAGEMENT (2 SESSIONS) - 17 RESPONSES

Walking Engagement Highlights

- ★ Crossing Safety

- ★ Walk/Bike Paths
  - ○ Rest / Appreciate / Savor trails

- ★ Direct Routes for pedestrian

- ★ Family and kids safety

- ★ Blind Spots

- ★ Center access to local businesses, services, and jobs
  - ≠ downtown, office park, shopping center commuting
- ★ Inequity in low income neighborhoods
  - ○ safety
  - ○ road conditions
  - ○ challenging access in and out of neighborhoods
  - ○ Monroe Street lifted up as "ideal"

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EQT Findings
Recommendations //

■ What did we learn?

Engagement - WHAT WE LEARNED

- Summer was not conducive to engagement

- COVID has broken the cycle of how people listen, engage, and interact with community efforts.

- Youth are not showing up at to programming

- People very focused on themselves /their immediate needs…

- **Survey results and FG data can inform and give direction**

Engagement - FINDINGS

vs.

- Infrastructure broken or non-existent (particularly in low income areas)
- Bike freeways vs. connections and enjoyment to surrounding area
- Bike/Ped tension is counter intuitive to Madison being "ranked best for bikers/bike paths"
- Trees, green, and nature / outdoors and access
- Clear signage & consistent for ALL multimodal ways of movement at intersections (car, bike, pedestrian, bus etc)

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Recommended Values for Let's Talk Streets

Putting people first: prioritize the safety, comfort, and well-being which de-emphasizes speed and convenience

Supporting community: create safe, welcoming places and emphasize short trips and access to local destinations

Centering equity: engage inclusively, provide access to opportunities, prioritize and support the needs of historically underserved people (race, culture, age, income, and gender identity)

Fostering sustainability: promote walking, biking, and transit and use streets to expand the urban canopy and clean stormwater

MODE HIERARCHY & FOUNDATION DISCUSSION

Conventional approach

✓ Cars

✓ Freight

✓ Basic transit

? Biking, walking, better transit
(if there's space and budget left)

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Getting the Model's Central Assumption Correct Makes a Difference

Solar System
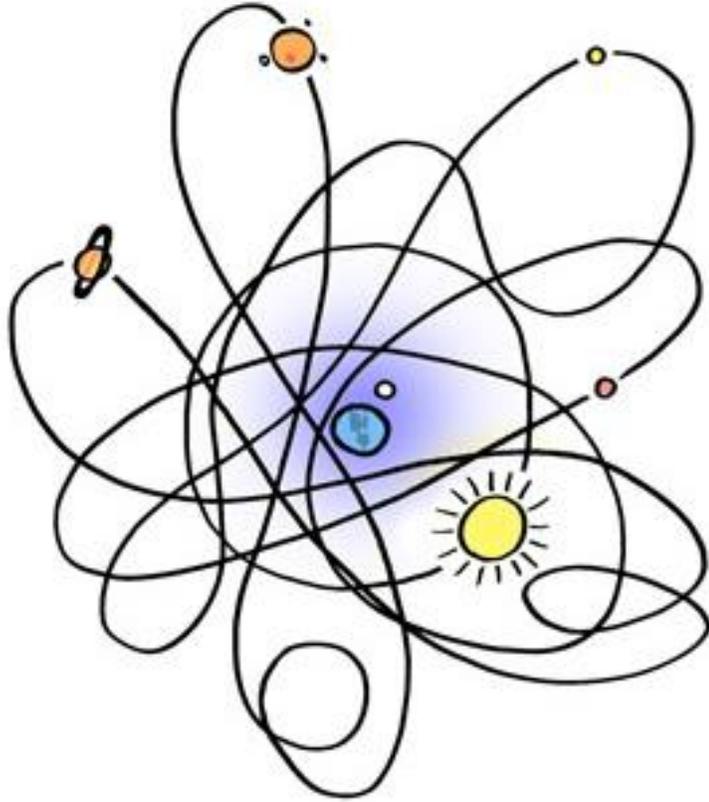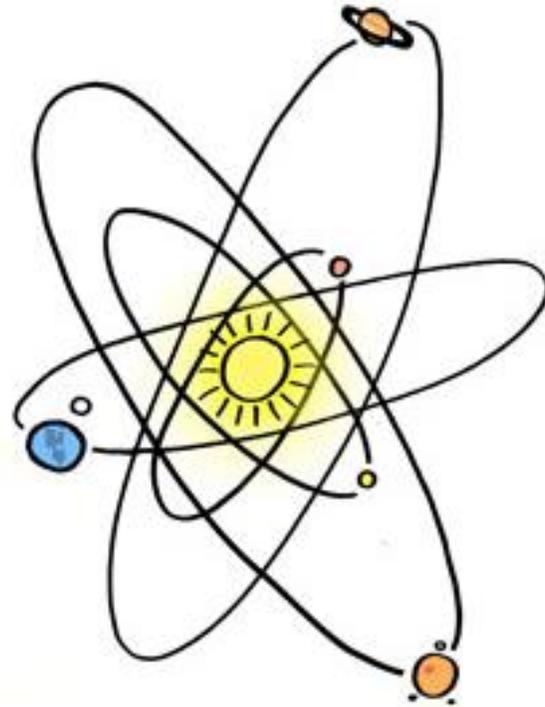
Lockwood

Complex and Wrong

Simple and True

Getting the Model's Central Assumption Correct Makes a Difference

City

Complex and Wrong

Simple and True

EXAMPLE MODAL HIERARCHIES

Chicago

1. PEDESTRIAN
2. TRANSIT
3. BICYCLE
4. AUTO

Minneapolis

Portland

Walking

Bicycling

Transit

Fleets of electric, fully automated, multi-passenger vehicles (FAVES)

Other shared vehicles

Low or no occupancy vehicles

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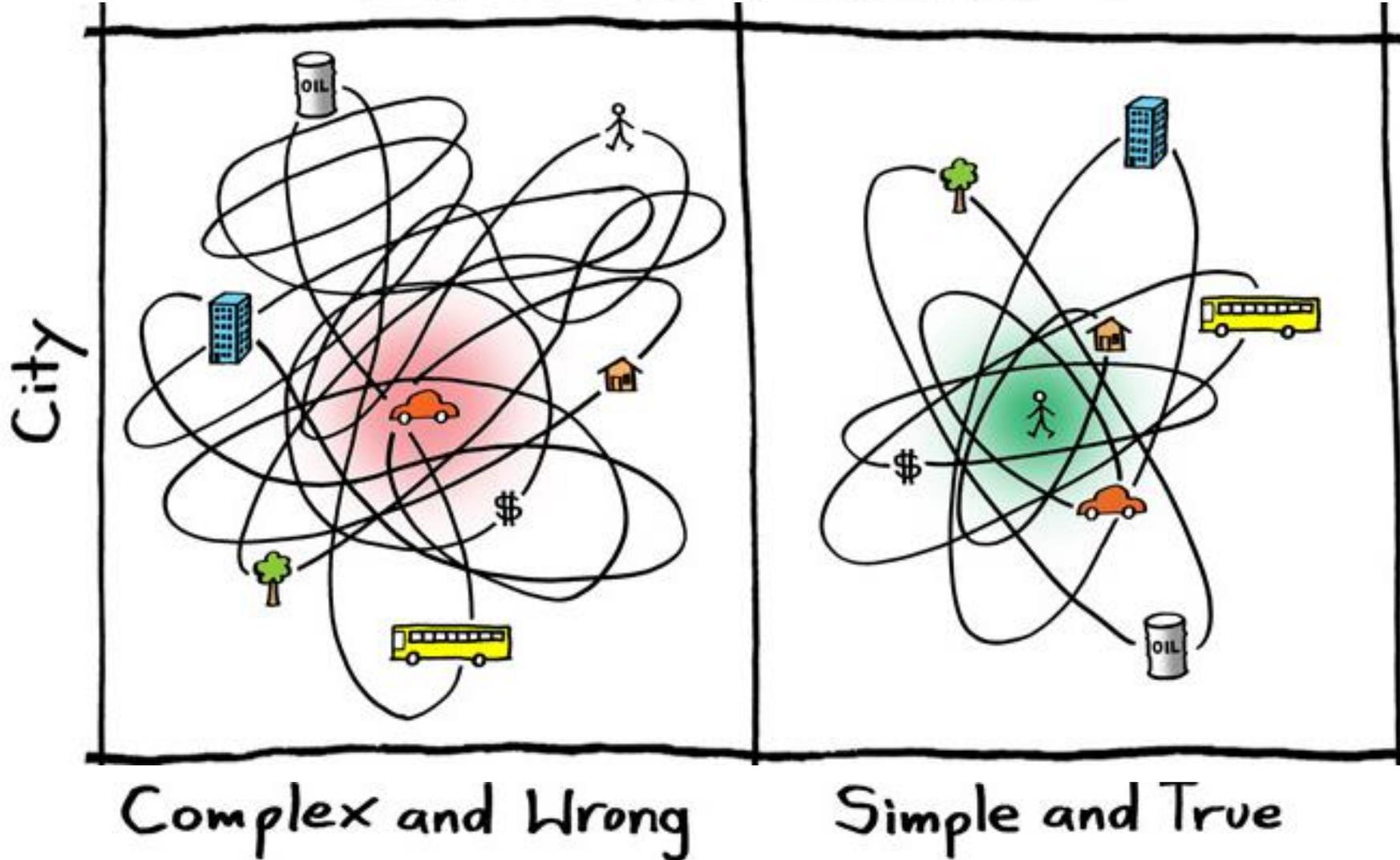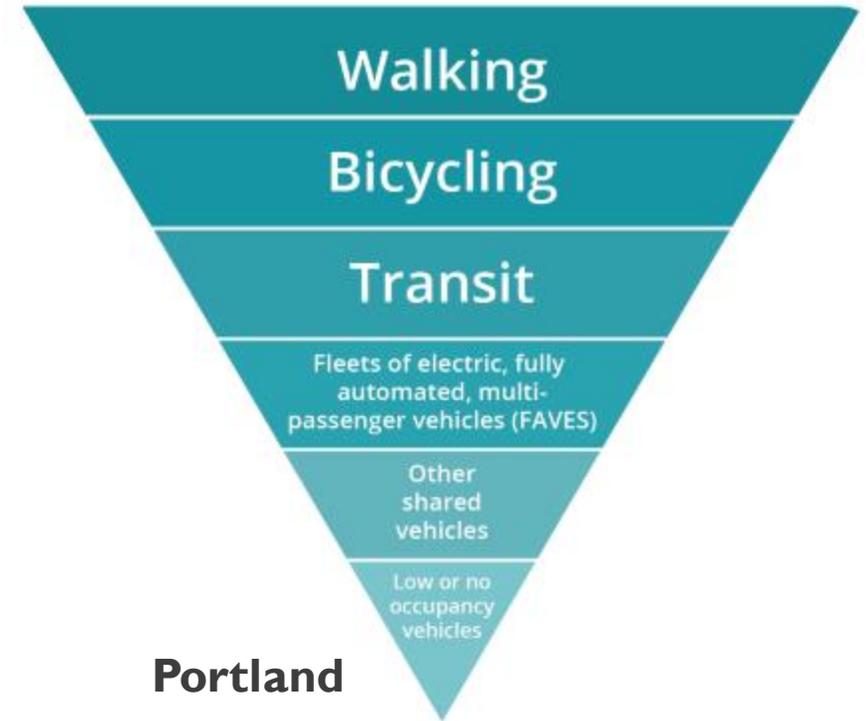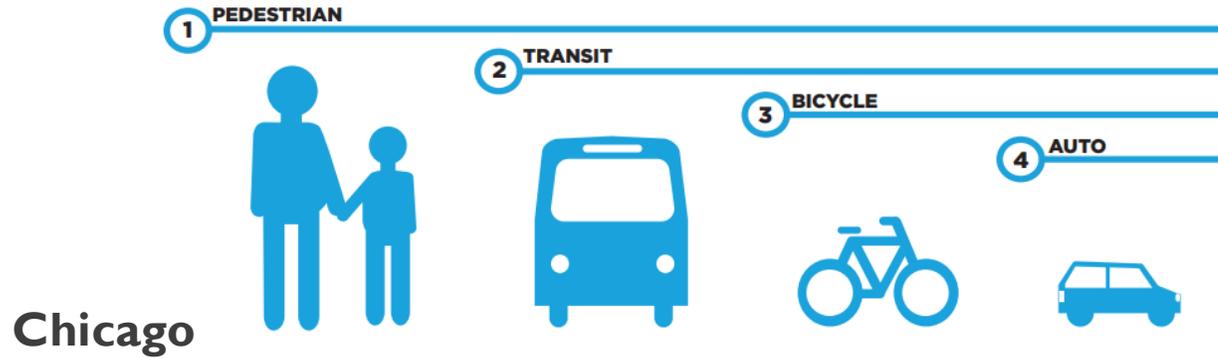
S Baldwin St

S Baldwin St

1255

OPEN

Williamson St
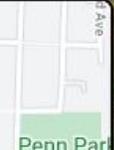
EXAMPLE MODAL HIERARCHIES

Chicago

- Default:
  - Pedestrian > Transit > Bicycle > Auto
- Alternatives (requires individual approval)
  - Transit > Pedestrian > Bicycle > Auto
  - Bicycle > Pedestrian > Transit > Auto
  - Auto > Pedestrian > Bicycle > Transit

1 PEDESTRIAN
2 TRANSIT
3 BICYCLE
4 AUTO
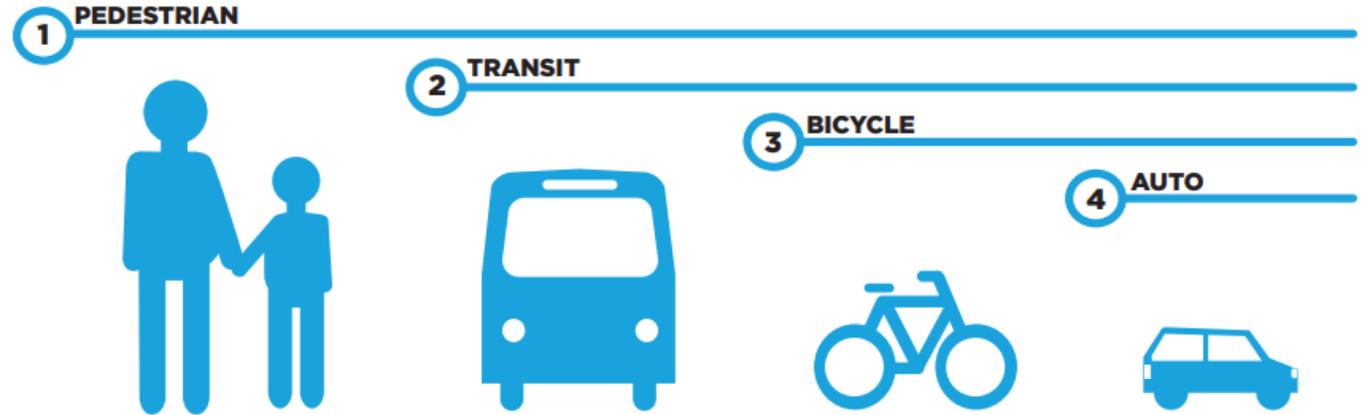
COMPLETE STREETS CHICAGO

WAYS TO APPLY MODAL HIERARCHY

One hierarchy, applies citywide
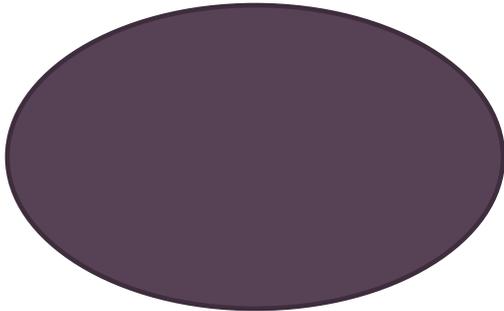
Multiple, based on context
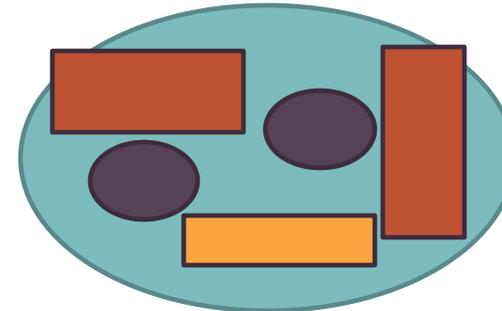
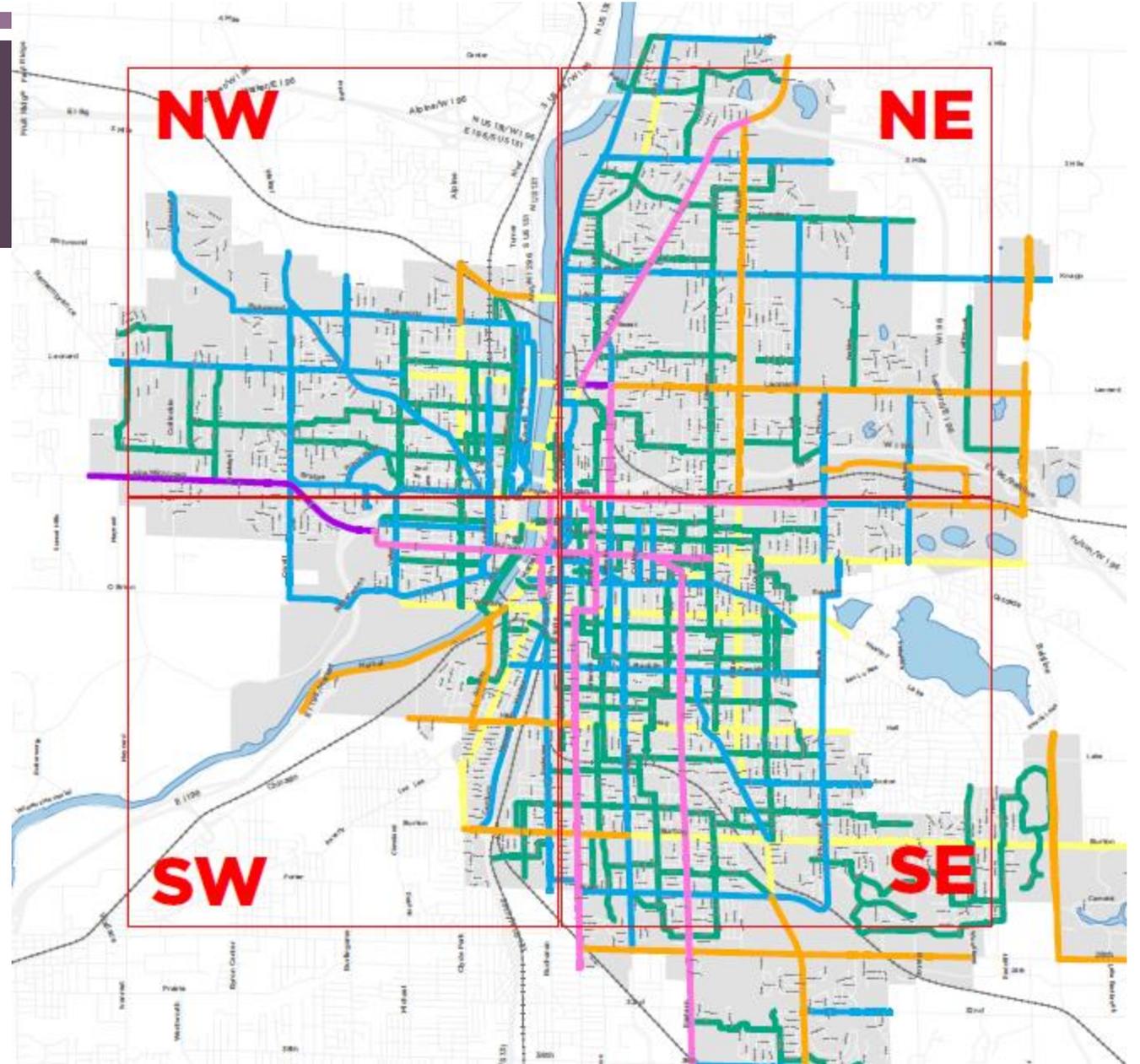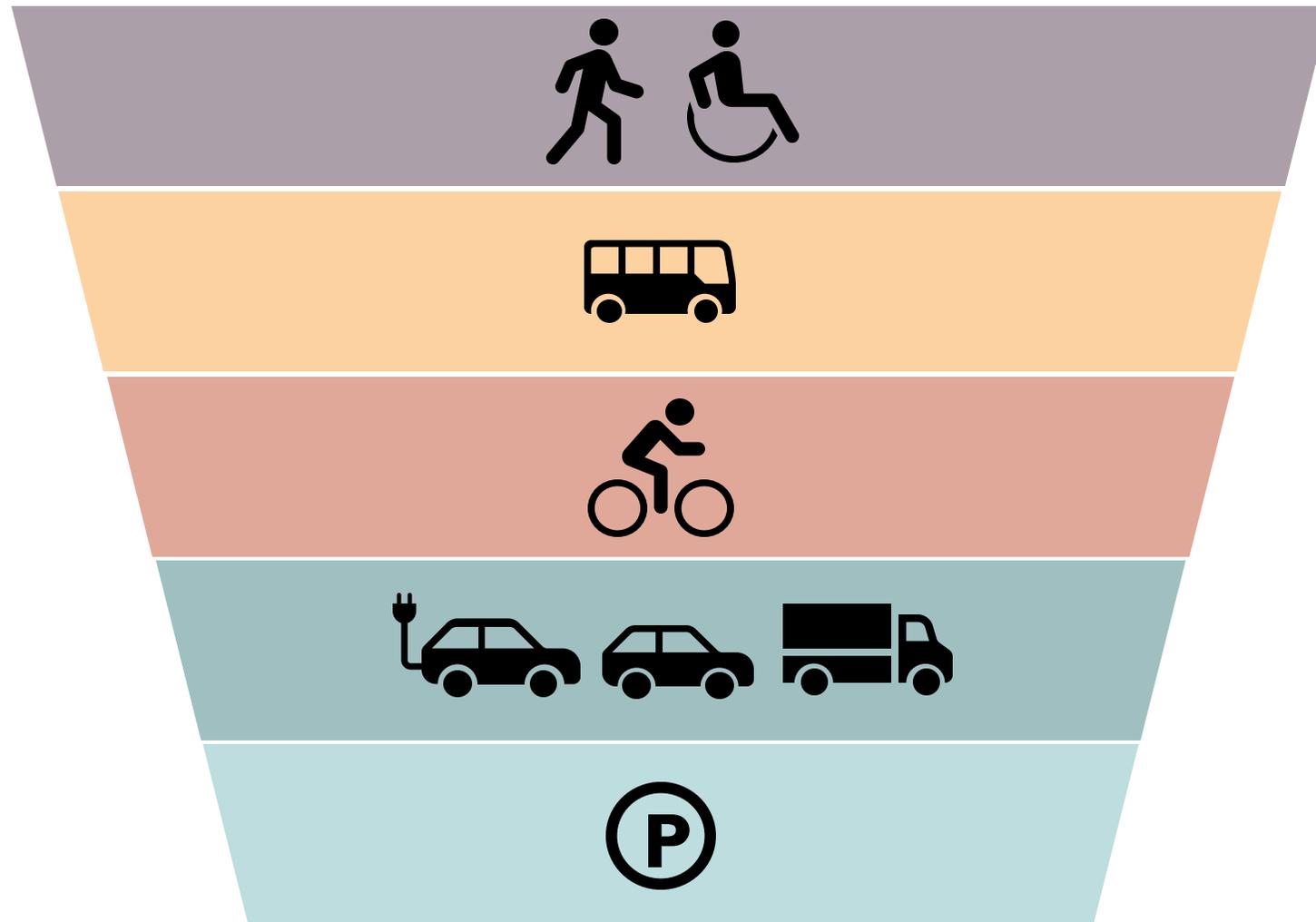**Multiple, tied to modal priority network**
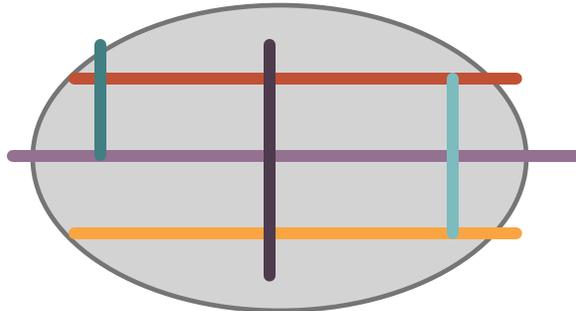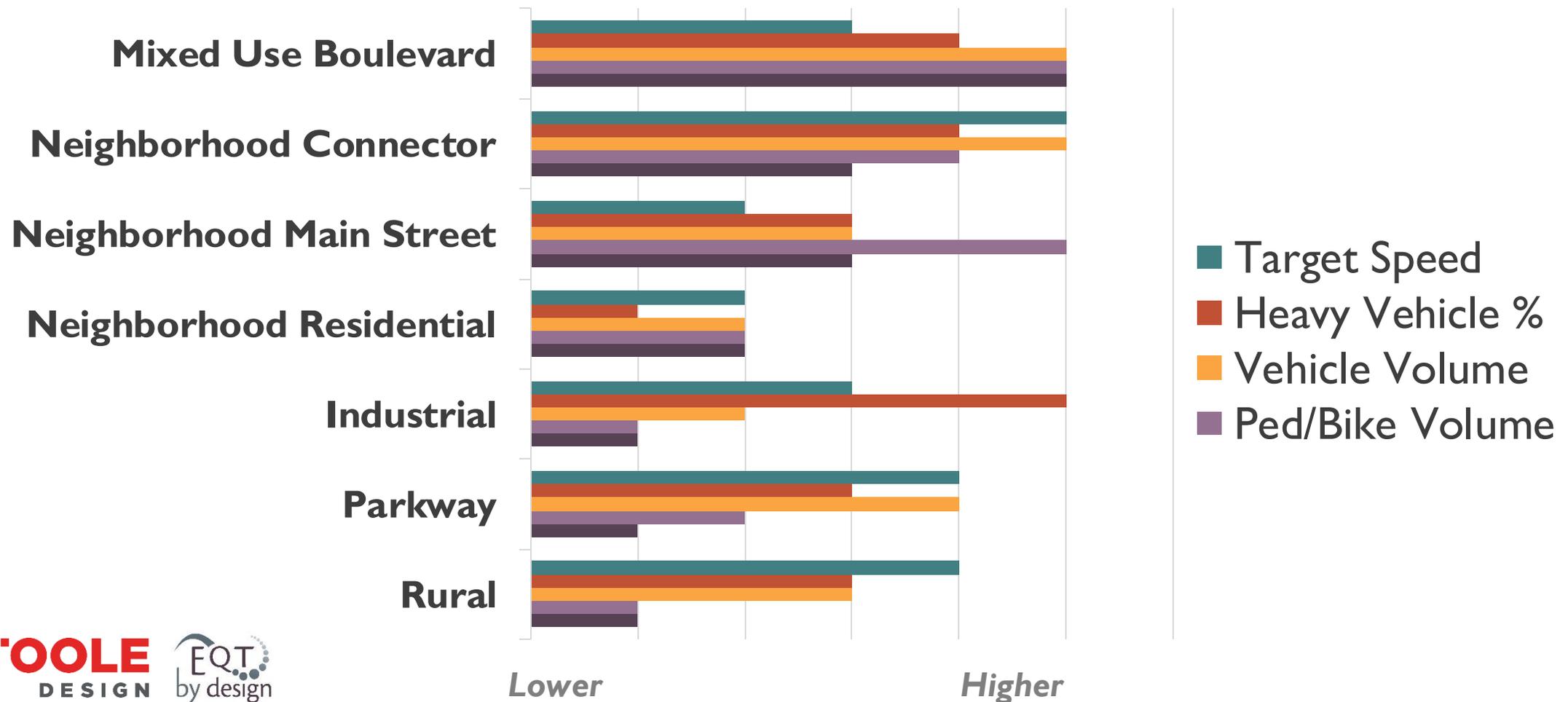
PROPOSED MODAL HIERARCHY FOR MADISON

WHAT IS A STREET TYPOLOGY?

- A collection of common street designs

- Each prioritizes users and various elements based on the context and character

- Based on roadway function, modal priorities, and built environment

- Does not replace functional classification

- Changes along segments of a roadway

- Aspirational

Downtown Mixed-Use

Neighborhood Main

Neighborhood Commercial

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EXAMPLE TYPOLOGY DIVERSITY

Mixed Use Boulevard

Neighborhood Connector

Neighborhood Main Street

Neighborhood Residential

Industrial

Parkway

Rural

Legend:
- Target Speed
- Heavy Vehicle %
- Vehicle Volume
- Ped/Bike Volume

Lower ... *Higher*

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POTENTIAL TYPOLOGY INPUTS

- Modal priority networks

- Context

- Level of street intensity / functional classification

- Urban canopy priority areas

- Green infrastructure priority areas

- Areas with higher transit/walking dependence

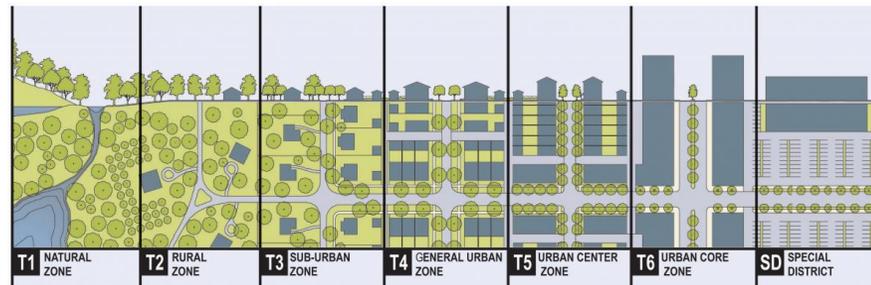- Equity

Goal:

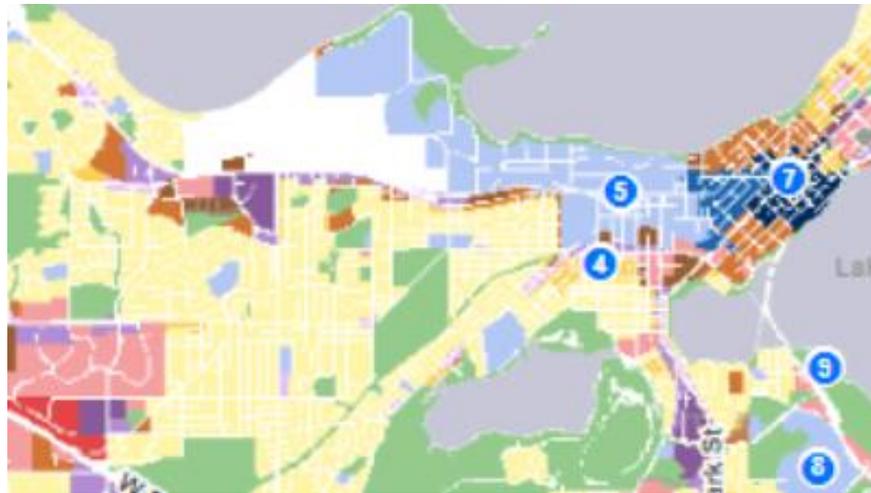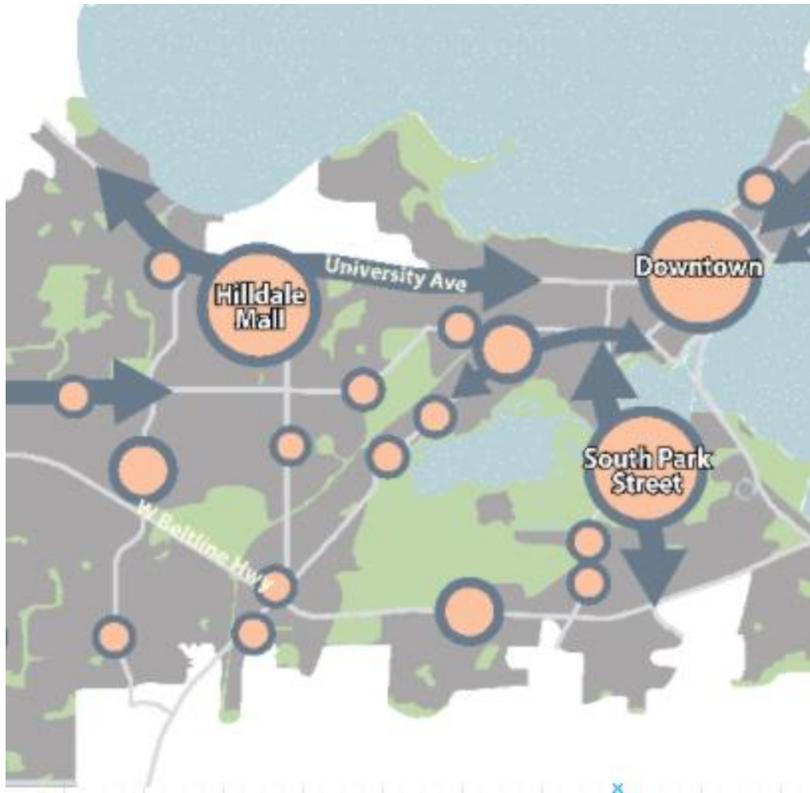6 to 12 permutations and relative simplicity
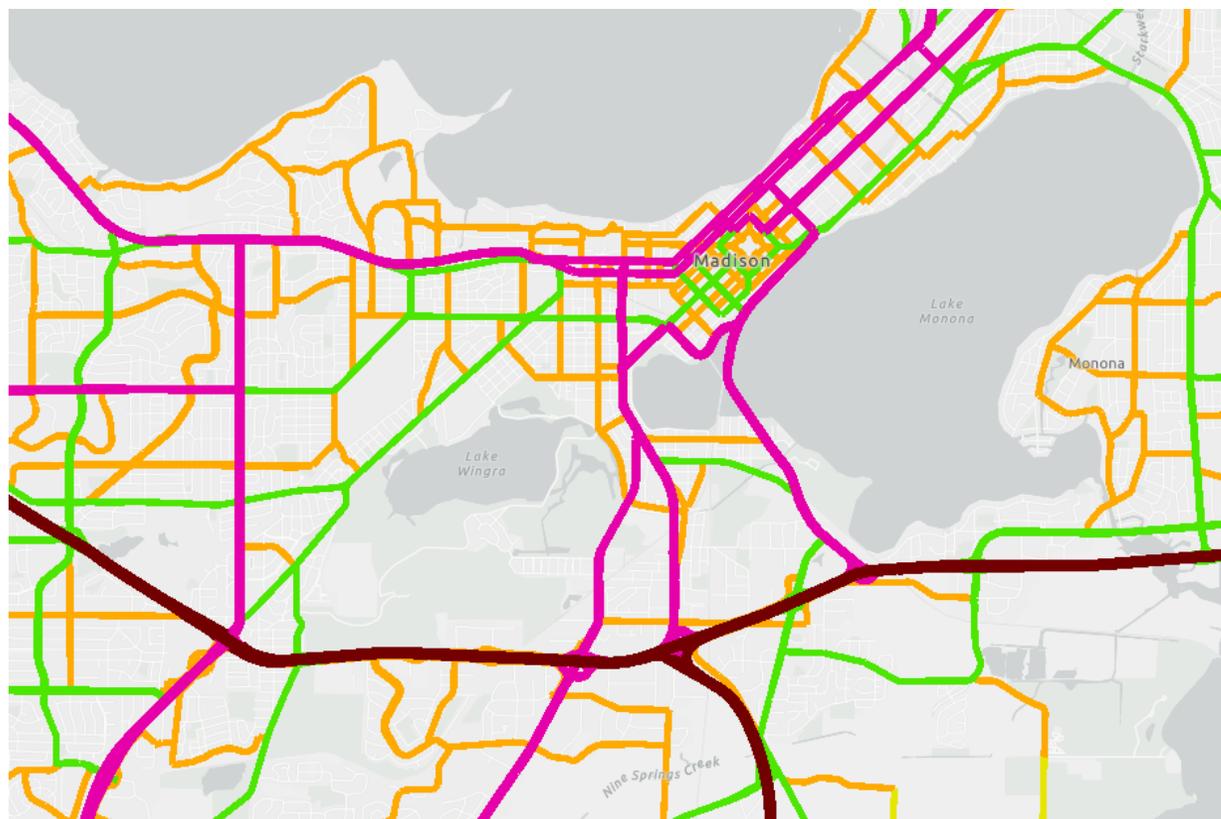
POTENTIAL TYPOLOGY INPUTS

Modal Priority Networks

POTENTIAL TYPOLOGY INPUTS

Context

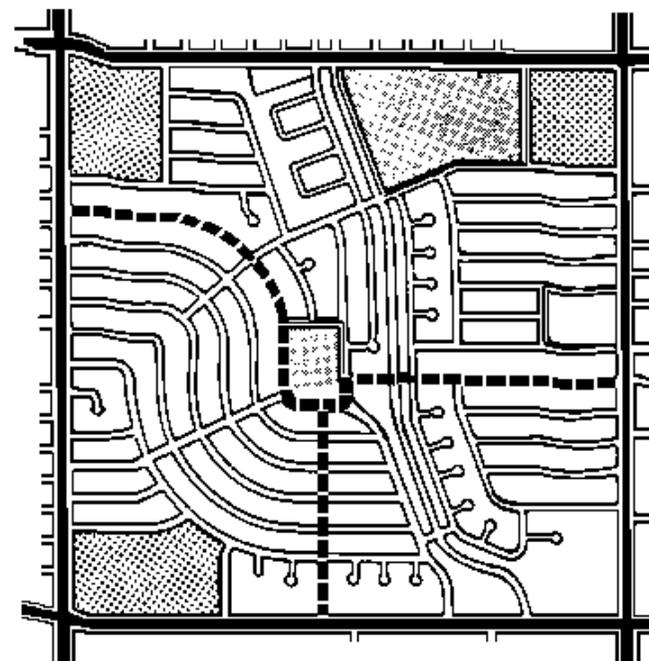| T1 | NATURAL ZONE | T2 | RURAL ZONE | T3 | SUB-URBAN ZONE | T4 | GENERAL URBAN ZONE | T5 | URBAN CENTER ZONE | T6 | URBAN CORE ZONE | SD | SPECIAL DISTRICT |

POTENTIAL TYPOLOGY INPUTS

Street Intensity

Schematic of a Portion
of an
Urban Street Network

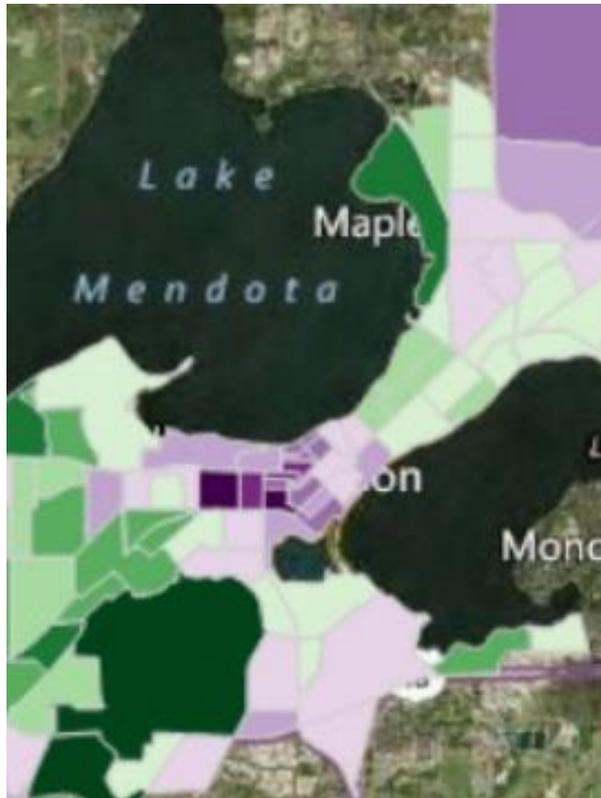Legend

Arterial street   Collector street

Commercial   Public

POTENTIAL TYPOLOGY INPUTS

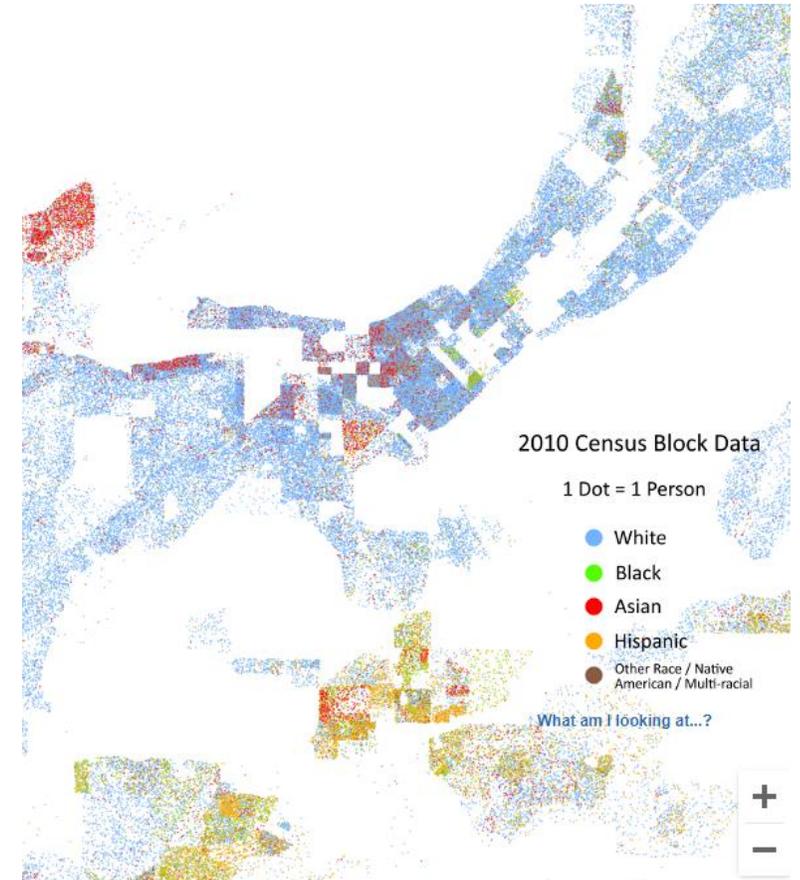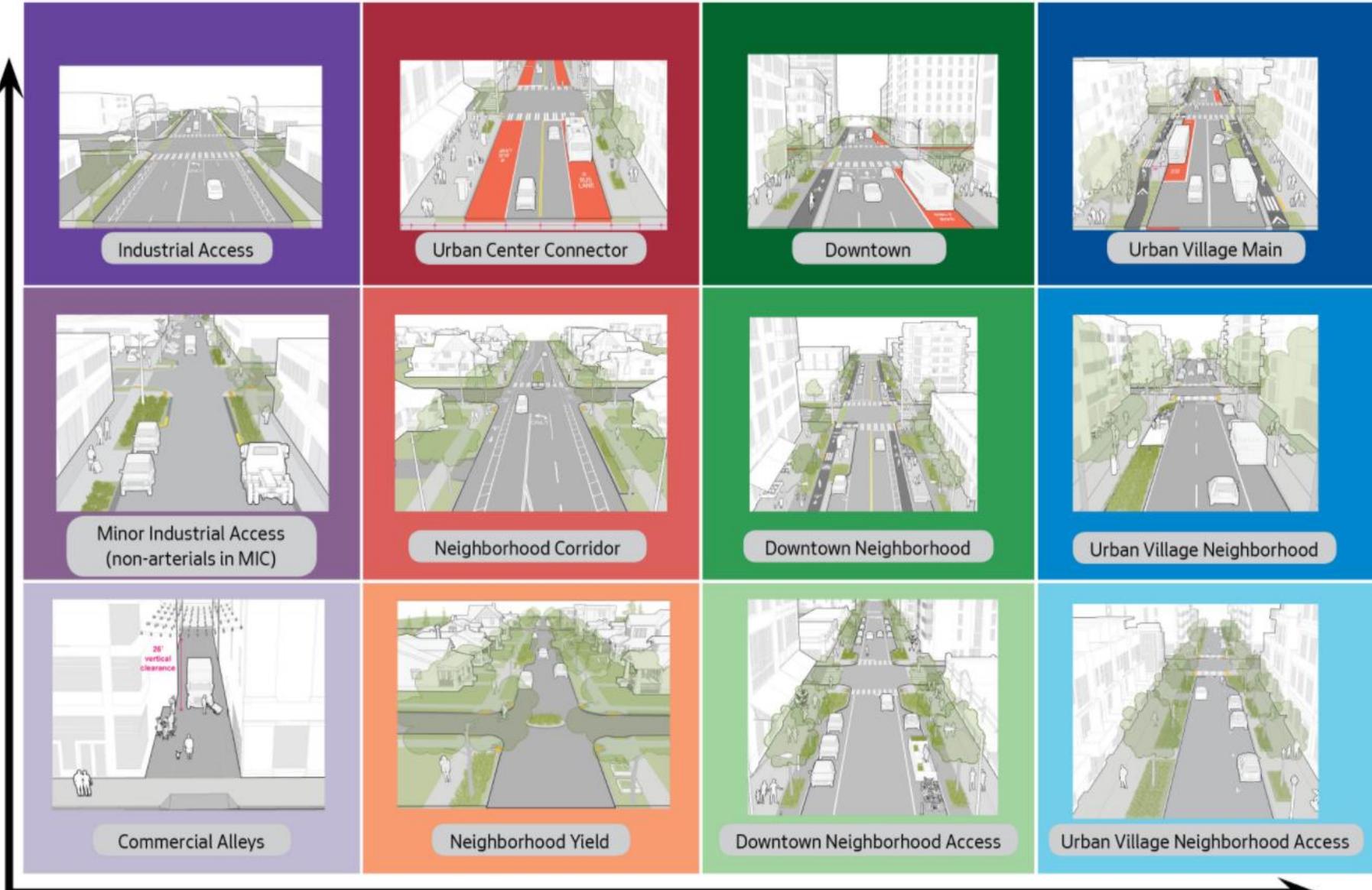**Urban Canopy Priority Areas**   **Green Infrastructure Priority Areas**   **Equity**

SEATTLE

Context
x
Intensity

Movement (vertical axis)

Principal Arterials 25-35* mph
Minor/ Collector Arterials 25-30 mph
Non-Arterials 15-20 mph

Place (horizontal axis)

Industrial Access	Urban Center Connector	Downtown	Urban Village Main
Minor Industrial Access (non-arterials in MIC)	Neighborhood Corridor	Downtown Neighborhood	Urban Village Neighborhood
Commercial Alleys	Neighborhood Yield	Downtown Neighborhood Access	Urban Village Neighborhood Access

* Except limited access/controlled driveway access streets

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AMES, IOWA

Context
x
Transportation function

Place Type	Transportation Function		
	Emphasizes Access	Balances Access and Throughput	Emphasizes Throughput
Activity Center	Shared Street, Mixed Use Street	Mixed Use Avenue	n/a*
Urban Mix	Shared Street, Mixed Use Street, Neighborhood Street	Mixed Use Avenue	n/a*
Residential	Shared Street, Neighborhood Street	Avenue	Thoroughfare, Boulevard
Large-Scale Commercial	Industrial Street	Avenue	Thoroughfare, Boulevard
Industrial	Industrial Street	Avenue	Boulevard

Street Types

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Primary

- Modal priority networks
- Context

Modal Priority Networks
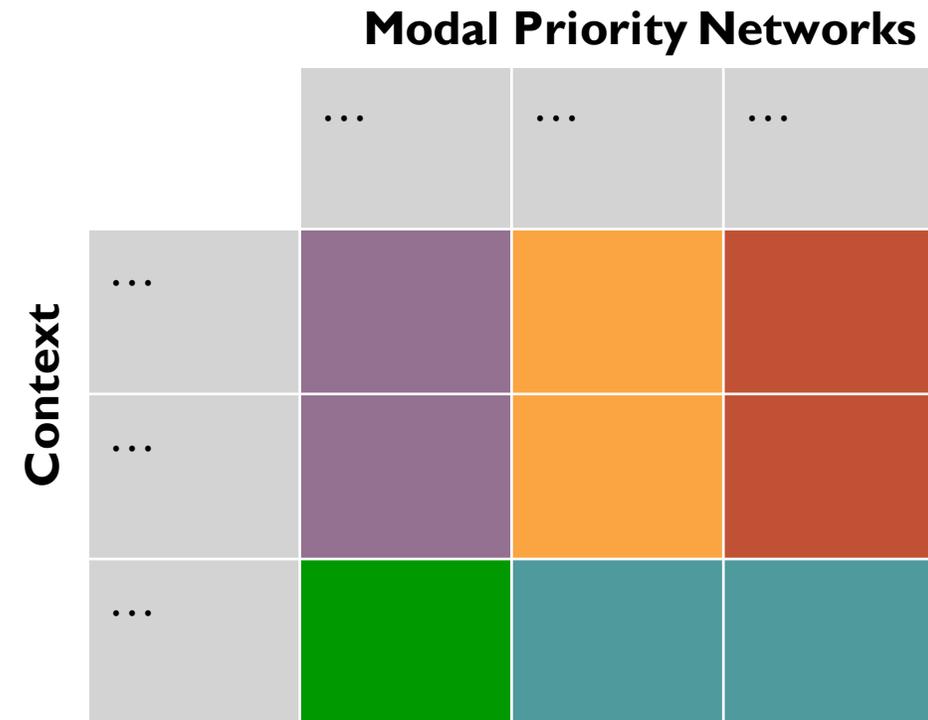
PROPOSED TYPOLOGY FOUNDATION

Primary

- Modal priority networks

- Context

Secondary

- Street intensity (e.g., functional classification)

Modal Priority Networks

Context	...	...	...
...		High	High
		Low	Low
...	High	High	
	Low	Low	
...		High	High
		Low	Low

PROPOSED TYPOLOGY FOUNDATION

Primary

- Modal priority networks
- Context

Secondary

- Street intensity (e.g., functional classification)

Overlays

- Urban canopy priority areas
- Green infrastructure priority areas
- Equity – to be defined

STREET TYPOLOGY NEXT STEPS

- Refine/define modal priority networks

- Develop street type descriptions and simple graphics

- Test with community

- Refine/expand street type descriptions and graphics

- Develop parameters/priorities within each street type

- Map street types

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	2020	2021			2022	
	Nov '20-Feb '21	**Mar-May**	**Jun-Jul**	**Aug-Oct**	**Nov-Mar '22**	**Apr '22-Jun '22**
Technical	• Project Kickoff • Data Collection	"Street Stats" & Gap Analysis		• Typology Development • Mode Hierarchy	• Canopy and Green Infra Conditions & Needs • Design Parameters	• Document Development, Review, Revisions
Outreach	Engagement Planning & Rescope	Outreach Pre-Design	Stage 1 Outreach (values & opinions)	Stage 2 Outreach (testing/reactions to priorities & tradeoffs)	Stage 3 Outreach	Public Review Period
TPPB	**Nov 19** Present Project Scope	**May 17** • Project Identity • Stage 1 Outreach • Gap & Conditions Summary	**July 19** • Project update	**August 16** • Stage 1 Outreach Findings to Date • Mode Hierarchy & Foundation **October** • Interim Typology Work for Feedback	**TBD** • Multi-Committee Workshop • Refined Typology & Parameters	**TBD** • Public Review Draft

DESIGN *by design*