

# Goals and Policy Objectives and Recommendations/ Implementation Strategies

A comprehensive set of plan goals and policy objectives were developed for the Regional Transportation Plan 2030 to guide plan development and provide an ongoing policy framework for regional transportation decision making by implementing agencies. These goals and policy objectives have been carried forward to guide this plan update.

The only changes that have been made are some minor editorial revisions to the overall transportation system goals to more expressly incorporate the multi-pronged principles of sustainability. These principles recognize the interdependent challenges of (a) preserving and restoring environmental and ecological systems; (b) promoting economic development and competitiveness; and (c) ensuring equity and access to opportunity between and among population groups. The principles provide the foundation for the newly created Capital Region Sustainable Communities Consortium, of which the MPO is a member.

The goals and policy objectives are organized into three sections: the overall transportation system; land use and transportation system coordination; and the different modes or elements of the transportation system.

Implementation strategies and project or facility-specific recommendations for the transportation system follow the goals and objectives. The primary implementing agencies are identified for each recommendation. In some cases, information on the status of ongoing recommendations is provided.

## Overall Transportation System

### Goals

#### #1 Integrated Transportation and Land Use System

Develop an integrated, balanced, and sustainable land use and transportation system which provides for the efficient, effective and safe movement of people and goods, promotes the regional economy, supports transportation-efficient development patterns and the regional land use plan, and provides mode choice wherever possible while enhancing and, where relevant, preserving the character and livability of the neighborhoods where transportation facilities are located.

#### #2 Transportation System Characteristics

Achieve a transportation system that is:  
*Balanced* – provides a range of transportation options and takes advantage of the inherent efficiencies of each mode.

*Accessible* – serves all areas of the region and all residents and visitors.

*Efficient* – maximizes mobility provided by existing and new facilities through systems and demand management strategies.

*Safe* – designed, built, and operated to minimize risk of harm to persons and property, and allows persons to feel confident and secure in and around all modes of travel.

*Reliable* – minimizes and alerts persons to unexpected travel delays.

*Equitable* – provides an equitable level of service and benefits between and among population groups (including low-income, minority, and elderly and persons with disabilities) and ensures equity over generations.

*Interconnected* – provides for ease of transfer between the different modes of travel.

*Environmentally responsible* – preserves and restores environmental and ecological systems and minimizes energy consumption to the extent feasible.

*Supportive of compact and efficient patterns of development* – integrates transportation and land use planning in support of transportation efficient development (e.g., walkable neighborhoods, transit-oriented activity centers) that maximizes travel, housing, and employment choices.

*Promotes economic development and prosperity of the region* – provides convenient travel for all persons and supports the efficient movement of goods.

*Fosters community and neighborhood health and vitality* – is context sensitive and adaptable and addresses negative impacts of traffic, particularly in residential areas.

*Economically viable and financially stable* – is cost efficient and financially feasible with sufficient ongoing financial support for operations and maintenance.

## Policy Objectives

### #1 Public Involvement

Attain an area transportation planning process responsive to the needs and interests of area residents, groups, units of government and affected agencies, with sufficient opportunity for all to participate in policy and implementation decisions.

### #2 System Preservation

Maintain the region's transportation infrastructure and preserve transportation corridors, particularly rail corridors, for current and future travel uses.

### #3 Accessibility and Mobility

Improve regional mobility and accessibility for all persons while maintaining a balance between the two sometimes competing concerns.

### #4 Safety

Improve transportation safety through design, operations and maintenance, system improvements, support facilities, public information, and law enforcement efforts.

### #5 Balanced System

Achieve a balanced transportation system through investment in improvements across all modes of travel.

### #6 Management/Operations

Apply Intelligent Transportation Systems (ITS) technologies and use Travel Demand Management and Transportation Systems Management (TSM) strategies to respond to traffic congestion, make efficient use of existing roadway capacity, and make the transportation system more reliable, convenient, and safe.

### #7 Land Use/Transportation Connection

Use public decisions on the provision of publicly financed transportation facilities and services as a tool for creating compact, well-designed and balanced communities.

### #8 Timing of Improvements

Stage the extension and expansion of urban transportation services within urban service areas to encourage compact urban growth in accord with regional and local development plans and policies.

### #9 Congestion Management

Consider all mobility options and operational strategies (ITS, TDM, TSM) in congested corridors before adding capacity for general purpose travel lanes or building new facilities.

### #10 Interconnected System

Encourage and facilitate connections between various modes of travel, including connections between inter-city bus and potential future rail services and local transit, auto, pedestrian, and bicycle systems.

### #11 Design

Encourage attention to aesthetics in the design of transportation improvements to fully integrate improvements into the environment, including consideration of scenic views and vistas, landscaping along roadsides and boulevards, and the location of signage.

### #12 Intergovernmental Coordination

Continue to enhance intergovernmental coordination in land use and transportation planning, project development, and operations and maintenance to ensure the protection of transportation investments and to make efficient use of limited resources.

### #13 Basic Services

Support and maintain basic transportation services such as surface maintenance, snow removal, traffic control, street sweeping, transit operations, and other services.

### #14 Freight

Enhance mobility and safety for goods movement to support the regional economy while maintaining community livability.

### #15 Financial Feasibility

Ensure that existing and future financial resources are realistic, reliable, and equitable.

## Land Use and Transportation System Coordination

**Goal:** Coordinate land use and transportation planning and decision-making in a manner that fosters compact urban development patterns that support and are supported by a balanced, safe, and efficient transportation system.

## Policy Objectives

#1 Promote the development of balanced communities with sufficient commercial, industrial, residential, and open space land to meet the needs of existing and future residents.

#2 Support and maintain downtown Madison as the region's major activity center and seek greater diversity and vitality in that area.

#3 Encourage the concentration of higher density, mixed-use, pedestrian-friendly employment/activity centers at nodes and along transit corridors to maximize the efficiency of the existing and future transportation system.

#4 Encourage the redevelopment of established employment/activity centers, transit corridors, and other areas, where appropriate, to make efficient use of existing transportation infrastructure, expand job-housing choices, improve pedestrian and bicyclist safety and accessibility, and support transit service.

#5 Encourage mixed-use neighborhoods with pedestrian-friendly centers or focal points (e.g., shopping district, community center, park, etc.) and higher density residential uses closest to these centers and transit routes, thus allowing walking, bicycling, and public transit to be more effective transportation alternatives.

#6 Encourage land use development patterns and site designs that maximize the safety and efficiency of the transportation system.

#7 Provide non-interchange crossings of limited access roadways to improve mobility and access for motorists, transit users, bicyclists, and pedestrians in coordination with local land use development planning.

#8 Encourage intergovernmental cooperation concerning land use and transportation issues.

### Recommendations/Implementation Strategies

#1 Continue undertaking a reform or modernizing of land use development ordinances and engineering standards (e.g., street design and parking requirements) to remove regulatory barriers that prevent the design of compact, mixed-use, pedestrian-friendly development. [Local governments]

The City of Madison is in the process of undertaking a comprehensive revision of its existing zoning ordinance. Special emphasis has been placed on creating new mixed-use zoning districts, a traditional neighborhood development (TND) district, and zoning standards for transit-oriented development (TOD). The zoning text has been adopted and the zoning district map is now being finalized. The City of Fitchburg recently adopted a SmartCode District, a TND ordinance that serves as an optional alternative to conventional zoning. The SmartCode emphasizes form and scale over land use, encouraging walkable mixed-use development.



#2 Consider requiring or using incentives for providing transit, bicycle, and pedestrian improvements in new commercial, public,

mixed-use, and multi-family residential developments. [Local governments]

#3 Work with Metro Transit staff to ensure that new developments are planned and designed to be transit-supportive and include transit support facilities, wherever appropriate and feasible. [Local governments, Metro Transit]

Metro Transit continues to participate on City of Madison staff teams for neighborhood plans, etc. and to review and comment on major land use development and street projects. Metro has been less involved in the review of plans and projects in other communities, in part due to limited staff resources at this time.

#4 Adopt transit-oriented development (TOD) zoning in major transit corridors, where appropriate. [City of Madison and other local governments]

## Streets/Roadways

**Goal:** Develop and maintain a safe, efficient, and complete street/roadway system that meets the combined needs of all users for travel within and through the region, and enhances community and economic vitality.

### Policy Objectives

#1 Maintain and reconstruct existing roadways and bridges in a manner that promotes safety, increases efficiency, and minimizes lifetime costs.

#2 Apply Intelligent Transportation Systems (ITS) technologies and utilize Transportation Systems Management (TSM) strategies to increase the efficiency, reliability, and safety of the roadway network, where appropriate.

#3 Address the mobility and safety needs of all users (motorists, transit users, bicyclists, pedestrians, emergency vehicles) and

consider the community context when planning, designing, and constructing roadway system improvements.

#4 Provide for a continuous, interconnected roadway system with proper spacing of roadways that efficiently collects and distributes traffic within and through the region, minimizing travel delays and preserving mobility of regional facilities, while also minimizing negative impacts on adjacent land uses and neighborhoods.

#5 Alleviate traffic congestion through increased roadway capacity, but only when TSM and TDM strategies have been exhausted, consistent with the goals of compact urban development and modal choice.

#6 Draw traffic away from local neighborhood streets and environmentally sensitive areas (traffic redirection), where possible.

#7 Manage access to the regional roadway system to preserve safety and operational efficiency.

#8 Reduce traffic crashes through a comprehensive “3-E” approach that includes education, enforcement, and implementation of cost-effective engineering counter-measures (i.e., roadway reconfiguration, new or modified traffic control devices, etc.).

## Recommendations/Implementation Strategies

Figure 28 illustrates and Table 33 lists recommended roadway capacity expansion projects that could potentially be implemented by 2035. Section 1 of the table lists projects that are already programmed with committed funding for 2012-2015 and Section 2 lists additional planned projects. The planned projects are

grouped into two 10-year time frames, but the actual timing of the potential projects will depend on future land use development and traffic growth, the impact of congestion management strategies, system preservation needs, available funding, and other factors. The projects were identified using forecast traffic volumes, financial capacity analysis, and consultation with WisDOT and local officials.

The local roadway capacity expansion projects include the important north-south routes on the west and east sides—the CTH M/Pleasant View Road corridor and the Reiner Road/Sprecher Road/CTH AB corridor—as well as other connecting streets. The improvements are needed to serve the developing and planned future neighborhoods and employment centers in these areas. The only state roadway capacity expansion projects included in the plan at this time are the two stages of the Verona Road (USH 18/151) and West Beltline improvements recommended in the recently completed EIS study for that corridor, the programmed USH 51 freeway conversion (STH 19 to CTH V), and the Interstate 39/90 expansion from the Beltline south to the county line. The USH 51 and Interstate projects are outside the MPO planning area.

The Verona Road Stage 1 improvements, which are already programmed, include restructuring the Verona Road/Beltline interchange to a single-point urban interchange, extending the 6-lane Beltline section west through the Whitney Way interchange, and adding the Summit Road Jug Handle with a grade-separated street crossing under Verona Road. A pedestrian/bicycle underpass will be built south of the interchange. The Stage 2 improvements include conversion of the Verona Road and CTH PD intersection to a diamond interchange and expansion of Verona Road to six lanes from Raymond Road south to

*(continued on page 90)*



**TABLE 33  
ARTERIAL AND COLLECTOR STREET/ROADWAY IMPROVEMENTS: 2012-2035**

**1. Capacity Improvements & Studies Already Programmed**

FACILITY	SEGMENT	ASSUMED POTENTIAL IMPROVEMENT (1)	EST. MILES	ESTIMATED TIMING (2) AND PRELIMINARY COSTS (3) (000s)			PRIMARY FUNDING SOURCE(S)	COMMENTS
				2012 to 2015	2016 to 2025	2026 to 2035		
<b>Roadway Segments (4)</b>								
<u>State</u>								
Verona Rd. (USH 18/151)	Beltline to Summit Rd., Interchange	8-lane divided facility	0.2	67,817			NHS	Excludes ROW (2,554)
W. Beltline (USH 12/14)	Verona Rd. to Whitney Way	6-lane divided freeway	1.2				NHS	Part of Interchg. Proj.
		<b>State Project Subtotal</b>		<b>67,817</b>				
<u>Local</u>								
County Trunk Highway (CTH) M	Mineral Pt. Rd. (CTH S) to Valley View Rd.	4-lane divided facility w/ bike lanes	1.1				STP Urban	Part of CTH S project
S. Pleasant View Rd. (CTH M)	Valley View Rd. to Flagstone Dr.	4-lane divided facility w/ bike lanes	1.4	8,854			STP Urban	Excludes ROW (2,000)
S. Pleasant View Rd. (CTH M)	Flagstone Dr. to Cross Country Rd.	4-lane divided facility w/ bike lanes	1.3	9,543			STP Urban	Excludes ROW (2,463)
Mineral Point Rd. (CTH S)	Beltline to Junction/CTH M, Intersection	6-lane divided facility w/ bike lanes	0.3	18,251			STP Urban	Excludes ROW (1,389)
Mineral Point Rd. (CTH S)	Junction/CTH M to Pleasant View Rd.	4-lane divided facility w/ bike lanes	0.5				STP Urban	Part of intersection proj.
W. Main St.	CTH C to Weybridge East Plat line	4-lane divided facility w/ bike lanes	0.5	1,902			Local	
		<b>Local Projects Subtotal</b>	<b>6.5</b>	<b>38,550</b>				
		<b>Total Roadway Segments</b>		<b>106,367</b>				
<b>Interchanges and Bridges</b>								
Cottage Grove Rd. (CTH BB)	I-39/90 Bridge	4-lane bridge w/bike lanes		3,128			NHS	Const. in 2016
Hoepker Road	I-39/90 Bridge	4-lane bridge w/bike lanes		1,137			IM	Const. in 2016
		<b>Subtotal Bridges</b>		<b>4,265</b>				
<b>Studies</b>								
I-39/90/94	MN State Line to STH 67 in Oconomowoc	Statewide corridor study		Cont.				\$ already obligated
USH 12	Paramenter St. to STH 19	Freeway conversion study		Cont.				\$ already obligated
USH 12	Madison to Baraboo	Corridor study (TSM/safety)		Cont.				\$ already obligated
USH 12/18 and USH 12 (East)	CTH N to STH 26 in Whitewater	Corridor study (TSM/safety)		Cont.				\$ already obligated
USH 14 (South)	Madison to Janesville	Corridor study (TSM/safety)		Cont.				\$ already obligated
USH 51	McFarland to Stoughton	Major corridor study (EIS)		Cont.				\$ already obligated
		Subtotal Studies		<b>0</b>				
		<b>Grand Total</b>	<b>6.5</b>	<b>110,632</b>				

(1) For cost estimating purposes only. Design and magnitude of improvement is subject to more detailed levels of planning and approval by unit of government with jurisdiction.

(2) Considering the fiscal constraints on the plan, some projects may not be funded, and all roadway projects may have their priorities and scheduling modified.

(3) Costs are year-of-expenditure assuming a 2.8% annual inflationary factor.

(4) Projects outside of the MPO Planning Area, not included in the financial constraint requirement are as follows:

(a) USH 14 (STH 138 to STH 92), Construct 2-lane roadway on new alignment, \$6,063, STP-Flex (2012 to 2015 time period)

(b) USH 51 (STH 19 to CTH V), Reconstruct and expand to 4-lane freeway, \$58,232, STP-Flex (2012 to 2015 time period). Also \$8,700 ROW cost.

**TABLE 33  
ARTERIAL AND COLLECTOR STREET/ROADWAY IMPROVEMENTS: 2012-2035 (CONTINUED)**

**2. Potential Capacity Improvements**

FACILITY	SEGMENT	ASSUMED POTENTIAL IMPROVEMENT (1)	EST. MILES	ESTIMATED TIMING (2) AND PRELIMINARY COSTS (3) (000s)			PRIMARY FUNDING SOURCE(S)	COMMENTS
				2012 to 2015	2016 to 2025	2026 to 2035		
				<b>Roadway Segments (4)</b> <u>Local</u>				
Anderson St.	Hoffman St. to Pankratz St.	4-lane facility w/ bike lanes	0.8		3,293		Local or STP-Urban	
Buckeye Rd. (CTH AB)	Relocated Sprecher Rd. to USH 12/18	4-lane divided facility w/ bike lanes	2.6			17,754	Local or STP-Urban	
Cottage Grove Rd. (CTH BB)	I-39/90 to Sprecher Rd.	4-lane divided facility w/ bike lanes	0.7		4,702		STP Urban	
CTH B	USH 51 to CTH N	4-lane divided facility w/ bike lanes	2.5			17,360	STP-Flex, STP-Urban or Local	Potential jurisdictional transfer to state
CTH M	Willow Rd. to CTH K	4-lane divided facility w/ bike lanes	1.1		5,795		Local or STP-Urban	
CTH PD (McKee Rd.)	Maple Grove Rd. to CTH M	4-lane divided facility w/ bike lanes	1.6		10,654		STP-Urban	
CTH PD	CTH M to West of Shady Oak Ln.	4-lane divided facility w/ bike lanes	1.1		5,887		Local or STP-Urban	
CTH Q	Oncken Rd. to CTH M (Century Ave.)	4-lane divided facility w/ bike lanes	1.8			12,152	Local or STP-Urban	
CTH T (Commercial Ave.)	N. Thompson Dr. to Reiner Rd.	4-lane divided facility w/ bike lanes	1.7			11,805	Local or STP-Urban	
S. High Point Rd.	Raymond Rd. to Mid-Town Rd.	4-lane divided facility w/ bike lanes	0.4		1,996		Local or STP-Urban	Excludes ROW
Hoepker Rd.	American Pkwy./Rattman to USH 51	4-lane divided facility w/ bike lanes	2.0			13,809	Local or STP-Urban	
Hoepker Rd.	USH 51 to CTH CV	4-lane facility w/ bike lanes	0.5			2,663	Local or STP-Urban	
Lien Rd.	I-39/90/94 to Felland Rd.	4-lane divided facility w/ bike lanes	0.6		3,392		Local or STP-Urban	
Lien Rd. Extension	Felland Rd. to Reiner Rd.	New 4L divided facility w/ bike lanes	0.5		2,594		Local or STP-Urban	Excludes ROW
Mid-town Rd.	Muir Field Rd. to CTH M (S. Pleasant View)	4-lane divided facility & bike lanes	1.3		6,984		Local or STP-Urban	On new alignment
Mineral Point Rd. (CTH S)	Pleasant View Rd. to Pioneer Rd.	4-lane divided facility w/ bike lanes	1.7		6,735		Local or STP-Urban	
Nelson Rd.	High Crossing Blvd. to Reiner Rd.	4-lane divided facility w/ bike lanes	0.9			6,050	Local or STP-Urban	
Pleasant View Rd.	Mineral Point Rd. (CTH S) to Old Sauk Rd.	4-lane divided facility w/ bike lanes	0.8		4,290		Local or STP-Urban	
Pleasant View Rd.	Old Sauk Rd. to USH 14	4-lane divided facility w/ bike lanes	1.3		6,984		Local or STP-Urban	
Reiner Rd.	O'Keefe Ave. to Lien Rd. extended	4-lane divided facility w/ bike lanes	2.5			17,013	Local or STP-Urban	
Reiner Rd.	Lien Rd. extended to CTH T	4-lane divided facility w/ bike lanes	1.0			6,806	Local or STP-Urban	
Sprecher Rd.	CTH T to Milwaukee St.	4-lane divided facility w/ bike lanes	0.5		3,368		Local or STP-Urban	
Sprecher Rd.	Sharpsburg Dr. to Buckeye Rd. (CTH AB)	4-lane divided facility w/ bike lanes	1.2		8,830		Local or STP-Urban	Excludes ROW (500)
Watts Rd.	CTH M to Pleasant View Rd.	4-lane divided facility w/ bike lanes	0.6		2,897		Local or STP-Urban	Excludes ROW
		<b>Subtotal Roadway Segments</b>	<b>29.6</b>		<b>78,401</b>	<b>105,412</b>		
<b>Interchanges and Bridges</b>								
S. High Point Rd. Bridge	S. High Point Rd. and W. Beltline	4-lane bridge w/bike lanes			5,584		NHS	
Verona Rd. (USH 18/151)	CTH PD (McKee Rd.)	New Interchange			65,516		NHS	
		<b>Subtotal Interchanges</b>			<b>71,100</b>	<b>0</b>		<b>0</b>
<b>Studies</b>								
Beltline (USH 12/14/18/151)	USH 14/University Ave. to CTH N	Major corridor study (EIS)	19.0				Funding undetermined	TPC approved 11/11
Interstate 39/90	USH 12/18 to USH 12/16 in Wis. Dells	Major corridor study (EIS)	56.0				Funding undetermined	TPC approved 11/11
USH 51 (Stoughton Road)	Beltline (USH 12/18) to STH 19	Major corridor study (EIS)	9.0				Funding undetermined	TPC approved 11/11
		<b>Subtotal Studies</b>						
		<b>Grand Total</b>	<b>29.6</b>		<b>149,501</b>	<b>105,412</b>		<b>0</b>

- (1) For cost estimating purposes only. Design and magnitude of improvement is subject to more detailed levels of planning and approval by unit of government with jurisdiction.
- (2) Considering the fiscal constraints on the plan, some projects may not be funded, and all roadway projects may have their priorities and scheduling modified.
- (3) Costs are year-of-expenditure assuming a 2.8% annual inflationary factor.
- (4) Projects outside of the MPO Planning Area, not included in the financial constraint requirement are as follows:
  - (a) I-39/90 (Beltline (USH 12/18) to County Line), 6-lane freeway, 20.1 miles, IM funds (2026 to 2035 time period); part of larger project to IL State line.
  - (b) Vinburn Rd. (CTH CV to USH 51), Reconstruct and expand to 4-lane facility, \$2,058, Local (2016 to 2025 time period).

**TABLE 33  
ARTERIAL AND COLLECTOR STREET/ROADWAY IMPROVEMENTS: 2012-2035 (CONTINUED)**

**3. Arterial System Preservation, TSM, and Safety Projects Already Programmed (Cost > \$1.0 million)**

FACILITY	SEGMENT	ASSUMED POTENTIAL IMPROVEMENT (1)	EST. MILES	ESTIMATED TIMING (2) AND PRELIMINARY COSTS (3)			PRIMARY FUNDING SOURCE(S)	COMMENTS
				(000s)				
				2012 to 2015	2016 to 2025	2026 to 2035		
<b>Roadway Segments (4)</b>								
<u>State</u>								
W. Beltline (USH 12/14)	Old Sauk Rd. to Mineral Point Rd.	Add EB and WB auxiliary lanes	1.0	2,925			STP-Flexible	
W. Beltline (USH 12/14/18/151)	Verona Rd. to I-39/90	Upgrade guardrail end treatments	9.1	1,030			NHS	
Interstate 39/90	Lien Rd. to CTH B	Upgrade guardrail end treatments	15.8	1,660			IM	
Interstate 39/90	CTH B to USH 12	Pavement overlay of SB lanes	10.7	3,300			IM	
Interstate 39/90/94	Lien Rd. to USH 51	Resurfacing	4.4	8,181			IM	
Interstate 39/90/94	USH 51 to CTH V	Resurfacing	5.8	8,828			IM	
STH 19 (Main St.)	Holiday Dr. to Division St.	Reconst.; install roundabout at STH 113	0.9	4,826			STP-Flexible, State, Local	
USH 51	STH 138 to Town Rd. and Quam Dr. to CTH B	Pavement replacement	2.8	4,836			STP-Flexible	
USH 51	CTH W to Chalet Dr.	Pavement replacement	5.4	5,182			STP-Flexible	
USH 151 (E. Washington Ave.)	Thierer Rd. to East Springs Dr.	Pavement replacement w/ bike lanes	0.8				NHS, Local	\$ obligated in 2011
<b>State Projects Subtotal</b>			<b>56.6</b>	<b>40,768</b>				
<u>Local</u>								
Atwood Avenue	Walter St. to Cottage Grove Rd. (CTH BB)	Partial reconstruction w/ bike lanes	0.5	4,009			Local	
S. Bird Street	Linnerud Dr. to Bailey Rd.	Reconstruction w/ bike lanes	1.2	1,032			Local	
CTH D (S. Fish Hatchery Rd.)	Whalen Rd. to CTH CC	Recondition, improve intersections	3.5	4,138			STP-Rural	
CTH MN (Broadhead St.)	Marsh Rd. to Hoelscher Rd.	Reconstruction to urban cross-section	0.5	1,028			Local	
CTH N	CTH BB to RR	Reconstruction to urban cross-section	0.7	1,641			Local	
CTH PB	CTH M to Sun Valley Pkwy.	Resurfacing	3.0	2,250			State (CHIP), Local	
Fish Hatchery Road (CTH D)	Emil St. to Wingra Dr.	Pavement replacement w/ bike lanes	1.0	3,287			STP-Urban	
E. Johnson Street	Butler St. to Baldwin St.	Reconstruction	1.1	5,147			STP-Urban	
Gammon Road	Mineral Point Rd. to Seybold Rd.	Pavement replacement	0.6	2,005			Local	
Monona Drive	Winnequah Dr. to Cottage Grove Rd.	Reconstruction w/ bike lanes	0.6	3,788			STP-Urban	Excludes ROW (530)
Monona Drive	Pflaum Rd. to Winnequah Dr.	Reconstruction w/ median, bike lanes	1.0	7,291			STP-Urban	Excludes ROW (2,000)
Monroe Street	Odana Rd. to Leonard St.	Resurfacing	1.0	2,885			Local	
Monroe Street	Leonard St. to Breese Ter.	Reconstruction	0.6	3,504			Local	
Outer Capitol Loop (South)	E. Washington to W. Washington Ave. South	Reconstruction	0.3	2,444			Local	
Outer Capitol Loop (West)	Fairchild, Carroll, Mifflin Streets	Reconstruction	0.3	2,250			Local	
S. Park Street	Badger Rd. to Union Pacific RR	Concrete joint repair	0.6	1,384			Local	
S. Park Street	Olin Ave. to W. Washington Ave.	Concrete joint repair	0.7	1,437			Local	
S. Point Road	2,600' S of Mineral Point Rd. to Valley View Rd.	Reconstruction w/ bike lanes	0.5	835			Local	
Post Road Extension	Fish Hatchery Rd. to Index Rd.	Construct new street connection	0.4	2,220			Local	
Reiner Rd.	North of CTH T	Reconstruction w/ bike lanes	0.6	1,079			Local	
University Avenue (CTH MS)	Allen Blvd. to Segoe Rd.	Reconstruction w/ bike lanes	1.9	12,674			STP-Urban, Local	
Winnebago St.	Yahara River to First St.	Reconstruction, 2-way conversion	0.1	3,064			Local	
Winnebago St.	Atwood Ave. to LaFollette Ave.	Reconstruction w/ bike lanes	0.3	1,316			Local	
<b>Local Projects Subtotal</b>			<b>20.9</b>	<b>70,708</b>				
<b>Total Roadway Segments</b>				<b>111,476</b>				

**3. Arterial System Preservation, TSM, and Safety Projects Already Programmed (Cost > \$1.0 million)**

FACILITY	SEGMENT	ASSUMED POTENTIAL IMPROVEMENT (1)	EST. MILES	ESTIMATED TIMING (2) AND PRELIMINARY COSTS (3) (000s)			PRIMARY FUNDING SOURCE(S)	COMMENTS
				2012 to 2015	2016 to 2025	2026 to 2035		
<b>Interchanges/Intersections</b>								
W. Beltline (USH 12/14/18/151)	Fish Hatchery Rd. (CTH D) Interchange	Phase 2 Ramp Improvements		9,700			NHS and SAF (LS30)	\$ obligated in 2011
W. Beltline (USH 12/14)	Gammon Rd. & Greenway Blvd. Interchanges	Add turn lanes & auxilliary lanes				STP-Flexible		
USH 14	CTH MM Interchange	Install roundabout at ramp terminals		3,180		STP-Flexible		
USH 18/151 (Verona Rd.)	McKee Rd. (CTH PD) Intersection	Add turn lanes to intersection		1,915		NHS		
USH 18/151 (Verona Rd.)	Williamsburg Way & Raymond Rd. Intersections	Reconstruct, restructure intersections		3,650		NHS		
CTH MM	CTH M Intersection	Install roundabout		1,334		HSIP		
<b>Interchanges/Intersections Subtotal</b>				<b>19,779</b>				
<b>Bridges</b>								
<u>State</u>								
S. Beltline (USH 12/18)	Yahara River Bridges	Bridge deck overlay		3,149			NHS	Const. in 2016
STH 19	Bridges over Token Creek	Bridge replacement		1,380			State	
STH 19 & CP Rail Line	Bridges over Interstate 39/90/94	Replace bridge decks		7,102			IM	Const. in 2016
USH 51	Interstate 39/90/94 Bridges	Bridge deck replacements		5,667			IM	
USH 51 (Stoughton Rd.)	Cottage Grove Rd. (CTH BB) SB Bridge	Bridge replacement		6,273			NHS	
USH 151	Interstate 39/90/94 Bridges	Bridge deck replacements		3,865			IM	
<u>Local</u>								
CTH M	RR Bridge	Bridge replacement		1,380			Bridge	
Milwaukee Street	E. Branch Starkweather Creek Bridge	Bridge repl.; reconstr. Fair Oaks intersec.		2,637			Bridge, Local	
<b>Bridges Subtotal</b>				<b>31,453</b>				
<b>Grand Total</b>			<b>77.6</b>	<b>162,708</b>				

- (1) For cost estimating purposes only. Design and magnitude of improvement is subject to more detailed levels of planning and approval by unit of government with jurisdiction.
- (2) Considering the fiscal constraints on the plan, some projects may not be funded, and all roadway projects may have their priorities and scheduling modified.
- (3) Costs are year-of-expenditure assuming a 2.8% annual inflationary factor.
- (4) Projects outside of the MPO Planning Area, not included in the financial constraint requirement are as follows:
  - (a) I-39/90/94 (CTH I Overpass), Bridge replacement, \$2,326, IM (2012-2015 time period)
  - (b) USH 14 (CTH KP to Westview Ct.), Reconstruct CTH P intersection and replace pavement, 1.1 mi., \$7,605, NHS (2012-2015 time period)
  - (c) USH 14 (Walter Rd. to CTH KP), Recondition roadway, 0.7 mi., \$2,072, NHS (2012-2015 time period)
  - (d) USH 18/151 (Beltline to USH 151 in Iowa Cty.), Upgrade guardrail end treatments, \$1,158, NHS (2012-2015 time period)
  - (e) USH 18/STH 78/CTH E, Connect CTH E to STH 78 and remove CTH E/STH 18 intersection, \$1,460, NHS (2012-2015 time period)
  - (f) USH 151 (I-39/90/94 to Fond du Lac Cty.), Upgrade guardrail end treatments, \$1,196, NHS (2012-2015 time period)
  - (g) STH 19 (STH 78 to USH 12), Resurfacing and roadway geometrics improvements, \$4,491, STP-FLX (2012 to 2015 time period).
  - (h) STH 73 (Pierce Rd. to USH 12), Resurfacing and intersection improvements, 10.0 mi., \$9,316, STP-FLX (2012-2015 time period)
  - (i) STH 78 (Mt. Horeb to Black Earth), Mill and overlay pavement, 9.5 mi., \$3,075, STP-FLX (2012-2015 time period)
  - (j) STH 92 (USH 18/151 to CTH G East), Pavement overlay, \$2,269, State (2012-2015 time period)

**TABLE 33  
ARTERIAL AND COLLECTOR STREET/ROADWAY IMPROVEMENTS: 2012-2035 (CONTINUED)**

**4. Potential Arterial System Preservation, TSM, and Safety Projects (Cost > \$1.0 million)**

FACILITY	SEGMENT	ASSUMED POTENTIAL IMPROVEMENT (1)	EST. MILES	ESTIMATED TIMING (2) AND PRELIMINARY COSTS (3)			FUNDING SOURCE(S)	COMMENTS
				2012 to 2015	(000s) 2016 to 2025	2026 to 2035		
<b>Roadway Segments (4)</b>								
<u>State</u>								
W. Beltline (USH 12/14)	Airport Rd. to Parmenter St.	Reconstruct, add auxilliary lanes	1.0		1,655		NHS and/or SAF	
W. Beltline (USH 12/14/18/151)	Fish Hatchery Rd. to Verona Rd. (USH 18/151)	Pavement replacement	2.4		25,201		NHS	
W. Beltline (USH 12/14/18/151)	Fish Hatchery Rd. to I-39/90	Pavement replacement	6.7		56,637		NHS	
USH 151	Main St. to CTH VV	Pavement replacement	3.9		30,644		NHS	
<b>State Projects Subtotal</b>			<b>13.9</b>		<b>112,482</b>			
<u>Local</u>								
Atwood Ave.	Fair Oaks Ave. to Starkweather Creek	Pavement replacement	0.3		1,223		Local	
Atwood Ave.	Rusk St. to Fair Oaks Ave.	Partial reconstr., pavement repl.	0.6		2,379		Local	
Blair St.	E. Washington Ave. to Williamson St.	Pavement repl., intersection imp.s	0.3		1,888		State, Local	
Buckeye Road (CTH AB)	Monona Dr. to Stoughton Rd. (USH 51)	Reconstruction w/ bike lanes	0.9		2,289		Local or STP-Urban	
Buckeye Road (CTH AB)	Thompson Dr. to relocated Sprecher Rd.	Reconstruction w/ bike lanes	1.0		3,293		Local or STP-Urban	
Burke Rd.	City View Dr. to Reiner Rd.	Reconstruction w/ bike lanes	0.8			3,452	Local or STP-Urban	
Capitol Square	Main, Pinckney, Mifflin, Carroll Streets	Pavement replacement	0.6		4,020		Local	
CTH Q (S. Century Ave.)	Main St. (STH 19/113) to Woodland Dr.	Reconstruction w/ bike lanes	1.0		3,293		Local or STP-Urban	
Felland Rd.	CTH T to Nelson Rd.	Reconstruction w/ bike lanes	2.5			10,850	Local or STP-Urban	
Femrite Dr.	Meier Rd. to CTH AB	Reconstruction w/ bike lanes	1.0			4,792	Local or STP-Urban	
Fitchrona Road	Lacy Rd. to Nesbitt Rd.	Reconstruction w/ bike lanes	0.5		1,482		Local or STP-Urban	
Holscher Rd.	Broadhead St. (CTH MN) to Siggelkow Rd.	Reconstruction w/ bike lanes	0.7		2,305		Local	
E. Johnson St.	Baldwin St. to First St.	Reconstruction w/ bike lanes	0.5		2,479		Local or STP-Urban	
Lacy Road	Fitchburg City Hall to Fahey Glen	Reconstruction w/ bike lanes	0.7		2,010		Local or STP-Urban	
Mid-town Rd.	CTH M (S. Pleasant View) to Meadow Rd.	Reconstruction w/ bike lanes	1.7			7,378	Local or STP-Urban	
Milwaukee St.	Thompson Dr. to Sprecher Rd.	Reconstruction w/ bike lanes	1.1		3,640		Local or STP-Urban	
Milwaukee St. Extension	Sprecher Rd. to CTH T	New 2-lane facility w/ bike lanes	0.4		3,570		Local	Excludes ROW (2,000)
Old Sauk Rd.	Bear Claw Way to Pioneer Rd.	Reconstruction w/ bike lanes	1.1		3,742		Local or STP-Urban	
S. Park St.	RR to Olin Ave.	Reconstruction w/ bike lanes	0.5		2,425		Local	
Parmenter St.	Century Ave. to Greenbriar Rd.	Reconstruction w/ bike lanes	0.6		2,074		Local or STP-Urban	
Pioneer Rd.	Midtown Rd. to Old Sauk Rd.	Reconstruction w/ bike lanes	3.2			13,671	Local or STP-Urban	
Rattman Rd.	Hoepker Rd. to W. Main St.	Reconstruction w/ bike lanes	0.8			3,472	Local or STP-Urban	
Siggelkow Rd.	Catalina Pkwy. to CTH AB	Reconstruction w/ bike lanes	1.1			4,932	Local or STP-Urban	
University Ave.	Shorewood Blvd. to Farley Ave.	Reconstruction w/ bike lanes	0.5		1,737		Local or STP-Urban	
Valley View Rd.	CTH M (S. Pleasant View) to Pioneer Rd.	Reconstruction w/ bike lanes	2.0			9,041	Local or STP-Urban	
W. Washington Avenue	Regent St. to Bedford St.	Pavement replacement	0.2		2,234		Local	
Williamson St.	Blair St. to Blount St.	Pavement replacement	0.2		1,770		Local	
E. Wilson Street	Blair St. to Hancock St.	Pavement replacement	0.2		1,416		Local	
<b>Local Projects Total</b>			<b>52.9</b>		<b>49,269</b>	<b>57,588</b>		
<b>Total Roadway Segments</b>			<b>66.9</b>		<b>161,751</b>	<b>57,588</b>		
<b>Interchanges/Intersections</b>								
CTH M	Verona Ave. Intersection	Reconstruct, expand intersection			2,642		Local or STP-Urban	Excludes ROW (1,000)
Old Middleton Rd.	Old Sauk and Rosa Rd. Intersections	Reconstruct w/ roundabouts			1,575		Local	
<b>Interchanges/Intersections Subtotal</b>					<b>4,217</b>			

<b>Bridges</b>						
W. Beltline (USH 12/14/18/151)	Seminole Highway Bridge	Bridge deck replacement, reconfiguration			1,650	NHS
USH 51 (Stoughton Rd.)	Pflaum and Buckeye Rd. Intersections	Reconstruct Intersections			667	NHS
Milwaukee St.	I-39/90 Bridge	4-lane bridge w/bike lanes			4,841	NHS
S. Thompson Rd.	USH 151 Overpass	Construct new overpass				6,000 Funding undetermined
		<b>Bridges Subtotal</b>			<b>7,158</b>	<b>6,000</b>
		<b>Grand Total</b>			<b>168,909</b>	<b>63,588</b>

- (1) For cost estimating purposes only. Design and magnitude of improvement is subject to more detailed levels of planning and approval by unit of government with jurisdiction.
- (2) Considering the fiscal constraints on the plan, some projects may not be funded, and all roadway projects may have their priorities and scheduling modified.
- (3) Costs are year-of-expenditure assuming a 2.8% annual inflationary factor.
- (4) Projects outside of the MPO Planning Area, not included in the financial constraint requirement are as follows:
  - (a) I-39/90/94 (CTH DM Overpass), Bridge Replacement, \$1,500, IM (2016 to 2025 time period)
  - (b) I-39/90/94 (River Road Overpass), Bridge replacement, \$1,121, IM (2016-2025 time period)
  - (c) I-94 (CTH N to E. Jefferson Cty. Line), Pavement repair, 34 mi., \$1,026, State (2016 to 2025 time period)
  - (d) USH 18/151 (CTH F Interchange), Reconstruct Interchange, \$, NHS (2016-2025 time period)

CTH PD. These improvements could be built as early as 2017.

Additional state roadway capacity expansion project recommendations will come out of the ongoing USH 51 (McFarland to Stoughton) major EIS study and other planned major EIS studies. New major EIS studies for three additional corridors were just approved by the State Transportation Projects Commission and those studies will be starting in 2012. The three corridors are: the Beltline (USH 12/14/18/151) from USH 14 to CTH N east of the Interstate; Stoughton Road (USH 51) from the Beltline to the Interstate; and Interstate 39/90/94 from Madison to the Wisconsin Dells. The EIS studies will look at potential capacity expansion options (including new or reconfigured interchanges and, in the case of the Beltline, options outside the roadway corridor) as well as shorter term TSM/safety improvements. Because the specific type of capacity expansion project, if any, is unknown for these corridors, only the studies are included in Table 33. Once these studies are completed, specific improvement project(s) are identified, regional agreement is reached on those projects, and funding is identified, the plan will be amended to add the project(s).



An additional future study is identified and shown on Figure 27 for the general STH 19 corridor, which would also include the proposed North Mendota Parkway route (including STH 113 and CTH M) over to USH 12. The plan does include the segment of CTH M from Willow Road west to CTH K as a capacity expansion project, but the segment on new alignment from CTH K to USH 12 is not included for financial constraint reasons. Funding for the project has not been identified. A future EIS study is also likely in the USH 14 West corridor, but capacity expansion options will be problematic due to environmental constraints in the corridor and capacity constraints through the Village of Cross Plains.

Implementation of the recommended capacity expansion projects will result in a significant reduction in existing and forecast traffic congestion. However, numerous corridors are anticipated to remain congested, including the arterials leading into the Isthmus area where capacity expansion is not feasible and other arterials such as CTH PD, CTH Q, and CTH CV. Figure 27 shows these remaining areas of congestion. Traffic congestion on these and other roadways will need to be addressed with congestion management strategies (TDM, TSM, transit service improvements) as part of the MPO's Congestion Management Process (CMP).

In addition to capacity expansion projects, Table 33 also lists system preservation (e.g., reconstruction or other maintenance work), TSM (minor capacity projects or other roadway modifications to improve operations), and/or safety projects. Those already programmed are included in Section 3 and additional planned projects are included in Section 4. The list of these projects is not comprehensive, particularly for the 2026-2035 time period, because it is not possible to project long-term maintenance needs, and TSM/safety needs

generally require more detailed analysis. TSM and safety projects will continue to be identified as part of the CMP and other corridor or area studies. Many of the local system preservation projects are peripheral roadways that will need to be reconstructed to urban standards as development occurs, but won't require a capacity expansion to four lanes.

It is recommended that detailed planning and design of the roadway, bridge, and interchange projects shown in Figure 27 and listed in Table 33 be continued or initiated with consideration given to staging construction of the improvements where appropriate.

Other general project/study and planning related street/roadway recommendations are listed below:

#1 Complete the Alternatives Analysis (AA)/ Environmental Impact Statements (EIS) Study for USH 51 (McFarland to Stoughton) to identify short- and long-term solutions for the congestion, safety, and multi-modal access issues in the corridor. Upon completion of the accepted Final EIS, begin planning to advance recommended short-term TSM, safety, and pedestrian/bicycle improvements in the corridor, including official mapping of the "bypass" route east of Stoughton. Depending on future growth in the Stoughton area, ongoing congestion management efforts, future safety analyses, and available funding, implement the long-term capacity expansion recommendation at a future time. [WisDOT, City of Stoughton]

#2 Initiate AA/EIS Study for Stoughton Road (USH 51) (Beltline to Interstate 39/90) to identify short- and long-term solutions for the congestion, safety, and multi-modal access issues in the corridor. Upon completion of the accepted Final EIS, begin planning to advance recommended

improvements in the corridor. Continue to implement lower-cost short-term improvements. [WisDOT]

Recently completed short-term improvements include:

- Extension of Bartillon Drive connecting Portage Road to USH 51 via Kinsman Boulevard;
- Addition of a southbound transition lane between Buckeye Road and Cottage Grove Road;
- Addition of signal and other intersection improvements at the Hoepker Road intersection; and
- Increasing the capacity of the ramps and approaches at the USH 51 and Beltline interchange.

#3 Initiate AA/EIS Study for the Beltline (USH 14 to CTH N) to identify long-term solutions for the congestion and safety issues in the corridor. Upon completion of the accepted Final EIS, begin planning to advance recommended improvements. Continue to implement short-term operational and safety improvements, including interchange improvements, auxiliary lanes, and ramp meters and other ITS applications. Also continue to pursue additional grade-separated crossings of the Beltline to relieve congestion at interchanges. [WisDOT]

Recently completed or programmed TSM and safety improvements include:

- Restructuring of the Park Street and Fish Hatchery Road interchanges;
- Addition of auxiliary lanes between some of the interchanges;
- Ramp improvements at multiple interchanges; and
- Construction of a median barrier between Verona Road and Whitney Way.

#4 Initiate AA/EIS Study for the Interstate (Madison to Wisconsin Dells) to identify solutions for the congestion and safety issues in the corridor. Upon completion of the accepted Final EIS, begin planning to advance recommended improvements. [WisDOT]

Several new Interstate interchanges have been proposed, including Cuba Valley Road, Hoepker Road, and Femrite Road (partial). The Interstate study will evaluate the operational feasibility and benefits and impacts of these interchanges to the Interstate and the regional transportation system. Recommendations can then be made regarding the interchanges from a system versus interchange specific perspective.

#5 Continue or initiate planning to advance short-term TSM and safety improvement recommendations from the recently completed access management/safety studies in the STH 19/STH 113 and USH 14 West corridors and others planned in the STH 138 and USH 12/18 corridors. [WisDOT]

#6 Continue to plan for and utilize official mapping, right-of-way dedications, and other programs to preserve existing and planned future arterial and collector roadway corridors for potential improvements such as Pioneer/Meadow Road (USH 14 to Mid-Town), Mid-Town Road (CTH M to Meadow), Valley View Road (CTH M to Pioneer), High Road, Siggelkow Road (USH 51 to CTH AB), and Egge Road. See Figure 28. [City of Madison and other local governments]

#7 Adopt a formal MPO Complete Streets Policy to promote and implement the MPO's goal to create a safe, integrated, and connected street/roadway system that meets the needs of all users, supports transportation efficient development, and enhances community vitality and livability. [MPO]

The policy would apply to all projects using federal funds allocated through the MPO's TIP process. It would be incorporated into the project selection process for the MPO's STP Urban funding. The policy would support the new state complete streets law. The principles of the policy will guide future RTP updates and other plans.

#8 Work with the City of Verona to identify the potential for future official mapping of a north-south roadway west of the City from USH 18/151 north to CTH PD and possibly to Mid-Town Road as part of the future arterial/collector roadway system on the West side of the metro area. [City of Verona, MPO]

#9 Continue to implement pavement management programs to assist in making cost-effective decisions concerning the maintenance and rehabilitation of roadways in a systematic way. It is also recommended that Dane County and local governments prepare annual street/roadway condition reports similar to the report prepared by the City of Madison. [WisDOT, Dane County, local governments]

#10 Continue enforcement of truck weight regulations to reduce premature deterioration of roadways and bridges. [WisDOT]

Enforcement activities are conducted at State Patrol safety and weight inspection facilities as well as via mobile enforcement using portable scales.

#11 Continue to implement access management standards and plans for existing and future arterial roadways as development and street reconstruction (curb replacement) occur. [Local governments]

Access management plans include consideration of: (a) combining driveways, moving them away from intersections, or

aligning them with other driveways or streets; (b) the addition of a median or other median treatments such as pedestrian refuge areas at intersections; and (c) providing for protected left-turn movements.

#12 Implement the Congestion Management Process to identify potential TSM improvements such as additional ramp meters and other ITS applications, intersection changes, curb-lane peak parking restrictions, enhanced traffic signal coordination, timing, and detection, and other measures to improve traffic operations on the arterial roadways. [WisDOT, Local governments, MPO]

#13 Investigate the feasibility, benefits, and costs of an expanded incident response program for additional state roadways (e.g., USH 12, Verona Road) and selected congested local arterials as recommended in the CMP. [MPO CMP Committee]

#14 Continue to implement the Transportation Operations Infrastructure Plan (TOIP) prepared by WisDOT by incorporating ITS applications into future roadway corridor studies, where appropriate, and integrating ITS infrastructure into PE/design of major construction projects. [WisDOT]

#15 Update the Isthmus traffic redirection study. [Madison Traffic Engineering, MPO]

#16 Support the efforts of the Wisconsin Department of Transportation (WisDOT) to implement the 2006-2008 Wisconsin Strategic Highway Safety Plan and future updates to the plan. [WisDOT, Dane County, local governments, state agencies, law enforcement agencies, private organizations, others]

#17 Continue to implement cost-effective changes to traffic signals and signs that

are found to reduce crashes (e.g., using brighter, light emitting diode (LED) lighting, de-activating unwarranted existing signals, overhead street signs on arterials, etc.). [Local public works/traffic engineering agencies]

#18 Continue to expand safety education efforts, including neighborhood-based initiatives. [WisDOT, local governments, non-profit organizations]

#19 Continue to support and expand traffic enforcement activities, including using local traffic teams and undertaking special enforcement initiatives. [Dane County and local law enforcement agencies]

## Public Transit

**Goal:** Develop and maintain a safe, effective, and efficient transit system that provides a viable transportation alternative to the automobile for trips within the Madison Metropolitan Area.

Balance the needs of commuters to the downtown/UW campus area with people dependent on transit for basic mobility and people using transit for other trip purposes and to other areas.

### Policy Objectives

#1 Maintain and operate transit facilities and service as safely and efficiently as possible.

#2 Improve transit service and facilities to increase the system's accessibility, attractiveness, and competitiveness with the automobile in a manner to achieve an increase in transit's total share of transportation trips, particularly in congested or constrained corridors serving the central Madison area and other major employment/activity centers.

#3 Increase accessibility to employment centers and medical and other services for people who have limited or no access to automobiles and those with disabilities.

#4 Focus transit service improvements and extensions in existing, redeveloping, and developing urban areas with supportive land use patterns and population and employment characteristics.

#5 Develop commuter transit and/or expand vanpool services to the central Madison area and to other major employment/activity centers from outlying cities and villages.

#6 Expand the Park-and-Ride system within the Madison area and outlying cities and villages.



## Recommendations/Implementation Strategies

#1 Continue efforts to plan for and implement high-capacity rapid transit service. Complete the Transit Corridor (Bus Rapid Transit) Study, and use information from that study and the Transport 2020 Study to reach regional agreement on the appropriate technology and routing for such service as part of a comprehensive long-range regional transit plan. [MPO, Metro Transit, City of Madison, Others]

The Capital Region Sustainable Communities Consortium, led by the Capital Area Regional Planning Commission, received a \$2 million, three-year Sustainable Communities Regional Planning Grant from the U.S. Department of Housing and Urban Development (HUD). Among the activities of the project is conducting a transit corridor study that will explore the feasibility of a Bus Rapid Transit (BRT) system focusing primarily on arterial street corridors. Specific work tasks will include: evaluating routing alternatives in four corridors (west, south, east, and north); evaluating passenger facilities needed to support the BRT system; evaluating transit priority treatments to deliver fast, reliable travel times; and evaluating the feasibility of transit signal priority. In addition, the study will evaluate how a BRT system might be integrated with a restructured local bus system and future express bus routes from outlying communities.

The BRT study is anticipated to start in the spring of 2012 with a report due near the end of the year. It will provide information on the benefits and costs of BRT to allow comparison to the information developed for commuter rail as part of the *Transport 2020 (East-West Transit Corridor) Study*.

The Transport 2020 study completed its Alternatives Analysis phase in 2008 with a recommendation to pursue a commuter rail system using an alignment exclusively on railroad right-of-way from Middleton to a station past the East Towne area near the intersection of Reiner Road and Nelson Road using railroad compliant diesel multiple units providing 10- to 40- minute service with stops spaced about one-half mile apart. An application was filed with the Federal Transit Administration's (FTA) New Starts grant program to enter preliminary engineering. In 2009, the application was withdrawn following feedback from FTA staff that the application was deficient due to the lack of a local financial commitment and governance

structure for the system. The project was put on hold until these finance and governance issues could be addressed. Progress was made on this with the passage of Regional Transit Authority (RTA) enabling legislation and the creation of the Dane County RTA, but the legislation was later rescinded and the Dane County RTA dissolved.

Urban rail transit, which has been studied and pursued in the Madison area for at least 30 years, still has many challenges to overcome. Rail transit offers advantages over buses in terms of travel time, capacity, ridership, and stimulating urban development. However, bus rapid transit offers many similar advantages. In addition, it can be developed more quickly because of lower capital and operating costs. It can also more easily and effectively serve Madison's transit markets that are not well served by rail lines, including the Capitol Square, State Street, East and West Towne, the Hill Farms area, Mineral Point Road corridor, South Park Street, and the city of Fitchburg.

A reassessment of Madison's long range transit plans will require significant dialogue among all of the key policymakers and stakeholders. However, the development of a comprehensive long-range transit plan could result in short-term corridor bus improvements combined with planned long-term rail projects, including eventual conversion of bus rapid transit lines to rail transit. In fact, the *Dane County Transit Technology Corridor Study* (Dane County RPC, 1981) recommended initiating a 13-mile exclusive right-of-way system that could be used by rail or bus, priority treatments for buses on existing streets, and planning for future conversion of exclusive bus lanes to light rail. This strategy is a legitimate one worth revisiting.

Figure 29 provides an initial framework for development of a long-range regional transit plan. The map highlights the important

existing and potential future regional transit corridors. The corridors are categorized into the following types:

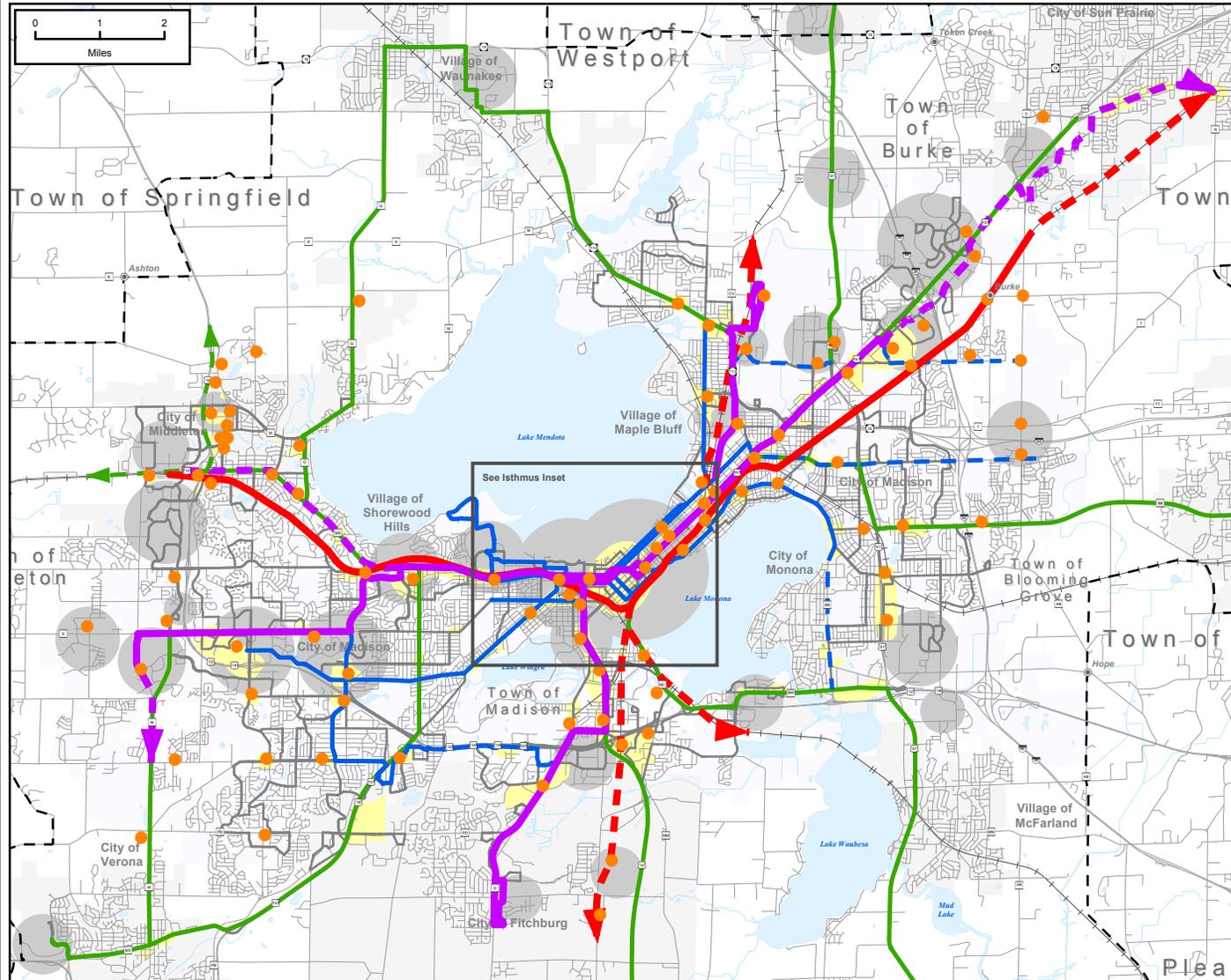
- Rapid Transit (Bus) – Frequent service throughout the day combined with improved passenger facilities, transit preferential roadway treatments, and other capital improvements; consolidated or limited stops.
- Rapid Transit (Rail) – Frequent to moderate service throughout the day using diesel multiple unit rail cars on existing railway right of way, limited stops.
- High Frequency Local Bus – Frequent to moderate service throughout the day on established well-performing transit routes, frequent to moderate stops.
- Express Commuter Bus – Frequent to moderate service during peak commute times only, limited stops.

In some cases (e.g., University Ave.), the on-street and rail transit corridors parallel each other. In the short term at least, only one of these corridors would likely be chosen for development dependent in part on the technology chosen for rapid transit service. Other existing local transit route corridors are shown as well. Other future corridors could be added.

Development of a long-range transit plan and corridor map will facilitate implementation of the MPO's policy objective to encourage higher density, mixed-use development and affordable housing opportunities along transit corridors. Planned redevelopment areas and potential transit-oriented development (TOD) locations based on local plans are overlaid on the map. A separate TOD market study to be conducted as part of the Sustainable Communities project will help identify locations with the greatest potential. An inventory of properties with good redevelopment potential in the BRT corridors is also being compiled as part of the Sustainable Communities project.

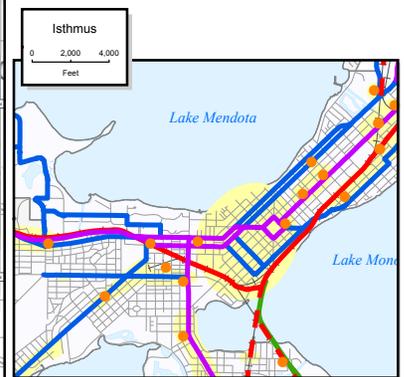
Figure 29

# Regional Transportation Plan 2035



## Regional Transit Corridors

- Rapid Transit (Bus)
- Rapid Transit (Rail)
- High Frequency Bus
- Express Commuter Bus
- - - Long Term Future Extension
- - - Long Term Future Extension
- - - Long Term Future Extension
- Potential Transit Oriented Development Areas
- Potential Redevelopment & Infill Areas
- MPO Boundary
- Metro Transit Routes (2011)
- 2035 Employment Centers



Source Info:  
 Aerial Imagery: 2011 BNA/FRP  
 Street Data: 2011, Orthophoto Dataset (DOQ)  
 Electrical Classification: 6/10 (METS, 10001)  
 Hydrography: 1/200, 1/24,000 (DCEM)  
 City of Madison: 2011, Assessment Records (DCLD)  
 MPO Boundary: 2012 (MPO 199)

Date: 1/25/2012  
 Lambert Conformal Conic Projection  
 WGS84 - Zone 14N 83(91)

#2 Support the creation of a representative regional transit authority (RTA) to fund and coordinate transit service in the metropolitan area. [MPO, Metro Transit, Local governments]

There has already been one attempt to create an RTA. In June 2009, the Wisconsin State Legislature enacted Assembly Bill 75 (Act 28) authorizing the creation of the Dane County Regional Transit Authority (DCRTA). The DCRTA was formed through passage of a county resolution, but did not have funding for staff. With assistance from the City of Madison, Metro Transit, and MPO staff, the DCRTA developed a draft conceptual short-term plan for improved transit service to take to the voters to support a referendum on a new one-quarter percent sales tax. The draft *Plan for Transit* outlined the following components:

- New regional commuter express service to the downtown/campus area from Sun Prairie, Cottage Grove, Waunakee/Westport, Verona, McFarland, and Stoughton;
- Expanded bus service between Madison, Monona, Middleton, and Fitchburg;
- Improved bus service within Madison, including new express service to the airport;
- A network of park and ride lots;
- Expanded paratransit service;
- Specialized transportation services for the elderly and persons with disabilities;
- “Modernization” of the transit system, including smart fare cards, new hybrid buses, and additional real-time information signs;
- Planning for a new intermodal transit center; and
- Improved bus stop amenities such as concrete pads, benches, and shelters.

The DCRTA decided not to move forward with a referendum on the new sales tax in the spring of 2011. Assembly Bill 40 (Act 32) was

subsequently passed, eliminating the RTA authorizing legislation and thereby dissolving the DCRTA.

The creation of an RTA with a dedicated funding source—most likely a sales tax—is necessary to make substantial capital or service improvements to the transit system, including new express bus routes to/from outlying communities and bus or rail rapid transit. Dedicated local funding for transit using a sales tax is ubiquitous throughout the U.S. A sales tax provides funding that increases with inflation and area growth, providing a stable funding source.

The current funding structure of relying on local funding from property taxes only is insufficient to fund major improvements, let alone keep up with inflationary cost increases. This is particularly so with federal funding maximized already and state funding declining (the 2012 state budget reduced Metro’s transit assistance by about \$1.8 million). The current structure of a city-owned transit system that contracts with other jurisdictions for service makes long-range service planning difficult. Each community through which a route operates must agree each year to a given level of service and to budget for their share of the cost. It also leads to inefficiencies and inequities such as closed door service and service to communities that don’t share in the costs.

#3 Continue efforts to incrementally improve and expand local bus service through service extensions, increased frequency of service, improved bus phasing, reduced travel time, enhanced transfer opportunities, and improved on-time performance. [Metro Transit]

Metro is experiencing serious over-crowding issues on a number of routes (e.g., 2, 4, 14, 15) in multiple corridors, mostly through the Isthmus area and on University Avenue.