



These over-crowding issues are occurring during the morning and afternoon peak periods, but are now extending farther into the midday and early evening hours. MPO staff will work with Metro staff to better identify these corridors, areas, and routes and address the capacity issues through the Congestion Management Process (CMP) and Transit Development Plan update. In addition to increased service frequency and/or trips, efforts to improve service on high ridership core routes should also work to reduce circuitous routing and splits (“vias”).

#4 Add or improve express commuter service from peripheral neighborhoods and outlying communities to the extent feasible. [Metro Transit, Local governments]

The City of Verona and Epic are currently working with Metro Transit to improve the commuter express service to that community and the Epic campus. Additional trips will be added to the route from the West Transfer Point and an additional route will be added to/from the Capitol Square via Fitchburg. Epic pays the local share funding for this service. Metro has also had conversations with other communities, including Sun Prairie. Long travel times from peripheral Madison area neighborhoods, particularly the southwest side, limit the ability of Metro to attract commuters who otherwise have a vehicle available for their trip. Express service

will also likely be necessary to provide attractive commuter service to new outlying neighborhoods and suburban communities.

#5 Implement transit priority treatments (bus lanes, transit signal priority, bus queue jumps, bus bulbs), where appropriate and practical. [Local governments, Metro Transit, MPO]

The BRT study to be conducted in 2012 will identify opportunities for such treatments in the BRT corridors. Metro staff identified problem intersections for buses as part of development of the CMP that could be addressed in some cases with these treatments. The improvements can be incorporated into upcoming street projects or the local capital improvement program regardless of if and when BRT is implemented.

A recent example of a street improvement (though not a transit priority treatment) that greatly benefitted the transit system was the 2009 connection of Observatory Drive to Walnut Street and Highland Avenue with a roundabout at Walnut Street and a new traffic signal at Highland Avenue. This change improved operations for Route 80 in particular. Before Observatory Drive was completed, the Route 80 variant that served Eagle Heights was not able to serve the hospital directly and the turn-back variant had to route south to Old University Avenue to turn around. Another example was the addition of a driveway from the South Transfer Point directly onto Park Street.

#6 Continue efforts to improve the efficiency of the system through reduction of duplicative service, consolidation of overlapping routes, consolidation of bus stops, and other strategies. [Metro Transit, MPO]

Consolidating overlapping routes will help reduce the bunching of buses and also

make the system easier to understand and use. Where overlapping routes continue to exist, efforts should be continued to make scheduling improvements that avoid inconsistent headways on shared corridors to/from the transfer points. Unproductive peripheral service should be reduced, consolidated, or eliminated, especially peak-only service, with consideration given to the use of alternative types of service (flex route, point deviation, demand response) in low density areas.

Metro should also consider implementing a bus stop consolidation program. Metro's bus stops are very closely spaced, particularly in the Isthmus area. Many bus stops on Jenifer, Johnson, and Gorham Streets are near side stops on each block, spaced one-eighth mile (660 feet) apart, reflecting the streetcar service that established the stop pattern about 100 years ago. Bus stop consolidation can reduce travel times, reduce maintenance costs, reduce fuel consumption, and provide a smoother ride. The transit industry standard for bus stop spacing is closer to one-quarter mile (1,320 feet).

#7 Extend service to currently unserved neighborhoods on the periphery, particularly those with higher densities and low-income, more transit-dependent households, if warranted and if it can be done without reducing service to currently served productive areas. [Metro Transit]

The Owl Creek neighborhood on the southeast side is one with a significant amount of low-income housing that is not currently served. The Sprecher neighborhood now has a fairly large concentration of population with only supplemental school service. Alternative service models could be considered if regular fixed-route service is not economically viable.

#8 Continue efforts to improve amenities at bus stops (pads, benches, shelters, schedule information, etc.). [Metro Transit]

Metro continues to upgrade the landing surface at its bus stops from grass to concrete in order to improve the accessibility of the system. Between 2009 and 2011, 209 bus stops were upgraded. Additionally, a trial program was instituted to fit bus stops without shelters with static bus schedules that mount to the bus stop sign in order to provide transit schedule information to riders. It is recommended that this effort be continued.

Many of Madison's bus stops are located on the near side of the intersection. The signage generally consists of a bus stop sign with a no-parking legend about 60 to 80 feet from the corner, with a separate "Board Bus at Corner" sign attached to the pole. This standard has been changed to two signs – a bus stop sign at the corner with separate stand-alone no parking sign in the original location. Many central Madison bus stops have been retrofitted to this new standard. Additionally, many of Madison's one-sided bus stop signs were retrofitted with decals reading "Bus Stop" on the reverse side. These changes are intended to make it easier for riders to locate bus stops and wait in the correct place.

The State Street Transit Mall was reconstructed over several years. The eleven existing brick bus shelters were removed and replaced with modern steel and glass structures. The seven bus shelters on the Capitol Square were also replaced with a matching design.

Consideration should be given to a bus shelter advertising program to fund new, attractive, back-lit shelters.

#9 Continue efforts to improve the safety and security of bus riders and drivers on buses and at the transfer points. [Metro Transit]

Metro has equipped all fixed-route buses with at least four on-board security cameras, including one external camera. Cameras are also being added to the paratransit fleet. The four major transfer points are equipped with six video cameras each. The South Transfer Point has a “live” stream that can be viewed in real time by Metro staff. The cameras are part of a safety and security plan Metro has adopted that also includes working with the Madison Metropolitan School District and the Madison Police Department to address problem behavior on the buses and at transfer points.

#10 Continue to improve and expand the Intelligent Transit System (ITS). [Metro Transit]

Madison Metro buses are equipped with Automatic Vehicle Location (AVL) equipment that allows them to be tracked in real time. This information is available to the public through real-time information signs at the transfers points and a few other high-ridership bus stops. It is recommended that the information signs continue to be added at other key stop locations. The real-time schedule information can also be accessed online through Metro’s Transit Tracker web interface, as well as with mobile devices using applications developed by third parties. Trip planning can now be done with Google Maps, an online mapping and trip planning service, which offers an extensive online searching function and trip planning for various modes world-wide.

#11 Continue efforts to improve pedestrian and bicyclist access to the transit system [Metro Transit and local governments]

It is recommended that a comprehensive bus stop inventory be undertaken in order to develop a bus stop and access improvement plan, targeting stops with higher ridership and use by persons with a mobility limitation.

#12 Plan for the future replacement of fare media, including smart card implementation and an electronic “purse.” [Metro Transit]

Metro is in the process of replacing its fareboxes. The new fareboxes will have the capability to accommodate a smart card (contactless fare media) system.

## Paratransit/Specialized Transportation

Paratransit refers to demand-responsive transit service provided on an advance reservation basis for persons unable to use the regular fixed-route service. The Americans with Disabilities Act (ADA) requires such service to be provided within three-quarters of a mile of all regular bus routes and sets out other requirements for the service. Metro Transit meets and in some cases exceeds these ADA requirements.

Specialized transportation refers to other group ride and demand-responsive services provided for the elderly and persons with disabilities. These services supplement Metro service, generally transporting persons to support and medical services (e.g., dialysis treatments), jobs, and training.

**Goal:** Provide high-quality paratransit service consistent with the Americans with Disabilities Act (ADA) for people who are unable to utilize accessible fixed-route bus service and supplementary specialized transportation services (particularly outside the Metro service area) that provide basic mobility and allow people to access essential services.

## Policy Objectives

#1 Improve the efficiency and coordination of paratransit and specialized transportation services for the elderly and persons with disabilities and expand the services available to these groups.

#2 Coordinate specialized transportation services with shared-ride taxi service and other private transportation services.

## Recommendations/Implementation Strategies

#1 Continue efforts to improve the efficiency and on-time performance of Metro paratransit service through use of Metro's new AVL system, information provided by contractors, use of incentives, and other means. [Metro Transit]

#2 Continue efforts to increase funding and improve county specialized transportation services (particularly outside the Metro transit service area), and to coordinate such services and Metro paratransit service. [Dane County Human Services, Metro Transit]

MPO staff worked with the Dane County Human Services Department's Specialized Transportation Manager and Metro's Paratransit Manager to develop a Coordinated Public Transit – Human Services Transportation Plan for Dane County in 2008. The plan provides a comprehensive inventory of existing services, identifies service needs, and makes recommendations for coordination strategies. A number of these have been implemented over the past several years.

#3 Continue to implement the mobility management program with a full-time mobility manager and one-stop call center to provide information and coordinate transportation for persons with transit needs (taxis, vans, etc.), particularly those that have

non-traditional hours and locations, such as rural areas. [Dane County Human Services]

#4 Work to expand the RSVP program through recruiting additional volunteers, increasing reimbursement rates, and better publicizing the program. [Dane County Human Services, private organizations/aging networks]

## Bicycle Transportation

**Goal:** Provide for safe, convenient, and enjoyable travel by bicyclists throughout the region.

### Policy Objectives

#1 Maintain and reconstruct existing bicycle facilities in a manner that promotes safety, increases convenience, and minimizes lifetime costs.

#2 Develop a continuous, inter-connected system of bikeways providing reasonably direct, enjoyable, and safe routes within and between neighborhoods and communities throughout the region.

#3 Provide on-street bicycle facilities on arterial and collector roadways where feasible and appropriate given available right of way, traffic volumes and speeds, and other factors.

#4 Eliminate bicycling hazards and barriers (e.g., unsafe rail crossings, improperly designed drainage grates, high traffic streets without bike facilities and no alternate route).

#5 Provide necessary bicycle system support facilities and improve accessibility to transit and other transportation modes.

#6 Encourage bicycle travel for transportation as well as for recreational purposes.

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

### Recommendations/Implementation Strategies

The MPO prepared a comprehensive regional bicycle plan in 2000. The *Bicycle Transportation Plan for the Madison Urban Area and Dane County* covered the “four Es” of engineering (facility improvements), education, encouragement, and enforcement. It included a vision statement, three broad goals, and a detailed set of objectives and recommendations within the following categories: (1) facilities planning and development; (2) facilities maintenance; (3) parking and other support facilities and transit connections; (4) education and encouragement; and (5) enforcement. It also recommended and prioritized on-street and off-street bicycle facilities. On-street facility improvement needs were based on an analysis of the compatibility for bicycling of arterial and collector roadways. Recommended bicycle routes were also identified. The MPO will be undertaking an update of the regional bicycle plan beginning in late 2012.

As part of the MPO’s Regional Transportation Plan 2030, an updated countywide bikeway system plan was prepared incorporating new information and detailed neighborhood and local bicycle facility plans that had been prepared following the 2000 plan. A regional bikeway system was identified that provides important connections through the Madison urban area and between communities, providing access to major destinations such as employment centers, shopping areas, schools, and parks.

As part of this 2035 Plan Update, the bikeway system plan has been updated again to

reflect additional detailed neighborhood and bicycle facility planning efforts over the past five years as well as further review of the earlier plan. For example, the City of Madison identified planned off-street facilities as part of its Northeast Neighborhood Plan. Regional path connections have been identified to the network in this planned neighborhood. Plans for the bikeway in the CTH M corridor were refined as part of the CTH M reconstruction project. Refinements have also been made in other areas.

Figure 30 shows the planned bikeway system with the designated regional routes highlighted in red (off-street facility) and maroon (on-street facility). The regional bikeway system serves as a core or trunk system. Local bikeway facilities, such as connecting paths and on-street routes through neighborhoods, can then be planned to connect to this system similar to how local streets are planned to connect to the arterial and collector roadway system.

As part of this plan update, MPO staff also conducted a financial analysis for the bikeway system plan similar to the analysis that is required for capacity expansion projects to the street/roadway system. Future potential funding for new off-street bicycle facilities was estimated at about \$4.1 million (in inflation adjusted dollars) per year based on recent spending levels and



currently programmed projects. Planning level cost estimates have been developed for planned projects and a priority list of projects has been identified that could be funded and implemented over the next 20+ years with anticipated revenue. Figure 31 illustrates and Table 34 lists these priority projects, showing those already programmed through 2015 and additional planned projects beyond 2015.

It is recommended that efforts continue to develop the regional bikeway system, prioritizing the off-street projects identified in Table 34 for federal Enhancement, state, and local funding along with others that provide important connections to the regional system. The priority off-street bicycle projects fill in gaps or missing links in the existing bikeway system, expand the system, provide regional connectivity and access to neighborhoods or activity centers, improve overall system safety, and/or overcome significant barriers such as major highways.

Some of the most significant off-street bicycle projects completed in the past five years include:

- Badger State Trail (Capital City Trail to County Line);
- Overpass of Fish Hatchery Road at McKee Road for the Capital City Trail;
- Yahara River Path with underpasses of E Washington Ave. and Johnson St.;
- Paving of the Pheasant Branch Creek Path in Middleton with new bridge crossings;
- Ice Age Junction path connecting to the Military Ridge Trail;
- Woodland Drive Path;
- Campus Drive Path from Easterday Lane to University Bay Drive; and
- Phase 1 of the planned Cannonball Trail from Greenway View to the Capital City Trail.

Other bicycle transportation recommendations addressing system preservation, project planning, and education



and enforcement follow below. See also the MPO's 2000 Bicycle Transportation Plan for more detailed recommendations.

- #1 Budget for and provide regular maintenance (sweeping, snow plowing, surface maintenance) of on-street and off-street bicycle facilities. [Dane County, local governments]
- #2 Monitor the surface condition of existing multi-use paths and trails, and provide routine maintenance (e.g., crack filling) to preserve the facilities and minimize lifetime costs. [Dane County, local governments]
- #3 Continue to develop and implement local bicycle plans, using the regional bicycle plan and regional bikeway system plan map as a resource and framework. [Local governments]
- #4 Adopt land use development ordinances and street design standards to ensure that neighborhoods are designed to provide for direct, safe bicycle and pedestrian connections within the neighborhood and to nearby activity centers and major destinations. [Local governments]
- #5 Consider the use of innovative bicycle facilities such as separated or buffered bike lanes, bicycle boulevards, contra flow

*(continued on page 110)*

Figure 30

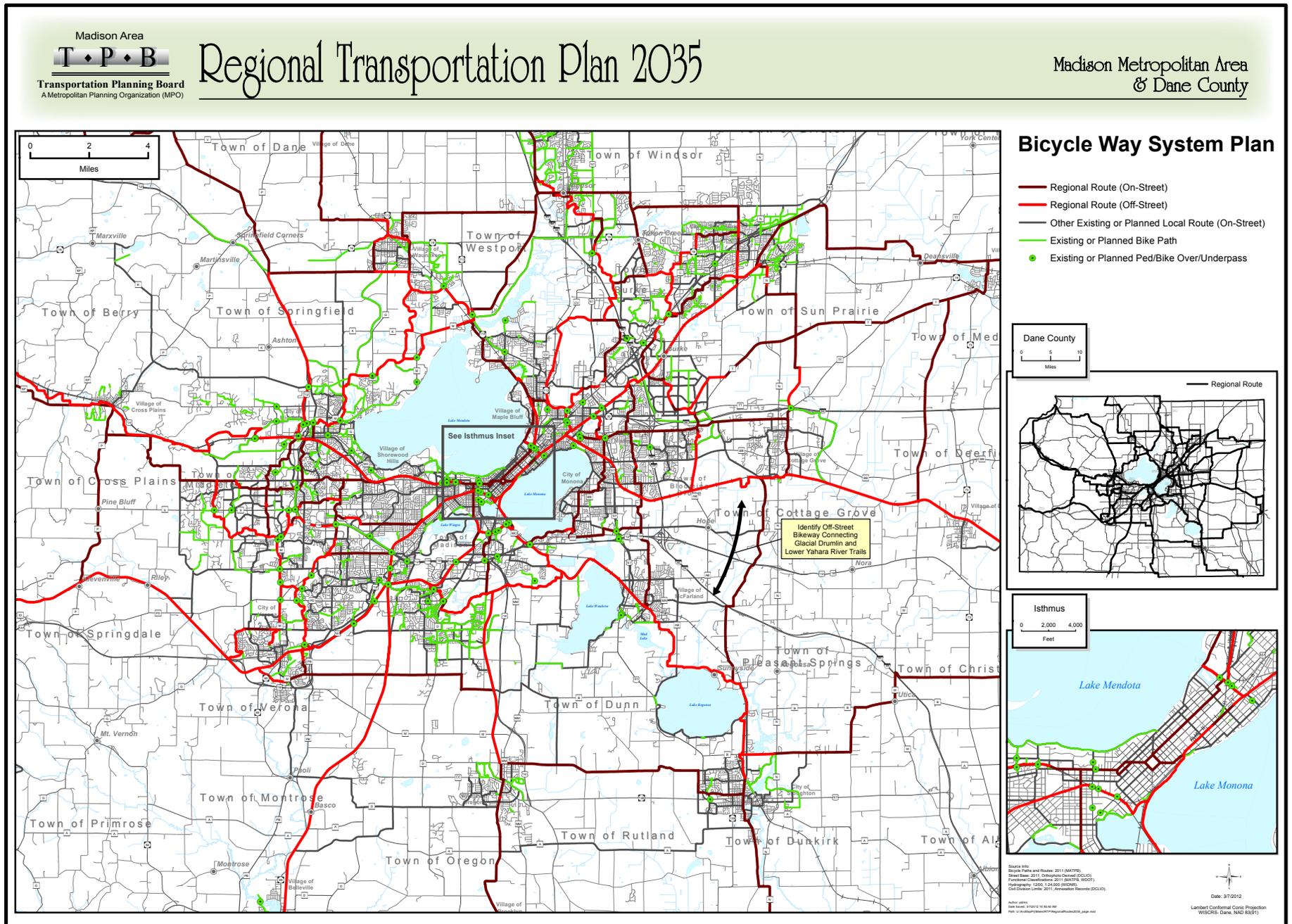
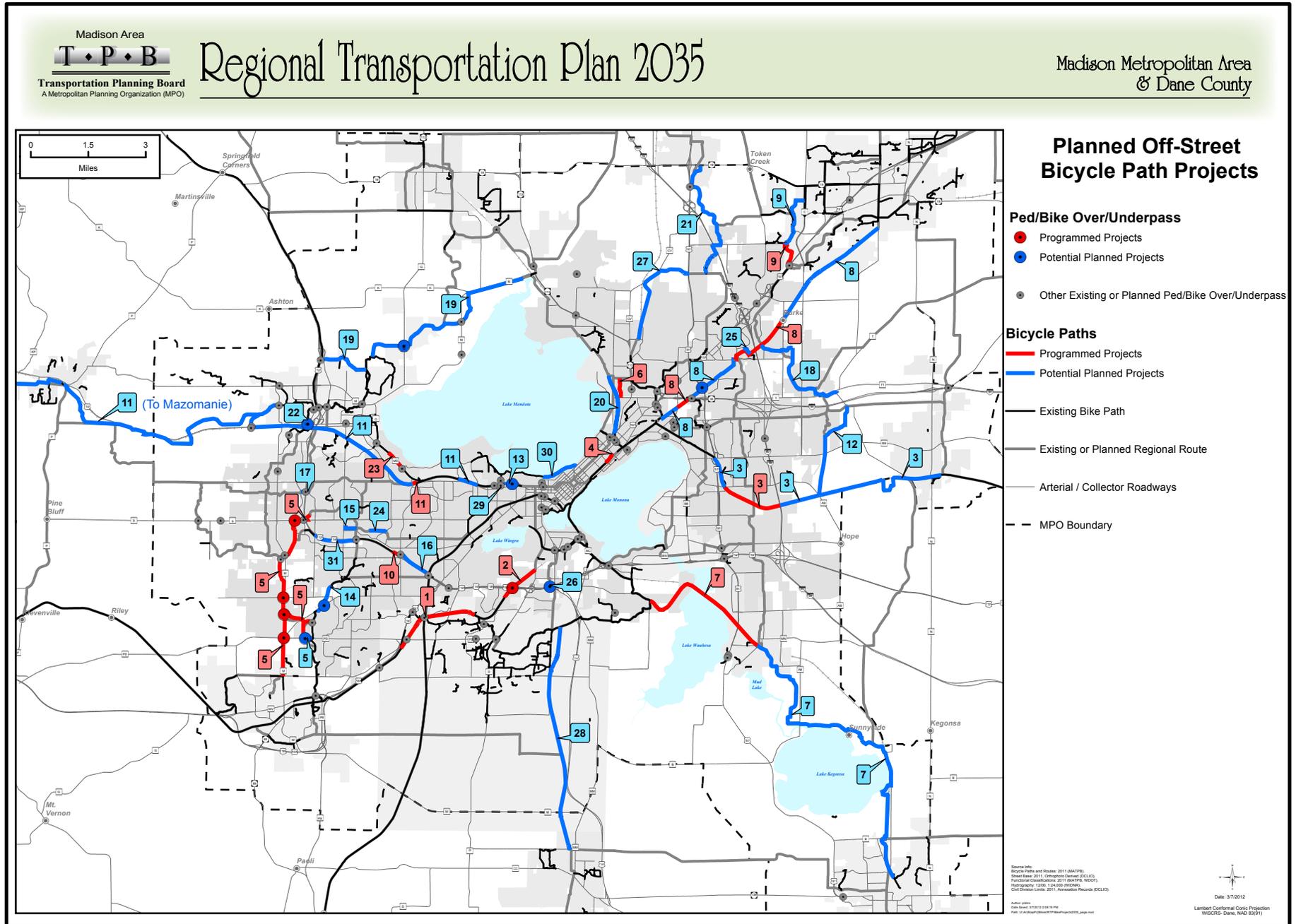


Figure 31



**TABLE 34  
OFF-STREET BICYCLE FACILITY IMPROVEMENTS: 2012-2035**

1. Projects Already Programmed								
MAP INDEX	FACILITY (1)	SEGMENT	EST. MILES	ESTIMATED TIMING (2) AND PRELIMINARY COSTS (3) (\$ 000s)			PRIMARY FUNDING SOURCE(S)	COMMENTS
				2012 to 2015	2016 to 2025	2026 to 2035		
1	Cannonball Trail Ph 2 and 4	Military Ridge Trail near Verona Rd / McKee Rd to east end of UW Arboretum	2.3	833			Transportation Enhancement (EN)	
2	Cannonball Trail Ph 3a	Greenway View to and over Beltline Hwy	0.5	4,359			EN	Includes Beltline Hwy overpass
2	Cannonball Trail Ph 3b	North of Beltline Highway to Fish Hatchery Rd	0.6	618			Local	
3	Capital City Trail (Buckeye Extension) Segment 1	Buckeye Rd to Dondee Rd	0.3	243			Local	Does not include \$200,000 for right of way
3	Capital City Trail (Buckeye Extension) Segment 2	Leona Ct to Sandlewood Cir	0.3	160			Local	
3	Capital City Trail (Buckeye Extension) Segment 3	Dondee Rd to Vondron Rd	0.7	695			Local	Does not include \$290,000 for right of way
3	Capital City Trail (Buckeye Extension) Segment 4	Vondron Rd to Wagon Tr	0.5	315			Local	Does not include \$140,000 for right of way
3	Capital City Trail (Buckeye Extension) Segment 5	Wagon Tr to I-39/90	0.2	123			Local	
4	Central Park Ped/Bike Improvements	Brearily St to Baldwin St	0.3	3,902			EN-earmark	
5	CTH M (Pleasant View Rd) Corridor Path (Ice Age Junction Path Extension)	Flagstone Dr to Valley View Rd	1.6	2,879			STP Urban	Includes Midtown Rd underpass
5	CTH M (Pleasant View Rd) Corridor Path (Ice Age Junction Path Extension)	Temin Tr to Beltline Hwy	1.8	627			STP Urban	Includes Mineral Point Rd overpass
5	CTH M (Pleasant View Rd) Corridor Path (Ice Age Junction Path Extension)	Beltline Hwy to Tree Ln	0.1	185			Local	In greenway corridor
5	CTH M (Pleasant View Rd) Corridor Path (Ice Age Junction Path Extension)	McKee Rd to Raymond Rd	0.5	250			Local	East of CTH M, does not include McKee Rd overpass
5	CTH M (Pleasant View Rd) Corridor Path (Ice Age Junction Path Extension)	Raymond Rd to CTH M near Flagstone Dr	0.4	290			Local	East of CTH M
5	CTH M (Pleasant View Rd) Corridor Path	Flagstone Dr to Cross Country Rd	1.6	2,410			STP Urban	Includes McKee Rd underpass (1)
6	Hartmeyer Bike/Ped Path ("Huxley Cut-Off")	Aberg Ave to Commercial Ave	0.3	150			Local	Does not include \$100,000 for right of way
7	Lower Yahara River Trail Ph 1	McDaniel Park to Capital City Trail at Lussier Family Heritage Center	2.6	4,120			EN	
8	Starkweather Creek (E Branch) Path Segment 2	Powers Ave to STH 30 (Marsh View Path)	0.6	1,922			Local	
8	Starkweather Creek (E Branch) Path Segment 4	Lien Rd to Burke Rd	1.4	891			Local	
9	SW Sun Prairie to Madison Connector Path	Hoepker Rd to USH 151 underpass	0.7	234			EN	0.25 miles west of Grand Ave (CTH C)
	Sun Prairie Pedestrian and Bicycle Path Improvements	Various locations	n/a	313			SRTS	

**TABLE 34  
OFF-STREET BICYCLE FACILITY IMPROVEMENTS: 2012-2035**

**1. Projects Already Programmed**

MAP INDEX	FACILITY (1)	SEGMENT	EST. MILES	ESTIMATED TIMING (2) AND PRELIMINARY COSTS (3) (\$ 000s)			PRIMARY FUNDING SOURCE(S)	COMMENTS
				2012 to 2015	2016 to 2025	2026 to 2035		
				23	University Avenue Bike Path	Baker Ave to Spring Harbor Dr		
10	Whitney Way Bike Crossing	Medical Circle to Whitney Way	0.2	285			Local	
11	Wisconsin River Rail Corridor "Good Neighbor" Path Segment 2	Eau Claire Ave to Whitney Way	0.1	180			Local	
<b>Total</b>			<b>18.2</b>	<b>26,281</b>				

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

(2) Project priorities and scheduling are subject to modification, and all projects may not be funded. List of potential projects in Section 2 does not include all planned projects, but only a current generally prioritized list based on the regional bikeway plan and the likelihood of funding and implementation.

**TABLE 34  
OFF-STREET BICYCLE FACILITY IMPROVEMENTS: 2012-2035**

**2. Potential Projects Included in Regional Bikeway System Plan**

MAP INDEX	FACILITY (1)	SEGMENT	EST. MILES	ESTIMATED TIMING (2) AND PRELIMINARY COSTS (3) (\$ 000s)			PRIMARY FUNDING SOURCE(S)	COMMENTS
				2012 to 2015	2016 to 2025	2026 to 2035		
12	Blooming Grove Drumlin Path	Gaston Rd to CTH AB	1.7			1,476	Local or EN	(1)
13	Campus Dr Path Extension	East of Easterday Ln to Babcock Dr	0.5		988		State or EN	(1)
3	Capital City Trail Extension to Cottage Grove	I-39/90 to Cottage Grove	4.3		2,832		Local or EN	Connecting to Glacial Drumlin State Trail (1)
3	Capital City Trail Realignment	Cottage Gr Rd to Buckeye Rd	0.8			703	Local or EN	Along the rail corridor (1)
5	CTH M (Pleasant View Rd) Corridor Path (Ice Age Junction Path Extension)	McKee Rd overpass	0.1		2,806		Local or EN or Other	
29	Easterday Ln Bike/Ped Overpass	Old University Ave to Linden Dr	0.2		5,121		Local or EN	Over Campus Dr and Railroad (1)
14	Elver Park Connector Path	Hight Point Rd to west end of Elver Park	0.8		2,398		Local or EN	Includes Raymond Rd / Midtown Rd underpass (1)
15	Gammon Pl Connector Path	Gammon Pl to Normandy Ln	0.4			347	Local	(1)
17	Junction Ridge Ped/Bike Overpass	Junction Rd to High Point Rd	0.3		4,216		Local or EN or Other	0.25 miles south of Old Sauk Rd
30	Lake Mendota Shoreline Path	Park St to James Madison Park	0.7				Local or EN	Cost estimate is unknown at this time (4)
25	Lien Rd Connector Path	E Springs Dr to Autumn Leaf Ln	0.2			2,639	Local or EN	Includes Starkweather Cr crossing, does not include RR crossing (1)
7	Lower Yahara River Trail Ph 2	McFarland to Lake Kegonsa Park	4.5			8,838	Local or EN	(1)
7	Lower Yahara River Trail Ph 3	Lake Kegonsa Park to Stoughton	3.0			7,536	Local or EN	(1)
18	NE Madison Path	Gaston Rd to Starkweather Creek (E Branch) Path	3.5			3,038	Local or EN	(1)
19	North Mendota Path Phase 1	Woodland Dr to Oncken Rd	1.3		662		Local or EN	
19	North Mendota Path Phase 2	STH 113 to CTH M at Woodland Dr	1.5			1,302	Local or EN	(1)
19	North Mendota Path Phase 3	CTH M south of Oncken Rd to Branch Conservancy Path	5.1			6,893	Local or EN	Includes CTH Q underpass (1)
19	North Mendota Path Phase 4 (Graber Pond Path)	Branch Conservancy Path to USH 12 along the north side of Graber Pond	2.0			1,736	Local or EN	(1)
26	Perry Street Ped/Bike Overpass of South Beltline	Ann St to Applegate Rd	0.2			6,749	Local or EN or Other	(1)
20	Sherman Flyer Path Phase 2	Johnson St at Fordem St to Sheridan Dr	1.6		1,559		Local or EN	
8	Starkweather Creek (E Branch) Path Extension to Sun Prairie	Nelson Rd to Bird St	2.9		1,910		Local or EN	(1)

**2. Potential Projects Included in Regional Bikeway System Plan**

MAP INDEX	FACILITY (1)	SEGMENT	EST. MILES	ESTIMATED TIMING (2) AND PRELIMINARY COSTS (3) (\$ 000s)			PRIMARY FUNDING SOURCE(S)	COMMENTS
				2012 to 2015	2016 to 2025	2026 to 2035		
8	Starkweather Creek (E Branch) Path Segment 1	Dixon St to Powers Ave	0.3		2,068		Local or EN	(1)
8	Starkweather Creek (E Branch) Path Segment 3	STH 30 (Marsh View Path) to Lien Rd	1.6		4,802		Local or EN	Includes USH 51 overpass (1)
8	Starkweather Creek (E Branch) Path Segment 5	Burke Rd to Nelson Rd	0.6		698		Local or EN	
21	Starkweather Creek (W Branch) Path Segment 1	Hanson Rd to Anderson Rd	1.6		1,054		Local or EN	(1)
27	Starkweather Creek (W Branch) Path Segment 2	CTH CV at Messerschmidt Rd to USH 51 at Hanson Rd	0.8			694	Local or EN or STP Urban	(1)
27	Starkweather Creek (W Branch) Path Segment 3	Darwin Rd to Messerschmidt Rd	2.0			4,202	Local or EN	Includes Starkweather Creek crossing (1)
9	SW Sun Prairie to Madison Connector Path Extension	Hoepker Rd to STH 19	1.4			1,215	Local or EN	(1)
21	Token Creek Park Path	Anderson Rd to south of STH 19	1.4		922		Local or EN	(1)
22	University Avenue (USH 14) Ped/Bike Overpass and Connecting Paths	Pheasant Branch Trail at Deming Way to Proposed Wisconsin River Rail Corridor	0.2		2,745		Local or EN or Other	Includes USH 14 overpass
24	UW Research Park Connector Path	Enterprise Ln to Research Park / Tokay Blvd	0.7		461		Local or EN	(1)
31	West Beltline Corridor Path Segment 1	Commerce Dr to Struck St	1.3			1,128	Local or EN or Other	Does not include a grade-separated Whitney Way crossing (1)
16	West Beltline Corridor Path Segment 2	Whitney Way to SW Commuter Path	1.0			2,474	Local or EN or Other	Does not include a grade-separated Whitney Way crossing (1)
28	Wisconsin & Southern South Rail Corridor Segment 2	McCoy Rd to Oregon	5.9			5,121	Local or EN	(1)
11	Wisconsin River Rail Corridor "Good Neighbor" Path Segment 1	University Bay Dr / Farley Ave to Shorewood Blvd	0.5		2,494		Local or EN	Does not include \$250,000 for right of way
11	Wisconsin River Rail Corridor "Good Neighbor" Path Segment 2	Whitney Way to Stonefield Rd	1.7		1,120		Local or EN	(1)
11	Wisconsin River Rail Corridor "Good Neighbor" Path Segment 3	Stonefield Rd to Pleasant View Rd	3.1		2,800		Local or EN	
11	Wisconsin River Rail Corridor "Good Neighbor" Path Segment 4	Pleasant View Rd to CTH P (Cross Plains)	6.1		4,017		Local or EN	
11	Wisconsin River Rail Corridor "Good Neighbor" Path Segment 5	CTH P (Cross Plains) to STH 78 (Black Earth)	5.6			4,861	Local or EN	
11	Wisconsin River Rail Corridor "Good Neighbor" Path Segment 6	STH 78 (Black Earth) to Brodhead St (Mazomanie)	3.5			3,038	Local or EN	
<b>Total</b>			<b>74.9</b>		<b>45,672</b>	<b>63,989</b>		<b>(4)</b>

(1) For cost estimating purposes only. Design and scope of improvement is subject to more detailed levels of planning and approval by unit of government with jurisdiction.  
 (2) Project priorities and scheduling are subject to modification, and all projects may not be funded. List of potential projects in Section 2 does not include all planned projects, but only a current generally prioritized list based on the regional bikeway plan and the likelihood of funding and implementation.  
 (3) Costs are year-of-expenditure assuming a 2.8% annual inflationary factor. Assumes 10-foot paved path.  
 (4) The total cost for 2026 to 2035 projects does not include the Lake Mendota Lakeshore Path; the cost estimate is not known at this time.

lanes on one-way streets, and advance stop lines or bike boxes at intersections. [Local governments]

#6 Improve and expand upon the current signed Madison area bicycle route system, coordinating the routes with those of neighboring jurisdictions and providing destination and mileage information to improve its use for wayfinding. [Local governments]

#7 Provide bicycle accommodations and safety devices (e.g., bicycle-proof drain grates, rubber or concrete pads at rail crossings, etc.) in conjunction with (re) construction of the street system, where feasible. [WisDOT, Dane County, local governments]

All streets in the metropolitan area and Dane County should be designed to safely accommodate bicyclists if at all possible. This includes provision of bike lanes or paved shoulders where traffic volumes warrant such facilities as well as safely accommodating bicyclists at intersections and interchange areas. Despite the existing and planned network of multi-use paths, the street system will always make up the bulk of the bicycle facility network. As part of the development of the 2000 Bicycle Transportation Plan, MPO staff conducted an assessment of the need for bicycle accommodations on the regional arterial and collector roadway system. MPO staff will be updating this roadway suitability analysis as part of the bicycle plan update anticipated to begin in late 2012.

#8 Acquire land or secure dedications of land or access easements for bikeways in connection with utility rights-of-way, drainage ways, rivers, rail lines, and other corridors [Local governments].

#9 Improve the safety and convenience of major street crossings for bicyclists. Ensure that traffic signals work for bicyclists as well

as motorists (e.g., detector loops are tuned to detect bicyclists). [WisDOT, Dane County, local governments]

#10 Continue to update and improve upon the Madison area and Dane County bicycle maps and other informational materials. [MPO, City of Madison, WisDOT]

#11 Continue to support and expand upon bicycle safety education and training programs and activities for the public and professional staff. [MPO, City of Madison, bicycle organizations, others]

#12 Continue to support and expand upon enforcement efforts by properly trained personnel, focusing on those violations most likely to lead to bicyclist-motorist crashes. [Local police departments and others]

#13 Expand the B-Cycle bicycle sharing/ rental program beyond the central Isthmus area. [Trek, local governments]



## Pedestrian Transportation

**Goal:** Provide for safe, convenient, and enjoyable pedestrian travel throughout the region.

## Policy Objectives

#1 Maintain and reconstruct existing pedestrian facilities in a manner that promotes safety, increases convenience, and minimizes lifetime costs.

#2 Improve the accessibility of pedestrian facilities for persons with disabilities or special needs.

#3 Develop a continuous, interconnected pedestrian facility network providing reasonably direct and safe routes within and between neighborhoods to destination points in all directions.

#4 Promote mixed-use development, where appropriate, to provide as many destinations as possible within walking distance.

#5 Provide connections within and between developments to buildings, bus stops, and other destinations with off-street pedestrian facilities.

#6 Provide safe, convenient street crossings through intersection/crosswalk design, traffic control devices, and use of accessible facilities.

#7 Accommodate pedestrians and seek to minimize conflicts between pedestrians and other modes of travel as improvements are made to the transportation system.

#8 Encourage walking for transportation as well as for recreational purposes.

#9 Reduce crashes involving pedestrians through a comprehensive “3-E” approach that includes education, enforcement, and implementation of cost-effective engineering counter-measures (i.e., intersection design, traffic calming techniques, new or modified traffic control devices, etc.).



## Recommendations/Implementation Strategies

#1 Budget for and provide regular maintenance (repair of surface defects, snow plowing) of sidewalks and other facilities (lighting, plantings, etc.) adjacent to pedestrian areas. [Dane County, local governments]

#2 Develop and implement local pedestrian policy and facility plans. [Local governments]

#3 Continue to review and improve street design/sidewalk standards to ensure that streets are not over-engineered and are designed as complete streets to meet the needs of pedestrians as well as motorists.

#4 Provide pedestrian accommodations in conjunction with all new street construction and reconstruction projects where feasible and appropriate in accordance with MPO and USDOT policy as well as with the new state complete streets law. [WisDOT, Dane County, local governments]

#5 Continue to review and improve land use development ordinances to remove barriers to developing pedestrian areas, and to ensure that new developments include pedestrian circulation plans and are well integrated with adjacent land uses, providing reasonably direct routes between destination points. [Local governments]

#6 Ensure that all new or reconstructed sidewalks and other pedestrian facilities comply with the provisions of the American with Disabilities Act (ADA). [Local governments, Dane County, WisDOT]

#7 Improve the safety and convenience of major street crossings for pedestrians. [WisDOT, Dane County, local governments]

Examples of things that can be done include: adding pedestrian refuges and/or curb extensions, using smaller curb radii, adjusting traffic signal timing, improving signage and crosswalk markings, and installing count-down pedestrian signals. WisDOT is in the process of developing detailed planning, design, and program information for pedestrian safety and mobility that will be included in Best Practices Guide, similar to the Bicycle Facility Design Handbook published in January 2004.

#8 Continue to develop and improve neighborhood traffic management programs to address problems with speeding and cut-through traffic on local streets, and incorporate the same principles and techniques into new developments. [Local governments]

#9 Develop safe routes to school programs and consider pedestrian/bicyclist access in identifying school sites. [Local governments, school districts, WisDOT]

#10 Prepare and implement ADA compliance plans to retrofit existing non-conforming facilities, prioritizing those in areas with higher levels of pedestrian activity and areas with concentrations of elderly and persons with disabilities. [Local governments]

#11 Implement programs to install accessible (e.g., audio/tactile) pedestrian signal systems and other ADA accessibility treatments where a need is demonstrated. Create policy and procedure (e.g., request form)

for installing accessible pedestrian traffic signals where a need is demonstrated. [Dane County, local governments]

#12 Continue to support and expand upon pedestrian safety education and training programs and activities for the public and professional staff. [City of Madison Traffic Engineering, Safe Communities Coalition, others]

#13 Continue to support and expand upon enforcement efforts, focusing on crosswalk laws, speeding, red light running, parking, and other violations most likely to lead to pedestrian-motorist crashes. [Local police departments and others]

## TDM/Ridesharing

Travel demand management (TDM) refers to strategies that seek to shift travel to higher occupancy (transit, car/vanpool) or non-motorized (bicycle, walking) transportation modes, shift travel to less congested times of the day, and/or reduce or eliminate the need to travel (e.g., through telecommuting).

Employer-based programs are generally the most effective in reducing work trips, and work trips are the easiest to shift to alternative transportation modes. TDM strategies can be chosen to meet the specific needs of the employees based on the worksite characteristics and the employees' demographic and travel characteristics. In addition, a corporate "culture" can be created that reinforces the TDM message. However, some communities such as Portland, OR have had some success with individualized TDM programs that identify individuals who are more inclined to use alternative transportation and provide neighborhood or area-specific information to them. Target persons include those new to the city.

## Goals

#1 Make the most efficient use of the existing transportation system through TDM strategies.

#2 Encourage ridesharing, particularly for trips to work and school, and for trips not conveniently served by the public transit system.

## Recommendations/Implementation Strategies

#1 Continue to expand the countywide park-and-ride (PNR) system to encourage carpooling and transit use. [WisDOT, Metro Transit, Dane County, local governments]

The MPO's Regional Transportation Plan 2030 included a map of planned park-and-ride (PNR) facilities. WisDOT SW Region will be conducting a PNR study to identify potential new or revised facility locations in the region focused primarily on use for ridesharing. Metro Transit and local communities should continue efforts to improve and expand upon the limited number of PNR facilities served by transit, particularly at key locations such as activity centers and bus transfer points. One such location is the planned multi-modal transportation center in the City of Middleton southwest of the USH 12 and USH 14/University Avenue interchange. It is in close proximity to Middleton's downtown and could be the site of a relocated bus transfer point for Middleton routes.

#2 Continue to expand the scope of the MPO's Rideshare Etc. program (e.g., provide assistance to more employers or groups of employers on TDM plans, work with local communities on TDM ordinances, hold promotional and PR events, etc.). [MPO, local governments]

#3 Increase funding for TDM incentives (e.g., funding match for free or discounted bus

passes, vanpool subsidies, free bicycle tune-ups, etc.), support services (e.g., guaranteed ride home program, bicycle commuting classes, etc.) and marketing (e.g., materials, advertising, etc.). [WisDOT, Dane County, local governments]

#4 Continue to encourage telecommuting/e-Work and alternative work schedules. [MPO, state and local governments]

#5 Continue to encourage employer participation in alternative transportation incentive programs such as Metro's Commute Choice and Commute Card programs and "parking cash out." [MPO, Metro Transit, state and local governments]

#6 Consider requiring TDM plans with effective strategies (e.g., designation of employee transportation coordinator, Commute Card program, etc.) for large developments. [Local governments]

#7 Support establishment of Transportation Management Associations (TMAs) in the larger employment centers and other areas with the highest traffic congestion. [MPO, local governments]

## Inter-regional Travel

**Goal:** Provide a system of quality, safe, interregional transportation options for the region's residents and visitors, maximizing connections to the local and regional transportation systems.

### Policy Objectives

#1 Continue to improve facilities and services to increase interregional travel options (e.g., intercity bus service, high speed passenger rail service, Interstate highway system and other key routes). [WisDOT, Metro Transit, City of Madison]

#2 Ensure that regional attractions are easy to find using inter-regional travel facilities.

### Recommendations/Implementation Strategies

#1 Continue to plan and implement a short-term solution for an intercity bus stop/facility as well as the long-term solution of siting and building an intercity bus terminal in the downtown/UW campus area. [City of Madison, UW-Madison, Others]

The City of Madison lost its intercity bus terminal at Bedford Street and W. Washington Avenue in 2009 when the site was redeveloped. The only location with ticketing and other passenger facilities is the UW Memorial Union. The increase in intercity bus service in 2011 as well as the number of companies using Langdon Street as a bus stop has created congestion and safety issues. A new intercity terminal is needed to replace the former one on W. Washington Avenue. In the meantime, a short-term solution will also be needed with the planned renovation of the Memorial Union. Work on the facility and grounds is expected to last three years. An off-street location with a site for ticketing and restrooms is preferred, but is proving difficult to find.

#2 Continue to support WisDOT and private sector efforts to improve inter-city bus service and maximize local bus service connections to inter-city bus stops. [WisDOT, Metro Transit, other private transportation providers]

#3 Continue to support provision of rail-related infrastructure improvements and other activities of the Midwest High Speed Rail Initiative to promote and implement inter-city passenger rail service to Madison. [WisDOT, local governments]

#4 Continue to plan for a downtown Madison high-speed rail station in addition



to other possible sites. [City of Madison, WisDOT]

## Freight/Goods Movement

**Goal:** Provide for the safe, efficient, and reliable movement of goods within and through the region in order to support the region's economy and residents' quality of life.

### Policy Objectives

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

#2 Address significant transportation issues that may negatively impact industrial parks/sites, shipping/trucking operations, and agricultural establishments.

#3 Develop and expand transportation facilities to accommodate freight movement and meet the changing needs of the regional economy.

#4 Enhance intermodal freight transportation opportunities for movement of goods into and out of the region.

#5 Reduce crashes involving heavy trucks.

## Recommendations/Implementation Strategies

#1 Continue to incorporate freight considerations into future corridor and other planning studies, the CMP, and the preliminary engineering/final design phases of major reconstruction projects on existing or potential future truck routes. [WisDOT, local governments]

#2 Continue to identify and correct existing safety deficiencies on the freight network related to roadway geometry and traffic controls (e.g., at-grade railroad crossings, traffic congestion at intersections/interchanges, truck traffic in neighborhoods). [WisDOT, Dane County, local governments]

#3 Identify and implement priority freight projects and others that improve the safety and efficiency of goods movement. Coordinate the scheduling of such projects with any related private projects. [WisDOT, local governments]

WisDOT is currently undertaking an effort to study, identify, and implement the Department's Prioritized Multi-modal Freight Network. This project includes both "links" (federal and state roadways, railways, waterways) and "nodes" (airports, ports, and other intermodal facilities). The project will build upon WisDOT's Connections 2030 Plan, the state's multi-modal transportation plan, and the draft Wisconsin Rail Plan 2030.

#4 Promote (re)development of existing and planned industrial areas along rail lines with rail freight-oriented businesses as a mechanism to enhance the region's economic development base.

## Rail Transportation

**Goal:** Preserve rail corridors and provide safe and convenient rail facilities and service to meet rail passenger and freight transportation needs for the region.

## Policy Objectives

#1 Preserve rail corridor lands throughout the county for current and future transportation and other public uses.



#2 Maintain and improve rail access to the region and continue rail freight service to all users where justified and needed.

#3 Work with rail companies to consolidate rail tracks, and seek to use excess rail lands for alternative transportation or scenic/recreational uses.

#4 Ensure safe street/railway crossings.

## Recommendations/Implementation Strategies

#1 Promote the (re)development of existing and planned industrial areas along rail lines with rail freight-oriented businesses as a mechanism to enhance the region's economic development base. [Local governments, WisDOT]

#2 Continue to obtain any abandoned rail right-of-way for use as multi-use paths or other future transportation purposes, while maintaining the potential for rail transportation in the future. [WisDOT, Local governments]

#3 Continue to support the provision of rail-related infrastructure improvements and other activities of the Midwest High Speed Rail Initiative to promote and implement inter-city passenger rail service to Madison. [WisDOT, local governments]

#4 Continue to plan for a downtown Madison inter-city passenger rail station along with other potential central area sites. [City of Madison]

#5 Implement quiet zones to eliminate the required sounding of train horns in developed residential neighborhoods [Local governments].

#6 Continue to upgrade railroad ballast, ties, rail, and street crossings to accommodate higher speeds and modern, heavier railcars. [WSOR, WisDOT]

#7 Support provision of rail-related infrastructure for local and regional transit projects. [WSOR, WisDOT, local governments]

## Air Transportation

**Goal:** Provide safe and convenient airport facilities and service to meet air passenger and freight transportation needs for the region.

### Policy Objectives

#1 Coordinate airport and local land use planning to minimize the negative impacts of air service on residential areas and prevent incompatible development within airport safety zones.

#2 Improve airport facilities to enhance usability and convenience and to attract additional air services.

#3 Enhance connections to the airport by all modes of transportation.

## Recommendations/Implementation Strategies

#1 Continue implementation of the Airport Master Plan. [Dane County]

#2 Continue to work cooperatively to address the impacts of current and planned future expansion of airport activities on residential areas. [Dane County, local governments]

#3 Improve bus service to the airport, particularly faster, more frequent service from the UW campus/downtown area. [Metro Transit, City of Madison]

Service to the airport was improved in 2008 with the restructuring of service to provide more direct service to/from the North Transfer Point (NTP) via Route 20, which operates between the NTP and East Towne Mall via the airport. Service to the airport was improved to every 30 minutes during weekday peak periods and mid days, and every 60 minutes during weekday evenings with 60-minute service added on weekends. Service still requires a transfer, however, to/from most locations including downtown Madison.

## Parking

**Goal:** Provide for the maintenance and construction of parking facilities as part of an integrated and balanced land use and transportation system.

### Policy Objectives

#1 Promote parking management strategies that encourage the use of alternative modes of transportation, while at the same time meeting user needs.

#2 Make efficient use of parking facilities through shared parking agreements, intelligent transportation systems (ITS)

technologies, and other management strategies.

#3 Encourage structured parking in major employment/activity centers.

#4 Develop alternatives to all-day commuter parking in the central Madison area and other congested activity/employment centers in the metropolitan area.

### Recommendations/Implementation Strategies

#1 Continue efforts to increase the use of parking management strategies (e.g., incentives for structured parking, shared parking arrangements, preferential parking for carpoolers, etc.) in downtown areas and other major activity centers. [Local governments]

#2 Develop and implement a downtown Madison parking management plan that includes:

- An inventory and usage survey of all parking facilities, both public and private, in the downtown area.
- An assessment of the cost of providing parking and the revenues generated in order to make a policy decision on the share of costs to assess public parking users.
- An evaluation of strategies for minimizing long-term parking demand and effectively allocating the most convenient parking to customers.
- An assessment of the viability of creating additional short-term parking on some downtown streets.
- An assessment of the viability of using the Alliant Energy Center for public parking with frequent connecting transit service. [City of Madison Traffic Engineering Division]

#3 Review local minimum parking requirements to determine if they might be lowered for some uses or areas, provide exemptions or variances from these requirements where appropriate, and consider establishing maximum parking requirements for some areas. [Local governments]

#4 Continue efforts to use new technology (where affordable and cost effective) to increase parking convenience and efficiency, improve downtown area traffic conditions (e.g., providing real-time information on parking availability), encourage adherence to parking time limits, and increase parking revenue (e.g., using electronic multi-use space meters that reset to zero when cars pull away from space). [City of Madison and other local governments]

### Corridor Preservation

**Goal:** Preserve lands that may be needed for possible future transportation uses.

### Recommendations/Implementation Strategies

#1 Continue to undertake official mapping of new and/or expanded future anticipated roadway and bikeway corridors, particularly



for developing areas, as soon as sufficient information is available to determine recommended right-of-way width and corridor alignment. [Local governments]

#2 Continue to preserve rail corridors as special transportation corridors for future yet-to-be-determined uses, and to discourage the conversion of such corridors for non-transportation related uses. [Local governments, WisDOT]