Memorandum

To: Madison Area Transportation Planning Board Members

From: Bob McDonald, Transportation Planning Manager

Date: August 22, 2008

Re: Wednesday, September 3, 2008 Madison Area Transportation Planning Board Meeting

Enclosed are an agenda and materials for the next Madison Area Transportation Planning Board meeting, to be held Wednesday, September 3, at 7 p.m. at the Madison Water Utility, 119 E. Olin Ave. Conference Room A-B. Please mark your calendars accordingly. If you have any questions, please call me at 266-4518 or send me an e-mail at rmcdonald@cityofmadison.com.

Enclosures
AGENDA

1. Roll Call
2. Election of Chair and Vice-Chair
3. Approval of August 6, 2008 Meeting Minutes
4. Communications
5. Public Comment (for items not on MPO Agenda)
6. Public Hearing on Draft 2009-2013 Transportation Improvement Program (TIP) for the Dane County Area

Note: Action on the 2009-2013 TIP by the MPO is anticipated Wednesday, October 1, at 7:00 p.m. in Room A-B of the Madison Water Utility Building, 119 E. Olin Avenue. Written comments on the TIP are invited through Wednesday, September 17, and should be sent to the MPO offices at 121 S. Pinckney St., Suite 400, Madison, WI 53703 or e-mailed to wschaefer@cityofmadison.com.

7. Consideration of Resolution TPB No. 18, Authorizing an Amendment to the 2008 MPO Budget for Staff to Upgrade Its Internet Ride-matching Software and Authorizing the City of Madison to Contract With the Software Provider to Implement the Upgrade
8. Consideration of MPO Participation in the Rails-to-Trails Conservancy 2010 Active Transportation Campaign
9. Presentation on the City of Madison’s Pedestrian and Bicycle Safety Education Program
10. Status Report by TPB Board Members on Projects Potentially Involving the TPB:
   • Transport 2020 Implementation Task Force
   • USH 51 (USH 12/18 to I 90/94/39) Corridor Study
   • USH 51 (McFarland to Stoughton)
   • North Mendota Parkway Implementation Oversight Committee
11. Discussion of Future Work Items:
    • Approval of 2009-2013 Transportation Improvement Program (TIP)
    • Draft 2009 Unified Planning Work Program
    • Verona Road/West Beltline Interim Improvements
12. Announcements and Schedule of Future Meetings
13. Adjournment

Next MPO Meeting:
Wednesday, October 1 at 7 p.m.
Madison Water Utility, 119 E. Olin Ave., Room A-B

If you need an interpreter, materials in alternate formats, or other accommodations to access this meeting, contact the Planning & Development Dept. at (608) 266-4635 or TTY/TEXTNET (866) 704-2318.
Please do so at least 48 hours prior to the meeting so that proper arrangements can be made.

Si Ud. necesita un intérprete, materiales en formatos alternos, o acomodaciones para poder venir a esta reunión, por favor haga contacto con el Department of Planning & Development (el departamento de planificación y desarrollo) al (608)-266-4635, o TTY/TEXTNET (886)-704-2318.
Por favor avísenos por lo menos 48 horas antes de esta reunión, así que se puedan hacer los arreglos necesarios.
1. Roll Call

*Members present:* Tom Clauder, Joe Clausius, Jerry Mandli, Al Matano, Paul Skidmore, Duane Hinz, John Vesperman, Robbie Webber, Mark Opitz (arrived at Item #7), Charles Kamp, Eileen Bruskewitz (arrived at Item #6), Robin Schmidt.

*Members absent:* Satya Rhodes-Conway

*Staff present:* Bob McDonald, Bill Schaefer, Bob Pike, Ward Paxton

2. Approval of July 2, 2008 Meeting Minutes

Moved by Webber, seconded by Skidmore, to approve the July meeting minutes. Motion carried.

3. Communications

McDonald indicated there was one communication, which was at members’ places. It was a letter from WisDOT Secretary Busalacchi approving amendments #2 and #3 to the 2008-2012 Transportation Improvement Program (TIP).

4. Public Comment (for items not on MPO Agenda)

None.

5. Consideration of Resolution TPB No. 16, Regarding Amendment #4 of the 2008-2012 Transportation Improvement Program (TIP) for the Dane County Area

Schaefer said the amendment was to add a Federal Section 5309 grant for the City of Sun Prairie to purchase a small bus for its shared ride taxi system. The vehicle would be used to expand the capacity of service for school children where they pick up kids at designated street corners. The school district provides only limited school bus service and thus school trips make up around 1/3 of the ridership of the shared ride taxi system. The taxi provider already has one small bus and one van. The vehicle would also serve as a backup vehicle for the limited shuttle service provided to East Towne Mall. That service might be expanded in the future.

Moved by Mandli, seconded by Harwood, to approve Resolution TPB No. 16. Motion carried.

6. Consideration of Release of Draft 2009-2013 Transportation Improvement Program (TIP) for the Dane County Area for Public Review and Comment

McDonald said staff is seeking the Board’s approval to release the draft 2009-2013 TIP for public review. A public information meeting on the draft TIP is scheduled for August 20. A public hearing is scheduled at the Board’s next meeting on September 3. Final action by the Board is anticipated at its October 1 meeting. He said staff had already reviewed the draft STP – Urban priority listings with the Board, but would review the other major projects in the TIP. The draft TIP is at members’ places.

Schaefer then reviewed some of the other roadway projects in the metropolitan planning area. These include: extension of Pleasant View Road to CTH M, which has been delayed to 2010; reconstruction and widening of the High Point Road Bridge over the Beltline; reconstruction and widening (from Lacy to Nobel Dr.) of Fish Hatchery Road; new USH 14 Interchange at relocated Lacy Road; resurfacing work on University Avenue east of Segoe and Campus Drive; resurfacing of STH 113 (Northport/Packers/Pennsylvania); reconstruction and widening of Hoepker Road east of American Parkway/Rattman; intersection improvements on USH 51 at Hoepker Road and CTH CV; reconstruction the North Thompson/Lien/Zeier intersection; reconstruction and widening of I-94 from I-90 to CTH N and associated bridge work; and reconstruction of STH 19 through Waunakee. There are just a few
pedestrian/bicycle projects since we are awaiting a decision by the state committee on the FY 2010-2011 SMIP/Transportation Enhancement project applications. The City of Madison has two small projects planned, the Hartmeyer Path and the extension of the Capital City Trail (CCT) from Cottage Grove to Buckeye Road. The city has had difficulty working with the railroad and is planning an interim project for the CCT extension that would utilize some local streets and run through a park. In the outer county area, the major project is the expansion of USH 51 to four lanes and conversion to a freeway with probably two interchanges at Windsor Road and CTH V West. That project is scheduled for construction in 2013.

Moved by Bruskewitz, seconded by Skidmore, to approve release of the Draft 2009-2013 TIP. Motion carried.

7. Consideration of Letter of Comment on the Long Range Metro Transit Planning Ad Hoc Committee Final Report

McDonald said the committee had referred the report to the MPO Board for review and comment. Staff has prepared a draft letter of comment supporting the recommendations in the report for the Board’s consideration. Chuck Kamp then gave a brief overview of the planning process and the report recommendations. He said Mark Opitz was the chair of the committee and Satya Rhodes-Conway was very involved in drafting the report and he thanked both for their hard work on it. He said the Mayor created the committee in 2006 to develop some short- and long-term recommendations to deal with Metro’s difficult funding situation. Metro was facing a number of unattractive choices ranging from raising fares to cutting service to large increases in local funding. The committee began meeting in early 2007 and produced a draft report organized into the five areas of marketing, ridership, funding, cost management, and service improvements. Sub-committees were formed to address these different topics. Three public input sessions were held and changes in the initial draft report were made in response to those comments. Three public hearing sessions were held in May. The recommendations for each area are organized by time period, although there is some overlap: short-term recommendations for this year and next year, mid-term (2010-2012), and long-term (2013 or later). He then highlighted a couple of recommendations in each of the five areas. There was considerable discussion and support for creation of a Regional Transit Authority (RTA) as a long-term funding solution. The biggest service concern was the time it takes to travel from one side of town to the other and the need for some express service. There are also some technology related recommendations such as providing real-time information at more stops. Longer range recommendations address bus rapid transit and considering whether Metro should have perhaps two garage facilities with one located on the West side. He said he thought the report gave Metro a good framework to move forward on some of these issues. It is going through the city approval process now. Opitz suggested Kamp mention the makeup of the committee. Kamp said there were representatives from the business community, UW-Madison, other municipalities, the health care sector, and others.

Schmidt asked if there was a mechanism in place for reporting back on the progress in implementing the recommendations. Kamp said Metro would provide regular updates to the City’s Transit & Parking Commission and others such as the MPO and business community. Bruskewitz asked whether there was any discussion about use of “queue jumpers” for buses to bypass congestion at intersections. Kamp said the committee did discuss use of dedicated right of way for buses as part of BRT and also recommended consideration of traffic signal priority. Schaefer said the “queue jumper” issue had been considered as part of the Transport 2020 planning process and the Campus Drive/University Avenue intersection was one location identified where that could easily be done. Bruskewitz thought it was something that perhaps could be implemented in the next few years. McDonald added that City Traffic Engineering had expressed willingness to do a pilot project for traffic signal priority. Clauder asked if the problems on the Beltline had been considered, and Opitz said the committee focused on improving ridership on the bus system. McDonald said WisDOT has a number of ongoing studies looking at the Beltline, particularly the interchanges. Vesperman added that WisDOT is also looking at potential park-and-ride facility locations such as Fitchburg and Verona. Webber commented that providing more cross-town (WTP to STP) service in express mode could help at least provide an alternative. Bruskewitz asked if WisDOT had funding for new signal technologies, and Vesperman said ITS improvements must be part of larger construction
projects. Clausius commented on the need for more service to developing areas and supported looking at alternative transit service options for these areas. Harwood suggested that public-private partnerships like Epic Systems and Verona have for the Verona commuter service continue to be pursued. Opitz thanked Metro staff for their work and the major contribution of Satya Rhodes-Conway in drafting the report.

Moved by Harwood, seconded by Webber, to approve letter of comment in support of the Long Range Metro Transit Planning Ad Hoc Committee Report. Motion carried.

8. Consideration of Resolution TPB No. 17, Authorizing an Amendment to the 2008 MPO Budget for Staff to Conduct Reviews of Transportation Demand Management Plans Provided to the City of Madison

McDonald explained that MPO staff currently provides TDM assistance to the Parking Utility and is reimbursed for staff time and materials. One of the programs that MPO staff has implemented, the Share & Park program, has been very successful. The Parking Utility has now asked MPO staff to review TDM plans that are submitted by major employers as part of conditional use permit applications or as a condition of leasing spaces in the public parking ramps. The City does not have its own TDM Coordinator. The Parking Utility has budgeted up to $19,000 for this work in addition to the $31,000 that has already been budgeted for MPO assistance with its TDM work. McDonald said since the City is the MPO’s administrative agent, he is not sure whether he needs to go through the City Comptroller’s office to get permission for the increase to the budget. McDonald said he is seeking approval to amend the budget and for staff to provide this service. Ward Paxton, the MPO Rideshare Program Coordinator, is available to answer any questions about the work or the overall program. Schaefer added that the City is using funding from advertising in the parking ramps to pay for the TDM work.

Moved by Bruskewitz, seconded by Skidmore, to authorize the budget amendment for the TDM plan review work for the City of Madison Parking Utility. Motion carried.

9. Consideration of Letter of Comment to WisDOT Regarding Proposed Hoepker Road/USH 51 Intersection Improvement Project

McDonald said that the MPO has received several similar requests from WisDOT as part of the agency consultation process that is now required under SAFETEA-LU. WisDOT is required to seek comment from any agency that has some involvement in a project. This particular request concerns planned improvements to the intersection of USH 51 and Hoepker Road. The letter from WisDOT was included in the meeting packet along with three design alternatives being considered – a roundabout, a roundabout with a bypass lane, and a standard signalized intersection. He noted that the intersection has one of the highest crash rates in the entire state. WisDOT is using Federal safety funding to construct an interim improvement to address the safety problem. Funding isn’t available for the long-term solution, which is an interchange given the traffic forecasts for the intersection. The draft letter of comment says that the project is consistent with the regional transportation plan and needed to meet the safety needs of the intersection. The comments are preliminary and there will be an opportunity to further comment on the project following the preparation of the environmental report and public meetings.

Webber said it was her understanding that the MPO was not being asked to comment on the design alternatives at this point. McDonald said that is correct, but said Webber could comment on them. Webber said she thought adding a bypass lane to the roundabout was a bad idea and contrary to the purpose of a roundabout to slow traffic speeds. It could be particularly problematic for bicyclists and pedestrians. Vesperman responded that the roundabout won’t function well without the bypass lanes, given the forecast traffic volumes. Traffic is high in the peak period with a heavy north-to-east and west-to-south movement. He acknowledged, however, there are competing interests. Clausius said he was supportive of the project and that traffic was increasing rapidly on Hoepker Road, since it is a route to the American Center. Vesperman said the roundabout would work for a short period of time without the bypass lanes, which he acknowledged could perhaps be added later. He said WisDOT was hoping to get at least ten years out of the interim improvement. The roundabout is clearly better than the signalized intersection from a safety

standpoint. Opitz said he understood Webber’s concerns, but saw the merit in the bypass lane. He suggested that perhaps it could be designed so it could be removed if problems arose. Bruskewitz moved to approve the letter of comment, but to add a note that the MPO would like to be notified when the traffic forecasting is finished and the projects gets closer to final design. Mandli said Dane County was asked to comment on the project as well and there were some concerns that the street lighting not create a problem for the airport.

Moved by Bruskewitz, seconded by Clausius, to approve the letter of comment with the addition of the comments made by her and Mandli. Motion carried.

10. Status Report by TPB Board Members on Projects Potentially Involving the TPB:

- **Transport 2020 Implementation Task Force**
  Matano said there was a hearing the next day for the Legislative Council Study Committee on Regional Transit Authority legislation. Kamp added that representatives from the American Public Transit Association, Federal Transit Administration, and others would be speaking on the topic. Matano added that the expanded Finance/Governance subcommittee continues to meet.

- **USH 51 (USH 12/18 to I 90/94/39) Corridor Study and USH 51 (McFarland to Stoughton)**
  McDonald said an agency consultation process and work on the environmental documents has been proceeding, but the advisory committees have not met recently.

- **North Mendota Parkway Implementation Oversight Committee**
  Bruskewitz reported that at the last meeting the committee narrowed down the roadway alignment options to #4 (running north of CTH K), but there is a question about where the new roadway should connect to USH 12 on the west end. Another meeting in the Town of Springfield is scheduled. A meeting was held with farmers on the east end to minimize impacts to them. At the next meeting Ken Bradbury who is a hydro geologist, will be making a presentation on the environmental impacts and there will also be further discussion on the area of disagreement over the E-Way boundaries.

11. Discussion of Future Work Items:

- **Approval of 2009-2013 Transportation Improvement Program (TIP)**
- **Draft 2009 Unified Planning Work Program**

  McDonald said this would be initiated this month. A meeting has been scheduled with WisDOT and FHWA staff to review it in September. A draft would then be presented to the Board in October with action expected in November.

- **Verona Road/West Beltline Interim Improvements**

  McDonald said WisDOT would be asked to make a presentation when they are ready. There was one issue remaining that had to do with the relationship of CTH PD and Williamsburg Way.

- **Ped/Bike Safety Education Program**

  McDonald said a presentation would be made on the program at a future meeting.

12. Announcements and Schedule of Future Meetings

The next meeting is scheduled for September 3, 2008 at the same location.

Matano suggested holding some future MPO Board meetings in other communities in the MPO planning area. This could help raise public awareness about both the MPO and the Transport 2020 Study. McDonald agreed to set that up. Matano also suggested having an election of officers, and McDonald agreed that it was timely to do so.

13. Adjournment

Moved by Opitz, seconded by Bruskewitz to adjourn. Motion carried.
**Re:** Consideration of Resolution TPB No. 18, Authorizing an Amendment to the 2008 MPO Budget for Staff to Upgrade Its Internet Ride-matching Software and Authorizing the City of Madison to Contract With the Software Provider to Implement the Upgrade

**Staff Comments on Item:**

The MPO has a joint service agreement with the Southeast Wisconsin Department of Transportation (SE-WisDOT) for providing internet ride-matching services and maintains the ride-matching software applications, databases, and equipment on a server in the Information Technology Department of the City of Madison. SE-WisDOT wants to upgrade the street address mapping to include additional counties in order to cover the entire State.

It is estimated that it will cost around $11,200 to upgrade the software with the additional mapping. SE-WisDOT has agreed to pay for the upgrade, including any licensing/maintenance fees, and wants to issue a purchase order to the MPO and City of Madison to complete the upgrade.

A budget amendment is required through the City of Madison to authorize the increase in expenditures with a corresponding increase in revenues. A contract is also required between the City of Madison and the software vendor to install the upgrade containing the additional mapping on the server in the IT Department.

**Materials Presented on Item:**

Resolution TPB No. 18

**Staff Recommendation/Rationale:**

Staff recommends approval.
Resolution TPB No. 18

Authorizing an Amendment to the 2008 MPO Budget for Staff to Upgrade Its Internet Ride-matching Software and Authorizing the City of Madison to Contract With the Software Provider to Implement the Upgrade

WHEREAS, the Madison Area Transportation Planning Board (TPB) is the designated Metropolitan Planning Organization (MPO) for the Madison Metropolitan Area with responsibilities to perform metropolitan transportation planning and programming activities; and

WHEREAS, the MPO has a joint service agreement with the Southeast Wisconsin Department of Transportation (SE-WisDOT) for providing internet ride-matching services; and

WHEREAS, the MPO maintains the ride-matching software applications, databases, and equipment on a server in the Information Technology Department of the City of Madison; and

WHEREAS, the internet ride-matching service is live and operational with oversight from two locations, the MPO office here in Madison and SE-WisDOT; and

WHEREAS, the City of Madison on behalf of the MPO entered into a contract with a software vendor called Trapeze Software Group Inc., to pay for and install the software to implement the internet ride-matching service; and

WHEREAS, the software installation included some detailed street address mapping that covers all of the counties in southern Wisconsin; and

WHEREAS, SE-WisDOT now wants to upgrade the street address mapping to include additional counties in order to cover the entire State; and

WHEREAS, Trapeze Software Group has estimated that it will cost around $11,200 to upgrade the software with the additional mapping; and

WHEREAS, SE-WisDOT has agreed to pay for the upgrade, including any licensing/maintenance fees, and wants to issue a purchase order to the MPO and City of Madison to complete the upgrade; and

WHEREAS, a budget amendment is required through the City of Madison to authorize the increase in expenditures with a corresponding increase in revenues; and

WHEREAS, a contract is also required between the City of Madison and the software vendor to install the upgrade containing the additional mapping on the server in the IT Department;

NOW, THEREFORE, BE IT RESOLVED that the Madison Area Transportation Planning Board (TPB) authorizes amending its 2008 budget to allow MPO staff to upgrade its internet ride-matching software with the additional street address mapping and authorizes the City of Madison to enter into a contract with Trapeze Software Inc., to perform the software upgrade for approximately $11,200 and to bill the Southeast Wisconsin Department of Transportation for the costs of the upgrade.

Date Adopted: Al Matano, Chair
Madison Area Transportation Planning Board
Re: Consideration of MPO Participation in the Rails-to-Trails Conservancy 2010 Active Transportation Campaign

Staff Comments on Item: The Rails-to-Trails Conservancy (RTC) is a national organization promoting trails/greenways and walking and bicycling in general. RTC, which played a lead role in getting the Local Transportation Enhancements program adopted as part of ISTEA in 1991, has launched a 2010 Campaign for Active Transportation with the stated goal of doubling the Federal investment in active transportation in the upcoming Federal transportation reauthorization bill. The campaign is seeking to get included in the bill a program that would provide a large amount of funding for selected metropolitan areas to make targeted investments in infrastructure and programs to shift automobile trips to walking and bicycling (RTC’s stated goal is $50 million per area over the 5-year life of the bill). The campaign builds off of the Nonmotorized Transportation Pilot Program included in the SAFETEA-LU transportation bill that funded four communities (including Sheboygan, WI) with $25 million each.

The RTC has asked areas across the country to submit case statements detailing how the area would spend the money should the program make it into the next surface transportation reauthorization bill and the anticipated benefits of such an investment. RTC is compiling the local case statements into a national case statement planned for release on October 20. The national and local case statements will be used to advocate for the proposed program at the national and local levels.

MPO staff has prepared a draft case statement for the Madison area with some assistance from City of Madison staff. A committee has been formed with representatives from a number of state and local agencies, organizations, etc. (see list on page 12 of the case statement). MPO staff is planning to set up another meeting of the committee to review and get comments on the case statement and organize the public release of the statement in conjunction with the RTC’s release of the national case statement in October. Before proceeding further, staff is seeking the Board’s approval for the MPO to be an official participant in the campaign and to work with other campaign participants to publicly release the Madison area case statement.

Materials Presented on Item:
Draft Madison Area Case Statement for the RTC Active Transportation Campaign

Staff Recommendation/Rationale:
Staff recommends that the MPO participate in the campaign, which offers the possibility to dramatically increase the funding available for pedestrian and bicycle projects and programs in the Madison metropolitan area. It is also likely that the MPO would have the responsibility to prioritize use of those funds.
Case Statement for Madison, Wisconsin

Rails-to-Trails Conservancy (RTC)
2010 Campaign for Active Transportation

DRAFT
July, 2008
The City of Madison is already considered one of the best bicycling and walking cities in the country. The bikeway system is well developed with a number of recently built multi-use paths and other shorter path connections supplementing an on-street network of bike routes and major roadways with bike lanes constructed over the last 30 years. Bicycling levels are relatively high by U.S. city standards with a mode share of 3.2% for work trips and 2.4% for all trips. Both Census data and bicycle path traffic counts indicate bicycle use has increased significantly over the past 10+ years as the path network has been greatly expanded.

While the Madison area has many of the pieces of an interconnected bikeway network in place, there are some very important missing links in the system and some major barriers. Among these barriers is the Beltline and Interstate system, which circles Madison on three sides (west, south, and east). Lake Mendota is on the north side. Better commuter routes are also needed to connect some of the suburban communities and peripheral employment centers with the central Madison area.

Madison has a unique land use pattern with the city center located on a 3-mile long isthmus that is ½ to 1 mile wide. One mile west of the State Capitol is the University of Wisconsin-Madison. This provides a natural east-west corridor for a fixed-guideway transit system using currently under-utilized rail corridors—something Madison and Dane County are currently working to develop. This unique land use pattern is also ideal for active transportation modes, which will support the transit system by providing better pedestrian and bicycle access to it. The overall size and land use pattern of the Madison urban area offers great potential for use of active transportation modes throughout the entire area. Close to one-half (44%) of all trips by City of Madison residents are less than two miles in length.

Madison's unique land use pattern combined with its already well-developed bikeway system, extensive bicycle/pedestrian planning, and strong bicycling culture, put the area in a great position to benefit from a targeted investment in bicycle/pedestrian facilities and programs. With an infusion of funding that could fill in many of the missing links in the network and support expanded education and encouragement programs, Madison could tap into the large latent demand for bicycling and walking and significantly increase the share of trips using active transportation modes. Madison's current health promotion and environmental initiatives would complement and boost the impacts of such an investment. The transportation benefits of such an investment would be enhanced by Madison's unique geography, which supports high capacity and active transportation modes but prohibits roadway expansion except on the urban fringe. The economic benefits, including increased property values, would be boosted by the fact that bicycling is already a major tourism draw for Madison, which would grow further. Madison is also home to a significant percentage of the nation's bicycling industry.

Projects from the area's bicycle plans have been prioritized for funding based on mobility/safety benefits, estimated use (weighted towards transportation vs. solely recreational trips), and readiness for implementation. Projects identified in years 1-2 have already undergone engineering analysis and conceptual design work and would be ready for construction as soon as funding was available. Madison has a strong base of financial resources to leverage the campaign funding. There is also widespread public and political support for the increased investment in bicycle/pedestrian facilities and programs. In the City of Madison, this is evidenced by the recently adopted Platinum Biking Committee Report, which identifies a series of recommendations to make Madison the best bicycling city in the country.
Introduction

The City of Madison compares very favorably to other similarly sized communities in terms of the availability and use of alternative transportation modes such as bicycling, walking, and transit. Bicycling levels are relatively high. Bicycling magazine has designated the City of Madison as the most bicycle friendly city in the country among cities in the 200,000- to 500,000 population range. In 2006, Madison received the second highest Gold designation by the League of American Bicyclists under its Bicycle Friendly Community Program. Only two communities in the country—Davis, CA and Portland, OR—have received the highest Platinum designation. Prevention magazine picked Madison as one of the best walking cities in the country in 2007. Criteria included the percentage of population that walks or takes transit to work and walks for exercise and the number of parks and points of interest per square mile.

The Madison Metro Transit System provides around 70% more revenue service hours per capita than the average for peer transit systems around the country, and Metro’s ridership per capita is more than twice as high. The City of Madison has a relatively complete sidewalk system and a neighborhood traffic management program that has resulted in the implementation of 74 “traffic calming” projects in the city since 1997.

Despite these achievements, there are still major gaps in the bikeway system and major barriers to overcome in some corridors. The percentage of City of Madison commuters driving alone to work continued to increase in the 1990s. While that trend appears to have been moderated or halted this decade, the number still stands at around 65% Traffic congestion continues to worsen, but roadway widening is generally not feasible or desirable except towards the urban fringe outside of the Beltline and Interstate system.

Due to its unique land use pattern, already well-developed bikeway system, extensive bicycle/pedestrian planning, and strong bicycling culture, Madison is in a great position to benefit from a targeted investment in bicycle/pedestrian facilities and programs. Bicycling levels have increased significantly in recent years with the construction of some major multi-use paths, including the Capital City Trail and Southwest Path. With an infusion of funding that could fill in many of the missing links in the network and support expanded education and encouragement programs, Madison could tap into the large latent demand for bicycling and walking and significantly increase the share of trips using the active transportation modes.

The transportation, health, environmental, and economic benefits of such an investment would be enhanced by some unique circumstances of Madison. Madison’s city center is located on a 3-mile long isthmus that is ½ to 1 mile wide. Because roadway expansion is not feasible or desirable within this corridor or other areas of the city inside the Beltline and Interstate system, alternative transportation (transit, bicycling, walking) will need to play a major role in managing traffic congestion along with implementation of other transportation demand management and transportation system management strategies. The economic benefits, including increased property values, would be boosted by the fact that bicycling is already a major tourism draw for Madison, which would grow further. Madison is also home to a significant percentage of the nation’s bicycling industry. Madison’s current health promotion and environmental initiatives would also complement and boost the impacts of an investment in bicycle/pedestrian facilities and programs.
Active Transportation “Track Record” and Assets

Current Use of Active Transportation Modes

The City of Madison’s bicycle, pedestrian, and transit mode shares compare favorably to other similarly sized communities. The table below shows the mode shares for work trips and for all person trips.

<table>
<thead>
<tr>
<th>Mode</th>
<th>Work Trips</th>
<th>All Person Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car/Truck/Van</td>
<td>75.6</td>
<td>80.3</td>
</tr>
<tr>
<td>Drive Alone</td>
<td>66.0</td>
<td>n/a</td>
</tr>
<tr>
<td>Car/Vanpool</td>
<td>9.6</td>
<td>n/a</td>
</tr>
<tr>
<td>Transit (incl. Taxi)</td>
<td>7.2</td>
<td>3.0</td>
</tr>
<tr>
<td>Bicycle</td>
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<td>2.4</td>
</tr>
<tr>
<td>Walk</td>
<td>10.7</td>
<td>13.5</td>
</tr>
<tr>
<td>Other</td>
<td>0.4</td>
<td>0.8</td>
</tr>
<tr>
<td>Work at Home</td>
<td>3.1</td>
<td>-</td>
</tr>
</tbody>
</table>

1 Source: 2000 Census
2 Source: Dane County Add-On Sample to 2001 National Household Transportation Survey
3 For all person trips, includes school and intercity bus.

Active transportation mode use is highest in the greater Isthmus area. For example, 28% of the 39,000+ workers residing within this area walked to work and 7% bicycled to work, according to 2000 Census figures. Around 41% of UW-Madison students walked to campus and 16% bicycled in good weather, according to a 2005 UW transportation survey. The walking and bicycling mode shares for staff/faculty are 6% and 12% respectively. For those residing in the City of Madison, the shares are 7% and 20% in a 2004 City of Madison Health Department telephone survey of adult residents, 8% of City of Madison residents aged 18 or older reported that the bicycle is their primary mode of transportation.

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Bicycle traffic count data at several multi-use path/street intersection locations and in the contra-flow bike lane on University Avenue indicate that bicycling levels have increased substantially over the past ten years as the bicycle facility network has been expanded. For example, bicycle traffic at the two count locations on the John Nolen Path (part of the Capital City Trail) increased 91% from 1998 to 2007. Bicycle traffic increased 32% from 2006 to 2007 alone on the path east of North Shore Drive following completion of the final segment of the Southwest Commuter Path, connecting that path to the John Nolen Path via the Brittingham Park Path. A total of 19,450 bicyclists used that segment of the path in 2007. The East Isthmus segment of the Capital City Trail (CCT) has also seen a large increase in use since it was constructed with the annual count increasing 54% to 8,200 in 2006. The hourly traffic counts indicate that both the John Nolen and CCT (East Isthmus) paths, particularly the CCT, have a large volume of commuter traffic with usage peaking from 7-9 a.m. and 4-7 p.m. on weekdays.

The increase in bicycling levels is also confirmed by 2006 American Community Survey (ACS) data, which show the bicycle mode share to work for Madison residents at 3.6% This is an increase from the 2000 Census, although the data are not directly comparable and the increase is within the margin of error.

Existing Bicycle and Pedestrian Facilities and Programs

The Madison area has an extensive network of on- and off-street bicycle facilities. Regional and City of Madison policies have supported the inclusion of bicycle facilities as part of roadway (re)construction since the first Madison area bicycle plan was adopted in 1975. As a result, most of the arterial roadways in the Madison area—particularly the radial arterials leading to the downtown area—have bike lanes.

A number of major multi-use path projects have been constructed in the Madison area in the past 10+ years as a result of the availability of Federal funding under the Transportation Enhancements Program created in the landmark ISTEA legislation in 1991. These include the following: Southwest Commuter Path (incl. overpass of the Beltline); Yahara River Parkway Path (incl. two underpasses); Capital City Trail (E-Way and Isthmus segments) (incl. Beltline underpass and Fish Hatchery Road overpass to be constructed in 2008-09); Marsh View Path; Lake Wingra Path; and the initial phases of the Starkweather Creek Path (incl. E. Washington Ave. overpass).

Most of Madison’s arterial streets have bike lanes such as West Washington Avenue.

1 Includes the area bounded by University Bay Dr., Franklin Ave., and Glenway St. to the west, Haywood Dr. to the south, and Commercial Ave. and Starkweather Creek to the east (Census Tracts 9-12, 16.01, 16.02, 17.01, 18, 19 and part of 20 and 21).
2 Two of the most important radial arterials that lack bike lanes—Monroe Street on the Southwest side and Williamson St./Atwood Avenue on the East side—have parallel bike paths.
Within the Madison metropolitan area, there are currently 129 miles of off-street multi-use paths and 147 miles of streets with bicycle lanes or paved shoulders. The signed bicycle route system covers 149 miles.

In order to properly maintain the path network, the City of Madison recently instituted a pavement management system. An inventory of the pavement condition of all paths was conducted, and a program has been developed to schedule maintenance activities starting with minor maintenance (e.g., crack filling) in order to extend the life of paths, delaying the need for reconstruction. When the initial inventory was conducted in 2006, 58% of the path miles were rated as new or needing no maintenance and another 31% were rated as requiring only minor maintenance.

The City of Madison employs a full-time Bicycle-Pedestrian Coordinator who advocates for bicyclists and pedestrians by working with City of Madison and other area planning and transportation agency staff and others to improve facilities and increase safety. The City of Madison also employs a full-time Bicycle-Pedestrian Safety Educator who teaches basic safety skills to elementary children at the public schools and local agencies. The Madison Area Transportation Planning Board (TPB), the Metropolitan Planning Organization (MPO) for the Madison urban area, supports the safety educator position through an annual allocation of its Federal Surface Transportation Program (STP) - Urban funding. Dane County supports the Bicycle-Pedestrian Coordinator position. The University of Wisconsin (UW)-Madison Transportation Services Department also employs a full-time Bicycle-Pedestrian Coordinator to provide bicycle safety education and encouragement. The coordinator offers courses, distributes maps and other materials, and advocates for bicyclists on campus. The coordinator also oversees a Bike Ambassador Program.

University Avenue near the UW-Madison campus safely accommodates pedestrians, bicyclists, and transit users as well as motorists.

The City of Madison prints and distributes a Madison Area Bicycling Resource Guide & Route Map and the Madison Area TPB prints and distributes a Dane County Map for Bicyclists. The Bicycle Federation of Wisconsin (BFW) and other area organizations conduct a variety of bicycle safety activities, including educational programs, training courses, and distribution of materials. A coalition of organizations, including the BFW and the Safe Community Coalition, is currently conducting a program that includes law enforcement training, overtime grants for enforcement of bicycle-related laws, children’s “pre-driver education” training, television PSAs, and billboards.

**Existing Bicycle Plans**

The Madison Area TPB – An MPO prepared a comprehensive regional bicycle plan in 2000. The Bicycle Transportation Plan for the Madison Urban Area & Dane County was adopted by Dane County and the City of Madison as well as the MPO. It provides a blueprint for continuing to improve bicycling conditions and safety and increasing bicycling levels. The plan covers the “four Es” of engineering (facility improvements), education, encouragement, and enforcement. The bicycle transportation plan identifies and prioritizes on-street bicycle facility (bike lane/paved shoulder) needs and proposed off-street paths/trails for the Madison urban area and rural Dane County. On-street facility improvement needs were based on an analysis of the compatibility of arterial and collector roadways for bicycling. The plan also identifies recommended bicycle routes for the Madison urban area and routes connecting communities and parks within the county. The plan is available on the MPO’s Website (www.madisonareampo.org) under “Plans and Projects.”

The Madison Area TPB prepared an updated countywide bikeway system plan as part of the update of the regional long-range transportation plan, Regional Transportation Plan 2030: Madison Metropolitan Area & Dane County, adopted in November 2006. The updated bikeway system plan incorporated new information and detailed neighborhood and local bicycle facility plans that had been prepared since the 2000 bicycle plan was adopted. A new element added to the plan was the identification of an existing and planned future regional bikeway network—essentially an “arterial” system for bicyclists—that provides reasonably direct, safe, and enjoyable routes through the Madison urban area and between communities, serving major destinations such as employment centers, shopping areas, schools, and parks. An updated list of high priority off-street bicycle facility projects on the identified regional system was also prepared. The Regional Transportation Plan 2030 is also available on the MPO’s Website (www.madisonareampo.org) under “Plans and Projects.”

The Madison Area TPB has worked with City of Madison staff to prepare a detailed bicycle facilities plan for the West Side and a similar effort is planned for the East side. The Cities of Middleton and Fitchburg and the Village of Waunakee have adopted comprehensive bicycle and pedestrian plans...
for their communities. Other communities have bicycle elements in the transportation sections of local “smart growth” comprehensive plans they have adopted or are in the process of preparing. Local bicycle/pedestrian plans are particularly important for identifying intra-neighborhood connections, inter-neighborhood street connections in developing areas, and other local issues that are generally beyond the scope of the regional bicycle plan.

In 2006, the City of Madison Mayor formed the Platinum Bicycling Committee to develop recommendations for making Madison the best city in the country for bicycling and achieving the Platinum designation from the League of American Bicyclists’ Bicycle Friendly Communities program. Madison is currently one of the few cities with a Gold designation. The Madison Common Council recently adopted the final report of the committee, dated December 2007, and efforts are underway to begin implementation of the highest priority recommendations. The recommendations address bicycle infrastructure, land use and planning, education/ encouragement/outreach, and enforcement. The recommendations are designed to complement existing bicycle plans and programs. They include “actionable” items that are not cost prohibitive and can be implemented within the next few years. An estimated timeframe and cost estimate is provided for the recommendations where possible. The report is available on the City of Madison’s Website at www.ci.madison.wi.us/trafficEngineering/bicyclingPlatinum.cfm.

The City of Madison has also adopted a Pedestrian Transportation Plan (1997). The plan is a policy plan that makes recommendations for improving the pedestrian environment and increasing opportunities for persons to choose walking as a mode of transportation. To accomplish this, it outlines strategies and specific actions to:

(a) Preserve the walkability of places that are currently good to walk;
(b) Better design and construct new development to be pedestrian-friendly;
(c) Better integrate pedestrian improvements into street reconstruction projects; and
(d) Develop and implement education, encouragement, and enforcement programs to improve pedestrian safety and increase the levels of walking in Madison.

Many of the plan recommendations have been implemented. The plan is available on the city’s Website at www.cityofmadison.com/trafficEngineering/programsPlanTransportation.cfm.

**Active Transportation Community Context, Needs, and Plan**

The Madison area has many of the pieces of an interconnected bikeway network in place. However, there are some very important missing links in the system and some major barriers. Among these barriers is the Beltline and Interstate system, which circles Madison on three sides (west, south, and east). Lake Mendota is on the north side. Better commuter routes are also needed to connect some of the suburban communities and peripheral employment centers with the central Madison area.

Several of the most critical missing links in the bikeway system follow rail lines in the Madison area’s general east-west transportation corridor. This corridor runs from the City of Sun Prairie and the East Towne area on the East side through the Isthmus to the City of Middleton and the West Towne area on the West side. It also includes the greater Isthmus area to the north to the Dane County Regional Airport. A transit alternatives analysis study, called Transport 2020, is underway and has recommended a hybrid (i.e., capable of running on street as well as on rails) rail system in the corridor running on the existing rail line. A New Starts application to the Federal Transit Administration (FTA) seeking permission to proceed to preliminary engineering has just been submitted by the City of Madison and Dane County.
The Madison area is uniquely suited for a fixed-guideway transit system using currently under-utilized rail corridors. As noted above, the city center is located on a 3-mile long isthmus that is ½ to 1 mile wide, creating a natural corridor for transit. A mile west of the State Capitol is the University of Wisconsin-Madison campus. Over 57,000 people (21% of the county total) work in the downtown/UW campus area (including the UW Hospital & Clinics area). The entire east-west corridor transit market area comprises just 11% of Dane County’s area, but is home to 270,000 persons or 63% of the county’s population and 80% of the county’s employment. Some factors that make for an ideal transit corridor also make it ideal for active transportation modes. In fact, construction of multi-use paths in the same corridor adjacent to the rail line will support the transit system by providing better pedestrian and bicycle access to the system.

The overall size and land use pattern of the Madison urban area offers great potential for use of active transportation modes throughout the entire area. Close to one-half (44%) of all trips by City of Madison residents are less than two miles in length, according to a special add-on sample taken of the 2001 National Household Transportation Survey (NHTS). This distance represents a 10-minute bicycle ride or 30-minute walk. Almost one-third (30%) of all trips are less than one mile in length.

The maps on pages 6-7 show the Bicycle Way System Plan for the Madison area. The first map highlights the missing segments of the identified regional system in red with the existing system shown in orange. The regional system is a combination of off- and on-street routes. Most of the missing segments are off-street paths, including a number of rail-to-trails and rail-with-trails projects. Other existing or planned multi-use paths providing connections to this regional system are shown in green. State, county, and large community parks are included on the map, showing how the bikeway system connects almost all of these parks. The second map overlays the Bicycle Way System Plan on a map showing 2000 population density (persons per acre) and existing and planned major employment/activity centers. It illustrates how the bikeway system connects existing high-density residential areas to the centers. The map also shows the local bikeway system (including on- and off-street routes) and how that connects to and fills in the regional system.

The table on pages 8-9 provides a list of the priority projects from the Bicycle Way System Plan and a cost estimate for each. The projects were prioritized for potential funding through the Campaign for Active Transportation based on the mobility and safety benefits, estimated use (weighted towards transportation versus solely recreational trips), and overall potential to increase bicycling and walking trips consistent with the campaign goal. Thus, for example facilities serving planned, but not yet developed neighborhoods were not included. The table is divided into three sections: (1) priority projects on the identified regional bikeway system; (2) other major off-street projects on the local bikeway system providing important connections to the regional system; and (3) other non-path projects and programs identified in the City of Madison’s Platinum Bicycling Committee report.

The anticipated timing of the projects (years 1-5 and 6+) was estimated based upon the priority and readiness for implementation. This assumes funding of $10 million per year for five years. Projects in years 1 and 2 are those that are a high priority and for which initial engineering analysis and conceptual design have been completed. These projects would be ready for implementation as soon as funding is available. The timing of projects identified in years 3-5 is less certain and subject to change. For most of these, an initial engineering analysis has not been completed.

Cost estimates for most of the non-path projects haven’t been prepared, but most of these could be implemented as soon as funding was available, particularly the education and encouragement programs. Because of Madison’s already well-developed bikeway system, these types of programs and projects, such as an expanded education program and destination-based signage system, could have a significant impact. These programs are important elements in the overall strategy for increasing bicycling and walking while also improving safety. They can improve the skills and confidence of bicyclists to ride safely in traffic, which is necessary for increasing person’s effective mobility. The

3 Not shown on the map are all of the arterial and other high traffic volume streets with existing or planned bike lanes. Regional and local plans and policies support accommodating bicyclists on these roadways because they provide fast, direct continuous routes, have many destination points located on them, and bridge obstacles such as limited access roadways and railroads. However, these roadways are not typically signed as bicycle routes because many less experienced bicyclists are not comfortable using them.

4 This is consistent with the criteria that the Madison Area Transportation Planning Board - A Metropolitan Planning Organization (MPO) uses currently to score and rank projects for Federal Transportation Enhancement Program funding. The Wisconsin Department of Transportation (WisDOT) asks MPOs to rank projects in their planning areas, which are given strong consideration by the state committee that WisDOT creates that makes the final decision on which projects receive funding statewide.
### Case Statement for Madison, Wisconsin

**June 26, 2008 Draft**

### List of Priority Bicycle/Pedestrian Projects

The following projects were identified as high priority for Madison, Wisconsin, as part of the 2010 Campaign for Active Transportation by the Rails-to-Trails Conservancy. Each project is described in terms of its length, estimated cost, and the expected year of implementation. The comments section provides additional insights into the project's importance and potential impacts.

<table>
<thead>
<tr>
<th>#</th>
<th>Project Name</th>
<th>Segment Details</th>
<th>Implementer(s)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>American Center Connector Path</td>
<td>USH 151 Underpass to Tancho Dr.</td>
<td>C. Madison</td>
<td>Connection to major employment center from the south &amp; east</td>
</tr>
<tr>
<td>2</td>
<td>Badger State Trail Extension</td>
<td>Capital Dr. to Parnell Dr. (OE-Park)</td>
<td>C. Madison, Fitchburg</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>3</td>
<td>Campus Dr. Path Extension</td>
<td>From S. High Pt. Rd. to the Ice Age National Discovery Area</td>
<td>C. Madison, Fitchburg</td>
<td>Extends bike trail to a major recreation area</td>
</tr>
<tr>
<td>4</td>
<td>Cannonball Trail (Phases 1 &amp; 2)</td>
<td>S. Beltline Frontage Rd. to Southwest Path</td>
<td>C. Madison, Fitchburg</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>5</td>
<td>Cannonball Trail (Phase 4)</td>
<td>Southwest Path to Military Ridge Trail near CTH PD</td>
<td>C. Madison, Fitchburg</td>
<td>Extends bike trail to a major recreation area</td>
</tr>
<tr>
<td>6</td>
<td>Capital City Trail (Eastern Segment) (Phase 1)</td>
<td>Cottage Grove Rd. to Buckeye Rd.</td>
<td>C. Madison</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>7</td>
<td>Capital City Trail (Eastern Segment) (Phase 2)</td>
<td>Buckeye Rd. to Interstate (Wagon Trl.)</td>
<td>C. Madison</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>8</td>
<td>Capital City Trail (Eastern Segment) (Phase 3)</td>
<td>Interstate to Village of Cottage Grove</td>
<td>WisDNR</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>9</td>
<td>Capital City Trail (Eastern Segment) (Phase 4)</td>
<td>Village of Cottage Grove to CTH M</td>
<td>WisDNR</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>10</td>
<td>CTH M (West) Corridor Path (Phase 1)</td>
<td>S of Mid-Town Rd to CTH M @ Valley View Rd</td>
<td>C. Madison</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>11</td>
<td>CTH M (West) Corridor Path (Phase 2)</td>
<td>Valley View Rd. across CTH M N to Plaza Dr.</td>
<td>C. Madison</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>12</td>
<td>Elver Park Connector Path</td>
<td>Existing path E of S High Pt. Rd to Elver Park Path</td>
<td>C. Madison</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>13</td>
<td>Ice Age Junction Path (Phase 3)</td>
<td>S of CTH PD to S High Point Rd, incl. CTH PD underpass</td>
<td>C. Madison</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>14</td>
<td>Ice Age Junction Path (Phase 4)</td>
<td>Phase 3 Path S of existing Raymond Rd. to CTH M</td>
<td>C. Madison</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>15</td>
<td>Junction Ridge Path/Overpass</td>
<td>W. Beltline Overpass south of Old Sauk Road</td>
<td>C. Madison</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>16</td>
<td>Lower Yahara River Trail (Phase 1)</td>
<td>McFarland to CCT @ Lake Farm Park in rail corridor</td>
<td>Dane Cty., V. McFarland</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>17</td>
<td>Lower Yahara River Trail (Phase 3)</td>
<td>Lake Kegonsa Park to C. Stoughton (in rail corridor)</td>
<td>Dane Cty., C. Stoughton</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>18</td>
<td>North Mendota Path (Phase 1)</td>
<td>CTH M @ Woodland Dr. to CTH M S of Oncken Rd.</td>
<td>T. Westport, Dane Cty.</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>19</td>
<td>North Mendota Path (Phase 2)</td>
<td>STH 113 to CTH M @ Woodland Dr.</td>
<td>T. Westport, Dane Cty.</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>20</td>
<td>South (Former NW RR) Rail Corridor Path</td>
<td>Cottage Grove Dr. to STH 113</td>
<td>V. Shorewood</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>21</td>
<td>Wisconsin River Rail Corridor Path</td>
<td>Shorewood Blvd. to University Bay Dr.</td>
<td>V. Shorewood</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>22</td>
<td>Wisconsin River Rail Corridor Path</td>
<td>Old Middleton Rd @ Eau Claire to Deming Way</td>
<td>C. Madison, Middleton, C. Sun Prairie</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>23</td>
<td>West Beltline Corridor Path</td>
<td>Commerce Dr. to Beltline Underpass at Struck Street</td>
<td>WisDOT</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>24</td>
<td>West Sun Prairie Path (Phase 2)</td>
<td>Hoepker Rd. to STH 19</td>
<td>C. Sun Prairie</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>25</td>
<td>Wisconsin &amp; Southern NE Rail Corridor Path</td>
<td>City View Drive to S. Bird Street in Sun Prairie</td>
<td>C. Madison, C. Sun Prairie</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
<tr>
<td>26</td>
<td>Wisconsin River Rail Corridor Path</td>
<td>Old Middleton Rd @ Eau Claire to Deming Way</td>
<td>C. Madison, Middleton</td>
<td>Provides bike-friendly connection to downtown</td>
</tr>
</tbody>
</table>

**Table Notes:**
- Length is measured in miles.
- Cost is estimated in millions of dollars.
- Priority Year reflects the planned year of implementation.

**Case Statement for Madison, Wisconsin**

This list of priority bicycle/pedestrian projects for Madison, Wisconsin, represents the community's commitment to improving active transportation options and enhancing connectivity within the city. The projects are strategically planned to address gaps in the existing trail network and to connect major employment centers, recreational areas, and transit hubs. Each project is designed to enhance safety, accessibility, and overall quality of life for residents and visitors alike. Through the implementation of these projects, Madison aims to establish a robust system of bike and pedestrian pathways that promotes healthy lifestyles, supports economic vitality, and strengthens the city's reputation as a leader in active transportation.
<table>
<thead>
<tr>
<th>#</th>
<th>Project Name</th>
<th>Segment</th>
<th>Implementer(s)</th>
<th>Length (in miles)</th>
<th>Est. Cost (millions)</th>
<th>Priority (1,2,3)</th>
<th>Year (1-5)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>37</td>
<td>Bike Stations</td>
<td>Downtown and on UW Campus</td>
<td>C. Madison, UW-Madison</td>
<td>-</td>
<td>n/a</td>
<td>2</td>
<td>4</td>
<td>ania provide secure parking, showers, bike maint., etc.</td>
</tr>
<tr>
<td>38</td>
<td>Campus Dr. Pad/Bike Overpass</td>
<td>At Vet Med. Building</td>
<td>UW-Madison, C. Madison</td>
<td>-</td>
<td>$1.5</td>
<td>1</td>
<td>4</td>
<td>Connects Old University Ave. corridor to campus</td>
</tr>
<tr>
<td>39</td>
<td>Century Ave. Underpass</td>
<td>Century Ave. west of Branch St.</td>
<td>C. Middleton</td>
<td>-</td>
<td>$1.2</td>
<td>2</td>
<td>6</td>
<td>Provides for continuous Pleasant Branch Creek Path</td>
</tr>
<tr>
<td>40</td>
<td>Century Ave. Corridor Connector Path</td>
<td>Amburld Rd. to Middleton Springs St.</td>
<td>C. Middleton</td>
<td>0.1</td>
<td>$0.1</td>
<td>2</td>
<td>4</td>
<td>Connection to Middleton Branch Rd., proposed lakeshore route</td>
</tr>
<tr>
<td>41</td>
<td>Edina Taylor Conservation Park Path</td>
<td>Woodman Dr. to Femrite Dr.</td>
<td>C. Middleton</td>
<td>0.3</td>
<td>$0.2</td>
<td>2</td>
<td>5</td>
<td>Completes N-S route between Monona Dr. and USH 51</td>
</tr>
<tr>
<td>42</td>
<td>Gammon Pl. Connector Path</td>
<td>Gammon Pl. to Normandy Ln.</td>
<td>C. Madison</td>
<td>0.4</td>
<td>$0.2</td>
<td>1</td>
<td>3</td>
<td>With UW Res. Pk. Path, provides alt. E-W route to Min. Pt. Rd. and Odana; access to West Towne</td>
</tr>
<tr>
<td>43</td>
<td>Gruber Road/Pond Path</td>
<td>Pheasant Branch Rd./Path to Schneider Rd./USH 12 Path</td>
<td>C. Middleton</td>
<td>2.0</td>
<td>$1.0</td>
<td>2</td>
<td>5</td>
<td>E-W thru n/N Middleton; Access to planned Tribeca Village</td>
</tr>
<tr>
<td>44</td>
<td>Hanson Road Connector Path</td>
<td>CTH CV to Hansen Rd.</td>
<td>C. Madison</td>
<td>0.8</td>
<td>$0.5</td>
<td>2</td>
<td>5</td>
<td>Connects Madison’s North side to American Center, Sun Prairie</td>
</tr>
<tr>
<td>45</td>
<td>Hartymeyer Path (Sherman Flyer Connection)</td>
<td>Commercial Ave. to Roth St.</td>
<td>C. Madison</td>
<td>0.3</td>
<td>$0.2</td>
<td>1</td>
<td>2</td>
<td>Provides missing link in N-S route bet. Sherman &amp; Packers Ave.</td>
</tr>
<tr>
<td>46</td>
<td>Howard Tennis (UW) Lakeshore Park Path</td>
<td>Bridge over Crew House</td>
<td>UW-Madison</td>
<td>-</td>
<td>$0.7</td>
<td>3</td>
<td>6</td>
<td>Addresses safety, path continuity issues when path closed in area</td>
</tr>
<tr>
<td>47</td>
<td>Interstate 39/90/94 Overpass</td>
<td>Hayes Rd. to Terrace Ct. (American Center)</td>
<td>C. Madison</td>
<td>-</td>
<td>$2.0</td>
<td>2</td>
<td>6</td>
<td>Provides direct access to Am. Center; alt. is Portage Rd.</td>
</tr>
<tr>
<td>48</td>
<td>39/90 Overpass</td>
<td>Bet. Milwaukee St. and Cottage Grove Rd. (Vicar Ln.)</td>
<td>C. Madison</td>
<td>-</td>
<td>$2.0</td>
<td>2</td>
<td>6</td>
<td>Highly desirable, but probably not feasible/practical</td>
</tr>
<tr>
<td>49</td>
<td>Lien Road Connector Path</td>
<td>E Springs Dr. to Lien Rd. (near Glacier Hill Dr.)</td>
<td>C. Madison</td>
<td>0.5</td>
<td>$0.3</td>
<td>3</td>
<td>6</td>
<td>Alt. direct connection to East Towne Area from south</td>
</tr>
<tr>
<td>50</td>
<td>Marshall Park Connector Path</td>
<td>Cameron Dr. to Middleton Beach Rd.</td>
<td>C. Madison, Middleton</td>
<td>0.5</td>
<td>$0.3</td>
<td>1</td>
<td>3</td>
<td>Provides missing link in route along lake; ROW needed</td>
</tr>
<tr>
<td>51</td>
<td>Old Sauk Trails Office Park Connector Path</td>
<td>Blackhawk Rd. to Denning Way to Excelsior Dr. to &amp; Beltline Overpass</td>
<td>C. Madison</td>
<td>1.3</td>
<td>$2.5</td>
<td>3</td>
<td>6</td>
<td>Improves access to/within office park; avoids Old Sauk interdr</td>
</tr>
<tr>
<td>52</td>
<td>Token Creek Park Path</td>
<td>Anderson Rd. thru park to resid. dev. South of STH 19</td>
<td>Dane Cty., C. Madison</td>
<td>1.4</td>
<td>$0.6</td>
<td>3</td>
<td>6</td>
<td>Part of Madison-De Forest bike route; Route thru park</td>
</tr>
<tr>
<td>53</td>
<td>USH 51 Overpass at Femrite Dr.</td>
<td>Femrite Dr. to Stoughton Service Rd.</td>
<td>C. Madison</td>
<td>-</td>
<td>$2.0</td>
<td>2</td>
<td>4</td>
<td>Provides alt. access across USH 51 to East Broadway</td>
</tr>
<tr>
<td>54</td>
<td>USH 151 Overpass</td>
<td>Benjamin Dr. to E. Termue Dr. (American Center)</td>
<td>C. Madison</td>
<td>-</td>
<td>$2.0</td>
<td>2</td>
<td>6</td>
<td>Provides access to Americans Center from Madison</td>
</tr>
<tr>
<td>55</td>
<td>W. Beltline Corridor Path</td>
<td>Medical Circle to Southwest Path</td>
<td>C. Madison</td>
<td>1.1</td>
<td>$0.8</td>
<td>3</td>
<td>6</td>
<td>Feasibility questions due to ROW, wetlands; Whitney Way X’ing also a problem</td>
</tr>
<tr>
<td>56</td>
<td>Wingra Park Path</td>
<td>Arbor Dr. to Edgewood Dr.</td>
<td>C. Madison</td>
<td>0.5</td>
<td>$0.3</td>
<td>2</td>
<td>4</td>
<td>Shortcut thru park; alternative to current sidewalk route</td>
</tr>
<tr>
<td>57</td>
<td>Wisconsin &amp; Southern S Rail Corridor Path</td>
<td>Wiagreea Path to Capital City Trail</td>
<td>C. Madison, C. Fitchburg</td>
<td>1.8</td>
<td>$1.1</td>
<td>2</td>
<td>5</td>
<td>Direct N-S connection from CCT to downtown Madison</td>
</tr>
</tbody>
</table>

**Other Non-Path Projects and Programs from City of Madison’s Platinum Bicycling Committee Report**

<table>
<thead>
<tr>
<th>#</th>
<th>Project Name</th>
<th>Est. Cost (millions)</th>
<th>Priority (1,2,3)</th>
<th>Year (1-5)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>58</td>
<td>Moffit St., possibly other bicycle boulevards</td>
<td>-</td>
<td>2</td>
<td>2</td>
<td>Alt to Johnson/Gotham corridor w/ traffic, sub-divided lanes</td>
</tr>
<tr>
<td>59</td>
<td>Destination-based bike route signage</td>
<td>Area wide</td>
<td>-</td>
<td>1</td>
<td>1 Signs will provide major destination, distance info.</td>
</tr>
<tr>
<td>60</td>
<td>Update, expanded wayfinding map signs</td>
<td>Area wide</td>
<td>-</td>
<td>1</td>
<td>1 Will seek private sponsors</td>
</tr>
<tr>
<td>61</td>
<td>Path lighting (Southwest path, others)</td>
<td>Area wide</td>
<td>-</td>
<td>2</td>
<td>Ongoing Lighting needed for safety and security</td>
</tr>
<tr>
<td>62</td>
<td>City-provided bike rack program</td>
<td>Central area</td>
<td>-</td>
<td>1</td>
<td>1 Addresses need for more parking in downtown/campus area</td>
</tr>
<tr>
<td>63</td>
<td>Intersection improvements</td>
<td>Various locations</td>
<td>-</td>
<td>3</td>
<td>Ongoing</td>
</tr>
<tr>
<td>64</td>
<td>3-Bike Racks for Metro buses</td>
<td>Metro service area</td>
<td>-</td>
<td>2</td>
<td>2 Extra capacity needed on many bus routes</td>
</tr>
<tr>
<td>65</td>
<td>Additional loop, other bike counters</td>
<td>Various locations</td>
<td>-</td>
<td>2</td>
<td>1 For improved ped/bike count program</td>
</tr>
<tr>
<td>66</td>
<td>County Safe Routes to School Program</td>
<td>All cities, villages</td>
<td>-</td>
<td>1</td>
<td>1 Ongoing</td>
</tr>
<tr>
<td>67</td>
<td>Online extensive bike mapping program</td>
<td>Countywide</td>
<td>-</td>
<td>2</td>
<td>1 Targets representative to replacing auto trips w/ other modes.</td>
</tr>
<tr>
<td>68</td>
<td>Individualized TDM marketing campaign</td>
<td>Area wide</td>
<td>-</td>
<td>1</td>
<td>1 Ongoing</td>
</tr>
</tbody>
</table>

**Total** $65.9

1 Cost based on current estimate where available. Otherwise, for most projects cost is based on average cost of $80-$220 per linear foot for paved paths and $1.5-$2.0 million for grade separated crossings. The higher $120/linear foot cost includes lighting, street crossings, etc. Cost is in 2008 dollars.

2 Priority based on mobility/safety benefits, estimated use (weighted towards transp. vs. solely recreational trips), and overall potential to increase walking and bicycle trips.

3 Indicates initial estimate of anticipated timing of projects based on the priority and readiness for implementation considering status of planning/design work and potential complicating factors. Assumes $10 million allocation per year.
impact of facility improvements on bicycling levels is increased when combined with education and promotion. Education of motorists on safely sharing the road with bicyclists and pedestrians is also needed.

**Years 1 and 2 Projects**

The following are the major multi-use path projects planned for construction in the first two years, which are shown on the map on the page 11:

**Starkweather Creek Path (Final Phase):** This project would provide the final short segment, including an overpass of Aberg Avenue, of a 2.5-mile multi-use path connecting the Isthmus segment of the Capital City Trail to the main campus of the Madison Area Technical College. It will connect low- and moderate-income neighborhoods with a shopping area, business park, recreational opportunities, the MATC campus, and downtown. The first two phases, including an overpass of East Washington Avenue, are currently under construction and were funded with a combination of Federal and local dollars.

![New ped/bike overpass of East Washington Avenue for the partially completed Starkweather Creek Path](image)

**Badger State Trail (Northern segment):** This project involves paving the northern 6.1 miles of the trail in an abandoned rail corridor from its current terminus near the rural hamlet of Paoli to the junction of the Capital City Trail and Southwest Path and planned Cannonball Trail in the City of Fitchburg. The existing segment extends 32 miles south to the Illinois State line where it connects to the Jane Addams Trail. Given the connections to some many trails, it will be heavily used for recreational purposes. However, it will also be used for commuter purposes by City of Verona and west Fitchburg residents. Multiple access points are planned to the trail from the residential neighborhoods on both sides of the northern part of the path.

**Cannonball Trail:** This 4.5-mile multi-use path in an abandoned rail corridor would provide a direct commuter route into Madison from the City of Fitchburg and Southwest Madison. It would essentially function as an extension of the Military Ridge Trail, a 40-mile trail running west from Fitchburg and Madison to Dodgeville, and would intersect the existing Southwest Path and Capital City Trail and planned Badger State Trail. The project includes an overpass of the Beltline freeway (U.S. Highway 12/14/18/151), removing a major barrier to travel from south Madison and Fitchburg into downtown. The Cities of Fitchburg and Madison purchased the rail corridor with assistance from a grant provided by the Wisconsin Department of Natural Resources (WisDNR) through the State’s Stewardship Program.

**Capital City Trail (Eastern segment):** This 6.5-mile path would complete the long-planned Capital City Trail. It would link the path to the Glacial Drumlin Trail, which is 52 miles long and connects to other trails in Waushara County. This would provide a continuous trail/path from Dodgeville, 40 miles west of Madison, through Madison’s Isthmus to the City of Milwaukee. The path would also provide a commuter route into downtown Madison from Madison’s Southeast side and the Village of Cottage Grove. It would also provide a direct route to the World Dairy Center, a major employment center on Madison’s Southeast side. There are currently no safe, direct routes from the Village of Cottage Grove and the Glacial Drumlin Trail to Madison and the existing terminus of the Capital City Trail.

**University of Wisconsin (UW)-Madison Campus Drive Path:** University Avenue/Campus Drive is the main arterial leading to the UW-Madison campus and downtown from the West side. It has traffic volumes of 50,000+ vehicles a day and only has bike lanes in the central campus and downtown area east of Babcock Drive. From 8,000 to 12,000 bicyclists use the contra-flow bike lane on weekdays in the spring and fall. A rail corridor parallels the roadway to the north that is being studied for possible passenger rail service. UW-Madison is finishing up construction of a new path adjacent to the rail corridor/Campus Drive from University Bay Drive/Farley Avenue on the far west end of campus near the UW Hospital & Clinics and Veteran’s Hospital east past Willow Creek to the Veterinary Medicine Building. Two additional segments are needed to complete a continuous path in the corridor from Old Mifflin Road near the Hill Farms State Office Building into the UW campus and downtown. The first segment would extend the path east from the terminus of the path now being built to the Southwest Path. The second segment would extend the path now being built west connecting to the Blackhawk Path in the Village of Shorewood. A third longer 3.7-mile segment extending the path west to the City of Middleton is planned for Year 3.

**Sherman Flyer Path:** This is a rails-with-trails project constructing a multi-use path from the Yahara River Path to Sheridan Drive on Madison’s North side. The recently completed Yahara River Path includes underpasses of E. Washington Avenue and E. Johnson Street, providing a convenient cross-Isthmus route, and connects to the Capital City Trail. The Sherman Flyer Path would provide a direct route connecting the North side neighborhoods to downtown, Kraft Foods, and Warner Park. There is currently no safe, direct route into the downtown from the North side. North Sherman Avenue is a four-lane undivided arterial street with multiple driveways and street crossings and no bike lanes.
Lower Yahara River Trail (Phase 1): This is another rail-with-trails project that would construct a 2.5-mile multi-use path from McDaniel Park in the Village of McFarland to Lake Farm County Park and connect to the Capital City Trail. The project includes two clear span bridges—one over the channel between Upper Mud Lake and Lake Waubesa and another over a tributary to Lake Waubesa. Wetlands and topography would require a majority of the path to be boardwalk. The trail is ultimately planned to be extended south to the City of Stoughton via an environmental corridor and a rail corridor. Because of the location and connection to the Madison area path network, the Phase 1 path would be heavily used for recreation. At the same time, it provides a direct off-street commuter route from the Village of McFarland into downtown. There is currently no direct route available, and the only route requires crossing U.S. Highway 51 (Stoughton Road), a four-lane divided expressway.

Campaign Resources and Participants

Financial Resources and Political Support

Communities and agencies in the Madison area are already investing considerable funding into bicycle/pedestrian projects and programs, and there are a number of state, local, and private funding sources available to leverage the RTC Active Transportation Campaign funding. The City of Madison’s capital budget for bicycle path construction and maintenance and the two bicycle/pedestrian coordination and education staff positions is several hundred thousand dollars. This doesn’t include the cost of on-street bike lanes, which are included on all collector and arterial street (re)construction projects. UW-Madison is finishing up construction on the Campus Drive Path project, which was funded entirely with university funds. The Madison Community Foundation recently provided a large amount of funding to supplement the Federal, county, and local funding being used for the Ice Age Trail project, which includes an underpass of East Verona Avenue connecting the path to the State Military Ridge Trail. WisDNR and Dane County both have Stewardship Fund Programs, which are available to assist in purchasing property or rights of way for trail/path projects. The Federal Transportation Enhancements Program has been the major source of funding for most of the large path and over/underpass projects. The Madison area has received on average about $1.3 million per year since the mid-1990s under this program. The MPO uses Federal Surface Transportation Program – Urban funds to support Madison Bicycle/Pedestrian Safety Education Program.

There is widespread public and political support at all levels of government for the increased investment in bicycle and pedestrian facilities and programs that the Active Transportation Campaign would provide. In the City of Madison, the creation of the Platinum Biking Committee by the Mayor and almost unanimous adoption of the committee’s report by the Madison Common Council is certainly evidence of that. Madison officials and citizens aren’t satisfied that Madison is one of the best bicycling and walking cities in the country. They want it to be THE BEST! One of the messages heard loud and clear from members of the public who participated in the process of developing the committee report was people want more paths. Paths are particularly important for bringing new riders into cycling.

Policies and transportation project programming criteria of the Madison Area TPB, the area’s MPO, have long supported bicycle and pedestrian transportation. The 2000 Bicycle Plan prepared by MPO staff was adopted by a near unanimous margin by the Dane County Board as well as the MPO and City of Madison. Dane County administers a bicycle project grant program and supports distribution of the Dane County Map for Bicyclists prepared by MPO staff. At a state level, the Legislature recently created a new Bicycle and Pedestrian Facilities Program using Federal Surface Transportation Program – Discretionary funds ($2.72 million per year). Funds are combined with Federal Transportation Enhancement Program funds into the State’s Statewide Multi-modal Improvement Program.

Campaign Participants and Contact

Representatives of the following agencies, organizations, and companies have participated in the Active Transportation Campaign in Madison. Others such as chambers of commerce, tourism agencies, and suburban communities will be brought into the campaign as it enters the next phase.

- Madison Area Transportation Planning Board – A Metropolitan Planning Organization
- City of Madison Traffic Engineering Division and Engineering and Health Department
- Dane County Parks Department
- Wisconsin Dept. of Transportation
- Wisconsin Dept. of Natural Resources
- South Central Region
- Wisconsin Dept. of Health & Family Services – Division of Public Health
- University of Wisconsin – Madison
- Bicycle Federation of Wisconsin
- Wisconsin Walks
- Saris Cycling Group
- Trek Corporation
- Planet Bike
- Downtown Madison Inc.

Campaign Contact:
Bill Schaefer, Transportation Planner
Madison Area Transportation Planning Board (An MPO)
121 S. Pinckney Street, #400
Madison, WI 53703
PH: (608) 266-9115
Email: wschafer@cityofmadison.com
Re:
Presentation on the City of Madison’s Pedestrian and Bicycle Safety Education Program

<table>
<thead>
<tr>
<th>Staff Comments on Item:</th>
</tr>
</thead>
<tbody>
<tr>
<td>The MPO financially supports Madison’s Pedestrian and Bicycle Safety Education Program with STP – Urban funding each year. Some MPO Board members had asked for a presentation on the program. The primary focus of the program is education of elementary school children in basic pedestrian/bicyclist safety. The program coordinator works with Madison Metropolitan School District staff to implement the program.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Materials Presented on Item:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials will be handed out at the meeting.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Staff Recommendation/Rationale:</th>
</tr>
</thead>
<tbody>
<tr>
<td>For information and discussion purposes only.</td>
</tr>
</tbody>
</table>