Urban Mass Transit Operating Assistance Program by about $1.8 million from $18.0 million to $16.2 million. In order to avoid service cuts and/or fare increases, the City of Madison increased its share of the 2012 operating budget by about $2.8 million from $8.3 million to $11.1 million. This will increase the local funding portion of Metro’s budget and further decrease the state’s portion.

**Bicycling**

Bicycling is an efficient and convenient mode of transportation that, like the automobile, provides a high degree of independence, flexibility, and freedom of choice relative to schedule and destination. Door-to-door travel times are comparable to driving for short trips up to three miles, particularly in the central Isthmus area where parking adjacent to buildings is limited. Bicycling levels are much higher during the warmer weather months, but many people bicycle all year long and the numbers are increasing with improved equipment and clothing.

**Bicycle Facilities**

The Madison area has an extensive network of on-street and off-street bicycle facilities, although improvements are needed to fill some gaps, eliminate some barriers, and provide better connections between the City of Madison and the surrounding communities. This network includes 187 miles of streets with bicycle lanes or paved shoulders and 181 miles of off-street multi-use paths. Countywide, there is a total of 237 miles of paths or trails, including the unpaved Military Ridge and Glacial Drumlin Trails.

Major paths built in the past 10-15 years include the Capital City Trail (Isthmus, E-Way, and Verona Road segments), the Southwest Commuter Path, the Campus Drive and Black Hawk paths in the University Avenue corridor, the Badger State Trail, and the Ice Age Junction Trail, among others. Bicycle lanes have been routinely included as part of arterial and collector roadway construction and reconstruction projects for many years now. In some cases, bicycle lanes have been able to be added through re-striping. Arterial roadways retrofitted with bike lanes in recent years include: University Avenue, Seminole Highway, McKee Road, East Broadway, Monona Drive, Buckeye Road, Cottage Grove Road, Milwaukee Street, Thompson Drive, Lien Road, East Washington Avenue, West Main Street (Sun Prairie), and STH 113 (Northport Dr./Packers Ave.).

Figure 20 shows existing bicycle facilities in the Madison area.

**Bicycle Travel**

Census data on work trip commuting and bicycle traffic counts in the City of Madison show that bicycling levels continue to increase as the growing and increasingly interconnected area bikeway network makes bicycling more convenient and enjoyable. The percentage of City of Madison residents commuting to work by bicycle increased from 3.2% in 2000 to 4.5% in 2007-2009. For all county residents, the mode share was 2.5%.
Existing Bicycle Facilities

- Overpass or Underpass
- Bike Path
- Bike Lane / Paved Shoulder (4 Feet or greater)
- MPO Boundary

Map Legend:
- Bike Lane / Paved Shoulder (4 Feet or greater)
- MPO Boundary

Map Sources:
- Bicycle Paths and Routes: 2011 (MATPB)
- Street Base: 2011, Orthophoto Derived (DCLIO)
- Functional Classifications: 2011 (MATPB, WDOT)
- Hydrography: 12/00, 1:24,000 (WIDNR)
- Civil Division Limits: 2011, Annexation Records (DCLIO)
The City of Madison collects bicycle path traffic counts from 24-hour detection devices placed in paths at several street intersection locations and in the contra-flow bike lane on University Avenue at Mills Street. Table 22 shows average weekday bicycle traffic at these locations in 2010. Bicycle traffic on most of these facilities increased significantly between 2003 and 2008, but bicycle counts haven’t changed much the past two years. A traffic detection device was installed on the Southwest Path west of the Monroe/Regent intersection in 2009. Both the Southwest path and the East Isthmus segment of the Capital City Trail had over 1,300 bicyclists per day from April to October in 2010. The Southwest path connects to the John Nolen path and has increased bicycle traffic on that path the past few years. The hourly traffic counts indicate that the paths, particularly the Capital City Trail (East Isthmus) and Southwest path, have a large volume of commuter traffic with weekday usage peaking from 7-9 a.m. and 4-6 p.m.

### Bike Sharing

Beginning in May 2011, B-Cycle – a bicycle sharing program – became operational. The program has 27 open and six planned bicycle share stations around central Madison. Users can buy a day, week or annual pass and pay an additional charge for trips longer than 30 minutes. Users check out bicycles

<table>
<thead>
<tr>
<th>Path/Location</th>
<th>Year</th>
<th>Annual Avg.</th>
<th>% Change Previous Year</th>
<th>% Change Previous 5 Years</th>
<th>April-Oct.</th>
<th>Nov.-March</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brittingham Bay Path West of North Shore Dr.</td>
<td>2009</td>
<td>246</td>
<td>-2%</td>
<td>1%</td>
<td>357</td>
<td>91</td>
</tr>
<tr>
<td>Cap. City Trl (East Isthmus) @ Yahara River Bike Bridge</td>
<td>2009</td>
<td>n/a</td>
<td>-3%</td>
<td>55%</td>
<td>1,372</td>
<td>281</td>
</tr>
<tr>
<td>John Nolen Path East of North Shore Dr.</td>
<td>2010</td>
<td>1,258</td>
<td>3%</td>
<td>24%</td>
<td>2,040</td>
<td>397</td>
</tr>
<tr>
<td>John Nolen Path Bridge SW of North Shore</td>
<td>2010</td>
<td>692</td>
<td>-3%</td>
<td>-10%</td>
<td>1,158</td>
<td>188</td>
</tr>
<tr>
<td>Southwest Path West of Monroe/Regent</td>
<td>2010</td>
<td>921</td>
<td>-22%</td>
<td>n/a</td>
<td>1,336</td>
<td>422</td>
</tr>
<tr>
<td>University Ave. Contra-Flow Bike Lane @ Mills Street</td>
<td>2010</td>
<td>1,651</td>
<td>8%</td>
<td>-33%</td>
<td>2,180</td>
<td>1,016</td>
</tr>
<tr>
<td>Wingra Creek Path @ Park Street</td>
<td>2010</td>
<td>201</td>
<td>5%</td>
<td>-11%</td>
<td>285</td>
<td>50</td>
</tr>
</tbody>
</table>

1 Relatively complete data not available for 2010.
2 Comparison for April-October data. Five-year comparison actually to 2003 because summer 2004 data not available.
3 Only January - March data available.
4 April and May data not available.
5 Comparison for July - Dec., only months that 2009 data was available.
6 May data not available.
7 Comparison for months data available in both years.

Source: City of Madison Traffic Engineering Division
Madison B-cycle
Bike Sharing Program Locations

B-station Locations
- Existing
- Future

Bike Path

Source Info:
- B-station Locations 7/11 (Madison B-cycle/MATPB).
- Functional Classifications: 4/10 (MATPB, WDOT).
- Hydrography: 12/00, 1:24,000 (WIDNR).
- Civil Division Limits: 2011, Annexation Records (DCLIO).

Lambert Conformal Conic Projection
WISRCS - Dane County, NAD 83(91)

Date: 1/5/2012
Author: pldms
Path: U:\ArcMapPrj\Bikes\RTP\Bcycle_2011_page.mxd
Date Saved: 1/5/2012 1:39:22 PM
using a credit card or pass and return them to any station in the system; reservations are not required. The bicycles are intended to serve short, utilitarian trips and are equipped with baskets. The project is sponsored by Trek Bicycles (parent company for B-Cycle) in partnership with Humana Health Care and Crispin Porter + Bogusky, an advertising and brand management company. Figure 21 shows the location of the existing and planned future bicycle sharing stations.

Bicyclist Safety

Table 23 shows reported bicycle – motor vehicle crashes in the City of Madison and all of Dane County from 2005 to 2010. There were an average of 110 reported crashes in the City of Madison during this period with less than one fatality per year. The 2010 total of 141 was the highest over the six-year period. Countywide, there were an average of 151 crashes with an average of one fatality per year.

The City of Madison Traffic Engineering Division includes data on the location, type, time, etc. and comment elements of reported bicycle crashes as part of its annual crash report. The information is used to target high crash areas for further analysis and inform safety education efforts among other purposes. In 2010, about 3/4 of bicycle crashes occurred at intersections with failure to yield the most common factor, particularly for auto drivers. In crashes involving citations, the auto driver was issued a citation 42% of the time compared to 17% for bicyclists.

State Complete Streets Policy

The Madison Area TPB, the City of Madison, and some other communities have had policies for some time promoting a “complete streets” approach to street design requiring facilities to accommodate all users. Federal law has also required the safe accommodation of non-motorized users as part of all federally funded transportation

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>5-Year Totals</th>
<th>Annual Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Madison - ALL Bicycle Crashes</td>
<td>97</td>
<td>95</td>
<td>118</td>
<td>95</td>
<td>115</td>
<td>141</td>
<td>661</td>
<td>110</td>
</tr>
<tr>
<td>City of Madison - Bicyclist Fatalities</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Dane County - ALL Bicycle Crashes</td>
<td>137</td>
<td>130</td>
<td>166</td>
<td>124</td>
<td>162</td>
<td>185</td>
<td>904</td>
<td>151</td>
</tr>
<tr>
<td>Dane County - Bicyclist Fatalities</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>5</td>
<td>1</td>
</tr>
</tbody>
</table>

Note: City of Madison crashes are included in the Dane County figures
Source: 2005 - 2010 Wisconsin Traffic Crash Facts; 2005 - 2010 City of Madison Annual Crash Reports
projects. In 2009 the Wisconsin Legislature approved the passage of a state “complete streets” law that requires the inclusion of pedestrian and bicycle accommodations in new road construction or road reconstruction where state and/or federal transportation funds are used (with some exceptions). WisDOT has adopted rules (Trans 75) to implement the law.

The MPO’s 2000 Bicycle Transportation Plan and Regional Transportation Plan 2030 provide more information on state and local bicycle-related plans and policies, bicycle safety and education, and meeting the needs of bicyclists. A comprehensive update of the Bicycle Transportation Plan is planned to be initiated in late 2012.

Walking

Walking is a key transportation mode. It is the second most common mode of transportation after the private motor vehicle. Walking is also an essential part of all trips. Walking for transportation purposes as opposed to strictly recreation/exercise is dependent upon neighborhood design. The lower density, single-use, auto-oriented design of many neighborhoods and employment centers built over the past 50 years provides few destinations within convenient walking distance. A number of newer neighborhoods are now incorporating mixed-use neighborhood centers, which will allow more people to make some trips by foot or bicycle. Because transit depends on pedestrian access, a pedestrian supportive environment also makes it more practical to use transit.

The physical infrastructure for walking consists of three basic elements:

- Sidewalks, multi-use paths, or other walkways;
- Intersection corner or mid-block queuing areas with facilities such as curb ramps, traffic controls, and bus stop boarding pads; and
- Pedestrian crossings of roadways (e.g., crosswalks, refuge islands) or other physical features of the transportation network (e.g., over- or underpasses).

Pedestrian Travel

According to a 2001 household survey, walking trips accounted for 13.5% of all person trips in the City of Madison and almost 7% of trips in the rest of Dane County. According to 2007-2009 data, 10.6% of City of Madison residents and 5.9% of all county residents walked to work. These percentages are slightly less than in 2000, but within the margin of error for the 2007-2009 data.

Pedestrian Safety

Table 24 shows reported pedestrian – motor vehicle crashes in the City of Madison and all of Dane County from 2005 to 2010. There were an average of 81 reported crashes in the City of Madison during this period with an average of two fatalities per year. Countywide, there were an average of 115 crashes with an average of four fatalities per year.

The City of Madison Traffic Engineering Division includes data on the location,
type, time, etc. and comment elements of reported pedestrian crashes as part of its annual crash report. The information is used to target high crash areas for further analysis and to inform safety education efforts among other purposes. In 2010, about 3/4 of pedestrian crashes occurred at intersections with the majority occurring at controlled intersections. Failure to yield the right of way was by far the most common driver factor in crashes, followed by inattentive driving. In crashes involving citations, the auto driver was issued a citation 46% of the time compared to 20% for pedestrians.

The MPO’s Regional Transportation Plan 2030 provides more information on pedestrian facilities in the region, local pedestrian-related policies, standards, and requirements, and important pedestrian planning issues. WisDOT is in the process of completing a Pedestrian Best Practices Guide. The purposes of the guide are to: (a) serve as a reference for state and local staff planning and designing pedestrian facilities; (b) provide regulatory information and standards (e.g., ADA); and (c) inform local land use planning through discussion of how land use decisions affect walking. The guide is intended as a companion document to the Wisconsin Pedestrian Policy Plan 2020, which outlines goals, objectives, and recommended actions for increasing walking and promoting pedestrian safety.

### Travel Demand Management (TDM)

Travel demand management (TDM) is the application of strategies, policies, facilities and services to reduce travel demand (specifically that of single-occupancy private vehicles) and also to redistribute this demand. Managing the travel demands on the existing transportation system can be a cost-effective way to increase the system’s capacity by spreading the use of the system out over a larger timeframe and maximizing the use of the system’s facilities. A demand management approach to transportation also has the potential to deliver better environmental outcomes and improved public health as many TDM strategies focus on the increased use of ridesharing, bicycling, walking, and public transportation.

In the Madison metro area, there are several TDM programs and strategies that work in concert with each other. These include Rideshare, Etc. program, the state-run van pooling program, flexible work schedules and telecommuting. Coupled with area park-and-ride lots, various public transportation services like buses and shared-ride taxis, bicycling and walking, TDM programs and

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**Table 24**

Reported Pedestrian - Motor Vehicle Crashes - City of Madison and Dane County

2005 - 2010

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>5-Year Totals</th>
<th>Annual Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Madison - ALL Ped Crashes</td>
<td>84</td>
<td>87</td>
<td>80</td>
<td>76</td>
<td>77</td>
<td>81</td>
<td>485</td>
<td>81</td>
</tr>
<tr>
<td>City of Madison - Ped Facilities</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>12</td>
<td>2</td>
</tr>
<tr>
<td>Dane County - ALL Ped Crashes</td>
<td>125</td>
<td>112</td>
<td>118</td>
<td>106</td>
<td>112</td>
<td>119</td>
<td>692</td>
<td>115</td>
</tr>
<tr>
<td>Dane County - Ped Facilities</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>7</td>
<td>6</td>
<td>22</td>
<td>4</td>
</tr>
</tbody>
</table>

Note: City of Madison crashes are included in the Dane County figures
Source: 2005 - 2010 Wisconsin Traffic Crash Facts; 2005 - 2010 City of Madison Annual Crash Reports
these related facilities and services can move more people using the same physical transportation system, essentially getting “more bang for the buck”.

**Rideshare, Etc. Program**

The Madison Area TPB administers the Rideshare Etc. program, working in partnership with Metro Transit, the State Vanpool Program, Dane County, City of Madison, UW-Madison, and other public and private employers throughout the area. The program serves commuters in a 48-county area of central and southern Wisconsin and northern Illinois. The goal of the program is to reduce congestion and pollution and to help provide commuters travel options and personal transportation cost savings.

As shown in Table 25, a total of 1,664 new commuters registered with the Rideshare Etc. program in 2010. The number had increased by 98% from 2006 to 2008 with the large increase in gas prices, but the 2009 number represented a 27% drop from 2008. Assuming that 30% (a nationally accepted average) of the new commuter registrants with successful carpool matches actually result in ridesharing arrangements, the regional benefits of the ridesharing matches made by the Rideshare Etc. Program in 2010 are as follows:

- 34,905,331 fewer vehicle miles traveled (VMT)
- $17,452,586 fewer dollars spent on personal commuting costs
- 3,080 fewer required parking spaces
- 399.3 fewer tons of carbon monoxide pollution
- 56.1 fewer tons of volatile organic compounds pollution
- 87.7 fewer tons of nitrogen oxides pollution

The number of commuters in the Madison Metro Area active in the Rideshare, Etc. program is much larger than the number of new commuters registered each year as some commuters keep their registrations active for many years. Notably, this database of “active commuters” includes not only persons interested in carpooling but also those interested in van pooling, transit and commuting by bicycle. Moreover, ridesharing arrangements are also formed outside the formal Rideshare Etc. program, which are not tallied. According to recent Census data, around 33,000 Dane County commuters carpool or vanpool to work.

**Incentive Programs**

There are several incentive programs administered by different agencies to encourage commuters to choose alternatives to single-occupant vehicle commuting.

The Guaranteed Ride Home Program provides taxi vouchers to support commuters that use an alternative mode of transportation so they are not stranded at work if an emergency comes up and they need to get home quickly. The program is available to participants in the Rideshare Etc. Program and is jointly administered by the MPO and Dane County Highway & Transportation Department and funded by the county. The program provides vouchers good for up to $75 per ride for a maximum of six rides per year.
Metro Transit offers both Commuter Choice and Commute Card programs. With the Commuter Choice program, employers purchase monthly bus passes or tickets from Metro for their employees, allowing them to purchase the pass/tickets at a pre-tax rate. Employers have the options of subsidizing all or part of the cost. The Commute Card is an annual unlimited ride pass for students or employees of businesses, agencies or organizations that participate in the program. The employer is charged a discounted rate for each ride. The employer can choose to subsidize the cost, share the cost, or have each participant fund their transportation expenses. There are 79 employers currently participating in the program. Metro has also negotiated similar unlimited ride pass programs with UW-Madison, Madison Area Technical College, Edgewood College, the City of Madison, Saint Mary’s Hospital, and Meriter Hospital. By providing free or heavily discounted service to employees or students, the program provides a significant financial incentive for riding the bus.

**Vanpooling**

The Madison metro area is served by a robust vanpooling program, which is operated by the State Dept. of Administration. The State Vanpool Program provides alternate transportation for state and non-state employees commuting to Madison from outside communities. Participants can join a group that is already established or, if there are enough interested people, they can form a new vanpool. Vanpools are groups of 7 to 15 commuters sharing their ride to work in a passenger van that is owned, insured and serviced by the Wisconsin State Vanpool Program. Passengers share the cost of operating the van by paying a fare based on fixed and variable costs, the number of riders, and the number of miles driven. The fare covers all costs including gas, insurance and van maintenance. Currently, the state vanpool program operates 83 vanpools commuting to Madison.

**UW-Madison Program**

UW-Madison employs a full-time TDM coordinator and pedestrian/bicycle coordinator and has a comprehensive TDM program covering all alternative modes of transportation. The university provides free campus bus service and contracts with Metro for unlimited ride passes for its employees and students. Bus passes are free for employees. Students pay a low semester student fee ($54 for 2011-12). The UW School of Medicine and Public Health contracts with UW Hospital to provide frequent shuttle service between the Clinical Science Center /Health Sciences Learning Center and Wisconsin Institutes for Discovery/Morgridge Institute for Research. The UW also has a flex parking system for many lots whereby employees receive a refund for days they do not park.

**Park-and-Ride Lots**

Currently there are twelve formal park-and-ride lots in Dane County. Nine are operated by WisDOT, one is jointly operated by WisDOT, WisDNR, and Dane County, and two are operated by Metro Transit. The lot at I-94 and CTH N in Cottage Grove was constructed in 2011. Table 26 provides detailed information about these park-and-ride lots including location, amenities, and level of multi-modal access.
In 2012, the existing Dutch Mill Park-and-Ride lot (USH 12/18 and USH 51 (SE Madison)) will be expanded with an additional 100 parking spaces. Likewise, the Verona Park-and-Ride lot (E. Verona Road and Old CTH PB) will also be expanded with another 100 spaces in 2012, and transit access improvements will be constructed on Verona Road to better accommodate future transit service.

WisDOT Southwest Region is undertaking a region-wide park-and-ride lot study in 2012 to identify potential locations for new lots. The study will serve as an update to a previous study done in 1999 that covered a smaller area.

Car Sharing

Car sharing is a model of car rental where people rent cars for short periods of time, often by the hour. They are attractive to customers who make only occasional use of a vehicle as well as to others who would like occasional access to a vehicle of a different type than the one they use day-to-day. The organization renting the cars may be a commercial business or the users may be organized as a public agency, not-for-profit group or a cooperative. Currently, there are over 40 communities and universities that have active car sharing programs or businesses in the United States.

In Madison, Community Car is a private car sharing organization that provides cars by the hour for individuals, families and businesses. Members share access to a fleet of hybrid-electric and high gas mileage vehicles located in reserved parking spots throughout Madison. Currently there are 19 car share vehicles at 18 locations around Madison (www.communitycar.com).
Inter-city Bus Service

Inter-city bus service to and from the Madison area is provided by several different companies. New service was added between Madison and the cities of Dubuque, Green Bay, and Wausau in 2011. Megabus, a subsidiary of Coach USA, is an express, inter-city service that began in 2006. In 2010, Megabus began serving the Langdon Street stop near the UW Memorial Union in addition to the Dutch Mill Park and Ride on the Southeast side.

Table 27 shows the destination communities served by the various routes, the carrier, and the number of daily departures. Most of the routes have additional stops serving communities on the way to the cities shown and beyond including major airports in Milwaukee, Chicago, and the Twin Cities.

In 2009, the intercity bus terminal at Bedford Street and West Washington Avenue, which was owned by Badger Bus and served Badger Bus and Greyhound, was sold and the property was redeveloped leaving the city without a terminal. Greyhound relocated its bus stop to several interim locations before moving to its current location on Huxley Street. Badger Bus relocated its terminal stop to Langdon Street at the UW Memorial Union, which had been a non-terminal stop before the Bedford Street terminal was closed. A new on-street stop was established on West Washington Avenue at Bedford Street that is served by Badger Bus. Badger Bus also modified its route from traveling via East Washington Avenue and STH 30 to travelling via the Beltline Highway and I-39/90. The Dutch Mill Park and Ride stop was added, and the stops on East Washington Avenue were removed.

In 2012, the University of Wisconsin will begin a construction project to renovate the

<table>
<thead>
<tr>
<th>Origin/Destination</th>
<th>Carrier</th>
<th>Daily Departures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee</td>
<td>Badger</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>Greyhound</td>
<td>2 *</td>
</tr>
<tr>
<td></td>
<td>Jefferson</td>
<td>1</td>
</tr>
<tr>
<td>Chicago</td>
<td>Greyhound</td>
<td>2 *</td>
</tr>
<tr>
<td></td>
<td>Megabus</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Van Galder</td>
<td>10</td>
</tr>
<tr>
<td>Minneapolis / St Paul</td>
<td>Greyhound</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Megabus</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Badger</td>
<td>1 &quot;weekends only&quot;</td>
</tr>
<tr>
<td>La Crosse and Minneapolis</td>
<td>Jefferson</td>
<td>1</td>
</tr>
<tr>
<td>Wausau</td>
<td>Lamers</td>
<td>1</td>
</tr>
<tr>
<td>Green Bay</td>
<td>Lamers</td>
<td>1</td>
</tr>
<tr>
<td>Dubuque</td>
<td>Lamers</td>
<td>1</td>
</tr>
</tbody>
</table>

* Greyhound operates two daily trips to and from Chicago via Milwaukee.
Table 28
Inter-City Bus Stops In the Madison Area

<table>
<thead>
<tr>
<th>Location</th>
<th>Carrier Served By</th>
</tr>
</thead>
<tbody>
<tr>
<td>Langdon Street (near the UW Memorial Union)</td>
<td>Badger, Jefferson, Lamers, Megabus, Van Galder</td>
</tr>
<tr>
<td>W Washington Ave at Bedford St (near Kelley’s Market)</td>
<td>Badger</td>
</tr>
<tr>
<td>Huxley St at Aberg Ave (near the North Transfer Point)</td>
<td>Greyhound</td>
</tr>
<tr>
<td>Dutch Mill Park and Ride (near the Beltline Highway at USH 51)</td>
<td>Badger, Megabus, Van Galder</td>
</tr>
<tr>
<td>Trucker’s Inn (on USH 51 just north of I-39/90/94)</td>
<td>Lamers</td>
</tr>
</tbody>
</table>

UW Memorial Union. The project will cause the current Langdon Street intercity bus stop to be unavailable for up to four years. The City of Madison and University of Wisconsin are working to establish a temporary relocation of the bus stop and also plan for a permanent stop with a terminal. In addition to serving passengers during the construction project, the new site may offer safety and operational improvements compared to the Langdon Street site.

Table 28 lists the current intercity bus stops and the carriers that serve them, while Figure 22 shows the location of the stops.
Intercity Passenger Rail

Currently, there is no intercity passenger rail service available to/from the Madison area. However, Amtrak’s thruway bus service provides connections to rail service in Columbus, WI and Chicago.

WisDOT successfully applied for $810 million in federal funding in 2009 under the American Recovery and Reinvestment Act (ARRA) to establish intercity passenger rail service between Milwaukee and Madison as part of the Midwest Regional Rail Initiative. The service was planned as an extension of Amtrak’s Hiawatha Service between Chicago and Milwaukee with three intermediate stops. The federal ARRA grant would have funded necessary infrastructure improvements and equipment purchases. The schedule called for passenger rail service to Madison to begin in 2013 with six daily round trips. However, the project was halted in December 2010 by incoming Governor Walker and the federal funds were returned to the U.S. Department of Transportation.

Air Passenger Transportation

The Dane County Regional Airport (DCRA) in Madison is the second largest airport in the state, providing service to commercial air passenger and air cargo carriers, general aviation, and the military. The airport is served by one freight carrier, and five commercial carriers (American Eagle, Continental Express, Delta, Frontier, and United Express) with over 100 departures and arrivals per day. Non-stop service is provided to twelve major domestic destinations as follows:

- Denver
- Minneapolis-St. Paul
- Dallas-Fort Worth
- Chicago (O’Hare)
- Detroit
- Cleveland
- Cincinnati
- Atlanta
- Orlando
- New York (LaGuardia)
- Newark
- Washington D.C. (Reagan)

There were over 96,000 aircraft arrival and departure operations consisting of 57% general aviation, 34% commercial, and 9% military flights in 2010. This was a slight decrease from 2009 and significantly fewer than years past. The total number of passengers using the airport was 1,514,900 in 2010, a 0.9% increase compared to 2009. The 2010 total was comprised of 763,600 passenger departures and 751,300 arrivals, a 1.1% and 0.8% increase respectively from 2009. Air carrier boardings peaked in 2004 at 847,300 and had decreased each year until 2009 when boardings increased by 2%. The drop in boardings from 2005 to 2008 was due in part to fluctuating fuel prices and the reduction of available seats by airlines. In 2009 there were several mergers and changes in airlines that led to changes in service and available seats. Figure 23 shows the total number of air carrier passengers departing or arriving at the airport from 2000-2010.
A major terminal expansion and remodeling project was completed in 2005. A new three-level parking ramp was completed in 2008 that added nearly 1,300 spaces, increasing the capacity to 4,450. A new 2,000 square foot exit plaza and parking administration building were also added in early 2009. The airfield ramp areas at the north and south ends of the terminal were expanded in 2009 to allow for better aircraft maneuvering and to increase space for overnight parking of aircraft from 14 spaces to 21. This improvement also allows the airport to accept more diverted aircraft when called upon to do so. The airport also constructed a “cell phone lot” just south of the terminal in 2009. This allows drivers who are picking up passengers at the terminal building to park temporarily and wait for a call from the person they are meeting and then proceed to the terminal curbside.

Direct Metro bus service to the airport is provided from the North Transfer Point with 30-minute service on weekdays and 60-minute service on weeknights, weekends, and holidays. Service to the airport was improved in 2008. Service is now provided by Route 20, which operates between the North Transfer Point and East Towne Mall via the airport or via Aberg Avenue. In addition to increased service frequency and hours, the routing to and from the North Transfer Point was also made more direct. Also, Route 20 provides service from the airport to East Towne and the East Transfer Point as well.

In addition to the DCRA, the county is served by the City of Middleton Airport and Blackhawk Airfield in the Village of Cottage Grove. Both are general aviation airports serving smaller aircraft used for business, charters and for personal reasons.

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**Figure 23**

**Total Passengers**

**Dane County Regional Airport: 2000-2010**

Source: Dane County Regional Airport