

Madison in Motion 1-5 Year Priority Recommendations

Category	Equity	Recommendation	Lead Agency	Supporting Agencies	Tracking Committee	Measurement	Implementation Timeframe
1	Transit	Bus Rapid Transit The City of Madison, Dane County, the Wisconsin Department of Transportation, Madison Area Transportation Planning Board (MPO), the University of Wisconsin, and other local units of government and agencies (including those communities that currently contract for Metro Transit services, such as Fitchburg, Middleton, Verona, Shorewood Hills and the Town of Madison) should work cooperatively to take all necessary steps toward Bus Rapid Transit (BRT) project development and service implementation, in accordance with all applicable local, state and federal regulations.	Planning	Metro, Engineering, TE, MPO		BRT operational or funding committed	1-2 Years (2018-2019)
2	Transit	Route Restructure As a component of detailed BRT planning and project development, Metro Transit should undertake a route restructure planning process, to evaluate a variety of ways to provide different transit services, such as improving overall system performance, improving travel times, and/or reducing transfers. Potential improvements could include layered local and express service, feeder routes to support BRT, and park and ride facility expansion.	Metro	MPO, Planning		development and analysis of alternative route structure	1-2 Years (2018-2019)
3	Transit	Equity Transit Pass Accessibility Expand availability of 10 ride cards and transit passes to low income riders by installing transit pass vending kiosks at transfer points, public buildings and undeserved areas. Expand the availability of the low-income transit pass program to all eligible persons, coordinating closely with existing human service providers.	Metro Council	CD		Number of new passes available and locations where they are obtainable	1-2 Years (2018-2019)
4	Transit	First Mile/Last Mile Create a planning process to evaluate a variety of "First-Mile/Last Mile" transportation facilities and services, as a way to boost transit system use by enhancing convenience and service.	MPO, Planning	Metro		development of first mile/last mile strategy guide	1-2 Years (2018-2019)
5	Transit	Transit Financing Create a process that evaluates opportunities to institute a new regional transportation or transit governance entity, as a mechanism to finance and manage public transit services in the Madison metropolitan area and Dane County.	Mayor	Planning, Metro, MPO		Draft funding strategy recommendation	1-2 Years (2018-2019)
6	Transit	Transit Facilities Secure funding for additional Metro storage and maintenance capacity (i.e., new maintenance facility), in order to accommodate additional transit vehicles needed to meet existing service demands and potential service expansion. Evaluate the potential to include such a facility as a component of a start-up Bus Rapid Transit project and federal funding application.	Mayor, Metro	MPO, CD			1-2 Years (2018-2019)
8	Transit	Park and Ride Develop a parking/park-and-ride management and financial plan as a means to help improve the viability and effectiveness of public transit services in the City. Study the potential for new park and ride facilities supported by direct service to major employment centers, specifically investigating the donated/leased space model used by several transit agencies. Investigate opportunities to partner with other agencies (Dane County, WisDOT, and/or other Dane County communities) to implement and/or operate park-and-ride facilities.	Planning	Metro, Parking Utility, Real Estate		Pilot park and ride established	3-5 Years (2020-2022)
9	Transit	Intercity Bus Terminal Work with the City of Madison Planning Division, Traffic Engineering Division, Metro Transit, and the University of Wisconsin-Madison, and others to locate a site for a new intercity bus terminal. The new bus terminal should be in a location that is easily serviceable by transit without adding new routes. Evaluate opportunities to integrate Metro Transit connections and mixed-use development into the terminal facility.	Planning	Metro, TE		Examine potential sites within walking distance of central spine of proposed BRT system	3-5 Years (2020-2022)
10	Transit	Equity Flexible Transit Evaluate potential for point-deviation transit systems, similar to the YWCA van system or Transportation Network Companies (TNCs), especially to serve lower income neighborhoods and employment nodes not well-served by current Metro service (where traditional fixed route transit service provides lengthy travel times or requires transfers). Evaluate a range of on-demand transit services for certain areas and last mile connections, including the use of a variety of vehicle sizes and route structures.	MPO, Metro	Planning		coordinate with metro for joint study	3-5 Years (2020-2022)
11	TDM	Transportation Management Association Develop a prototype Transportation Management Association (TMA) in the City of Madison, at an appropriate area of the City (such as downtown Madison, the Capitol East District or UW Research Park), as a mechanism to organize individual employers and administer TDM initiatives.	MPO, Planning	Metro		Establishment of Pilot TMA, number of employees eligible	1-2 Years (2018-2019)
12	TDM	Transportation Demand Management Measure Evaluation Evaluate employer-based TDM measures in order to increase the use of alternatives to the single-occupancy vehicle and to reduce the need for parking. Research TDM requirements in zoning ordinances across the US and recommend approaches to the ZTAST Staff Team for incorporation in our zoning code.	Planning	TE, MPO			1-2 Years (2018-2019)
13	Bike	Winter Biking Improve winter bicycle maintenance policies, reviewing winter biking routes, facilities plowing, and parking on streets with bike routes and bike lanes. Study winter maintenance practices to ensure the most appropriate facility is developed in new areas, balancing cost, usage characteristics, and winter/summer use patterns. Consider making winter bike facility maintenance a line item in responsible departmental budgets to ensure adequate capital and operational funding is provided to clear facilities, and is sufficient to deliver the desired standard of maintenance.	Planning, TE, Streets, Parks			Shift winter bike facility maintenance to a separate line items in department budgets. Study use patterns and costs.	1-2 Years (2018-2019)
14	Bike	Wayfinding System Implement bike route wayfinding for cyclists by adopting the Bicycle Wayfinding Design Guidelines for Dane County (2016), and provide appropriate funding for its implementation. The City should continue to work with the Madison Area Transportation Planning Board (MPO) and Dane County to implement a bicycle wayfinding system that is consistent on bikeways throughout the county, with special priority given to bikeways that have been identified as primary routes. Improve and/or simplify bicycle signage.	TE	MPO		# of wayfinding signs posted	1-2 Years (2018-2019)

15	Bike		Low Stress Bike Network Map Conduct a bicycle system route evaluation and create a map that identifies the current low-stress bicycle network (i.e., multiuse paths, protected bike lanes, low-traffic local streets, etc.), in order to help identify gaps in the continuity of the low-stress network and/or other problem areas.	TE	Planning, MPO		1-2 Years (2018-2019)
16	Bike		Bike Facility Audits Conduct a bikeway facility audit for the City, to help identify implementation priorities for the bicycle route network. A bicycle system audit can improve safety, comfort and ease of system navigation for cyclists. The audit can also identify locations that may be improved with such facility treatments as improving striping and painting, improved wayfinding and signage, modified roadway intersections, enhanced signalization and protected bike facilities.	TE	Planning	Complete a pilot evaluation of a primary facility in the central area and recommend improvements for consideration in BIKE TIP	3-5 Years (2020-2022)
17	Pedestrian		Tier 1 Streets for sidewalk additions Prioritize Tier 1 Streets for sidewalk additions without street reconstruction. Compare pavement condition data to identify high-need streets that are unlikely to be reconstructed soon. These pedestrian corridors may be appropriate for sidewalk installation prior to street reconstruction.	Engineering	TE, Planning	Establish recommended schedule for Tier 1 sidewalk installation	1-2 Years (2018-2019)
18	Pedestrian		Pedestrian System Plan Maintain, update and implement a Pedestrian System Plan to identify and prioritize sidewalk needs (e.g. pedestrian ramps, crosswalk enhancements, streetscape enhancements, sidewalk expansions, etc.).	Engineering	Planning, TE		3-5 Years (2020-2022)
19	Pedestrian		Shared Streets Pilot “shared streets” in locations with narrow roadways, high commercial activity, high pedestrian volume, and low vehicle volumes, to try out the appropriate paving treatment, programming, design features, regulations, and locations; assess the outcome (for possible expansion of a shared streets program) and explore alternative mechanisms to finance the program.	Planning	TE, Engineering	Identify potential shared street locations and construct a pilot street	3-5 Years (2020-2022)
20	Land Use		Activity Center Planning Prepare individual Activity Center Plans, working proactively with neighborhood groups and other area stakeholders (with priority placed on locations identified in the Comprehensive Plan process)	Planning	ED, Metro, CD	Adoption of activity center plans	1-2 Years (2018-2019)
21	Land Use	Equity	Affordable Housing and Transit Integrate affordable housing planning with transit planning, transit-oriented development planning, and Activity Center planning.				1-2 Years (2018-2019)
22	Land Use		Comprehensive Plan Update and implement the City of Madison Comprehensive Plan Transportation Goals, Objectives and Policies through the implementation of a variety of state, regional and local planning, project development and implementation processes.	Planning		Imagine Madison Transportation Recommendations reflect MIM	1-2 Years (2018-2019)
23	Land Use		BRT Corridor and Station Planning Require, as appropriate, that a variety of Bus Rapid Transit infrastructure or other system accommodations be dedicated by developments located along designated BRT corridors or adjacent to BRT station areas, in conjunction with applicable regulations and/or zoning required for development approval.	Planning			1-2 Years (2018-2019)
24	Land Use		Land Banking Evaluate expanding land banking funds for areas surrounding key transit nodes, transit corridors and existing/future Activity Centers.			Establish criteria for land banking consideration	3-5 Years (2020-2022)
25	Technology		Technology Staff Team Create a City of Madison interdisciplinary staff team to focus on integrating emerging transportation-oriented technologies and services with regional economic development goals. Consider creating private sector partnerships in the evaluation of new transportation technologies.	TE	Planning, Metro, Engineering, IT		1-2 Years (2018-2019)
26	Technology		Intelligent Transportation Systems Implement the recommendations of the Regional Intelligent Transportation Systems (ITS) Plan for the Madison Metropolitan Area (January 2016). Recommendations of the ITS Plan will be incorporated into the Madison in Motion. However, with the rapid evolution of new transportation technologies, especially with the recent advances in autonomous vehicles, connected vehicles and electric vehicles, it is in the City’s best interest to identify and implement pilot projects on these new technologies when possible, to better position the City to make use of next-generation transportation systems and to promote mobility, public health and safety, economic growth, equity, and a clean environment.	TE			1-2 Years (2018-2019)
27	Evaluation		Performance Monitoring The City of Madison should work with local and regional partners (including the Madison Area Transportation Planning Board, Wisconsin Department of Transportation and other area jurisdictions) to develop and maintain a transportation system performance measurement and monitoring program, to monitor transportation mode share changes over time. The performance measurement program should establish a base year 2016 dataset, utilizing the National Household Transportation Survey (NHTS) and providing necessary resources to increase the sample size (to ensure statistical validity) and to also allow for geographic targeting of data collection within certain locations of the City (to ensure that economically disadvantaged or other potentially underserved populations are reached). The City should also enhance its current data collection program to collect transportation system user volumes at specific locations throughout the City, including motor vehicle counts, transit user counts, as well as bicycle and pedestrian counts, and monitor changes over time. In addition, the City should continue to develop and refine new performance measures over time (as well as consider evolving measures), as new data sources and data collection techniques become available and reliable. Special emphasis should be given to performance measures that are specifically tailored to individual transportation modes, demographic groups and geographic locations in the City.	Planning	TE, Metro, MPO		1-2 Years (2018-2019)