

2025

# OUR CITY OF MADISON



Introduction to Madison DOT

**Department of Transportation**

Tom Lynch PE PTOE PTP AICP – Former Director  
New Director soon to be announced.

CITY OF MADISON

# Vision and Mission



People - Places - Possibilities

CITY OF MADISON

# Department of Transportation Mission

## Mission

*The mission of the Department of Transportation is to develop and maintain a **safe**, efficient, economical, **equitable**, and **sustainable** transportation system for Madison's residents and visitors in a way that is consistent with the City's land use system and regional transportation goals.*

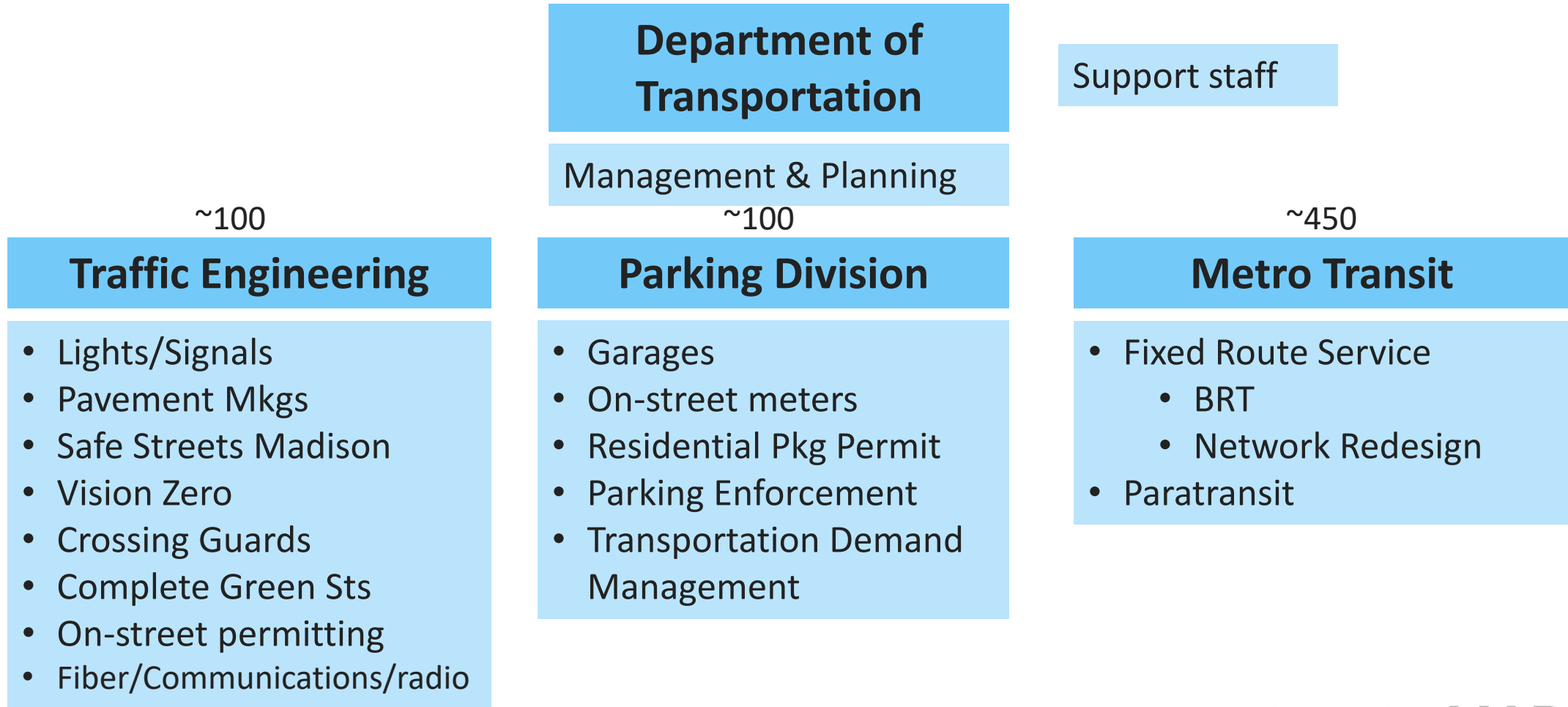
# Structure, Services, and Staff



People - Places - Possibilities

CITY OF MADISON

# Structure & Service Areas





# Annual Operational Report Provides Good Overview of Department

## 2024 Transportation Operational Report

MGO 3.14(2)(e)

<https://www.cityofmadison.com/transportation/documents/2024%20Madison%20Transportation%20Operation%20Report.pdf>



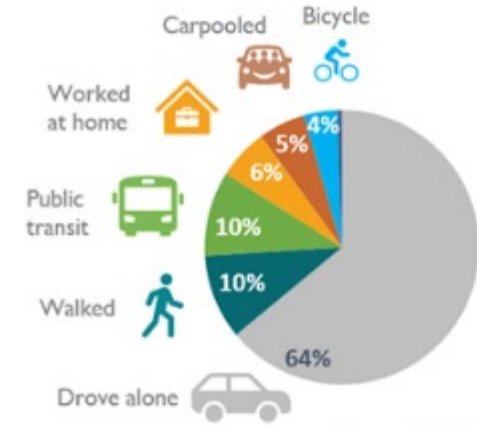
# Transportation Department 2023/24 Initiatives



**New Metro Satellite Facility**



**Complete Green Streets**



Source: ACS 2019 1-year

**Transportation Demand Management**



**East-West BRT**



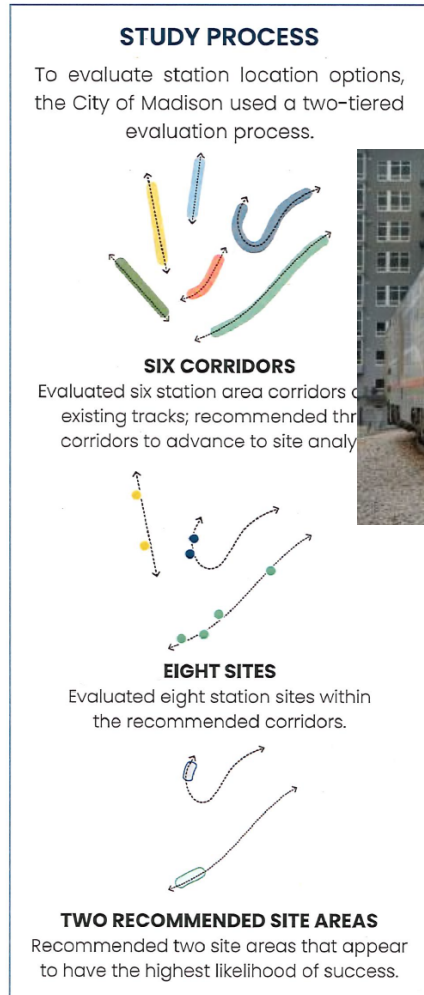
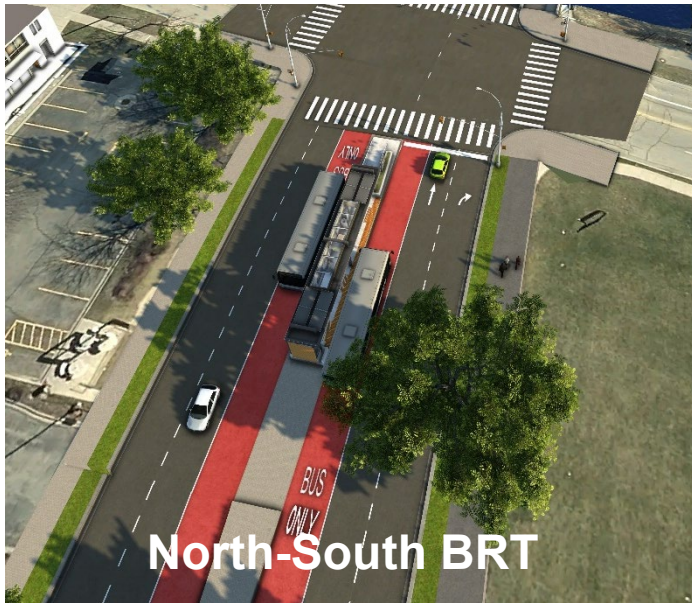
**Transit Network Redesign**



**Vision Zero**



# Transportation Department 2025 Initiatives



**Amtrak Station**





# North South BRT

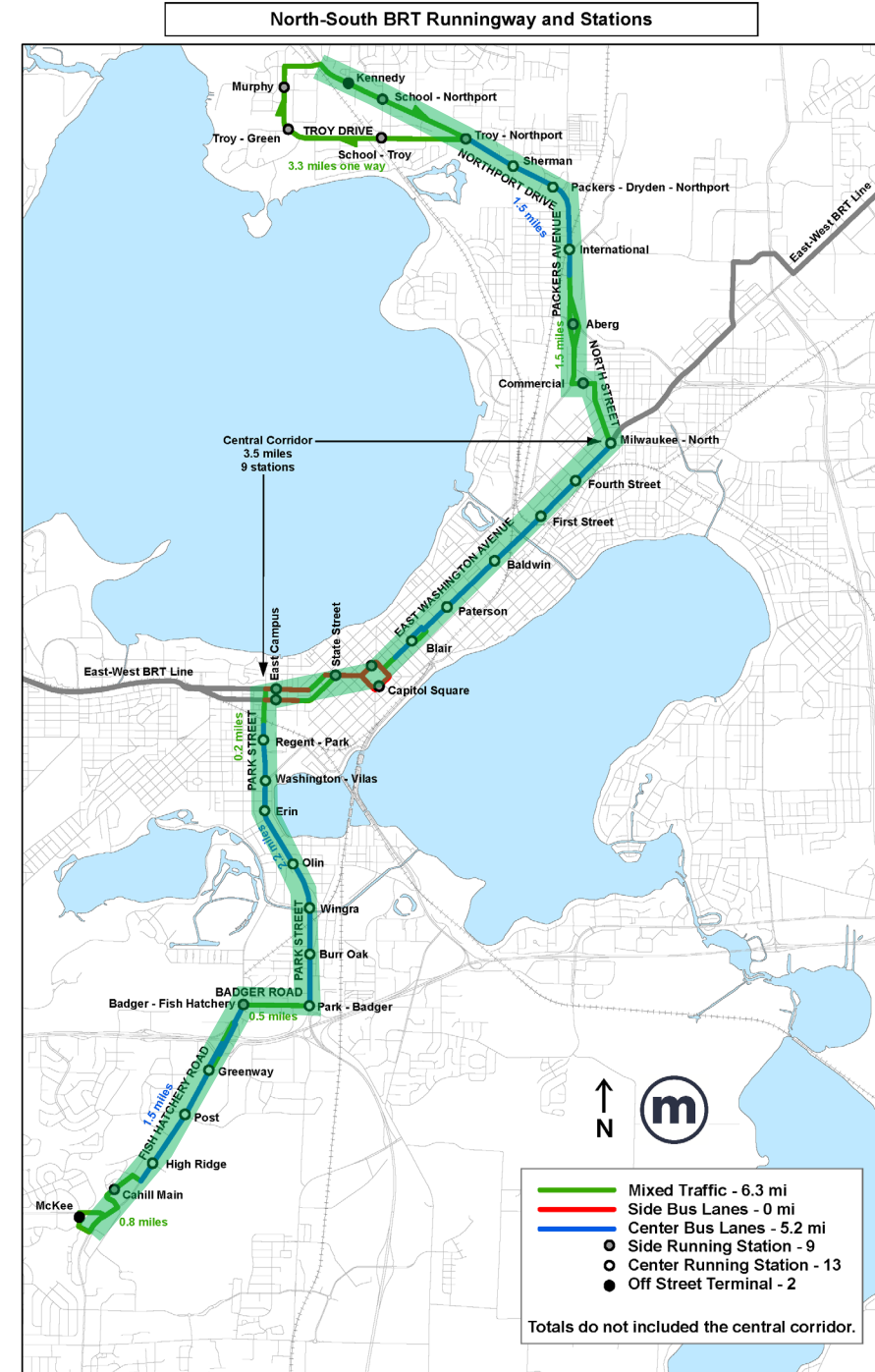
Existing Rapid Route B

## Stations and Station Features

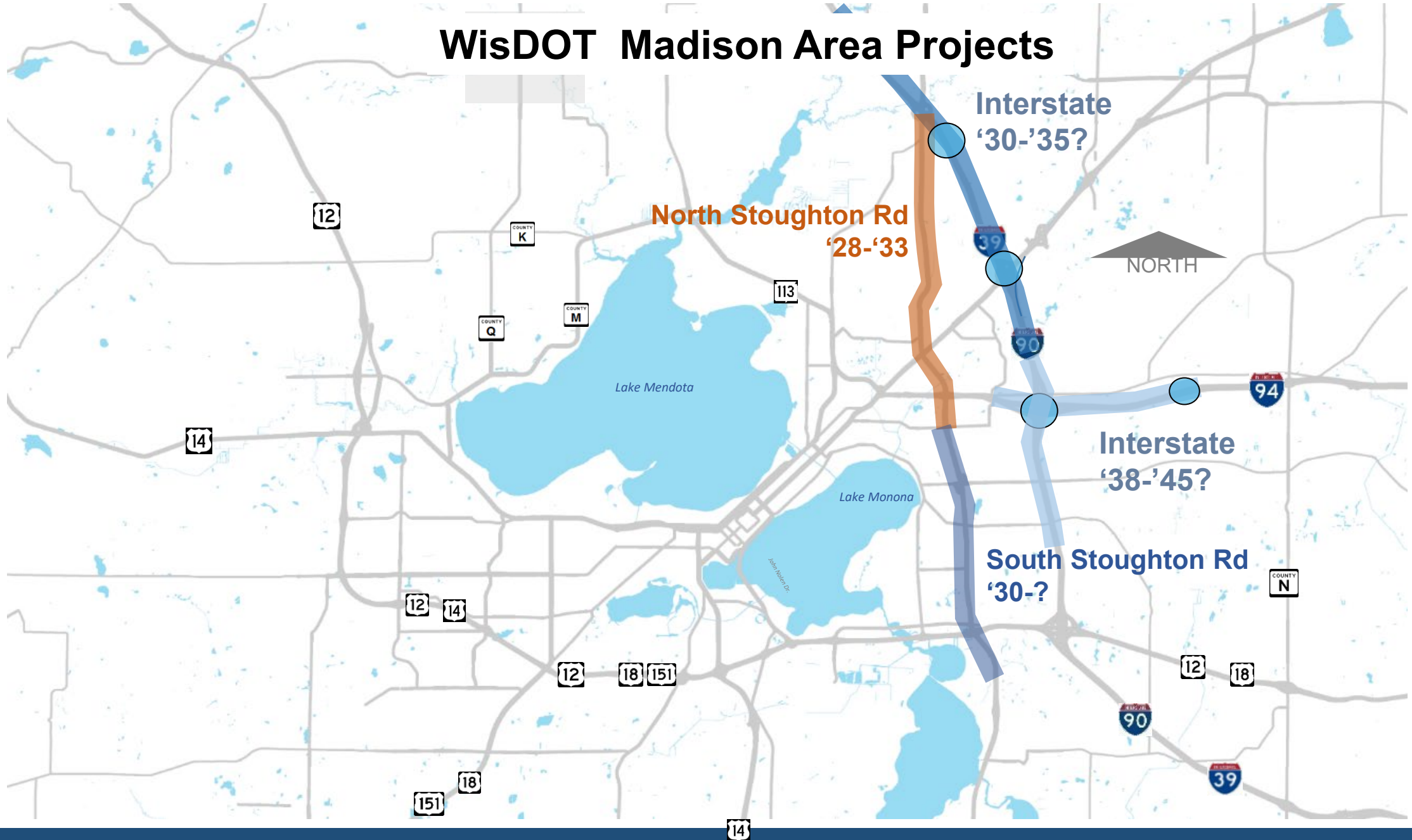
What, if any, changes would you make?

## Estaciones y características de la estación

¿Qué cambios haría, si los hubiera?



# WisDOT Madison Area Projects



# Key Staff

## Department of Transportation

New Director

Liz Callin  
Jose Navarro  
Vacant

## Traffic Engineering

- Yang Tao

## Parking Division

- Stefanie Cox

## Metro Transit

- Justin Stuehrenberg



# Common Citywide Collaborations



People - Places - Possibilities

CITY OF MADISON

# Common Citywide Collaborations

Staff in our agency most often collaborate with these agencies across TeamCity:

Agency	Topic(s)
City Engineering	Street Designs (Complete Green Streets) Bus Rapid Transit Vision Zero (WisDOT projects)
Planning	Small Area Plans Transportation Planning (WisDOT, Amtrak, BRT, etc.)
Economic Development	TID funding PPP – State St Campus Garage, Brayton Lot, etc.

# Boards, Committees, Commissions

Our agency staffs the following City of Madison Boards, Committees and Commissions:

Board, Committee, Commission	Key Staff
Transportation Commission	Yang Tao (Rotates)
Support	
Street Use Committee	
Board of Public Works	
Greater Madison MPO	



# Agency Resources



People - Places - Possibilities

CITY OF MADISON

# Our Agency's Key Links

- <https://www.cityofmadison.com/transportation>
- <https://www.cityofmadison.com/transportation/initiatives>



[City of Madison](#) / Transportation

To develop and maintain a safe, efficient, economical, equitable, and sustainable transportation system for Madison's residents and visitors in a way that is consistent with the City's land use system and regional transportation goals.



[Traffic Engineering](#)



[Parking Utility](#)



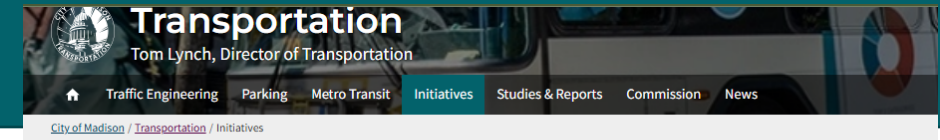
[Metro Transit](#)



[Initiatives](#)

# Our Agency's Key Links

- <https://www.cityofmadison.com/transportation>
- <https://www.cityofmadison.com/transportation/initiatives>



## Initiatives

Budget FAQs	+
Complete Green Streets	
Let's Talk Streets	
Passenger Rail Station Study	+
Transportation Demand Management	+
Vehicle Registration Fee	
Vision Zero	+



### New Way to Pay!









Metro has launched a new fare system that makes riding the bus faster, easier, and more convenient.

#### Features include:

- [Online accounts](#) with reloadable smartcards
- [Pay as you go fare capping discounts](#)
- [Half price fares](#) for youth, seniors, those with disabilities and low income
- [Ticket vending machines](#) at BRT stations
- [Board and tap](#) at any bus door when boarding at a BRT station

[Print Information Flyers](#)

## Initiatives

-  [Bus Rapid Transit \(BRT\)](#)  
Part of the MetroForward investment in transit intending to speed up workforce transportation, reduce congestion, and build the transportation backbone of a vibrant regional economy.
-  [Complete Green Streets](#)  
This approach provides a consistent process for planning, designing, building, and operating streets in a way that better reflects our community values and increases safety and equity.
-  [Let's Talk Streets](#)  
The public outreach side of Vision Zero that helps guide the City in making decisions about streets in the future: how they are designed, who they serve, how they are used, and how to make them safer. The goal is to include public input into future decisions so they are rooted in shared community values.
-  [Metro Forward>>](#)  
A four-tiered approach to creating a high-quality regional transit system that has beneficial effects for all community residents.
-  [Passenger Rail Station](#)  
A study that will identify a locally recommended passenger rail station location for a potential future extension of Amtrak's Hiawatha Service.
-  [Transportation Demand Management](#)  
Shifting travel to sustainable transportation options; such as transit, rideshare, biking, and walking. TDM strategies help us use a fixed amount of roadway capacity efficiently, and are a key factor in reducing emissions associated with Climate change.
-  [Vision Zero](#)  
A data driven strategy intended to eliminate traffic deaths and severe injuries on all roadways, bikeways and sidewalks. The City of Madison Vision Zero initiative strives to improve safety for everyone moving about the city, whether walking, biking, driving and riding transit; and to improve the identified high injury locations, all in an effort to prevent fatal crashes and severe injuries.
-  [20 is Plenty](#)  
A program developed under the Vision Zero Initiative, 20 is Plenty is a program centered on the idea that a speed limit of 20 mph is appropriate for local, residential streets. The purpose of the program is to increase the safety of pedestrians, bicyclists, and motor vehicles on local streets.



# Our Agency's Key Links

- Key Report(s) and web links:
  - <https://www.cityofmadison.com/transportation>
  - <https://www.cityofmadison.com/transportation/initiatives>
  - <https://www.cityofmadison.com/transportation/studies>
  
- <https://www.cityofmadison.com/metro/routes-schedules/bus-rapid-transit>
- <https://www.cityofmadison.com/transportation/initiatives/complete-green-streets>

# Our Agency's Key Links

- [Madison General Ordinances](#)
  - [MGO 3.14 – Department of Transportation](#)
  - [MGO 33.56 – Transportation Commission](#)

# Our Agency's Acronyms

Common acronyms used by our agency include:

**E-W or N-S BRT**

- East West or North South Bus Rapid Transit

**TNR**

- Transit Network Redesign

**TDM**

- Transportation Demand Management

**TOD**

- Transit Oriented Development

**CGS**

- Complete Green Streets

**VZ**

- Vision Zero

2025

# OUR CITY OF MADISON



## Let's Connect!

Department of Transportation

Tom Lynch PE PTOE PTP AICP – Past Director

**New Director soon to be announced**

608-266-6546

CITY OF MADISON