



# Mayor's Neighborhoods Conference 2018

# Transportation in 2025

Sponsored by: City of Madison &



your community energy company



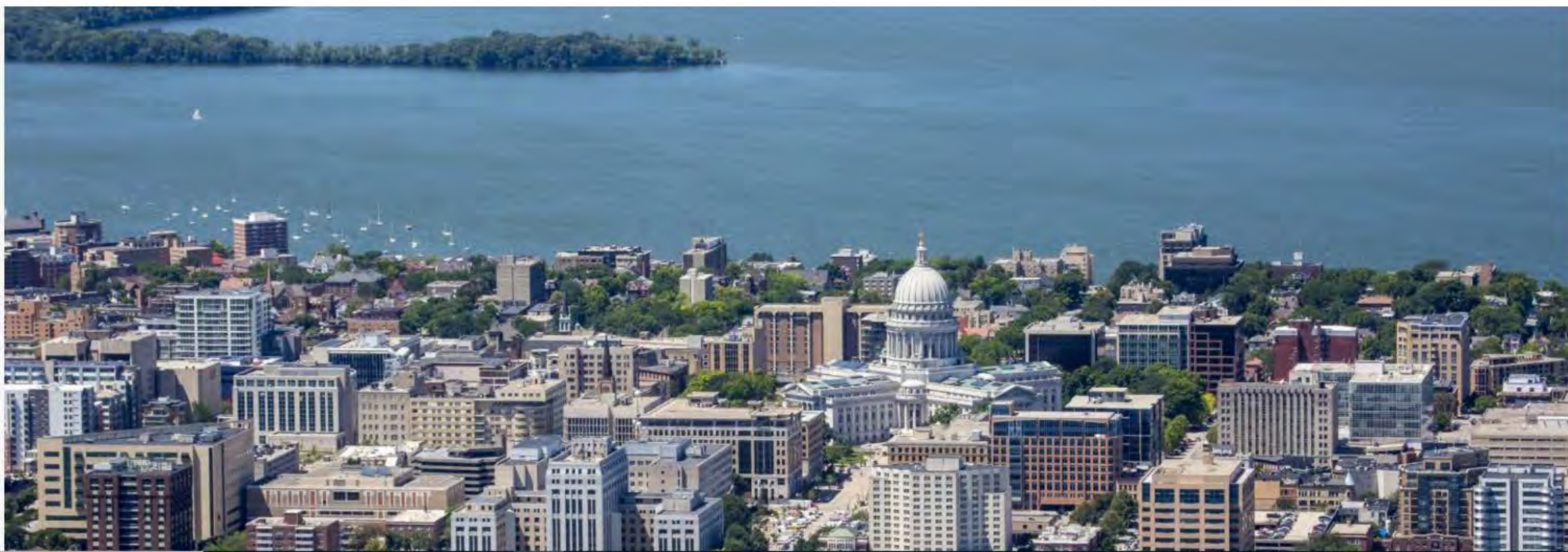
# Why Madison, Wisconsin Attracts More Millennials Than Any Other City

How Madison's talent base makes it a major player for attracting companies.

[in](#) [f](#) [🐦](#)



By **Jeff Barrett** *CEO, Barrett Digital* [🐦 @barrettall](#)



Why Madison, Wisconsin Attracts More  
Millennials Than Any Other City

***“[Madison] is the smallest big city in***

***America, and I mean that in the best***

***possible way. It’s a top 15 global city in***

***access to venture capital per capita***

***because of its connectivity.”***



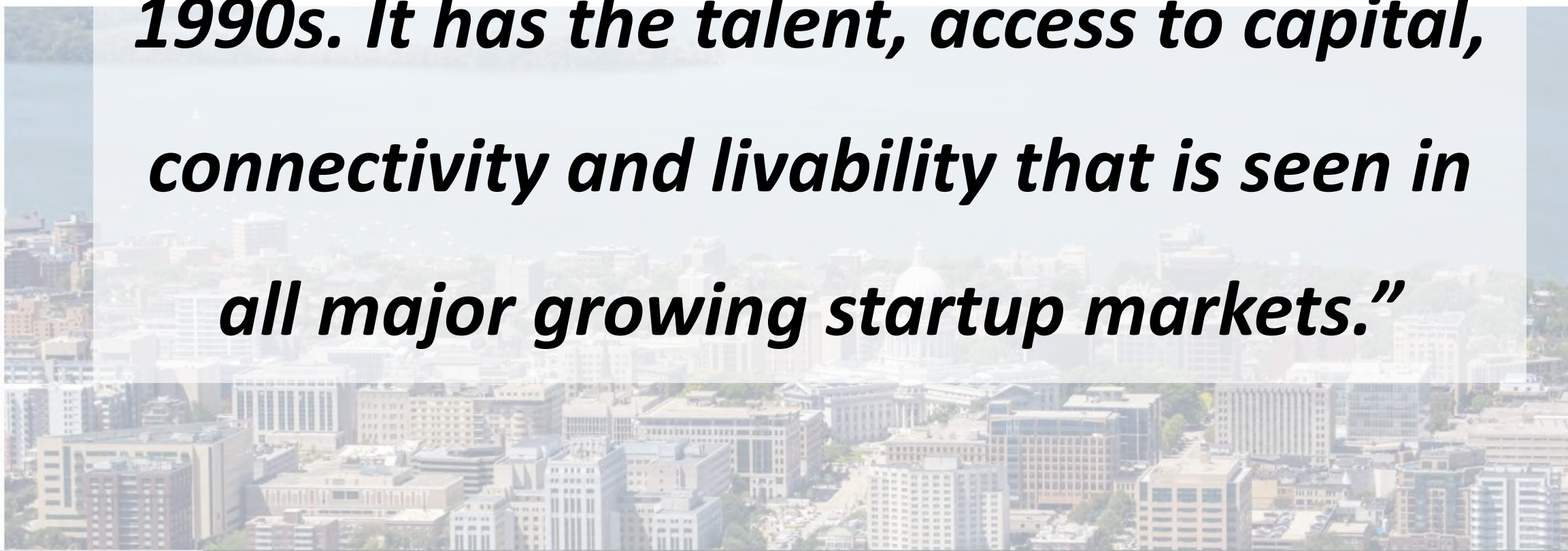
# Why Madison, Wisconsin Attracts More Millennials Than Any Other City

How Madison's talent base makes it a major player for attracting companies.

***“Madison is where Austin was in the late 1990s. It has the talent, access to capital, connectivity and livability that is seen in all major growing startup markets.”***



By Jeff Barrett CEO, Barrett Digital  @barrettall







Entrance



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An aerial photograph of a city, likely Madison, Wisconsin, showing a mix of urban development and green spaces. In the foreground, there are several modern, multi-story buildings, some with balconies. A large construction site is visible in the middle ground, with a yellow crane and various pieces of equipment. The background features more established buildings and a large green field. The overall scene depicts a city in the process of growing and modernizing.

**Madison Is Growing**







SUNBELT RENTALS

JLG LIFT

JLG LIFT

HARD HAT AREA





SEVEN27



APARTMENTS FOR RENT  
608-227-2550

2550 UNIVERSITY

2550

OLIVER'S  
PUBLIC HOUSE





**STEVENS**  
CONSTRUCTION CORP.

Kingspan GreenGuard

National Gypsum

National Gypsum

National Gypsum

# Madison

# Dane Co

2000 208,000

427,000

2017 255,200

536,000

2050 292,500

638,000

**2050\* 355,000**

**<1,000,000**

\*If we grew at similar rate as from 1990 to 2017

# Employment

An aerial photograph of a city, likely Madison, Wisconsin, showing a dense urban landscape with various buildings, streets, and green spaces. The Wisconsin State Capitol building, a large white neoclassical structure with a prominent dome, is the central focus. The city extends to the waterfront in the background.

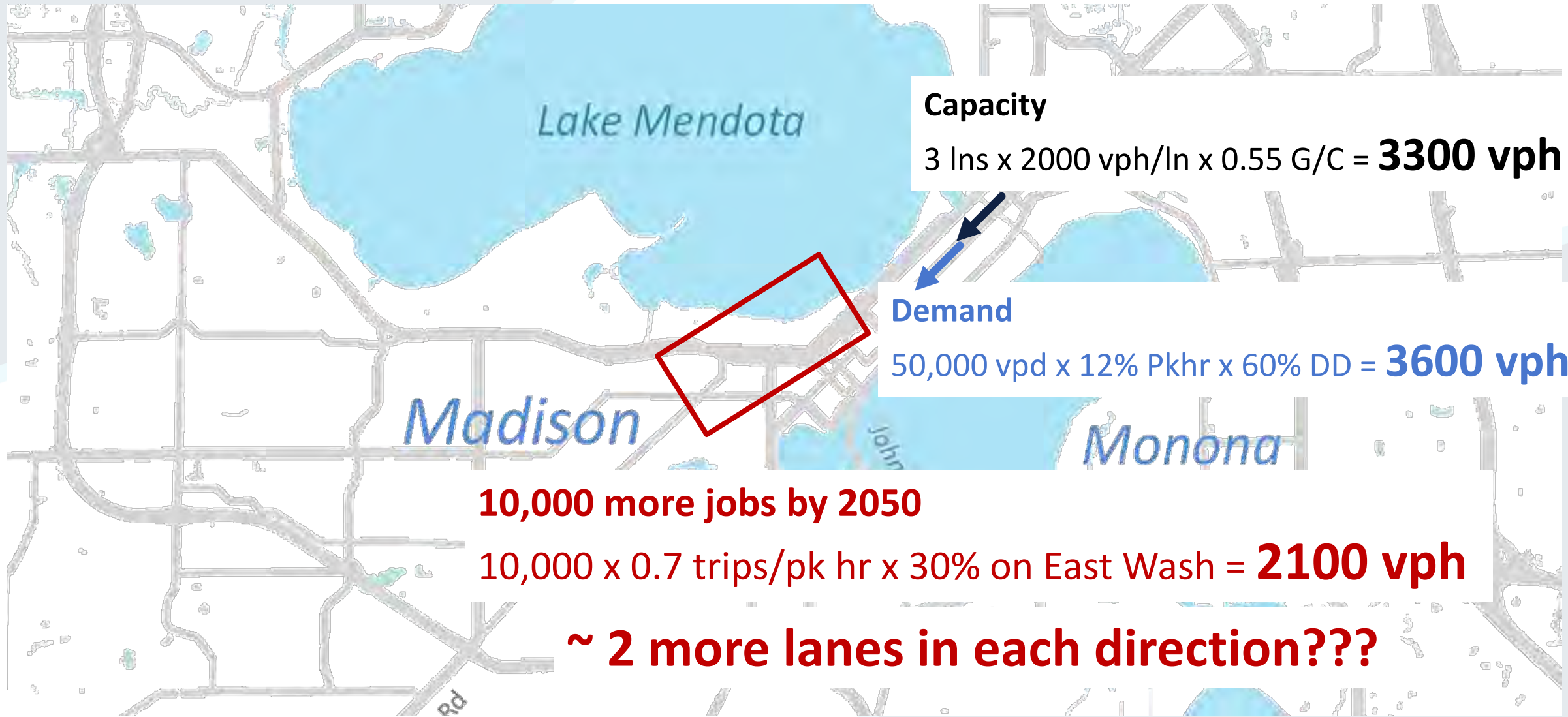
**200,000 jobs in 2010**

**+45,000 projected for 2050**

**+10,000 in Isthmus**



# OUR SITUATION – MORNING RUSH HOUR





E Washington Ave

# Study shows Austin traffic congestion among the nation's worst

Ad



SAVE ON THEM ALL.  
Right here.  
SHOP NOW STAPLES

STARTECH



\$21<sup>79</sup>

By Ben Wear

 Follow

Posted May 16, 2013 at 12:01 AM

Updated Sep 27, 2018 at 12:00 AM



<https://www.statesman.com/news/20130516/study-shows-austin-traffic-congestion-among-the-nations-worst>

Another day, another study showing Austin traffic is bad. And getting worse.

INRIX, a Kirkland, Wa., company that collects real-time traffic data from more than 100 million vehicles worldwide using global positioning devices, rates Austin traffic as the fourth worst in the United States. And the company's recently released 2012-13 report indicates that traffic here bucked a national and international trend last year and got worse.

Austin traffic congestion increased 3 percent in 2012, compared to 2011, INRIX says, even as congestion fell 22 percent in North America and 18 percent in Europe. And for the first three months of 2013, congestion in Austin increased another 8 percent versus that same time period in 2012.

The average delay at rush hour in Austin, INRIX said, is about 22 percent compared to a similar trip taken in free flowing traffic. The national average is 6.6 percent.

## MOST POPULAR

- 1 November 2018 election results  
Nov 6 at 4:28 PM
- 2 Cruz edges O'Rourke by 3 points, says he will 'represent every Texan'  
Nov 7 at 12:53 AM
- 3 Bastrop County assistant DA arrested, charged with family

# A frightening view of things to come for Austin? Traffic congestion can be a job killer

- Email
- Share
- Share
- Tweet
- Save
- Print
- Order Reprints



Downtown Austin traffic at Sixth Street and Lamar Boulevard.



**Help Pave the Way for Thousands of Austin's Youth.**

Dedicate your brick at our new Home Club.

**DONATE**



**BOYS & GIRLS CLUBS**  
OF THE AUSTIN AREA

**GREAT FUTURE**

[https://www.google.com/search?q=austin+traffic+congestion&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi876Cnz83eAhXGz4MKHQb9DIAQ\\_AUIEygC&biw=1824&bih=1103#imgrc=rzAVAtjR3R3JM](https://www.google.com/search?q=austin+traffic+congestion&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi876Cnz83eAhXGz4MKHQb9DIAQ_AUIEygC&biw=1824&bih=1103#imgrc=rzAVAtjR3R3JM)



**Austin – the cars have taken over**

# A DIFFERENT PATH

**38 Buses**

**Capacity of 1500 people per hour**

**Capacity**

$3 \text{ Ins} \times 2000 \text{ vph/In} \times 0.55 \text{ G/C} = 3300 \text{ vph}$

**Demand**

$50,000 \text{ vpd} \times 12\% \text{ Pkhr} \times 60\% \text{ DD} = 3600 \text{ vph}$

*Madison*

*Monona*

**10,000 more jobs by 2050**

$10,000 \times 0.7 \text{ trips/day} \times 30\% \text{ on East Wash} = 2100 \text{ vph}$

## 2010 Mode of Transportation

SOV 61%

MOV 7%

Bike 5%

Walk 10%

Telecom 5%

Transit 10%



**10%**

?



**20%**

**Can we move from being a big little city  
to a little big city?**

# **State of Our System**

**Good news**

**Bad news**

**Good news**



# GOOD NEWS

DEPARTMENT OF



TRANSPORTATION

**215 Buses, 62 Routes**

**51,000 passengers/day**

**\$58 Million operating budget**

**Strong support of council and mayor**

**19<sup>th</sup> in rides per capita in the nation**



Platinum bicycle city

Named 8<sup>th</sup> best cycling city in America

Ranks 7<sup>th</sup> in nation for bicycle commuting



Our downtown, and many neighborhoods are very walkable



# BAD NEWS

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DEPARTMENT OF



TRANSPORTATION

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**Motor vehicle capacity can not keep up**

**Bike commute share is down**

**Bus ridership is stagnant**

**Metro's significant infrastructure needs**

**Metro does not serve all residents well**

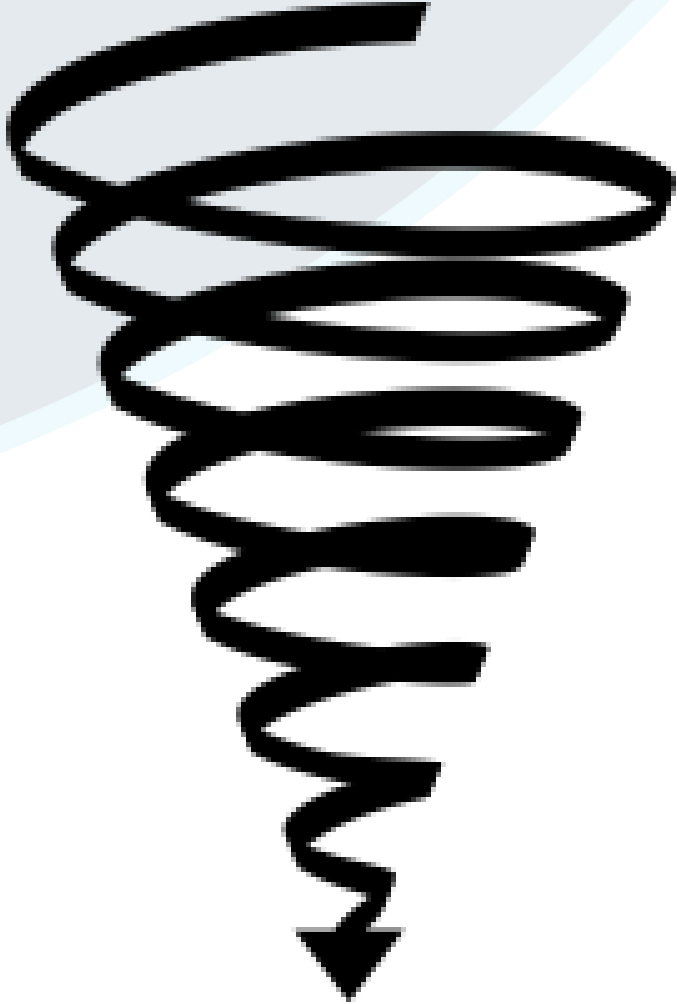
**Funding stagnant**

# Metro



- Portions of current bus barn over 100 yrs old – significant infrastructure needs.
- Current bus barn designed for 160 buses now houses 215 buses.

# Metro infrastructure spiral



**We can't add service unless we have more buses**

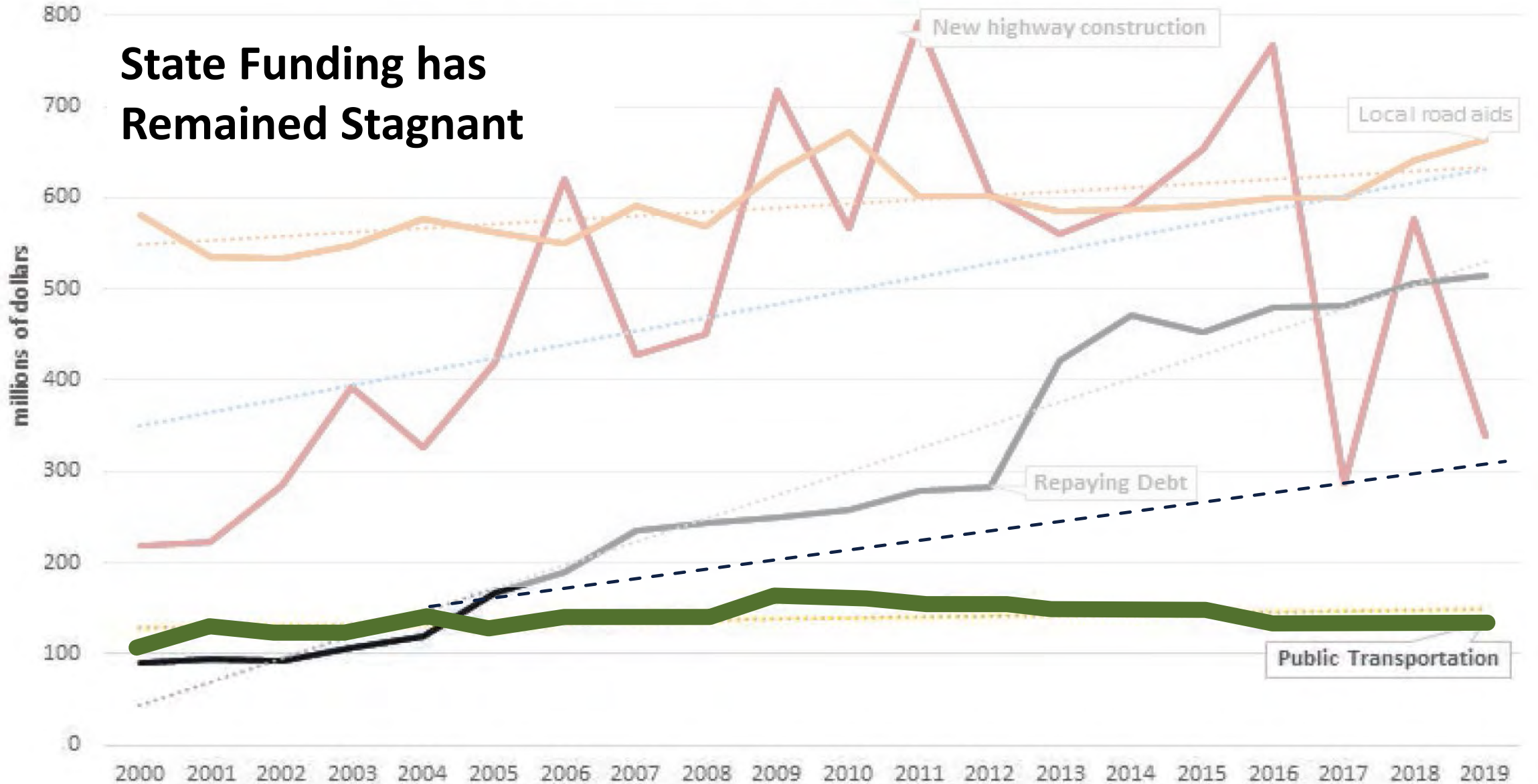
**We can't have more buses unless we have a place to store more buses**

**We can't build a place to store more buses until we fix the place where our existing buses are**



# WisDOT Modal Funding Trends 2000-2019

**State Funding has Remained Stagnant**



# ARRIVE TOGETHER:

TRANSPORTATION ACCESS AND EQUITY IN WISCONSIN



OCTOBER 2018

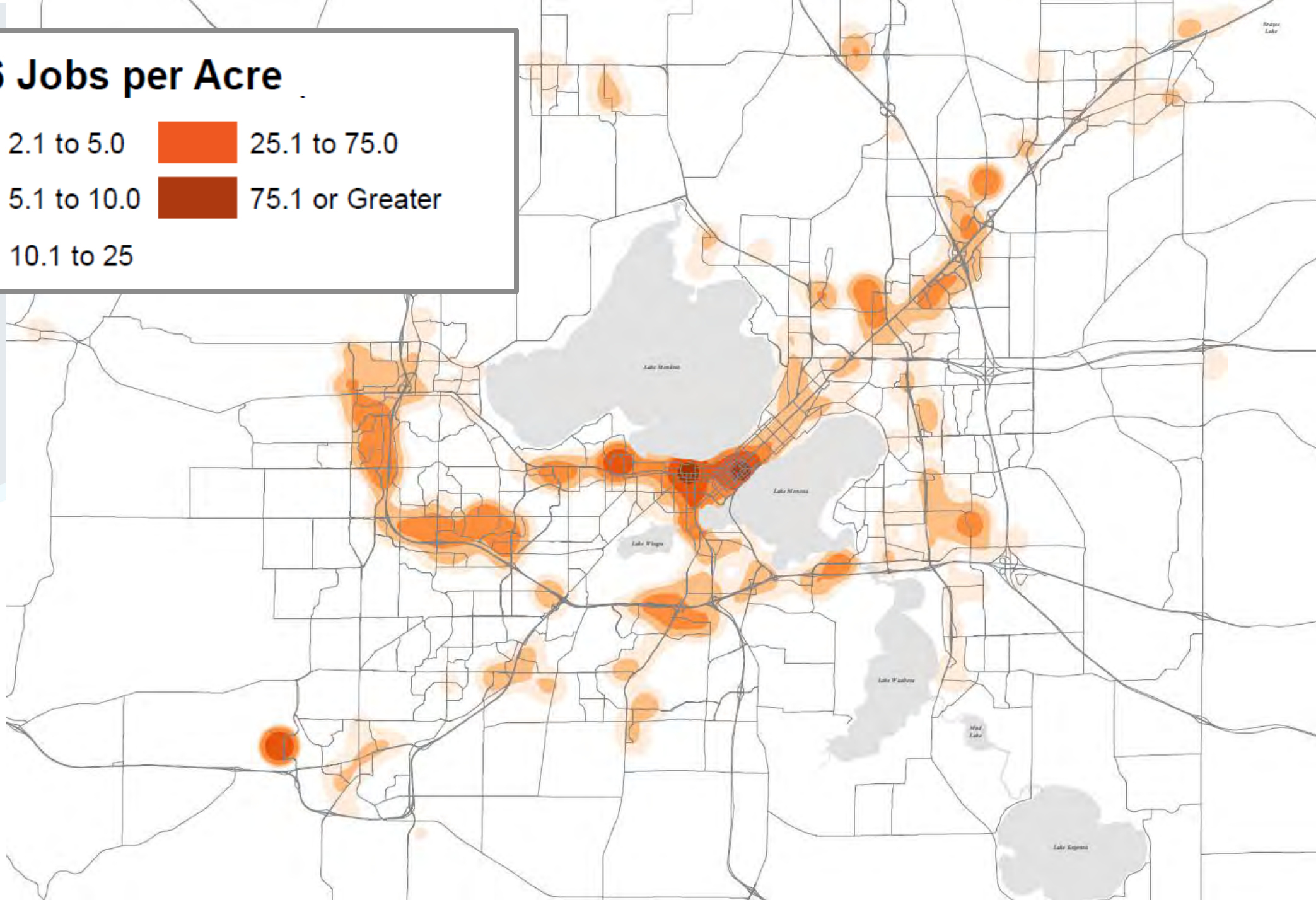
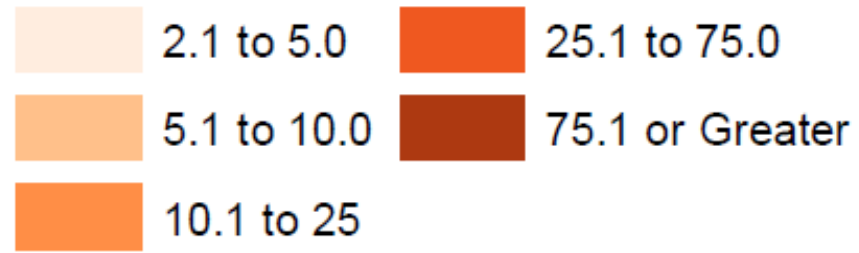
1000 Friends of Wisconsin | Chippewa Valley Transit Alliance | CUSH | NAOMI | MICAH | ESTHER  
Sierra Club-John Muir Chapter | SOPHIA | Wisconsin Council of the Blind and Visually Impaired | WISDOM

## Not all transit trips are the same

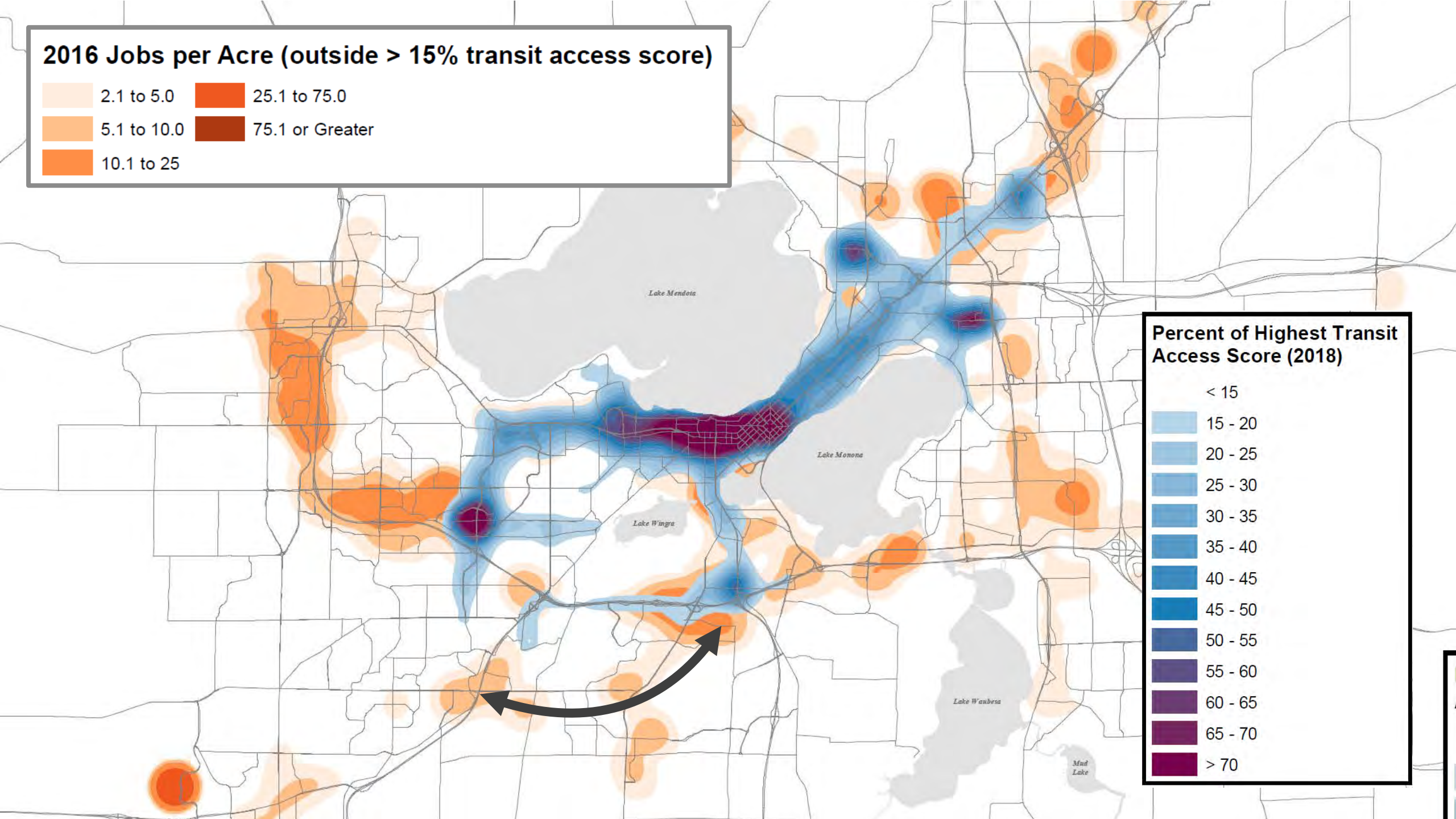
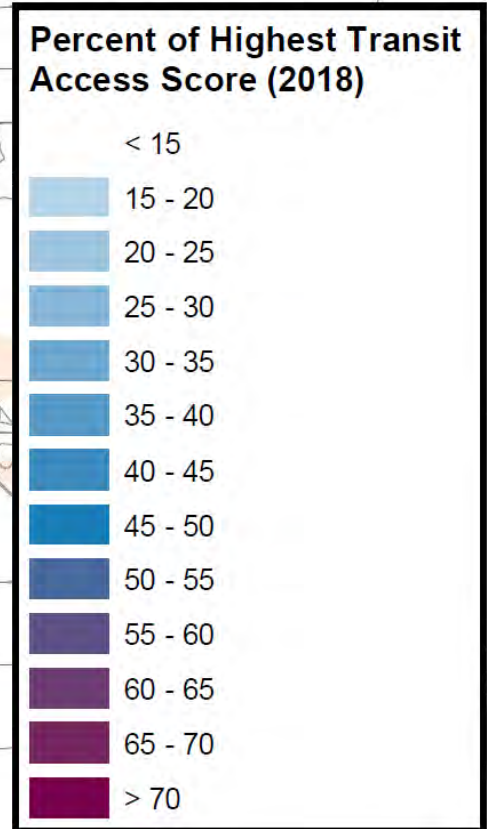
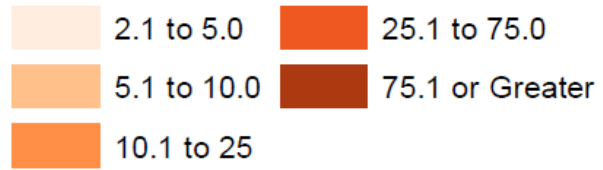
*“I have to get up shortly after 3 am, so that I can leave around 5 am to catch my bus in the morning. I get to work at 6 am. I work until 2:30 pm. I get home around 4 pm . . . But, I only live about a 19-20 minute drive from work. Every morning I have to catch three different buses to work and three different busses home from work.”*

*Brinnan, Madison  
Collected by Sierra Club*

# 2016 Jobs per Acre



### 2016 Jobs per Acre (outside > 15% transit access score)



6126 Raymond Rd, Madison, WI 53711  
 1211 Greenway Cross, Madison, WI 537

Depart at 6:30 AM Mon, Nov 12

[OPTIONS](#)

Send directions to your phone

**6:46 AM (Monday)–7:44 AM** 58 min  
 57 > 18 > 40  
 6:47 AM from Prairie & Raymond (NB)  
 \$2.00 2 min

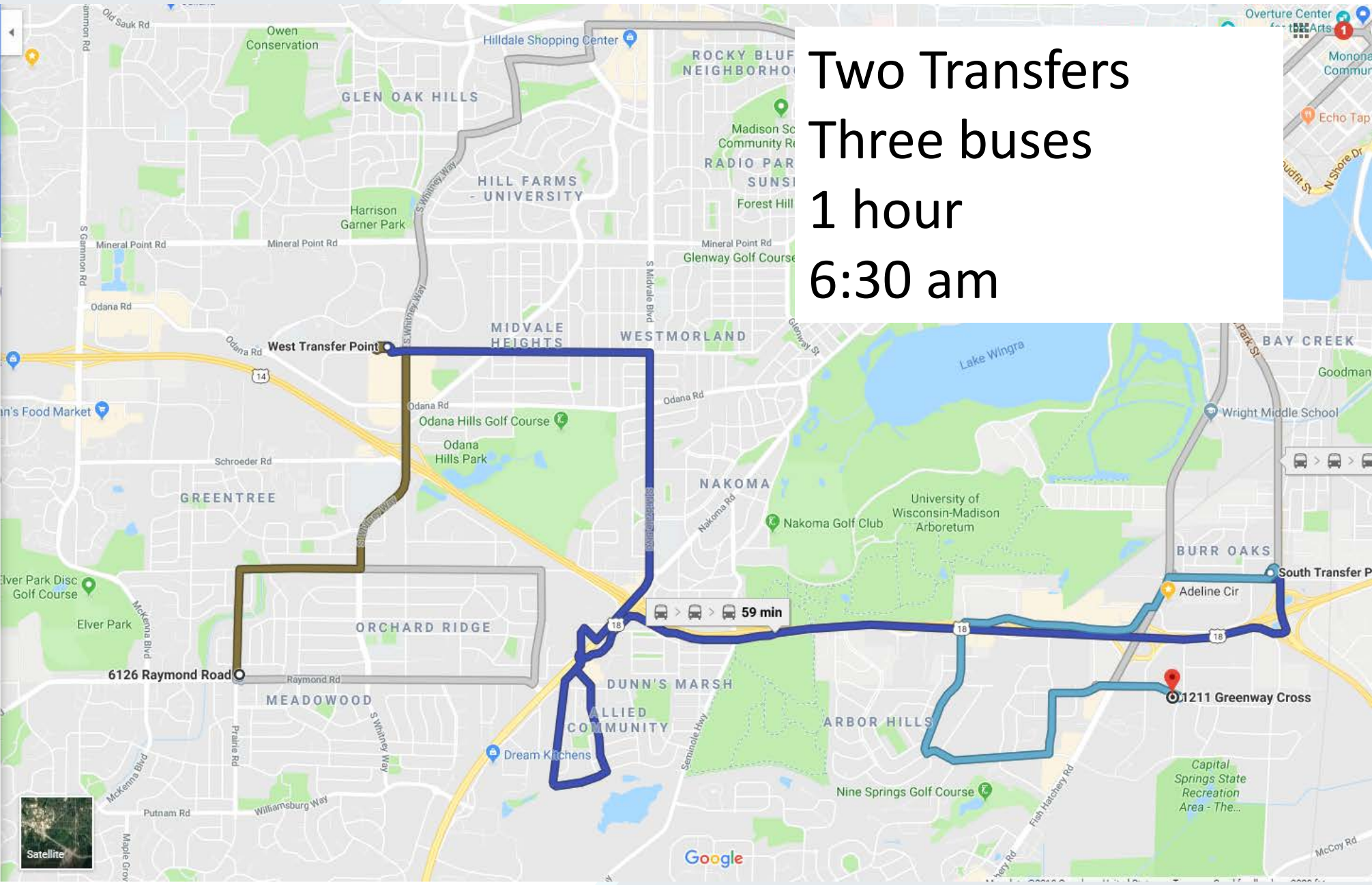
[DETAILS](#)

**6:46 AM (Monday)–7:44 AM** 58 min  
 57 > 48 > 40

**6:46 AM (Monday)–7:45 AM** 59 min  
 57 > 18 > 47 >

**7:24 AM (Monday)–8:47 AM** 1 h 23 min  
 56 > 47 >

[SCHEDULE EXPLORER](#)



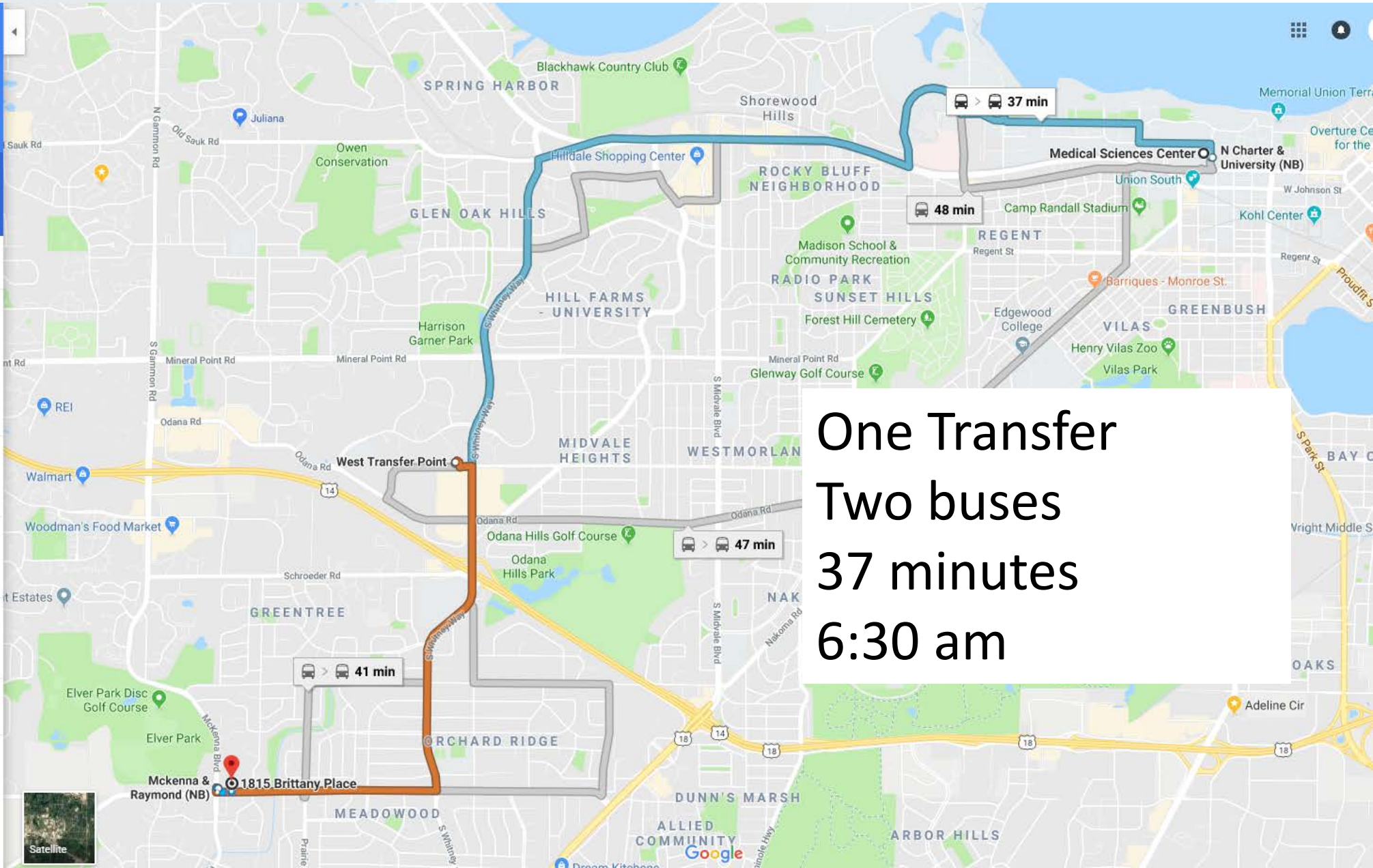
**Two Transfers**  
**Three buses**  
**1 hour**  
**6:30 am**

Medical Sciences Center, 1300 University Ave  
 1815 Brittany Pl, Madison, WI 53711

Depart at 6:30 AM Mon, Nov 12

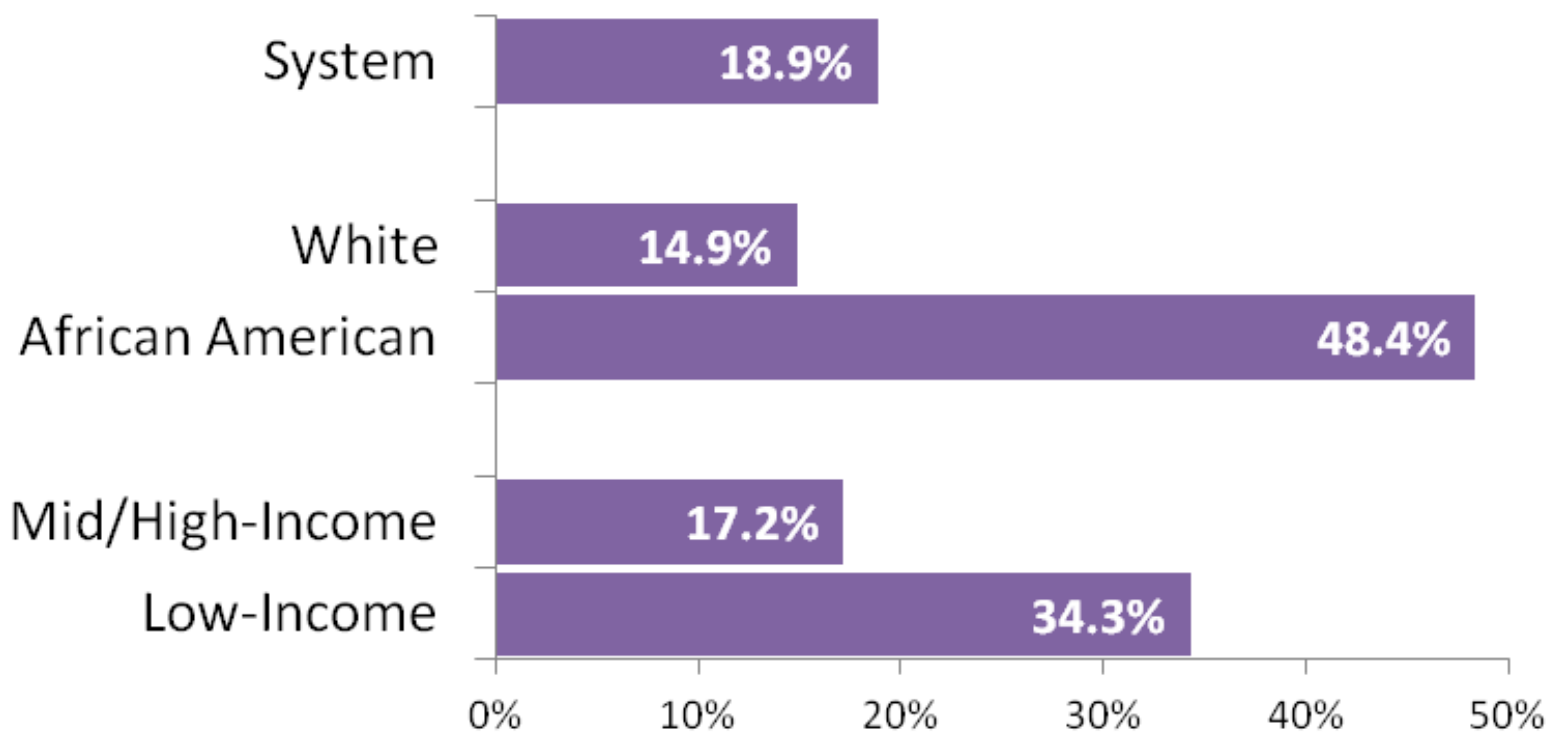
Send directions to your phone

- 6:34 AM (Monday)–7:11 AM** 37 min  
 Bus 28 > Bus 50  
 6:34 AM from N Charter & University (NB)  
 \$2.00 3 min  
 DETAILS
  - 6:41 AM (Monday)–7:28 AM** 47 min  
 Bus 03 > Bus 56 > Walk
  - 6:53 AM (Monday)–7:34 AM** 41 min  
 Bus 02 > Bus 57
  - 6:53 AM (Monday)–7:41 AM** 48 min  
 Bus 02
- SCHEDULE EXPLORER

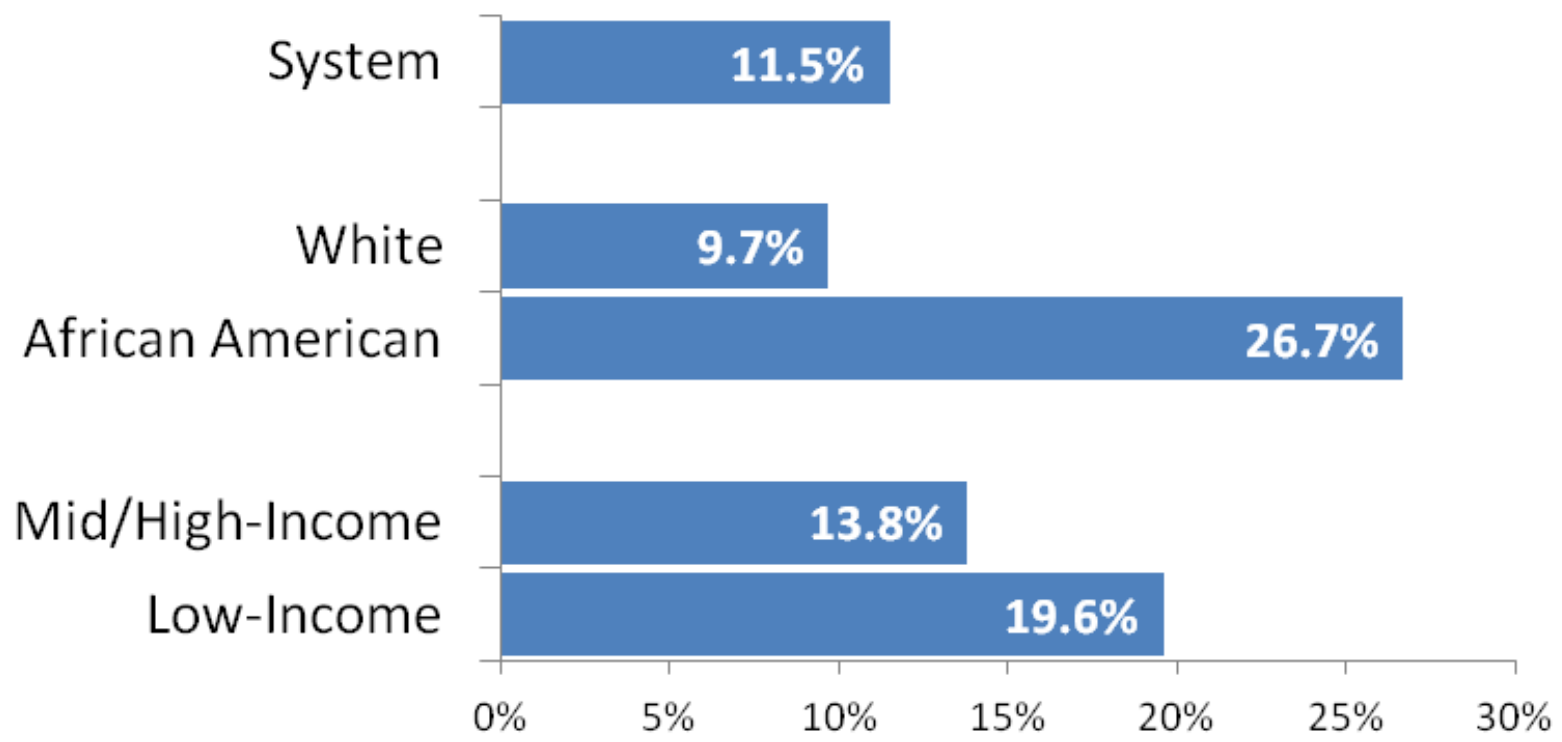


One Transfer  
 Two buses  
 37 minutes  
 6:30 am

## Transfer Rate



## Travel Time More Than 45 Minutes





# GOOD NEWS

DEPARTMENT OF



TRANSPORTATION

**2017**

**MADISON IN MOTION**  
Transportation Plan

**CITY OF MADISON**  
**Comprehensive Plan**  
Draft - May 1, 2018

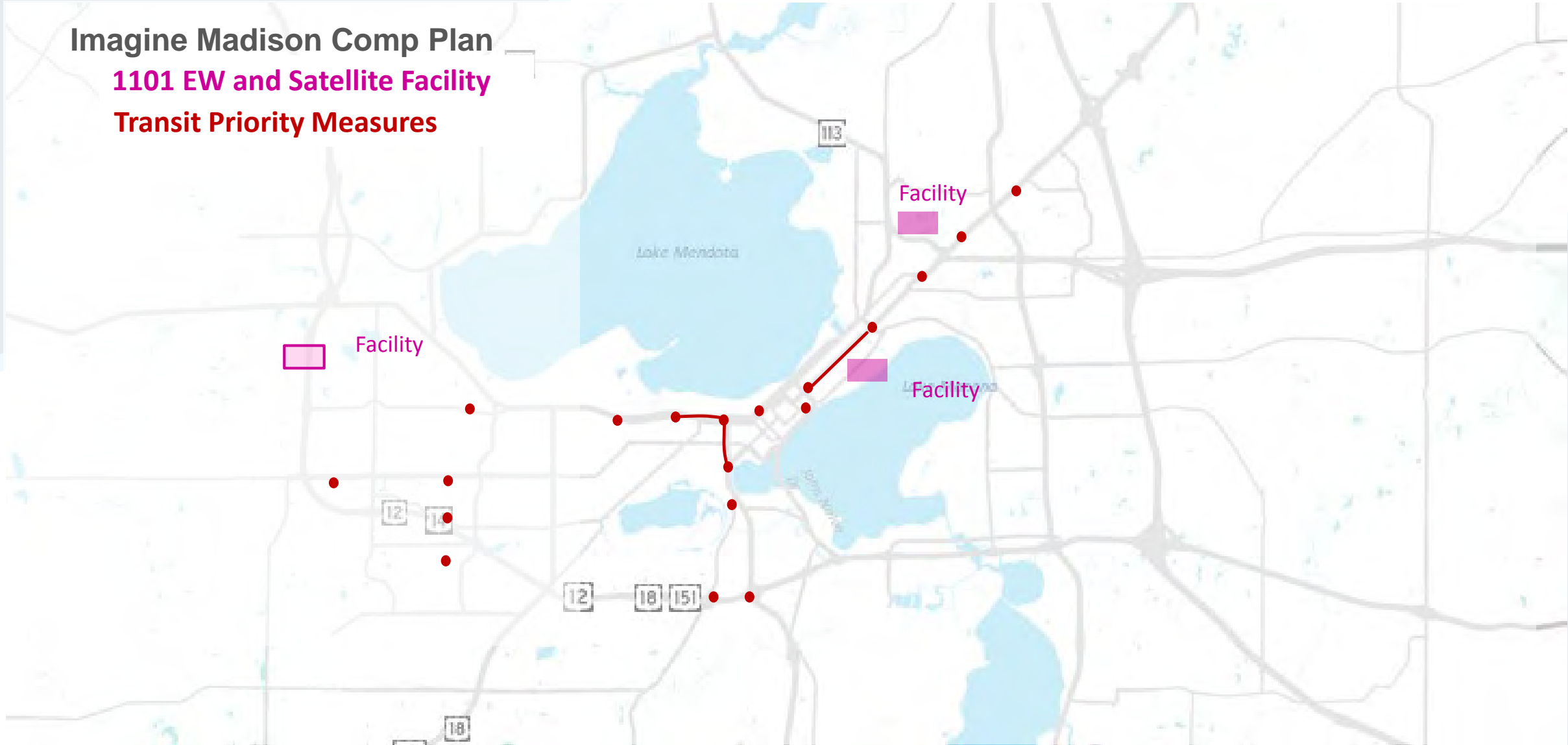
**Imagine Madison**  
People Powered Planning

**Regional Transportation Plan**  
*Charting Our Course* **2050**  
Madison Area

Madison Area  
**T·P·B**  
Transportation Planning Board  
A Metropolitan Planning Organization

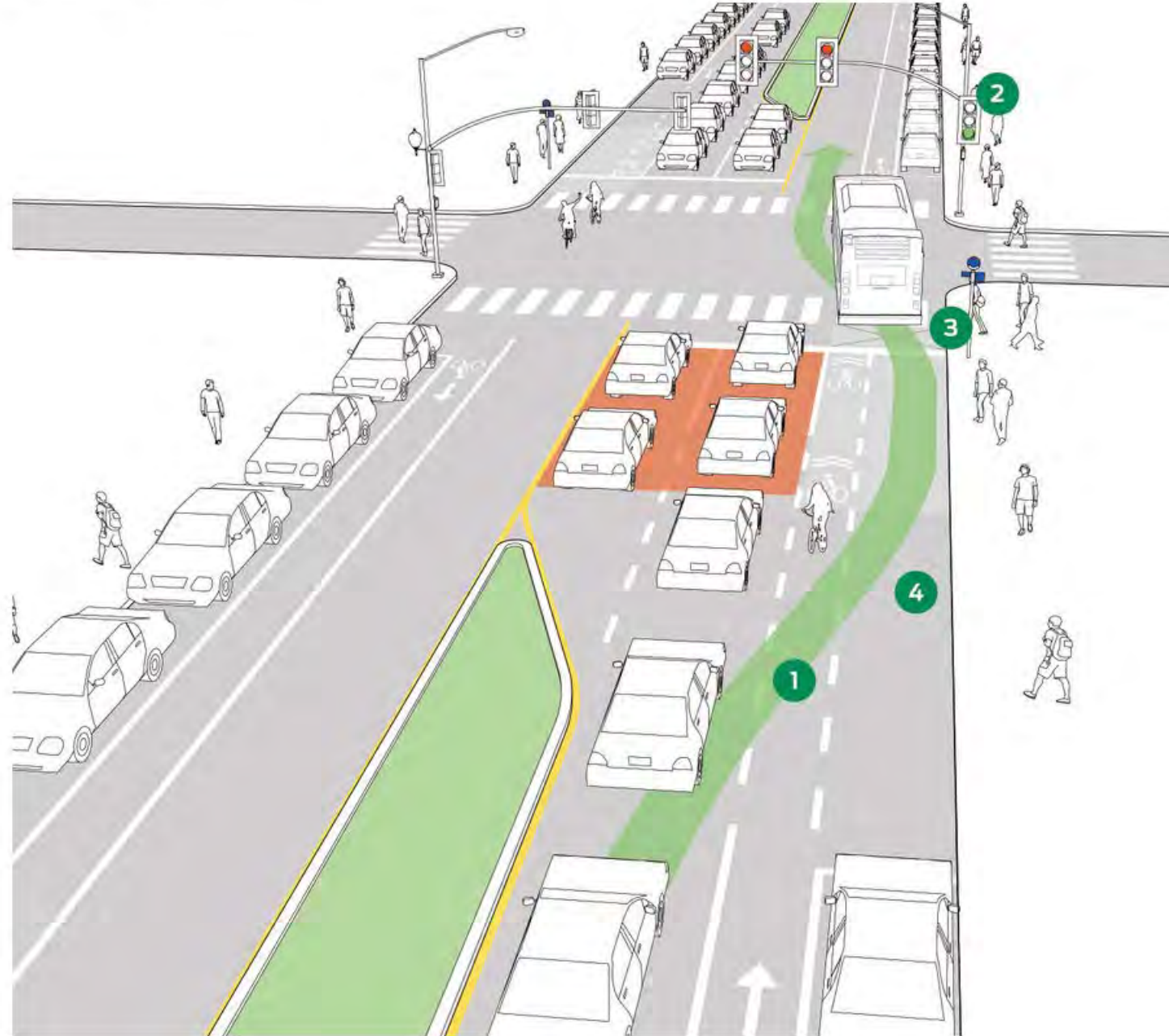
# Many metro initiatives are being pursued

Imagine Madison Comp Plan  
1101 EW and Satellite Facility  
Transit Priority Measures



# Example of transit priority – queue jump

DESIGN GUIDANCE



# Many metro initiatives are being pursued

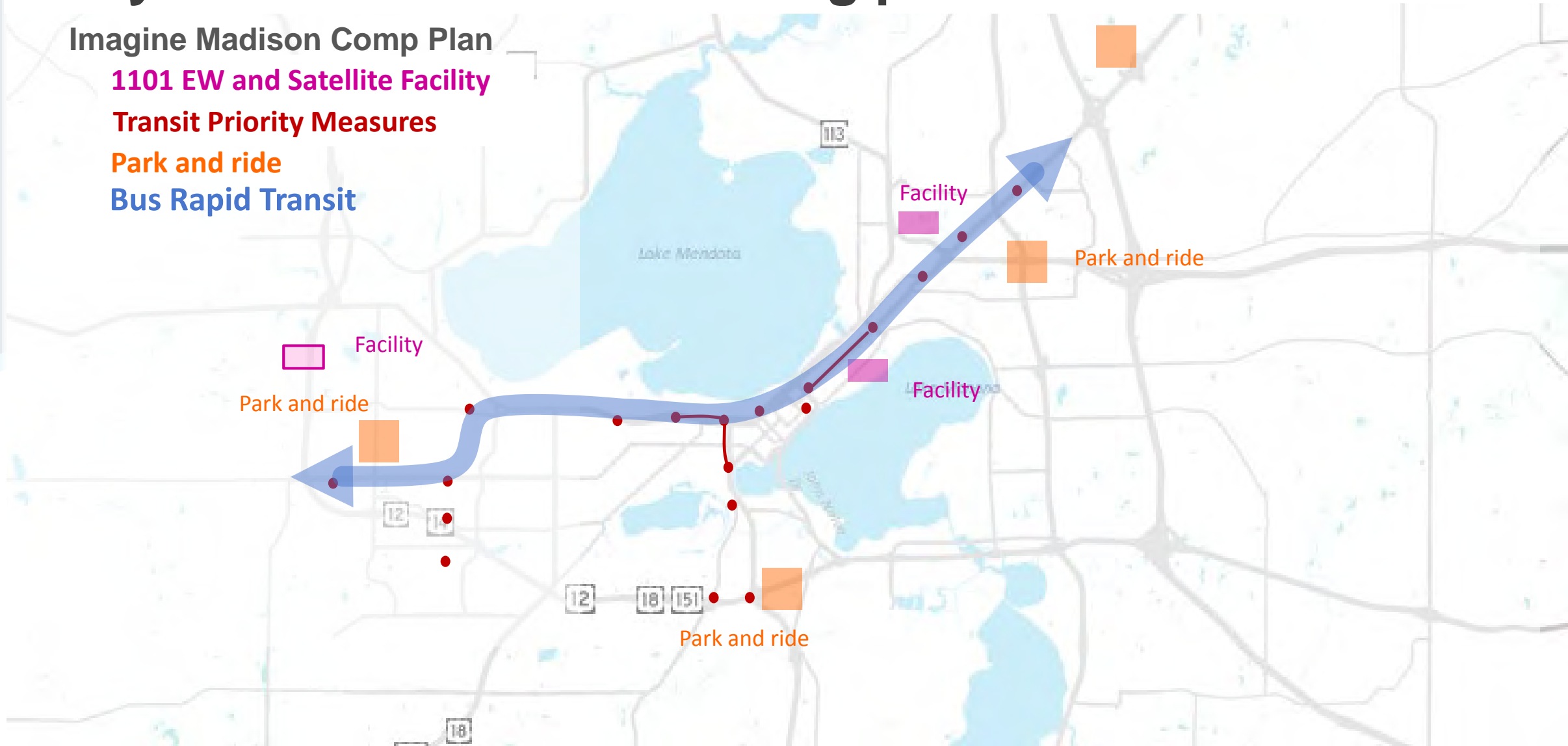
Imagine Madison Comp Plan

1101 EW and Satellite Facility

Transit Priority Measures

Park and ride

Bus Rapid Transit



# Grand Rapids Michigan Silver Line



# Many metro initiatives are being pursued

Imagine Madison Comp Plan

1101 EW and Satellite Facility

Transit Priority Measures

Park and ride

Bus Rapid Transit

Service to neighboring communities

Intercity Bus Terminal

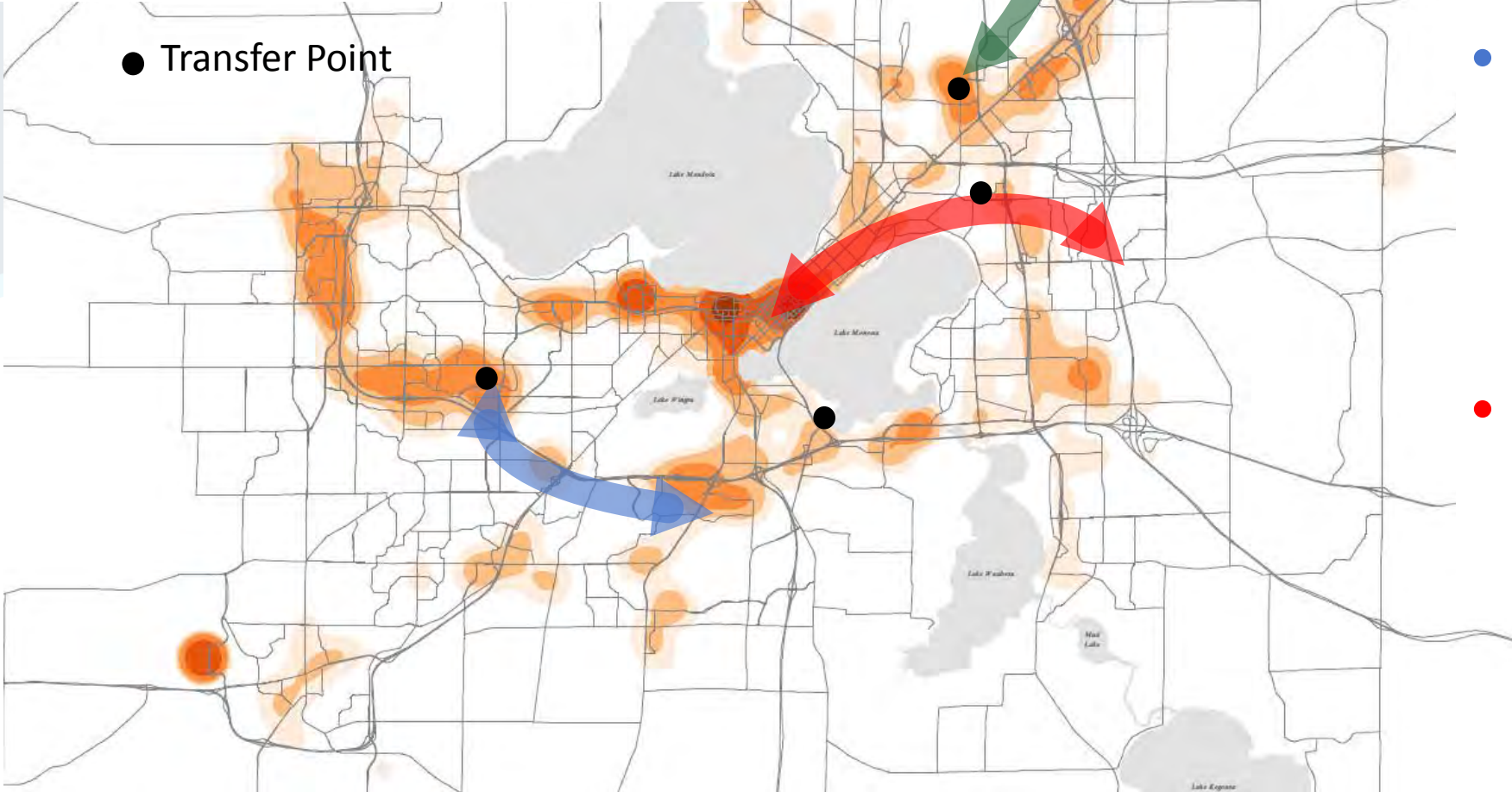
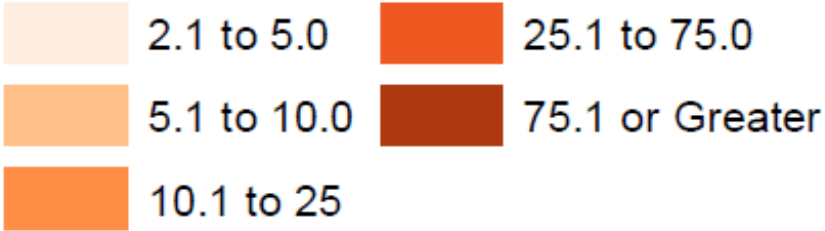
Electric Buses

JobRide Plus



# JobRide Plus Concept

## 2016 Jobs per Acre (outside



- Shared ride access to peripheral employers
- More efficient access to employers within Metro service area
- Late night shared ride service for shift workers



**Transit Infrastructure Package**

Reference to Existing Plans: 2013-11-13

**Rehabilitate Metro Facilities and Build Satellite Facility**

- Comp Plan, Land Use and Transportation Element, Strategy 1a
- 2013-2017 TDF, Recommendation 17
- MATP8 2050 Regional Transportation Plan, Transit, Recommendation 6

**Initiate Transit (Signal) Priority**

- Comp Plan, Land Use and Transportation Element, Strategy 2 discussion and in full not Res.
- Madison in Motion, Transit, Recommendation 2
- 2004-2007 TDF
- MATP8 2050 Regional Transportation Plan, Goal 6
- MATP8 2050 Regional Transportation Plan, Transit, Recommendation 1

**Bus Rapid Transit**

- Comp Plan, Land Use and Transportation Element, Strategy 1
- Madison in Motion, Transit, Action Item 1
- 2013-2017 TDF, Recommendation 16
- MATP8 2050 Regional Transportation Plan, Transit, Recommendation 1

**Park and Ride Lots**

- Comp Plan, Land Use and Transportation Element, Strategy 8d
- Madison in Motion, Transit, Action Item 2, 6
- Madison in Motion, Parking, Recommendation 3
- 2013-2017 TDF, Recommendation 15B
- MATP8 2050 Regional Transportation Plan, Transit, Recommendation 1
- MATP8 2050 Regional Transportation Plan, TOD, Recommendation 1

**Initiate Express Service to Outlying Communities**

- Madison in Motion, Transit, Action Item 7
- 2013-2017 TDF, Recommendation 5, 9
- MATP8 2050 Regional Transportation Plan, Transit, Initial Discussion
- MATP8 2050 Regional Transportation Plan, Transit, Recommendation 7

**Peripheral Routes that Do Not Go Through Urban, Equity/Inclusion Elements**

- Comp Plan, Land Use and Transportation Element, Strategy 1, Strategy 2
- 2013-2017 TDF, Recommendation 22
- 2013-2017 TDF, Regional Express Commuter Service
- MATP8 2050 Regional Transportation Plan, Transit, Recommendation 5
- MATP8 2050 Regional Transportation Plan, Specialized Transit, Recommendation 1

**Intercity Bus Terminal**

- Comp Plan, Land Use and Transportation Element, Strategy 8a
- Madison in Motion, Transit, Action Item 5, 10
- MATP8 2050 Regional Transportation Plan, Interregional, Recommendation 3

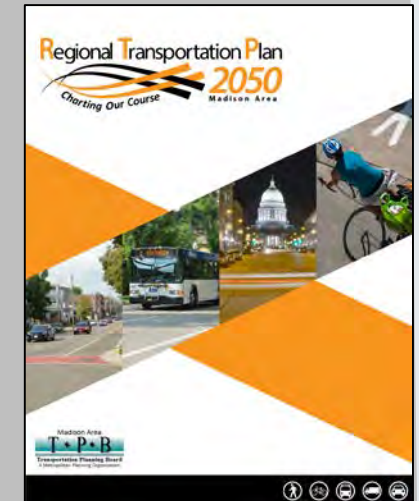
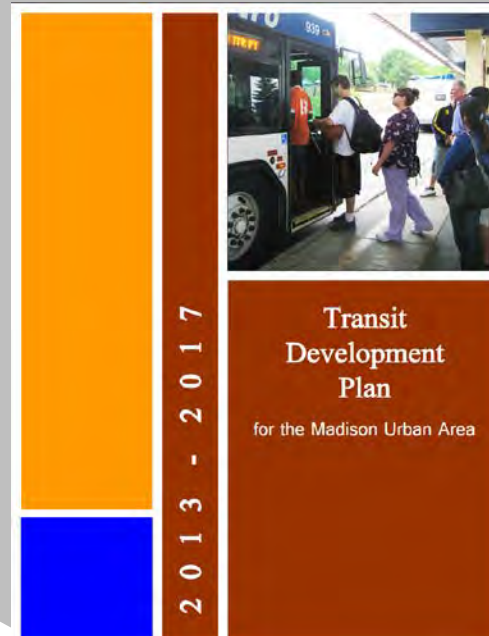
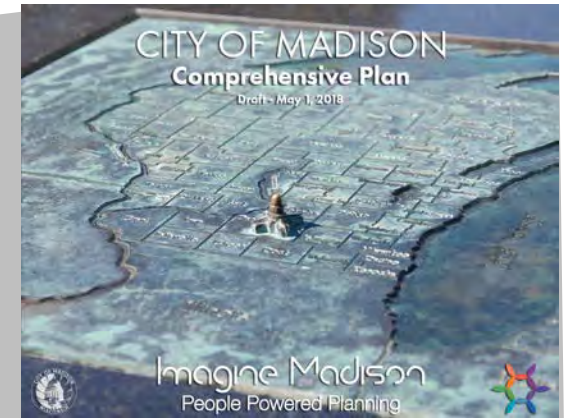
**Electric Buses**

- Comp Plan, Green and Resilient Element, Strategy 3d

**Complementary Non-transit Initiatives**

- Implementation of the 2015 Bike Plan
- Update of the 1977 Pedestrian Transportation Plan

\* 1984 and 1987 Pedestrian Transportation Plan



# Muni Forward

More reliable transit for San Francisco



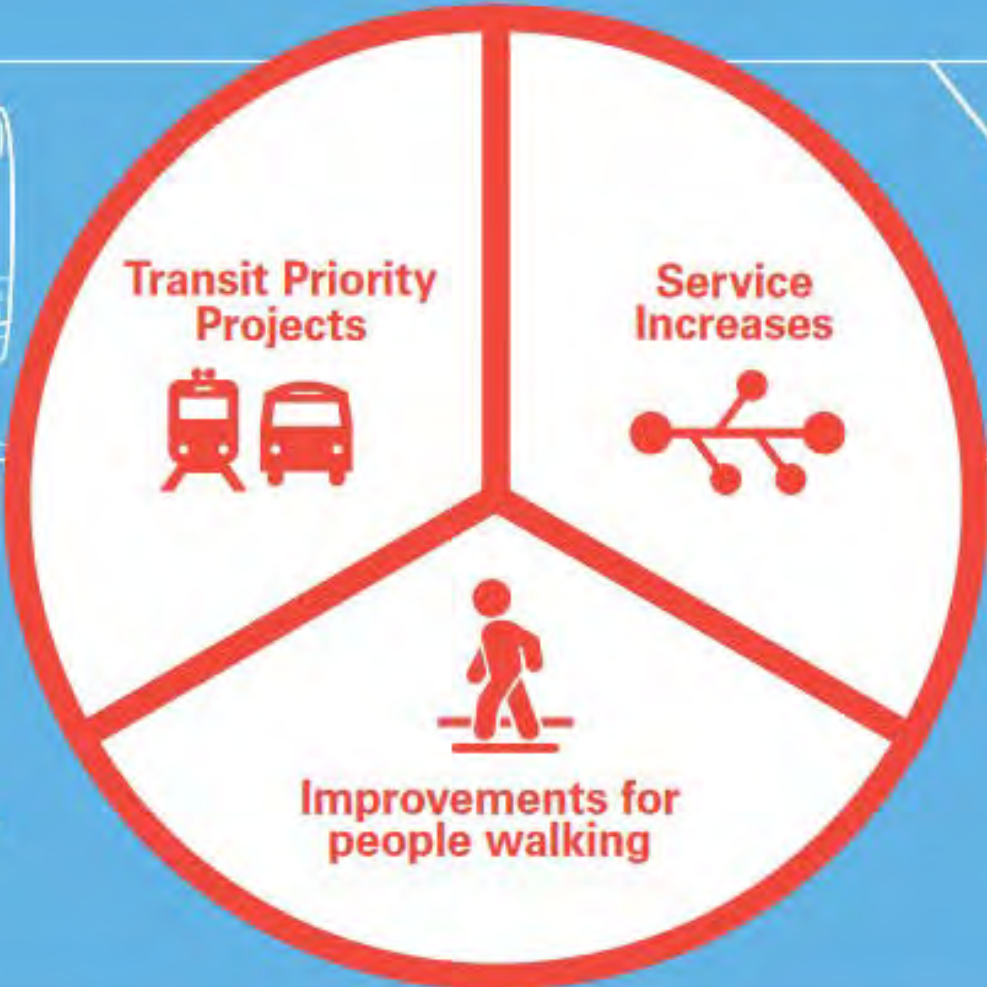
# Muni Forward aims to make getting around San Francisco **safer** and **more reliable**.

## THE CHALLENGE



- Unreliable** service
- Crowded** vehicles
- Frustrating **delays**
- Too many **traffic collisions**

## THE SOLUTION



**Transit Priority Projects**



**Service Increases**



**Improvements for people walking**

## THE RESULTS



- Predictable** arrivals
- Fewer** delays
- Less** crowded trips
- Shorter** travel times
- Safer** streets

# Muni Forward

More reliable transit for San Francisco

**“The most significant service improvement in decades”**

Implementation and expansion of a Rapid Network of core routes serving nearly 70% of all riders is providing a whole new level of more frequent and reliable service.

- Transit Signal Priority
- Relocation of Bus Stops

**17 miles of dedicated transit lanes**

**“including . . . .transforming one of the oldest fleets in the nation to the newest”**

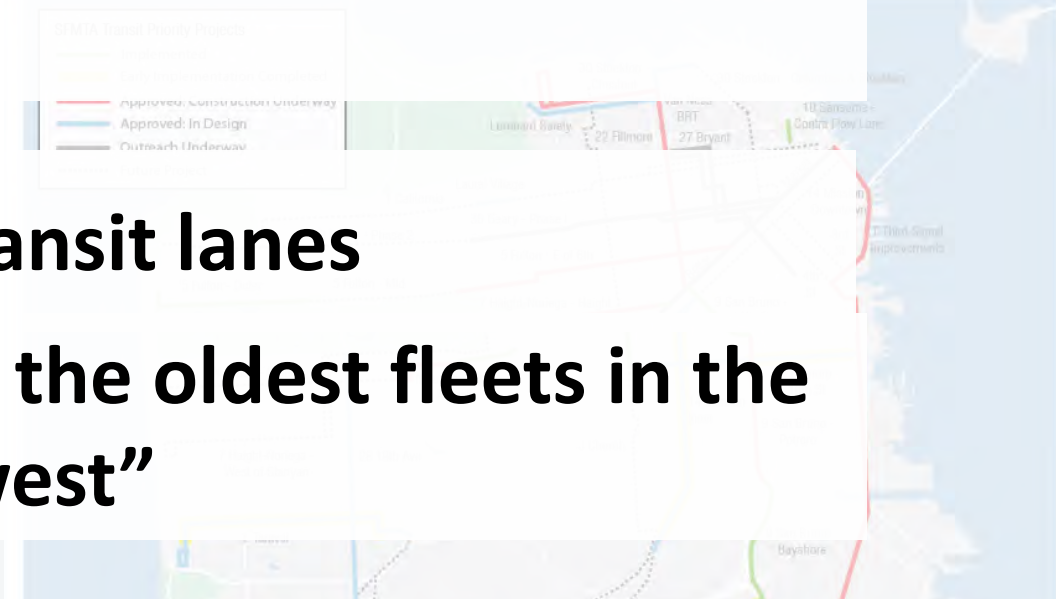
## Muni Forward Transit Priority Projects

Share this: [Facebook](#) [Twitter](#) [Email](#)

Muni Forward includes engineering improvements—also known as Transit Priority Projects—designed to address transit delay, improve reliability, and increase the safety and comfort of customers along our most heavily used routes. These projects include a variety of treatments like modified bus lanes, lane modifications, traffic signal and stop sign changes, transit stop changes, parking and turn restrictions, pedestrian improvements and many others.

Transit Priority Projects are one key strategy of Muni Forward. For a full list of all Muni Forward projects, please see the [Muni Forward Implementation Plan](#).

### Project Details, History or Features



# Should we have a regional strategy with a branded package?



# MADISON IS A REGIONAL TRANSPORTATION LEADER

- We provide transit to the whole region
  - Madison
  - Fitchburg
  - Middleton
  - Shorewood
  - Soon to be – Sun Prairie

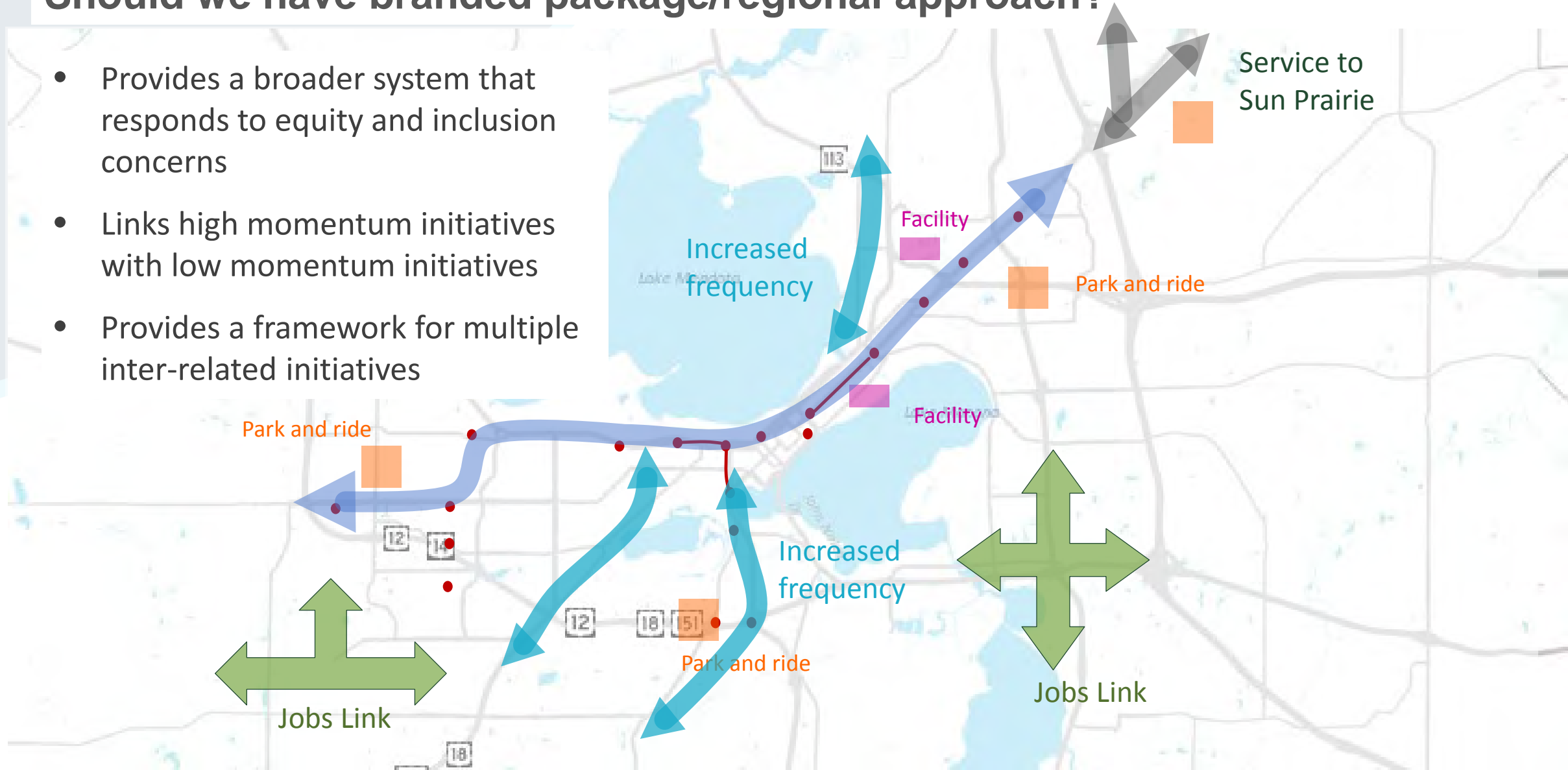
DEPARTMENT OF



TRANSPORTATION

## Should we have branded package/regional approach?

- Provides a broader system that responds to equity and inclusion concerns
- Links high momentum initiatives with low momentum initiatives
- Provides a framework for multiple inter-related initiatives



## Examples of what could be our “brand”

Ⓜ metro *advance*

Ⓜ movinmadison

Ⓜ | moveonmadison

Ⓜ | projectBRT

Ⓜ | projectrapid

mysmetro | transit

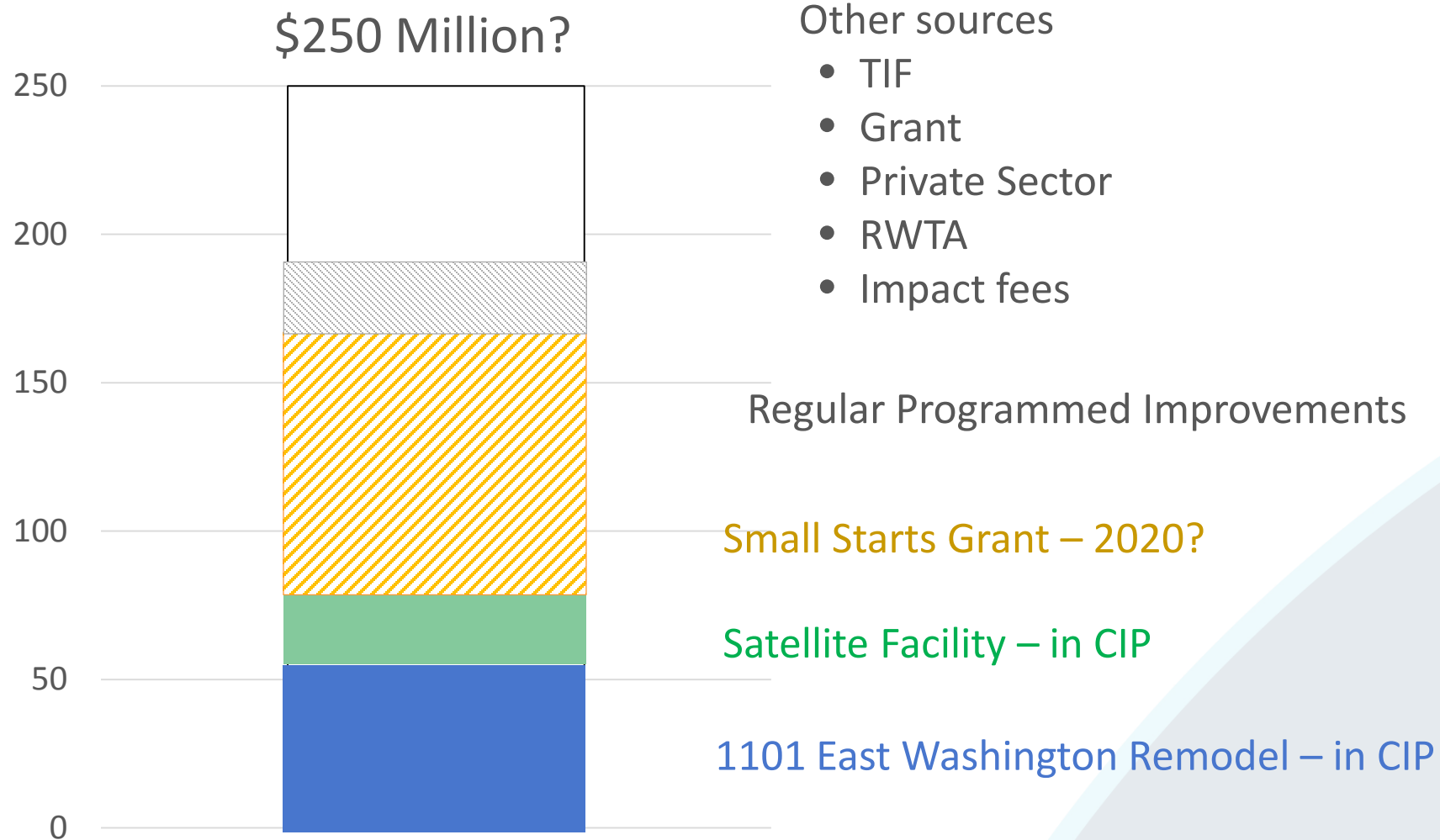
mysmetro | BRT

myrapid | pass

Ⓜ metro transit | BRT



# Much of the capital funding is already being planned



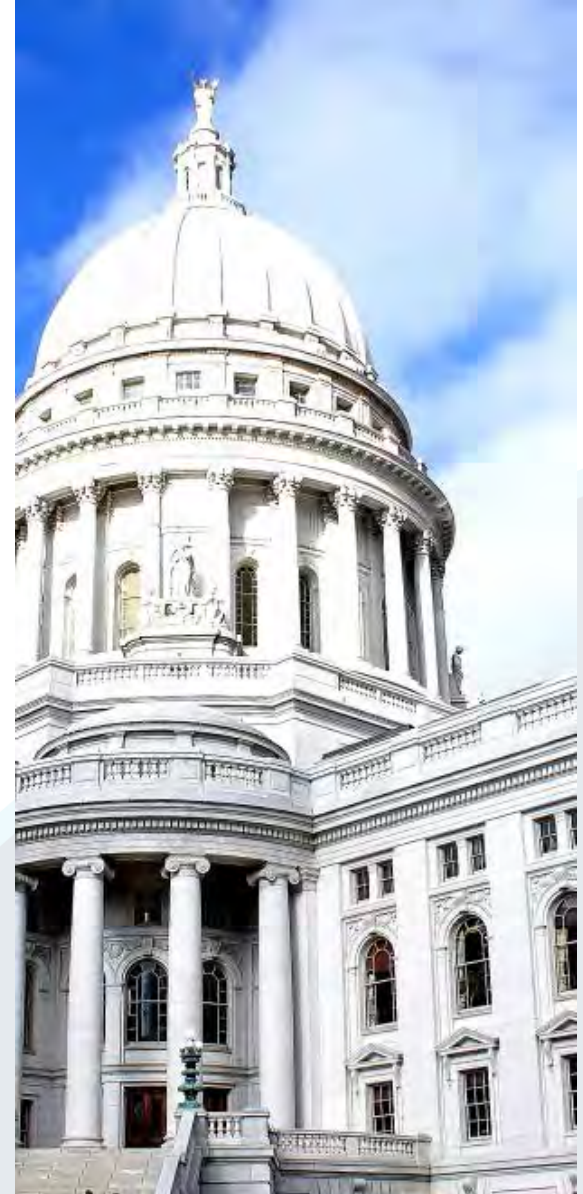
## What we need:

- The ability to *CHANGE*
- The support of residents local government
- Strong relationships with adjacent communities
- Corporate partnerships



## What we'd like:

- Favorable legislative environment
- Ability to form an Regional Transit Authority
- Better state funding



**If not now, when?**



***“Madison is where Austin was in the late 1990s.”***

**Where do we want to go?**



EXIT 213A  
WISCONSIN TOLLWAY  
EXIT 213A

FedEx



# Pedestrian and bicycle

- Network gaps
- Act 59 restrictions
- Railroad



# Motor vehicle capacity





A high-angle, wide shot of a busy city street intersection. In the foreground, a dark SUV with a red 'W' logo on its rear is stopped at a red traffic light. To its left, a group of pedestrians and cyclists are crossing the street. In the background, a line of cars is stopped at another red light. The scene is set in an urban environment with trees and buildings. The overall atmosphere is one of a busy, multi-modal transportation hub.

# Safety

College of Engineering - UW-Madison