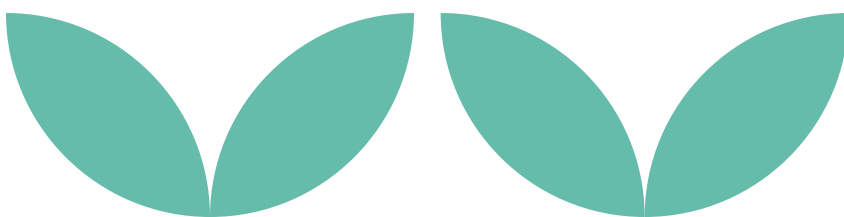




# Sustainable Transportation



Transportation is essential to our daily lives, and how we choose to travel from point A to point B has a big impact on carbon emissions and our environment. A little over 25% of greenhouse gas emissions in Madison came from transportation in 2022. The City of Madison is working to eliminate carbon pollution from our transportation system and make it easy for everyone to get around town without a car.





The [Land Use and Transportation section](#) of the City's Comprehensive Plan details the strategies the City is pursuing to create a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes. The City's [Department of Transportation](#) is the main department responsible for building and maintaining Madison's transportation system. Thousands of new Madisonians and Dane County residents will rely on this transportation system by 2050. This expected growth could cause hundreds of thousands of new car trips, which would more than double travel times for everyone on our roads. It would also increase air and carbon pollution, and require adding two or more lanes to our main isthmus roadways.

To sustainably meet the needs of our growing community, we are working to make sure everyone has options to walk, bike, roll, and use public transit rather than drive. It is important to have low- to no-carbon transportation options for both local and regional travel through both investments in infrastructure and policies like Transportation Demand Management (TDM).

## **Transportation Demand Management (TDM)**

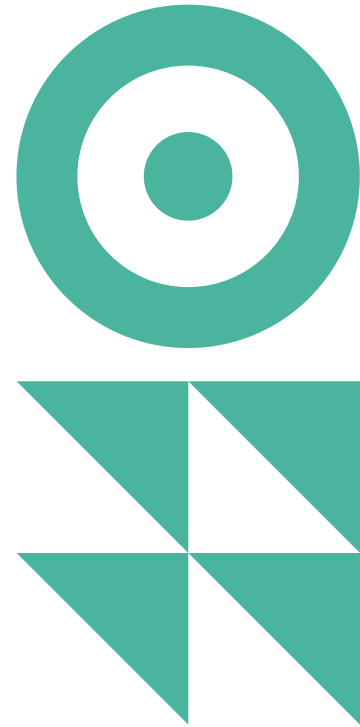
[Transportation Demand Management \(TDM\)](#) is a set of policies and strategies to make our transportation network more efficient, reduce need for car travel, and encourage public transit and bicycle use. About two-thirds of Madison's 2019 work-related trips were by car according to the American Community Survey. TDM aims to reduce the need for car travel by incorporating walking, biking, and transit infrastructure and services into new construction projects. TDM helps Madison efficiently use its street network and meet our climate goals by reducing greenhouse gas and air pollution from transportation.

Madison Metro is investing in a new, all-electric bus rapid transit (BRT) system that will begin operating in 2024. The redesigned Metro bus network has optimized routes of regular buses to make it easier to use BRT. The BRT system will expand access to affordable, low-carbon transportation to our community, and the all-electric buses will reduce GHG emissions and air pollution. This will benefit public health and the climate. We're also working to make more and faster intercity bus and rail options available.



## All-Electric BRT

Madison Metro is committed to finding new ways to decrease our transportation emissions. Metro was the first transit system in Wisconsin to introduce hybrid-electric buses in 2007. Now, Metro is focusing on introducing all-electric buses into its fleet. Their goal is to make 50% of buses zero-emission by 2035. A key part of this effort will be the new East-West BRT system which will be served by 62 all-electric buses.





We are continuing to grow Madison’s already extensive pedestrian and bike path network. Madison has received numerous awards for being a bike-friendly city, earning Platinum status from the League of American Cyclists and the Wisconsin Bike Federation, and consistently ranking among best cities for biking. With more than 75 miles of bike paths and 200 miles of trails, community members and visitors can commute, run errands, explore, or just get some fresh air by bike. The City supports Madison BCycle, our local bike-sharing program, which has more than 40 stations across the City. The City was awarded gold level status from The Walk Friendly Communities program for creating a walk-friendly community. Check out the [City’s Bike Madison and pedestrian resource page](#) for tips and tools to make the most of your next ride or walk.

We are working to make streets, sidewalks, and multiuse paths safer and more environmentally friendly. Traffic collisions disproportionately impact people of color, individuals with lower incomes, seniors, children, and people with disabilities. Madison’s [Vision Zero Action Plan](#) creates a path to end all deaths and severe injuries caused by traffic collisions on city streets by 2035. The program uses smarter street design, education, data-driven enforcement, and community engagement to reach this goal.

The following goals and actions aim to expand access to public transit and active transportation, including walking, biking, and rolling. Goals and actions in the Resilient City Design and Infrastructure (pg. 32) and Renewable Energy and Decarbonization (pg. 40) also contribute to Sustainable Transportation.



## Platinum Bike City

Madison has been designated as a Platinum-level Bicycle Friendly Community by the [League of American Bicyclists](#) every year since 2015. This award, the highest level possible, was given to Madison for its growing network of bike paths and lanes along with the City's bike friendly policies. This designation would not be possible without the activities and events supported by local community organizations. These organizations support youth bike education, offer free bike repair, organize the annual Bike Week, and hold rides and events year-round.



## Sustainable Transportation | Goals & Actions

<b>GOAL 12</b>	<b>Increase access to and use of public transit and active transportation, including walking, biking, and rolling.</b>
<b>METRICS</b>	<p>Number of transit trips</p> <p>Number of bike share rides and station coverage</p> <p>Miles of bike and pedestrian infrastructure</p>
<b>ACTION 12.1</b>	Continue to improve Metro service coverage, frequency, and travel times.
<b>ACTION 12.2</b>	Improve and expand bike facilities, including “All Ages and Abilities” bike infrastructure.
<b>ACTION 12.3</b>	Expand the availability of electric bike and bike rideshare stations into areas underserved by current services.
<b>ACTION 12.4</b>	Continue to improve the pedestrian network with a focus on advancing accessibility for people of all ages and abilities.
<b>ACTION 12.5</b>	Support education and services that remove barriers for underserved communities to use bicycle, pedestrian, and transit infrastructure, for example providing bike safety classes, free bike repairs, and bus passes.
<b>ACTION 12.6</b>	Increase number of low-income Metro passes available, including deeply subsidized or free youth Metro passes.
<b>ACTION 12.7</b>	Expand Safe Routes to School, multi-modal travel education and increase the number of students and families choosing to walk, bike, and take transit.



## Sustainable Transportation | Goals & Actions

<b>GOAL 13</b>	<b>Reduce annual vehicle miles traveled (VMT) per capita by 15% community-wide from 2020 levels by 2050.</b>
<b>METRICS</b>	Average annual vehicle miles traveled per capita
<b>ACTION 13.1</b>	Create opportunities for multimodal trips that include public transit, for example by adding park and ride facilities, bike parking, bike sharing stations, and ride sharing options within a 1/4 mile of public transit stops.
<b>ACTION 13.2</b>	Work with major employers and promote Transportation Demand Management (TDM) strategies to reduce single-occupancy vehicle trips.

