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Making Madison an Even Better Place to Walk: Vision, Goals, Objectives

The previous chapters in this plan have established the value of this plan (Chapter 1), the importance of walking (Chapter 2), and how different physical environments impact pedestrians (Chapter 3). These chapters provide a basis for defining the ideal pedestrian environment that Madison would like to strive to achieve. A key word in this statement is ‘ideal’. An ideal is independent from time, politics, budgets or any other considerations that temper our achievements. As such, the vision, goals, and objectives outlined in this chapter are not intended as statements that will be achieved this year, next year, or the year after that. Some parts of the ideal may never be completely achieved. For example, given the reality of our climate, it is unrealistic that we will ever be able to maintain dry and clear sidewalks all the time. Even if this is our intention, some day there will be some particularly bad storm after which it is unreasonable to expect an immediate clear, dry walking surface. In this case, the intent of the ideal establishes a commitment to strive to clear sidewalks as efficiently and completely as possible.

Goal statements describe some of the elements of striving to make Madison’s pedestrian vision a reality. Although more detailed than the vision statement, the goals are still broad concepts and do not suggest specific actions to make Madison an even better place to walk. The objective statements are more concrete than the vision or goals. They provide the outline for approaching pedestrian transportation planning upon which the rest of the Pedestrian Transportation Plan is based. A discussion of some issues, and current conditions and policies in Chapter 5 for the elements of each objective identified in this chapter generate recommended actions for making Madison an even better place to walk.

It is in this spirit of ‘ideal’ that the vision, goals, and objectives outlined in this chapter should be read and interpreted.

The Vision

Madison's Master Plan Vision

The pedestrian vision defined in the Pedestrian Transportation Plan functions within the context of the broader vision outlined in Madison's Master Plan.

The vision for the City of Madison outlined in the City's Master Plan is to be a safe and healthy place to live, work, learn and play where: diversity is valued; freedom of expression is encouraged and protected; everyone has the opportunity to realize his/her full potential; and the beauty of our urban and natural environments is preserved.

One of the objectives in Madison's Master Plan specifically addresses pedestrian transportation: to provide safe, convenient and comfortable pedestrian circulation in the developed portions of the City.

Pedestrian Transportation Plan Vision

Madison will be a community where... Walking is a major travel mode and where the City's development patterns and interconnected pedestrian circulation network 1) provide pedestrians convenient, safe and enjoyable access and mobility throughout the developed portions of the city and 2) link the City's neighborhoods and help to maintain them as sustainable and viable places to live.



Madison will be an even better place to walk when "buying a gallon of milk" will involve a short, convenient, safe, and enjoyable walk that any parent would feel comfortable allowing their nine year old child to do alone.

Goals

1. Provide pedestrian infrastructure and development that encourages walking and that through its location, design and maintenance provides convenient, accessible, safe and enjoyable pedestrian travel. This infrastructure and development should take into

account how land use patterns and site designs impact pedestrian travel.

2. Meet, and possibly exceed, the US Department of Transportation goal to double the levels of walking as expressed in the National Bicycling and Walking Study.
3. Meet, and possibly exceed, the US Department of Transportation goal to decrease by 10 percent the number of pedestrians killed or injured in traffic crashes as expressed in the National Bicycling and Walking Study.
4. Support and encourage interagency and interjurisdictional coordination, communication and cooperation on pedestrian issues.
5. Support the use of transit, bicycling and ridesharing to help improve the pedestrian environment.

Objectives

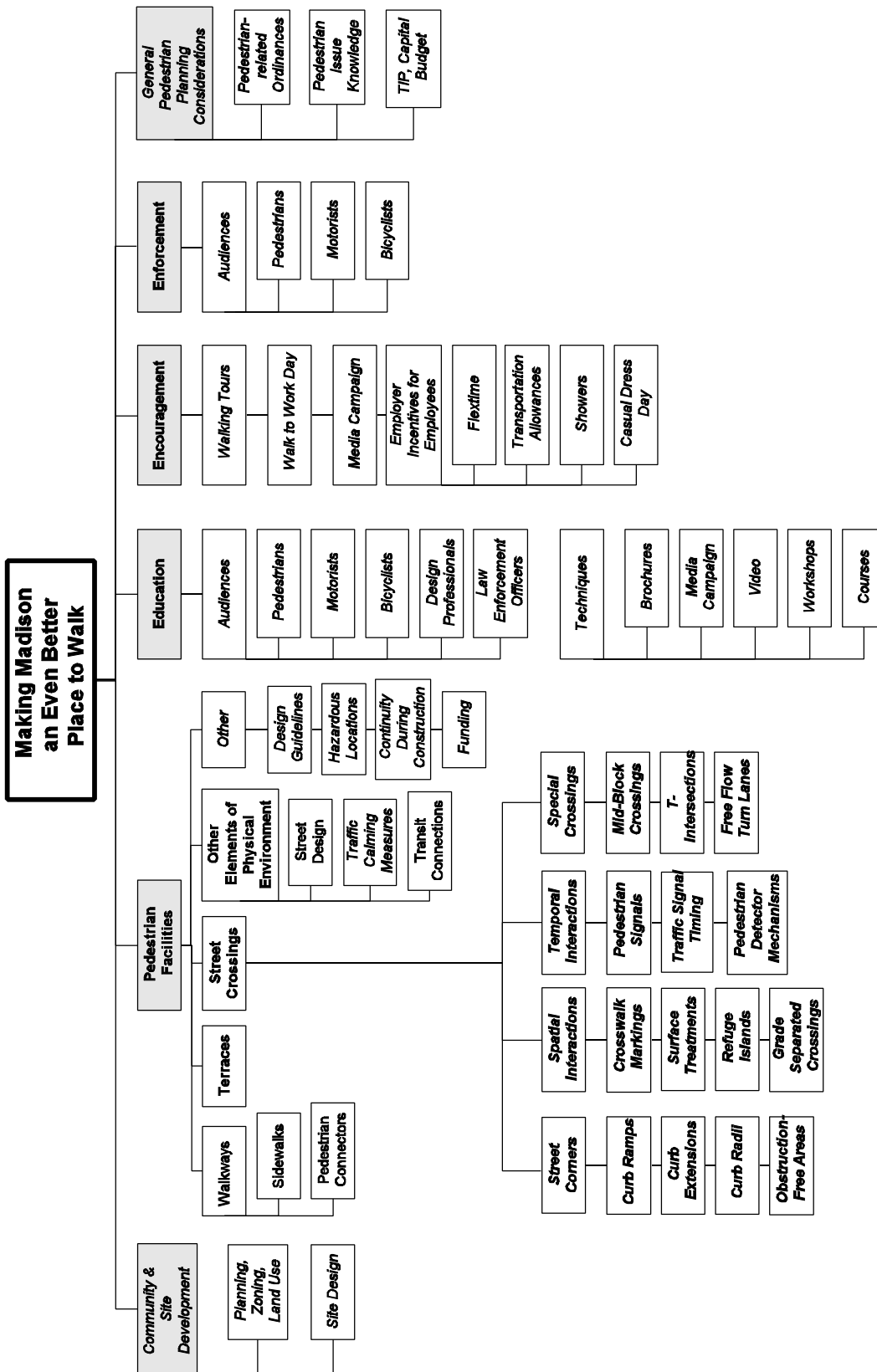
1. Improve support and encouragement for **community and site development patterns** that are conducive to pedestrian travel.
2. Enhance planning, construction and maintenance of **pedestrian facilities** (including **walkways, terraces and street crossings**) that make walking a viable transportation choice by providing accessible, safe and enjoyable connections between Madison's neighborhoods, parks, water and other natural features, transit facilities, commercial districts, employment centers and other attractions.
3. Improve development and implementation of **education programs** that improve pedestrian safety and promote awareness of pedestrian transportation issues and the benefits of walking.
4. Improve development and implementation of **promotional programs and materials** that encourage increased levels of walking and that encourage the perception of streets as "community space".
5. Enhance **enforcement of laws** regulating the interaction between pedestrians and vehicles and defining snow removal responsibilities.

Achieving the Vision, Goals, Objectives

As identified above, making Madison an even better place to walk should focus on improving how the City provides pedestrian-friendly community and site development patterns and pedestrian facilities, develops and implements education and encouragement programs, and enforces laws that impact pedestrian travel. This plan discusses issues and current conditions for many aspects of each of these topics. Based on an assessment of these issues and conditions, the plan recommends specific actions for City staff, commissions, neighborhood associations and educational institutions to take in order to make Madison an even better place to walk. The following flow chart shows the components of community and site development, pedestrian facilities, education, encouragement, enforcement, and general

pedestrian planning considerations that this plan considers.

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