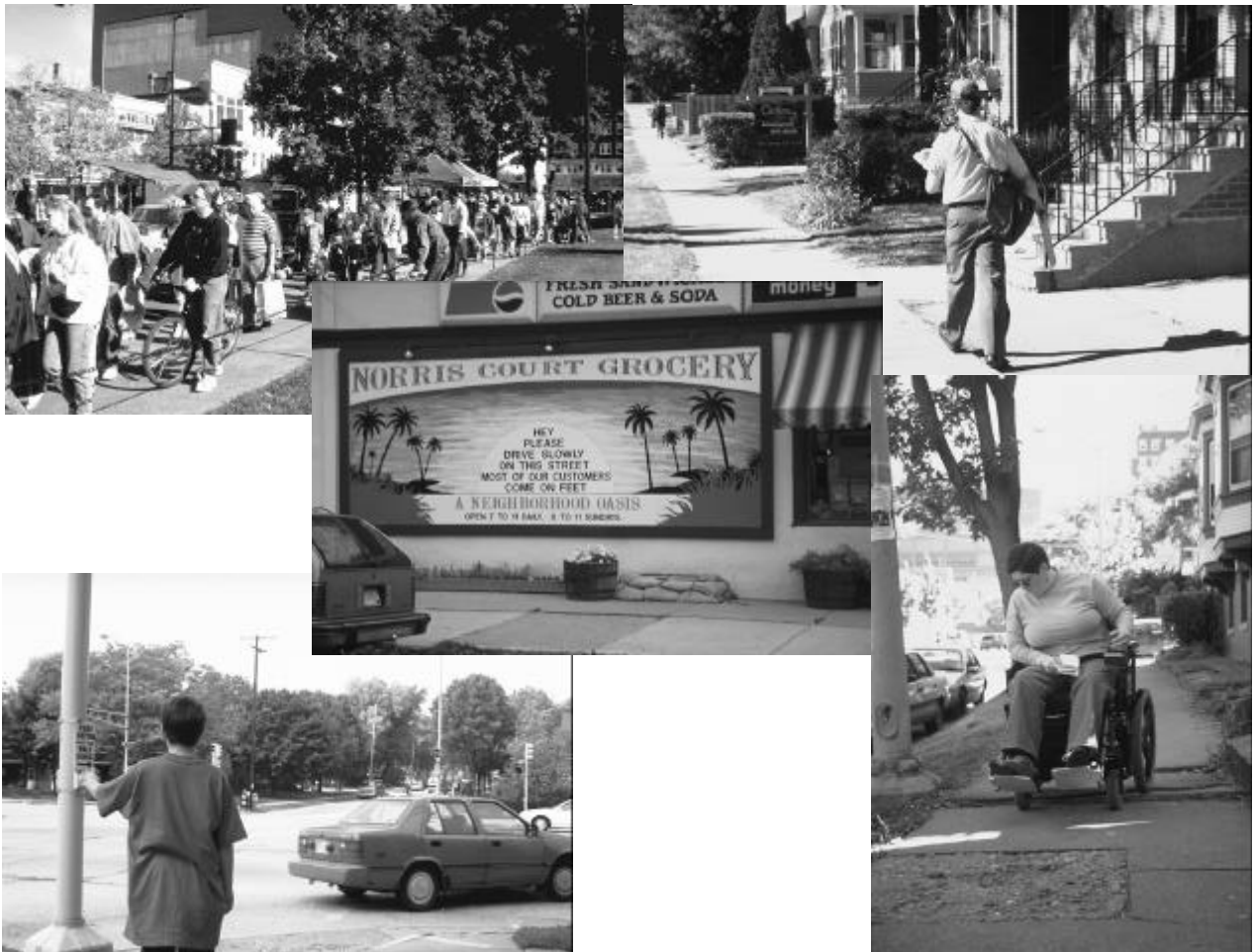

Pedestrian Transportation Plan for Madison, Wisconsin

ADOPTED PLAN

September 1997



September, 1997

I am excited to introduce the *Pedestrian Transportation Plan for Madison, Wisconsin*. Unanimously adopted by the Common Council on September 2, 1997, development of the plan was driven by a widespread desire to make Madison an even better place to walk. Rigorous public, staff and commission involvement have led to a plan that delineates realistic strategies for making improvements that can be implemented.

The plan represents an important step in making Madison 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.

This plan provides a comprehensive framework for guiding implementation of this vision by outlining strategies to enhance the pedestrian environment and to increase opportunities to choose walking as a viable transportation mode. Significantly, the *Pedestrian Transportation Plan for Madison, Wisconsin* is a beginning rather than an end. It does not have all the answers, rather the plan establishes consensus for a number of basic priorities: preserve areas that are already good for walking; improve design and construction of new developments to be more pedestrian-friendly; better integrate pedestrian improvements into reconstruction projects; and to recognize that education, encouragement and enforcement are also important aspects of making Madison an even better place to walk.

Another significant accomplishment of the plan is that it establishes an explicitly defined and deliberate framework for discussing and designing pedestrian facilities that Madison has not had before. For some issues the plan reflects a clear consensus about how the City should handle them. For other complicated and controversial issues, conversations have been initiated and the plan's recommendations demonstrate a commitment to continued discussions and progress toward developing consensus following the plan's adoption.

We worked hard to garner support from a broad range of constituencies throughout the plan's development. As a result, we are confident that the plan indeed represents a consensus about a commitment to making Madison an even better place to walk and that the plan's recommendations will be implemented.

Susan J.M. Bauman

Mayor

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Executive Summary

Madison's Pedestrian Transportation Plan is an important step in making Madison an even better place to walk. The Madison Common Council adopted this Pedestrian Transportation Plan in September 1997, making it an element of the City's Master Plan, and thereby supporting and encouraging pedestrian-friendly planning, design, construction and maintenance activities throughout the developed portions of the City.

The plan makes recommendations that will enhance the pedestrian environment and increase opportunities to choose walking as a viable mode of transportation. To accomplish this, the plan **outlines strategies:**

1. To preserve the walkability of places that are presently good areas to walk;
2. To better design and construct new development to be pedestrian-friendly from the start including attention to land use patterns, site design, walkways (sidewalks and pedestrian connectors), street crossings, street design, traffic calming measures, and transit connections;
3. To better integrate pedestrian improvements into street reconstruction projects; and
4. To develop and implement education, encouragement and enforcement programs to improve pedestrian safety and increase the levels of walking in Madison.

This Pedestrian Transportation Plan is a first of its kind for Madison. Not only is this type of plan new for Madison, it is also a new initiative nationwide. In the last five years a growing number of communities are actively planning for pedestrian travel by developing pedestrian transportation plans, but the concept is in its infancy and this has impacted the contents and focus of Madison's plan.

Work on Madison's Pedestrian Transportation Plan began in May 1996 after the Traffic Engineering Division received a grant from the Wisconsin Department of Transportation. City staff, commission and public input have been important components in the plan's development. The plan has been developed under guidance from Madison's Pedestrian-Bicycle Subcommittee and City agency representatives. Following staff, commission and public review and comment, the plan adopted by the Common Council in September 1997 as a component of the City's Master Plan.

The plan is intended to be **used in several ways:**

Madison's Pedestrian 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.

1. To guide City of Madison agencies and commissions in developing and maintaining a pedestrian transportation system that provides pedestrian access and mobility throughout the developed portions of the city, and
2. To educate people interested in learning more about pedestrian transportation.

There are many **reasons to develop** a Pedestrian Transportation Plan for Madison:

- < Everyone is a pedestrian every day;
- < Madison’s walking environment is good, but it could be even better;
- < Evaluating and improving Madison’s design, construction and maintenance practices for pedestrian facilities;
- < National and regional transportation policies stress the importance of pedestrian transportation;
- < Local commitment to pedestrian planning including the City’s Policies and Objectives, demonstrated commitment by City staff and commissions; and
- < Citizen interest in pedestrian issues.

Plan Organization

Broadly, the *Pedestrian Transportation Plan for the City of Madison* describes an approach for making Madison an even better place to walk. Chapter 2 provides background information about the importance and viability of walking including who walks, how much, how far, where, and walking benefits. Chapter 3 discusses how different physical environments impact pedestrians, focusing first on situations pedestrians are likely to encounter and then on how specific facilities impact pedestrians. Based on this background, Chapter 4 outlines a vision, goals, and objectives that suggest the ideal pedestrian environment that Madison would like to strive to create. Next, Chapter 5 reviews some location, design, construction, and maintenance issues related to the various factors impacting the pedestrian environment, discusses current policies and practices in Madison for each factor, and develops recommendations for making Madison an even better place to walk based on these issues, policies and practices. Finally, Chapter 6 suggests some implementation strategies and directions for future pedestrian transportation planning in Madison.

CHAPTERS 1, 2 AND 3
Background:
 Why Have a Plan
 Importance and Viability of Walking
 How Designs and Facilities Impact Pedestrians

CHAPTER 4
Making Madison an Even Better Place to Walk:
 Vision, Goals, Objectives

CHAPTER 5
Walking in Madison:
 Issues, Current Conditions and
 Recommended Actions

CHAPTER 6
*Implementation Priorities and Future Pedestrian
 Transportation Planning*

APPENDICES
 1. *Citizen Guide for Making Madison
 an Even Better Place to Walk*
 2. *Pedestrian Plans Reviewed*
 3. *Definitions and Abbreviations*

Planning Approach to Pedestrian Transportation

Madison's commitment to planning for pedestrians stems from an interest in enhancing the pedestrian environment and increasing opportunities to choose walking as a viable mode of transportation. Striving to achieve these goals involves attention to the physical environment as well as several other factors that have the potential to impact pedestrian travel.

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.

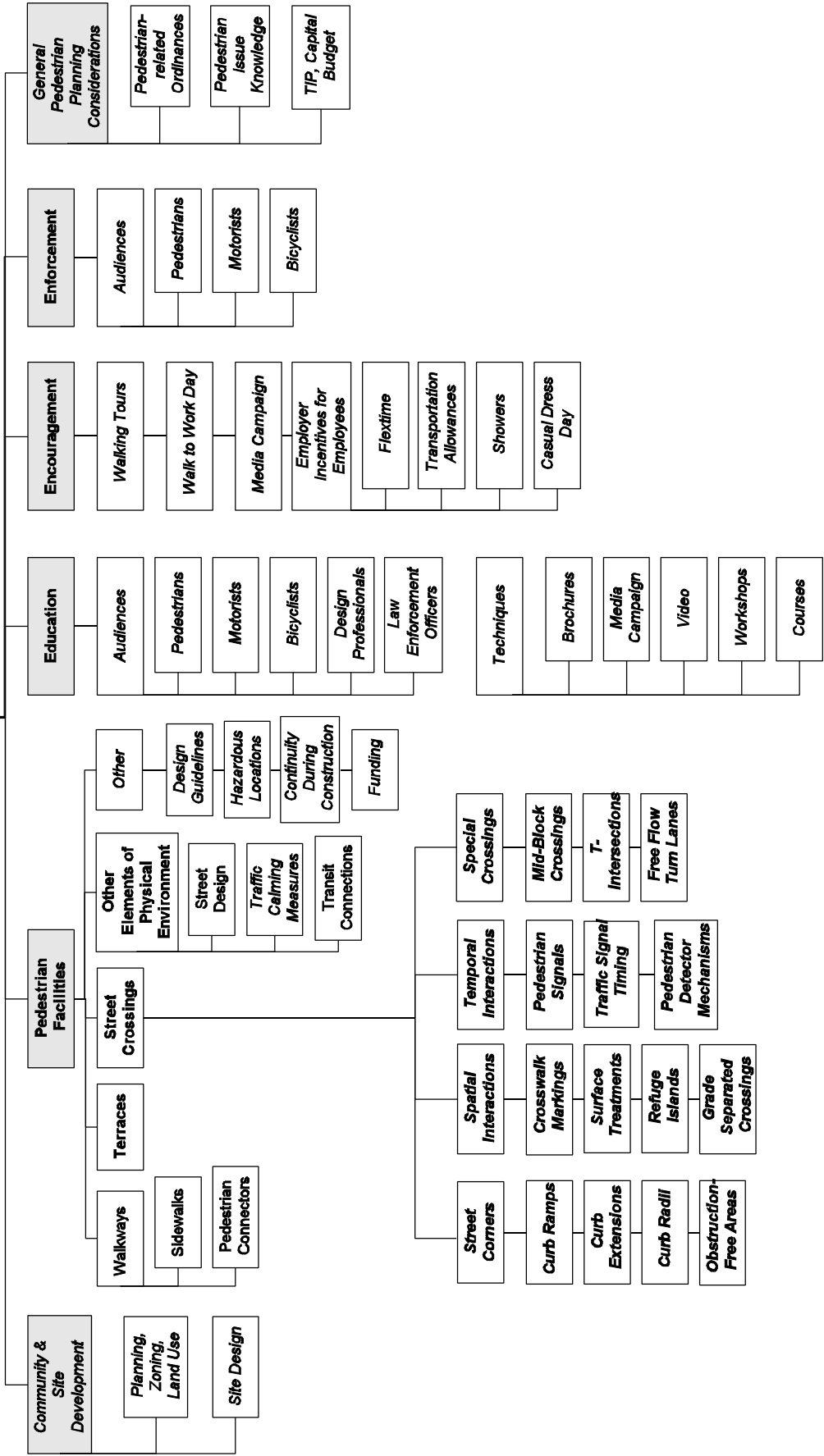


Where destinations are close together and directly connected to the pedestrian network, the pedestrian network provides convenient route options, and there are frequent opportunities to cross the street safely, many people choose to walk.



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.

Making Madison an Even Better Place to Walk



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Recommended Actions

The *Pedestrian Transportation Plan for Madison, Wisconsin* makes a number of recommendations about actions aimed at improving Madison's walkability. All the recommendations made in the plan are listed below following the categories identified in the flow chart on the previous pages. In the parentheses after each recommendation number, an indication of priority for implementation is listed: high (HIGH), medium (MED), low (LOW), continue current practices (CONT). Priority assignments take into account both desirability and feasibility of implementation. Especially for recommendations assigned a low priority, in many cases the desirability of implementation is high, but available resources make the feasibility of implementation low.

PLANNING, LAND USE, ZONING AND DEVELOPMENT RECOMMENDATIONS

1. (HIGH) The Transportation, Public Works and Planning and Development Departments shall work with interested organizations, developers and City commissions to develop and adopt new comprehensive guidelines, ordinances and other measures that will foster pedestrian oriented planning, land use, zoning and development.

SITE DESIGN RECOMMENDATIONS

2. (HIGH) The Transportation, Public Works and Planning and Development Departments shall work with interested organizations, developers and City commissions to develop and adopt new site design guidelines, ordinances and other measures that will foster pedestrian oriented site design, including such design features as pedestrian connectors and amenities, building and entrance orientation, landscape design, architectural design, parking lot design, and transit orientation.

SIDEWALK RECOMMENDATIONS

Installation:

3. (HIGH) City Engineering shall consult with the Wisconsin Department of Transportation on sidewalk matters along Connecting Highways and shall follow the City's sidewalk installation guidelines for these streets as for all other streets within the City of Madison.
4. (CONT) The Departments of Public Works, Transportation and Planning and Development as well as the Plan Commission, Board of Public Works and Pedestrian Bicycle Motor Vehicle Commission shall continue to recommend that sidewalks be installed as an integral component of new developments in accordance with the Madison General Ordinances [16.23(a)(d)(6)].
5. (HIGH) The Public Works, Transportation and Planning and Development Departments shall review the Madison General Ordinances [16.23(a)(d)(6)] to evaluate the criteria to be considered in determining whether or not

sidewalks should be required and recommend changes to the ordinance based on their findings.

6. (MED) The Departments of Public Works, Transportation and Planning and Development shall review the circumstances of recent sidewalk requirement exemptions for new developments and conditional use redevelopment projects and report their findings and recommendations based on these findings to the Plan Commission, Board of Public Works and the Pedestrian Bicycle Motor Vehicle Commission.
7. (HIGH) The Departments of Public Works, Traffic Engineering and Planning and Development and the Plan Commission, Board of Public Works and the Pedestrian Bicycle Motor Vehicle Commission shall consider the retrofit installation criteria outlined in the *Pedestrian Transportation Plan for Madison, Wisconsin* when making recommendations to the Common Council regarding retrofitting sidewalks in already developed areas.

Design:

8. (CONT) All City agencies involved in sidewalk design and construction shall continue to follow MGO 10.06, the City's *Standard Specifications for Public Works Construction*, and the national guidelines published by the Transportation Research Board, the American Association of State Highway and Transportation Officials and the Institute for Transportation Engineers.

Maintenance:

9. (MED) The Parks Division and the City Forester shall consider impacts on the walkway when planting new trees along sidewalks or paths.
10. (HIGH) The Common Council shall strive to provide adequate funding in each Capital Budget so that City Engineering can implement the City's Sidewalk Maintenance Program adopted by the Common Council in 1996.
11. (CONT) City Engineering and the Streets Division shall continue to be responsive to citizen complaints regarding sidewalks that are in disrepair.
12. (MED) The Building Inspection Unit shall work to better publicize snow removal expectations and Building Inspection Unit phone number for reporting problem areas.
13. (MED) The Pedestrian-Bicycle-Motor Vehicle Commission and the Building Inspection Unit shall investigate ways to improve the effectiveness of snow removal on sidewalks, pedestrian connectors and curb ramps.
14. (MED) The Building Inspection Unit shall prepare a report each year upon the request of the Pedestrian-Bicycle-Motor Vehicle Commission for their review in order to monitor/evaluate the effectiveness of the City's snow removal policies for sidewalks and curb ramps.
15. (MED) Neighborhood Associations should encourage neighborhood snow removal

monitoring and assistance programs.

16. (LOW) The Streets Division shall investigate the pros and cons of City responsibility for snow removal on sidewalks and should present a report to the Pedestrian-Bicycle-Motor Vehicle Commission.

Inventory:

17. (HIGH) Traffic Engineering and City Engineering shall develop and update a sidewalk and pedestrian connector inventory annually to reflect new plats added to the City and areas retrofitted with sidewalks.
18. (MED) Traffic Engineering and City Engineering shall prepare a report as requested by the Pedestrian-Bicycle-Motor Vehicle Commission summarizing the current status of the sidewalk and pedestrian connector network and the City's retrofitting priorities for the upcoming year, including priorities for implementing pedestrian facilities included in and around newly platted areas.

PEDESTRIAN CONNECTOR RECOMMENDATIONS

Installation:

19. (CONT) The Public Works, Transportation, and Planning and Development Departments and the Parks Division shall continue to consider rail corridors, parks, greenways and other public access lands for locating pedestrian connectors.
20. (CONT) The Public Works, Transportation, and Planning and Development Departments and the Parks Division shall continue to encourage the Wisconsin DNR to designate and assist in the development of the Capitol City State Trail that will provide urban trail linkages between the Military Ridge and Glacial Drumlin State Bike Trails.
21. (HIGH) In plats for new developments where the public streets and the required sidewalks along the street do not provide an adequate pedestrian scale grid (such as where there are cul-de-sacs and loop streets), the Public Works, Transportation, and Planning and Development Departments shall encourage and require developers to include pedestrian connectors in their plats to maintain pedestrian access and mobility on a pedestrian scale throughout the development.
22. (MED) City Engineering and Traffic Engineering shall identify high priority desirable pedestrian connectors to retrofit in already developed areas for which no easement currently exists, so that the City can make efforts to acquire the right-of-way as opportunities present themselves.

Design:

23. (CONT) When designing pedestrian connectors, the Public Works, Transportation, and Planning and Development Departments and the Parks Division shall

continue to follow the sidewalk design guidelines as outlined in the Pedestrian Transportation Plan for Madison, Wisconsin or the American Association of State Highway and Transportation Officials bicycle path guidelines as appropriate depending on the type of pedestrian connector to be installed.

TERRACE RECOMMENDATIONS

Design:

24. (CONT) All City agencies involved in the design and construction of terraces shall continue to follow the design guidelines established in the City's *Standard Specifications for Public Works Construction*.

CURB RAMP RECOMMENDATIONS

Installation:

25. (CONT) City Engineering shall continue its efforts to retrofit intersections with curb ramps where they currently do not exist.
26. (CONT) City Engineering shall continue to require developers to install curb ramps at all street corners in new developments.

Design:

27. (HIGH) When curb ramps are installed or reconstructed, City Engineering shall, whenever possible, design the street corner to be able to provide curb ramps that minimize the pedestrian crossing distance and permit all pedestrians to be able to negotiate the curb ramp perpendicular to its slope.
28. (MED) The Transportation, Public Works and Planning and Development Departments shall work with the Citizens Advisory Committee on People with Disabilities and the US Architectural and Transportation Barriers Compliance Board to improve the City's guidelines for curb ramp design.
29. (LOW) Traffic Engineering and City Engineering shall research developing a methodology for evaluating accessibility of curb ramps, so curb ramps that are inadequate can be identified and replaced during street and/or sidewalk reconstruction.

CURB EXTENSION RECOMMENDATIONS

Installation:

30. (MED) City Engineering and Traffic Engineering shall consider installing curb extensions on streets where there are high pedestrian volumes or other special design situations in order to enhance the pedestrian crossing, to encourage appropriate vehicular speeds at neighborhood entrances, and to shorten the crossing distance for pedestrians.

Design:

31. (LOW) Traffic Engineering and City Engineering shall review current design guidelines for curb extensions and make appropriate recommendations for improving curb extension design to enhance pedestrians' ability to see and be seen and shorten crossing the pedestrian crossing distance.

CURB RADIUS RECOMMENDATIONS

Design:

32. (HIGH) Traffic Engineering and City Engineering shall increase emphasis on pedestrian issues when selecting curb radii for street corner designs.

OBSTRUCTION-FREE AREA RECOMMENDATIONS

Design:

33. (LOW) Traffic Engineering and City Engineering shall continue to research the issue of obstruction-free areas further and make recommendations about improving how these areas are designed.

CROSSWALK MARKING RECOMMENDATIONS

Installation:

34. (CONT) Traffic Engineering shall continue to follow the state and national guidelines to determine where crosswalks should be marked.

Design:

35. (CONT) Traffic Engineering and City Engineering shall continue to design crosswalk markings according to their present guidelines.
36. (LOW) Traffic Engineering and City Engineering shall continue to work with the Disability Rights Coordinator and the visually impaired community to improve crosswalk and intersection designs including consideration of audible pedestrian signals to facilitate visually impaired pedestrians' ability to safely and conveniently cross streets.

Maintenance:

37. (MED) Traffic Engineering and City Engineering shall experiment with crosswalk marking materials to try to decrease the frequency that crosswalks need to be remarked.

SPECIAL SURFACE TREATMENT RECOMMENDATIONS

Installation:

38. (MED) Traffic Engineering shall continue to research the pros and cons of special surface treatment options for crosswalks such as pavers, colored or textured

concrete, and raised crosswalks to develop recommendations about locations where installing such treatments will improve pedestrian access, convenience and safety.

Design:

39. (LOW) Traffic Engineering and City Engineering shall continue to research special surface treatment design and make recommendations for improving their design.

Maintenance:

40. (LOW) Traffic Engineering and City Engineering shall continue to research special surface treatment maintenance issues and shall make recommendations for improving their maintenance based on their findings.

REFUGE ISLAND RECOMMENDATIONS

Installation:

41. (CONT) Traffic Engineering shall continue to follow its current guidelines for determining where refuge islands should be installed.

Design:

42. (LOW) Traffic Engineering shall research refuge island design further and make recommendations about how pedestrian refuge islands could be better designed to enhance pedestrian travel.

GRADE SEPARATED CROSSING RECOMMENDATIONS

Installation:

43. (CONT) Traffic Engineering shall continue to recommend grade-separated crossings in locations where pedestrians are likely to perceive the additional effort required to use the overpass or underpass as beneficial.

Design:

44. (CONT) Traffic Engineering and City Engineering shall continue to consult city and national guidelines for designing grade-separated crossings.

PEDESTRIAN SIGNAL RECOMMENDATIONS

Installation:

45. (CONT) Traffic Engineering shall continue to follow MUTCD guidelines for determining where to install pedestrian signals.

Design:

46. (CONT) Traffic Engineering shall continue to install and maintain educational signs and stickers explaining pedestrian signal operation at both fixed time and

actuated traffic control signals with pedestrian signals.

TRAFFIC SIGNAL TIMING RECOMMENDATIONS

- 47. (MED) Traffic Engineering shall work proactively with pedestrian advocates to review pedestrian concerns about pedestrian signals and make recommendations for improving pedestrian safety and convenience through adjustments to pedestrian signal timing and push button installation guidelines.

PEDESTRIAN DETECTOR MECHANISM RECOMMENDATIONS

- 48. (MED) Traffic Engineering shall continue to research pedestrian push button placement and to make recommendations about modifying guidelines for pedestrian push button and other detection systems that will improve pedestrian accessibility.

MID-BLOCK CROSSWALK RECOMMENDATIONS

Installation:

- 49. (CONT) Traffic Engineering shall continue to consult its current guidelines for making decisions about where to install mid-block crosswalks.

T INTERSECTION RECOMMENDATIONS

Design:

- 50. (HIGH) City Engineering shall require contractors and developers to install curb ramps at each end of crosswalks at T intersections.

FREE FLOW TURN LANE RECOMMENDATIONS

Design:

- 51. (LOW) Traffic Engineering shall not recommend free flow turn lanes in areas of high pedestrian activity, or where such lanes would compromise pedestrian access, mobility and/or safety.

STREET WIDTH RECOMMENDATIONS

- 52. (HIGH) The Public Works, Transportation, and Planning and Development Departments and Madison Metro shall consider implications for pedestrian travel when they select street widths, corner radii, bus routes and bus stop locations.

TRAFFIC CALMING RECOMMENDATIONS

Installation and Design:

- 53. (HIGH) Traffic Engineering shall implement its Neighborhood Traffic Management Program as a component of enhancing pedestrian travel in neighborhoods by working toward such goals as slowing vehicular traffic, shortening pedestrian crossing distances, drawing attention to pedestrian crossings, and enhancing the visual environment.
- 54. (HIGH) Traffic Engineering shall implement and evaluate traffic calming devices as mechanisms to enhance pedestrian travel.

TRANSIT CONNECTIONS RECOMMENDATIONS

- 55. (MED) Madison Metro shall work with Traffic Engineering and City Engineering to determine where sidewalks are missing along bus routes and to develop priorities for retrofitting sidewalks in these areas to improve pedestrian access to the transit system.
- 56. (MED) Madison Metro shall work with Traffic Engineering and City Engineering to develop strategies for improving how bus pads are provided to create an accessible link between the pedestrian transportation network and the transit system.

DESIGN GUIDELINES RECOMMENDATIONS

- 57. (HIGH) City agencies and commissions shall refer to the vision, goals, and objectives described in the *Pedestrian Transportation Plan* to guide their decisions about the design, construction and maintenance of pedestrian facilities.
- 58. (MED) The Traffic Engineering Division shall work with City agencies involved in the design, construction and maintenance of pedestrian facilities to develop a reference manual of design, construction and maintenance guidelines for pedestrian facilities.

HAZARDOUS PEDESTRIAN LOCATIONS RECOMMENDATIONS

- 59. (CONT) The Traffic Engineering Division shall continue to maintain maps of pedestrian crashes and analyze these data to identify trends and problem locations and crash types, as one element of improving pedestrian facility designs to enhance pedestrian travel.
- 60. (MED) The Traffic Engineering Division and the Police Department shall review data requested on the crash report forms to determine if the data currently collected for pedestrian crashes allows for adequate analysis of these crashes and make recommendations for improving these forms based on their analysis.
- 61. (LOW) The Madison Metropolitan School District and other educational institutions should use pedestrian crash data to develop education programs to improve pedestrian safety.
- 62. (CONT) The Traffic Engineering Division shall continue to use pedestrian crash data

along with more proactive measures to modify pedestrian facility designs to improve pedestrian safety.

63. (LOW) The Police Department shall use pedestrian crash data to develop enforcement programs targeted at both motorists and pedestrians to improve pedestrian safety.

WALKWAY CONTINUITY DURING CONSTRUCTION RECOMMENDATIONS

64. (HIGH) Traffic Engineering shall require contractors to maintain pedestrian access through/around construction sites in a way that minimizes the interruptions to normal pedestrian access and the need for pedestrians to cross the street.

PEDESTRIAN FACILITY FUNDING RECOMMENDATIONS

65. (LOW) The Transportation, Public Works and Planning and Development Departments, along with the Comptroller shall work together to investigate funding options for pedestrian improvements to replace, supplement, or otherwise modify reliance on special assessments to property owners.

EDUCATION RECOMMENDATIONS

66. (CONT) Traffic Engineering shall continue to make pedestrian safety resource materials available to citizens and visitors.
67. (MED) Traffic Engineering and the Police Department shall encourage the school systems, colleges and University of Wisconsin to include pedestrian safety courses in their regular course curricula.
68. (HIGH) The City of Madison shall strive to continue to maintain a Pedestrian/Bicycle Coordinator and a Pedestrian/Bicycle Safety Educator on staff.
69. (LOW) Each agency implementing pedestrian transportation education programs shall include an evaluation component that monitors how well these programs are reaching their target audiences.
70. (LOW) The Police Department and Traffic Engineering shall increase their efforts to develop and implement educational programs for pedestrians, motorists and bicyclists that promote safe and courteous interactions between these modes.

Pedestrian Education:

71. (LOW) The Police Department and Traffic Engineering shall work toward developing and implementing educational programs targeted at pedestrian understanding of pedestrian signals, including the flashing DON'T WALK signal, and pedestrian push buttons.

Motorist Education:

- 72. (MED) The Madison Metropolitan School District and private schools should include appropriate pedestrian safety information and educational opportunities in their driver's education courses and elementary grade curricula.
- 73. (LOW) The Police Department and Traffic Engineering shall work toward developing and implementing educational programs targeted at motorist understanding of 1) their responsibility to yield to pedestrians in crosswalks, 2) the seriousness of exceeding the speed limit and implications for pedestrian injuries and fatalities in crashes, and 3) how running red lights and failing to yield to pedestrians before turning right on red impacts pedestrian travel.

Bicyclist Education:

- 74. (LOW) The Police Department and Traffic Engineering shall work toward developing and implementing educational programs targeted at bicyclist and pedestrian understanding of how bicyclists and pedestrians should interact on sidewalks and multi-use paths.

Law Enforcement Officer Education:

- 75. (HIGH) The Police Department shall include in its officer training programs information about the issues concerning pedestrian safety, the importance of pedestrian and traffic law enforcement, and the role the officers play in promoting pedestrian safety.

ENCOURAGEMENT RECOMMENDATIONS

- 76. (LOW) The City of Madison shall investigate providing incentives for employers to encourage their employees to walk to work.
- 77. (MED) Neighborhood associations should develop and implement neighborhood walking tours.
- 78. (LOW) Traffic Engineering shall work toward developing and implementing coordinated media campaigns to encourage walking.
- 79. (MED) Employers should consider offering incentives to their employees to encourage them to walk to work.
- 80. (MED) Businesses should investigate offering incentives to customers who arrive by foot.

ENFORCEMENT RECOMMENDATIONS

- 81. (HIGH) The Police Department shall encourage consistent and regular enforcement of traffic laws that enhance pedestrian safety by routinely citing violations by both pedestrians and motorists.

GENERAL PEDESTRIAN PLANNING RECOMMENDATIONS

Pedestrian-related Ordinances:

82. (MED) The Long-Range Transportation Planning Committee shall analyze the Madison General Ordinances to determine how consistently they direct City agencies and commissions to provide for accessible, convenient, safe and enjoyable pedestrian travel, and shall evaluate how well they are being implemented. Based on this analysis, the committee shall make recommendations to improve City ordinances and their implementation that will enhance pedestrian travel.

Working Knowledge of Pedestrian Issues:

83. (HIGH) Traffic Engineering shall distribute copies of the *Pedestrian Transportation Plan* to City staff and commission members as an educational tool to raise their awareness of pedestrian issues and adopted City pedestrian vision, goals, policies, objectives, and standards.
84. (HIGH) Traffic Engineering shall encourage WisDOT to sponsor pedestrian training programs for engineers, planners, architects, landscape architects and developers.
85. (MED) Department and Division heads shall encourage City staff involved in planning, design and/or maintenance of pedestrian facilities to attend conferences and workshops that offer training related to pedestrian issues within available training resources.
86. (MED) The City Disability Rights Coordinator shall consider making arrangements for periodic pedestrian facility tours for City engineers and planners to enhance their understanding of pedestrian facility design considerations for people with disabilities.
87. (HIGH) Department and Division heads, when hiring staff involved in planning, design and/or maintenance of pedestrian facilities, should consider including relevant pedestrian knowledge/skills/abilities as a desired qualification and questions about pedestrian experience and issues in the interview process.

Transportation Improvement Program & Capital Budgets:

88. (HIGH) The Departments of Planning and Development, Transportation and Public Works shall consider pedestrian improvements in their on-going transportation planning processes.
89. (HIGH) City Engineering, Traffic Engineering and Madison Metro shall review the projects in the Transportation Improvement Program and the Capital Budget each year for desired pedestrian improvements and shall take these recommendations into account as they develop their annual work programs.
90. (HIGH) The Pedestrian-Bicycle-Motor Vehicle Commission, Long-Range Transportation Planning Committee, the Transit Parking Commission, the Citizen's Advisory Council on People with Disabilities, the Plan Commission and the Board of Public Works shall review the projects in the

Transportation Improvement Program and the Capital Budget each year for desired pedestrian improvements and shall take these recommendations into account as they develop their annual work programs.

91. (HIGH) City Engineering, Traffic Engineering and Madison Metro shall include desired pedestrian facility improvements within the scope and budget of transportation improvement projects included in the Transportation Improvement Program and the Capital Budget.

IMPLEMENTATION PRIORITY RECOMMENDATIONS

92. (HIGH) The Transportation, Public Works and Planning and Development Departments shall evaluate projects in the Transportation Improvement Program where sidewalks do not currently exist to establish the desirability and feasibility of installing sidewalks when the project is implemented according to the priorities established in the *Pedestrian Transportation Plan*.
93. (HIGH) The Transportation, Public Works and Planning and Development Departments shall review projects in the Transportation Improvement Program where sidewalks currently exist to evaluate sidewalk surface quality and whether any other pedestrian improvements should be incorporated into the project to enhance pedestrian travel in the corridor.
94. (HIGH) The Transportation, Public Works and Planning and Development Departments shall review signal, intersection and bridge projects in the Transportation Improvement Program to evaluate and recommend pedestrian enhancements that could be incorporated into the project to improve pedestrian travel.

FUTURE PEDESTRIAN TRANSPORTATION PLANNING RECOMMENDATIONS

95. (HIGH) Traffic Engineering shall review and update the *Pedestrian Transportation Plan* every 5 years.
96. (HIGH) The Transportation, Public Works and Planning and Development Departments shall monitor progress toward achieving the pedestrian vision and recommendations defined in the *Pedestrian Transportation Plan*.
97. (HIGH) The Transportation, Public Works and Planning and Development Departments shall review the need for restructuring current staff and resources and/or hiring additional staff and/or acquiring additional funding to implement the recommendations defined in the *Pedestrian Transportation Plan*.

Implementation Priorities

Madison's Pedestrian Transportation Plan outlines a comprehensive framework for approaching pedestrian transportation in Madison including physical pedestrian facilities, education, encouragement and enforcement. Within this framework, the plan recommends actions that City departments and divisions should undertake to work towards achieving the ideal pedestrian environment that the City envisions. These recommendations are too numerous to implement all at once. City staff, commission and public involvement in the plan's development process has suggested a number of priorities that should guide implementation of the Pedestrian Transportation Plan.

Implementation priorities are based on the goals identified in the plan and by opportunities for implementation based on available resources, including staff and project funding. Overall, implementation of the pedestrian facilities recommendations is a high priority because in many cases, staff are already in place, and in some cases designing transportation facilities to be pedestrian friendly focuses on coordinating agency activities and making appropriate design decisions and therefore does not cost any more than would be spent on the project anyway. A high level of interest has also been expressed in education and enforcement efforts. These recommendations will require a significant, concerted effort to implement because in many cases, the recommendations will require staff and funding beyond what is currently available.

Pedestrian Facility Implementation Priorities

1. New development projects
2. Reconstruction projects
3. Stand alone pedestrian improvement projects, especially those with high pedestrian activity and significant pedestrian safety concerns.

Education Implementation Priorities

1. Yield to pedestrians in crosswalks
2. Understanding of pedestrian signal operation, including meaning of flashing DON'T WALK
3. Impact of motorist speed on pedestrian injury severity in crashes and neighborhood quality of life

Enforcement Implementation Priorities

1. Motorists failing to yield to pedestrians in crosswalks
2. Motorist speeding
3. Motorists running red lights and right turn on red violations