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**In Case You Missed It...**  
 MATPB worked with the Capitol Area Regional Planning Commission (CARPC) to conduct the Greater Madison Region Values and Priorities Survey. The survey addressed quality of life issues, which will help to identify a set of shared regional values. The survey also addressed growth and transportation strategies and transportation priorities.

The MATPB is using the results to inform development of its Regional Transportation Plan goals and policies and recommendations while CARPC will use the results to assist with its regional visioning process to be conducted next year.

Results of the survey can be found [here](#).

**About US**

Madison Area  
 Transportation Planning Board

121 South Pinckney Street, Suite 400  
 Madison, Wisconsin 53703

Phone 608-266-4336  
 Fax 608-261-9967  
[www.madisonareampo.org](http://www.madisonareampo.org)

**First Annual Performance Measures Report Released**

The first annual Madison Area Transportation Planning Board (MATPB) [Performance Measures Report](#) on regional transportation was released on July 26th. The purpose of the report is to track progress in achieving the MATPB's Regional Transportation Plan (RTP) goals and inform decisions about regional transportation investments and strategies.



To do this, the report ties specific measures to RTP goals as follows:

**Create Connected Livable Neighborhoods and Communities**

- Miles of Pedestrian Facilities
- Miles of Bicycle Facilities
- B-Cycle Utilization
- Active Living Index Scores

**Improve Public Health, Safety, and Security**

- Number and Rate of Motor Vehicle Crash Fatalities and Serious Injuries
- Number and Non-Motorized Fatalities and Serious Injuries
- County-wide Five-year Rolling Averages

**Support Personal Prosperity and Enhance the Regional Economy**

- Airline Passenger Traffic
- Freight Exports and Imports
- Housing + Transportation Costs
- Transit Access to Jobs

**Improve Equity for Users of the Transportation System**

- Transit Ridership
- Fixed-Route Transit Service Area
  - Transit Access to Employment
  - Transit Coverage for Underrepresented Groups

**Reduce the Environmental Impact of the Transportation System**

- Vehicle Miles Traveled
- Mode of Transportation to Work
- Air Quality

**Ensure System-Wide Efficiency, Reliability, and Integration Across Modes**

- Transit On-time Performance
- Percent of Key Destinations Served by Transit
- Roadway Congestion and Reliability

**Ensure Financial Viability of the Transportation System**

- Bridge Condition
- Roadway Pavement Condition
- Metro Vehicle On-Road Service Calls
- Buses At or Past Replacement Age

The measures selected in the report were not intended to be exhaustive. Rather, the list includes key measures that allow annual tracking of meaningful progress towards achieving plan goals and for which accurate, easily obtainable data is available. Some measures are applicable to more than one goal but have been organized under the goal that fits best.

The major findings of the report in terms of positive and negative trends are:

**Positive Trends**

- Vehicular crashes resulting in fatalities declined by 15% and serious injuries declined by 25% between 2006 and 2014
- Bicycle and pedestrian crashes resulting in fatalities or serious injuries declined by 20% over the same period
- Pavement condition is good overall with 65% in good or excellent condition and only 8% in poor/very poor condition with conditions holding steady over the past few years
- 84% of all bridges are in good condition and holding steady

**Positive Trends (continued)**

- The overall on-time performance of Metro Transit is excellent with only around 7% of buses arriving more than 5 minutes late at time points and performance shows steady improvement from 2013 to 2015
- BCycle utilization has risen significantly between 2012, the first full year of operation, and 2015 as measured by the number of trips (+60%), miles bicycled (+225%), and trip length (+103%)

**Negative Trends**

- Metro transit ridership has decreased overall about 3% between 2011 and 2015 following a steady trend of increasing ridership for more than 20 years
- Metro has seen an increase in the number of buses (+17 or 86%) at or past replacement age between 2011 and 2015

The improving roadway safety numbers, increased availability of transit service and bicycle facilities, and good overall pavement and bridge conditions indicate that the regional transportation system is not only strong but improving. However, there are still areas in which the region can improve, such as bus fleet age and addressing the recent drop in transit ridership through service improvements. The Performance Measures Report will aid in justifying funding projects that will improve these trends.

In this initial report, many measures could not be analyzed, since this was the first year data was collected for the measure. Future reports will contain additional trend data once meaningful conclusions can be drawn from analysis of the data.

## Update on Regional Transportation Plan 2050

The MATPB is preparing a new Regional Transportation Plan (RTP), which will update the current plan, adopted in 2012. The RTP provides the overall framework for transportation planning and investments in the region across all modes. Development of the plan is being guided by an [RTP Advisory Committee](#).

Public involvement activities for the plan began with a values and priorities survey of county residents conducted in late 2015 and early 2016 and an initial series of public information meetings last March. The survey, a joint project with the Capital Area Regional Planning Commission (CARPC), included a random, scientific sample of the population as well as a public online survey of over 1,000 residents. The survey included questions covering general quality of life issues, growth and transportation strategies, and transportation system performance and priorities. Survey results are available on the [RTP 2050 website](#). The focus of the first series of public information meetings was to get feedback on important issues, challenges, and opportunities that should be considered in developing the plan. A summary of significant themes that emerged from the meetings can be found [here](#).



Public Involvement Meeting on 3/2/16 in Madison.

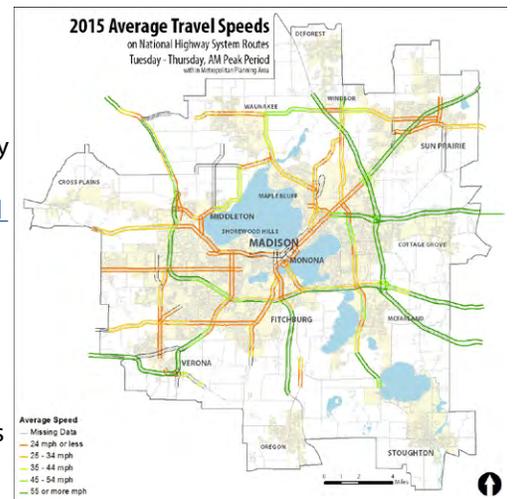
The survey results and feedback from the public meetings were used to inform development of the RTP goals and a draft set of associated policies, which will serve as a foundation for the plan. A series of performance measures have been developed to gauge future progress in achieving the RTP goals and inform decisions on transportation investments and strategies. A draft of RTP 2050 [Chapter 4: Goals, Policies, and Performance Measures](#) is now available for review. If you have suggestions, edits, or additions please [email us](#) your feedback.

Initial work on the RTP thus far has been focused on analyzing the existing condition of the transportation system and identifying existing improvement needs related to traffic operations, safety, roadway maintenance, transit service, and bicycle and pedestrian facilities. Population, household, and employment forecasts have also been used to project where future growth will occur based on regional land use policies and local land use plans. In the next phase of the planning process, the projected growth will be used to forecast future travel, using sophisticated travel modeling software. Conclusions and recommendations from the existing conditions analysis

as well as the future needs analysis will be vetted in the next series of public meetings planned for early October.

If you have missed the public involvement or advisory committee meetings and want to get up-to-speed on past presentations and visit RTP website's [Background Presentations](#) to get caught up. Also, please check out the [Community Mapping Tool](#) to identify transportation facilities or services that you think need improvement such as problem intersections, missing sidewalks, gaps in the bikeway network, or traffic congestion bottlenecks. You can also identify facilities that work well that should serve as examples for improvements elsewhere in the region.

There will be additional opportunities in the future to provide input, including another community mapping exercise and a transportation budgeting exercise.



Sample of existing conditions analysis.

## Dane County Bicycle Wayfinding Project

Dane County Parks in partnership with the Madison Area Transportation Planning Board contracted with Toole Design Group to develop a county wide Bicycle Wayfinding Manual to guide the planning, design, and installation of wayfinding signage to assist bicyclists.

Bicycle wayfinding is intended to provide navigational assistance to make it easier to follow designated bicycle routes and reach important community destinations. Some bicycle routes may not be intuitive and wayfinding signage makes it simpler to use the route without needing to stop and consult a map. In addition, wayfinding helps bicyclists navigate to popular destinations such as shopping districts, schools, and parks that often are located just off a path or on-street route. Wayfinding can also encourage more people to bicycle especially if they were not aware of how close a destination is to their home or that there is a bicycle route to that destination.

The project also includes the development of seven implementation plans for the following bicycling corridors:

- Lake Monona Loop
- Capital City Trail from intersection with Lake Monona Loop to intersection with Military Ridge Trail
- University Avenue side path and bike lanes from Indian Hills Park to CTH Q
- Cannonball Path from where Fitchburg's signage ends to Todd Drive
- Military Ride Trail from intersection with Capital City Trail to Blue Mounds
- Ice Age Junction Path from Military Ridge Trail to Flagstone Drive



Wayfinding signage developed for project.

The sample plans serve as a way for communities to see how various types of infrastructure will look when signed. The sample plans include a variety of typical situations including both urban and rural paths, side paths next to a bike lane, and other on street bicycle routes.

To further assist communities Dane County Parks and the Madison Area Transportation Planning Board will be offering a workshop implementing the Bicycle Wayfinding Manual and designing a corridor signage plan. The workshop will be held later this year. Interested attendees can [email](#) the Madison Area Transportation Board to be placed on a list to be notified when the workshop is scheduled. More information on the Dane County Wayfinding Plan is available on the Dane County Parks [webpage](#).