

# Summary

# 2035 Regional Transportation Plan Update

## Madison Metropolitan Area & Dane County

### Introduction

The Madison Area Transportation Planning Board (TPB) is responsible for the development and maintenance of the long-range Regional Transportation Plan (RTP) for the Madison Metropolitan Planning Area. The RTP must be updated every five years and provide for a minimum 20-year planning horizon. The Madison Area TPB adopted the RTP 2030 in November 2006. A supplement was adopted in November 2007 to make the RTP fully compliant with the planning requirements in the Safe, Accountable, Flexible, Efficient, Transportation Equity Act: A Legacy for Users (SAFETEA-LU) and corresponding regulations that were finalized in February 2007.

This RTP update, which extends the planning horizon year out to 2035, is intended to serve as a minor update to the plan to account for new and modified land use plans, growth and development, new population, employment, and traffic forecasts, and other changes and trends affecting the transportation system since the RTP 2030 was adopted in 2006. The next major update of the plan is scheduled to be initiated in 2013-'14 and completed by 2016.

The RTP is an integrated, multi-modal system plan that provides the overall framework for transportation planning and investment decision making in the region. It identifies transportation projects and strategies or actions to be implemented. The RTP is further refined and detailed through area or corridor studies, mode-specific plans such as the bicycle transportation plan and transit development plan, and other short- to mid-range planning efforts such as the MPO's new congestion management process. These other planning efforts provide additional detailed recommendations and improvement projects to be included in the 5-year Transportation Improvement Program (TIP), updated annually by the Madison Area TPB.

This summary report highlights the plan's overall goal and policy objectives and summarizes the key recommendations/implementation strategies and the growth forecasts that served as the basis for the plan. Additional information on regional trends, the regional transportation system, and the plan goals, policy objectives, and recommendations is included in the full plan report.

### Overall Goal and Policy Objectives

The 2035 RTP update was guided by the following overall goal and key policy objectives:

Develop an integrated, balanced, and sustainable land use and transportation system which provides for the efficient, effective and safe movement of people and goods, promotes the regional economy, supports transportation-efficient development patterns and the regional land use plan, and provides mode choice

wherever possible while enhancing and, where relevant, preserving the character and livability of the neighborhoods where transportation facilities are located.

The goal recognizes the basic purpose of the transportation system to allow the safe and convenient movement of people and goods necessary to keep the community functioning. It also recognizes the close inter-relationship between land use development and the transportation system. The region's development pattern plays an important role in determining the efficiency and safety of the transportation system and the viability of mode choice options. At the same time, transportation investments and strategies can promote and support efficient development patterns that preserve the environment, enhance livability, and support social equity.

The following are key policy objectives for the regional transportation system:

- **System Preservation:** Maintain the region's transportation infrastructure and preserve transportation corridors for current and future travel uses.
- **Balanced System:** Achieve a balanced transportation system that provides mode choice options through investment in improvements across all modes of travel.
- **Accessibility and Mobility:** Improve regional mobility and accessibility for all persons while maintaining a balance between the two sometimes competing concerns.
- **Safety:** Improve transportation safety through design, operations and maintenance, support facilities, public information, and law enforcement efforts.
- **Congestion Management:** Utilize Travel Demand Management (TDM) and Transportation Systems Management (TSM) strategies to manage traffic congestion, make efficient use of existing roadway capacity, and improve transportation system reliability. Expand roadway capacity only after implementing these operational strategies.
- **Inter-connected System:** Encourage and facilitate connections between the various modes of travel.
- **Land Use/Transportation Connection:** Use public decisions on the provision of publicly financed transportation facilities and services as a tool for creating compact, well-designed and balanced communities.

## Key Recommendations

### Streets/Roadways

- Continue to plan for and develop a continuous, inter-connected roadway system that efficiently collects and distributes traffic within and through the region.
- Plan for and implement strategic capacity improvements to the regional roadway system to accommodate planned future growth consistent with the MPO policy to accept a moderate level of traffic congestion during peak periods and manage congestion to the extent possible through TDM and TSM strategies. (See Figure 1 showing planned major transportation improvements and studies.)
- Implement pavement management programs to ensure the maintenance and rehabilitation of roadways in a systematic, cost-effective way.
- Continue to implement the Transportation Operations Infrastructure Plan (TOIP) prepared by WisDOT by incorporating ITS applications into future roadway corridor studies, where appropriate, and integrating ITS infrastructure into major construction projects.

### Public Transit

- Continue efforts to plan for and implement high-capacity rapid transit service. Complete Transit Corridor (Bus Rapid Transit) Study, and use information from that study and the Transport 2020 Study to reach regional agreement on the appropriate technology and routing for such service as part of a comprehensive long-range regional transit plan. (See Figure 2, which provides a framework for such a plan).
- Support the creation of a representative regional transit authority (RTA) to fund and coordinate transit service in the metropolitan area.
- Continue efforts to incrementally improve and expand local bus service through service extensions, increased frequency of service, improved bus phasing, reduced travel time, enhanced transfer opportunities, and improved on-time performance.
- Add or improve express commuter service from peripheral neighborhoods and outlying communities.

### Bicycle and Pedestrian Transportation

- Continue efforts to plan for and develop the regional bikeway system, prioritizing off-street projects for funding, and to also provide local connections to the regional system. (See Figure

3, which illustrates the planned bikeway system. The full plan report includes a map and table of high priority projects.)

- Develop continuous, interconnected bicycle and pedestrian facility networks providing reasonably direct and safe routes within and between neighborhoods.
- Provide bicycle and pedestrian accommodations and safety devices along and across streets as part of construction and reconstruction in accordance with Federal, state, and MPO policy.
- Adopt land use development ordinances and street design standards to ensure that neighborhoods are designed to provide for direct, safe bicycle and pedestrian connections within the neighborhood and to nearby activity centers and major destinations.
- Provide regular maintenance of both on-street and off-street bicycle and pedestrian facilities.

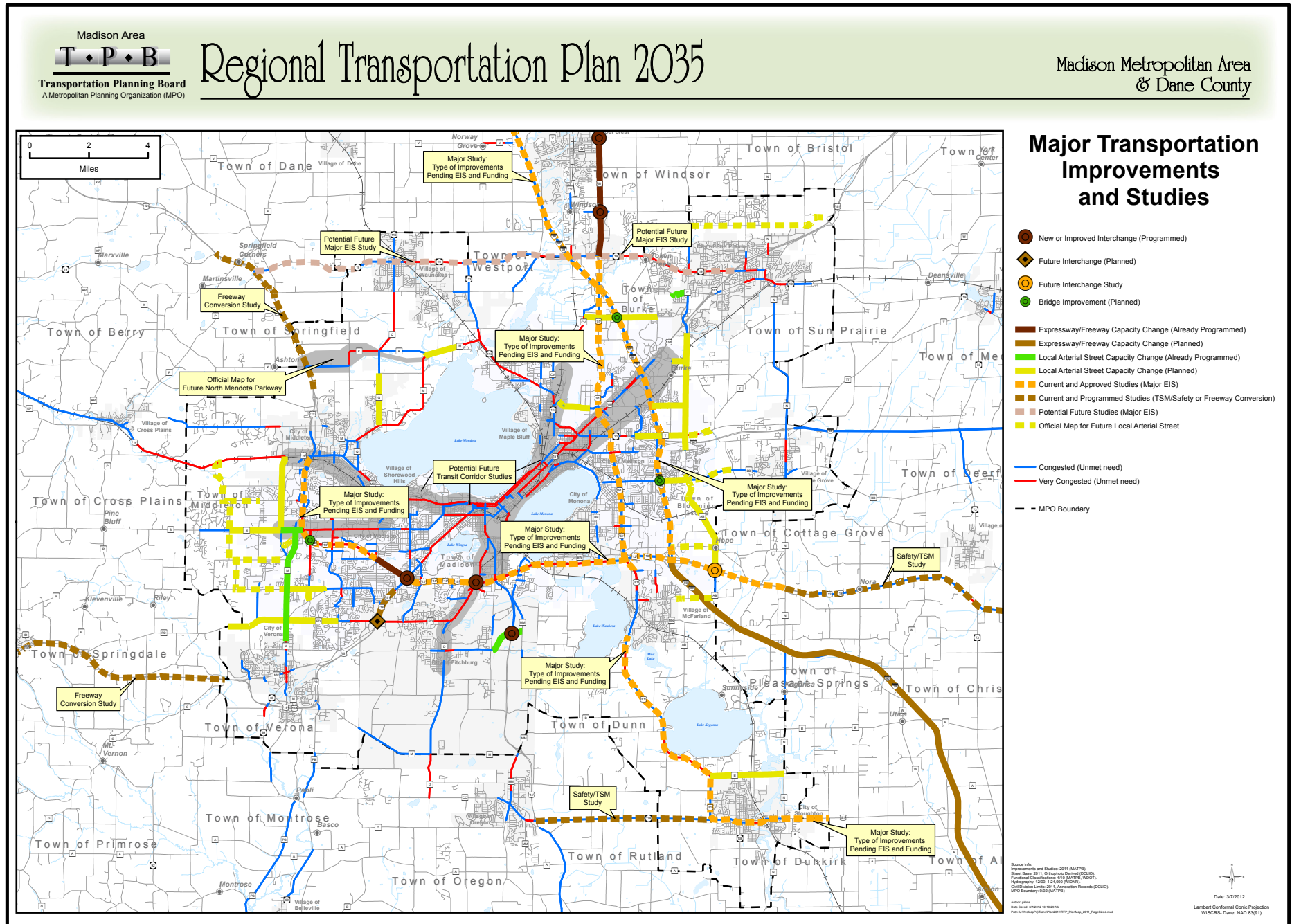
### Other

- Expand upon current TDM efforts, including the MPO's Rideshare Etc. program, and increase funding for incentives, support services, and marketing.
- Support efforts to continue improving inter-city bus service, and plan for and construct an inter-city bus terminal in the downtown/UW campus area with good intermodal connections.
- Continue to support efforts to implement inter-city passenger rail service to Madison and plan for a downtown area station.
- Identify and implement priority freight projects that improve the safety and efficiency of goods movement.
- Utilize parking management strategies that encourage the use of alternative modes of transportation, while at the same time meeting user needs.

## Growth Forecasts and Planned Land Use Development

The transportation plan is based on and designed to support projections of future growth and planned land use development. Dane County's population is expected to continue to grow at a moderate rate. Table 1 shows Dane County and City of Madison population projections for 2010 to 2035. Current forecasts project a net countywide population increase of around 166,000 or 34% over this 25-year period, pushing the county total to 654,000 in 2035. During this same period, the City of Madison's population is forecast to increase by 57,000 or 25% to 291,000.<sup>1</sup> Dane County employment is also expected to continue to grow at a moderate rate. By 2035, the county's employment is forecasted to increase to 422,000 while the City of Madison's

Figure 1





### Figure 2

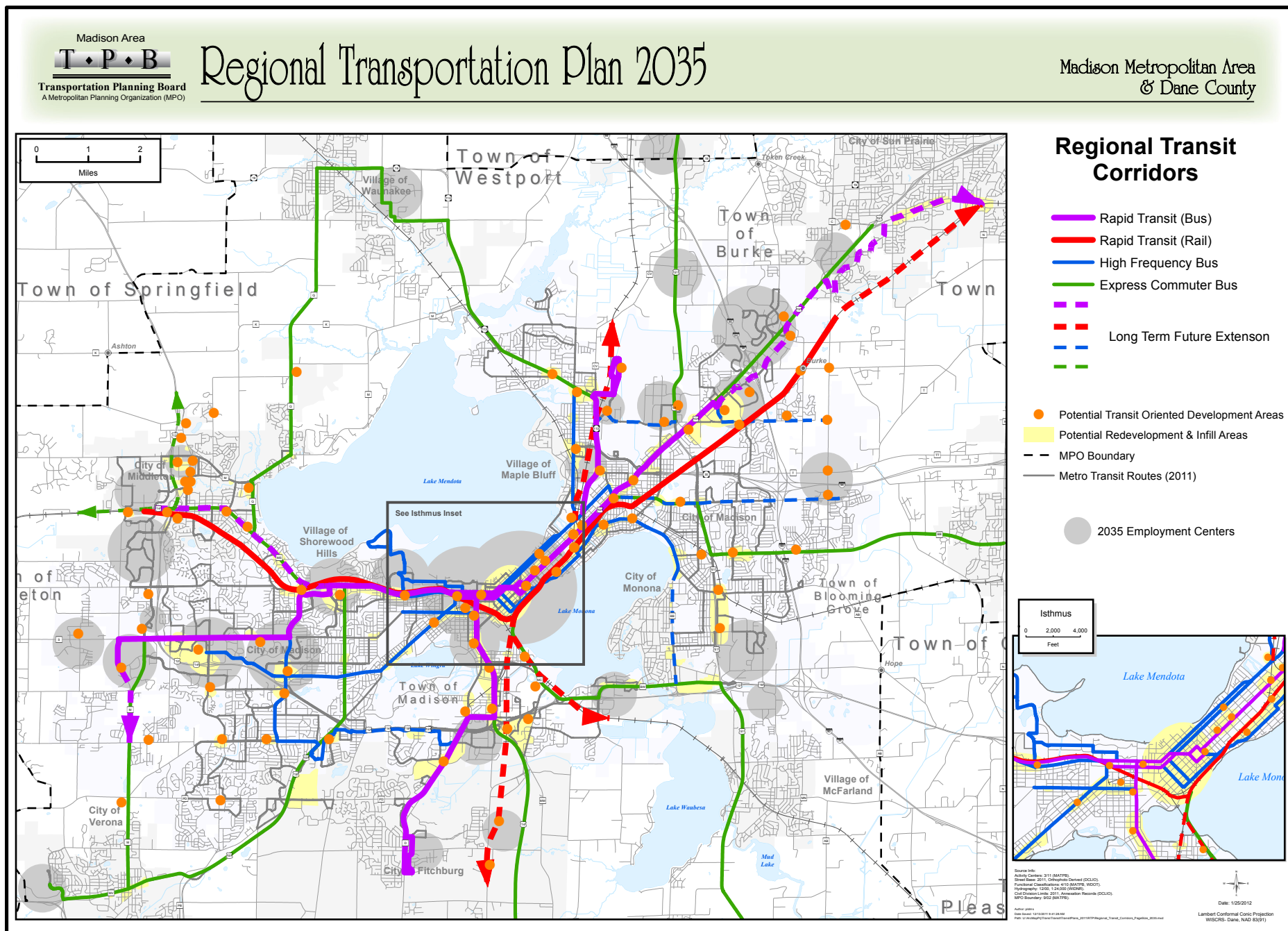
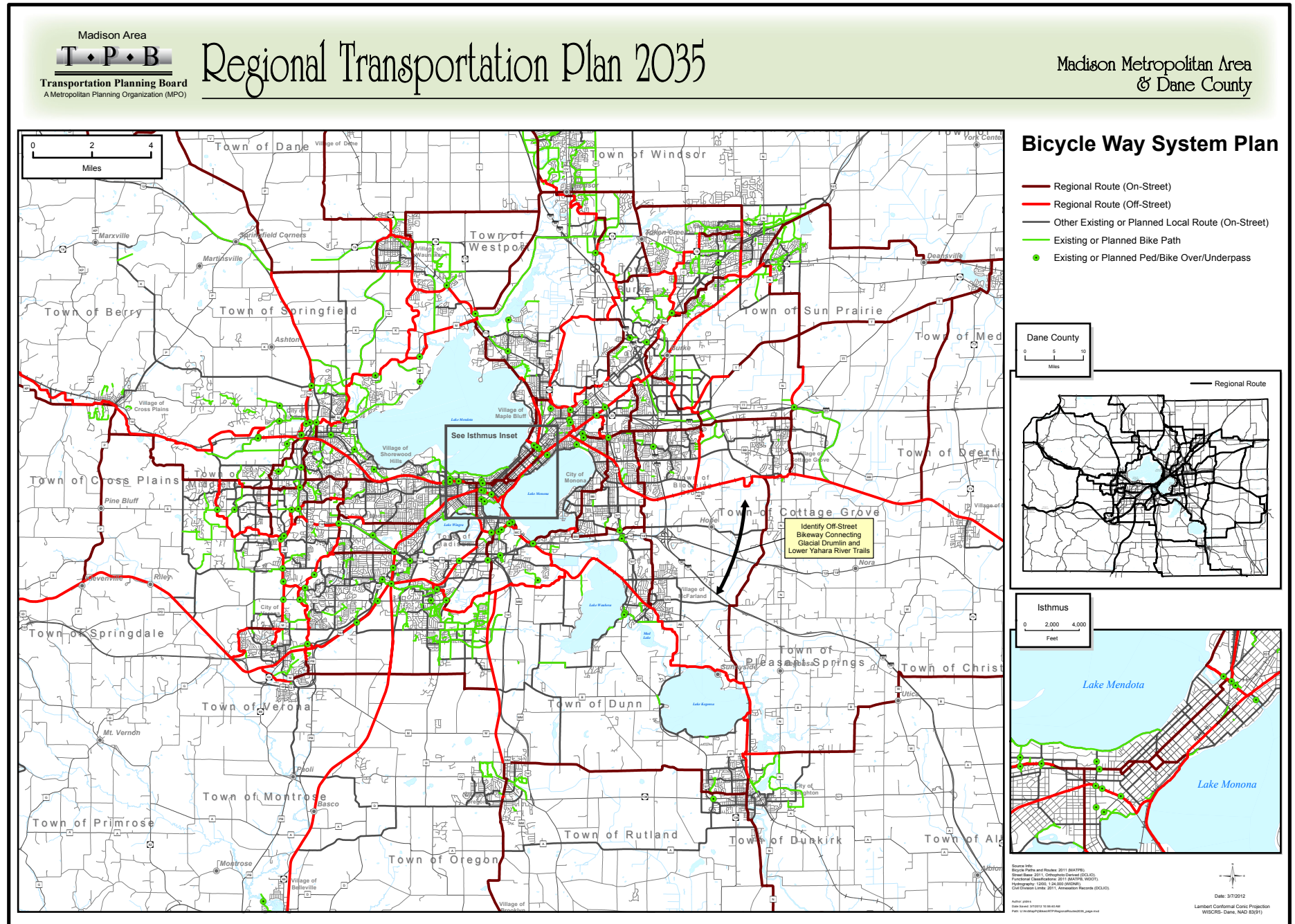


Figure 3



employment is forecasted to increase to 267,000. The forecast continues past trends that have seen the city's share of county employment fall.

The growth in the labor force in Dane County is not keeping pace with the growth in employment. This trend, which is expected to continue in the future, will result in more workers commuting into Dane County from other counties. Table 2 shows the Dane County labor force and Dane County and City of Madison employment projections. The future labor force working in the county is forecast at 345,000, leaving a total of 68,000 workers that will need to be imported from other counties. These and other intra-county work trips have a significant impact on the transportation system.<sup>2</sup> Even though work trips make up only 16% of all trips, they are typically the longest trip of the day.

Also, work trips and other trips are often made as part of a trip chain, contributing heavily to peak period congestion.

Travel demand is dependent upon the location, density, and mixtures of land uses, since the need for transportation stems from our need to access goods, services, and other people both within and outside of the region. The projected population, household, and employment growth used to develop the future travel forecasts was allocated or distributed based on the most recent local comprehensive plans and neighborhood development plans from communities in the county. The allocation assumed a significant amount of infill/redevelopment, consistent with the plans and regional land use policies. The full plan report includes a composite land use map of planned future growth as well as a map of existing and planned future major employment/activity centers.

**Table 1**  
**Population Projections: 2010 - 2035**

	Census		Forecast			Change	
	2000	2010	2020	2030	2035	2010 - 2035	2010 - 2035
						Amount	Percent
Dane County	426,526	488,073	559,000	624,500	653,900	165,827	34.0
City of Madison	208,054	233,209	254,800	279,700	290,500	57,291	24.6
City as % of County	48.8	47.8	45.6	44.8	44.4	34.5	-

Sources: U.S. Census Bureau (2000 & 2010 data), Wisconsin Dept. of Administration (2035 county & 2030 municipal forecasts), Capital Area RPC (2035 urban service area pop. Forecast), Madison Area TPB.

**Table 2**  
**Labor Force and Employment Projections: 2000 - 2035**

	2000	2035	2000 - 2035 Chg.	2000 - 2035 Chg.
	Actual	Forecast	Amount	Percent
County Civilian Labor Force	255,800	364,400	108,600	42.5
Total Working in County (94.7%)	242,300	345,100	102,800	42.4
Labor Force Imported from other Counties	33,900	68,100	34,200	101.0
County Employment (Place of Work)	285,000	422,000	137,000	48.1
City of Madison Employment (Place of Work)	186,500	266,800	80,300	43.1
City as % of County Employment	65.5	63.2	58.6	-

Source: U.S. Census Bureau (2000 data), Wisconsin Dept. of Workforce Development (2000 data), Capital Area RPC (labor force forecast assumptions), and Madison Area TPB.

<sup>1</sup>The City of Madison forecast does not account for population in the Towns of Madison, Burke, and Blooming Grove, which will become part of the city in the future per boundary agreements with these towns.

<sup>2</sup>Continued increases in fuel prices, changes in housing cost and availability, increased telecommuting, and other factors could affect the forecast, which is based on a continuation of past trends

For more information contact:



The preparation of this report has been financed in part by funds from the Federal Highway Administration and Federal Transit Administration, U.S. Department of Transportation, and by the Wisconsin Department of Transportation.