

CHAPTER 1: INTRODUCTION

- Purpose of the Plan
- The Planning Process
- Relationship to Other Plans and Studies
- Stakeholder Involvement and Public Outreach

PURPOSE OF THE PLAN

The Madison Region is Growing

Since 2000, over 22% of the state of Wisconsin's population growth occurred within Dane County. A highly urban county, nearly 90% of the county population lives in the Madison Urban Area. During the same time period, employment within the county grew by nearly 37,000. As the region grows and evolves, it will need an efficient, safe, and integrated transportation system. The system must provide a mix of transportation choices – walking, biking, transit, and driving – that provide a variety of ways to access jobs, recreational facilities, shops, restaurants, and other communities.

Metropolitan Area Planning Boundary

for the Greater Madison Area

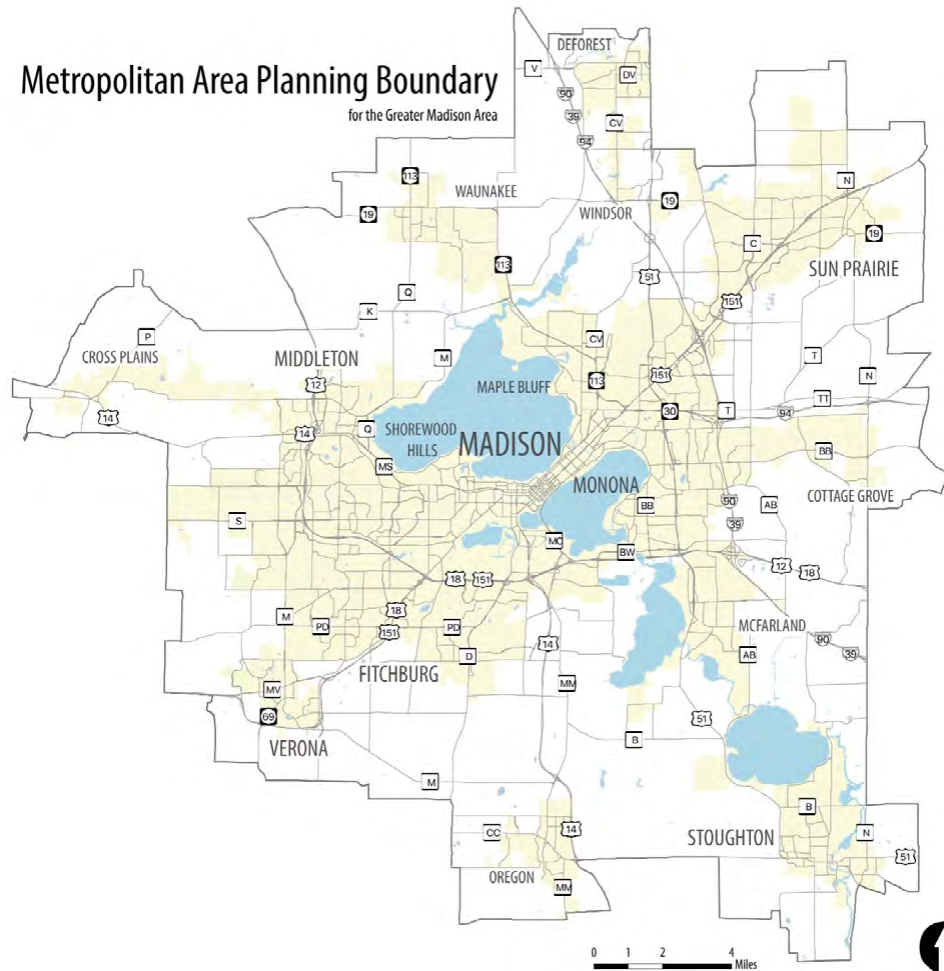


Figure 1-1: MATPB Planning Boundary

The purpose of this plan is to identify how the region will invest in the transportation system across all modes over the next 30+ years. The plan will ensure that transportation projects are coordinated between the various levels of government (municipal, county, and state.)

Dane County Population 2000-2015

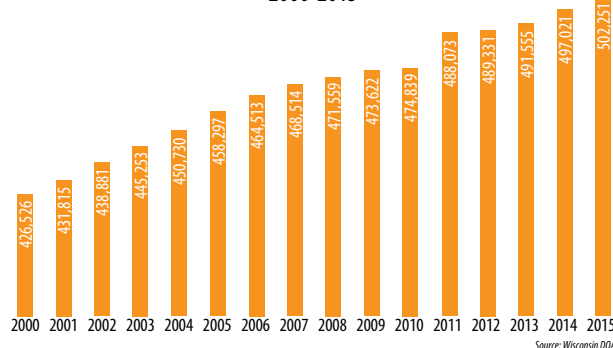


Figure 1-2: Dane County Population 2000 - 2015

Dane County Average Annual Employment 2000-2015

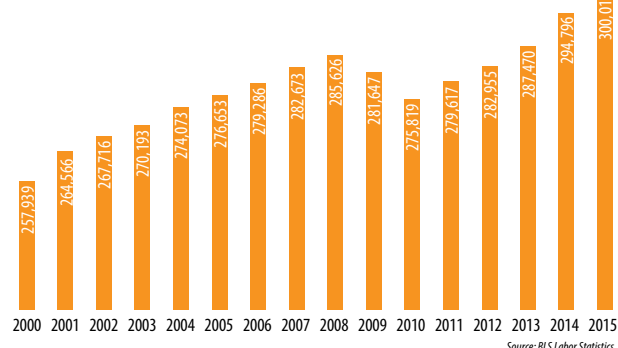


Figure 1-3: Dane County Average Annual Employment 2000 - 2015

Why is the Transportation System Important?

In late 2015, the Madison Area Transportation Board (MATPB), the Metropolitan Planning Organization (MPO) for the Madison area, teamed with the [Capital Area Regional Planning Commission \(CARPC\)](#) on the [Greater Madison Region Values and Priorities Survey](#). The purpose of the survey was to determine the values and priorities of area residents to ensure that planning decisions speak to and correspond with the desires of the region's residents.

Results of the survey show that financial well being – the ability to afford to live in the region – is the value driving most regional residents. To that end, the transportation system is critical to the economic success of residents and businesses in the region.

For businesses, a well-developed transportation network allows for the quick and efficient movement of services and goods.

For example, “just-in-time” delivery has been used in the manufacturing industry as an inventory management strategy. The businesses increase their efficiency and reduce their overhead by receiving raw materials or production inputs just before they are needed in the production process. In the retail, restaurant, and hospitality industries, it is important to have a network that is reliable and convenient to ensure a steady stream of customers. For biotech and software businesses, convenient access to an airport for freight shipments and business flights could be the difference between locating in the region or not. A high quality transportation system with transit and bicycling options is also important for businesses in attracting young, educated, and skilled workers. National surveys have shown this is one of the top criteria of Millennials in choosing where to live.

For residents, an integrated multi-modal transportation system provides multiple options for commuting, shopping, leisure, and regional travel. Transportation also impacts neighborhood and community affordability, as well as the viability of community development. The transportation network also has a direct impact on the quality of life in the region. Safe and efficient regional transportation facilities ensure convenient business and leisure travel. An integrated, well-connected network makes traveling by all modes more convenient and enjoyable. The network can also help to foster community with streets acting as community, gathering and meeting spaces.

The Role of the Metropolitan Planning Organization

MPOs, such as MATPB, are statutorily required in all urbanized areas with a population of more than 50,000. As required by federal law, MPOs are policy boards comprised of mostly local elected officials that perform six core functions:

1. Establish a setting for effective transportation planning and decision-making that is a fair and impartial.
2. Identify and evaluate transportation improvement options, and use data and planning methods to determine whether the options support long-range regional goals and system performance targets.
3. Prepare and maintain a Regional Transportation Plan (RTP).
4. Develop and maintain a [Transportation Improvement Program \(TIP\)](#).
5. Identify performance measure targets and monitor whether implemented projects are achieving targets.
6. Involve the general public and other affected constituencies in the planning process.

During the RTP, TIP, and [Unified Planning Work Program \(UPWP\)](#)¹ development and maintenance processes, MPOs engage state departments of transportation, transit providers, and local municipalities in a continuing, comprehensive, and cooperative (3C) multimodal transportation planning process. This 3C process ensures that resources are used in the most effective manner



¹ <https://www.transit.dot.gov/regulations-and-guidance/transportation-planning/unified-planning-work-program-upwp>

possible and that there is continuity of the transportation system across jurisdictions.

MPOs do not own nor operate transportation systems, but rather serve to coordinate and build consensus in the planning and programming of funds for transportation projects and operations. MATPB involves a variety of stakeholders into the planning process including Metro Transit, WisDOT, the airport authority, rail-freight providers, private providers of transit, and local municipalities.

Urbanized areas with populations of more than 200,000, such as the Madison region, are designated as Transportation Management Areas (TMAs). TMAs have additional planning responsibilities, including the creation of a congestion management process. Further, TMAs must include officials of public agencies that administer or operate public transportation systems within the metropolitan area on the policy board as well as appropriate state officials.²

Federal Regional Transportation Planning Requirements

Most major transportation projects are funded through a mix of federal, state, and local funding. Likewise, projects can have a variety of lead agencies that are responsible for planning, construction, and maintenance, including communities, counties, and states. To ensure a unified metropolitan transportation planning process, FHWA's Metropolitan Planning Program provides funding for MPOs to act as a coordinating agency. MPOs work with all stakeholders involved on projects to ensure a seamless transportation network, logical timing of project construction, and to eliminate redundancy between communities. Agreed upon projects are added to the TIP. Projects that are not in the TIP cannot receive federal transportation funding.

MPOs are bound by a number of statutory requirements that are incorporated into transportation funding and authorization bills. For example, in 2012, the [Moving Ahead for Progress in the 21st Century Act](#) (MAP-21) was authorized. MAP-21 largely built upon the previous authorization and added requirements to use a performance-based approach to transportation decision making and the development of transportation plans.³ To meet this requirement, MPOs create performance reports that contain targets set to correspond with plan goals.

The most recent authorization bill, the [Fixing America's Surface Transportation Act \(FAST\)](#), builds upon MAP-21, and adds requirements that MPOs:

- Identify and list intercity bus providers, intercity bus routes, intercity bus facilities, and commuter van pool providers in regional transportation plans. Identify public transportation facilities and providers in regional transportation plans
- Add a representative of a transit provider to the MPO board with equal authority as other members and allow them to also represent their local community
- Consult with additional local planning officials during the planning process, including tourism and natural disaster preparedness planners
- Expand the scope of the regional transportation plan to add improving the transportation system resiliency and reliability; reducing or mitigating the storm water impacts of surface transportation, and enhancing travel and tourism
- Develop strategies to reduce the vulnerability of existing transportation infrastructure to natural disasters
- Consider the role that intercity buses may play in reducing congestion, pollution, and energy consumption in a cost-effective manner; and strategies and investments that preserve and enhance both public and privately owned and operated intercity bus systems
- Ensure that public ports and private providers of transportation, including intercity bus operators and employers with commuting programs be given reasonable opportunity to comment on the RTP

MATPB has worked to fulfill these and other requirements since the FAST Act was authorized.

² http://www.fhwa.dot.gov/planning/publications/briefing_book/part01.cfm

³ <http://www.fhwa.dot.gov/map21/factsheets/mp.cfm>

FAST ACT

MAP-21 introduced a requirement for MPOs to take a performance-based approach to planning and programming. This performance-based approach will produce measurable outcomes that can influence future decisions. The FAST Act continues this transition towards a performance-based, outcome-driven approach.

The U.S. Department of Transportation (USDOT) recommends the following performance-based planning and programming process:

- Strategic Direction— a vision for the future, as articulated by the public and key stakeholders:
 - Goals— an aspiration or desired result of the plan
 - Objectives — Strategies or implementation steps to attain the identified goals
 - Performance Measures — Ways to quantitatively examine and track the progress towards implementing objectives over time
- Planning Analysis — a public involvement and performance-driven review of existing and projected future conditions used to develop investment and policy priorities:
 - Identification of Trends and Targets — review of the performance data to find the general direction of measures and setting of desired levels of performance to be achieved within a certain time frame
 - Identification of Strategies and Analysis of Alternatives — development of scenarios with packages of policies and/or projects that could be used to reach identified performance targets or explore the types of funding that would be required to achieve a certain level of performance
 - Development of Investment Priorities — selection of the scenario that supports attainment of the targets, considering trade-offs between different goal areas as well as policy priorities
- Programming — Selecting specific investments to include in the transportation improvement program or TIP:
 - Development of Investment Plan — an optional mid-range (10-year) plan that links the TIP to the RTP
 - Allocation of Resources / Programming Projects — TIP project prioritization based upon the basis of performance with a demonstrated clear link to meeting performance objectives
- Evaluation of Implementation — Ongoing review of success and failures:
 - Monitoring — gathering information on actual conditions
 - Evaluation — analysis to understand the extend implemented strategies have been effective
 - Reporting — communicating information about system performance and effectiveness of plans and programs to policymakers, stakeholders, and the public



MATPB completed the first [Performance Measures Report](#) for the Madison area in 2016. The results of the report informed the recommendations in the RTP and will also inform projects selected for inclusion in the TIP.

Performance-Based Planning and Programming Framework

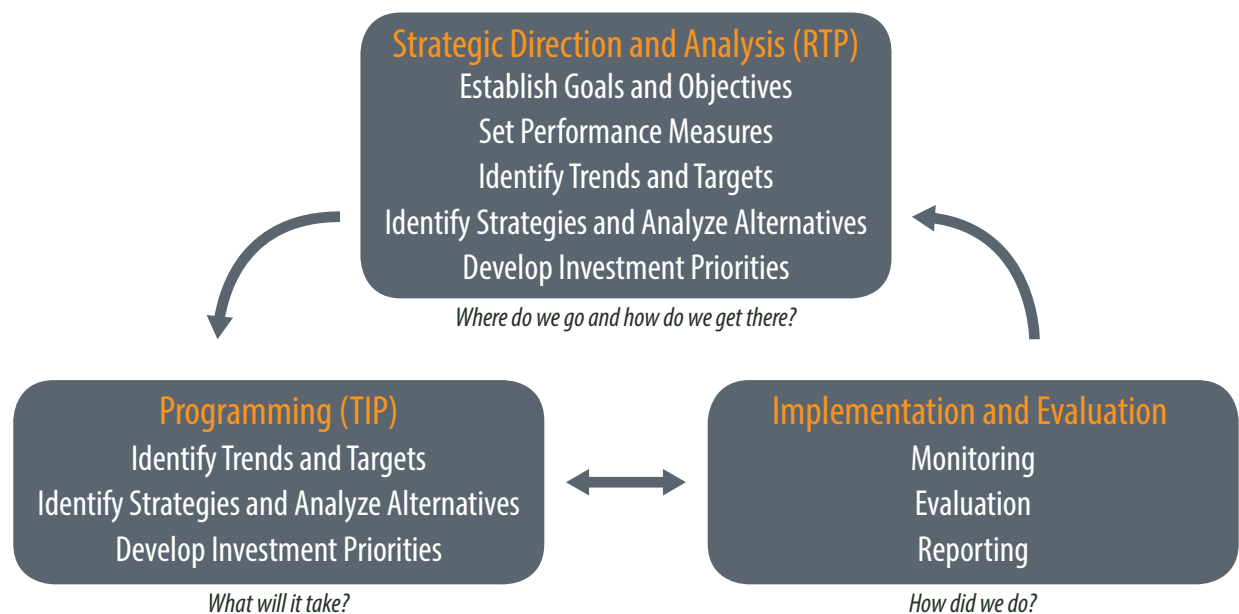


Figure 1-4: Performance-Based Planning and Programming Framework

THE PLANNING PROCESS

What is the Regional Transportation Plan?

The RTP is an integrated, multi-modal plan that articulates how the region intends to manage and operate its multi-modal transportation system (including transit, highway, bicycle, pedestrian, and other modes) to meet the region's economic, transportation, development, and sustainability goals. The RTP defines the transportation goals for the region and specifies the policies, projects, and strategies that will achieve these goals. Additionally, the plan ties goals to performance measures and sets performance goals to track the region's progress in meeting plan goals. Further, a board-approved and FHWA-accepted RTP is required for a metropolitan area to be eligible to receive federal funding for transportation projects.



The RTP acts as a transportation investment guide that MATPB, local jurisdictions, and the Wisconsin Department of Transportation (WisDOT) use to ensure a unified regional transportation network. As a "fiscally constrained" plan, the RTP must demonstrate that the projects listed in the plan can be implemented using committed, available, or reasonably available revenue sources. The RTP must be updated every five years and cover a minimum of 20 years.

The RTP is based upon and designed to support CARPC's regional land use policy plan and local comprehensive plans for growth and development.

Plan Development Process

The RTP was developed using a process that can be broken down into various steps including:

- Establish a regional vision and goals by engaging the public and stakeholder groups in a robust involvement process
- Perform an existing conditions analysis in which trends related to demographics, the economy, land use development, travel, and transportation system performance are examined and their relationship to plan goals and performance measures established
- Develop population and employment forecasts for the planning period
- Analyze the existing conditions in combination with forecasts to develop improvement strategies and projects and determine the capital requirements, operational strategies, and land use policy changes that may be needed in combination with these strategies and projects
- Evaluate and prioritize the strategies and projects in order to ensure consistency with plan goals and make progress towards performance targets

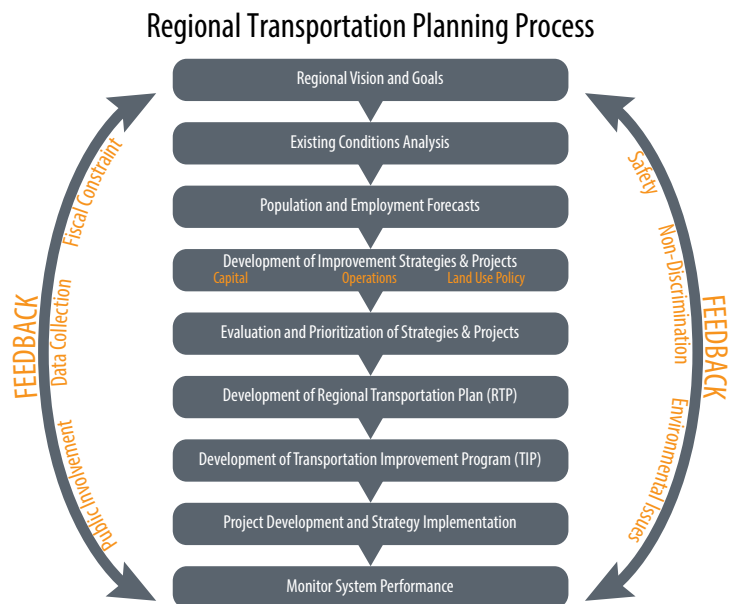


Figure 1-5: Regional Transportation Planning Process

Additionally, while preparing the RTP the following National Planning Factors guided the planning process:

- Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency
- Increase the safety of the transportation system for motorized and non-motorized users
- Increase the security of the transportation system for motorized and non-motorized users
- Increase accessibility and mobility for people and freight
- Protect and enhance the environment, promote energy conservation, and improve the quality of life for the community
- Promote consistency between transportation improvements and planned State and local growth and economic development patterns
- Enhance the integration and connectivity of the transportation system for all modes
- Promote efficient system management and operation
- Emphasize the preservation of the existing transportation system
- Enhance travel and tourism
- Improve the resiliency and reliability of the transportation system and reduce or mitigate stormwater impacts of transportation

Once these steps were completed, a financial capacity analysis was performed to ensure that any recommendations made in the RTP could be completed between now and 2050 using cost and revenue estimates. The draft RTP was then submitted to MATPB policy board for adoption.

MATPB adoption of the RTP demonstrates regional agreement upon the transportation vision for the metropolitan area. Upon adoption, the RTP implementation and performance measurement begin. Implementation can include building new facilities, adding transit service, implementing traffic and transit operational improvements, adding new trails, adopting policies, and completing further studies to refine improvements or strategies recommended in the plan.

Plan Development Timeline

The development of the RTP took place along a timeline that began in the fall of 2015 and concluded in the spring of 2017, with a public engagement process taking place concurrently. While many engagement activities were timed with plan development steps, others, such as social media and website updates and committee meetings, occurred throughout the planning process.

In the fall and winter of 2015, MPO staff began to collect data, analyze existing conditions, and prepare growth forecasts. While this was occurring, MATPB partnered with CARPC and the City of Madison to conduct the Madison Area Regional Values and Priorities survey in an effort to learn more about the values and concerns area residents.

Early 2016 was spent developing goals and policy objectives based on feedback from the first series of public information meetings that were held during that same time period. The RTP online engagement tools were also launched at this time.

During the summer and fall of 2016, MATPB staff used information obtained from community involvement activities (such as the earlier public meetings and survey tools), committee meetings, and information gathered previously in the planning process to develop improvement projects and strategies. At this time, the RTP began to be drafted.

In the fall and winter of 2016, the second series of public engagement activities took place. The meetings sought feedback on the improvement projects and strategies that MPO staff developed, as well as suggestions for additional projects. Feedback from these activities helped to inform the prioritization of projects and strategies that took place during this time. During the same time period, the MPO launched the online transportation budgeting tool to learn more about how area residents would like to see their transportation dollars spent.

Regional Transportation Plan Process and Schedule

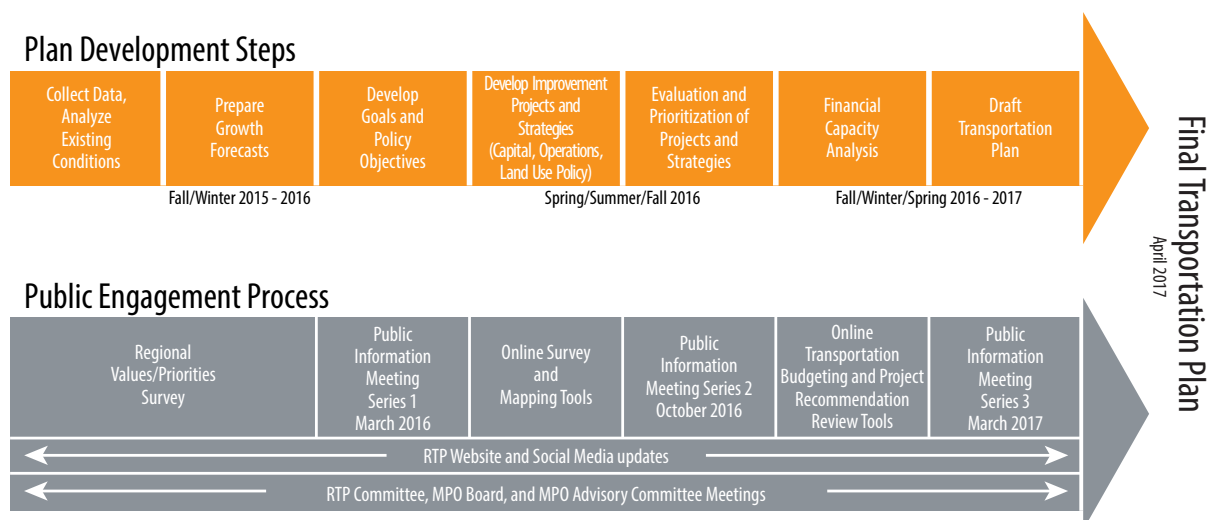


Figure 1-6: Regional Transportation Plan Process and Schedule

In the winter 2016 through the spring of 2017, staff completed a financial capacity analysis. This analysis determined which projects and strategies from the prioritized list would be included in the plan based on available funding. Once prioritized, the draft RTP was completed. During this same period environmental justice and environmental analyses of the draft RTP were completed to evaluate the impacts of the RTP on minority, low-income, and autoless households, and screen major projects for potential environmental impacts. The draft RTP was then presented at a public meeting, RTP Advisory Committee/TCC/CAC meetings, and the MPO board. Feedback from these meetings was incorporated into the final draft RTP, which was, in turn, approved by the MPO board on April 5, 2017.

RELATIONSHIP TO OTHER PLANS AND STUDIES

Transportation planning is a continuous process. The RTP builds upon a number of other planning efforts, studies, reports, and programmed transportation projects. Where applicable, the RTP has incorporated recommendations and policies from current plans including (but not limited to):

MPO Plans and Studies

[2035 Regional Transportation Plan Update \(2012\)](#)

MATPB's previous RTP. The 2035 RTP Update was a minor update to the RTP 2030 (2006) to account for new and modified land use plans, growth and development, new household, employment and traffic forecasts, and other changes and trends affecting the system since the RTP 2030 was adopted. As with all RTPs, it 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.



[Bicycle Transportation Plan \(2015\)](#)

The Bicycle Transportation Plan for the Madison Metropolitan Area and Dane County is a comprehensive bicycle plan to serve as a blueprint for continuing to improve bicycling conditions and increase bicycling levels throughout Dane County. The planning horizon is 2050. It provides a framework for cooperation between state agencies, Dane County, and local governments in planning for and developing bicycle facilities and programs. It is intended to educate citizens and policy makers on bicycle transportation issues and the needs of bicyclists as well as present resources for planning, designing, and maintaining bicycle facilities. The plan is a component of MATPB's RTP.

[Madison Area Bus Rapid Transit Study \(2013\)](#)

This feasibility study investigated how Bus Rapid Transit (BRT) might be used in the Madison Area. This study investigated four corridors radiating from Central Madison – west, south, east, and north – connected by a central spine through the Isthmus. BRT is a fast, frequent, high-capacity, limited-stop transit service that offers an improved rider experience on busy travel corridors. It offers many similar advantages to rail transit. The study identified a proposed system, provided cost and ridership estimates, and identified next steps for potential implementation of BRT.

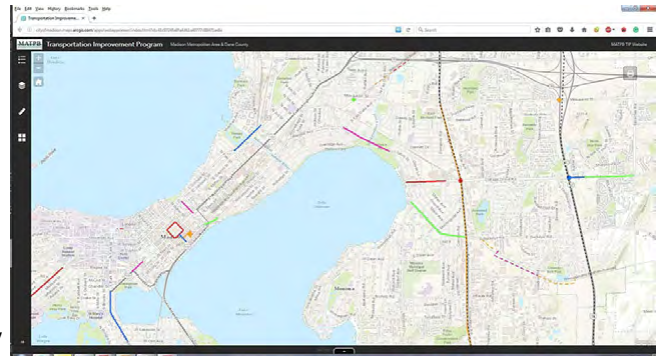
[2017-2021 Transportation Improvement Program \(2016\)](#)

The Transportation Improvement Program (TIP), which MATPB updates annually, is a coordinated listing of short-range transportation improvement projects anticipated to be undertaken in the next five-year period. The TIP is the mechanism by which the long-range RTP is implemented, and represents the transportation improvement priorities of the region.

Projects within MATPB Planning Area must be included in the TIP in order to be eligible to receive federal funding assistance. Outer county area projects are also listed for information and coordination purposes. The list is multi-modal. In addition to streets/roadways, it includes transit, pedestrian, bicycle, parking, and rideshare/transportation demand management projects.

The coordinated listing of projects in the TIP is a cooperative effort by state and local implementing agencies and the staff of MATPB, and is primarily based upon capital improvement programs and budgets. Implementing agencies submit their lists of proposed projects to MATPB staff to coordinate into a comprehensive list of proposed transportation improvements, with information about project scope, cost timing, etc. The listing is subject to review by local units of government, MATPB Technical Coordinating Committee (TCC), and MATPB. Opportunities are also provided for public involvement and comments.

The TIP is not a final schedule of project implementation. The time frame shown in the TIP is a “best estimate.” The timing of projects can change due to delays in project development activities, changes in implementation priorities, and other factors. Annual updates to the TIP allow for these adjustments to project schedules and changing transportation improvement priorities. In addition, the TIP may be amended after it is adopted in order to add or delete projects, change project timing, or accommodate cost, phasing, or scope changes to a project. These amendments are usually minor. If a major change were to be adopted, an opportunity for formal review and comment would be provided.



An image from the Transportation Improvement Program interactive website. Click on the image to view the website.

[MATPB Performance Measures Report \(2016\)](#)

The Performance Measures Report measures progress towards regional transportation goals, identified in the RTP, using data from a variety of sources. The report, which is released annually, is used along with the TIP and RTP in the new performance-based planning process.



Cover of MATPB Performance Measures Report. Click on the image to view the report.

[2013-2017 Transit Development Plan \(2013\)](#)

The Transit Development Plan (TDP) for the Madison Urban Area is a short- to medium-range strategic plan intended to identify transit needs and proposed improvements and studies over a five-year planning horizon. MATPB is responsible for developing and maintaining the TDP. MATPB works in close cooperation with Metro Transit and other transit providers, funding partners, and jurisdictions in the Madison area to develop the plan. The TDP is developed within the overall framework of the long-range RTP.

[Congestion Management Process \(2011\)](#)

Metropolitan Planning Organizations with planning area populations over 200,000 are designated as Transportation Management Areas (TMA) by FHWA. In these areas, a Congestion Management Process (CMP) must be developed and implemented as a part of the metropolitan planning process. The CMP is an 8-step process:

- Develop Congestion Management Objectives;
- Identify Area of Application;
- Define System or Network of Interest;
- Develop Performance Measures;
- Institute System Performance Monitoring Plan;
- Identify and Evaluate Strategies;
- Implement Selected Strategies and Manage Transportation System; and
- Monitor Strategy Effectiveness.

MATPB developed its first CMP in 2011 based on a cooperatively developed and implemented metropolitan-wide strategy that provides for the safe and effective management and operation of the transportation system. Strategies from the CMP are incorporated into the RTP and TIP. Strategies used to manage travel demand, reduce single occupant vehicle (SOV) travel, and improve transportation system management and operations are all to be considered, as well as those that explicitly address bicycling and walking.

[Madison Metro Transit Bus Size Study \(2014\)](#)

The Bus Size Study contains a detailed analysis of Metro Transit bus routes to determine the suitability of larger or smaller vehicles for different routes on the system. The study includes supplemental analysis on the introduction of larger or smaller buses into the fleet, including the financial implications of such a move, an analysis of whether or not existing bus maintenance facilities and stops can accommodate larger buses, and the effects larger buses would have on vehicle scheduling and operations.

WisDOT Plans and Studies

[Connections 2030 \(2009\)](#)

Connections 2030 is WisDOT's long-range transportation plan for the state of Wisconsin. This plan addresses all forms of transportation over a 20-year planning horizon: highways, local roads, air, water, rail, bicycle, pedestrian, and transit. The plan outlines priority projects and studies within the metropolitan planning area.

[Wisconsin State Freight Plan \(2017\)](#)

The State Freight Plan is WisDOT's first attempt at articulating a statewide vision for multimodal freight transportation. The plan includes five key elements: linking transportation investments to economic development activities, placing Wisconsin within a national and global context, engaging and reflecting the interests of a wide array of freight stakeholders, implementation - from planning to project development and programming, and performance measures and management. Local freight routes were ranked as part of the planning process.

[Madison Beltline Study \(ongoing\)](#)

The Madison Beltline Study is a three part study process that will focus on improving safety and mobility for all modes of travel while reducing congestion and limiting social, cultural, and environmental impacts. An origin-destination study was completed in 2012. WisDOT began a planning and environmental linkages (PEL) study for the corridor in 2013. A National Environmental Policy Act (NEPA) study will follow the completion of the PEL Study.

[U.S. Highway \(US\) 51 Stoughton Road Corridor Study \(ongoing\)](#)

This study is evaluating long-term alternatives to address the safety, congestion, and gaps in the bicycle and pedestrian facility network along this corridor. This study will follow a phased implementation approach that will identify sections of the corridor for construction and potential timing. Interim improvements may be needed for sections of the corridor in subsequent phases in order to meet the project purpose and need until construction of those phases can occur.

[US 51 Corridor \(Stoughton – McFarland\) Study \(ongoing\)](#)

This study is evaluating alternatives that will improve safety and congestion along the corridor, and address needs of bicyclists and pedestrians. Improvements in the corridor are being addressed in an environmental assessment (EA) to identify near-term improvements. A Tier 1 environmental impact statement (EIS) to analyze long-term improvements was suspended because of the unlikelihood of funding being available in the near future for a major capacity expansion project. The US 51 study corridor is an important regional and commuter route and serves as an important link to the Madison area and beyond.

[US 12 Freeway Conversion Study \(ongoing\)](#)

This corridor study examines a 6.1 mile stretch of US 12 in the northwestern portion of the MPO planning area. The route is part of Wisconsin's National Highway System and provides a parallel route from the Madison metro area to I-39/90/94. The study aims to develop an alternative that will increase highway functionality and safety along corridor. Dane County's North Mendota

Parkway Study intends to tie into US 12 for the western terminus. The environmental documentation is on schedule to be completed in the Summer of 2017. WisDOT intends to initiate a final official mapping of this corridor phase in 2018.

[US 18/151 Freeway Conversion Study \(ongoing\)](#)

This study examines a 28-miles portion of US 18/151 in portions of Iowa and Dane counties, from Dodgeville to Verona, to develop a long-term plan for freeway conversion. This study will result in the eventual removal of all direct local road and driveway access onto US 18/151. Originally completed in 2014, an official re-evaluation of the environmental document is currently underway, focusing on the Barneveld area, which will be followed by the adoption of the official map.

[I-39 & US 12/18 Madison Beltline Interchange \(BIC\) Study \(ongoing\)](#)

The purpose of this project is to improve the overall safety of the interchange by improving its geometrics, providing additional capacity to accommodate increased future traffic volumes, and enhance connectivity with the regional transportation network in the area. The Beltline Interchange was included in the 2010 finding of no significant impact (FONSI) for the I-39/90 expansion project, however due to expanded study limits and unique natural and cultural resources an environmental impact statement is currently being prepared for the interchange.

[WIS 19 Safety and Operations Study \(2016\)](#)

WIS 19 is an important regional route serving the northern metropolitan area of Madison, functioning as a connector to the I-39/90/94, US 151, and US 12 corridors. The study analyzed safety and operational issues, including access, to produce a corridor management plan that identifies corridor deficiencies, in addition to improvement recommendations, to extend the highway's useful life.

[WisDOT Southwest Region Park-and-Ride System Study \(2015\)](#)

WisDOT Southwest Region initiated the Southwest Region Park-and-Ride System Study to provide more efficient and sustainable commuting choices and reduce traffic volumes on the state highway system by locating park-and-rides at optimal locations. The first step in the location selection process is identifying areas where park-and-ride lots may be practical, with potential to attract users and meet WisDOT's park-and-ride program goals. The purpose of this report is to present the screening methodology for assessing the most efficient locations for future park-and-ride facilities in the sixteen county study area of the Southwest Region.

Local Plans and Studies

[CARPC Future Urban Development Area \(FUDA\) Plans](#)

FUDA is a collaborative, locally-driven effort among neighboring jurisdictions and the Capital Area Regional Planning Commission. The purpose is to protect vital natural resources, promote efficient development, and preserve farmland through cooperative planning for long-term growth. FUDA provides additional resources that local communities may use to update their comprehensive plans.

[Madison in Motion – Sustainable Madison Transportation Master Plan \(2017\)](#)

Madison in Motion, the City of Madison's Sustainable Madison Transportation Master Plan, will guide future transportation decisions in Madison, in order to help make Madison a more walkable, bikeable, and transit-oriented city. Madison in Motion will build on adopted transportation and land use plans to improve coordination, connectivity, and transportation choice while establishing a framework to strengthen neighborhoods with context-appropriate future development.

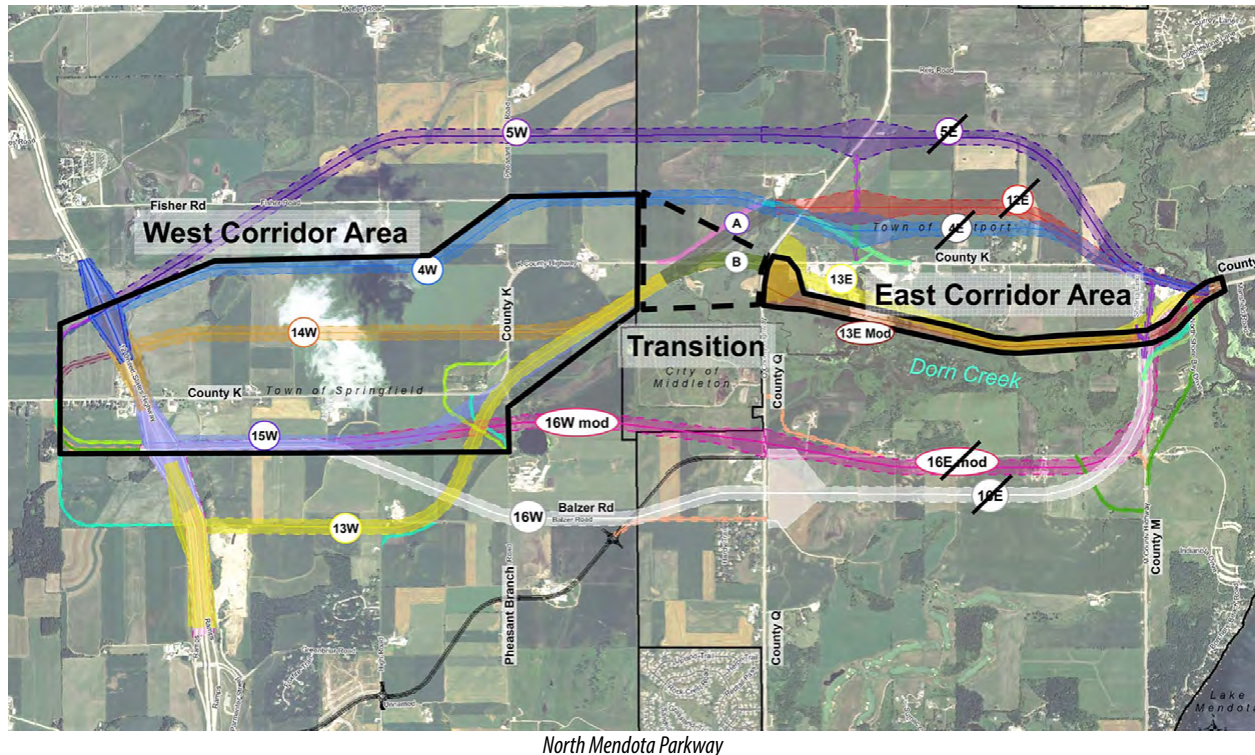


Dane County's North Mendota Parkway Study (2009)

The North Mendota Parkway Study developed a series of recommended study areas for a future north-metro parkway route:

- An eastern corridor area between County Highway M and County Highway Q;
- A broader western corridor area between the Town of Westport / Town of Springfield line and U.S. Highway 12, and;
- A transition area to connect the eastern corridor and western corridor areas.

Additionally, the study recommended a natural resource area boundary to protect the environmental, water, scenic, and recreation resources in the North Mendota area. The plan was adopted and incorporated into the Dane County Parks and Open Space Plan; however, capital funds have not yet been identified to construct this route.



STAKEHOLDER INVOLVEMENT AND PUBLIC OUTREACH

The intent of the RTP is to offer a vision and blueprint for the future of the transportation network in the Madison area. To develop this vision and find consensus between competing interests, it is important to have a robust dialogue between the community, stakeholders, and local officials. MATPB staff worked to facilitate opportunities for all interested parties to participate in the planning process and attempted to make that process more inclusive for those that may not feel comfortable or have the time for traditional forms of participation.

The public involvement process for RTP 2050 included:

- An interactive public participation website
- A RTP advisory committee made up of local elected officials and community leaders
- A community values and priorities survey
- Three series of three public involvement meetings
- MATPB newsletter updates

Specific materials delivered during the involvement process can be found in Appendix I.

Public Participation Website

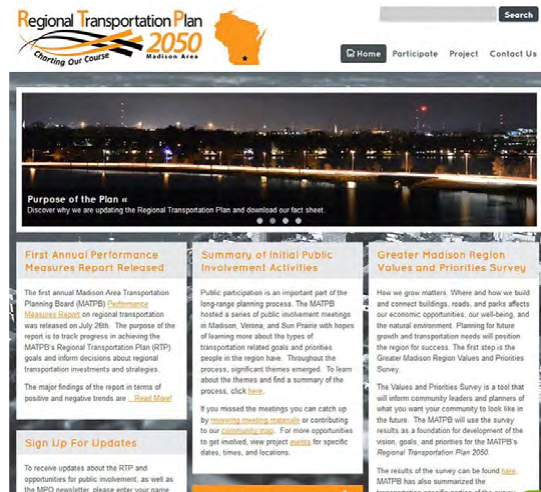
At the start of the planning process, MATPB worked with a consultant to create an interactive website for the RTP in an effort to increase public participation and interest in the planning process. The website, MadisonAreaRTP.com, provided project news, descriptions of the plan development process, a listing of RTP related boards and committees and corresponding membership, a timeline of public engagement activities and meetings, links to related plans and studies, information about MATPB, and interactive tools at specific points in the planning process.

RTP Committee

An ad hoc RTP Advisory Committee was created to help guide development of the plan. The committee consisted of primarily elected officials, citizen members of local transportation related committees, and others representing important stakeholders and constituencies in the region. Membership included:

- Stephen Flottmeyer – Planning Chief, WisDOT SW Region & MPO Policy Board Member
- Jennifer Sarnecki – Statewide Planning Chief, WisDOT
- Chuck Kamp – General Manager, Metro Transit & MPO Policy Board Member
- Paul Esser - Mayor, City of Sun Prairie
- Hans Hilbert - Alder, City of Middleton, District 7 & Chair of the Ped/Bike/Transit Committee
- Elizabeth Doyle - Alder, City of Verona, District 1 & Council President
- Kim Lobdell - Chair, City of Fitchburg Transportation & Transit Committee
- Carl Chenoweth - Dane County Supervisor, District 35 & Member, Commission on Economic and Workforce Development
- Rod Clark, Member – Village of McFarland, Finance & Ad Hoc Transportation Needs Committees
- Kevin Little – Managing Director of Economic Development, Greater Madison Chamber of Commerce
- Amanda Larson – YW Transit Program Coordinator, YWCA Madison
- Dave Porterfield – Real Estate Developer, Movin' Out, Inc.
- Jessie Lerner – Executive Director, Sustain Dane
- Ken Golden – Member of CARPC, Member of City of Madison Transit & Parking Commission, Member of MPO Policy Board
- Betty Hicks – Member, City of Madison Disability Rights Commissions and ADA Transit Subcommittee
- Tom Wilson - Attorney/Administrator/Clerk - Treasurer, Town of Westport
- Chad Lawler - Director of Government Relations & Advocacy - Madison Area Builders Association
- Susan Schmitz - President - Downtown Madison, Inc.

The committee helped identify important issues facing the regional transportation system and how those issues impact their constituencies. Additionally, the committee provided feedback on plan goals and policies, public outreach strategies, project recommendations, and chapter drafts.



Images of the RTP 2050 website.

Community Values and Priorities Survey

MATPB partnered with the Capital Area Regional Planning Commission (CARPC) to conduct the Priorities and Values Survey of the greater Madison region, with the support of the consulting firm Heart+Mind Strategies. The scientific survey of 457 residents was conducted December 8-22, 2015. Midway through the scientific study, an open survey was conducted, garnering 1,179 responses, primarily from the Madison urban area. The purpose of the survey was to determine regional priorities, values, and motivations that could be used to guide the planning process in the area. The survey asked general questions about the region, as well as transportation-specific questions.

The key findings of the survey were as follows:

1. Madison region residents enjoy a high quality of life and have a relatively positive outlook – well above the national average. However, residents believe that the local economic recovery has been sluggish.
2. While growth is viewed as inevitable, most believe it brings benefits and should be encouraged.
3. Education (K-12 and Higher) and agriculture are seen as the top regional equities. Jobs, income inequality, affordable housing, crime, and access to healthcare are top regional challenges.
4. Financial wellbeing, personal security, and a sense of community are the dominant personal values of residents in the region.
5. High support for regional visioning (or planning) that focuses on safe neighborhoods, affordable housing, revitalization and reinvestment to reduce crime, and improving base infrastructure.
6. Strong support for regional transportation investment, particularly increases in road maintenance, and improvement/expansion of public transportation.

Specific to transportation, the survey asked participants if they agreed with a number of growth management and transportation strategies. Some of the most popular strategies included “Improving Neighborhood Walking and Biking Safety/Convenience” (85% favorable), “Improving Base Infrastructure” (79% favorable), and “Investing in High Poverty/Crime Areas” and “Revitalizing Old Neighborhoods” (both 77% favorable).

Participants were also asked if having a long-range regional transportation plan was important, with 67% saying that it was “Extremely Important” or “Very Important.” Though participants viewed planning to be important, only 33% believed that the planning and implementation of transportation solutions was going “Good” or “Excellent.”

Participants were then asked about what they felt the appropriate level of investment was for a variety of transportation projects across all modes. Overall, participants desired increased investment in road maintenance, new and expanded highways, and new and expanded transit service.

When asked about the top transportation priorities, participants said that using the latest transportation technology, locating



Values and Priorities Survey presentation at the Madison Public Library - Central Library on February 16th, 2016. Photo credit: [CARPC](#).

Top Growth and Transportation Mitigation Strategies Priorities and Values Survey, December 2015

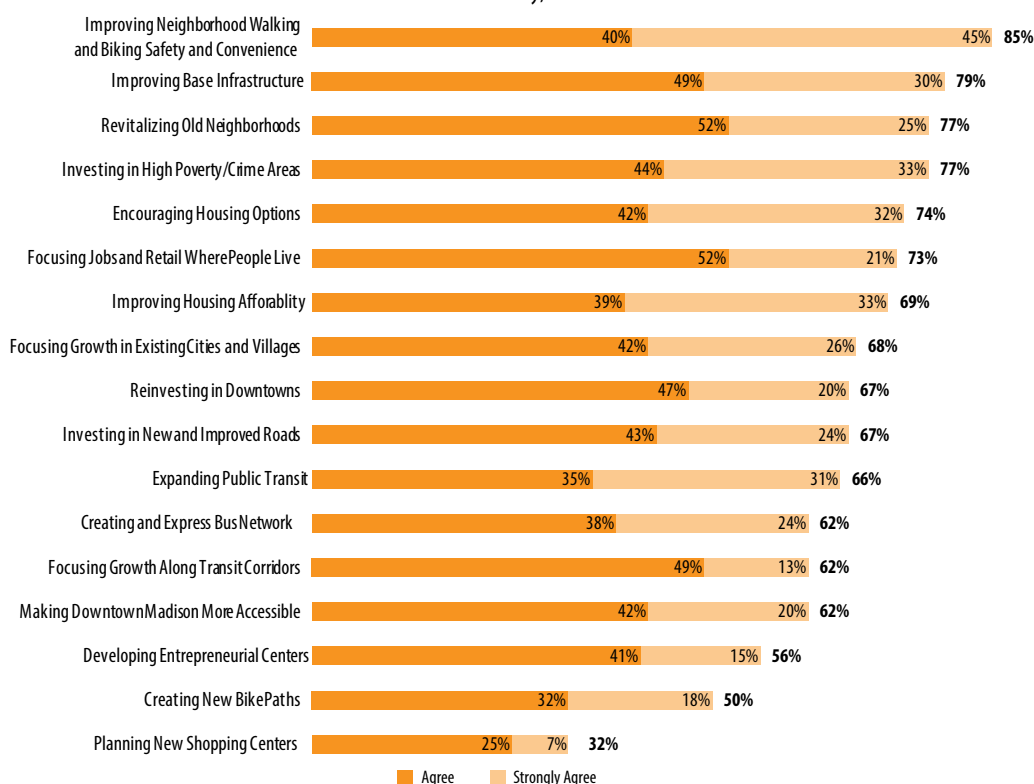


Figure 1-7: Top Growth and Transportation Mitigation Strategies

attractions near transit, ensuring that the transportation network supports the regional economy, improving roadway maintenance, and expanding public transit ranked highly. Interestingly, the lowest rated priority was improving biking and walking infrastructure.

When asked about the performance of specific aspects of the transportation system, participants responded that biking and walking infrastructure, roadway maintenance, locating attractions near transit, and roadway capacity were performing well. The lowest rated included “high-capacity transit” and “incentives for driving alternatives,” the former is unsurprising because the region does not currently have high-capacity transit service. There is a correlation between the priorities and perceived network performance, with some high performers not being high priorities, such as biking and walking infrastructure.

Finally, participants were asked if they supported use of local taxes to fund transit operations and improvements. Overwhelmingly, the region’s residents support funding transit with local taxes. Residents were not specifically asked about support for a new local funding option, such as a Regional Transit Authority with ability to levy a sales tax.

Results from the survey were used to refine the RTP goals and policies, and to inform RTP recommendations.

Support for Use of Local Taxes for Public Transit Priorities and Values Survey, December 2015

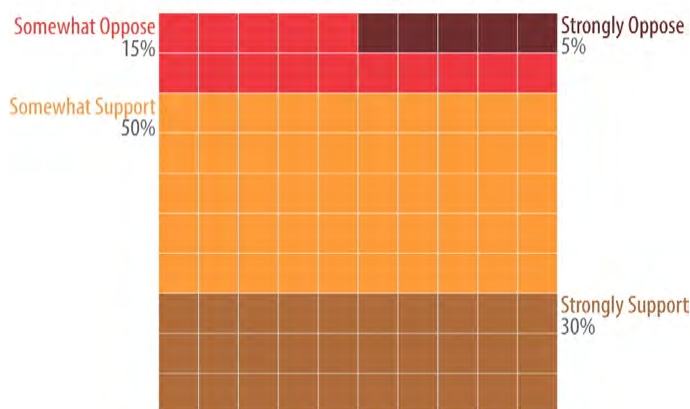


Figure 1-8: Support for Use of Local Taxes for Public Transit

Public Involvement Meetings

Locations and Context

MATPB made a priority of engaging the public in the planning process, engaging people at nine outreach meetings during the three phases of the project:

Series One: Introduction to the Planning Process and Goal Setting. March 2016.

- the Urban League of Greater Madison,
- City of Verona Fire Department
- the Sun Prairie City Hall.

Series Two: Existing Conditions. October 2016.

- the Fitchburg City Hall,
- the Middleton City Hall, and
- the Warner Park Community Recreation Center in Madison.

Series Three: Recommendations. March 2017.

- the Madison Senior Center,
- the Waunakee Village Hall, and
- the Sun Prairie City Hall.

PUBLIC INVOLVEMENT MEETING

Locations throughout the Madison Region
Regional Transportation Plan 2050
2016

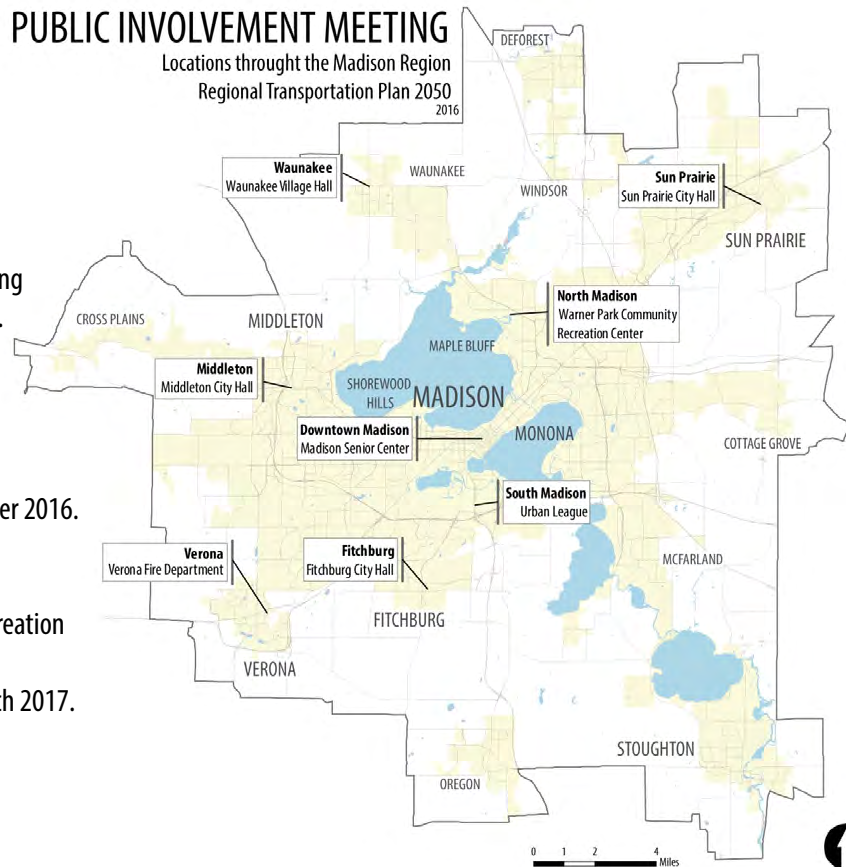


Figure 1-9: Public Involvement Meeting Locations

In addition to the involvement meetings, MATPB held a public hearing on the draft RTP 2050 during its March 1 board meeting in Madison.

Meeting Feedback

After each series of public involvement meetings, MATPB staff summarized the key takeaways and sentiments from the events. They are as follows:

Series One

- **Transportation Funding**— Strong support for Regional Transportation/Transit Authorities (RTAs) and alternative transportation funding mechanisms. An RTA would allow for truly regional transit service and allow for local service in suburban communities. If an RTA is not feasible, a use-based fee/tax could allow for funding of local projects and encourage more local control over the transportation network. Funding must be sustainable.
- **The Economy** — The link between transportation and the economy should be emphasized. There is a need for improved facilities/services providing connections



South Madison Public Involvement Meeting at the Urban League of Greater Madison on March 2, 2016.

between housing and jobs/destinations, particularly in areas outside of the central city.

- **Equity** – The equity goal should be more inclusive than currently defined.
- **Mode Choice & Connectivity** – Regardless of location, citizens should have the ability to choose between a variety of transportation options with the ability to live a “car-free” lifestyle, if desired. We should work to retrofit existing roads with bicycle and pedestrian facilities.
- **Land Use** – The transportation network should support efficient, compact land use patterns. Land use patterns that support transit should be encouraged. Where applicable, encourage retrofitting streets in areas of higher density and mixed-use development to support public transportation.
- **Transit** – Regional transit and local transit for suburban communities is desired. There is a strong desire to increase transit service frequency, capacity, and service area. Paratransit service areas should be expanded. Transit between suburban communities should be supported as well. Suburban communities should explore alternative forms of transportation – shared ride taxis, car sharing, and new technologies as they become available.
- **Health & Safety** – The definition of health in the plan goals should be expanded to include “improve access to healthy food.” The links between health and safety should be strengthened.
- **Technology** – The transportation network should adapt to new technologies as they become available. Regionally, we must be aware of new technologies, such as autonomous transit, that could solve issues that are on the horizon, such as baby boomers’ desire to age in place.
- MATPB will use the feedback from the meetings to inform plan development and to revise goals. New plan goals will be posted once they are available.



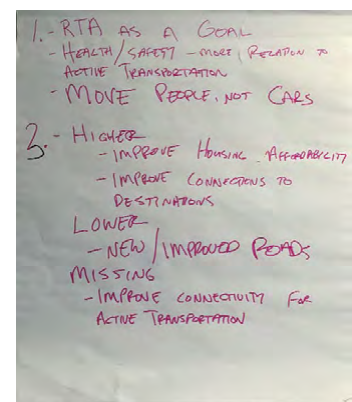
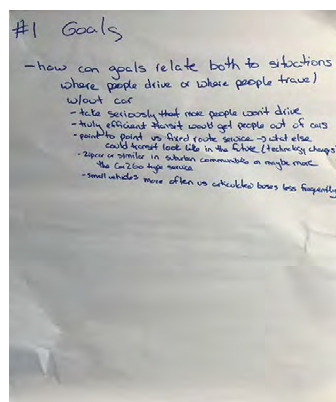
Presentation at the South Madison public involvement meeting on March 2, 2016.



Group discussion at the Verona public involvement meeting held at the Verona Fire Department on March 3, 2016.



Sun Prairie public involvement meeting held at City Hall on March 8, 2016.



Participants helped to determine plan goals at the first series of public involvement meetings.



Involvement meeting at Warner Park in October 2016.



Involvement meeting in Middleton in October 2016.



Involvement meeting in Fitchburg in October 2016.



Involvement meeting in Fitchburg in October 2016.

Series Two

The second series of engagement meetings focused on reviewing the existing and potential future transportation network. Attendees also had the opportunity to review a presentation that outlined the planning process and reviewed feedback from series one. Finally, attendees were given the opportunity to critique project recommendations and identify needs by providing feedback via a table activity.

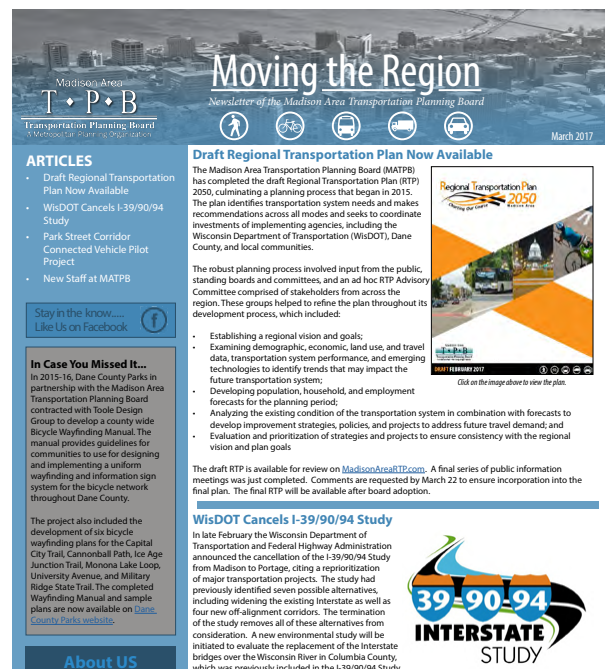
Series Three and Public Hearing

The final series of engagement meetings involved presenting the draft plan and presentation boards to meeting attendees. Much like series two, attendees were given the opportunity to critique needs and recommendations identified in the plan, as well as give feedback about specific projects.

Major ideas and issues discovered in the public engagement sessions were incorporated into the RTP as appropriate.

MPO Newsletters

MPO staff prepared newsletters briefing the public on general MATPB happenings as well as RTP-specific news, updates, and results. Newsletters provided links to draft chapters, the RTP website, and RTP apps.



MATPB newsletter. Click to view newsletters on MATPB website.

