



REGIONAL TRANSPORTATION PLAN 2050 EXECUTIVE SUMMARY

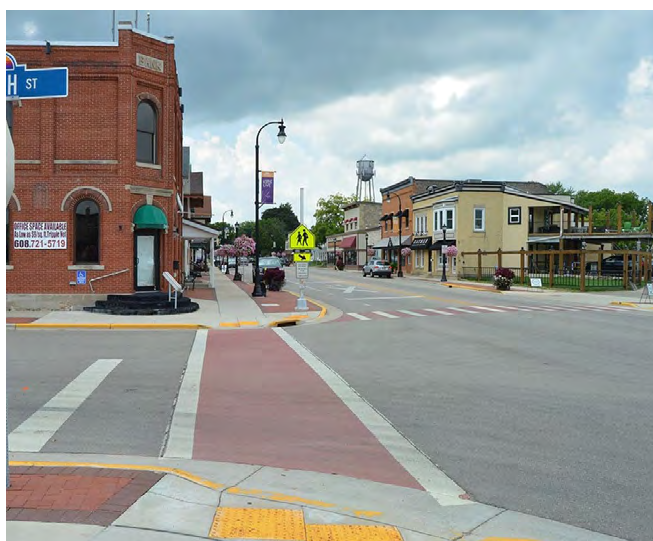
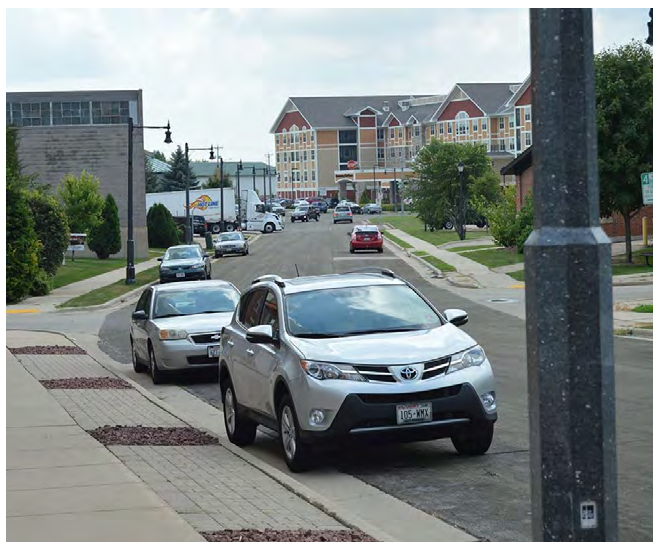
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- Key Recommendations

INTRODUCTION

Dane County's population and economy are growing and changing. The population is becoming more diverse and the economy is becoming more private sector oriented with job growth at the higher and lower ends of the economic spectrum. While the City of Madison continues to garner a large share of this growth, its share of population and employment has declined and is expected to continue to do so. Within the city, however, a higher percentage of new housing and employment is locating in redevelopment areas, most notably East Washington Avenue. A safe, efficient, integrated multimodal regional transportation system is needed to support this growth.

The Greater Madison Region Values and Priorities survey, conducted in early 2016, identified the key factors that make the region attractive to residents, regional values, and perceived needs for the future. Results of the survey demonstrated that regional growth is due to many factors – an excellent educational system, a robust economy, local agriculture, a strong sense of community, and access to nature and outdoor recreation – which have led to a high quality of life and positive regional outlook. Six out of ten survey participants believed that “lots more growth will be coming to this region whether we want it or not – the best thing we can do is prepare for it.” At the same time, seven out of ten of participants believed regional growth “has and will continue to bring many benefits and advantages to the region . . . and should be strongly encouraged and fostered.” Perhaps unsurprisingly, 67% of participants believed that it was very or extremely important to have a long range plan for growth while 81% agreed that “investing in regional transportation is an important priority for the region.”

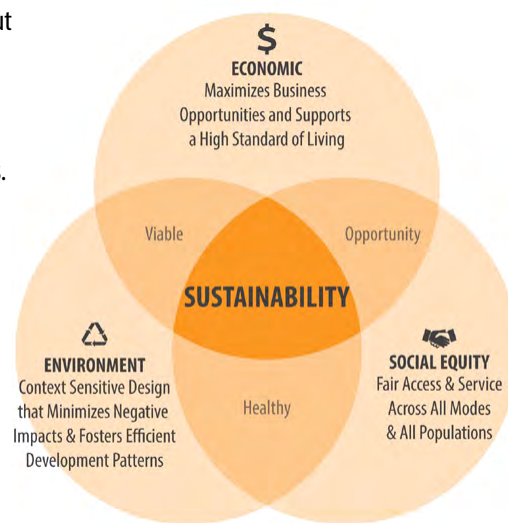
The Regional Transportation Plan (RTP) 2050 is the Madison region's blueprint for its future multimodal transportation system. The plan builds upon previous RTPs, with updated analysis, growth forecasts, goals, and policies. The plan also builds upon recent and ongoing MPO, WisDOT, and local plans and studies such as the MPO's [Madison Transit Corridor – Investigating Bus Rapid Transit Study](#) and the [Bicycle Transportation Plan for the Madison Metropolitan Area](#). Finally, the plan includes some updates to meet new federal requirements, most notably related to performance management. Planning is a continuing process, and the RTP will be updated again in five years.



GOALS, POLICIES, AND PERFORMANCE MEASURES

The goals and policies in the RTP build upon those identified in previous planning efforts, refined through outreach with the public and key stakeholders. Throughout the goals and policies, the principles of sustainability are prominently featured:

- **Social Equity:** The transportation system should be designed to provide an equitable level of services to all segments of the population across all modes.
- **Environment:** The transportation system should be designed and operated within the context of its environment, minimizing negative impacts and fostering efficient development patterns that optimize travel, housing, and employment choices. The system should support existing and planned development and discourage growth in rural areas.
- **Economy:** The transportation system should ensure that businesses have maximum opportunities to serve customers, reach clients, export goods, and obtain workers. The system should play a significant role in raising the region's standard of living and quality of life.



The goals featured in the plan began as a set of aspirational statements about desired outcomes that the region would work towards achieving. These were refined into a set of goals to guide the plan's policy and project recommendations:

1. **Create Connected Livable Neighborhoods and Communities:** Create interconnected livable places linked to jobs, services, schools, shops, and parks through a multi-modal transportation system that is integrated with the built environment and supports compact development patterns that increase the viability of walking, bicycling, and public transit.
2. **Improve Public Health, Safety, and Security:** Design, build, operate, and maintain a transportation system that enables people to get where they need to go safely and that, combined with supportive land use patterns and site design, facilitates and encourages active lifestyles while improving air quality.
3. **Support Personal Prosperity and Enhance the Regional Economy:** Build, operate, and maintain a transportation system that provides people with affordable access to jobs and enables the exchange of goods and services within the region and to/from other regions.
4. **Improve Equity for Users of the Transportation System:** Provide an equitable level of transportation facilities and services for all regardless of age, ability, race, ethnicity, or income.
5. **Reduce the Environmental Impact of the Transportation System:** Ensure that the transportation system is designed, built, operated, and maintained in a way that protects and preserves the natural environment and historic and cultural resources, and is supportive of energy conservation.
6. **Advance System-wide Efficiency, Reliability, and Integration Across Modes:** Design, build, operate, and maintain an efficient transportation system with supportive land use patterns that maximize mobility, minimizes unexpected delays, and provides seamless transfers between all modes.
7. **Establish Financial Viability of the Transportation System:** Achieve and maintain a state of good repair for the existing transportation system, invest in cost-effective projects, and ensure adequate, reliable funding to meet current and future needs.

Each goal is supported by a number of policies that provide a structure for regional project prioritization and transportation decision-making. The goals and policies are tied to a number of performance measures, including some federally required measures that correspond to national transportation system performance goals as well. The purposes of this performance based approach are to ensure that investment decisions are made based on objective information and to improve communications between decision-makers, stakeholders, and the public while achieving regional, state, and national performance goals.

GROWTH FORECASTS & PLANNED LAND USE DEVELOPMENT

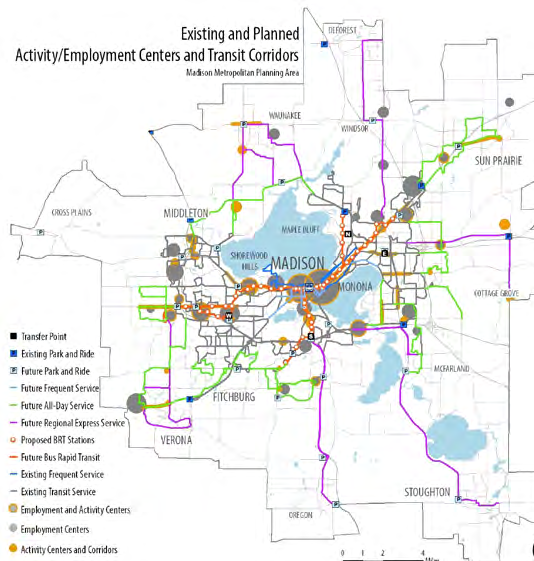
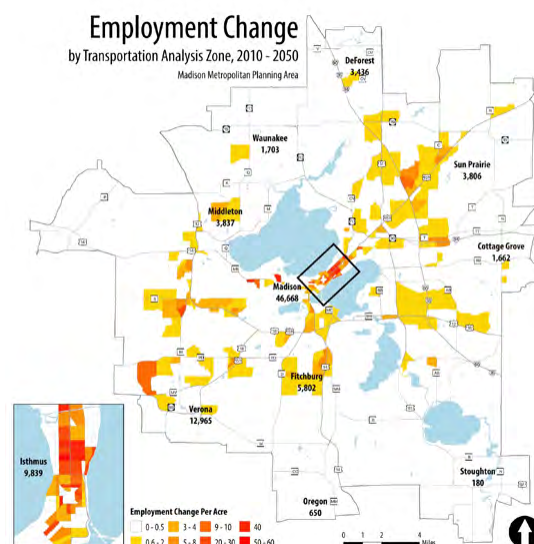
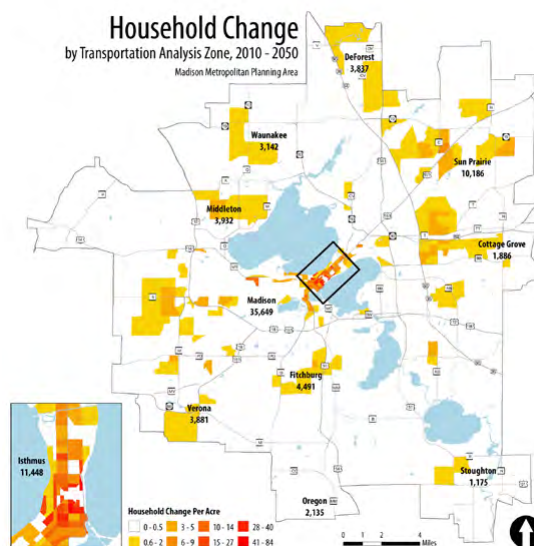
The Madison region has been growing steadily for several decades. The population, household, and employment forecasts used for development of the RTP were prepared by the Capital Area Regional Planning Commission and reflect recent trends. This includes the trend of many suburban communities' population growing at faster rates than the City of Madison and also increased commuting by workers into Dane County from adjacent counties.

Between 2010 and 2050, the City of Madison's population is projected to increase by 57,900, or 25%, while the regional population will increase by 149,350, or 31%, for a total future population of 637,450 within the metropolitan planning area. During this time, the average size of household in the region is expected to continue to decline, while the aged population increases, and the region becomes increasingly diverse.

Dane County's employment is forecast to increase from 314,000 to 398,700, while the 2050 resident employed labor force is projected to be 316,300. Assuming the percentage of Dane County workers working in other counties remains at 5.3%, the number of workers commuting into the county from other counties would increase to 99,100, a 136% increase from today's numbers. This reinforces the need for regional transportation improvements, including an increase in options to driving alone. Roughly 53% of the new jobs are projected to be located in the City of Madison, with all but about 2,000 of the remainder in the rest of the metro area.

Travel demand is dependent upon the location, density, and mixture of land uses. The allocation of future growth was based on the regional land use policy plan and local comprehensive plans. It reflects both regional and City of Madison policy to encourage development in higher density, mixed-use centers and corridors with existing and planned high capacity and frequent transit service.

Within the City of Madison, over one-half of new housing units were allocated to infill/redevelopment areas as opposed to peripheral "greenfield" areas, reflecting recent trends, with 11,500 new units located in the Isthmus area along with almost 10,000 new jobs. This compact, centers and corridors based land use development pattern was used to develop future travel forecasts. The map to the right shows how the recommended transit system could serve and connect existing and planned mixed-use activity centers and corridors and employment centers.



KEY RECOMMENDATIONS

Recommendations include a mixture of policies, strategies, studies, and projects. Key recommendations include:

Land Use and Transportation Integration

- Adopt local land use plans and policies that support land use related RTP goals and policies.
- Develop urban areas with a mix of housing types and land uses to provide walkable, affordable neighborhoods.

Streets and Roadways

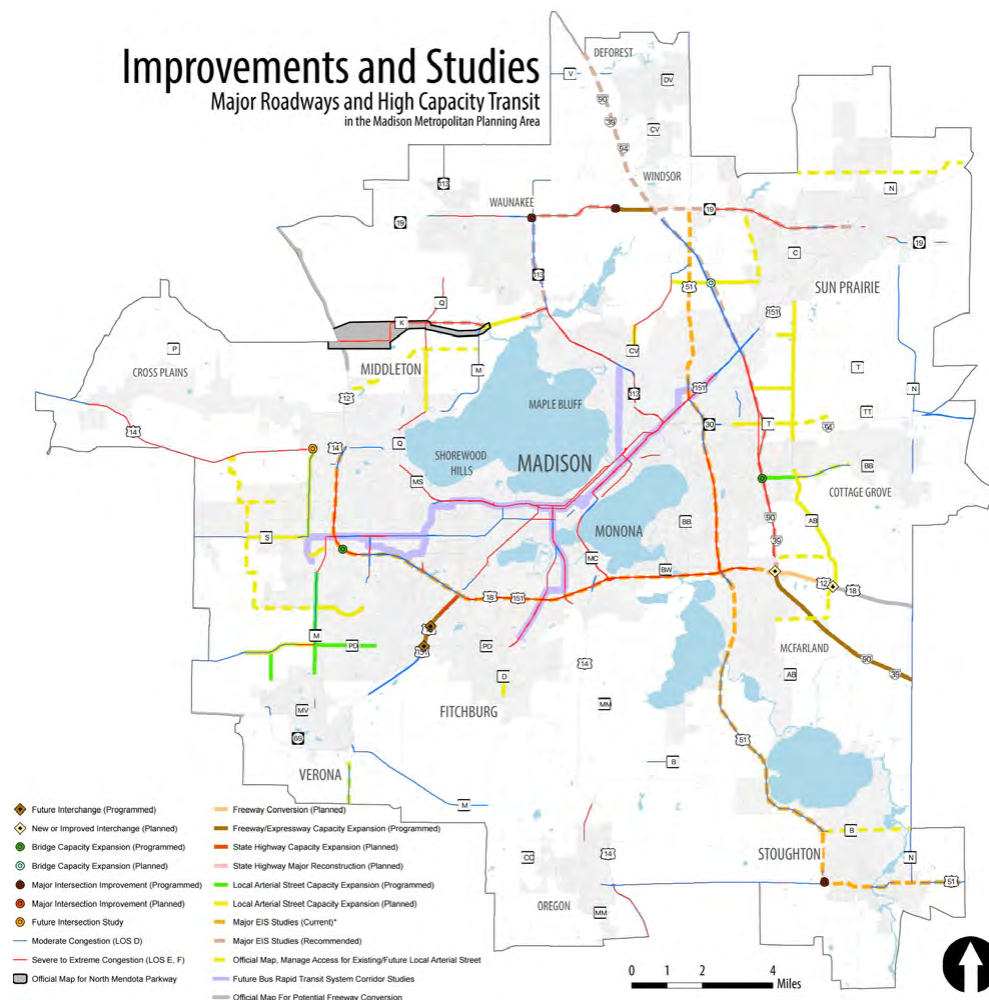
- Preserve and maintain the region's street and highway system.
- Build a well-connected network of regional roadways to accommodate future growth and efficiently distribute traffic.
- Incorporate complete streets and green streets concepts for regional and local roadways.
- Expand regional roadway system capacity to address critical bottlenecks and accommodate future planned growth consistent

with RTP goals and policies.

- Address safety needs on the regional roadway system through a comprehensive "3-E" approach.

Public Transit

- Implement a BRT system.
- Improve the local bus network.
- Add all-day service in developing neighborhoods.
- Enhance transit stops.
- Utilize alternative service delivery models to serve low-demand areas.
- Implement a regional express bus network.
- Expand park-and-ride facilities in conjunction with BRT and express services.
- Implement a regional transit entity with stable funding and representative governance.



Bicycles

- Expand the bikeway network with new shared-use paths and on-street facilities.
- Maintain and modernize existing bicycle facilities.
- Eliminate bicycle barriers and hazards in the bikeway network.
- Provide adequate bicycle parking.
- Improve bicyclist safety through a “3-E” approach.
- Continue bike share, education, and bicycle supportive policies.

Pedestrians

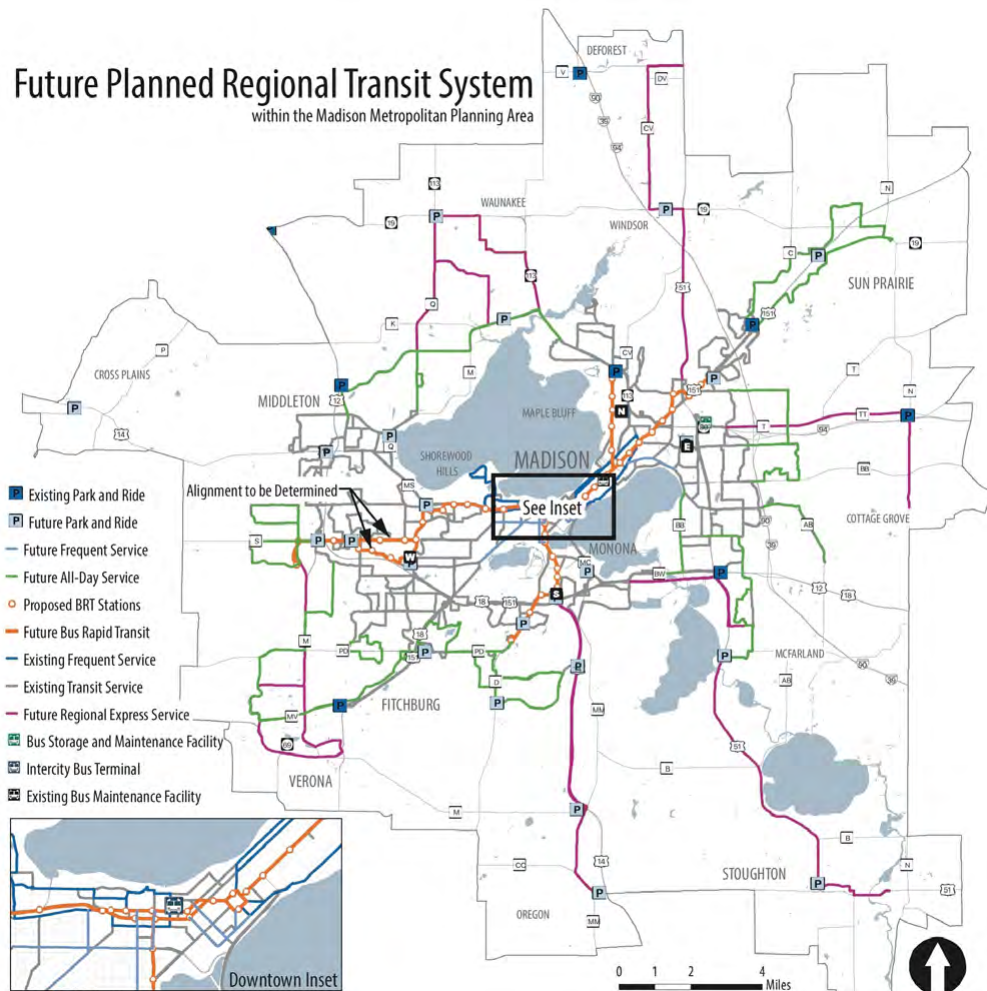
- Provide sidewalks and appropriate pedestrian amenities in developing neighborhoods.
- Retrofit regional streets with modern, safe pedestrian accommodations.
- Improve safety and usability for pedestrians at intersections and crossings.
- Maintain sidewalks and pedestrian facilities for year-round use.
- Design new streets and retrofit existing streets to reduce speeding.

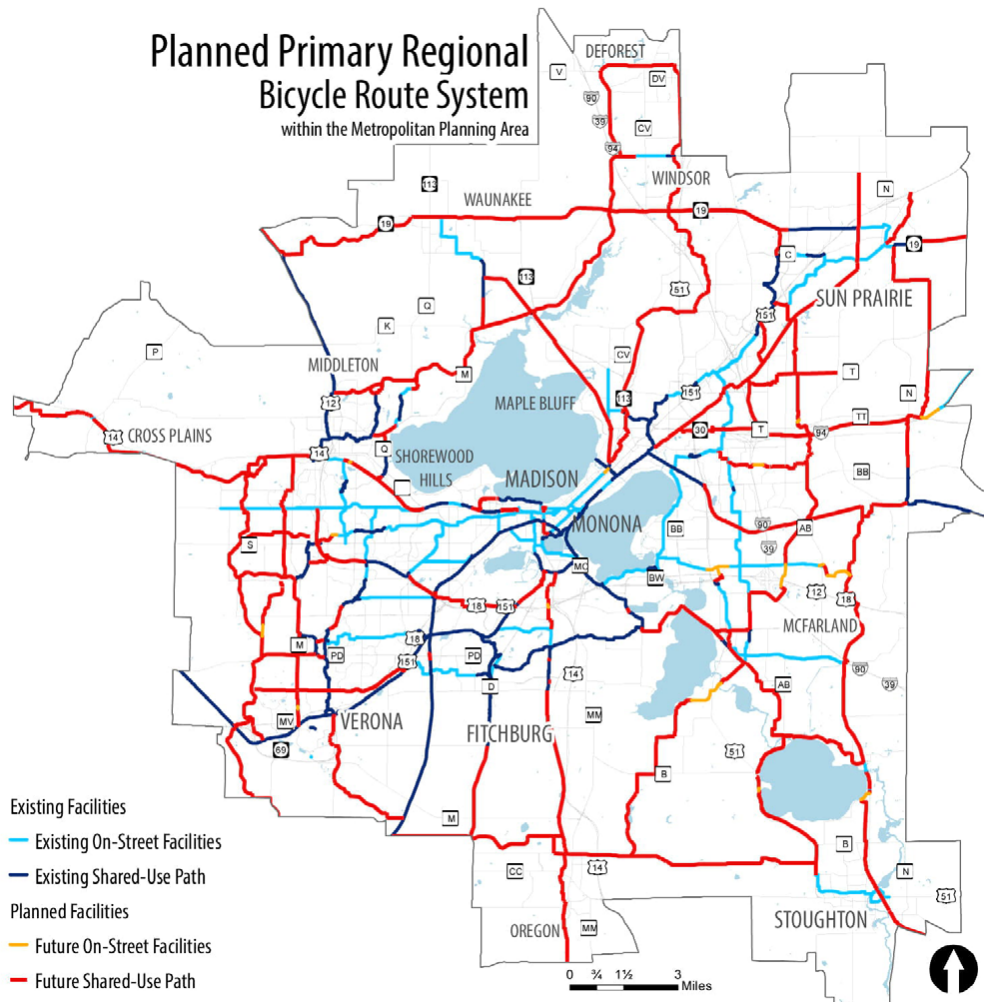
Inter-regional Travel

- Initiate planning for and build an inter-city bus terminal.
- Support new and improved inter-city bus service.
- Maintain and preserve the rail network for future passenger rail service.

Specialized Transit

- Expand the coverage of accessible fixed-route bus and paratransit service.
- Work collaboratively with private taxi operators to ensure accessible taxi service is available and costs for the service are shared equitably.
- Continue and expand specialized work-based transportation for low-income people.
- Utilize emerging technologies to lower operating costs and expand travel options.
- Improve interagency coordination of the various specialized transit services and private services.





Travel Demand Management (TDM)

- Expand the regional network of park-and-ride lots to encourage carpooling, transit use, and bicycling.
- Expand the state vanpool program and support the development of additional vanpool programs.
- Continue to encourage and provide support to large employers, institutions, and municipalities to develop and promote strategies to reduce single-occupant motor vehicle trips.
- Provide financial incentives for people to use alternative transportation and increase funding for marketing programs.
- Support transportation options at schools through Safe Routes to School programs.

Transportation System Management (TSM), Operations, and Intelligent Transportation Systems (ITS)

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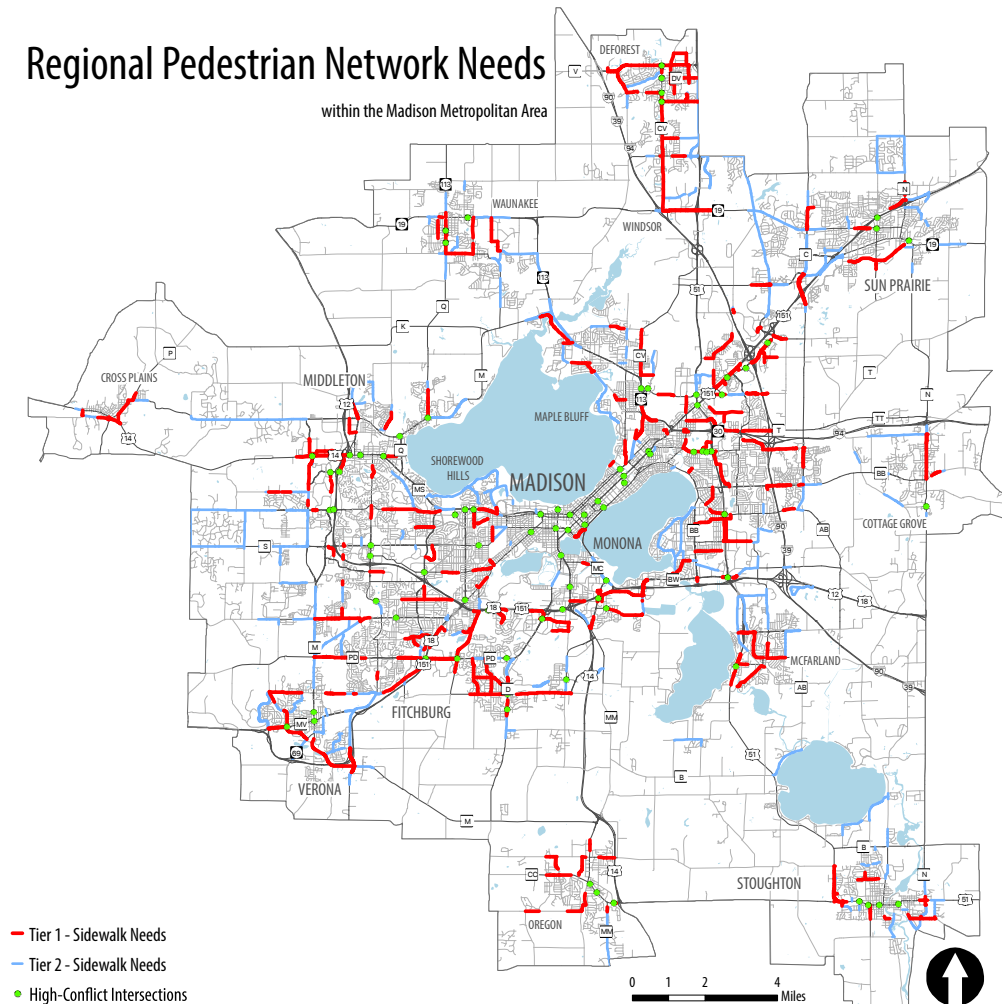
- Continue to encourage and provide support to large employers, institutions, and municipalities to develop and promote strategies to reduce single occupant motor vehicle trips.
- Provide financial incentives for people to use alternative transportation and increase funding for marketing programs.
- Support transportation options at schools through Safe Routes to School programs.

Freight, Air, and Rail

- Maintain and promote new industrial uses along freight corridors.
- Maintain and expand existing infrastructure on the multimodal freight network, prioritizing projects that improve safety, increase efficiency, and minimize lifetime costs.
- Increase focus on freight planning for regional and local transportation facilities.
- Maintain the availability of rail facilities for current and future uses.
- Mitigate conflicts between rail and other uses.
- Ensure the compatibility of uses near airports.

Regional Pedestrian Network Needs

within the Madison Metropolitan Area



- Improve airport facilities to enhance usability and convenience for passenger traffic.
- Improve the airport's freight accommodations and connections.

Parking

- Use parking management strategies to reduce congestion within downtown areas and major activity centers.
- Modify parking requirements to encourage multi-modalism and innovative design using a more market-based approach.
- Ensure flexibility of parking facilities to accommodate future technologies.

For more information contact:

Madison Area
T • P • B
Transportation Planning Board
 A Metropolitan Planning Organization
 p: 608-266-4336
 e: mpo@cityofmadison.com
 w: MadisonAreaMPO.org

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