Transportation in 2025
Why Madison, Wisconsin Attracts More Millennials Than Any Other City

How Madison’s talent base makes it a major player for attracting companies.
“[Madison] is the smallest big city in America, and I mean that in the best possible way. It’s a top 15 global city in access to venture capital per capita because of its connectivity.”
"Madison is where Austin was in the late 1990s. It has the talent, access to capital, connectivity and livability that is seen in all major growing startup markets."
Madison Is Growing
<table>
<thead>
<tr>
<th>Year</th>
<th>Madison</th>
<th>Dane Co</th>
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<tbody>
<tr>
<td>2000</td>
<td>208,000</td>
<td>427,000</td>
</tr>
<tr>
<td>2017</td>
<td>255,200</td>
<td>536,000</td>
</tr>
<tr>
<td>2050</td>
<td>292,500</td>
<td>638,000</td>
</tr>
<tr>
<td>2050*</td>
<td>355,000</td>
<td>&lt;1,000,000</td>
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*If we grew at similar rate as from 1990 to 2017
Employment

200,000 jobs in 2010
+45,000 projected for 2050
+10,000 in Isthmus
OUR SITUATION – MORNING RUSH HOUR

Capacity
3 Ins x 2000 vph/ln x 0.55 G/C = 3300 vph

Demand
50,000 vpd x 12% Pkhr x 60% DD = 3600 vph

10,000 more jobs by 2050
10,000 x 0.7 trips/pk hr x 30% on East Wash = 2100 vph

~ 2 more lanes in each direction???
Another day, another study showing Austin traffic is bad. And getting worse.

INRIX, a Kirkland, Wa., company that collects real-time traffic data from more than 100 million vehicles worldwide using global positioning devices, rates Austin traffic as the fourth worst in the United States. And the company’s recently released 2012-13 report indicates that traffic here bucked a national and international trend last year and got worse.

Austin traffic congestion increased 3 percent in 2012, compared to 2011, INRIX says, even as congestion fell 22 percent in North America and 18 percent in Europe. And for the first three months of 2013, congestion in Austin increased another 8 percent versus that same time period in 2012.

The average delay at rush hour in Austin, INRIX said, is about 22 percent compared to a similar trip taken in free flowing traffic. The national average is 6.6 percent.
A frightening view of things to come for Austin? Traffic congestion can be a job killer
Austin – the cars have taken over
A DIFFERENT PATH

38 Buses
Capacity of 1500 people per hour

Capacity
3 lns x 2000 vph/ln x 0.55 G/C = 3300 vph

Demand
50,000 vpd x 12% Pkhr x 60% DD = 3600 vph

10,000 more jobs by 2050
10,000 x 0.7 trips/day x 30% on East Wash = 2100 vph
### 2010 Mode of Transportation

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>SOV</td>
<td>61%</td>
</tr>
<tr>
<td>MOV</td>
<td>7%</td>
</tr>
<tr>
<td>Bike</td>
<td>5%</td>
</tr>
<tr>
<td>Walk</td>
<td>10%</td>
</tr>
<tr>
<td>Telecom</td>
<td>5%</td>
</tr>
<tr>
<td>Transit</td>
<td>10%</td>
</tr>
</tbody>
</table>

Can we move from being a big little city to a little big city?
State of Our System

Good news

Bad news

Good news
GOOD NEWS
215 Buses, 62 Routes
51,000 passengers/day
$58 Million operating budget
Strong support of council and mayor
19th in rides per capita in the nation
Platinum bicycle city
Named 8th best cycling city in America
Ranks 7th in nation for bicycle commuting
Our downtown, and many neighborhoods are very walkable
BAD NEWS
Motor vehicle capacity cannot keep up
Bike commute share is down
Bus ridership is stagnant
Metro’s significant infrastructure needs
Metro does not serve all residents well
Funding stagnant
• Portions of current bus barn over 100 yrs old – significant infrastructure needs.
• Current bus barn designed for 160 buses now houses 215 buses.
We can’t add service unless we have more buses

We can’t have more buses unless we have a place to store more buses

We can’t build a place to store more buses until we fix the place where our existing buses are
WisDOT Modal Funding Trends 2000-2019

State Funding has Remained Stagnant
"I have to get up shortly after 3 am, so that I can leave around 5 am to catch my bus in the morning. I get to work at 6 am. I work until 2:30 pm. I get home around 4 pm . . . But, I only live about a 19-20 minute drive from work. Every morning I have to catch three different buses to work and three different busses home from work."

Brinnan, Madison
Collected by Sierra Club
Two Transfers
Three buses
1 hour
6:30 am
One Transfer
Two buses
37 minutes
6:30 am
Transfer Rate

- System: 18.9%
- White: 14.9%
- African American: 48.4%
- Mid/High-Income: 17.2%
- Low-Income: 34.3%
Travel Time More Than 45 Minutes

- System: 11.5%
- White: 9.7%
- African American: 26.7%
- Mid/High-Income: 13.8%
- Low-Income: 19.6%
GOOD NEWS
Many metro initiatives are being pursued.

Imagine Madison Comp Plan
1101 EW and Satellite Facility
Transit Priority Measures
Example of transit priority – queue jump
Many metro initiatives are being pursued

- Imagine Madison Comp Plan
- 1101 EW and Satellite Facility
- Transit Priority Measures
- Park and ride
- Bus Rapid Transit
Grand Rapids Michigan  Silver Line
Many metro initiatives are being pursued

- Imagine Madison Comp Plan
- 1101 EW and Satellite Facility
- Transit Priority Measures
- Park and ride
- Bus Rapid Transit
- Service to neighboring communities
- Intercity Bus Terminal
- Electric Buses
- JobRide Plus
- Park and ride
JobRide Plus Concept

- Shared ride access to peripheral employers
- More efficient access to employers within Metro service area
- Late night shared ride service for shift workers
Muni Forward
More reliable transit for San Francisco
Muni Forward aims to make getting around San Francisco safer and more reliable.

**THE CHALLENGE**
- Unreliable service
- Crowded vehicles
- Frustrating delays
- Too many traffic collisions

**THE SOLUTION**
- Transit Priority Projects
- Service Increases
- Improvements for people walking

**THE RESULTS**
- Predictable arrivals
- Fewer delays
- Less crowded trips
- Shorter travel times
- Safer streets
Implementation and expansion of a Rapid Network of core routes serving nearly 70% of all riders is providing a whole new level of more frequent and reliable service.

- Transit Signal Priority
- Relocation of Bus Stops

17 miles of dedicated transit lanes

“The most significant service improvement in decades”
Should we have a regional strategy with a branded package?

Imagine Madison Comp Plan

1101 EW and Satellite Facility
Transit Priority Measures
Park and ride
Bus Rapid Transit
Service to neighboring communities
Intercity Bus Terminal
Electric Buses
JobRide Plus

Service to Sun Prairie
Park and ride
Intercity Bus Terminal
Increased frequency
JobRide Plus
MADISON IS A REGIONAL TRANSPORTATION LEADER

- We provide transit to the whole region
  - Madison
  - Fitchburg
  - Middleton
  - Shorewood
  - Soon to be – Sun Prairie
Should we have branded package/regional approach?

- Provides a broader system that responds to equity and inclusion concerns
- Links high momentum initiatives with low momentum initiatives
- Provides a framework for multiple inter-related initiatives
Examples of what could be our “brand”

- metro advance
- movinmadison
- moveonmadison
- projectBRT
- projectrapid
- mymetro transit
- mymetro BRT
- myrapid pass
- metro transit BRT
Much of the capital funding is already being planned

$250 Million?

Other sources
- TIF
- Grant
- Private Sector
- RWTA
- Impact fees

Regular Programmed Improvements

Small Starts Grant – 2020?

Satellite Facility – in CIP

1101 East Washington Remodel – in CIP
What we need:

• The ability to *CHANGE*
• The support of residents local government
• Strong relationships with adjacent communities
• Corporate partnerships
What we’d like:

• Favorable legislative environment
• Ability to form an Regional Transit Authority
• Better state funding
If not now, when?
“Madison is where Austin was in the late 1990s.

Where do we want to go?
Pedestrian and bicycle

- Network gaps
- Act 59 restrictions
- Railroad
Motor vehicle capacity