Pathways to 2050

Regional Transportation Plan Update

Public Information Meeting #2

November 9 and November 12, 2026

Led by the Greater Madison Metropolitan Planning Organization (MPO)

Welcome!

1. This webinar is being recorded.
2. This webinar supports automated closed captions.
    - To enable captions, select **Show Captions** from the menu bar at the bottom of your screen.
3. Please submit questions at any time. We will address as many as possible during the Q&A session.
4. Feel free to introduce yourself in the chat!

What We're Covering

1. About the MPO
2. What is a Regional Transportation Plan?
3. Current Plan Goals
4. Public Engagement: What We've Heard So Far
5. Our Transportation System Tomorrow
6. What's Next?
7. Q&A

Poll

Who is joining us today?

About the MPO

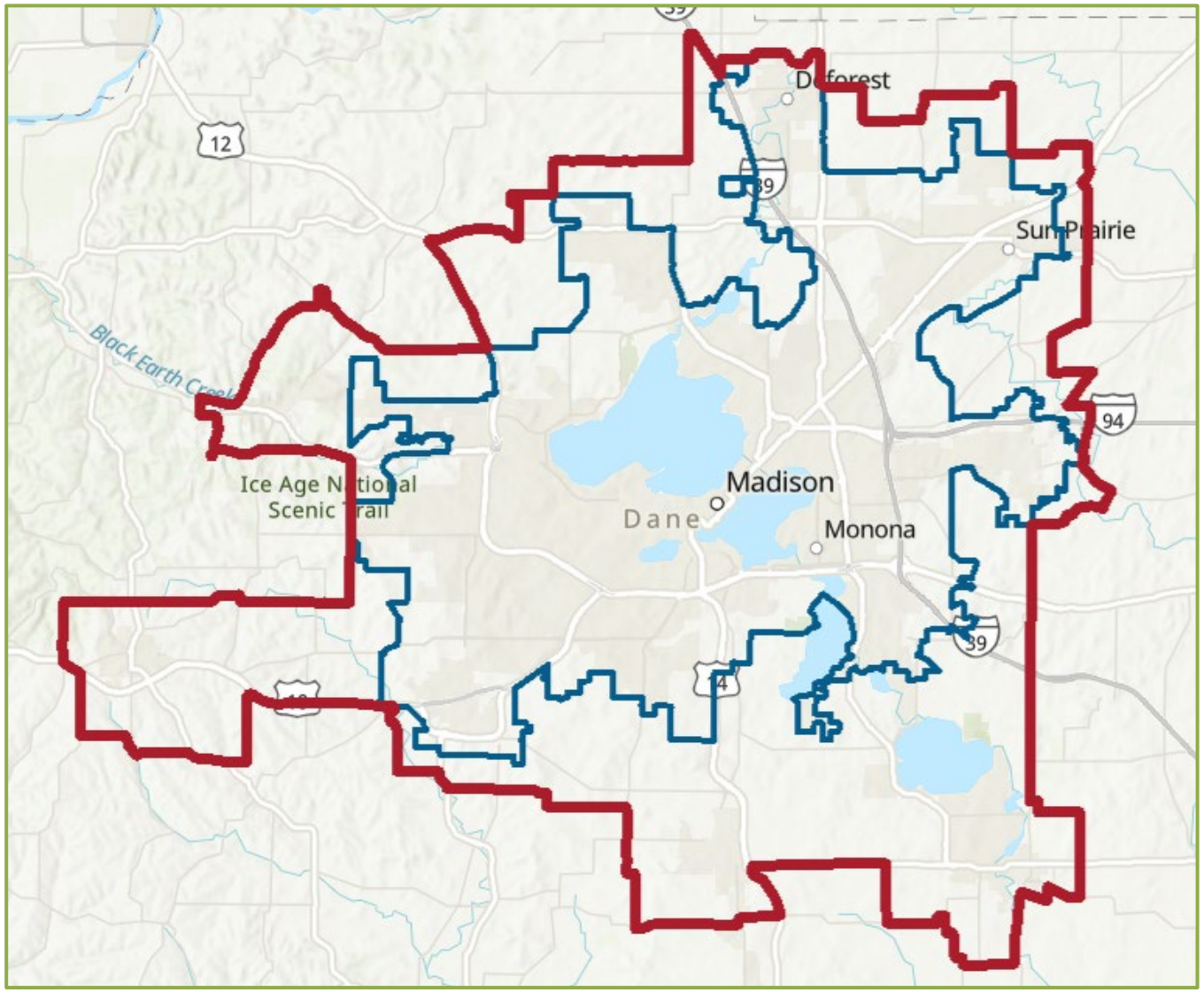


MISSION

Lead the collaborative planning and funding of a sustainable, equitable transportation system for the greater Madison region.

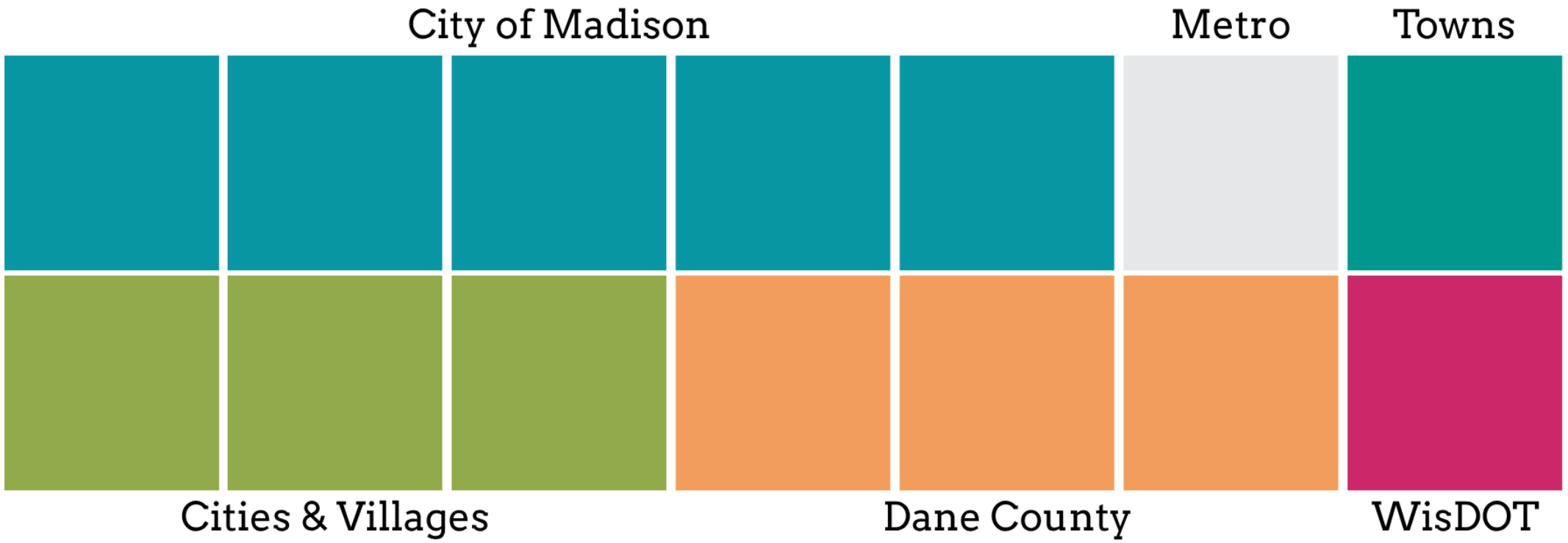
VISION

A sustainable, equitable regional transportation system that connects people, places, and opportunities to achieve an exceptional quality of life for all.



Governance Structure

MPO Policy Board



About the MPO

What We Do

Bring communities together to prioritize, coordinate, and fund local transportation projects

2050

Develop a long-range Regional Transportation Plan (RTP) that looks ahead 20–30 years

Collect data and lead special plans and studies, such as the Active Transportation Plan for Dane County

Approve and allocate federal funding to local transportation projects

Manage the RoundTrip Greater Madison program, promoting alternatives to driving alone

About the MPO

We DO NOT

- Design, construct, or maintain roadways and bike paths
- Control traffic or enforce traffic laws
- Operate public transit service
- Plan on regulate how land is used

02

What is a Regional Transportation Plan?

What is a Regional Transportation Plan?

Continuous, Coordinated, & Comprehensive

The RTP serves as a long-term blueprint for transportation in the greater Madison region, guiding investments and priorities

- ✓ Official plan for federal and state funding decisions
- ✓ Identifies future transportation projects, studies, and implementation strategies
- ✓ Aligns with CARPC's Regional Development Framework
- ✓ Financially constrained, ensuring projects are realistic and achievable
- ✓ Refined through additional planning efforts, including corridor, area, and mode-specific plans



The RTP in Action









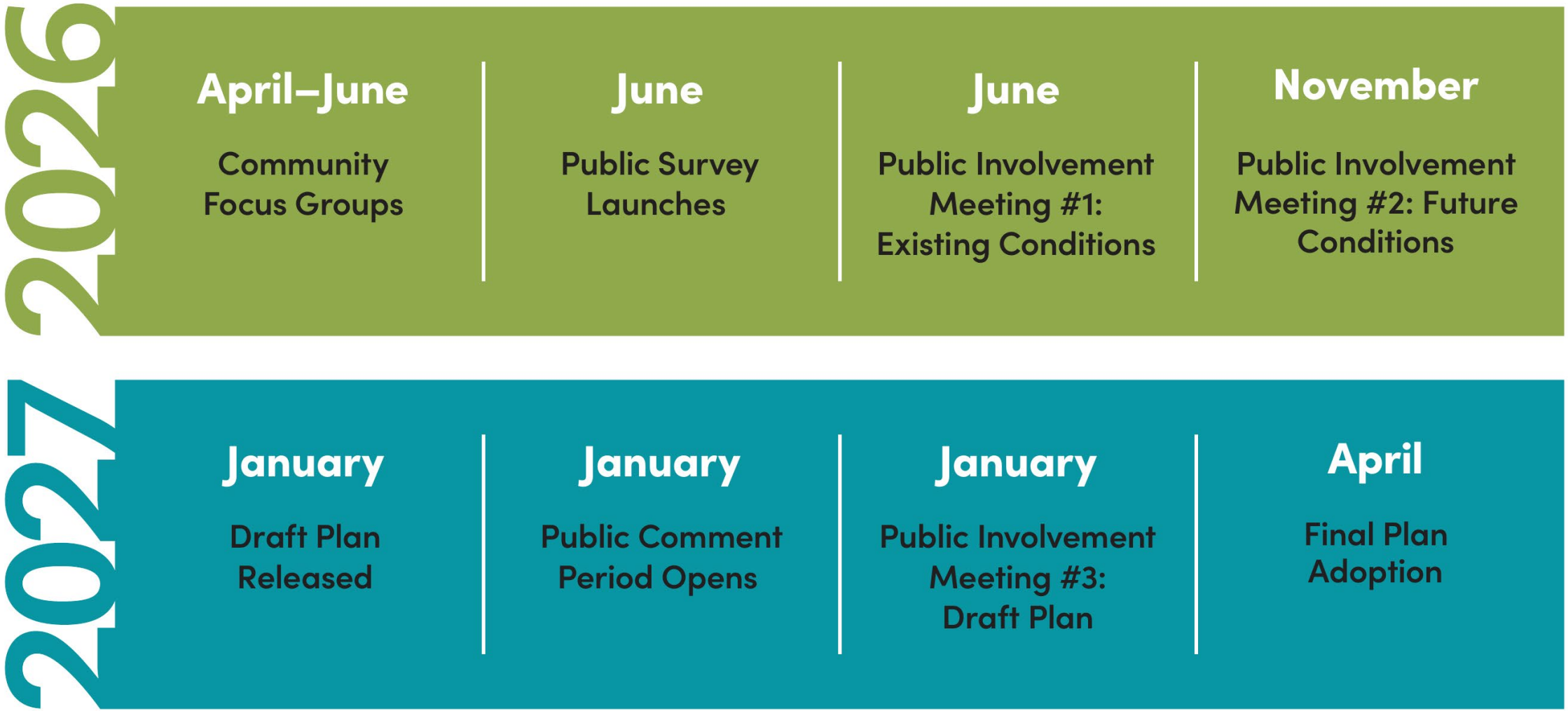


What's Happened Since the Last Plan?

- ✓ Updated population and employment projections
- ✓ Updated Travel Forecast Model
- ✓ Transit Development Plan (TDP)
- ✓ Active Transportation Plan (ATP)
- ✓ EV Charging Infrastructure Plan
- ✓ Regional Safety Action Plan
- ✓ Transit Network Redesign
- ✓ Bus Rapid Transit (BRT)
- ✓ Beltline Flex Lanes Opened



Project Timeline & Public Engagement



Recap of Public Involvement Meeting Series #1

- Introduction to the Regional Transportation Plan
- Connection to CARPC's Regional Development Framework
- Regional Growth Forecasts
- Growth Scenario
- Overview of the Current Transportation System



Watch the Recording: www.youtube.com/watch?v=Qzeb_61kU04&t=3s

03

Current Plan Goals

PLAN GOALS

Livable Communities

Build and maintain a connected, multimodal transportation system.



PLAN GOALS

Safety

Ensure that all people can safely get to where they need to go.



PLAN GOALS

Prosperity

Provide access to economic opportunity through efficient movement of people and goods.



PLAN GOALS

Fairness

Ensure that the benefits and burdens of the regional transportation system are fairly distributed.



PLAN GOALS

Resilience

Minimize the environmental impacts of the transportation system and maximize its resilience.



PLAN GOALS

System Performance

Manage and maintain the transportation system to maximize efficiency and reliability.



04

How We Gathered Input

How We Gathered Feedback

- **Community Events & Libraries**: Tabled at 12 community events and 9 libraries throughout the region
- **Social Media**: Outreach and targeted advertising
- **Public Survey**: Available in English & Spanish (1,080 responses)
- **Interactive Comment Map**: 807 pins submitted
- **Community Focus Groups**: Three discussions with Shabazz High School (Madison), Waunakee Neighborhood Connection, and NewBridge Madison
- **Partner Outreach**: Newsletters and community networks
- **Media Outreach**: Press releases and news interviews



Targeted Social Media Advertising

Using Facebook & Instagram

- **Lower Survey Participation**: Focused on areas where we had received fewer survey responses.
- **Outreach Gaps**: Targeted communities where we didn't attend in-person outreach events.
- **Spanish-Language Outreach**: Ran a separate Spanish-language ad campaign to reach more Spanish-speaking residents.
- **Expanded Reach**: Reached people beyond our existing social media followers.



05

What We've Heard

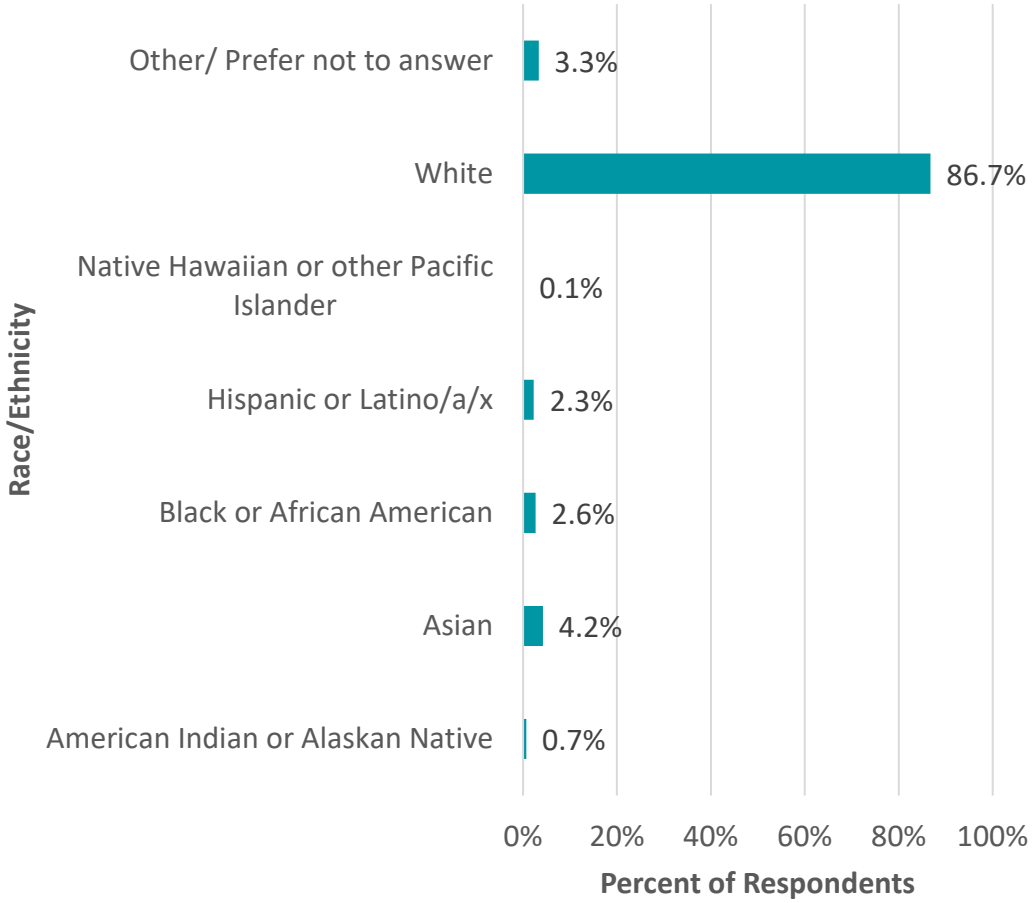
Public Survey Overview

1,080	17	~10 min
total responses	questions	to complete

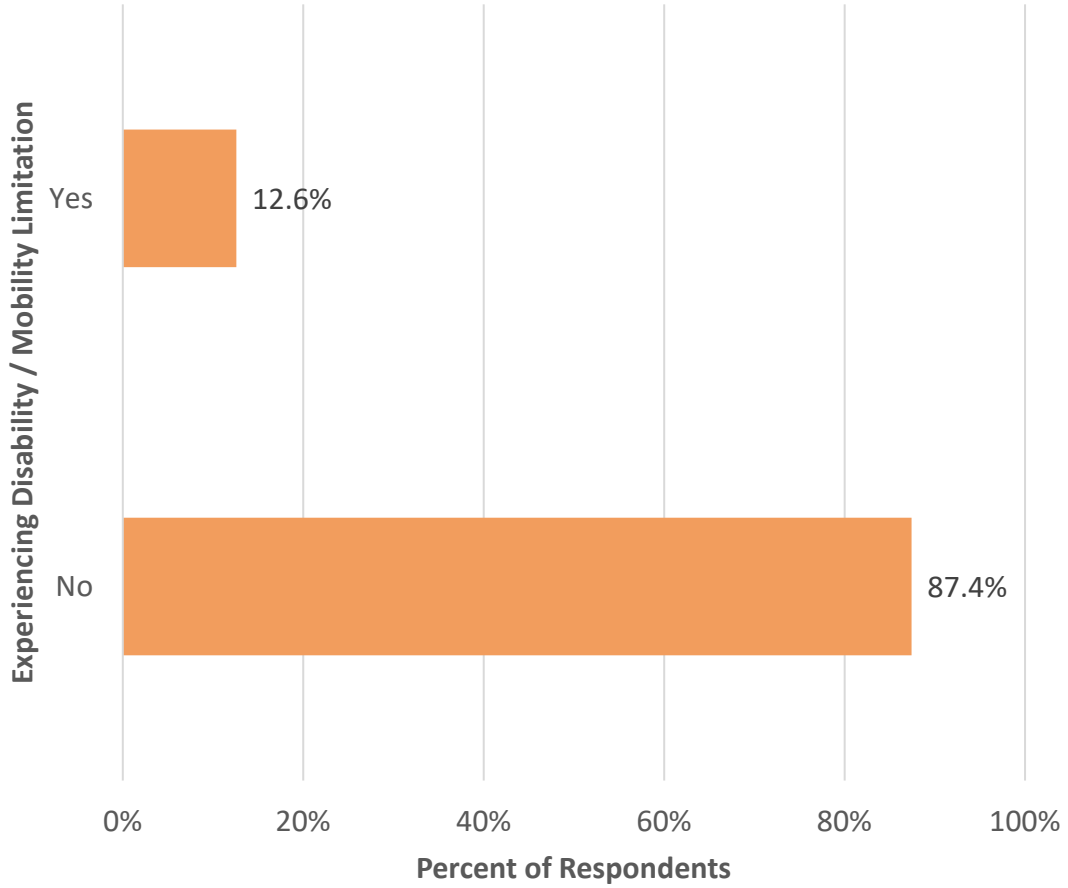
- **Survey Period**: May 28 – August 10, 2026
- **Survey Topics**: Getting Around, Safety & Comfort, Regional Goals & Priorities, & Demographics (Optional)

Demographics

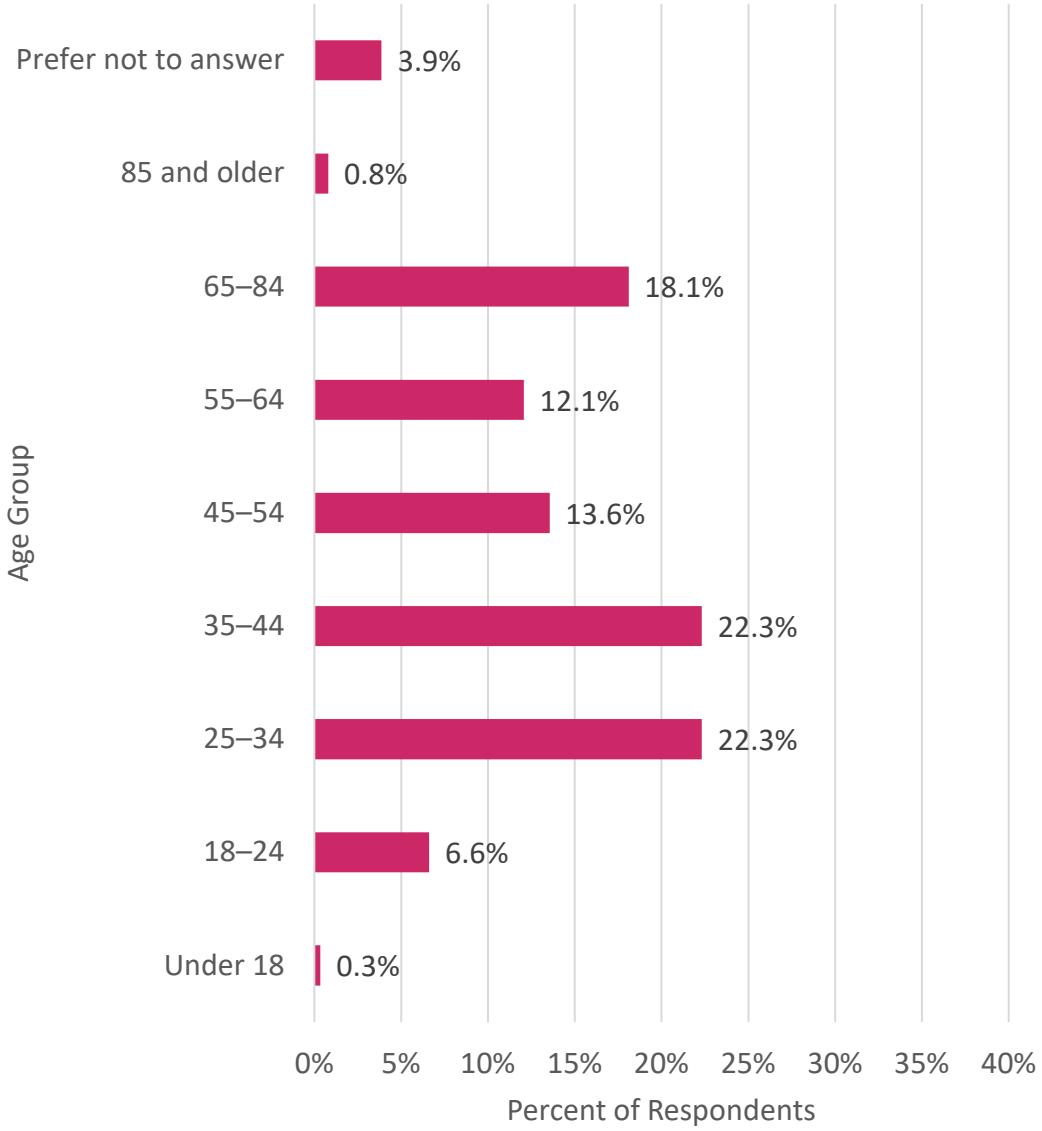
What is your race and/or ethnicity?



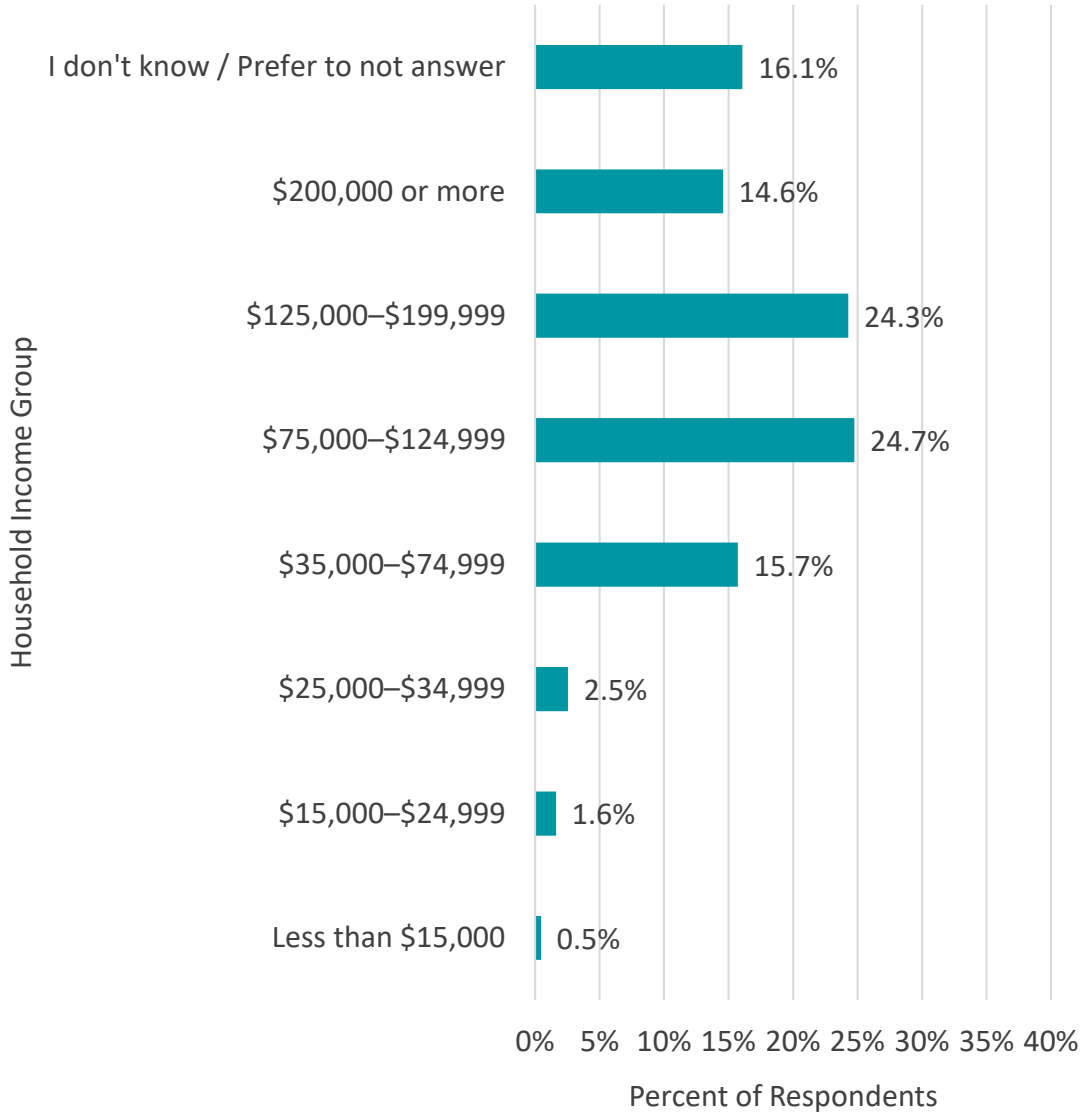
Do you experience a disability or mobility limitation that impacts how you get around?



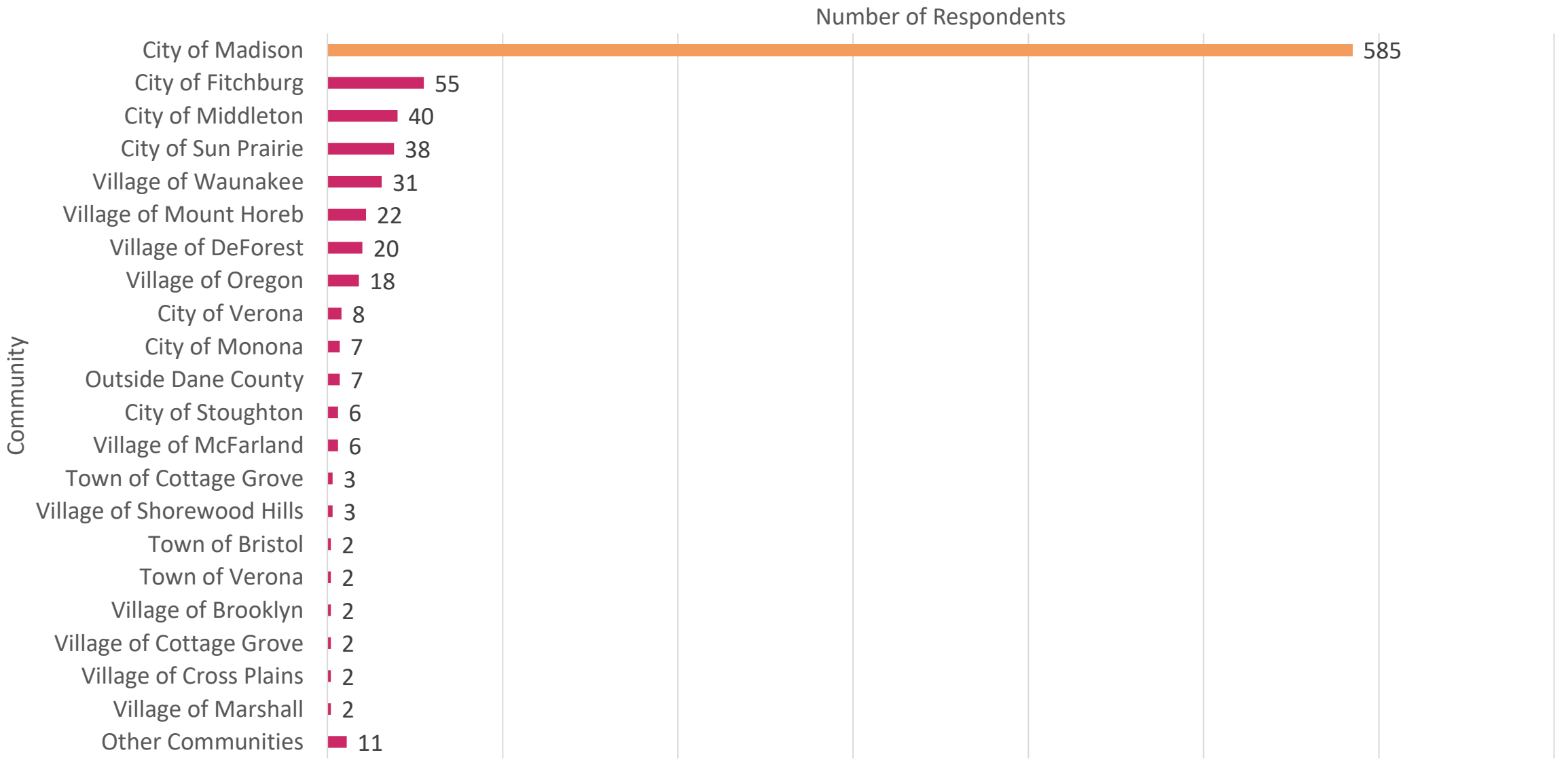
What is your age?



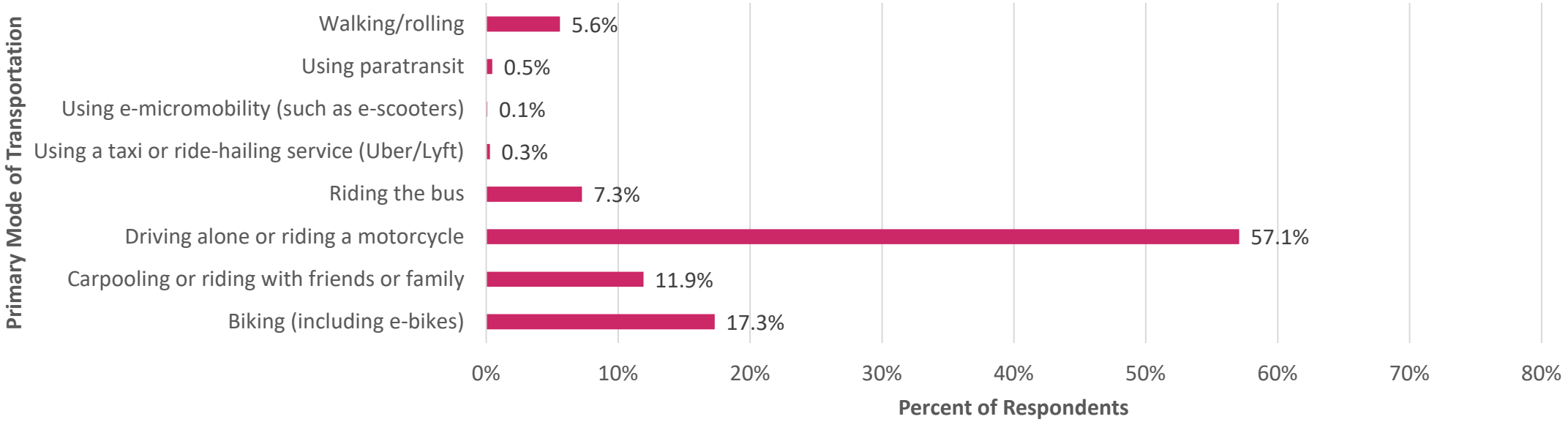
What is your household income?



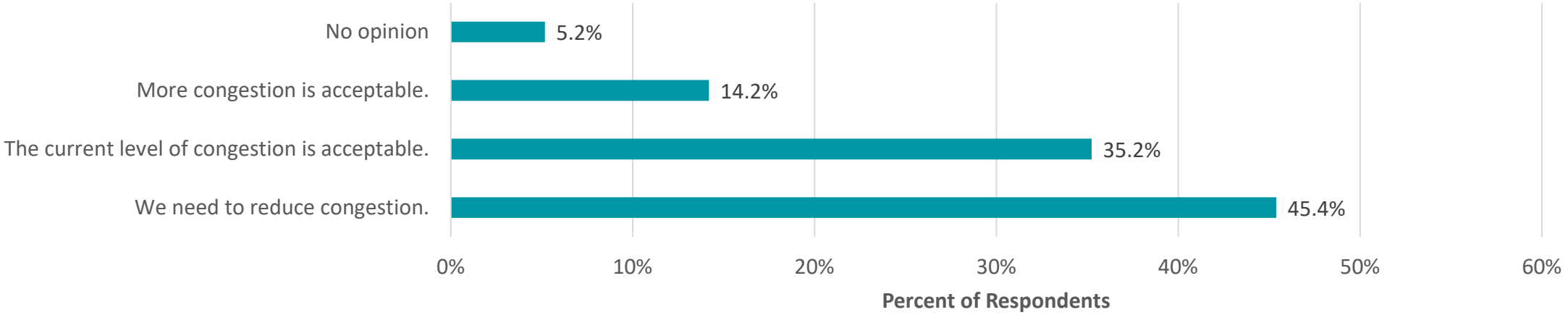
Where do you live?



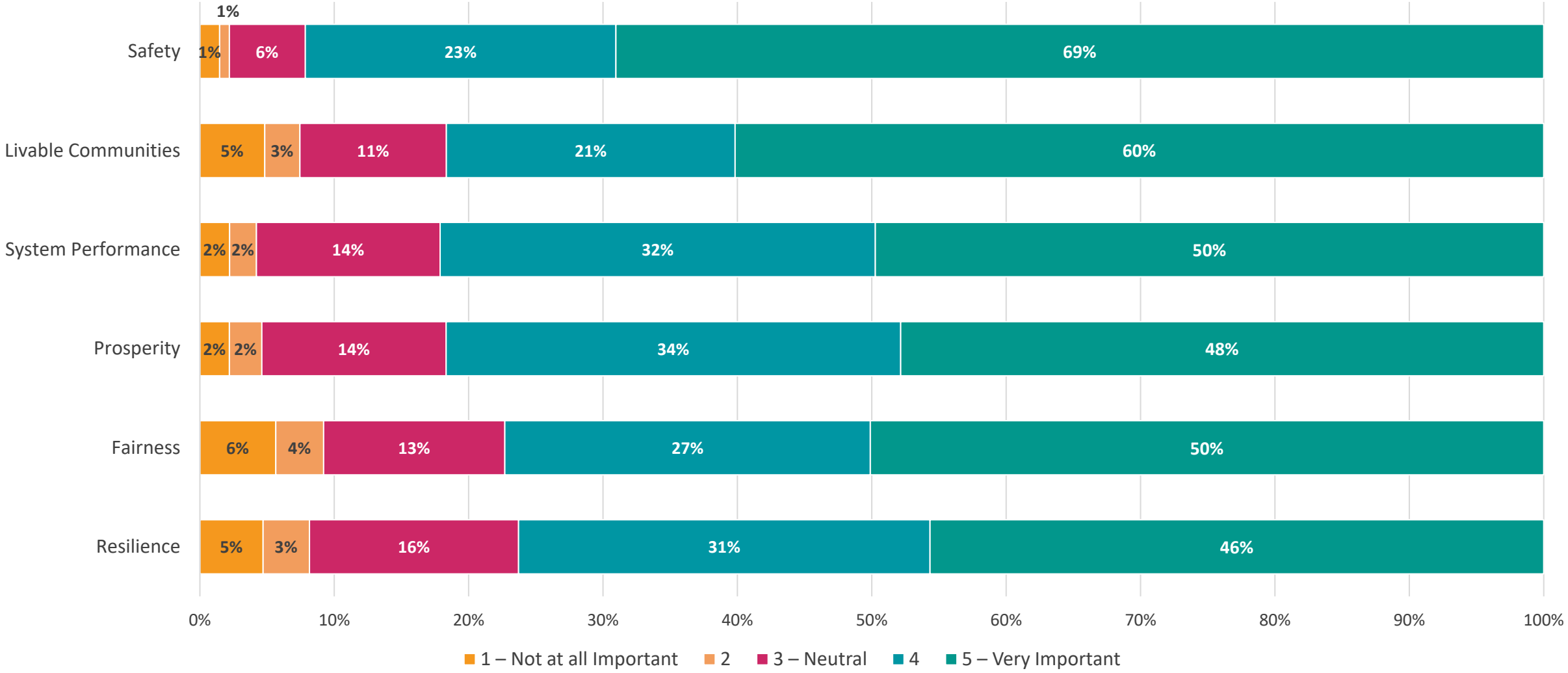
What is your primary way of getting around?



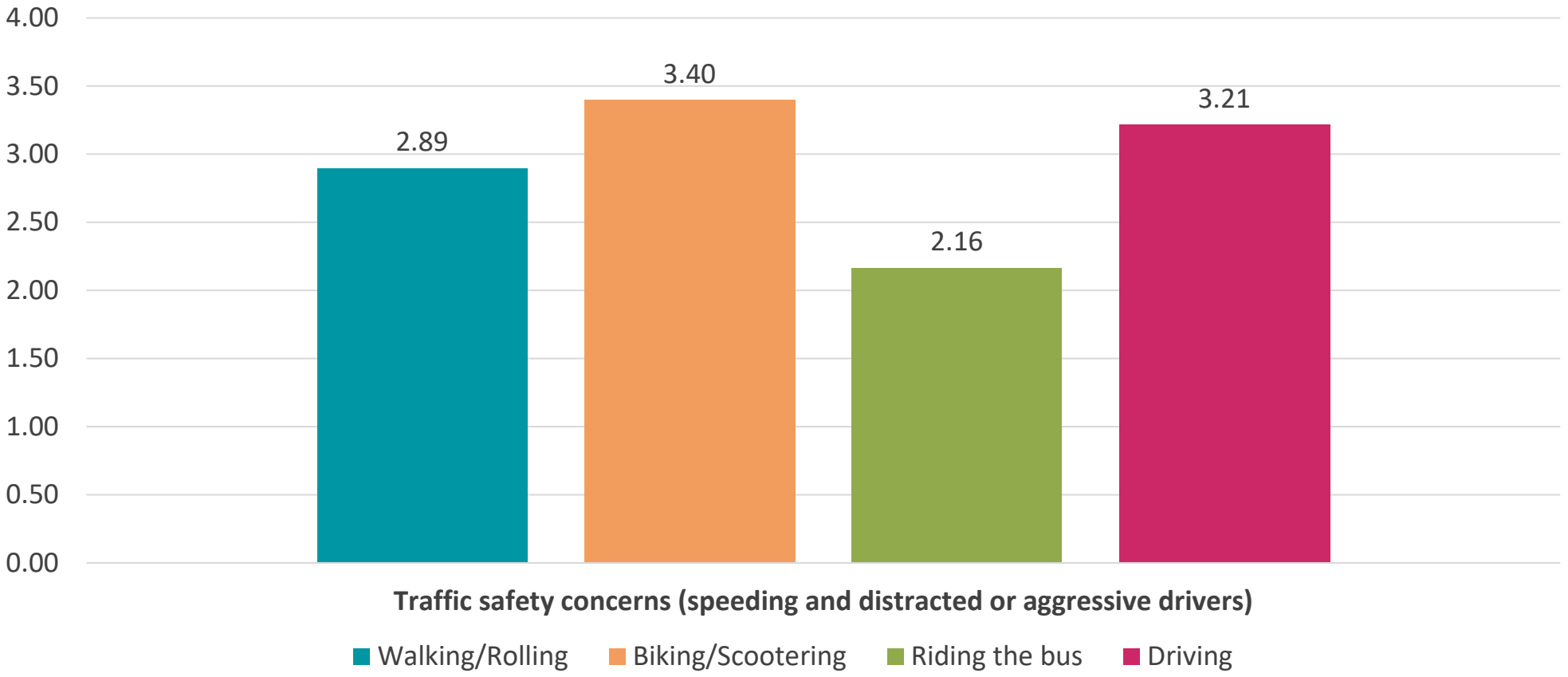
What do you think about roadway congestion in the Greater Madison area?



The following goals were included in the Regional Transportation Plan adopted in 2022. How important is each goal to you?



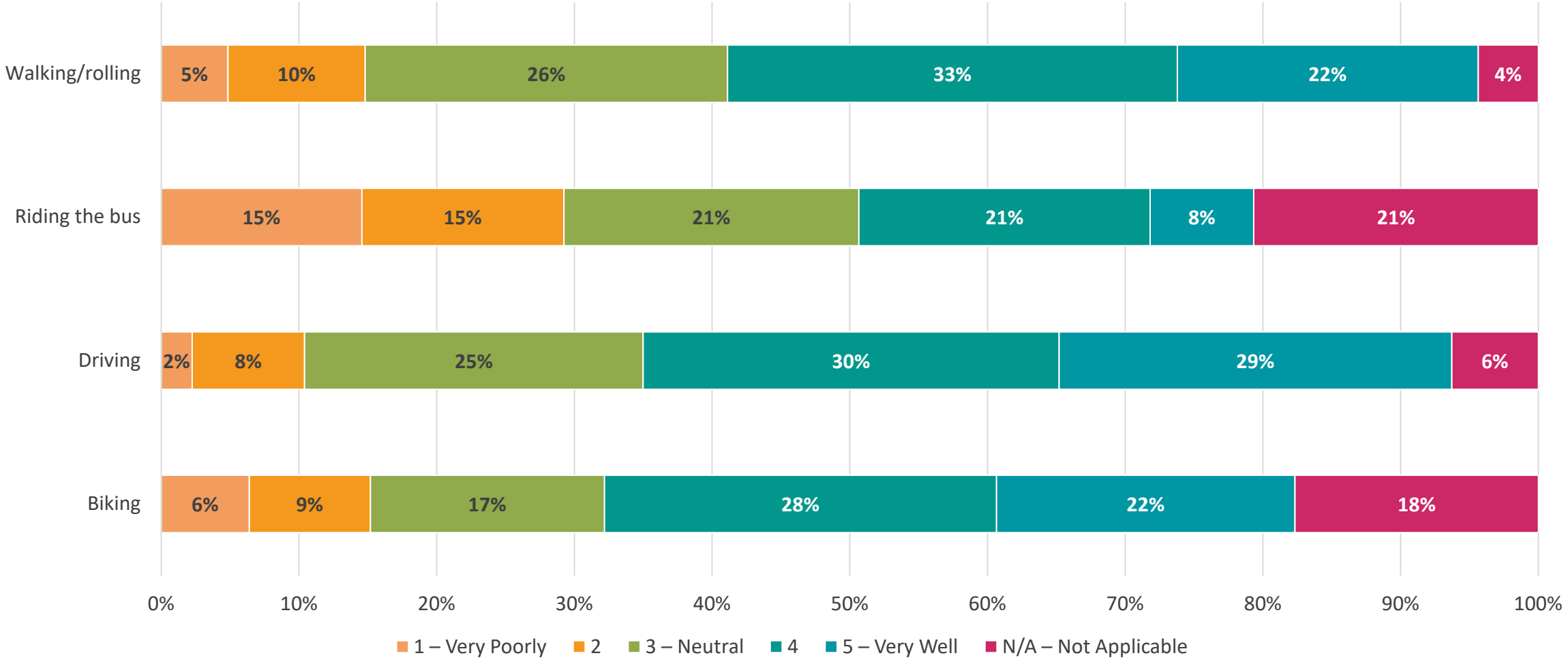
How concerned are you about the following when using the following modes?



1 – Not Concerned
2 – Slightly Concerned
3 – Moderately Concerned
4 – Very Concerned

Traffic safety was overwhelmingly the top concern across all modes of transportation, including walking and rolling, biking and scootering, riding the bus, and driving.

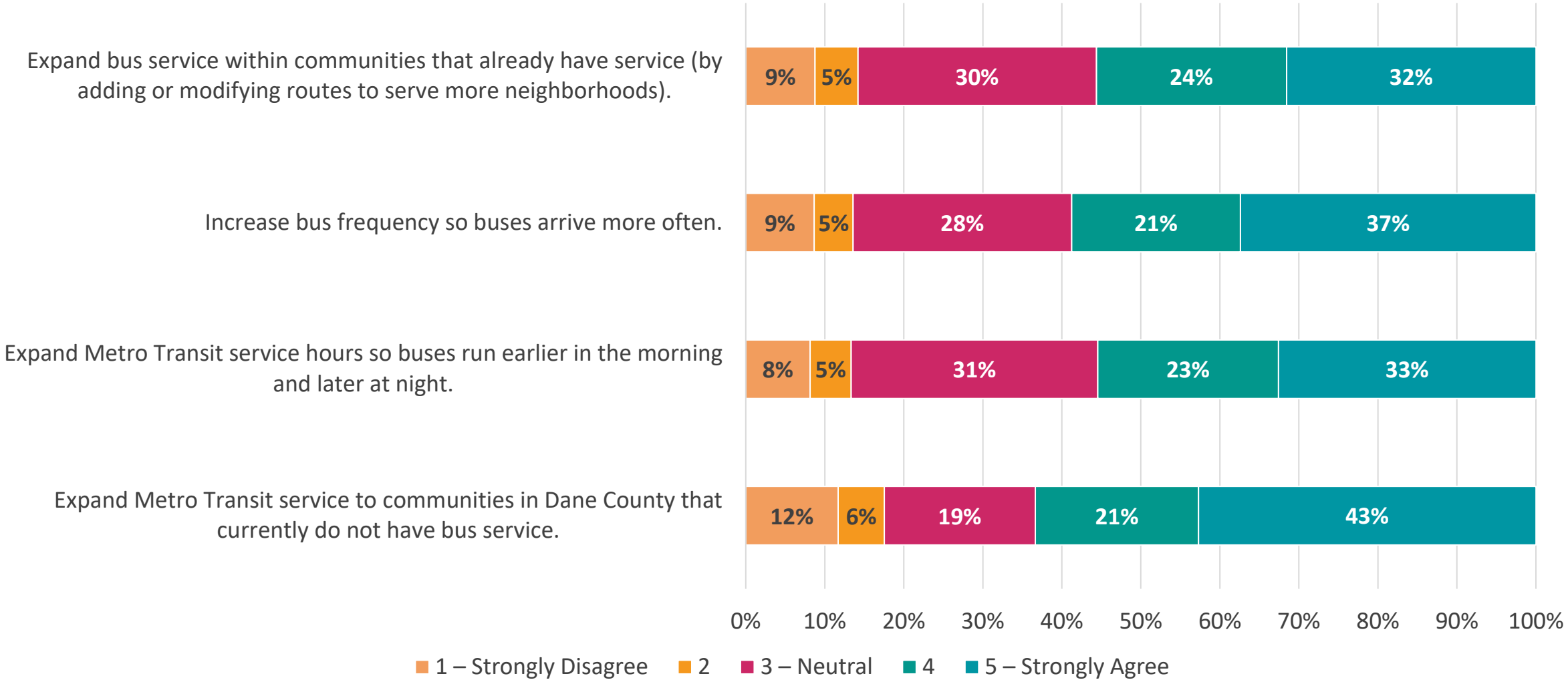
How well do the following transportation options work for you in the Greater Madison area?



Survey respondents reported that traveling around the Greater Madison area was easiest by car and most difficult by public transit.

How much do you agree with the following statements?

It is important to…



How important do you think each of the following transportation issues will be for the Greater Madison region over the next 30 years?

1. Deteriorating roads, sidewalks, and infrastructure **4.27**
2. Safety
3. Access to public transit
4. Meeting the transportation needs of our aging population
5. Environmental impacts of transportation
6. Ensuring the transportation system serves everyone fairly
7. Increased traffic and travel demand due to population growth
8. Transportation system resilience to severe weather events
9. Roadway congestion
10. Access to driver education
11. Access to pedestrian and bicycle safety education
12. Emerging transportation technologies, such as e-bikes, e-scooters, and autonomous vehicles
13. Congestion on bike paths and sidewalks **3.16**

1 – Not at all Important
2
3 – Neutral
4
5 – Very Important

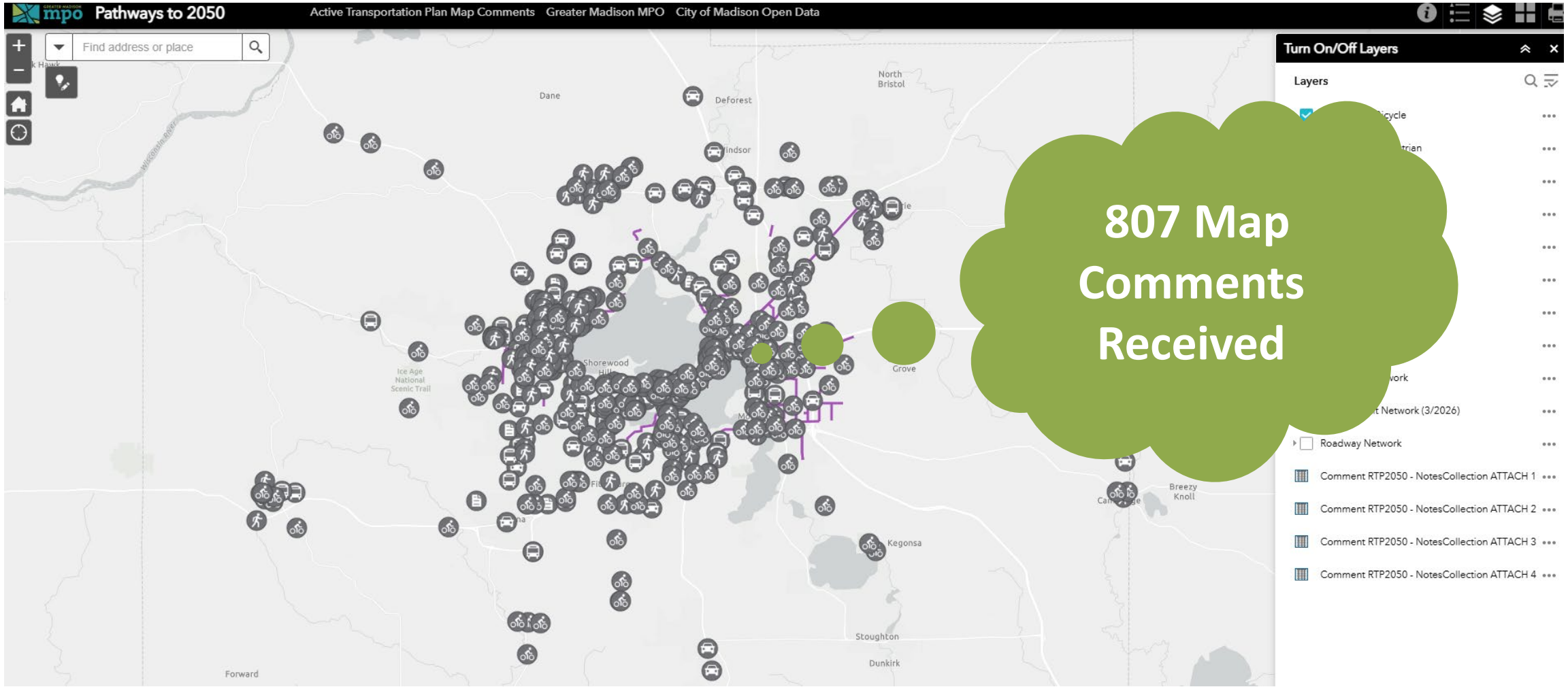
How Important Are the Following Investments to Supporting a Successful Transportation System?

1. Maintaining existing roads, sidewalks, and bikeways in good condition
2. Supporting regional passenger rail
3. Making walking and rolling easier and safer for people of all ages and abilities
4. Making biking easier and safer for people of all ages and abilities
5. Improving roadway safety through design, technology, education, and reduced speed limits
6. Improving and expanding Metro Transit bus service
7. Supporting affordable housing and development near transit corridors and bikeways
8. Encouraging alternatives to driving alone through education, incentives, and employer programs
9. Expanding uses of public curb space, including outdoor dining, deliveries, ride-hailing pick-up/drop-off, bicycle parking, and green space
10. Adding covered bus stops and improving amenities such as seating, lighting, charging, signage, and bike racks

How Important Are the Following Investments to Supporting a Successful Transportation System?

11. Reducing environmental impacts and improving the transportation system's ability to withstand extreme weather
12. Reducing congestion and improving traffic flow through technology and alternatives to driving alone
13. Supporting the safe use of privately owned e-bikes, e-scooters, and other micromobility devices
14. Increasing traffic enforcement
15. Supporting the transition to electric vehicles by expanding EV charging stations on public and private property
16. Providing safety education and etiquette campaigns
17. Improving and expanding vanpool and shared-ride transit options
18. Expanding bikeshare availability (Madison BCycle)
19. Reducing congestion and improving traffic flow by expanding roadways
20. Establishing a scooter-share system, such as Lime or Bird

Interactive Comment Map



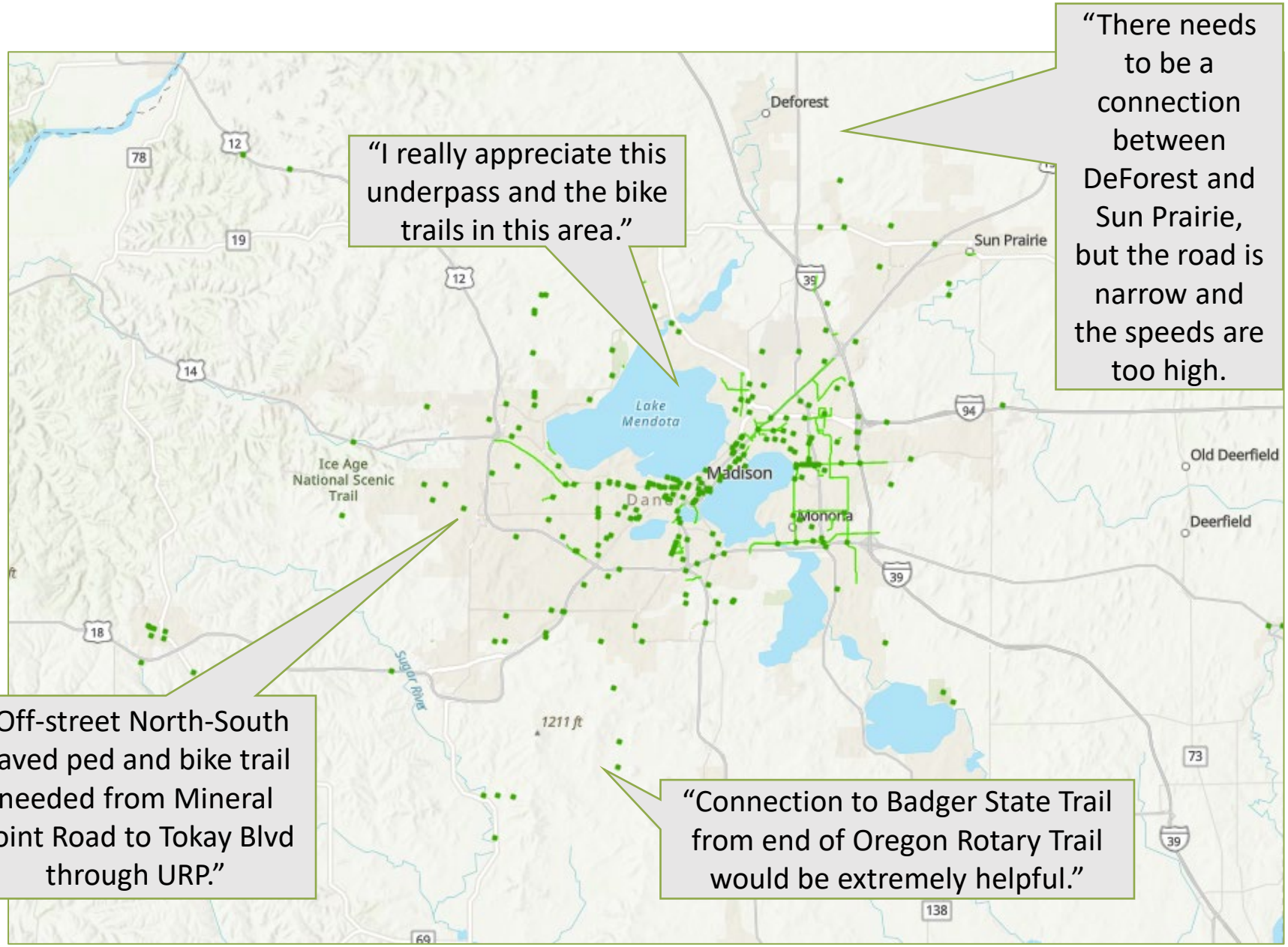
View Map Comments

Bicycle

334 Comments

- **Safety**: 61%
- **Suggested Facilities**: 42%
- **Connectivity**: 38%
- **Intersection**: 28%
- **Maintenance**: 6%

Many comments focused on locations identified as missing links in the 2026 Active Transportation Plan.

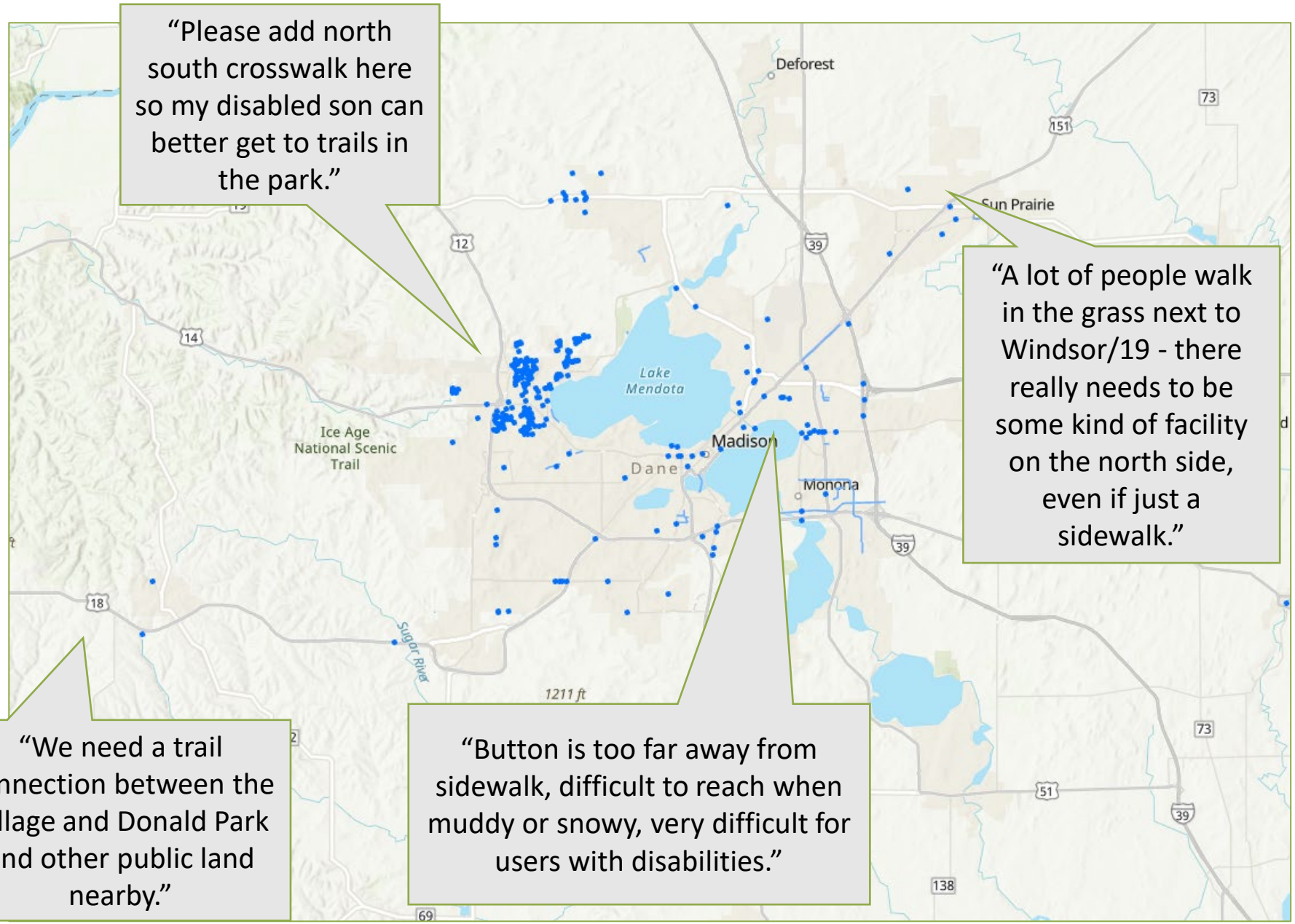


Pedestrian

294 Comments

- **Safety**: 76%
- **Suggested Facilities**: 76%
- **Connectivity**: 18%
- **Intersection**: 56%
- **Maintenance**: 3%

Many comments focused on the difficulty and stress of crossing major roads.

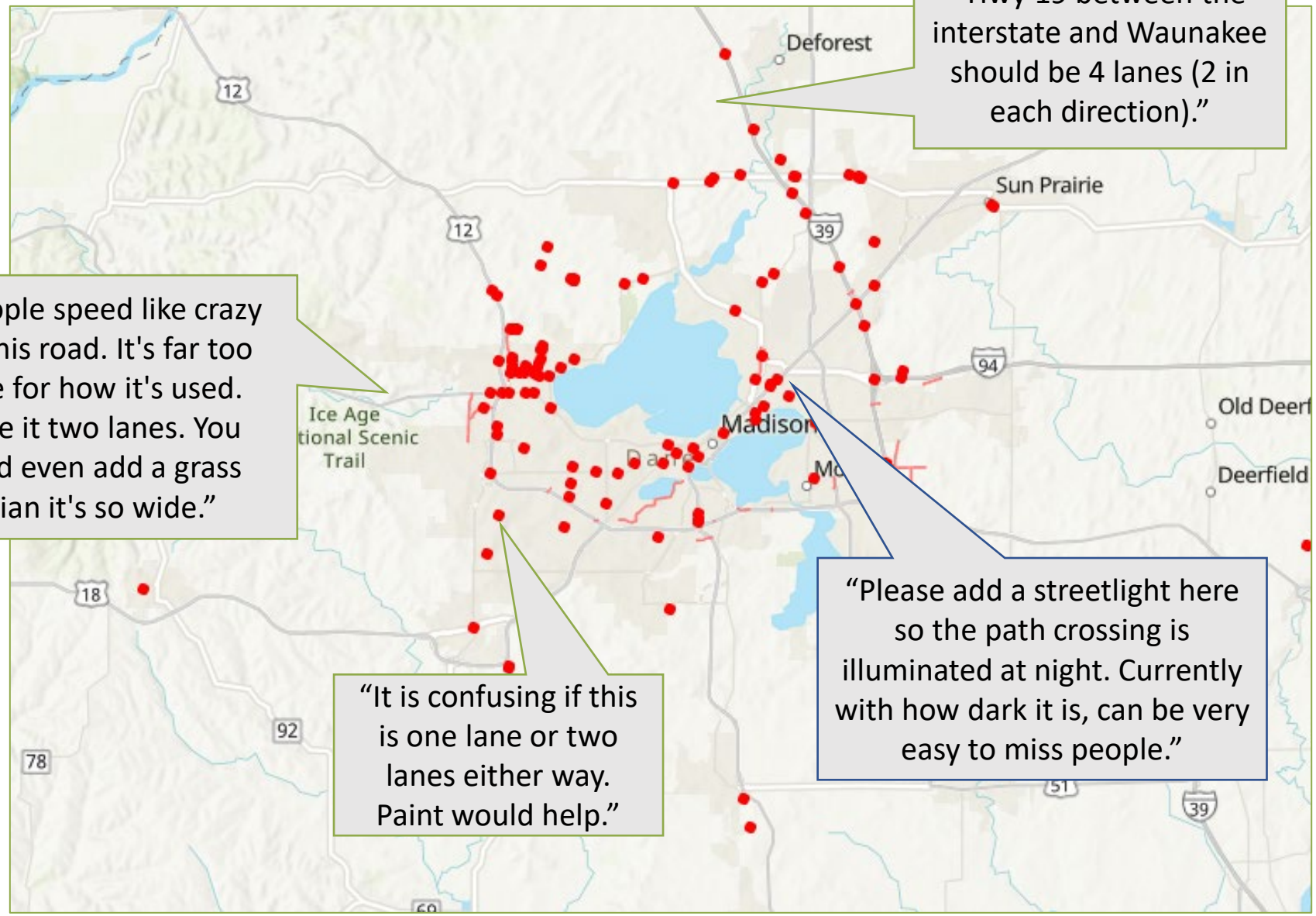


Roadway

148 Comments

- **Safety**: 41%
- **Suggested Facility**: 76%
- **Connectivity**: 11%
- **Intersection**: 55%
- **Design**: 53%
- **Wayfinding**: 3%
- **Maintenance**: 2%

Many commenters suggested infrastructure improvements, including new roundabouts, changes to street widths, traffic signals, and streetlights.

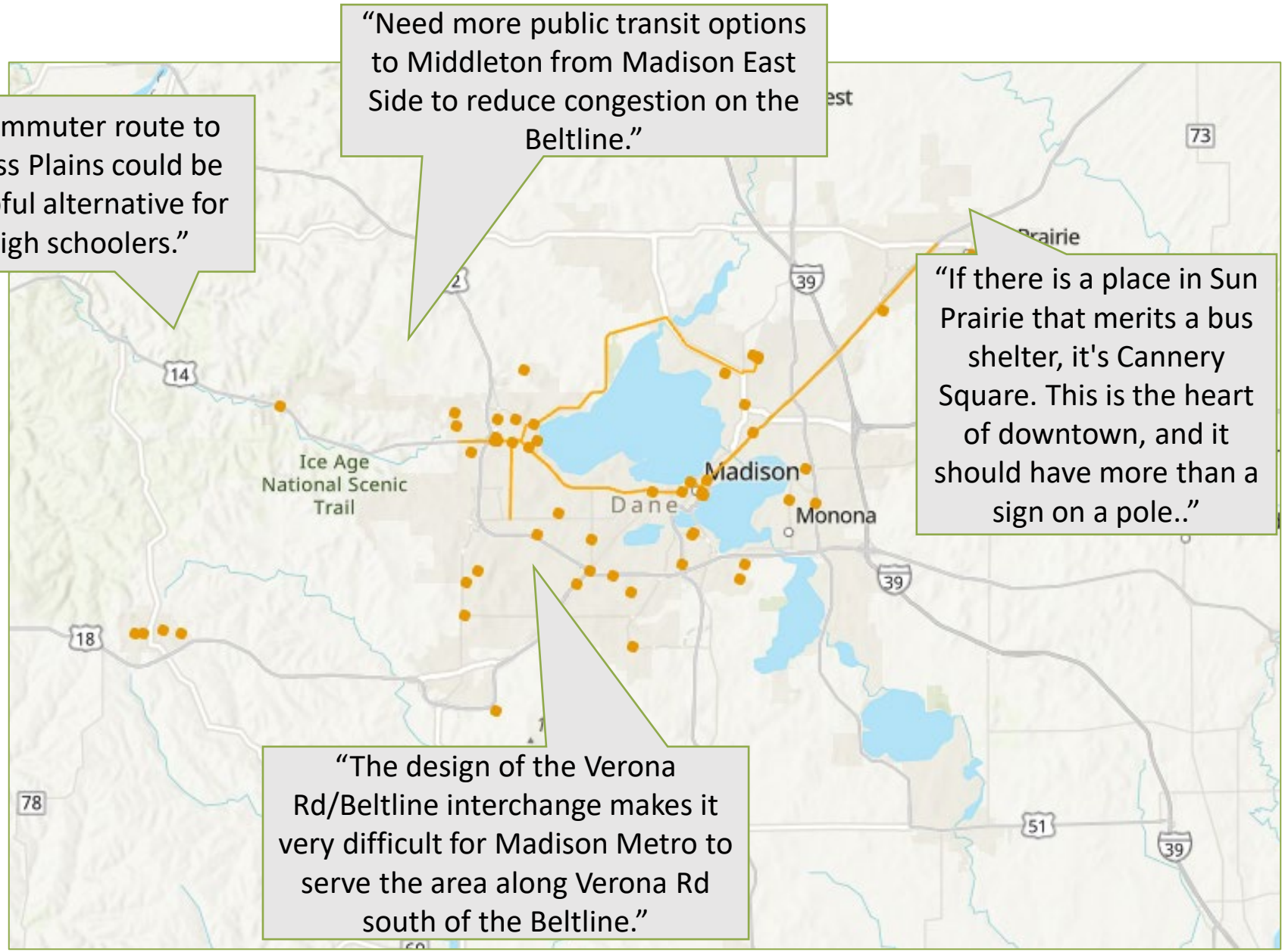


Transit

57 Comments

- **Safety**: 21%
- **Suggested Facility**: 63%
- **Connectivity**: 30%
- **Intersection**: 11%
- **Maintenance**: 4%

Comments frequently highlighted the need for new transit routes, additional stops, and improved schedules.



Focus Groups

Key Themes

- Independence and Mobility
- Transportation Costs
- Safety on Public Transit
- Need for Commuter Rail
- Walking and Biking Safety
- Improving Transit Service Quality
- Expanding Transit Connections Between Communities
- Recognizing That Driving Isn't an Option for Everyone

What We Heard

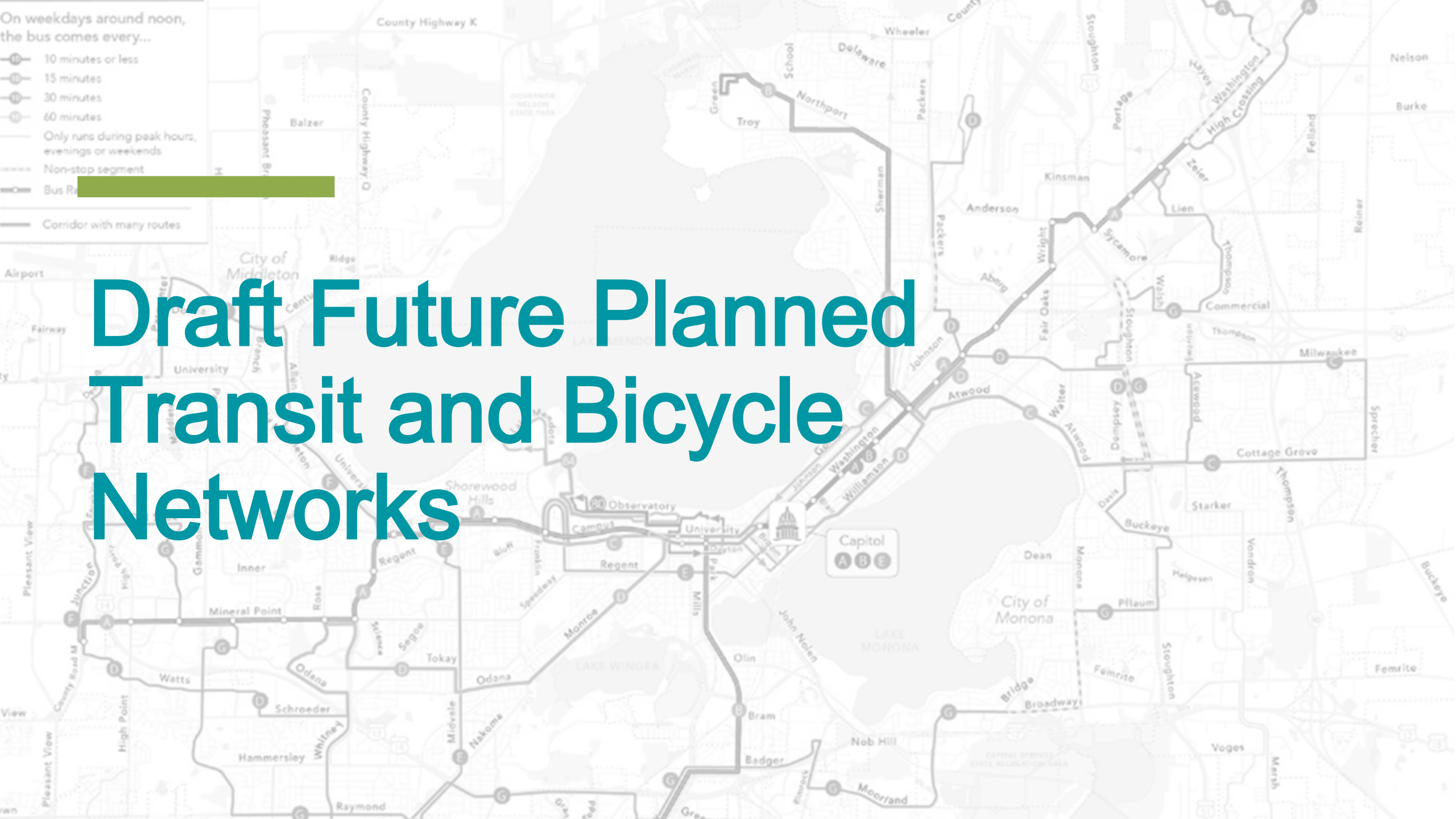
One of the cancellations [for today's focus group] said her husband got off work at 3 a.m. and wasn't able to wake up to drive her.

Prioritize underserved populations, people-first design, and universal design—narrower lanes for cars and dedicated lanes for bikes and buses.

Not everyone has a smartphone—more info at bus stops.

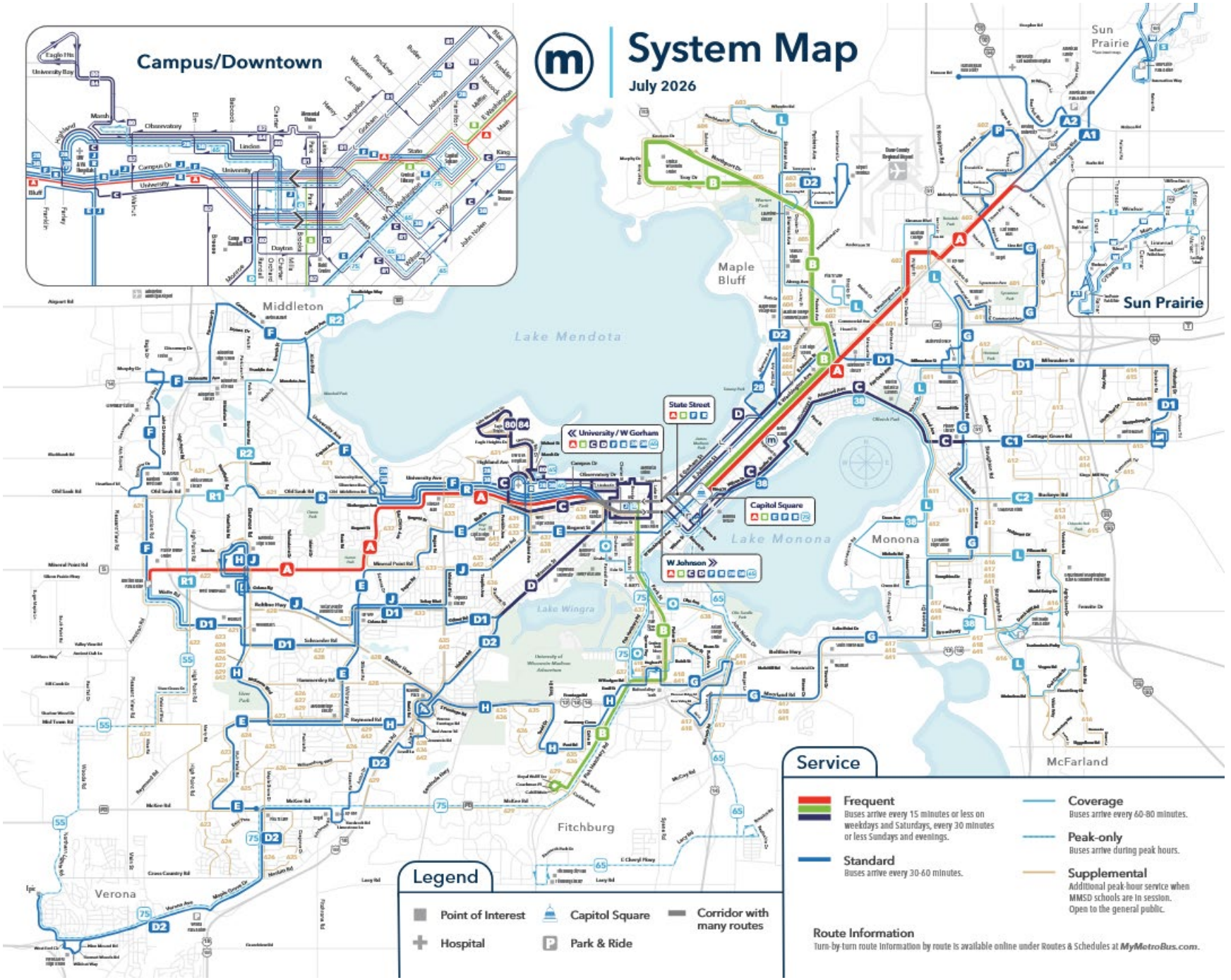
I would love to see Madison Metro add a route through here or to the park-and-ride so people have the independence to travel from Waunakee to Madison, Sun Prairie, or Monona.

"Public transportation for everyone. For kids on the spectrum, kids who have disabilities, elderly people with disabilities, elderly people in general, people in general, giving them the independence to get out and go do things without relying on others and be safe."

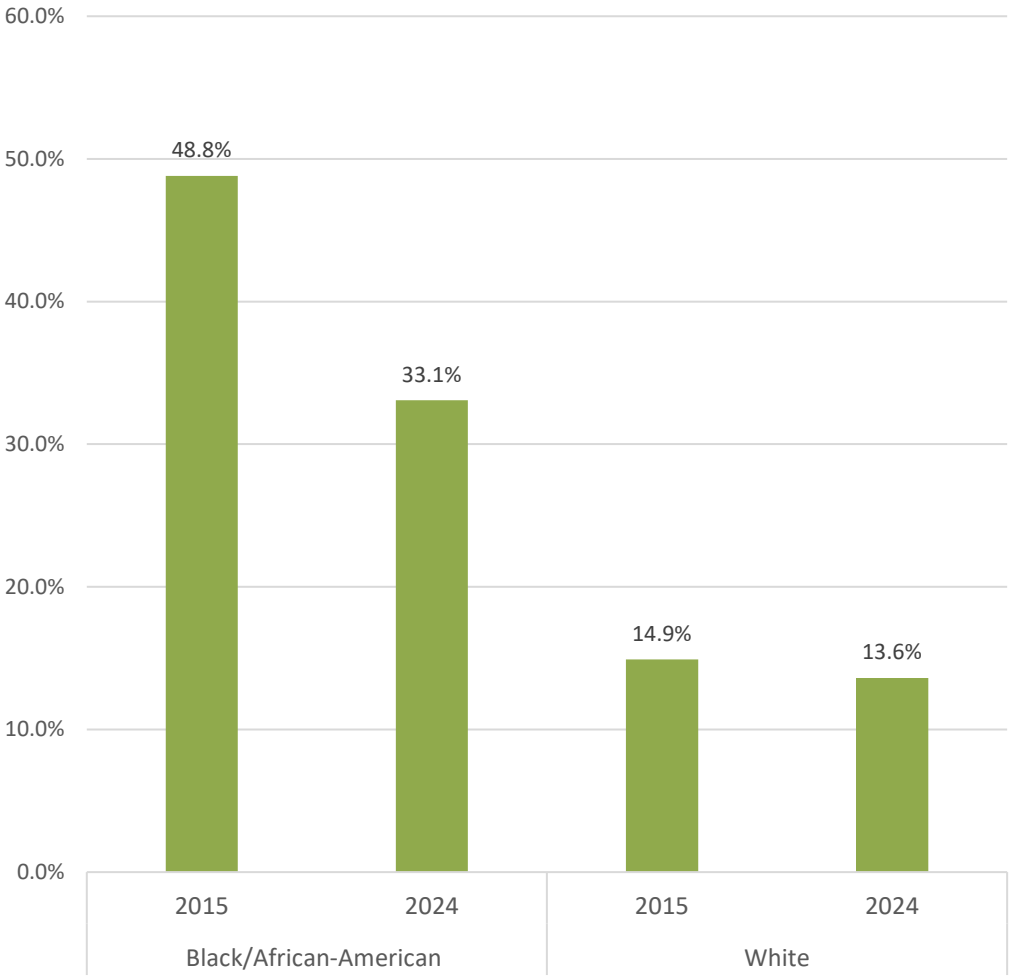

On weekdays around noon, the bus comes every...
10 minutes or less
15 minutes
30 minutes
60 minutes
Only runs during peak hours, evenings or weekends
Non-stop segment
Bus R
Corridor with many routes
Draft Future Planned Transit and Bicycle Networks

Public Transit

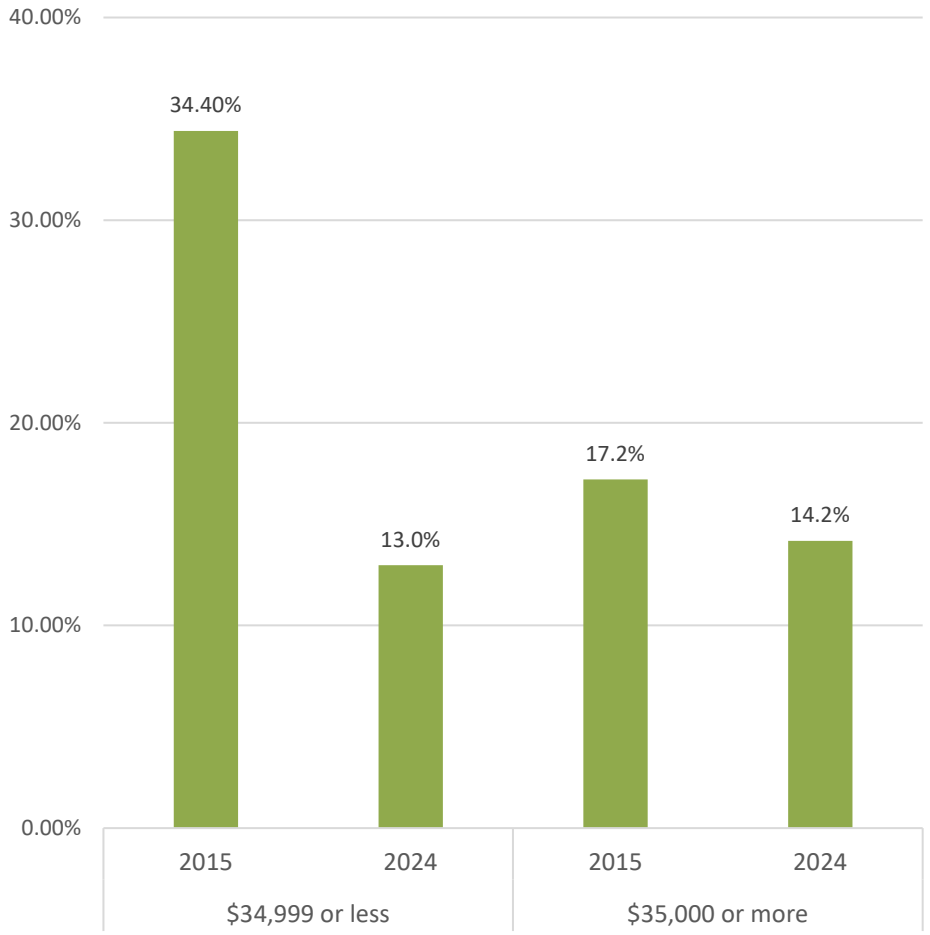
Growing from the 2023 Transit Network Redesign



Riders Making One or More Transfers by Race, 2015 –2024

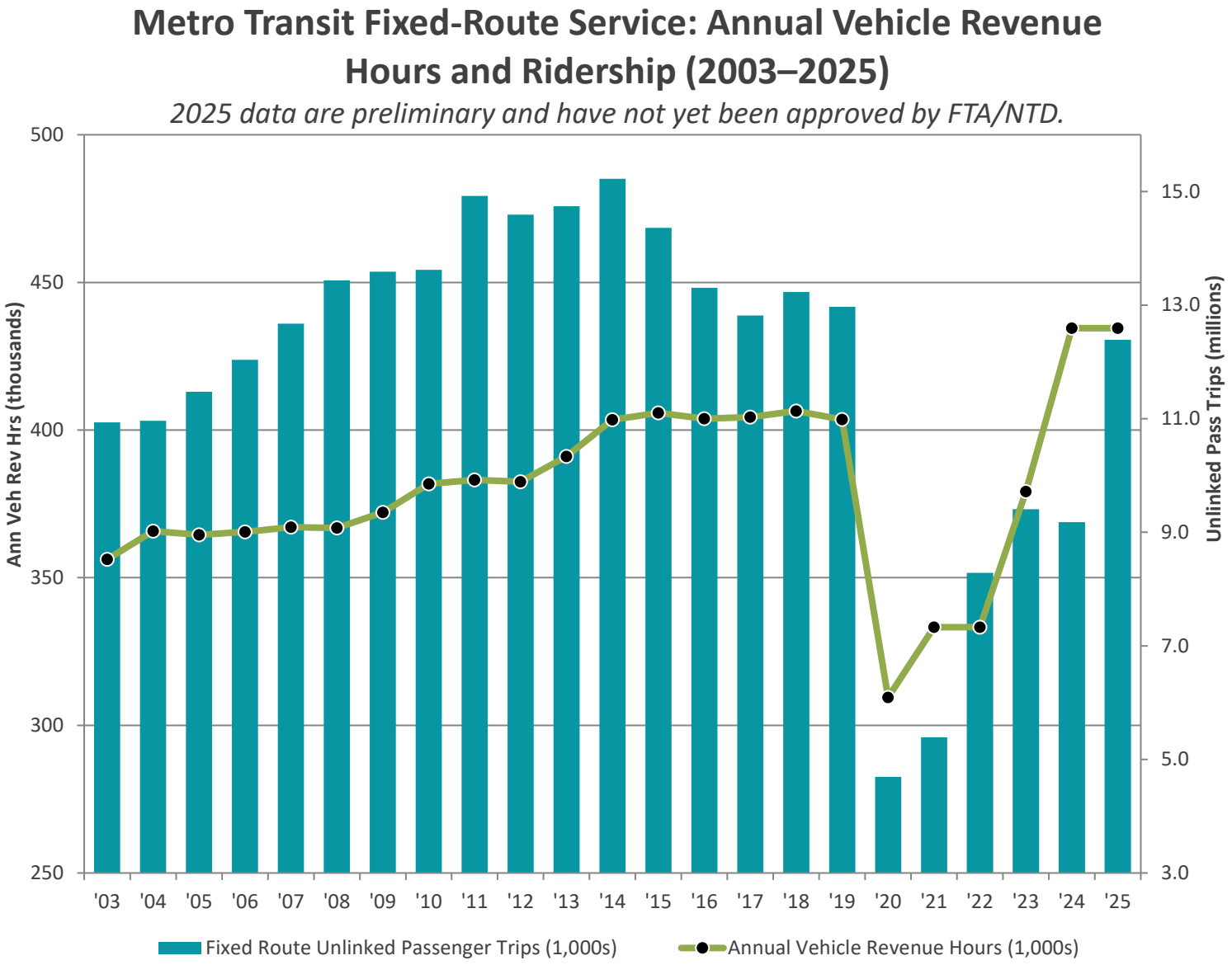


Riders Making One or More Transfers by Household Income, 2015–2024



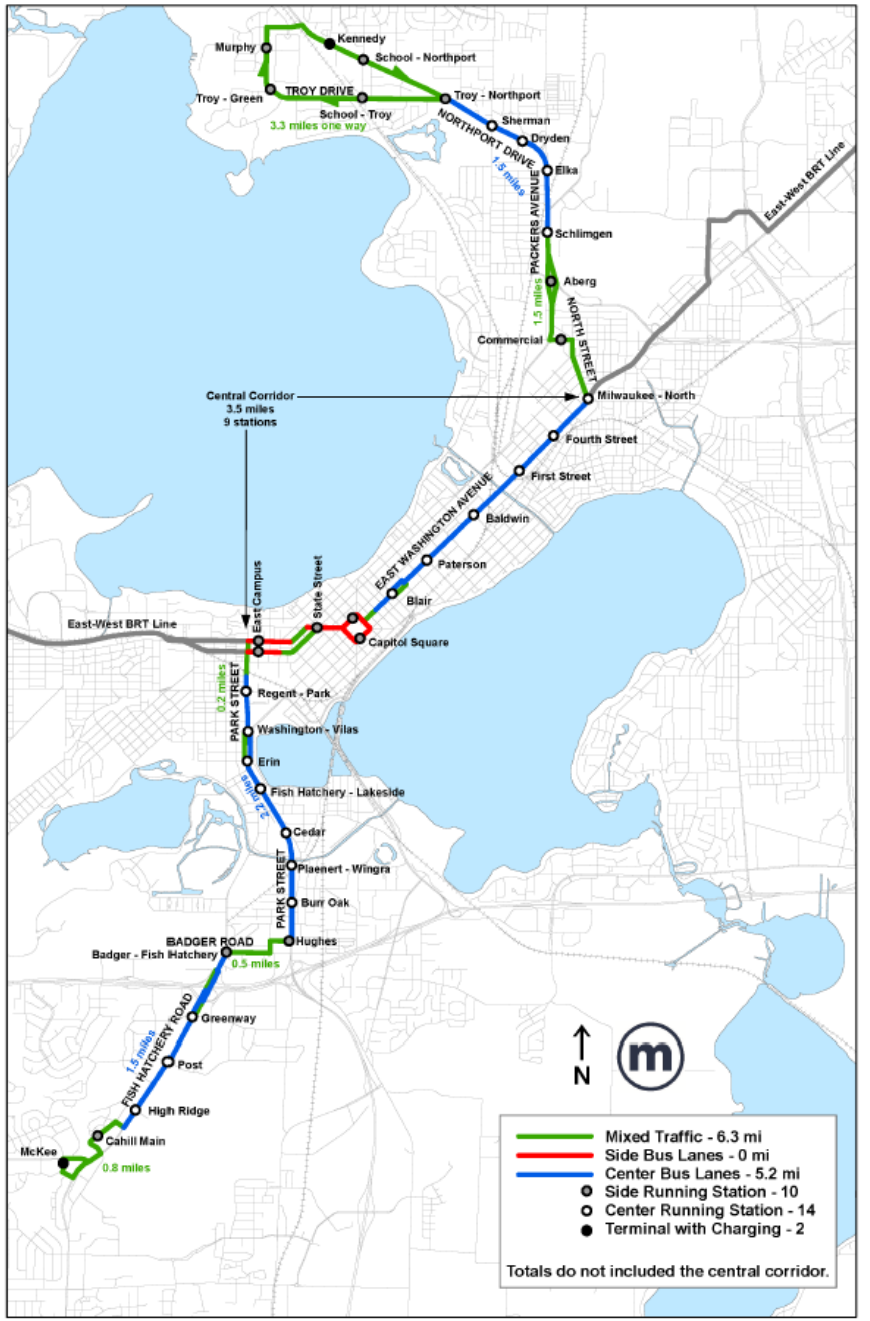
Public Transit

- Ridership dropped to less than 37% of pre-pandemic levels in 2020.
- Ridership returned to (nearly) pre-pandemic levels in 2025.



North -South Bus Rapid Transit (BRT)

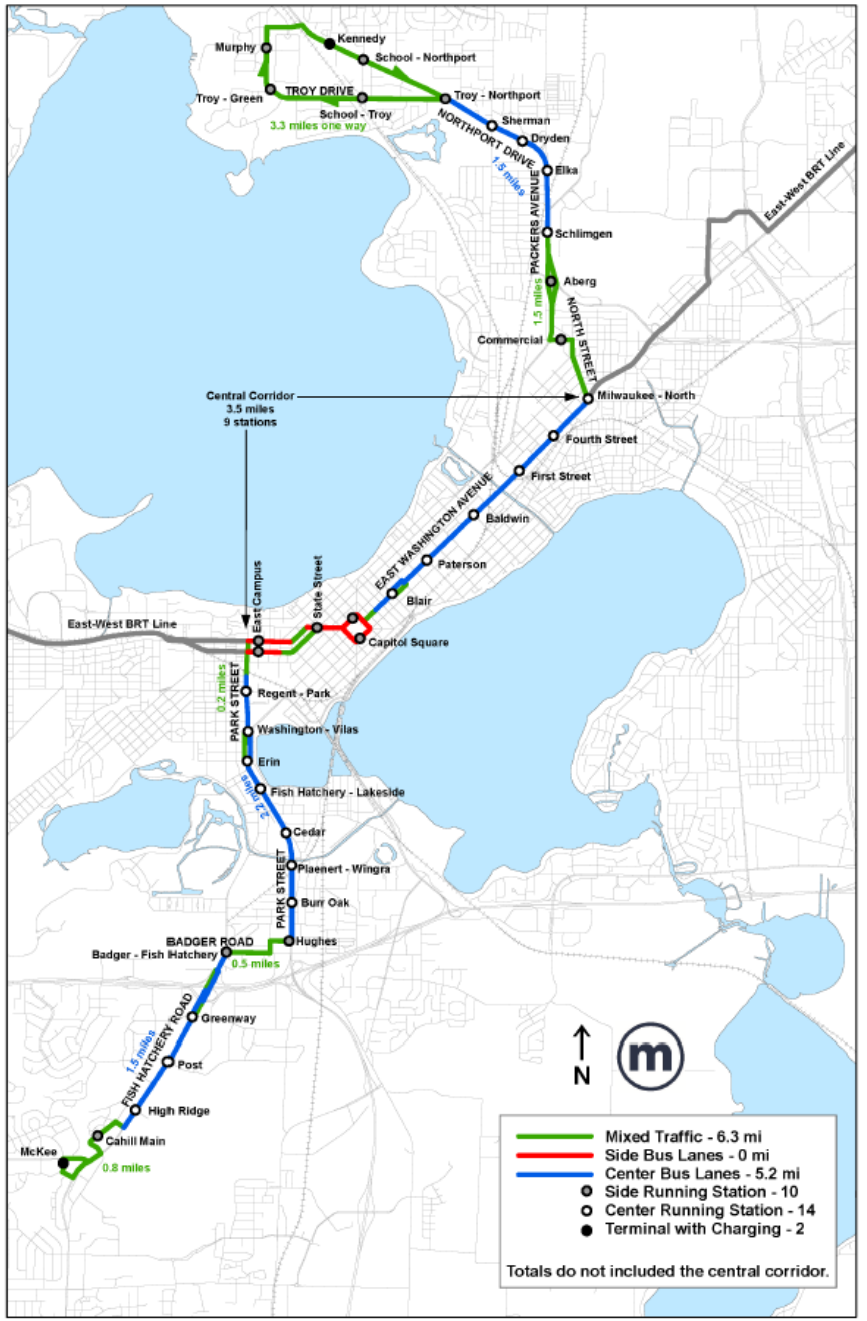
- North-South BRT (Rapid Route B) operating without improvements at standard bus stops south to Cahill Main.
  - Design is underway.
  - Construction anticipated for 2028–2031.



Future Transit Network

Existing System + North-South BRT

- **Fiscal Constraint**: The plan must demonstrate that proposed improvements can be funded, built, and operated.
- **Transit Plan for the Madison Region**: Metro is working to select a consultant team (fall 2026).
- **Future Transit Network**: The RTP's future transit network will be updated following completion of the Transit Plan.



Bicycle Network

Level of Traffic Stress (LTS)

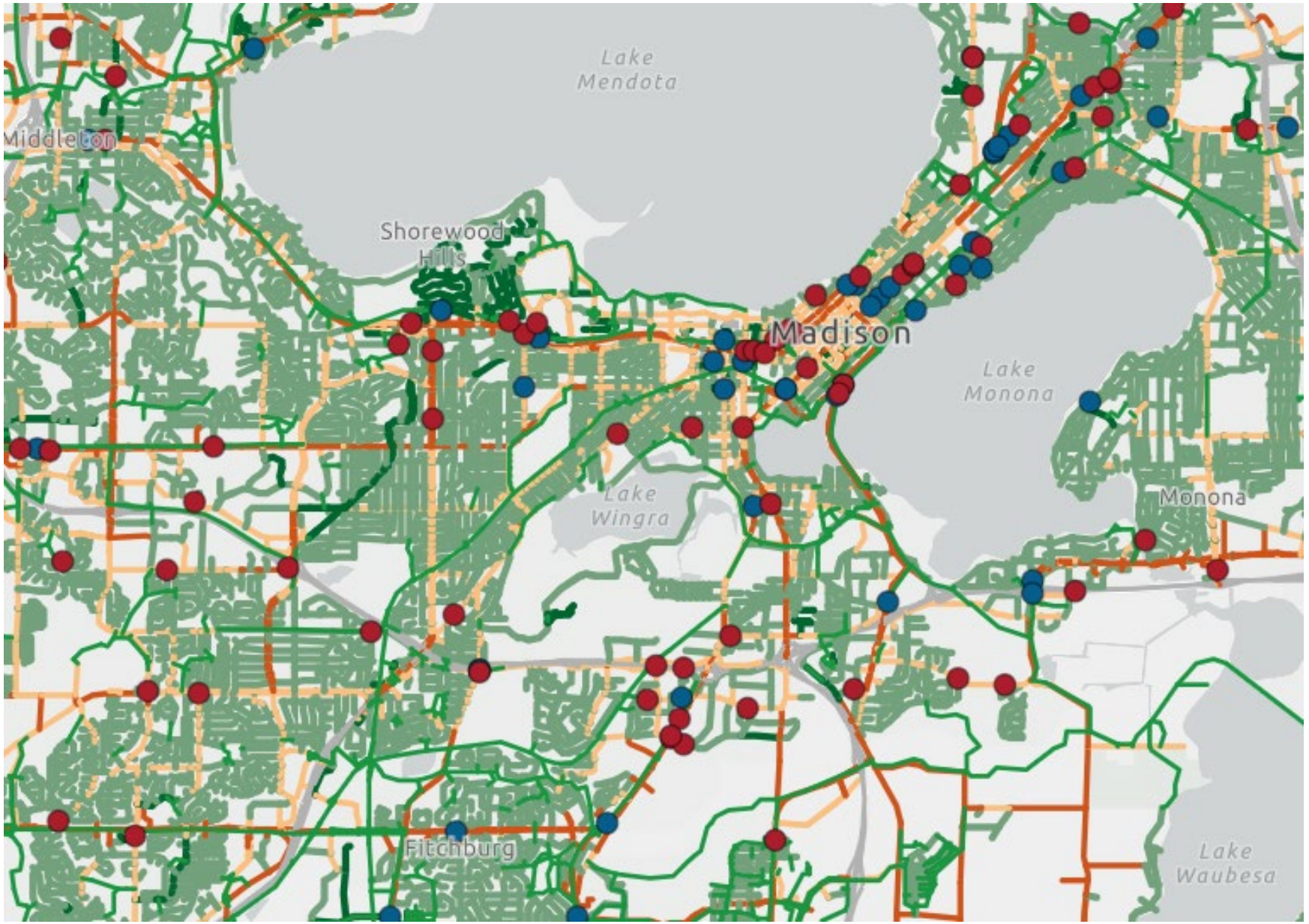
LTS

- LTS 1: Lowest stress
- LTS 2: Low stress
- LTS 3: Moderate stress
- LTS 4: Highest stress
- Bicycles prohibited

Fatal and Serious Crashes (2020-2024)

Pedestrian	Bike
●	●

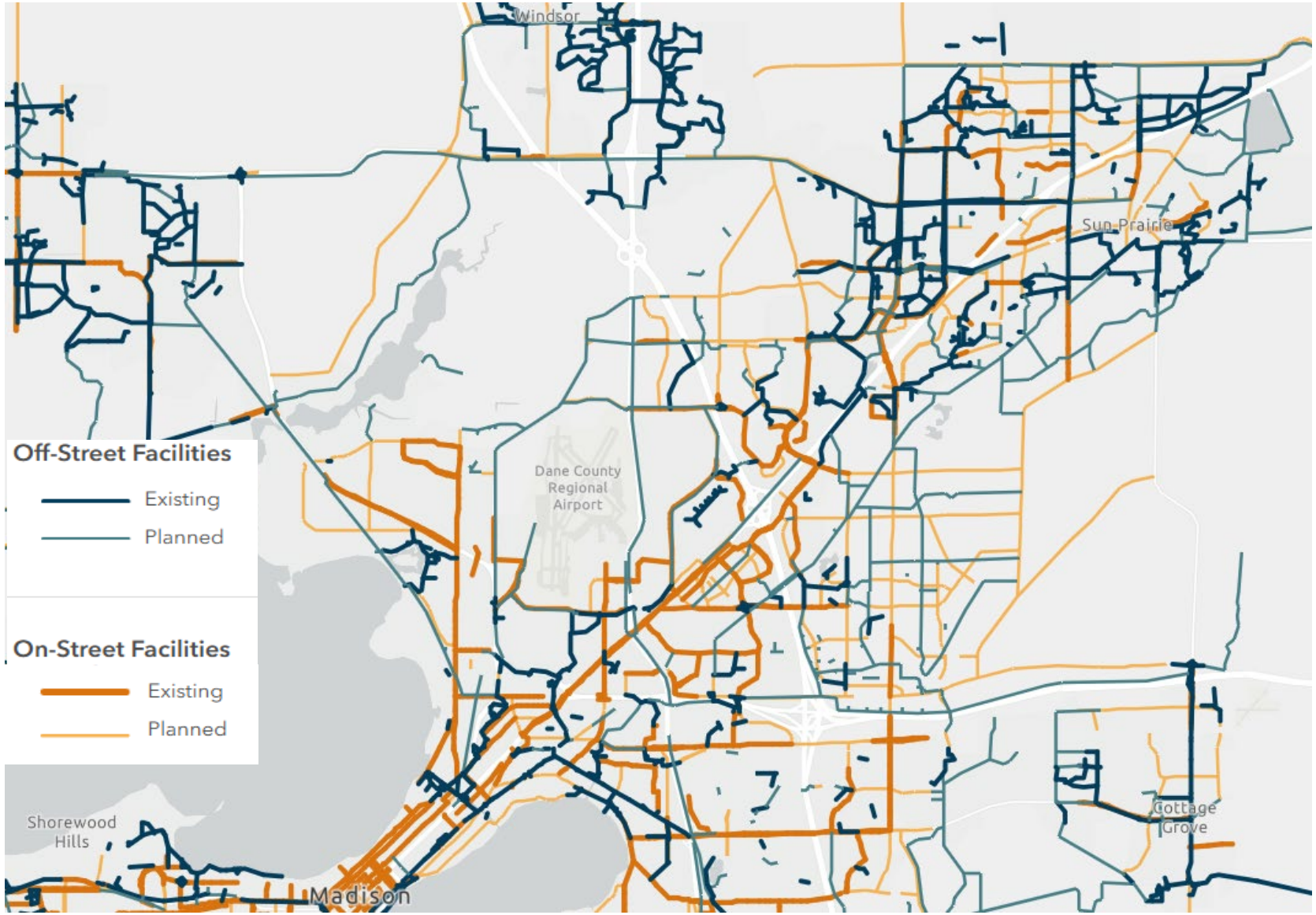
View the Map Online



Bicycle Network

Existing & Planned Facilities

Planned On - and Off - Street Bicycle Facilities

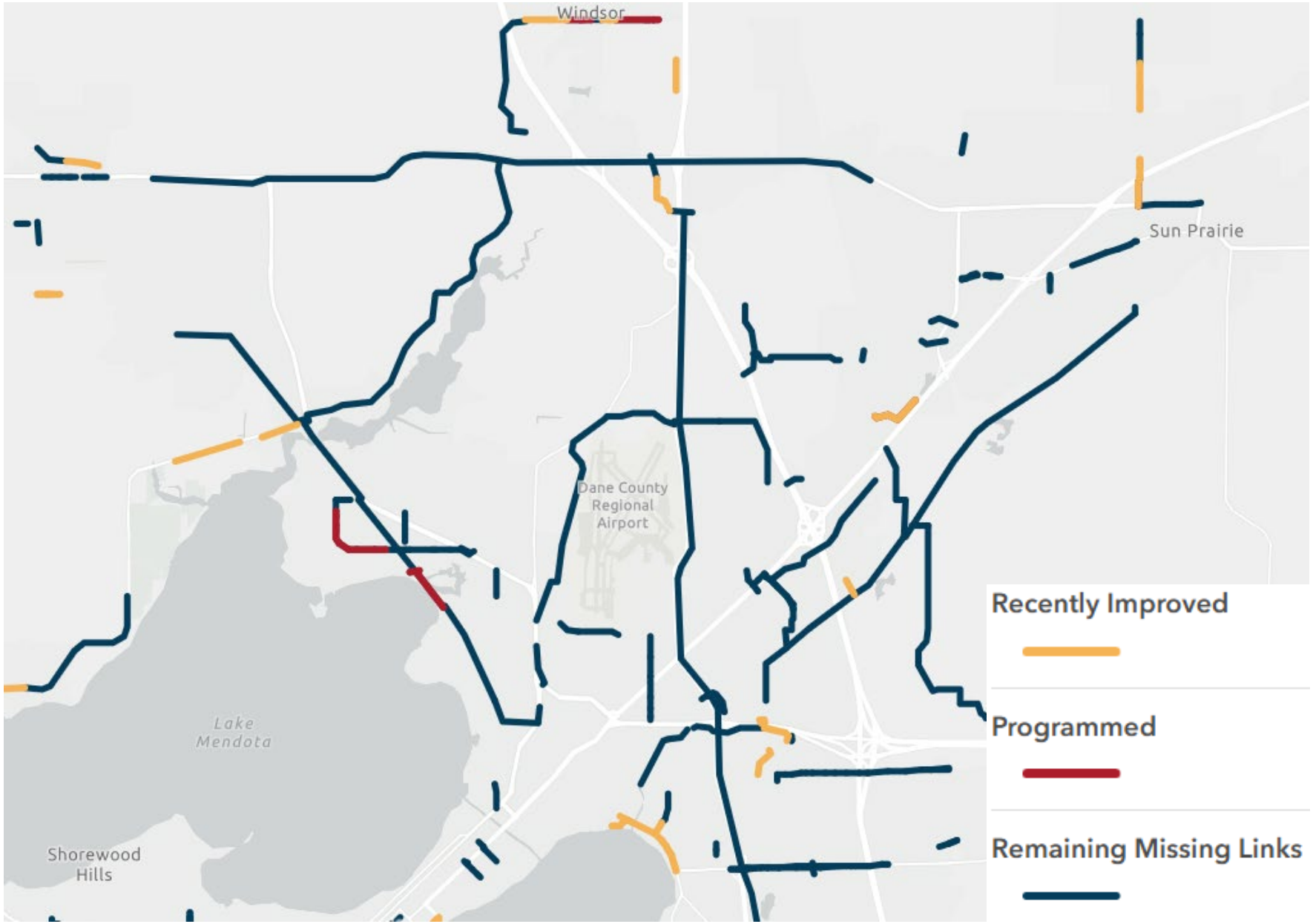


Bicycle Network

Missing Links in the Low-Stress Network

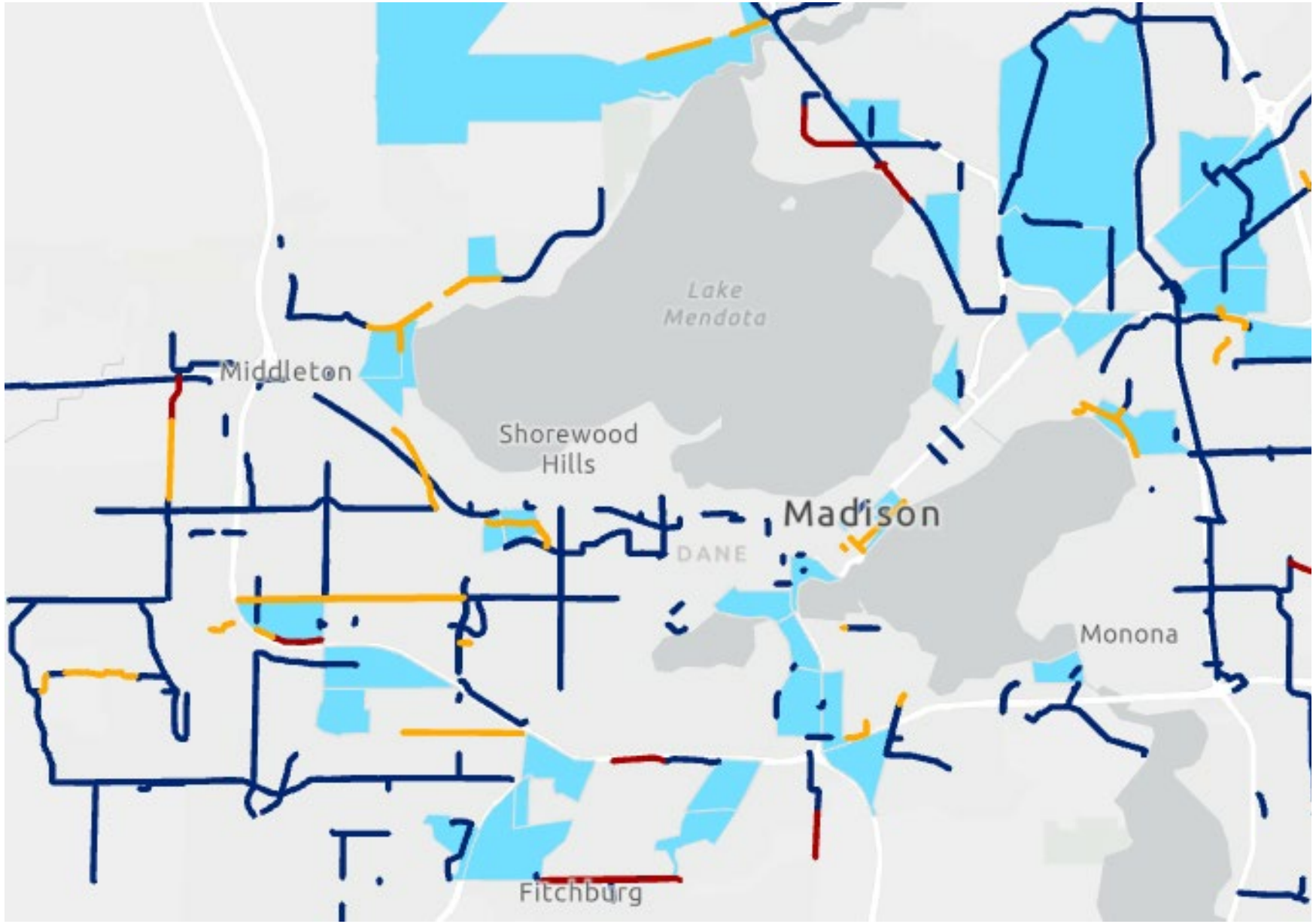
Critical Gaps in the Road and Path Network

View Map of Missing Links in Bicycle Network



Bicycle Network

Missing Links in the Low -Stress Network and Local Priority Areas



Recently Improved

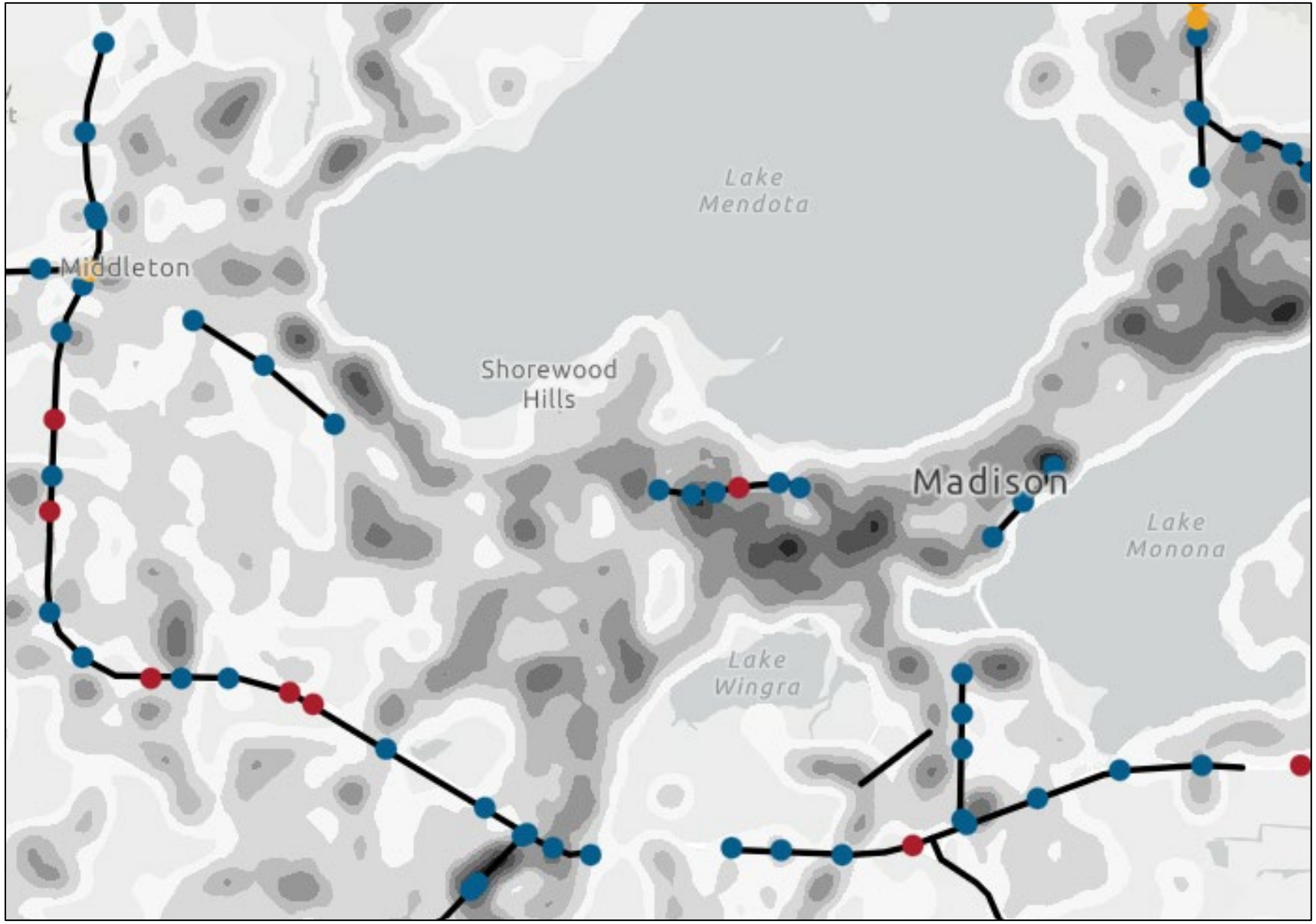
Programmed

Remaining Missing Links

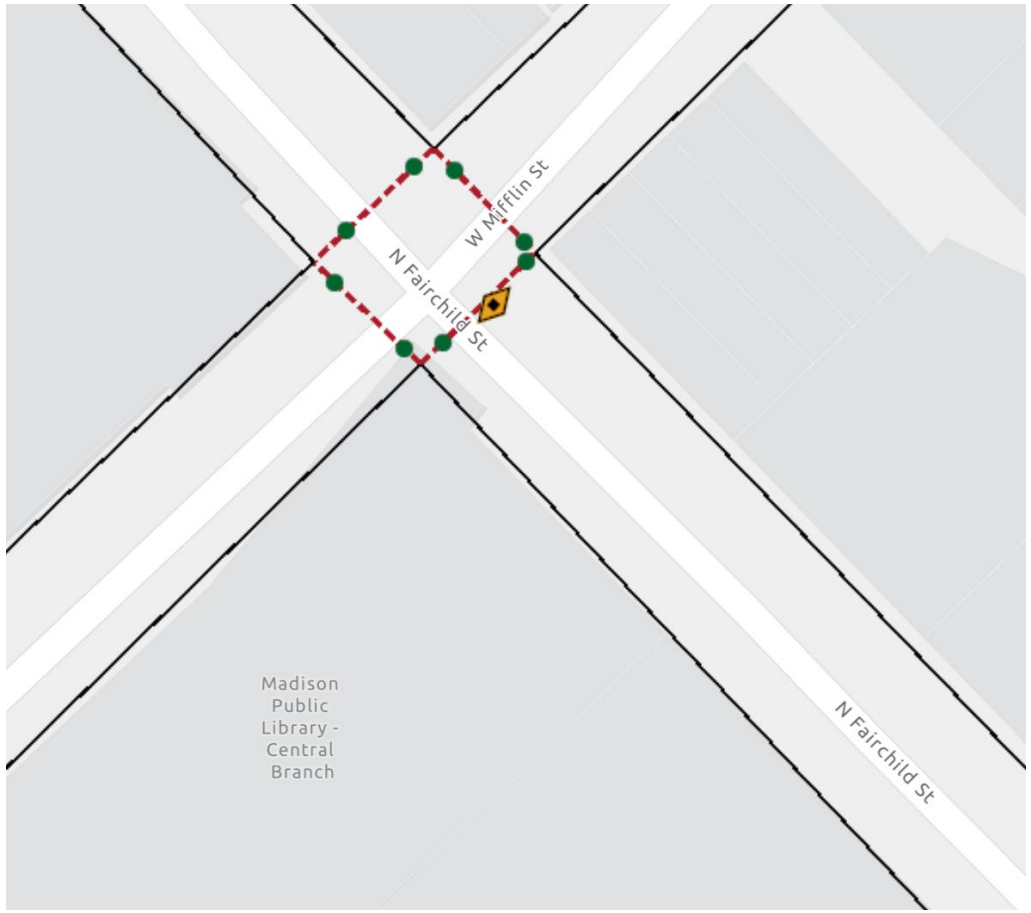
Pedestrian Network

Intersection Density
& Pedestrian Barriers

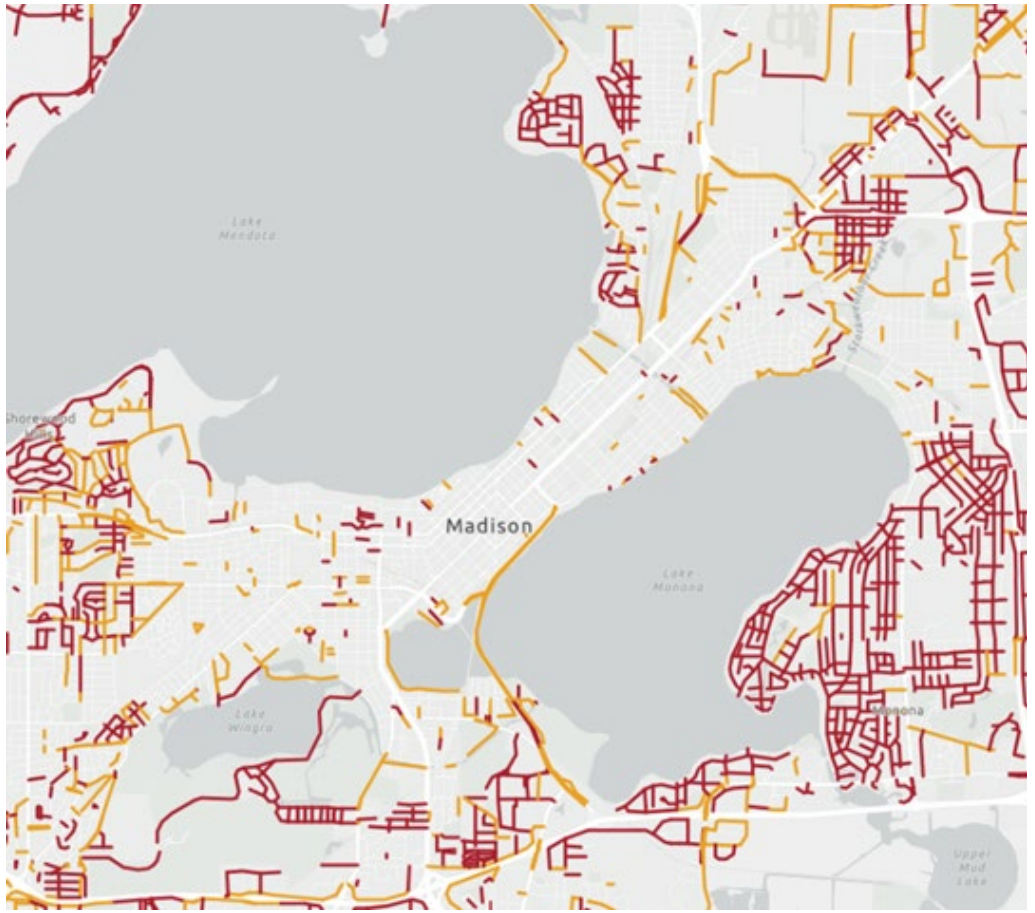
View the Map Online



Pedestrian Network



View Pedestrian Network Map

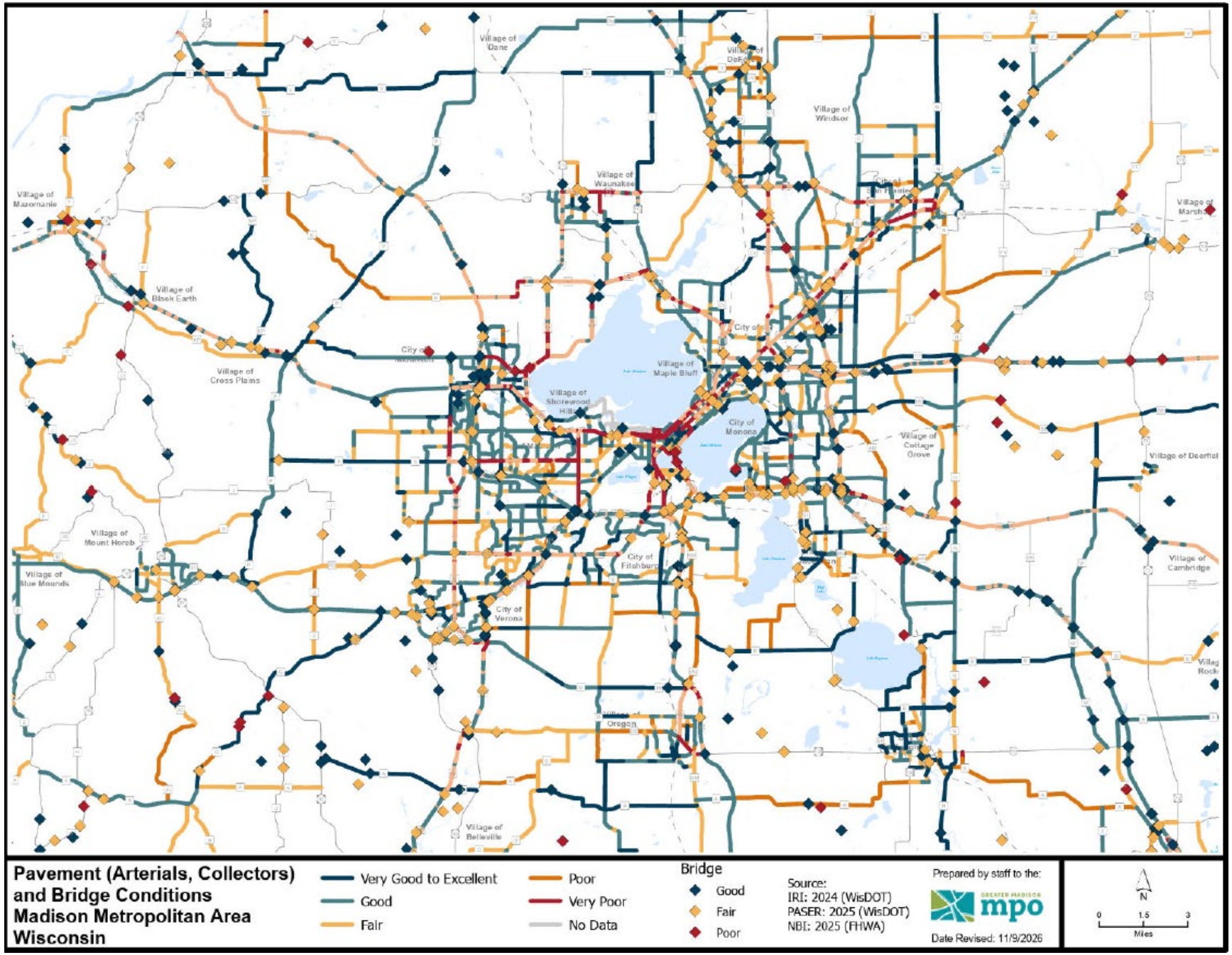


View Map of Streets Without Sidewalks

Draft Roadway Facility Needs Analysis

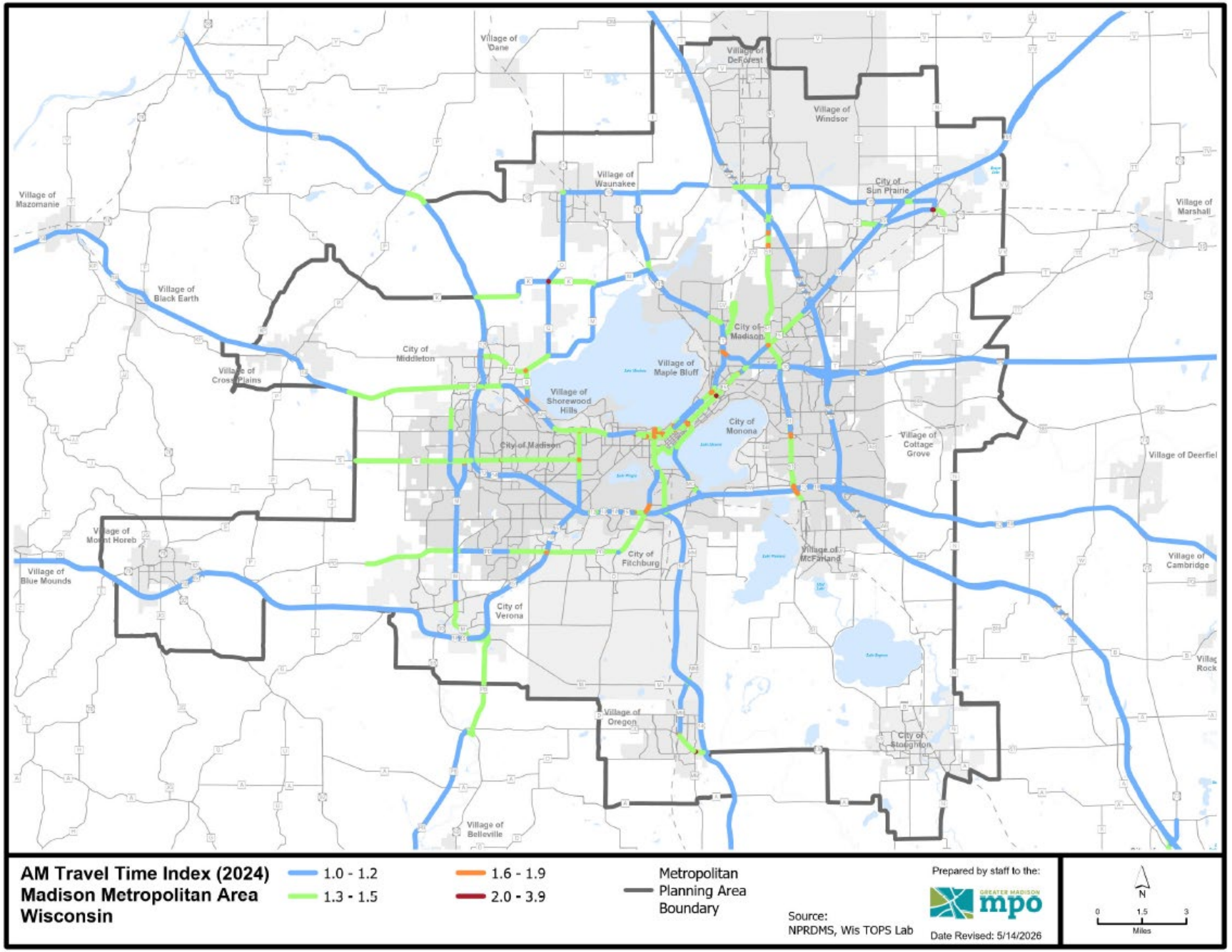


Pavement Conditions



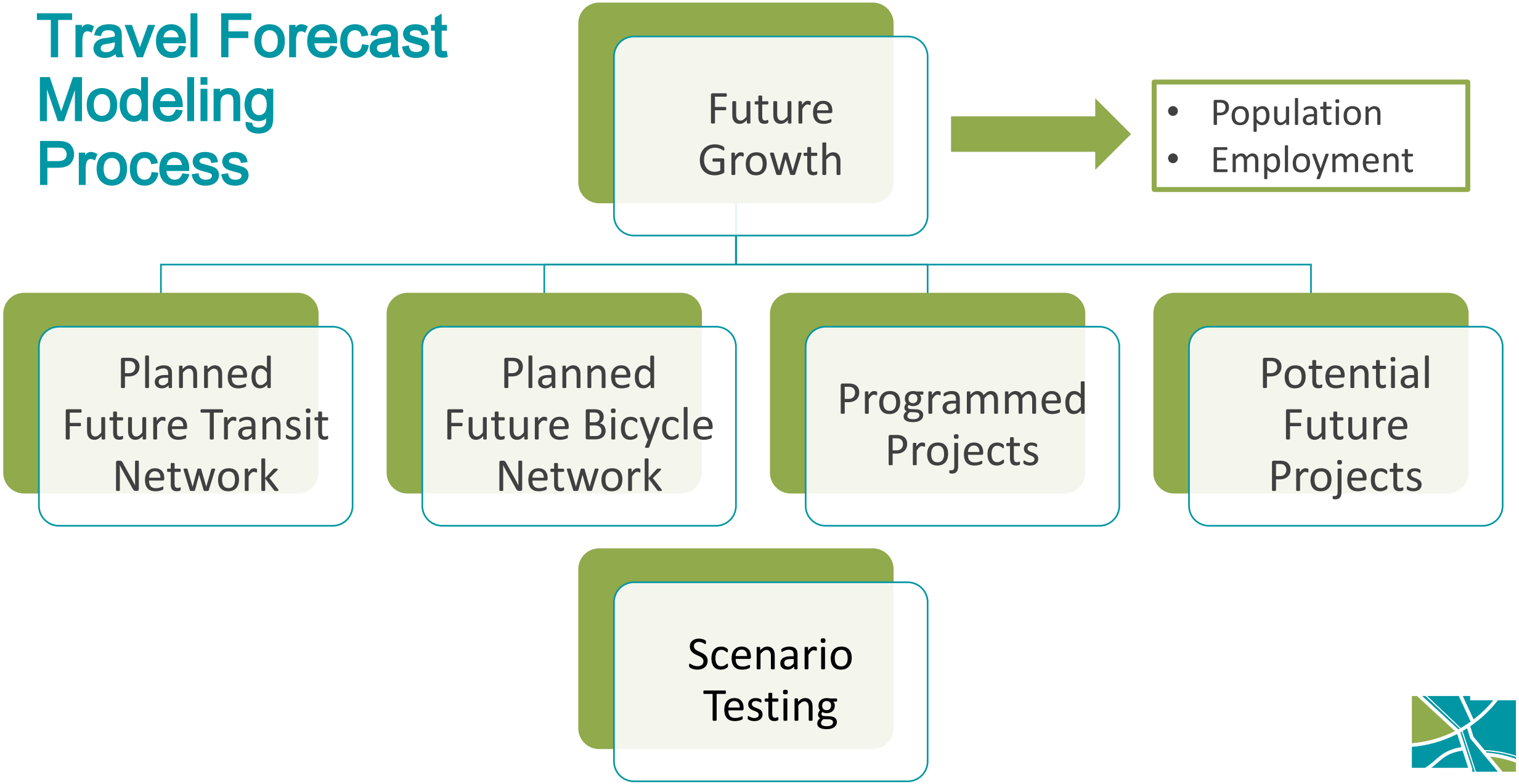
Congestion

Travel Time Index – AM Peak



Travel Forecast Modeling

Travel Forecast Modeling Process

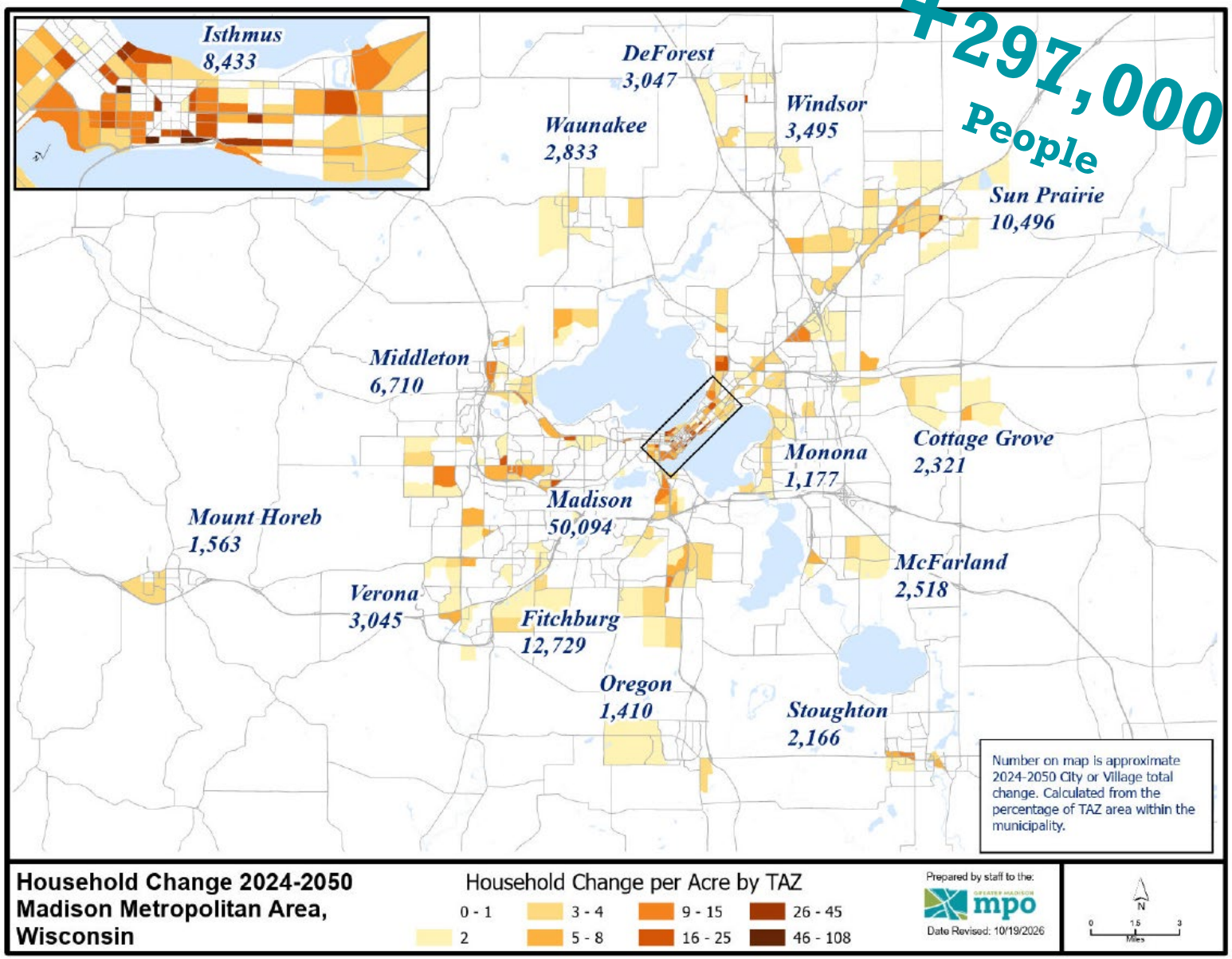


Where Will We Grow?

Dane County's Population Is Projected to Grow by **50%** by 2050

Household Growth: 2024–2050

DRAFT

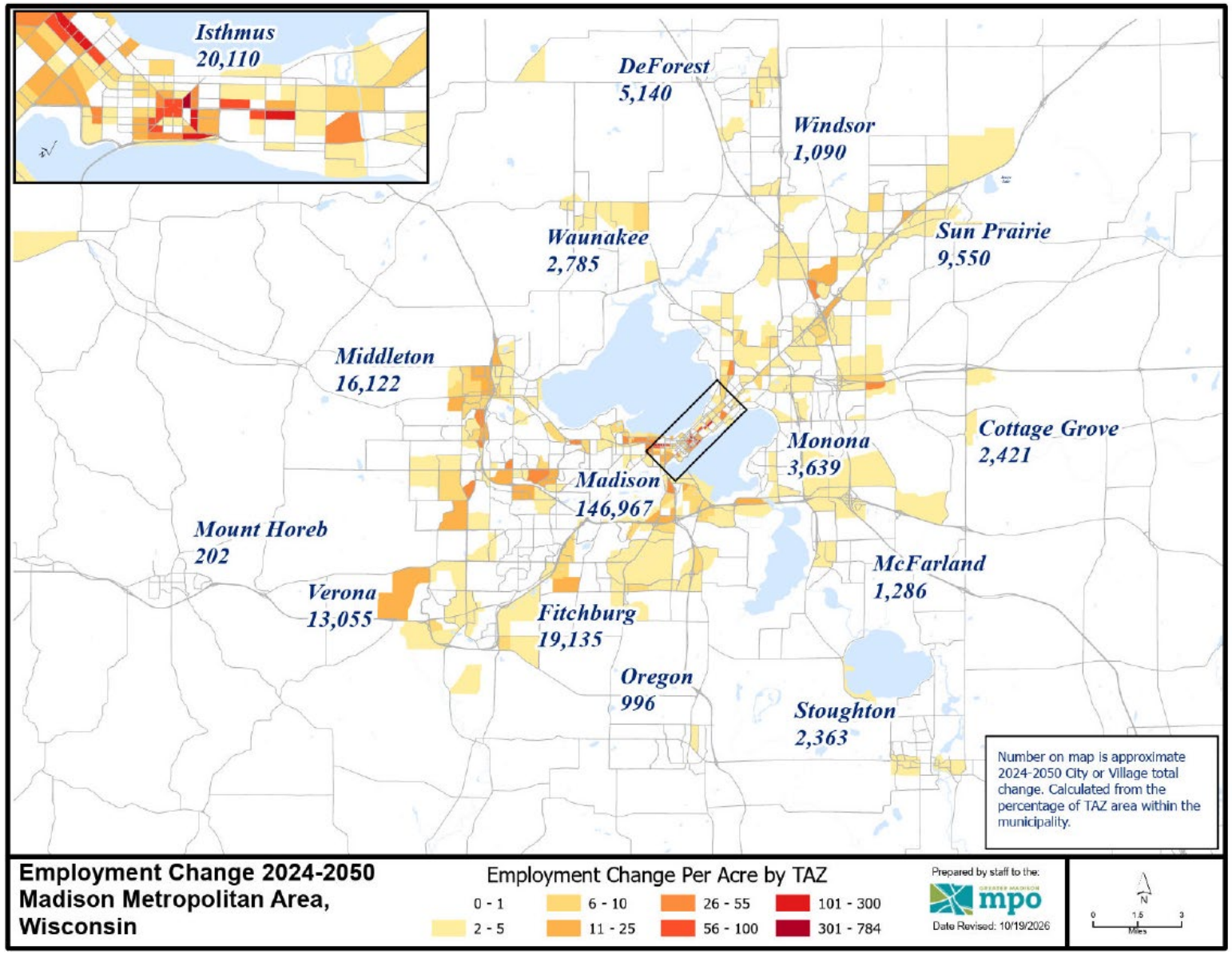


Where Will New Jobs Be Added?

Dane County is Projected to Add about **280,000 New Jobs** by 2050

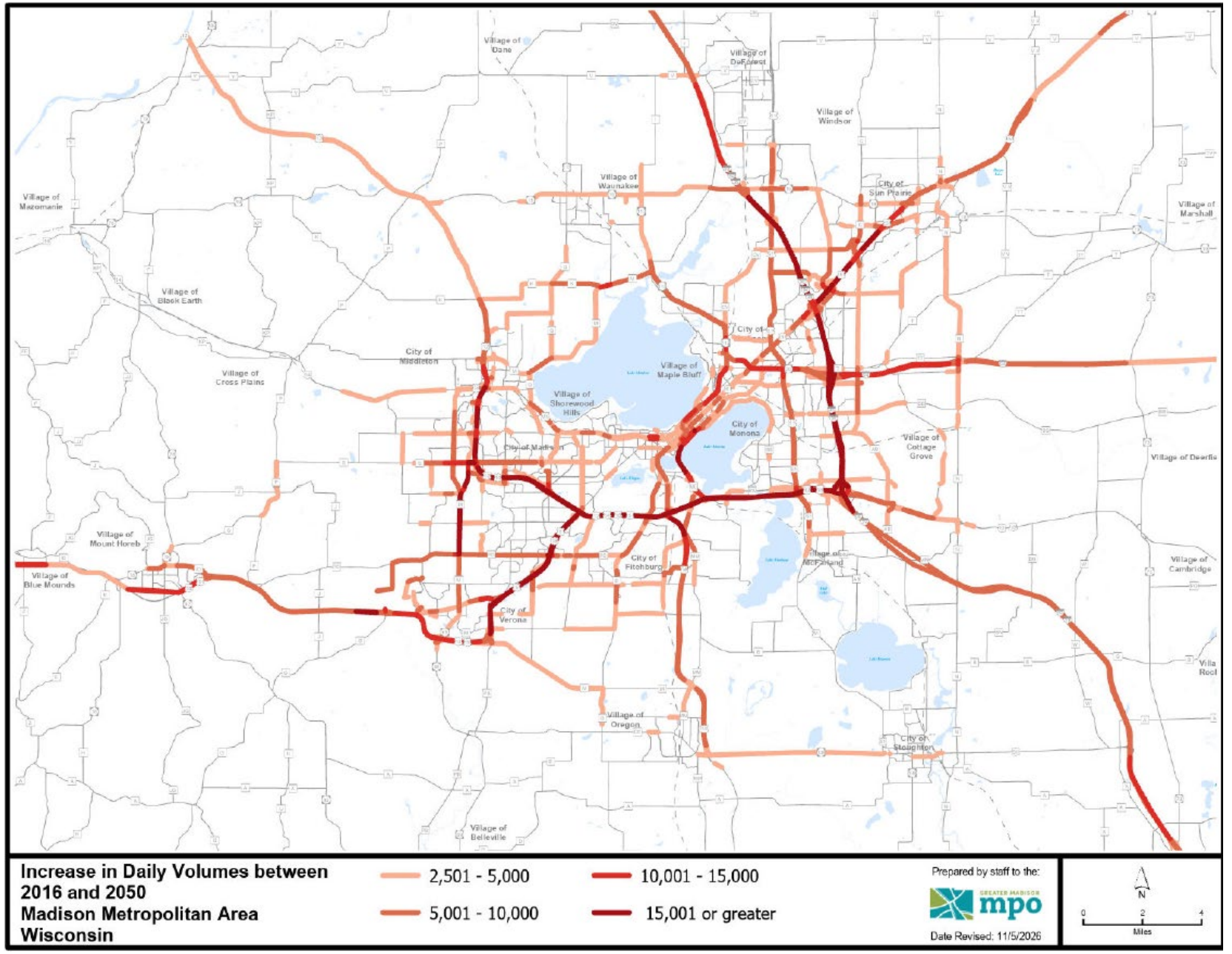
Employment Growth: 2024–2050

DRAFT



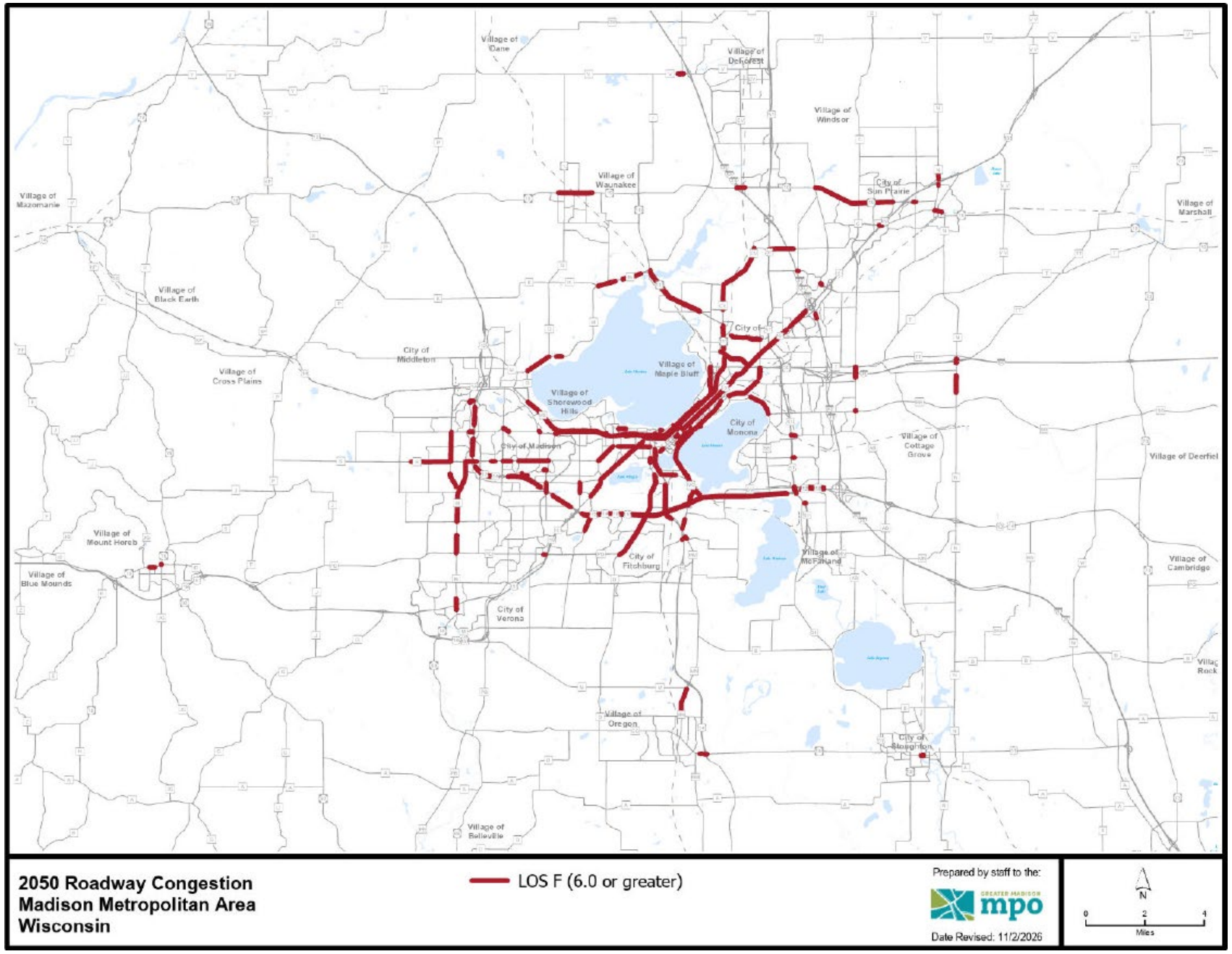
Modeling Scenario

2050 Forecast Traffic Volume Changes



Modeling Scenario

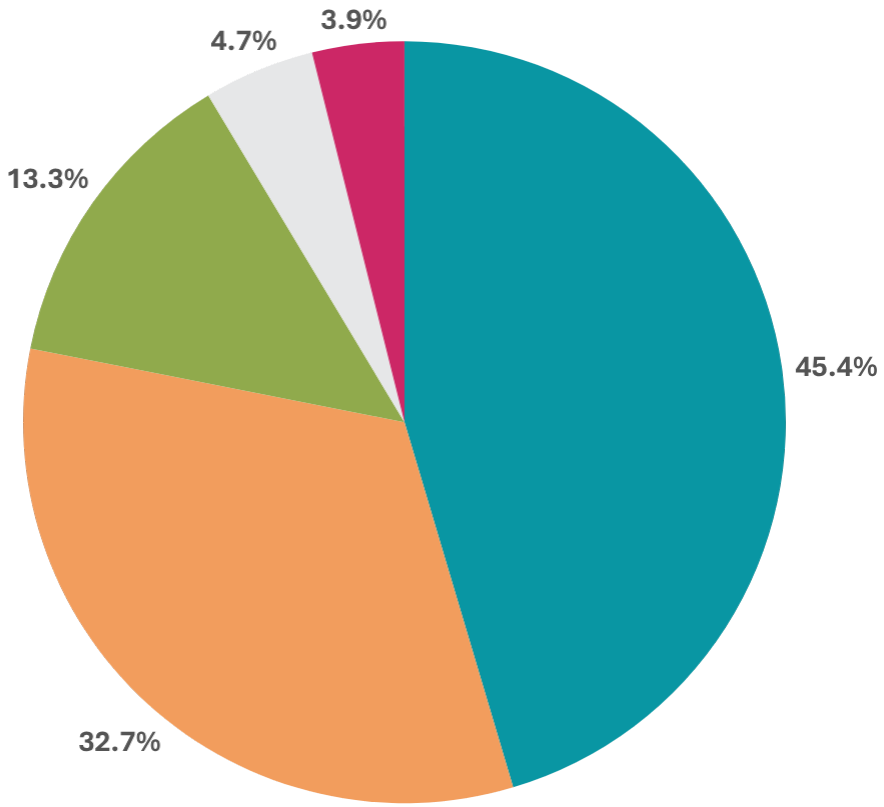
2050 Level of Service (LOS)



Dane County Travel Demand Model Statistics

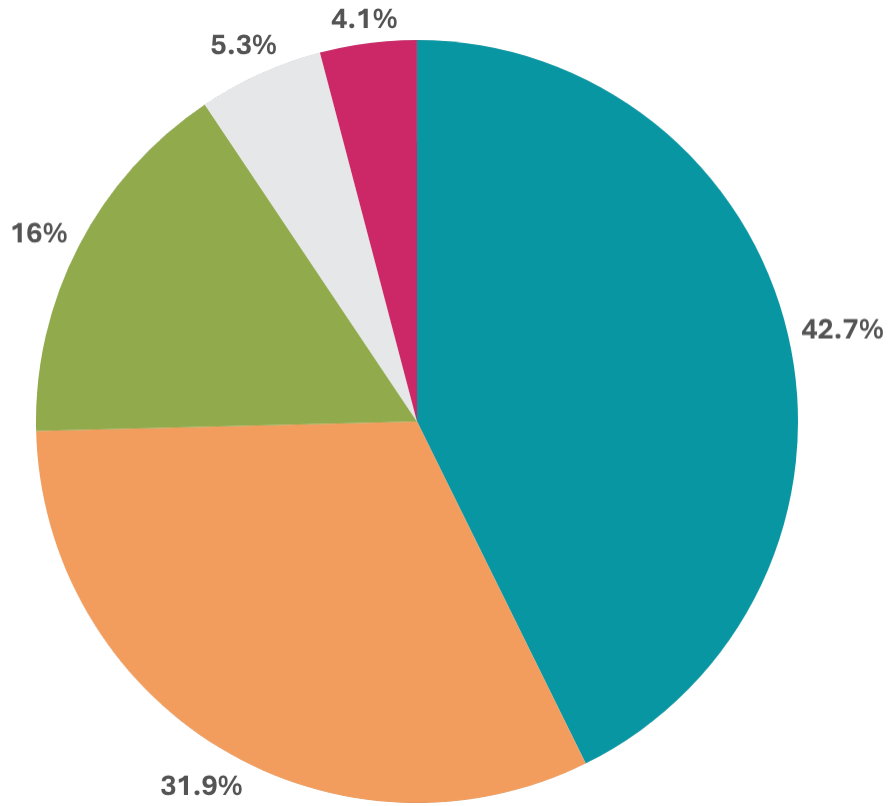
2016 Mode Share

- Total Daily Vehicle Miles Traveled (VMT): 14,547,930
- Total Daily Transit Trips: 54,500



2050 Mode Share

- Total Daily Vehicle Miles Traveled (VMT): 22,211,320
- Total Daily Transit Trips: 92,540



Drive Alone Shared Ride Walk Bike Transit

Drivers of Change

What New Technologies and Trends May Impact How We Use Our Transportation System?

- Sustained Increase in Telework
- Shared Mobility and Micromobility
- Emerging Vehicle Technologies (Driverless Vehicles, EVs, and More)
- Online Shopping and Package Deliveries








Other Plan Components

Transportation Demand Management (TDM)

RoundTrip
Greater Madison

Specialized Transportation



Freight



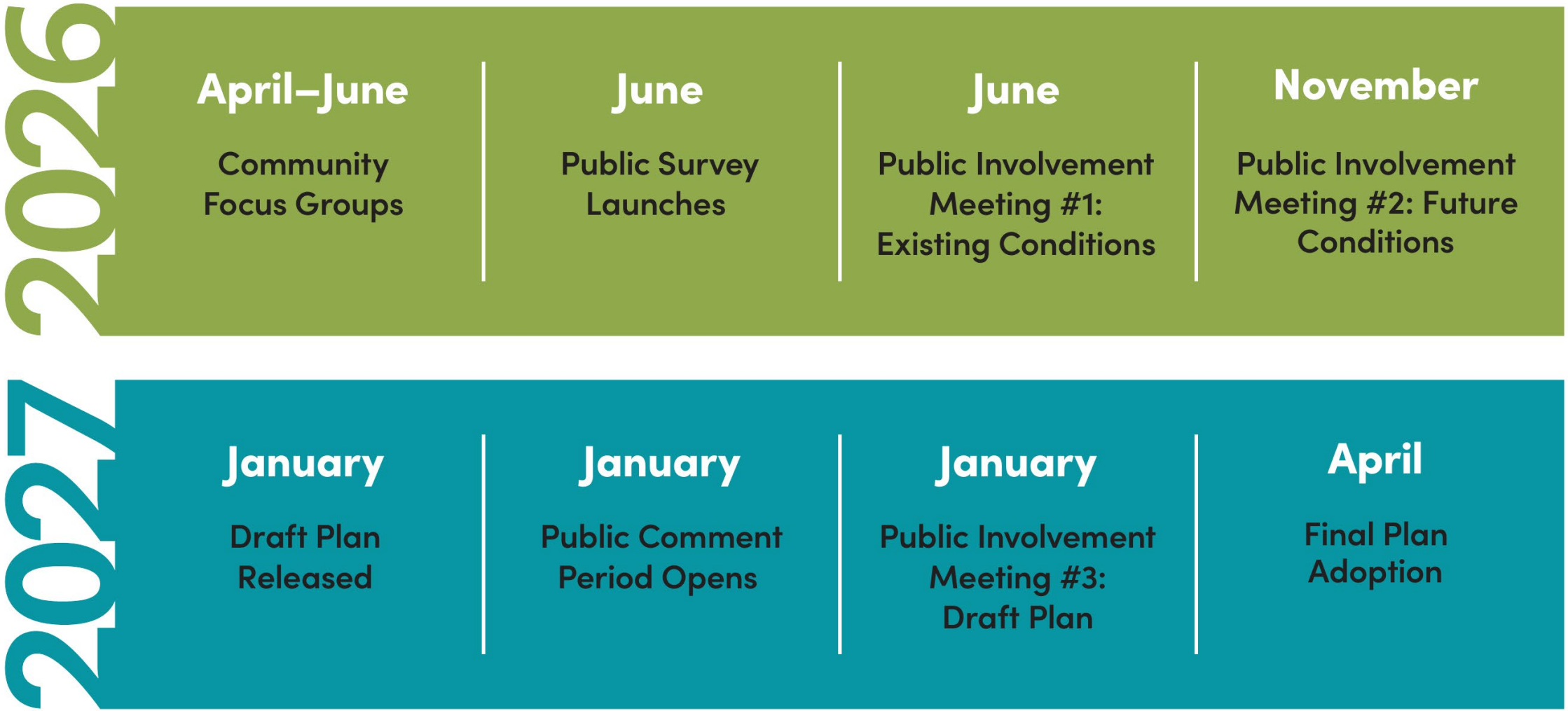
Interregional Travel



06

What's Next

Project Timeline & Public Engagement



Q & A Time!



Thank You!

Get Involved & Stay Up-to-Date

Pathways to 2050

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- ✓ Email: mpo@cityofmadison.com