PEDESTRIAN PLAN AAA BIKE NETWORK

DRAFT SURVEY RESULTS

July 2025

TOOLE DESIGN

EQT by design

OVERVIEW

557 RESPONDENTS TOTAL

DATA COLLECTED THROUGH

- DIGITAL EMAIL PUSHES
- FLYER DISTRIBUTION THROUGHOUT THE CITY
- IN-PERSON ENGAGEMENT EVENTS

DEMOGRAPHICS

51.4 % between the ages of 25-44

Nearly equal male and female respondents (49.3 % and 42.3%)

75.3% identified as White and 24.7% identified as BIPOC*

8% have mobility-impacting disabilties

18.4% identify as LGBTQ+*

3% idenitfy as Non-binary gender

Definitions

*BIPOC: Black, Indigenous, and People of Color

*LGBTQ+: Lesbian, Gay, Bisexual, Transgender, and Queer or Questioning

GENERAL SUMMARY

FOUNDATION OF USERS:
(biking, walking, or rolling)

53% feel **confident and experienced**

44% are **Moderate or Cautious**

SAFETY

The biggest safety concerns are **aggressive traffic** (69%) and **unsafe intersections** (64%)

CLEAR VISION

The majority of respondents have aligned with **connected networks** and p**rotection from traffic** as clear priorities

EQUITY GAPS

BIPOC communities navigate additional safety barriers

Women face double the harassment concerns

People with disabilities encounter accessibility obstacles

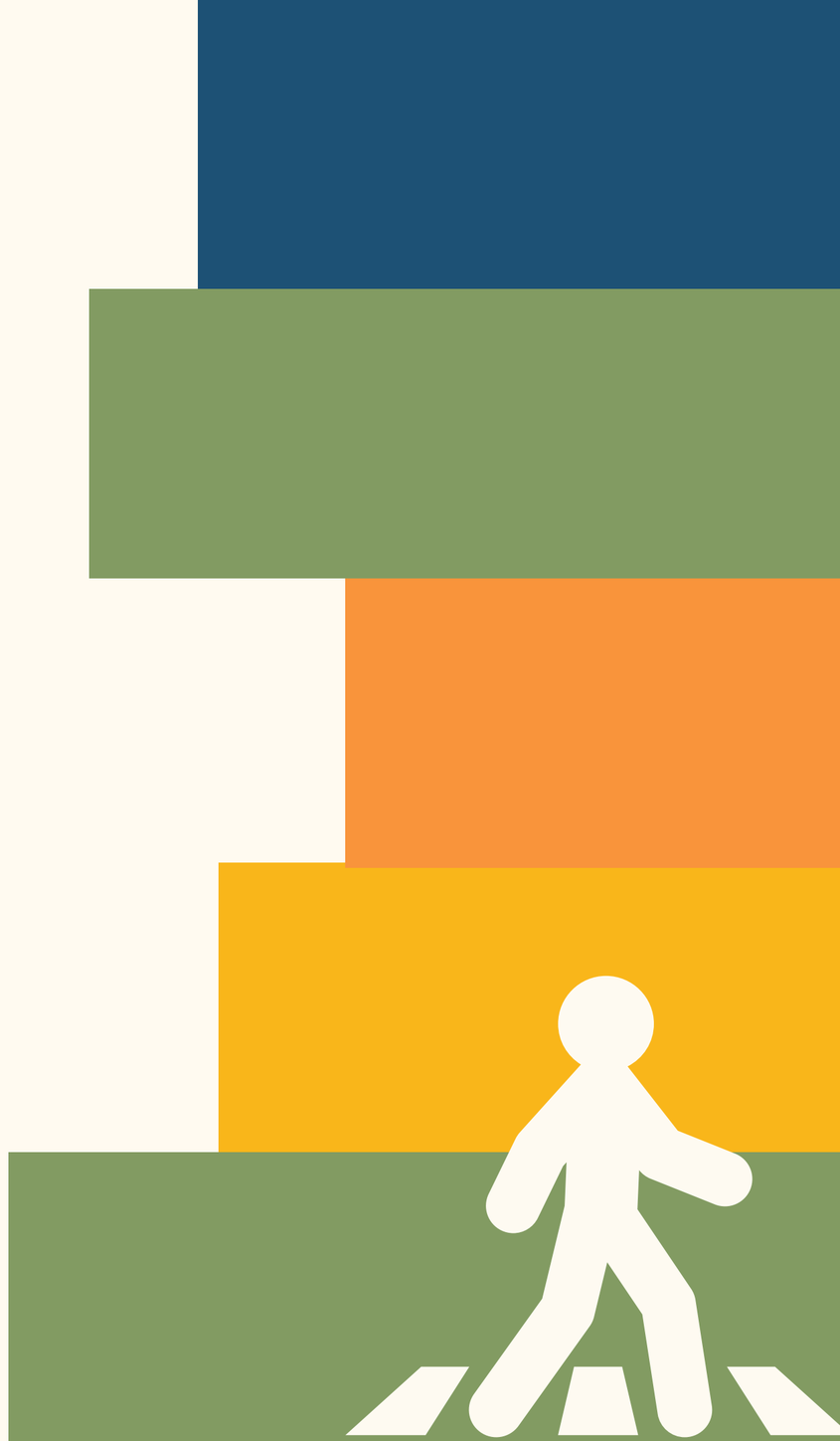
Key Issues, Themes, & Narratives

- Affirmation of modal prioritization from Let's Talk Streets: **people feel as if bike and pedestrian paths currently come secondary to roads.**

- Community focus vs infrastructure focus: **people view paths as community connections, not just infrastructure.**

- Multiple meanings of safety (e.g. traffic vs fear of harrasment)

- Traffic enforcement as a safety concern is a consistent theme



Section Breakdown

USAGE AND FREQUENCY PATTERNS

IMPROVEMENT PRIORITIZATION

WHAT RESPONDENTS LIKE AND DISLIKE

COMFORT, SAFETY, CONVENIENCE

EQT'S POLICY LENS

USAGE AND FREQUENCY PATTERNS

KEY FINDINGS

The majority of respondents identify as practical travelers and fitness-focused (36% and 26% respectively)

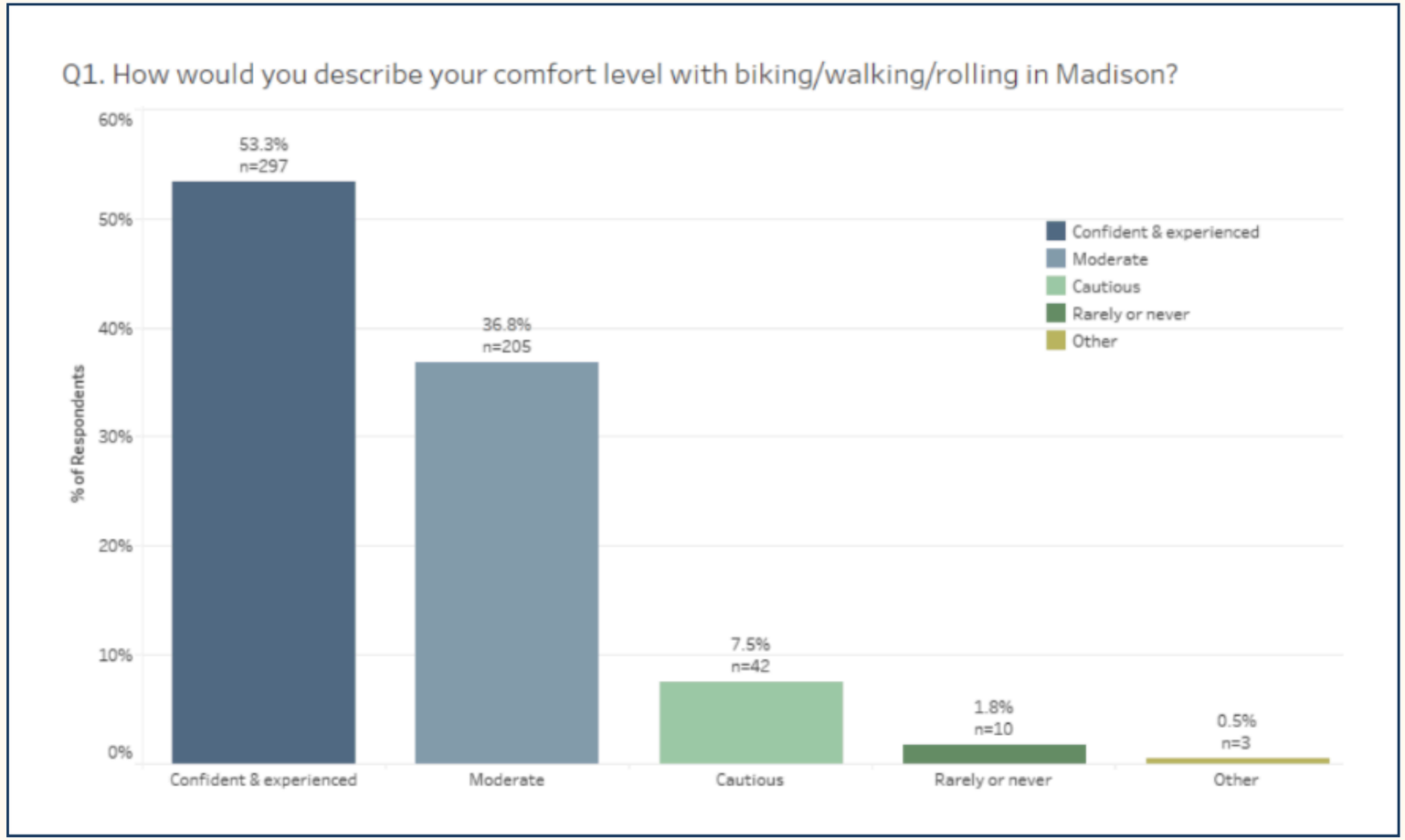
Men bike daily at nearly twice the rate of women **(35% vs 19%, a 15.9 point gap)**

Racial disparities create an 12-point gap in daily walking **(White 56% vs BIPOC 44%)** and a 12.5 point gap in daily biking (**White 29.5% vs BIPOC 17%).**

KEY SURVEY LEARNING:
INFRASTRUCTURE ALIGNMENT & GROWTH OPPORTUNITY

46.8% of resident respondents in *moderate-to-cautious* comfort categories: showcasing that Madison has enormous **potential for growth if** infrastructure improvements can **address the specific barriers each demographic group faces.**

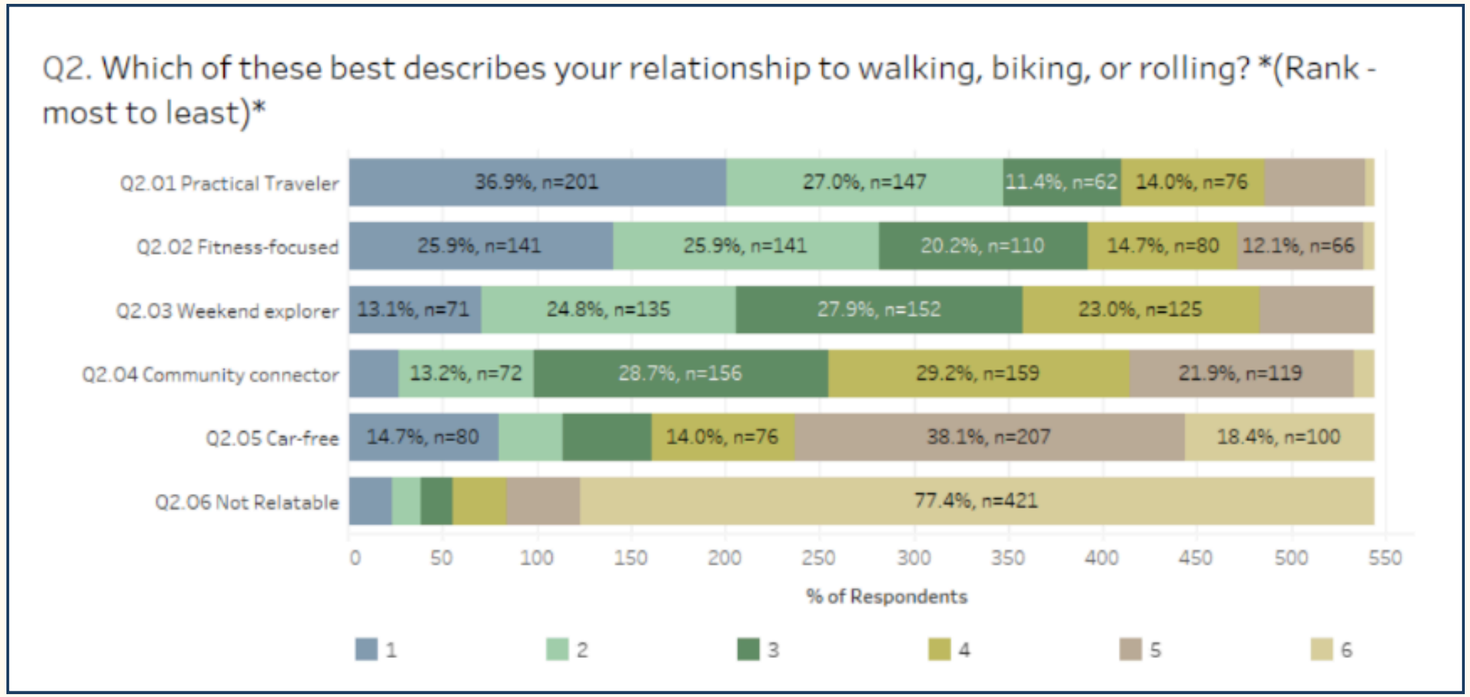
USAGE AND FREQUENCY PATTERNS



USAGE AND FREQUENCY PATTERNS

Practical traveler (work/school/errands): 36.9% (201 respondents)

Car-free (primary transportation): 14.7% (80 respondents)

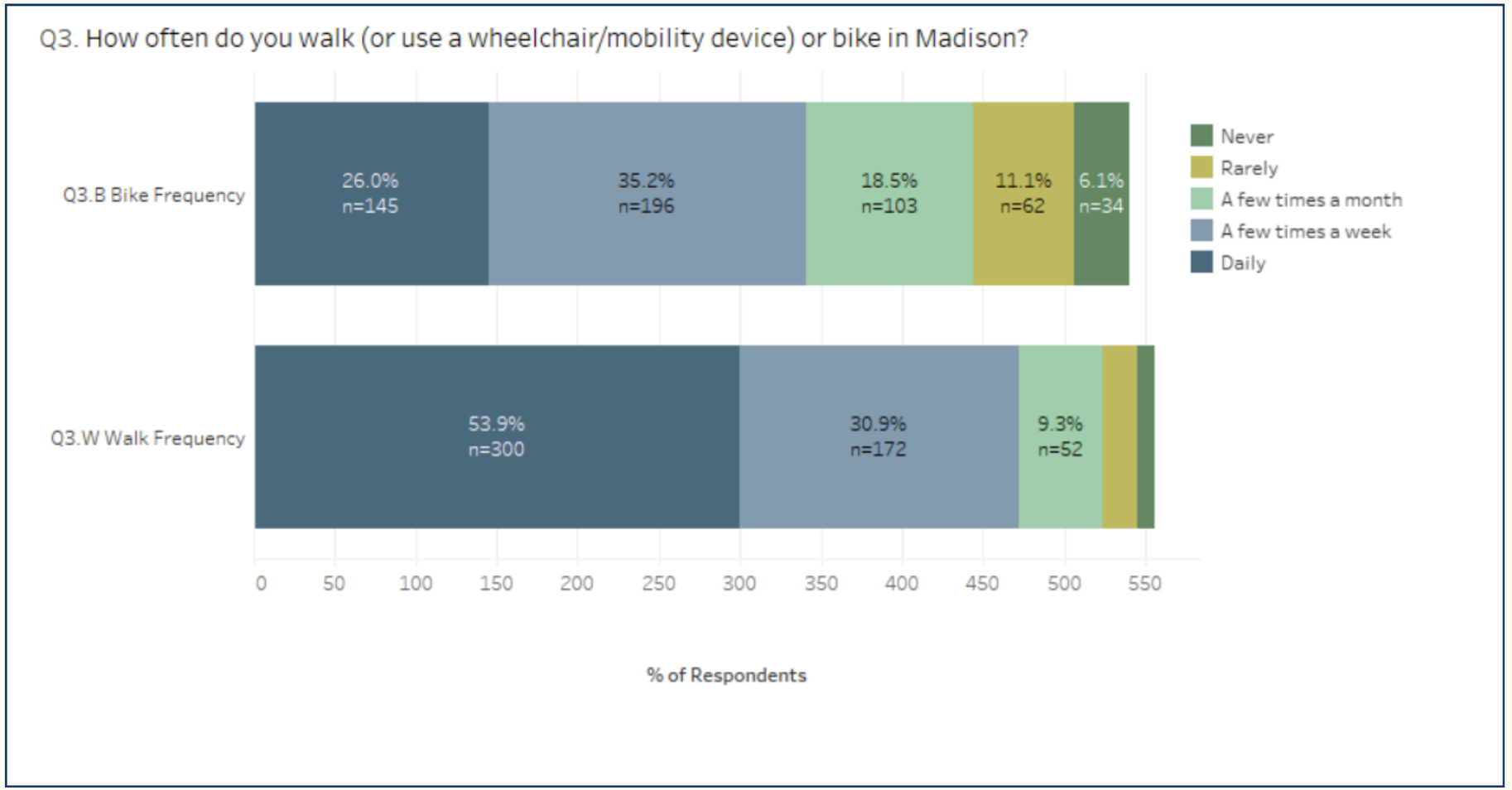


Fitness-focused (exercise/health): 25.9% (141 respondents)

Weekend explorer (leisure/discovery): 13.1% (71 respondents)

Community connector (social/events): 5.0% (27 respondents)

USAGE AND FREQUENCY PATTERNS

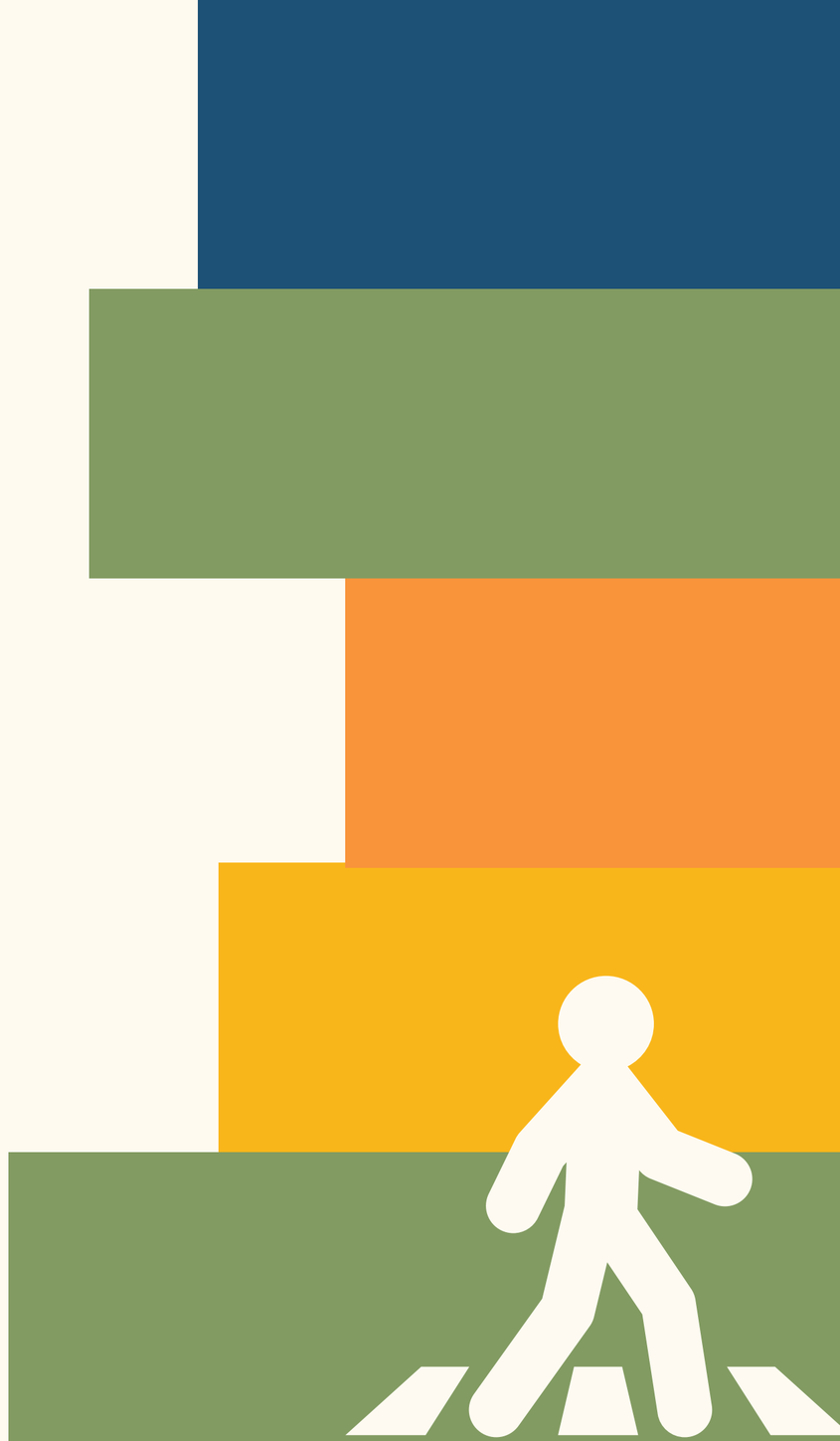


IMPROVEMENT PRIORITIZATION

KEY FINDINGS

The *top three priorities* for improvement are **Network Connectivity (31%), Protected Bike Lanes (28%), and Intersection Safety (18%).**

The top two priorities are nearly tied, revealing *a community split between those who want systematic network completion* and those who want protection on existing routes. Together, these represent **59%** of respondents prioritizing comprehensive infrastructure over spot fixes.



IMPROVEMENT PRIORITIZATION

DEMOGRAPHIC BREAKDOWN

Men prioritize "network connectivity" at **34% vs women at 28%**, while women show higher emphasis on "sidewalks and maintenance" at **19% vs men at 9%.**

White respondents demand protected bike lanes at **82%**, while only **56%** of BIPOC respondents prioritize this

BIPOC respondents show higher priorities for basic walking infrastructure compared to white respondents

LIGHTING

35% vs. 29%

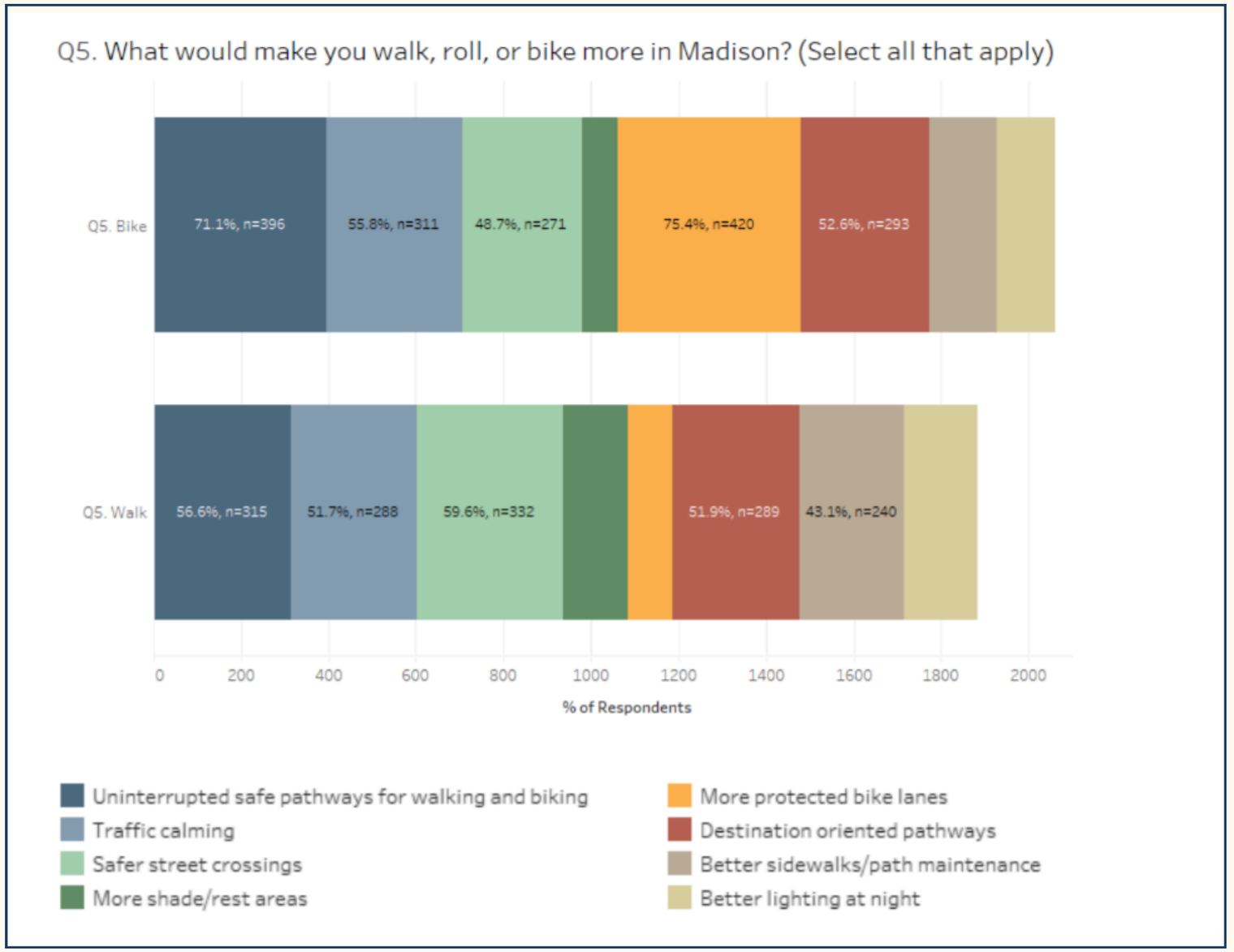
SIDEWALK MAINTENANCE

(53% vs 41%)

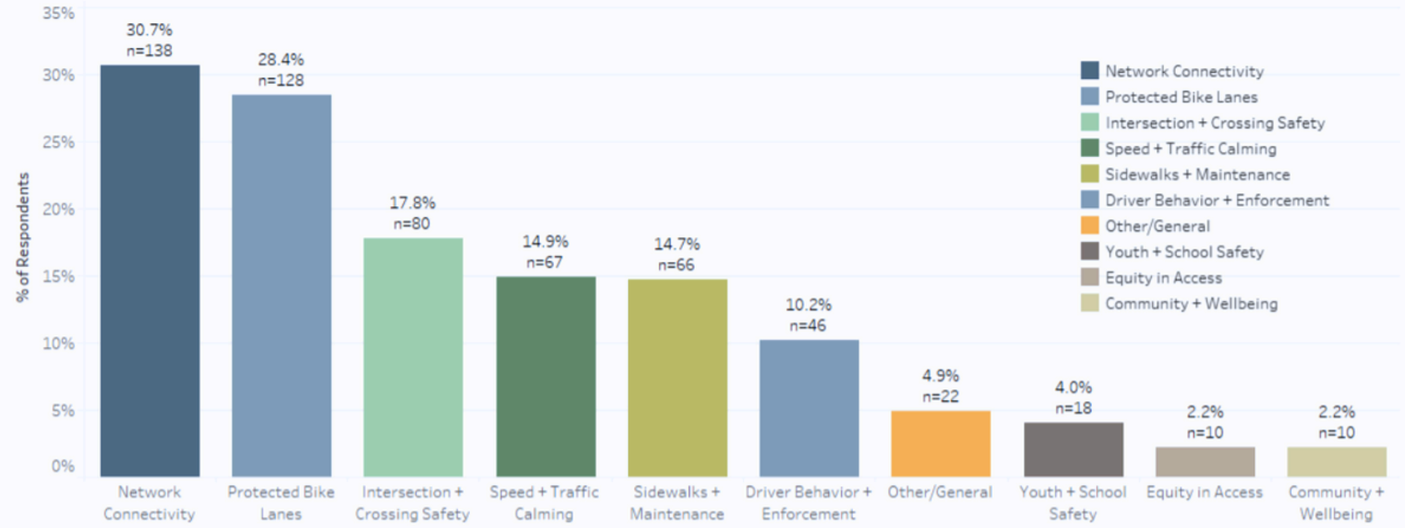
DESTINATION PATHWAYS

(60% vs 53%)

IMPROVEMENT PRIORITIZATION



IMPROVEMENT PRIORITIZATION



Single Most Important Priority for Madison:

1. **Network Connectivity**: 30.7% (138 respondents)
2. **Protected Bike Lanes**: 28.4% (128 respondents)
3. **Intersection + Crossing Safety**: 17.8% (80 respondents)
4. **Speed + Traffic Calming**: 14.9% (67 respondents)
5. **Sidewalks + Maintenance**: 14.7% (66 respondents)
6. **Driver Behavior + Enforcement**: 10.2% (46 respondents)
7. **Other/General**: 4.9% (22 respondents)
8. **Youth + School Safety**: 4.0% (18 respondents)
9. **Equity in Access**: 2.2% (10 respondents)
10. **Community + Wellbeing**: 2.2% (10 respondents)

KEY SURVEY LEARNING

CONNECTIVITY IS KEY

BIPOC and White communities show nearly identical pedestrian network connectivity priorities (31.0% vs 31.9%)

indicating successful alignment on systematic planning approaches across racial lines.

TWO-TIER SYSTEM
pedestrian vs. biking

BIPOC communities prioritize walking while White communities prioritize biking protection

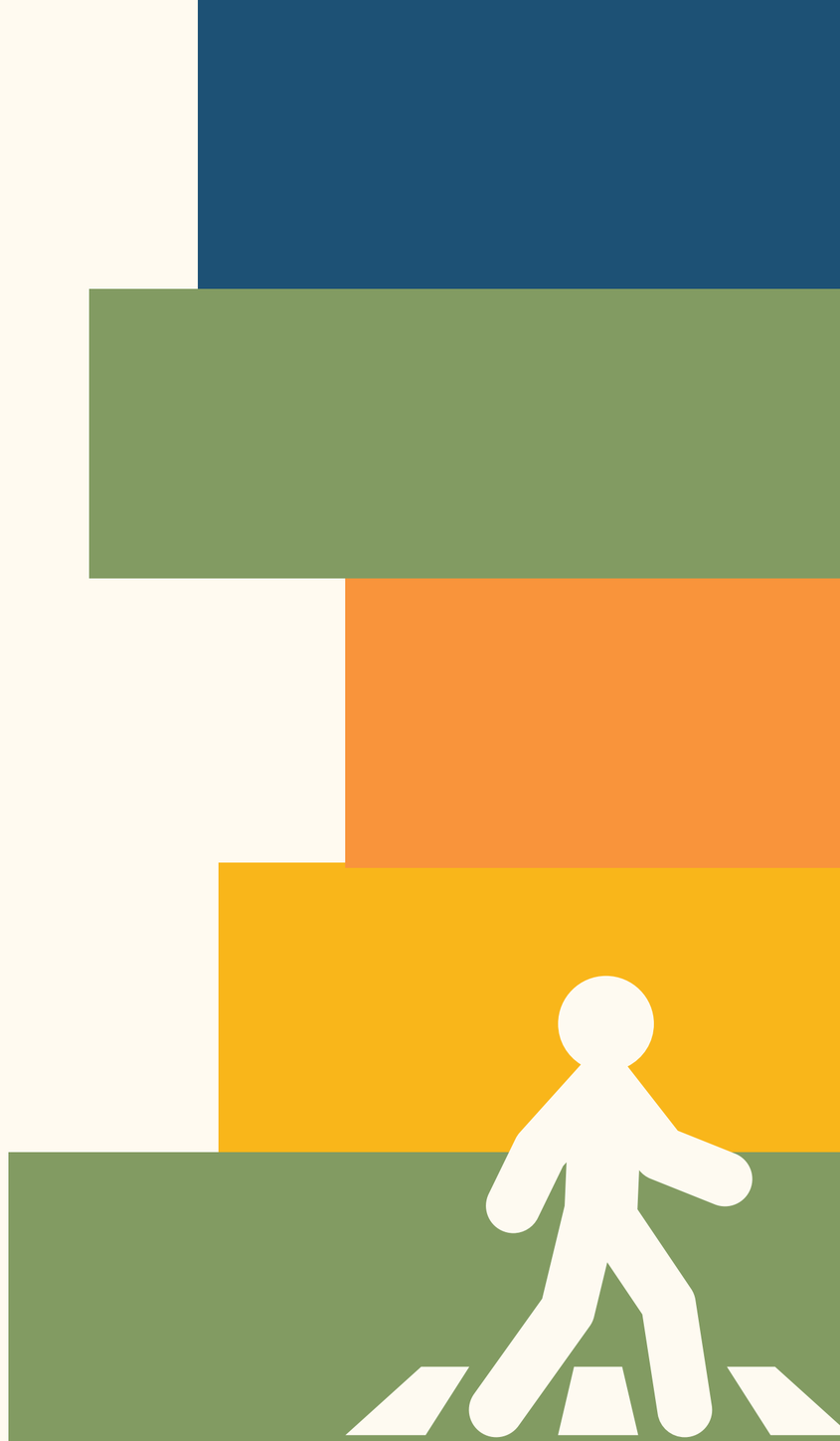
revealing a two-tier transportation system for commuting and daily use.

IMPROVEMENT PRIORITIZATION METRICS

KEY FINDINGS

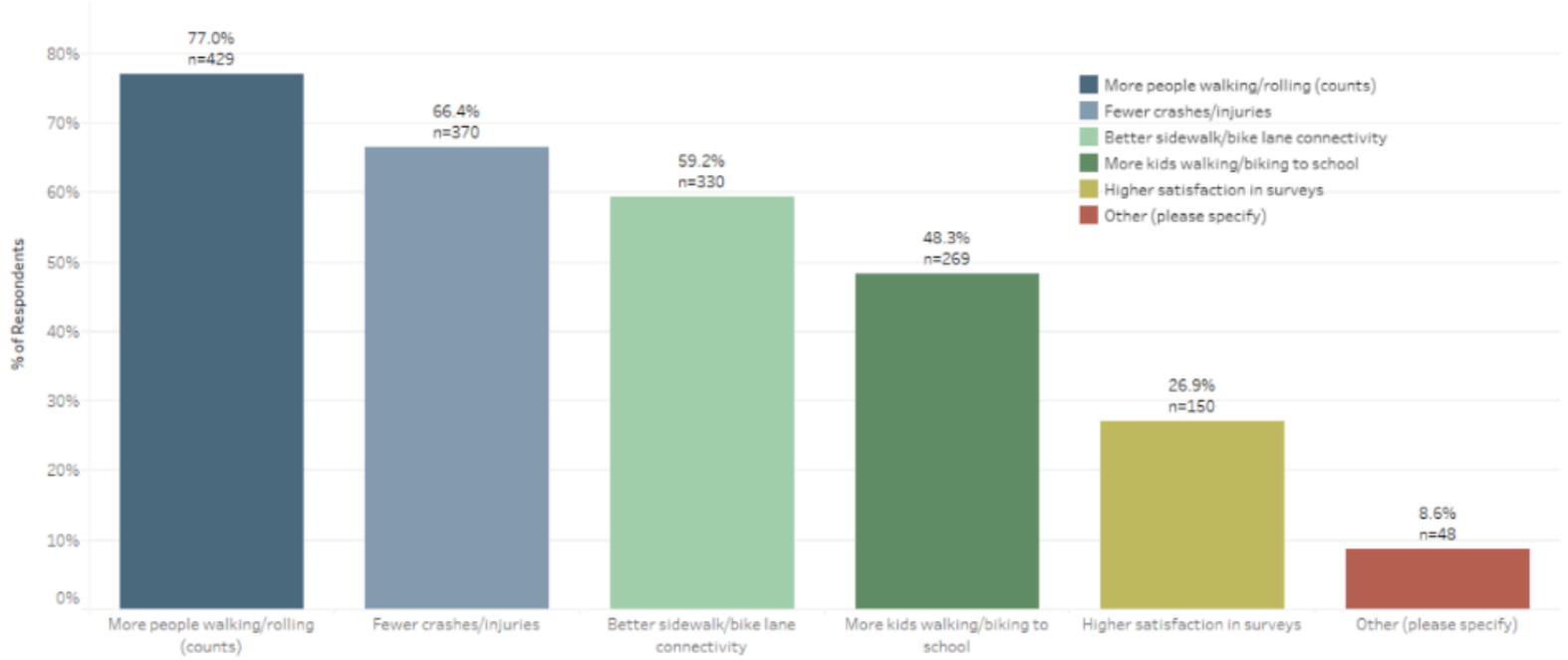
The top three success metrics all focus on **visible, countable results**:

- More people walking/rolling : **77%**
- Fewer crashes/injuries: **66%**
- Better sidewalk/bike lane connectivity: **59%**



IMPROVEMENT PRIORITIZATION

Q8. How should the city measure success in improving walking/rolling? (Select all that apply)



How the City Should Measure Success:

1. **More people walking/rolling (counts)**: 77.0% (429 respondents)
2. **Fewer crashes/injuries**: 66.4% (370 respondents)
3. **Better sidewalk/bike lane connectivity**: 59.2% (330 respondents)
4. **More kids walking/biking to school**: 48.3% (269 respondents)
5. **Higher satisfaction in surveys**: 26.9% (150 respondents)
6. **Other measures**: 8.6% (48 respondents)

WHAT RESPODENTS LIKE AND DISLIKE

KEY FINDINGS

What is Enjoyed Now: **Network and Access to Scenic and Destination-Oriented Spaces**

What Can Increase Enjoyment: **Traffic Calming, Scenery, and Better Infrastructure**

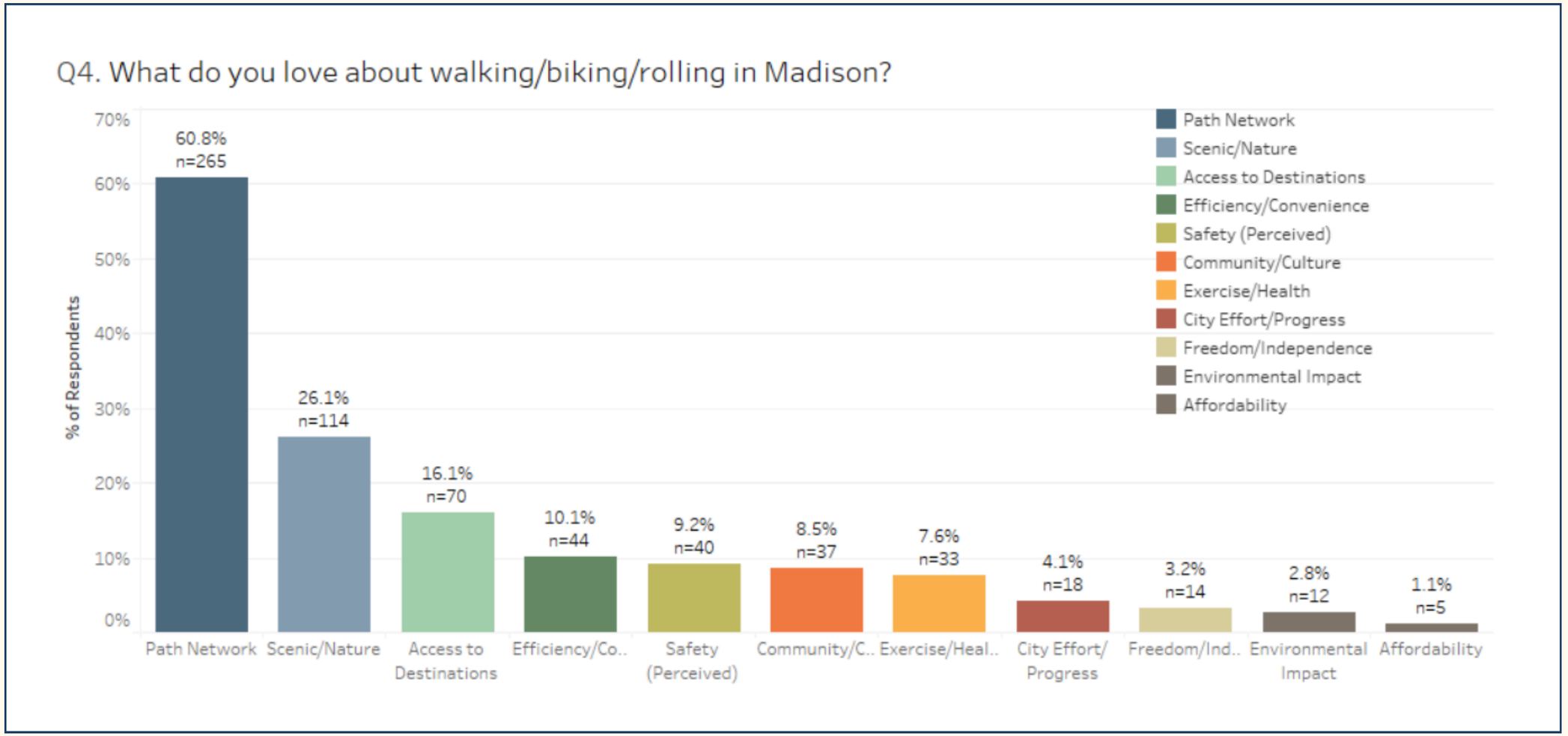
Open-ended answers:

-“Access to lakes, shops, schools, campus and restaurants."

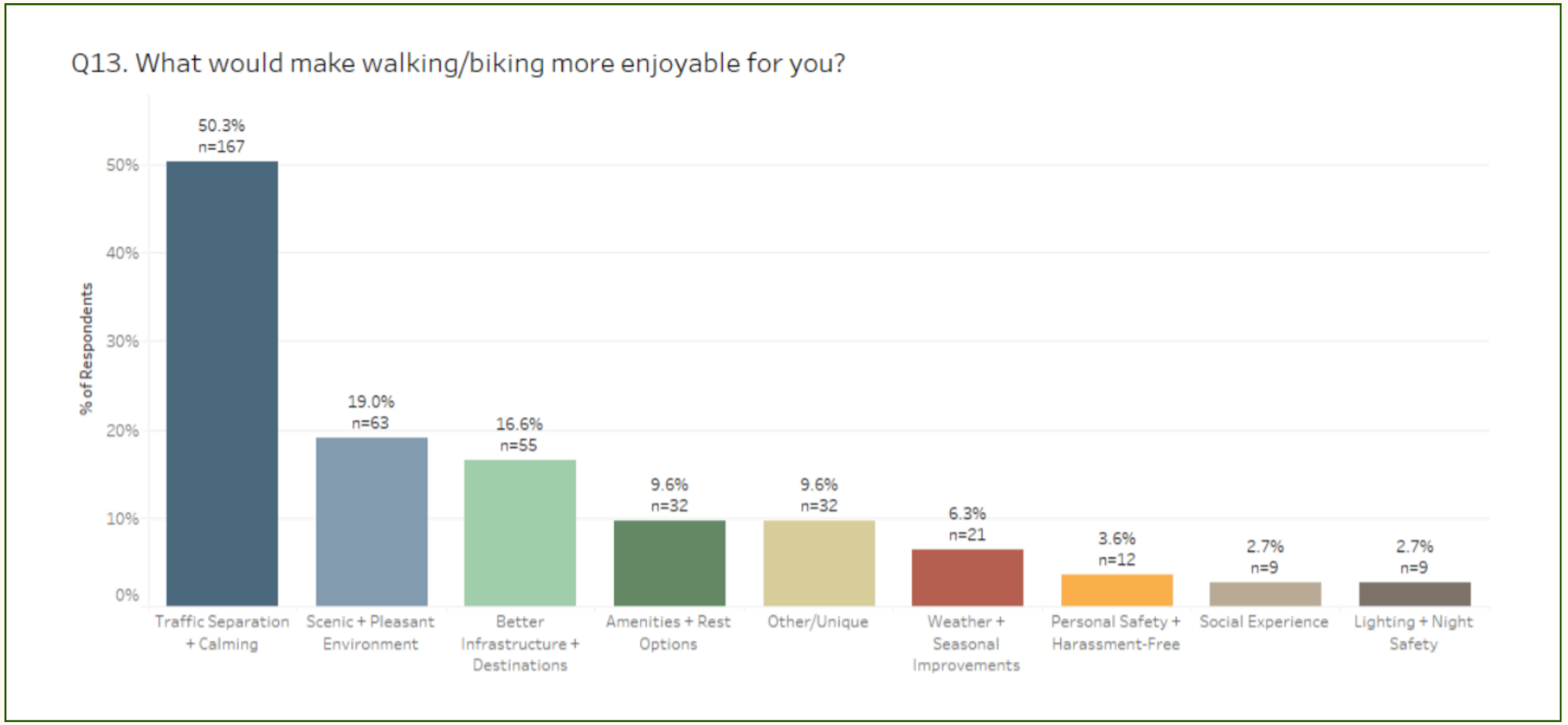
-"The fact that many paths go past the lake and go through neighborhoods. The ability to get out of the city and enjoy natural areas."

-"Don't have to worry about parking a car"

RESPONDENT ENJOYMENT



RESPONDENT ENJOYMENT



RESPONDENT ENJOYMENT

DEMOGRAPHIC BREAKDWON

Path Network: Respondents **indicated a love** of the path network though BIPOC was at a rate of 56.3% compared to White respondents rate of 62.1%.

Safety: BIPOC respondents indicated that **increased safety** would be more enjoyable at a 44% higher rate than white respondents

Traffic Separation: Men prioritize traffic separation 17% more than women in enjoyment factors (55% vs 47%)

RESPONDENT PAIN POINTS

KEY FINDINGS: *Traffic-Related Safety Dominates*

Fast or aggressive car traffic affects **69%** of respondents (as a specific obstacle), while **Safety Concerns (30%)** and **Traffic Stress (27%)** combined represent *57%* of all open-ended concerns.

Poorly maintained paths impact **30%** of respondents, while Poor Infrastructure concerns **13.2%.**

Missing sidewalks/bike lanes affect 52% of respondents

Fast or aggressive bikers concern **19%** of respondents

RESPONDENT PAIN POINTS

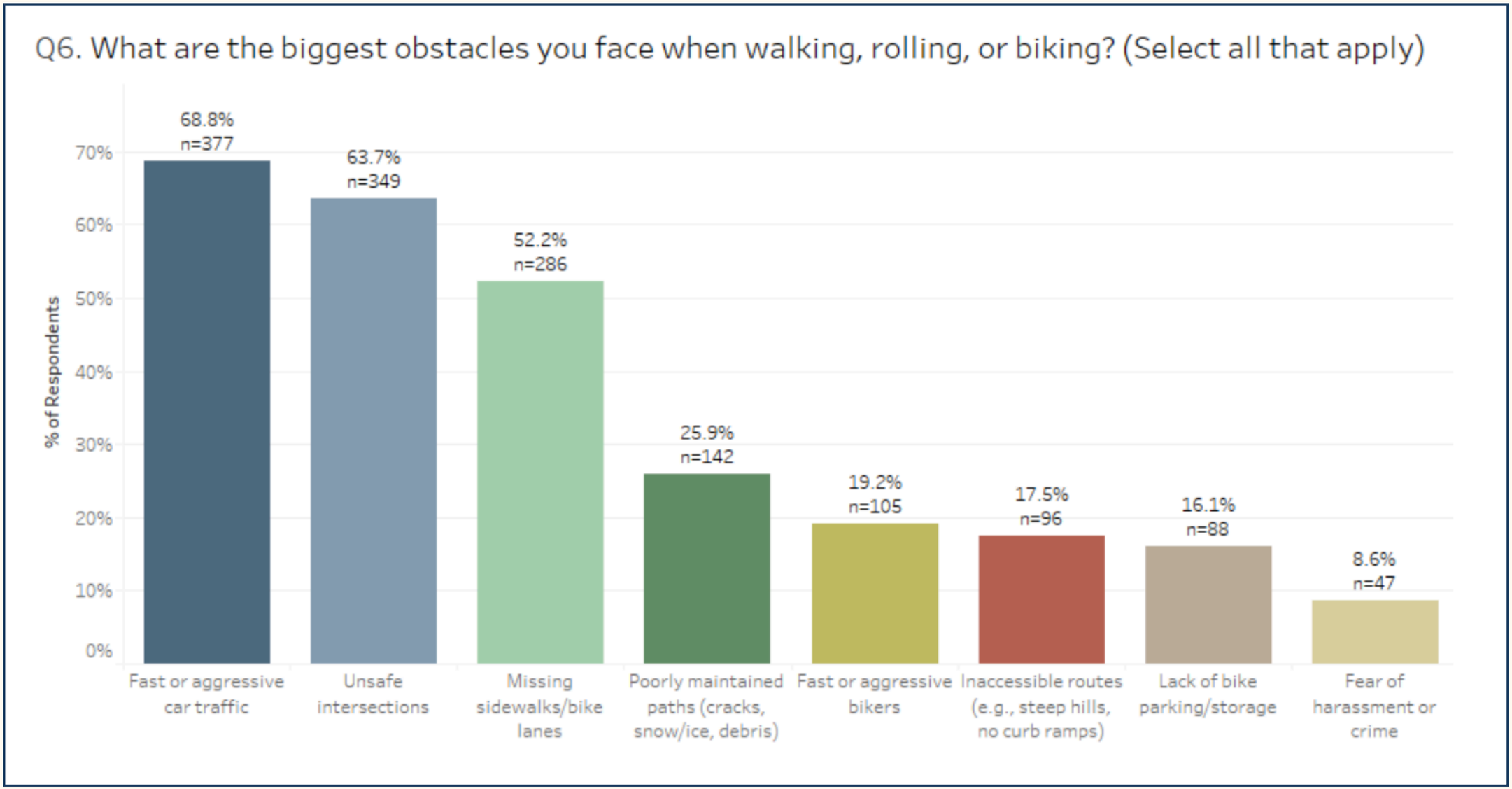
DEMOGRAPHIC BREAKDOWN

BIPOC respondents report *higher rates of personal safety concerns*, with fear of harassment or crime affecting 14.4% compared to 7.5% for White respondents **- a 92% higher rate of safety anxiety**

Women report fear of harassment or crime at more than double the rate of men **(12.4% vs 5.5%, representing a 125% higher rate)**

People with physical disabilities cite **inaccessible routes** at a much higher rate than people without disabilities **(30.8% vs 16.7%, representing an 84.4% higher rate)**

RESPONDENT PAIN POINTS



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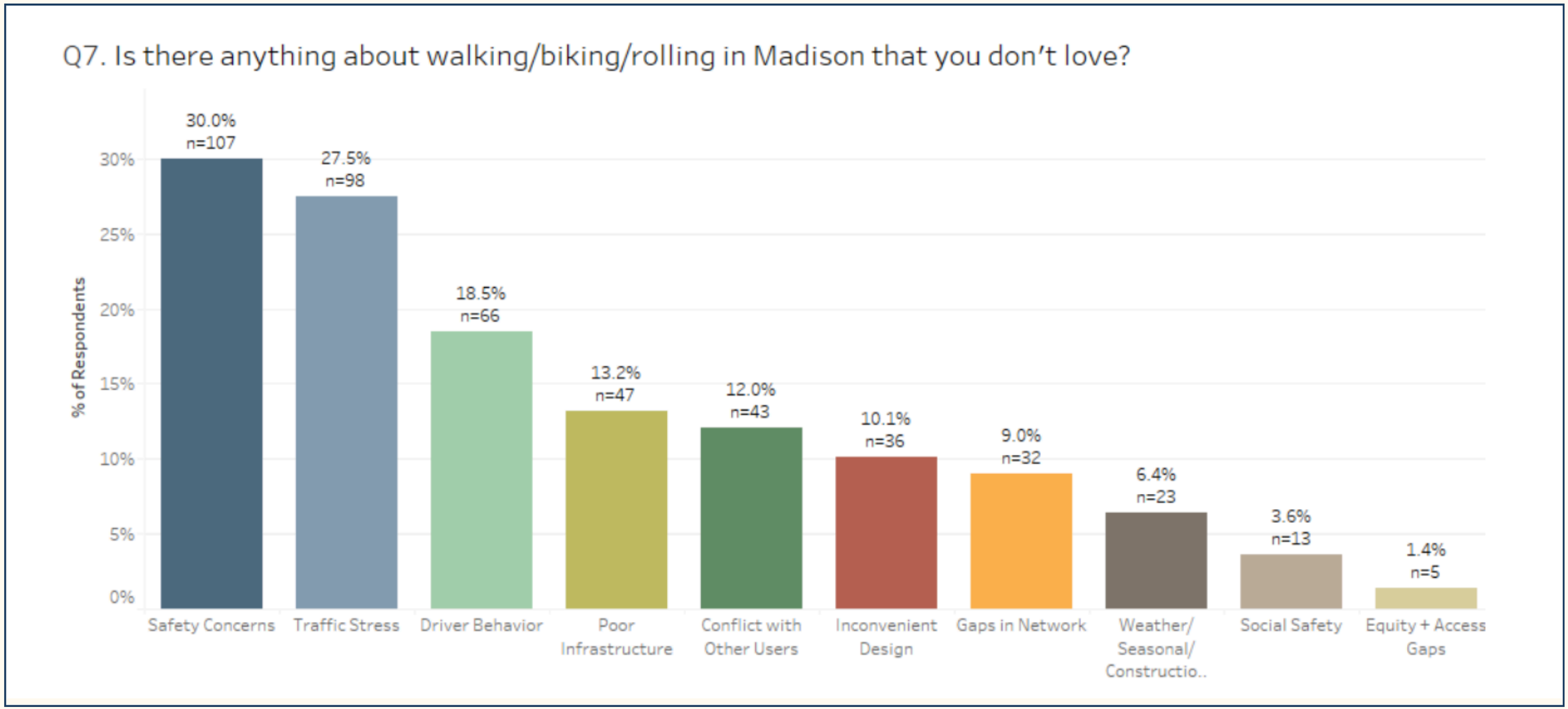


KEY SURVEY LEARNING:
DEFINITIONS OF SAFETY

Demographic differences in safety (harassment, accessibility, traffic enforcement, poor infrastructure, etc.) **indicate that safety has multiple definitions and requires a multifaceted solution**

DRAFT GOALS AROUND COMFORT, SAFETY, AND CONVENIENCE

KEY FINDINGS

Convenience is defined not just as proximity (30%) but equally as safety and comfort (29%) and reliable infrastructure (26%).

Safety solutions focus on traffic issues - with nearly half *(47%)* **wanting safety from drivers** and another **29% wanting protected paths**

Discomfort stems overwhelmingly from traffic interactions - u**nsafe drivers (34%)** and **lack of separation from traffic (26%)**

DRAFT GOALS AROUND COMFORT, SAFETY, AND CONVENIENCE

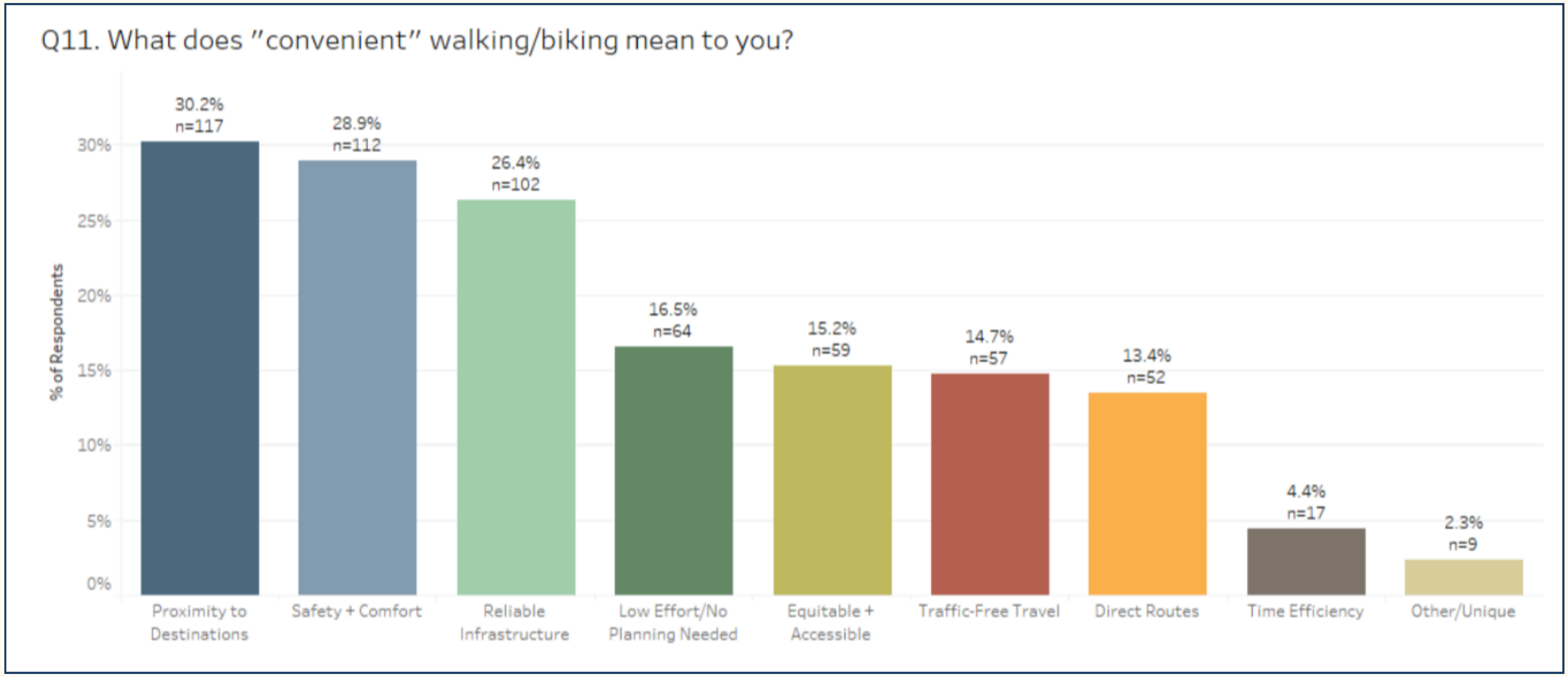
DEMOGRAPHIC BREAKDOWN

People with disabilities **prioritize infrastructure improvements** (25.0%) and **safety from drivers** (37.5%), higher than those without a disability

BIPOC communities define convenience differently from White residents, with **BIPOC residents prioritizing reliable infrastructure at higher rates (41.4% vs 24.6% for White residents).**

People with disabilities express **regulated path traffic** would make them **feel safer** at a rate 177% higher than respondents without disabilities **(20.0% vs 7.2%)**

DRAFT GOALS AROUND COMFORT, SAFETY, AND CONVENIENCE



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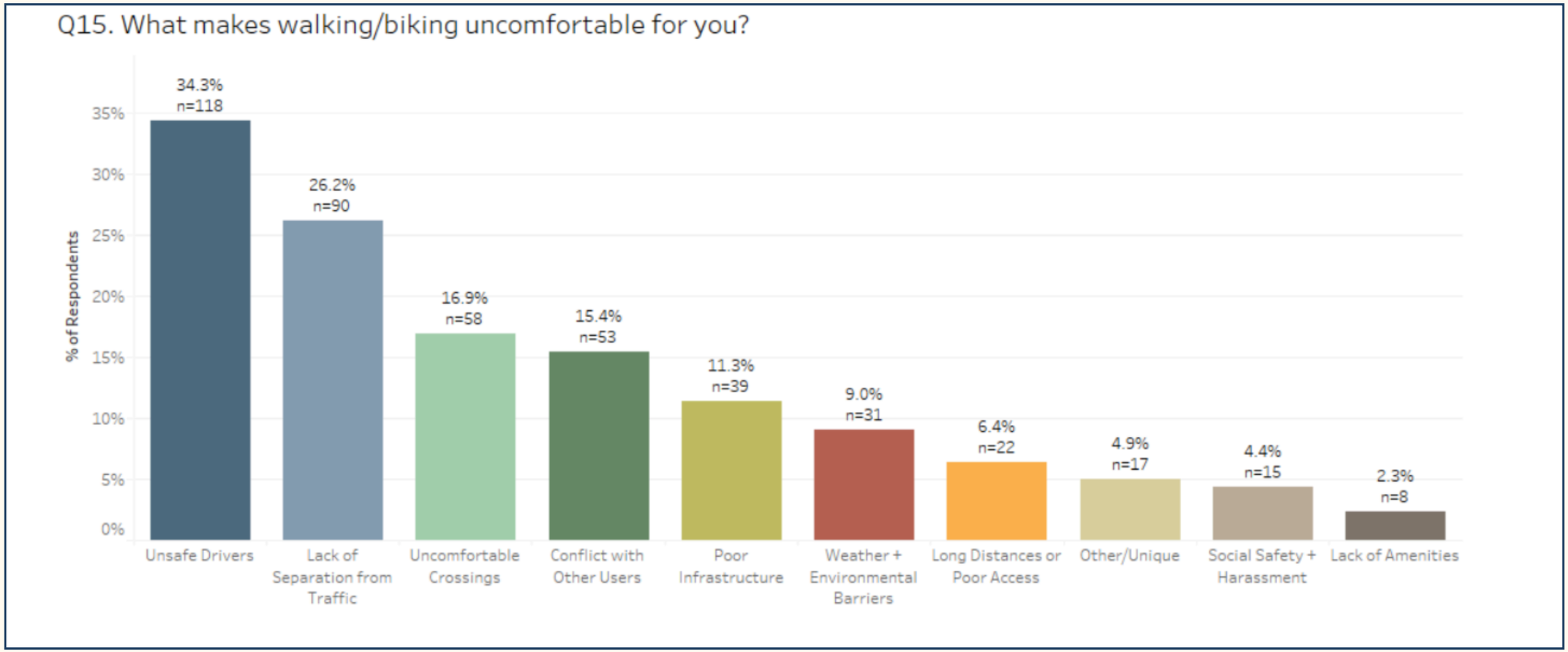

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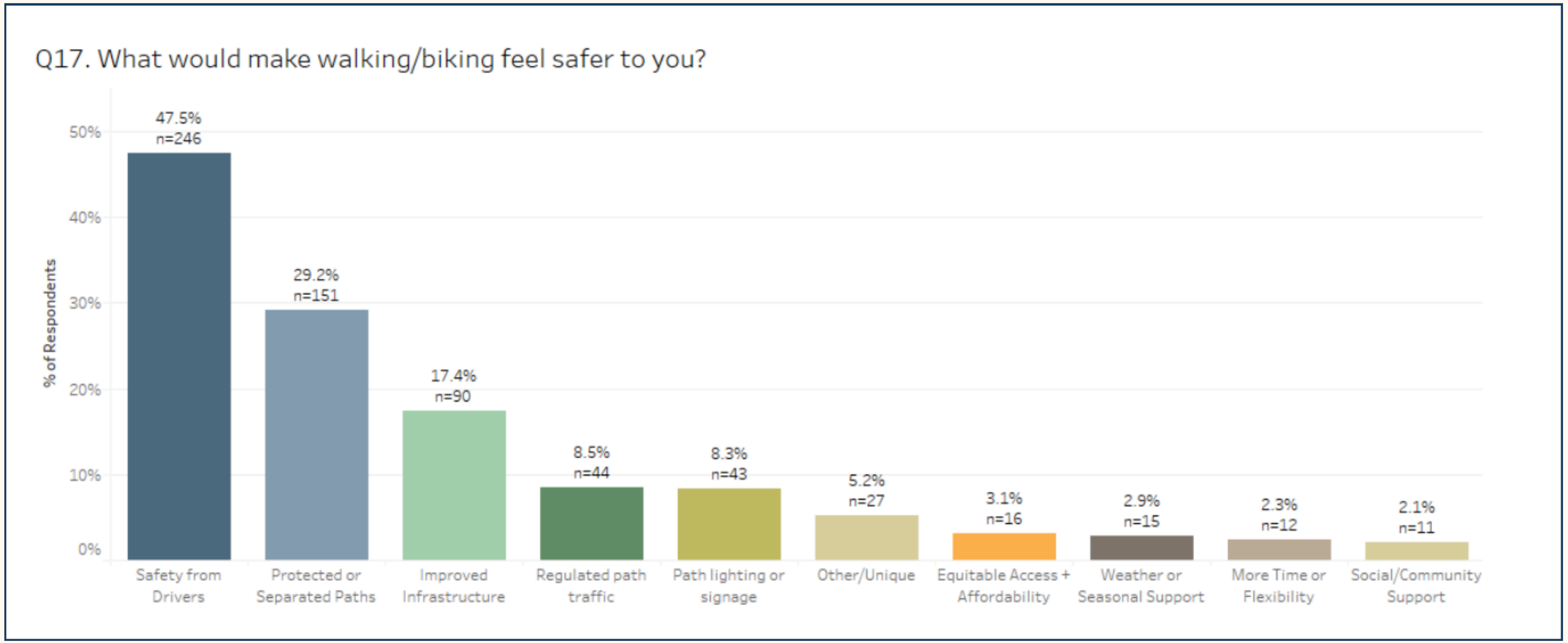

KEY SURVEY LEARNINGS

WHAT DEFINES CONVENIENCE?

Convenience is equally -->proximity (30.2%) + safety/comfort (28.9%).

Transportation planning must **integrate safety into every improvement. Not treat them separately.**

BARRIERS THAT IMPEDE CONVENIENCE

Basic infrastrucure needs vary by demographic group AND ultimately is a barrier to “convenience.” **This requires a multifacted solution.**

EQT POLICY LENS

City of Madison Let's Talk Streets EPAs* and the Modal Priority Model: **Validated.**

Communication of the updated approach to street design and prioritizations **needs to be evaluated.**

Creative approaches to traffic enforcement at intersections are needed.

Safety and Infrastructure needs of key demographic groups need to be met **in order to improve comfort, convenience, and safety goals.**

- (EPA) Equity Priority Area's