



PEDESTRIAN PLAN AAA BIKE NETWORK

ENGAGEMENT SUMMARY

December 2025



TOOLE
DESIGN

EQT
by design

Engagement Summary

Pre-Design Interviews	20 Participants
Survey (In-Person Outreach: Community events, Parks Alive, Mosque Outreach)	557 Respondents
FOCUS GROUPS	
Safety for Women	4 Participants
Bike Network	15 Participants
Youth Led Survey	20 Participants



COMMON THREADS



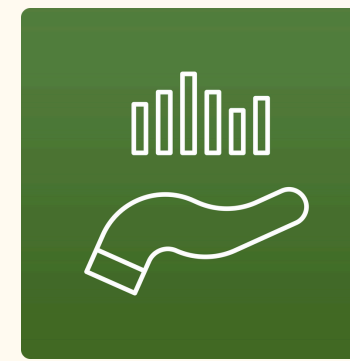
**Safety
dominates:
traffic + personal
safety**



**Network
connectivity
is essential
across all
groups**



**Consistency
and
predictable
design help all
users**



**Address
disparities by
race, gender,
and disability**



**Walking/biking
as community
connection, not
just mobility**

Section Breakdown

PRE-DESIGN

SURVEY

FOCUS GROUP: SAFETY FOR WOMEN

FOCUS GROUP: BIKE NETWORK

FOCUS GROUP: YOUTH



PRE-DESIGN LEARNINGS

- *The Pre-Design was used to talk with community leaders on how best to engage the community on this project.*
- **20 participants** from diverse community groups
- **Accessibility** varies widely by neighborhood
- Elderly immigrant communities **face signage and navigation challenges**
- Affluent areas are **noticeably more walkable**
- Draft goals viewed as inclusive; recommendation to separate accessibility
- Need **explicit disability-access questions**
- **Community input** must be gathered before recommendations



PRE-DESIGN LEARNINGS

- **1:1 engagement** was consistently described as more personal and effective, similar to successful practices used in “Let’s Talk Streets.”
- Participants said engagement must occur before recommendations are drafted; otherwise, **community members feel their input is not valued.**
- Themes for effective engagement included:
 - Keep engagement **simple and straightforward**
 - Ensure **transparency** about how input is used




SURVEY LEARNINGS


- **557 respondents** (various modes of outreach)
- 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



QUOTES FROM SURVEY RESPONDENTS



“Bike lane development is sporadic and patchy as the city primarily seems to improve/install bike lanes as part of major projects. This leaves major heavily used bike routes/lanes unsafe”



“Make existing paths connect better to all neighborhoods so we don’t have to bike on streets to get to them.”

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.**

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**

KEY SURVEY LEARNINGS

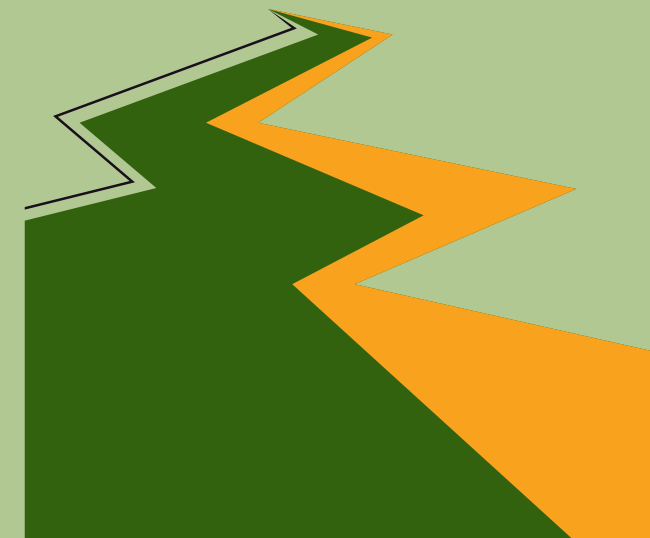
WHAT DEFINES CONVENIENCE?



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.**

FOCUS GROUP: SAFETY FOR WOMEN

- **4 participants** (primarily Black Women who are active walkers and bikers)
- Dark areas, tunnels, and underpasses **feel unsafe**
- Locations were described as “**scary,**” “**isolating,**” and “**places people avoid even when they are the shortest route.**”
- Shared space conflicts; feeling unseen or ignored
- Desire for **mirrors, lighting, clear signage, and blue-light emergency stations** at regular intervals.



WHAT DO YOU LOOK FOR IN A SAFE AREA FOR BIKING AND WALKING?

BRIGHT

SAFE

COMFORTABLE

INVITING

FOCUS GROUP: SAFETY FOR WOMEN

- **Participants highlighted areas that felt:**
 - “Bright,”
 - “Comfortable both day and night,”
 - “Safe and inviting.”
- **These included: Monona Bay loop, Arboretum pathways, Green lanes on University Avenue**

- **Recommendations**
 - Clear cues for all users and separation of space
 - Predictable behavior expectations
 - Better education on how to interact with shared paths



FOCUS GROUP: BIKE NETWORK

- **15 participants** (diverse group of bike advocates)
- Participants indicated that biking carries deep personal meaning and identity.
- The current network develops organically, often reacting to construction rather than being driven by a proactive plan.
- Participants felt this led to gaps, inconsistent designs, and lost opportunities.



WHAT WORDS DESCRIBE BIKING TO YOU:

ANGER

PLAYFUL

JOY

PRIVILEGE

FREEDOM

WOW

FOCUS GROUP: BIKE NETWORK

- A major repeated theme: **Continuity in language, signage, color, and appearance is essential.**
 - Users should be able to navigate the system like a bus or transit route: recognizable cues that clearly show where to go next.
- Participants emphasized evaluating the network in **low-income and historically marginalized areas**, ensuring access and safety metrics are tracked.

- Network must be **complete & destination-oriented**
- Need better **inter-municipal coordination**
 - better tools for alders and policymakers, including improved online maps that show gaps clearly.



FOCUS GROUP: YOUTH SAFETY

- **5 youth collected 20 qualitative surveys** at the Lussier Community Center
- Youth primarily walk, take the bus, or get rides; biking is less common but present.
- **Destinations are hyperlocal:** school, parks, friends' homes, and the community center.
- **Youth describe:**
 - Fear of darkness
 - Fast cars as a major threat
 - Confusion due to lack of signs
 - Feeling unsafe when alone



WHAT MAKES WALKING AND BIKING UNSAFE FOR YOUTH?

FAST CARS

NO ADULTS

DARKNESS

CONFUSING
SIGNS

FOCUS GROUP: YOUTH SAFETY

What Youth Want Changed

- More bike lanes near school (the single most repeated answer).
- **Better signs so they know where they are supposed to walk or bike.**
- **More people around:** adults, guards, or supervisors.
- Separation from cars and physical protections

***Safety is framed as both environmental (lighting, infrastructure) and social (presence of safe adults).*



CRITICAL LENS



Throughout the engagement, a clear message emerged. This project should not be limited to **just a transportation issue**, but as a way to critically think about Pedestrian and Bike infrastructure as **a way to enjoy and connect to our communities.**



OVERALL KEY TAKEAWAYS



Across all categories, participants want a Connected, Coherent, and Easy-to-Navigate Walking and Biking System



Addressing disparities by Women, BIPOC Residents, People with Disabilities, and Youth



Prioritize Safety Through Better Lighting, Visibility, and Separation From Traffic



Goals of Comfort, Safety, Convenience, and Enjoyment were lifted and affirmed throughout all the different engagement projects.

