

**Madison Beltline  
Planning and Environment  
Linkages (PEL) Study  
Public Involvement Meeting  
Presentation**

Fall 2014

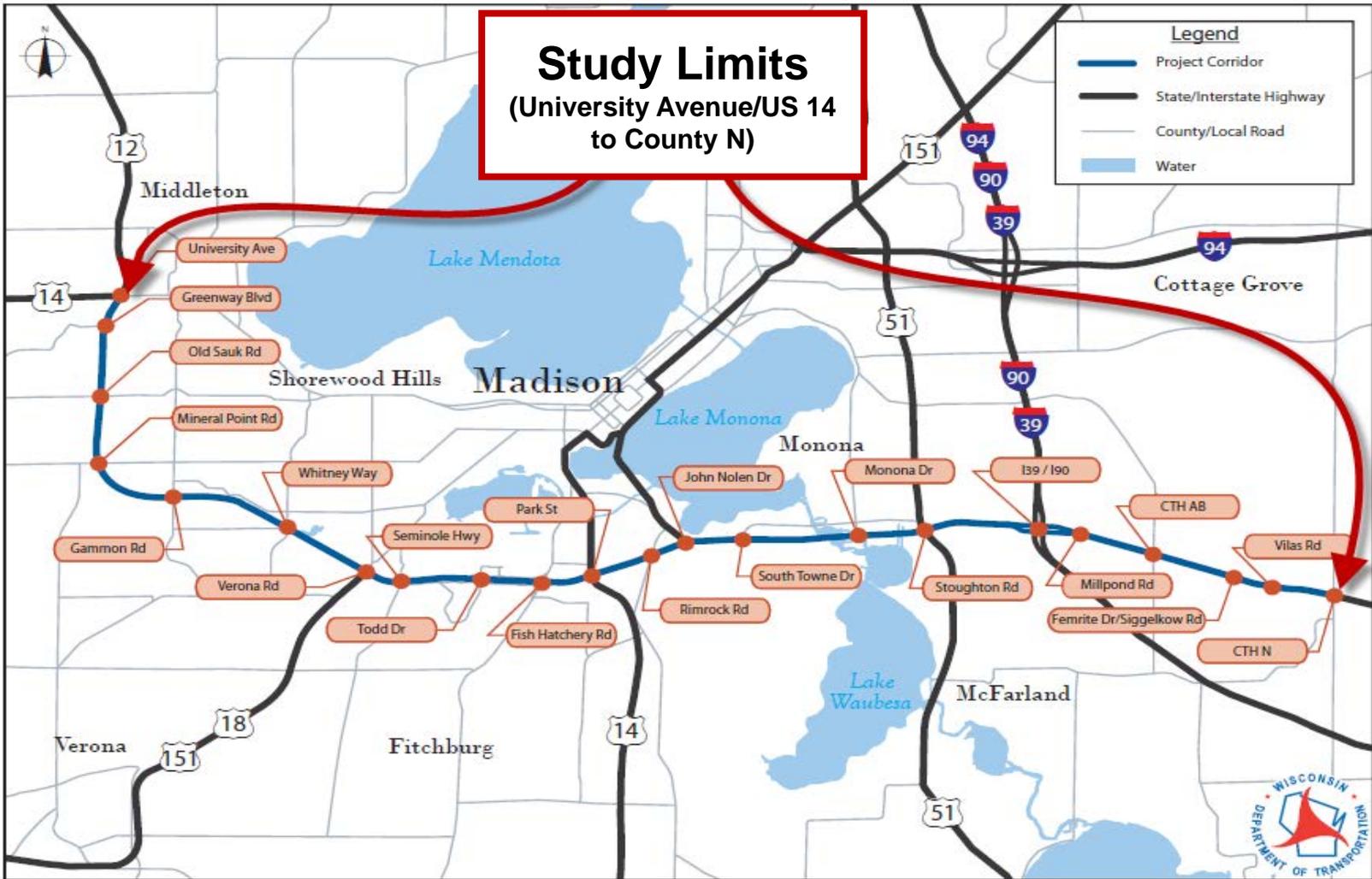


# Agenda

- ▶ Beltline Study Background
- ▶ PEL Basics
- ▶ UW Survey Results
- ▶ Strategy Development and Results
- ▶ Next Steps

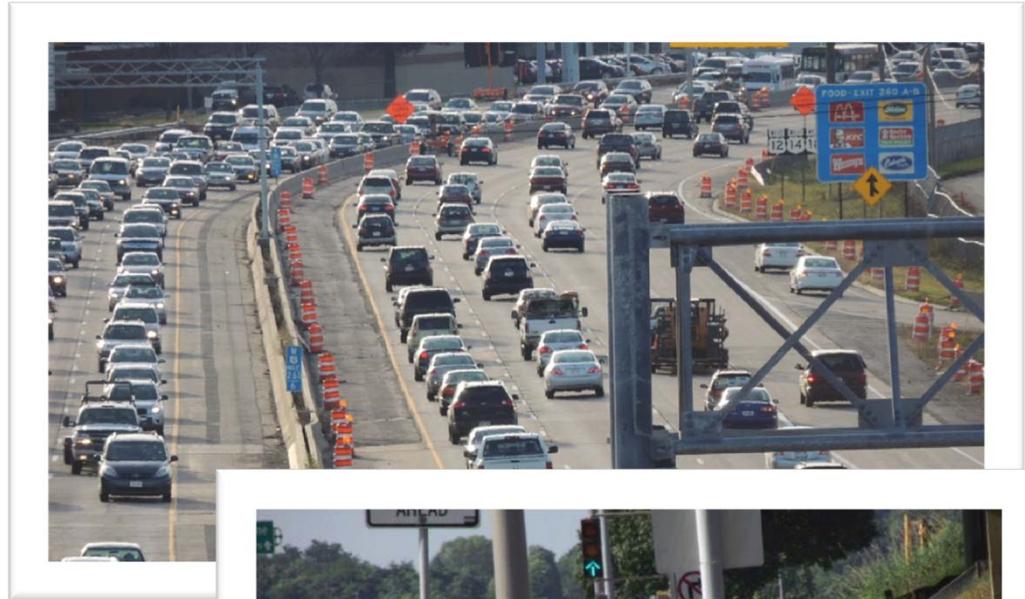


# Study Corridor Limits



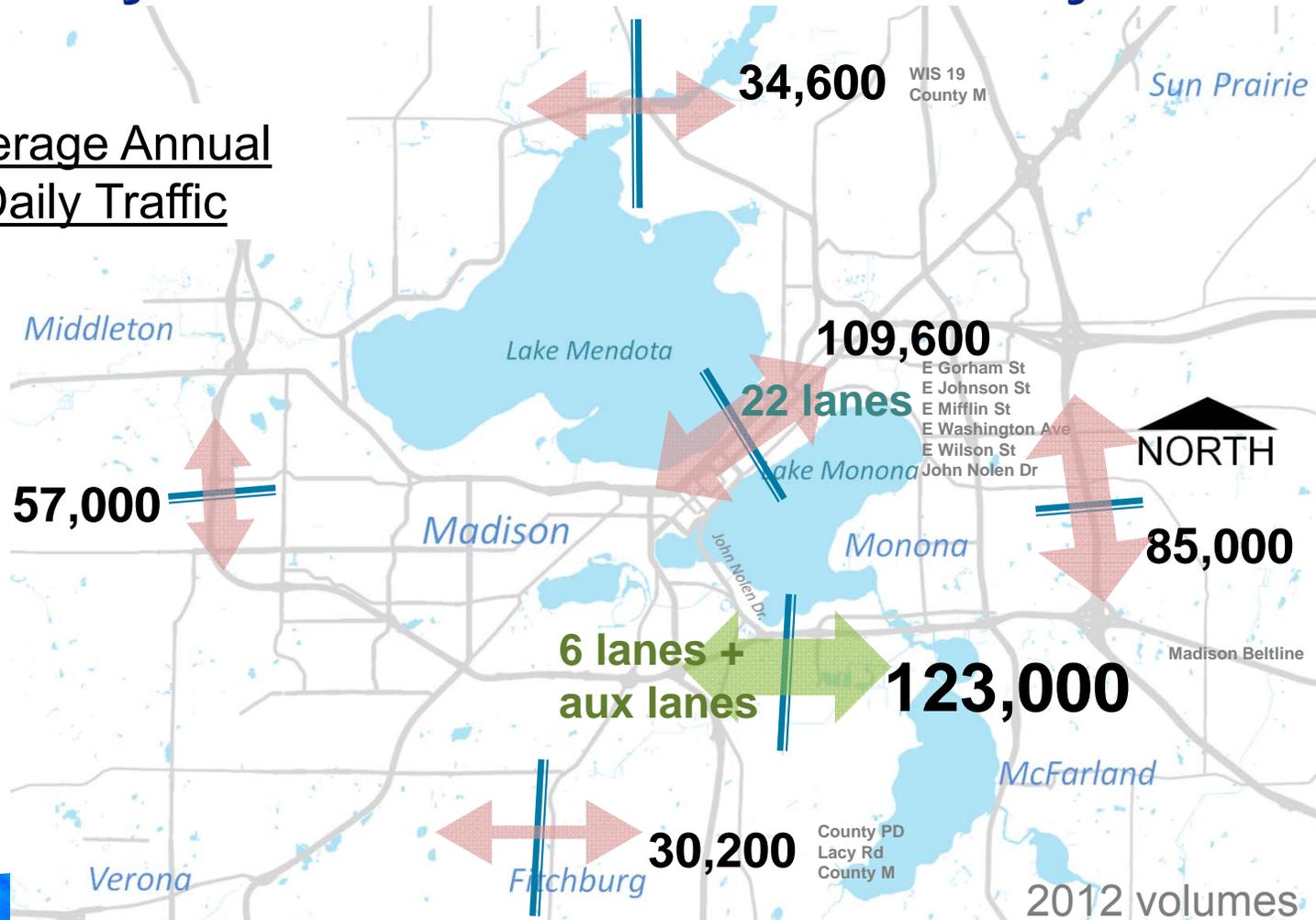
# Why is the Beltline being studied?

- ▶ Motor vehicle congestion
- ▶ Too many crashes
- ▶ Complex Regional traffic patterns
- ▶ Bike/ped accommodations needs
- ▶ Transit needs
- ▶ Few alternate routes
- ▶ Deteriorating physical conditions

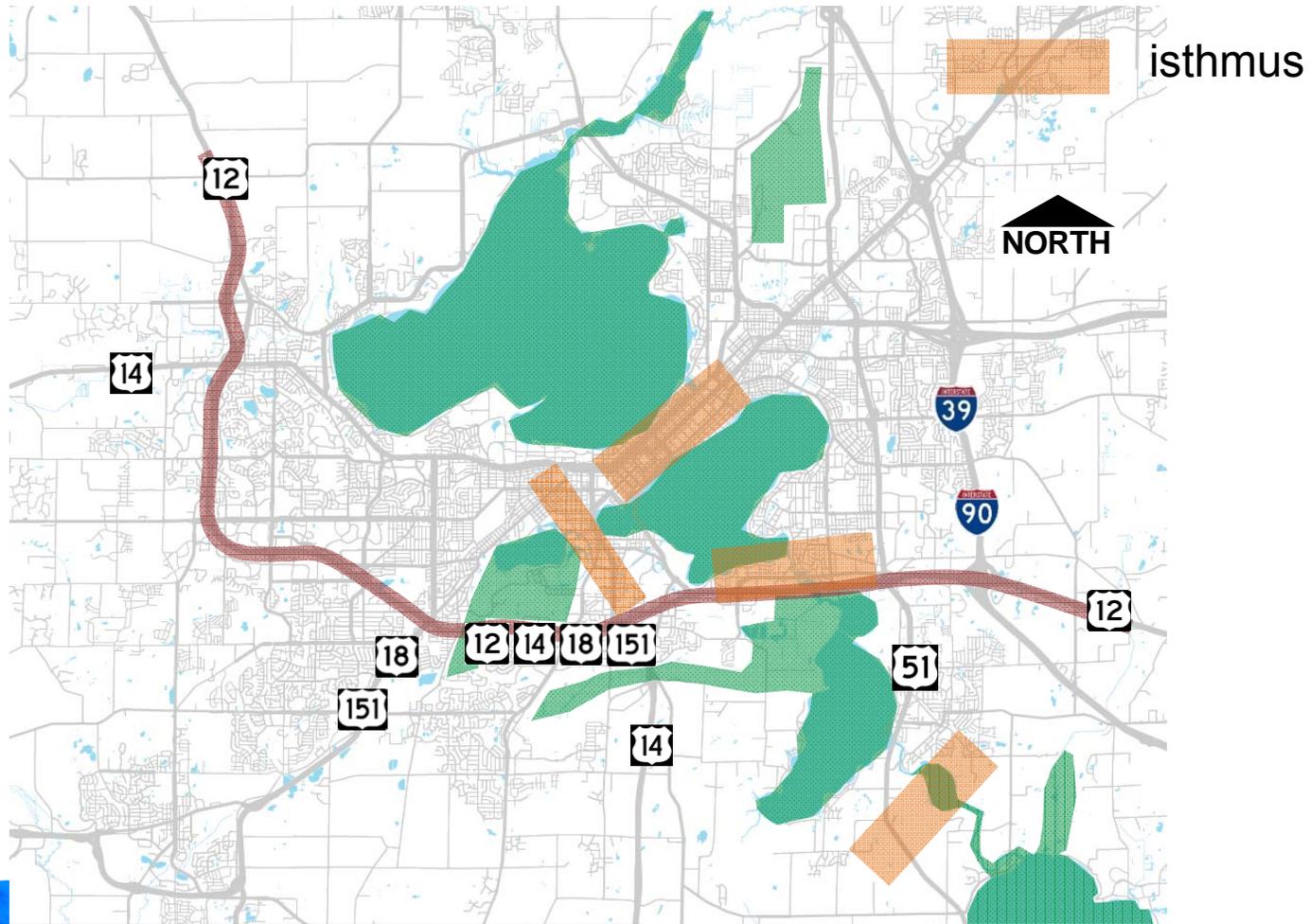


# Beltline carries more people than any other roadway combination in Dane County

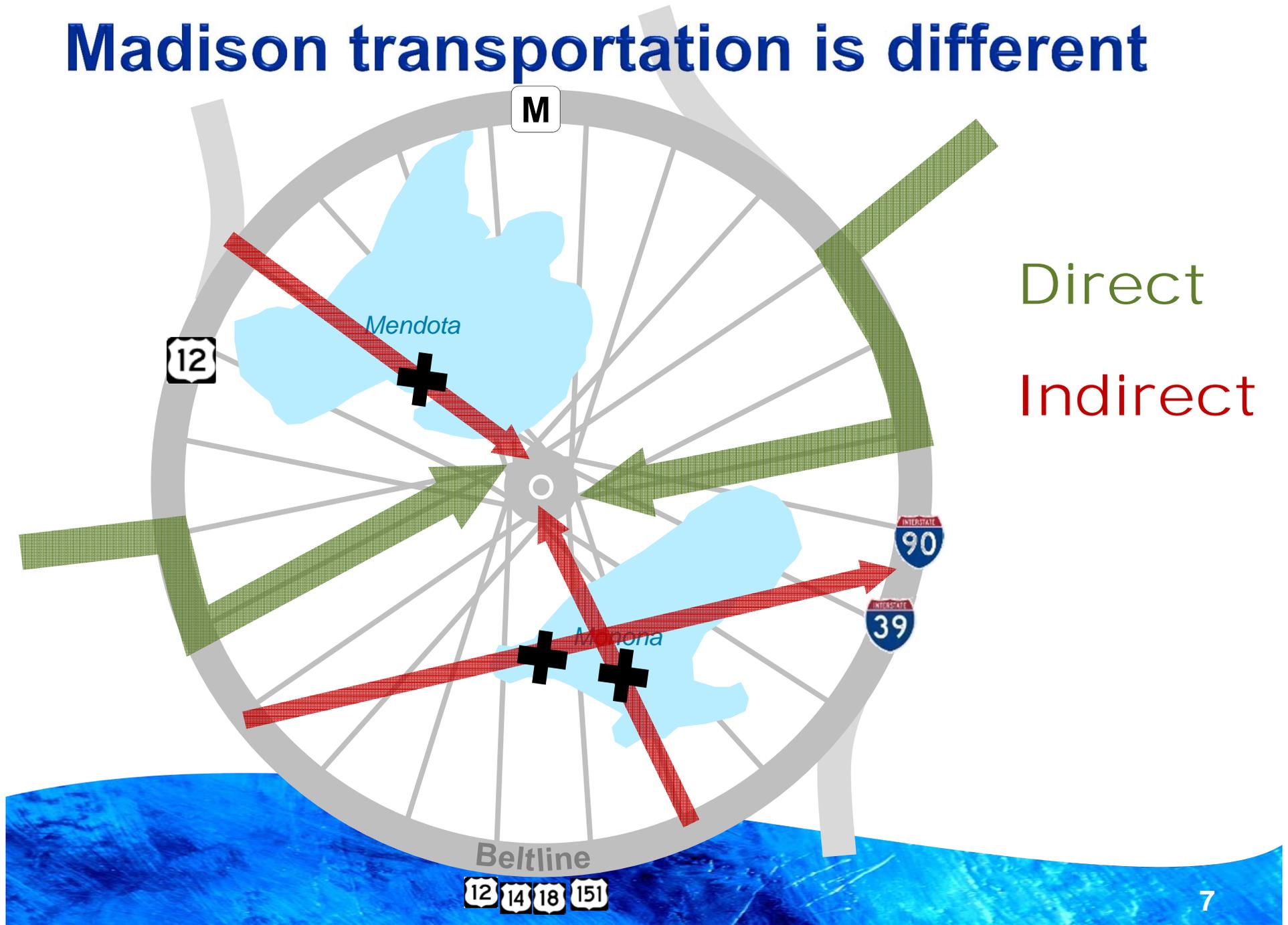
Average Annual Daily Traffic



# People use the Beltline to get around resources and facilities



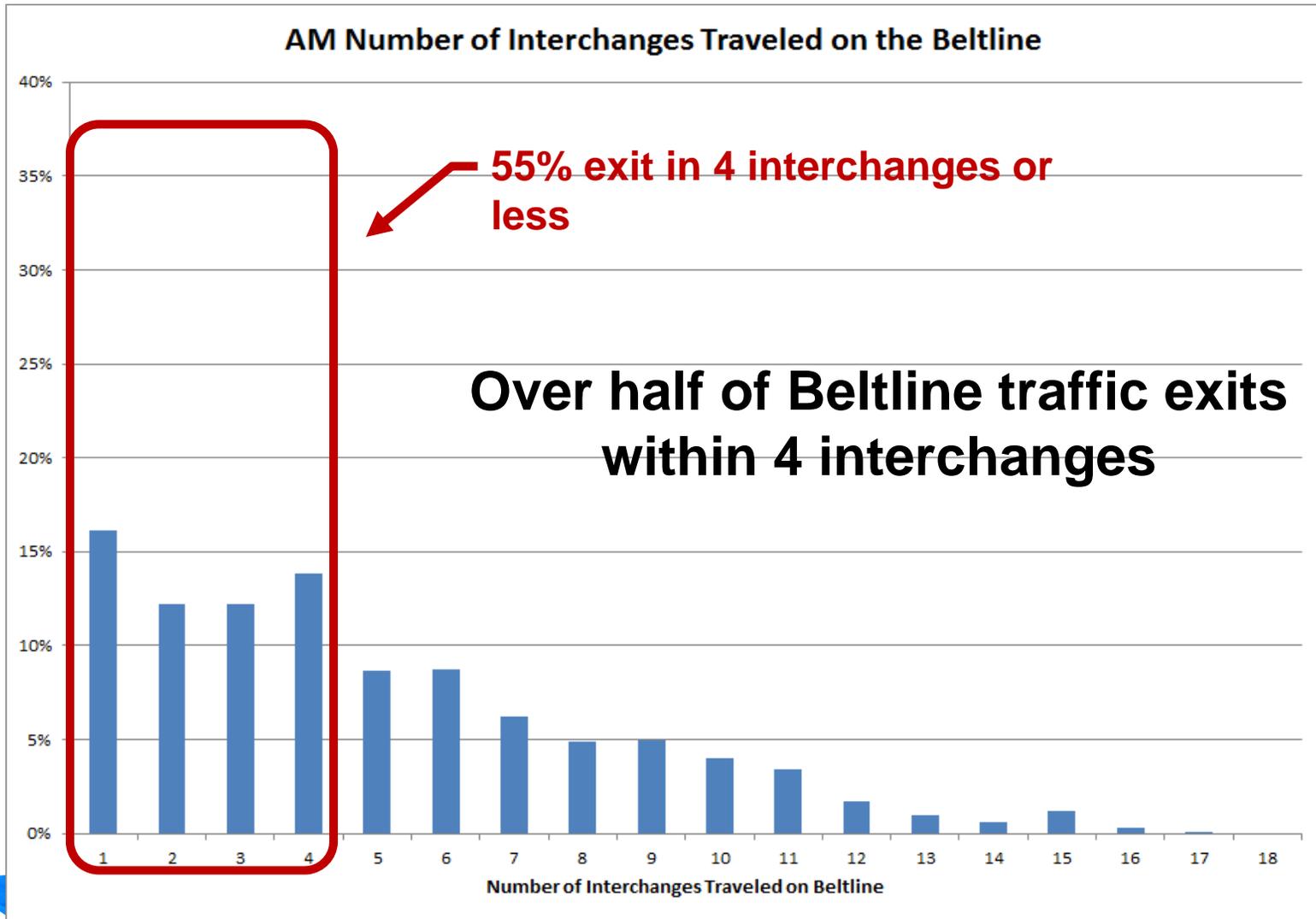
# Madison transportation is different



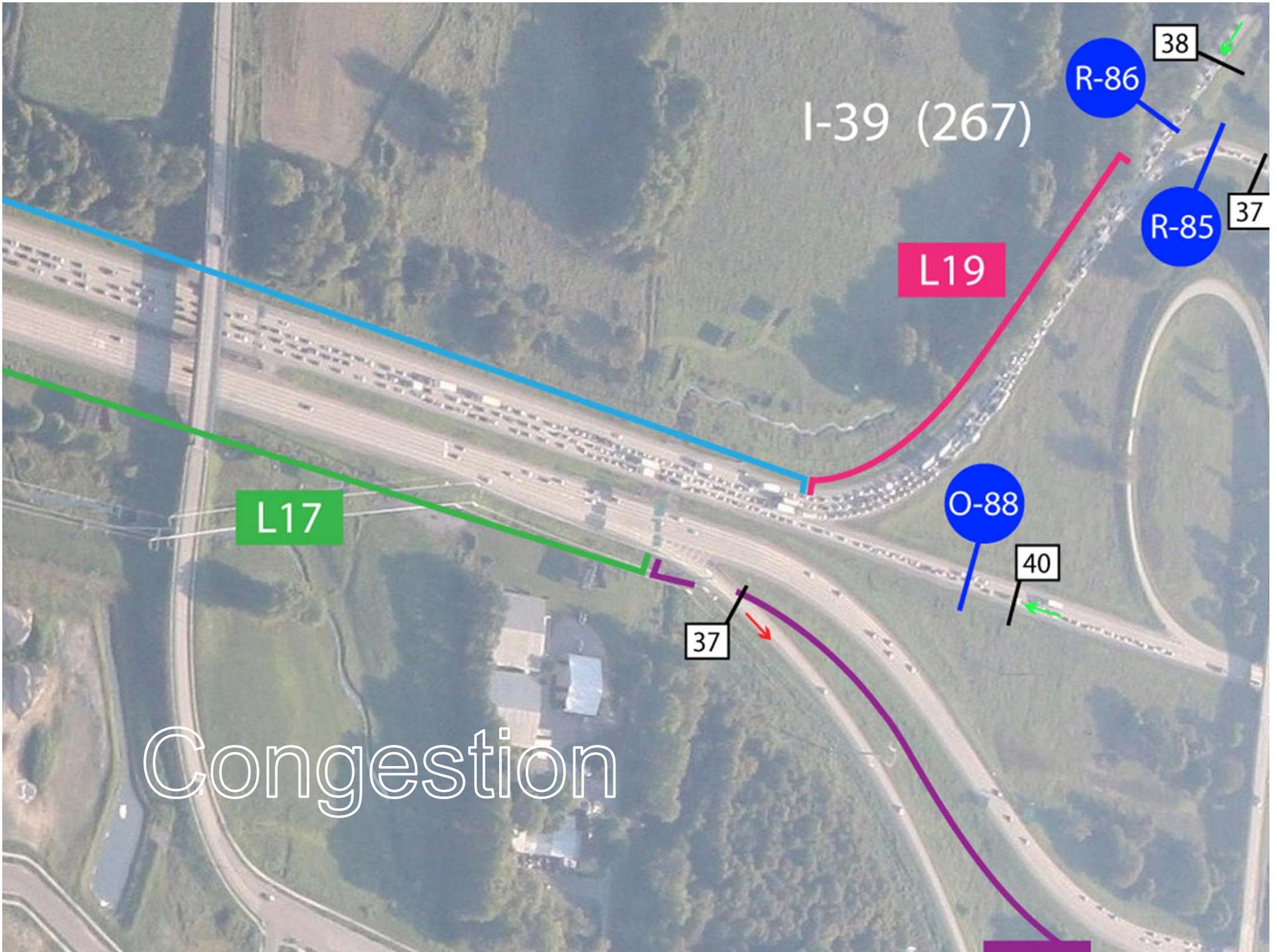
Direct

Indirect

# Much of the Beltline traffic is local







I-39 (267)

L19

L17

R-86

R-85

O-88

38

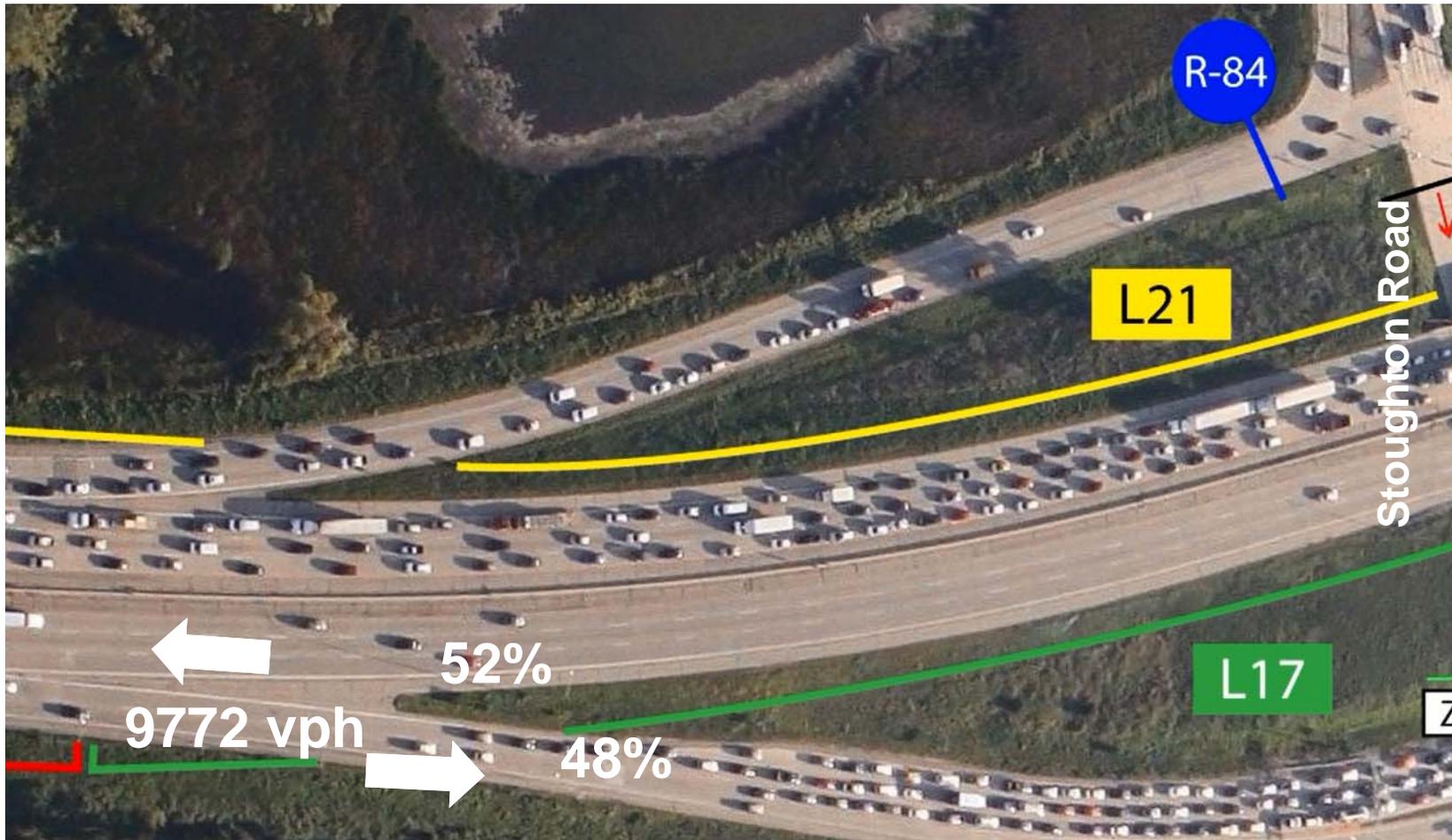
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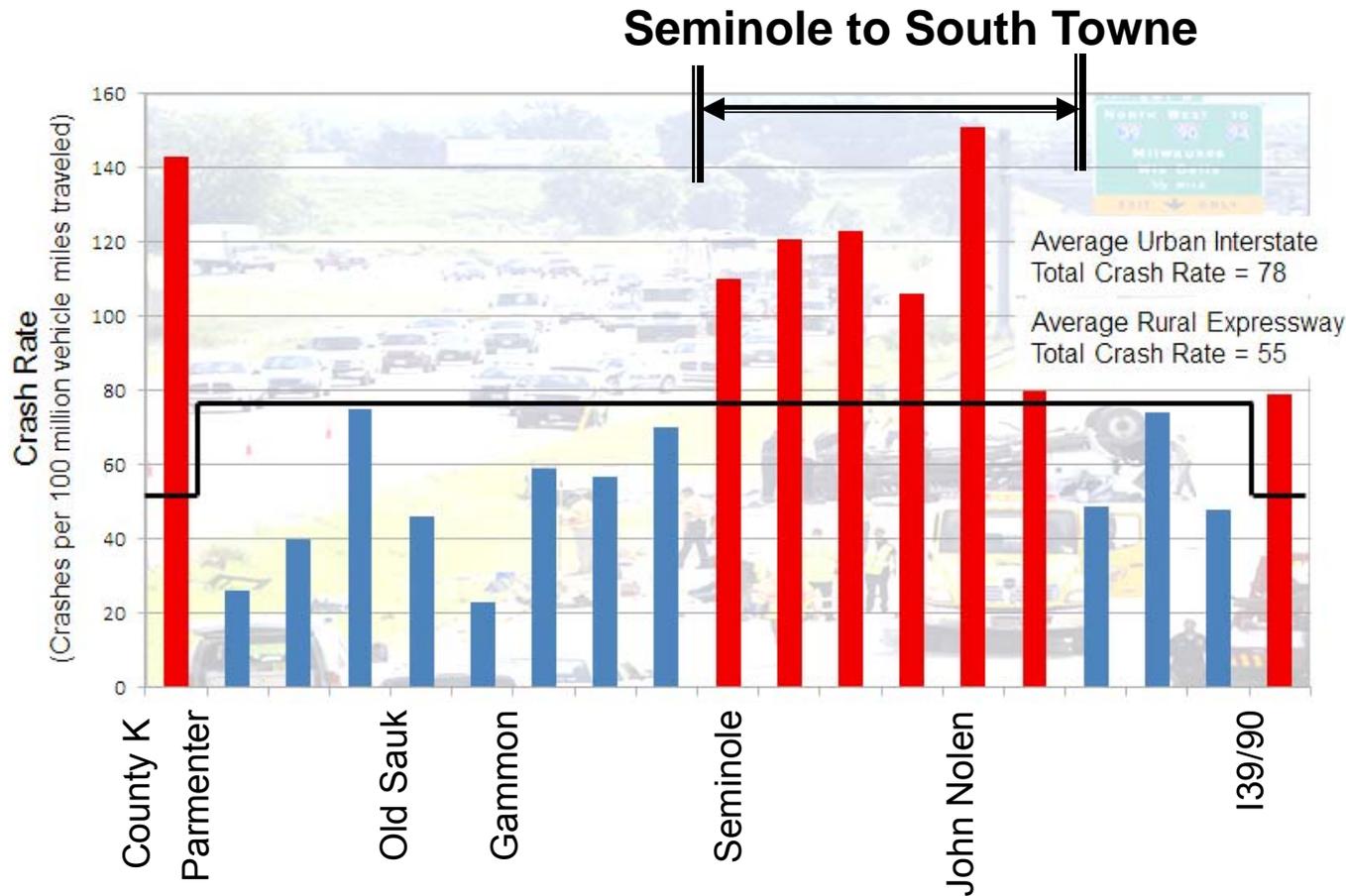
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Congestion

# The problem is more than just volumes



# Beltline has sections with high crash rates compared to state averages



Recent projects have helped lead to almost a 30% crash reduction compared with 2000 to 2004.



# Beltline is a barrier to bikes and pedestrians

Perceived comfort of crossing



# Three Study Parts

## **Part 1 : O/D Study**

Data Collection = Summer/Fall 2012

Analysis = 2013/14

Completed Report = Fall 2014

## **Part 2: PEL Study**

Work Plan = Fall 2012

Completion = Late 2015

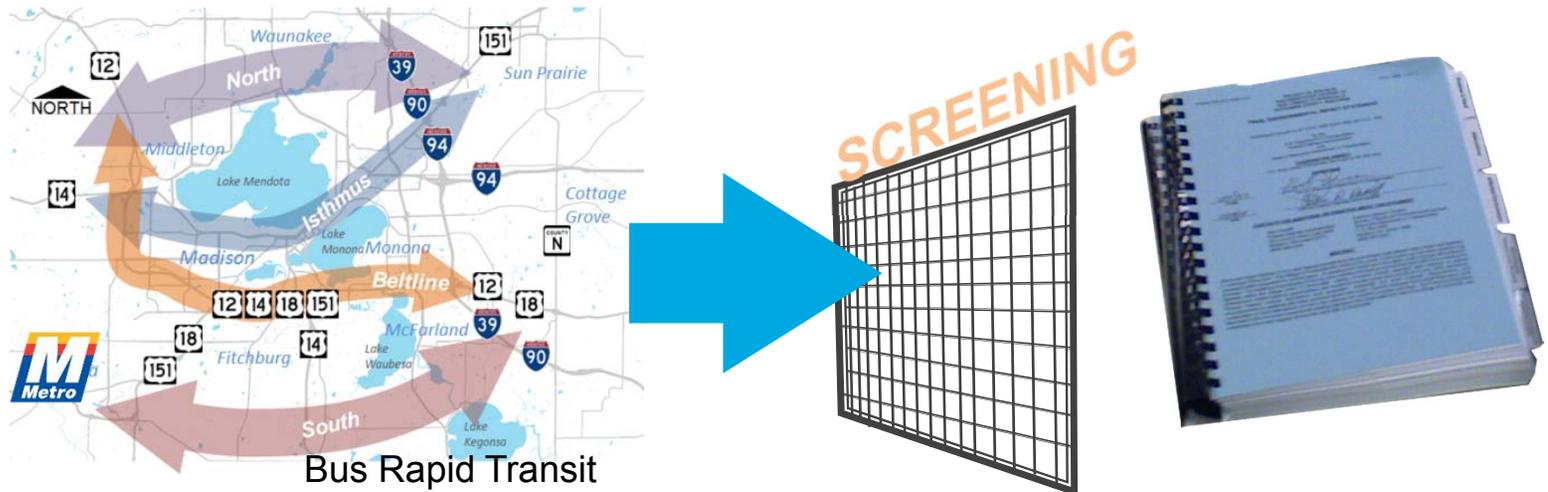
## **Part 3: Environmental Impact Statement**

Begin = Winter 2016

ROD = 2020



# PEL Process



**Develop  
Problem  
Statement,  
Goals, and  
Objectives**

**Develop  
Screening  
Criteria**

**Develop  
Strategies  
and Evaluate  
(Screen)**

**Identify  
Strategies to  
Bring  
Forward into  
NEPA**



# PEL Advantages

- ▶ **Extensive outreach engages broad range of stakeholders early and often**
  - Encourages stakeholders to think about transportation solutions in terms of long term community goals
  - Improves development of objectives and solutions
- ▶ **Reduces controversy and increases public acceptance**
  - Use of up to date and extensive O-D data
  - Measure PEL strategies against clear objective criteria
- ▶ **Speeds up project delivery and reduces cost**
  - Less intensive screening process reduces number of strategies investigated in EIS
  - Use of results in NEPA reduces duplication of effort



# Stakeholder meetings since start of PEL

- City of Madison – Department of Civil Rights
- East Madison Monona Rotary Club
- Meadowood Neighborhood Association
- Village of Cottage Grove
- South Metropolitan Planning Council- Village of Oregon
- Waunakee Rotary Club
- Madison South Rotary
- Greater Madison Convention & Visitors Bureau- Community Relations Committee
- Allied Area Taskforce
- Greater Madison Convention & Visitors Bureau (GMCVB)
- YWCA – Construct U Class
- Arbor Hills Neighborhood
- Rotary Club of Madison – West Towne
- Town of Verona
- Latino Academy
- State Smart Transportation Initiative
- Orchard Ridge Neighborhood Association
- Madison West Rotary Club
- Dunn's Marsh Neighborhood Association
- Greater Madison Chamber of Commerce (GMCC)-Public Policy Committee
- Madison Region Economic Partnership (MADREP)
- Policy Advisory Committee (PAC)—8 meetings
- Technical Advisory Committee (TAC)—7 meetings
- Public Involvement Meetings (PIMs)—6 meetings
- Local Government Briefings—3 meetings
- Agency Meetings—3 meetings
- Bike/Pedestrian Focus Group—2 meetings
- Transit Focus group—2 meetings
- Urban League of Greater Madison
- Centro Hispano
- Madison Horizons Rotary
- Leopold Neighborhood Assoc.
- City of Stoughton
- Realtors Assoc. of South Central Wisconsin—Government Affairs Committee
- Downtown Madison Inc.- Trans. & Parking Committee- Bicycle subcommittee
- Village of DeForest
- UW Arboretum
- City of Middleton
- University Research Park
- Village of Maple Bluff
- City of Fitchburg
- Smart Growth Greater Madison
- John Muir Sierra Club
- Village of Waunakee



# Beltline PEL Goal

Improve multimodal travel and safety along and across the Madison Beltline corridor in a way that supports economic development, acknowledges community plans, contributes positively to the area's quality of life, and limits adverse environmental and social effects to the extent practicable.



# PEL Objectives

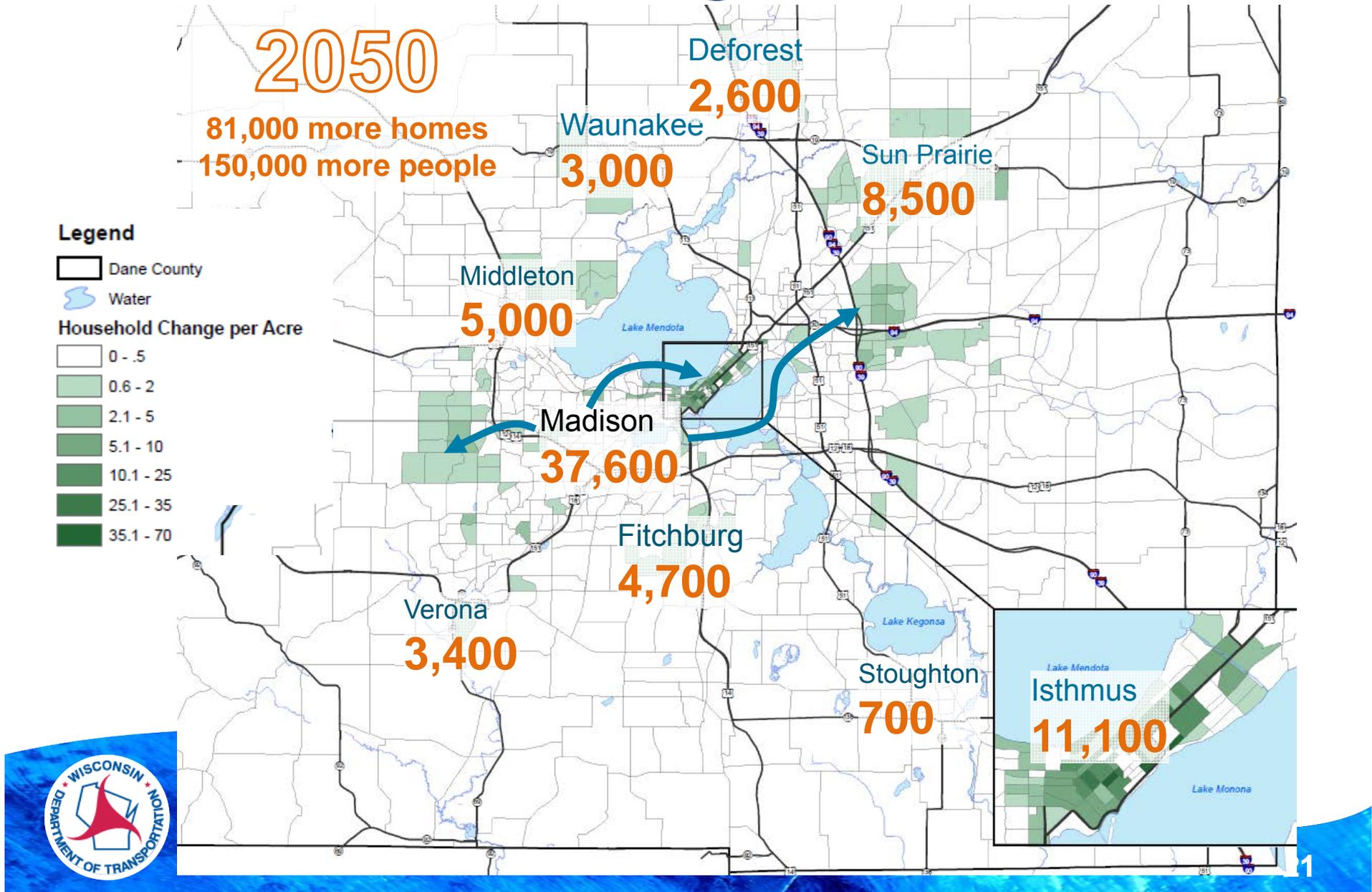
- Improve safety for all travel modes.
- Address Beltline infrastructure condition and deficiencies.
- Address system mobility (congestion) for all travel modes.
  1. Pedestrian
  2. Bicycle
  3. Transit
  4. Local and regional passenger vehicles
  5. Freight
- Limit adverse social, cultural, and environmental effects to the extent practicable.
- Increase system travel time reliability for regional and local trips.
- Improve connections across and adjacent to the Beltline for all travel modes.
- Enhance efficient regional multimodal access to Madison metropolitan area economic centers.
- Decrease Beltline traffic diversion impacts to neighborhood streets.
- Enhance transit ridership and routing opportunities.
- Improve pedestrian and bicycle accommodations.
- Complement other major transportation initiatives and studies in the Madison area.
- Support infrastructure and other measures that encourage alternatives to single occupancy vehicle travel.

# PEL Is Long Range Planning

- ▶ Studying transportation strategies that will serve the metropolitan area for decades
- ▶ 2050 is the planning horizon year
  - Construction could start by mid-2020's



# Where household growth will occur



# Where employment growth will occur

## Legend

 Dane County

 Water

### Employment Change per Acre

 0.0 - 1

 1.1 - 3

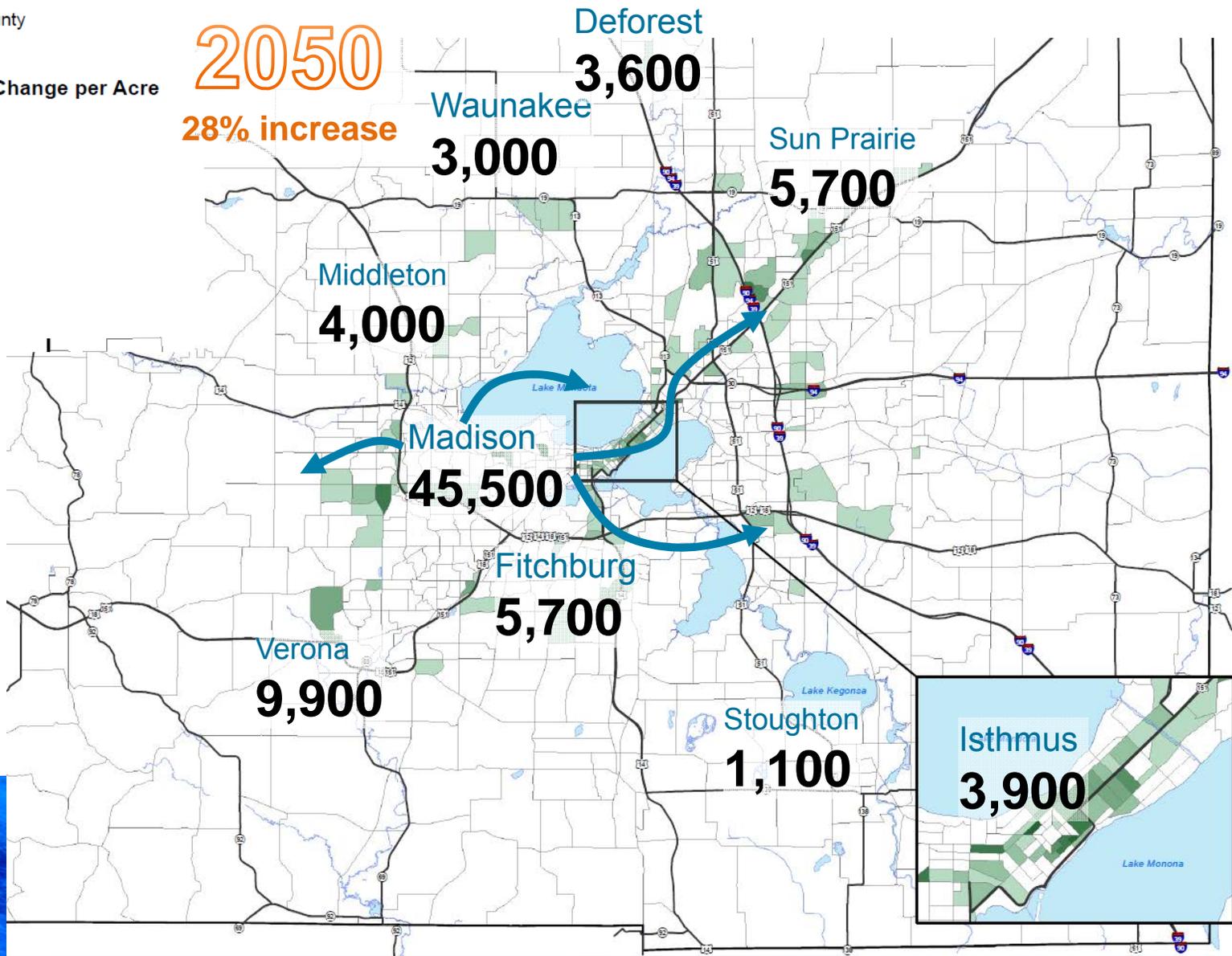
 3.1 - 6

 6.1 - 9

 9.1 - 12

 12.1 - 24

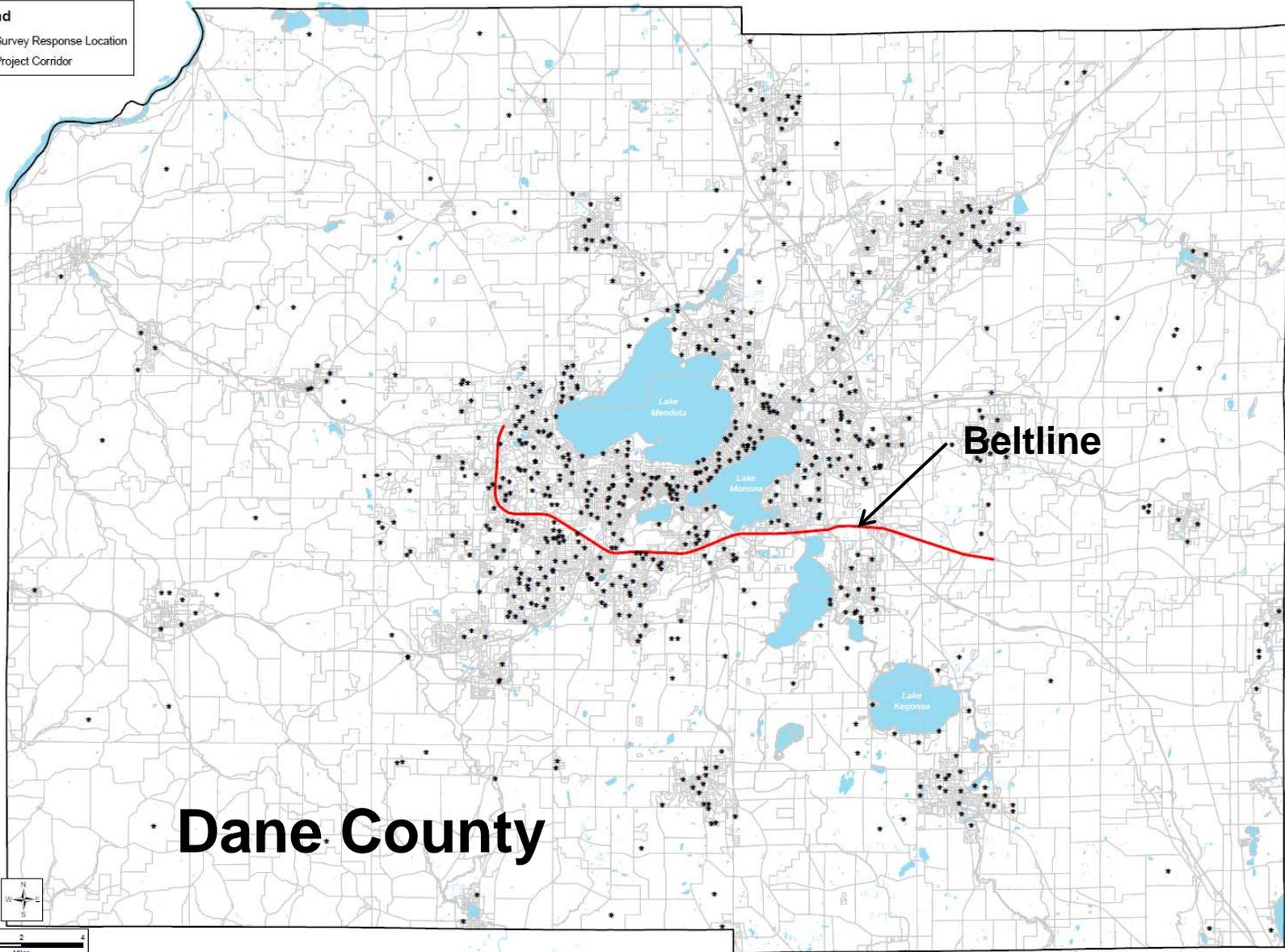
 24.1 - 62



# UW Survey Center Response Locations

**Legend**

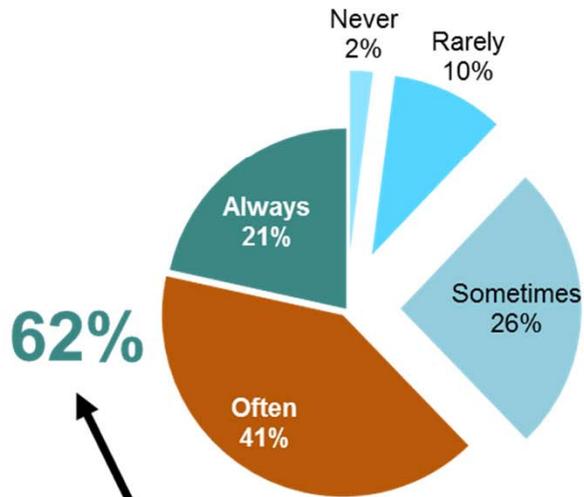
- Survey Response Location
- Project Corridor



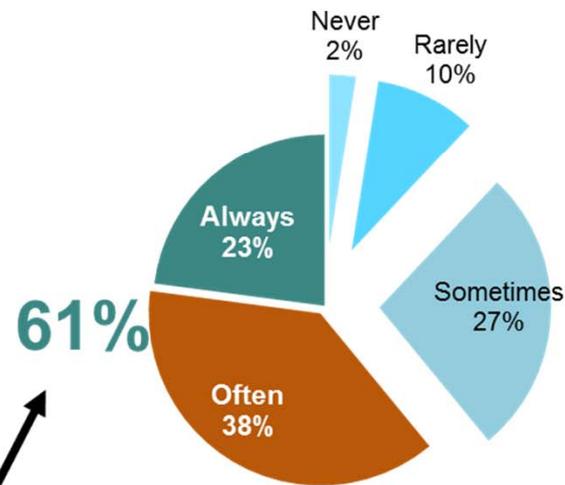
# Survey Results

Of those driving on the Beltline during rush hour:

View eastbound congestion  
unacceptable between Verona Road  
and I-39/90



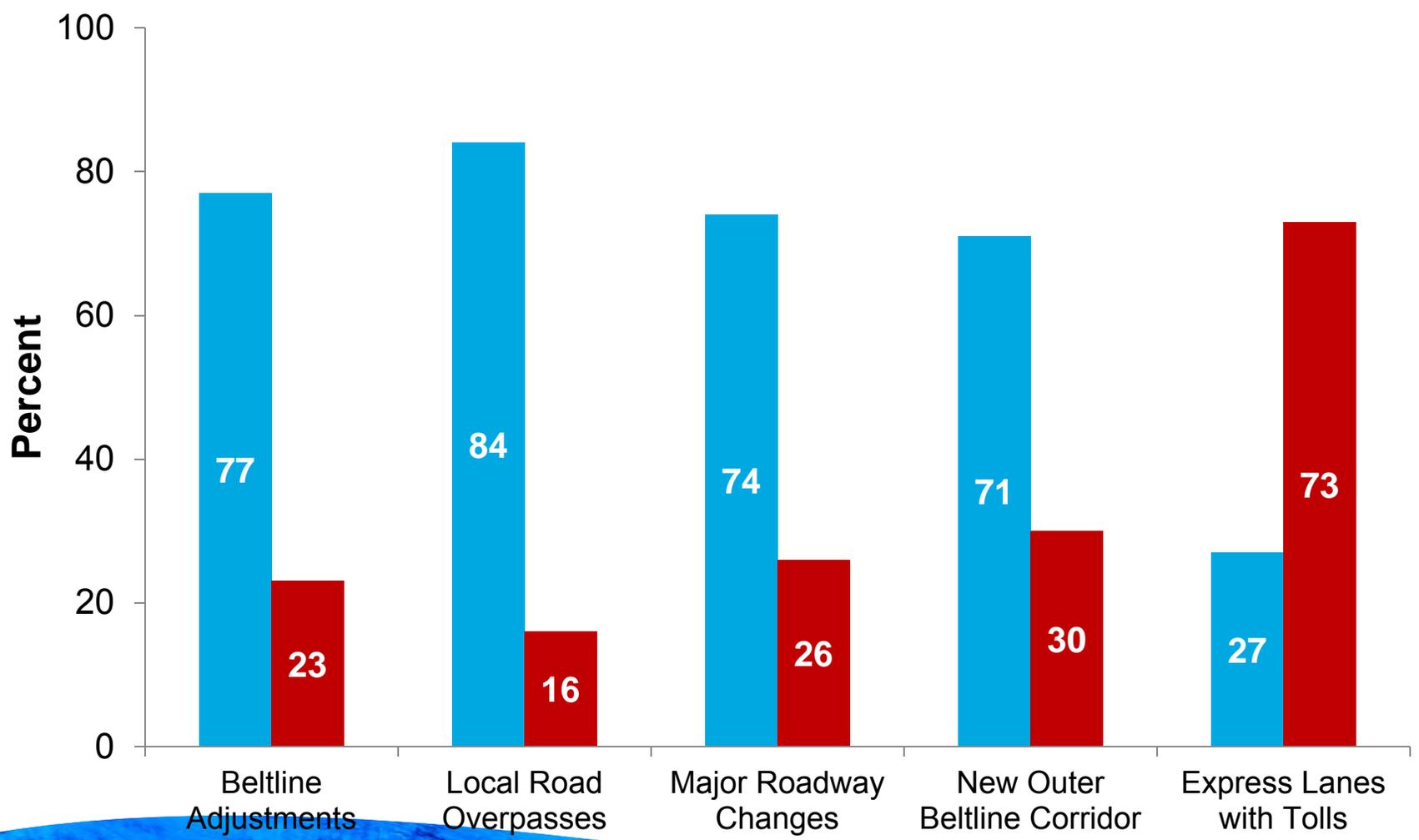
View westbound congestion  
unacceptable between I-39/90 and  
Verona Road



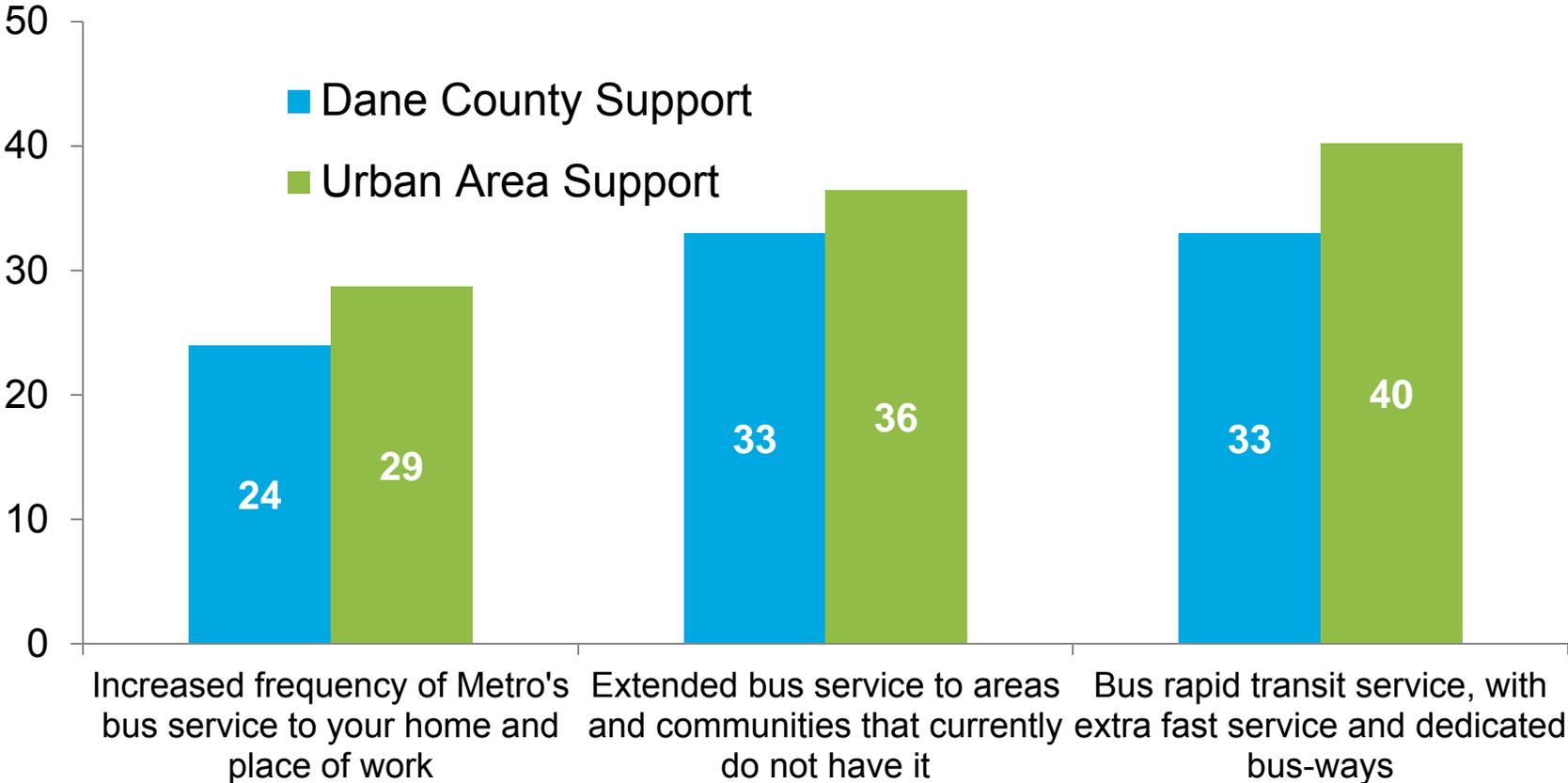
Almost the same



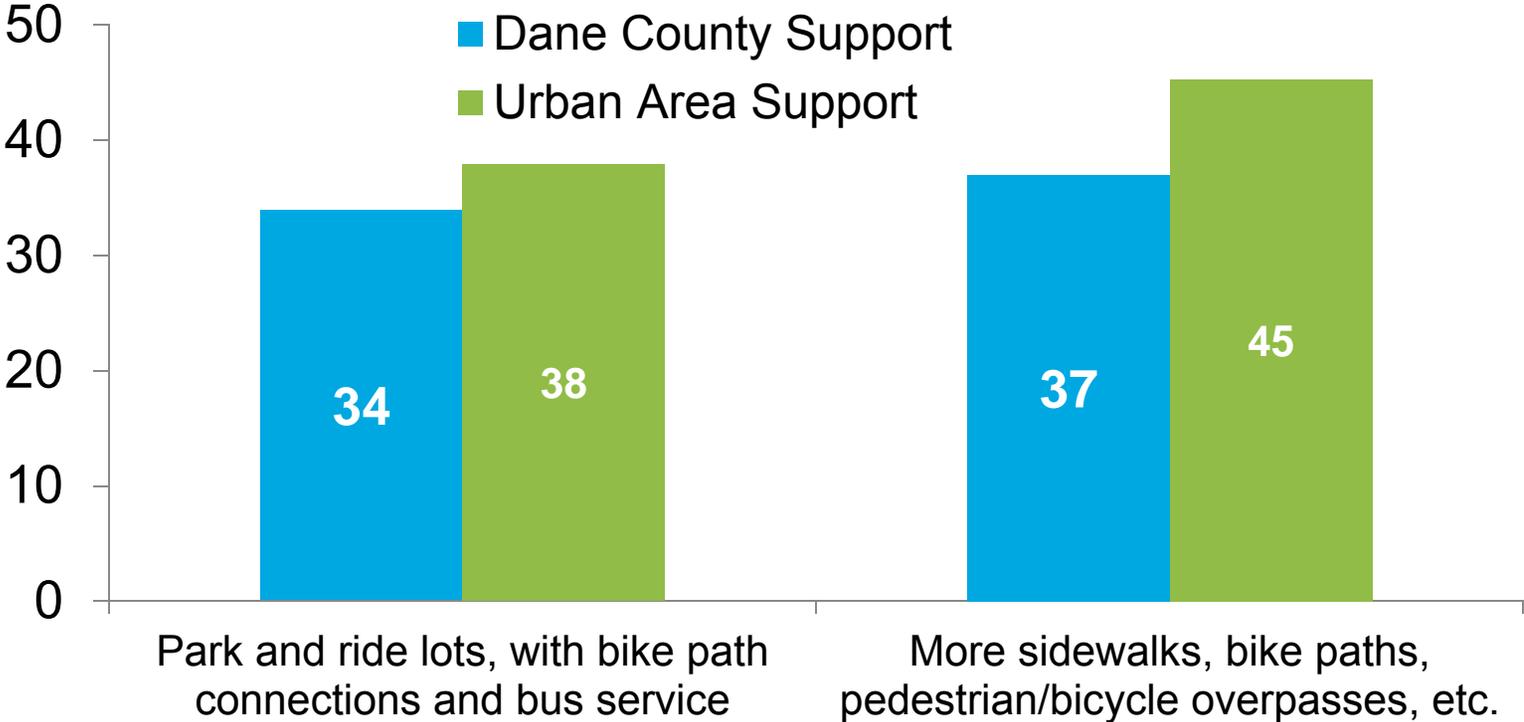
# Support for Beltline improvements



# Support for funding of other modes



# Support for funding of other modes

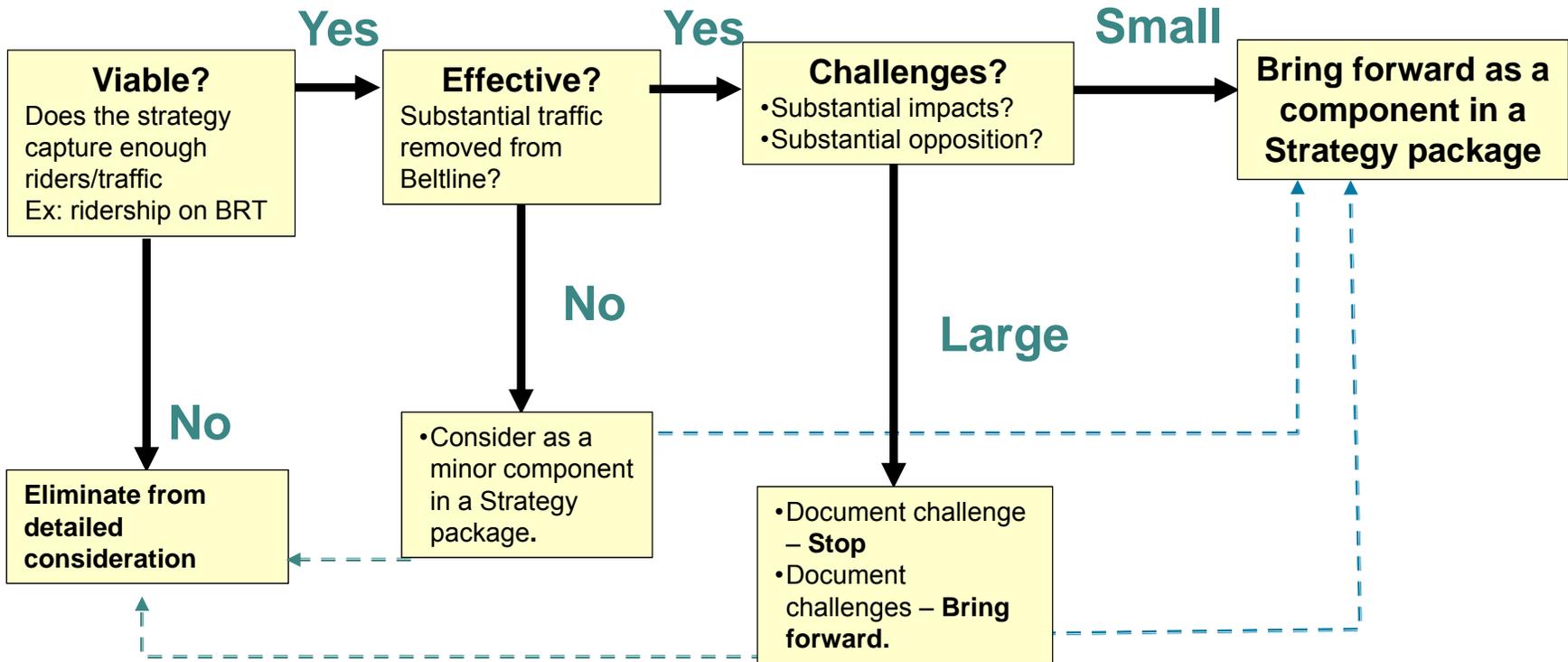


# Strategy Development and Evaluation

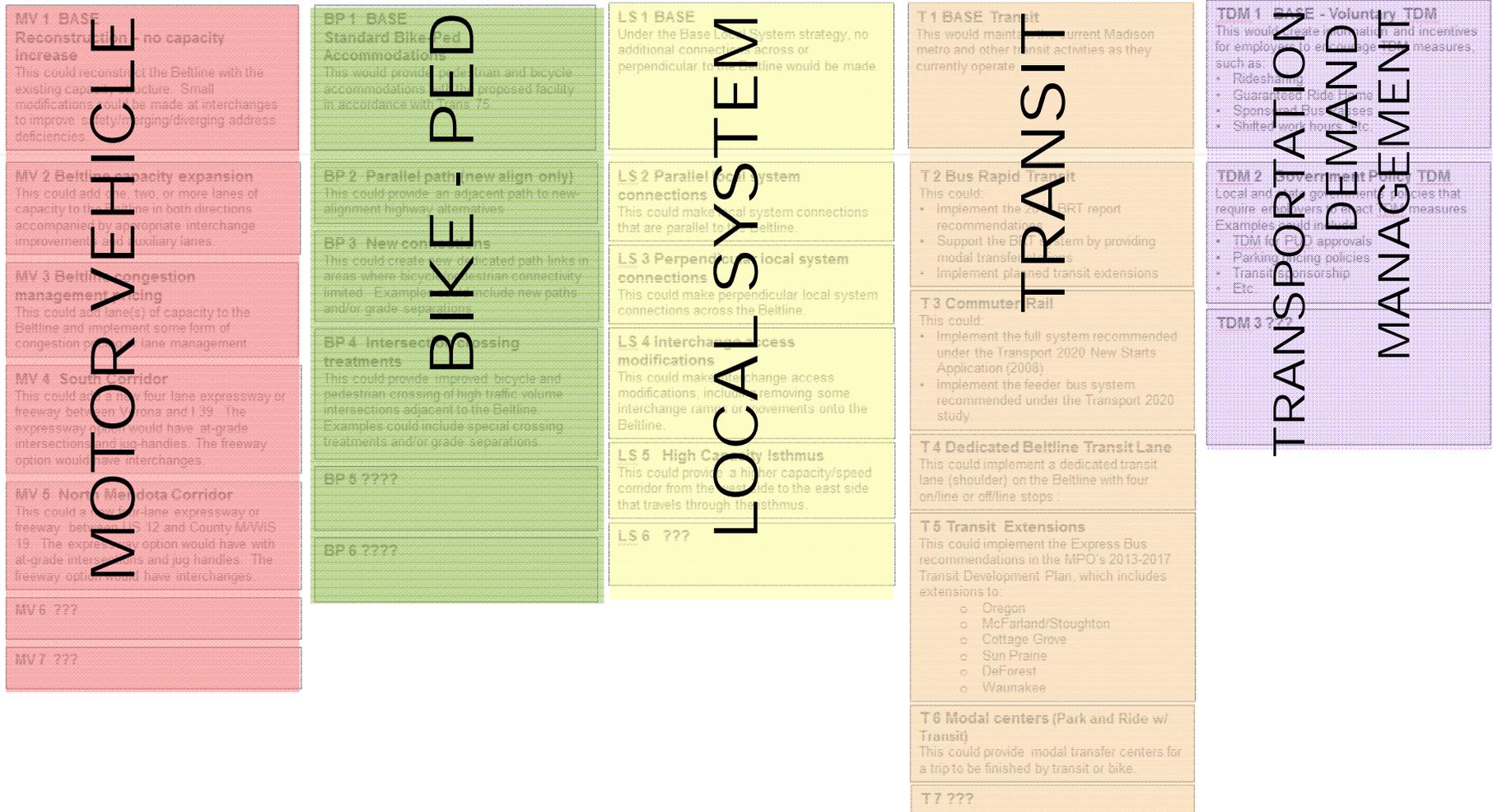
Stand-alone Strategies



# Evaluation process – stand alone strategies



# Example strategy organization



MOTOR VEHICLE

BIKE-PED

LOCAL SYSTEM

TRANSIT

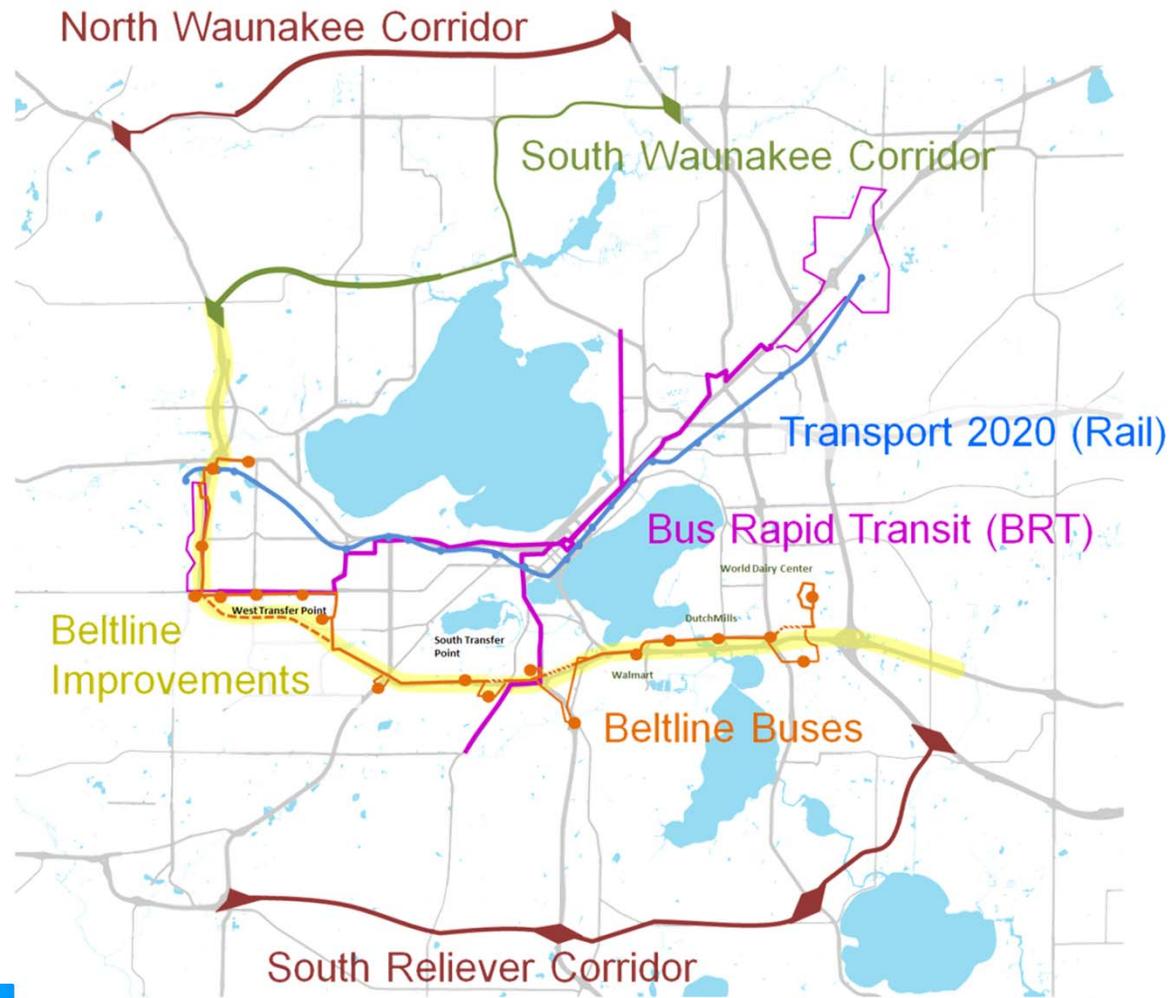
TRANSPORTATION

DEMAND

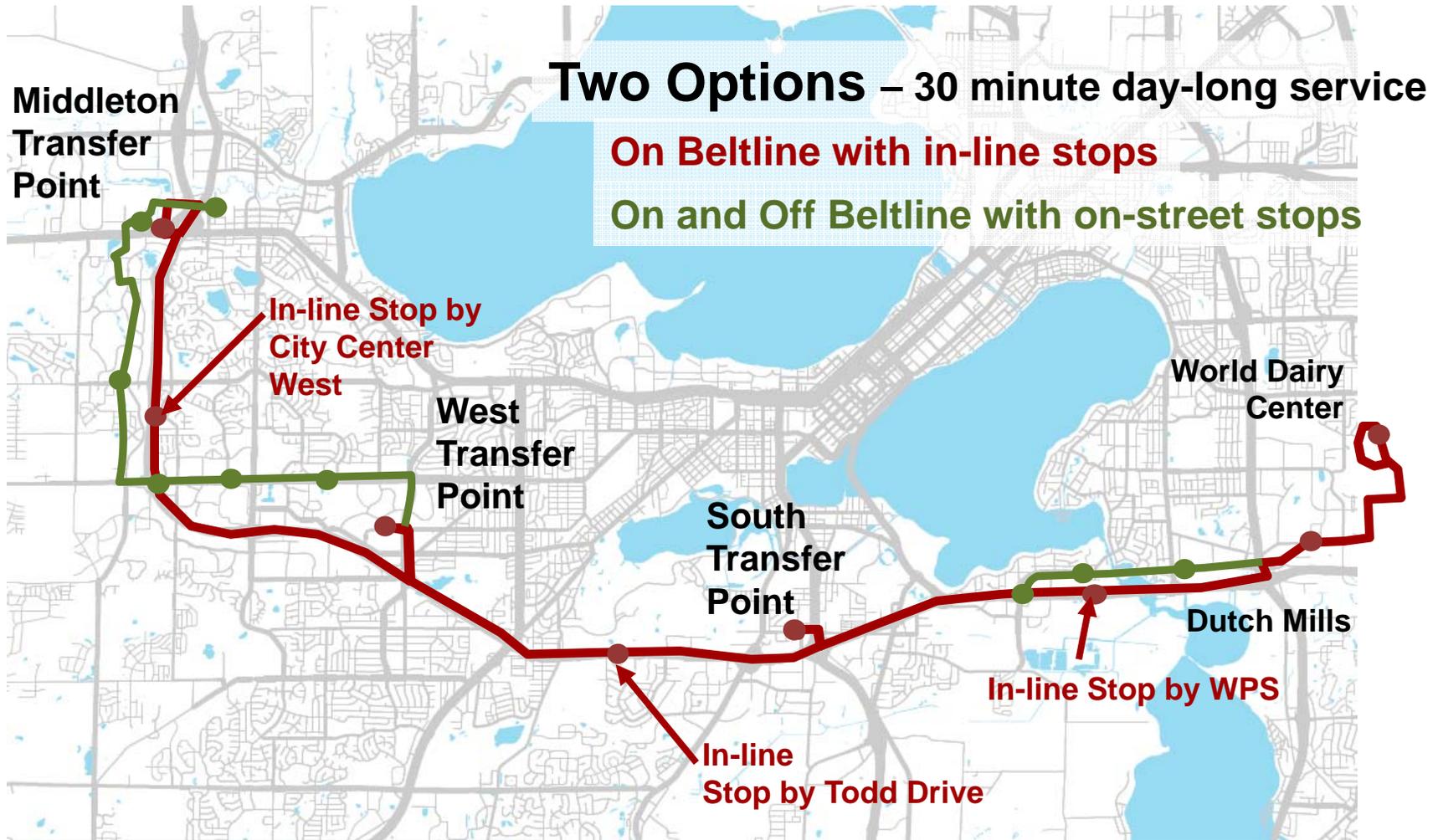
MANAGEMENT



# Stand-alone strategies investigated

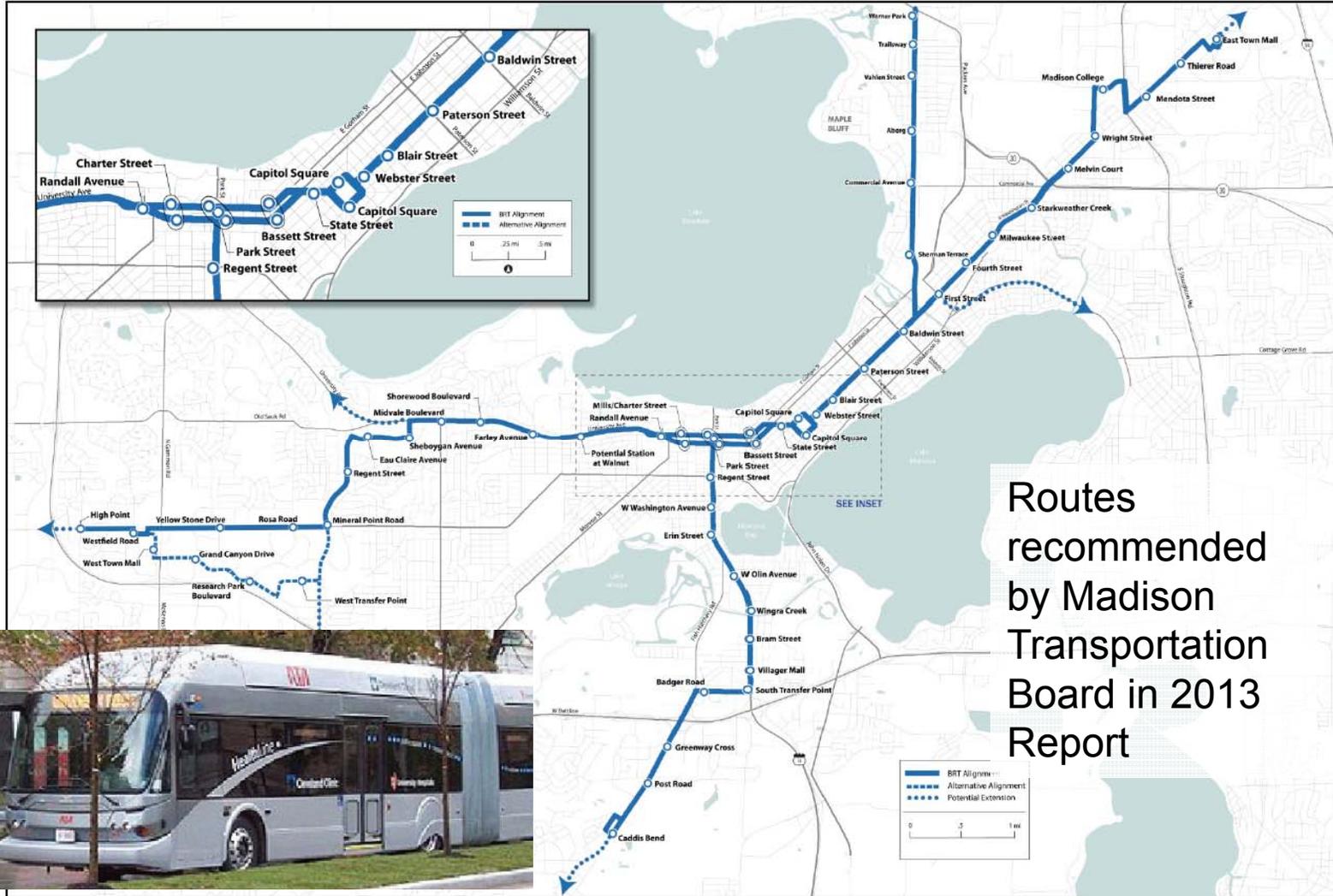


# Express buses routed on Beltline



# Bus Rapid Transit (BRT)

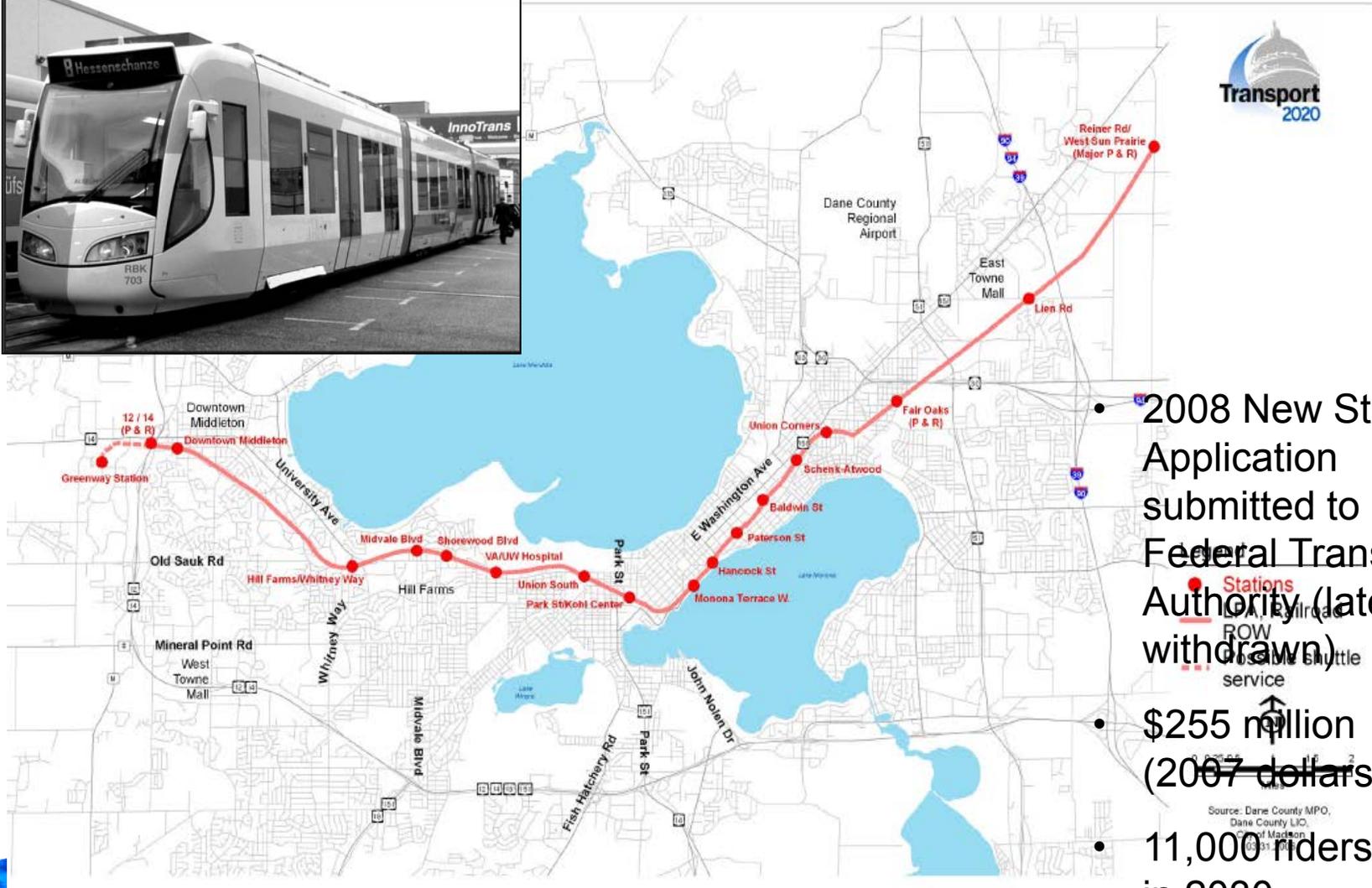
Figure 20: Madison BRT System – Proposed System



Routes recommended by Madison Transportation Board in 2013 Report



# Transport 2020 (Rail)



- 2008 New Starts Application submitted to Federal Transit Authority (later withdrawn)
- \$255 million (2007 dollars)
- 11,000 ridership in 2030



**A better BELTLINE**  
Studying Highways 12, 14, 16, 161

# Transit Observations

## ▶ Beltline Transit

- Draws up to 2000 riders in 2010, 4900 in 2050
- No effect on Beltline volumes

## ▶ BRT

- EW draws up to 20,000 riders in 2050
- NS draws up to 12,200 riders in 2050
- Almost no effect on Beltline volumes
- Decreasing price has little effect on ridership

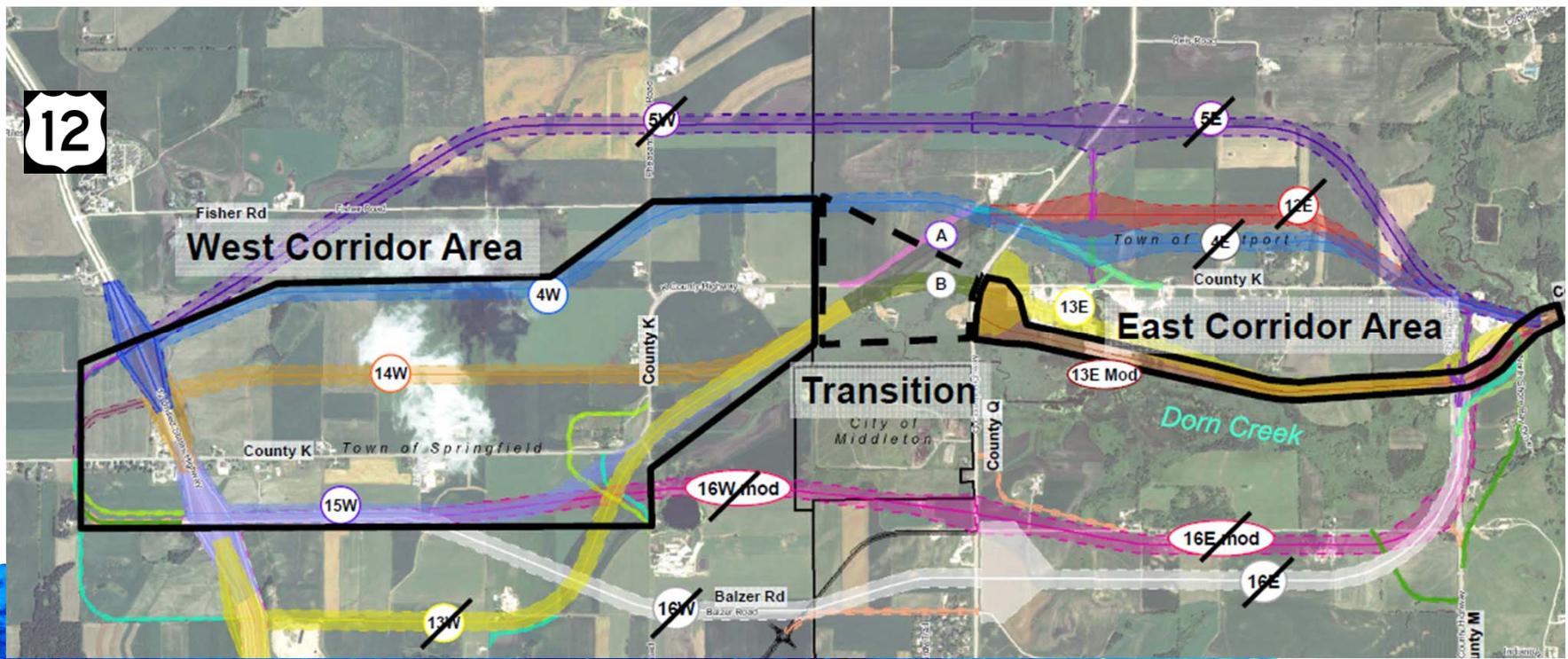
## ▶ Transport 2020

- Draws up to 9,500 riders in 2050
- No effect on Beltline volumes

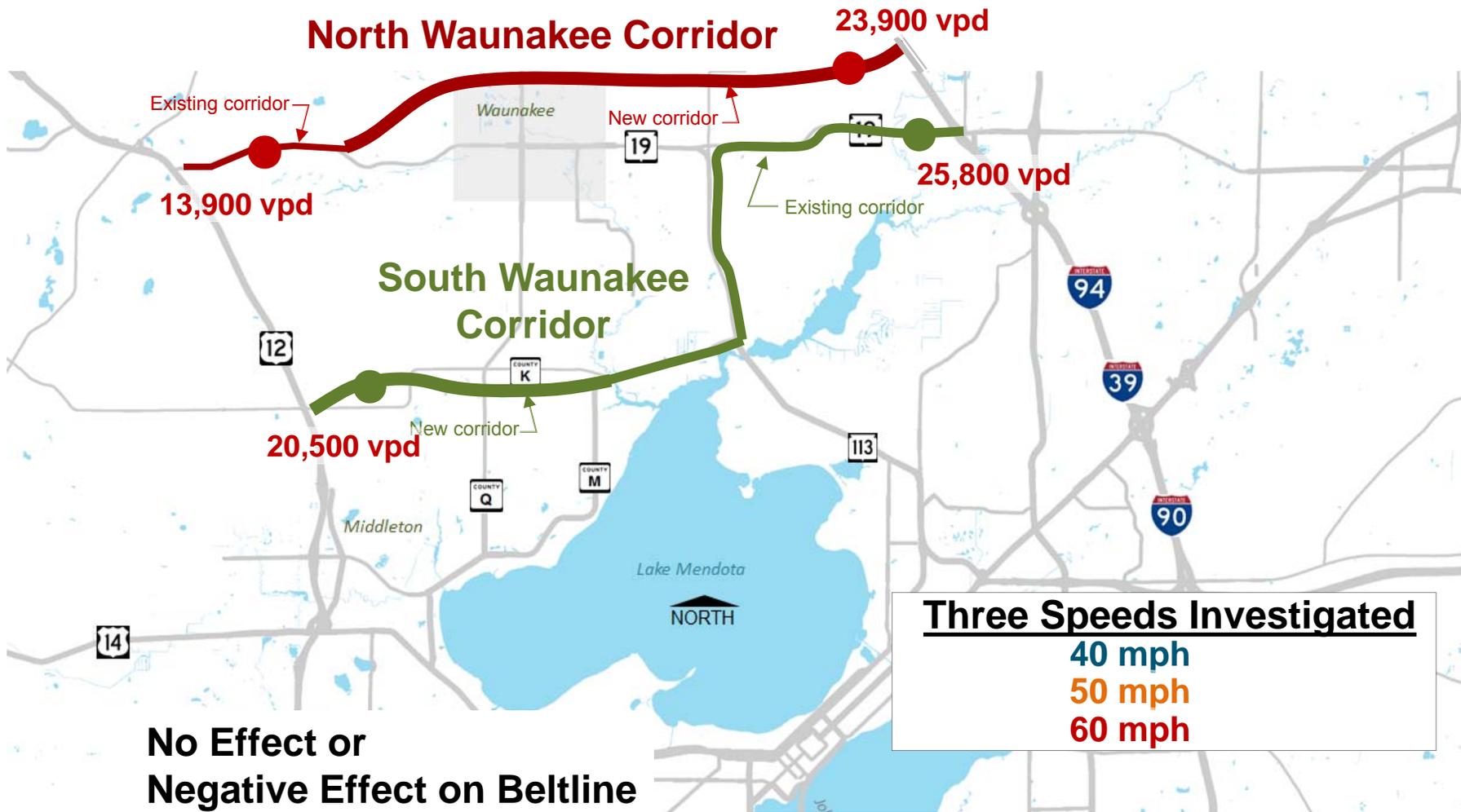
- ▶ Enhancing transit ridership, routing opportunities remains a study objective and is expected to be part of a solution studied in the EIS.

# North Mendota Corridors

- North Ring Corridor has been discussed for almost 3 decades
- May 2010 Dane County resolution advocated official mapping of corridor
- Many local governments have endorsed



# Two NMP corridors investigated



# Overall Conclusions

- ▶ North Waunakee Corridor reduces traffic in downtown Waunakee
- ▶ South Waunakee Corridor reduces traffic on Century Avenue
- ▶ S Waunakee Corridor draws 6,000 to 25,800 vpd  
(depending on speed)
- ▶ N Waunakee Corridor attracts 4,000 to 23,900 vpd  
(depending on speed)
- ▶ Neither affects Isthmus traffic
- ▶ Neither reduces Beltline traffic
- ▶ S Waunakee Corridor adds traffic to west end of Beltline

Neither address Beltline objectives

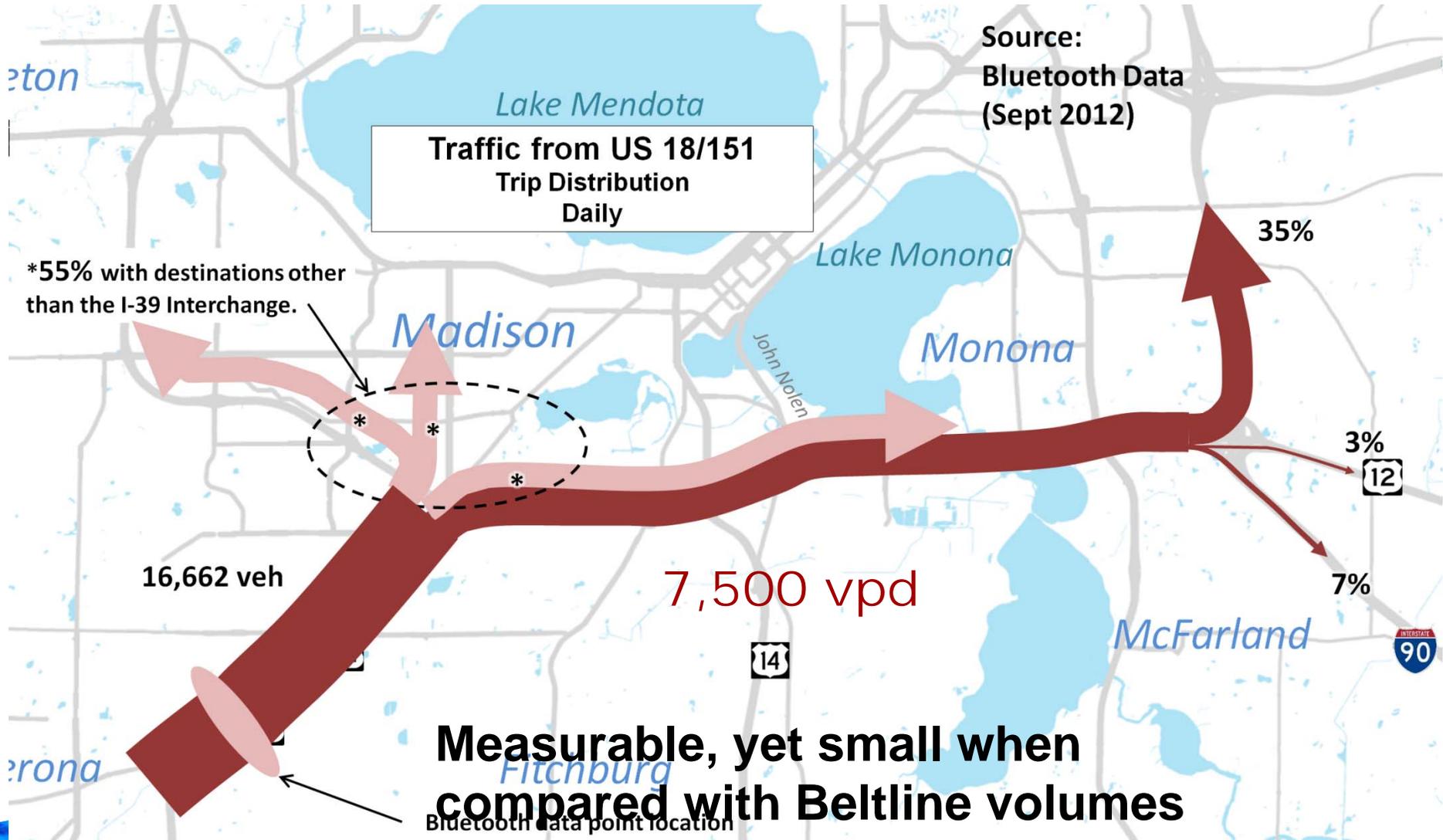


# Beltline to I-39 Travel Patterns

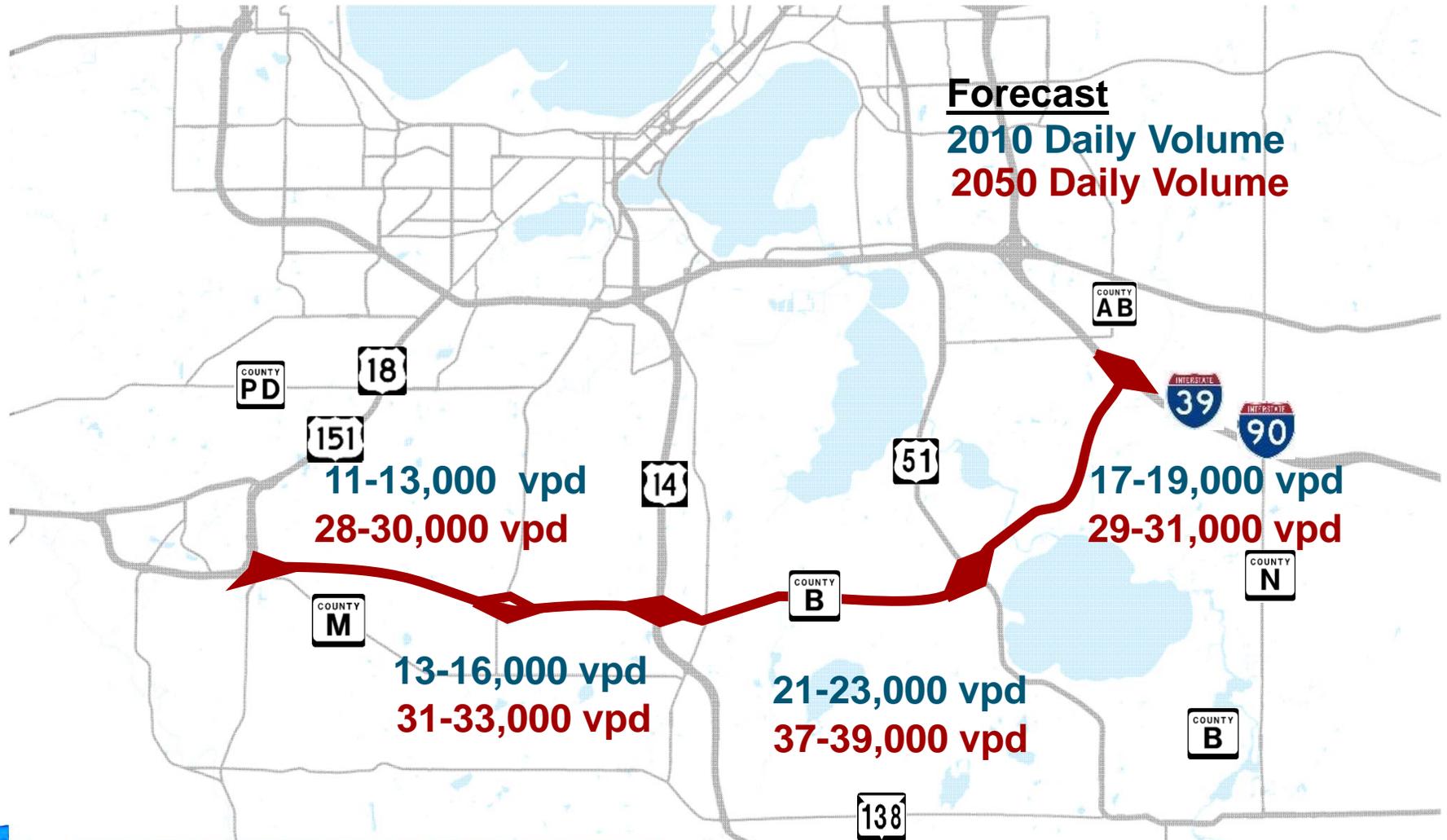
Source:  
Bluetooth Data  
(Sept 2012)

Traffic from US 18/151  
Trip Distribution  
Daily

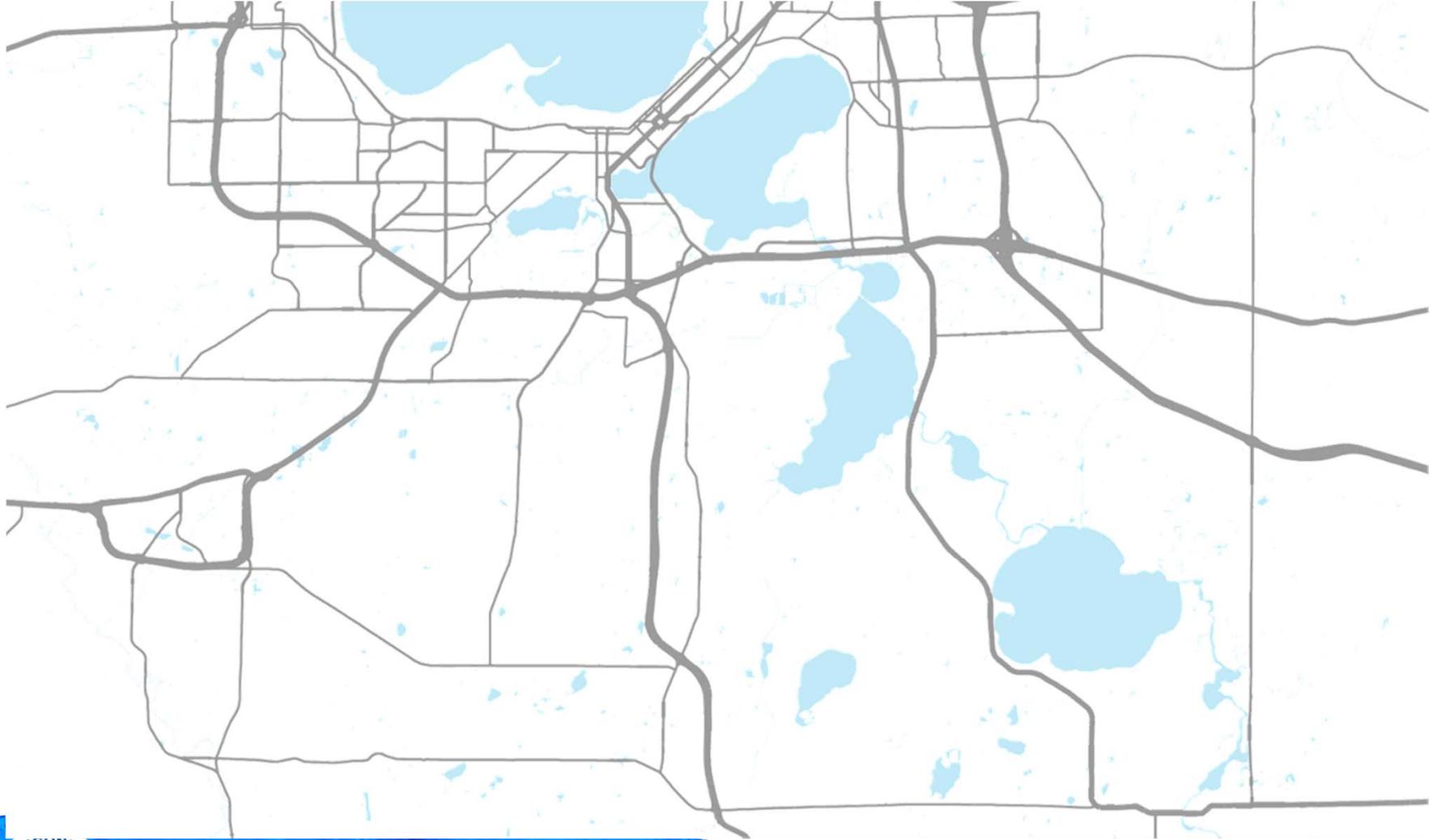
\*55% with destinations other than the I-39 Interchange.



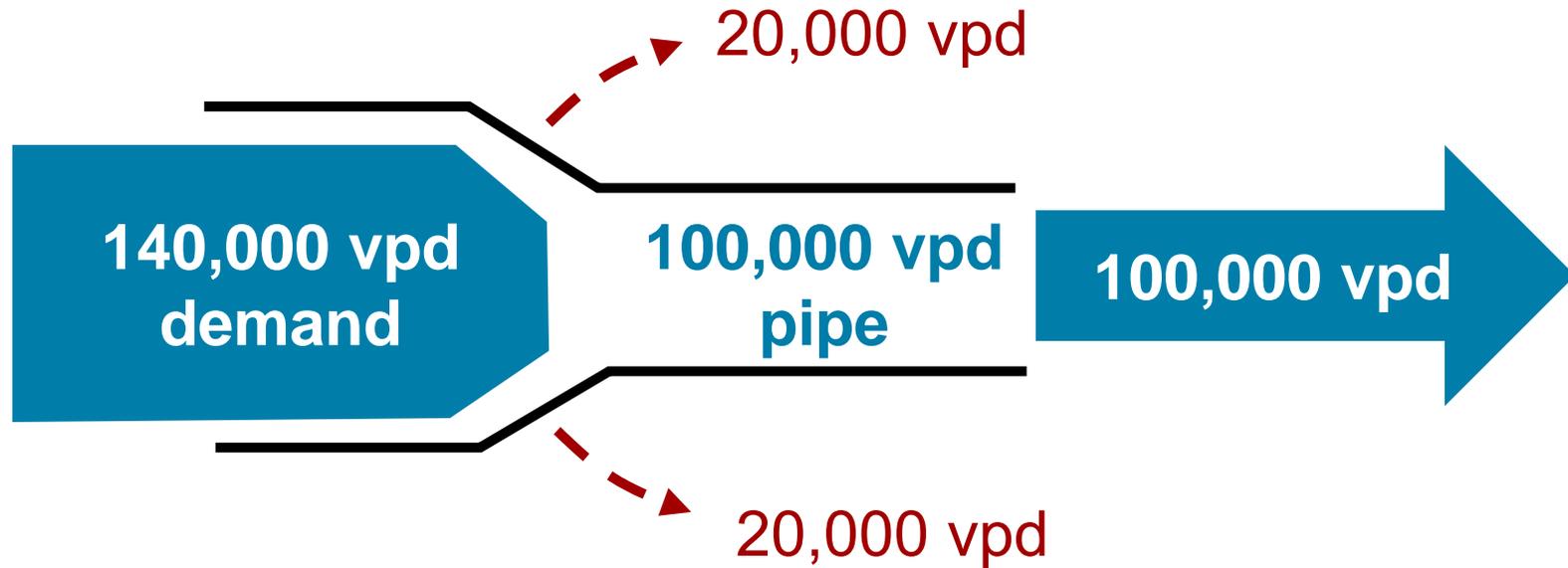
# South Reliever traffic volumes



# South Reliever traffic volumes



# Beltline constraints



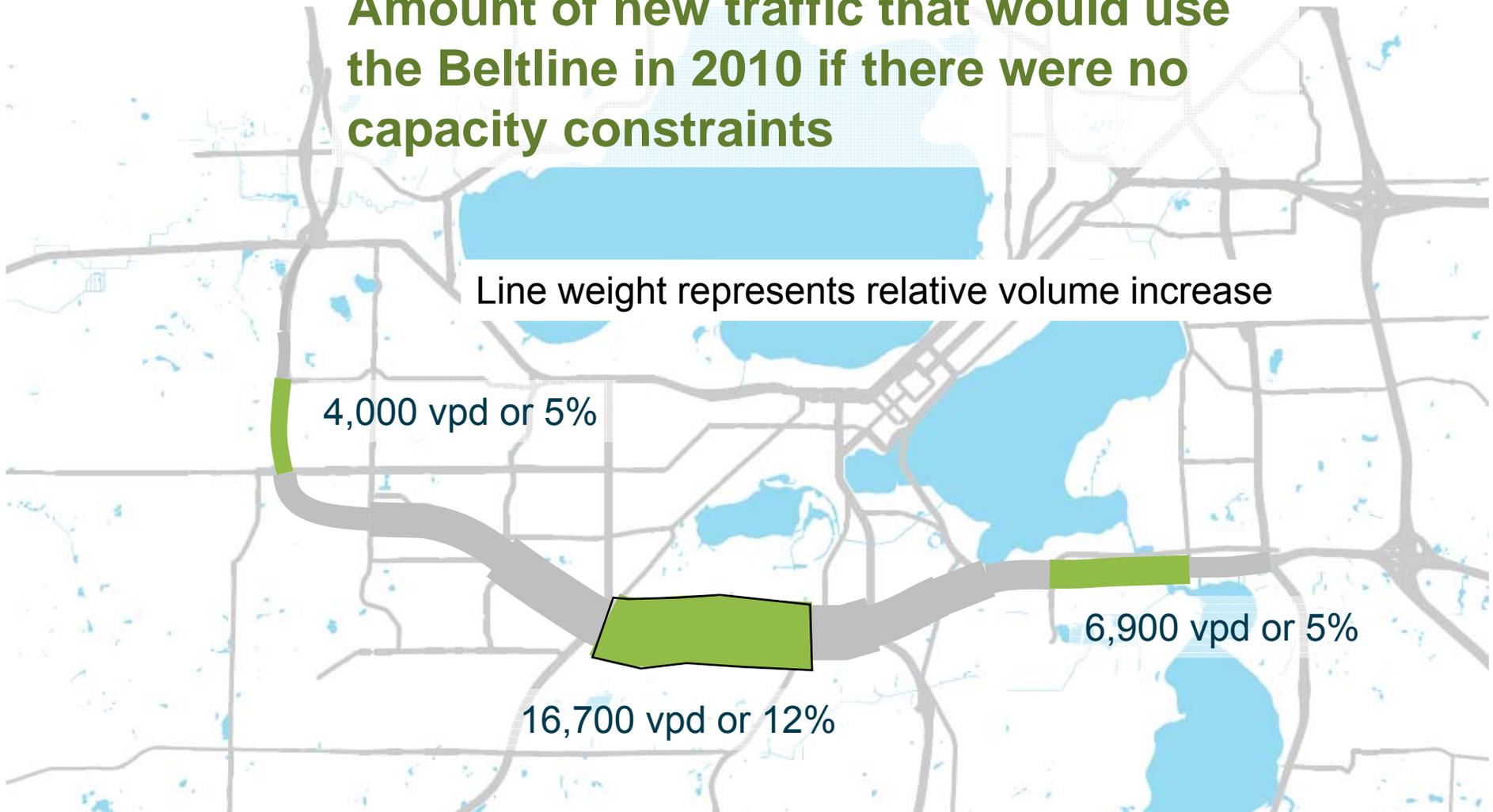
Some Beltline traffic must find other routes

**What would happen if the Beltline could carry all the traffic that wants to use it?**



# Unconstrained Beltline 2010

Amount of new traffic that would use the Beltline in 2010 if there were no capacity constraints



Preliminary

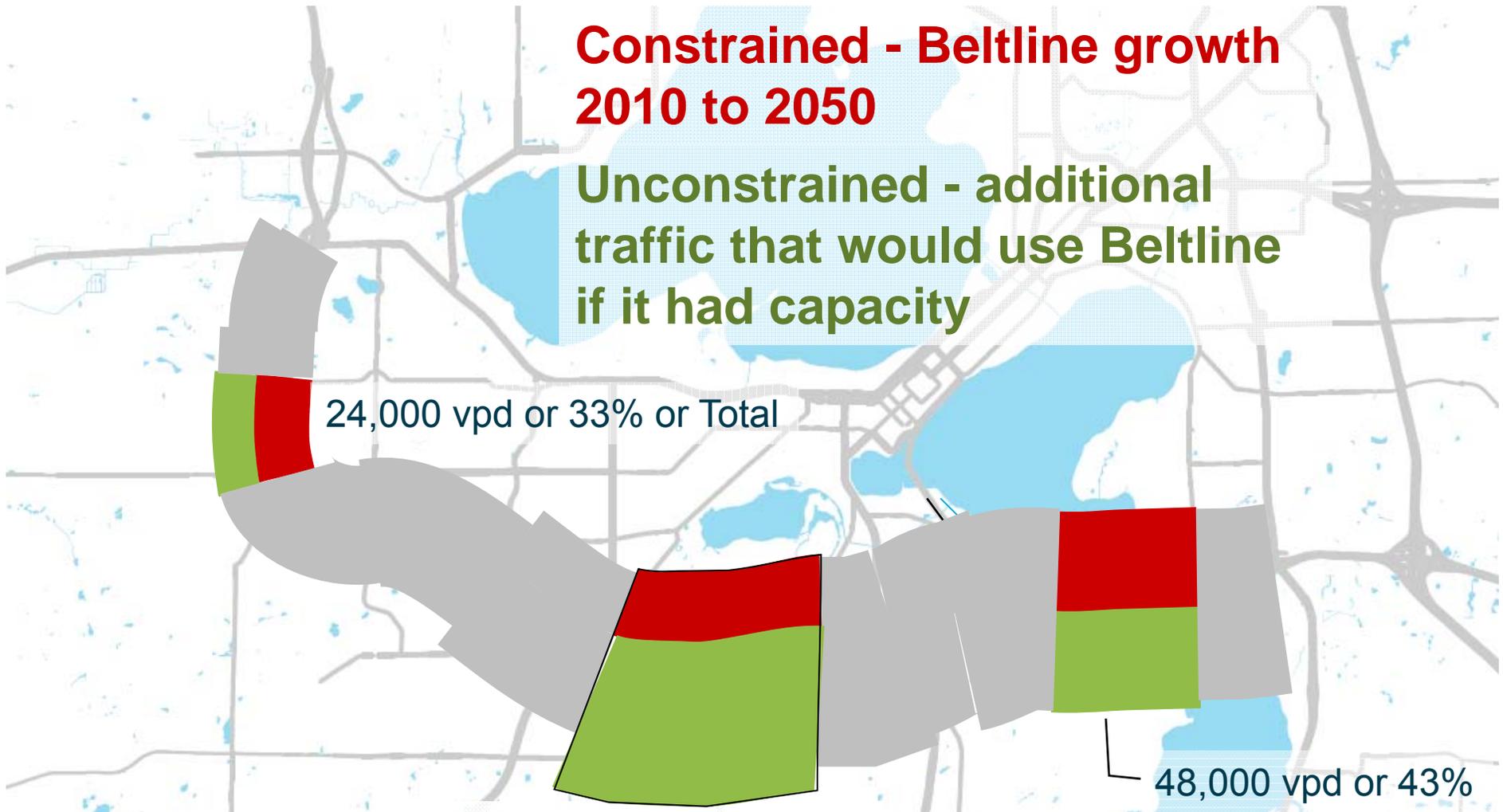




# Unconstrained Beltline 2050

**Constrained - Beltline growth  
2010 to 2050**

**Unconstrained - additional  
traffic that would use Beltline  
if it had capacity**



24,000 vpd or 33% of Total

56,000 vpd or 42% Total

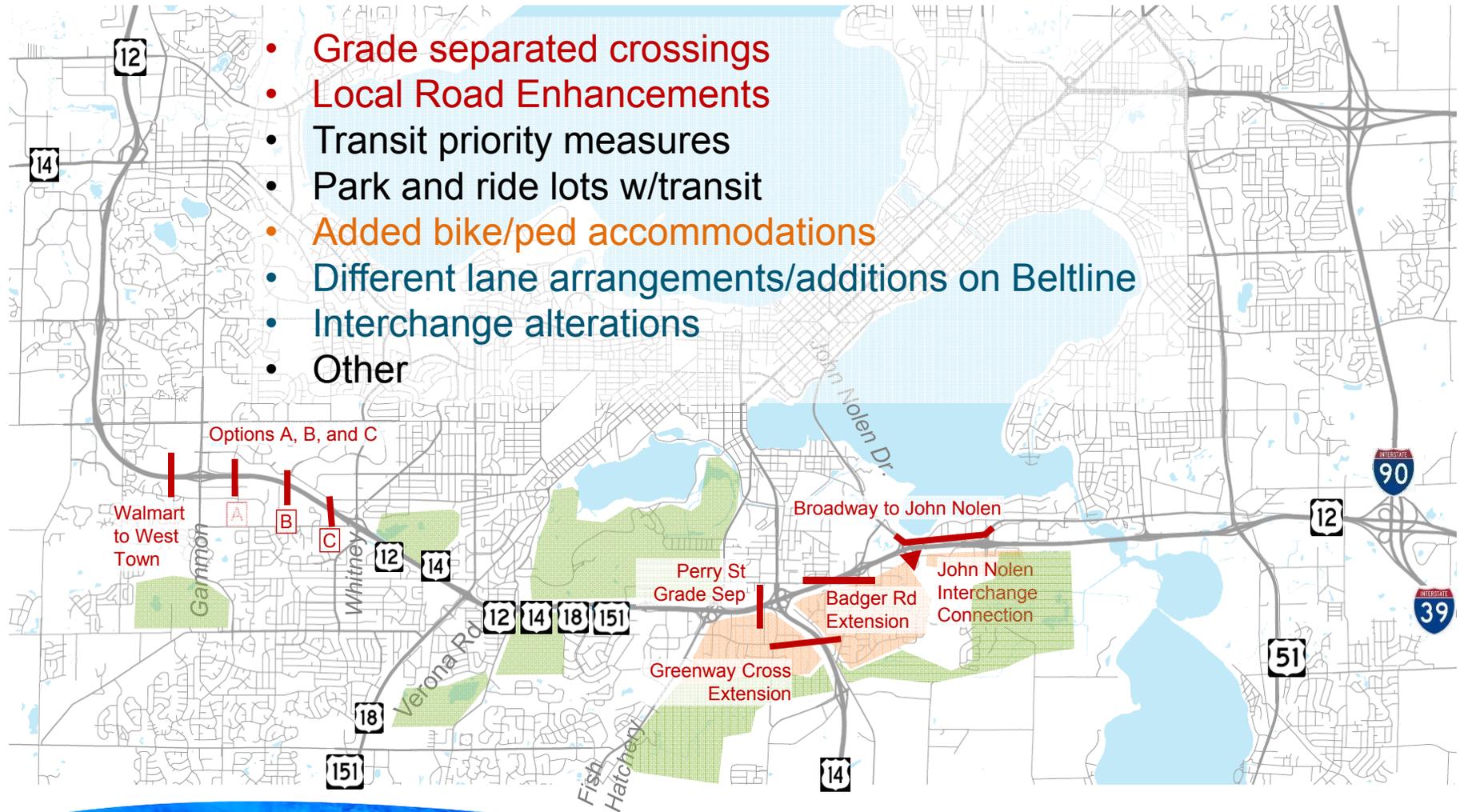
48,000 vpd or 43% Total

# Next steps

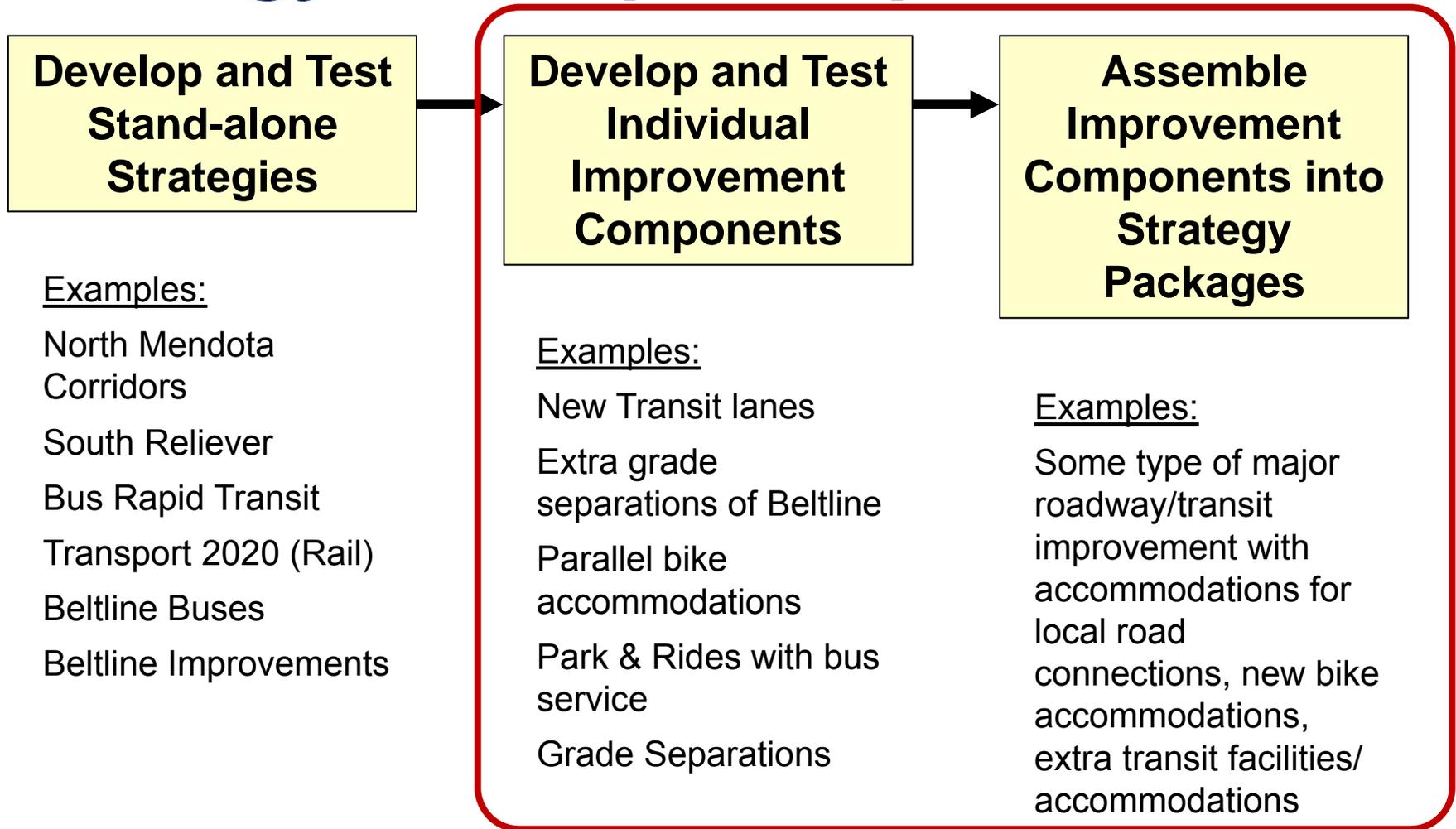
Fall 2014	Eight Public Involvement Meetings
Winter 2014/15	Assemble improvement components into multi-modal strategy packages
Spring 2015	Evaluate strategy packages
Fall 2015	Public Involvement Meetings
Winter 2015/16	Release report



# Examples of improvement components



# Strategy development process



# Possible schedule



# We want your input!

- ▶ Do you agree the Evaluation Process?
- ▶ How do you use the Beltline?
- ▶ What type of improvements would you like to see made?
- ▶ How do you use alternative modes of transportation?

**Please let us know by talking to us  
or use the comment sheets!**



# Questions?



# Contacts

## WisDOT Southwest Region

<http://www1.wisconsin.gov/Pages/projects/by-region/sw/madisonbeltline/default.aspx>

- ▶ Larry Barta, WisDOT Project Manager
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- ▶ Michael Bie, Project Communications Manager
  - (608) 246-7928
  
- ▶ Steven Theisen, Southwest Region Communications Manager
  - (608) 884-1230

