

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

FALL 2015

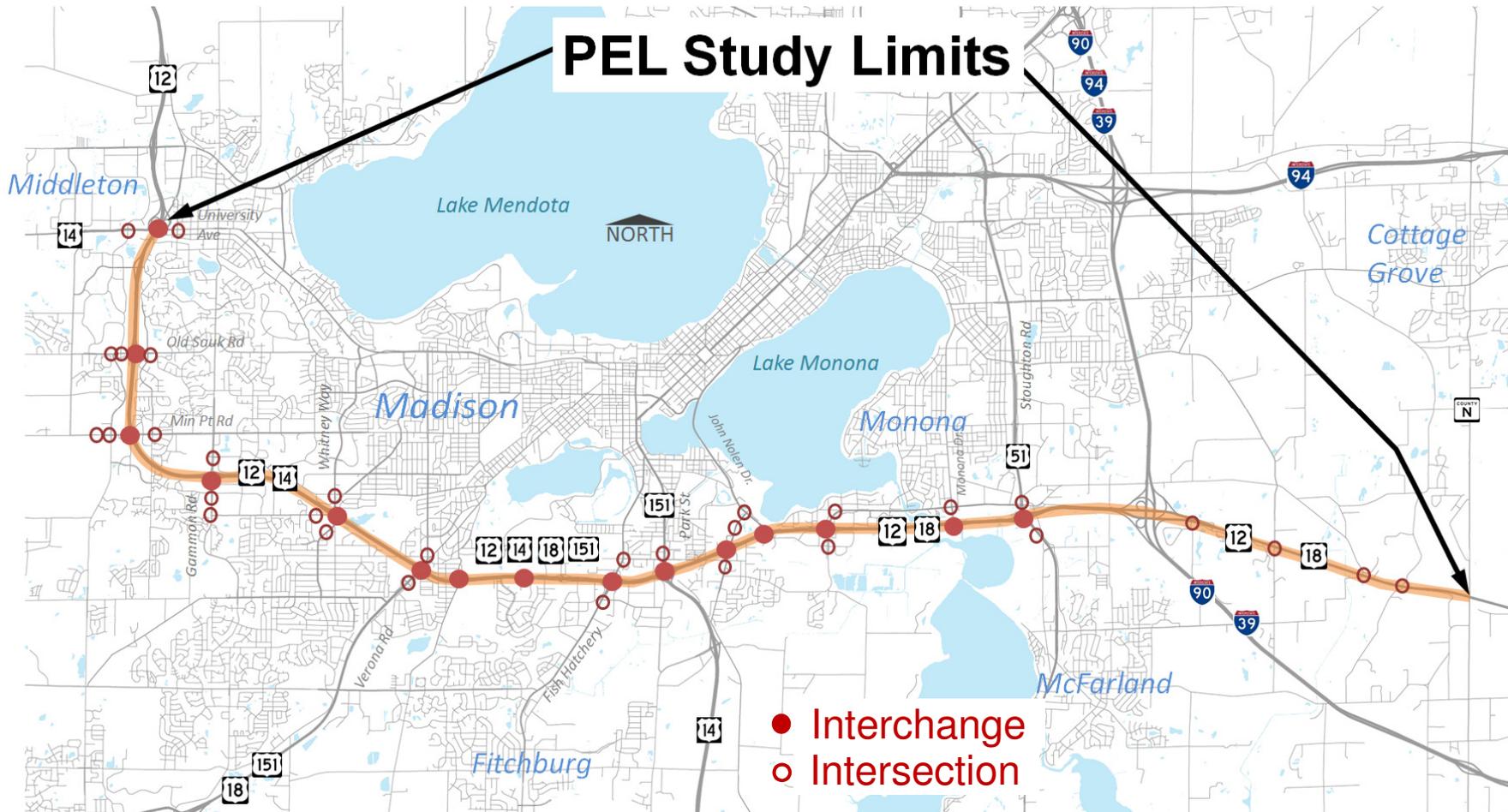


Agenda

- ▶ **Beltline Challenges**
- ▶ **Beltline Study Process**
- ▶ **Stakeholder Involvement**
- ▶ **Strategy Development and Analysis Results**
- ▶ **Next Steps**



Study corridor limits



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Beltline Challenges



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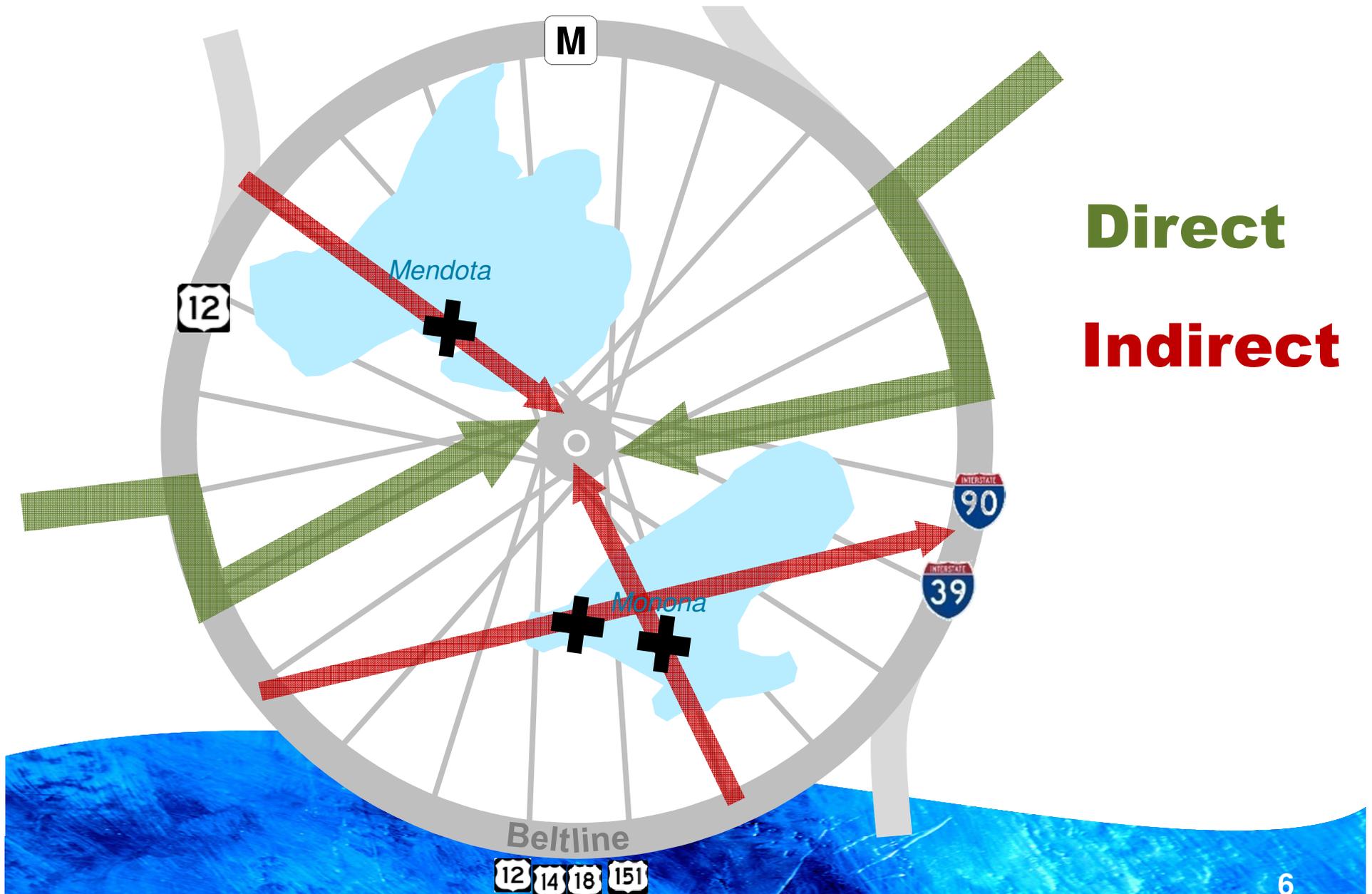
Why is the Beltline being studied?

- ▶ Motor vehicle congestion
- ▶ High crash rate
- ▶ Complex Regional traffic patterns
- ▶ Bike/ped accommodation needs
- ▶ Transit needs
- ▶ Few alternate routes
- ▶ Deteriorating physical conditions

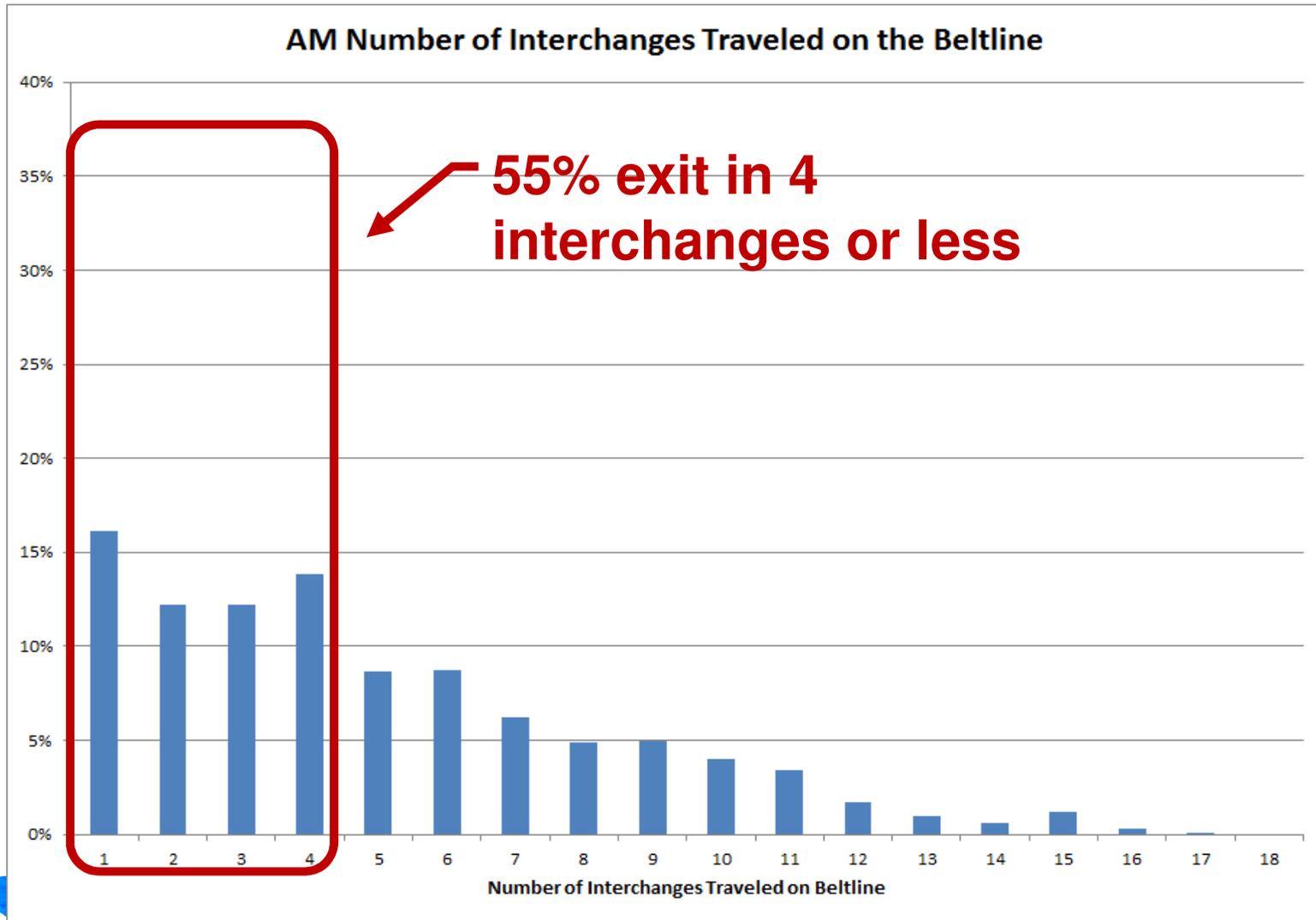


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Geographically challenging travel



Beltline traffic comprised of short trips



Park Westbound On

I-39 (267)

L19

R-86

R-85

38

37

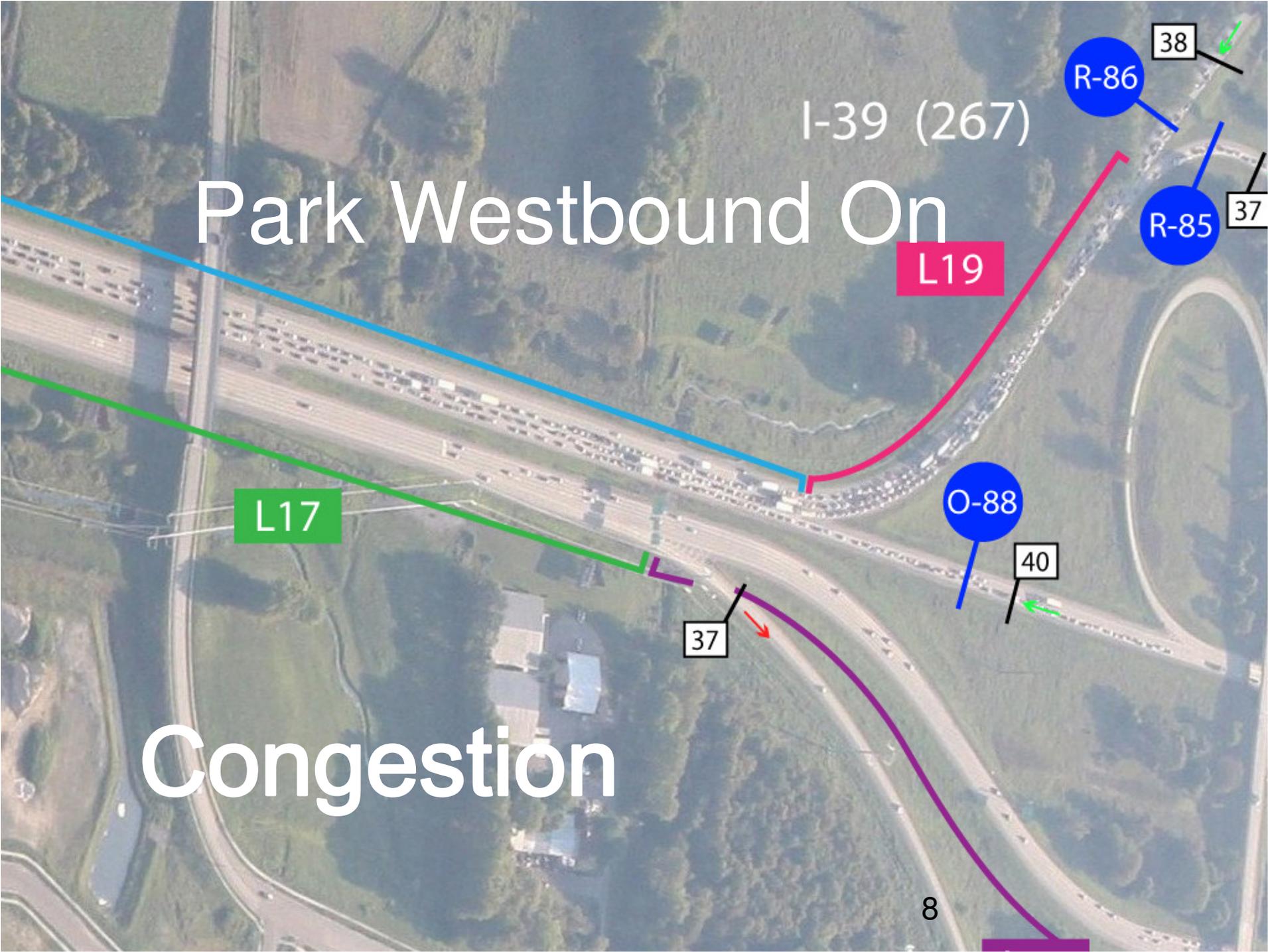
L17

O-88

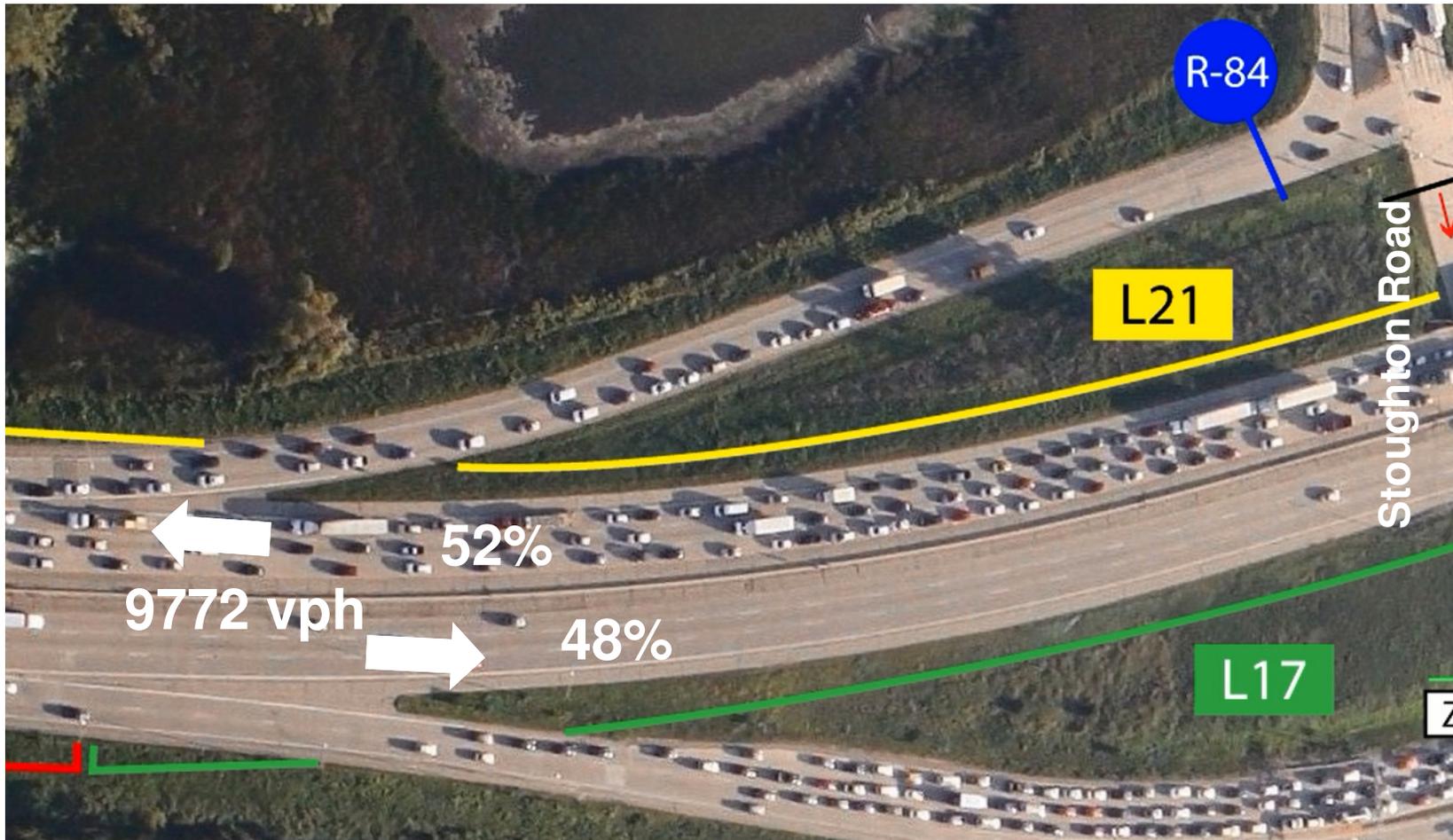
40

37

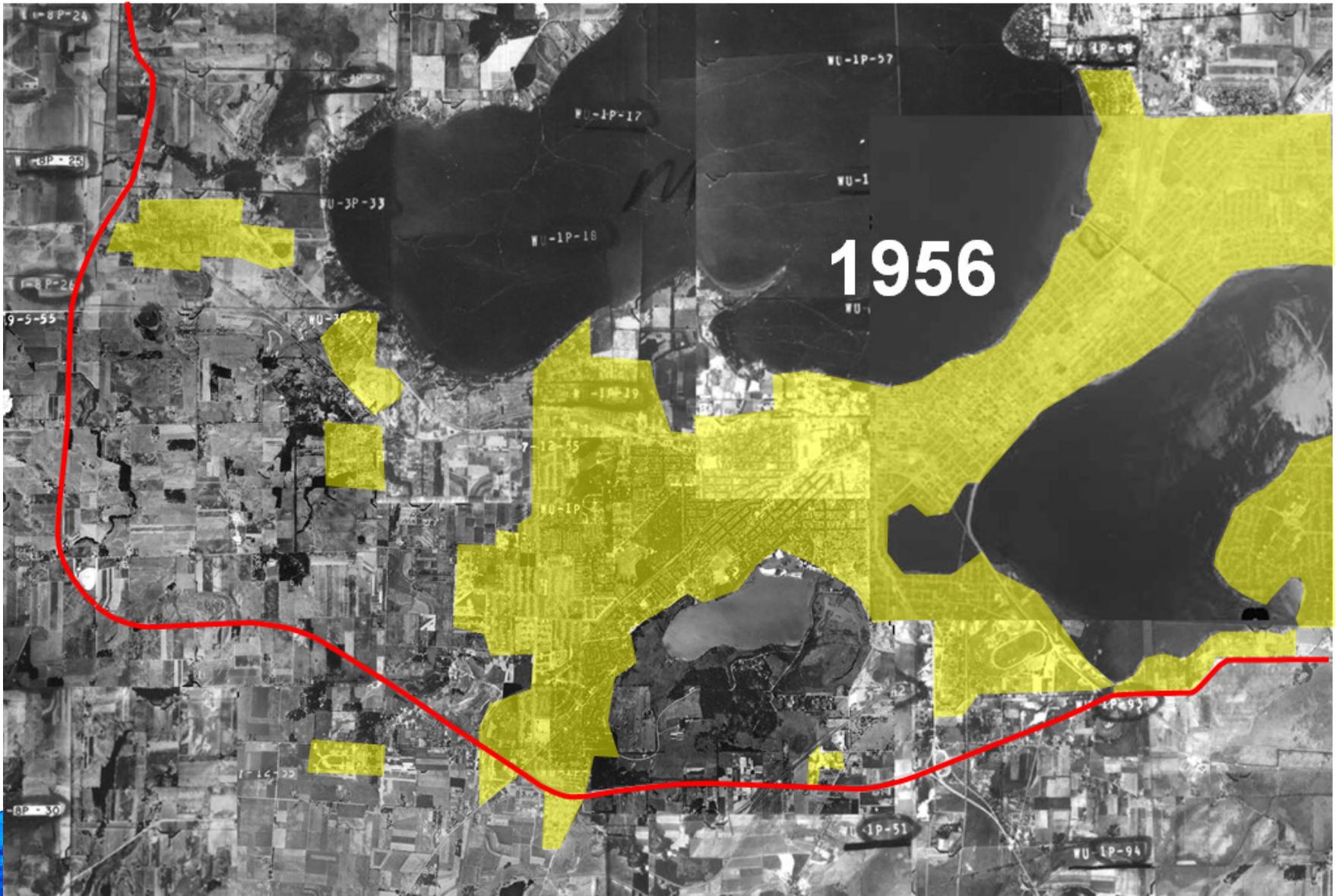
Congestion



The problem is more than just volumes



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2012

2013

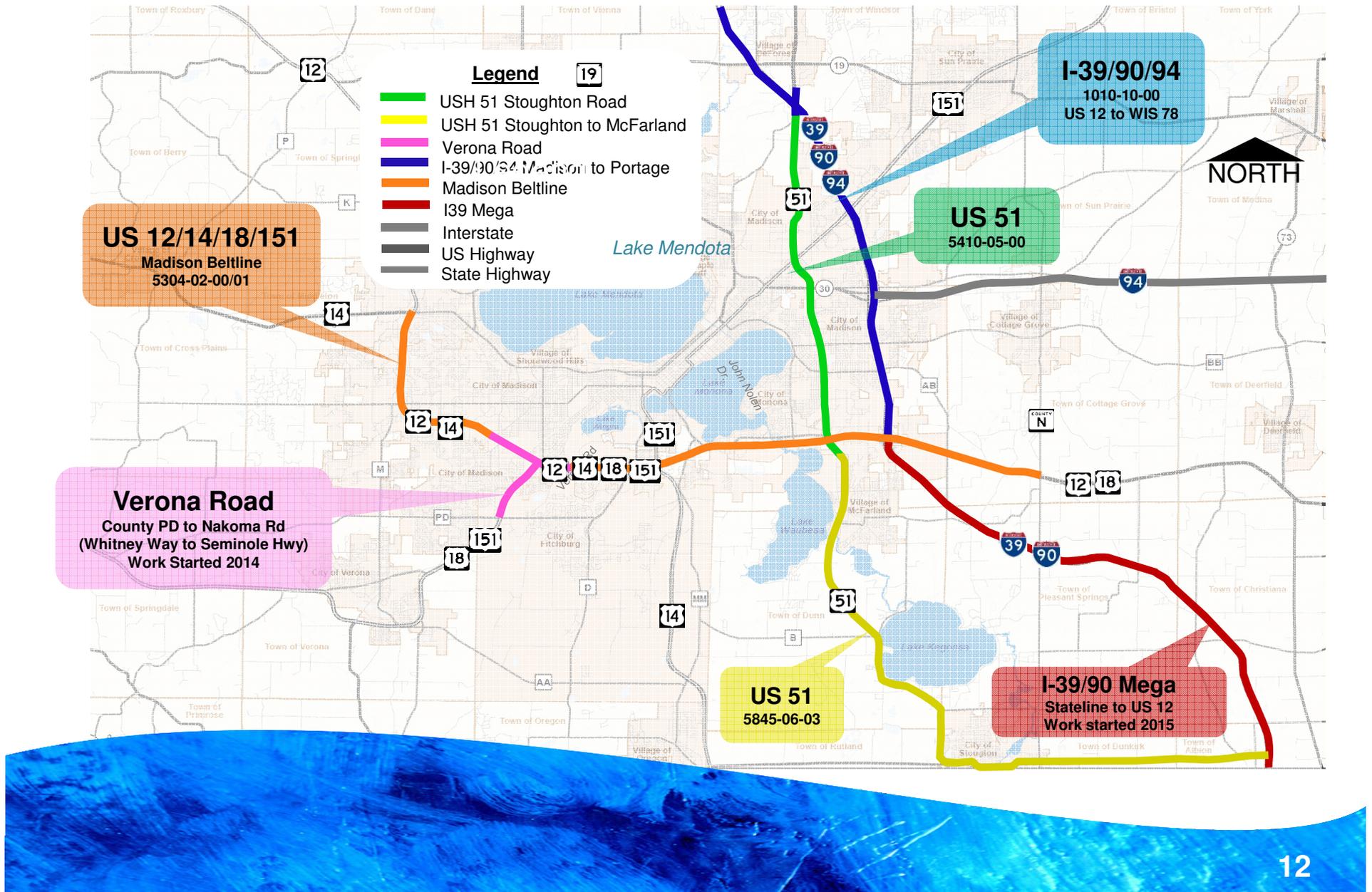
Dane County Population 503,000

2.5 X

Beltline Volume 123,000 vpd

10.5 X

Other area Majors program projects



Beltline Study Process



Three Study Parts

Part 1 : O/D Study

- Data Collection = Summer/Fall 2012
 - Analysis = 2013/14
 - Completed Report = Fall 2014

Part 2: Planning and Environment Linkages (PEL) Study

- Work Plan = Fall 2012
 - Completion = Early 2016

Part 3: Environmental Impact Statement

- Begin = Spring 2016
 - Anticipated Completion Dates
(Multiple environmental documents)
2017-2022



WisDOT collected unprecedented amount of Dane County travel data



Bluetooth
Technology
TADI/Traffax, Inc.



Aerial Time
Lapse
Photography
Skycomp, Inc.



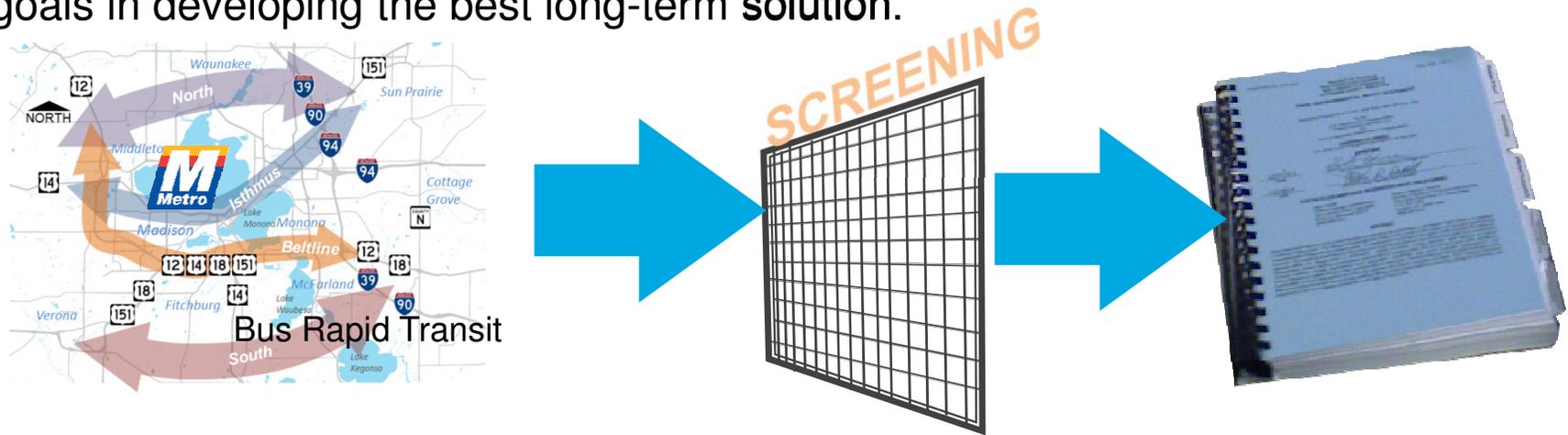
Volume Data
WisDOT/TADI



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Beltline PEL process

A *COLLABORATIVE* approach to transportation decision making that engages a broad spectrum of agencies and community stakeholders and considers the area's long-term environmental, community and economic goals in developing the best long-term solution.



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

**Develop
Screening
Criteria**

**Develop
Strategies
and Evaluate
(Screen)**

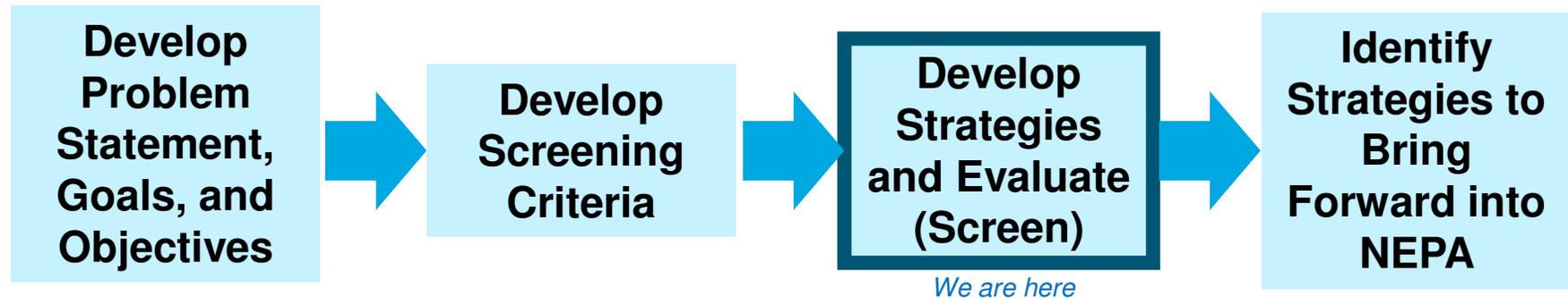
**Identify
Strategies to
Bring
Forward into
NEPA**

We are here



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Beltline PEL process



- Develop Work Plan
- Begin Outreach

- Eliminate strategies that don't meet screening criteria
- Analyze multi-modal strategy components individually and in combinations

- Draft and Final Report
- Use study results and documents in NEPA



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**.

Desired Beltline PEL outcomes

- ▶ All modes of travel evaluated
- ▶ All potential solutions considered, evaluated
- ▶ Broad spectrum of stakeholder involvement
- ▶ Reduced controversy through data-driven, easy to understand process
- ▶ Neighborhood, resource impacts understood, mitigation potential considered
- ▶ Improvement recommendations compatible with other area plans, studies (US 51, I-39, etc.)
- ▶ Constructability challenges understood



Stakeholder Involvement



Extensive stakeholder outreach



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Stakeholder involvement opportunities

Government

- City of Madison – Department of Civil Rights
- Village of Cottage Grove
- South Metropolitan Planning Council
- Village of Oregon
- Dane County Executive's Office
- Village of DeForest
- City of Madison PBMVC
- City of Madison LRTPC
- City of Madison Planning Commission
- City of Middleton Council
- Village of Maple Bluff
- City of Fitchburg Public Works
- City of Fitchburg Council
- Village of Waunakee
- City of Stoughton
- Local Government Briefings–3 meetings

Groups

- Network of Black Professionals
- Greater Madison Chamber of Commerce (GMCC)-Public Policy Committee
- Madison Region Economic Partnership (MADREP)
- Smart Growth Greater Madison
- John Muir Sierra Club
- State Smart Transportation Initiative
- Centro Hispano
- Urban League of Greater Madison
- Allied Area Taskforce
- Downtown Madison Inc.- Trans. & Parking Committee-Bicycle subcommittee

Neighborhoods

- East Madison Monona Rotary Club
- Meadowood Neighborhood Association
- Waunakee Rotary Club
- Madison South Rotary
- Greater Madison Convention & Visitors Bureau-Community Relations Committee
- Greater Madison Convention & Visitors Bureau (GMCVB)
- YWCA – Construct U Class
- Arbor Hills Neighborhood
- Rotary Club of Madison – West Towne
- Town of Verona
- Latino Academy
- Orchard Ridge Neighborhood Association
- Madison West Rotary Club
- Dunn's Marsh Neighborhood Association
- Wisconsin Energy Institute
- Optimist Breakfast Club of Madison
- Madison Horizons Rotary
- Leopold Neighborhood Assoc.
- Realtors Assoc. of South Central Wisconsin–Government Affairs Committee
- UW Arboretum
- University Research Park
- YWCA
- Downtown Madison Rotary
- National Active Retired Feral Employees Association

Committees

- Policy Advisory Committee (PAC)–10 meetings
- Technical Advisory Committee (TAC)–9 meetings
- Agency Meetings–3 meetings
- Transit Focus group–2 meetings
- Bike/Pedestrian Focus Group–6 meetings

160+ Meetings



- Public Involvement Meetings (PIMs)–13 meetings

Strategy Development and Analysis Results



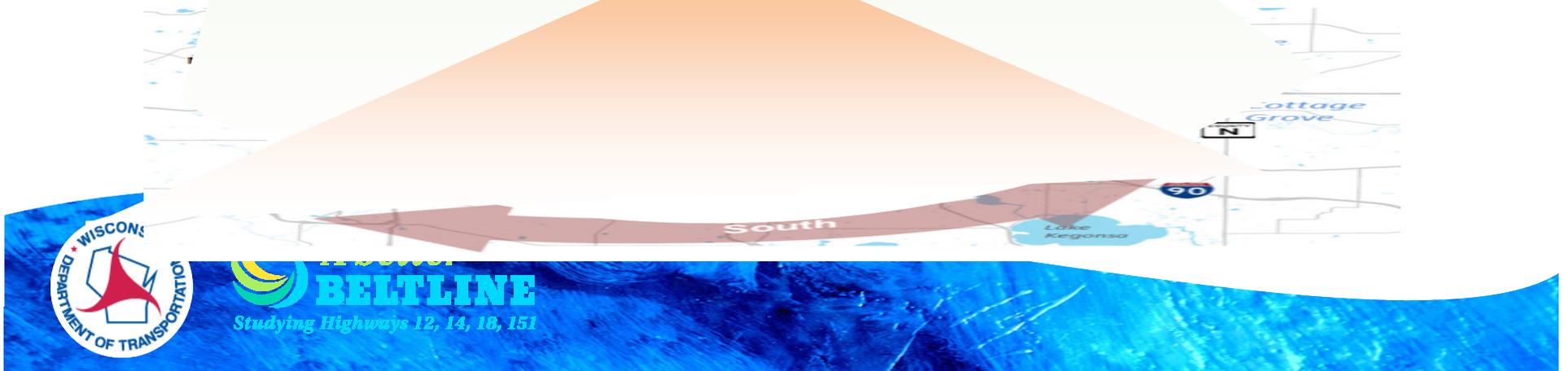
Screening strategies



High Level look at
Broad Range of
Potentially Effective
**Stand-alone
Strategies**
(completed)



More detailed look
at Individual Modal
Components
and combinations



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