TRANSPORTATION - Draft Goal, Objective, Policy, Program and Recommendation Statements

I. Overall

Goals & Objectives

1) Goal: Provide an accessible, integrated and well maintained multimodal transportation network that provides for the movement of people and goods in a safe and efficient manner.

2) Goal: Coordinate land use and transportation plans and decisions to ensure that transportation facilities are compatible with planned development.

3) Goal: Ensure that future transportation planning examines the full range of costs associated with infrastructure improvements and programs, including indirect, external, and opportunity costs.

Objective: Increase mode choices while enhancing and preserving the character and livability of neighborhoods where transportation facilities are located.

- Objective: Decisions regarding transportation should be consistent with other elements of the Comprehensive Plan.

- Objective: Work with WisDOT, other agencies and developers to ensure that transportation improvements are consistent with the goals and policies of the Comprehensive Plan.

- Objective: Utilize and update existing transportation related plans (State Rail, State Highways, Bicycle, TIP, etc.)

- Objective: Develop and implement program to ensure that developers consistently share responsibility for the transportation infrastructure costs of new development.

Policies, Programs & Recommendations

1) Promote multi-modal uses along transportation and utility corridors.

II. Transit

Goals & Objectives

1) Goal: Expand transit services in a manner to achieve an increasing proportion of total trips by transit.

2) Goal: Ensure that Dane County has a well functioning paratransit service for people with disabilities and make all transit services as accessible as reasonably possible.

3) Goal: Develop a regional transit authority.
4) **Goal:** Recognize and promote the economic benefit of transit-oriented development.

a. **Objv:** Explore potential for commuter bus/van travel between Dane County communities.

b. **Objv:** Develop express commuter transit and vanpool services to and from the central Madison area and other major activity centers from outlying villages and cities, including park and ride lots along major travel corridors, and at transit system transfer points.

c. **Objv:** Identify and maintain existing easements for rail/transit corridors; and obtain easements for future rail/transit corridors.

#### Policies, Programs & Recommendations

1. Support and maintain the current transit system while moving toward an expanded and more comprehensive transit system.

2. Conduct a comprehensive analysis to determine the most appropriate model for some sort of regional transit and/or transportation organization (i.e. transit authority).

3. Encourage all land use developments to be located in a manner that supports and serves increased transit use.

4. Expand commuter transit and/or vanpool and carpool services from outlying villages and cities.

5. Encourage the use of incentives to increase transit usage.

6. Encourage progressive addition of regional and express service to the existing Madison Metro bus system.

7. Support intercity transit services, (bus and rail), and consolidation of intercity transit terminals in central Madison with convenient connections to urban transit services and taxis, and improve access to major intermodal facilities such as Dane County Regional Airport.

8. Improve coordination of service among the various providers of specialized transportation service and information.

9. Inventory transit stops for compliance with the Americans with Disabilities Act (ADA) and coordinate with municipal street departments in scheduling improvements to bring them into compliance with ADA.

10. Implement seamless transfers between transit modes (for example one fare/pass)
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III. Street and Roadway

Goals & Objectives

1) Goal: Correct auto, bicycle, and pedestrian safety problems and provide for street and roadway continuity.

   a. Objv: Give priority to maintaining and enhancing existing infrastructure before adding new facilities or capacity.
   
   b. Objv: Address insufficient capacity using a variety of strategies, including Transportation Demand Management and System Management techniques.

Policies, Programs & Recommendations

1. Participate in, and implement recommendations of the Regional Transportation Plan 2020.
2. Start detailed planning and construction of street and roadway projects as defined in the Transportation Improvement Program (TIP).
3. Incorporate bikeway, transit and other facilities as a part of major street and roadway improvement projects.
4. Continue official mapping and other programs to preserve corridors for possible future travel uses.
5. Use street and roadway access control measures as a means of preserving travel capacity on existing streets and roadways, and of seeking safe and appropriate driveway access points.
6. Continue transportation system measures (TSM), to make the most efficient use of the existing transportation system.
7. Invite neighboring counties to participate in a south central transportation plan.

IV. Bicycle & Pedestrian

Goals & Objectives

1) Goal: Provide for safe, convenient and efficient bicycle and pedestrian travel throughout the county, including on-street and off-street facilities.

2) Goal: Promote the development of safe bicycle and pedestrian routes to schools and other community facilities.

   a. Objv: Incorporate bikeway, pedestrian, and other facilities as a part of all major roadway improvement projects and new developments.
   
   b. Objv: Develop interconnected bikeway and pedestrian systems as a part of transportation planning and improvement efforts undertaken by all units of government in Dane County.
   
   c. Objv: Promote biking as an alternative through bike lanes and a countywide bike system.
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Policies, Programs & Recommendations

1. Continue to program and build major bikeway facilities within urban service areas countywide.

2. Continue Dane County's efforts to link bike trails as outlined in the Dane County Parks and Open Space Plan.

3. Encourage all villages, cities and towns in the county to develop bikeway systems, routes and facility plans as part of transportation planning efforts they may undertake.

4. Continue to provide public information via internet, brochures, special events, and other means to notify the public of where and when bikeway routes and facilities are available.

5. Encourage the inclusion of bikeway and pedestrian improvements in all development proposals.

6. Adopt countywide signage for bike facilities.

7. Review and enhance the Dane County bike plan, as appropriate.

8. Encourage municipalities to adopt ordinances that require the installation of sidewalks in all urban and suburban subdivision developments.

9. Encourage municipalities to adopt design guidelines and other standards to encourage more pedestrian trips, especially to governmental facilities such as parks, schools and libraries.

10. Provide for pedestrian connections to park and ride lots, bus transfer points, and other intermodal transfer facilities.

11. Encourage municipalities to adopt design guidelines that encourage commercial buildings and community facilities to be built up to the sidewalk and locate parking lots to the back and side.

12. Encourage countywide countdown pedestrian crossing signals.

13. Maintain or add bike trails along rail corridors.

V. Rail

Goals & Objectives

1) Goal: Preserve rail corridors to serve current and planned freight and passenger service.

2) Goal: Seek opportunities to assist and expand, in a cost-effective manner, the range of passenger and freight rail service options in Dane County.

Policies, Programs & Recommendations

1. Coordinate the development of high-speed rail to Madison (Midwest Rail Corridor) with the creation of rail travel to downtown (e.g., streetcar).

2. Maintain or add bike trails along rail corridors.
VI. Air Travel

**Goals & Objectives**

1) **Goal**: Support operations of airports located in Dane County through the promotion of compatible land uses to protect their function as a vital component of the region's transportation system.

2) **Goal**: Improve multi-modal access, including public transit services, to the Dane County Regional Airport.

**Policies, Programs & Recommendations**

1. Support the Dane County Regional Airport Master Plan's promotion of compatible land uses.
2. Master planning and promotion of compatible land uses should be applied to all municipal airports in Dane County.
3. Plan for municipal airports and rural air fields, as well as that for the regional airport. Examples of uses of smaller airports include air ambulance service, personal business use and insect and seeding spraying.

VII. Key Concepts

**Adopt a Growth Area and Activity Center Linkage concept.** Seek to maintain mobility and accessibility options throughout the region by continuing the interconnection of major activity centers within the

1) Madison area and between Dane County's growth centers with a system of arterial and collector roadways, while providing for the connection of these same centers with express bus service and possible future rail service.

**Adopt a Balanced Transportation Concept.** Strive to increase travel reliance on transit, carpooling and other travel options such as bicycling and walking, and trip reduction. This reduces the demand on the roadway network and provides mobility choices for those who wish to use other modes of travel rather than an automobile or who do not have access to an automobile.

**Utilize the Traffic Accommodation Concept.** Continue to accept somewhat higher traffic congestion levels, particularly during the peak hours. This is intended as a means of encouraging travel during off-peak periods, greater use of transit and carpooling, and lessening the need for expanding streets and roadways.

2) Techniques of traffic engineering and safety improvements make existing streets and roadways more efficient in moving traffic. Higher mobility levels are also maintained on some key circumferential routes (the Beltline and Interstate) to ensure efficient movement of people and goods through the region.