

ARTICLES

Draft Regional Intelligent Transportation Systems Plan Available for Review and Comment

A draft of the *Regional Intelligent Transportation Systems (ITS) Strategic Plan for the Madison Metropolitan Area* has been completed and is available for review and comment. Click [here](#) for links to the executive summary and complete draft report. The MATPB hired HNTB to prepare the plan and worked closely with City of Madison Traffic Engineering, Metro Transit, Wisconsin Department of Transportation (WisDOT), and other key stakeholders such as city and county public safety agencies.



The ITS plan proposes over 50 potential ITS projects categorized by communications, traveler information, traffic management and operations, transit management and operations, safety, maintenance, traffic data collection/analysis, and institutional/policy. The plan focuses on arterial street system and transit, bicyclist, and pedestrian needs, building upon plans already completed by WisDOT for the freeway system and other recent efforts to identify needs for other state highways.

The plan process started with development of a comprehensive ITS element inventory. User needs were then identified concerning issues affecting travelers and transportation operations agencies that might be addressed through ITS. An ITS operational concept was then created outlining the types of functions ITS needs to support and the roles and responsibilities of the various agencies in delivering those functions. These include traveler information, emergency/incident response, and travel data management. Agency stakeholders helped identify the ITS needs and provide input on the operational concept.

Based upon the operational concept, a more specific ITS Architecture, consistent with the National and State Architectures, was also developed. The architecture describes how the ITS elements interconnect to exchange information and data. It is the common framework for planning and integrating ITS elements.

Goals and objectives were developed to guide ITS investment and recommended general ITS strategies and more specific projects were identified to meet those goals. Recommended projects are grouped into three phases (ongoing and short-term, mid-term, and long-term).

The time frame for plan is 10 years because of the rapidly evolving nature of technology, but plan recommendations are designed to prepare the region for longer-term technologies such as connected and autonomous vehicles. The ITS committee created to oversee development of the plan will be continued to help guide plan implementation efforts.

The draft plan will be on the MPO Board's January 6 meeting for potential action. Once adopted, the plan will serve as a supplement to the MPO's regional transportation plan.

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The MATPB is preparing a new Regional Transportation Plan (RTP) for the Madison Metropolitan Area. This plan will update the most recent RTP (2012), extending the planning horizon from 2035 to 2050. The RTP provides the overall framework for transportation planning and investment decisions in the region. It covers all transportation modes in an integrated way. For more information about the RTP, including information about opportunities to get involved, visit MadisonAreaRTP.com.

To aid in the development of the RTP, the MATPB and the Capital Area Regional Planning Commission (CARPC) have launched the Greater Madison Region Values and Priorities Survey. Survey results will be used to help define the vision, goals, priorities, and strategies for the RTP. Click [HERE](#) to take the survey.

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Metro Transit Onboard Survey Completed

A Metro Transit Onboard Passenger Survey has been completed and the results are now available. Metro Transit bus riders were surveyed in February, March, and April 2015. The survey requested trip information such as origin and destination and trip purpose, demographic information such as age, car availability, and household income, and also asked riders for feedback on their satisfaction with specific aspects of Metro Transit Service. Since then, MPO



staff have been working with the project consultant, Cambridge Systematics, to tabulate the results. A [summary report on the survey](#) is available on the MPO's website.

Transit onboard surveys are generally completed every five years. The 2015 Metro Transit onboard survey updates the last onboard survey completed in 2008. The onboard survey will be primarily used for two purposes:

- General purpose transit planning – The onboard survey will help planners better understand the demographics and travel patterns of transit users. It helps identify trips that are difficult to make due to excessive transferring and out-of-direction travel. It assists in Title VI planning, assuring that Metro Transit can continue to provide equitable service to Madison area residents.
- Bus Rapid Transit planning – The onboard survey will be used to update the MPO's mode choice component of the regional travel model, which will in turn be used to provide ridership estimates for the planned bus rapid transit system and other complementary service improvements.

The survey was conducted on weekdays, generally Monday through Thursday on Routes 1 through 75. UW circulator routes, supplemental school day service, and paratransit service were not included in the survey. Survey staff used two methods to survey riders – personal interviews with a computer tablet and self-administered paper surveys. 5,763 complete and valid surveys were collected. As a comparison, about 45,000 rides per weekday were taken on Metro Transit on Routes 1 through 75.

The data can be cross tabulated and analyzed through various lenses. One observation is that low income and minority riders are more likely to pay cash fares, have longer travel times, and transfer more often. When asked about satisfaction, about 90% of riders indicated that that Metro service overall is good or very good. Areas that performed well were personal safety while riding and driver courtesy, while areas that could use improvement are crowding on buses, cleanliness of buses, and time waiting for the bus.

Bicycle Transportation Plan Completed

The *Bicycle Transportation Plan for the Madison Metropolitan area & Dane County* has been completed and adopted by the Madison Area Transportation Planning Board. The City of Madison also adopted the plan. The plan serves as a blueprint for continuing to improve bicycling conditions and safety and increase bicycling levels through 2050.

The Bicycle Transportation Plan has recommendations and actions related to both infrastructure and non-infrastructure improvements that support the vision of a safe, comfortable and supportive bicycle network. The strategies and recommendations are organized into engineering, education, encouragement, enforcement, envisioning/planning, end-of-trip facilities/multi-modal connections and evaluation.

[Chapter 10](#) of the plan addresses equity and environmental justice as the vision also includes the statement that people living in the Madison Metropolitan Area and Dane County will be connected by a safe, convenient, and enjoyable network that is accessible and comfortable for individuals of all ages, races, backgrounds and abilities.

The [Bicycle Network Plan](#) map shows current facilities, programmed and planned facilities, and streets that need new or improved bicycle facilities. The [Priority Regional Paths](#) map highlights important regional paths needed to complete the regional bikeway network. The plan includes a [Bicycle Facilities Toolbox](#) that highlights a variety of facilities that will be used to continue to expand the bicycle network. Although the appropriate facility depends on use, traffic, right-of-way and other factors the Toolbox highlights different facilities and when they would typically be used.

Implementation of the plan will require a variety of agencies and organizations working together in the coming years. The Madison Area Transportation Planning Board will continue to monitor and report on progress on implementing the plan recommendations and achieving the plan goals as quantified through performance measures identified for each.

The complete Bicycle Transportation Plan along with an Executive Summary is available on the MPO's [website](#).

