

3 What are the Tools of Fitchburg's growth?

▣ 3.A Transportation

▣ 3.B Energy & Resources

▣ 3.C Government & Services

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3.A Transportation

This sub-section of the Plan addresses State of Wisconsin statutory requirements for the transportation and implementation elements of a comprehensive plan.



Transportation

This section includes:

1. Transportation Data

- **Hard Data:** What is the current and future state of the City’s transportation system?
- **Community Input:** What are people saying about the City’s transportation system?
- **City Plans and Policies:** What existing plans and policies impact the City’s transportation system?

2. **Transportation Themes:** How does the data inform the City’s transportation goals?

3. **Transportation Policy Framework:** What are the City’s transportation goals and how will they be achieved?

Definitions

- **Community Destinations:** Areas where people are most likely to walk to, including schools, parks and other civic amenities, and employment, commerce, and leisure/recreation activity centers, as identified in the City’s Bicycle and Pedestrian Plan (2017)
- **Functional Classification:** The grouping of highways, roads, and streets by the character of service they provide, developed for transportation planning purposes so as to determine how travel can be channelized within the network in a logical and efficient manner
- **Path:** A paved, off-road transportation route designed for pedestrians and bicyclists, owned and managed by the City
- **Primary Bicycle Route:** Corridors used heavily for commuting, recreation, and transportation by bicycle, including existing on- and off-street bicycle facilities integrated with the trail/path network, as identified in the City’s Bicycle and Pedestrian Plan (2017)
- **Primary Intersections:** Intersections identified as highest priority for bicycle/pedestrian crossing improvements, as they connect people to community destinations and are located at Primary Bicycle Route intersections, as identified in the City’s Bicycle and Pedestrian Plan (2017)
- **Trail:** A paved, off-road transportation route designed for pedestrians and bicyclists, owned and managed by an entity other than the City

Transportation Data

Transportation data presented includes:

1. **Hard Data:** Maps and inventory of the following:

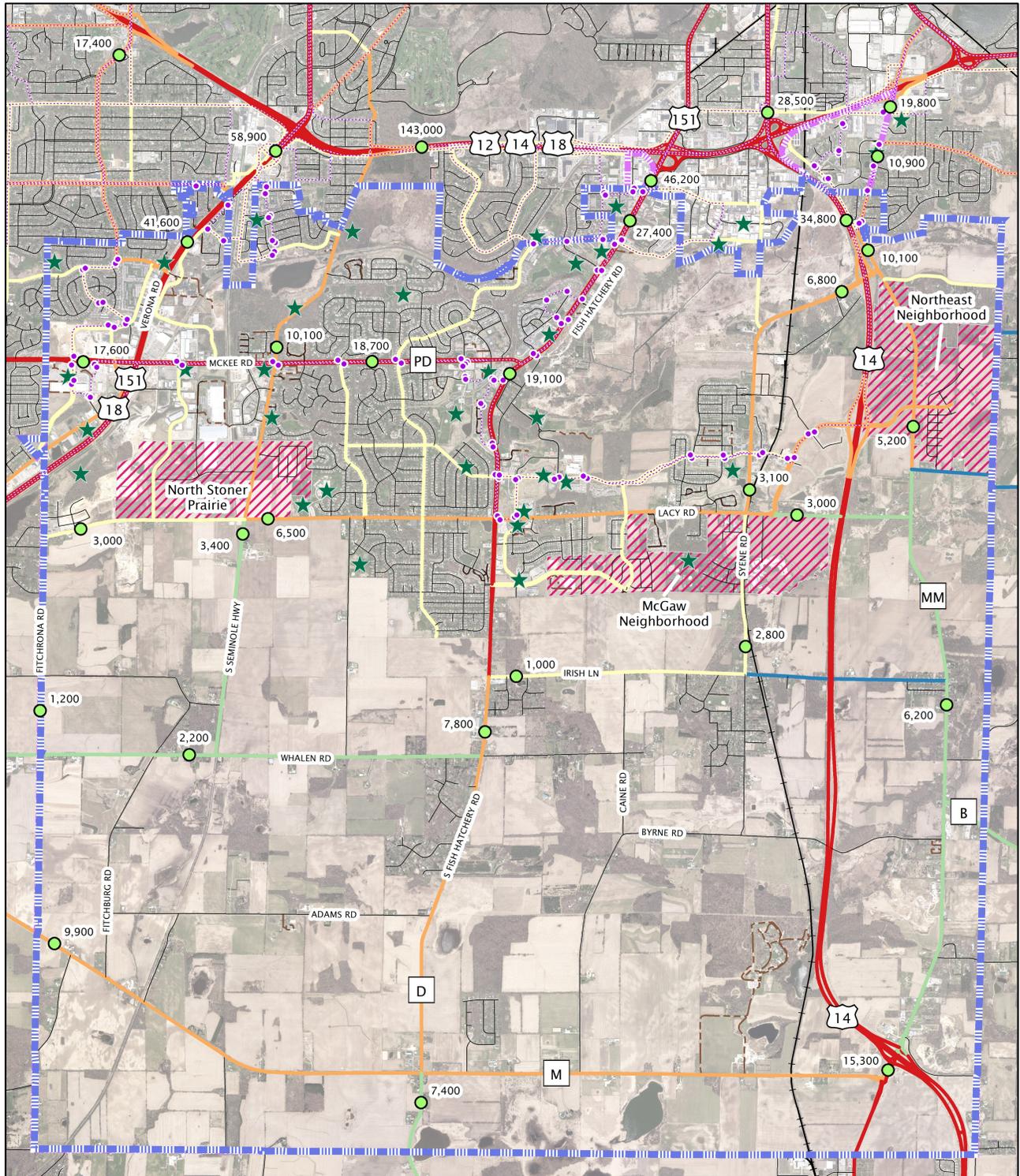
- **Transportation Network:** Roads, trails and paths, rail and air
- **Transportation Network Use:** Volume, commuting, public transit, truck routes, ride-sharing services, and partner plans

2. **Community Input:** Summary of transportation input gathered from City residents via a public opinion survey and public meetings, as well as input from various City committees

3. **City Plans and Policies:** Inventory of existing City plans and policies (including ordinances and committees) that impact transportation in the City

Hard Data

Map 3.A.1: Roadway Transportation Network



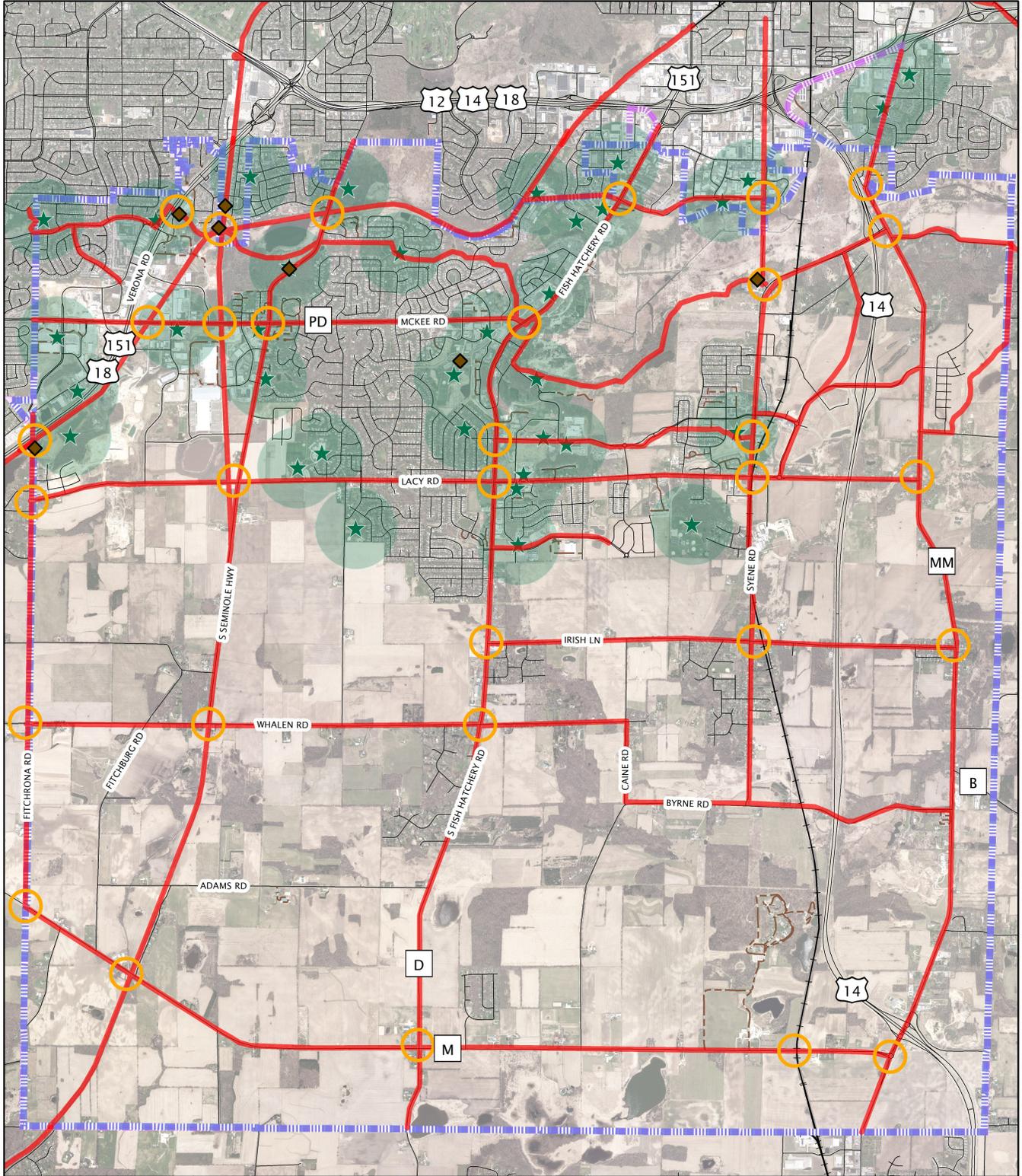
Roadway Functional Classification

- Principal Arterials
- Minor Arterials
- Collectors - Urban
- Collectors - Major, Rural
- Collectors - Minor, Rural
- Local
- - - Bus Routes
- Average Annual Daily Traffic Count
- ★ Community Destinations
- - - Private Roads
- +— Rail
- ▨ Future Urban Development Area (See Neighborhood Plan for Future Road Networks)
- - - City Boundary
- - - Town of Madison Lands (Annexed to City by 2022)

0 0.25 0.5 1 Miles

Source: City of Fitchburg, Dane County LIO, Dane County MPO, US Census Bureau

Map 3.A.2: Bicycle and Pedestrian Transportation Network



- Primary Bicycle Route
- Primary Intersections
- ◆ Trailhead
- ★ Community Destinations
- 1/4 Mile Radius of Community Destination (5 Minute Walk)
- City Boundary
- Town of Madison (Annexed to City by 2022)
- Urban Service Area
- Roads
- Private Roads
- Rail



Source: City of Fitchburg, Dane County LIO, Dane County MPO

Transportation Network

(see Map 3A.1 for further detail)

Roads

The City’s roads are under City, County, or Federal jurisdiction, with various Functional Classifications as follows:

Local Roads: These streets provide for land access.

Collectors: These streets provide for traffic mobility and land access to home or business.

Arterials: These streets provide for traffic mobility and long-distance traffic movement, are classified as principal and minor, and include:

Principal Arterials

- U.S. Highway 14
- U.S. Highway 18/151
- County Highway D (Fish Hatchery Road)

Minor Arterials

- County Highway D (S. Fish Hatchery Road)
- County Highway PD (McKee Road)
- County Highway M
- County Highway MM
- Raymond Road
- Rimrock Road
- McCoy Road
- Lacy Road

Trails and Paths

The City has a system of major trails and paths that connect users to locations within the city as well as neighboring communities, including:

- Capital City Trail
- Badger State Trail
- Military Ridge State Trail
- Southwest Commuter Trail
- Cannonball Path

Rail

Dane County, the City of Madison and the Wisconsin Department of Transportation (WDOT) conducted the *Dane County Commuter Rail Feasibility Study and Transport 2020*. The City continues to be open to the possibility of passenger rail service within the eastern portion of the City on the Fitchburg-Oregon rail corridor. This rail bed connects the City with the City of Madison to the north and to the Villages of Oregon and Brooklyn, and other communities to the south. Since it runs past the Alliant Energy Center and Monona Terrace, this rail line should be considered ideal as a potential tourism opportunity as well as for peak use. Part of this corridor is currently co-owned by the City and the Village of Oregon, acquired in part with funds from the WDOT to re-establish freight service.

Air

Dane County Regional Airport, located on the north side of the City of Madison, is the second-largest commercial airport in the state served by 6 airlines with 24 non-stop destinations.

215 miles of roads	90 miles of paths & trails	100 flights daily	7 miles of rail
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Transportation Network Use

(See Map 3B.1 for further detail)

Volume

Average annual daily traffic counts (AADT)* identify traffic volume per day on specific corridors. The following provides more details on corridors in the City with high ADT:

46,200 Fish Hatchery Road

58,900 Verona Road

18,700 McKee Road

*Source: Wisconsin Department of Transportation - 2019

Commuters

The following* provides a snapshot of commuters in the City:

10,102

Work-trip commuters entering Fitchburg daily

13,323

Work-trip commuters leaving Fitchburg daily

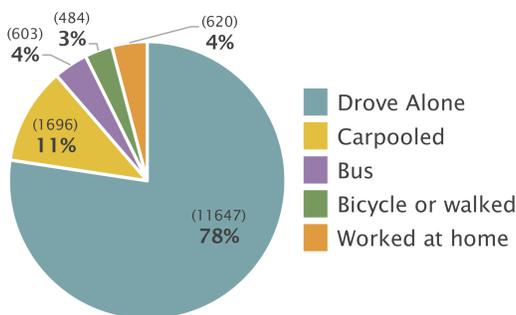
835

Work-trip commuters staying within Fitchburg daily

20.6

Average commute time in minutes

Figure 3.A.1: Transportation Modes*



*Source: United States Census ACS - 2017

Public Transit

The City contracts with Madison Metro to provide public transit (bus) services in various locations throughout the City.

Regional bus services provide access to locations outside of the Madison metropolitan area, including Milwaukee, Chicago and Minneapolis. These services are available to residents through Mega, Greyhound, Badger, or Van Galder Buses.

In 2015, the annual public transit demand in the City was estimated to be about 500,000 trips. Of the areas in the City identified as feasible for transit (4 homes or 4 jobs per gross acre) only 20% of these areas are within walking distance (1/4 mile) of public transit service. By 2030, the public transit demand in the City is expected to reach 590,000 annual trips.

Based on 2015 data, approximately 385,000 public transit trips begin or end in Fitchburg each year.

Source: Fitchburg Intra-City Transit Feasibility Study - 2015

Truck Routes

The City does not currently designate truck routes but if an ordinance were to be adopted, said routes should be located on Federal, State, and County highways.

Ride-Sharing Services

There are a number of transportation resources and services in Fitchburg that enable persons with disabilities, residents that are 60 or older and others, access to the community

Ride-Share Service	Provider/Partner	Use Case
Retired Senior Volunteer Driver Program	Dane County DHS	Individual Rides to Medical Appointments, Home-Delivered Meals
Rural Senior Group Trips	Dane County DHS	Group Rides to Community Centers, Shopping Destinations
Rideline/Specialized Transportation Services	Dane County DHS	Workforce Transportation for Rural Persons/ Persons with Disabilities
JobRide/YW Transit	YWCA Madison	Workforce Transportation for Low-Income Individuals
Non-Emergency Medical Transportation	Wisconsin DHS	Qualified WI Medicaid and BadgerCare Plus Patients

Partner Plans

Various other transportation partners, including county, federal, and state governments also have plans that impact transportation in the City.

Plan	Jurisdiction	Mode
Regional Transportation Plan 2050	Madison Metropolitan Area	Multi-Modal
Transport 2020	Madison Metropolitan Area/ Dane County	Multi-Modal (Transit)
Bicycle Transportation Plan	Madison Metropolitan Area	Biking
Connections 2030 Statewide Long-Range Transportation Plan	State	Multi-Modal
Wisconsin State Highway Plan 2020	State	Driving (State Highway System)
Wisconsin Rail Plan 2030	State	Rail
Wisconsin State Airport System Plan 2030	State	Air
Wisconsin State Freight Plan	State	Freight
Wisconsin Bicycle Transportation Plan 2020	State	Biking
Wisconsin Pedestrian Policy Plan 2020	State	Walking
National Rail Plan	Federal	Rail

Community Input

The following summarizes transportation input gathered from the community, including City residents and committees, via a public opinion survey and public meetings:

- Additional transit or publicly-funded ride services (i.e. Uber/Lyft-type) needed, and current services need improvement
- Traffic congestion at specific locations
- Park and ride lots as an option to reduce congestion
- Maintain and enhance trail/path system as they are high-quality/multi-purpose amenities that create identity and economic development opportunities
- Appropriate land uses adjacent to major transportation corridors, and identifying future growth corridors, is important

City Plans & Policies

The following identifies various existing City plans and policies (including ordinances and committees) that impact transportation in the City:

Bicycle and Pedestrian Plan (Adopted: 2017)

Transit Plan (Adopted: 2015)

Capital Improvement Plan (Adopted: Annual)

Land Division Ordinance (Chapter 24)

Official Map Ordinance (Chapter 3)

Board of Public Works

Transportation and Transit Commission

Bicycle Committee

Transportation Themes

The following identifies common transportation themes as gleaned from analysis of the various transportation data pieces, including hard data, City resident and Committee feedback, and existing City plans and policies.

Multi-Modal Options

The City should work to ensure its residents have various viable transportation options, including walking, biking, driving, and riding (public transit and taxi services).

Connectivity and Navigability

The City should work to ensure its streets, trails, and paths are integrated and intuitively orientated, to ensure efficient traffic flow and ease in navigating.

Capacity and Volume

The City should continue to maintain and improve its transportation network to ensure safe and efficient traffic flow.

Official Mapping

The City could utilize an Official Map, per State Statute 62.23 (6), to more formally guide future transportation decisions in the City.

Safety

The City should work to ensure all users of its transportation network, whether walking, biking, or driving, or riding, have a basic level of comfort in using the network.

Partnerships

The City should work collaboratively with its residents/businesses, other governmental units, and the private development sector to maintain and enhance the transportation network, and use thereof, in the City.

Funding

The City should utilize various revenue streams, both internal and external, to maintain and enhance the transportation network, and use thereof, in the City.

Transportation Themes

Evaluation

The City should analyze its transportation network, and uses thereof, at regular intervals to ensure it is meeting various goals, objectives, and policies.

Maintenance and Improvements

The City should continue to maintain and improve its transportation network to ensure safety, efficient traffic flow, prudent use of public funds, environmental protections, and visual appeal.

Parking

The City should continue to utilize various options to address driving and biking parking needs in the City, including shared facilities, park and ride options, underground facilities, and ramps.

Street-scaping

The City should continue to develop various amenities for its transportation system that provide for safety, efficient traffic flow, and visual appeal, including signage/wayfinding, street trees, median/crosswalk treatments, and lighting.

Transit

The City should continue to consider the following when maintaining and enhancing its transit system, via partnership with Madison Metro:

- Appropriate east/west and north/south routes and integration with the Madison Metro South (2430 S. Park Street) and West (5700 Tokay Boulevard) Transfer Points
- Integration of stops within ¼ mile of all residences in new and existing neighborhoods, including design standards thereof
- New existing or potential initiatives including Bus Rapid Transit and passenger rail
- Develop policies to encourage greater use of public transit by residents

Transportation Policy Framework

The following identifies a policy framework for Growing Fitchburg’s Transportation from 2020 to 2030., including the following:

1. Growth Principles
2. Goals, Objectives, & Policies

Growth Principles



Sustainable



Vibrant



Equitable



Cooperative

Goals, Objectives & Policies

Goal 1: Develop and maintain a coordinated land use and transportation system.

Objective 1.1: Plan transportation infrastructure in both redevelopment projects and new developments to encourage compact, urban development patterns.

Policy 1.1.1: Encourage Traditional Neighborhood Developments (TND) that include mixed-uses, buildings located adjacent to sidewalks, less private and more public open space, smaller blocks, narrow streets with wide sidewalks, street trees, pedestrian-scale and street lighting, plantings and public art, lower parking ratios, shared parking, structured parking, and parking behind buildings.

Policy 1.1.2: Encourage Transit Oriented Developments (TOD) that include a train station and intermodal transfer points as prominent neighborhood features, with high-density, high-quality development within a 10-minute walk radius of the station, and with all qualities of a TND as described in Policy 1.1.1.

Policy 1.1.3: Use official mapping as a tool to ensure the proper development of future transportation corridors.

Objective 1.2: Preserve and maintain rural roads for agricultural uses, local traffic, and recreational uses.

Policy 1.2.1: Discourage the development of new limited access highways in rural areas to lessen the demand for potential development at the interchanges.

Policy 1.2.2: Enhance the recreational use of rural roads by providing and maintaining suitable biking conditions.

Goals, Objectives & Policies

Policy 1.2.3: Direct community traffic and commuter traffic to major arterials to discourage their use of rural roadways.

Objective 1.3: Coordinate land use and transportation plans with other agencies to assure that regional projects affecting the City are consistent with City plans, policies, and priorities.

Policy 1.3.1: Work closely with the Wisconsin Department of Transportation, Madison Area Transportation Planning Board, Capital Area Regional Planning Commission, Dane County Highway, and neighboring communities to ensure that regional transportation plans follow a coherent regional design.

Policy 1.3.2: Preserve sufficient rights-of-way for all modes of travel through official mapping or other appropriate means.

Policy 1.3.3: Coordinate transportation planning efforts with school districts.

Policy 1.3.4: Ensure that the City's transportation system connects with the transportation facilities of neighboring communities as well as regional and state facilities.

Goal 2: Provide a safe and efficient transportation system that allows for the convenient movement of people and goods.

Objective 2.1: Improve transportation safety through design, operation and maintenance, and system improvements to minimize the risk of harm to persons and property, and to ensure users are confident and secure in and around all travel modes.

Policy 2.1.1: Provide routine maintenance of public streets to extend the lifetime of existing roads and ensure safe driving conditions.

Policy 2.1.2: Develop a data driven program, including crash data, which identifies intersections with the highest potential for safety improvements.

Policy 2.1.3: Develop a process for conducting Road Safety Audits.

Goals, Objectives & Policies

Policy 2.1.4: Establish truck routes.

Policy 2.1.5: Follow the City's Neighborhood Traffic Management Process to address safety concerns of residents.

Objective 2.2: Maintain a transportation system that allows for proper traffic management and travel time reliability.

Policy 2.2.1: Improve existing roads, as needed and feasible, to provide sufficient travel capacity, with the addition of travel lanes only be considered after all other alternatives have been examined.

Policy 2.2.2: Plan a pattern of streets, sidewalks, bicycle facilities, and public transit facilities in new neighborhoods that maximizes the connectivity of land uses within the neighborhood and to areas outside the neighborhood.

Policy 2.2.3: Encourage an efficient urban style grid street network within the urban service area.

Policy 2.2.4: Provide a continuous interconnected roadway system to preserve mobility and avoid travel delays.

Policy 2.2.5: Promote street designs that are sensitive to the land use context and placement in the street hierarchy.

Policy 2.2.6: Utilize street and roadway access control measures where appropriate to aid in preserving travel capacity along major streets and roadways, and maintain bike and pedestrian connectivity when road access is limited.

Policy 2.2.7: Control driveway access of housing developments along arterial and major collector roadways.

Objective 2.3: Maximize the use of existing transportation investments.

Policy 2.3.1: Utilize the existing transportation facilities and services to the most efficient extent possible.

Policy 2.3.2: Prioritize investments to support City residents, employers, and visitors over those that are traveling through the City.

Goals, Objectives & Policies

Policy 2.3.3: Encourage employers to develop Transportation Demand Management Programs to reduce the number of single-occupancy vehicle trips.

Policy 2.3.4: Encourage developers to develop in ways to reduce single occupancy vehicle trips (transit, bike parking, showers, etc.).

Policy 2.3.5: Encourage freight and passenger use of the Fitchburg-Oregon rail corridor to maximize corridor investments and upgrades and investments.

Goal 3: Develop and maintain a multi-modal transportation system that reduces automobile dependency and increases transportation choices.

Objective 3.1: Plan for and consider the needs of all road users within the existing transportation system and in new developments including roadway surfaces, safety, intersection design, and roadway width.

Policy 3.1.1: Establish and follow a “Complete Streets” policy that is equally sensitive to the needs of motorists, pedestrians, bicyclists, and transit users.

Policy 3.1.2: Develop context-sensitive street cross section standards, using minimum pavement widths, based right of way use and varied user needs including but not limited to, transit routes, parking, bicycle routes, pedestrian use, and expected type, volume, and speed of vehicular traffic.

Policy 3.1.3: Explore opportunities to expand ride-sharing options in the City, and stay current with various emerging transportation trends, including but not limited to those related to use of personal electronic vehicles and the development of autonomous vehicles.

Objective 3.2: Improve the pedestrian and bicycle transportation system to support a continuous, safe, and desirable walking and biking environment.

Policy 3.2.1: Identify major generators and destinations for potential bicycle and pedestrian trips, such as public buildings, parks, commercial districts, places of employment, transit stops, and other attractions, and plan for pedestrian and bike connections among them.

Policy 3.2.2: Design neighborhoods to provide for multiple, safe, and direct bike and pedestrian connections in all directions.

Goals, Objectives & Policies

Policy 3.2.3: Provide a striped paved shoulder with a minimum width of four feet (preferably five feet) on both sides when a road is reconstructed, on most two lane streets and highways having a rural cross-section.

Policy 3.2.4: Work closely with DOT during design phase of state roadways to ensure adequate bike and pedestrian accommodations.

Policy 3.2.5: Design new bridges and street underpasses to include pedestrian and bicycle facilities for both directions of travel.

Policy 3.2.6: Design new developments to enhance pedestrian comfort and create a pedestrian-oriented environment by providing pedestrian facilities and amenities such as trees, planters, street furniture, awnings, and building windows.

Policy 3.2.7: Maintain sidewalks, shared-use paths, bike lanes, transit boarding pads, and areas connecting to and within transit shelters for year-round use, including appropriate snow removal, designate commuter routes for bicycle and pedestrian facilities, and place a higher priority for snow removal on those routes over recreational routes.

Policy 3.2.8: Explore opportunities to implement bicycle-sharing facilities, in appropriate locations, to include electronic bikes.

Policy 3.2.9: Adopt and refer to the City of Fitchburg's Bicycle and Pedestrian Plan for additional guidelines and recommendations.

Objective 3.3: Create an environment in the City that establishes a climate of respect and cooperation among pedestrians, bicyclists, motorists, and transit users through education, public awareness programs, and community outreach.

Policy 3.3.1: Develop and implement educational programs that promote bicycle and pedestrian safety.

Policy 3.3.2: Develop and implement programs that encourage walking and bicycling and educate the public about the many benefits of walking and bicycling, including health, financial and environmental benefits. (e.g. Participate in the Car Free Challenge and Bike to Work Week)

Goals, Objectives & Policies

Policy 3.3.3: Sidewalks shall be added to both sides of the street in all new developments and considered on streets without sidewalks in the urban service area, except cul-de-sacs, when major reconstruction (curb and gutter and/or base course) occurs, all in accordance with the City's Bicycle and Pedestrian Plan.

Policy 3.3.4: Educate transportation network users on the rules of the road and their rights, as well as the benefits of a multi-modal transportation system.

Objective 3.4: Promote an efficient and reliable transit system that offers convenient alternatives to private vehicle travel.

Policy 3.4.1: Continue to work with Madison Metro Transit (Metro), or its successor, to develop more efficient bus service and increase ridership.

Policy 3.4.2: Improve existing bus stop conditions, where demand exists, with the addition of amenities such as bus shelters, trash receptacles, sidewalks, and accessible concrete bus pads.

Policy 3.4.3: Develop annually a 5-year transit improvement plan that designates and maps potential future bus routes and transfer points.

Policy 3.4.4: Preserve, where feasible, rail corridors in the City, in coordination with neighboring communities, for future transportation needs including rail.

Policy 3.4.5: Coordinate potential rail corridor use with existing and future transit routes.

Policy 3.4.6: Support the development of a regional transit authority to plan and implement opportunities for regional transit service.

Policy 3.4.7: Identify and promote paratransit services to meet the needs of the seniors and persons with disabilities.

Policy 3.4.8: Provide transportation options which will be available to the City's senior residents in the most cost effective manner.

Policy 3.4.9: Examine dedicated bus ways, including regional Bus Rapid Transit, if rail-based options are not fully feasible.

Policy 3.4.10: Support exploration of development of a municipal airport facility in an appropriate location in the City.

Goals, Objectives & Policies

Objective 3.5: Manage the parking supply to provide efficient parking choices and opportunities to minimize parking needs.

Policy 3.5.1: Review parking requirements. Reconsider minimum limits and consider the use of maximum limits, and encourage planting of shade trees in parking areas to mitigate heat island effect.

Policy 3.5.2: Develop a parking management plan as a means to help improve the viability and effectiveness of public transit services and encourage high-density development.

Policy 3.5.3: Explore the development of park-and-ride lots or ramps to minimize pass-through traffic, reduce single-occupancy vehicle travel, and increase the use of efficient public transit service. Encourage park & ride options at large format retailers for the convenience of drivers who would like to shop before driving home.

Policy 3.5.4: Promote shared parking agreements for compatible uses (high demand during weekdays with high demand during evenings and weekends) to make more efficient use of parking facilities.

Policy 3.5.5: Consider the establishment of a parking-utility to operate City-owned parking structures, lots, and street parking.

Objective 3.6: Initiate passenger rail-based service along the Fitchburg-Oregon rail corridor.

Policy 3.6.1: Promote and support *Transport 2020* and the extension of the start-up system to provide commuter rail service to the City along the Fitchburg-Oregon rail corridor.

Policy 3.6.2: Adopt and implement transit-oriented developments to support rail-based passenger transit along the Fitchburg-Oregon rail corridor.

Policy 3.6.3: Encourage tourism use of the rail line that runs past the Alliant Energy Center, Monona Terrace, and potentially to Dane County Regional Airport.

Policy 3.6.4: Coordinate transit stops within a reasonable distance to maximize the convenience of the service.