

# Simcoe Muskoka Active Transportation Symposium



# Who am I?

- Mayor of Madison 2003-2011
- Adjunct Professor of Urban & Regional Planning at UW Madison
- President of DCA Consulting
- Executive Director of the Wisconsin Bike Fed



**WISCONSIN  
BIKE FED**

# What I always wanted to be called

- German cities: “Lord Mayor”
- Canadian cities: “Your Worship”
- Professor, UW
- German + Canadian+ Academic = “Your Worship Professor Lord Mayor Dave”





# ORILLIA

Local Directory  
Orillia  
www.orillia.com

**TOWN'S JEWELLERS**  
Jewellery & alterations  
Watch & clock repairs  
175 St. Lawrence St.  
Orillia, ON  
705-325-2441  
www.townsjewellers.com

**Heidi's SUPERSTORE**  
CAMPBELLVILLE  
1000 Hwy 11 at Southdowns  
705-467-2288  
www.heidis.com

**Portage**  
REALTOR  
648 Easthills Pkwy. #2  
705-327-8873

**Comfort INN**  
The Comfort Inn is a full service hotel with 100 rooms, a restaurant, a bar, a fitness center, and a business center.  
1471 Hwy 11  
Orillia, ON  
705-325-2441

Orillia's Customer Service  
**ABLE TAXI**  
(705) 325-0632

**The Grape & Olive**  
WINE & WASTERS MARKET  
402 Memorial Ave. - Orillia - 705-325-8200

**EN WOK 全港酒家**  
RESTAURANT

**Orillia**

**CELEBRATE LIFE**  
"Options To Honour Life"

**TAPLINS**  
RESTAURANT



# Two simple points

- This is about freedom of transportation choice.
- Cycling is good for your community regardless of whether you bike yourself.

# Friendly competition

- Platinum: Davis
- Gold: Madison
- Silver: Hamilton
- Bronze: Milwaukee



# I want to be platinum!!!





**City of Madison, Wisconsin  
Mayor's Platinum Bicycling Committee Report**

**Making Madison  
The Best Place in the Country  
to Bicycle**

**Final Report  
Adopted by  
Madison Common Council  
April 8, 2008**



## **Vision Statement**

**Make bicycling an integral part of daily life in Madison, thereby making Madison a model for health promotion, environmental sustainability, and quality of life.**



# Create an ambitious but achievable goal

From about an 8% mode share in 2010 Madison aims to get to 20% mode share by 2020.



# The Five “E’s”

- **Engineering**

- Education
- Enforcement
- Encouragement
- Evaluation

# What keeps people off their bikes?

The Portland study.

7% intrepid

33% uninterested

60% interested by  
concerned



# Complete Streets in Madison

## The Main Point is...

- 44% of trips in Madison are two miles or less

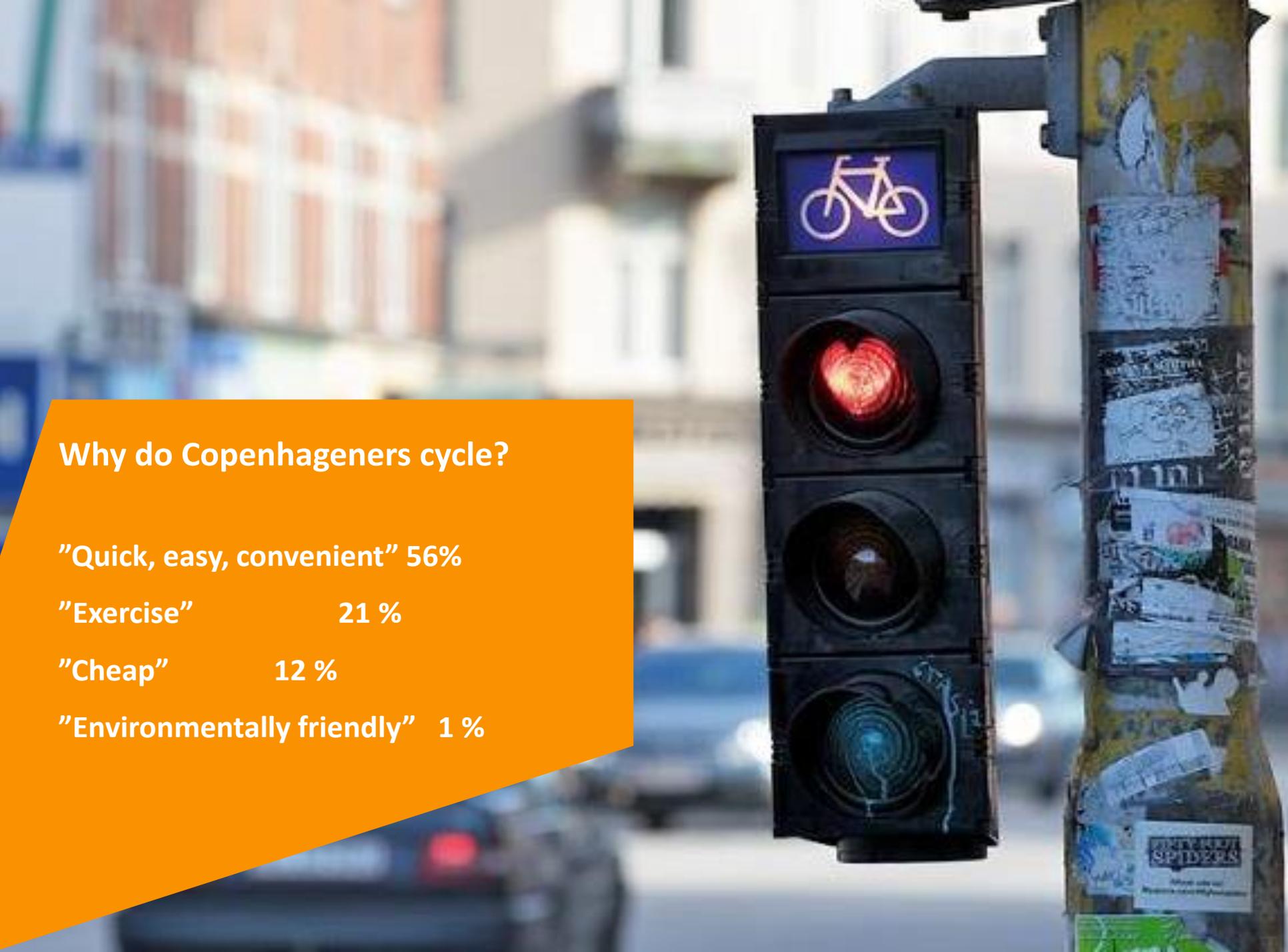
## Safety & convenience!

- 40% of Americans say they would commute more by bike if they felt safe
- Even if half are lying, that's still one out of five Americans who might bike!

# Andreas Rohl

*“Cycling is above all a practical solution in Copenhagen. We don’t ask the Copenhageners to be idealistic in the morning when they are late for work. We make cycling the smartest option.”*





## Why do Copenhageners cycle?

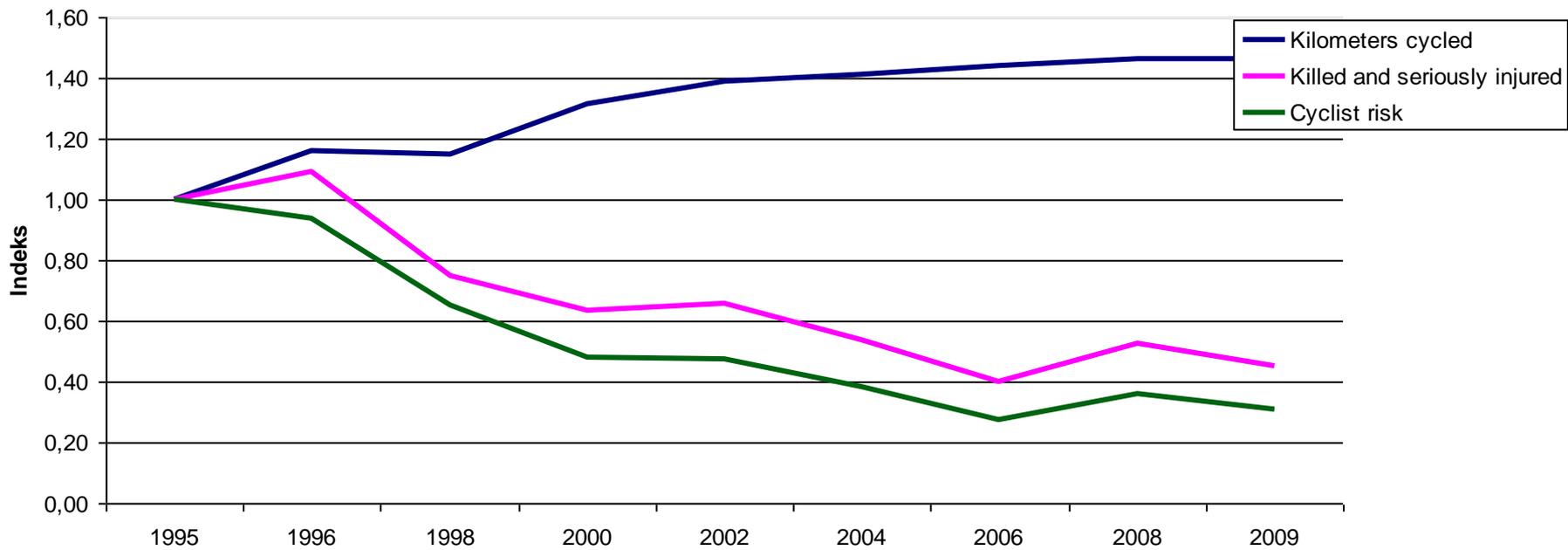
"Quick, easy, convenient" 56%

"Exercise" 21 %

"Cheap" 12 %

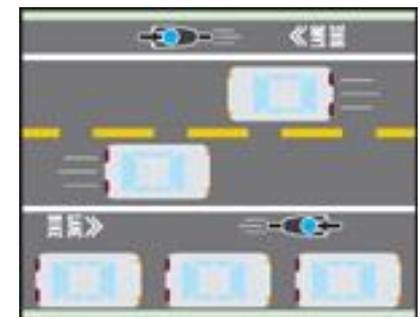
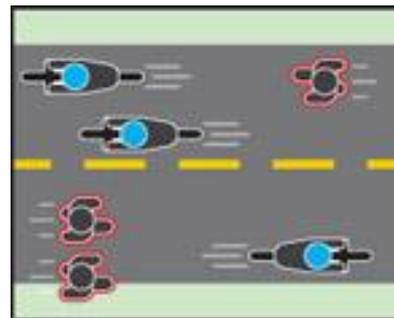
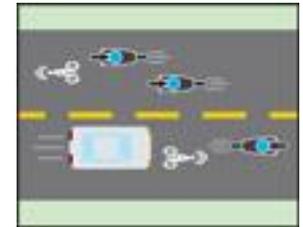
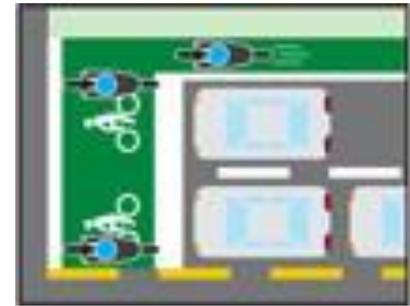
"Environmentally friendly" 1 %

# More cyclists, less risk



# Complete Streets in Madison: Strategies

- Off-street bike paths
- On-street bike lanes
- Fixing pinch points
- Bike boulevards and contra lanes
- Bike boxes
- Bike parking
- Bike sharing



# Complete (Off)Streets in Madison

## Bike paths

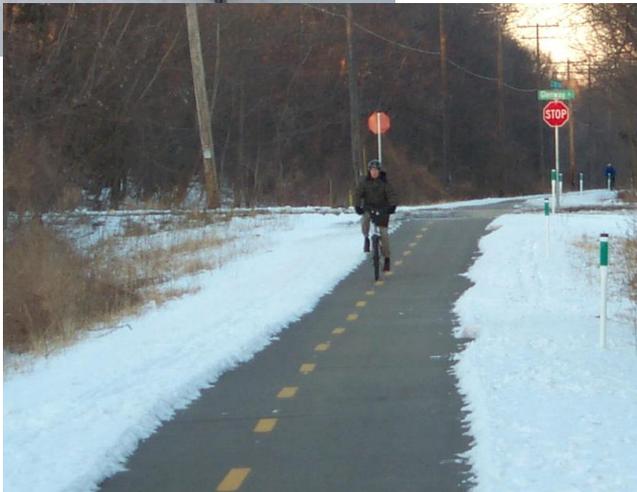
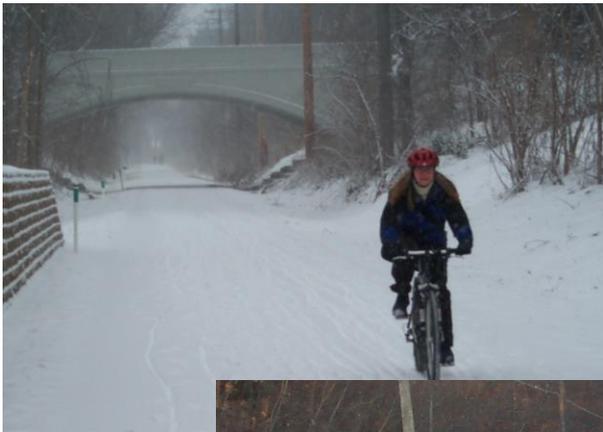


## The particulars

- Madison has 50 miles of dedicated bike paths
- Generally follow old rail lines
- Designed to be primarily commuter routes
- Some carry as many as 5,000 bikes a day in good weather
- Plans to build more with \$50 million in city budget over next five years

# Complete (Off)Streets in Madison

## Plow bike commuter paths

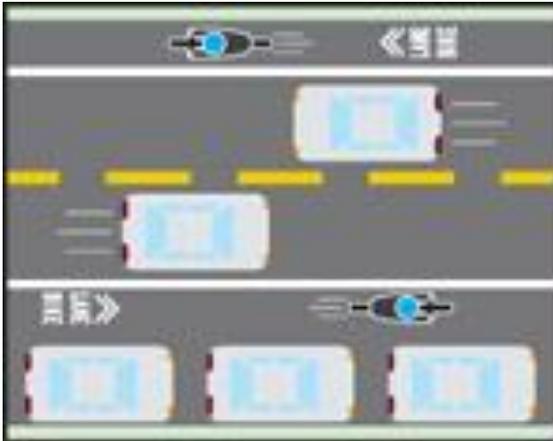


## The particulars

- Madison's public works department has a goal of plowing all bike commuter paths by 7 AM after a storm
- Winter commuting is on the rise

# Complete Streets in Madison

## On-street bike lanes

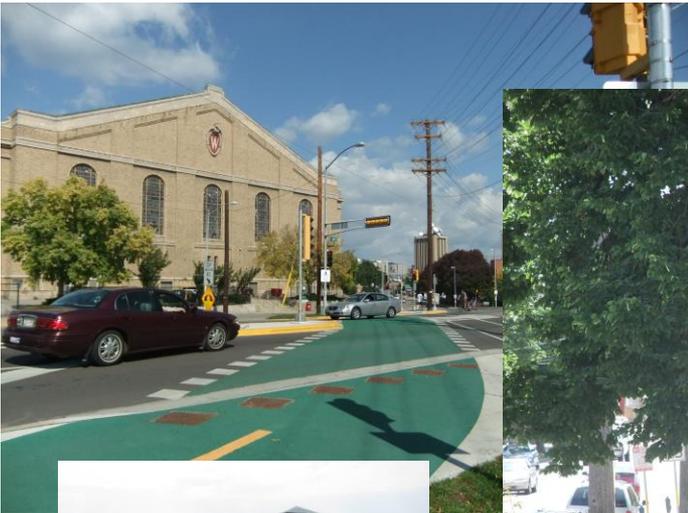


## The particulars

- Madison has 50 miles of on-street bike lanes
- Continue to add several miles each year
- Will start coloring them green to better differentiate them

# Complete Streets in Madison

## Fixing the pinch points

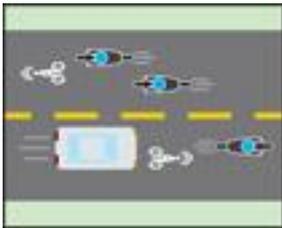


## The particulars

- Asked traffic engineering to work with city engineering to identify & treat trouble spots, like tricky intersections
- Used treatments like creating a clearly marked way through the intersection & bike traffic lights or overpasses

# Complete Streets in Madison

## Bike boulevards & contra lanes

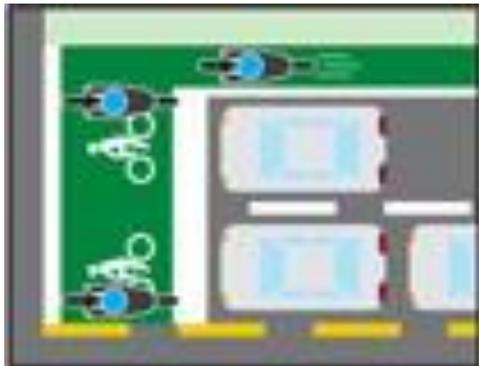


## The particulars

- Started last summer with two residential streets that were already heavily used bike routes
- Ran parallel to major arterials
- Overwhelmingly popular with neighborhoods
- Installed several contra flow lanes on one way streets

# Complete Streets in Madison

## Bike boxes



## The particulars

- Installed first in fall of 2010
- Were controversial at first
- State legislator threatened to ban them
- Installed several more; people are starting to use them

# Complete Streets in Madison

## Bike parking



## The particulars

- Did bike parking survey
- Dramatically expanded on-street bike parking
- Plan a bike parking facility downtown with showers, repair shop, multi-modal stop

# Complete Streets in Madison

## Bike sharing



## The particulars

- 2011 was first year in Madison
- 35 stations/350 bikes
- Designed for short trips
- Started in Paris in 2008; made Paris a biking city overnight



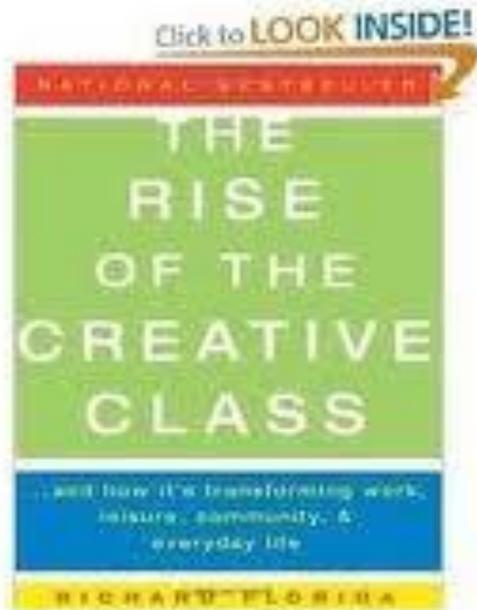
# Complete Streets = Complete Freedom



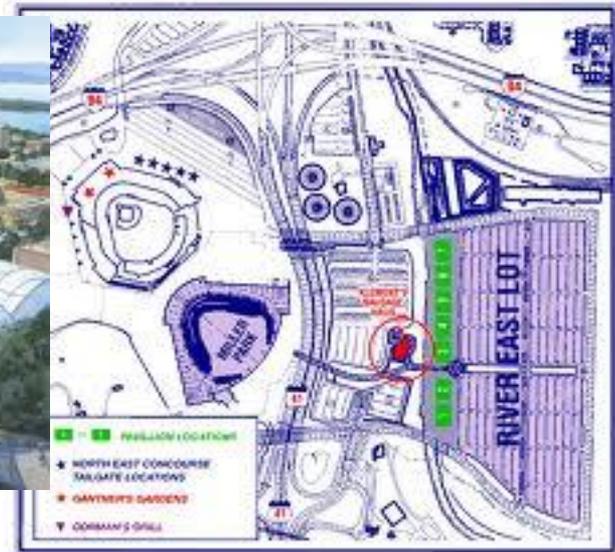
# Complete Streets = Complete Freedom



# Complete Streets = Complete Economies



# Complete Streets = Complete Economies



Parking lots, congestion & values, a case study.  
What if Camp Randall had a parking lot  
the size of Miller Park?



# Loss of more than \$50 million in property values



# Comparison of values

**Parking lots: \$3/sq ft**

**Residential: \$15/sq ft**

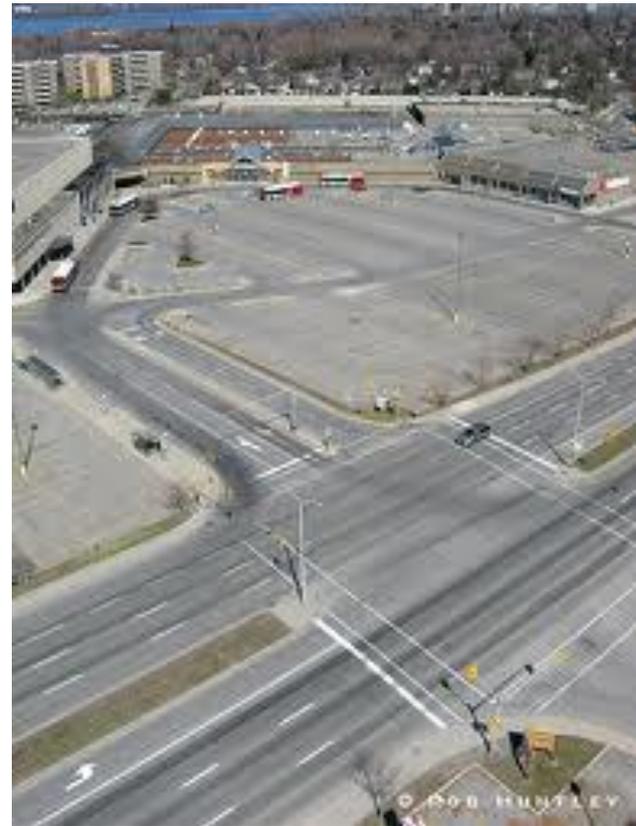
**Commercial: \$50 - \$100 sq/ft**



# If 10% of East Towne & West Towne parking lots were developed

## Increased annual tax revenues

- City of Madison + \$835,000
- Dane County + \$292,000
- Schools + \$1,250,000



# Complete Streets = Complete Cities

I never visited a great city  
that had free and ample  
parking.

Show me a city with lots  
of cheap parking and I'll  
show you a wasteland.

Every city needs to ask  
itself if congestion is a  
problem or an asset





# Complete Streets Increase Property Values

## The Embarcadero

- Double decker freeway built in SF in 1958
- Cut off part of downtown from the Bay
- Demolished after 1989 earthquake
- *Redevelopment tripled property values!*



# Things to think about

- Do you talk consistently about the economic impacts of cycling? Do you have studies?
- Do you make the case for cycling and walkability in terms of how it benefits *everyone* in the region, even if they don't cycle?
- Can cycling and walking be more integrated into your urban fabric?

# Last words: biking makes for good place building



*It's about this*



*and about this*



*and about this*



*Great biking creates great places!*

