

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



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”





Wisconsin



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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 %

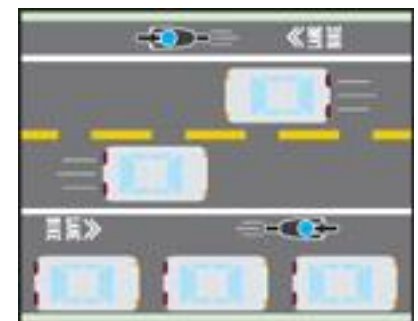
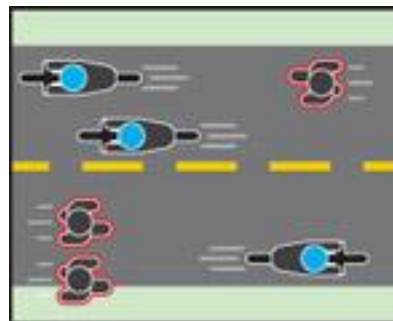
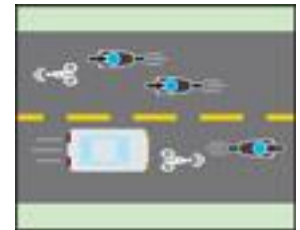


More cyclists, less risk



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

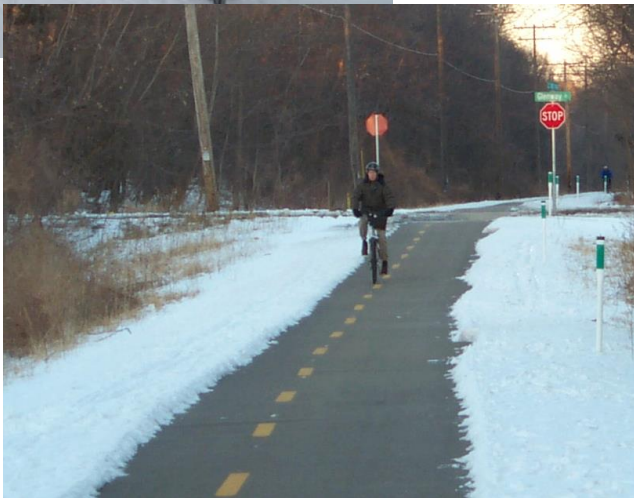
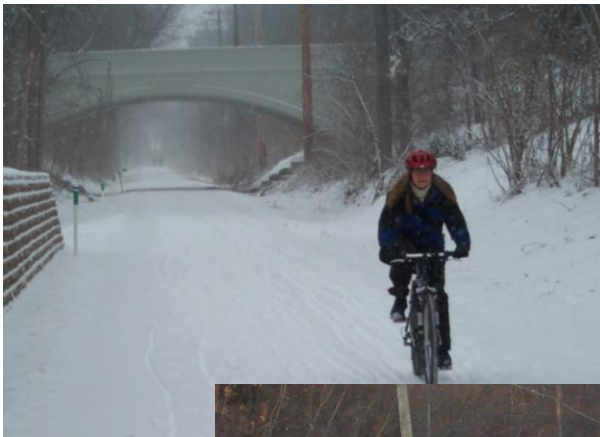


The particulars

- 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

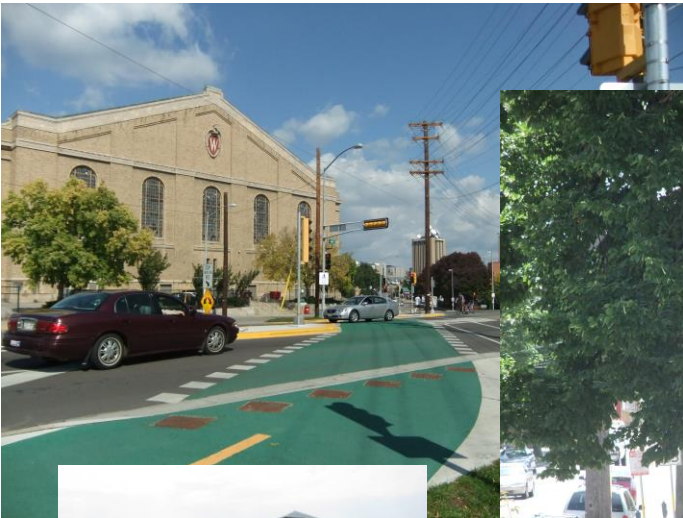


The particulars

- 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

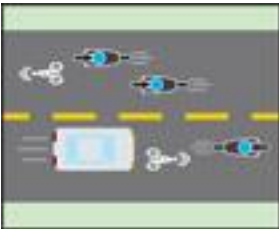


The particulars

- 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



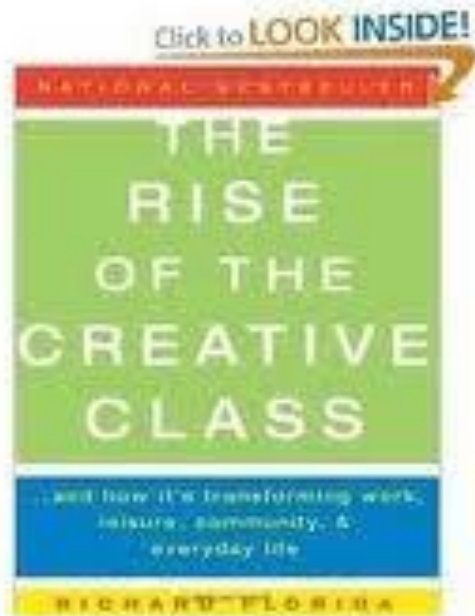
Complete Streets = Complete Freedom



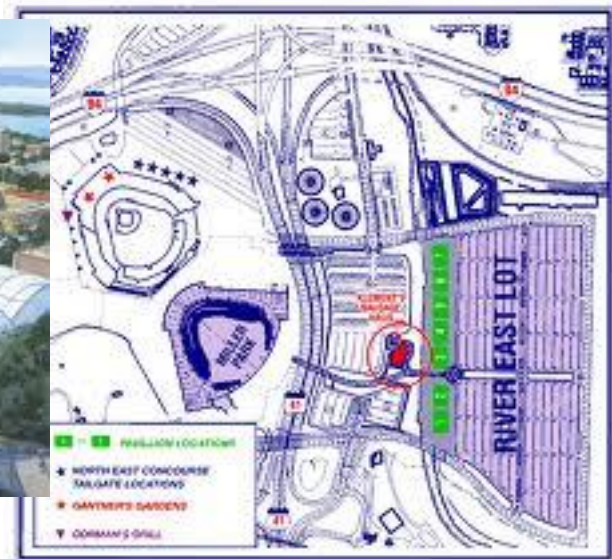
Complete Streets = Complete Freedom



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

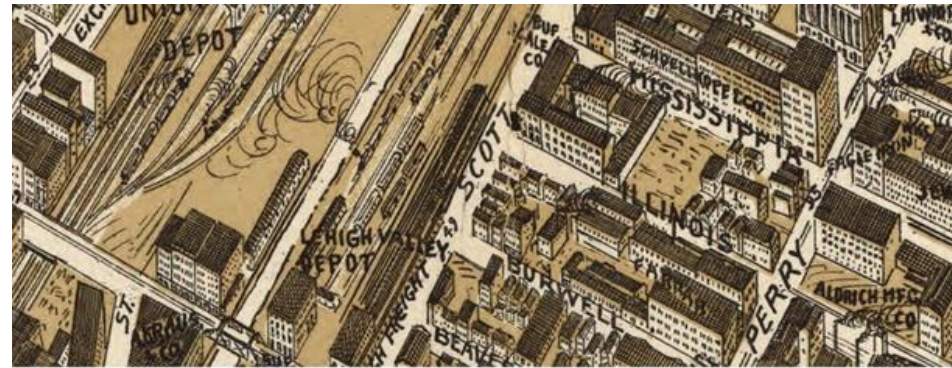
Freeways are single use facilities

They're tax exempt & they provide no value along them

In fact, they just facilitate disconnection with suburbs

They simplify the city & simplification makes any living organism (which a city is) weaker

Buffalo 1902 & 2011



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!

