



TRANSPORTATION



“Every time I see an adult on a bicycle, I no longer despair for the future of the human race.”

– H.G. Wells





VISION FOR SUCCESS

This plan envisions providing all residents and businesses with a high quality, well-maintained, multi-modal transportation system that efficiently integrates multiple transportation options across the region, while strengthening the local economy and reducing environmental impacts.

The vision of success for transportation includes:

Planning and Connectivity

Land use and transportation planning will be integrated with diverse housing and reliable transportation options connecting people to jobs, educational institutions, health care providers, shopping, and recreational outlets. Unified planning and operations will result in simple and seamless transitions from one public transit system to another with connections to destinations throughout the region, state, and country.

Transportation Options

Emphasis will be placed on moving people between destinations rather than moving automobiles. Streets will be designed for multiple transportation options, including automobiles, dedicated public transit lanes, bicycle lanes, and wide, streetscaped sidewalks to encourage walking. In addition, multiple public transit systems (bus, streetcar, commuter rail, high speed rail) will serve the mobility needs of the city and region.

Economic Development

The transportation system will support the local economy by efficiently and conveniently connecting residents to their workplaces, as well as facilitating the movement of goods and services. Fixed route public transit will serve as a framework and catalyst for future economic development.

Improved Health

Due to increases in pedestrian and bicycle traffic, and growing use of public transit options, the health of the population will improve substantially and air pollutants will be reduced.

Intergovernmental Cooperation

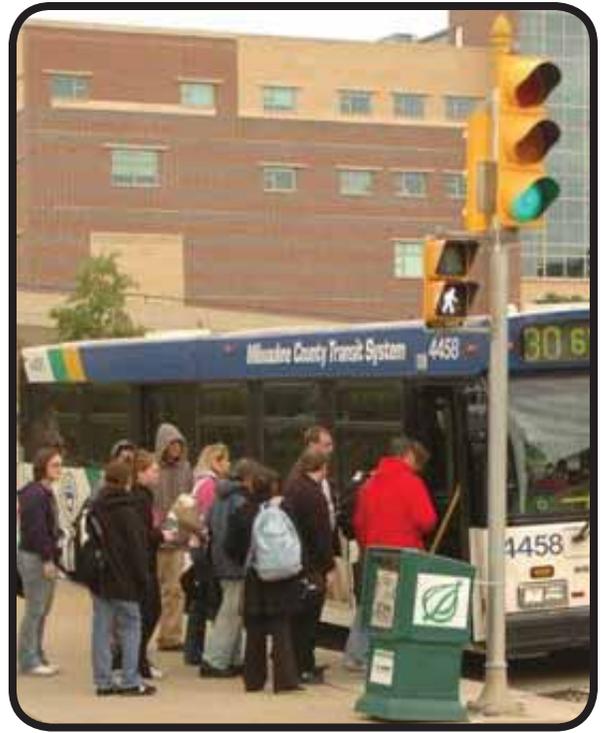
Transportation system benefits and costs will be shared by the region, with ongoing cooperation between local communities, governing entities, and public transit system operators.

OVERVIEW AND INTRODUCTION

The transportation potential of a strategic location on the shore of Lake Michigan and three major rivers drew settlers by the thousands to live, work, and raise families in Milwaukee. Today, Milwaukeeans may not fully appreciate the variety of transportation options already available for moving people and goods: an international airport, a deep water shipping port on the Great Lakes, cross lake ferry service, freight rail, passenger rail, a street and freeway system, an enviable parkway and boulevard system, local, regional and national bus service, miles of bicycle lanes, and millions of square feet of sidewalks. This is an excellent foundation for expanding transportation mobility options, supporting economic development, and continuing to provide a high quality of life.

STREET GRID

Milwaukee has an excellent street network with 1,450 miles of streets and an efficient arterial grid that is clearly a transportation asset. The street grid was well laid out and planned. Streets are not only safe, but also spacious enough for multiple modes of travel (pedestrian, bike, auto, bus) and inclusion of excellent pedestrian and bicycling options. Since the arterial grid system offers many good alternative routes, the need for freeway expansion in and around the city is minimized. However, the freeways and Milwaukee street grid have major maintenance needs.



PEDESTRIAN/BICYCLING

Walking and bicycling, great transportation options for short trips, are a major component of the urban living experience in Milwaukee. These activities are affordable and accessible to most residents, have a positive effect on the environment, increase the vitality of an area, contribute to public health goals, and ease congested streets. With 50 miles of bike lanes, 66 miles of signed bike routes and 52 miles of signed trails in the city, it's understandable that 49% of Milwaukee residents 16 and older reported riding a bike during the summer of 2007. The City has plans for 125 additional miles of bike lanes to complete the bike lane network and is in the process of updating its Bicycle Master Plan for the City of Milwaukee. The updated bicycle plan looks to Europe and other bike friendly communities in the United States for inspiration and seeks to add innovative facilities that will be attractive to more people. Since the City started aggressively adding bike lanes to street projects in 2005, commuter bicycle use is up almost 300% (according to the US Census) and the bicycle crash rate is down 75% in the past five years.

Pedestrian corridors are also getting attention. The city has an excellent pedestrian network, with sidewalks on more than 97% of the street grid. The City continues to expand its network of riverwalks and trails; area plans promote walkability; walk to work neighborhoods; and walking corridors are also being planned and developed along Wisconsin Avenue, Water Street, and Kilbourn Avenue as part of the downtown streetscaping project. The predominance of motor vehicles, however, can make it difficult for pedestrians to cross busy streets. Engineering alone cannot solve this problem. Increased enforcement and education programs are also needed, as well as traffic calming measures to promote a better pedestrian environment. The City's StreetShare program is one effort to encourage and educate more people about pedestrian safety, and if expanded, could influence change in driving culture.

PUBLIC TRANSIT

Public transit has been a vital component of Milwaukee's transportation infrastructure and economy since horse-drawn streetcars began providing service in 1860. The

Milwaukee Electric Railway, which ran from 1896 to 1949, became synonymous with the golden age of electric street railways. That system was eventually replaced with rubber-tired buses. Since 1975, public transit service has been provided by Milwaukee County through a contract with Milwaukee Transport Services, Inc. The Milwaukee County Transit System (MCTS) operates year round service on 43 local routes and 14 Freeway Flyer routes. These services generated 43 million rides in 2008 or approximately 150,000 passenger trips daily. Approximately 85% of all households in Milwaukee County are within walking distance (1/4 mile) of a bus stop. MCTS also manages Transit Plus which offers paratransit service to 18,000 people with disabilities, providing over 1.1 million accessible van and bus rides in 2008. The Bikes on Buses program added bike racks to every bus in 2009. MCTS regularly outperforms its peers in terms of efficiency and costs and, until recently, ranked as one of the best systems in the nation. Yet rising fuel costs, labor costs, and lack of a dedicated funding source have led to a nearly 20% reduction in service since 2000 and a 30% increase in the cash



fare. The County's current plans to improve mobility and provide increased public transit options include investment in new buses and development of bus rapid transit routes. The City of Milwaukee is moving forward with plans for a fixed guideway streetcar system connecting the Intermodal Station to jobs and activity centers downtown. The regional transportation plan recommends a doubling of public transit service with an emphasis on developing express and rapid transit system elements.

RAIL

A newly renovated Intermodal Station in Milwaukee is home to Amtrak, intercity buses, and limousine service. Amtrak rail service includes the Empire Builder, between Chicago and the Pacific Northwest, and the Hiawatha service featuring 7 daily trips between Chicago and Milwaukee with a stop at Mitchell International Airport. Milwaukee is currently participating in a feasibility study to develop a commuter rail system linking Milwaukee, Racine, and Kenosha with Chicago's Metra rail system to create a much needed commuter rail link between Milwaukee and Chicago. Over 900,000 jobs are accessible within one mile of train stations in the KRM-Metra corridor with an expanded potential for economic growth by linking southeastern Wisconsin and northeastern Illinois. Wisconsin is partnering with other midwest states proposing a modern high-speed rail network connecting Chicago and Minneapolis with stops in Milwaukee and Madison. Railroads also remain a force in moving freight in and out of the region, especially heavy commodities. Wisconsin & Southern Railroad handled over 50,000 rail carloads of freight in 2005, and expects that number to climb to over 73,000 carloads in the near future.

FREEWAY

Milwaukee built its first segment of freeway in 1953. There are now 270 miles of freeway in southeastern Wisconsin, of which 40 miles lie within

the city limits. According to a SEWRPC study, the system carries virtually all vehicle traffic traveling through the region on an average weekday and about 33% of all travel by Milwaukee County and Southeastern Wisconsin residents. But the system is reaching the end of its 40-50 year lifespan and has many design deficiencies. Within Milwaukee County the accident rate is more than double that of the other six southeastern Wisconsin counties due to a greater concentration of design deficiencies and more severe traffic congestion. WisDOT has recently completed renovations to the Marquette Interchange in the heart of the city and has committed to updating the Zoo Interchange and I-94 south, providing necessary safety improvements and increasing capacity in those critical transportation corridors.

AIRPORT

General Mitchell International Airport (GMIA) is owned and operated by Milwaukee County. Originally built in 1927, it expanded and was designated General Mitchell International in 1986. By 2008 it was served by 12 airlines and handled a record 7.7 million passengers including 54,000 international passengers. The airport primarily serves passengers from the region and increasingly from Illinois. According to the US Department of Transportation, average airfares out of Mitchell were lower than 58 other US airports. More than 183 million pounds of freight also came through Mitchell. The airport is one of only four in the country that is served by an Amtrak station.

Milwaukee County also owns Lawrence J. Timmerman Airport on the northwest side of the city. This field is primarily used for small private and general aviation.

PORT

The Port of Milwaukee had its first commercial cargo vessel in 1835. In 1912, the port grew from its inner harbor location to Jones Island which

offered the only remaining opportunity for the City to acquire water frontage capable of comprehensive terminal development. Located on Lake Michigan in the heart of the city, and surrounded by thriving neighborhoods, the City-operated Port remains a revenue generator. The Port offers key logistical advantages for moving goods. It is served by two first class railroads - the Union Pacific and the Canadian Pacific; it has water access to the Mississippi and other inland rivers via barges; it has no limitation to any size vessel that can transit the Great Lakes St. Lawrence Seaway system; and it has direct interstate highway access. In 2008 the Port of Milwaukee handled more than 900,000 tons of salt to keep winter streets and sidewalks safe, 500,000 tons of cement product for construction, and one million tons of coal for the state's power plants. In June of 2004, the Port welcomed the Lake Express, a high speed ferry linking Wisconsin and Michigan from terminals in Milwaukee and Muskegon. Milwaukee's port is the third largest exporter of grain on the Great Lakes and is looking to the future through exploration of emerging markets in renewable fuels handling, storage, and distribution.

TRANSPORTATION PLANS

Transportation policies in the Citywide Policy Plan were informed by State, Regional and County Plans, which include: 2035 Regional Transportation Plan, Connections 2030, Regional Freeway System Reconstruction Plan for Southeast Wisconsin, Regional Transportation Improvement Program, Milwaukee County Transit Development Plan (in progress), Kenosha – Racine – Milwaukee Commuter Rail Reports for Transit Now, Milwaukee to Madison High Speed Rail Environmental Assessment, Milwaukee Downtown Transit Connector Study (in progress), Tri State High Speed Rail Study for the Chicago – Milwaukee – Twin Cities Corridor, and the City of Milwaukee Bicycle Plan.

OPPORTUNITIES

1. Milwaukee's existing street grid system provides a strong urban foundation.

Street connectivity, specifically well-connected networks of traditional street grids, are essential to good urbanism. The grid provides good local mobility options for travel: cars, public transit, pedestrians, bicycles, and is accessible for people of all abilities. Many one-way streets have been returned to two way, calming traffic and supporting adjacent retail and local businesses. Buildings tend to face sidewalks and streets, rather than parking lots, which tends to improve pedestrian safety.

2. Funding for transportation options.

There are new and potentially expanding federal and state funds available for bike and pedestrian facilities than can complement and enhance the city's transportation network. In addition, the City has recently updated its bike plan and plans to develop a pedestrian plan in the near future.

Freeway reconstruction may provide an opportunity to create multimodal corridors and include features that focus on moving not only more vehicles, but more people. Potential savings from less freeway expansion could be used for safety

improvements, access management, and public transit options resulting in a better balance between public transit and highway spending; providing better service to transit-dependent people or those who choose not to drive; reversing the trend of more highways, more cars, more land consumption and more sprawl; and curbing our reliance on fossil fuel.

New funding opportunities exist for the development of bus rapid transit, commuter rail and streetcar systems – Wisconsin has never received any funding such as Federal New Starts, Small Starts or Very Small Starts. Federal stimulus funds are currently available for public transit projects that create jobs. Transit oriented development can generate additional resources through the use of TIFs, development fees, and savings in areas such as construction of parking structures and spaces.

3. Increased public support for public transit.

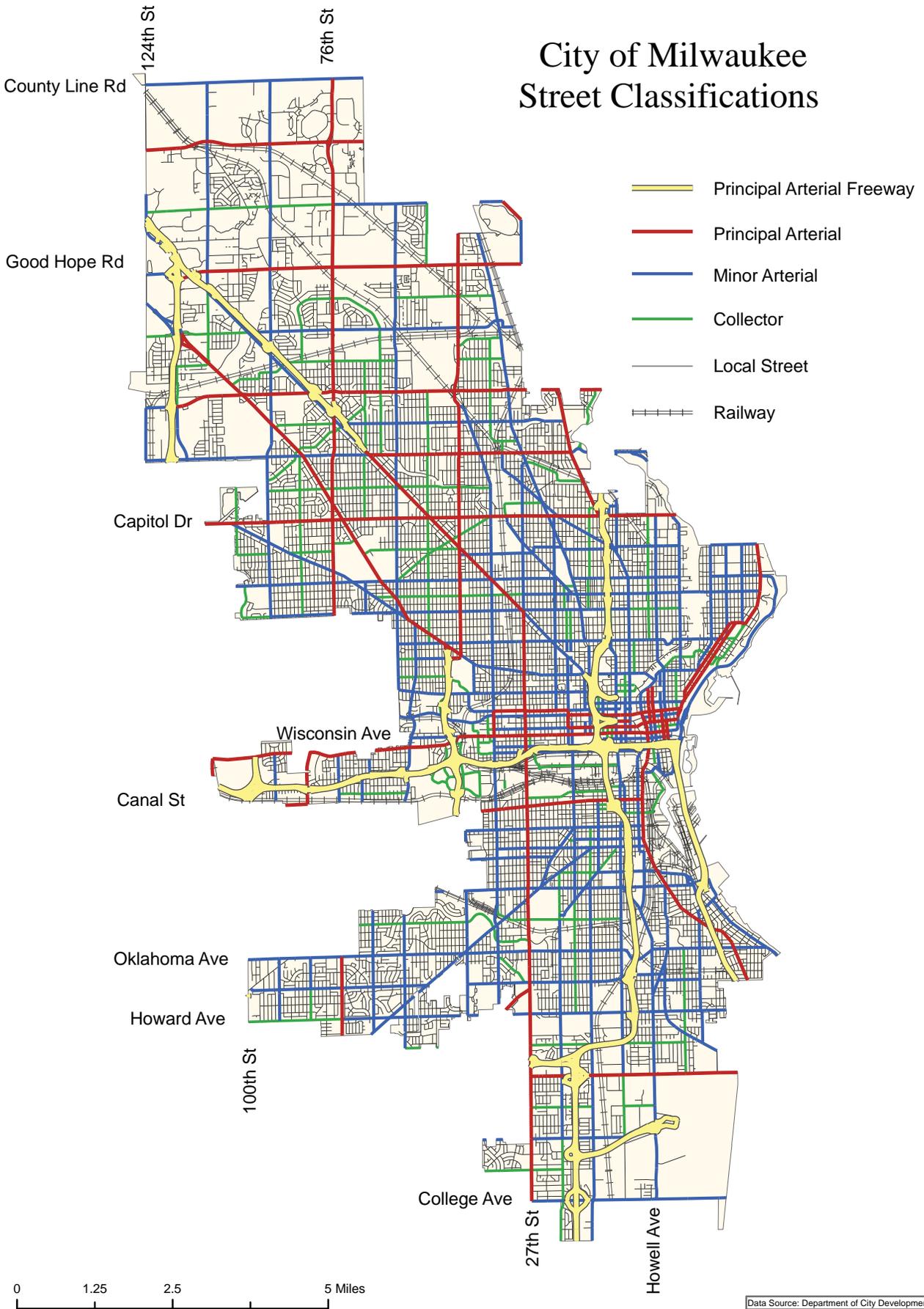
There has been a marked change in the dialog in Milwaukee County regarding support and expansion of public transit options. The majority of voters in a county-wide advisory referendum favored removing public transit funding from the property tax and exploring dedicated funding for transit, including creation of a

Regional Transit Authority (RTA) and use of additional sales tax to support and expand existing public transit options. SEWRPC's regional transportation plan recommends a renewed state commitment to public transit, a dedicated funding source for local public transit funding, and creation of a RTA. More people are amenable to supporting alternatives to the automobile such as light rail, bus rapid transit, and streetcars, especially as congestion and fuel costs increase. Demographic groups growing most quickly nationwide and reflected in Milwaukee's population trends (older, non-family, non-white households) have historically used public transit in higher numbers. This creates a ready market for expanded public transit options and dense Transit Oriented Development (TOD) that includes affordable housing near multi-modal public transit stations and stops. Real estate trends indicate the hottest development markets in the US are higher density housing near public transit, according to a study done by Reconnecting America. Transit oriented development provides new real estate development opportunities for Milwaukee. Milwaukee already has transit oriented development along many of its former streetcar routes, which makes the success of new public transit options even more feasible.





City of Milwaukee Street Classifications



4. The existing rail system.

Existing rail systems support economic development. Milwaukee has an opportunity to expand its passenger rail service to include commuter and high speed rail using existing rail lines without adversely affecting freight service. Milwaukee has also retained many unused rail corridors that can be reused for new service or converted to other transit modes such as biking or pedestrian trails.

5. Potential airport expansion and development of “Aerotropolis.”

Potential airport expansion provides an opportunity to foster economic development while creating better

transportation connections in an environmentally responsible manner. Surrounding businesses and the City of Milwaukee support the creation of an “Aerotropolis”, or planned development emphasizing aviation-oriented businesses in the area.

6. The Port of Milwaukee.

It is energy efficient and cost effective to move goods by water on boats and barges, compared to rail or truck. The Port of Milwaukee is well positioned as a deep water port to grow and expand, especially in the alternative energy industry capturing wind, solar, and other alternative fuels business and creating jobs.

7. More people live in cities.

Both nationally and in the Milwaukee area, there is a growing appreciation of urban living. Milwaukee’s dense urban neighborhoods offer walkability, easy access to arts, cultural amenities, shopping and services. These assets are particularly attractive to young professionals, empty nesters, and urban-minded people who prefer to live and work in the city and use safe, affordable public transit, and will support the long term development of a more robust and diversified transportation system.





CHALLENGES

1. Inadequate resources to maintain aging systems and expand transportation options.

Across the country, federal, state, and local governments are facing difficult budget decisions, rising deficits, and challenges to maintain basic levels of service. While transportation needs have increased, aging fleets, rising operating costs, legacy costs such as employee pensions, health care premiums, and cost increases for fuel have all resulted in deferred maintenance of systems and reductions in public transit service at a time when those services are needed most.

- SEWRPC has recently proposed a \$20.3 billion, 30 year regional transportation plan to maintain, add capacity, and operate the highway and public transit systems in the seven county Milwaukee region. Without additional dedicated funding sources, the plan predicts an annual financial shortfall of \$65 million.
- A recent study by the Public Policy Forum (PPF) found MCTS, one of the only systems of its size that relies solely on local property tax funding, has already been forced to cut service by 15% since 2000. MCTS buses carried 10.3 million fewer riders in 2007 than just seven years earlier, ranking it first among 13 peer public transit systems in lost ridership during that time frame. PPF states projections show a potential overall shortfall of \$1.6 million in 2009, \$18.3 million in 2010, \$23.7 million in 2011 and \$21.1 million in 2012. SEWRPC estimates an additional 37% cut in public transit service may be necessary by 2011 unless additional funding is secured.

- More than 60% of City of Milwaukee streets will need reconstruction over the next 10-15 years. While 12% of Milwaukee's bridges are considered functionally obsolete or structurally deficient, it is better than the national average, but still very costly.
- The new high-speed Midwest rail initiative is estimated to cost over \$500 million, KRM commuter rail \$200 million, and the Milwaukee Connector streetcar and BRT \$100 million.
- The freeway system is nearing the end of its 40 to 60 year service life, has numerous design deficiencies, high accident rates and will require complete reconstruction over the next 30-40 years. Estimated cost in 2009 dollars is approximately \$10 billion.
- The Port of Milwaukee cranes, with the largest lifting capacity west of Erie, PA, give the port a competitive edge among Great Lakes ports in handling large cargo. Port cranes have more than doubled their average yearly work hours the past two years by handling large energy equipment pieces. The cranes have exceeded their life expectancy and maintenance is a challenge. Capital funds for replacement are limited.

2. Disparities between public transit service, housing, jobs and destinations.

The city's population is changing and delivery of public transit service and options must adapt to the changing needs of Milwaukeeans.

- People over age 65 will comprise over 20% of the total population in 2035, compared to only 13%

in 2000, according to SEWRPC. As people age and their ability to maintain and operate a car decreases, more will seek safe, efficient public transit options. Baby boomers expect greater mobility than previous generations, even as they transition from using personal vehicles to other forms of travel, according to a WisDOT study.

- 25% of all households in the City of Milwaukee did not have access to a car compared to only 8% statewide, according to the 2000 census.
- 43% of public transit riders in Milwaukee use public transit to get to and from work. 75% of those are considered captive because they do not have a car. Without a good public transit system, many people may not be able to keep their jobs. Net job growth has occurred in the suburbs since 1995, according to the Center for the Study of Jobs & Education in WI. While job opportunities remain in Milwaukee, more new jobs are located in the surrounding counties, areas inaccessible or outside of the current public transit system. This denotes a serious mismatch between where job seekers live, what can be accessed by public transit, and where jobs are located. With a concentration of unemployed and underemployed in Milwaukee, traveling to and from jobs, and seeking new opportunities within the region has become a major challenge.

Little cooperation exists among public transit system operators in the communities in and around Milwaukee County. The result is limited connectivity across county lines and between cities. Without a seamless transition of public

transit modes, fares and schedules, commuters have limited ability to access jobs, education, and health care across jurisdictional boundaries, resulting in lost work hours, lost wages and reduced productivity.

The current public transit system (buses that make frequent stops) is not well suited for longer trips. Express buses, streetcars, commuter or light rail which serve long distance commutes would greatly increase the feasibility of choosing public transit for work related commuters.

Another challenge is to get people to existing and expanding employment centers, such as downtown, the Menomonee Valley, or the 30th Street Industrial Corridor. Outlying employment areas, such as the County Grounds, should also be better served by public transit. Public transit can help to strengthen employment across the region.

3. The region currently lacks an entity with authority and a dedicated revenue source to implement public transit solutions.

Only recently has Milwaukee decided to pursue a three county Regional Transit Authority (RTA). The RTA members consist of Milwaukee, Racine and Kenosha

counties, in coordination with SEWRPC, as well as state and federal authorities. Dedicated funding for the RTA could come from a variety of sources: sales tax, rental vehicle tax, property tax, and local vehicle registration fees. This fledgling organization faces significant challenges as it attempts to foster greater public transit.

4. Decentralized land use patterns have resulted and continue to result in increased automobile usage.

The pattern of sprawl continues to effectively shift population in the region outward, resulting in increased vehicle trips and vehicle miles, and a decline in occupancy per vehicle. Commutes are longer; accidents and congestion are increasing.

Between 1963 and 2001, the region experienced:

- 58% increase in households, mostly outside of the City of Milwaukee
- 113% increase in the number of vehicle trips
- Decline in vehicle occupancy from 1.42 persons to 1.05 persons per vehicle
- 203% increase in vehicle miles of travel

- 149% increase in the number of personal vehicles available to residents

Sprawl results in inefficient use of personal resources, but also results in inefficient use of state resources, by improving infrastructure which serves low density, decentralized areas.

5. As a region, we are heavily overinvested in transportation choices that pollute, contribute to a sedentary lifestyle, and negatively impact the environment.

Automobile dependence may lead or lead to less exercise, especially compared to walking and bicycling which improves health and reduces emissions. Preventable public health issues such as obesity, heart disease, diabetes and respiratory ailments are on the rise. A transportation system that necessitates hours of automobile commuting over walking, bicycling or public transit ride-sharing, impacts these issues. Vehicle exhaust is the leading cause of air pollution that contributes to asthma and cancer. On a global scale, emissions of greenhouse gases from vehicles are a major contributor to climate change.





COMPLETE STREETS LEGISLATION

Wisconsin is one of only a few states that has passed Complete Streets legislation. This important legislation provides for accommodation of bicycle and pedestrian facilities in reconstruction or new street projects.

What are Complete Streets?

Complete streets are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists, and public transportation users of all ages and abilities are able to safely move along and across a Complete Street.

The Many Types of Complete Streets

There is no one design prescription for Complete Streets. Elements may include: sidewalks, bike lanes (or wide paved shoulders), special bus lanes, comfortable and accessible public transportation stops, frequent crossing opportunities, median islands, accessible pedestrian signals, curb extensions, and more. A complete street in a rural area will look quite different from a Complete Street in a highly urban area, yet both are designed to balance safety and convenience for all users.

Menu of Options

A large part of the complete streets movement is the documentation of good design options that may apply to a range of urban to rural settings.



POLICIES

I. MAKE TRANSPORTATION DECISIONS TO SUPPORT ECONOMIC DEVELOPMENT, ENVIRONMENTAL SUSTAINABILITY AND COMMUNITY GOALS. **Planning, locating, building, and maintaining transportation infrastructure involves critical decisions that significantly impact other aspects of Milwaukee’s urban fabric and function. Wise, informed decision making with a long term vision can result in vast improvements in the quality of life for people, businesses, and whole communities within the Milwaukee region.**

A. ***Coordinate regional transportation planning with land use planning***

1. Support compact development patterns that are readily served by public transit
2. Encourage development of job and activity centers on public transit lines through incentives such as density bonuses and flexible zoning
3. Continue to support freeway upgrades which do not require increases in width and do not require double decking, while supporting freeway upgrades that provide space for future multi-modal options
4. Reuse and redevelop existing facilities, brownfields and greyfields within the city already served by public transit connections and transportation infrastructure
5. Review parking policies and development of new parking lots to reduce areas devoted to surface parking
6. Encourage people who have long, single destination commutes to consider public transit

B. ***Assure city zoning codes and policies support multi-modal transportation***

1. Provide zoning and incentives for Transit Oriented Development (TOD)
2. Plan parking to support public transit options
3. Continue to promote industrial development along rail corridors, near the port, and near airport freeway interchanges
4. When creating site design standards or approving site plans for new industrial or office parks, consider access by all modes of transportation. These areas should have sidewalks, well designed parking lots, pedestrian connections, and provisions for multi-modal transportation

C. ***Promote transportation improvements that enhance health and quality of life***

1. Promote public awareness of available transportation options and the impact travel choices have on household finances, personal quality of life, health, society and the environment
2. Promote incentives that encourage the use of more efficient commute modes including free or discounted public transit fares; company travel reimbursement for bicycle or public transit mileage for business trips; commuter savings accounts; preferred parking for car pools; and providing a transportation allowance as an alternative to free parking for employees
3. Promote multi-modal transportation options as part of an urban lifestyle
4. Identify, evaluate and mitigate environmental impacts of transportation investments and operations including impacts on air and water quality, noise, climate, environmentally critical areas and endangered species
5. Consider requiring street reconstruction projects to include a basic health impact analysis that rates a project based on public health impacts



II. CONNECT MILWAUKEE TO THE COUNTRY AND THE WORLD FOR TRADE AND TRAVEL.

Capitalize on Milwaukee's location and infrastructure assets to enhance its position as a destination and hub in the global marketplace.

A. Preserve and improve mobility and access for the transport of goods and services

1. Design street improvements on designated streets to balance trucking needs and access to businesses with pedestrian and neighborhood safety
2. Maintain and improve rail lines and multi-modal facilities to safely and efficiently accommodate use and movement of freight as well as passengers
3. Maintain infrastructure of the Port of Milwaukee, and preserve and enhance multi-modal connections
4. Coordinate the review of potential operational or legislative changes that may impact the movement of passengers and freight
5. Promote a multi-modal freight transportation strategy, including rail, truck, air and water transport for the efficient movement of goods to support economic development. Work toward improved inter-modal connections between rail yards, industrial areas, airports, the port, and regional roadways.
6. Support and promote the midwest high speed rail system linking Chicago, Milwaukee, Madison, and Minneapolis

B. Maintain and expand passenger multi-modal transportation options and facilities

1. Continue developing the "Aerotropolis" to support economic development around the airport.
2. Encourage greater use of Milwaukee's Inter-modal Station through expansion of existing services and the addition of commuter and high speed rail, as well as strengthened connections to major downtown destinations and the Port of Milwaukee
3. Support the existing high speed ferry service and a stop or a connection to Great Lakes cruise ship service at the Port of Milwaukee or Municipal Pier



III. SUPPORT THE EXPANSION OF PUBLIC TRANSIT AND PROMOTE OPTIONS THAT CONNECT THE GREATEST NUMBER OF PEOPLE TO THE GREATEST NUMBER OF DESTINATIONS.

A focus on moving the greatest number of people efficiently rather than the greatest number of automobiles (most with only one person per vehicle for journey to work) will enhance the quality of life and mobility of the city, reduce the environmental impact of the transportation system, and improve the economic position of many households.

A. Support the expansion of public transit options and service

1. Support expansion of local public transit service hours and frequency
2. Support the development of bus rapid transit, streetcar, or an express bus network
3. Develop a sustainable fixed guideway transit system, such as a streetcar, to initially circulate people in downtown and nearby neighborhoods, with a plan to fund the initial segment, guide future expansion and allow Milwaukee to be more competitive in receiving federal transportation funds
4. Support commuter rail initiatives connecting Milwaukee to other urban centers in the region
5. Support rail initiatives connecting Milwaukee to other large urban centers in the state and country, like the midwest high speed rail initiative

B. Explore funding and governance options for the maintenance and operation of new and existing modes of public transit

1. Maximize the return of federal and state funding to the city and county for public transit
2. Support policy changes that balance transportation funding between highways and public transit
3. Support policy changes at all levels of government which emphasize fix it first or the maintenance of existing streets and freeways prior to major expenditures on redesign and reconstruction
4. Support the efforts of a regional transit authority (RTA), with a dedicated funding source, and its authority to coordinate and implement public transit services across jurisdictional boundaries within the region
5. Explore alternatives to fund public transit expansion such as development fees, parking, tolls, congestion pricing, and TIFs

C. Provide amenities which enhance the experience of public transit users

1. Provide stops that are easily identifiable, comfortable and safe, with schedules posted
2. Support adding amenities at stations such as user friendly routing information, ticketing, and real time schedule information
3. Make public transit services and amenities available for people of all abilities, especially those who depend on public transit for mobility
4. Implement the city's downtown parking plan and park once concept and expand the concept to other retail corridors and neighborhood centers



IV. MAINTAIN A SUSTAINABLE AND WELL BALANCED STREET AND HIGHWAY NETWORK THAT SAFELY AND EFFICIENTLY MOVES PEOPLE AND GOODS AND SUPPORTS THE ECONOMY. **As the primary circulatory framework for transportation, streets must continue to be improved structurally and functionally to be used as efficiently as possible. Where feasible, rights-of-way can be restructured to accommodate a greater diversity of transportation options and to minimize the impact on the environment.**

A. *Maintain the existing system of streets and bridges*

1. Improve the quality of pavement through regular and adequate maintenance of city streets
2. Continue the practice of designating a system of streets to accommodate heavy vehicles and trucks
3. Improve the safety and operational conditions at freight rail and street crossings
4. Continue to support freeway upgrades which do not require increases in width and do not require double decking, while supporting freeway upgrades that provide space for future multi-modal options
5. During routine maintenance, consider necessary infrastructure adjustments which support future public transit options, for example relocate manhole covers and underground utilities to accommodate future streetcar routes
6. Ensure bicycle lane markings are maintained, and consider separated bike lanes on heavily trafficked routes

B. *Continue to encourage integration of Complete Streets principles and sustainability into street design and reconstruction projects*

1. Continue the practice of designing for multi-modal transit options for new or reconstructed streets. Complete streets ensures comfortable capacity for pedestrians, bicycles, public transit and automobiles. Also consider placement of utility infrastructure as it impacts Complete Street design
2. Include stormwater facilities and sustainable boulevards with street design where feasible
3. Consider pedestrian islands and other features to improve pedestrian safety
4. Include bike lanes where feasible
5. Consider narrowing rights-of-ways that are unnecessarily wide and use the space gained for extra sidewalk width, landscape, or bike lanes

C. *Provide transportation demand management, also support programs and strategies aimed at reducing car trips, minimizing miles driven and increasing occupancy*

1. Encourage efficient street usage by means of progressive traffic signals
2. Support and encourage car sharing programs especially in dense areas of the city.
3. Develop education programs to provide information about the real cost of commuting via automobile
4. Encourage the adoption of incentive programs for employees that recognize and reward car pooling, public transit use, or alternatives to automobiles

V. INCREASE OPPORTUNITIES FOR WALKING AND BIKING AS PRACTICAL OPTIONS THAT CONTRIBUTE TO NEIGHBORHOOD VITALITY AND PUBLIC HEALTH. **The transportation infrastructure of the city can be improved by expanding facilities and infrastructure to support transportation options for people of all abilities.**

A. **Create attractive and convenient pedestrian and bicycle routes and facilities**

1. Expand opportunities to bike with more on-street bike lanes, shared-use paths, bicycle boulevards, cycletracks, and raised bike lanes, and seek out innovative ideas that go beyond lanes and trails to encourage even more people to bike
2. Expand opportunities to walk with more shared-use paths, riverwalks and pedestrian corridors, and seek out innovative ideas to encourage even more people to walk, while ensuring accessible routes for people of all abilities
3. Provide well designed pedestrian crosswalks and islands; especially near schools, parks and access points to other transportation facilities
4. Implement designs that foster safety for all street users
5. Increase law enforcement measures that improve safety, such as yield compliance and camera-monitored or other speed enforcement for motor vehicles. Support public service announcements to increase motorist education on bicycle and pedestrian rights and laws
6. Continue to support police presence on foot, bike, and horse
7. Continue to use Complete Streets design concepts
8. Continue to update the City's Bike Plan and develop a Pedestrian Plan
9. Promote Safe Routes to Schools concepts within the city and region

B. **Provide amenities for bikes and cyclists**

1. Increase covered and secure bike storage options especially at multi-modal connections
2. Encourage employers to provide access to showers and rest rooms for people biking to work
3. Increase the quantity of bike storage racks at activity centers, commercial areas, and public transit stations
4. Integrate bike transit with new forms of bus rapid transit and rail





C. Ensure accessibility for people of all abilities

1. Maintain sidewalks especially along major arterials
2. Continue to comply with ADA standards and use universal design for all new and reconstruction street projects
3. Develop creative pedestrian and bicycle options and incorporate access across barriers such as rivers and freeways

D. Utilize streetscaping to create safe and engaging pedestrian and bicycle friendly spaces

1. Plan and implement pedestrian and bike friendly lighting improvements
2. Invest in wayfinding for directions and ease of use on major thoroughfares
3. Incorporate public art and street furniture in street reconstruction projects as funds will permit
4. Provide landscaping with trees and generous planting strips between the street and sidewalk where feasible

