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*****PLEASE NOTE MEETING LOCATION*****

Public Notice of the City of Sun Prairie, pursuant to Section 19.84, Wisconsin Statutes, is hereby given to the public and to the news media, that the following meeting will be held:

COMPREHENSIVE PLAN STEERING COMMITTEE

DATE: **WEDNESDAY, JANUARY 16, 2019**

TIME: **6:00 PM**

LOCATION: *****COUNCIL CHAMBERS*****
MUNICIPAL BUILDING
300 EAST MAIN STREET
SUN PRAIRIE, WI 53590

To consider the following:

1. **CALL TO ORDER AND ROLL CALL**
2. **APPROVAL OF MINUTES**
 - A. December 12, 2018
3. **OLD BUSINESS**
4. **NEW BUSINESS**
 - A. PROCESS AND SCHEDULE UPDATE
 - B. DISCUSSION OF MOBILITY AND TRANSPORTATION SYSTEMS ISSUES AND OPPORTUNITIES OVERVIEW
 - I. ACTIVE TRANSPORTATION
 - II. TRAFFIC CONGESTION AND HWY 19 ROUTING
 - III. TRANSIT SERVICE
 - IV. ELECTRIC-ASSIST BIKES AND SCOOTERS
 - V. AUTONOMOUS AND ELECTRIC VEHICLES

5. **DISCUSS NEXT MEETING DATE**

6. **PUBLIC COMMENTS**

7. **ADJOURNMENT**

Posted: January 10, 2019

Posted: Sun Prairie City Hall
300 East Main Street

Sun Prairie Public Library
1350 Linnerud Drive

Sun Prairie Utilities
125 West Main Street

*Paul T. Esser - Chairperson
Jorge Hidalgo
Drew Kuehl
John Muller
Janet Rosseter
Bryant Stempski
Eder Valle*

*Kalvin Barrett
Don Hooser
Emily Lindsey
Terrell Outlay
Erin Ruth
Theresa Stevens*

*Peter Dettmer
Curt Klinkner
Stephanie Manthey
Dan Presser
John Schulze
Angela Thomas*

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**COMPREHENSIVE PLAN STEERING COMMITTEE MEETING MINUTES
SUN PRAIRIE, WISCONSIN 53590**

DATE: WEDNESDAY, December 12, 2018

TIME: 6:00PM

**LOCATION: MUNICIPAL BUILDING
COUNCIL CHAMBERS
300 E. MAIN STREET
SUN PRAIRIE WI 53590**

1. CALL TO ORDER AND ROLL CALL

Committee Chairperson Mayor Paul Esser called the meeting of the Comprehensive Plan Steering Committee to order at 6:00 pm. Attendance sheet attached.

Staff present: Aaron Oppenheimer, Scott Kugler, Tim Semmann, Sarah Sauer, Philip Gritzmacher, Jr.

Others Present: Jason Valerius (MSA)

2. APPROVAL OF THE MINUTES

A. Motion to approve the November 28, 2018 minutes: Schulze (1st), Klinkner (2nd) / approval by voice vote.

3. OLD BUSINESS

A. None.

4. NEW BUSINESS

A. **UPDATED UTILITIES AND COMMUNITY FACILITIES SECTIONS:** Valerius said that document updates have not been completed. He said that MSA plans on providing these materials at the next meeting of the Steering Committee.

B. **HOUSING DATA REVIEW AND POLICY DISCUSSION:** Valerius provided the group with the housing survey and a draft of the plan goals, objectives, and policies recommendations. He explained that, in contrast to the previous plan, MSA and City staff worked to simplify and refine the document. He then explained that MSA worked to highlight the most important policy recommendation in each goal and wanted feedback on whether or not the most important recommendations were indeed highlighted.

Goal 1: the city will actively evaluate and support the health of neighborhoods.

Valerius said that MSA recommends the City for a housing committee or similar appointed body to help evaluate and advise on housing issues. He said that the committee should be made of developers, non-profits, and others with specialized housing market knowledge. Hooser suggested that the idea seems to circumvent existing city committee structures. Valerius said that it would not be an approval body, but rather an advisory committee that would publish an annual housing

report. The group would also oversee the use of a housing fund that would help support housing affordability and rehabilitation.

Muller asked if this would be a standing city committee or an ad hoc committee. Valerius said that it would be a standing committee. Muller then asked if the group would solicit for market-rate housing projects. Valerius said no, the Community Development Authority (CDA) should direct such activity. Muller then asked whom the group would report. Valerius and Kugler suggested the CDA – which would take on a bigger role under this new structure, explaining that they now just review TIF requests. Thomas suggested creating a task force instead of a standing committee, tasking with the specific goal over the short term. Hooser said he disagreed, as he believed the committee sounds as though it would operate over the long term.

Esser said that he was in favor of the creating of such a group, as no other group in the city is advocating for affordable housing. He said that he has suggested that the CDA lead such an effort. He said that the explosion led him to this conclusion – seeing how much of the affordable housing in the community was destroyed. He then said he did not believe it was another level of bureaucracy, but as an area without representation in existing structures.

Hooser said that new “affordable housing” is not truly affordable. Esser explained that only a portion of the units are affordable. Kugler added that different sites accommodate affordable housing at different affordability levels. He then explained affordability thresholds. Hooser said that it did not appear that the group was reaching consensus on the goal. Valerius suggested using “fist-to-five” voting to determine if there was a consensus around recommendations. He explained that a “fist” would block a vote, and one-five fingers during a vote would demonstrate how strongly an idea was supported.

Valerius asked the group how they felt about forming a standing housing committee related to housing policy, housed under the CDA. The group developed consensus around this idea.

Goal 2: Every Resident will have affordable, accessible, desirable housing options in the city at all incomes.

Valerius explained that the primary recommendation meet this goal was to provide funding for programs to increase affordable housing. Lindsay said that the goal makes sense for the newly empowered CDA. She said that the CDA should target TIFs for affordable housing – regardless of whether or not they are ready for closure. Valerius said that an active TIF could not fund a fund. Hooser added that the City would need to get buy in from existing TIF members. He then said this reminds him of Section 8 housing vouchers. Valerius explained that MSA was not recommending vouchers, but rather that the City is a more active partner in affordable housing development. Mueller said that he was not sure that other communities were involved in these types of ventures. Valerius said that Madison, Middleton, and Fitchburg all have a version of this sort of program. Hidalgo emphasized that the survey said this was an area that needed to be addressed.

Valerius asked the group how they felt about the policy being a primary recommendation. The idea was supported by most of the group, with some members a bit more skeptical of the policy.

Valerius then asked the group how they felt about the Policy 3, “Specifically address the significant housing gap for households earning less than 30% of the Dane County Median Household Income by partnering with the Dane County Housing Authority to build or renovate units targeted to these residents.” The policy has strong support in relation to the previously recommended policy.

Goal 3: Every Sun Prairie neighborhood will be healthy and balanced, including a mix of housing types and price points and convenient access to daily needs goods and services.

Valerius explained that the primary policy under this goal would be as follows: “As existing neighborhoods change over time, the City will seek a healthy mix of housing units. In neighborhoods where most units are single-family detached homes, the City will encourage new attached unit formats such as townhomes, duplexes and apartment buildings. In neighborhoods where most units are in apartment buildings, the City will encourage townhomes, duplexes, and single-family detached homes.”

Hooser said that he was against this goal. Mueller said that he did not understand how it would work in existing neighborhoods. Gritzmacher said that that the policy would not result in the creation of multifamily in the middle of single-family neighborhood, but rather a transition. He also said it would allow for the conversion of single family in targeted areas into multifamily. Rosseter said that should would like to see a goal focusing on socioeconomic diversity.

Valerius modified the recommendation to specifically address Hooser and Mueller’s concerns, specifying that the changes would occur in areas of transition. Using fist-to-five voting, the group developed a consensus around his new phrasing.

Goal 4: All Sun Prairie housing and neighborhoods will be designed and maintained as desirable places to live

Valerius explained that a policy of “Encourag[ing] and support[ing] reinvestment in existing housing, including:

- Create a revolving loan fund for housing rehabilitation. The funds can be used to support reinvestment in single-family and multi-family buildings.
- Work with developers experienced with rental housing renovation and the Dane County Housing Authority to pursue tax credit-funded renovation of aging units while protecting their affordability

Mueller asked if the City already has funds for this type of program. Esser said that the program had been dissolved. Lindsey said that a similar state program had been dissolved as well. Stevens said that, while this goal was important, she believed that another policy that was not identified as a key policy – “Promote neighborhood identity and social connections by encouraging the creation of neighborhood associations. Assign a staff planner to support neighborhood associations and create a modest grant program to incentivize things like neighborhood entry signs, public art, and block parties.” – was more important. She believed that the policy would build community. Valerius said that he agreed that an argument could be made that this policy was the most important. Lindsey and Presser said that they agreed. After voting, the group came to a consensus around the idea.

5. DISCUSSION OF NEXT MEETING DATE

- A. The next meeting date will be January 16th, 2019 at 6:00 pm. The following meeting will be January 30th, 2019 at 6:00 pm.

6. PUBLIC COMMENTS

- None

7. ADJOURNMENT

- A. Motion to adjourn the December 12, 2018 meeting of the Comprehensive Plan Steering Committee at 8:00pm by Hidalgo (1st), Muller (2nd) / approval by voice vote.

Recorder: P. Gritzmacher, Jr.

*Paul T. Esser - Chairperson
Jorge Hidalgo
Drew Kuehl*

*Kalvin Barrett
Don Hooser
Emily Lindsey*

*Peter Dettmer
Curt Klinkner
Stephanie Manthey*

*John Muller
Janet Rosseter
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Angela Thomas*

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COMPREHENSIVE PLAN STEERING COMMITTEE MEETING ATTENDANCE

Date:

Committee Members	Present	Absent
Mayor Paul T. Esser - Chairperson	___x___	_____
Kalvin Barrett	_____	___x___
Peter Dettmer	___x___	_____
Jorge Hidalgo	___x___	_____
Don Hooser	___x___	_____
Curt Klinkner	___x___	_____
Drew Kuehl	_____	_____
Emily Lindsey	___x___	_____
Stephanie Manthey	_____	___x___
John Muller	___x___	_____
Terrell Outlay	_____	___x___
Dan Presser	___x___	_____
Janet Rosseter	___x___	_____
Erin Ruth	_____	_____
John Schulze	___x___	_____
Bryant Stempski	_____	___x___
Theresa Stevens	___x___	_____
Angela Thomas	___x___	_____
Eder Valle	___x___	_____

Sun Prairie Comprehensive Plan

Transportation Issues and Opportunities [DRAFT]

JANUARY 9, 2019

The planning process includes a review of data that describes existing transportation conditions (See Volume 1) and many forms of input from stakeholders throughout the community. The following issues and opportunities stand out as most relevant to the goals, policies and actions in this chapter.

Public Transportation [PHOTO OF MADISON METRO BUS]

Transportation and public transit services have been prominent topics of discussion in the City for the past few years. A Transportation Summit in August 2016 led to the creation of the Ad-Hoc Committee on Transportation and a report issued in 2017 that emphasized the need for public bus service. The final question in the 2018 Community Survey asked people what other improvements they desired that were not addressed in the survey. The most common answer, by far, was bus service to Sun Prairie. This topic also came up frequently as a need within focus group discussions. Bus service between Sun Prairie and the City of Madison is looking more likely; the City has budgeted funds for 2019 to support an express route during peak AM and PM commuting hours between two locations in Sun Prairie and downtown Madison. There has also been public interest in improving the City's ride-share taxi service, including more responsive pickups and service to more places, such as DeForest.

Bicycle and Pedestrian Facilities [PHOTO OF EXISTING OFF-STREET PATH]

The City has pieces of a strong walking and biking network, including sidewalks on most streets constructed or reconstructed since 2005 and about 36 miles of paved, off-street paths.. However, there are still many gaps in this network and residents have identified the closing of those gaps as a high priority for the City. According to the 2018 community survey, "bicycle/pedestrian facilities" was the second most common selection for increased tax dollar spending (43%) among a list of 17 options. When asked about a list of 22 possible neighborhood recreation improvements, survey respondents identified "Off-road walking/biking trails" as the highest priority. The City's biking network includes very little on-street infrastructure such as marked bike lanes, route signage or bike detection at signalized intersections. This shortcoming came up during focus group discussions, and the need for a policy on roadway design (including marked bike lanes) was noted in the 2017 Final Report from the Ad-Hoc Steering Committee on Transportation. In the community survey, 60% of respondents said they would feel safe using a marked bike lane on local streets, but only 30% said the same about busy streets, with a strong preference for off-street paths if along a busy street.

Regarding sidewalks, a strong majority of survey respondents supported installing sidewalks when reconstructing existing streets, both on collector streets (72% support) and local streets (55%). The City has been requiring sidewalks on both sides of all streets, including new streets and as part of reconstruction projects where sidewalks are missing, relying on a detailed policy in the comprehensive plan. However, enforcement of this policy has been inconsistent, resulting in annual controversy as property owners seek and sometimes receive waivers to this requirement. City staff and elected officials have noted a desire for greater predictability and less friction around this process, and the 2017 Final Report from the Ad-Hoc Steering Committee on Transportation calls for formal codification of the policy.

Traffic Congestion

[PHOTO OF PRAIRIE LAKES]

The City has more than doubled in population in the past 30 years, as part of a strong growth trend throughout the region. Though the city has good access to a high-quality, high-capacity freeway system, the growth has stressed and congested certain routes and intersections within Sun Prairie. Residents have shared concerns about traffic in the community survey and in focus groups and public open houses. Primary areas of concern are the City's most prominent retail destinations: Prairie Lakes and Downtown, especially during peak travel times. A related issue is the limitations of the city's east/west travel routes – WIS 19 isn't the only way to get in, out or through the City, but from many parts of the City there are few alternatives. The City has recently engaged WisDOT in a conversation about changing where the WIS 19 route connects from Windsor St. to Main St. Focus group participants noted a desire to find an alternate route for trucks that would somehow bypass the downtown.

Shifting Transportation Technology

[PHOTO OF ELECTRIC BIKE OR AUTONOMOUS VEHICLE]

All communities are beginning to wrestle with the impacts of changes in technology that may change how people travel. One change that is already occurring is the growth of electric motor-assisted devices such as bikes, scooters and skateboards. These devices expand the range and speed of travel for users, but they also present a regulatory challenge – where can they be safely used? The other, more significant change on the way is the growth of autonomous vehicles. By most accounts we are on the cusp of a new era in which vehicles will gradually be able to drive themselves with limited input from riders. The first fully-autonomous vehicles are expected to be on the open market within the next ten years and this could start to change things like parking needs (less), curbside pick-up/drop-off space (more), drive lane width (less), and acceptable commute distances (longer).

CITY OF SUN PRAIRIE Comprehensive Plan 2019-2029

Volume 1: Community Indicators Report

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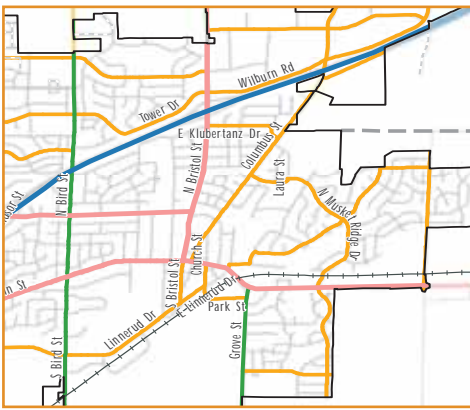
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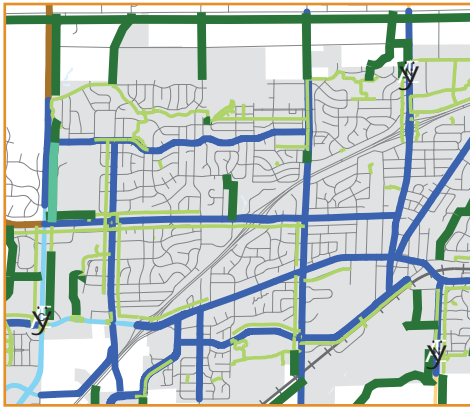
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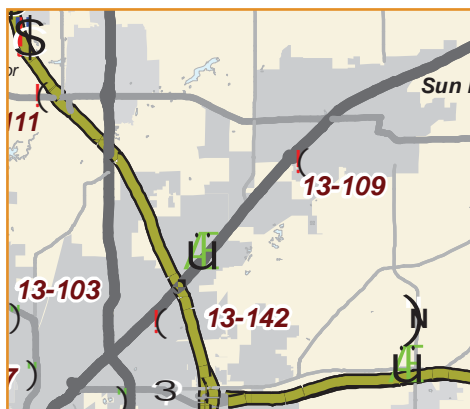
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Mobility & Transportation Systems

ROAD NETWORK



West Main Street

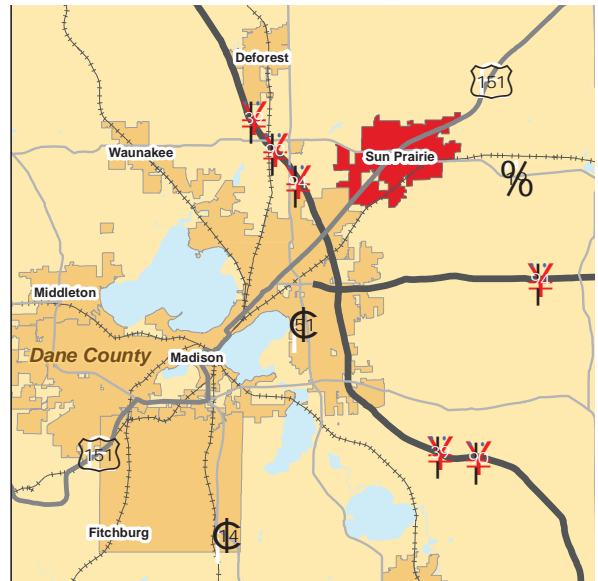
This chapter provides information about the state of the transportation network and associated infrastructure existing within the Planning Area and surrounding region.

Volume 2 of this plan element contains the goals, objectives, policies and recommendations that are intended to guide the proper management, improvement, and expansion of the transportation systems in Sun Prairie.

Regional Highway System

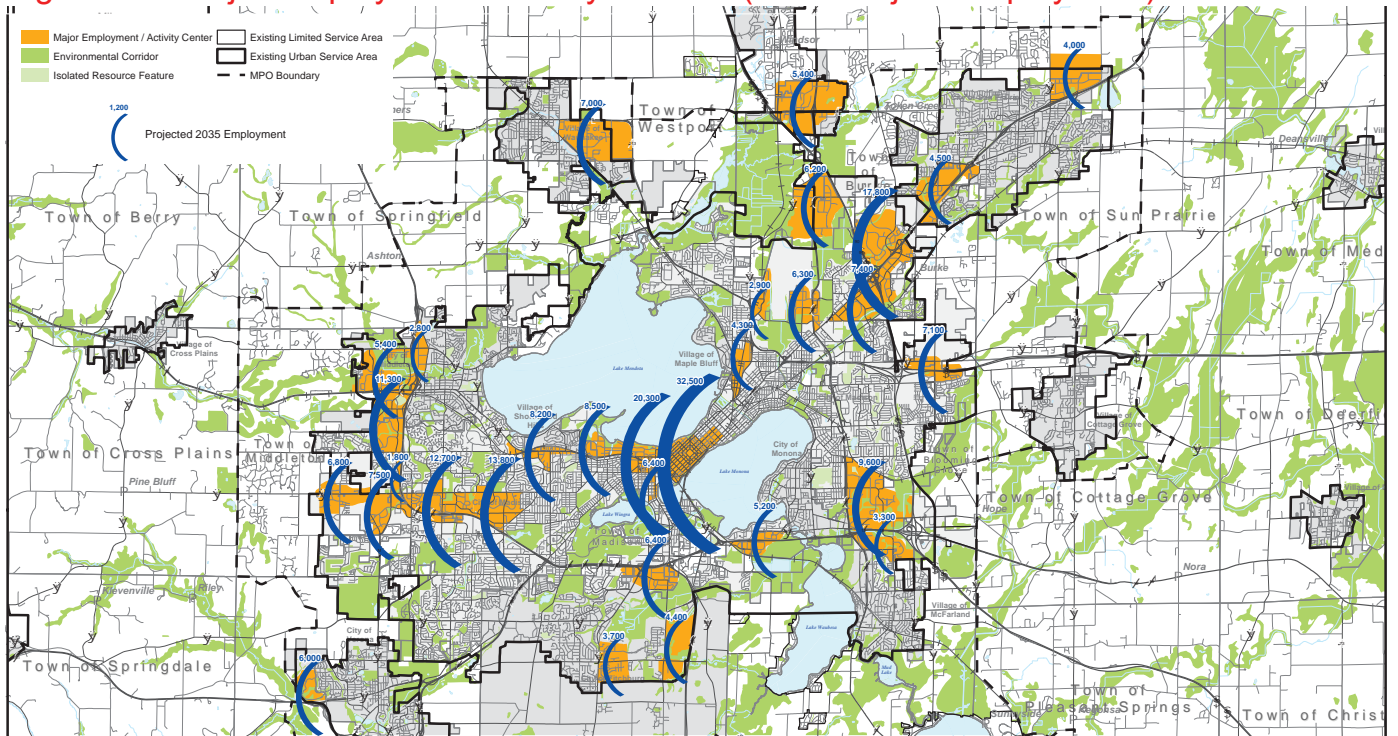
The City of Sun Prairie is served by a regional highway system that connects the City to other cities within the region and throughout the United States. Highways located in Sun Prairie that are part of this system include one federal highway (USH 151), one state trunk highway (WIS 19), and two county trunk highways (CTH C and CTH N). Map 8-1 illustrates these transportation corridors.

USH 151 is a limited access highway that connects Sun Prairie with Madison and Interstate 39/90/94 (I-39/90/94) to the southwest and Fond du Lac and the Fox Valley to the northeast. Currently, there are



four interchanges providing access to the City from USH 151. They are located at CTH N (N. Bristol Street), WIS 19 (Windsor Street), W. Main Street, and S. Grand Avenue/Reiner Road. USH 151 is a major corridor that provides regional highway access to the Sun Prairie Business Park and other commercial districts.

Figure 8-1: Major Employment / Activity Centers (2035 Project Employment)



Source: Regional Transportation Plan 2035 (2014)

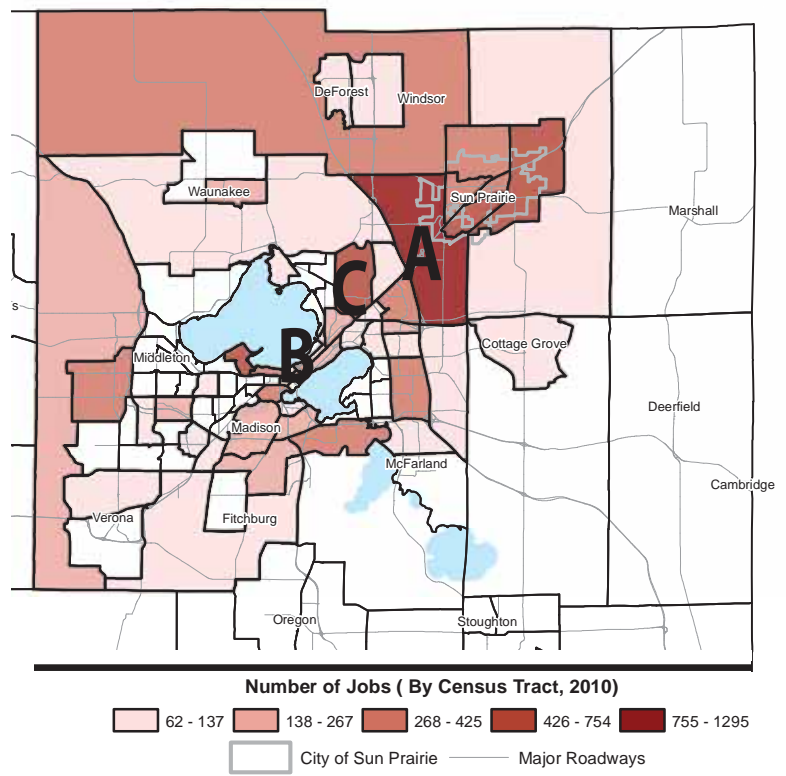
Workforce Commuting Data Inflow/Outflow

Based on 2015 Census Bureau data, the City of Sun Prairie has roughly 14,700 residents commuting out of the city for work (85% of employed residents) and about 8,500 people commuting into Sun Prairie for work (i.e., 76% of city jobs filled by non-Sun Prairie residents).

Figure 8-1 identifies major employment/activity centers in the region, and Figure 8-2 identifies where Sun Prairie residents work based on 2015 census tract data. Based on these two figures, it is evident the majority of employed Sun Prairie residents are commuting to the following three employment/activity centers (each area is labeled at right):

- A. American Center Business Park area (including The Parks at High Crossing);
- B. Downtown Madison (including East Washington, Capitol Square, UW-Madison, and UW Medical Campus); and,
- C. Dane County Regional Airport area (including Madison College).

Figure 8-2: Work Location of Sun Prairie Residents (2015)



Source: OnTheMap, US Census Bureau (2015)

As depicted in Figure 8-3, the majority of Sun Prairie workers live in the Sun Prairie area (including the Towns of Sun Prairie and Bristol) and on the east side of Madison. Some additional concentrations of the Sun Prairie workforce come from the DeForest/Windsor area, Cottage Grove, and Marshall area (including the Towns of York and Medina).

Travel Mode

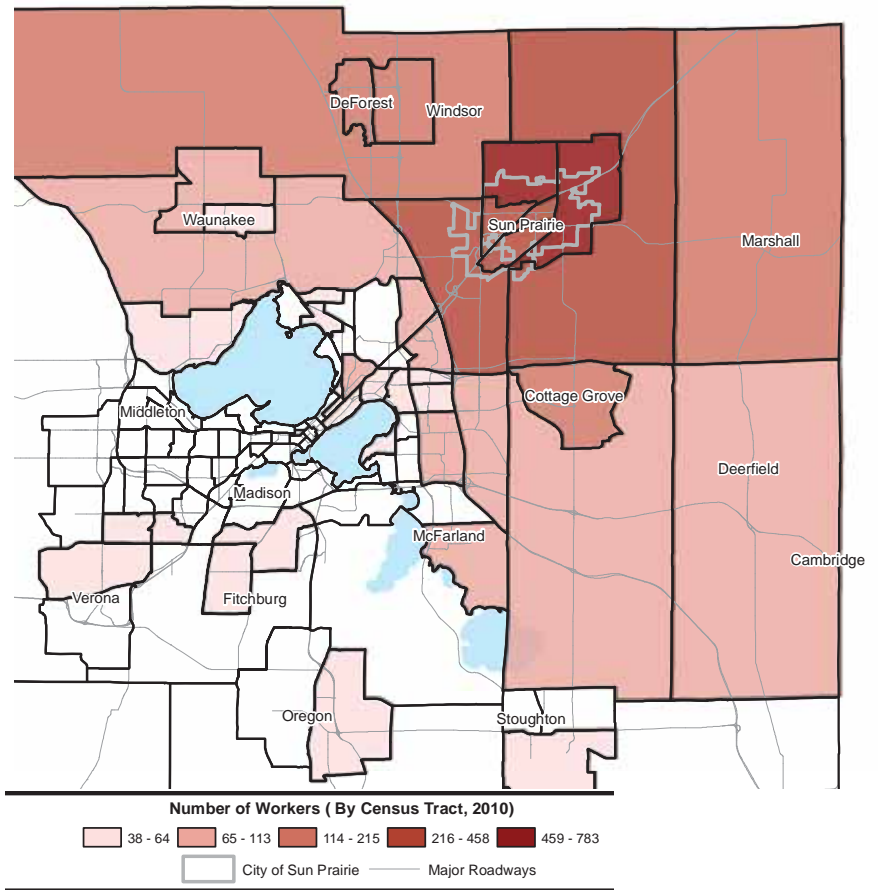
Per Table 8-1, Sun Prairie residents primarily commute to work in a single-occupancy vehicle (about 82%); and roughly 10% reported carpooling to work. Alternative modes of travel (i.e., public transit, taxicab, motorcycle, bike and walk) are used by roughly 4% of Sun Prairie residents. Though changes in data collection methods by the U.S. Census Bureau make it difficult to evaluate changes over time, there appears to have been a modest shift toward working at home since 2000.

As of early 2019 there is an initiative underway between the City of Sun Prairie and Metro Transit to establish an express commuter bus route from Sun Prairie to Downtown Madison. There is be more on public transit later in this chapter.

Travel Time

As described in Table 8-2, Sun Prairie residents' commutes to work vary from less than 5 minutes (including 0 minutes) to over an hour, though most (roughly two-thirds) are between 10 and 34 minutes. This correlates with the primary employment/activity centers data on the previous page (i.e., American Center, Downtown Madison and Dane County Regional Airport). The majority of the residents traveling less than ten minutes likely are working in the City of Sun Prairie (17%-22%). Again, the way this data has been collected has changed since 2000, but it appears there has been a reduction in the percent of residents commuting 25-34 minutes with a slight uptick in those commuting 10-14 minutes and 35-44 minutes.

Figure 8-3: Sun Prairie Employee Place of Residence



Source: OnTheMap, US Census Bureau (2014)

Table 8-1: Sun Prairie Commute Mode of Travel

Commute Mode of Travel	AVG. 2013-2017	AVG. 2006-2010	2000
Car, Truck or Van - Drive Alone	81.4% - 83.2%	81.8% - 81.8%	86.9%
Car, Truck or Van - Carpooled	7.8% - 11.0%	8.0% - 13.2%	8.3%
Public Transportation	0.1% - 0.9%	0.0% - 1.2%	0.3%
Taxicab, Motorcycle, Bike, Walk	1.7% - 4.6%	2.0% - 5.0%	1.8%
Worked at Home	3.5% - 5.5%	3.0% - 4.6%	2.7%

Source: ACS 5-Year Estimate (2013-2017; 2006-2010); 2000 Census

Table 8-2: Sun Prairie Commute Travel Time

Travel Time to Work	AVG. 2013-2017	AVG. 2006-2010	2000
Less Than 5 Minutes	2.5% - 4.6%	3.1% - 5.0%	4.6%
5-9 Minutes	14.1% - 17.3%	13.4% - 16.4%	17.9%
10-14 Minutes	16.7% - 19.6%	13.5% - 15.9%	15.5%
15-19 Minutes	13.1% - 16.4%	11.6% - 15.8%	13.5%
20-24 Minutes	13.8% - 16.1%	14.1% - 17.7%	14.4%
25-34 Minutes	15.8% - 20.6%	17.5% - 22.2%	22.2%
35-44 Minutes	5.1% - 9.0%	6.1% - 9.7%	4.7%
45-59 Minutes	3.2% - 5.2%	4.2% - 6.2%	3.9%
60 or More Minutes	2.0% - 4.1%	1.8% - 4.7%	3.3%

Source: ACS 5-Year Estimate (2013-2017; 2006-2010); 2000 Census

Programmed & Planned WisDOT Projects

The Madison Area Transportation Planning Board (MATPB) updated its Regional Transportation Plan in 2017, extending to a 2050 planning horizon. That plan is completed in cooperation with the Wisconsin Department of Transportation and signals the State's intentions to study or proceed with the design and construction of improvements to highways, intersections and bridges. The plan identifies WIS 19 through Sun Prairie as having severe congestion but does not recommend any improvement projects, either for that facility or elsewhere in the Sun Prairie planning area.

City Road Network & Classifications

Cities classify streets to identify those streets intended to serve higher traffic volumes. Figure 8-5 shows the one interstate/freeway through the City (USH 151), several principal and minor Arterials, collectors in every neighborhood, and local streets. These classifications are mapped here in the Comprehensive Plan and also in the City's Official Map.

Arterial Streets

The principal arterial street is the highest classification for streets under local control. These streets serve the major centers of activity in urbanized areas and have the highest traffic volumes. Arterials are the key corridors linking the downtown area and various neighborhoods to the regional highway system. The primary long-range planning issue related to the arterial roadway system is maintaining the efficiency of the arterial corri-

dors as carriers of through-traffic, an objective that requires careful management of access (i.e. driveways). However, it should be recognized that arterial streets are gateways into our community, and as such play a major role in how the community is perceived by visitors and residents alike. The appearance and character of these corridors are of major importance. It is also important to ensure that these corridors accommodate more than just efficient vehicular traffic - they should allow for safe walking and biking also.

- WIS 19 is classified as an east-west principal arterial that routes through Sun Prairie along Windsor Street, N. Bristol Street (CTH N), and E. Main Street. To the west, WIS 19 connects Sun Prairie with DeForest, I-39/90/94, Waunakee, and WIS 12; and to the east with Marshall, Waterloo, and Watertown.
- Grand Avenue, on the west side of the City, is classified as a north-south principal arterial that connects the City with the east side of Madison (via USH 151 or Reiner Road) to the south and Columbia County to the north. The Grand Avenue/Reiner Road/Sprecher Road corridor is being planned as a major north-south transportation route for the eastern portion of Dane County. In 2006, Sun Prairie and the Wisconsin Department of Transportation (WisDOT) expanded Grand Avenue to a four-lane divided roadway to accommodate future expected traffic.
- CTH N, on the east side of the City, is a north-south minor arterial, connecting Sun Prairie with Cottage Grove, I-94, WIS 12/18, I-39/90, and Stough-



*Principal Arterial
Windsor St. (WIS 19) at Broadway*



*Principal Arterial
Grand Ave. at Hoepker Rd.*

DID YOU KNOW?

An Official Map is adopted under authority granted by Wisconsin Statute [62.23\(6\)](#), and includes, or may include, the future location of streets, highways, historic districts, parkways, parks, playgrounds, railroad rights-of-way, waterways and public transit facilities. The map (or maps) identifies the community's intent to establish certain features for the public good and serve to prevent construction of anything that would impede those features. Sun Prairie's official map is established in [Title 14](#) of the City Ordinance. The State can also adopt an official map, typically to preserve the space needed for future highway improvements.



Minor Arterial
O’Keeffe Ave.



Collector Street
Linnerud Dr. at Walker Way



Local Street - Vine St.

DID YOU KNOW?

The City has classified arterial streets into three subcategories based on traffic volume and level of direct access to the streets from adjacent properties. 1) principal arterial freeways carry the the highest level of traffic and prohibit direct access from adjacent properties; 2) principal arterials carry the highest level of traffic within the City where some direct access to properties is permitted; and 3) minor arterials carry a moderate level of traffic and allow some direct access to properties.

ton to the south and Columbia County to the north.

- CTH VV is a north-south minor arterial street and CTH T and Egge Road are east-west arterial streets located within the Sun Prairie extra-territorial jurisdiction (ETJ) that also provide regional connections.

A lack of east-west arterial street connections through the City has been identified as an issue in past planning processes and in this Comprehensive Plan update process. Main Street provides the primary east-west route through the City and is often congested with vehicle traffic. Commercial development along the corridor over the past few decades has resulted in a commercial strip pattern leading to traffic problems with excessive driveway curb cuts into the street, limited turn lanes, narrow street terraces, sidewalks close to vehicle travel lanes, and buildings too close to major intersections to allow right-of-way expansion. Improvements to Main Street between downtown and USH 151 have improved conditions in that area.

A 2018 traffic study has been completed assessing the Main Street corridor operations and safety for pedestrians, bicycles and vehicles. The study reviewed ten Main Street intersections between O’Keeffe Avenue and Grove Street (plus, the Market and Linnerud intersection). The plan recommended short- and long-term solutions to address the following issues: school crossing safety, pedestrian/bicycle safety and mobility, vehicular operations and safety, corridor traffic flow, traffic signal operations and infrastructure, and geometric constraints.

Collector Streets

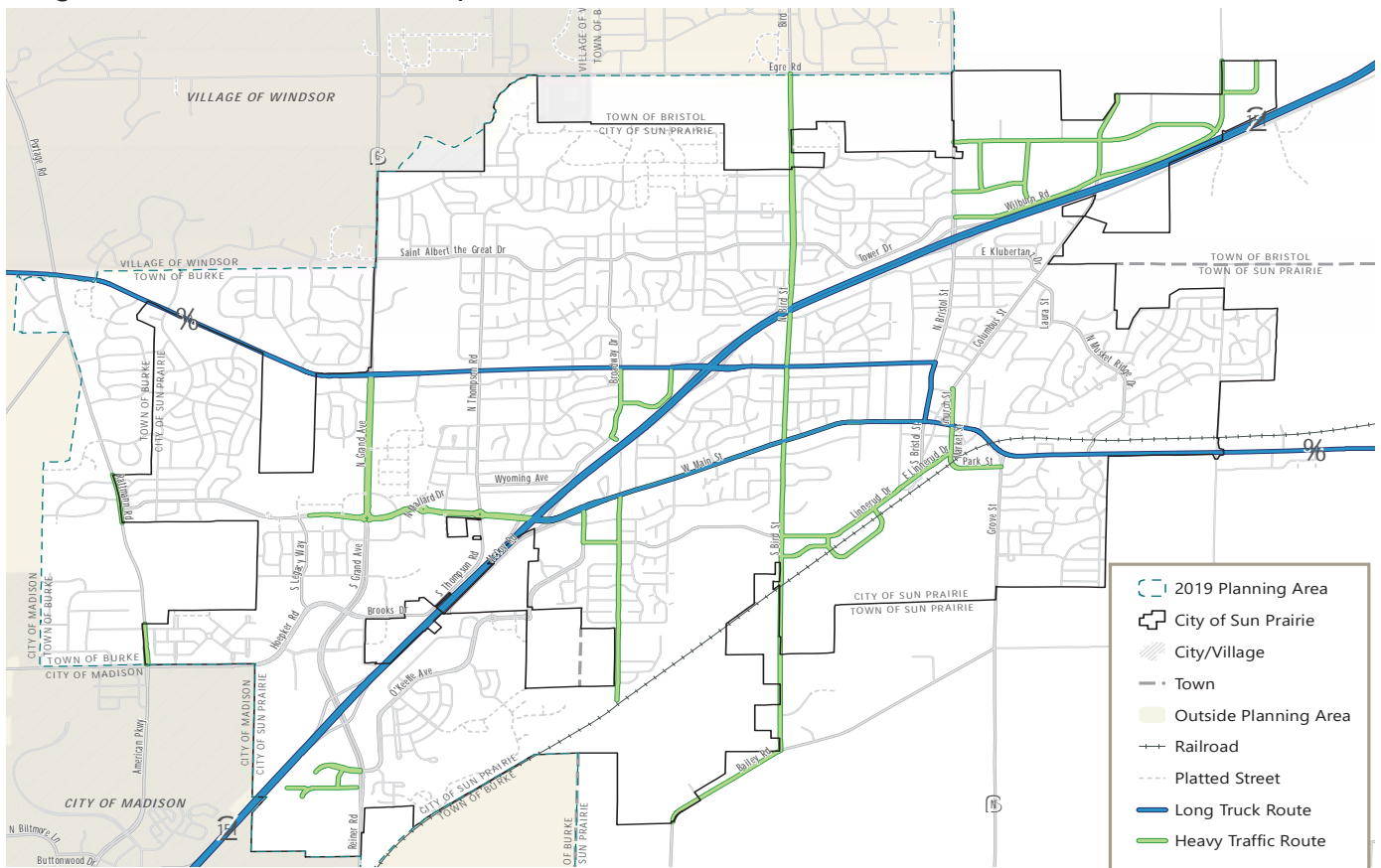
Urban collectors provide direct access to residential neighborhoods and commercial and industrial areas. They collect and distribute traffic between local streets and arterials. Collectors serve moderate to low traffic volumes and are used for trips between neighborhoods. Collector streets move traffic between arterial streets and provide limited access to abutting properties.

Some collector streets, such as Heatherstone Drive, Westmount Drive, Stonehaven Drive, Broadway Drive, Columbus Street, Thompson Road, Town Hall Drive, and others have had issues with vehicle traffic exceeding speed limits and with vehicle and pedestrian conflicts. The City has sometimes used design interventions to calm traffic speeds, approved case-by-case based on traffic data and the specific needs of the street. See also the section about Traffic Calming Measures on Page 8-9.

Local Streets

Local streets provide access to individual parcels. All streets in Sun Prairie that are not designated as arterials or collectors are local streets. Past policies and trends in neighborhood design have resulted in several cul-de-sac dead-end streets and a disconnected street network in some areas. This has resulted in higher traffic counts than necessary on some streets and poorer access for emergency services due to the limited options of travel routes to and from properties. Current City policy and ordinances require a more connected street pattern with fewer cul-de-sacs.

Figure 8-6: Truck Routes Map



Traffic Calming Measures

Traffic calming techniques have been used in the City to slow vehicle traffic in areas where speeding is an issue, and where potential conflicts exist between vehicles and between pedestrians and vehicles. Examples of traffic calming used in the City include traffic circles, bumpouts, speed humps, and boulevards with refuge islands. Roundabouts have also been used within the City, however this intersection design is technically a traffic control device (similar to a traffic signal), and is not necessarily a traffic calming technique.

Truck Routes

The Sun Prairie Municipal Code (10.12.040) includes a list of the streets and highways that are designated as heavy traffic (truck) routes. State and county highways are established truck routes by the nature of their intended use and street design. Extreme oversized and over-weight loads must receive a permit to travel on streets within the City. See Figure 8-6 (above) for highways, or parts thereof, within the jurisdiction of the City are currently designated as truck routes.

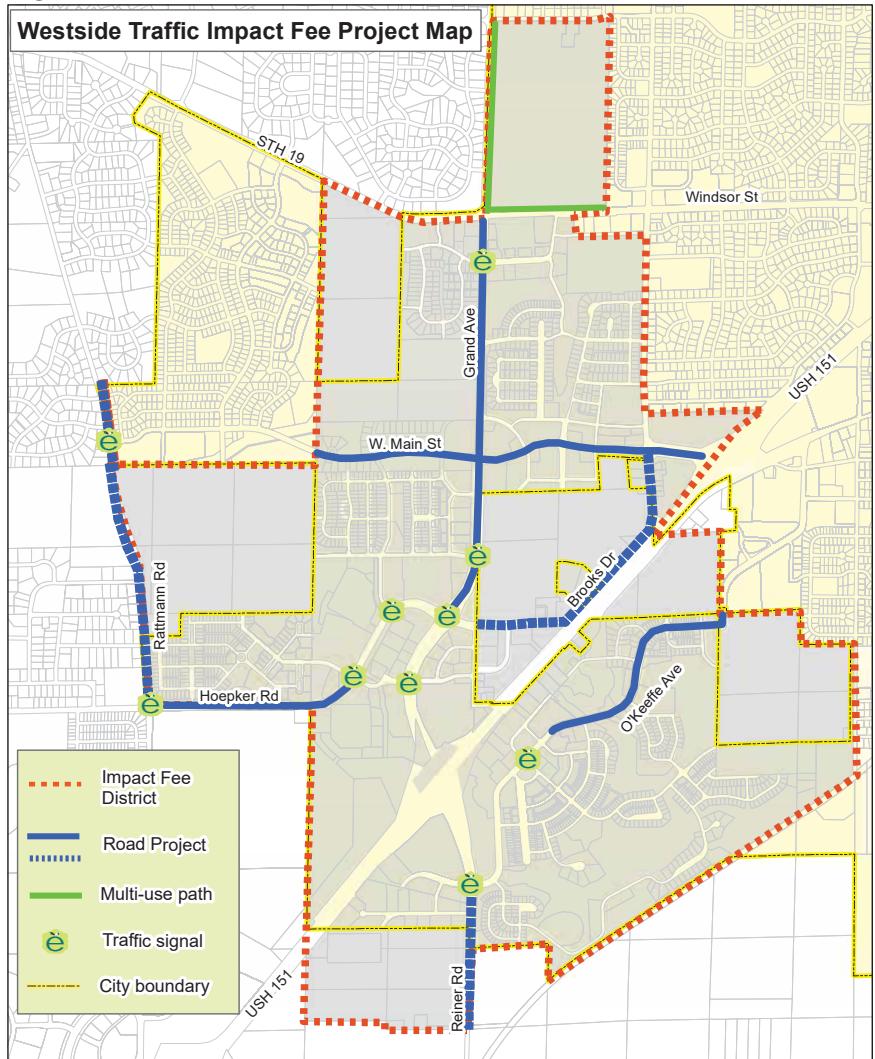
DID YOU KNOW?

“Heavy traffic” is defined in the Sun Prairie Municipal Code (10.12.040) as all vehicles not operating on pneumatic tires, and all vehicles or combination of vehicles, other than motor buses, designed or used for transporting property of any nature and having a gross weight of more than fifteen thousand (15,000) pounds.

Figure 8-7: Westside Traffic Impact Fee Map

Westside Traffic Impact Fees

Sun Prairie established a traffic impact fee for the Westside neighborhood (see Figure 8-7 for boundaries of the impact fee). Revenue generated through the collection of impact fees is helping to fund the construction of the arterial street system that serves this area of the city. The traffic impact fees are collected at the time that building permits are issued for new development within this area, and are based on the projected amount of traffic that will be generated by the proposed use. Only a portion of the costs of these improvements are funded through the impact fee, with the remainder covered by the city's general fund.



Source: Sun Prairie Westside Traffic Impact Fee Report

BIKE & PEDESTRIAN FACILITIES



XXX

Bicycle Network

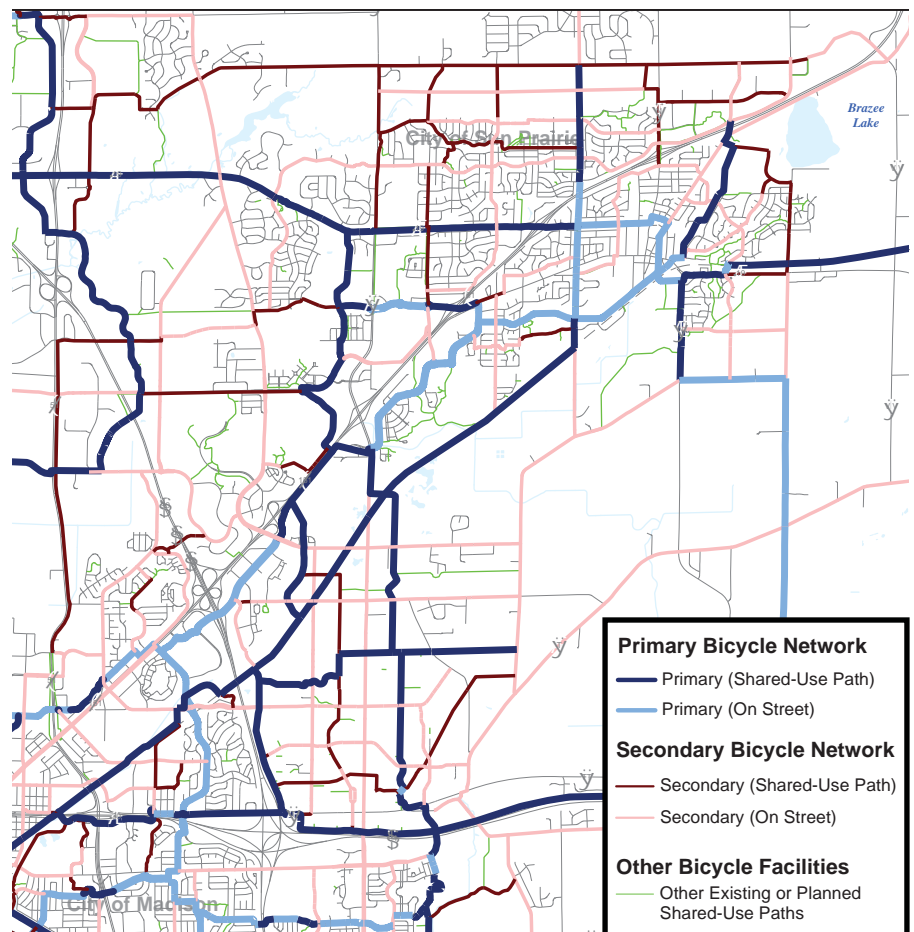
Regional System

Figure 8-8 shows the existing/planned regional bikeway system in Dane County (with red lines depicting off-street facilities and maroon depicting on-street facilities). The regional bikeway system serves as a bikeway trunk system. Local bikeway facilities, such as connecting paths and on-street routes through neighborhoods, can then be planned to connect to this system similar to how local streets are planned to connect to the arterial and collector roadway system.

As depicted in Figure 8-8, there are several existing/planned regional routes connecting Sun Prairie to surrounding communities, as follows:

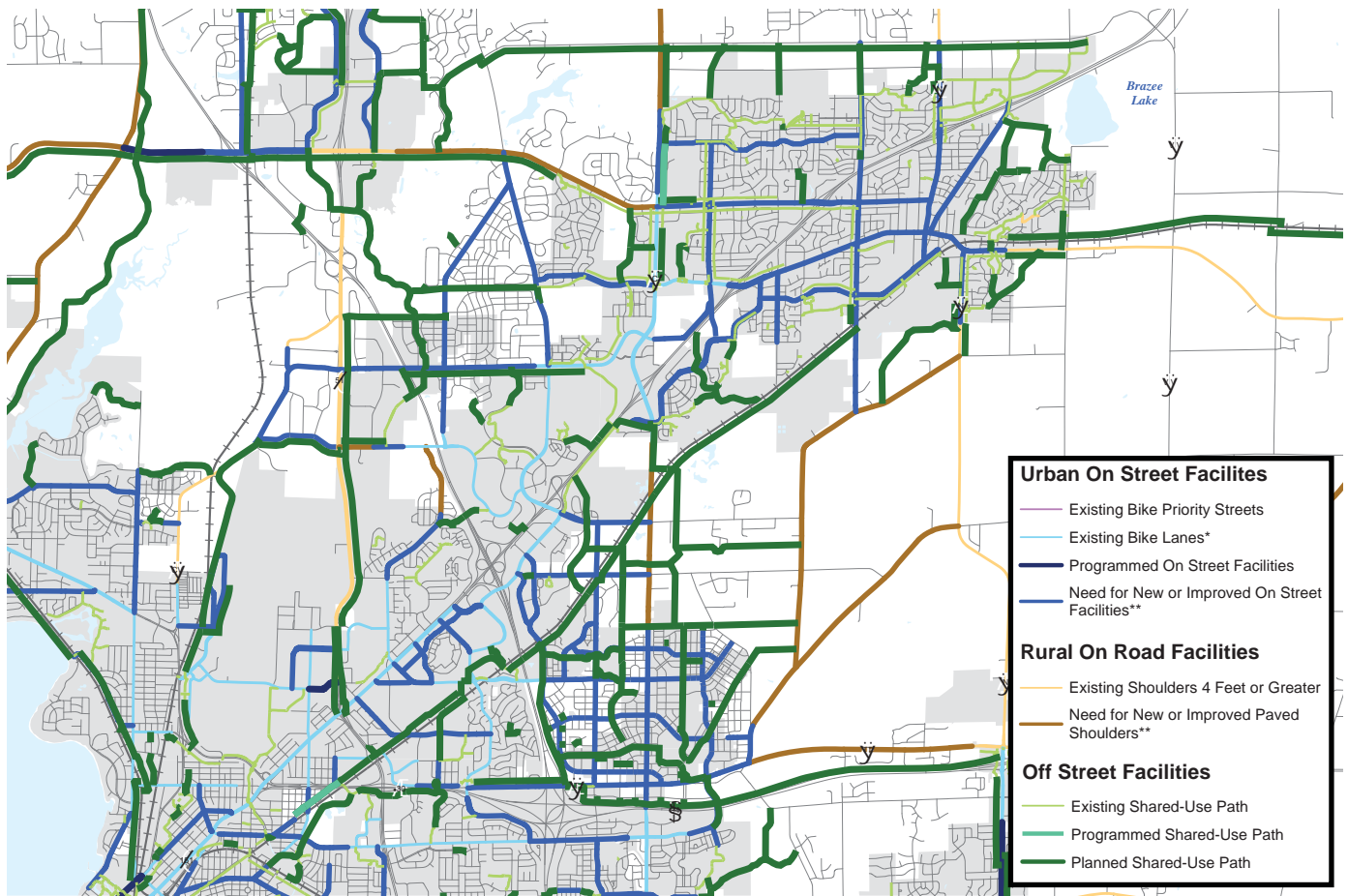
- North and West connection: Bird Street (primary route), WIS 19 (primary), Egge Road (secondary), Portage Road (secondary), and Hoepker Road (secondary);

Figure 8-8: Regional Bicycle Way System Plan



Source: Madison Metro Area & Dane County: Bicycle Transportation Plan (2015)

Figure 8-9: Regional Bicycle Network Plan



Source: Madison Metro Area & Dane County: Bicycle Transportation Plan (2015)



Grand Avenue



Uplands Park

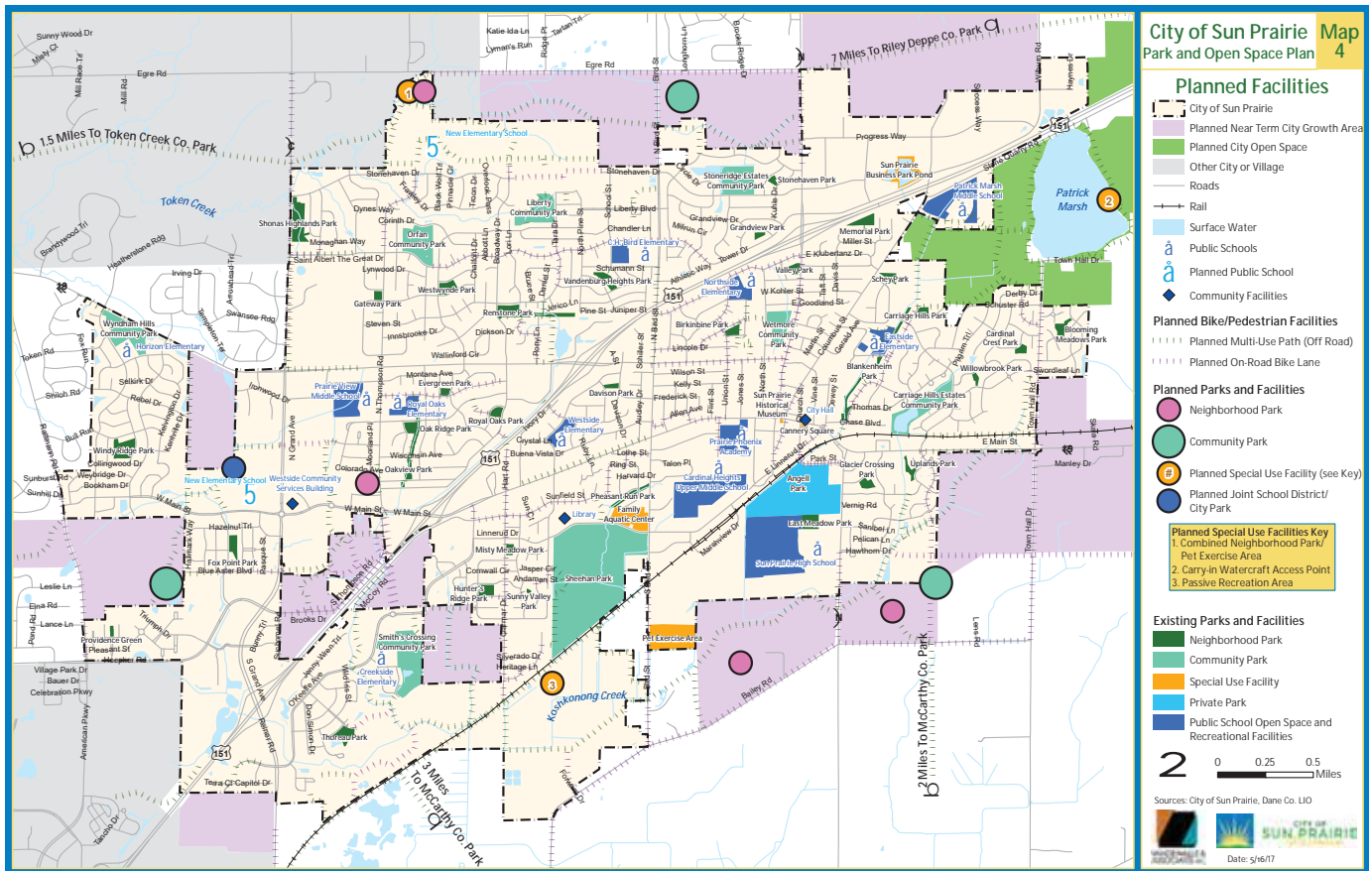
- Southwest connection: Madison Connector Path (along USH 151) via High Crossing Boulevard (primary), and a future connection from extension of Starkweather Creek Path along rail corridor (primary).
- South and Southeast connection: CTH N / Town Hall Rd (primary), Bailey Road (secondary), and CTH T (secondary);
- East connection: Proposed off-street trail along railroad corridor (primary) and Stone Quarry Road via CTH W (secondary).

Figure 8-9 (above) identifies programmed and planned on- and off-street facilities within the planning area. It also identifies roadways needing new/improved on-street

facilities due to traffic volumes and speeds, roadway cross section and other characteristics. These include, but not limited to, St. Albert the Great Drive, Windsor Road (WIS 19), Main Street, Linnerud Drive, Thompson Road, Bird Street, Bristol Street, and Columbus Street. Any future City-wide trail system should consider the connection between the City “loop” and the existing/proposed regional trail system.

This plan also identifies three major regional off-street trail projects connecting to Sun Prairie including: 1) Starkweather Creek (E Branch) Path extension along the railroad corridor from Nelson Road to Bird Street; 2) Path to Marshall

Figure 8-10: Planned Facilities Map



Source: Sun Prairie Parks and Open Space Plan (2017)

along railroad corridor; and, 3) Egge Road. Transportation Enhancement grants were identified as potential funding source in addition to local funding.

City of Sun Prairie System

The City has both on- and off-street bike facilities with the majority of the network consisting of off-street multi-use pathways. These multi-use paths provide safe travel for not only bikes, but other non-motorized recreational activities (e.g., skating, rollerblading, running, walking, etc.). As of 2017, there are approximately thirty-six miles of multi-use trails in the City of Sun Prairie. These facilities are located along some arterial and collector streets, and in several

parks and open space corridors throughout the City. The trails are typically ten feet wide and paved with asphalt. Many of the trails link residential areas with parks and schools, but gaps exist throughout the City.

As of 2018, Sun Prairie roadways with on-street bike facilities include Hoepker Road, Grand Avenue, and portions of Bird Street and Brooks Dr./Thompson Rd. These existing facilities provide the minimum width safe for a dedicated bike facility; however, they lack bike lane markings and signage. The 2017 ad-hoc Committee on Transportation recommended the City install painted bike lane markings and wayfinding signage in accordance with the current stan-



Windsor Street / WIS 19



2017-2022 PARKS AND OPEN SPACE PLAN: BICYCLE INFRASTRUCTURE RECOMMENDED IMPROVEMENTS

The City completed an update to the Parks and Open Space Plan in 2017. Though focused on recreation, the plan identifies a bike route network that serves transportation needs also. The major bike route action items include the following:

- *Develop new bike routes and trails (see Plan Maps 4 & 5)*
- *Provide route pavement markings and directional signage throughout the City.*
- *Increase maintenance and grooming of all bike trails, and provide drinking water and restrooms where appropriate.*
- *Work with Dane County to develop trails or routes connecting Sun Prairie to county parks, the Village of Cottage Grove, the Glacial Drumlin State Trail, and the Village of DeForest.*
- *Provide pedestrian and bike routes or trails to connect parks to each other and Dane County trails.*
- *Explore existing easements and potential property acquisitions that have the potential to enhance the trail system.*
- *Continue to promote “Safe Routes to School” opportunities to connect schools to each other, to neighborhoods, and to community parks.*
- *Connect the City bike system by identifying missing links, long-term right of way extensions, property acquisitions, or development/redevelopment coordination.*
- *Identify and expand opportunities for bicycle parking within the downtown area.*
- *Identify opportunities for bicycle rental or shared biking systems in support of recreational or tourist cycling.*
- *Explore logical locations for future trailheads, with parking, that provide accessibility to local and regional trail systems.*
- *Develop a Bicycle & Pedestrian Plan to help guide the long-term expansion of biking facilities within the City and region.*

dards of the National Association of City Transportation Officials (NACTO). Top priority on-street facilities were identified in the following order: Brooks/Thompson (completed in 2018), Columbus Street, Bristol Street, Bird Street, Stonehaven Drive, Bailey Road, Windsor Street, Egge Road, Rattman Road and Town Hall Drive.

The City maintains an Official Map that identifies existing and planned bike facilities. That map may be amended to reflect the 2017 Parks and Open Space Plan and/or new mapping in this Comprehensive Plan.


Bike Routes in Sun Prairie

In general, bike routes are not signed in the City, except for one route from the Madison Connector Path (along USH 151 at Terra Court) to Sheehan Park primarily using O’Keeffe Avenue (with part of the route on side streets). There is a bike route posted on E. Linnerud Drive, but there are gaps in the signage system at major turns from Sheehan Park (e.g., Bird and Linnerud intersection).

Bike Advocacy in Sun Prairie

Sun Prairie Moves is a bicycle advocacy group with the mission to improve the bicycling experience in Sun Prairie while increasing access to surrounding communities. In 2015, Sun Prairie Moves submitted a Bicycle Friendly Community application to the League of American Bicyclists (LAB). LAB provided a scorecard identifying where the City could improve based on the five E’s (i.e., engineering, education, encouragement, enforcement, and evaluate and planning). See Figure 8-11 (on the next page) for Sun Prairie’s bicycle friendly community scorecard.

Figure 8-11: 2015 Bicycle Friendly Community Report Card



SUN PRAIRIE, WI

TOTAL POPULATION	POPULATION DENSITY	# OF LOCAL BICYCLE FRIENDLY BUSINESSES	1
30,871	2401.4	# OF LOCAL BICYCLE FRIENDLY UNIVERSITIES	NA
TOTAL AREA (sq. miles)	12.1		

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Bronze	Sun Prairie
Arterial and Major Collector Streets with Bike Lanes	33%	0%
Total Bicycle Network Mileage to Total Road Network Mileage	26%	27%
Public Education Outreach	SOME	GOOD
Share of Transportation Budget Spent on Bicycling	5%	9.60%
Bike Month and Bike to Work Events	GOOD	GOOD/VERY GOOD
Active Bicycle Advocacy Group	MAYBE	YES
Active Bicycle Advisory Committee	MAYBE	NO ACTIVE COMMITTEE
Bicycle-Friendly Laws & Ordinances	SOME	GOOD
Bike Plan is Current and is Being Implemented	MAYBE	YES
Bike Program Staff to Population	1 PER 77K	1 PER 205.8K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	2/10
EDUCATION <i>Motorist awareness and bicycling skills</i>	4/10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	3/10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	4/10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	1/10

KEY OUTCOMES

	Average Bronze	Sun Prairie
RIDERSHIP <i>Percentage of commuters who bike</i>	1.2%	0.2%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	370	3394
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	4	0

KEY STEPS TO BRONZE

- » Continue to expand the bike network, especially along arterials, through the use of different types of bicycle facilities. On roads where automobile speeds regularly exceed 35 mph, it is recommended to provide protected bicycle infrastructure. Shared lane markings should only be used on low speed roads.
- » Continue efforts to expand adult bicycle education opportunities. Commuter classes that teach skills that make bike commuter better can be an important part of helping people make what is possible practical.
- » Provide a variety of targeted bicycle events to engage women, seniors, and other demographic groups that may benefit from non-traditional or group-specific bicycle events. Targeted events

- may help to encourage groups that have specific concerns about bicycling or which have not previously been engaged in supporting bicycling improvements.
- » Work with law enforcement to ensure that enforcement activities are targeted at motorist infractions most likely to lead to crashes, injuries and fatalities among bicyclists. Consider how best to use data to reduce traffic injuries and be responsive to citizen concerns.
- » Update your 2009 bicycle plan to ensure that state-of-the-art bicycle facilities are included, and that infrastructure planning is complimented with encouragement, education, and enforcement programs to increase bicycling for recreation and transportation.

LEARN MORE » WWW.BIKELEAGUE.ORG/COMMUNITIES

SUPPORTED BY **TREK**

Source: League of American Bicyclists (2015)

Sidewalks

In order to provide safe, convenient, and efficient pedestrian travel throughout the City of Sun Prairie, the City requires sidewalks, and in some cases bicycle/pedestrian trails, in new development. Prior to the 2009 Sun Prairie Comprehensive Plan, definitive standards for sidewalk installation were not included in City Ordinances. This has resulted in an inconsistent sidewalk network with



many properties that don't have safe pedestrian access.

The current Subdivision Ordinance requires sidewalks on both sides of all new streets. As streets are reconstructed or significantly improved within the City, sidewalks are typically installed if they are not already present, consistent with policy guidance in the 2009 plan. The City has occasionally granted waivers in response to unusual site conditions and/or property owner objections. In some cases, the City has also been installing sidewalks to fill critical gaps in the sidewalk system outside of a major street reconstruction project.

The 2017 Ad-hoc Committee on Transportation recommended amending the current sidewalk policy to no longer require sidewalks on the bulb of cul-de-sac streets and eyebrows during street reconstruction, to adopt the policy as an ordinance, and to strictly adhere to that ordinance. The Committee also described the benefits of sidewalk installation - these are shared on the following page.

In addition to new sidewalk installations, other pedestrian facility improvements such as sidewalk ramps, crosswalks, signage, etc are being upgraded when new development occurs adjacent to the facility or as part of other improvement projects outlined in the City Capital Improvement Program. All improvements should be made to conform to ADA standards to ensure safe and easy access for all people including those with disabilities.

Safe Routes to School Program

Safe Routes to School (SRTS) programs encourage children in grades K-8 to walk and bike to school through a focus on the "Six E's" - Education, Encouragement, Engineering, Enforcement, Evaluation and Equity. Sun Prairie completed a City-wide SRTS Plan in 2008. Since 2015 state and federal funding for SRTS planning and improvements has been offered through the Transportation Alternatives Program (TAP).

BENEFITS OF SIDEWALK INSTALLATION (2017 Ad-Hoc Committee on Transportation Report)

Safety Benefits:

- From 2010-2016, Pedestrian/Vehicle Crashes within the city limits total was 56. This included 1 fatality and 56 injuries. Please note: This total includes public streets, parking lots, and private property. 19 of 56 crashes were in a parking lot or private property. Those included 20 injuries.
- Annually, 4,500 Pedestrians in the U.S. are killed in traffic crashes. 8% are due to walking along the roadway.
- In addition to reducing walking along roadway crashes, sidewalks reduce other pedestrian crashes. Roadways without sidewalks are more than twice as likely to have pedestrian crashes as sites with sidewalks on both sides of the street.

Mobility/Equity:

- By providing an integrated sidewalk network in Sun Prairie, we can increase trips made by walking, particularly when providing access to public transit.
- Sidewalks can increase transportation options for people who can't drive.
 - When sidewalks are designed, they must factor the legal requirements of the Americans with Disabilities Act (ADA).
 - Public entities such as city governments and transit agencies are required to construct facilities in accordance with ADA standards. These standards apply to all new construction; however, the ADA also requires that public entities retrofit any public facilities to these standards to ensure equal access. These requirements include sidewalks and curb ramps, which must be retrofitted to meet all current standards. Any non-compliant sidewalks or curb ramps must be upgraded to meet current standards whenever any alterations, such as road surfacing, are carried out.

Public Health Benefits:

- Sidewalks provide opportunities for walking, and studies have shown people with access to sidewalks are more likely to walk and meet the Surgeon General's recommendations for physical activity.
- Physical inactivity contributes to the incidence of obesity, diabetes, hypertension, heart disease, and certain cancers; and it carries a risk burden close to that of smoking.

Economic Development Benefits:

- A study by the Urban Land Institute shows home buyers are willing to pay more for homes in walkable neighborhoods.
- Real Estate Research Corp. analysis shows property values rise fastest in pedestrian friendly areas.
- Sidewalks improve access to business and industry for employees relying on public transportation.
- Sidewalks improve customer traffic for retail businesses.

Other Benefits:

- Decreased use of cars for short trips, saving gas and lowering emissions. A 1995 national Personal Transportation Survey found that 40% of car trips in the U.S. are less than 2 miles, short enough to be accomplished on foot or bike, if the infrastructure supports walking or biking.
- Enhanced sense of community through better connections to neighbors and businesses.

Sources

FHWA Investigation of Exposure-Based Pedestrian Accident Areas: Crosswalks, Sidewalks, Local Streets, and Major Arterials. Publication No. FHWA/RD87-038,
Center for Disease Control, A Report of the Surgeon General, Physical Activity and Health, At-A-Glance. CDC, Atlanta, GA, 1996

TRANSPORTATION MODES



Madison Metro Bus

Regional Transportation Systems

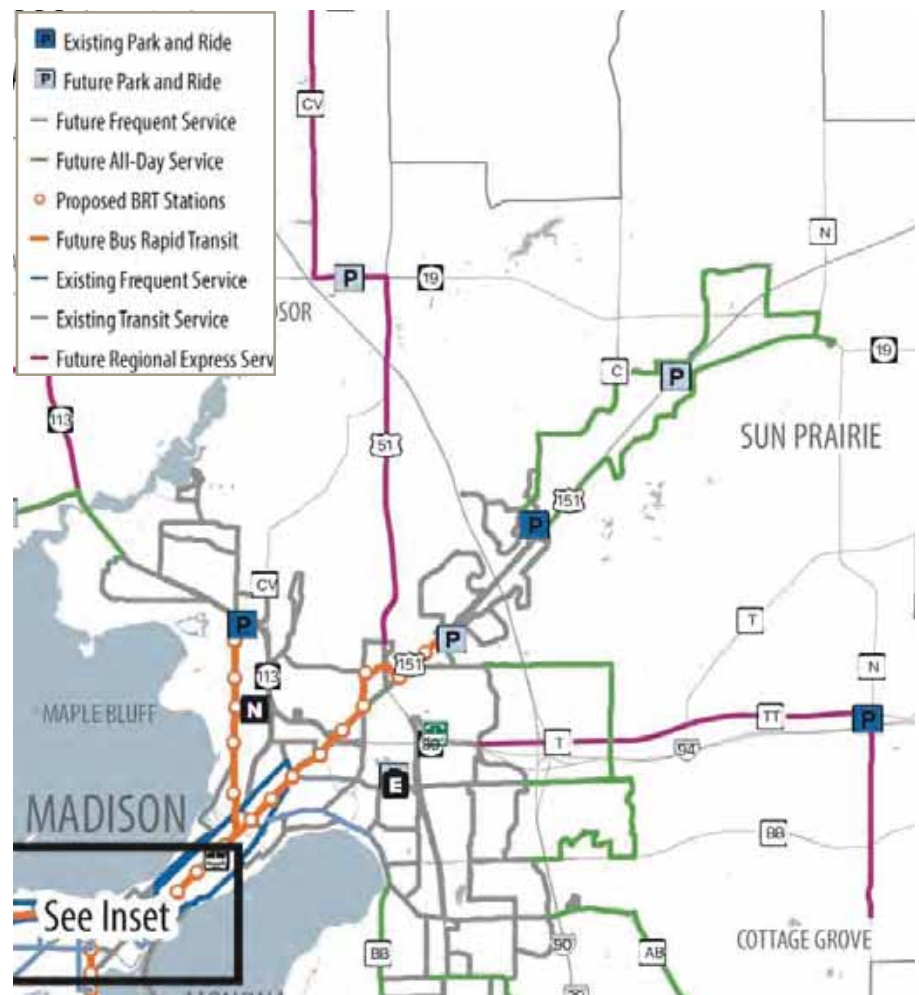
Metro Transit

Regional mass transportation is guided by the Regional Transportation Plan created by the Madison Area Transportation Planning Board (MATPB), a federally-recognized Metropolitan Planning Organization.

As of 2018, the City of Sun Prairie does not have public bus service, unlike other communities in the region. Metro Transit currently provides fixed-route transit service within the City of Madison, Town of Madison, City of Middleton, a portion of the City of Fitchburg, and the University of Wisconsin-Madison campus. Commuter-only service is provided to the City of Verona and paratransit-only service is provided in the Village of Shorewood Hills.

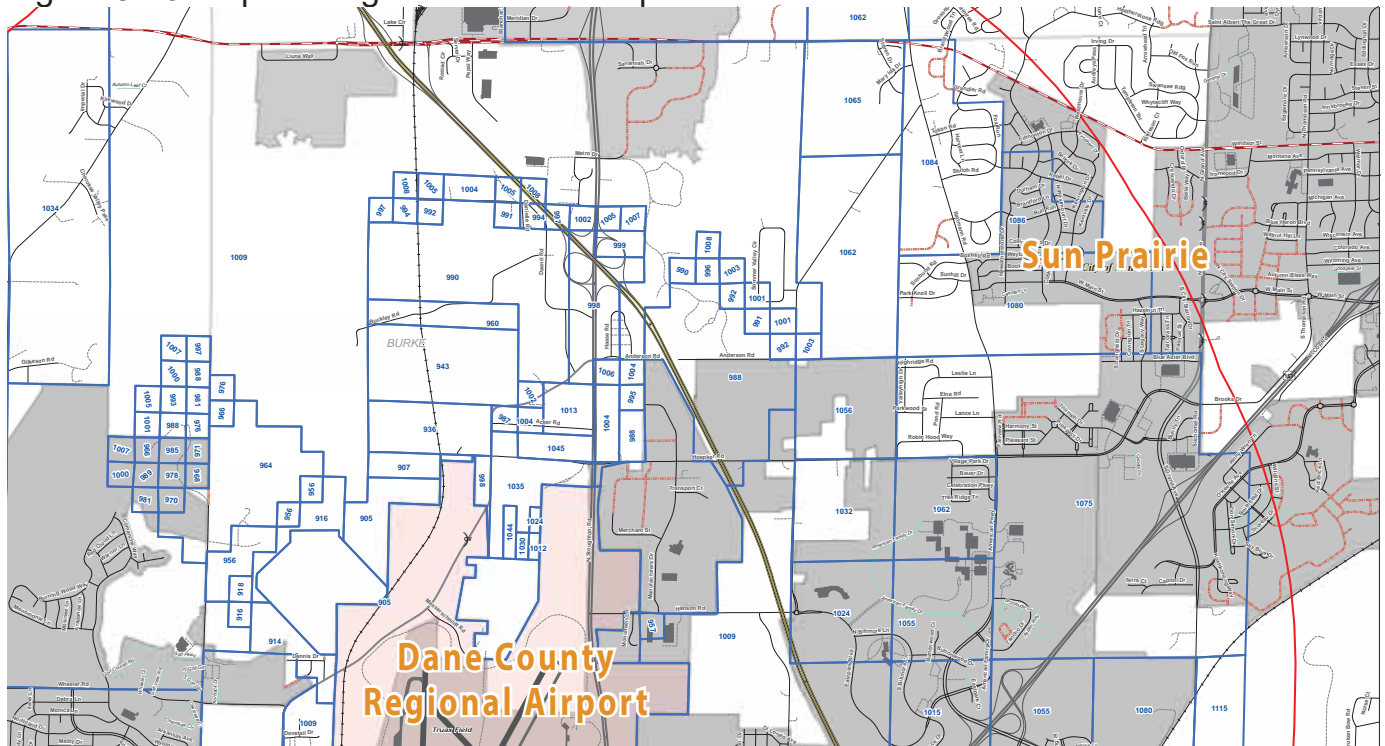
A change in the availability of Metro buses opened the possibility of establishing limited bus ser-

Figure 8-12: Potential Metro Express Routes



Source: Madison Area TPB: Regional Transportation Plan 2050 (2017)

Figure 8-13: Airport Height Limitations Map



Source: 2010 Wisconsin Bureau of Aeronautics

vice to Sun Prairie. The City budgeted funds for 2019 to bring bus service to Sun Prairie for the first time. State aid for such service covers just over half of the cost, leaving the remaining share to the local community. The likely initial service, planned to begin in Fall 2019, will be an express route during peak AM and PM hours from up to two locations in Sun Prairie to Downtown Madison.

Intercity Bus

Private intercity bus services stop in a variety of places in Madison but none currently stop in the City of Sun Prairie. The nearest stop is the Badger Bus stop at 2897 E. Johnson Street in the City of Madison, about 9 miles from downtown Sun Prairie. The Dutch Mill Park & Ride at USH 51 and the Beltline offers access to four intercity bus lines and is about 15 miles from downtown Sun Prairie.

Air Service

The Dane County Regional Airport is the nearest commercial service airport, located approximately eight miles southwest of Sun Prairie in the City of Madison. This county-owned and operated airport is the second largest in the state and provides service to scheduled air carriers, air charter, general aviation, and the military.

There are no airports located within the City of Sun Prairie. Some areas on the west side of Sun Prairie are located within Dane County Regional Airport's Height Limitation Zoning jurisdiction (see Figure 8-13 above).

Passenger Rail

The nearest passenger rail station with regular public service is in Columbus, Wisconsin, about 15 miles northeast of Sun Prairie. This station serves Amtrak's daily Em-



Dane County Regional Airport

DID YOU KNOW?

Airports certified for carrier operations near Sun Prairie include the following:

- Dane County Regional-Truax Field, Madison, WI (MSN)
From Sun Prairie: 8 mi.
- Rock County Janesville, WI (JVL)
From Sun Prairie: 42 mi.
- Greater Rockford Rockford, IL (RFD)
From Sun Prairie: 70 mi.
- General Mitchell International Airport Milwaukee, WI (MKE)
From Sun Prairie: 77 mi.

pire Builder route serving Chicago, Milwaukee, Minneapolis/St Paul, Seattle, Portland, and other cities.

Freight Rail

The railroad line through the City of Sun Prairie is part of the 33-mile long “Waterloo Spur,” which connects Madison and Watertown. In the City of Sun Prairie, this rail line runs through the southern portion of the City along Linnerud Drive.

Since 1998, the line through Sun Prairie has been operated by Wisconsin and Southern Railroad (WSOR) for Canadian Pacific Railway. Sun Prairie is served from the Madison terminal, where WSOR interchanges freight with the Canadian Pacific railroad.

WSOR provides direct access for shippers via the Chicago, Illinois gateway connecting with all major railroads via the Belt Railway



Wisconsin Southern Railway



Sun Prairie Taxi

of Chicago, Burlington Northern Santa Fe at Prairie Du Chien, Wisconsin, and Union Pacific, IC&E, Canadian Pacific, and Canadian Wisconsin Southern Railway National (Wisconsin Central) at various points on the system.

Local Transit Service & Facilities

Sun Prairie Ride-Share Taxi

Sun Prairie taxi service provides public transportation for city residents and is equipped to transport the disabled. It is a shared-ride service, which means that users sometimes share their ride with other users. This service provides curb-to-curb transportation within the City of Sun Prairie, plus limited service to and from East Towne Mall in Madison. The eastbound trips from Madison to Sun Prairie leave from East Towne Mall bus stop and must be booked at least an hour in advance.

As of 2018, there are 11 vehicles providing shared-ride taxi service with four city-owned and seven contracted by a service provider. As Table 8-3 (below) illustrates, ridership has been growing in recent years with significant increase in elderly/handicap ridership. The

2018 regular rate is \$4.00 with a \$2.00 rate for qualifying low-income residents. After 10 PM all rides are \$5.00.

In recent years the ride-share program has had an issue meeting demand for ridership during peak periods (i.e., 7-8 AM and 3-4 PM). To improve service during demand periods, the City approved additional funding in the 2019 budget to increase service hours. The City also purchased **XX** more vehicles using taxi reserves (plus, one [Section 5310](#) vehicle that will be purchased in 2019). The City will continue to review if consumer demand necessitates the purchase of an additional vehicles in future years.

The 2017 Ad-Hoc Committee on Transportation believed the ride-share program and some of its benefits are under-promoted. For example, the ride-share drivers will help carry a passenger’s groceries into their home if requested. Customers can also purchase coupon booklets to pay for their ride rather than having to handle cash at the time of the ride. Awareness of these perks may increase interest in the program and ridership.

Table 8-3: Taxi Service - Total Annual Trips

	2015	2016	2017	2018*	% Change
Regular	34,719	38,836	34,558	39,194	13%
Elderly/Handicapped	9,092	9,585	12,835	11,203	23%
Youth	14,254	14,012	17,164	15,657	10%
Total Passengers	58,065	62,433	64,557	66,054	14%

* 11 of 12 months accounted for. To be updated.

Source: Sun Prairie Transit Commission

Shuttle Service

An on-demand shuttle service runs between residents' homes (or other locations) to the East Towne Mall seven days a week. The current rate is \$5 for a one-way ride. Once at the Mall, Metro Transit bus service can provide access to the rest of the Metro service area. In 2018, the monthly ridership nearly tripled over the previous summer, to highs of 316 trips in July and 388 trips in August. This increase in ridership is largely due to a change from designated pick-up locations to picking up at the customer's preferred location.

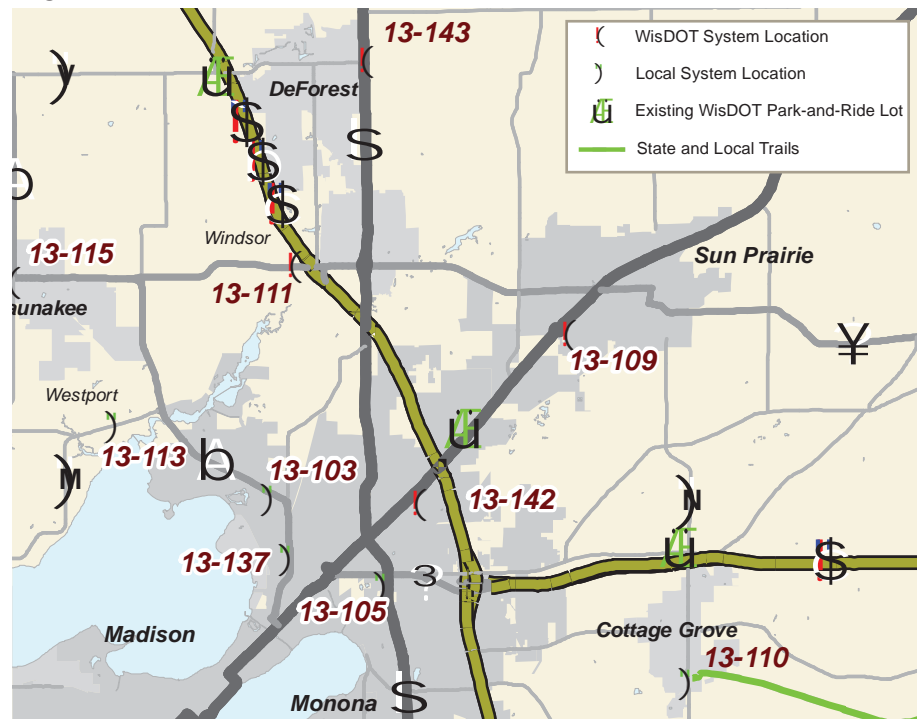
Park-and-Ride Lots

There are twelve park-and-ride lots located throughout Dane County. The parking lots provide a place to park a car or bike for free while using public transit such as a bus, taxi, train, carpool or vanpool.

As of 2018, there are no park-and-ride lots located within the City of Sun Prairie; however there is one nearby on American Parkway (just southwest of the City) with 141 parking spaces. Additionally, WisDOT's Southwest Region completed a 2015 Park-and-Ride System Study that concluded there should be a park-and-ride located around the USH 151 and Main interchange. The study ranked the top 50 park-and-ride locations in the Southwest Region with the Sun Prairie location ranked #4.

WisDOT usually constructs new park-and-ride facilities as part of highway improvement projects, as the development process for a new park-and-ride facility takes time if it is the primary project (vs. part of a large road project). Once a candidate site for a proposed park-and-ride lot has been identified by WisDOT, the lot development process

Figure 8-14: WisDOT Proposed Park-and-Ride Facilities



Source: WisDOT SW Region Park-and-Ride Study (2015)

may proceed when assurance is given by a local authority that it will maintain the proposed lot. A signed long-term maintenance agreement with a local entity is required before WisDOT authorizes construction.

The 2017 Sun Prairie Ad-Hoc Committee on Transportation suggested a park-and-ride lot should be constructed on the west side of Sun Prairie to serve as a transportation hub for future public transit service. The ideal location would be highly visible, well-lit, and easily accessible by multiple modes of transportation to encourage its usage. The committee identified two locations along S. Thompson Road that meets these criteria with the Transit Commission recommending siting the park-and-ride in front of the Sun Prairie Utility transformer facility.

Alternative Transportation Services & Modes

Ridesharing

The Madison Area Transportation Planning Board co-sponsors a ridesharing program, called Ride-share, Etc. with WisDOT and the City of Madison. This program is in place to connect commuters with transportation options including ridesharing, vanpools, carpools, transit, park-and-ride lots, and bike routes. Commuters are matched with others who have similar commute routes and work hours. The program service area includes



Kobussen Bus Company



Madison College Shuttle



Neighborhood Electric Vehicle

commuters in the southern two-thirds of Wisconsin and the far northern counties of Illinois.

State VanPool Program

The Wisconsin Department of Administration provides a vanpool/ridesharing program to assist commuters in their ride to work. The vanpool service is an alternate means of transportation for state and non-state employees commuting to Madison from outside communities, such as Sun Prairie. Riders pay a fare calculated to cover operating and capital costs. A minimum of one state employee is required on each van, but non-state employees are also welcome to ride. As of January 2019, two vanpools through this program currently serve Sun Prairie.

Specialized Transportation Services

The Dane County Department of Human Services provides individual and group transportation services which provide mobility for seniors and persons with disabilities. Transportation assistance may also be provided for low-income families or persons with unusual medical transportation expenses.

School Bus

The Sun Prairie Area School District provides school bus transportation to and from school for students who meet certain criteria based on the distance they live from the school and also based on the safety of a pedestrian route to the school. The school district contracts with private companies for the bus service. Currently Kobussen Bus Company is the regular education bussing contractor and T Durst Bus Company is the special education bussing contractor.

Madison College Shuttles

Currently enrolled students at Madison College are eligible to ride shuttle bus service provided by the College. The shuttle picks up in front of the Prairie Phoenix Academy in Sun Prairie (160 South Street), and drops off at the Truax Campus.

On-Demand Ride Services

Private, on-demand transportation services such as Uber and Lyft use smartphone applications to connect passengers to drivers. These services are similar to traditional taxi service though with improved transparency and predictability for ride pricing and pick-up timing. Local services such as Green Cab also utilize similar functionality.

Neighborhood Electric Vehicle (NEV)

The City of Sun Prairie adopted an ordinance in 2006 that allows Neighborhood Electric Vehicles (NEVs) to be used on City streets that have a posted speed limit of 35 miles-per-hour or less. An NEV is a self-propelled, low-speed motor vehicle that is powered by electricity. Unlike conventional electric vehicles that have since become available, NEVs are not capable or approved for travel on highways. They are a lower-cost option for private, low-emission travel within the City.

Electric Mobility Devices

Recent technological advances have led to a variety of personal mobility devices with electric motors, including bikes, scooters and skateboards. There are several state statutes that attempt to define and regulate the use of such devices in the interest of safety on roads, sidewalks and trails. These

DID YOU KNOW?

An electric bicycle (or e-bike) is a type of motor bicycle with an electric motor. It must also have pedals and be able to be operated under pedal power alone. Electric bicycles come in a variety of forms. The most common are pedal assist and power on demand. With pedal assist the electric motor is regulated by pedaling. The pedal assist motor adds to the effort of the rider when they are pedaling. With power on demand the motor is activated by a throttle, usually handlebar mounted like on motorcycles or mopeds.

To be considered an electric motor bicycle,

- The electric motor has to be less than 750 watts,
- The maximum speed has to be less than 20 mph when operated solely by motor power, and
- It has to have fully operative pedals. With the motor completely off it can still be operated via pedal power alone. [\[340.01\(30\)\(b\)\]](#)

including Chapter 346 Rules of the Road, in particular [Subchapter XII](#), though a search of the statutes for terms like “motor bicycle” and “mobility devices” is advised as these regulations are likely to be amended in the coming years.

Motor bicycles (also known as e-bikes) are currently prohibited on sidewalks and only allowed on multi-use paths when peddling without use of a motor. E-bikes are considered bicycles for vehicle registration purposes, and the City of Sun Prairie requires all bikes to register with the Sun Prairie’s police department.

Transportation Plans

State

- [Connections 2030: Wisconsin’s Long-Range Transportation Plan \(2009\)](#)
- [Wisconsin Rail Issues and Opportunities Report \(2004\)](#)
- [Wisconsin State Freight Plan \(2018\)](#)
- [WisDOT Six-Year Highway Program \(2018-2023\)](#)
- [Wisconsin State Airport Systems Plan 2030 \(2010\)](#)
- [Wisconsin Bicycle Transportation Plan \(1998\)](#)
- [Wisconsin Pedestrian Policy Plan 2020 \(2002\)](#)

Regional

- [Madison Area Regional Transportation 2050](#)
- [Regional Transportation Plan Update 2035: Madison Metro Area & Dane County \(2012\)](#)
- [Regional Transportation Plan 2050 \(2017\)](#)
- [Bicycle Transportation Plan for the Madison Metro Area and Dane County \(2015\)](#)
- [Madison Area Bus Rapid Transit Study \(2013\)](#)
- [2017-2020 Transportation Improvement Program \(2016\)](#)
- [2013-2017 Transit Development Plan \(2013\)](#)
- [Dane County Comprehensive Plan](#)
- [Transport 2020](#)
- [Wisconsin 19/113 Access Plan \(2016\)](#)

EMERGING TECHNOLOGIES WITH POTENTIAL LONG-TERM IMPACTS ON THE CITY OF SUN PRAIRIE

CAR SHARING

Car sharing is a model of car rental where people rent cars for short periods of time, often by the hour. They are attractive to customers who make only occasional use of a vehicle as well as to others who would like occasional access to a vehicle of a different type than the one they use day-to-day. The organization renting the cars may be a commercial business or the users may be organized as a public agency, not-for-profit group or a cooperative. In Madison, car sharing is currently provided by Zip Car. Currently there are 22 Zip Car locations with 32 vehicles which are located on the UW-Madison campus and in the central part of Madison. In the last 12 months the UW-Madison averaged 3,084 members and members used the vehicles for 24,172 hours.



INTELLIGENT TRANSPORTATION SYSTEMS (ITS)

Intelligent Transportation Systems (ITS) refers to a broad range of technologies, including information processing, communications, traffic control, and electronics, which can be used to improve the safety, efficiency, dependability, and cost effectiveness of the transportation system. Currently ITS architecture has been implemented at the state-level with 511 Traveler Information, Rural Safety Innovation Program, Southwest Region Dynamic Message, and WisTransPortal.



AUTOMATED VEHICLES

Automated vehicles are vehicles in which at least some aspect of safety-critical control functions occurs without driver input. Over time, it is anticipated that vehicles will gradually gain more autonomy. Because of this continuum of automation, "levels of vehicle automation" have been developed to quantify levels of driver reliance. Examples of vehicle automation are becoming more mainstream each year. Many higher-end vehicles currently come with automated features such as parking assist and crash avoidance. Some automakers, such as Tesla, have released highway autopilot features or are planning on releasing them in the near future. Potential Issues of this technology include a dramatic increase in vehicle miles traveled due to "drivers" that would otherwise be unable to use the roadway. A reduction in driving stress may lead to an increase in discretionary travel and increased urban sprawl. The transition period from traditional cars to autonomous vehicles may be difficult due to low public acceptance of the vehicles and cost barriers for low-income or elderly traveler. Further, the unknowns of this technology make it difficult to determine whether capacity expansion is an appropriate treatment for congested or unreliable roadways. Parking lots and related facilities could be rendered obsolete because vehicles will have the ability to drop off passengers and return to their origin or pick up other passengers.



Businessinsider.com

WIRELESS POWER TRANSFER

Initially, it is likely that electric buses and other vehicles traveling on high traffic corridors could be the first adopters of this technology to justify the capital investment cost. Once the technology becomes less expensive, light-duty and consumer vehicles are likely to follow. In addition to wireless power transfer, distributed fast charging has the potential to change the entire transit system. It could also allow for charging at places where transit vehicles taxi throughout the area. Benefits of this technology include limiting the need for individual consumers to have reliable access to charging stations. It would also extend the driving range of electric vehicles by providing charging capability on major roadways, a potential boon for automated vehicles.



Wireless Charging Concept, Intel Corp.

Source: Madison Area TPB: Regional Transportation Plan 2050 (2017)

TRANSPORTATION CONCERNS



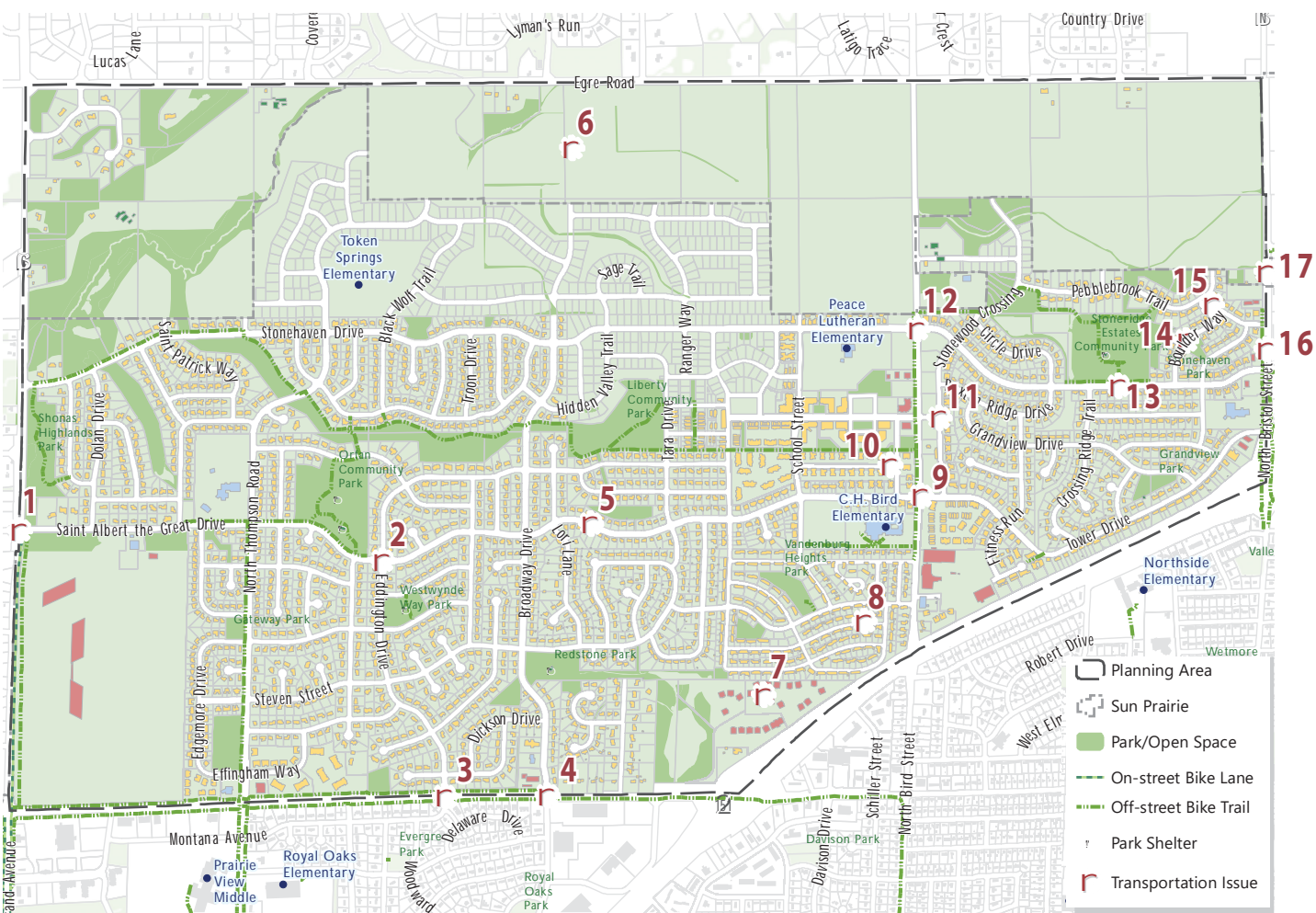
Sun Prairie Comprehensive Plan Neighborhood Forum

Location-Specific Transportation Issues

We hosted four neighborhood forums in May 2018 to identify issues and concerns from residents and other stakeholders. The next several pages identify specific transportation-related issues identified by residents at a neighborhood planning level. This information can be used to help prioritize future improvements in the City.



Figure 8-15: Northwest Planning Area - May 2018 Public Forum Transportation Concerns



ISSUES IDENTIFIED

- 1** - Cars not following speed limits & difficulty getting around with no street lights.
- 2** - Continue trail to Eddington.
- 3** - Need to extend right turn lane into Eddington.
- 4** - Bike/ped improvements needed on Broadway into the neighborhood.
- 5** - Blind corner from some driveways on this curve. Traffic speeds up quickly after stop sign at Broadway and doesn't slow until nearing Bird School.
- 6** - Concerns with traffic impact of the Token Springs School. Interest in connecting Thompson Road and Broadway Drive to Egre Road.
- 7** - Need connection to Vandenburg Street from Lois Drive. "Pagoda Park" - Emergency access.
- 8** - Better Sidewalks. Speedbumps needed.
- 9** - Concern with traffic at this intersection with school, buses, walkers and drop-off/pick-up hours. Care needed for students crossing the street. Possible roundabout.
- 10** - Poor clearing of snow
- 11** - Crosswalk enhancement needed at Liberty/Bird
- 12** - Trail Crossing is not well signed - should be moved to intersection. Also speeding in general on Bird is bad. Roundabout would be good entry treatment to slow vehicles.
- 13** - Speed controls on Stonehaven Drive needed.
- 14** - Need sidewalks along rest of Pebblebrook Trail thru Boulder Way and Terrace Chase for walking/biking!
- 15** - Trail is not connected to the rest of the trail network in the area & winter maintenance is a must since maintenance of roads are poor at best in winter. Lack of sidewalk connecting neighborhood to CTH N.
- 16** - Speeding concerns on CTH N. Would be good to narrow roadway (road diet).
- 17** - Continue off-street multi-use path. Add on-street bike lane/bike route through Pebblebrook trail & sidewalks to all neighborhoods!

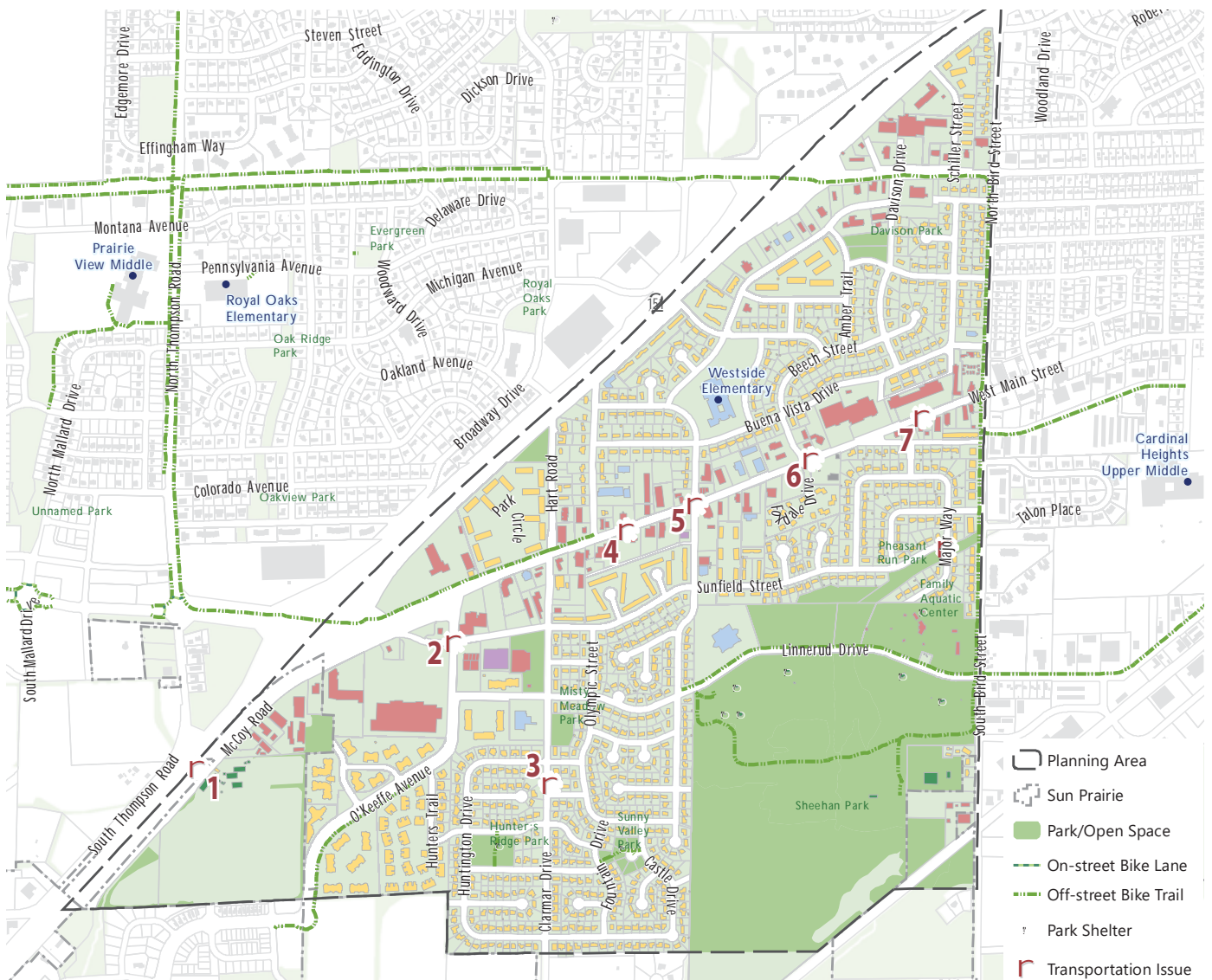
Figure 8-16: West Planning Area - May 2018 Public Forum Transportation Concerns



ISSUES IDENTIFIED

- 1** - Intersection is very unsafe without protected left turn lanes with vehicles pass on the shoulder.
- 2** - Intersection is very unsafe without protected left turn lanes with vehicles pass on the shoulder.
- 3** - XXX.
- 4** - Eventually, connect 3 streets between Sun Prairie and Burke.
- 5** - Remove all roadblocks between Town roads & City streets to improve emergency vehicle access.
- 6** - Add a bike/walking path to quickly connect to Am Fam & other places south of neighborhood.
- 7** - Off-street bike paths needed connecting to Madison.
- 8** - Trail does not connect here - a key missing link on Hoepker to trail that goes to Madison. Bikes need to leave path, cross with no protection to other path.
- 9** - Nightmare trying to use this road in mornings, afternoon, and evening. Need dedicated right turn lane from Southbound Hoepker Rd to Triumph Drive (Costco).
- 10** - This intersection is too large and the traffic lights need to have longer intervals. People going through on yellow aren't through the intersection until the other light has been green for 2-3 seconds. Prairie Lakes & Grand has major traffic issues, especially with the turn lanes. There seems to be a lot of confusion with the two right turn lanes off Prairie Lakes onto southbound Grand.
- 11** - Need traffic signal to aid with woodman's access.
- 12** - Need dedicated right turn lane from Southbound South Grande Avenue to Hoepker Road.
- 13** - Cars not following speed limits, not knowing how to use roundabout, long lines at stop lights.
- 14** - Hope to see improvements for bike & walking safety near new school site. And good traffic controls during peak traffic hours.
- 15** - Improvement of existing bike/pedestrian path.

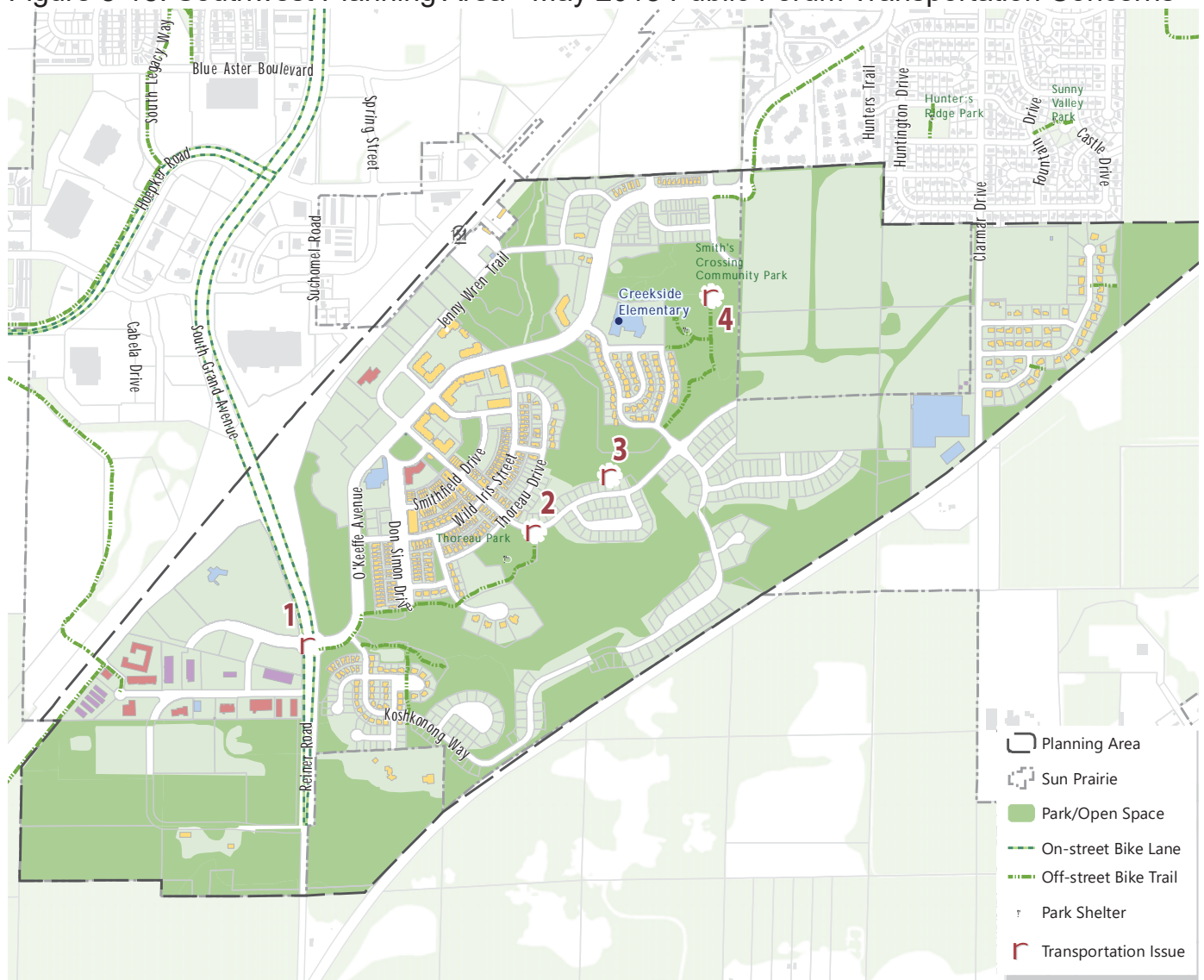
Figure 8-17: West Central Planning Area - May 2018 Public Forum Transportation Concerns



ISSUES IDENTIFIED

- 1** - Consider a sound/noise barrier along the highway. Another access point to the other side of 151 would be great at this area - limited access to Smith's Crossing.
- 2** - Needs signal(?).
- 3** - Lack of sidewalk on east side of Clamar.
- 4** - Near the Culvers is a horrible pedestrian crossing - it is near impossible to see pedestrians from car & scary to cross on foot. A flashing light to alert of pedestrians & to slow traffic would be helpful for all.
- 6** - Traffic speed is too great on Main Street. Cars go through on red frequently presenting danger to children & walkers.
- 7** - Odd street configuration along with increased traffic for the retail and residential in the area. Need to have a safer pedestrian crossing in this area.

Figure 8-18: Southwest Planning Area - May 2018 Public Forum Transportation Concerns



ISSUES IDENTIFIED

1 - Controlled intersection needed here with bike crossing, traffic during rush hour, etc. Traffic circle may be best at this intersection (as signal control would not be needed all day). Traffic circle will also help slow traffic.

2 - There are bike paths to nowhere (or that end abruptly) all over Smith's crossing. There are lots of walkers and bikers who would appreciate connecting them.

3 - Trail connection needed.

4 - Continue off-street bike trail to link up with trail on O'Keeffe Avenue.

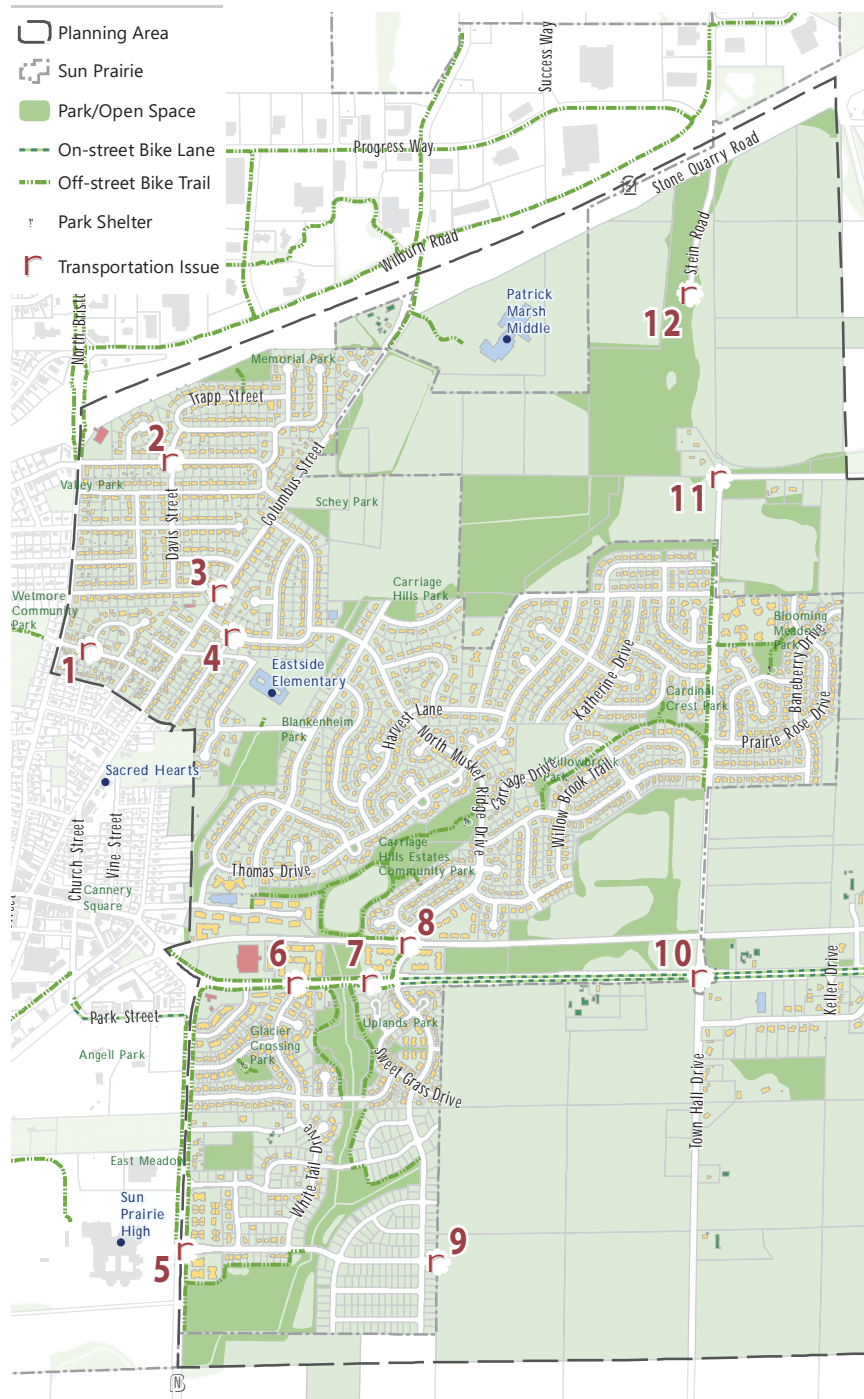
Figure 8-19: Central Planning Area - May 2018
Public Forum Transportation Concerns



ISSUES IDENTIFIED

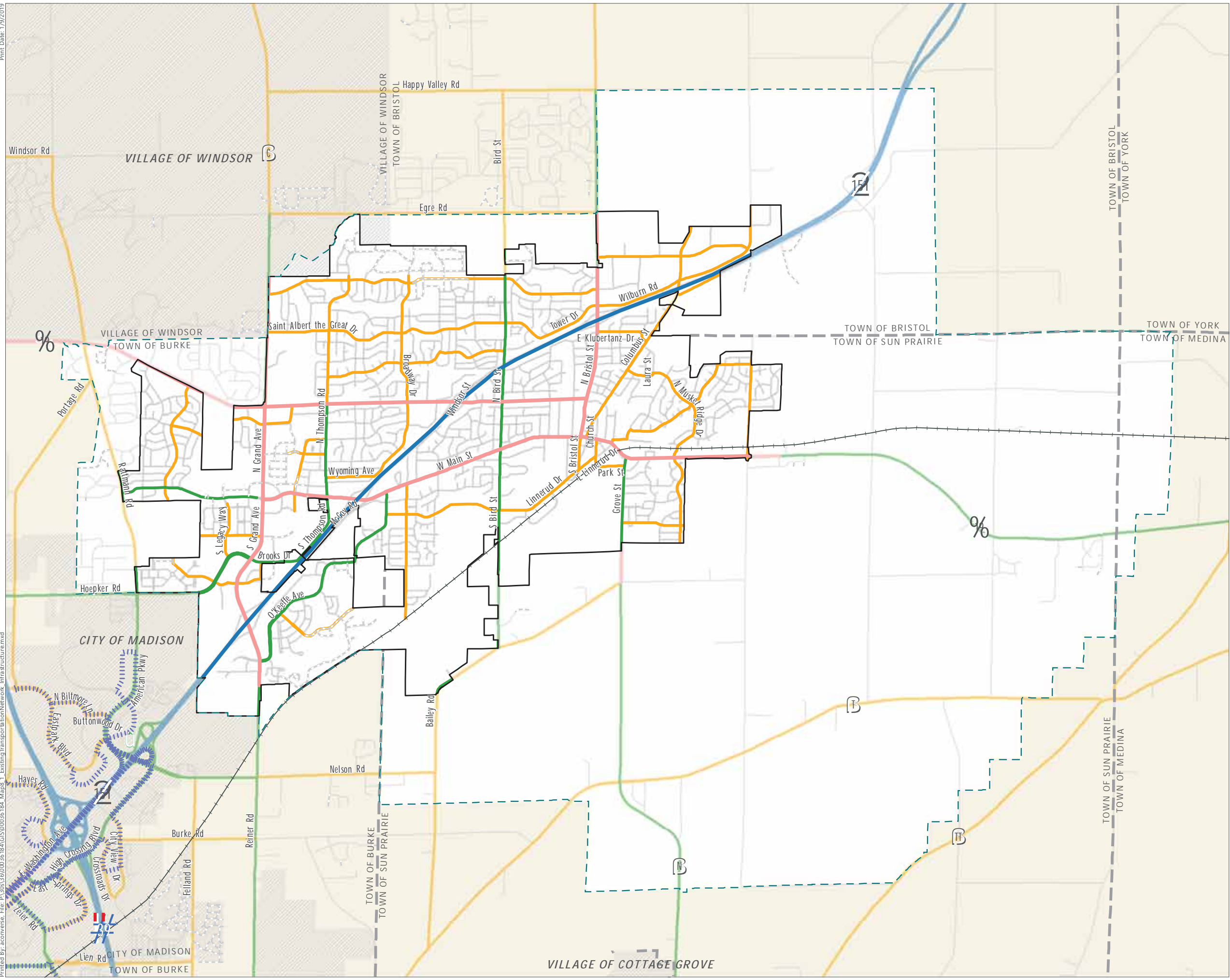
- 1** - Lane configuration is funny - potential single lane roundabout.
- 2** - Would like to feel safe biking with family across town.
- 3** - Increase in high-density housing will make it unsafe for pedestrian, bicyclists, and traffic overall.
- 4** - Need better pedestrian crossing.
- 5** - Sidewalk needed through and/or adjacent to church.
- 6** - Connect these bike trails with preference for more off-street trails. Could also extend to Wetmore Park.
- 7** - Sidewalks flood.
- 8** - Need signal at US 151 interchange. Intersection has difficult left turns.
- 9** - Connect bike facilities with preference for more off-street trails. Could also extend to Wetmore Park.
- 10** - Challenging intersection - need enhanced crosswalks and better signage for motorists to yield.
- 11** - Bike routes to/in downtown needed.
- 12** - Semi trucks have problems turning onto Bristol. Better pedestrian crossings for the entire Bristol Street Intersection.
- 13** - Missing sidewalk ramps.
- 14** - Missing sidewalk ramps.
- 15** - High school kids speed down the street. Consider traffic calming measures.
- 16** - Very wide crosswalk (and not marked well). Re-work intersection.
- 17** - Provide a bike path connecting Grove Street and Bird Street.
- 18** - Suggested bike path to the west.
- 19** - Need for another public street between Linnerud Drive and Grove Street to relieve the traffic volume in the downtown.
- 20** - Walk sign has not stopped vehicles from turning in front of pedestrians (need No Right Turn on Red)
- 21** - Intersection need to be addressed, especially for difficult left turns and ped crossing.
- 22** - Increased traffic/parking concerns.
- 23** - Intersection needs improvement. Roundabout?

Figure 8-20: East Central Planning Area - May 2018
Public Forum Transportation Concerns



ISSUES IDENTIFIED

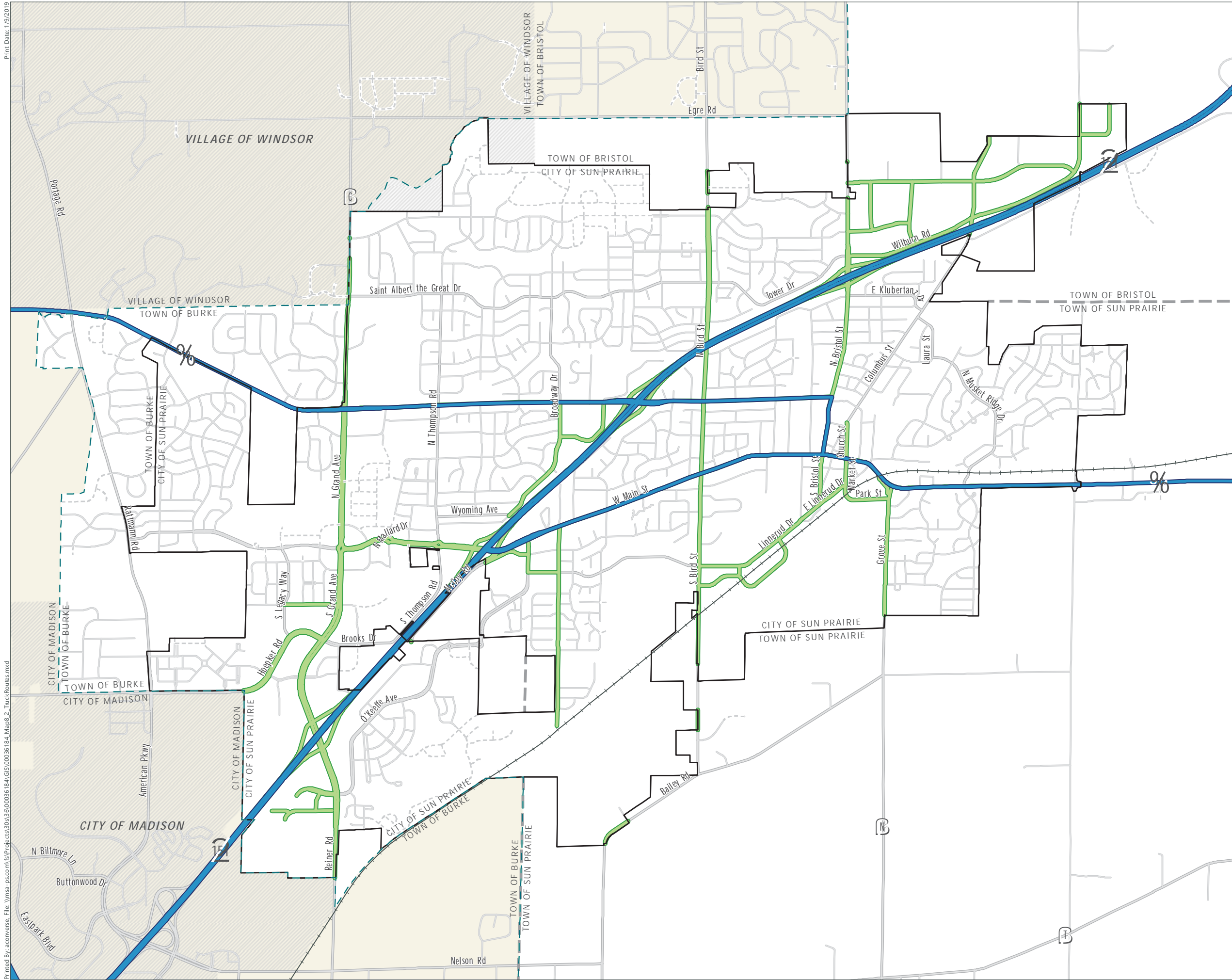
- 1** - Speed bumps desired on E. Elm Street.
- 2** - Better enforcement of stop signs at Klubertanz & Davis.
- 3** - Bike lanes on Columbus?
- 4** - Clara Street needs traffic calming measures.
- 5** - High school traffic & left hand turns are making this a dangerous intersection in the morning.
- 6** - Very unsafe part of WIS19 - there should be a crosswalk from Whitetail Drive across WIS19.
- 7** - WIS19 traffic very often going 45-55 mph when still in the 25-35 mph zone.
- 8** - Need gated RR crossing. Provide stop sign? Cut back weeds & hill to improve visibility?
- 9** - We need to create a relatively straight arterial east-west street on the far east side of the city to provide an alternative to WIS19.
- 10** - Traffic is getting really bad at this intersection. Needs a stop light.
- 11** - Add a multi-use path to create loop around city or provide safe routes to school & parks.
- 12** - Add bike path at Patrick Marsh Pond. Great if extended around whole pond. Paddle sports (Kayak/Canoe) Access?



Existing Transportation Network & Infrastructure

- 2019 Planning Area
- City of Sun Prairie
- City/Village
- Town
- Outside Planning Area
- Railroad
- Current Functional Class**
- Interstate/Freeways
- Principal Arterial
- Minor Arterials
- Collectors
- Local
- Platted Street
- Outside of Sun Prairie*
- DOT/MPO Functional Class**
- Interstate/Freeways
- Principal Arterial
- Minor Arterials
- Collectors
- Local
- Metro Transit Bus Route
- Metro Transit Bus Stop
- Existing Park & Ride

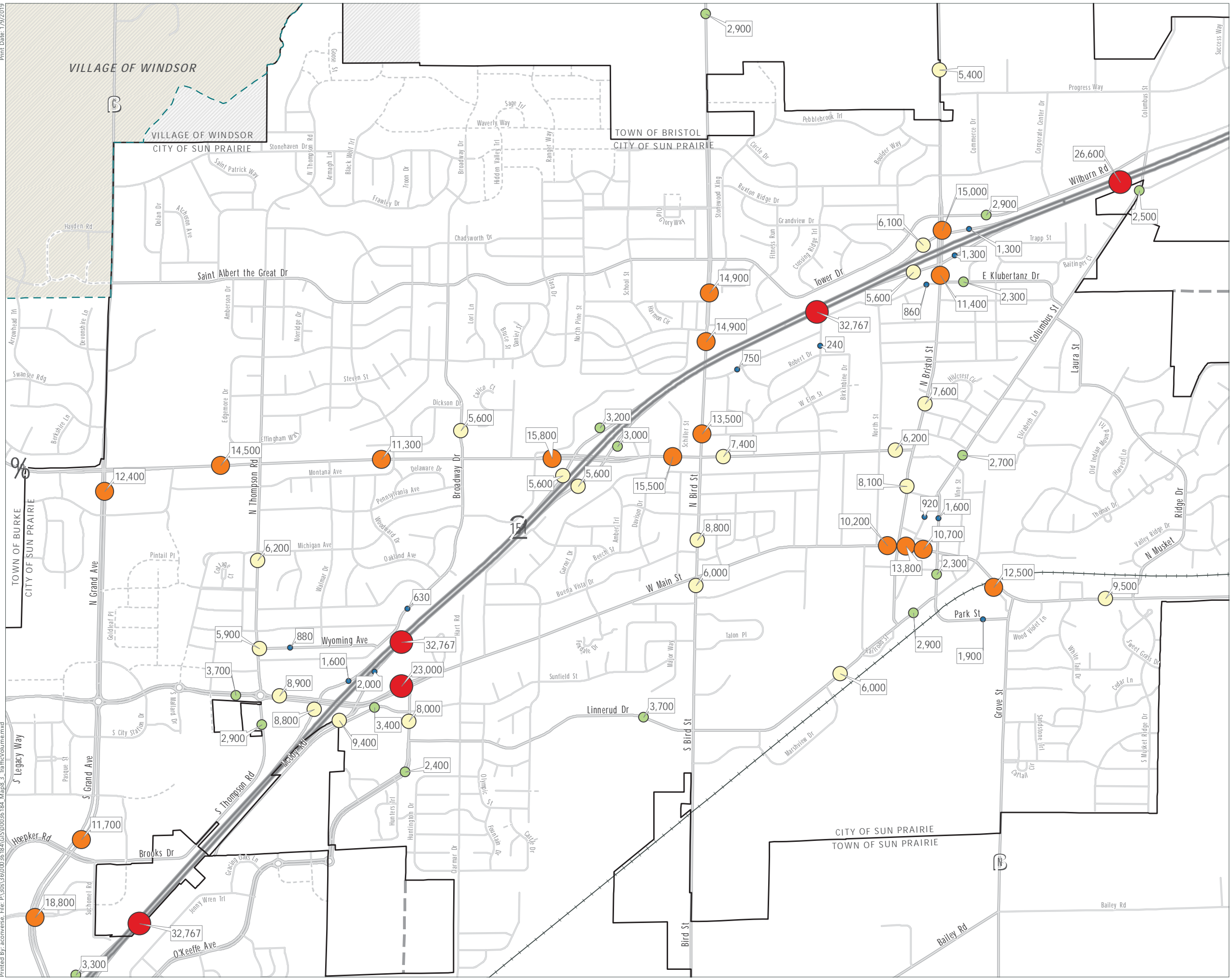
Data Sources:
 Municipal Boundaries and road names provided by Dane County (May 2018).
 Functional Classifications outside of Sun Prairie provided by MPO.
 Metro Transit information provided by the City of Madison.



Truck Routes

- 2019 Planning Area
- City of Sun Prairie
- City/Village
- Town
- Outside Planning Area
- Railroad
- Platted Street
- Long Truck Route
- Heavy Traffic Route

Data Sources:
 Municipal Boundaries and road names
 provided by Dane County (May 2018).
 Long Truck Routes provided by WisDOT Long Truck Operators
 Map (August 2017)
 Heavy Traffic Routes provided by the City (per City Ordinance
 Sec. 10.12.040)

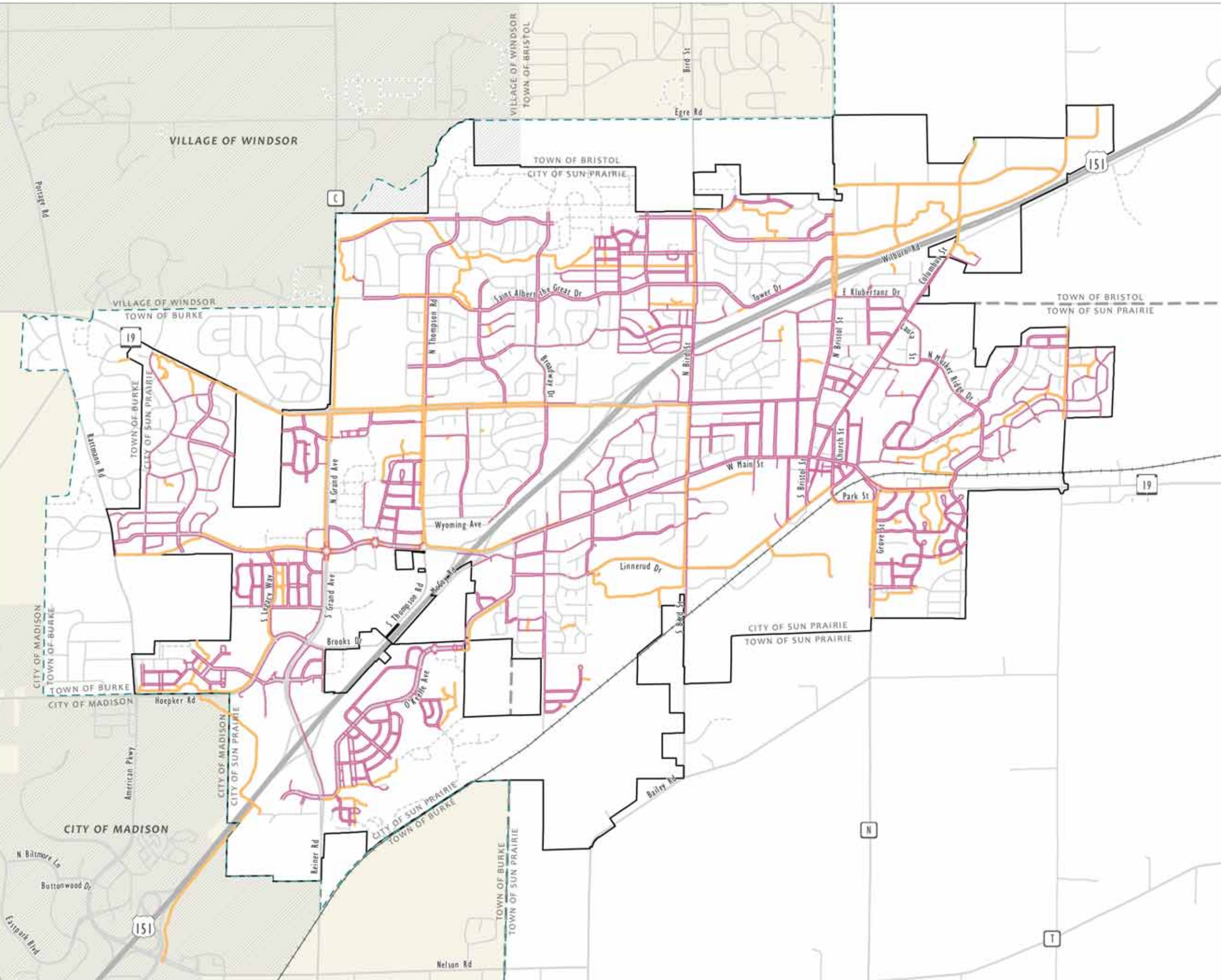


Traffic Volume

- 2019 Planning Area
 - City of Sun Prairie
 - City/Village
 - Town
 - Outside Planning Area
 - Railroad
 - Platted Street
- Annual average daily traffic (AADT)
- Up to 2,000
 - 2,001 - 5,000
 - 5,001 - 10,000
 - 10,001 - 20,000
 - More than 20,000

Data Sources:
 Municipal Boundaries and road names provided by Dane County (May 2018).
 Truck routes provided by the Madison Area Transportation Planning Board.
 AADT counts provided by WisDOT and are the most recent recorded at each location.

Print Date: 1/26/2018
Printed By: esomw@msa.com File: F:\GIS\1800018_1018_CIP2018\184_Map8_4_ExistingOffStreetNetwork.mxd



Existing Off-Street Pedestrian/Bicycle Network

- 2019 Planning Area
- City of Sun Prairie
- City/Village
- Town
- Outside Planning Area
- Railroad
- Future Street
- Sidewalk
- Off-Street Multi-Use Path

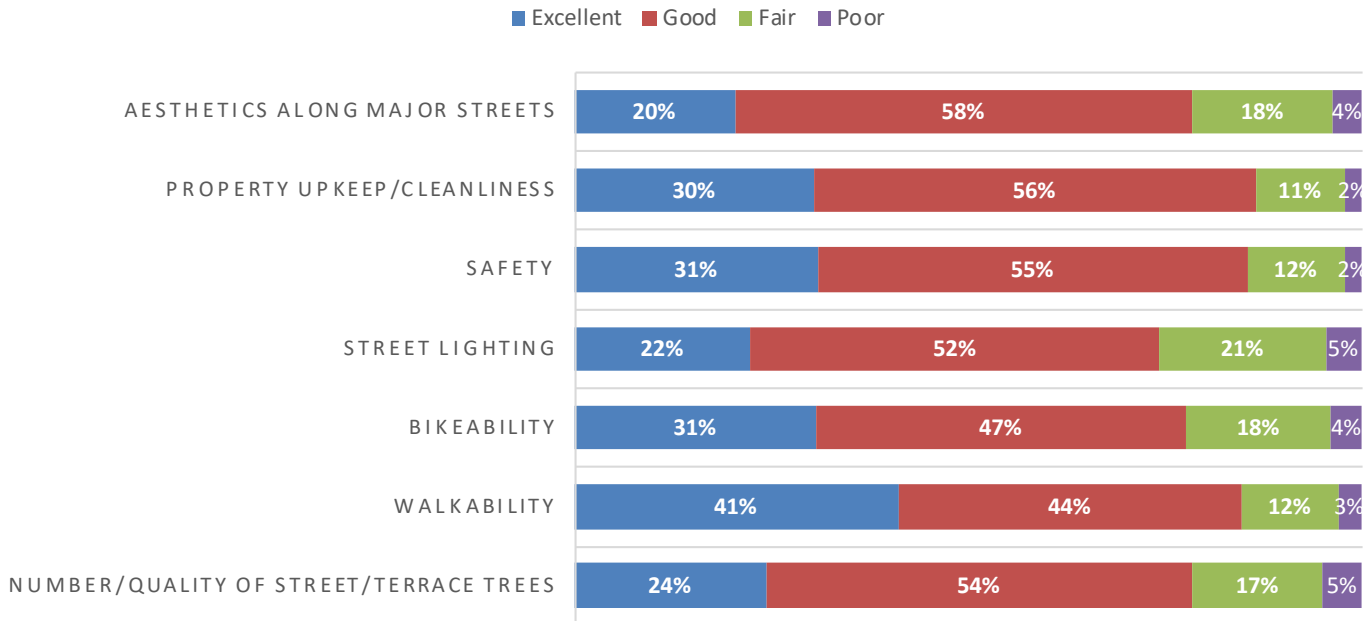
Sidewalk - Bicycling allowed on sidewalks. EXCEPT the 100-300 Block of E. Main Street, 100 Block of W. Main Street, and 100 Block of Market Street.

Off-Street Multi-Use Path - Off street paved paths are shared use routes for cyclists, pedestrians, and other non-motorized traffic.

Data Sources:
Municipal Boundaries and road names provided by Dane County (May 2018).

NEIGHBORHOOD - CONTINUED

Q9* How do you rate the following aspects within your neighborhood?

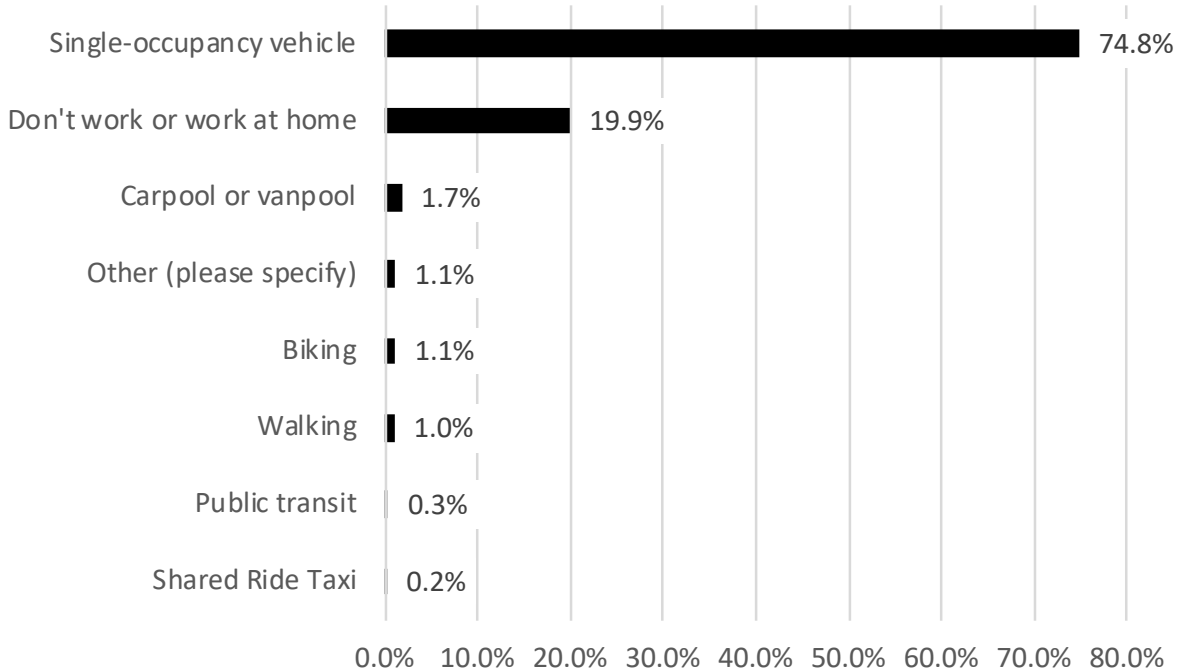


RECURRING COMMENTS (385 total comments)

- Sidewalks are lifted / trip hazard
- Need for more sidewalks and bike paths
- Do not want more sidewalks (especially resulting in cutting trees down)
- Traffic/speeding concerns

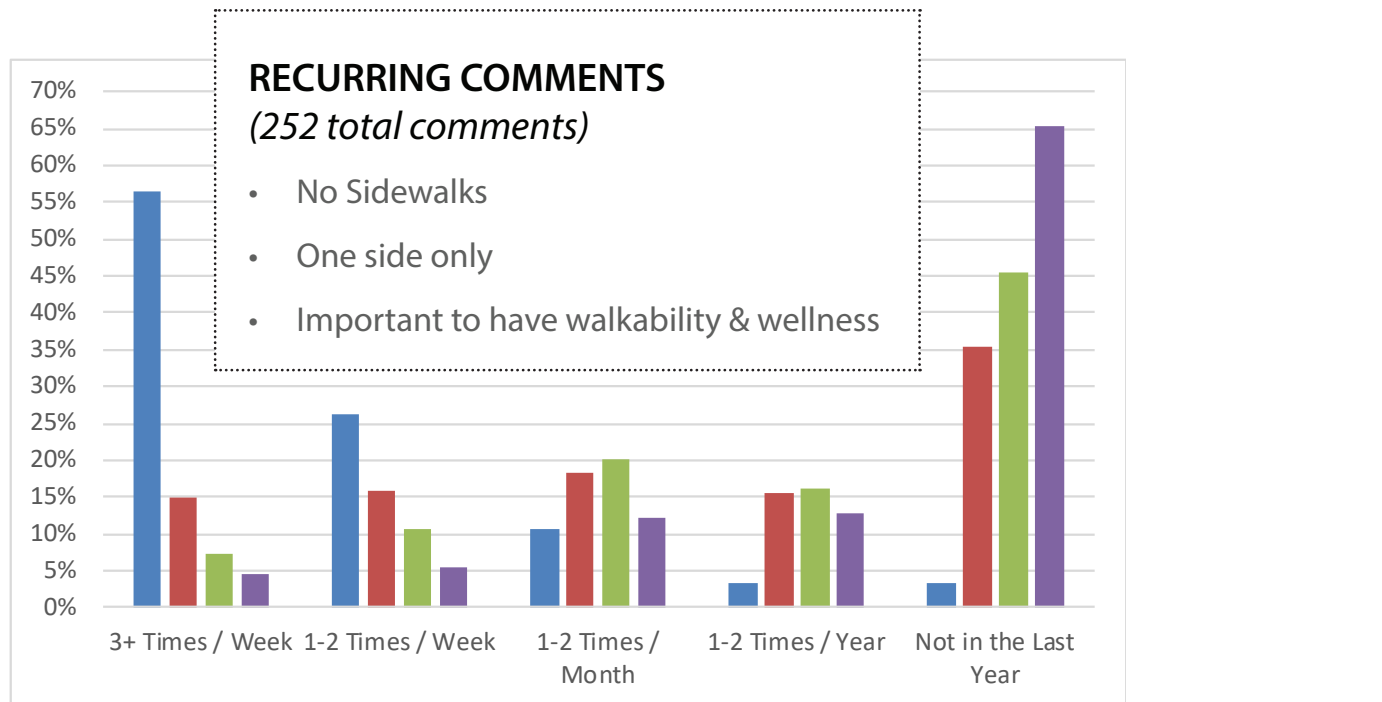
TRANSPORTATION

Q41 How do you typically get to work?



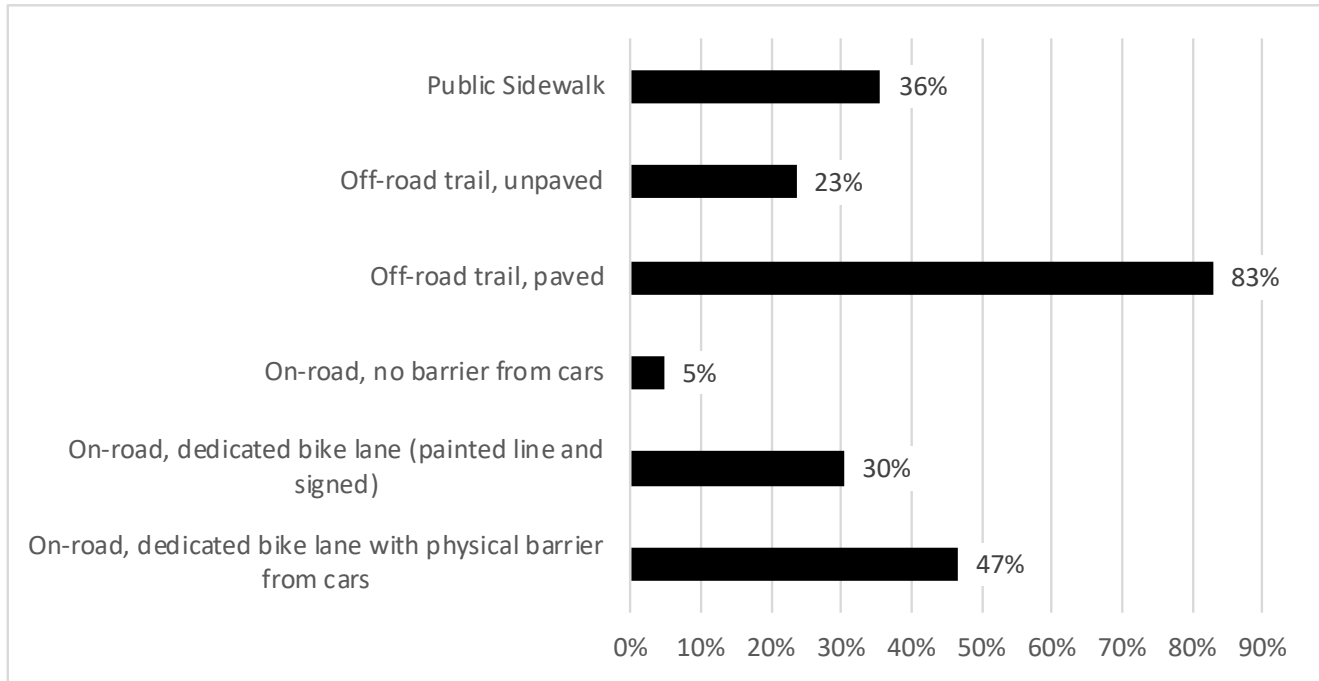
Q42* How often do you:

- Walk for exercise
- Bike for exercise
- Walk for transportation
- Bike for transportation

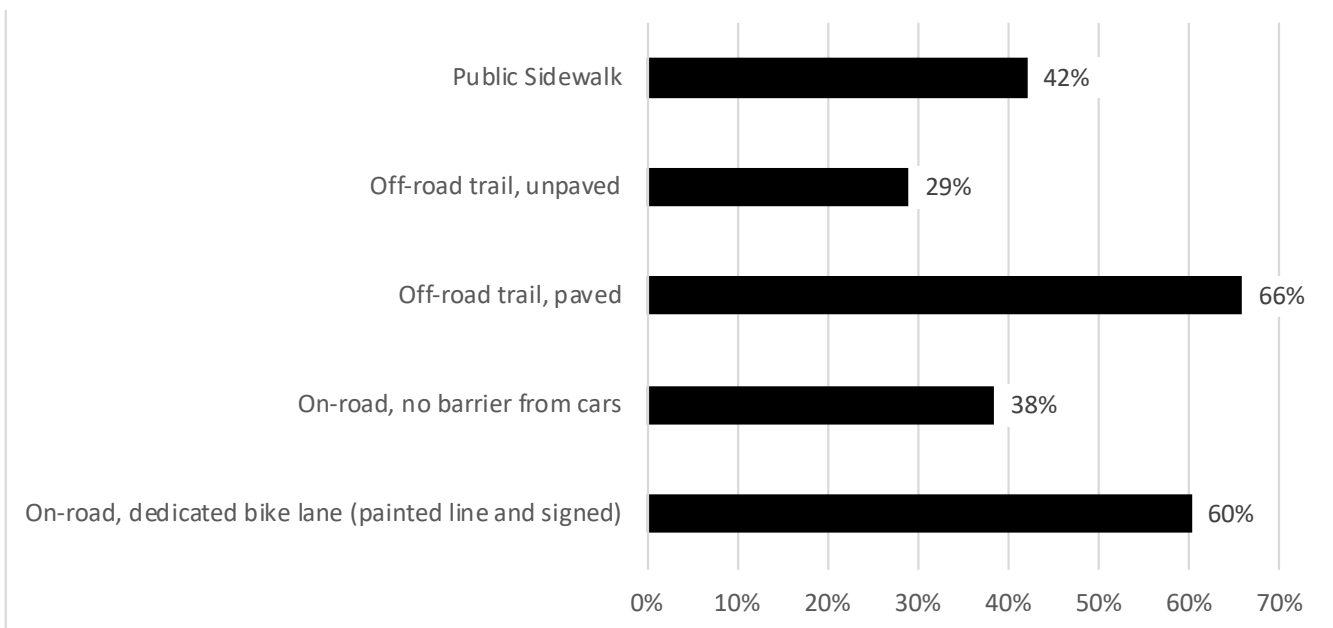


TRANSPORTATION - CONTINUED

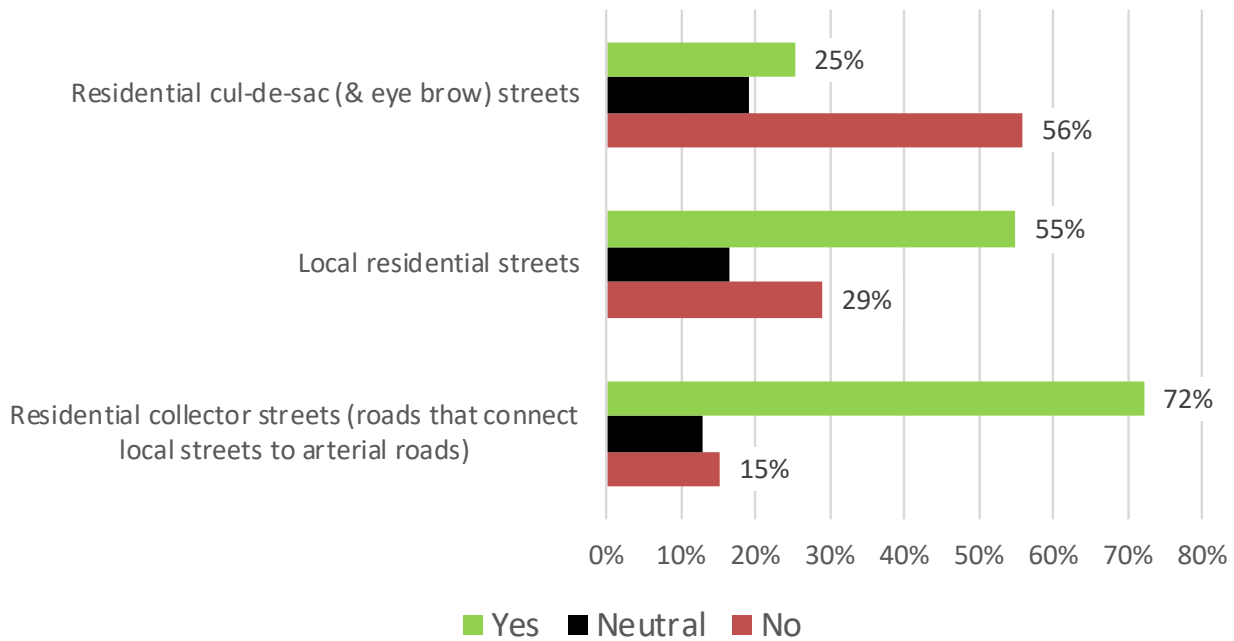
Q43 Along a **BUSY ROAD**, what type of bike facility would you feel safe using?
(Check all that apply)



Q44 Along a **LOCAL STREET**, what type of bike facility would you feel safe using?
(Check all that apply)

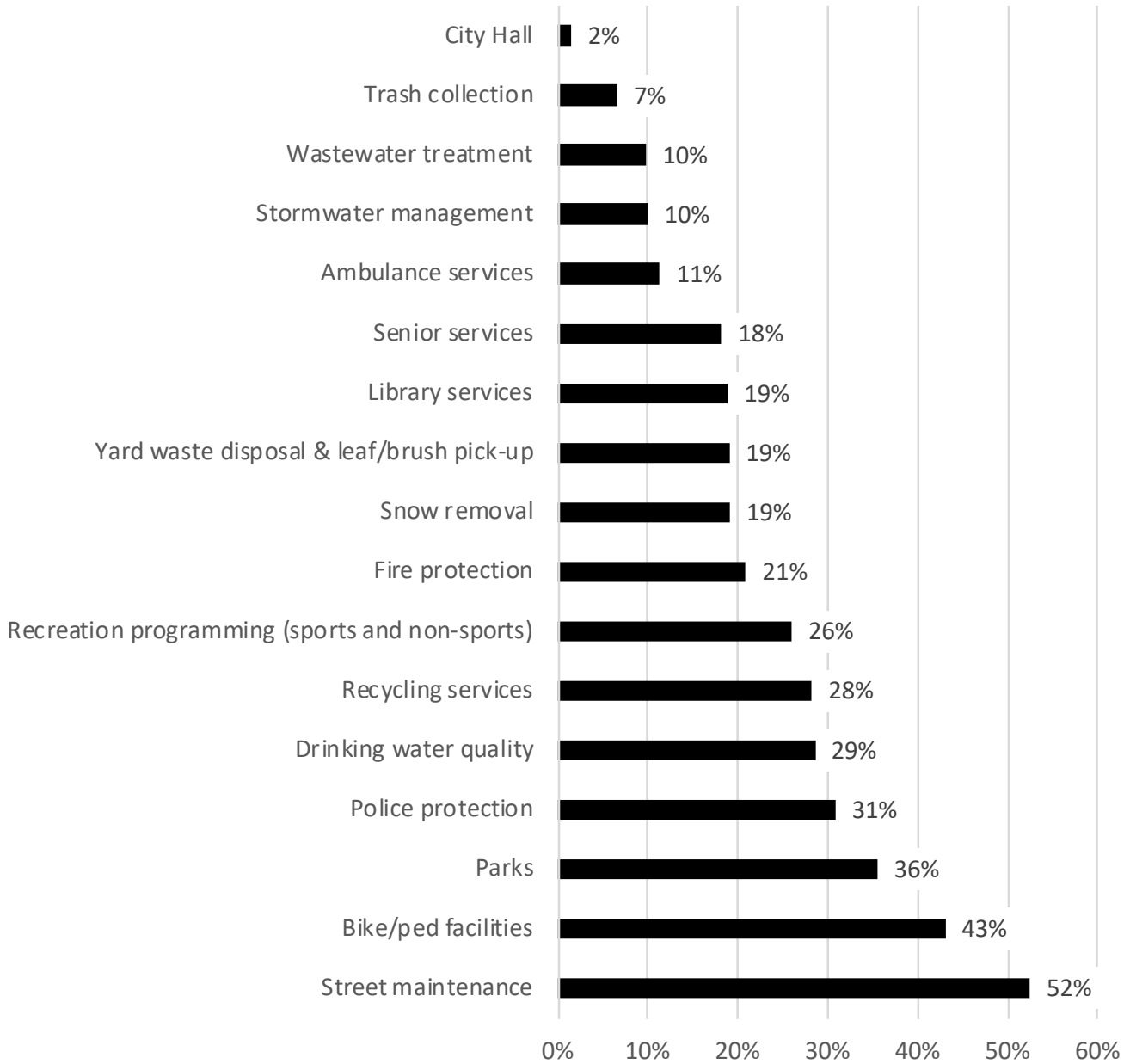


Q45 Should Sun Prairie require the installation of sidewalks when reconstructing the following existing public streets?



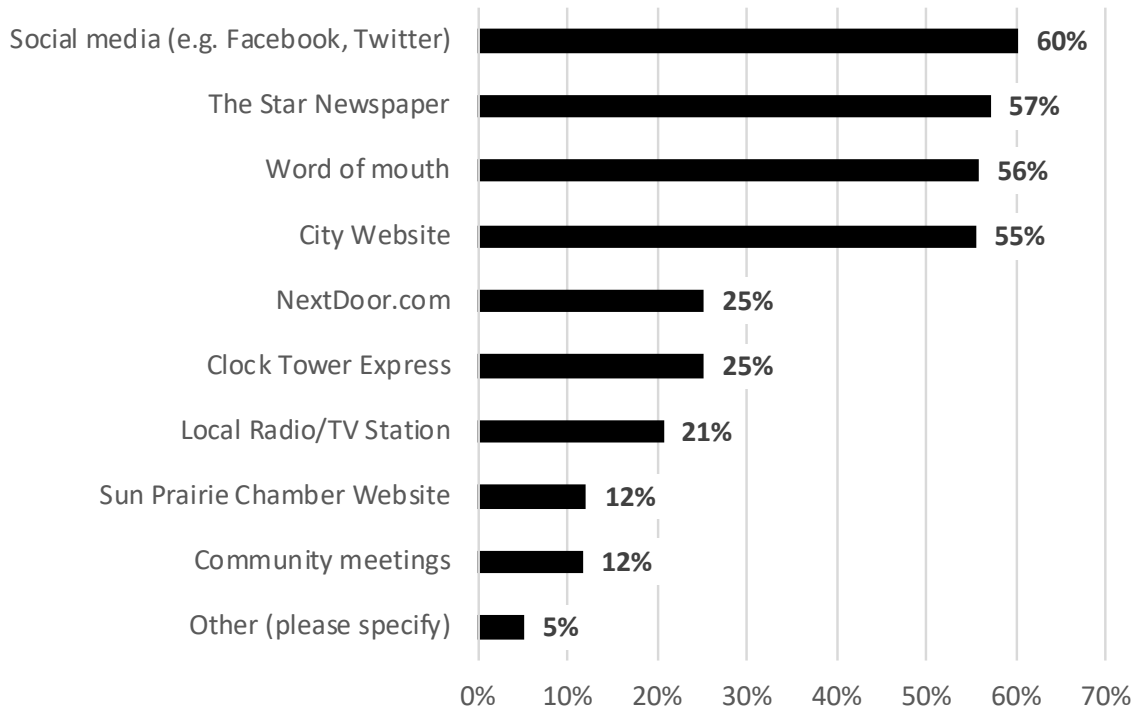
COMMUNITY FACILITIES & SERVICES

Q49 Should the City invest more tax dollars to improve the quality of any of the following public facilities or services? (Select up to 5)



OTHER

Q53 How have you stayed informed about what is going on in the community? (check all that you use at least occasionally)



Q54* Are there any improvements you would like to see in Sun Prairie's future that were not covered in this survey?

TOP RESPONSES (777 Responses)

1. Bus service - 112
2. Slow growth / Stop expansion - 63
3. Bike paths - 57
4. Lower taxes - 40
5. Less apartments - 46
6. Low-income Housing - 32
7. High School expansion/improvement - 31
8. More local businesses - 24
9. Fix roads - 22
10. More greenery - 18
11. Recycling more frequently - 16
12. Improve safety - 15
13. More services for the elderly - 10
14. More space for the Museum - 6



Sun Prairie Comprehensive Plan Summary of Focus Group Comments

Between June and November 2018 MSA met with 17 different stakeholder groups and organizations from the community to gain additional perspectives about the future of Sun Prairie. MSA used a set of questions tailored to each group and explored topics and ideas that came up during conversation. Comments from the groups below are organized here by topic.

- Sun Prairie Business Park
- Chamber of Commerce
- Chamber of Workforce Housing Committee
- Downtown BID
- Sun Prairie Moves
- Young Professionals Networking Group
- Sun Prairie School District
- CEO Networking Group
- Realtors and Developers
- Seniors
- Sun Prairie African American Parent Network
- QBE Employees
- Renters
- Hmong Residents
- Executive Leadership Team
- CDA
- Sun Prairie Utilities Commission

1. How do you describe Sun Prairie?

- Fast growing, friendly small-town
- Great expanding school system
- Suburb of Madison
- Increasingly diverse and becoming more inclusive
- A City in transition with some resistance to change
- A divided City (old-downtown, new-west side)
- A City with most of the services and businesses you need, little need to leave
- A City with a “can do” attitude
- Affordable
- Becoming a larger City with opportunities, a regional destination
- Small town growing pains
- City is pro-business and residents embrace small businesses
- Identifiable downtown
- Walkable neighborhoods with parks, grocery stores in close proximity
- Close to interstate
- Not a tourist draw
- Thriving
- A bedroom community

2. Why do you live in Sun Prairie?

- Good schools
- Friendly place to live
- Feels comfortable here
- City parks/greenspace
- Job is here

- Family lives here
- Church group
- Property values keep going up
- Community assets – library, aquatic center

3. Do you feel connected to your neighborhood?

- Neighborhoods need more cultural diversity (e.g. Bristol Gardens)
- Feel isolated, would like to see neighborhoods come together (no more east vs. west)
- Love the mix of income and housing in Vandenberg, Wyndham Hills
- Westwynde feels uninviting
- Northside is not welcoming to kids
- Smith's Crossing is a great model but lacks diversity
- West Prairie Village needs a park

4. Transportation

- Need fixed route public transportation (i.e. inter- and intra-City)
- Sidewalks should exist on all streets and City should close existing gaps
- Additional State of WI vanpools should be set up for those going to Madison
- Consider a park and ride location on US 151
- Take parking off Hwy 19 during peak traffic hours
- City should focus on being less auto-centric
- Complete a bicycle/pedestrian plan: Identify users and destinations with connections from schools as highest biking priority, neighborhoods as second, and commuters as third. Need bike recognition at major signalized intersections. Need off-street path around City, connecting major destinations, safe route to bus stop in American Center. Need bike connections from downtown to east side. Need better bike connections to MATC/airport, downtown Madison. Overall a good network, but many gaps remain
- Issues with the current shared ride taxi – can take an hour to get picked up, requires debit card – no cash, needs to be expanded to Windsor and DeForest
- Uber is expensive during peak periods
- School buses leave at 4pm so it's hard for some kids who do after school activities to get home
- Youth need safe routes to school
- Takes a long time to get to interstate and US 151 from SP
- Lack of road maintenance on arterials
- Congestion concerns: getting to/from schools on Bristol, downtown from 3-6pm
- Consider requiring bike racks in new development
- Bike advocacy group interested in single track trail designs and adding a pump track
- Need bike trail winter maintenance for year-round riders
- Semi-truck traffic should bypass downtown

5. Neighborhood Improvements

- Need more streetlights
- Need more trees
- Need vegan co-op restaurant
- Need more places to walk to (e.g. grocery store)

- Add more lighting to neighborhoods, along paths for safety. Keep streetlights facing downward

6. Misc.

- Need wider selection of activities for all age groups and income levels, families
- City needs an identity
- Need good delivery food – not just pizza
- YMCA not large enough to support programs for groups outside of seniors
- PAC too expensive
- Boys and Girls Club is a positive addition
- Increase in taxes could drive out long-time Sun Prairie residents
- Sun prairie is doing well compared to other communities in Dane County – schools are growing and development is occurring
- Need to improve communication on issues affecting community and ensure consistency –need to communicate ‘why’.
- Promote non-discrimination ordinance
- Capitalize on partnerships with UW (e.g. autonomous vehicles pilot, put SP on map for techies)
- Do more to promote sustainability
- Decisions seems to always be made by cost, not always value
- Community is very frugal, not much investment in things like public art
- Want to be like Wauwatosa – not reliant on big city
- Eliminate hokey things like museum with no staffing
- Need more activities for teens
- Need nicer restaurants
- Host more events that attract tourists and events that get existing residents out and exploring the community
- Taxes are fine, they are needed for growth

7. Things elected officials should hear

- Don’t feel like the City hears us
- The City needs to give funding to the Boys and Girls Club
- Vandenberg Heights should become a blighted TIF district
- Don’t like the tax breaks City is giving to businesses because more burden is placed on residents
- Think long-term
- Get back to thinking about big ideas

8. Downtown

- Revitalize downtown – add more public spaces, apartments, mix of housing prices, accessibility to grocery store, restaurants, retail, mixed uses, co-op, experiential businesses
- City needs to be proactive with adding parking when new businesses opening
- Need a major draw (e.g. Duluth Trading in Mt. Horeb)
- Need infrastructure improvements (sidewalk repair, lighting, etc.)
- Invest more in downtown buildings that can be re-used and repurposed
- Need places that will attract Sun Prairie residents to come downtown

- Business closure concerns: Kate & Co., losses from explosion, retail is a tough environment), concern about businesses being lost to chains
- Handicap accessibility issues
- Need better bike connections from other communities
- Lack of garbage screening an issue
- Existing businesses should get preference if it comes down to expanding or having a new development come in
- Lack of affordable workforce housing downtown, especially with explosion
- Bristol/Main needs new development to fit downtown historic look
- Downtown businesses need expanded business hours
- Consider redevelopment of Linnerud Drive Corridor to expand downtown
- City should chart the course before development happens at Bristol/Main

9. Economic Development

- Focus on diversity: incentives for women and minority businesses
- Need amenities that pull employees to live in Sun Prairie. Businesses go where employees are. (more amenities to draw younger tech demographic – e.g. ethnic food)
- Focus on quality of jobs vs. total jobs
- It's challenging to do business in Sun Prairie due to raising property taxes, downtown feels like it's struggling, rents are high, Sun Prairie residents don't spend as much as residents from other communities and City lacks public transit
- Labor shortage in Sun Prairie – but this is a county and statewide issue too
- Focus on recruiting businesses that employ IT workers, law firms, insurance agents
- Create a climate that grows existing businesses and entices new business to locate here
- City should leverage and connect businesses with existing educational infrastructure in Dane County and through DWD
- Focus on tough to fill entry-level jobs and specialized skillset occupations (e.g. printing)
- Focus on a variety of business sectors to recruit to spread out risk
- TIF guideline improvements: adopt current draft diversity requirements, consider sustainability funding and/or standards to be met with funding
- Employee retention is challenging – related to labor shortage or employees leaving for minimal pay raises elsewhere.
- Partnership between businesses and city government are excellent, the Chamber could do more. The City and Chamber should work together more often and the Chamber should be an advisory group when policy changes are being proposed. Chamber should be a better ambassador for City. Chamber should help make connections between businesses and job training infrastructure.
- Sun Prairie is a good place to do business because it's family-oriented, rapidly growing, current chain businesses draw consumers in, and it is in a prime location near a major transportation network
- SP business park is full and should be expanded north
- SP has very little office space as it is hard to lease – often competing against the American Center
- Need a balance between chain stores and local businesses
- School District would like to communicate better with local employers to see how its

- curriculum is fulfilling job-related needs
- Need more locally-owned restaurants
- Need another hotel to support visitors and athletic tournaments
- **Improvement of business park** and surrounding housing is a priority: need housing to support business park jobs (north of park), **public transportation connection** and neighborhood commercial - especially restaurants
- Need to foster startup businesses with incubator and/or makerspaces which also considers remote workers
- Need more business community engagement (e.g. hold annual summit, hold annual small group to discuss current issues)
- Lack of supply of industrial buildings and industrial-zoned land. Need 10-40+ acre sites that are shovel ready, low land prices and limited barriers to entry (DeForest has had success with this).
- Retail may be getting to be overbuilt. Rental rates and land prices are high, so some retailers may not be able to survive a major drop in sales.
- Sun Prairie's development process and regulations are generally perceived to be easier than Madison's

10. Housing

- Housing affordability is a big issue – will likely impact long term cultural diversity
- **Focus on workforce housing:** proper distribution throughout City **near jobs and public transportation**
- Need affordable, walkable apartment communities for 55+
- Build multi-family in areas other than Main Street
- Currently too many apartments
- People who work here need to be able to afford to live here
- Inventory of housing is generally low – particularly small starter homes for young families
- Affordable housing is needed (MF <\$1,000/month)
- We need testimonials about how workforce housing helping families
- We need to provide education on how mixed income residential developments do not have a negative impact on neighborhoods
- Use of Affordable Housing Fund (by leaving TID open one additional year) not strongly supported
- Concern that many households are house poor and another recession could lead to foreclosures
- There isn't enough incentive for developers to develop affordable housing
- Rising interest rates are preventing housing gaps from being filled
- Create rental rehab, downpayment assistance fund and affordable housing trust fund
- Make Sun Prairie an easy and friendly place for developers to develop– delay when fees are collected; allow developers to put in parks earlier; shorten 6-week lead time from submittal to first PC meeting; and ensure Engineering, Inspections and Planning are all working together
- Need a variety of housing, especially within older neighborhoods
- Need more luxury homes (\$700k and up) – SP has higher taxes than surrounding towns and too many small lots
- TIF assistance isn't helping supply affordable housing units

- Home prices are affected by park fees, property taxes, etc.
- Cost of land is too high
- Infill unused parks and build larger shared parks
- Need more high end rentals for interns and recent graduates who are entering the workforce
- Home prices aren't low enough for low income residents
- Need smaller apartment complexes – 4-8 plex
- Currently too many single-family homes
- Concern over too much multi-family is overblown – people are reacting to one project
- There is a disconnect between labeling something affordable and whether or not it is actually affordable
- Concerns about gentrification
- Need More ranch style, affordable ownership homes
- Feels to much like City is chasing developers
- Make landlords accountable for property upkeep
- As black community ages, they need apartments where kids can live nearby to help be caretakers
- Look beyond multi-family for affordable units

11. Utilities & Community Facilities

- Current school boundaries result in a high number of minority students in some schools and no diversity in others
- Need more green space
- Improve Public safety – growth brings additional crime/ perception of crime
- **Need more trails – more walkability, bike path connections, lighted walking paths**
- Need a paid fire department and additional police officers and EMS
- Add a multi-use sports complex
- **Make SP a recreation destination – more athletic fields, parks, trails, disc golf, etc.**
- Concern about taxes and the amount of money the City is spending on school buildings vs. teachers/programming
- Update senior center or combine with youth center
- Consider school expansions vs. new schools
- Provide higher education
- Angel Park and Sheehan Park are underutilized
- Activate parks with beer gardens
- Recreation Department building on west side needs stronger presence
- Need large multi-cultural center for cultural events, ceremonies, classes
- Need weekly recycle pickup
- Youth need more financial training in schools
- SP Utilities sizing mains to accommodate all reasonable future growth should be a normal practice
- City may be limited in ability to pump more water from Token Creek watershed because it discharges into the Koshkonong watershed
- New 5G wireless equipment is challenging to place inconspicuously - need to work with telecom industry to coordinate colocations with other equipment
- School District would like to have better coordination with City in terms of where growth is planned and where it should acquire land for future schools. There should

be a biannual meeting with City and School Board and there should continue to be City staff serving on School District committees.

12. Land Use & Development

- Concerned about City being reactive vs. proactive to growth
- Focus on infill development
- More mixed-use nodes with neighborhood commercial
- Need more density, retailers, and manufacturing
- Improvement of Main Street Corridor a top priority: need a Central Main Street Corridor Plan, explosion area is a high priority



CITY OF
SUN PRAIRIE
Wisconsin

AD HOC STEERING COMMITTEE
ON TRANSPORTATION FINAL
REPORT

May 3, 2017

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Acknowledgements

The Committee would like to recognize all of its members:

Council President Al Guyant	Melody Reidel
Tom Weber	Dennis Glinksi
Ginger Baier	Jeanne Gerg
Don Hooser	Rex Owens
Julia Haag	Peter Dettmer
George Frank	Mary Ellen Havel-Lang
Lucia Ramirez	Jon Landsverk
Chad Fedler	Frank Lopez
Betty Bergquist	Judy Lopez

The Committee would also like to recognize the contributions made by the Committee's Alternates:

Alder Steve Stocker	Mark Brehmer
Chris Clinton	Jon Emerick
Gail Baier	Joe Deyoung
Pauline Jeanne-Gilbertson	Carol Heine

The Committee would like to thank all those who attended the meetings, provided information to the Committee and facilitated the work of the Committee:

Mayor Paul T. Esser	Karl Schulte
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Dave Lowe	Fred Bartol
Janelle Vreugdenhil	Tim Semmann
Scott VanOmmeran	Lee Igl
Thomas Koprowski	Drew Beck
Michelle Brokaw	John Burgan

Ad-Hoc Steering Committee on Transportation Final Report

BACKGROUND

On August 31st, 2016 the City of Sun Prairie hosted the Sun Prairie Area Transportation Summit. Over 80 business owners, civic groups, service organizations and community leaders attended to share their thoughts regarding the transportation needs of the community. Several of the attendees expressed interest in serving on a committee tasked with recommending improvements to the City's public and alternative transportation system.

In September of 2016, the Sun Prairie Common Council passed a resolution creating the Ad-Hoc Steering Committee on Transportation. The Council charged the committee with assessing the public passenger and alternative transportation needs of Sun Prairie and recommending potential solutions. Upon the submission of this report, the Committee will dissolve.

The Committee consists of 19 members with an additional 8 serving as alternates. The Committee has met approximately once per month since October of 2016 for approximately two hours. Discussions have focused on four main categories:

- Sun Prairie Ride-Share Program
- Sun Prairie Bus Service and Park & Ride
- Bicycle-Pedestrian Infrastructure
- Public Communication

Based on the discussions of the above mentioned topics, the Committee has drafted several recommendations to improve the current state of public and alternative transportation in Sun Prairie.

The Committee also issued an informal, unscientific citizen survey to gather thoughts and suggestions regarding public passenger and alternative transportation in Sun Prairie. The survey received 1,074 responses. Attachment 1 contains a summary of the survey results.

RECOMMENDATIONS

Sun Prairie Ride-Share Program

1. **Purchase Two Vehicles for the Ride-Share Program:** Currently, the ride-share program does not have the capacity to meet demand for ridership during peak times. Peak times are between 7:00 AM and 8:00 AM and 3:00 PM and 4:00 PM. This inconveniences potential customers seeking to get to/ from work, attending morning medical appointments, receiving transportation to/from

school or anyone trying to move around the City during these times. Adding two vehicles to the rideshare fleet in 2018 will increase the ability of the program to meet demand during peak times. After reviewing the impact of adding the two vehicles in 2018, the City should determine if consumer demand necessitates the purchase of an additional two vehicles in 2019.

2. **Increase the Number of Annual Hours of the Ride-Share Program:** The City currently budgets 27,000 service hours for the Ride-Share Program. The Committee recommends increasing this to 28,000 production hours to increase the ability of the program to meet demand during peak times.
3. **Review the Current Fare Structure:** Currently, the Ride-Share Program offers a regular (\$4.00) and low income rate (\$2.00). Other communities with similar programs offer elderly/disabled rates, student rates, child with parent rates, etc. The cost of a ride, the City share of operating expenses, and ridership also varies among communities. The City should review the current fare structure as compared to other communities and analyze the effects on ridership and revenue of reducing fares or adding additional fare options (student, family, elderly or other discounted rates). Attachment 2 is a comparison of other similar ride-share programs in Wisconsin.
4. **Improve the Advertisement of the Program:** The Committee believes the ride-share program and some of its benefits are under-promoted. For example, the ride-share drivers will help carry a passenger's groceries into their home if requested. Customers can also purchase coupon booklets to pay for their ride rather than having to handle cash at the time of the ride. Awareness of these perks may increase interest in the program and ridership.
5. **Explore Options for Sponsorship of the Rideshare Program:** The City should explore partnerships with local businesses to help support the program. For example, the City may be able to sell advertising space on the vehicles or there may be opportunities for local retailers or grocery stores to provide vouchers for spending a certain amount at their business.
6. **Ride-Share/Madison Metro Transfer Agreement:** The Ride-Share Program now provides service to and from East Towne Mall through a pilot program. The City should evaluate this program after one year and, if successful, make the program permanent and explore options for riders to transfer from the Sun Prairie taxi to the Madison Metro buses for access anywhere in Madison.
 - a. **Implementation of a "Bus Buddies" Program:** If the City is able to successfully negotiate a transfer agreement with Madison Metro, the City should partner with service and civic organizations to offer a "Bus Buddies" program. This program will pair a volunteer experienced rider with an inexperienced rider to show how to navigate the public transportation system. In the event the City begins providing additional public transportation options, this program could be expanded to incorporate the additional options.

Bicycle and Pedestrian Infrastructure

1. **Modify the City's Sidewalk Policy and Codify as a City Ordinance:** The City currently has a sidewalk policy as a part of its 2009 Comprehensive Plan. This policy requires the construction of sidewalks on both sides of the street on new and reconstructed public streets. The Policy should be slightly modified, adopted as an ordinance and strictly adhered to. The suggested language for amending the sidewalk policy can be seen in attachment 3 and information detailing the benefits of sidewalks is shown in attachment 4.
2. **Arterial and Collector Street Markings and Wayfinding Signage:** The map seen in attachment 5 shows the location of arterial and collector streets on which the City should install painted bike lane markings and wayfinding signage in accordance with the current standards of the National Association of City Transportation Officials. These improvements will familiarize users with the best routes to different locations, make it easier for infrequent bicyclists to utilize the network

and alert motorists to the possible presence of bicyclists. Of the streets highlighted in the map, the Committee recommends prioritizing the projects in the following order: Brooks/Thompson Road, Columbus Street, Bristol Street, Bird Street, Stonehaven Drive, Bailey Road, Windsor Street, Egge Road, Rattmann Road and Town Hall Drive.

3. **Roadway Design:** For newly constructed arterial streets, the Committee recommends a width adequate for a roadway with parking on both sides of the street and bike lanes in both directions. Roadways should be designed and operated to enable safe, convenient and comfortable access and travel for all users, including pedestrians, bicyclists, motorists and public transportation.
4. **Creation of a Committee on Bicycle and Pedestrian Transportation:** To aid the City in the creation and adoption of policies, route maps and other bicycle-pedestrian documents, the Committee recommends creating a Committee on Bicycle and Pedestrian Transportation. The Committee will discuss these issues and present policies to City Council for consideration.

Public Communication

1. **Contract with a Professional Firm to Conduct a Scientific Survey:** The Committee received 1,074 responses to its informal citizen survey in March of 2017 indicating there is significant interest in public and alternative transportation in Sun Prairie. However, since the survey was informal rather than scientific, definitive conclusions cannot be drawn from its results. The Committee recommends conducting a scientific survey of the community to determine the demand for potential public and alternative transportation improvements.
2. **Create a Communications Strategy:** To successfully meet the needs of the community, the City needs to ensure it is properly informing the public of new initiatives, programs, meetings and events. A communications strategy would lay out the resources and best practices to be used for communicating with the public and keeping residents informed on the business of the City, including its work on public and alternative transportation.
3. **Expansion of the Duties and Authority of the Transit Commission:** The Transit Commission currently oversees the operation of the City's Rideshare Program. As the needs of the community change and the City's transportation network evolves, the Commission will need to evolve as well. The Committee recommends amending Section 2.68 of the municipal ordinances, as necessary, to expand the duties beyond oversight of the rideshare program.

Public Bus Service and Park & Ride

1. **Sun Prairie Bus Service:** One of the goals of the scientific survey mentioned previously will be to gauge demand for Public Bus Service in Sun Prairie. Depending on the results, the City should consider implementing one, or a combination, of the following options:
 - A. **Madison Metro Expansion to Sun Prairie:** Currently, Madison Metro does not have the capacity to provide service to Sun Prairie; however, the City should remain in contact with officials at Madison Metro and the Metropolitan Planning Organization to be prepared for discussions of a possible expansion, the costs associated with the service, potential routes and the scope of service (neighborhood service, loop service, etc.) Madison Metro could provide.
 - B. **Develop a Sun Prairie Bus System:** The City could develop its own public bus system if there is the necessary amount of demand/need for the service. If the City chooses to do so, the Committee recommends negotiating a possible transfer point with Madison Metro to ensure Sun Prairie residents have access to Madison and Madison residents have access to Sun Prairie's shopping and entertainment options. The Committee also

believes bus stops should include covered structures to protect waiting passengers from the elements.

- C. Bus Rapid Transit (BRT):** Bus Rapid Transit is a frequent, high-capacity, limited-stop transit service. The City should seek official representation on the BRT Planning Process through the Madison Area Transportation Planning Board to ensure Sun Prairie is incorporated as an eventual BRT service connection point. Such a service would benefit residents living in Sun Prairie and working or attending school in Madison. Ideally, this service will pick up and drop off at a future Park & Ride on the Westside of Sun Prairie.
 - D. Sun Prairie Trolley:** The City could explore a Trolley Route similar to the City of Middleton. The trolley would stop at popular locations within the City. For example, an east side grocery store, Downtown, the movie theatre, hotels, the Prairie Lakes Shopping area, etc. Trolley stops should have covered structures to protect waiting passengers from the elements.
- 2. Westside Park & Ride:** The City should find a location for the construction of a Park & Ride on the Westside of the City. This could serve as a transportation hub for carpoolers, future bus service in Sun Prairie or as the stop for an express route to Madison. The Park & Ride should be highly visible, well-lit and easily accessible by multiple modes of transportation to encourage its usage. Attachment 7 contains maps showing two locations which meet the necessary criteria for a successful Park & Ride.

Conclusion

The members of the Committee have worked together to meet the charge of the City Council. Members have fully participated by vetting data, performing their own analysis of the information provided, asking thought provoking questions and offering their ideas on how to make improvements in this area. The Committee has worked with City staff to gather information on the City's current public and alternative transportation networks and programs and have solicited ideas for improvement. The Committee also sought the public's thoughts and suggestions through an informal survey.

The Committee feels the recommendations included in this report will enhance the lives of the residents of the City of Sun Prairie and provide adequate options for public and alternative transportation. The Committee members thank the City Council for the opportunity to serve in this capacity.

Respectfully, submitted on behalf of the members of the Steering Committee:

Al Guyant, Council President
Committee Chair

Attachments

Transportation Survey Results Report

Overall Responses: 1074 (4/4/2017)

- Not every person answered every question
- If someone entered 'No' electronically to question one, they were automatically taken to the last open ended question

This was an informal, unscientific survey

Q1: Are you or a family member interested or currently participating in alternative or public transportation services in Sun Prairie? (4/4/2017)

No: 404 (38%) – 177 had comments for Q20

Yes: 661 (61%) – 319 had comments for Q20

Blank: 9 (< 1%) – 1 had comments for Q20

Q2: What days of the week would you or a family member travel locally using a public transportation service (example - cab or bus)? (4/10/2017)

Response: 647/670, participants could select more than one option

Monday	366	57%
Tuesday	363	56%
Wednesday	363	56%
Thursday	364	56%
Friday	406	63%
Saturday	295	46%
Sunday	226	35%
Unlikely to use	178	28%

Q3: What times would you or a family member want to use a public transportation services (example cab or bus)? (4/10/2017)

Responses: 647/670, participants could select more than one option

6:00AM to 9:00AM	303	47%
9:00AM to 12:00PM (noon)	203	31%
12:00PM to 4:00PM	263	41%
4:00PM to 7:00PM	338	52%
7:00PM to 10:00PM	180	28%
10:00PM to 2:00AM	110	17%
Unlikely to use	164	25%

Q4: What forms of transportation are most commonly used by your household? (4/10/2017)

Responses: 664/670, participants could select more than one option

Walking	397	60%
Bicycling	317	48%
Reliable Vehicle	576	87%
Unreliable Vehicle	43	6%
Sun Prairie Tax	117	18%
Madison Taxi	32	5%
Carpool	127	19%
Wheelchair Accessible Vehicle	16	2%
Relative/Neighbor/Friend	89	13%
Other	24	4%
Private Pick up (Uber, Lyft)	17	3%
RSVP	1	0%
Borrow	2	0%
Scooter	1	0%
Dropped off, then take bus	2	0%
Longboard/Skateboard	1	0%

Q5: What is your employment status? (4/10/2017)

Responses: 664/670, participants could select more than one option

Employed Full-Time	441	66%
Self Employed	35	5%
Employed Part-time	79	12%
Unemployed	18	3%
Retired	97	15%
Student	48	7%
Other	15	2%
Disabled	7	1%
Homemaker	4	1%
Volunteer	1	0%

Q6: Have you ever been unable to obtain a job, had to quit a job or lost a job because it was difficult for you to get to work? (4/10/2017)

Responses: 63/670

- 15/63 referenced kids in families not able to get/keep jobs

Q7: Have you or a family member been unable to participate in an activity due to lack of transportation? (4/10/2017)

Responses: 183/670

- 40/183 referenced kids or teens not being able to participate in afterschool or other activities
 - o 9/40 referenced afterschool kid activities
 - o 3/40 clearly called out activities at the YMCA

Q8: Where do you work or attend school? (4/10/2017)

Responses: 601/670, participants could select more than one option

Sun Prairie	332	55%
Madison	267	44%
Elsewhere in Dane County	64	11%
Outside Dane County	31	5%

Q9: Where do you live? (4/12/2017)

Responses: 643/670

District 1	197	31%
District 2	158	25%
District 3	110	17%
District 4	131	20%
Others	47	7%
Town of Bristol	14	2%
Town of Sun Prairie	8	1%
City of Madison	9	1%
Cottage Grove	2	0%
Marshall	2	0%
Windsor	2	0%
Other (including Sun Prairie)	10	2%

Q10: If they were available how likely would you or a family member use the following transportation options? (4/10/2017)

Responses		Very Unlikely	Unlikely	Neutral	Likely	Very Likely
616	Walk: Sidewalks, path	46	22	57	145	346
625	Bus	106	55	103	163	198
578	Bicycle	61	40	68	177	232
535	Carpool	103	117	146	96	73
502	Wheelchair Accessible Vehicle	308	72	86	18	18
568	Taxi	130	105	129	119	85
552	Private Pick-up Service (Ex. Uber)	118	76	149	127	82

Responses		Very Unlikely	Unlikely	Neutral	Likely	Very Likely
616	Walk: Sidewalks, path	7%	4%	9%	24%	56%
625	Bus	17%	9%	16%	26%	32%
578	Bicycle	11%	7%	12%	31%	40%
535	Carpool	19%	22%	27%	18%	14%
502	Wheelchair Accessible Vehicle	61%	14%	17%	4%	4%
568	Taxi	23%	18%	23%	21%	15%
552	Private Pick-up Service (Ex. Uber)	21%	14%	27%	23%	15%

Q11: To what degree do you agree or disagree with the following statements: (4/10/2017)

Responses		Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
642	A park and ride facility should be located on the westside of Sun Prairie	218	202	174	26	22
637	There are sufficient opportunities for bicycle travel throughout Sun Prairie	67	170	136	164	100

Responses		Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
642	A park and ride facility should be located on the westside of Sun Prairie	34%	31%	27%	4%	3%
637	There are sufficient opportunities for bicycle travel throughout Sun Prairie	11%	27%	21%	26%	16%

Q12: What is the most important to you in determining if you will use public transportation? (04/10/2017)

Responses: 643/670

Cost	120	19%
Accessibility	186	29%
Convenience	303	47%
Other	34	5%
All	9	1%
Safety	9	1%
Connections	5	1%
Need/Necessary	3	0%
As long as it didn't cost the tax payer	2	0%
Clean	2	0%
Wouldn't use	2	0%
Cost & Convenience	1	0%
Wheel Chair Accessible	1	0%

Q13: If Madison Metro bus serviced Sun Prairie to Madison, how likely are you to use: (4/11/2017)

Responses		Very Unlikely	Unlikely	Neutral	Likely	Very Likely
656	Use Madison Metro bus service if extended to Sun Prairie?	111	73	93	191	188
626	Use direct/express services to Downtown Madison?	77	46	93	195	215
636	Use a service to transfer point to go to various locations in and around Madison?	99	98	140	176	123

Responses		Very Unlikely	Unlikely	Neutral	Likely	Very Likely
656	Use Madison Metro bus service if extended to Sun Prairie?	17%	11%	14%	29%	29%
626	Use direct/express services to Downtown Madison?	12%	7%	15%	31%	34%
636	Use a service to transfer point to go to various locations in and around Madison?	16%	15%	22%	28%	19%

Q14: Where would or do you use public transportation (cab or bus) service to get to? (4/11/2017)

Responses: 569/670, participants could select more than one option

Medical	199	35%
Grocery Shopping	127	22%
Entertainment/Theater	327	57%
General Shopping	219	38%
Dining Out	235	41%
Senior Center	48	8%
Visit Friends/Family	145	25%
Work	250	44%
School	150	26%
Other	62	11%
Airport	14	2%
Church	4	1%
Kid Relate	8	1%
Other Activities/Locations	26	5%
Wouldn't Use	10	2%

**Q15: If you are trying to get to a medical appointment, what facilities are you trying to get to?
(4/17/2017)**

Responses: 233/670 – 35%

Q16: Are you aware: (4/11/2017)

Responses		Yes, have used in the last year	Yes, but have never used the service	No
650	That Sun Prairie provides public transportation in the form of shared ride taxi?	123	351	176
*633	The State of Wisconsin provides vanpools for state and non-state employees that commute to Madison or Milwaukee?	27	392	214
636	That Dane County/Sun Prairie has a Time Bank program.	9	98	529
632	Of the Rideshare Etc. website, which allows you to enter home and work location and hours in order to search for matches for carpooling, vanpooling and bike buddies?	19	143	470

Responses		Yes, have used in the last year	Yes, but have never used the service	No
650	That Sun Prairie provides public transportation in the form of shared ride taxi?	19%	54%	27%
*633	The State of Wisconsin provides vanpools for state and non-state employees that commute to Madison or Milwaukee?	4%	62%	34%
636	That Dane County/Sun Prairie has a Time Bank program.	1%	15%	83%
632	Of the Rideshare Etc. website, which allows you to enter home and work location and hours in order to search for matches for carpooling, vanpooling and bike buddies?	3%	23%	74%

*Questions was missing from the Spanish version of the survey

Q17: What are the main reasons you ride a bicycle or walk? (4/11/2017)

Responses: 651/670, participants could select more than one option

Commute to Work	130	20%
Commute to School	109	17%
Exercise/Health	558	86%
Personal Errands	261	40%
I do not Participate	34	5%
Other	36	6%
Fun/Leisure/Group Activity	16	2%
To get other places	10	2%
Have to bike/walk	5	1%
Can't bike or walk	5	1%

Q18: What destinations do you or a family member ride/walk to for entertainment/recreation? (4/12/2017)

Responses: 606/670, participants could select more than one option

Downtown	382	63%
Prairie Lakes Area	168	28%
Library	321	53%
Aquatics Center	169	28%
Orfan Park	105	17%
Sheehan Park	209	34%
Stonehaven Park	106	17%
Carriage Hill Estates Park	91	15%
Smith's Crossing Community Park	50	8%
Angell Park	198	33%
YMCA	85	14%
Ice Arena	54	9%
Prairie Athletic Club	249	41%
Colonial Club	65	11%
Other	43	7%
Do not participate	5	1%
Insufficient Infrastructure	3	0%
Schools	7	1%
Within Neighborhood	5	1%
Other Locations	23	4%

Q19: What keeps you, if anything, from walking/biking more often or at all? (4/12/2017)

Responses: 639/670, participants could select more than one option

Personal health or disability	81	13%
Lack of sidewalks	166	26%
Lack of safe/comfortable bicycling infrastructure	281	44%
Weather	330	52%
Safety while walking next to/with bicycles	60	9%
Safety while biking next to/with cars	268	42%
Safety while crossing intersections	179	28%
Work schedule/family obligations	153	24%
Distance too far	185	29%
needing to carry bulky items	186	29%
Not interested in walking	10	2%
No interested in Biking	21	3%
No bicycle available	31	5%
No access to walking infrastructure	21	3%
Other	24	4%
Safety	8	1%
Lazy	4	1%
Maintenance	4	1%
Other	8	1%

Q20 (Yes to Q1): What Comments or Suggestions do you have about transportation services in Sun prairie?

Respondents: 661 (61%) – 319 had comments for Q20. Participants could comment on multiple categories.

Bicycle – More on-Street/ Off-Street Connectivity	75	11%
General – Transportation Choices, Traffic, etc	64	10%
Sun Prairie Bus Service	58	9%
Access to Madison (Express Service, Rapid Transit, Commuters, Access to Popular Madison Locations)	51	8%
Ride Share – More Cabs, More Hours, Larger Service Area, or Positive Comment	31	5%
Madison Metro	26	4%
Walking – More Sidewalks, Connected Sidewalks, Promote Safety	19	3%
Park & Ride	10	2%
No Subsidized Public Transportation	10	2%
Ride Share – Unreliable, slow, poor customer service, or other negative comment	10	2%
Private Options – Uber, Lyft, Taxis	8	1%
Cost/ Impact on Tax Payers	5	1%
Others receiving 3 or fewer comments – Trolley, Rail, Elderly Transit, School Options, opposition to sidewalks, transportation to airport	17	3%

Q20 (No to Q1): What Comments or Suggestions do you have about transportation services in Sun prairie?

Respondents: 404 (38%) – 177 had comments for Q20. Participants could comment on multiple categories.

No New Public Transportation	46	11%
General Comments (Need Transportation, Traffic, Choices, or positive comment regarding Public Transportation)	27	7%
Sun Prairie Bus Service	18	4%
Community Need (Would Not Use Personally)	15	4%
Bicycle (on-street/ off-street connectivity)	13	3%
Access to Madison (Express, Rapid Transit, Commuters, Access to Popular Madison Locations)	12	3%
Madison Metro	7	2%
Would Not Use	7	2%
Ride-Share - More Cabs, More Hours, Larger Service Area, or Positive Comment	5	1%
Walking (sidewalks, connectivity)	5	1%
Don't Use Ride-Share due to cost, reliability, availability, etc.	5	
Concerns regarding Increase in Crime	4	1%
Needs More Discussion	4	1%
Others receiving 3 or fewer comments (Rail, Trolley, Elderly Services, Schools/ Students, Park & Ride, Reasonable Cost, Unfamiliar with options, general dissatisfaction)	18	4%

Shared Ride Comparisons – April 2017

Criteria	Sun Prairie	Beaver Dam	Monroe	Onalaska-Holmen- W. Salem	Watertown
Service Area Population	32,600	16,600	10,717	33,225	24,100
Hours of Service					
Monday-Thursday	6:00AM - 11:00PM	6:00AM - 10:00PM	5:30AM - 10:00PM	6:30AM - 7:00PM	5:30AM - 11:59PM
Friday	6:00AM - 2:45AM	6:00AM - 2:30AM	5:30AM - 3:00AM	6:30AM - 7:00PM	5:30AM - 3:00AM
Saturday	6:00AM - 2:45AM	8:00AM - 2:30AM	6:00AM - 3:00AM	6:30AM - 7:00PM	7:00 AM - 3:00AM
Sunday	6:00AM - 8:00PM	8:00AM - 8:00PM	8:00AM - 2:00PM	6:30AM - 7:00PM	7:00AM - 6:00PM
Max. Vehicles at Peak Hour	11	12	9	8	10
Annual Total Service Hours	27,000	43,249	18,298	31,605	29,900
Annual Total Passenger Trips	62,000	135,000	72,800	64,500	**105,000
Annual Total Service Expense	\$834,600	*\$1,016,000	\$462,500	\$832,500	\$775,000
Annual Estimated Pass. Revenue	\$205,000	\$380,000	\$200,500	\$215,000	\$315,000
Fares					
Regular Adult	\$4.00	\$3.00	\$3.25	\$4.00	\$3.75
Elderly/Disabled		\$1.50	\$2.25	\$3.50	\$2.75
Student		\$2.50	\$2.50		***\$2.75
After 10:00PM (all rides)	\$5.00	\$3.00	\$5.00		
	Low Income \$2.00	2nd student, same pickup & destination \$1.00		Eld/Dis 10AM-4PM M-F & 7AM-2PM Sa-Su \$2.75	Under 18 w/ parent \$1.50
Fleet ownership	4 city owned, 7 provider	All city owned	2 city owned, 8 provider	All City owned	All City owned
Estimated 2017 City Share of Operating Expense	\$170,000	\$70,000	Less than \$1000	\$160,000	\$20,000

Information from the System's 2017 application for State Funding unless otherwise noted

* Ridership estimated reduced based on experience through first three months

** Expenses increased to reflect higher than anticipated hourly rate

*** Under 18, assumed student rate

Proposed Sidewalk Policy Amendments

The following contains proposed amendments to the language found on page 8-21 of the City of Sun Prairie Comprehensive Plan.

Required Locations

Sidewalks and/ or bike paths shall be installed in full accordance with the following:

- On both sides of all new and reconstructed public streets, ~~excluding~~including the bulb of cul-de-sac streets and eyebrows;
- On all streets and highways bordering or adjacent to property being developed;
- ~~The Director of Parks, Recreation and Forestry, the Director of Public Works, the City Planning and~~the City Engineer shall determine when it is appropriate to substitute a bike path within the right-of-way for a sidewalk;
- When it is determined to be in the public interest, sidewalks and/ or bike paths may be required along private streets.
- Exceptions to these requirements may be considered in rare cases where unique characteristics such as topography or other environmental constrains exist which prohibit sidewalk installation, as determined by the Director of Parks, Recreation and Forestry, the Director of Public Works, the City Planner and the City Engineer.

Benefits of Sidewalk Installation

Safety benefits:

- From 2010-2016, Pedestrian/Vehicle Crashes within the city limits total was 56. This included 1 fatality and 56 injuries. *Please note: This total includes public streets, parking lots, and private property. 19 of 56 crashes were in a parking lot or private property. Those included 20 injuries.*
- Annually, 4,500 Pedestrians in the U.S. are killed in traffic crashes. 8% are due to walking along the roadway.
- In addition to reducing walking along roadway crashes, sidewalks reduce other pedestrian crashes. Roadways without sidewalks are more than twice as likely to have pedestrian crashes as sites with sidewalks on both sides of the street.

Mobility/Equity:

- By providing an integrated sidewalk network in Sun Prairie, we can increase trips made by walking, particularly when providing access to public transit.
- Sidewalks can increase transportation options for people who can't drive.
 - When sidewalks are designed, they must factor the legal requirements of the Americans with Disabilities Act (ADA).
 - Public entities such as city governments and transit agencies are required to construct facilities in accordance with ADA standards. These standards apply to all new construction; however, the ADA also requires that public entities retrofit any public facilities to these standards to ensure equal access. These requirements include sidewalks and curb ramps, which must be retrofitted to meet all current standards. Any non-compliant sidewalks or curb ramps must be upgraded to meet current standards whenever any alterations, such as road surfacing, are carried out.

Public health benefits:

- Sidewalks provide opportunities for walking, and studies have shown people with access to sidewalks are more likely to walk and meet the Surgeon General's recommendations for physical activity.
- Physical inactivity contributes to the incidence of obesity, diabetes, hypertension, heart disease, and certain cancers; and it carries a risk burden close to that of smoking.

Economic development benefits:

- A study by the Urban Land Institute shows home buyers are willing to pay more for homes in walkable neighborhoods.

- Real Estate Research Corp. analysis shows property values rise fastest in pedestrian friendly areas.
- Sidewalks improve access to business and industry for employees relying on public transportation
- Sidewalks improve customer traffic for retail businesses

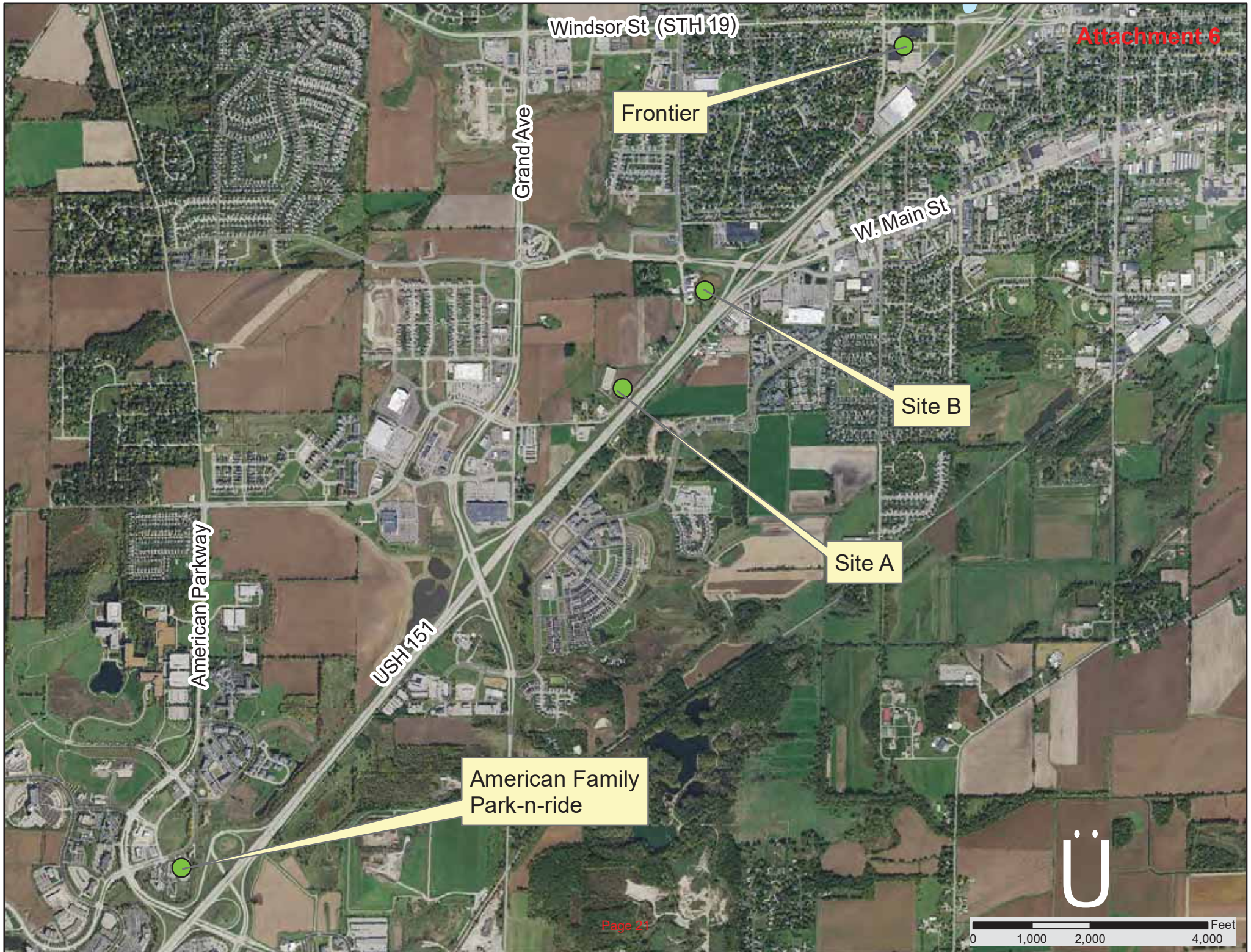
Other Benefits:

- Decreased use of cars for short trips, saving gas and lowering emissions, the 1995 national Personal Transportation Survey found that 40% of car trips in the U.S. are less than 2 miles, short enough to be accomplished on foot or bike, if the infrastructure supports walking or biking.
- Enhanced sense of community through better connections to neighbors and businesses

Sources

FHWA *Investigation of Exposure-Based Pedestrian Accident Areas: Crosswalks, Sidewalks, Local Streets, and Major Arterials*. Publication No. FHWA/RD87-038,

Center for Disease Control, *A Report of the Surgeon General, Physical Activity and Health, At-A-Glance*. CDC, Atlanta, GA, 1996



Windsor St (STH 19)

Frontier

Grand Ave

W. Main St

Site B

Site A

American Parkway

USH 151

American Family
Park-n-ride





SITE B
(6.4 acres)

SITE A
(3.0 acres)