

APPENDIX A
TDM OVERVIEW



Support Needed to Implement the Vision



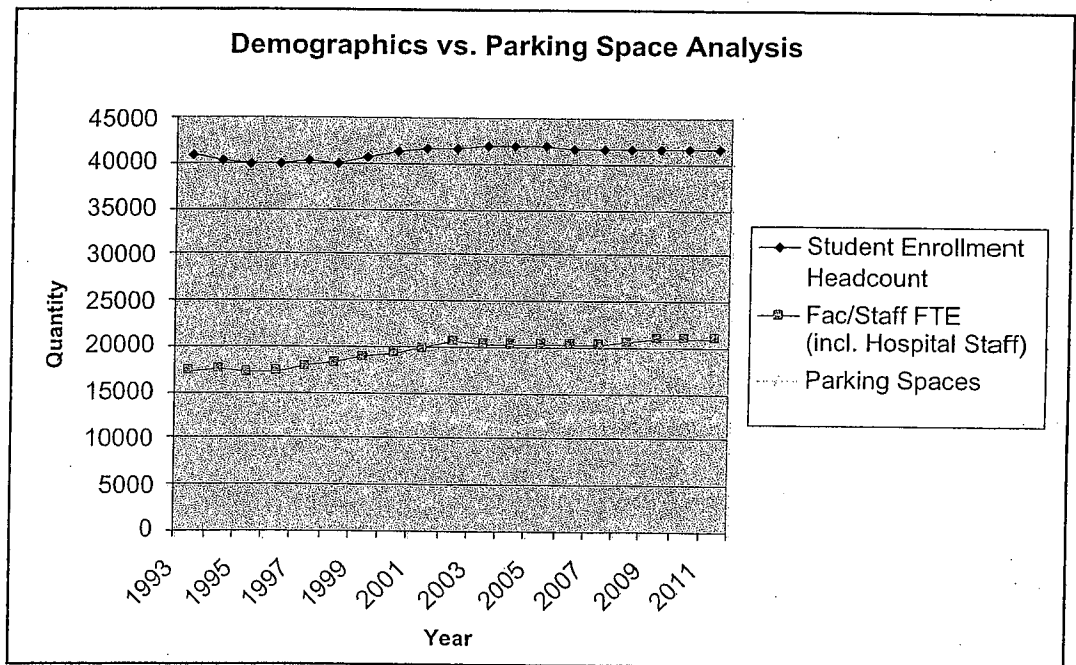
The University of Wisconsin has long recognized the challenge associated with accommodating the transportation needs of students, faculty and staff on the UW campus. Since the 1970s, the Campus Transportation Board has worked diligently to encourage the use of public transportation, create a safe environment for bicyclists and walkers, and minimize the need for new parking. Growth associated with UW Hospital and Clinics since its relocation to west campus as well as recently completed and anticipated new construction for the Health Sciences creates another challenge in terms of traffic and parking spaces related to patients, faculty, staff and visitors.

With the construction of the Waisman Center Addition, the School of Pharmacy Building, the Health Sciences Learning Center, expansions at the UW Hospital, and anticipated new facilities for the Children’s Hospital, Interdisciplinary Research Complex, and the School of Nursing, west campus traffic and the need for parking will certainly increase.

As the chart below indicates, student enrollment has remained constant over the past decade while the number of faculty and staff, including hospital staff, has grown 18%. In contrast, the number of parking stalls across campus has only grown 8%. Looking ahead to 2011, student enrollment is expected to remain steady and the number of faculty/staff is expected to increase approximately 4% due to increases in hospital staffing.

In the meantime, both the university and the Hospital have expended significant effort and capital to reduce the need for on-campus parking. Since September of 2002, 8,200 University and 1,070 UWHC employees have picked up free bus passes. In October of 2002, the employee program provided 80,700 rides; while in October 2002, the student bus pass program provided 225,000 rides. In addition, on-campus bus service was expanded last September to provide 8-minute services during the day and night-time service to 3:00 a.m. on Friday and Saturdays.

Park and ride programs to the university serve 140 campus participants, while UW Hospital shuttles more than 500 employees from off-site parking locations to the Hospital. A campus shuttle transports students, researchers and physician teachers between the Medical Science Center and the Hospital from 7:30 a.m. to 6:00 p.m. The UW has 248 participants in car pools and another 500 persons using flex permits.





THE WEST CAMPUS PLAN

The SAFERide program provides nearly 400,000 rides annually to students, faculty, staff and guests, and the campus also provides a SAFEwalk companion year round, from 7:00 p.m. until 1:00 a.m. at night.

Furthermore, the university continues to invest in bike and pedestrian path improvements, upgrades to bike/moped parking, and new bike locker spaces.

The chart to the right summarizes the university's investment in its TDM programs.

With the expanding need for health care in our community and a realization that much of that growth would occur in outpatient settings, UW Hospital developed a facilities plan that moved primary care and non-critical ambulatory care increasingly into facilities on Junction Road, the University Research Park, the American Family (East) Park and other off-campus locations. To date, more than 1,000 employees have been relocated to off-campus sites, along with 270,000 clinic visits. Hospital facilities are increasingly used only for in-patients, emergency care and high-end ambulatory visits that require sophisticated imaging and highly specialized care. Other programs are being evaluated for off-site locations.

Despite these measures, the need to develop additional parking on the west campus continues. With surface parking being lost to future building sites, parking pressures are increased. A recent transportation consultant's study projects that the west campus needs a total of 1,100 to 1,300 additional parking spaces to fulfill the demand and the planned build-out of the west campus.

The campus is planning a 1,285 car parking ramp east of Nielsen Tennis Stadium on existing parking Lot 76. The project may be constructed in two phases; however, approval of the full build-out will be requested at this time

In addition, options for parking as part of building projects are being evaluated. Underground parking may be developed in concert with the proposed Nursing School Building and the proposed Children's Hospital. An option to develop a parking ramp north of the Veterans Administration Hospital was evaluated by campus staff but negotiations with the federal government and the VA staff failed. This site is no longer being pursued for additional parking.

The Lot 76 ramp is needed now so it will be available to replace parking lost to the west campus development between 2005 and 2011. Specific parking losses in this time frame will include 449 spaces in Lot 76; 341 spaces at the IRC site; 266 spaces at the Learning Center site; 240 spaces at the Children's Hospital site; and, 208 spaces at the School of Nursing site. With the full build-out of the west campus in 2011, it is estimated that the net gain in parking stalls on the west end of campus from 2001–2011 will be 53.

The UW will continue to mitigate the impact of campus development by either initiating or partnering in a number of transportation and circulation improvements currently in the planning stage (see maps following this section). A summary listing of these improvements are as follows:

TDM Program	FY03 estimated annual cost
Employee Bus Pass Program	\$ 700,000
ASM Student Bus Pass Program	\$ 1,400,000
Campus Bus	\$ 850,000
Park and Ride	\$ 125,000
Hospital Park and Ride	\$ 545,000
Carpools	\$ 5,000
Flex Parking Program	\$ 10,000
Medical Science/Clinical Science Shuttle	\$ 90,000
Emergency Ride Home	\$ 1,000
Bicycle/Pedestrian Program	\$ 40,000
SAFERide Bus	\$ 215,000
SAFERide Cab	\$ 165,000
SAFEwalk	\$ 90,000
TOTAL	\$4,236,000



THE WEST CAMPUS PLAN

- Participate in Regional Commuter Rail System
- Create new entrance drive into Hospital from Highland Avenue
- Add new pedestrian walks to increase pedestrian safety, facilitate a pedestrian scale to the west campus and encourage walking between the buildings:
 - ▲ Sidewalk connections around Pharmacy Building, and revised sidewalk/bicycle path layouts around Lot 85, south of Pharmacy Building (done)
 - ▲ West side of Highland Avenue, east of Patient/Visitor Ramp (done)
 - ▲ West side of Highland Avenue, east of Health Science Learning Center
 - ▲ South & east side of Highland Avenue, north and west of IRC
 - ▲ East side of Highland Avenue, west of Children's Hospital site
 - ▲ East side of University Bay Drive, south of Emergency Room entry drive
- Add new pedestrian overpass from Health Science Learning Center to Pharmacy
- Road Extension: Observatory Drive to Highland Avenue
 - ▲ Includes new bike on-street lanes
- Intersection Improvements (see map following this section):
 - ▲ University Avenue/Campus Drive/University Bay Drive/ Farley Avenue:
 - Partner in adding north bound second left turn lane from University Avenue and west bound second right turn from U-Bay Dr; partner in future pedestrian overpass and commuter train stop
 - ▲ Walnut Street & University Bay Drive
 - Add stop signs; improve pedestrian safety and bicycle movements
 - ▲ Walnut Street & Highland Avenue
 - Add stop signs; improve pedestrian safety and bicycle movements
 - ▲ Walnut Street & Marsh Lane
 - Improve bicycle movements
 - ▲ University Avenue & Highland Avenue
 - Increase timing to allow more left turns onto Highland Ave, south bound

UW Facilities Planning & Management is committed to its community partnerships with the neighborhood associations, the City of Madison, and the Village of Shorewood. We will continue to help develop plans to mitigate the impact of west campus growth on our adjacent neighbors. For example, possible traffic calming measures include traffic islands on Highland Avenue, stop signs on Lake Mendota and University Bay Drives, speed bumps, and even limited access gates. At the four Shorewood/University Bay Drive intersections, the UW will construct whatever the village recommends from these options.

As the planning continues, we will continue to meet with neighborhood groups, local officials and other concerned parties to discuss our plans, facilitate discussion and entertain the many ideas others will have as to how to best address neighborhood concerns: